



REQUEST FOR IDEAS

FOR

2 PEACHTREE'S COMMERCIAL/RETAIL SPACE

ISSUED BY:

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Invest Atlanta is formally issuing a Request for Ideas for innovative, feasible, community serving uses for the **first five floors (over 100k square feet space in total)** in the forthcoming 2 Peachtree redevelopment project. Invest Atlanta invites individuals, non-profit organizations, and commercial entities to share their ideas for this space that could house a variety of businesses, non-profits, retailers, and other compelling community-focused uses. The 2 Peachtree redevelopment project is expected to deliver the largest addition of market rate and affordable mixed-income housing in downtown Atlanta's history. This call for ideas reflects Invest Atlanta's and the City's desire to create a one-of-a-kind destination in Atlanta's oldest neighborhood.

Respondents are encouraged to consider this opportunity as a blank canvas to pitch ideas for the use of this space. We encourage anyone with an idea – big or small – to submit, even if you are not associated with an organization or business that could lease the space. Invest Atlanta wants ideas that prioritize the community and promote inclusivity, education, art, culture, commerce, fitness, and health. Invest Atlanta will evaluate the feasibility of ideas by considering the proposed use's value to 2 Peachtree, Downtown, and Atlanta. Ideas with a greater social value or benefit to the property could receive public financial assistance to assist with feasibility – so don't hold back on an idea that isn't fully funded. First and foremost, we hope to attract operationally sustainable uses, businesses, or organizations that add value and vitality to the space and the overall property.

This is not a Request for Proposals but rather a process to gather information and ideas from the public to better ensure inclusion and community engagement. Invest Atlanta intends to use submitted ideas and information to help inform our procurement process and the selection of a development partner to lead the redevelopment of 2 Peachtree. Ideas submitted through this RFI will be shared publicly and with potential development partners, but these ideas will not be binding to Invest Atlanta's selection. Invest Atlanta intends to use ideas received to help shape the future of 2 Peachtree by including desired ideas within a Request for Proposals (RFP), which will be drafted and issued later this year. Invest Atlanta will evaluate, prioritize, and promote proposed ideas that help achieve the goals of the 2 Peachtree project. The initiative presents an exciting opportunity for those interested in contributing to both Invest Atlanta's and the City's dynamic, inclusive vision for 2 Peachtree and Downtown.

In addition to this RFI, Invest Atlanta is also concurrently seeking potential development partners to submit qualifications for the redevelopment of 2 Peachtree. To begin this process, Invest Atlanta published a Request for Qualifications (RFQ) in April 2023, the first stage of a two-stage procurement process. The second stage RFP will conclude with the selection of a developer partner. The two-stage process provides a comprehensive and well-informed decision-making process to attract proposals that align with Invest Atlanta's goals for 2 Peachtree. To be clear, respondents to the RFQ may participate in this RFI if they desire; however, participation or lack thereof in this RFI will have no effect on the evaluation and scoring of responses to the RFQ. In other words, Invest Atlanta welcomes the submission of ideas for the retail and commercial spaces at Two Peachtree from any who wish to submit them, but this RFI will have no impact on RFQ evaluation, and there is no expectation that RFQ respondents will also submit a response to this RFI.

The submission process of this RFI is divided into two tracks: Short Response (Track I) and Long Response (Track II), depending on the scope of the proposed idea. All individuals who are interested in shaping the community's future are encouraged to participate.



Through the RFI, Invest Atlanta seeks to identify ideas that achieve the following goals:

- **Positive Social Impact:**

Build a space that delivers a positive social benefit for Atlanta by cultivating education, art, culture, commerce, equity, health or other socially beneficial effects.

- **Creating a Flourishing Downtown:**

Utilize the first five floors of 2 Peachtree to improve public space in Downtown Atlanta, prioritizing community-facing, active, and creative developments that encourage social interaction, inclusive spaces, and collaboration. By promoting shared values, the project seeks to foster a strong sense of belonging and support a sustainable and equitable project.

- **Financially Sustainable Mixed- Use Development:**

Contribute to a commercially and financially successful mixed-use development that serves residents, the Downtown community, and Atlantans. By bringing together residential and commercial uses, the project aims to create a dynamic and inclusive neighborhood that supports local businesses, promotes economic growth, adds to the financial feasibility of the adaptive reuse of 2 Peachtree, and contributes to the Downtown community's future.



