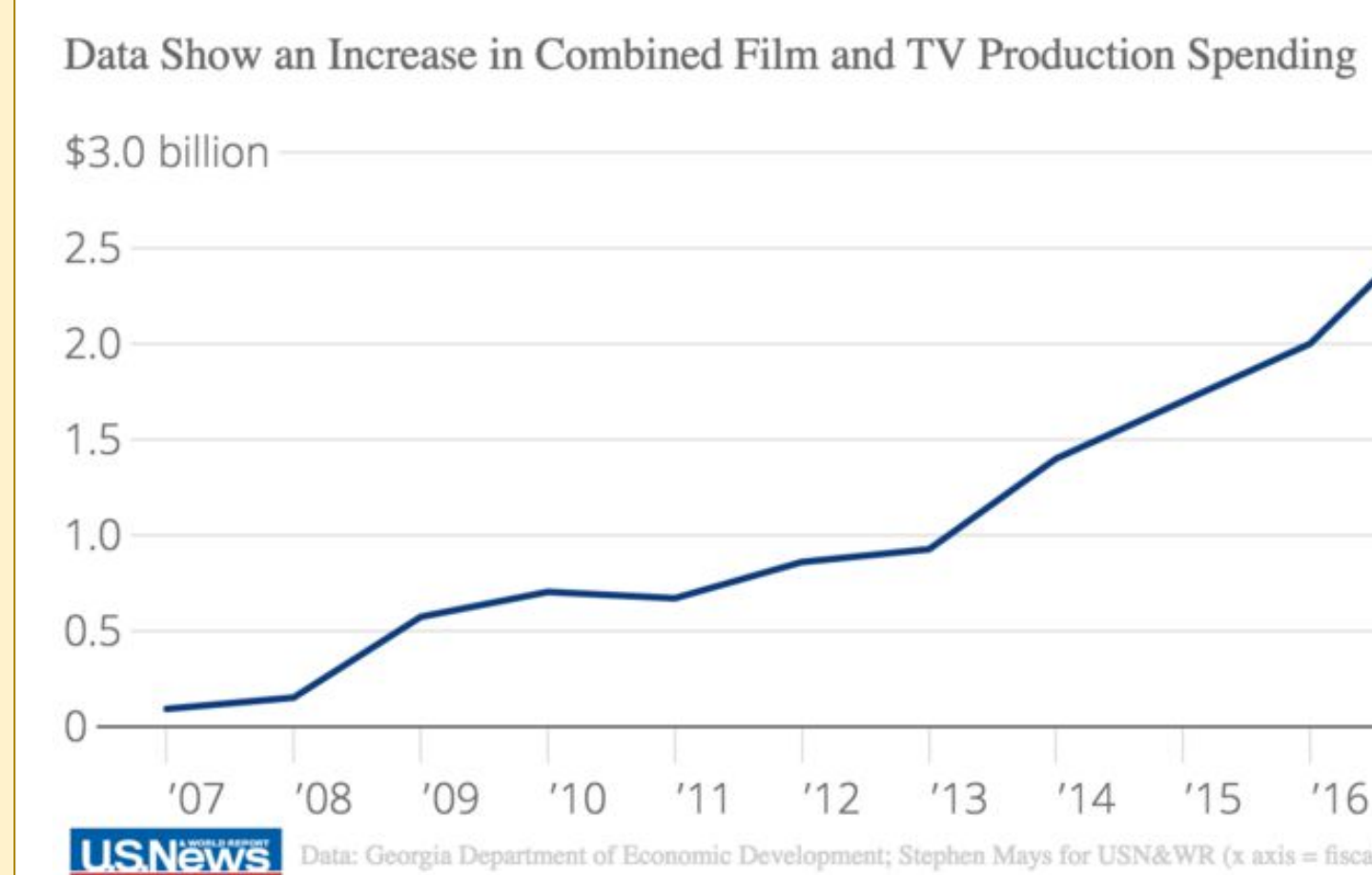


# Siting a Headquarters for Amazon Studios in Atlanta, Georgia

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## Introduction



Due to a new film production tax credit, Atlanta, Georgia is a growing hub for the film industry, and Amazon Studios, an up-and-coming production company, is looking to make a foothold in this new haven of film production. With competitors such as Netflix and Tyler Perry Studios, it's only a matter of time before Atlanta is over saturated with film studios, and Amazon is trying to get it's foot in the door before it's too late.

