



## **Atlanta's Peachtree Center Readies for Retail Redevelopment**

ATLANTA (May 19, 2017) – Downtown Atlanta's iconic Peachtree Center, a mixed-use center created in the 1960's by John Portman, Jr. as the city's first transit-oriented development, is preparing to undergo a massive renovation of its retail hub, which caters to six office towers and three convention hotels.

Peachtree Center, which is home to over 50 restaurants, retailers and services, recently tapped Amy Fingerhut and Sara Pepper of CBRE to handle remerchandising its tenant mix to modernize the retail center to better meet the needs of new class consumers. Along with the addition of new restaurants and shops, Peachtree Center's retail center will undergo a stunning revitalization, including changes to the indoor mall area and outdoor courtyard (with new restaurants with patios) to better integrate with Peachtree Street, Atlanta's main artery, and the Peachtree Center MARTA rapid transit station.

"We truly believe in Downtown Atlanta, and are thrilled to have a hand in this historic development's retail and restaurant resurgence," said Fingerhut, first vice president at CBRE. "Today's office workers are looking for more from their local food court, and we're now talking to local, regional and first-to-market concepts that will excite the market and draw in those foodie crowds looking for something new, whether its brunch menus, modern Asian or chef-driven fast casual. Millennials are overtaking the work force, and they want a better eating experience even if they're just grabbing takeout for lunch."

Located at the heart of Downtown Atlanta, Peachtree Center is a prominent figure in the neighborhood's renaissance. As the city's main business and entertainment district, Downtown is constantly alive with foot traffic and attracts many out-of-towners to the urban core. However, Downtown has been significantly lacking in retail, boutique fitness and unique, chef-driven restaurants, and the reimagining of Peachtree Center is a major component in shifting Downtown's perception as a dining destination where office workers can grab happy hour, visitors can enjoy dinner from one of the city's best chefs and a college student can enjoy a healthy, on-the-go lunch.

Peachtree Center is pairing the retail revitalization with placemaking efforts like the Peachtree Center Green Market, which occupies the courtyard every Thursday during warm weather months. Over a dozen local fresh food purveyors and live music join together to delight workers and guests from 11 a.m. to 2 p.m. each week, offering goods from produce to pickles to prepared foods like soup and baked goods.

Construction will begin this summer to modernize the retail center and open up the restaurants to the heavy foot traffic on Peachtree Street. Beck is the project architect.

For more information on Peachtree Center, visit [peachtreecenter.com](http://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 buildings, 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](http://peachtreecenter.com) or [banyanstreet.com](http://banyanstreet.com).

###