



Atlanta INTown

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Magnificent Midtown

Condos and retail spur continued growth along Peachtree

By Carly Felton

Despite the recent influx of condominiums and townhomes into Atlanta's oversaturated housing market, the city continues to be flooded with new communities, each one bigger and more luxurious than the next. The most popular area, as of late, seems to be Midtown.

With the creation of the Midtown Alliance and the idea of the Midtown Mile, which strives to bring retailers together to create a walkable shopping district, many new housing developments are opening on or near Midtown's Peachtree Street.

"Even though there's an economic slow-down right now, the groundwork is already there, so when the economy recovers, Midtown will continue to become even better," said Randal Lautzenheiser, associate broker for Atlanta Intown Real Estate.

"It's great to have these new condos, because eventually they'll bring in customers [to the restaurants and retail stores], and it really will be a pedestrian-friendly, walkable community with shops and restaurants," he said.

One of the key components to the Midtown Mile, **Viewpoint** (www.viewpoint-midtown.com) is a one- and two-bedroom condominium tower that's already 50 percent sold. Sitting on almost two acres of land, Viewpoint, located on Peachtree Street between 6th and 7th streets, caters to 25- to 45-year-olds who want a Manhattan-type lifestyle in Atlanta, said developer Conor McNally.

The condos, priced from the \$200,000



Luxe, at the corner of 12th Street and Piedmont Avenue, is a 22-story luxury condo building with views of the city skyline and Piedmont Park.

COURTESY LUXE

to the \$400,000s, sit atop 30,000 square feet of retail and restaurant space. The building features a club-quality fitness center, 24-hour concierge services, resort-style swimming pool and garden decks, as well as floor-to-ceiling windows, stainless-steel appliances and expansive balconies. The homes are pre-wired for surround sound and HALO (Home Automation Lifestyle Organization) and feature up-to-date technology like iPod docking stations.

Another anchor of the Midtown Mile, **1010 Midtown** (www.1010midtown.com), the first phase of the 12th and Midtown mixed-use development, is opening in fall 2008 for residences and spring 2009 for restaurants that will be at the foot of the building.

With an unusual architectural design that mimics the curve of the street and provides street views from all units, 1010 Midtown offers the first-time homebuyer and the empty-nester everything they'd

need at their fingertips: easy access to MARTA, Piedmont Park, shops, restaurants, swimming pool, cabanas, manicured gardens and more. The one- to three-bedroom units, priced from the \$220s to \$1.5 million, "afford people the prime, Intown lifestyle," said Jason Winburn, vice president of sales and marketing for 1010 Midtown.

Nearby, on the corner of 12th Street and Piedmont Avenue, **Luxe** (www.luxemidtown.com), a 22-story luxury condominium development, overlooks Piedmont Park. With 117 condos (one-bedrooms from \$249,000; two-bedrooms from \$389,000), five penthouses (from \$1.49 million) and 5,000 square feet for street-level retail shops, Luxe is an intimate, boutique, pet-friendly building with an impressive amenity package. Boasting an average of only eight units on each floor, Luxe is a place where doormen will know the residents by name.

Luxe features a summer kitchen outside

on the pool deck, spa treatment room, resident guest suite, area for walking pets on the sixth floor and steam room, as well as hardwood floors, private balconies, granite countertops and custom cabinetry in the units.

"The amazing views of Lake Clara Meer will take your breath away," Winburn said.

Also overlooking the park, **Park and 12th** (www.parkand12th.com) is a smaller community comprising only 30 homes. Features include controlled-access parking, a private courtyard, WiFi throughout the building, a fitness room and keyless building access.

The spacious homes made in unusual, curved designs will come with the Bosch appliance package, granite countertops, designer cabinetry, wide-plank hardwood floors, frameless glass showers, a floor-to-ceiling wall of windows and nine-foot ceilings. The sales gallery is set to open this fall.

Another small complex in Midtown, **Skyhill** (www.allensnowrealty.com) features 12 LEED-certified (Leadership in Energy and Environmental Design) townhomes at the corner of Bonaventure and North Avenue. Starting at the \$700s, the three-level homes on the proposed BeltLine offer views of the Atlanta skyline.

Located one block from Ponce de Leon Avenue, Skyhill is in walking distance of plenty of shopping, dining and entertainment. The modern homes have a front patio and drive-under garages, as well as Frigidaire and Kitchen Aid appliances.

