

**222**  
**MITCHELL**

# A BRIEF HISTORY OF ATLANTA AND SOUTH DWNTN



## THE BEGINNING 1836–1864

**1836**  
Georgia general assembly votes to build the Western & Atlantic Railroad to link the port of Savannah and the Midwest. The terminal point is named “Terminus”.

**1847**  
The town of Atlanta is incorporated as a city.

**1864**  
General Sherman captures Atlanta and begins his march to the sea, leaving Atlanta burned, barren, and bankrupt.

## EARLY TIMES 1868–1920

**1868**  
Atlanta is named state capital of Georgia.

**1886**  
The first Coca-Cola is sold at Jacob’s Pharmacy in Five Points.

**1920’s**  
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.

## TO THE LATE 60’S 1929–1969

**1929**  
City Hall is built. Martin Luther King Jr. is born.

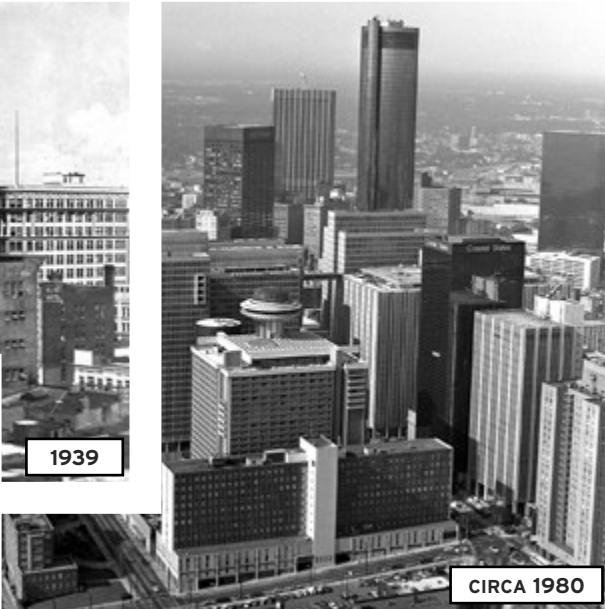
**1960**  
Civil Rights sit-ins take place at lunch counters across downtown, leading to desegregated lunch counters the following year. Martin Luther King Jr. is arrested for participating.

**1969**  
“Underground Atlanta”, boasting restaurants, bars, nightclubs and live music venues in the old below-grade storefronts, opens to much fanfare. The success doesn’t last and it closes in 1980.

## PRESENT DAY NEW BEGINNINGS

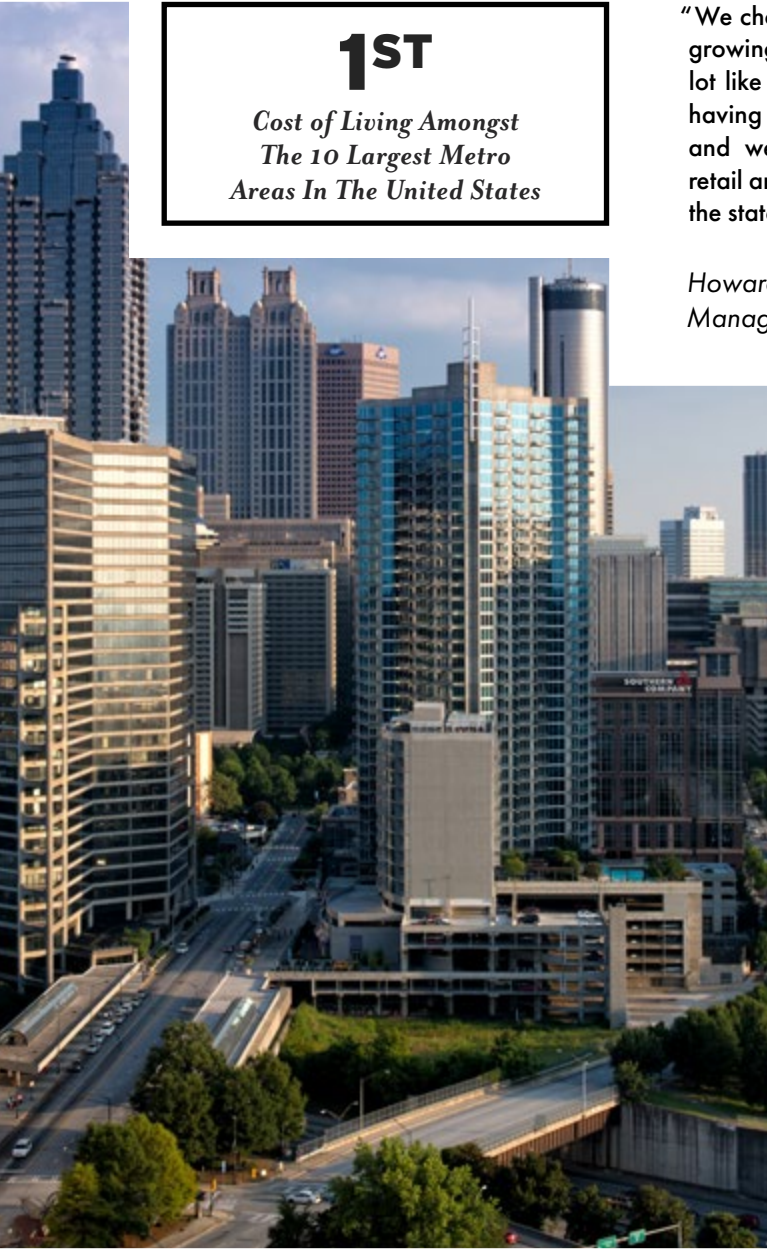
**1991**  
Rich’s closes a large fashion store on Alabama Street, further quieting the once beating heart of Atlanta.

**2016**  
Newport begins investing in the revitalization of the historic South Dwnth neighborhood. In partnership with nearby developments happening at Underground Atlanta and Centennial Yards, the neighborhood will soon thrive again.





# ATLANTA GROWTH + CHANGE



**1<sup>ST</sup>**  
*Cost of Living Amongst  
The 10 Largest Metro  
Areas In The United States*

“We chose South Downtown because it’s a fast-growing community with tremendous upside, a lot like our company. As lobbyists, we rely on having close proximity to the halls of power, and we’re excited that Newport is bringing retail and restaurants within walking distance of the state capitol.”

Howard Franklin,  
Managing Partner, Ohio River South



**15M**  
*Annual Attendance at Conventions,  
Concerts, Sporting Events, and  
Attractions Downtown*



**53M**  
*Annual Downtown Visitors*



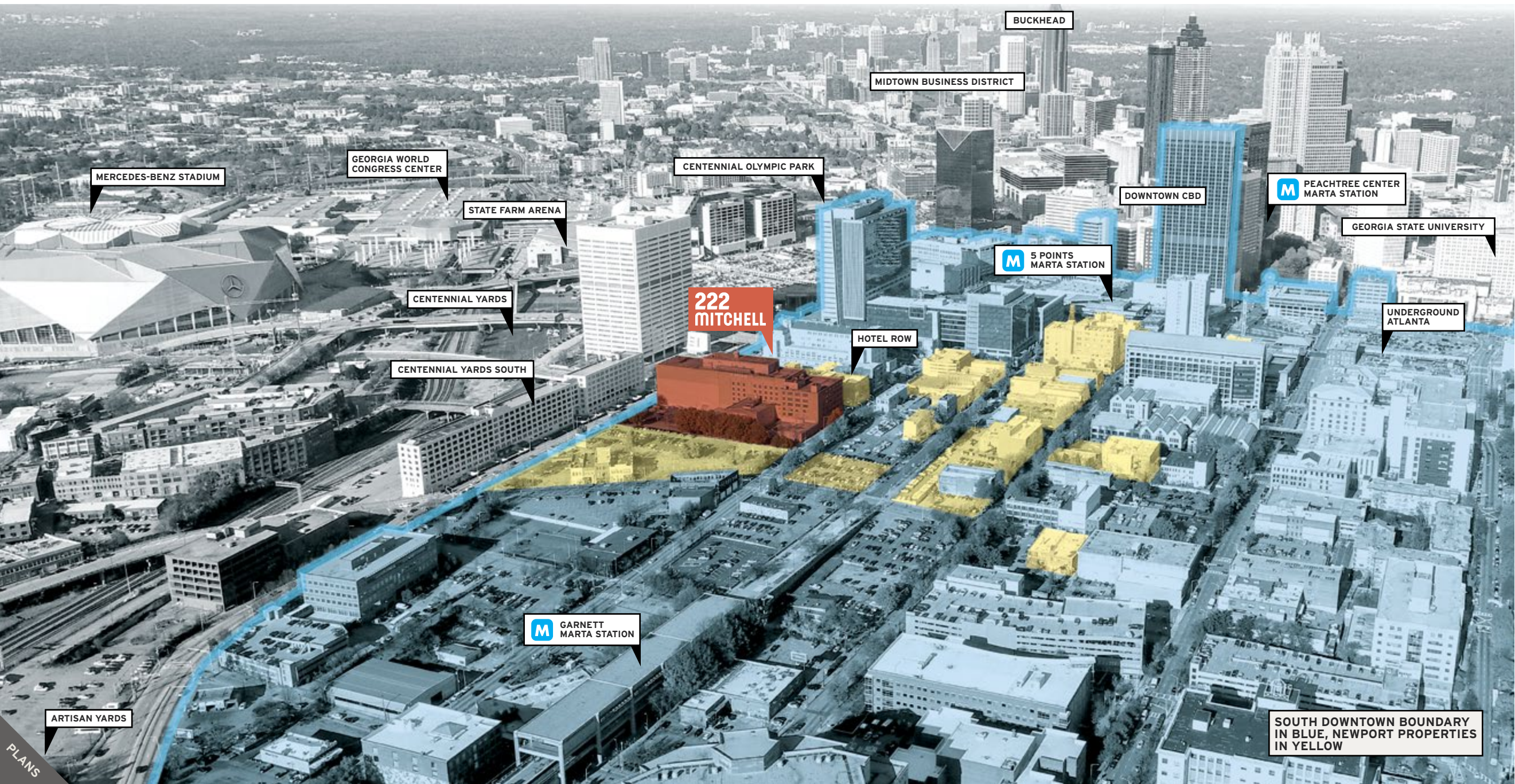
**4<sup>TH</sup>**  
*Fastest-growing Metro Area*

