

“From our original deal through negotiating expansions and contractions and even in its day-to-day property management, Cousins has displayed nothing but the utmost professionalism throughout our long relationship. I would recommend Cousins without hesitation.”

Matthew J. Fanoie
Corporate Director, Real Estate & Facilities
Coca-Cola Enterprises

Wildwood





Challenge

Cousins Properties was selected in 1982 by IBM to develop a 188,000 square foot worldwide training center as the first major facility at the mixed-use Wildwood Office Park in metro Atlanta. The fast-track schedule dictated design, construction, tenant fit-up and move-in within 13 months. The turn-key project also required that roads and infrastructure be completed within this timeframe.

Cousins took care to pay special attention to environmental factors in the project's development, since Wildwood Office Park was bordered by the preserved Chattahoochee River Recreation Area, inclusive of more than 1,700 acres sold to the federal government by Cousins in the 1970s.

Solution



Cousins has a successful track record of selecting development sites in areas poised for growth, and the 300 acres of Wildwood Office Park fronting the Chattahoochee River were no exception. During the project's pre-development phase, Cousins established several features that distinguished the project from competitors:

- Environmentally-friendly land development: The project location and site arrangements were made in concert with land features. Parking decks were benched into hillsides to minimize visual impact and excavation, and building sites were shifted to preserve trees. As a result, the project received an Environmental Improvement Grand Award from The Associated Landscape Contractors of America.
- Commitment to quality: Cousins established a quality-driven protocol for design and construction practices – many of which have been adopted as industry standards.

Cousins delivered the complex project on-time and on-budget, and as a result IBM approached the company about becoming a joint venture partner to continue development of Wildwood - a relationship that began in 1985 and has not only continued, but also expanded to other locations beyond Georgia.

Additionally, Cousins' expertise and successful partnership with IBM attracted Coca-Cola Enterprises, General Electric, Georgia Pacific and other regional, national and international companies as tenants at Wildwood Office Park.

Although Wildwood's major focus was as an office park, it was originally envisioned as a mixed-use development. The partnership carefully sold land tracts and outparcels to developers for a Hilton Garden Hotel, retail and restaurants, and a 53-acre residential development inclusive of

single-family homes, townhomes and condominiums. In addition, Cousins developed the gated luxury residential community River's Call, featuring million-dollar classic country homes unmatched in the metro area.

Together, Cousins and IBM grew Wildwood from a concept to 300 acres of one of Atlanta's first true live, work, play developments – before the concept was mainstream. In 2004, Cousins completed the largest project sale in Atlanta history at \$420 million for six Wildwood Office Park office buildings and eight ground leases, at which time the property was 96 percent leased. The sale supported Cousins' stance that focusing on high quality assets in prime locations is a strategy that continues to deliver exceptional value for its shareholders.

Wildwood

Cousins' Role:

- Developer

Project Scope:

- 2.4 million square-feet of office
- 8 buildings

Amenities:

- Chattahoochee River National Recreation Area
- Full service banking
- Wildwood Athletic Club
- Child development center
- Houston's restaurant
- Hilton Garden Inn

Sustainability:

- 3200 Wildwood Plaza - Energy Star Certified

Awards:

- 2300 Windy Ridge Parkway - The Office Building of the Year Award (TOBY), Building Owners and Managers Association (BOMA)
- 2300 Windy Ridge Parkway - Award of Merit, NAIOP
- 2500 Windy Ridge Parkway - Office Building of the Year Award (TOBY) Building Owners and Managers Association (BOMA)
- 2500 Windy Ridge Parkway - Industry's Choice Corporate Facilities Award, Dorey Office Guide
- 3200 Wildwood Plaza - International Earth Award (TOBY), Building Owners and Managers Association (BOMA)

John McColl
Executive Vice President, Development
Cousins Properties
404.407.1340
johnmccoll@cousinsproperties.com

John Goff
Senior Vice President, Development
Cousins Properties
404.407.1290
johnmccoll@cousinsproperties.com

