

1018 West Peachtree
Atlanta, GA

PRACTICE AREA

Higher Education, Multifamily

CLIENT

Toll Brothers

SERVICES

Architecture



PROGRAM

650,400-sf mixed-use development consisting of a 22-story, 615-bed student housing tower, a 27-story, 405-unit multifamily tower, and indoor and outdoor amenity areas, all over 8 levels of above-grade structured parking for 760 cars.

DESCRIPTION

With two 33- and 35-story towers, the project is a high-rise building totaling 1,187,600 SF including the parking garage. Street level retail areas total 4,700 SF along West Peachtree Street NW. The total residential area in student housing is approximately 396,900 SF with 233 apartments and 740 beds. The total residential area in market rate housing is approximately 445,200 SF with 376 apartments.

Located at the top of Midtown District of Atlanta, the project is within walking distance to Georgia Institute of Technology as well as the vibrant restaurant and retail corridor of the District. Rooftops will also have views to Downtown Atlanta skyline. The two residential towers are placed on top of a 9-story parking garage and will become the new icon towers at the intersection of I-85 and 10th Street NE. Each of the tower massing consists of two interlocking bars – a natural gray bar and a white bar. While the façade palette employs natural finishes, different parts of the tower include two-story window openings, single-story punch window openings, staggering windows, and stacked windows to create a variety of façade treatments. At the western edge the student housing tower, building massing also slide back and forth to create iconic massing facing Georgia Institute of Technology. The soffit surface will be finished with accent color panels that can be seen from the street. Ground floor lobby entrance canopy soffit will also have natural wood high-pressure decorative exterior-grade compact laminate panel to give color to the street level. The parking garage becomes the base of the building responding to pedestrian scale. While the

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garage is an open parking garage, similar façade treatment is carried down to the garage façade, and openings are screened with a variety of painted aluminum grille and perforated panels on the east, south, and west sides. Ground level residential lobbies and retail areas include full height storefronts and signage bands to create interest along the street and activate sidewalks.