



Lunch and Learn Series

August 3, 2022

# AWC/Buckhead TOD Site Concepts





DOWNTOWN ATLANTA

NORTH  
BUCKHEAD

BUCKHEAD MARTA STATION

FUTURE  
HUB 404

LENOX ROAD

AWC  
SITE

MARTA RAIL

The AWC site currently is a 13-acre assemblage

*Seventeen parcels makeup the assemblage (10 owned by Crawford Group and 7 others by different entities)*

**Atlanta World Center (AWC)** seeks to reimagine the city for the future. This site is at the crossroads of Georgia 400 and MARTA rail, residential neighborhoods and skyscrapers, and the future development of the Hub 404. The AWC will be the linchpin between them all. It is an opportunity to thread together all that is great about Atlanta and all that it could be.

- A destination for **everyone of all backgrounds**
- A synergetic **mixed-use, mixed-income** city neighborhood
- A place of **resiliency** post pandemic
- A model of **sustainable innovation**
- An illustration of **embracing greenspace and nature**
- A paragon of **architectural design**
- A **multimodal hub**, maximizing MARTA and other modes of transportation
- A **seamless transition** from high-density commercial to cozy residential neighborhoods
- A **pedestrian-focused** core of the city

**LIVE LARGE**

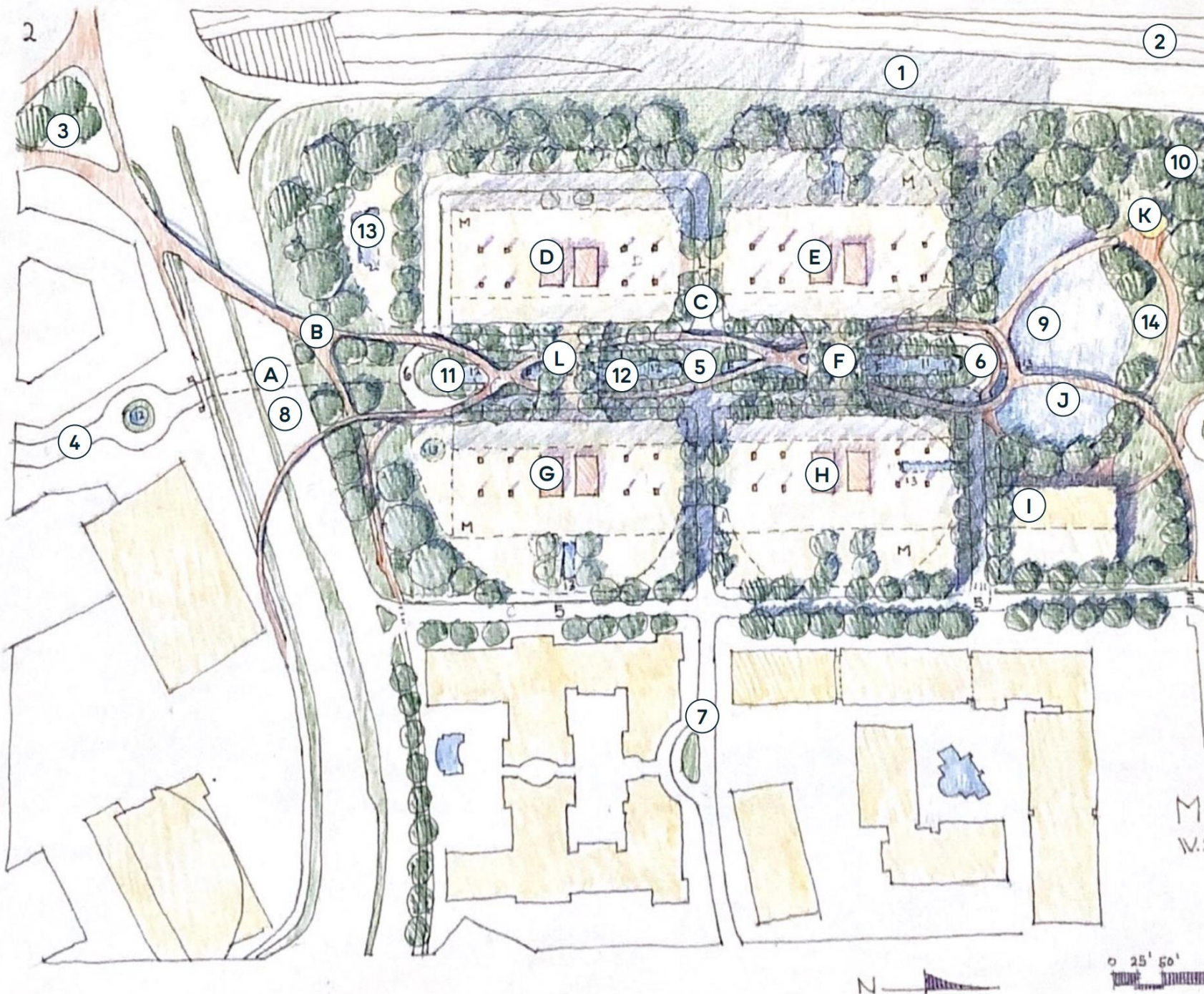
**WORK SMART**

**PLAY WELL**

**SHOP LOCAL**

AWC/BUCKHEAD TOD  
**VISION**





# PRELIMINARY SITE CONCEPT

## LEGEND

- |                   |                   |
|-------------------|-------------------|
| 1. 400            | 8. Lenox Road     |
| 2. MARTA          | 9. Water Works    |
| 3. Hub 404        | 10. Stone Wall    |
| 4. Stratford Road | 11. Stream (open) |
| 5. Park Avenue    | 12. Fountain/Pool |
| 6. Park Place     | 13. Water Wall    |
| 7. Alexander Road | 14. Park          |

## PROGRAM

- A. Reconnect Tunnel
