

# STAGE STREET

## BREAKING THE FOURTH WALL

In theatre and film, the screen forms an imaginary fourth wall, separating the audience from the action within the fictitious world. Just as innovative thespians have broken the fourth wall to engage directly with their audience, the Stage Street design helps break the fourth wall of Atlanta culture by blurring the boundaries of public and private spaces and inviting users to engage in a shared life. Elements such as plazas, balconies, rooftops, outdoor dining, a linear park, and event spaces create stages to see and be seen. Special attention is given to the ground floor of buildings, using a continuous street wall, facade transparency, activation, detailing, and variation to create an inviting pedestrian environment. The design uniquely blends entertainment industry, culture, and social spaces to create a dynamic, mixed-use development.

### MARKET ANALYSIS

#### ENTERTAINMENT

ATLANTA NEEDS A DEFINED ENTERTAINMENT DISTRICT  
BUILD ON **FOX THEATER** AS CO-ANCHOR

REGIONAL DIGITAL ENTERTAINMENT  
ECONOMIC DEVELOPMENT STRATEGY

DEVELOP A **CLUSTER OF SOCIAL ACTIVITIES**  
AT A VARIETY OF PRICE POINTS

#### OFFICE

**5<sup>TH</sup> STRONGEST** OFFICE MARKET IN THE COUNTRY

CLASS A RENT **+5.4%** YEAR OVER YEAR & **VACANCY AT 15-YEAR LOW**

**MAJOR COMPANIES** RELOCATING TO MIDTOWN

ECONOMIC INCENTIVES TARGETING **FILM INDUSTRY**

**STRONG POTENTIAL** FOR OFFICE DEVELOPMENT

#### RETAIL

SHIFT IN DEMAND TOWARD **WALKABLE, URBAN RETAIL**

**2.9% MIDTOWN VACANCY** vs. 10.8% METRO VACANCY

750,000 SF METRO ABSORPTION IN Q1 AND Q2 2015

**STRONG POTENTIAL** FOR RETAIL AND RESTAURANTS

#### RESIDENTIAL

**97.8%** OCCUPANCY RATE FOR INTOWN CLASS A

**+117%** SUPPLY INCREASE OF CLASS A APARTMENTS IN MIDTOWN FROM UNITS UNDER CONSTRUCTION AND PROPOSED

**+7.5%** EFFECTIVE RENT vs. **+2%** WAGE GROWTH

PROCEED CAUTIOUSLY WITH A **DIFFERENTIATED, AFFORDABLE** PRODUCT

#### CULTURE

POPULARITY OF **COLLABORATIVE, SOCIAL** DEVELOPMENTS

SHIFT **AWAY FROM AUTO-CENTRIC** CULTURE

**AMENITIZE** WITH A **DYNAMIC PUBLIC REALM**

Alamo Drafthouse Cinema is the best place to see all the Oscar-nominated movies and independent films.

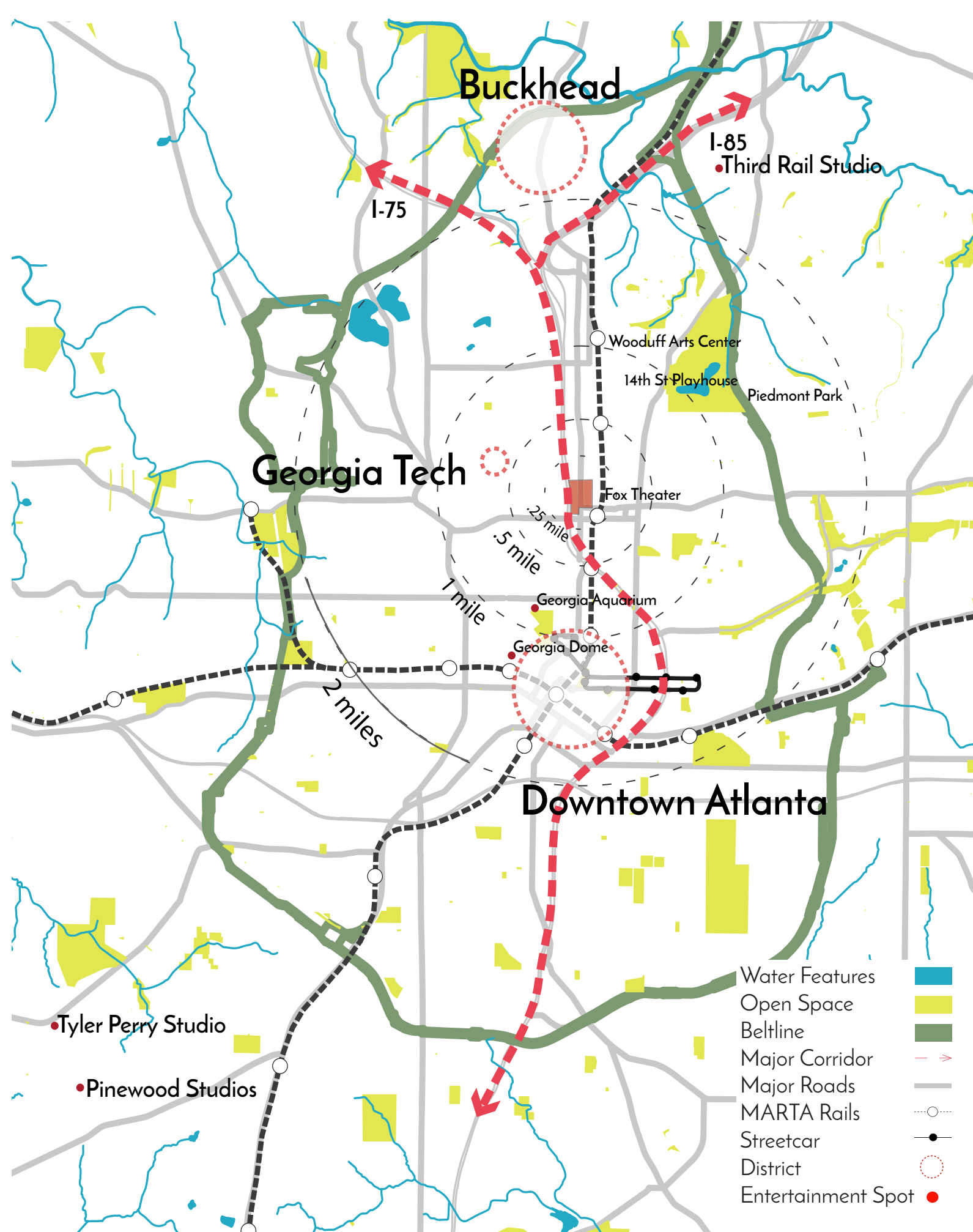
I can grab food, have fun, and find an affordable place to live, just steps from my office. Only in Midtown!

I love this place. Running on my own, hanging out with friends, or attending the a slew of annual events at the park-- there's always something to do.

