

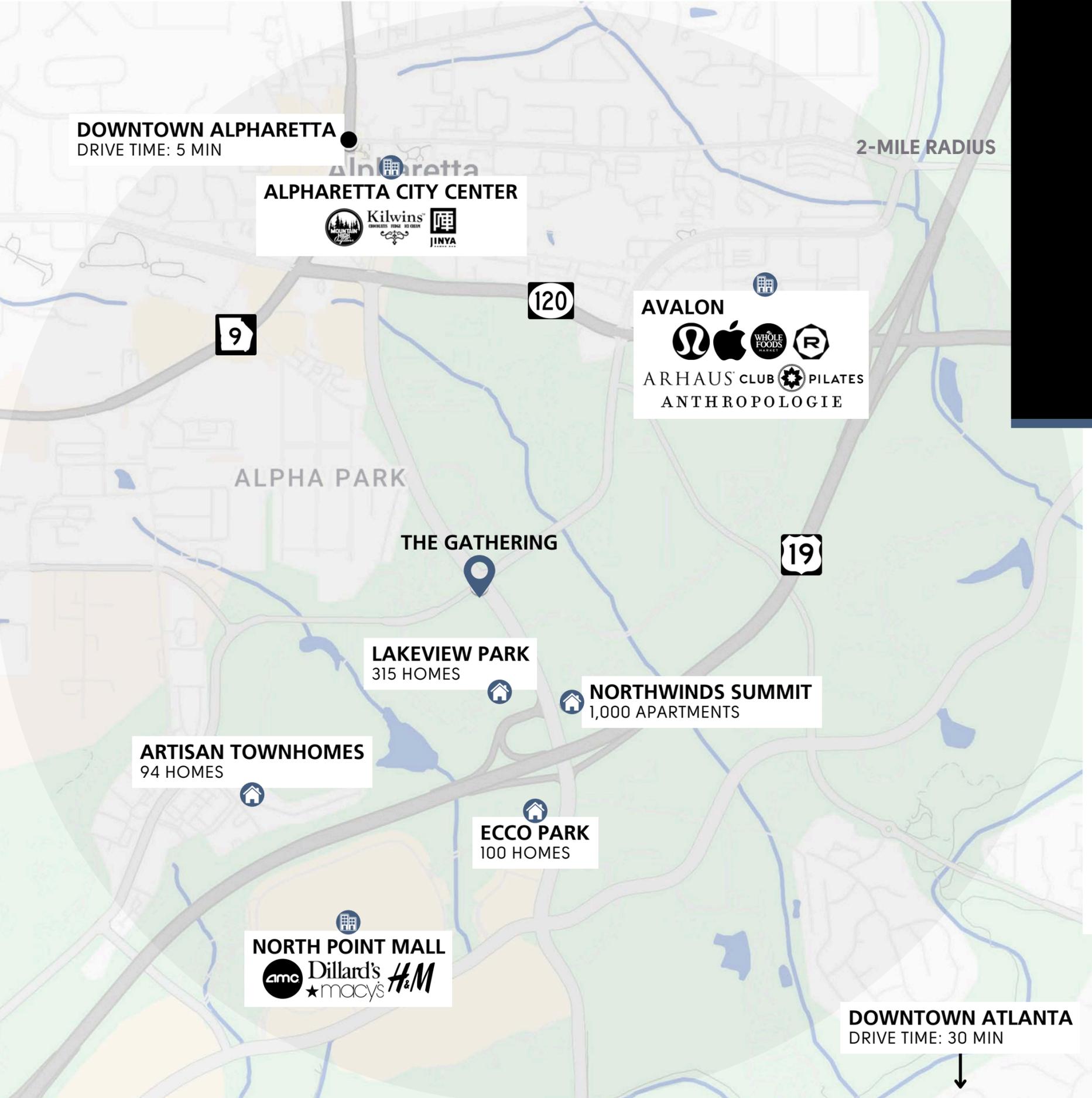


ALPHARETTA, GEORGIA

 Centennial **Lincoln**

morrison





**DOWNTOWN ALPHARETTA**  
DRIVE TIME: 5 MIN

**ALPHARETTA CITY CENTER**  
Kilwins  
JINYA

2-MILE RADIUS

**AVALON**  
ARHAUS CLUB  
ANTHROPOLOGIE  
PILATES

ALPHA PARK

**THE GATHERING**

**LAKEVIEW PARK**  
315 HOMES

**NORTHWINDS SUMMIT**  
1,000 APARTMENTS

**ARTISAN TOWNHOMES**  
94 HOMES

**ECCO PARK**  
100 HOMES

**NORTH POINT MALL**  
amc Dillard's macys H&M

**DOWNTOWN ATLANTA**  
DRIVE TIME: 30 MIN

# ATLANTA'S SUBURBAN HUB

5-MILE RADIUS EMPLOYEES  
**100,268**

5-MILE RADIUS HOUSEHOLDS  
**72,354**

The Gathering is a **premier retail and dining destination** at the center of one of the Southeast's **most affluent and dynamic suburban markets**. With direct access to downtown Alpharetta, Avalon and many surrounding residential communities, The Shoppes at The Gathering connects seamlessly to metro Atlanta's most desirable neighborhoods.

Designed for a discerning and engaged customer base, The Gathering is a **focal point for the community**, delivering a thoughtfully curated mix of dining, services and amenities designed to enrich everyday life.

## ALPHARETTA, GEORGIA A SUBURBAN HOTSPOT

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The Atlanta metropolitan area ranks as the **ninth-largest economic region in the U.S.**, generating over **\$570B in GDP** annually.

Atlanta serves as a **major headquarters hub** with **more than a dozen Fortune 500 companies**, including Coca-Cola, Home Depot, Delta Air Lines, and UPS.

Alpharetta **ranks #2** for both **The Best Suburb to Live in Georgia** and **The Best Suburb to Raise a Family in Georgia**.

Alpharetta stands out as one of the **most affluent suburban communities in the south**, substantially surpassing many other prominent suburbs.

Southern Living recognizes Alpharetta as **one of the South's Best Cities on the Rise** due to its revitalizing downtown and cultural appeal.

The Local Palate and Southern Living named Alpharetta a **Top 3 Culinary Town in the South**, emerging as a culinary hotspot with several local restaurants receiving national and regional accolades.



