

BIG LAW FIRM ENDORSES DOWNTOWN

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A major Atlanta law firm is renewing its commitment to stay downtown, bucking a recent trend of several law firms moving to Midtown.

Rogers & Hardin, which has been downtown since its founding 29 years ago, completed an analysis of where the firm should be located.

"Downtown was the best alternative from the point of view of transit, access and convenience for our employees," said Jack Hardin, a founding partner.

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So the firm decided to not only stay in its existing space at Peachtree Center but also to expand and enter into a long-term lease.

A.J. Robinson, president of Central Atlanta Progress, welcomed the news. "This bodes well for the future," Robinson said. "I think there will be other law firms that will choose to remain downtown. And we also believe other law firms from other areas will be moving downtown."

Downtown has lost several key law firms. King & Spalding will be moving to a new building at 14th and Peachtree streets, and Powell, Goldstein, Frazer & Murphy moved to One Atlantic Center, also in Midtown.

"I think there are a lot of positive things happening downtown, but nothing stays great unless people keep working at it," Hardin said. "For me, downtown is the most enjoyable place to be. And if you're happy with your landlord and your space and the price is right, it's best to stay where you are."