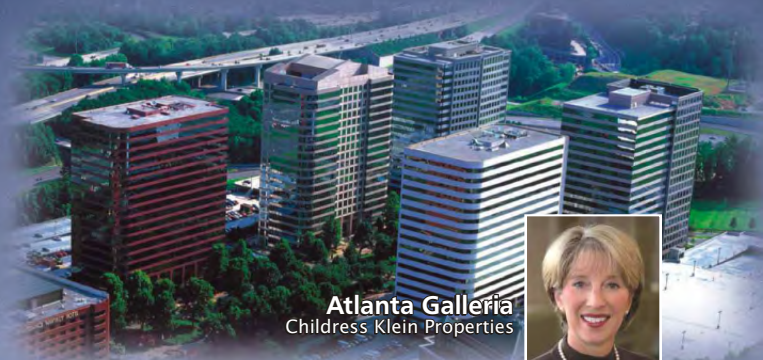


# CUMBERLAND GALLERIA

## MARKET FOCUS

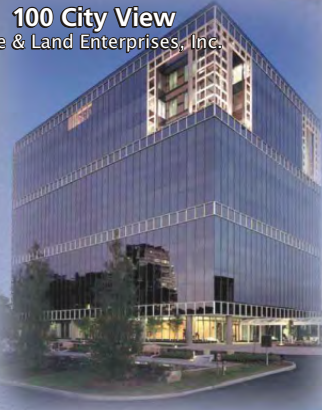
*Serving Metro Atlanta's Commercial Real Estate Community Since 1978*



