

ATLANTA

DAIRIES

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ATLANTA DAIRIES' FIRST RETAIL TENANT SET TO OPEN SUMMER 2021

Historic Reynoldstown Development Announces Floral Studio and Boutique YOUNG BLOOD

ATLANTA: Today, Atlanta Dairies begins a new chapter in its history with the introduction of its first retail tenant. For over 60 years, the old Atlanta Dairies Cooperative, which was formed by local dairy farmers to provide the South's freshest milk, was bustling with commercial activity. Decades later, with shows on sale for a September opening at The Eastern music venue and floral studio and boutique YOUNG BLOOD opening in mid-June, Atlanta Dairies has solidified itself as a cultural and entertainment destination for the community.

"We're thrilled to finally unveil our first retailer at Dairies with YOUNG BLOOD," said David Cochran, President and CEO of Paces Properties. "YOUNG BLOOD first opened for business just around the corner from Atlanta Dairies and has built a successful business that we found truly unique. We are excited that they saw Atlanta Dairies the same way and decided to relocate to almost exactly where it originally began."

Among the first indie design shops in Atlanta, YOUNG BLOOD's 1,400 SF retail space will be a floral studio and design-driven shop, with a focus on jewelry, home goods, apothecary, and accessories from local and international makers. Adjacent to Wonderkid, and with direct access from Memorial Drive, guests can expect a warm, inviting space that sparks the curiosity to explore the unique work its artists create.

"We're so thrilled to be part of a project like Atlanta Dairies," said co-owners Rebecca Hanna and Ayla Gurganus. "So much care has gone into preserving the historical details of the building, while incorporating exciting community gathering spaces alongside a fun mix of local shops and restaurants. The size of the whole property feels very approachable and geared toward the neighborhood. We love the energy here."

As locals know, the boutique is champion to small brands and artists, as those are the lifeblood that keeps communities vibrant. Set to carry over most of its current products, YOUNG BLOOD will also introduce new-to-them artists and makers in the new space and continue to feature its floral work which presents artful, seasonal florals that elevate everyday and special occasions alike. YOUNG BLOOD also focuses on small batch personal and home fragrance such as local perfume Marcie from Eidecker Studio, highly crafted demi-fine and fine jewelry, ceramics including local ceramicist Utility Objects, small batch foods like local coffee from Portrait, accessories including local maker Neva Opet's leather goods, and more.

Recently tapped by Paces Properties, retail leasing team JLL is set to bring additional retail and entertainment offerings to the BeltLine-adjacent historic adaptive reuse project. For leasing, please contact JLL's Caroline Moore at cmoore@thewilbertgroup.com or 843-360-9851.

Interviews with Paces Properties and YOUNG BLOOD are available upon request.

ABOUT PACES PROPERTIES: Founded in 1972, Paces Properties is a private real estate development firm specializing in the development, construction and leasing of urban-infill mixed-use projects featuring specialty retail, loft, office, hospitality, and multifamily assets in the Southeastern U.S. Having served as Paces' core principle since inception, the company's mission remains: A commitment to excellence in creating distinctive, experiential, and inspiring environments to live, work and shop. Paces is a well-capitalized entrepreneurial company with an exemplary track record. Paces and its principals have been involved in the acquisition and development of over 5,000 residential units and over 1MM square feet of retail and office projects. Paces Properties noteworthy projects have included Krog Street Market, Atlanta Dairies, Larkin on Memorial, Atlanta Stove Works, The Office Apartments, Vinings Jubilee and Optimist Hall in Charlotte. For more information, visit pacesproperties.com.

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