



Development in Atlanta

Here is a brief overview of openings, expansions and re-developments happening in the city.

2011

Fernbank Museum Opens NatureQuest Exhibit

Fernbank NatureQuest opened on March 19. The nearly 7,000 square-foot exhibition is one of the most significant additions to the Fernbank Museum since the world's largest dinosaurs moved into Fernbank's Great Hall in 2011. This all-new \$8 million exhibition will offer Fernbank's youngest visitors a difference kind of museum experience, with engaging interactive encounters through an immersive, nature-inspired environment with live animals and hands-on learning.

World of Coca-Cola to Expand Exhibit Space

The World of Coca-Cola will add at least 3,525 square feet of exhibit space to the southeast side of the downtown Atlanta museum site. The expansion will create a plaza for private functions and events. The new addition will allow the museum to display more items and invite more guests to explore the Coca-Cola Company's past, present and future.

Piedmont Park Gets a 53-Acre Expansion

Piedmont Park has gained new parkland with landscaped pathways through woodlands, open meadows, open play areas, basketball courts and an interactive fountain similar to the rings of Centennial Olympic Park. Visitors can already enjoy new developments like an expanded dog park, a state of the art pool, reclaimed green space with bocce courts and a restored bathhouse.

Georgia Aquarium Expands with New Dolphin Exhibit

The Georgia Aquarium, in partnership with AT&T, opened a multi-million dollar dolphin exhibit on April 2, 2011. Dolphin Tales is the largest expansion to date for the world's largest aquarium and includes a viewing gallery, a 25-foot-long underwater viewing window, interactive displays and a live theatrical show incorporating dolphins and live actors.

Hyatt Regency Atlanta to Complete \$65 Million Renovation

The Hyatt Regency Atlanta renovation is scheduled to be completed by December 2011. Changes that have already been completed include lobby renovation, updated entryways and a new lobby bar that have affected about 36,000 square feet of lobby space. These completed projects and now making way for a \$22 million overhaul of the main tower guest rooms and upgrade of the main ballrooms and meeting spaces.

2012

LEGOLAND Discover Center to Open at Phipps Plaza

A \$12 million LEGOLAND Discover Center will open in spring 2012 at Phipps Plaza, one of the Southeast's premier shopping destinations. This highly interactive and educational indoor experience will feature a range of play areas, a laser ride, a 4D cinema and an exhibit designed of LEGOs to reflect the iconic Atlanta skyline.

One of the World's Most Accessible Airports Expands

The latest improvements to Hartsfield-Jackson Atlanta International Airport include a \$5.4 billion development program which will expand, repair and upgrade designated areas within the airport's

facilities. In spring of 2012, a new international terminal will be completed, allowing passengers to access the landside without having to use an automated people mover. It will include access to the roadway, a parking structure and a provision for the southern MARTA extension to the terminal. Concourse E is expanding with 900,000 new square feet, including international passenger ticketing facilities, 12 additional gates, two levels of curbside parking and approximately 1,100 public parking spaces adjacent to the terminal.

2013

Streetcars Come to Downtown Atlanta

Construction is scheduled to begin in late 2011 on new Atlanta streetcars, which will transport visitors from the convention corridor downtown to the east side of the city, passing the city's top attractions and winding through in town neighborhoods. Expected completion of the \$47.6 million project is late 2012 with service beginning in mid 2013.

National Center for Civil and Human Rights

The National Center for Civil and Human rights will open adjacent to the World of Coca-Cola and Georgia Aquarium in 2013 and offer visitors insight into the contributions made by Atlantans and Georgians to the historic struggle for African-American freedom and equality. In addition, the Center will house the Morehouse College Martin Luther King Jr. Collection and feature interactive audio and video exhibits. The Center will also include a meeting and performance space for artistic and educational programming.

