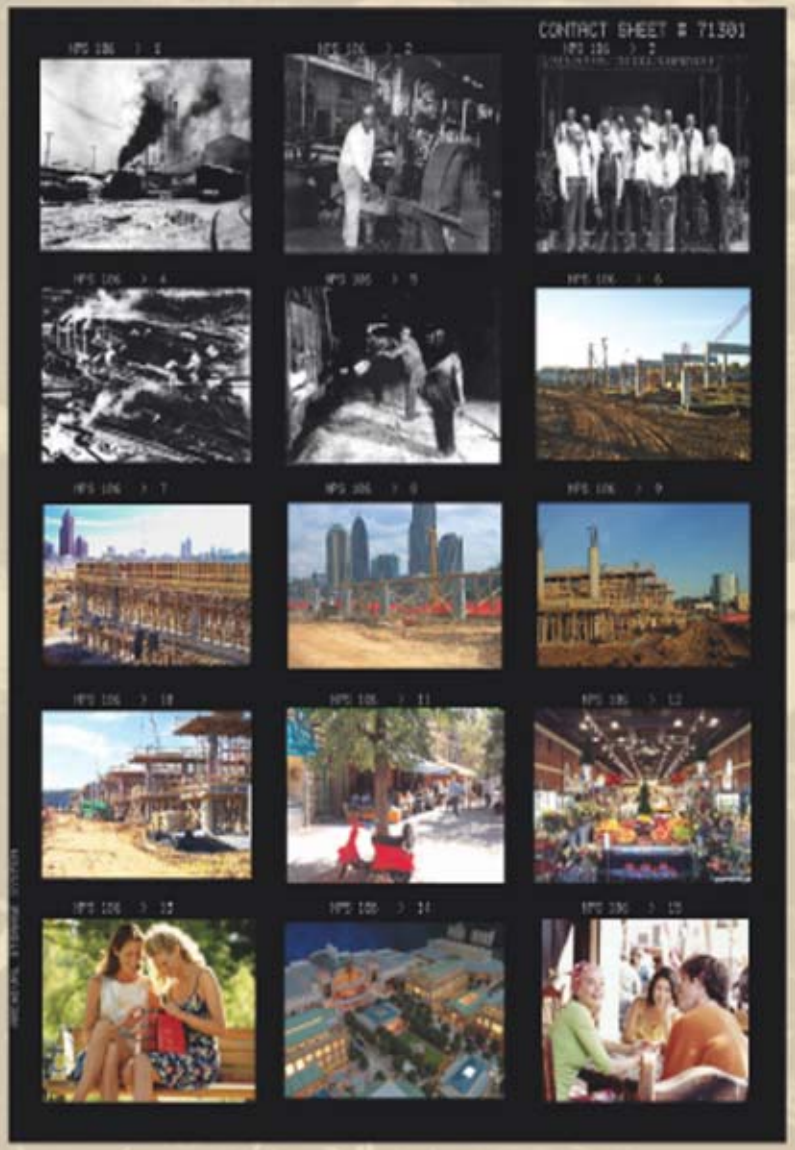
Are you living the life of your dreams?
Did you plan to spend most of it in your car?
Atlantic Station
LIVE WORK PLAY
LIVE WORK PLAY
www.atlanticstation.com

ATLANTIC STATION
HISTORY IN THE RE-MAKING



Atlantic Station began as Atlantic Steel in 1901 and was fully operational for over 95 years. In 1997, Jacoby Development Inc. began the one-of-a-kind redevelopment of this urban property. The 138 acres will consist of distinctive retail stores, Class A office space, lofts, apartments and townhomes, as well as an all stadium 4000-seat theater, a convention hotel and spa boutique hotel, fresh food market, world class restaurants and outdoor cafés.

