



AVALON

EST. 2014

Avalon is a new experience in the timeless art of living well. In the heart of Alpharetta, Ga., this sustainably-designed, 86-acre development embodies the warmth of the modern South with a cosmopolitan mix of shopping, dining and nightlife; welcomes families with entertaining events and activities; and infuses resort-level hospitality throughout a walkable, seamlessly connected community of residences and businesses. It's more than just another place to go, it's a place to be—a hub of local art and activity that delivers the luxury of time well spent.



Location

Alpharetta, Georgia

Project Overview

In 2014, North American Properties (NAP) shifted the paradigm in mixed-use development with the debut of Avalon in Alpharetta, the South's first 'urbanburb' – a unique blend of highly curated uses that maximize street-level energy from morning to night. The \$1 billion, 2.4 million-square-foot destination boasts a bespoke collection of 100 best-in-class retail, dining and entertainment concepts; Class A office; luxury residences; an Autograph Collection hotel; and six distinctive outdoor gathering areas. Since its inception, Avalon and its tenant partners have received more than 60 awards.

Avalon was sold to PGIM Real Estate in 2016 for \$500 million, and the company retained NAP to oversee management, retail leasing, and parking services.

North American Properties' Atlanta subsidiary was acquired by Jamestown in October 2024. The team and portfolio now operate under the Jamestown name. Jamestown now oversees management and retail leasing.



Site Features

- 86 acres
- 570,000 square feet of retail
- 750,000 square feet of office
- 12-screen Regal Cinemas
- 637 single-family homes and upscale apartments
- 330-key hotel and 44,000-square-foot convention center
- 11,000 square feet of community gathering space
- Property Amenities
 - Family lounge
 - Children's playground
 - Dog park
 - 10' x 18' LED screen
 - Covered performance stage
 - Interactive digital directories
 - 16 Chargepoint EV charging stations
 - 10 Tesla Superchargers
 - Entertainment district

Leasing Agent

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