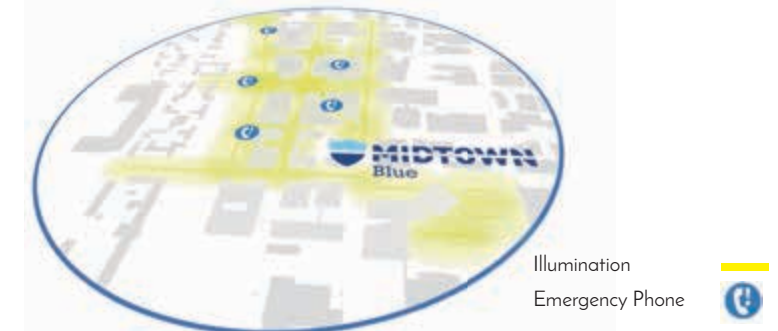


CULTURAL LEGACY

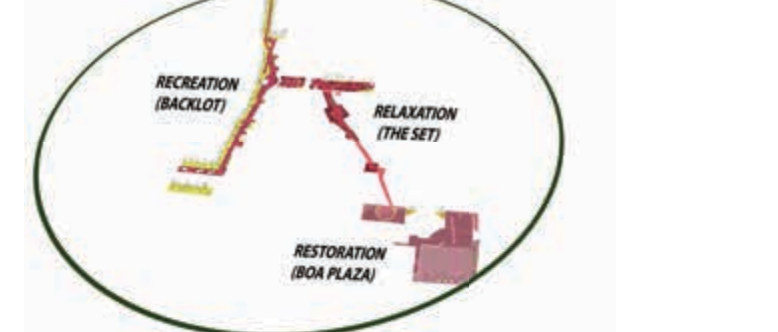
### REGIONAL CONTEXT



#### SECURITY



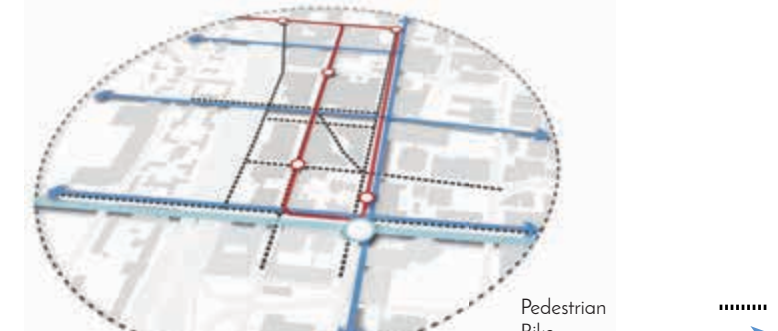
#### OPEN SPACE



#### WATER SYSTEM



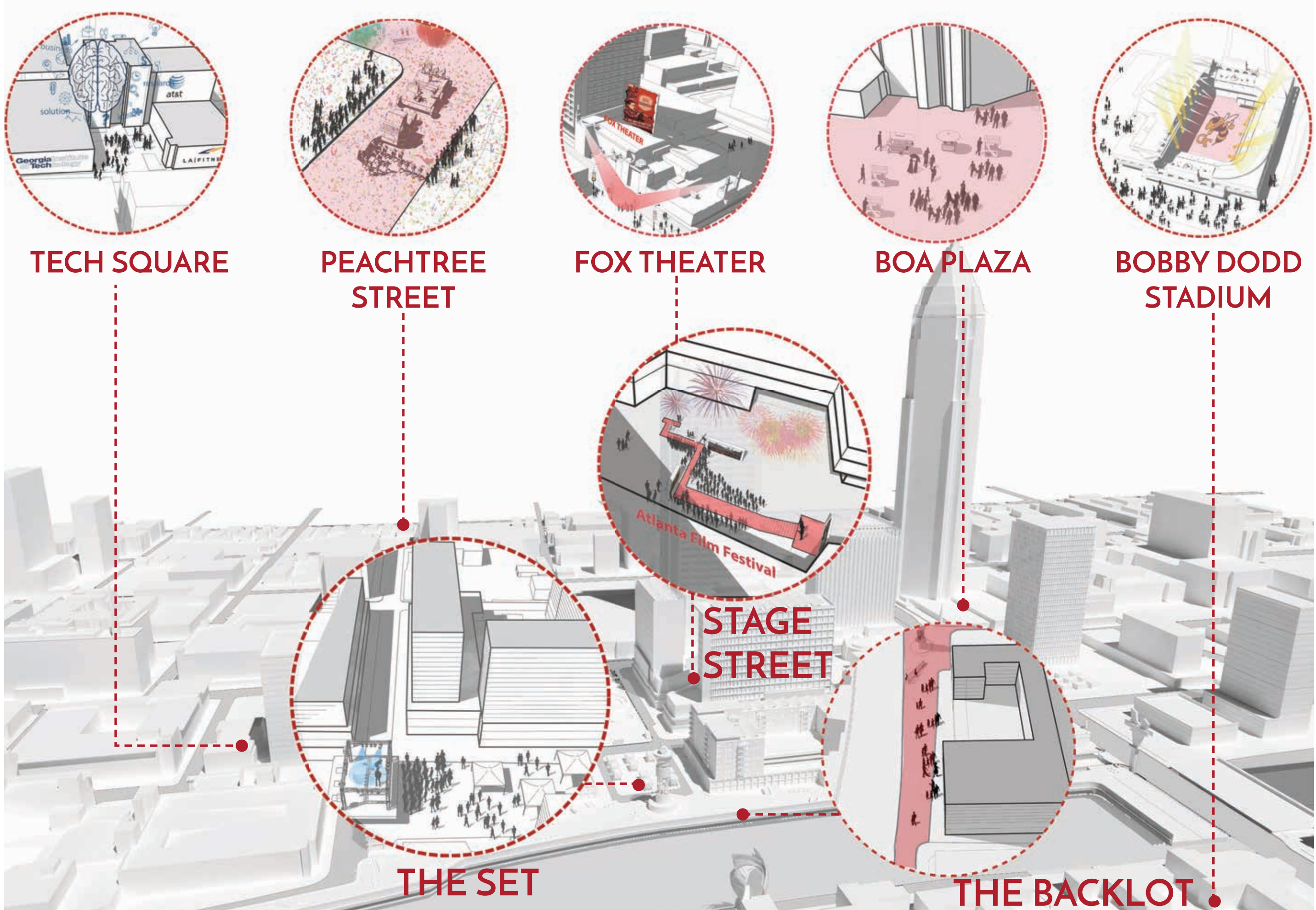
