# DAWSON MARKETPLACE

12 Dawson Market Way, Dawsonville, GA 30534
Dawson County

HENDON PROPERTIES




## HIGHLIGHTS

For Sale/Lease
County: Dawson
Type: Retail
Total SF: 506,000

## CONTACT

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404.926.1526
jgelling@hendonproperties.com

- Small shop and outparcel space available
- Anchors include Kroger, Burlington, Home Goods, Restoration Hardware, Bealls, Ross, Hobby Lobby, Petco, and Marshall's
- Adjacent to North Georgia Premium Outlet Center which has 7.5 million visitors annually
- Traffic count for GA-400 is 31,005 AADT

Click here for a video tour of the property.

## RETAILERS INCLUDE

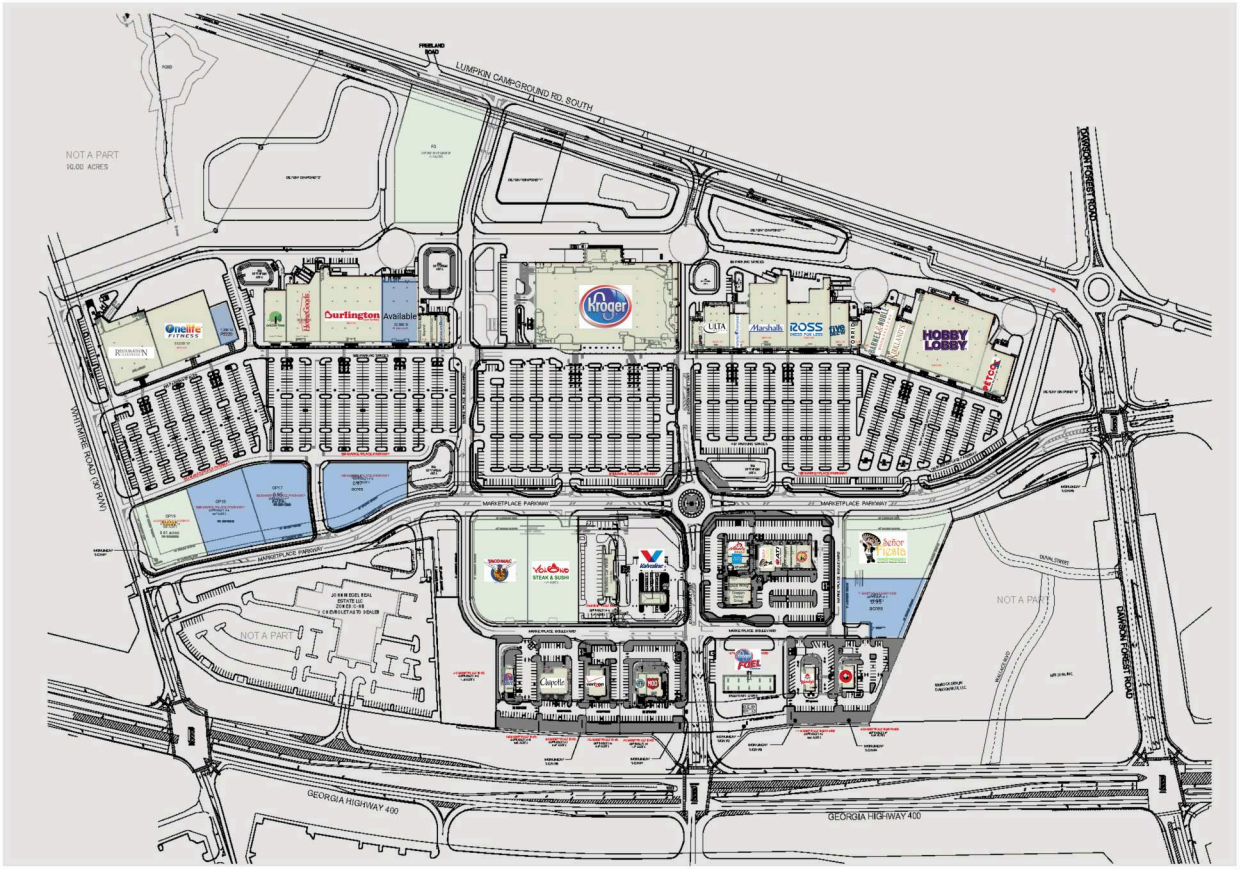
Kroger, Kroger Fuel Center, Señor Fiesta Mexican Restaurant, Hobby, Taco Mac

| DEMOGRAPHICS | 5 MILES | 7 MILES | 10 MILES |
|---|---|---|---|
| Population | 30,127 | 62,520 | 118,222 |
| Daytime Population | 9,066 | 14,965 | 24,650 |
| Households | 10,715 | 21,871 | 41,837 |
| Average Household Income ($) | 94,411 | 98,188 | 101,207 |
| Median Household Income ($) | 89,189 | 88,039 | 90,032 |
| Median Age | 39 | 39 | 39 |

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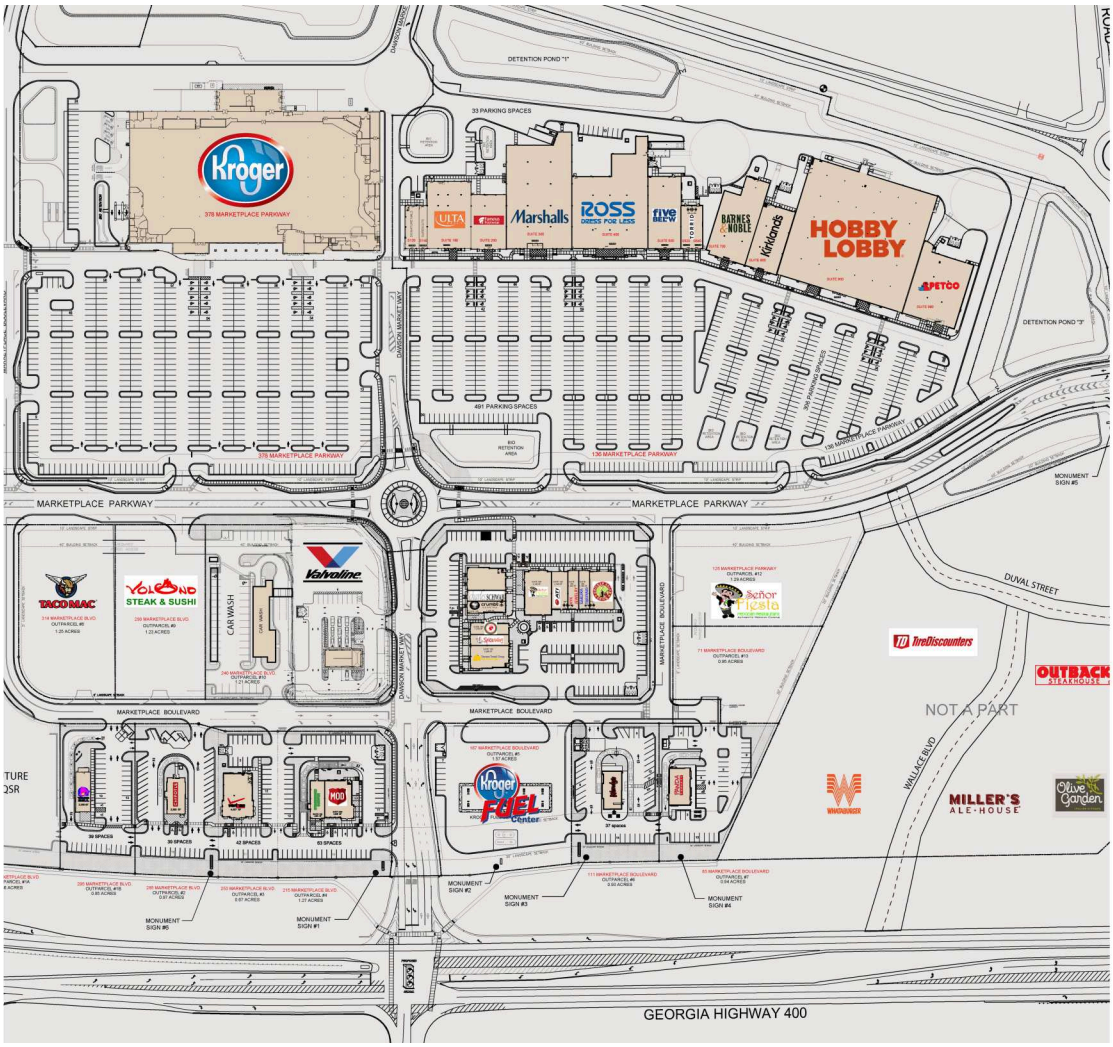
Dawson County

