



CUSHMAN &
WAKEFIELD

VANTAGE POINT

September 2025

CUSHMAN & WAKEFIELD RESEARCH

THE PROXIMITY PARADIGM

Rethinking Atlanta Office Demand in the Amenity Era



METHODOLOGY

This report analyzes office clusters in amenity-rich areas across Metro Atlanta, defined as follows:

Central Business District (CBD) Clusters

Lenox-Phipps, 14th & Peachtree, and Ponce City Market, each including a half-mile surrounding radius.

Suburban Clusters

The Battery and Avalon, each including a one-mile surrounding radius to account for lower density.

A collaborative team of Cushman & Wakefield research and brokerage identified competitive sets of properties within these boundaries. This analysis is based on these sets, providing insights into leasing trends and market dynamics across the selected clusters.



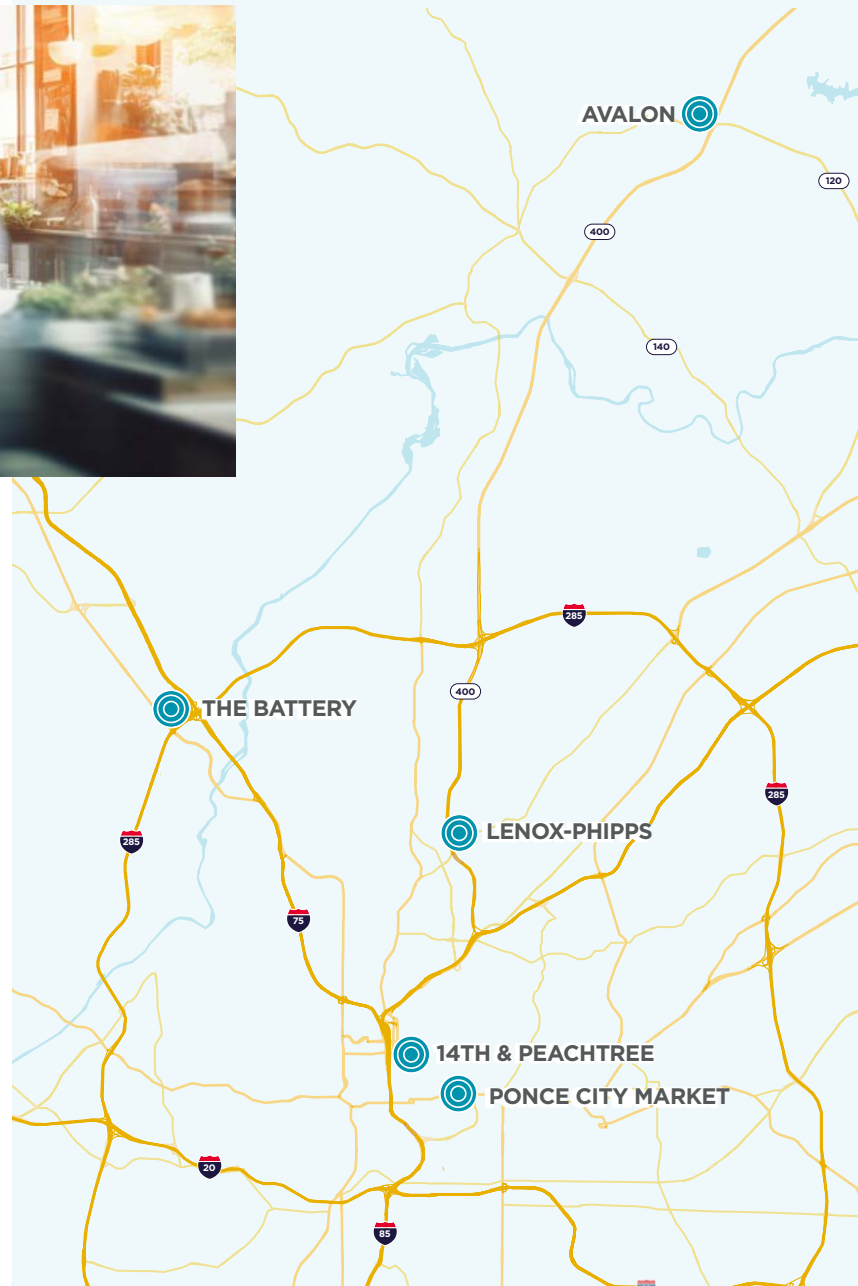
THRIVING CLUSTERS

Office properties in walkable, amenity-driven areas throughout the metro have consistently recorded strong demand. These clusters have **largely outperformed their respective submarkets—and the broader metro—in key performance metrics, propelled by their proximity to a vibrant ecosystem of amenities** that help companies attract and retain top talent. **As leasing momentum in the clusters continue, surrounding buildings are well-positioned to benefit from the next wave of tenant demand.**

KEY TAKEAWAYS

- The five clusters have captured a **disproportionate share of office leasing activity in the first half of 2025** as companies gravitate toward well-located buildings that offer walkability, transit access, and lifestyle perks.
- Heightened demand has driven down vacancy across the clusters, **each of which maintain vacancy rates well below their broader submarkets.**
- In tandem with declining vacancy, **occupancy levels in the clusters have remained elevated throughout the first half of 2025**, underscoring strong leasing momentum.