"Modern construction in Atlanta is hard to find, and these are drawing a lot of inter-



COURTESY ANSLEY PARKSIDE

The traditional brownstone look is one of the appeals of Ansley Parkside Townhomes.



COURTESY ALLEN SNOW REALTY

The modern, eco-friendly townhomes at Skyhill have front patios and drive-under garages.

A Work in Progress An update on the Midtown Mile

By Carly Felton

An initiative of the Midtown Alliance, the Midtown Mile – a collaboration of development communities with projects on Peachtree Street that aims to bring retail to the area – is well under way. Many developments are in the planning stages, and two linchpins, 12th and Midtown and Viewpoint, are nearing completion.

"The focus of the Midtown Mile is the area on Peachtree between Woodruff Arts Center and the Fox Theatre, but there will not be one big opening so much as a series of openings as more projects come on line with the vision," said Shannon Powell, executive vice president of the Midtown Alliance, an organization that guides Midtown's progress and development.

The idea is to bring international, high-end, eclectic retailers to the area, to form a sort of Madison Avenue or Magnificent Mile

in Midtown by creating 1 million square feet of street-front retail on Peachtree in the area bordered by 15th Street and North Avenue.

Currently, restaurants like TAP, Trois, Ecco, Silk and The Oceanaire Seafood Room, along with home furnishing stores like YES and Lene Rose, attract shoppers and diners to the area, but with the completion of Viewpoint and 1010 Midtown (a component of the 12th and Midtown development), many new retailers will establish a presence in the area.

"They work off the idea of synergy," Powell said.

Four restaurants – Ri Ra Irish Pub, RA Sushi Bar Restaurant, Piola (an Italian eatery) and Noon Midtown (a sandwich, salad, soup shop) – are expected to open in 1010 Midtown in spring 2009. 12th and Midtown expects to



This rendering of the Midtown Mile shows Peachtree Street and the 30,000 square feet of retail available on the lower floors of the Viewpoint building.

announce other incoming retailers by the end of the year, but the company policy does not allow disclosure until leases are signed, according to Shirley Gouffron of Selig Enterprises.

Viewpoint will offer 30,000 square feet of street-level retail and restaurant space, but the tenants have not yet been announced. "We're certainly shooting for as early next year as possible," developer

Conor McNally said.

"The Midtown Mile continues to be a big, bold vision transforming Peachtree Street into a world-class, authentic, walkable shopping district," Powell said. "It really is amazing to see the vision taking shape."

For more information on the Midtown Mile, visit www.midtownmile.org.

MAGNIFICENT MIDTOWN CONTINUED FROM PREVIOUS PAGE

est," said Heyward Young, principal/realtor for Sanctuary Real Estate, which is marketing Skyhill. "The small complex creates a sense of community."

For sale now, **Ansley Parkside Townhomes** (www.ansleyparkside.com), all-brick, brownstone-style townhomes with high-end finishes, extensive crown moldings and open floor plans, offer three-level, three-bedroom, three-and-a-half bathroom homes designed by Harrison Design Group.

Certified by EarthCraft, these homes were made with blown cellulose insulation, as well as improved construction and tighter building methods, which prevent pollutants from getting in and irritating allergies.

Ranging from \$589,000 to \$663,000, Ansley Park Townhomes feature a gazebo with a fire pit, professionally designed landscaping, a pool and choice of granite, travertine tile and hardwood stain colors, as well as lighting options. Buyer incentives include a one-year membership to LA Fitness, Piedmont Park Conservancy and the High Museum of Art.

Also on the Midtown Mile, **The Reynolds** (www.reynoldsonpeachtree.com) features 130 sophisticated condos, priced from the \$190s to the \$500s. Adjacent to the historic North Avenue Presbyterian Church and across from the Bank of America Tower and Emory's Crawford Long Hospital, The Reynolds is in walking distance of Georgia Tech, Centennial Olympic Park, the Fox Theatre and more. Atlanta Chef Shane Touhy's new restaurant, Dogwood, located on the first floor of The Reynolds building, provides a culinary



COURTESY OF 1010 MIDTOWN

1010 Midtown will be another anchor of the Midtown Mile with luxury condos and retail.

respite for residents and guests.

Available for immediate occupancy, the one- and two-bedroom homes at The Reynolds feature master baths with garden tubs, gas cooking appliances, custom-style open kitchens, rich natural-wood cabinetry and stone countertops.

"We have the amenities and location of a much more-expensive building but the prices remain affordable," said Robert Hughes, development manager for Urban Realty Partners.



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