

CASE STUDY - DOWNTOWN REVITALIZATION

Fairlie-Poplar is a 23-block historic district in downtown Atlanta. Haddow & Company was retained by the **Fairlie-Poplar Task Force** created by Mayor Maynard Jackson to prepare a revitalization plan. The study was conducted in three phases: 1) area familiarization; 2) conceptualization and testing; 3) plan and implementation. The goal was to formulate a strategy to reverse Fairlie-Poplar's downward spiral and to create a foundation for positive change.



An essential component of the revitalization plan was to convince the College of Music at Georgia State University to acquire the vacant Rialto Theatre and convert it to a performing arts center. The University made this commitment and has dramatically expanded its presence in Fairlie-Poplar since then, including the construction of a state-of-the-art classroom facility across the street from the Rialto. Today, Fairlie-Poplar is vibrant and a positive influence in downtown Atlanta's renewal efforts.

