



All's fine
till '09
Onslaught of
class A space
headed for
Buckhead
office market
4C

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JVs combine strengths, create strange bedfellows

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Along with companies that shaped Atlanta's skyline and growth and development over the past four decades, the latest wave of mixed-use development has spawned joint ventures and partnerships involving colorful newcomers such as Kenny Rogers, Donald Trump and Earvin "Magic" Johnson.

The scale of Atlanta's biggest mixed-use projects also requires joint ventures beyond the usual developer's arrangement with institutional investors or investment funds, creating partners out of competitors and bringing together the different skill sets needed to bring billion-dollar developments to fruition and reshape Atlanta's urban landscape.



BYRON E. SMALL

Team-building:
1010 Midtown
is a joint
development
of Daniel Corp.,
Selig Enterprises
and Canyon-
Johnson
Urban Fund.

With all that's shiny and new, though, some things remain constant. Among the constants, a "me-first" mentality is a recipe for disaster, said Harold Dawson

Jr., president and CEO of **The Dawson Co.**, adding that the endeavor requires a full commitment on both sides from the CEO down.

"We actually make decisions based on what's best for the partnership and not necessarily what's best for us individually," Dawson said. "The people who have to execute the strategy and plan have to buy in fully, and that's a convention that may need to take place on a daily basis."

The Dawson Co. and **Carter** perhaps started the trend of large-scale mixed use with Lindbergh City Center, the 1 million-square-foot transit-oriented office, retail and residential development around the Lindbergh MARTA station. The two firms now are working together on The Banks, an 18-acre site on the banks of the Ohio River in downtown Cincinnati.

With the first phase of Lindbergh City Center, which began in the late 1990s, Carter, Dawson and **The Lane Co.** divided the rights, with Carter taking the office and other commercial responsibilities and Lane and Dawson tackling the residential. With the second phase and beyond, the partners have combined the rights in order to better integrate the process and cooperate where they might otherwise compete.

Similarly in Midtown, **Selig Enterprises Inc.** and **Daniel Corp.** developed Plaza Midtown with Selig responsible solely for the retail, which includes boutiques, restaurants and a Publix, and Daniel taking on Plaza Midtown's twin, 20-story condo towers.

With 12th and Midtown, which also includes partners **MetLife Inc.** and Magic Johnson's and Bobby Turner's **Canyon-Johnson Urban Fund**, Selig and Daniel have combined responsibilities and rights but each still concentrates on its strengths as the 3 million-square-foot office, residential, hotel and high-end retail development on four city blocks takes shape around 12th and Peachtree streets.

"Now it's a true joint venture in every sense of the word," said Scott Selig, vice president of Selig Enterprises. "This is a case where, with these two companies, there's no ego involved. We let Daniel do what they do best, and we do what we do best."

Much like Selig and Daniel, the team developing Trump Towers Atlanta ultimately needed each other. **Wood Partners** secured the site at 15th and West Peachtree streets, beating out New York-based **Dezer Properties Inc.**, among others, for the high-profile tract.

Dezer, a longtime collaborator with Donald Trump's Trump Organization, already had The Donald's interest and inquired about the possibility of a joint venture with Wood that would create a new standard for luxury condos in Atlanta. Wood could rely on Dezer and Trump's expertise with high-end condo development and marketing, and, conversely, Dezer and Trump could rely on Wood's Atlanta development experience, which includes another five joint-venture condo developments with **Novare Group**. The team also includes Kenji Design Studios, the interiors firm founded by Kenny Rogers and Jim Weinberg.

"Everybody has to bring something unique to the table," said Mark Randall, director of the Southeast region at Wood Partners. "It's not so much about money, either. Experience and ability are even more critical."