| | | |
|---|---|---|
| FD | Future Hotel | 2.12 AC |
| OP10 | BamBoo Car Wash | 1.21 AC |
| OP11 | Valvoline | 1.25 AC |
| OP12 | Señor Fiesta | 1.29 AC |
| OP13 | Available | 0.95 AC |
| OP16 | Available | 0.97 AC |
| OP17 | Available | 0.95 AC |
| OP18 | Available | 1.21 AC |
| OP19 | Waffle House | 0.61 AC |
| OP1B | Taco Bell | 2,359 SF |
| OP2 | Chipotle | 2,393 SF |
| OP3 | Verizon | 4,507 SF |
| OP4100 | Starbucks | 1,930 SF |
| OP4200 | MOD Pizza | 3,506 SF |
| OP5 | Kroger Fuel Center | 1.57 AC |
| OP6 | Wendys | 0.93 AC |
| OP7 | Panda Express | 0.94 AC |
| OP8 | Taco Mac | 1.22 AC |
| OP9 | Volcano Steak & Sushi | 1.21 AC |
| P1100 | Kroger | 123,590 SF |
| P1120 | Signature Nails & Spa | 2,000 SF |
| P1140 | Supercuts | 1,200 SF |
| P1180 | Ulta | 10,003 SF |
| P1200 | Famous Footwear | 6,564 SF |
| P1300 | Marshalls | 23,500 SF |
| P1400 | Ross Dress for Less | 22,000 SF |
| P1500 | Five Below | 8,000 SF |
| P1620 | Torrid | 3,218 SF |
| P1700 | Barnes & Noble | 10,918 SF |
| P1800 | Kirkland's | 7,200 SF |
| P1900 | Hobby Lobby | 55,000 SF |
| P1980 | Petco | 12,500 SF |
| P2100 | Restoration Hardware | 30,022 SF |
| P2200 | Onelife Fitness | 35,000 SF |
| P2220 | Available | 7,200 SF |
| P2360 | Dollar Tree | 11,000 SF |
| P2400 | HomeGoods | 20,000 SF |
| P2500 | Burlington Coat Factory | 40,232 SF |
| P2600 | Available | 22,830 SF |
| P2700 | Dawson Nails & Beyond | 3,284 SF |
| P2720 | InMotion Wellness Studio | 1,642 SF |
| P2740 | America's Best Contacts & Eyeglasses | 3,380 SF |
| 14100 | Dawson Dental Group | 2,906 SF |
| 14160 | Spice Wing | 1,429 SF |
| 14180 | Grandma's NY Pizza | 1,529 SF |
| 14200 | Crumbl Cookie | 1,530 SF |
| 14240 | Charles Schwab | 1,429 SF |
| 14280 | Atlanta Bread | 2,906 SF |
| 14300 | Señor Fiesta | 4,000 SF |
| 14320 | ATI Physical Therapy | 2,100 SF |
| 14340 | AYK Jewelry | 1,440 SF |
| 14360 | Sakura Teriyaki | 1,440 SF |
| 14380 | Chicken Salad Chick | 3,068 SF |

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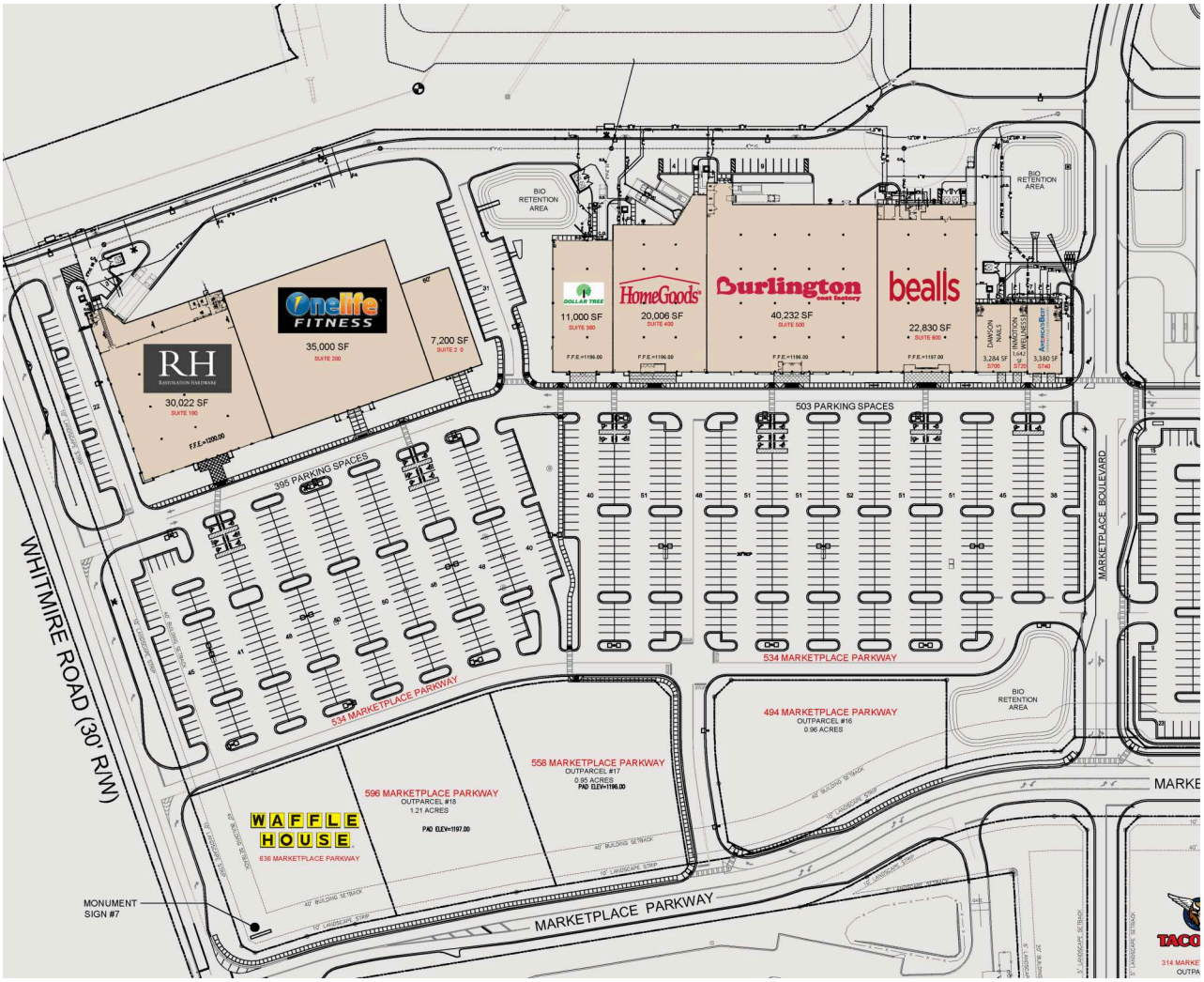
Dawson County