Overview

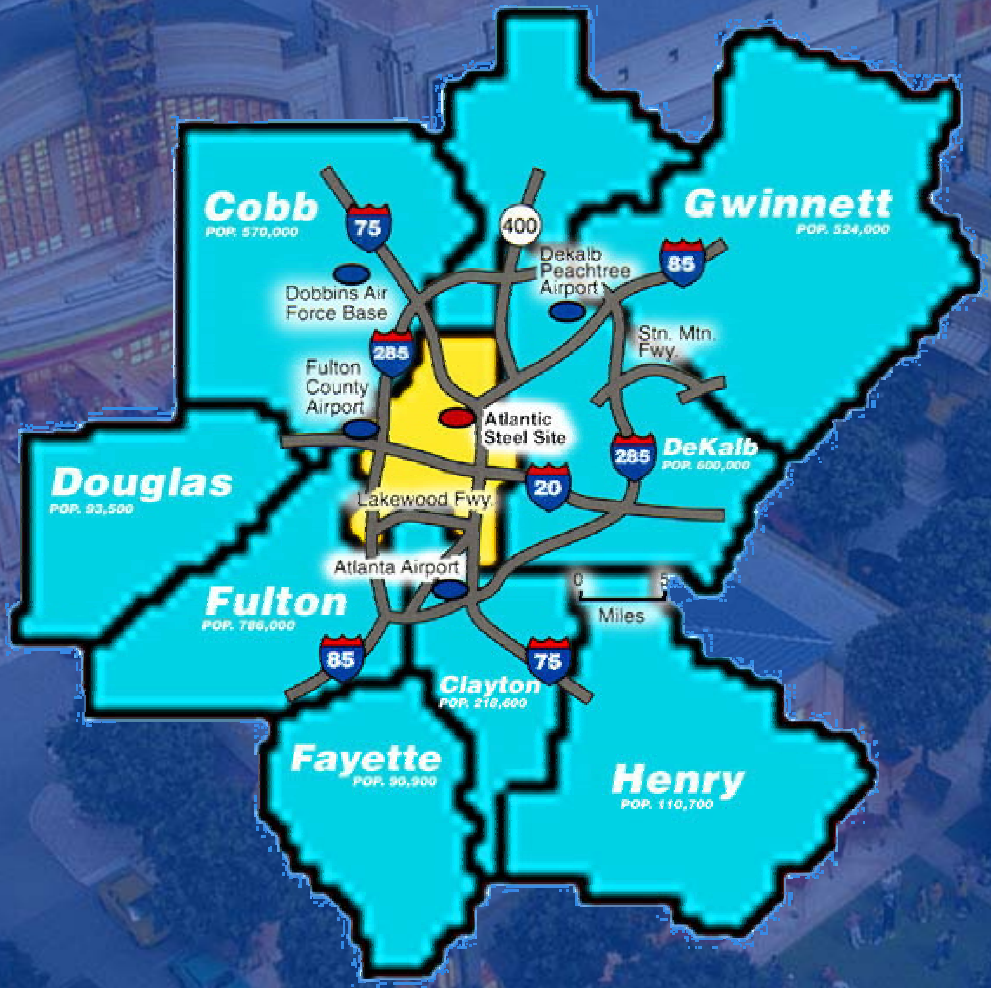
Location – Partnerships – Master Plan

ATLANTA, GEORGIA

Atlantic Station™
LIVE WORK PLAY

Overview

Location - Partnerships - Master Plan

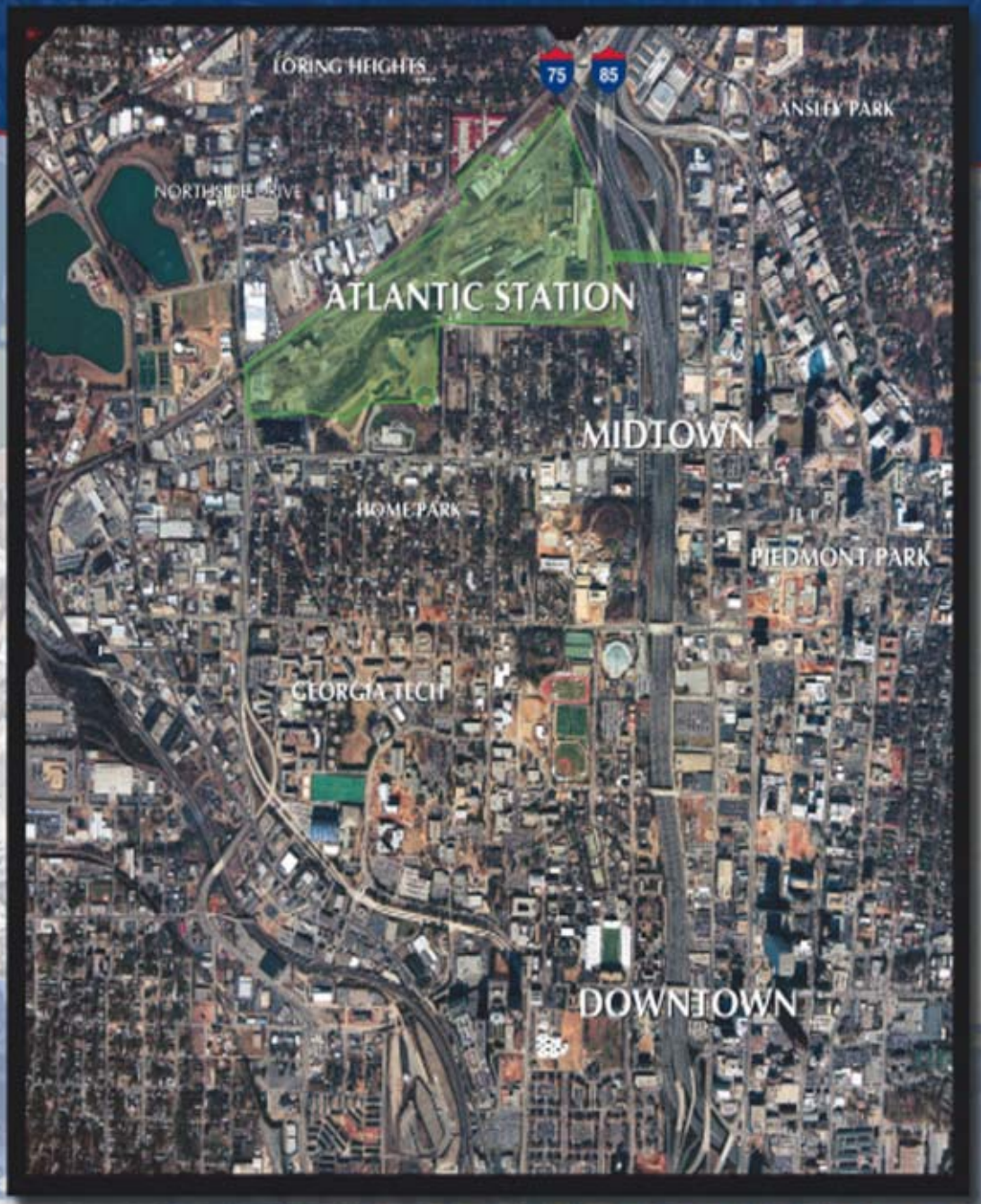


ATLANTA, GEORGIA

Atlantic Station™
LIVE WORK PLAY

