



avenue
EAST COBB

ORDER HERE
Beer & Food

Two men standing at the outdoor bar counter, one in a grey shirt and blue jeans, the other in a blue shirt and shorts.

A small table with four orange chairs on the artificial grass area.

A woman in a white t-shirt and light-colored pants walking towards the camera, and a man in a blue jacket and grey pants walking away from the camera.

AVALON
EST. 2014

ROSWELL

JOHNS CREEK



avenue
EAST COBB

THE FORUM
PEACHTREE CORNERS



MARIETTA

PERIMETER MALL

SANDY SPRINGS

BROOKHAVEN

CUMBERLAND MALL

LENOX MALL

Buckhead Village
ESTABLISHED 1995



MIDTOWN

PONCE CITY MARKET

INMAN QUARTER

ATLANTA



DOWNTOWN



HARTSFIELD-JACKSON
ATLANTA INTERNATIONAL
AIRPORT

ABOUT AVENUE EAST COBB

Every community needs a place, a magnet that brings warm, familiar faces together. In East Cobb, The Avenue is hometown spot to gather and stay awhile. When you're here, ordinary outings have a way of turning into everyday adventures. Friends linger over dinner, families enjoy browsing and neighbors savor the casual, impromptu conversations that make the day a little sweeter.

We welcome you to shop, sip and socialize in the community you know, surrounded by the people who know you best.



230,000 SF of retail on 30 acres



Four Cobb County high schools ranked in the 25 Best High Schools in Georgia



Cobb County hosts expansive greenspaces, trails, and Chattahoochee river access

Largest Segment of Avenue East Cobb Shoppers have:



37.3% of residents have HHI of over \$200k



41% of households have children

	3-miles	5-miles	7-miles
Daytime Population	51,859	189,023	564,346
Residential Population	65,063	202,547	407,349
Median Age	44	42	40
Average Household Income	\$195,039	\$169,757	\$155,593



SUBURB CHIC

Wealthy family-focused households straddling the suburban/rural line. Their retail patterns revolve around kids, health, and entertainment.

46% OF VISITORS

AGES 45-54

INCOME \$200K+



MIDAS MIGHT

Extremely wealthy families living in large estate homes. They enjoy watching and playing golf and tennis and frequent the country club.

14% OF VISITORS

AGES 45-54

INCOME \$200K+



SATELLITE SCIONS

Highly educated suburbanite families living on the outskirts of tech hubs.

7% OF VISITORS

AGES 45-54

INCOME \$150K-\$200K

REIMAGINED AVENUE EAST COBB

In September 2023, the redevelopment of Avenue East Cobb was completed, which reimagined the public realm and elevated the overall guest experience through an infusion of resort-inspired hospitality and event programming.

RAISED
PERFORMANCE
STAGE WITH
LED SCREEN



8,000 SQUARE
FOOT OPEN-AIR
PLAZA



Two stand-alone retail jewel boxes have been added to create an energized pedestrian experience.

OTHER CHANGES INCLUDE:

- Brand expressive storefronts
- Refreshed streetscape
- Modernized signage including digital directories

DINING DECK
AND SOFT
SEATING FLANKED
BY RESTAURANT
PATIOS



DRIVING TRAFFIC AND BOOSTING SALES

33%
increase
in foot traffic*

23%
increase
in sales per
square foot*

2 million
visitors
in 2025

LOYAL GUESTS

Over 1.1M of Avenue East Cobb
guests visited over 10 times in 2025,
nearly 400k visited over 30 times

21 new permanent leases and
19 amendments to extend and renew
existing leases*

*since 2022



TENANT HIGHLIGHTS

You're In Great Company



SEPHORA

FACED
THE FACIAL STUDIO

EVEREVE

L'OCCITANE
EN PROVENCE

WARBY
PARKER



drybar™

Round Trip
BREWING CO

POTTERY BARN®



KENDRA SCOTT



BARNES & NOBLE

BOLL & BRANCH

SUPER CHIX™
Chicken & Custard

NIC+ZOE

EXAMPLE OF PROGRAMMING AND EVENTS

EVENT	DATE
-------	------

Galentine's Day	February
-----------------	----------

Avenue Shamrock	March
-----------------	-------

Kentucky Derby	May
----------------	-----

Lights, Camera, Avenue	June and July
------------------------	---------------

Ladies Night Out	August
------------------	--------

Boo Bash	October
----------	---------

The Lighting of Avenue East Cobb	November
----------------------------------	----------

Santa Experiences	December
-------------------	----------

Menorah Lighting	December
------------------	----------



SIGNATURE EVENTS

Avenue Kids	Last Tuesdays April – October
-------------	---------------------------------

Avenue Active	Wednesdays April – October
---------------	------------------------------

Avenue Live	Fridays April – October
-------------	---------------------------

'TIS THE SEASON

Avenue East Cobb delivered a strong 2025 holiday season, with total foot traffic reaching 330k visits across the 44-day period, representing a 5.4% YoY increase (+17k visits) compared to 313k in 2024.



PERIOD	2025
Black Friday Weekend (Nov 28–30)	29,038 visits
December Total	240,081 visits
Final Shopping Push (Dec 20–24)	54,430 visits
Post-Christmas (Dec 26–31)	49,621 visits



NIC+ZOE

NIC+ZOE

NIC+ZOE





BARNES & NOBLE

BOLL & BRANCH

BARNES & NOBLE

106

Let
Extraordinary
Softness
Take Over

Enjoy Complimentary
Design Services

Ask a Brand Ambassador
about our virtual in-store or
in-home design consultations

Book
the
Year

JAMES

"BOOK COPY" IS
A MEMORABLE
THEY'RE BEING
AND ABOUT IT. THE
-THE NEW YORK
-THE NEW YORK



About Jamestown

Jamestown is a design-focused, vertically integrated real estate investment manager and service provider with over 40 years of experience and a mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions exceeding \$40 billion, has assets under management of \$14.2 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Properties span across 11 global offices, with current and previous projects including One Times Square and Chelsea Market in New York, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam.

For more information, visit www.jamestownlp.com





avenue

EAST COBB

4475 ROSWELL RD
MARIETTA, GA 30062



www.jamestownlp.com

CONTACT
Brooke Massey
brooke.massey@jamestownlp.com
404.946.0959

www.avenueeastcobb.com