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The Forum: What's Next UPCCA to Hold Town Hall

The Forum in Peachtree Corners opened in 2002, a full 10 years prior to the incorporation of the City. The shopping and food destination was designed with a European flair and, at that time, offered a trendy upscale open-air design, picturesque landscaping, and an unparalleled collection of boutiques, restaurants, grocery, and medical offices.

Since its inception, the Forum has been one of the top shopping destinations in Gwinnett County. The Forum is home to over 50 businesses that serve Peachtree Corners residents and the greater Gwinnett County population.

Recently, the 500,000 square foot shopping center has begun level off and has seen growth slow due to lack of reinvestment, the COVID-19 pandemic, and the growth of online shopping. The Forum is not the only shopping center in the area that has experienced this phenomenon, but similarly, local malls including North Point Mall in Alpharetta and Avenue East Cobb have experienced a comparable downturn.

Enter North American Properties (NAP). In March of 2022 NAP purchased the Forum with the plan of revitalizing the center. "To have an opportunity to get something like The Forum to own and be able to invest in a community like Peachtree Corners is important," said Tim Perry, NAP managing partner. "By far the best thing was that the community just loves the asset, and it just needs a little second-generation love and needs some renewed focus. And it's just rare you find something of such great quality with such great potential."

NAP's purchasing of the property is sure to bring new life to the Forum. In the past, NAP has been responsible for such premiere Atlanta locations as Avalon in Alpharetta, both Atlantic Station and Colony Square in Midtown, and Avenue East Cobb in Marietta. While NAP is responsible for the full Avalon project from start to finish, they have proven experience with their redevelopment of Atlantic Station and Avenue East Cobb.

The trend over the last few years has been the move towards mixed-use developments. This is the case with the location near North Point Mall, where the Alpharetta City Council has approved plans for a new 83-acre mixed-use development. Similar things may be on the horizon for the Forum.

"North American Properties has been working closely with the City since their purchase of the property," said Peachtree Corners City Manager Brian Johnson. "They are interested in the city's master plan, how they can work with the City, and how they can be part of growing and benefiting not just the Forum, but the City as a whole."

For those wanting to learn more about NAP's plan for the Forum, the United Peachtree Corners Civic Association will be hosting a townhall on Wednesday, May 18th from 7:00pm to 9:00pm at Christ the King Lutheran Church at 5575 Peachtree Parkway in Peachtree Corners. Representatives from North American Properties will be on hand to discuss the Forum and take questions from residents.