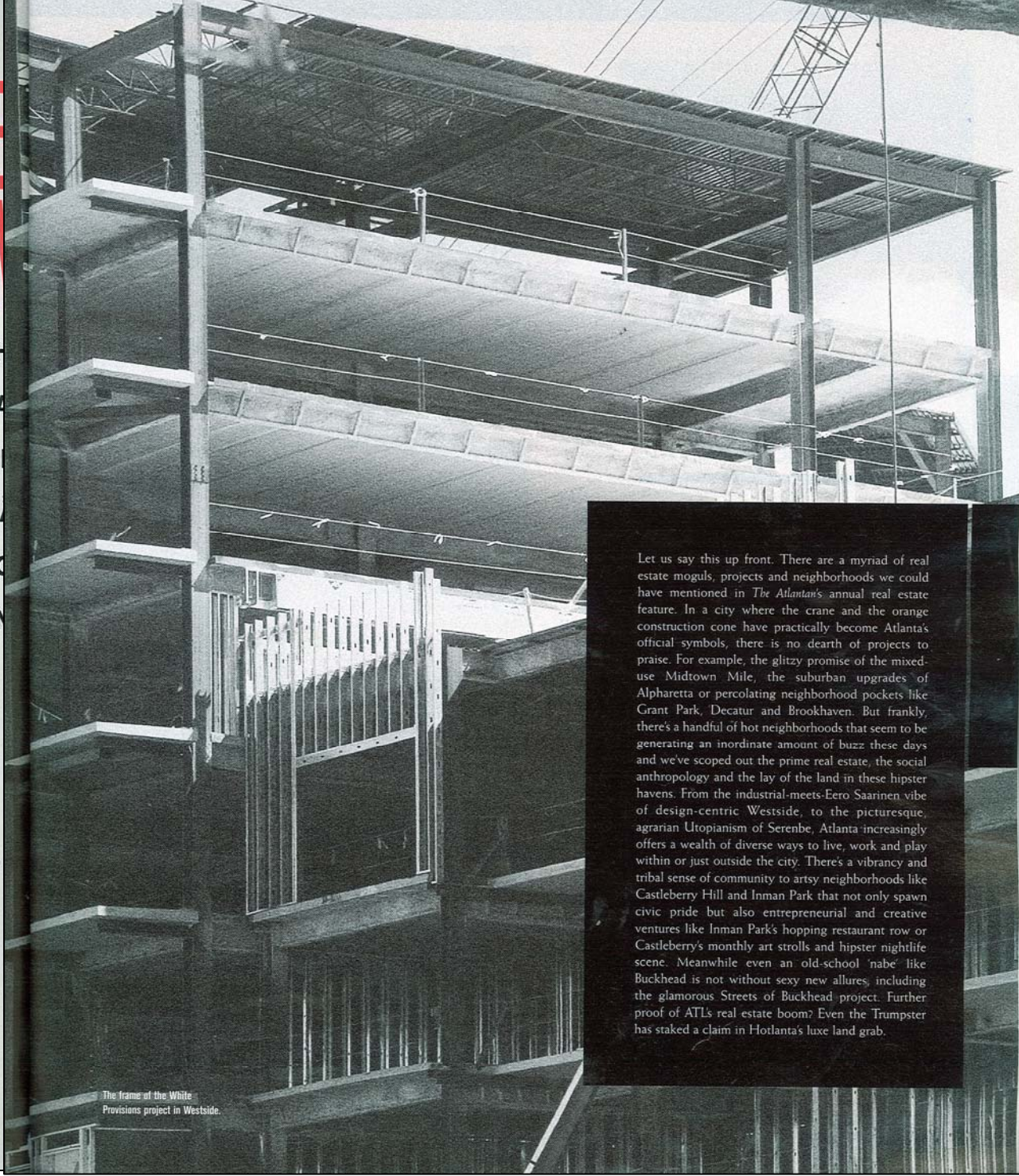


THE ATLANTAN

LUXURY

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Let us say this up front. There are a myriad of real estate moguls, projects and neighborhoods we could have mentioned in *The Atlantan's* annual real estate feature. In a city where the crane and the orange construction cone have practically become Atlanta's official symbols, there is no dearth of projects to praise. For example, the glitzy promise of the mixed-use Midtown Mile, the suburban upgrades of Alpharetta or percolating neighborhood pockets like Grant Park, Decatur and Brookhaven. But frankly, there's a handful of hot neighborhoods that seem to be generating an inordinate amount of buzz these days and we've scoped out the prime real estate, the social anthropology and the lay of the land in these hipster havens. From the industrial-meets-Eero Saarinen vibe of design-centric Westside, to the picturesque, agrarian Utopianism of Serenbe, Atlanta increasingly offers a wealth of diverse ways to live, work and play within or just outside the city. There's a vibrancy and tribal sense of community to artsy neighborhoods like Castleberry Hill and Inman Park that not only spawn civic pride but also entrepreneurial and creative ventures like Inman Park's hopping restaurant row or Castleberry's monthly art strolls and hipster nightlife scene. Meanwhile even an old-school 'nabe' like Buckhead is not without sexy new allures, including the glamorous Streets of Buckhead project. Further proof of ATL's real estate boom? Even the Trumpster has staked a claim in Hotlanta's luxe land grab.

08!

THE ATLANTAN 3340 PEACHTREE ROAD N.E., SUITE 1425 ATLANTA, GA 30326

The frame of the White Provisions project in Westside.



The Reynolds Group Inc
www.thereynoldsgroupinc.com

THE ATLANTAN

MODERN LUXURY

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REAL ESTATE SPECIAL WESTSIDE

WESTSIDE STORY

