





the HEIGHT *of* LUXURY

The Residences at The St. Regis Atlanta offer custom high-rise living at the best address in the city.

BY ANNA BENTLEY

THE ST. REGIS EXPERIENCE IS ONE OF ULTIMATE LUXURY: UNPARALLELED service, elegantly refined class and complete relaxation. For most, a weekend or more at the St. Regis is a welcome respite from stressful everyday life. But for a select few—homeowners at The Residences at The St. Regis Atlanta—this singular lifestyle is simply everyday life, perfectly tailored to their style, needs and dreams.

The Residences at The St. Regis Atlanta—two-to-five-bedroom private homes occupying the resort’s upper 14 floors—offer those enchanted by both the city’s Southern charm and the resort’s unmatched focus on comfort a chance to call the St. Regis home; moreover, they provide the opportunity to create a truly custom home at the best address in the city, 88 West Paces Ferry Road.

“The Residences at The St. Regis Atlanta are really the first of their kind in terms of a building with an extraordinary location on the west side of Peachtree, a building that is classically designed, a building that’s been built of extraordinary quality and a building that has the services of the St. Regis behind it,” explains Douglas McMahon, managing director of Tavistock Group, a private investment company that acquired The St. Regis Atlanta in February 2011. “Atlanta has always been a city of neighborhoods and important residential architecture, and now with The Residences at The St. Regis Atlanta, we are setting a new standard for high-rise living.”

Of the 53 private residences, only 27 remain, which range in size from 3,200 square feet to more than 7,200 square feet. Suggested floor plans range from two-bedroom, two-and-a-half bath layouts to four-bedroom homes, with a nearly infinite number of customizations possible, including in-suite fitness centers, spacious studies, expansive “his and her” master bathroom suites and more.

To McMahon and his team at Tavistock Group, the residences are a seamless continuation of the lush, refined neighborhoods west of Buckhead’s thoroughfare, Peachtree Road. The elegant homes located along these leafy residential roads—including the governor’s mansion and famed Philip Trammell Shutze-designed Swan House—have long signified prominence, class and timeless style, characteristics mirrored in the design and details of the St. Regis itself. “We feel we’re creating an extension of this enclave in the sky,” McMahon says.



DESIGNER PATRICIA MCLEAN

Customized Living

While the remaining residences are in varying stages of completion, they all share some attractive attributes: soaring ceilings (over 10 feet in most units and over 13 feet in penthouses); commanding views of Buckhead’s lush residential streets or soaring skyscrapers; corner outdoor terraces complete with gas fireplace and grill; top-of-the-line finishings and appliances, including Sub Zero refrigerators, Wolf gas ranges, granite countertops; and, of course, the personal attention and bespoke services of the St. Regis’ 200-member staff.

However, each home at the St. Regis is fully customizable to its owner’s lifestyle, tastes and desires. To showcase the residences’ incredible versatility, Tavistock Group commissioned some of the city’s top interior designers, including celebrity designer Stan Topol, “Inspired Interiors” author Suzanne Kasler and American Society of Interior Designers Design Excellence Award winner Patricia McLean, to create four

stylistically distinct—yet equally stunning—designer show homes.

