

# TATTERSALL PARK

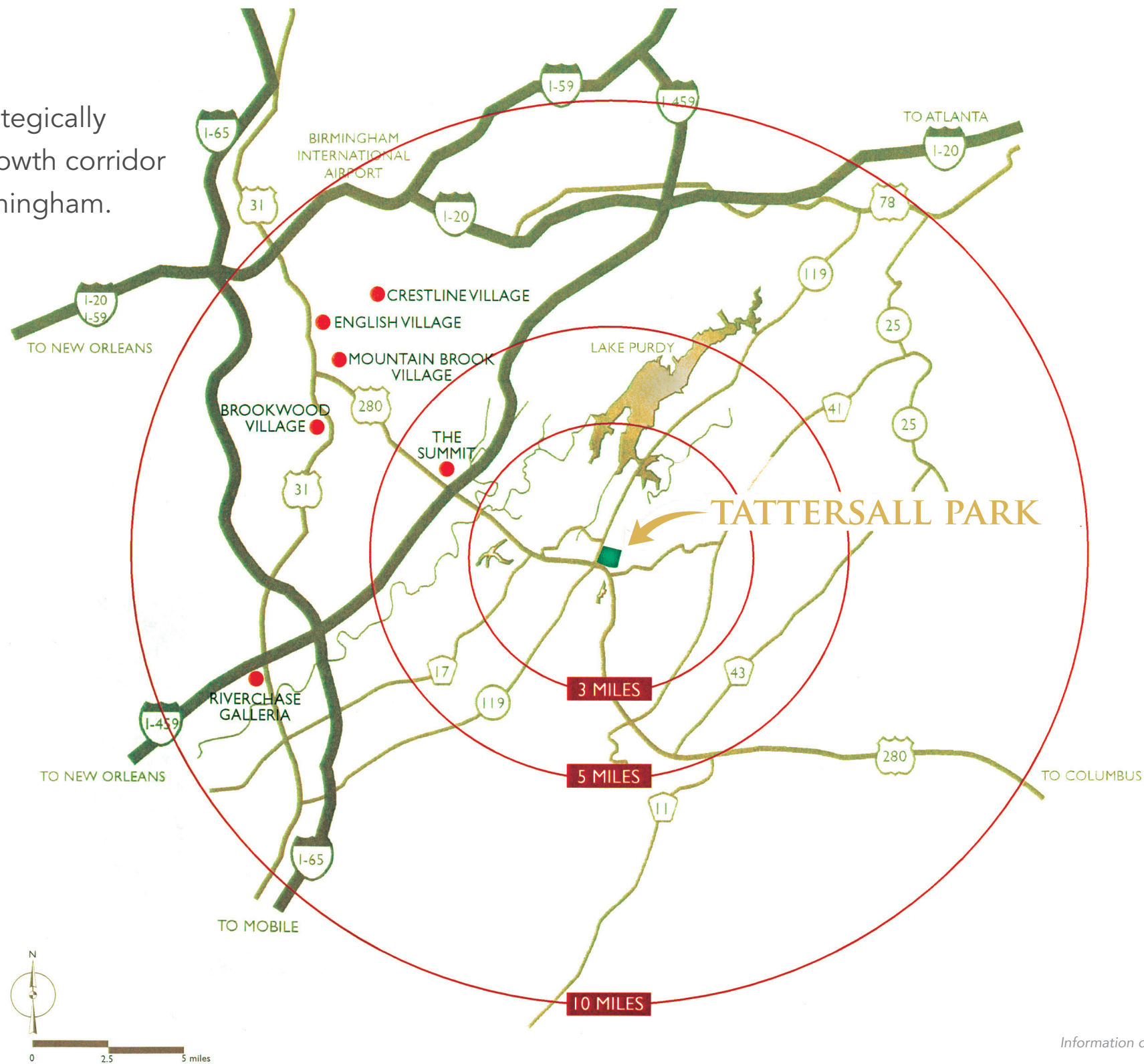
EBSCO  
PROPERTIES

RBY  
RETAIL

# THE CASE FOR TATTERSALL PARK...

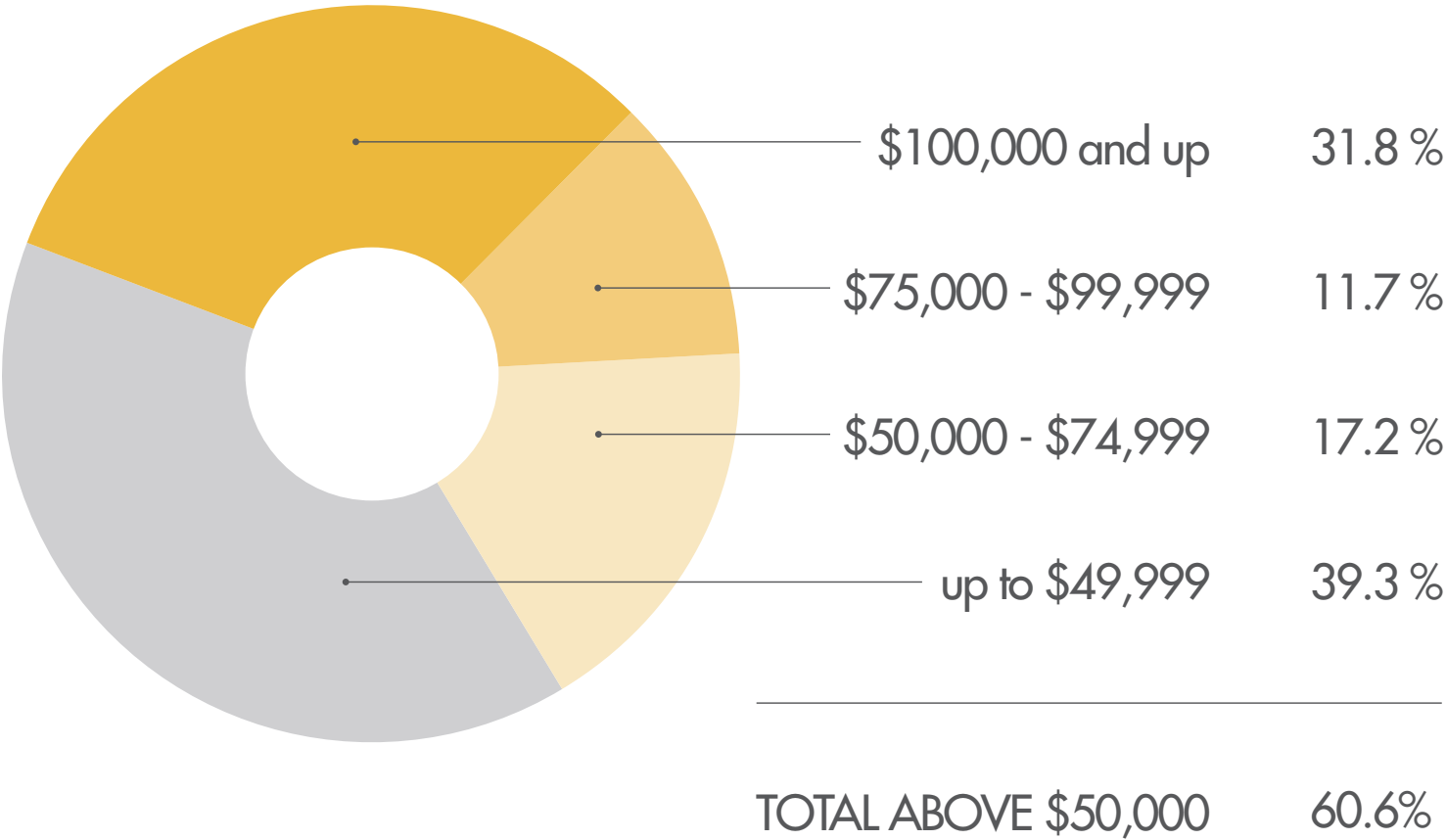
- The 75-acre site OWNED by the developer (EBSCO) has a unique history. It is one of the most attractive multi use sites in the region.
- The Highway 280 corridor has over 5.5 million square feet of office space with market-leading rents and occupancy.
- The Grand View Hospital and Medical Complex will generate 300,000 square feet of health care-related space and 5,000 new jobs in the Highway 280 corridor when completed in 2016.
- The Highway 280 /119 Intersection currently has 1,200,000sqft contiguous retail space: Brook Highland Plaza, Walmart Super Center, and Village at Lee Branch.
- The validated residential population and additional daytime population driven by the Grand View development enhances the overall demographics for retail growth.
- Recent traffic flow improvements have restricted two-way access to much of the retail on both sides of Highway 280. The Tattersall Park intersection has positive access from all directions. Additional lanes are being added to Highway 119 between Brook Highland Parkway and Highway 280 to be completed in 2015.
- The grocery volumes of Publix and Walmart, which are adjacent to Tattersall Park, validate strong daily retail visits to the Highway 280/119 intersection. Both Publix and Walmart have built new stores six miles east on Highway 280.

