

Transforming Midtown Atlanta



Presenting Technology Square and Centergy

in consideration for the
2010 Best in Atlanta Real Estate
Deal of the Decade Award

February 1, 2010





“We are building a community that will speak to our aspirations for the future. Universities have grown to be such large institutions that they have a moral and practical obligation to take leadership roles in their communities to improve them.”

-G. Wayne Clough, Former President, Georgia Institute of Technology

Project:

Technology Square and Centergy

Location:

Georgia Institute of Technology, Technology Square, Centergy, MidCity Lofts
Spring and Fifth Streets
City of Atlanta, Fulton County, Georgia, 30308/30332

Technology Square

Dollar Value: \$150 million

Centergy and MidCity Lofts

Dollar Value: \$200 million

Significant Events Relating to Project:

- Investment of \$350 million in a formerly blighted area.
- Expansion of Fifth Street Bridge connecting the Georgia Institute of Technology to Midtown (after 50 years of separation).
- Full lease-up and occupancy of both projects.
- Full compliance with Blueprint Midtown standards creates a pedestrian friendly “place” that is a connecting point for private industry, government and academia.

Technology Square Team Members**Developer:**

Jones Lang LaSalle
Two Securities Center, 3500 Piedmont Road, NE, Suite 600
Atlanta, Georgia 30305

Architect:

TVS
2700 Promenade Two, 1230 Peachtree Street, NE
Atlanta, Georgia 30309

Engineer:

Walter P. Moore & Associates
1201 Peachtree Street, NE, Colony Square, Suite 1600
Atlanta, Georgia 30361

Newcomb & Boyd

303 Peachtree Center Avenue, Suite 525
Atlanta, Georgia 30318

Contractor:

Hardin Construction Company, LLC
1380 West Paces Ferry Road
Atlanta, Georgia 30327

Holder Construction Company

3333 Riverwood Parkway
Atlanta, Georgia 30339

Centergy Team Members**Developer/Owner:**

Gateway Development
75 5th Street, NW, Suite 1000
Atlanta, Georgia 30308

Kim King Associates

75 5th Street, NW, 13th Floor
Atlanta, Georgia 30308

Owner/Financing:

The University Financing Foundation
75 5th Street, NW Suite 1050
Atlanta, Georgia 30308

Architect:

Smallwood, Reynolds, Stewart, Stewart & Associates
One Piedmont Center, 3565 Piedmont Road, Suite 303
Atlanta, Georgia 30305

Engineer:

Stanley D. Lindsay & Associates
2300 Windy Ridge Parkway, Suite 200
Atlanta, Georgia 30339

Newcomb & Boyd

303 Peachtree Center Avenue, Suite 525
Atlanta, Georgia 30318

Contractor:

Hardin Construction Company, LLC
1380 West Paces Ferry Road
Atlanta, Georgia 30327

Nominated by:

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“It has been a true partnership and collaboration among the members of the project team, which has resulted in the achievement of our mutual goals. It took effective managing, sequencing, and expertise to deliver these buildings on time and in budget. This was a tremendous accomplishment and reflected the spirit and unity of purpose of the team.”

-Maria Bonau, Associate Principal, tvsdesign

Changing the Face of the Community:

The Story Behind the Project

Technology Square

Atlanta and the Georgia Institute of Technology have grown and prospered in mutually beneficial ways for more than a century. As the city grew, Interstate 75/85 was built between Georgia Tech and its Midtown neighborhood, severing them both physically and mentally. This separation contributed to a steady decay of the Fifth Street area, creating problems for the community and the Institute.

The concept of Technology Square originated with the 1996 Olympic Games. “During the Olympics, we had to use the Fifth Street entrance to get to campus,” says Georgia Tech President Wayne Clough. “Not long before, we had enunciated a vision for our future: to create the technological university of the 21st century.” At the time, the decaying neighborhood argued against such vaunting ambition.

Based on several expansion needs at Georgia Tech, there was an opportunity to reconnect the university with the local community and aid in the city’s revitalization efforts in Midtown. Funded by the university’s foundation,

Before Technology Square...



