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StreetLights Residential Expands Southeastern Footprint, Hires Veteran Developer Fred Kay to Lead New Atlanta Office

Dallas-based StreetLights Residential Expands to Atlanta

DALLAS – August 23, 2016 – [StreetLights Residential](#), a design-driven developer of multifamily and mixed-use communities, announced its expansion to Georgia with the opening of its Atlanta office to be led by veteran Atlanta developer, Fred Kay. Serving as senior vice president of development, Kay will be responsible for multifamily development and acquisition activity in Atlanta and the surrounding region.

StreetLights identified Georgia and the Southeast as a desirable market for expansion due to a strong economy and the demand for multi-family developments. The Atlanta office will be the second Southeastern location for StreetLights, following the Nashville office opening in 2015. StreetLights is based in Dallas and also has offices in Austin, Houston, San Diego and Phoenix.

“StreetLights has been expanding its national footprint with office openings in San Diego in 2014, Nashville in 2015 and Phoenix in 2016. We look forward to our continued growth in the Southeast region and are confident in Fred’s ability to lead our new Atlanta office,” said StreetLights President of Development Tom Bakewell.

“It’s a great opportunity to lead a new market for StreetLights, one that I am familiar with and have been an active part of for nearly two decades,” said Kay.

Kay has more than 30 years of industry knowledge in development, construction and property management. He started his career as a commercial mortgage banker where he honed his valuation and finance skills. Kay then founded and was president of Matrix Realty, Inc., a development and management firm where he acted as general partner for 12 limited partnerships for various product types including office, retail and multifamily. He also founded Precision Construction, which acted as general contractor for several Class A multifamily properties developed and owned by Kay.

Prior to joining StreetLights, Kay served as senior vice president and southeast regional partner for JPI where his portfolio consisted of approximately \$250 million in stabilized assets and \$100 million in new development. He was responsible for all aspects of multifamily development including site selection and acquisition, site planning, schematic design, construction drawings and value engineering for new developments.

Kay graduated from the University of Kansas earning a bachelor’s degree in Business Administration and a minor in Finance. He is a member of the Urban Land Institute and the Atlanta Apartment Association.



StreetLights active developments include [The McKenzie](#), a 22-story residential high-rise, which recently broke ground in the Knox-Henderson neighborhood in Dallas; [The Jordan](#), a 23-story residential high-rise located just off McKinney Avenue in the Uptown area of Dallas, recently opened and is now leasing; [The Kelton at Clearfork](#), a four-story residential community, comprised of 392 units, located in Fort Worth, is now leasing; Phase one of the three-phase, 1,050-unit master planned community in Frisco, [The Kathryn - The Canals at Grand Park](#), is now leasing with a mix of 365 flats and townhomes; Phase two of the three-phase, 1,050-unit master planned community in Frisco, [The Maxwell – The Canals at Grand Park](#), recently broke ground; [The Austin \(Trinity Green\)](#) is a four-story residential community, comprised of 353 units, located in the Trinity Groves area of Dallas; and, [The Case Building](#) is a 17-story residential high-rise in Dallas’ Deep Ellum neighborhood. For more information about The Jordan, The Kelton, The Kathryn, The Maxwell, The Austin (Trinity Green) or The Case Building visit streetlightsres.com.

About StreetLights Residential

StreetLights Residential specializes in new urbanist apartment homes and mixed-use developments. Its business plan focuses on building around neighborhoods with the highest home prices (price per square foot). With in-house development, design, and construction expertise StreetLights takes a design-centric approach to building luxury communities which rival the experience, lifestyle, and amenities of living in an urban boutique hotel. StreetLights has numerous urban infill projects throughout the country with more than 10,000 multifamily units completed, in progress or projected in 11 cities across six states. Since StreetLights’ inception in 2011, the company has grown to more than 120 employees in its development and construction companies and has offices in Dallas, Austin, Houston, San Diego, Nashville, Phoenix and Atlanta. For more information, visit streetlightsres.com.

About SLR Construction

SLR Texas Construction was formed in 2011, with regional offices in Dallas, Austin and Houston. The core leadership of SLR Texas Construction has worked together for 15+ years and has completed several thousand multifamily units ranging from suburban stick to luxury high-rise product types. The group prides itself on being able to successfully implement complicated urban, high density projects.

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