

FOR LEASE



The Shops at The 1785 Club

Street level commercial spaces in downtown Athens newest luxury student housing development



ATLAS
REAL ESTATE ADVISORS

220 Williams St. Units A-D Athens, GA 30605

651-10,205 SF Retail & Restaurant Space Available

\$28-33 PSF/YR NNN

\$6.50 PSF/YR TICAM Est.



EXECUTIVE SUMMARY

The Shops at the 1785 Club, located at **220 Williams Street**, represents a premier street-level retail opportunity situated within a **newly developed**, luxury off-campus student housing community in **Athens, Georgia**. Opened in 2025, these retail spaces serve as the commercial anchor for this high-density residential complex named in honor of the University of Georgia's founding year. The retail component features **versatile floor plans** with significant architectural volume, characterized by 27'5" ceiling heights and the structural capacity for mezzanine-level expansion.

The Shops at the 1785 Club are uniquely positioned at the **center of the University of Georgia campus**, surrounded by some of the University's most prominent academic, athletic, administrative, and student-oriented destinations. Located just **steps from Sanford Stadium, the School of Social Work, Baldwin Hall, the Department of Psychology**, numerous administrative offices, and a dense concentration of student housing, the property provides true walkability to student life, campus activity, and SEC athletics in Downtown Athens.

These spaces offer tenants **flexible demising options**—ranging from approximately 651 SF to 8,277 FF—and the ability to significantly increase leasable area via mezzanine additions and a **Tenant Improvement (TI) allowance available**. The Shops at the 1785 Club is the ideal location for **local, regional, or national brands** looking to expand or establish a presence at the University of Georgia.

Property Highlights

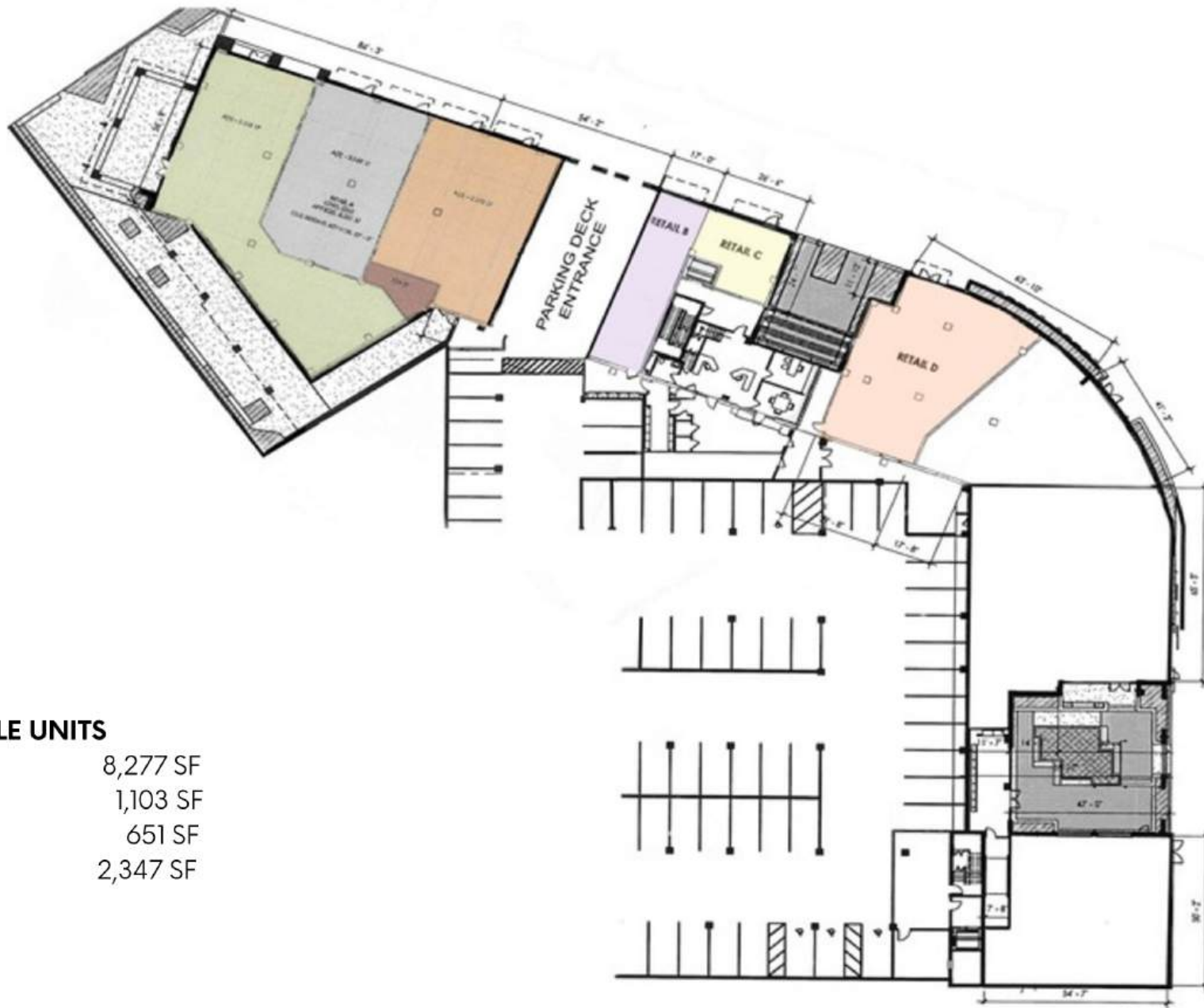
- Prime Downtown Location
- Built-in Customer Base
- Dedicated Retail Parking Deck
- Surrounded by UGA Campus
- TI Allowances Available

Area Highlights:

- Athens-Clarke County Population: 129,000
- University of Georgia Enrollment (Fall 2025): 43,888 students
- Athens MSA Population (2025): 224,148 residents
- Athens MSA Unemployment Rate: ~3.0%



