



City of South Fulton, Georgia

5440 Fulton Industrial Blvd.
South Fulton, GA 30336
Phone: 470-552-4311
cityofsouthfultonga.gov

Agenda

City Council Work Session

The Honorable khalid kamau, Mayor
The Honorable Catherine F. Rowell, District 1
The Honorable Carmalitha Gumbs, District 2
The Honorable Helen Z. Willis, District 3
The Honorable Jaceey Sebastian, District 4
The Honorable Keosha B. Bell, District 5
The Honorable Natasha Williams-Brown, District 6
The Honorable Linda B. Pritchett, District 7

**Wednesday, September 17,
2025**

4:00 PM

City Hall

SOUTH FULTON CITY COUNCIL MISSION STATEMENT:

To provide exceptional customer service that sustains a safe, inclusive, innovative, and an economically vibrant city.

Live-stream: **Public Meeting Portal (Civic Clerk):**
<https://southfultonga.portal.civicclerk.com>

Public Comment: <https://www.cityofsouthfultonga.gov/3074/Public-Comment-at-Council-Meetings>

- I. Meeting Called to Order - Mayor khalid**
- II. Roll Call - Corey Adams, City Clerk**
- III. Presentations**
 - A. Retail Strategies Retail Recruitment Partnership Overview and Update (Mill Graves)
- IV. Adjournment of Meeting**



retail strategies

City of South Fulton, Georgia

Retail Business Attraction Strategy Update

City Council Work Session 9.17.25



South Fulton's Trusted Partner & Advocate

Industry Leaders

- Since 2011, supported 800+ communities with retail focused economic development services
 - *National brand recruitment & education services*
 - *Small business technical assistance*
 - *Downtown activation & plan implementation*
- We leverage *regional and national* network of retail and restaurant industry professionals on South Fulton's behalf
- Practitioners: In-house full-service commercial real estate team



Mill Graves
Vice President, South Central Region
Georgia Portfolio Director

65+ Team Members

Industry Involvement



Georgia Partners





9.17.25

Agenda

Retail Strategies Role

Retailer Site Selection Process

1. The Retail Strategy: Market Analysis & Plan Applications

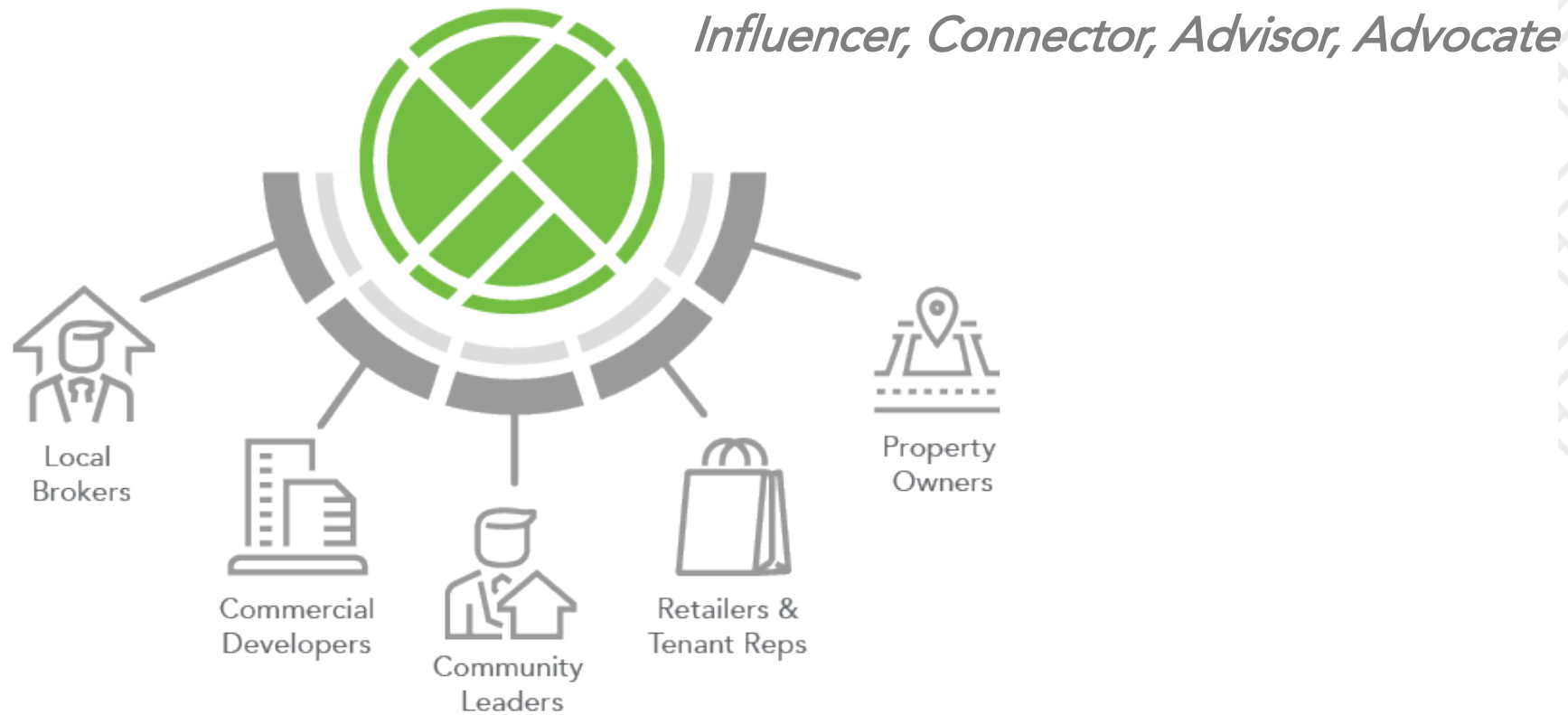
2. Business Attraction & Property Update

