



# AVALON

EST. 2014

*LEASING DECK*



Avalon is a new experience in the timeless art of living well. In the heart of Alpharetta, an affluent suburb north of Atlanta, this sustainably designed, 86-acre community features more than 500,000 square feet of retail, a 12-screen all premium theater, conference center and full-service hotel, Class A office, single-family residences and luxury rental homes. Avalon infuses resort-level hospitality throughout a walkable, seamlessly connected community of shopping, dining, entertainment, living and working. It's more than just another place to go, it's a place to be — a hub of activity that delivers the luxury of the modern South. At 2.4 million square feet and more than \$1 billion, Avalon has disrupted the industry, defining a new standard for retail-driven mixed-use development.



*Walkable, Resort-Inspired Community*



**VISITORS**  
**9.1 Million**  
Annual Visitors

**SHOPPING**  
**60+**  
Curated Collection  
of Retailers

**DINING**  
**23**  
Chef-Driven  
Restaurants



RESIDENTS: 1100 Residents Living at Avalon



250 units  
Over Retail

Average Rent: \$2200 / \$2.20 psf



276 units  
Over Retail



101 homes  
Courtyard & Townhomes

offered at  
\$780,000 - \$2.5 Million



EXPERIENTIAL OFFICE



108,000 SF  
Loft Office Over Retail

*"Technology City of the South"*

570,000 SF  
Class A Office Towers



BUSINESS & LEISURE TRAVELERS



330 ROOMS  
Four-Star, Full-Service Hotel

150,000+ Annual Hotel & Conference Visitors

65,000 SF  
Conference Center





# 560,167 People in Trade Area

Households	202,780
Avg. HH Income	\$122,228
# of HH's with \$200k + income	30,214
Daytime Population	752,763
Visibility	120,460 <i>vpd GA 400</i>
	41,740 <i>vpd GA 400</i>



Deliver 5-Star  
Hospitality  
and Services



Build  
Community

Cater to  
Families  
and Kids

Promote  
Healthy  
Living

Invoke a Sense  
of Place

Create  
Cultural  
Encounters

Prioritize  
Walkability

Advance  
Technology

Value  
Sustainability



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## *BUILDING COMMUNITY*

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Avalon is your destination for making memories, celebrating moments and spending time in good company. It's the community where you belong.

The 200 annual events are relevant and exciting, ensuring that the guests that visit Avalon are always delighted with special experiences. With a calendar of signature and seasonal events, Avalon provides guests with events that they won't want to miss throughout the year, creating memories and experiences for all those in the community.





*POWER  
ELITE  
58.9%*



*FLOURISHING  
FAMILIES  
12.6%*



*YOUNG  
CITY SOLOS  
11.7%*



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400 AVALON BOULEVARD  
ALPHARETTA, GA 30009

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## *CONTACT*

**Brooke Massey**

brooke.massey@jamestownlp.com | 404.946.0959

**Molly Morgan**

molly.morgan@jamestownlp.com | 404.805.3557



[www.jamestownlp.com](http://www.jamestownlp.com)

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