LOCATION

SAY IT THREE TIMES

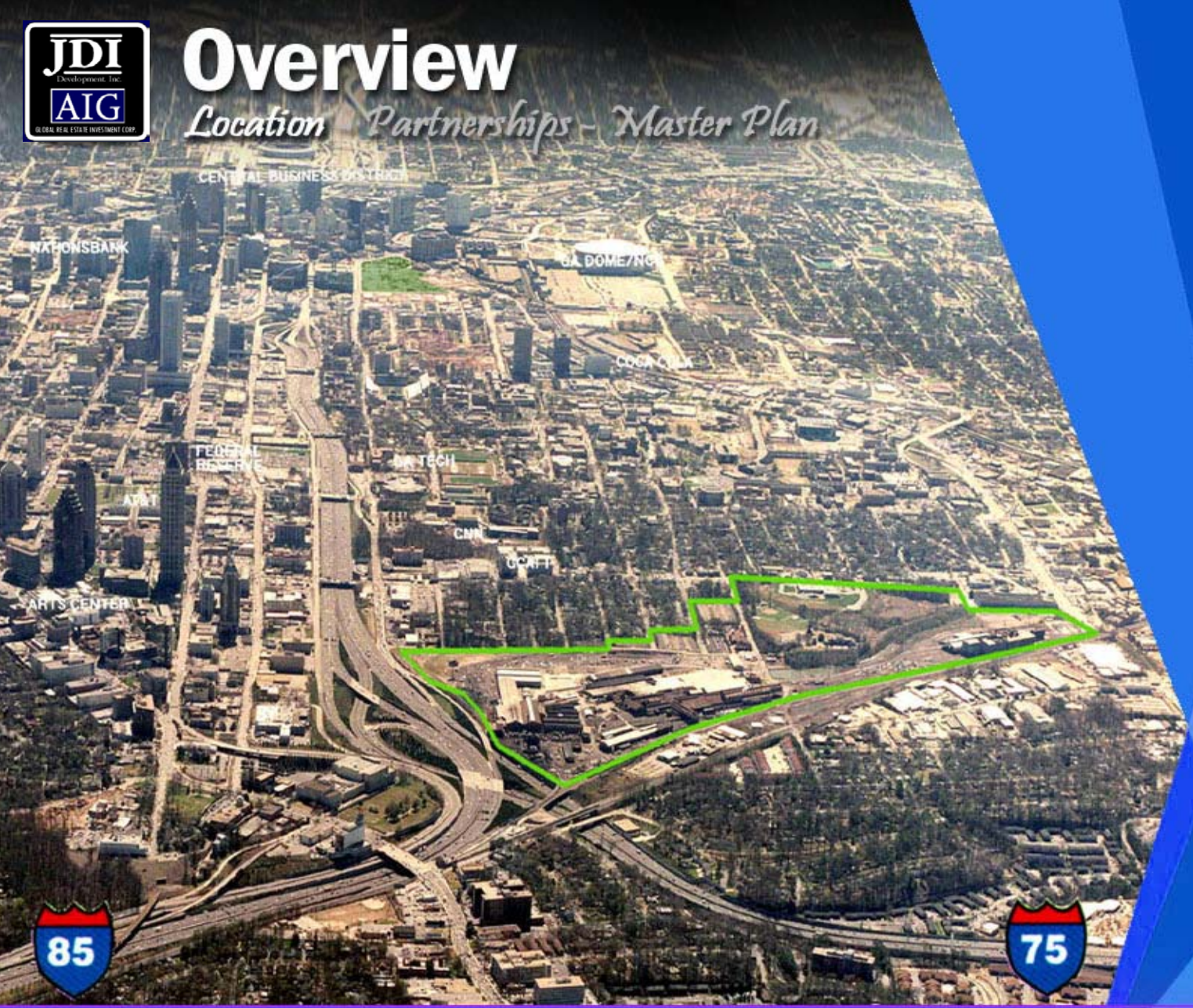


Atlantic Station is 138 acres of newly developed retail, office and residential property in the very heart of Atlanta, Georgia.

I-75 and I-85 merge at Atlantic Station, generating over 500,000 cars daily.