#### CIRCULATION

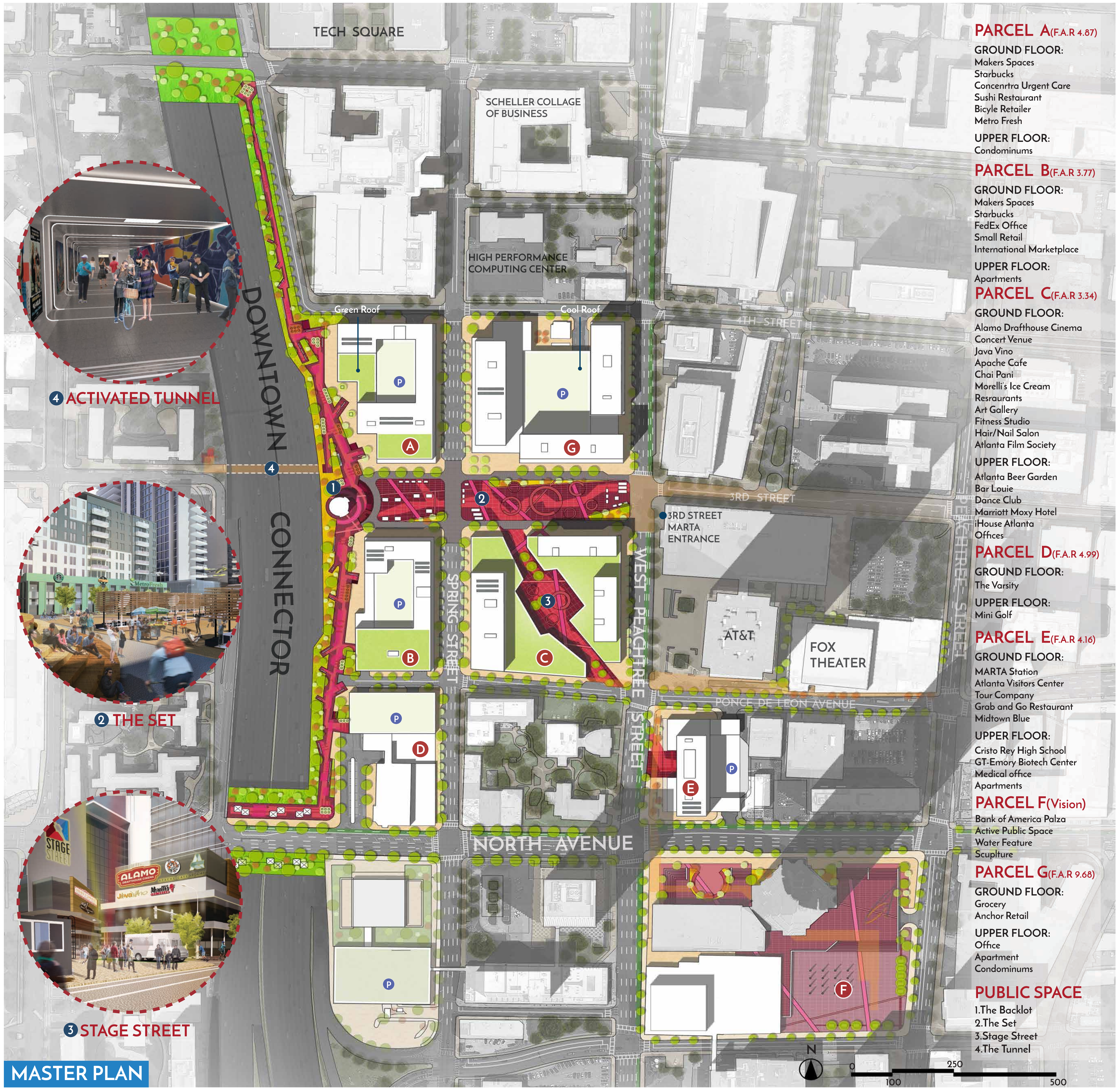


#### STREET HIERARCHY



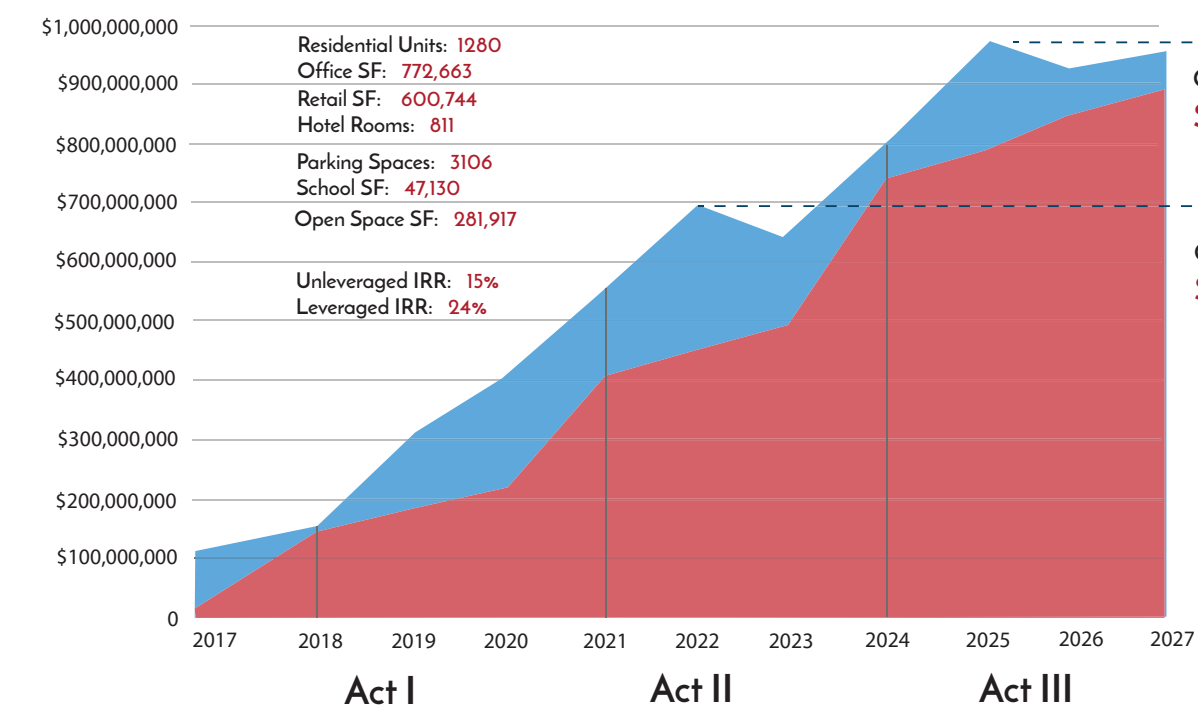
### PUBLIC STAGES



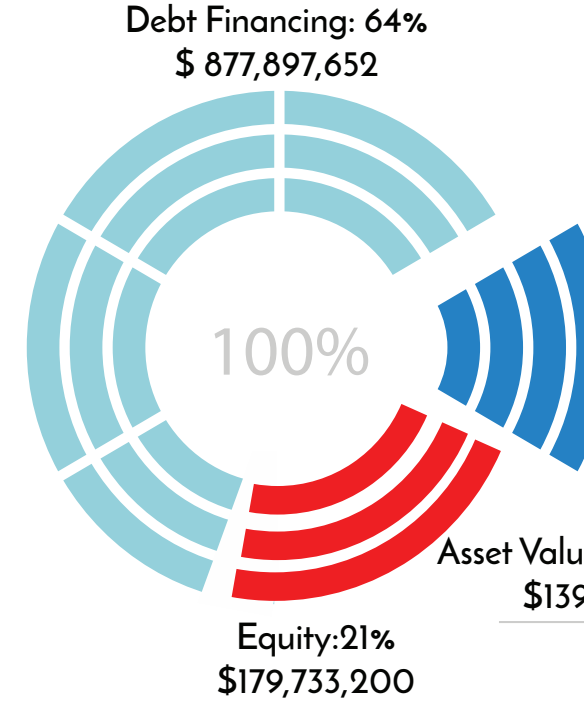


**MASTER PLAN**

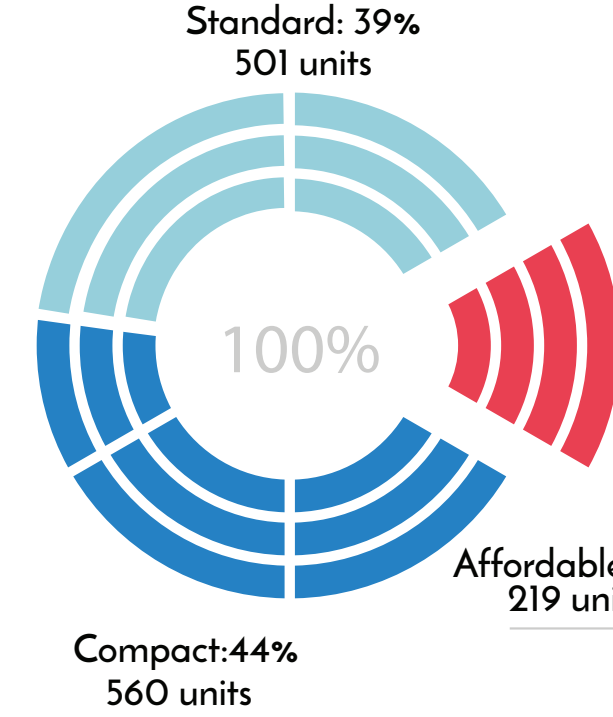
