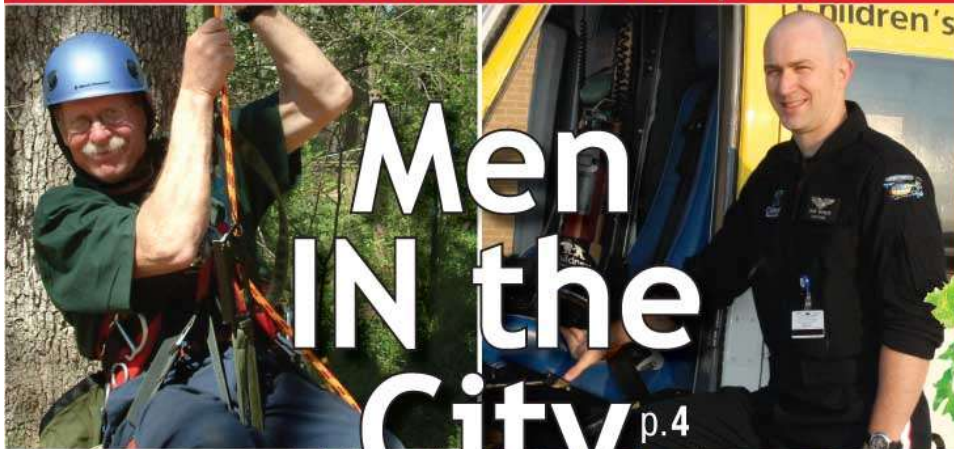


Atlanta INtown

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Real Estate

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Live, Work, Play New economy makes once-novel concept a preferred option

By Collin Kelley
Managing Editor

Just a few years ago, the concept of live, work, play developments was the province of urban pioneers who wanted to create living space above their homes. Of course, the idea is not new: living above the family store is an age-old concept, but new developments in town are taking the idea of live, work, play to another level.

Not only are people creating workspaces in their homes, but developers are creating buildings where the necessities of life — retail, restaurants and even supermarkets — are on the ground floor or just across the street. This new concept has exploded in many InTown areas, but one developer says the explosion has been minor compared to what's ahead.

Jerry Miller, of Miller-Gallman Developers, said the depressed economy and \$4-plus gasoline have helped create a new mindset for many homeowners and homebuyers, and that is leading them back to the city. In other words, suburban flight is over.

"We're going to see an acceleration in the return to the city and mixed-use developments in the same square footage," Miller predicted.

Miller-Gallman's **Castleberry Point Lofts** (www.castleberrypointlofts.com), located in the eclectic Downtown neighborhood of Castleberry Hill, is a prime example of this kind of development. With an iconic "flatiron" design, 112 lofts sit atop 37,000 square feet of retail and restaurant space. There are also live/work units that have already sold, with the new owners planning to open a boutique and law office. Later this year, two restaurants, an art gallery and spa are slated to join the mix. Homes are priced from the \$200s to \$700s.

"Castleberry Point is in walking distance to 120,000 jobs in Downtown," Miller said. "The whole neighborhood is pedestrian-friendly, so get rid of the car and buy a scooter or walk."

On the other side of Downtown, historic Auburn Avenue is also undergoing a transformation with the **Renaissance Walk** (www.liveatsweetauburn.com) development. Spanning an entire city block, there are 161 one- and two-bedroom condos perched above 30,000 square feet of retail space. The



1010 Midtown, part of the larger 12th & Midtown development, will have 50,000 square feet of retail space along Peachtree Street.



The environmentally friendly Leon at Lindbergh is at the heart of the revitalization of the Lindbergh area along Piedmont Road in Buckhead.

condos are priced from the high \$100s to mid \$200s. Crescent Moon restaurant is on the ground floor, along with the Peaberry Exchange coffeeshop, Sweet Auburn Bistro and Smoothie King offering up a wealth of dining options outside the front door. The

proximity of Georgia State University also makes Renaissance Walk a hot property.

East of Downtown, **Studioplex** (www.studioplexlofts.com) on Auburn Avenue was one of the original live/work communities with artists and small-business owners

dividing up their space in the historic cotton mill complex. There are 131 live/work lofts priced from the \$160s, and another building on the site, at the corner of Auburn and Irwin Street, is being transformed into the 9,000-square-foot Pavilion at Studioplex. Chef Scott Serpas has already signed on to open a signature restaurant later this year, and glass artist Matt Janke will move from another spot in Studioplex to the Pavilion. A new Green Market — with fresh fruit and veggies — is now being held every Saturday on the site.

On Memorial Drive, **Oakland Park** (www.oaklandparkatlanta.com) has already earned industry kudos for being LEED (Leadership in Energy and Environmental Design) certified, using the latest in eco-friendly paints, sustainable bamboo flooring, lighting, high performance fixtures and touting recycling. On the ground floor, Rich Chey's Stella Neighborhood Trattoria is already a draw, and florist Foxgloves & Ivy recently moved in. The one- and two-bedroom homes are priced from the \$190s, and many have breathtaking views of historic Oakland Cemetery and Downtown.