Technology Square encompasses education, research, and hospitality, forming a complex that is far more than the sum of its parts. The university created an urban mixed-use development that serves as a new “Main Street” for students as well as for nearby residents and office development.

Technology Square is an eight-building complex that occupies five entire city blocks. It has spurred a thriving high-tech corridor, a place where people can be connected and inspired as they embrace today’s unique challenges and opportunities. The broad sidewalks are animated with retail, cafes, an ice cream parlor, shops, hotel, and a bookstore all fed by new on-street parking. Technology Square reflects the kind of project envisioned by Blueprint Midtown (the community’s master plan for the future). The resourceful use of the vacant property has inspired and infused activity for their once dormant neighbor.

Susan Mendheim, President and CEO of the influential Midtown Alliance, says it is a courageous project. “The fact that one of the most respected academic institutions in the country built a campus in a severely depressed area made an incredibly strong statement about the viability of that part of town. It took a lot of courage to develop in an area that wasn’t very promising.”

“Georgia Tech has set a standard for urban design using ground-floor retail to complement the educational mission,” says Shannon Powell, Vice President of Planning and Economic Development for Atlanta’s Midtown Alliance. “Tech has shown what a major institution can do to make a real contribution to an urban community.”

The multi-building Technology Square is home to the College of Management, Georgia Tech Hotel and Conference Center, the Global Learning Center, the Economic Development Institute (EDI), the Advanced Technology Development Center (ATDC), the Center for Quality Growth and Regional Development, the Georgia Tech VentureLab, the Georgia Electronic Design Center (formerly Yamacraw), a Barnes & Noble bookstore and the Georgia Tech Foundation, among other entities.

Successful goals of this project include:

- Resourceful use of land by forming an alliance with the Midtown Neighborhood and reclaiming a deteriorating area adjacent to campus
- Utilization of the stability and vitality of Georgia Tech to revitalize an entire urban neighborhood
- Preserving and enhancing of our environmental resources and “raising the bar” by achieving a demanding and rare Silver LEED Certification for its College of Management
- Creating a highly innovative development team combining the resources of Georgia Tech, the Georgia Tech Foundation, as well as private developers, to create intricate finance and development techniques tailored to each component of the project
- Initiating new successful business and research centers while supporting an emerging residential community of young professionals
- Innovative design and planning features include the creation of highly visible signature glass “lanterns” reoccurring on the facades and providing institutional “identity” as well as serving as an icon to traffic on Interstate 75/85
- Filling a special societal and market need by adding over one million square feet of new space to the university while bridging the often controversial gap between town and gown
- Establishing a “critical mass” of retail and commercial “main street” to be shared by Georgia Tech and the Midtown community

Centergy

Centergy encompasses approximately 8.0 acres of contiguous land bounded by Fifth Street to the south, Williams Street to the west and Spring Street to the east.

Centergy totals over 700,000 square feet of mixed-use space including research, conferencing, retail, residential and class “A” office space. The strategic mix of uses complements one another and supports the street front retail which creates a pedestrian oriented environment and a “sense of place” which sets a new standard for urban environments in Atlanta.

The project contains the 488,000 square foot Centergy One class “A” office building, the 208,000

square foot Technology Square Research Building (“TSRB”) and MidCity Lofts. Both TSRB and Centergy One contain a total of approximately 60,000 square feet of street front retail space, a portion of which fronts a central plaza with outdoor dining areas. An adjacent 1,500 car parking deck supports the buildings.

Centergy serves as a gateway linking Georgia Tech with the Midtown Atlanta residential and business district. Centergy has strategically assembled tenants such as the Royal Bank of Canada, Accenture, and the Global Center for Innovation and Economic Development (GCIED) which collaborate with Georgia Tech on exciting new business opportunities. The GCIED is a clustering of economic development entities which work with Tech’s existing Economic Development Institute to foster new growth and trade opportunities in the State. Included in the GCIED are the Georgia Department of Economic Development, the US Department of Commerce, the “Quick Start” (job training center) component of the Department of Technical and Adult Education, and the economic development arms of Georgia Power Company, MEAG and Georgia EMC.

