



The Forum Peachtree Corners

PRODUCT

Leyard LA Series

LOCATION

Peachtree Corners, Georgia

INDUSTRY

Corporate

APPLICATION

Video Display
Presentation System

PARTNERS

DB Integrations

LED Video Wall Enhances Community Engagement at Outdoor Public Plaza

The Forum Peachtree Corners is a 500,000-square-foot open-air lifestyle center in Peachtree Corners, Georgia, that features a mix of retail stores, restaurants, and office space. Originally built in the early 2000s, North American Properties (NAP) and Nuveen Real Estate acquired The Forum in March 2022 and completed Phase I of a redevelopment in August 2024.

In October 2024, NAP's Atlanta office, which oversaw the initial project improvements, was acquired by global real estate investment manager and service provider Jamestown. The firm is now an investor in The Forum and will continue NAP's work of transforming the property into a true mixed-use destination.

The first phase of the redevelopment focused on the public realm and included the addition of two new outdoor public spaces. The larger of the two is The Plaza, a 6,650-square-foot turfed event venue and social gathering area featuring tables and seating, a raised performance stage, and full audio system with entertainment lighting. The centerpiece of the space is 16-foot-wide by 9-foot-high (4x3) Leyard® LA Series outdoor LED video wall with a 4.4mm pixel pitch from Planar.

A Community-Focused Amenity

Since its debut, The Plaza has served as the heartbeat of The Forum, driving traffic to the site and helping support the retail and restaurant tenants, according to Jay Richard-Yu, vice president of Tech and Innovation at Jamestown. “Community is very important to us. That’s why we built The Plaza and equipped it with the LED video wall and other amenities,” he said. “It reinforces our commitment to creating spaces that bring people together.”

The open-air venue plays host to over a hundred events annually, with the LED video wall supporting activities like movie nights, concerts, fitness programs and sporting watch parties. “College football is huge here in the South, and we are taking every opportunity to show games on the big screen,” Richard-Yu said. “It’s a wonderful asset and we’re continuously exploring more ways to utilize it.”





“It’s a wonderful asset and we’re continuously exploring more ways to utilize it.”

