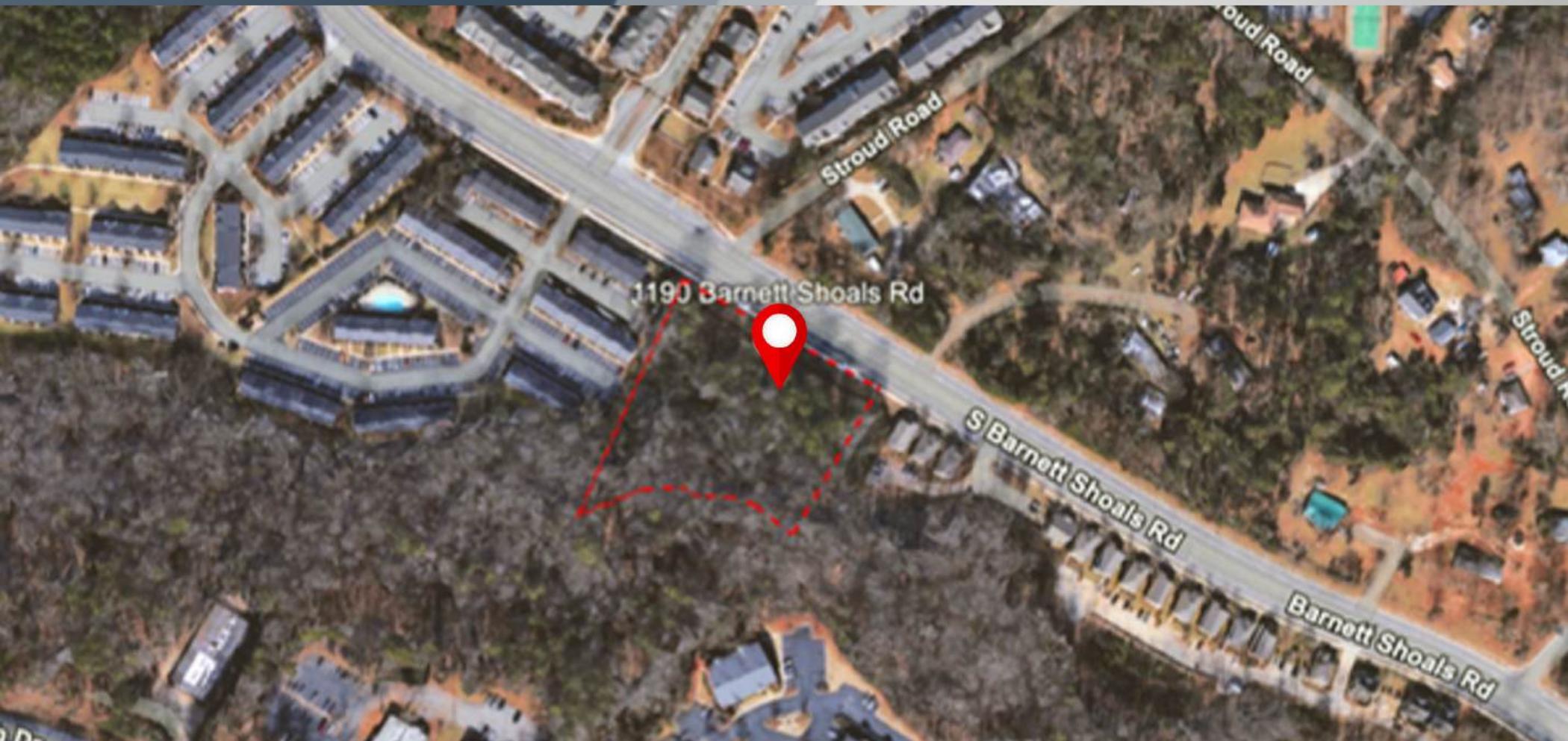


FOR SALE



MULTI-FAMILY DEVELOPMENT OPPORTUNITY

1190 BARNETT SHOALS RD. ATHENS, GA 30605

1.75 ACRES ZONED RM-2

\$595,000



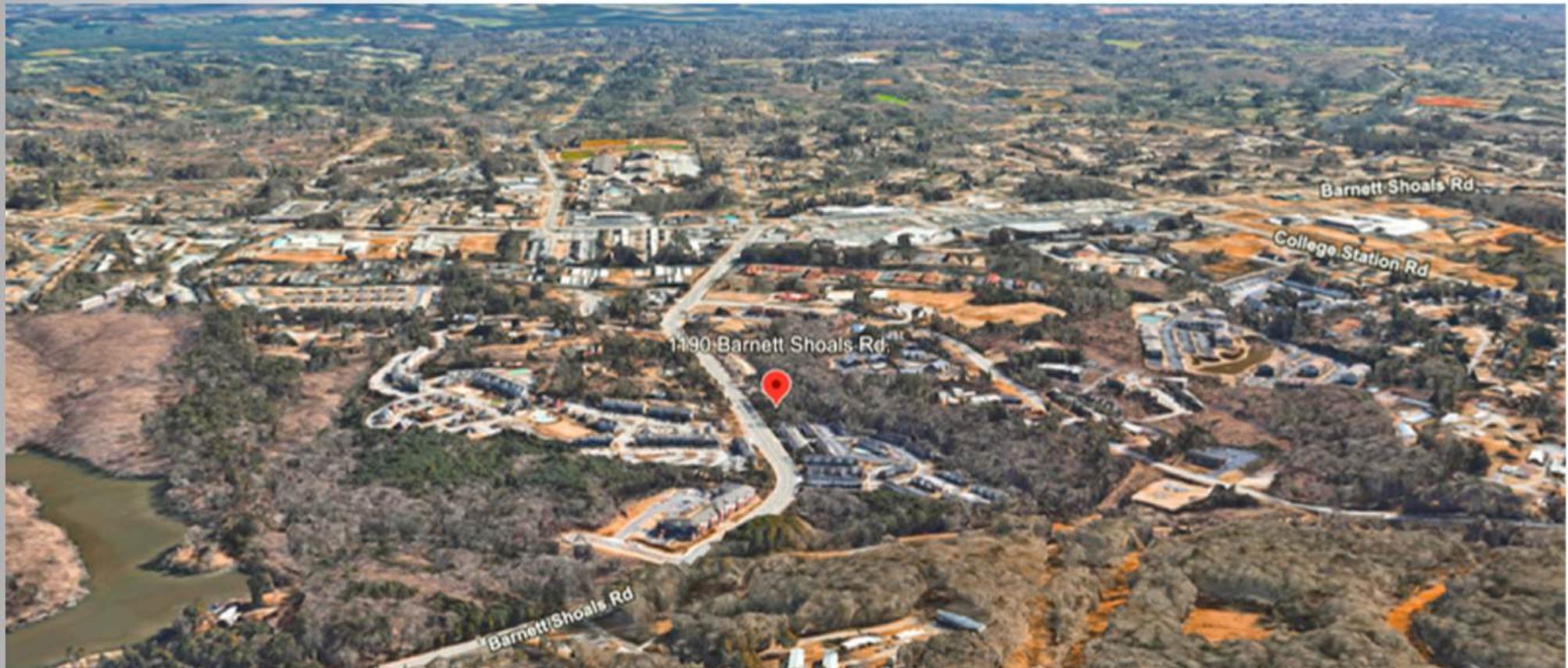
ATLAS
REAL ESTATE ADVISORS

