



JOIN BEST IN CLASS USERS
A++ PRIME
**RETAIL
DEVELOPMENT**
1 OUTPARCEL
AVAILABLE

NEW BYPASS
UNDER CONSTRUCTION
I-75 Bridge (In Red) and
bypass around Barrettlakes
Blvd. Completed Fall 2024
[Click Here for More Info.](#)

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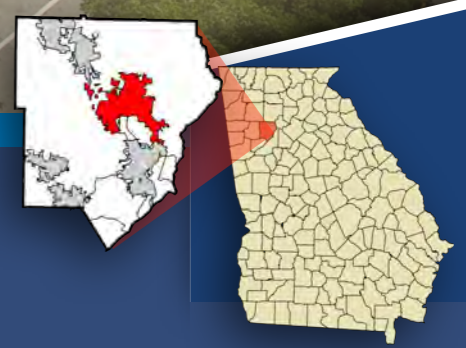
Barrett PKWY
55,500 VPD

Barrett Lakes Blvd.
3,500 VPD

FORCAST
REAL ESTATE DEVELOPMENT



BARRETT PARKWAY
845 BARRETT PARKWAY NW NW, KENNESAW, GA
ATLANTA MSA



HOME

MARKET OVERVIEW

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MARKET OVERVIEW



Kennesaw, Georgia (population 34,077) is part of the greater Atlanta metropolitan area, with easy access to Marietta and downtown Atlanta via I-75, U.S. Route 41, and State Route 3. Once an exurban bedroom community, Kennesaw has evolved into a significant employment and civic center within the 29-county Atlanta Metropolitan Statistical Area, the eighth-largest MSA in the U.S.

Kennesaw's job growth, at nearly 32%, has outpaced the region, supported by small and medium-sized businesses in sectors like transportation, warehousing, and manufacturing. The city benefits from proximity to major labor forces, transportation connections, Cobb County Airport, and active rail lines. Emerging industries include pharmaceutical, cleaning compound, and computer equipment manufacturing.

The residential market in Kennesaw is thriving with developments such as Pritchard Park, The Ellison, Kennesaw Town Center, Cantrell Crossing, and the Villas at Hickory Grove. Common Grounds Plaza and Galt Commons are planned projects, while Oakmont Industrial and Traton Homes have ongoing developments.

Metro Atlanta, a major economic hub, continues to grow in transportation, warehousing, and professional services, with projections of continued growth through 2025. Kennesaw and the Metro Atlanta region remain prime locations for business expansion and relocation.



Kennesaw State University is a public institution that was founded in 1963. It has a total undergraduate enrollment of 42,000, its setting is suburban, and the campus size is 602 acres. It utilizes a semester-based academic calendar. Kennesaw State University's ranking in the 2022 edition of Best Colleges is National Universities, #299-391.



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Barrett Walk Apartments
±300 Apartments



CLOSE PROXIMITY
TO HOUSEHOLDS &
SCHOOLS



KENNESAW STATE
UNIVERSITY



STRONG CAR
TRAFFIC

LOCATED NEAR KENNESAW
STATE UNIVERSITY
44,000 Students



RETAIL CENTER OF
GRAVITY CLOSE
PROXIMATION



HIGH DENSITY
POPULATION
166,039 within a
5 mile radius



GREAT ACCESS TO I-75
VPD - 150,000



ALL UTILITIES
AVAILABLE



LOCATED NEAR
EMPLOYMENT
OPPORTUNITIES



TOWN CENTER
AT COBB
A SIMON MALL

124 Stores & Restaurants
± 7M Visitors Per Year



SURROUNDING RETAILERS & BUSINESSES



... many more!



TRAFFIC COUNTS



I-75
150,000 VPD

Barrett PKWY
55,500 VPD

AREA HIGHLIGHTS

DENSE RETAIL CORRIDOR WITH CLOSE PROXIMITY TO MAJOR ECONOMIC DRIVERS

» Hard Corner Location with Excellent Access and Visibility along Barrett Parkway & Greers Chapel Road NW

58,380 Combined AADT

» Strategically Situated Between Major Atlanta MSA Arterials

Interstate 75 & 575 – 228,300 AADT – One of the Busiest Interchanges in Georgia

Cobb Parkway N/U.S. Route 41 – 32,800 AADT

» **Prominent Retail Node in Northern Atlanta – Low Submarket Vacancy of 3%**

Near Town Center at Cobb – Over 1.2M SF of Retail

Across from Kennesaw Marketplace – New Mixed-Use Development Anchored by Whole Foods

Other Notable Retailers in the Area Include Costco, Walmart, Target, Publix, Home Depot, REI, LA Fitness, and many more

