



SP HOMES



An artist's rendition of 12th & Midtown, the largest single contributor to the proposed Midtown Mile.

MIRACLE MILE

12th & Midtown heralds ambitious Midtown makeover

BY ALEXA MARTIN

Did you enjoy your Thanksgiving weekend, dear readers? I admit I had just the most *fabulous* time in sunny Hawaii. Truth to tell, I found it more than a little difficult to come back to work this past

DEVELOPMENTS week—you know the feeling, don't you, my confidants? But the march of progress never sleeps, and I've got a plethora of projects and an infinitude of information to catch you up on over the next couple of weeks. So let's shake off the last remnants of our Turkey Day torpor and get right to it.

ONE SWANKY STRETCH: If you live or work in Midtown, darlings, you're already familiar with the cornucopia of construction currently under way—including the ambitious high-rise at 1080 Peachtree St. Known as **1010 MIDTOWN**, this 35-story building, slated for completion in 2008, is only the first component of a sweeping three-block tract called **12th & MIDTOWN**, a mixed-use development of office space, luxury hotels and retail that its proud papas—the Daniel Corporation, Selig

Enterprises and the Canyon-Johnson Urban Fund (a partnership between Canyon Capital Realty Advisors and Earvin "Magic" Johnson)—hope will become the anchor of a stretch of Peachtree to be dubbed the "Midtown Mile."

Developers envision Atlanta's Midtown Mile as the South's answer to Chicago's popular Magnificent Mile, a sprawling boulevard of high-end restaurants, hotels, retailers and museums. Central to that vision is 12th & Midtown's 2.5 million-square-foot plaza, which will feature more than 1.2 million square feet of Class A office space, up to 150,000 square feet of retail space and more than 500 hotel rooms. In addition, it will also boast more than 600 residences, whose owners will enjoy a pedestrian-friendly streetscape and magnificent views of Piedmont Park and the Atlanta skyline.

As the first phase of that ambitious development, 1010 Midtown will boast 443 residences and as much as 50,000 square feet of flagship retail and dining space, with the first homes scheduled for completion in time for a fall 2008 move-in. The second phase, at 1075 Peachtree, is slated to begin next spring, with a 725,000-

square-foot office tower and up to 60,000 square feet of retail space, with a 400-room luxury hotel and 100 residences. Phase three, at 1125 Peachtree, will complete the project with an additional 500,000 square feet of office space, 40,000 square feet of flagship retail and a five-star boutique hotel. For more information on 1010 Midtown, visit www.1010midtown.com.

BUILD SOME CHRISTMAS CHEER: The fine folks at Sharp Residential have teamed up with the 59th annual U.S. Marine Corps Reserve **TOYS FOR TOTS** campaign, offering drop-off points to encourage employees and residents to help the venerable charity meet its 2006 goal of 1 million toys for needy children. Donations can be dropped off at Sharp's corporate headquarters in Alpharetta, as well as in the following communities: Benwater at Winding Creek, Seven Hills, Hedgerose, Reserve at Harmony on the Lakes, Grandview at Harmony on the Lakes, West Park, Olde Heritage, Parkstone and Brandon Hall. For directions or other information, call 770-518-4896 or visit www.sharp-residential.com. **SP**

All information in this article is deemed to be accurate but is not guaranteed.