

Office Tenant and New Development Recruitment Strategy



Decatur Community and Economic Development

City of Decatur Goals

- ▶ Improve the jobs housing balance
- ▶ Ensure that current office space remains full
- ▶ Increase tax base via new development

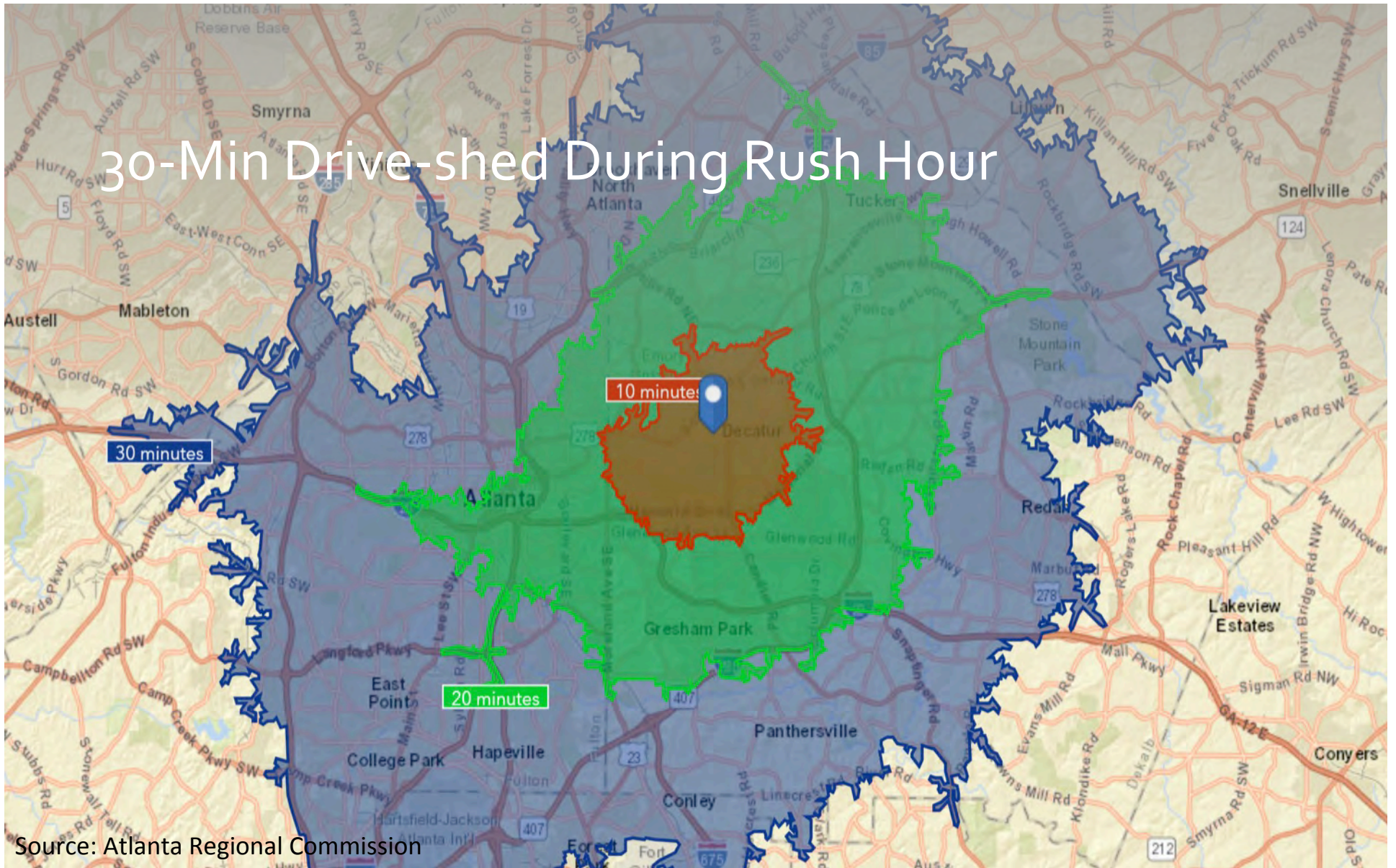
To do so.....

