

HALCYON

Halcyon. Where Life Happens Naturally.



New Retail, Entertainment and Recreation-Inspired Destination

INSPIRED LIFESTYLE LIVING

Halcyon is a community retail destination built on distinguished design and walkability that combines the beauty of the natural setting with contemporary charm. Cafés spill onto the streets, business meetings take place by the creek, and residents walk where they need to go.

Shoppers include young professionals and empty nesters who are attracted to the walkability of the community as well as the public open spaces, the Big Creek Greenway, restaurants, shops, markets and the opportunity to live, work, shop and play in a design-driven community.

Nestled in the most affluent 3-mile trade area in the Forsyth/North Fulton submarket, Halcyon's 3,600 affluent residents will walk to the shops and restaurants of Halcyon. From morning brunches to sundown cinema, this center represents the most dense, walkable and profitable destination in the Forsyth/North Fulton submarket.



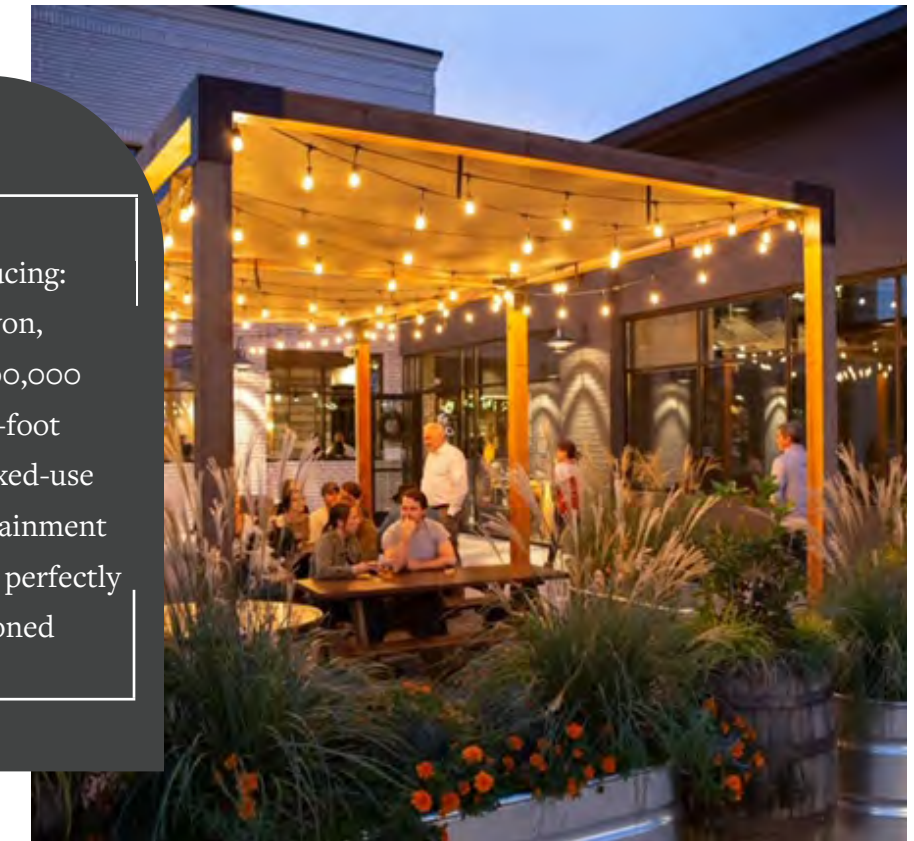
Where Excitement Happens Daily.

REDEFINING A SHOPPING COMMUNITY

Prosperity comes in a fresh form that seamlessly blends a mixed-use community development with an idyllic recreational setting.

Halcyon's Retail Village appeals to its affluent residents and regional guests who seek walkability to destination restaurants, entertainment venues and recreational outlets all set in a high-end mixed-use environment.

Introducing:
Halcyon,
a new 500,000
square-foot
retail, mixed-use
and entertainment
destination perfectly
positioned



The Halcyon Community

Retail Village Phase One 160,000 SF

- CMX Cinebistro
- Multiple full- and quick- service restaurants
- The Market Hall
- Fashion Boutiques
- Over 1,500 parking spaces

Retail Village Phases Two & Three +/- 96,000 SF

- Grocery
- Fitness
- Pad Sites

For Sale Residential

- Single family starting in the \$600's (87 units)
- Townhomes starting in the \$400's (155 units)
- Developed by Monte Hewett and Empire Communities

Luxury Rental Residential

- Elan Halcyon Apartments (300 units)
- Everleigh Village Halcyon 55+ Apartments (160 units)
- Developed by Greystar

Hospitality - Two Flagship Hotels

- Embassy Suites by Hilton (150+ rooms)
- Homewood Suites by Hilton (120+ rooms)

Office 250,000 SF

- WeWork
- Loft creative suites
- Build-to-suit
- Corporate Headquarter / Campus

Recreational Appeal

- Big Creek Greenway Trailhead
- Connects to 9.6 miles of wooded nature trails
- 4-acre open green space
- Wi-fi enabled pocket parks
- Dog parks
- Comcast gigabit-powered community



Where Style Happens Seamlessly.