SITE PLAN

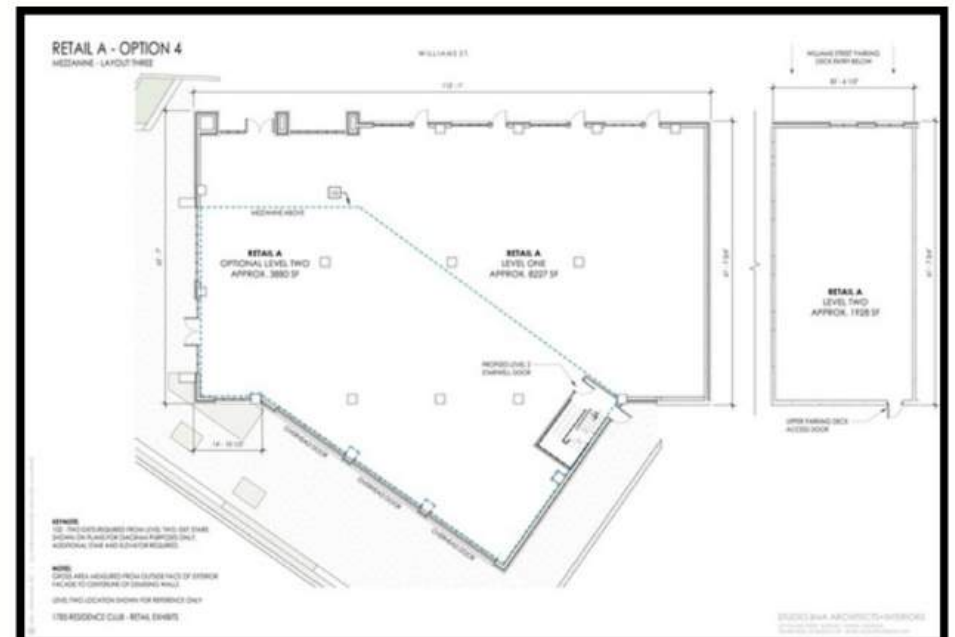
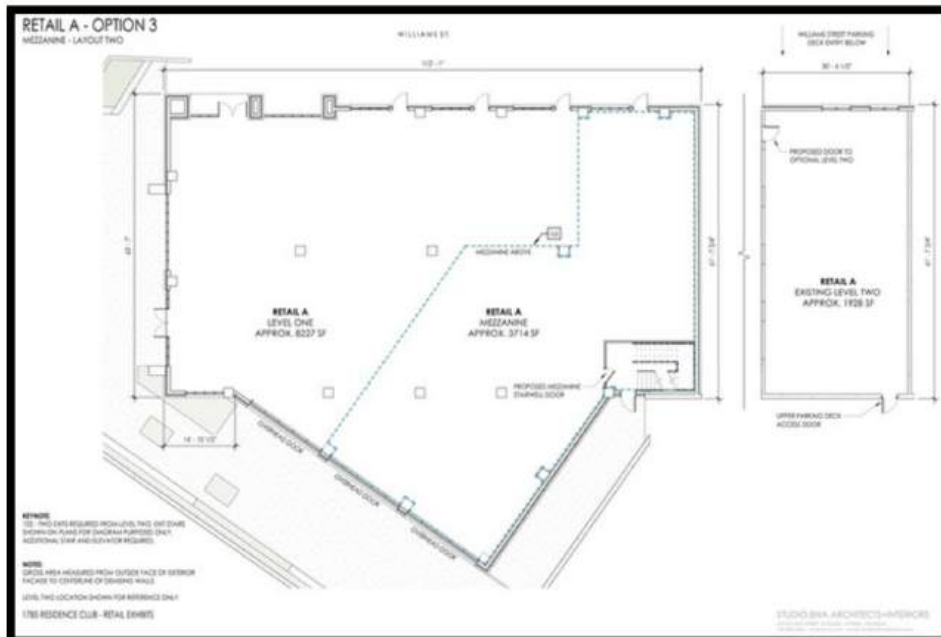
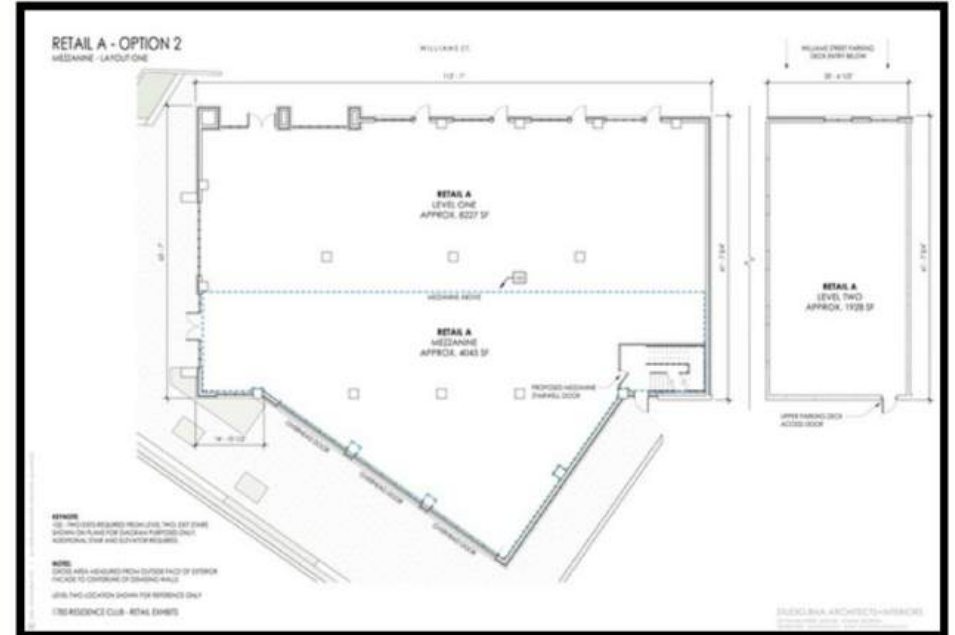
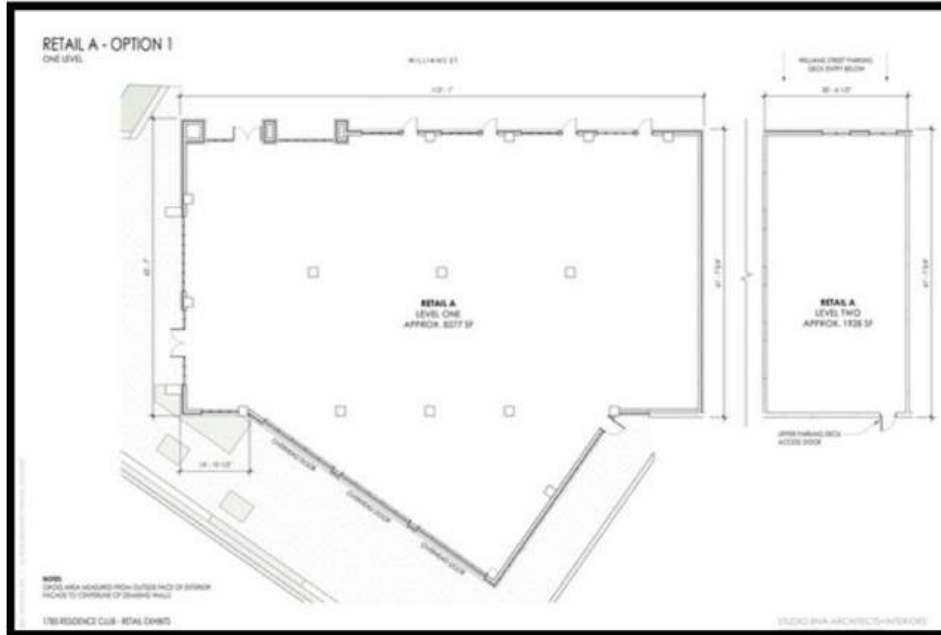


