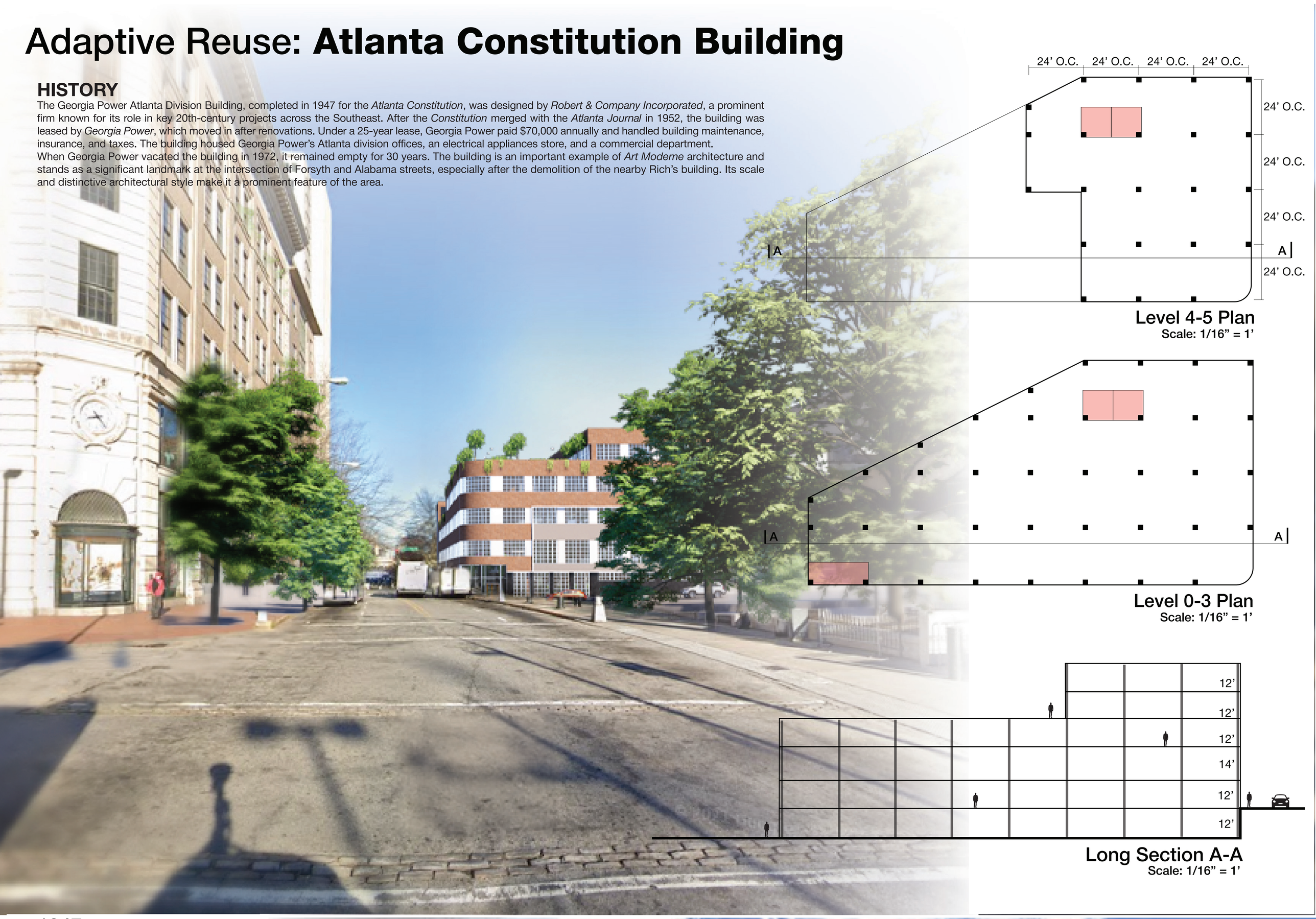
Adaptive Reuse: **Atlanta Constitution Building**

HISTORY

The Georgia Power Atlanta Division Building, completed in 1947 for the *Atlanta Constitution*, was designed by *Robert & Company Incorporated*, a prominent firm known for its role in key 20th-century projects across the Southeast. After the *Constitution* merged with the *Atlanta Journal* in 1952, the building was leased by *Georgia Power*, which moved in after renovations. Under a 25-year lease, Georgia Power paid $70,000 annually and handled building maintenance, insurance, and taxes. The building housed Georgia Power's Atlanta division offices, an electrical appliances store, and a commercial department.

When Georgia Power vacated the building in 1972, it remained empty for 30 years. The building is an important example of *Art Moderne* architecture and stands as a significant landmark at the intersection of Forsyth and Alabama streets, especially after the demolition of the nearby Rich's building. Its scale and distinctive architectural style make it a prominent feature of the area.

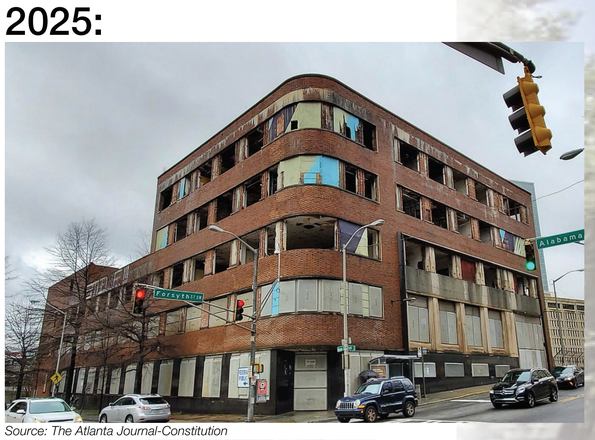


1947:

Source: Arts ATL

Source: The Atlanta Journal-Constitution

2025:



Source: The Atlanta Journal-Constitution

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Proposal: **Strata**