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COMMERCIAL REAL ESTATE

## Alpharetta's Avalon added five office tenants. Here's why.



Over the past 12 months, Avalon added five new office tenants to its roster.

NORTH AMERICAN PROPERTIES

### IN THIS ARTICLE

**Parker Welton**

Person

**Mark Toro**

Person

**Mark Herrington**

Person



By Tyler Wilkins  
Reporter, Atlanta Business Chronicle  
May 11, 2022

A few years ago, OnSolve chose to relocate from Ormond Beach, Florida, to take part in Atlanta's growing technology scene.

The firm - which offers crisis management software to clients in the public and private sectors - opened into its 21,141-square-foot office at Avalon in Alpharetta in November. The tech company previously sublet a tiny office at the mixed-use development to test the waters.

OnSolve considered relocating to a traditional suburban office park. Despite the higher rents, the company chose to remain at Avalon to offer its workforce a "stimulating environment," said CEO [Mark Herrington](#). The firm added about 100 employees after relocating to metro Atlanta.

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"We have a lot of employees who go for walks every single day," Herrington said. "If I didn't have three dogs, two cats and kids, I would buy one of those Avalon houses behind Oak Steakhouse and Colletta. I'd be a happy camper."

Companies are searching for office space in amenity-rich areas that can "cultivate collaboration areas and spontaneous interactions," said CBRE Senior Associate [Parker Welton](#), who helped facilitate the leasing efforts at Avalon on behalf of PGIM Real Estate. It's why areas like [West Midtown](#) and [along the Atlanta BeltLine trail](#) continue to draw corporate relocations. But the desire to work in a vibrant environment expands outside the Perimeter.

Over the past 12 months, Avalon leased up nearly 37,000 square feet of office space in its Buildings 5000 and 6000. In addition to OnSolve, new tenants include financial consultants and the new development firm headed by the creator of Avalon.

Spread across 86 acres near Georgia 400, Avalon offers tenants access to dining, entertainment, retail and a grocery store. Unlike a traditional suburban office park, employees at Avalon and similar developments can spend

their entire day on the campus without needing to get back in their car.

“It doesn’t matter what time of day you’re there, but there’s always this delightful buzz,” Welton said.

Halcyon, a similar mixed-use destination in Forsyth County, recently announced that it had leased up all of the office space within its latest development phase.

Companies often choose Midtown's Ponce City Market and Atlantic Station or West Midtown's Star Metals for office space as a way to appeal to young talent. A location like Avalon makes sense for a company whose suburban workforce is already established in their careers.

Avalon is already home to major companies, including Axis Insurance, Merrill Lynch and Microsoft Corp. CBRE's leasing team is actively in negotiations with three potential office tenants, which would take the remaining 23,000 square feet of available office space at the development.

These are the other new Avalon office tenants, all of which will be located in Buildings 5000 and 6000.

- **Ceto and Associates:** A management consulting firm that works with community banks and credit unions. It will lease 8,067 square feet of office space.
- **Toro Development Company:** A mixed-use development firm headed by Mark Toro, a former North American Properties partner who helped bring Avalon to fruition. It will lease 2,945 square feet of office space.
- **Lewis James Professional:** A consulting firm that offers companies banking, accounting, marketing, human resources and project management services. It will lease 2,689 square feet of office space.
- **Old Republic Risk Management:** An insurance company that offers primary casualty insurance and other services to clients. It will lease 2,086 square feet.

**T H E L I S T**

# Atlanta's 10 Largest Office Complexes

Ranked by Total square feet


Rank	Complex*	Total Square Feet
1	Perimeter Center	3,426,495
2	Technology Park/Atlanta	2,465,382
3	Peachtree Center	2,455,005
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