

PERIMETER MALL

ATLANTA, GEORGIA



THE MERCHANDISING

- Featuring a flagship Dillard's, Macy's, Macy's Furniture Gallery, Von Maur and Atlanta's first and largest Nordstrom.
- Signature mall retailers include Ann Taylor, Anthropologie, Apple, The Art of Shaving, Aveda, Banana Republic, bebe, Boston Proper, Brighton Collectibles, Brooks Brothers, Chico's, Coach, Disney Store, francesca's, Guess, H&M, Hanna Andersson, J.Crew, J.Jill, Lacoste, Lucky Brand Jeans, lululemon athletica, M.A.C. Cosmetics, Madewell, Michael Kors, Microsoft, Pandora, Sephora, Stuart Weitzman, Sur La Table, Swarovski, True Religion Brand Jeans, Urban Outfitters, Vera Bradley, White House | Black Market, Z Gallerie and ZARA.
- The Perimeter Mall streetscape includes Chico's, Soma Intimates and Urban Outfitters.
- Perimeter Mall features signature restaurants, including The Capital Grille, The Cheesecake Factory, Goldfish, Maggiano's Little Italy, Nordstrom Café, The Pub and Seasons 52.

THE LOCATION

- Perimeter Mall is strategically located in Northern Atlanta off Interstate 285, and also enjoys convenient regional access via Georgia 400, a north-south expressway connecting the area to the affluent Buckhead and Alpharetta.
- There are 26 hotels (approximately 5,000 hotel rooms) nearby that attract over 1.5 million guests annually.
- With 4,000 companies, 28 million square feet of office space and over 180,000 workers, the Perimeter area is the largest office submarket in the Southeast.
- The Perimeter area is home to Fortune 500 companies such as Arby's, Cox Communications, Hewlett Packard, UPS and Verizon Wireless, and has the largest concentration of hospitals and medical facilities in the state. State Farm Insurance has begun construction on a 2.2 million-square-foot mixed-used regional facility that will employ 8,000 people.
- High-rise residential development is exploding with ten large-scale condominium projects under way as the Perimeter area evolves into a live-work-play community.
- The centrally located Perimeter area is transitioning into one of metro Atlanta's prime venues for high-density mixed-use projects with several high-profile developments planned.
- Four MARTA Rail Transit Line stations further enhance the accessibility of the Perimeter Mall area.

THE TRADE AREA

- Perimeter Mall draws from a large trade area, in excess of 944,287 residents.
- Perimeter's primary trade area is one of the most affluent in Atlanta. Within a 5-mile radius of the center, the average household income is \$99,498 and 32% of the households have an average income of \$100,000 or more.
- More than 60% of the mall's customers live beyond the center's primary trade area, exhibiting the center's broad geographic draw in Atlanta and from nearby small metro areas including Augusta, Birmingham, Chattanooga and Macon.
- The residential base at Perimeter Mall is highly educated, with 57% of the population over the age of 25 having attained at least a bachelor's degree.

TOP THREE PERFORMING CATEGORIES

- Home entertainment/electronics
- Jewelry
- Food Court

MALL INFORMATION

LOCATION: Cross streets: I-285 and Ashford-Dunwoody Road
MARKET: Atlanta
DESCRIPTION: Two levels, enclosed, with a super-regional draw
ANCHORS: Dillard's, Macy's, Nordstrom, Von Maur
TOTAL RETAIL SQUARE FOOTAGE: 1,574,000
PARKING SPACES: 6,826
OPENED: 1971
EXPANDED: 2000
REMODEL: Food Court 2013

TRADE AREA PROFILE

2013 POPULATION 944,287
2018 PROJECTED POPULATION 1,006,083
2013 HOUSEHOLDS 377,824
2018 PROJECTED HOUSEHOLDS 403,307
2013 MEDIAN AGE 35.5
2013 AVERAGE HOUSEHOLD INCOME \$91,911
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$108,092

5 - MILE RADIUS

2013 POPULATION 228,438
2018 PROJECTED POPULATION 243,724
2013 HOUSEHOLDS 97,739
2018 PROJECTED HOUSEHOLDS 104,899
2013 MEDIAN AGE 35.4
2013 AVERAGE HOUSEHOLD INCOME \$99,498
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$118,020

DAYTIME EMPLOYMENT

3 - MILE RADIUS 115,260
5 - MILE RADIUS 181,354

Source: Esri 2013

