



Premier Retail Space for Lease

Haynes Bridge Rd & Morrison Pkwy | Alpharetta, GA 30009



Developed by

Lincoln

Leased by

 **Centennial**

 **FranklinStreet**

Community Overview

Embrace the Shoppes at The Gathering

A premier retail and dining destination at the heart of a vibrant community. With unparalleled access to downtown Alpharetta and Avalon, and surrounded by recreational activities and captivating home designs, The Shoppes provides direct access to Atlanta’s most affluent and sought-after suburban submarket, experiencing explosive residential growth. **The Gathering is a focal point for an engaged clientele seeking diverse dining, services and amenities that complement their lifestyle.** The retail trade area stretches nearly 30 miles and is one of the nation’s most visited retail corridors—and The Shoppes at The Gathering is poised to capture this thriving market.

DESIRABLE
SUBMARKET

#1

Best Suburb in Georgia
Niche 2023

EXCEPTIONAL
PUBLIC SCHOOLS

Five

of Georgia’s Top 15
High Schools
*Governor’s Office of
Student Achievement*

STRONG
POPULATION GROWTH

43%

Population Growth
2000–Present

THRIVING
BUSINESS CLIMATE

700

Technology Companies
Located in the City

30+ Mile

Extended Trade Area

Top 13%

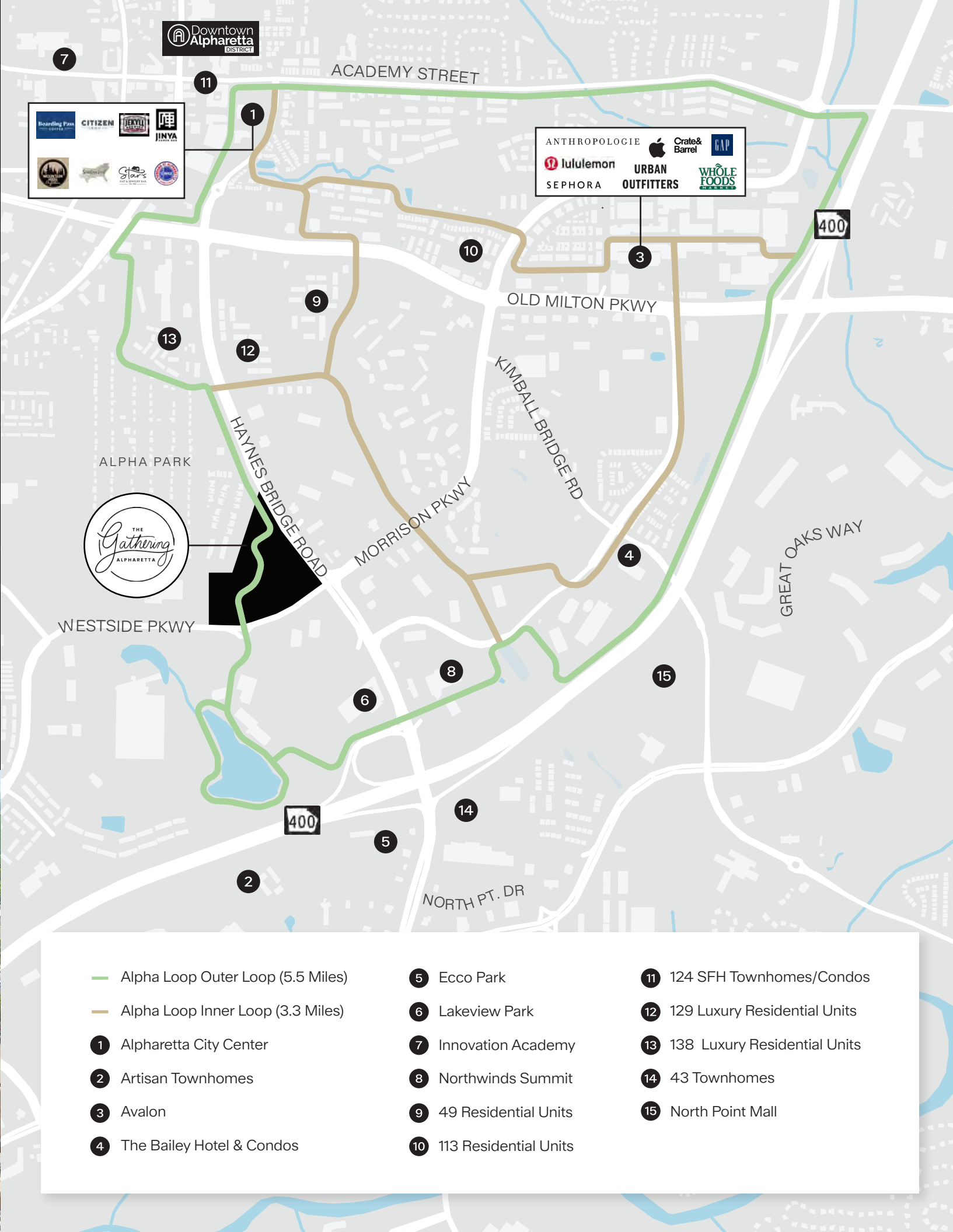
Most Visited Retail
Corridors Nationwide
Placer.ai

