

# Amick adds 2nd restaurant at 1180 Peachtree

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The new 1180 Peachtree office tower that's reshaping Midtown's skyline will have not one but two restaurants by one of Atlanta's most ambitious restaurateurs.

Bob Amick, who created ONE Midtown Kitchen and its sister restaurant



**Amick**  
Trois and Tap

TWO Urban Licks, beat out several other restaurant groups to get the 5,000-square-foot space on the ground floor of the building being constructed on the corner of 14th and Peachtree streets.

Amick and business partner Todd Rushing intend to create a pub-like neighborhood restaurant, tentatively called "Tap." It will include a 1,600-square-foot patio adjacent to the sidewalk on Peachtree.

Tap will be among Amick's more casual eateries, with an average check price of \$20, compared with check averages in the upper \$30s at both ONE and TWO.

Earlier this year, Amick signed a lease for the 13,000-square-foot, tri-level restaurant space at the back end of the 1180 tower, where he is building a French-themed restaurant called Trois. Average checks at Trois will be in the \$50 range (Amick's most expensive concept yet). Trois is expected to open in April.

Amick plans to open Tap in October 2006, six months after Trois opens its doors. He said the staggered dates are key to his being able to handle two major restaurants — both being built from scratch — back-to-back in the same building.

"I looked at the space, and I thought I would like to do it, but there were some timing issues. I didn't want to do two restaurants at the same time and be spread too thin," Amick said. "I told [developer Hines] that if they could wait six months on the second one, then I could do it."

Amick had initially dismissed the Tap space because he had his sights set on the behemoth space at the rear of the building. The larger restaurant will overlook the new \$300 million Atlanta Symphony Center, to be built on 14th Street on a vacant lot between 1180 and One Atlantic Center.

Restaurant industry insiders say another local group, believed to be **Fifth Group Restaurants**, was close to signing a lease for the 5,000-square-foot space a couple of months ago, but that deal never was finalized. That's when

Amick and his real estate broker, Marc Weinberg of **The Shopping Center Group LLC**, looked at the space again.

"This is one of the greatest intersections in Atlanta," Weinberg said. "Nobody has as strong a presence at such a great location as Bob does now, and he's got his pulse on what Midtown wants and he can deliver it with these two very different restaurants."

The anchor tenant in the 1180 tower is law firm **Alston & Bird LLP**, and other firms such as **King & Spalding LLP**, **Arnall Golden Gregory LLP** and **Kilpatrick Stockton LLP** are just a short walk away.

Trois and Tap also would likely pull in some traffic headed for a symphony performance, the **High Museum of Art**, **Woodruff Arts Center** events and other happenings in Midtown.

"In our own way, we're playing a role in helping Atlanta grow up and mature and create its own path," Amick said.

In addition to Tap and Trois, Amick also is working on two other soon-to-open restaurants.

In late July, Amick will open a casual pizza restaurant, called piebar, inside the 1960s circle-shaped Trust Company Bank building on Monroe Drive near the Interstate 85 access road. And Amick is developing a contemporary American restaurant called Luma in Winter Park, Fla., which will open in mid-September.

For now, though, Amick said he's done taking on new projects.

"I promised my wife I'd take the summer of 2007 off," Amick joked. "She doesn't believe me."

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