

# DAWSON MARKETPLACE

12 Dawson Market Way, Dawsonville, GA 30534  
Dawson County



## HIGHLIGHTS

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

## CONTACT

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- Small shop and outparcel space available
- Anchors include Kroger, Burlington, Home Goods, Restoration Hardware, 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



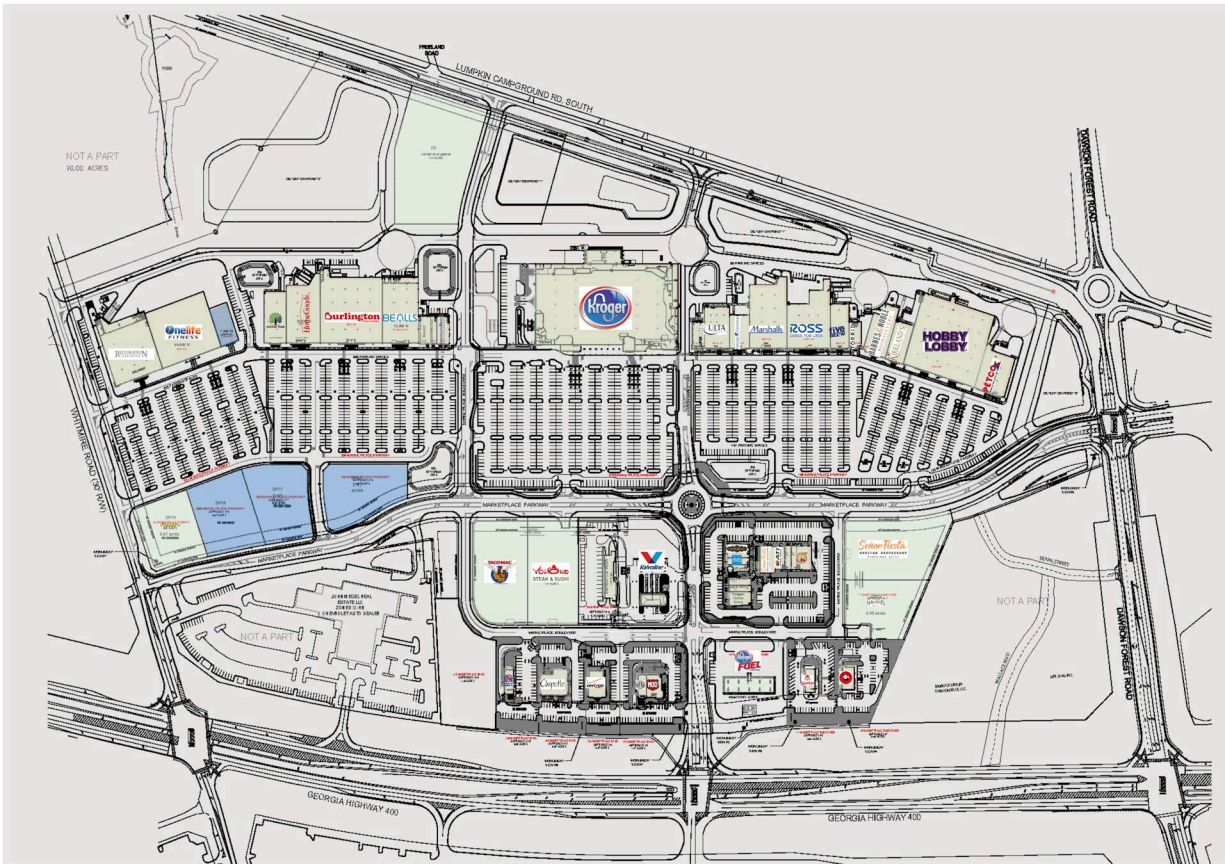
## DEMOGRAPHICS

	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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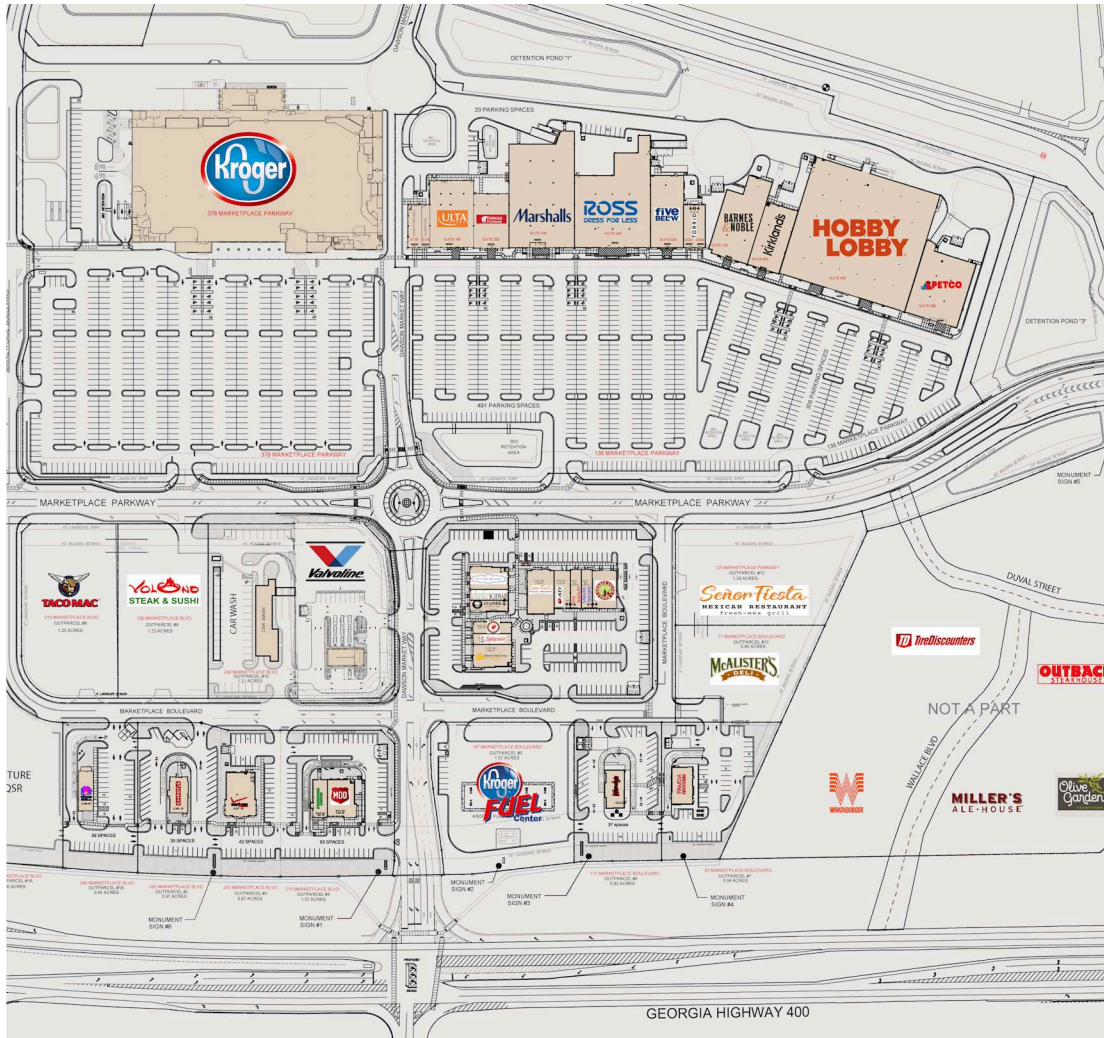


FD	Future Hotel	2.12 AC	P1620	Torrid	3,218 SF
OP10	BamBoo Car Wash	1.21 AC	P1700	Barnes & Noble	10,918 SF
OP11	Valvoline	1.25 AC	P1800	Kirkland's	7,200 SF
OP12	Señor Fiesta	1.29 AC	P1900	Hobby Lobby	55,000 SF
OP13	McAlister s Deli	0.95 AC	P1980	Petco	12,500 SF
OP16	Available	0.97 AC	P2100	Restoration Hardware	30,022 SF
OP17	Available	0.95 AC	P2200	Onelife Fitness	35,000 SF
OP18	Available	1.21 AC	P2220	Available	7,200 SF
OP19	Waffle House	0.61 AC	P2360	Dollar Tree	11,000 SF
