

SITE SELECTION PACKAGE

Butner Road & Campbellton Fairburn Road

City of South Fulton, Georgia 30213

Prepared for Sprouts Farmers Market Real Estate | March 2026

2.6 Acres

Site Size

Commercial

Zoning

~115,000

City Population

\$102,142

Trade Area MHI

1. Executive Summary

This package presents a 2.6-acre vacant commercial site at the signalized intersection of Butner Road and Campbellton Fairburn Road in the City of South Fulton, Georgia, as a compelling location for a new Sprouts Farmers Market.

The site aligns with Sprouts' published real estate criteria across every key dimension: strong trade-area population, above-average household income, an educated consumer base that skews toward health-conscious and natural food shoppers, and a high-traffic signalized corner with excellent visibility. The City of South Fulton — Georgia's fastest-growing major city — represents a significant white-space opportunity. No Sprouts store currently serves the city or the broader South Fulton corridor.

The site is available for sale, ground lease, or build-to-suit lease and is ready for immediate development. The submitting party invites Sprouts' Real Estate team to evaluate this site as a priority market entry opportunity.

2. Property Details

Address / Location	Corner of Butner Road & Campbellton Fairburn Road, City of South Fulton, GA 30213
Municipality	City of South Fulton — incorporated May 1, 2017; 9th year as a city in 2026
County	Fulton County
Site Area	2.6 Acres (±113,256 SF) — accommodates Sprouts' 20,000–30,000 SF prototype with full parking field

Parcel Configuration	Corner parcel with dual street frontage on two arterial roads
Topography	Generally level — suitable for pad-ready development
Current Use	Vacant Commercial — no demolition required
Zoning	Commercial (C) — grocery/retail use permitted by right
Utilities	All municipal utilities available at or adjacent to site (water, sewer, gas, electric, fiber)
Parking	Site can accommodate 140–160+ surface parking spaces alongside a 20,000–28,000 SF store
Store Frontage	Corner configuration supports 150–180+ foot street frontage consistent with Sprouts' requirement
Disposition	Available for sale by CVS
Contact	Sebring Real Estate Services, Inc. P.O. Box 2159 Acworth, GA 30102 Direct: 404-310-8578 BradS@SebringRES.com www.SebringRES.com

3. Location & Access

The site commands a prominent corner at the intersection of two major arterial roads in the City of South Fulton, providing the high-traffic, easy-access characteristics central to Sprouts' site criteria.

Road Network

Butner Road	North-south arterial serving residential communities throughout the City of South Fulton. Connects directly to I-85 interchanges to the north, generating consistent daily traffic from commuters and residents. 7,000 – 9,000 vehicles per day
Campbellton Fairburn Road	Major east-west arterial running through the South Fulton commercial corridor. High daily traffic volumes from established residential neighborhoods across the city's ~90 square miles. 18,000 – 22,000 vehicles a day
Interstate 85	Direct regional access via I-85 — connecting the site to downtown Atlanta (~17 miles northeast), Hartsfield-Jackson International Airport (~10 miles), and the broader metro area.
Intersection Control	Signalized intersection — safe and convenient ingress/egress for all traffic directions. Strong vehicle-per-day counts on both corridors.

Proximity to Key Demand Generators

- Residential subdivisions and apartment communities within the immediate 1-mile radius, delivering a dense walk/drive-to customer base
- Fulton County Schools serving the City of South Fulton — family households drive Sprouts' fresh and natural food category
- UniHealth Post-Acute Care facility at 7560 Butner Road — health-conscious consumer base directly on the same corridor
- Grady Hospital Emergency Facility is under construction at 5700 Campbellton Fairburn Road
- Established commercial activity along Campbellton Fairburn Road — proven retail co-tenancy environment
- Hartsfield-Jackson Atlanta International Airport (~10 miles) — major employment hub driving residential and income growth
- Georgia Renaissance Festival grounds and community venues nearby — community activity draws

4. Trade Area Demographics

Sprouts targets health enthusiasts and selective shoppers in trade areas with above-average income and strong educational attainment. The City of South Fulton and its adjacent census tracts deliver precisely this profile.

