



ATLAS

FOR LEASE

225 E. BROAD ST. ATHENS, GA

2,376 SF TWO STORY COMMERCIAL SPACE

\$41/PSF/YR Estimated TICAM. \$10.25 PSF/YR

EXECUTIVE OVERVIEW

Rare opportunity to lease one of downtown Athens' most iconic and visible commercial spaces!

225 E Broad Street was built in 1940 and stands proudly at the corner of East Broad and College Avenue—directly across from UGA's North Campus and the historic Arch. Offering 2,376 SF of highly adaptable commercial space with dual frontage on two of the most traveled streets in Athens, this property is an unbeatable location for retail, food & beverage, or creative office use.

The first floor (approx. 1,188 SF) features a large, open layout perfect for seating or retail displays, two ADA restrooms, and a partially built-out kitchen area with sinks (no grease trap or hood installed). Expansive plate glass windows and entrances on both Broad and College flood the space with natural light and provide excellent street-level visibility.

The second floor (approx. 1,188 SF) is a stunning open space with wraparound windows, a central fireplace, and panoramic views of North Campus—making it ideal for a private event venue, gallery, private dining, or upstairs retail.

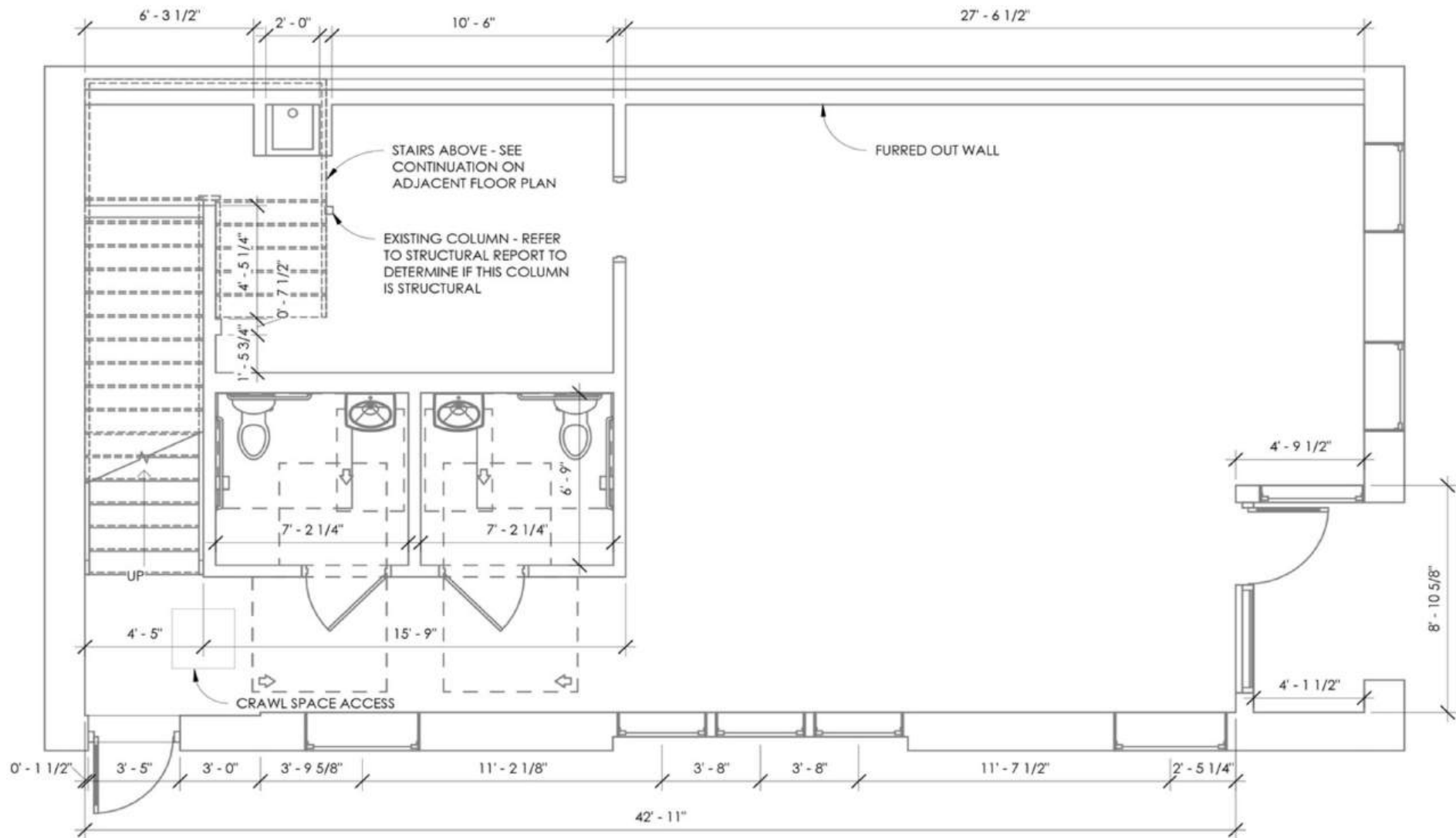
Space may be demised into two separate units at Landlord's discretion, subject to mutually acceptable terms and conditions.