6.4M SF

Total Retail Inventory
(2-mile Radius)

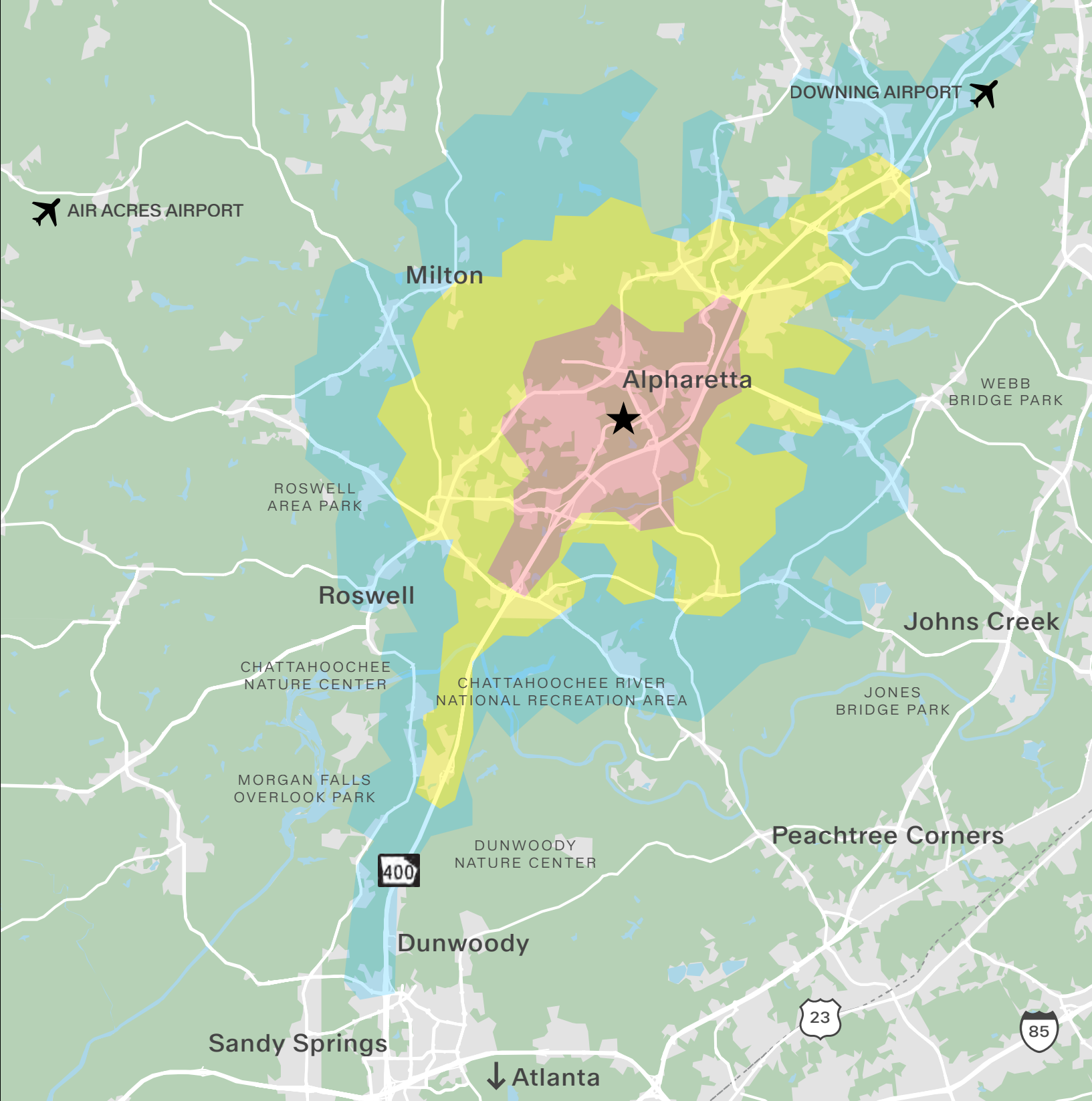
97%

Retail Occupancy
(2-mile Radius)



