SOUTH DOWNTOWN

It’s hard to ignore the swell of renewed interest in the City’s historic core of South Downtown. As the original “terminus” of Atlanta, South Downtown evokes the City’s beginnings and now its future. Fueled by a number of catalytic projects soon to be underway, South Downtown is poised to undergo enormous transformation in the coming years. Newport US RE has acquired over 45 buildings south of Five Points MARTA station. The multi-phased project will include renovating many of these historic buildings and repopulating with residents, retail, and small businesses in this walkable, 8-block grid. Underground Atlanta, a $250 million planned redevelopment will include a mix of housing, creative office, and a restored “underground” retail and food hall. CIM Group’s reimagined 30+ acre redevelopment of the “Gulch,” will reconnect much of the street grid and create a vibrant, urban walkable district.

Restoration and adaptive-reuse of the former Atlanta Constitution Building at 143 Alabama is also slated to happen shortly, with developer Pope & Land proposing a nearly $40 million overhaul of the building. Just a few blocks south, Gallman Development Group repurposed the MC Kiser Lofts, an old shoe factory into 40 units of loft style housing.

The South Downtown development pipeline alone represents over $3 billion in investment, with plans to add over 2,500 housing units and 14 million in commercial space.
CASTLEBERRY HILL / WESTSIDE

Castleberry Hill is a funky, historic, mixed-use district with a burgeoning artist population who occupy much of its residential lofts and galleries. Castleberry Hill is listed among the National Register of Historic places and represents the most complete warehouse district in Atlanta. That’s why it’s no surprise that this neighborhood and all its character continue to draw investment interest from a variety of uses.

Castleberry Park, south of Mercedes-Benz Stadium, will include a 200-room Reverb Hotel by Hard Rock along with 130 apartments.

The Home Depot Backyard, the 13-acre area adjacent to Mercedes-Benz Stadium, will feature arts, entertainment and cultural experiences that will bring together local residents and sports fans alike.

Smith & Porter Railside Flats is currently under construction and plans to deliver 115 multi-family apartment units along Atlanta’s historic rail line. Fulton Supply Lofts, an adaptive re-use project, is also bringing new residents to the area.

The Westside Neighborhoods adjacent to Downtown Atlanta are also undergoing significant transformation. Programs focused on housing, safety, cradle to career education, and community wellness are leading to real estate investment.

Friendship Village on Northside Drive will provide 1,500 residences, retail and office space.

The $150 million redevelopment of the Atlanta Housing Authority (AHA)’s Herndon Homes site will include over 700 units of mixed-income housing for families and seniors, as well as community space and planned grocery store on site.
FAIRLIE-POPLAR

The Grant Building was recently purchased by Kramer Real Estate and H2 Capital, with plans for a $5 million renovation and refreshed leasing strategy. Across the street, the Healey Building is slated for a $15 million renovation of the ground floor commercial spaces.

The City of Atlanta recently completed the Broad Street Boardwalk, creating outdoor seating for the adjacent restaurants and spaces for special events. The boardwalk enhances the already well-loved lunch spot and provides for additional pedestrian-facing enhancements.

Woodruff Park – a destination for students, residents and office workers alike – has undergone a significant revitalization thanks largely in part to a $200,000 Heart of the Community Grant from Southwest Airlines. Recent upgrades to the Park include a Game Cart, Food Truck Fridays, and a host of seasonal programming.

The historic Candler Building is undergoing a major renovation from an office building to a Hilton Curio hotel, expected to open in 2020 with around 265 rooms.

Since the Atlanta Streetcar announcement in 2011, over $1.5 BILLION has been invested in projects within a quarter mile of the route.

An additional $780 MILLION is under construction or planned.

The Atlanta Streetcar also runs through the heart of Fairlie-Poplar and has served as an economic development tool in advancing investment in businesses and underutilized land along the route.
A nod to its roots as a place where entrepreneurship flourishes, Sweet Auburn welcomes two community-oriented spaces to the neighborhood. Constellations, a civically and socially-minded co-working space, and the Awethu House, a co-living and collaborative space, will be opening this summer in newly restored, historic buildings along the Avenue. Georgia State University’s recently opened Creative Media Industries Institute (CMII) also provides industry collaboration and entrepreneurial training to students interested in creative media arts.

With Downtown’s student population growing (50,000 students and counting), demand for student housing is also on the rise. 120 Piedmont will deliver 685 beds of student housing in 2019. In total, there are over 2,000 student housing units under construction or in the pipeline for Downtown.

Driven by their student growth, Georgia State University has expanded their campus to Summerhill, a neighborhood just south of Downtown. Carter, in partnership with Oakwood Development and Healey Weatherholtz Properties, is redeveloping the old Turner Field site, a 72-acre mixed use project in downtown Atlanta with GSU as the premier anchor.