**FINANCIAL GROWTH**



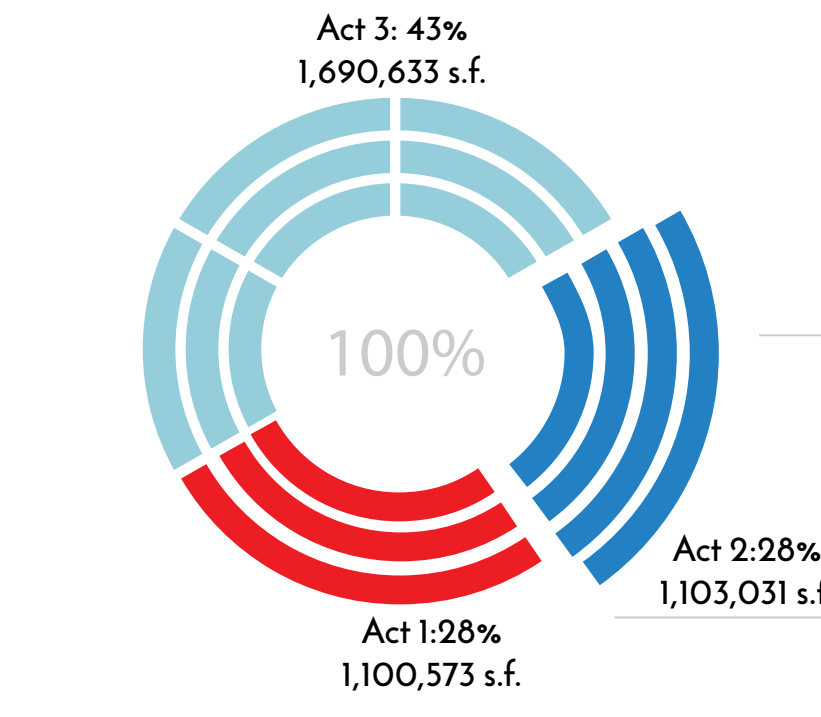
**FINANCING SOURCES**



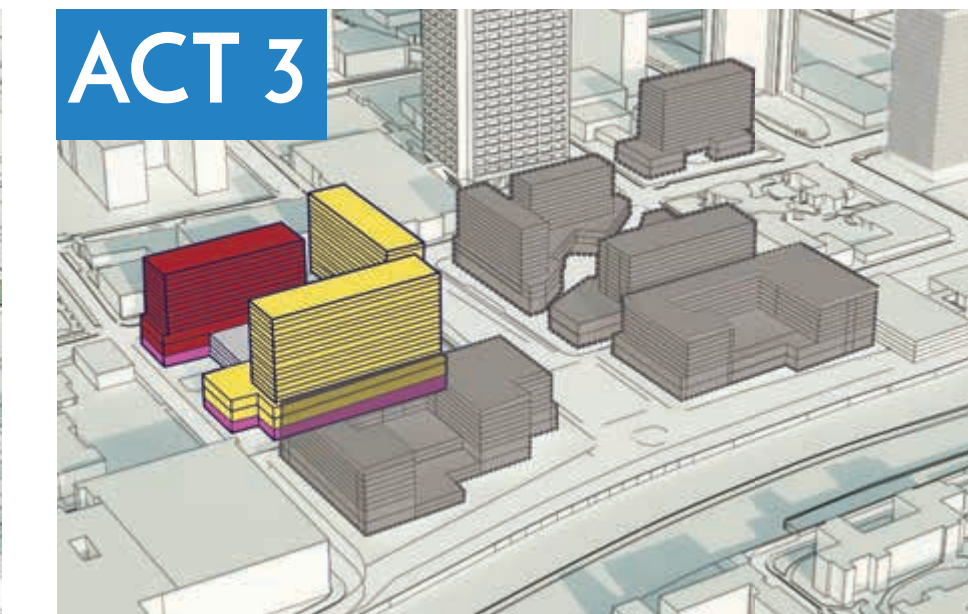
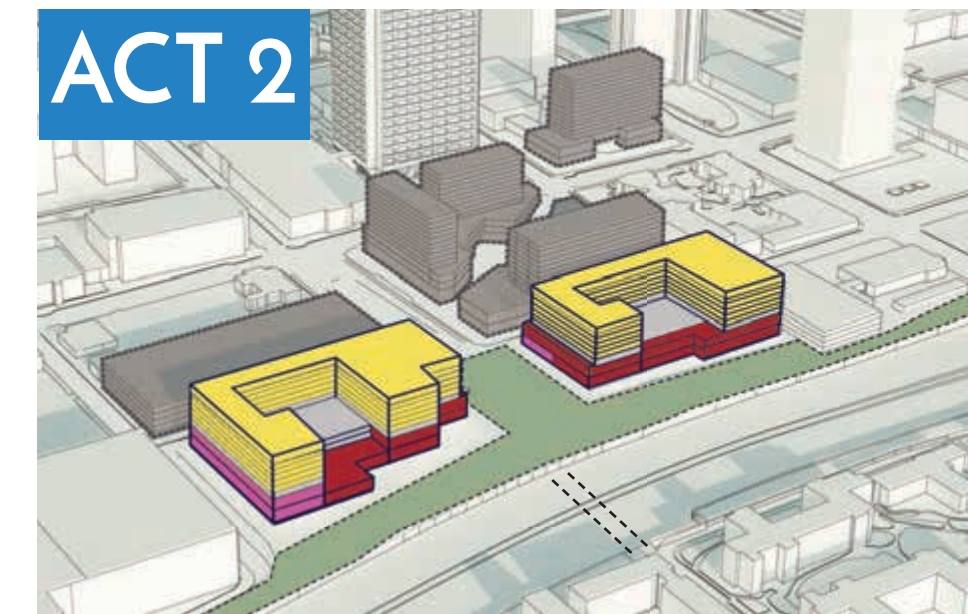
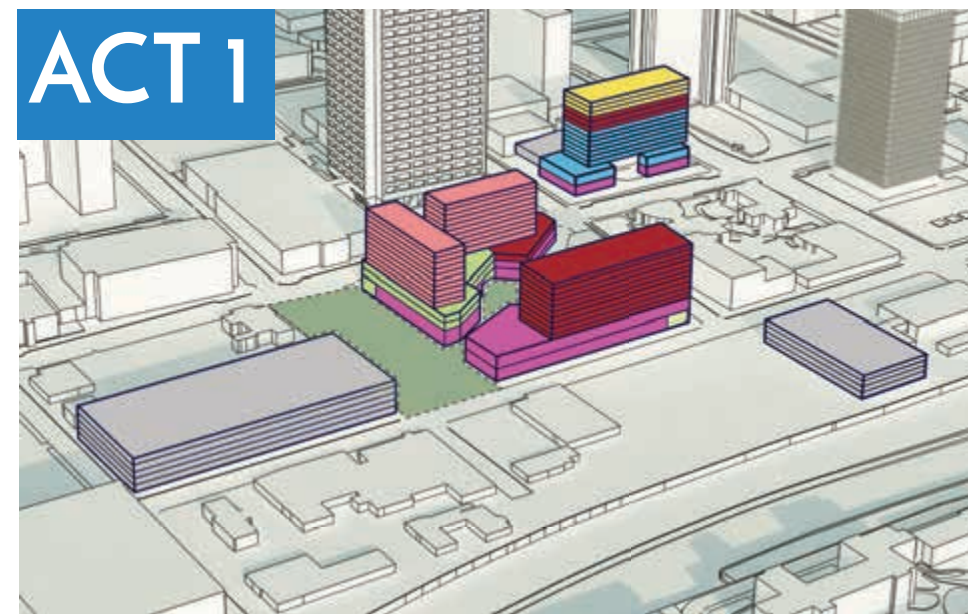
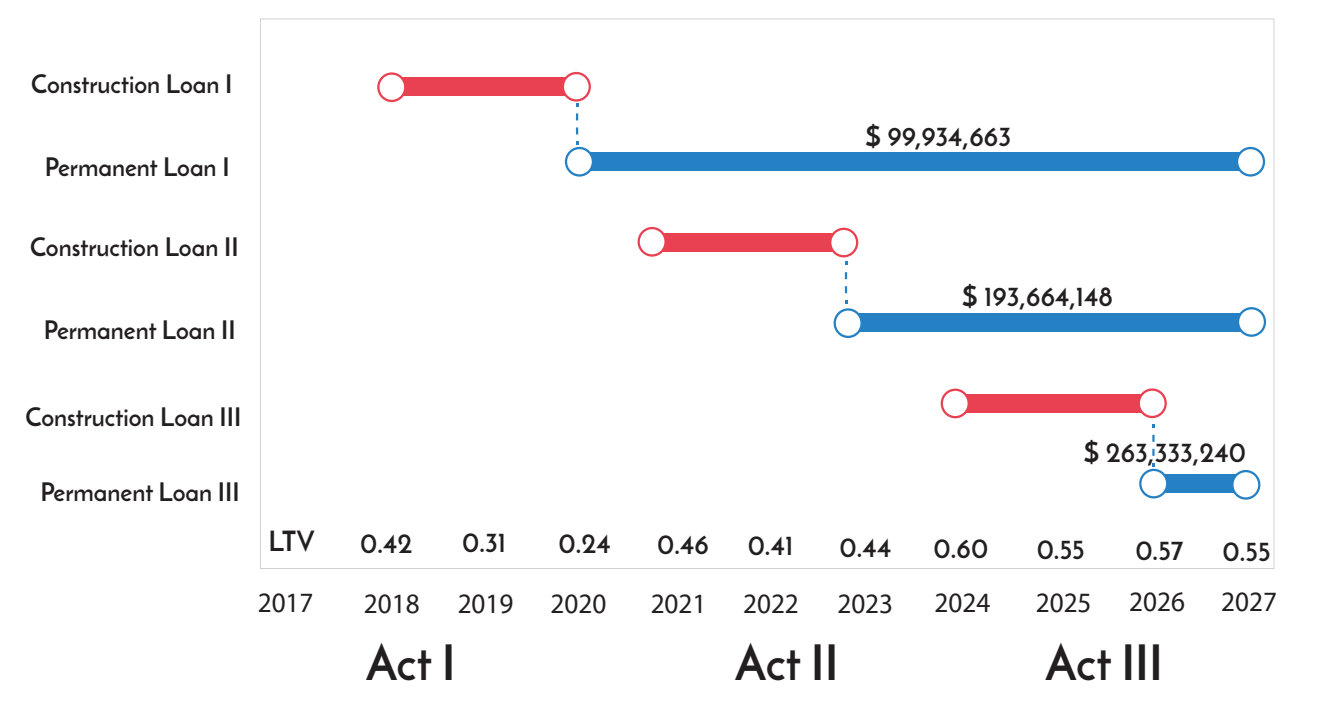
**RESIDENTIAL UNIT MIX**