Drivetime Demographics

Population	5-Min	10-Min	15-Min
2024 Total Population	10,411	145,145	413,536
2029 Total Population	11,133	144,639	417,529
2024 Median Age	41.7	38.2	38.8
Daytime Population			
Workers	32,540	159,399	397,073
Residents	4,333	65,177	188,169
Households			
2024 Total Households	5,064	58,608	161,942
2029 Total Households	5,521	59,795	166,379
2024 Average Household Size	2.05	2.47	2.54
Household Incomes			
2024 Avg HH Inc	\$184,886	\$160,864	\$177,321
2024 Median HH Inc	\$133,209	\$115,510	\$127,034
2024 Median Home Value	\$607,830	\$511,479	\$561,528
Top 4 Tapestry Segmentations			
Professional Pride	8.7%	17.5%	17.4%
Boomburb	—	7.9%	9.3%
Enterprising Professional	37.1%	29.3%	18.1%
Metro Renter	23.9%	—	—
Bright Young & Professional	27.8%	10.5%	—
Young & Restless	—	8.6%	8.6%
Education			
Graduate Degree	23.79%	27.08%	29.45%
Bachelor's Degree	45.91%	39.81%	40.05%
Workforce			
White Collar	82.88%	80.34%	82.98%
Total Employees	33,602	150,260	365,807
Total Businesses	2,127	10,220	25,233