AVAILABLE UNITS

- Unit A 8,277 SF
- Unit B 1,103 SF
- Unit C 651 SF
- Unit D 2,347 SF

FLOOR PLANS

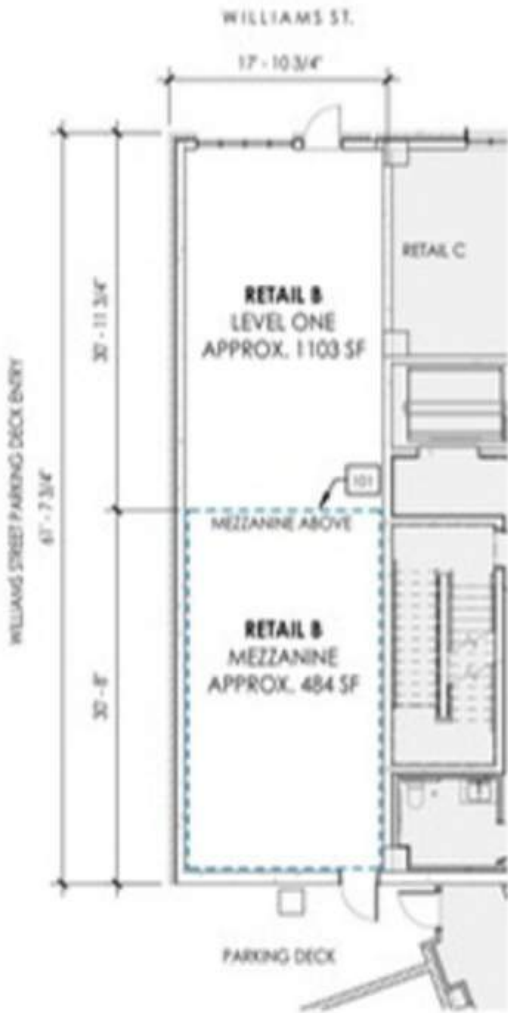
Suite A



Suite B

RETAIL B - OPTION 1 & 2

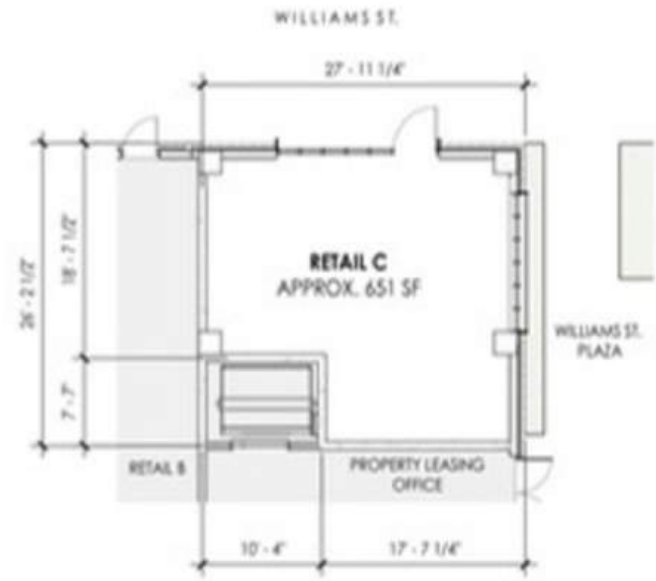
- OPTION 1: ONE LEVEL
- OPTION 2: MEZZANINE