Source: Cushman & Wakefield Research

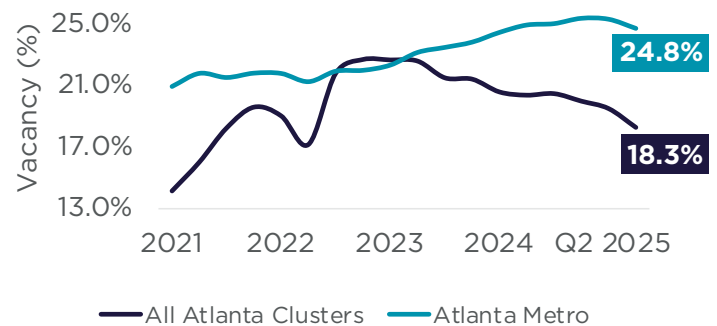


Cluster	# of Buildings	Building SF
Lenox-Phipps Quarter	13	5,793,656
14th & Peachtree	11	4,589,274
Ponce City Market	6	1,615,017
The Battery	11	3,448,136
Avalon	9	992,760
Total	50	16,438,843

THRIVING CLUSTERS VS. METRO ATLANTA

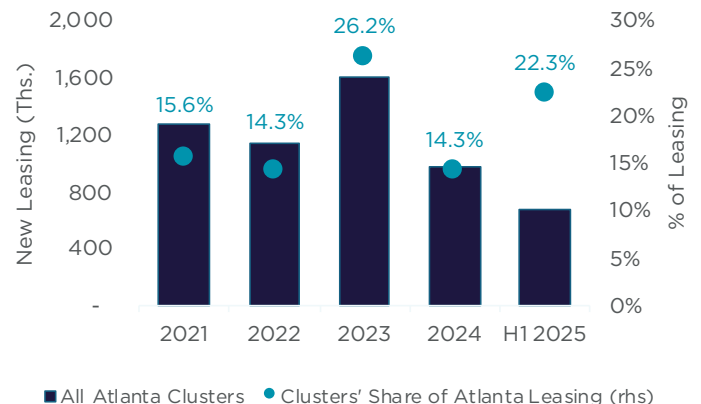
Together, the five clusters comprise of 50 buildings across 16.4 million square feet (msf) of space, equal to 10.4% of the Metro Atlanta office inventory. **These areas boast quick access to key amenities, such as cultural institutions, transit hubs, dining, retail, and entertainment.**

OVERALL VACANCY



In Q2 2025, the combined **vacancy rate across the five clusters stood at 18.3%**, significantly lower than the metro-wide rate of 24.8%. This marked a decline of 210 basis points (bps) compared to Q2 2024, bringing vacancy to its lowest level in three years.

CLUSTERS' SHARE OF NEW LEASING IN METRO ATLANTA



Although the clusters represent only 10.4% of Atlanta's total inventory, **they captured 22.3% of new leasing activity in Metro Atlanta during the first half of 2025**—up from 14.3% in 2024.

