

THE CONNECTOR

699 SPRING STREET NW



MIDTOWN ATLANTA | GEORGIA

MATTHEWSTM
REAL ESTATE INVESTMENT SERVICES

MIDTOWN, ATLANTA

620,419

DAYTIME EMPLOYEES

90

WALK SCORE

300+

ACRES OF PARKS

40,041

BUSINESSES

7.1M

ANNUAL VISITORS

16 MI

BIKE LANES

\$5 BILLION

CONSUMER SPENDING

4,000+

HOTEL ROOMS

150+

RESTAURANTS &
SHOPPING EXPERIENCES

Midtown Atlanta is a thriving urban powerhouse, presenting unparalleled opportunity for growth. Home to over **118,008 daytime employees** within just 1 mile and attracting **7.1 million visitors annually**, Midtown's walkable streets are filled with energy from morning to night. Anchored by iconic destinations like **Piedmont Park**, the **High Museum of Art**, and **Georgia Tech**, the district seamlessly blends culture, business, and education—drawing a variety of residents, professionals, students, and tourists. Retail flourishes here, fueled by **24 million square feet of office space** and a surging residential market, with 25,000+ residents and continuous **high-rise developments** driving sustained demand. This synergy of foot traffic, affluent demographics, and urban growth positions Midtown Atlanta as a premier investment destination for those seeking long-term stability and exceptional retail success.

MIDTOWN PUBLIC SPACE NETWORK WON THE

"GREAT PLACE" AWARD

IN 2024 BY ATLANTA REGIONAL COMMISSION

HIGH FOOT TRAFFIC & VISIBILITY

Midtown is one of Atlanta's most walkable neighborhoods, with pedestrian-friendly streets and a steady flow of professionals, residents, students, and tourists. This results in consistent foot traffic, making it an **ideal environment for retail, dining, and entertainment businesses**.

MICHELIN GUIDE AWARDED STARS TO SEVERAL MIDTOWN RESTAURANTS

MICHELIN STAR RESTAURANTS

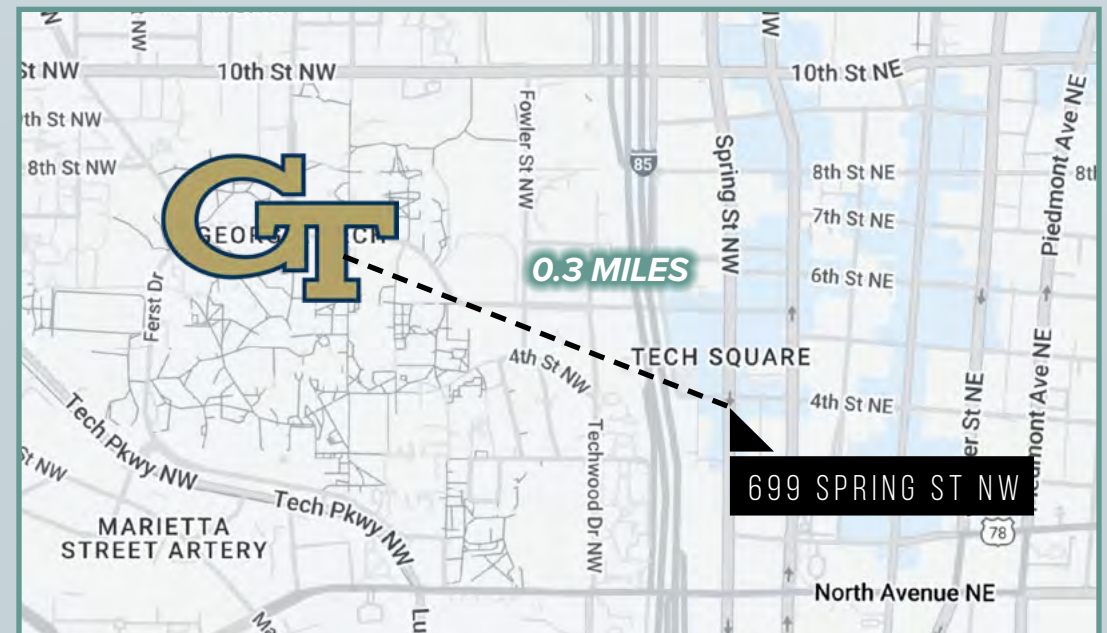


TOP PUBLIC UNIVERSITY IN THE U.S.

