

# The Outlet Shoppes at Atlanta



# Atlanta, Georgia

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The project is in Woodstock, Ga just 30 miles north of downtown Atlanta and is the gateway to the Appalachian trails in the Blue Ridge Mountains. Woodstock, Ga has been described as “Where City meets the Mountains.” It is part of the Atlanta MSA and is one of the nation’s fastest growing suburb.

Atlanta boasts an MSA of 5.5+ million, a GDP of \$270 billion, and an average household income in excess of \$90,000. In addition to being the state capital of Georgia, Atlanta is an ‘alpha-world’ city, offering a myriad of world-class dining, international cultural attractions, award-winning entertainment venues and headquarters for twenty-seven (27) Fortune 1000 and fifteen (15) Fortune 500 companies, all generating \$359.6 billion in aggregate revenues.

Mercedes-Benz Stadium, Atlanta’s new state-of-the-art sports and entertainment stadium, opened in August, 2017. The stadium hosts Atlanta Falcons football games, Atlanta United regular season soccer matches, high-profile college football games, concerts and spectacular celebration events including the 2019 Super Bowl.

In 2017, the Atlanta Braves moved to a brand new facility at the northwest intersection of I-75 and I-285 in Cobb County, 20 miles from The Outlet Shoppes at Atlanta. The estimated cost of the stadium, parking and related infrastructure is roughly \$672 million.



# The Outlet Shoppes at Atlanta



On I-575, The Outlet Shoppes at Atlanta is situated between the Woodstock and Ridgewalk Parkways and enjoys exceptional accessibility and connectivity to the Atlanta and the Southeast Markets.

Holiday Inn Express recently opened a hotel with 96 guest rooms adjacent to the south side of the center.

With the addition of full service, sit down restaurants, the center offers a lifestyle “Sip and Shop” experience with new, upgraded seating areas, water features and lush landscaping.



# Market Demographics

The **Outlet**  
Shoppes at Atlanta

Description	10 Miles	20 Miles	30 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	211,164	808,371	1,799,704
Population (4/1/2000)	318,547	1,172,882	2,494,797
Population (4/1/2010)	406,411	1,425,255	2,964,855
Population (1/1/2018)	458,044	1,605,456	3,350,506
Population (1/1/2023)	482,883	1,691,593	3,535,383
Percent Growth (2016/2010)	12.70	12.64	13.01
Percent Forecast (2023/2018)	5.25	5.37	5.52
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/2010)	145,766	539,566	1,127,770
Households (1/1/2018)	164,918	609,926	1,279,986
Households (1/1/2023)	174,920	647,822	1,361,682
Percent Growth (2023/2018)	6.06	6.21	6.23
Average Size of Household	2.75	2.61	2.57
Median Household Income (\$)	95,552	94,188	82,584
Average Household Income (\$)	118,874	127,506	113,186

## Area Retail

<u>Outlet</u>	<u>Anchor Stores</u>	<u>Miles from Center</u>
Sugar Loaf Mills (Lawrenceville GA)	Bass Pro Shop, Neiman Marcus Last Call, Saks Fifth Avenue OFF 5TH	33
North Georgia Premium Outlets (Dawsonville, GA)	Nike, Pottery Barn, Polo Ralph Lauren, Saks Fifth Avenue OFF 5TH	38
Premium Outlets at Calhoun (Calhoun, GA)	GAP Outlet, Nike, LOFT VF Outlet	46
Tanger Outlets) (Locust Grove, GA)	GAP Outlet, Nike, Polo Ralph Lauren	66

<u>Retail</u>	<u>Anchor Stores</u>	<u>Miles from Center</u>
Town Center at Cobb (Kennesaw, GA)	Macy's, Belk, JC Penney, Sears, H&M	9
Avalon (Alpharetta, GA)	Anthropologie, Crate & Barrel, J. Crew, GAP, Pottery Barn, Apple	17

# Fortune 1000 and 500

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Top 100 Fortune 500 Companies HQ in Atlanta MSA

<b>Company</b>	<b>Revenue</b>	<b>Miles from Center</b>
The Home Depot	\$108.2B	22.2
United Parcel Service	\$71.8B	29.4
Delta Air Lines, Inc.	\$44.4B	39.8
The Coca-Cola Company	\$31.9B	30.0
The Southern Company	\$23.5B	30.2
Genuine Parts Company	\$16.3 B	19.3
AGCO Corporation	\$9.35B	37.3
Suntrust Banks, Inc	\$ 632M	30.7
Rock-Tenn Company	\$ 14.8M	33.0
First Data Corporation	\$12.1M	27.4

## Colleges & Universities

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ATLANTA HIGHER EDUCATION INSTITUTIONS

<b>Institution</b>	<b>2018 Enrollments</b>	<b>Miles from Center</b>
Kennesaw State University	35,424	8
Georgia Tech	32,723	30
Georgia State University	53,000	32
Emory University	13,721	34

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# Area Attractions

(Within 35 miles from The Outlet Shoppes at Atlanta)

<u>Name</u>	<u>Miles from Center</u>
The Atlanta Braves at Sun Trust Park	20
LakePoint Sporting Community	21
Gibbs Gardens (As featured on HGTV)	22
Georgia Aquarium	30.3
Centennial Olympic Park	30.3
World of Coca-Cola Museum	30.4
Mercedes-Benz Stadium	31
State Farm Arena	30.8





# The Trusted Leader

## The Outlet Shoppes at Atlanta

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Woodstock GA 30188

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