

## Inner-city revitalization efforts bring Publix store to East Lake ATLANTA REAL ESTATE

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**DATE:** 10-13-2000

**PUBLICATION:** The Atlanta Journal and Constitution

**EDITION:** Home

**SECTION:** Business

**PAGE:** E; 3

Publix Super Markets will build a store in Atlanta's East Lake neighborhood as part of a massive revitalization effort under way there.

It is the chain's second store in an inner-city area not previously served by a major grocer. Last spring Publix announced plans for a store in Historic Westside Village development on Martin Luther King Jr. Drive near the Ashby MARTA station.

The Publix in East Lake will be built by **M.J. Lant Development** and W. Michael Murphy & Associates in conjunction with the East Lake Community Foundation's \$120 million revitalization project. The foundation is partially funded by developer Tom Cousins.

The freestanding 44,270-square-foot store will be built along Glenwood Avenue and will open about a year from now.

The area's revitalization includes a YMCA, Drew Charter School and the restoration of East Lake Golf Club, where legendary golfer Bobby Jones learned the game. Several mixed-income housing developments have also gone up, including Villages at East Lake.

Tom Cousins, chairman and chief executive officer of Cousins Properties, said the East Lake Community Foundation paid for the land where Publix will build its store.

Cousins said Publix's plans are a "bold thing to do."

Publix spokeswoman Jennifer Bush in Lakeland, Fla., said the grocer has to have a base of customers to support a store and believes there will be a good base in East Lake.

"It's over a million-dollar investment to get a store open and running," Bush said. "If we don't have sales, we can't do this as only a community goodwill gesture. A store has got to be profitable."

Publix isn't the only chain eyeing inner-city locations and seeking development assistance.

Kroger could open a 30,000-square-foot grocery store at Techwood and Parker Street next year. Integral Properties, master developer of Centennial Place, is seeking \$300,000 to \$500,000 in incentives from the city to help cover infrastructure costs.