

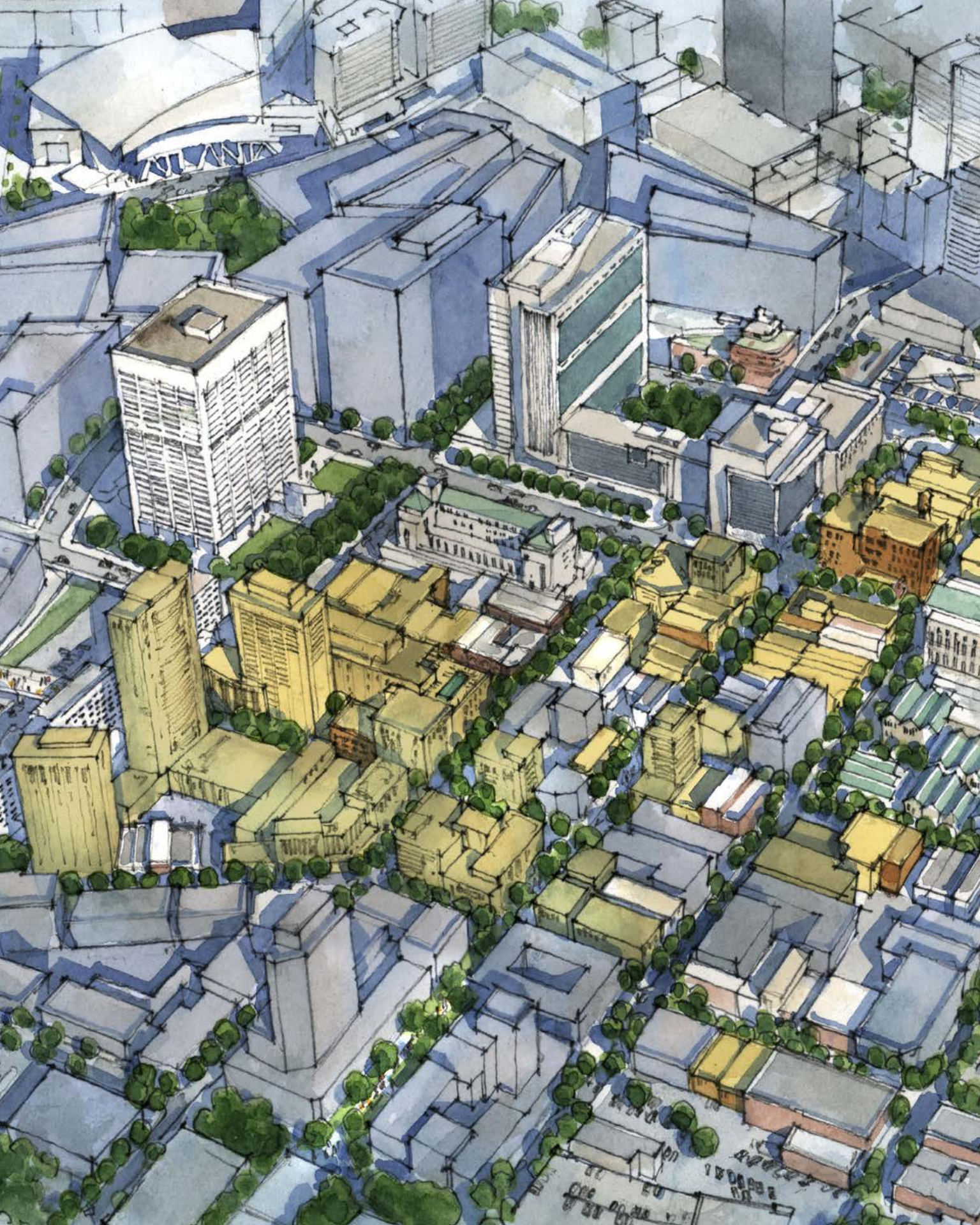
SOUTH
DOWNTOWN

RETAIL LEASING

THE REVIVAL OF ATLANTA'S

HOTEL ROW





SOUTH DOWNTOWN

A NEIGHBORHOOD DRIVING GREAT METAMORPHOSIS

Strategically located between two MARTA transit stations and walkable to Mercedes-Benz Stadium, Georgia World Congress Center, State Farm Arena, City Hall, and the State Capitol, South Downtown Atlanta is poised to be one of the most sought-after neighborhoods in the country.

