

avenue

EAST COBB

Frequently Asked Questions about the Redevelopment of Avenue East Cobb

- **Can you share a high-level overview of what the redevelopment will entail?**
 - North American Properties (NAP) is transforming Avenue East Cobb (AEC) into a lux hometown hangout with a vibrant public realm and elevated guest experience. Plans call for a portion of the central building near Kale Me Crazy to be demolished for an 8,000-square-foot Plaza surrounded by restaurants with activated patios. The Plaza will also include a covered, raised platform for performances, an LED screen, and a deck with soft, flexible seating. Once complete, The Plaza will play host to AEC's 100+ annual, community-driven events. When it's not in use, guests can utilize the open-air space to lounge and mingle with neighbors.
- **When will construction begin and end?**
 - A groundbreaking ceremony was held on August 25, 2022, and construction is slated for completion by summer 2023.
- **What new retailers and restaurants are opening? Closing?**
 - NAP is focused on refreshing AEC's tenant mix with relevant fashion brands and chef-driven restaurants. The latest concepts to open include Kendra Scott, a one-year pop-up shop, and Vanilla Café, a family-owned coffee and sweets eatery and Warby Parker, high-quality eyewear. Legacy tenant Hand & Stone is relocating next to Loft, doubling its footprint to 4,500 square feet, and refreshing the spa's overall aesthetic. New retailers and restaurants announced include New York Butcher Shoppe, and Tempur-Pedic. Closures include Bed Bath & Beyond (nationwide), Bravura (moved to Alpharetta), SimplyMac (nationwide), and Stockyard Burgers (pandemic impact).
- **How will parking be affected? Will any spaces be lost/ added?**
 - Aside from the central spaces surrounding the immediate construction site, parking should not be overly impacted. With the build-out, approximately 20 spaces will be eliminated across the property, and there is no plan to add any additional parking as the center will still have a significant amount more than what's required by code. [Click here to view](#) the temporary traffic flow and parking layout.
- **Has any work already been done at the center?**
 - Upon taking over management, NAP identified several areas for immediate physical improvement and implemented new processes such as daily pressure washing and street sweeping; installed property-wide music; and upgraded the landscaping. NAP also restructured daily operations and regulated tenant hours; hosted hospitality training for all departments; increased security and housekeeping hours and hired a dedicated maintenance employee; instituted a uniform staff dress code; and worked with existing tenants to complete much-needed spatial repairs. A new brand identity was also created, and consistent event programming rolled out.

