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

Home2Suites - Under Renovation

Hotel Indigo at 230 Peachtree Street

Springhill Suites on Ivan Allen Jr. Boulevard – 146 rooms

Hyatt House – 150 rooms

Homewood Suites – 129 suites
RETAIL AND RESTAURANTS

- Arden's Garden
- Condesa Coffee
- Polaris
- Just Add Honey Tea Company
- The Byrd's Box
- Modern Tribe
- Sweet Auburn Seafood
HOUSING

King Memorial MARTA TOD - 370 units

Post Centennial - 407 units

Castleberry Park - 130 units

250 Piedmont Conversion

Auburn Pointe - 474 units
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.
Harland Clarke Moving to Downtown Atlanta
Payment Solutions Firm Leased 34,000 SF at Georgia-Pacific Center

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

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.

Our Downtown home
CL has moved to the heart of Atlanta
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 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.
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

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

Newsletters
Events
Data
Calendars
Initiatives
Maps
Membership