

# NORTH POINT



ALPHARETTA, GA

[NORTHPOINTMALL.COM](https://northpointmall.com)

# Leasing Presentation

TRADEMARK



# Where we meet again

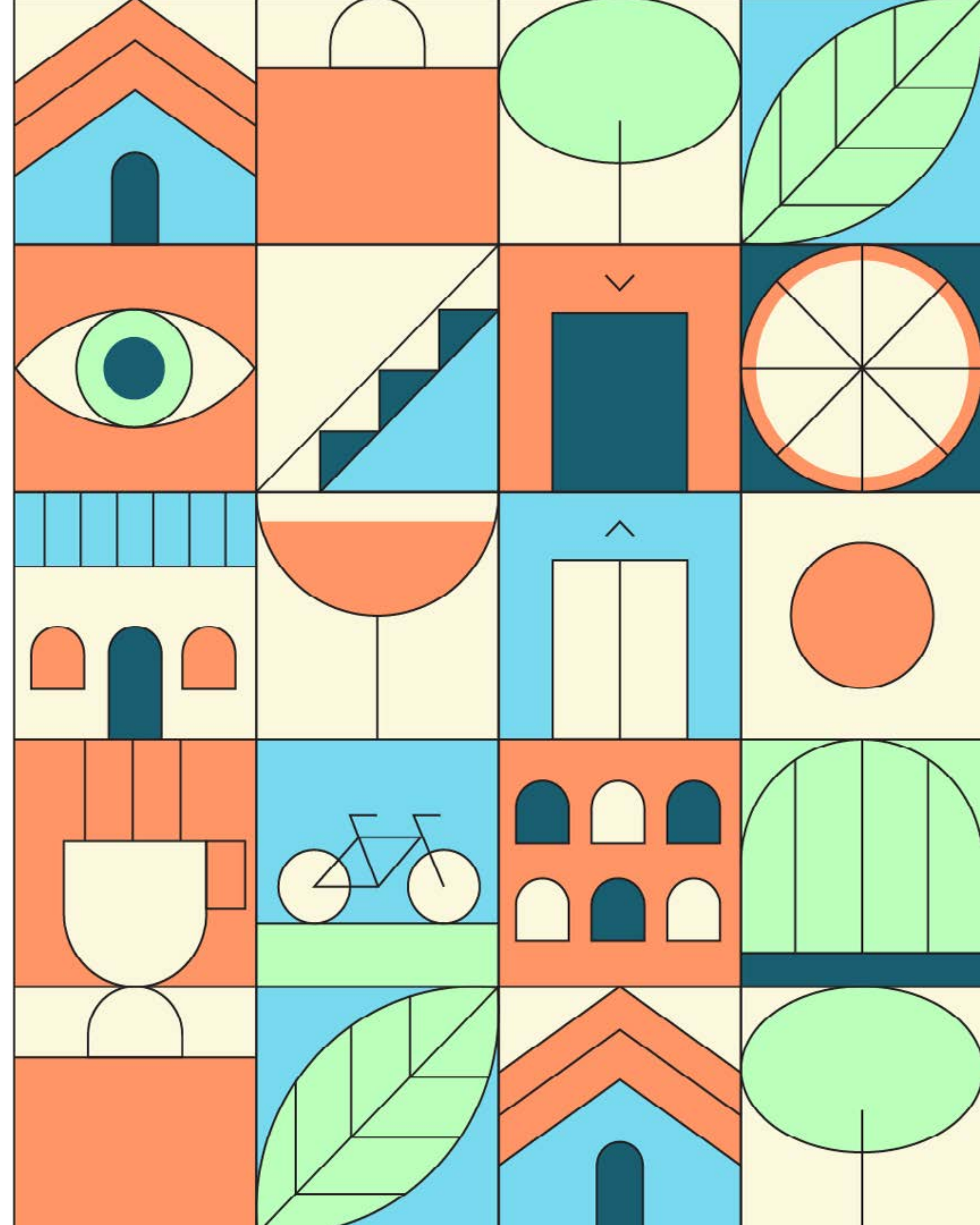
## OVERVIEW

North Atlanta's premiere community-focused shopping center, North Point features over 1.3 million square feet of family-friendly retail space, including the department stores Dillard's, JCPenney, Macy's and Von Maur.

