



FOR LEASE
~1,600 SF RETAIL SPACE
174 B E CLAYTON ST. ATHENS GA 30601

EXECUTIVE SUMMARY

Located along the heavily trafficked East Clayton Street corridor, 174 E Clayton St. Unit B offers exceptional visibility, consistent foot traffic, and direct access to one of the Southeast's most dynamic downtown markets. The space features an open, well-lit floor plan with approximately 20' of storefront, bay display windows, three dressing rooms, a private office, a storage area, and a restroom.

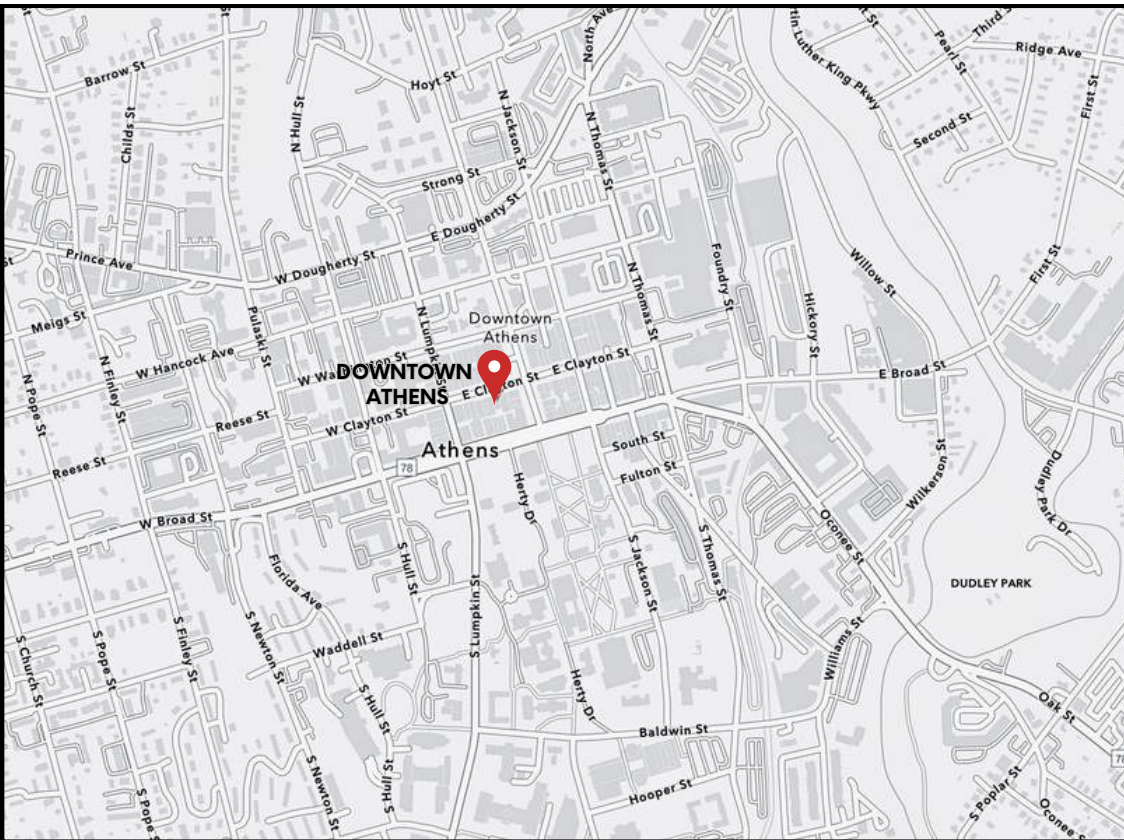
Commercial Downtown (CD) zoning allows for a wide range of uses, including boutique retail, specialty shops, professional offices, and other customer-focused businesses. Ideal for local entrepreneurs, regional retailers, and established national brands seeking to establish a presence in Athens' premier commercial district.

174 E. Clayton Street, Unit B provides a turnkey leasing opportunity in one of Athens' most sought-after retail destinations.

