**BREAKING THE FOURTH WALL**

In the current setting of Midtown Atlanta, "development" is the buzzword. While the current society in Atlanta appears to be more insular, we encourage it to be more open.

Proceed cautiously with a

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Here are some key points from the text:

1. **Attraction**
   - Open Space
   - Water Features
   - Beltline
   - Major Corridor
   - Bikeways
   - Major Roads
   - MARTA Rails
   - Streetcar

2. **District**
   - Downtown
   - Tech Square
   - Old Fourth Ward
   - Lenox
   - University

3. **Parcels**
   - Parcel A
     - Medical office
     - Bicycle retailer
     - One Stop Center
     - Makers Spaces
   - Parcel B
     - ART GALLERY
     - I-HOUSE ATLANTA
     - CONCERT VENUE
   - Parcel C
     - Restaurant with brunch
   - Parcel D
     - LEADER OFFICES
     - LEARNING FACILITIES
   - Parcel E
   - Parcel F

4. **Land Use**
   - Residential
   - Commercial
   - Parking

5. **Active Public Space**
   - Park
   - Outdoor music festival
   - Maker space & small retails
   - Zumba studio

6. **Transportation**
   - MARTA
   - 24 HR FedEx

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### Financials

- **Net Square Feet**: 1,163,104
- **Total Sales**: $456,249
- **Rent**: +17%
- **Parking**: +117%

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### Demographics

- **Age 17**: I take MARTA to school
- **Age 45**: I work at a medical office on Ponce when shooting in McPherson
- **Unemployed**: I work at film studio at Fort
- **Age 17**: I work at film studio at Fort
- **Teacher**: I take MARTA to school
- **Finanacial Consultant**: I work at a medical office on Ponce when shooting in McPherson
- **Unemployed**: I work at film studio at Fort
- **Teacher**: I take MARTA to school

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