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THE STORIES OF SOUTH DOWNTOWN

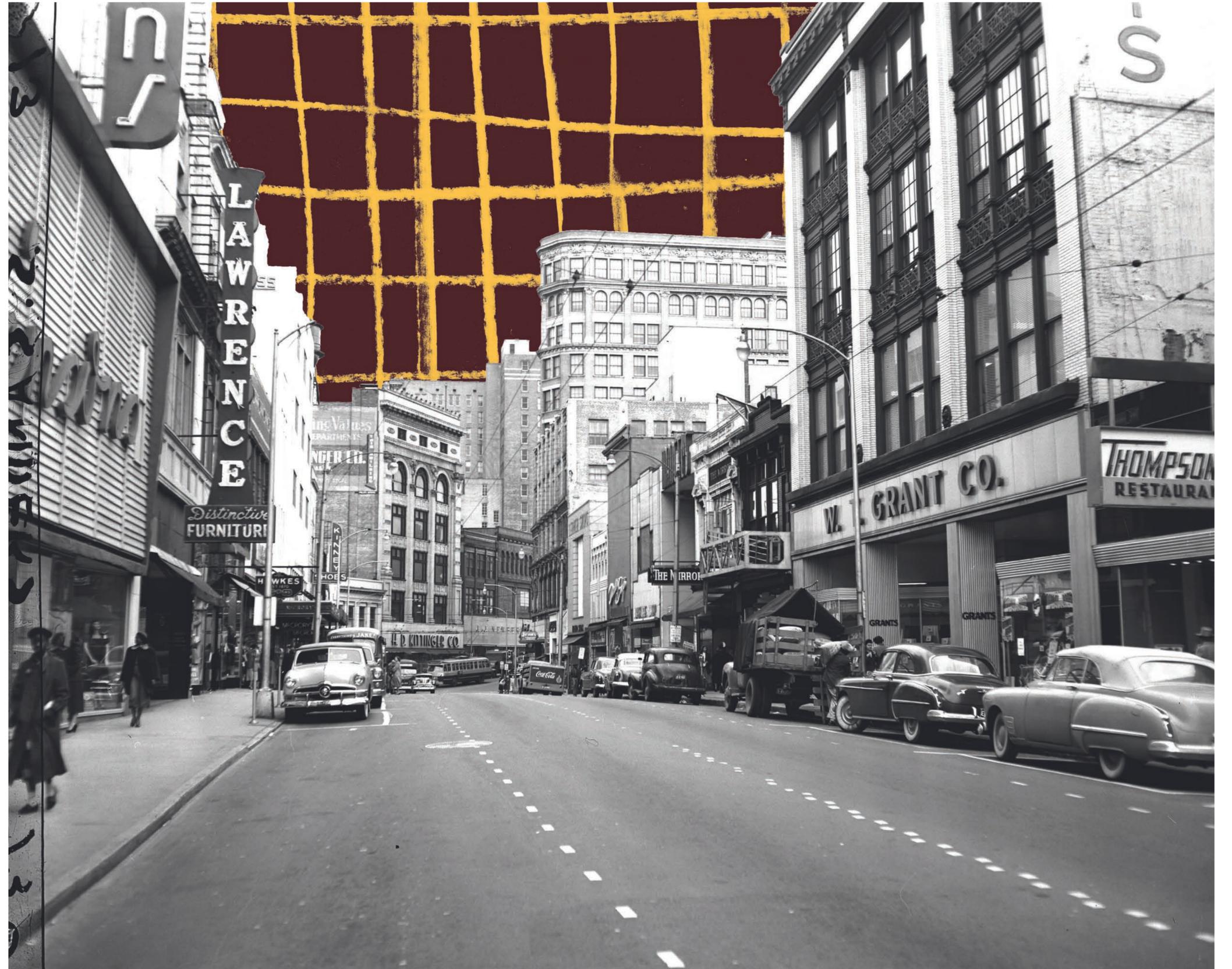
IT'S ABOUT BEGINNINGS

The story of Atlanta begins in South Downtown. Where a connecting point of rail lines birthed the beating heart of the American South. Unfolding from its center, block by block, South Downtown is the crossroads that connects every Atlantan. North, South. East, West.

A LANDSCAPE OF OPPORTUNITY

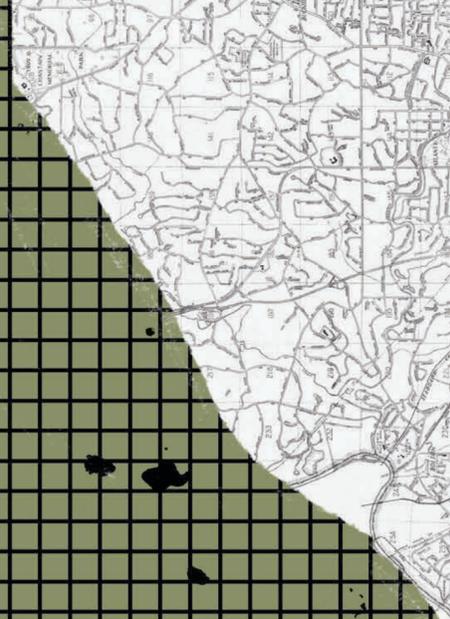
“It’s difficult to find a neighborhood anywhere in the country that’s poised for a greater metamorphosis than Atlanta’s historic South Downtown.”

—Doug Sams, Atlanta Business Chronicle



A Historical

TIMELINE OF SOUTH DOWNTOWN & ENVIRONS

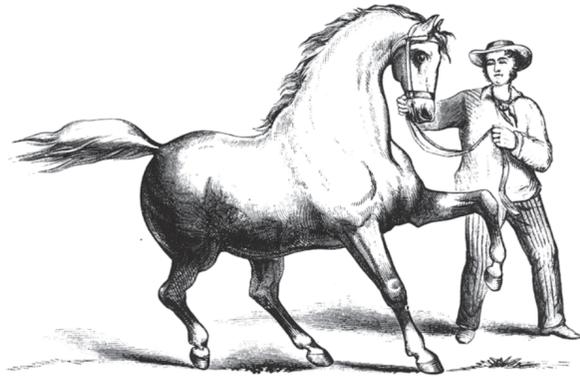


1821

BENJAMIN BECKMAN WINS THE RIGHTS TO LAND LOT 77

which would later encompass South Downtown in a state-run land lottery. Creek Indians cede the area that is now Metro Atlanta.

figure - 01



1822

SAMUEL MITCHELL TRADES HIS SUPERIOR HORSE

for Benjamin Beckman's sorry nag and some papers that entitle him to the ownership of Land Lot 77.

1836

GEORGIA GENERAL ASSEMBLY VOTES TO BUILD WESTERN ATLANTIC RAILROAD

to link the port of Savannah and the Midwest. The terminal point would be "somewhere east of the Chattahoochee River," and called Terminus.

1842

THE TERMINAL POINT OF THE WESTERN ATLANTIC RAILROAD WAS MOVED INTO LAND LOT 77

Though originally planned to be located at Five Points, Samuel Mitchell negotiates the donation of five acres of his land for the building of a train depot, leading to the extension of the rail line by 1,400 feet into his Land Lot 77. He names the donated land State Square and subsequently begins to subdivide the land around it for profit.