120 Piedmont Student Housing
120 Piedmont • Residential • New Construction
INVESTMENT: $90.2 Million
DEVELOPER: South City Partners
RETAIL SPACE: 6,200 sq. ft.
STUDENT BEDS: 685
STATUS: Under Construction, 2018

Auburn Apartments
99 Auburn Ave • Residential • New Construction
INVESTMENT: $8.9 Million
DEVELOPER: The Integral Group
RETAIL SPACE: 4,000 sq. ft.
HOUSING UNITS: 54
STATUS: Planned, 2021

Awethu House
540 Auburn Ave • Mixed-Use • Renovation
INVESTMENT: $1.8 Million
DEVELOPER: Ethical Property Group
OFFICE SPACE: 1,000 sq. ft.
RETAIL SPACE: 700 sq. ft.
HOUSING UNITS: 7
STATUS: Under Construction, 2018

Bethel Towers (Renovation)
210 Auburn Ave • Residential • Renovation
INVESTMENT: $32.6 Million
DEVELOPER: The Bethel Group and BT Tax Credit Holdings, LLC
STATUS: Planned, 2020

Big Bethel Redevelopment (High rise)
Piedmont Park • Residential • New Construction
INVESTMENT: $1.8 Billion
DEVELOPER: The Bethel Group
RETAIL SPACE: 60,000 sq. ft.
HOUSING UNITS: 458
STATUS: Planned, TBD

Georgia State University - Classroom South Addition (Phase 2)
155 Dekalb St • Institutional • New Construction
INVESTMENT: $17 Million
DEVELOPER: Georgia State University / Board of Regents
INSTITUTIONAL SPACE: 35,000 sq. ft.
STATUS: Under Construction, 2018

Georgia State University - 55 Park Place (Renovation)
155 Park Place • Institutional • New Construction
INVESTMENT: $1.5 Billion
DEVELOPER: Georgia State University
HOUSING UNITS: 31
STATUS: Planned, 2020

Integra at Auburn Pointe (Phase 3)
Millard Street • Residential • New Construction
INVESTMENT: TBD
DEVELOPER: Integral
HOUSING UNITS: 110
STATUS: Planned, TBD

Lumen
1150 Memorial Dr • Residential • New Construction
INVESTMENT: $50 Million
DEVELOPER: Atlanta Trusty Partners
HOUSING UNITS: 258
STATUS: Under Construction, 2018

MLK Memorial MARTA Station Development
Kings Avenue • MARTA Station • Mixed-Use • New Construction
INVESTMENT: $72 Million
DEVELOPER: Martin Luther King Jr. Foundation
RETAIL SPACE: 2,000 sq. ft.
HOUSING UNITS: 2
STATUS: Under Construction, 2018

Odd Fellows Tower (Renovation)
215 Auburn Ave NE • Commercial
INVESTMENT: $5 Million
DEVELOPER: John Humphrey
STATUS: Planned, TBD

Platform Apartments
55 Auburn Ave • Institutional • New Construction
INVESTMENT: $55 Million
DEVELOPER: Faithford Residential
HOUSING UNITS: 225
STATUS: Under Construction, 2018

State Judicial Complex
Capitol Avenue at Memorial Dr • Institutional • New Construction
INVESTMENT: $122 Million
DEVELOPER: Georgia Building Authority / State of Georgia
RETAIL SPACE: 3,000 sq. ft.
STATUS: Under Construction, 2019

Summerhill Redevelopment (Phase 1)
155 Auburn Ave NE • Residential • New Construction
INVESTMENT: $8 Million
DEVELOPER: Carter and Aspen Heights Partners
STATUS: Planned, 2019

Summerhill Redevelopment (Phase 1)
155 Auburn Ave NE • Industrial • New Construction
INVESTMENT: $50.2 Million
DEVELOPER: Carter and Georgia State University
OFFICE SPACE: 19,000 sq. ft.
RETAIL SPACE: 4,000 sq. ft.
HOUSING UNITS: 120
STATUS: Under Construction, 2018

Walden Athletic Complex
Clemens Street • Institutional • New Construction
INVESTMENT: $5 Million
DEVELOPER: Atlanta Public Schools
STATUS: Under Construction, 2018

Wheat Street Tower (Renovation)
155 Auburn Ave NE • Residential • New Construction
INVESTMENT: $272 Million
DEVELOPER: Sidewalk Chicago Foundation
HOUSING UNITS: 440
STATUS: Under Construction, 2018
SONO (SOUTH OF NORTH)

The neighborhood of “SoNo” has experienced a wave of new investment interest in both large and small projects just south of North Avenue. Infill developments such as 489-495 Peachtree plan to include a mix of ground floor retail and residences. Recently opened The Byron, one block north, added 65 housing units to the neighborhood.

