

CUMBERLAND MALL

ATLANTA, GEORGIA



SITUATED AT THE INTERSECTION OF COBB PARKWAY AND TWO OF ATLANTA'S MOST HEAVILY TRAFFICKED HIGHWAYS (I-75 AND I-285) WITH MORE THAN 900,000 CARS PASSING THROUGH DAILY

- Cumberland Mall is a major hub for business, conventions and retail in the region.
- 148,013 daytime employees and 24 million square feet of office space are located within 5 miles of Cumberland Mall.
- Cobb Galleria Centre, the adjacent convention center which hosts over 350,000 visitors a year, is connected to the mall property via a covered walkway.
- Over 6,100 hotel rooms serving the visitor and convention market are available within a 5-mile radius.
- Cobb County has over 4 million visitors annually and the second-highest tourism expenditures in Georgia.
- The \$145 million Cobb Energy Performing Arts Centre is located just one block from the mall. The facility is the home to the Atlanta Opera, the Atlanta Ballet and the Atlanta Broadway series, as well as concerts, corporate meetings and events.
- Many Fortune 500 and international companies are located in the Cumberland/Galleria area, including corporate headquarters for Home Depot, GE Energy, Travelport, The Weather Channel, InTown Suites, Lockheed Martin Aeronautical Plant on Dobbins Air Force Base and major facilities for Coca-Cola and IBM.

OUTSTANDING DEMOGRAPHICS

- Household incomes of \$91,284 within a 5-mile radius which includes nearby exclusive Vinings and Buckhead residential areas.
- Cobb County is the most educated county in Georgia and the 12th most educated county in the nation with 52% of persons 25 or older having attained at least a bachelor's degree.
- Cobb County is ranked #4 in per capita income in Georgia.
- 20% of women ages 21-54 within the Atlanta area that have a household income of 100K or more shop at Cumberland Mall.

NORTHWEST ATLANTA'S RESTAURANT & RETAIL DESTINATION

Cumberland Mall has seven signature restaurants:

- Maggiano's Little Italy
- P.F. Chang's China Bistro
- Ted's Montana Grill
- Jason's Deli*
- The Cheesecake Factory
- Stoney River Legendary Steaks •
- Fresh 2 Order*

* (located inside the mall)

Prominent retailers include:

- Chico's
- American Eagle Outfitters
- Caché
- White House | Black Market
- Charlotte Russe
- Victoria's Secret
- ALDO
- p.s. from aéropostale
- Soma Intimates
- bebe
- Forever 21
- DSW Shoe Warehouse
- H&M
- Nine West
- francesca's collections
- Clarks

THE NEW CUMBERLAND MALL

- Top three performing categories are excellent restaurants, women's apparel and children's apparel.
- Redevelopment project added 77,000 square feet of lifestyle retailers and seven signature restaurants.
- The renovated interior includes upscale lighting treatments, new flooring, ceilings, handrails, family restrooms and soft-seating areas, an

aquatic-themed play area and a digital advertisement screen.



MALL INFORMATION

LOCATION: I-285 and I-75 at Cobb Parkway

MARKET: Northwest Atlanta

DESCRIPTION: Two-level, enclosed, super-regional center

ANCHORS: Macy's, Sears, Costco Wholesale

TOTAL RETAIL SQUARE FOOTAGE: 1,050,000

PARKING SPACES: 4,877

OPENED: 1973

EXPANDED: 1990, 2006

RENOVATED: 2000, 2007, 2012

TRADE AREA PROFILE

2013 POPULATION 977,778

2018 PROJECTED POPULATION 1,033,823

2013 HOUSEHOLDS 381,166

2018 PROJECTED HOUSEHOLDS 405,234

2013 MEDIAN AGE 35.8

2013 AVERAGE HOUSEHOLD INCOME \$80,123

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$78,507

5 - MILE RADIUS

2013 POPULATION 187,980

2018 PROJECTED POPULATION 198,660

2013 HOUSEHOLDS 84,326

2018 PROJECTED HOUSEHOLDS 89,500

2013 MEDIAN AGE 34.6

2013 AVERAGE HOUSEHOLD INCOME \$91,284

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,982

DAYTIME EMPLOYMENT

3 - MILE RADIUS 92,274

5 - MILE RADIUS 148,013

Source: Nielsen