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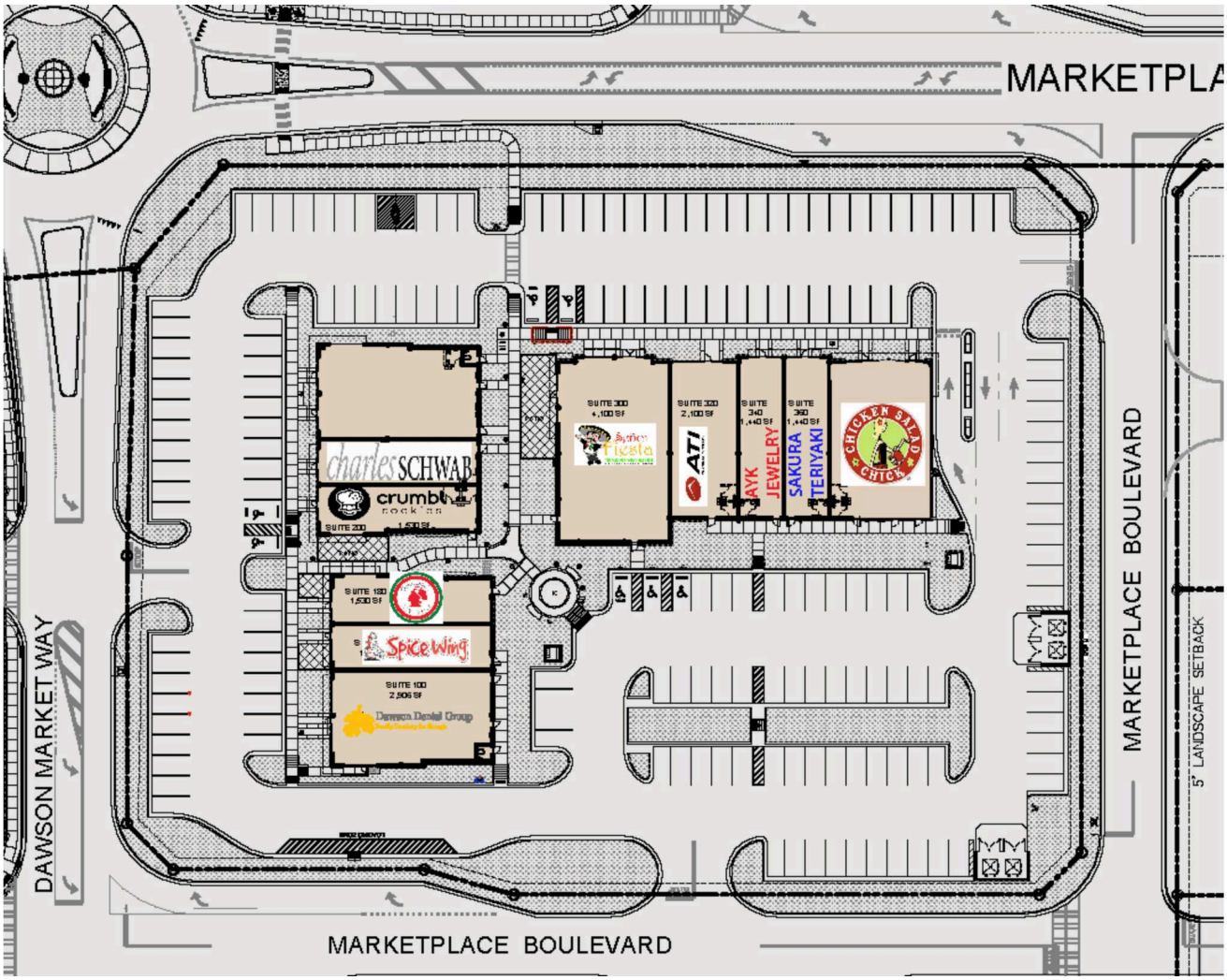
Dawson County

