

## Real Estate

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# Live, Work, Play

## New economy makes once-novel concept a preferred option

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Just a few years ago, the concept of live, work, play developments was the province of urban pioneers who wanted to create living space above their homes. Of course, the idea is not new: living above the family store is an age-old concept, but new developments Intown are taking the idea of live, work, play to another level.

Not only are people creating workspaces in their homes, but developers are creating buildings where the necessities of life – retail, restaurants and even supermarkets – are on the ground floor or just across the street. This new concept has exploded in many Intown areas, but one developer says the explosion has been minor compared to what's ahead.

Jerry Miller, of Miller-Gallman Developers, said the depressed economy and \$4-plus gasoline have helped create a new mindset for many homeowners and homebuyers, and that is leading them back to the city. In other words, suburban flight is over.

"We're going to see an acceleration in the return to the city and mixed-use developments in the same square footage," Miller predicted.

Miller-Gallman's **Castleberry Point Lofts** ([www.castleberrypointlofts.com](http://www.castleberrypointlofts.com)), located in the eclectic Downtown neighborhood of Castleberry Hill, is a prime example of this kind of development. With an iconic "flatiron" design, 112 lofts sit atop 37,000 square feet of retail and restaurant space. There are also live/work units that have already sold, with the new owners planning to open a boutique and law office. Later this year, two restaurants, an art gallery and spa are slated to join the mix. Homes are priced from the \$200s to \$700s.

"Castleberry Point is in walking distance to 120,000 jobs in Downtown," Miller said. "The whole neighborhood is pedestrian-friendly, so get rid of the car and buy a scooter or walk."

On the other side of Downtown, historic Auburn Avenue is also undergoing a transformation with the **Renaissance Walk** ([www.livetsweetauburn.com](http://www.livetsweetauburn.com)) development. Spanning an entire city block, there are 161 one- and two-bedroom condos perched above 30,000 square feet of retail space. The



1010 Midtown, part of the larger 12th & Midtown development, will have 50,000 square feet of retail space along Peachtree Street.



The environmentally friendly loon at Lindbergh is at the heart of the revitalization of the Lindbergh area along Piedmont Road in Buckhead.

condos are priced from the high \$100s to mid \$200s. Crescent Moon restaurant is on the ground floor, along with the Peaberry Exchange coffeeshop, Sweet Auburn Bistro and Smoothie King offering up a wealth of dining options outside the front door. The

proximity of Georgia State University also makes Renaissance Walk a hot property.

East of Downtown, **Studioplex** ([www.studioplexlofts.com](http://www.studioplexlofts.com)) on Auburn Avenue was one of the original live/work communities with artists and small-business owners

dividing up their space in the historic cotton mill complex. There are 131 live/work lofts priced from the \$160s, and another building on the site, at the corner of Auburn and Irwin Street, is being transformed into the 9,000-square-foot Pavilion at Studioplex. Chef Scott Serpas has already signed on to open a signature restaurant later this year, and glass artist Matt Janke will move from another spot in Studioplex to the Pavilion. A new Green Market – with fresh fruit and veggies – is now being held every Saturday on the site.

On Memorial Drive, **Oakland Park** ([www.oaklandparkatlanta.com](http://www.oaklandparkatlanta.com)) has already earned industry kudos for being LEED (Leadership in Energy and Environmental Design) certified, using the latest in eco-friendly paints, sustainable bamboo flooring, lighting, high performance fixtures and touting recycling. On the ground floor, Rich Chey's Stella Neighborhood Trattoria is already a draw, and florist Foxgloves & Ivy recently moved in. The one- and two-bedroom homes are priced from the \$190s, and many have breathtaking views of historic Oakland Cemetery and Downtown.

**1010 Midtown** ([www.1010midtown.com](http://www.1010midtown.com)) will be at the heart of Midtown Mile – the stretch of Peachtree from North Avenue to 15th Street primed to become a shopping mecca that developers hope will rival Chicago's Magnificent Mile or Manhattan's Madison Avenue. Under construction at the corner of 12th and Peachtree, the 35 story building will actually be part of the larger 12th & Midtown, a massive complex of 3 million square feet of mixed use development.

1010 Midtown will have 443 one-, two- and three-bedroom homes priced from the \$200s to more than \$1 million and 50,000 square feet of retail on the ground floor. Four restaurants – Noon Midtown, Ri Ra Irish Pub, RA Sushi Bar and Pjola, an Italian bistro – have been announced with retail stores coming soon. The blogosphere is burning up with rumors that one retailer might be a flagship Apple store. Stay tuned.

Over on Piedmont Road in Buckhead, the redevelopment of the Lindbergh area has become a benchmark for live, work, play. With hundreds of homes, retail, restaurants, corporate offices and a MARTA station at its center, Lindbergh is the ultimate in con-

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