CITY OF South Fulton
A CITY ON THE RISE!

2026

MARKET

INTELLIGENCE PORTFOLIO

THE OPPORTUNITY BEHIND
YOUR NEXT INVESTMENT



SOUTH FULTON, GEORGIA

VISION. OPPORTUNITY. GROWTH.

CHOOSESOUTHFULTON.COM

A MESSAGE FROM MAYOR GUMBS



CARMALITHA L . GUMBS
Mayor of the City of South Fulton

Welcome to the **City of South Fulton** — a community strategically positioned for growth, investment, and opportunity.

It is my privilege to introduce the **South Fulton Market Intelligence Portfolio**, a comprehensive resource designed to provide businesses, developers, retailers, brokers, investors, and site selectors with valuable insight into our market and the opportunities shaping our economic future.

The **City of South Fulton** holds a distinct position within the Atlanta metropolitan region. With proximity to Hartsfield-Jackson Atlanta International Airport, access to major transportation corridors, a growing consumer base, and significant development potential, our city offers the connectivity and opportunity businesses and investors need to grow.

That advantage is matched by momentum. New investment, infrastructure improvements, commercial development, and redevelopment are creating opportunities across our key corridors while supporting jobs, businesses, and a stronger local economy.

The **South Fulton Market Intelligence Portfolio** provides a data-driven look at our market, highlighting demographics, consumer demand, workforce, retail potential, development opportunities, and key trends.

As Mayor, I invite you to explore what is possible in South Fulton. Our Economic Development team stands ready to help you invest, develop, expand, and grow in our community.

The **City of South Fulton** is connected, competitive, and built for the future. We invite you to be part of it.

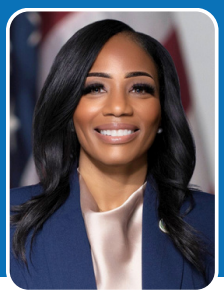
Sincerely,

Carmalitha L. Gumbs

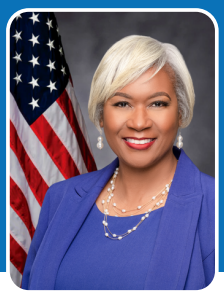
Mayor of City of South Fulton

MEET THE MAYOR AND CITY COUNCIL

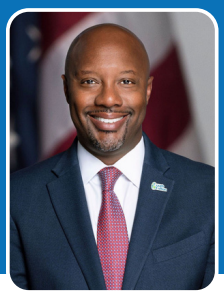
CITY OF South Fulton
A City on the RISE!



Mayor
Carmalitha L. Gumbs



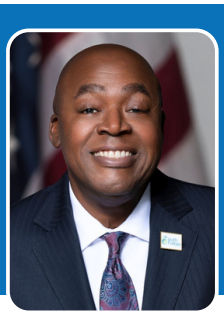
Catherine Foster-Rowell
District 1



Aaron V. Johnson
District 2



LaTonya "Toni" Wright
District 3



Jaceey Sebastian
District 4



Mayor Pro Tem
Keosha B. Bell
District 5



Natasha Williams-Brown
District 6



Linda Pritchett
District 7

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CITY MANAGEMENT

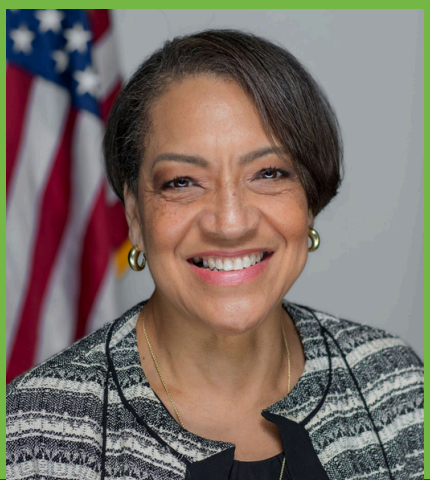
Sharon D. Subadan, ICMA-CM, MPS, CPM
City Manager



Dr. Marc-Antonie Cooper, ICMA-CM
Assistant City Manager



Carmen Y. Davis, ICMA-CM, MBA
Assistant City Manager



COME GROW WITH US!
ECONOMIC DEVELOPMENT TEAM

Trevor Thornton
Main Street Manager



Teresa Parhams TMP, GCED, PMP
Deputy Director



Adriana Echols
Special Projects Manager



Email us to schedule your pre-development consultation:
teresa.parhams@cityofsouthfultonga.gov

City of South Fulton
A CITY ON THE RISE!



