



East Roswell Economic Action Committee – 01.31.2020

Demographic Trends

Parkway Village (Q1 2017- Q1 2019)



population growth of
2.25%



household growth of
2.38%



average home value from
\$409K to \$490K
(19.9% increase)

Downtown (Q1 2017- Q1 2019)



population growth of
2.42%



household growth of
2.42%



average home value from
\$470K to \$556K
(18.34% increase)

East Roswell (Q1 2017- Q1 2019)



population growth of
.38%



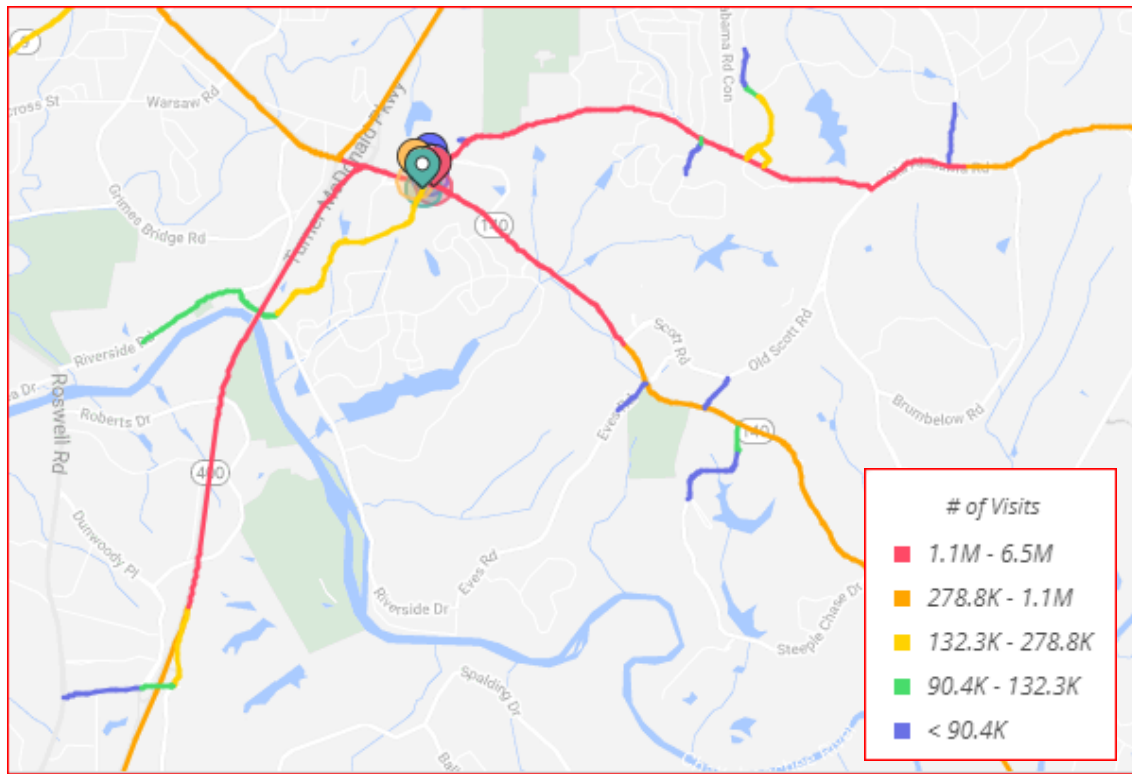
household growth of .47%



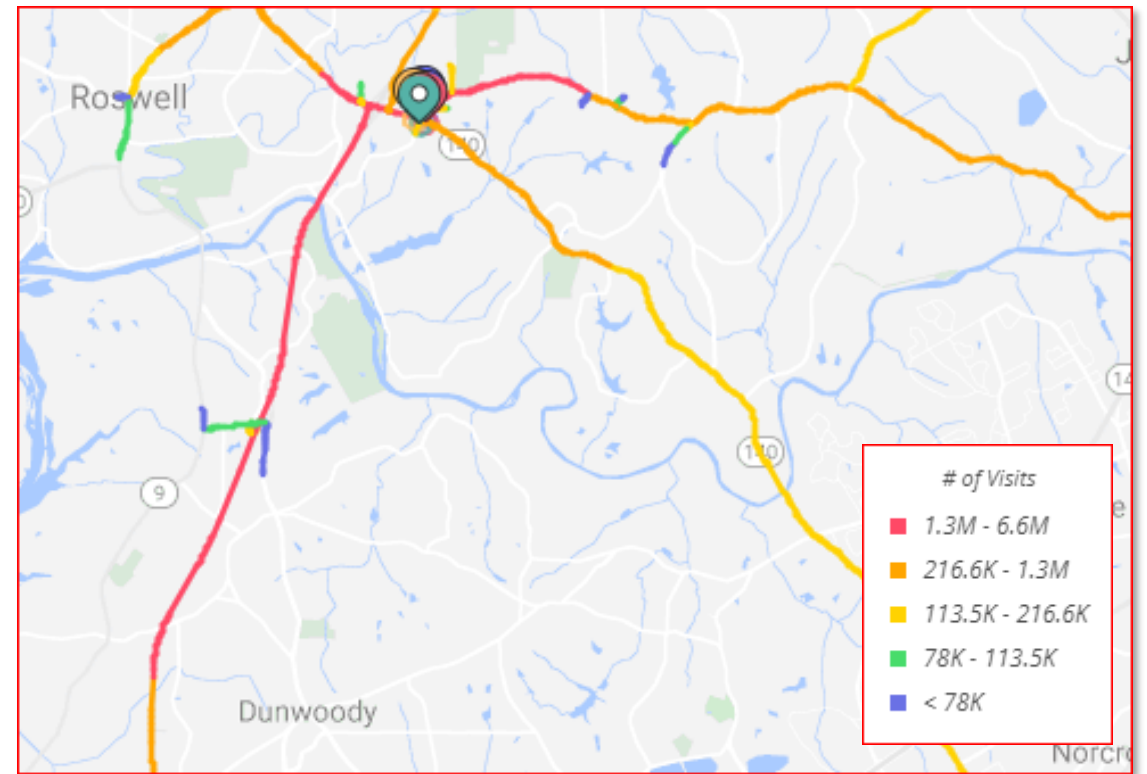
average home value from
\$474K to \$567K
(19.58% increase)

HOLCOMB BRIDGE ROAD & OLD ALABAMA ROAD

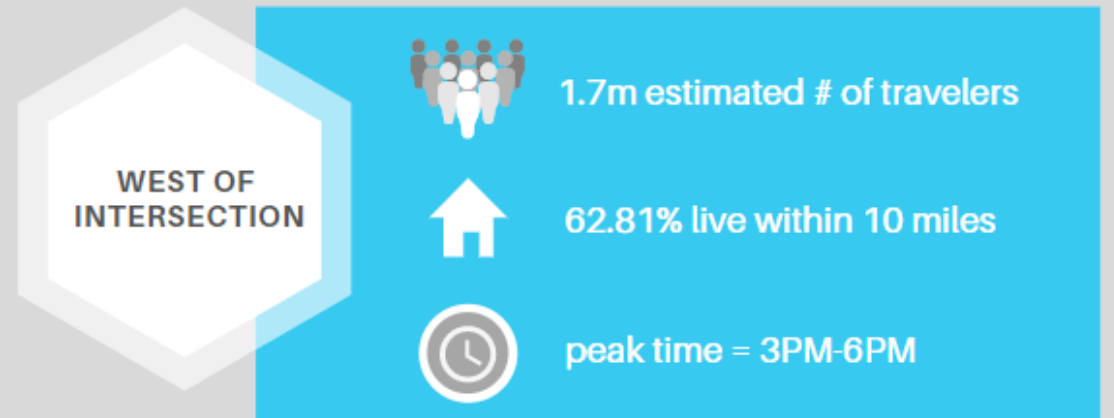
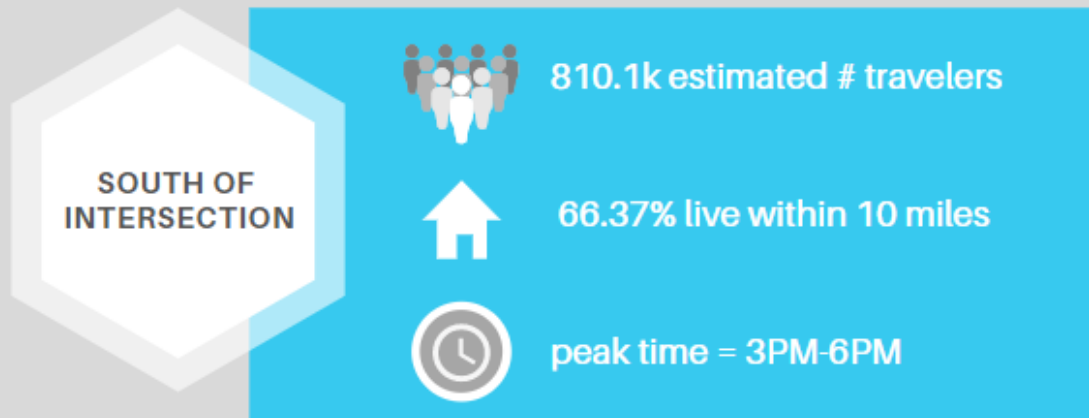
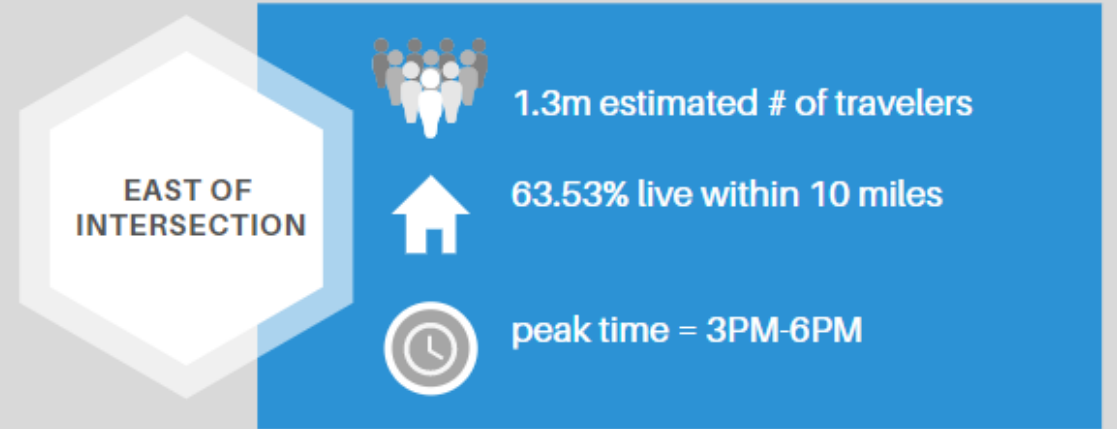
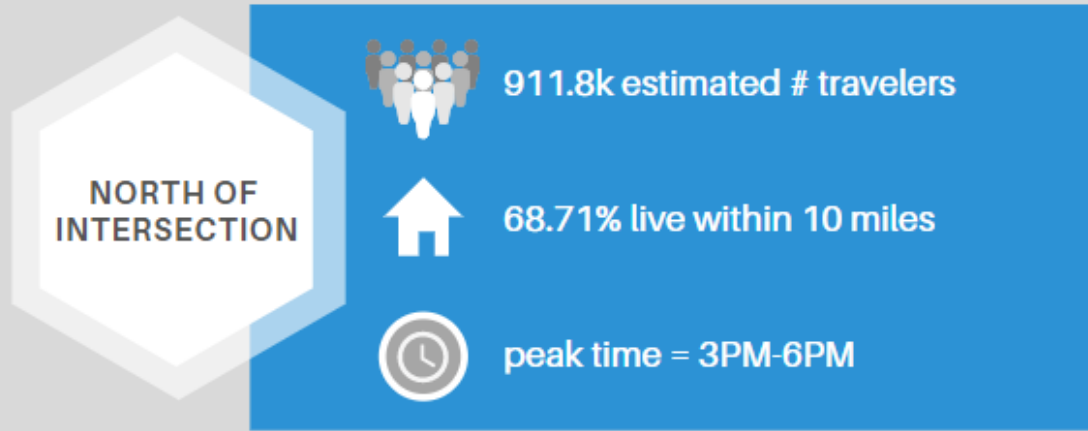
Prior to Location