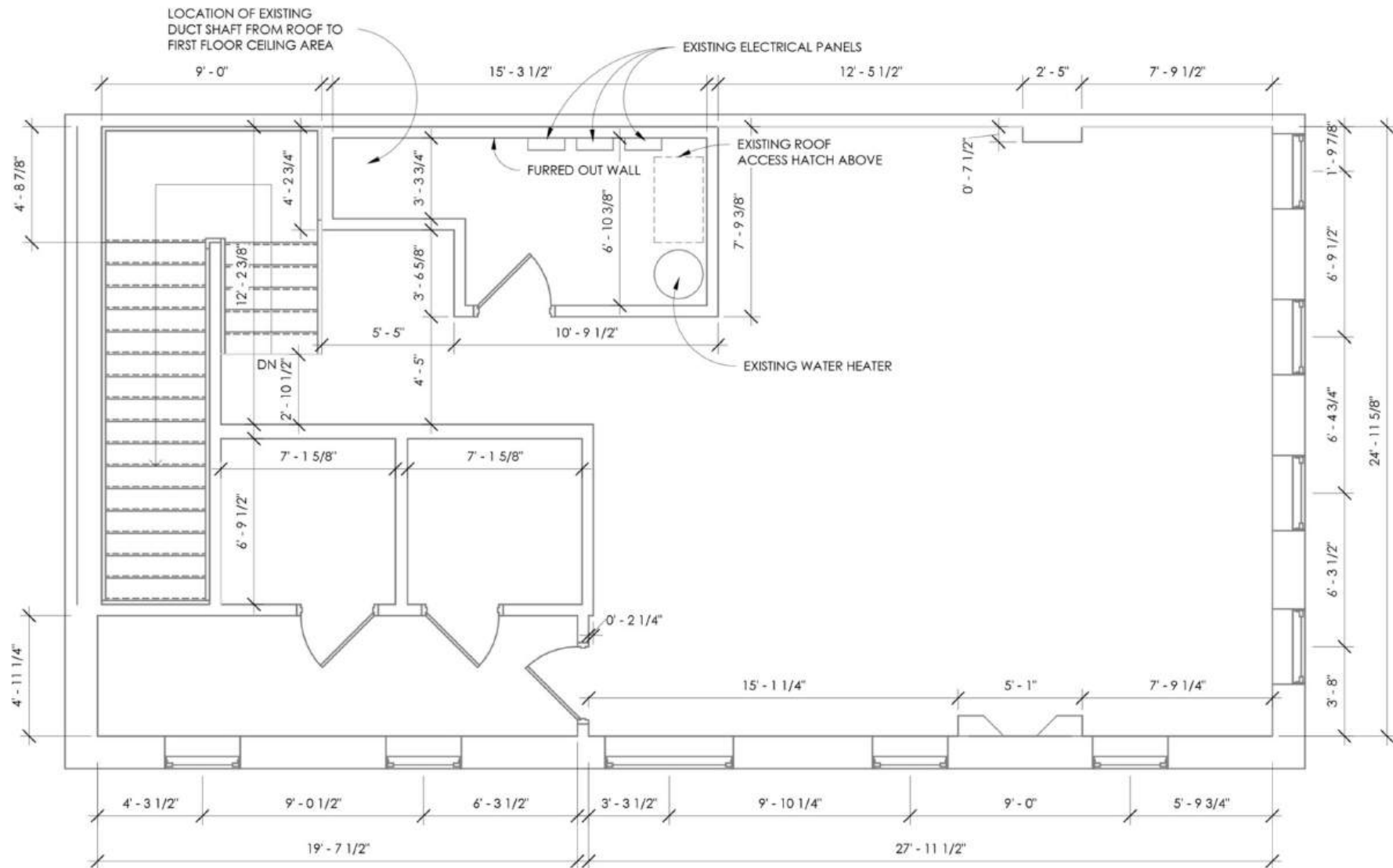
FLOORPLAN



FIRST FLOOR PLAN

1/4" = 1'-0"