The settlement at Terminus has six buildings and 30 residents.

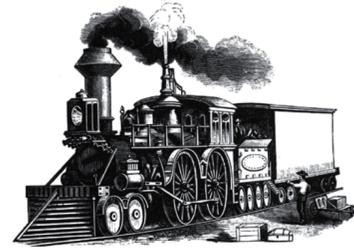
The locals ask that the settlement of Terminus be called Lumpkin, after Governor Wilson Lumpkin, who is heavily involved in the creation of the W&A RR. Lumpkin asks them to name it after his young daughter instead, and Terminus becomes Marthasville.

1845

CHIEF ENGINEER OF RAILROAD SUGGESTS RENAMING TOWN TO ATLANTICA-PACIFICA

which was quickly shortened to Atlanta.

figure - 02



1847

THE TOWN OF ATLANTA WAS INCORPORATED AS A CITY

Samuel Mitchell dies, never seeing the payoff for his horse trade.

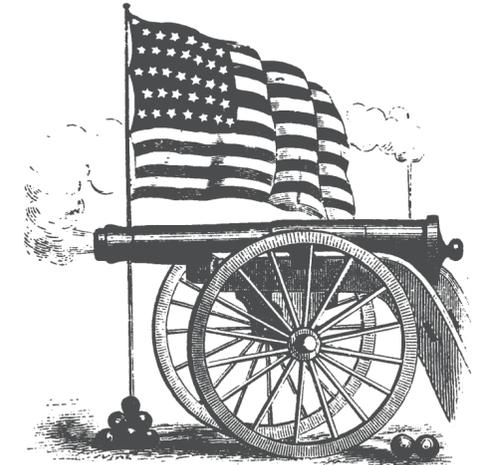
figure - 03



1861

CIVIL WAR BEGINS

figure - 04



Atlanta becomes a home front, a major producer of war materials, and an important regional transportation and distribution center.

1864

GENERAL SHERMAN CAPTURES ATLANTA & BEGINS HIS MARCH TO THE SEA, LEAVING ATLANTA BURNED, BARREN, AND BANKRUPT

ANTEBELLUM ATLANTA

CIVIL WAR

1820

1830

1840

1850

1860

1870

1867

MORRIS RICH OPENS M. RICH DRY GOODS, THE PRECURSOR TO RICH'S DEPARTMENT STORE. IT IS ONE OF 250 MERCHANDISE STORES IN THE CITY.

1868

ATLANTA IS NAMED STATE CAPITAL OF GEORGIA

1882

WOODROW WILSON MOVES TO ATLANTA

to open a law practice, writing "There appears to be no limits to the possibilities of her development." Whitehall Street is the city's chief retail and shopping district.

figure - 05



1886

FIRST COCA-COLA SOLD AT JACOB'S PHARMACY IN FIVE POINTS

1905

TERMINAL STATION OPENS ON SPRING STREET

Served by over 80 trains per day, it becomes the impetus for a string of hotels to open on Mitchell Street, later known as Hotel Row.

1907

M. RICH & BROS. OPENS A NEW STORE

at what is now 82 Peachtree Street. The Constitution newspaper notes the building is:

"perfect in design, and convenient in every detail... a tribute to the future growth and greatness of this city."

1920s

PROHIBITION

The completion of concrete viaducts over the rail lines in South Downtown coincides with Prohibition. Former street-level businesses are now underground and become speakeasies.

figure - 06



"Down in Atlanta, GA, under the viaduct every day. Drinking corn and hollerin' hoo'ray. Pianos playin' till the break of day."

- Blues singer Bessie Smith

1905

"ATLANTA'S GREATEST MERCHANT PRINCE" DIES

Morris Rich, "Atlanta's greatest merchant prince," dies and is buried in Oakland Cemetery.

1929

figure - 07



FRIEDMAN'S SHOES OPENS ON MITCHELL STREET

South Downtown's longest-running business later specializes to large-size shoes, becoming:

"an obsession for all the big athletes in the '80s and '90s ... where fashion and sports intersected."

1929

U.S. DEPRESSION ERA BEGINS. CITY HALL BUILT. MARTIN LUTHER KING JR. BORN

All north-south viaducts over train tracks are open, including Central Avenue and Spring and Pryor Streets, removing all boundaries for northern expansion.

1945

WORLD WAR II ENDS

figure — 08



1949

MAYOR YOUNG SIGNS A CITY ORDINANCE IN VOGUE SHOES ON BROAD STREET

to improve the appearance of store fronts and streets in the area. The ordinance would fail to maintain South Downtown's retail vibrancy.

1957

PROTESTS AGAINST ATLANTA'S BUS SYSTEM

Six African American ministers board a bus at the corner of Mitchell and Whitehall Streets, taking seats at the front of the vehicle in protest, leading to their arrest. Two years later, the federal district court in Atlanta ruled in favor of the ministers, resulting in the desegregation of Atlanta's bus system.

A \$10 million project takes place to enhance the beauty of Downtown, but only north of the railroad viaduct. South Downtown is left behind in the beautification project.

1959-1973

BEGINNING WITH LENOX MALL, 10 MALLS OPEN IN THE MOSTLY NORTHERN SUBURBS OF ATLANTA

1960

CIVIL RIGHTS SIT-INS TAKE PLACE AT LUNCH COUNTERS ACROSS DOWNTOWN

including at Rich's Crystal Bridge Café and Magnolia Room, where Martin Luther King Jr. is arrested for his participation. The sit-ins lead to desegregated lunch counters the following year.

figure — 09



1961

ATLANTA SCHOOLS BEGIN DESEGREGATING

1968

MARTIN LUTHER KING JR. ASSASSINATED

Funeral procession with 100,000+ people begins at Ebenezer Baptist Church, continues to the State Capitol, travels westward to Morehouse College down Hunter Street, later renamed M.L.K. Jr. Drive in his honor.

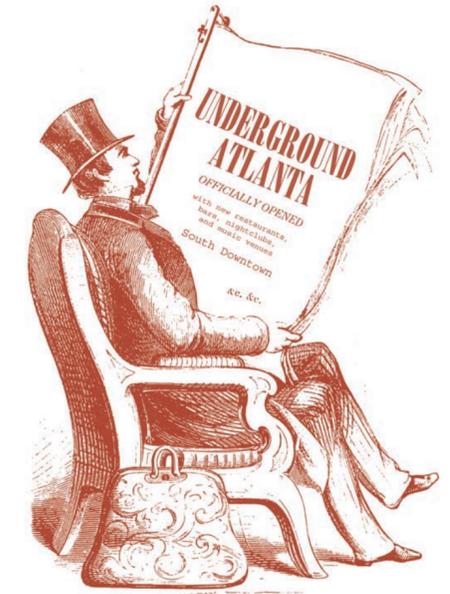


figure — 10

1969

"UNDERGROUND ATLANTA" OFFICIALLY OPENED

with new restaurants, bars, nightclubs, and live music venues installed in the old below-grade storefronts. By 1972, Underground has more than 3.5 million visitors. The success doesn't last and Underground closes in 1980.

1991

RICH'S CLOSES

fashion store on Alabama Street, a quietus for the once beating heart of Atlanta.

