



Ponce City Market is not just a massive historical renovation; it's the largest adaptive re-use project in Atlanta's history with the goal to move Atlanta forward while maintaining and emphasizing the city's unique history and culture.

Location	Atlanta, GA
Size	2.1 Million SF
Design Services	Structured Cable, AV, & Security
Client	Jamestown Properties

Ponce City Market

Client Objective

Ponce City Market is a 2.1-million-square-foot, live-work-play destination situated along the Atlanta BeltLine and listed on the National Register of Historic Places. Named one of Travel + Leisure's "World's Coolest New Tourist Attractions," the development includes 330,000 square feet of retail and restaurants, 475,000 square feet of office space (including Jamestown Properties' 75,000-square-foot HQ), and 259 residential flats.

NTI served as the technology consultant over a four-year design and construction phase, designing the structured cabling, Wi-Fi, CCTV, access control, and select AV systems across the building and parking deck. To keep the complex project on schedule, NTI coordinated across three separate architecture firms: Choate + Hertlein (base building), Gensler (offices/HQ), and Stevens & Wilkinson (residential lofts).

NTI Solutions in this Project



Structured Cabling

Horizontal and vertical cabling, equipment room layouts, pathways, and voice/data service infrastructure.



Security

Closed-circuit security cameras, monitors, duress alarms, door contact sensors, keypads, and motion detectors.



AV

Public area sound, meeting room technology, speakers, amplifiers, and complete MATV/CATV television distribution.