

# HALCYON

*Where Life Happens Naturally.*

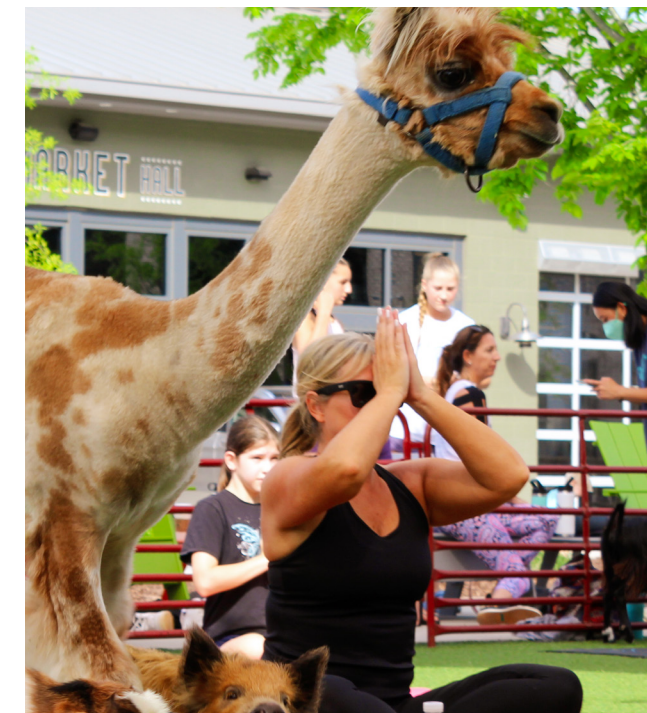






## Halcyon. *Where Celebration Happens Freely.*

An idyllic 135-acre gathering place, Halcyon is the next generation of mixed-use development and a new opportunity to define community in Forsyth County. With the Big Creek Greenway trailhead situated at Halcyon, strolling with furry friends, biking, walking and jogging are a part of our fabric. Paved pathways throughout the community connect people to places. Curated shops and chef-driven restaurants. Creative loft offices. Modern hotel rooms. Beautiful residences to buy or lease. A common green at the center. All of it seamlessly integrated and thoughtfully designed to complement the surroundings, allowing community and connections to happen naturally. Welcome to Halcyon.





MARKET & TRADE AREA

Halcyon. *Where Opportunity is Waiting to Happen.*

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.

The largest segment of Halcyon shoppers have an:



