

Amplifying the

Georgia World Congress Center (GWCC) Comprehensive Master Plan Study

Investigate | Explore | Recommend

September 2023 - February 2024

*What it means to be with and for
The Neighborhood,
The City of Atlanta,
The State of Georgia,
The Country of USA,
and The World*

Contents

Project Overview

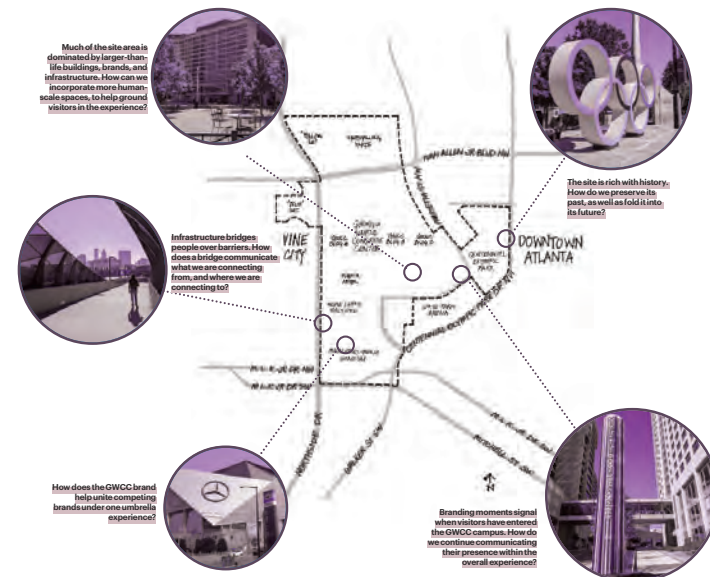
Introduction

Holistic development pursues opportunities that are economically, environmentally, and socially synergistic. This compels the need for an intentionally crafted process. The master plan compilation represents the work done across 3 stages, each layered to enrich the outcome showcased in this comprehensive document. This is how we started with the end in mind.

Investigate

- People
- Place
- Planet
- Precedents
- What Can Design Do?
- Next Steps

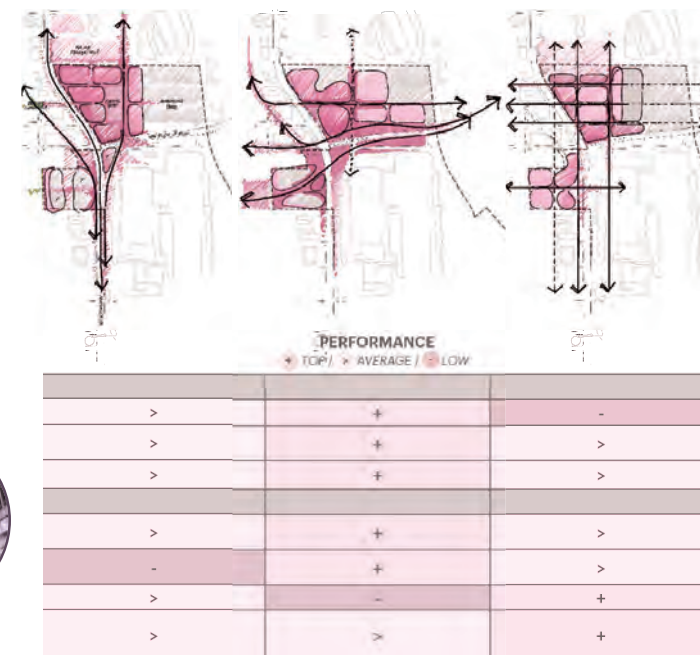
During this stage, the project team thoroughly examined the existing conditions of all potential sites through site visits, research, and geospatial analytics to develop a comprehensive understanding.



Explore

- Setting the Stage to Explore
- Project Informants
- Testing Scenarios
- Scoring Criteria
- Precedents
- Next Steps

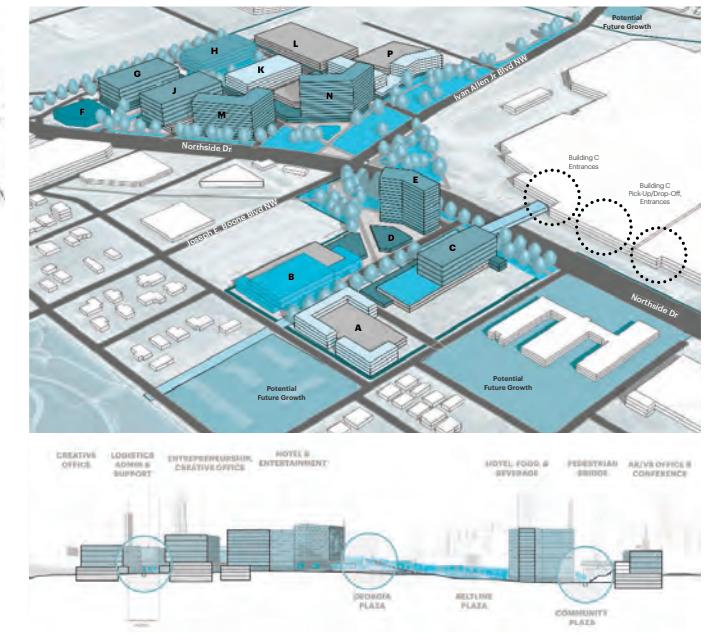
In line with the project vision, this stage generated initial planning concepts and test fits for each potential site by exploring innovative planning and program options tailored to each location. A robust selection criteria matrix was developed to compare these options.



Recommend

- Plan Recommendations
- Implementation Matrix
- Next Steps

Through iterative work with the exploratory options and rigorous testing against the selection criteria, this stage synthesized the best attributes of each option into a single recommended scheme. This scheme highlights the most suitable uses for the potential sites and is integrated into an actionable framework.



Overview

The Charge

The Georgia World Congress Center (GWCC) Master Plan represents opportunity for the GWCC Authority and the community to reconsider the highest and best possible use for the Georgia World Congress Center site.

The Components

- Urban Planning
- Urban Design
- Market Dynamics
- Land Development
- Landscape Architecture
- Engineering & Mobility
- Sustainable & Resilient Design
- Experiential Branding
- Venues Design

The Approach

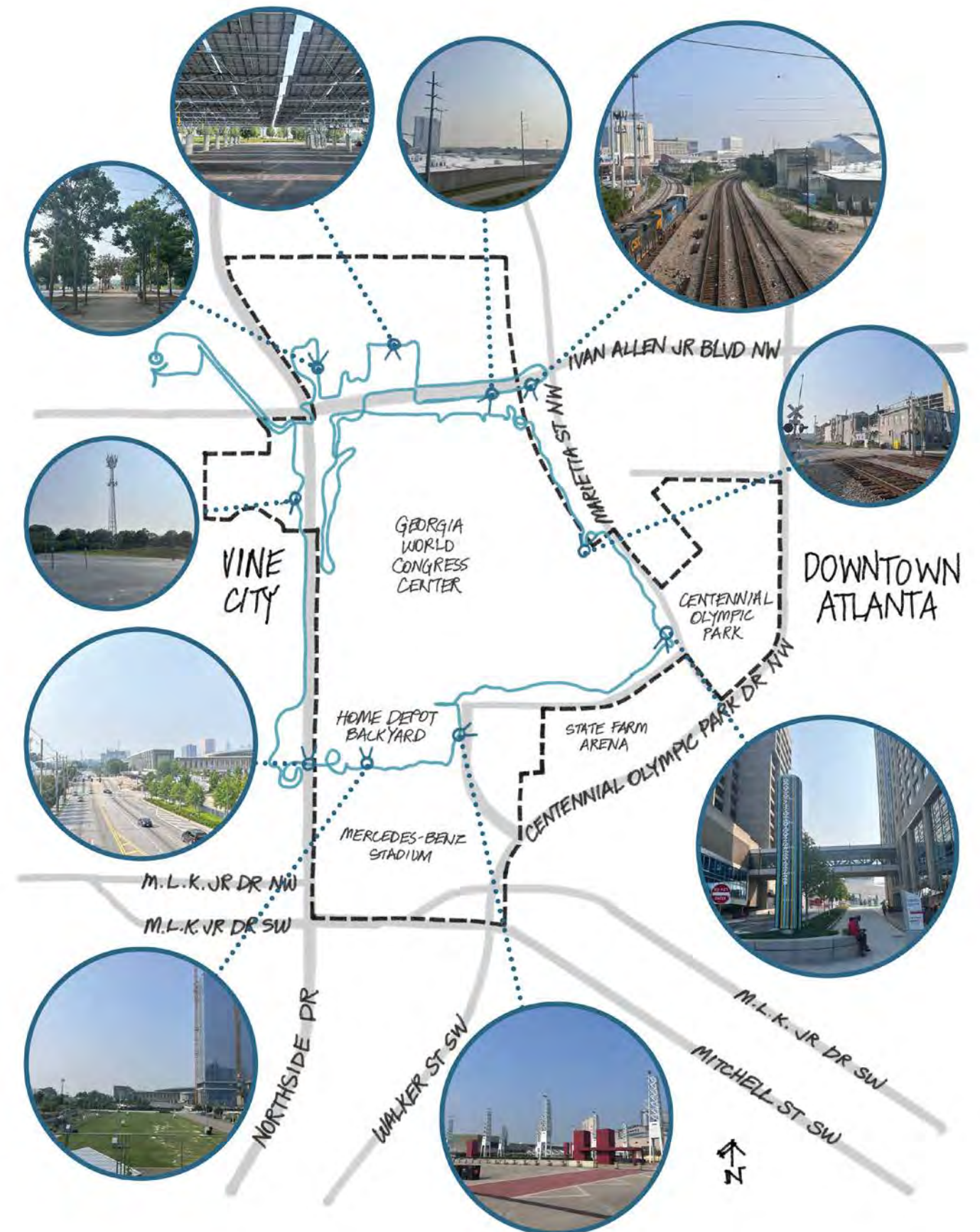
Our approach has been designed with the end in mind so that the opportunities are driven from a 360° comprehensive perspective.

The Process

Investigate | Explore | Recommend | Document

The Place

To inspire sustainable, resilient, and inclusive design we start with a Nature Of Place study that is made up of 10 measures, reflecting the AIA Framework for Design Excellence. It organizes our thinking, facilitates conversations with our clients and the communities we serve, and sets meaningful goals and targets for climate action and equitable **developments.**



Vision to Amplify

What it means to be with and for the neighborhood, the city of Atlanta, the State of Georgia, the Country of the USA, and the world



Our Focus

Neighborhood | City of Atlanta | State of Georgia | Country of USA | World

GEOGRAPHIES

MORE
IMAGINATION

ATLANTA'S
FRONT PORCH

BEACON BEYOND
THE BENZ

HYPER-CONNECTED
ECOSYSTEM

FLAVORS OF GEORGIA

EPICENTER OF GEORGIA

LOCALISM WANTED

PLACES TO COME
AND STAY A WHILE

KALEIDOSCOPE

CULTURAL SAMPLER

A MILE MARKER

PUT A PIN ON IT

REASON TO REMEMBER

EXPERIENTIAL EQUITY

Framework of Focus

Considerations for scale and impact.



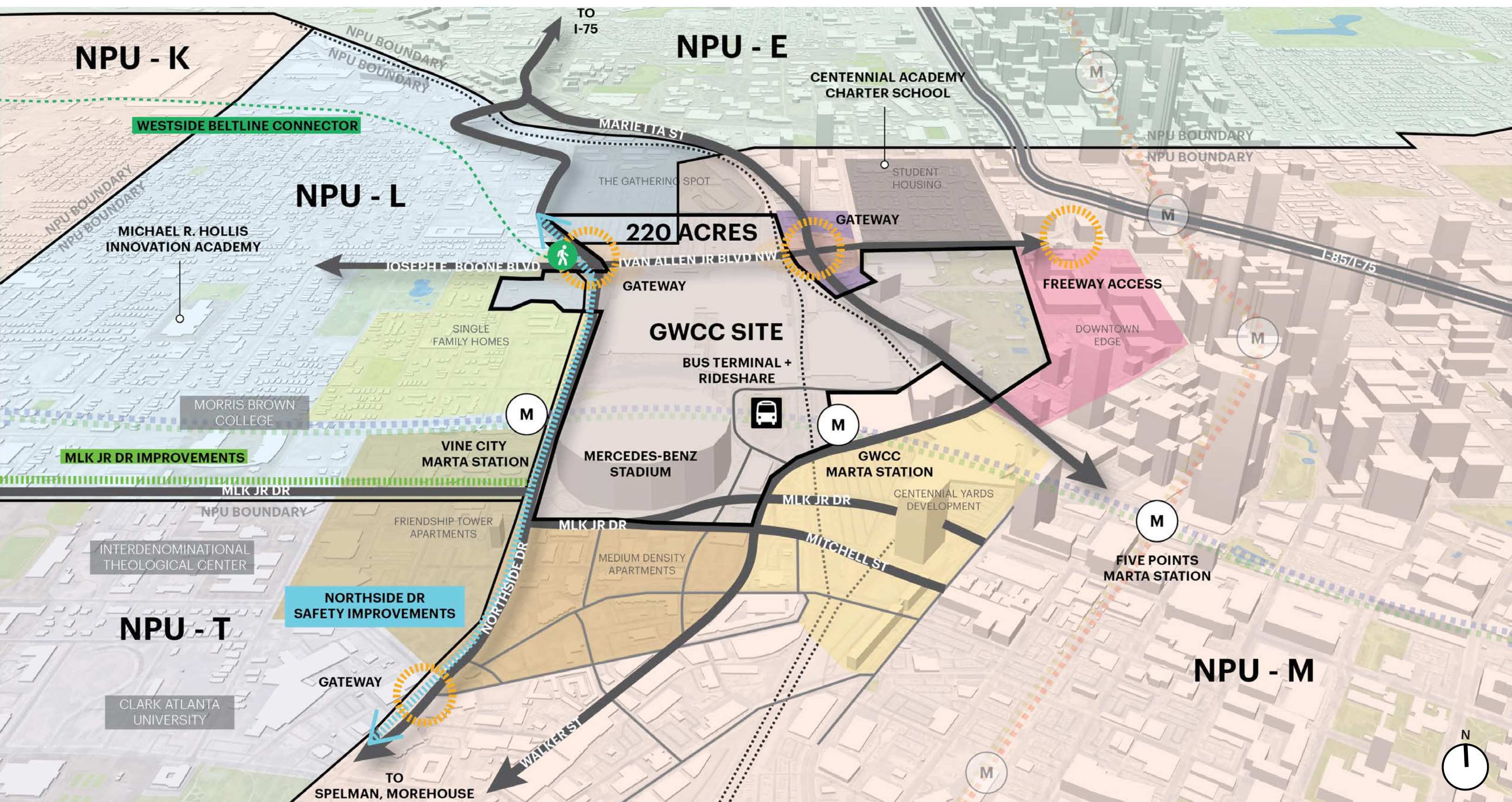
Principles

GWCC Charge:

- Create a cohesive campus **identity**
- Identify opportunities to maximize the **economic** potential of the campus
- Pinpoint **sustainability** and stewardship opportunities
- Integrate our campus with and connecting it to the surrounding **community**
- Create a safe and **pedestrian-friendly** environment both within our campus and extending into the surrounding community



ADJACENT NPUs & GATEWAYS



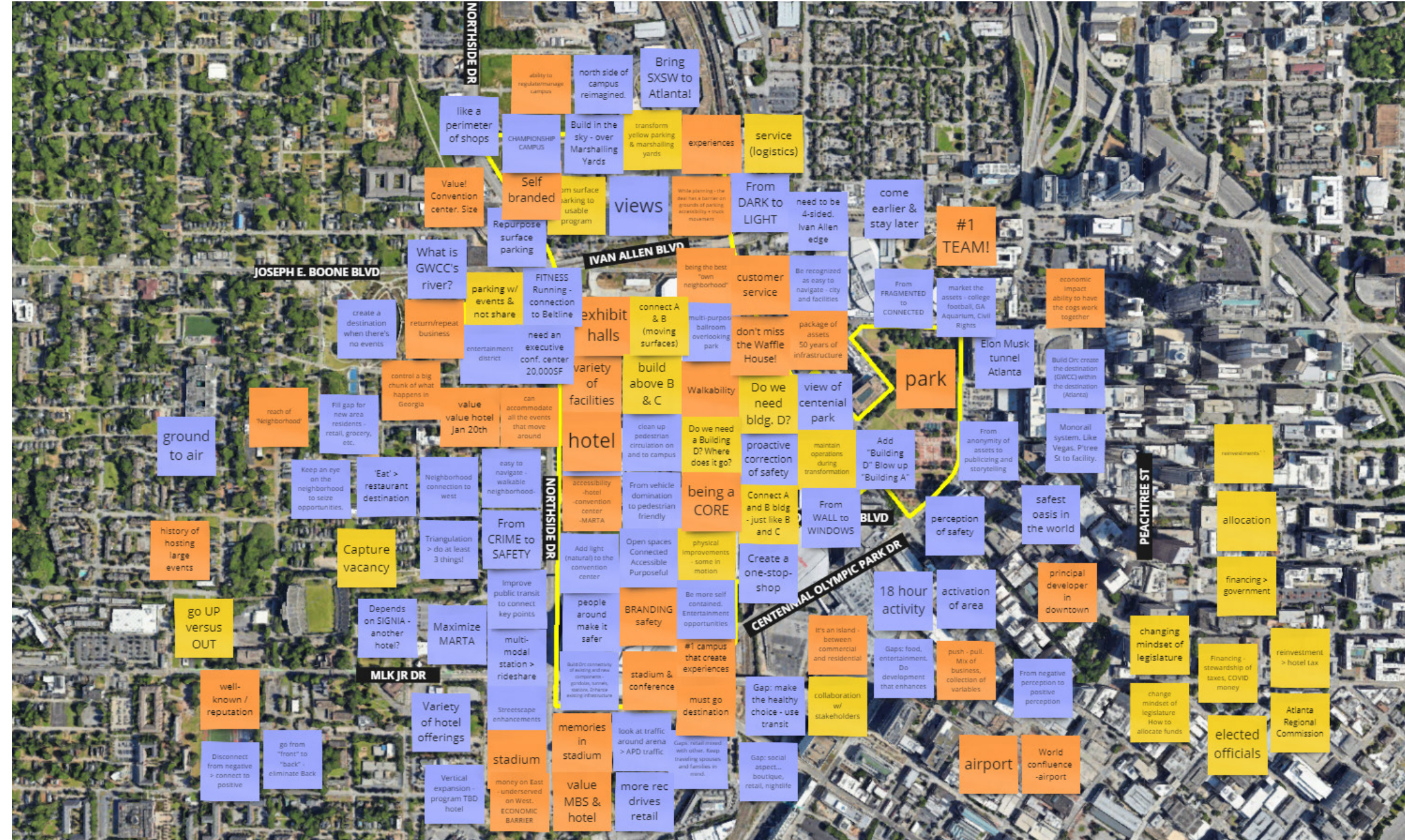


Envisioning Your Project

Where Are We Now?

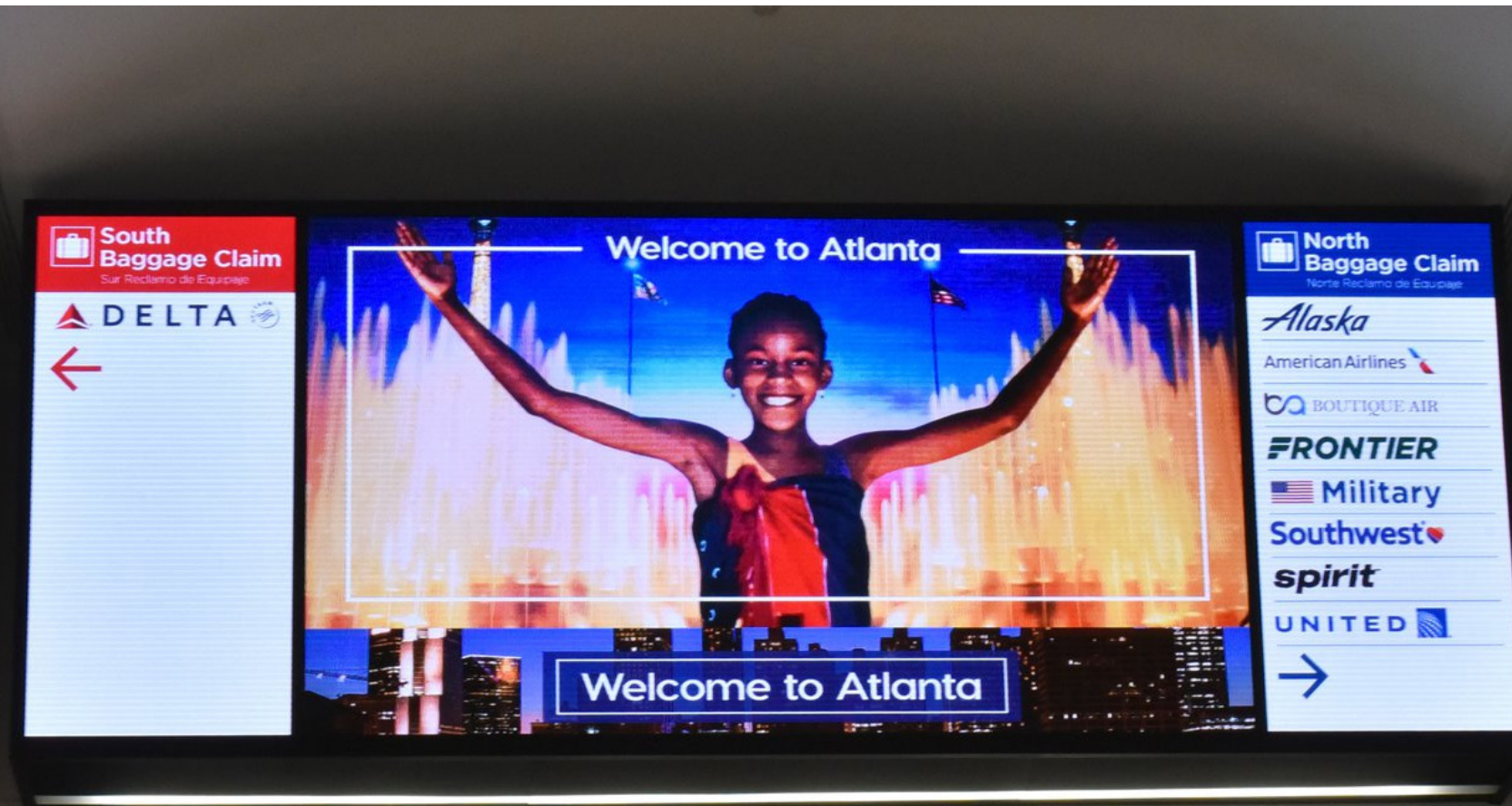
Where Do We Want To Be?

How Do We Get There?



Creating a cohesive campus IDENTITY | Identifying opportunities to maximize the ECONOMIC potential of the campus | Pinpointing SUSTAINABILITY and stewardship opportunities | Integrating our campus with and connecting it to the surrounding COMMUNITY | Creating a safe, PEDESTRIAN-FRIENDLY environment both within our campus and extending into the surrounding community.

 Who is the development for?





Who is the development for?

Gradually increasing diversity

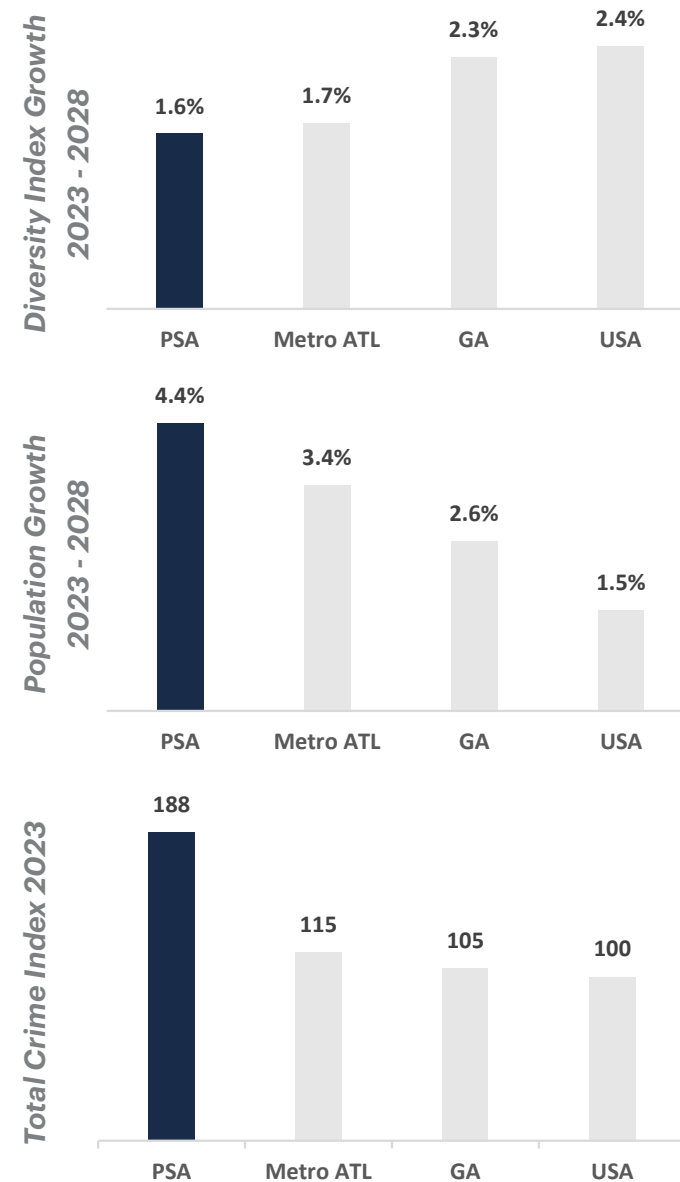
Atlanta is an increasingly diverse city, and this fact is reflected in the area around GWCC. Over the next five years, the PSA's Diversity Index is projected to increase by 1.6%, from 69.4 to 70.5. This rate is consistent with the wider ATL Metro area. 19 of the 23 ZIP codes within the PSA are expected to increase in diversity. Hotspots of diversity growth including Druid Hills, Buckhead, and Hapeville (each with projected index growth of over 8%). Source: ESRI

Stable population growth

The PSA (15-minute drive time around GWCC) population is projected to grow 4.4% over next 5 years, a compounding rate of 0.9% each year. This growth exceeds projections for Metro Atlanta, Georgia, and the US over the same time frame, indicating that the community around GWCC is an increasingly desirable place to live. Hotspots of population growth include Midtown, Old Fourth Ward, and Hapeville. Source: ESRI

Crime is a factor to consider

GWCC's PSA has a higher Total Crime Index value as compared to wider Metro Atlanta, Georgia, and the US. This is largely unavoidable due to its location at the heart of a large urban city center, and it is worth noting that Atlanta has a lower crime rate than many similarly sized metro areas. However, it remains essential for GWCC to foster an environment of trust, comfort, and safety so that visitors can focus on their event's purpose without worrying about their well-being. Source: ESRI



LIFEMODE PERSONAS

#1 | 3B: Metro Renters | 30.7% of PSA population

Highly mobile and educated. Live alone or with a roommate in the urban core of the city. Fast-growing segment due to rise in popularity of urban life for consumers in their late twenties and thirties. Income is above US average, with a large portion spent on rent, clothes, and technology. Computers and cell phones are integral to everyday life - used for news, entertainment, shopping, and social media. Live close to their jobs and walk or take taxi/rideshare to get around.