OP1B	Taco Bell	2,359 SF	P2400	HomeGoods	20,000 SF
OP2	Chipotle	2,393 SF	P2500	Burlington Coat Factory	40,232 SF
OP3	Verizon	4,507 SF	P2600	Beall's	22,830 SF
OP4100	Starbucks	1,930 SF	P2700	Dawson Nails & Beyond	3,284 SF
OP4200	MOD Pizza	3,506 SF	P2720	InMotion Wellness Studio	1,642 SF
OP5	Kroger Fuel Center	1.57 AC	P2740	America's Best Contacts & Eyeglasses	3,380 SF
OP6	Wendys	0.93 AC	14100	Dawson Dental Group	2,906 SF
OP7	Panda Express	0.94 AC	14160	Spice Wing	1,429 SF
OP8	Taco Mac	1.22 AC	14180	Grandma's NY Pizza	1,529 SF
OP9	Volcano Steak & Sushi	1.21 AC	14200	Crumbl Cookie	1,530 SF
P1100	Kroger	123,590 SF	14240	Charles Schwab	1,429 SF
P1120	Signature Nails & Spa	2,000 SF	14280	Nothing Bundt Cakes	2,906 SF
P1140	Supercuts	1,200 SF	14300	Señor Fiesta	4,000 SF
P1180	Ulta	10,003 SF	14320	ATI Physical Therapy	2,100 SF
P1200	Famous Footwear	6,564 SF	14340	AYK Jewelry	1,440 SF
P1300	Marshalls	23,500 SF	14360	Sakura Teriyaki	1,440 SF
P1400	Ross Dress for Less	22,000 SF	14380	Chicken Salad Chick	3,068 SF
P1500	Five Below	8,000 SF			

