

Stella at Star Metals debuts in rapidly evolving West Midtown

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Stella at Star Metals. GAREY GOMEZ

Story Highlights

- The Allen Morris Co. completed Stella at Star Metals, a 327-unit residential tower in West Midtown.
- The building features a curved design and copper-toned panels.
- Star Metals District will eventually include nine buildings across multiple phases, blending residential, dining and retail uses.

Stella at Star Metals is the latest phase in a rapidly evolving West Midtown district.

Developed by The Allen Morris Co., the residential tower reflects a bigger picture for the Star Metals District, a multi-phase, mixed-use destination that continues to reshape one

of Atlanta's most dynamic neighborhoods. Stella represents the third phase of that vision, with additional phases already planned.

"In total, we envision the district having about nine different buildings and phases," said W.A. Spencer Morris, president of The Allen Morris Co.

"We're really thinking about the architecture and the design of each of the projects within the context of this wider community and district that we're actively building," he added.

Located on the eastern edge of the district, Stella at Star Metals features a curvilinear form clad in reflective, copper-toned panels.

Morris said the building's orientation and shape were driven by the desire for unobstructed views of Downtown Atlanta.

"There was such a special aspect of the site that we decided to design the building really first and foremost around that view corridor," he said. "You have this panoramic view of the skyline that you really can't capture anywhere else in Atlanta."

Inside, the architecture aims to enhance the living experience. Curved corners allow for expansive, fully covered balconies that measure up to 14 by 14 feet. These features create what Morris described as "an outdoor living room" for residents. The building also integrates hospitality-driven amenities, including a public-facing rooftop concept and a ground-floor restaurant designed to blend seamlessly with the lobby.

That mixed-use approach is central to the broader Star Metals strategy. With a mix of high-end restaurants, retail and residential offerings, the district is being positioned as a destination within West Midtown.

"We view what we're doing with the district as community building and creating a sense of place," said Morris. "We want the Star Metals District to stand out as its own unique destination."

The project reflects the continued growth and transformation of West Midtown as a hub for design, dining and high-end residential living.



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