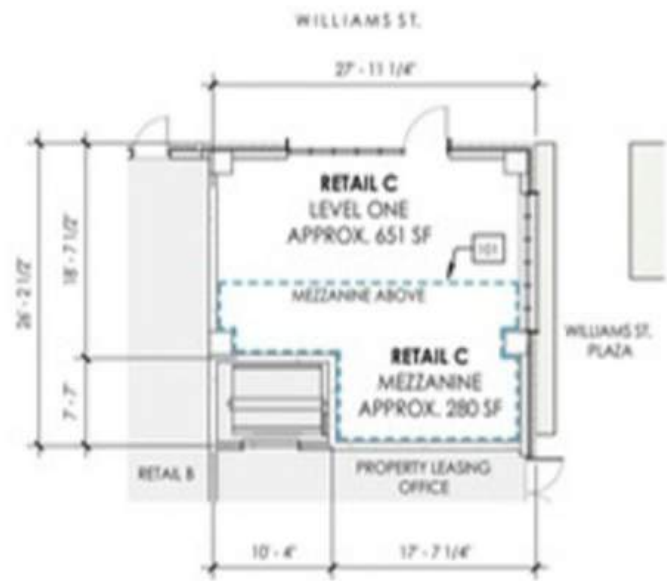
Suite C

RETAIL C - OPTION 1 & 2

OPTION 1: ONE LEVEL
OPTION 2: MEZZANINE



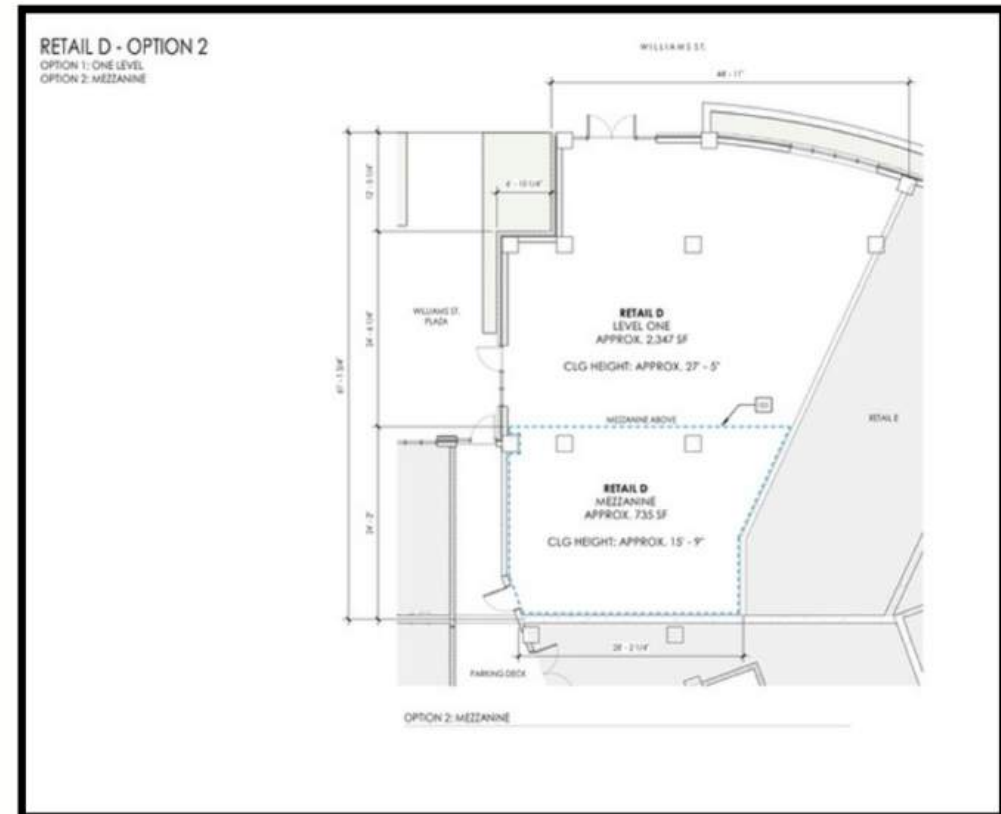
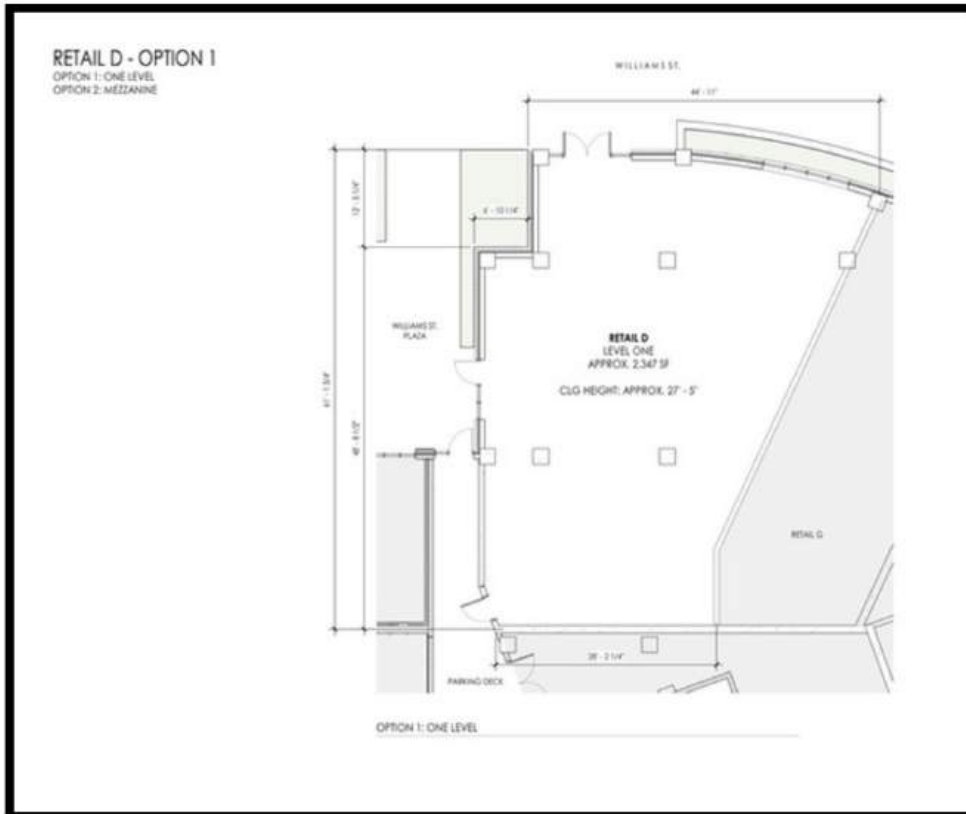
OPTION 1: ONE LEVEL