Jackie Gauthreaux  
Jennifer Koontz



**100 City View**  
Pope & Land Enterprises, Inc.



**Atlanta Galleria**  
Childress Klein Properties



Connie Engel

Bob Stoner  
Candy McIntyre



**5660 New Northside Drive**  
Eola Capital LLC



**280 Interstate North**  
Eola Capital LLC



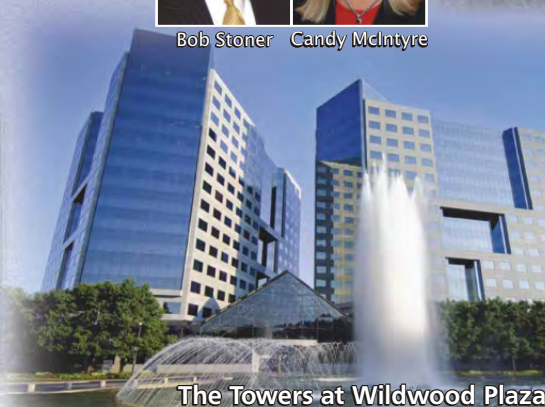
Bob Stoner  
Candy McIntyre



**Parkwood Point**  
Eola Capital LLC



Bob Stoner  
Candy McIntyre



**The Towers at Wildwood Plaza**  
CB Richard Ellis



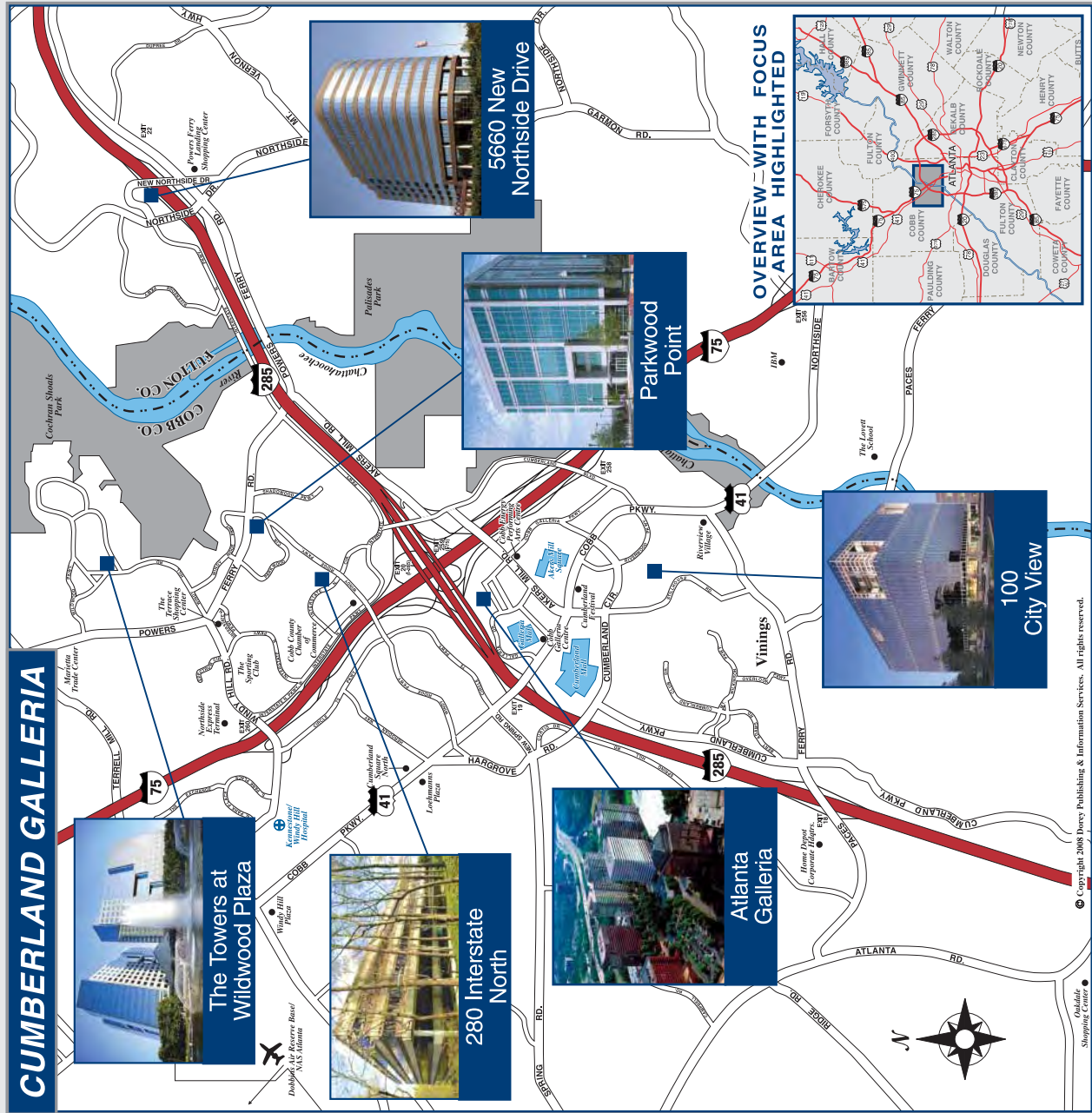
Chris Port  
Alex Cobble





# Cover Feature Locator Map

Welcome to *Dorey's Cumberland Galleria Market Focus* (pages 5-20). For a comprehensive listing of properties for lease in this market turn to pages 62 through 86 in your *Dorey's Office Guide*.



## CUMBERLAND GALLERIA



The Towers at Wildwood Plaza



280 Interstate North



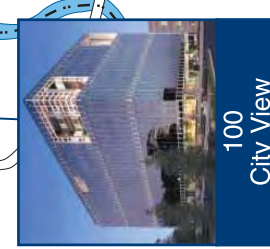
Atlanta Galleria



5660 New Northside Drive

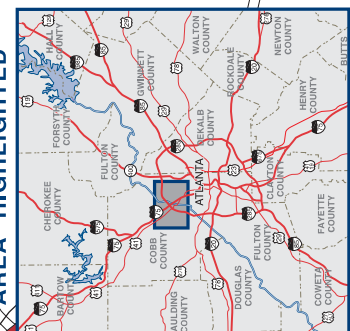


Parkwood Point



100 City View

### OVERVIEW WITH FOCUS AREA HIGHLIGHTED



© Copyright 2008 Dorey Publishing & Information Services. All rights reserved.

**DOREY MARKET ANALYSIS GROUP**

**RICHARD POLAND**  
Director of Research/Market Analyst

**LEAH ZELIFF**  
Research Manager, Statewide

**ERINN LOWE**  
Research Manager, Metro Atlanta

DOREY'S Atlanta

## CUMBERLAND GALLERIA

MARKET FOCUS

**PUBLISHERS**

**GUY L. DOREY**  
President/Publisher

**ANDREA DOREY**  
Co-President/Publisher

**ASSOCIATE PUBLISHERS**

**ELIZABETH LONG**  
Senior Vice President/Publishing

**DARLA MASTERS**  
Senior Vice President/Publishing

**SCOTT STORK**  
Advertising Manager

**PRODUCTION/CIRCULATION**

**KIMBERLY A. RICE**  
Senior VP/Production Dir./Circulation Dir.

**KIM SHEFFIELD**  
Vice President/Production

**CINDY MATHEWS**  
Graphic Designer

**SPECELLE MAZYCK**  
Desktop Production Artist

© 2008 Dorey Publishing and Information Services  
404-257-1962

# CUMBERLAND GALLERIA MARKET FOCUS

*premier.*  
**galleria.**



*Come see  
why we're the  
premier address  
in Northwest  
Atlanta.*



- Located in the geographic heart of the Northwest Atlanta office market with immediate access to both I-75 and I-285, the Galleria Office Park is the premier location for today's business leaders.
- The Galleria's elegance and exceptional quality have long been recognized by leading corporate names from around the world. Tenants include numerous Fortune 500 companies as well as Atlanta's most prestigious financial institutions, law firms, accounting firms and other professional organizations.
- The most comprehensive business environment in Atlanta, including: The Cobb Galleria Centre – Atlanta's premier convention center with exhibit halls, a grand ballroom, and state-of-the-art meeting facilities; restaurants; hotel accommodations; financial institutions; supermarkets; and other nearby services.
- With the opening of the Cobb Energy Centre for the Performing Arts, the Galleria is the newest magnet for companies looking for a vibrant community in the Atlanta metro area.



**For leasing information,  
Contact Connie Engel with  
Childress Klein Properties at**

**770-859-1203**



1. The Cobb Energy Performing Arts Centre is the first major performing arts facility built in metro Atlanta in four decades. Since its opening last year, what impact do you see this premier venue for Broadway shows, ballet, concerts, educational shows, family performances, opera, corporate meetings and events having on the Cumberland Galleria submarket?