#2 | 8B: Emerald City | 8.7% of PSA population

Located in lower-density neighborhoods of urban areas. Young and mobile, more likely to rent than own. Half have a college degree and professional occupation. Incomes close to US median. Highly connected, using the internet for entertainment. Environmentally conscious, regular gymgoers, and embrace "foodie" culture, especially concerning local and organic foods. Music and art are major sources of enjoyment. Travel frequently, both abroad and domestically.

#3 | 11E: City Commons | 8.4% of PSA population

One of the youngest markets in the US. Primarily composed of single-parent and single-person households living within large metro cities. Primarily located in the eastern half of the US. More than a third have a college degree or spent some time in college, but nearly a quarter have not finished high school. Most occupations are within office and administrative support. Striving for the best for themselves and their children.

Source: ESRI Population Segmentation

Health Outcomes

Health disparities persist in firearm homicides, breast cancer fatalities, and premature deaths. Firearm violence in Atlanta is high. City Health Dashboard estimates 19.5 firearms homicides per 100,000 population, compared to 7.8 across the Dashboard cities. Breast cancer remains a leading cause of female cancer deaths, highlighting the need for early detection. Premature mortality, that includes all causes and linked to preventable factors like tobacco and obesity, emphasizes the need for comprehensive public health efforts.

Source: City Health Dashboard

Growing with the community

Stable population growth surrounding the GWCC indicates that the community is consistently attracting and retaining residents, which will drive economic and cultural development into the future. The GWCC has a unique opportunity to integrate itself into the fabric of this community as it grows in both population and diversity.

Relate to community personas

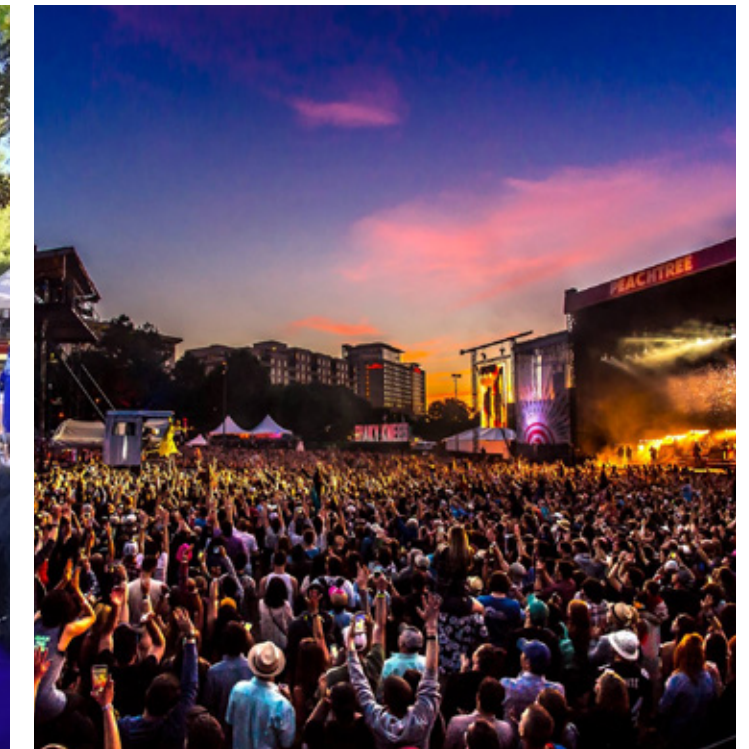
The local population around GWCC skews young, mobile, educated, and mid to higher income. The GWCC's proximity to dining, entertainment, and shopping (in addition to social media presence and integration of technology) are key to connecting with this population.

Prioritize community safety

Key health disparities in the area include firearm homicides, breast cancer fatalities, and premature mortality. The PSA's Crime Index is also high enough to note. GWCC has an opportunity to leverage design solutions that will ensure safety and reduce risk to both visitors and residents, as well as promote overall community health and well-being.



What are the behaviors of the users?





What are the behaviors of the users?

Key Themes

High Salience Themes (Frequently Mentioned):

1. **Navigation Challenges (15):** Many comments discuss difficulties in navigating the GWCC area. Visitors express concerns about finding their way due to complex layouts and inadequate signage.
2. **Memorable Experiences (8):** Some comments share personal anecdotes and memorable experiences, highlighting unique adventures, late-night exploration, and fun encounters in and around the GWCC complex.

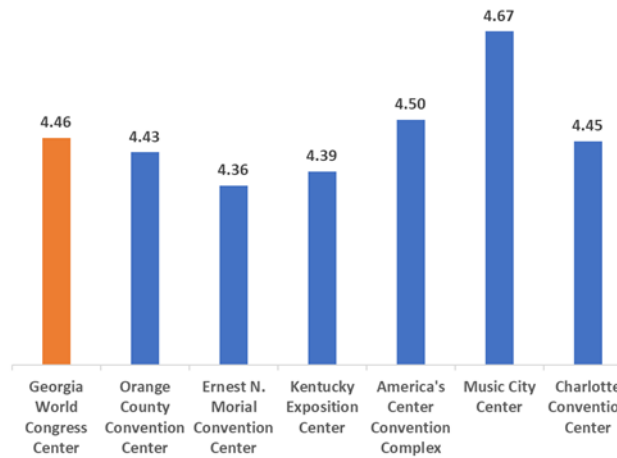
Moderate Salience Themes (Mentioned Occasionally)

1. **Recommendations for Alternative Routes (6):** Several comments provide suggestions for alternative walking routes or transportation options to help visitors navigate the area more conveniently.
2. **Local Insights (5):** Local residents or individuals familiar with the area offer insights and recommendations based on their knowledge, such as walking routes, nearby neighborhoods, and points of interest.
3. **Transportation Recommendations (5):** Comments offer transportation recommendations, including using MARTA, Uber, or Lyft for getting to and from the GWCC area.

Lower Salience Themes (Mentioned Infrequently):

1. **Safety Concerns (3):** A few comments express safety concerns, particularly related to walking through specific areas, like tunnels or underpasses, especially after dark.
2. **Event and Attraction Mentions (3):** Some comments reference specific events and attractions hosted at the GWCC, highlighting its versatility for various activities.
3. **Landmarks and Surroundings (2):** A couple of comments mention nearby landmarks, such as Mercedes-Benz Stadium and Centennial Olympic Park, providing context for the GWCC area.

Competitor Trends



source: Social Media Audit

The event space itself is a highlight, while logistics are not. Reviewers mentioned ample space and stylish design, while others lamented the ability to navigate parking or find open restaurants in the surrounding neighborhood. An analysis of online reviews reveals that the Georgia World Congress Center performs well against several competitors, but there is still room for improvement. Many reviewers and those who post on social media, mention the quality of amenities and navigability on-site, similar to what stakeholders believe will be central to convention centers in the future. Compared to other convention centers, the GWCC may be in a unique position to leverage the surrounding community in not only Downtown Atlanta but in adjacent neighborhoods.

What are site visitors saying

Walk the extra 0.1 mile and go down Centennial Olympic Park Drive instead. **That takes you through Centennial Place, which is a much nicer walk through a community of townhomes with plenty of trees to provide shade.** I'd also cut through Centennial Olympic Park instead of walking up Ivan Allen Blvd because once again it's nicer and generally you can enter the GWCC from any building and get to the other buildings. **After dark I'd walk it but I'm a local who won't look out of place.** Since you're unfamiliar with the area, you probably should just Uber or a taxi if you're coming back late.

I'm a woman and I wouldn't want to do that walk

I have a strong desire to ride a scooter through this area, for some reason.

Use a walking route to see the most stuff/places to eat." (user included map of their map.)

It's perfectly safe to walk those times, but **it's not a pleasant walk at all as all the N/S options are all 8 lane wide high-speed commuter roads.**

source: Manual Scrape Twitter/Reddit Posts

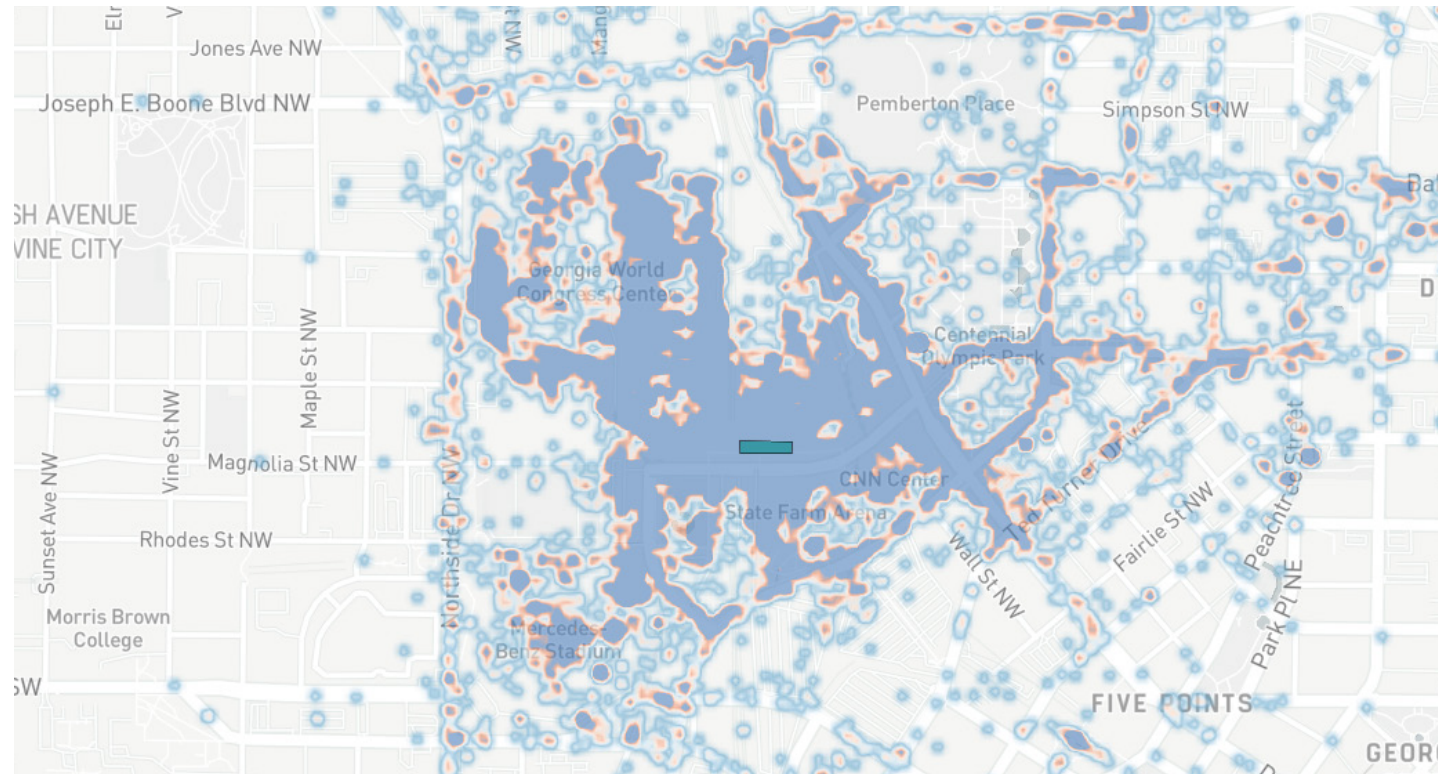
Users don't perceive GWCC site as exceptionally memorable, safe or accessible.

There is an opportunity to improve the experience and include the broader community. We leveraged social listening methodologies to gather on-the-ground knowledge of how people experience the GWCC and the surrounding community. Our key interests are what people say when they visit, and also what people pay attention to. We ran two analysis. First, we aggregated the scores of social media sites, including Yelp and Trip Advisor. Second, we scraped comments on Reddit and Twitter, finding salient themes and key quotes.



What are the behaviors of the users?

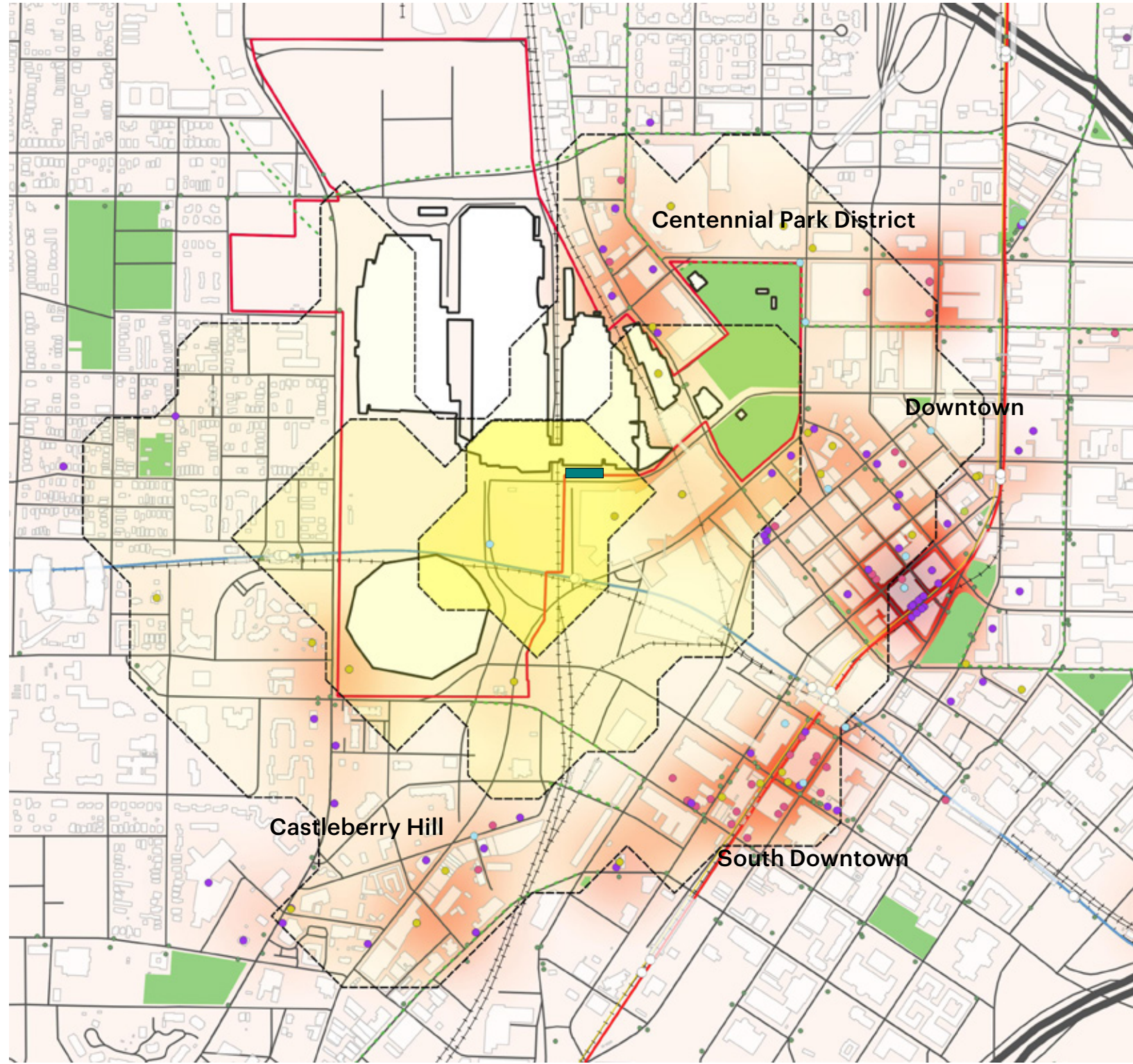
Mobility Data & Amenity Heatmap



LEGEND

- 5min Walk
- 10min Walk
- 15min Walk
- Parks & Open Space
- Retail
- Arts & Entertainment
- Dining & Drinking
- Landmarks & Outdoors
- Bus Stops
- Train Stops

0' 250' 500' 1000'





What is the identity of the campus today?

Creating a sense of campus through sequence of signage and branding elements

Identification of Destination

Clarity of Arrival

Awareness of Boundaries

Sense of Safety

Engagement in Story



Vehicular / 50 mph

Vehicular / 30 mph

Vehicular / 20 mph

Pedestrian / 3 mph

Pedestrian / 2.5 mph

- Excited
- Ease
- Comfortable

- Welcomed
- Accomplished
- Excited

- Spatially Aware
- Comfortable
- Connected to Brand

- Comfortable
- Confident
- Excited

- Connected to Brand
- Engaged in Story
- Excited



What are the market dynamics today?

Neighborhood elements on the rise

In a large-scale panel survey conducted by the IACC, the organization found that respondents believe that elements driven by the surrounding community and “off-site” amenities are central to the future of convention centers. Most believe that practical concerns are key, including the ability to host a diversity of activities, having plentiful meeting rooms, alongside interactive technology. But they also report that “authentic local experiences” and “location and access” are increasingly important.

Hotel revenue signals visitation rebound

The rebound of hotel demand has been strong, and occupancies are projected to hit pre-pandemic levels in the near term. Hoteliers have been able to raise average room rates while maintaining a strong upswing in occupancies as soon as the pandemic ebbed.

New construction signifies hot market

By the end of 2022, construction underway was projected to grow the overall apartment stock in Atlanta by nearly 7%. Demand for new apartments signifies a rapidly changing city, one with a historical legacy and fit for the global stage. The hospitality industry is also linked with the success of convention centers. Rising demand means strong implications for not only GWCC, but the surrounding community. A rapidly growing city, and community local to the GWCC, signals positive change for a cohort of business travelers who are thirsty for more area amenities.

Venue Elements Expected to Grow in Importance Next 3 Years



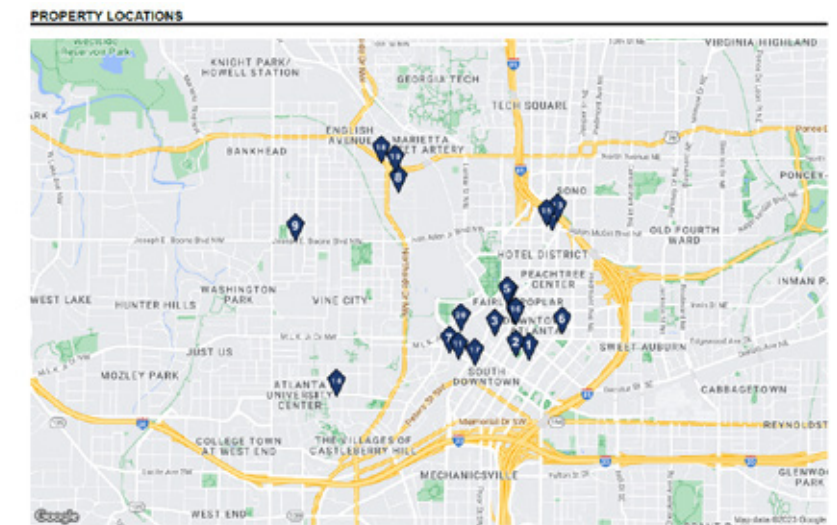
Source: IACC

Hotel Revenue and Occupancy Trends



Note*: Applies to Upper Tier Room Types; All Tiers trending up but at a slightly lower occupancy of 70%.

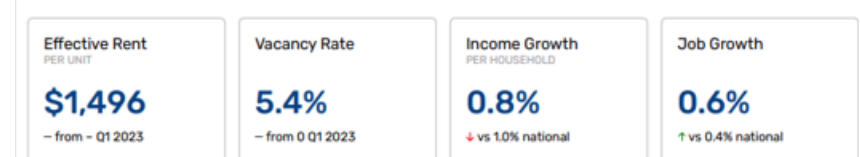
PLANNED APARTMENT PROJECTS



HOTEL



APARTMENTS



Embrace the city

If key stakeholders in planning convention center events believe that off-site elements are integral to the future, embrace that fact. Embrace the surrounding communities as an integral piece of convention center programming and planning.

Focus on the “off-site”

Many who take pictures are excited about the day’s programming—and this is a positive that space and programming planning can embrace. Make memorable events that are tethered to the event or to the local community.

Prepare to shift to local fabric

Deliveries that will come online through the next few years will shift the fabric of the neighborhood. Many new hotels and multifamily projects will change the consistency of the built environment, and the people who navigate it.



Where is the development energy?

DEVELOPMENT MAP - OVERALL

What can we learn from the catalytic development around Atlanta?

Relevant City-Wide Policy and Planning for Development

2017 Amendment to Local Sustainable Development Design Standards

-LEED Silver for all city facilities and city funded projects, LEED O&M for existing buildings

2016 Atlanta Capital Improvement Plan

-Implementation plan for public facilities

2017 Downtown Atlanta Master Plan

-Plan to guide development and change in Downtown Atlanta

2019 One Atlanta - Strategic Transportation Plan

-For goals related to traffic safety, improved parking, improved public transit, infrastructure maintenance

2019 Resolution 17-R3510 (Clean Energy Atlanta)

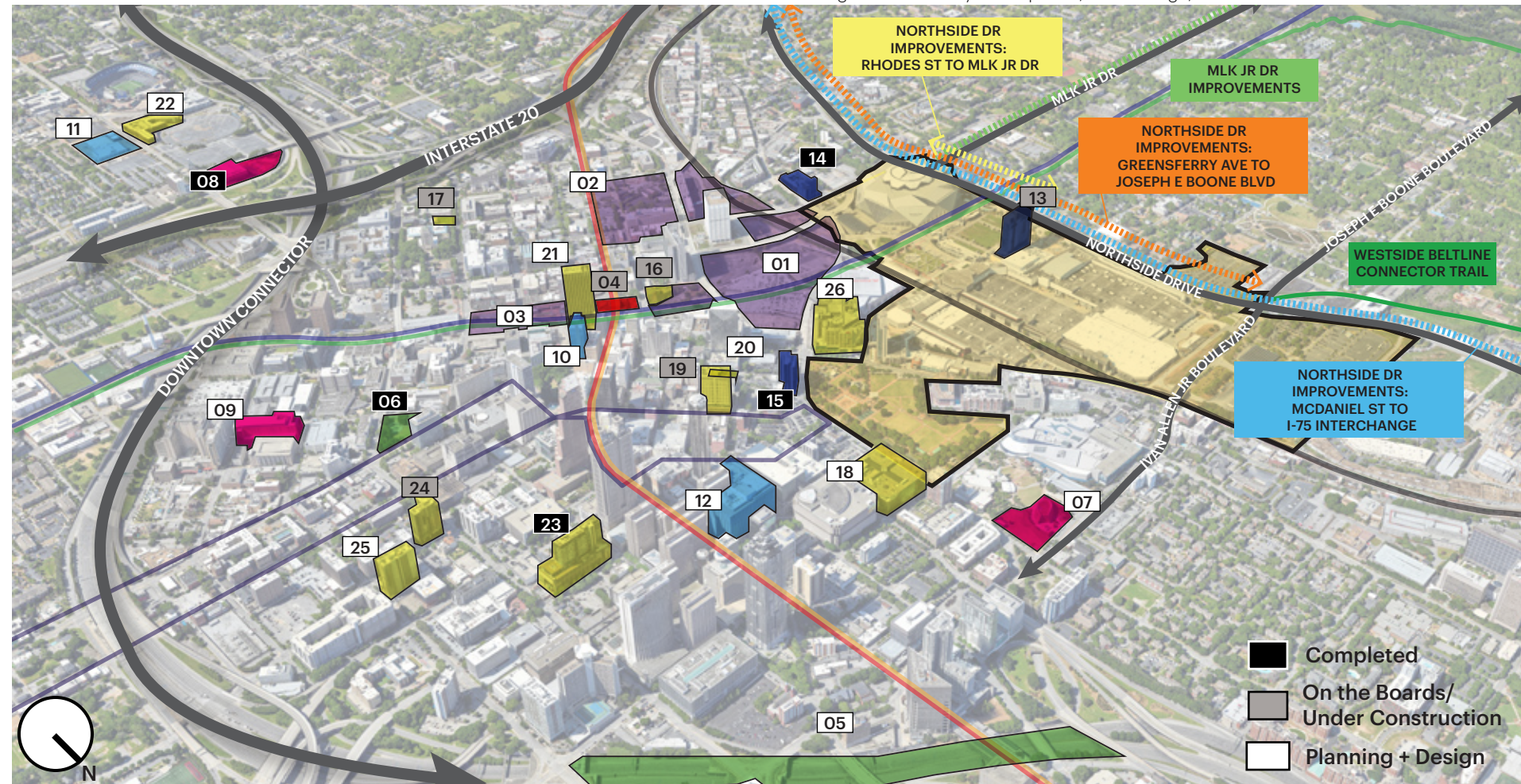
-Plan to meet the city's commitment to 100% clean energy by 2025

2020 Downtown Sustainability Action Plan

-Includes strategies related to energy and water use, natural environment, community and culture, waste diversion, and transportation

2021 Ordinance 21-O0671 (Plan A)

-5 year update to the City Comprehensive Development Plan, covering land use planning, housing and community development, urban design, and more



*Two bills that could influence development have been introduced to the Georgia State House: the Georgia Environmental Justice Act of 2023 (HB495) & the Georgia Clean Energy Act (HB251).

Master Plan Development

01 | Centennial Yards

-CIM led. 50 acres of former railyards will transform into potentially 12M of mixed-use space

02 | South Downtown Plan

-Currently owned by Braden Fellman. New construction and renovations

03 | Underground Atlanta

-Large new renovations to downtown district

Transportation

04 | Five Points MARTA

-\$200M flagship station renovations

Park/Open Space

05 | The Stitch

-ADID led ambitious proposed highway cap

06 | Hurt Park

-Completed face-lift/restoration

Institutional

07 | Civil Rights Museum

-24,000 SF expansion with innovation lab & training space

08 | GSU Convocation

-Completed \$85.2M facility for large indoor gatherings, including commencements and concerts

09 | Grady Expansion

-580k SF Center for Advanced Surgical Services

Office/Retail

10 | 34 Peachtree

-Lalani Ventures led. Reworked bottom two floors of dormant office building

11 | Summerhill Publix

-Completed 50k SF anchor tenant in a food desert

12 | Mart on Peachtree

-Complete face-lift and rework with new retail opportunities and lobby activation

Hospitality

13 | Signia Hotel

-Nearly completed 975 key hotel with 75k SF of meeting space

14 | Reverb Hotel + Residential

-Completed 195 key hotel with apartments

15 | Margaritaville

-Completed \$108M resort

Mixed-Use Residential

16 | Constitution Building

-Housing, adaptive reuse office, and retail

17 | Trinity Flats

-218 apartment units to a vacant lot

18 | 250 Williams

-1M SF office building, slowly being re-imagined by foreign investment group

19 | Metropolitan Atlanta

-GSU housing construction underway, ground-level retail

20 | Teachers Village

-438 housing units marketed towards teachers

21 | Two Peachtree

-Affordable housing adaptive reuse. Recently acquired by Invest Atlanta

22 | 565 Hank

-Carter Development led. Mixed use development adjacent to Center Parc stadium

23 | Ascent Peachtree

-345 unit apartments

24 | Reflection

-742 bed student housing

25 | The Mix

-700 beds, 8,200 SF retail

26 | CNN Rework

-CP Group led. Adaptive reuse of former HQ



Where is the development energy?

