

# THE FORUM

PEACHTREE CORNERS



**AVALON**  
EST. 2014

ROSWELL

JOHNS CREEK

**avenue**  
EAST COBB

**400**



**THE FORUM**  
PEACHTREE CORNERS

**INTERSTATE**  
**85**

MARIETTA

PERIMETER MALL

SANDY SPRINGS

BROOKHAVEN

CUMBERLAND MALL

LENOX MALL

**Buckhead Village**  
PROSPECT AVE



COLONY SQUARE

**INTERSTATE**  
**285**

MIDTOWN

**PONCE CITY MARKET**

W  
S  
P  
D

**INMAN QUARTER**

**ATLANTA**

DOWNTOWN

**INTERSTATE**  
**20**

**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 in 2025.



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
<b>Total Population</b>	63,024	216,122	468,250
<b>Daytime Population</b>	50,151	117,790	253,330
<b>Total Households</b>	24,392	79,913	170,706
<b>Average Household Income</b>	\$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.



## THE PLAZA

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



## OTHER CHANGES INCLUDE:

- Brand expressive storefronts
- Refreshed streetscape
- Modernized signage including digital directories



## A JEWEL BOX

with rooftop bar housing sushi concept Sei Ryu compliments The Plaza





ANNUAL VISITORS

4M guests in 2025



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*



LOYAL GUESTS

1.29M guests in 2025 visited The Forum more than 30 times.



# Featured Tenants

YOU'RE IN GREAT COMPANY



POTTERY BARN®

BARNES & NOBLE



KENDRA SCOTT

TRADER  
JOE'S

[solidcore]

J.CREW  
FACTORY

WARBY PARKER



PORTLAND  
LEATHER

LaserAway





## 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.



THE FORUM PEACHTREE CORNERS

# For Dining





# 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 Market	May
Light Up The Corners	August
Bites Over PTC	September
Fall Market	October
Trick or Treating at The Forum	October
Black Friday at The Forum	November
Tree Lighting at The Forum	November
Holly Jolly Hangout	December
Santa at The Forum	November and December
Menorah Lighting at The Forum	December





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# About Jamestown

Jamestown is a design-focused, vertically integrated real estate investment manager and service provider with over 40 years of experience and a mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions exceeding \$40 billion, has assets under management of \$14.2 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Properties span across 11 global offices, with current and previous projects including One Times Square and Chelsea Market in New York, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam.

For more information, visit [www.jamestownlp.com](http://www.jamestownlp.com)



# THE

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