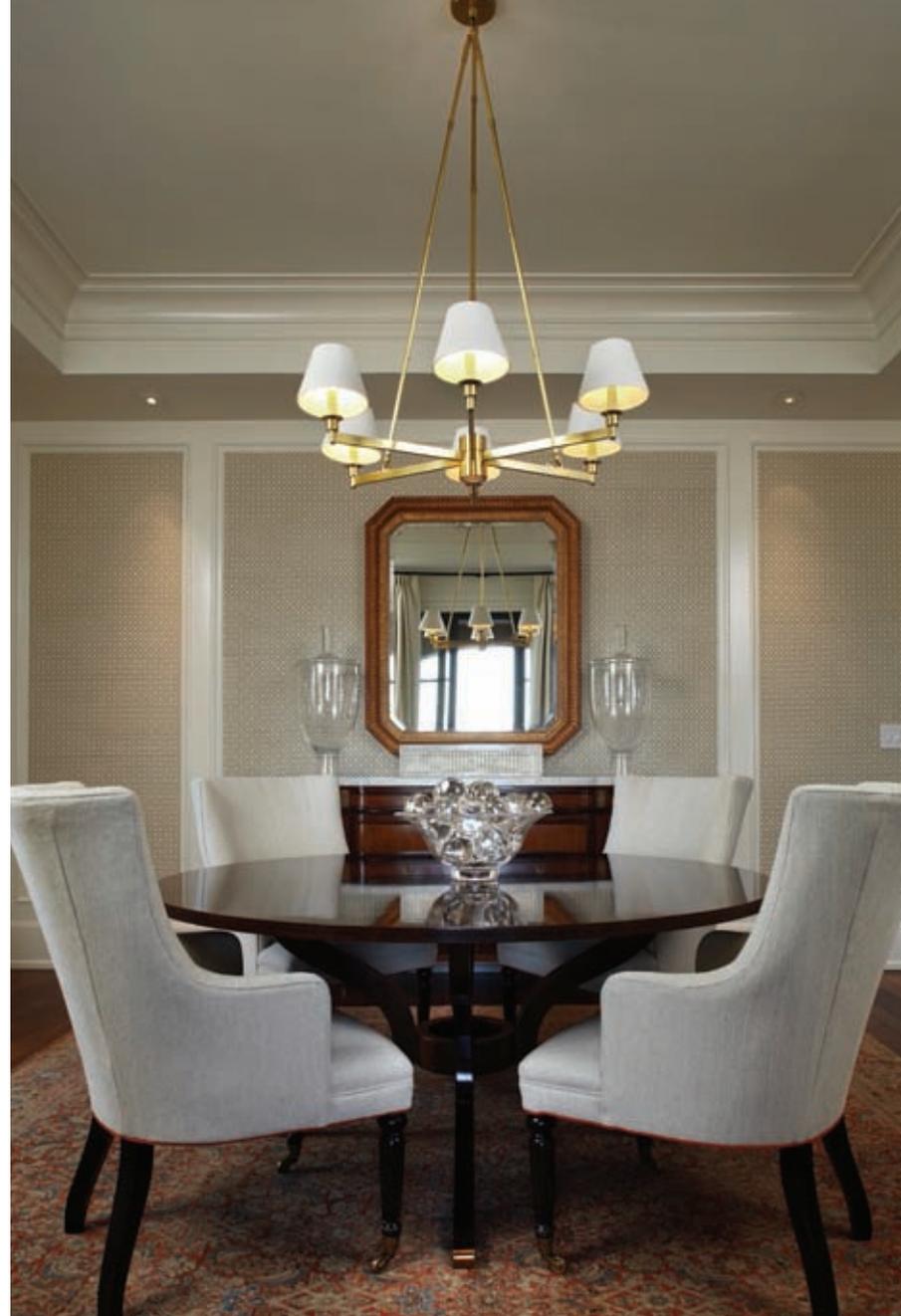
With the help and expertise of well-respected custom builders Hixon Homes, Malone Construction and the Berndsen Company, the result was four units that range in size, layout and style to illustrate the variety of customization options. From the traditional touches reflected in McLean’s textured, multi-layered home, to Topol’s contemporary owners with an eye for function, and Kasler’s chic residents who value sophisticated palettes with bright, open space, it’s clear that while the St. Regis is singular in its focus on classic beauty and service, it remains flexible enough to accommodate any resident’s aesthetics or lifestyle, no matter what those may be.

“It’s not just a lifestyle; it’s a style in which you wish to live,” says Topol, who designed two of the four units. “When we were drawing up these apartments, all we were thinking about was how to make people’s lives even more comfortable.”

As each designer home demonstrates, the St.

Regis offers incredible flexibility in design, both stylistically and architecturally. “The St. Regis is designed so that there are not a lot of support beams,” McLean explains. Instead of cumbersome, load-bearing interior walls and support beams, The Residences at The St. Regis Atlanta employ a particularly ingenious feature: steel support girders that disperse weight evenly along the floor, freeing up valuable space and allowing homeowners the ultimate freedom in design. “You’ll notice as you walk through, we were able to put walls where we wanted,” McLean says. “The St. Regis affords you the ability to have a lot of flexibility.”

“That’s the beauty of it,” agrees Topol. “Adding a bedroom or accommodating a particularly large master suite doesn’t equate to tricky maneuvering around walls or serious concerns about wasted space or interrupted flow. Whereas finding an existing home with the perfect flexibility to accommodate a number of floor plans and decorating options might be a pipe dream elsewhere—at the St. Regis, that’s the norm.”



DESIGNER STAN TOPOL

For Kasler, this expansive space was the first thing she noticed—and, of course, her model’s design inspiration. To play off its clean lines and perimeter windows, Kasler chose a natural palette of creams and taupes to accentuate the home’s architecture as well as its stunning high-rise views.