Overview

Location Partnerships - Master Plan



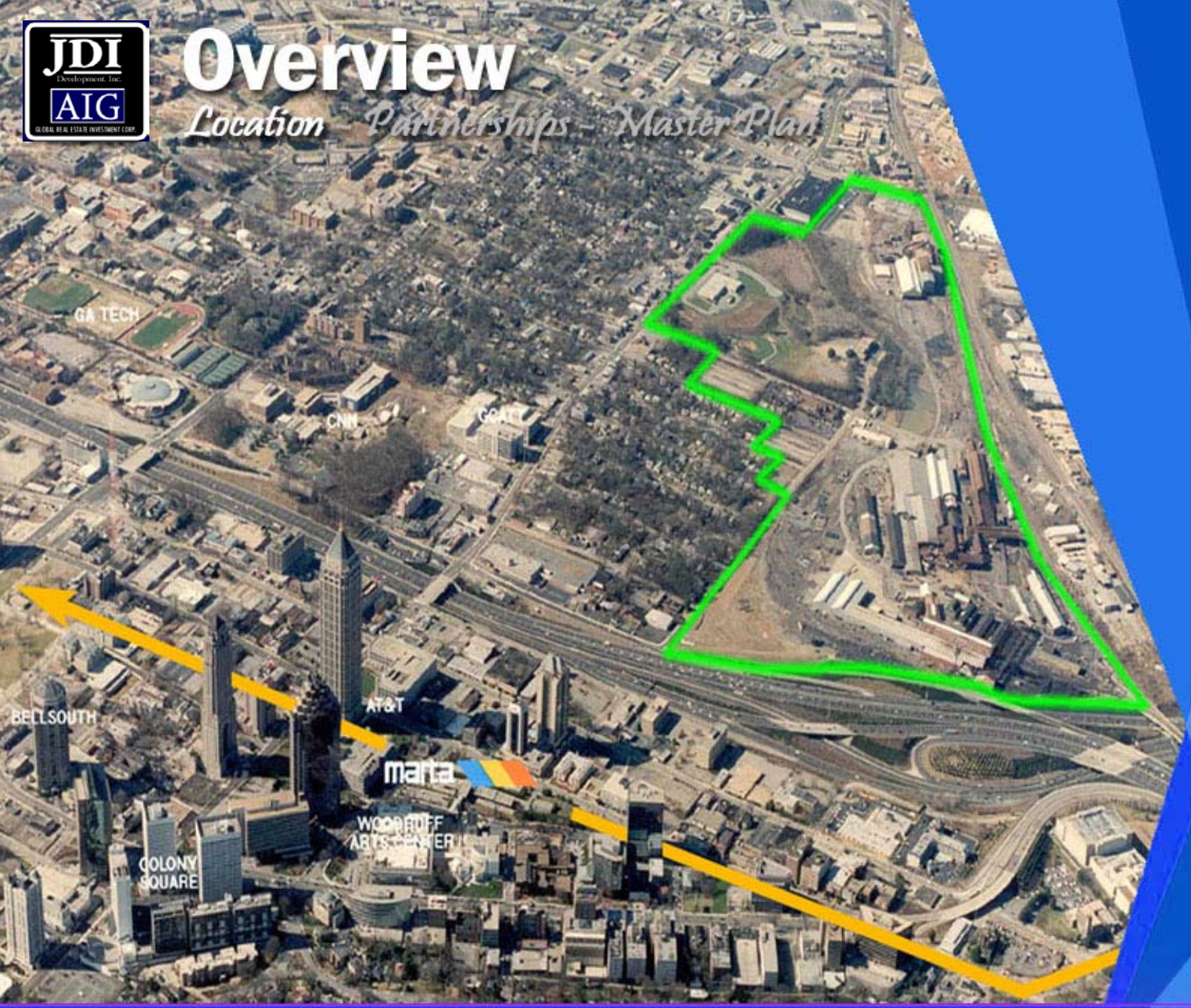
ATLANTA, GEORGIA

Atlantic Station™
LIVE WORK PLAY

FOX
THE Fabulous FOX THEATER
Bank of America
Southeast Headquarters
Braves
TURNER FIELD
CENTENNIAL OLYMPIC PARK
$200 MILLION
GEORGIA WORLD CONGRESS CENTER
EXPANSION
PHILIPS ARENA
GEORGIA DOME
Coca-Cola
WORLD HEADQUARTERS
EXPANSION 3 MILLION SQ. FEET
Georgia Institute of Technology
EXPANSION 29 NEW BUILDINGS
BELLSOUTH
HEADQUARTERS
1 MILLION SQFT. EXPANSION
TURNER BROADCASTING
TCM
TNT
CARTOON NETWORK
TBS SUPERSTATION
EXPANSION 1 MILLION SQ. FEET
The Biltmore
500,000 SqFt. High-Tech
Georgia Tech
Business School, Hotel
Peachtree St. Corridor
1000 New Residential Units
Midtown Square
750,000 SqFt. Class A Office
Federal Reserve Bank
Regional Headquarters
500,000 SqFt.
Millenium
Post Properties+Holder
500,000 SqFt. High-Tech
300 Apartment Units
The Proscenium
Trammel Crow
500,000 SqFt. Class A Office
Atlanta Symphony Orchestra
Atlanta Ballet Company
The Atlanta Opera
WOODRUFF ARTS CENTER
HIGH
museum of art
2 Atlantic Center
Pope & Land
500,000 SqFt. Class A Office
16th & Spring
200,000 SqFt. Office
Trammel Crow Residential
25-story apartment tower
Midtown Heights
Peachtree Point
400,000 SqFt. Class A Office
The Ansley
Luxury Condominium Units
A
B
EarthLink
HEADQUARTERS
EQUIFAX
HEADQUARTERS
(ALL NEW MIDTOWN LOCATIONS)
iXL
HEADQUARTERS
Legacy Residential
350 Apartment Units
Brookwood Place
Condominiums, Townhomes & Harris Teeter
BUCKHEAD
14,000,000 SQFT. OFFICE SPACE
135,000 DAYTIME POPULATION
16,500 SINGLE-FAMILY HOMES
5,000+ HOTEL ROOMS
64,000 RESIDENTS
85
75
©DILLON-REYNOLDS AERIAL
Atlantic Station
LIVE WORK PLAY

Overview

Location – Partnerships – Master Plan



ATLANTA, GEORGIA

Atlantic Station™
LIVE WORK PLAY

JDI
Development, Inc.
AIG
GLOBAL REAL ESTATE INVESTMENT CORP.