**NEW DEVELOPMENT BY PHASE**



**DEBT FINANCING**



**2018-2020**

	(s.f.) 1,014,992	Units
Total Builtout		
Compact Residential	46,950	66
Affordable Residential	46,950	21
Office/Commercial	337,697	-
Retail	150,040	-
Hotel	76,440	340
Hostel	49,630	386
Extended Stay Hotel	49,630	103
Entertainment	81,330	-
School	47,130	-
Structured Parking	362,401	-
Open Space	34,096	1811

Starring: Concert venue/Movie theater/Hotel + hostel/Restaurants + bars/GT/Emory Biotech Center/Office/School/Compact Residential

**2021-2023**

	(s.f.) 2,046,472	Units
Total Builtout		
Standard Residential	119,320	245
Compact Residential	403,684	336
Affordable Residential	110,762	102
Office/Commercial	450,159	-
Retail	996,216	-
Hotel	76,440	340
Hostel	49,630	386
Extended Stay Hotel	49,630	103
Entertainment	81,330	-
School	47,130	-
Structured Parking	362,401	-
Open Space	281,917	2846

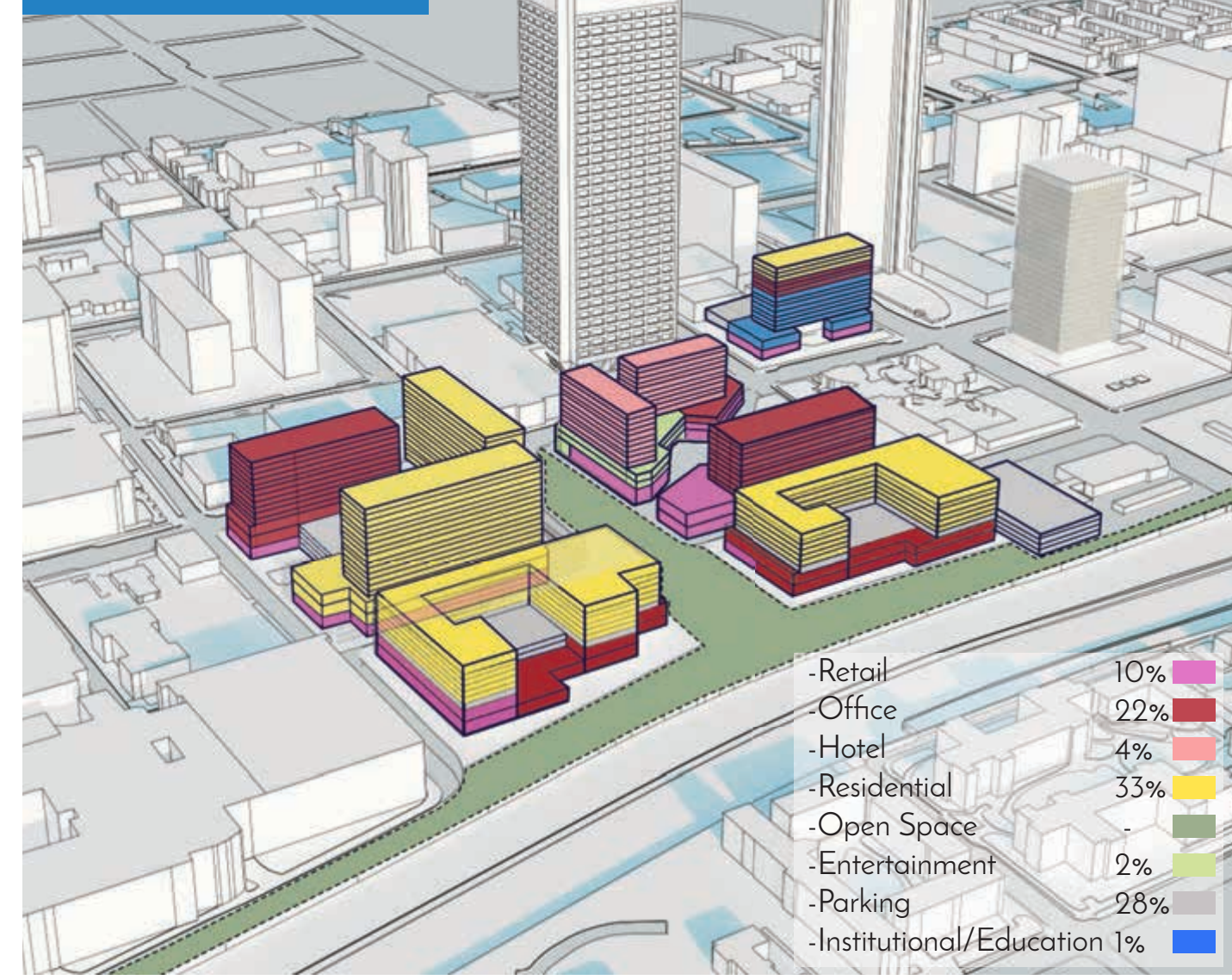
Starring: Residential/Makers Spaces/One Stop Center/Affordable Office Linear Park/International market

**2024-2027**

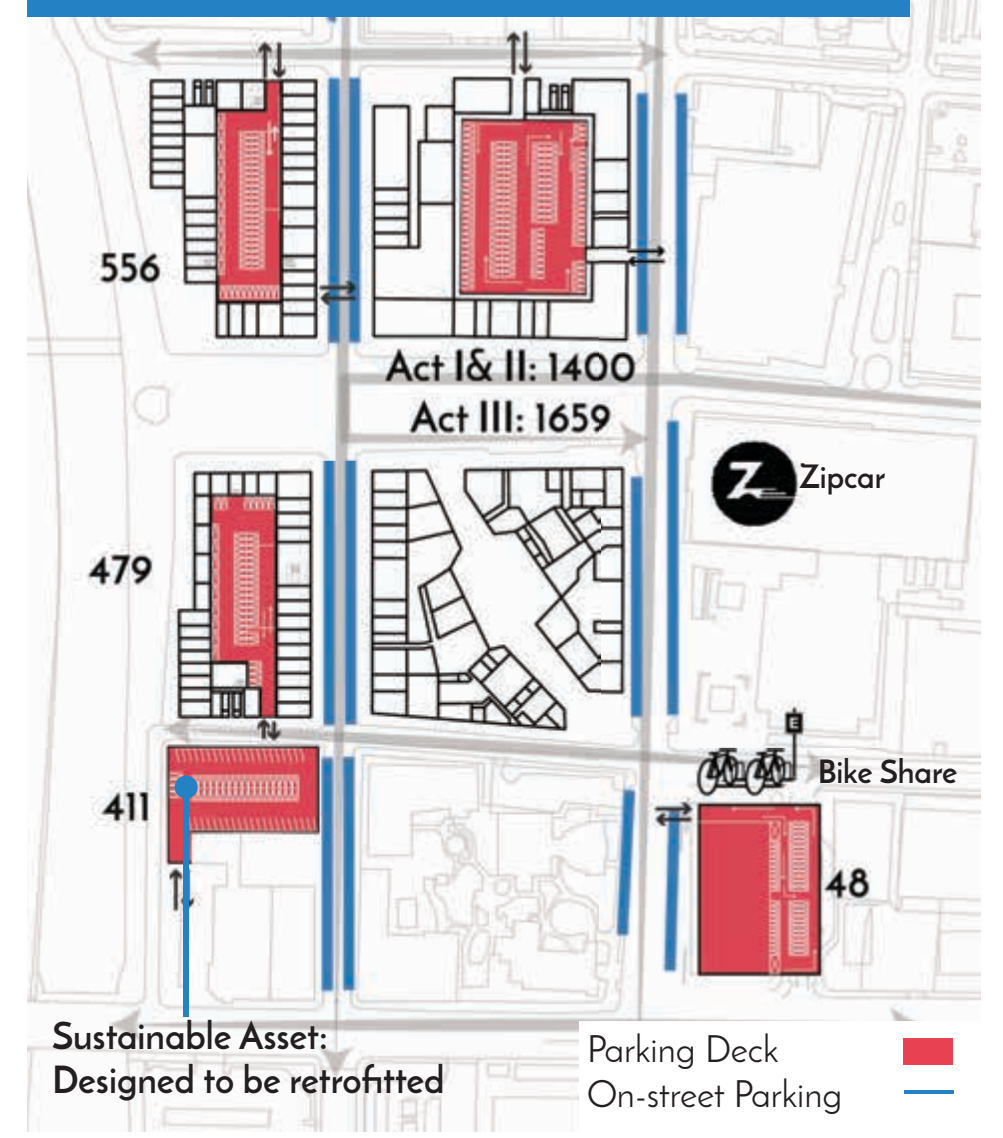
	(s.f.) 3,408,705	Units
Total Builtout		
Standard Residential	482,826	501
Compact Residential	585,705	560
Affordable Residential	231,985	219
Office/Commercial	772,663	-
Retail	450,704	-
School	47,130	-
Hotel	76,440	340
Hostel	49,630	368
Extended Stay Hotel	49,630	103
Entertainment	81,330	-
Structured Parking	580,707	-
Open Space	281,917	-