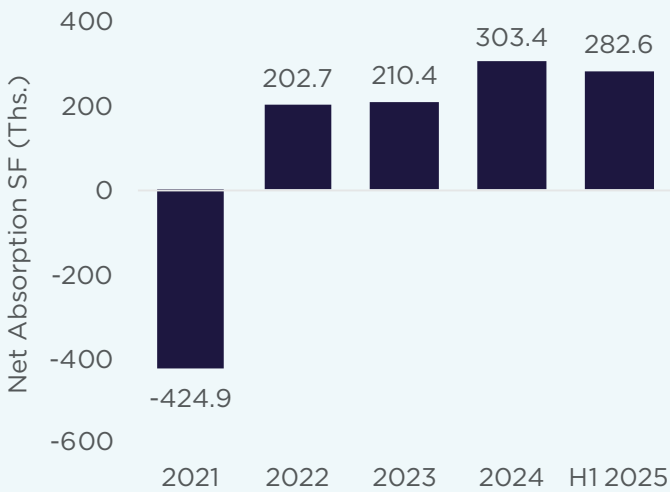
ATLANTA'S FIVE THRIVING CLUSTERS

50
Buildings

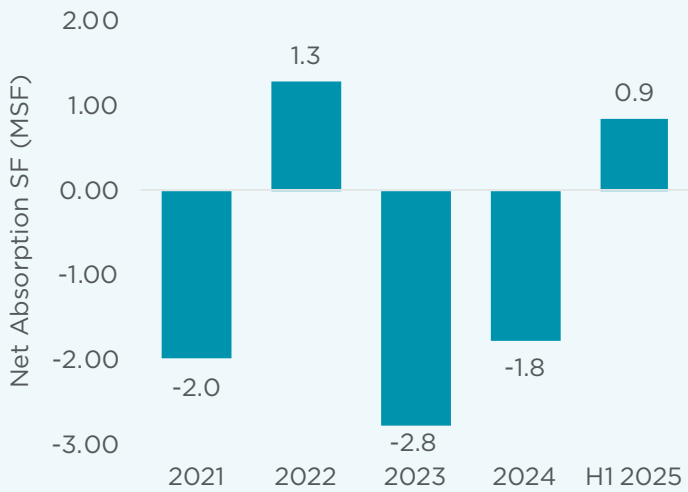
16.4M
Square Feet

10.4%
of Inventory

ALL ATLANTA CLUSTERS
NET ABSORPTION



ATLANTA METRO
NET ABSORPTION



Following a drop in 2021, **net absorption across the five clusters totaled at least 200,000 sf each of the past four years, including 282,625 sf in H1 2025.** Net absorption in Metro Atlanta declined in 2023 and 2024 but rebounded to 855,305 sf in H1 2025.

Source: Cushman & Wakefield Research

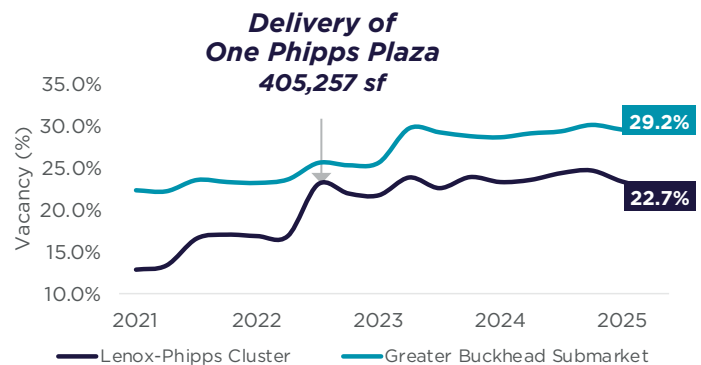


Photo Credit: Midtown Alliance

LENOX-PHIPPS CLUSTER

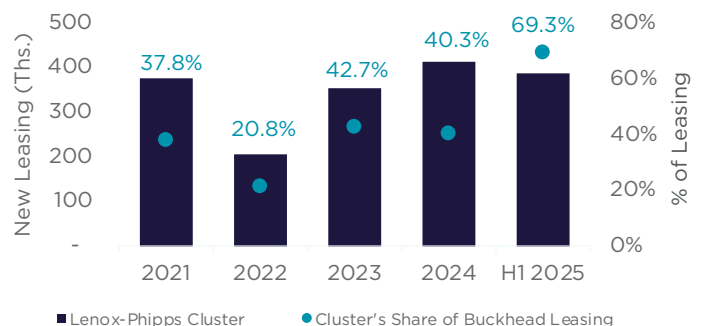
The Lenox-Phipps cluster, which spans across 13 buildings and 5.8 msf, **offers tenants a dynamic ecosystem of amenities, including proximity to retail hubs Lenox Square and Phipps Plaza.** The cluster also boasts strong access to GA-400 and MARTA.

OVERALL VACANCY



The overall vacancy rate in the Lenox-Phipps cluster totaled **22.7% in the second quarter, 650 bps below the Buckhead rate of 29.2%.** Following the delivery of One Phipps Plaza in Q3 2022, the cluster has avoided large increases in vacancy, even declining by 80 bps quarter-over-quarter (QOQ) in Q2 2025.

CLUSTER'S SHARE OF NEW LEASING IN BUCKHEAD



The share of Buckhead leasing in the Lenox-Phipps cluster reached a five-year high of **69.3% during H1 2025** despite making up only 31.8% of the submarket's inventory. Additionally, the cluster comprised more than 40.0% of Buckhead leasing activity in 2023 and 2024.



