



WHITE PROVISION: The units have private terraces, marble or quartz countertops, hardwood floors and terrazzo or marble bathroom floors. *Photos by R. TODD FLEEMAN/Special*

Westside story

Burgeoning area reminds some of New York City's trendy Chelsea neighborhood



M WEST: Jen Taylor moved to Westside Atlanta because she likes the "funky and interesting" area where she can walk her dog, Izzy.

By Mary Booth Thomas
For Intown Living

A few years ago, Atlanta's Westside was a sleepy area of factories and warehouses with a few clothing outlet stores sprinkled in between.

The factories and warehouse buildings live on, but today the area around Howell Mill Road, Huff Road and Marietta Boulevard is buzzing with energy and activity. Westside Atlanta is attracting new residential and commercial construction on virtually every street corner.

As old properties have become obsolete for industrial use, they have been transformed into home furnishings showrooms, textile outlets, antiques markets and artist studios.

"I love the area. It's funky and interesting and there's a lot going on. It's not like some neighborhoods, where everything is the same," said Jen Taylor, who moved into a townhouse at M West on Peter Houghton Way during Labor Day weekend.

Taylor, a pharmaceutical sales

representative, was transferred to Atlanta from Chicago. She was looking for a close-in, loft-style condominium with a place to walk her dog and that had easy access to the expressway. M West, which is now sold out, filled the bill perfectly.

The influx of creative businesses has spurred new residential development and has made Westside one of Atlanta's hottest intown areas, said Brad Horner, president of The Condo Store.

"People love the mixture of high-end retail and creative living spaces with the edginess of an industrial district," Horner said.

The renaissance of the area began in the early 1990s when an historic factory on West Marietta Street was converted into the King Plow Arts Center. Businesses catering to the interior design trade moved there, followed by other retail and residential development.

"The area was bound to boom. It's strategically located in close proximity to downtown, Midtown and Buckhead. Westside is getting

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Westside

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to be really intown hip and cool, with all of the interesting businesses that are moving into the area," said Steve Brock, who started buying land in Westside in the 1990s and has built more than 500 homes in the area.

His latest is Huff Heights, which has a model unit open at 1199 Huff Road. The property, which has 28 contemporary townhouses, features rooftop terraces with slate floors and outdoor kitchens that offer panoramic views of downtown, Midtown, Buckhead and Vinings.

Inside, the Huff Heights units have floating stairs, exposed brick walls, high ceilings and hardwood floors.

Prices at Huff Heights range from the high \$300,000s to the high \$500,000s. The first buyers moved in during the early fall.

Huff Heights is the first phase of West Town, a 43-acre mixed-use, master-planned development that will include 42 single-family homes, more than 1,000 condominiums and townhouses, and 150,000 square feet of retail and commercial space, along with community parks, green space and walking trails.

Next door, Winer Properties has opened the 66-unit M West II.

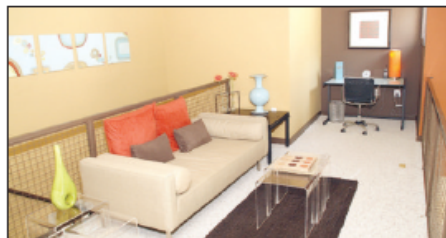
Located between Marietta and



Photos by R. TODD FLEEMAN/Special
HUFF HEIGHTS: Units here range in price from the high \$300,000s to the high \$500,000s.

Ellsworth Industrial boulevards, off Huff Road, M West II features loft-style townhouses with garages, courtyards or backyards. Amenities include a clubhouse, a swimming pool, a fitness center, a walking trail and a dog park. Prices range from the \$230,000s to the \$370,000s. The sales center is at 1350 Peter Houghton Way in Atlanta.

Some people are comparing Atlanta's Westside to New York City's trendy Chelsea neighborhood, once a meat-



M WEST II: The M3 plan features a den area, a master bedroom and a bathroom on the third level.

packing district and now a district of cutting-edge boutiques, galleries and residences, Horner added.

The \$70 million White Provision multi-use development at Howell Mill Road and 14th Street also has a history as a meatpacking plant.

Buyers are purchasing condos at White Provision, although the community won't be open until spring. The sales center is at 1168 Howell Mill Road.

The 98 units at White Provision will have private terraces, marble or quartz countertops, hardwood floors and terrazzo or marble bathroom floors. They are priced from the mid-\$200,000s to more than \$1 million.

Amenities at White Provision include controlled access covered parking; a fitness facility; an outdoor swimming pool with a pavilion; a fully furnished guest suite; and a lobby with a doorman.

The project includes the conversion of the early 20th century White Provision meatpacking plant to office, residential and retail space. The development will be connected by a pedestrian bridge to Westside Urban Market, home to boutiques and upscale restaurants.

Plans are in the works for the development of Westside Park, a 300-acre refuge with a lake in the old Bellwood Quarry site. The development will give Westside the city of Atlanta's largest park.

About 2,000 additional residential units are planned in the area, Homer said.

"The people who live in the Westside are a mix of all ages — an influx of the professional and creative class who work at the advertising, architecture, film and design studios that continue to locate on the Westside," he said.