

2021 Parking Survey

# Atlanta

## Urban Submarkets

# "As Office Demand Remains Steady, Atlanta's Unreserved Parking Rates Increase Yet Again."

## Data Overview

The data for this parking survey was compiled and collected by Colliers International - Atlanta by means of calling property Landlords, Owners and Parking Operators; and also by field research. Criteria used for this report includes covered or underground parking garages only; located in Atlanta's urban core submarkets. For decks not associated with office buildings, location is in close proximity and relevant to office centers.

## Reserved Rates (monthly)

Overall reserved parking in Atlanta's urban submarkets fell for a second consecutive year. Albeit modest, this year's 0.7% decline reflects uncertainty as it relates to building owners seeing the amenity of reserved rates as an important factor for prospective tenants going forward; most notably in a post-pandemic office future.

## Unreserved Rates (monthly)

Unlike reserved rates, the average for unreserved parking rates in Atlanta's urban core increased by 1% in 2021, continuing the annual rise since rates have been tracked. As no surprise, Midtown saw the most significant movement with its unreserved average increasing 1.7% YoY.

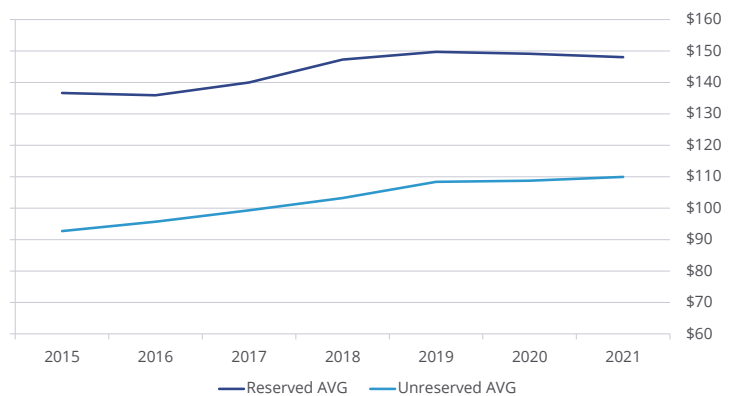
## Daily Maximums and Hourly Rates

Daily parking maximums increased the most of any other metric this year, up almost 12% on average. This was evenly spread across the urban core; however, Buckhead experienced the greatest rise. Hourly rates remained unchanged overall from last year.

## Market Indicators

| Relative to prior period | Low   | High  | AVG     |
|--------------------------|-------|-------|---------|
| Reserved                 | \$60  | \$250 | \$148 ↓ |
| Unreserved               | \$25  | \$175 | \$110 ↑ |
| Daily Max                | \$8 ↑ | \$40  | \$19 ↑  |
| Hourly                   | \$2   | \$15  | \$6     |