2. What primary attributes make Cumberland Galleria a compelling choice for office, residential, and retail growth?



Connie Engel  
Childress Klein  
Properties

1. As a local resident and office user, I can attest to the fabulous Centre. As a venue, there is not a week that goes by without an event or news article about something exciting happening at CEPAC. I have been to the Atlanta Opera, Jesus Christ Superstar, Sinbad and numerous other events. I know it's ease of access and inexpensive parking, makes a trip totally worthwhile. I am not alone. Neighbors and office workers like the excitement generated by the combined Convention Centre and Performing Arts Centre. With this activity the new restaurants are always vibrant. We are awaiting some other dining options and know they will be successful as well.

2. Free office parking, easy access to other markets, great views and well planned traffic improvements.

1. The impact of having a world-class, multi-purpose facility built in the Cumberland Galleria market is enormous. It symbolizes a statement of community support for the performing arts, an area that will bring together diverse groups and individuals in our market to see outstanding events. It unites local and regional business leaders in the stewardship of operating this dynamic venue, which will be felt across economic, educational and entertainment experiences. It will serve as a magnet for business and community groups to meet, be entertained and enjoy the arts. This, in addition to our strong business community, will result in more businesses selecting the Cumberland Galleria market for their office location.

2. Cumberland Galleria is currently the second largest office market in metro Atlanta so the area has already been validated as a business hub for a number of years. It is located at the juncture of two upper-income residential communities, Buckhead and East Cobb, resulting in a natural draw for business executives to locate near their homes. Situated at the intersection of two major freeways, a solid transit infrastructure surrounds the Cumberland Galleria market, and that infrastructure is continually upgraded with the leadership of the state's first Community Improvement District, the Cumberland CID. With most of the state's top public and private schools in the immediate area, Cumberland Galleria offers businesses close proximity to a well-educated populace from which to draw their employees.



Alex Cobble  
& Chris Port  
CBRE



Candy McIntyre  
& Bob Stoner  
Eola Capital LLC

1. The Cobb Energy Performing Arts Centre strengthens the amenity base in the Cumberland Galleria submarket by providing a cultural venue which will attract all walks of life from the entire metro area and beyond. The Arts Centre will have a positive economic impact on the submarket resulting from those attending functions also visiting the local eating establishments, hotels, etc. The Arts Centre reflects the

area's maturation as an urban and world class submarket.

2. The Cumberland Galleria submarket's primary attribute is its location at the intersection of I-285 and I-75. It has terrific accessibility to and from the area, connectivity within the area, amenities, all types of housing and surrounding labor pool. The highway system allows easy access to the airport through several routes. Amenities such as the Cobb Energy Performing Arts Centre, The Cobb Galleria Center, Cumberland and Galleria Malls as well as numerous other retail establishments, eateries and hotels make it a very desirable area to live and work. With its tremendous amenity base and interstate systems in place, the Cumberland Galleria area will continue to spur growth.

(Continued on page 10)

Largest Contig. Space . . . . . 46,122  
 Sq. Ft. Rate . . . . . \$24.50  
 Minimum Space . . . . . 2,000  
 Parking/Covered . . . . . 3.5/Yes  
 Total Sq. Ft. . . . . 255,000  
 County . . . . . Cobb  
 No. of Floors (Bldgs.) . . . . . 10(1)  
 Year Available . . . . . 9/2000  
 Escalation Type . . . . . 3% Gross  
 Build-out Allowance . . . . . Negotiable



- **Excellent accessibility via Cumberland Blvd.**
- **Redundant electrical power, generator back-up**
- **Top two floors available with building signage**
- **Café, fitness center, park setting with urban plaza**



# 100 City View

3330 Cumberland Boulevard



Jackie Gauthreaux or Jennifer R. Koontz  
 Pope & Land Enterprises, Inc.  
 770/980-0808 FAX: 770/984-8630  
 www.popeandland.com  
 E-mail: jackieg@popeandland.com or jkoontz@popeandland.com

1. The Cobb Energy Performing Arts Centre will enhance the awareness and transform the Cumberland Galleria area. The submarket defined by the southwest quadrant of intersecting I-75 @ I-285 has the potential of being a major urban center for Cobb County and the corridor is now looking more like Midtown or Buckhead. Always known for its office towers, the area has plans for increased retail capacity, new hotels and new mixed use projects to give it a more urban residential flavor. New retail and commercial projects are expected to meet demand created by the growing residential base in the sector. The Performing Arts Centre will act as a catalyst for upward growth and development in an already vibrant location whose axis is concentrated around the 4 year old Cumberland Boulevard interchange at I-75. The area has been decorated with extra wide sidewalks, landscaping and hardscape enhancements which have created a more walkable environment that is pedestrian friendly to the new retail dining and shopping destinations.



Jennifer Koontz  
& Jackie  
Gauthreaux  
Pope & Land  
Enterprises, Inc.