Tattersall Park is strategically positioned in the growth corridor of southeastern Birmingham.



Information deemed reliable, but not guaranteed.

# INCOME AND SOCIO-ECONOMIC DISTRIBUTION

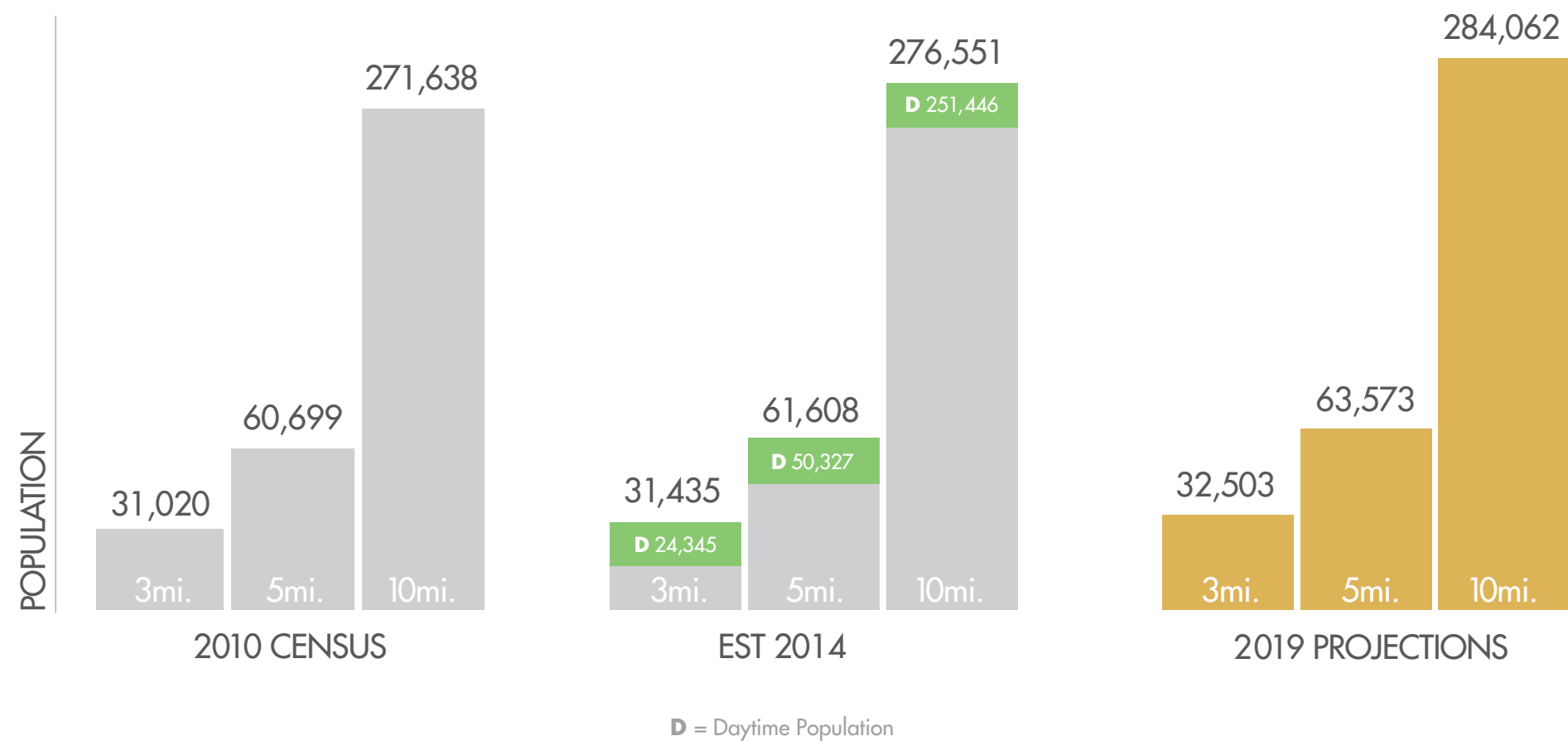


The Tattersall Park area has many high-end residential households. Within the 10-mile radius, over 60% have incomes above \$50k. Average household income jumps to nearly \$118k within a 3-mile radius.

The residents in this area are also very well educated. Within the 10-mile radius, 52% have earned a bachelor's or graduate degree. Shelby County is one of the wealthiest and most educated counties in the region.

