



SITE SELECTION STRATEGY

DRESS SHOP

Metro Atlanta Location Study

A data-driven search for the best retail areas for a dress shop.

Prepared by Retail Gravity | August 2026 | Prepared for Client — Confidential

WHERE THE STORE SHOULD LOOK

PHASE 1 · FIVE PRIORITY AREAS

Starting with Metro Atlanta's 277 retail nodes, here are the top 5 areas that rank highest for a dress destination.

1

Gwinnett Place

Composite 88.6 · 3 nodes

2

Mall of Georgia

Composite 71.9 · 4 nodes

3

Downtown

Composite 71.7 · 9 nodes

4

Lawrenceville

Composite 66.5 · 3 nodes

5

Alpharetta

Composite 62.8 · 2 nodes

THE CURRENT STORE

Existing store · Composite 45.5

An excellent retail node, but ranks weak in all other factors. Zero dress competitors within 3 mi means no destination synergy, and the 12-mi demographic data sits below the metro median.

WHAT DRIVES THE RANKING

- 25% Demographics - primary trade area (5 mi)
- 15% Demographics - extended trade area (12 mi)
- 20% High-school female enrollment (5 mi)
- 20% Competition synergy (3 mi) - scored as a positive
- 20% Retail Gravity Index (daily-traffic drivers)

Hispanic population is shown as context but not included in the analysis.

APPROACH

A TWO-PHASE PROCESS

277

TOTAL RETAIL NODES — the seed points of Metro Atlanta retail, each anchored by daily-traffic drivers

5

WEIGHTED FACTORS — demographics, enrollment, competition synergy, Retail Gravity Index

5

TOP RANKED PRIORITY AREAS — the result of Phase 1 and the basis for the Phase 2 deep-dive

PHASE 1 • METRO-WIDE SCREEN

All 277 retail nodes are scored on five weighted factors, then grouped and ranked into priority areas:

- **Demographics** — high school age females and family profile, 5-mi primary + 12-mi extended trade areas
- **School enrollment** — public + private HS girls within 5 mi
- **Competition** — specialty dress stores within 3 mi, weighted by Google reviews and scored as a positive (a shopping destination draws more traffic than it cannibalizes)
- **Retail Gravity Index** — quality/quantity of daily-traffic retail at the node

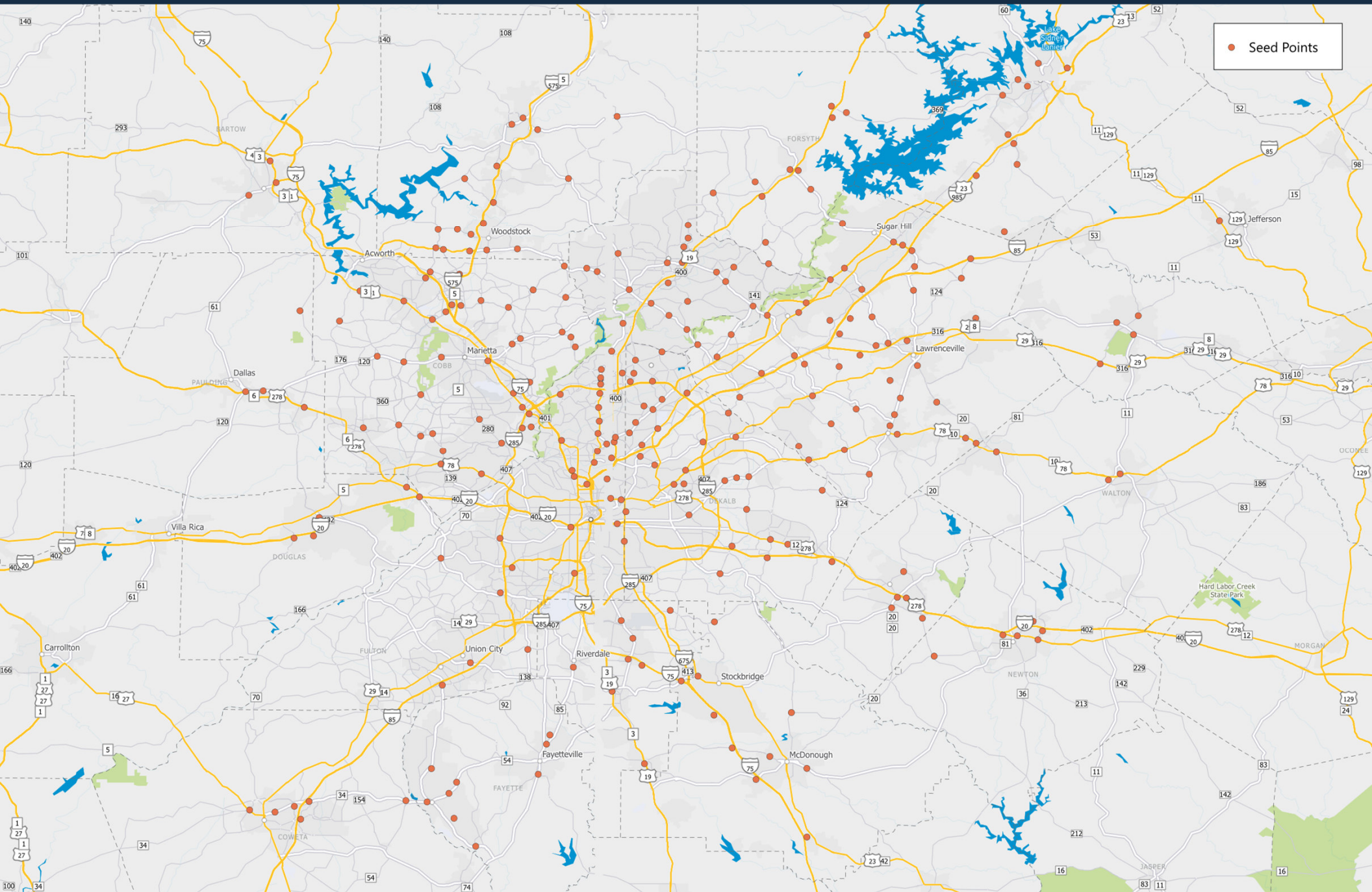
Context only (not scored): Hispanic population (Quinceañera)

PHASE 2 • PRIORITY AREA DEEP-DIVE

Data gathered only for the priority areas:

- **Recommended Target** — shopping centers and/or intersections within the area to focus your efforts
- **Optionality** — an assessment on the quantity of retail space in the focus area
- **Estimated Rent** — a rough estimate for comparison purposes
- **Area Traffic Drivers** — a list of major retailers that that will help drive traffic around a potential location
- **Recommendation** — final thoughts on the area, plus any negatives or positives that stand out.

RETAIL NODES (SEED POINTS)



HOW NODES WERE SCORED

THE FIVE WEIGHTED FACTORS

Demographics — primary (5 mi) 25%

Est. females 14–18 · % households w/ children · avg household size

Demographics — extended (12 mi) 15%

Female population 0–24 · projected population growth

HS female enrollment (5 mi) 20%

Public and private school grades 9–12

Competition synergy (3 mi) 20%

Google reviews, specialty dress stores only
Alt. scenario with department stores in appendix

Retail Gravity Index 20%

Quality and quantity of nearby retail

WEIGHTED SCORING MODEL

Universe

All 277 Metro Atlanta retail nodes (seed points). The current store sits on a node and is scored like every other candidate.

Scored nodes are then grouped into defined priority areas and a composite score is calculated from its member node scores.

Trade areas

Primary = 5 mi (core). Extended = 12 mi (~30 min drive to match destination shopping experience).

Normalization

Every metric is z-scored across the 277 nodes, so each factor is measured on a common scale. Rescaled 0–100 for readability.

