

Request for Ideas (RFI) for 2 Peachtree

Addendum #1 - Responses

2 Peachtree RFI - Long Responses

Architect/Arch students	<p>ATL Link - Focuses on not only linking 2 Peachtree building to its surrounding context through intervention on levels 1 through 5; but even at a larger urban scale to create lively streets fostering interaction between people. Our vision for this project includes making a setback curtain wall on each floor, which opens up the peripheral floor space on levels 1-5 and creating community-facing vertical street, which connects West Peachtree Street and Broad Street via elemental staircase and goes all the way to 5th Level. This space can be developed into having a character similar to street, and the visitors can move through the levels experiencing the magic of downtown from different heights. This floors contain floor to floor words expressing emotions such as OHH!, ATL, etc. which are illuminated at night creating a vibrant environment. We are proposing to free up the ground floor, keeping the core and entry to the residences above isolated for privacy. The facade towards Broad Street is opened up on 1st Level is opened up to create and amphitheater like seating which can hold live music venues. This level also has a food market like Chelsea Market in New York. Similarly, the 2nd level has a food hall taking advantage of high ceilings, while the 3rd floor is dedicated to intertwined gym, yoga, aerobics class promoting a healthy lifestyle. The 4th Level contains Flex space which can be rented out for meetings and revenue can be generated, with the extended terrace above the 5th Leve as an option. On the 5th Level , we are proposing co-working space for young entrepreneurs to work and launch their business. The privacy of functions increase as they move from 1st to 5th Level. The vision for this project expands to urban scale. The intention is to continue Broad Street through Five points MARTA station and create a BROAD PLAZA to create a flow for pedestrians and attract people towards the building. The vision is for a phased approach by connecting the important sites in the context, design building and work towards a TOD vision. The proximity to MARTA station and Underground Atlanta is a critical point to focus on. Link to PDF Submission</p>
Atlanta resident	<p>Community Empowerment Hub - Creation of a Community Empowerment Hub within the forthcoming 2 Peachtree redevelopment project. This hub will be a dynamic and inclusive space that brings together businesses, non-profits, retailers, and community-focused organizations to foster entrepreneurship, education, innovation, and community engagement. The proposed space for this hub would be optimal between the 3rd and 5th floor, which has the most space. The concept is grand enough to occupy more than one floor at a time; using all three floors, 3rd to 5th, would be a great place to house this idea. Link to PDF Submission</p>
Downtown organization	<p>Partial tenancy of 2 Peachtree Street and/or 14 Marietta Street (Annex) as future headquarters office, operations, and community center. We are interested in an opportunity to lease 15,000 to 20,000 square feet.</p>

2 Peachtree RFI - Short Responses

Atlanta resident	I believe that the mission of affordability for Atlanta residents could be furthered by providing a Library of Things. A facility of this sort is uncommon, but not at all unprecedented. It would be a place where members can check out items like a regular library. However, rather than books, the facility would provide tools, appliances, children's toys, repair classes, and other useful goods that people may have an occasional need for but not want to purchase outright. This would be beneficial for nearby residents who live in small apartments without much storage space, and also people from across the city. Because it is not a common business model, public subsidy may be useful to get it off the ground. Due to its proximity to the 5 Points Marta station and its coherence with the affordable housing mission of the 2 Peachtree tower, I believe a Library of Things would be a significant signifier of innovation and affordable living for all of Atlanta.
Atlanta resident	One floor should be dedicated to being a business incubator for residents of the building if and only if the users involve other residents. A second floor should be dedicated to urban farming using LED lighting and hyponic growing techniques. The buildings occupants should be encouraged financially to participate in planting, growing and consuming the fruits and vegetables grown on that floor A third floor should be dedicated to human improvement in arts (painting, music, dance), physical fitness, and mental and physical health
Atlanta resident	I recommend that public space be reserved for a rent-assisted medium sized supermarket so that downtown becomes less of a food desert, thus encouraging more downtown residents. As more residents return to intown living the assistance would be phased out to encourage free market competition.
Atlanta resident	Public restaurant on street floor and provide nutritional healing meals for resident as well.
Atlanta resident	The concept of the Community Empowerment Hub is to create a dynamic space that fosters entrepreneurship, education, innovation, and community engagement. It will serve as a centralized hub for various businesses, non-profits, retailers, and community-focused organizations. The goal is to empower local residents, provide essential services, promote economic growth, and enhance the quality of life in Atlanta's oldest neighborhood. The Community Empowerment Hub offers developers a unique asset by providing market differentiation and increased demand through its socially responsible and diverse ecosystem. By incorporating the hub, developers can enhance their reputation, access funding opportunities, and foster collaborations while adding long-term value to the development and meeting the evolving demands of socially conscious investors and community-focused stakeholders. Components of the Community Empowerment Hub: 1. Incubator and Co-working Spaces; 2. Education and Skill Development; 3. Social Impact Initiatives; 4. Retail and Local Businesses; 5. Community Spaces; 6. Technology and Innovation Center; 7. Sustainable Practices.