YARD DEPT.

Project XL

Environmental Excellence and Leadership

The Atlantic Steel Redevelopment

what attracted epa to atlantic steel?

Accelerated Brownfield Clean-Up

Use of Existing Infrastructure

Greenspace Preservation

Mass Transit Connection

Pedestrian Orientation

Project XL

Environmental Excellence and Leadership

The Atlantic Steel Redevelopment

...what kept them?

Vehicle Miles Traveled (VMT)	- 61%
Nitrous Oxide (NOx) Emissions	- 42%
Carbon Dioxide (CO2) Emissions	- 60%
Volatile Organic Compounds	- 780%
Increase in Transit Use	+ 360%

...what caught us?

Project XL
Environmental Excellence and Leadership

The Atlantic Steel Redevelopment

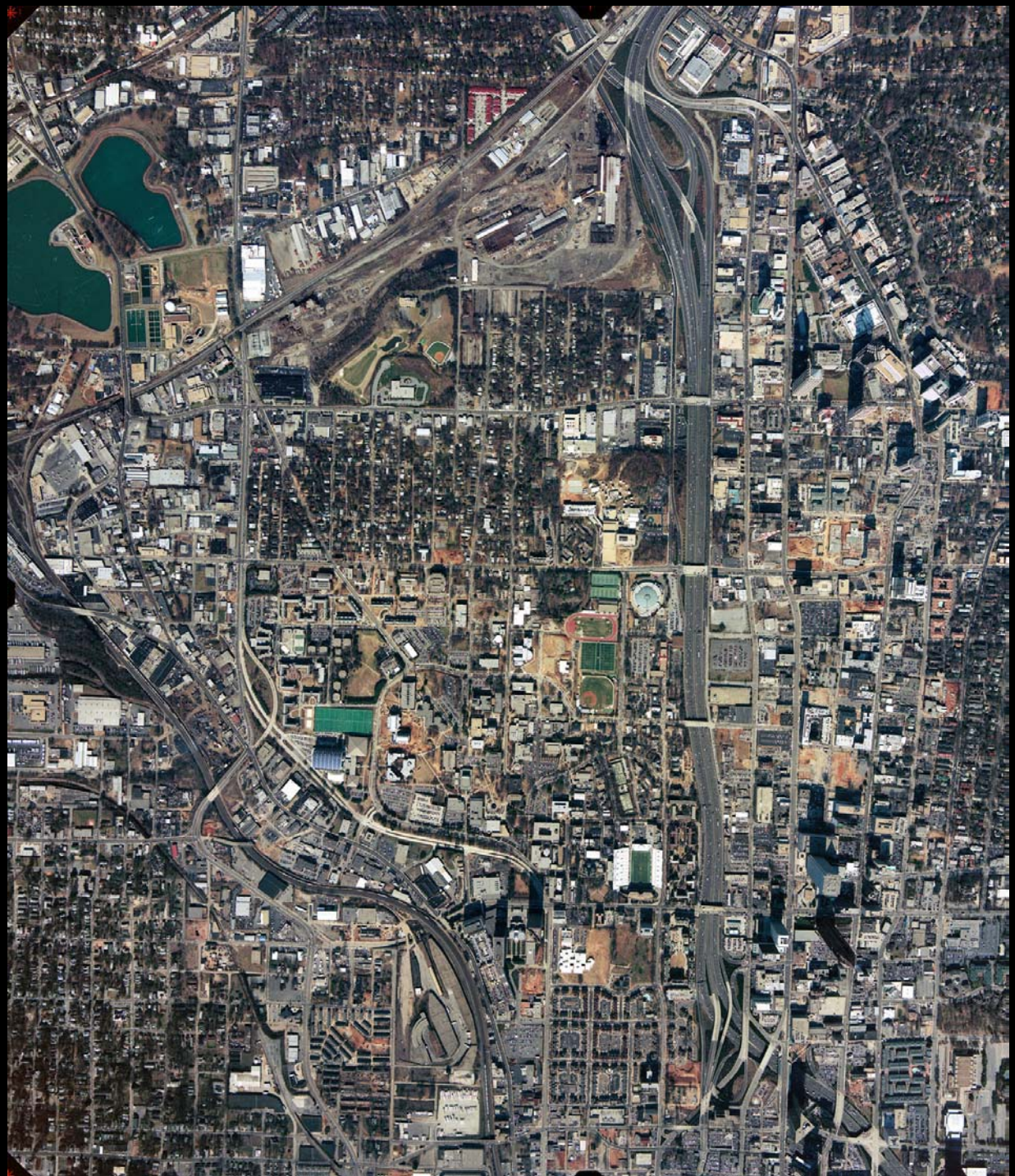
Site Design