THE STRUGGLE FOR RACIAL EQUALITY AND THE DECLINE OF SOUTH DOWNTOWN

DORMANT DOWNTOWN

1950

1960

1970

1980

1990

TODAY



S

THE STORIES OF SOUTH DOWNTOWN



CITY OF ATLANTA

MAYOR
MAYNARD JACKSON

ATLANTA CITY COUNCIL

MARVIN ARRINGTON PRES.

DISTRICT	
DEBBY McCARTY	1
JOHN SWEET	2
JAMES HOWARD	3
JAMES BOND	4
MORRIS FINLEY	5
MARY DAVIS	6
"BUDDY" FOWLKES	7
RICHARD GUTHMAN	8
ARTHUR LANGFORD	9
IRA JACKSON	10
JIM MADDOX	11
DOZIER SMITH	12
POST	
ROBERT "ROBB" PITTS	13
ROLYN LONG BANKS	14
ELAINA GIGGINS LESTER	15
BARBARA ASHER	16
O.W. WILLIAMSON	17
TRUCK SUMMERS	18

DICK LAYTON, COMMISSIONER
DEPARTMENT OF BUDGET AND PLANNING

PANKE BRADLEY, DIRECTOR
BUREAU OF PLANNING

LEGEND

1951 CITY LIMITS	RAILROADS
1980 CITY LIMITS	GRADE CROSSING
LAND LOT LINES	RAILROAD UNDER
DISTRICT LINES	RAILROAD OVER
COUNTY LINES	WATER AREAS & STREAMS
IMPROVED STREETS	PARK, CEMETERY OR INSTI-
MARTA	TUTIONAL BOUNDARIES
FIRE STATIONS	PUBLIC LIBRARIES

NOTE:
THE EXISTENCE OF A STREET OR ALLEY, WHETHER OR UNIMPROVED, IN THIS MAP DOES NOT INDICATE THAT IT IS A PUBLIC SQUARE.

SOURCES OF DATA:
U.S.G.S. (1950 & 1980) PHOTO AERIAL SURVEYS, CITY AND COUNTY CADASTRAL RECORDS AND AERIAL PHOTOGRAPHIC SURVEYS BY ARKANS, AERIAL SURVEY CO. INC. (1970), DICK ARKINS PHOTOGRAPHIC ENGINEERING, JAN 8, 1988 & THE W. L. H. CO. (1980).

DATE: 1988
DRAWN BY: BUREAU OF PLANNING, CITY OF ATLANTA, ATLANTA, GA 30303

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“In South Downtown the things that make us unique and hold history and tell stories are all here. The architecture, the culture, the businesses, the people—we should shine a light on all of it. It’s what makes Atlanta, Atlanta.”

Beth Malone
Executive Director,
Dashboard

FORGOTTEN & FOUND AGAIN

It was burned down and built up. It made some rich and ruined some others. Forgotten and now found again, South Downtown is beginning a new chapter. A revitalization of our city's first blocks will preserve and protect our origins while prioritizing community and culture.

THE CROSSROADS THAT CONNECT EVERY ATLANTAN

figure — 04

\$4.7b

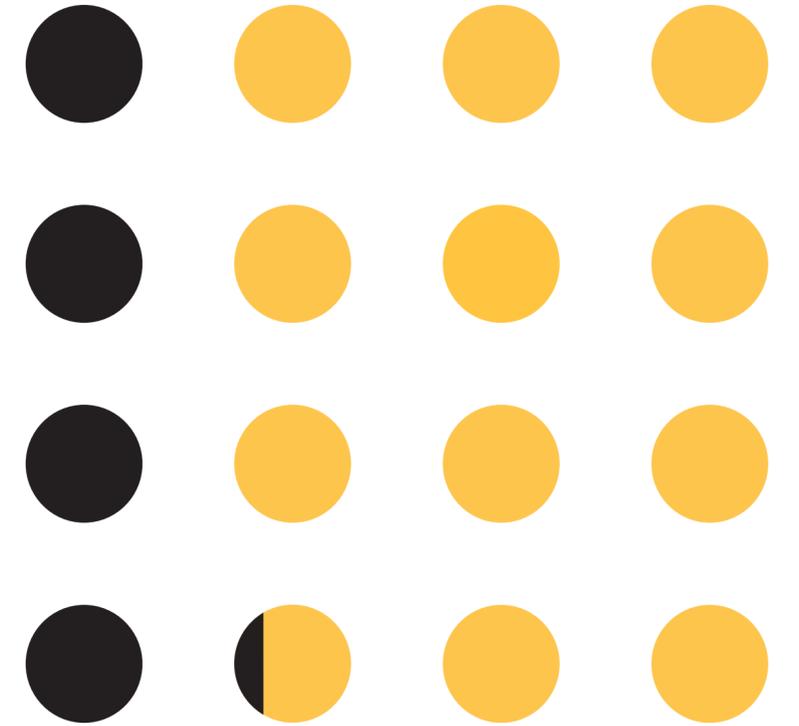
Planned Downtown real estate
investments or future
construction projects

TOP INVESTMENT PROJECTS

\$300,000,000	SUMMERHILL
\$298,000,000	UNDERGROUND
\$250,000,000	PHILIPS ARENA
\$245,000,000	CONVENTION HOTEL
\$40,000,000	AJC BUILDING

figure — 05

16 MILLION VISITORS ANNUALLY
IN DOWNTOWN ATLANTA



● 4.2 million sports and entertainment visitors ● 11.8 million general visitors
○ = 1 million