LENOX-PHIPPS CLUSTER

13
Buildings

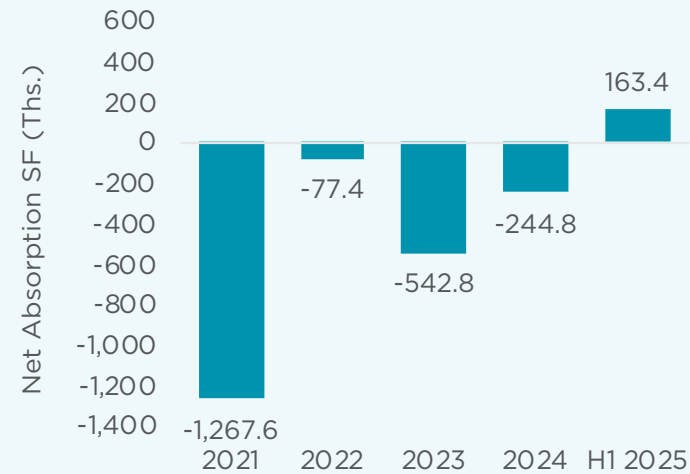
5.8M
Square Feet

31.8%
of Inventory

LENOX-PHIPPS CLUSTER
NET ABSORPTION



GREATER BUCKHEAD SUBMARKET
NET ABSORPTION



In tandem with Buckhead, net absorption in the Lenox-Phipps cluster moderated in 2023 and 2024. However, **the cluster's occupancy accelerated to 123,608 sf during H1 2025**, following similar gains of 163,433 sf in the Buckhead submarket.

Source: Cushman & Wakefield Research





Photo Credit: Midtown Alliance

14TH & PEACHTREE CLUSTER

11
Buildings

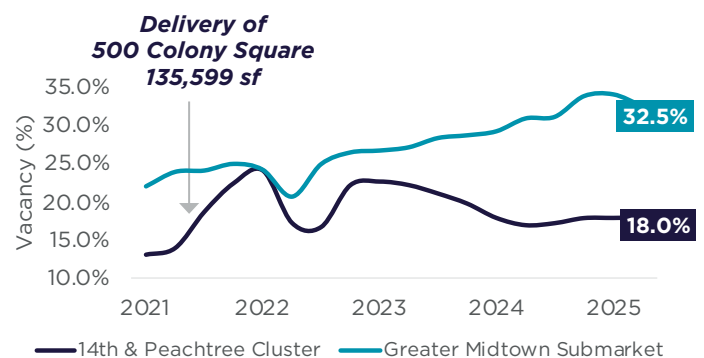
4.6M
Square Feet

17.8%
of Inventory

14TH & PEACHTREE CLUSTER

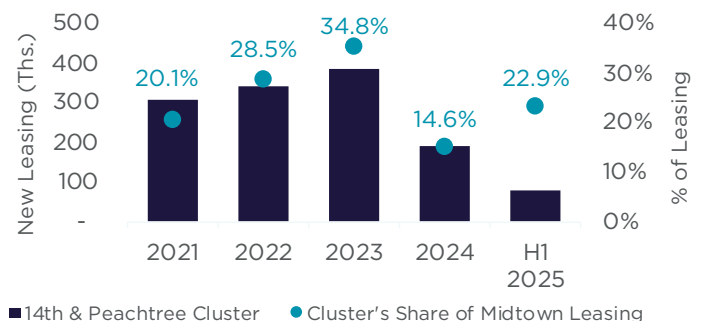
The 14th & Peachtree cluster totals 11 buildings across 4.6 msf of product, equal to 17.8% of the Midtown submarket's office inventory. **The cluster has attracted tenants seeking proximity to the Colony Square development which blends work, play, and community in one vibrant hub.** In addition to restaurants and shops, 14th & Peachtree is located blocks away from Piedmont Park and the Woodruff Arts Center, which houses the High Museum of Art.

OVERALL VACANCY



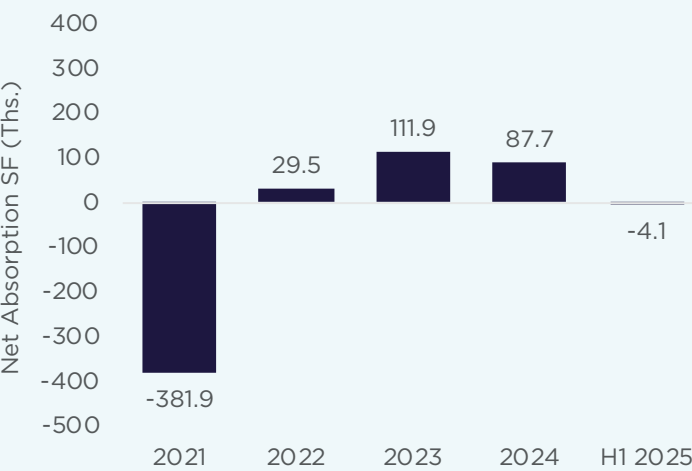
The overall vacancy rate in the 14th & Peachtree cluster has declined by 430 bps over the past two years to 18.0%, lowest among the three CBD clusters. The broader Midtown vacancy, however, trended up each quarter from Q2 2022 to Q1 2025 before declining 150 bps QOQ to 32.5% in Q2 2025.