2. The primary attribute of the Cumberland Galleria area is the existing infrastructure which has continued to develop into one of the Atlanta's best kept secrets. This particular southwest area formed by the intersection of I-75 and I-285 is served by four interchanges which easily brings people into the sector. The Cumberland Community Improvement District has planned and sorted out traffic by the utilizing its funds (which added Cumberland Boulevard) to create a ring or small beltline which traverses through the area via Cumberland Boulevard, Interstate North Parkway, Windy Ridge Road which then once again ties into Cumberland Boulevard. Thus all four quadrants are obtainable with vehicular transportation without using the main arteries provided by the Interstates 75 and 285.

Because of this infrastructure and the retail renaissance of Cumberland Mall, and Akers Mill Square, there are 15 mixed use residential/commercial developments in the planning state or under way. Retailers will no longer have to rely solely on business people from the office projects, but can tap into an affluent consumer attracted to this new emerging residential/retail market.



Malaika Rivers  
Cumberland  
Community  
Improvement District

1. The impact that the Cobb Energy Centre will have cannot be understated. From an economic standpoint the \$145 million facility benefits not only Cumberland Galleria, but Cobb County and the State of Georgia through direct/indirect spending and employment. Its presence has spurred new retail and dining opportunities at other properties such as Cumberland Mall and Akers Mill Square and is in part a catalyst for about 10 – 20 new office, residential and mixed-use

developments currently in various stages around the community. From a cultural standpoint the venue has attracted the best of the region's resident companies including The Atlanta Opera and Atlanta Ballet. It has been named by Billboard Magazine as one of five rising venues to watch in 2008, giving it national acclaim and attracting Broadway tours, concerts and more. The educational collaborative with The Atlanta Opera, Atlanta Ballet, Kennedy Center for the Performing Arts and Young Audiences on Tour (ASO) reaches 32,000 students, K-12, in seven school districts across metro Atlanta. The 2,750 seat main theater fills a niche that the region did not previously have available and only six months since opening, 126,000 patrons have attended events and the venue has reached 81% of its booking goal. In short, the Cobb Energy Performing Arts Center has added much luster to the community, county and region.

2. There are a number of reasons that Cumberland Galleria is a compelling choice. Many are known such as a fiscally sound and well-managed county government; a superior road network due to the Cumberland CID's investment; a wide range of quality office facilities from which to choose and a growing cultural and entertainment scene. Some of the lesser known amenities are really the best kept secrets; the area's growing network of trails allows people to enjoy beautiful national parkland on their free time; one of the country's best rideshare programs operated by Commuter Club is available for businesses and their workforce; and dining and retail opportunities projected in the hundreds of millions of dollars based on consumer polls remain untapped. These reasons and many more make Cumberland Galleria a strong choice to work, invest, live and play.





Total Square Footage: 126,325  
Year Built: 1982  
Parking Information: 5.61 spaces/1,000 sf leased

### Property Features:

- Six-story office building
- Easy access to Interstates I-75 and I-285
- Conference room and vending area
- Extensive surrounding amenities
- Abundant parking
- Outside patio area with Wi-Fi
- Park-like setting

