



## BEST IN ATLANTA REAL ESTATE AWARDS

*The most innovative projects and biggest deals*



### Stella at Star Metals

660 11th St. NW, Atlanta

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

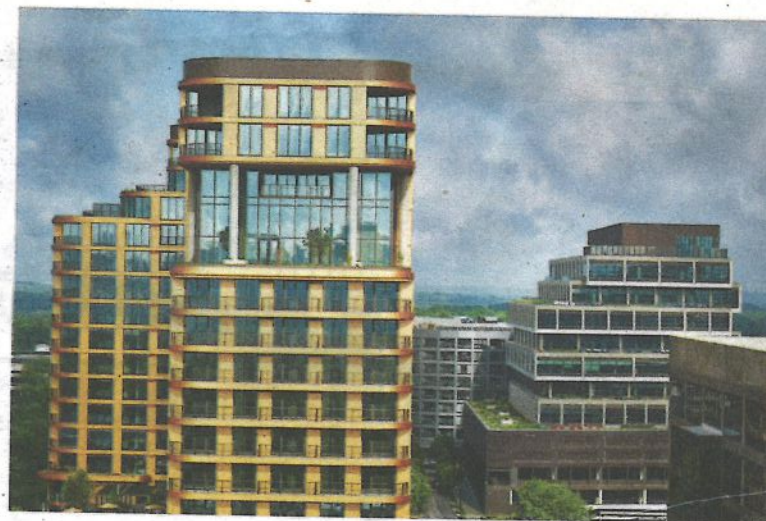
Developed by The Allen Morris Co., the residential tower reflects a bigger picture for the Star Metals District, a multi-phase, mixed-use destination that continues to reshape one of Atlanta's most dynamic neighborhoods. Stella represents the third phase of that vision, with additional phases already 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.

#### FAST FACTS

**Size:** Approximately 327 residential units; multi-story tower  
**Investment:** Not publicly disclosed  
**Timeline:** Construction completed in 2025



GAREY GOMEZ

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.

*-Randy Southerland, contributing writer*