SOUTH DOWNTOWN'S REVITALIZATION

"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 Malhotra, Director, Center for Civic Innovation, 115 Martin Luther King, Jr. Drive



\$9B+

in real estate investment
under construction or planned



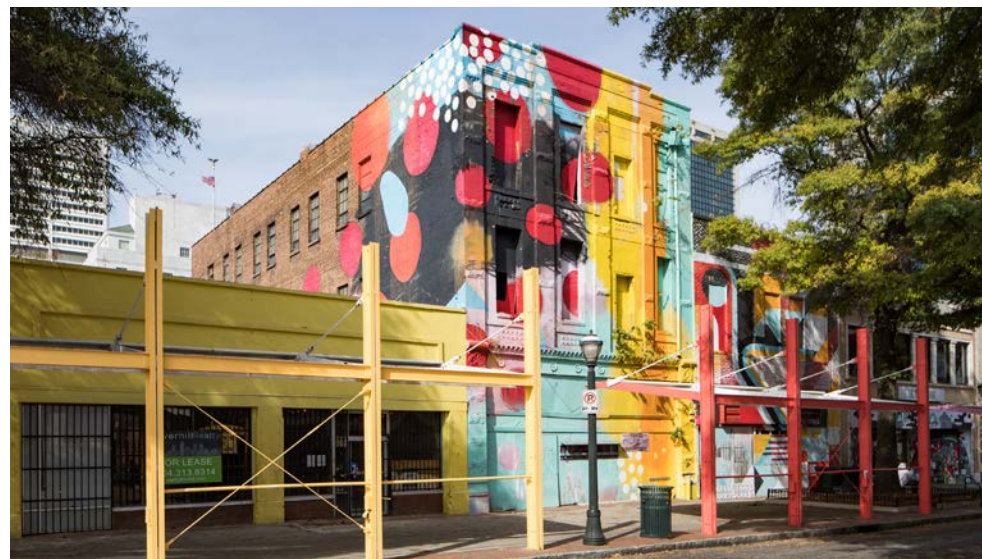
200,000

daytime office workers



28,075

downtown residents





HOTEL ROW

**A HISTORIC
BLOCK WITH
PRESERVED
ARCHITECTURE**



HOTEL ROW

AN EPICENTER OF TOURISM, CULTURE, AND EDUCATION



HOTEL ROW

.....

**ONE OF THE
MOST DISTINCT
BLOCKS
IN THE CITY**

.....

HOME TO SOME OF ATLANTA'S MOST HISTORIC COMMERCIAL BUILDINGS

Built in 1908, Hotel Row served the needs of travelers coming to and from the nearby Terminal Station. The modest hotel lobbies were accompanied by cafés and shops that sold small provisions. Though Terminal Station was eventually torn down, these hotels thankfully remained, their original architecture largely unchanged.

Across the street stands 222 Mitchell, a mid-century concrete building that will soon house Atlanta's best mid-century modern Class A office space, along with local food, drinks, and unique goods.

HOTEL ROW circa 1940



222 MITCHELL circa 1950



SURROUNDED BY LOCAL CULTURE AND COMMERCE

"South Downtown is at the center of everything, with the State Capitol a couple blocks away, and all the startup and creative class energy going on. Being here helps us get a personal perspective on our city. Several of us use MARTA now, or we bike—all those things we'd love to see happen everywhere in our city is happening here, now."

Sharry Smith, Former Publisher, Creative Loafing, 115 Martin Luther King, Jr. Drive



65,000

students in and near downtown



53M

annual downtown visitors



15M

annual attendance at sporting events, conventions, concerts, and attractions downtown



