



# SCAD IVY HALL

**179 PONCE DE LEON AVE. NE  
ATLANTA**

[venues@scad.edu](mailto:venues@scad.edu)

## HISTORY OF SCAD IVY HALL

Glamorous Ivy Hall was designed by noted architect Gottfried L. Norrman in 1883. Formerly the Peters House, Ivy Hall was home to the Peters family, one of Atlanta's founding families, for nearly 100 years. Patriarch Richard Peters moved to Atlanta from Philadelphia in 1846 as an engineer and surveyor for the Georgia Railroad company. Recognizing the importance of Atlanta as a transportation hub, he purchased 400 acres of land. His son, Edward, inherited his father's estate and built what he anointed Ivy Hill. Now called SCAD Ivy Hall, the Peters House is the best and earliest surviving example of residential architecture from Atlanta's post-Civil War era. The well-preserved two-and-a-half-story red brick mansion is a fine representation of high Victorian architecture, featuring both Queen Anne and Shingle Style elements.

The house survived the Great Atlanta Fire of 1917 and a second fire in 2000. In 2007, SCAD acquired and extensively rehabilitated the building, which reopened in fall 2008. The university's meticulous restoration received numerous national awards and was featured in the five-part documentary series *The Art of Restoration*, produced by Public Broadcasting Atlanta.

This beautiful location, conveniently sited in Midtown Atlanta, is available to rent for special occasions or corporate events throughout the year. For more details, contact [venues@scad.edu](mailto:venues@scad.edu).



## WHAT MAKES SCAD IVY HALL UNIQUE

- Built in 1883
- Queen Anne style architecture
- Generous square footage
- Home – 4,700 sq. ft. | Garden – 1,800 sq. ft.
- Curated with a selection of works from the SCAD Permanent Collection
- Comfortable, spacious breakout rooms (6)
- Private ceremony garden

## ADDITIONAL FEES

- Photography session \$300 per hour  
One-hour minimum; must be scheduled in advance
- Additional event time \$500 per hour  
Must be scheduled in advance
- Additional set-up time \$250 per hour  
Must be scheduled in advance
- Event overtime \$1,000 per hour
- Parking lot rental (optional) \$450 per hour  
Subject to availability
- Additional security guard \$150

## CAPACITY

- **First floor** 100 cocktail reception | 40 seated
- **Second floor** 100 cocktail reception | 100 seated
- **Garden** 140 ceremony | 120 cocktail reception | 70 seated
- **Total** 200

## AMENITIES

- Handicap accessible
- Catering kitchen
- “Getting-Ready” Suite/VIP Green room
- Off-street parking
- Security guard
- Indoor/outdoor electrical outlets

## VENUE RENTAL RATES

- **Sunday** 4-hour event \$3,500 | 2-hour event \$3,000
- **Monday-Thursday** 4-hour event \$2,500  
2-hour event \$2,000
- **Friday** 4-hour event \$3,500 | 2-hour event \$3,000
- **Saturday** 4-hour event \$4,500

Ask about off-season pricing in January, February, July, and August.



## RENTAL PAYMENT SCHEDULE

In order to secure a date on the SCAD Ivy Hall event calendar, a signed contract, refundable Damage and Cleaning Deposit, and Non-Refundable Deposit must be received within 10 days from the origination date of the contract. The remaining balance for all fees and services is due 60 days prior to the event date.

Non-Refundable Deposit – 50% of venue rental rate

Damage and Cleaning Deposit (refundable) – \$500

## FORMS OF PAYMENT

Both the Non-Refundable Deposit and Damage and Cleaning Deposit must be made by check, cashier's check, or money order. All other payments can be made by credit card. Contact your venue manager to pay by credit card.

## CANCELATION POLICY

All cancellations must be submitted in writing. If the cancellation is more than 180 days from the scheduled event date, all fees less the Non-Refundable Deposit will be returned. For cancellations less than 180 days from the scheduled event date, no fees less the Damage and Cleaning Deposit will be refunded.

## WHAT'S INCLUDED?

All rentals include three hours of setup time prior to the event and one hour of cleanup time after the event. All cleanup, breakdown, and load out must be completed one hour after the

event concludes. Rental includes: one on-site SCAD contact, one security guard, and use of the venue parking. Additional parking is available. Ask your venue manager for more details.

All wedding events include a complimentary one-hour photo session with your photographer, which can be scheduled on a separate day prior to your event. All wedding events that include a ceremony will receive a complimentary one-hour ceremony rehearsal on the day prior to your event, which is based on the event schedule for that day. Both the complimentary photography session and the complimentary ceremony rehearsal time **must** be scheduled in advance and are subject to availability of the venue and staff.