- ▶ Attract more mid-size companies (10-20k sq. ft.)
- ▶ Reach out to Decatur residents who are also business owners
- ▶ Deliver additional new development
- ▶ Create a pipeline for new businesses via incubator, co-working, etc.

One of the Biggest Challenges to Tenant Recruitment in Decatur Is Access

▶ Is it true?

30-Min Drive-shed During Rush Hour



Source: Atlanta Regional Commission

Access to More People with Higher Education Better than Other Major Atlanta Job Centers

Job Center (30 minute rush hr drive-shed)	Population within 30 Minute Drive-Shed	People with a College Degree or Higher within 30 Minute Drive-Shed
Decatur	1,209,668	520,399
Downtown Atlanta (CBD)	1,087,120	493,552
Midtown, Atl	976,080	498,191
Cumberland	659,212	401,394
Perimeter	810,925	460,605

Study area: 30 minute drive-shed of center point of each area

Source: Atlanta Regional Commission

One of the Second Biggest Claims Is that Parking Is an Issue.

▶ Fact or Fiction?

Demand for Parking Trending Down

“ Parking ratios in walkable and transit rich places are going down – a trend that will continue as shared vehicles (such as Lyft) and increased walking, biking, and transit options expand.

It is important to manage your parking assets to maximize efficiency and increased 24/7 occupancy, which most places do not do.

Places are not failing or succeeding because of parking – it is about the walkable experience.”

– **Chris Leinberger** | Real Estate and Urban Expert



Parking Numbers High and Increasing and Deck Occupancy LOW

	Spaces in Parking Lots and Decks	On-Street Parking
2017 Count	10,532	679
2009 Counts	9130	339

	250 E. Ponce	Conference Ctr.	1 W. Court Sq.	Alexan
Number	895	261	493	563
Weekday Occupancy	75%	65%	90%	65%
Weekend Occupancy	65%	54%	60%	45%

Source: Decatur Parking Inventory

Decatur, Georgia: A 4.4 Square-Mile City in the Atlanta Region

Characterized by . . .

- ▶ World class big-city business assets
- ▶ Progressive attitudes
- ▶ Highly educated people
- ▶ Accessible government
- ▶ Superb quality of life for those who live or work in the city.



Atlanta Regional Highlights

- Top 50 Places to Live in U.S.
- 26 Fortune 1000 Companies

Commercial Office Space Is Tight – Some Space Coming Online – More Needed

- ▶ 1.6M sq ft of office in 15 buildings*
- ▶ 15 buildings with more than 25K sq ft of office
- ▶ 12 commercial buildings with more than 80K sq ft
- ▶ 1989 year most recent large office building built
- ▶ -10% vacancy rate
- ▶ \$25 average rental rate
 - Relative to \$50 @ Ponce City Market;
\$40-50 in midtown
- ▶ Three locally owned and operated co-working
 - Regus, Good Work loft offices, Decatur Co-Works

Source: costar

**Buildings with less than 25k square feet aren't included in the total*

Development Opportunities Plentiful

▶ Map

Downtown Market Dominated by Small Local Professional Tenants

- ▶ 1,500 – est. number of businesses*
- ▶ 5 – average number of people per business*
- ▶ 5,000 – average sq ft per tenant (est.)**
- ▶ 3,000 median sq ft per tenant (est.)**

*Decatur business licenses

** Costar)

Decatur Businesses by Type*

	Businesses	Percent
Construction	67	4%
F&B/Retail	748	49%
Financial	35	2%
Real Estate	38	2%
Prof. Services	383	25%
Health	136	9%
Other	128	8%
Total	1535	100%

Lawyers 15%

Top 10 Largest Decatur Employers

1. DeKalb County Government
2. Emory University Health Systems
3. City Schools of Decatur
4. Agnes Scott College
5. Columbia Theological Seminary
6. US Postal Service
7. Emory-Decatur Hospital
8. Task Force for Global Health
9. Wells Fargo
10. Gimmie Games