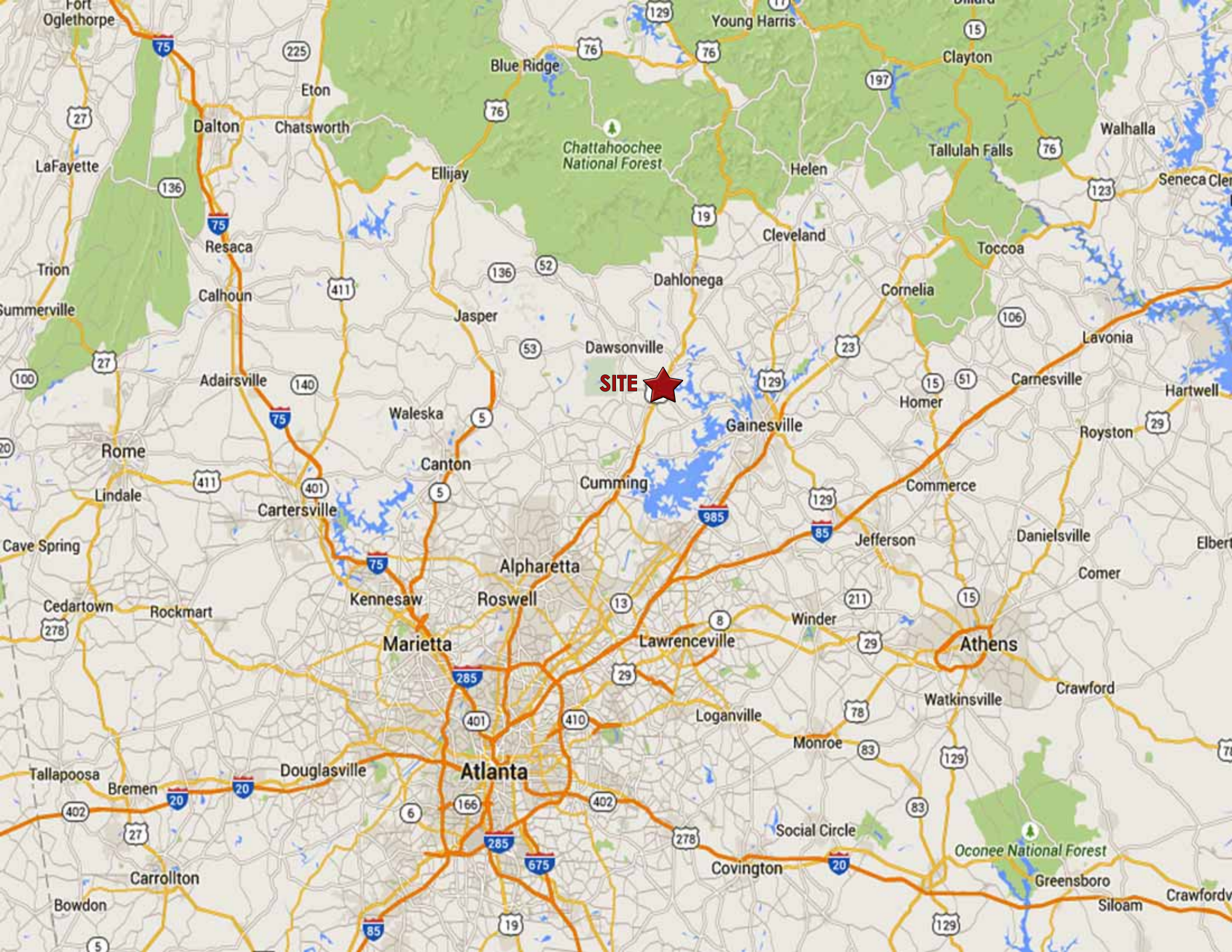


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Dawson County

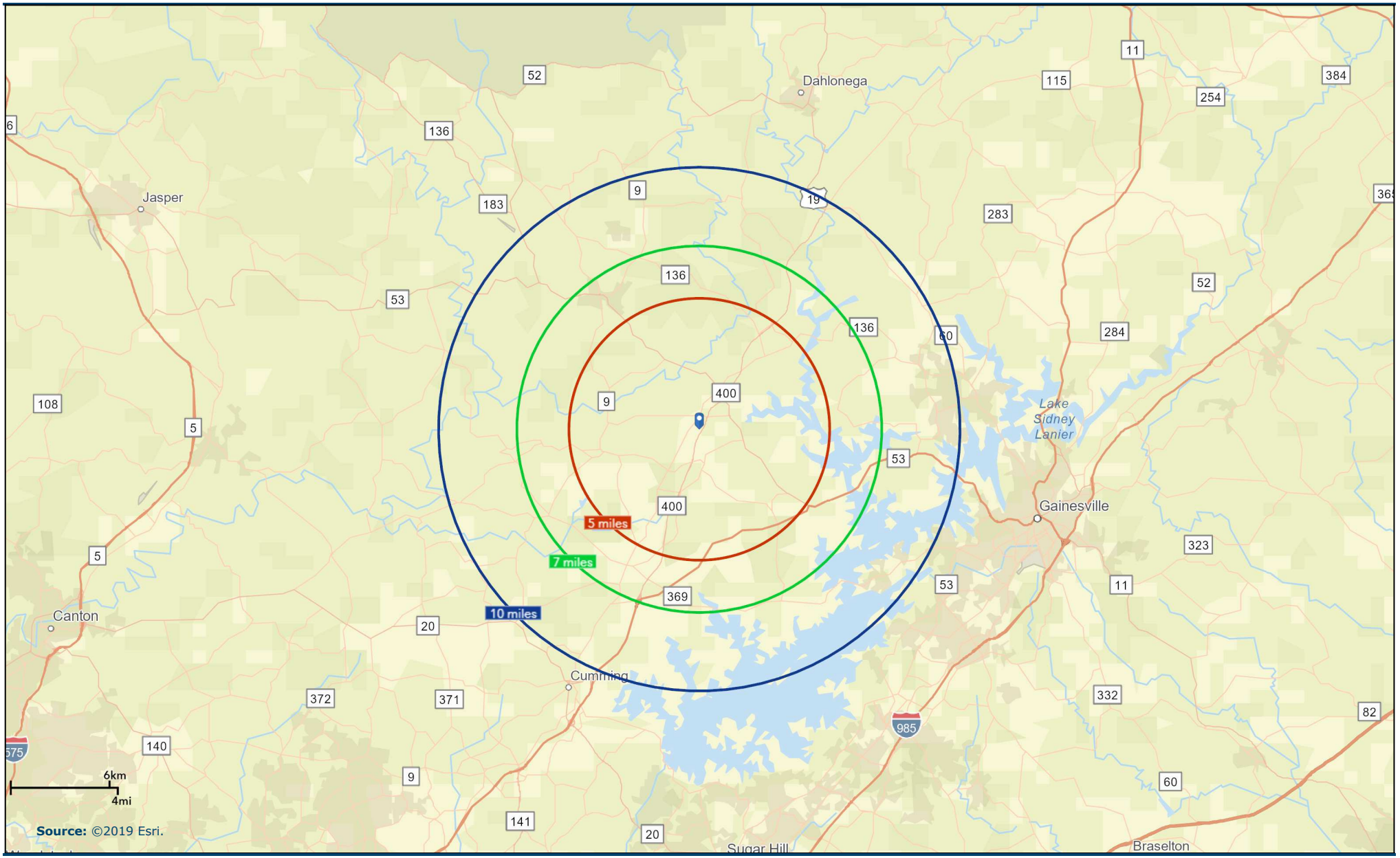



SITE
Fort Oglethorpe
Young Harris
Blue Ridge
Clayton
Eton
Dalton
Chatsworth
Chattahoochee National Forest
Walhalla
Tallulah Falls
LaFayette
Ellijay
Helen
Seneca
Resaca
Cleveland
Toccoa
Trion
Dahlonega
Cornelia
Calhoun
Jasper
Lavonia
Summerville
Dawsonville
Carnesville
Hartwell
Adairsville
Homer
Waleska
Gainesville
Royston
Rome
Canton
Cumming
Commerce
Lindale
Cartersville
Jefferson
Danielsville
Cave Spring
Alpharetta
Comer
Cedartown
Rockmart
Kennesaw
Roswell
Winder
Marietta
Lawrenceville
Athens
Crawford
Watkinsville
Loganville
Monroe
Tallapoosa
Douglasville
Atlanta
Bremen
Social Circle
Oconee National Forest
Carrollton
Covington
Greensboro
Bowdon
Siloam


NORTH GEORGIA PREMIUM OUTLETS
A SIMON CENTER
DAWSON FOREST RD
GEORGIA HIGHWAY 400
ULTA
Marshalls
five BELOW
ROSS
Famous Footwear
HOBBY LOBBY
KIRKLAND'S
PETCO
Tuesday Morning
Kroger
HomeGoods
AMERICA'S BEST CONTACTS & EYEGLASSES
bealls OUTLET
Burlington coat factory
DOLLAR TREE
Onelife FITNESS
RESTORATION HARDWARE
Spice Wing
Senior Health
charles SCHWAB
Dawson Dental Group
United Community Bank
Bamboo Car Wash
Wendy's
Kroger FUEL CENTER
MOD
verizon
Chipotle
TACO BELL
OP13 1.37 AC
OP12 0.95 AC
OP9 1.21 AC
OP8 1.22 AC
OP1A 1.36 AC
OP16 0.97 AC
OP17 0.95 AC
OP18 0.97 AC
OP19 0.89 AC

# Dawson Marketplace - GA 400 & Dawson Market Way, Dawsonville

5 7 10 Mile Radius




February 19, 2020

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# Executive Summary

Dawson Marketplace
378 Marketplace Pkwy, Dawsonville, Georgia, 30534
Rings: 5, 7, 10 mile radii

Prepared by Esri
Latitude: 34.34665
Longitude: -84.05230

| | 5 miles | 7 miles | 10 miles |
|---|---|---|---|
| **Population** | | | |
| 2000 Population | 14,699 | 30,410 | 64,408 |
| 2010 Population | 23,177 | 49,554 | 97,893 |
| 2019 Population | 30,127 | 62,520 | 118,222 |
| 2024 Population | 34,658 | 71,150 | 133,655 |
| 2000-2010 Annual Rate | 4.66% | 5.00% | 4.28% |
| 2010-2019 Annual Rate | 2.88% | 2.54% | 2.06% |
| 2019-2024 Annual Rate | 2.84% | 2.62% | 2.48% |
| 2019 Male Population | 49.7% | 49.7% | 49.8% |
| 2019 Female Population | 50.3% | 50.3% | 50.2% |
| 2019 Median Age | 38.8 | 38.7 | 39.0 |

In the identified area, the current year population is 118,222. In 2010, the Census count in the area was 97,893. The rate of change since 2010 was 2.06% annually. The five-year projection for the population in the area is 133,655 representing a change of 2.48% annually from 2019 to 2024. Currently, the population is 49.8% male and 50.2% female.

**Median Age**

The median age in this area is 38.8, compared to U.S. median age of 38.5.

| | | | |
|---|---|---|---|
| **Race and Ethnicity** | | | |
| 2019 White Alone | 91.4% | 90.8% | 89.5% |
| 2019 Black Alone | 1.8% | 2.2% | 2.3% |
| 2019 American Indian/Alaska Native Alone | 0.3% | 0.5% | 0.4% |
| 2019 Asian Alone | 1.0% | 0.9% | 0.9% |
| 2019 Pacific Islander Alone | 0.1% | 0.1% | 0.1% |
| 2019 Other Race | 3.5% | 3.5% | 4.6% |
| 2019 Two or More Races | 1.9% | 2.0% | 2.2% |
| 2019 Hispanic Origin (Any Race) | 7.3% | 8.1% | 10.1% |

Persons of Hispanic origin represent 10.1% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 34.4 in the identified area, compared to 64.8 for the U.S. as a whole.

| | | | |
|---|---|---|---|
| **Households** | | | |
| 2019 Wealth Index | 113 | 121 | 129 |
| 2000 Households | 5,434 | 11,107 | 23,550 |
| 2010 Households | 8,287 | 17,458 | 34,848 |
| 2019 Total Households | 10,715 | 21,871 | 41,837 |
| 2024 Total Households | 12,280 | 24,782 | 47,071 |
| 2000-2010 Annual Rate | 4.31% | 4.63% | 4.00% |
| 2010-2019 Annual Rate | 2.82% | 2.47% | 2.00% |
| 2019-2024 Annual Rate | 2.76% | 2.53% | 2.39% |
| 2019 Average Household Size | 2.81 | 2.85 | 2.82 |

The household count in this area has changed from 34,848 in 2010 to 41,837 in the current year, a change of 2.00% annually. The five-year projection of households is 47,071, a change of 2.39% annually from the current year total. Average household size is currently 2.82, compared to 2.80 in the year 2010. The number of families in the current year is 32,016 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