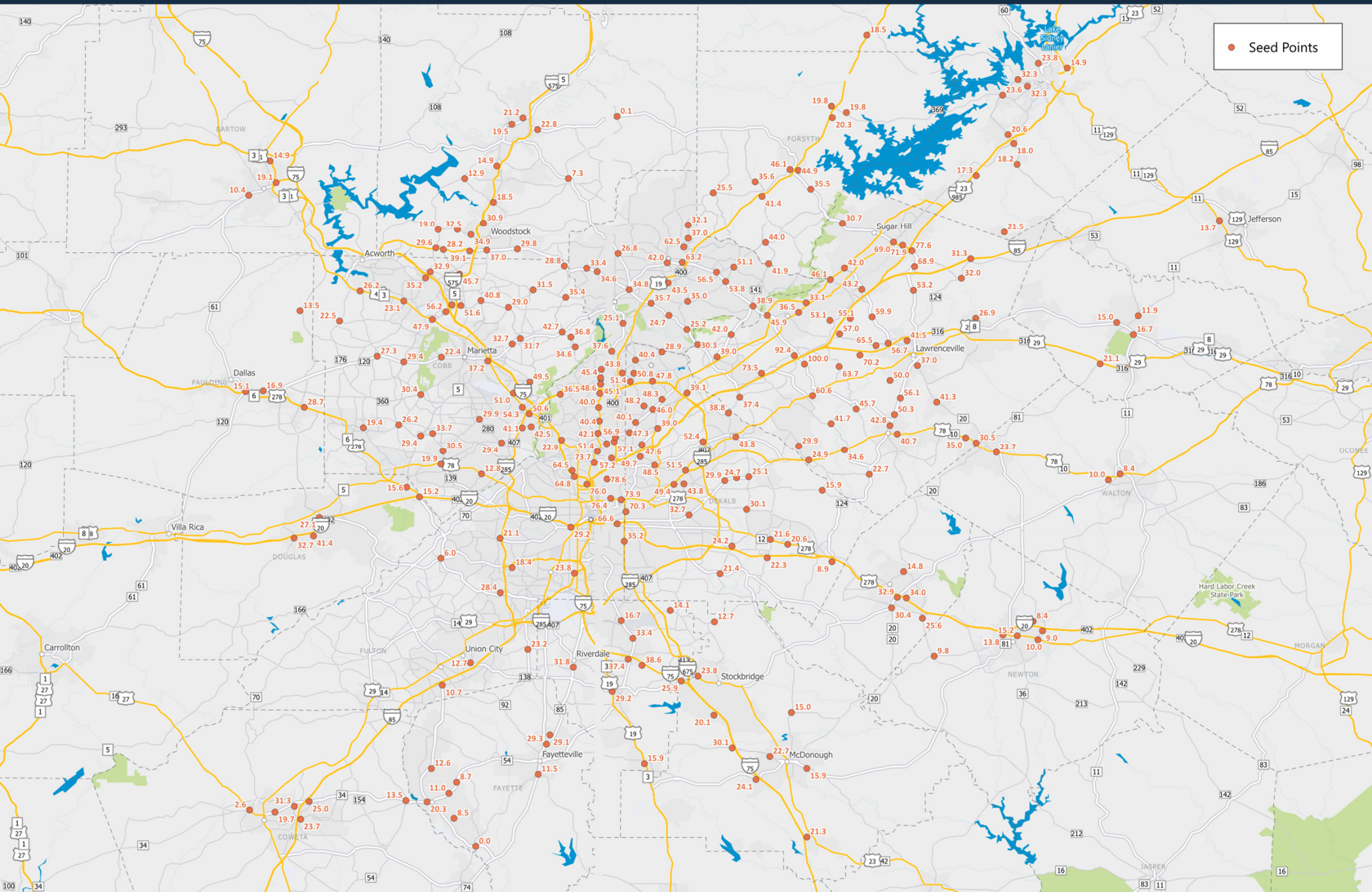
Competition as a positive

Specialty dress stores within 3 mi, weighted by Google review count (a sales/traffic proxy). Clustering creates synergy and a destination experience, not a negative penalty.

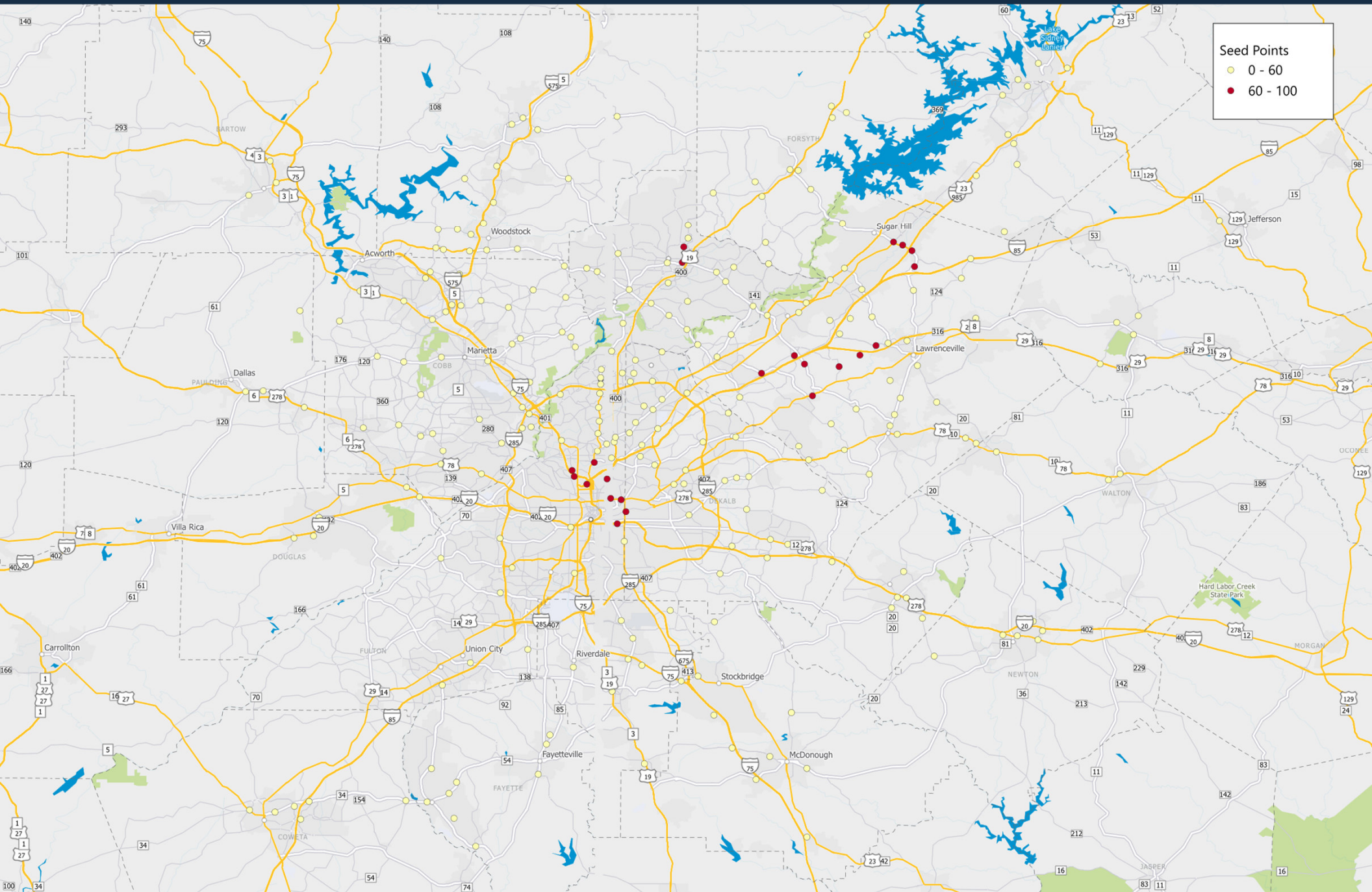
Robustness

A 7/15-mi variant returns the identical top-10 output.