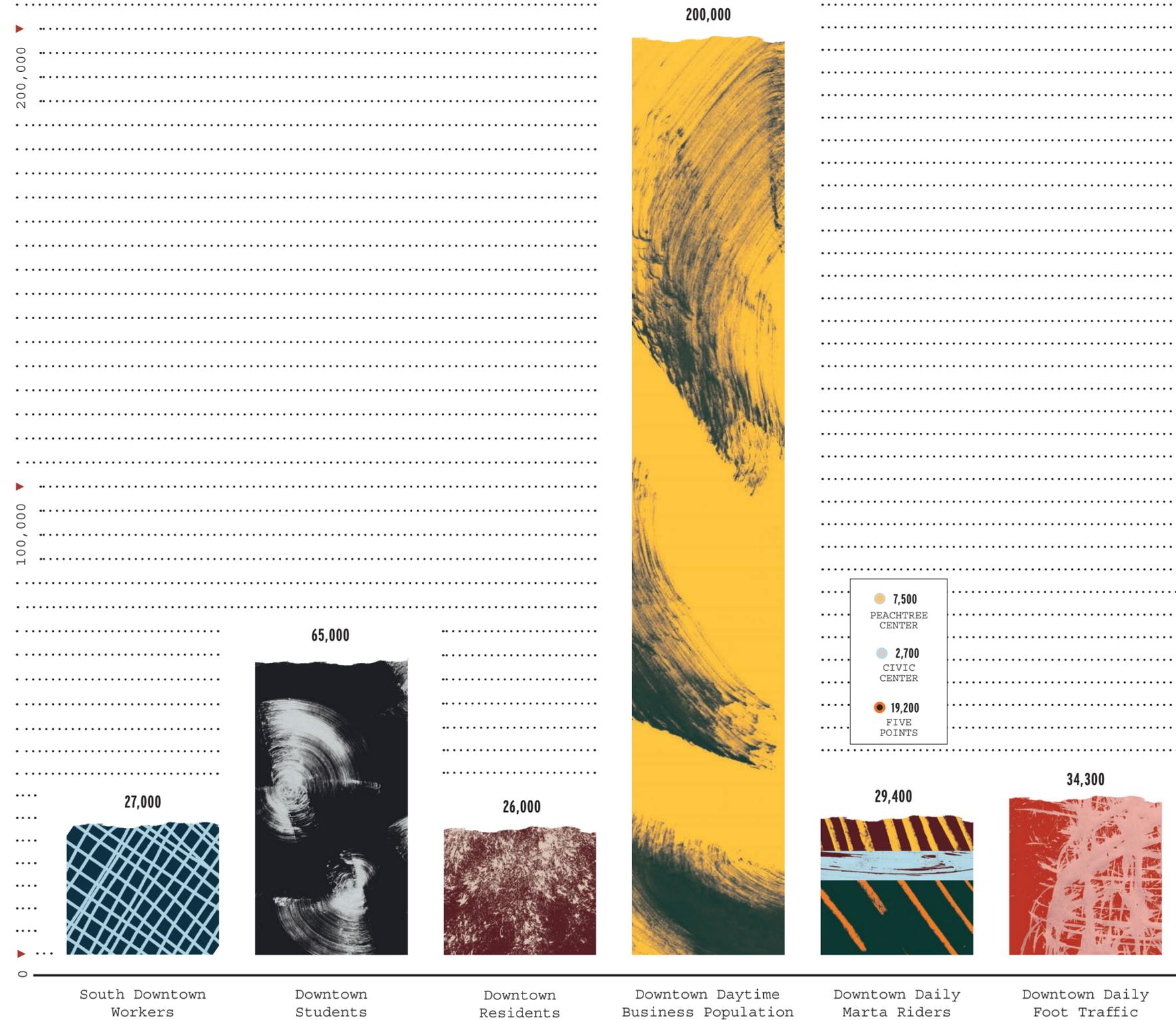
figure — 06

Abt 700

Annual events, conventions,
and meetings.

THE CROSSROADS THAT CONNECT EVERY ATLANTAN

figure — 07



MAP OF

**SOUTH
DOWNTOWN
ATLANTA**

ATTRACTIONS AND AMENITIES

- | | |
|--|-------------------------------|
| 01 GWCC & GWCC HOTEL | 12 CAMBRIA SUITES |
| 02 PHILIPS ARENA | 13 FAIRFIELD INN |
| 03 MERCEDES-BENZ STADIUM | 14 THE MASQUERADE |
| 04 REVERB HOTEL | 15 ROSA'S PIZZA |
| 05 ELLIOTT STREET PUB | 16 DUA VIETNAMESE NOODLE SHOP |
| 06 NO MAS! CANTINA | 17 WALGREENS |
| 07 MY FAIR SWEETS | 18 EBRIK COFFEE ROOM |
| 08 BUDDY'S SNACK BAR | 19 WOODRUFF PARK |
| 09 CROCODILE MURAL/
by PIERRE ROTI | 20 RESIDENCE INN |
| 10 SOUTH BROAD MURAL
PROJECT / by HENSE
& YOYO FERRO | 21 ALMA COCINA |
| 11 AMERICAN FLAG MURAL
by TILT | 22 HURT PARK |
| | 23 LIBERTY PLAZA |
| | 24 GRADY MEMORIAL HOSPITAL |



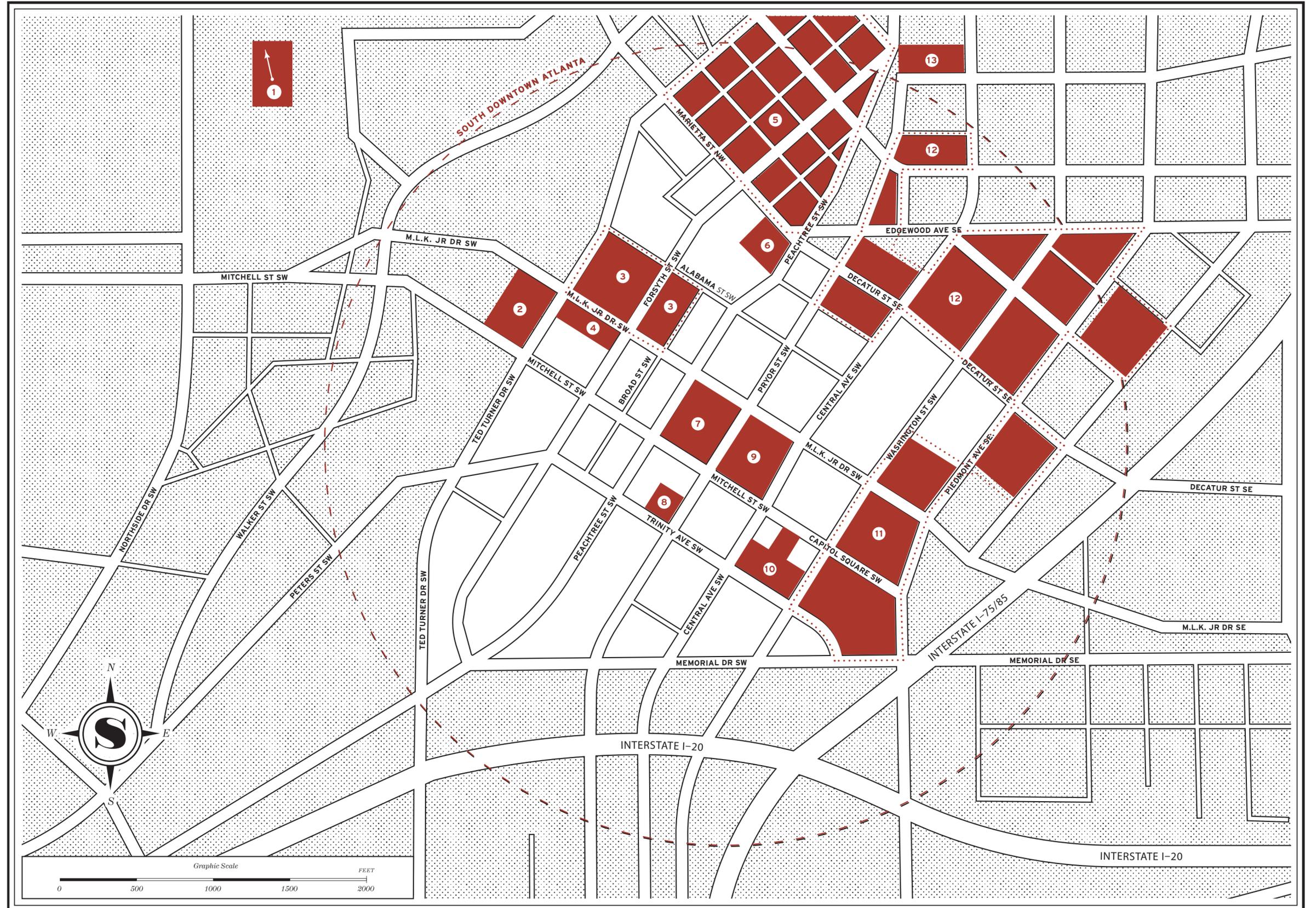
RESIDENTIAL

- | | |
|---|---|
| 01 222 MITCHELL STREET
250 units | 09 NORFOLK SOUTHERN BUILDING
240 units |
| 02 SYLVAN LOFTS
11 units | 10 KESSLER CITY LOFTS
50 units |
| 03 GORDON LOFTS
20 units | 11 BASS BUILDING
36 units |
| 04 SOMAR LOFTS
16 units | 12 MC KISER LOFTS
40 units |
| 05 AJC BUILDING
112 units | 13 CITY PLAZA
164 units |
| 06 GULCH DEVELOPMENT
2000+ units | 14 UNDERGROUND ATLANTA
200 units |
| 07 REVERB RESIDENTIAL
130 units | |
| 08 CASTLEBERRY POINT LOFTS
108 units | |



