

DOWNTOWN ATLANTA OVERVIEW



BE DOWNTOWN



Central Atlanta Progress
Atlanta Downtown Improvement District

A VIBRANT CITY CENTER



You will be pleasantly surprised by all that Downtown Atlanta has to offer your business. From the best freeway, transit access and parking to walkable, vibrant streets offering diverse restaurants, entertainment venues and unique experiences you can only find in the heart of our city.

DOWNTOWN AT A GLANCE

- 23,000 residents
- 35,000 students
- 118,000 daytime office workers
- 200,000 daytime population
- 61 million square feet of commercial space
- 13,000 hotel rooms
- More than 300 restaurants and bars
- 13 million annual attendance at sporting events, conventions, concerts, parades, festivals, and attractions
- \$34 billion annual economic impact:
- \$61 million annual fiscal surplus to City and Atlanta Public Schools



DO YOU REMEMBER THIS?

Just a few short years ago....



DEVELOPMENT INVESTMENT

Since 2003

\$6.0

billion
invested

Housing

Hotels

Retail & Restaurants

Office

Institutional/Government

Attractions

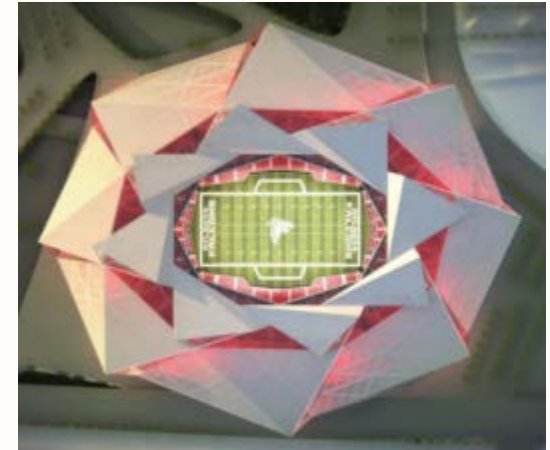


2014 WAS A BIG YEAR



MORE INVESTMENT COMING

ANOTHER \$2 BILLION UNDER CONSTRUCTION & PLANNED



TRANSFORMATIVE PROJECTS IN THE PIPELINE

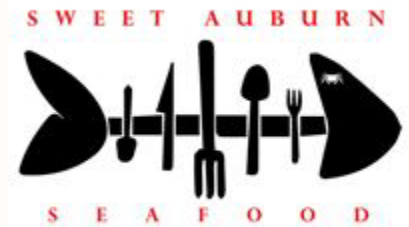
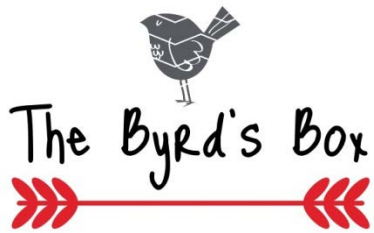
UNDERGROUND ATLANTA – CIVIC CENTER – TURNER FIELD



HOTELS



RETAIL AND RESTAURANTS



HOUSING



DOWNTOWN OFFICE MARKET NEW ENERGY & CAPITAL



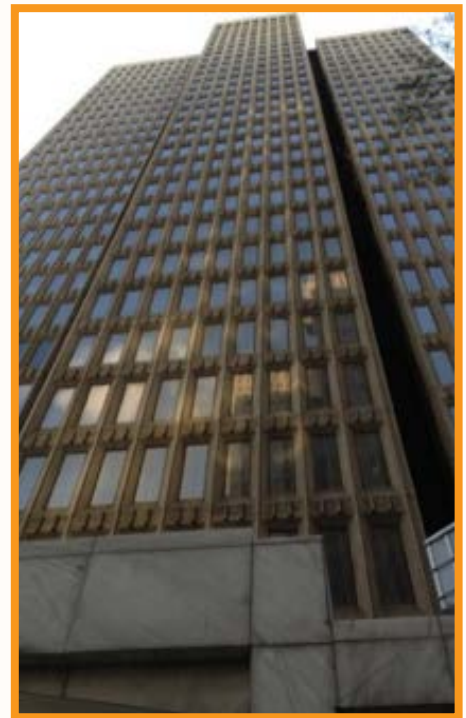
***100 Peachtree St NW
622,000 s.f.
Five Mile Capital***