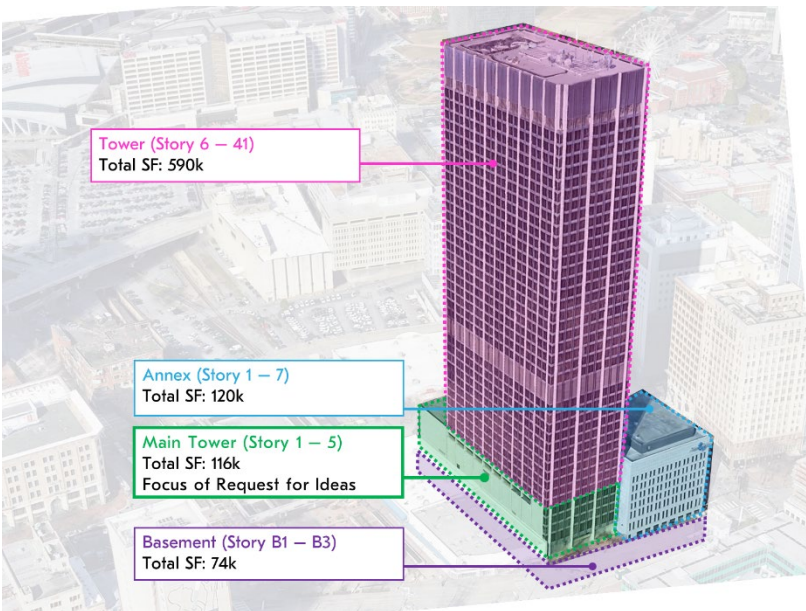
SITE OVERVIEW

Office-to-residential conversion is a growing trend in the US, especially in Atlanta, where several projects have been launched or completed. 2 Peachtree is strategically located at the intersection of five major development projects, making its success critical to the revitalization of downtown Atlanta. The project aims to create a mixed-income, mixed-use community with easy access to transit-accessible jobs. It will also allow Invest Atlanta and the City to have a direct stake in Downtown investments, generating a long-term return for the public. 2 Peachtree consists of a 41-story tower built in 1968 and an older annex building, which together offer over 1-million square feet of office space available for conversion.

Its exterior boasts a combination of glass, aluminum mullions, and marble tiles, while the interior consists of a 3,960 square foot core, with approximately 28,750 square feet on floors 1 through 5 and 20,250 square feet on floors 6 through 41 for other uses. The building features four column locations on each floor plate, and each column is surrounded by a chase to be used by building infrastructure. A total of 18 elevators provide service to the building. The redevelopment of the property will transform it into an energetic and dynamic urban environment, contributing to Invest Atlanta's and the City's ongoing efforts to create a more active and safe downtown.

Building Diagram

The base of the main tower that is the focus of this RFI spans five stories and contains more than 116k square feet. The 2nd floor is accessible by a large staircase from the first floor. Floors 2 – 5 are accessed by multiple dedicated elevators on the 1st floor of the tower. The Tower's 34 stories intended for residential conversion are also served by elevators accessed on the 1st floor.



Respondents must provide a narrative of themselves, their organization, and their proposed concept for the first five floors of the 2 Peachtree redevelopment project. Invest Atlanta is looking for creative ideas for using the space, and respondents are encouraged to share their business models, proposed concepts, and architectural drawings, if available.