GOVERNMENT AND UNIVERSITIES

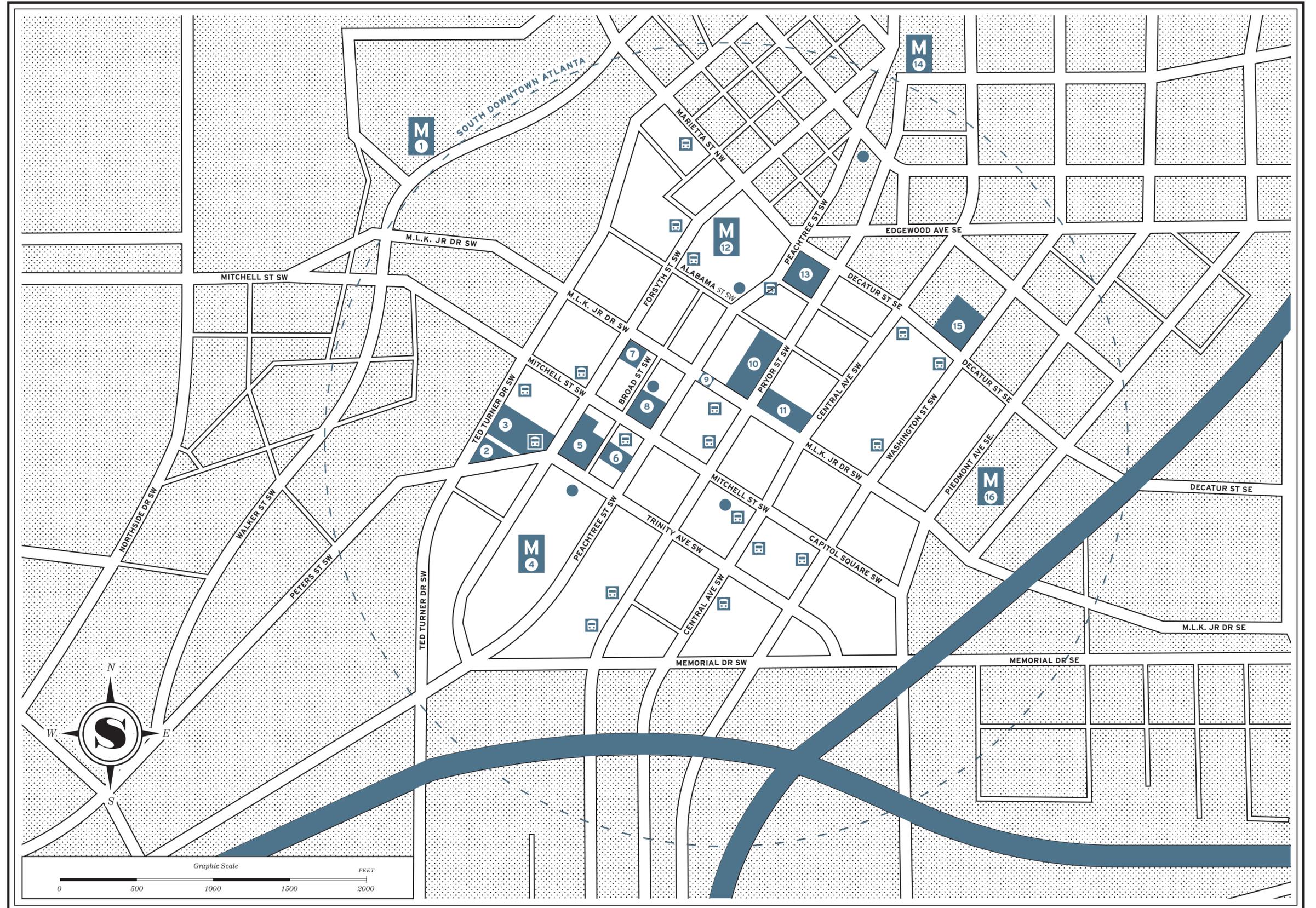
- | | |
|---|---|
| 01 GEORGIA INSTITUTE OF TECHNOLOGY
26,800 students | 08 Georgia Municipal Association
91 employees |
| 02 RICHARD B. RUSSELL FEDERAL BUILDING
2,500 employees | 09 FULTON COUNTY JUSTICE CENTER
78,000+ jurors/yr |
| 03 SAM NUNN ATLANTA FEDERAL CENTER
5,000 employees | 10 ATLANTA CITY HALL
2,000 employees |
| 04 M.L.K. JR. FEDERAL BUILDING
680 employees | 11 STATE CAPITOL BUILDINGS
12,000 employees |
| 05 FAIRLIE-POPLAR DISTRICT
7,000 employees | 12 GEORGIA STATE UNIVERSITY
32,000 downtown students |
| 06 STATE BUILDING
3,000 employees | 13 GEORGIA-PACIFIC
2,500+ employees |
| 07 FULTON COUNTY GOVERNMENT BUILDING
2,500 employees | |



PARKING AND TRANSIT

- 01 MARTA STATION
CNN CENTER/
PHILIPS ARENA
- 02 PARKING LOT
46 SPACES
- 03 PARKING LOT
272 SPACES
- 04 MARTA STATION
GARNETT
- 05 PARKING LOT
165 SPACES
- 06 PARKING LOT
79 SPACES
- 07 PARKING DECK
186 SPACES
- 08 PARKING LOT
66 SPACES
- 09 COBB AND GWINNETT
COUNTY TRANSIT
DOWNTOWN CONNECTING
POINT
- 10 PARKING DECK
528 SPACES
- 11 PARKING DECK
745 SPACES
- 12 MARTA STATION
FIVE POINTS
- 13 PARKING DECK
551 SPACES
- 14 MARTA STATION
PEACHTREE CENTER
- 15 PARKING LOTS
330 SPACES
- 16 MARTA STATION
GEORGIA STATE

-  MARTA BUS STOP
-  RELAY BIKE SHARE
-  MARTA TRAIN STATION





THE STORIES OF SOUTH DOWNTOWN



“We chose very consciously to be in South Downtown. What’s beautiful about this place is that it feels like the last frontier where you can define the city’s destiny. There’s a sense of ownership. We’re all defining that destiny every day, and opening people’s eyes to the possibilities.”

