



# Ashley Park

NEWNAN | GEORGIA

## NEWNAN

# THE CITY OF HOMES

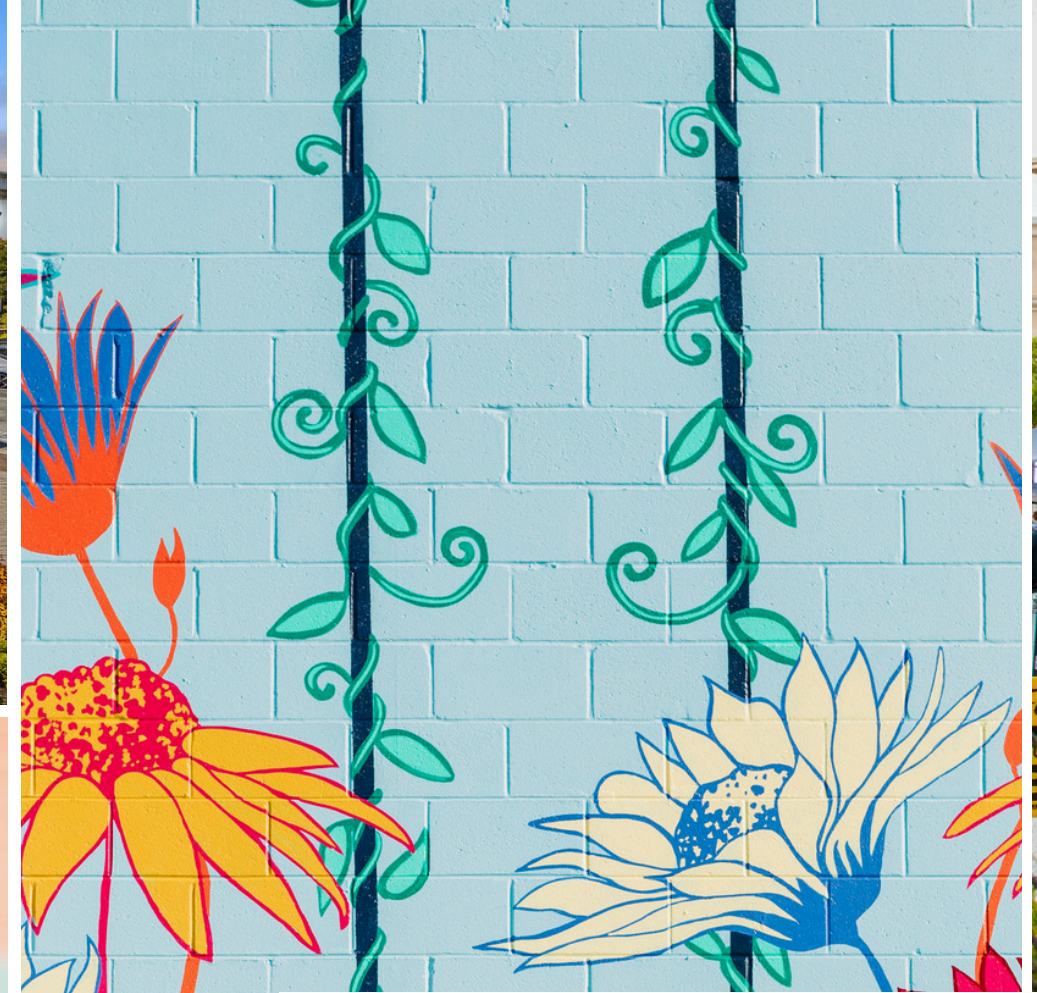
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Located just 30 minutes from Atlanta, Newnan is the county seat of Coweta County.

Known as the City of Homes, Newnan has six National Register Historic Districts with some of Georgia's most beautiful homes and commercial buildings.

Georgia ranks 8th for the most job opportunities in the U.S. with Newnan at a 7.73% average job growth rate.