***34 Peachtree St NW
283,000 s.f.
Creations Group
and Fairlead***



***82 Peachtree St SW
115,000 s.f.
Creations Group***



***230 Peachtree St NW
415,000 s.f.
Portman Holdings***

DOWNTOWN OFFICE MARKET TRANSITIONING TO NEW USES

Total – 552,000 square feet



250 Piedmont Ave NE
360,000 s.f.



222 Piedmont Ave NE
70,000 s.f.



41 Marietta Street NW
122,000 s.f.

DOWNTOWN OFFICE MARKET LEASING DEALS

**ATLANTA
BUSINESS CHRONICLE**

Koch inks 90,000 s.f. lease at Equitable
Downtown's Equitable Building continues its turnaround.

**CoSTAR
GROUP**

Harland Clarke Moving to Downtown Atlanta
Payment Solutions Firm Leased 34,000 SF at Georgia-Pacific Center

ajc.com

Coke to move nearly 2,000 workers Downtown
Coca-Cola confirmed on Monday it plans to relocate a substantial number of information technology workers from Cobb County to Downtown Atlanta.

**CL
ATLANTA CREATIVE
LOAFING**

Our Downtown home
CL has moved to the heart of Atlanta

OFFICE MARKET - INNOVATION



Inventive companies are moving Downtown, where people and ideas can prosper in close proximity and employees can mingle, collaborate, and innovate.

OFFICE MARKET - INNOVATION



The Flatiron Building

Proposed renovation of 36,000 s.f. of office space and 4,700 s.f. of retail space by Lucror Resources to create an entrepreneurial and tech business hub. The project is described as a “next-generation” office space - a “live, work, play” environment that would attract technology, digital media and advertising and design startups and entrepreneurs.



Switchyards

Scoutmob co-founder, Michael Tavani plans to turn the 20,000 square foot 1920s building at 151 Spring Street into a consumer and design startup incubator.



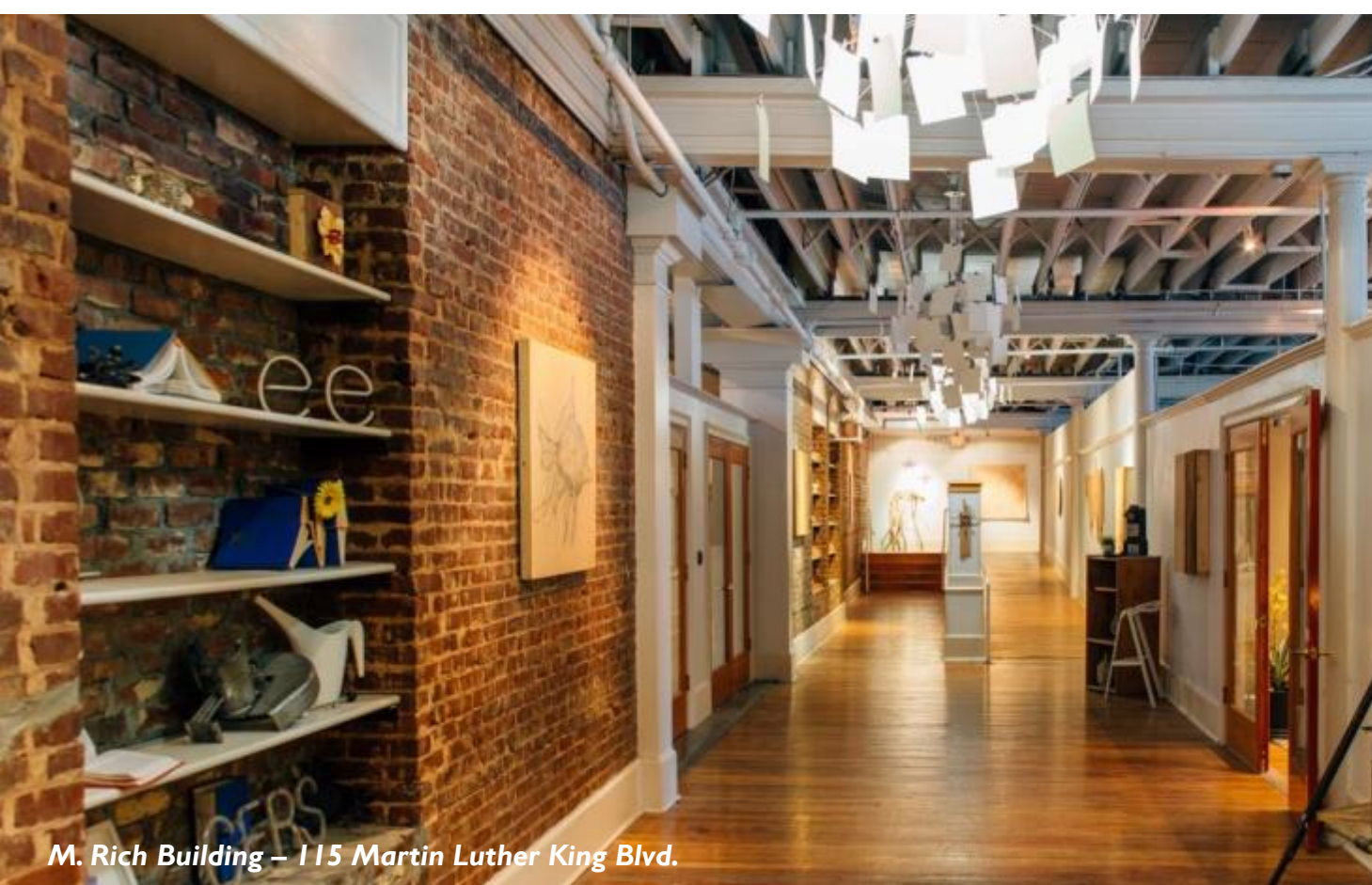
"All entrepreneurs like to be able to spot the next big thing." Tavani said. "I think Downtown is the next great neighborhood for creative talent in the city." See more of what Michael has to say in his video introducing the project.