Not only is Centergy’s architecture compatible with the adjacent Technology Square, but also its users interface directly with Georgia Tech and Technology Square via researchers at TSRB and emerging companies and entrepreneurs at the Advanced Technology Development Center.

Centergy and Technology Square squarely align with the best principles of smart growth, a pedestrian and environmentally friendly urban development and a successful project with market appeal. As an affirmation of both projects’ successes, they have received the following awards:

- 2004 ULI National Award for Excellence
- 2004 ULI Atlanta Development of the Year
- 2004 Atlanta Business Chronicle Deal of the Year
- 2003 ARC Development of Excellence
- 2003 PEDS Golden Shoe (Pedestrian Friendly Award)
- 2003 *Southeast Construction Magazine* Award of Merit

MidCity Lofts, which was designed to remain compatible with the existing Midtown neighborhood, adds an award winning residential component and was a recipient of the following:

- 2002 AIA Georgia Merit Award
- 2003 Atlanta Urban Design Commission’s Award of Excellence
- 2003 AIA South Atlantic Region Merit Award
- 2003 Creative Loafing Runner Up for Loft Project of the Year

The Measure of Success:

Demonstrated Economic and Market Success

Technology Square

The \$150 million Technology Square project recaptured five city blocks in Midtown. The three academic buildings are alive with students and faculty attending classes, seminars and workshops. The students along with the tenants and residents from the nearby office buildings and residences shop at Barnes & Noble Bookstore and dine at the restaurants along the revitalized Fifth Street. Starbucks Coffee Shop at the bookstore has become a place to meet and relax for the Midtown community. Because of the proximity of the Georgia Tech campus, the Hotel is the place of choice for many businesses and associations that need complete conference center accommodations. As an extension of the main campus for Georgia Tech combined with the feel of a neighborhood community, Technology Square has become a place of destination in Midtown.

Centergy

Once a former blighted site, riddled with urban crime, Centergy has ushered in new corporate offices, retail opportunities and a pedestrian extension for the students and faculty of Georgia Tech.

This project utilized an area that had been run down with warehousing and light industrial buildings that was being used for illicit activity and had become an eyesore to the Midtown landscape. The Centergy project revitalized an area facing Fifth Street and also created the new "Front Entrance" to Georgia Tech.

The Tech Trolley links the campus to the project with a stop located at its front door, the 5th Street Bridge. The building's tenants are leaders in pioneering the future of the broadband industry as well as other high-tech sectors. It is essentially the first of its kind in Atlanta. The continued success of the project is evidenced by the substantial amount of leased space to companies that compliment the "High Tech" atmosphere. Centergy One is 100% leased during a time when office space vacancy is very high.

Financing for this project was also unique. The Owner strategically employed several financial mechanisms for this development, including the use of tax-exempt bonds and traditional constructions and permanent financing. In fact, the Centergy One Building was structured as a condominium to allow separate ownership by a not-for-profit and a for-profit entity and the utilization of tax-exempt and taxable financing, respectively.

Goals Met

- Technology Square Research Building is 100% leased including the retail portions.
- Centergy One reached 100% occupancy.
- There is definite market success as seen through conventions, the contributions of the Georgia Tech students, and the complete occupancy of the buildings.



"This redevelopment project draws on smart growth principles to meet community, environmental and economic interests."

– www.smartgrowth.org
Sustainable Communities Network

Jewels of Midtown: Worthy of Recognition



Technology Square

In 1996, Georgia Institute of Technology began developing its vision to expand their campus eastward across the Interstate into the adjacent Midtown Atlanta. This vision included an 8.0 acre, 700,000 square foot complex that has become Technology Square. The project is a technology anchor for a downtown redevelopment renaissance that is adding multiple millions of square feet in new office, retail, medical, cultural, and residential space.