Surrounded by an affluent residential base, this venue offers destination retailers from an impressive selection of brands including Aerie, American Eagle, Ann Taylor, Build-a-Bear, Champs, Finish Line, H&M, Lego, Sephora, Vans, and Victoria's Secret. North Point also possesses the only Georgia-based AMC Theatre with Dolby Cinema and IMAX at the same location.

## OUR VISION FOR REDEVELOPMENT

Our vision for redevelopment would introduce a walkable street network with ample green space and new mixed-use building that brings everyone to the property from morning to night, seven days a week. Under this type of plan, a portion of the mall would be demolished, while the remaining exterior facades and interior spaces would be renovated and opened out to a verdant public realm. Large areas of surface parking would be transformed into new streets, green spaces, trail way links and buildings.





# Welcome to the neighborhood

## ALPHARETTA FAST FACTS:



- **#1 in Best Suburb to Live in Georgia**  
(2021, Niche.com)
- **Named Verizon's Best Small Cities To Start A Small Business In** (2021, Verizon)
- **Alpharetta is the fastest growing city within Georgia**  
(2021, AJC.com)
- **Named Datafox's best cities for Tech**  
(Outside California and New York, 2021)
- **Named one of the Safest Cities in the U.S.**  
(2021, Reviews.com)
- **Named one of the Most Generous Cities in the U.S**  
(2021, KatieCouric.com)



# Perfectly Positioned

## LARGEST EMPLOYERS

1. Northside Hospital | 8,000 employees
2. State Farm Insurance | 3,000 employees
3. McKesson Corporation | 2,450 employees
4. AT&T Inc. Data Center | 2,200 employees
5. Cox Communications Inc. | 2,170 employees
6. ADP LLC | 2,100 employees
7. Fiserv Inc. | 2,000 employees
8. Verizon | 2,000 employees
9. UPS | 1,800 employees
10. Alcon Laboratories Inc. | 1,700 employees
11. Macy's Technology | 1,700 employees

## POINTS OF INTEREST

1. Ameris Bank Amphitheatre
2. TopGolf
3. The Cooler Ice Rink
4. Sky Zone Trampoline Park
5. All Fired Up
6. Food Truck Alley
7. Andretti Indoor Karting & Games
8. Studio Movie Grill
9. Urban Escape Games

