



# WSPD

## WESTSIDE PROVISIONS DISTRICT NEWS

VOLUME 1, ISSUE 1

SECOND QUARTER, 2008

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A QUARTERLY PUBLICATION BY



WHITE PROVISION COMPANY & WESTSIDE URBAN MARKET



## Redefining Destination

*Modern meets history at White Provision Residences*

Experience authentic urban living in a central location at Westside's White Provision Residences.



Perfectly situated at the intersection of 14th Street and Howell Mill Road, with easy access to I- 75/85 and

the airport minutes away, White Provision Residences redefine destination.

First-class amenities include: controlled access covered parking, doorman, fitness center, outdoor swimming pool, and more.

*Continued on page 6*



## The New Face of Silk

A beautiful new facade update has just been completed at Westside Urban Market's Silk Trading Co. Oversized store front windows offer a stunning view of Silk's signature-style contemporary and classical textiles, while a stucco wall treatment blends the building's aesthetic with neighboring Bungalow Classic.

The Silk Trading Co. opened the doors of its first Atlanta location in 2001. The

established national retailer of luxury textiles and draperies quickly became Atlanta's best textile resource for design, quality, value and service.

Located at 1207 Howell Mill Road, The Silk Trading Co. offers custom in-home design services as well as popular ready-made "Out-Of-A-Box" draperies, pillows, lamp shades and more. Learn more at [silktrading.com](http://silktrading.com).

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## B. Braithwaite

*Find fun follies and custom nursery designs at B. Braithwaite*

Inspired by Parisian boutiques, B. Braithwaite offers furniture, linens, wall décor and window treatments for nurseries and children's rooms.

Their eco-friendly lines feature sustainable furniture, such as contemporary pieces from Nurseryworks. B. Braithwaite also carries a full line of beautiful hand-crafted organic plush animals, as well as organic linens and eco-friendly toys.

Dress up exclusives like the Netto Collection Case Group dresser, crib and changing table with fun follies such as the red baron pedal plane or the 1936 reproduction skyking tricycle.

Mother's Day is around the corner, and new Mommies will love the versatile Stokke Sleepi Crib System, which starts out as a bassinet, converts to a crib, and then converts into a toddler bed. Or, indulge in an adorable hand-carved, hand-painted Noah's Ark from Denmark which accessorizes beautifully with custom pieces, such as the animal dresser, canopy crib and giraffe armoire designed by owner Nancy Braithwaite.

Visit [bbraithwaite.com](http://bbraithwaite.com) or call (404) 605-0963 for more information.



## Terra Cottage

*Antiques, gifts & accessories abound*

Terra Cottage owner, Interior Designer Sandie Hurlburt, spent years traveling and experimenting to refine her own remarkable tastes. In 2006, she opened Terra Cottage as a celebration of the eclectic furnishings and crafts that inform her unique personal style.

Best known for its charming collection of industrial finds, unique vintage pieces, and rustic home furnishings, Terra Cottage also features jewelry created by Atlanta artisans, Cavallinni & Co. stationery, Pine Hill linens and Dash & Albert rugs.



# Sid & Ginna

*Find Atlanta's best men's and women's fashions at Westside Urban Market*



Looking for the perfect gift for your stylish Mother or fashion-forward Father? Look no further than Sid Mashburn and G. Gilbert at Westside Urban Market.

Sid Mashburn is a classic, yet hip haberdashery, featuring vintage denim, in-house tailoring, crisp, colorful shirts and ties and a range of unique men's gifts and accessories. Shop at Sid's for your discriminating Dad this Father's day.

At G. Gilbert, Westside's established but edgy women's boutique, you'll find fabulous current casuals, sophisticated modern, office-to-evening wear, topped off with the latest shoes and accessories. Make a plan to attend the Msiamo trunk show May 8-10 exclusively at G. Gilbert.