Post Location



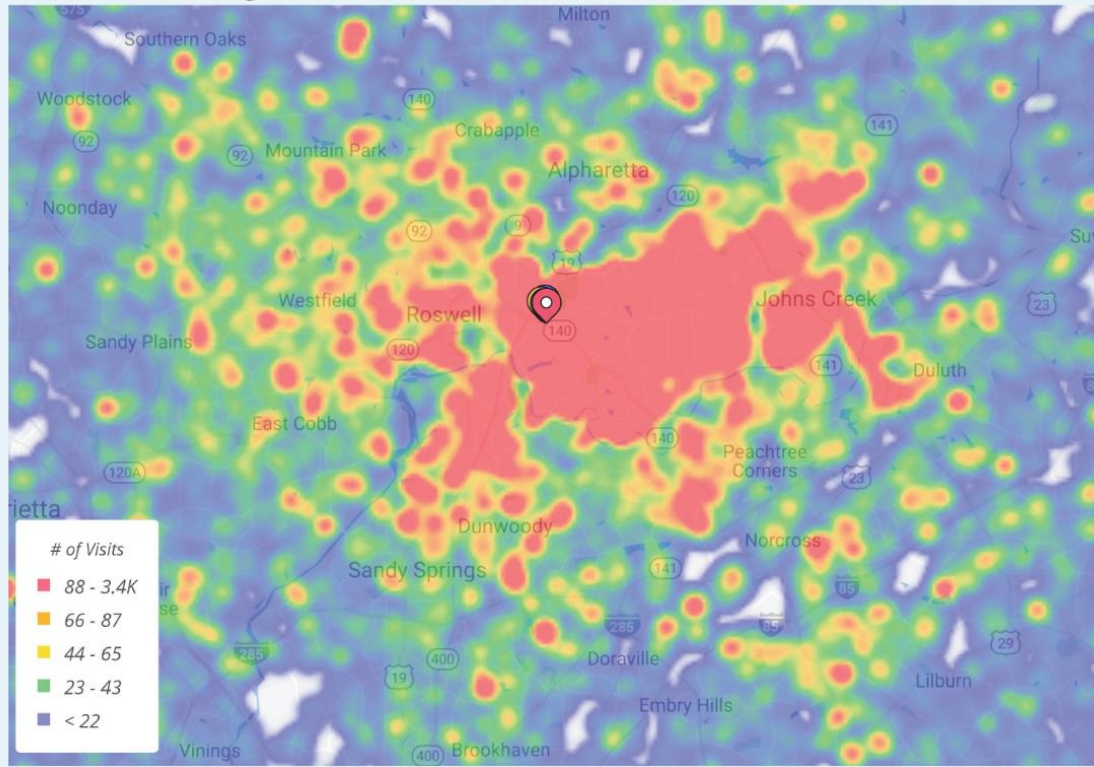
HOLCOMB BRIDGE ROAD & OLD ALABAMA ROAD



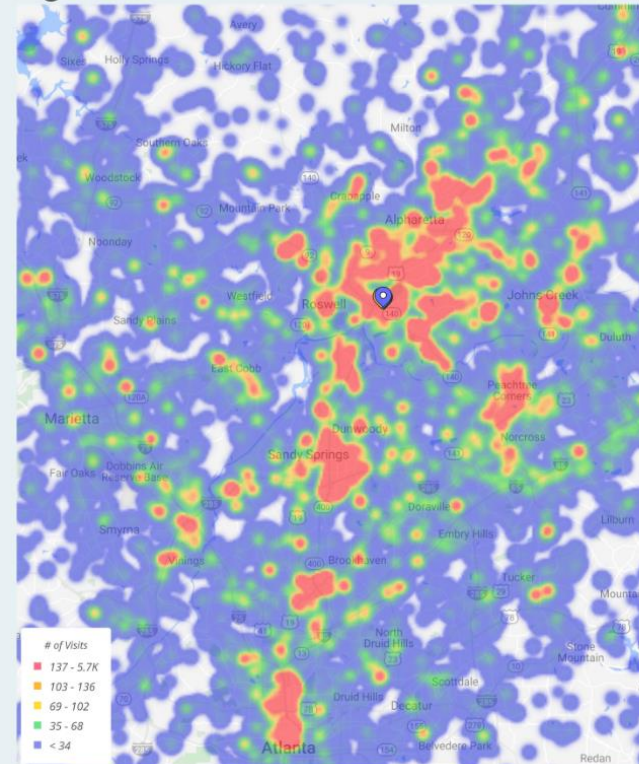
Holcomb Bridge Road & Old Alabama Road

NEW – Mobile Mapping Data

Holcomb Bridge Rd/Old Alabama Rd: Home Location Mobile Mapping



Holcomb Bridge Rd/Old Alabama Rd: Work Location Mobile Mapping



Favorite Places – Apparel, Dining and Grocery

Apparel Favorite Places

North of Intersection		East of Intersection	
Place	Customers	Place	Customers
1	Macy's / North Point Circle 92.2K (10.1%)	1	Macy's / North Point Circle 128.4K (9.9%)
2	DICK'S Sporting Goods / North Point Parkway 74.6K (8.2%)	2	DICK'S Sporting Goods / North Point Parkway 97.9K (7.6%)
3	Marshalls / N. Point Parkway 53.6K (5.9%)	3	Macy's / Ashford Dunwoody Road 80.2K (6.2%)
4	Dillard's / North Point Circle 52.1K (5.7%)	4	Macy's / Peachtree Rd NE 72.7K (5.6%)
5	Macy's / Ashford Dunwoody Road 50.3K (5.5%)	5	T.J. Maxx / N Point Pkwy 71.4K (5.5%)
South of Intersection		West of Intersection	
Place	Customers	Place	Customers
1	DICK'S Sporting Goods / North Point Parkway 79.8K (9.9%)	1	Macy's / North Point Circle 153.7K (9.1%)
2	Macy's / North Point Circle 67.8K (8.4%)	2	DICK'S Sporting Goods / North Point Parkway 116.8K (6.9%)
3	Nordstrom / Ashford Dunwoody Rd NE 67.2K (8.3%)	3	Academy Sports + Outdoors / Peachtree Pkwy 101.4K (6%)
4	Nordstrom Rack / N Point Pkwy 60.4K (7.5%)	4	T.J. Maxx / N Point Pkwy 99.8K (5.9%)
5	Bloomingdale's / Peachtree Road NE 60.3K (7.4%)	5	Nordstrom / Ashford Dunwoody Rd NE 96.9K (5.7%)

Dining Favorite Places

North of Intersection		East of Intersection	
Place	Customers	Place	Customers
1	Food Court At North Point Mall / N Point Cir 142.4K (15.6%)	1	Food Court At North Point Mall / N Point Cir 152K (11.7%)
2	Kona Grill / Avalon Blvd 89.6K (9.8%)	2	Chick-fil-A / Ashford Dunwoody Rd Ne 110.7K (8.5%)
3	The Cheesecake Factory / N Point Cir 67.7K (7.4%)	3	Kona Grill / Avalon Blvd 93K (7.2%)
4	Chick-fil-A / Ashford Dunwoody Rd Ne 66.9K (7.3%)	4	Chick-fil-A / Peachtree Pkwy 90.2K (7%)
5	Antico Pizza Avalon / Avalon Blvd 66.8K (7.3%)	5	Perimeter Mall Food ... / Ashford Dunwoody R... 79.2K (6.1%)
South of Intersection		West of Intersection	
Place	Customers	Place	Customers
1	Food Court At North Point Mall / N Point Cir 112.9K (13.9%)	1	Food Court At North Point Mall / N Point Cir 232.4K (13.7%)
2	Chick-fil-A / Ashford Dunwoody Rd Ne 71.1K (8.8%)	2	Kona Grill / Avalon Blvd 121.5K (7.2%)
3	Kona Grill / Avalon Blvd 64.7K (8%)	3	The Cheesecake Factory / N Point Cir 104K (6.2%)
4	The Cheesecake Factory / N Point Cir 58.9K (7.3%)	4	Chick-fil-A / Ashford Dunwoody Rd Ne 99.6K (5.9%)
5	Perimeter Mall Food ... / Ashford Dunwoody R... 56.6K (7%)	5	Perimeter Mall Food ... / Ashford Dunwoody R... 93.8K (5.6%)