For Leasing Info contact:  
Bob Stoner  
rstoner@EolaCapital.com  
770-724-0660

Candy McIntyre  
cmcintyre@EolaCapital.com  
770-724-0661



**EOLA CAPITAL**

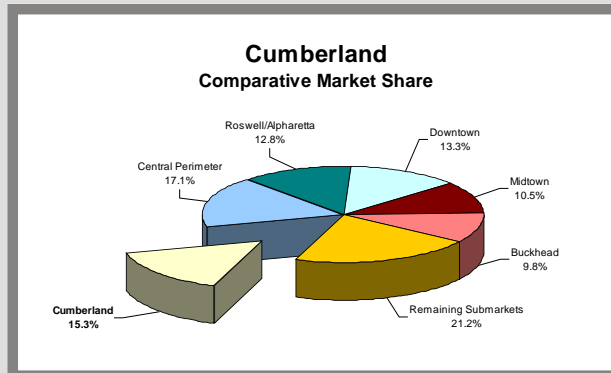


## Cumberland Galleria Office Market Preliminary First Quarter 2008

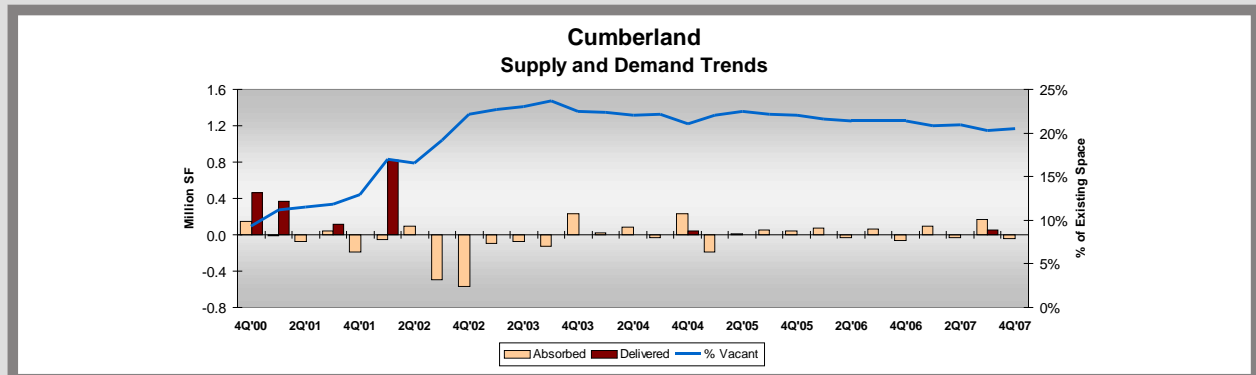
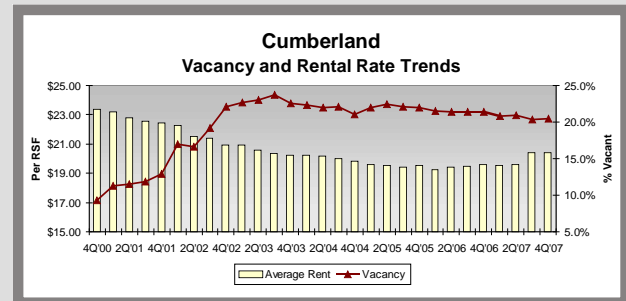
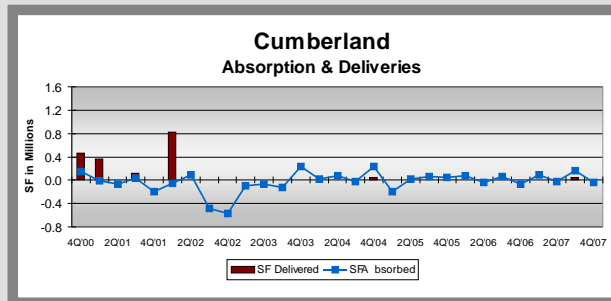
Demand in the Cumberland Office submarket was relatively flat during fourth quarter 2007, as 37,331 square feet of losses was reported. The submarket did, however, post a year-end total of more than 192,000 square feet of net gains, making it the strongest year since 2004. Vacancy rates in the area rose insignificantly in the last three months to end the year at 20.5%. Available space also saw slight increases during fourth quarter, and currently 23.5% of Cumberland's existing inventory is available for lease. Rental rates increased steadily during 2007, ending the year at \$20.44 per rentable square foot (rsf), representing an \$0.85/rsf increase from this time last year. Construction levels held steady, and the submarket saw no new projects break ground during fourth quarter 2007, although several planned developments are still in the pipeline. While demand has been inconsistent in the last several quarters, the Cumberland submarket continues to make strides toward stability. Submarket dynamics have been changing as more mixed-use and residential developments are added to the Cumberland area, and the office market stands to benefit greatly from these new amenities.

Rank	Leased SF	Lease Type	Tenant	Tenant Rep	Property Name
1	201366	New	Quintiles	Not Reported	1600 Terrell Mill Road
2	75000	New	Superior Essex Inc.	CBRE - Sam Holmes	The Dupree
3	18495	New	Waste Management	Not Reported	1000 Parkwood
4	16989	New	BeavEx	NAIBG - Chad Koening	Northcreek - 200
5	10590	Renewal	CPT International	NAI Brannen Goddard - Jim Devaney	Northchase Office Park
6	7992	New	Shimizu		1000 Parkwood
7	7322	New	One Beacon Insurance	Not Reported	One Overton Park
8	5089	Renewal	ProfitMaster Displays Inc.	Griffin Company - Kirk Demetrops	Powers Ferry Landing East - Bldg I
9	5000	Expansion	Hardin	Not Reported	Wildwood - Bldg A
10	5000	Expansion	Ventyx	Not Reported	Wildwood - Bldg A

\*This list does not represent the total market activity. It includes only the reported top 10 leasing transactions for Cumberland Galleria from 1/1/08 - 3/15/08.



	1Q 2008 (Preliminary)
Number of Properties	125
Existing Inventory	19,197,747
% Vacant	21.4%
Direct for Lease	3,757,006
Sublease SF	661,822
% Total Available	23.0%
SF Absorbed	-127,231
SF Delivered	0
SF Under Const.	187,232
Average Rent/ rsf	\$20.69



