

EAST BEND SHOPPING CENTER

# Development

Shopping local during the 2020 Christmas season will be even easier thanks to the hometown dedication of R.H. Ledbetter Properties



The company, under the leadership of brothers, Bob, Jr. (CEO), Wright (COO), and David (EVP for Leasing) Ledbetter, is reviving the Hicks Drive location formerly anchored by the Super Kmart as a shopping destination for Rome and the surrounding areas.

After a long negotiation and purchasing process, the transformation of the property became a reality in August of last year when demolition of the site began. The Kmart building, a gas station, and two other retail businesses, as well as the parking lot, were removed. In the process, more than 12,000 tons of building material, including block, brick, concrete, and asphalt, were crushed to be reincorporated into the site as the construction phase begins. Also, nearly 800 tons of structural steel was recycled. The company is always conscious of being as conservative-minded as possible during development to ensure as little debris as possible is destined for the landfill.

With the construction of East Bend Shopping Center beginning in early 2020, our community can look forward to many new shopping choices when it opens later in the year. According to Joe Holmes, EVP for development, when selecting possible tenants regarding the project, the company utilized a method of void analysis. Through this process, they were able to identify retailers who were absent from the market within a 30-minute drive to Rome and the specific types of stores local consumers were looking to support. Fortunately, with over 35-years of experience, Bob Ledbetter, Jr. has an excellent vision for businesses that will thrive in our market. Currently, the project has over 88% of the space committed. It is projected the center will feature over 20 businesses in varying specialties.

Based on plans for East Bend, the shopping center will feature more than 110,000 square feet of leasable space, three primary anchors, five out-parcels, and another 29,500 square-foot of small shops. It is anticipated the center will feature at least two nationally known apparel retailers. As a company policy, Ledbetter Properties does not reveal the names of tenants. This allows companies to announce and schedule their own marketing strategies.

One of the most exciting aspects of the project is the opportunities for job creation. When the center is at capacity, there could be as many as 400 jobs available. It will also have a dynamic economic impact through business licenses and sales tax collections.



We are excited about the opportunity to redevelop and repurpose this prime commercial site that will serve not only our local area but the region as well. East Bend will bring a wonderful selection of new goods and services to our community, allowing more revenue to remain in Rome and Floyd County, and the economic impact will be substantial, creating over 400 new jobs.

- Wright Ledbetter