THE  
BEEF  
ON

*fashion*



THE  
BEEF  
ON

*dining*

## Meat + 3 At JCT.

*Sunday Dinner goes fancy at JCT. Restaurant & Bar: 1198 Howell Mill Road*



JCT. Kitchen & Bar introduces "Sunday Suppers: A Fancy Meat & 3" every Sunday night from 5:00 - 9:00 p.m., priced at \$24.00 per person. Diners have a choice of five meats and nine home-style vegetables for the table. Also included is JCT.'s black skillet corn bread, biscuits, "farm stand" salad and dessert.

Come early, starting at 2:00 p.m., for an afternoon on the terrace with live music, drink specials from Bloody Mary's to hand-squeezed margaritas and sangria, cold water oysters and champagne. [www.jctkitchen.com](http://www.jctkitchen.com).

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# Introducing Westside Provisions District

*White Provision & Westside Urban Market create a collective identity*

Westside Urban Market and White Provision Development Company are teaming up to establish a new joint identity: Westside Provisions District. The Westside neighborhood (or West Midtown as the real estate community refers to it) is abuzz with hype. Amid all the expectations, Westside Provisions District seeks to carve out a unique identity, distinguished by its commitment to quality, authenticity, and local flavor.

1170 and 1198 Howell Mill Road, the historical centerpieces of White Provision and Westside Urban Market respectively, both trace their origins to Atlanta's meat packing industry. Like New York City's meat packing district, Westside Provisions District gives a nod to Westside's history as Atlanta's stock yard and abattoir center.

Today the boutiques and restaurants of Westside Urban Market and the modern concrete, steel and glass construction of White Provision Residences make the area's meat packing heritage seem far removed. However, the neighborhood still retains traces of its gritty past. Trains, those daily

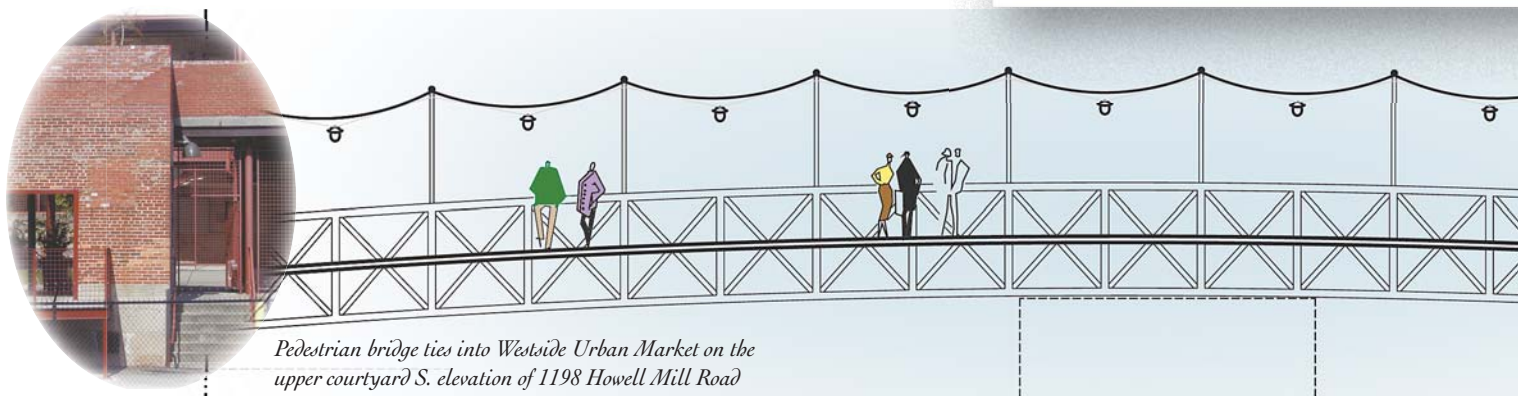
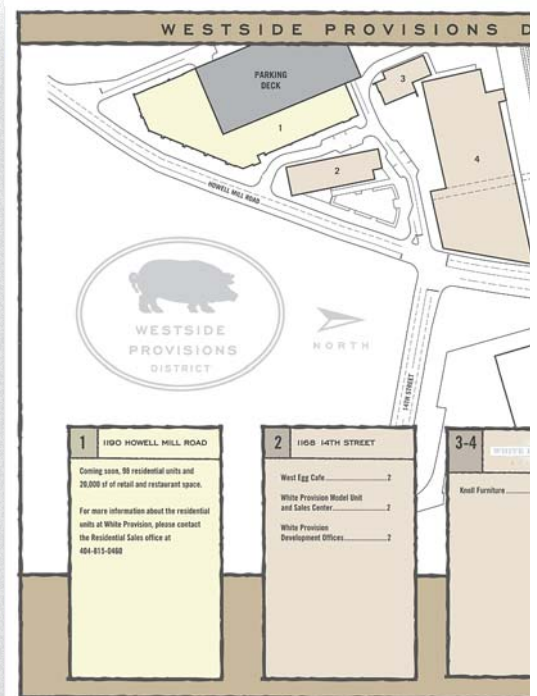
reminders of industry, click and whistle by several times a day. Market merchants still hawk provisions only today they are the organic, locally-grown vegetables and fresh, hand-made pasta sold at the Farmstand or Pasta Figo. In an echo of days gone by, renowned gourmet grocery Star Provisions houses an authentic modern meat market offering Kobe beef, Kurobuta pork and a range of house cured charcuterie.

