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DOWNTOWN ATLANTA'S PEACHTREE CENTER UNVEILS NEW LEASING APPROACH

CBRE team to lease retail hub at transit-oriented development

Atlanta, May 24, 2016 – CBRE announced today that vice president of retail services Amy Fingerhut and retail assistant Sara Pepper will help lead the retail transformation of the iconic Peachtree Center, the mixed-use development designed by John Portman in the heart of Downtown Atlanta. Later this year, Peachtree Center will undergo a redesign to attract additional retailers to the property. The renovation will reflect the transformation of the Downtown community that is being driven by tech-related business and renewed interest in a livable downtown.

Fingerhut has helped shape Atlanta's retail markets for 11 years and contributed to the city's evolution into a leading urban retail market. She was instrumental in the leasing strategy at The Shops Buckhead Atlanta as well as within office towers such as Terminus 100, One Buckhead Plaza, Colony Square and 999 Peachtree.

"The idea is to reimagine the space available and create life and energy in the heart of Downtown," Ms. Fingerhut said. "With the area's 12,000 hotel rooms, large volume of office space and major attractions such as the CNN Center, Georgia Aquarium, College Football Hall of Fame and more, the foot traffic near Peachtree Center will support the environment we are creating. Peachtree Center has the potential to become a destination at every hour of every day, and we want to realize that vision with our leasing approach."

Downtown Atlanta is in the midst of development resurgence with a multitude of projects in the works, especially in the multifamily and mixed-use sectors. The area surrounding Peachtree Center already encompasses 107,532 office jobs and 10,302 hotel rooms, providing a solid base of customers for the center's retail space. Other draws to the area include easy access to both Georgia Tech and Georgia State University, prime entertainment venues like Philips Arena and Mercedes-Benz Stadium, five MARTA stations, including the systems' largest, as well as new upscale apartment homes.

Banyan Street Capital recapped Peachtree Center in 2014 after a long association with the property and is now exploring several additions to enhance its retail amenities to ensure Peachtree Center is a destination that creates a full experience for tenants and consumers. They have already introduced new experiences such as a weekly outdoor market, and three new restaurants that opened at the development in 2015.

“Downtown Atlanta is teeming with office workers and new residents, causing an enormous demand for retail in the submarket,” said Marti Blackstock of Banyan Street Capital. “We want to contribute to the area’s evolution by establishing a new standard for shopping, dining and more at Peachtree Center, cementing it as a one-stop shop for office workers, native Atlantans and visitors every day of the week.”

For more information on Peachtree Center, visit peachtreecenter.com.

About Peachtree Center

Peachtree Center, developed by renowned architect John Portman, is an office, retail and dining destination in the heart of downtown Atlanta. Comprised of six high-rise office buildings and a three-tiered retail hub, Peachtree Center is centrally located over a MARTA station and adjacent to three hotels accessible by pedestrian bridges. Miami-based Banyan Street Capital recapped Peachtree Center in 2014 after a nine-year association with the property. For more information, visit peachtreecenter.com or banyanstreet.com.

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