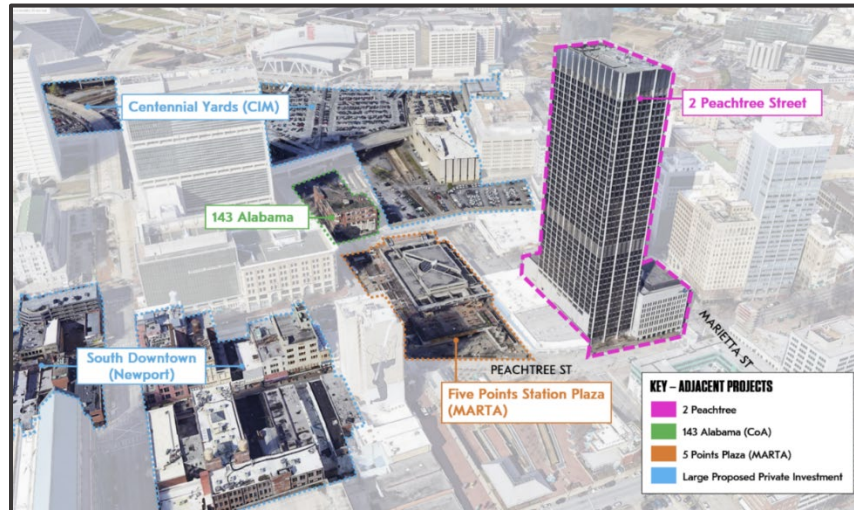
Respondents are also expected to indicate how much space is needed, its intended use, and the type of financial resources that will be incorporated to help identify potential developers in the future to bring this concept to reality. The financial sustainability of the use and tenants is critical and details of available financial resources should be included in the proposal. Information regarding the ability to pay rent and operating expenses should also be addressed. Invest Atlanta intends to share the ideas and information provided with respondents to the Request for Proposals (RFP).



EXISTING PLANS

Exhibit (A): Contextual Site Map of 2 Peachtree

2 Peachtree is located at the junction of five (5) major development projects that are projected to play a significant role in Invest Atlanta's and the City's efforts to revitalize downtown: CIM's Centennial Yards, Newport's South DWNTWN, Underground Atlanta, MARTA's Five Point Plaza Redevelopment, and Georgia State's expanding campus.



The exhibits below showcase the existing floor plans and section of 2 Peachtree. These are made available to respondents for reference as they put together their ideas. It is important to note these drawings are not to scale; however, they illustrate accurate depictions of the building's layout and design to provide valuable insights into the structure of the building.

Exhibit (B): Level One / Lobby – Existing Floor Plan

(DRAWING NOT TO SCALE)

Total Square Footage: 12,000 SF

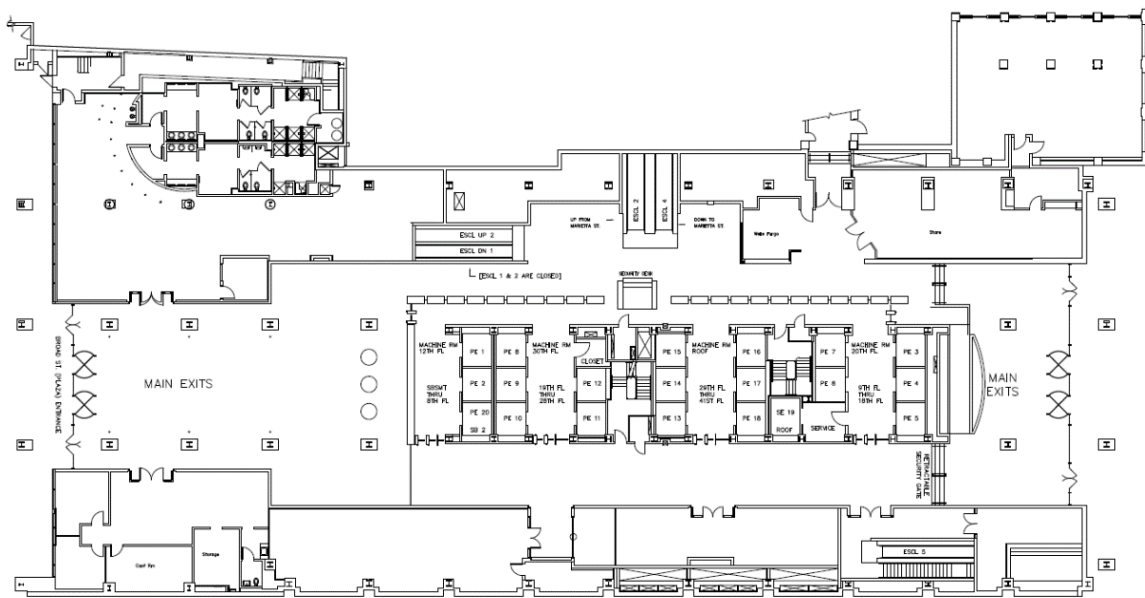


Exhibit (C): Level 2 – EXISTING FLOOR PLAN

(DRAWING NOT TO SCALE)