Population & Household Data

City of South Fulton — 2026 Est. Population	~113,884–115,000 (8th largest city in Georgia)
Estimated Population — 1-Mile Radius	~10,000 – 12,000
Estimated Population — 2-Mile Radius	~30,000 – 40,000
Estimated Population — 3-Mile Radius	~60,000 – 75,000
10-Minute Drive-Time Population	~100,000+ — meets Sprouts' stated 100,000+ threshold
Population Growth (City)	+13% between 2017–2021; fastest-growing major city in Georgia
Median Household Income (City of South Fulton)	\$81,798 (city-wide, 2023 ACS)
Median HH Income — Census Tract 103.09	\$108,052 Pop. 3,685

Median HH Income — Census Tract 103.10	\$104,724 Pop. 4,901
Median HH Income — Census Tract 103.15	\$93,650 Pop. 5,387
Weighted Avg. MHI (2–3 Mi Trade Area)	\$102,142 across 13,973 residents (2020 Decennial Census & 2024 ACS 5-Year Estimates)
Median Age	36.3 years — prime health-conscious grocery shopper demographic
Total Households (City)	~40,000+ households across ~90 sq. miles
Education Attainment	93%+ of residents hold at least a high school diploma — Sprouts' target shopper profile
Average Commute Time	32.5 minutes — strong drive-to grocery orientation

Income Profile — The Census Tract Story

Sprouts' target shopper is the 'selective shopper' — an above-average income household that prioritizes fresh, natural, and organic food quality. The trade area surrounding this site delivers that profile with precision:

Census Tract 103.09	\$108,052 median HH income 3,685 residents
Census Tract 103.10	\$104,724 median HH income 4,901 residents
Census Tract 103.15	\$93,650 median HH income 5,387 residents
Combined Trade Area (13,973 residents)	\$102,142 weighted average median HH income

Source: 2020 Decennial Census and 2024 American Community Survey 5-Year Estimates.

At \$102,142, the trade area median household income comfortably exceeds Sprouts' published criterion of 'above average per capita income.' These households have the purchasing power and lifestyle orientation to make Sprouts their primary grocery destination — not just an occasional stop.

5. Sprouts Site Criteria Compliance

The table below maps Sprouts' published US site selection criteria against this site's characteristics. The site meets or exceeds every published requirement.

Criteria	Sprouts Requirement	This Site
----------	---------------------	-----------

10-Min Drive Population	100,000+ residents	✓ ~100,000+ within 10-min drive
Median / Per Capita Income	Above average	✓ \$102,142 trade area MHI — well above average
Education Attainment	4-year college degree preferred	✓ 93%+ HS diploma; growing college-educated base
Store Size	20,000–30,000 SF	✓ 2.6 acres accommodates full prototype + parking
Parking	140+ spaces minimum	✓ 140–160+ spaces achievable on site
Store Frontage	150–180 foot storefront	✓ Corner configuration supports 150–180 ft frontage
Traffic Counts	High VPD on primary road	✓ High-traffic signalized arterial intersection
Site Type	Freestanding / Strip / Lifestyle	✓ Freestanding pad site available
Tenure	Lease preferred	✓ Ground lease / BTS lease available
Zoning	Commercial / Retail	✓ Commercial zoning — no rezoning required

6. Competitive Grocery & Natural Food Landscape

Sprouts seeks markets where it can establish a differentiated natural and organic grocery presence. The City of South Fulton presents a clear gap in the specialty/natural grocery segment.

Publix — Parkway Village (1.3 mi E)	Full-service conventional grocer at 5370 Campbellton Fairburn Rd. Premium-priced, no natural/organic specialty focus. Consistently congested — confirms strong latent grocery demand in the corridor.
Food Depot — Downtown Fairburn (3.5 mi SE)	Value-discount format. Aging facility with limited fresh and organic selection. Not competitive with Sprouts' specialty natural offering.
Kroger — Union City (5 mi E)	Conventional grocery serving a different sub-market. Kroger's Simple Truth organic line is limited compared to Sprouts' full specialty assortment.
Walmart Supercenter — Union City (5 mi E)	Located at 4735 Jonesboro Rd, Union City (~5 miles east). Serves a different sub-market; organic line is limited

	compared to Sprouts' full specialty assortment inconvenient drive from the Butner Rd corridor.
Aldi — Union City (5 mi E)	Located at 4670 Jonesboro Rd, Union City (~5 miles east). Serves a different sub-market; Not competitive with Sprouts' specialty natural offering; inconvenient drive from the Butner Rd corridor.
Whole Foods / Fresh Market (Nearest)	No Whole Foods or Fresh Market serves South Fulton — the nearest locations are ~20+ miles in Midtown Atlanta or Buckhead.
Sprouts (Nearest Store)	No Sprouts currently serves the City of South Fulton or the broader South Fulton corridor — this is a greenfield specialty grocery opportunity in a city of ~115,000.
Natural / Organic Grocery (Any)	Zero specialty natural grocery stores in the City of South Fulton — the market is entirely unserved in Sprouts' category.

The competitive picture is unambiguous: South Fulton's ~115,000 residents have no access to a specialty natural or organic grocer. A Sprouts store at this site would be the sole destination for the city's health-conscious and selective shoppers — a first-mover opportunity with no format competition.

