
THE
FORUM
PEACHTREE CORNERS
fab'rik


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ROSWELL
JOHNS CREEK
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THE FORUM
PEACHTREE CORNERS
INTERSTATE
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LENOX MALL
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INTERSTATE
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INTERSTATE
75
HARTSFIELD-JACKSON
ATLANTA INTERNATIONAL
AIRPORT

Play this way

400,000-square-foot, open-air shopping hub in Peachtree Corners, GA.

98,000 sf of loft office above retail.

Peachtree Corners has been named the best Atlanta suburb for professionals, families, and millennials.

4.1 million annual visitors.

25.8% of guests who visit The Forum have a HHI of over $200k.

Estimated 120,000 employees within a 10 minute drive.

	3-miles	5-miles	7-miles
Total Population	63,024	216,122	468,250
Daytime Population	50,151	117,790	253,330
Total Households	24,392	79,913	170,706
Average Household Income	$140,259	$130,208	$120,478



Suburb Chic

Wealthy family-focused households straddling the suburban/rural line. Their retail patterns revolve around kids, health, and entertainment.

AGES 45-54

INCOME $200K+



Exclusive Exburbs

High-income families living in wealthy enclaves on the outskirts of major cities. Interested and often employed in tech.

AGES 45-54

INCOME $200K+



Satellite Scions

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children.

AGES 35-44

INCOME $150K-$200K

The Forum Reimagined

Redevelopment launched in April 2023 and completed in August 2024, transforming the public realm and enhancing the guest experience with resort-inspired hospitality and community events. Additional updates include brand expressive storefronts, refreshed streetscapes, and modernized signage including LED and digital directories.



THE PLAZA

a 6,650-SF turfed area, features a raised covered stage, LED screen, seating, valet area.



THE NORTH PLAZA

a smaller, 1,700-SF turf plaza where families and children can enjoy several upscale eateries including Politan Row.



A JEWEL BOX

with rooftop bar housing sushi concept Sei Ryu compliments The Plaza



Post-Reimagination

VISITS YOY

Annual visits YOY are up 8% from 2022

SALES PER SQUARE FOOT

+23.7% since acquisition in 2022

FOOT TRAFFIC

14.2% increase since 2022

RETAIL OCCUPANCY

26 new permanent leases and 38 amendments to extend and renew existing leases since acquisition

**as of 3/31/26*

EVENT IMPACT

Yearly event programming increases daily traffic by 3.4%

DWELL TIME

Average dwell time is 52 minutes in 2026

Featured Tenants

YOU'RE IN GREAT COMPANY

lululemon

POTTERY BARN

BARNES&NOBLE

ULTA BEAUTY

KENDRA SCOTT

TRADER JOE'S

[solidcore]

J.CREW FACTORY

WARBY PARKER

PORTLAND LEATHER

LaserAway

MINISO

For Dining

CURATED CULINARY GROWTH

Several new, high-quality restaurants have joined the lineup—each selected to complement the evolving tastes of our guests and energize the overall mix. This deliberate curation supports increased cross-shopping, longer visits, and greater overall spending.

Nando's PERi-PERi CHICKEN

SUCRÉ LA NOUVELLE ORLÉANS

Giulia

Millie's PIZZERIA WINE + COCKTAILS and PATIO

Cookie Fix

GOLESTAN Persian Restaurant

Sei Ryu 清焼

VanLeeuwen





POLITAN ROW

AT THE FORUM

Politan Row at The Forum is a chef-driven food hall created with Peachtree Corners in mind, featuring a thoughtfully curated mix of seven independent food and beverage concepts, a design-forward destination for the culinarily curious, and an outdoor patio to gather and dine.

Opened in January 2025.



Building Community

Event	Date
Galentine's Day	February
Luck of The Forum	March
Bunny Hop at The Forum	April
Forum Fit	Weekly | April - October
Little Peaches	Monthly | April - October
Forum Flicks	Monthly | April - October
Friday Night Live	Biweekly | April - October
Kentucky Derby	May
Spring Fest	May
Light Up The Corners	August
Bites Over PTC	September
Trick or Treating at The Forum	October
Black Friday at The Forum	November
Tree Lighting at The Forum	November
Holly Jolly Hangout	December
Festive Flicks	December
Santa at The Forum	November and December
Menorah Lighting at The Forum	December









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PONCE CITY MARKET, ATLANTA


CHELSEA MARKET, NEW YORK CITY

About Jamestown

Jamestown is a global real estate investment and management company with over 40 years of experience creating places that foster innovation and build community. As of December 31, 2025, Jamestown manages $14.1 billion in assets across the U.S., Europe, and Latin America.

Jamestown employs more than 600 people globally across 11 offices, including headquarters in Atlanta and Cologne. Through its vertically integrated platform, Jamestown brings a design-focused, hospitality approach to diverse product types, including retail, office, residential, mixed-use, and grocery-anchored shopping centers. Jamestown's current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, and Groot Handelsgebouw in Rotterdam.

For more information, visit **http://www.jamestownlp.com**.

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