

ROSWELL

Office in View



SPRING/SUMMER
2021

Roswell Office Review

Though activity has picked up throughout the metro at the start of the new year, Q1 2021 fundamentals are still reflecting the impact of the pandemic on the office market more broadly. The national office market is at a crossroads, facing headwinds from residual supply and demand shocks and tailwinds from accelerated vaccine distribution and exceptional economic growth projections. As a result of these tailwinds, and the region's strong position leading into the pandemic, Metro Atlanta has experienced increased demand quarter-over-quarter, as corporations assess workplace strategies and turn their attention toward the Sun Belt markets.

The Atlanta office market saw sustained demand through 2020, led by mega-cap tech sector tenants signing large-block deals in the metro for East Coast expansions, bringing future occupancy gains in the second half of 2021. Metro Atlanta has been on the receiving end of a number of headquarter relocation announcements in the last 6 months, and while those announcements have yet to transact, they are a strong indicator of brighter days ahead. As the nation continues to recover from the pandemic, metro Atlanta and the City of Roswell will remain attractive to occupiers and investors looking to relocate or expand their operations and take advantage of the region's strong quality of life, highly skilled talent base, lower cost of living and lower cost of doing business.

Roswell entered 2020 with solid fundamentals, and though the city experienced negative net absorption and increased vacancy rates through last year, occupancy loss started to slow in Q4 2020. While negative absorption in Q1 did result in a slight bump in the direct vacancy rate, which rose 140 basis points quarter-over-quarter to land at 15.2 percent, that rate is in keeping with pre-pandemic vacancy rates. Class A direct asking rates remained remarkably consistent in the micro market, with direct rates in Q1 again reaching their pre-pandemic height of \$29.25 per square foot.

Demand for Roswell's Class B office space continues to soften in 2021, reflecting metro and national office market trends. As a result, direct asking rates for Class B product in the city have fallen below \$19.00 per square foot for the first time since Q2 2019.

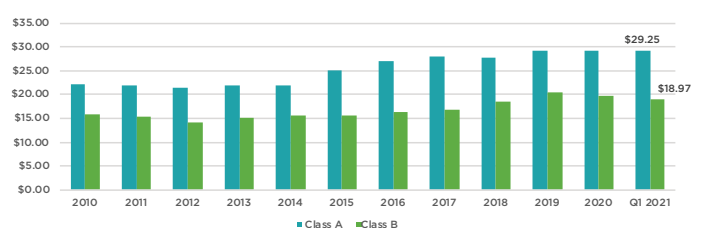
By the Numbers (Q1, 2021)

	Inventory (# of buildings)	Inventory (SF)	Direct Vacancy (%)	Q1 Net Absorption (SF)	Direct Asking Rental Rate (PSF)
Class A	6	966,380	15.2%	-12,865	\$29.25
Class B	22	1,011,684	10.2%	-8,668	\$18.97
Total	28	1,978,064	12.6%	-21,533	\$23.24

Direct Vacancy



Average Asking Price (PSF)



Office Outlook

As with the nation, office activity and fundamentals softened over 2020 as Roswell continued to weather the effects of the pandemic on the market. However, early 2021 brought renewed investor interest to the micro market, with all 966,000 square feet of Class A office inventory in the city trading in Q1 across two large portfolio sales. The first to trade was Stonebridge I, II, and III, a 461,000-square-foot portfolio which Starwood Capital acquired from Rubenstein Partners for \$292 per square foot—well above the North Fulton submarket average of \$178 per square foot. The following month, PPF Real Estate acquired four properties at Mansell Overlook, representing another 673,000 square feet, for a purchase price of \$212 per square foot.

These significant portfolio sales, combined with the rebound in Class A direct asking rates, offers further evidence that Roswell is on its way in regaining its pre-pandemic momentum. The micro market experienced a subtle shift in occupier and investor favorability early in the pandemic, as evidenced by the drop in asking rate growth from Q2 to Q3 2020. However, while leasing activity still trails pre-pandemic highs, performance remains consistent with what the city has experienced over the course of this cycle, and recovery continues to exceed the larger submarket and metro overall.

Featured Properties



Roswell Summit

1080 Holcomb Bridge Road, Roswell, GA 30076

- 2 Buildings totaling 127,000+ SF
- 2 Spaces Available (1,800 - 26,000 SF)
- Easy Access to GA-400



Roswell Innovation Center

1400 Holcomb Bridge Road, Roswell, GA 30076

- Building 200 on Kimberly-Clark Campus
- 100,000+ SF
- In-building cafe & meeting spaces
- Multiple tenant lounges and working spaces



Southern Post

1035-61 Alpharetta Street, Roswell, GA 30075

- \$95M mixed-use development
- 90,000 Class A office
- Construction beginning Q4 2021
- 40,000 retail, 128 apartments, 9 town homes

