

Stonecrest

Profitable land sales spur local economy



The Mall at Stonecrest

CHALLENGES

Stonecrest is an 1,100 acre, master-planned, mixed-use community along the I-20 corridor east of Atlanta in DeKalb County. 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

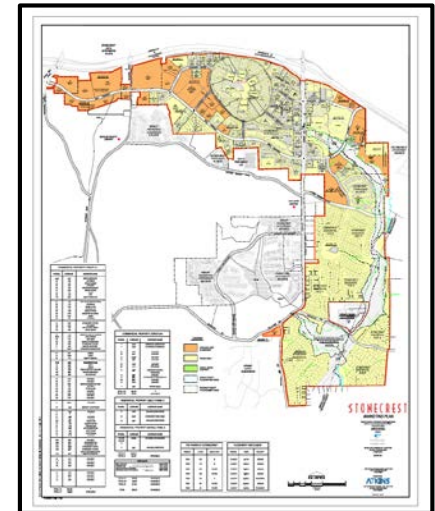
- To sell the remaining land parcels surrounding the mall for retail, office, medical, hospitality and residential uses.

SOLUTIONS

- **Identified** and marketed land parcels to a vast network of industry contacts.
- **Conducted** intense prospecting, networking, on-site tours and complex negotiations.

RESULTS

- **Maximized** profits on land parcel sales.
- **Spurred** the local economy with popular uses:
 - **Retailers:** Ashley Furniture, Haverty's, Jared Jewelers, Marshall's, Walmart, Rooms To Go, Ross, Sam's Club, Staples, Target and many other retailer in multiple centers.
 - **Restaurants:** Applebee's, Bruster's, Buffalo Wild Wings, Chick-Fil-A, Chili's, IHOP, KFC/Pizza Hut, Olive Garden, Smokey Bones, Steak N Shake, Wendy's and more
 - **Hospitality:** AmeriSuites, Comfort Inn, Fairfield Inn, Hilton Garden Inn, Holiday Inn & Conference Center
 - **Automotive:** Carmax, Chevrolet, Mazda and Toyota
 - **Medical:** Kaiser Permanente (32,000 SF medical building), Redan Dialysis Clinic, Stonecrest Medical Promenade
 - **Other:** Apartments, BB&T MARTA and more
- **Generated** interest in the remaining 180 acres.



Stonecrest Land