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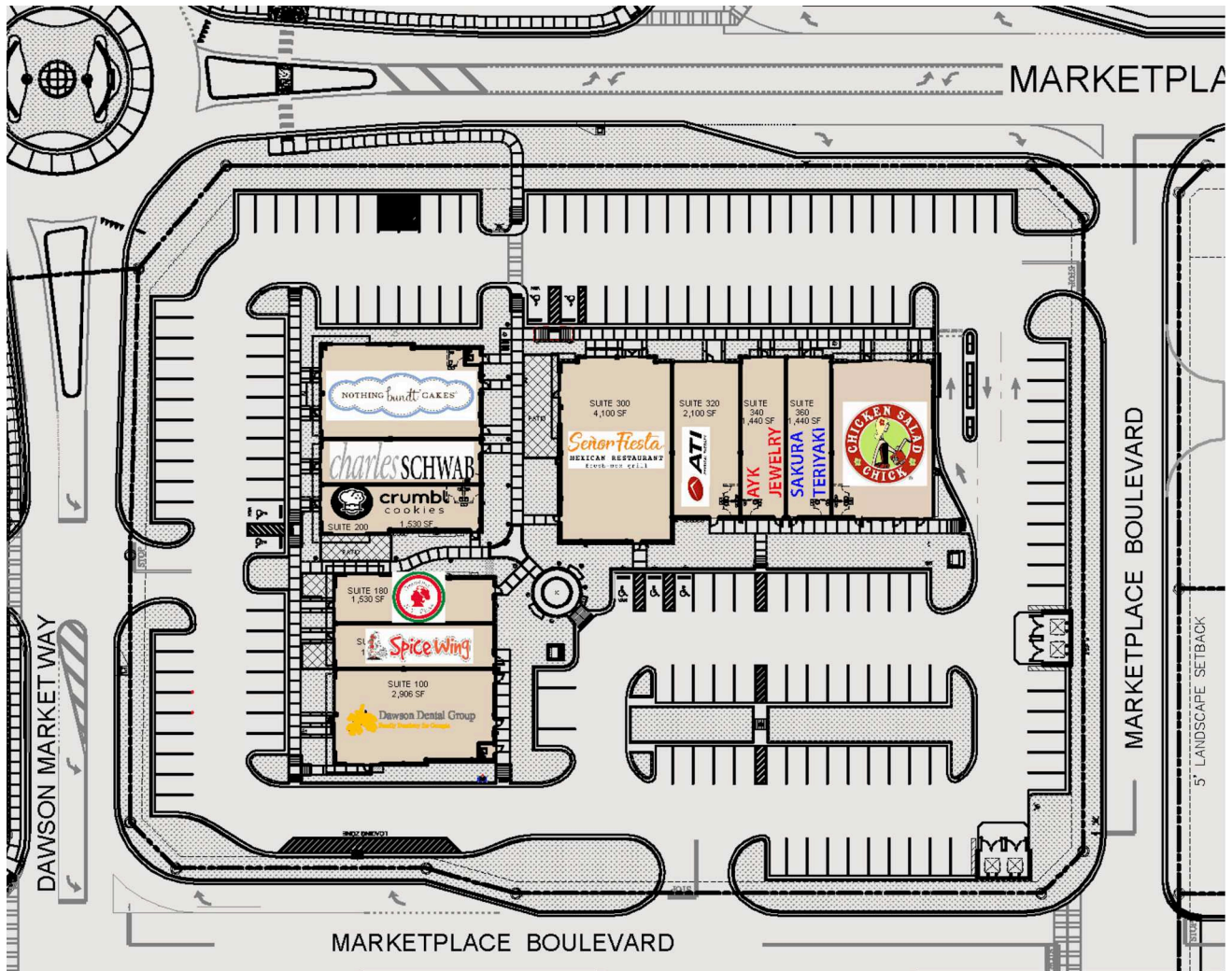
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**NORTH GEORGIA PREMIUM OUTLETS**  
A SIMON CENTER

