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# CONVENIENCE: DATA CASE STUDY

## SHOPPES OF CRABAPPLE, ALPHARETTA, GEORGIA

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**CURBLINE PROPERTIES**



## WHAT OUR DATA PROVES

Shoppes of Crabapple is positioned to attract customer demand with superior access, visibility and parking. In fact, Convenience centers like Shoppes of Crabapple achieve 3.5x more customers per SF than anchored retail, justifying higher rents and broad small shop tenant demand.



540k

2022 TOTAL VISITS



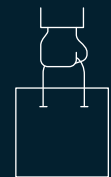
69%

VISITS < 7 MIN.



3.5%

DAILY CROSSOVER TRAFFIC  
TO ANCHORED CENTER



64.6

VISITS PSF  
(ANCHOR = 18.7)

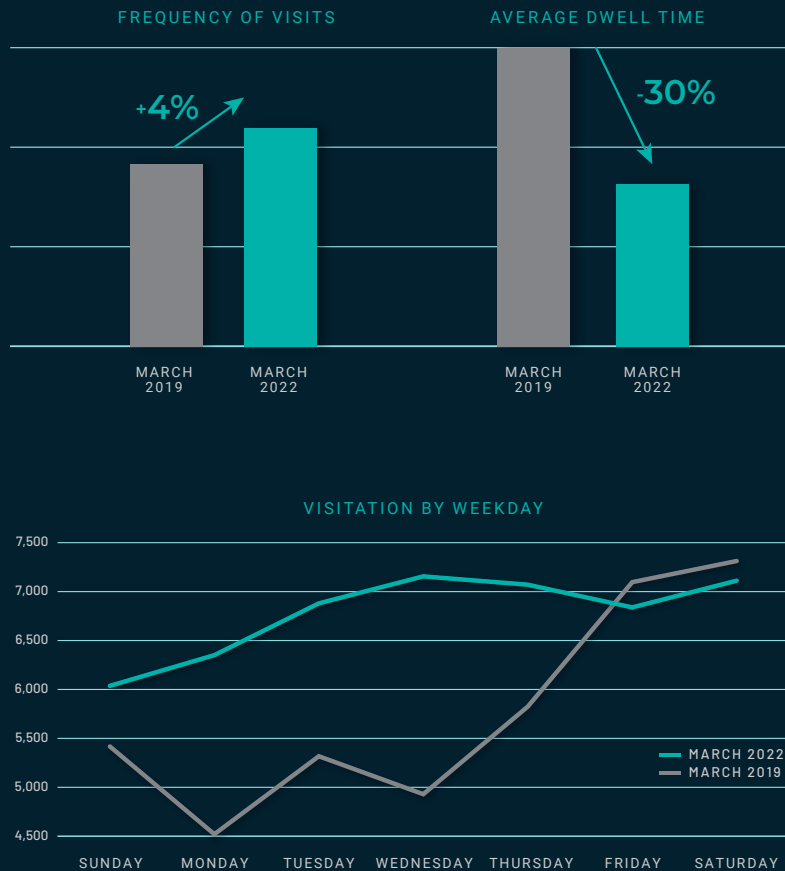


## WHY CRABAPPLE

Shoppes of Crabapple was acquired in April 2022 for \$4.4M.

The 8,000 SF convenience asset is located at the crossroads of Alpharetta's busiest intersection, one of Atlanta's fastest growing and high income sub-markets.

Visitation trends show increased overall traffic, driven by higher weekday visitation and more frequent and shorter-duration visits.





## DEMOGRAPHICS

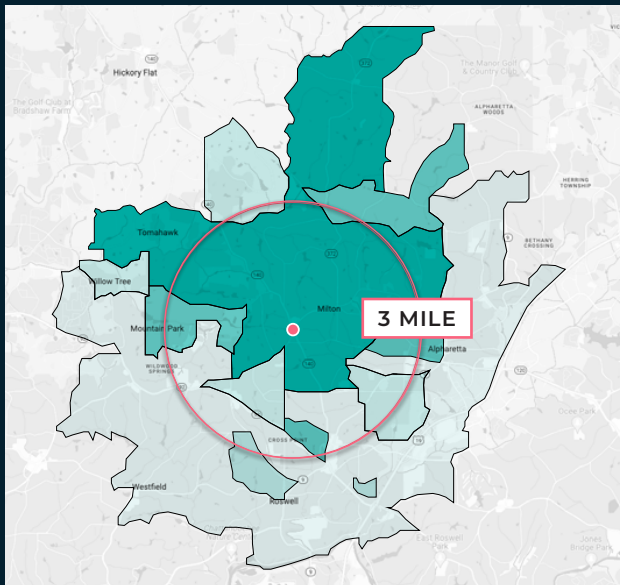
\$175k

AVG. HHI

152k

POPULATION

## ACTUAL TRADE AREA



Note: Avg. HHI weighted based on Actual Trade Area data.