*Information deemed reliable, but not guaranteed.*

# GROWTH TRENDS IN THE TATTERSALL TRADE AREA

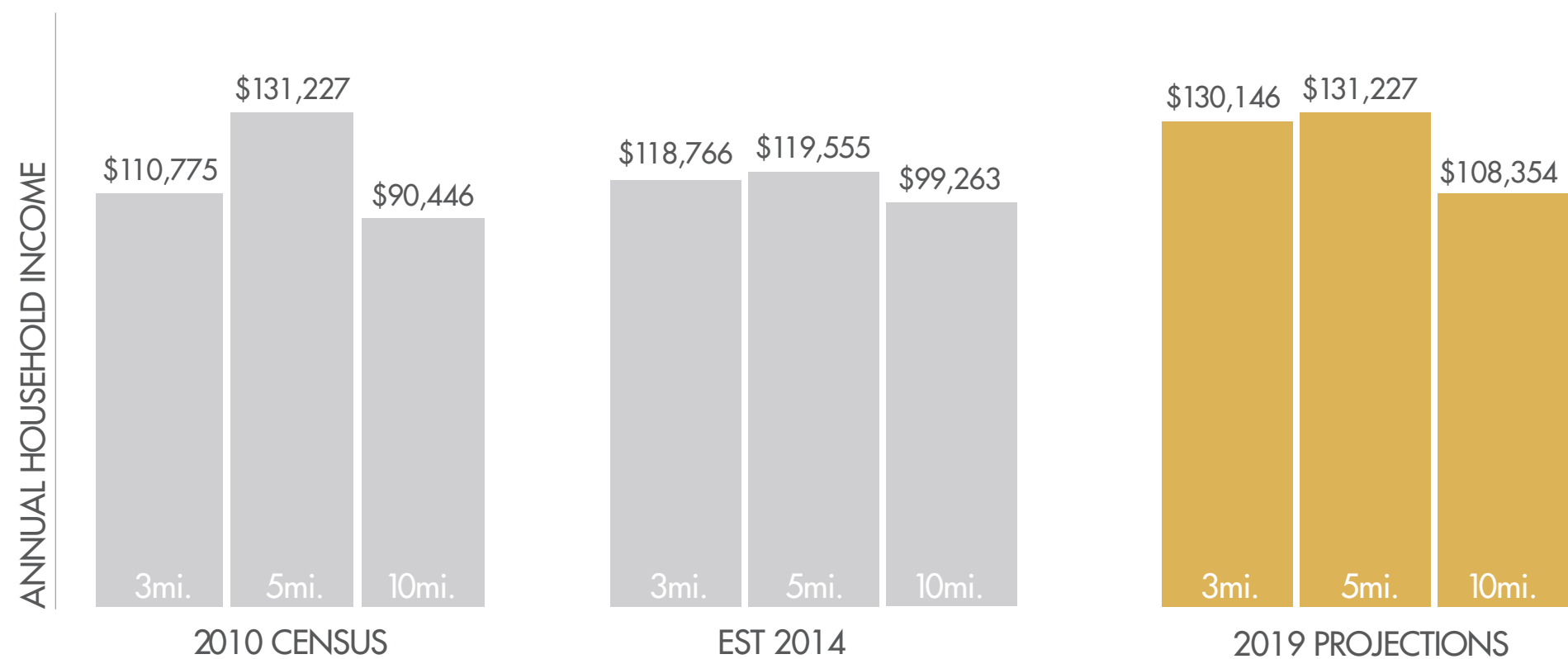


Shelby County is the fastest growing county in the state. Next door is Jefferson County, the most populous county in the state. Together, these factors have resulted in a huge