OPTION 2: MEZZANINE

FLOOR PLANS

Suite D



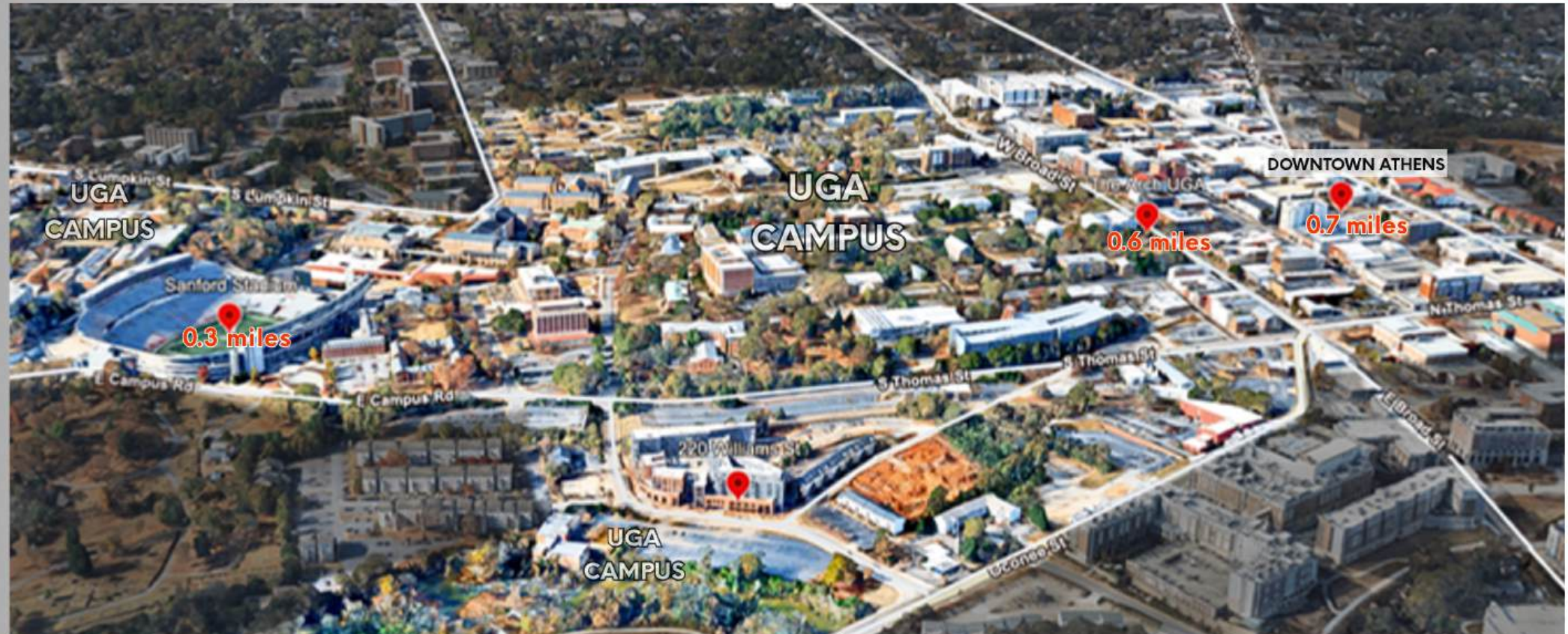
GALLERY



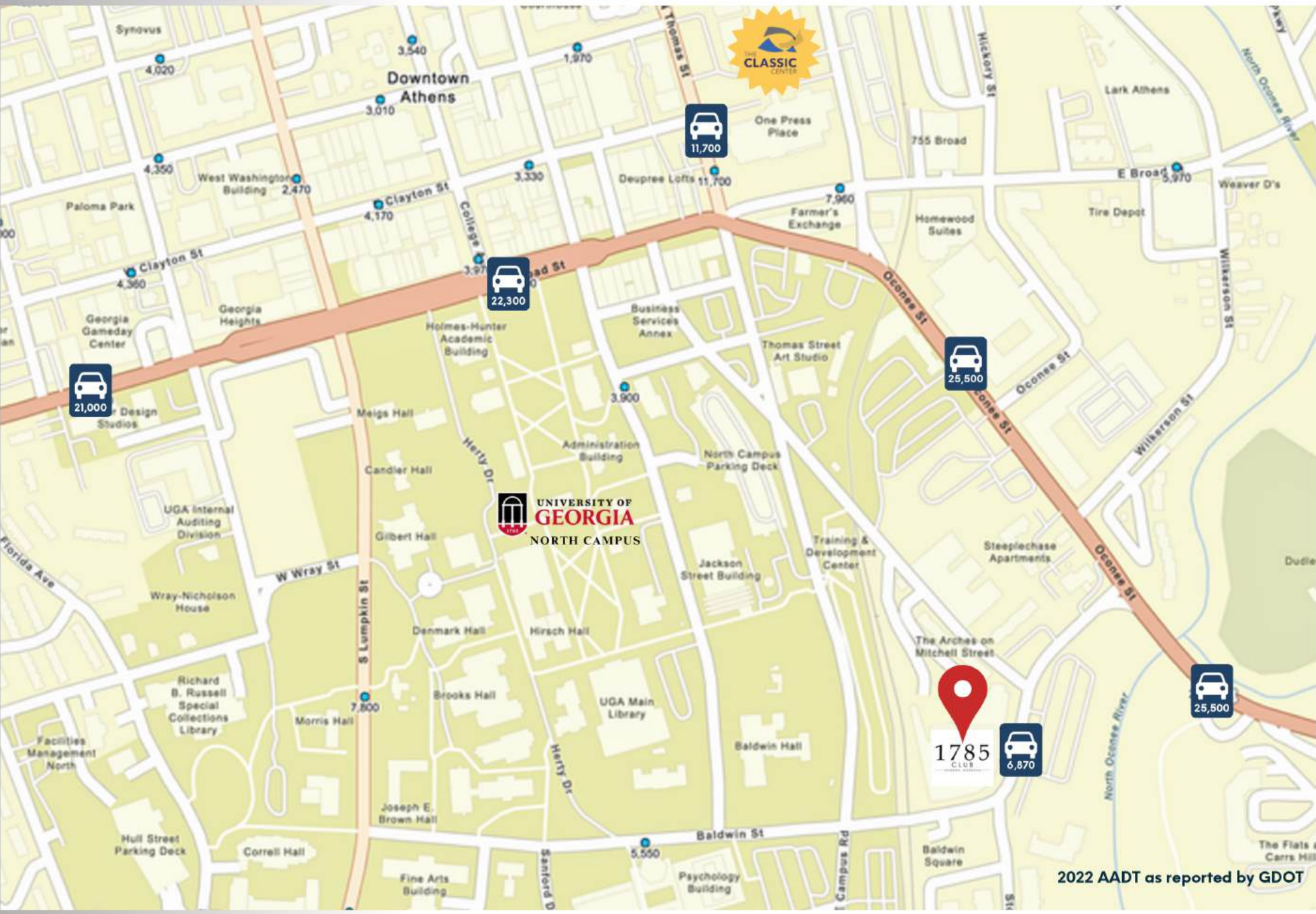
LOCATION

The University of Georgia serves as the **economic cornerstone** of the Athens market, generating a record **\$9.2 billion** statewide economic impact in 2025 and driving **consistent demand** across all sectors. The Shops at the 1785 Club are situated to capitalize on the **year-round population** of students, faculty, staff, alumni. Additional daytime demand is supported by **major regional employers** including Piedmont Athens Regional Medical Center, St. Mary's Health Care System, and the Athens-Clarke County School District.

Downtown Athens is home to more than 900 businesses representing a dynamic mix of local, regional, and national retailers. The area has a highly active consumer base driven by **tourism, live music, seasonal events, and SEC athletics**, which collectively generate substantial **year-round foot traffic and consumer spending** throughout the market.