## Historical Data



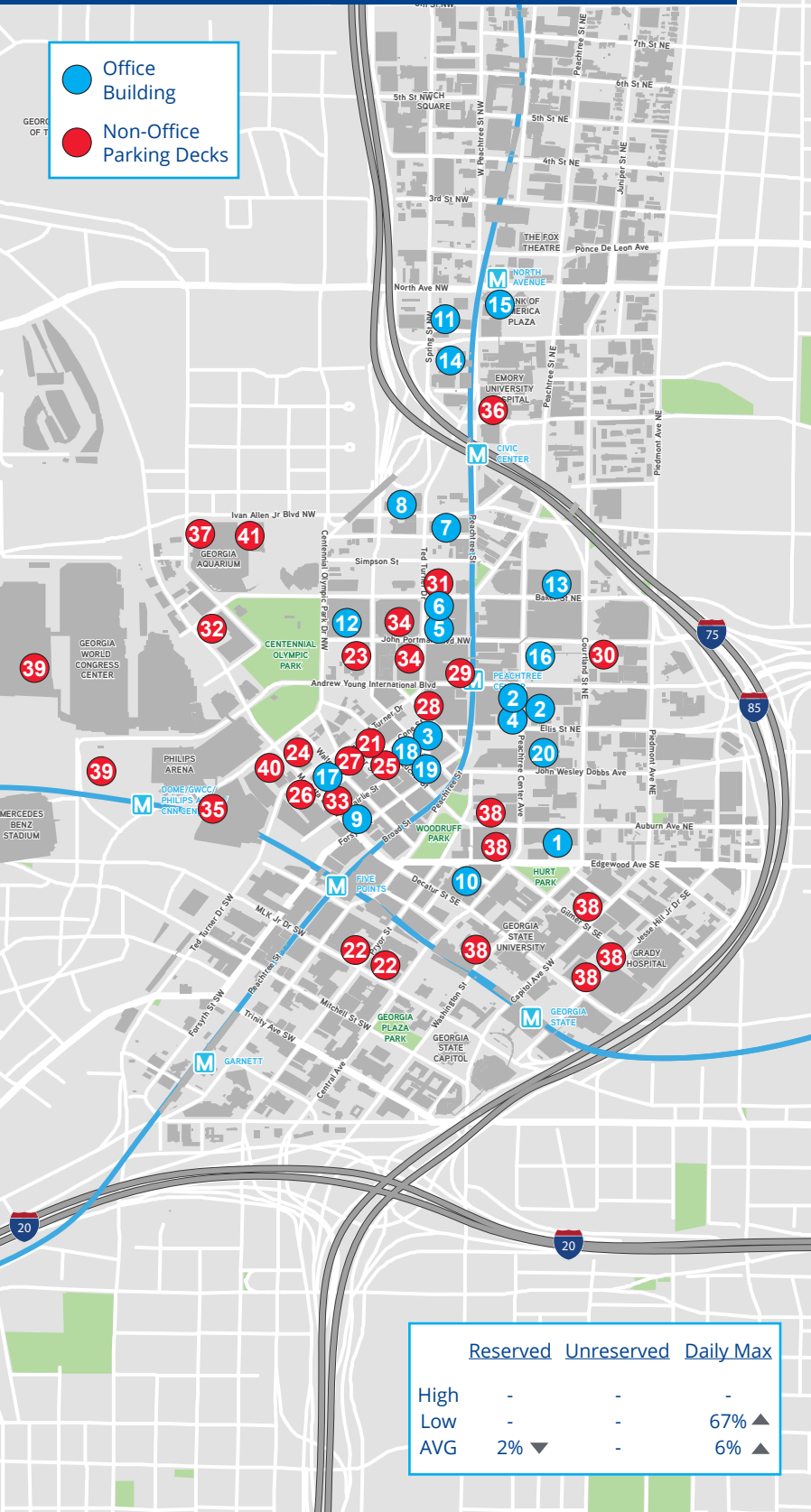
## Summary Statistics

| Urban Submarkets  | Downtown | Midtown | Buckhead |
|-------------------|----------|---------|----------|
| Reserved - High   | \$190    | \$250   | \$175    |
| Reserved - Low    | \$85     | \$65    | \$60     |
| Reserved - AVG    | \$147 ↓  | \$161 ↓ | \$137 ↓  |
| Unreserved - High | \$160    | \$175   | \$120 ↑  |
| Unreserved - Low  | \$65     | \$55    | \$25     |
| Unreserved - AVG  | \$114    | \$121 ↑ | \$93     |
| Daily - High      | \$40     | \$35 ↑  | \$35     |
| Daily - Low       | \$10 ↑   | \$8     | \$10     |
| Daily - AVG       | \$18 ↑   | \$19 ↑  | \$18 ↑   |

## Parking Maps: Downtown, Midtown, Buckhead

The following maps provide locations of the office buildings and parking facilities researched for this survey. Summary statistics does include a few properties not included on the map.

