

# MULTI-HOUSING NEWS

## First Phase of 1.2 Million Sq. Ft. Atlanta Development Complete

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By Erika Schnitzer, Associate Editor

Atlanta--The first phase of 12th & Midtown, a three-million sq.-ft. mixed-use development, has recently been completed. The development is set to span four city blocks in Midtown Atlanta and will feature over 1.2 million sq. ft. of residences, offices, hotel rooms and retail shops.



1010 Midtown, a 35-story tower comprised of 443 residences and 50,000 sq. ft. of retail and dining space, is the first phase of the project. Designed by Atlanta-based architecture firm Rule Joy Trammell + Rubio, 1010 Midtown is located at the center of “Midtown Mile”—a 14-block, one million sq.-ft. area comprised of residences, retail shops, luxury hotels and offices located between North Avenue and 14th St.

Located on Peachtree St. at 12th, 1010 Midtown follows the street’s natural curve. “All of the units on the east side will always have downtown views,” says Jason Winburn, vice president of sales and marketing for Daniel Corp.

Move-ins at the one-, two- and three-bedroom units will begin in the fall. Each unit features 10-ft. ceilings, hardwood floors, stainless steel appliances, stone baths and balconies. Other amenities include a fitness center, clubroom, pool and private deck-top plaza with panoramic views of the city’s skyline.

The units range in price from the \$220,000 to more than \$1 million, and 20 percent of the building has already been sold. The tower is expected to attract a wide range of demographics, from young professionals to empty nesters. Winburn credits the location and architecture for its appeal to so many groups.

The second phase of the project, which will include a 725,000-sq.-ft. office tower, up to 60,000 sq. ft. of retail space and a Loews Atlanta Hotel, is already underway. Phase three will include additional office and retail space, as well as a five-star hotel with luxury residences. Plans for the fourth phase of the project have yet to be finalized.