Property Highlights

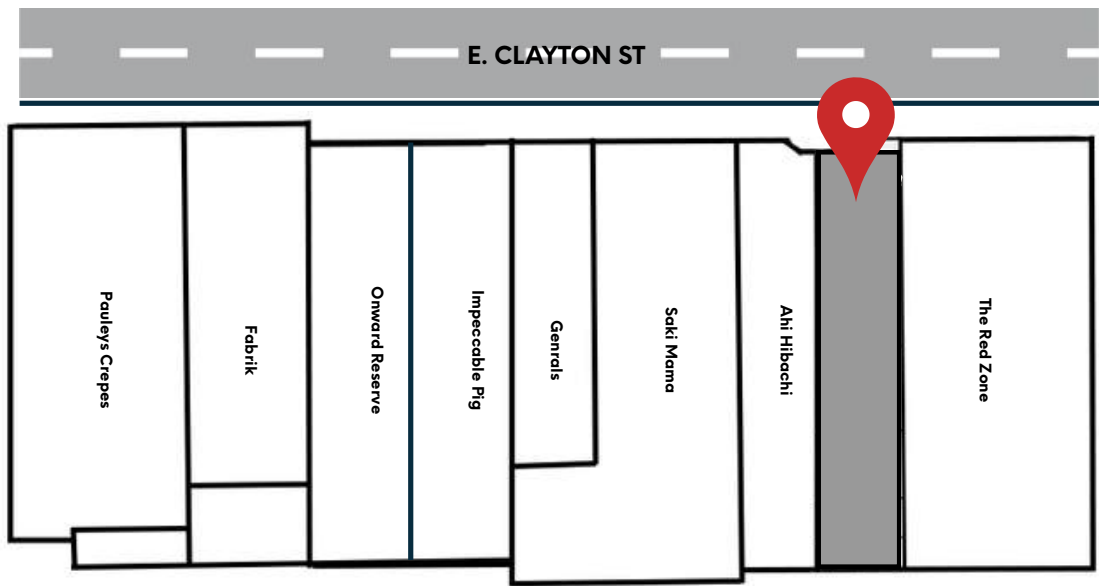
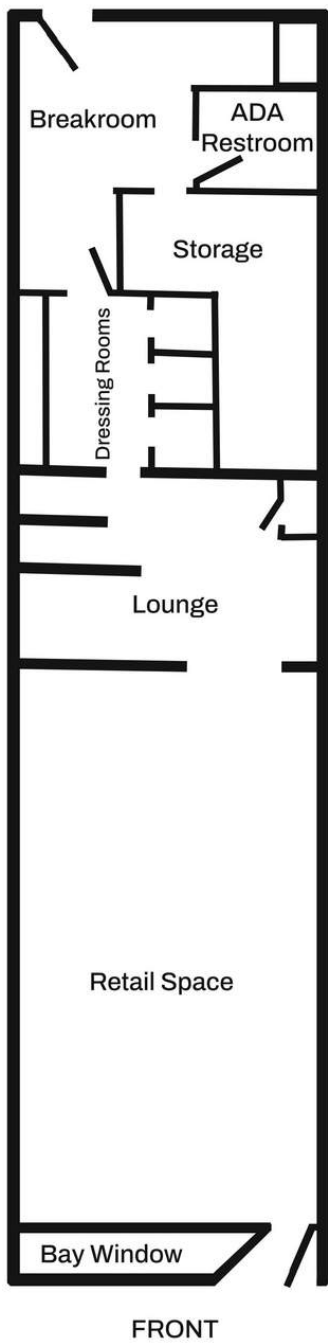
- ±1,600 SF of street-level retail space in Downtown Athens
- Recently renovated
- 118,218 residents within a 5-mile radius
- Heavily trafficked, highly visible location
- ~20 feet of storefront frontage with bay display windows
- Flexible layout suitable for a variety of uses
- Commercial Downtown (CD) zoning

\$33.00 PSF/YR NNN
\$10.50 PSF/YR TICAM



FLOOR PLAN

All measurements are approximate, buyer to verify.



