

# CPN

August 04, 2006

## **\$160M, 35-Story Mixed-Use Development Planned for Atlanta's Midtown**

Construction on 1010 Midtown, a 35-story, 630,000-square-foot mixed-use development on Atlanta's Peachtree Street, is expected to begin this month. The 443-unit high-rise condominium project should be ready by fall 2008. The 38,000 square feet of retail space should be completed by early 2009.



The \$160 million project is a partnership between Daniel Corp., developers of the residential component; Selig Enterprises, which will own, lease and manage the retail; and the Canyon-Johnson Urban Fund, a joint venture between Canyon Capital Realty Advisors and former NBA star Earvin "Magic" Johnson that invests in urban developments. The team previously worked together on a similar project in Atlanta--the recently completed Plaza Midtown, a mixed-use development with 418 condos in two towers and 70,000 square feet of retail, including a 33,000-square-foot Publix supermarket. Steve Baile, a Daniel Corp. vice president, told *CPN* today that all but 12 units in Plaza Midtown, where prices ranged from \$160,000 to \$450,000, have been sold.

Located on a two-acre site between 11th and 12th streets on Atlanta's famed Peachtree Street, 1010 Midtown will be considered the cornerstone of Midtown Alliance's Midtown Mile, a 14-block stretch of Peachtree Street between North Avenue and 14th Street. Aimed at young professionals and empty nesters, the luxury one-, two- and three-bedroom apartments will run from \$250,000 to \$800,000. Amenities will include a fitness center, clubroom, swimming pool and private deck-top plaza.

"This will definitely be a more sophisticated product," Baile said, explaining the higher prices for condos at 1010 Midtown compared to Plaza Midtown. "A lot of the finishes have been upgraded. We're offering some larger units."

Although 1010 Midtown is located about two blocks from Plaza Midtown and similar projects have been completed or announced for downtown Atlanta, Baile said competition would not be a problem. "They are gaining in popularity. We've seen a dozen or so go up in the last couple of years. Moving back into the city has become a viable living option," Baile said. "Critical mass actually makes it more appealing to a broader buying group."

Baile said the developers would be looking to retailers like H&M to locate in the ground-floor commercial space, which could actually exceed the planned 38,000 square feet--if companies take advantage of the flexible air space and build two-story businesses. Bank of America, which had been one of the businesses forced to relocate for the new development, will return, according to Baile. Besides the bank, the site held several parking lots and a nightclub, he said.