



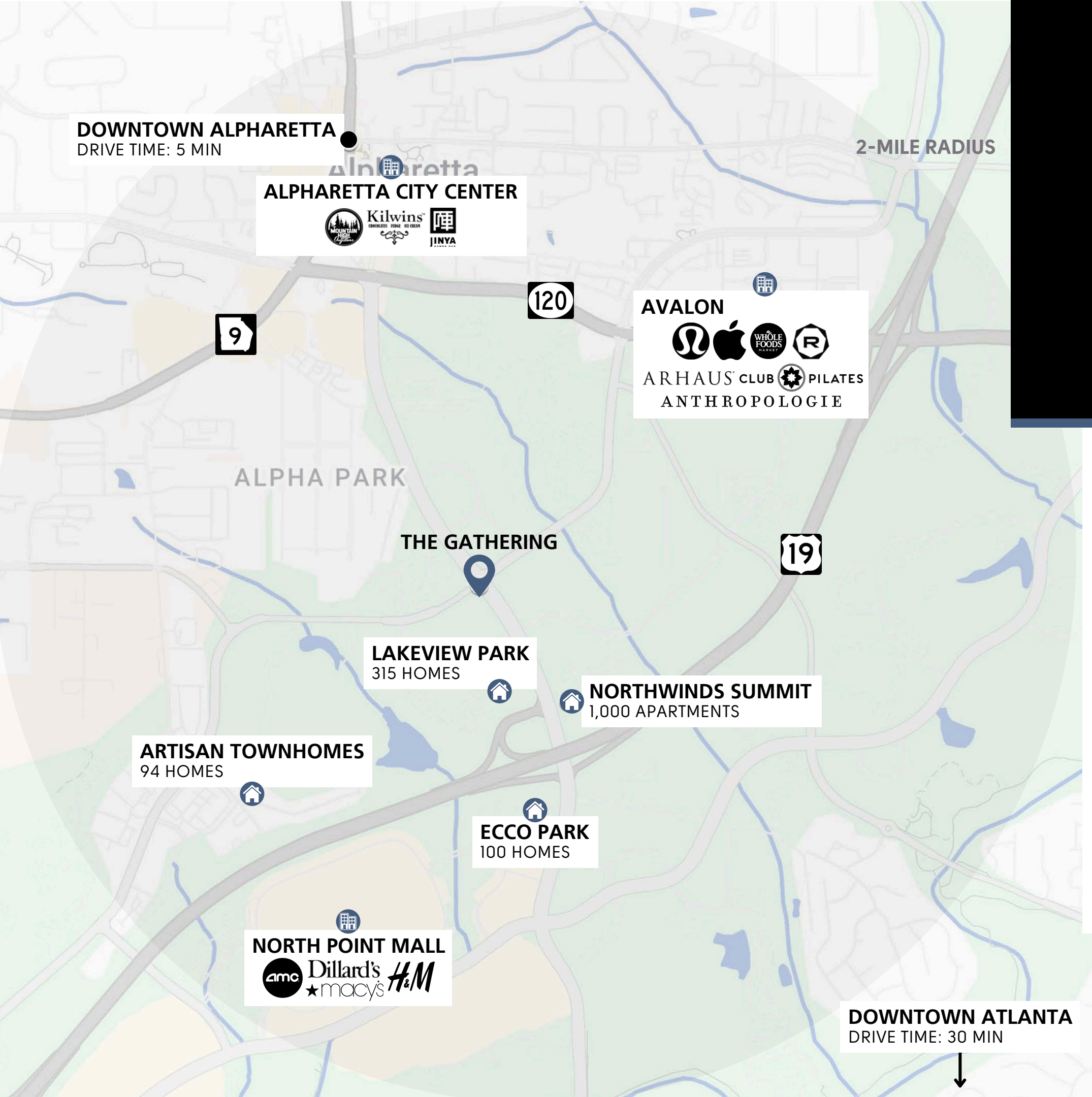
ALPHARETTA, GEORGIA

morrison



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ATLANTA'S SUBURBAN HUB

5-MILE RADIUS EMPLOYEES
92,662

5-MILE RADIUS HOUSEHOLDS
68,094

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

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



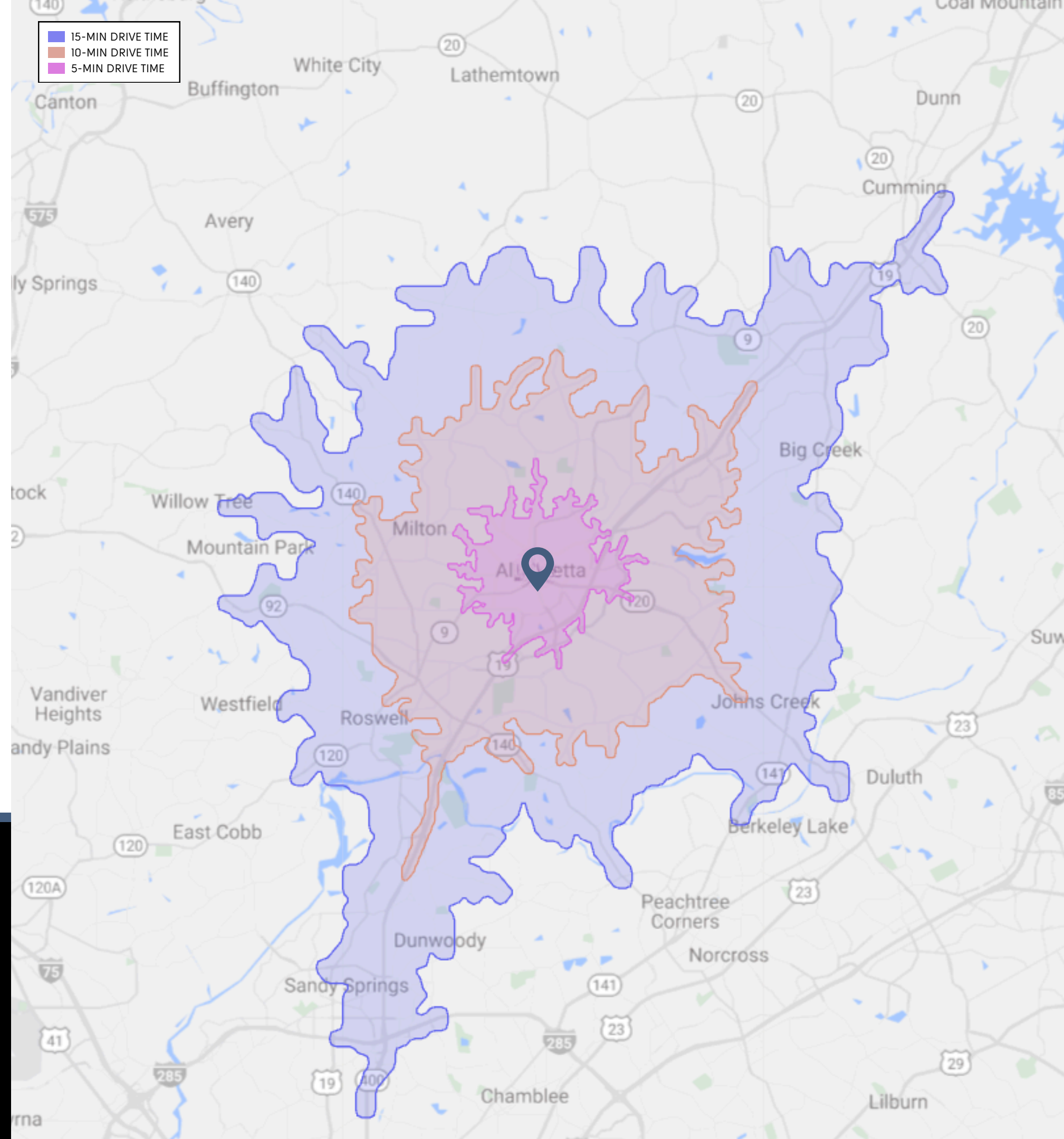
Situated at the heart of one of the Southeast's most affluent and dynamic suburban markets, The Gathering is soon to be the premier retail, dining, and lifestyle destination for this Atlanta suburb.

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 | 19,417 | 137,465 | 366,724 |
| Daytime Population | 32,916 | 178,809 | 452,904 |
| Households | 8,357 | 52,156 | 143,558 |
| Family Households | 5,495 | 36,024 | 143,558 |
| Gen Alpha | 19% | 21% | 20% |
| Gen Z | 11% | 12% | 11% |
| Millennials | 20% | 20% | 20% |
| Gen X | 22% | 23% | 24% |
| Baby Boomers | 22% | 19% | 21% |
| Average HHI | \$151,105 | \$174,351 | \$176,929 |
| HHI \$150K-\$200K | 13% | 13% | 14% |
| HHI \$200K+ | 25% | 31% | 31% |
| College Degree+ | 85% | 85% | 87% |



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

NATIONAL LEASING

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