Switchyards – 151 Spring Street

**SWITCH
YARDS**
*Downtown
Atlanta*
USA

"Switchyards will be the home of the strongest consumer start-ups in the city," said Tavani, who is not shy about setting expectations. "So, everyone who's starting something consumer-based in Atlanta says, 'That's where I need to be.



M. Rich Building – 115 Martin Luther King Blvd.



The Iron Yard, the largest tenant in Buckhead's Atlanta Tech Village, is relocating to the historic M. Rich Building Downtown. The Iron Yards looked at spaces across metro Atlanta, from the suburbs to intown areas, but, John Saddington said, "We wanted to become part of something bigger — part of an existing history and culture."

OFFICE MARKET - INNOVATION



Coca-Cola Technology Plaza at SunTrust Plaza

Col-location of 2,000 information technology associates and contractors in one central location in state-of-the-art office space to improve the efficiency of our operations

Deloitte iLab at 191 Peachtree

Creation of 26,000 s.f. “iLab,” to accommodate 400 workers focused on developing software and analytics products for Deloitte’s Fortune 250 clients by using Deloitte’s intellectual property and creating cloud-based software and advanced analytics products



DOWNTOWN OFFICE MARKET TRENDS

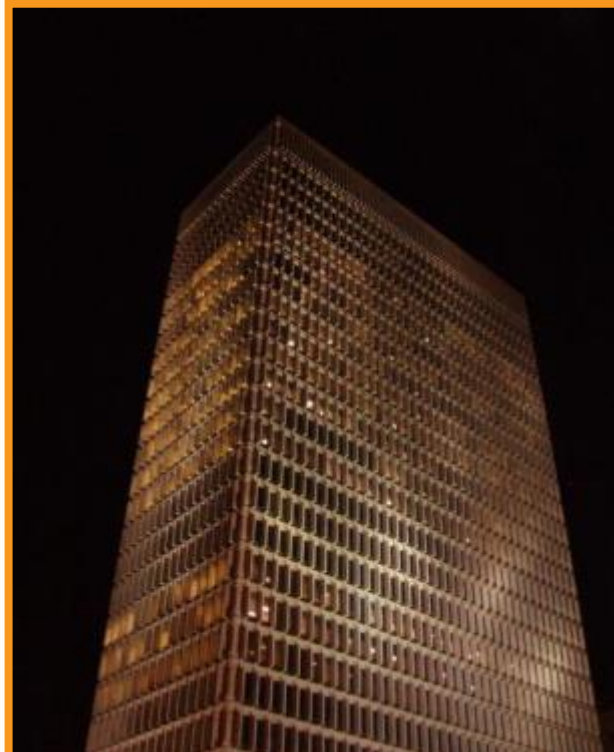
- Transaction activity is changing inventory
 - New energy and capital for underperformers
 - Georgia State University is consuming space
 - Non-competitive space transitioning to new uses
- Lease activity returning with notable large deals:
Coca-Cola and **Koch**
- **Net result: less vacancy and better opportunity for new construction of competitive product**