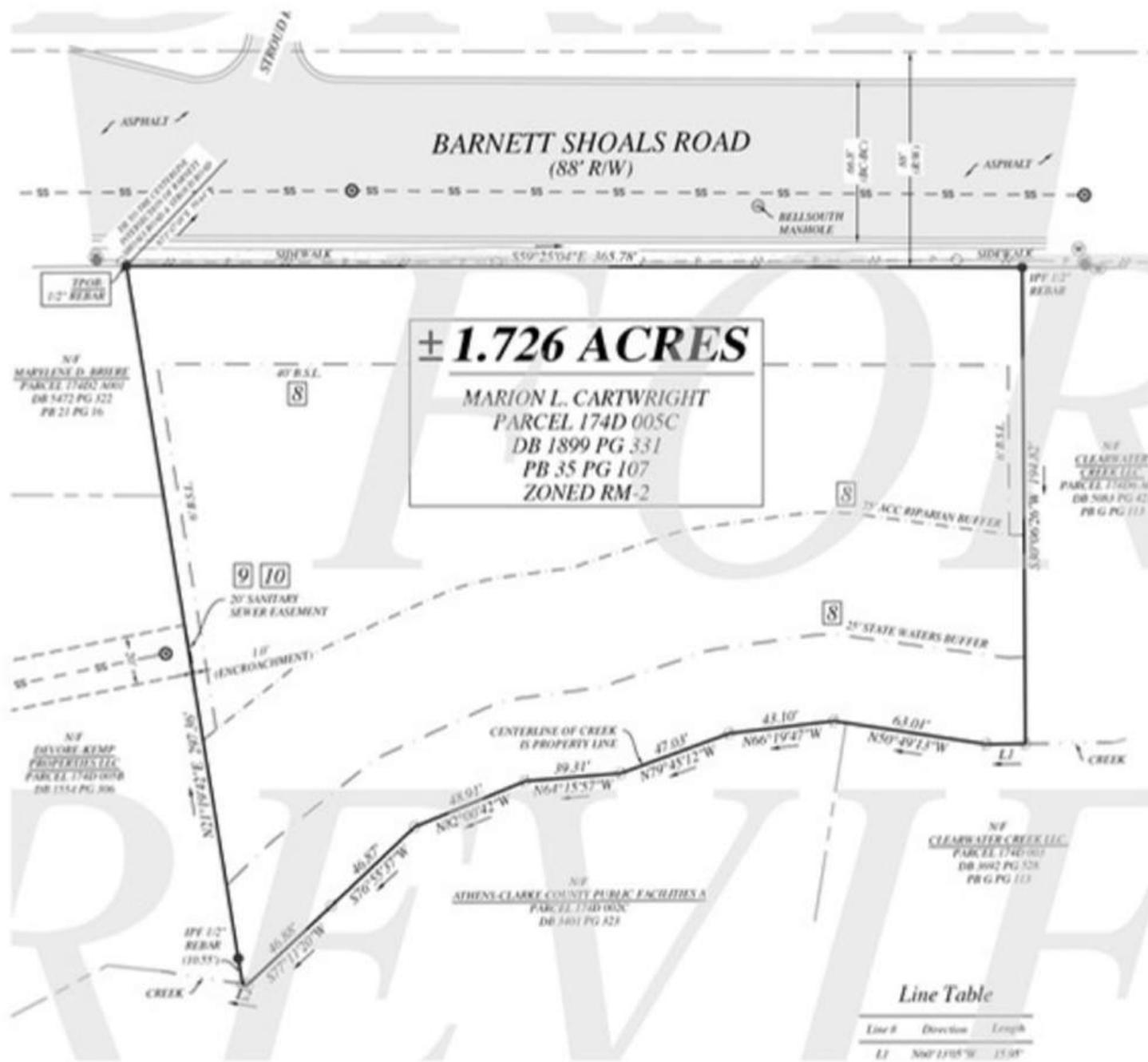
EXECUTIVE OVERVIEW

1190 Barnett Shoals Road consists of approximately **1.75 acres of undeveloped residential land** zoned **RM-2 (Multi-Family Residential)** within one of Athens-Clarke County's established growth corridors. The parcel is currently vacant and wooded, with a creek running along the southern boundary from east to west, and is served by electric, municipal water, and sewer utilities, well-positioned for future improvements.