However, like many cities, Atlanta has faced the crisis of gentrification, and seeks to prioritize the community's needs first.

For this reason, Amazon and the city of Atlanta are working together to find the best site in the city for this new construction.

## Aim

With our clients as both the city of Atlanta and Amazon Studios, the aim of this project is to protect and prioritize the community's needs while finding a suitable location for the new studio. We used three key principles to guide us in our study:

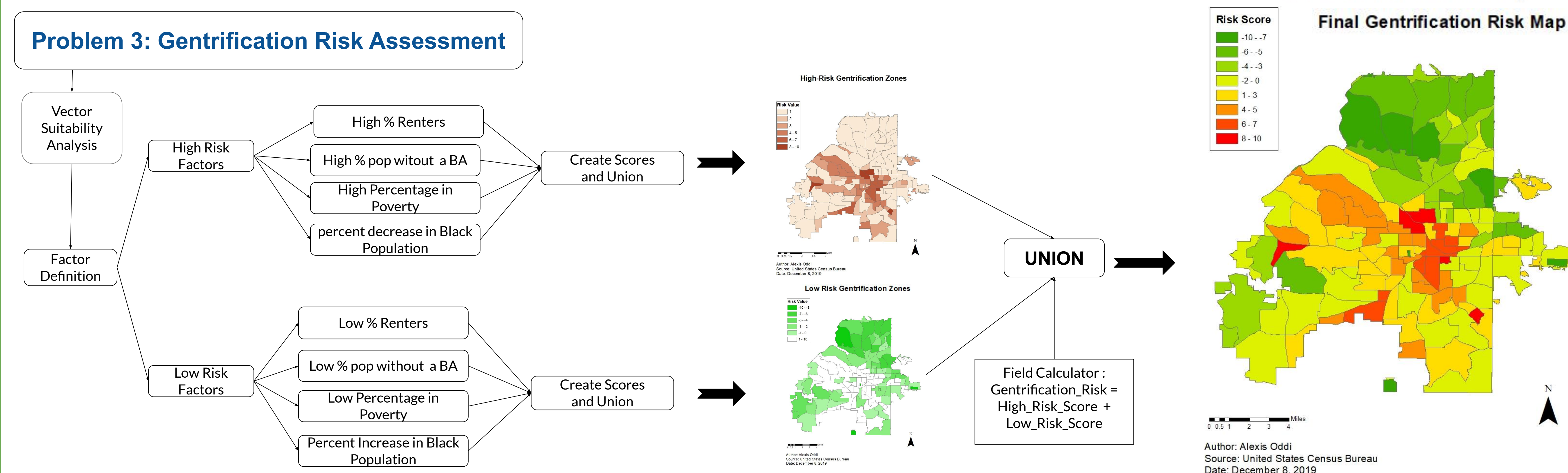
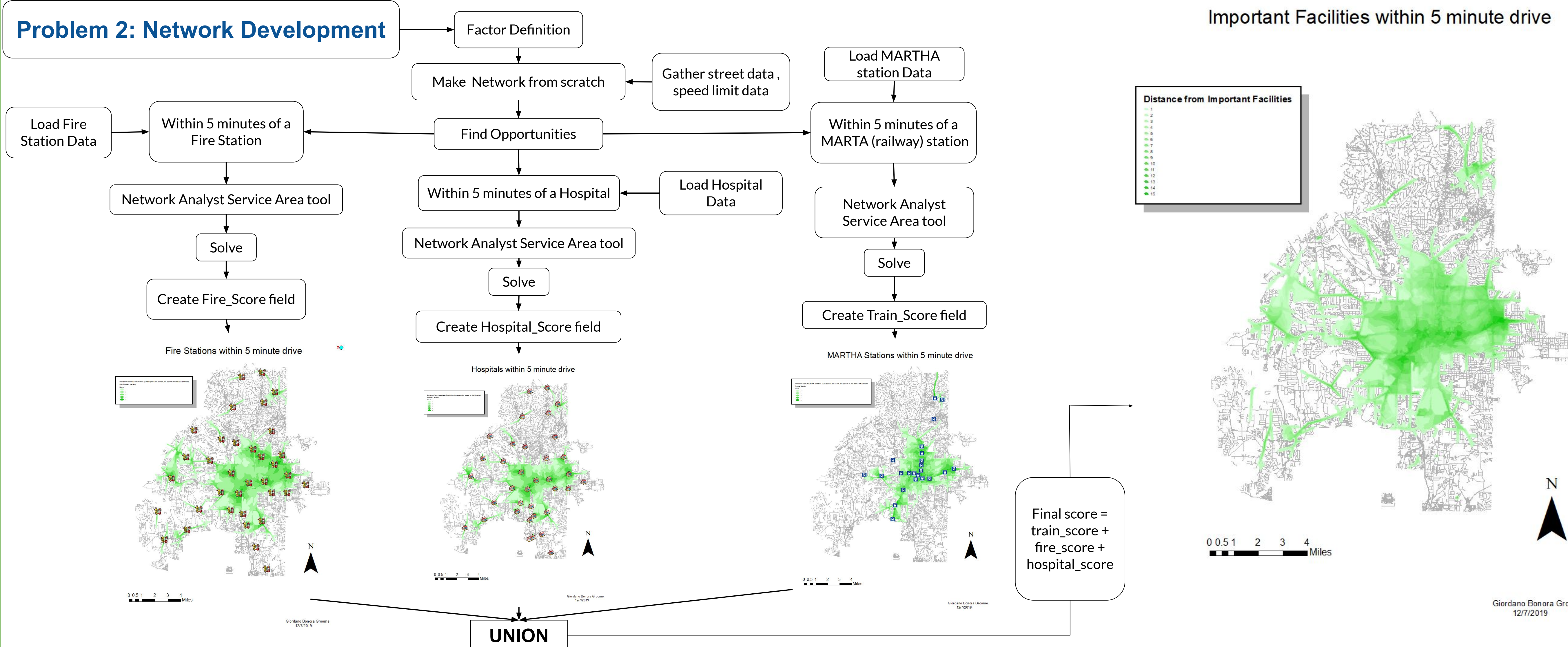
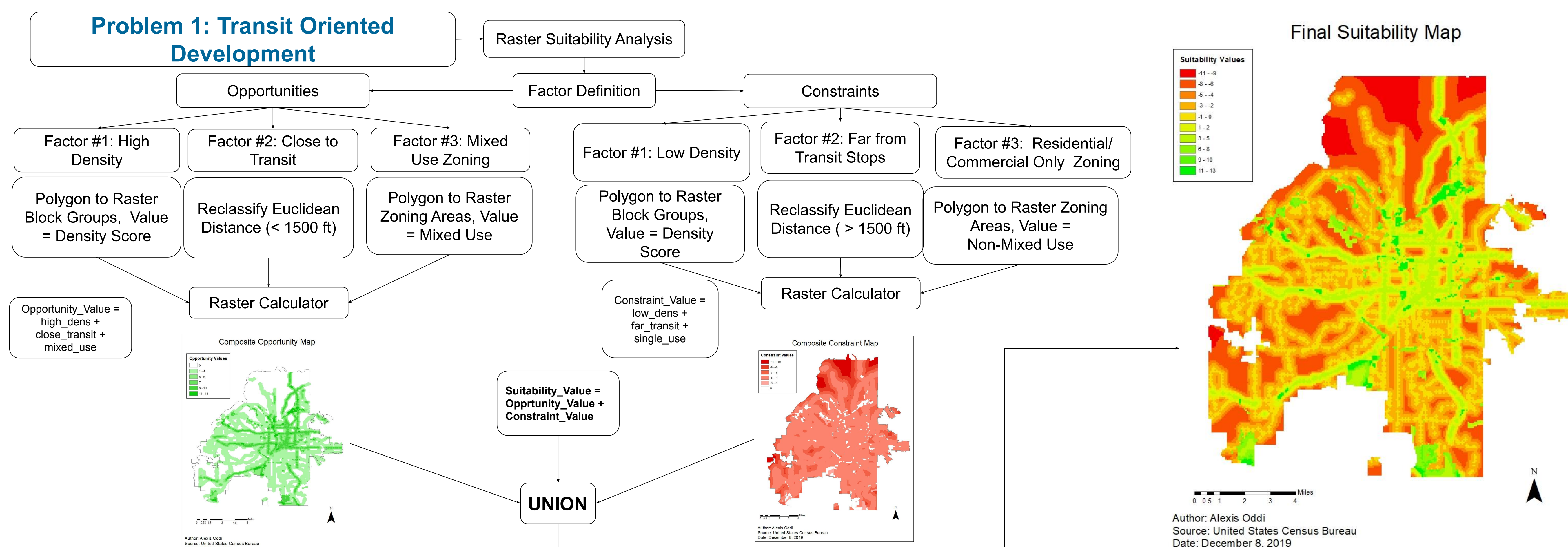
1. Prioritize transit-oriented development
2. Ensure fast access to emergency services and public transport
3. Minimize impact of new studio on areas at risk of gentrification