DOWNTOWN OFFICE MARKET GSU CONSUMING SPACE

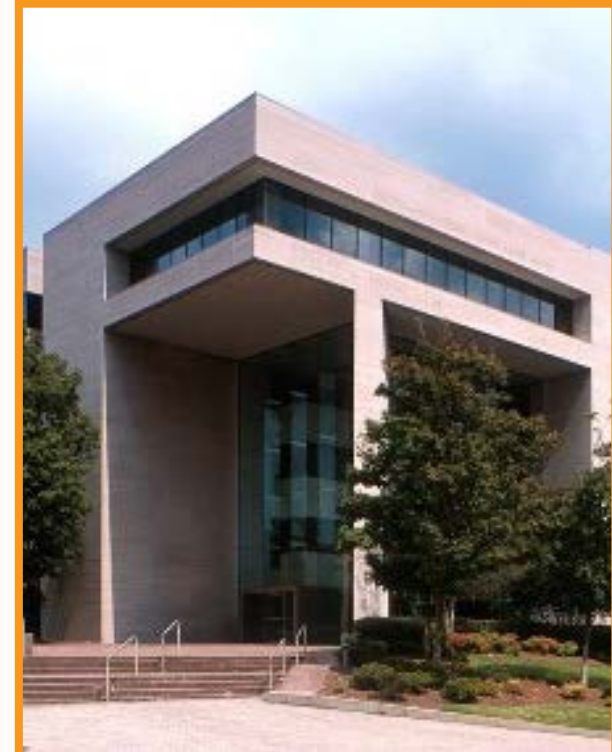
Acquisitions totaling— 1.2 million square feet



55 Park Place NE
555,000 sf



25 Park Place NE
500,000 sf



100 Auburn Avenue NE
150,000 sf

GEORGIA STATE UNIVERSITY

32,000

Students

5.4 billion

sf of real estate

\$1.5 billion

capital investment
underway



College of Law Building – under construction



"The Cube" Digital Media Center at 25 Park Place

DOWNTOWN INFRASTRUCTURE INVESTMENT

**CAPITAL
PROJECTS
LEVERAGE
SINCE 2003**

**ADID
Investment
\$11,326,128**

**Total
Investment
\$127,036,822
11x multiplier**



ATLANTA BETTER BUILDINGS CHALLENGE

- National competition initiated by US Department of Energy
- Started in June 2011 with 3 pilot cities: LA, Seattle and Atlanta
- Mayor Reed launched program Downtown in November 2011
- Now more than 200 participating buildings representing 70 million square feet of space across the city
- Atlanta's Goal: To reduce energy and water consumption by at least 20% in participating buildings by 2020 (vs. 2009 baseline year)
- Current Progress:
 - ✓ Portfolio Energy Savings of ~10%
 - ✓ 12 participants have exceeded the 20% energy reduction goal;
 - ✓ 5 have exceeded the 20% water reduction goal



ATLANTA STREETCAR



www.TheAtlantaStreetcar.com



ATLANTA STREETCAR

ATLANTA STREETCAR AS AN INVESTMENT CATALYST

Since the 2010 streetcar funding announcement, **\$568 million** has been invested in **38 projects** within a five-minute walk of the route

Another **14 projects** worth **\$291 million** are on track to be completed in 2015 and pipeline of projects grows every day



ATLANTA STREETCAR AS AN INVESTMENT CATALYST

Planning, Policy and Public-Private Partnerships are driving activity:

- Sweet Auburn Works, Inc.
National Trust for Historic Preservation Main Street Program established and gaining momentum to drive investment and preservation
- M.L. King Jr. Landmark District Zoning Updates
Updated regulations adopted to support investment
- Invest Atlanta Façade Improvement Grants
\$3 million to be invested in buildings throughout the corridor
- Downtown and Auburn Avenue Opportunity Zone
\$3,500 tax credit for 5 years for net-new jobs for qualified employers

ENHANCING CYCLING INFRASTRUCTURE

Cycle Atlanta Plan

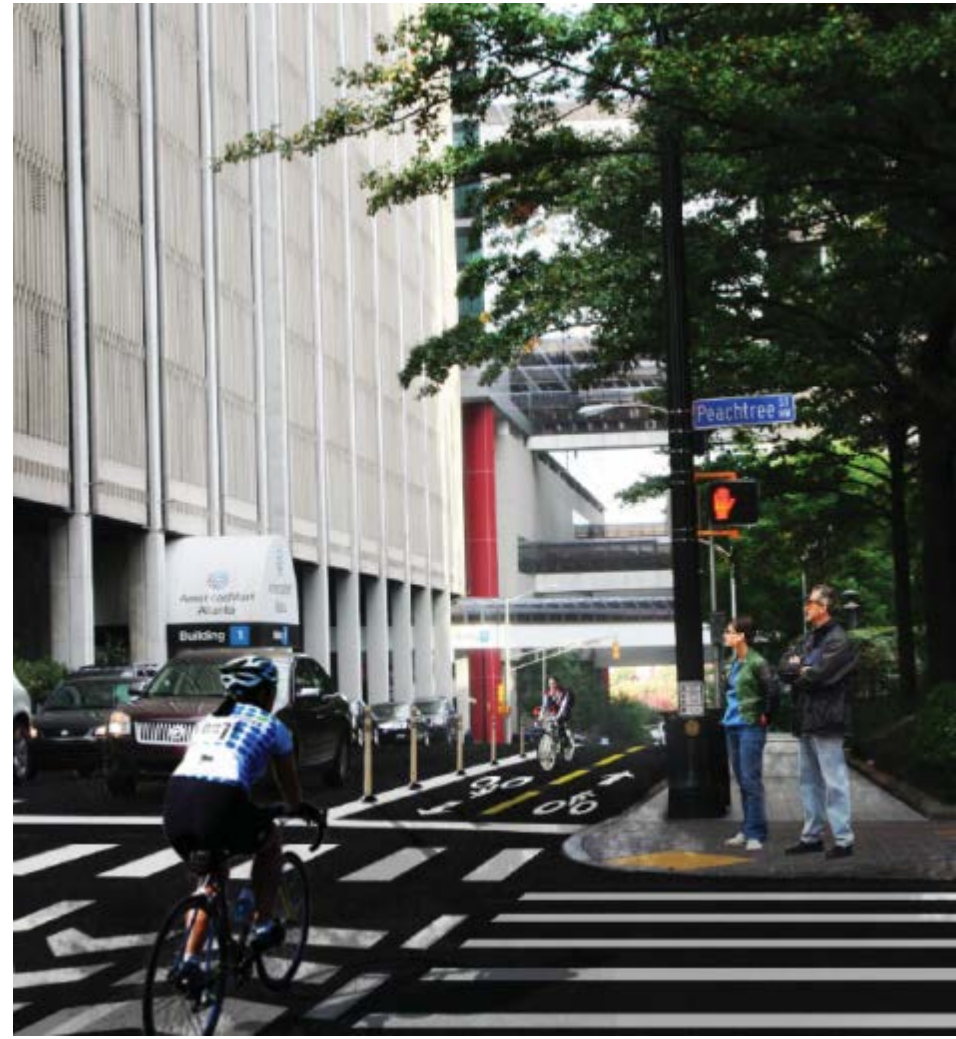
- Strategy to create a high-quality connected network
- 5 north-south and east-west corridors
- 31 miles of additional facilities and only \$9.0 million to build