# Downtown

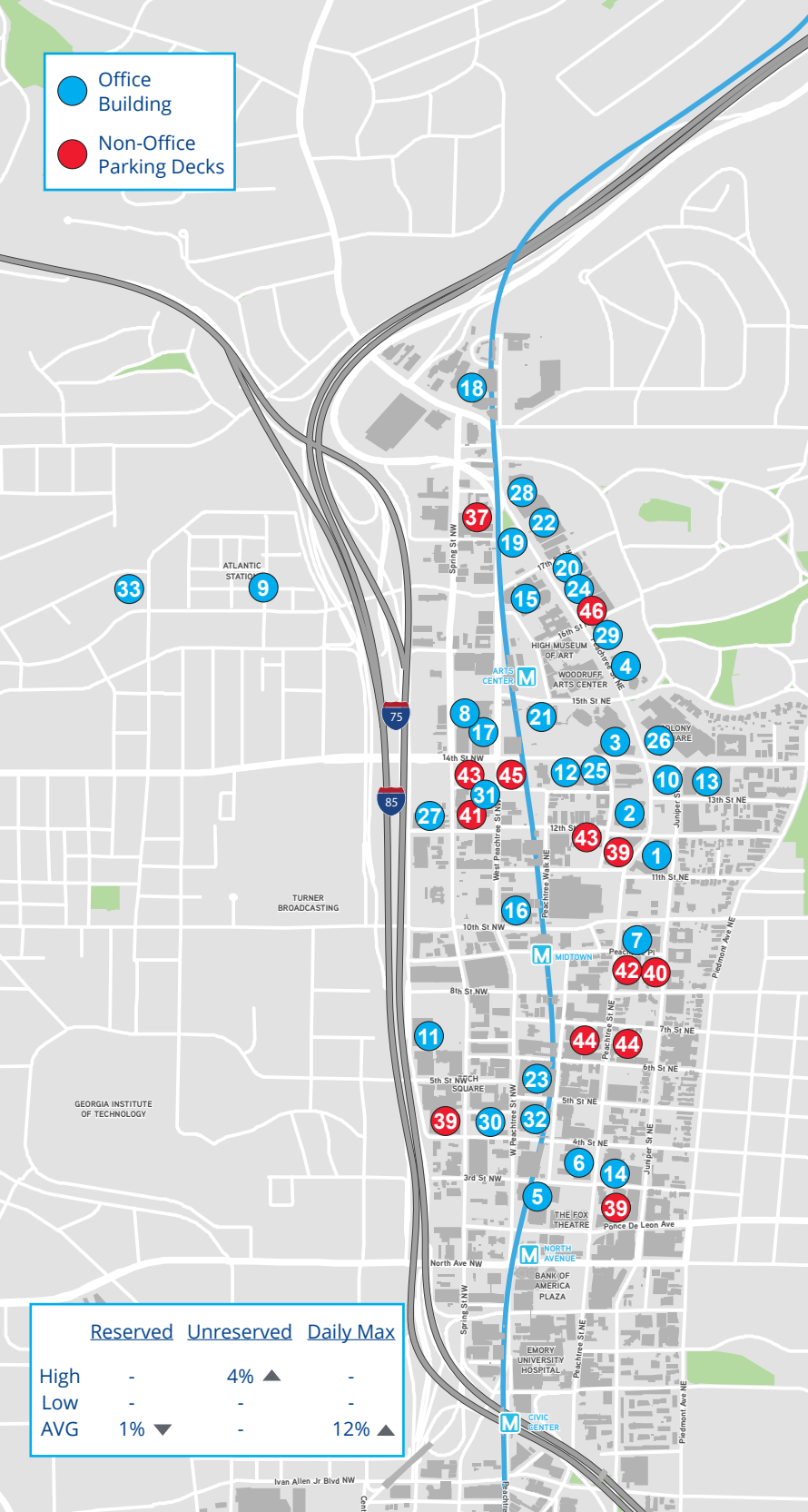


| #  | PROPERTY                   | RES. (Mo.) | UNRES. (Mo.) | HR.   | MAX       |
|----|----------------------------|------------|--------------|-------|-----------|
| 1  | 100 Edgewood               | 3          |              | \$7   | \$14      |
| 2  | Peachtree Center           | 3.1        | \$155        | \$100 | \$8 \$20  |
| 3  | 200 Peachtree              | 3.3        | \$130        | \$75  | \$12 \$20 |
| 4  | 191 Peachtree              | 1          | \$190        | \$160 | \$4 \$25  |
| 5  | 260 Peachtree              | 2          |              | \$130 | \$5 \$20  |
| 6  | 270 Peachtree              | 2          |              | \$130 | \$5 \$20  |
| 7  | 30 Allen Plaza             | 1.5        | \$180        | \$130 | \$4 \$12  |
| 8  | 55 Allen Plaza             | 1          | \$165        | \$135 | \$6 \$18  |
| 9  | 55 Marietta                | 1.5        |              | \$115 | \$5 \$11  |
| 10 | Hurt Plaza                 | 2          | \$160        | \$120 | \$6 \$18  |
| 11 | One Georgia Ctr.           | 3          | \$120        | \$90  | \$6 \$18  |
| 12 | 250 Williams               | 1          |              | \$150 | \$9 \$12  |
| 13 | SunTrust Plaza             | 1.5        | \$165        | \$125 | \$8 \$25  |
| 14 | Baltimore Row              | 0.5        | \$120        | \$100 | \$3 \$18  |
| 15 | BofA Plaza                 | 1.1        | \$180        | \$148 | \$8 \$24  |
| 16 | Marquis I & II             | 3.1        | \$170        | \$100 | \$8 \$20  |
| 17 | 101 Marietta St.           | 1.5        | \$160        | \$120 | \$6 \$20  |
| 18 | 100 Peachtree -Cone Street | 1.5        | \$95         | \$75  | \$6 \$10  |
| 19 | 100 Peachtree -Forsyth St  | 1.5        | \$160        | \$140 | \$8 \$15  |