**ULTA** **Marshalls** **HOBBY LOBBY** **KIRKLAND'S**  
**FIVE BELOW** **PETCO** **Tuesday Morning**  
**ROSS** **Famous Footwear**

**Kroger**

**HomeGoods** **AMERICA'S BEST CONTACTS & EYEGLASSES**  
**bealls** **Burlington**  
**OUTLET** **Foot Locker**

**DOLLAR TREE**

**Onelife**  
**FITNESS**

**RESTORATION**  
**HARDWARE**

**Spice King** **Anchor**  
**charles SCHWAB**  
Dawson Dental Group

**United**  
Community Bank  
**Bamboo**  
Car Wash

OP13  
1.37 AC

OP12  
0.95 AC

OP9  
1.21 AC

OP8  
1.22 AC

OP16  
0.97 AC

OP17  
0.95 AC

OP18  
0.97 AC

OP19  
0.89 AC

OP1A  
1.36 AC

**Wendy's**

**Kroger**  
FUEL CENTER

**Starbucks** **MOD**

**verizon**

**Chipotle**

**TACO BELL**

**GEORGIA HIGHWAY 400**

**DAWSON FOREST RD**







# 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
<b>Population</b>			
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.

# 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
<b>Mortgage Income</b>			
2019 Percent of Income for Mortgage	17.2%	17.6%	17.5%
<b>Median Household Income</b>			
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%
<b>Average Household Income</b>			
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%
<b>Per Capita Income</b>			
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

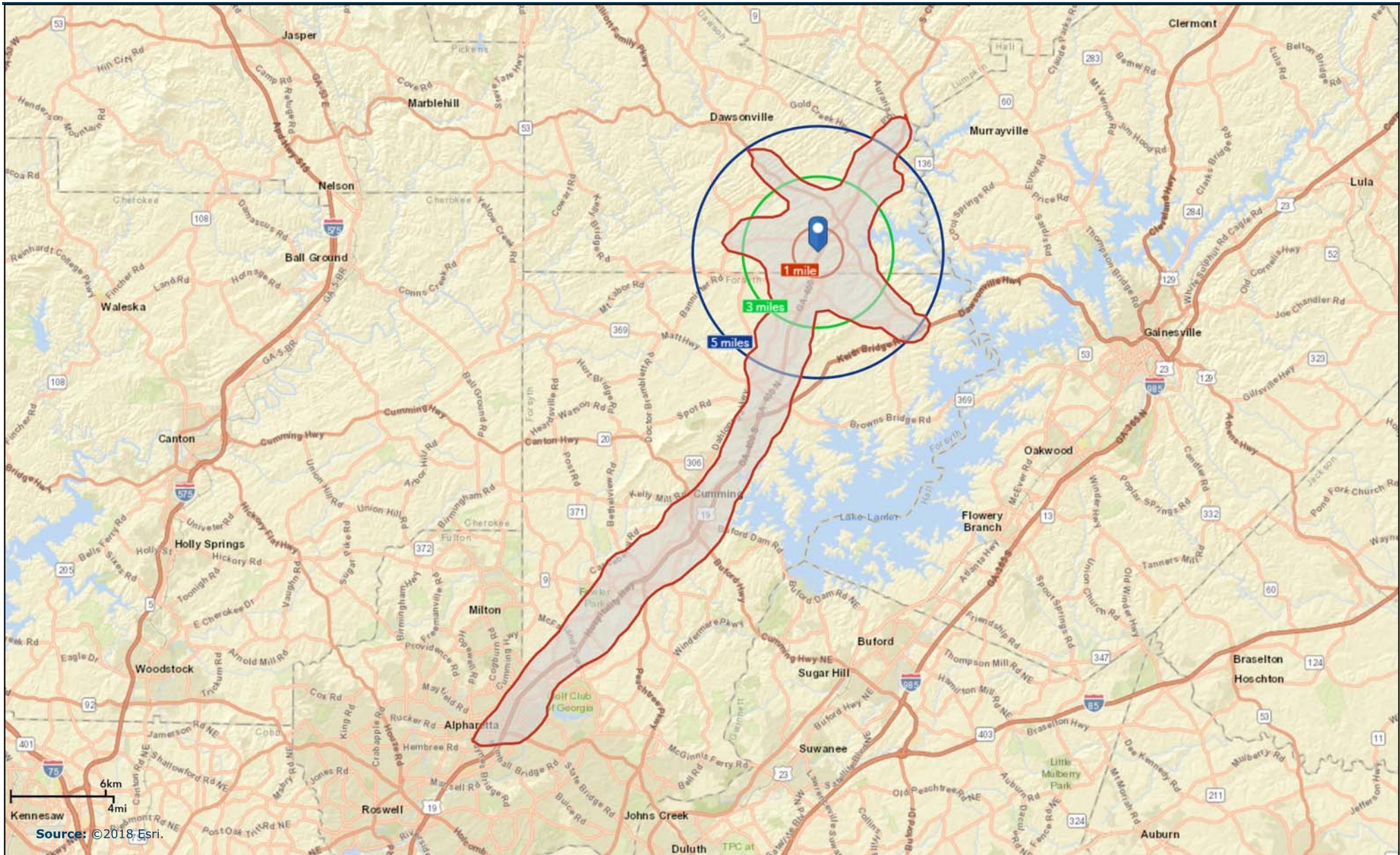
Current per capita income is \$35,841 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$40,761 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
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.