A CENTRAL HUB OF OPPORTUNITY

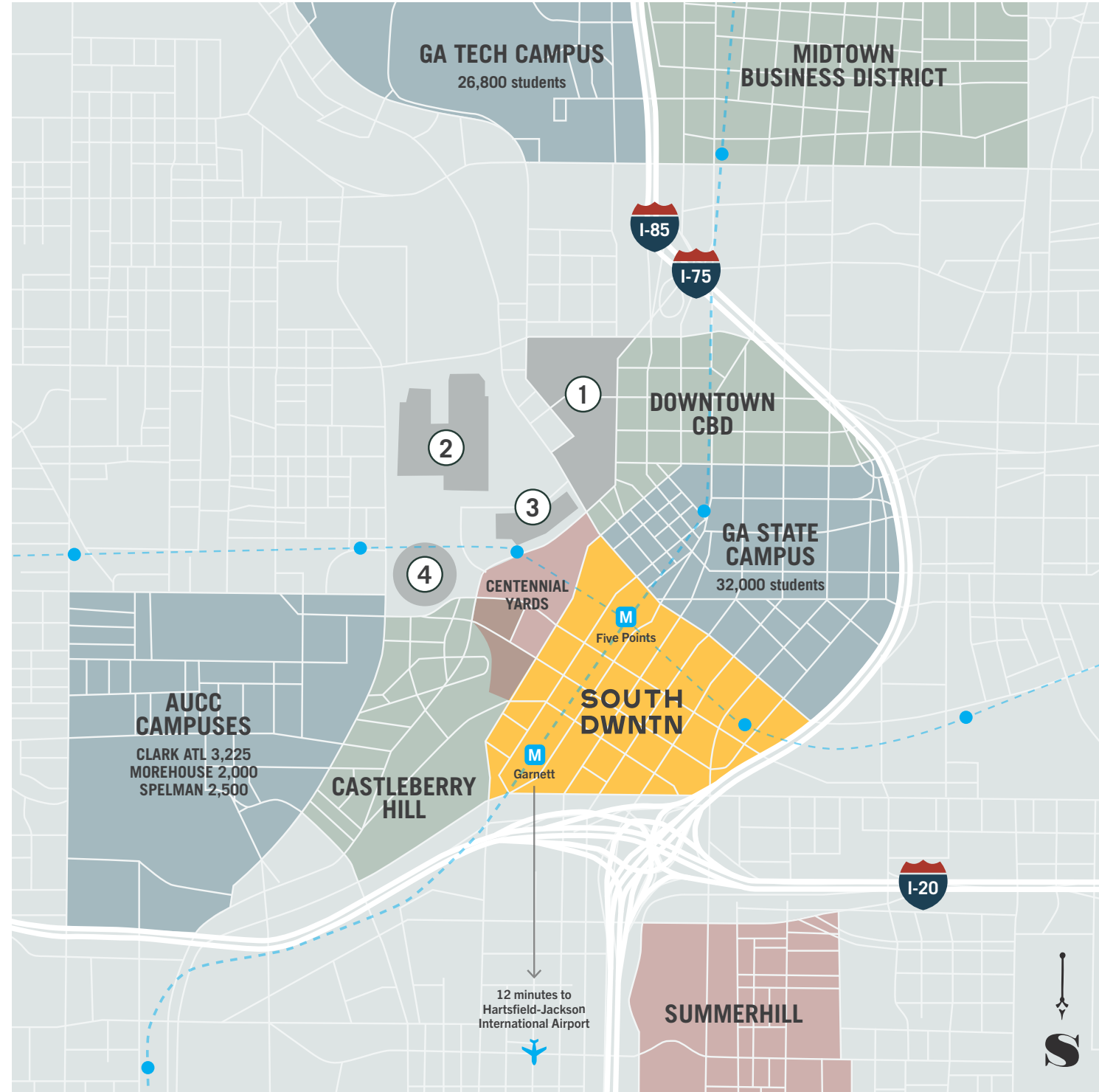
- South Downtown
- Attractions
- Developments
- Neighborhoods
- Universities
- MARTA Stations

①
CENTENNIAL OLYMPIC PARK

②
Georgia World Congress Center

③
State Farm ARENA

④
Mercedes-Benz STADIUM



SOUTH DOWNTOWN NEIGHBORHOOD

- SOUTH DOWNTOWN
- HOTEL ROW
- DEVELOPMENTS
- NEIGHBORHOODS
- UNIVERSITIES
- PARKS
- M MARTA STATIONS

- ① **GA WORLD CONGRESS CENTER**
Third largest convention center in the US and hosts more than 1 million visitors each year.
- ② **CENTENNIAL OLYMPIC PARK ATTRACTIONS**
Home to the Georgia Aquarium, the World of Coca-Cola, and the Center for Civil and Human Rights.
- ③ **CENTENNIAL OLYMPIC PARK**
A 22-acre public park built for the 1996 Summer Olympics.
- ④ **STATE FARM ARENA**
Hosts nearly 200 events and 2 million guests annually.
- ⑤ **MERCEDES-BENZ STADIUM**
Home of the Atlanta Falcons, Atlanta United, Peach Bowl, Celebration Bowl, Chick-Fil-A Kickoff Game, and the 2026 FIFA World Cup. In addition, hosts more than 15 events/concerts each year.