CLUSTER'S SHARE OF NEW LEASING IN MIDTOWN

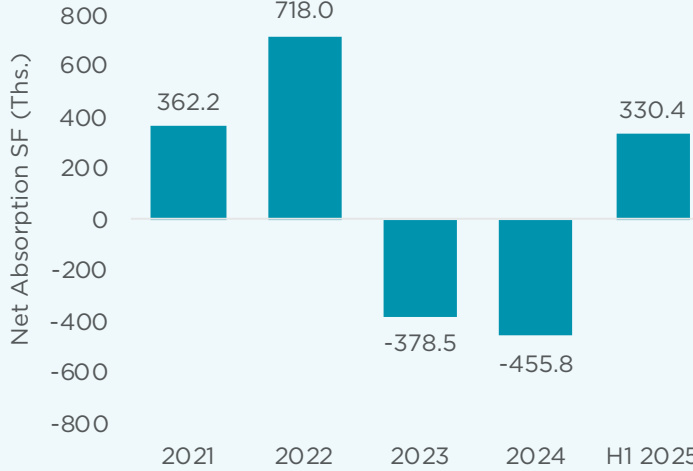


The 14th & Peachtree cluster has accounted for more than 20.0% of new leasing activity in Midtown each year since 2021, excluding 2024. Two large leases outside of the cluster skewed the share down last year, including the 264,300-sf Atlanta Gas Light deal at Midtown Center II and Piedmont Healthcare's 164,221-sf lease at Atlantic Station.

14TH & PEACHTREE CLUSTER
NET ABSORPTION



GREATER MIDTOWN SUBMARKET
NET ABSORPTION



While net absorption has slowed this year, **the 14th & Peachtree cluster recorded strong occupancy growth in 2023 and 2024.** Conversely, the greater Midtown submarket recorded negative absorption in 2023 and 2024. Net absorption, however, accelerated in Midtown this year amid major move-ins outside of the 14th & Peachtree cluster, notably from Piedmont Healthcare, HNTB, and OneTrust.

Source: Cushman & Wakefield Research





PONCE CITY MARKET CLUSTER

6
Buildings

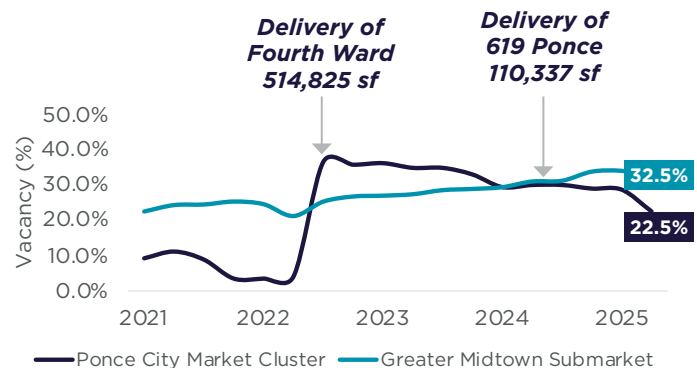
1.6M
Square Feet

6.3%
of Inventory

PONCE CITY MARKET CLUSTER

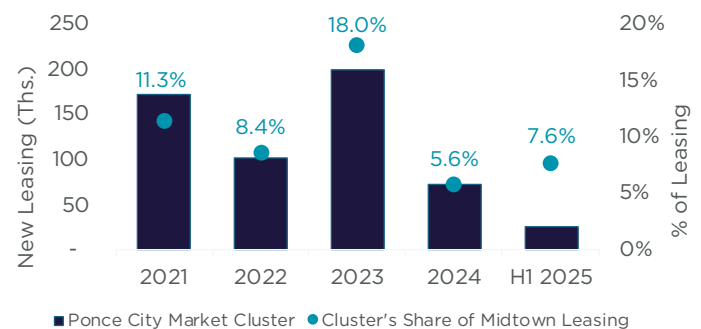
The Ponce City Market cluster totals six buildings across 1.7 msf of product, equal to 6.3% of the Midtown submarket's office inventory. **The 2.1-msf Ponce City Market retail, dining and residential complex has greatly benefited from its location on the Eastside BeltLine trail**, which enhances walkability and provides tenants easy access to premier restaurants and shops, as well as attractions such as Old Fourth Ward and Piedmont Parks.

