

FALL 2022

ROSWELL

Retail Market

SNAPSHOT



8.1 MILLION SF
total retail space

\$22.13 MARKET
RENT PSF



503,000 SF
available industrial space

\$236 MARKET SALE
PRICE PSF

6.5% MARKET
CAP RATE



9.5%
VACANCY
RATE

CONSUMERS



94,458
total population

104,018
daytime population



2.5
average
family size

40
median
age



\$121,244
median household income

61% of households
earn \$100,000+

Annual Retail Expenditures



Apparel & Services
\$125,987,790



Entertainment & Recreation
\$184,499,503



Food (home & away)
\$522,606,965

TRADE AREA STATS

	Population	Median HH Income
West Roswell	219.7K	\$119,851
Holcomb Brdg/Hwy9	367.2K	\$124,108
East Roswell	100.9K	\$106,413

FEATURED PROPERTIES



SOUTHERN POST

1027 Alpharetta Street

- \$110-Million Investment
- 40,000 SF Retail
- 90,000 SF Office
- 128 Apartments, 9 Town homes
- 480 Parking Spaces

PROPERTY DEVELOPER



WEST ALLEY

37 Magnolia Street

- \$90-Million Investment
- 16,000 SF Retail
- 40,000 SF Office
- 125-room Kimpton Hotel
- 6,500 SF Event Space
- 400 Parking Spaces

PROPERTY DEVELOPER



CONSUMER TRAFFIC

Location	Customers	Visits	Visits YOY
King's Market 1425 Market Blvd.	299,100	988,800	7%
Connexion 1570 Holcomb Bridge Rd.	193,300	692,500	9%
Centennial Village 2300 Holcomb Bridge Rd.	131,200	756,700	0%
Market Place 10800 Alpharetta Hwy.	276,700	790,000	3%
Town Center 606-616 Holcomb Bridge Rd.	399,000	913,400	7%
Roswell Crossing 615 W Crossville Rd.	357,300	1,480,000	-3%
Roswell Corners 1125 Woodstock Rd.	369,600	2,030,000	3%
Roswell Village 593-665 Holcomb Bridge Rd.	241,200	1,100,000	23%
Canton Street	587,600	1,920,000	-4%

LEADING RETAILERS

	YTD Customers	YTD Visits	Local Ranking
 1005 Holcomb Woods Pkwy	106K	215.2K	#1 out of 3 within 15 mi
 1135 Woodstock Rd	217.1K	951.9K	#15 out of 37 within 50 mi
 615 W Crossville Rd	36.1K	63.5K	#4 out of 13 within 50 mi
 10800 Alpharetta Hwy Ste 288	69.2K	140.4K	#4 out of 54 within 50 mi
RACK ROOM SHOES™	42.2K	58.4K	#5 out of 18 within 50 mi
	34.9K	355.5K	#3 out of 5 within 50 m

ROSWELL [Inc]

Accredited
Economic
Development
Organization

Learn more at roswellinc.org

FEATURED PROPERTIES



CONNEXION

1570 Holcomb Bridge Road

- 100,000+ SF Retail
- 193,000+ Customers (JAN - SEPT 2022)
- 692,000+ Total Visits (JAN - SEPT 2022)
- 100,940+ Retail Trade Population
- Tesla Charging Stations Coming Soon!

TENANTS INCLUDE



PROPERTY OWNER

BRIXMOR®
Property Group



ROSWELL VILLAGE

593-665 Holcomb Bridge Road

- 150,000+ SF Retail
- Included in Master Planning Study Area
- 241,000+ Customers (JAN - SEPT 2022)
- 1 Million+ Total Visits (JAN - SEPT 2022)
- 365,000+ Retail Trade Population

TENANTS INCLUDE



PROPERTY OWNER

STERLING
ORGANIZATION

Source: Esri forecast & CoStar data provided by Georgia Power, 2022
Placer Data, The Retail Coach, 2022