DEVELOPMENTS

CENTENNIAL YARDS

Will transform 50 acres of former rail yards and parking lots into a platform for opportunity and growth. Features up to 12 million square feet of mixed-use development including retail, office, residential, and hotel.

UNDERGROUND ATLANTA

The restoration of a historic property originally opened in 1969 as a 12-acre "city beneath the streets," promising a modern blend of office, hotel, student housing, and retail.

SUMMERHILL

The redevelopment of Atlanta's former Olympic stadium and surroundings, encompassing 80 acres adjacent to downtown. A re-emerging business district, it will be home to student lofts, retail, and office.



HOTEL ROW



HOTEL ROW LEASING OPPORTUNITIES

- SYLVAN
- GORDON
- FUTURE LEASE
- ACQUISITION TARGETS
- PARKING

SYLVAN

The combination of two historic buildings, one of which is the former Sylvan Hotel, built in 1908 after the destructive fire of Terminal Station took the original building. Both buildings were rehabilitated in 1987 with assistance from Atlanta's Historic Facade Program.

GORDON

Two elegant 3-story brick buildings built in 1908. Formerly the Child's Hotel and Princeton Hotel, both were designed by architect Willis F. Denny, who contributed many significant structures to Atlanta. Gordon is attached to Concordia Hall, one of the oldest preserved buildings in Atlanta that was built in 1892 and survived the 1908 fire.

FUTURE LEASE

222 MITCHELL

Spanning an entire city block, 222 Mitchell is the combination of a 1909 brick building and two mid-century modern buildings. Formerly home to Citizens & Southern Bank, the property boasts some of the best 360-degree rooftop views of downtown. More than 200,000 sf of office and 70,000 sf of retail will deliver in 2022.

SCOVILLE

Formerly the Scoville Hotel, this building still holds all of its original character—marble lobby floors, ornate hallways, hardwood floors, and exposed brick walls.



RETAIL RANGING FROM
770 SF - 2,240 SF

SYLVAN



- Retail
- Office

SYLVAN

HOTEL ROW

HIGHLIGHTS

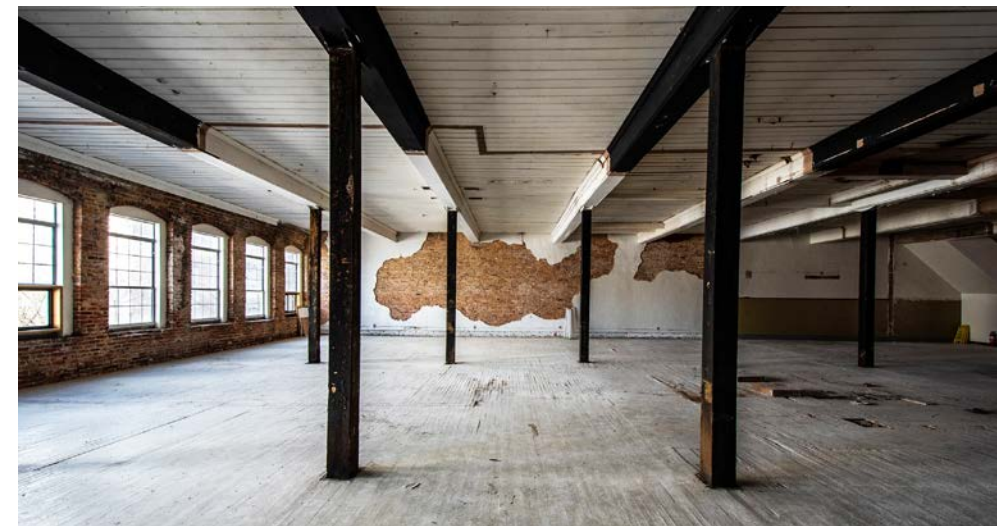
Original brickwork, tile floors and wood beams