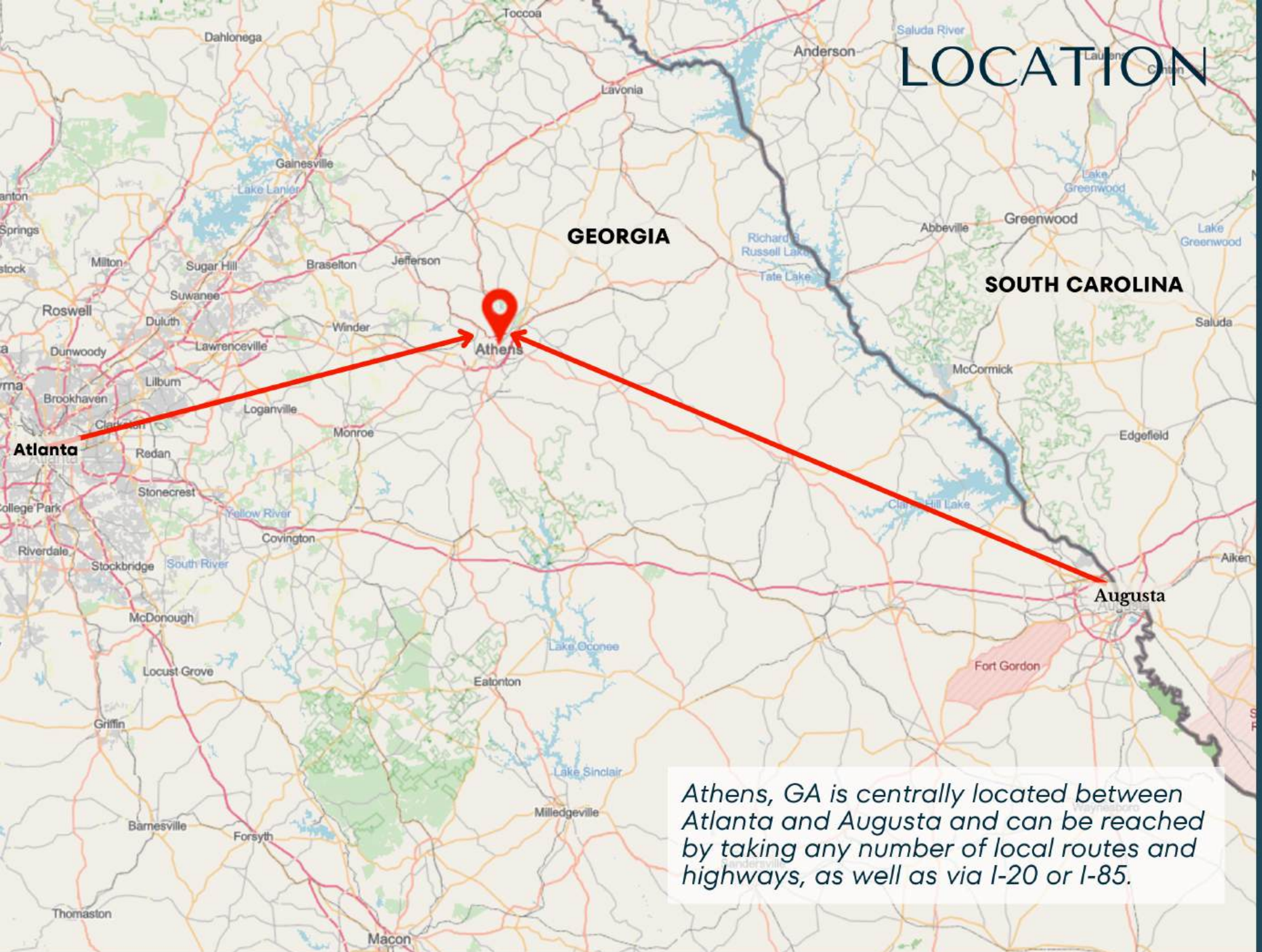
FLOORPLAN



