

Stonecrest

Land sales



The Mall at Stonecrest

Situation

Stonecrest is a master planned community in DeKalb County that consists of 1,100 acres of mixed-use property along the I-20 corridor east of Atlanta. The Mall at Stonecrest opened in 2001 with 1.3M SF of retail space anchored by Macy's, Dillard's, Sears, JC Penney and a 16 screen AMC Stadium-seated Theatre. More than 1.2M SF of adjoining retail space opened in the first year.

Objective

Brand Real Estate Services was chosen to sell the remaining acres of land surrounding the mall for retail, office, medical, hospitality and residential uses.

Action

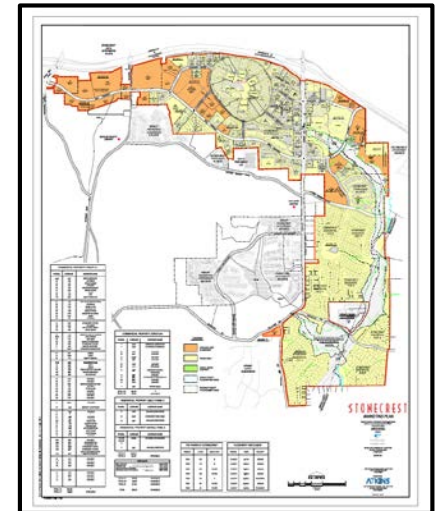
Land parcels were meticulously identified and marketed to a vast network of industry contacts. Intense prospecting, networking, on-site tours and negotiating took place.

Results

Hundreds of acres of land were sold from 2001 to the present while also attaining the highest land prices in the area for our client. The following businesses were added to grow the local economy:

- Retailers – Walmart, Sam's Club, Target, Marshall's, Ross, Staples, Haverty's, Ashley Furniture, Rooms To Go, Jared Jewelers and many others in multiple retail centers
- Restaurants – Olive Garden, Chick-Fil-A, Chili's, Smokey Bones, Applebee's, Olive Garden, KFC/Pizza Hut, Wendy's, Bruster's, Buffalo Wild Wings, Steak N Shake, IHOP and more
- Car dealerships – Chevrolet, Carmax, Toyota, Mazda
- Medical uses – Stonecrest Medical Promenade, Redan Dialysis Clinic, Kaiser Permanente (32,000 SF medical building)
- Other – MARTA, Holiday Inn & Conference Center, Hilton Garden Inn, AmeriSuites, Fairfield Inn, Comfort Inn, Apartments, BB&T and more

There is current interest in the remaining 180 acres to complete the project.



Stonecrest Land