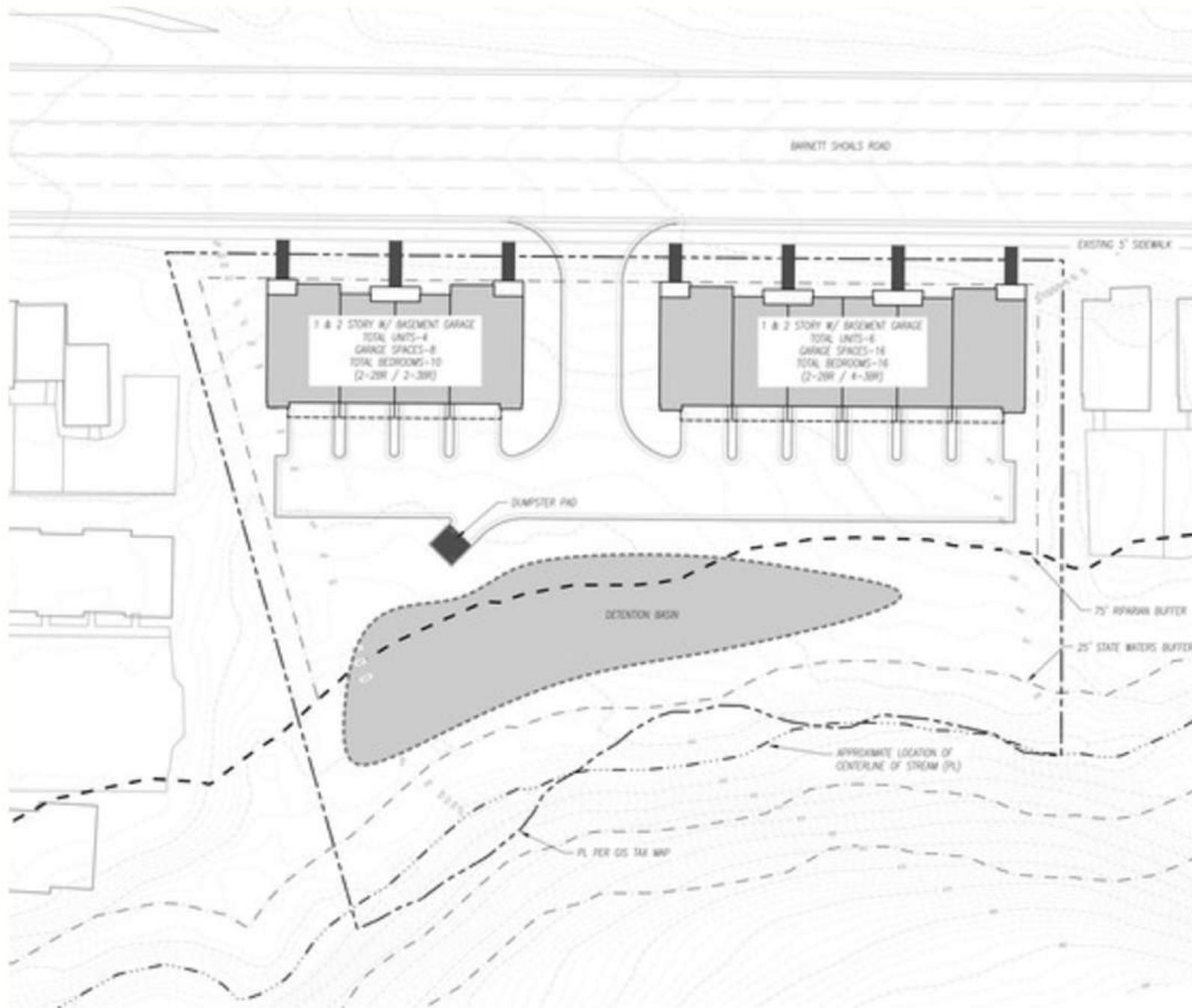
This parcel is bordered by a mix of residential and commercial uses, creating a strong foundation for multi-family or complementary residential projects. Nearby neighbors include **The Summit Apartments, Ascent Athens, Clearwater Creek, Parkside Cottages, Shoal Creek Apartments, and Windaway Townhomes**, along with established single-family residential communities. **Barnett Shoals Road provides direct frontage and convenient access** to major retail, dining, and employment centers in Athens.

With its favorable zoning, utility access, and strategic infill location, **1190 Barnett Shoals Road** represents an attractive development opportunity for investors and builders seeking to capitalize on Athens' continued residential growth. **Owner has completed a Phase I** and has **concept plans in hand** for a 26-bedroom multi-family development, streamlining due diligence and providing a clear path toward project execution.