- B. Sky Trail
- C. Park Avenue Access
- D. 50-Story Tower
- E. 18-Story Tower
- F. Stream/Park Way
- G. 40-Story Tower
- H. 12-Story Tower
- I. Food Hall 4 Stories
- J. Lake
- K. Pavilion
- L. Sky Parks

1. **Title and Zoning** - While buyers are typically responsible for undertaking all aspects of title and zoning due diligence
2. **Site Access** - There are several key access points that need to be explored and defined
3. **Finance** - It would be wise to make sure that all the titles are clear of tax liens or judgments against the property
4. **Development Assistance** – Invest Atlanta, COA, Fulton County
5. **Utilities and Environmental Use** - Confirm access to utilities, that there are not any mineral, oil, and gas rights, and that there are no existing environmental and engineering reports
6. **Existing Property** - The existing site has residential tenants that require their own layers of due diligence
7. **Affordable Housing** - COA, Office of Housing and Community
8. Development
9. **Parking** - This development will be able to showcase unique and innovative parking plans
10. **Public Involvement** - Contact adjacent landowners and neighborhood board members
11. **Potential Future Users** - Medical tower, Condo tower, Apartment tower, Hotel / conference center, Cultural end users like Botanical gardens, performing arts, etc.

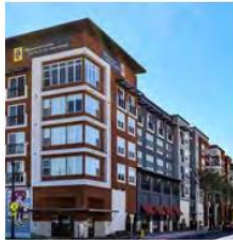
AWC/BUCKHEAD TOD  
**DUE DILIGENCE**





BUCKHEAD GOVERNMENT CENTER  
**CASE STUDY**

## PROCESS: IDEA AND BUBBLE DIAGRAM



# FINAL: MASTERPLAN



FINAL MASTER PLAN - DROP DOWN OF DENSITY FROM SOUTH TO NORTH

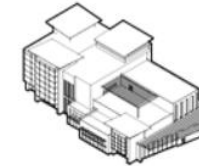
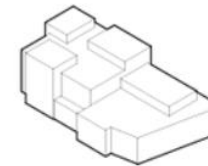
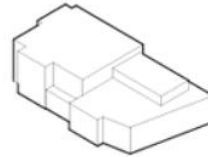
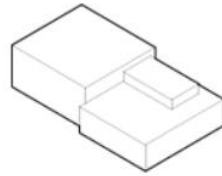
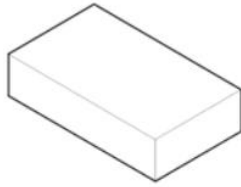