INTRODUCTION

Opportunity Starts in South Fulton.

The City of South Fulton is a market on the move—**where growth, connectivity, consumer demand, and investment opportunity come together.**

Strategically positioned within Metro Atlanta, South Fulton offers access to major transportation corridors, a growing consumer base, and expanding commercial opportunities. From established business districts to emerging development areas, South Fulton offers room for businesses, developers, retailers, and investors to grow and be part of the city's next chapter of economic growth.

15
MINUTES TO DOWNTOWN ATLANTA

2
BETWEEN TWO MAJOR AIRPORTS

92
SQ MILES CITY FOOTPRINT

Explore the market, discover the opportunities, and see why South Fulton should be on your investment map.

A growing market.
A strong consumer base.

The City of South Fulton represents a substantial residential and consumer market within Metro Atlanta — scale, spending power, and an established homeowner base in one place.

119,560

TOTAL RESIDENTS (2026 ESTIMATE)

44,316

HOUSEHOLDS

$95,308

MEDIAN HOUSEHOLD INCOME

$120,481

AVERAGE HOUSEHOLD INCOME



Source: Esri, 2026 community profile. City of South Fulton geography.

A strong homeownership market.



72%

OF OCCUPIED HOMES ARE OWNER-OCCUPIED

More than half of the city's owner-occupied housing units are valued at **$300,000 or more** — a mid- to upper-value residential market.

Homeownership Stats

47,925
TOTAL HOUSING UNITS

31,895
OWNER-OCCUPIED

12,421
RENTER-OCCUPIED

$336,875
MEDIAN HOME VALUE

Source: *Esri, 2026 housing profile. City of South Fulton geography.*



WORKFORCE

An educated, professional workforce.

44.2%

HOLD A BACHELOR'S DEGREE OR HIGHER

67.9%

WORK IN WHITE-COLLAR OCCUPATIONS

BACHELOR'S DEGREE	25.4%
GRADUATE OR PROFESSIONAL DEGREE	18.8%
ASSOCIATE DEGREE	11.0%
DAYTIME POPULATION	103,913
MEDIAN AGE	38.3
PER CAPITA INCOME	$44,695

