

Shannon Mall to be redeveloped into a new film and TV studio



Oct 27, 2014, 2:22pm EDT

[Ellie Hensley](#) and [Douglas Sams](#)

Atlanta Business Chronicle

Shannon Mall is being redeveloped into a 25-acre film and TV campus led by former Turner Entertainment Group and Universal Studio executives.

The firm, 404 Studio Partners, will anchor a 345,000-square-foot studio on the site of the former mall.

Atlanta-based real estate company Rooker, which bought Shannon Mall earlier this year, will develop the project. Union City, where the project is located, will become home to one of Georgia's largest studios.

Newly formed 404 Studio Partners will target large film and TV productions. Its executives include Ed Richardson, who owns Georgia-based R&R Productions Worldwide; Brian Livesay, who helped launch Radish Lighting LLC; John Brubaker, a veteran of film and TV production; and James Brubaker, former President of Physical Production at Universal Studios.

The demolition of Shannon Mall is already underway to make room for the project. Rooker is also redeveloping the remaining 65 acres into a 1.1-million-square-foot distribution and warehouse facility.

The entire \$100 million project will create up to 2,000 jobs, with 800 to 1,200 generated by the film and TV studio alone, officials said.

In February, Rooker announced plans to re-purpose the mall. It had become obsolete.

In 2004, real estate mogul and reality television star Lee Najjar tried to bring in new retailers to revive it. But, those efforts failed, and ultimately the mall closed in November 2010. It was a casualty of the downturn but also a reflection of the diminished popularity of the giant regional malls.

Today, developers are building more walkable mixed-use projects that feature street-level retail and outdoor cafes. As e-commerce sales rise, retailers must provide more compelling experiences to get shoppers out from behind the keyboards.

Georgia has become a magnet for film and TV production. Plans for new studios also include projects at Fort McPherson and the OFS plant in Norcross.

Ellie Hensley is an entertainment, health care and general assignment reporter.

Douglas Sams covers Commercial Real Estate

http://www.bizjournals.com/atlanta/real_talk/2014/10/shannon-mall-to-be-redeveloped-into-a-new-film-and.html