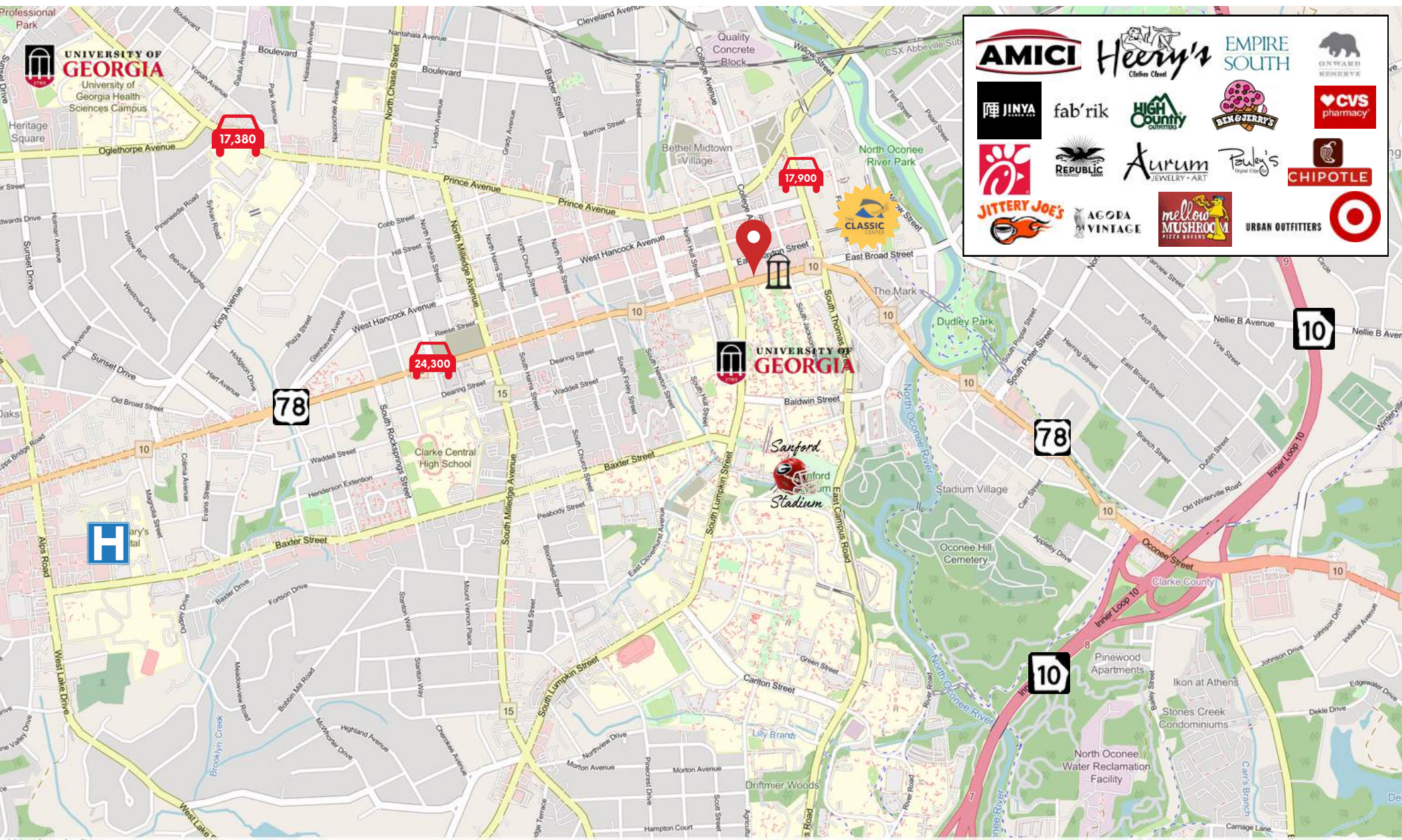
GALLERY



LOCATION

All measurements are approximate, buyer to verify.

