



# Midtown Momentum >>>

A monthly newsletter highlighting Midtown Atlanta's progress & the people who make it happen.

- Midtown Matters**
- NEW MEMBERS:  
FEBRUARY**
- 905 Juniper Condominium Association
  - All Saints' Episcopal Church
  - Attaché Public Affairs Group LLC
  - Brasfield & Gorrie LLC
  - Sprint Nextel
  - Stool Pigeons
- MEMBER PRIVILEGE CARD PARTICIPANTS**
- FEBRUARY/MARCH  
MIDTOWN GUIDE TO  
CULTURE, CUISINE  
& COMMERCE**

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**MARCH 2007**

MIDTOWN MILE TAKES SHAPE Part 1 of 3 in a Series

**Front and Center on the South's Longest Fashion Runway**  
By Shirley Gouffon, Senior Vice President, Selig Enterprises

The look. The style. The scene. 12th & Midtown will add 300,000 square feet of flagship retail to the Midtown Mile; attracting high-fashion labels from around the world that are unique to Atlanta and will bring energy and excitement to this new shopping district. Located on Peachtree, between 11th & 13th Streets, 12th & Midtown brings together luxury living, hotel, office towers and, at the street-level, a dazzling city shopping experience. At 12th & Midtown, we plan to create fabulous 35-40 foot-high storefronts that extend retail spaces to truly greet the streets and bring the customers inside. With all the development currently underway along the Midtown Mile on Peachtree, we will create an authentic, urban shopping environment that adds life and activity to our beautiful city and establishes Midtown as a unique, upscale retail destination.