Total Square Footage: 18,000 SF

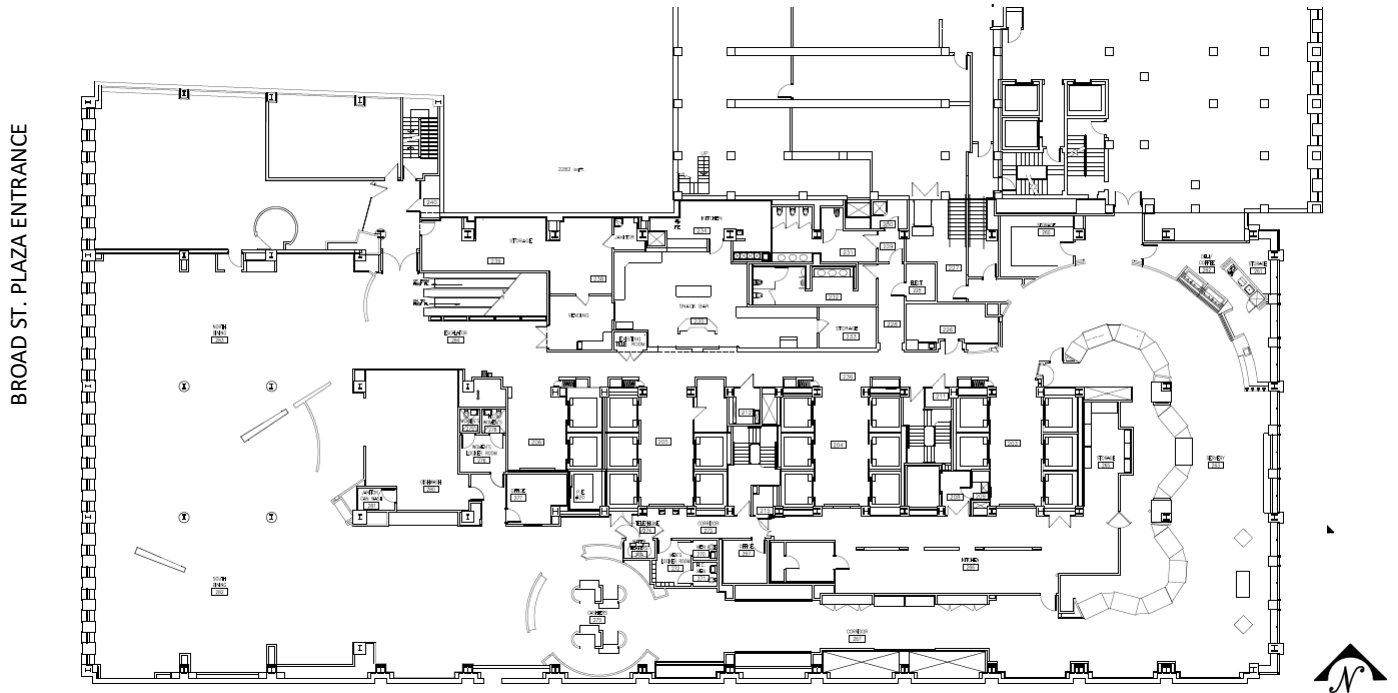


Exhibit (D): Level 3 – 5 – EXISTING FLOOR PLAN (TYP.)

(DRAWING NOT TO SCALE)