### Special event Insurance – highly recommended

We highly recommend each client purchase special event Insurance from a reputable company to ensure against unforeseen circumstances such as weather, pandemic, business closings, and government mandates, among others. SCAD assumes no legal or financial responsibility for these losses.

### Professional wedding and event planner or day-of coordinator – required

We have found that the presence of a professional planner results in a seamless event. Your planning professional must be licensed and insured. We are happy to recommend some exceptional companies that will help take the stress out of planning your event.

Your event/wedding planner will need to submit the final event timeline, floor plan, vendor list, and "Run of Show" 14 days prior to the event date.

## VENDORS

We encourage the engagement of vendors from our curated list of preferred partners. If you would like to use a vendor not included on our list, prior approval by SCAD is required. Each vendor will be required to sign an Indemnification Agreement, provide Certificate of Insurance, and attend a site visit of the venue.

## ALCOHOL

We are in the process of obtaining a liquor license. Inquire with the venue manager if you can bring your own alcohol or if you should plan to purchase the alcohol through SCAD Ivy Hall. If you are bringing your own alcohol, bartenders should be contracted through the caterer and must be certified.

Service of alcohol must conclude 15 minutes prior to the end time of the event. Shots and keg beer are prohibited. During the event, all Georgia liquor laws apply without exception. No one under the age of 21 is permitted to consume alcohol on the SCAD Ivy Hall premises or grounds. No self-serve bar service is permitted. The client assumes responsibility of all guests during the contracted rental period.

## WHAT ELSE DO I NEED TO KNOW?

### Décor and flowers

- All candles must be contained in a vessel (i.e. glass chimney, pillar, votive, lantern, etc.). Candles may not be placed within one foot of any artwork including sculptures.
- Any décor that will leave a permanent mark or damage any part of the facility is strictly prohibited. Additionally, the use of the following items is also prohibited: silly string, throwing rice, birdseed, confetti, glitter, smoke, haze or fog machines, any live animals or insects, aerosol cans, lacquer, paint, and glue guns.
- Nothing may be placed on any artwork including vitrines and sculptures, and no object on display may be moved without prior approval from the venue manager.

- All décor, flowers, lighting, signs, or banners must be removed within one hour of the end time of the event. SCAD does not provide trash receptacles for the disposal of any décor items.

- Sparklers and bubbles may be used in the outside areas only and must be at least 15 feet from the SCAD building. Failure to remove all sparklers debris will be subject to an additional cleaning fee.

### Tents

If any portion of your event is planned for outside on the SCAD Ivy Hall grounds, we highly recommend including a provisional tent as a "rain plan" for your event.

### Entertainment

All entertainment must be approved by your venue manager. In accordance with local noise ordinances, all events must conclude by 11 p.m.

### Security

One security guard is included in the venue rental. Depending on the nature and complexity of the event, additional security personnel may be required and additional fees may apply.

### Parking

There is some on-site parking available. There is also fee-based space for additional parking available in parking lots adjacent to the venue. Street parking is available. Nearby parking garages are also available for fees listed at entrance. Depending on the nature and size of your event, valet parking or guest shuttles may be the most effective option.

