I’d like to welcome everyone to this special event to unveil Georgia Tech’s Campus Master Plan here on the site where we plan to construct a $140 million, multi-building project.

Before we get started, I’d like to introduce the others who will be participating in this morning’s announcement:

- **The Honorable Bill Campbell**, Mayor of the City of Atlanta
- **Susan Mendheim**, president and CEO of the Midtown Alliance
- **Sam Williams**, president of the Metro Atlanta Chamber of Commerce

When I came back to Georgia Tech to become its President in 1994, there were some who advocated building a wall around the campus to protect it from its surrounding neighborhoods. Instead, we decided that it would be more beneficial both for Georgia Tech and for our neighbors if we reached out and became partners in creating a vibrant community around our campus. We know Georgia Tech can make a positive contribution to economic development around us, and we also know that our students, faculty, and staff will benefit from having quality housing, retail, restaurants, arts, and entertainment activities nearby. So we developed a Master Plan for our campus that aspires toward that goal.

Of course, the Master Plan addresses our facility needs on campus, and if you cross the Interstate onto campus, you will find several major buildings under way or recently opened to enable Tech to move out on the leading edge of research and education in emerging new interdisciplinary fields. We are also making our campus more environmentally sustainable, and giving it the strong pedestrian focus that an urban campus needs in a city where air pollution is a major problem.

But our Master Plan also expresses our goal of reaching out and working with our neighbors, and the line that marks the edge of our campus is becoming increasingly blurred. To the north, we are on 14th Street in the GCATT building and with athletic fields near Northside Drive, and we are keeping up with the development of the Atlantic Steel property as it evolves.

On the south side of campus, we were involved in replacing Techwood Homes with the new mixed-income Centennial Place neighborhood, and we work closely with Atlanta Public Schools to make Centennial Place Elementary School a model magnet school for math and science. We helped design the curriculum, put technology into the school, and have a co-op student there full-time to keep the technology running and help the students and teachers use it. We have one building open and a second under way in our new North Avenue Research Area, with a goal of helping the North Avenue/Marietta Street area to develop in a much more positive direction.

Today, we are on the site of yet another expression of our partnership with our surrounding neighborhoods. When the downtown connector was built in the 1960s, it cut the Georgia Tech campus off from our natural neighborhood constituency in Midtown. The Biltmore Hotel, which was once the scene of countless glittering social events – many of them related to Georgia Tech
was closed and boarded up in 1982. The area around us here became an urban wasteland of abandoned buildings and vacant lots.

At the same time Georgia Tech was developing our Campus Master Plan, the Midtown Alliance was developing Blueprint Atlanta. So we began to consult and collaborate, and our respective development plans reflect that complementary, symbiotic relationship.

The Midtown Alliance understands that Georgia Tech is the engine that will drive the development of a high-tech business community in Midtown. Georgia Tech understands the importance of quality housing, retail, restaurants, and cultural amenities to our effort to attract top-notch faculty, staff, and students. We both know that if we cooperate, we have the potential to make Midtown a dynamic live-learn-work-play community that will become a model for other cities.

As the Midtown Alliance and Georgia Tech developed a shared vision for this community, an exciting future for this particular part of the neighborhood began to emerge. Georgia Tech acquired this property between the Interstate and the Biltmore in 1995. The 5th Street bridge provides the connecting link to expand our campus across the Interstate into Midtown, and we will work with the federal Department of Transportation to widen the bridge to include a pedestrian mall in addition to the street.

This new arm of our campus will house programs that are closely related to Midtown’s evolving business community. On the other side of Spring Street between here and the Biltmore will be a new building for the DuPree College of Management. Technology is pervading the business environment, and the DuPree College is positioning itself for leadership in the management of technology. Within the past few years the College has opened the DuPree Center for Entrepreneurship and New Venture Development, and the iXL Center for Electronic Commerce. The research and educational activities of both of these centers relate directly to the high-tech start-up businesses that are moving to the Biltmore and other nearby buildings. And this location will strengthen that relationship.

The College of Management building will also house the Center for Quality Growth and Regional Development. This interdisciplinary research center uses Atlanta as a living laboratory to study issues and problems related to urban growth, and here in the heart of an emerging vibrant urban neighborhood is an ideal location for it.

On this plot of ground where we are right now, we will construct a multi-building complex to house several programs that serve the business community. It will include a facility for our continuing education programs, which have grown by nearly 300 percent over the past two decades. Our present continuing education space on campus is not only stretched beyond its capacity, but it is also located in the interior part of campus, which makes it hard to find and even harder to park once you finally get there. The new facility here on 5th Street will solve these problems, and in addition, it will provide facilities that are designed to deliver and receive distance learning programming from across the nation and around the world.
The second element in this block between Spring and I-75/85 will be an executive education center. Georgia Tech has begun to develop unique interdisciplinary executive master’s degrees in crucial areas that are not addressed by conventional executive MBA programs, such as the management of technology and international logistics. And we are in critical need of accessible space to house these growing programs.

Continuing and executive education programs are often scheduled over two or more consecutive days, and most continuing and executive education centers provide overnight lodging. Georgia Tech’s continuing and executive education participants must now be housed at some 15 Atlanta hotels, and getting back and forth to campus is a headache for them and for us. So this complex will include a hotel/conference center. The hotel/conference center will also enable Georgia Tech to do a better job of hosting the increasing number of conferences we hold in conjunction with organizations like the National Council on Competitiveness, NATO, and the White House Office of Science and Technology Policy. And it will be available to our corporate neighbors as well.

The fourth major component on this parcel of land will be a parking deck to the rear that will serve the other three parts.

The final piece of this new wing of our campus will be restaurants and light retail, including the Georgia Tech Bookstore. These shops and restaurants are intended to serve those who live and work in Midtown as well as the faculty, staff, and students of our own programs. Our goal is to create an attractive, pedestrian-friendly area that interacts with its surroundings and contributes to Midtown as well as to Georgia Tech.

At this time, I’d like to introduce the Honorable Bill Campbell, Mayor of Atlanta, to speak on behalf of the city.

(CAMPBELL SPEAKS)

Thank you, Mayor Campbell. This 5th Street Project is a tangible expression of a close working relationship between Georgia Tech and the Midtown Alliance, and I’d like to introduce Susan Mendheim, president and CEO of the Alliance, to speak on behalf of the Midtown neighborhood.

(MENDHEIM SPEAKS)

Thank you, Susan. The other, very important partner in this initiative is the Atlanta business community. Georgia Tech is a key driver in conducting research, moving technological innovations into the marketplace, and educating the workforce Atlanta must have to grow a technology-based economy. And we work in close collaboration with the Metro Atlanta Chamber of Commerce.
I serve on the board of directors for the Chamber, and I am very pleased to introduce our president, Sam Williams, to speak on behalf of the business community of Atlanta.

(SAM WILLIAMS SPEAKS)
Thank you, Sam. At this time, we are going to open the floor for questions that can be directed to any of us who have spoken. I am going to ask Georgia Tech’s executive director of communications, Bob Harty, to moderate the Q and A.

**BH:** As I recognize you, I’d like to ask that you stand, tell us your name and your organization, then direct your question to one or more of the speakers.

(Q & A)

**BH:** We’d like to conclude this morning’s announcement with a brief video that will give you a better visual picture of that changes taking place under Georgia Tech’s Campus Master Plan, including the facilities that will be built on this property.