3. Tech & Community Resources

Q&A



Relationships & Roles



A photograph of four people (three men and one woman) standing on a tennis court, smiling and looking at a tennis racket. The background shows a blue tennis court and a chain-link fence.

3 Yr Engagement

Partnership Objectives: Year to Year

Year 1

Create & Implement Business Attraction Strategy

In Year 1 our team is committed to taking today's plan and implementing it with the retail prospects for your community. In Year 1 we will identify the current and future development pipeline for our top prospects. Attain initial feedback (sites and market) and begin refining our recruitment plan and process through the project and site selection life cycle.

Year 2

Pleasant Persistence, Influence & Relationship Depth

In Year 2 we continue the work of year 1 (assess strategy and adjust as needed), continue to develop the right blend of prospects, and deepen relationships with active projects and local property owners.

Year 3

Maximum Exposure & Understanding Next Steps

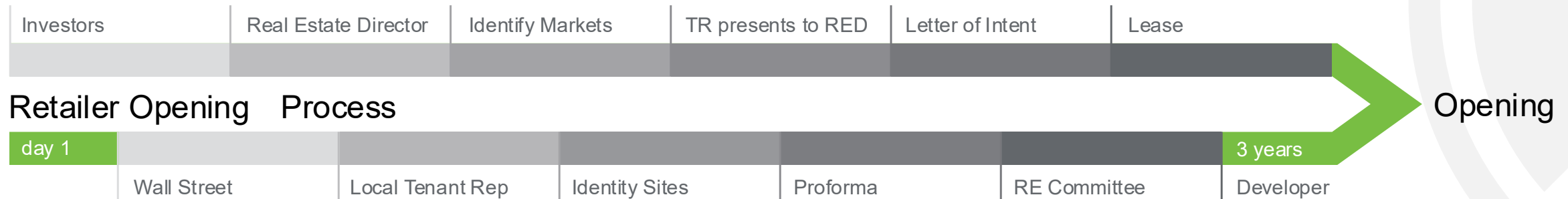
Year 3 is historically when we will begin to see the positive momentum that has been built in year 1 and year 2. We continue the work of recruitment and create the retail development roadmap for additional success in future years.

Incremental Development

Retail Recruitment Timeline

Retail deals take anywhere from **18 to 36 months**.

- *Community vs. private sector timelines*
- *Retailer must be profitable*
- *Motivations of each stakeholder in site selection & deal making process*