# 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.



# 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.



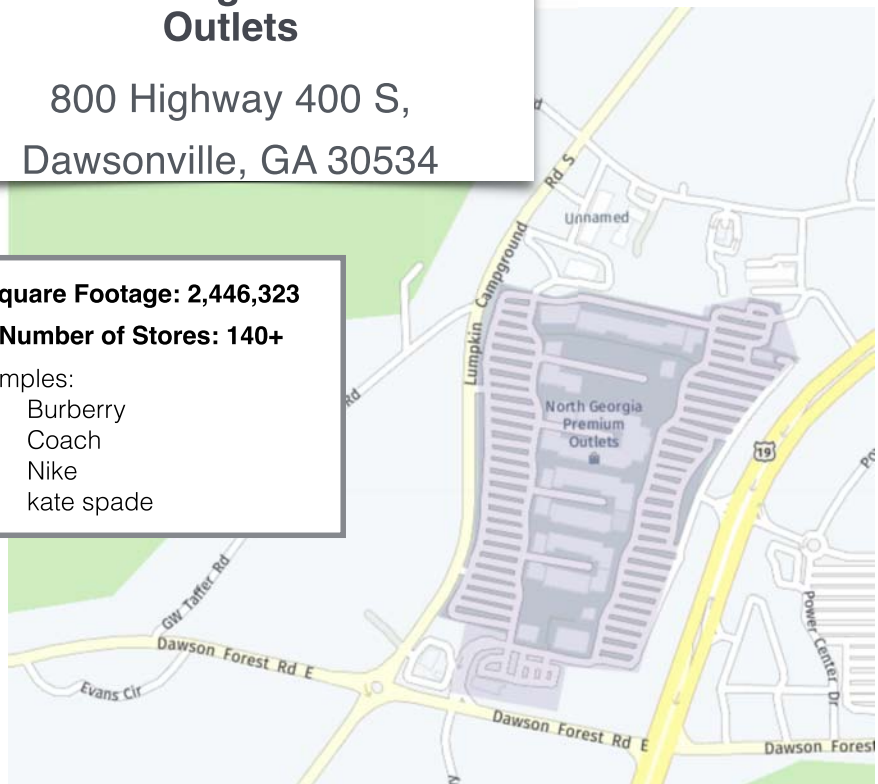
# Study Locations

## 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

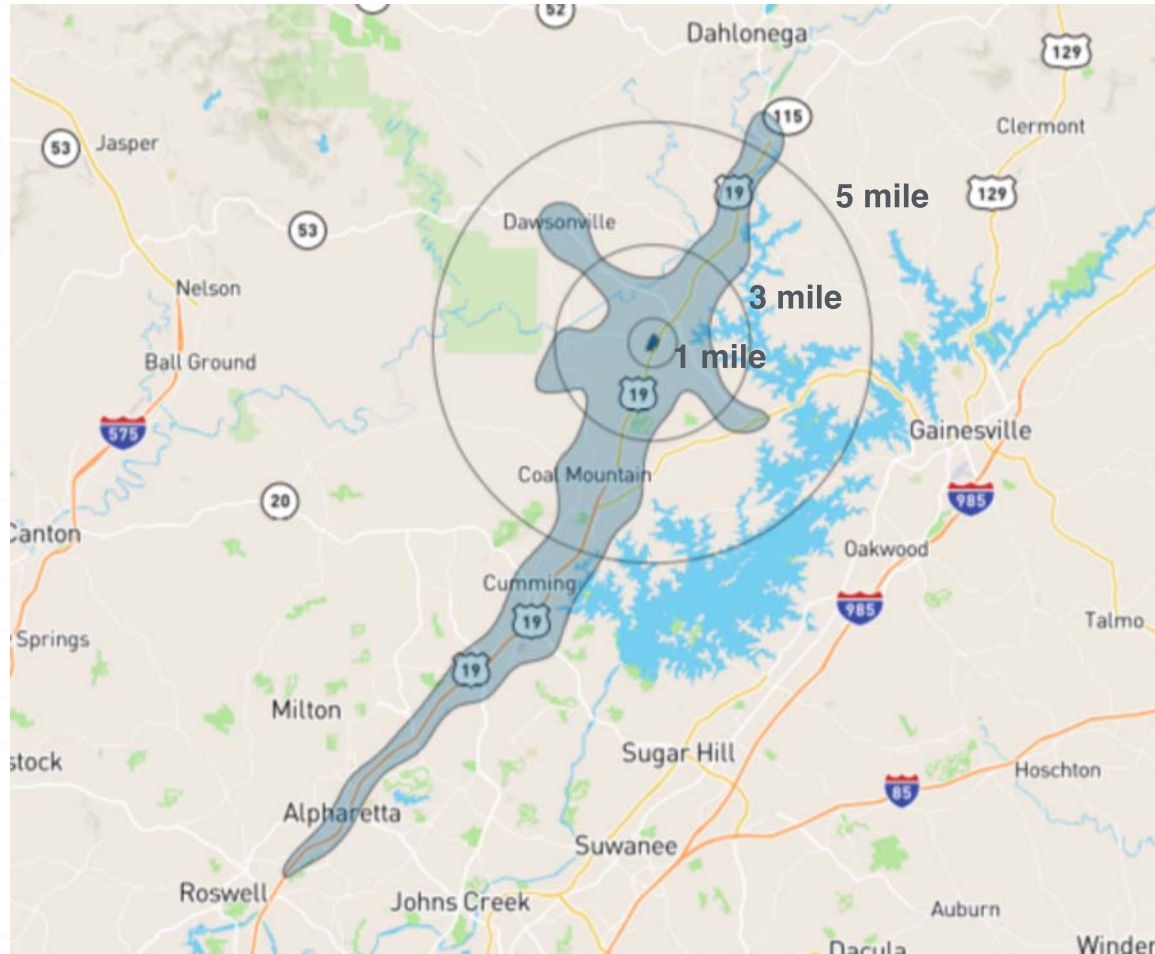
Common Evening Location  
Common Daytime Location  
Path to Purchase  
2 hours before/after visit

