

ATLANTA BUSINESS CHRONICLE

www.atlantabusinesschronicle.com

July 30-August 5, 2010



Westside Urban Market: The development has led the transformation of the west side from an industrial district to an urban neighborhood.

Anthropologie goes Westside

Trendy clothing and home furnishings retailer **Anthropologie** will put a 9,000-square-foot store in Westside Urban Market, the latest sign of momentum in the emerging neighborhood near downtown Atlanta.

Anthropologie plans to open by next spring. Its new store on the east side of Howell Mill Road is further evidence of the ongoing transformation of the west side from a former industrial district into a true urban neighborhood, retail insiders say.

It's also another indication that national apparel chains are drawn to intown Atlanta. Urban Outfitters also opened a store at Ponce De Leon and North Highland avenues.

Anthropologie is the second national retailer to locate in the Westside district. It joins **Room & Board**, a modern furniture brand that serves as the anchor tenant at White Provision, the adjoining community of showrooms, boutiques, restaurants, businesses and condos.

Together, Westside Urban Market and White Provision form what's known as the Westside Provision District — the center of the area's renewal in the past 10 years.

For several years, popular Westside restau-

rants Bacchanalia and Taqueria del Sol, among others, served as magnets for the area.

Condos, bars and other businesses have continued to develop on the west side, an area that stretches along Howell Mill and Northside from Interstate 75 to Marietta Street.

"I think Anthropologie is a brand that is really tuned in, and what it sees is a growing intown market," said Michael Phillips, managing partner of Westside Urban Market and creative director of **Jamestown Properties**, an investor.

"It's an interesting comment on the west side becoming a neighborhood," said Matt Winn, managing director with **Cushman & Wakefield of Georgia Inc.** "It's starting to get the national chains. This is an industrial district transforming into an intown neighborhood filled with young professionals."

The Westside district's last missing piece is a national grocery store chain, insiders say. The new Westside district Anthropologie also coincides with other Atlanta retail expansions, such as **CB2** (Midtown) and upscale **Louis Vuitton** (Lenox Square).

Westside Urban Market was represented by Matthew Levin of **Sperry Van Ness**.

[editorial]



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