

South Fulton Now

Grow Now. Invest Now. Choose Now. Create Now.

View Point by Al Nash, Select Fulton

Now is the time to see South Fulton. The region has a multitude of assets that complement various business sectors and industries. Based on its availability of developable land, highly qualified workforce, and proximity to major transportation networks; South Fulton is poised for further growth.

The brand names that now have made an investment in the region are joining the likes of Chick-Fil-A and Delta. As the area retains businesses, the likes of Google, Porsche, and Walmart.com have increased their presence in South Fulton, investing in the growth possibilities that are only available in this region. Each city – Hapeville, East Point, College Park, Union City, Palmetto, Fairburn, and Chattahoochee Hills – and the Unincorporated area offer a dynamic real estate market, an authentic downtown experience, growing communities, and a positive economic outlook.

The visionary leadership in South Fulton's cities believes this is the time to invest in development of a regional branding effort, Connect South Fulton. "This collaboration is the key factor in the movement to strategically develop recognition of South Fulton County, creating an overall better economically equipped Fulton County," says Mayor Vince Williams of Union City. "By unifying the South Fulton sister cities under one marketing brand and intentional focus on four pillars: business recruitment, business expansion, marketing, and government relations; Connect South Fulton is Atlanta's gateway to opportunity."

Developers are investing now. In the last two years, the area has attracted more than \$597 million in investments via new development and expansions with each city contributing a unique element to the region's economic mix. Union City's strategic revitalization of Shannon Mall with a mixed-use development housing Atlanta Metro Studios and distribution space transforms this aging parcel into a destination for emerging industries and e-Commerce businesses. College Park is expanding its downtown TOD (or transportation oriented district), which includes 300 units of multi-family residential units, an Aloft Hotel, retail, restaurants, and the Pad on Harvard, a new mixed-use development. East Point has a strong Main Street program to support small businesses and is exploring mixed-used developments to strengthen its downtown corridor. Hapeville continues to capitalize on the strength of the Porsche brand with the development of the new Solis Hotel scheduled to open in summer 2017. The City of Fairburn will house a new luxury apartment complex, the Oakley Apartments, which will be the first multi-family development to be built in more than a decade. Palmetto has a strong manufacturing base and continues to focus on attracting new developments. Chattahoochee Hills' focus on maintaining 70% of its land for green space and capitalizing on its unique development plan will continue to attract entrepreneurs and new residents alike.

All of these communities have capitalized on the power of Hartsfield-Jackson Atlanta International Airport. The cities house the largest amount of available land near an international

airport. The region is home to South Fulton Parkway and the Aerotropolis project. “The creation of the Georgia Aerotropolis Corridor will strengthen inter-generational equity in our region and fuel both global and local development projects in the area,” according to Union City Mayor Williams.

Companies are choosing South Fulton for relocations and expansions. South Fulton’s key industries are transportation and logistics, which deliver goods for the region’s large e-Commerce fulfillment centers yielding high numbers of jobs and investments. Companies seek out South Fulton because it connects people and goods within two hours of 80% of the U.S. population via air. Manufacturing companies, like Miller Zell, are now expanding and food manufacturers are sustaining their presence in the region. Now with the influx of film and television production in the South, the entertainment industry is booming with the addition of several new large and independent production studios. These industries’ economic ancillaries bring additional business to local sectors including caterers, hotels, and retail.

Now is the time for the South Fulton region to focus on transportation alternatives and reduction of traffic congestion. To increase the ease of development and accessibility, transportation must be swift and affordable to attract all socioeconomic groups. With this in mind, MARTA plays a strong role and presents itself as a collaborative partner. We know that MARTA is working diligently to expand throughout the Metro area, and we see South Fulton as one of its greatest opportunities.

As companies and residents continue to choose South Fulton, Select Fulton is your economic development partner and, together with the cities of South Fulton, we will work to ensure your business has access to the resources and expertise at our disposal to help relocate, grow, and enhance your business.