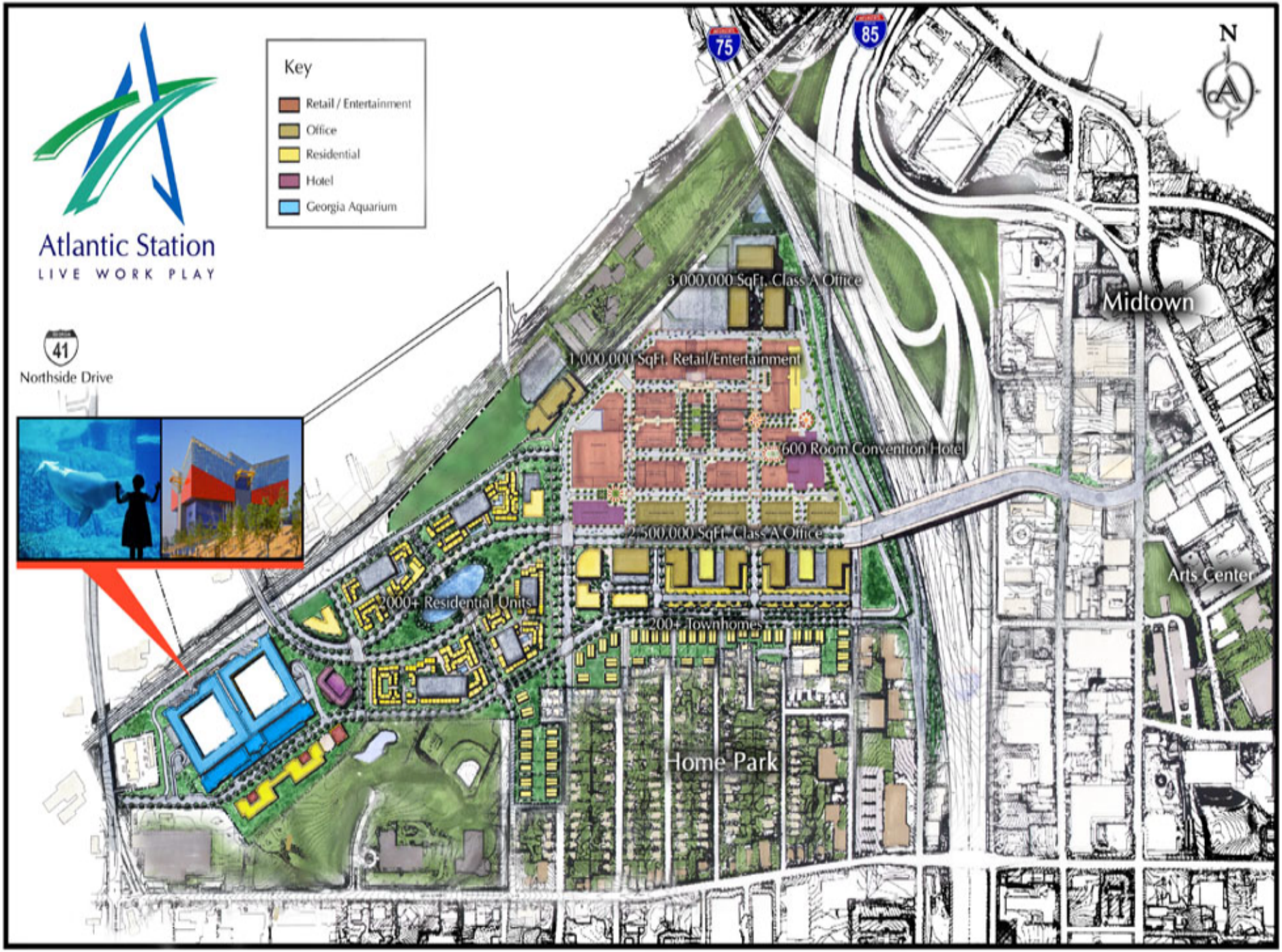
Overall Density (>12,000)
Transit-Oriented Density (>180/acre)
Activity Diversity (33% = mixed use)
External Street Connectivity (< 1,000ft.)

Performance Measures

VMT per Resident (<27)
VMT per Employee (<11)
Mode Split (>25% Non-SOV)

Annual Meetings/Reports, Shuttle System, Right of Way, "Green" Building




Atlantic Station
LIVE WORK PLAY
Key
Retail / Entertainment
Office
Residential
Hotel
Georgia Aquarium
75
85
N
41
Northside Drive
3,000,000 SqFt. Class A Office
1,000,000 SqFt. Retail/Entertainment
600 Room Convention Hotel
2,500,000 SqFt. Class A Office
2000+ Residential Units
200+ Townhomes
Home Park
Midtown
Arts Center

JDI Development, Inc.
AIG
GLOBAL REAL ESTATE INVESTMENT CORP.