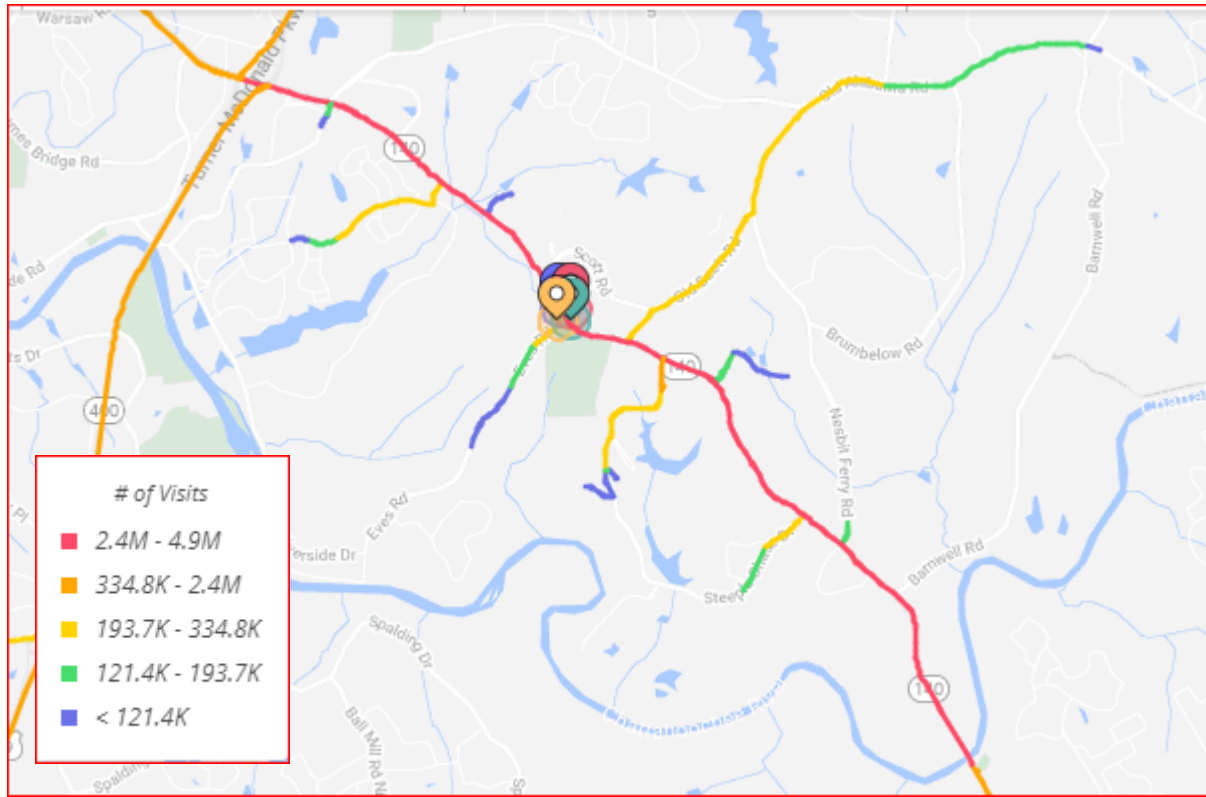
Grocery Favorite Places

*Kroger at Holcomb Bridge Road & Eves Road is not in the top 5

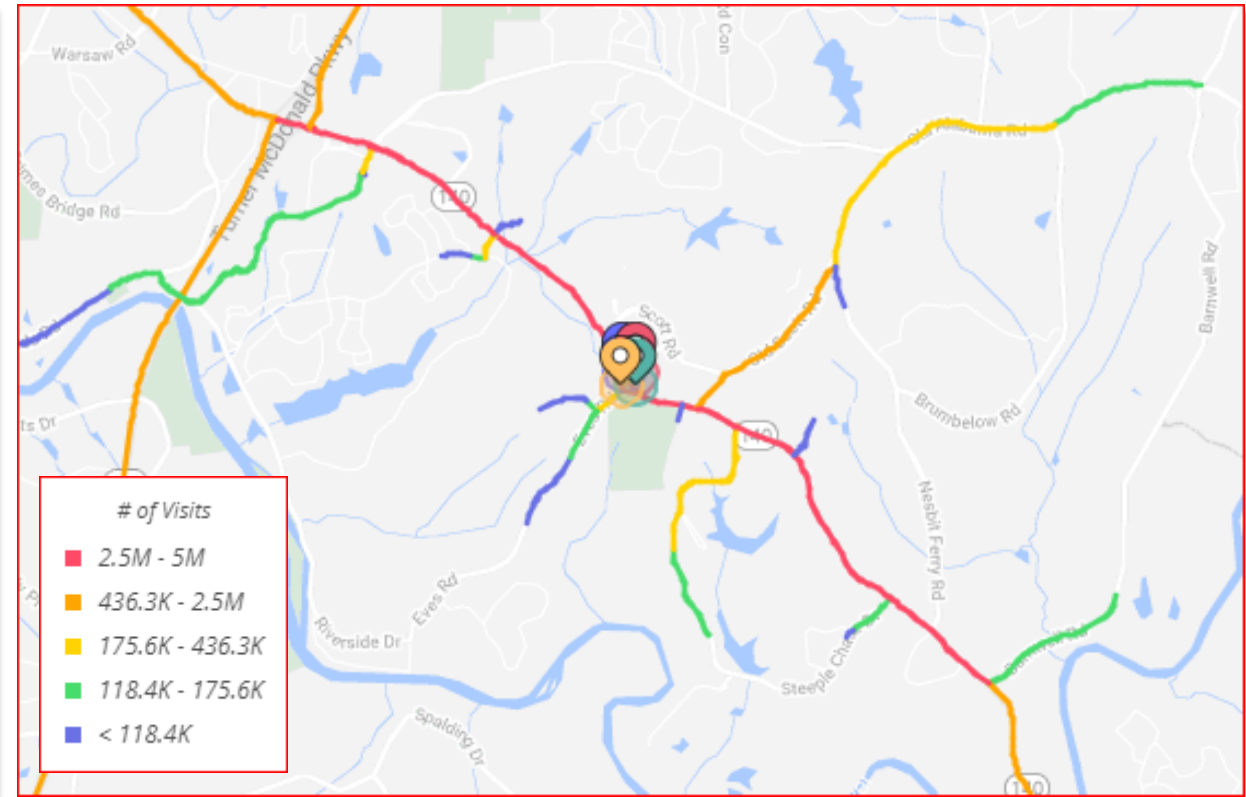
North of Intersection		East of Intersection	
Place	Customers	Place	Customers
1	Kroger / Old Alabama Rd 80K (8.8%)	1	Buford Highway Farmers Ma... / Buford Hwy ... 90.8K (7%)
2	Publix / Market Blvd Ste 600 64.6K (7.1%)	2	Walmart Neighborhood ... / Chamblee Tuck... 88.5K (6.8%)
3	Whole Foods Market / Old Milton Pkwy 64.4K (7.1%)	3	Whole Foods Market / Old Milton Pkwy 88.5K (6.8%)
4	Kroger / State Bridge Rd 63.2K (6.9%)	4	Publix / Haynes Bridge Rd Ste B 72.1K (5.6%)
5	Publix / Haynes Bridge Rd 60.9K (6.7%)	5	Publix / Market Blvd Ste 600 67.2K (5.2%)
South of Intersection		West of Intersection	
Place	Customers	Place	Customers
1	Publix / Market Blvd Ste 600 73K (9%)	1	Whole Foods Market / Old Milton Pkwy 108.5K (6.4%)
2	Kroger / Old Alabama Rd 72.4K (8.9%)	2	Publix / State Bridge Rd 91.6K (5.4%)
3	Whole Foods Market / Old Milton Pkwy 69.4K (8.6%)	3	Publix / Haynes Bridge Rd Ste B 89K (5.3%)
4	Whole Foods Market / Johnson Ferry Road NE 52.4K (6.5%)	4	Kroger / Peachtree Industrial Blvd 88.3K (5.2%)
5	Publix / Haynes Bridge Rd 51.7K (6.4%)	5	Walmart Neighborhood ... / Chamblee Tuck... 87K (5.2%)

HOLCOMB BRIDGE ROAD & EVES ROAD

Prior to Location



Post Location





FAVORITE PLACES

- Centennial High School*
- The Home Depot
- East Village

**both prior to and after*



LENGTH OF STAY

- 502.6k Estimated Visits
- Avg Stay = 32 minutes
- Peak Time = 4PM - 6PM

Sunday is the most popular day



LOCAL TRADE AREA

- East of 400 / North of River
- Traffic moves south
- Centennial High School - most popular location prior to and after



