











THE STORIES OF SOUTH DOWNTOWN





One  
A M  
BY RUGGLES & HOWAR  
THE ATLANTA INTELLIGENCER  
Daily, Tri-Weekly and Weekly.  
BY RUGGLES & HOWARD.  
W. B. RUGGLES, } Editors.  
T. C. HOWARD, }  
W. H. HUNT, Associate Editor.  
TERMS OF SUBSCRIPTION.  
Daily Intelligencer per annum, in advance, \$5.00  
Tri-Weekly, " " 4.00  
Weekly, " " 2.00  
RATES OF ADVERTISING.  
Advertising in the Daily Intelligencer will be  
inserted at the following rates per square of ten  
lines:  
One insertion, 50 cts. One month, \$5.00  
Two " \$1.00 Two " 8.00  
Three " 1.25 Three " 10.00  
Four " 1.50 Four " 12.00  
Five " 1.75 Six " 15.00  
One week, 2.00 One year, 25.00  
Special contracts will be made for yearly ad-  
vertisements occupying a quarter, half or whole col-  
umn.  
Advertisements from transient persons  
must be paid in advance.  
Legal advertisements published at the usual  
rates. Ordinary notices exceeding ten lines charg-  
ed as advertisements. Anonymous candidates for  
office, \$5.00, to be paid in advance.  
When advertisements are ordered in all the is-  
sues, including Daily, Tri-Weekly and Weekly,  
25 per cent. will be added to the above rates.  
The privilege of yearly advertisers is strictly  
limited to their own immediate and regular busi-  
ness.  
Professional Cards not exceeding six lines, \$15  
per annum.  
Advertisements not specified as to time will be  
published till ordered out, and charged at regular  
rates.  
Advertisements inserted in the Weekly paper  
only will be charged at former rates.  
THE WEEKLY INTELLIGENCER.  
PUBLISHED EVERY THURSDAY EVENING.  
Terms—\$2.00 per annum, strictly in advance.  
SATURDAY, JUNE 9.  
The Democratic Convention.  
We regret that secreted disposition has prevent-  
ed us from giving at an earlier date our impres-  
sions of this Convention, which came off last  
Tuesday in Milledgeville. We heard but one opin-  
ion expressed by all who looked on the assemblage  
and who witnessed its deliberations. It was  
agreed by all that never in the experience of the  
party had a convention assembled at the Capitol  
that presented such an array of members and in-  
tellectual force or that from first to last evinced a  
more harmonious, determined spirit. The pro-  
ceedings of the Convention are before the country,  
and captious indeed must be the man, let him  
rank with parties as he may, who can find it in  
his heart to offer any opposition to them. There  
was one distinguishing mark, which attended the  
sittings of the Convention that to our minds com-  
mends what it has accomplished, and is peculiarly  
gratifying. There was free discussion of every  
doubtful question—no man was muted, and no  
spectator had the least reason to believe that man-  
oeuvre, or a dictatorial authority gave shape to  
any thing that was done. Indeed we heard it re-  
marked that there was less of that preliminary  
cutting out of work and faking up, which is usual  
with party conventions, than was ever before seen  
on a similar occasion. In fact almost every thing  
was extemporized, and the beauty of it was that  
this spontaneity produced no dissent or confusion,  
and led us all the same road. But even this thing  
has its evils and for ourselves we say, that if ever  
our party should in some freak of good temper  
call us to provide over a Democratic Convention  
as it did with such credit to us all, our friend Col.  
Gardner, we pray that we may have some previous  
hint of the intended honor. We confess that the  
kindness of such distinction is somewhat equivocal  
when one is called upon to run the gauntlet of  
a critical audience without a moment's warning.  
For a minute or so only we were anxious for our  
advised friend, and we felt piqued at first that he  
had been placed in such apparent exigency. It  
was only apparent however, for with what ease  
and success he disposed of the difficulties of his  
position our readers may see by turning to the  
columns which we publish this morning. It was  
easily conceived and expressed, and was  
repeatedly received by the Convention. When  
the select committee came in we  
rarely, if ever, before presented  
The preamble to the resolu-  
tion, but without any very  
kindly, as if the temper of the  
body of deliberating as we  
with the first resolution the  
Chairman was  
deceitfully, to slip in be-  
hind the parts of his pithy  
discourse brightened every  
eye of spiking down the  
platform. Will our  
laying all prejudice  
in the State turned  
try before. With our  
honor to the man who  
which perfected its ex-  
ecution, and not design,  
by Capt. Nelson was  
of the committee.—  
truly glad that it was  
committee has become  
a temper and deter-  
mined. But we almost  
against covetousness,  
did advantage which  
ing his amendment.  
life, to have been  
most inevitably re-  
sult, or snatching from  
South. Thousands  
to learn that the  
upon the resolve to re-  
abolition nullification.  
ing his modification  
upon the ground that  
was not to legislate so  
tion to say that heart  
measure of retaliation.  
using the Convention  
possessed a greater en-



“It’s a beautiful gem, a piece of art, right in the middle of downtown. The sense of community here is strong—everyone doing art looks out for each other. But we also look out for the little grocery store on the corner, the incense store down the street...”

Chris Yonker  
Owner,  
Mammal Gallery



# IT'S ABOUT BEGINNINGS

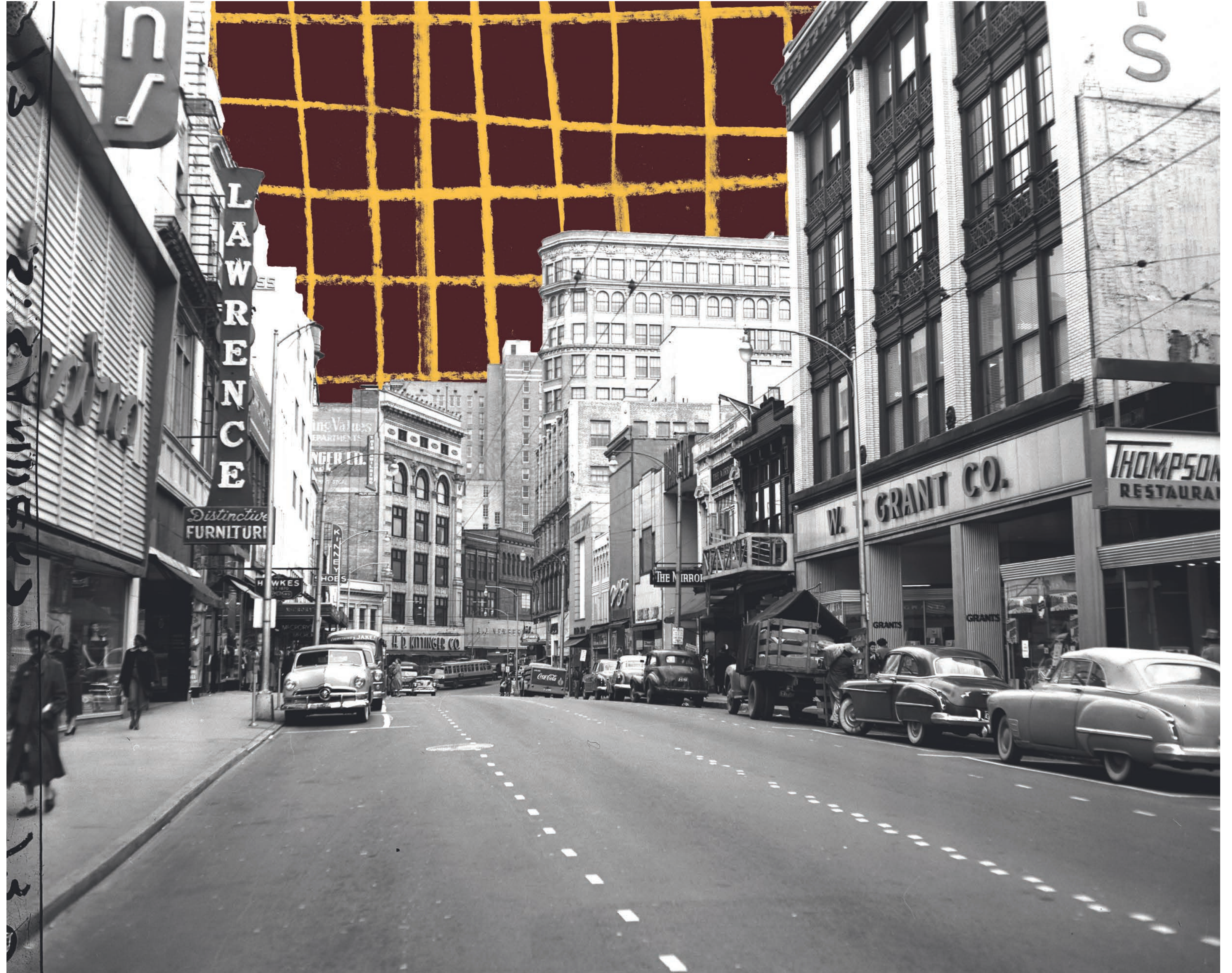
The story of Atlanta begins in South Downtown. Where a connecting point of rail lines birthed the beating heart of the American South. Unfolding from its center, block by block, South Downtown is the crossroads that connects every Atlantan. North, South. East, West.