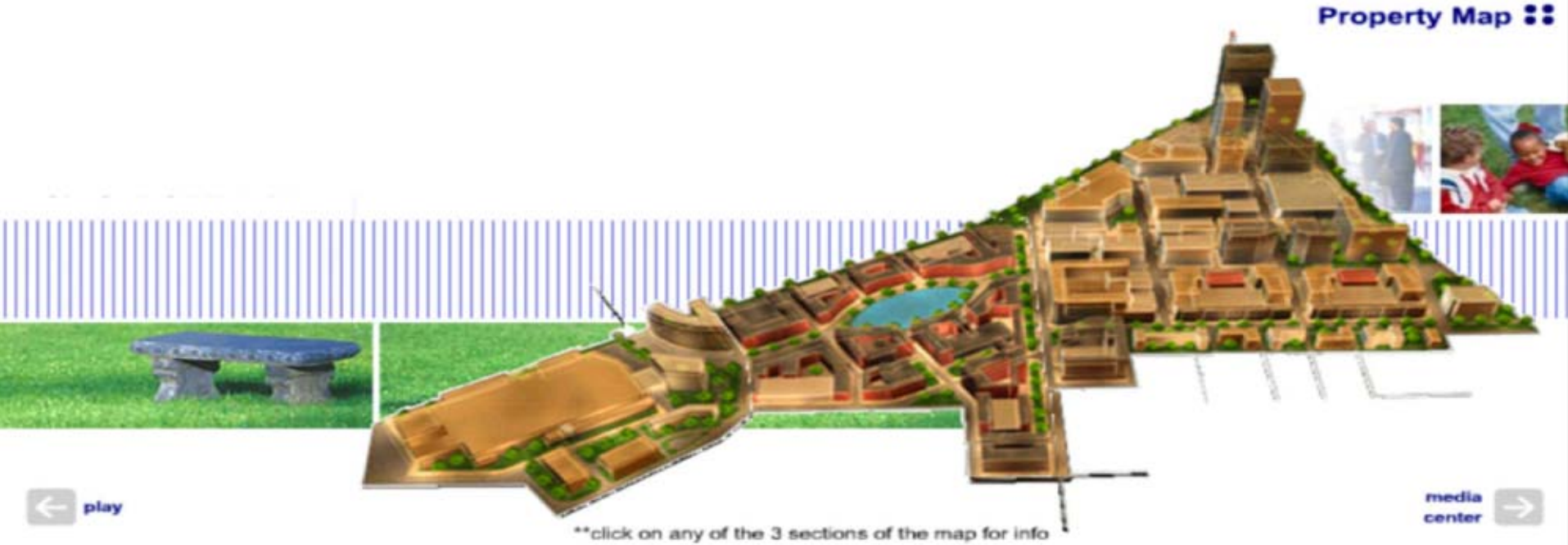
WITH THE GREATEST DENSITY LOCATED EASTWARD A "CENTRAL" PARK AND CITY GRID ORGANIZES THE RETAIL & ENTERTAINMENT DISTRICT.

REJECTING THE TREND FOR "MEGA-PLEX" THEATERS, A MOVIE HALL WITH A WORKING MARQUEE WILL BE THE AREA'S LATERN.

Cafe Row

ECONOMIC IMPACT

what does Atlantic Station mean to the City's economy?



ECONOMIC IMPACT

25,000 New Jobs

$835,000,000 in New Income

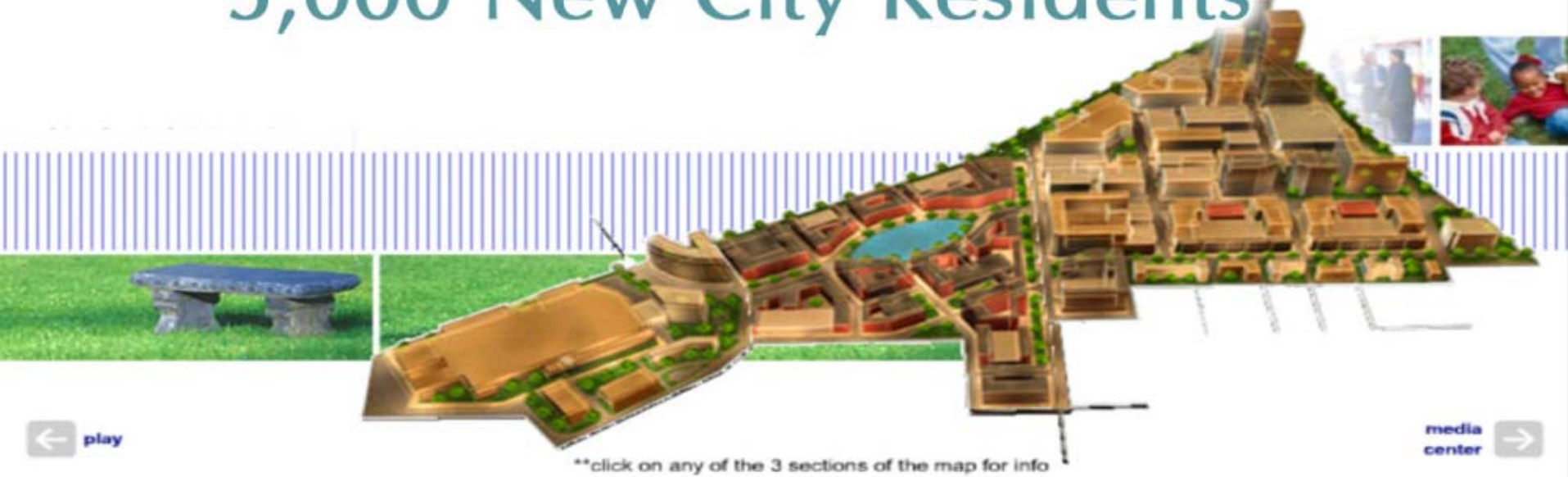
$480 Million in New Retail Sales

ANNUALLY $5 Million New to Public Schools

ANNUALLY $5 Million New to Transit

5,000 New City Residents

Property Map



play

**click on any of the 3 sections of the map for info

media center

ALL ACCESS

BY BUS, BY CAR, BY BIKE, BY FOOT

ATLANTIC STATION IS 30 SECONDS AWAY FROM I-75, I-85, MARTA AND PEACHTREE STREET.

