

# 3344 Peachtree's 'forever' type of architecture (SLIDESHOW)

Apr 20, 2015, 1:36pm EDT Updated: Apr 20, 2015, 1:41pm EDT

*Editor's Note: Local architect Adam Toal is highlighting the work of the Atlanta developers and design team behind the 3344 Peachtree tower in Buckhead.*

**Developer: Regent Partners, LLC.**

**Architect: Smallwood, Reynolds, Stewart, Stewart & Associates Inc.**

**Contractor:** Hardin Construction Co. (Now DPR/Hardin)

**Engineers:** URS Corporation; **Stanley D. Lindsey and Associates, LTD;**  
Jordan and Skala Engineers



SMALLWOODS, REYNOLDS, STEWART, STEWART

Atlanta's ninth-tallest building, Sovereign (3344 Peachtree Road), softly spirals upwards from its prominent Buckhead site.

The design began at the street, balancing the tower above with the bustle of Peachtree and the multiple building access points. In order to address street access and the motor court behind the building, 3344 Peachtree lifts up its glass skirt to reveal the open lobbies and passageway linking the two sides. This is one of the few Atlanta high-rises that took the pedestrian scale into consideration in its design, and it takes you a moment to realize the full height of the building above.

Parkway Properties Inc. (NYSE: PKY) now owns the tower, but it was Atlanta's Regent Partners that originally developed it. Regent Partners wanted an Atlanta team to design the project.

"By hiring local, there was a sense of pride throughout the process that came out in the design, because everyone understood the impact they were making on our city," said David Allman, founder and chairman of Regent Partners.

Looking up, you discover the sweeping glass curves and simple fins. "We were looking for that forever type of architecture that stands out," Allman said.

At the time this project was developed there was only one other high-rise that stacked residential above office and retail. Smallwood, Reynolds, Stewart, Stewart & Associates principal Gil Garrison said, "We looked at the site from all different vantage points, and the geometry responds accordingly. It is a very kinetic composition. Two major drivers in the form include the curve that starts low and sweeps upward towards downtown and the building's overall fluid form in response to Peachtree Road's alignment through Buckhead."

There is a simplicity to the design and material pallet. Only four different types of glass are used throughout the project. To keep costs down, an off-the-shelf curtain wall system was used, but the skin pushed the limits of the system to achieve max tolerances.

“Even though it’s not a typical office floor plate, it is incredibly efficient,” said Jim Feldman, principal of development services at Regent Partners.

Once you rise above 300 feet, you arrive at the residential portion of the tower.

Part of what makes the design so fluid are the residential unit’s integrated balconies. The building twists and defines balconies within its form, fully integrating them into the architecture.

The team used multiple wind studies resulting in higher than average glass balconies and tall glass walls at the amenity level.

“The idea was to create dramatic outdoor living rooms with uninhibited views” Garrison said.

His team set guidelines for each of the residential units to adhere to. For example, upon entering each unit the occupant had to have a direct view outside providing that “wow” factor.

"Our biggest lesson was to do it all over again," Feldman said.

Regent announced last year it has begun the design for the last remaining parcel in the Tower Place mixed-use project. One can only assume their upcoming tower will be completed with the same care, pride, and class as Sovereign.

**Adam Toal**  
Smith Dalia Architects

