

# 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?**

Construction began in May 2023. The first, and smaller, of two new greenspace additions was delivered in October. "The North Plaza" is now open and available for the community to use at its leisure. Buildouts for the adjacent Politan Row food hall and jewel boxes are still underway and expected to open next summer. Currently, construction is paused for the holidays to avoid negative impacts on tenants during the busiest time of year and will pick back up in January 2024. NAP anticipates completion of the public realm and retail-focused improvements (Phase I) by holiday 2024. Phases II and III will see the multifamily and boutique hotel builds, both slated for a 2025 start.

## **Does the redevelopment include an update to the stores and restaurants?**

### **If so, what's opening?**

NAP's leasing team is focused on bringing in more food and beverage offerings, up-and-coming and digitally native retail brands, and higher-end service providers. The goal is to create a lineup that offers guests the opportunity to stack experiences and extend their time on property. Since taking over leasing efforts at The Forum, NAP has secured deals with Giulia (opening fall 2023), High Country Outfitters (open), Lovesac (coming soon), lululemon (perm, open), Peche (open), Petfolk (coming soon), Politan Row (food hall, coming soon), and StretchLab (coming soon). Fab'rik and Luxury Nails & Spa have also been renovated.

## **How will parking be affected during and after construction?**

### **Will the traffic flow change at all?**

NAP will remove select surface parking spaces from The Forum to improve walkability and make room for the new community lounge areas. 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. Traffic flow will be temporarily altered during construction. These changes will be communicated through The Forum's social channels and website as well as onsite wayfinding signage.