Back in the day Atlanta's Westside was better known for its stockyards and meat packing facilities than its silks (Silk Trading Company) and charcuterie (Star Provisions). Wedged between Howell Mill, 1-75 and Marietta Street, this former industrial outpost is emerging as a nexus for creativity and boho-chic trendsetters. Pioneers such as Mobil four star Chef Annie Quatrano of award-winning Bacchanalia settled this sketchy part of town well over nine years ago—raising eyebrows when she relocated the restaurant from its former Buckhead bungalow to these fringes. Now, thanks in part to the Westside Urban Market, it's an epicurean and designer destination d'jour with Kiang Gallery, Kolo Collections, Poliform/Switch, Bacchanalia and more.

Of late, a variety of newer settlers such as urban interiors maverick Joel Kelly of Joel Kelly Designs, retromodern, Tokikata (a modern landscape design firm), OwenLawrence, and A Legendary Event (with a state-of-the-art HQ) are following suit contributing to the Westside's rather organic, unformatted progress. Often development is buttressed against raw, industrial land of train tracks and water treatment plants. No matter, the residents here (ranging from nightlife impresarios to artist Gregor Turk, whose studio is based here) are in it for the adventure, the uncharted spirit of it all. And green spaces are in the works—not only the nearby Beltline Project, but also the old Bellwood Quarry space which will be converted into Atlanta's largest city park at 300-acres with a 50-acre lake.

At the center of all this bristling energy is the new mixed-use White Provisions Development—a joint venture between White Provision Development Company and Jamestown Properties (also an investor in Chelsea Market, NYC). Michael Phillips, 39, a principal on both White Provisions and Westside Urban Market, notes "We started with the Westside Urban Market, a retail concept centered around artisanal producers featuring the best of dining, art and design." Now, White Provisions plans to provide a parallel residential living experience.

White Provisions' retail and office space, when complete in fall 2008, will occupy a revitalized, red brick meat packing facility (circa 1910) anchored by a modernist Knoll design showroom. Residential spaces will be new construction and will feature 99 one-, two-



The unfinished interior of White Provisions housed in a circa 1910 former meatpacking factory.