Total Square Footage: 28,000 SF – 29,500 SF

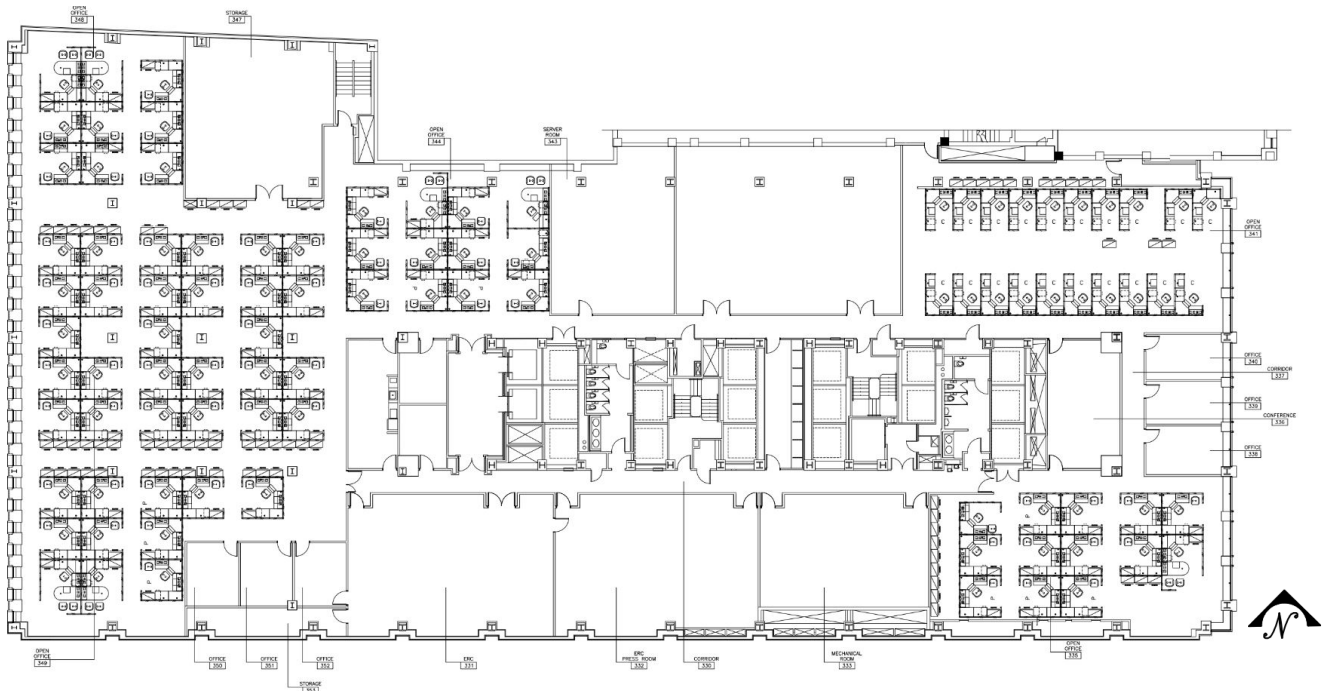
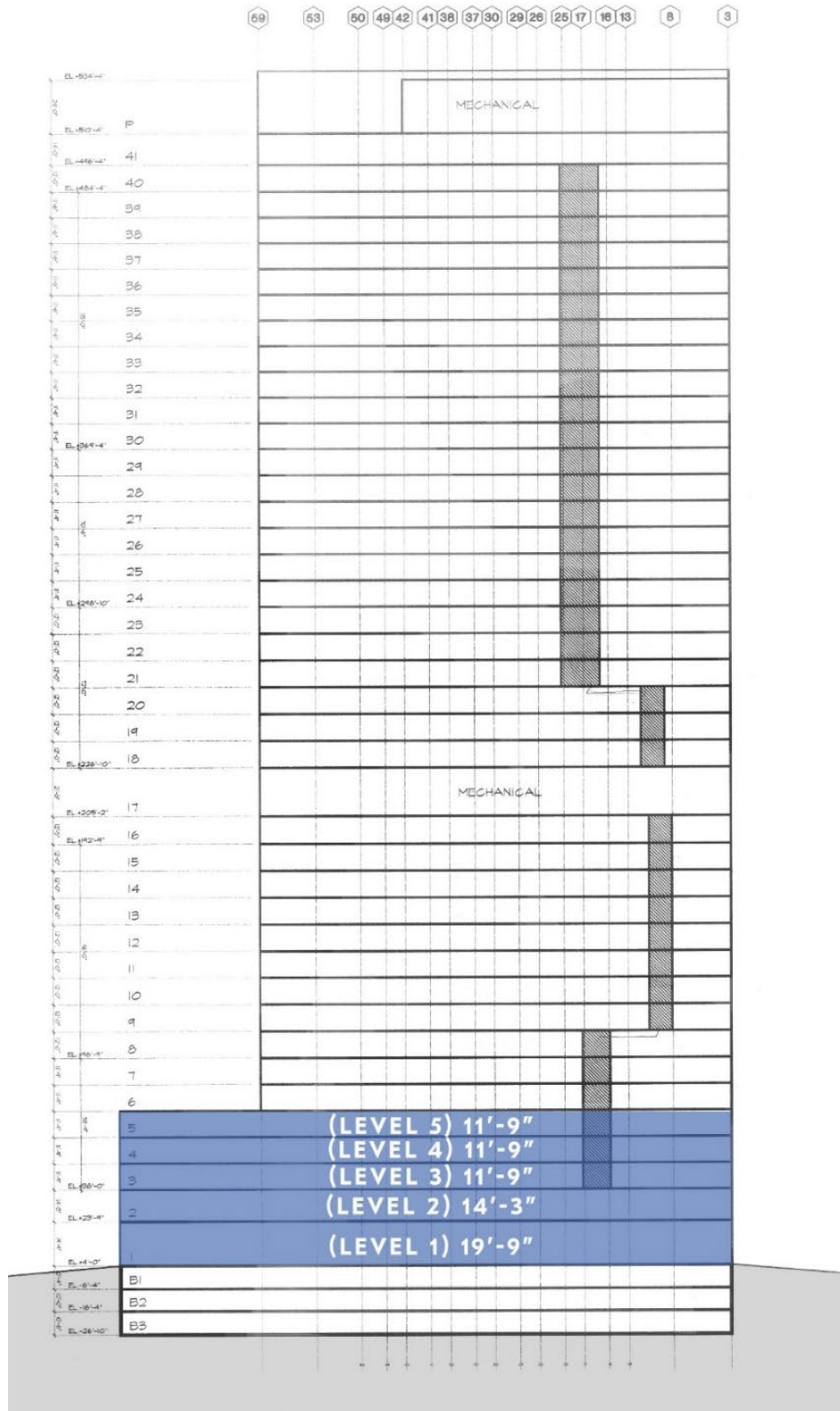