Atlanta resident

Community Innovation Center: Create a collaborative space that houses incubators, co-working areas, and resources for startups, entrepreneurs, and small businesses. Provide mentorship programs, workshops, and networking opportunities to support local economic development and innovation. **Community Health and Wellness Hub:** Establish a comprehensive health and wellness center offering affordable healthcare services, fitness facilities, nutrition counseling, mental health resources, and preventive care programs. Collaborate with local healthcare providers and organizations to ensure accessibility and promote community well-being. **Cultural and Arts Hub:** Develop a vibrant cultural center that showcases local artists, hosts art exhibitions, and offers creative workshops. Include performance spaces for theater, music, and dance performances, as well as artist studios and galleries. Foster artistic expression, cultural exchange, and community engagement. **Sustainable Living and Education Center:** Create a space dedicated to sustainable practices, environmental education, and eco-friendly technologies. Offer educational programs, workshops, and demonstrations on renewable energy, recycling, urban gardening, and green building techniques. Promote sustainability and inspire community members to adopt environmentally conscious lifestyles. **Food Innovation and Culinary Hub:** Establish a culinary incubator and food hall featuring diverse cuisines from local chefs and entrepreneurs. Provide shared kitchen spaces, business development resources, and opportunities for culinary training and workforce development. Foster entrepreneurship, celebrate local food culture and create a vibrant culinary destination. **Community Education Center:** Design a center focused on lifelong learning and educational opportunities for all ages. Offer classes, workshops, and tutoring services covering various subjects such as literacy, STEM, vocational skills, and personal development. Collaborate with local schools, universities, and educational organizations to provide comprehensive educational support. **Community Empowerment Center:** Develop a multifunctional space that serves as a resource hub for community empowerment programs and services. Offer job training, financial literacy workshops, counseling services, and resources for underserved populations. Facilitate partnerships with nonprofits, social service agencies, and government entities to address community needs effectively. **Community Marketplace:** Create a marketplace featuring local vendors, artisans, and entrepreneurs. Offer retail spaces for locally made products, fresh produce markets, and community-based businesses. Support local economic growth, encourage entrepreneurship, and provide a gathering place for residents. **Family Recreation and Entertainment Center:** Build a family-friendly entertainment center offering recreational activities such as indoor playgrounds, mini-golf, arcade games, and event spaces for birthday parties and community gatherings. Provide a safe and engaging environment for families to enjoy quality time together. **Social Impact Incubator:** Establish an incubator focused on social entrepreneurship and nonprofit organizations. Provide resources, mentorship, and funding opportunities to develop innovative solutions to address pressing social and environmental challenges in the community. Support the growth and impact of social enterprises.