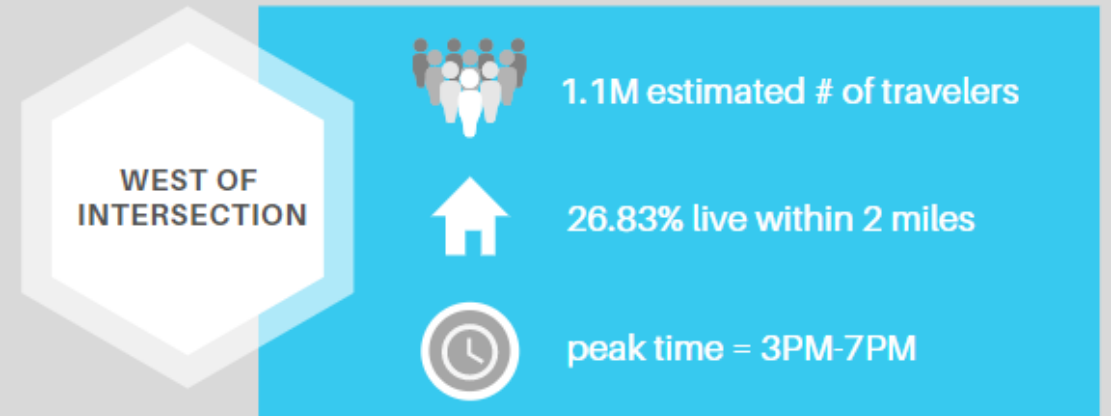
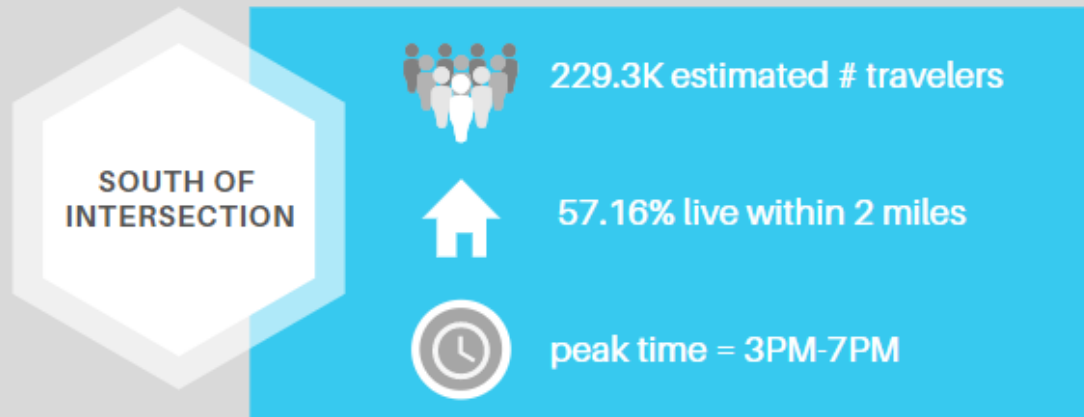
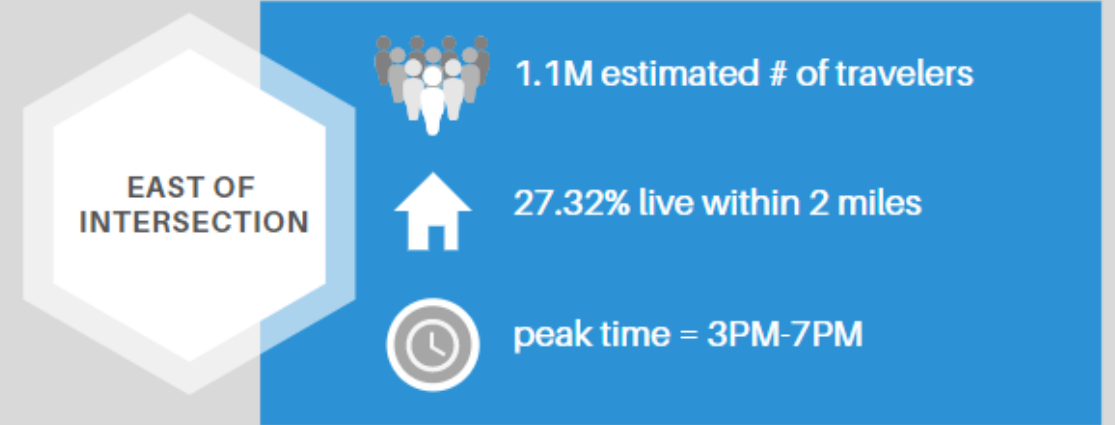
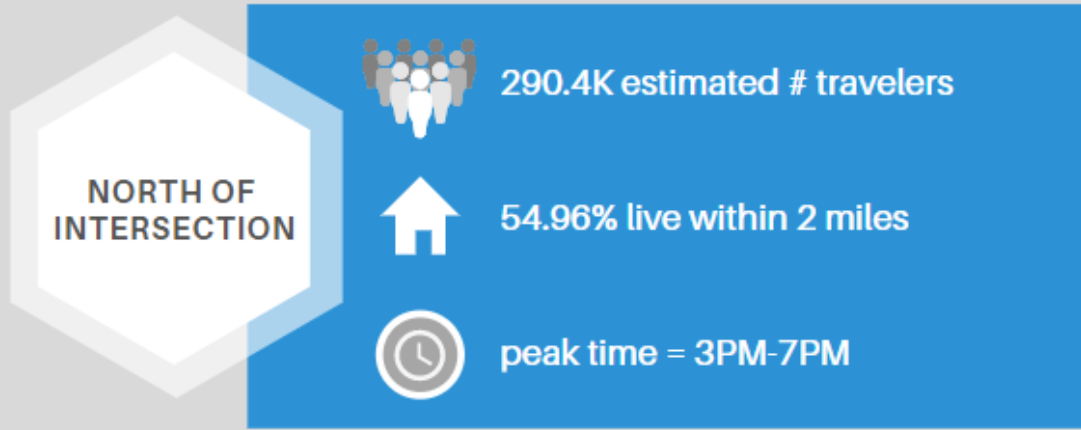
EAST ROSWELL - KROGER

East Roswell – Kroger – Visits by Distance

Trade Area Coverage by Distance



HOLCOMB BRIDGE ROAD & EVES ROAD



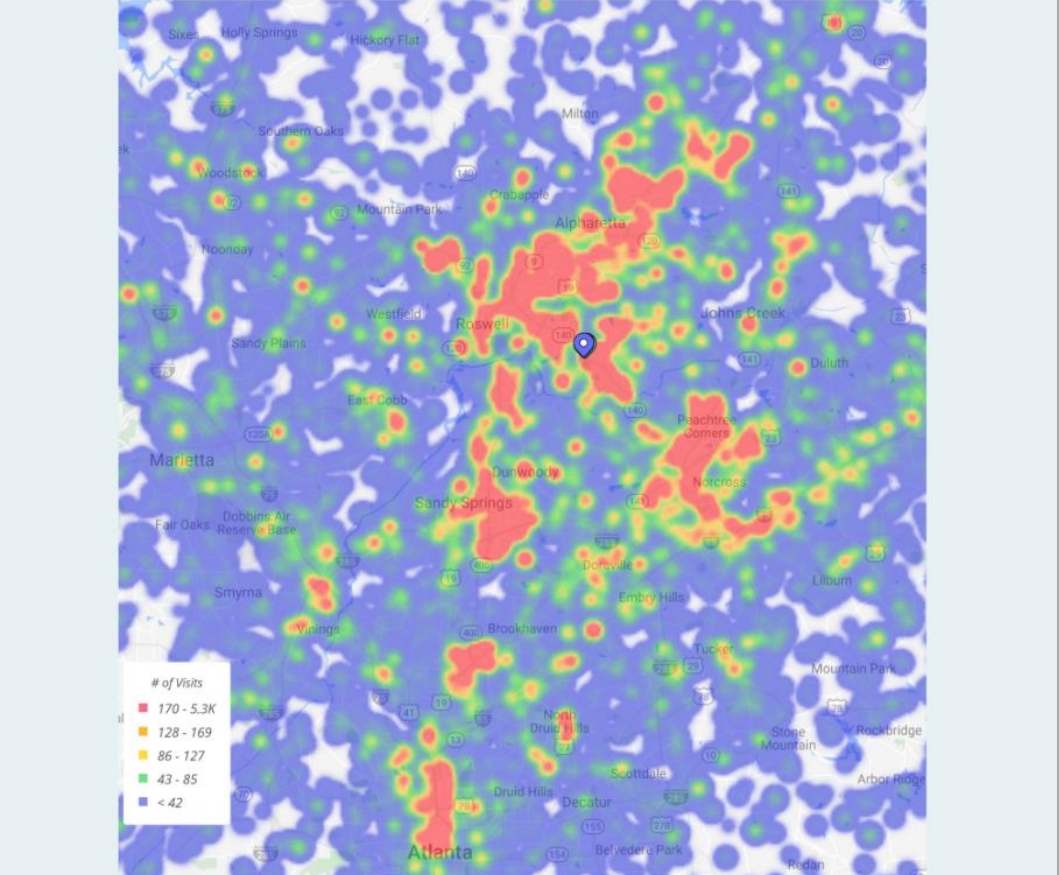
Holcomb Bridge Road & Eves Road

NEW – Mobile Mapping Data

Holcomb Bridge Rd/Eves Rd: Home Location Mobile Mapping



Holcomb Bridge Rd/Eves Rd: Work Location Mobile Mapping



Favorite Places – Apparel, Dining and Grocery

Favorite Places - Apparel

NW of Intersection		NE of Intersection	
Place	Customers	Place	Customers
1 Macy's / North Point Circle	93.6K (8.3%)	1 Macy's / North Point Circle	40.4K (13.9%)
2 Macy's / Peachtree Rd NE	68.3K (6.1%)	2 DICK'S Sporting Goods / North Point Parkway	38.5K (13.3%)
3 Marshalls / Colonial Park Drive	66.6K (5.9%)	3 Marshalls / N. Point Parkway	32.4K (11.1%)
4 Macy's / Ashford Dunwoody Road	66K (5.9%)	4 T.J. Maxx / N Point Plwy	29.2K (10.1%)
5 DICK'S Sporting Goods / North Point Parkway	61.9K (5.5%)	5 Kohl's / W Crossville Rd	25.7K (8.8%)
SE of Intersection		SW of Intersection	
Place	Customers	Place	Customers
1 Macy's / North Point Circle	82K (7.4%)	1 Macy's / North Point Circle	32.2K (14.1%)
2 DICK'S Sporting Goods / North Point Parkway	68.1K (6.2%)	2 DICK'S Sporting Goods / North Point Parkway	30.2K (13.2%)
3 Old Navy / Peachtree Pkwy	61.7K (5.6%)	3 Marshalls / N. Point Parkway	25.8K (11.3%)
4 Kohl's / W Crossville Rd	58.7K (5.3%)	4 Kohl's / W Crossville Rd	19.4K (8.4%)
5 Nordstrom / Ashford Dunwoody Rd NE	55.8K (5.1%)	5 T.J. Maxx / N Point Plwy	19.3K (8.4%)

Favorite Places - Groceries

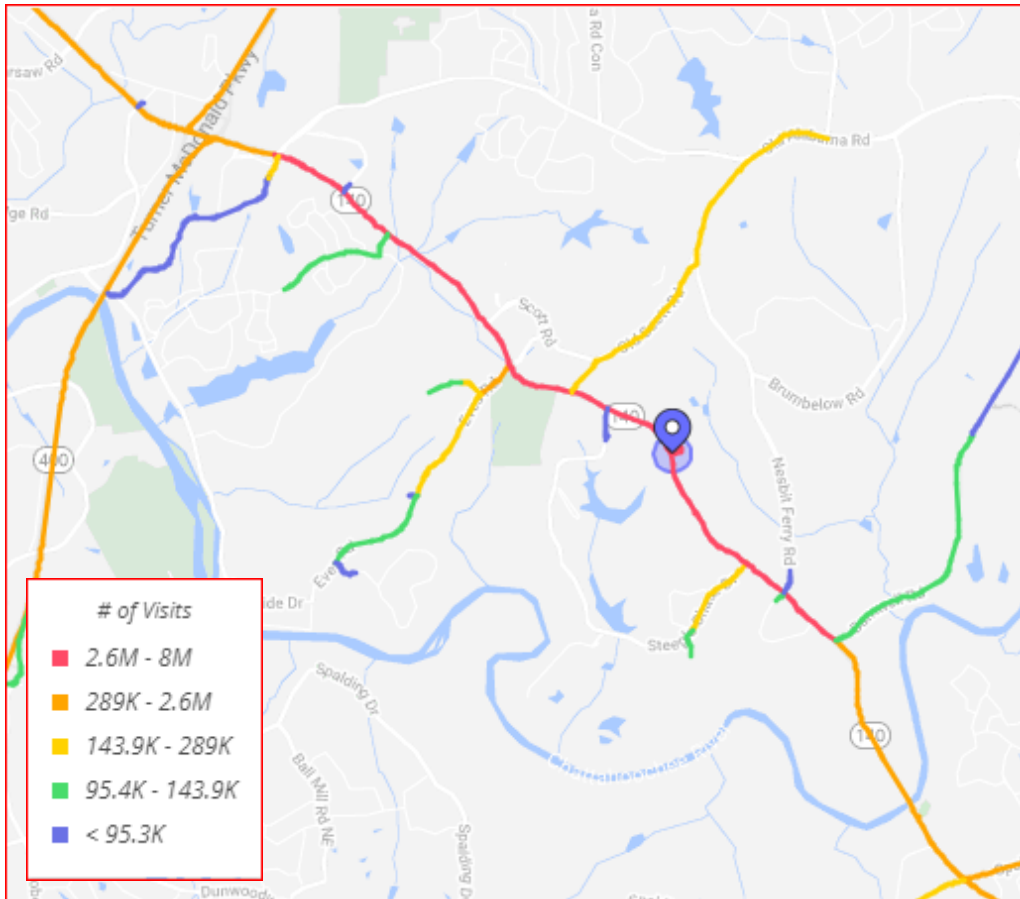
NW of Intersection		NE of Intersection	
Place	Customers	Place	Customers
1 Buford Highway Farmers Ma... / Buford Hwy ...	78.8K (7%)	1 Kroger / Holcomb Bridge Rd	45.5K (15.7%)
2 Whole Foods Market / Old Milton Pkwy	74.1K (6.6%)	2 Kroger / Old Alabama Rd	41.4K (14.3%)
3 Walmart Neighborhood ... / Chamblee Tuck...	67.9K (6.1%)	3 Publix / Market Blvd Ste 600	36.9K (12.7%)
4 Kroger / Holcomb Bridge Rd Suite 2000	67.5K (6%)	4 Kroger / Holcomb Bridge Rd Suite 2000	36.9K (12.7%)
5 Kroger / Old Alabama Rd	63.7K (5.7%)	5 Publix / Haynes Bridge Rd	31.8K (10.9%)
SE of Intersection		SW of Intersection	
Place	Customers	Place	Customers
1 Publix / Holcomb Bridge Rd	71.6K (6.5%)	1 Kroger / Holcomb Bridge Rd	37.9K (16.5%)
2 Walmart Neighborhood ... / Chamblee Tuck...	68.5K (6.2%)	2 Publix / Market Blvd Ste 600	33.1K (14.4%)
3 Whole Foods Market / Old Milton Pkwy	59.8K (5.4%)	3 Kroger / Holcomb Bridge Rd Suite 2000	30.5K (13.3%)
4 Buford Highway Farmers Ma... / Buford Hwy ...	57.7K (5.2%)	4 Publix / Haynes Bridge Rd	27K (11.8%)
5 Kroger / Holcomb Bridge Rd Suite 2000	56.5K (5.1%)	5 Kroger / Old Alabama Rd	26.9K (11.7%)