The Westside Provisions District celebrates the Westside neighborhood's inherent grittiness and authenticity. Home to a true community of retailers and restaurateurs working in harmony with one another, the district defines quality. Grab a quick lunch at Taqueria del Sol, snap up a unique scented throw at Owen Lawrence, then head across the street to find a one-of-a-kind consignment piece at Savvy Snoot or the perfect lamp at Bungalow.

An important part of any neighborhood is the pedestrian experience. To reinforce that commitment, the developers of Westside Urban Market

and White Provision will begin construction in April on a charmingly-lit footbridge spanning the railroad and connecting White Provision with Westside Urban Market. District Residents will find Atlanta's best shopping and dining literally steps from home.

In a neighborhood whose main selling

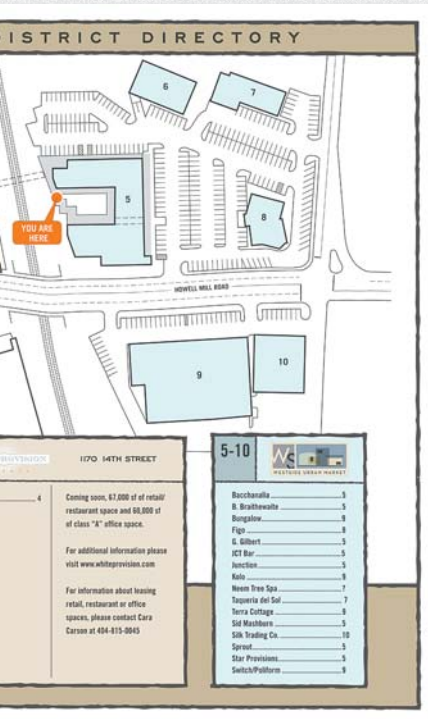


# COLOR: WESTSIDE

*Westside Urban Market grows up*

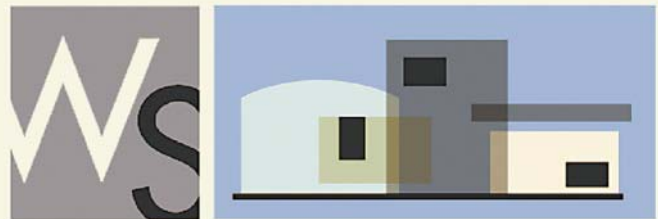
point is location, Westside Provisions District, on Howell Mill Road between Brady Avenue and Huff Road, offers the best location of all.

Indulge in Atlanta's very best local flavors and colors at White Provision Company and Westside Urban Market in the Westside Provisions District.