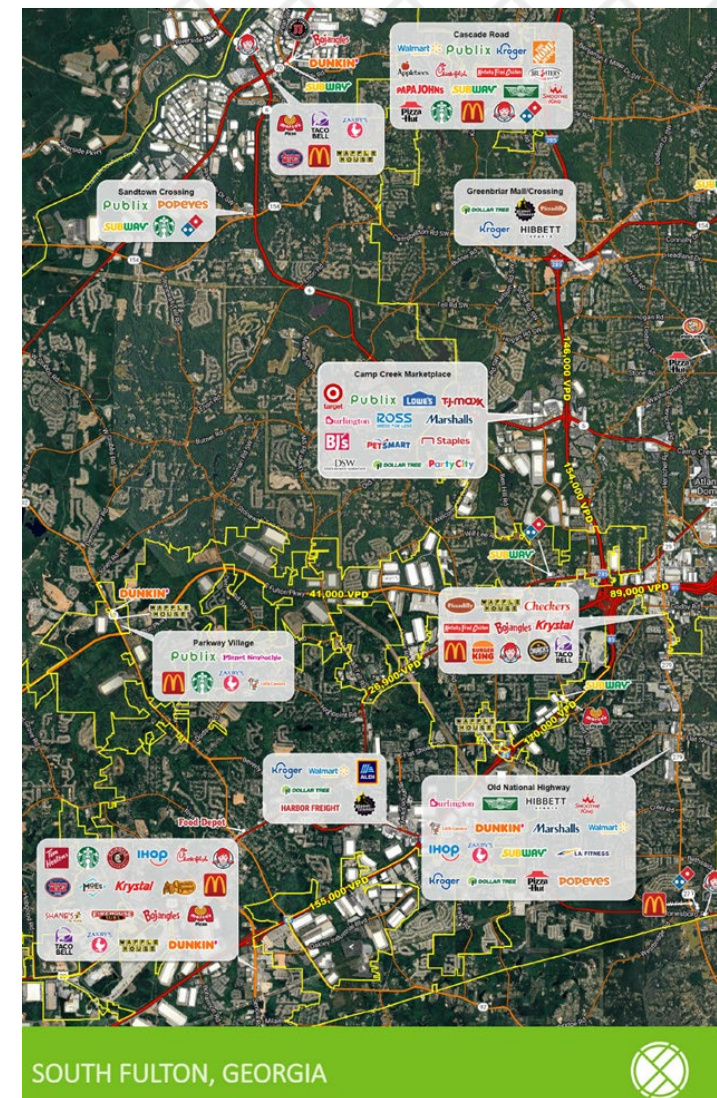
Retail Attraction Plan Review

Community Strengths / Opportunities

- Establishing South Fulton's retail trade area(s): 115K+ households
- Unmet retail demand: **grocery, restaurants, general merchandise, and home improvement**
- 60+ retail and restaurant prospects identified
- Retail-commercial property inventory: existing nodes, proposed projects, and future development opportunities
- South Fulton capital improvement plan(s), TAD(s), Sizemore Plan
- Household growth narrative (3-13% projected HH growth across the community boundaries)

Business Attraction Challenges

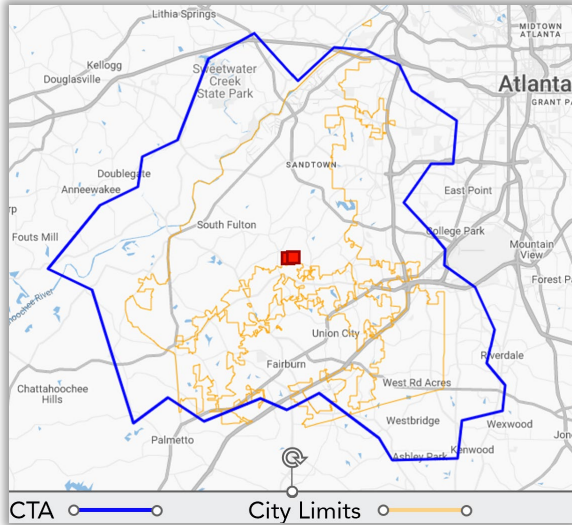
- Land use planning and development cohesion as new(er) municipality
- Proximity to established retail power centers and commercial nodes
- Proposed mixed use & development timelines



