

# **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 and the first of two new greenspace additions dubbed "The North Plaza" was delivered in October 2023. After a two-month pause to accommodate holiday traffic, work on Phase I (public realm expansion and retail-focused improvements) resumed in late January 2024. Build-outs are now underway for the Politan Row food hall and adjacent jewel boxes as well as The Plaza, which will play host to The Forum's 100+ annual events and feature an LED screen, performance stage, optional valet service, and more upon completion. NAP anticipates Phase I construction wrapping by late summer 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 acquiring The Forum, NAP has signed several new tenant deals, including Alloy Personal Training, Cookie Fix, Giulia, High Country Outfitters, Lovesac, lululemon, Peche, Petfolk, Politan Row (food hall opening spring 2025), and StretchLab, with more to be announced this year., and StretchLab, with more to be announced this year.

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

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

NAP is removing select surface parking spaces from The Forum's main boulevard to improve walkability and make room for community lounge areas such as the two new plazas, prompting minor long-term traffic flow changes ([see here for a map](#)). Any additional changes will be communicated through The Forum's social channels and website as well as onsite wayfinding signage.