Starring: Residential/Grocery store/Office/National Retailer

**MIX USES**



**DISTRICT PARKING**



## BACKLOT



EVENING VIEW OF THE LINEAR PARK NEXT TO MAKER SPACES



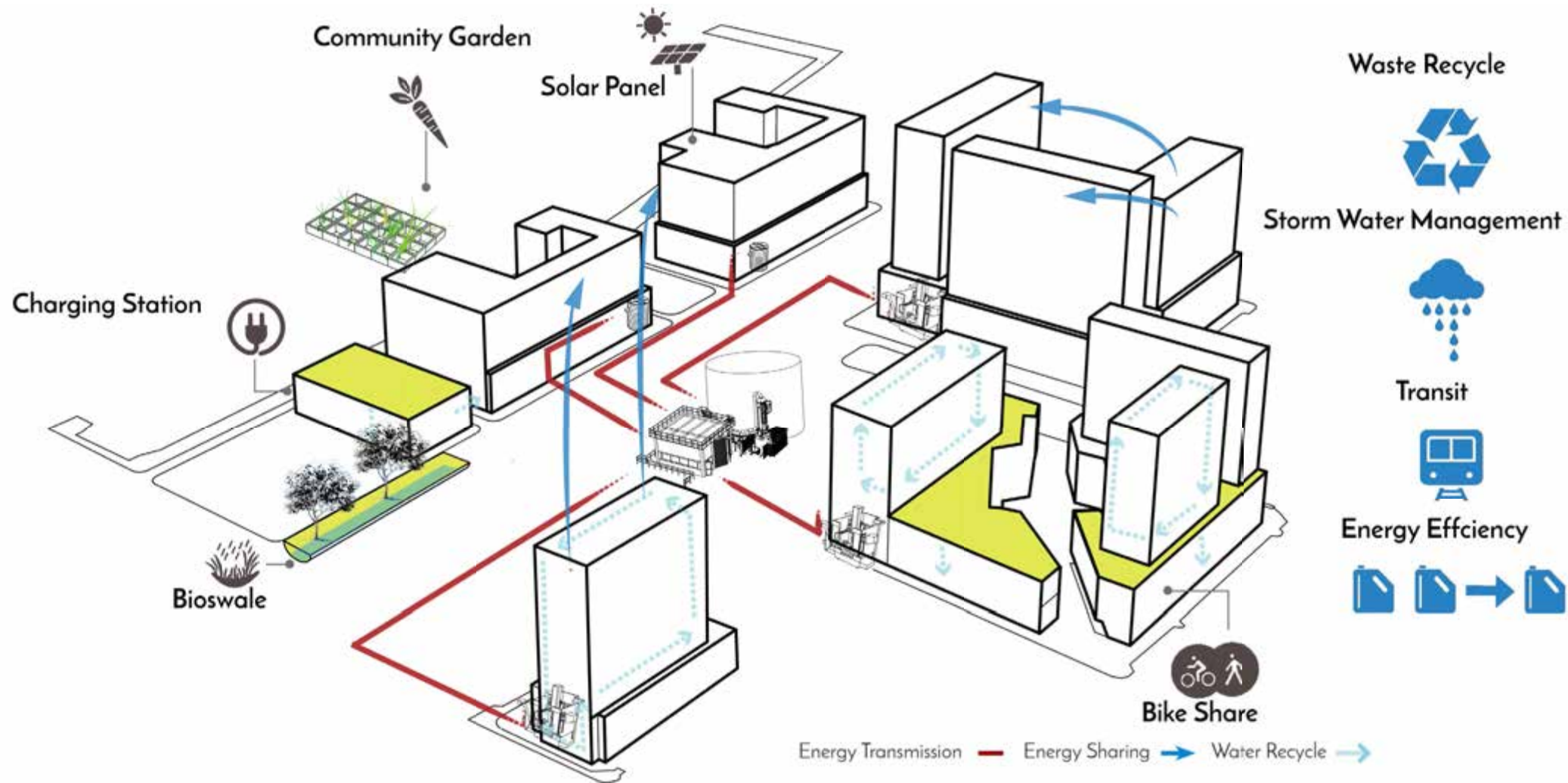
NIGHT VIEW OF THE LINEAR PARK NEAR VARSITY & NORTH AVENUE

## SET



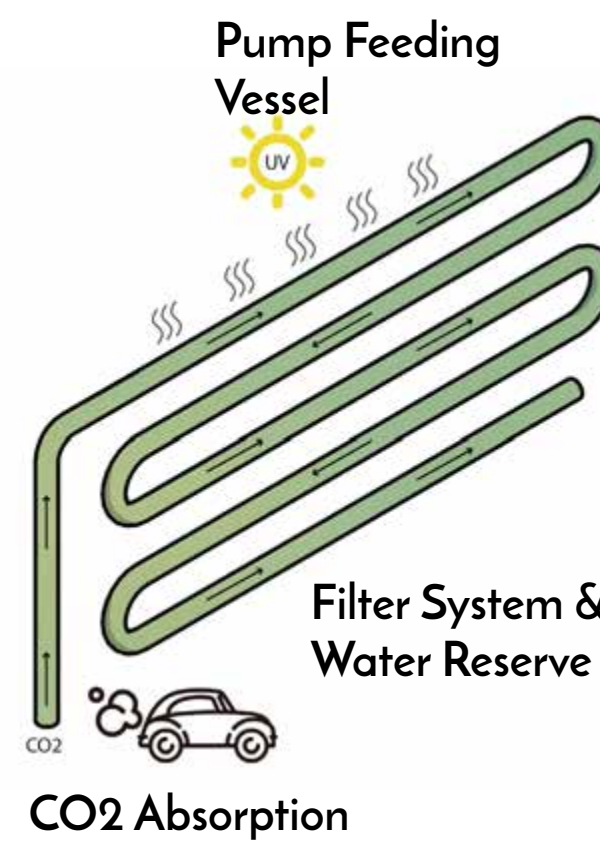
VIEW OF THE 3RD STREET PLAZA FROM THE WEST PEACHTREE ROAD SIDE

## ECO DESIGN STRATEGIES



### Algae Farm on Highway, Geneva, Cloud Collective

The bioreactor consists of a closed system of transparent, algae-filled tubes along the highway between 5th street & North Avenue. Thriving on the abundance of CO2 and sunlight, the algae will be cultivated inside the tubes, filtering the air before extraction and used for a variety of applications, including creation of biodiesel, green electricity, medication, cosmetic products or even foods.