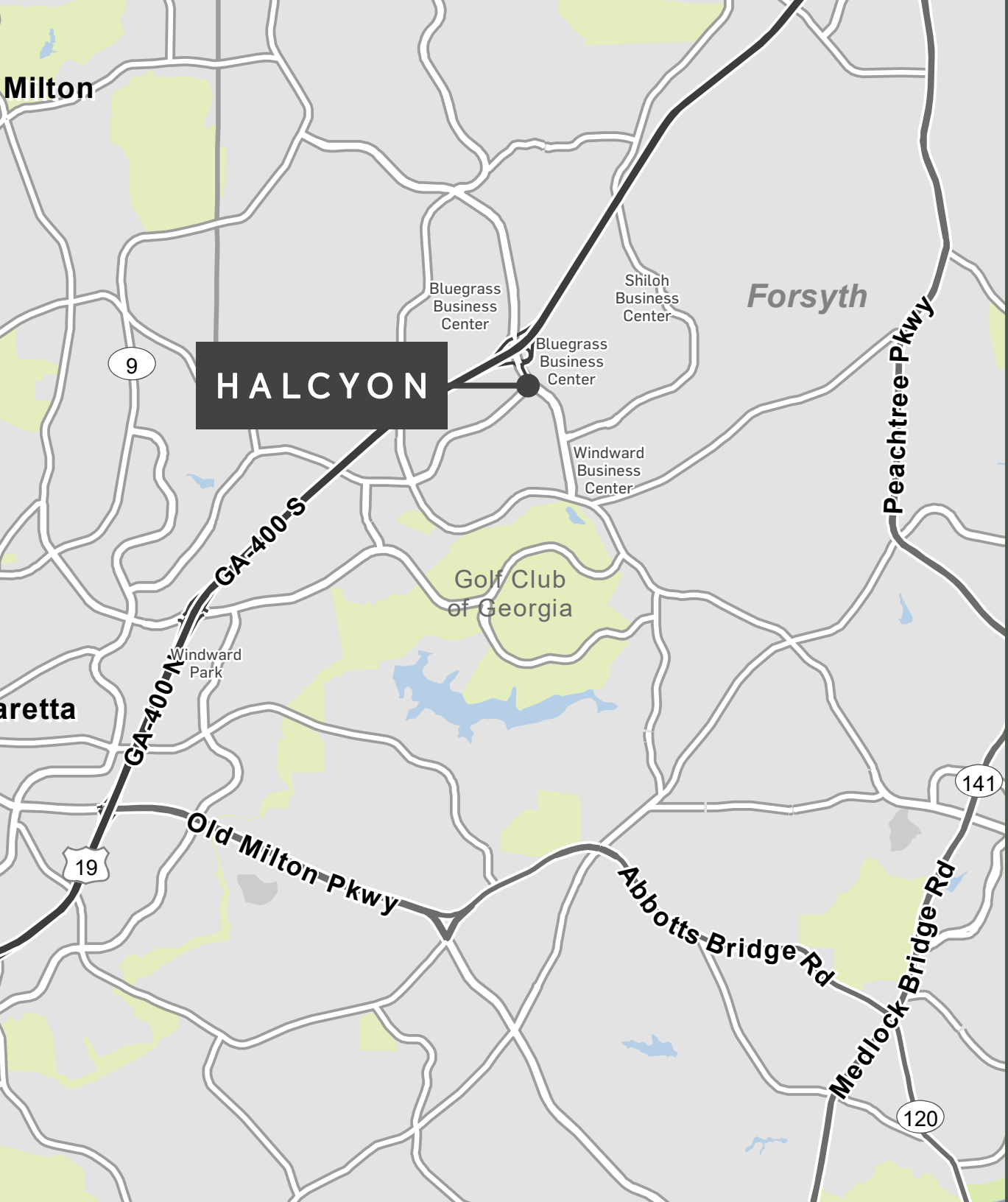
Average Household Income  
of \$173,339



Average Dwell Time  
of 90 minutes

Demographics	1 - mile	3 - miles	5 - miles
Daytime Population	8,863	89,148	223,819
Residential Population	4,997	64,237	172,127
Median Age	34.6	36.5	37.7
Average Household Income	\$164,690	\$173,866	\$177,276
Average Home Value	\$495,038	\$501,314	\$519,312
Bachelor's Degree	1,156	16,512	48,109
Grad/Professional Degree	1,111	13,349	32,618

\*Source: Esri 2024, Placer.ai



MOST AFFLUENT COUNTY  
IN GEORGIA

- 24/7 Wall St.



#1 COUNTY IN GEORGIA FOR  
MEDIAN HOUSEHOLD INCOME



FASTEST GROWING COUNTY  
IN GEORGIA

- 24/7 Wall St.