OVERALL VACANCY



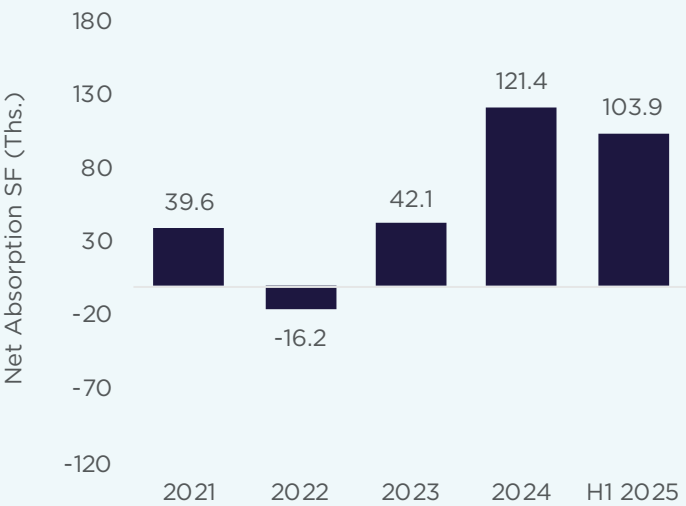
Overall vacancy in the Ponce City Market cluster has steadily declined since the delivery of the 514,825-sf Fourth Ward project in mid-2022, hitting a three-year low of 22.5% in Q2 2025.

CLUSTER'S SHARE OF NEW LEASING IN MIDTOWN

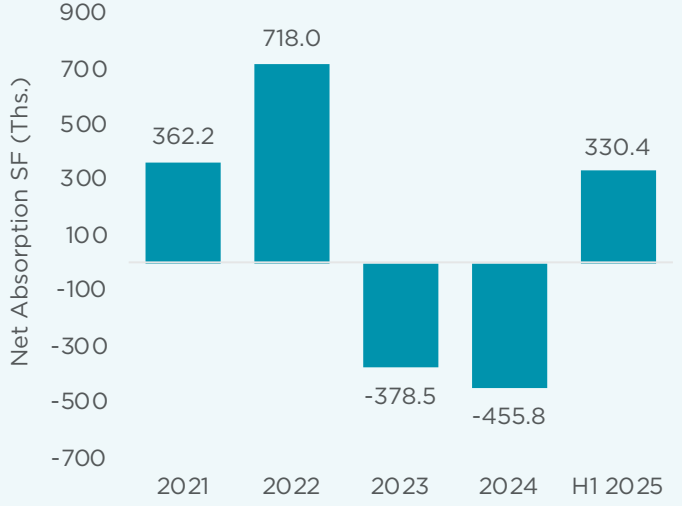


The Ponce City Market cluster's share of new leasing in Midtown totaled 7.6% in Q2 2025, up from the 2024 share of 5.6%. The share of leasing tapered last year following an increase to 18.0% in 2023.

PONCE CITY MARKET CLUSTER
NET ABSORPTION



GREATER MIDTOWN SUBMARKET
NET ABSORPTION



Net absorption in the Ponce City Market cluster exceeded 100,000 sf in H1 2025, narrowly behind the total in 2024 and positioning the cluster for a third straight year of occupancy gains. This stands in sharp contrast to the net absorption declines in 2023 and 2024 previously noted across Greater Midtown.