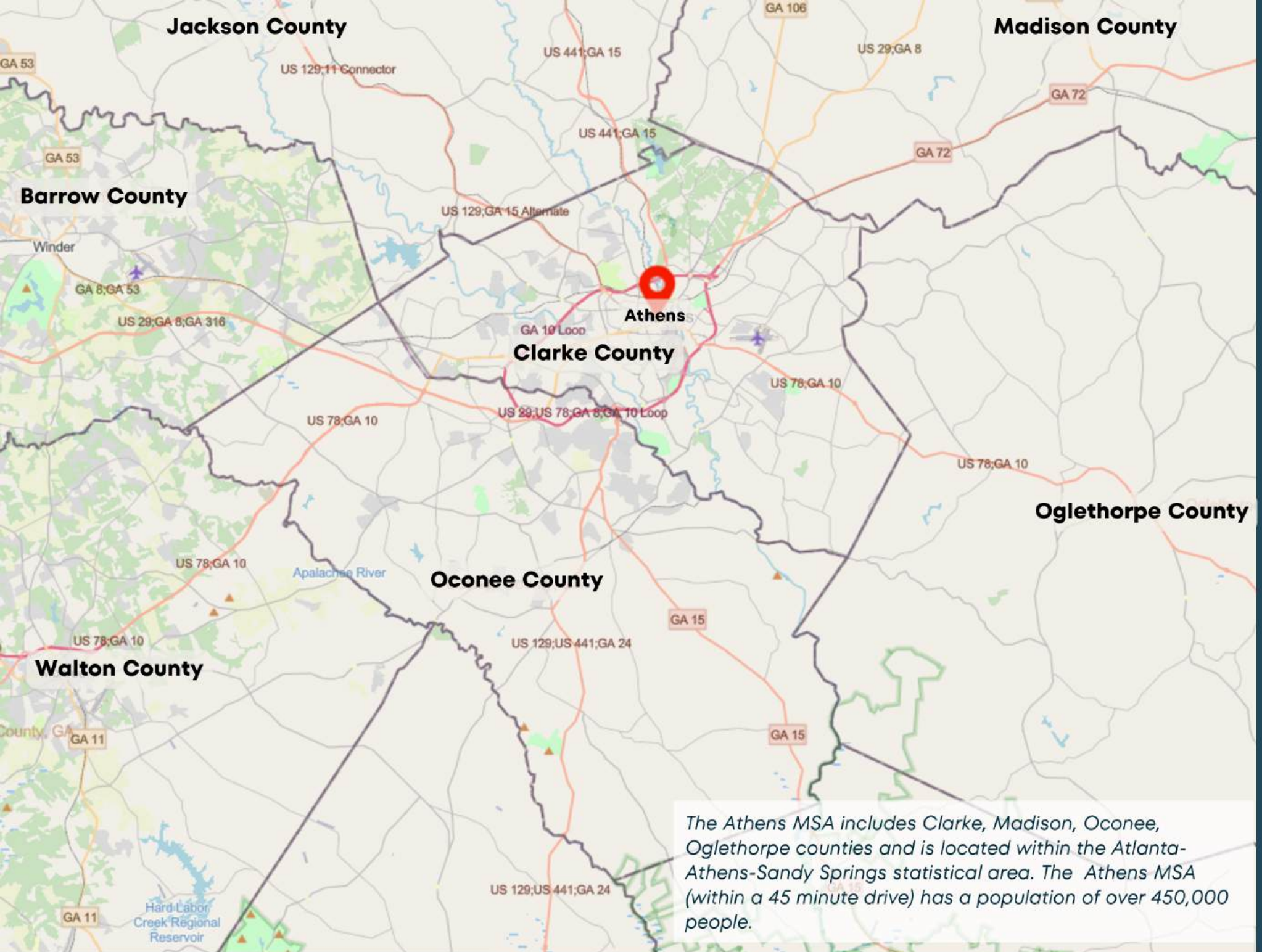
SECOND FLOOR PLAN

1/4" = 1'-0"

