

Atlanta, Georgia



Urban-Suburban Submarkets Trends

• In North Fulton, the Avalon mixed-use development is a successful live-work-play example for the metro. Developers broke ground on Phase I in early 2013 after the 86-acre site had been vacant for several years, building 500,000 sq. ft. of ground-floor retail, 100,000 sq. ft. of office space, plus single-family and multi-family development. Phase II recently opened, adding more multifamily units, more retail space and a 230,000 sq. ft. office building that has already landed a 45,000 sq. ft. lease.

• In Northwest Atlanta, the Braves completed a new 41,000-seat stadium and portions of the surrounding mixed-use development called The Battery. The project has multifamily, entertainment and retail components, and is drawing new companies to the area. HD Supply announced a new build-to-suit headquarters (220,000 sq. ft.), and Synovus Bank signed a 100,000-sq.-ft. lease at the new 3400 Overton.

• In Northeast Atlanta, the Assembly project will be built on a 165-acre, former GM plant site. It has commitments by Third Rail Studios, a 130,000-sq.-ft. film/TV production studio, and the new Serta/Simmons HQ (200,000 sq. ft. of office and R&D space). The site also features a MARTA stop.

• In Central Perimeter, Sandy Springs City Center is currently under construction. The 14-acre site will feature government offices, a performing arts center, restaurants/retail and residential.

Urban-Suburban Submarkets

Established	Emerging
North Fulton	Northwest
	Northeast
	Central Perimeter

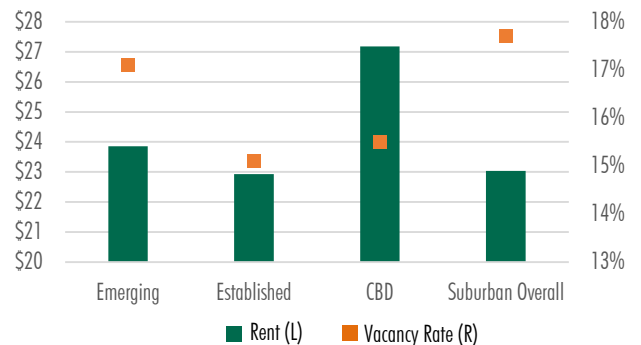
Source: CBRE Research, Q1 2017.

Average LWP Index Scores by Submarket Type, Top Metros

Metro	Emerging Submarkets	Established Submarkets	Other Suburban Submarkets
San Francisco	1.10	1.17	0.29
Houston	0.75	0.78	0.33
Atlanta	0.47	0.67	0.19
Silicon Valley	0.46	0.68	-0.02
Northern Virginia	0.85	0.12	0.17
Kansas City	0.22	0.73	0.09
Tampa	n/a	0.94	0.09
Detroit	0.20	0.71	0.25

Source: CBRE Research, Q1 2017.

Q1 2017 Average Rent and Vacancy Rate by Submarket Type



Source: CBRE Research, Q1 2017.

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