HOME TO 30 MARKET EXCLUSIVE RETAILERS



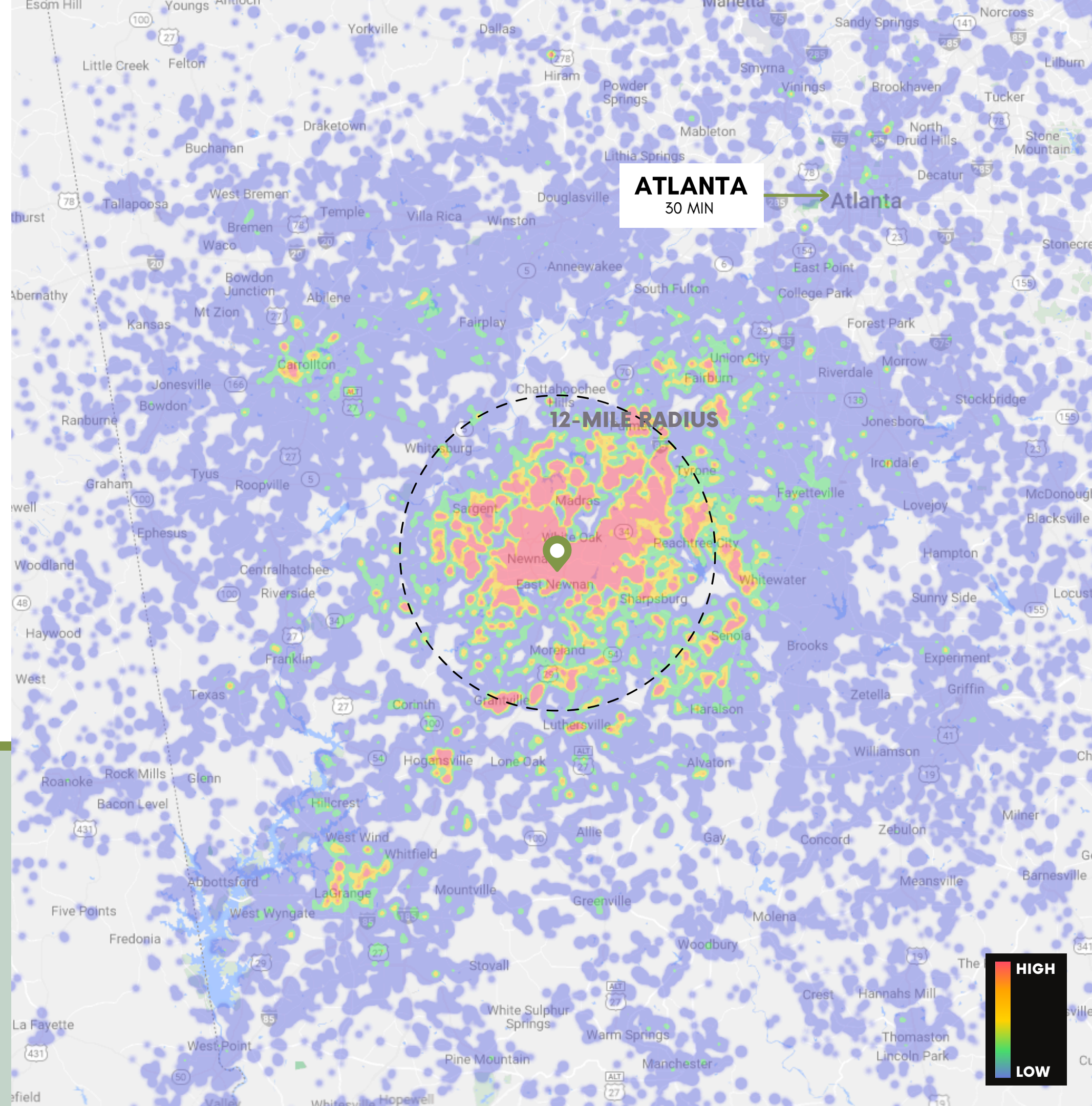
# TRAFFIC DATA

Annual Visits **6M**  
Annual Avg. Visit Frequency **7.52**  
Annual Avg. Dwell Time **60 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **202,695**  
Daytime Population **176,561**  
Households **74,267**  
Family Households **52,144**  
Average HHI **\$104,471**  
College Degree+ **65%**

 **17,700+ FAMILY HOUSEHOLDS**  
WITHIN 5 MILES OF ASHLEY PARK





# CORE CUSTOMER INSIGHTS

DEMOGRAPHICS & PSYCHOGRAPHICS

## SPENDING PATTERNS

HHI \$200K+

**11%**

Avg. Discretionary Income

**\$60,590**

## PSYCHOGRAPHICS

**Singles & Starters**

**16%**

Young singles starting out and some starter families living a city lifestyle

**Booming With Confidence**

**14%**

Prosperous, established couples in their peak earning years living in suburban homes

## **CUSTOMER LOYALTY**

LOYALTY CLASSIFIED AS 2+ VISITS



**94%**

5.7M OF OUR CUSTOMER VISITS ARE **LOYAL** MAKING US THEIR GO-TO SHOPPING DESTINATION

# DOMINATING THE COMPETITION

Ashley Park consistently attracts the highest amount of traffic in the market with the longest dwell time and ranks within the **top four lifestyle centers** in the state.

	CUSTOMERS	VISITS	FREQUENCY	DWELL TIME
ASHLEY PARK	803.1K	6M	7.52	60 MINS
KEDRON VILLAGE	498.6K	4.4M	8.76	40 MINS
AVENUE PEACHTREE CITY	465.5K	2.4M	5.27	48 MINS





# PROVEN PERFORMANCE & EXCLUSIVITY

ASHLEY PARK IS HOME TO MANY TOP-PERFORMING AND EXCLUSIVE BRANDS, AVERAGING **\$656 PSF IN ANNUAL F&B SALES.**

THE **ONLY** AVEDA SALON IN THE MARKET.

LA PARRILLA RANKS **#3 OF 15** IN THE STATE BASED ON VISITS.

NEWK'S EATERY RANKS **#1 OF 12** IN THE STATE BASED ON VISITS.

BARNES & NOBLE RANKS **#5 OF 16** IN THE STATE BASED ON VISITS.

BELK RANKS **#7 OF 45** IN THE STATE BASED ON VISITS.

DILLARD'S BOASTS THE **2ND HIGHEST YEAR-OVER-YEAR SALES INCREASE** FOR THE WHOLE ATLANTA MARKET.

MASSAGE ENVY  
**#2 OF 22 IN STATE**  
BASED ON VISITS

POPSHELF  
**#3 OF 23 IN STATE**  
BASED ON VISITS



MORE THAN 20 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES





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