» **Near Kennesaw State University – 44,000+ Students & Staff**

2nd Largest University System in Georgia

Annual Economic Impact of Approximately \$1.7 Billion

» **In Proximity to Notable Multifamily Complexes**

Ridenour Development – Three Apartment Complexes Totaling 768 Units

Manor Barrett – 347 Unit Luxury Mid-Rise Development

» **NEW BYPASS - UNDER CONSTRUCTION**

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DEMOGRAPHIC HIGHLIGHTS

» **Dense, Affluent Demographics within 5 Mile Radius**

Daytime Population of 166,039

Average Household Income of \$129,484

» **Atlanta MSA is the 10th Largest Metropolitan Economy in the U.S.**

GDP of Approximately \$397 Billion

» **Approximately 22 Miles from Downtown Atlanta**

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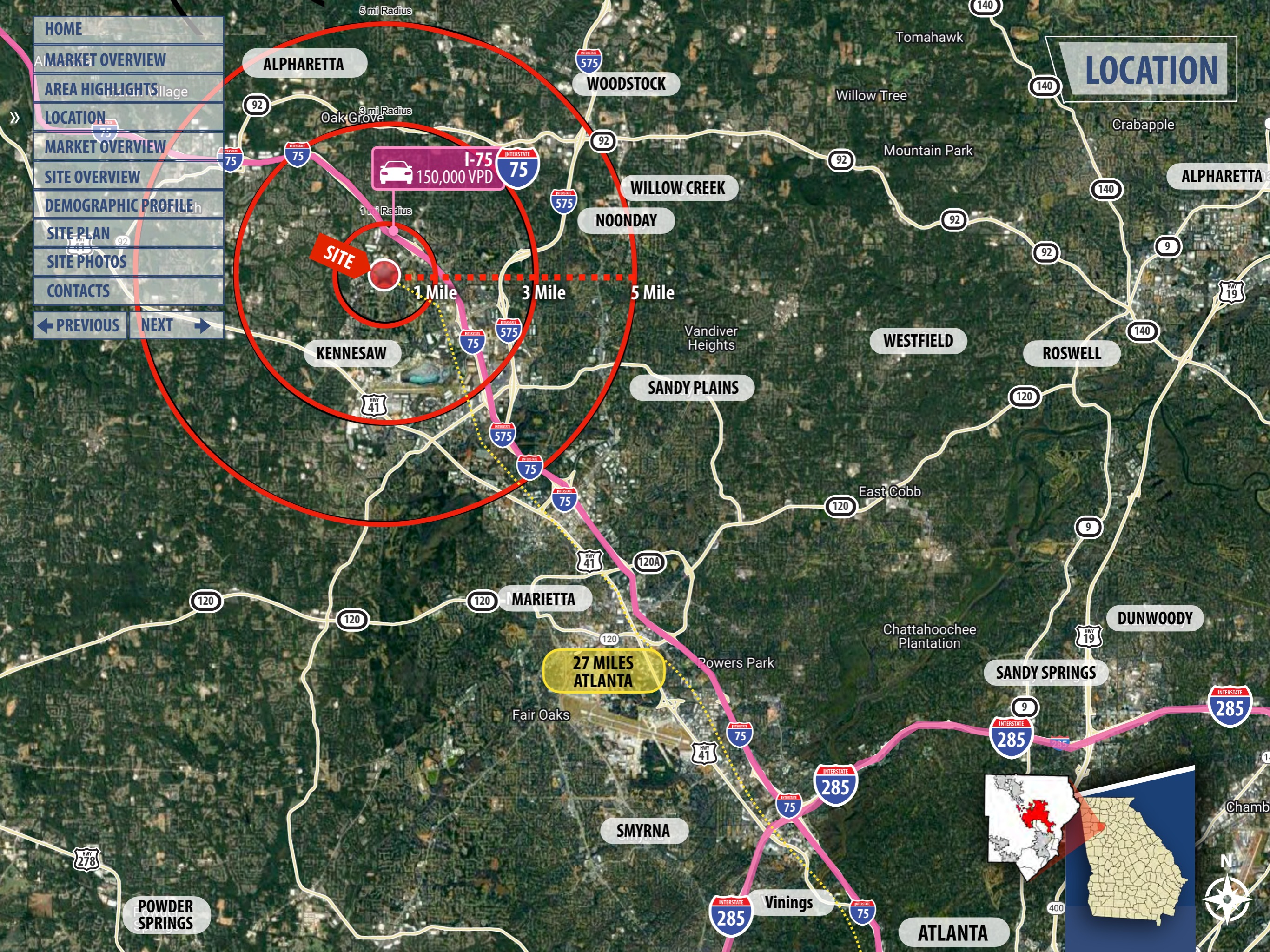
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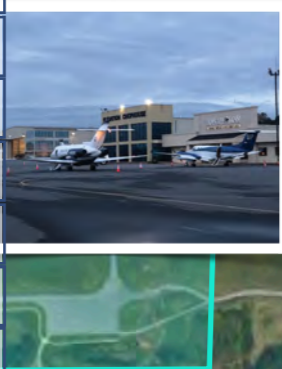
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Cobb County International Airport
±77K Flights Per Year
An average of 300 flight operations per day. 50 acres of ramp space. 500,000 sq. ft.

