

BUILD WITH STRENGTH

CASE STUDY: EASE OF USE

1075 PEACHTREE

1075 Peachtree Street, Atlanta, GA 30309

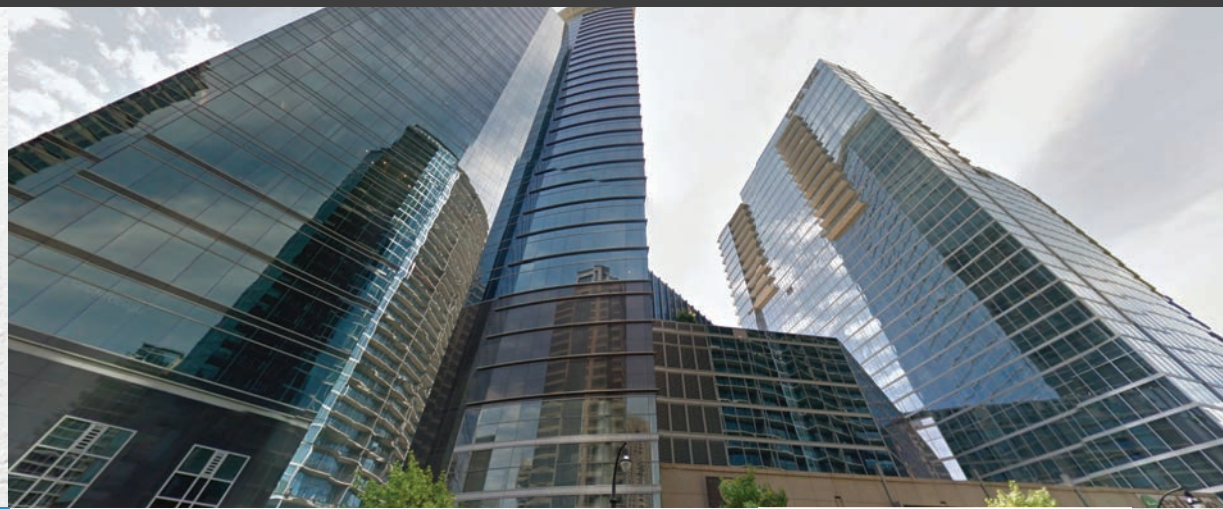
Completed: 2010

Project Cost: \$265 million

Project Size: 2,116,500 sq. ft.

Owner: Daniel Corporation

Stories: 36



WELCOME TO THE NEW ATL.

Safety, function and style go hand-in-hand in 1075 Peachtree. Located at the heart of Midtown Atlanta, this mixed-use development boasts 725,000 square feet of Class-A office space, the high-end Loews Atlanta Hotel, 52 condominiums and 60,000 square feet of retail space. Part of Atlanta's 12th & Midtown development, 1075 Peachtree is helping to transform Midtown Atlanta into a great place to work, live and visit.

01. An easy, amendable build.

By using a cast-in-place concrete framing system, the design was able to be replicated rapidly, and small changes in the design could be easily accommodated.

02. Deep reinforced concrete frame.

The first five levels of the office structure include 25-inch deep reinforced concrete frame with shear walls.

03. A strong support system.

Above this, 36-inch deep beams connect columns to form an inner tube lateral system, allowing for the speed of traditional beam and column construction, while supporting the 524 foot tall building.

04. Putting a stop to motion.

The lateral system of the 425 foot tall hotel was solidified by a reinforced concrete outrigger system at the 28th floor and at the roof. This engaged additional building columns into the lateral system and increased its width.