It would be hard to name every business in the downtown area, but suffice it to say that there are countless nationally franchised & locally owned shops, restaurants, hotels, and student housing developments within walking distance of 174 B E Clayton St. And just down the road you will find The Classic Center, northeast Georgia's premier award-winning convention center, performing arts theatre, and home to Athens' own pro hockey team, the Rock Nobs



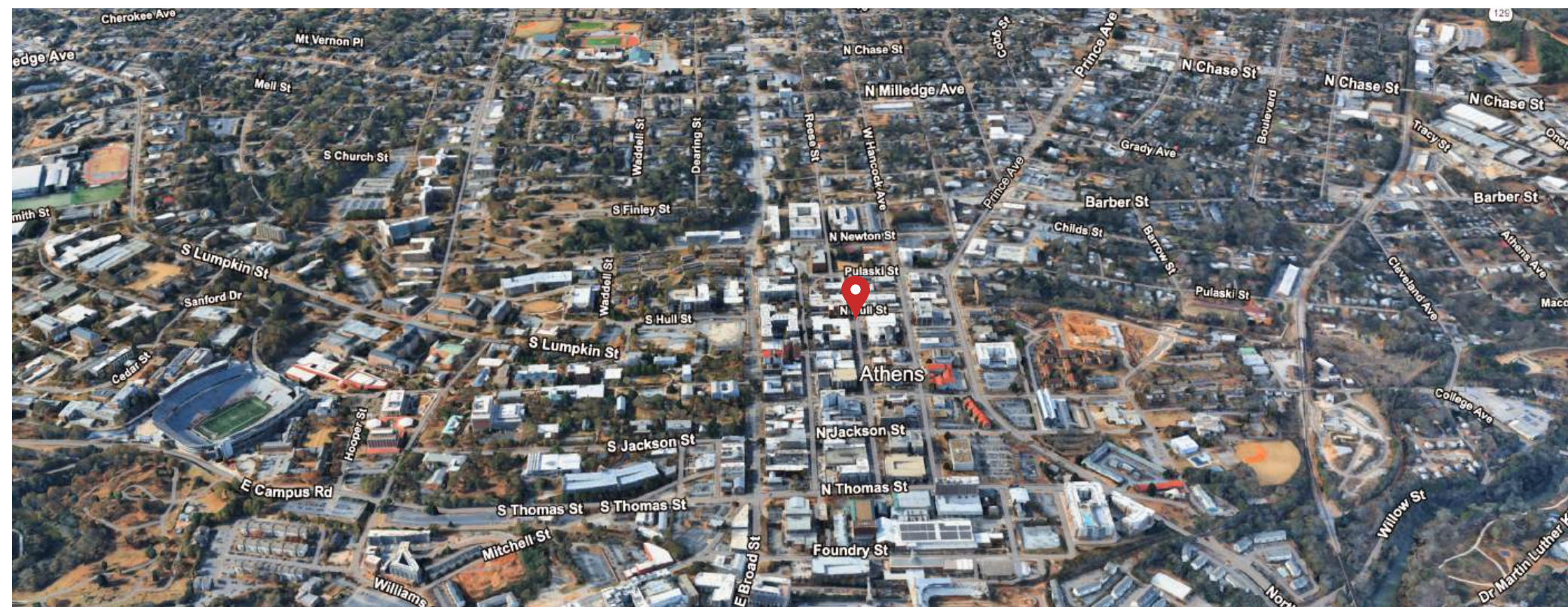
ABOUT ATHENS

Athens, Georgia has been named one of the "South's Best College Towns" by Southern Living Magazine, March 2022, and one of the "25 Best College Towns and Cities," [Travel + Leisure](#), September 9, 2022. It is a vibrant college town filled with creative energy where you will find plenty to do and see. With over 200 bars, restaurants, and businesses, as well as gardens, museums, breweries, and the live music that has made the town famous, there is something for everyone.

The University of Georgia brings in over 40,000 students that call Athens home, and that makes an impact on local businesses. Move-in weekend, orientation, graduations, and, of course, game days bring thousands of visitors to the Classic City, and those visitors spent close to \$340 million in 2021 (GA Dept. of Economic Development).

