

# NORTH POINT MALL

ALPHARETTA, GEORGIA



## 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.
- Projected trade area growth of 8.6% by 2018.
- Over 14 million square feet of corporate office space within minutes of the center.
- 132,206 daytime employees within 5 miles.
- North Fulton is home to 20 private golf courses and country clubs.
- North Point Mall opened the first Von Maur department store in the Southeast in Fall 2011.
- North Point Mall will have the only AMC Theatre in Georgia with ETX technology.

## EXCEPTIONAL DEMOGRAPHICS

- Average household income of the primary trade area is \$99,950 vs. the U.S. average of \$50,502.
- 47% of North Point's shopper earns more than \$100,000 per year.
- 64% of the population age 25 and older within a 7-mile radius of North Point Mall has a college degree.
- Verizon Amphitheatre is located within minutes of North Point Mall. This regional performing and visual arts complex opened in 2008 and is operated by the Atlanta Symphony Orchestra and is situated on a 27-acre site.

## NORTH FULTON'S RETAIL DESTINATION

Prominent national retailers and restaurants include:

- |                                     |                         |
|-------------------------------------|-------------------------|
| • Abercrombie & Fitch               | • Godiva Chocolatier    |
| • AMC Theatres (fall 2013)          | • Gymboree              |
| • American Girl Boutique and Bistro | • H&M                   |
| • Ann Taylor                        | • Hollister Co.         |
| • Apple                             | • J.Crew                |
| • Aveda                             | • The LEGO Store        |
| • bareMinerals                      | • Macy's                |
| • Brookstone                        | • Mayors Jewelers       |
| • Build-A-Bear Workshop             | • Michael Kors          |
| • Caché                             | • p.s. from aéropostale |
| • The Cheesecake Factory            | • Pandora               |
| • Coach                             | • Pottery Barn/Kids     |
| • Dillard's                         | • Sephora               |
| • Forever 21                        | • Tilly's               |
| • francesca's collections           | • Williams-Sonoma       |
| • GAP                               | • Von Maur              |

## TOP 3 PERFORMING CATEGORIES

- Home entertainment and electronics
- Toys/hobbies/education
- Children's apparel

## MALL INFORMATION

LOCATION: Georgia 400 and Haynes Bridge Road

MARKET: North metro Atlanta

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

ANCHORS: Dillard's, jcpenny, Macy's, Sears, Von Maur and AMC Theatres (fall 2013)

TOTAL RETAIL SQUARE FOOTAGE: 1,375,000

PARKING SPACES: 7,000

OPENED: 1993

PERIPHERAL LAND USE: Retail, restaurants, hotels, banks, offices

## TRADE AREA PROFILE

2013 POPULATION 794,826

2018 PROJECTED POPULATION 863,722

2013 HOUSEHOLDS 292,389

2018 PROJECTED HOUSEHOLDS 317,493

2013 MEDIAN AGE 37.0

2013 AVERAGE HOUSEHOLD INCOME \$99,950

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$98,461

## 5 - MILE RADIUS

2013 POPULATION 193,741

2018 PROJECTED POPULATION 212,022

2013 HOUSEHOLDS 75,226

2018 PROJECTED HOUSEHOLDS 82,545

2013 MEDIAN AGE 37.1

2013 AVERAGE HOUSEHOLD INCOME \$101,242

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$97,280

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 77,969

5 - MILE RADIUS 132,206

Source: Nielsen