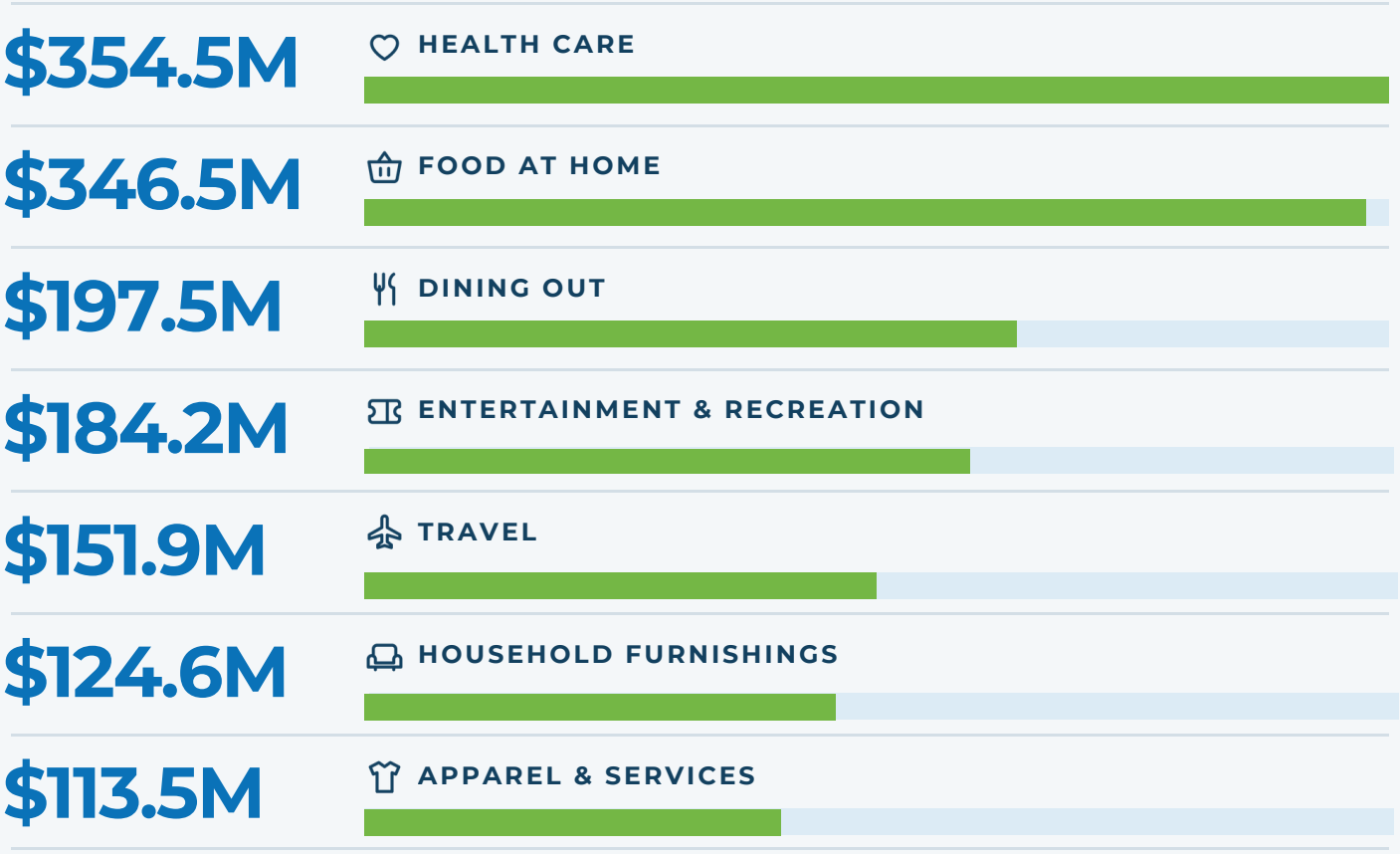
Educational attainment covers residents age 25 and older. Source: Esri, 2026.

Where the money goes.

South Fulton's **44,316 households** generate substantial annual consumer expenditures across major categories — **roughly $33,200 per household** in these seven alone.

$1.47B

ANNUAL HOUSEHOLD SPENDING ACROSS THE SEVEN CATEGORIES BELOW



Source: Esri, 2026 consumer spending. Total is the sum of the seven categories shown, not total household expenditure.

Consumer demand is already here.

The City of South Fulton isn't simply growing — it is a market where households are already spending.

The Market Potential Index sets the U.S. average at **100**; everything past that marker is demand above the national norm.



Home Delivery — Fast Food

119 MPI

19% ABOVE THE U.S. AVERAGE

Frequent Fast-Food Consumers

115 MPI

15% ABOVE THE U.S. AVERAGE

Fine Jewelry Purchases

112 MPI

12% ABOVE THE U.S. AVERAGE

Small Kitchen Appliances

107 MPI

7% ABOVE THE U.S. AVERAGE

Large Appliances

105 MPI

5% ABOVE THE U.S. AVERAGE

Source: Esri, 2026 Market Potential Index.

Family-oriented. Established. Growing.

Nearly eight in ten South Fulton households fall within three family-centered lifestyle groups. The city's largest individual segment, **Up and Coming Families**, sits inside the Family Fabric group and represents about 28% of households.







WHAT THIS MEANS FOR INVESTMENT

Family-scale formats
Grocery, casual and family dining, youth sports, and value-oriented apparel.

Home-related demand
Furnishings, appliances, home-related products, and services.

Everyday convenience
Convenience retail, quick-service, pharmacy, fuel, and personal services.

Source: Esri Tapestry, 2026. Groups shown are LifeMode groups; Up and Coming Families is a segment within Family Fabric.

We're looking for what's next.

Categories where South Fulton's households are already demonstrating demand — and where the City is actively recruiting.

DINING

Full-Service & Upscale Dining

69,453

Adults · 74.6% · MPI 103

DINING

Fast-Casual & Emerging Concepts

85,711

In annual entertainment & recreation spending

GROCERY

Grocery Stores & Specialty Markets

39,922

Households purchase fresh produce · 90.1%

FASHION

Apparel & Fashion Retailers

85,711

In annual apparel and services spending

FASHION

Footwear & Accessories

68,761

Adults purchased shoes · 73.9%

HOME

Home Furnishings & Decor

10,168

Households purchase big-ticket furnishings · MPI 103

Source: Esri, 2026. Continued overleaf.

