



FLATIRON

84 PEACHTREE STREET

 **LEE &
ASSOCIATES**
COMMERCIAL REAL ESTATE SERVICES

INTRODUCING

an iconic and historical Atlanta landmark - the Flatiron Building

Located in the heart of downtown Atlanta, the Flatiron building was established in 1897 as the first steel-framed flatiron constructed anywhere in the world. Designed by Bradford Gilbert of New York City, the building remains as one of the most striking examples of "Chicago Style" urban architecture in Atlanta and helped establish a pattern for much of the City's later Downtown buildings. Recently renovated and listed on the National Register in 2016, the building offers a boutique office feel with unique amenities that cultivate creativity, community, and culture.



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Flatiron

Re-imagined and ready for today.

Located in the heart of Downtown Atlanta, the Flatiron Building has a rich history that began post civil-war destruction. Built in 1897, it was the first of many buildings that would soon form the "Fairlie Poplar District". Today, the district and Atlanta's Downtown as a whole are experiencing a renewed energy and sense of excitement.

The Flatiron itself has undergone a top-to-bottom renovation and restoration. Step through the 126 year-old wooden doors, and enter a modern space for creators, entrepreneurs and innovators. Inside, you'll find state of the art spaces that inspire ideas and creativity.

Highlights

ADDRESS: 84 Peachtree Street

SIZE: 42,018 SF

ACERAGE: ±0.1

ZONING: SPI-1 | SA-7

YEAR BUILT: 1897

RENOVATION: 2016

CEILING HEIGHT: 11'

STORIES: 11

TYPICAL FLOORPLATE: 3,822 RSF



Building Amenities

The Art of Office - Flatiron

FLOOR 11

City of Atlanta Women's Entrepreneurship Initiative

FLOOR 8

Dedicated Co-working

FLOOR 7

Dedicated Co-working

FLOOR 6

Alta Planning & Design

FLOOR 2

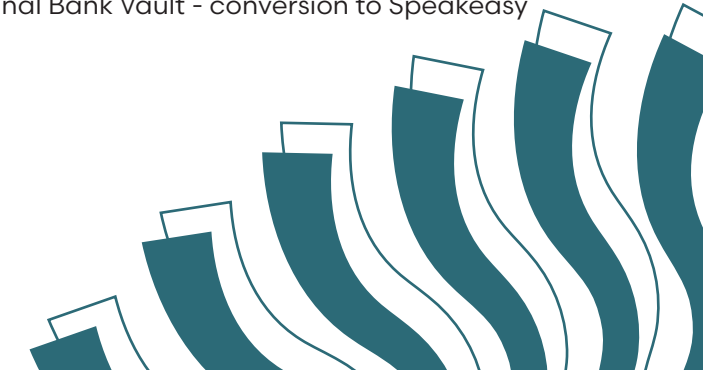
Yoga Studio & Event Space
Meeting & Event Space