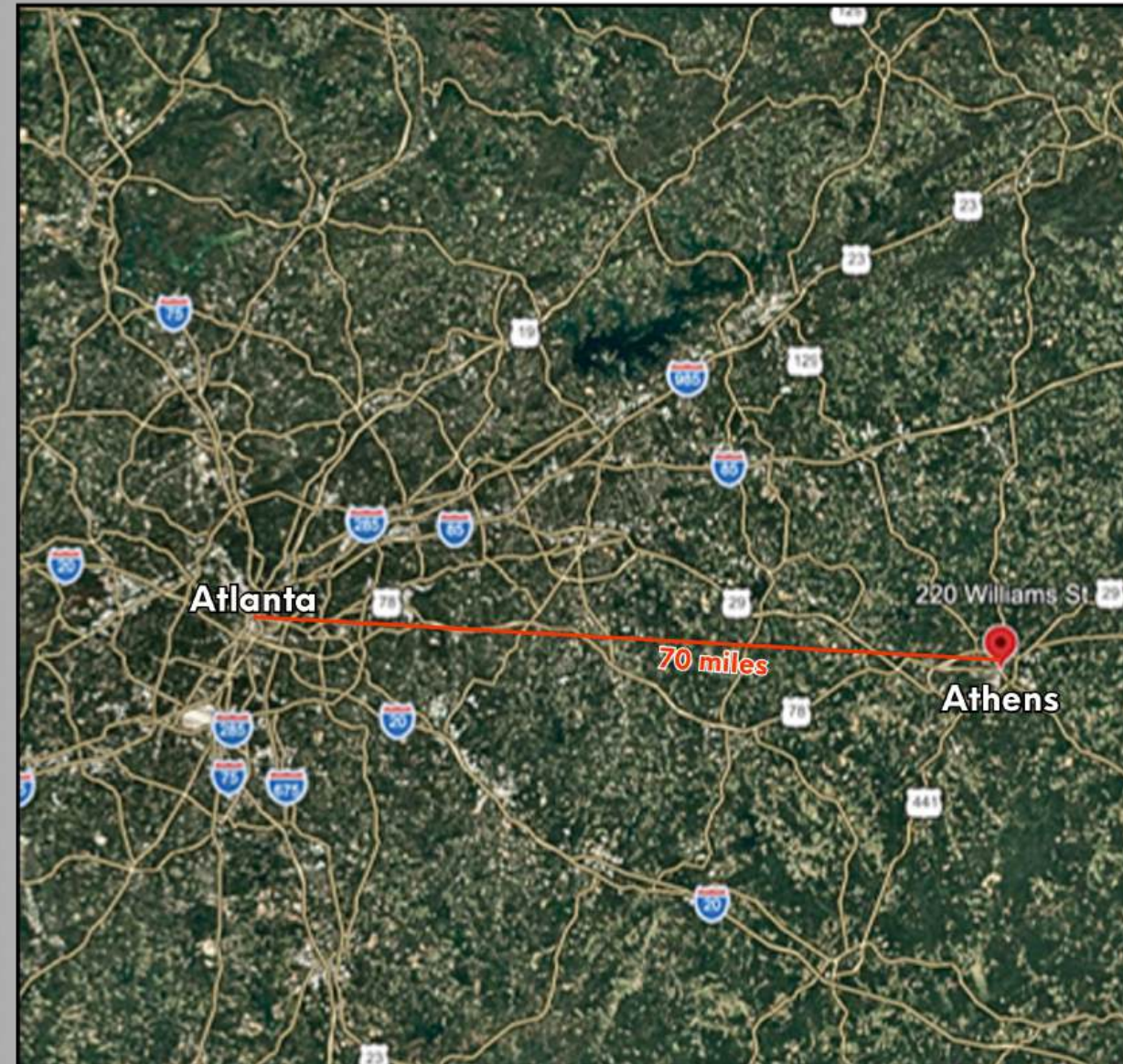
TRAFFIC DATA



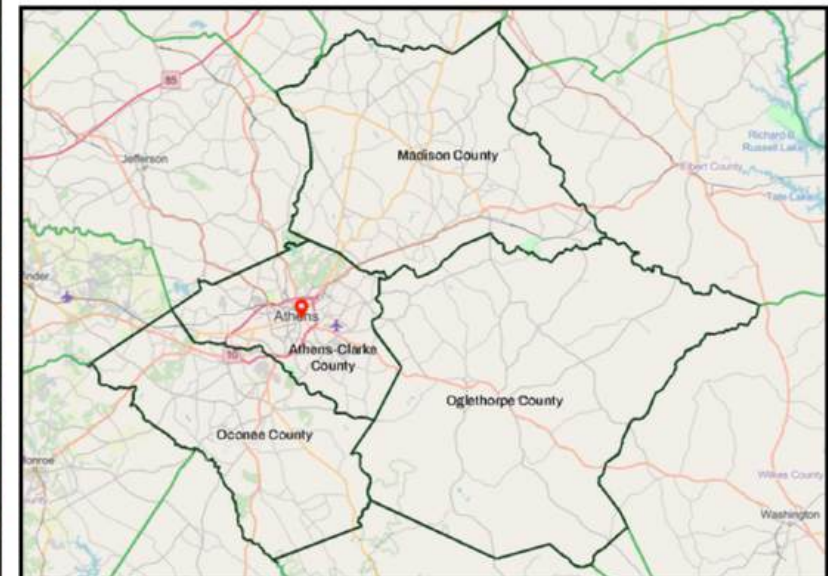
2022 AADT as reported by GDOT

LOCATION

Strategically located approximately **70 miles northeast of Atlanta** and 115 miles west of Augusta, Athens-Clarke County serves as the **center of a four-county MSA** that includes Clarke, Oconee, Madison, and Oglethorpe Counties. As the commercial hub for Northeast Georgia, the area provides a strong concentration of retail, healthcare, education, and professional services, supported by **steady population growth**, expanding regional connectivity, and a highly desirable quality of life. The Athens area **continues to attract** new residents, employers, and investment activity, reinforcing its role as one of **Georgia's most stable and growth-oriented secondary markets**.

