



# North Point Mall

ALPHARETTA, GEORGIA



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## LOCATED IN THE HEART OF NORTH METRO ATLANTA

- Two-level, super-regional center located on Georgia 400 in the heart of Atlanta's affluent North Fulton County.
- Primary trade area population of 514,860 is growing at twice the rate of the U.S.
- 12 million square feet of corporate office space within minutes of the center.
- 166,806 daytime employees within 5 miles.

## EXCEPTIONAL DEMOGRAPHICS

- Average household income of the primary trade area is \$116,770 (78% higher than the U.S. average of \$63,301 and 53% higher than the Atlanta metro average of \$76,100).
- 41% of the primary trade area households are classified within the most affluent Prizm lifestyle segments as compared to 5.2% for the U.S.
- 59% of primary trade area households earn incomes in excess of \$75,000; 44% earn more than \$100,000.
- 77% of the adult primary trade area population is college educated; 79% work in Management, Business, Professional, and Sales/Office occupations.
- 42% of primary trade area households have children under 18, compared to 36% for the U.S.
- 1/3 of North Point shoppers spend \$100+ per visit.
- North Point's shoppers spend an average of \$2,662 per year at the center.

## NORTH FULTON'S RETAIL DESTINATION

Prominent national retailers and restaurants include:

- Abercrombie & Fitch
- American Girl Boutique and Bistro (Opening Fall 2007)
- Ann Taylor/Ann Taylor Petites
- Apple Computer
- Aveda
- Banana Republic
- Brookstone
- Build-A-Bear Workshop
- Caché
- Cheesecake Factory
- Coach
- Godiva Chocolatier
- Hollister
- J. Crew
- Janie & Jack
- Lucky Brand
- Mayors Jewelers
- Pottery Barn
- Pottery Barn Kids
- Sephora
- Williams-Sonoma
- White House/Black Market



## MALL INFORMATION

### LOCATION

Georgia 400 and Haynes Bridge Road

### MARKET

Atlanta

### DESCRIPTION

Two-level, enclosed, super-regional

### ANCHORS

Dillard's, JCPenney, Parisian, Macy's, Sears

TOTAL RETAIL SQUARE FOOTAGE 1,375,000

PARKING SPACES 7,400

OPENED 1993

### OTHER FEATURES

- The Cheesecake Factory; 12-unit food court seating 800, with carousel attraction.
- Children's Soft Play Area.

### PERIPHERAL LAND USE

Retail, restaurants

## TRADE AREA PROFILE

2006 POPULATION 526,606

2011 PROJECTED POPULATION 573,249

2006 HOUSEHOLDS 190,982

2011 PROJECTED HOUSEHOLDS 206,440

2006 MEDIAN AGE 36.2

2006 AVERAGE HH INCOME \$116,770

2011 PROJECTED AVERAGE HH INCOME \$127,797

## 5-MILE RADIUS PROFILE

2006 POPULATION 154,121

2011 PROJECTED POPULATION 156,064

2006 HOUSEHOLDS 58,638

2011 PROJECTED HOUSEHOLDS 59,232

2006 MEDIAN AGE 36.6

2006 AVERAGE HH INCOME \$119,669

2011 PROJECTED AVERAGE HH INCOME \$134,161

## DAYTIME EMPLOYMENT

3-MILE RADIUS 79,945

5-MILE RADIUS 133,822

SOURCE: CLARITAS, INC.