## Limitations:

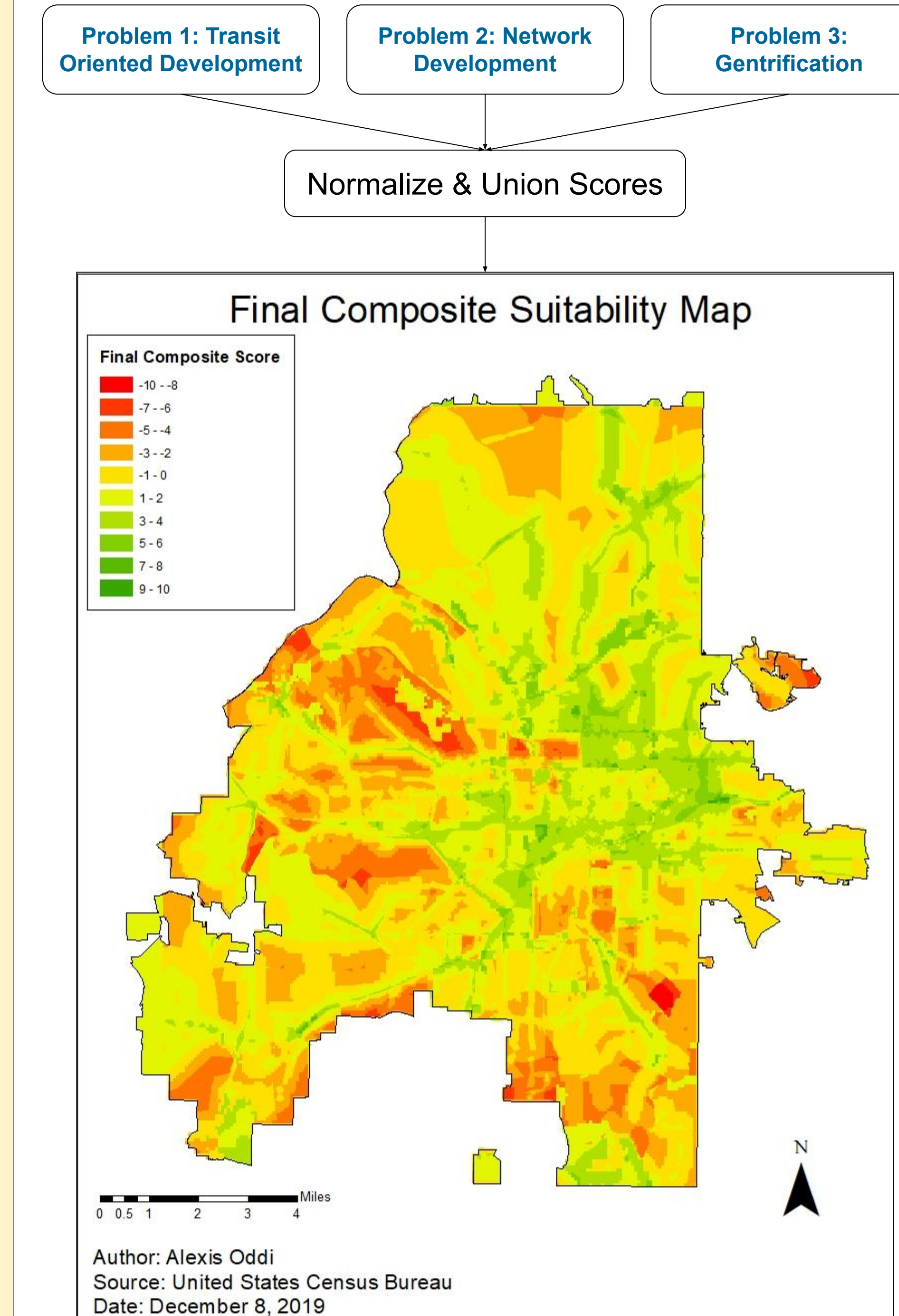
- Census data is from 2010, since the next major census is in 2020, therefore some information is not as up to date as it could be.
- Street data did not have accurate speed limits for each street, therefore speed limits were generalized depending on the class of the street (i.e., neighborhood streets were classified as having a 25 MPH speed limit, highways as 75 MPH, etc.)
- Point data that would be pertinent to the placement of Amazon Studios, such as nearby police departments, restaurants, city centers, vacant lots, were unavailable.