— Jay Richard-Yu, Vice President of Tech and Innovation, Jamestown



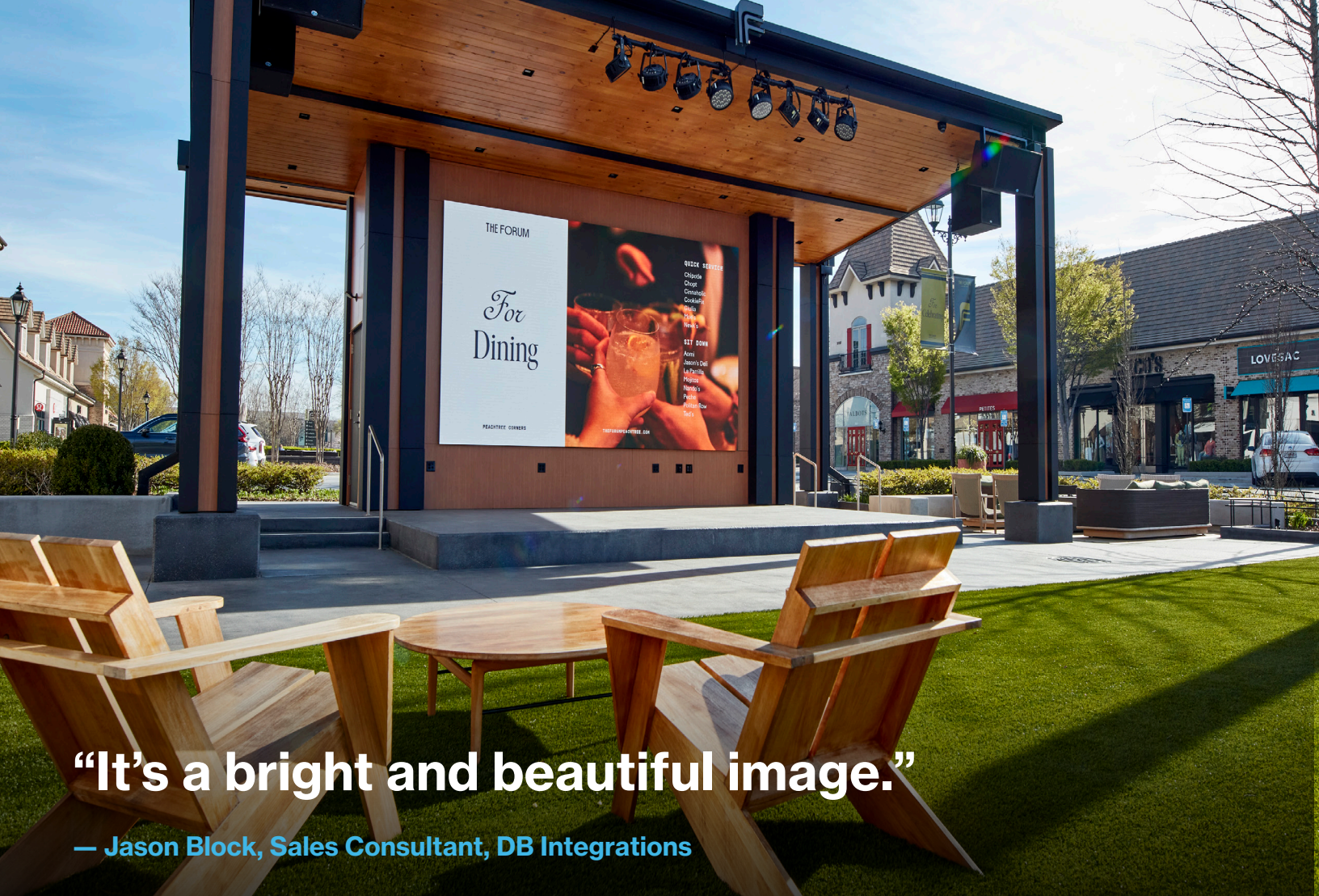
The LED video wall and stage are also integral when live presentations or panel events are held at The Plaza. “We can connect a laptop to an HDMI input, allowing a keynote speaker or moderator to display slides and other materials on the LED board,” Richard-Yu explained.

AV designer DB Integrations installed the Leyard LA Series outdoor LED video wall along with the audio, video routing and lighting, which can all be controlled through a touch panel or iPad. When no events are scheduled, a digital signage player is used to display promotional content, announcements, and other messages.

“The concept of an open outdoor plaza or green space with a stage and large LED display is a trend that’s rapidly growing,” said DB Integrations Sales Consultant Jason Block. “Amenity spaces like The Plaza add an element to a property that really draws people in. This was my first time using the Leyard LA Series product, and it is by far the best-looking display I’ve worked with. The closest guests will be to the display is about 15 feet away and at that distance there’s no visible pixelation on the 4.4mm resolution screen. It’s a bright and beautiful image.”

Working with Planar’s team resulted in a coordinated project, Block added. “I haven’t had a better experience and I’m planning on sticking with Planar and these products moving forward.”

Richard-Yu emphasized the exceptional quality and positive reception of the Leyard LA Series outdoor LED video wall. “We’ve received nothing but praise,” he said. “The resolution is fantastic, especially when viewed from further back in the venue—it’s a clear and crisp picture.”



“It’s a bright and beautiful image.”

— Jason Block, Sales Consultant, DB Integrations

About the Leyard LA Series Outdoor LED Video Wall

Leyard® LA Series outdoor fixed installation LED displays feature a thin profile and lightweight, high-strength aluminum construction combined with a heat-resistant design that withstands harsh weather conditions and extreme temperatures. Both the display cabinets and modules are waterproof and feature an IP65 Ingress Protection Rating. The LED displays offer brightness up to 7,500 nits and support curves and right angle splicing installations. With fully front or rear service maintenance, the displays are ideal for DOOH advertising, billboards, building facades, sports venues and more.