February 19, 2020

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# Executive Summary

Dawson Marketplace
378 Marketplace Pkwy, Dawsonville, Georgia, 30534
Rings: 5, 7, 10 mile radii

Prepared by Esri
Latitude: 34.34665
Longitude: -84.05230

| | 5 miles | 7 miles | 10 miles |
|---|---|---|---|
| **Mortgage Income** | | | |
| 2019 Percent of Income for Mortgage | 17.2% | 17.6% | 17.5% |
| **Median Household Income** | | | |
| 2019 Median Household Income | $74,908 | $76,603 | $77,517 |
| 2024 Median Household Income | $85,774 | $87,358 | $88,868 |
| 2019-2024 Annual Rate | 2.75% | 2.66% | 2.77% |
| **Average Household Income** | | | |
| 2019 Average Household Income | $94,411 | $98,188 | $101,207 |
| 2024 Average Household Income | $108,727 | $112,128 | $115,702 |
| 2019-2024 Annual Rate | 2.86% | 2.69% | 2.71% |
| **Per Capita Income** | | | |
| 2019 Per Capita Income | $33,488 | $34,384 | $35,841 |
| 2024 Per Capita Income | $38,398 | $39,110 | $40,761 |
| 2019-2024 Annual Rate | 2.77% | 2.61% | 2.61% |
| **Households by Income** | | | |

Current median household income is $77,517 in the area, compared to $60,548 for all U.S. households. Median household income is projected to be $88,868 in five years, compared to $69,180 for all U.S. households

Current average household income is $101,207 in this area, compared to $87,398 for all U.S. households. Average household income is projected to be $115,702 in five years, compared to $99,638 for all U.S. households

Current per capita income is $35,841 in the area, compared to the U.S. per capita income of $33,028. The per capita income is projected to be $40,761 in five years, compared to $36,530 for all U.S. households

| | | | |
|---|---|---|---|
| **Housing** | | | |
| 2019 Housing Affordability Index | 141 | 138 | 139 |
| 2000 Total Housing Units | 6,202 | 12,469 | 26,154 |
| 2000 Owner Occupied Housing Units | 4,482 | 9,188 | 19,549 |
| 2000 Renter Occupied Housing Units | 952 | 1,919 | 4,000 |
| 2000 Vacant Housing Units | 768 | 1,362 | 2,605 |
| 2010 Total Housing Units | 9,565 | 20,044 | 39,820 |
| 2010 Owner Occupied Housing Units | 6,728 | 14,299 | 28,289 |
| 2010 Renter Occupied Housing Units | 1,559 | 3,159 | 6,559 |
| 2010 Vacant Housing Units | 1,278 | 2,586 | 4,972 |
| 2019 Total Housing Units | 12,175 | 24,767 | 47,195 |
| 2019 Owner Occupied Housing Units | 9,036 | 18,419 | 34,788 |
| 2019 Renter Occupied Housing Units | 1,679 | 3,452 | 7,050 |
| 2019 Vacant Housing Units | 1,460 | 2,896 | 5,358 |
| 2024 Total Housing Units | 13,850 | 27,868 | 52,780 |
| 2024 Owner Occupied Housing Units | 10,521 | 21,178 | 39,741 |
| 2024 Renter Occupied Housing Units | 1,759 | 3,604 | 7,330 |
| 2024 Vacant Housing Units | 1,570 | 3,086 | 5,709 |

Currently, 73.7% of the 47,195 housing units in the area are owner occupied; 14.9%, renter occupied; and 11.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 39,820 housing units in the area - 71.0% owner occupied, 16.5% renter occupied, and 12.5% vacant. The annual rate of change in housing units since 2010 is 7.84%. Median home value in the area is $277,214, compared to a median home value of $234,154 for the U.S. In five years, median value is projected to change by 4.01% annually to $337,483.

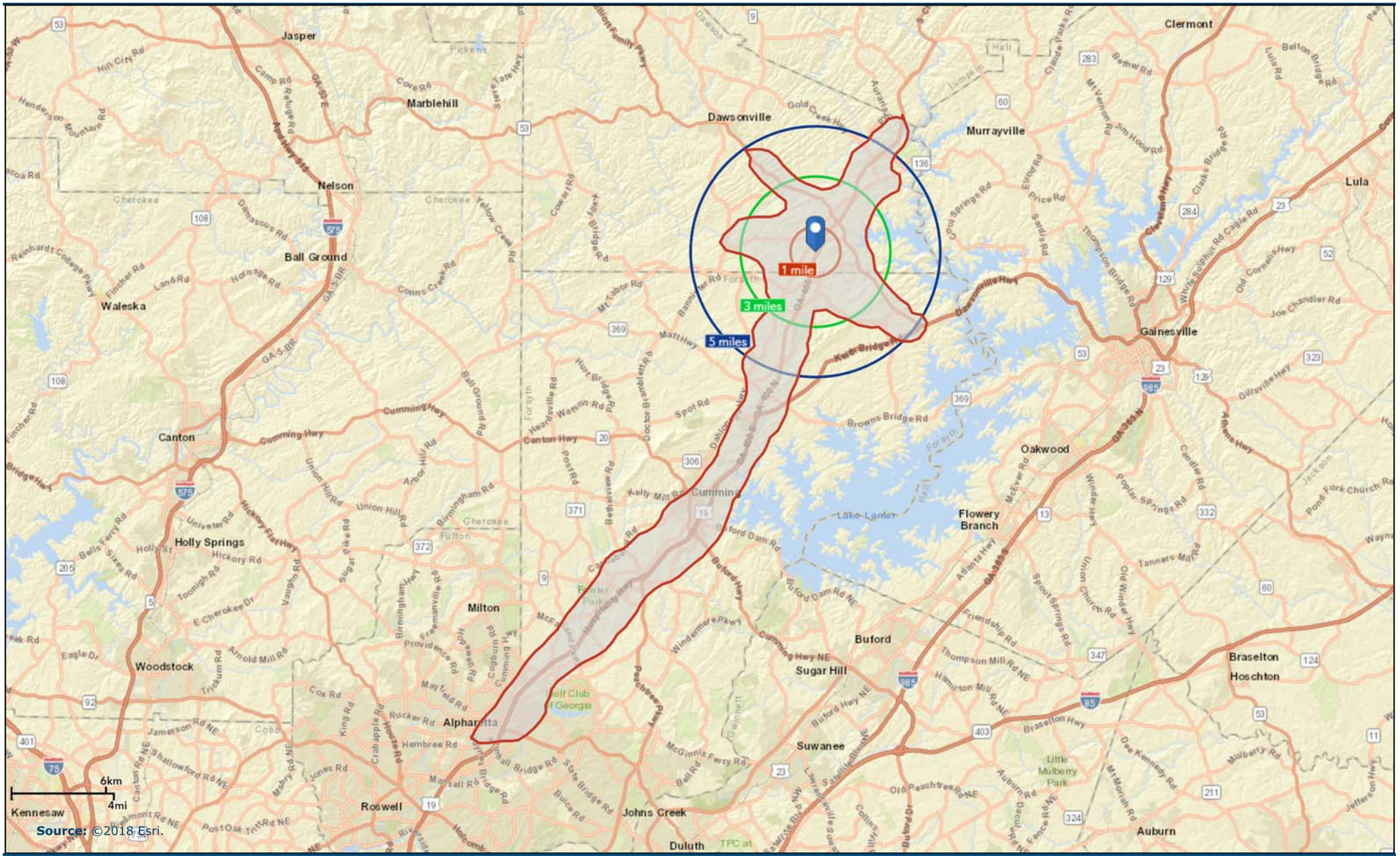
**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

February 19, 2020

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# Dawson Marketplace - Dawsonville, GA

Trade Area Map




August 24, 2018

©2018 Esri

# Executive Summary

Polygon
Area: 74.62 square miles

Prepared by Esri

| Population | |
|---|---|
| 2000 Population | 29,548 |
| 2010 Population | 49,294 |
| 2018 Population | 71,940 |
| 2023 Population | 85,388 |
| 2000-2010 Annual Rate | 5.25% |
| 2010-2018 Annual Rate | 4.69% |
| 2018-2023 Annual Rate | 3.49% |
| 2018 Male Population | 49.4% |
| 2018 Female Population | 50.6% |
| 2018 Median Age | 36.3 |

In the identified area, the current year population is 71,940. In 2010, the Census count in the area was 49,294. The rate of change since 2010 was 4.69% annually. The five-year projection for the population in the area is 85,388 representing a change of 3.49% annually from 2018 to 2023. Currently, the population is 49.4% male and 50.6% female.

