

Atlanta Magazine's

HOME

Supplement to Atlanta Magazine

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CITY STYLE

Design Ideas for Intown Living

plus smart use of small spaces

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The New City Living

\$4 million condos. High-end streetfront shopping in Buckhead and Midtown. Actually walking along Peachtree Street. Intown is getting a makeover.

BY JENNIFER SENATOR



SINCE CRANES SEEMINGLY STARTED OUTNUMBERING trees along Peachtree Street a few years ago, the city has been buzzing with talk of new skyscrapers going up—more than 30 in Buckhead alone—and most of them residential condos. Then names like “St. Regis” and “Trump” started popping up, soon followed by phrases like “Atlanta’s Rodeo Drive” or “Atlanta’s Madison Avenue.” Indeed, all of the burgeoning construction isn’t just new, it’s incredibly luxurious—and if all goes as planned, a high-rise address may be Atlanta’s next status symbol.

The key components are new, exceedingly opulent residential options, such as the St. Regis Residences and the Mansion on Peachtree, where homes start at \$4 million and \$3 million, respectively. Homes in John Wieland’s forthcoming mid-rise, One Museum Place, will start at \$2 million, and at Sovereign, which will become Atlanta’s tallest residential high-rise when it’s finished next summer, homes start at \$1.2 million. The first phase of The Stratford, developed by Charles Ackerman (also responsible for Tower Place), will include nothing but penthouses, ranging in price from \$1 million to \$2.5 million.

Appropriately, the high price points deliver perks that are above and beyond now-standard extras like a concierge, fitness center, and swimming pool. Most of the new developments have hotel-like amenities including full-service spas, outdoor movie theaters, outdoor fireplaces, outdoor kitchens, putting greens, wine cellars, and housekeeping and catering services—not to mention

room service from in-house restaurants. Future residents at the St. Regis—which include a roster of the city’s elite, such as Billie and Bernie Marcus—will not only get their own private elevators, they’ll get their own butlers. Homeowners at Sovereign will enjoy in-house art curatorial services and a free first-year membership to the prestigious Buckhead Club. (Oh, and whoever lives on the 50th floor will have enough room on their balcony to build a private pool.) One Museum Place, which will be across from the High Museum of Art, will have a 15,000-square-foot gallery of its own, and residents at the W Atlanta Downtown will have their own heliport.

But it’s not just condo homeowners who will get all the perks—townhome developers are zeroing in

on empty-nesters who want to live in town, but are not completely ready to give up gardening or extra square feet.

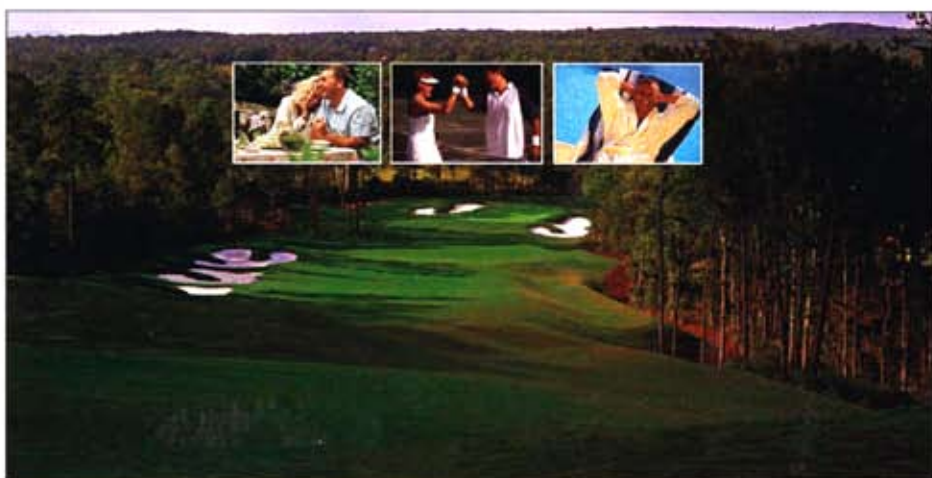
"These are for people who don't want to go into a high-rise," says Bonneau Ansley, director of sales for Regents Park at Peachtree Battle, a development by Carter Real Estate that includes 5,000- to 7,000-square-foot townhomes—with three-car garages and elevators—priced from \$2.8 million. "They want to live in town and be able to walk places, but they're used to a big space to hold their furniture and artwork."

Ansley says sales have been brisk, with buyers moving in from the suburbs, as well as from larger homes just down the street on Tuxedo and West Paces Ferry Roads. The same has been

Regardless of the type of home, it's the promise of a thriving, walkable city that's luring people.

true for The Bellingrath, a development of eight European-style townhomes designed by Harrison Design Associates, offering similar amenities as well as rooftop gardens, wet bars, and outdoor fireplaces for each home.

But regardless of the type of home, it's the promise of a thriving, walkable city that's luring people. New streetscaping projects like The Midtown Mile (encompassing Peachtree Street between North Avenue and 15th Street), Peachtree Boulevard (a 1.5-mile stretch of Peachtree Road from Maple Drive to Peachtree-Dunwoody Road), and Buckhead Avenues (from Pharr Road to East Paces Ferry and North Fulton Drive) promise to create pedestrian promenades that are just as swank and walkable as Rodeo Drive and Madison or Michigan Avenues, offering city residents easy access to parks, cafes, restaurants, shopping, and the arts. ■



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