# 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.”

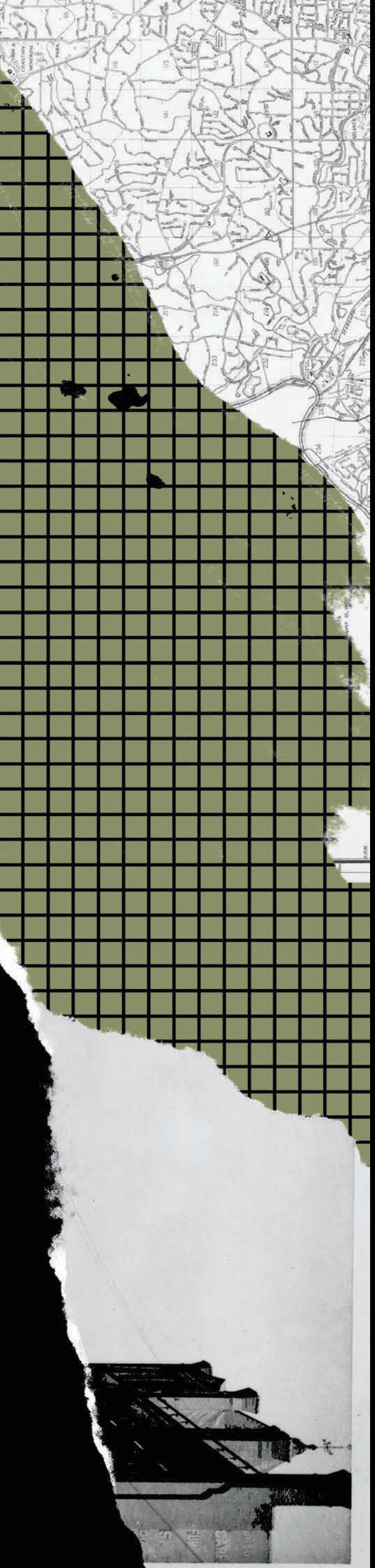
—Doug Sams, Atlanta Business Chronicle





*A Historical*

# TIMELINE OF SOUTH DOWNTOWN & ENVIRONS



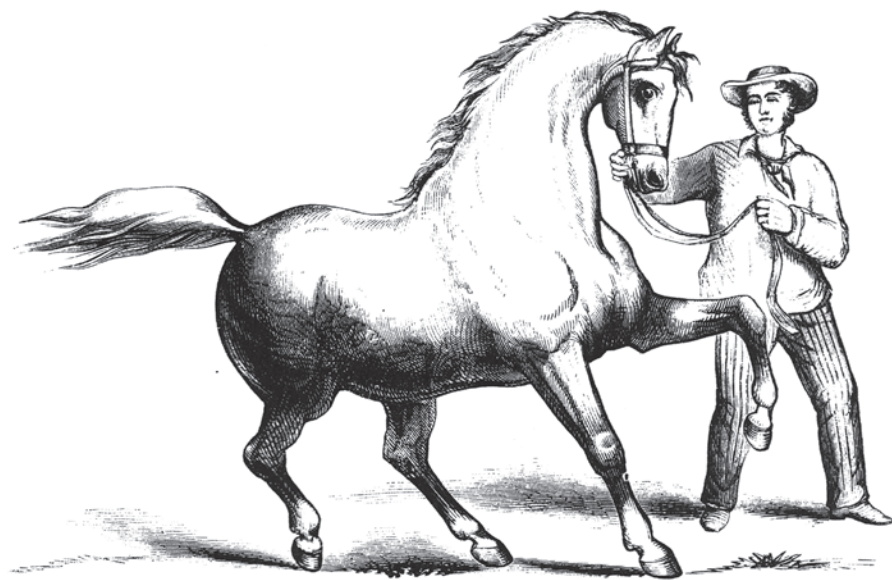


1821

## 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.

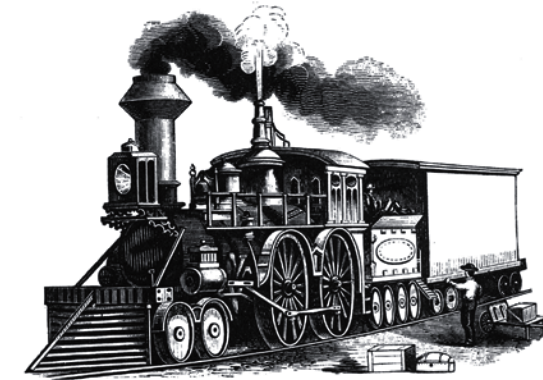
The locals ask that the settlement of Terminus be called Lumpkin, after Governor Wilson Lumpkin, who is heavily involved in the creation of the W&A RR. Lumpkin asks them to name it after his young daughter instead, and Terminus becomes Marthasville.

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.

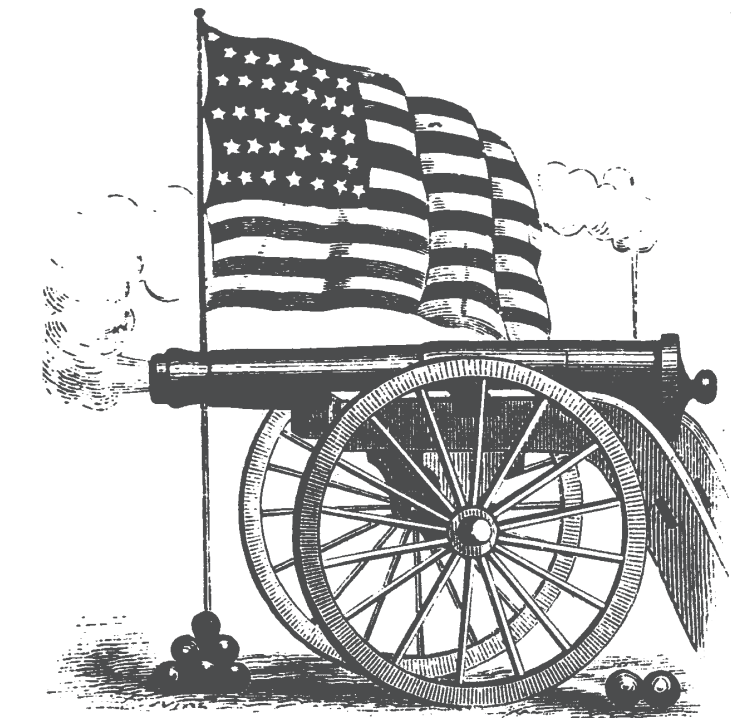
*figure — 03*



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.”