residential increase along the 280 Corridor. With this growth pattern expected to continue, Tattersall Park is ideally located to serve this population.

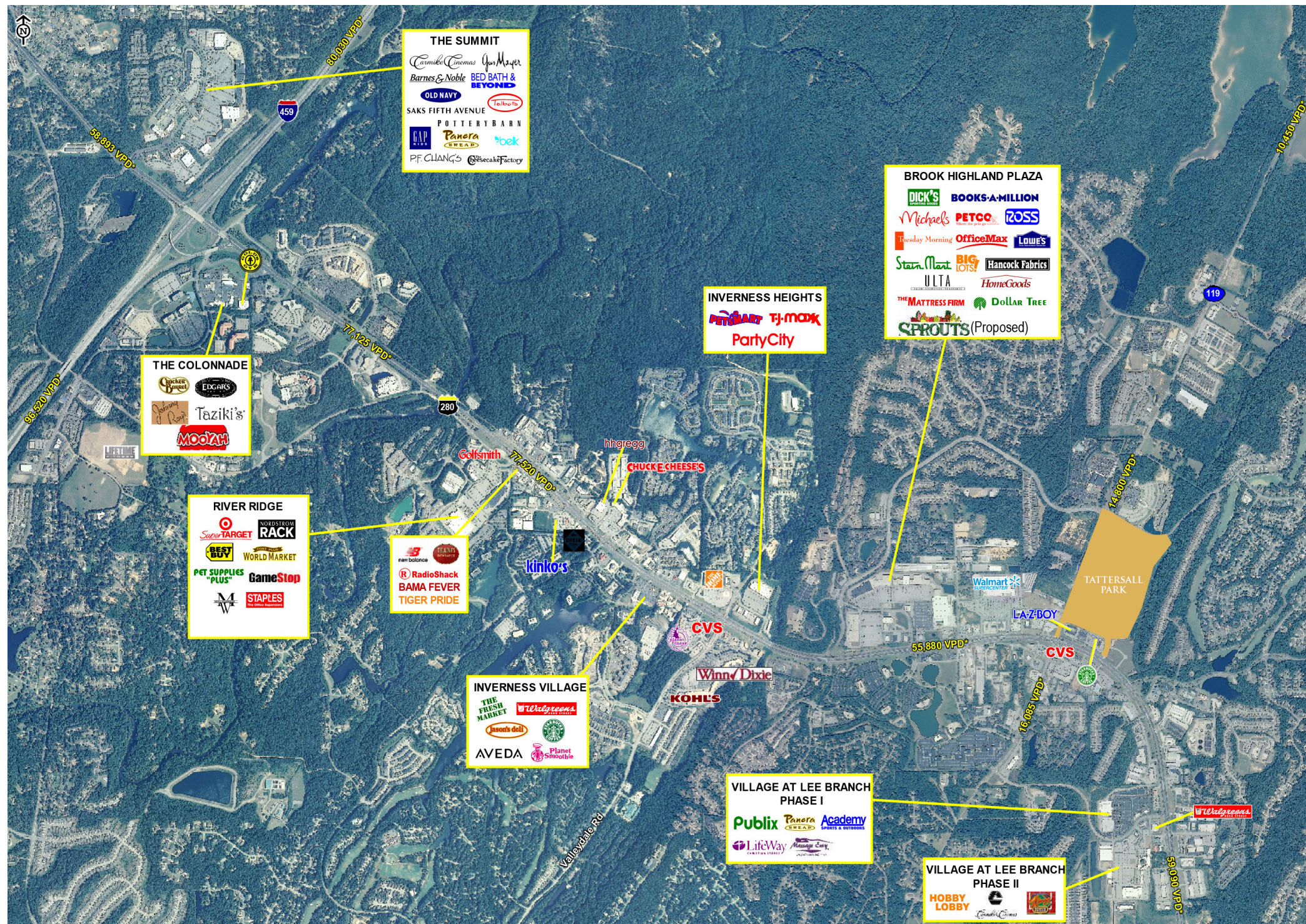
Information deemed reliable, but not guaranteed.

