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Paces Properties Picks Firm to Manage Atlanta Dairies, Intown Properties

Brand Properties Also Takes Over at The Jane and Oakland Park



Brand Properties is adding to the portion of Paces Properties portfolio it manages, including the high-profile Atlanta Dairies redevelopment.

Buckhead-based Brand won the assignment to provide property management services for eight properties comprising nearly 275,000 square feet of retail-heavy mixed-use developments and two new unfinished projects totaling more than 500,000 square feet. The projects under way are the Atlanta Dairies redevelopment and the 1599 Memorial adaptive reuse project. Both will open later this year.

Brand has an established relationship with Paces Properties, having managed the company's first development, Vinings Jubilee, for the past year and a half. "Since Brand attained management responsibilities of Vinings Jubilee in October 2016, they have consistently delivered on their commitment to quality service, efficient operations, attention to detail and integrity," Paces President and CEO David Cochran said. "We have some pretty special projects that are nearing completion in 2018, and Brand's core values align with our culture, vision and creative approach to experiential real estate. So it makes sense for us to expand our business together."

Located at Paces Ferry and New Paces Ferry roads in the heart of Vinings, the center was the precursor to open-air concepts such as The Avenue by Cousins Properties. Vinings Jubilee was started in 1972, when local developer Felix Cochran acquired a tract in the heart of Vinings from Earle Carter Smith, a great-great granddaughter of original owner Hardy Pace.

Felix Cochran, a retail visionary, carefully crafted a new "town center" before they became the rage in retail development. He designed the shops and restaurants in an architectural style that highlighted

Vinings' past.

Cochran's son David Cochran took over his dad's company after he died in 1996. Under David Cochran's leadership, Paces Properties has shifted its focus to buying and redeveloping old and historic tracts in neighborhoods including Grant Park and East Atlanta Village. Its best-known property, Krog Street Market, is not included in the portfolio Brand now manages.

In addition to Atlanta Dairies and 1599 Memorial, Brand's expanded management assignment covers several adaptive reuse and historic rehabilitation of properties in Atlanta's hip neighborhoods. The properties are 1180 Glenwood Ave., 588 Woodward Ave., 670 Memorial Dr., East Atlanta Village, Larkin on Memorial, Oakland Park and The Jane, home of Six Feet Under restaurant and bar.

"Paces Properties was way ahead of the curve with experiential intown redevelopment, and I've always admired their creativity and forward-thinking approach," Brand Real Estate Services President Scott Meadows said.

Brand Real Estate Services' management team is led by Executive Vice President Pat Freeman, Senior Property Manager Vanessa Canupp and Property Manager Andrea Williams.

Tony Wilbert, Atlanta Market Reporter **CoStar Group**