Source: Cushman & Wakefield Research



Photo Credit: Midtown Alliance



THE BATTERY CLUSTER

11
Buildings

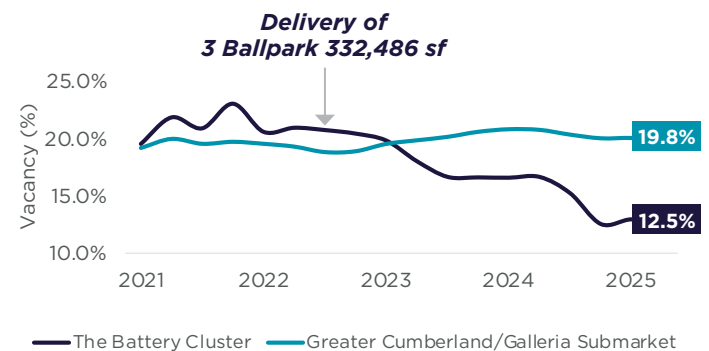
3.4M
Square Feet

18.2%
of Inventory

THE BATTERY CLUSTER

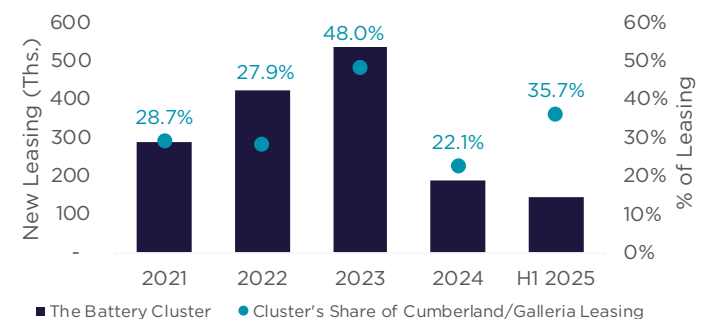
The Battery cluster encompasses 11 buildings across 3.4 msf of inventory. **Adjacent to Truist Park—home of the Atlanta Braves—the cluster has solidified itself as a major corporate hub, buoyed by an ever-growing roster of amenities at The Battery mixed-use development, such as boutique shopping destinations, market exclusive entertainment experiences, chef-driven restaurants, hotels, and residences.** The Battery is located near the intersection of I-75 and I-285, providing strong regional connectivity.

OVERALL VACANCY



Following several years of persistent declines, **the overall vacancy rate in The Battery cluster reached 12.5% in Q2 2025**, 730 bps below the Cumberland/Galleria rate of 19.8%.

CLUSTER'S SHARE OF NEW LEASING IN CUMBERLAND/GALLERIA

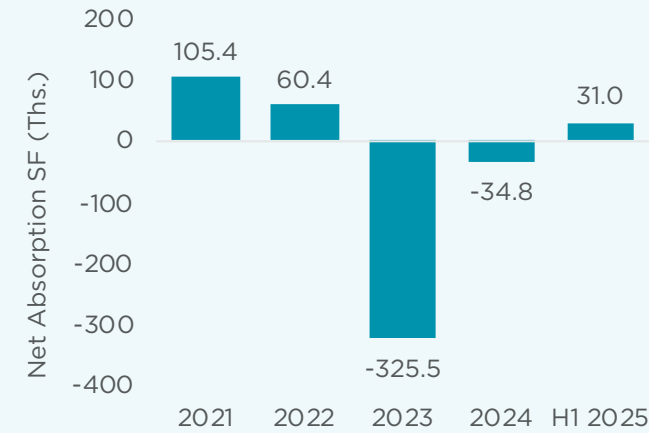


Despite accounting for 18.2% of the submarket's inventory, **the cluster's share of Cumberland/Galleria new leasing totaled 35.7% during H1 2025**, up from the 2024 share of 22.1%.

THE BATTERY CLUSTER
NET ABSORPTION



GREATER CUMBERLAND/GALLERIA SUBMARKET
NET ABSORPTION



The Battery has registered greater occupancy growth than the broader Cumberland/Galleria submarket each year from 2021-2024, boasting a collective 505,056 sf of net absorption during that time. While limited availability of mid to large block spaces has restricted occupancy this year, net absorption remained in positive territory.

Source: Cushman & Wakefield Research





Photo Credit: Alpharetta CVB

THE AVALON CLUSTER

9

Buildings

993K
Square Feet

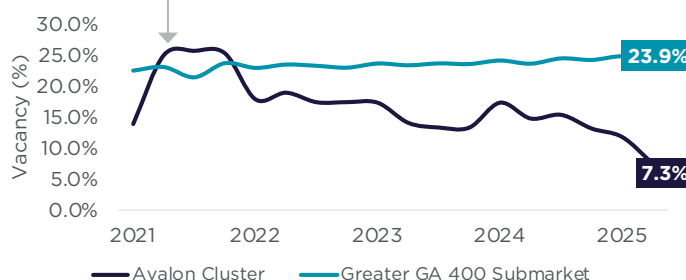
5.0%
of Inventory

AVALON CLUSTER

The Avalon cluster includes nine buildings across 992,760 sf of product, equivalent to 5.0% of GA 400 inventory. **Its unique blend of lifestyle offerings and strategic location has made it the centerpiece of Alpharetta's rapidly growing office market.** Highlights at Avalon include high-end boutiques, flagship stores for major retailers, upscale and casual restaurants, a movie theater, and luxury apartments.