Favorite Places - Dining

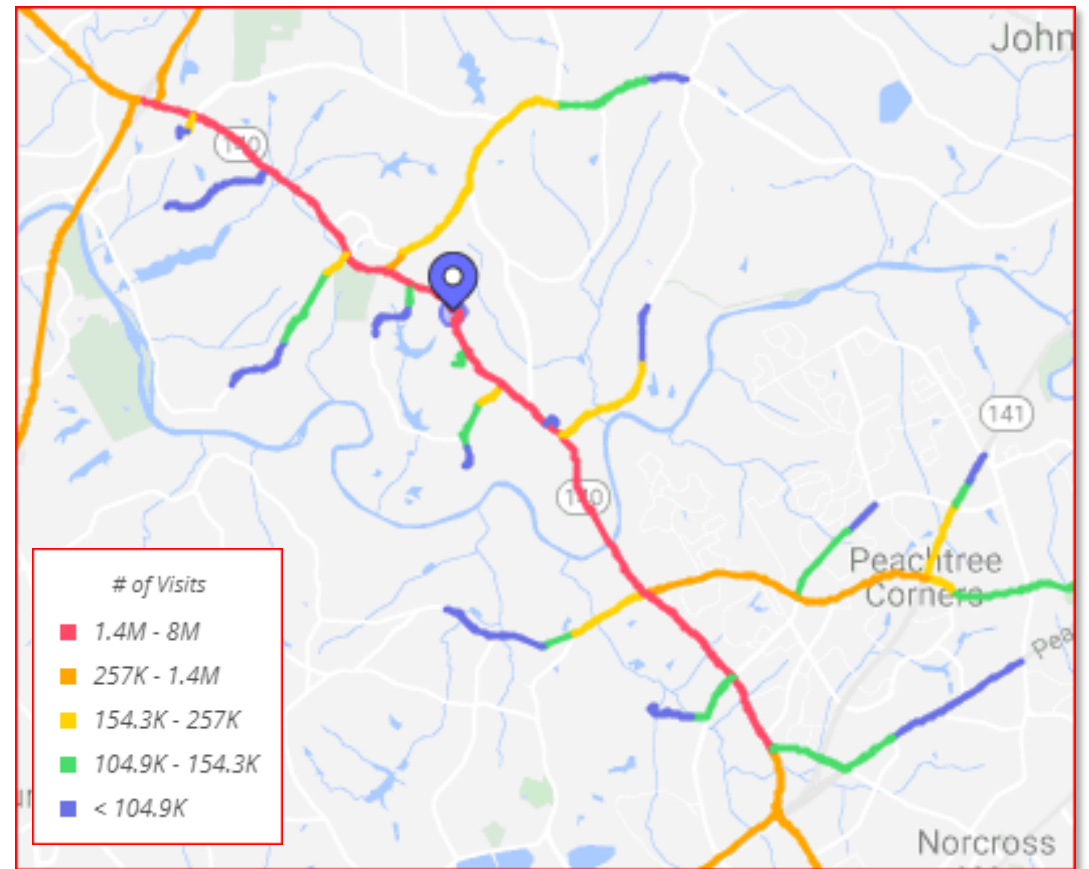
NW of Intersection		NE of Intersection	
Place	Customers	Place	Customers
1 Food Court At North Point Mall / N Point Cir	127.3K (11.3%)	1 Food Court At North Point Mall / N Point Cir	56.3K (19.4%)
2 Kona Grill / Avalon Blvd	73.6K (6.6%)	2 Monterrey Roswell / Holcomb Bridge Rd Ste 101	45.9K (15.8%)
3 Chick-fil-A / Ashford Dunwoody Rd Ne	69.3K (6.2%)	3 Chick-fil-A / Holcomb Bridge Rd	35.7K (12.3%)
4 Antico Pizza Avalon / Avalon Blvd	62.3K (5.6%)	4 Chick-fil-A / Holcomb Bridge Rd	28.5K (9.8%)
5 Chick-fil-A / Holcomb Bridge Rd	58.3K (5.2%)	5 The Cheesecake Factory / N Point Cir	27.6K (9.5%)
SE of Intersection		SW of Intersection	
Place	Customers	Place	Customers
1 Food Court At North Point Mall / N Point Cir	120.1K (10.9%)	1 Food Court At North Point Mall / N Point Cir	39.3K (17.1%)
2 Chick-fil-A / Peachtree Pkwy	93.7K (8.5%)	2 Monterrey Roswell / Holcomb Bridge Rd Ste 101	29.2K (12.7%)
3 Chick-fil-A / Ashford Dunwoody Rd Ne	72.6K (6.6%)	3 Chick-fil-A / Holcomb Bridge Rd	28.1K (12.3%)
4 Kona Grill / Avalon Blvd	69.3K (6.3%)	4 Chick-fil-A / Holcomb Bridge Rd	22K (9.6%)
5 Chick-fil-A / Holcomb Bridge Rd	66K (6%)	5 The Cheesecake Factory / N Point Cir	19.2K (8.4%)

HOLCOMB BRIDGE ROAD

Prior to Location



Post Location



HOLCOMB BRIDGE ROAD

FORMER TARGET
INTERSECTION



1M estimated # of travelers



62.52% live within 10 miles



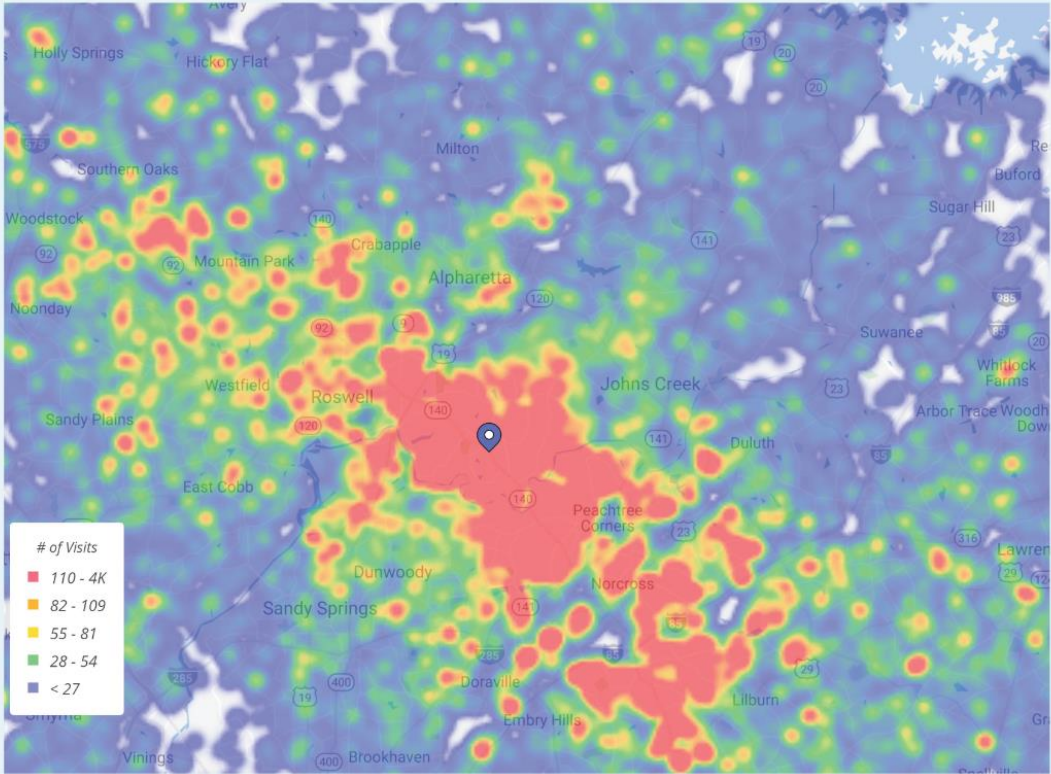
peak time = 3PM-7PM

Due to Target closure, there is very limited data at entrance to center, therefore we used one point on Holcomb Bridge Road to represent this node in East Roswell.

