



INTERLOCK TOWER



1042 NORTHSIDE DR.

This vibrant and historic neighborhood offers a dynamic blend of retail and entertainment options, consistently attracting a steady flow of high-income visitors. It appeals to a diverse demographic, including upwardly mobile young professionals and tech-savvy, health-conscious Millennials, with average household incomes surpassing \$90,000. The area's unique character and modern amenities create a shopping environment that resonates with aspirational lifestyles and evolving consumer tastes.

Strategically located with convenient access from all major Atlanta interstates, the district draws shoppers from some of the city's most affluent neighborhoods, including Buckhead, Midtown, Sandy Springs, and Vinings. More than 25% of current shoppers live within walking distance, contributing to strong and consistent foot traffic from a loyal local base.

 FranklinStreet

 **SJC VENTURES**

Retail & Restaurants

45,454 sf of restaurant and retail shops

Grocer

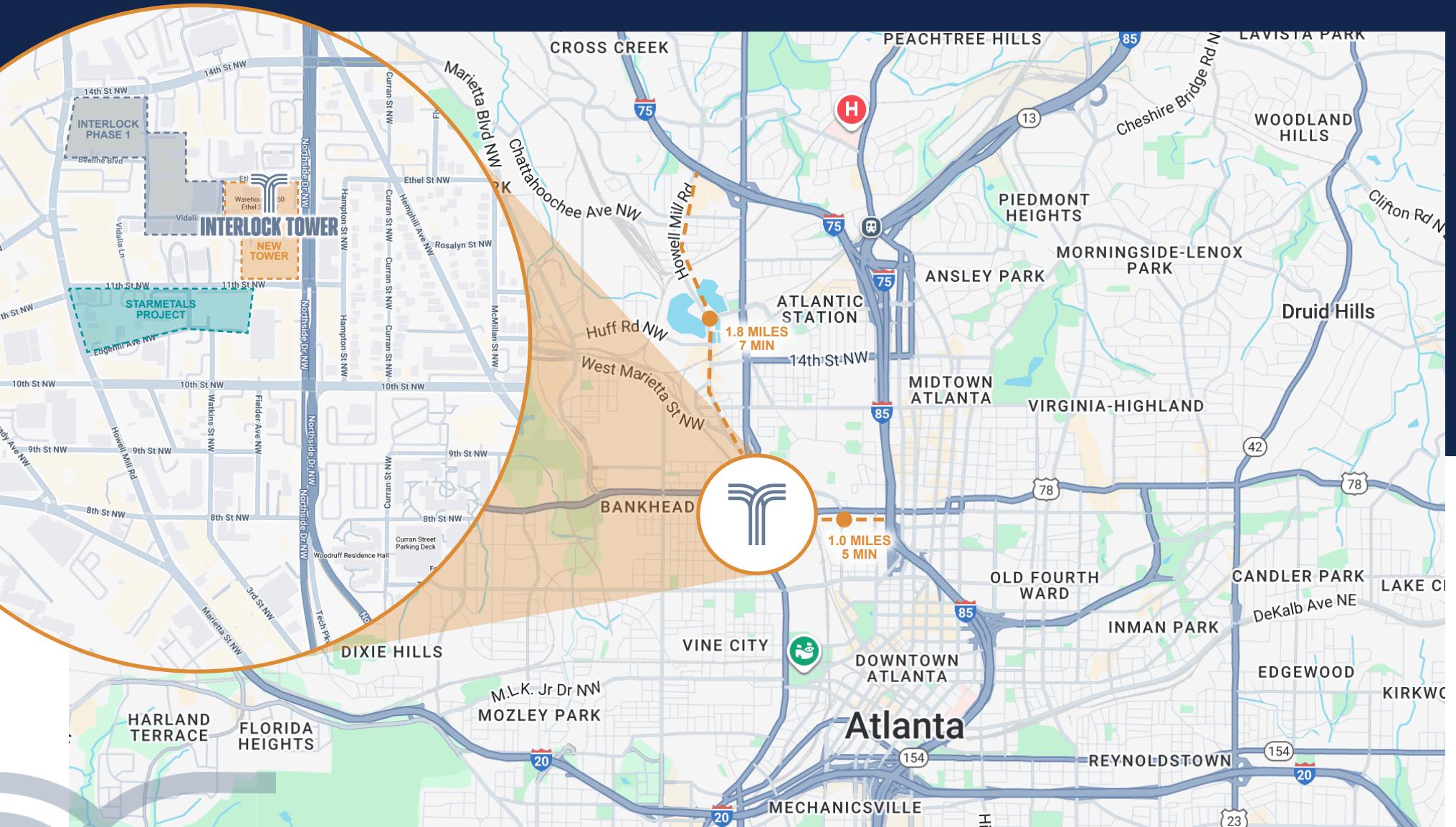
Anchored by a new **32,000** sf Lidl

Office

185,000 sf of Class-A office space

Student Housing

682 beds for GA Tech students



CENTRALLY LOCATED

West Midtown blends its industrial roots with a modern edge, offering a mix of upscale shops and popular dining spots. Getting around is simple thanks to abundant parking, well-connected bike lanes, and pedestrian-friendly crosswalks linking both sides of Howell Mill Road. With direct access to I-75 and I-85, this vibrant district has emerged as a center for innovation, a destination for visitors, and a top-tier location for business.



Westside
Provisions District
0.9 mile -
4 minute drive



Atlantic Station
1.0 mile -
4 minute drive



Georgia Tech
1.7 miles -
6 minute drive



Mercedes-Benz
Stadium
2.2 miles -
7 minute drive

THE NEIGHBORHOOD

West Midtown

Situated in one of Atlanta's most densely populated urban pockets, The Interlock Tower sits at the center of a dynamic, all-day environment. Surrounded by tech startups, creative workspaces, and Georgia Tech's campus, the area attracts a steady daytime flow of students, professionals, and entrepreneurs. Walkable streets and consistent foot traffic make it ideal for businesses that thrive on visibility and engagement.