FLOOR 1

Land of a Thousand Hills Cafe & Bar
Private Tenant Lounge & Meeting Space

BASEMENT

Original Bank Vault - conversion to Speakeasy



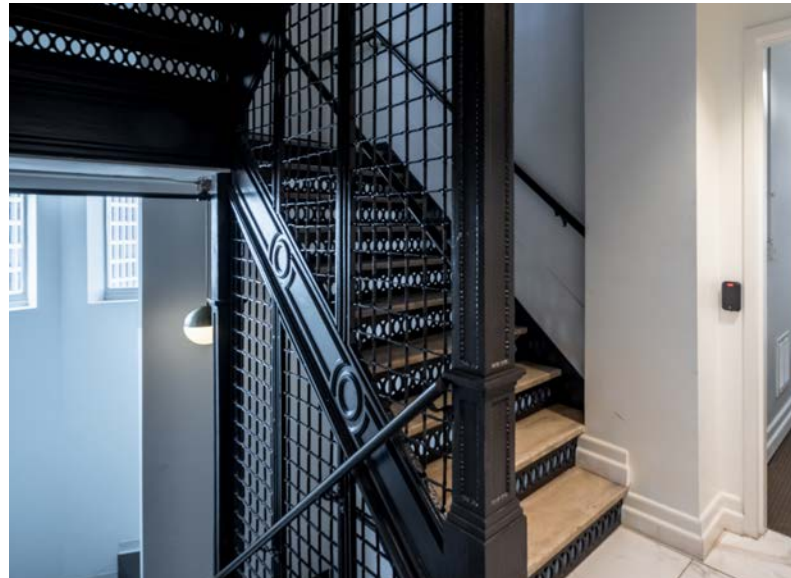
Fairlie-Poplar District

A historic neighborhood driving regional change and opportunity.



LATE 1800s

The district began to develop after much of Atlanta had been burned during the Civil War. While re-building, the materials used included brick, stone, cast iron, wood, and pressed metal – all expected to withstand a fire. The area was thus promoted as **Atlanta's New Modern Fireproof Business District**. Many buildings from this time period remain intact and portray historical and architectural significance.



BROAD STREET BOARDWALK



REVITALIZATION

In recent years many of the historic buildings in the district have been restored and converted into offices, restaurants, and other commercial spaces. The district is now a vibrant area that attracts both tourists and locals, with its lively street scene and numerous cultural attractions, including galleries, theaters, and music venues.

Broad Street located directly behind the Flatiron Building is a popular spot that reflects the culture of the revitalized area.

DEFINITION

The district is named after two streets that intersect within its boundaries: Fairlie Street and Poplar Street.



Location Highlights

97
WALK SCORE

81
TRANSIT SCORE

5
MARTA STATIONS
WITHIN 1 MILE

52+
RESTAURANTS
WITHIN .5 MILE

15+
HOTELS WITHIN
.5 MILE

4665+
BEDS DELIVERED SINCE
2016 WITHIN .5 MILE

DIVE INTO THE HEART OF DOWNTOWN

MERCEDES-BENZ STADIUM

STATE FARM ARENA

CENTENNIAL YARDS

SOUTH
DOWNTOWN

GEORGIA
STATE CAPITAL

FLATIRON
CITY

GEORGIA STATE
UNIVERSITY

MIDTOWN

BUCKHEAD

Downtown Atlanta Beginnings

Rising from the ashes to become the heartbeat of Atlanta.



1864



1905

Photo Credit: AJC files



1930s

Photo Credit: AJC files

1836 - 1864

1847 - The town of Atlanta got its final name and became an incorporated city, but its glory was cut short by the arrival of the Civil War.

1867 - General Sherman captured Atlanta and began his march to the sea, leaving a burned, barren, and bankrupt city in his trail.

1865 - 1920

1868 - Atlanta is named the state capital of Georgia

1890 - Less than 25 years after the Civil War, the convergence of four major rail lines fueled the rapid growth of Atlanta into an important hub for manufacturing and transportation.

1897 - The English American Loan & Trust Company moved to construct the Flatiron building - becoming the tallest building & first "Skyscraper" in Atlanta. This inspired continuous growth with many more historical Atlanta icons.

1920's - Prohibition arrived, and along with it came concrete viaducts over South Downtown's rail lines. This coincides with former street level businesses moving underground and becoming speakeasies.

1930 - 1980

1929-1941 - America's Great Depression hit causing major setbacks and halts on new developments.

1960 - In 1957, a \$10 million beautification project for Downtown launched and development began to pick back up. The style of the cityscape began to shift from classical masonry buildings to glassy modern high-rises

1970 - "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.

1990 - 2016

1990 - Atlanta's skyline was beginning to take shape by defining buildings such as the Coca-Cola Headquarters, Westin Peachtree Plaza, 191 Peachtree, and Georgia Pacific.

1996 - Atlanta hosts the Olympics to try and revitalize the "quiet" Downtown.

