Local's Guide: The Underground Atlanta You Need to Discover

For decades, Underground Atlanta was the punchline every local knew by heart: a relic of the 1989 mall era, a place your parents dragged you to during the '96 Olympics, a cavernous stretch of shuttered storefronts that felt more like a time capsule than a destination. If you live in Atlanta, you've probably driven past the signs a hundred times without giving them a second thought. That's the old story. The Underground you need to discover in 2025 and beyond is a different animal entirely—messier, more creative, more Atlanta than it has been in a generation.

A City Beneath the Streets (and Why It Exists)

The story starts long before the neon and the nightclubs. In the 1920s, Atlanta raised its streets on a series of concrete viaducts to bypass the railroad tracks that had made the area a gridlocked bottleneck. The original 19th-century storefronts—brick facades, stone arches, cobblestones—were simply sealed underneath. Merchants moved their main entrances to the new upper level, and the lower level sat dormant for decades.

It wasn't until 1969 that developers cracked open the subterranean layer and turned it into an entertainment district of jazz clubs and speakeasies. That first incarnation flamed out by 1982. Then came the $142 million festival marketplace of 1989, which briefly made Underground the heart of the city during the Olympics before sliding into a long, slow decline. By the 2010s, the mall had closed, and most locals had written the whole four-block area off.

The turning point came when Lalani Ventures purchased the 400,000-square-foot property in 2020 and decided not to chase the old mall model. Instead, they leaned into what was already happening organically: artists, musicians, and independent operators who had started treating the abandoned spaces as a playground. The result is what you see today—not a polished shopping center, but a living, breathing cultural district with rough edges and real personality.

The Underground Locals Actually Go To

If you're looking for the tourist version of Underground—the souvenir shops and chain restaurants of memory—you can skip this part. The Underground worth your time lives on **Lower Alabama Street**, and it's best experienced after dark or on a First Friday.

Artist Row is the soul of the new Underground. A cluster of storefronts-turned-galleries—Innerspace, Emmcdee Gallery, Itch, and the performance space No Tomorrow—has become a genuine hub for the city's visual and experimental art scene. On **First Fridays**, the whole stretch opens up for free performances, exhibitions, and open studios. It's the kind of thing that doesn't feel curated by a marketing team; it feels like Atlanta creatives finally found a room big enough to make a mess in.

MJQ Concourse is the other anchor. The legendary dance club—named after the Modern Jazz Quartet and beloved for decades in its unmarked Ponce de Leon basement—moved into Underground in January 2025, taking over the old Dante's Down the Hatch space. The new room is pure sci-fi excess: a spaceship docking bay, neon clouds, a crocodile head hidden as an Easter egg for old heads who remember the pirate-ship restaurant that used to occupy the spot. The drinks are still affordable, the slushies are boozy, and the "Locals Only" night is exactly what it sounds like. If you want the Underground that Atlantans actually claim, this is it.

Music runs deep here beyond MJQ. **The Masquerade**—the 35-year-old four-stage institution with rooms named Heaven, Hell, Purgatory, and Altar—sits in Kenny's Alley and remains a rite of passage for anyone who came of age in the local scene. And **Ravine at Underground**, a 181,000-square-foot live music complex with a 6,000-capacity stage and a 2,500-capacity room, opened in late 2025, cementing the district's claim as one of Georgia's largest nightlife and performance hubs.

Where to Eat (and What to Order)

The food story is still catching up to the nightlife, but the gap is closing fast. **Dolo's Pizza Co.** is the current cult favorite—a New York-style slice shop with a Caribbean soul, topped with things like jerk chicken, plantains, callaloo, and honey. It started as a food cart, graduated to a permanent spot on Lower Alabama, and is now set to anchor the forthcoming **six-stall food hall** under construction on Upper Alabama Street. That food hall, carved out of the old Foot Locker space at Alabama and Pryor, is designed as an incubator for local restaurant startups, with letters of intent already signed with four local operators.

For something sit-down and scene-y, **Utopia Restaurant & Lounge** brings Latin fusion and https://go.bubbl.us/f53741/ebf8?/Bookmarks a weekly **Space Age Thursdays** party—free admission, live DJ, curated cocktails, and a full dinner menu running late into the night. And if you're wandering Upper Alabama during the day, the **Underground Atlanta Farmers Market** operates on Saturdays, bringing Georgia growers and local vendors into the heart of downtown.

The Shopping Isn't What It Used to Be—It's Better

The old Underground shopping experience was about as thrilling as a dead mall. The new one is built around local voices. **Hommewrk**, the apparel boutique opened by Atlanta rapper Trinidad James in early 2025, has become the district's unlikely community living room—part streetwear shop, part artist hangout, part weekly meetup spot called "Reflection Sundayz" where creatives trade ideas. James himself used to work at a sneaker store in the same Underground space years ago, which gives the whole operation a full-circle, only-in-Atlanta feeling.

Foster, a goods shop and event space from local illustrator and muralist George F. Baker III, is another sign of the district's direction—artist-made accessories, clothing, and home goods in a room explicitly designed as "an art playground" for the city to create and connect. This is what the Underground needed all along: stores that feel like they could only exist here.



The Local's Playbook: Parking, Timing, and Getting There

Getting there is easiest on MARTA. Underground Atlanta sits directly on top of the Five Points station, which means you can skip the parking headache entirely. If you must drive—and for late-night music, you probably will — **park in the Underground deck at 77 Martin Luther King Jr. Drive SW** or the **75 M.L.K. Jr. Dr. SW garage** and walk over. Street parking around the district is limited, metered, and actively enforced into the evening, so don't gamble on it. Be warned: event-night parking rates can spike, and some locals swear by parking at the Masquerade for a few dollars and walking over if they're already seeing a show there.

Timing matters. The district's daytime personality is quieter—good for the farmers market, a coffee stroll, or a look at the historic facades—but the real energy arrives on First Fridays, weekend nights, and during major arena events at nearby State Farm Arena or Mercedes-Benz Stadium. Security is present throughout the day and night, and the area is generally well-monitored, but as with any nightlife district in any city, keep your wits about you after 1 a.m. and stick to the well-lit, well-trafficked stretches.

The World Cup Is Coming—and the Underground Is Getting Ready

If you want to understand why Underground suddenly feels like it has a future again, look at the calendar. Atlanta is a host city for the **2026 FIFA World Cup**, and Mercedes-Benz Stadium is less than a mile away. Lalani Ventures and the city have been rebuilding the district's infrastructure with that influx in mind: **Upper Alabama Street has been converted into a pedestrian-only corridor**, with improved lighting, wider walkways, food-truck-ready spaces, and a streetscape designed to guide international visitors who have never set foot in downtown Atlanta.

The vision is bigger than the tournament, of course. Plans call for a **325,000-square-foot retail development anchored by a grocery store**, office space, and eventually residential units. Some of that has been slowed by construction costs and capital markets, and the developer has publicly shifted focus toward leasing up existing space before breaking ground on every phase. But the direction is clear: Underground is no longer a mall waiting to be saved. It's a neighborhood being assembled in real time.

The Underground You Need to Discover

The old Underground was a place you went once because someone told you it was an Atlanta institution. The new Underground is a place you go because something is actually happening—a warehouse show at the Masquerade, a gallery opening on Artist Row, a late slice at Dolo's after MJQ lets out, a First Friday where the city's creative class takes over a stretch of street that was written off for years.

It's not finished. It's not polished. It's not trying to be Buckhead or Midtown or the BeltLine. That's the point. The Underground Atlanta worth discovering is the one that finally stopped pretending to be something else and started acting like the strange, scrappy, deeply local thing it always could have been.