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White Hot

A new mixed-use development complements Atlanta's vibrant Westside.

You may be familiar with the Westside Urban Market and its incredible offering of restaurants, such as Taqueria del Sol and Bacchanalia, but you may not be aware of White Provision—a new mixed-use development taking root next door. The \$70 million development at 14th Street and Howell Mill Road includes the adaptive reuse of the White Provision meatpacking building (an early 20th-century holdover) and construction of the White Provision Residences. The Westside Urban Market and White Provision tandem have been branded the Westside Provisions District. This “insider-secret,” once part of Atlanta’s meatpacking district, is now integral to the neighborhood’s metamorphosis.

White Provision—a joint venture between White Provision Development Co. and Jamestown Properties—will include 170,000 square feet of restaurant, retail and office space in the revamped meatpacking building, and 98 exquisite condos in the White Provision Residences building. There also will be 20,000 square feet of retail space below the condos that will include West Egg Café,

a community bank and several fashion and home showrooms. An urban footbridge that spans the railway will connect White Provision Residences to the Westside Urban Market.

“We have gone about this development in reverse order,” says Michael Phillips, principal with White Provision Development Co. “Where most developers sell forward the promise of retail and restaurants, we did that first at Westside Urban Market, then brought along the residential. Prospective homeowners already have a clear idea of the level of community that they’re plugging into.”

The condos at White Provision Residences, which will open in spring 2009, range from 872 square feet to 2,300 square feet and cost \$238,000 to \$1 million. Interior features include marble or silestone countertops, Brazilian ipe (walnut) or oak hardwood floors, terrazzo and marble floors, chrome and stainless-steel fixtures and KitchenAid appliances with stainless-steel finishing. Residents also will enjoy amenities such as controlled-access covered parking, an on-site fitness facility, a doorman, private terraces

and an outdoor swimming pool with pavilion.

Slated to open this fall, the White Provision meatpacking building will house first-class office space, retail stores and restaurants such as Abat-toir from Chefs Anne Quatrano and Clifford Harrison. There also will be an underground lounge/speakeasy reminiscent of subMercer (a hip lounge in New York's SoHo neighborhood), a children's store from Rachael Baba of Sprout and several home show-rooms. "The area at Huff and Howell Mill roads has been the backbone of Atlanta's decorative arts community for the past 30 years," Phillips says. "It was a natural fit to do an urban infill project that had a central focus on home furnishings and the decorative arts."

White Provision also is developing the Metrotainment Building at 691 14th St. as part of the project, according to Phillips. The building is scheduled to open in 2011 and will offer about 120,000 square feet of office space, nearly 30,000 square feet of retail space and 45 residential units.

The White Provisions District is shaping up to become a hot destination in one of Atlanta's most unique areas. "This development really completes the connection of the meatpacking area in Atlanta," Phillips says. "We see ourselves as an urban destination lifestyle, and draw heavily off of North Atlanta neighborhoods." —MISTY REAGIN

LOCATION: 1168 Howell Mill Road N.W.

SIZE: 98 condos ranging from 872 square feet to 2,300 square feet; 170,000 square feet of restaurant, retail and office space in the White Provision meatpacking building; and 20,000 square feet of retail space below the condos

PRICE RANGE: \$238,000 to \$1 million

OPENING: White Provision meatpacking building opens this fall; White Provision Residences will open in spring 2009

FEATURES: Marble or silestone natural quartz countertops, Brazilian ipe (walnut) or oak hardwood floors, terrazzo and marble floors, chrome and stainless-steel fixtures and KitchenAid appliances with stainless-steel finishing

AMENITIES: Controlled-access covered parking, on-site fitness facility, doorman, private terraces, outdoor swimming pool with pavilion, restaurants and retail stores

DEVELOPER: Joint venture between White Provision Development Co. and Jamestown Properties

FOR INFORMATION: Call 404.815.0460 or visit whiteprovision.com