*U.S. News & World Report's
Best Colleges 2025*

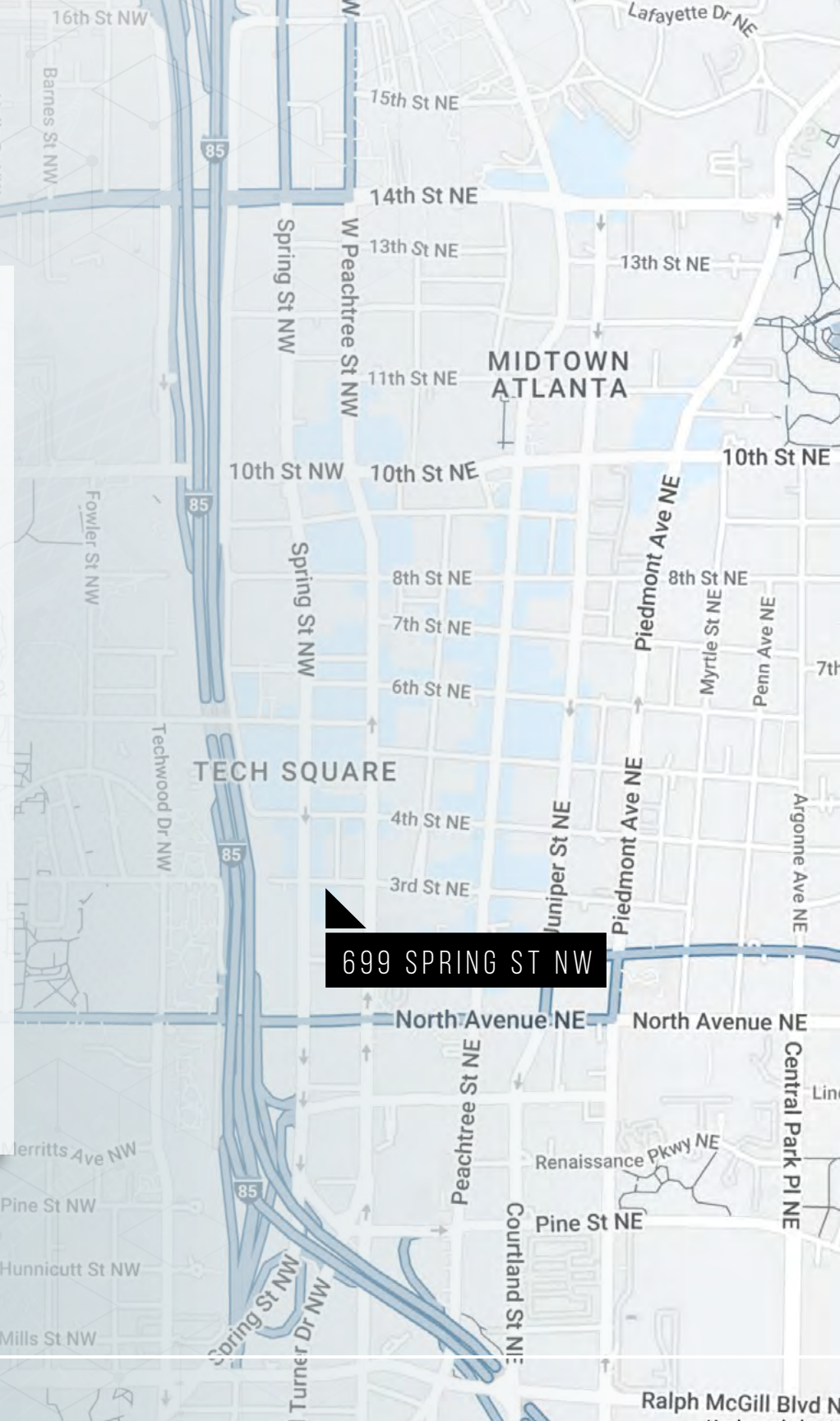
Georgia Tech, officially known as the Georgia Institute of Technology, is a globally renowned research university located in the heart of Midtown Atlanta. Consistently ranked among the **top public universities in the United States**, Georgia Tech is celebrated for its cutting-edge programs in engineering, computer science, business, and technology. The university boasts an enrollment of **over 45,000 students**, attracting some of the brightest minds from across the globe.

Its innovation-focused culture fuels partnerships with **Fortune 500 companies** and startups, making it a driving force behind Atlanta's tech and entrepreneurial ecosystem. Georgia Tech's **400-acre campus** seamlessly integrates with Midtown's urban landscape, fostering a dynamic environment where academic excellence meets real-world application. With research initiatives spanning artificial intelligence, sustainable energy, and robotics, Georgia Tech not only shapes the future of technology but also plays a vital role in Midtown Atlanta's economic growth and culture.