**Median Age**

The median age in this area is 36.3, compared to U.S. median age of 38.3.

| Race and Ethnicity | |
|---|---|
| 2018 White Alone | 74.9% |
| 2018 Black Alone | 8.1% |
| 2018 American Indian/Alaska Native Alone | 0.5% |
| 2018 Asian Alone | 8.1% |
| 2018 Pacific Islander Alone | 0.1% |
| 2018 Other Race | 5.9% |
| 2018 Two or More Races | 2.5% |
| 2018 Hispanic Origin (Any Race) | 13.1% |

Persons of Hispanic origin represent 13.1% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 55.6 in the identified area, compared to 64.3 for the U.S. as a whole.

| Households | |
|---|---|
| 2000 Households | 11,739 |
| 2010 Households | 19,159 |
| 2018 Total Households | 27,326 |
| 2023 Total Households | 32,209 |
| 2000-2010 Annual Rate | 5.02% |
| 2010-2018 Annual Rate | 4.40% |
| 2018-2023 Annual Rate | 3.34% |
| 2018 Average Household Size | 2.61 |

The household count in this area has changed from 19,159 in 2010 to 27,326 in the current year, a change of 4.40% annually. The five-year projection of households is 32,209, a change of 3.34% annually from the current year total. Average household size is currently 2.61, compared to 2.55 in the year 2010. The number of families in the current year is 18,699 in the specified area.

**Data Note:** Income is expressed in current dollars
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

August 24, 2018

©2018 Esri

# Executive Summary

Polygon
Area: 74.62 square miles

Prepared by Esri

| | |
|---|---|
| **Median Household Income** | |
| 2018 Median Household Income | $77,816 |
| 2023 Median Household Income | $84,228 |
| 2018-2023 Annual Rate | 1.60% |
| **Average Household Income** | |
| 2018 Average Household Income | $99,094 |
| 2023 Average Household Income | $112,853 |
| 2018-2023 Annual Rate | 2.63% |
| **Per Capita Income** | |
| 2018 Per Capita Income | $37,443 |
| 2023 Per Capita Income | $42,244 |
| 2018-2023 Annual Rate | 2.44% |

**Households by Income**

Current median household income is $77,816 in the area, compared to $58,100 for all U.S. households. Median household income is projected to be $84,228 in five years, compared to $65,727 for all U.S. households

Current average household income is $99,094 in this area, compared to $83,694 for all U.S. households. Average household income is projected to be $112,853 in five years, compared to $96,109 for all U.S. households

Current per capita income is $37,443 in the area, compared to the U.S. per capita income of $31,950. The per capita income is projected to be $42,244 in five years, compared to $36,530 for all U.S. households

| | |
|---|---|
| **Housing** | |
| 2000 Total Housing Units | 12,581 |
| 2000 Owner Occupied Housing Units | 8,379 |
| 2000 Renter Occupied Housing Units | 3,360 |
| 2000 Vacant Housing Units | 842 |
| 2010 Total Housing Units | 20,764 |
| 2010 Owner Occupied Housing Units | 12,475 |
| 2010 Renter Occupied Housing Units | 6,684 |
| 2010 Vacant Housing Units | 1,605 |
| 2018 Total Housing Units | 29,377 |
| 2018 Owner Occupied Housing Units | 18,011 |
| 2018 Renter Occupied Housing Units | 9,315 |
| 2018 Vacant Housing Units | 2,051 |
| 2023 Total Housing Units | 34,225 |
| 2023 Owner Occupied Housing Units | 21,960 |
| 2023 Renter Occupied Housing Units | 10,249 |
| 2023 Vacant Housing Units | 2,016 |

Currently, 61.3% of the 29,377 housing units in the area are owner occupied; 31.7%, renter occupied; and 7.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 20,764 housing units in the area - 60.1% owner occupied, 32.2% renter occupied, and 7.7% vacant. The annual rate of change in housing units since 2010 is 16.67%. Median home value in the area is $246,303, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 3.60% annually to $293,898.

**Data Note:** Income is expressed in current dollars
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

August 24, 2018

©2018 Esri

# Study Locations

**North Georgia Premium Outlets**

800 Highway 400 S,
Dawsonville, GA 30534

**Square Footage: 2,446,323**

**Number of Stores: 140+**

Examples:
- Burberry
- Coach
- Nike
- kate spade




**Dawson Marketplace**

378 Marketplace Way,
Dawsonville, GA 30534

**Square Footage: 3,606,395**

**Number of Stores: 22**

Examples:
- Kroger Marketplace
- Hobby Lobby
- Ross
- Marshalls




Study Time Period: Jun. 2, 2017 - Jun. 9, 2018

# Optimal GeoSpace

## Dawson Marketplace

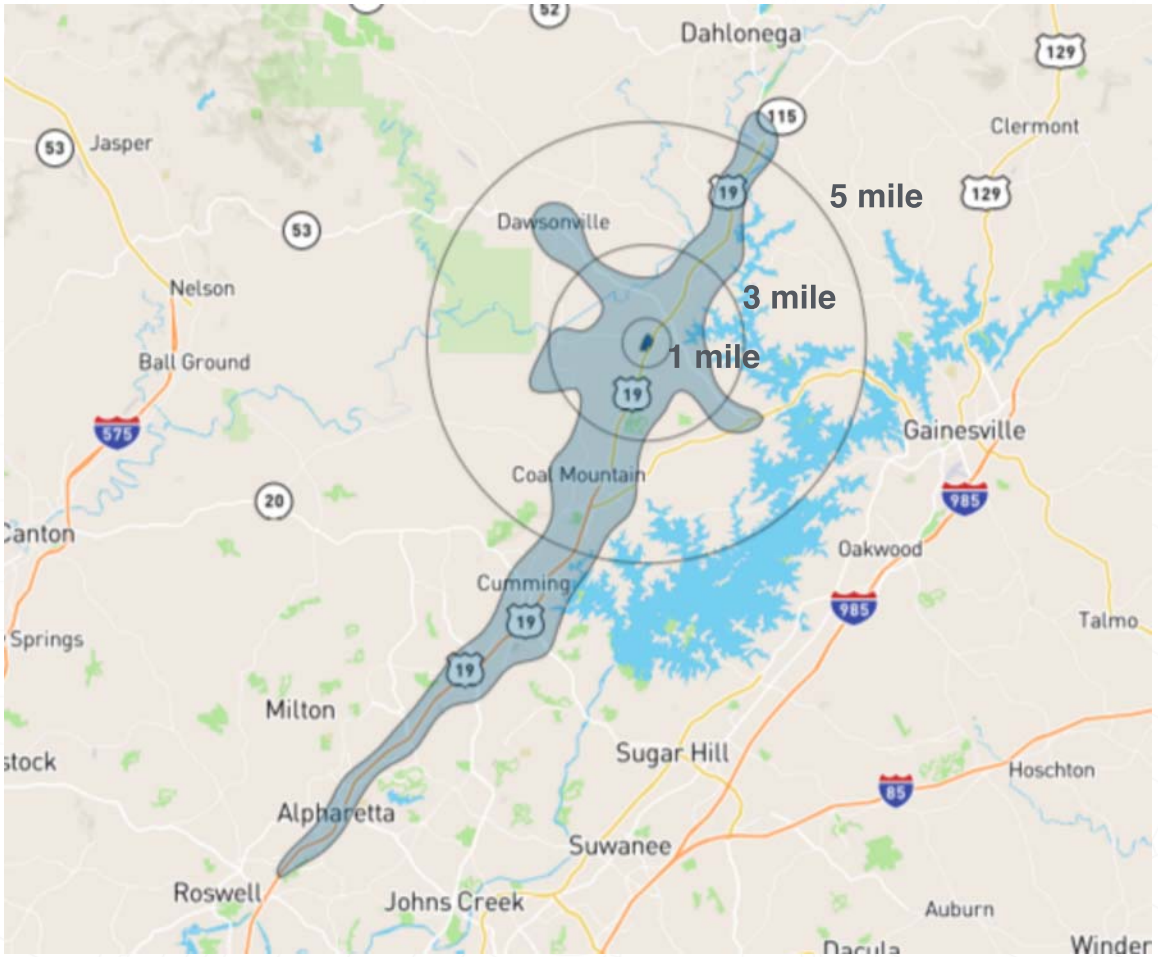
**Common Evening Location**
**Common Daytime Location**
**Path to Purchase**
**2 hours before/after visit**

### Median Household Income

| | |
|---|---|
| 1 mile | $53,221 |
| 3 mile | $62,759 |
| 5 mile | $65,416 |
| Optimal Geospace | $64,650 |

Median Household Income is underreported when a 1 or 3 mile radius is designated as the trade area.