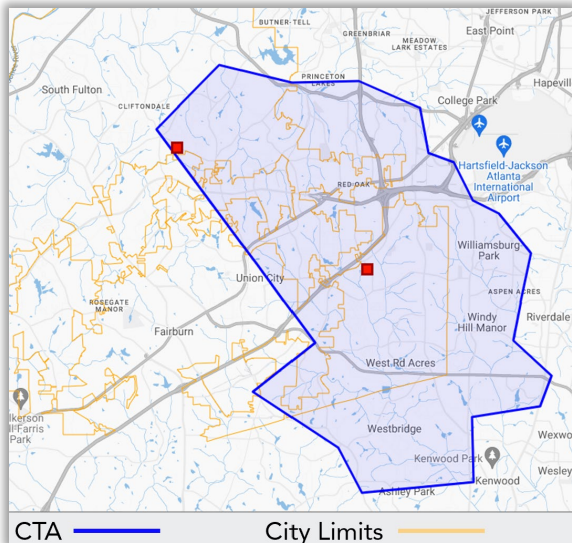


CONNECT

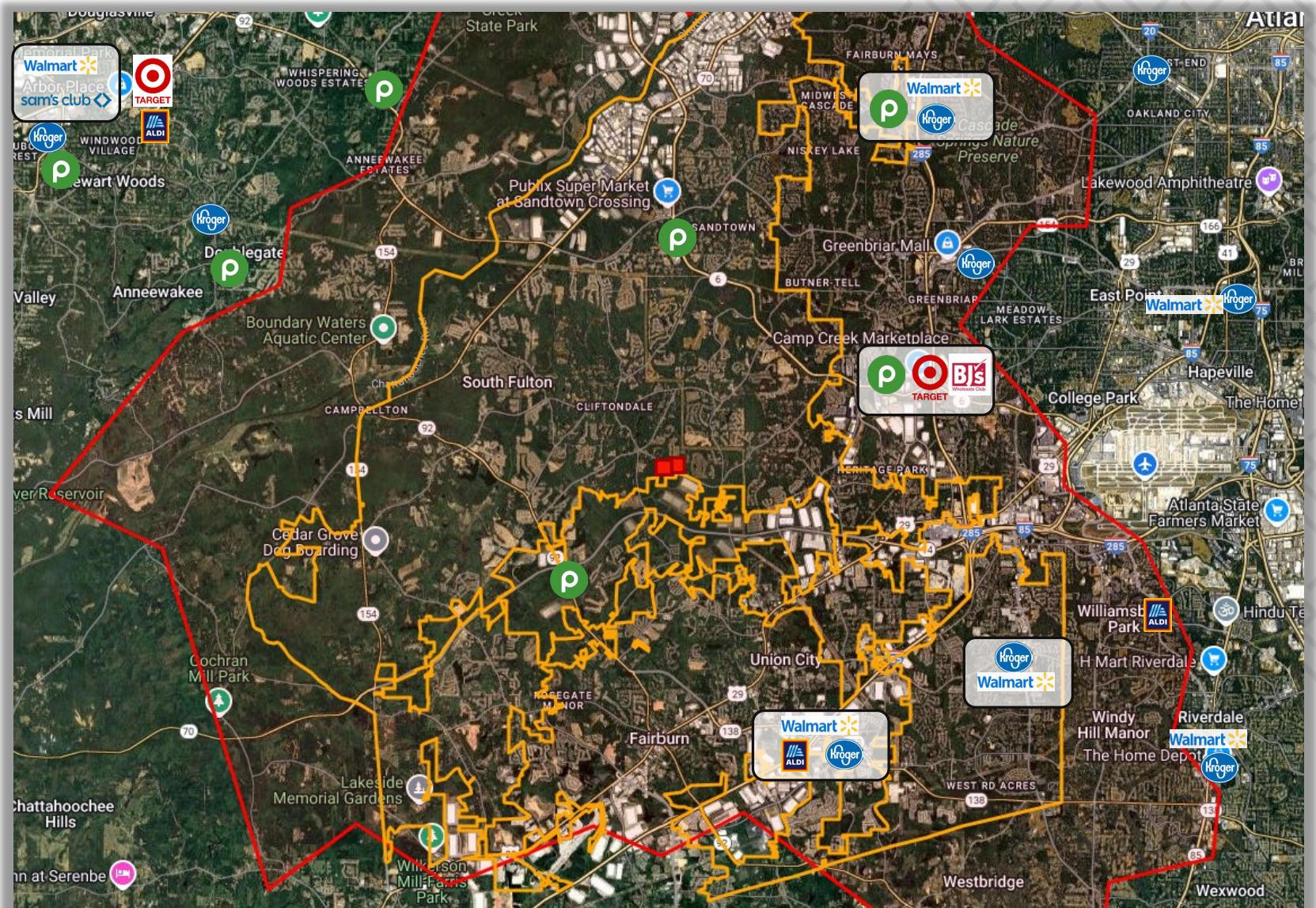
Retail Aerial Grocery Competition



113K Households



45K Households





Site Inventory Example

Strategy

- +/- 32K anchor space
- TAD East / catalytic site
- New ownership 2024
- Grocery, discount retailer, home goods focus in team outreach
- Co-tenancy with Family Dollar
- Leveraged performance of existing brands and unmet market demand in promotion of site to end users