## Sources:

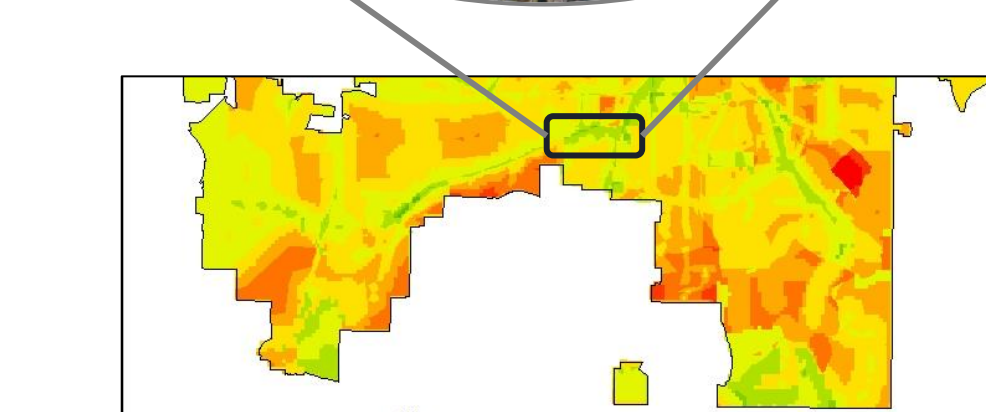
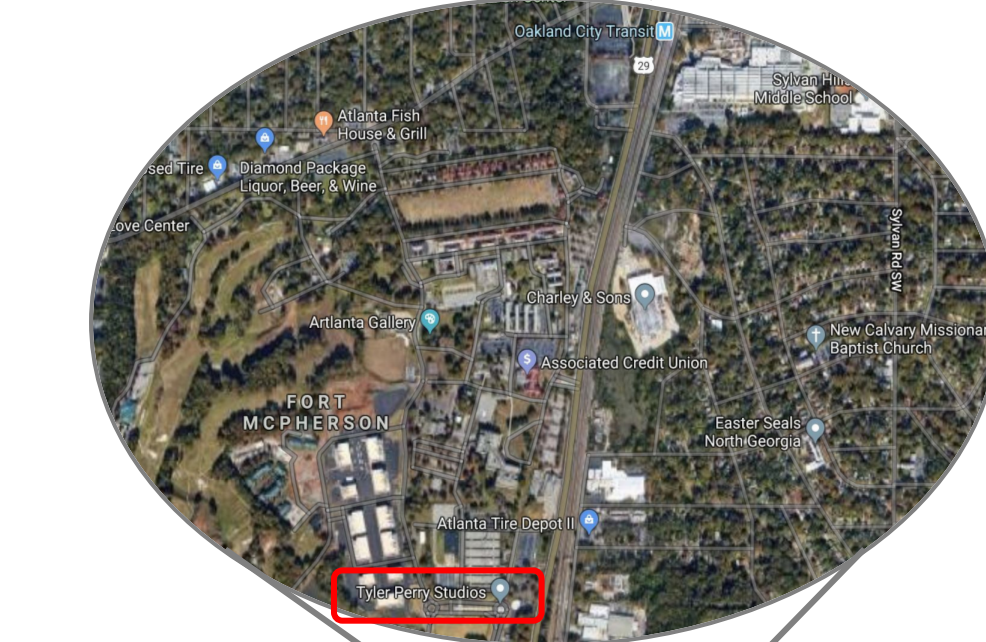
1. Atlanta Regional Commission (<https://opendata.atlantaregional.com/>)
2. OpenStreetMap (<http://download.geofabrik.de/north-america/us/georgia.html>)
3. ARCGIS Open Data (<https://dcp-coaplanqis.opendata.arcgis.com/>)
4. United States Census Bureau (<https://www.census.gov/>)



