

FOR THE EXCLUSIVE USE OF ASICHKO@BIZJOURNALS.COM

From the Nashville Business Journal:

<https://www.bizjournals.com/nashville/news/2019/11/25/fortune-500-firm-signs-lease-at-revamped-charlotte.html>

Fortune 500 firm signs lease at revamped Charlotte Avenue complex

Nov 25, 2019, 11:04am CST

A global Fortune 500 company is relocating its Nashville tech center to a mixed-use development on Charlotte Avenue that is revitalizing a former manufacturing plant.

Accenture (NYSE: ACN) is leasing 36,400 square feet of office space at the Sylvan Supply development, at 4101 Charlotte Ave. Well more than 300 employees can fit in the space, which Accenture expects to open around May, the project's developers told the Business Journal.

Accenture is the first signed office tenant for the Sylvan Supply project, marking another milestone for a development that is overhauling the former Madison Mill Inc. complex. The deal represents a little more than 25% of the office space at the project, which also will include retail such as [Bearded Iris Brewing](#), [Barista Parlor](#) and [a new fast-casual restaurant concept](#).

[Third & Urban](#), of Atlanta, is spearheading the development in tandem with investment partner FCP, based in the Washington, D.C., area. Third & Urban is one of countless new-to-Nashville developers, and a number of them are gravitating toward these kind of "adaptive reuse" projects.

Accenture is relocating from an office near Nashville International Airport, at 616 Marriott Drive. Accenture opened that office in mid-2016, with an initial staff of 25 and [touting plans to grow that headcount to 250](#).

"For retention and recruitment, getting close to a more urban in-fill location and neighborhoods that are growing, that was a big factor for them," said [Sarah Hubbard](#), a vice president at FCP. "Accenture's decision to locate at Sylvan Supply is a strong validation of our vision."

Requests for comment to Accenture were not returned.

"This falls in line with what we're seeing in Nashville and other markets in the Southeastern United States: Larger corporate tenants are looking to move into these creative spaces," said [Chris Faussemagne](#), a partner at Third & Urban.

The 7.1-acre property allows ample room for covered parking and parking lots, all at the rear of the site. Accenture will house everyone on one floor, with a dedicated patio and also access to other outdoor space, Hubbard said.

The first tenants at Sylvan Supply, including Accenture, will move in during April and May. Progress is obvious when driving by the site — and it looks like the developers preserved much of the graffiti that had been done while the property was vacant for a few years.

"Sometimes these projects are reuse of a great old building, and sometimes, the history is more recent," Faussemagne said. "The graffiti became part of that recent history. We've tried to leave remnants of that part of the history."

Carson Design Associates Inc., of Austin, is designing Accenture's space, according to Metro documents.

An office brokerage team at CBRE Inc. (NYSE: CBRE) including [Sarah Pettigrew](#) represented Accenture, according to Metro documents. [Bill Adair](#) and [Ashley Albright](#), brokers with the firm Jones Lang LaSalle Inc. (NYSE: JLL), represented the developers.

Adam Sichko
Senior Reporter
Nashville Business Journal



CARSON DESIGN ASSOCIATES, VIA METRO FILINGS

This rendering depicts part of the 36,395-square-foot space that professional services firm Accenture is leasing at the Sylvan Supply development at 4101 Charlotte Ave.