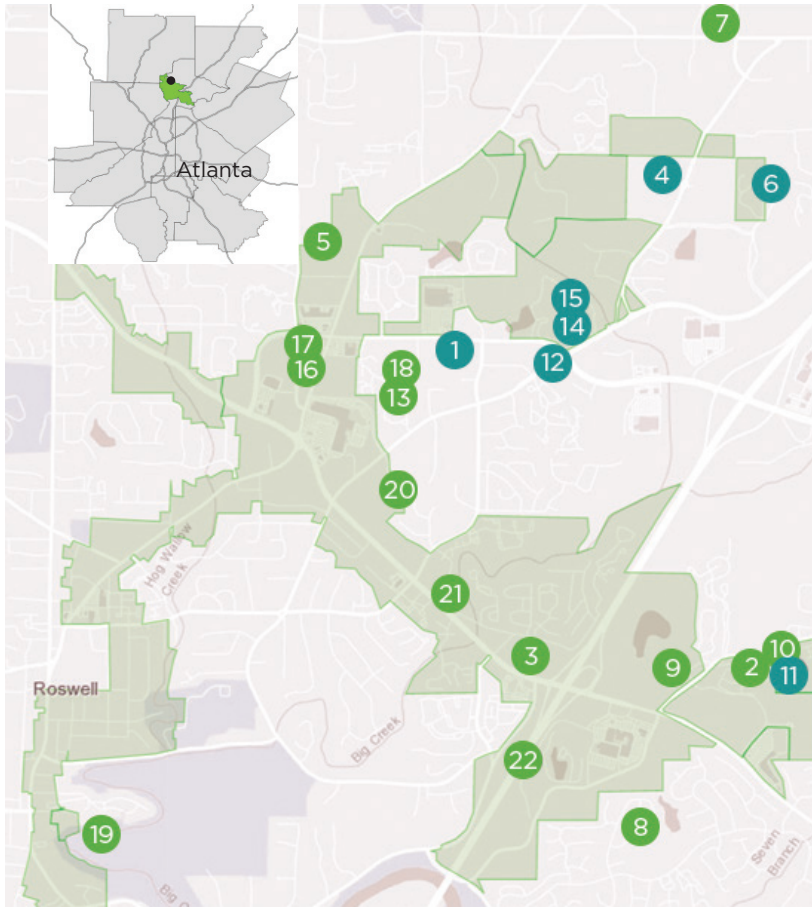


Mansell West

675 & 695 Mansell Road, Roswell, GA 30076

- 2 Buildings totaling 77,000+ SF
- 4 Spaces Available (1,800 - 10,000+ SF)
- Within 2 miles of GA-400

Roswell Office Inventroy



Building Class ● A ● B

Class A

	Building Address	Percent Leased
1	Mansell Overlook 100 100 Mansell Ct E, Roswell, GA 30076	93%
4	Sanctuary Park 1110 Sanctuary Pky, Stonebridge I Alpharetta, GA 30009	87%
6	Sanctuary Park 1120 Sanctuary Pky, Stonebridge II Alpharetta, GA 30009	83%
12	Mansell Overlook 200 200 Mansell Ct E, Roswell, GA 30076	71%
14	Mansell Overlook 300 300 Colonial Center Pky, Roswell, GA 30076	84%
15	Mansell Overlook 500 500 Colonial Center Pky, Roswell, GA 30076	92%

Class B

	Building Address	Percent Leased
2	Holcomb Woods 1000 Holcomb Woods Pky, Bldg 100 Roswell, GA 30076	75%
	1000 Holcomb Woods Pky, Bldg 200 Roswell, GA 30076	100%
3	Roswell Summit 1080 Holcomb Bridge Rd, Bldg 100 Roswell, GA 30076	81%
	1080 Holcomb Bridge Rd, Bldg 200 Roswell, GA 30076	96%
5	Dominion Court 1111 Houze Rd, Jefferson Bldg Roswell, GA 30076	100%
7	Northmeadow Business Park 1400 Hembree Rd, Roswell, GA 30076	100%
8	Kings Landing 1455 Old Alabama Rd, Roswell, GA 30076	95%
9	1544 Old Alabama Rd, Roswell, GA 30076	100%
10	Lake at Northpoint 1801 Old Alabama Rd, Roswell, GA 30076	87%
11	Lake at Northpoint Park 1805 Old Alabama Rd, Bldg III Roswell, GA 30076	100%
13	Mansell Court 30 Mansell Ct E, Bldg 30 Roswell, GA 30076	78%
16	Mansell West 675 Mansell Rd, Roswell, GA 30076	77%
17	Mansell West 695 Mansell Rd, Roswell, GA 30076	68%
18	70 Mansell Ct E, Bldg 70 Roswell, GA 30076	81%
19	Roswell Mill 85 Mill St, Bldg A, Roswell, GA 30075	92%
20	Old Roswell Lakes 900 Old Roswell Lakes Pky, Roswell, GA 30076	94%
21	Heritage Square 920 Holcomb Bridge Rd Roswell, GA 30076	91%
22	Pavilion Center 9755 Dogwood Rd, Roswell, GA 30075	74%

Not mapped

Northmeadow Service Center V 1115 Northmeadow Pky, Roswell, GA 30076	100%
Roswell Business Center 11660 Alpharetta Hwy, Bldg 700, Roswell, GA 30076	100%
1775 Woodstock Rd, Roswell, GA 30075	100%
925 Woodstock Rd, Roswell, GA 30075	86%


Workforce at a Glance


5,000+
Businesses
Registered in Roswell

Top 5 Employers
by employee count

GM Innovation Center	1,250
Kimberly-Clark	1,000
WellStar North Fulton Hospital	1,000
McKesson	660
Rhino	625

Top 5 Industries by Employee Count

-  Healthcare & Social Assistance
-  Retail Trade
-  Professional Scientific & Technical Services
-  Accommodation and Food Service
-  Administrative and Support and Waste Management and Remediation Services

Laborshed Statistics



41,575

Non-residents
travel to Roswell
for work



4,284

Roswell Residents
work in Roswell



33,881

Roswell Residents
work outside of
Roswell

ROSWELL [inc]

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As the economic development organization for the City of Roswell, Georgia, we serve as a catalyst for a vibrant and sustainable business community. Our vision is for Roswell to be the best place in the region for innovative, community-minded businesses and entrepreneurs, and we accomplish this through four key focus areas—business attraction and recruitment, business retention and expansion, industry support, and business development.

As a 501(c)6 nonprofit, we have worked with the city through a public-private partnership since 2012.

Learn more at roswellinc.org.



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