

# 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 its doors this spring with a month-long series of events. The stadium will host Atlanta Falcons pre-season football games, Atlanta United regular season soccer matches, high-profile college football games, concerts and spectacular celebration events. Securing Atlanta as a sports haven, the multi-purpose stadium will host major sports and entertainment events, including the Super Bowl in 2019, the NCAA Men’s Final Four in 2020 and the 2018 College Football Playoff Championship game.

The Atlanta Braves have played at Turner Field in downtown Atlanta since 1997. However, in 2017 the team 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.



# Market Demographics

The **Outlet**  
Shoppes at Atlanta

Description	10 Miles	20 Miles	30 Miles
POPULATION BY YEAR			
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 (1/1/2016)	444,444	1,558,621	3,252,403
Population (1/1/2021)	462,883	1,624,518	3,391,271
Percent Growth (2016/2010)	9.36	9.36	9.70
Percent Forecast (2021/2016)	4.15	4.23	4.27
HOUSEHOLDS BY YEAR			
Households (4/1/2010)	145,766	539,566	1,127,770
Households (1/1/2016)	158,175	585,110	1,226,498
Households (1/1/2021)	165,444	612,708	1,284,761
Percent Growth (2016/2010)	8.51	8.44	8.75
Average Size of Household	2.78	2.64	2.60
Median Household Income (\$)	87,626	86,462	74,874
Average Household Income (\$)	109,406	117,276	104,139

## 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 (millions)</b>	<b>Miles from Center</b>
Genuine Parts Company	\$14,078	19.3
The Home Depot	\$78,812	22.2
First Data Corporation	\$10,809	27.4
United Parcel Service	\$55,438	29.4
The Coca-Cola Company	\$46,854	30.0
The Southern Company	\$17,087	30.2
Suntrust Banks, Inc	\$ 8,602	30.7
Rock-Tenn Company	\$ 9,545	33.0
AGCO Corporation	\$10,787	37.3
Delta Air Lines, Inc.	\$37,773	39.8

*Source: 2014 Fortune List Fortune magazine 2 June 2014*

## Colleges & Universities

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ATLANTA HIGHER EDUCATION INSTITUTIONS

<b>Institution</b>	<b>Fall 2016 Enrollments</b>	<b>Miles from Center</b>
Kennesaw State University	35,018	8.2
Georgia Tech	26,839	29.7
Georgia State University	50,972	31.0
Emory University	14,913	33.7

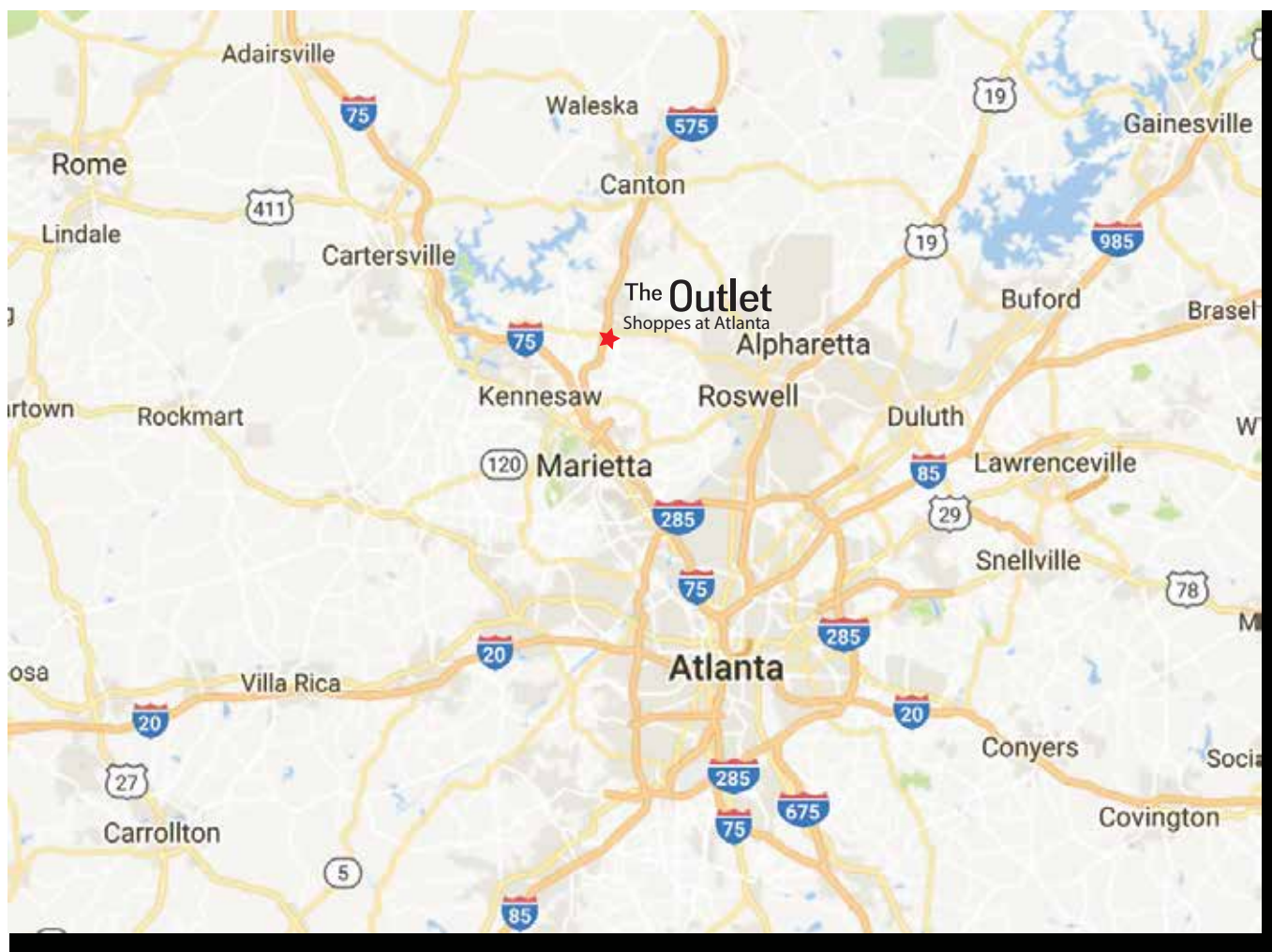
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# Area Attractions

(Within 35 miles from The Outlet Shoppes at Atlanta)

<b>Name</b>	<b>Miles from Center</b>
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





## The Trusted Leader

### The **Outlet** Shoppes at Atlanta

915 Ridgewalk Parkway  
Woodstock GA 30188

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