



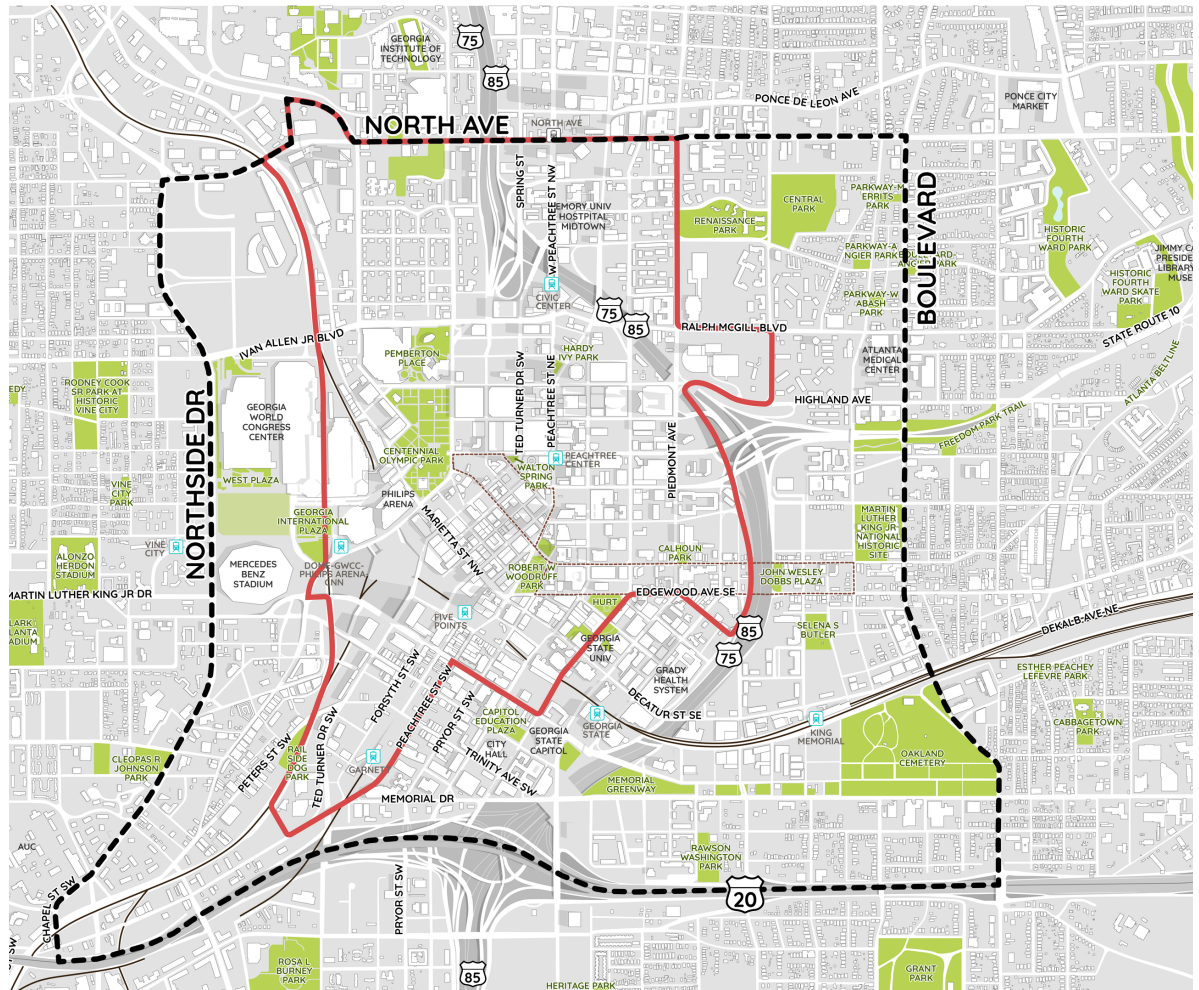
ATLANTA
DOWNTOWN

DOWNTOWN MARKET DATA

1st Quarter

2023
EDITION

DOWNTOWN ATLANTA GEOGRAPHY



■■■■■ CAP Planning Boundary

— Atlanta Downtown Improvement District Boundary



BY THE NUMBERS



32,800
residents



17,000
housing units



201,000
total jobs



650
restaurants
and shops



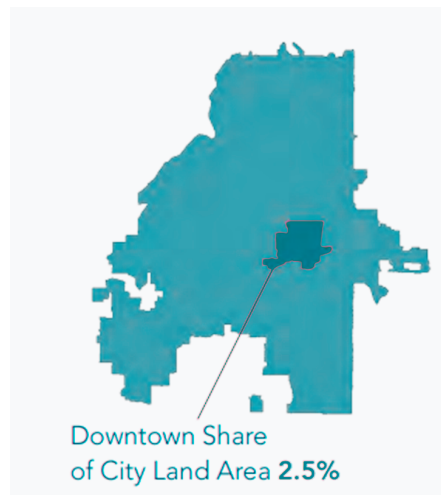
13,200
hotel rooms



32,000
Georgia State University
Students - Downtown Campus

Source: ESRI 2022, CAP

VALUE OF DOWNTOWN



\$797
million

Annual public revenue
generated in Downtown

\$95
million

Net fiscal surplus
generated annually by
Downtown Atlanta

8x

Greater the value of
Downtown land vs.
Citywide, on a per
acre basis

\$33
billion

Downtown's annual
economic impact on the
