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'Opus Place' to become Atlanta's tallest residential tower (SLIDESHOW)

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INDUSTRIES & TAGS Commercial Real Estate, Hotels & Lodging

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A long-planned project that could include nearly 400 luxury condos finally has a name – Opus Place.

The development would come to 98 14th St. in the heart of Midtown. The vacant property is nestled between existing Midtown towers 1180 Peachtree and Promenade.



A new rendering from Olympia Heights Management and Perkins + Will shows the Midtown... [more](#)

[Berkshire Hathaway HomeServices Georgia Properties'](#) condo division, City Haus, is handling the sales and marketing for the project.

Developed by Olympia Heights Management, with strategic advisers Paul and [Louise Sunshine](#), Opus Place will be master planned by renowned architect [Richard Meier](#), who also worked on the High Museum of Art.

The Atlanta office of [Perkins + Will](#) is designing the condo tower, which would become the tallest residential tower in Atlanta.

“Inspired by art and culture, Opus Place and the cultural pavilion will offer residents a blend of architecture, design, art and music,” says an announcement.

[Atlanta Business Chronicle in October](#) reported that a sales center was going up on the site.

[Unveiled officially July 12](#), the \$300 million tower would be one of the tallest and costliest projects built in the current Atlanta development cycle, soaring up to 74 stories over the city skyline.

Plans for the ambitious project were first brought to Midtown officials almost three years ago, when the New York-based development group proposed a \$650 million trio of twisting towers on the former “Symphony Center” site at 98 14th St. The project was later tweaked.

Amy Wenk covers hospitality, retail and restaurants.

98 14th Street Midtown skyline



PERKINS + WILL

A rendering from Olympia Heights Management and Perkins + Will shows the Midtown Atlanta skyline with the proposed tower at 98 14th Street (tallest building just left of center in rendering).



Another rendering from Olympia Heights Management and Perkins + Will shows the proposed tower at 98 14th Street.



Another view of the Midtown Atlanta skyline with the new tower proposed by Olympia Heights Management (the highest tower in the center of the image).



Another view of the new tower proposed by Olympia Heights Management.



Another view of the new tower proposed by Olympia Heights Management.

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