PRIORITY RETAIL RECRUITMENT

HOME

Appliances

107 / 105

MPI — small kitchen / large appliances

ENTERTAINMENT

Entertainment & Experiential

$184.2M

In annual entertainment & recreation spending

HEALTH

Health, Wellness & Fitness

$354.5M

In annual health care spending

TECHNOLOGY

Technology & Electronics

87,845

Smartphone Users · 94.4%

SPECIALTY RETAIL

Specialty Retail & Lifestyle Brands

24.4%

Purchase fine jewelry · MPI 112

NEIGHBORHOOD RETAIL

Neighborhood-Serving Retail

62,793

Convenience shoppers · MPI 103

Source: Esri, 2026. MPI values are indexed to a U.S. average of 100.



Find your place in the City of South Fulton.

Five premier opportunities offering retail, restaurant, mixed-use, redevelopment, and commercial development potential across established corridors and emerging growth areas.



South Fulton Parkway / Cedar Grove

Growth Is Moving South.

6015 Lynmark Way, South Fulton, GA 30213

20-25 ACRES | **16,009** VPD | **161,000** SF PROPOSED

Approximately **20–25 acres** proposed for a town centre-style mixed-use development incorporating retail, restaurants, and entertainment. The Cedar Grove corridor is one of South Fulton's fastest-growing areas.

15-minute drive time: 145,322 population · 52,782 households · 9.57% five-year growth · $80,035 median household income.



Old National Marketplace

A Retail Destination.

6385 Old National Hwy., South Fulton, GA 30349

34 ACRES | **25,000** VPD | **81,000** SF PROPOSED

Established **235,155 SF** retail destination along Old National Highway featuring national retailers, restaurants, fitness, and service businesses.

The City has approved the design-build process for a new ~75,000 SF, $56 million police headquarters near Old National Highway and Jonesboro Road.



Red Oak District

Historic Roots. New Opportunities.

3435 Roosevelt Hwy., South Fulton, GA 30349

+/-45 ACRES | **19,300** VPD | **86,000** SF PROPOSED

Approximately **45-acre** mixed-use redevelopment along Roosevelt Highway in South Fulton's historic Red Oak District. Plans include **86,000 SF** of grocery-anchored retail and restaurant space and **346** residential units, with easy access to I-285 via Washington Road.

346 residential units proposed alongside accompanying retail and restaurant opportunities.



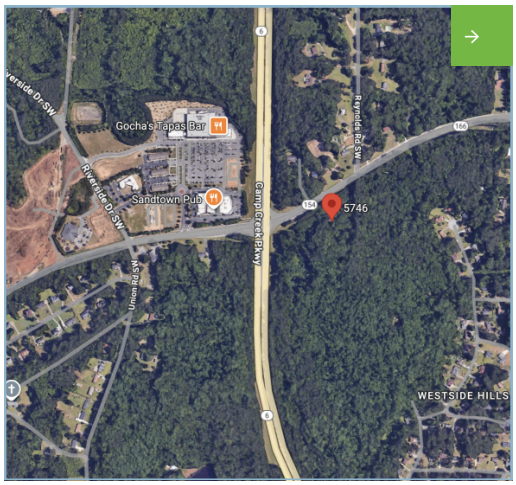
Old National Commons

Redevelopment Along a Major Corridor.

5495 Old National Hwy. #A1, South Fulton, GA 30349

13 ACRES | **40,400** VPD | **28,800** SF PROPOSED

An approximately **13-acre** commercial redevelopment opportunity. The proposed scheme includes infill retail, second-floor residential, open space, preservation of an existing building, and improved pedestrian and automobile connectivity.



Sandtown Village

A $200 Million Mixed-Use Opportunity.

5746 Campbellton Road SW, South Fulton, GA 30331

60.15 ACRES | **120,000+** SF RETAIL | **420** HOMES & UNITS

A **60.15-acre** mixed-use development at Camp Creek Parkway and Campbellton Road. Plans include approximately **120,000-137,300 SF** of commercial & retail space, **288** apartments, **74** single-family homes, **58** townhomes, and **10+** acres of green space with trails and boardwalks.