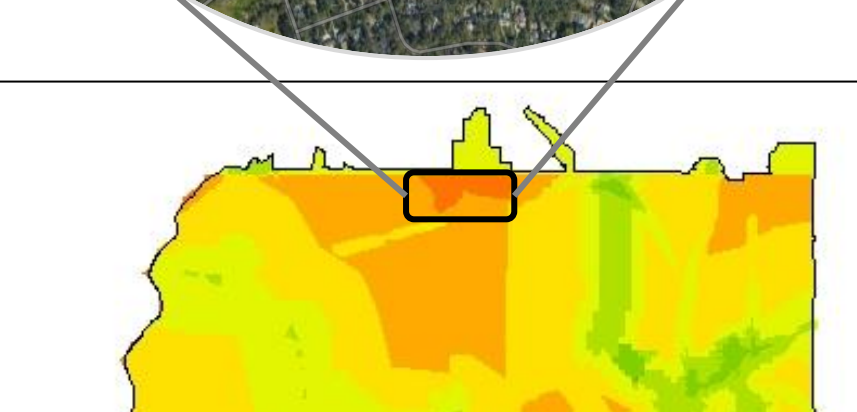
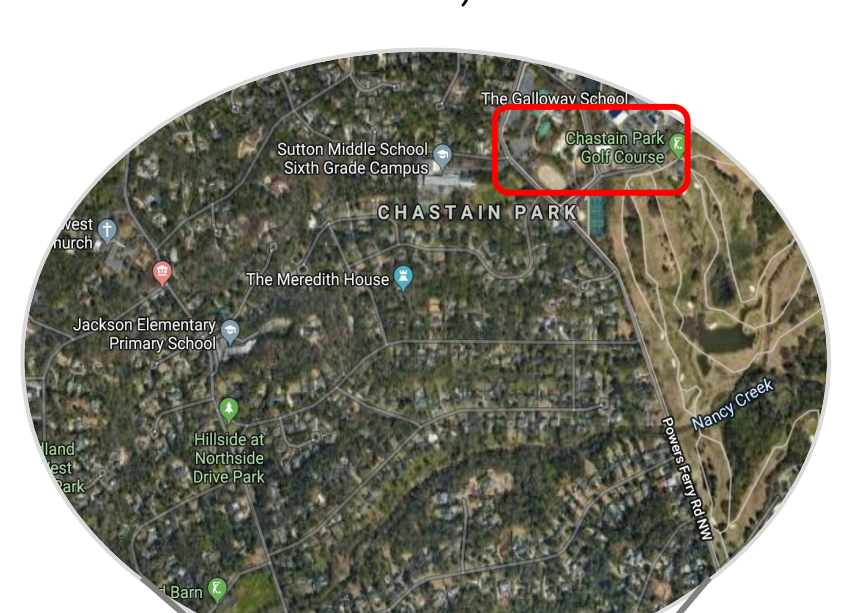
## Results



Fort McPherson, Atlanta



Buckhead, Atlanta



## Conclusion

Through the use of Vector Suitability Analysis, Raster Suitability Analysis and a Network Analysis, we have been able to distinguish locations that are best and worst suited for the creation of a new Amazon Studios Headquarters, both for Amazon, and for the community.

However, no area is perfect, and the creation of a new HQ will require a compromise both from the city of Atlanta and Amazon. In our opinion, it would be best to side with the community, and minimize the risk of gentrification as much as possible.

We would suggest that Amazon Studios considers designing a transit-oriented film studio hub, and consider investing in high density housing and transit options for their employees. One ideal location for this is Fort McPherson in Atlanta.

## Datum and Projection:

Datum: NAD83

Projection: StatePlane\_Georgia\_West\_FIPS\_1002 (US FEET)