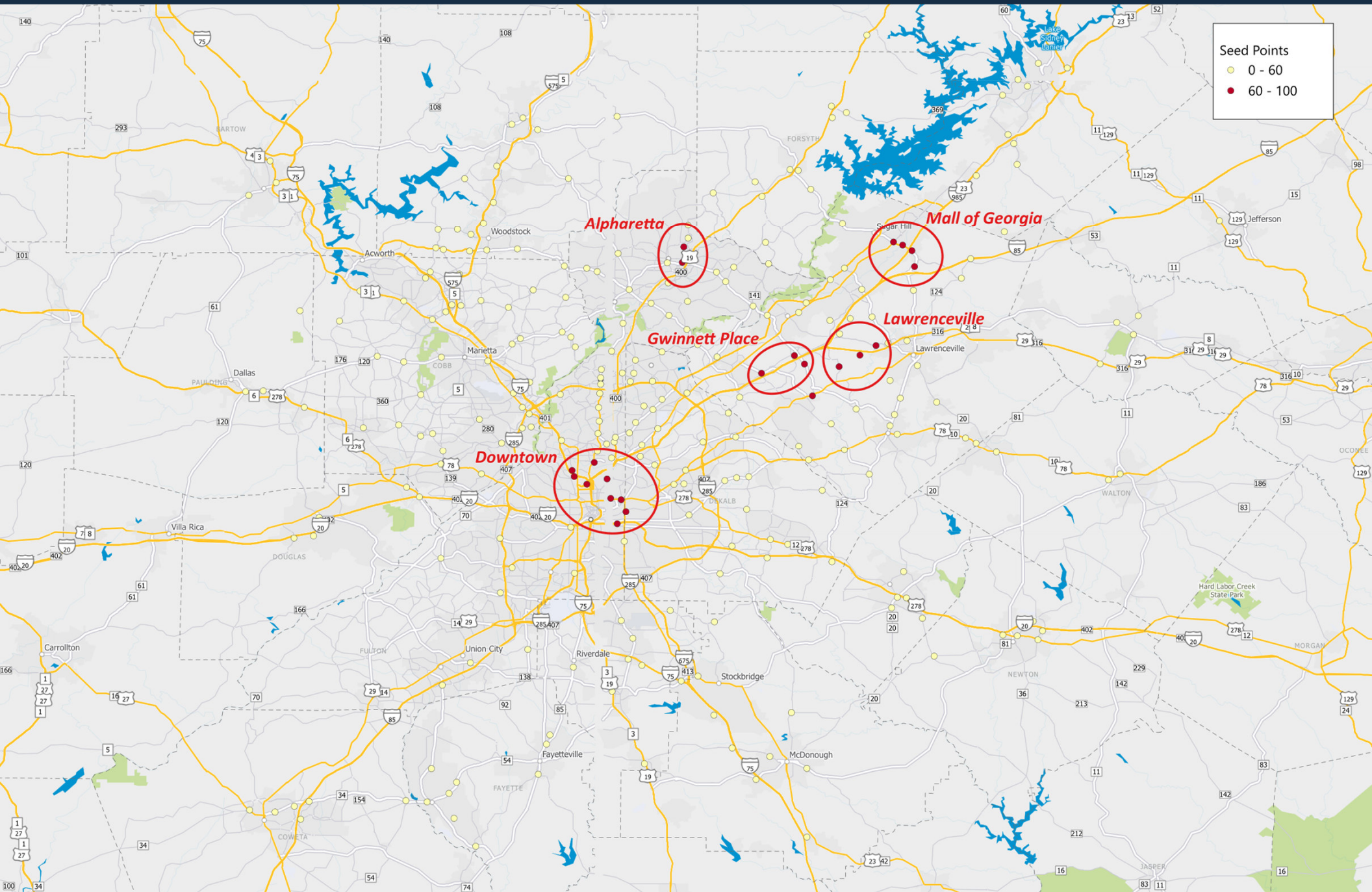
SCORED RETAIL NODES (SEED POINTS)



SCORED RETAIL NODES (SEED POINTS)



GROUPED PRIORITY AREAS



THE FIVE PRIORITY AREAS, RANKED

AREA COMPOSITE = AVERAGE OF MEMBER NODE SCORES

1	Gwinnett Place 3 nodes · lead 100.0 / low 73.5		88.6
2	Mall of Georgia 4 nodes · lead 77.6 / low 68.9		71.9
3	Downtown 9 nodes · lead 78.6 / low 64.5		71.7
4	Lawrenceville 3 nodes · lead 70.2 / low 63.7		66.5
5	Alpharetta 2 nodes · lead 63.2 / low 62.5		62.8

All 5 priority areas are real options. Each with their own benefits and trade-offs.

Mean scoring means one strong node can't carry a weak group. Lead/low node figures keeps any spike visible (e.g., Gwinnett Place's top node scores 100, but also has the strongest low).

READING THE RANKINGS

One clear leader. Gwinnett Place (88.6) stands alone. The top two individual nodes plus the metro's strongest competitive cluster.

Ranks 2–3 are a tie. Mall of Georgia (71.9) and Downtown (71.7) sit within 0.2 points. Recommend treating them as one tier and using Phase 2 details as a tie-breaker.

Lower tier. Lawrenceville (66.5) carries the metro's deepest enrollment pool; Alpharetta (62.8) is a solid North Fulton option.

REFERENCE — CURRENT STORE AREA

Existing store • 45.5

2 nodes (44.9–46.1). Well below all five priority areas. Can definitively say there are better options that exist within the Atlanta area.

THE FIVE AREAS, NODE BY NODE

Rank	Node/Seed ID	Demo 5	Demo 12	Enroll	Comp	RGI	Score
AREA 1 — GWINNETT PLACE · 3 nodes · Composite 88.6							
1	#9275	+1.00	+0.37	+0.80	+6.88	+0.44	100.0
2	#2069	+0.88	+0.39	+2.02	+4.70	+0.42	92.4
9	#12026	+0.82	+0.59	+0.23	+4.70	-0.65	73.5
AREA 2 — MALL OF GEORGIA · 4 nodes · Composite 71.9							
4	#6242	+0.64	+0.04	+0.36	+3.89	+1.28	77.6
10	#9406	+0.65	+0.03	-0.04	+3.89	+0.83	71.9
13	#10284	+0.63	+0.05	-0.04	+3.89	+0.42	69.0
14	#242	+0.70	+0.08	+0.25	+1.89	+2.00	68.9
AREA 3 — DOWNTOWN · 9 nodes · Composite 71.7							
5	#4057	+0.30	+0.62	+0.48	+2.28	+2.57	76.4
7	#5449	+0.29	+0.62	+0.88	+2.28	+1.83	73.9
11	#1814	+0.16	+0.63	+0.63	+2.28	+1.69	70.3
15	#8008	+0.07	+0.59	+0.51	+2.28	+1.42	66.6

Rank	Node/Seed ID	Demo 5	Demo 12	Enroll	Comp	RGI	Score
AREA 3 — DOWNTOWN · CONTINUED							
3	#7842	+0.24	+0.68	+0.78	+2.28	+2.63	78.6
6	#806	+0.00	+0.66	+0.89	+2.28	+2.45	76.0
8	#3035	-0.12	+0.71	+0.83	+2.45	+2.11	73.7
17	#4630	-0.22	+0.62	+0.65	+2.28	+1.36	64.8
18	#8299	-0.27	+0.64	+0.86	+2.28	+1.14	64.5
AREA 4 — LAWRENCEVILLE · 3 nodes · Composite 66.5							
12	#12018	+1.17	+0.32	+2.66	+1.02	-0.12	70.2
16	#2681	+1.08	+0.29	+1.53	+1.02	+0.45	65.5
19	#12027	+1.19	+0.38	+2.14	+1.02	-0.63	63.7
AREA 5 — ALPHARETTA · 2 nodes · Composite 62.8							
20	#647	+0.47	+0.01	+0.44	+2.45	+0.75	63.2
21	#6325	+0.44	-0.06	+0.58	+2.45	+0.60	62.5
REFERENCE — EXISTING STORE · Composite 45.5							
63	Existing store #1199	+0.46	-0.28	-0.03	-0.44	+1.81	46.1
70	#10287	+0.39	-0.26	-0.03	-0.44	+1.72	44.9

All factor values are z-scores (standard deviations from the mean); Score = weighted composite rescaled to 0–100 for readability; Rank = rank among all 277. Area composite = mean of member node scores; every member node is shown in score order.

PHASE 1 · PRIORITY AREAS

THE FIVE AREAS, SIDE BY SIDE

#	Priority Area	Nodes	Composite Score	Lead node	Est. F 14–18 · 5 mi ¹	Public HS girls · 5 mi ¹	Competition · 3 mi ¹	RGI ¹
1	Gwinnett Place	3	88.6	100.0 · #9275	9,269	7,445	1.3 stores · 1,894 rev	118.1
2	Mall of Georgia	4	71.9	77.6 · #6242	5,154	4,997	2.8 stores · 1,236 rev	174.1
3	Downtown	9	71.7	78.6 · #7842	10,499	4,791	1.2 stores · 884 rev	215.1
4	Lawrenceville	3	66.5	70.2 · #12018	9,141	10,789	3.0 stores · 469 rev	109.3
5	Alpharetta	2	62.8	63.2 · #647	5,758	5,348	1.0 stores · 932 rev	149.9
—	Existing store	2	45.5	46.1 · #1199	3,632	4,252	—	207.4

¹ Note that node averages include overlapping radii; use for comparison across areas, not as absolute trade area counts. Composite Score = average of member node scores. Existing store shown for comparison.