2016 - Newport begins investing in the revitalization of the historic South Downtown neighborhood.



Photo Credit: AJC files, Guy Hayes

1966



Photo Credit: AJC files

1990



1921

Downtown's Future

Atlanta Today and Whats to Come

Downtown Atlanta has a very promising future ahead of it and the rapid revitalization of the area has brought abundant amenities. The area will only continue to grow as an epicenter of tourism and history.

28,000+

downtown residents

65,000+

students in & near downtown

200,000+

daytime office workers downtown

15M

annual downtown attendance
(conventions, concerts, sporting events)

53M

annual downtown visitors

\$9 BILLION

in real estate investment U.C. or planned



SOUTH DOWNTOWN

In 2016 Newport began investing in the revitalization of Atlanta's Historic South Downtown Neighborhood by purchasing over 48 historic buildings and 4 acres of parking lots. The project has now traded hands to Atlanta Ventures. Two major projects, **Hotel Row** (right) and **222 Mitchell** (left) sit parallel to each other. The renovations promise a historic feel and will soon house a tech village, Class-A office space, and diverse shopping, dining and entertainment options.



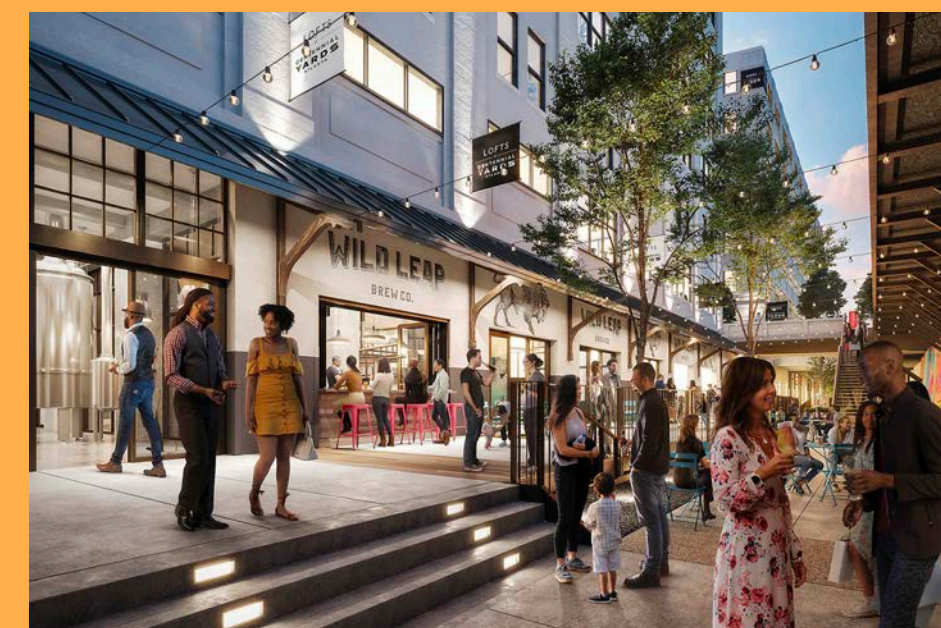
FAIRLIE POPLAR DISTRICT

At the epicenter of Atlanta's culture, tourism, and education, this district has become a hotspot for locals & visitors alike. Nearby **Georgia State University has 30,000+ students** who fill the streets with a bustling energy. Tourists come to the area due to its proximity to some of Atlanta's most popular destinations such as the Civil Rights Museum, College Football Hall of Fame, Aquarium, and World of Coke.



CENTENNIAL YARDS

The transformation of 50 acres of former rail yards and parking lots set in the shadow of two arenas. This is set to be the Southeast's largest sports-entertainment district. The project includes 4 MSF of residences and 4 MSF of retail, office, restaurant, and hotel are planned—the majority of which may be delivered in time for **Atlanta's 2026 World Cup matches.**





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