RIISING FROM THE ASHES AND THE BEATING HEART OF ATLANTA

GREAT DEPRESSION & WORLD WAR II

1880

1890

1900

1910

1920

1930

1940



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

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 INST.
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 ROADWAY. THE MAJOR LANDMARKS SHOWN AS OF 1978. SOURCE: CARTOGRAPHIC SERVICES TO: BUREAU OF PLANNING / CITY OF ATLANTA / ATLANTA, GA 30303	

"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

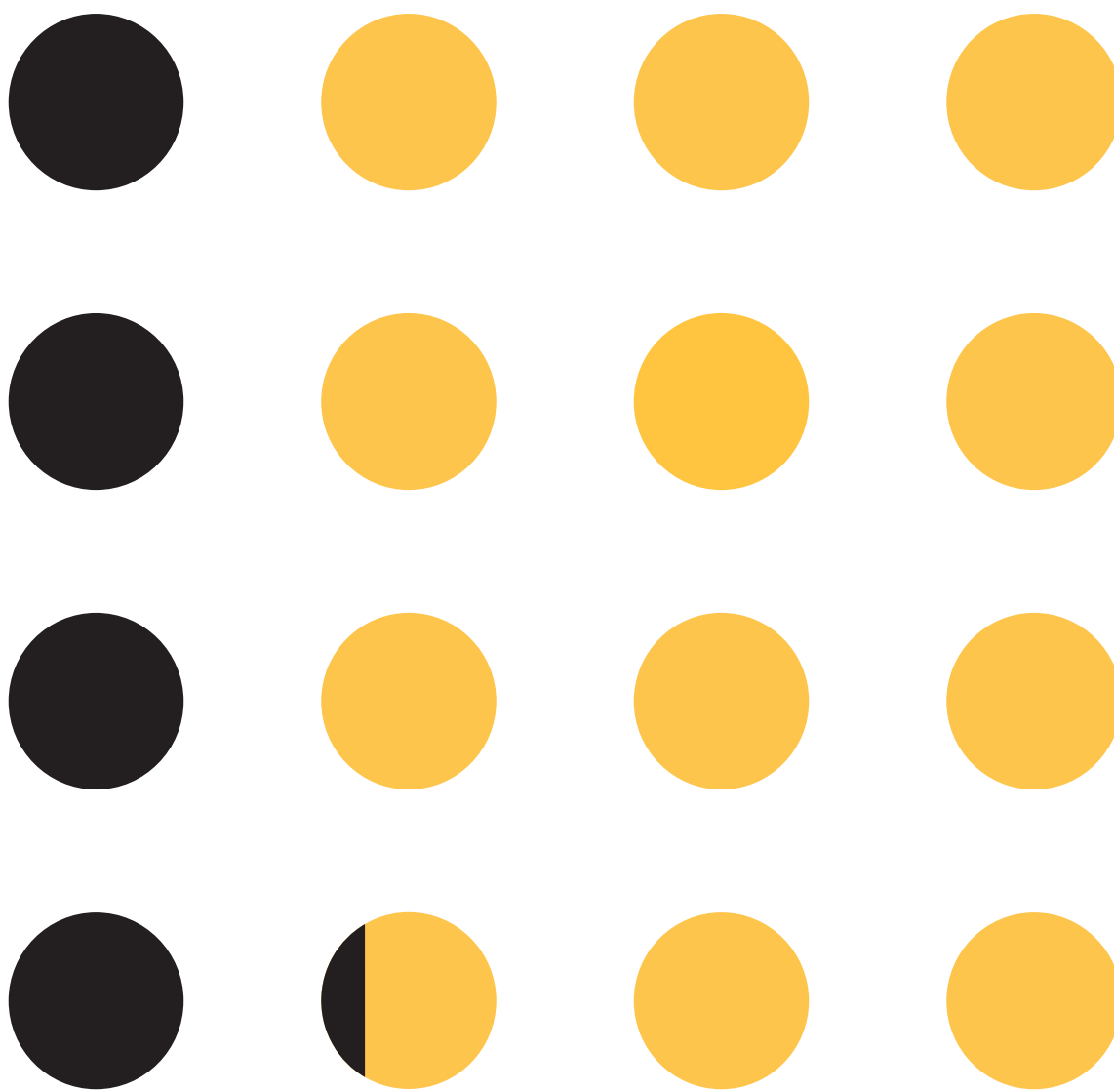


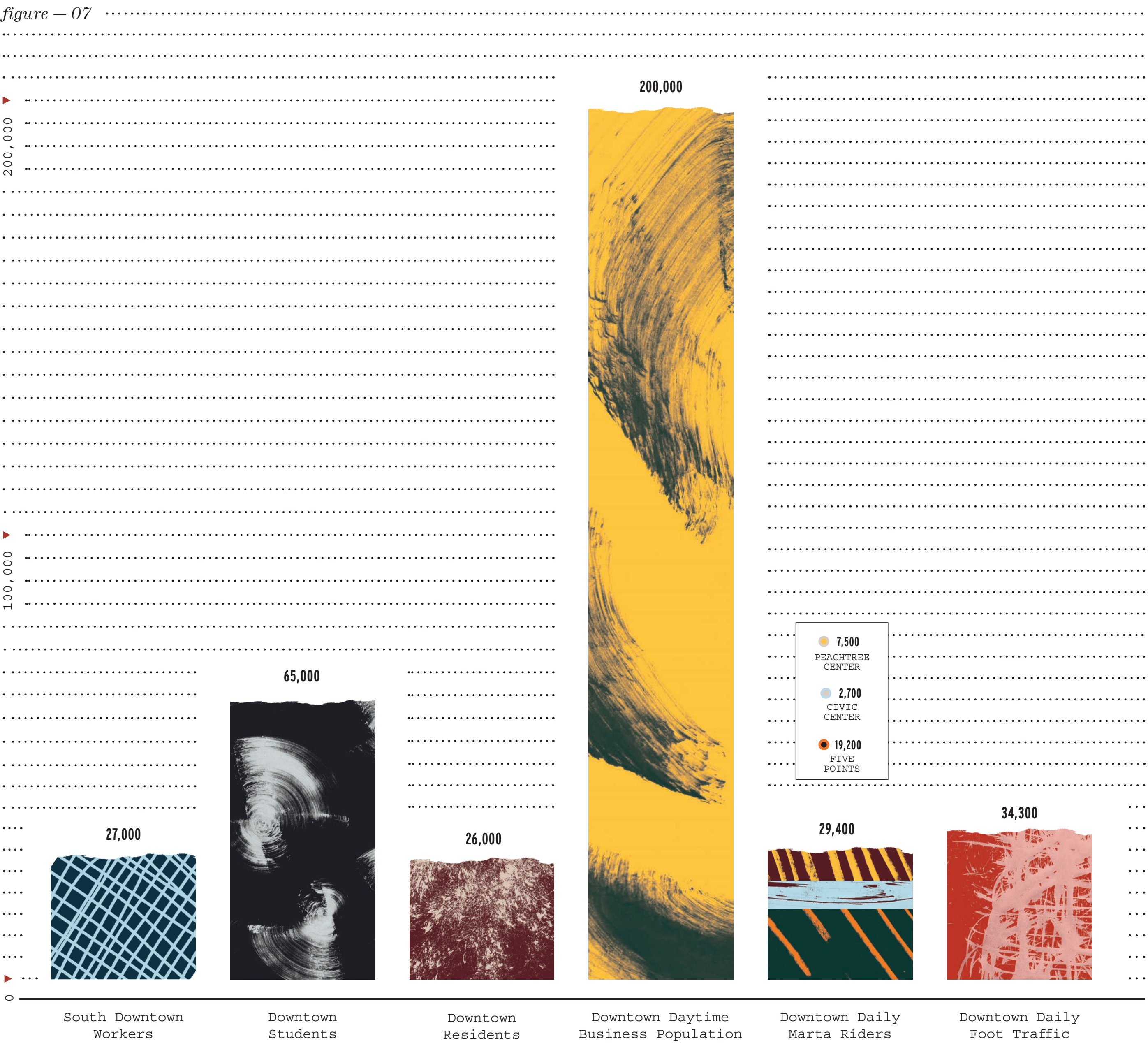
figure — 06

Abt 700

Annual events, conventions,  
and meetings.



# THE CROSSROADS THAT CONNECT EVERY ATLANTAN





*MAP OF*

SOUTH  
DOWNTOWN  
ATLANTA



# ATTRACTIONS AND AMENITIES

- 01 GWCC & GWCC HOTEL

02 PHILIPS ARENA

03 MERCEDES-BENZ STADIUM

04 REVERB HOTEL

05 ELLIOTT STREET PUB

06 NO MAS! CANTINA

07 MY FAIR SWEETS

08 BUDDY’S SNACK BAR

09 CROCODILE MURAL/  
by PIERRE ROTI

10 SOUTH BROAD MURAL  
PROJECT / by HENSE  
& YOYO FERRO

11 AMERICAN FLAG MURAL  
by TILT
- 12 CAMBRIA SUITES

13 FAIRFIELD INN

14 THE MASQUERADE

15 ROSA’S PIZZA

16 DUA VIETNAMESE  
NOODLE SHOP

17 WALGREENS

18 EBRIK COFFEE ROOM