At lease: home appliance/home improvement brand

Recommendations

- National brand anchor(s) will elevate corridor
- Façade, lighting and parking lot enhancements
- Outparcel marketing potential /feasibility (Site line dependent)
- Strengthen relationship with ownership group (local to Atlanta)

Tri-County Center

7490 Old National Hwy





Business Attraction

Q2-Q3 Community Resource Highlights

- Conference representation (ICSC May; Retail LIVE & ICSC Southeast)
- Council session updates and information session (April)
- Sizemore corridor & site study utilization
 - Cedar Grove district grocery evaluation and site considerations
 - Old National Highway Corridor Recommendations (in process)
- Economic development marketing collateral

retail strategies

South Fulton Pkwy/Cedar Grove

6015 Lynmark Way Fairburn, GA 30213



Property Highlights

- Approximately 20-25 acre proposed town center mixed-use to include retail market, restaurant, and entertainment uses.
- The fastest growing district in the City of South Fulton, the Cedar Grove corridor and general area are projected to grow more than 11% in the next 5 years.
- Total proposed retail-commercial ~161K sf. Total residential 314 units.

Available

ACRES 20-25

TRAFFIC 16,009 VPD

ACCESS 5 Fulton Pkwy & Cedar Grove Rd

Demographics	5 Min DT	10 Min DT	15 Min DT
Population	10,620	50,285	145,322
Households	3,772	18,013	52,782
Growth (5 Yr.)	14.00%	12.41%	9.57%
Med HH Income	\$88,383	\$80,257	\$80,035

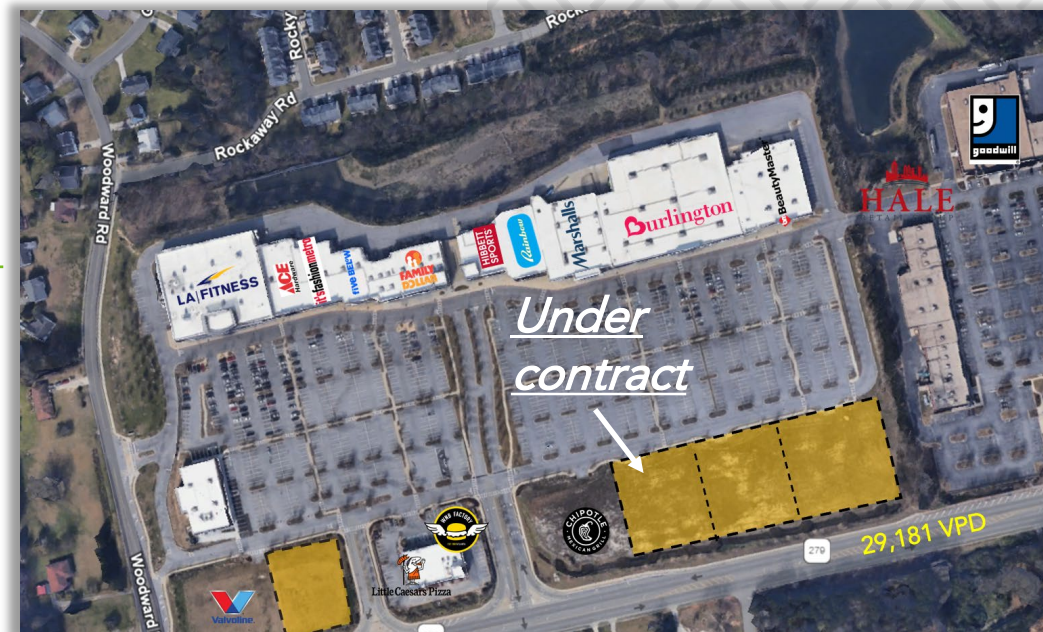




Business Attraction

Q2-Q3

- Outreach and conversations: 45 retailer and restaurants prospects including developer and broker connections.
- Community input for property & corridor focus
- Private sector data and market resource
- 2 active conversations with interested grocery prospects
- Restaurant & Lifestyle (health and wellness/entertainment) brand focus: 20 expanding restaurant brands, 3 coffee, and 5 health/wellness