“TECHNOLOGY CITY OF THE SOUTH”  
WITH OVER 700 TECHNOLOGY COMPANIES  
BASED IN THE AREA

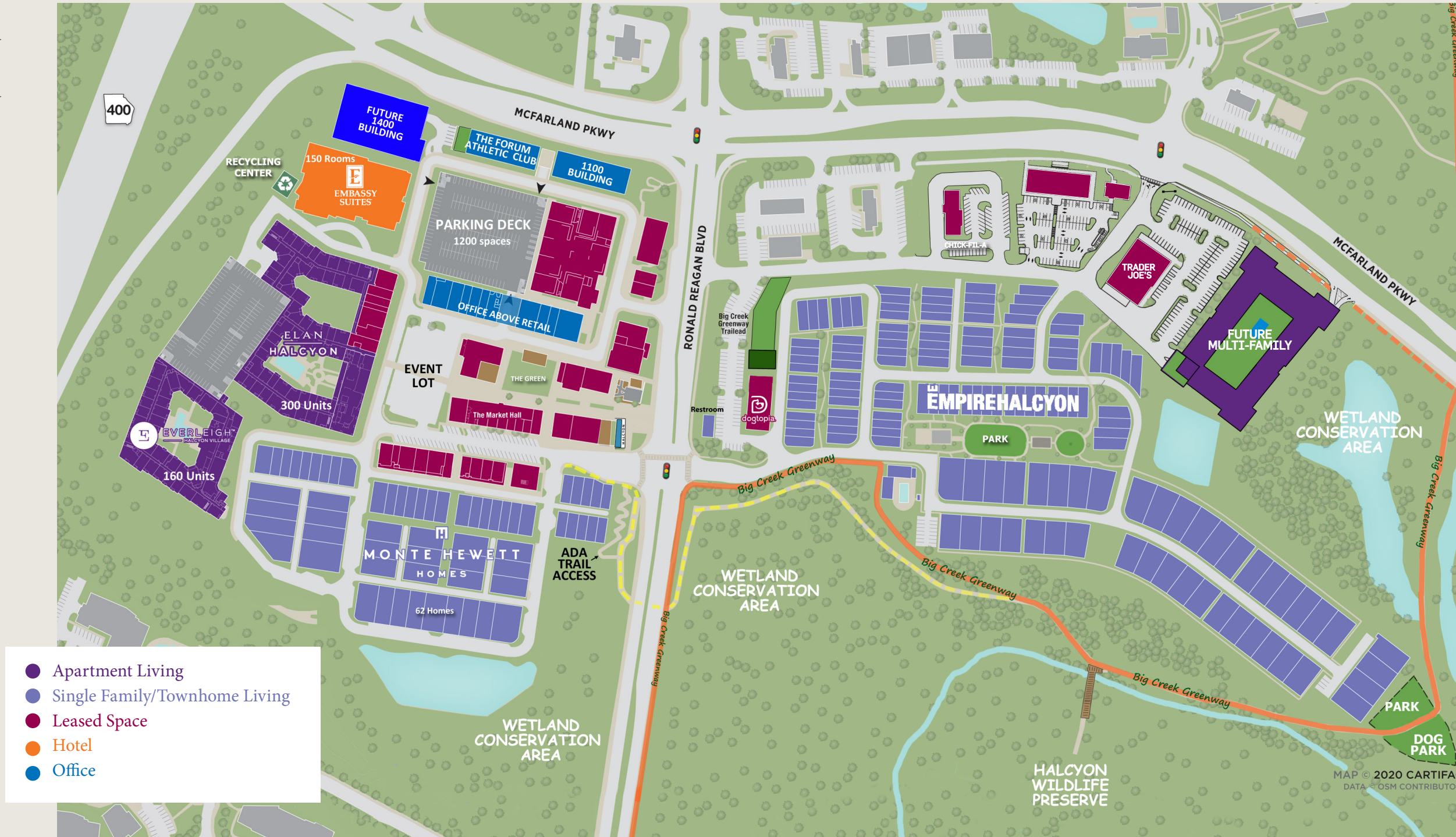
- Alpharetta



## PROPERTY DETAIL

# Halcyon. *Where Shopping Happens Spontaneously.*

From morning brunches to sundown cinema, Halcyon represents the most dense and walkable destination in the Forsyth/ North Fulton submarket. Halcyon's location on the Big Creek Greenway, expansive outdoor event spaces and walkability give the project an even greater retail advantage in today's world.



- 500,000-square-foot retail, mixed-use, and entertainment destination
- 64,273 residents within 3 miles
- Phase I: CMX Cinéistro, full- and quick-service restaurants, The Market Hall, and fashion boutiques
- 250,000 square feet of office
- Phase III: Trader Joe's, Chickfil-a, and service uses
- Over 1,500 parking spaces
- Connects to 16 miles of wooded nature trails



## LIVING (RESIDENTIAL & HOTEL)

### Halcyon. *Where Style Happens Seamlessly.*

- Single Family Residential
- Townhomes (132 units)
- Homes developed by Monte Hewett and Empire Communities
- Halcyon Grand Apartments (300 units)
- Everleigh Village Halcyon 55+ Apartments (160 units)
- Developed by Greystar
- 154-room upscale Embassy Suites Hotel



## KEY LOCAL & REGIONAL CURATED RETAILERS & RESTAURANTS

TRADER JOE'S

chewy VetCare



Gu's DUMPLINGS



bluemercury<sup>®</sup>  
makeup • skincare • spa



Lizard Thicket



LIFESTYLE DETAIL

Halcyon. *Where Community Happens Graciously.*

The Active Family (Progressive, busy and social)

- Married with two children
- 35 - 40 years of age
- Dad is a marketing executive, Mom works part-time at a non-profit
- Physical fitness is a priority, barre for Mom, running for Dad, organized sports for kids
- Clean eating, but has ice cream indulgences
- Here because of lower taxes, good schools and community

The Techy Family (Smart, involved and current)

- Married with one child
- 40 something’s in age
- Dad is a software developer, Mom runs a PR business
- Physical fitness is cycling and skateboarding
- Eats farm-to-table, loves Thai
- Here because company transfer, good schools

The Commuter Guy (Competitive, gregarious and fun-loving)

- Married, no kids
- 30 something’s in age
- A software developer for DataScan Technologies
- Physical fitness is playing sports with buddies, working around the house
- Mostly grills at home and goes to local brewpubs
- Here because it’s close to work, doesn’t want to drive for food and drink options

The Wi-Fi-er Girl (Always connected, confident and driven)

- Dating
- 20 something’s in age
- Sales associate, volunteers with dog rescues
- Physical fitness includes yoga and jogging
- Food includes Starbucks and Zoe’s kitchen
- Here because job is nearby, doesn’t want to waste life in traffic