RANKS 2-3 ARE A STATISTICAL TIE

Mall of Georgia (71.9) and Downtown (71.7) sit within 0.2 points of each other, treat them as one tier. Downtown trades destination demographics for retail-node quality; Mall of Georgia is the established dress-shopping destination. Phase 2 rents and center detail are what will separate them.

THE SLEEPER — LAWRENCEVILLE (#4)

The metro's strongest high school enrollment pool lives here. Node #12018 has 12,419 public HS girls within 5 mi, the highest in the analysis, but below-average retail nodes in the area cap the composite score at 66.5. If Phase 2 finds a strong center in this area, it out-demographics every other candidate.

02

PHASE 2 PREVIEW

PRIORITY AREA PROFILES

1 • GWINNETT PLACE — AREA MAP



1 • GWINNETT PLACE

MEMBER NODES

	score
#9275	100.0
#2069	92.4
#12026	73.5

88.6

Area composite — mean of 3 nodes · ranked 1 of 5

FACTOR PROFILE — AREA-MEAN Z-SCORES

Demographics · 5 mi		+0.90
Demographics · 12 mi		+0.45
HS enrollment · 5 mi		+1.02
Competition synergy		+5.43
Retail Gravity Index		+0.07

AREA DEEP-DIVE

Shopping center-level research

OPTIONALITY

High. Huge retail area with plenty of options. Quality of shopping centers is hit or miss.

RENT (ESTIMATED \$/SQ.FT.)

Estimate \$20-\$25 per sq.ft.

AREA TRAFFIC DRIVERS

Costco, Sam's Club, Burlington, Publix, Best Buy, Home Depot

FINAL RECOMMENDATION

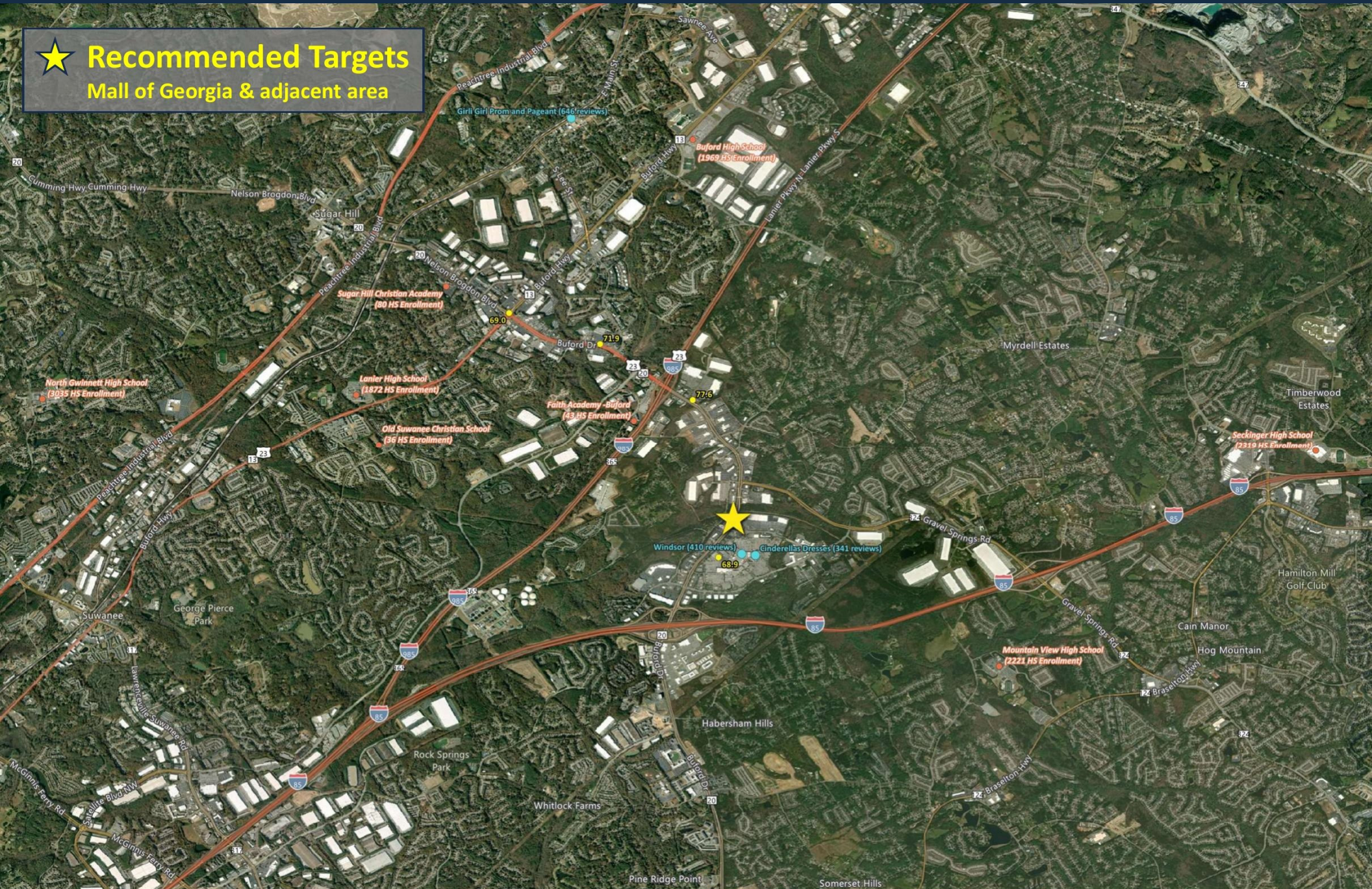
This area scores well on all the factors, but is lackluster in the quality of shopping centers. Focus on Gwinnett Marketfair center as your top choice (a softgoods focused center). Club Dr & Pleasant Hill Rd intersection is a solid backup if necessary.

2 • MALL OF GEORGIA — AREA MAP



Recommended Targets

Mall of Georgia & adjacent area



2 • MALL OF GEORGIA

MEMBER NODES

	score
#6242	77.6
#9406	71.9
#10284	69.0
#242	68.9

71.9

Area composite — mean of 4 nodes · ranked 2 of 5

FACTOR PROFILE — AREA-MEAN Z-SCORES

Demographics · 5 mi		+0.66
Demographics · 12 mi		+0.05
HS enrollment · 5 mi		+0.13
Competition synergy		+3.39
Retail Gravity Index		+1.13

AREA DEEP-DIVE

Shopping center-level research

OPTIONALITY

High. Huge retail area including mall interior space.

RENT (ESTIMATED \$/SQ.FT.)

Estimate \$25 per sq.ft.