Rohit Malhorta
Director,
Center for Civic Innoovation

A NEW CHAPTER BEGINS

WALKABLE

Real city blocks meant to be walked, not driven. Buildings with the pedestrian in mind, surrounded by reimagined spaces.

INCLUSIVE

A platform for art, culture + ideas, where everyone's invited to make a mark.

LIVABLE

An urban lifestyle layered into generations of historic architecture. Daily needs alongside bold diversions.

CONNECTED

Wherever you need to be, however you want to get there.

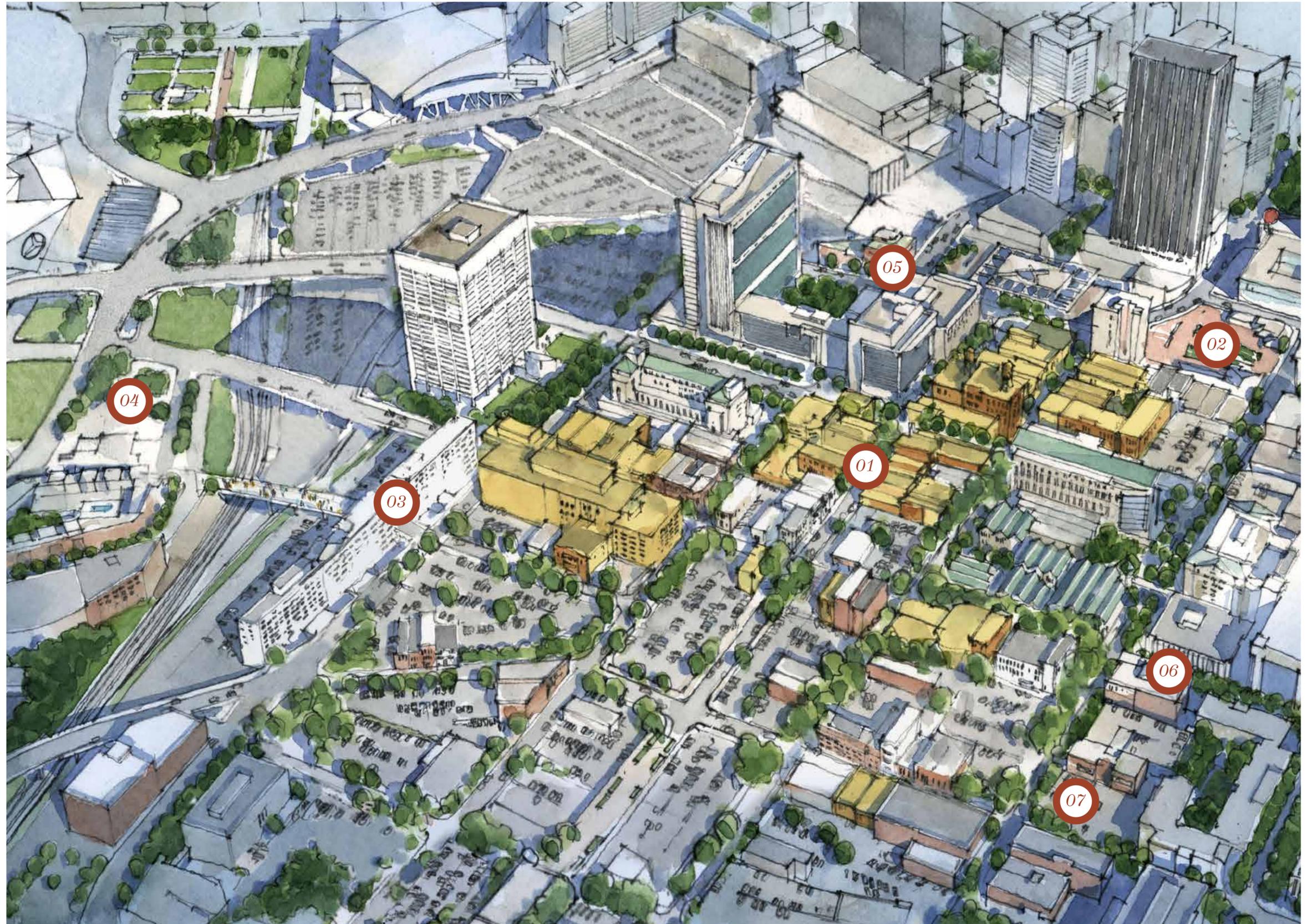
REVITALIZING ATLANTA'S FIRST CITY BLOCKS

AN ENGAGED COMMUNITY HELPING
PRESERVE SOUTH DOWNTOWN'S
CHARACTER WHILE IMPROVING ITS
UNIQUE WAY OF LIFE.