7. Site Suitability & Development Considerations

Store Format Fit

Sprouts' current small-format prototype ranges from 20,000 to 25,000 SF, with some locations up to 30,000 SF. A 2.6-acre parcel comfortably accommodates a 22,000–28,000 SF Sprouts store with a full surface parking field, landscape buffers, and required setbacks. The corner configuration supports the preferred storefront orientation with parking in front.

Parking

A 2.6-acre commercial site can accommodate 140–160+ surface parking spaces alongside a Sprouts-format store — meeting the published minimum of 140 spaces and providing room for the peak-traffic parking loads a Sprouts location typically generates.

Storefront & Visibility

The dual-frontage corner position provides a 150–180+ foot storefront face consistent with Sprouts' published requirement. High visibility from both Butner Road and Campbellton Fairburn Road ensures strong brand exposure to passing traffic on both arterials.

Utilities

All necessary utilities — water, sewer, natural gas, electric, and fiber optic — are available at or adjacent to the site, supporting Sprouts' operational requirements including produce refrigeration, HVAC, and prepared food service.

Entitlement & Timeline

Commercial zoning eliminates the need for a rezoning action, significantly reducing the entitlement timeline. As a vacant parcel with no existing structures, no demolition is required. This site can move from LOI to permit faster than a redevelopment scenario.

Distribution Access

The site's proximity to I-85 and Hartsfield-Jackson Atlanta International Airport provides strong logistics connectivity. Sprouts' strategy requires stores to be located within 250 miles of an operating or planned distribution center — Atlanta is well within that radius.

8. Why City of South Fulton — Why Now

- Zero natural grocery competition: No Sprouts, Whole Foods, Fresh Market, or equivalent operates in the City of South Fulton. Sprouts would enter as the unchallenged specialty natural grocer in a city of ~115,000.
- Affluent immediate trade area: Census tracts 103.09, 103.10, and 103.15 within 2–3 miles report a combined weighted median household income of \$102,142 across 13,973 residents — per the 2020 Decennial Census and 2024 ACS 5-Year Estimates. This is Sprouts' core income target.
- Georgia's fastest-growing major city: The City of South Fulton grew 13% between 2017 and 2021 following its 2017 incorporation and has continued expanding. A growing city means a growing shopper base from the day the store opens.
- Health-conscious demographic alignment: Median age of 36.3, high educational attainment (93%+), and a community with strong interest in wellness and healthy living match Sprouts' 'health enthusiast' and 'selective shopper' target profiles precisely.
- Airport proximity & connectivity: South Fulton borders Hartsfield-Jackson Atlanta International Airport — a major employment hub driving household income growth, residential development, and the type of internationally-exposed consumer who appreciates Sprouts' specialty product assortment.
- East Coast expansion alignment: Sprouts has publicly committed to growing its East Coast presence. Georgia is an existing Sprouts state; South Fulton is an unserved Atlanta-metro market within proven Georgia distribution reach.
- First-mover advantage: Entering South Fulton now — while the city is still early in its development as a municipality — captures the market before competing specialty grocers identify the opportunity.

9. Proposed Next Steps

The submitting party invites Sprouts' Real Estate team to take the following steps:

Step 1 — Site Visit	Schedule an in-person visit to evaluate the parcel, surrounding land uses, traffic patterns, and access points firsthand.
Step 2 — Trade Area Analysis	Engage Sprouts' internal real estate analytics team to run a formal drive-time, population, and sales projection model using the demographic data provided herein.
Step 3 — LOI / Term Sheet	Upon confirmation of site fit, execute a Letter of Intent outlining lease structure (ground lease or build-to-suit), rent, due diligence period, and construction timeline.
Step 4 — Due Diligence	Conduct Phase I ESA, geotechnical investigation, survey, and title review during the agreed due diligence period.
Step 5 — Seek Tax Abatement	Interested in a “Bond for Title” property tax abatement? Contact the South Fulton Development Authority contact information below.
Step 5 — Permitting & Opening	Leverage commercial zoning and available utilities to expedite site plan approval, building permit, and store opening.

10. Contact Information

For additional information, to schedule a site visit, or to discuss lease terms, please contact:

Submitting Party	James Reese - Chair South Fulton Development Authority 6385 Old National Hwy, Suite 210 South Fulton, Georgia james.reese@cosfda.com 404-421-5399
Sprouts Real Estate	Submit inquiries via about.sprouts.com/site-location/real-estate/

This package has been prepared in good faith for the sole purpose of presenting the above-referenced site to Sprouts Farmers Market Real Estate. All demographic and market data is sourced from publicly available US Census Bureau, American Community Survey, and published Sprouts site selection criteria. This document is confidential and intended solely for the recipient.