State of Georgia

Source: KB Advisory Group, 2019

MARKET UPDATE - Q1 2023

Office Market

19 mil
Current Inventory
Class A and B
(per SF)

\$30.41
Class A Market Rents
(per SF)

YoY % Change: +15%

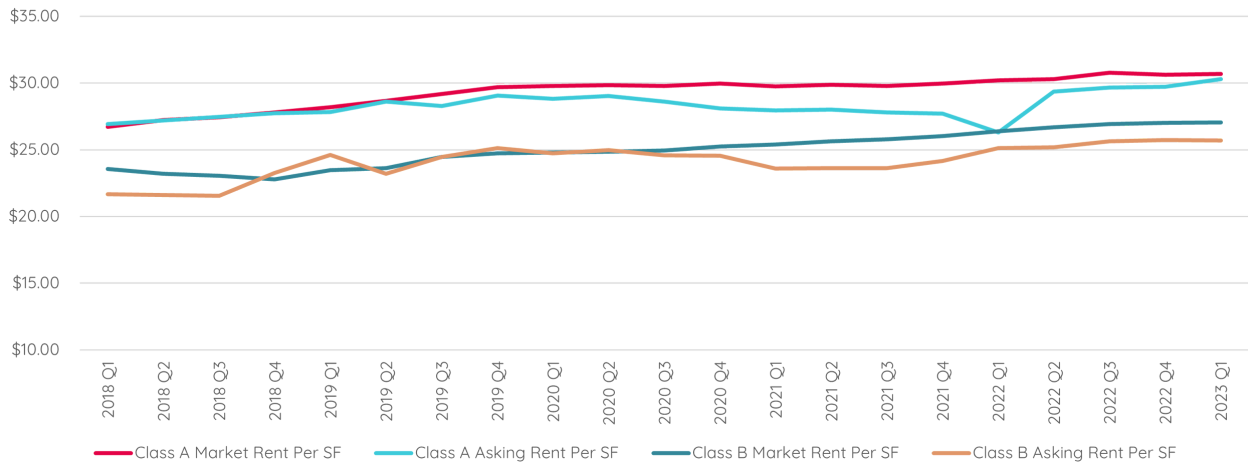
-1.4%
12 Mon Net Absorption
% of Inventory

YoY % Change: -102%

25.1%
Vacancy Rate

YoY % Change: +6.4%

Asking and Market Rent for Class A and B Office

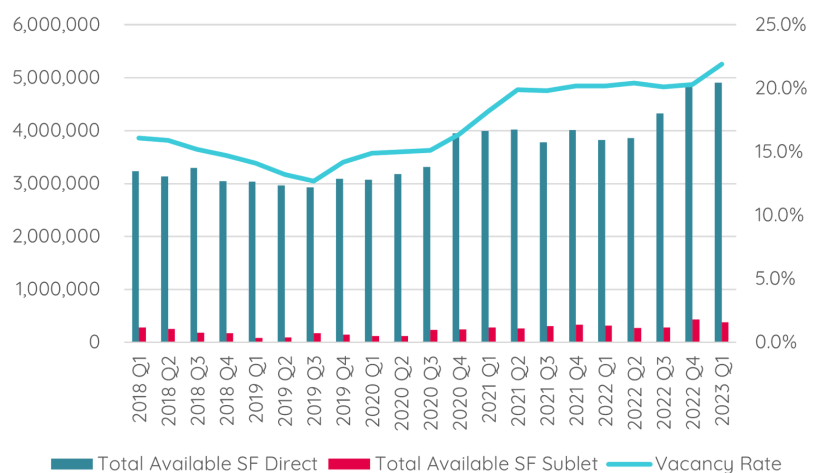


Source: CoStar

- Asking rent for Class A Office increased by approximately **15%** from Q1-2022.
- Asking rent for both Class A and Class B Office have increased by **12.5%** and **19%**, respectively, since 2018.
- Vacancy rate remains higher than pre-pandemic rates, while asking rents for Class A and B Office steadily increases.

