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Hot100

Breaking news, exclusive reports and first-person accounts of Atlanta's 100 most intriguing PEOPLE, captivating PLACES and mesmerizing THINGS that are defining Atlanta life and style in 2007—and beyond.



Urban Planning

Midtown, meet Michigan Avenue. That's the look and feel anticipated if developers and Midtown cheerleaders are successful in plans to add one million square feet along 14 blocks on Peachtree Street, what they've dubbed the **Midtown Mile**. A key component: 12th & Midtown (above), a 2.5 million-square-foot mixed-use development by Daniel Corp., Selig Enterprises and the Canyon-Johnson

Urban Fund with 300,000 square feet of shops and restaurants, office towers, luxury hotels and condominiums. Construction is already under way on its 1010 Midtown, a 35-story project with 443 condos and 50,000 square feet of retail and restaurants with fabulous facades and a two-story presence, if desired. "The retail will literally greet the street," says Shirley Gouffon, senior vice president with Selig

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Atlanta's Rodeo Drive?

While Midtown is aiming to become another "Magnificent Mile," developer Ben Carter is set on transforming four city blocks in Buckhead Village into Rodeo Drive of the South. He'll also be vying for new-to-Atlanta retailers—like those prominent on that exclusive Beverly Hills avenue and Miami's Bal Harbour—in his \$800 million **Buckhead Avenues** project. From Pharr Road to East Paces Ferry and east to North Fulton Drive, the buildings will feature classic Italian architecture. Among the plans: 375,000 square feet of restaurants and shops, 70 condos, 125 apartments, more than 70,000 square feet of office space and two hotels. Carter says he's watched the efforts to restore that area's reputation and clean up some of the crime. "I used to shop there when I was a kid and watched it kind of go into disarray," he says. Construction should start in October. When it's complete, expected two years later, Carter says, "It will be a unique destination, even from a global perspective." —LJ

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Music for Midtown

The evolution of the Woodruff Arts Center campus includes plans for a \$300 million modern **Atlanta Symphony Center** that supporters hope will create a postcard-worthy cultural landmark. "We wanted to make a building different from anything else in Atlanta, so people can recognize the singularity of their music hall and experience pride in their city and their state," says Santiago Calatrava, a world-renowned architect, artist and engineer, in a statement about the plans. "The sculptural quality of the building is therefore unmistakable." The bird-like steel-and-glass structure, which will have a moveable sunshade, is designed to look transparent and has taken the unique touch of placing the orchestra in the middle of the 2,200 seats, which Calatrava says signifies the orchestra's place at the core of Atlanta. In addition to a concert hall, the home of the Atlanta Symphony Orchestra will feature a studio hall, learning center, full back-of-house facilities and public amenities, including lobbies and green space. —LJ

Enterprises, who is handling the retail component. Although she won't name names, Gouffon says the urban shopping area will feature flagship fashion, home décor and other retailers unique to Atlanta and even the Southeast. "We want someone who lives in north Fulton or someone who lives in east Cobb to think of coming down to Midtown to shop," she says. —LJ