**50%**  
*Population Growth  
Expected Between  
2020-2050*





# SURROUNDED BY OPPORTUNITY



The Georgia World Congress Center is the third largest convention center in the US and hosts more than 1 million visitors a year.

## CENTENNIAL OLYMPIC PARK

Centennial Olympic Park is a 22-acre public park, originally built for the 1996 Summer Olympics. It is now home to popular attractions such as the Georgia Aquarium, the world of Coca-Cola, College Football Hall of Fame, and the Center for Civil and Human Rights.



State Farm Arena hosts nearly 200 events and 2 million guests annually.



Mercedes-Benz Stadium is home to the Atlanta Falcons, Atlanta United, Peach Bowl, Celebration Bowl, Chick-fil-A Kickoff Game, and the 2026 FIFA World Cup. It also hosts other events and concerts each year.




Five Points MARTA station, the main hub the MARTA train system, is located in South Dwntn. It provides easy transportation to the airport, the Downtown and Midtown Business Districts, Buckhead, and other important parts of the city.



Other exciting development efforts, within and adjacent to South Dwntn, include Underground Atlanta, Artisan Yards and Centennial Yards.




# A NEIGHBORHOOD DRIVING REGIONAL CHANGE





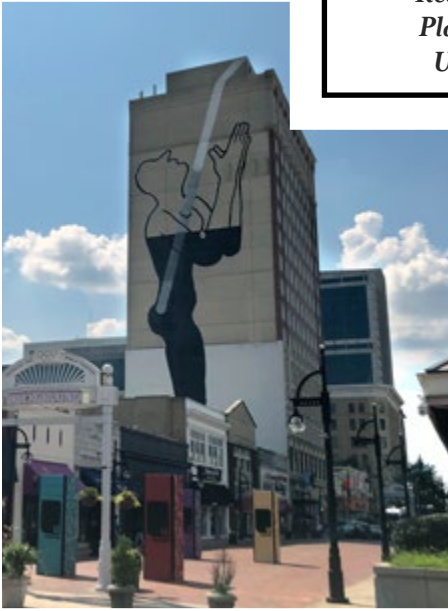
**200,000**  
*Daytime Office Workers*




Strategically located between two MARTA transit stations and a short walk 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.




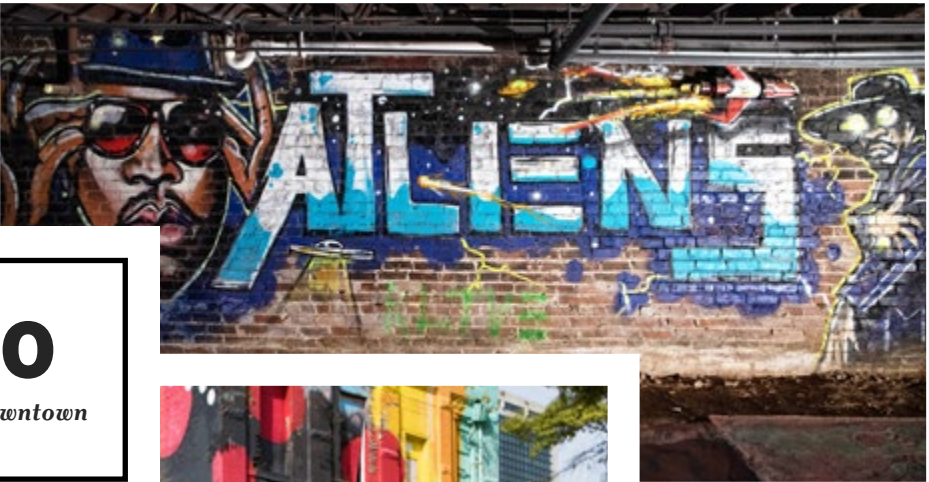



**\$9B+**  
*Real Estate Investment  
Planned Or Currently  
Under Construction*








**65,000**  
*Students in and Near Downtown*





**28,075**  
*Downtown Residents*





# SOUTH DOWNTOWN ACCESS & NEIGHBORS

The South Downtown neighborhood is served by three MARTA train stations, including the central hub Five Points station, Garnett station and Georgia State station.

The airport is approximately a 12-minute train trip from Garnett station. Alternately, the drive to the airport via I-85 takes about 15 - 20 minutes from South Downtown.

For those approaching South Downtown from the north on I-75/I-85, exit 248A provides the main entry point from the Downtown Connector. For those traveling along I-20, exit 56B is a few blocks from the neighborhood.

Neighboring developments Centennial Yards, Underground Atlanta, Summerhill and Artisan Yards will transform approximately 152 acres into residential, student housing, hotel, retail and office space.

The Georgia State University Campus and the AUCC (Atlanta University Center Consortium) Campuses combined serve approximately 40,000 students downtown daily.

Castleberry Hill is an established residential area with a high concentration of art studios and galleries.