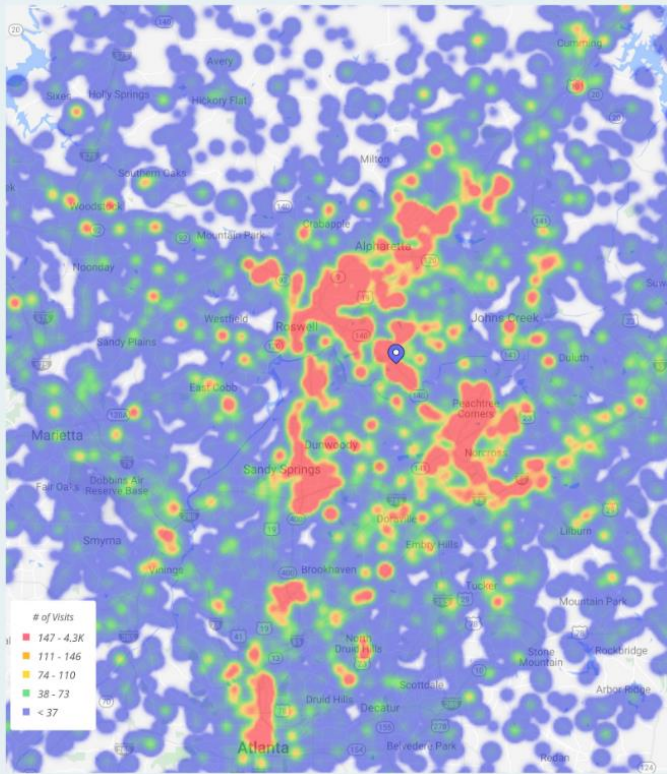
Holcomb Bridge Road

NEW – Mobile Mapping Data

Holcomb Bridge Rd/Old Target Center: Home Location Mobile Mapping



Holcomb Bridge Rd/Old Target Center: Work Location Mobile Mapping



Favorite Places – Apparel, Dining and Grocery

All **Apparel** Dining Electronics Fitness Groceries ▾

Min. Visit **1** Download ▾

2838 Holcomb Bridge Rd

	Place	Customers
1	Macy's / North Point Circle	94.7K (9.4%)
2	T.J. Maxx / N Point Pkwy	68.4K (6.8%)
3	Marshalls / N. Point Parkway	68K (6.7%)
4	DICK'S Sporting Goods / North Point Parkway	62.3K (6.2%)
5	Macy's / Peachtree Rd NE	58.1K (5.8%)

All Apparel Dining Electronics Fitness **Groceries** ▾

Min. Visit **1** Download ▾

2838 Holcomb Bridge Rd

	Place	Customers
1	Walmart Neighborhood Market / Chamblee Tucker Rd	68.7K (6.8%)
2	Kroger / Holcomb Bridge Rd Suite 2000	66.7K (6.6%)
3	Buford Highway Farmers Market / Buford Hwy NE	65.3K (6.5%)
4	Kroger / Old Alabama Rd	61K (6%)
5	Kroger / Steve Reynolds Blvd	60.2K (6%)

All Apparel **Dining** Electronics Fitness Groceries ▾

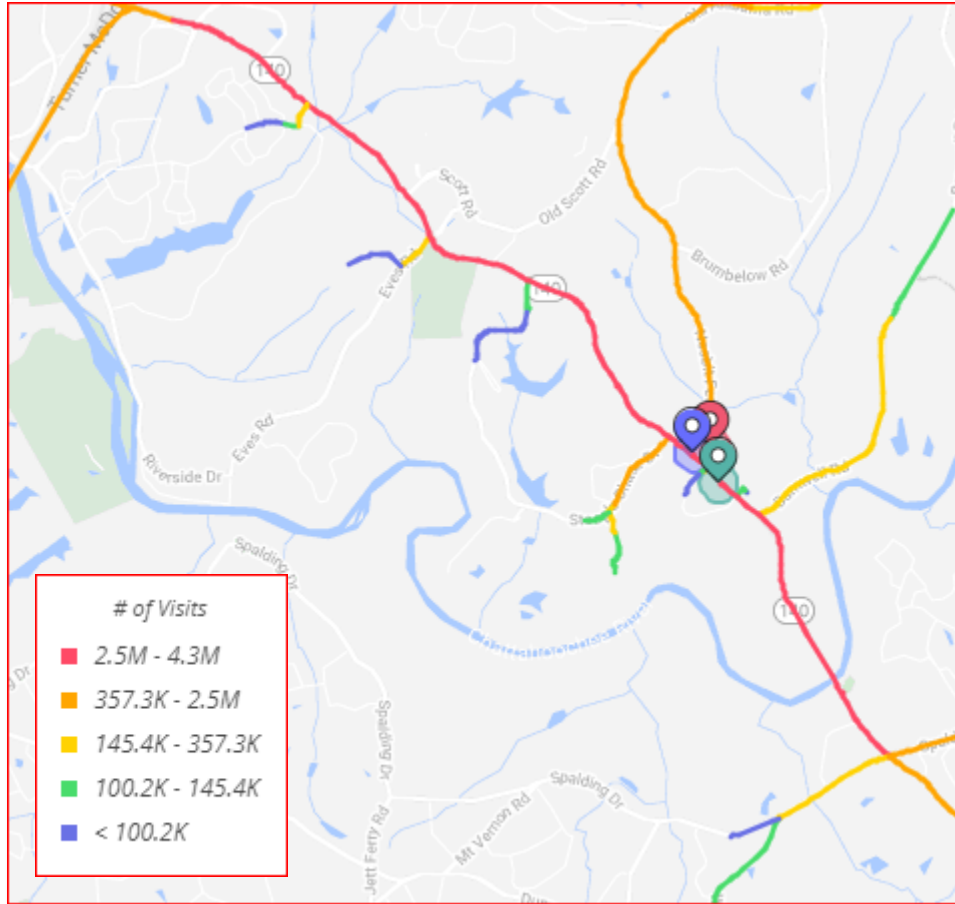
Min. Visit **1** Download ▾

2838 Holcomb Bridge Rd

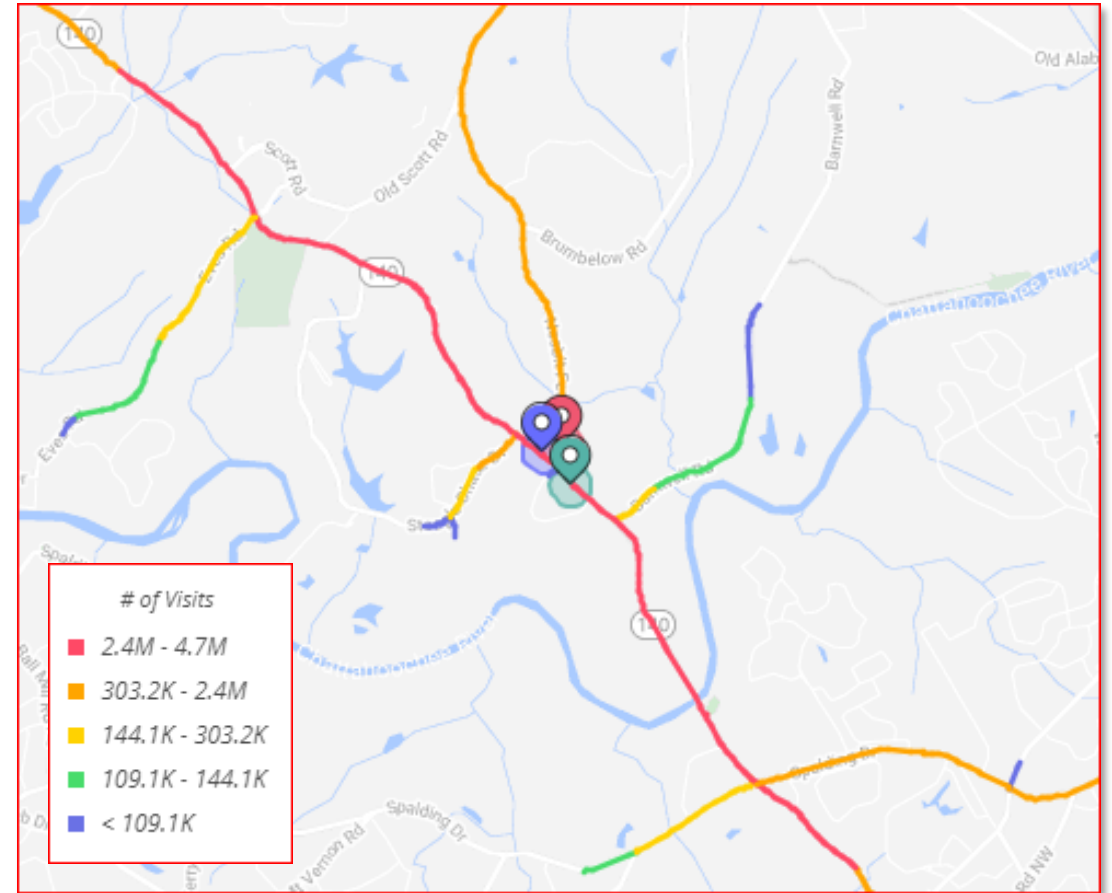
	Place	Customers
1	Food Court At North Point Mall / N Point Cir	141.6K (14%)
2	Kona Grill / Avalon Blvd	67.4K (6.7%)
3	Chick-fil-A / Peachtree Pkwy	67.2K (6.7%)
4	Chick-fil-A / Ashford Dunwoody Rd Ne	60.9K (6%)
5	Chick-fil-A / Holcomb Bridge Rd	59.7K (5.9%)