### Pets

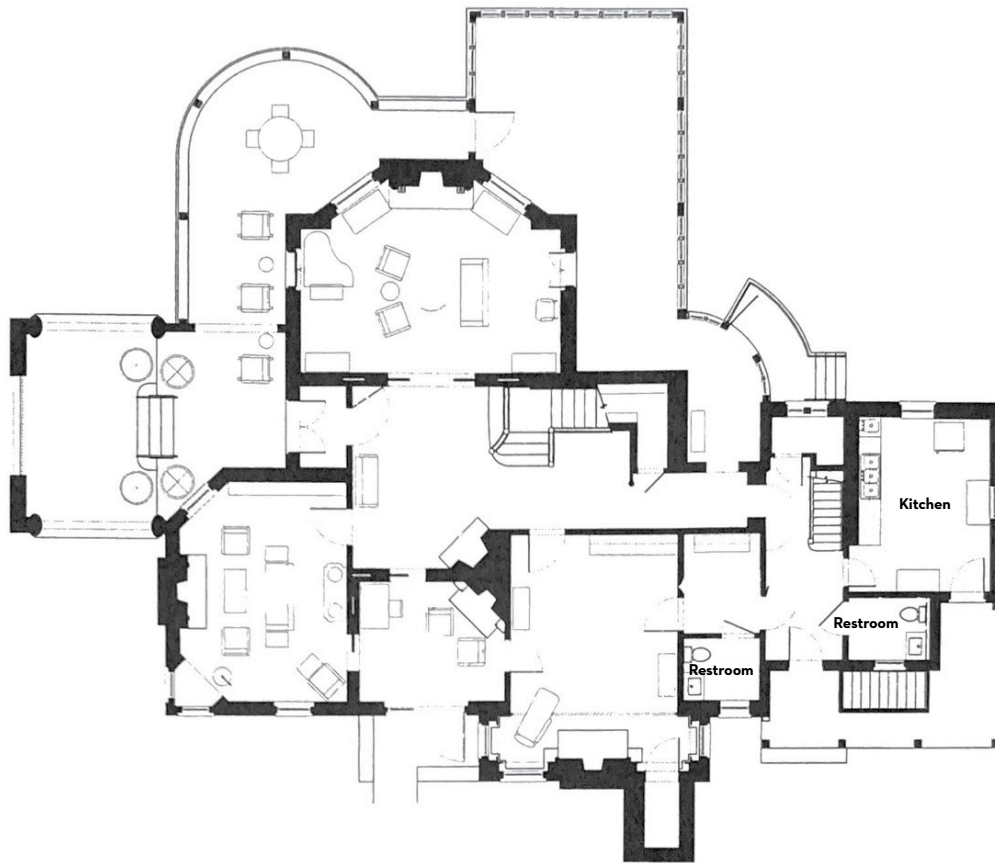
Except for certified support animals, animals are not permitted in the SCAD buildings at any time.

### Preferred vendors

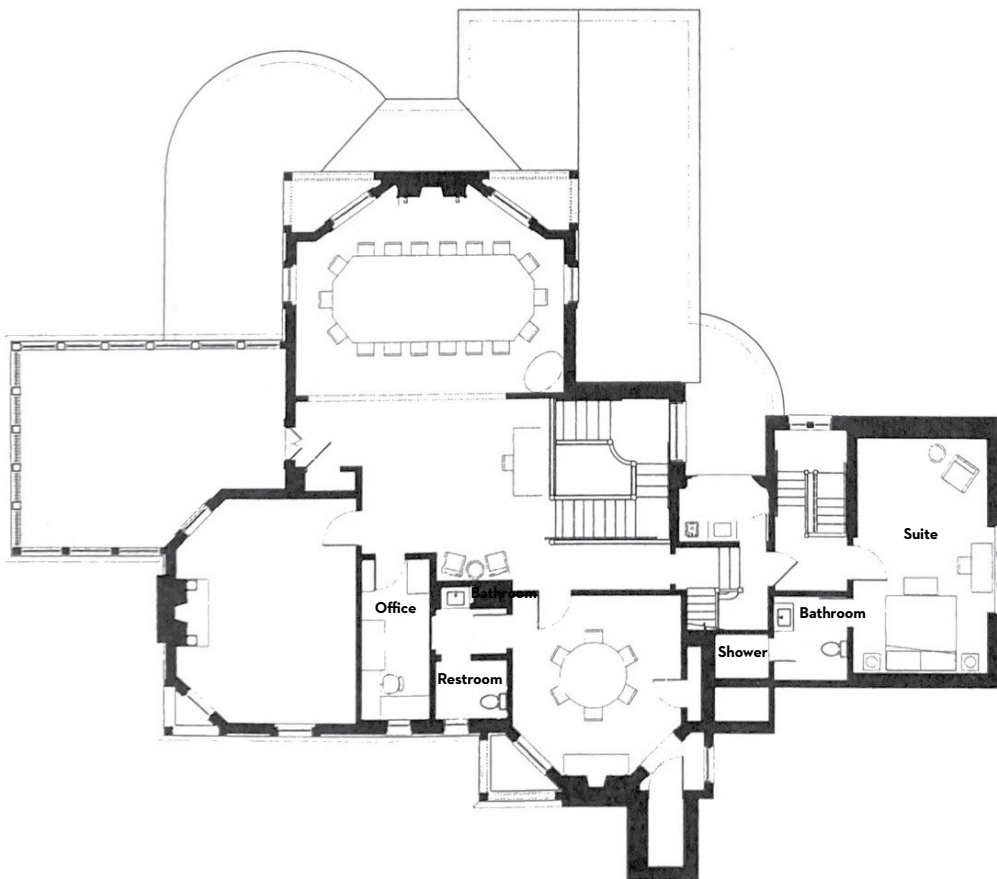
For a list of SCAD Ivy Hall preferred vendors, contact your venue manager.



179 Ponce de Leon Ave. NE  
Atlanta, Ga. 30308



FIRST-FLOOR PLAN



SECOND-FLOOR PLAN