Technology Square consists of three academic buildings, a 250-room hotel and conference center and a 1500-car parking deck. This innovative multi-building complex includes facilities for:

- The Dupree College of Management
- The Global Learning Center
- Georgia Tech Hotel and Conference Center
- The Economic Development Institute
- The Georgia Tech Bookstore
- Interdisciplinary Institute
- Center for Quality Growth and Regional Development
- Retail

Technology Square is an integrated development. For example, the Hotel and Conference Center is a resource for the Global Learning Center's outreach programs, both of which in turn support the DuPree College of Management's Executive Education Center.

Centergy

The Centergy project development is nestled into Midtown Atlanta adjacent to Technology Square. Surrounded by Interstate Highway 85/75 to the west, and high automobile traffic street to the east, this Midtown revitalization project converted an old abandoned warehouse into a pristine crown jewel.

The Centergy project, comprised of the Centergy One Office Building, Technology Square Research Building, the Centergy parking deck, and MidCity Lofts, is a significant move for private sector projects to support the State of Georgia and emerging industry in the broad band and communications industry.

This metamorphosis is also the eastern boundary of new development that creates a new primary corridor onto the Georgia Tech campus. This Fifth Street connection to Georgia Tech dates back to the early 1950s before the construction of Interstate Highway 85/75.

Centergy's integration of private industry, government and academia regenerated and energized a previously neglected area of Atlanta.

Connecting:

The Fifth Street Bridge Expansion

Fifth Street Bridge

For over fifty (50) years, Interstate 75/85 separated Georgia Tech from Midtown. Further, the narrow bridges at North Avenue, Fifth Street and Tenth Street allowed only provided for east/west vehicular flow, and did not allow for pedestrian activity in a safe and inviting manner.

With the investment in Technology Square & Centergy, there was an acknowledgement that the Fifth Street bridge needed an improvement if pedestrian flow between the Institute and Midtown was going to be maximized. A study panel consisting of representatives from Centergy, Technology Square, Georgia Tech, the City of Atlanta, the Midtown Alliance, the State and the Department of Transportation was formed to study options for an enhancement of the bridge. The result was a tripling of the width of the bridge, the integration of green “park” areas and pedestrian oriented sidewalks; all provided by a combination of Georgia and Federal Department of Transportation funds.

The resulting Fifth Street Bridge is now a gathering place for students, residents and professionals and is the essential link between Georgia Tech and Midtown.



The Smart Way: Resourceful Use of Land

Technology Square

All team members worked with owners, developers, subconsultants, and vendors during the entire process to pinpoint areas where sustainable initiatives could be assimilated into the project.

Some examples of these initiatives are:

- Incorporating preservation guidelines in our sub-contracts and establishing penalties for tree or vegetation damage
- Barricading existing vegetation with rigid, orange vinyl fences before subcontractors begin work on the project site
- Requiring use of strategically placed walkways for pedestrian traffic
- Requiring use of designated roadways for vehicular transportation of supplies in or out of the jobsite

The team took an active role in ensuring the proper handling of any environmentally sensitive areas and disposal of chemicals which could potentially cause harm to the vegetation.

The courtyard and entry areas are landscaped with drought resistant trees and groundcovers, many of them native to the region. A water efficient drip-irrigation system with moisture sensors irrigates the plants only when needed, reducing watering requirements by more than 50%.

The bathroom lavatory faucets use only 0.5 instead of the typical two gallons per minute. The urinals use only a half-gallon per flush, half the usual amount. These and other water saving fixtures reduce the water use by more than 30% over the already stringent requirements of the Energy Policy Act.

Most of the demolition and construction waste, including the asphalt from the site's old parking lots, was collected and recycled. For recycling of consumer goods, including paper, plastic, glass and metals, the building has stations on all floors and a central recycling storage area.

To close the recycling loop, the building incorporates recycled steel, wallboard with recaptured gypsum, and carpet that is over 50% recycled. The concrete contains flyash, a byproduct of coal fired power plants to the maximum extent permitted by code. The majority of the building products are manufactured in Georgia and neighboring states, using materials that were salvaged, recycled or harvested in the region.

