

NCR may pick Gwinnett Place for HQ

By Douglas Sams
STAFF WRITER

NCR Corp. is focusing on a class A office building near Gwinnett Place mall for its new global headquarters.

The maker of automated teller machines and retail self-checkout technology announced June 2 it was relocating its headquarters and at least 1,200 workers from Dayton, Ohio, to Duluth.

Satellite Place 700, a six-story office building near the conjunction of Satellite Boulevard, Pleasant Hill Road and Interstate 85, emerged as the frontrunner to house the headquarters, according to sources familiar with the company's plans.

NCR has considered up to three Gwinnett sites for its headquarters.

NCR would bring a fortune 500 company and potentially more than 1,000 employees to Gwinnett's Central Business District, and boost the image — and business — within the Gwinnett Place mall area.

Gwinnett Place during much of the past decade fought to overcome vacant shopping centers, traffic jams and the perception of increased crime.

It also suffered from increased competition from The Mall of Georgia, Discover Mills and the departure of Macy's in 2003.

Satellite Place, developed by Crescent Resources LLC, is one of the developer's signature Atlanta projects and one of Gwinnett's few class A office developments.

Animal pharmaceutical company Merial Ltd. also has a corporate office in the Gwinnett Place area.

"If this happens, it's definitely a big deal for Gwinnett County, and Gwinnett Place," said Joe Allen, executive director of the Gwinnett Place Community Improvement District.

"It instantly creates more prestige and enhances what Merial has already been able to accomplish for the district."

NCR would bring much-needed investment to the Gwinnett Place Community Improvement District, which is also in line for transportation improvements, Allen said.

► See NCR, 24A

NCR eyes Gwinnett

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NCR said it does not comment on real estate matters.

The company has maintained corporate facilities at the corner of Satellite Boulevard and Boggs Road, just a few miles from Satellite Place 700.

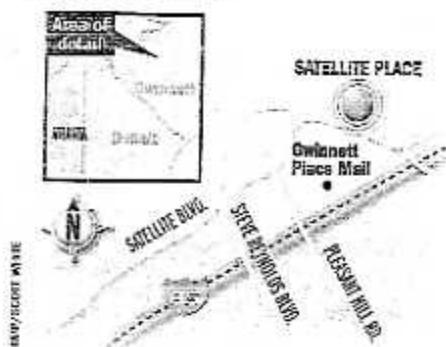
NCR could remain in its one-story building and still move executives and other employees into Satellite Place 700, a source said.

The 130,000-square-foot building, completed in 2000, is mostly vacant after losing The Travelers Companies Inc. (NYSE: TRV). NCR could take most of the space within the building. Gwinnett economic development officials think that landing NCR puts Gwinnett on the map as a national destination for Fortune 500 companies.

Last July, car dealer chain Asbury Automotive Group Inc. (NYSE: ABG) moved its headquarters to Gwinnett from New York. Prior to that, one of Atlanta's most promising solar energy startups,

Would add prestige

Fortune 500 company NCR Corp. could occupy the six-story Satellite Place 700 building.



Source: Staff research

Suniva Inc., settled there. Three years ago, Hewlett-Packard Co. opened a big data center.

NCR said it will maintain a data center and sales and service operations in Dayton, where it has been based since 1884.

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