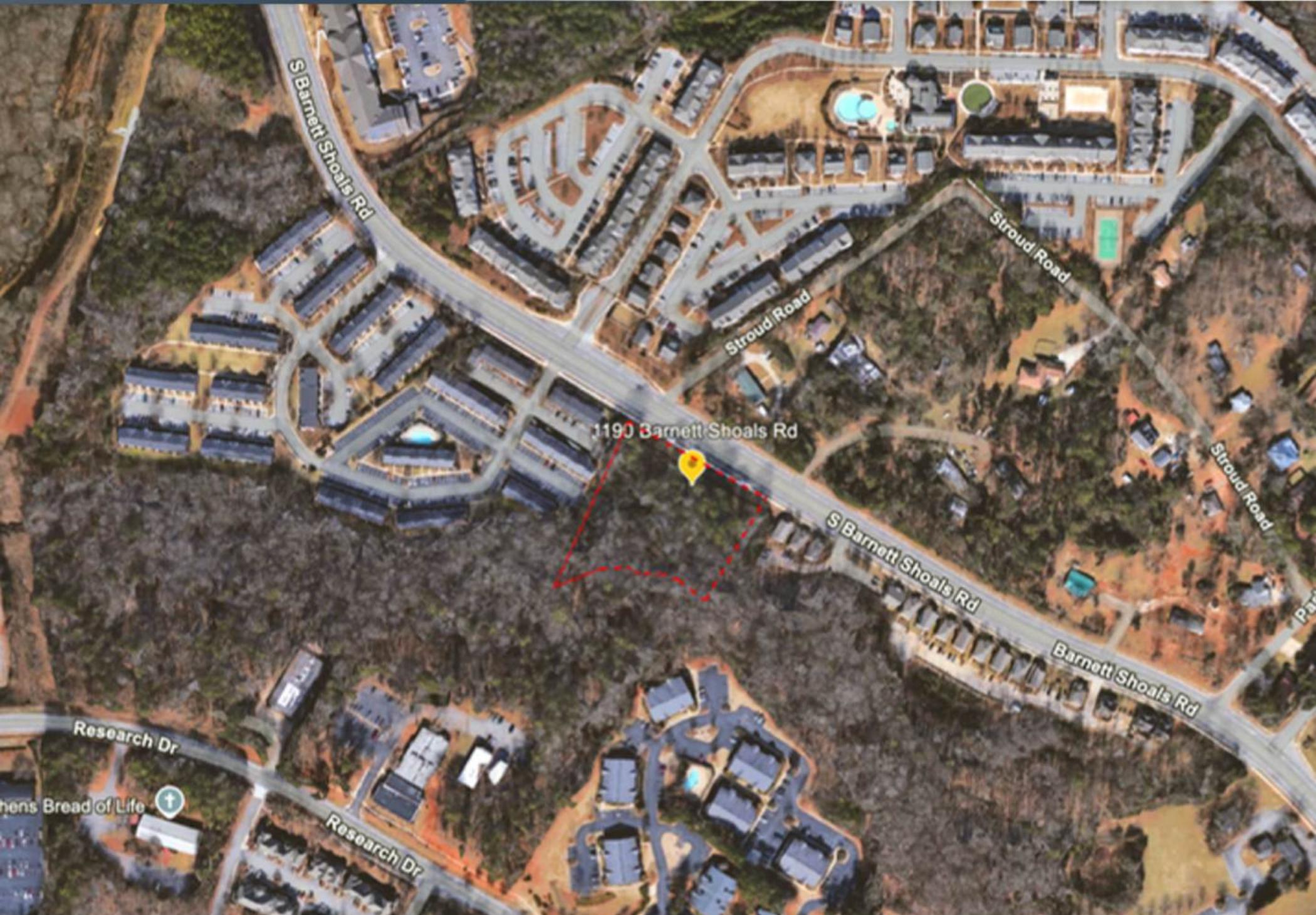




CONCEPT PLANS



AERIAL VIEW





Downtown Athens



Lexington Rd./Hwy 78



To Winterville

Windaway
Townhomes

Clearwater
Creek Cottages

Ascent
Athens

Summit of
Athens

Barnett Shoals Rd

LOCATION

278



To Ocone County

AutoZone
DPS
COLLEGE OF NURSING