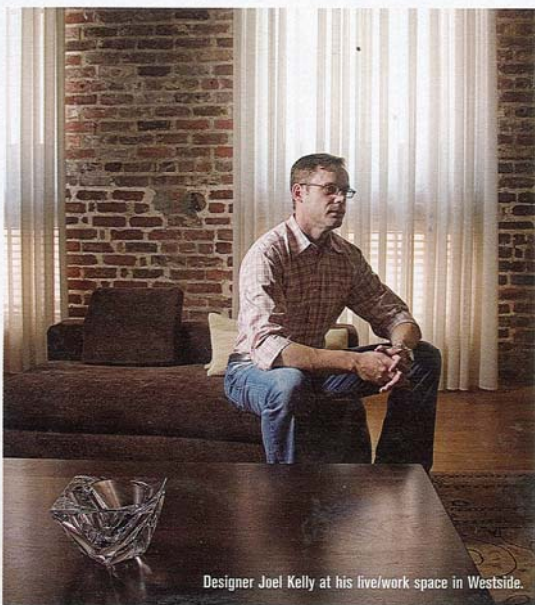
and three-bedroom traditionally styled units with modern flourishes (white oak, espresso bamboo or terrazzo flooring, shaker cabinets).

With an eye for aesthetics and quality, the developers are seeking one-of-a-kind boutique producers to fill the shop spaces. Once again, Anne Quatrano leads the charge with her buzzy new dining concept, Petit Abattoir (French for "slaughterhouse"), bowing in November. A sexy underground speakeasy is also in the works at Provisions, and just down the road nightclubbers await the opening of the revamped Compound while foodies anticipate Richard Blais' inventive burger bar Flip. Indeed, the Westside is about having everything you desire tucked into a reclaimed wedge of urbanity. As Phillips says, "We are the urban equivalent of a complete destination community."

BOTTOM LINE: PRICES RANGE FROM \$200 TO \$350K FOR 1-BEDROOM LOFT CONDOS. "BECAUSE OF THE INDUSTRIAL ELEMENT THIS IS A VERY UNIQUE HOUSING MARKET," EXPLAINS CRAIG MIHALY A NEW CONSTRUCTION SPECIALIST AT HARRY NORMAN REALTORS. OLDER HOUSING MIGHT GO FOR \$300-400K BUT NEWER RESIDENCES RANGE FROM \$400-\$600K FOR LARGER FOUR-BEDROOM HOMES.

PARTING SHOT: BEST COMMUTE IN THE ATL. RESIDENTS CAN BE IN MIDTOWN IN LESS THAN TEN MINUTES WITHOUT EVER GETTING ON THE INTERSTATE. IT'S A HAVEN FOR CNN AND TURNER TELEVISION NETWORK EMPLOYEES, WHOSE OFFICES ARE NEARBY, AND BUILDERS CONTINUE TO BUY UP LOTS APACE.

"It's exciting to see the changes since I moved here in 2002. It's the new Virginia Highland...filled with energy and lots of good design." —Joel Kelly, interior designer



Designer Joel Kelly at his live/work space in Westside.



Octane Coffeehouse



Luxe boutique

GO WEST! THE NEW ARRIVALS

RETROMODERN Tastemaker Scott Reilly relocated his Midtown showroom of 20th-century design classics to a refurbished warehouse on Brady Avenue, and filled it with mini-boutiques including Alessi, Droog, Kartell, Knoll, Vitra and Herman Miller. 691 14th Street NW, 404-724-0093 or www.retromodern.com.

SID MASHBURN Headed by a J. Crew and Ralph Lauren alum, Sid Mashburn is home to a handsome line-up of clothing, luggage and accessories for the bespoke man who wavers between Prada and Brooks Brothers. 1198 Howell Mill Rd., 404-350-7135 or www.sidmashburn.com.

SOCIAL HOUSE This new restaurant by entrepreneur-with-vision Lorenzo Wyche (of Rare Soul Food and Harlem Bar fame) serves a decadent all-day breakfast in the whimsical setting of a restored older cottage. 1663 Howell Mill Rd., 404-350-1938 or www.socialhouseatl.com.

LUXE Owner Jenn Ripley mixes emerging design talents with pieces by Pucci and Zac Posen. A former NY boutique owner and stylist to David LaChapelle, Ripley certainly knows her stuff. Her expanded shop relocated to trendy Westside in 2007. 1009 Marietta Street, 404-815-7470 or www.luxeatlanta.com.

OCTANE COFFEEHOUSE AND LOUNGE OK, this spot is not brand new but it rocks night and day and epitomizes the hip, organic personality of Westside. 1009 Marietta St NW, 404-815-9886 or www.octanecoffee.com.

