



56 Marietta Is a Peach

Editors' note: This is the third in a series looking at the dominant "meet me" facilities in 10 major North American cities. Author Hunter Newby is executive vice president of TELx. Reader suggestions for the final city to be covered in this series should be sent to Hunter at hnewby@telx.com.

In the Southeast, 56 Marietta is the quintessential telecom facility. While other buildings in Atlanta have failed to reach a "critical mass" of telecom tenants or have failed altogether, 56 Marietta has achieved the critical mass that is a hallmark of all leading carrier-neutral collocation facilities.

Perhaps this site's emergence as a premiere carrier-neutral facility was due, in part, to an early decision to create

Attributes of 56 Marietta Carrier Hotel

Building size	162,000 sq. ft.
Union building	No
Building generator	Yes
Generator rooms for tenants	Yes
Roof access	Yes
Tenant conduit rights	Yes
Is there a building meet me room?	Yes
Is this MMR the featured site?	Yes

a space ideally suited to carriers. The 56 Marietta facility, encompassing 160,000 square feet, is dedicated solely to telecommunications, and it has been since 1998.

Of course, it wasn't a huge leap in logic. Much as 60 Hudson was formerly a Western Union building, 56 Marietta likewise had seen prior use as a communications hub, so gutting the building and engineering the facility for

56 Marietta Carriers Interconnected

AGL Networks	Marietta FiberNet
Allegiance	MCI/WorldCom
Alltel Communications	McLeod Communications
AT&T/TCG	Metromedia Fiber
BellSouth	MFS
BroadView Networks	National Data Centers
Broadwing	NuVox Communications
Cable & Wireless	Odyssey/EPIK
Cogent Communications	OnFiber
Digital Service Consultants	PAIX
Dominion Telecom	Primus Telecom
Dynegy	Progress Telecom
GA Institute of Technology	Qwest
Georgia Public Web	Southern Telecom
Global Compass	Switch & Data
Global Crossing	Telecom Access
Global NAPS	Teleglobe
GTE/Genuity	Time Warner Telecom
ICC Internet	Universal Access
ICG Communications	U.S. Carrier Telecom
Integrated Communications	UUNet
ITC Deltacom	Verio
JT Communications	Vespice Limited
KMC	WiTel Communications
Level 3 Communications	Winstar IDT
LocalDial	XO Communications
Looking Glass	Xspedius/e.spire/ACSI

telecom tenants wasn't an odd notion.

That early lead paid off. Indeed, 56 Marietta was one of the first "carrier-exclusive" hotels in the southeastern United States. That "first mover" advantage allowed the site to gain critical mass in a relatively short time. Today the building has an occupancy rate in excess of 90 percent and houses more than 40 carriers and 80 other telecom-related companies.

Early on, the developers of 56 Marietta intended to create an area in the building where carriers could rapidly, directly and freely interconnect with one and

56 Marietta Interconnection Guidelines

Can customers order cross connects to any other meet area customer?	Yes
Is the average turnaround time for cross connects 48 hours or less?	Yes
Is on-site technical support available 24/7/365?	No
Can customers access the site 24/7/365?	Yes
Can the technicians test and turn up circuits?	Yes
Does the meet area operator perform the cross connect?	No
Can the customer perform the cross connect?	Yes
Are all cross connects tagged and inventoried?	Yes
Is there a shared fiber panel (MDF, CFDP)?	No
Can the customer bring and install its own fiber distribution panels?	Yes
Is there a shared COAX or copper panel?	No
Can the customer bring and install its own COAX or copper panel?	Yes
Are there monthly recurring charges to cross connect in the meet area?	No
All carriers have a presence within the meet-me-room	

cal support and managed services are offered 24/7/365, as well. Again, there are no cross-connect charges.

A critical mass of carriers might seem to be the end, but it is really just the beginning. A whole new market is being created within the interconnection facility. Once a majority of the carriers in a given market have established a presence in the same interconnection facility, services from multiple carriers can be delivered without local loop charges.

The next logical step for the interconnection facility is to make large network operating enterprises in the immediate metro area aware of this telecom marketplace without loops and assist

them in establishing a presence there with all of the carriers.

This is essentially extending their phone closet "demarc" to the interconnection point. This will provide tremendous value to the enterprise by eliminating multiple, low-speed, disparate loops and re-engineering them into a larger access network and then cross connects. Doing this will save them time and, most importantly, money. It helps the carriers because now they are able to deliver services more efficiently and cost effectively directly from their established point of connectivity.

Marietta Street Partners, LLC is both owner and manager of the property.

Attributes of the 56 Marietta Interconnect Facility

Facility size	23,000 sq. ft.
Suite	2nd floor
AC power feed	3,000 amps, 208v, 2 phase
Generator	900kw
Control system	Liebert
UPS	Liebert
DC plant	10,000 amp Lucent
HVAC	Liebert DX
Fire suppression	Dry pipe, pre-action fire protection system

other. Today the 23,000-square-foot area has evolved into a carrier-neutral collocation facility. There are no cross-connect charges.

In other more recent developments, 56 Marietta has added the "Vault," a space designed for enterprise customers with requirements that are similar to those of carriers. The Vault is an enhanced neutral collocation and data center located adjacent to the meet me room.

As a result, large enterprise customers have the ability to interconnect with facilities and networks provided by carriers in the building. Remote hands, techni-