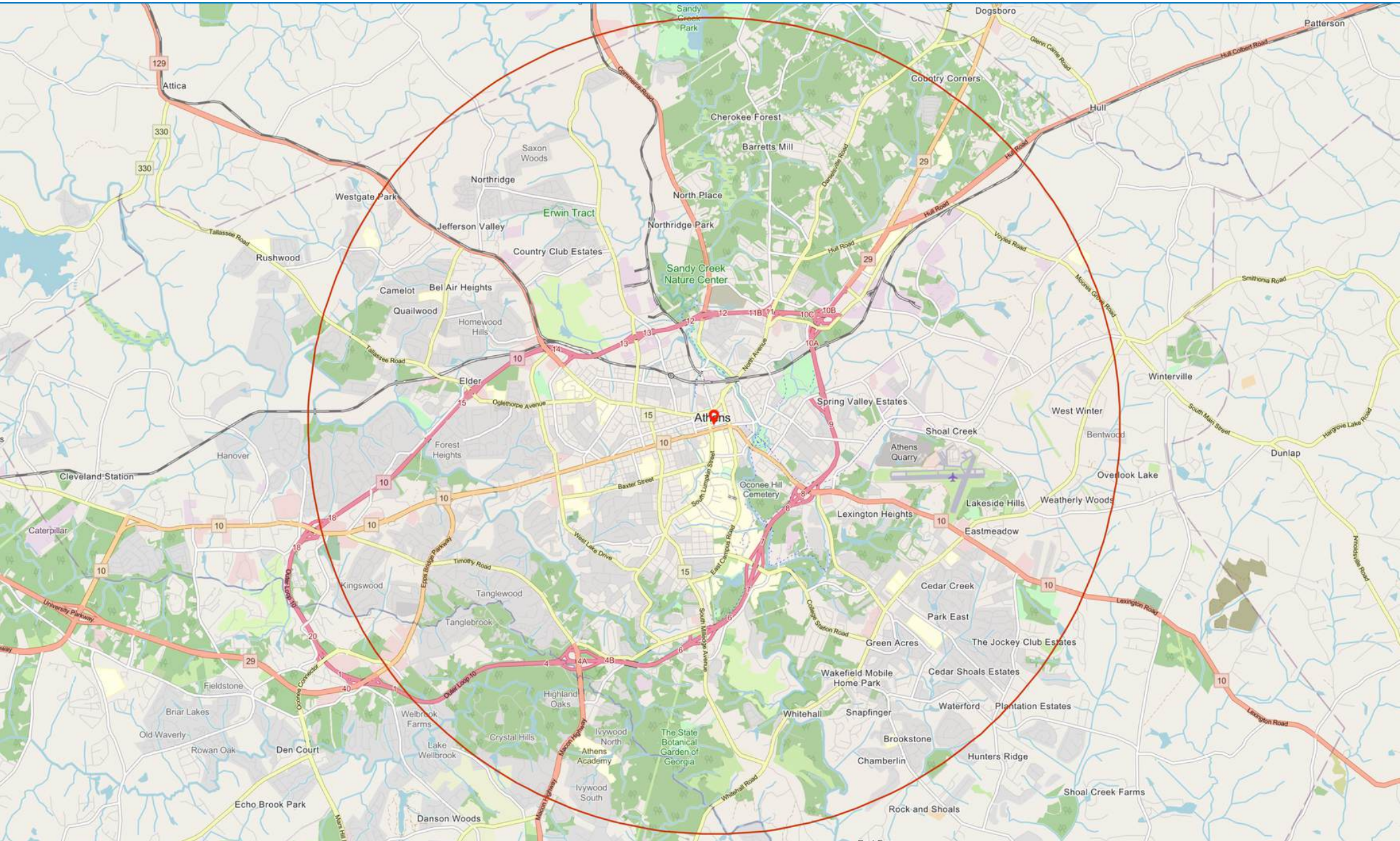
The majority of residents in this area fall within two main consumer profiles: Dorms to Diplomas and College Towns (Esri location data). Meaning:

- They have Part-time jobs help to supplement their lifestyles.
- Are impulse buyers who experiment with different brands.
- Are heavily influenced by celebrity endorsements and trends.



