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Crate & Barrel's CB2 scouts ATL

Atlanta Business Chronicle - by [Douglas Sams](#) Staff Writer



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12th & Midtown: CB2 would be the first national retailer there, an area it's hoped will become a retail destination like New York's Madison Avenue or Chicago's Magnificent Mile.

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CB2, an offshoot of home furnishings chain [Crate & Barrel](#) geared toward Generation Y, is considering whether to enter the Atlanta market.

Crate & Barrel, based in Northbrook, Ill., confirmed May 27 that Atlanta is one of the metro areas it's scouting for potential locations for CB2.

First launched in Chicago, the CB2 concept features contemporary furnishings at lower price points.

The merchandise, which includes sofas, hand-woven rugs, convertible beds and a broader selection of eclectic home décor, is focused more on the younger generation of American consumers that rent apartments and small urban lofts.

Besides Chicago, privately owned Crate & Barrel has rolled out CB2 in New York and California, including a new store in Los Angeles that opened in April.

Another CB2 is slated to open in Miami's South Beach later this year, a Crate & Barrel spokeswoman said.

In all, Crate & Barrel has launched just six CB2 stores.

In recent years, CB2 officials have been focusing on new locations in Southern California.

The company tends to locate in areas with high-profile regional shopping centers, lifestyle centers and freestanding sites. CB2 officials have been looking in densely populated areas with an average household income in excess of \$50,000.

Its prototype store is about 12,000 square feet.

While Crate & Barrel would not confirm what parts of Atlanta it's been considering, sources familiar with the search say it's focused on Midtown and West Midtown, where new residential and retail redevelopment projects are still under way.

In Midtown, Daniel Corp. and [Selig Enterprises Inc.](#) are developing 12th & Midtown, a \$2 billion mixed-use project built on a site that several years ago was little more than an Atlanta nightclub and a couple of parking lots. Daniel and Selig Enterprises have made a presentation to officials from CB2 in recent months, according to sources familiar with the process.

The projects will eventually feature more than 3 million square feet of residential and commercial space.

CB2 would be the first national retailer to locate on the Midtown Mile, a section of Peachtree Street that economic development boosters hope will eventually become a retail destination much like Madison Avenue in New York City or the Magnificent Mile in Chicago.

Daniel's and Selig Enterprises' project is meant to be a cornerstone of the Midtown Mile.

However, [Tishman Speyer Inc.](#)'s Colony Square and Jamestown's 999 Peachtree will also be key components, along with 1100 Peachtree and 1180 Peachtree, to a lesser extent, brokers and developers said.

CB2 could be an important catch for the Midtown Mile.

Developers, however, really need to land a much larger anchor store to give the concept momentum, said Maranda Walker-Dowell, a senior director with CB [Richard Ellis Inc.](#)'s retail services group.

Barney's, which has a co-op store in Buckhead's Phipps Plaza, has been scouting the area in the past year to 18 months.

"The Midtown Mile needs an anchor store to start creating that critical mass of retail," Walker-Dowell said.

CB2 may also be considering White Provision in West Midtown, sources said.

West Midtown, the heart of Atlanta's design district, has already landed Knoll Furniture and fellow furniture retailer Room & Board. Both companies located new stores in White Provision, a new project at 14th Street and Howell Mill Road.

White Provision is a joint venture between [White Provision Development Co.](#), [Weaver & Woodbery Co.](#) and Jamestown.

The West Midtown district is geared to the young and artistic crowd.

A pedestrian bridge that spans the old [Norfolk Southern](#) railway links restaurants such as Bacchanalia with the new offices and condos in White Provision development.

The bridge also connects the new White Provision development with the Westside Urban Market — home to Bacchanalia and other restaurants such as JCT Kitchen and Taqueria del Sol.

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