## PARKS & NATURE CENTERS

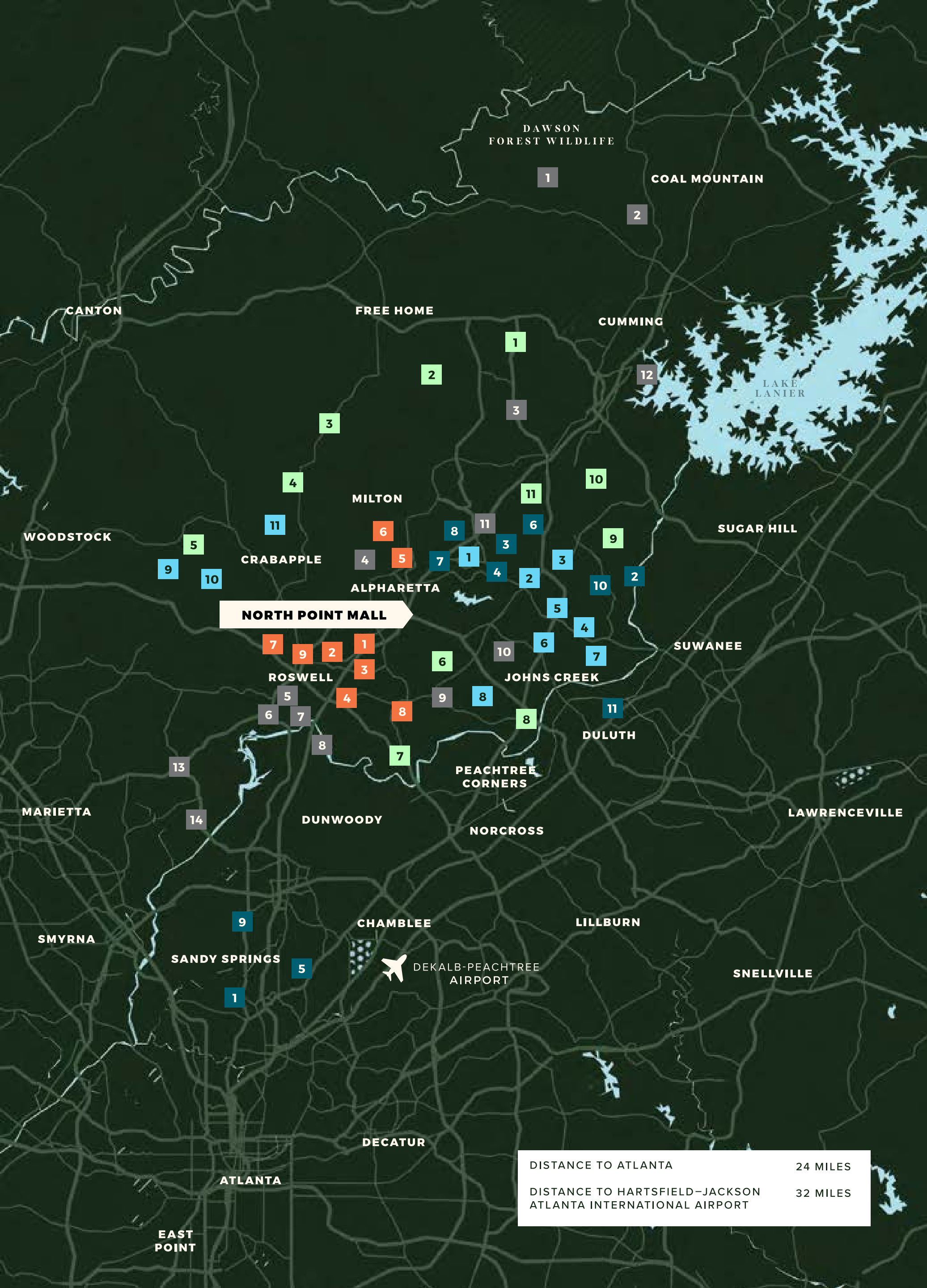
1. Sawnee Mountain Park
2. Sawnee Mt. Preserve
3. Fowler Park
4. Wills Park Recreation Center
5. Vickery Creek Trail
6. Old Mill Park
7. Riverside Park
8. Chattahoochee River National Recreation Center
9. Newton Dream Dog Park
10. Autrey Mill Nature Preserve & Heritage Center
11. Webb Bridge Park
12. Mary Alice Beach Park
13. Chattahoochee Nature Center
14. Morgan Falls Overlook Park

## SCHOOLS

1. Alpharetta High School
2. Webb Bridge Middle School
3. Lake Windward Elementary School
4. River Trail Middle School
5. Chattahoochee High School
6. Dolvin Elementary School
7. Johns Creek High School
8. Autrey Mill Middle School
9. Mountain Park Elementary School
10. Roswell High School
11. Crabapple Crossing Elementary School

## COUNTRY CLUBS & GOLF CLUBS

1. Polo Golf and Country Club
2. The Manor Golf and Country Club
3. White Columns Country Club
4. Atlanta National Country Club
5. Brookfield Country Club
6. Country Club of Roswell
7. Horseshoe Bend Country Club
8. Atlanta Athletic Club
9. St Marlo Country Club
10. Laurel Springs Golf Club
11. The Golf Club of Georgia