2024 POPULATION
1 Mile: 7,063
3 Mile: 68,756
5 Mile: 200,133



2024 HOUSEHOLDS
1 Mile: 3,437
3 Mile: 27,257
5 Mile: 77,218



2024 DAYTIME POPUL.
1 Mile: 24,832
3 Mile: 140,339
5 Mile: 267,870



2024 AVG. HH INCOME
1 Mile: \$176,506
3 Mile: \$180,620
5 Mile: \$177,365

ALPHARETTA CITY CENTER

Downtown Alpharetta

ACADEMY ST

AVALON

WEBB BRIDGE RD

Retail

PROPOSED

SITE

23,600 AADT

MORRISON PKWY

HAYNES BRIDGE RD

42,800 AADT

WESTSIDE PKWY

KIMBELL BRIDGE RD

178,000 AADT

PROPOSED HIGH END RESTAURANT

NORTHWINDS PKWY

OLD MILTON PKWY

NORTH POINT PKWY

ALPHA LOOP

Outer Loop
 Inner Loop



INNOVATION
ACADEMY
1,600 STUDENTS

Downtown
Alpharetta

ACADEMY ST

WEBB BRIDGE RD

Residential

124 SINGLE FAMILY,
CONDOS, TOWNHOMES
UNDER CONSTRUCTION

ALPHARETTA
CITY CENTER
168 LUXURY
APARTMENTS

113 RESIDENTIAL
UNITS - MID \$900's
EXISTING

520 LUXURY RENTALS
75 TOWNHOMES
26 SINGLE FAMILY HOMES

49 RESIDENTIAL
UNITS - HIGH 600's
EXISTING

129 LUXURY
RESIDENTIAL UNITS
UNDER CONSTRUCTION

138 LUXURY
RESIDENTIAL UNITS
UNDER CONSTRUCTION



140-KEY HOTEL | 32 CONDOS
MEDICAL + WELLNESS
CENTER
APPROVED PROJECT

EV HOTEL
PROPOSED

NORTHWINDS SUMMIT
50,000 SF RETAIL
1.2M SF OFFICE
140 APTS | 32 CONDOS
APPROVED PROJECT



EMPIRE COMMUNITIES
58 TOWNHOMES
APPROVED PROJECT

MORRISON PKWY
TOLL BROTHERS AT
LAKEVIEW

LAKEVIEW PARK
630,000 SF OFFICE
60 TOWNHOMES | 255 APTS
UNDER CONSTRUCTION

ARTISAN
95 TOWNHOMES
UNDER CONSTRUCTION

ECCO PARK
159 CONDOMINIUMS
UNDER CONSTRUCTION

Findley Row
by MONTE HEWETT

43 TOWNHOMES
BEAZER HOMES
PROPOSED PROJECT

ALPHA LOOP
Outer Loop
Inner Loop



Retail Opportunities

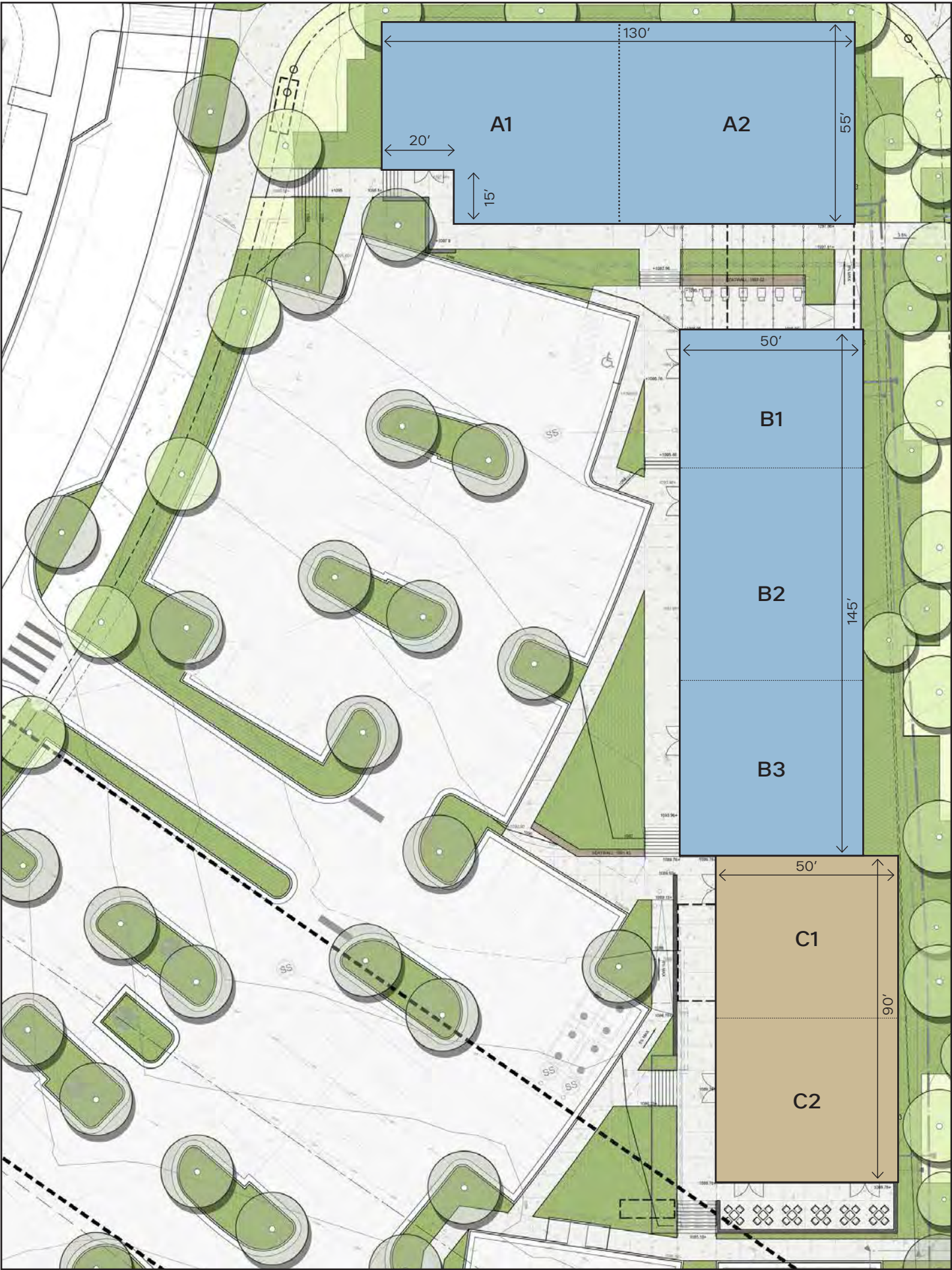
- The Gathering Alpharetta is a new 25-acre Brock Built mixed-use master planned development
- Project includes 140 Townhomes from the low \$600s–\$1M+ and 39 Single Family Homes from \$1.4M+
- Available Retail Space: 7 buildings ranging from 4,225–8,400 SF
- 43,700 SF of retail space directly on the Alpha Loop—a multiuse path looping through Alpharetta and tying to Downtown Alpharetta, Avalon and the North Point District—estimated to deliver Q4 2026
- Parking: 185 surface



Site plan and architecture are subject to change at developer's sole discretion.

Building Information

Suite	Type	Interior Area	Exterior Area	Elevation
A1	Retail	3,275 SF	—	1098'
A2	Retail	3,575 SF	—	1098'
B1	Retail	2,417 SF	—	1096'
B2	Retail	2,417 SF SF	—	1094'
B3	Retail	2,417 SF SF	—	1094'
C1	F + B	2,250 SF	550 SF	1089.8'
C2	F + B	2,250 SF	750 SF	1089.8'



Building Information

Suite	Type	Interior Area	Exterior Area	Elevation
D	F + B	3,750 SF	720 SF	1080'
E1	F + B	4,200 SF	—	1080'
E2	F + B	4,200 SF	730 SF	1080'
F1	Retail	3,472 SF	720 SF	1080'
F2	F + B	3,750 SF	900 SF	1080'
G1	Retail	2,700 SF	175 SF	1081'
G2	F + B	2,700 SF	175 SF	1081'



Lincoln



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