19 WOODRUFF PARK

20 RESIDENCE INN

21 ALMA COCINA

22 HURT PARK

23 LIBERTY PLAZA

24 GRADY MEMORIAL  
HOSPITAL





RESIDENTIAL

- 01

222 MITCHELL STREET  
250 units
- 02

SYLVAN LOFTS  
11 units
- 03

GORDON LOFTS  
20 units
- 04

SOMAR LOFTS  
16 units
- 05

AJC BUILDING  
112 units
- 06

GULCH DEVELOPMENT  
2000+ units
- 07

REVERB RESIDENTIAL  
130 units
- 08

CASTLEBERRY POINT  
LOFTS  
108 units
- 09

NORFOLK SOUTHERN  
BUILDING  
240 units
- 10

KESSLER CITY LOFTS  
50 units
- 11

BASS BUILDING  
36 units
- 12

MC KISER LOFTS  
40 units
- 13

CITY PLAZA  
164 units
- 14

UNDERGROUND ATLANTA  
200 units





# GOVERNMENT AND UNIVERSITIES

- 01

GEORGIA INSTITUTE  
OF TECHNOLOGY  
26,800 students
- 02

RICHARD B. RUSSELL  
FEDERAL BUILDING  
2,500 employees
- 03

SAM NUNN ATLANTA  
FEDERAL CENTER  
5,000 employees
- 04

M.L.K. JR. FEDERAL  
BUILDING  
680 employees
- 05

FAIRLIE-POPLAR  
DISTRICT  
7,000 employees
- 06

STATE BUILDING  
3,000 employees
- 07

FULTON COUNTY  
GOVERNMENT BUILDING  
2,500 employees
- 08

Georgia Municipal  
Association  
91 employees
- 09

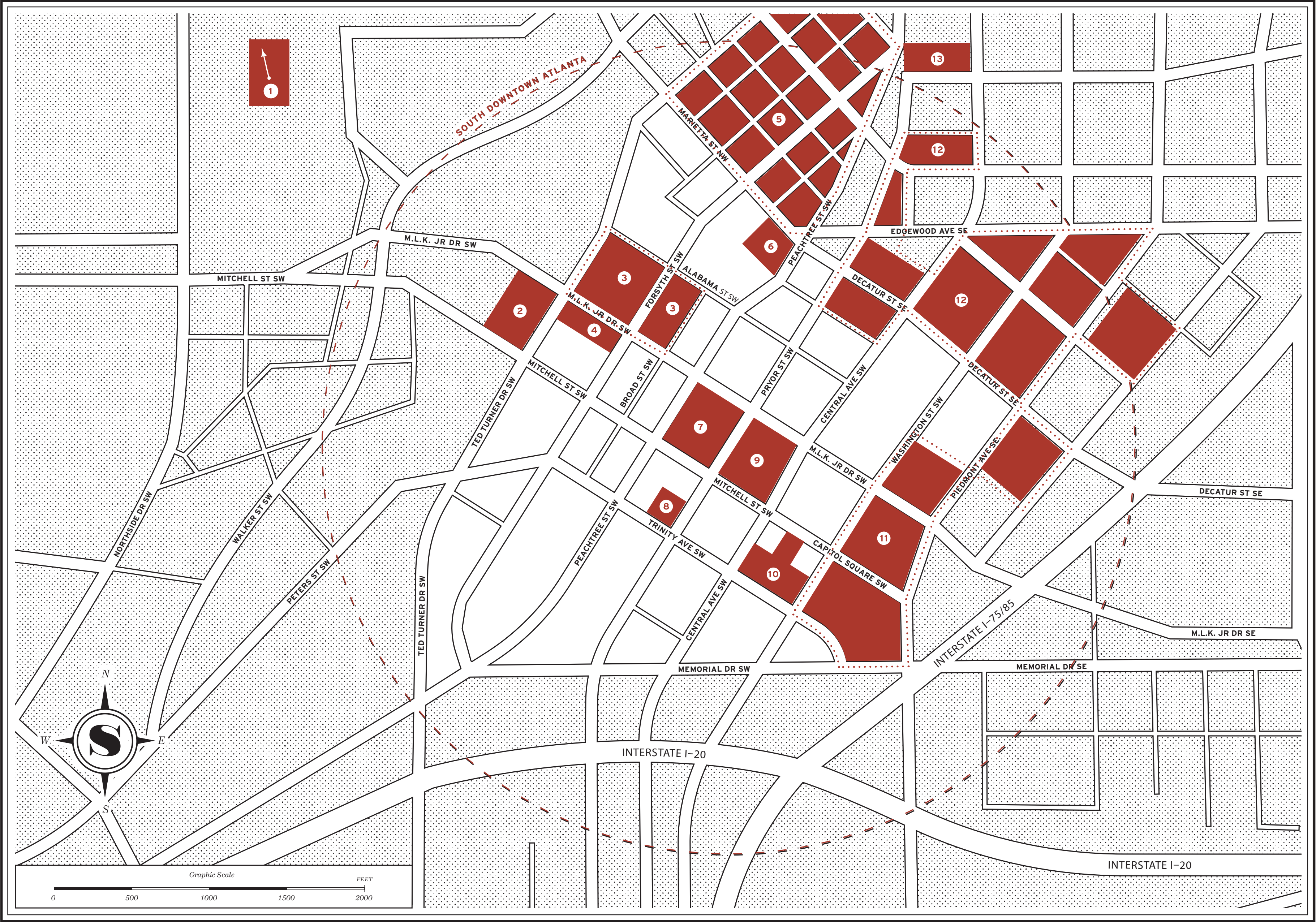
FULTON COUNTY  
JUSTICE CENTER  
78,000+ jurors/yr
- 10

