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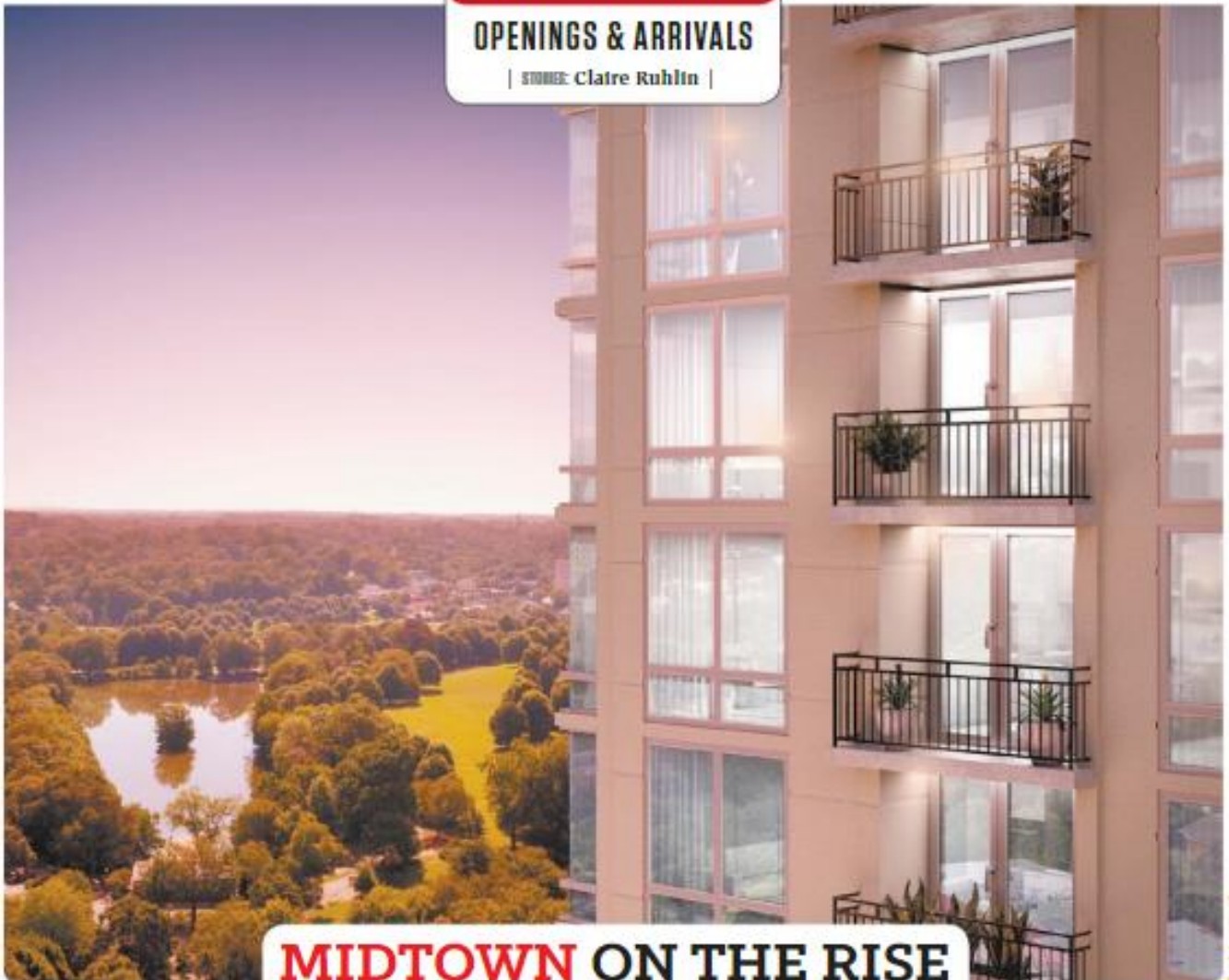
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MIDTOWN ON THE RISE

Boutique, high-rise apartment complex Piedmont House brings convenient luxury to Midtown

Those looking to call Midtown home now have a new option for high-rise living: Piedmont House, a boutique apartment complex from Wood Partners opening in early 2018.

Featuring just 198 lease-only residences, the complex was designed to evoke the luxury of a penthouse condo while maintaining the accessibility and flexibility of an apartment. Monthly rent for one-, two- and three-bedroom layouts averages \$3,500.

In addition to luxury, the complex also offers a premium location in the

heart of Midtown, sited at the edge of Piedmont Park and boasting views of the Midtown skyline. "Over the last decade, Midtown has become what I consider to be one of the strongest markets in Atlanta for multi-family, be it apartments or condos," says Bennett Sands, development director with Wood Partners. "It's just a great balance of convenience, walkability and tremendous views."

Piedmont House, Sands says, was built to cater to move-up renters looking to upgrade from first- or second-time apartments. "Maybe instead of just a one-bedroom you want a one-bedroom plus den, or

they decided that they want a two-bedroom, but they want a master suite and a guest bedroom so they can entertain," Sands says. "We feel our level of service, our finish package and our amenities cater more toward that 30-something as opposed to that 20-something."

Designed by architects Rule Joy Trammell + Rubio, the units include floor-to-ceiling windows, hardwood flooring, waterfall-style kitchen islands, entry foyers, quartz countertops, stainless-steel appliances, wine coolers and wet bars. Tenants will also have access to a saltwater pool, a sky lounge, a fitness center, a

wine locker featuring a tasting room, and a specialty dog spa.

"Our finish package far exceeds what you would find in a typical apartment," notes Sands. "We're differentiating ourselves in the marketplace by offering units that feel more like homes."

The building will also include 1,300 square feet of retail space that Sands hopes will cater to both residents and pedestrian traffic. "Our goal is to not have your typical dry cleaner-type of tenant but to have something that's more of an amenity for the neighborhood," he says. ■

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