TOWN CENTER AT COBB
124 Stores & Restaurants
± 7M Visitors Per Year

MARKET OVERVIEW

HOBBY LOBBY
The Good Feet Store
America's Best Support Experts

DEL TACO
MOD PIZZA

CAVA
sleep & number
crumbl cookies
petco
RELAX THE BACK

target
SHOE CARNIVAL
OUTBACK STEAKHOUSE

OLD NAVY
CVS pharmacy
Pizza Hut

Total Wine & More
MAV'S
ULTA

Barrett Pkwy
55,500 VPD

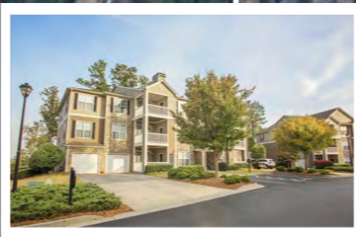
I-575
78,300 VPD

I-75
150,000 VPD

HWY 41
32,800 VPD

SITE

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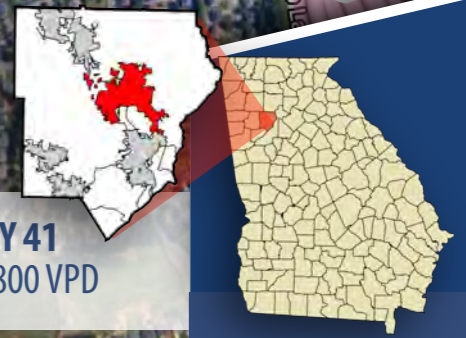


Barrett Walk Apartments
±300 Apartments



TRAFFIC COUNTS

Barrett Pkwy	I-75	HWY 41
55,500 VPD	150,000 VPD	32,800 VPD




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Jim Ellis Kia of Kennesaw



Jim Ellis Volkswagen Kennesaw




Subaru of Kennesaw

SITE OVERVIEW



Barrett Pkwy
55.500 VPD



Home Center Dr.
2,400 VPD



Barrett Lakes Blvd.
3.500 VPD

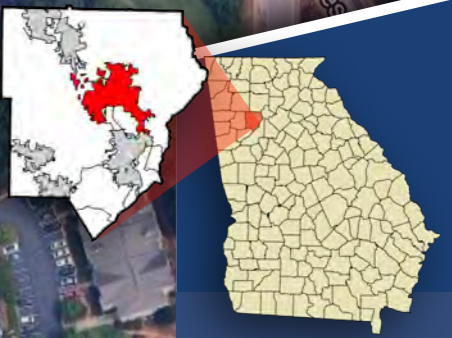


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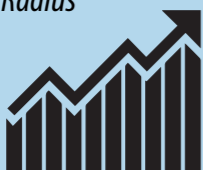
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DEMOGRAPHIC PROFILE

POPULATION	1 MILE	3 MILE	5 MILE	10 MILE
2024 Estimated Population	6,923	54,763	179,539	697,866
2029 Projected Population	7,369	57,563	185,591	725,278
Projected Annual Growth 2024 to 2029	446 - 1.3%	2,773 - 1.0%	6,052 - 0.7%	27,412 - 0.8%
HOUSEHOLDS				
2024 Estimated Households	3,372	22,938	70,489	268,080
2029 Projected Households	3,651	24,497	73,698	281,912
HOUSEHOLD INCOME				
2024 Estimated Median Household Income	\$97,874	\$94,917	\$106,916	\$112,003
BUSINESSES				
2024 Estimated Total Businesses	1,012	5,455	14,052	46,167
2024 Estimated Total Employees	12,488	63,036	120,838	322,127


# OF EMPLOYERS	MAJOR EMPLOYERS IN METRO ATLANTA
34,500	Delta Air Lines
32,091	Emory Univerisy & Emory Healthcare
16,510	The Home Depot
16,000	Northside Hospital
15,900	Piedmont Healthcare
15,591	Publix Super Markets
15,353	Wellstar Health System
15,000	The Kroger Co.
15,000	AT&T
14,594	UPS

10 Mile Radius




\$112,003

MEDIAN HH INCOME




697,866

POPULATION




268,080

HOUSHOLDS



1.8%

UNEMPLOYMENT RATE



563,620

LABOR FORCE

Applied Geographic Solutions





SITE PLAN



SITE PLAN



SITE PLAN

 **HAVERTYS**
MAKES IT HOME

 **ROOMS
TO GO**

 **Raising
Cane's**
CHICKEN FINGERS





Jim Ellis Volkswagen
Kennesaw



SITE PLAN



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REAL ESTATE DEVELOPMENT

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