DEVELOPMENT MAP - SITE

What can we learn from the catalytic development immediately around the site?

Relevant City-Wide Policy and Planning for Development

2017 Amendment to Local Sustainable Development Design Standards

-LEED Silver for all city facilities and city funded projects, LEED O&M for existing buildings

2016 Atlanta Capital Improvement Plan

-Implementation plan for public facilities

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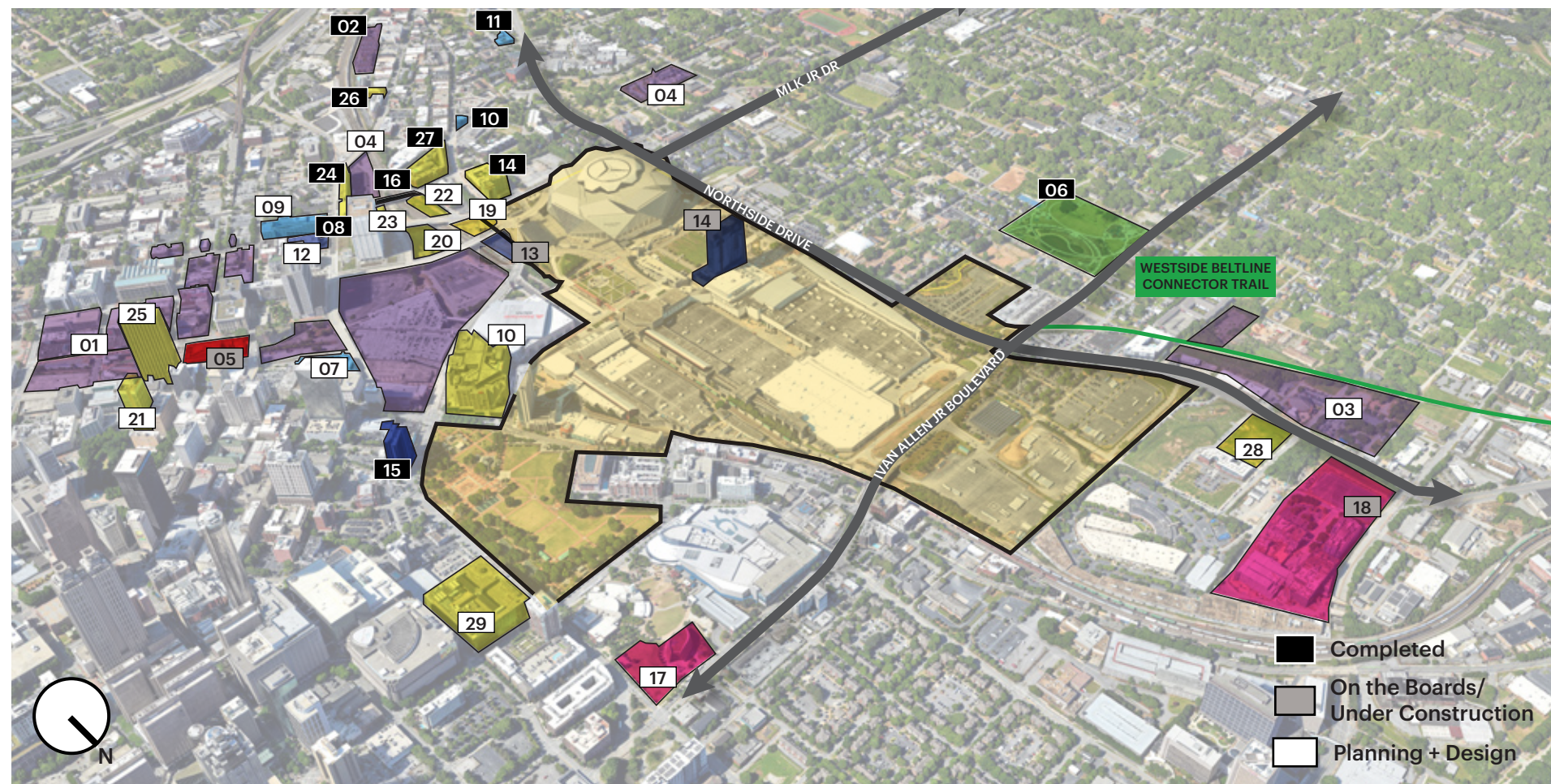
-Plan to meet the city's commitment to 100% clean energy by 2025

2020 Downtown Sustainability Action Plan

-Includes strategies related to energy and water use, natural environment, community and culture, waste diversion, and transportation

2021 Ordinance 21-O0671 (Plan A)

-5 year update to the City Comprehensive Development Plan, covering land use planning, housing and community development, urban design, and more



Master Plan Development

01 | Underground Atlanta

-Large new renovations

02 | Castleberry Station

-Led by Brock Built. Completed townhomes in Castleberry Hill

03 | Antioch Baptist Church

-Led by Brock Built. Completed townhomes in Castleberry Hill neighborhood

04 | Friendship Baptist/DT West

-Led by Friendship Baptist Church and Blank Development. 20 acre master plan with residential, commercial, green space, sports media & entertainment, social & community programming

Transportation

05 | Five Points MARTA

-\$200M flagship station renovations

Parks/Open Space

06 | Rodney Cook Sr. Park

-Completed park in Vine City, well connected to Beltline connector

Office/Retail

07 | One Centennial Yards

-500k SF Class-A office

08 | 99 Spring

-90k SF adaptively reused office with 60k SF retail

09 | 222 Mitchell Street

-330k office and retail

10 | 131 Walker

-Completed neighborhood retail

11 | Russell Center for Entrepreneurs

-Office, coworking, gathering space

Hospitality

12 | The Sylvan

-Part of Hotel Row, adaptive reuse of office and retail

13 | Boutique Hotel

-Owned by CIM. 290 keys.

14 | Signia Hotel

-Nearly completed 975 key hotel with 75k SF of meeting space

15 | Margaritaville

-Completed \$108M resort

Infrastructure

16 | Nelson Street Bridge

-New, completed footbridge connecting adaptively reused apartments to Castleberry Hill

Institutional

17 | Civil Rights Museum

-24,000 SF expansion with innovation lab & training space

18 | Georgia Tech Science Square

-24,000 SF expansion with innovation lab & training space

Mixed-Use Residential

19 | Residential - E2

-275 residential apartment units

20 | Residential - C5

-45k SF retail and residential

21 | 34 Peachtree

-Lalani Ventures re-imagined student housing, ground floors

22 | Mixed-Use

-54 residential units, 5k SF retail

23 | Residential - CIM

-First ground-up residential project, 235 units

24 | 125 Spring

-Completed 162 apartments with market units, 13k SF retail

25 | 2 Peachtree

-Owned by City of Atlanta, plans for affordable housing

26 | Smith & Porter

-First new apartments since 2008

27 | Castleberry Lofts

-Mixed use apartments and retail

28 | Herndon Homes Site

-Owned by City of Atlanta with partners Hunt Companies, Pennrose Development, and WRS. Plans for residential, retail, and community

29 | 250 Williams

-1M SF office building

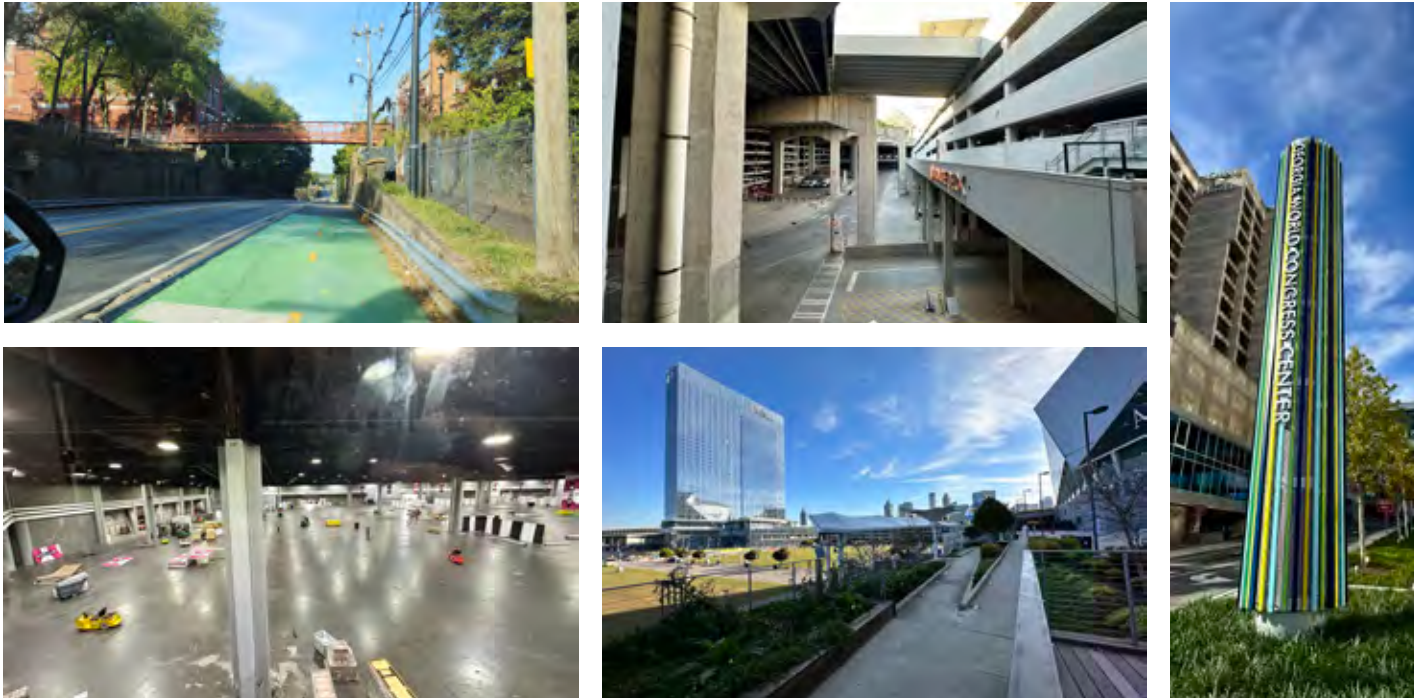


On the Ground, At the Site

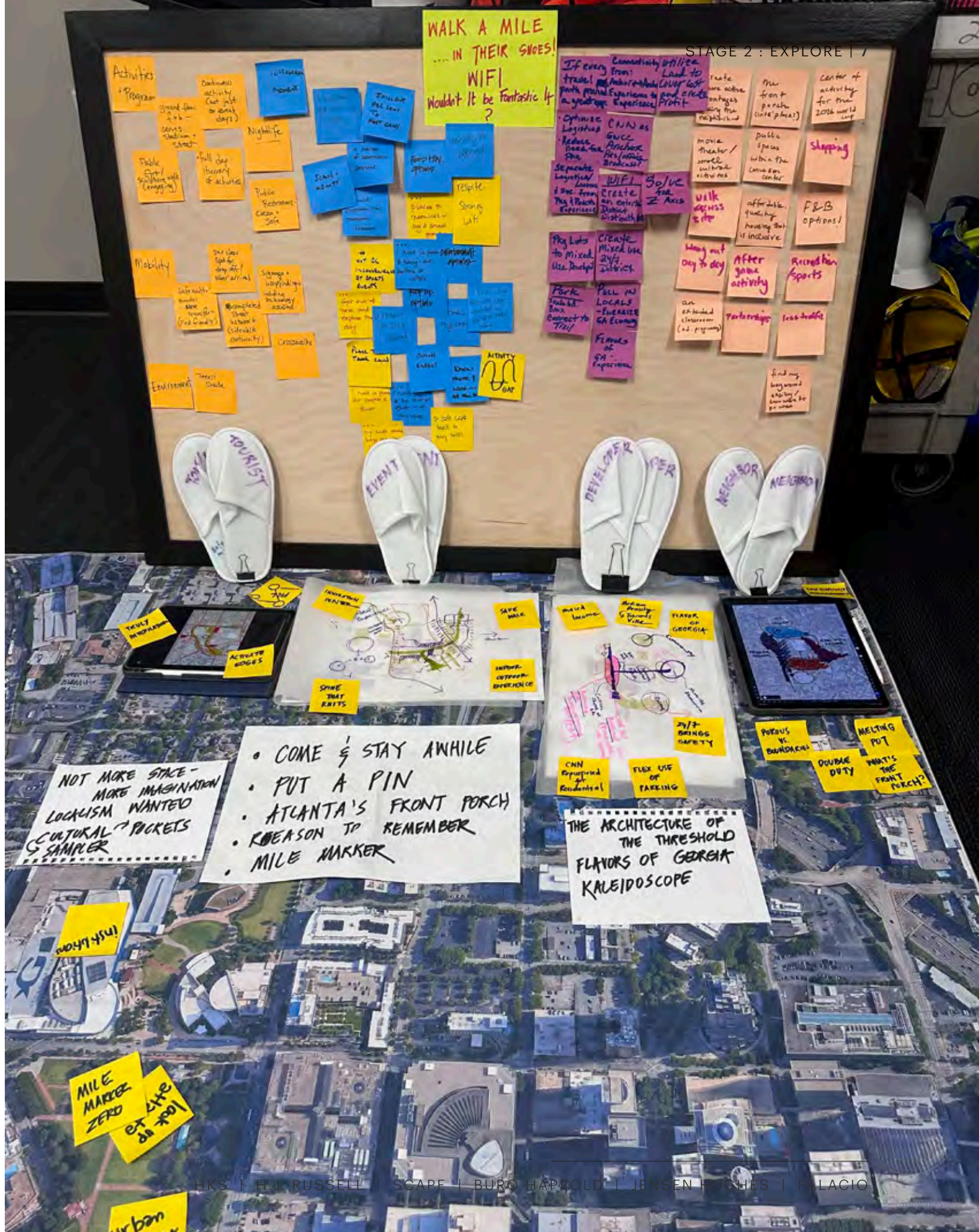
How do we perceive and experience the site from multiple scales and perspectives?

To cover ground and consider the site from multiple scales and perspectives, all site visit participants broke off into one of four groups to study critical areas of the campus that were initially considered during the Investigate phase.

Each team reported back observations in accordance with how they were analyzing the site, sounds, perceptions, and more.



GEORGIA WORLD CONGRESS CENTER



HKS | H. J. RUSSELL | SCAPE | BURO HAPPOLD | JENSEN FURBER | PALACIO

8 personas

Neighbor Naomi



Neighbor

Mystery Mary



Neuro-diverse

Maximizer Max



Urban dweller

Cool Carlos



Fan

Intentional Ingrid



Investor

Busy Bernard



Local Business owner

Gregarious Greg



Convention goer

Fix-it Fred



Behind the scenes powerhouse



FULL COMPETITOR ANALYSIS

GWCC compares positively to most competitors in size, exhibit capacity, location, affordability, & sustainability.

Category	GWCC	Local Competitors				Regional Competitors					National Competitors												
	Georgia World Congress Center	Atlanta Convention Center at AmericasMart	Georgia International Convention Center	Cobb Galleria Centre	Orange County Convention Center	Ernest N. Morial Convention Center	Kentucky Exposition Center	America's Center Convention Complex	Music City Center	Charlotte Convention Center	McCormick Place	Las Vegas Convention Center	Jacob K. Javits Convention Center	Kay Bailey Hutchison Convention Center	Anaheim Convention Center	San Diego Convention Center	Colorado Convention Center	Phoenix Convention Center	Indiana Convention Center	Walter E. Washington Convention Center	Pennsylvania Convention Center	Boston Convention & Exhibition Center	George R. Brown Convention Center
Address	285 Andrew Young International Blvd NW, Atlanta, GA 30313	240 Peachtree St NW Ste 2200, Atlanta, GA 30303	2000 Convention Center Concourse, College Park, GA 30337	1 Galleria Pkwy SE, Atlanta, GA 30339	9800 International Dr, Orlando, FL 32819	900 Convention Center Blvd, New Orleans, LA 70130	937 Phillips Ln, Louisville, KY 40209	701 Convention Plz, Saint Louis, MO 63101	201 Rep. John Lewis Way S, Nashville, TN 37203	501 S College St, Charlotte, NC 28202	2301 S King Dr, Chicago, IL 60616	3150 Paradise Rd, Las Vegas, NV 89109	429 11th Avenue, New York, NY 10001	650 S Griffin St, Dallas, TX 75202	200 S Anaheim Blvd, Anaheim, CA 92805	111 Harbor Dr, San Diego, CA 92101	700 14th St, Denver, CO 80202	100 N 3rd St, Phoenix, AZ 85004	100 S Capitol Ave, Indianapolis, IN 46225	801 Mt Vernon Place NW, Washington, DC 20001	1101 Arch Street, Philadelphia, PA 19107	415 Summer Street, Boston, MA 02210	1001 Avenida de las Americas, Houston, TX
Size																							
Exhibit space (ft ²) ¹	1,500,000	406,000	151,200	144,000	2,055,222	1,026,627	706,878	502,000	353,143	280,000	2,600,000	2,500,000	850,140	1,000,000	1,000,000	525,701	577,000	645,900	566,000	703,000	679,000	516,000	753,170
Meeting rooms ¹	98	28	27	25	70	140	56	80	60	55	173	225	90	88	99	72	63	99	71	77	82	82	88
Exhibit Space to Meeting Room Ratio ¹	15,306	14,500	5,600	5,760	29,360	7,333	12,623	6,275	5,886	5,091	15,029	11,111	9,446	11,364	10,101	7,301	9,159	6,524	7,972	9,130	8,280	6,293	8,559
Affordability																							
Current Hotel Room Rate (All Tiers) ³	\$125.89	\$125.89	\$125.89	\$125.89	\$141.80	\$164.35	\$127.81	\$119.50	\$167.32	\$123.40	\$154.68	\$149.20	\$268.20	\$127.86	\$166.70	\$183.01	\$152.17	\$157.69	\$130.26	\$187.41	\$149.40	\$210.25	\$117.31
Current Hotel Room Rate (Lower Tier) ³	\$90.98	\$90.98	\$90.98	\$90.98	\$91.94	\$114.93	\$101.75	\$95.14	\$115.00	\$93.14	\$98.84	\$111.92	\$187.10	\$83.22	\$117.75	\$119.29	\$105.87	\$95.45	\$97.33	\$114.66	\$104.31	\$132.26	\$84.40
Current Hotel Room Rate (Upper Tier) ³	\$166.64	\$166.64	\$166.64	\$166.64	\$189.33	\$189.54	\$167.50	\$148.52	\$216.15	\$162.45	\$186.73	\$179.78	\$298.55	\$167.46	\$193.72	\$222.72	\$182.23	\$197.30	\$173.00	\$218.67	\$180.16	\$240.47	\$154.48
City average cost of food per day ⁹	\$43	\$43	\$43	\$43	\$65	\$45	\$19	\$54	\$41	\$46	\$46	\$80	\$50	\$35	\$78	\$45	\$42	\$52	\$49	\$38	\$49	\$49	\$35
Visitor Reviews																							
Google Reviews ⁴	4.5	4.4	4.5	4.4	4.5	4.4	4.4	4.5	4.7	4.5	4.5	4.4	4.6	4.3	4.5	4.6	4.5	4.5	4.6	4.5	4.4	4.5	4.5
Yelp ⁵	3.2	3.5	3.6	3.8	3.5	3.5	3.0	4.0	4.0	3.5	3.5	3.5	3.5	3.5	3.5	3.9	3.9	3.7	3.9	3.8	3.4	3.6	3.5
TripAdvisor ⁶	4.0	4.0	5.0	4.0	4.5	4.0	3.0	4.5	4.5	4.0	4.0	4.0	4.0	4.0	4.5	4.5	4.0	4.5	4.5	4.0	4.0	4.0	4.0
Weighted Average Across Sites	4.5	4.1	4.5	4.4	4.4	4.4	4.4	4.5	4.7	4.5	4.5	4.4	4.4	4.3	4.5	4.6	4.5	4.5	4.5	4.5	4.4	4.5	4.5
Unweighted Average Across Sites	3.9	4.0	4.4	4.1	4.2	4.0	3.5	4.3	4.4	4.0	4.0	4.0	4.0	3.9	4.2	4.3	4.1	4.2	4.3	4.1	3.9	4.0	4.0
Notable Positive Sentiments (Bing AI Generated) ^{4,5,6}	Spacious/well-maintained, great location, friendly staff	Spacious/well-maintained, friendly/helpful staff, convenient location	Spacious and clean, great location, friendly staff	Great location, excellent service, spacious and clean	Large and spacious, great location near dining options, friendly staff	Large size and capacity, clean, convenient location	Easily accessible location, friendly staff, quality facilities	Versatile/many types of events, good location, clean	Modern facilities, clean, efficient staff, not too crowded	Convenient location, versatile facilities, well-staffed, good Wi-Fi	Convenient location, clean facilities, good Wi-Fi, helpful staff	Versatile, organized and efficient, spacious and well organized	Good location & public transportation access, beautiful architecture	Large and spacious, well-maintained, easily accessible/lots of parking	Versatile, convenient location, clean facilities	Great location, spacious meeting rooms, clean and well-maintained	Spacious and versatile, good location, notable architecture	Large capacity, convenient location, clean/well-maintained	Notable architecture, convenient food options, good location	Impressive size, good location and food options, versatile	Large facility, clean/well-maintained, easily accessible location	Large and well-equipped, notable architecture, convenient location	Large size & space, convenient location, nice amenities & facilities
Notable Negative Sentiments (Bing AI Generated) ^{4,5,6}	Difficulty parking, poor food options, inadequate signage/difficult to navigate	Difficult to navigate, limited food options, inadequate parking	Overpriced food, poor WiFi, limited parking	Poor parking, inadequate seating, poorly managed events	Poor signage, expensive parking, dated/unclean facilities	Dated facilities, poor Wi-Fi, unfriendly staff, long lines	Difficulty parking, poor electricity infrastructure, not very clean	Poor Wi-Fi, expensive and difficult to find parking, poor crowd management	Can be difficult to navigate	Confusing layout, temperature too hot, limited seating/dining options	Poor food quality, stressful work environment, too big	Overwhelming size, easy to get lost, mixed opinions on food quality	Limited food options, inconsistent WiFi, lacking customer service	Poor food choices and quality, chaotic parking, too much walking	Chaotic organization of events, lacking food quality	Parking is challenging and expensive	Difficult parking, too crowded, inconvenient elevators	Low food option variety, bad meeting room design, overcrowded	Less space than competitors, security concerns	Difficulty navigating, poor parking, unfriendly staff	Difficult to navigate, long bathroom lines, poor/expensive food options	Poorly cleaned, expensive & lacking food options	Poor accessibility & traffic navigation, poor parking, limited food options
Transit/Dining																							
Eating Places in 15 Minute Walk Time ²	194	251	5	123	52	84	9	148	313	190	54	23	575	138	78	378	319	200	66	428	692	135	255
City Walk Score ⁸	48	48	48	48	41	58	34	66	29	26	77	42	88	46	56	53	61	41	31	77	75	83	47
City Transit Score ⁸	44	44	44	44	33	44	27	43	22	27	65	36	89	39	34	37	45	36	25	69	67	72	36
Average drive minutes to major airport ⁷	20	17	7.5	29.5	22	21	6.5	17	13	16	21	17	29.5	17	19	11.5	29.5	8.5	18	9	20	12	18
Sustainability																							
LEED Certification ¹⁰	Gold	n/a	n/a	n/a	Gold	Gold	n/a	n/a	Gold	Gold	Certified	n/a	Silver/Gold	Certified	Gold	Gold	Gold	Silver	n/a	Gold	Gold	Silver	Gold
Health and Safety																							
City Total Crime Index ²	191	191	191	191	167	236	248	230	190	183	142	116	90	150	102	114	218	126	135	204	131	95	158
GBAC Accreditation ¹¹	n/a	n/a	GBAC Star	n/a	GBAC Star	n/a	n/a	GBAC Star	n/a	GBAC Star	GBAC Star	GBAC Star	n/a	n/a	n/a	n/a	n/a	n/a	GBAC Star	GBAC Star	GBAC Star	n/a	n/a

Sources: GWCC and Competitor Websites¹, ESRI², Moody's REIS³, Google Reviews⁴, Yelp⁵, TripAdvisor⁶, Google Maps⁷, walkscore.com⁸, budgetyourtrip.com⁹, US Green Building Council¹⁰, Global Biorisk Advisory Council¹¹

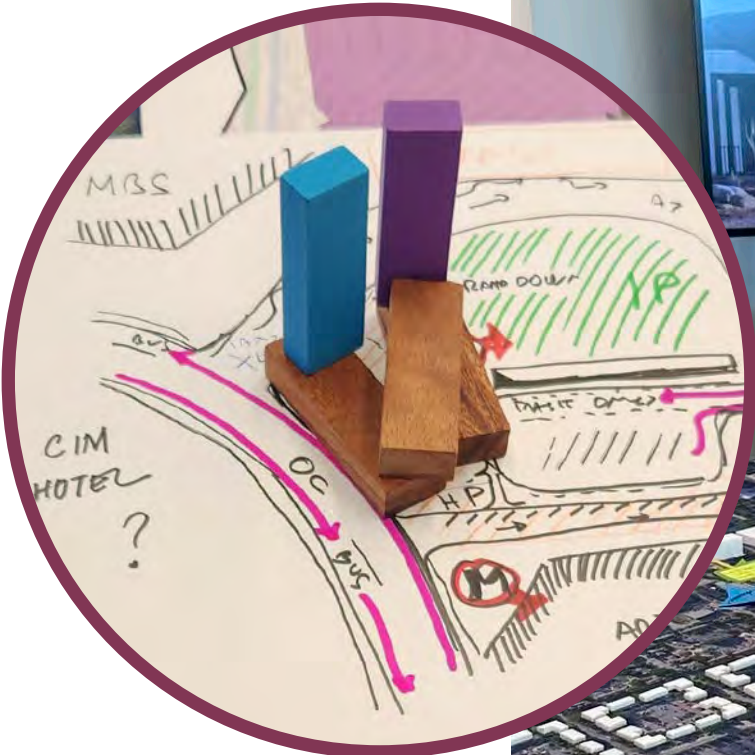
Exploring Scenarios

How can we collaboratively explore and test different scenarios?

