

# Frequently Asked Questions about the Redevelopment of The Forum Peachtree Corners

## **Can you share a high-level overview of what The Forum's redevelopment will entail?**

North American Properties (NAP) is modernizing the 20-year-old Forum and transforming it into a true mixed-use destination through the addition of a 125-key boutique hotel, 381 multifamily units, new experiential retail and dining offerings, structured parking, and an expanded public realm. NAP will also weave its signature hospitality-driven management approach into the project, incorporating resort-level services such as Concierge and valet to enhance the overall guest experience.

## **When will construction begin and end?**

A groundbreaking ceremony was held on April 27, and construction will begin on the north end of the property in early May. The project will be completed in phases, the first of which includes the retail-focused improvements, set for a 2024 holiday season delivery. The construction of the parking deck is set for January of 2024 and the last phases, which include the boutique hotel and multifamily community, are both currently slated for a 2025 start.

## **Does the redevelopment include an update to the stores and restaurants? If so, what's opening?**

NAP is focused on refreshing The Forum's tenant mix with relevant fashion brands and chef-driven restaurants. Since taking over leasing efforts at The Forum, NAP has secured deals with Giulia (opening summer), High Country Outfitters (open), lululemon (open), and Peche (open). NAP has also reconfigured the current merchandising layout and collaborated with several existing tenants on relocations, expansions, and renovations, including Fab'rik, Pottery Barn and Luxury Nails & Spa.

## **How will parking be affected during and after construction? Will the traffic flow change at all?**

Most of the diagonal spaces in front of the stores will remain untouched, however, a few will be removed to expand the sidewalks and add seating. The new structured parking deck will feature 200 spaces. Traffic flow will be temporarily altered during construction. These changes will be communicated through The Forum's social channels and website as they occur.

## **Has any work already been done at the center?**

Upon taking over management, NAP identified several areas for immediate physical improvement and implemented new processes such as daily pressure washing and street sweeping; installed property-wide music; and upgraded the landscaping. NAP also restructured daily operations and regulated tenant hours; hosted hospitality training for all departments; increased security and housekeeping hours and hired a dedicated maintenance employee; instituted a uniform staff dress code; and worked with existing tenants to complete much needed spatial repairs. A new brand identity was also created, and consistent event programming rolled out.

**THE FORUM**  
**PEACHTREE CORNERS**