AREA TRAFFIC DRIVERS

Mall, Costco, Target, Sam's Club

FINAL RECOMMENDATION

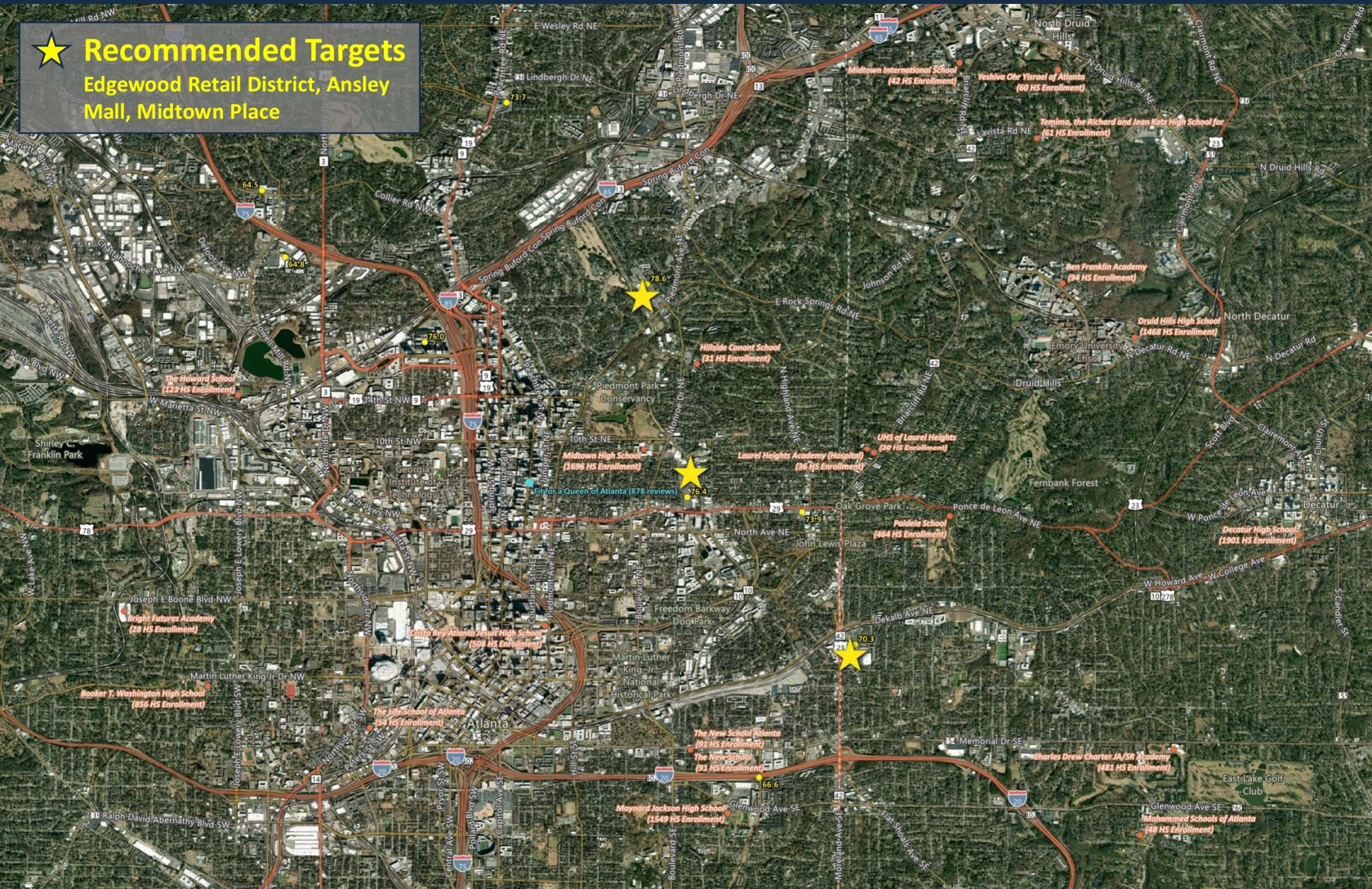
Great option that ticks all the boxes. Focus in and around the mall for maximum optionality.

3 • DOWNTOWN — AREA MAP



Recommended Targets

Edgewood Retail District, Ansley Mall, Midtown Place



3 • DOWNTOWN

MEMBER NODES

			score
#7842	78.6	#1814	70.3
#4057	76.4	#8008	66.6
#806	76.0	#4630	64.8
#5449	73.9	#8299	64.5
#3035	73.7		

71.7

Area composite — mean of 9 nodes · ranked 3 of 5

FACTOR PROFILE — AREA-MEAN Z-SCORES

Demographics · 5 mi		+0.05
Demographics · 12 mi		+0.64
HS enrollment · 5 mi		+0.72
Competition synergy		+2.30
Retail Gravity Index		+1.91

AREA DEEP-DIVE

Shopping center-level research

OPTIONALITY

Low. Very few traditional shopping centers

RENT (ESTIMATED \$/SQ.FT.)

Estimate \$30-\$40 per sq.ft.

AREA TRAFFIC DRIVERS

Lowe's, Target, Kroger, Best Buy, Home Depot, Publix

FINAL RECOMMENDATION

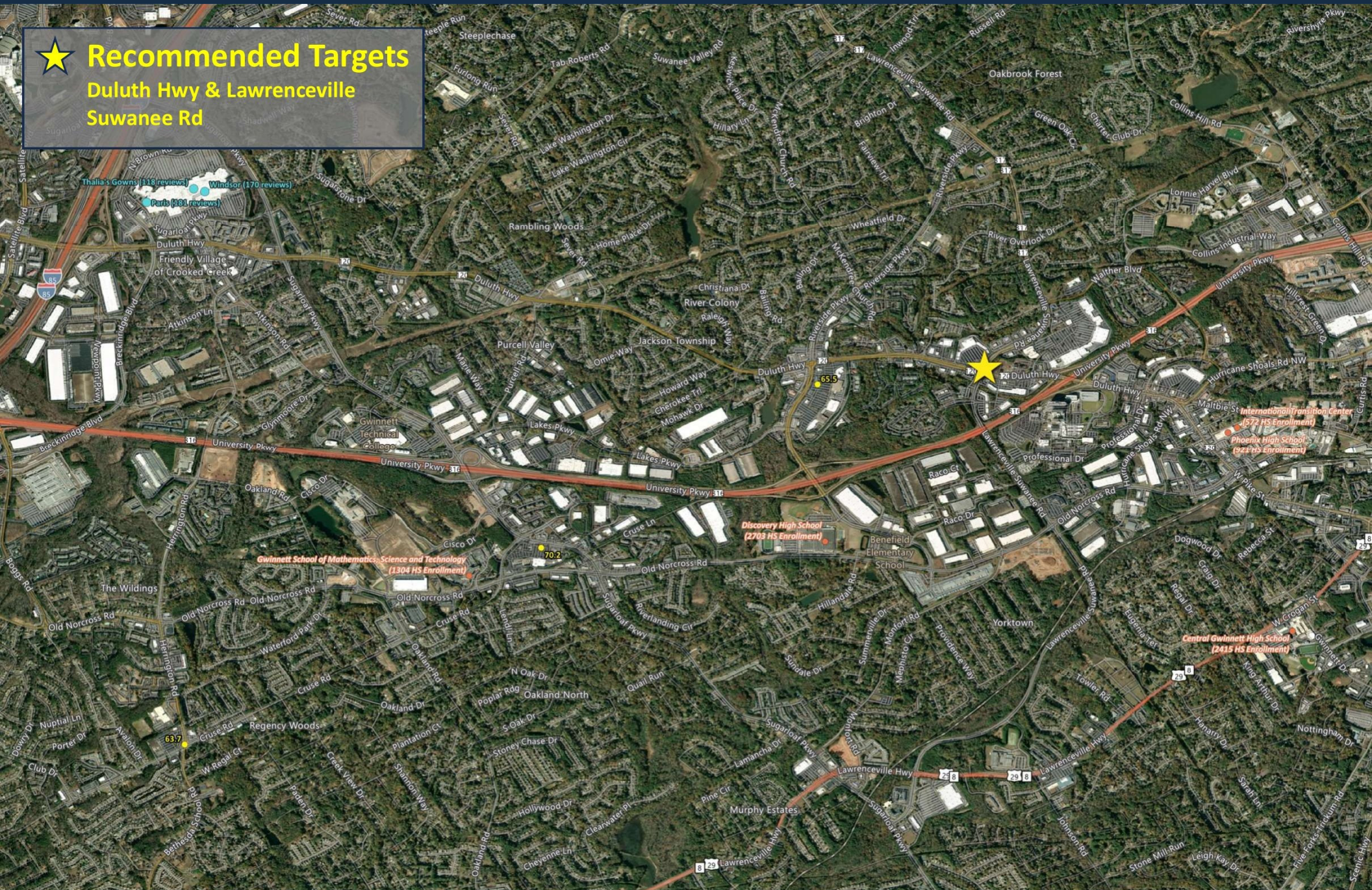
Traditional retail is scarce so you may have to resort to streetfront retail. This is high risk, high reward if you're able to find the right space. Focus first on traditional shopping centers like Edgewood Retail District, Ansley Mall, or Midtown Plaza.

4 • LAWRENCEVILLE — AREA MAP



Recommended Targets

Duluth Hwy & Lawrenceville
Suwanee Rd



4 • LAWRENCEVILLE

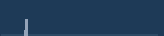
MEMBER NODES

	score
#12018	70.2
#2681	65.5
#12027	63.7

66.5

Area composite — mean of 3 nodes · ranked 4 of 5

FACTOR PROFILE — AREA-MEAN Z-SCORES

Demographics · 5 mi		+1.15
Demographics · 12 mi		+0.33
HS enrollment · 5 mi		+2.11
Competition synergy		+1.02
Retail Gravity Index		-0.10

AREA DEEP-DIVE

Shopping center-level research

OPTIONALITY

Medium/Low. A healthy amount of nearby retail. Quality is very good, so finding vacancy may be challenging.