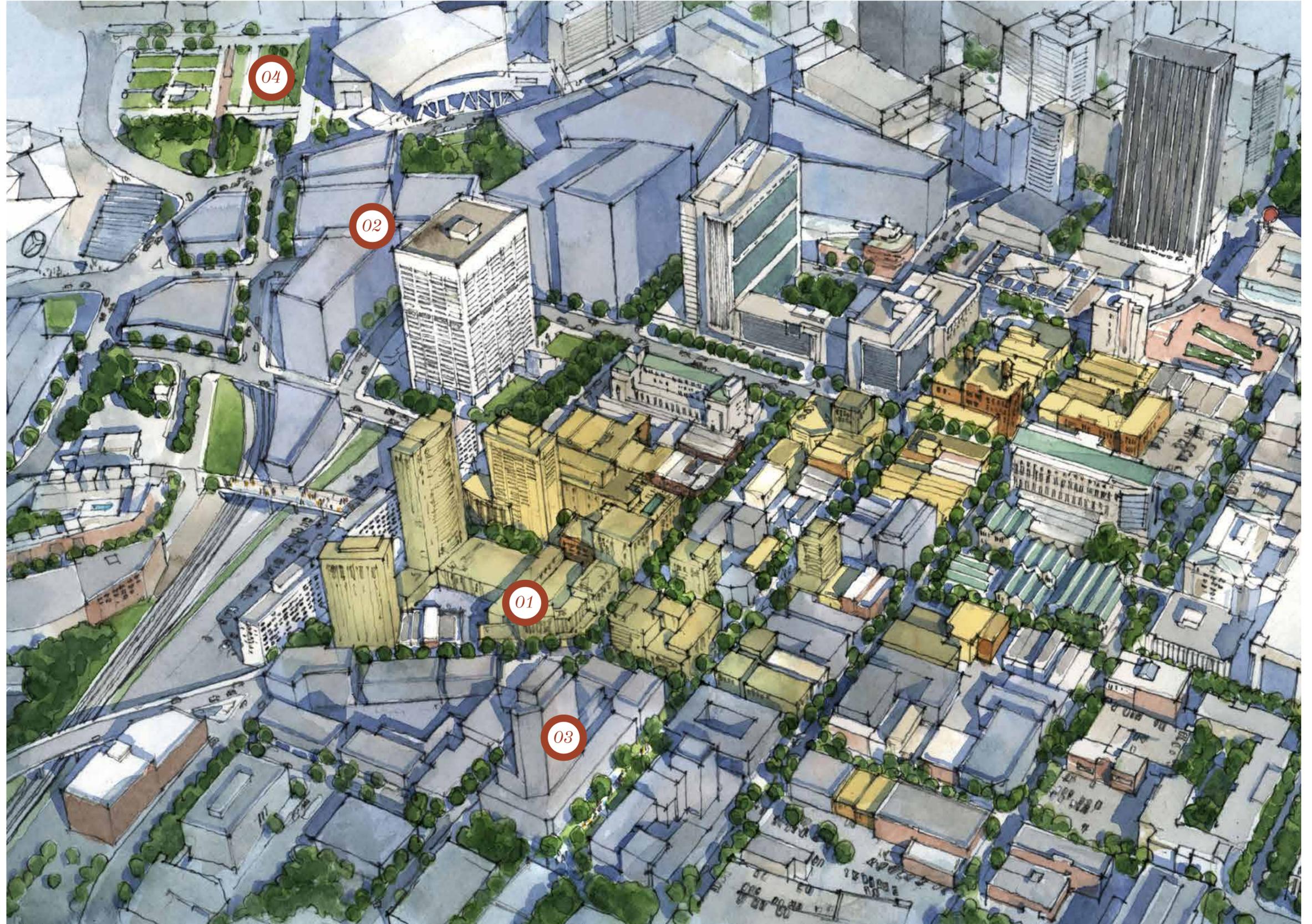
ADAPTIVE REUSE

- 01 Newport
Redevelopment
- 02 Underground
Atlanta
- 03 Norfolk
Southern
- 04 "Hard Rock"
Hotel
- 05 AJC Building
- 06 Cambria
Boutique Hotel
- 07 Loft Apartments

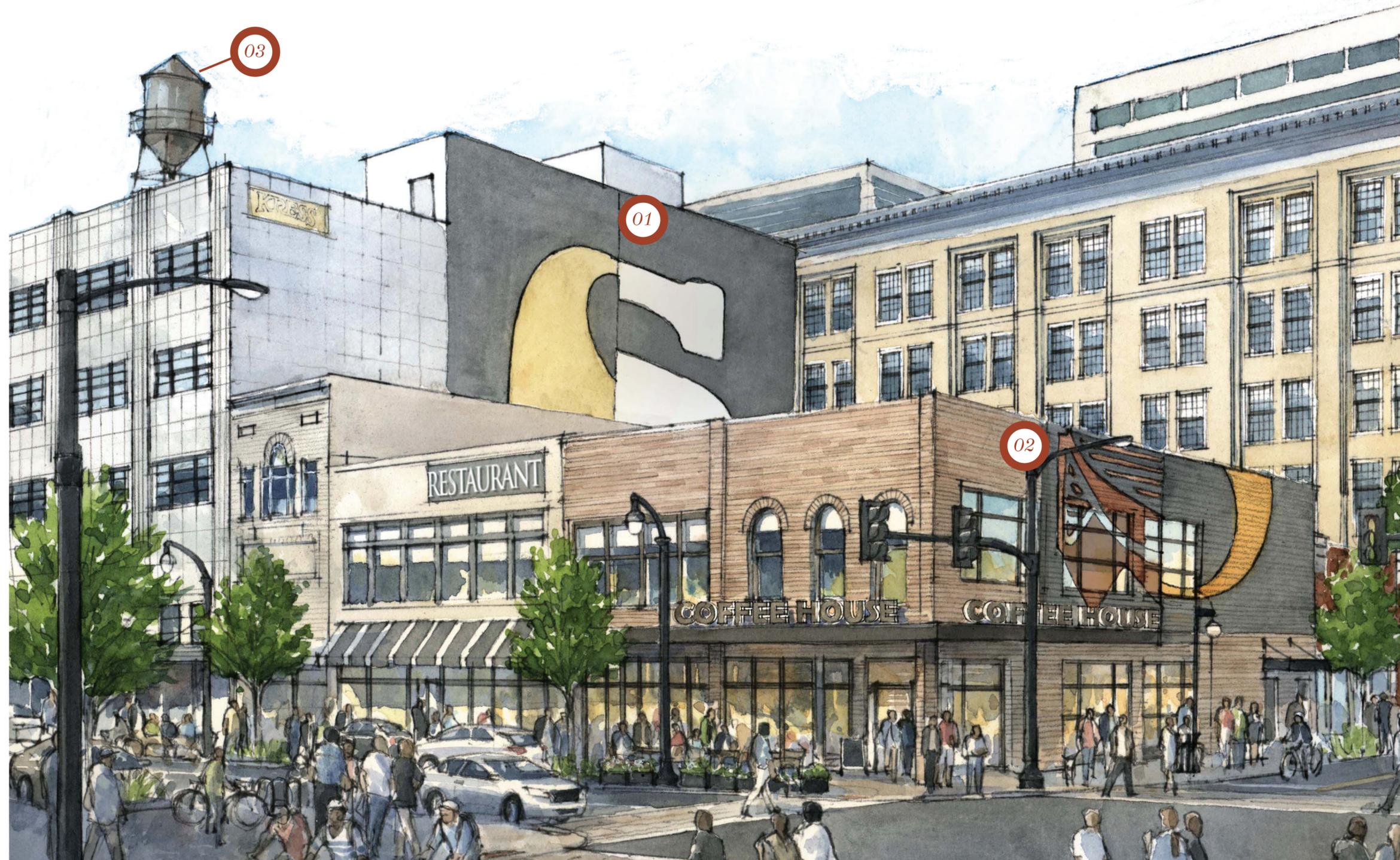


FUTURE DEVELOPMENT

- 01 Newport New Development
- 02 Gulch New Development
- 03 Increasing Density
- 04 Convention Hotel



FUTURE PEACHTREE STREET & ALABAMA STREET



- 01 Exposed historic facades
- 02 Gateway corner into South Downtown. Directly across from Five Points Marta Station
- 03 Restoration of historic water tower



FUTURE PEACHTREE STREET

- 01 Reducing to two traffic lanes and mobility zones
- 02 Sidewalk dining opportunities
- 03 Street tree canopy
- 04 Building removed creating passage to urban courtyard



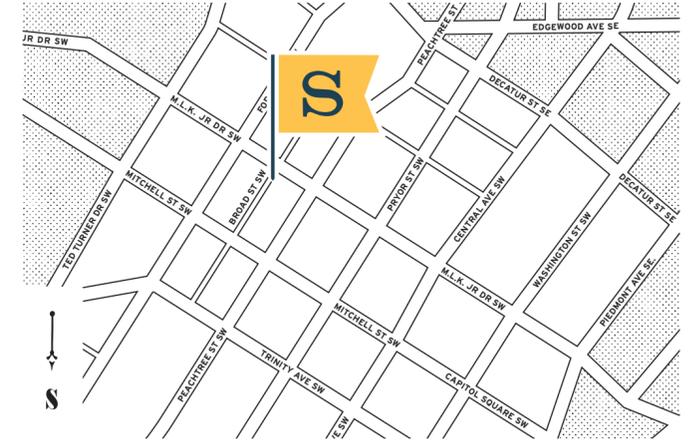
COURTYARD OFF PEACHTREE STREET

- 01 Outdoor dining and gathering space
- 02 Balance of landscape and hardscape
- 03 Contemporary elements incorporated into historic architecture



FUTURE BROAD STREET

- 01 One-way road converted into "park street"
- 02 Bike share stations
- 03 Outdoor patios
- 04 Street art and murals



FUTURE MITCHELL ST. AND PEACHTREE ST.