WESTSIDE URBAN MARKET'S LOOK & FEEL HAS ALWAYS BEEN LARGELY FORMED BY THE SUPERIOR QUALITY OF ITS HAND-PICKED COMMUNITY OF TENANTS. THE MARKET'S AUTHENTICITY SPEAKS FOR ITSELF. FROM THE OUTSET, WSUM DEVELOPERS, KATIE WALKER & MICHAEL PHILLIPS, CHOSE NOT TO INSTALL TRADITIONAL SIGNAGE, PREFERRING TO INVEST IN PLAYFUL AND UNIQUE TOUCHES, LIKE AN IRON MARKER AT THE CORNER OF HUFF AND HOWELL MILL ROADS AND AN ARCHED IRON BANNER OVER THE BREEZEWAY REFERENCING THE BUILDING'S 1940'S INDUSTRIAL AESTHETIC.

WHEN WESTSIDE URBAN MARKET OPENED IN 2000, THE NEIGHBORHOOD WAS A SCRAPPY, UNDISCOVERED PLACE, THE KID BROTHER TO ATLANTA'S MORE WELL-KNOWN NEIGHBORHOOD LOCALES: BUCKHEAD AND MIDTOWN. IN 2004, THE WSUM ADDED TWO MODERN BRUSHED ALUMINUM MARQUIS TOWERS ON OPPOSITE SIDES OF HOWELL MILL ROAD, ANNOUNCING THEIR TENANCY AND REFLECTING THE NEIGHBORHOOD'S EVOLUTION, WITHOUT OVERWHELMING THE MARKET'S PRIMARY FOCUS - ITS OUTSTANDING TENANTS.

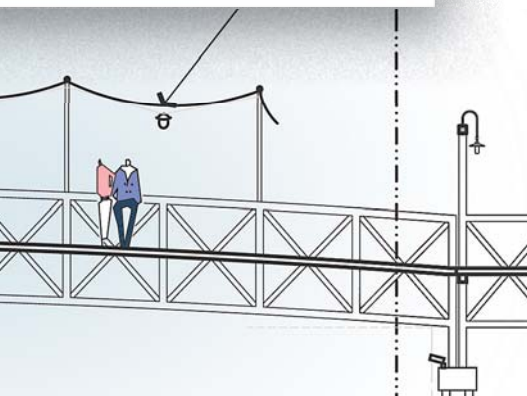


WESTSIDE URBAN MARKET

*A new logo celebrating the spirit of community at Westside Urban Market*

TODAY, WESTSIDE URBAN MARKET'S AESTHETIC EVOLUTION MOVES FORWARD WITH A MORE FOCUSED BRAND AND LOGO. THE UPDATED COLORS AND PLAYFUL, MODERN DESIGN CELEBRATE THE FAMILIAR NEIGHBORHOOD FEEL THE WSUM HAS ALWAYS SOUGHT TO PROMOTE. LOOK FOR THE NEW LOGO ON BANNERS AND IN MARKETING MATERIALS SOON.

*1940's Star Provision Co. marketing featuring "singing, dancing pigs" & the arched iron "Westside" banner installed by Westside Urban Market developers*



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# White Provision Residences [Continued from page 1]