<p>Atlanta resident</p>	<p>More at www.2peachtree.com. Our concept for 2 Peachtree is centered around transforming the space into a dynamic civic recreational hub that celebrates Atlanta’s rich heritage while catering to the diverse needs of its residents and visitors. Our design scheme features a range of amenities aimed at promoting education, art, culture, commerce, equity, and health. We have envisioned an open, ADA-accessible wrapping ramp that encourages pedestrian and cyclist movement, promoting connectivity and social interaction. This unique feature provides a safe and inclusive pathway for everyone to explore and enjoy. Inside the tower, we have incorporated a 100-foot indoor climbing wall that caters to both beginners and advanced climbers, providing a thrilling and engaging recreational experience. Adjacent to it, an indoor basketball arena offers a space for active sports and community events. These facilities foster physical well-being, active lifestyles, and community engagement. Recognizing the importance of connectivity, we have designed a new connection to the Atlanta MARTA trains, enhancing accessibility and encouraging sustainable transportation options for downtown residents and visitors. Additionally, we have allocated space for a library resource center that provides access to a wide range of educational materials, fostering a love for learning and promoting intellectual growth. To create a vibrant atmosphere, we propose flexible stalls for pop-up retailers and food sellers. This will not only support local businesses but also provide diverse shopping and dining experiences for the community and visitors alike. The massive round columns and large window openings in our architectural design create a striking aesthetic that blends modernity with the historical significance of the tower.</p>
<p>Atlanta resident</p>	<p>My big idea is to build a roller rink on the second floor. We don't have one ITP and this blossoming entertainment area is the perfect location. Roller skating is experiencing a resurgence and lots of parents of young kids have memories of our skating days but do not have a safe, close place to bring our would be skaters. It would have a very positive community impact- there could be classes for kids, seniors, skate competitions, Roller Derby, birthday parties... Getting people moving is so critical to health. They could offer memberships. Local food, local beer.</p>
<p>Atlanta resident</p>	<p>For the five commercial levels at the base of the building: Artist spaces, studios, galleries similar to School of Visual Arts in NYC, in coordination with the GA State Undergraduate Arts and MFA programs, and for artist live/work. (ATL Precedent: GA Tech Strategy to Transform Midtown ATL to a University & Research District)</p>

<p>Atlanta resident</p>	<p>Level 1) retrofitted for hydroponic growing from ceiling, introducing new technologies to grow food for local makers to sell in stalls like HAYMARKET (haymarketboston.org). This could be a world class destination point to learn about innovative indoor growing techniques for a community trust model that can be funded by Atlanta’s Land Trust. 12,000 sq ft is adequate space for a “Trader Joe’s sized market”. Level 2) will be dim sum style/street food eating where many vendors will rotate food carts (reminiscent of Vietnamese/Singapore/etc street food), offering their inexpensive offerings from fresh fruit Mexican style, Vietnamese coffee carts, tapas, churros, empanadas, spring rolls, etc. Each vendor will specialize in a few items done extremely well and offer a rich diverse inexpensive eating experience. The barrier to entry for food cart businesses is only \$5k and can be run on electricity instead of gas. This again can be a community trust/cooperative model for Atlanta Land Trust. This will employ populations from higher unemployment groups to build wealth and allow them to transfer their existing skills. This will be a destination for those interested in cultures around the world, especially during times where world travel is more limited. Level 3) an innovation lab that focuses on food technology, utilizing the foods grown within the building. The lab can support the vendors to create new food products, health and wellness products, new innovations for growing food, etc. Level 4) a 3D printing lab to also innovate new products/packaging for the vendors within the building. It can be a school to teach people how to be workers of 3D printing equipment and innovate products that can be printed w/ sustainable methods. Level 5) On-site supportive services for the workers which includes social services, learning opportunities such as ESOL, computer classes, etc. This can be a partnership with area schools and non-profit organizations.</p>
<p>Atlanta resident/worked in 2 Peachtree</p>	<p>Reconstruct, as near as possible, the 1918-era Peachtree Arcade, which originally occupied the space where the first few floors of 2 Peachtree St now reside. The Peachtree Arcade was a three-level open mall that was the first of its kind in Atlanta and likely was the first in the South. Using 1918 period looking architecture, the "new" Peachtree Arcade could become a tourist attraction near Underground Atlanta. Also, the shops might possibly include some of the kiosks which have been located on nearby sidewalks in recent years as well as provide small business opportunities for those living nearby.</p>
<p>Atlanta resident/works Downtown</p>	<p>a) I would suggest converting the first two floors into retail space. This should be more in tune with contemporary retail environment. If ample security is available and there are many residents, small mom and pop establishments will work best. b) The rest of the floors should be converted to a community center of some type, with input from local residents. c) Alternatively, all five floors could be converted into a mix of retail and community center, or even an all out retail one. Downtown does not even have a real grocery store with the MLK Walmart closing late last year. Perhaps a national grocery chain can answer the call. The area is a food desert for the most part but its central location and transit access make it ideal for investment.</p>

