

**Newcomer**  
**December 2006 / January 2007**



## Why **ATLANTA** is a **GREAT PLACE** to **LIVE** —Now More Than Ever

by Avery Thibadeau

**T**he hallmarks of the world's greatest cities—sophistication, culture, architectural splendor, fine dining and a see-and-be-seen nightlife—are not generously granted or successfully emulated. Such features are beloved in the nation's most high-profile destinations—New York, Chicago, L.A. And Atlanta has undoubtedly joined their ranks.

Home to businesses such as Delta, Coca-Cola, UPS, and Home Depot, Atlanta ranks third in the nation for Fortune 500 company headquarters. People and offices are moving in, reversing the past rush for the suburbs. Atlanta is growing up—literally. It isn't just the climate that is attracting people; as Atlanta grows, it is changing in unprecedented ways, welcoming opportunity and innovation and redefining luxury. Here's a look at Atlanta in 2007—a city on the rise. ▶

**Trends, Events and a Look Ahead at 2007**





Clockwise from top: 1010 Midtown will offer luxury living, fine dining and shopping all at once; the new World of Coke; ViewPoint towers over Midtown; and Donald Trump has entered Atlanta's real estate market with Trump Towers Atlanta.

## Midtown Mile

Just down Peachtree Street, plans are being made to refashion approximately 14 blocks of this thoroughfare between North Avenue and 15th Street into a walkable, tree-lined shopping, dining and leisure entertainment district. Modeled after Chicago's Magnificent Mile and New York's Madison Avenue, Midtown Mile will eventually offer 1 million square feet of retail development. In partnership with numerous development companies, the Midtown Alliance is leading the efforts at updating and maintaining sidewalks and attracting major retailers. New properties such as Daniel Corporation's 1010 Midtown, a 35-story high rise offering condominiums, retail and dining space and Novare Group's Viewpoint are already in the works.