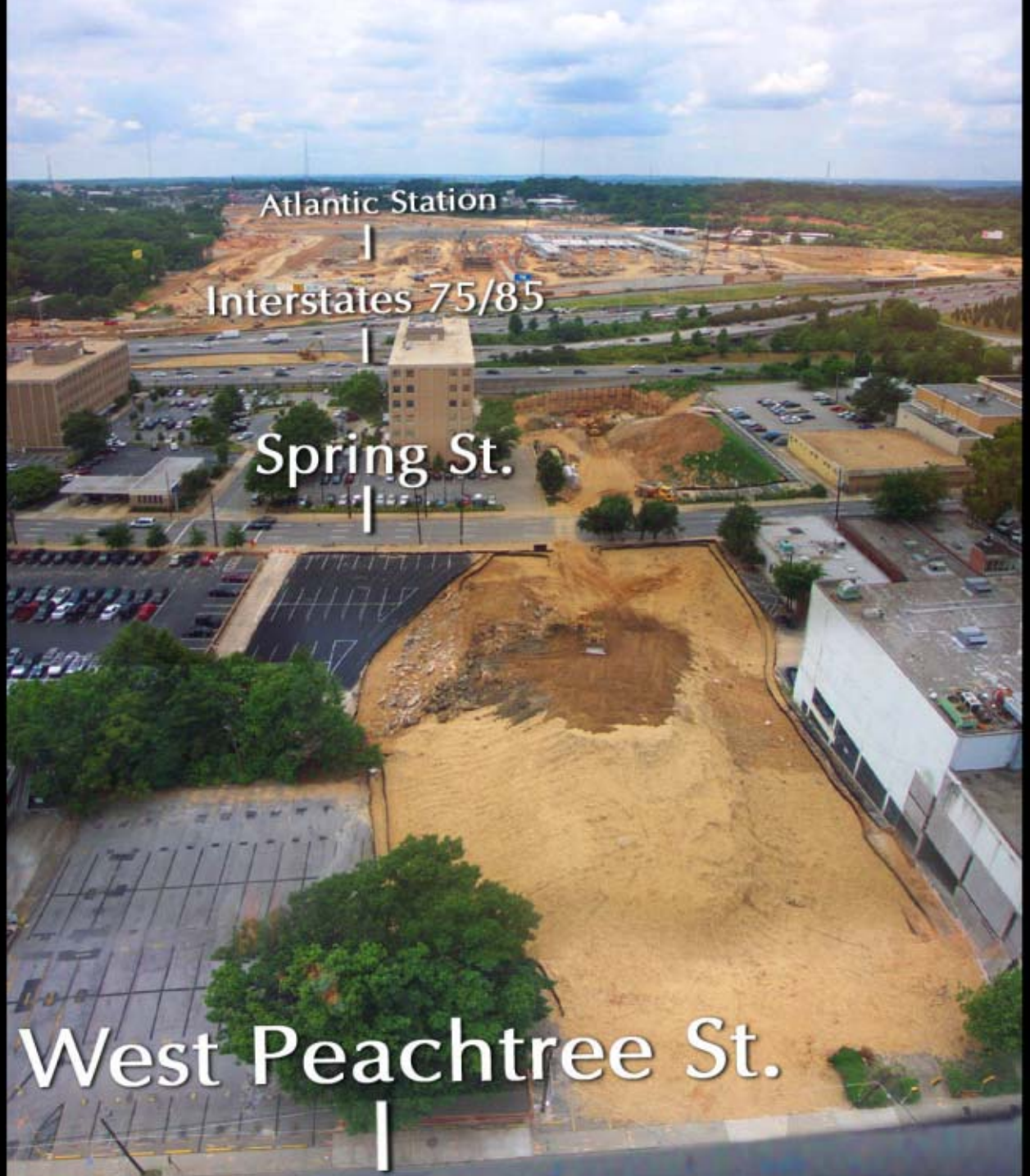
The new $100 million 17th Street Bridge will serve as the main boulevard that connects the residential, office and retail areas of Midtown, Atlanta.

75
85

Peachtree St.
Northside Dr.
75
85

Peachtree St.
Northside Dr.
Interstate 85 Access
75
85

Peachtree St.
Northside Dr.
Interstate 85 Access
Interstate 75 Access
75
85


Atlantic Station
Interstates 75/85
Spring St.
West Peachtree St.

Atlantic Station
Interstates 75/85
Spring St.
West Peachtree St.

May 29, 2002

C.W.M.
CONTRACTING Co.

JDI
Development, Inc.

AIG
GLOBAL REAL ESTATE INVESTMENT CORP.

04 17 2002 16:17

04 17 2002 13:47

04 17 2002 16:17

GAR-BRO
04 17 2002 13:43