HOLCOMB BRIDGE ROAD & NESBIT FERRY ROAD

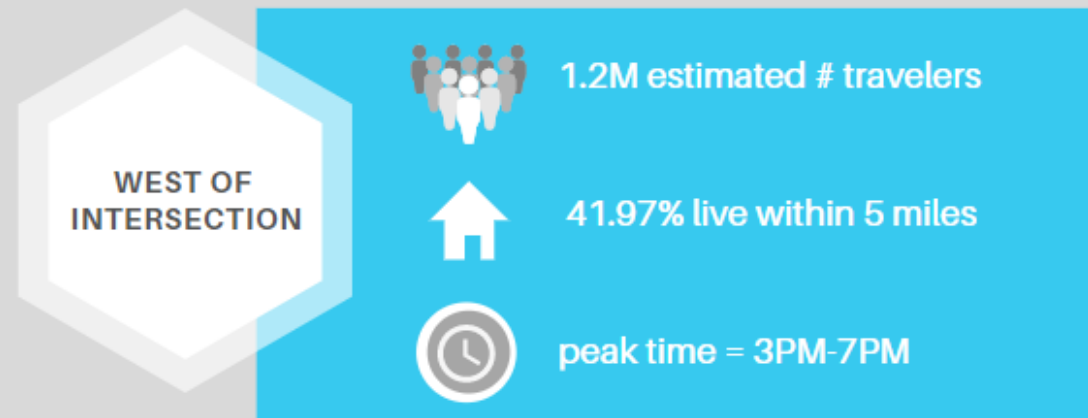
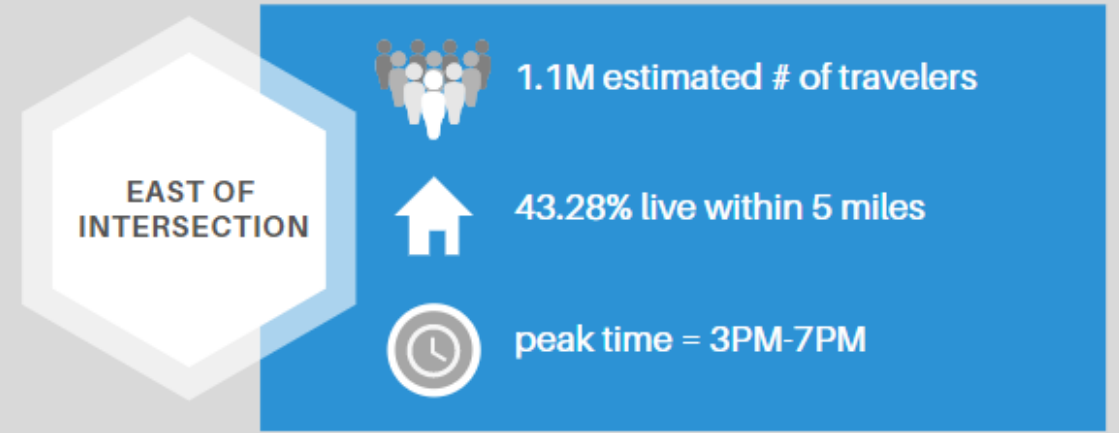
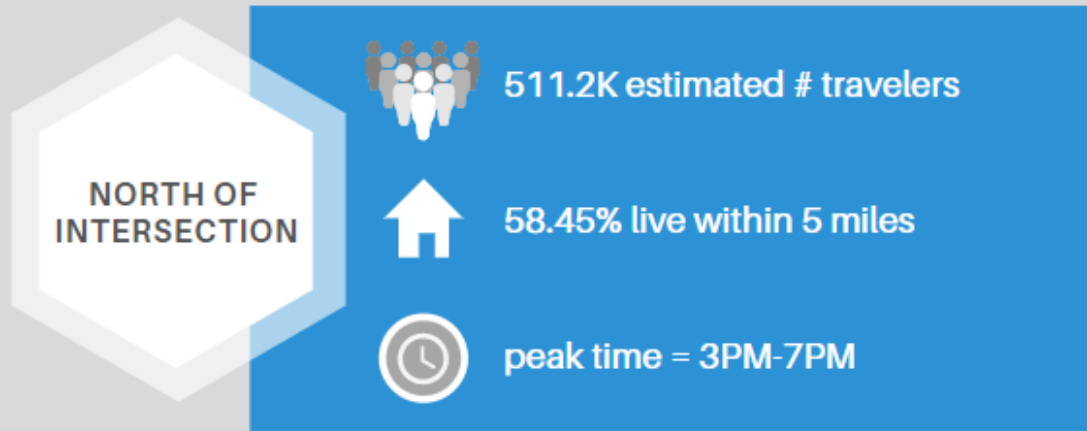
Prior to Location



Post Location



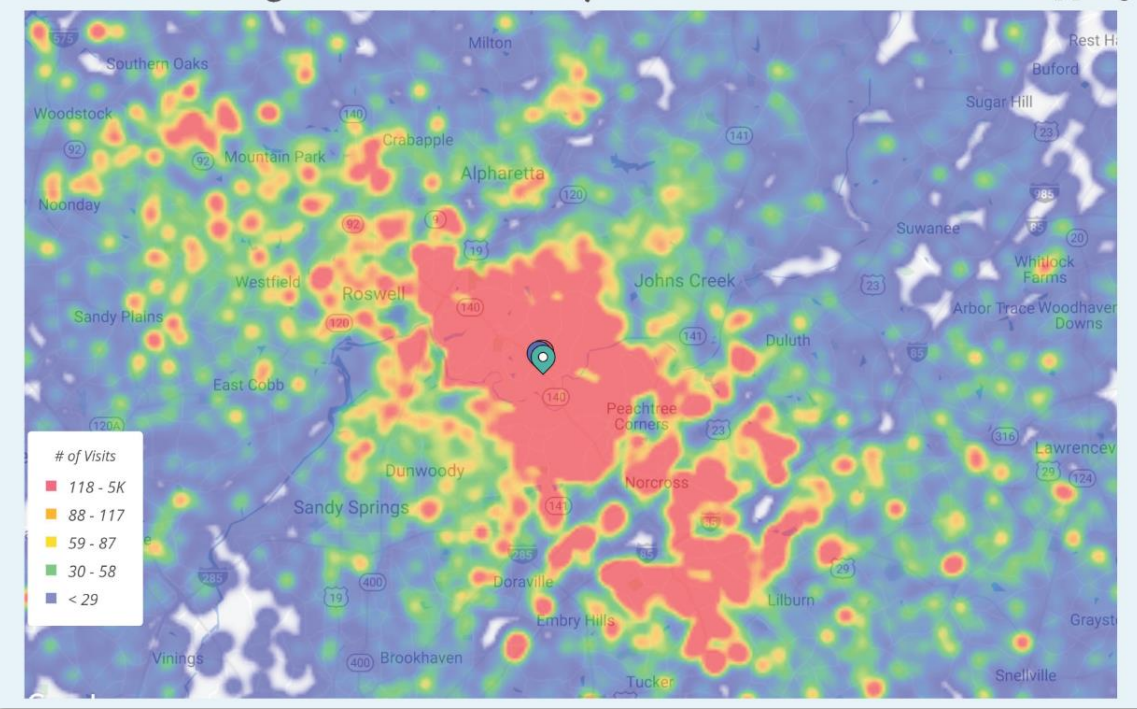
HOLCOMB BRIDGE ROAD & NESBIT FERRY ROAD



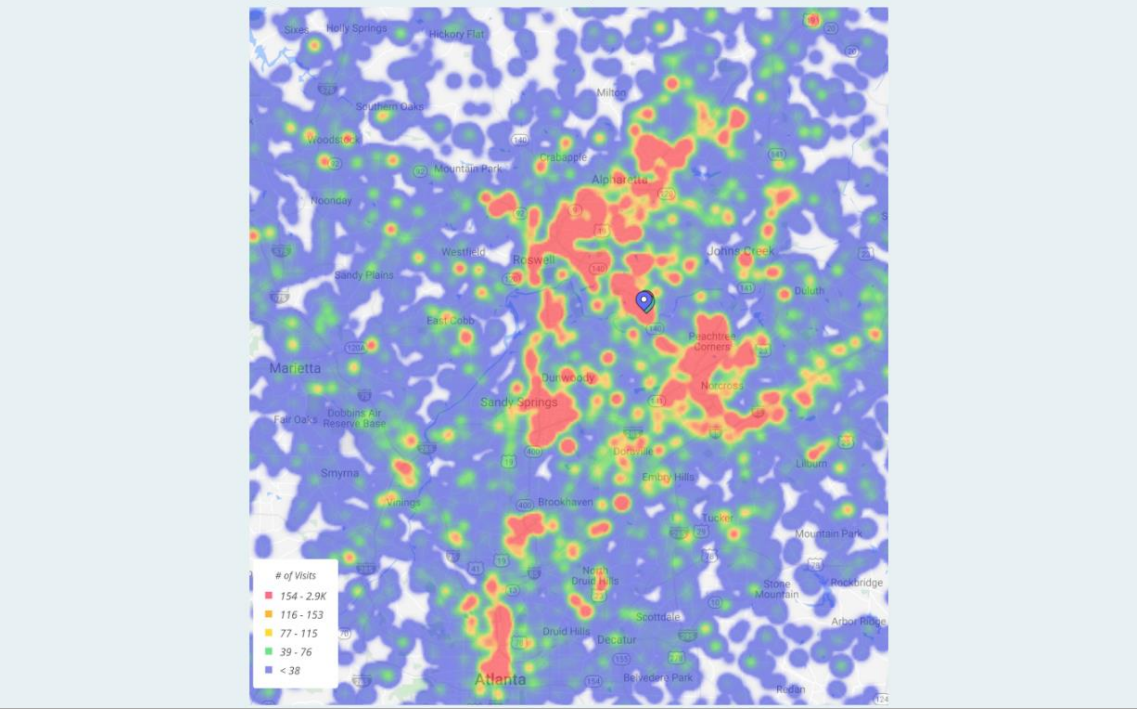
Holcomb Bridge Road & Nesbit Ferry Road

NEW – Mobile Mapping Data

Holcomb Bridge Rd/Nesbit Ferry Rd: Home Location Mobile Mapping



Holcomb Bridge Rd/Nesbit Ferry Rd: Work Location Mobile Mapping



Favorite Places – Apparel, Dining and Grocery

Favorite Places - Apparel

West of Intersection		North of Intersection	
Place	Customers	Place	Customers
1	Macy's / North Point Circle 92.8K (8.8%)	1	Macy's / North Point Circle 56.1K (11%)
2	Marshalls / N. Point Parkway 79.5K (7.5%)	2	DICK'S Sporting Goods / North Point Parkway 53.3K (10.4%)
3	Macy's / Ashford Dunwoody Road 71.3K (6.7%)	3	Marshalls / N. Point Parkway 52.4K (10.3%)
4	DICK'S Sporting Goods / North Point Parkway 70.5K (6.7%)	4	T.J. Maxx / N Point Pkwy 40.9K (8%)
5	T.J. Maxx / N Point Pkwy 62.7K (5.9%)	5	Macy's / Ashford Dunwoody Road 40.1K (7.9%)
South of Intersection			
Place	Customers		
1	Macy's / North Point Circle 97.1K (8.2%)		
2	Marshalls / N. Point Parkway 72.4K (6.1%)		
3	Marshalls / Satellite Boulevard 71.2K (6%)		
4	DICK'S Sporting Goods / North Point Parkway 70.2K (5.9%)		
5	T.J. Maxx / N Point Pkwy 69.3K (5.9%)		

Favorite Places - Dining

West of Intersection		North of Intersection	
Place	Customers	Place	Customers
1	Food Court At North Point Mall / N Point Cir 133.8K (12.6%)	1	Food Court At North Point Mall / N Point Cir 84.2K (16.5%)
2	Kona Grill / Avalon Blvd 67.1K (6.3%)	2	Chick-fil-A / Holcomb Bridge Rd 50.3K (9.8%)
3	Chick-fil-A / Ashford Dunwoody Rd Ne 66.1K (6.2%)	3	Kona Grill / Avalon Blvd 44.4K (8.7%)
4	Chick-fil-A / Peachtree Pkwy 65.4K (6.2%)	4	Chick-fil-A / Ashford Dunwoody Rd Ne 43.7K (8.6%)
5	Chick-fil-A / Holcomb Bridge Rd 55.9K (5.3%)	5	The Cheesecake Factory / N Point Cir 43.5K (8.5%)
South of Intersection			
Place	Customers		
1	Food Court At North Point Mall / N Point Cir 147.6K (12.5%)		
2	Chick-fil-A / Holcomb Bridge Rd 93.3K (7.9%)		
3	Chick-fil-A / Ashford Dunwoody Rd Ne 90K (7.6%)		
4	The Cheesecake Factory / N Point Cir 76.4K (6.5%)		
5	Chick-fil-A / Peachtree Pkwy 69.9K (5.9%)		