PHASE III DETAIL

Halcyon. *Where Connection Happens Effortlessly.*

Retail Village Phase III Overview

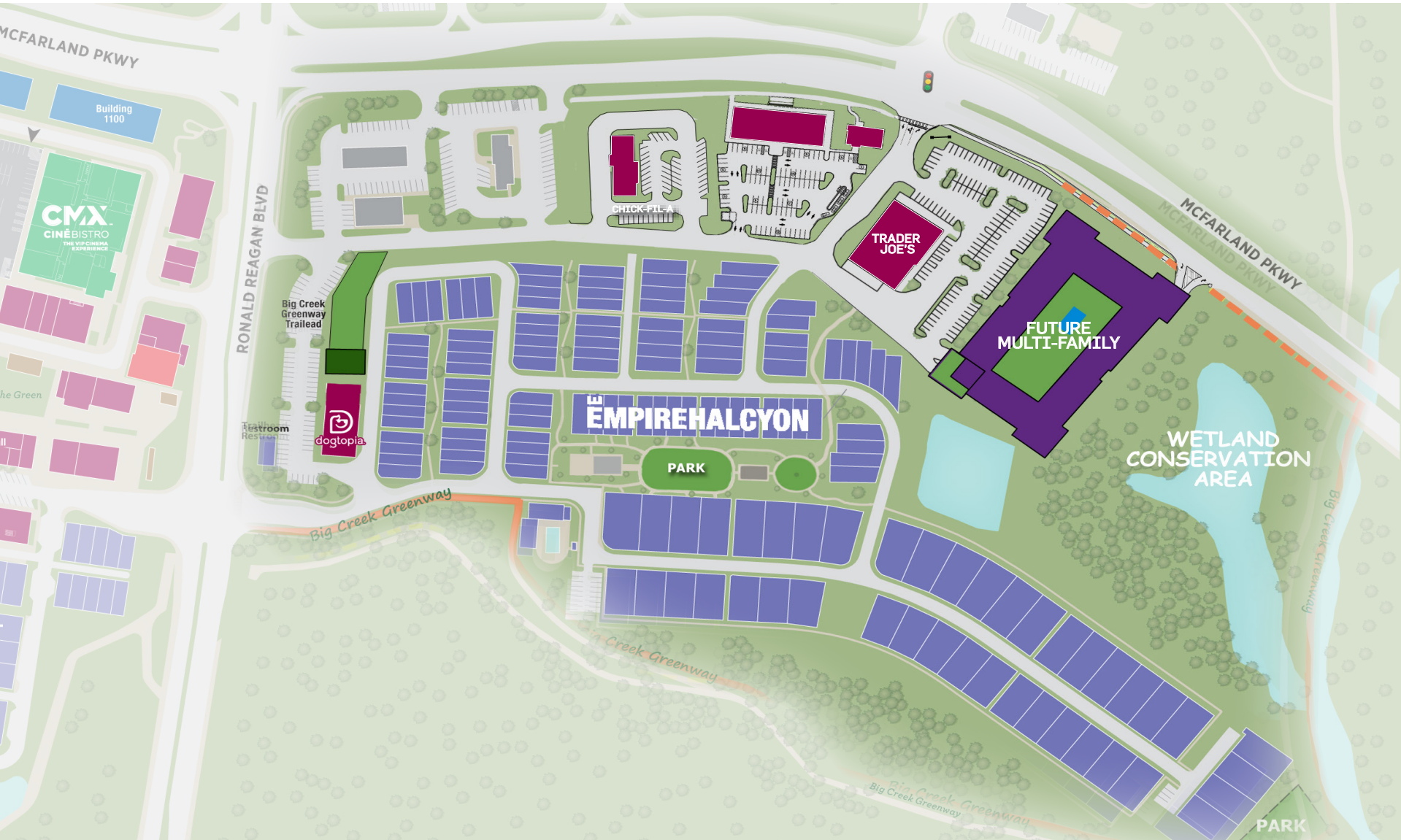
- 10,000 s.f. retail
- Trader Joe’s
- Chick-fil-A
- Chase Bank
- Chewy’s Vet Care
- Five Guys

Residential

- Single family (87 units)
- Townhomes (155 units)
- Developed by Monte Hewett and Empire Communities



PHASE III – 80,000 S.F. RETAIL SPACE FOR LEASE





---

## BY THE NUMBERS

---

Halcyon.  
*Where Excitement  
Happens Daily.*

- 350+ community events annually
- 80+ live musical performances per year
- 250+ cornhole players weekly
- 490+ Kids Club participants monthly





# HALCYON

*6365 Halcyon Way, Alpharetta, GA 30005*

[visithalcyon.com](http://visithalcyon.com)

**MOLLY MORGAN**

EVP, Retail Leasing

JLL

+1 404 995 6317

[molly.morgan@jll.com](mailto:molly.morgan@jll.com)

[jll.com](http://jll.com)

**ALLIE SPANGLER**

Senior Leasing Representative

JLL

+1 404 729 6994

[allie.spangler@jll.com](mailto:allie.spangler@jll.com)

**JENNIFER STEFFEN**

Retail Leasing Manager

JLL

+1 470 330 2031

[jennifer.steffen@jll.com](mailto:jennifer.steffen@jll.com)