RESIDENTIAL

Single Family Residential starting in the \$600's
(87 units)

Townhomes starting in the \$400's (101 units)

Homes developed by Monte Hewett & Empire
Communities

Elan Halcyon Apartments (300 units)

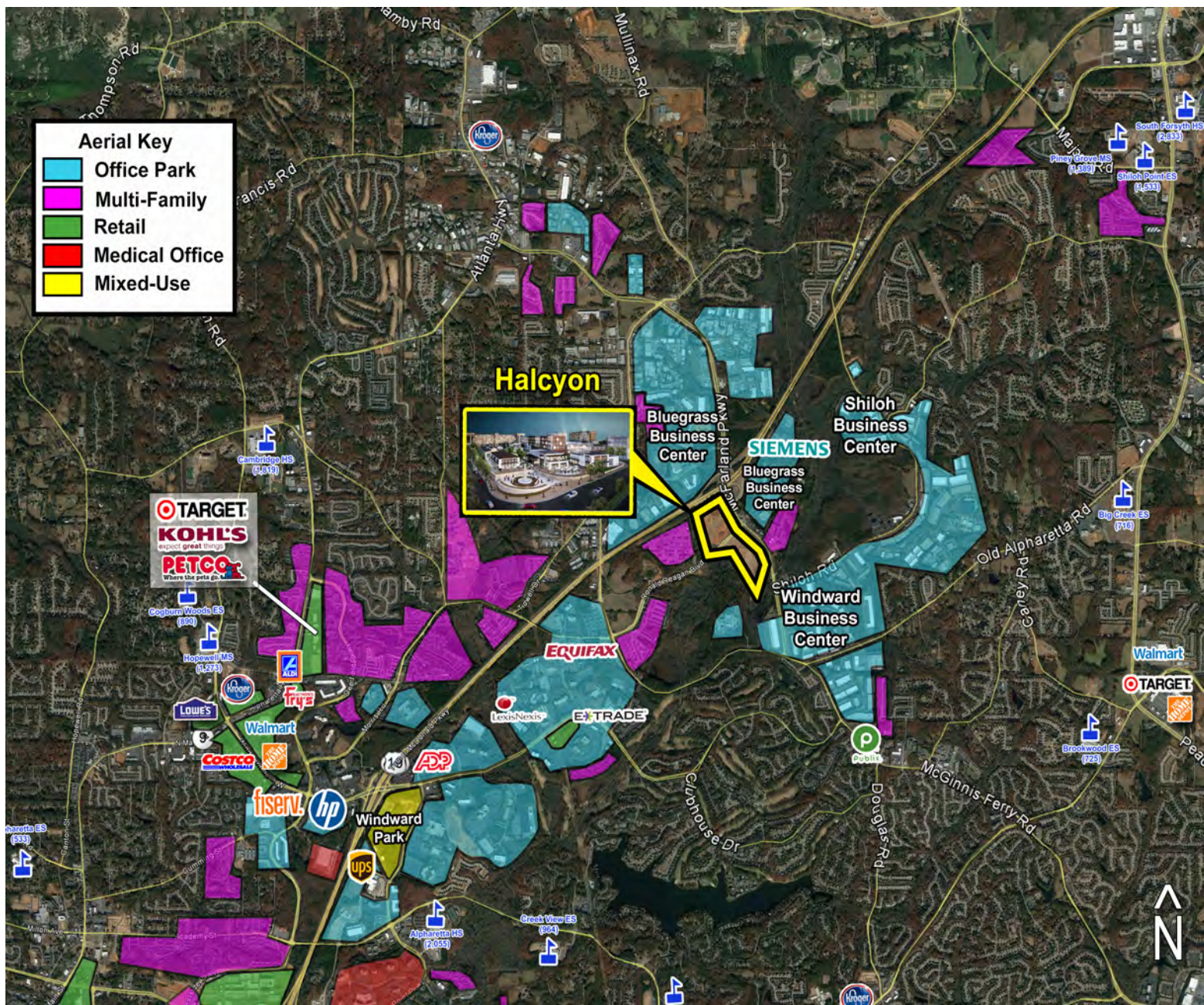
Everleigh Village Halcyon 55+ Apartments
(160 units)

Developed by Greystar



HOTEL

Embassy Suites is opening a 154-room upscale
hotel in the heart of Halcyon.



Timeless Trade Area Appeal

Halcyon's Retail Village is centrally located in the nexus between two bustling affluent communities. Just five miles to the southwest is Avalon, and five miles to the northeast is The Collection at Forsyth – both of which serve an under-retailed economy. Set between these two districts, Halcyon now defines the new experiential shopping environment for the daytime worker, visitor and residents of the property and surrounding area.

