



AVALON

EST. 2014



AVALON

EST. 2014

ROSWELL

JOHNS CREEK



THE FORUM
PEACHTREE CORNERS



MARIETTA

PERIMETER MALL

SANDY SPRINGS

BROOKHAVEN

CUMBERLAND MALL

LENOX MALL

Buckhead Village
Project 400



MIDTOWN

PONCE CITY MARKET

INMAN QUARTER

ATLANTA

DOWNTOWN




HARTSFIELD-JACKSON
ATLANTA
INTERNATIONAL AIRPORT

most visited
SHOPPING DESTINATION
IN GEORGIA





250 UNITS

Over Retail

Average Rent: \$2,200 / \$2.20 psf



276 UNITS

Over Retail



101 HOMES

Courtyard & Townhomes

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



570,000 SF

Retail



750,000 SF

Class A Office Spaces



330 ROOMS

Four-Star, Full Service Hotel

150,000+ Annual Hotel + Conference Visitors



44,000 SF

Conference Center



Located in the heart of affluent

ALPHARETTA, GEORGIA

MEDIAN HHI
IN ALPHARETTA
IS DOUBLE THE
GEORGIA MEDIAN

43%
HOUSEHOLD
INCOME
OVER \$150K

70% OF
HOUSEHOLDS
ARE FAMILY
HOUSEHOLDS

DIRECT
ACCESS
TO GA-400

FIVE
NORTH FULTON
HIGH SCHOOLS

rank in the top 20
in Georgia

3 MILES

5 MILES

7 MILES

Population

75,000

195,000

340,000

Average HHI

\$175,000

\$165,000

\$155,000

Average Age

39.5

40.2

40.5

Family Households

73.2%

73.1%

73%

Households

2,800

72,000

126,000

Daytime Population

100,000

255,000

430,000



SUBURB CHIC

Wealthy family-focused households straddling the suburban/rural line. Their retail patterns revolve around kids, health, and entertainment.

17% OF VISITORS

AGES 45-54

INCOME \$200K+



EXCLUSIVE EXBURBS

High-income families living in wealthy enclaves on the outskirts of major cities. Interested and often employed in tech.

15% OF VISITORS

AGES 45-54

INCOME \$200K+



FUSION FAMILIES

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children.

11% OF VISITORS

AGES 35-44

INCOME \$150K-\$200K



2014
OPENING OF AVALON
phase one complete



2018
THE HOTEL AT
AVALON OPENS
*including Alpharetta Conference
Center with 44,000 sf of
conference space*



2017
PHASE II OPENS
*adding 22 new tenants including
Apple and 276 more luxury
residential units.*



2024
AVALON UPGRADES
THE PLAZA
*with addition of a stage
and LED screen*

#1 VISITED

Whole Foods Market in Georgia

*7.7 MILLION
VISITORS
IN 2025*

LOYAL GUESTS

2.1M of Avalon visitors in 2025 visited over 30 times and 4.3M visited over 10 times

*57
INDUSTRY
RECOGNITIONS
AWARDED*

*AVERAGE
DWELL TIME
75 MINS*

*RETAIL
AND RESTAURANT
SALES*

average \$1,000+ per square foot

*WALKABLE,
RESORT-INSPIRED
COMMUNITY*



 lululemon



ANTHROPOLOGIE

REFORMATION

Madewell

CHANEL

BODEN

J O M A L O N I
L O N D O N

 gorjana



TECOVAS


PETER MILLAR

TORY  BURCH

 RIVIAN

BRILLIANT EARTH

Crate&Barrel

Johnnie-O

vuori

alo

WATCHES &
SWITZERLAND
SINCE 1924

Rumi's
KITCHEN

ESTD 2014
OAK
- STEAKHOUSE -
AVALON


**TRUE
FOOD**
KITCHEN

Superica[®]

THE CAPE
RESTAURANT & BEACH BAR

jeni's

 *South City*
KITCHEN
AVALON


CRÚ
FOOD & WINE BAR







EXPERIENCES



drive VALUE

MORE THAN A PLACE TO GO,
A PLACE TO BE.

Avalon hosts over 200 events throughout the year that focus on unique ways for our guests to enjoy the happenings while shopping and dining. The variety of events highlights the key components of fashion & shopping, dining, community, fundraising, fitness, and experience.

Date Night	February
Galentine's Day	February
Mardi Gras at Avalon	March
Luck of Avalon	March
Hop-a-Long Egg Hunt	April
Punchline Comedy Night	April - October
Little Acorns	April - October
AvalOM	April - October
Avalon Nights Live	April - October
Kentucky Derby Party	May
Ladies Night Out	July
Noon to Night Fashion Benefit	September
Savor the Boulevard	October
Trick or Drink	October
Trick or Treating	October
Avalon on Ice	November - January
The Lighthing of Avalon	November
Santa at Avalon	November - December
Breakfast with Santa	December
Noon Years Eve	December

THE AVALON

experience

- ◆ Avalon invests in Ritz-Carlton training for all property team members.
- ◆ Our high-touch, hospitality-based operational program at Avalon is led by a team of Concierge who program the property with experiences that foster community every day.
- ◆ Avalon's Concierge has assisted in hosting thousands of events, planned dozens of wedding proposals, first visits with Santa, and other moments that create valuable emotional connections with guests.



*a hub of activity
that delivers*

**THE LUXURY
OF THE MODERN SOUTH**





PONCE CITY MARKET, ATLANTA

About Jamestown

Jamestown is a global real estate investment and management company with over 40 years of experience creating places that foster innovation and build community. As of December 31, 2025, Jamestown manages \$14.1 billion in assets across the U.S., Europe, and Latin America.

Jamestown employs more than 600 people globally across 11 offices, including headquarters in Atlanta and Cologne. Through its vertically integrated platform, Jamestown brings a design-focused, hospitality approach to diverse product types, including retail, office, residential, mixed-use, and grocery-anchored shopping centers. Jamestown's current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, and Groot Handelsgebouw in Rotterdam.

For more information, visit <http://www.jamestownlp.com>.



CHELSEA MARKET, NEW YORK CITY

Location

400 Avalon Boulevard
Alpharetta, GA 30009

Contact

Brooke Massey
Brooke.Massey@jamestownlp.com
404.946.0959
www.experienceavalon.com

Jamestown

www.jamestownlp.com