RENT (ESTIMATED \$/SQ.FT.)

Estimate \$25 per sq.ft.

AREA TRAFFIC DRIVERS

Target, Publix, Home Depot, Hobby Lobby, Kroger

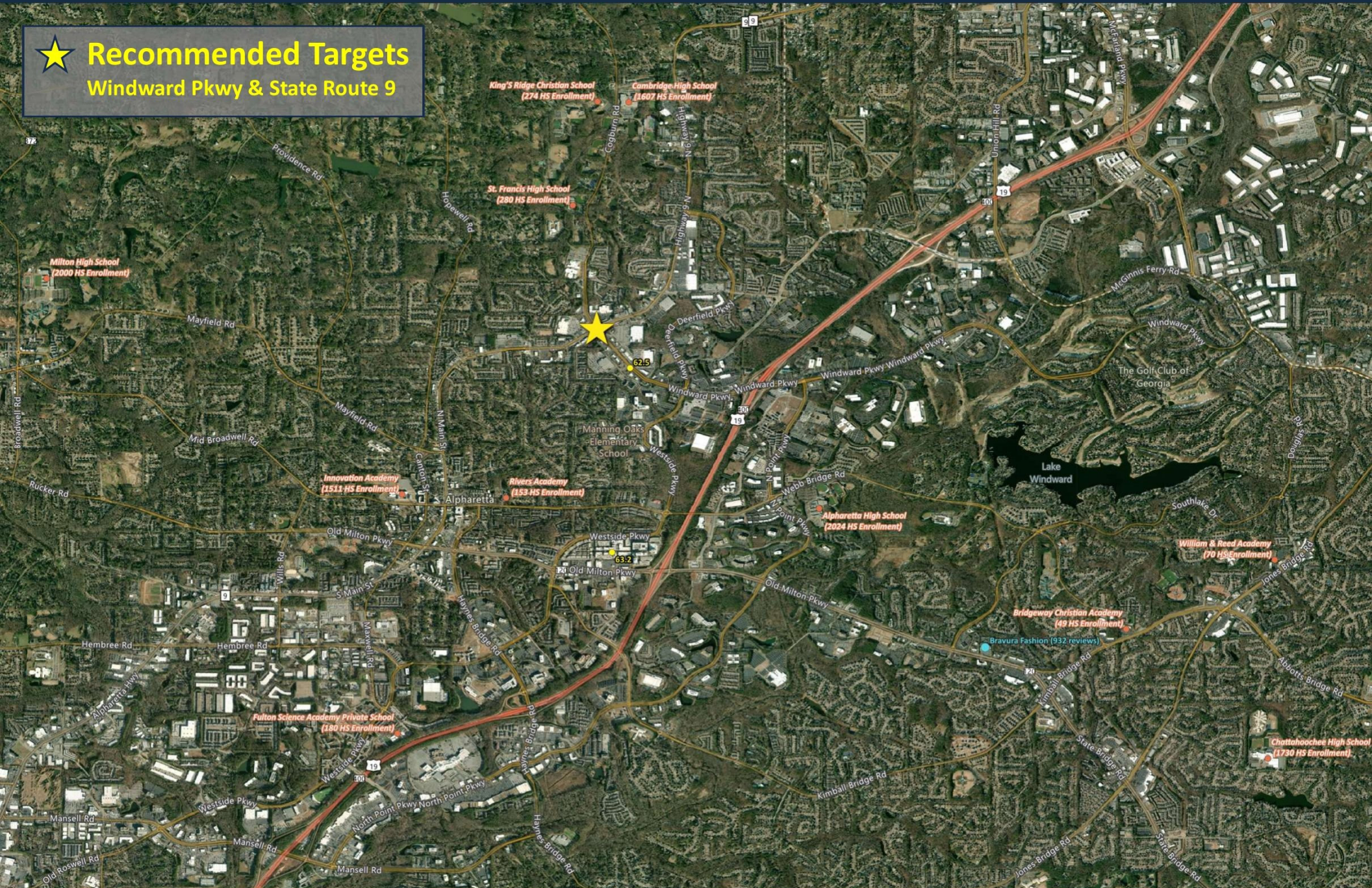
FINAL RECOMMENDATION

Focus around the intersection of Duluth Hwy and Lawrenceville-Suwanee Rd. This intersection is high traffic with plenty of nearby retail. Most of the other shopping centers in the area are neighborhood grocery anchored centers and you risk losing the visibility and traffic you need.

5 • ALPHARETTA — AREA MAP



Recommended Targets
Windward Pkwy & State Route 9



5 • ALPHARETTA

MEMBER NODES

	score
#647	63.2
#6325	62.5

62.8

Area composite — mean of 2 nodes · ranked 5 of 5

FACTOR PROFILE — AREA-MEAN Z-SCORES

Demographics · 5 mi		+0.45
Demographics · 12 mi		-0.03
HS enrollment · 5 mi		+0.51
Competition synergy		+2.45
Retail Gravity Index		+0.67

AREA DEEP-DIVE

Shopping center-level research

OPTIONALITY

Medium/Low. Area has a good mix of large traffic drivers but lacks a supply of small to mid sized retail spaces

RENT (ESTIMATED \$/SQ.FT.)

Estimate \$25 per sq.ft.

AREA TRAFFIC DRIVERS

Lowe's, Walmart, Home Depot, Costco, Target, Kroger

FINAL RECOMMENDATION

Solid option, but lowest ranked of the priority areas. Focus around Windward Pkwy and State Route 9, a high traffic intersection with major retailers. Avalon Mall could be a backup but will require a premium rent.

CURRENT LOCATION

EXISTING STORE

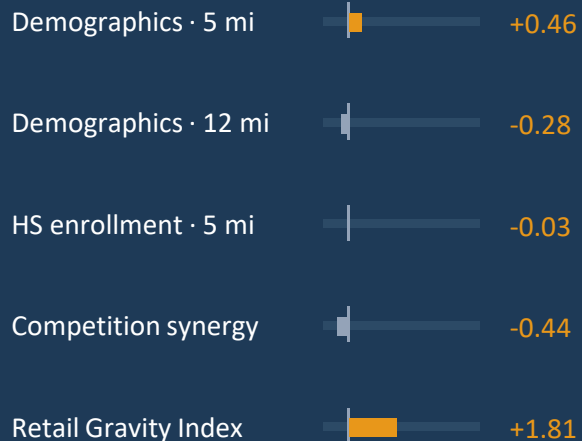
CURRENT STORE

Existing shopping center (node 1199)

46.1

Composite score · Rank 63 of 277

Existing store area (2 nodes): 45.5 vs. the five priority areas at 62.8+



STRONG NODE, WEAK DEMOS

The node itself is excellent. RGI z-score +1.81 with Hobby Lobby, Belk, Publix and Sprouts driving daily traffic.

Lacks competitive synergy. Zero specialty dress stores within 3 mi; no shared draw, no multi-store trips and no destination synergy. The dress-shopping circuit runs through Duluth, Buford and Midtown Atlanta, not the existing store's area.

The extended trade area demos underperform. The 12-mi demographic trade area sits below the metro average, and HS enrollment within 5 mi is merely average.

The reported 45–60 minute drive times are a symptom of these weaknesses: customers are passing better situated nodes to reach the store.

Future dress line. The demographics are also not ideally suited for potential future expansion into Quinceañera dresses.

QUINCEAÑERA POTENTIAL

POSSIBLE FUTURE DRESS LINE

Quinceañera dresses are a possible future line (not part of today's sales mix), so Hispanic population is displayed as context and excluded from the scoring model.

Across the 277 nodes, the Hispanic share of the 12-mi population runs 7.5% to 31.5%. The current store sits at 11.4% on the low end of the metro range.

If the Quinceañera line launches, the map on slide 24 displays the Hispanic corridor running northeast through Gwinnett and nicely overlapping priority areas Lawrenceville (23.4%), Gwinnett Place (21.9%) and Mall of Georgia (19.2%).

Downtown and Alpharetta would be similar to the current location.