Physical models serve as tangible representations of design concepts, allowing a collaborative team to visualize and test spatial relationships, circulation patterns, overall massing, and more. By utilizing a

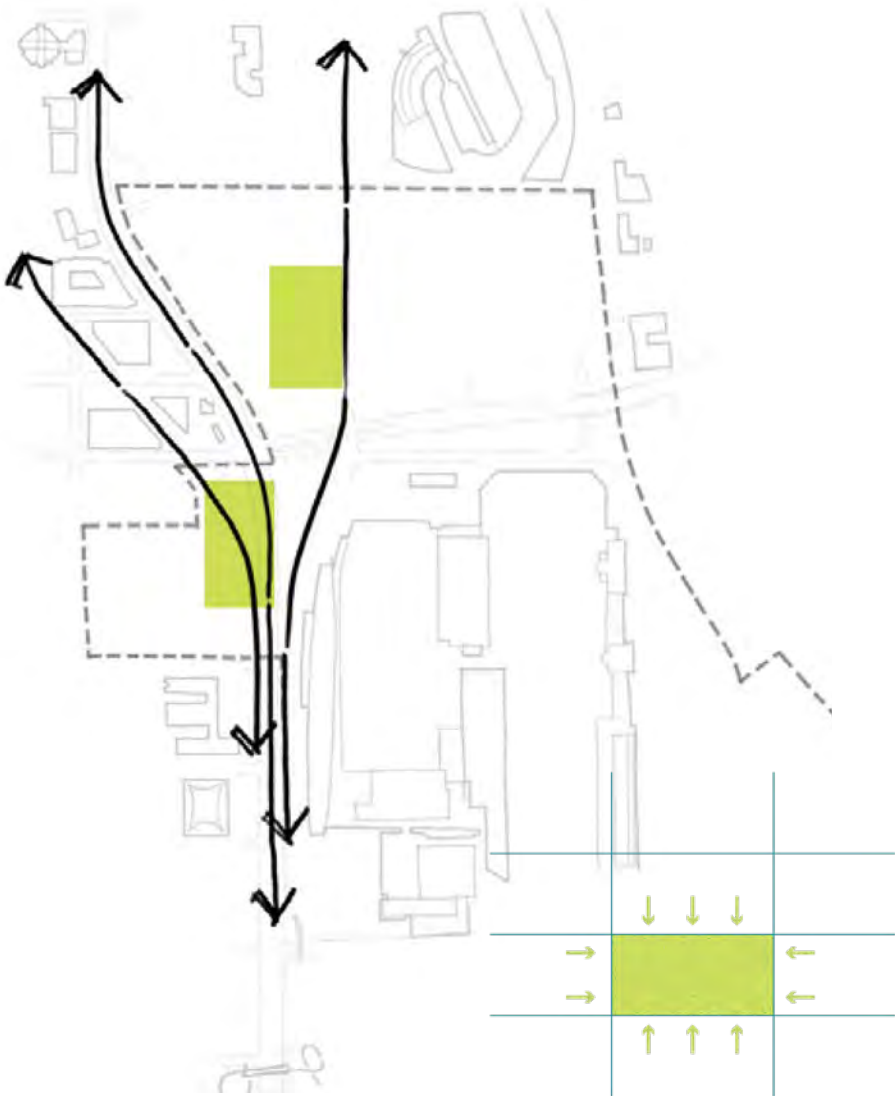
large, collaborative physical model, the team can collectively explore and refine different design options, fostering a shared understanding and facilitating informed decision-making.

The physical model provides a three-dimensional representation of the project site and its surroundings, enabling the team to study the context and relationships between the proposed design and the existing environment. This contextual analysis helps assess the impact of the project on the surrounding neighborhood and ensures that the design is sensitive to the scale and character of the area.



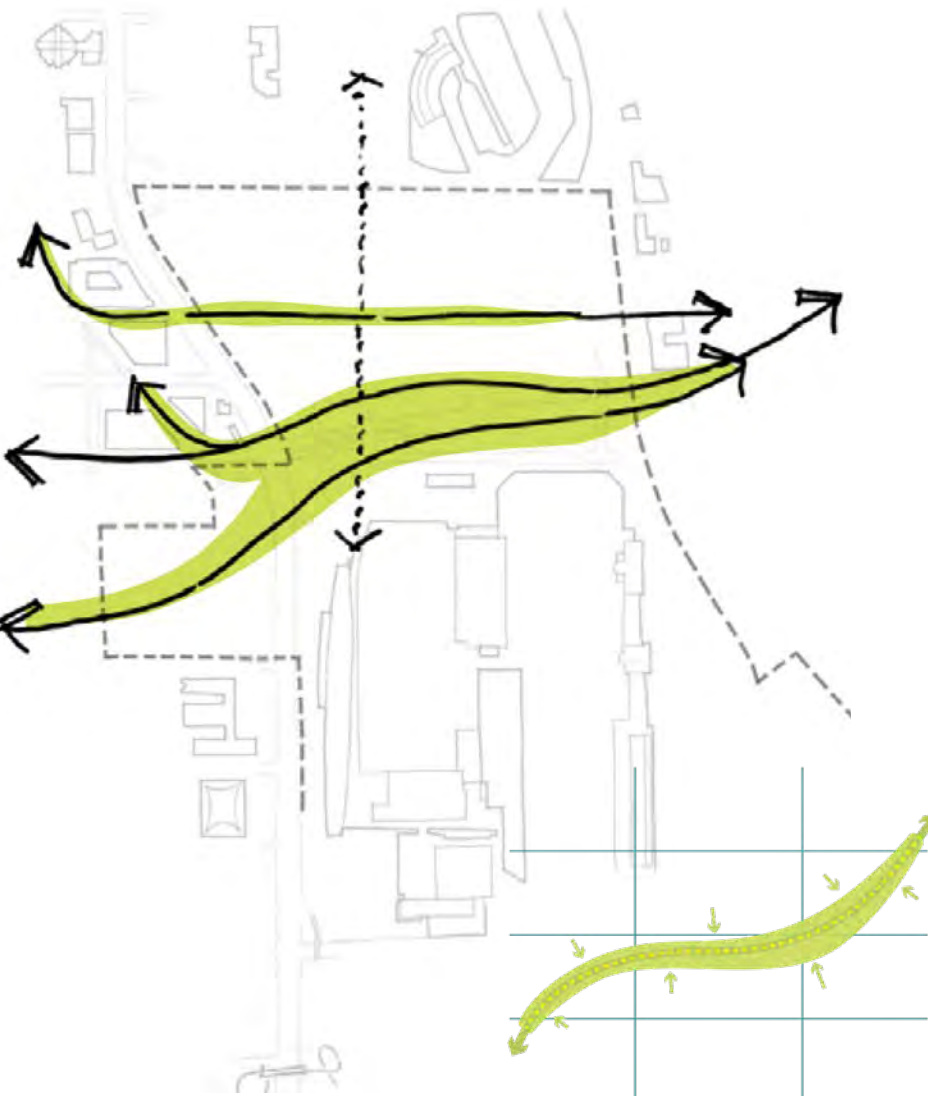
SNAPSHOT OF THREE OPTIONS

ECONOMIC EDGE



- campus-like feel
- movement hierarchy flows north - south
- strong frontage along Northside
- hybrid edge conditions
- connect over Northside
- marshalling most preserved
- "branch"

CREATIVE CLUSTERS



- green setbacks from traffic
- movement hierarchy flows east - west
- flexible superblocks
- strong tie into Beltline
- connect over Ivan Allen
- marshalling Yard most efficient
- "sweep"

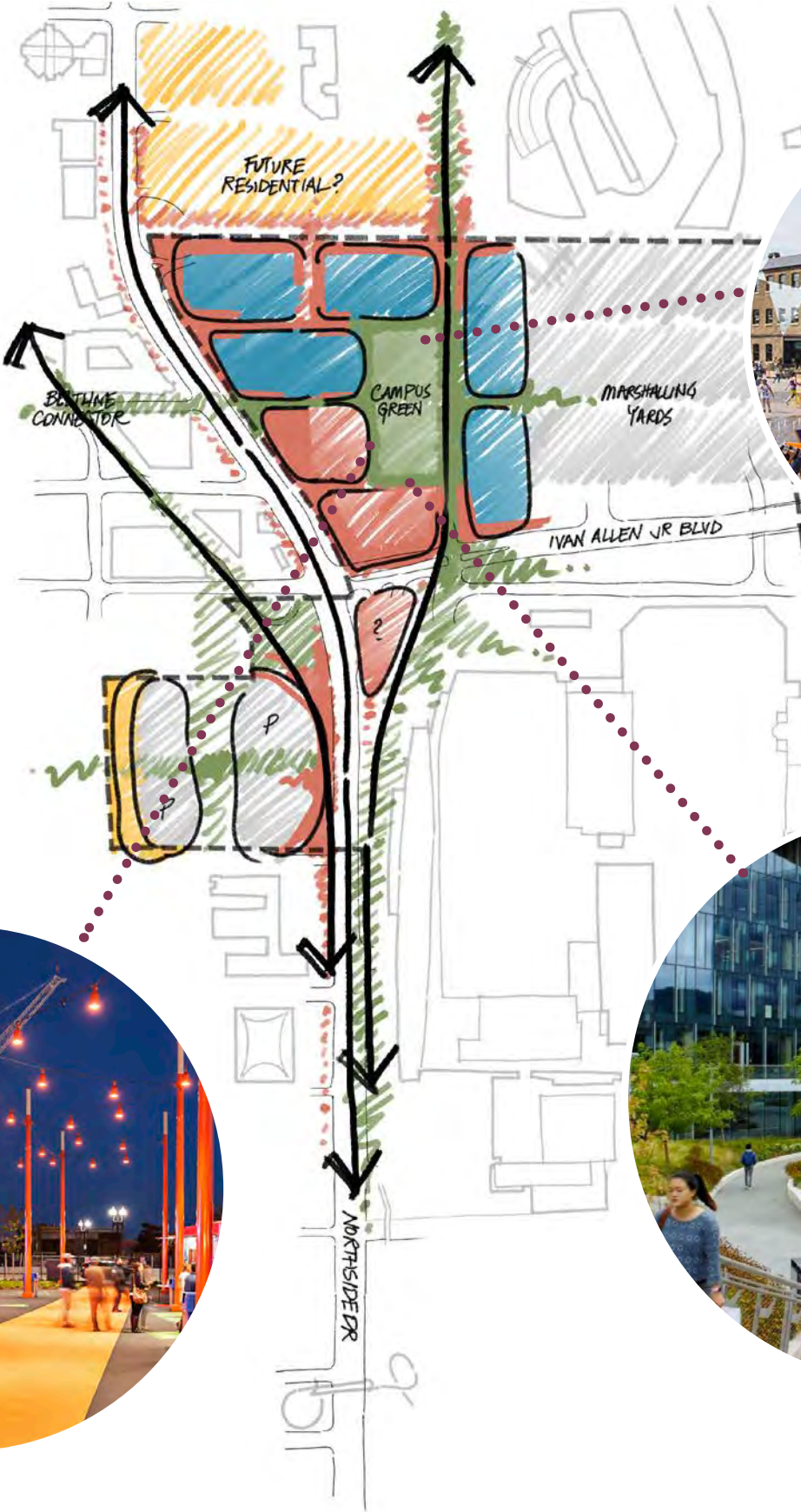
DEFINED DISTRICT



- integrate with urban grid
- dense blocks
- strong street frontage along Northside and IA
- connect over Ivan Allen and Northside
- marshalling Yard most integrated
- all lots share similar density and character
- "crossroads"

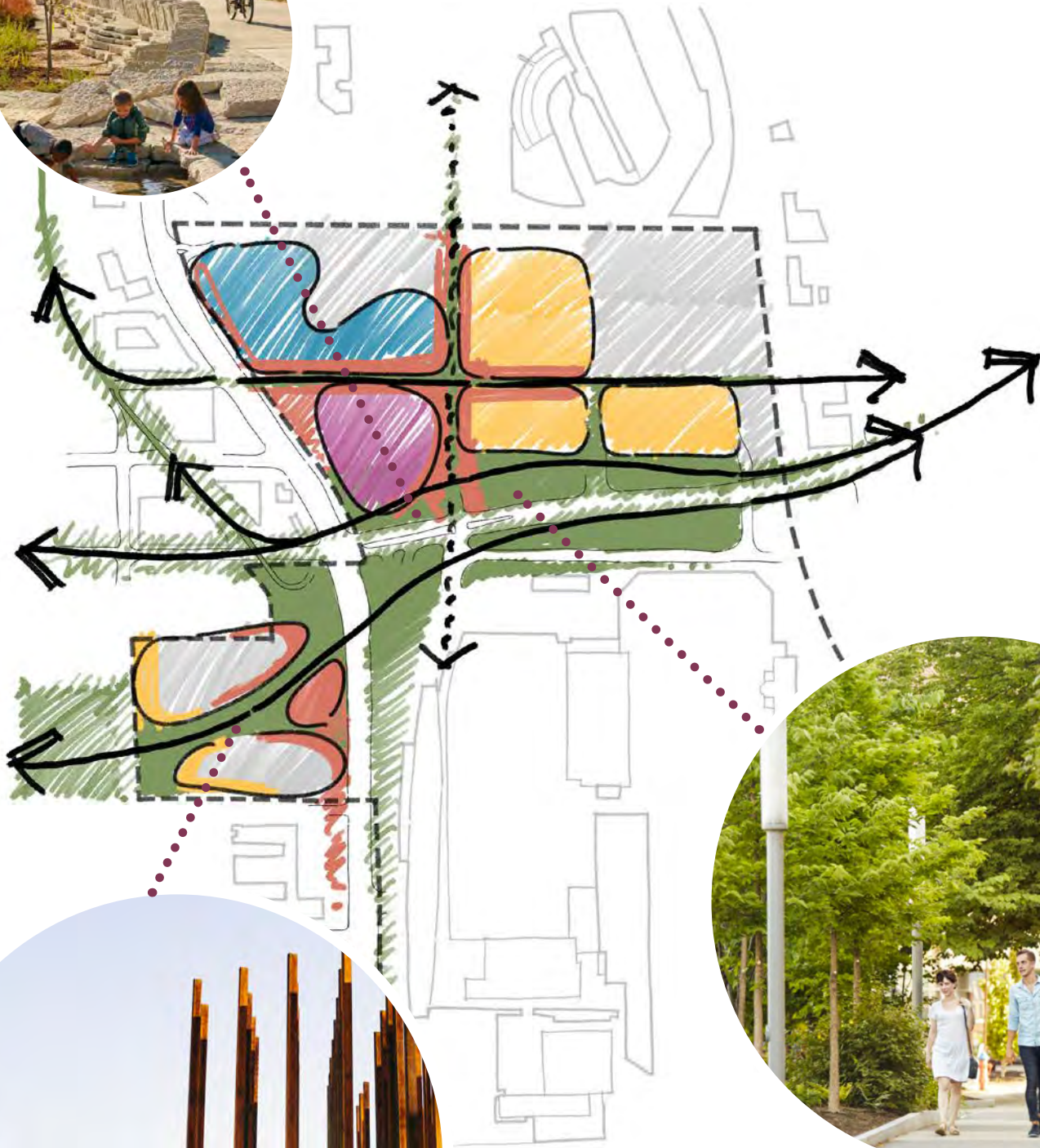
EXPLORATION 01
Economic Edge
 Layout

- campus-like feel
- movement hierarchy flows north - south
- strong frontage along Northside
- hybrid edge conditions
- connect over Northside
- marshallng most preserved
- "branch"



EXPLORATION 02
Creative Clusters
 Layout

- green setbacks from traffic
- movement hierarchy flows east - west
- flexible superblocks
- strong tie into Beltline
- connect over Ivan Allen
- marshaling yards most efficient
- "sweep"

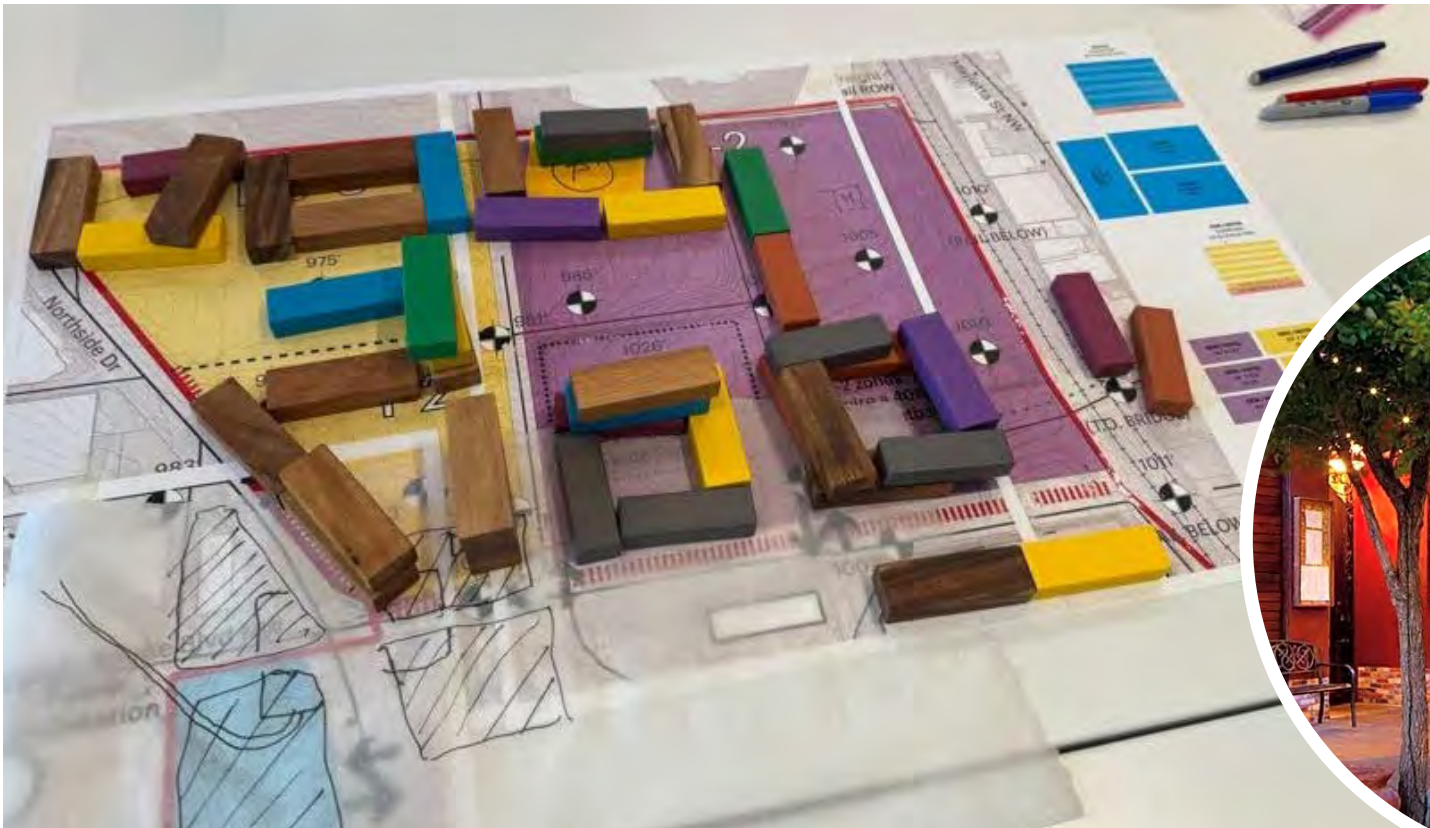
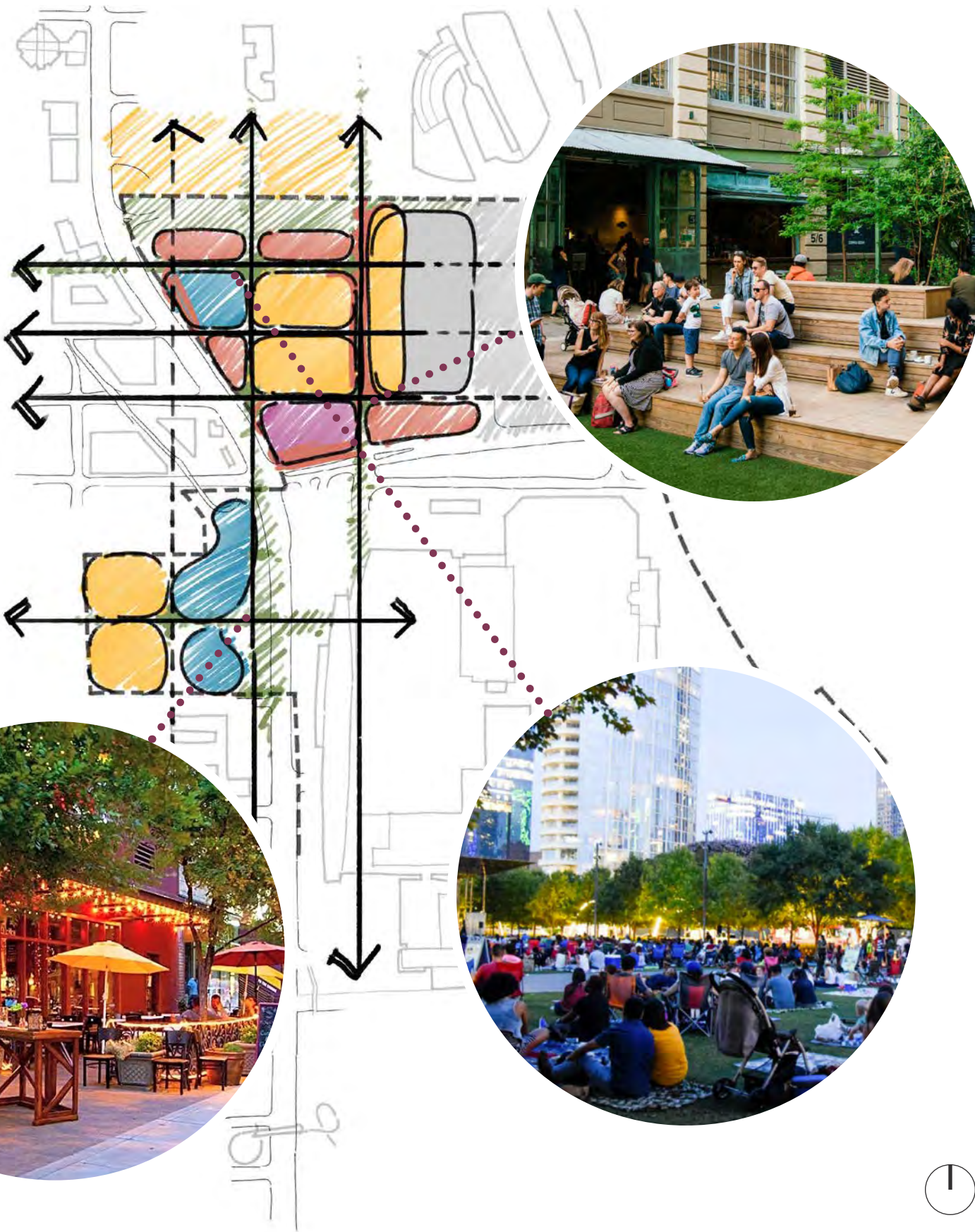


EXPLORATION 03

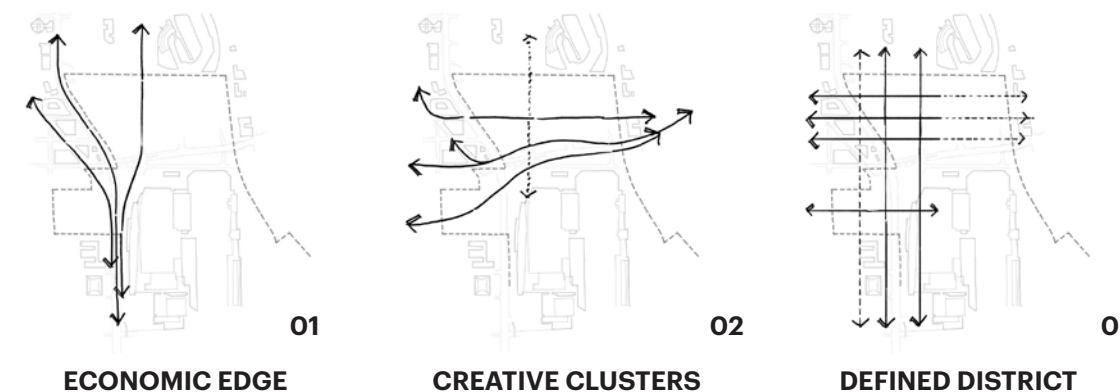
Defined District

Layout

- integrate with urban grid
- dense blocks
- strong street frontage along Northside and IA
- connect over Ivan Allen and Northside
- marshalling yards most integrated
- all lots share similar density and character
- "crossroads"



Performance of Options



RESEARCH QUESTIONS	METRIC	PERFORMANCE		
		+ TOP / > AVERAGE / - LOW		
<i>Identity</i>				
Will people remember their experience in a unique way? Does it reflect a connection to the earth and region? Does it have a strong sense of place that is GLOCAL?	Represents the city, is unique, and acts as a landmark.	>	+	-
	Brings locals and visitors to the site, creating diverse levels of interactions and experiences within the community.	>	+	>
	Acts as a "go to" place.	>	+	>
<i>Community</i>				
Does the design make ALL people (personas) feel like they belong? Does it connect people to Georgia? Does it support health and well-being? Does it support a range of human activity and diets? Does the design reflect the links of the community to the region? Does the place connect to the larger fabric of the neighborhood and the city? Does it connect north-South, central, and East-West?	Increases the number of visitors during any time of the day and week.	>	+	>
	Ensures accessibility for every type of occupant, promoting inclusivity in the design.	-	+	>
	Improves levels of safety and security.	>	-	+
	Integrates connectivity between the North-South and East-West of the site, connecting to other nearby facilities and institutions as well with the Beltline.	>	>	+
<i>Economy</i>				
Do people have an experience that makes them spend more and come back? Does the design create economic opportunities for the region? Does the master plan offset the seasonal highs/lows of conference season? Does the design use natural resources effectively and strive to be net positive? Does the layout provide high efficiency and low waste in operations?	Creates value for the Georgia World Congress Center, and keeps its economic value consistent during different seasons.	-	+	>
	Supports local economy and provides new sources of economic development and job opportunities.	+	+	+
	Provides a variety of housing with different types of density, typology, form, and affordability.	-	-	-
<i>Sustainability</i>				
Does the design support environmental stewardship in its users/ inhabitants? Does the design protect the earth and give back where it can Does the place reflect a close relationship to nature? Does it integrate green infrastructure? Does it integrate with the Beltline?	Contains green infrastructure, on-site renewable energy, and biodiversity enhancements.	>	+	>
	Reduces waste generation, manages waste logistics efficiently, and promotes waste circularity (reduce, reuse, recycle, remove)	-	-	>
	Supports traffic emissions reductions and air quality improvement.	>	+	>
<i>Walkability</i>				
Is the neighborhood safe to be in and easy to get around at all times of the day for all people? Does the design connect inside and outside, man-made and natural? Does the master plan reflect a neighborhood that reflects walkability and connectivity between all levels of mobility? Does the place support a robust open space network?	Improves pedestrian experience by providing comfort, accessibility, safety, and clear circulation.	>	>	+
	Includes different types of public transportations systems connecting to surrounding areas.	+	+	+
	Creates an easy vehicular arrival experience, and contains parking areas (kept at minimum)	+	>	-
	Incorporates Pick-up and Drop-off areas for rideshare experiences.	+	+	>

EXPLORATION CHARRETTES



GWCC December Charrette [below]



GWCC November Charrette [above]

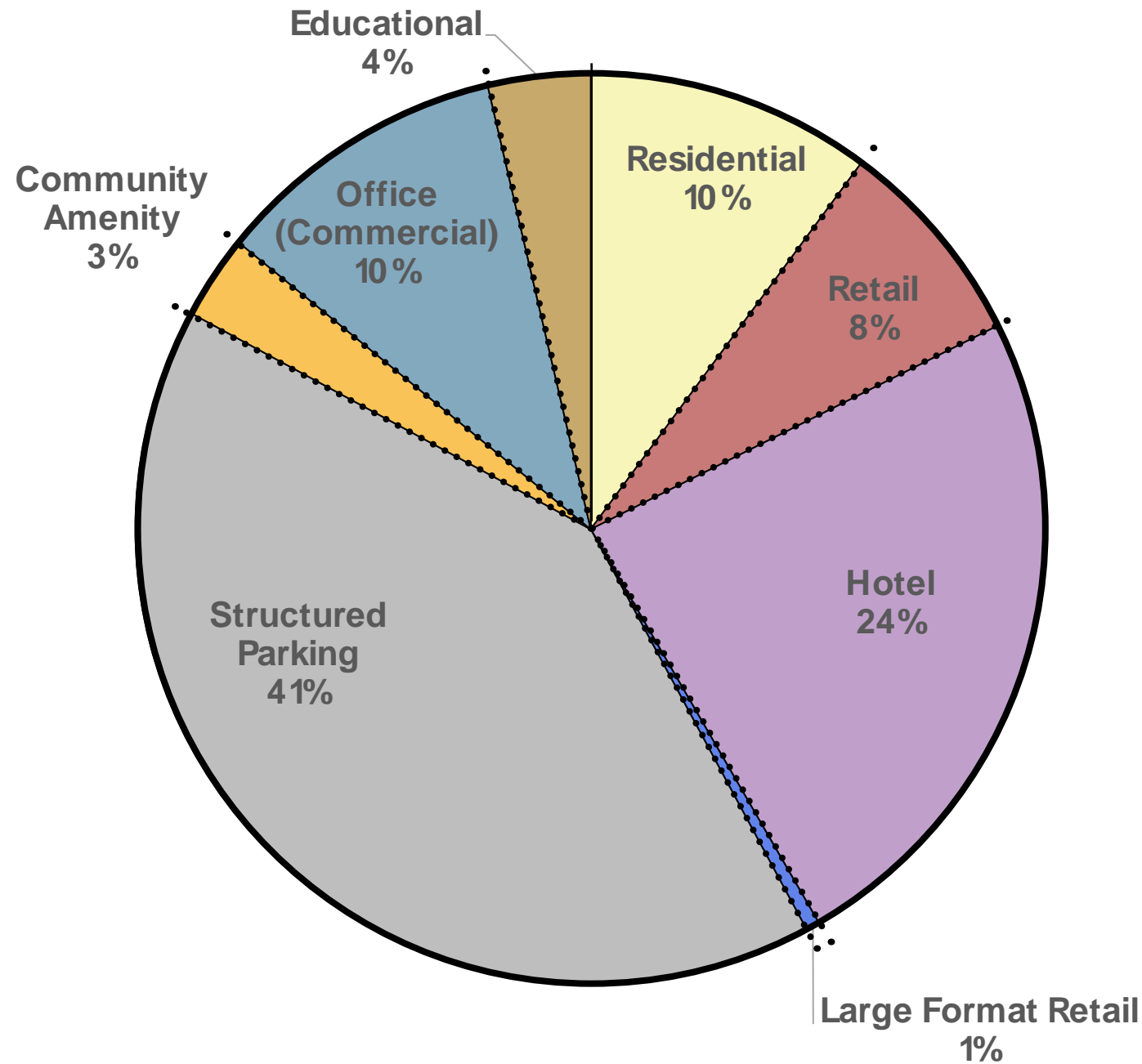


PROGRAM MIX

Spaces specific to Atlanta and the state of Georgia allow GWCC to capitalize on what it means to be for and part of the local and global community.

