

# The Streets of Buckhead

THE SOUTHERN ADDRESS FOR EUROPEAN STYLE



## INDULGE IN ATLANTA

A southern twist on contemporary urban luxury is taking shape along a prime section of Atlanta's famed Peachtree Road. Real estate developer Ben Carter's The Streets of Buckhead is a \$1.5 billion mixed-use destination for indulgence inspired by the grand tradition of other great shopping boulevards such as New York's Madison Avenue, L.A.'s Rodeo Drive and Melrose Avenue, Chicago's Michigan Avenue, Boston's Newbury Street and Palm Beach's Worth Avenue. Buckhead, widely recognized as one of the premier addresses in the Southeast, and often referred to as the "Beverly Hills of the East", represents one of the largest concentrations of income and buying power in the United States. At the project's Grand Opening in November 2009, Ben Carter's extraordinary



Developer Ben Carter

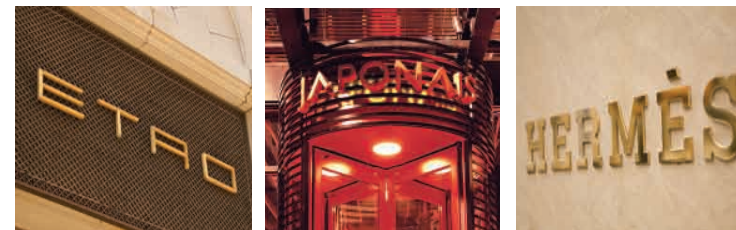
vision for The Streets of Buckhead will raise the standard of excellence in this already luxurious neighborhood. Several internationally acclaimed restaurants and many of the world's finest fashion houses have already secured space, in most cases to open their first free-standing retail locations in Atlanta. Luxurious hotels and high-rise estate homes will overlook the streetscape, affording residents and guests access to high-end amenities and breathtaking views of this sophisticated southern city.

## 500,000 SQUARE FEET OF ELITE BOUTIQUES FOR A-LIST CLIENTELE

Buckhead's demographics have drawn the attention of exclusive retailers who are eager to establish themselves in a location where 51% of the population is comprised of executives and professionals and the average household income exceeds \$100,000. Residents and visitors can look forward to strolling through a star-studded list of high-design boutiques arranged along picturesque, lushly landscaped sidewalks at The Streets of Buckhead.

More than 80 of the world's finest retailers will be found on The Streets of Buckhead, including:

- |                       |                               |
|-----------------------|-------------------------------|
| <b>Bottega Veneta</b> | <b>Loro Piana</b>             |
| <b>Domenico Vacca</b> | <b>Luigi Borrelli</b>         |
| <b>Etro</b>           | <b>Optical Shops of Aspen</b> |
| <b>Hermes</b>         | <b>Oscar de la Renta</b>      |
| <b>John Lobb</b>      | <b>Vilebrequin</b>            |



## ENVIABLE CUISINE

Fourteen select restaurants will offer an array of culinary treats certain to please the most sophisticated palates. Whether one seeks to celebrate the business deal of the year, an anniversary with the love of a lifetime or simply to take a refreshing break in the midst of a day of shopping, The Streets of Buckhead will provide the perfect venue. Already on the menu on The Streets of Buckhead are: **La Goulue**, **Bottega del Vino**, **Japonais**, **The Capital Grille** and **Fado Irish Pub & Restaurant**.



**LOCATION:**  
ATLANTA, GEORGIA

**SITE:**  
9-ACRES ALONG PEACHTREE ROAD

**RETAIL SPACE:**  
MORE THAN 500,000 SQUARE FEET

**RESIDENTIAL:**  
UP TO 1,000 LUXURY UNITS

**HOSPITALITY:**  
GUEST ROOMS AND SUITES WITH WORLD-CLASS AMENITIES, STEPS FROM SHOPPING AND DINING

**TOTAL DEVELOPMENT COST:**  
\$1.5 BILLION

**CONTACT:**  
BEN CARTER PROPERTIES  
ATLANTA, GA  
404.869.2800  
THESTREETSOFBUCKHEAD.COM



## CULTURAL ENDEAVORS

Ben Carter's vision for The Streets of Buckhead as an exceptional, luxury-driven destination is evidenced by the unparalleled quality of the retail and restaurant brands that he has successfully attracted. But it is his commitment of several million dollars to fund what he's dubbed "Art on the Streets," a program to purchase or commission museum-quality works of art for public display, that reveals his intention for The Streets of Buckhead to be a place that celebrates art and culture alongside fashion and food. Art on the Streets will showcase original sculpture and installations by the best of today's established and emerging artists. The program's debut acquisition, the Frank Stella work "K.3 (pictured)," was acquired last summer from New York City's Paul Kasmin Gallery. Carter hopes that future acquisitions will be guided through collaboration with a local museum.



## INCOMPARABLE HOMES AND HOSPITALITY

Atlanta's most desirable addresses are found along the Magnolia lined streets and avenues of Buckhead. The city's elegant historic mansions will soon be joined by a new generation of incomparably luxurious high-rise estate homes and high-design, amenity-rich hotels throughout The Streets of Buckhead. Residents of the exclusive 30305 zip code will be at the center of the most elegant live-work-play-stay neighborhood in the Southeast. Up to 1,000 new luxury residences and hotel suites will offer sweeping views across Atlanta and unfettered pedestrian access to boutique shopping, fine dining and cultural pursuits. Every pleasure will be just steps away.