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**North American Properties Launches *Better Together* Program at Colony Square in Midtown**  
*COVID-19 response program aims to lead the community out of isolation*



ATLANTA (May 4, 2020) – North American Properties (NAP) today launched its COVID-19 response program *Better Together* at Colony Square, the iconic mixed-use community undergoing redevelopment to become Midtown Atlanta’s Living Room. NAP introduced its novel *Better Together* program on Monday at Avalon, one of the South’s top retail and restaurant destinations. At Colony Square, *Better Together* is especially focused on creating a safe workplace for the community because of the property’s significant office density, with unique initiatives that include a new Elevator Concierge program and major investment in UV lighting.

As part of *Better Together*, Colony Square is investing approximately \$280,000 to install UVC lighting technology to purify and destroy airborne bio-contaminants as part of the existing filtration systems within the two office towers. Using these UVC lights, Colony Square will apply the Ultraviolet Germicidal Irradiation (UVGI) cleaning method, a disinfection technique to kill or deactivate microorganisms, in two sections of the HVAC system – before and after the blower housing assembly of the air handling unit. This will help eliminate viruses, bacteria, mold and dust mites. These lights are often found in hospital systems and labs, but rarely in office environments. In addition, Colony Square’s air ventilation is a constant volume system that provides five air exchanges per hour, meaning fresh air is constantly circulating. At the beginning of every day, Colony Square’s towers are purged with 100% outside air.

Another key component of *Better Together* is the launch of Colony Square’s Elevator Concierge program. Based on a tenant questionnaire, most office workers plan to begin returning to Colony Square in June. So, starting on Monday, June 1, one Concierge team member will be stationed in each elevator lobby, welcoming office tenants back to work, answering any questions and helping them navigate the “new normal.” The Elevator Concierge comes as part of Colony Square’s resort-level hospitality program, which includes a new full-service Concierge desk at the base of Building 300 and valet in the Front Loop on Peachtree Street. The Concierge desk will open on July 1 and valet will begin in June.

“We are taking proactive steps to make our buildings and common areas healthier for the community,” said Tim Perry, managing partner at NAP. “Clean air is one of many priorities for our team, along with increased sanitization protocols, enforcement of social distancing and reprogramming our event plans and common spaces. When our office workers and guests return to Colony Square, they will find an environment that is still vibrant and still very much Midtown, while also being responsive to our new normal.”

In addition to the UV lights and Elevator Concierge, the *Better Together* program encompasses the following measures at Colony Square:

- The [Code of Conduct](#) has been updated to include guidelines for social distancing and hygiene.
- Security will patrol the property 24/7 to enforce the Code of Conduct. This includes breaking up groups of more than 10 people.
- Elevators will feature signage that encourage distancing between riders. Elevator lobbies will have dedicated housekeeping staff, along with a Concierge member, wiping down high-touch surfaces such as buttons and door handles.
- Hand sanitizer stations and safety messaging signage have been installed throughout the property in high traffic and common areas. This includes new mounted hand sanitizer pumps on each office floor.
- Furniture has been limited in all common areas. For instance, the tables in The Grove (pocket park on 14th Street) now only have one chair each to discourage large groups.
- Cleaning protocols and housekeeping staff have increased. In addition to the elevator lobbies, the housekeeping team will dedicate staff to specific areas, such as restrooms and high-traffic common areas throughout the property.

- Signage has been added to every Colony Square office tenant's desk that alerts housekeeping whether it has been occupied that day and needs thorough cleaning or if the user is working from home and doesn't need extra sanitary measures.
- Traffic is now one-way when entering and exiting Buildings 100 and 400.

*Better Together* was created by a 14-person task force of people who work on all sides of the company and guided by the action and direction of the CDC and local and national authorities.

"For over 50 years, Colony Square has been the heartbeat of Midtown Atlanta," said Mark Toro, chairman of the board of NAP – Atlanta. "Just as it did in the 1970s, the development is once again emerging as a safe haven for those seeking community and human connection in uncertain times. The program has already received tremendous support at Avalon, and we will use our learnings to customize our approach to best serve the Midtown community at Colony Square."