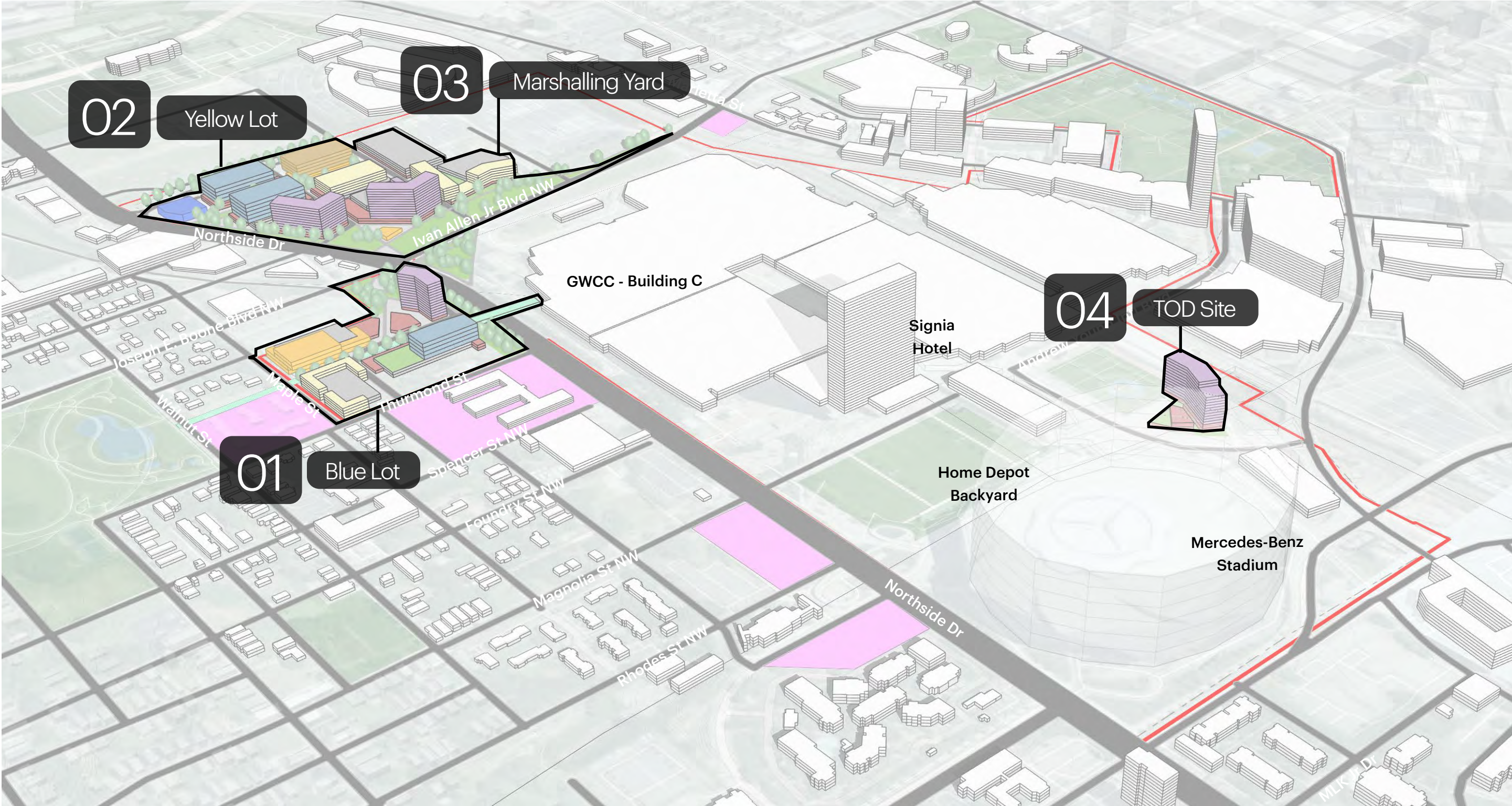
The master plan considers opportunities for diversifying a mix of uses on development sites, thereby increasing access to food & beverage options as well as providing space for entrepreneurs, training, and Junior Achievement.

Small-Mid Conference Center w/ Guest Suites Hotel
Hotel (350-500 rooms) + some cafe/retail
20 (?) Conference (Presentation+Small Exhibit+Breakout) Rooms
Commercial Kitchen Services with Ghost Kitchen and front facing services
Food & Beverage Retail
1500-3500sf spaces
Other Retail
Modules of 1500sf spaces
Entrepreneurship space
The Georgia on My Mind Experience
IMAX or 4-D Theatre
Iconic sculpture, water feature, interactive plaza
Gift shop - Georgia Merch
Training & Education
Junior Achievement
Catalyst Center for Entrepreneurs
Creative Office Space
Georgia Careers - Endless Possibilities
Teacher Training
High Economic Need Job Training Ctr. (Top 7 GA Jobs)
Well-Being Georgia
Community Amenity
Large Multi-purpose Meeting Room
Small Meeting Room
Office
Kitchenette
Reading Room with connectivity



MASTER PLAN FRAMEWORK

Campus Aerial Perspective - Four Development Areas



Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
-------------	--------	-------	---------------------	--------------------	-------------------	-----------------	-------------

ILLUSTRATIVE MASTER PLAN

This master plan takes design thinking to the next level through weaving together circulation patterns, lush landscapes, inviting paths, expansive open spaces, and the proposed building masses. Ground level program activates otherwise empty parking lots alongside improved pedestrian and bike connectivity. Thoughtful plantings and public space add a nature's vibrancy, while the overall layout prioritizes both functionality and aesthetics to capitalize on the goals of the campus.

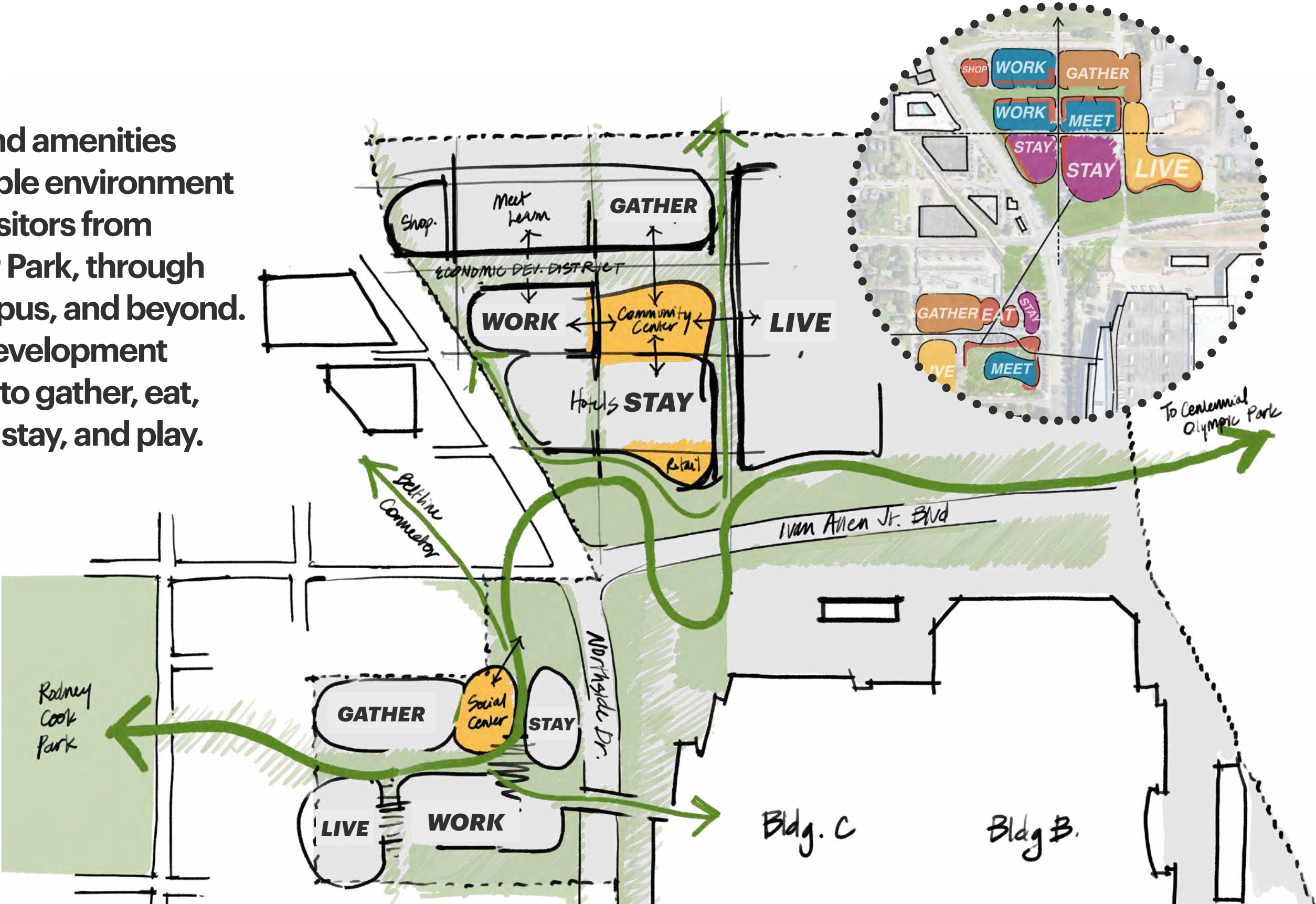
Legend

- A - Townhomes
- B - Community Center/Gathering Space
- C - GWCC Meeting Spaces, VR/AR Immersive
- D - Outdoor Food Hall
- E - Mid-Range Hotels, Bridge Connection
- F - Convenience & Groceries
- G - Entrepreneurship/Creative Offices
- H - Classrooms/Training Spaces
- J - Entrepreneurship/Creative Offices
- K - Classrooms/Training Spaces
- L - District Parking with Retail Liner
- M - Mid-Range Hotels, Georgia Plaza
- N - Mid-Range Hotels, Georgia Plaza
- P - Multifamily Apartments, District Parking



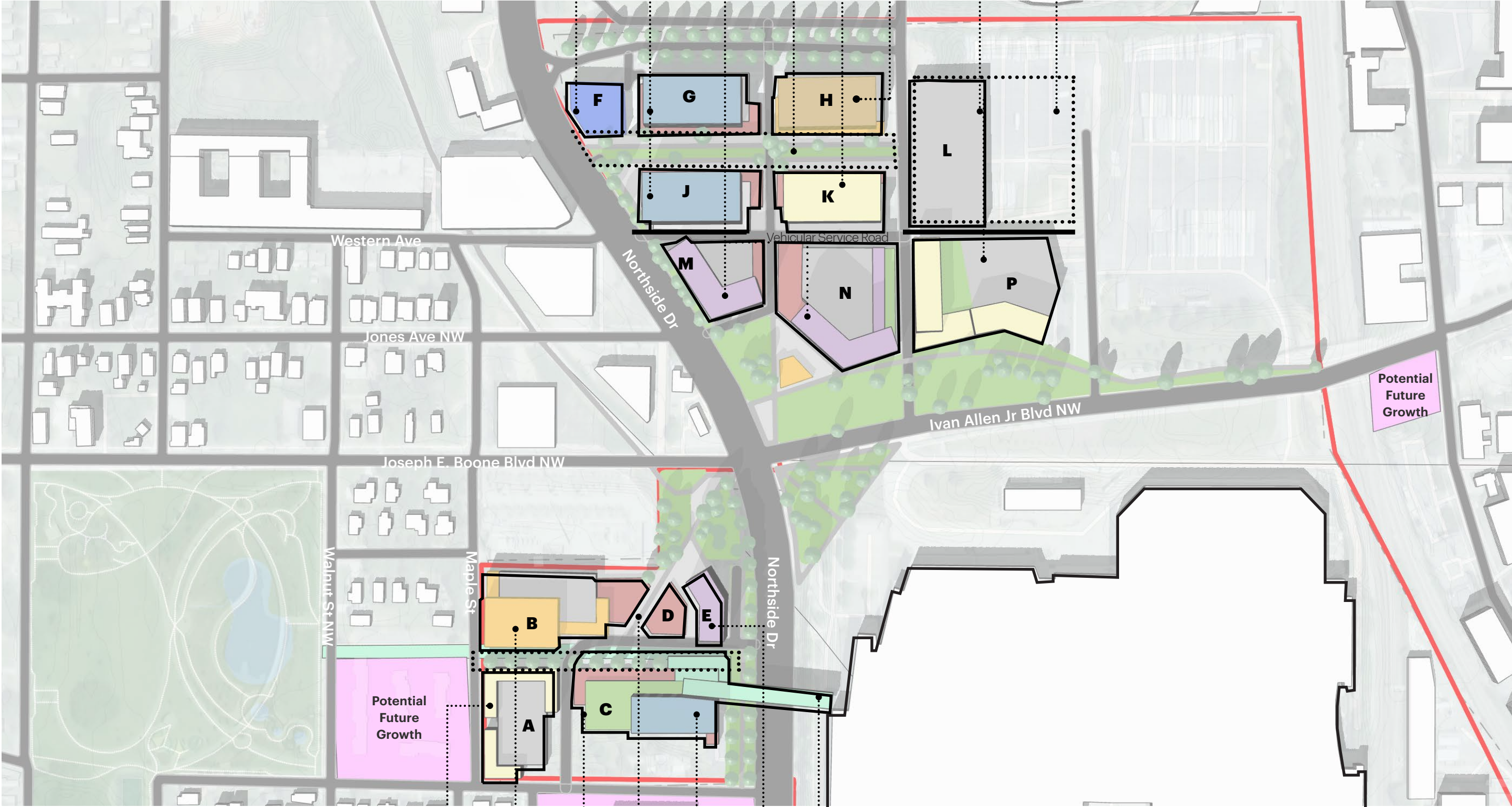
PROGRAM DISTRIBUTION

Public spaces and amenities support a walkable environment that connects visitors from Rodney Cook Sr Park, through the GWCC Campus, and beyond. New adjacent development provides places to gather, eat, work, shop, live, stay, and play.



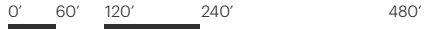
MASTER PLAN FRAMEWORK

Blue Lot & Yellow Lot



Convenience & Groceries
 Entrepreneurship, Creative Offices
 Mid-Range Hotels, Georgia Plaza
 Pedestrian Mall
 Residential, Retail
 Classroom / Training Spaces
 District Parking, Liner Retail
 Support for Marshalling Yard

Townhomes
 Community Center/ Gathering Space
 GWCC Parking
 Outdoor Food Hall
 GWCC Meeting Spaces, VR/AR Immersive
 Mid-Range Hotels, Bridge Connection
 Pedestrian Bridge

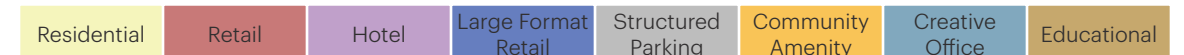
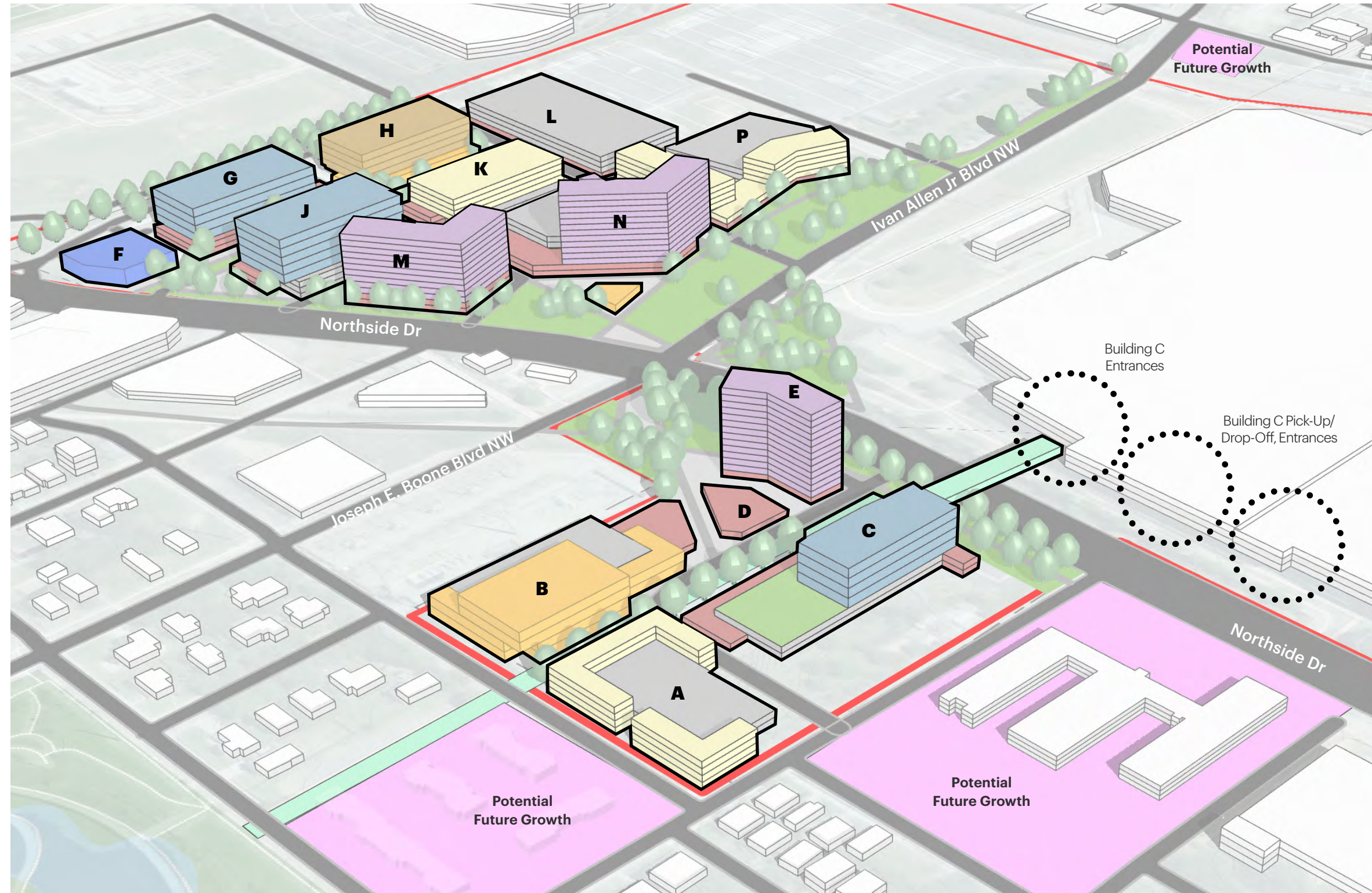


MASTER PLAN FRAMEWORK

Building Program Mix

Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
A	50,000				103,125				153,125
B					84,375	125,000			209,375
C		65,000			150,000		65,000		280,000
D		20,000							20,000
E		10,000	100,000						110,000
Totals	50,000	95,000	100,000		337,500	125,000	65,000		772,500

Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
F				15,000					15,000
G		24,000	185,000		84,375				292,375
H					112,500		135,000		247,500
J		24,000			84,375		130,000		238,375
K		18,000			56,520		115,000		189,520
L					375,000				375,000
M		23,000	185,000		84,375				292,375
N		185,000	245,000		131,250				424,250
P	425,000	185,000			281,250				891,250
Totals	425,000	459,000	615,000	15,000	1.2M		380,000	70,000	2.95M

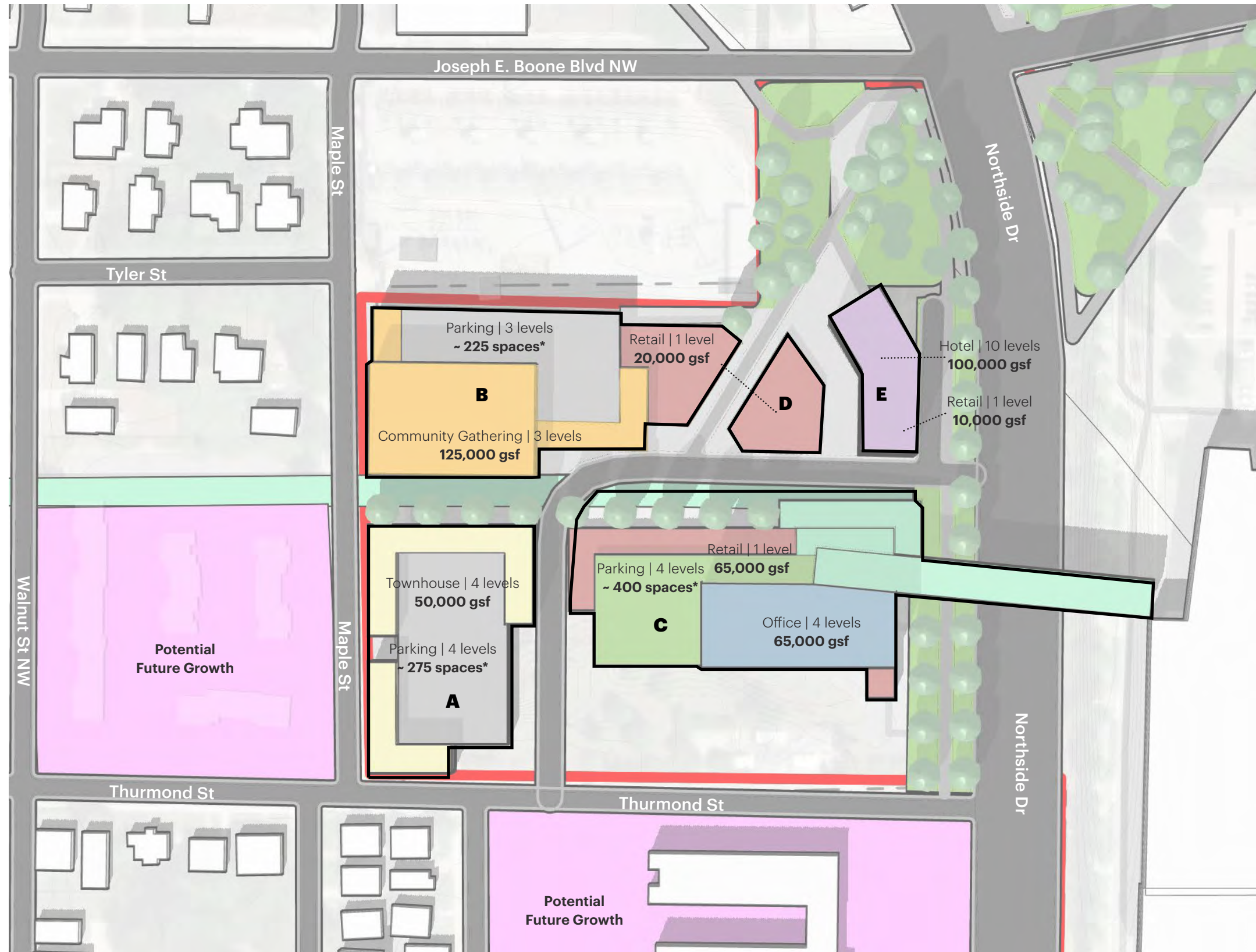


BLUE LOT FRAMEWORK

Plan

A connecting bridge to a mix of uses anchors the blue lot and increases access to F&B options, future digital conference space, and hotel.

A mix of uses strategically positioned directly adjacent to Building C allows closer conveniences to the campus. With a pedestrian bridge that connects to the pick-up drop-off area of Building C, users can access a terraced public space and have direct connections to a future expansion and hotel, along with ground level activation F&B options.



Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
A	50,000				103,125				153,125
B					84,375	125,000			209,375
C		65,000			150,000		65,000		280,000
D		20,000							20,000
E		10,000	100,000						110,000
Totals	50,000	95,000	100,000		337,500	125,000	65,000		772,500

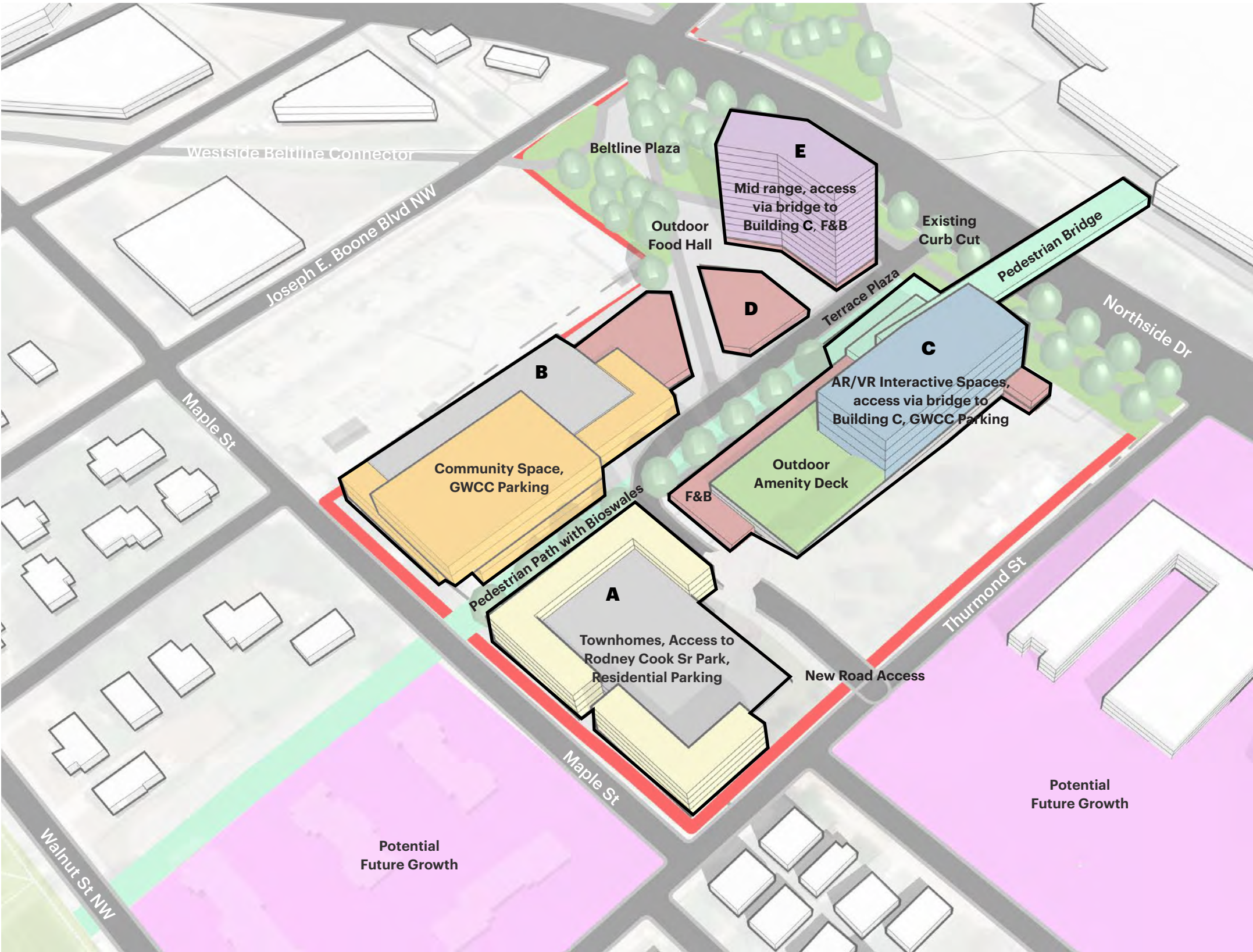
* Parking counts estimated at 375 sf / space.



BLUE LOT FRAMEWORK

Aerial Perspective

The master plan layout for the blue lot incorporates a community gathering space that can host events such as farmer’s markets, networking expos, and movie nights. A pedestrian path that connects to the terrace plaza incorporates stormwater features and can be used as an educational tool towards performative infrastructure. Townhomes that front Maple Street transition to the single family neighborhood.



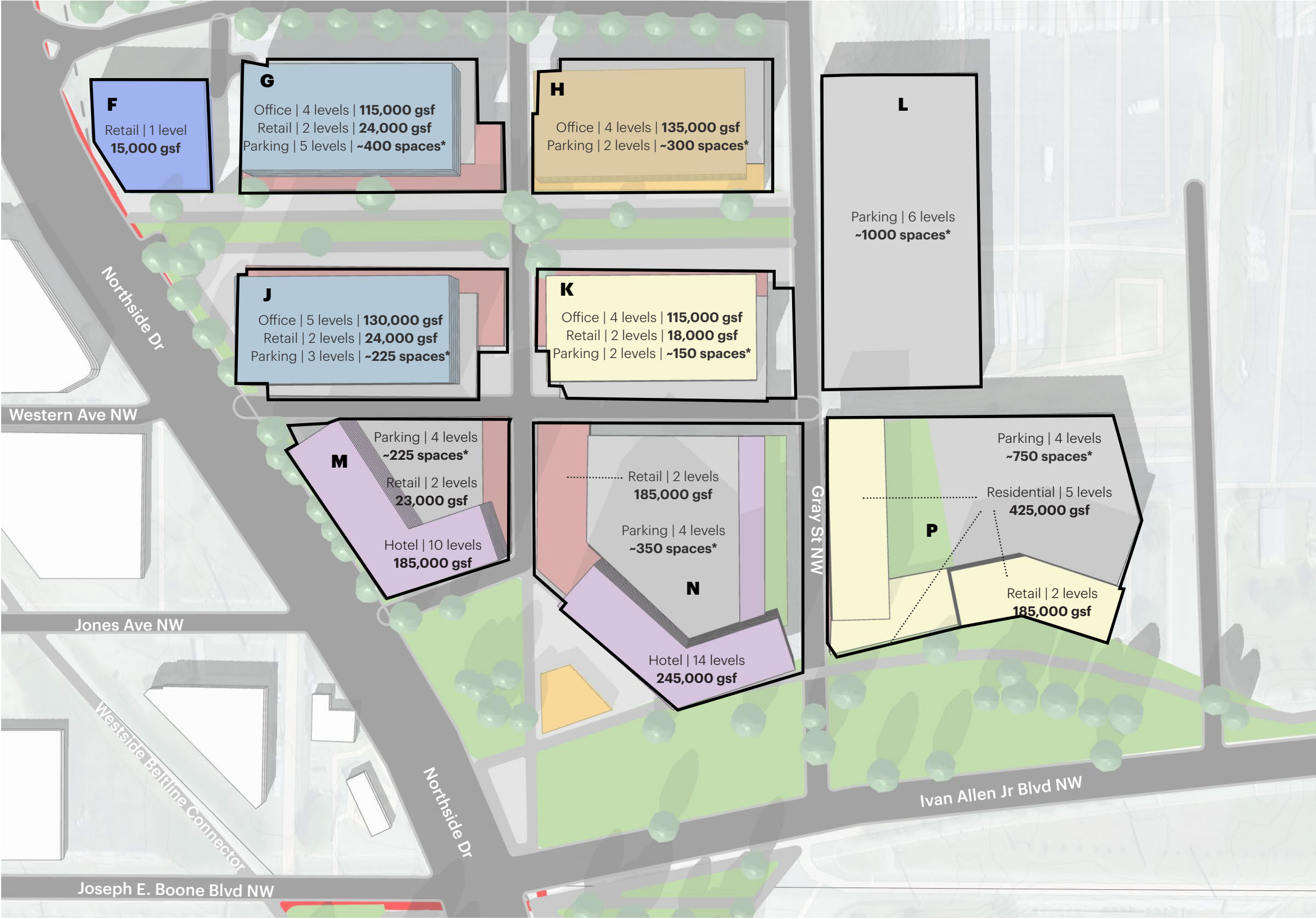
Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Office	Educational	
A	50,000				103,125				153,125
B					84,375	125,000			209,375
C		65,000			150,000		65,000		280,000
D		20,000							20,000
E		10,000	100,000						110,000
Totals	50,000	95,000	100,000		337,500	125,000	65,000		772,500

* Parking counts estimated at 375 sf / space.

YELLOW LOT & MARSHALLING YARD FRAMEWORK

Plan

The layout of the yellow lot is enhance density through a mix of uses, developable blocks, a hierarchy of programmed public spaces, and clear integration with Ivan Allen and Northside Dr through using existing curb cuts. Density is focused within two signature hotels that meet the plaza intersection of Northside Dr and Ivan Allen, which focuses on being all about Georgia.



Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
F				15,000					15,000
G		24,000	185,000		84,375				292,375
H					112,500		135,000		247,500
J		24,000			84,375		130,000		238,375
K		18,000			56,520		115,000		189,520
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M		23,000	185,000		84,375				292,375
N		185,000	245,000		131,250				424,250
P	425,000	185,000			281,250				891,250
Totals	425,000	459,000	615,000	15,000	1.2M		380,000	70,000	2.95M

* Parking counts estimated at 375 sf / space.

YELLOW LOT & MARSHALLING YARD FRAMEWORK

Aerial Perspective

The yellow lot uses the existing curb cuts as organizing elements and offers developable blocks that can be phased to accomplish the near and future goals of GWCC. A dedicated pedestrian & bike path fronting Ivan Allen creates safe, direct connectivity from Northside Dr and Marietta St, while offices catered toward Georgia economic development create synergy with GWCC events.



Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
F				15,000					15,000
G		24,000	185,000		84,375				292,375
H					112,500		135,000		247,500
J		24,000			84,375		130,000		238,375
K		18,000			56,520		115,000		189,520
L					375,000				375,000
M		23,000	185,000		84,375				292,375
N		185,000	245,000		131,250				424,250
P	425,000	185,000			281,250				891,250
Totals	425,000	459,000	615,000	15,000	1.2M		380,000	70,000	2.95M

* Parking counts estimated at 375 sf / space.

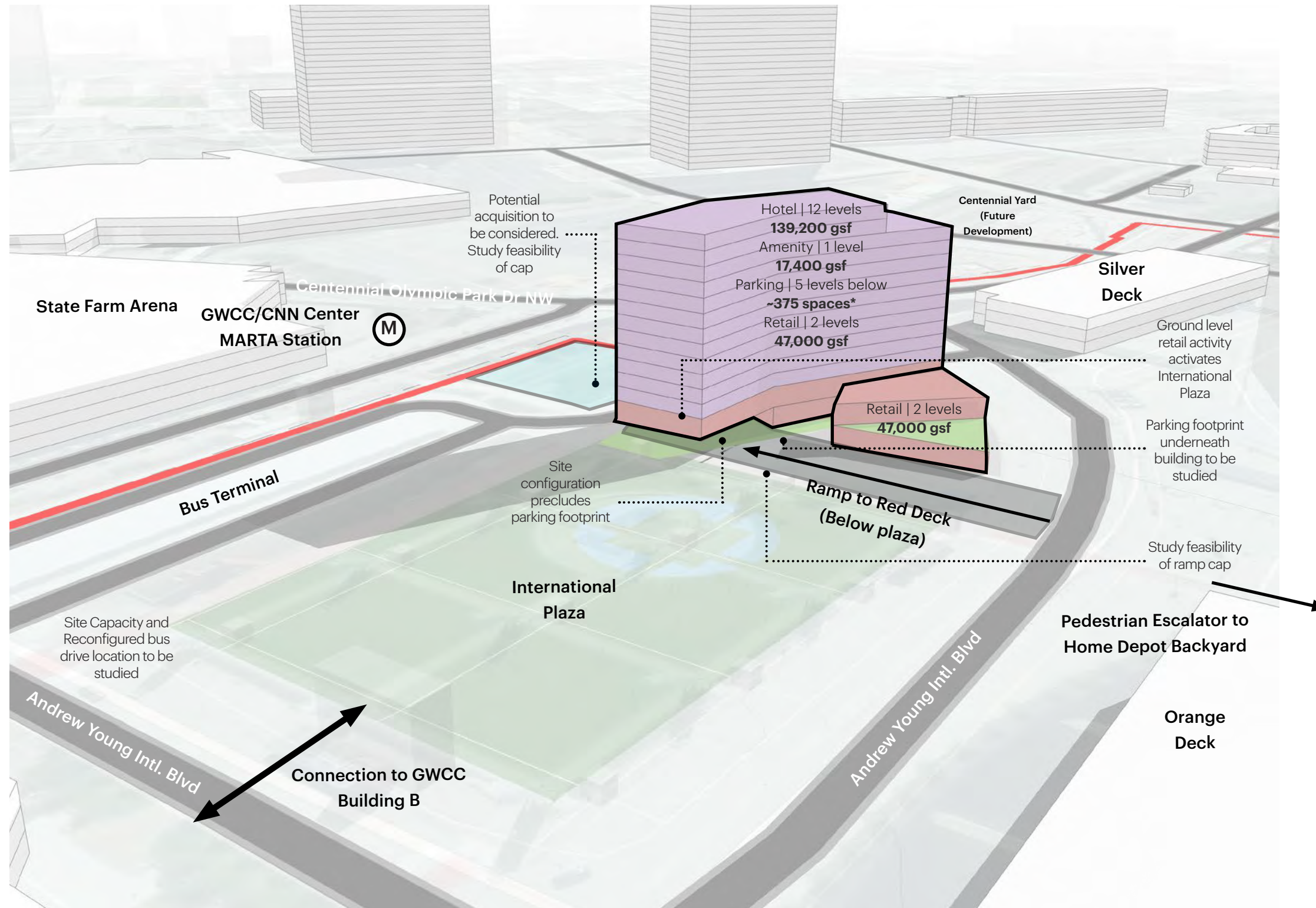


TOD SITE - CONCEPTUAL FRAMEWORK

Aerial Perspective

Two levels of signature F&B spaces anchor the development, which are in close proximity to everything on the campus.

Ground level F&B options activate Andrew Young International Boulevard and have the capacity to serve GWCC users as well as those who are visiting for events at Mercedes-Benz Stadium or State Farm Arena.



- Residential
- Retail
- Hotel
- Large Format Retail
- Structured Parking
- Community Amenity
- Creative Office
- Educational

RE-IMAGINING BLUE & YELLOW LOTS

The master plan layout for the blue lot incorporates a community gathering space that can host events such as farmer’s markets, outdoor gatherings and other events supporting ongoing programming at GWCC. A pedestrian path that connects to the terrace plaza incorporates stormwater features and can also be used as an educational tool. Townhomes that front Maple Street transition to the single family neighborhood and connect to Rodney Cook Sr Park.

The Yellow Lot uses the existing urban fabric as organizing elements for the developable blocks and public realm. A large linear greenway and dedicated pedestrian and bike path fronting Ivan Allen Jr Blvd. creates safe, direct connectivity from Northside Drive and Marietta St. Strategies for these new developments include the following:

1. Improve arrival experience at Gateway Plaza and activate existing public realm at Building C’s north entrance
2. Provide safe access and connectivity across Ivan Allen Boulevard to the Yellow Lot
3. Integrate stormwater landscapes, shared streets and plazas with seating to create a pedestrian friendly environment at the Blue Lot
4. Create a multimodal Linear Greenway along southern edge of the Yellow Lot with recreation and play areas
5. Provide sufficient space to create a Yellow Lot quad to provide spaces of respite and seating for residents and the broader community



ENHANCED STREETSAPES

Northside Drive and Blue Lot
 In addition to a proposed pedestrian bridge, this section shows the ground-level experience at the Blue Lot along Northside Drive, which integrates enhanced planted buffers supporting a robust tree canopy along the streetscape and a larger planted area along the Blue Lot integrating stormwater swales.



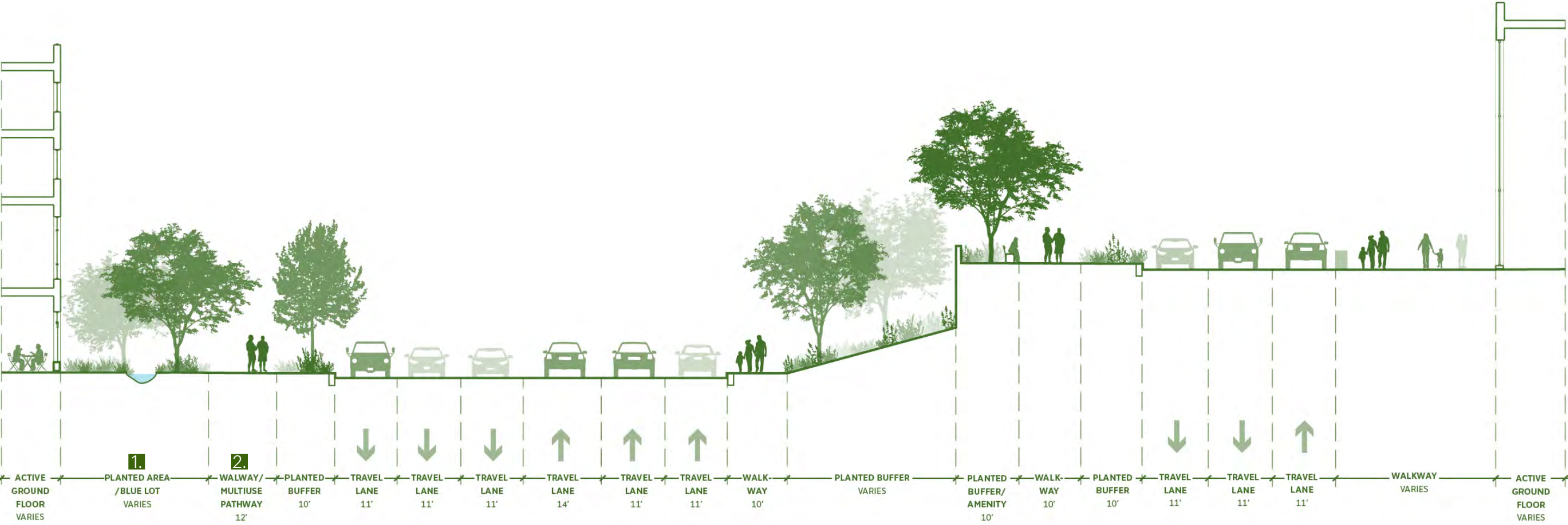
Key Map



Town Branch Commons, Lexington, KY by SCAPE
 Educational water feature



2. Tree-lined Pathway
 Buffalo Niagara Medical Campus, NY by SCAPE

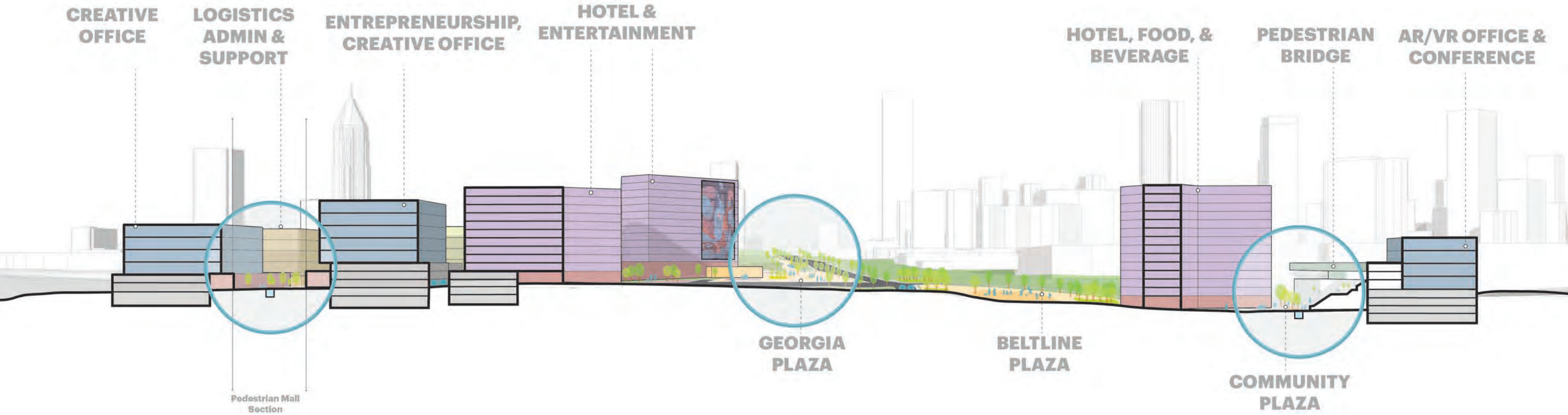


Section - Northside Drive and proposed Blue Lot Development

EXPERIENTIAL VIEWS

Section - Yellow and Blue Lots

KEY PLAN

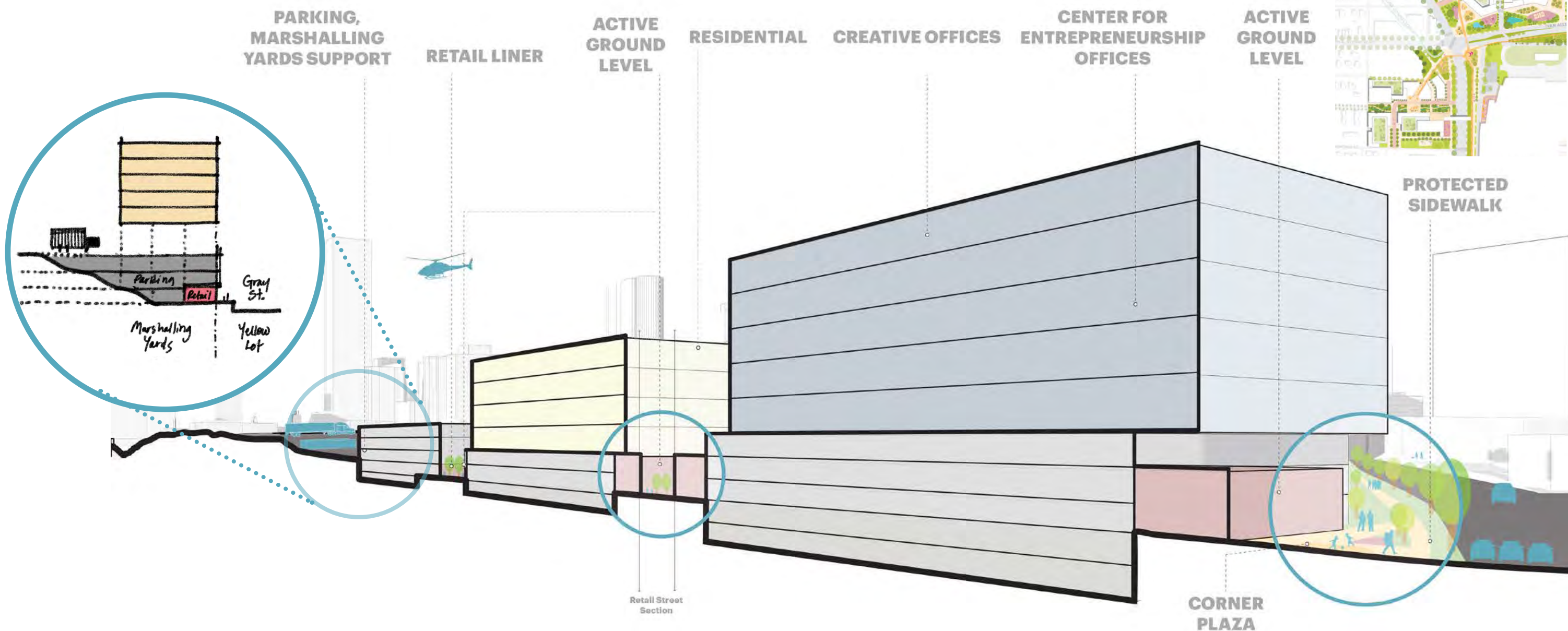


Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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EXPERIENTIAL VIEWS

Section - Economic Development District

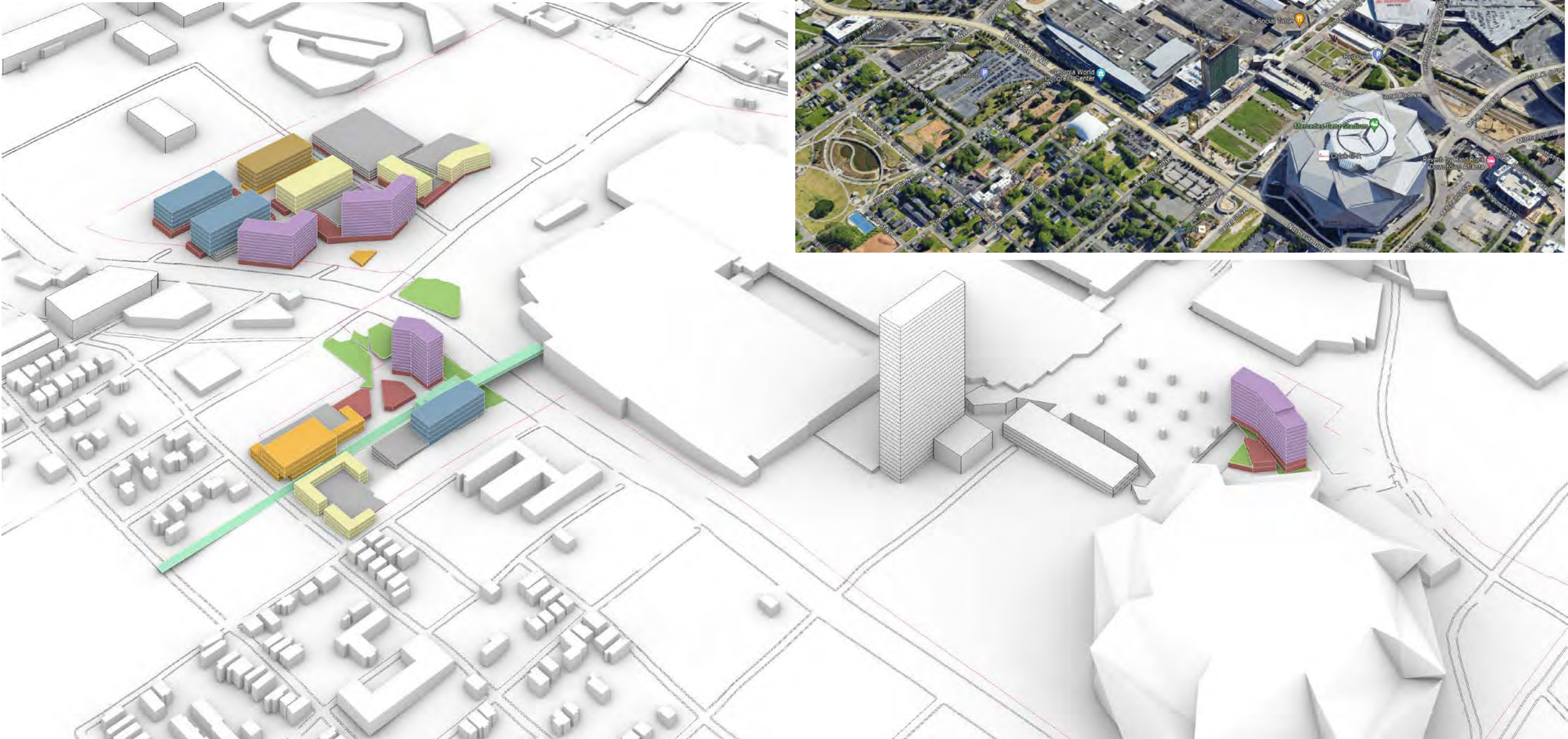
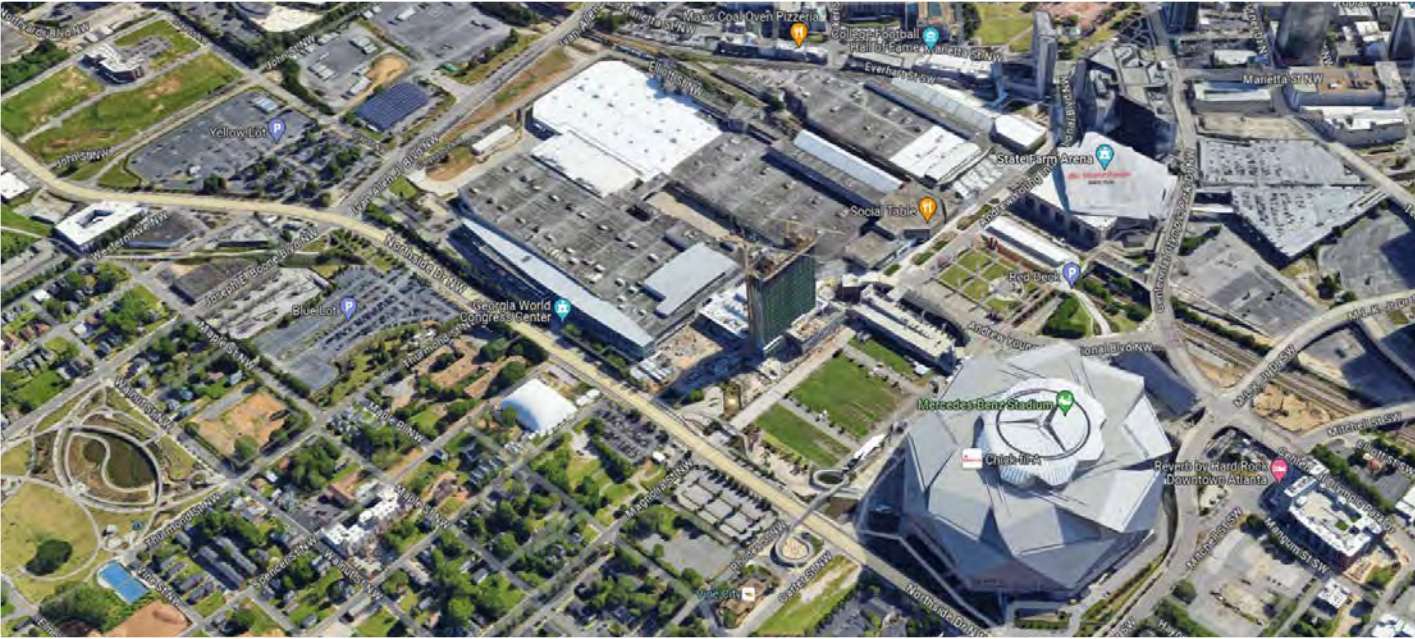
KEY PLAN



Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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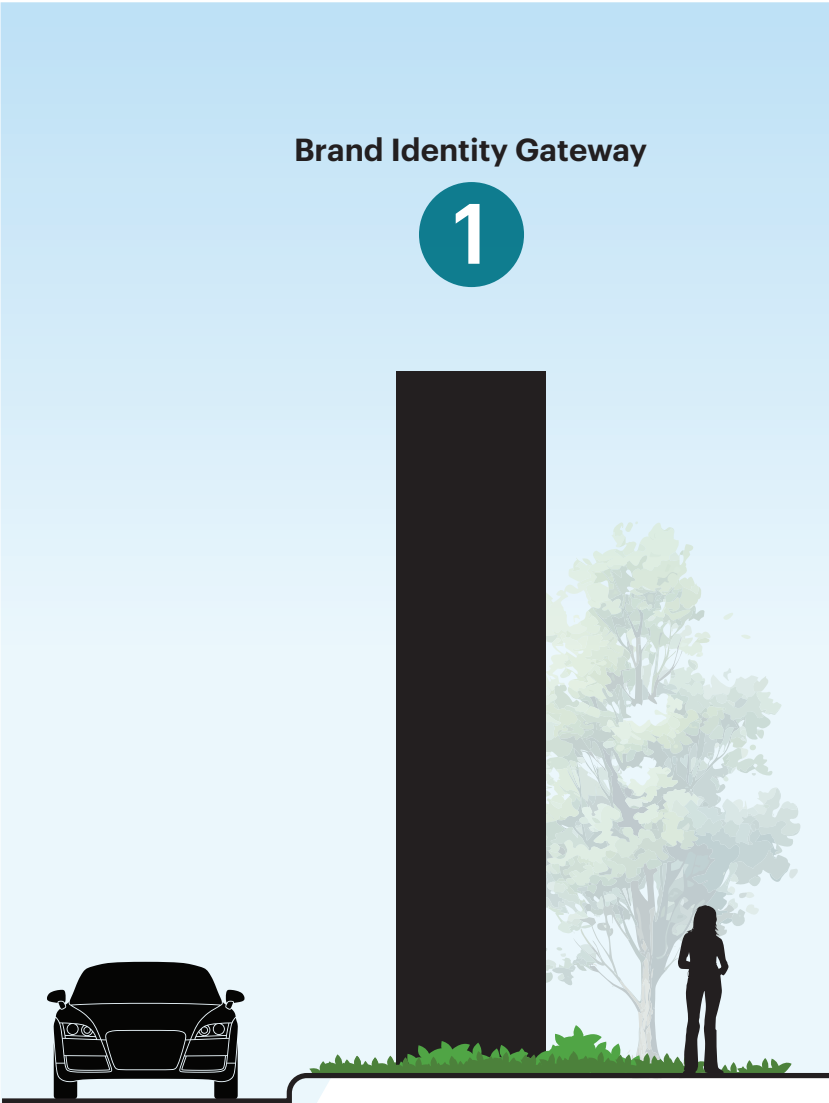
EXPERIENTIAL VIEWS

Overall Before & After

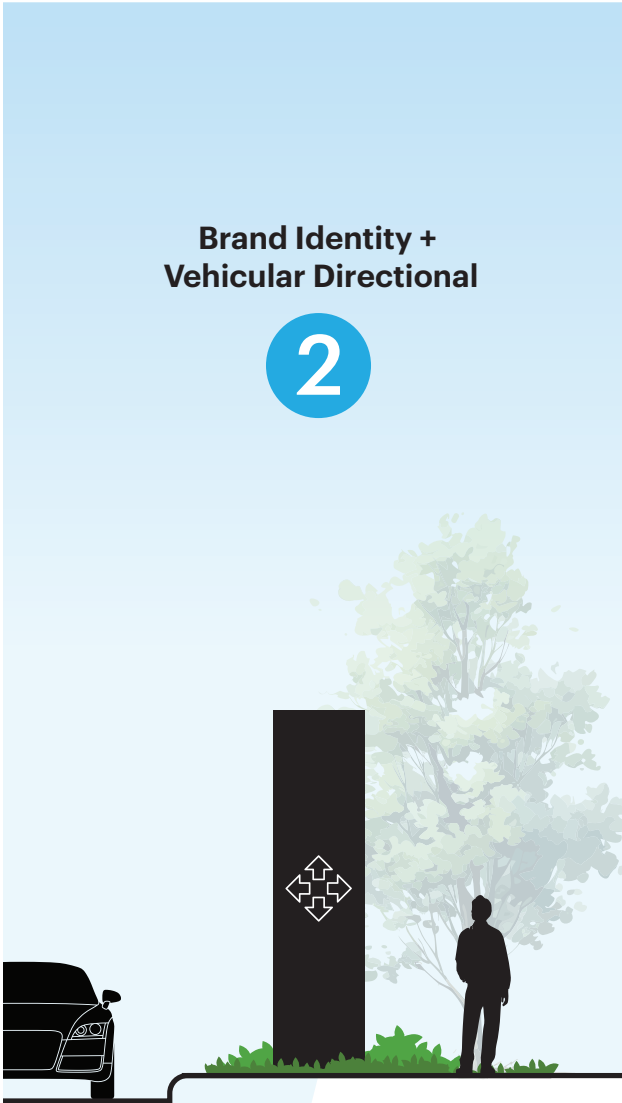


- Residential
- Retail
- Hotel
- Large Format Retail
- Structured Parking
- Community Amenity
- Creative Office
- Educational

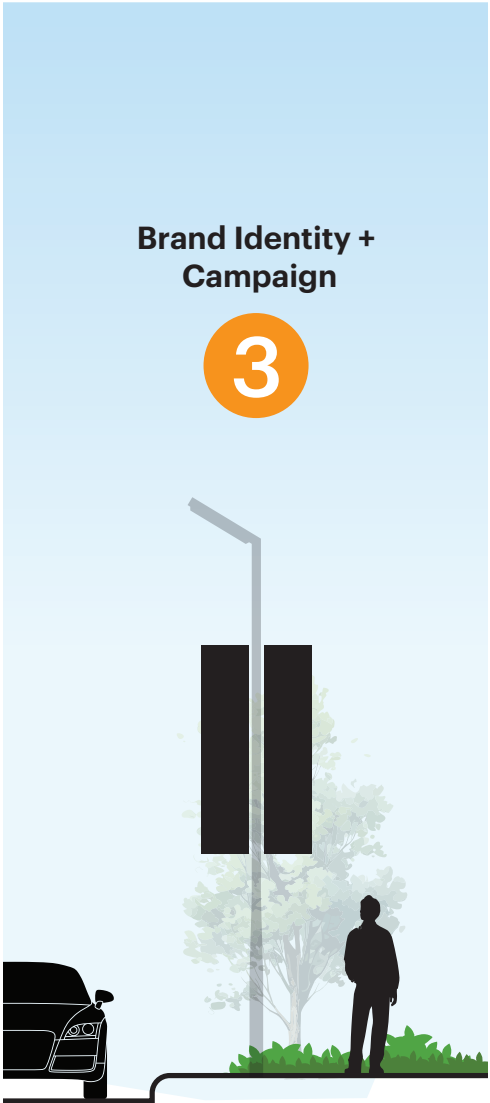
Diagram - Placemaking Hierarchy *Scale, form, color, contrast, typography to be developed



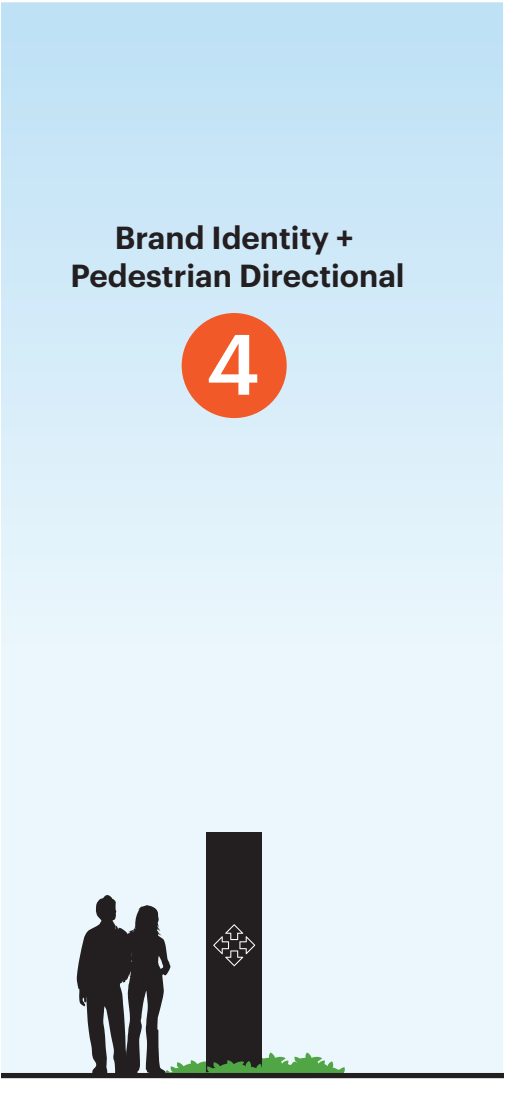
Distinct, branded primary campus boundary markers.



Branded Vehicular directional signage



Campus pageantry for events and advertising



Branded pedestrian directional signs and campus maps

EXPERIENTIAL VIEWS

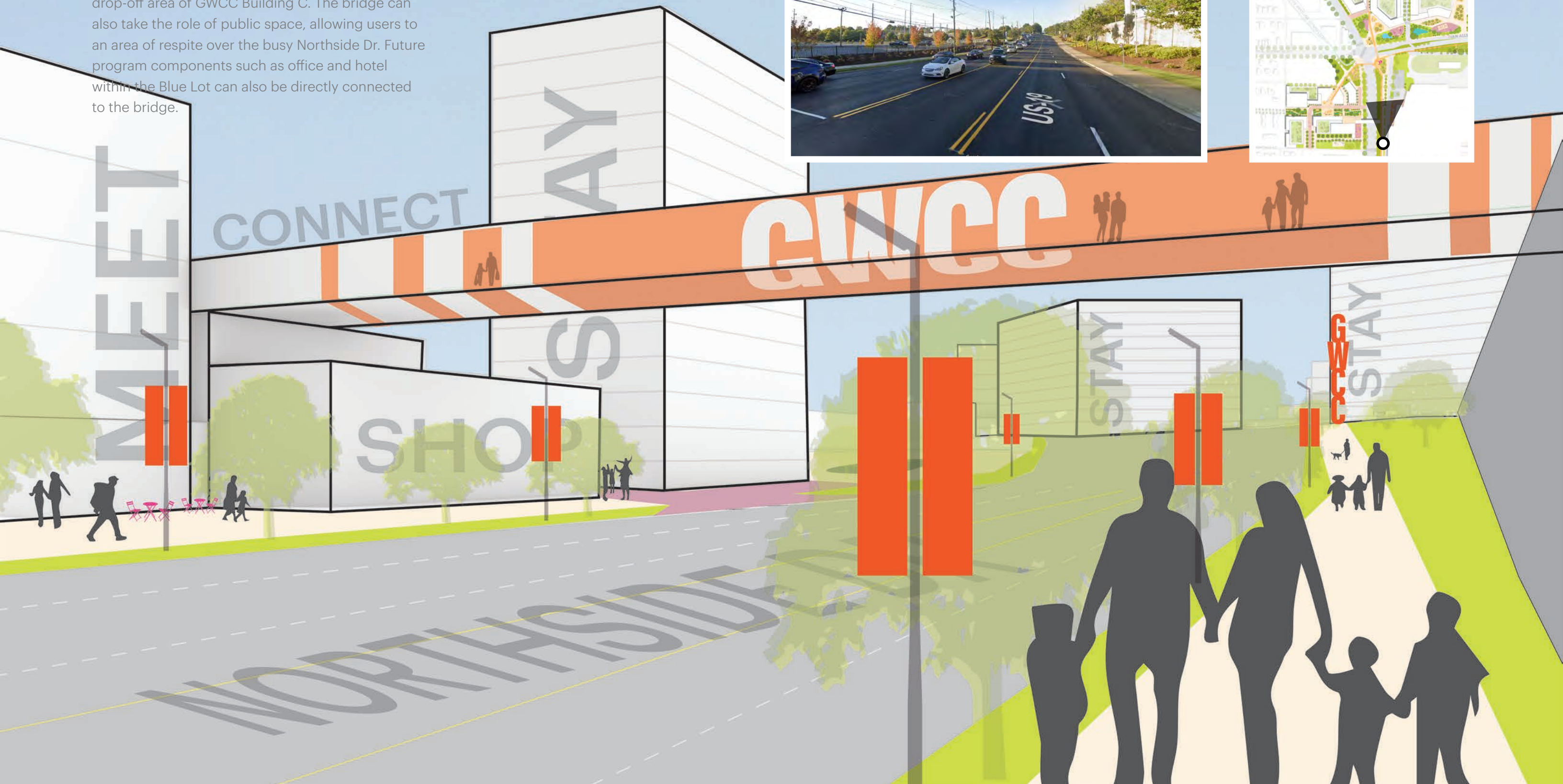
Northside Drive, Looking North

A key connection in the form of a bridge over Northside Dr allows direct, safe pedestrian access from future Blue Lot development to the pick-up/drop-off area of GWCC Building C. The bridge can also take the role of public space, allowing users to an area of respite over the busy Northside Dr. Future program components such as office and hotel within the Blue Lot can also be directly connected to the bridge.

EXISTING



KEY PLAN



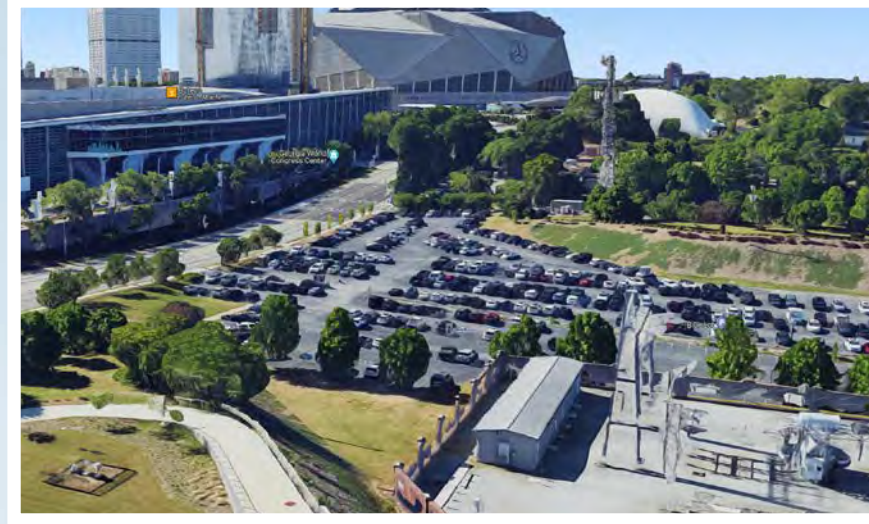
EXPERIENTIAL VIEWS

Beltline Spur Bridge

An arrival experience from the Westside Beltline Connector presents opportunity for a key hotel use that can serve GWCC via a direct bridge connection over Northside Dr. This landing spot terraces down and takes advantage of the topography change, seen in the ramp down to street level from the spur trail.



EXISTING



KEY PLAN



EXPERIENTIAL VIEWS

Blue Lot - Maple Street, Looking East

A pedestrian path connection from Maple St to the pedestrian bridge above Northside Dr enables lower intensity development along Maple St that leads to taller, denser development along Northside Dr. Stormwater management features such as bioswales allow performative, ecological infrastructure to be integrated in a path that meets the terrace plaza to the pedestrian bridge.

EXISTING



KEY PLAN



EXPERIENTIAL VIEWS

Yellow Lot - Northside Dr. & Ivan Allen

EXISTING

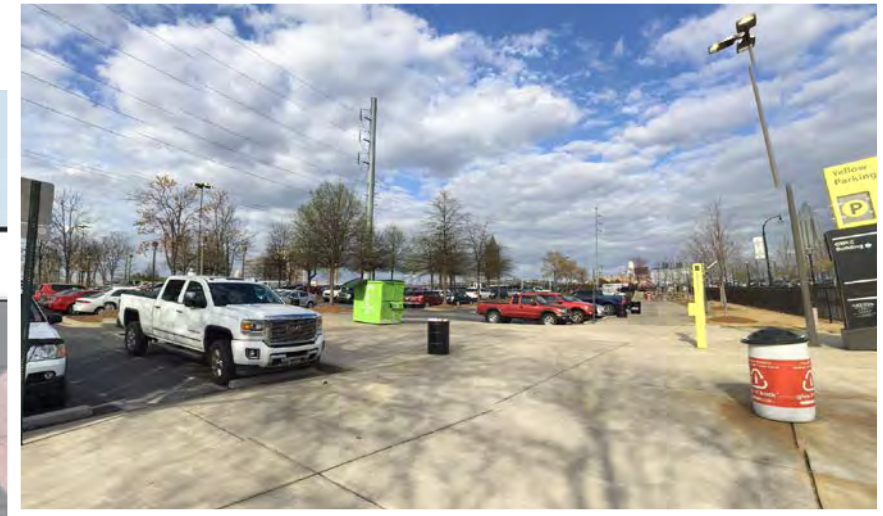


KEY PLAN



EXPERIENTIAL VIEWS
Yellow Lot - Public Space

EXISTING



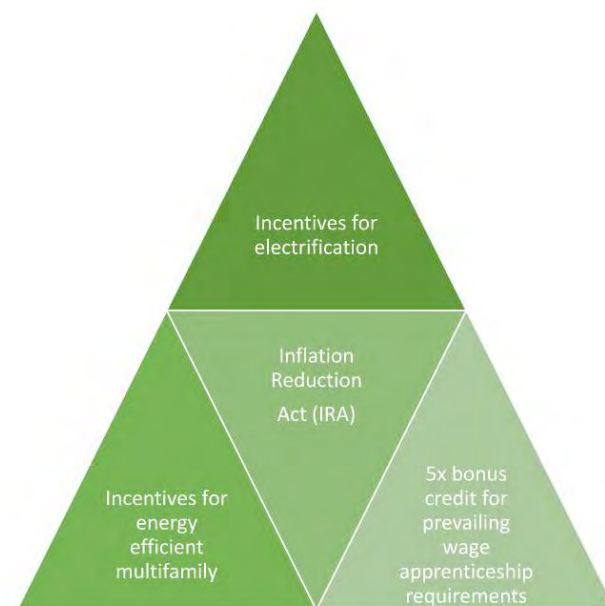
KEY PLAN



Sustainability

How is the Recommended scheme strategized for environmental stewardship?

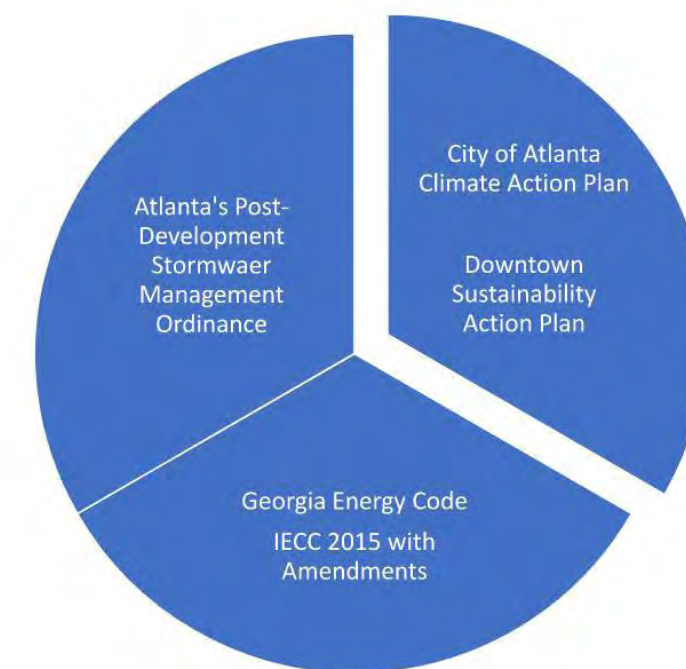
- Increase resilience to climate change
- Create a healthier built environment
- Reduce carbon emissions
- Integrate green infrastructure
- Utilize renewable technologies
- Create opportunities for active living
- Increase natural capital and biodiversity
- Reduce waste generation



INFLATION REDUCTION ACT



LEED CERTIFICATION



ATLANTA ENERGY POLICIES

Cost Influencers

What is the anticipated cost range to implement the Recommended scheme?

Overview

The project team has initiated a high-level cost model to help understand potential magnitude of investments. The scope of work includes different roadway scenarios, parks of various hardscape/landscape ratios, storm drainage, different parking deck conditions, two pedestrian bridges, and a variety of building types including apartments, office buildings and hotels. Estimated costs are based on recent comparables in the Atlanta market and projected quality and finish levels in conformance with the overall visions for the Master Plan.

Considerations

- Unit pricing includes two (2) years of escalation to get to a construction start date of 1st quarter 2026. (Please allow an additional 6% per year compounded beyond this point)
- Soft costs are included as 25% of estimated hard costs.
- Pricing assumes using the CM-at-risk delivery method with associated contingency and preconstruction services included.
- No phasing premium has been included with unit pricing.
- Retail space is counted as shell and core. Structured parking is counted as precast.
- New internal streets are counted as City of Atlanta standards.
- Two new pedestrian bridges are included.

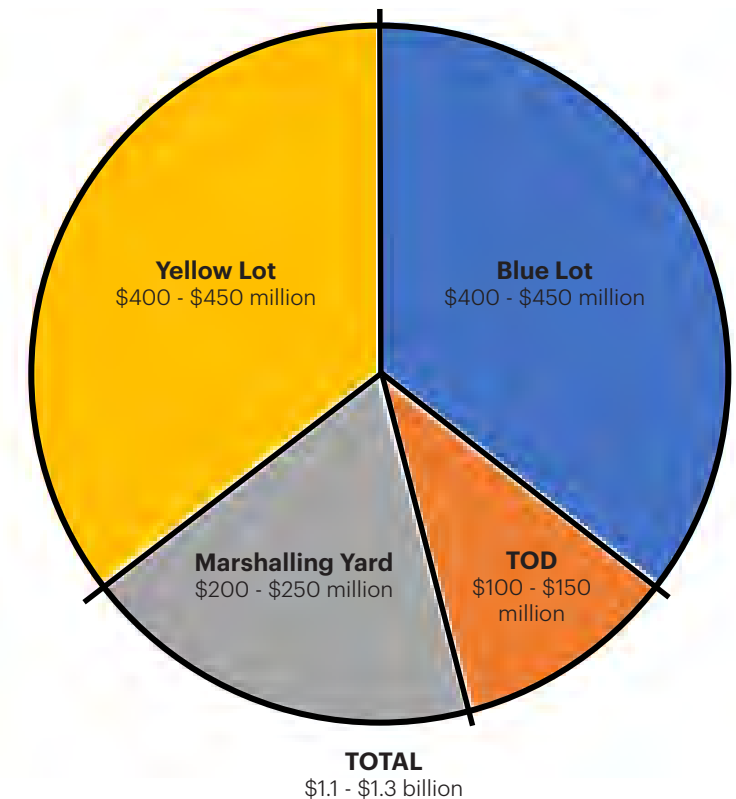
Unique Cost Considerations

- Is GWCC self-insured?
- City of Atlanta permit costs may be able to be waived.
- Ground lease fees (form of development partnerships)

Exclusions

- Utility Infrastructure.
- Roadway improvements on Northside and Ivan Allen Jr Blvd presumed by Georgia Department of Transportation.
- Additional land purchases.
- Renovations of existing GWCC space.
- Unique Cost Considerations

This unit cost exercise will be integrated with the development concept to achieve a holistic view of feasibility that also accounts for such factors as land values, soft costs, and public incentives.



Implementation Matrix

What are actionable tasks to prioritize following the completion of this master plan?

People **Place** **Planet**

Identity

Analyze the potential for economic development "info-tainment"	Develop a design guidelines package	Determine placement and amount of sustainable water
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Economy

Create a detailed space program that addresses the needs of GWCC and Georgia Economic Development	Confirm the demand for additional hotel rooms	Attach dollar amounts to social and environmental benefits of sustainability strategies	Carve a clear pathway for taking advantage of tax credits and incentives
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Sustainability

Study the impact of the new development people flows on GWCC	Perform a detailed survey & analysis of the blue lot	Assess both the quantity and quality of runoff generated by the new development.	Identify opportunities for conservation and assess the feasibility of on-site renewable energy generation.
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Community

Continue analysis of retail space needs that appropriately serve both the GWCC campus and the community.	Connect with MARTA to understand potential parking decreases of development on the TOD site	Initiate design for another go-to "place" on the GWCC campus to attract visitors and invite community
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Walkability

Identify feasibility of design interventions for pedestrian access through the GWCC campus.	Study feasibility of relocating the transmission lines or study the reality of developing around the transmission lines	Define targeted measures to promote alternative modes of transportation
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BLUE LOT
Implementation

Perform zoomed-in study of blue lot as it relates to architecture, public space, and programming.