# Demographics

## TRADE AREA

**Population:** 822,023  
**Avg. HH Income:** \$135,886  
**HHI \$100K+:** 48.5%  
**Pop Age 25+ w/Bachelor's Degree or Higher** 60.2%

## 7-MILE RADIUS

**Population:** 358,940  
**Avg. HH Income:** \$160,587  
**HHI \$100K+:** 53.4%  
**Pop Age 25+ w/Bachelor's Degree or Higher** 63.8%



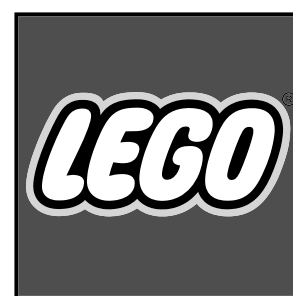


# Development Overview

## RETAIL MIX

★macy's

VANS



SEPHORA

aerie



H&M

The Cheesecake Factory



FINISH LINE



## QUICK FACTS

- Built in 1993
- 1.3 million square feet super-regional mall
- Located off Interstate 400 where 70K cars traffic daily in the heart of Atlanta's affluent North Fulton County market
- Situated in the middle of 19 million square feet of Class A office space
- A potential redeveloped mixed-use district would reinvigorate Alpharetta's North Point Corridor







# The Heartbeat of North Point

## WHAT A REIMAGINED MIXED-USE DESTINATION WOULD LOOK LIKE

- Three Districts: The Neighborhood, Village and Station
- 90,500 square feet of new retail, restaurant, and service space
- 25,000 square foot retail/entertainment anchor space, a 6,000 square foot food hall
- 25,000 square feet of entertainment space, 25,000 square feet of creative office/coworking space and 500 for rent multifamily residential units.
- The proposed mix of uses includes approximately 154,200 square feet of new retail, restaurant, and creative office space, 427,000 square feet of office space & co-working space, a 150-key hotel, 103 for-sale townhomes and 875 for rent residential units.
- Approximately 470,000 square feet of legacy mall space will be demolished and 874,000 square feet will be preserved and renovated to create a modern indoor shopping experience.









# Tenant Marketing

North Point features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

## DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Regular social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

## PUBLIC RELATIONS

- Strong relationships with local media and influencers who can offer turnkey services.

## ADVERTISING

- General campaigns for center brand awareness across digital, social, print and sponsorships.