- SOUTH DOWNTOWN
- DEVELOPMENTS
- NEIGHBORHOODS
- UNIVERSITIES
- PARKS
- MARTA STATIONS
- 1

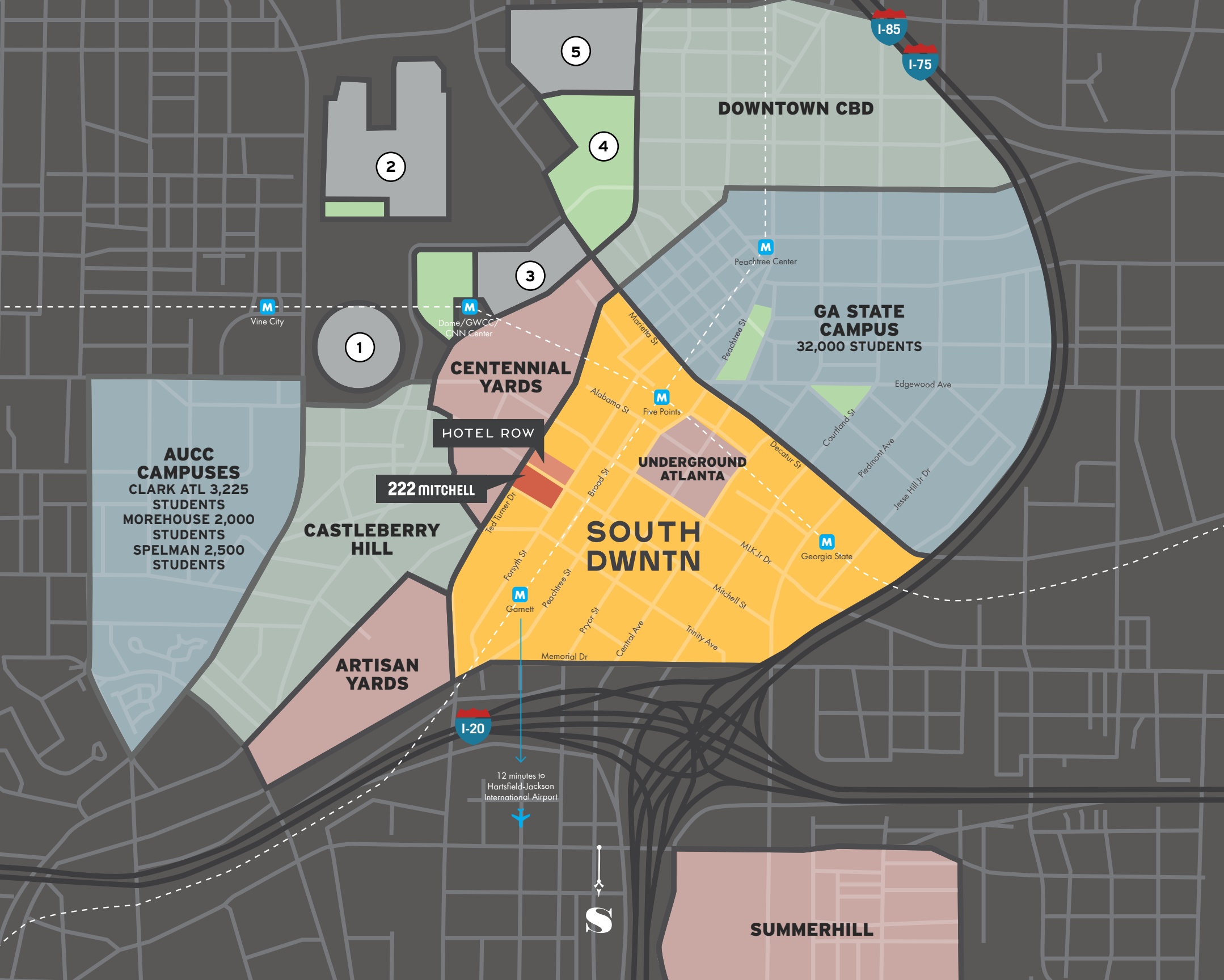
MERCEDES-BENZ STADIUM
- 2

GEORGIA WORLD CONGRESS CENTER
- 3

STATE FARM ARENA
- 4

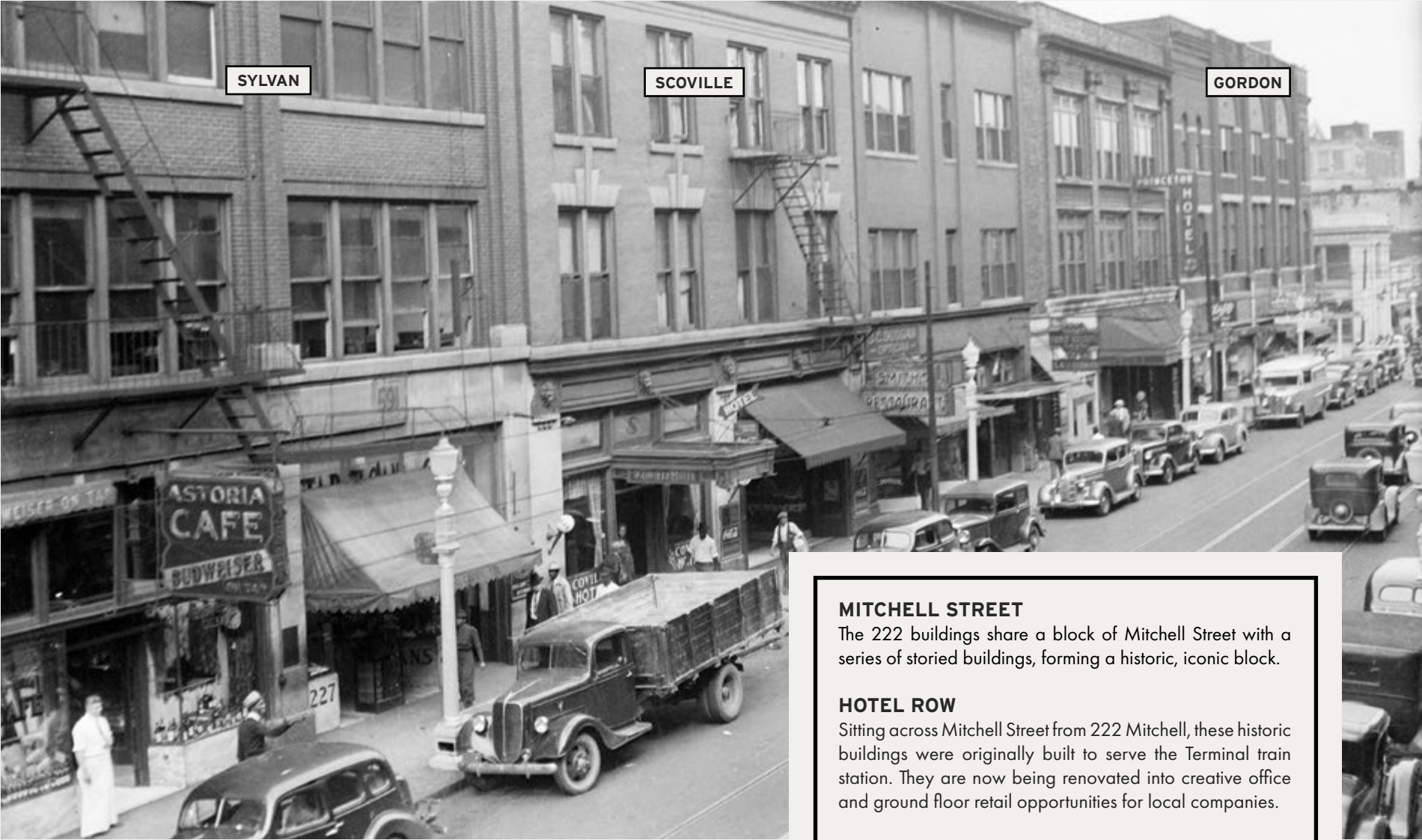
CENTENNIAL OLYMPIC PARK
- 5

CENTENNIAL OLYMPIC PARK ATTRACTIONS





# HISTORIC HOTEL ROW: AN ICONIC DOWNTOWN BLOCK



SYLVAN

SCOVILLE

GORDON

**MITCHELL STREET**  
The 222 buildings share a block of Mitchell Street with a series of storied buildings, forming a historic, iconic block.

**HOTEL ROW**  
Sitting across Mitchell Street from 222 Mitchell, these historic buildings were originally built to serve the Terminal train station. They are now being renovated into creative office and ground floor retail opportunities for local companies.

The two sides of the street are distinctly different, providing the canvas for one of the most historic, iconic blocks in the city.



**SYLVAN**  
Retail units ranging from 840 - 2,370 sf. for local restaurants and 5 floors of 41,000+ sf. of creative office space.

**GORDON**  
Five ground floor retail units ranging from 980 - 1,420 sf. for local restaurants and retail. 18 owned boutique condos above.

**SCOVILLE**  
Formerly the Scoville Hotel, this building still holds all of its original character - marble lobby floors, ornate hallways, exposed brick walls. Positioned as build-to-suit opportunity.

