

P R E S S R E L E A S E



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ATLANTIC STATION ANNOUNCES SIX MONTH PROGRESS REPORT

Midtown center responds to community with new tenants, retailers, restaurants and major improvements in parking, public safety & guest experience

ATLANTA – Aug. 16, 2011 – Atlantic Station announced today a six-month “Progress Report” to give its neighbors an update on the transformative steps taken to remodel the Midtown center, including new tenants, shops and restaurants, a sweeping new public safety initiative and a \$2.5 million investment to overhaul the parking facility and more than \$2 million invested to improve the “guest experience.”

The progress report announced today includes the most new retailers and tenants announced at Atlantic Station since its opening in 2005, including:

- The new office of Creative Loafing/Atlanta, which will bring more than 40 reporters, editors and staffers from Atlanta’s legendary city weekly newspaper to Atlantic Station in November
- The first Atlanta location of Yard House, the California-based American fare, beer-forward, classic rock restaurant. Yard House will take the former space occupied by Dolce Enoteca in April 2012

Atlantic Station announced in January a plan to make the center more responsive to the Midtown community. As part of that process, Atlantic Station asked its neighbors – through social media and public meetings – what they wanted the center to be. The response was overwhelming, with

more than 1,000 comments and suggestions. Based on that feedback, Atlantic Station announced in May a “10-point Plan,” or a list of pledges to make over the center.

Included below is Atlantic Station’s Progress Report on those pledges:

1. Listen – *We promised to seek the input of the Midtown community to identify the retailers, events and programming our guests wanted to see.*

WINS:

- Asked Midtown neighbors what they wanted from Atlantic Station
- Logged more than 1,000 responses and comments
- Created “10-point Plan” to re-imagine Atlantic Station
- Selected Pinkberry from numerous yogurt options via social media
- Established a Blog in order to update, monitor and provide an open door policy for feedback

WHAT’S NEXT?

- Re-launching a completely overhauled Atlantic Station website, coming in September
- Continuing to ask for weekly feedback via Twitter, Facebook and other outlets

2. Improve public safety – *We pledged to emulate the Midtown Blue public safety model to make residents and guests feel more comfortable*

WINS:

- Opened a 24-hour Public Safety Office in the heart of the center
- Deployed a new force of uniformed private officers
- Doubled Atlanta Police Department man hours on property
- Monitored parts of the center with video surveillance
- Imposed a zero-tolerance code of conduct aimed at loitering and non-productive activity
- Hired Wayne Mock, head of the Midtown Alliance’s successful Midtown Blue public safety program, as a consultant

- Assigned public safety personnel to public transit shuttles

WHAT'S NEXT?

- Continued enforcement of Code of Conduct and zero-tolerance policy
- Ongoing partnership with Atlanta Police Department and key city officials

3. Fix the parking – *We promised our neighbors we would completely change the parking experience*

WINS:

- Investing \$2.5 million this summer to overhaul the parking facility, making it brighter, neater and easier to use
- Provided a new valet service to give guests more comfort and convenience, parking 800 cars per week
- Installed easy-to-use Parkmobile card swipe pay stations on street level spaces, the first deployment of the technology in metro Atlanta

WHAT'S NEXT?

- New signage and lighting for the parking facility to deliver in September

4. Get the word out – *We committed to build an unparalleled digital platform to give guests up-to-the minute information and regularly ask for comments and feedback*

WINS:

- Doubled social media following since January 2011
 - 13,750 Facebook likes
 - 5,800 Twitter followers
- No. 1 Klout score (rating of social media influence) among comparable U.S. centers
- Launched YouTube channel (15,000 unique views since launch)
- Hired a full-time social media manager

WHAT'S NEXT?

- Re-launching new and improved Atlantic Station website in September focused on interactivity, social media channels and property-community communication
- Continuing to lead the industry in leveraging social media to engage our neighbors, guests and the community

5. Close the nightclubs – *We said late night partying and associated behaviors were not part of our vision and we would take steps to ensure a comfortable, friendly atmosphere*

WINS:

- Closed Geisha House

WHAT'S NEXT?

- Bringing a new concept to FOX Sports Grill
- Opening Yard House, a first for Atlanta, in the former Dolce space

6. Meet the market – *We recognized that the retail and restaurant mix did not resonate with our Midtown neighbors, and we promised to retool it*

WINS:

- Signed leases for new restaurants and retailers that are more responsive to Midtown's young, affluent consumers, including:
 - Yard House (first location in Atlanta)
 - Pinkberry (new intown location)
 - Drew Lewis (local boutique)
 - Sole (local boutique)
- Negotiated the new office of Creative Loafing Atlanta at Atlantic Station

WHAT'S NEXT?

