NCR grows to 400,000 square feet in Duluth

By Douglas Sams
Staff Writer

ATM maker **NCR Corp.** has more than doubled its real estate footprint in Duluth.

The expansion follows its decision to relocate its corporate headquarters to Gwinnett County from Dayton, Ohio.

The company has grown from leasing about 185,000 square feet of real estate in Duluth to close to 400,000 square feet.

The company expanded by a little more than 57,000 square feet at 2651 Satellite Place.

NCR has occupied the Duluth building at Buggs Road and Satellite Boulevard for years.

It now has almost 245,000 square feet at 2651 Satellite Place.

NCR is also leasing nearly the entire 700 Satellite Place building — about 120,000 square feet. It has already started to move into the building, which is located on Satellite Boulevard and within the Gwinnett Place Community Improvement District.

The building is owned by Franklin Street Properties Corp.

NCR is also considering whether to lease additional office space in the adjacent 800 Satellite Place building, according to sources familiar with the situation.

CB Richard Ellis Inc.'s John Shlesinger and John Ferguson are representing NCR during the expansion.

Shlesinger could not comment on the real estate expansion.

NCR originally has said it would add about 1,250 corporate jobs to Gwinnett.

It's unclear if that number will grow, officials said.

State economic development officials deferred all comments about the ongoing expansion to NCR.

In an e-mailed response to Atlanta Business Chronicle, a company spokesman said, "NCR continuously reviews all options to accommodate growth, including the expansion of its facilities."

Duluth is home to NCR's headquarters, its retail line of business and many engineering, sales and marketing positions, the spokesman said.

The company wants to create a campus environment between the Satellite Place office buildings and its original location at 2651 Satellite Blvd.

"This centralization helps to improve collaboration and makes NCR a stronger, more nimble company where we can drive growth, promote innovation, increase productivity and continually upgrade our focus on the customer," the spokesman said.

NCR is now in three buildings in Gwinnett and continues to look at additional space within those buildings, according to Mary Douglass, project manager for the **Georgia Department of Economic Development.**

> "They wanted to be in a home where they had opportunities and the flexibility to become a company that would be around for another 125 years."
>
> **Mary Douglass**
> Georgia Department of Economic Development

Douglass spoke about NCR to Atlanta commercial real executives and brokers Dec. 15 in a presentation before the **Atlanta Commercial Board of Realtors.**

Georgia Department of Economic Development Commissioner Ken Stewart said he wouldn't be surprised to see NCR continue to expand because its technology helps drive automated transactions.

"That process touches the everyday lives of so many individuals," he said.

The state gave NCR a roughly $80 million incentive package to relocate its headquarters to Duluth.

NCR said it was bringing more than 2,100 jobs, including nearly 900 to a manufacturing operation in Columbus, Ga.

"This was a company that was looking to restructure significantly," Douglass said during the Dec. 15 presentation.

"It wanted to change the kind of company it had been in the past to a company of the future. They wanted to be in a home where they had opportunities and the flexibility to become a company that would be around for another 125 years."

The state worked to land NCR for up to two years, Douglass said.

Ohio apparently didn't stand much of a chance.

"After it was pretty much a done deal, that's when Ohio got involved," Stewart told commercial real estate executives. "They really never were in the game. I don't think," Stewart said.

Douglass added of NCR, "They were not getting the response they wanted out of the state of Ohio. "They expressed a great deal of frustration about the business-friendly environment and the tax situation there."

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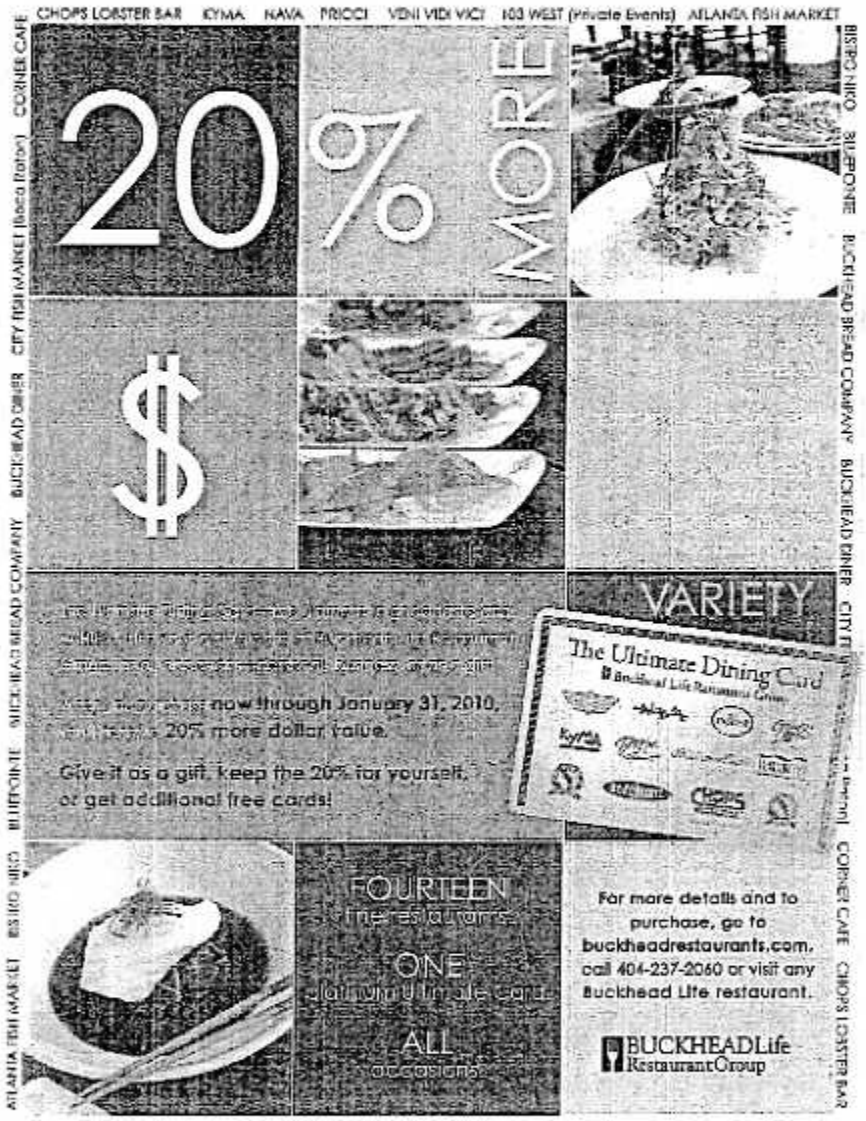

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