Favorite Places - Groceries

West of Intersection		North of Intersection	
Place	Customers	Place	Customers
1	Buford Highway Farmers Ma... / Buford Hwy ... 92K (8.7%)	1	Kroger / Old Alabama Rd 55.7K (10.9%)
2	Walmart Neighborhood ... / Chamblee Turck... 79.5K (7.5%)	2	Kroger / Holcomb Bridge Rd Suite 2000 51.1K (10%)
3	Kroger / Holcomb Bridge Rd Suite 2000 76.1K (7.2%)	3	Publix / Haynes Bridge Rd 45K (8.8%)
4	Your Dekalb Farmers Ma... / E Ponce de Leon ... 70K (6.6%)	4	Publix / Holcomb Bridge Rd 45K (8.8%)
5	Publix / Holcomb Bridge Rd 66.1K (6.2%)	5	Trader Joe's / Peachtree Pkwy 41.8K (8.2%)
South of Intersection			
Place	Customers		
1	Kroger / Holcomb Bridge Rd Suite 2000 87.7K (7.4%)		
2	Kroger / Old Alabama Rd 71.8K (6.1%)		
3	Buford Highway Farmers Market / Buford Hwy NE 67.1K (5.7%)		
4	Publix / Holcomb Bridge Rd 66.1K (5.6%)		
5	Trader Joe's / Peachtree Pkwy 65K (5.5%)		

Favorite Places – Most Popular for All Four Nodes of East Roswell

• Home Improvement

- *IKEA (16th St. NW)*
- *HomeGoods (North Point Parkway, Mount Vernon Hwy.)*
- *The Home Depot (Holcomb Bridge Rd., Roswell Rd. & Windward Pkwy., Tilly Mill Rd., State Bridge Rd., Jimmy Carter Blvd.)*

• Leisure

- *Mercedes-Benz Stadium*
- *Atlantic Station*
- *State Farm Arena*
- *AMC DINE-IN North Point*

• Shopping Center

- *Avalon Shopping Center*
- *North Point Mall*
- *North Point Marketcenter*

• Superstore

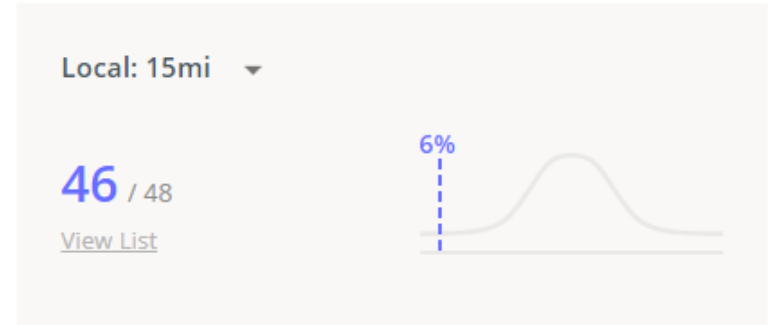
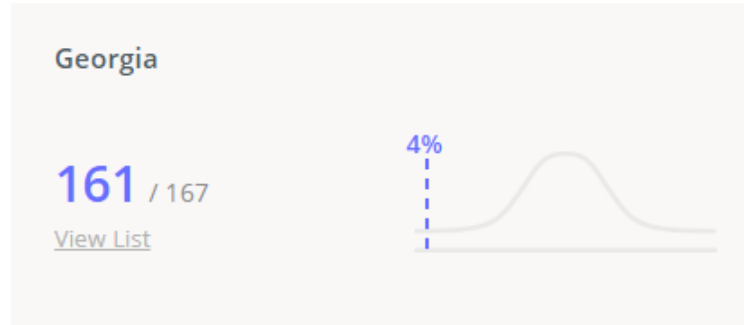
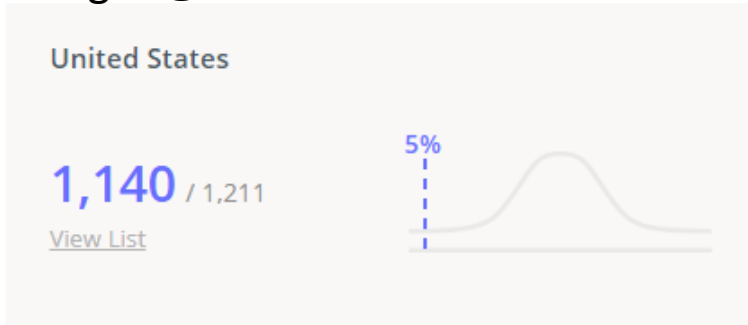
- *Target (North Point Parkway, Holcomb Bridge Rd., Woodstock Rd. & Johnson Ferry Rd.)*
- *Walmart Supercenter (Mansell Rd., Winward Pkwy. & Pleasant Hill Rd.)*
- *Costco (Jordan Court)*

These concepts appear in the top 5 for each East Roswell node

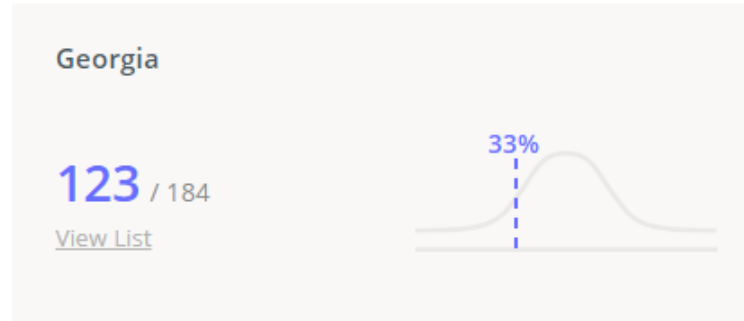
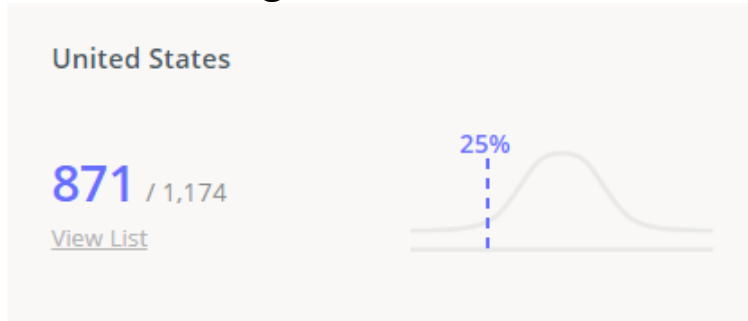
East Roswell

Rankings Based on Foot Traffic

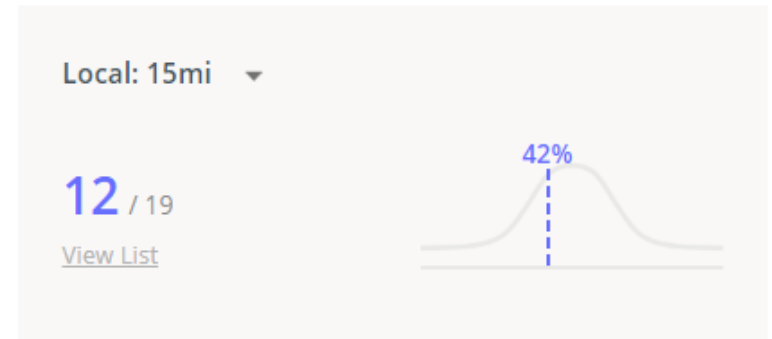
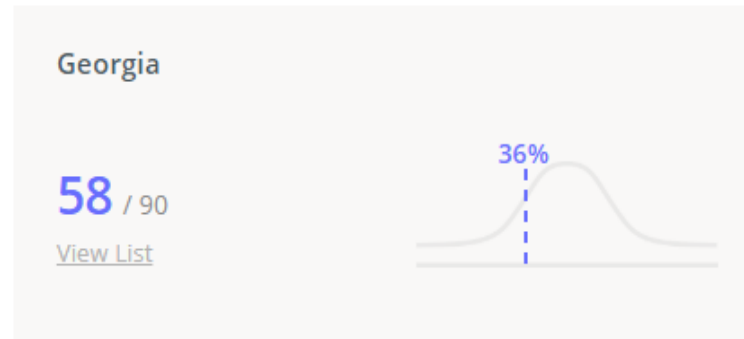
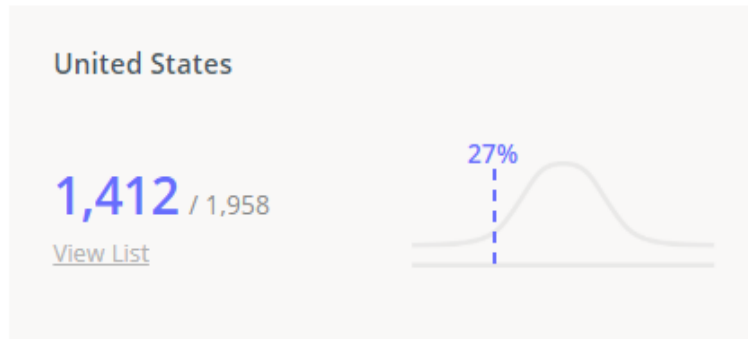
Kroger @ Eves Road



Publix at King's Market



The Home Depot @ 1580 Holcomb Bridge Road



Favorite Places – Unique Characteristics of Each Node

01

Holcomb Bridge Road & Old Alabama Road

- Nordstrom
- Nordstrom Rack
- Dillards
- Bloomingdales
- Antico Pizza Avalon
- Whole Foods
- Centennial Olympic Park
- Georgia Aquarium
- Piedmont Park

02

Holcomb Bridge Road & Eves Road

- Kohl's
- Old Navy
- Nordstrom
- Antico Pizza Avalon
- Monterrey Roswell
- Buford Highway Farmers Market
- Studio Movie Grill
- Whole Foods
- The Fox Theatre
- East Roswell Recreation Center
- Piedmont Park

03

Holcomb Bridge Road

- No Publix in top 5
- Stone Mountain Park

04

Holcomb Bridge Road & Nesbit Ferry Road

- Trader Joe's
- Your Dekalb Farmers Market
- Stone Mountain Park
- Studio Movie Grill
- Big Cinemas 8

Destinations particular to travelers through these intersections along Holcomb Bridge Road