Centergy

The two buildings (Centergy One and TSRB) are positioned such that they create an inviting plaza area for pedestrians to congregate as well as to seek solace from the busy streets earning it a "PEDS Award." It's landscaping provides a significant "Green Space" with a decorative hardscape. The plaza area provides retail with food and service businesses nestled under canopies as well as connection to the parking deck via an elevated pedestrian bridge to eliminate conflict between the service traffic and the building occupants and visitors. The plaza is completely segregated from the building service therefore keeping noise to a minimum.

Over the past ten years, Midtown has seen considerable growth in the number of residential units and the office market has added over 2.5 million square feet of additional inventory. Centergy's multiple uses not only support this increased development, but also provide much needed retail and restaurant space, creating a 24/7 urban environment. Centergy is located between significant activity centers, uses existing infrastructure, and replaces obsolete buildings which were incompatible with the area and of significant safety and security concern.

MidCity Lofts, an award winning mid-rise residential project, blends well with the surrounding neighborhood architecturally and provides first floor live/work units which promote activity at the street level. Over 10,000 square feet of street front retail extends along Spring Street and West Peachtree Street. Compatible streetscape design enhances pedestrian activity in the area and promotes retail traffic. The multiple uses compliment one another and ensure a balanced 24/7 environment.

MARTA rail stations, located at North Avenue and Tenth Streets, connected by the Tech Trolley, provide a viable public transportation alternative. Existing infrastructure and road systems were improved. The Georgia Power Grid System was extended from West Peachtree to Spring Street. Use of the Tech Trolley System increases the use of MARTA rail. Streetscape improvements such as wide sidewalks and bike racks along Fifth Street encourage use of walking and biking, in lieu of dependence on the automobile.

Keeping it Green:

Preservation or Enhancement of Environmental Resources

Technology Square

A primary goal in the design and construction of the College of Management building was a LEED Certification by the U.S. Green Building Council. Through careful management of purchasing, construction and waste management, all of the goals available during construction were achieved. With a final score of 35 LEED points, the USGBC awarded Georgia Tech the silver certification for the energy and environmental goals achieved in the design and construction of this building. This was the first silver Leed certification in the state of Georgia and only the thirteenth in the United States.

The Management Building features a high performance envelope, efficient heating, ventilating and air conditioning systems, and high efficiency interior lighting. The envelope includes brick veneer with an air barrier system, windows with high R-value, and light colored roofing membrane on rigid insulation. Coordinated by The Epsten Group, a computer simulation of the typical annual energy consumption demonstrates that the project is 16.5% more energy efficient than the strict national standard of ASHRAE 90.11999. The chillers in Technology Square's central energy plant use no ozone depleting refrigerants.

A computerized Energy Management and Control System continuously measures and verifies the energy use in mechanical and electrical systems. To optimize the facility's energysavings, specialists were hired to verify that the systems, work as intended, with all LEED aspects of this "commissioning" process coordinated by The Epsten Group. Design reviews conducted before construction integrated the commission with the design and construction documents.

All interior finishes comply with strict environmental standards, including the green label carpet products and low emitting paints, adhesives and sealants. All interior wood products, including the interior doors, use non-ureaformaldehyde binders. Materials and systems that might absorb pollutants were separated from polluting activities during construction. All openings in ductwork, such as for air supply and return, were sealed off with plastic as soon as ducts were installed. Before anyone occupied The Management Building, remaining pollutants were ventilated out of the building and all filters were changed.

Permanent walk-off grates and mats at entries will reduce the dust and dirt entering the building. Janitorial sinks and large volume copiers and printers are located in separate, exhausted rooms, reducing occupants' exposure to cleaning chemicals and equipment fumes.

A strict "No Smoking" policy is maintained, and temperature and humidity is monitored to keep the building at an optimum comfort level at all times. Carbon dioxide monitors will alert the mechanical systems to supply more outside air if needed.

Centergy

The fourteen-story Centergy One building utilized the latest materials offered in the construction industry fostering multiple innovations. Hardin implemented a two-phased healthy building program: first by installing a traditional temporary dry-in at the 6th floor to accelerate the interior buildout; and secondly with the utilization of "Ultra Liner by Georgia Pacific" materials for the elevator shafts and core walls. The Ultra Liner shaft wall is a paperless product essentially allowing the construction team to eliminate "mold" concerns. The Ultra Liner product was introduced to the market only six months prior to its utilization. The Centergy One building is featured in several Georgia Pacific promotional advertisements. Another modern material usage is Agilia, a self-leveling, self-consolidating concrete by LaFarge. The structure supported the use of Agilia and the construction team utilized the material on several of the upper level pours for slabs and columns.