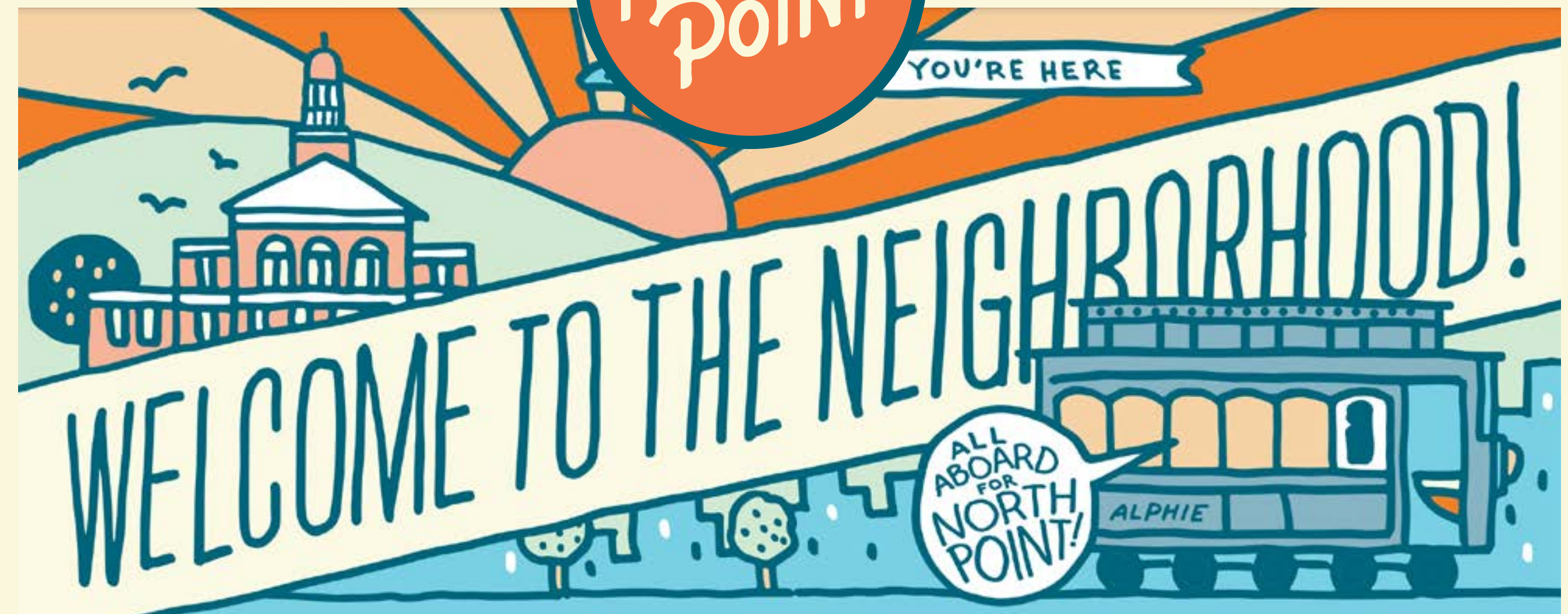


# Near Term Improvements

## PROPERTY UPGRADES BEFORE REDEVELOPMENT

Projects completed and in process:

- **Nearly \$2 million spent on improvements to date**
- Upgraded FF&E (East Court, West Court, Center Court)
- Alpha the Trolley
- New Logo & Rebranding
- Events & Activations with Community Partners
- Artist Mural/Graphics
- Garage: Fully pressure wash
- FF&E at Dillard's Court & Macy's Court including new charging stations



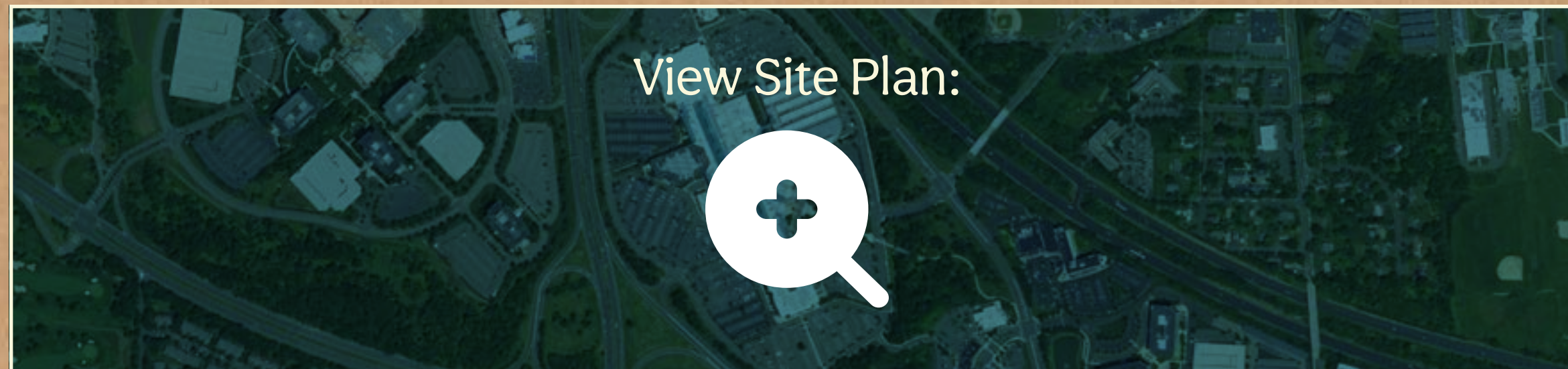


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