

# Greenstone, Crescent Takes First Steps With 14th & Spring Project

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**Greenstone Properties** is partnering with a Charlotte-based multifamily developer for its 14th & Spring mixed-use Midtown project.

**Crescent Communities** plans to develop a 12-story, 330-unit apartment project on the parcel bounded by Spring, Williams and 14th streets. The property sits across from **Related Group's** coming Icon Midtown mixed-use project, which includes a 70K SF **Whole Foods Market**.

Crescent plans to brand the project with its NOVEL apartment moniker. Crescent has plans for two other NOVEL apartments in Atlanta, including in **Central Perimeter** and **Buckhead**.

**Bisnow first reported** on Greenstone's plans, which also includes a 10-story, 250K SF office tower, overlooking the Downtown Connector. Greenstone is scheduled to present its plans to the **Midtown Alliance Development Review Committee Feb. 13**.

“We are making progress on the leasing front and hope to start with a lead tenant in tow. However, we are taking a ... path to start spec later this year,” Greenstone Properties principal **Chris Scott** wrote in an email.

Spec is an industry term that means a developer would begin construction on a project without any leases yet signed. Both the apartment, with 15K SF of ground-floor retail, and the office could deliver by the end of 2020.

**CORRECTION, FEB. 13, 1:15 P.M. ET:** *A previous version of the story misnamed Greenstone Properties' 14th & Spring project and Crescent Communities' name. The story has been updated.*

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