THE FIVE PRIORITY AREAS WITH HISPANIC SHARE

Priority area	Hispanic % · 12 mi (area average)
1 · Gwinnett Place	21.9%
2 · Mall of Georgia	19.2%
3 · Downtown	12.2%
4 · Lawrenceville	23.4%
5 · Alpharetta	13.2%
Existing store	11.4%

Area average of member nodes, 12-mi ring. Existing store shown for comparison.

HISPANIC POPULATION



NEXT STEPS

01

Review, Narrow, and seek Ground-Truth

Now that you are armed with data and analysis, visit your shortlist areas and tour extensively. The feeling (vibe) is important and will help narrow the list.

02

Broker Feedback + Economic Analysis

Have a top choice and several backup choices before engaging your broker. The reality of actual available space and the relocation economics will require flexibility.

Final Recommendation

The data and analysis prove that moving your store is likely in your best interest, provided the timing and economics make sense. I would exercise extreme caution with the more urban Downtown area. While it ranks high and shows a lot of positive characteristics, the odds of finding a good quality space with parking, visibility, and other quality characteristics is low. If you do find such a space, you will certainly pay a premium and that will put additional stress on your performance as a single unit operator. I would focus on the more suburban locations, you'll be able to find a more traditional shopping center feel for a much more reasonable lease rate. With that said, my recommended focus would be for Gwinnett Place, Mall of Georgia, and Lawrenceville. All three also set you up for future success if you expand into your Quinceañera line, and I would recommend that expansion based on the demographics. I think with all three of these options, you have optionality of finding a quality space. I would exercise some caution in Gwinnett Place, the quality of shopping centers there is very hit or miss. Finally, two pieces of advice: #1. Don't lose focus on the actual site characteristics. Make sure your space has quality parking, visibility, accessibility in and out, and fight for as much signage as you can. These are the little things that can often be discounted or overlooked that over time will make a huge difference to your success. #2. You get what you pay for most of the time in commercial real estate. Avoid the trap of chasing cheap real estate. While finding deals is possible, it's worth it over time to pay a few extra \$/sq.ft. for a good space.

03

APPENDIX

SUPPORTING DETAIL

APPENDIX A

FULL PHASE 1 RANKING — TOP 25

Rank	Node	County	Score	Est.F 14–18	Pub HS F	Comp rev	RGI
1	Pleasant Hill	Gwinnett	100.0	9,511	6,851	2,361	137.5
2	Pleasant Hill	Gwinnett	92.4	9,156	10,308	1,660	136.5
3	Lindbergh	Fulton	78.6	11,473	4,717	878	252.9
4	Buford	Gwinnett	77.6	5,111	5,659	1,397	182.0
5	Old Fourth Ward	Fulton	76.4	11,512	4,560	878	249.9
6	Bankhead	Fulton	76.0	10,573	5,084	878	243.4
7	Old Fourth Ward	Fulton	73.9	11,355	5,790	878	211.1
8	Lindbergh	Fulton	73.7	9,844	4,169	933	225.7
9	Norcross	Gwinnett	73.5	9,141	5,176	1,660	80.3
10	Buford	Gwinnett	71.9	4,974	4,500	1,397	158.2
11	Old Fourth Ward	Fulton	70.3	10,644	5,163	878	203.7
12	Hamilton Mill / Dacula	Gwinnett	70.2	9,251	12,419	469	108.2
13	Buford	Gwinnett	69.0	4,836	4,500	1,397	136.3

Rank	Node	County	Score	Est.F 14–18	Pub HS F	Comp rev	RGI
14	Gwinnett County	Gwinnett	68.9	5,695	5,329	751	220.0
15	Old Fourth Ward	Fulton	66.6	10,121	4,930	878	189.2
16	Murphyville	Gwinnett	65.5	8,476	9,177	469	138.3
17	Bankhead	Fulton	64.8	9,617	3,925	878	185.8
18	Bankhead	Fulton	64.5	9,352	4,781	878	174.3
19	Bethesda	Gwinnett	63.7	9,696	10,772	469	81.3
20	Alpharetta	Fulton	63.2	6,123	5,110	932	153.8
21	Alpharetta	Fulton	62.5	5,393	5,586	932	145.9
22	Luxomni	Gwinnett	60.6	9,376	7,272	701	90.3
23	Gwinnett County	Gwinnett	59.9	7,041	9,168	469	114.8
24	Cobb County	Cobb	57.9	5,961	4,956	477	227.4
25	Lindbergh	Fulton	57.2	10,286	3,615	55	235.6
63	Existing store	Forsyth	46.1	3,759	4,252	0	210.0

Current store (rank 63), highlighted. Competition = Sum of Google reviews of specialty dress stores within 3 mi; Est. F 14–18 and public HS girls within 5 mi.

APPENDIX B

DATA SOURCES

Dataset	Geography	Vintage	Source
Seed points, Retail Gravity Index, traffic drivers	Retail node (point)	2026	Retail Gravity (proprietary)
Demographics at 6 radii (3/5/7/10/12/15 mi)	Radii	Current-year est.	Retail Gravity (proprietary)
Public school enrollment, grades 9–12	School	2024-25 Fall	Georgia Dept. of Education — goews.georgia.gov downloadable data
Public school % female (subgroup metrics)	School / district	2024-25 Fall	Georgia Dept. of Education (same portal)
Public school locations	School	2024-25	NCES EDGE; GA DOE IDs bridged via CCD ccd_sch_029_242
Private school enrollment by grade + gender	School	2021-22 (latest PSS)	NCES Private School Survey — nces.ed.gov/surveys/pss
Competition + Google review counts	Point of interest	August 2026	Google Maps data, curated (department stores excluded)
Area labels	Retail node	August 2026	OpenStreetMap, Google Maps
Priority-area groupings	Node group	August 2026	Retail Gravity defined from map review

All raw data and calculations to be made available upon request.

APPENDIX C

DEPARTMENT-STORE SCENARIO

Scenario if department stores count toward the competition synergy factor. Belk, Dillard's, Nordstrom, Nordstrom Rack, Bloomingdale's, Neiman Marcus are added at 20% weighting vs specialty dress stores at the same 3-mile radius. David's Bridal is excluded. Baseline = the Phase 1 model as delivered.

Priority Area	Baseline	Rank	w/ Dept Stores	Rank	Δ Points
Gwinnett Place	88.6	1	85.9	1	-2.7
Mall of Georgia	71.9	2	84.8	2	+12.9
Downtown	71.7	3	80.3	3	+8.6
Lawrenceville	66.5	4	71.7	4	+5.2
Alpharetta	62.8	5	65.6	5	+2.8
Existing store	45.5	—	55.9	—	+10.4

WHAT IT MEANS

- Area rankings unchanged: Gwinnett Place stays #1 in both models, but is closer to Mall of Georgia (**85.9 vs 84.8**).
- Mall of Georgia gains the most (**+12.9**): Belk, Dillard's and Nordstrom Rack all sit within 3 miles of its four member nodes.
- Existing store is pushed closer to the 5 priority areas, but still significantly lower than the top areas.