DEPALMA'S ITALIAN RESTAURANT

Gaines School Rd

Barnett Shoals Rd

College Station Rd

Parkside Cottages

BARBERITO
JITTERY JOE'S
Wendy's
Publix
PAPA JOHN'S
Kroger

Clearwater Creek Cottages

1190 Barnett Shoals Rd

Summit of Athens

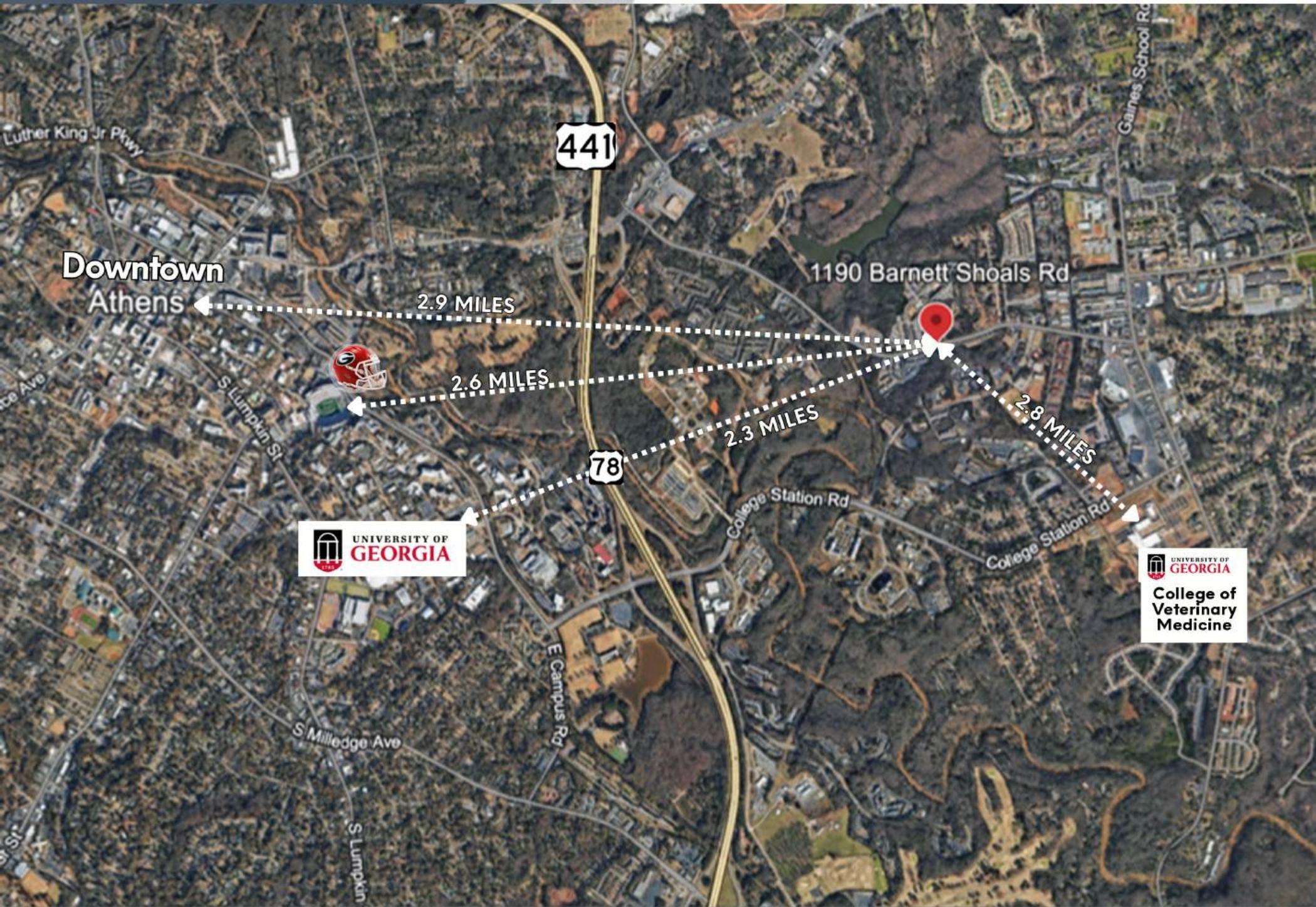
UNIVERSITY OF GEORGIA
College of Veterinary Medicine