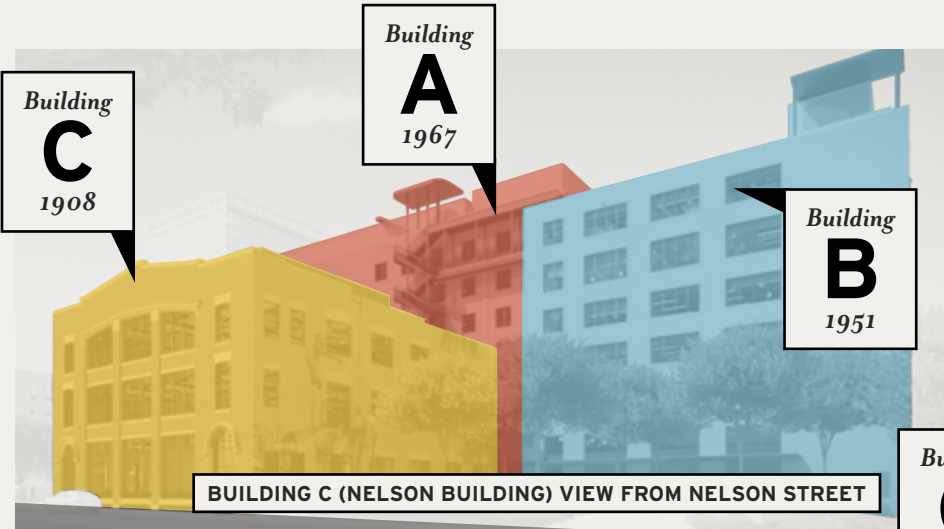


# 222 MITCHELL OPEN FOR ATLANTA, SINCE 1908



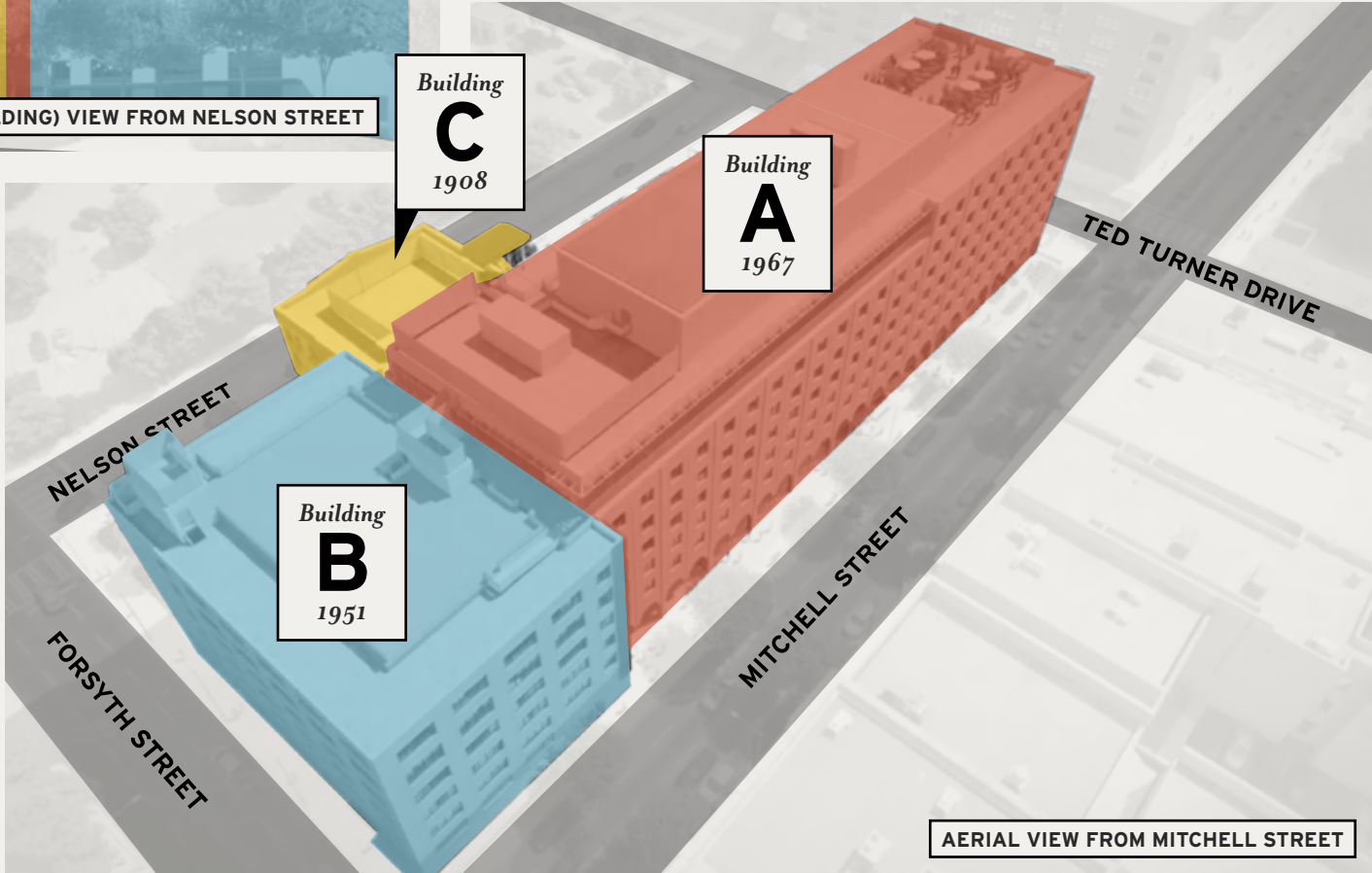
**A RICH HISTORY**  
222 Mitchell Street is composed of three historic structures, built in various stages up to 1970. Building C, also known as the Nelson Building was built in 1908 for the Liquid Carbonic Company. At the time it boasted the largest freight elevator in the US.

All three buildings eventually housed operations of different banking entities, beginning with the Citizen + Southern Bank. Building B was built in 1951 and still contains the vault and security deposit boxes. The largest of the three buildings (A) has a helipad with a single elevator shaft that helped secure the transfer of cash.



222 Mitchell Street's three structures will soon house Atlanta's most sought-after Class A office space, diverse shopping and entertainment options and a welcoming pocket park.

- 1909 *The Liquid Carbonic Company*
- 1951 **C&S**
- 1991 **NationsBank**
- 1998 **Bank of America**
- 2021 **222 MITCHELL**





# 222 MITCHELL RENDERINGS



MITCHELL STREET LOOKING WEST





2  
2  
2

GoodFood

WORLD TIME ZONES

MITCHELL STREET LOOKING SOUTHEAST





NELSON STREET LOOKING NORTHEAST





NELSON STREET LOOKING NORTH



# 222 MITCHELL TRANSFORMATION

Adaptive re-use of three historic buildings, celebrating cast-in-place concrete structures and mid-century design

Complete MEP replacement with Class A systems for modern needs

Parking deck removed to create public pocket park and outdoor amenity space

Retail-lined lobby entryways creating shopping experience from Mitchell Street to Nelson Street through original bank teller drive-thru

Glass storefront replacing closed brick arches, highlighted unique building architecture and creating vibrancy along Mitchell Street

Buildings refitted with historic replica windows retaining original character

Additional 16 ft wide windows added to the south and east walls of Building A

Bank vault in Building B to be highlighted as key feature of restaurant, honoring site's banking history

Best of mid-century and modern, featuring terrazzo floors, rich wood finishes and glass details

Rooftop mechanical room retrofitted as full-service restaurant with large terrace over-looking Castleberry Hill and Mercedes-Benz stadium.