- New retail and restaurant announcements coming later in 2011

7. Go local – *We understood our neighbors wanted fewer chains and more locally operated retailers and chef-driven restaurants*

WINS:

- Opened the new office of Creative Loafing, Atlanta's leading local weekly newspaper
- Opened Drew Lewis (local boutique)
- Opened Sole (local boutique)
- Hosted Boutique Bargains (local retail showcase)

WHAT'S NEXT?

- Introducing Designer Pop-up shops during Fashion's Night Out – and an ongoing Pop-up shop program as a home for local retailers
- More new local retailers, chef-driven restaurants and exciting concepts to be announced later in 2011

8. Reach out – *We pledged to improve Atlantic Station by partnering with stakeholders in the community like Georgia Tech, SCAD, Piedmont Park and the Woodruff Arts Center*

WINS:

- Established new partnership with SCAD, including hosting student gallery showings and fundraisers
- Partnered with Piedmont Park to provide green shuttles for the 2011 Dogwood Festival
- Helping expand awareness of events, showings and concerts at Woodruff Arts Center, High Museum and Atlanta Symphony Orchestra
- Partnering with Center for Puppetry Arts to promote shows and events

WHAT'S NEXT?

- Georgia Tech football season kickoff with the Yellow Jacket Marching Band in Central Park (August 27)
- "College Night" – with student discounts and entertainment – coming this fall
- Continuing the Atlantic Station "Road Show" presentations, inviting local community groups to join our transformation

9. Reprogram public spaces – *We saw a need to re-imagine the open spaces at Atlantic Station to make them more welcoming, appealing and fun*

WINS:

- Food Truck Fridays – weekly lunch and dinner event based on national trend
 - Hosted two finalists from Food Network’s “Great Food Truck Race”
- ½ Street Artists Market (monthly open-air market)
- Movies in Central Park (weekly outdoor movie series)
- Friday Night Live (weekend local music concerts in Central Park)
- Street performers (music, magicians and artists from around Atlanta)
- Great American Campout with REI (partnership to promote the outdoors)
- Wi-Fi access across the center
- State-of-the-art Bose ambient music system with 112 speakers
- Outdoor dining/café tables
- Scooter & motorcycle parking
- New landscaping, plants & flowers

WHAT’S NEXT?

- Atlanta Bar-B-B-Q Festival (returns in October)
- Whiskey Barrel (fall Scotch festival)
- Atlanta Track Club Sunday Marathons
- Electric Vehicle Charging Stations
- New, expanded Holiday Festival (coming in November)

10. Introduce non-traditional uses – *We realized that Atlantic Station had an opportunity to offer unique uses to attract positive energy to the center, such as classroom space, TV and film studios*

WINS:

- Creative Loafing at Atlantic Station
- SCAD Student Art Showings

WHAT'S NEXT?

- Atlantic Station Market Hall (coming soon!)
- Weekly Improv in Central Park

“Atlantic Station’s improvements are already making an impact,” said Mark Toro, Managing Partner of North American Properties, which took over leasing, management and ownership of the center in January. “Since adding new experiences and amenities, guest traffic has increased and retail sales have begun to improve.” Tom Miles, General Manager for Atlantic Station, reports: “Eighty percent of our retailers are reporting double-digit increases in sales over the first six months of 2011, close to triple the national average. A number of our apparel retailers are up more than 30 percent.”

“The ‘Progress Report’ announced today is meant to show our neighbors that we heard them, and how we’re doing on our promises to remake the center,” Toro said. “We’ve made progress, but we’re just getting started. And I invite our neighbors to keep telling us how we can make Atlantic Station what we’ve wanted it to be since Day One, *‘THE center for Midtown Atlanta.’*”

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About Atlantic Station

A national example for sustainable mixed-use communities, Atlantic Station (www.atlanticstation.com) transformed an abandoned industrial site into a thriving entertainment district at the heart of Atlanta’s vibrant Midtown neighborhood. Opened in 2005, Atlantic Station is home to some of Atlanta’s most popular restaurants, retailers such as H&M and Dillard’s and leading employers such as Wells Fargo and BB&T. Atlantic Station each year hosts some of Atlanta’s most attended entertainment events, such as Cirque du Soleil and Cavalia, as well as dozens of community gatherings, charity walks and neighborhood forums. Susan G. Komen Atlanta Race for the Cure, Walk Now for Autism and other events at Atlantic Station have raised more than \$50 million for Atlanta charities since 2005. A national leader in consumer

engagement and technology, Atlantic Station has the No. 6 most followed Twitter feed among U.S. retail centers.

Visit Atlantic Station on Twitter at [**twitter.com/atlanticstation**](https://twitter.com/atlanticstation) or on Facebook at [**www.facebook.com/AtlanticStation**](https://www.facebook.com/AtlanticStation).