LOCATION



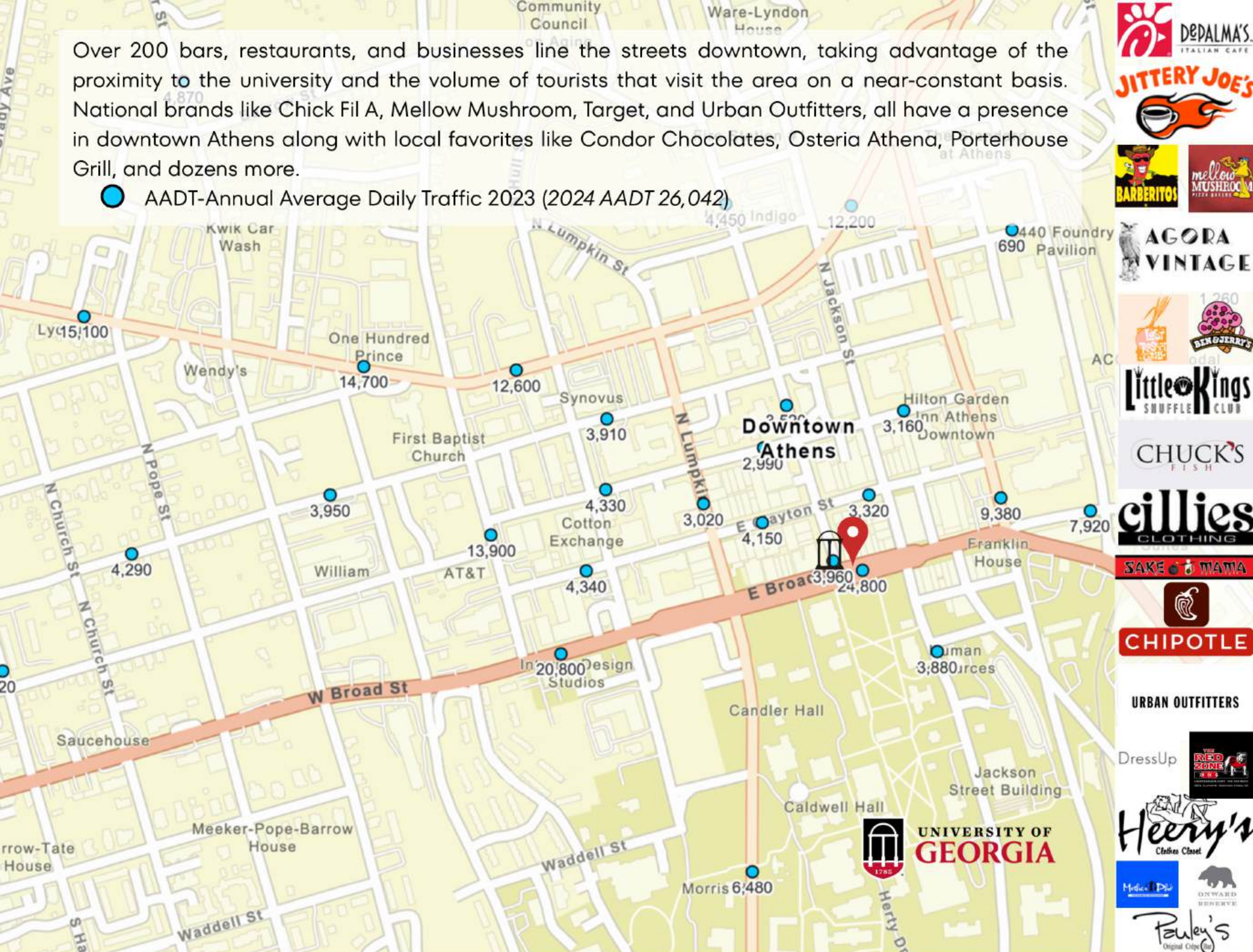
Athens, GA is centrally located between Atlanta and Augusta and can be reached by taking any number of local routes and highways, as well as via I-20 or I-85.



