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Images: Spec office tower begins climb over West Marietta Street

Mixed-use 1050 Brickworks project to continue district's vertical growth

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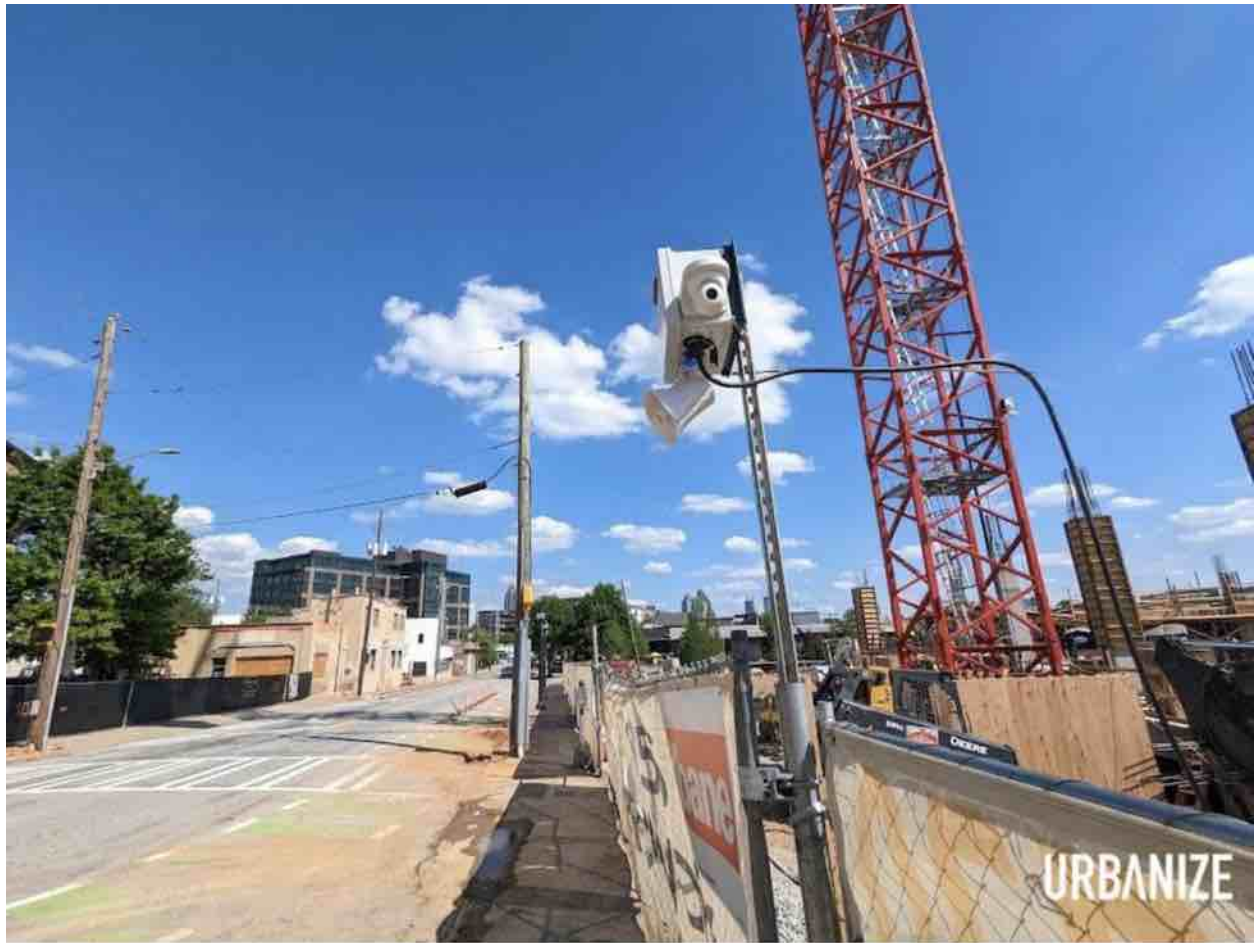














Four months after its ceremonial groundbreaking, a West Midtown project heavy on office space with no pre-signed tenants is starting to rise over two important streets, continuing the district's vertical growth.

Described by project leaders as “a bold move in today’s market” of high office vacancies and scuttled mixed-use ambitions near downtown Atlanta, 1050 Brickworks has completed demolition and is building its first foundational levels on about 1.3 acres where West Marietta Street meets Brady Avenue, next to active railroad tracks.

Chicago developer Sterling Bay and Charlotte-based Asana Partners broke ground on the 250,000-square-foot venture in November, and several low-rise commercial buildings have since been removed.

The HKS-designed replacement will stand 14 stories, with about 14,000 square feet of retail at its base.



Next to active railroad tracks in the Marietta Street Artery neighborhood, the 14-story building's initial vertical construction has begun. Josh Green/Urbanize Atlanta

1050 Brickworks is aiming to help convert the West Marietta Artery neighborhood's character from an industrial, former railroad district to a more walkable, mixed-use community. Another goal is to complement and anchor the 166,000 square feet of dining, retail, and service space next door at Brickworks, which Asana bought in 2020.

Project leaders have acknowledged a spec office building is a “high-risk move” in this economy but have expressed confidence in Atlanta's ability to weather national economic turbulence. 1050 Brickworks marks Sterling Bay's first foray into Atlanta. Asana, meanwhile, has been **active acquiring and redeveloping property** along the BeltLine's Eastside Trail, including Krog Street Market and SPX Alley, in addition to acquisitions like Plaza on Ponce, the iconic shopping center where the Plaza Theatre operates.



Josh Green/Urbanize Atlanta



View from the east, along West Marietta. Courtesy of Sterling Bay/Asana Partners; designs, HKS

Beyond walkability that's steadily improving with nearby additions such as Westside Paper, 1050 Brickworks' perks are expected to include a fitness center, private library, a lounge and bar, outdoor workspaces, and private terraces for tenants. Other aspects call for a large deck overlooking the Atlanta skyline, some 12,000 square feet of amenities, and a parking deck with 549 spaces.

It'll add to a skyline west of Midtown where none existed a few years ago.

The 22-story, glass-encased Seven88 West Midtown **condos**—a high-rise pioneer for the area—stands just across the railroad tracks. About three blocks in the other direction, Interlock's second phase is rounding into shape as Allen Morris Company's Stella at Star Metals—a 21-story apartment tower—is also under construction.

In the gallery above, have a closer look at the 1050 Brickworks project today—and how it's scheduled to look and function at its debut in the third quarter of 2024.



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