Located at the corner of 14th and Peachtree Streets, Colony Square encompasses two legacy office towers with retail at the base and two new office buildings that are under construction. Tenants of the new Building 300 will be moving into a fully equipped and safe environment, with Whole Foods beginning to move in June 1.

By 2021, Colony Square will have nearly one million square feet of office space and approximately 4,800 office, retail and restaurant workers. The retail and dining experience will feature luxury dine-in movie theater IPIC, Holeman and Finch Public House, Rumi's Kitchen, American Barber Shop, Brown Bag Seafood Co. and a 25,000-square-foot food hall. These concepts come in addition to Sukoshi, Freshii, 5Church Atlanta, Establishment, Blank Label, Moe's Southwestern Grill, Starbucks and Chick-fil-A.

Establishment and Chick-fil-A have remained open for to-go meals throughout the pandemic. This week, 5Church Atlanta reopened for curbside pickup and delivery, with temporary hours Tuesdays through Saturdays and a limited menu, including 50% off beer and wine. Freshii has also reopened for grab-and-go and delivery Mondays through Fridays. Moe's Southwest Grill, Starbucks, Sukoshi, Colony Square Eyecare, Truist Bank and Primrose School of Midtown are closed until further notice. To keep up with daily tenant updates, visit [csq.click/updates](https://csq.click/updates).

Since NAP acquired Colony Square in late 2015, the company has implemented a bold event strategy aimed at activating the community with nonstop energy, even while the property has been under construction. Colony Square hosts approximately 100 annual events from Jazz in the Sky to Yoga on the Square to Groovin' in the Grove. The team conducted a survey on April 28 to gauge the community's interest in events and entertainment under these new circumstances. The results will help inform Colony Square's event plans for the remainder of the year.

As part of its initial response to COVID-19, Colony Square introduced two digital programs to help keep its community together, apart. *See a Heart, Share a Heart* launched in March and encourages residents and business owners to design hearts and share them on Instagram and street-facing windows, sparking

a community-wide game of I-Spy. In conjunction with Colony Square tenants and local community partners, *From Midtown's Living Room to Yours* began in April and showcases virtual experiences like Mindful Monday, Workout Wednesday and Feel Good Friday. Both programs are ongoing. Colony Square also participates in the weekly "Light It Blue" campaign, where major landmarks and buildings light up blue on Thursday nights in support of frontline healthcare workers.

Colony Square has also partnered with future tenants, such as Holeman and Finch, for give back initiatives to serve those in the healthcare or hospitality industries that may have been impacted by the closure of restaurants.

Colony Square's redevelopment remains underway, with several openings slated for later this year. Hoar Construction, the project's general contractor, recently removed a 220-ton crane from Building 500, which will be fully occupied by international law firm Jones Day next year.

To learn more about Colony Square, follow the mixed-use destination on [Facebook](#), [Twitter](#) and [Instagram](#) or visit [colonysquaremidtown.com](http://colonysquaremidtown.com).

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### **About Colony Square**

At the corner of Peachtree and 14<sup>th</sup> Streets, Colony Square is not only the heart of Midtown, it's the heart of Atlanta – an original icon at the very center of the ever-rising capital of the modern South. Today, Colony Square is becoming an icon of another kind, bringing the Art of Modern Life to Midtown. Featuring 940,000 square feet of Class A office, 160,000 square feet of best-in-class retail, a 466-room hotel and 262 luxury residences, the reimagined Colony Square will be known as a foodie haven; shopping and entertainment destination; sophisticated business hub; and an amenity-rich, arts-infused place to gather with community and soak up Midtown's vibe. Open, walkable and transit friendly, the reimagined Colony Square, like all great city squares, will be seamlessly connected to the vibrant energy of the streets around it.

### **About North American Properties**

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the company's mixed-use pipeline includes:

Colony Square in Midtown Atlanta, Newport on the Levee in Newport, Kentucky and Riverton in the New York metro area. To learn more, visit [naproperties.com](http://naproperties.com).