Windaway Townhomes

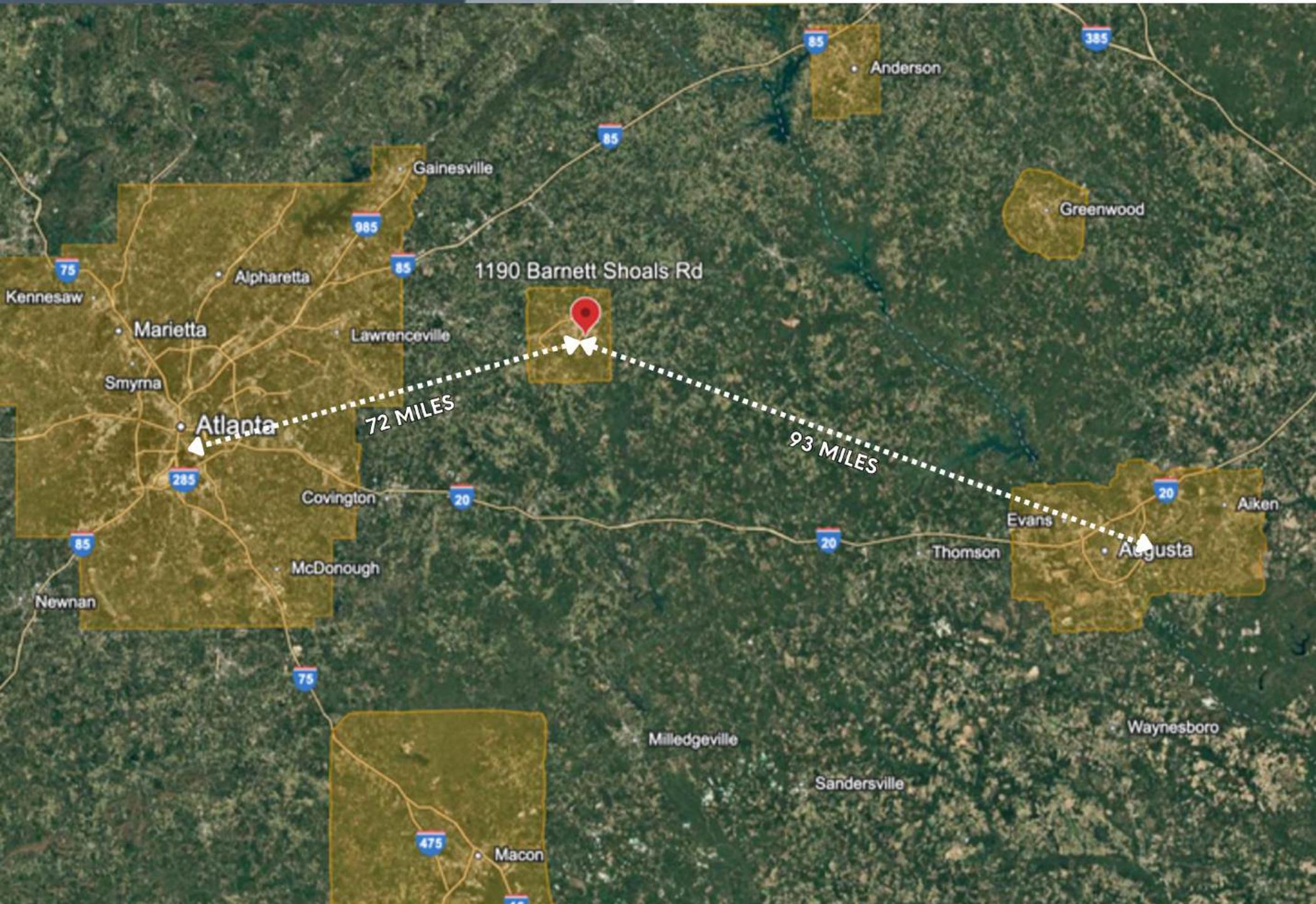
Barnett Shoals Rd

S Barnett Shoals Rd

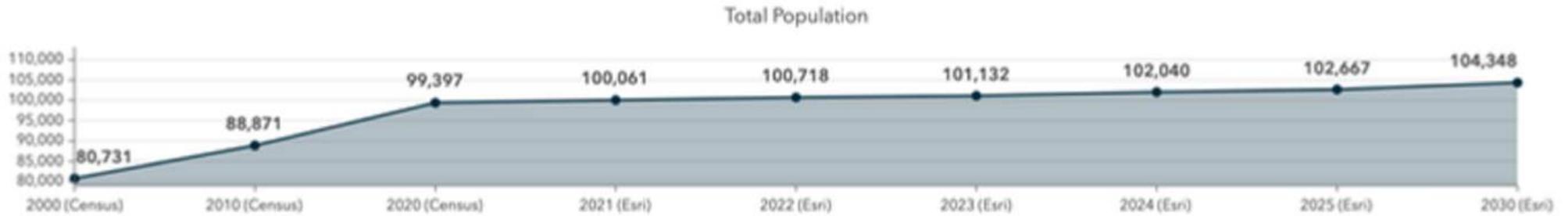
To Lexington Rd.



LOCATION



Ring of 5 miles from 1190 Barnett Shoals Rd.



2000-2020 Compound Annual Growth Rate



0.6%

2020-2025 Growth Rate:
Population



0.3%

2025-2030 Growth Rate:
Population

Education



6,238

2023 Pop 3+ in Grad/Prof
School (ACS 5-Yr)



24,575

2023 Pop 3+ Enrolled in
College (ACS 5-Yr)

Tapestry

Top 3 segments by household count



Total Housing Units: Past, Present, Future



44,717

2025
(Esri)



46,304

2030
(Esri)



25,794

2025 Renter
Occupied HUs

Base Rent Information



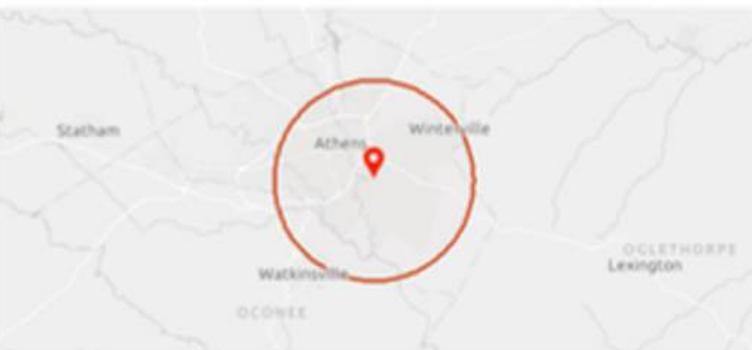
\$1,169

2025 Median Monthly
Contract Rent



25,794

2025 Rental Contracts



Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2025, 2030), ACS (2019-2023). © 2025 Esri



LifeMode Group: Scholars and Patriots

Dorms to Diplomas

14C

Households: 630,300

Average Household Size: 2.22

Median Age: 21.6

Median Household Income: \$16,800

WHO ARE WE?

On their own for the first time, *Dorms to Diplomas* residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the internet, and cell phones.

OUR NEIGHBORHOOD

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing is apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or carpool to class.
- Less than one in ten homes are owner occupied.

SOCIOECONOMIC TRAITS

- This is the youngest market with half of the population aged 20–24.
- Impulse buyers who experiment with different brands.
- Often purchase trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- Socializing, having fun, and learning new things are valued.
- Always connected; their cell phone is never out of reach.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

Owner has completed the following and will provide documentation for due diligence and project execution.

- **Phase I Environmental Assessment**
- **ALTA Survey**
- **Title Report**
- **Geotechnical Evaluation**
- **Development Assessment Report**
- **Concept Plans**

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.