| 20 | GA-Pacific Ctr.            | 1.5        | \$140        | \$100 | \$6 \$16  |
| 21 | 102 Cone St                |            | \$85         | \$65  | \$6 \$10  |
| 22 | Underground Atlanta        |            | \$160        | \$115 | \$6 \$16  |
| 23 | 104 John Portman           |            |              | \$9   | \$20      |
| 24 | 123 Marietta St            |            | \$100        | \$6   | \$20      |
| 25 | 100 Luckie St              | 4.24       | \$110        | \$100 | \$7 \$18  |
| 26 | 104 Marietta St            |            |              | \$4   | \$10      |
| 27 | 98 Cone St                 |            |              | \$10  | \$15      |
| 28 | 171 Carnegie Way           |            |              | \$9   | \$40      |
| 29 | 218 Peachtree St           |            | \$120        | \$10  | \$25      |
| 30 | 227 Courtland St           | 1.28       | \$135        | \$115 | \$8 \$20  |
| 31 | 31 Baker St                |            | \$120        | \$10  |           |
| 32 | 275 Baker St.              |            |              | \$10  | \$36      |
| 33 | 79 Marietta St             |            | \$85         | \$6   | \$10      |
| 34 | America's Mart             |            | \$130        | \$4   | \$25      |
| 35 | CNN Center                 |            |              |       | \$10      |
| 36 | Crawford Long              |            |              | \$4   | \$16      |
| 37 | GA Aquarium                |            |              |       | \$17      |
| 38 | GSU Campus                 |            |              |       | \$10      |
| 39 | GWCC Campus                |            |              |       | \$15      |
| 40 | State Farm Arena           |            | \$95         | \$10  | \$15      |
| 41 | World of Coke              |            |              | \$12  | \$17      |