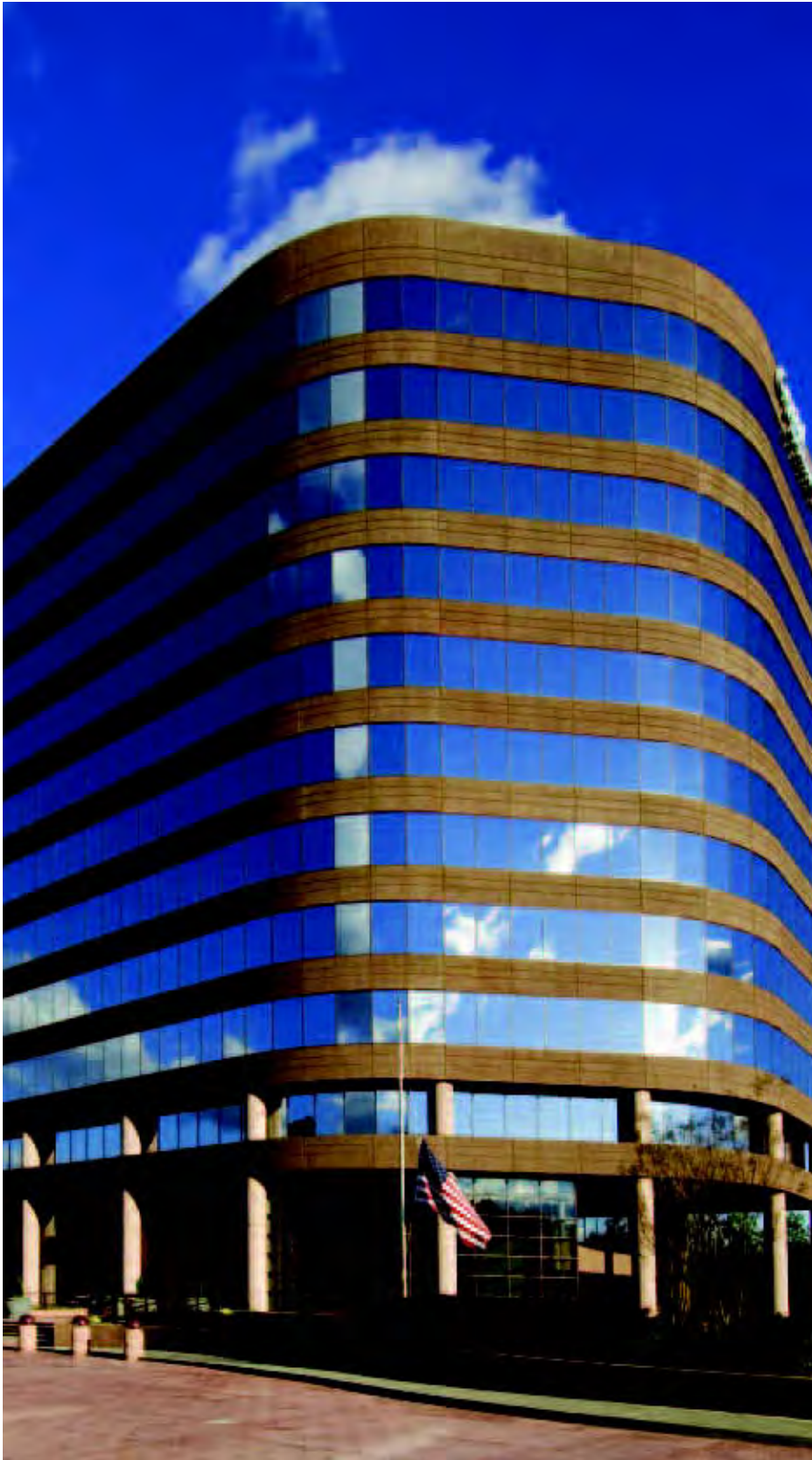
First quarter numbers are unaudited, preliminary figures that are current as of 3/20/08.

Source: DOREY'S ATLANTA OFFICE GUIDE

6000 Lake Forrest Drive, Suite 500, Atlanta, GA 30328 404-257-1962



# 5660 New Northside Drive



5660 New Northside Drive • Atlanta, GA

Total Square Footage: 274,709 sf  
Year Built: 1989  
Parking Information: 3.4 spaces/  
1,000 sf leased  
City: Sandy Springs  
County: Fulton

## Property Overview:

5660 New Northside Drive is located within the Northwest Submarket of Atlanta. The building offers immediate local road access to many high-end residential neighborhoods that surround the property. It is considered among the elite buildings in its market, characterized by its superior access and visibility from I-285

## Property Features:

- Class A fourteen-story building
- Superior visibility
- Easy access to I-285 and I-75
- Café and fitness center on-site
- Patio area with outside seating
- Exceptional views