MITCHELL STREET LOOKING EAST





RETAIL PASSAGE FROM MITCHELL STREET



# 222 MITCHELL VARIETY & FLEXIBILITY

**330,600**

*Total SF.*

**252,000+ SF.**

*Of Class A Office*

**78,500+ SF.**

*Of Ground Floor, Basement  
and Rooftop Retail*

**1,900 SF.–8,700 SF.**

*Restaurant and Retail Opportunities*

**13,000 SF.**

*Rooftop Restaurant and Patio*

**15,000 SF.**

*Event Space with Outdoor Patio*

*Large, Flexible Floorplates Up To*

**51,500 SF.**

*Across All 3 Buildings*

**177,000 SF.**

*Building A*

**59,000 SF.**

*Building B*

**15,500 SF.**

*Building C*

**PARKING RATIOS**

*Retail: 1.8/1,000 SF.*

*Office: 1.5/1,000 SF.*



ROOFTOP RESTAURANT SPACE





OFFICE SPACE

PLANS



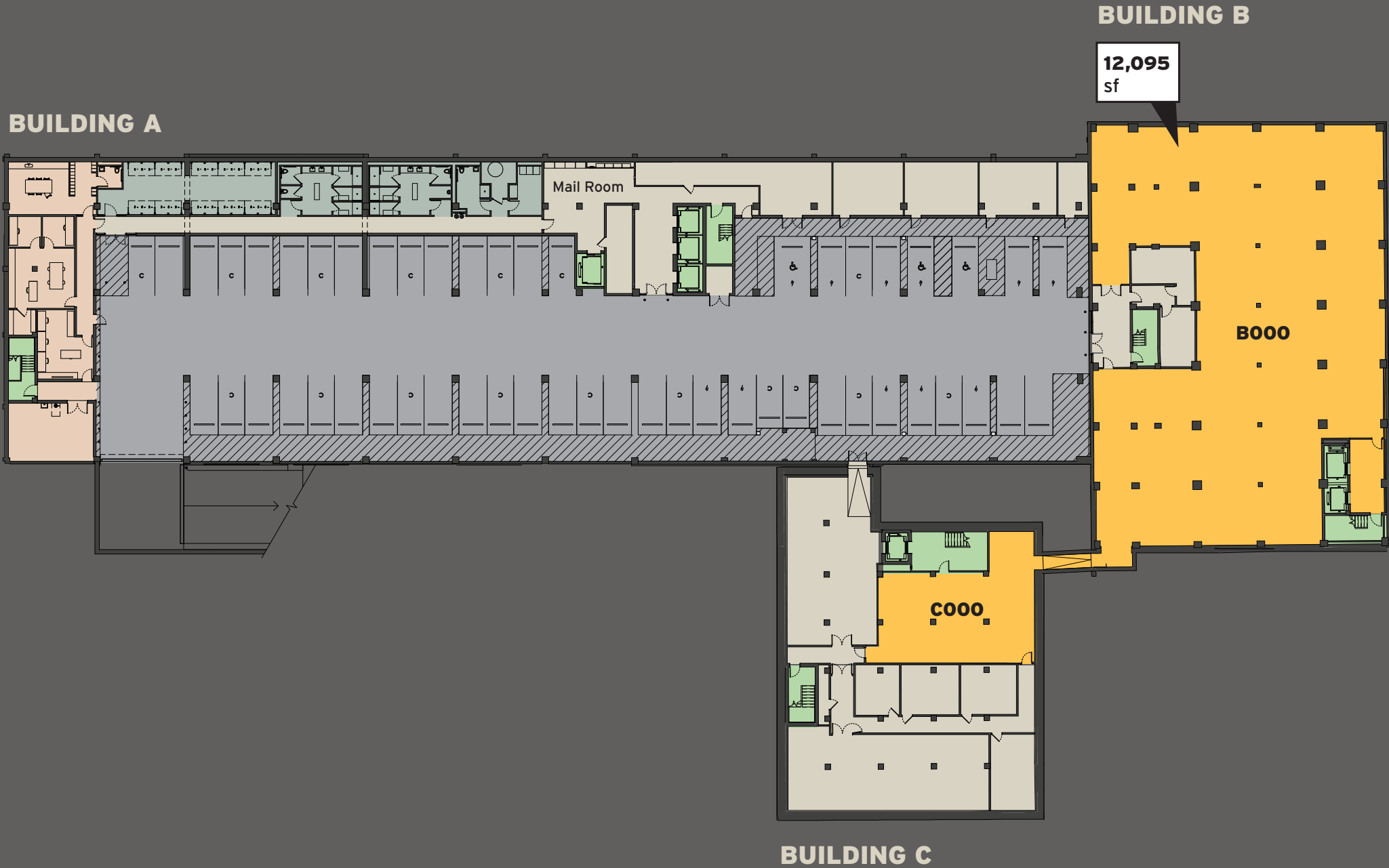
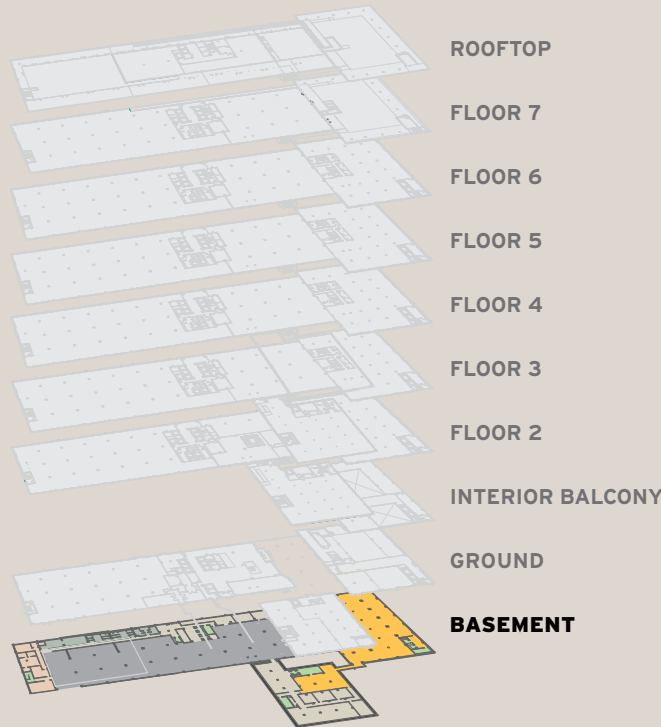
# 222 MITCHELL ATTRACTIONS & AMENITIES

- More than 25+ local and regional restaurant/retail spaces within 2 walking blocks
- Ride-share friendly pick up and drop off locations
- On-site public pocket park
- 95 space secured bike storage alongside showers and locker rooms
- 3 separate elevator lobbies with 9 passenger elevators, 1 service elevator and destination system, providing brand opportunities and access control
- 700+ parking spaces within 2 block radius
- Convenient walking distance to MARTA and Mercedes-Benz Stadium
- Centrally located lobby cafe, connected to retail passage and Building A lobby offering informal meeting space
- Dedicated office attendant for tenants and guests
- 24/7 security
- Electric car charging stations
- 6,700+ sf. amenity space with board room, meeting room and 30+ person conference and training room
- Two rooftop restaurants, offering indoor and outdoor spaces
- Basement gym offering for workers and neighbors





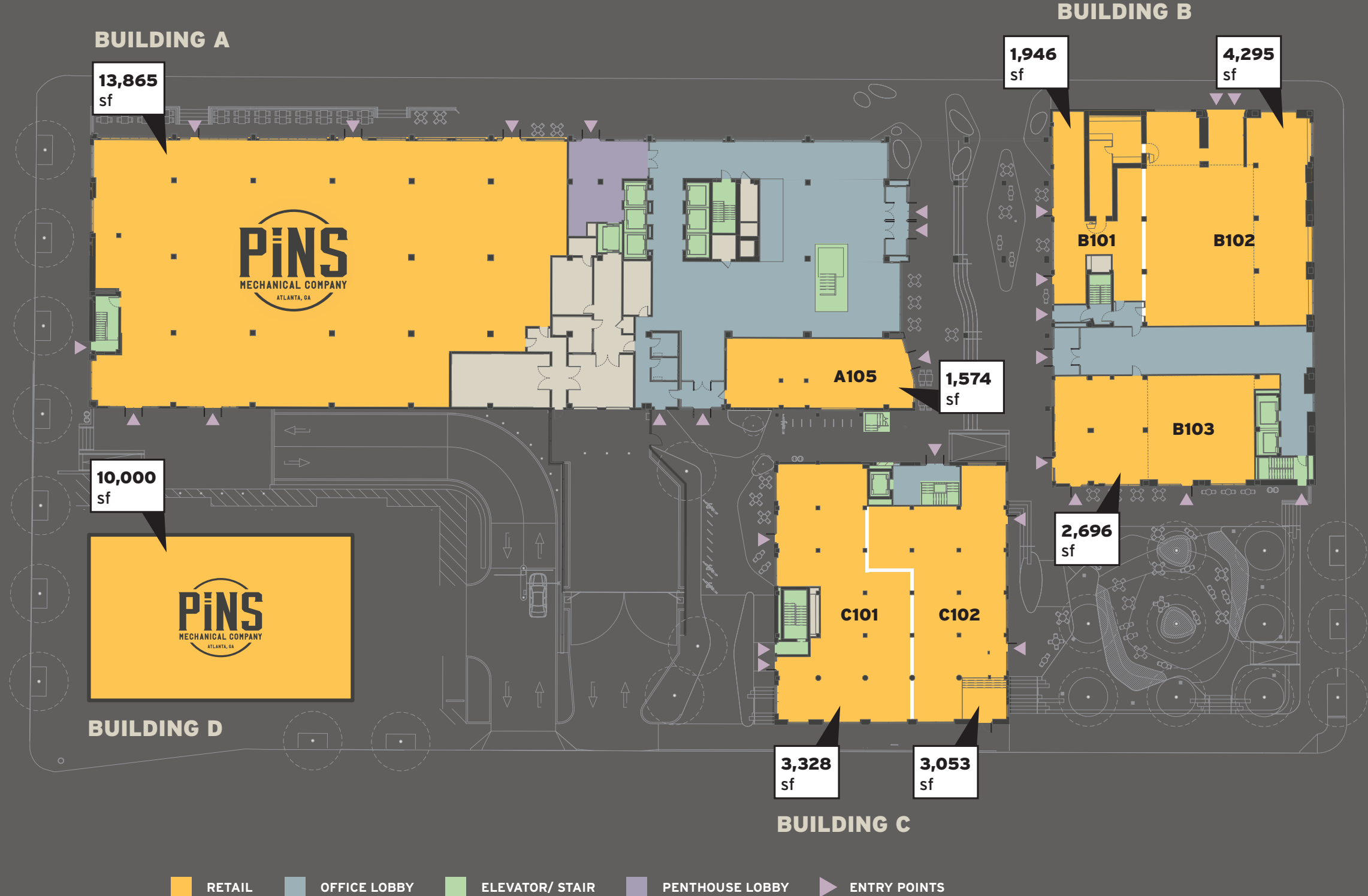
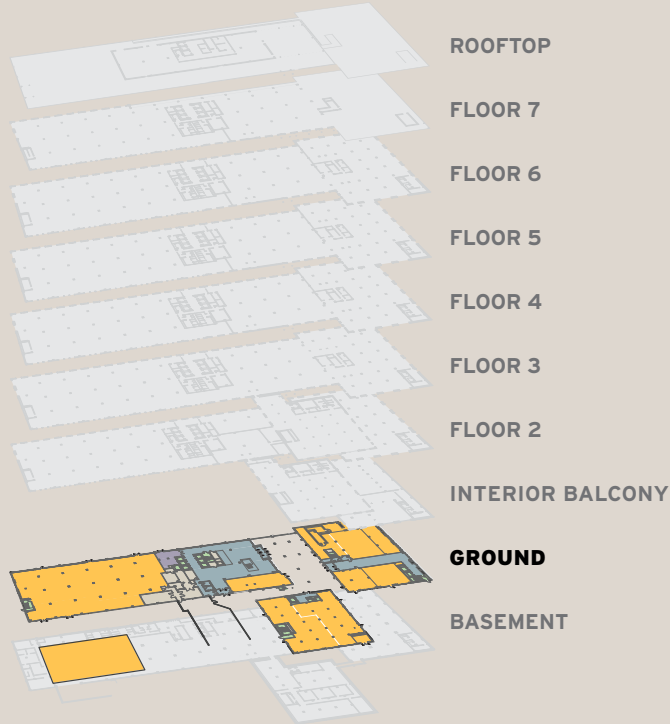
# 222 MITCHELL BASEMENT