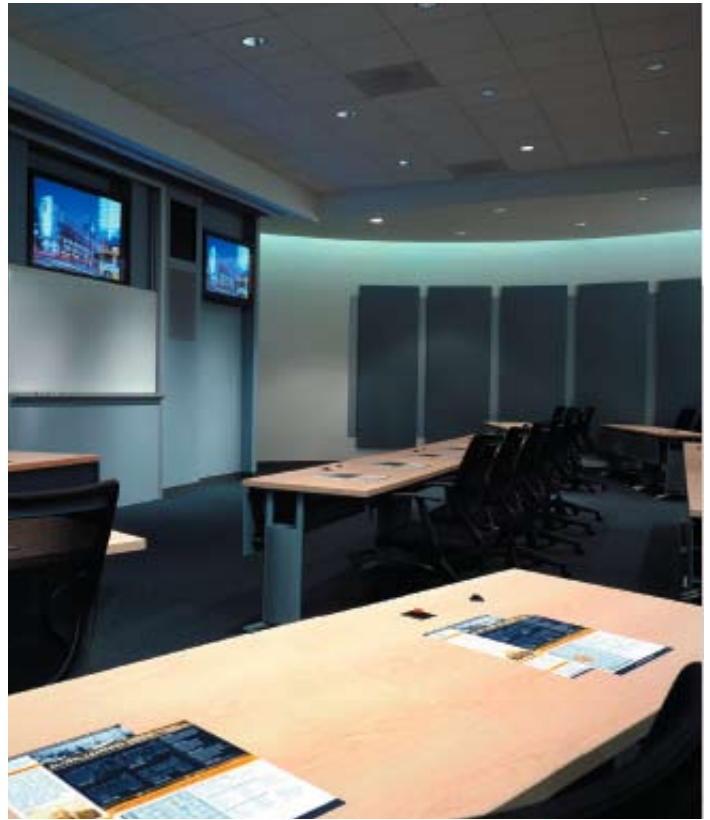
This is the first structural application of a self-leveling, self-consolidating concrete in the southeast. Properties of Agilia do not require vibration for compaction and large crews to finish. It fills all voids similar to a liquid plaster.



A Unified Front:

Team Organization and Management

Owner, owner representatives, architect, contractors and consultants established an “Open-Forum” for the free exchange of information. This approach was achieved by holding weekly meetings, partner sessions, breakout meetings and extensive conversation to best meet the needs of the projects. The Project Engineer up to the Project Executive were in attendance as required to meet the needs of the project and owners. The trust generated in this approach allowed the team to resolve issues expeditiously and cost effectively rather than for one party working in a vacuum. Internal staff meetings, organized job site walk-thru’s and offsite team building events were held to firmly establish a working relationship with the new staff. The project was constructed in an “Open Book” format throughout. The project team disclosed detailed costing, subcontractor/vendor evaluations and proposals so that the best decisions could be made by all. The designers worked closely with contractors and the owner’s representative to provide conceptual drawings and work products so that final design matched the owner’s vision for the project, while also maintaining schedule and cost.



“Both difficult projects were not only under budget and ahead of schedule, but were both executed with a spirit of teamwork and a level of professionalism that was at the top of the list of the many projects with which I have been involved.”