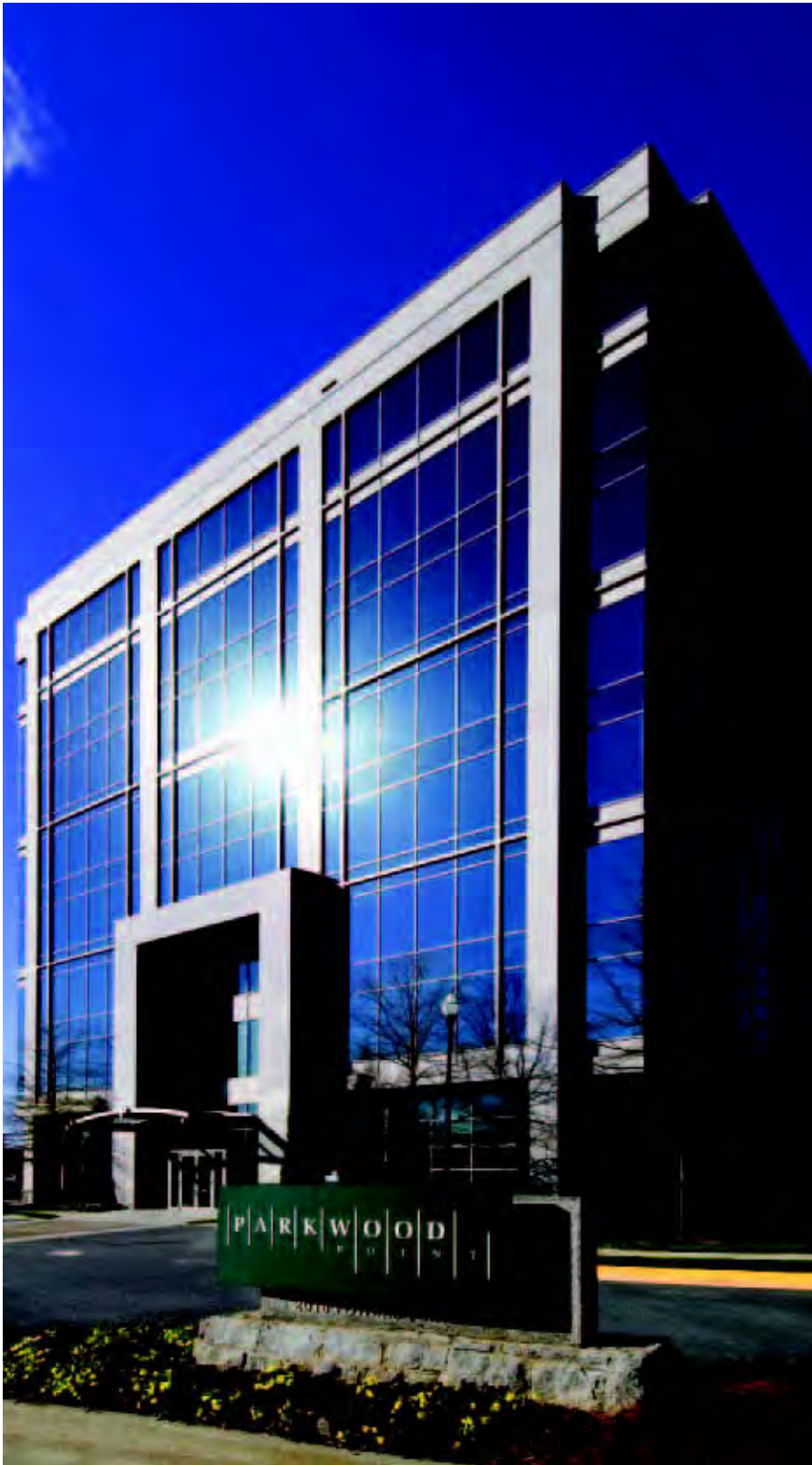
For leasing information contact:  
Candy McIntyre  
cmcintyre@EolaCapital.com  
770-724-0661

Bob Stoner  
rstoner@EolaCapital.com  
770-724-0660



# Parkwood Point

2018 Powers Ferry Road • Atlanta, GA



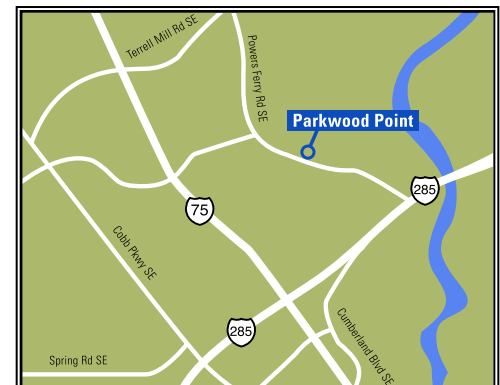
Total Square Footage: 219,668 sf

Year Built: 2001

Parking Information: 5.34 spaces/  
1,000 sf leased

## Property Features:

- Class A nine-story building
- Excellent ingress and egress allowing easy connectivity to I-75 and I-285
- Outstanding views
- Above-market parking ratio in structured deck
- Efficient, column-free 25,000 SF floor plates
- On-site café and fitness facility
- In close proximity to the Chattahoochee National Recreational Area



For leasing information contact:  
Candy McIntyre  
cmcintyre@EolaCapital.com  
770-724-0661

Bob Stoner  
rstoner@EolaCapital.com  
770-724-0660





# The Atlanta Advantage: Yours!

## Your prestige

Advantage: Three buildings that give you 1.6 million SF of the finest space in Atlanta.

## Your connectivity

Advantage: A shuttle service between the buildings and the community connecting you to shopping, restaurants and everything you need.

## Your facilities

Advantage: From conference facilities to working out to dining, you'll have all you need in space you love.

## Your 5-Star talent magnet

Advantage: The business enhancing services of 5-Star Worldwide help you attract and retain the people you need.

## Your green environment

Advantage: We are pursuing LEED Certification for all three buildings.



The Towers  
at Wildwood Plaza



Wildwood  
CENTER  
at Chattahoochee  
River Reserve



Platinum  
TOWER

[www.thetowers-wildwoodplaza.com](http://www.thetowers-wildwoodplaza.com) • [www.wildwood-center.com](http://www.wildwood-center.com) • [www.platinum-tower.com](http://www.platinum-tower.com)



Chris Port • T 404.504.5964 • [chris.port@cbre.com](mailto:chris.port@cbre.com)

Alex Y. Cobble • T 404.504.7862 • [alex.cobble@cbre.com](mailto:alex.cobble@cbre.com)

Jeffrey Keppen • T 404.504.7923 • [jeff.keppen@cbre.com](mailto:jeff.keppen@cbre.com)

5-Star WORLDWIDE™

Tenant Service  
Redefined

The information contained herein has been obtained from the owner of the property or from a source deemed reliable. While CB Richard Ellis, Inc. has no reason to doubt its accuracy, we do not guarantee it.