1010 Midtown (www.1010midtown.com) will be at the heart of Midtown Mile — the stretch of Peachtree from North Avenue to 15th Street primed to become a shopping mecca that developers hope will rival Chicago's Magnificent Mile or Manhattan's Madison Avenue. Under construction at the corner of 12th and Peachtree, the 35-story building will actually be part of the larger 12th & Midtown, a massive complex of 3 million square feet of mixed use development.

1010 Midtown will have 443 one-, two- and three-bedroom homes priced from the \$200s to more than \$1 million and 50,000 square feet of retail on the ground floor. Four restaurants — Noon Midtown, Ri Ra Irish Pub, RA Sushi Bar and Piola, an Italian bistro — have been announced with retail stores coming soon. The blogosphere is burning up with rumors that one retailer might be a flagship Apple store. Stay tuned.

Over on Piedmont Road in Buckhead, the redevelopment of the Lindbergh area has become a benchmark for live, work, play. With hundreds of homes, retail, restaurants, corporate offices and a MARTA station at its center, Lindbergh is the ultimate in con-

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Castleberry Point Lofts will have a restaurant from the creators of Apres Diem and Carpe Diem on the ground floor.

venient living. One development has even embraced the new interest in eco-friendly living.

eon at Lindbergh (www.eonatlinndergh.com) will have 352 one-and two-bedroom EarthCraft-certified residences, an industry standard that addresses energy efficiency, durability, indoor air quality, resource efficiency, waste management and water conservation.

"When developing eon at Lindbergh, we set out to create a community that appeals to residents who are looking for a different way of life – one that provides the convenience of living in the city while at the same time offering solutions that will allow green practices to be easily incorporated into every day activities," said Ralph Phillips of The Dawson Company.

Just across Piedmont is **Sera CityHomes** (www.scenesofsera.com), 72, split-level and traditional homes priced from the \$300s. One of the design elements at Sera is to make it pedestrian-friendly, with winding sidewalks, gathering areas and an area for pets. The split-level homes have two and

three bedroom options, while the traditional homes have three to four bedrooms and three and one-half bathrooms. Like eon, Sera is steps away from MARTA and every convenience – from grocery shopping to Home Depot.

Dan Woodley Communities is finishing **Village Place Brookhaven** (www.village-placebrookhaven.com) located on Dresden Drive, just off of Peachtree, only three blocks from the Brookhaven Marta Station. This live, work, play community includes 52 residences, 35,000 square feet of retail and restaurant space, 20,000 square feet of "for-sale" office space and a community green space.

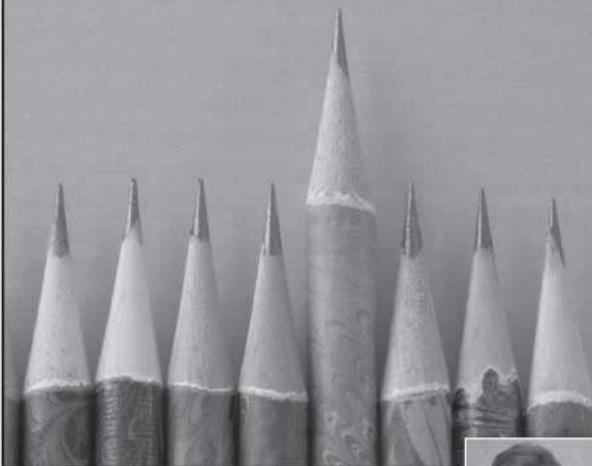
Shops and restaurants will include Natural Body Day Spa, Ten 10 Nail Salon, J. Christopher's restaurant, Davonshire Home Garden, Allure and Mercantile Furniture, and the popular Haven restaurant is just across the street. Homes at Village Place are priced from the \$200s to \$500s and have a European feel.

The live, work, play aesthetic is not limited to inside the 1-285 perimeter. Developer John Wieland has built **Legacy at the River Line** (www.jwhomes.com/legacy) near the Fulton-Cobb border. The community has 27 Courtyard Homes, innovative townhomes from the mid \$300s to high \$400s situated above 30,000 square feet of retail space.

Ranging in size from 2,000 to 3,000 square feet, Courtyard Homes at Legacy will offer modern living with private brick-walled courtyards and detached garages with finished space perfect for an office, studio, guest suite, media room or additional storage. In the retail area, there will be four restaurants, a bank, coffee shop and a variety of services and specialty boutiques.

Atlanta Intown will continue to follow the live, work, play trend, including next month's Real Estate feature on Vinings, which has two big projects – **Vinings Main** and **West Village Vinings**.

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