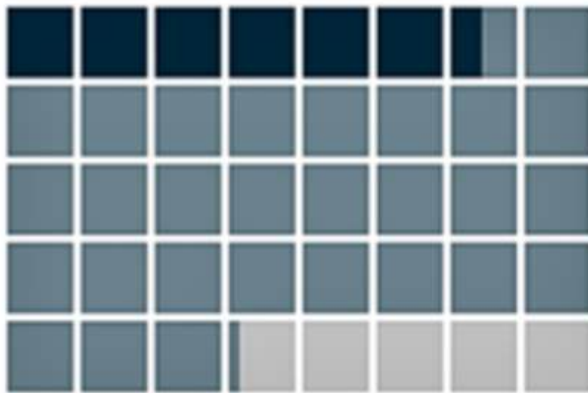


220 Williams St. is just minutes off of Loop 10 (Athens Perimeter), providing easy access to major thoroughfares, including US-78 and US-441.



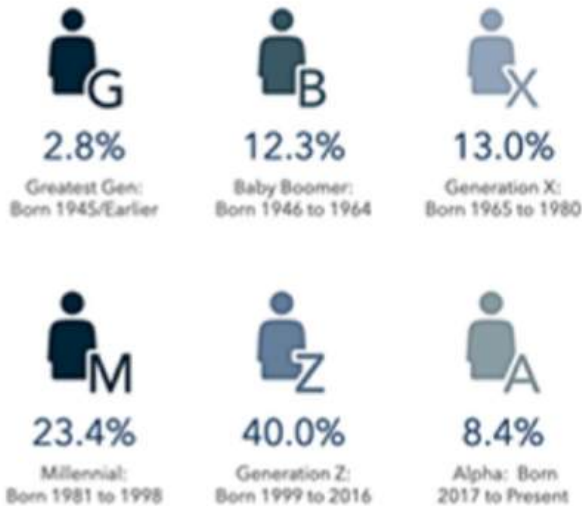
Athens employers account for tens of thousands of jobs within the Athens market, driving **consistent daytime population**, consumer spending, and long-term economic stability. Athens-Clarke County serves as the commercial center for the broader **ten-county Northeast Georgia region**, providing regional shopping, healthcare, education, and professional services. Georgia's economy is projected to **continue outpacing national growth**, with statewide job growth expected to exceed the U.S. average.