## 1988–1993: Paving the Way

When the Cumberland Community Improvement District formed in 1988, it was the first of its kind in Georgia. Through the dedicated leadership of area businesses and elected officials, Georgia’s first public-private transportation financing mechanism became a reality. This set the stage for Cumberland Galleria property owners to invest five additional mils of their own money to proactively advance transportation projects.

**1987** — A group of local business leaders and elected officials, led by John Williams, Johnny Isakson, Roy Barnes and Steve Thompson, create the enabling legislation as well as the Cumberland CID’s district boundaries.



*Cumberland Galleria 1988*

1988

1990

1992

**1988** — With a property valuation of \$1.2 billion, more than \$2 million is collected during the CID’s first year, providing seed funding for a 20-year master road plan that will enhance accessibility for the Cumberland Galleria community.

**1991** — After an intensive series of planning meetings, construction begins on the first phase of Cumberland Boulevard, a new five-mile loop road connecting the four quadrants of Cumberland Galleria dissected by interstates 75 and 285.





# Cumberland Galleria Moving for 20 Years

## 1994–1998: Roadwork Ahead

Once the master road plan is developed, the Cumberland CID begins putting it into motion. Planning and construction continues on the various phases of the five-mile Cumberland Boulevard loop road in order to enhance connectivity. Additionally, construction begins on widening major commuter corridors, and a commuter services program is created to be a resource for local businesses and their employees.

**1996** — Construction begins on the \$85 million Kennedy Interchange, a key component of the loop road, providing direct access from I-75 to Cumberland Galleria office parks.



1994

1996

1998



**1996** — The CID launches the state's first Transportation Management Association, the Cumberland Transportation Network (now known as Commuter Club), to provide businesses and employees with carpool, vanpool, transit, telework and other alternatives to commuting.

**1996** — The \$2 million Cobb Parkway Pedestrian Bridge is completed, which allows safe passage for pedestrians crossing busy Cobb Parkway. It connects the Cobb Galleria Centre to Cumberland Mall.

**1990s** — Commencement period for many major road widening projects, including:

- Powers Ferry Road (\$11 million)
- Cobb Parkway (\$2.1 million)
- Paces Ferry Road/I-285 Interchange (\$19.3 million)
- Paces Ferry Road Widening (\$1.2 million)
- Spring Road (\$9.3 million)





## 1999–2003: Expanding the Focus

The Cumberland CID expands its focus from primarily infrastructure building to land-use planning and the creation of a more pedestrian-friendly, livable environment. Blueprint Cumberland, the CID’s master community planning effort, identifies housing, cultural, streetscapes and other endeavors necessary to sustain a vibrant and growing community. Additionally, Commuter Club wins national praise for its award-winning commuter services.



**2000s** – Construction period for connections to the regional trail network, boosting the recreational appeal of the Cumberland Galleria community:

- Silver Comet Cumberland Connector Trail (\$8.3 million)
- Kennesaw Mountain to Chattahoochee River Trail
- Bob Callan Trail (\$8 million)

2000

2002

**2001**— The CID initiates Blueprint Cumberland to determine land-use, housing, transportation, and other needs to create and sustain an energetic community.

**2003** – After sixteen years and \$300 million, the Cumberland Boulevard loop road is complete.





# Cumberland Galleria Moving for 20 Years

## 2004–Today: Full Speed Ahead

The Cumberland CID continues to advance a broad portfolio of projects. Through 2008, the CID has leveraged \$75 million of the business community's money into billions in anticipated public funds for roads, streetscapes, transit, land-use, commuter services and more in constructed and planned projects. New regional collaborations also strengthen the CID's efforts. By the end of the CID's current term in 2012, \$105 million in local funds will have been invested.



**2007** — The first streetscape breaks ground next to the new \$145 million Cobb Energy Performing Arts Centre, providing pedestrians with wider sidewalks, shade trees, benches, lighting and more. Another \$20 million in streetscapes will break ground over the next few years.

2004

2006

2008

**2005** — The Cumberland CID is instrumental in forming the CID Alliance, an informal coalition of the region's dozen CIDs formed in the past 10 years to address common concerns such as legislation and funding.



**2007** — After five years of growth and change in the community, the Blueprint Cumberland study is updated. Recommendations prioritize \$15 million in projects over the next five years.



**2008** — Since the formation of the Cumberland CID 20 years ago, property valuation throughout the CID has increased 250 percent, to more than \$3 billion, confirming Cumberland Galleria as a premier community.

# Planning. Partnering. Performing.



After 20 years of planning, designing and improving its roads and infrastructure, the Cumberland Galleria area is realizing its vision of growth in the office, retail and residential markets. This expansion and development is not possible without the businesses, property owners, government officials and real estate professionals who make Cobb County a wonderful place to live and work. We are proud to call you our partners and we look forward to an even better Cumberland Galleria in the future.



[www.cumberlandcid.org](http://www.cumberlandcid.org)