### LEED SCORE: 75 POINTS (GOLD)

- Smart Location and Linkage (SLL) - 22 points (27 points Max)**
  - Location - 11 pts
  - Transit Oriented Locations - 7 pts
  - Cycling Facilities on site - 1pts
  - Jobs and Housing Proximity - 3 pts
- Green Infrastructure and Buildings (GIB) - 7 points (29 points Max)**
  - Construction Techniques - 1pt
  - Energy Production - 3pt
  - Water Efficiency - 2pt
  - Heat Islands - 1pt
- Neighborhood Pattern and Design (NPD) - 35 Points (44 points Max)**
  - Walkable Streets - 14 pts
  - Compact Development - 6 pts
  - Neighborhood Connection - 1 pt
  - Mixed Uses - 4pts
  - Affordable and Diverse Housing - 3pts
  - Parking and Transportation - 2pts
  - Parks and Recreation - 1pt
  - Universal Design - 1 pt
  - Community Participation - 2pt
  - Local Food - 1 pt
  - School Access - 1pt
- Innovation and Design Process (IDP) - 2 point (6 points Max)**
  - Algae Bio reactor along Highway for Absorption of CO2-1pt
  - LEED Accredited Professional - 1pt
- Regional Priority Credit (RPC) - 4 points (4 points Max)**
  - Affordable Housing ( Social Equity ) -1pt
  - Workforce Development Program ( Social Equity ) -1pt
  - Public Health Reinforcement through CO2 absorption , provision for walking , running along Linear Park-1pt
  - Storm water collection for irrigation purpose on site - 1pt

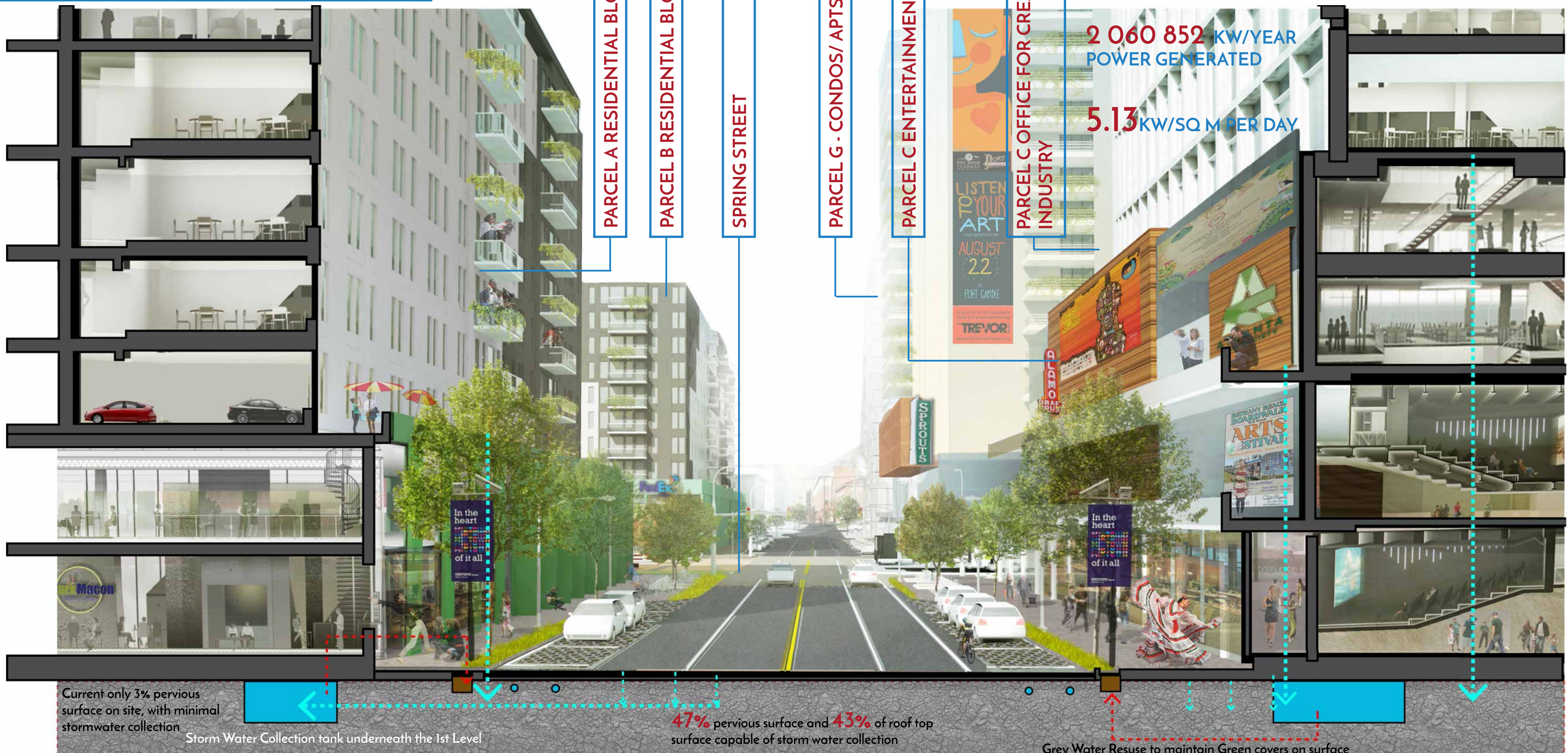
MAX RAINFALL HEIGHT : 0.395 FEET  
EXTREME RAINFALL VOLUME : 117 632 CUBIC FT

88 GALLON RAIN WATER HARVESTED AT PEAK EVENT

2 060 852 KW/YEAR  
POWER GENERATED

5.13 KW/SQ M PER DAY

## VIEW THROUGH SPRING STREET

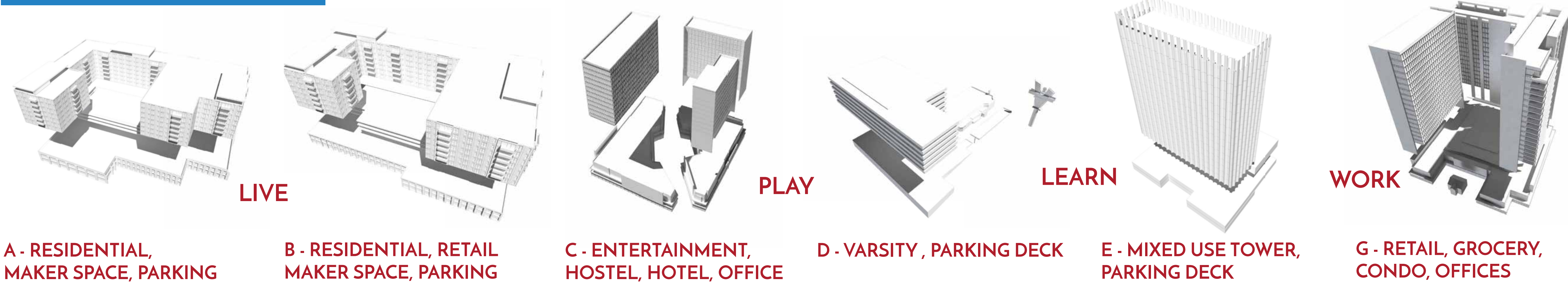


**STAGE**



NIGHT VIEW OF THE PLAZA IN THE ENTERTAINMENT BLOCK , PARCEL C

**BUILDING TYPOLOGIES**



**A - RESIDENTIAL, MAKER SPACE, PARKING**

**B - RESIDENTIAL, RETAIL MAKER SPACE, PARKING**

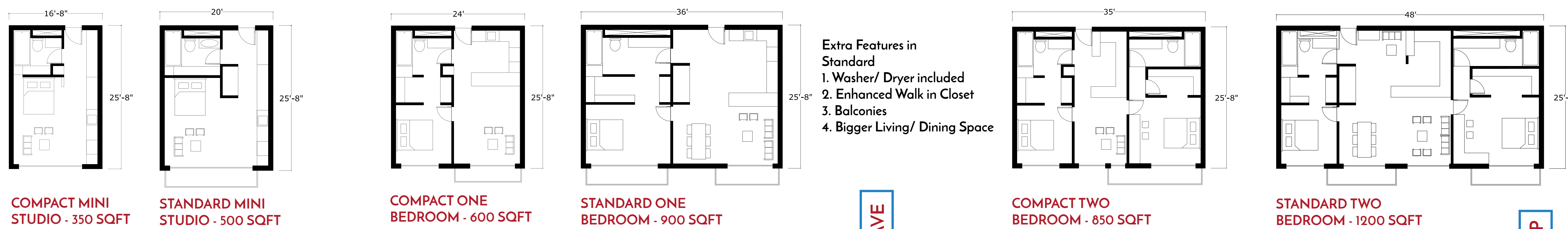
**C - ENTERTAINMENT, HOSTEL, HOTEL, OFFICE**