# Midtown

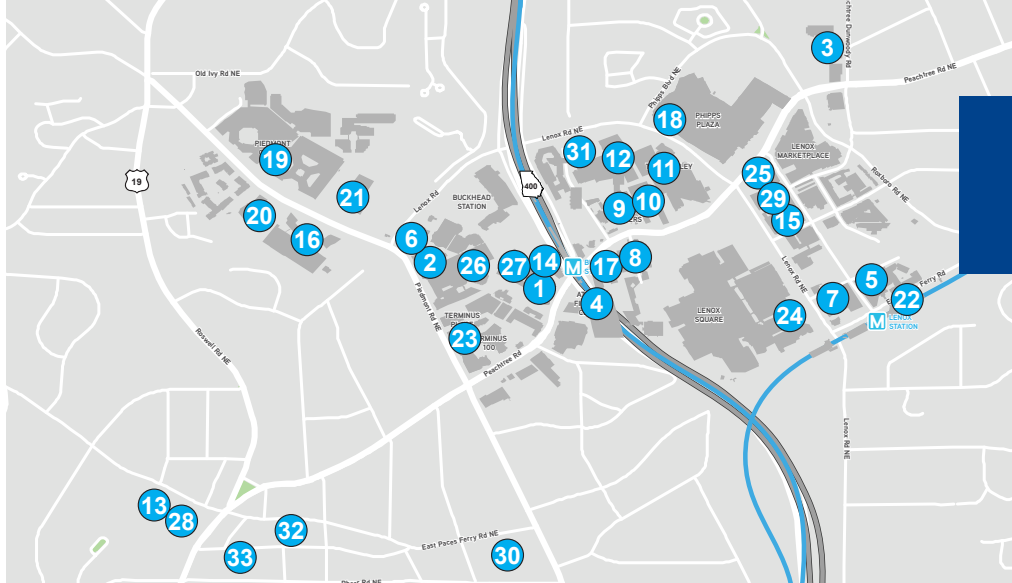
- Office Building
- Non-Office Parking Decks