- FITNESS RETAIL
- BIKE STORAGE/ SHOWERS
- BUILDING MANAGEMENT
- PARKING
- ELEVATOR/ STAIR

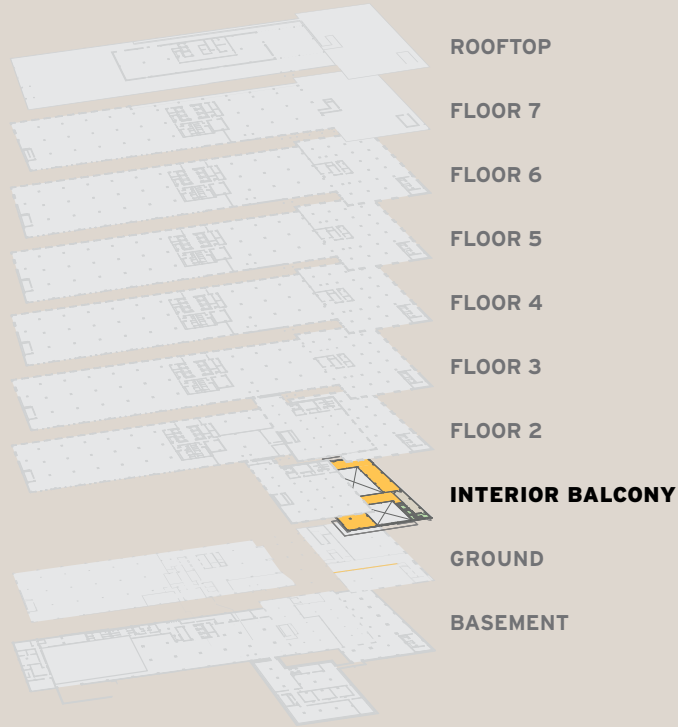


# 222 MITCHELL GROUND FLOOR



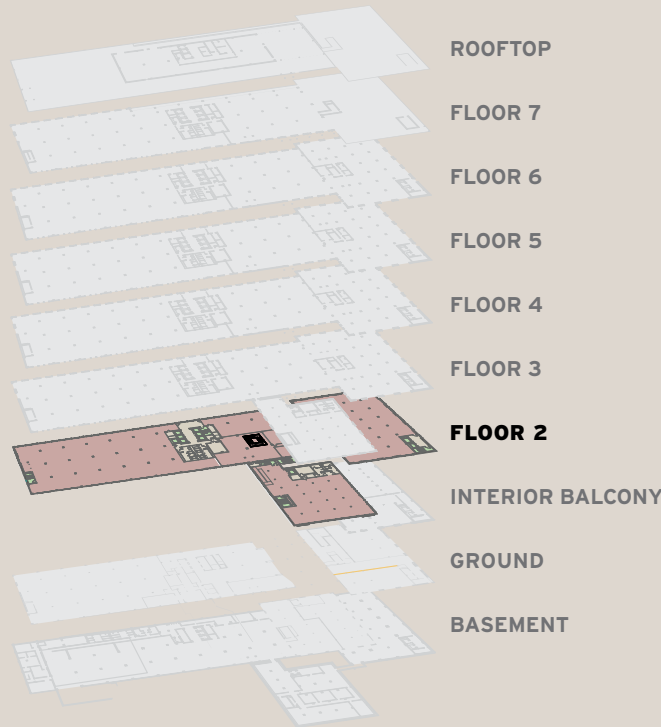


# 222 MITCHELL INTERIOR BALCONY



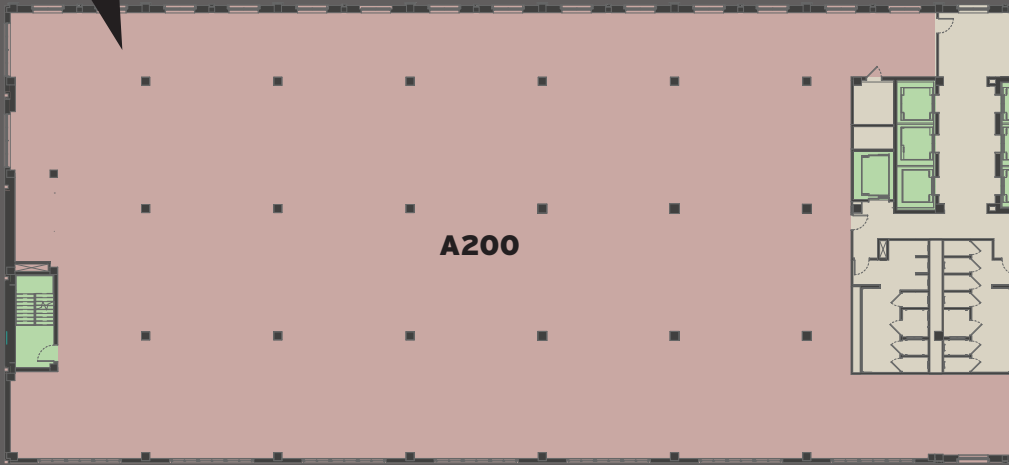


# 222 MITCHELL FLOOR 2

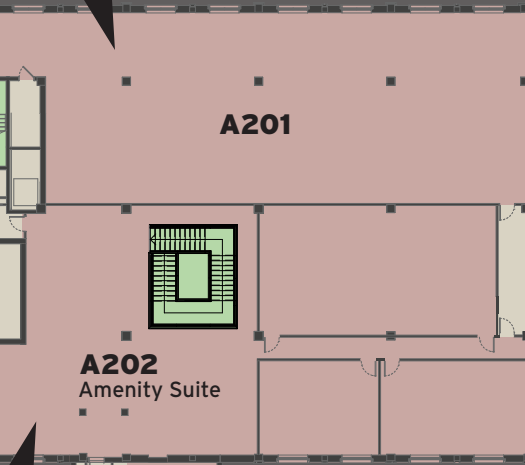


## BUILDING A

19,818  
sf



4,910  
sf



## BUILDING B

11,826  
sf



6,745  
sf



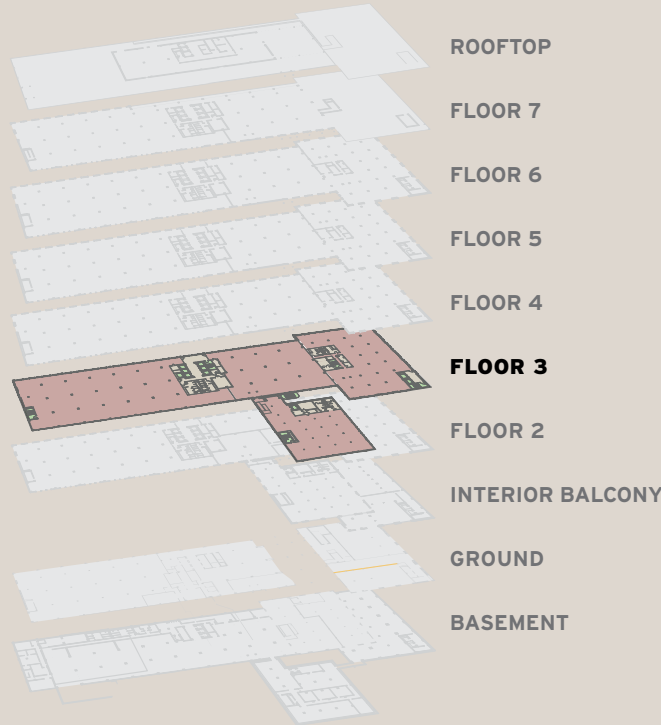
7,606  
sf

## BUILDING C

OFFICE ELEVATOR/ STAIR



# 222 MITCHELL FLOOR 3



## BUILDING A

20,174  
sf

A300

11,622  
sf

A301

