

# ATLANTA

## DAIRIES

For Immediate Release...

October 18, 2018

### BIG CITIZEN AND KING OF POPS DINER CONCEPT COMING TO ATLANTA DAIRIES

**ATLANTA:** Paces Properties is pleased to announce that a new restaurant concept will join Memorial Drive's Atlanta Dairies redevelopment. The new diner concept was created by a collaboration from Atlanta stalwarts King of Pops and Big Citizen – the guys behind The Lawrence, Bon Ton, and Miracle Atlanta. The diner will serve up new spins on classic American staples, creative drinks, and King of Pops desserts, including ice cream, a first for the team behind Atlanta's favorite frozen treats. Expect a good dose of hospitality, warmth, and fun while taking in skyline views on Memorial Drive. Designed by Smith Hanes, chosen for his attention to detail and emotional attachment to the work he produces, the partnership expects the atmosphere to create something exciting and unpredictable, all made in both partners' own unique way.

"Memorial Drive is one of the most exciting streets right now and we love being involved in its evolution," said Darren Carr, Partner of Big Citizen. "Designing a new spot that's distinctly Memorial Drive is what we've set out to achieve."

"Ice cream has been on our mind for quite a while. Years ago, we went to Ice Cream School at Penn State, but the time just didn't seem right," said Steven Carse, Co-Owner of King of Pops. "When the Atlanta Dairies project popped up less than a mile from our headquarters, it seemed like a sign. We are so excited to help bring Atlanta something fun and completely different!"

"We can't think of a better combination to occupy the iconic northwest corner of the Historic Dairies building," said Merritt Lancaster, Principal of Paces Properties. "King of Pops and Big Citizen have each independently brought exciting new concepts to Atlanta and their combined interpretation of a classic American Diner will undoubtedly be a welcome addition to Atlanta Dairies, Memorial Drive, and the ever-evolving Atlanta culinary scene."

Expected to open spring 2019 and located just off the Beltline at 777 Memorial Drive, the 93,000 square –foot Atlanta Dairies is currently leasing entertainment, retail, restaurant, and office tenants, transforming the historic icon of Reynoldstown into a new center of gravity for the city's vibrant Eastside neighborhoods. The exciting and active destination will also feature a 2,200 square-foot **multi-use facility** that will operate as a special event space, concert hall, and will have a rooftop bar with skyline views; **The Yard**, a generous central greenspace, that provides a much needed setting to meet, relax, and people watch; **Collier's Department Store**, a shopping destination that aims to bring the concept of the family-owned department stores back to Atlanta with a focus on everyday conveniences; a **café from THRIVE Farmers**, a roughly 2,000 square foot space that will provide a conscious coffee house experience that invites people to connect with not only the community but the farmers themselves; and **Three Taverns Imaginarium**, an extension of Decatur's Three Taverns Brewery that will be equal parts laboratory, brewery, and tasting room. Future phases will also bring 315 new luxury apartments to the Dairies property, with a mix of studios, one and two-bedroom rental units.

For retail + restaurant leasing: Paces Properties' Shelbi Bodner at 404-537-2766 or [sbodner@pacesproperties.com](mailto:sbodner@pacesproperties.com). For office leasing: Cushman & Wakefield's Laura Power at [laura.power@cushwake.com](mailto:laura.power@cushwake.com) and Aileen C. Almassy at 404-853-5328 or [aileen.almassy@cushwake.com](mailto:aileen.almassy@cushwake.com). To view the leasing package, click [here](#).

#### **ABOUT PACES PROPERTIES:**

Paces Properties is an evolving partnership originally founded in 1972. Paces specializes in the development, management and leasing of multifamily residential communities and specialty retail centers. The mission of the company, which has served to be a solid foundation through the real estate cycles of the last forty years, is: A commitment to creating distinctive, inspiring & well-crafted environments to live, work & shop. Paces is a well-capitalized company with a proven entrepreneurial spirit and excellent track record. Paces and its principals have been involved in the development, management and construction of over 5,000 residential units and a million square feet of retail and office. Projects include; Krog Street Market, Larkin on Memorial, Stove Works, The Office Apartments, Vinings Jubilee and Optimist Hall in Charlotte. Visit: [pacesproperties.com](http://pacesproperties.com).

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