DEMOGRAPHICS

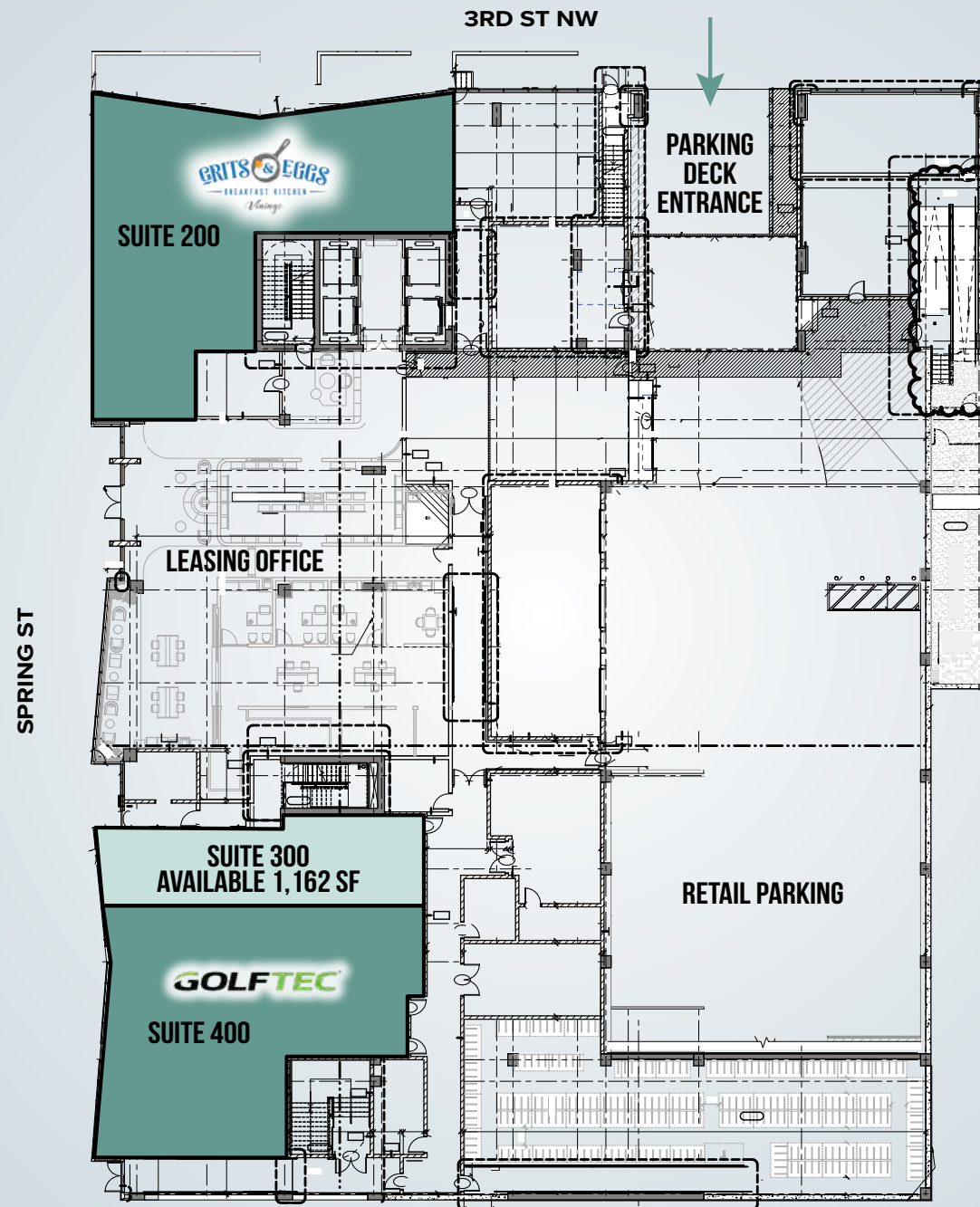
POPULATION	1-MILE	3-MILE	5-MILE
2025 Population	46,809	202,697	409,242
2030 Population Projection	48,524	210,242	423,617
Annual Growth 2020-2024	1.2%	1.3%	1.6%
DAYTIME POPULATION	1-MILE	3-MILE	5-MILE
Employees	118,008	284,277	502,693
Businesses	5,347	22,401	35,204
HOUSEHOLDS	1-MILE	3-MILE	5-MILE
2025 Households	23,637	99,653	191,808
2030 Household Projection	24,677	103,733	199,065
Annual Growth 2020-2024	1.5%	1.3%	1.5%
INCOME	1-MILE	3-MILE	5-MILE
Avg. Household Income	\$121,668	\$113,552	\$114,210
Median Household Income	\$97,010	\$84,590	\$82,623