Most of Dawson Marketplace customers are from the local area but the shopping center also sees a lot of highway traffic, especially from the South. The OGS extends as far south as Alpharetta.




**Optimal Geospace:** Single-variable shape based on mobile data movements and devices of visitors to a retail location provide insight into real world behavior. Since this shape is derived from real-world behavior, it provides an accurate view of customers

# Optimal GeoSpace

## North Georgia Premium Outlets

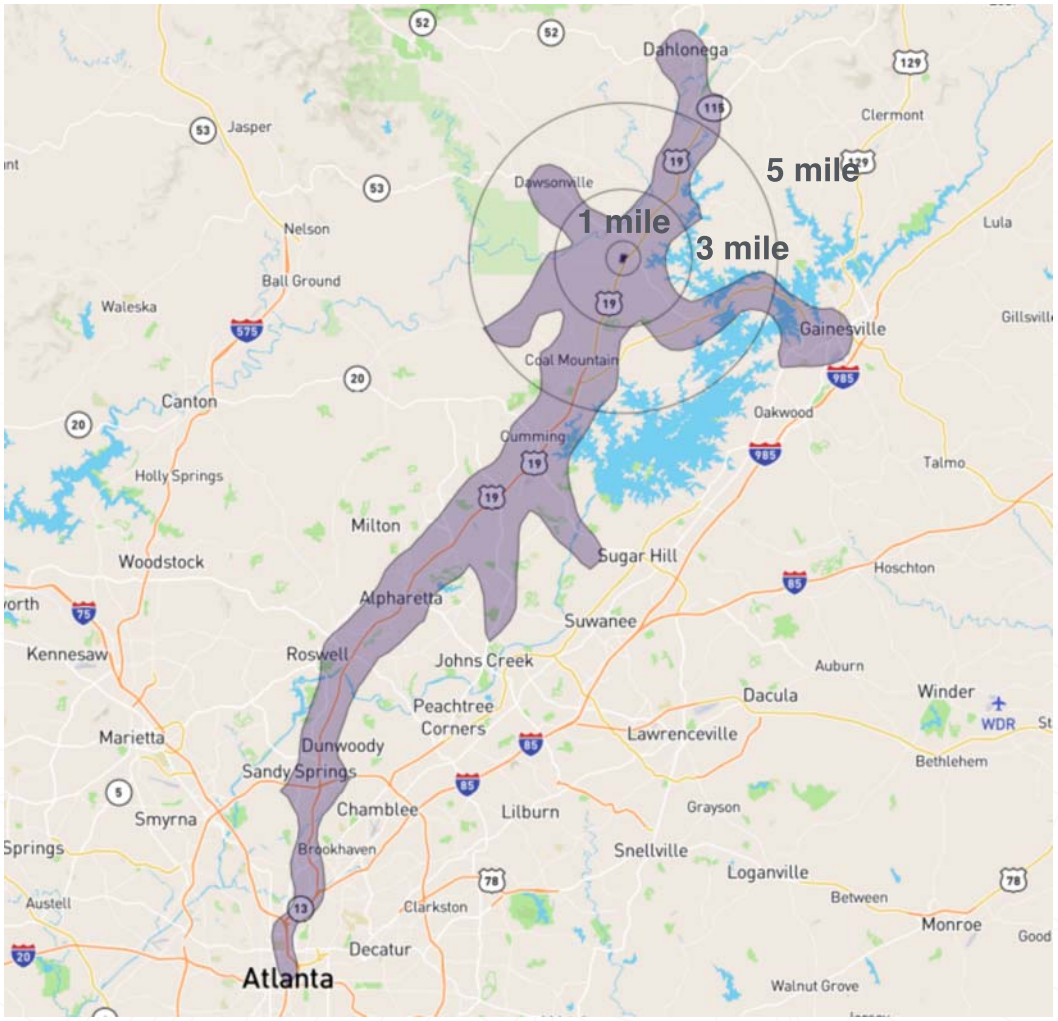
**Common Evening Location**
**Common Daytime Location**
**Path to Purchase**
**2 hours before/after visit**

### Median Household Income

| | |
|---|---|
| 1 mile | $51,594 |
| 3 mile | $62,753 |
| 5 mile | $64,703 |
| Optimal Geospace | $67,529 |

The Optimal GeoSpace (OGS) shows that NGPO captures visitors from as far south as Atlanta. These visitors mainly use Route 19 to travel to NGPO.

It should be noted that the traditional 1-3-5 mile radius rings used to report demographics fail to capture the Atlanta visitors and underreport the Outlets' Median Income.




**Optimal Geospace:** Single-variable shape based on mobile data movements and devices of visitors to a retail location provide insight into real world behavior. Since this shape is derived from real-world behavior, it provides an accurate view of customers