**D - VARSITY , PARKING DECK**

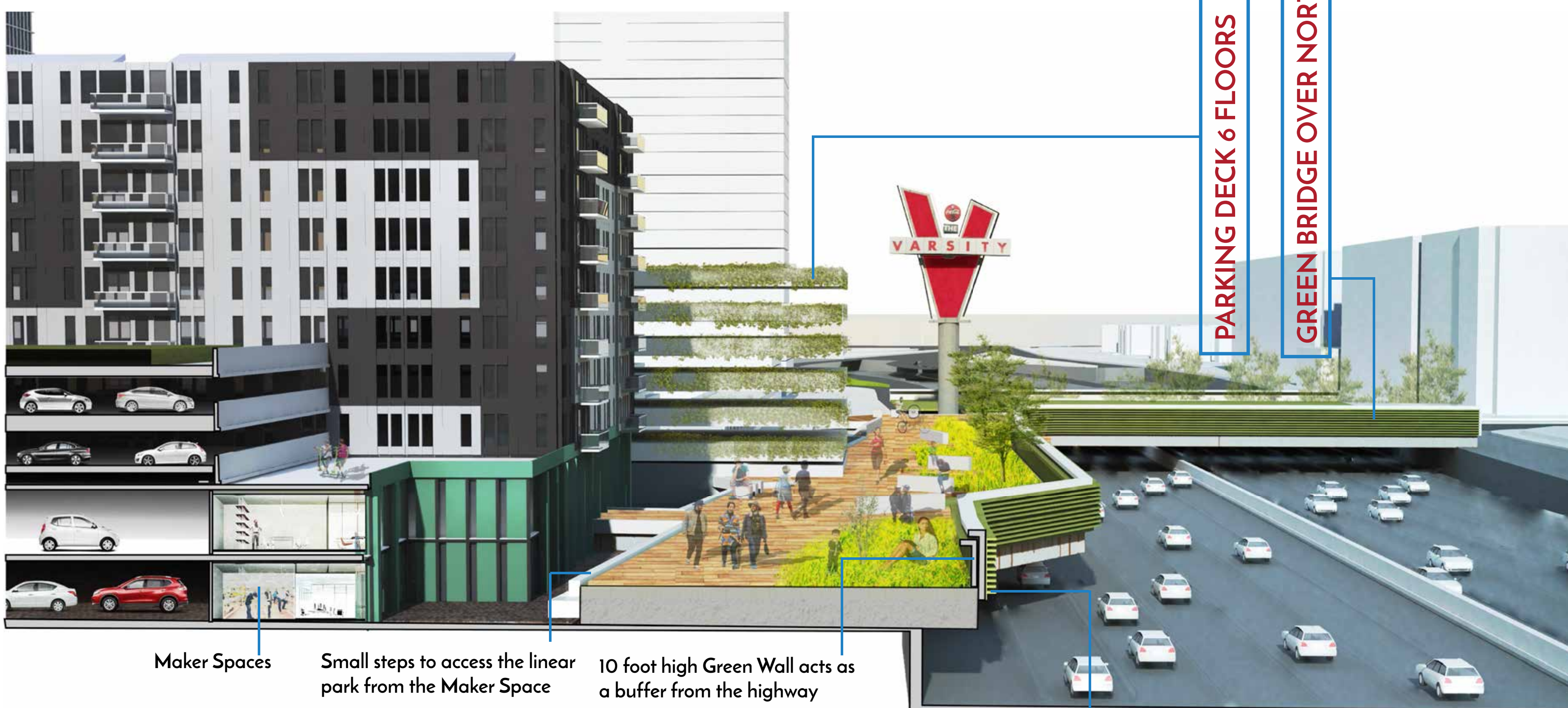
**E - MIXED USE TOWER, PARKING DECK**

**G - RETAIL, GROCERY, CONDO, OFFICES**

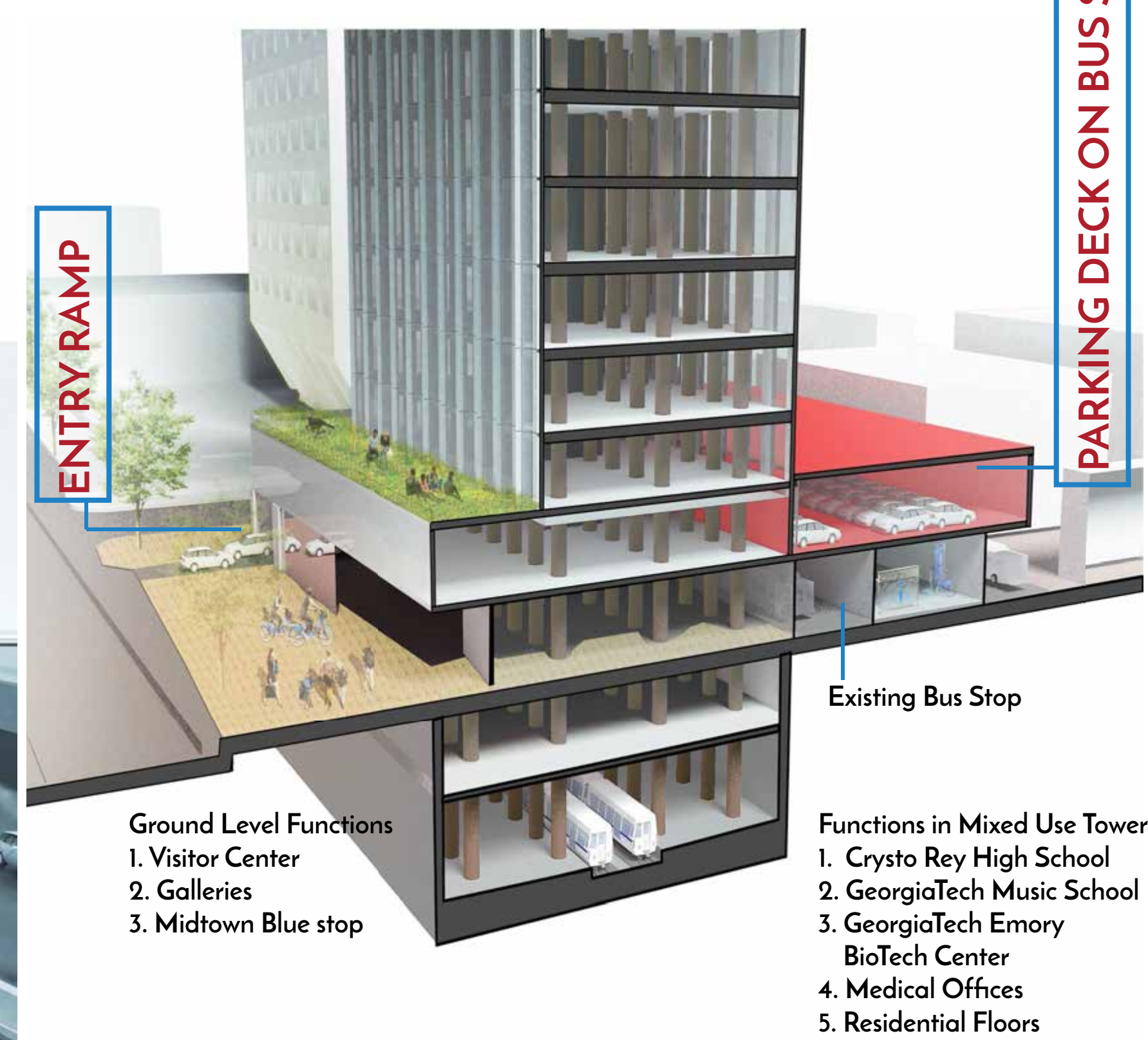
**APARTMENT TYPOLOGIES**



- Extra Features in Standard
- 1. Washer/ Dryer included
  - 2. Enhanced Walk in Closet
  - 3. Balconies
  - 4. Bigger Living/ Dining Space



**VIEW THROUGH THE LINEAR PARK SHOWING PARCEL B RESIDENTIAL, MAKER SPACES, PARCEL D PARKING DECK, VARSITY & LINEAR PARK**



- Ground Level Functions
1. Visitor Center
  2. Galleries
  3. Midtown Blue stop

- Functions in Mixed Use Tower:
1. Crysto Rey High School
  2. GeorgiaTech Music School
  3. GeorgiaTech Emory BioTech Center
  4. Medical Offices
  5. Residential Floors

**VIEW THROUGH THE MARTA STATION SHOWING THE MIXED USE TOWER AND THE NEWLY ADDED PARKING DECK ( PARCEL D )**