### 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

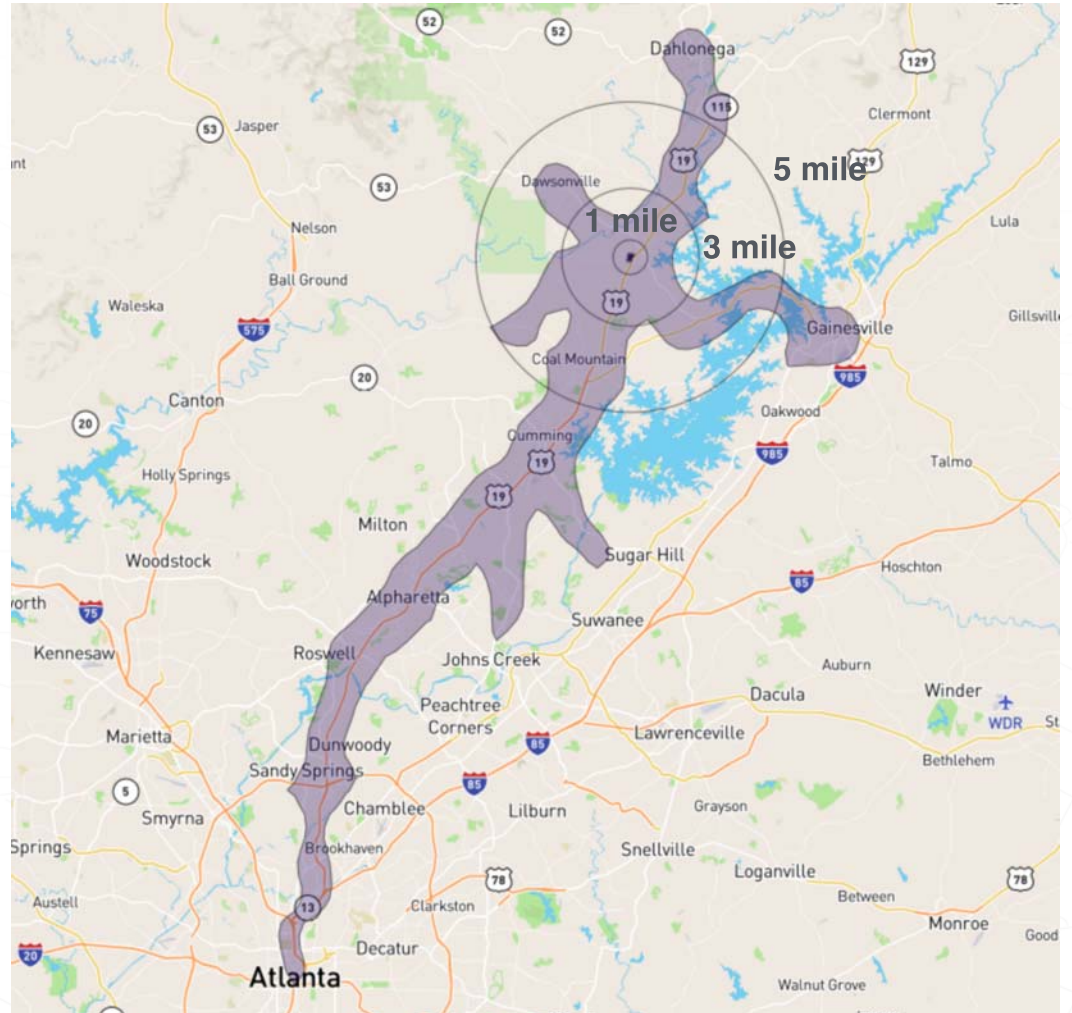
Common Evening Location  
Common Daytime Location  
Path to Purchase  
2 hours before/after visit