ATLANTA CITY HALL  
2,000 employees
- 11

STATE CAPITOL  
BUILDINGS  
12,000 employees
- 12

GEORGIA STATE  
UNIVERSITY  
32,000 downtown  
students
- 13

GEORGIA-PACIFIC  
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



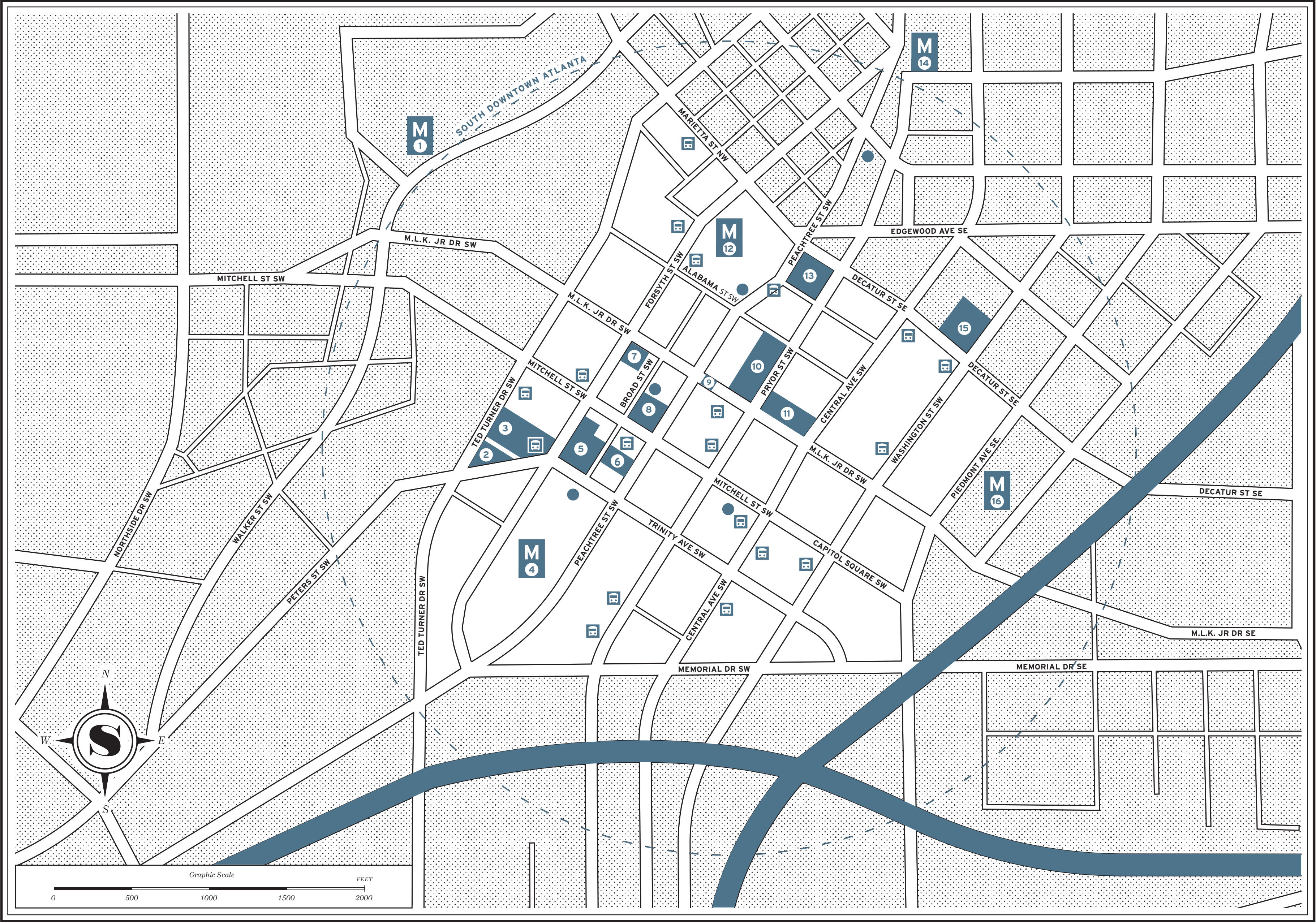
MARTA BUS STOP



MARTA TRAIN STATION



RELAY BIKE SHARE







# ATLANTA'S LARGEST COLLECTION OF HISTORIC BUILDINGS





*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

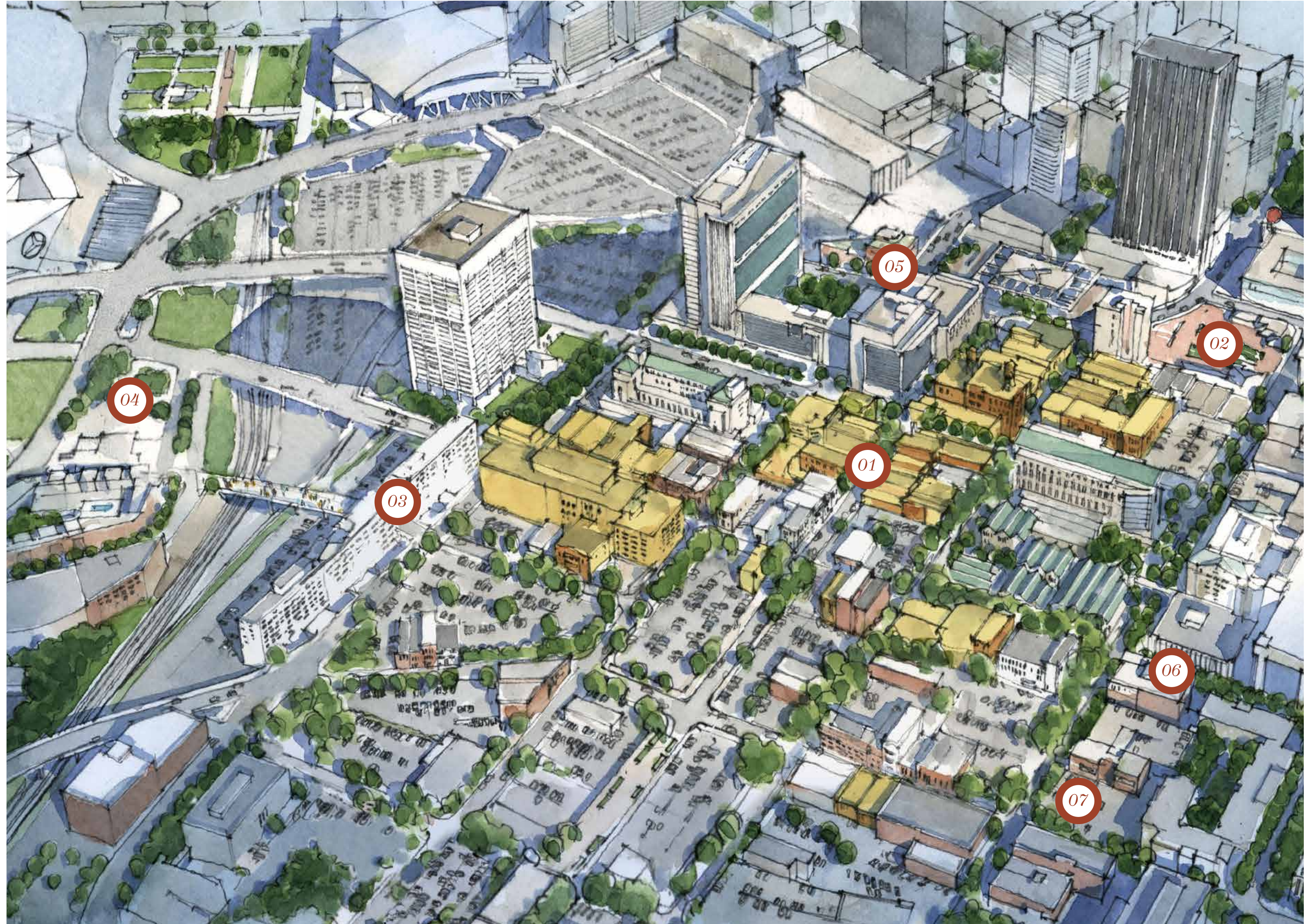
AN ENGAGED COMMUNITY HELPING  
PRESERVE SOUTH DOWNTOWN'S  
CHARACTER WHILE IMPROVING ITS  
UNIQUE WAY OF LIFE.





