

June 25, 2015

## Is Atlanta the New York of the South?

Metro Atlanta can expect to **win more big company relocations** as the area solidifies itself as “**the New York of the South,**” declared Marcus & Millichap's **Paul Johnson** during our Atlanta Office event this week at the St. Regis.



Paul was among a host of office market and general commercial real estate luminaries, including Batson-Cook's **Curt Ribgy**, Daniel Corp's **Steve Baile**, Pursley Friese Torgrimson's **Stephanie Friese**, Portman Holdings' **Travis Garland**, Jackson Corporate Real Estate's **Scott Jackson** and Hines Interests' **John Heagy**.



The **massive exodus** of big companies out of Gwinnett County and the I-85N office corridor reared its head as well. And John says the **lack of MARTA** is partly to blame for why a company like NCR is leaving—headed to Midtown and North Fulton. Scott says there's a **lack of an amenity base** in Gwinnett that hampers the office market. At least Alpharetta—which doesn't have MARTA access either—has **projects like Avalon** with a unique amenity base. **“That's a big challenge in that corridor,”** he says.