

ExperienceATL Walking Tour Notes

By ATLSherpa, 2.13.22

Introductions

- First name? Profession? Grew up where? How long in ATL? Next vacation?

Tour Overview

- My Mission: To help residents and visitors connect with Atlanta's past, present and future.
- Approved as an "AirBnB Experience" (ETA: March 2022)
- Four-part adventure...
 - ✓ Terminus: 60-minute (1 mile) walking tour of downtown ATL (history & architecture)
 - ✓ MARTA: 6-minute (2.5 miles) train ride to Inman Park (Georgia RR + historic sites)
 - ✓ Battle of Atlanta: 60-minute (1 mile) walking tour of Inman Park
 - ✓ Atlanta BeltLine: 90-minute (1.5 miles) food + beverage + history
- 3-4 miles at an easy pace in about four hours
- No bathrooms until we get to the first restaurant (2.5 hours)
- Goals: Have fun. Learn something new. Make some new friends. Eat & drink well.

Part I: Terminus

- Brief history of ATL
 - ✓ Georgia's capitol and most populous city
 - ✓ Georgia: #8 (pop) | #24 (land) in USA
 - ✓ 1732, Oglethorpe lands in Savannah
 - ✓ Province of Georgia: 13th British Colony
 - ✓ Fourth colony to ratify the U.S. Constitution on Jan 2, 1788
 - ✓ Native American Indians here since 1,000 A.D. (Mississippian, Creek & Cherokee)
 - ✓ Forceable removed in 1830s (Trail of Tears)
 - ✓ Standing Peachtree: Chattahoochee River + Peachtree Creek
 - ✓ 38th most populous city in USA (500,000)
 - ✓ Metro area = 6 million+
 - ✓ Seat of Fulton County
 - ✓ Cradle of the Civil Rights Movement (Birthplace of MLK, Jr)
 - ✓ Black Mecca + Gate City + Phoenix City + City too busy to hate + Silicon Valley of the SE + City in the Forest
 - ✓ Piedmont Plateau, foothills of the Appalachian Mtns (creeks, streams and rivers)
 - ✓ Busiest airport in the world 1998 - 2019 (43M px)
 - ✓ Delta: largest airline hub in world (1,000 flights per day to 225 destinations)
 - ✓ Corp HQ: Coca-Cola, Cox, Delta, Equifax, Home Depot, G-P, Invesco, NCR, Norfolk Southern, UPS
 - ✓ 57 colleges and universities (7th enrollment + 6th college graduates)
 - ✓ Georgia State, Georgia Tech, Emory, Agnes Scott, Moorehouse, Moorehouse SM, Spellman, CAU (HBCU)
 - ✓ Industries: Transportation & Logistics + Technology + Film & Music + Real Estate + Financial + Healthcare

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- Before it was Atlanta, it was called, "Terminus" and "Thrasherville"
 - ✓ RRs began in early 1800s
 - ✓ Port of Savannah (inland reach)
 - ✓ 1836, Western & Atlantic RR
 - ✓ 1837, Col. Stephen Harriman Long ("good for one tavern, a blacksmith shop, a grocery store, and nothing else")
 - ✓ 1842, six buildings and 30 residents and was renamed Marthasville
 - ✓ 1847, Renamed and incorporated as, "Atlanta"
 - ✓ 1860, 9,554 pop.
 - ✓ 1861 - 1865, American Civil War
 - ✓ Jan 1, 1863: Emancipation Proclamation (Lincoln)
 - ✓ July 22, 1864: Battle of Atlanta (Sherman vs. Hood)
 - ✓ Nov 15, 1864: Sherman order's burning of Atlanta

Points of Interest

- | | |
|--|--|
| <input type="checkbox"/> Peachtree Street (US19, SR141 & 9) 13 mi to I-285 | <input type="checkbox"/> State Farm Arena |
| <input type="checkbox"/> Candler Building | <input type="checkbox"/> Mercedes-Benz Stadium |
| <input type="checkbox"/> Georgia-Pacific Building (Lowes Grande) | <input type="checkbox"/> Thrasherville |
| <input type="checkbox"/> Ellis Hotel | <input type="checkbox"/> Birthplace of Coca-Cola |
| <input type="checkbox"/> Flatiron Building | <input type="checkbox"/> Five Points |
| <input type="checkbox"/> Fairlie-Poplar District | <input type="checkbox"/> Zero Mile Post |
| <input type="checkbox"/> Centennial Olympic Park | <input type="checkbox"/> Underground Atlanta |
| <input type="checkbox"/> CNN Center | |

Part II: MARTA

- Metropolitan Atlanta Rapid Transit Authority ("It's smarta to take MARTA")
- Heading EAST on the Blue Line (1979)
- Destination: Inman Park / Reynoldstown station (third stop)
- Follows the Historic Georgia Railroad (Augusta, 1833 now owned by CSX)
- Martin Luther King, Jr. NHP on left (north, Historic Fourth Ward)
- Historic Oakland Cemetery on right (south, Grant Park)
- Atlanta Bag & Cotton Mill on right (south, Cabbagetown)
- Atlanta Beltline Eastside Trail on left (south, Inman Park)

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Part III: Battle of Atlanta (separate hand-out)

Inman Park Historic District

- Atlanta's first streetcar "suburb" (1880s)
- 2.5 miles from downtown via Edgewood Ave
- Dev. By Joel Hurt (East Atlanta Land Co) – also dev. Druid Hills
- Named after his friend / biz assoc., Samuel M. Inman
- Home to city's wealthiest businesspeople (Asa Candler, Joel Hurt, Ernest Woodruff)

