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

**Regional Digital Entertainment Economic Development Strategy**

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

**Office**

5th 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**

**Amenity With a Dynamic Public Realm**

### Regional Context

**Security**

*Open Space*

**Water System**

**Circulation**

**Street Hierarchy**

**Public Stages**

*Tech Square*

*Peachtree Street*

*Fox Theater*

*Boa Plaza*

*Bobby Dodd Stadium*

*Stage Street*

*The Set*

*The Backlot*
ECO DESIGN STRATEGIES

Algae Farm on Highway, Geneva, Cloud Collective

The bio reactor 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, medications, cosmetic products or even food.

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

LEED Score: 75 Points (Gold)

Max Rainfall Volume: 117,632 Cubic Ft

I can relax here after my class. My friends would soon join me for running.

I can walk my dog with my wife near my apartment here!

Wow! This green wall looks cool. I want to share this with my friends.

I love this place. I can hang out with my friends while enjoying Varsity food! Yay!

This is a great place to eat and hangout with my office colleagues during lunch.

I like this place. There's so many live performances all the time to see!

I am thrilled to see new tech inventions on demo here! So cool!
STAGE

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

COMPACT MINI STUDIO - 350 SQFT
STANDARD MINI STUDIO - 500 SQFT
COMPACT ONE BEDROOM - 600 SQFT
STANDARD ONE BEDROOM - 900 SQFT
COMPACT TWO BEDROOM - 850 SQFT
STANDARD TWO BEDROOM - 1200 SQFT

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

POWER GENERATED
5.13KW/SQ M PER DAY

I love the guy playing guitar! My fav song!
Also the Bar here have really good ambience
I cant wait to watch this Movie! All my friends gonna join me in a while
Wow Look at that! Some one is performing on the 3rd street. Lets go there