

CONTEXTUAL DESIGN

What is contextual design? The simplest definition is “development that looks like it belongs there.” Key elements are building scale, architectural treatment, streetscape, exterior finishes, and concealment of unsightly parts. A final aspiration is to work with the natural lay of the land.

Atlanta has too few examples of contextual design. The reasons are plentiful. First, governing bodies have generally not mandated design sensitivity, focusing more on building density, setbacks, and parking requirements. Second, a parking deck is hard to hide, and Atlantans are not ready to part with their cars. Third, development economics become strained by the higher costs usually associated with superior design. And our rolling, heavily-wooded terrain is undevelopable without some alteration.

Three great examples of contextual design are showcased here. **The Carlton** is a condominium development (69 units) that was built on Ponce de Leon Avenue in 2003, and performed quite well in a highly competitive market. **905 Juniper** is a 92-unit condominium development in Midtown, built in 2006, that enjoyed tremendous success. **Inman Quarter** is a new mixed-use development in Inman Park that includes 200 apartments and 39,000 square feet of retail space, which has also been very well received by the market. All three projects look like they belong, complement their surroundings, and enhance the neighborhood.

Highly successful developments with contextual design will hopefully inspire others. Consumers have already spoken. They value and seek out developments differentiated by their sense of place and design integrity.



THE CARLTON



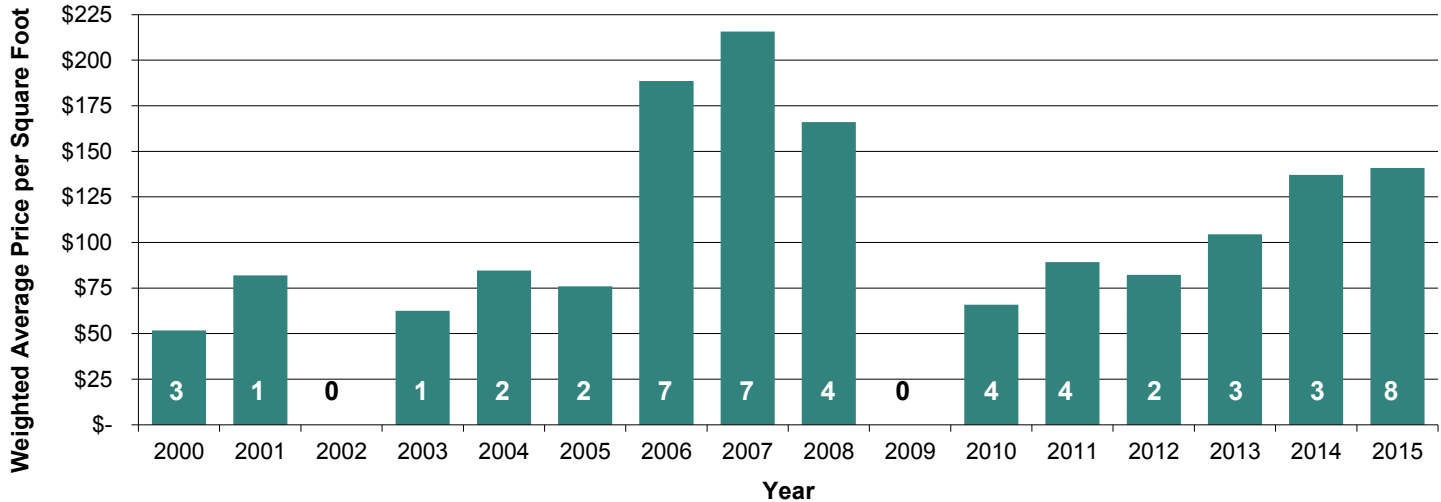
905 JUNIPER



INMAN QUARTER

MIDTOWN LAND PRICES

Since the recession, no part of Atlanta has seen more real estate activity than Midtown. Land prices and transaction volume are good market barometers. Prices peaked in 2007 before the market's downturn. Both values and transaction activity fell dramatically, then began to rebound in 2013.



Note: The number in the bars represents significant land sales that have occurred in that year.

MIDTOWN TECHNOLOGY BOOM

The seeds for Midtown's emergence as a high-tech hub were planted in the early part of last decade when Georgia Tech made the strategic decision to expand its campus east of the Downtown Connector with the development of Technology Square. Today, the area has a diverse mix of businesses that seek proximity to Georgia Tech, as well as the walkability and urban feel of Midtown. The table below lists several companies that have recently committed to Midtown:

COMPANY	TYPE	BUSINESS
NCR Corp.	Corporate Headquarters	Global Payments Processing
Kaiser Permanente	Technology Campus	Managed Care Consortium
Worldpay	Corporate Headquarters	Payments Processing
Sage Software	North American Headquarters	Business Management Software
Parkmobile	Corporate Headquarters	Parking Mobile Payments Provider
PrimeRevenue	Expansion	Supply Chain Finance
PureCars	Expansion of Software Development Center	Digital Marketing

Office development is picking up in response to the influx of technology companies. Hines recently announced a new 200,000-square-foot speculative office building in Atlantic Station that is specifically targeted to high-tech companies. Portman Holdings has been tapped to develop Georgia Tech's High Performance Computing Center that will include a significant amount of speculative office space. Midtown's evolution as a focal point for innovation and entrepreneurship is playing an important role in the further diversification of Atlanta's economy.