

# Goldman Sachs, Greenstone Kick Off Speculative Office Tower in Atlanta

14th + Spring Building Rising Next to New Apartments in City's Busiest Neighborhood



Goldman Sachs and Greenstone started construction Jan. 9 on an office tower at 14th and Spring streets in midtown Atlanta. (CoStar)

**By Tony Wilbert**  
**CoStar News**

January 15, 2020 | 11:16 A.M.



Goldman Sachs and developer Greenstone Properties have secured a key piece of financing and started construction on a new office tower in midtown Atlanta, one of the country's busiest markets based on projects underway.

The joint venture between Goldman Sachs Merchant Banking Division and Atlanta-based development firm Greenstone said Tuesday they secured construction financing from US

Bank for the [12-story, 312,000-square-foot](#) office tower called [14th + Spring](#) at the intersection of those streets in midtown Atlanta. The building is part of a larger mixed-use project where Crescent Communities is developing [Novel Midtown](#), a 339-unit apartment complex, and a restaurant site on Spring Street.

Greenstone said it expects the purely speculative project to be successful. "[We're] very confident in the market," Greenstone Partner De Little said in an email.

Midtown has supplanted Buckhead, which historically had been Atlanta's most-sought-after office market. As millennials and recent college graduates made midtown a favorite place to live, technology and creative companies including ATM and banking software company NCR relocated there. As midtown's office market gained momentum over the past several years, developers planned and started several new speculative office projects.

"Midtown is the most active submarket in Atlanta in terms of construction and now [ranks as one of the top five most active submarkets in the entire country](#) on a square-foot basis," CoStar marketing analyst Trenton Turner and managing analyst David Kahn wrote in a new midtown market report.

At the end of 2019, Atlanta had nearly 4.6 million square feet of spec office space under construction, more than half of which is in midtown, according to a report issued Tuesday by real estate services firm Transwestern. "All of these are in desirable locations with abundant nearby amenities, and each one is due to be completed within the next two years," Keith Pierce, director of Southeast research at Transwestern, said in the report.

The location of Spring + 14th near Atlanta's Downtown Connector, the portions of Interstate 75 and Interstate 85 that are connected as they wind through midtown, is a key reason Greenstone and Goldman Sachs went ahead with the project, Greenstone Partner Chris Scott said. The site's Walk Score, or walkability index based on its location within an easy stroll to restaurants, event spaces and public transportation, also played a role.

"Greenstone was first drawn to the high-profile site for numerous reasons, including first on, first off ingress/egress to the Downtown Connector, providing future proof access to the Downtown Connector, and unparalleled visibility to the 2.5 million cars passing the





Crescent Communities is developing the Novel Midtown multifamily project, left, next to the 14th + Spring office tower. (CoStar)

property each week,” Scott said in a statement. “Additionally, tenants will benefit from the property’s 93 Walk Score by walking to the adjacent new Whole Foods, the Arts Center MARTA Station, Four Seasons hotel and numerous other retail, dining, hotel and cultural establishments.”

Greenstone, which will handle marketing and leasing of 14th + Spring, said it expects to complete the office tower in the summer of 2022. Novel Midtown is expected to be completed in fall 2021.

### **For the Record**

Balfour Beatty is the general contractor for 14th + Spring. HKS is leading the project's architectural team.

[twilbert@costar.com](mailto:twilbert@costar.com)

[@twilbert](#)