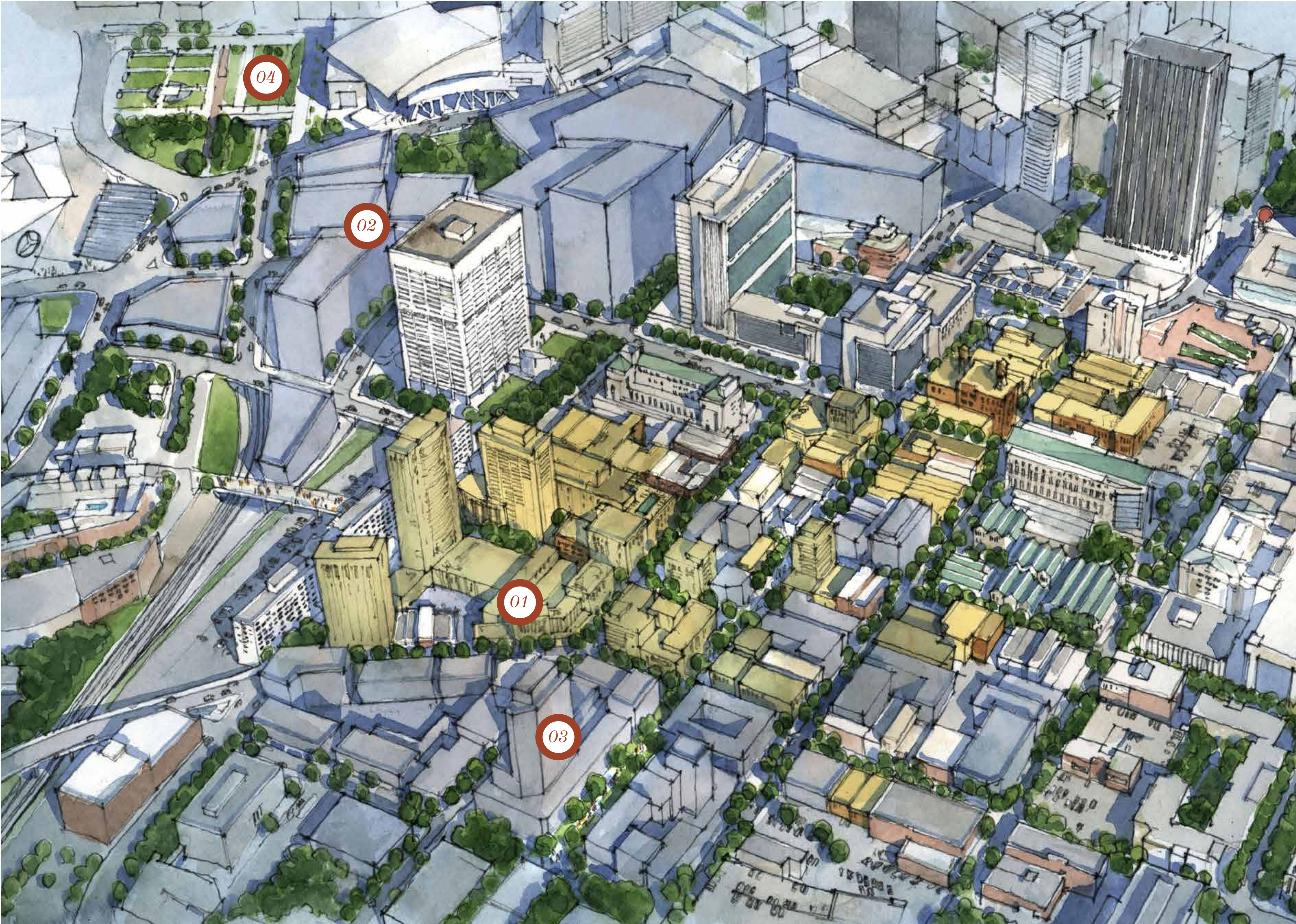
# ADAPTIVE REUSE

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





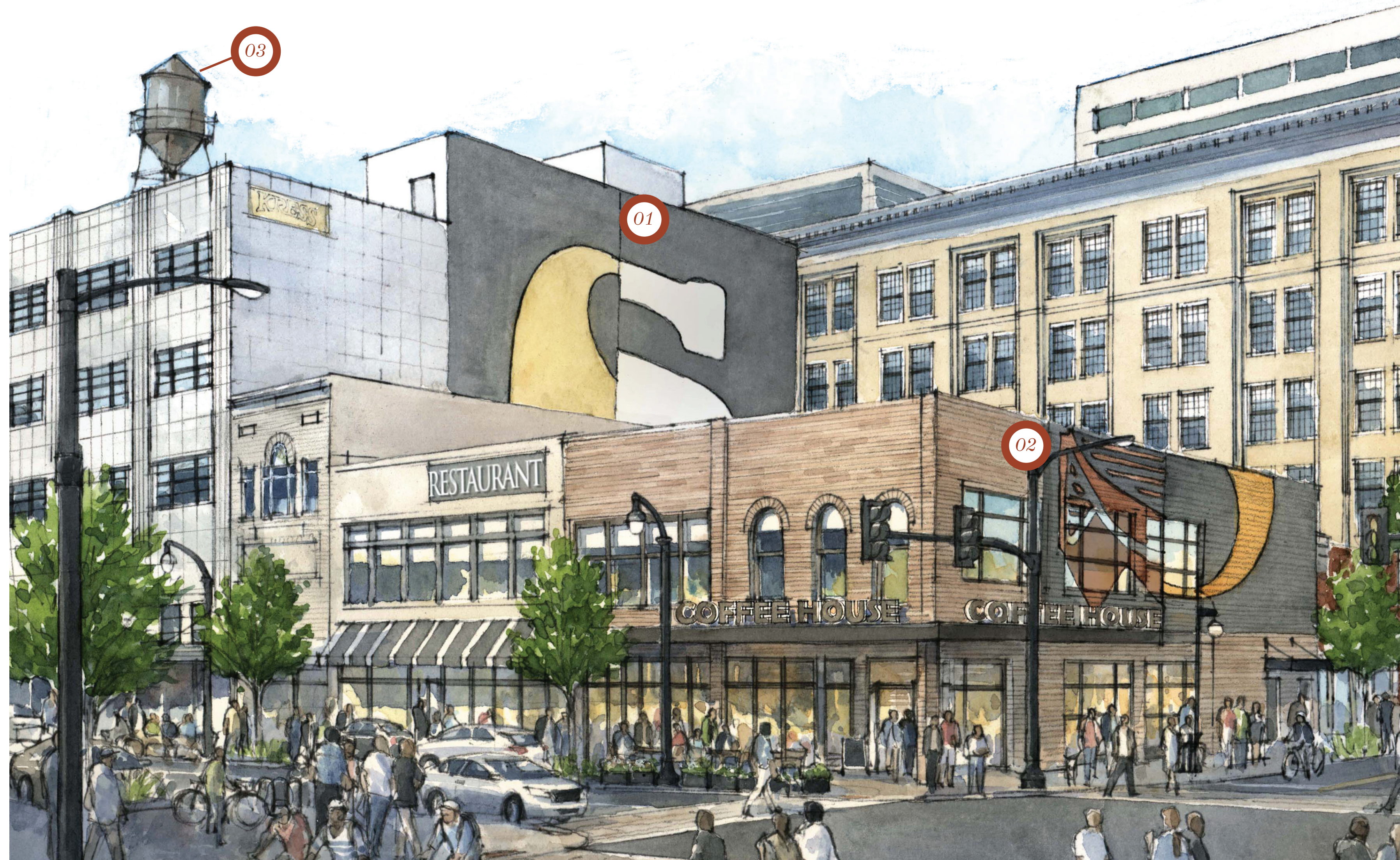
FUTURE  
DEVELOPMENT



- 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

