



Peachtree Center Celebrates Completion of The Hub and The Plaza with Grand Unveiling
Massive renovation project marks the rebirth of an icon and transforms Downtown Atlanta

ATLANTA (May 8, 2019) – Peachtree Center, Downtown Atlanta’s iconic mixed-use development, announced today the completion of the first phase of a massive renovation that transformed the development’s three-story retail center and outdoor courtyard. The revamped spaces have been rebranded as The Hub and The Plaza, respectively. With the new retail space complete, Peachtree Center continues to focus on enhancing the tenant experience with upgraded amenities currently under construction in Marquis Two Tower and renovations planned for all building lobbies later this year.

“We’re thrilled to finally unveil the modernized Peachtree Center, officially marking the next era for Downtown’s beloved icon and the revival of the surrounding neighborhood,” said Rudy Touzet, CEO of Banyan Street Capital, owner of Peachtree Center. “Peachtree Center will continue to serve as a true public realm, creating opportunities and additional spaces for the community and tenants to gather.”

Echoing John Portman’s original vision, The Beck Group worked directly with Banyan Street Capital to integrate the development’s iconic mid-century modern architecture into the fabric of the next generation. The Plaza was redesigned to better connect with Peachtree Street and serves as the town square of the development, becoming a central gathering space and ideal location for more interactive tenant programming and larger-scale public events.

The modernized plaza also incorporates a show-stopping glass-enclosed staircase that connects directly to The Hub’s restaurants and retail shops below. Reflective pools and fountains with seating and landscaping are displayed throughout. Transforming the streetscape, The Plaza also features a suspended canopy of linear lighting elements, serving as an eye-catching signature feature that is particularly stunning at night.

Equally as impressive as the development’s exterior transformation are the thoughtfully-designed and upgraded finishes throughout the interior of The Hub, including marble columns, counter-height bar seating, intentional gathering areas, upgraded light fixtures, and walkable skylights that breathe new life into the space. Free-flowing walkways, an expansive new staircase and modernized elevators provide a seamless pedestrian experience. Entrances leading from the street into The Hub are equipped with new digital wayfinding, backlit glass panels and steel canopies to create a more welcoming space for visitors.

“In line with The Beck Group’s commitment to building communities, we developed a dynamic and flexible environment to draw people together and invite them to linger in The Hub and The Plaza,” said Ryan Horne, Lead Architect and Associate Principal at The Beck Group.

Along with its physical transformation, The Hub has welcomed an exciting new line-up of restaurants, shops and entertainment options tailored to blossoming Downtown Atlanta. In the last 18 months,

Peachtree Center added Salata, Beni's Cubano, Taste of India and BEP! Vietnamese to its roster of restaurant tenants as well as Time to Escape, a locally owned and operated escape room concept that includes live actors.

Today, Banyan Street Capital celebrated the completion of The Hub and The Plaza with a grand reveal party that featured an electric violinist and DJ, acrobats, southern-inspired bites, a doughnut wall, surprise and delight features and giveaways, an interactive green screen photobooth and a Peachtree Center replica coloring wall.

Peachtree Center is home to 6,000 office tenants and connected to more than 4,000 hotel rooms via sidewalks and sky bridges. The renovation and addition of new retailers and restaurants brings new life into the neighborhood.

"Peachtree Center is an iconic development and a nexus of Downtown activity," said A.J. Robinson, President of Central Atlanta Progress and the Atlanta Downtown Improvement District. "We look forward to seeing how these reimaged interior and exterior spaces enliven the experience of those who live, work, play, and visit Downtown."

For more information on Peachtree Center, visit www.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 more than 50 shops and restaurants in The Hub, Peachtree Center is centrally located over a MARTA station and adjacent to three hotels accessible by pedestrian bridges. Banyan Street Capital, one of the largest private office owners in Atlanta and throughout the East Coast, recapped Peachtree Center in 2014 after a nine-year association with the property, with the vision of creating enhanced community and a modern, vibrant environment for tenants. For the latest information on Peachtree Center, visit www.peachtreecenter.com and www.marquistowersatl.com engage with Peachtree Center on [Twitter](#), [Instagram](#) and [Facebook](#).

About The Beck Group

Founded in 1912, The Beck Group is a collaborative team of designers, builders and technology experts, offering planning, architecture, interior design, construction, sustainability and technology consulting services. By integrating architecture and construction, Beck provides a unique approach to projects that transforms the way organizations design and build. With 900+ employees in Atlanta, Austin, Dallas, Denver, Fort Worth, Mexico City and Tampa, Beck's pioneering use of mainstream and emerging technologies provides clients with solutions at every stage of their projects. For more information, visit beckgroup.com.

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