—James B. Meyer, President, Atlantic Capital Properties

Setting Pace for the Future: Innovative Design and Planning

Technology Square

Technology Square is Georgia Tech's first development east of the downtown expressway connector, serving as a vital link to the traditional campus located west of Midtown. The College of Management features 32 bicycle stands, supported by showers and changing areas, and is less than a half-mile from the U.S. Department of Transportation and funds seven electric charging stations for 14 electric powered vehicles in the parking deck. The deck also has preferential spaces for carpoolers and vans. Despite its urban zoning, the project has plenty of open space due to the building's reduced footprint. Visitors will be able to relax in a landscaped courtyard and walk beneath trees that shade the sidewalks and entry plaza. Construction standards for Georgia Tech had required dark two-ply modified bitumen roofing. At the urging of The Epstein Group, The Management Building instead utilizes a white heat reflecting roof. Not only does this keep the building interior cooler, it also minimizes the heat island effect than can make air in cities two to ten degrees hotter than in surrounding rural areas.

Because the facility is leading the way as a model for future sustainable construction on the Georgia Tech campus, the entire building will serve as a resource illustrating environmentally sound principles and applications. Educational tours, with the help of signage and an interactive computer system in the lobby, will allow visitors to learn about the project's unique design and technological features.

The College of Management itself is an urban mixed-use facility, an innovative approach for a university building. To reduce the heat absorbed by the building and its immediate surroundings, light colored materials were used on most exterior horizontal surfaces, including the roof, ground level paving and the top floor of the parking deck. Shaded parking is available below. The combination of these features exceeds LEED standards. Most of the building materials are produced in the region and are lowemitting, again surpassing typical LEED goals.

Centergy

Centergy provides the best environment, resources, exposure, access, and connections to transform ideas into innovation and results. Along with the Centergy development, condominiums and lofts, restaurants, coffee shops, bookstores, health clubs and theaters have popped up making downtown living

and working a large reality. The blend of private enterprise, academics and government interests create an exceptional opportunity for the community as a whole.

The Technology Square Research Building (TSRB) is a single tenant building for the Georgia Electronic Design Center and its 200,000 square feet of tenant areas surrounding seventeen prototype laboratories. Vacuum piping, air, unistrut grids with power/data wire ways have been built-out according to the specific needs of the departmental programs. The TSRB project also completes the revitalization of an area that had been abandoned warehouses, vacant lots and storage facilities by adding retail to the Fifth Street corridor. The building is served by an elevated bridge that connects it to the eight-story precast Centergy parking deck for 1,500 cars. The parking deck is partially submerged underground to allow the building facades to dominate the site while also allowing tenants a great view of the Atlanta skyline.

The Centergy One office building is a fourteen-story building totaling just under 500,000 square feet and is a convergence of both modern and traditional architecture. The exterior skin merged traditional color brick faced precast panels with a clean-lined curtain wall glass system. It combines modern industrial textures of structural steel, decorative metal and acrylic panels to form a horizontal eyebrow. The uplighting only enhances the night skyline creating Centergy's dramatic signature.

The plaza area creates an outdoor haven of its own fusing clean line design with organic patterns. The plaza is the home of outdoor seating, tables and chairs which promotes pedestrian traffic on multiple colored hanover pavers and colored concrete walks. The plaza also has granite curbs that frame numerous mature trees, grass areas, perennial planting, colorful seasonal planting and subtle landscape lighting.

The Centergy development is generally focused on fostering technology at the intersection of today's communications applications: wireless/RF, wired/copper and fiber channels. The activities that occur in these buildings provide the State of Georgia the opportunity to grow and expand its technology leadership in the design of high-speed communications systems, devices and integrated circuits. These efforts produce large, funded partnerships with industry that attract new jobs to the state and support smaller, startup companies that create new jobs for Georgians.

Serving the Neighborhood First: Filling a Societal and Market Need



Students have testified to the significance of the new facility as “the place” on campus. It was designed as an urban development, a public place, a place for university and community.

What distinguishes it from a typical campus plan is that on this urban site, the building components adjoin one another in a manner to reinforce the urban street grid and animate the sidewalks as social interaction. All entrances - academic, hotels, shops, continuing education - are oriented to the street, primarily Fifth Street.

Large chain and smaller retail stores have created a new venue for student life. Fifth Street was transformed from a 4-lane artery to an invigorated two-lane retail corridor with on-street parking and tree lined pedestrian sidewalks. This simple notion maintains maximum exchange between students and community and promotes high activity among all retail components.