Exhibit (E): TYP. Building Section with FFE heights

(DRAWING NOT TO SCALE)



CASE STUDIES

The case studies provided below are intended to serve as a source of reference and inspiration for Respondents as they develop their ideas for the proposed use of the first five floors of 2 Peachtree. Each of these case studies shares a similarity with 2 Peachtree in terms of scale, use, or impact on the community. By examining these projects, Respondents can gain valuable insights into how to approach the redevelopment of 2 Peachtree, incorporating innovative design solutions and community engagement strategies and can draw upon these examples to create proposals that reflect the needs of Invest Atlanta, the City, and the community. The following case studies are not intended to limit the breadth or scope of ideas submitted.

THE CITY MUSEUM

ST. LOUIS, MO, USA

The City Museum in St. Louis is a community-focused destination that combines attractions, exhibits, and sculptures to create an interactive and exciting environment for visitors. The museum's features, such as underground caves and multi-story slides, take advantage of the building's industrial spaces to offer a unique experience. The museum's mixed-use design, which includes artist galleries, office spaces, residential lofts, and a tavern that hosts local musicians, contributes to the vitality of the local area. The museum's interactive exhibits, such as "Art City" and "Skateless Park," allow local community members to contribute to the displays and foster a sense of community and ownership. Overall, the City Museum is an excellent concept that celebrates creativity and innovation while uniting and enriching the local community.



GOAT FARM ATL

ATLANTA, GA, USA

The Goat Farm Arts Center, a 12-acre former textile mill located beside the railroad property in Midtown, has been a hub for artist studios and performance spaces for years. However, plans have been in the works for over three years to transform the area into a mixed-use destination, which will become a dynamic community center for locals and tourists alike. The ambitious project includes a 210-unit apartment building, offering affordable housing with 15% of rentals designated for lower-income households. The non-residential space will feature unique programming opportunities, such as the new 25,000-square-foot home of The Museum of Contemporary Art of Georgia, currently in Buckhead, with additional gallery space and room for growth. The long-term plans for Goat Farm's redevelopment include 80,000 square feet of studio space, a boutique hotel, a coffee shop, and community spaces. These elements will combine to create a compelling community-centered destination that will activate the area and bring new life to this historic site.