APPENDIX D

NO COMPETITION SCENARIO

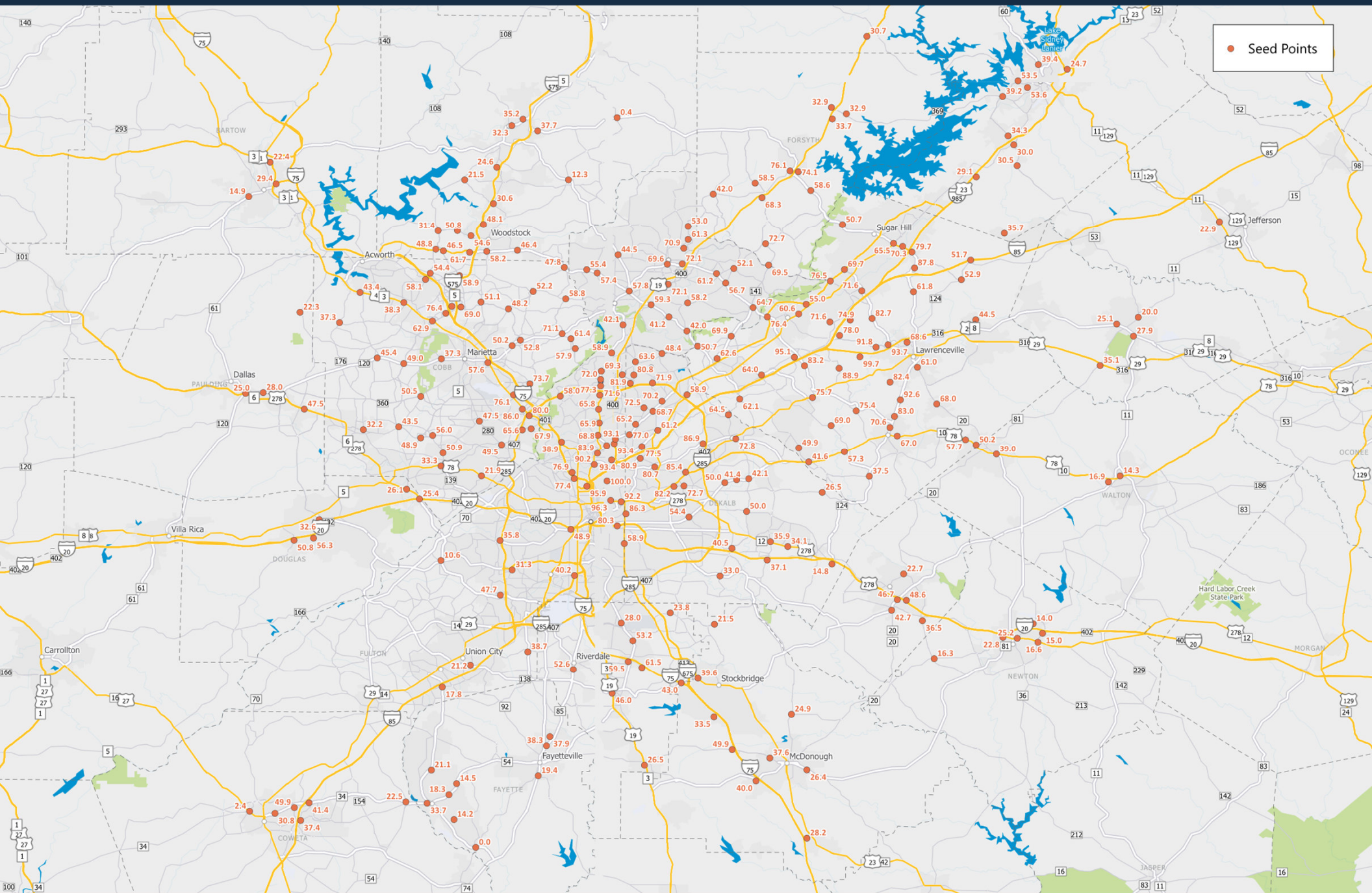
What if competition synergy is removed from the model? This scenario drops the competition factor entirely and redistributes the 20% weight equally across the other four factors: Demographics 5-mi 25% → 30%, Demographics 12-mi 15% → 20%, HS Enrollment 20% → 25%, Retail Gravity 20% → 25%. All inputs and z-scores are otherwise identical to Phase 1. Baseline = the Phase 1 model as delivered.

Priority Area	Baseline	Rank	No Competition	Rank	Δ Points
Gwinnett Place	88.6	1	80.8	3	-7.9
Mall of Georgia	71.9	2	75.8	4	+4.0
Downtown	71.7	3	88.4	2	+16.7
Lawrenceville	66.5	4	93.4	1	+27.0
Alpharetta	62.8	5	71.5	5	+8.7
Existing store	45.5	—	75.1	—	+29.6

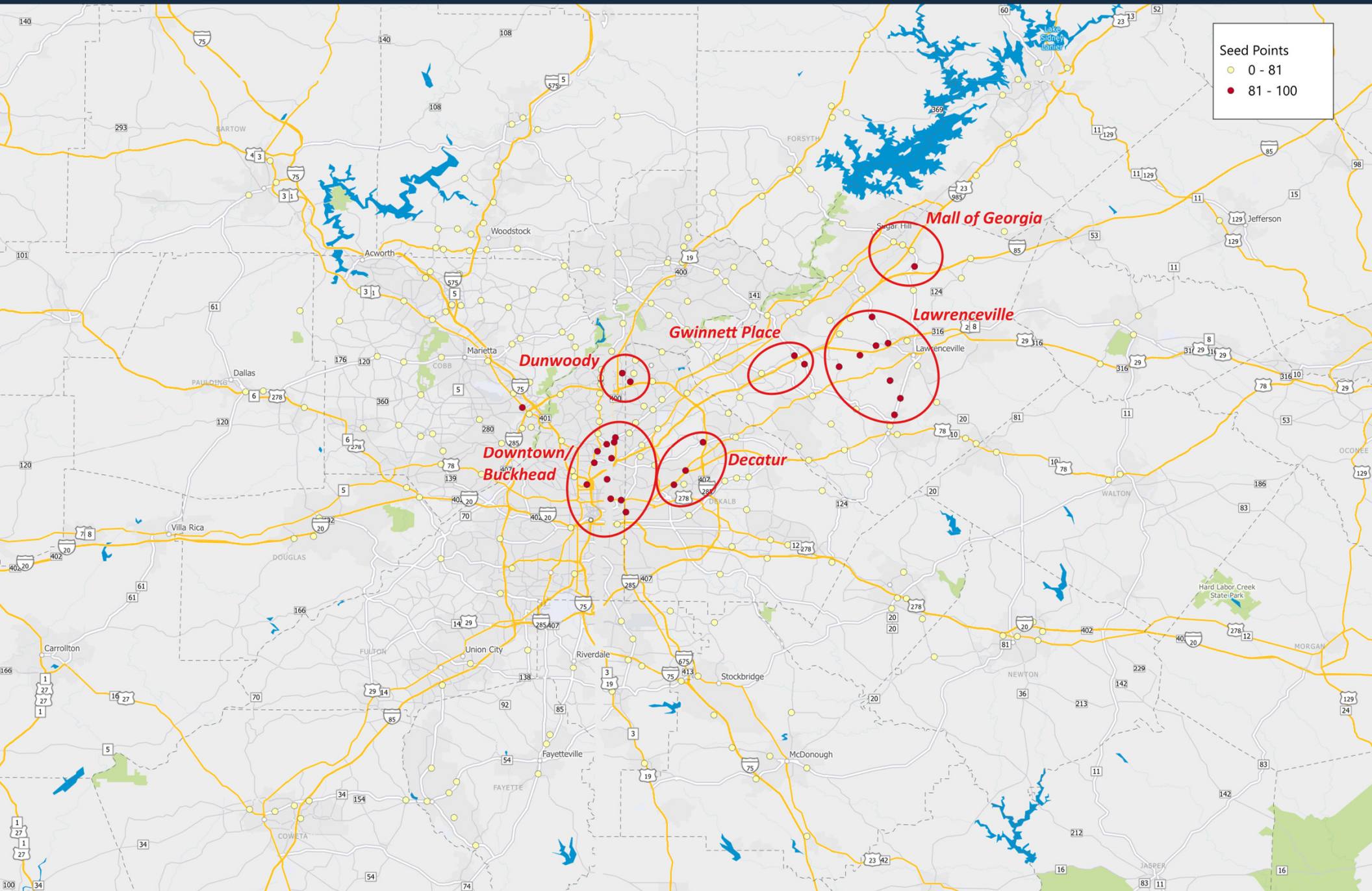
WHAT IT MEANS

- This scenario would result in a mild change to analysis. Gwinnett Place, Downtown, Mall of Georgia, and Lawrenceville would still remain priority areas, but Alpharetta would fall out. Two new priority areas would arise: Decatur and Dunwoody.
- Lawrenceville benefits #4 → #1 (66.5 → 93.4): the metro's strongest demographics + enrollment profile, competition was the only thing holding it back. Downtown rises to #2; its node #7842 becomes the #1 individual node (78.6 → 100.0).
- Gwinnett Place falls to #3 and Mall of Georgia slips to #4. Competition was both of their strongest factors.
- The existing store gains +29.6 and would edge Alpharetta (75.1 vs 71.5). Alpharetta leaned hardest on competition synergy. Four of five original priority areas still outscore the existing store, but the gap is not as large. New priority areas of Decatur and Dunwoody would also outscore the existing store.
- Woodstock, GA (nodes #4570 / #12006) standing unchanged: #97 → #95 and #110 → #113 of 277. Its competition was already near the metro average, so removal neither helps nor hurts.

NO COMPETITION - SCORED RETAIL NODES



NO COMPETITION - GROUPED PRIORITY AREAS





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Thank you!

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