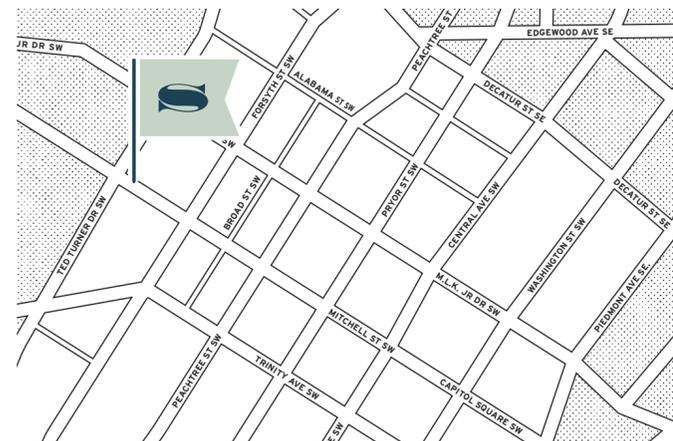


- 01 Residential lofts
- 02 Retail for daily needs and diversions
- 03 Large engaging patio

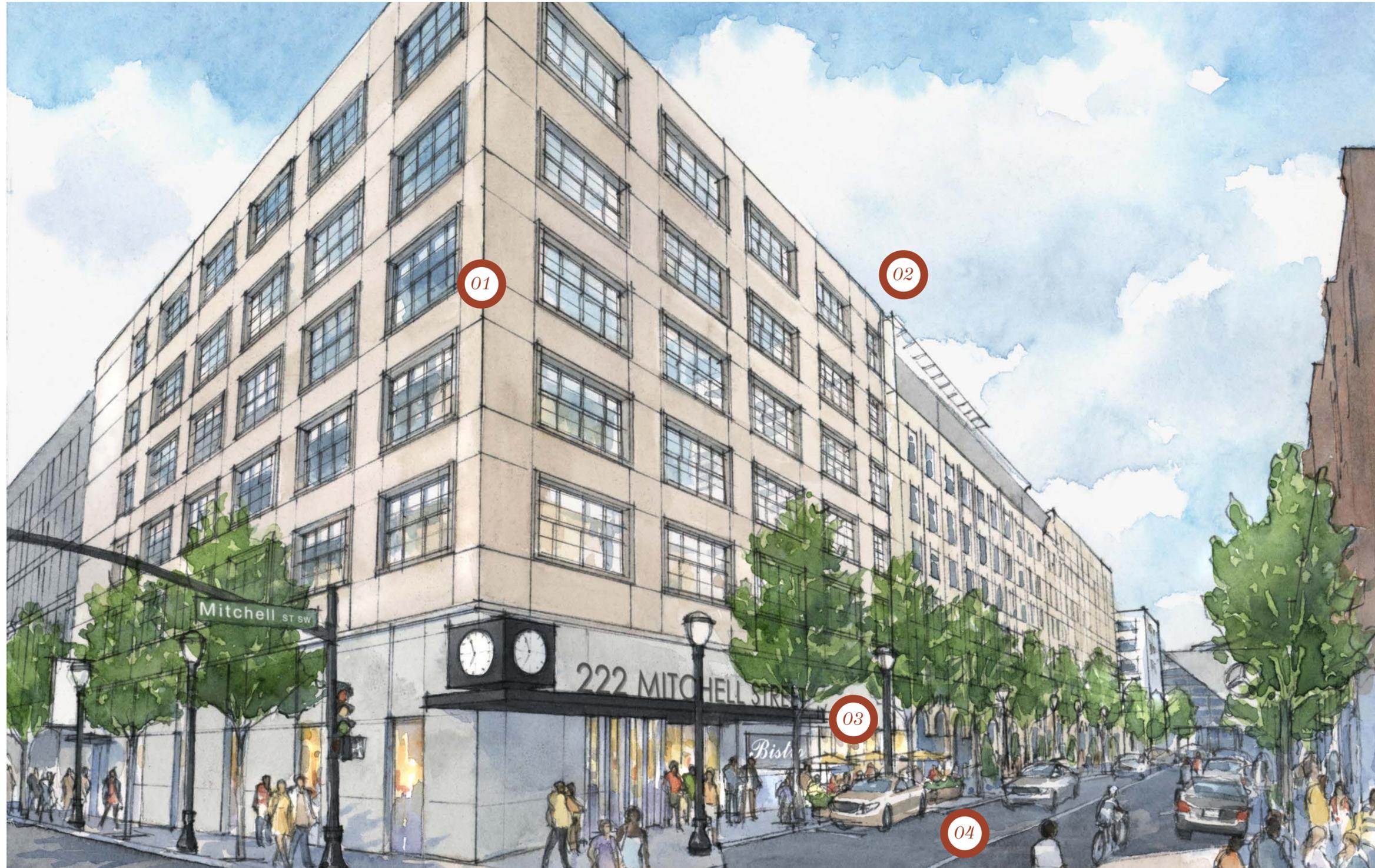


FUTURE MITCHELL STREET

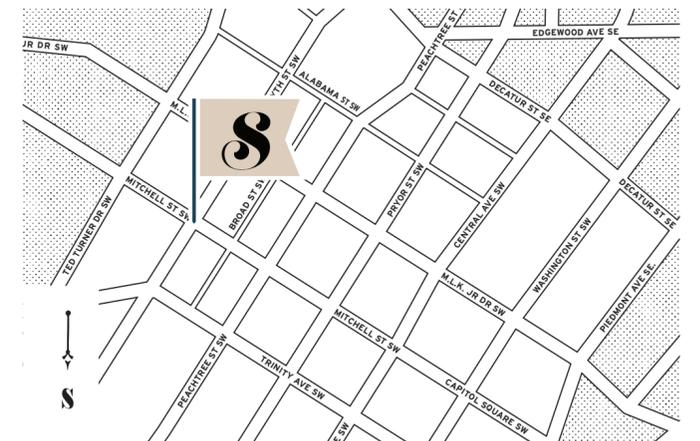
- 01 Reducing four-lane, one-way street to two-lane, two-way street
- 02 Pleasant and lively walk to Mercedes-Benz Stadium
- 03 Restoration of Historic Hotel Row



FUTURE MITCHELL STREET AND FORSYTH STREET

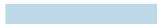


- 01 Adaptive reuse of mid-century modern building
- 02 Rooftop terrace with dramatic Downtown views
- 03 Street retail for daily needs and diversions
- 04 Reducing four-lane, one-way street to two-lane, two-way street



NEWPORT PROPERTIES IN SOUTH DOWNTOWN

MAP KEY

- BUILDINGS 
- PARKING 
-  PARKING
-  MARTA TRAIN STATION
-  GREEN SPACE



COME TAKE A LOOK

**SCHEDULE A TOUR
TO DISCOVER THE
GEM IN THE HEART
OF ATLANTA.**

ATL
SOUTH
BEGINS
DWN TN
HERE



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