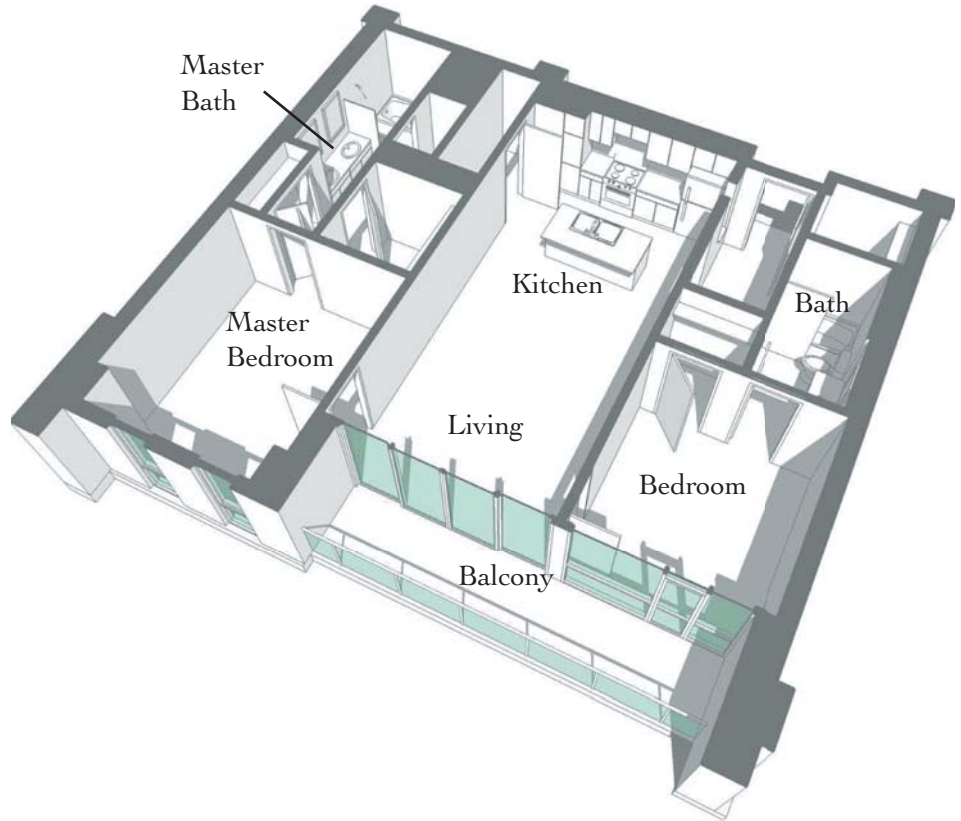
*Choose the floor plan that fits you*

Choose from 14 unique floor plans, each embodying comfort and quality. 1, 2 and 3 bedroom options are available from 809 - 1628 square feet. The development offers 98 residential units on floors 3-10 with retail conveniently located on the first floor.

When you've found the floor plan that fits you, customize it to reflect your style. Select from a variety of lighting, flooring, bathroom, kitchen and appliance options, including white marble counter tops, Kohler bathroom fixtures, KitchenAid appliances, and Interface Flor carpeting, terrazzo or hardwood flooring

See additional floor plan and finish options and register for more information at [www.whiteprovision.com](http://www.whiteprovision.com). The residential sales office opens in May, 2008. (404) 815-0460.

MODEL G  
2+BR, 2BA 1219-1256 SQ. FT.



MODEL C  
1BR, 1BA 926-940 SQ. FT.



FLOORS 3-10  
WHITE PROVISION RESIDENCES



# Construction Update

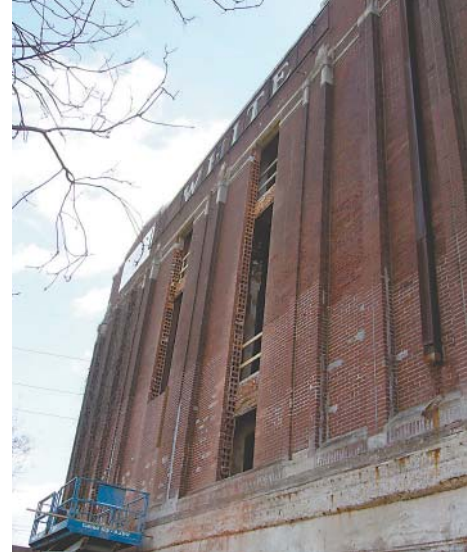
*Parking deck completed, renovation of historic White Provision building underway*



*Steel structure for White Provision Residences reaches the sixth of ten stories*

Development continues to speed along at White Provision. A 610-car parking garage has already been completed and the steel structure has reached the 6th of 10 stories for a 98-unit mixed-use Condo development at 1100 Howell Mill Road.

Meanwhile, new windows are being cut in and construction is underway for storefronts on the south side of the historic White Provision building at 1170 Howell Mill Rd. Knoll Furniture has signed on as a tenant. Their 12,000 square foot showroom will open in the Fall of 2008. An additional 45,000 square feet of office space will be available Fall 2008.



