



CONVENIENCE: DATA CASE STUDY
SHOPPES OF CRABAPPLE, ALPHARETTA, GEORGIA

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

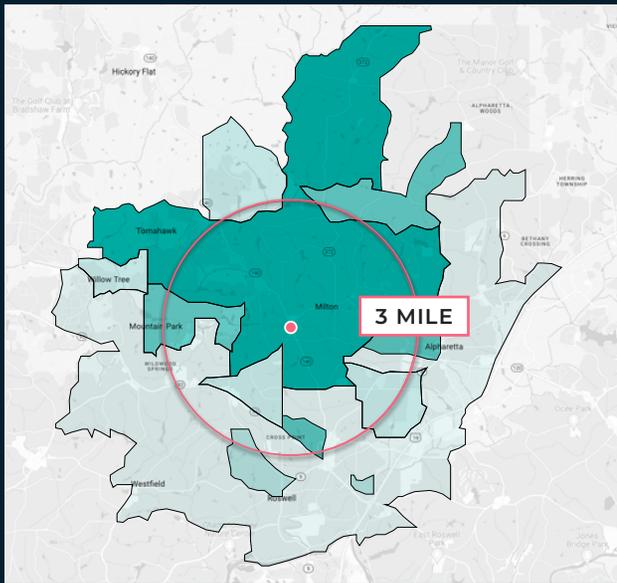
\$175k

AVG. HHI

152k

POPULATION

ACTUAL TRADE AREA



PRIMARY

SECONDARY

53%

5%

5%

7%



CRABAPPLE RD
17K VPD

ARNOLD MILL RD
22K VPD

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