- Availability for both direct and sublet space has become prevalent since the onset of the pandemic.
- Office market recorded -271,070 SF net absorption in Q1-2023.
- In Q1-2023, there were **6** leasing activity deals resulting in **77,184 SF** of direct leases.

Vacancy Rate and Total Available Square Feet



Source: CoStar

MARKET UPDATE - Q1 2023

Hotel Market

13,200
Hotel Rooms

\$204.34
Average Daily Rate

YoY % Change: +26%

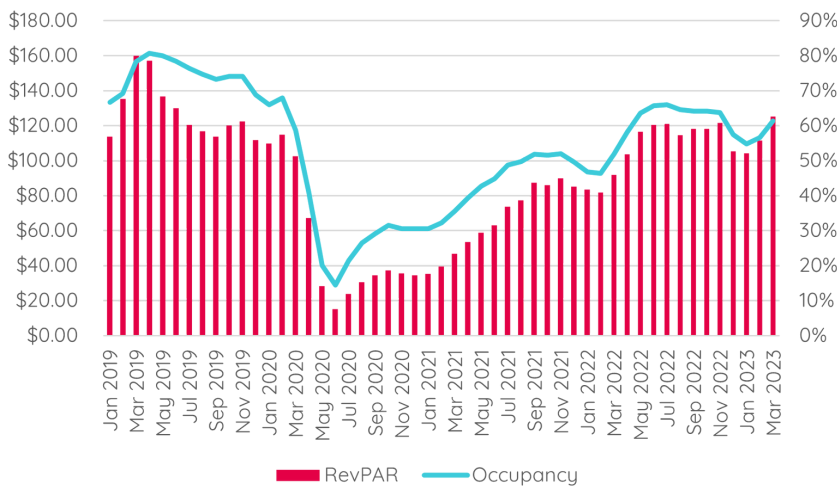
\$125.17
RevPAR

YoY % Change: +30%

61%
Occupancy Rate

YoY % Change: +18%

Monthly RevPAR and Occupancy Rate



- RevPAR reached the **highest point** since the onset of the COVID-19 Pandemic at \$125.17. It is **30%** higher than Q1-2022.
- Occupancy rose to the **second highest** rate since the onset of the pandemic reaching **66%**.
- Average daily rate reached the **highest point** at \$205.66 in February, which is **26%** higher than the rate reported in February 2022.

Retail Market

2.9 mil
Current Inventory

\$32.12
Asking Rents (NNN)
(per SF)

YoY % Change: +15%

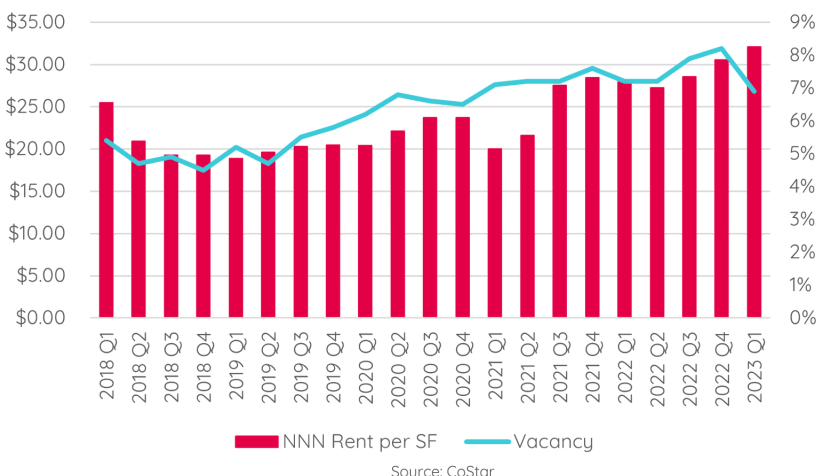
0.2%
12 Mon Net Absorption
% of Inventory