POPULATION BY AGE



■ Under 18 (16.2%)
 ■ Ages 18 to 64 (71.7%)
 ■ Aged 65+ (12.1%)

POPULATION BY GENERATION



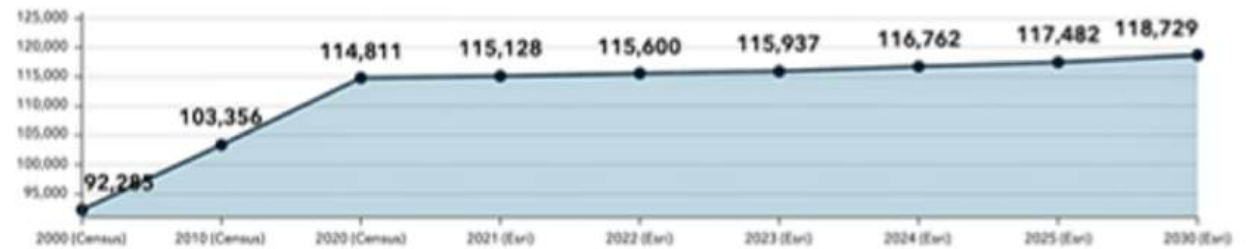
Source: This infographic contains data provided by Esri (2025, 2030), Esri-U.S. BLS (2025), U.S. Census (2000, 2010, 2020), Esri-Data Axle (2025). © 2026 Esri

Population Trends and Key Indicators

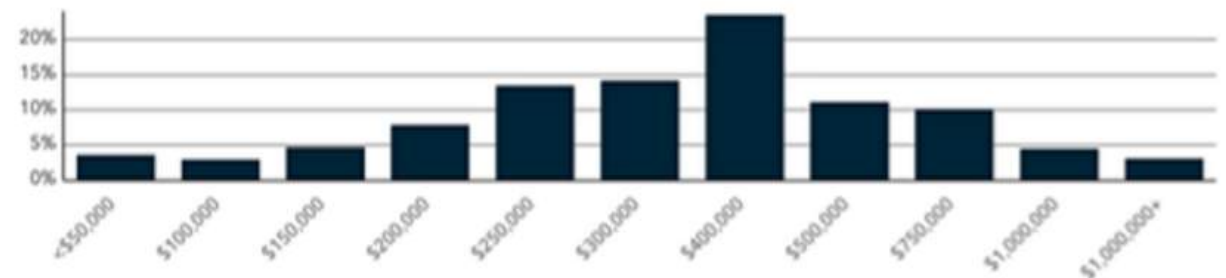
220 Williams St, Athens, Georgia, 30605
Ring of 5 miles

117,482	47,424	2.24	28.0	\$55,715	\$313,066	59	66	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

Total Population



Home Values



BUSINESS



SPENDING



Tapestry Profile

220 Williams St, Athens, Georgia, 30605 | Ring of 5 miles

AREA PROFILE



117,482

2025 Total Population



28.0

2025 Median Age



29,345

2025 Renter Occupied HUs



18,079

2025 Owner Occupied HUs



Occupation Type



ANNUAL LIFESTYLE SPENDING



\$135,979,766



\$142,561,701



\$1,651,372



\$10,072,525



\$77,218,876



Tapestry

Top 5 segments by household count



Dorms to Diplomas accounts for 18.3% of households in the area which is 17.8% higher than the U.S.

[View comparison table](#)

Source: This infographic contains data provided by Esri (2025), Esri-U.S. BLS (2025). © 2026 Esri

DEMOGRAPHICS

Esri Tapestry Profiles evaluate how consumers live, shop, dine, and interact within a market. The “Dorms to Diplomas” segment—highly prevalent near the University of Georgia campus—consists **primarily of college students and young adults** living in off-campus housing who demonstrate **strong demand for food and beverage, coffee shops, entertainment, convenience retail, and experiential concepts**, making the segment particularly attractive for **retailers targeting high-frequency consumer traffic**.

B1

Dorms to Diplomas

220 Williams St, Athens, Georgia, 30605

Ring of 5 miles



ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

DOMINANT TAPESTRY SEGMENT



8,673 households are *Dorms to Diplomas*

18.3% of households are in this segment

Dorms to Diplomas: *Books and Boots* LifeMode

This segment is characterized by young, educated residents in urban neighborhoods.

[Learn more about this segment...](#)

ABOUT THIS SEGMENT



Residents tend to choose generic brands and environmentally friendly budget products. They often visit convenience stores for snacks.



Socially active, they tend to go out to movies, bars, beaches, and theme parks, often opting for fast food or take-out.



Individuals are active on social media and play video games, frequently purchasing consoles and accessories. Podcasts, music services, and dating apps are popular.



They are passionate sports fans and participate in various team and individual sports. They also attend professional games and follow their favorite teams on TV.

ABOUT THIS AREA

Household Type:
Multi-Units

Employment:
Students, Prof, Svcs

Median Age:
28.0

Median Household Income:
\$55,715

Education:
58.5% College degree (2+ years)

ABOUT ATLAS

Atlas provides a full range of solutions, including brokerage, property management and investment services, allowing us to assist clients at any stage of the real estate life cycle. With over 75 years of industry experience across the globe in all asset classes, our team strives to deliver strategic insights and maximize returns for our clients.

BROKERAGE

Atlas represents buyers, sellers, landlords and tenants in commercial real estate transactions. From local business owners and investors to national franchises and corporate entities, Atlas brokers specialize in acquisitions, dispositions, site selection, leasing, and portfolio analysis.

Our team holds advanced certifications that exceed industry standards. Our marketing strategy and vast network of industry contacts make us well-positioned to deliver superior results for our clients in the commercial real estate brokerage space.

MANAGEMENT

Atlas provides commercial property management, asset management and project management services. Our team focus is providing oversight of and adding value to our clients investments. We work closely with owners to ensure that our management services are consistent with their goals and objectives.

We coordinate maintenance and repairs, 24/7 emergency service, rent collection, tenant communication, financial reporting, CAM reconciliation, budgeting, lease administration and more on behalf of our managed property owners.

INVESTMENT

Atlas principals are seasoned commercial real estate investors and have a history of successful projects across various asset types in both up and down market cycles.

Partnerships, joint ventures, and company-sponsored funds give accredited investor clients access to investments that are hand-selected by Atlas professionals.

If you want exposure to commercial real estate as a passive investment, partnering with Atlas is a solution designed for a more hands-off experience guided by industry experts.

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