TRADE AREA

Athens-Clarke County is the hub of a four-county CBSA that includes Clarke, Madison, Oglethorpe, and Oconee Counties. It is the economic center of the ten-county northeast Georgia region, providing regional shopping, education, health care, and employment facilities and institutions. Atlanta is just 70 miles northwest of Athens, and Augusta is 115 miles away, traveling east.



KEY FACTS

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118,218

Population

28.0

Median Age



Average Household Size

\$53,890

Median Household Income

18,161

2023 Owner Occupied Housing Units (Esri)

30,177

2023 Renter Occupied Housing Units (Esri)

BUSINESS



4,605

2026 Total Businesses (NAICS)



81,477

2026 Total Employees (NAICS)

Variables	5 miles	ZIP Codes 30601 (Athens)	Counties Clarke County	States Georgia
2025 Total Population	118,218	25,491	132,440	11,442,513
2025 Household Population	106,850	25,018	121,039	11,188,599
2025 Family Population	64,676	14,378	76,034	9,096,120
2030 Total Population	119,120	26,281	133,770	11,915,427
2030 Household Population	107,752	25,808	122,369	11,661,513
2030 Family Population	64,745	14,799	76,335	9,457,726

HOUSING STATS



\$320,023

Median Home Value



30,177

2025 Renter Occupied HUs



18,161

2025 Owner Occupied HUs

2026 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (14.7%)

The smallest group: \$150,000 - \$199,999 (5.1%)

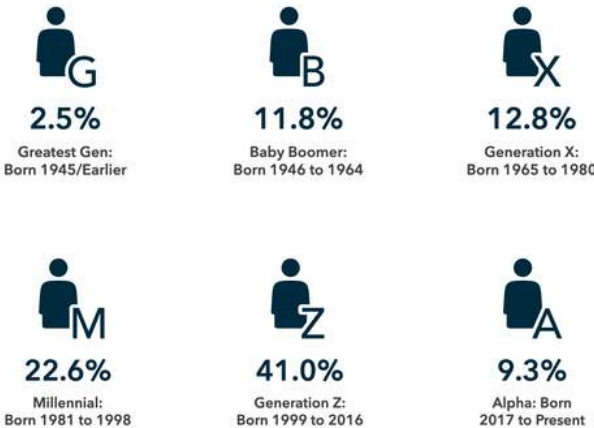
Indicator ▲	Value	Diff	
<\$15,000	13.7%	+1.4%	
\$15,000 - \$24,999	8.3%	+0.2%	
\$25,000 - \$34,999	11.0%	+0.3%	
\$35,000 - \$49,999	14.2%	+0.5%	
\$50,000 - \$74,999	14.2%	-1.0%	
\$75,000 - \$99,999	10.5%	-0.4%	
\$100,000 - \$149,999	14.7%	-1.1%	
\$150,000 - \$199,999	5.1%	-0.3%	
\$200,000+	8.2%	+0.3%	

Bars show deviation from Clarke County

Variables	5 miles	ZIP Codes 30601 (Athens)	Counties Clarke County	States Georgia
2025 Per Capita Income	\$34,323	\$27,315	\$34,855	\$44,203
2025 Average Household Income	\$83,323	\$63,693	\$83,606	\$115,840
2025 Median Household Income	\$53,890	\$43,734	\$57,335	\$83,099
2030 Per Capita Income	\$40,295	\$32,032	\$41,309	\$50,398
2030 Median Household Income	\$64,064	\$51,249	\$68,226	\$97,401
2030 Average Household Income	\$95,916	\$72,930	\$97,056	\$131,417