Updated and modern systems

Multiple restaurant opportunities

Communal outdoor terrace area in rear of building

Easy delivery on Mitchell Street or through rear of property



SYLVAN

HOTEL ROW

SYLVAN

5 in-line local restaurants and shops

Opportunities for outdoor seating along Mitchell Street

On-street parking along Mitchell Street

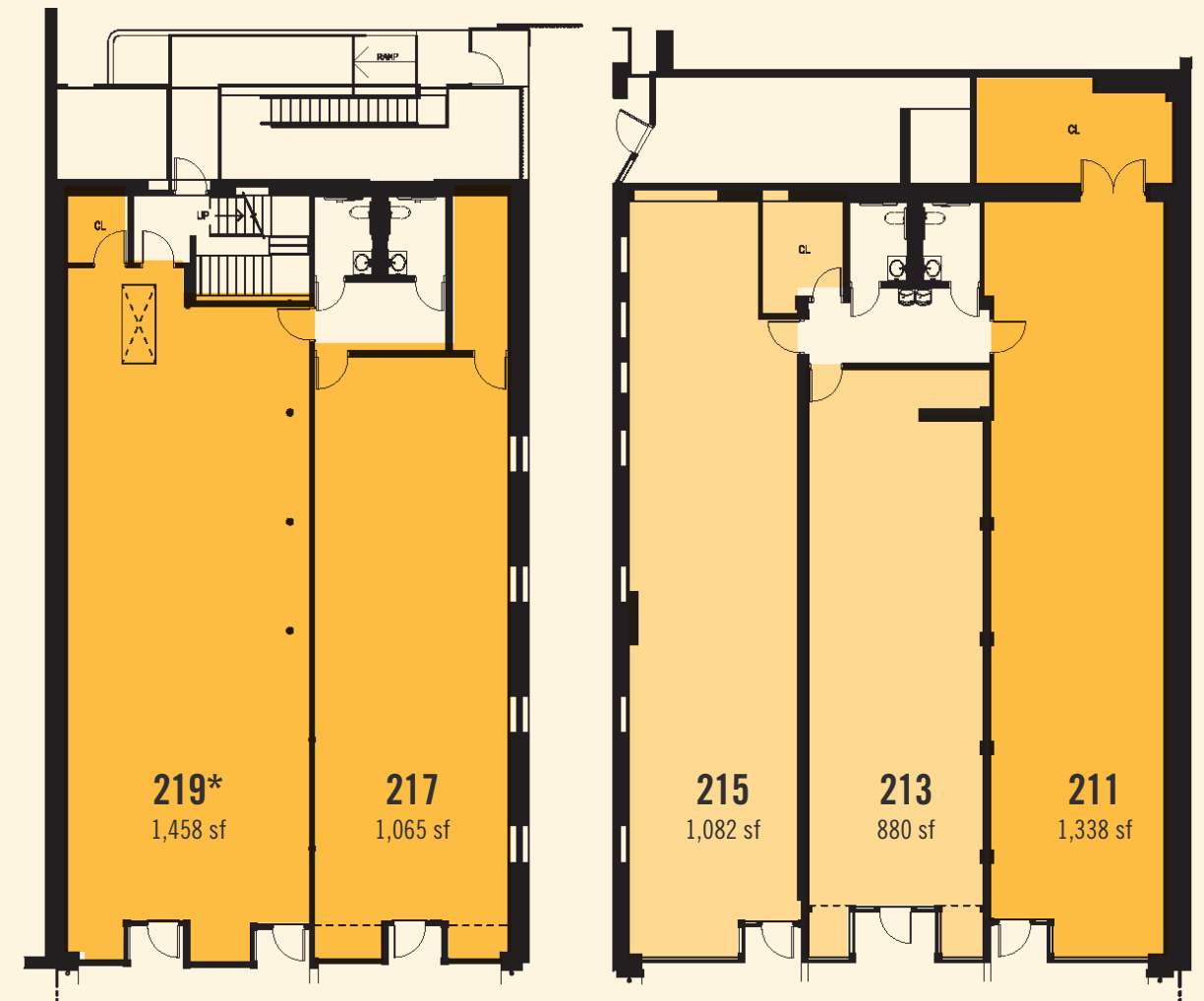
Steps away from Mercedes-Benz Stadium and State Farm Arena

Retail sits below 25,000 sf of creative office space



GORDON

RETAIL RANGING FROM
880 SF – 1,460 SF



- Retail / Restaurant
- Retail
- * Basement Opportunity

GORDON

HOTEL ROW

HIGHLIGHTS

Original tin ceilings and tile floors, exposed brick walls

Updated and modern systems

18 boutique residential condos above

Opportunity for outdoor seating on Mitchell Street



BE A PART OF SOUTH DOWNTOWN'S NEXT CHAPTER

We invite you to tour the neighborhood with us to experience the unique urban environment, the historic character of the buildings, and the proximity to all that surrounds it.

We look forward to sharing South Downtown with you.



SOUTHDWNTN.COM
[@SOUTHDWNTN](https://www.instagram.com/SOUTHDWNTN)



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A NEIGHBORHOOD DEVELOPMENT BY

newport