# Optimal GeoSpace

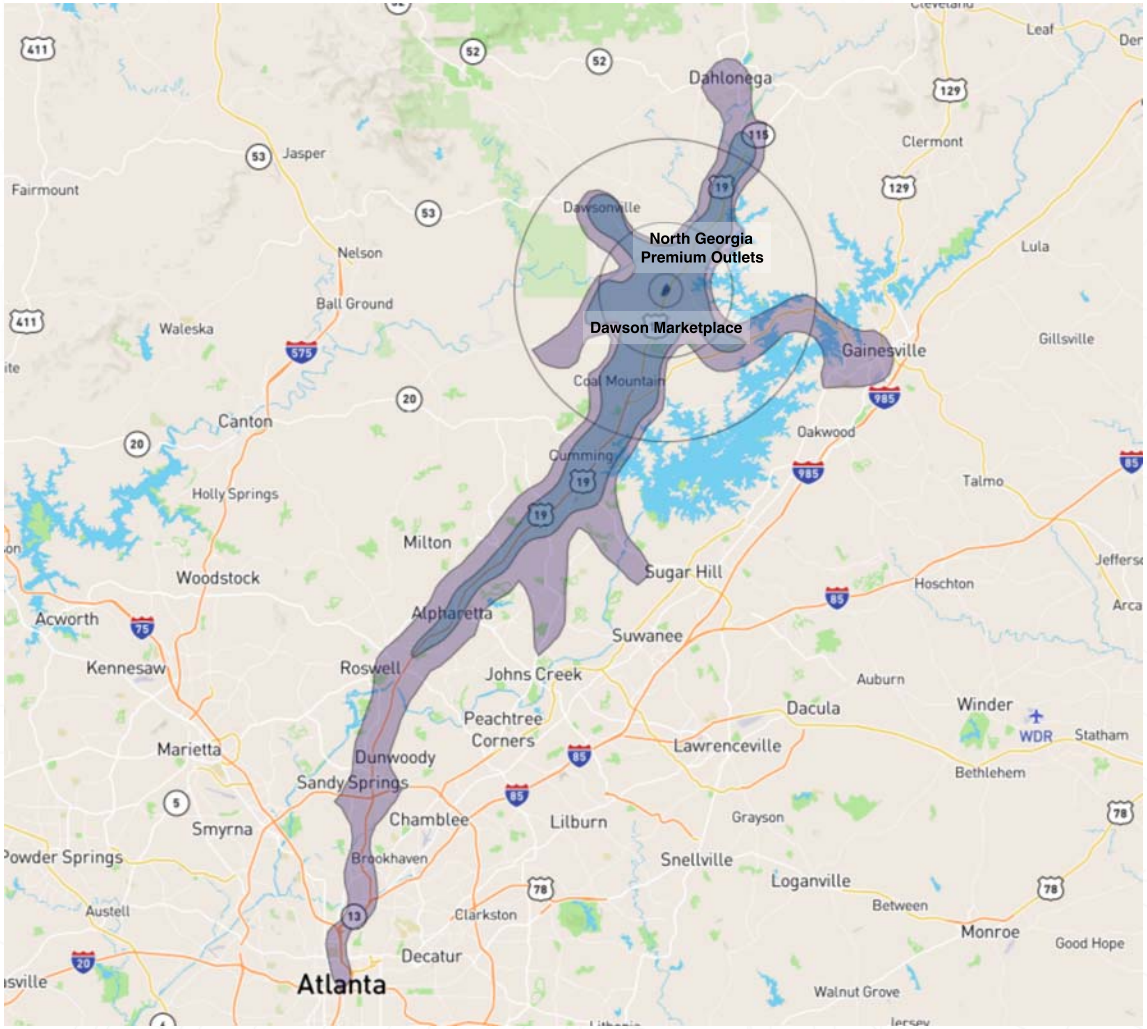
## Comparative View

**Common Evening Location**
**Common Daytime Location**
**Path to Purchase**
**2 hours before/after visit**

**Purple = North Georgia Premium Outlets (NGPO)**

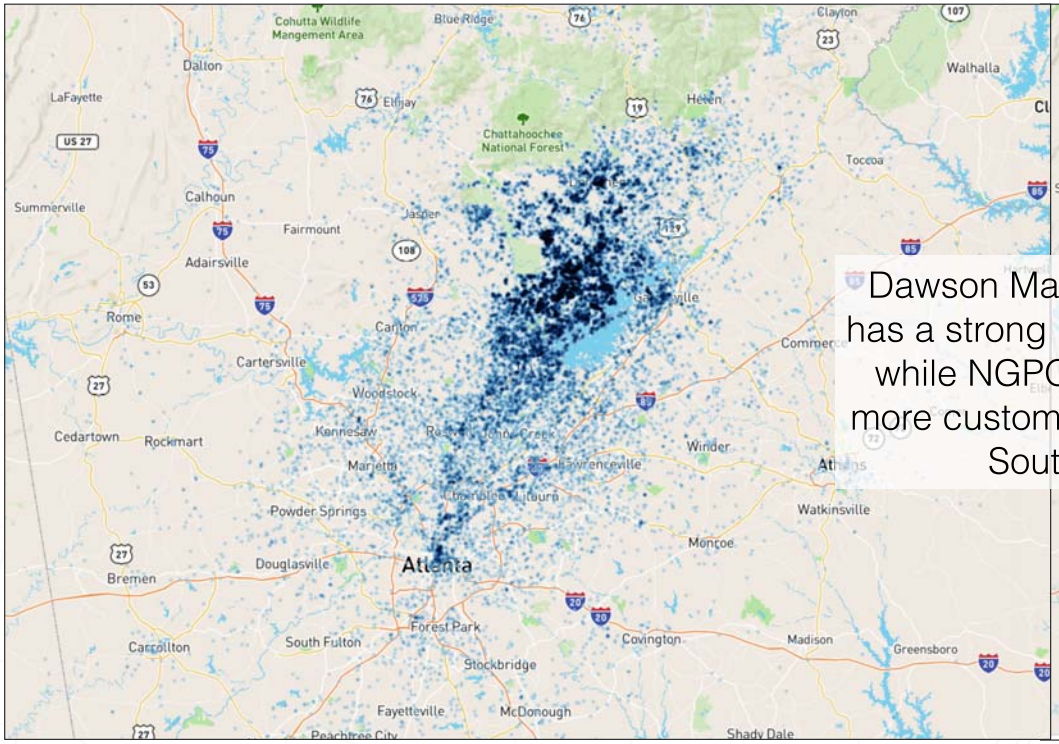
**Blue = Dawson Marketplace (DM)**

- Visitors to North Georgia Premium Outlets are more likely to travel from farther away. NGPO's higher end brands at outlet prices can be a big appeal.
- Most of Dawson Marketplace's brands have multiple stores across the region and may not necessarily be stores that visitors usually travel far to get to.



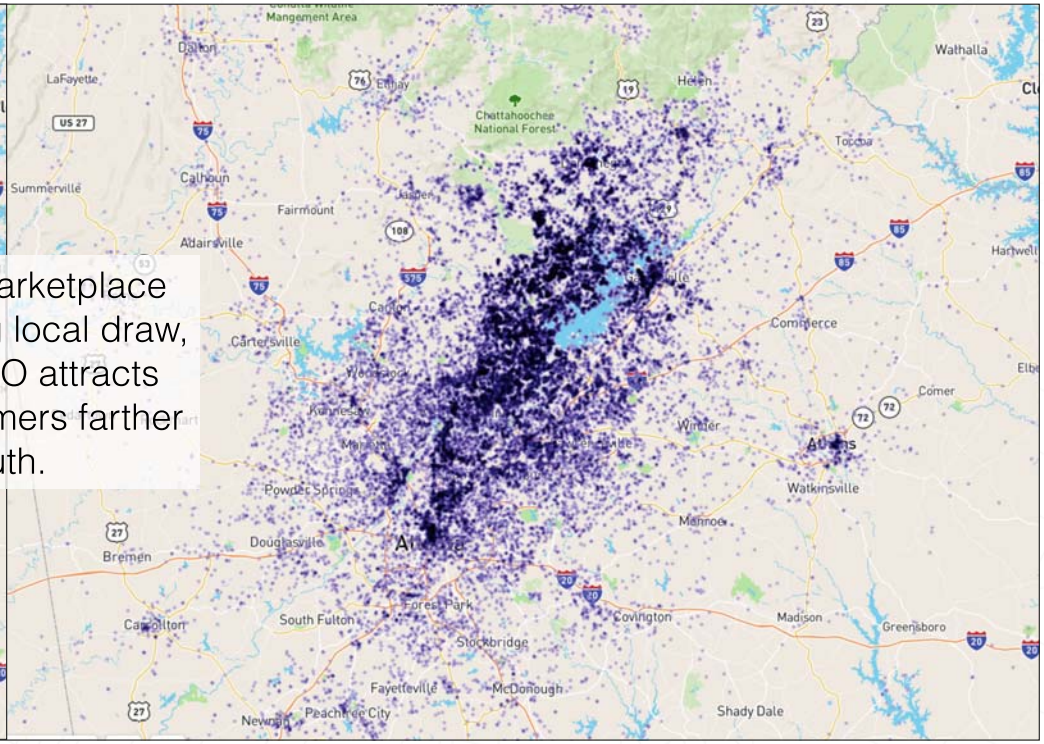
# Common Evening Locations

## Dawson Marketplace




Dawson Marketplace has a strong local draw, while NGPO attracts more customers farther South.

## North Georgia Premium Outlets





# Key Takeaways

- Dawson Marketplace has a local draw while North Georgia Premium Outlets has a more regional draw.
- Many NGPO visitors travel north on Route 19 to NGPO. This is reflected in the NGPO OGS shape, which encompassed a much larger area than Dawson Marketplace's.
- NGPO, with the appeal of its designer outlet stores, draw visitors with higher income levels than DM's. NGPO's visitors come from households that have a median household income that is $20,000 higher than DM visitors.
- Though NGPO visitors have a higher median income than DM, they still prefer bargain brands. It's likely that these visitors want designer brands, but at affordable prices.
- The addition of Restoration Hardware at Dawson Marketplace increased the percent of cross shoppers from NGPO. This can be a strong indicator of the draw higher end brands can have for DM.