Target uses include restaurants, boutique and lifestyle retail, medical, health, and fitness concepts.

Site metrics supplied by the City of South Fulton Economic Development Department. Drive-time market figures: Esri, 2026.

Below is a rendering of the Sandtown Village project.



Incentives that Move Investment Forward

A flexible toolkit for quality investment, job creation, business expansion and catalytic redevelopment.



Project-Based. Performance-Driven. Strategically Aligned.

Incentive consideration is tailored to the project and may reflect capital investment, quality job creation, wages, location, development impact and community benefit.

DEVELOPMENT & PERMITTING

Potential consideration for qualifying development-related fees and coordinated assistance through applicable City review processes.

DEVELOPMENT AUTHORITY TOOLS

Eligible projects may be considered for development authority tools, including bond financing and other negotiated structures permitted by law.

TAX ALLOCATION DISTRICTS

TADs can help support qualifying redevelopment and catalytic projects through eligible public improvements and development-related investments.

FREEPORT TAX EXEMPTION

Qualifying business inventory may be eligible for Freeport property tax exemption, supporting the competitiveness of manufacturing, warehousing, distribution and logistics operations.

LEVERAGE GEORGIA'S BUSINESS ADVANTAGE

South Fulton projects may also benefit from applicable State of Georgia programs and resources, including:

- **Job Tax Credits**
- **Quality Jobs Tax Credits**
- **Sales & Use Tax Exemptions**
- **Manufacturing & Distribution Incentives**
- **Workforce Training & Development Resources**

Incentives are subject to eligibility, applicable law, required approvals and availability.
This page is intended as a general overview and does not constitute a commitment of financial assistance.

Connected corridors.
Distinct opportunities.

Old National Highway
RETAIL · RESTAURANTS · REDEVELOPMENT

An established commercial corridor and a growing hub for retail, mixed-use, and small business development.

Fulton Industrial Corridor
INDUSTRY · LOGISTICS · EMPLOYMENT

One of the largest industrial corridors in the Southeast, with significant opportunity for logistics and employment growth.

South Fulton Parkway
GROWTH · MIXED-USE · NEW DEVELOPMENT

A major growth corridor supported by available land for new retail, commercial, residential, and mixed-use investment.

Roosevelt Highway
NEIGHBORHOOD RETAIL · MIXED-USE · REDEVELOPMENT

A central corridor connecting the historic Red Oak District with neighborhood-serving retail, restaurants, and housing.





WHY SOUTH FULTON

Location is an advantage.
And there is room to grow.

South Fulton encompasses approximately 92 square miles on the southern edge of Metro Atlanta, combining established commercial corridors with significant undeveloped land. Key economic areas include Fulton Industrial Corridor, Old National Highway, South Fulton Parkway, Roosevelt Highway / Red Oak, and Campbellton / Sandtown.

Municipal Investment

INVESTING IN SOUTH FULTON'S FUTURE

$140M
TRANSPORTATION IMPROVEMENT PROJECTS UNDERWAY

371
ACRES OF MUNICIPAL LAND ACQUISITIONS

$18.37M+
MUNICIPAL LAND ACQUISITION INVESTMENT

Major municipal facilities include the Police Department Headquarters, Fire & Rescue Headquarters, Public Safety Training Center, City Hall, the City Administration Building, the Economic Development Office, and the Welcome Center at 4800 Campbell Drive.

Land acquisition total is 371.31 acres. Source: City of South Fulton.

Ready to take a closer look?

Whether you're evaluating a new retail location, restaurant concept, commercial development, redevelopment opportunity, or major investment, the City of South Fulton Economic Development team is ready to help you explore the market.

Market Intelligence Portfolio, Resources and Reports

CLICK HERE FOR ACCESS

Explore Available Sites and Buildings

CLICK HERE FOR ACCESS

Connect with Economic Development

VISIT AND CONNECT
City of South Fulton
Economic Development
6385 Old National Highway, Suite 210
South Fulton, GA 30349

SCHEDULE A PRE-DEVELOPMENT CONSULTATION
Teresa Parhams, TMP, GCED, PMP
Deputy Director | Economic Development
Office: (470) 809-7700 | Mobile: (404) 861-3745
teresa.parhams@cityofsouthfultonga.gov

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Data for the South Fulton Market Intelligence Portfolio is Sponsored By: Georgia Power

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