Atlanta to Have College Football Hall of Fame

The College Football Hall of Fame is relocating to a \$50 million multi-level facility in Atlanta, opening to the public in the fall of 2013. Adjacent to the Georgia World Congress Center, the 50,000-square-foot, multi-floored structure will give football fans a shrine for recognizing the game's top competitors. In addition to memorabilia and exhibits, the attraction will also feature a large outdoor screen for game viewing and bring some of the game's biggest names for annual induction ceremonies.

2010 Completions

Loews Atlanta Hotel Anchors 12th and Midtown

Loews Atlanta Hotel, a member of Associated Luxury Hotels International, is the new centerpiece of 12th & Midtown, a mixed-use development. With 414 guest rooms, more than 25,000 square-feet of ballroom and meeting space and eleven Restaurant, the hotel opened in April 2010.

Women's Professional Soccer League to Create Atlanta Beat

Women's Professional Soccer, a league which debuted in April 2009, added Atlanta to its expansion list for April 2010. The Atlanta Beat is the ninth team in the league and the second professional women's sports team in Atlanta.

Atlanta Botanical Garden Continues to Grow

On May 1, the Atlanta Botanical Garden completed Phase II of its expansion with the opening of Canopy Walk, a 600-foot-long, 45-foot-high "skywalk" through the treetops of Storza Woods. The Garden also transformed the current main parking lot into an Edible Garden and outdoor cooking demonstration kitchen.

Historic Downtown Department Store Converted to Chic Event and Dining Space

The terrace level of the former Macy's department store at 180 Peachtree Street was converted into an 18,000 square-foot exhibition hall and re-named 200 Peachtree. The Grand Atrium opened in summer 2010.

Sky Bridge Links Marriott Marquis and Hyatt Regency

In August 2010, Atlanta Marriott Marquis and Hyatt Regency completed construction on a new pedestrian sky bridge that links the hotels over Peachtree Center Avenue. Along with the bridge completed in March 2009 that connects the Atlanta Marriott Marquis and Hilton Atlanta, the hotels now offer meeting planners and guests seamless connection of 4,341 guest rooms and nearly 450,000 square feet of meeting space for conventions.

Two Hotels Open near Hartsfield-Jackson Atlanta International Airport

The SpringHill Suites Atlanta Airport Gateway headed off major expansion taking place at Hartsfield-Jackson Atlanta International Airport. The Atlanta Airport Marriott Gateway opened in August 2010, complete with 403 rooms and more than 300,000 square feet of event space. Both properties are adjacent to the Georgia International Convention Center and utilize an automated people mover connected to the airport.

\$6 Million Beautification Project to Begin along Marietta Street

In August 2010, construction began to improve the sidewalks and streets of downtown Atlanta's most popular tourist spots around Centennial Olympic Park. Marietta Street and Centennial Olympic Park Drive will be spruced up with new concrete and decorative paver sidewalks, improved pedestrian lighting and plantings of flowers and trees. The \$6 million project will also improve the safety of the streets with high-visibility crosswalk markings and ADA-compliant sidewalks.

Sol Melia Puts its First U.S. Flag in Atlanta

The third largest hotel chain in Europe, Sol Melia, purchased the former Renaissance Atlanta Hotel Downtown and transformed the 502-room property into Melia Hotel Atlanta in October 2010. Sol Melia chose Atlanta as their U.S. market debut to capture the city's large volume of international travelers.

Westin Peachtree Plaza Completes Largest Exterior Hotel Renovation in Western Hemisphere

The Westin Peachtree Plaza replaced all 6,350 windows in the 73-story hotel with the goal of restoring the hotel as a focal point of Atlanta's skyline. Designed by John Portman in 1976, the Westin Peachtree Plaza is a 73-story tower, topped by the tri-level, revolving Sun Dial Restaurant Bar & View. The Westin Peachtree Plaza is the fifth tallest building in Atlanta and remains the tallest hotel in the Western Hemisphere. The project was completed in October 2010.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

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