Total Employees in Health and Education Higher than Other Job Centers

Job Center (30 minute rush hour drive-shed)	Health and Education Employees
Decatur	65,889
Downtown Atlanta (CBD)	19,843
Midtown, Atl	36,052
Cumberland	26,386
Perimeter	7,874

Study area: 30 minute drive-shed of center point of each area
Source: Atlanta Regional Commission



Pipeline for Talent

- ▶ **Emory University – 2 miles from Decatur city center**
 - #21 National university ranking by US News Report
- ▶ **Georgia Tech – 5 miles from Decatur city center**
 - U.S. top 10 and global top 25 public universities
 - 4th best engineering program nationwide
- ▶ **Agnes Scott College – In Decatur city center**
 - Ranked 2nd most innovative college
 - 4th most accepting

275,000 Undergraduates and graduate students across 66 colleges and universities in Metro Atlanta

82,000 students in 20 min. drive shed of Downtown Decatur

Research Powerhouse: 1.4B in Annual Research Funding

▶ Emory University

- \$628 million from external funding agencies in fiscal year 2016-2017.
- 8th consecutive year that research funding has exceeded \$500 million.
- 93 percent for Woodruff Health Sciences Center (WHSC).

▶ Georgia Institute of Technology

- \$824M+ in outside R&D funding.

Leaders in engineering, medicine, sciences and technologies at GT and Emory, working together, have created:

- Coulter Department of Biomedical Engineering
- Predictive Health Institute Regenerative Engineering and Medicine research center
- Health Systems Institute
- Atlanta Clinical & Translational Science Institute

Center for Global Health and Human Rights Giants

Task Force for Global Health

Mobilizes coalitions to solve complex global health problems with 136 dedicated employees working in 157 countries. Largest NGO in US

Centers for Disease Control and Prevention (CDC) headquarters.

Headquarters for federal agency with \$7 billion annual budget. \$5.7 billion granted to public health programs and research around the world.

Emory University Hospital-

Ranked in top 50 hospitals nationally in six specialties

The Carter Center

Founded by former U.S. president Jimmy Carter, with 200 employees waging peace, fighting disease, and building hope every day around the world

Superb Transportation Options

- ▶ Interstate Access: Decatur is located next to the I-75/I-285 connector
- ▶ Grid network of surface streets that get people to Decatur and home more quickly than in other markets
- ▶ Three MARTA rail stations, 14 bus lines
- ▶ Emory Cliff Bus – providing direct access from the Decatur to Emory's campus.
- ▶ Agnes Scott Shuttle – dedicated shuttle provides direct connection to campus
- ▶ Two-step MARTA ride to Hartsfield-Jackson International Airport, world's busiest

More highly educated people can get to Decatur than other job centers in the region

100% of office space is within a five minute walk of transit



National Award Winning Community

- ▶ All-America City Awards, a National Civic League award for the **best in American city innovation**. June 2018
- ▶ Nationally recognized as a **“Great Place”** by the American Planning Association –only five recognized annually.



Ranked One of Best Neighborhoods for Walking and Biking

- ▶ More than 60 miles of tree lined sidewalks
- ▶ Walk Score of 90 – Consistently ranked among the region’s best neighborhoods for walking. *Source: Walk Score*
- ▶ 9.2 miles of bike lanes planned over next 10 years
- ▶ Connected to regional bike path network

PEDS Golden Shoe Award
20 Years Strong Superstar
Award for investing in
walkability



Named **Bicycle Friendly**
Community by the
League of American Cities

Award Winning Restaurant and Entertainment Scene

► Destination for Dining

- Foodie favorite with more than 100 dining options in the city including locally owned and nationally acclaimed.
- Growth in restaurants undeniable – from 38 restaurants in 1996 to more than 100 in 2018

► Coffee All Day

- Dancing Goats Coffee Bar, Ebrik Coffee Room, Java Monkey, Kavarna, Starbucks

► Beer All Night

- Craft brewery: Three Taverns
- Brewpub: Twains, Sceptre Brewing Arts
- Brick Store Pub, 2018 Experts' Choice Award