“What we wanted to do was create a beautiful palette that flows visually through that whole huge living space,” she says. “We really wanted to have an architectural envelope that was very handsome but light.” The result is a home that feels bright, airy and open, but one of Kasler’s favorite architectural details isn’t technically in the home; it’s in the experience of coming home.

“When you arrive, the elevator door opens and you’re in your space, which I think is one of the really exciting things about the way the St. Regis is designed,” she explains. “You don’t have a hallway to get to your own place, so I think that’s a very special detail.”

To make the process of bringing a dream custom home to reality, Tavistock Group has converted

one of its private residences into an on-site sales and design center, providing a convenient meeting spot for homeowners and contractors, as well as a valuable resource for design inspiration and property information. Homeowners may work with the designers and custom builders featured in the residence show models, or they may instead select their own contractors—their home is completely open to customization.

Posh Perks

Though its prime location in the heart of Buckhead and respected reputation are compelling enough reasons to consider making the St. Regis home, its time-honored traditions and five-star amenities make it a uniquely luxurious choice for Atlanta high-rise living.

Residents at the St. Regis enjoy such amenities as valet parking; a state-of-the-art athletic club; the picturesque 40,000-square-foot Pool Piazza—which is transformed into an ice skating rink during the winter months—gourmet dining at

the Paces 88 American Bistro; indulgent wine tastings in the beautifully appointed Wine Room and tranquil, rejuvenating treatments at the five-star Remède Spa. All this is in addition to the St. Regis traditions of Champagne sabering each evening, afternoon tea in the Astor Court and the 24-hour concierge service that has come to define the St. Regis experience.

In addition, the resort is just steps from the city’s best dining, entertainment and shopping. Residents and guests can leisurely explore the area’s hidden treasures and celebrated hotspots, including Atlanta’s highly respected High Museum of Art, Phipps Plaza and Lenox Square Mall shopping centers, local art galleries and more. Even better, St. Regis concierges can always recommend the best in area dining and entertainment.

The resort offers private parking and secure entrances for residents that allow them to completely bypass public spaces, if desired. Private elevators whisk residents and their guests quickly and securely to their homes, which feature grand entrances and



DESIGNER SUZANNE KASLER

special service corridors for discrete assistance.

“It is this sense of safety and comfort that’s especially appealing to homeowners,” Topol explains. “Leaving a traditional single-family home for a high rise in the heart of Buckhead might seem daunting to some, leaving them to wonder about the creature comforts of their homes—storage space or a sense of privacy, perhaps. But the St. Regis’ focus on security and dedication to making all guests—homeowners and visitors alike—feel completely at ease immediately puts those fears to rest.

“One thing that the St. Regis offers people is the comfort of knowing that you’re home and you’re home safe,” he adds. “Comfort is the ultimate luxury.”

Transforming the City

In the few months that The Residences at The St. Regis Atlanta have been on the market, they’ve made quite an impression, leading many top real

estate professionals to comment, after touring the designer show homes, that the St. Regis is “bringing Park Avenue to Atlanta.”

This trend—trading grand estates along a metropolitan city’s boulevards for luxurious high-rise accommodations—is one McMahon recognizes and embraces as a result of Buckhead’s steady growth over the past 15 years. Just as residents moved to famed high rises in New York, London and Paris throughout the 20th century, those with strong ties to Atlanta are finding themselves drawn to the luxuries that living at the St. Regis affords.

The homeowners “are the same families that helped build Atlanta,” he says. “They have a history here, they’ve created businesses here, they provide philanthropic support, they have children and grandchildren here, and they are psychologically tied to Atlanta. The St. Regis gives them the quality they want, the luxury they want and the location they want so they can maintain

their home here while they may be spending their time literally around the world.”

As Buckhead continues to evolve, so will the landscape around the St. Regis. New owners are confident that the resort and residences are positioned to remain a lasting landmark west of Peachtree, just like the homes that line Tuxedo, Habersham and Blackland roads.

“Our collective ambition is that this will be one of—if not the most—enduring properties in Atlanta. It’s an excellent location, and we think it’s an unprecedented design and quality of a building, one that given the new realities of 2011 and 2012, we probably won’t see anything of this build or type for 10 years,” McMahon says.

He continues, “Atlanta is defined by change and new construction; however, we believe this will be a coveted address, an admired architectural gem and a wonderful place to live for many years to come.”

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