Downtown - new protected bike lanes this Fall

- Peachtree Center Avenue
- Portman Boulevard

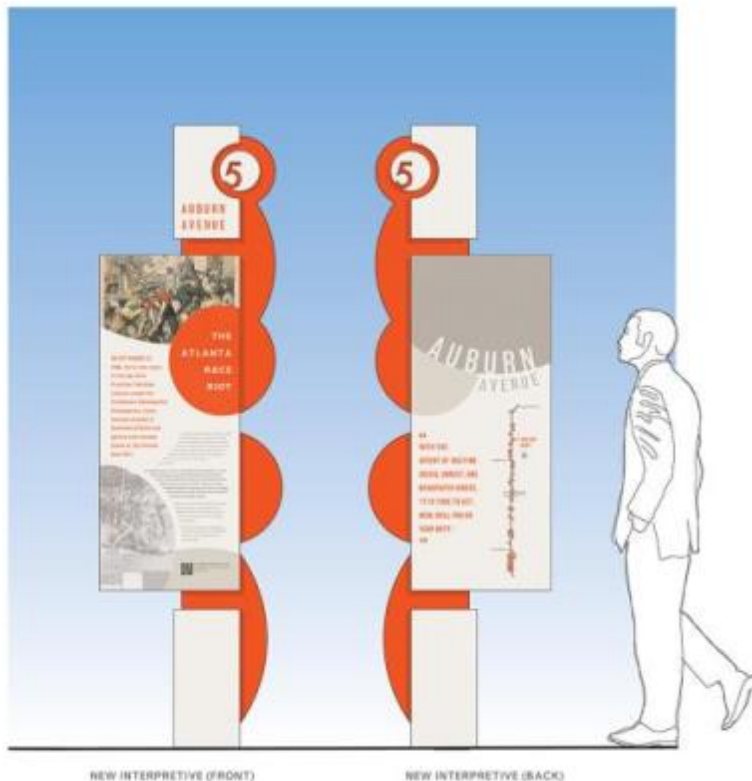
City of Atlanta Bike Share

- Coming Soon



AUBURN AVENUE HISTORY & CULTURE IMPROVEMENTS

Georgia DOT Enhancement Grant matched by Atlanta Downtown Improvement District for augmented wayside signs and 75/85 underpass enhancement



ATLANTADOWNTOWN.COM

The screenshot shows the homepage of Atlanta Downtown Improvement District. At the top left is the logo for Central Atlanta Progress and Atlanta Downtown Improvement District. A search bar is located at the top right. Below the logo is a navigation bar with six colored buttons: Plans & Initiatives (red), Have Fun (orange), Live Here (teal), Do Business (purple), Go Green (green), and Membership (blue). Each button has a 'MORE' link with a dropdown arrow. Below the navigation bar is a large hero image of a man in a white hard hat and glasses, smiling. Overlaid on the image is the text 'AMBASSADOR FORCE OF DOWNTOWN ATLANTA' and a sub-headline: 'Need some advice or directions? The Ambassador Force is here to assist everyone visiting, living, working or studying in Downtown Atlanta.' A 'MORE >' button is at the bottom right of the hero image. To the right of the hero image is a 'FOLLOW US' section with social media icons for Facebook, Twitter, YouTube, and LinkedIn. Below that is a 'WHO WE ARE AND WHAT WE DO' section with a paragraph: 'Working side by side, CAP and ADID are committed to creating a thriving Downtown Atlanta community for all of its property owners, employees, residents, students and visitors.' A 'Read More >' link is below the paragraph. Below the hero image is a 'DOWNTOWN ATLANTA NEWS' section with a 'VIEW ALL ARTICLES' link. It features three news items: 'Hilton Plans New Hotel in Luckie Marietta District' with a 'HOMEWOOD SUITES' logo, 'Downtown Clothing and Textile Drive Sept. 16-27' with a photo of people, and 'Atlanta Streetcar, Construction Updates' with the Atlanta Streetcar logo. To the right of the news section is a 'DOWNTOWN ATLANTA EVENTS' section with a date 'Sep 16 - Sep 27' and the title 'Downtown Clothing & Textile Recycle Drive @ One Ninety One Peachtree Tower'. Below the title is a paragraph: 'Central Atlanta Progress and the Atlanta Downtown Improvement District are Downtown Atlanta is gearing up for an exciting and vital future with \$577 million in public and private investment set through 2014. Thirty-four new developments and adaptive reuse projects across the residential, retail, institutional and'.

- Newsletters
- Events
- Data
- Calendars
- Initiatives
- Maps
- Membership



Central Atlanta Progress
Atlanta Downtown Improvement District



BE DOWNTOWN