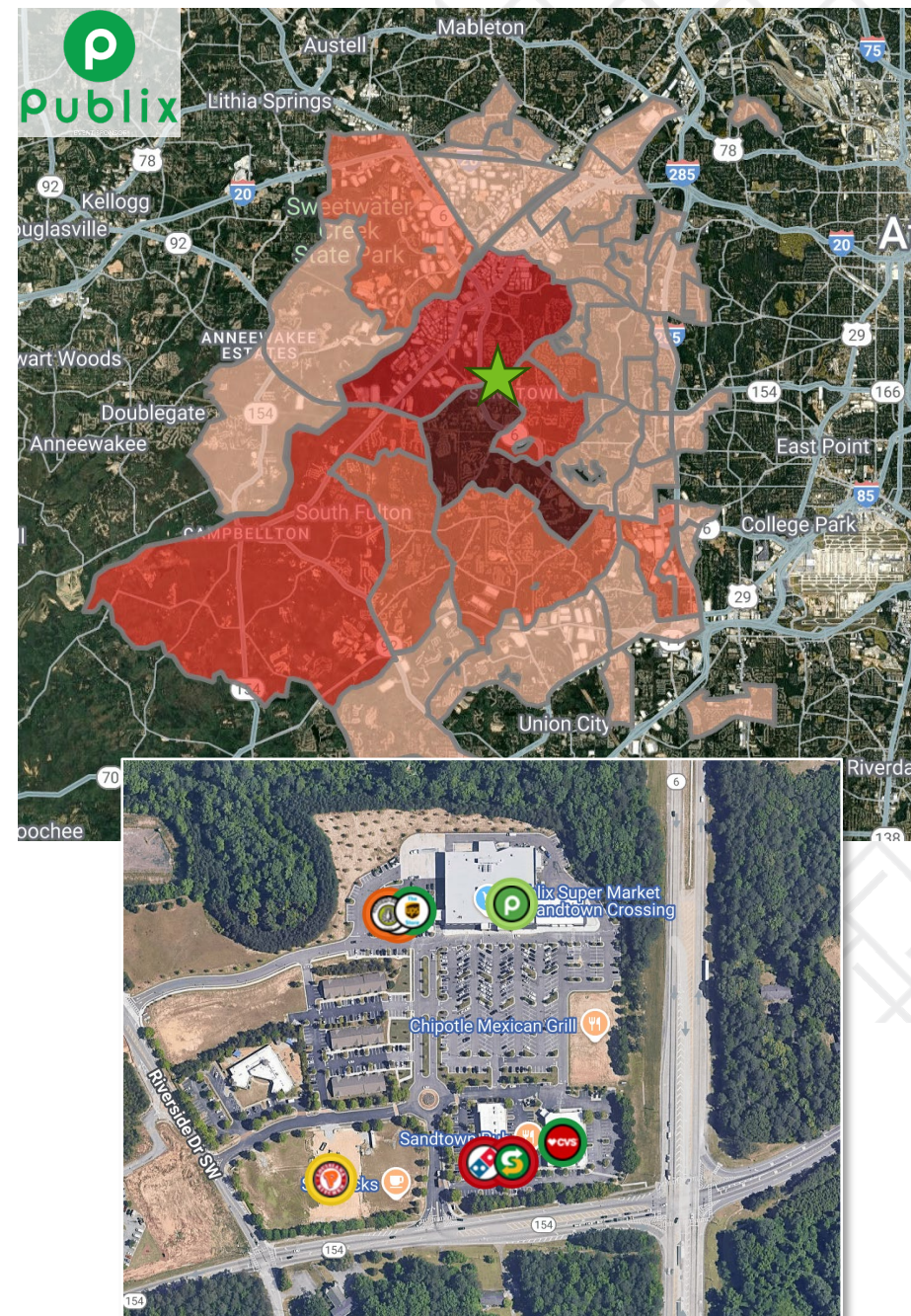




Technical Solutions

Data Applications & Resources

- Kalibrate location intelligence: market and consumer 'competitive insights'
- New store location: feasibility, competition performance, and portfolio growth prioritization
- Example property: Sandtown Crossing Publix
 - 47K HH (125K population)
 - Median HH Income (\$82K+)
- South Fulton & Corridor Specific Market Narratives
 - Elevate existing commercial assets & corridors
 - Plant seeds for emerging corridors & large-scale projects





Next Steps

Q3→Q4

Calendar

- RetailLIVE! Nashville (Sep 30)
- ICSC Southeast (Mid October)
 - *South Fulton ED attendance*
- Q3 Quarterly Business Review, Activity Report, and Conference Summary (Oct-Nov)

Ongoing Support / Community Resources

- Old National Hwy Corridor Analysis & Recommendations (site specific)
- Facilitate developer and retailer decision maker relationships given positive feedback
- Birmingham, AL Peer Relationship
- Franchisee workshop opportunity



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Q & A

What questions do you have?

