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# Hotel Phoenix poised to debut as Centennial Yards' first completed hospitality project

By **Dennis Nessler** Dec 9, 2025 8:00am





Marking a milestone for Downtown Atlanta's urban revitalization effort, Hotel Phoenix is set to open within the Centennial Yards district.

The 292-key luxury property—including 15 suites and a penthouse—is the latest addition to the Preferred Hotels & Resorts L.V.X. collection and will be operated by CIM Group. With a modern industrial aesthetic accented by rich earth tones, Hotel Phoenix looks to reflect the evolution of Atlanta's urban core while offering amenities tailored to both business and leisure travelers.

"Hotel Phoenix was designed to make every guest feel the spirit of Atlanta the moment they arrive," Gary Schweikert, managing director, hospitality, CIM Group, said in a statement. "From its warm, contemporary interiors to its vibrant dining and social spaces, the property embraces the city's creative energy and sense of welcome."

The 18-story hotel is one of the first completed components of Centennial Yards, a multibillion-dollar redevelopment. "The opening of Hotel Phoenix is a pivotal moment for Centennial Yards and for Downtown Atlanta," said Brian McGowan, president, Centennial Yards Company. "It underscores our commitment to creating a vibrant, inclusive district and represents the economic reawakening of the city center."

Guestrooms have bespoke furnishings in earth-tone palettes complemented by 10-foot floor-to-ceiling windows with views of Mercedes-Benz Stadium and the local district. Select rooms and suites offer private terraces. Bellino robes, luxury linens and Byredo bath amenities are designed to provide a residential-style experience.

The Georgia property includes a 1,828-square-foot fitness center while its resort-style terrace lounge, Bless Your Heart, outdoor pool and event lawn will debut in spring 2026. With more than 15,000 square feet of indoor and outdoor meeting space—including an 8,214-square-foot ballroom—Hotel Phoenix will target corporate groups, weddings and citywide-driven demand.

Zephyr, the property's signature dining venue, draws inspiration from the exuberance of the Jazz Age, combining French influences with soulful Southern flavors. Zephyr will serve breakfast, lunch, dinner and weekend brunch. Adjacent Bar Z provides an all-day social venue for guests and locals ranging from morning coffee and pastries to pre- and post-event cocktails.

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The hotel's architecture nods to the site's historic rail infrastructure, blending an autumnal palette with art nouveau-inspired tilework, marble and glass lighting. A large-scale installation by Dutch artist Peter Gentenaar—suspended over the lobby's grand staircase—serves as a dramatic focal point. Curated by Matthew Whitaker, the hotel's art program features works from more than 20 Atlanta-based and national artists.