 **#2**  
BEST SUBURB TO LIVE IN  
GEORGIA

 **83%**  
HIGHER AVERAGE HHI OF **\$146,581**  
VS. THE NATIONAL AVERAGE

# IT'S ALL IN THE DETAILS

MORE THAN  
**43,700 SF**

TOWNHOMES  
**140**

SINGLE-FAMILY HOMES  
**39**

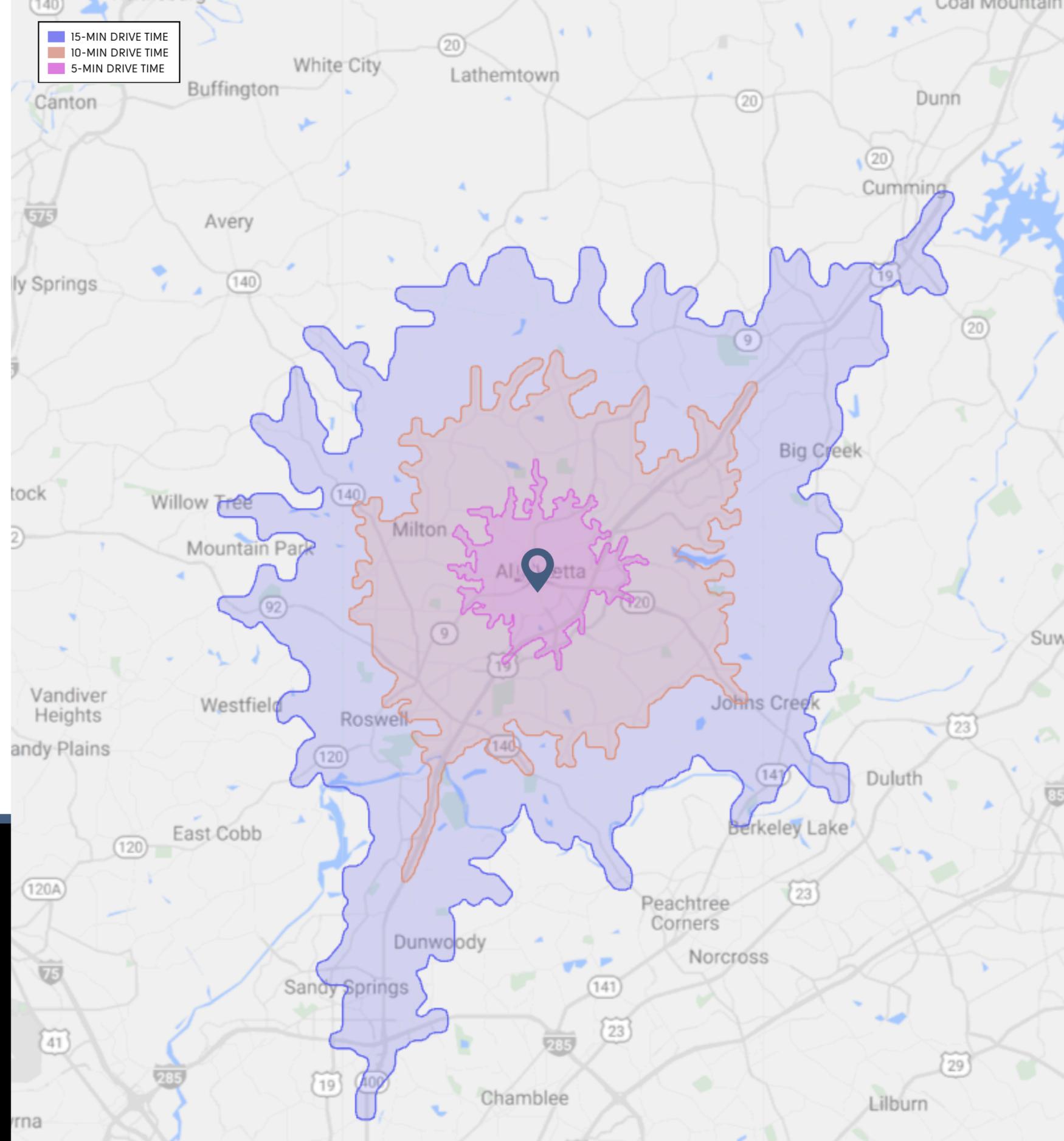


Situated at the heart of one of the Southeast's most affluent and dynamic suburban markets, The Gathering is soon to be the premier retail, dining, and lifestyle destination for this Atlanta suburb.

This 25-acre mixed-use development, currently under construction, will feature 140 townhomes, 39 single-family homes and 43K+ SF of retail space. Slated for a Q4 2026 delivery, **The Gathering will be the focal point for the Alpharetta community**, boasting a thoughtfully curated mix to enrich everyday life.

# TRAFFIC DATA

	5-MIN	10-MIN	15-MIN
Population	<b>19,659</b>	<b>138,933</b>	<b>369,423</b>
Daytime Population	<b>32,916</b>	<b>178,809</b>	<b>452,904</b>
Households	<b>8,368</b>	<b>53,031</b>	<b>144,770</b>
Family Households	<b>5,577</b>	<b>36,440</b>	<b>97,294</b>
Gen Alpha	<b>18%</b>	<b>21%</b>	<b>20%</b>
Gen Z	<b>11%</b>	<b>12%</b>	<b>12%</b>
Millennials	<b>21%</b>	<b>20%</b>	<b>20%</b>
Gen X	<b>23%</b>	<b>23%</b>	<b>24%</b>
Baby Boomers	<b>21%</b>	<b>19%</b>	<b>21%</b>
Average HHI	<b>\$153,228</b>	<b>\$167,973</b>	<b>\$170,814</b>
HHI \$150K-\$200K	<b>14%</b>	<b>12%</b>	<b>14%</b>
HHI \$200K+	<b>24%</b>	<b>29%</b>	<b>29%</b>
College Degree+	<b>88%</b>	<b>85%</b>	<b>86%</b>



THE ALPHARETTA COMMUNITY IS IDENTIFIED AS THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS **ACCORDING TO PLACER.AI**

**NATIONAL LEASING**

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