"High up above the city, where the purest breezes and the brightest sunshine drove away the germs of disease, and where nature had lavished her best gifts, the gentlemen who conceived the thought of Inman Park found the locality above all others which they desired. It was to be a place of homes, of pretty homes, green lawns, and desirable inhabitants. And all save those who would make desirable residents have been excluded. It's the prettiest, highest, healthiest, and most desirable locality I ever saw. Everybody is friendly and neighborly. ... And as far as accessibility it ranks second to no residence portion of the city. We have three car lines and frequent schedules." ~ AJC, 1896

- Architectural styles: Queen Anne, Colonial Revival, Shotgun, Bungalow, Arts & Crafts, Romanesque Revival, Prairie Style
- White Flight (1950s 60s) – referred to as "ghetto"
- Gentrification (1970s)
- Freeway battle (1960 – 1991)
- Atlanta Beltline (2012)

Points of Interest

- | | |
|---|----------------------------------|
| ✓ Railroad Cut | ✓ Hurt Mansion, 1904 (Joel Hurt) |
| ✓ Troup Hurt House | ✓ Springvale Park |
| ✓ DeGress Battery | ✓ Beath-Dickey House, 1890 |
| ✓ Freedom Park | ✓ Woodruff Cottage, 1912 |
| ✓ Inman Park Church, 1898 (Stone Mtn granite) | ✓ Woodruff Mansion, 1902 |
| ✓ Trolley Barn | ✓ Queens of Inman Park, 1890s |
| ✓ Redwood Trees | ✓ Delta Park |
| ✓ Callan Castle, 1902 (Asa Candler) | ✓ Sugar Magnolia B&B, 1892 |

Part IV: Atlanta Beltline

- "Belt line" dates back to late 1800s
- Lined by industrial sites
- Short-haul RR replaced by trucking in early to mid-1900s
- Largely abandoned by 1970s
- 1999, Master thesis by Ryan Gravel
- 2005, Redevelopment plan adopted by City of Atlanta
- Vision: 22 miles of transit, 33 miles of trails, arboretum, art, economic development
- Connectivity
- Real estate boom (commercial and residential)
- "Lots to do in ATL" = Lots of places to eat and drink! Beltline is ground-zero!

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Asa Candler

Asa Griggs Candler (December 30, 1851 – March 12, 1929) was an American business tycoon and politician who in 1888 purchased the Coca-Cola recipe for \$238.98 from chemist John Stith Pemberton in Atlanta, Georgia. Candler founded The Coca-Cola Company in 1892 and developed it as a major company.

Prominent among civic leaders of Atlanta, Candler was elected and served as the 41st Mayor of the city, from 1916 to 1919. Candler Field, the site of the present-day Hartsfield-Jackson Atlanta International Airport, was named after him, as is Candler Park in Atlanta. As head of Coca-Cola, he built the Candler Building in Atlanta, as well as one in Kansas City (which became known as the Western Auto Building), a Candler Building in New York City, and one in what is now known as the Inner Harbor area of Baltimore, MD.

Joel Hurt

Joel Hurt (1850–1926) was an American businessman. He was the president of Trust Company of Georgia, and a developer in Atlanta. He was one of the many founders of SunTrust Bank. He began his career in the railroad business, surveying first in the western United States the rail bed that became the Atchison, Topeka and Santa Fe. He also surveyed a small spur off the Richmond and Danville line to Athens, Georgia.

In 1875, Hurt moved to Atlanta, where he organized the Atlanta Building and Loan Association, which he ran for thirty-two years. He also co-founded the Trust Company of Georgia—now part of SunTrust—and, starting in 1895, was its president for nine years. In 1882, he organized the East Atlanta Land Company, where he designed and developed Inman Park, a residential area connected to the city center by his Atlanta and Edgewood Street Railway Company, which opened along Edgewood Avenue in 1886. It was Atlanta's first electric streetcar line, and it was the first profitable electric line in America. In 1880, he filed what would be US 365258 for an interesting thermal water valve. Then in 1887, he filed No. 374,188 for a new style of valve cock for faucets handling water under pressure.

To anchor the downtown end of his streetcar line, he built Atlanta's first skyscraper, the Equitable Building, which in 1893 became the home of the two-year-old Trust Company. His next land deal was to be Druid Hills, for which he hired the Olmsted Brothers to design a linear park along Ponce de Leon Avenue, but he sold the enterprise to Asa Candler for half a million dollars in 1908. He also built Atlanta's first fireproof theater, the Atlanta Theater (also on Edgewood), and his masterpiece, the Hurt Building (which still stands).

Ernest Woodruff

With his brother-in-law Joel Hurt, Woodruff founded the Atlanta and Edgewood Street Railroad, which ran its first electric trolleys on April 22, 1889. Woodruff followed Hurt as president of the Trust Company in 1904; he held this post for 18 years before becoming chairman of the board. Woodruff's greatest skill was in re-organizing existing companies to improve value by increased scale:

- ✓ In 1903 he combined three small ice and coal companies into the Atlanta Ice and Coal Company, which went on to become Americold.
- ✓ In 1910, with the help of the Trust Company, he organized ice and coal companies from Virginia and throughout the Carolinas into Atlantic Ice and Coal. With high costs of home and office deliveries, none of these companies were able to make much money on their own, but combined they made handsome returns to shareholders.
- ✓ Woodruff then restructured the Atlantic Steel factory (current site of Atlantic Station) and installed Thomas Glenn to get it out of debt. The restructuring of Atlantic Steel would set the table for the biggest move of Woodruff's career: the takeover of The Coca-Cola Company in 1919, which he negotiated with Asa Griggs Candler.
- ✓ Ernest Woodruff's sons, Robert W. Woodruff and George W. Woodruff, would run Coca-Cola for many years, leaving Asa Candler's son Howard Candler rather out of the picture.