# FINAL: CONNECTION OF THE WALKABLE AREA



CONNECTION WITH THE 1 MILE WALKABLE AREA SURROUND THE SITE

## FINAL: GOVERNMENT CENTER



GOVERNMENT CENTER



GOVERNMENT CENTER PLAZA



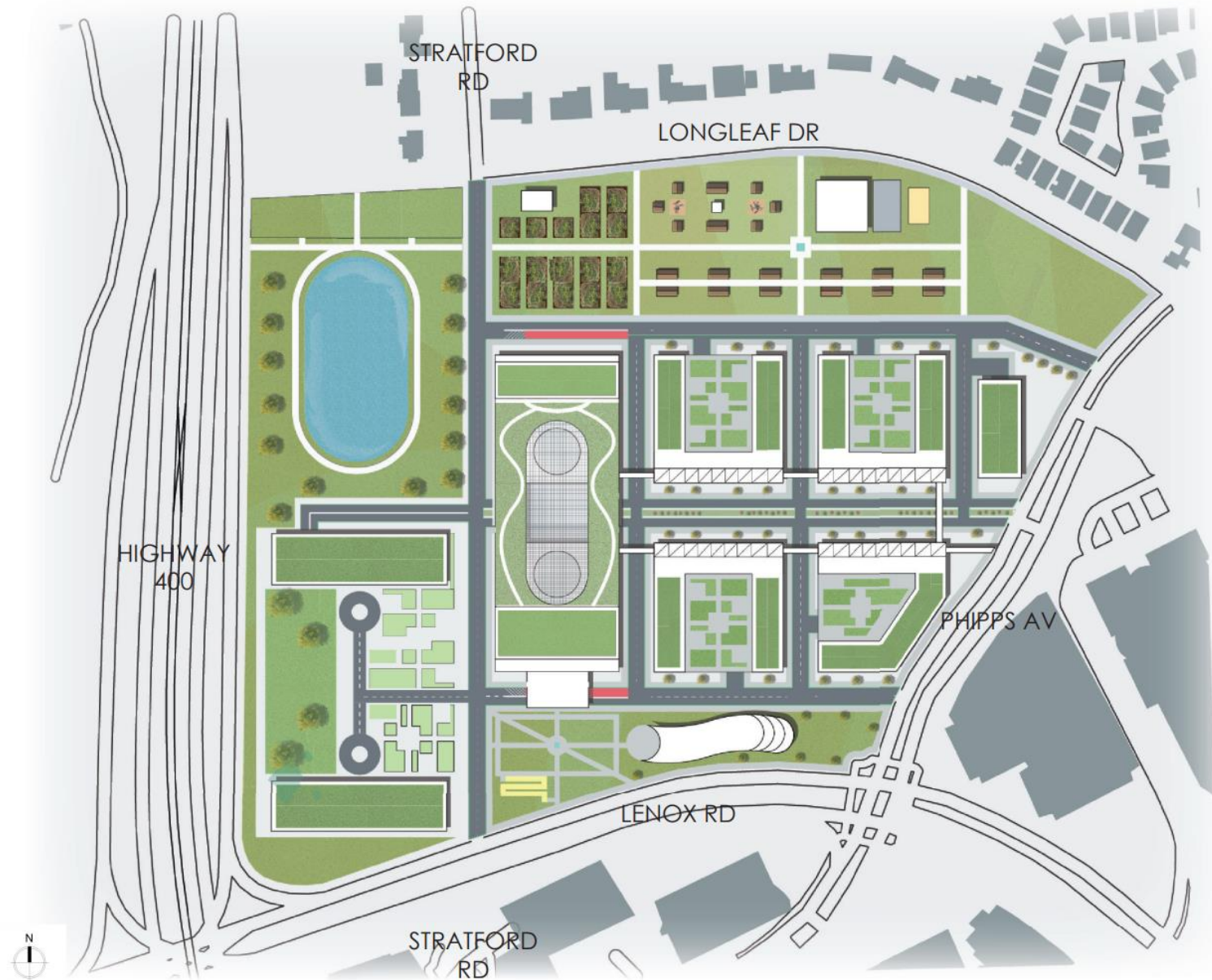
GOVERNMENT CENTER ELEVATION





BUCKHEAD TRANSLOOP STATION  
**CASE STUDY**

# SITE PLAN





# RENDERS



BIRD EYE VIEW OF THE OVERALL SITE



BIRD EYE VIEW OF THE PARK AND MIXED - USE BUILDING



PLAZA FACING LENOX ROAD AND PEDESTRIAN FLY OVER BRIDGE







