

What do you call a successful center in an exceptional growth market? Opportunity.

The right place at the right time

Here is your opportunity to join a growing center in one of the nation's fastest growing markets. With easy access to downtown Atlanta, major highways and Hartsfield-Jackson International Airport, South Fulton County is one of the most promising growth corridors in the metro area – and it's home to Greenbriar Mall. Take the opportunity.

The advantages of being here

Strategically located at the intersection of Interstate 285 and Langford Parkway, Greenbriar Mall is an established regional mall that enjoys the visibility and all of the other advantages that come with being where two of Atlanta's major traffic arteries converge. This area has become an attractive urban-ethnic market with stable, middle-income households and recent strong growth in upper-middle-income housing developments.

A dynamic trade area

Like any business center in Atlanta, Greenbriar Mall has the benefits that go with the territory. The 20-county metro area now encompasses more than 5,000 square miles and over four million residents. It is known for its top national rankings as a favorable place to conduct business and remains one of the fastest growing metro areas in the United States.



GREENBRIAR
MALL

Growth Market

The Greenbriar Mall target market area (TMA) has presented significant opportunities for retailers in recent years because of its growth in population, affluence and development. According to the 2000 Census, nearly 289,000 people now live within a seven-mile radius of Greenbriar Mall. And many neighborhoods within this TMA are expected to grow in population as much as five percent or more annually between 2002 and 2007.

Make our growth part of your success

The Greenbriar Mall area is seeing a high level of development activity. The Atlanta Development Authority is promoting major projects in the vicinity, including housing and economic development initiatives. The Atlanta Regional Commission has made seed money available to the community to promote positive growth. Recent development and projects underway in the Greenbriar Mall area include:

- A 56,000 square-foot Kroger superstore (opened October 2002).
- Princeton Lakes, a proposed 475-acre mixed-use development off Camp Creek Parkway and Interstate 285.
- Almost 400 new homes planned in various nearby subdivisions, with values ranging from \$150,000 to \$400,000+. Regency Hills subdivision broke ground five years ago. Prices start at \$270,000. According to the new Atlanta Journal Constitution Home Sales Report, the median price of new homes in the Greenbriar Mall zip code 30331 has increased to \$313,000. John Wieland Homes plans to build 223 homes there.
- Several new apartment communities including the 214-unit Village on the Green Continental Colony Parkway just south of the mall.
- A new location adjacent to the mall on Greenbriar Parkway for Ben Hill United Methodist Church – a 10,000-member parish.
- The \$3 million Southwest Arts Center, funded by Fulton County, opened June 2001. Its second phase is planned to include a 350-seat theatre.
- Duke Realty Corp. is planning Camp Creek Trade Center, a business park with 5 million square feet of space on 400 acres of land. It plans to start building roads and sewers this summer and to build out by 2009.



The Right Time The Right Opportunity



The right mix

Greenbriar Mall is home to a diverse mix of more than 100 exceptional retailers and service providers. The mall is anchored by Macy's, Magic Johnson Theatres, Circuit City and Burlington Coat Factory.

Retailers at Greenbriar Mall include nationally known names such as Ashley Stewart, Savvi Formalwear, Payless Shoe Source, World Foot Locker, Radio Shack and General Nutrition Center (GNC). The mall also caters to patrons who shop with regional chains, small specialty shops and independent boutiques.



From services to entertainment

Not only does Greenbriar Mall offer customers one-stop shopping with a variety of retail selections – the property also features service providers including Delta Airlines, Georgia Power, Wachovia Bank, the U.S. Postal Service and many others. This unique tenant mix makes Greenbriar Mall a true convenience center.

What's more, the Magic Johnson Theatre anchor has helped make the mall an entertainment destination and drives additional retail traffic. Opened in 1996, the 60,000 square-foot theatre complex has 12 screens, Sony Dynamic Digital Sound and high-back reclining stadium seating.

SHOPPER PROFILE

Average age: 35

Families with children: 43%

Average household income: \$50,400 per year

Gender: 55% female, 45% male

Ethnic origin: 96.5% African-American
(By the year 2007, the spending power of America's ethnic minority groups will exceed \$2 trillion, outpacing the growth in white consumer spending by more than 80%.)*

Visit frequency: 4.5 times per month

Spending, current visit: \$115

*University of Georgia's Selig Center
for Economic Growth

Greenbriar eateries offer a wide selection of cuisine, appealing to virtually every tastebud. Major names include Baskin-Robbins, Chick-fil-A, International House of Pancakes, Captain D's, Checkers, Piccadilly Cafeteria and Great American Cookies. The lineup also includes a fine selection of locally popular restaurateurs and food vendors.

The Numbers

- **679,072** square feet
- **Four anchors:** Macy's, Magic Johnson Theatres, Circuit City and Burlington Coat Factory
- **More than 100 retailers and service tenants**
- Anchor spaces **from 23,800 to 65,000 square feet**
- Shop spaces **from 400 to 7,000 square feet**
- **122,724 vehicles per day** I-285 at Langford Parkway
- **63,522 vehicles per day** Langford Parkway at I-285
- Less than six miles to Hartsfield-Jackson International Airport and **minutes to downtown Atlanta**
- 2002 population of **289,000** within a 7-mile radius
- **\$50,400** average annual household income
- **Strong market growth**, including almost 400 new homes planned in nearby subdivisions



Learn more

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