



In 2014, Ponce City Market began to reopen the fully renovated Sears, Roebuck & Company building, restoring its prominence as a vital landmark in Atlanta's burgeoning Old Fourth Ward.

PONCE CITY MARKET: ATLANTA LANDMARK BOASTS BEAUTIFUL ROOFTOP RETREAT

One of the central features of a revitalized Atlanta landmark is the building's greenroof, which serves as a gathering spot and recreational area for tenants and visitors.

The newly renovated historic property, now called Ponce City Market, has a beautiful, natural space atop its downtown rooftop made possible by expanded shale and clay from Arcosa Lightweight.

A unique soil mixture, designed to ensure this roof always stays green, is a blend of Arcosa lightweight, sand, and organic compost. Scott King, of EARTH Products in Atlanta, says HydRocks works well in this type of application for two reasons: weight and absorption.

"Expanded shale and clay is the

lightest material of its kind, and that really helps reduce the loads on the roof structure," says King. "It also has a very high absorption, which helps the plants in the green roof survive Georgia's hot summers and long periods between rain events."

King says lightweight aggregate, blended with EARTH Food® soil amendment compost, work together to supply plants with water and nutrients. "The absorbed water and nutrients are available for the roots when they need them most. And yet HydRocks never softens or decays. Its ceramic structure remains stable through repeated

cycles of wetting and drying," says King.

NEW LIFE FOR CLASSIC STRUCTURE

Atlantans have watched the adaptive-reuse of the former Sears, Roebuck & Co. building unfold for more than two years, and the area is abuzz with new interest about what many are calling the building's rebirth.

Positioned on essentially a full city block, the expansive landmark has seen its share of occupants and tenants.



The structure sold in 1990 to the city of Atlanta for use as City Hall East. When the building finally closed to the public in 2010, its more appreciated era had long faded.

The year 2011 saw a new owner, Atlanta-based Jamestown, an investor of high-quality real estate, take the reins.

Jamestown set out by consulting with neighborhood residents to determine the best uses for the building, followed by one of the region's most impressive renovations, transforming the industrial space into a mixed-use complex with retail, restaurants, residences, offices and green space.

From its landmark location in Atlanta's Old Fourth Ward, Ponce City Market is now a connecting point for adjoining neighborhoods and beyond.

ERTH Products, LLC. is the Southeast's premiere soil solutions company manufacturing quality engineered soils and growth media for environmentally friendly, sustainable landscape systems.

