

# ALLEN PLAZA

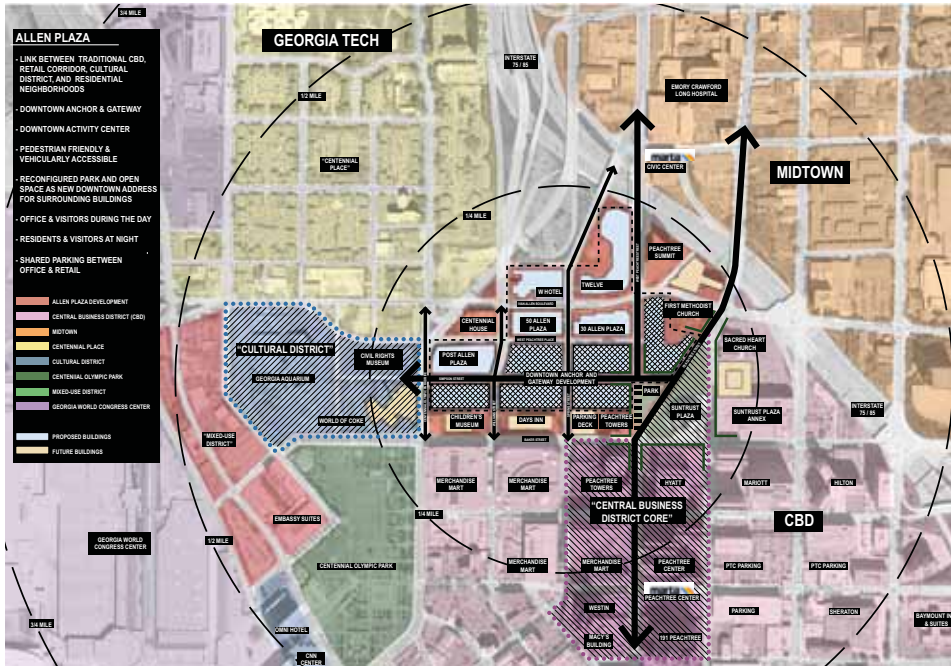
## Atlanta, Georgia

CLIENT: BARRY REAL ESTATE

SIZE: 11 BLOCKS OF DOWNTOWN ATLANTA

SERVICES: MASTER PLANNING  
URBAN DESIGN  
ARCHITECTURE  
LANDSCAPE

STATUS: PLANNING COMPLETE



Bounded by Centennial Olympic Park, the Peachtree Street commercial corridor and Interstates 75 and 85, this redevelopment of downtown Atlanta is key to continuing the redefinition of the downtown area. Allen plaza will include: multiple office towers, hotels, condominiums, apartments and a 500,000+ sf retail district.

The focus of the planning effort is to determine how retail and open space components can be incorporated into the initial overall development concept. A key consideration is for this new neighborhood to seamlessly blend into the emerging cultural district, creating a distinct sense of place, ensure retail flow, visibility and tenant retention.

The work described on this page was completed by David Robbins while working with GreenbergFarrow.