This is a district shaped by young, aspirational consumers: individuals who value design, experience, and lifestyle. With close proximity to Midtown, Buckhead, and other high-growth neighborhoods, The Interlock offers a strategic location for forward-thinking brands looking to tap into one of Atlanta's most active and influential urban audiences.



	3-Mile	5-Mile	10-Mile
Population			
2025 Total Population	178,656	384,980	1,068,667
2025 Daytime Population	381,549	663,420	147,7237
2025 - 2030 Annual Growth Rate	1.6%	1.06%	0.66%
2025 Total Households	87,279	189,679	488,475
2025 Average HHI	\$151,560	\$154,932	\$147,425
2025 Median Age	31.5	33.6	35.5

Metro Atlanta



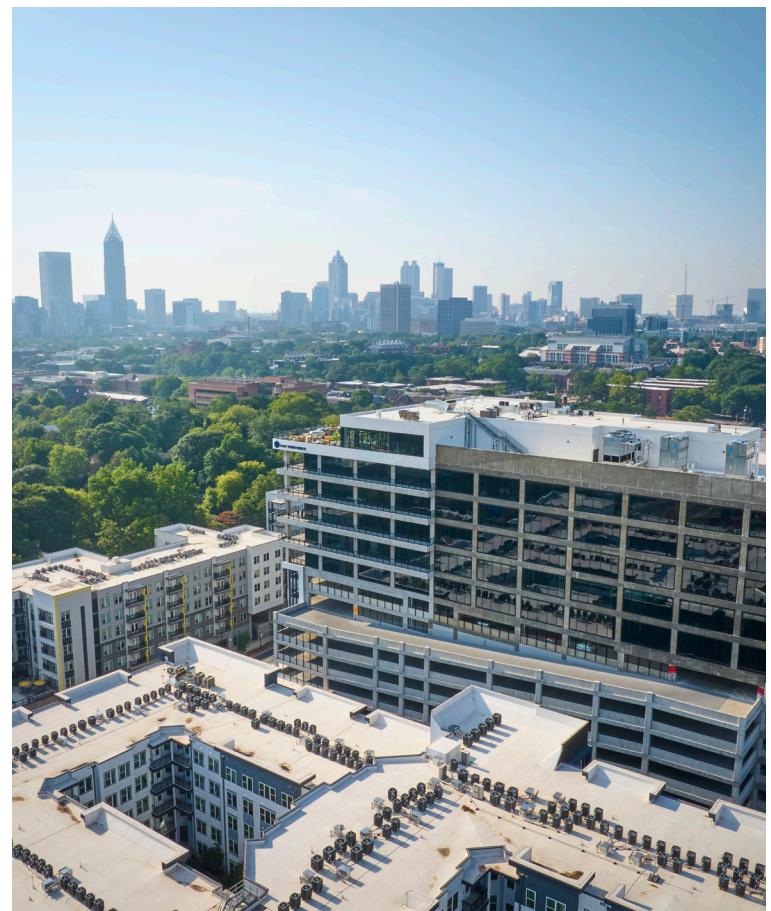
64k+ residents added in the past year (2024-2025)



Estimated **44k** new jobs added



The **8th** largest metropolitan area in the United States



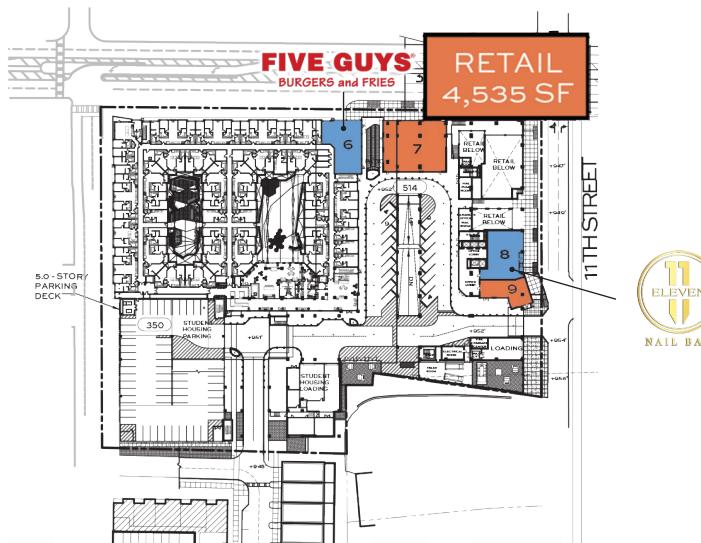
UPPER LEVEL

UNIT	TENANT
10	 PREMIER BLINDS <i>& Designs</i>
11	 GoodVets
12	 SALON LOFTS*
13	Available (2,380 SF)



MIDDLE LEVEL

UNIT	TENANT
6	FIVE GUYS® BURGERS and FRIES
7	Available (4,535 SF)
8	 HULL ELEVEN NAIL BAR
9	Coming Available (1,515 SF)



MAIN LEVEL

UNIT	TENANT
1	
2	
3	Available (1,145 SF)
4	
5	



MASTER PLAN



HOTWORX

SL SALON LOFTS[®]

SL KURA REVOLVING SUSHI BAR

RETAIL 4,535 SF

RETAIL 1,145 SF



FIVE GUYS[®]
BURGERS and FRIES



11th St. NW

Northside Dr. NW



INTERLOCK TOWER

LEASING INFORMATION

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SJC VENTURES

