

# BUILD WITH STRENGTH

## CASE STUDY: EASE OF USE

### 1075 PEACHTREE

1075 Peachtree Street, Atlanta, GA 30309

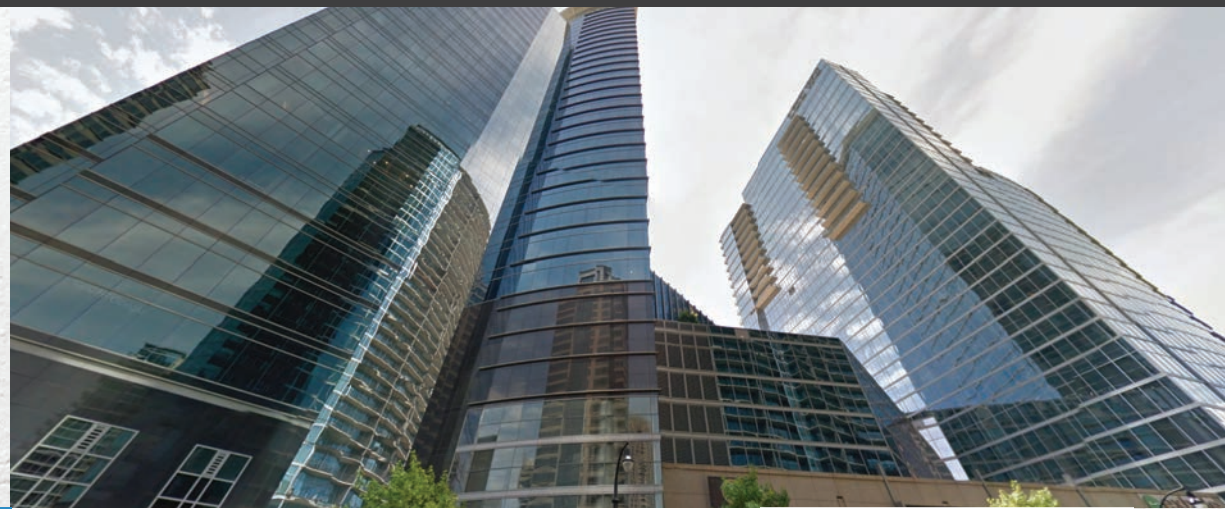
**Completed:** 2010

**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.