<p>Atlanta resident/works Downtown</p>	<p>I think half the 5 levels should be dedicated to community space either run by nonprofits or COA government. A key need in downtown is 24/7 access to public bathrooms that include showers, kind of like Pilot and other truck stops offer. Allowing people to use the bathroom and shower will improve the downtown area for everyone, ranging from the unhouse to daily commuters like me to tourists. I think a floor should have a commercial kitchen that can be used as a business incubator as well as to prepare and serve meals for those in need. Like the previous Cafe 458, people should be able to sit down and be served a meal with dignity. This will also help curtail the street feeding. It would be great if Grady could expand their Food is Medicine program into the space to increase access to health food. And/or partner with the MARTA farmers markets to add a year round indoor option. A locally owned bar/restaurant would be a nice addition. A small grocery store or grab and go market would be great addition. Something fun like an old school pinball arcade or escape room. In summary, since tax dollars are being poured into this project, as much as possible of the space should be for community benefit.</p>
<p>Boardmember, Atlanta School for the Arts</p>	<p>Through generous support from the Community Foundation of Greater Atlanta, and in partnership with the SSOE Group, the Atlanta School for the Arts Foundation is completing a facilities program that outlines the requirements for a facility. 2 Peachtree is one of several facilities that fits the requirements in several ways: Proximity to arts and cultural spaces; Proximity to Georgia State, local arts partners; MARTA access; Innovative capacity to transform spaces on floors 2-5 into learning communities/classroom spaces; Ceiling height (and layout of floor 1) accommodates specialized spaces like dance studios, scene shop, etc.; A final program that outlines the list of spaces (and how the school can work in floors 1-5 of 2 Peachtree) will be completed by September of 2023. Atlanta School for the Arts will be a centrally located, urban, public arts professional preparatory high school that emulates models like Chi Arts, Baltimore School for the Arts, and Los Angeles County High School for the Arts. As prep programs for future artists and arts leaders for their cities, these programs are housed in the hubs of their cities, where students engage their urban landscape as their classroom and move between schoolroom and museum/concert hall/theater/dance studio as a part of the arts ecosystem. This synergy makes the location of the school as important as the program, and these schools are most often housed in the facilities such landscapes have to offer--remodeled historic hotels, updated factories, and high rises that house programs for universities—rather than “school buildings.” As such, 2 Peachtree fits the literal mold for what an urban arts professional prep high school needs: centrally-located, adjacent to university and arts facilities, walkable and close to MARTA, and teeming with the life that is Atlanta’s heart.</p>
<p>College student</p>	<p>My idea for 2 Peachtree is a hub for all of Atlanta's different cultural communities— a place for new residents and tourists alike to get "plugged in" to the various communities around Atlanta. We are a very culturally diverse metro, but our downtown has always been the center for corporate commerce. This has left downtown as a less diverse place, demographically, than the rest of the metro. A visitor to downtown would have no idea that Atlanta is home to some of (if not the) largest Somali, Korean, and Vietnamese communities in the United States, as well as home to major religious groups. Since the pandemic has drained out the offices, we have an opportunity to refocus downtown on cultural ties instead of solely economic ties. Opening up 2 Peachtree as a kind of place where communities can represent themselves in a public way, would go a long way towards opening up Downtown to be more representative of</p>

	the people of the metro, and not just its strongest economic interests. Having a "United Nations" that is run by and for the various communities in Atlanta would do so much for each of them.
Downtown resident	My highest priority item would be a real grocery store (at least something like an Aldi). With all of the planned development downtown, as well as the expansion of GSU, the Fairlie Poplar district and immediate surrounding areas need a REAL grocery store that does not threaten to shut down. Something here could easily be built as no additional parking would need to be added to the area.
Downtown resident	Downtown is a great place to live, it's a vibrant community that celebrates business, hospitality and that has plenty of space for more and more residents to call this "home". For residential occupation to be successful, it is important to bring in "Quality of life" amenities and services. First of all, every aspect of the re-development must be ADA friendly. As a hub for "Quality of life" amenities and services that would be available to tower residents and the community at large with space for professional offices and service delivery such as: Mental health; Social services; Counseling; Physical Therapy; Occupational Therapy; Optometry; Dentistry; Dietetics; Day care; Parking; flex space available for peer support groups and clubs.
Downtown resident	With an estimated 600 units at 2 Peachtree alone, I think a grocery store would be very viable.
Downtown resident	* makerspace/hackerspace (https://en.m.wikipedia.org/wiki/Hackerspace). * biohacking lab like Genspace in Brooklyn (https://en.m.wikipedia.org/wiki/Genspace). * music and podcast studio .
ED, Innovative Solutions for Disadvantage and Disability	ISDD is the largest provider of kinship family support services in the Atlanta Metro area. Kinship families are formed out of some trauma that requires that children be placed in the care of relatives, usually grandparents. These families (also called grandfamilies) exist outside the foster care system and receive none of the financial or other supports that licensed foster parents receive. This is because it is next to impossible for these families to qualify, so for every one child in kinship care inside the foster care system in Georgia there are 28 outside of that system. We would have a foster care crisis if grandparents weren't willing to be the solution. Our goal, over the next five years, is to create the first "Grandfamily House" in Georgia. There are about 15 such facilities across the state that offer kinship families affordable housing with wraparound supportive services, so there is a tested and successful model to replicate. We are looking for partners to create this facility - we know we can't do it alone. The majority of our clients live in the City of Atlanta, so being a part of the 2 Peachtree project would be a perfect fit and help us to accomplish our affordable housing goal. Our supportive services will help ensure that these families are successful and the children have a chance to grow up into contributing members of our society.