### 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

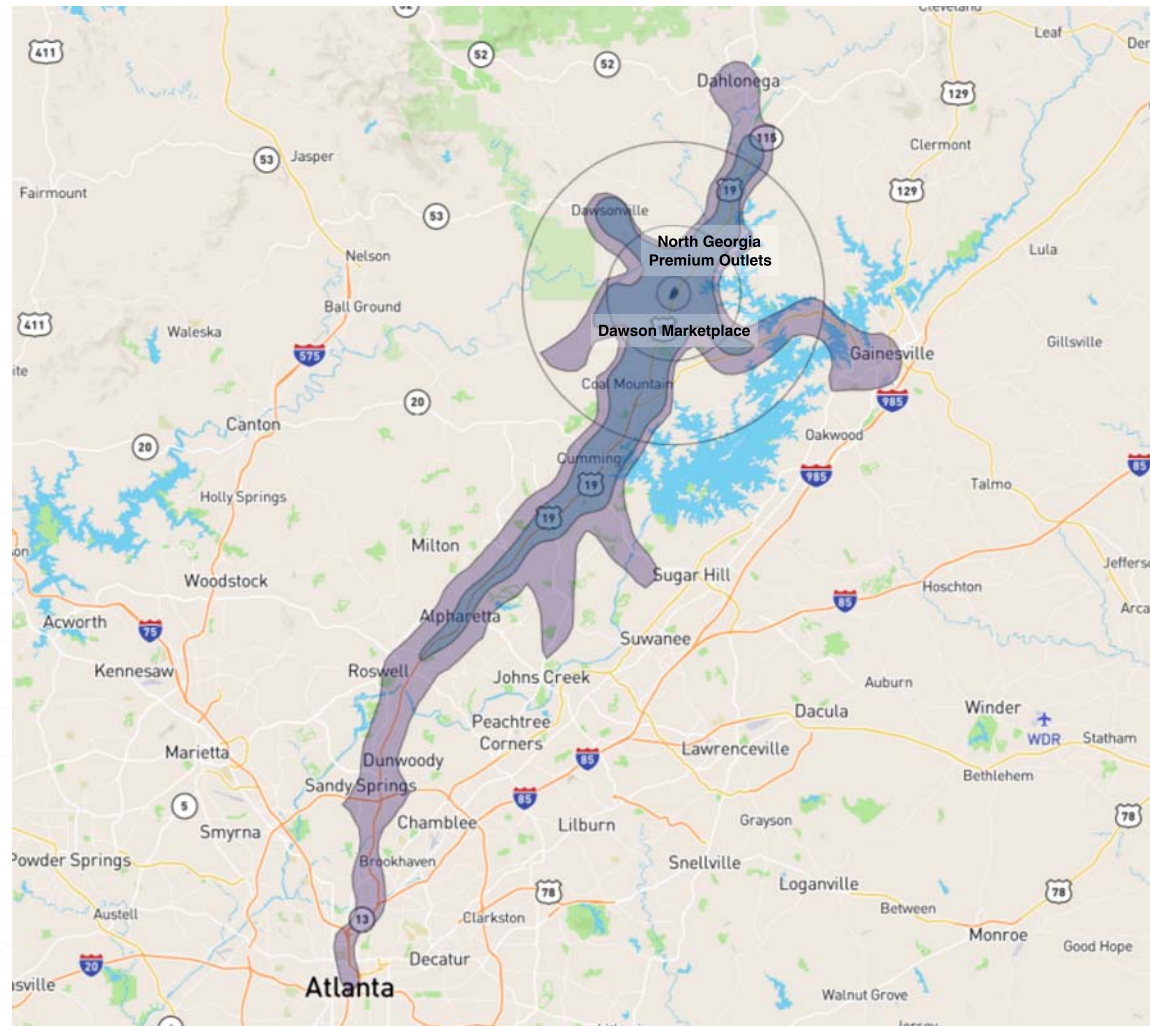
## Comparative View

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.

