



Contact: Chris Cassidy  
The Highlands Companies  
678-252-1500

Nick Telesca  
Branch Properties  
404 832-8910

Woody Snell  
The Pacific Group  
770-984-8170

**PACIFIC GROUP, HIGHLANDS AND BRANCH JV BRINGS**  
**WEST VILLAGE TO VININGS**

*Mixed-use redevelopment includes multifamily, retail and town homes for 50-acre,  
\$300 million project marked by extensive green space.*

ATLANTA, April 27, 2005 – A joint venture of The Pacific Group, Branch Properties and The Highlands Companies is developing West Village, a \$300 million, 50-acre mixed-use project in Atlanta’s Vinings submarket.

Located near Interstate 285 and Atlanta Road, West Village is the redevelopment of a former industrial and residential tract in Vinings and will include 292 for-lease condominiums including 20 for-lease town homes, 62,900 square feet of retail in a town square setting, 120 for-sale stacked flats and 115 town homes.

“We worked for over a year with community leaders, Cobb County, the ARC and GRTA to develop a unique pedestrian friendly mixed-use land plan with strategically located greenspace areas and links to the Silver Comet trail,” said Woody Snell, a partner with The Pacific Group. “We are confident that West Village will truly be the place to live, work and play and will deliver that small town community feel right at the crossroads of Vinings at I-285 and Atlanta Road.”

The Highlands Companies is developing the for-lease condos and town homes, and The Pacific Group is developing the for-sale residential. Branch Properties is developing the retail, with 106 of Highlands’ residential units above it. In addition, the Branch retail project will include three out-parcels for restaurants and other uses along Atlanta Road.

A future site along I-285 will include two mid-rise residential buildings with 402 for-sale units.



“In a mixed-use project such as West Village with three different developer disciplines, it is extremely important to have a great working relationship,” said Nick Telesca, president of Branch Properties. “The trusting partnership we have formed with The Pacific Group, and The Highlands Companies makes a challenging project work. Each group brings their own expertise to the table, and the shared information is an educational process for everyone involved.”

West Village’s amenities consist of a designated path for continuation of the Silver Comet Trail; a pool and fitness center for the for-lease condos; a pool for the town homes and stacked flats; and the town square retail setting with fountains, greenspace and extensive landscaping. Of the development’s 50 acres, seven acres have been designated for open/green space and pocket parks.

“This is one of the largest live-work-play developments underway in metro Atlanta and will prove to be a tremendous addition to the Vinings area and Cobb County,” said Chris Cassidy, president of The Highlands Companies. “Finding well-located property in the metro area is increasingly more difficult, and winding through the zoning and permitting process can be tough as well. Bringing a project of this magnitude to fruition makes all the hard work more than worthwhile.”

Highlands leased condos will feature 10-foot ceilings, fully covered balconies, hardwood flooring in living areas, upgraded trim, ceramic-tile bathrooms in addition to designer kitchen appliances.

West Village’s retail component will benefit its residents as well as those living in the surrounding neighborhoods.

“We are very pleased with the early pre-leasing interest for the retail space and out-parcels,” Telesca said. “Our goal is to provide the necessary services, exciting restaurants and cafés and a wonderful shopping environment for the residents of the project and the surrounding Vinings, Smyrna and upper west side communities.”

The Pacific Group, a real estate investment and development company, has been part of the Atlanta real estate market since 1985. They have developed over 75 residential communities that made up 11,000 acres and well over 18,000 housing units. Their focus is to develop projects that compliment the surrounding community and bring new economic stimulation to existing



neighborhoods. A philosophy of maintaining a high level of accountability with their customers, partners, and consultants has resulted in The Pacific Group being one of the most sought after developers in the metro Atlanta market.

Branch Properties is a private real estate investment company based in Atlanta. Throughout the company's 32-year history, it has engaged in the acquisition and development of retail and other projects throughout the southeast.

The Highlands Companies was formed in 1998 to develop, construct, manage and own luxury multifamily and mixed-use retail developments in urban centers throughout the Southeastern United States. Additionally, Atlanta-based Highlands provides development and construction management services on a fee basis to select clients requiring a high level of expertise and professionalism. Highlands ([www.highlandscompanies.com](http://www.highlandscompanies.com)) has developed more than 2,500 luxury apartment and for-sale condominium units and 750,000 square feet of mixed-use and traditional retail valued at more than \$500 million throughout the Southeast.

###