| #  | PROPERTY           | RES. (Mo.) | UNRES. (Mo.) | HR.   | MAX       |
|----|--------------------|------------|--------------|-------|-----------|
| 1  | 1075 Peachtree     | 1.74       | \$225        | \$140 | \$6 \$18  |
| 2  | 1100 Peachtree     | 2.1        | \$170        | \$130 | \$8 \$16  |
| 3  | 1180 Peachtree     | 1.75       | \$200        | \$150 | \$8 \$22  |
| 4  | 1275 Peachtree     | 2.8        |              | \$100 | \$12 \$18 |
| 5  | 675 W Peachtree    | 0.49       | \$65         | \$55  | \$3 \$8   |
| 6  | 730 Peachtree      | 3          | \$240        | \$120 | \$8 \$16  |
| 7  | 999 Peachtree      | 1.5        | \$150        | \$115 | \$7 \$20  |
| 8  | Regions Plaza      | 2          | \$160        | \$130 | \$9 \$18  |
| 9  | Atlantic Station   | 2          | \$179        | \$121 | FREE \$16 |
| 10 | Campanile Plaza    | 1.9        |              | \$150 | \$7 \$30  |
| 11 | Centergy One       | 3          | \$200        | \$120 | \$6 \$20  |
| 12 | 75 14th Street     | 1.5        | \$175        | \$130 | \$14 \$24 |
| 13 | Mayfair Royal      | 2.8        | \$150        | \$145 | \$4 \$12  |
| 14 | 715 Peachtree      | 1.7        | \$145        | \$115 | \$3 \$12  |
| 15 | Midtown Plaza      | 2          | \$155        | \$115 | \$8 \$16  |
| 16 | 10 10th Street     | 1.96       | \$175        | \$140 | \$5 \$18  |
| 17 | One Atlantic Ctr.  | 2          | \$175        | \$130 | \$6 \$18  |
| 18 | Peachtree Pointe   | 2          | \$175        | \$115 | \$5 \$20  |
| 19 | Pershing Park Pl.  | 2.6        | \$150        | \$115 | \$4 \$10  |
| 20 | Pershing Pt. Plaza | 2          |              | \$110 | \$5 \$18  |
| 21 | Promenade          | 1.75       | \$170        | \$136 | \$8 \$17  |
| 22 | Silhouette         | 1.43       |              | \$90  | \$6 \$20  |
| 23 | The Biltmore       | 2          | \$170        | \$115 | \$3 \$24  |
| 24 | The Peachtree      | 2.1        |              | \$110 | \$8 \$16  |
| 25 | The Proscenium     | 2          | \$170        | \$130 | \$5 \$16  |
| 26 | Colony Square      | 2          |              | \$150 | \$8 \$22  |
| 27 | 1100 Spring St.    | 3.25       |              | \$65  | \$2 \$10  |
| 28 | 1475 Peachtree     | 2.5        | \$125        | \$85  |           |
| 29 | 1315 Peachtree     | 1.5        |              | \$125 |           |
| 30 | CODA               | 1.42       | \$250        | \$175 | \$8 \$24  |
| 31 | 1110 W. Peachtree  |            |              | \$110 | \$7 \$18  |
| 32 | 759 W. Peachtree   |            |              | \$120 | \$6 \$16  |
| 33 | T3 West Midtown    | 2          | \$200        | \$130 | FREE \$16 |
| 34 | Ponce City Mkt*    | 2.5        |              | \$150 | \$2 \$15  |
| 35 | 725 Ponce*         | 2.43       |              | \$110 | \$8 \$24  |
| 36 | Star Metals*       | 2          | \$180        | \$140 |           |
| 37 | The Interlock*     | 3          | \$180        | \$150 | \$6 \$15  |
| 38 | 8West*             | 3          |              | \$95  |           |
| 39 | GT Conf. Center    |            |              |       | \$3 \$18  |
| 40 | 930 Juniper St.    |            |              | \$120 | \$6 \$12  |
| 41 | Skyhouse           | 0.47       |              | \$85  | \$6 \$24  |
| 42 | Metropolis         |            |              |       | \$8 \$16  |
| 43 | 22 14th Street     |            |              | \$85  | \$4 \$20  |
| 44 | Viewpoint & Spire  |            |              | \$125 | \$6 \$20  |
| 45 | Atlantic House     |            |              |       | \$2 \$14  |
| 46 | 1337 Peachtree     |            |              |       | \$8 \$16  |

\*off map

# Buckhead



|      | Reserved | Unreserved | Daily Max |
|------|----------|------------|-----------|
| High | -        | 4% ▲       | -         |
| Low  | -        | -          | -         |
| AVG  | 1% ▼     | -          | 7% ▲      |

