



JOANN VITELLI

Frank Reese, Novare Group's developer of Gallery Residences, says that in addition to tennis courts plans are under way for tennis clinics and walking groups through Buckhead's Garden Hills neighborhood to help residents stay active.

# Working it out:

Fitness packages add to condos' appeal

By Lori Johnston

**G**eorge Smirnoff and Elena Eremina met on a tennis court, dated on a tennis court and were engaged on a tennis court.

So, it's only fitting that their move from New York City to Atlanta, where they

lived when first married, centered on buying a Buckhead high-rise condo with tennis as an amenity.

"The tennis court made a difference," said Smirnoff, 38, adding that it was part of an overall fitness package that added to the appeal of Gallery Residences, a Novare Group Inc. development. "Just to

be able to go downstairs, exercise, come up and shower. You work out so much more when it's convenient."

In addition to the tennis court, plans are under way for tennis clinics and walking groups through Buckhead's Garden Hills neighborhood for residents to remain active in what will be a new lifestyle for buyers coming from single-family homes.

"Fitness and exercise are an important part of people's lives. As a result, it's important in building high-rise communities such as Gallery," said Frank Reese, Novare's developer of Gallery.

Novare Group, like others, saw an opportunity to provide amenities

with an eye toward buyers' desire to be physically fit. Residents of 10 Terminus Place, Cousins Properties Inc.'s first high-rise in Buckhead, will be offered memberships to Terminus Club, which has a state-of-the-art golf swing analysis center among its offerings.

This generation of buyers automatically assumes condos will have fitness amenities, so they ask about the equipment, pools and other perks, said Jason Frost, vice president of development for Cousins' office/multifamily division.

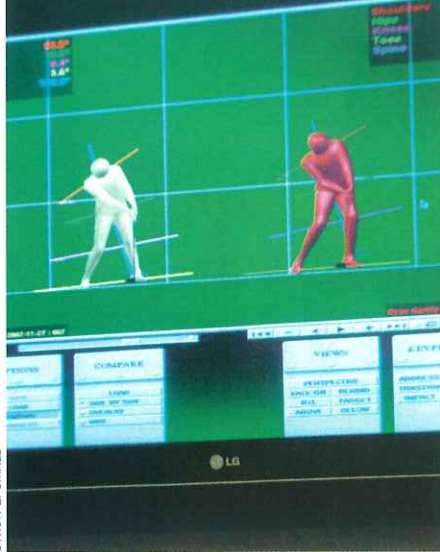
At 10 Terminus Place, there will be a fitness center with cardio machines and weights, plus an outdoor yoga area and

indoor massage facility, where residents can bring in a masseuse or arrange for one through the community's concierge. The condos, ranging from the \$340,000s to more than \$3.6 million, are expected to be completed in August.

"It's not that it's just something that you ought to do. It's something that you have to do," Frost said. "Everybody's looking for it."

Cousins decided golf would be part of the Terminus Club — touted as a country club in the city — after looking at the interests of potential residents and office tenants. The golf system uses 3-D technology to analyze swings and putting, and the golf pros and staffers offer fitness evaluations, instruction, stretch therapy and custom club fitting.

"It's a very energetic professional crowd. The majority of the Terminus 100 clients that lease office space there are wealth management," Frost said. "They're your powerhouses of wealth management. These young professionals that are in that type of model, they're very interested in their health. A lot of



BYRON E. SMALL

them are golf players."

The first residents moved into Gallery, which has 203 one-, two- and three-bedroom units ranging from the \$400,000s to \$800,000s, in December. As more move in, the next step is creating ways for residents to work out together.

"We offer a unique amenity, and what can we do to provide another service to our residents so that they can enjoy living in the community even more?" Reese said.

The planned walking clubs also emphasized a key attribute about Gallery — its Garden Hills site.

"Our location has been one of our biggest draws for the people that decided to purchase at Gallery," he said. "Many of our residents enjoy exercise. We thought about taking advantage of our neighborhood, which we believe is one of our biggest selling points."

When Smirnoff, a management consultant, and Eremina, an investment banker, decided to move back to Atlanta, they wanted to retain the lifestyle they experienced in Manhattan, where they had a standing weekly reservation to play tennis in Central Park. Before moving to New York, the couple lived in Marietta and in MidCity Lofts in Midtown.

Their routine always has included working out five to six times a week. They met on the tennis court at Post Riverside apartments, and Eremina, 27, played for Oglethorpe University.

"This is like our sport. We always do it together," George said. "It's a big differentiator for us." **LIA**



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