Confirm the demand for additional hotel rooms in relationship to both GWCC West and the main campus.

Continue analysis of retail space needs that appropriately serve both GWCC West and Main conference campuses and the community.

Study the integration of bioswale features and larger stormwater infrastructure.

Initiate design for another go-to “place” on the GWCC campus to attract visitors and invite community.

Determine placement and amount of sustainable water features.

Perform townhome residential study on west side of development to usher connection to the community in a live/work/thrive manner.

Create a detailed space program for the blue lot that addresses the needs of GWCC.

Perform a detailed survey and analysis of the blue lot to determine feasibility of the pedestrian bridge over Northside.

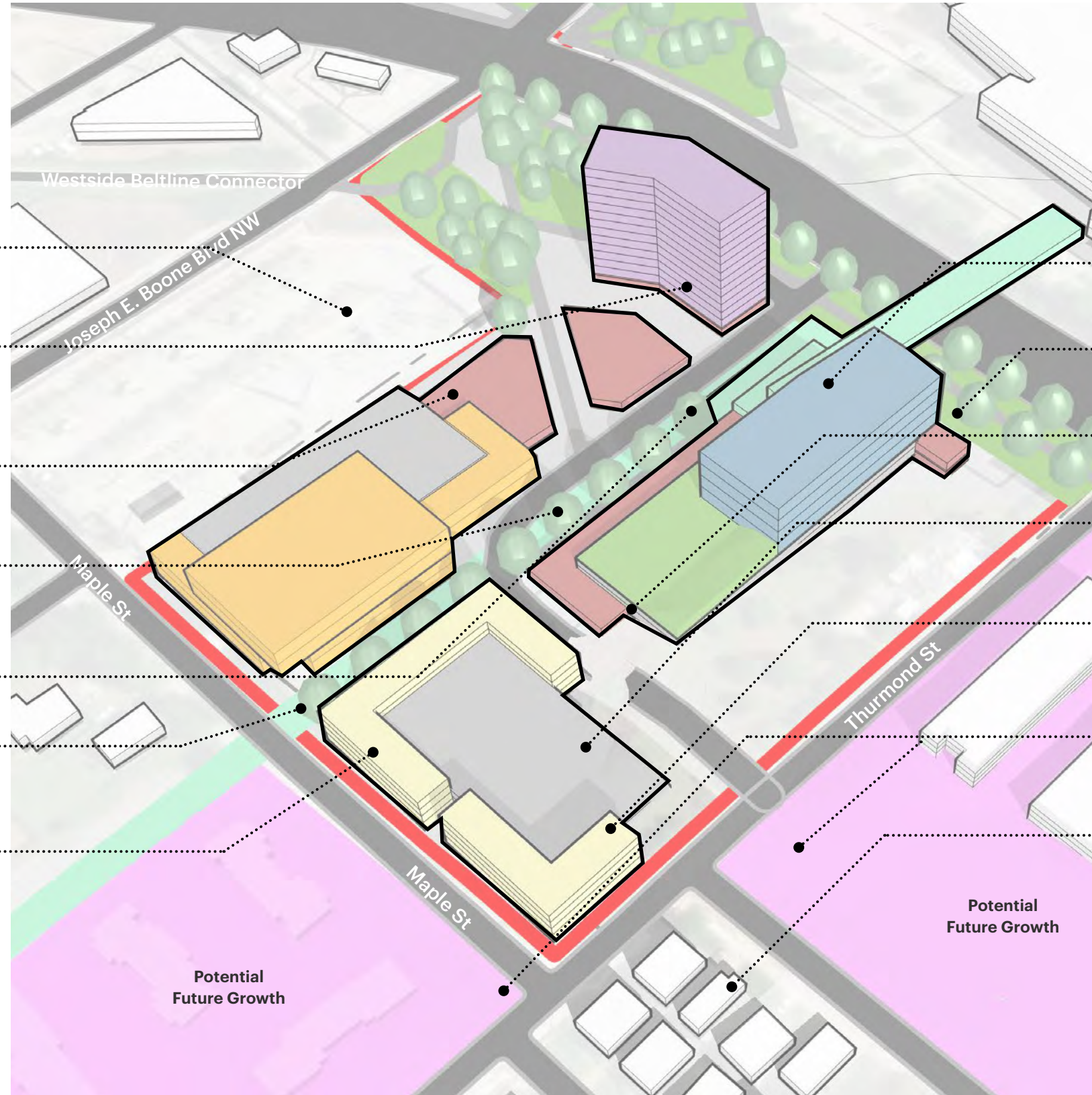
Replace parking disrupted by the new development activity.

Determine the appropriate configuration for parking to meet the demand of new development and replacement parking.

Determine the amount, type, and mixture of residential development that is needed, desired, and physically possible on this site.

Study feasibility of potential growth acquisition of adjacent parcels to the east and south.

Connect with the adjacent communities (in a formal process) to develop a Community Amenity/Complex that allows for flexible community gathering spaces.



Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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YELLOW LOT
Implementation

- Perform zoomed-in study of yellow lot as it relates to architecture, public space, and programming.
- Connect with the adjacent developments to the north to determine the best plan for development.
- Create a detailed space program that addresses the needs of GWCC and Georgia Economic Development.
- Confirm the demand for specific types of hotel rooms on the Economic Development campus in relationship to both GWCC Main Campus and West Campus.
- Continue analysis of retail space needs that appropriately serve both the GWCC campus and the community.
- Study the integration of bioswale features and larger stormwater infrastructure in the Yellow Lot.



- Determine the appropriate placement and configuration for parking to meet demand.
- Create another go-to "place" on the GWCC campus to attract visitors and invite the local community to interact.
- Determine the feasibility of the greenway as planned to connect this location with GWCC East Campus parks, residential and retail activity.
- Perform a detailed survey and analysis of the Yellow Lot.
- Study the reconfiguration of traffic in and out of the Building C access drive onto Ivan Allen Jr Blvd.
- Study feasibility of relocating the transmission lines or study the reality of developing around the transmission lines.
- Analyze the potential for economic development "info-tainment", immersive experience space(s) and Georgia Experience retail and food and beverage.

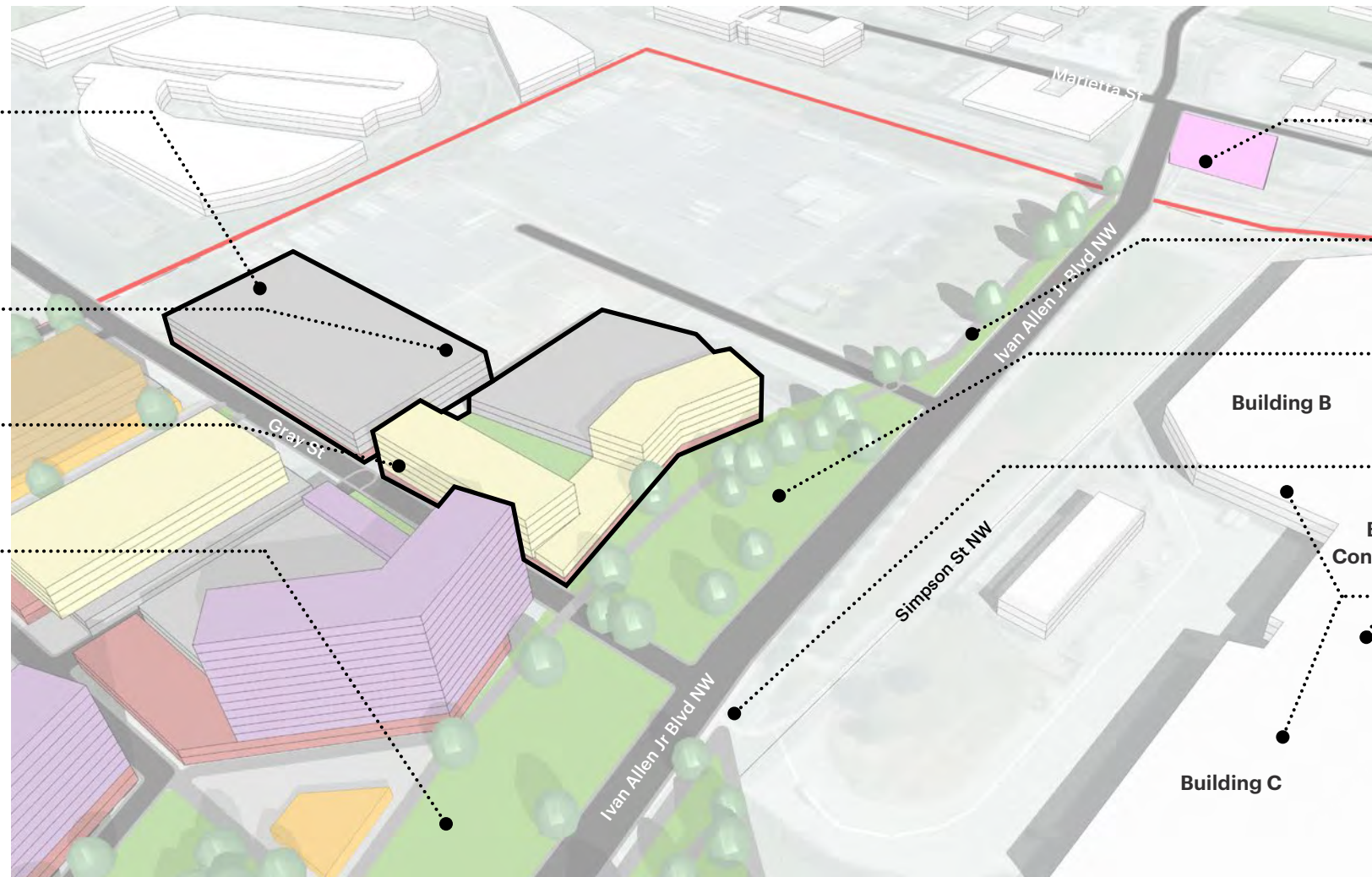
Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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MARSHALLING YARD

Implementation

- Study topography in detail and feasibility of creating additional square footage for Marshalling Yard operations through burying parking garage on west edge.
- Perform parking study and need for operations program to support Marshalling Yard operations.
- Understand multifamily residential demand and approximate number of units with massing.
- Identify underutilized spaces along Ivan Allen Jr Blvd to incorporate into a gateway experience into the GWCC Campus.



- Study feasibility of potential growth acquisition of parcel fronting Marietta St.
- Study proposed east/west pedestrian connection and impacts on Marshalling Yard operations
- Perform deep dive into public space and path design of Ivan Allen Jr Blvd frontage.
- Study the reconfiguration of traffic in and out of the Building C access drive onto Ivan Allen Jr Blvd.
- Decide on potential improvements to existing Buildings B, C, and B-C connector

Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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TOD SITE
Implementation

Perform zoomed-in study of TOD site as it relates to architecture, public space, and programming.

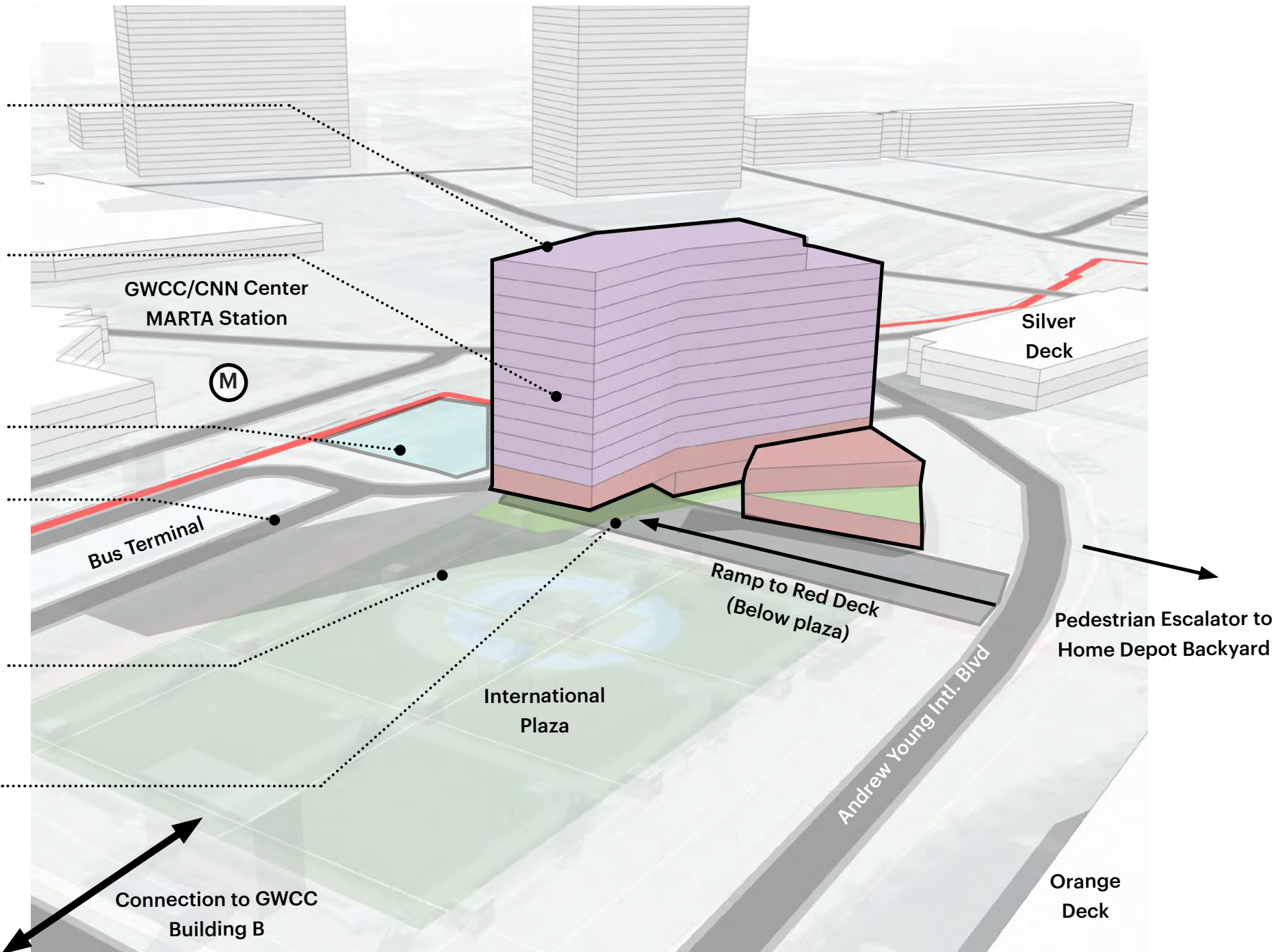
Connect with MARTA and the Development Team currently working on the former Home Depot Backyard site to determine the appropriate type of development & appropriate mix/amount of hotel and/or residential and commercial (retail+food and beverage) development to be located on this site.

Perform detailed survey and analysis to determine feasibility of development in this area.

Study impact of new development on this site on current bus terminal operations.

Study structural loading capacity for the international plaza, linear pedestrian plaza along Andrew Young International Blvd, and the GWCC East Plaza to determine feasibility of improvements in those areas – particularly the addition of tree canopy or shade structure.

Connect with MARTA to understand potential parking decreases of development on this site.



Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational
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OVERALL CAMPUS

Implementation

Develop a design guidelines package that establishes standards for materials, site furnishings, signage, lighting, etc. that can guide the identity and standards as various projects move forward.

Commission a study to catalogue all signage and wayfinding on the GWCC campus – location/type/branding – to help inform recommendations for consolidation for legibility and identity.

Formulate a brand position and identity program.

Phase a wayfinding/signage strategy to enable safe and efficient navigation through the campus during the several years of construction.

Establish a story plan for the campus to ensure the story of the community and GWCC is communicated on the campus.

Determine a strategy for the role, and deployment, of digital displays throughout the campus.
Logistics Assessment: Determine the required dimensions of back-of-house areas, including the number of loading bays and necessary clearance.

Trip generation study: Calculate the total number of trips during peak hours and special events.

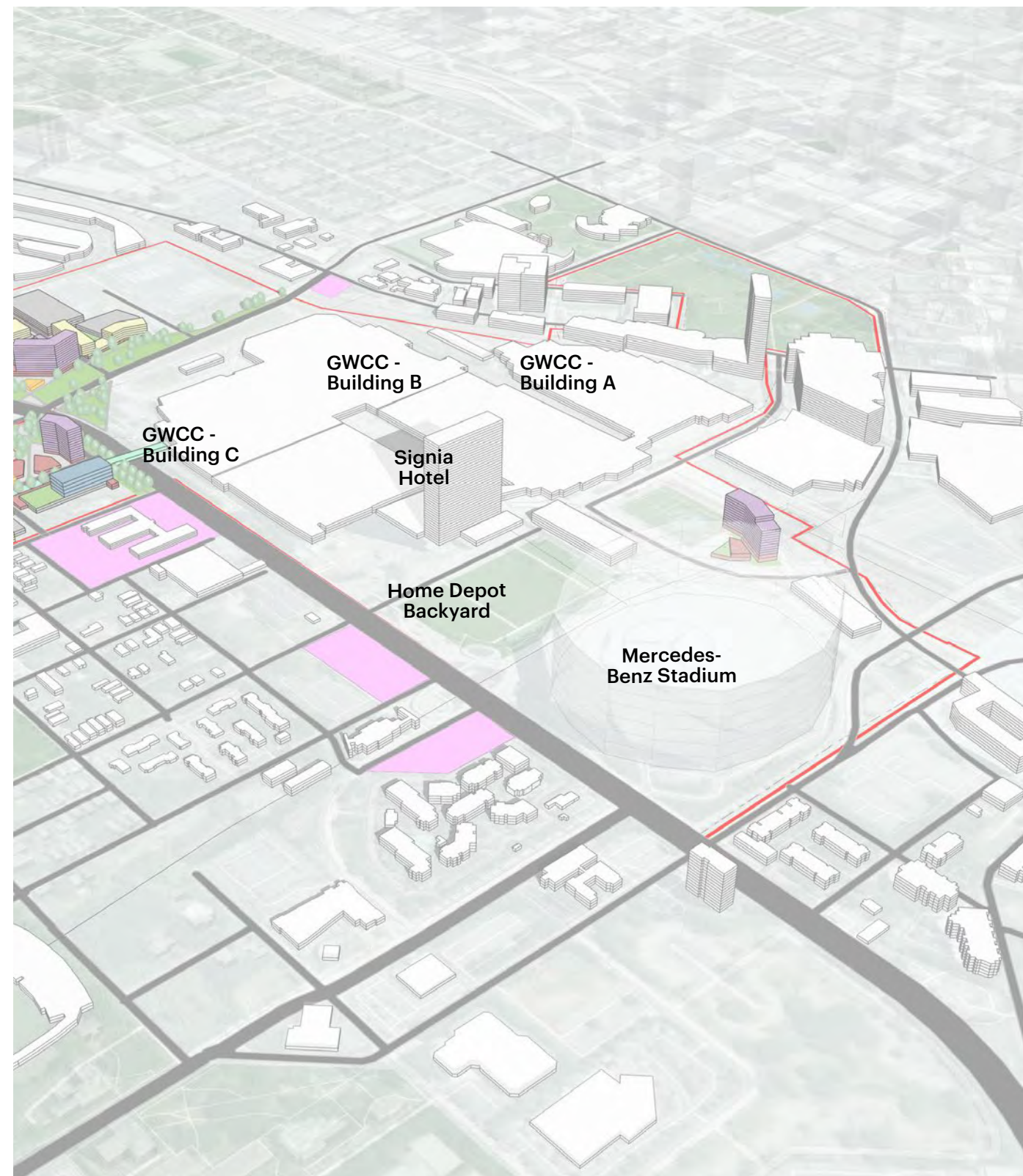
Traffic study: Comprehend the traffic patterns and assess the impact of development on the local road network.

Shared Parking Study: Determine the opportunity for shared parking between new development uses and GWCC uses in order to reduce parking demand.

Water Demand Assessment: Evaluate the anticipated water needs of the new development,

Stormwater Runoff Analysis: Assess both the quantity and quality of runoff generated by the new development.

Comprehensive Energy Studies: Identify opportunities for conservation and assess the feasibility of on-site renewable energy generation.



Waste Generation Analysis: Provide insights into designing waste collection systems, including considerations of centralized versus decentralized approaches.

GHG Emissions Assessment: Carbon footprint associated with the construction, operation, and maintenance of the new devel

Attach \$ amounts to social and environmental benefits of sustainability strategies in order to get a full picture beyond pure financial payback

Carve a clear pathway for taking advantage of tax credits and incentives in order to make the seemingly expensive sustainability measures more cost effective

Understand community desires and preferences and be able to respond thoughtfully with development proposals so that we can move forward with community support for a smoother process.

Crowd analysis and people flow analysis: Study the impact of the new development people flows on GWCC.

Pedestrian Connections Feasibility Study: Identify feasibility of design interventions for pedestrian access through the GWCC campus.

Street Network Dimensions: Determining sidewalk widths, the number of drive aisles, the location of on-street parking, curb radii, and the direction, location, and width of bike lanes.

Transportation Demand Management (TDM) Strategy: Define targeted measures to promote alternative modes of transportation.

We need to develop a “Community Ambassador group” of diverse attendees/ stakeholders to advice each project following the master plan to ensure that development is always with the community.

We need to test all new projects through the lens of the different personas to ensure that experiences are always inclusive

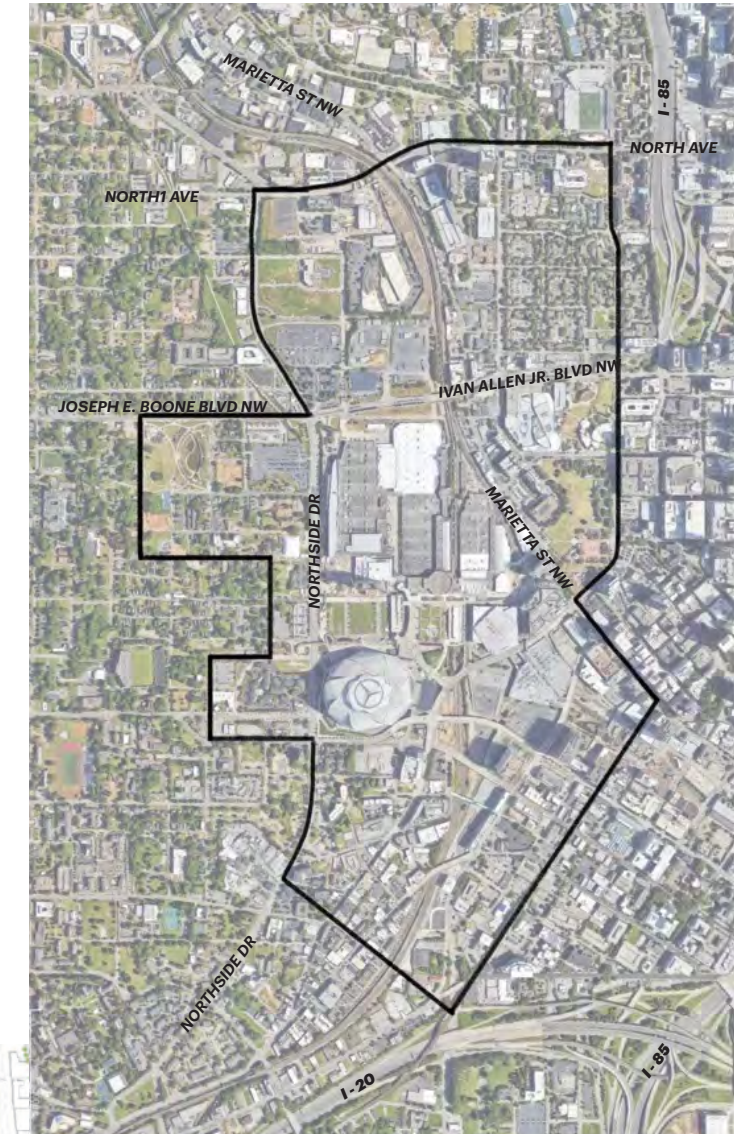
Next Steps

The design team recommends the following implementation guidelines to build on the momentum of the master planning process.

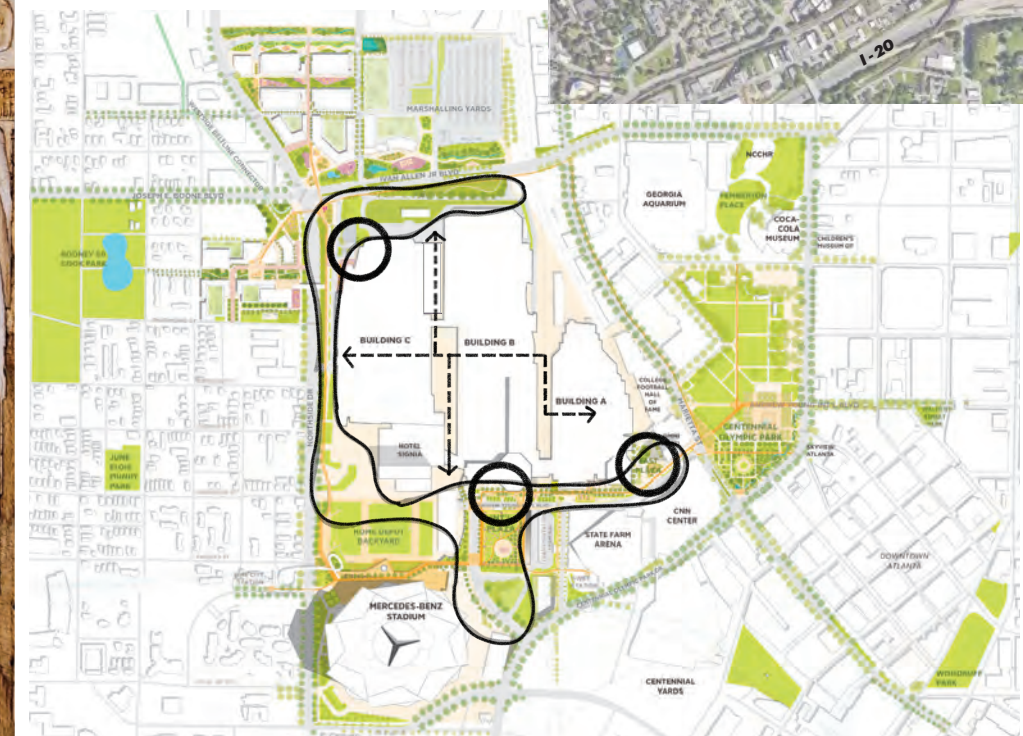
- Decide on high, medium, and low priority implementation tasks in the respective site focus areas.
- Determine responsible parties for all implementation tasks.
- Continue focused engagement with Customer Advisory Board.
- Identify and collaborate with additional stakeholders who can aid in the development of the master plan.
- Facilitate discussion to receive feedback on potential catalytic projects.



GWCC COMPOSITE NEIGHBORHOOD PLAN



GWCC SITE THRESHOLD PLAN



The vision to

Amplify

*What it means to be with and for
The Neighborhood,
The City of Atlanta,
The State of Georgia,
The Country of USA,
and The World*