POPULATION OVERVIEW

POPULATION BY GENERATION

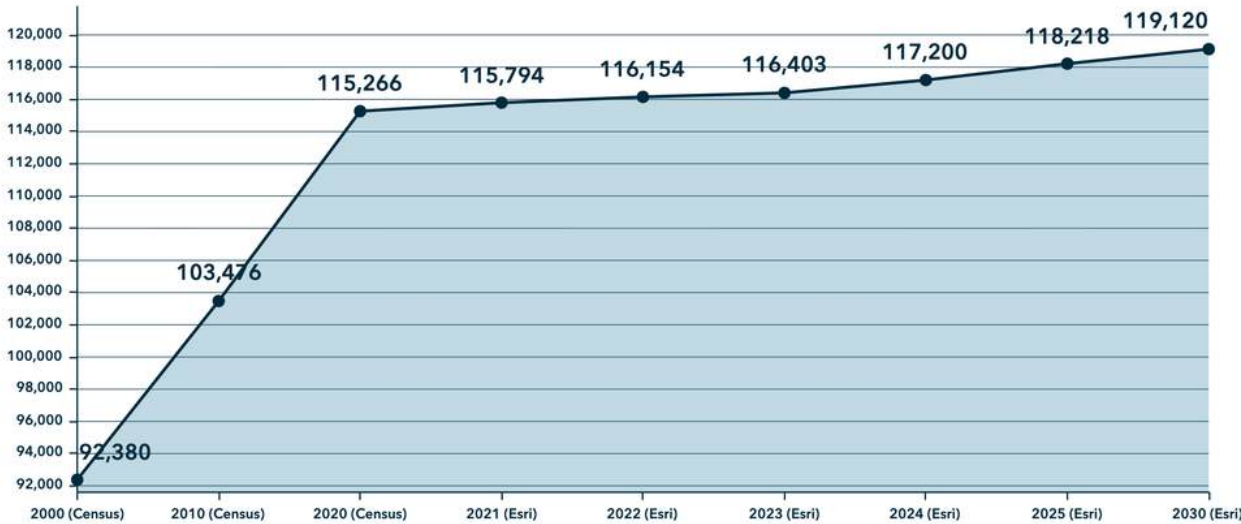


SPENDING

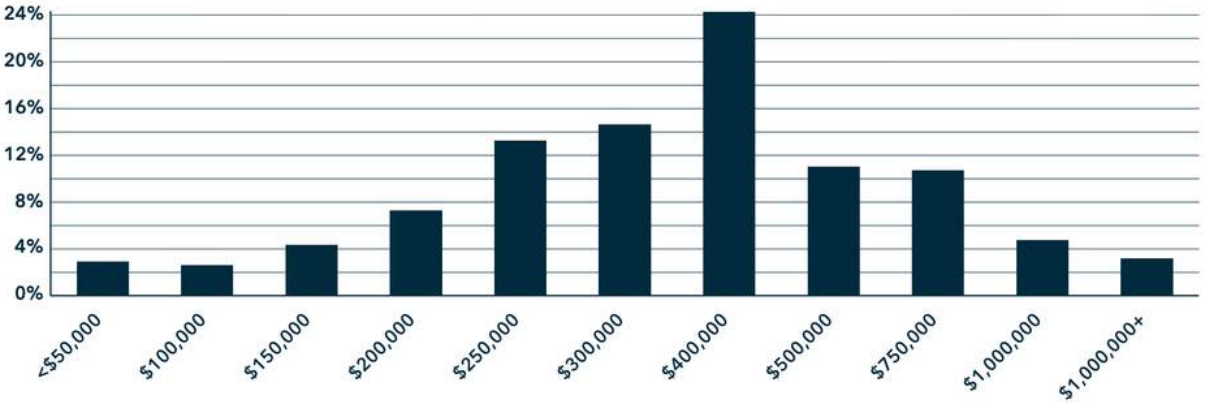


Source: This infographic contains data provided by Esri (2026, 2031), Esri-U.S. BLS (2026), U.S. Census (2000, 2010, 2020). © 2026 Esri