► Music and Entertainment

- Eddie's Attic Parker's on Ponce, the Marlay House; live music Saturday nights and Wednesday afternoons on the square in May and September + more than 40 city sponsored events each year



High Quality Parks and Green Space

- ▶ 57 acres of parks and green space and a network of well-lit, tree-lined sidewalks
- ▶ Legacy Park – new 77-acre green space within the City of Decatur.
- ▶ Stone Mountain Park, Piedmont Park – regional parks less than a 15-minute drive

97% of Decatur residents and employees are within a 10 minute walk of a park compared to the national average of 54%.



Top Ranked Schools

City Schools of Decatur

- ▶ High quality education center, five neighborhood K-3 elementary, primary and secondary education
- ▶ Ranked as one of the top school systems in Georgia
- ▶ City of Decatur Schools: one early education school, five K-3 schools, one system-wide 4-5 academy, one middle school and one high school.

Source: Niche Ranking, Georgia Power



Digitally Connected

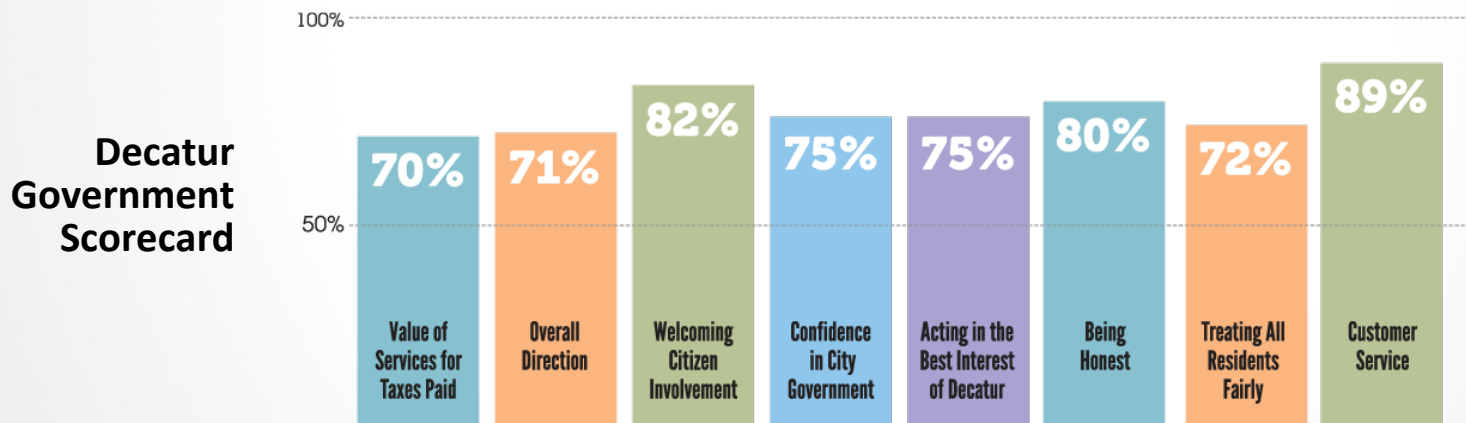
- ▶ Multiple data carriers and providers – Competition in Decatur helps lower costs of connectivity
- ▶ Atlanta is a major global crossroads for current and future fiber optic cable – From Europe, S. America and across the U.S.
- ▶ Wi-Fi + Sunshine- Decatur's free Wi-Fi available downtown on the square, Oakhurst business district, and Decatur's biggest parks



Responsive Government

\$160M+ in Completed and Funded Capital Civic Improvements

- ▶ \$140M in civic capital improvements since 2005
- ▶ \$20M in future budgeted projects 2018-22
- ▶ On the horizon and to be funded
- ▶ 2018 transportation plan projects
- ▶ Legacy Park renovation and new facilities
- ▶ Stormwater masterplan recommendations



Market Presentation

Decatur
Community and
Economic
Development

