

Food & Lifestyle

Switchman Hall food hall in Peoplestown lands two new restaurants

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Image: Everyday People Caffeine and Cocktails

The "peoples espresso martini" from Everyday People Caffeine and Cocktails.
EVERYDAY PEOPLE CAFFEINE AND COCKTAILS



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Feb 29, 2024

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Carl Northrop spent years in the corporate world, including work on Wall Street and at Mercedes-Benz USA.

Then he struck out on his own with an Atlanta coffee shop. Now, he's expanding his hospitality business.

Northrop, owner of [Black Coffee ATL](#), will open two ventures at [Switchman Hall](#), a [food hall set to anchor the forthcoming Terminal South](#) development in Atlanta's Peoplestown neighborhood. He plans to debut [Everyday People Caffeine and Cocktails](#) and [Saint Jawns](#) later this year, Terminal South developer [Stafford Properties](#) announced.

ATLANTA BUSINESS CHRONICLE

Plans for Everyday People include a walk-up window along Ridge Avenue. Northrop says the cafe and cocktail bar will open early and close late. There will be extensive menus of coffee and cocktails, as well as grab-and-go breakfast and lunch items and late-night eats. Menu highlights include the "everyday I'm matcha'n'" (ceremonial green tea matcha, oat milk and cinnamon vanilla simple syrup) and the "peoples espresso martini" (vanilla bean simple syrup, coffee beans and vodka).

Atlanta-based Portrait Coffee will supply beans for the caffeinated drinks, and Everyday People will pour spirits from minority-owned companies as often as possible, per the announcement.

Saint Jawns will be a sandwich shop geared toward the flavors of New Orleans and Philadelphia, according to the announcement. The menu will pay homage to Northrup's late mother, Stacy, who worked with the restaurateur on the Saint Jawns concept before she died in December.

Diners can expect sandwiches such as the "Italian jawn" (salami, hot ham capicola, red onion, shaved lettuce, sliced tomato, olive oil, red wine vinegar and oregano on a hoagie roll) and the "rich boy" (crispy, breaded shrimp and oysters; blue claw crab meat; Maine lobster; drawn Cajun butter; and Creole coleslaw on a toasted amoroso roll).



Rendering of Switchman Hall, a food hall that is planned as part of the Terminal South development.

COURTESY OF TERMINAL SOUTH

To date, 95% of the tenants at Switchman Hall are minority owned.

Melissa Ahrendt, executive director of real estate for Stafford Properties, praised Northrup beyond his abilities as a restaurateur. Northrup fits into Stafford's mission of being an equitable landlord.

“One of the many things that we fell in love with about Carl is his passion for partnering with minority-owned businesses,” Ahrendt said.

Ahrendt previously told Atlanta Business Chronicle Stafford Properties is setting up a scholarship fund for Peopletown residents. All Switchman Hall tenants will contribute at least \$500 per year, and Stafford will match contributions.

Everyday People and Saint Jawns join previously announced food stalls in Switchman Hall, including four from restaurateurs [Christian Lee](#), [Alex Parajuli](#) and [Made Yata](#) and a full-service restaurant called [Pur Zen Mimosa Wine Bar](#) that will operate in a space next to the food hall.

Initial plans for Switchman Hall included room for 12 food stalls. Stafford Properties has since expanded it to include 18 stalls, according to marketing materials for the project.

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