*New windows cut in at the historic White Provision building*



< *Rendering of completed WP building*

*Interior under construction at White Provision* >



# Meet The Agents

*Team member highlight - Getting to know Patrick Allos*



Patrick Allos has contributed greatly to the overall fit and finish of the White Provision Residences, bringing a depth of experience to create the best intown community.

Patrick joined Coldwell Banker The Condo Store in late 2002 and quickly became a leader in the intown residential market.

Visit Patrick, and other Condo Store agents at the White Provision Residential Sales office at 1168 Howell Mill Road, opening May, 2008.

For more information register at [www.whiteprovision.com](http://www.whiteprovision.com) and you will be contacted by a sales agent.

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WESTSIDE PROVISIONS DISTRICT NEWS:

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whiteprovision.com  
westsideurbanmarket.com

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WESTSIDE URBAN MARKET

# CALENDAR

<i>April</i>	
1	CELEBRATE PUBLICATION OF THE FIRST ISSUE OF "WESTSIDE PROVISIONS DISTRICT NEWS" WITH AL FRESCO DRINKS AT JCT. BAR
24	KOLO COLLECTION SPRING FUND-RAISER FOR ANIMAL ACTION RESCUE 6-9 PM, SILENT AUCTION & PRIZES. \$55 SUGGESTED DONATION
<i>May</i>	
8-10	MSIAMO TRUNK SHOW: MSIAMO BY MARISA MINICUCCI IS AVAILABLE EXCLUSIVELY AT G. GILBERT
11	FIND GREAT GIFTS FOR MOM AT STAR PROVISIONS, G. GILBERT AND TERRA COTTAGE! DON'T FORGET TO BOOK DINNER AT QUINONES
26	PAMPER YOURSELF THIS MEMORIAL DAY AT NEEM TREE SPA. AND WHY NOT INDULGE IN A MARGARITA AT TAQUERIA!
<i>June</i>	
15	DECK OUT DAD'S PLACE THIS FATHERS DAY WITH FURNISHINGS FROM SWITCH, OR INDULGE HIM WITH GREAT MENSWEAR AT SID MASHBURN
21	SUMMER'S HERE! INVEST IN FINE OUTDOOR FURNISHINGS AT KOLO COLLECTION OR FIND A ONE-OF-A-KIND PIECE AT SAVVY SNOOT
30	JULY 4TH IS RIGHT AROUND THE CORNER - JUMP START YOUR DAY WITH A CUP OF JOE AT WEST EGG CAFE

# Directory

Bacchanalia / Quinones (404) 365-0410 starprovisions.com	Knoll Furniture knoll.com	Sid Mashburn (404) 350-7135 sidmashburn.com	West Egg Cafe (404) 872-3973 westeggcafe.com
B Braithwaite (404) 605-0963 bbraithwaite.com	Kolo Collection (404) 355-1717 kolocollection.com	Silk Trading Company (404) 355-8796 silktrading.com	White Provision Commercial/Retail Inquiries (404) 815-0045 Office ext. 116 Retail ext. 114 whiteprovision.com
Bungalow (404) 351-9120 bungalowclassic.com	Neem Tree Spa (404) 351-8446 neemtreespa.com	Sprout (404) 352-0864 sproutatlanta.com	White Provision Residential Sales Center Opening May, 2008 (404) 815-0460 whiteprovision.com
Figopasta (404) 351-3700 figopasta.com	Owen Lawrence (404) 869-7360 owenlawrence.com	Star Provisions (404) 365-0410 starprovisions.com	
G. Gilbert (404) 355-3713	Poliform / Switch (404) 605-0196 poliformswitch.com	Taqueria del Sol (404) 352-5811 taqueriadelsol.com	
JCT. Kitchen & Bar (404) 355-2252 jctkitchen.com	Savvy Snoot (404) 355-1399 www.savvysnoot.com	Terra Cottage (404) 350-0330 terracottagellc.com	