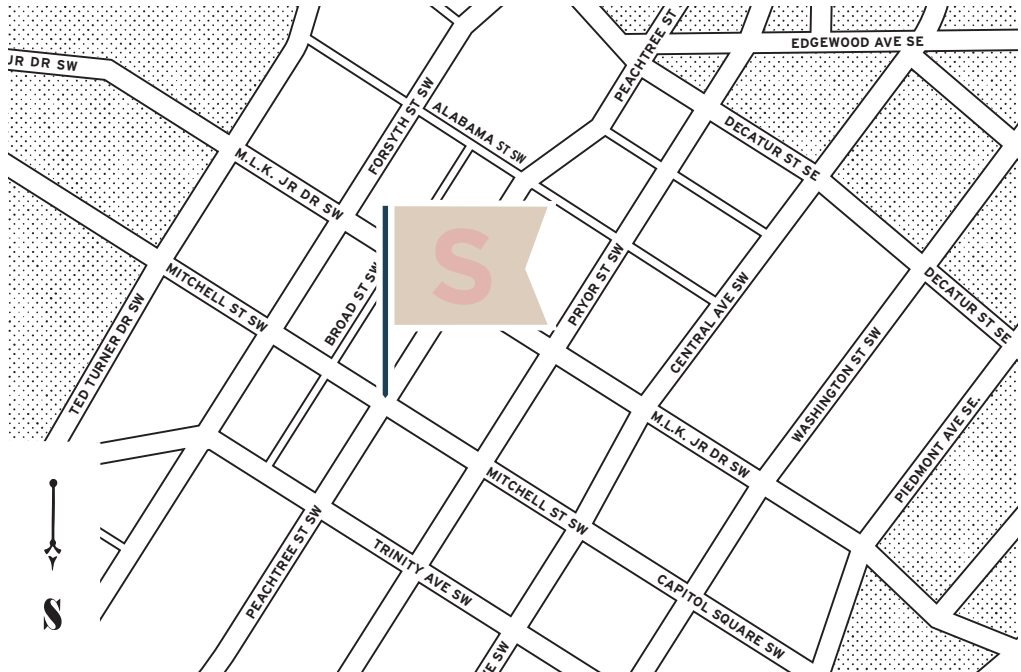




FUTURE MITCHELL ST.  
AND PEACHTREE ST.



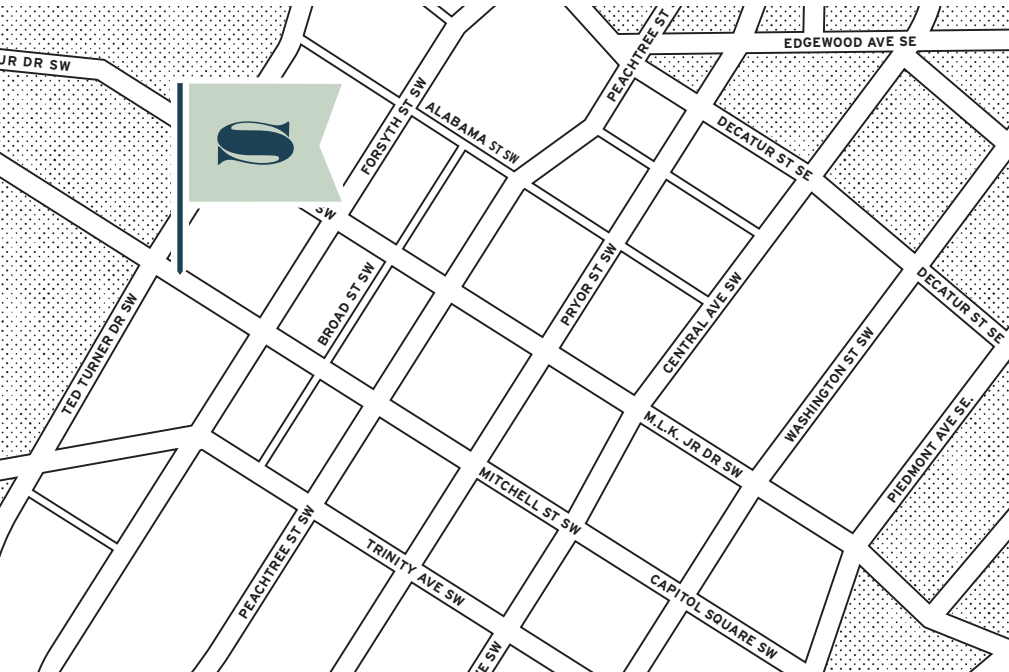
- 01 Residential lofts
- 02 Retail for daily needs and diversions
- 03 Large engaging patio





