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NEWS



RENDERING/SPECIAL

Opus Place (the tallest tower, center left in this rendering) will rise at 98 14th Street in Midtown, between existing towers 1180 Peachtree and Promenade.

98 14TH ST.

Midtown condo tower to be named Opus Place

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

Olympia Heights Management, the New York developer behind the project at 98 14th St. in Midtown, has also named renowned architect **Richard Meier** master planner.

Meier also worked on Midtown’s High Museum of Art, known for its sweeping forms and light-filled atrium. He is the recipient of the 1984 Pritzker Architecture Prize, one of the profession’s highest honors.

The property where Opus Place would rise is nestled between existing Midtown towers 1180 Peachtree and Promenade. Its location gives it the potential to become an important feature along the proposed Midtown Art Walk, a concept Midtown planners describe as a “unique pedestrian experience. The Art Walk would feature interactive works of art along a half-mile promenade that connects the Midtown and Arts Center MARTA stations.”

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

OPUS PLACE ANNOUNCEMENT

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.



RENDERING/SPECIAL

The \$300 million tower would be one of the costliest in this development cycle.

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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 costliest projects built in the current Atlanta development cycle, soaring up to 74 stories over the city skyline.

The project underscores more confidence in the intown condo market. **Berkshire Hathaway HomeServices Georgia Properties'** condo division, City Haus, is handling the sales and marketing for the project.

Dan Forsman, president and CEO of Berkshire Hathaway HomeServices Georgia Properties, said demand for condos is picking up for several reasons, including more companies continue moving jobs to intown Atlanta neighborhoods such as Midtown. NCR Corp., which is building its headquarters at Midtown's Technology Square, is the highest profile example.

Forsman also said new intown condo starts are modest compared with the previous development cycle, which saw overbuilding.

"For the projects that have been announced, the timing is good," Forsman said. "The units aren't all coming onto the market at the same time. Deliveries are going to be spread out over the next 18 months to three years."

The biggest challenge facing the intown condo market is buyers' ability to get financing, Forsman said.

Plans for the ambitious project at 98 14th St. 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.

The project was later tweaked.

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