POPULATION GROWTH

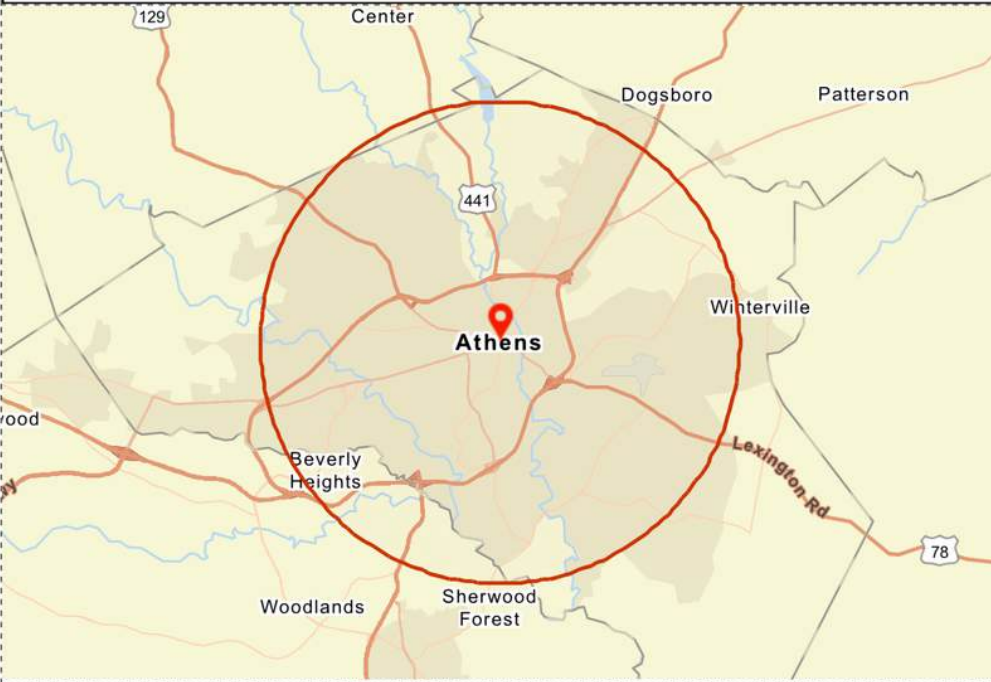


HOME VALUES



DEMOGRAPHIC INDICATORS

2025 Key Demographic Indicators (Esri)	
2025 Total Population	118,218
2025 Median Age	28.0
2025 Total Households	48,338
2025 Owner Occupied HUs	18,161
2025 Renter Occupied HUs	30,177
2025 Average Household Size	2.21
2025 Average Household Income	\$83,323
2025 Average Home Value	\$392,203
2025 Dom Tapestry Segment Name	Dorms to Diplomas



Expenditures	Average Spent	Total	Percent
Total Budget Expenditures	\$72,418.33	\$3,500,557,136	100.0%
Food	\$8,801.06	\$425,425,656	12.2%
Food at Home	\$5,608.99	\$271,127,415	7.7%
Food Away from Home	\$3,192.07	\$154,298,241	4.4%
Alcoholic Beverages	\$484.96	\$23,441,775	0.7%
Housing	\$23,907.74	\$1,155,652,164	33.0%
Shelter	\$19,610.77	\$947,945,609	27.1%
Utilities, Fuel and Public Services	\$4,296.96	\$207,706,555	5.9%
Housekeeping Supplies	\$1,902.08	\$91,942,803	2.6%
Household Operations	\$656.87	\$31,751,576	0.9%
Household Furnishings and Equipment	\$1,948.29	\$94,176,370	2.7%
Apparel and Services	\$1,841.78	\$89,027,797	2.5%
Transportation	\$8,275.59	\$400,025,353	11.4%
Travel	\$2,291.89	\$110,785,264	3.2%
Health Care	\$5,241.71	\$253,373,868	7.2%
Entertainment and Recreation	\$2,906.17	\$140,478,541	4.0%
Personal Care Products & Services	\$813.93	\$39,343,576	1.1%
Education	\$1,517.39	\$73,347,627	2.1%

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.

Atlas Real Estate Advisors
1091 Founders Blvd. Suite B
Athens, GA 30606
AtlasREA.com (706)534-0385