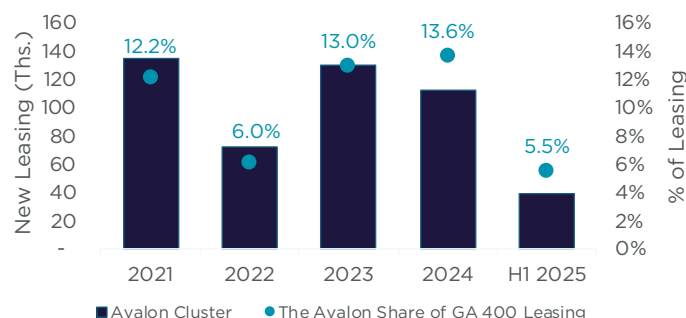
OVERALL VACANCY

Delivery of 100 Kimball PI
128,031 sf



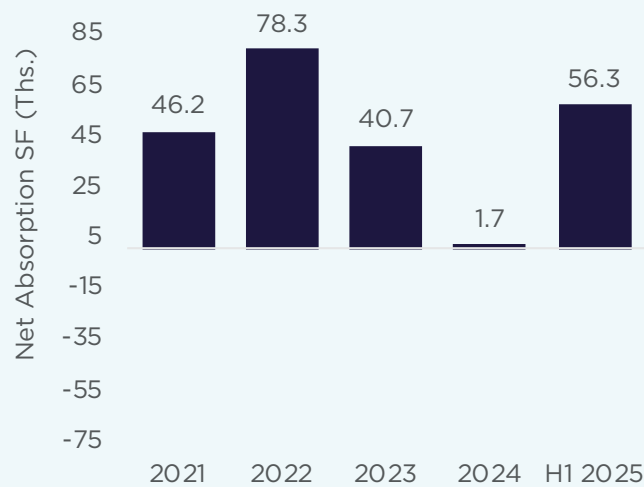
Overall vacancy in the Avalon cluster declined 1,170 bps in the two and a half years following the delivery of Kimball Place in mid-2021. While increasing to over 17.0% in Q1 2024, **the rate in the Avalon cluster tightened to 7.3% in Q2 2025 amid an uptick in move-in activity**, well below the 23.9% rate in GA 400.

CLUSTER'S SHARE OF NEW LEASING IN GEORGIA 400

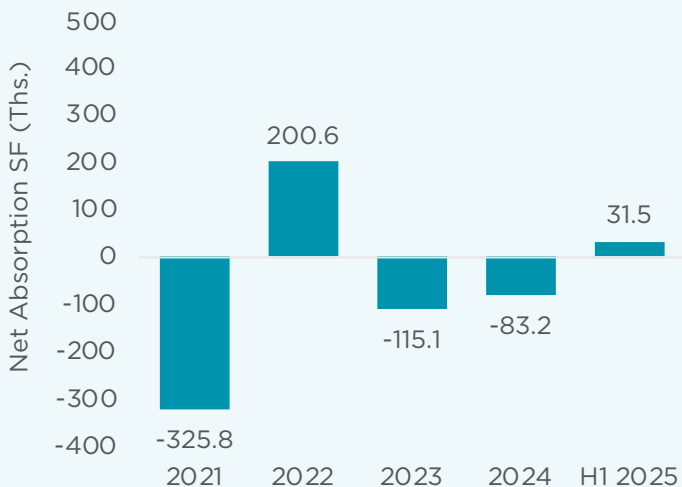


Due to a lack of space options, the Avalon cluster's share of new leasing in the GA 400 submarket declined to 5.5% in H1 2025, below its 2024 share of 13.6%. Despite fluctuations, **the cluster's share of the submarket's leasing this year was in line with its percentage of the GA 400 inventory.**

AVALON CLUSTER
NET ABSORPTION



GREATER GEORGIA 400 SUBMARKET
NET ABSORPTION



The Avalon cluster achieved at least 40,000 sf of occupancy growth each year from 2021-2023, before moderating in 2024. **Net absorption, however, rebounded this year, reaching 56,268 sf in H1 2025, nearly double the occupancy growth in the broader GA 400 submarket.**

Source: Cushman & Wakefield Research



Photo Credit: Alpharetta CVB

STRATEGIC OUTLOOK

Strong competition for space within the five clusters is poised to persist, driven by employers' ongoing focus on attracting and retaining top talent through workplace locations that offer rich lifestyle and convenience features. As availability tightens, new occupier demand in these areas is expected to ripple outward—extending the influence of each cluster's amenities to adjacent buildings and nearby corridors. This halo effect is expected to boost occupancy across a wider area, redefining each cluster's influence within its surrounding submarket.

AUTHORS

ALEX KAPLAN

Senior Research Analyst
Alex.Kaplan@cushwake.com

MAIJA SUNNARBORG

Senior Research Analyst
Maija.Sunnarborg@cushwake.com

AUDREY GIGUERE

Research Manager
Audrey.Giguere@cushwake.com

ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit www.cushmanwakefield.com.