YoY % Change: +325%

6.9%
Vacancy Rate

YoY % Change: -4%

Triple Net Rent and Vacancy Rate



- The triple net rent **exceeds** pre-pandemic rents. In Q1 2023, the triple net rent **surpassed** the rent recorded in Q1 2019 by **70%**.
- The Q1 2023 vacancy rate **declined** by **16%** from Q4 2022.
- **Recently Opened:** Binky's Eatery, Tyde Tate Kitchen, and Wild Leap Brewery
- **Coming Soon This Year:** Atlanta Brewing Company, Betty Sue's, Jinya Ramen Bar, Slice Edgewood, Spiller Park Coffee, and Twelve80 Floral Shop

MARKET UPDATE - Q1 2023

Multi-Family Market & Pipeline

11,728
Units of Multi-family
Inventory

\$1.93

Asking Rents
(per SF)

YoY % Change: +2%

1,523
Units Under
Construction

\$2.30

Asking Rents for Units
Delivered in 2018-2023
(per SF)

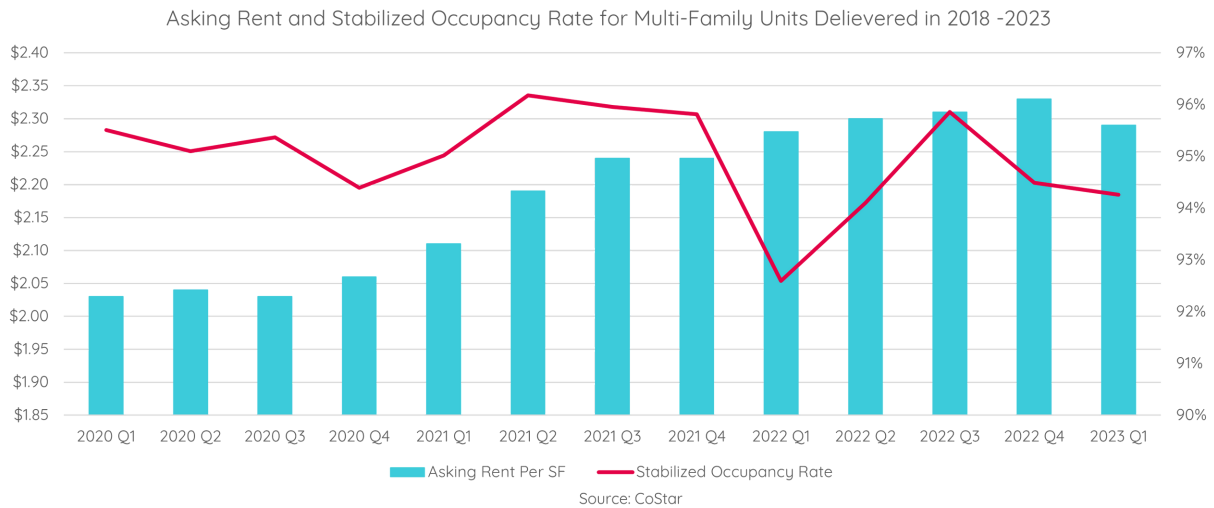
YoY % Change: +1%

4,876
Units in the Five-
year Pipeline

90.6%

Occupancy

YoY % Change: +1%



Residential Developments Under Construction, Including:



Castleberry Park Residential



Broadstone Metal Works



McAuley Station
Credit: Pennrose



41 Marietta

Residential Developments in Five-year Pipeline, Including:



Atlanta First United Methodist
Church Redevelopment



Trinity Central Flats
Credit: SSOE/Stevens & Wilkinson



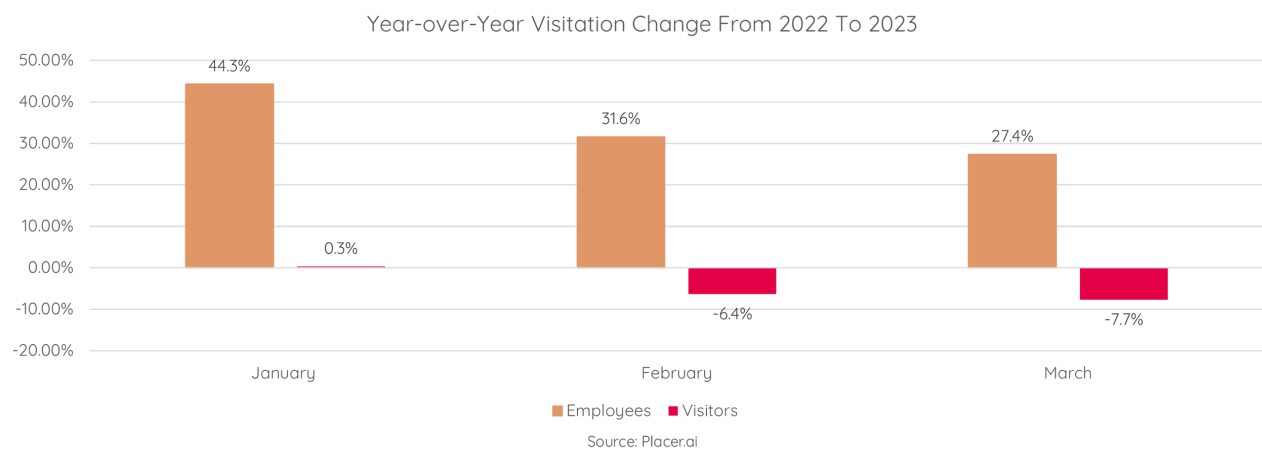
Teachers' Village
Credit: RBH Group



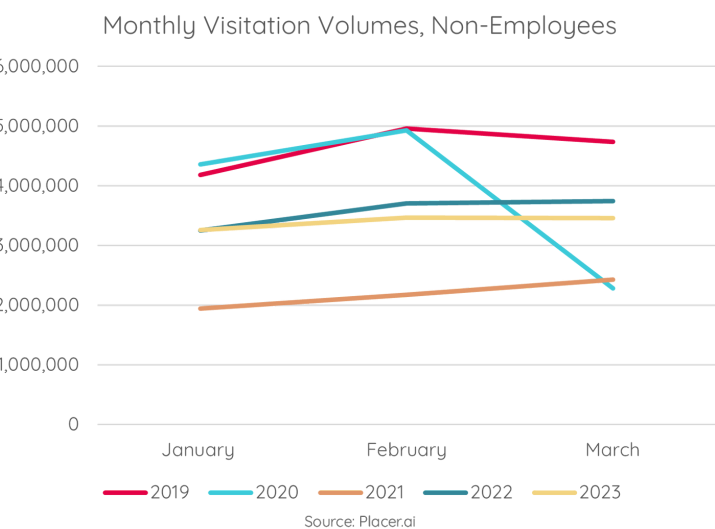
Broad East & Broad West
Credit: Studios Architecture

Source: CoStar, CAP

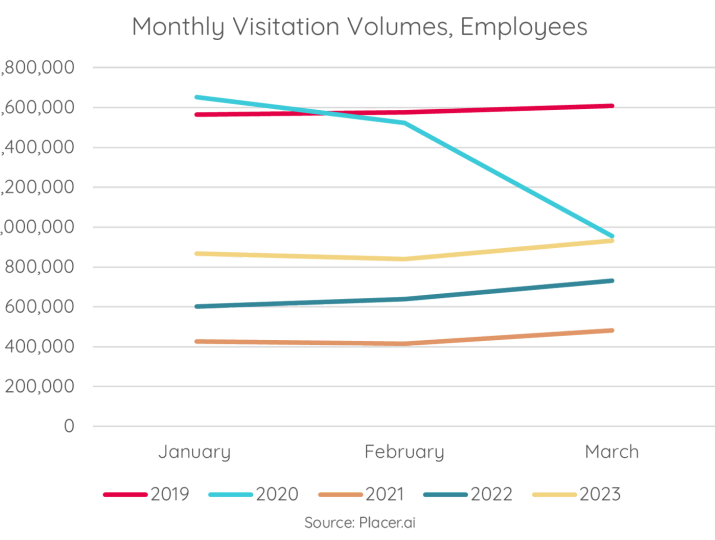
VISITATION TRENDS



In the **Atlanta Downtown Improvement District** boundary, employee visitation **increased by 34%** from Q1-2022. The district had **10,189,484** visits this year, a **56% increase** from Q1-2021. Despite this increase, the year-over-year change is decreasing.



- For Q1-2023, February saw the highest monthly visitor traffic at **3,468,966**.
- Employee traffic increased by almost **100%** in Q1-2023 compared to Q1-2021.
- Employee visitation volumes peaked at **931,459** in March.
- The **highest number of employees** were reported to be Downtown in Q1-2023 which are the **highest levels** reported since the onset of the COVID-19 pandemic.





Visit [our website](#) to learn more about Central Atlanta Progress and the Atlanta Downtown Improvement District.

**For more information,
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