Native Atlantan

I see Terminal Market-style vendor hall on the **first two and a half floors of the space**. Benefiting from the high ceilings on the first floor, I see a grand staircase blown out to connect to the second and third floor. I see vendors coming from across the country to have access to a thriving walkable environment, with a particular focus on state and local vendors selling Georgia produced products and food. The intent is to create an old-world style experience where smells, sounds and sights bombard the senses and bring people in off the street. As the first floor lacks huge exhibition space, we would need to create seamless access to the upper floors to bring visitors up to the second and third floors which could better accommodate a multitude of hosts. Opening up the first and second floors to be as open concept as possible, the bulk of the square footage would actually be on the third floor. In total, I envision nearly 45k square feet of space devoted to the public vendor floor. This could be seen as Krog Street Market on a much grander scale, or could be seen as a true tourist (and local alike) destination that Atlanta currently lacks. I see this space operating 7 days a week, which provides great visibility to the area, helps with security, and adds lunch and dining options to an increasingly vibrant downtown. This market can provide low-hurdle space for budding Atlanta entrepreneurs before scaling up or providing a city outpost for Georgia grown agricultural products. This is a terrific opportunity for Georgia and Atlanta specific branding and would be a memorable experience for any conventioners in the area. **Consuming the rest of the third floor**, I envision a white-box artist studio. The city needs artists and artists need low-cost space to both create and showcase their wares. I assume some number may even live in the residential above, but I would guess that this would become a meeting place for artists across the region. Creating roughly 40 bays for artists to create and be surrounded by other creative people would be an intoxicating mix. This creator-focused environment is also very affordable to build-out and could easily rent at or above build-out costs. This would take roughly 14k square feet on the third floor. Artists could then also become vendors in the market on the other side of the floor. On the **full fourth floor**, I see a Georgia and Atlanta specific business incubator program and co-working space. The state and city will work directly with entrepreneurs who are looking to create, market and otherwise transform Georgia based products. I'm thinking material engineers looking to create new applied uses for Georgia timber. I'm thinking businesswomen that are scaling a start-up that could be a huge consumer of newly vacant Atlanta office. I'm thinking of budding marketers that can bring Georgia wine to new audiences through local canning and production. This symbiotic ecosystem won't necessarily happen on its own and both levels of government could benefit greatly from a dedicated space focused on employing local Atlantans and Georgians and its base products. Finally, on the **fifth floor**, I am picturing a wine and coffee bar that could take advantage of the rooftop above. This could be a full service restaurant with the right sponsor, taking up almost a quarter of the floor, or could be a boutique experience that offers sweeping views of downtown through the rooftop access. This pop-in cafe could also showcase pre-packaged products from the market below, and even for-sale artwork fresh from the artist studios. This could be leased to a national tenant, or could be another local entrepreneur showcasing Georgia wines and local coffee brands. This could be a very high-revenue use for otherwise dead space on a middling floor. I see the bulk of the space on the fifth floor being used as an indoor play place/day care. City residents have few options for child care, and depending on the sponsor, this could be an interactive play space for young children with parental supervision, or a true day care with professional supervision. This could consume 25k square feet and be a huge employer of young people looking for work. This would also be a very low-cost build out for a difficult to use space.

