

ULI Atlanta honors top developments

For the past 25 years, the Urban Land Institute Atlanta District Council has made its mark on the metro area's landscape by fostering leaders who understand the responsible use of land and the importance of sustainable communities.

This year, ULI Atlanta is celebrating its 16th annual Development of Excellence Awards, which recognize some of Atlanta's top-tier developments and leaders who have helped guide the region's growth.

The award categories include Developments of Excellence and Sustainable Development, as well as two special community awards — named after real estate community legends Dan Sweat and Frank Carter — that are given to individuals who have made significant contributions to responsible land use.

This ULI special section will spotlight the first-rate developments and key Atlanta leaders being recognized this year, as well as look at what impact the organization has had on metro Atlanta's growth for more than two decades.

— *Misty Williams*
Industry Focus editor



White Provision stays true to area's heritage

By Jason Massad
CONTRIBUTING WRITER

White Provision is a major new addition to an emerging neighborhood on Atlanta's westside, which used to be home to the city's meatpacking district.

The 4.5-acre mixed-use development borders the chic retail district known as Westside Urban Market.

The project, in the spring of 2009, brought 43,000 square feet of class A office space, 98,000 square feet of boutique retail, showroom and restaurant space, and 94 condo units.

The development team — a joint venture of **White Provision Development Company** and **Jamestown Properties** — focused on the overhaul of the White Provision former meatpacking facility, which opened in 1910, and added a modern, industrial-inspired White Provision Residences Building.

A mix of a reuse of the old and an acknowledgement of the area's cultural heritage gives the emerging neighborhood around the development a dimension not found in many areas of the city, said Michael Phillips, a principal with White Provision Development Company.

"I think the continuity and sense of place comes from an authentic presentation of what was there before," he said. "Creating a sense of place was essential. Atlanta has people that have a long association with it and a short association with it."

The development is cultivating a mix of commercial tenants and residential buyers

in a demographic that attracts people in their late 20s into their 60s.

The redevelopment of the meatpacking area in Atlanta's westside has led to a revitalization of an area that has been on the decline since the 1960s and 1970s.



WINNER
ULI
DEVELOPMENT OF
EXCELLENCE AWARDS

White Provision served as the Southeast's first meatpacking facility when it opened in the early 1900s. The historical underpinnings and the adaptive reuse of the old buildings make the area one that's not easy to duplicate.

"White Provision reuses a historic facility in a way that integrates it into the community and satisfied societal needs," said Shelli Willis, a ULI Atlanta juror who is familiar with the project and partner at law firm **Troutman**

Sanders LLP.

A pedestrian bridge in the area gives pedestrians access over the Norfolk Southern Corp. rail line, Willis said. "It was a real coup for the developers to work with Norfolk Southern."

And the extension of 14th Street also enhances the project by giving it an urban, pedestrian feel, she added.

"Midtown West is really a growing area, and even in this difficult economy a visit to the area at almost any time of the day demonstrates that it is thriving," she said. "White Provision is drawing all demographic groups to the area, but has had particular success with the younger demographic."

And an eclectic group of businesses seems to have recognized that.

The development has welcomed



SPECIAL/ZACH ROLEN - ROLEN IMAGE

Making old new: The White Provision mixed-use project on Howell Mill Road reflects the history of Midtown West's old meatpacking district, while bringing a modern flair to the area.

White Provision

Location: 1170 Howell Mill Road, corner of 14th Street and Howell Mill Road

Scope: 43,000 square feet of class A office space; 98,000 square feet of boutique retail, showroom and restaurant space; 94 condo units

Developers: Joint venture between White Provision Development Company and Jamestown Properties

regional businesses and organizations, including the German American Chamber of Commerce, InTopic Media, and law firm Fried & Bonder P.C., in addition to offering specialty boutiques Seed Factory and GARDEN. The community's designer

showrooms include luxury, organic and handcrafted companies such as The Urban Electric Company, Environment Furniture, Ava Design, Maison Atlanta, Knoll Furniture and Room & Board.

As a trendsetting district, White Provision is also home to Dragonfly Salon and Spa, Spa Sentio, cutting-edge Pilates and GYROTONIC fitness at CORE Westside, and three established fine art galleries — Astolfi Art, Jackson Fine Art and Tanner-Hill Gallery.

The area offers a range of top-notch dining, shopping and entertainment. Restaurants include whole-animal cuisine at Abattoir, a casual, rustic and organic restaurant from acclaimed chefs Anne Quatrano and Clifford Harrison, to local favorite West Egg Café, the neighborhood tavern Ormsby's from Warren Bruno, and the organic frozen yogurt eatery Yoforia.

EXCELLENCE IN DEVELOPMENT AWARDS

Past winners

Year	Development of Excellence	Project of the Year	Dan Sweat Community Leadership Award	Frank Carter Lifetime Achievement Award
2010	Hotel Indigo Athens; Piedmont Park's Greystone; White Provision; Southface Campus (Sustainability Award)	NA	Mayor Shirley Franklin	Don Childress Childress Klein Properties Inc.
2009	44/55 Allen Plaza; Atlanta Botanical Garden; HudsonAlpha Institute of Biotechnology; Kirkwood Station; St. Regis Hotel & Residences; Emory University Sustainability Program (Sustainability Award)	Sovereign	Andrew Young diplomat, politician, pastor	Charles Ackerman Ackerman & Co.
2008	Pemberton Place; The Howard School; Athens Multimodal Transportation Center; Serenbe (Sustainability Award)	Cobb Energy Performing Arts Centre	Wayne Clough, Georgia Tech; Carl Patton, Georgia State University	Harold A. Dawson Sr.
2007	Buckhead Church; One Vinings Mountain; Technology Enterprise Park; Terminus	Viridian Nashville, Tenn.	Hattie Dorsey Atlanta Neighborhood Development Partnership Inc.	Greg Gregory Industrial Developments International Inc. (IDI)
2006	Abercorn Common Shopping Center, Savannah; TWELVE Atlantic Station; Vickery	Glenwood Park Atlanta	Bernie Marcus Georgia Aquarium	John and Helen Aderhold
2005	BellSouth Metro Plan; Carrie Steele-Pitts Life Learning Center; Balzer Theater at Herren's; Uptown Square, Memphis, Tenn.	The Passage Chattanooga, Tenn.	John A. Sibley III Georgia Conservancy	Charles R. Brown CRB Realty Associates Inc.
2004	Historic Scottish Rite; Laurel House Apartments; Metropolis	Technology Square Atlanta	Sam Massell Buckhead Coalition	Herman J. Russell H.J. Russell & Co.
2003	The Federal Reserve Bank of Atlanta; Emory Crawford Long Hospital Campus Redevelopment; Volunteer Service Center for the Boy Scouts of America	NA	Leon Eplan City of Atlanta	Tom Ventulett Thompson, Ventulett, Stainback & Associates Inc.

* Excellence in Development Awards are sponsored by the Urban Land Institute, Atlanta District Council. The Atlanta District Council of the Urban Land Institute dates back to 1986 and has more than 1,600 members.
NA - Not available or not applicable

SOURCE: Urban Land Institute, Atlanta District Council

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