## BUILDING B

11,829  
sf

B300



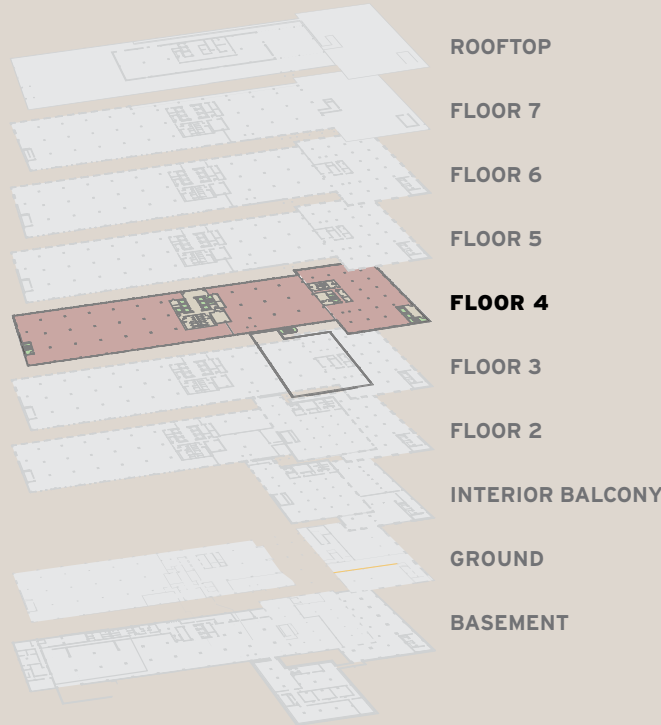
7,883  
sf

## BUILDING C

OFFICE ELEVATOR/ STAIR

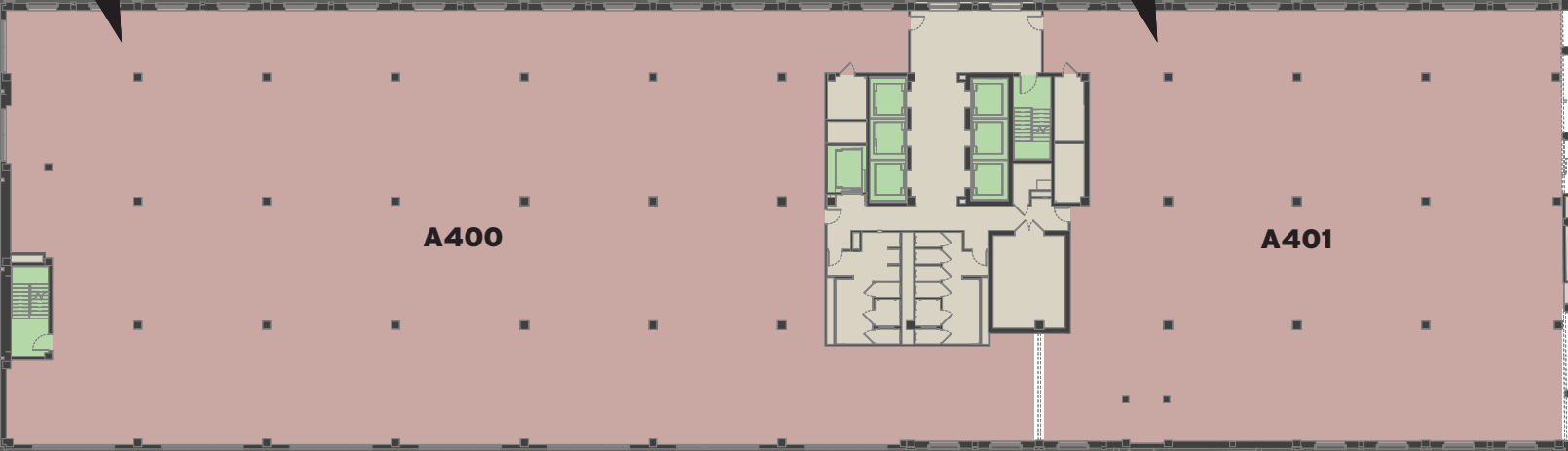


# 222 MITCHELL FLOOR 4



## BUILDING A

20,175  
sf



## BUILDING B

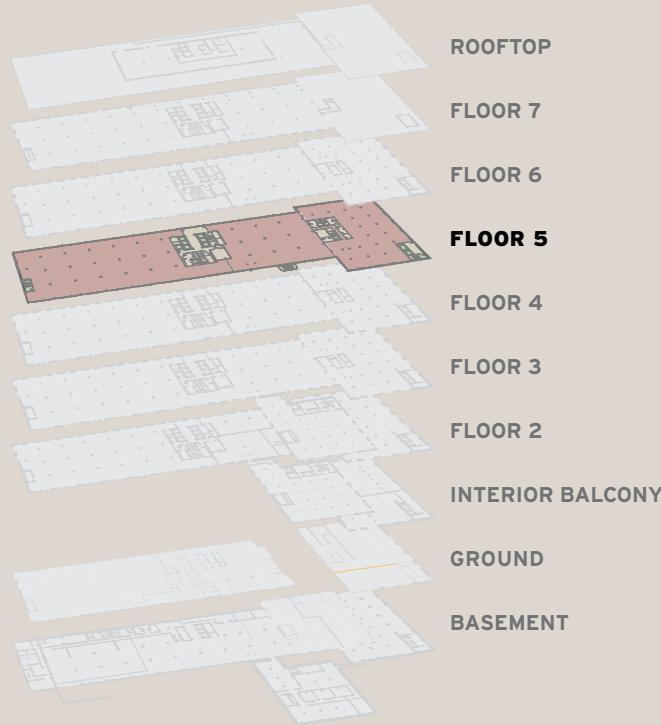
11,829  
sf



OFFICE ELEVATOR/ STAIR

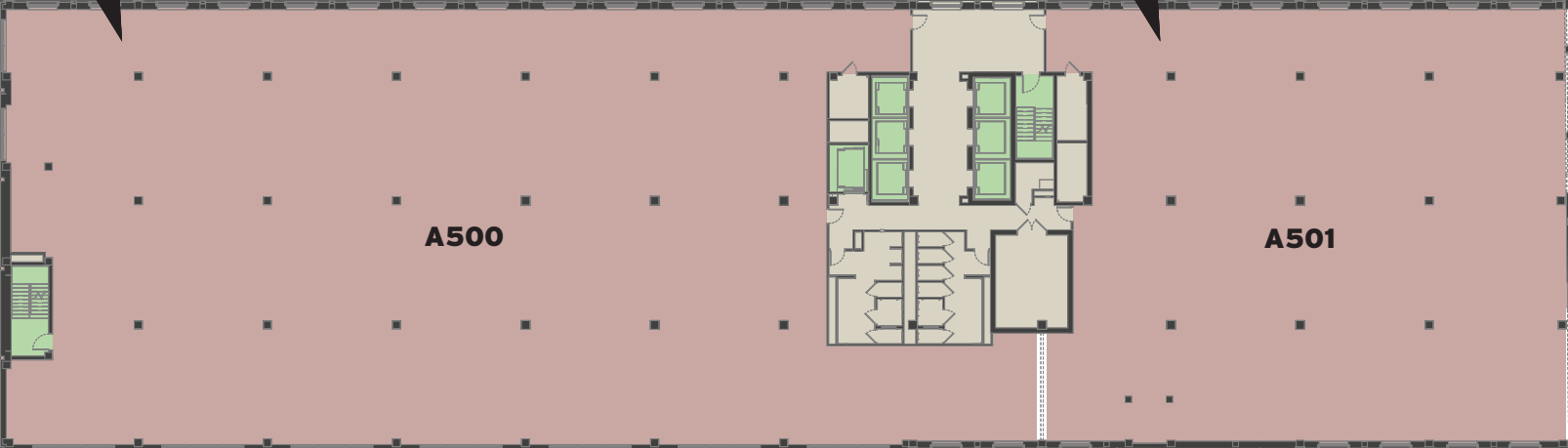


# 222 MITCHELL FLOOR 5



## BUILDING A

20,175  
sf



11,572  
sf

## BUILDING B

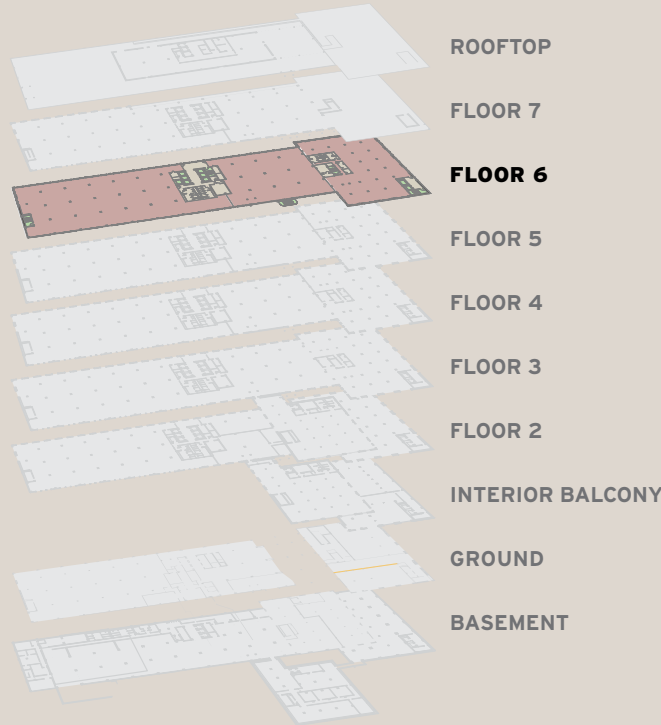
11,829  
sf



OFFICE ELEVATOR/ STAIR



# 222 MITCHELL FLOOR 6



## BUILDING A

20,175  
sf



