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District at Howell Mill signs seven retailers

Five new anchors join Wal-Mart at Selig project

Selig Enterprises announced last week it has signed five new retail anchor leases at The District at Howell Mill, including T. J. Maxx, Ross Dress for Less, Office Depot, PetSmart, and Ulta. The five retailers will join the first urban Wal-Mart store in Atlanta in the \$140 million dollar mixed-use development when it opens in late Fall at the intersection of I-75 and Howell Mill Road.

The Story also learned that Verizon wireless and Starbucks will also have retail outlets at The District at Howell Mill, with Verizon occupying a 7,000-plus square foot stand-alone store right on Howell Mill adjacent to the on ramp to I-75 south.

The District at Howell Mill is a 600,000-square-foot multi-level, urban, mixed-use development that includes approximately 310,000 square feet of retail space adjacent to a 280-unit luxury apartment community. Five upper-level, mid-size retail tenants and an additional 50,000 square feet of unique shops, restaurants and services join the 150,000-square-foot, urban Wal-Mart, situated on the lower level.

Scott Selig told The Story that steel for the upper level anchor stores would begin arriving this week and those structures will begin taking shape shortly thereafter, giving those in the surrounding neighborhoods a better vision of the center construction continues.

The Storefront architecture will merge classic elements of brick, stone and stucco with modern finishes, such as metal and textured awnings and industrial lighting. Pedestrian level design elements, such as transom storefront windows, wall sconces, fountain and ornamental embellishments complete the shopping environment.

T.J. Maxx, the nation's largest off-price retailer offers brand name family apparel, giftware, home fashions, women's footwear, and emphasizes accessories and fine jewelry, at prices 20-60% below regular department and specialty store prices. The 33,188-square-foot store at The District at Howell Mill is the company's 20th in metro Atlanta.

Ross Dress For Less is the nation's second largest off-price retailer offering first-quality, in-season, name brand and designer apparel, accessories, food and home fashions at 20-60% off department and specialty store prices. The 29,702-square-foot store will be the company's 18th store in metro Atlanta.

Office Depot will open its 38th store in metro-Atlanta with a 19,290-square-foot facility. The company offers more office products to more customers in more countries than any other company.

PetSmart is the country's largest specialty retailer of services for needs of pets. In addition to its retail outlets, the company is the leading online provider of pet products and information. Most of the company's stores feature pet styling salons, education classes for puppy and adult dogs, and adoption services through local pet adoption agencies. The 17,760-square-foot store is the company's 23rd in metro Atlanta.

In 1990, Ulta combined the salon, department store and drug store concepts into one, brick-and-mortar and on-line retailer to help busy women simplify their lives. The 10,840-square-foot store at The District at Howell Mill is the company's 10th in Atlanta and will feature all the well-known products the company offers and a full-service salon.

Selig Enterprises, Inc. is a real estate holding and development company with a portfolio in excess of 10 million square feet and with properties throughout the Southeast. Headquartered in Atlanta, the company provides leasing, development, acquisition, space design, construction, legal, property management, brokerage and accounting services. The company's recent retail projects include Buckhead Triangle, Brookwood Place on Peachtree, and the soon to be completed The PLAZA Midtown.

The District at Howell Mill is located on the site of the former Castlegate Hotel and Dunfey Hotel prior to that. The hotel had been closed and boarded up for years before its demolition two years ago.



Selig Enterprises CEO Steve Selig (far right) discusses progress at The District at Howell Mill with project manager Greg Catoe, as Berkeley Park Neighborhood Association President Andrew Crawford (far left) and Scott Selig (second from left) listen.