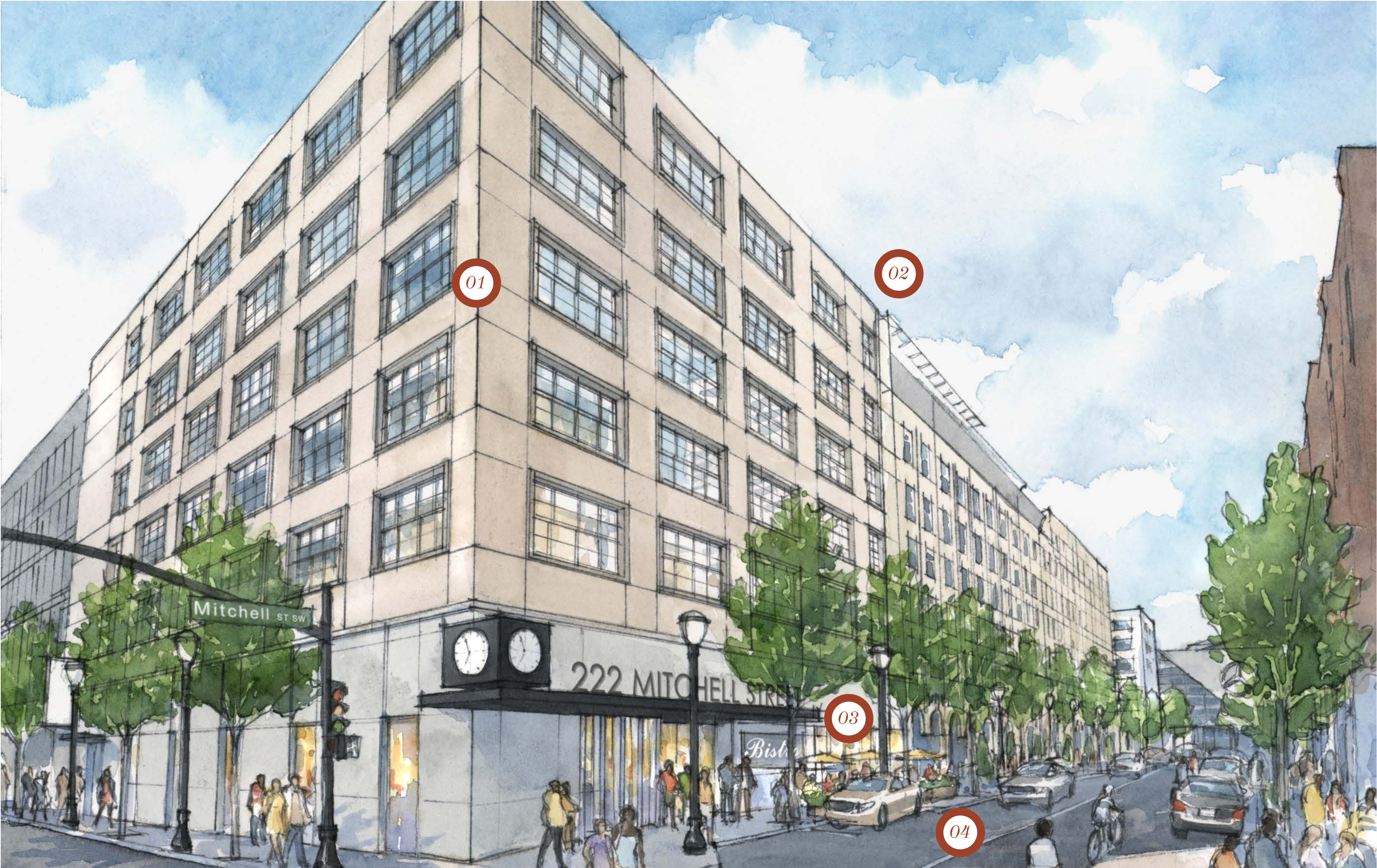
# FUTURE MITCHELL STREET

- 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





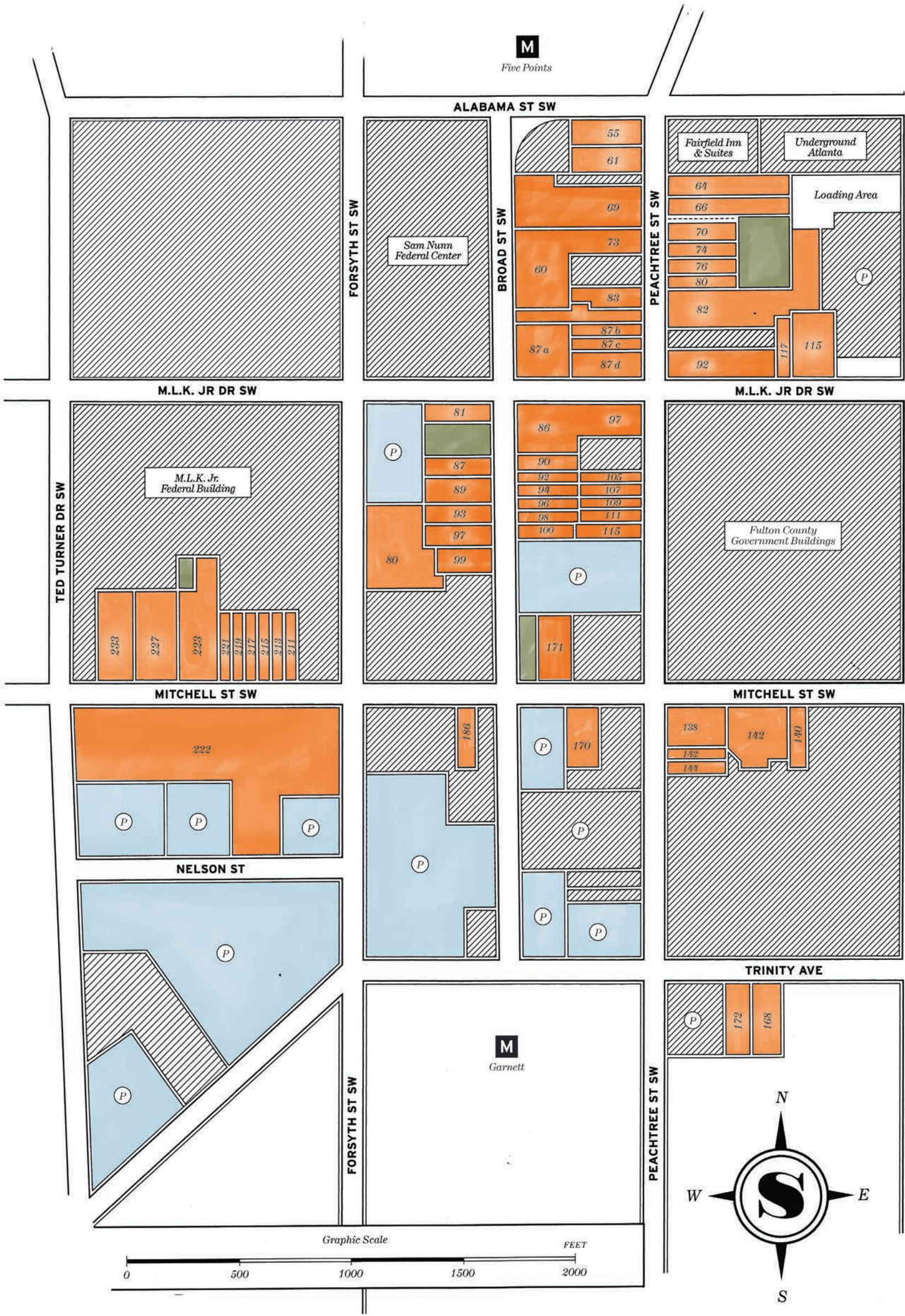
# NEWPORT PROPERTIES IN SOUTH DOWNTOWN

MAP KEY

- BUILDINGS
- PARKING
- P

PARKING
- M

MARTA TRAIN STATION
- GREEN SPACE





*COME TAKE A LOOK*

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



# ATL SOUTH BEGINS DWNTN HERE



## CONTACT INFORMATION

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