## BUILDING B

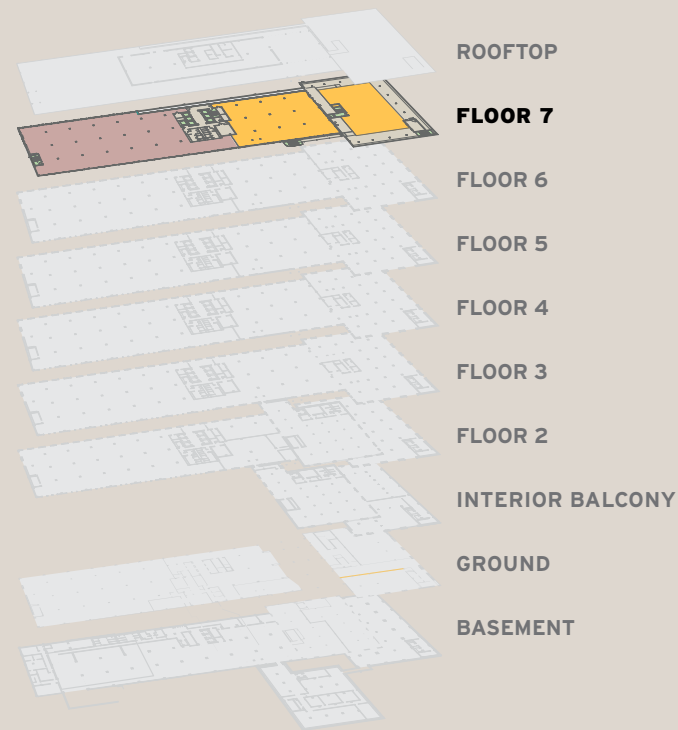
11,829  
sf



OFFICE ELEVATOR/ STAIR

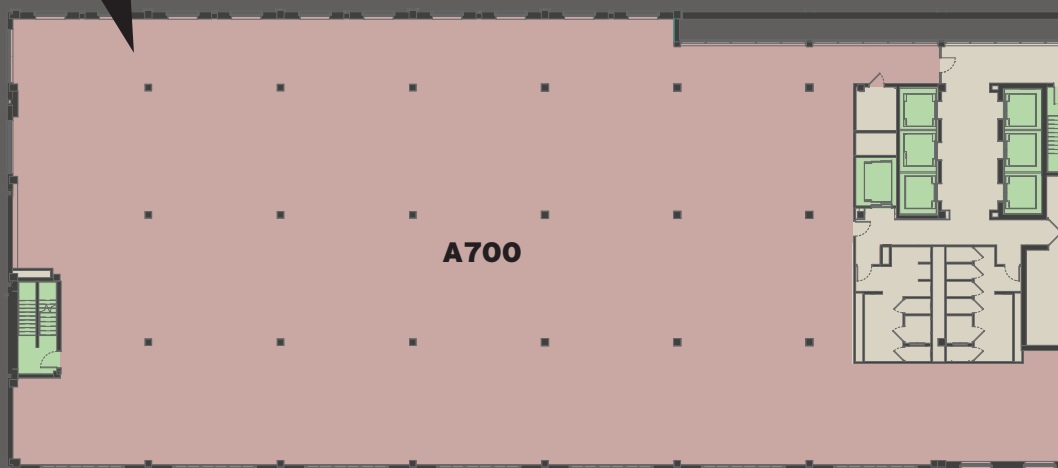


# 222 MITCHELL FLOOR 7



## BUILDING A

18,942  
sf

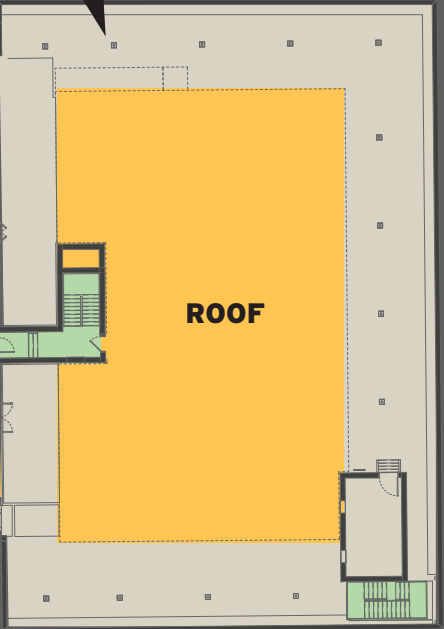


9,157  
sf



## BUILDING B

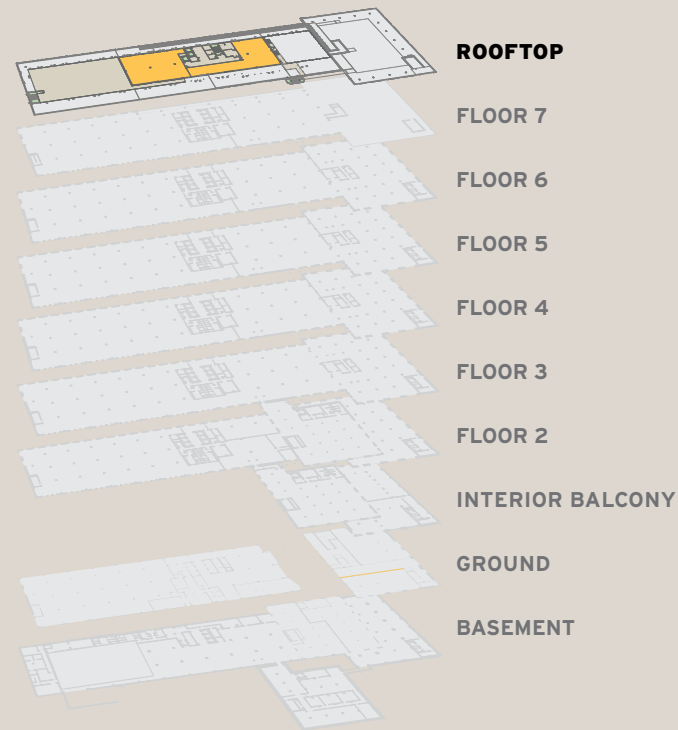
6,386  
sf



OFFICE   RETAIL   ELEVATOR/ STAIR



# 222 MITCHELL ROOFTOP



## BUILDING A



■ RETAIL   ■ ELEVATOR/ STAIR



*Be a part of*  
**SOUTH DOWNTOWN**

**SOUTH  
DWNTN**

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A NEIGHBORHOOD DEVELOPMENT BY

***newport***

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