# STRONG AVERAGE HOUSEHOLD INCOMES



Information deemed reliable, but not guaranteed.





Information deemed reliable, but not guaranteed.



# TATTERSALL PARK

The name Tattersall is derived from Richard Tattersall, who founded the London Horse Market in 1766. The pattern on blankets commonly used under horse saddles was appropriately named after him. Today, Tattersall references a fabric used to make shirts and other clothing. It has a pattern of squares usually on a light solid background.

Tattersall, chosen as the name of the development because of the horse farms that were common to the area, was more inspired by the overall mission of Tattersall Park. With our development, we want to build the social fabric of the area. It was prevalent in early main street towns, but was lost with modern development. Tattersall Park will bring it back with a pedestrian friendly setting. Step back to a simpler time with all the conveniences of today: retail, restaurants, office, health care, hotels and residential.





# EBSCO PROPERTIES

EBSCO Properties offers a variety of services from planning and leasing to brokerage and development. As a “smart growth” developer, the company applies those guidelines to its services. EBSCO Properties is committed to fulfilling the needs of different areas by creating sustainable developments that add value to communities.

EBSCO Industries is a Birmingham headquartered company with a long, successful history of entrepreneurship. This multi-billion dollar corporation is diversified into 23 businesses covering a wide range of industries. EBSCO Industries is ranked in the nation’s top 200 largest privately held corporations according to Forbes magazine. The company has over 5,900 employees in 22 countries around the world.

# RBY RETAIL

RBY Retail was formed in October 2013 by Richard B Yeilding.

Richard has 40 years experience as a retailer and working on the landlord / developers side with Colonial Properties Trust.

Richard joined Colonial Properties in January 1997. As senior vice president of retail acquisitions he was responsible for acquiring \$500,000,000 of malls and shopping centers in his first 3 years with the company. During the 17 years at Colonial, Yeilding was part of the team that managed, developed, and subsequently sold \$2.0 Billion of retail assets which included all property types; i.e. Malls, Power Centers, Life-style Centers, and Neighborhood Centers.

During his career he has had experience in all phases of the business and hands on exposure to the dynamic changes in the industry during this period.

RBY Retail is working in a consultant role and as exclusive development agent for EBSCO.

## CONTACT:

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