| #  | PROPERTY                        | Ratio | RES. (Mo.) | UNRES. (Mo.) | HR.  | MAX  | E/B  |
|----|---------------------------------|-------|------------|--------------|------|------|------|
| 1  | 3344 Peachtree                  | 2.5   | \$165      | \$110        | \$6  | \$20 |      |
| 2  | 3405 Piedmont Rd.               | 3.75  |            | \$80         | FREE | FREE | FREE |
| 3  | 3630 Peachtree                  | 2.5   | \$160      | \$120        | \$6  | \$18 |      |
| 4  | Atlanta Financial Center        | 2.5   | \$135      | \$95         | \$6  | \$18 |      |
| 5  | Salesforce Tower                | 2.37  | \$135      | \$85         | \$5  | \$13 |      |
| 6  | Atlanta Tech Village            | 3.5   | \$60       | \$25         | \$3  | \$15 |      |
| 7  | Lenox Center Bldg.              | 4     | \$125      | \$75         | \$4  | \$10 |      |
| 8  | Lenox Overlook                  | 2.5   | \$125      | \$75         | \$10 | \$35 |      |
| 9  | Lenox Plaza                     | 3.5   | \$125      | \$75         | \$4  | \$10 |      |
| 10 | Lenox Towers (North & South)    | 3.2   | \$95       | \$75         | \$3  | \$12 |      |
| 11 | Monarch Center (Plaza & Tower)  | 2.78  | \$140      | \$110        | \$6  | \$25 |      |
| 12 | Alliance Center (One & Two)     | 2.78  | \$140      | \$110        | \$6  | \$25 |      |
| 13 | One Buckhead Plaza              | 2.7   | \$155      | \$95         | \$6  | \$20 |      |
| 14 | One Capital City Plaza          | 2.5   | \$175      | \$110        | \$6  | \$20 |      |
| 15 | Live Oak Square                 | 3.1   | \$115      | \$90         | \$6  | \$12 |      |
| 16 | Securities Centre (One & Two)   | 3.5   | \$120      | \$75         | \$4  | \$15 |      |
| 17 | Peachtree Lenox Bldg.           | 3.6   | \$115      | \$85         | \$4  | \$15 |      |
| 18 | Phipps Tower                    | 2.4   | \$145      | \$110        | \$4  | \$14 |      |
| 19 | Piedmont Center                 | 3     | \$100      | \$85         |      |      |      |
| 20 | Piedmont Place                  | 3.5   | FREE       | FREE         | FREE | FREE | FREE |
| 21 | Prominence in Buckhead          | 3.53  | \$125      | \$100        | \$4  | \$12 |      |
| 22 | Resurgens Plaza                 | 2.4   | \$135      | \$95         | \$5  | \$13 |      |
| 23 | Terminus 100 & 200              | 2     | \$175      | \$110        | \$6  | \$20 |      |
| 24 | Buckhead Tower - 3399 Peachtree | 2     | \$130      | \$85         | \$4  | \$12 |      |
| 25 | The Pinnacle                    | 3     | \$130      | \$90         | \$4  | \$12 |      |
| 26 | Tower Place 100                 | 2.5   | \$140      | \$95         | \$3  | \$24 |      |
| 27 | Tower Place 200                 | 2.55  | \$175      | \$110        | \$6  | \$20 |      |
| 28 | Two Buckhead Plaza              | 2.7   | \$155      | \$95         | \$6  | \$20 |      |
| 29 | 3445 Peachtree                  | 2.5   | \$125      | \$95         | \$4  | \$12 |      |
| 30 | 550 Pharr Road                  | 3     | FREE       | FREE         | FREE | FREE | FREE |
| 31 | Three Alliance Center           | 2.5   | \$155      | \$115        | \$7  | \$30 |      |
| 32 | The 309                         | 2.5   | \$170      | \$90         | \$4  | \$30 |      |
| 33 | Buckhead Atlanta                |       |            |              | \$3  | \$20 |      |
| 34 | 1776 Peachtree*                 | 2     | \$125      | \$75         | \$4  | \$10 |      |

\*off map

# 351 offices in 67 countries on 6 continents

United States: 115

Canada: 41

Latin America: 12

Asia Pacific: 33

EMEA: 78



\$3.3B

in revenue



2B

square feet under management



18,000 +

professionals and staff

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## Market Contacts:

### Scott Amoson

Vice President, Director of Research  
Atlanta  
+1 404 877 9286  
scott.amoson@colliers.com

### Nathan Bell

Research & Business Dev. Associate  
Atlanta  
+1 404 781 0227  
nathan.bell@colliers.com

### Bob Mathews

CEO - Market Leader  
Atlanta  
+1 404 888 9000  
bob.mathews@colliers.com



1230 Peachtree Stree NE, Suite 800  
Atlanta, GA 30309-3574  
+1 404 888 9000  
[colliers.com/atlanta](https://www.colliers.com/atlanta)

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