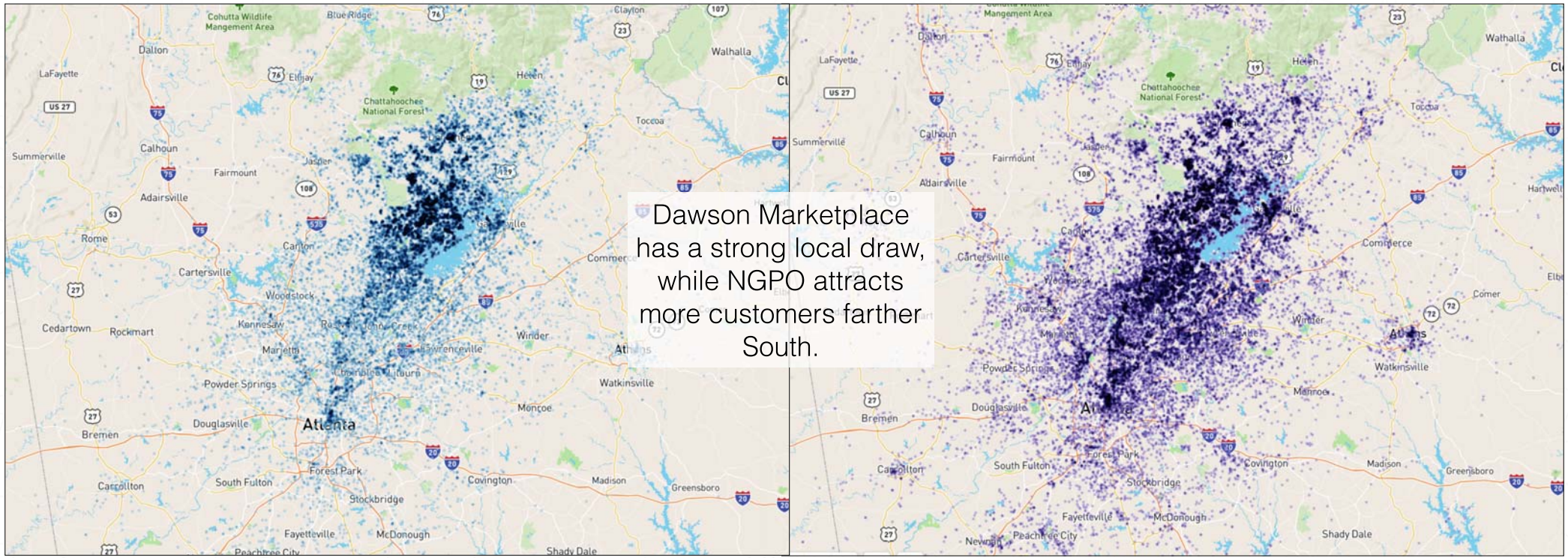




# Common Evening Locations

## Dawson Marketplace

## 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.