OLD REDMOND SCHOOLHOUSE COMMUNITY CENTER

REDMOND, WA, USA

The Old Redmond Schoolhouse Community Center was established in 2000 as a restored historic high school building, now serving as a recreational, community service, and gathering space. The center features various facilities, such as meeting rooms, city offices, and recreational areas, all leased or rented to social services providers, private businesses, and groups representing the community's diverse interests. The center is also situated on a 17-acre site with playgrounds, open spaces, parking, and Redmond Elementary School, making it a compelling community-centered destination.

The Old Redmond Schoolhouse Community Center has been successful because it provides various facilities and services that accommodate the neighborhood's and community's needs and interests. The site has stimulated economic and social revitalization in the area, providing a focal point for social interaction. The center is located near public transit, with easy foot, bicycle, or car access. Moreover, the site's facade is welcoming, with a cozy waiting area, artistic structures, and charming elements from the structure's former life as a school. The Old Redmond Schoolhouse Community Center provides a welcoming and safe opportunity for citizens of all ages and nationalities to interact and benefit from various programs, making it a hub of activity for the Redmond community.



WEST END SQUARE 50

WASHINGTON, DC, USA

The West End Square 50 project in Washington, D.C. demonstrates various uses that can create a true community center. The project is a public-private partnership between the city and Eastbanc and replaces an outdated fire station with a brand new one and includes 55 units of affordable housing. One additional unique feature is the squash club between the fire station and the housing units. The project represents blending different uses to create a vibrant and active community space.



BFI AM KEMPELENPARK

VIENNA, GERMANY

At KempelenPark in Vienna, the BFI has transformed a once-vacant complex into a thriving community space. The architecturally significant building, which was formerly a Siemens office, now serves as an extensive continuing education center with a focus on providing work skills training for newly migrated young people. The upper floors of the building are occupied by small creative businesses that share kitchen and meeting rooms, emphasizing a sense of community. In addition to the bustling students, the complex is home to a dance studio, communal cooking project, circus planners, and other small-footprint arts and civic groups that contribute to the lively atmosphere of the community.



TRACK (1): Short Response – please send ideas to 2peachtreerfi@investatlanta.com with the Subject line “2 Peachtree RFI Short Response”

Invest Atlanta invites all respondents to share their input and ideas. In your response, please include the following:

- Introduction and background of yourself or company.
- A brief description of your ideas for levels one (1) through five (5) for the 2 Peachtree Building and the desired amount of space in the building.
- (Optional) Illustrations or visuals that support your idea, i.e., conceptual architectural plans.

TRACK (2) Long Responses – please send ideas to 2peachtreerfi@investatlanta.com with the Subject line “2 Peachtree RFI Long Response”

1. Introduction (Max 4 Pages)

- a. Why you are submitting a proposal.
- b. A summary of you or your organization’s background.
 - i. Name, name of collaborators, company, etc.
 - ii. Financial resources available
 - iii. Previous projects or initiatives

2. Proposal (Max. 8 Pages): The proposal should include the following:

- a. Narrative:
 - i. An explanation of what you are proposing and why you believe it aligns with Invest Atlanta’s goals.
- b. Concept:
 - i. Please provide a combination of the following:
 - 1. Conceptual designs/drawings, including architectural diagrams, renderings, or images of similar concepts
 - 2. Financial model, explaining what kind of resources you or your organization have access to and any potential financing assistance you will need to accommodate the proposed use
 - 3. Explanation of target audience, that breaks down what type of population would be serviced by the proposed use

The most compelling concepts usually include a combination of these elements.

- c. Challenges:
 - i. A brief description of the key obstacles to the creation of your project, including potential funding needs.
- d. Permission
 - i. Please indicate in your response whether you approve of Invest Atlanta sharing your ideas with a wider public or with only our potential development partners. We value your input and are committed to ensuring transparency throughout this process.



Submission deadlines:

May 15, 2023: RFI is posted

May 23, 2023 and May 24, 2023 from 9:00a.m.-11:00a.m.: Optional Site Tour of Floors 1-5. Interested respondents to meet at the Security Desk of the 2 Peachtree Street Tower

June 19, 2023: Submissions are due by 5:01 PM EST to **2peachtreerfi@investatlanta.com**

Post-RFI

End of June 2023: A summary of the RFI submissions and ideas will be publicly shared