The area boasts the best demographics in Atlanta's suburban marketplace with excellent schools and housing, low crime and low taxes. The Forsyth area is also a bustling technology hub, second only to Georgia Tech.

Forsyth Key Rankings

- Most Affluent Community in Georgia (U.S. Census)
- #1 County in Georgia for Median Household Income
- 6th Fastest Growing County in America (CNN)
- No. 7 on Forbes Magazine's List of America's Fastest Growing Communities (Forbes)
- Alpharetta is the 6th Fastest Growing City in the U.S.
- Top 25 in U.S. for Median Household Income
- 100 Best Communities for Young People
- North Fulton is the #1 Place to Relocate in U.S. (Forbes)
- 900+ Tech Companies (More than Austin, TX)
- Tech Hub of the South
- Home to 3 Fortune 500 HQ's
- Larger Office Sub-Market than Buckhead, Midtown or Downtown Atlanta
- No. 6 County in the Nation for Millennial Home Buyer Demand (CoreLogic)

TRADE AREA PROFILE

Halcyon	1-Mile	3-Mile	5-Mile
Daytime Population	9,755	85,292	210,917
Residential Population	4,599	62,243	165,484
Median Age	34.4	36.1	37.2
Average Household Income	\$166,686	\$152,820	\$145,487
Average Home Value	\$382,962	\$414,032	\$426,405
Bachelor's Degree	46.1%	37.0%	38.6%
Grad/Professional Degree	26.0%	27.6%	25.9%

Halcyon	5-Min	7-Min	10-Min
Daytime Population	18,599	53,115	142,203
Residential Population	10,421	29,933	83,272
Median Age	35.5	36.0	36.2
Average Household Income	\$143,546	\$138,069	\$136,733
Average Home Value	\$378,187	\$379,491	\$392,518
Bachelor's Degree	40.3%	36.8%	36.3%
Grad/Professional Degree	26.8%	26.9%	26.1%





Nature & Urbanism

At Halcyon, nature doesn't just surround the Village; it weaves seamlessly right into it. Sidewalks and nature trails connect into the 9.6 mile Big Creek Greenway, which in turn spills right out into the Village. There is no other place in the northern suburbs where one minute you are jogging on a path alive with songbirds, wild turkey and deer, and the next you're in a café alive with friends and neighbors.

Halcyon Personas: Who's Here



THE ACTIVE FAMILY: Progressive, busy and social

Status: Married with two children
 Age: 35-40
 Occupation: Dad is a marketing executive, Mom works part-time at a non-profit
 Exercise: Barre for Mom, running for Dad, organized sports for kids
 Food: Eating mostly clean, but ice cream indulgences
 Saturdays: Soccer fields then out to lunch
 Here Because: Lower taxes, good schools, more space, community
 Pet: Goldendoodle



THE TECHY FAMILY: Smart, involved and current

Status: Married with one child
 Age: 40s
 Occupation: Dad is a software developer, Mom runs a PR business
 Exercise: Cycling and skateboarding
 Food: Farm to table, loves Thai
 Saturdays: Art festivals in Atlanta
 Here Because: Company transfer, good schools
 Pet: Miniature Poodle



THE WI-FI-ER GIRL: Always connected, confident and purpose-driven

Status: Dating
 Age: 28
 Occupation: Sales associate, volunteers with dog rescue
 Exercise: Yoga and jogging
 Food: Starbucks, Zoës Kitchen
 Saturdays: Hiking with a friend, out with dog
 Here Because: Job nearby, doesn't want to waste life in traffic
 Pet: Cool mutt from the Humane Society



MR. AND MRS. DOWNSIZER: Active, engaged and social

Status: Married
 Age: 58
 Occupation: He's in financial consulting, she dabbles in selling her art
 Exercise: Golf, walking, and she does yoga
 Food: Ford Fry's newest restaurant
 Saturdays: Day trip to Highlands, NC
 Here Because: Kids are out of the house, want walkable lifestyle
 Pet: Boykin Spaniel



THE COMMUTER GUY: Competitive, gregarious and fun-loving

Status: Married, no kids
 Age: 32
 Occupation: A software developer for DataScan Technologies
 Exercise: Playing sports with buddies, working around the house
 Food: Grilling out at home, local brewpub
 Saturdays: Soccer fields then out to lunch
 Here Because: Close to work, doesn't want to drive for food/drink options, wants to work out outside before it's dark
 Pet: Goldendoodle

Halcyon: McFarland Parkway, Night and Day



Halcyon: The Market Hall Exterior



The Market Hall is situated in a unique setting, inspired by Halcyon's cross-section of community, commerce and the Big Creek Trail where fresh, new and local concepts come together under one roof.

8-units within the hall, designed for chef-driven fare, overlook the Village Green located in the heart of the Halcyon community.

Halcyon: The Green



CMX Cinebistro: 9 Screens, 728 Luxury Seats, Dine-in Cinema





HALCYON

For more information on how to make Halcyon a home for your brand, contact our project team:

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