All aspirations defined for the master plan have been realized. There is an entirely new perception of the Georgia Tech campus by both students and community that expresses an inclusive attitude, not exclusive. It has blurred the edge of campus and community. Technology Square and Centergy are now fully recognized as an integral part of the Midtown community.

The contribution to the neighborhood is evidenced by the fact the it has stimulated entire new developments and improvements of housing, office and/or retail space on all adjacent property. Over 4 million square feet of new development have been completed since the announcement of this project. The energy both day and night is continuous with student and residents alike.



Challenges and Solutions:

Overcoming Unusual Obstacles to Development

Technology Square

Technology Square occupies two and a half blocks in Midtown Atlanta. Spring Street, a major southbound artery bisects the project. West Peachtree Street, another major artery, forms the eastern boundary and Fifth Street forms the northern boundary. Traffic on each of these roads had to be maintained at all times which required constant preplanning and coordination of construction activities, which also included the installation of a 36-inch sewer main in Spring, Fifth and Williams Streets. Throughout the 20-month construction period with the constant flow of men, material and equipment on the streets surrounding the project, there were no traffic problems, accidents or incidents. Safety was paramount and because of the excellent safety record achieved on this project, we were awarded Liberty Mutual's Gold Award, their highest level of recognition.

One of the more challenging construction components was the installation, termination and testing of the miles of copper, fiber optic data and telecom cabling required throughout the project to support the myriad of technology systems. The latest in technological systems had to be installed and tested prior to the opening of the buildings for classes and seminars. Scheduling this work required close coordination with Georgia Tech and their equipment providers for data, telecommunication, audio visual, interactive signage and security systems.

Early in the development of the project it became clear that to meet the schedule for completion desired by Georgia Tech, it would be necessary for every building to be under construction at the same time. Planning for this required a field and office staff for each building. We divided the project into two major groups, the academic group and the revenue group. A senior level project manager headed each group with two to three assistant managers reporting to the project manager. This grouping extended into the field staffing as well with a superintendent and assistant superintendents for each building. We continued this organizational process with material purchases, equipment rentals and subcontracting. A number of the work items subcontracted were bought from different firms for each of the buildings to insure that we had adequate qualified supervision and manpower coverage by the trades.

The three academic buildings had a substantial completion date that was earlier than the hotel and conference center's completion and opening date.

The Barnes & Noble bookstore had the earliest completion date, May 1, 2003, to allow adequate time to install casework, stock and train their employees prior to opening for Georgia Tech's late summer orientation program. The Georgia Tech academics began their move in July 11, 2003 in preparation for the start of classes on August 18, 2003. The hotel followed with a substantial completion on July 14, 2003, and it opened for business on August 15, 2003.

Attention to details, internal controls, established standards of expected performance by each trade, constant review of installations and rejection of unacceptable workmanship to achieve the highest level of quality possible was the policy strictly adhered to in support of meeting Georgia Tech's expectations. The team achieved this through the commitment to standards that began with the purchase of each trade and continued through substantial completion and final acceptance.

Centergy

Challenges to modern construction projects are common. Fast track construction is the norm. The Centergy One and TSRB projects faced many challenges. Rain in the Atlanta metropolitan area reached an all time high. Before dry-in, nine months into the project, Atlanta met the annual rainfall supplies. This rain only exacerbated construction activity. Concrete pours were frequently rescheduled, precast erection was often cut short due to rain.

The combination of the "Brick-Faced" precast panels along with the curtainwall was erected with night crews and multiple cranes on multiple elevations to dry-in the floors as quickly as possible.

Additional challenges were faced during the construction of the Centergy building once design was well into the development stage. The basement (service level) was expanded from a service area only to allow for the L.A. Fitness tenant to be housed. The total requirement for this club was 28,000 square feet. The basement was incorporated into the design as site work began while maintaining the original overall schedule. One tenant, ATDC required the tenant buildout of three floors to be concurrent with the overall project. ATDC opened with the initial Certificate of Occupancy for the base building. The Centergy One office building team met each challenge and innovation by securing its temporary certificate of occupancy almost three weeks ahead of schedule.