Key sites such as the Atlanta Civic Center remain a significant opportunity for Downtown. The Atlanta Housing Authority purchased the site from the City of Atlanta in late 2017, and is in the early stages of master planning the site that will likely include a mix of uses. The long vacant and visible Medical Arts Building will be preserved, and soon be renovated as boutique hotel.

Emory University is slated to build their Winship Cancer Institute Tower, thanks to a $400 million gift from the Robert Woodruff Foundation.

Investment in one of Atlanta’s most recognizable office assets has proven to pay dividends, as a number of companies and start-ups have decided to make Downtown’s Bank of America building home including Gro Solutions (200 jobs), CapTech (50 jobs), Featurespace, Flexport (350 jobs), Ground floor (60 jobs) and countless others.

The concept, appropriately called “The Stitch” proposes to reclaims approximately 14 acres of new urban greenspace atop a new platform structure spanning the Downtown Connector from the Civic Center MARTA Center at West Peachtree Street to Piedmont Avenue, “stitching” Downtown back together.

Big Idea: The Stitch

CAPAD is excited to be furthering its evaluation of this ambitious concept with the assistance of DaVinci Development. Collaborative to test the feasibility of the plan and develop a roadmap for implementation.

14 ACRES
CENTENNIAL PARK DISTRICT

Home to many of Atlanta’s thriving tourism and hospitality assets, the Centennial Park District is also slated to add a significant number of new residents over the next few years with the additions of Post Centennial (438 units) and Generations Atlanta (336 units).

The Georgia World Congress Center’s 2020 Vision also includes significant upgrades to the GWCCA’s campus including a new convention hotel, a contiguous exhibition facility, and other capital projects. The $25 million renovation of Centennial Olympic Park is also scheduled to be complete by early 2019.

To the southwest of the Park, the NBA’s Atlanta Hawks are pursuing a $200M renovation of Philips Arena with a focus on fan amenities and experience. The Georgia Aquarium has also announced a $100 million expansion for a state-of-the-art shark and marine predator exhibit.

With around 3 million hotel room nights demanded annually in Downtown Atlanta, it’s no surprise that hotel development is stronger than ever. There are 4,000 new hotel rooms under construction or in the pipeline to be developed in the coming years.

Since the 1996 Olympic Games, $2.4 BILLION has been invested in the area immediately adjacent to Centennial Olympic Park.

An additional $1 BILLION is under construction or planned for the area.
LEVERAGING OUR INVESTMENT

In addition to unrepresented levels of development Downtown, the City is experiencing a once in a generation public investment in its infrastructure. $3+ billion in street enhancements, expanded rail and bus service, bike lanes, station upgrades, across three programs:

**Renew Atlanta Bond**
- $250 million – 3 years
  - Corridor enhancements, sidewalks, bridges and signal

**City of Atlanta Transportation - SPLOST**
- $380 million over 5 years
  - More corridor enhancements, bike lanes, sidewalks and Atlanta Beltline

**More MARTA: City - MARTA Sales Tax**
- $2.5 billion, matched by Federal funding – 40 years
  - One-Way to Two-Way Street Conversions
  - To improve safety, circulation and access within the Downtown street grid

**PROJECT HIGHLIGHTS** include:

- **Traffic Signals**
  - Equipment upgrades, innovative technology and active management of the system to improve efficiency and optimize the roadway network for drivers, cyclists and pedestrians

- **South Downtown Street Enhancements**
  - Roadway, sidewalk and bike lanes to support a walkable and connected district

**ABOUT CENTRAL ATLANTA PROGRESS AND THE ATLANTA DOWNTOWN IMPROVEMENT DISTRICT:**

Since 1941, Central Atlanta Progress, Inc. has been a tireless advocate for Downtown Atlanta, working to promote new business opportunities, build partnerships, and cultivate new ideas for smart growth in the center city. The Atlanta Downtown Improvement District is a 501(c)(3) non-profit, charitable corporation created by CAP to make Downtown safer, cleaner and more hospitable.

With a focus on improving the Downtown experience for residents, businesses, and visitors alike, Central Atlanta Progress, together with the Atlanta Downtown Improvement District, is proud of its accomplishments and excited for what comes next. Downtown Atlanta has undergone remarkable change and growth in recent years, and we are only beginning to scratch the surface.

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This is an official publication of Atlanta Downtown. The information on this map represents our best research efforts, but may not be exhaustive. If you find any information to be inaccurate or if you need further information, please contact us at 404-658-5919.

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*A Projects recently completed, under construction or in the pipeline.*