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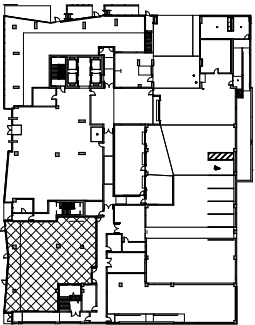
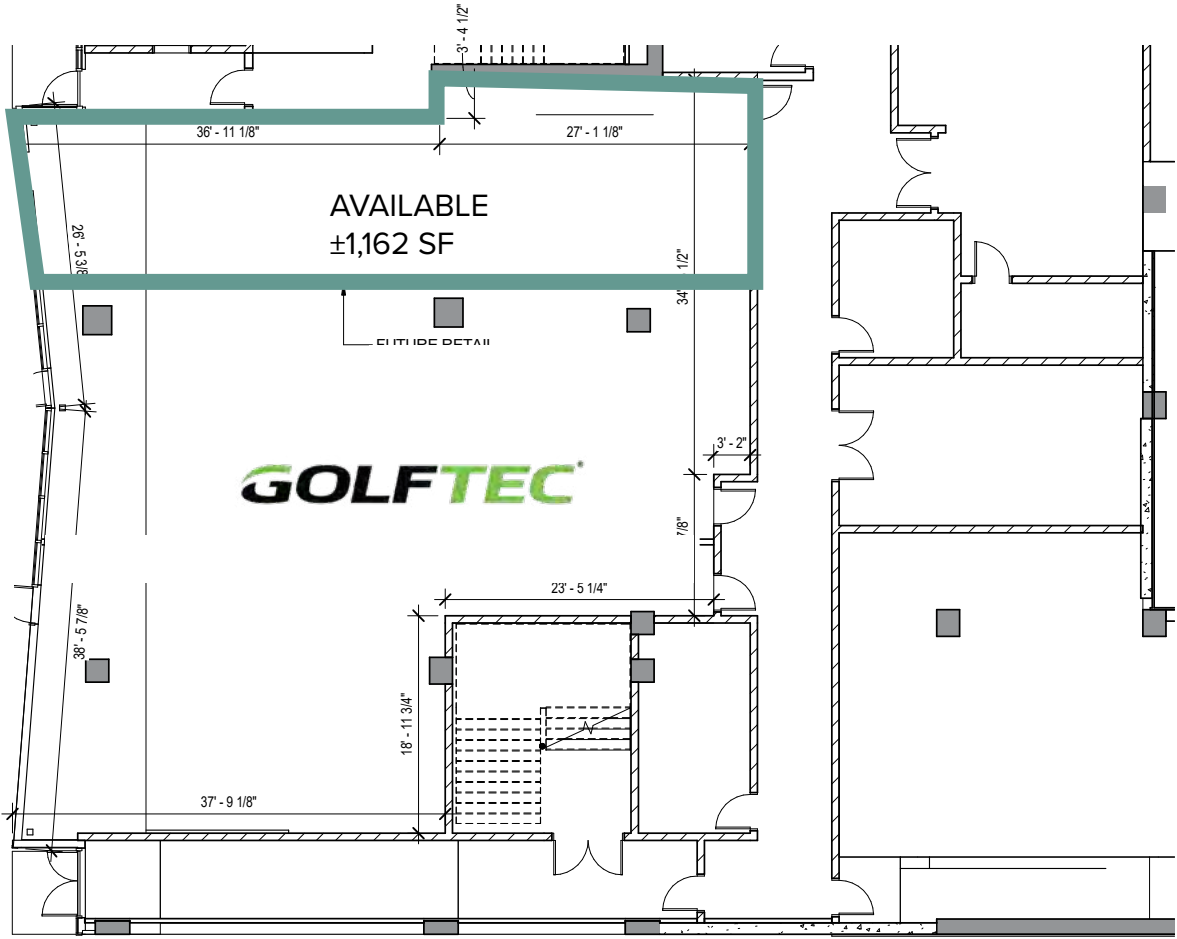
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SITE PLAN



RETAIL SPACE 300

SPRING STREET



KEY PLAN

RETAIL SPACE
SUITE 300





CONFIDENTIALITY AGREEMENT & DISCLAIMER

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