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From the Atlanta Business Chronicle:

<https://www.bizjournals.com/atlanta/news/2018/02/01/parkway-400-project-project-reflects-a-changing.html>

First Look: Parkway 400 project project reflects a changing Alpharetta (Renderings)

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For more than two decades, the formula for a suburban Atlanta office park seemed to work: develop mid-rise buildings along Georgia 400, with a short drive to the mall, the CEO's house, and a golf course.

Now, projects such as Avalon in Alpharetta, have proven a new model, with upscale apartments, and the right mix of stores and restaurants next to the office buildings, can achieve rents as high as some urban markets.

Greenstone Properties, which is pitching a project at Georgia 400 and Old Milton Parkway, has taken notice.

For example, it wants to reduce the amount of office space currently entitled for its project Parkway 400, from 630,000 square feet to 450,000 square feet. The office space would connect to retail and restaurants.

Other changes include the addition of 325 apartments and a central pedestrian plaza where people can catch a concert after work.

"In today's market, successful office developments require a mixed-use environment with walkable amenities," according to an application for the Parkway