The Athens MSA includes Clarke, Madison, Oconee, Oglethorpe counties and is located within the Atlanta-Athens-Sandy Springs statistical area. The Athens MSA (within a 45 minute drive) has a population of over 450,000 people.

Over 200 bars, restaurants, and businesses line the streets downtown, taking advantage of the proximity to the university and the volume of tourists that visit the area on a near-constant basis. National brands like Chick Fil A, Mellow Mushroom, Target, and Urban Outfitters, all have a presence in downtown Athens along with local favorites like Condor Chocolates, Osteria Athena, Porterhouse Grill, and dozens more.

● AADT-Annual Average Daily Traffic 2023 (2024 AADT 26,042)



AREA HIGHLIGHTS



117,936

Total Population



27.3

Average Age



141,763

Daytime Population



275,000+

Gameday Population



4,502

Nearby Businesses

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 gardens, museums, breweries, restaurants, and the live music that has made the town famous, there is something for everyone.

The University of Georgia's main campus is centrally located in downtown Athens, but its presence extends far beyond that. There are additional facilities and countless students living in the surrounding counties, many of whom travel to Athens to eat, drink, and shop on a regular basis. But it isn't just the 40,000 students that call Athens home that make 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.
- Dress to impress with the latest fashions of the season.
- Try to eat healthy, but often settle for fast food.
- Are always connected.

UGA IN ATHENS



UGA is one of the states largest employers,
with over 20,000 employees



UGA has a total enrollment of over
40,000 students annually



The university generates an economic
impact of \$291 Million annually



UGA students come from
over 55 different countries



Students contribute \$538 million to the
local community per year



Sanford Stadium is the 9th largest stadium in
the US packing in 90k fans on game day.

Between gamedays and move-in, conferences, and commencement, visitors to Athens spend \$350 million in Athens each year
(direct spending, domestic visitors only.)



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.



TAPESTRY
SEGMENTATION
esri.com/tapestry

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.



LifeMode Group: Scholars and Patriots

College Towns

14B

Households: 1,176,200

Average Household Size: 2.14

Median Age: 24.5

Median Household Income: \$32,200

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. *College Towns* residents are all about new experiences, and they seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low-rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.



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.

TRAFFIC DATA

0000059_0049 - 059-0049

County: Clarke
Route number: 00001000
LRS section: 0591001000
Functional class: 3U - Principal Arterial - Other (Urban)
Coordinates: 33.9577846496498, -83.3748910435999



Site Data



Count History

Year	Month	Count type	Duration	Count	ADT
2024	March	Volume	48 hours	52,085	26,042
2019	October	Class	48 hours	55,072	27,536
2017	February	Class	48 hours	51,696	25,848
2015	November	Class	48 hours	49,949	24,974
2011	April	Volume	48 hours	51,312	25,656
2010	February	Volume	48 hours	52,966	26,483

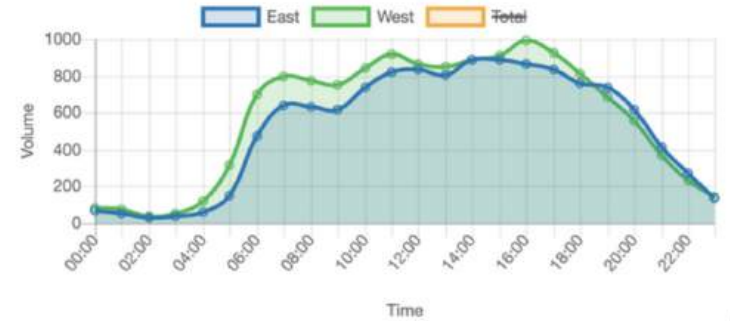
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Annual Statistics

Data Item	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Statistics type	-	Estimated	Actual	Actual	Estimated	Actual	Estimated	Estimated	Estimated	Estimated
AADT	22,300	23,000	24,000	23,400	23,200	24,900	22,500	24,100	24,600	24,800
K-Factor	-	-	0.075	0.081	0.081	0.079	0.079	0.079	0.079	0.079
D-Factor	-	-	0.500	0.580	0.580	0.570	0.570	0.570	0.570	0.570
Future AADT	-	-	27,300	29,500	29,300	31,300	31,300	31,100	31,000	31,200

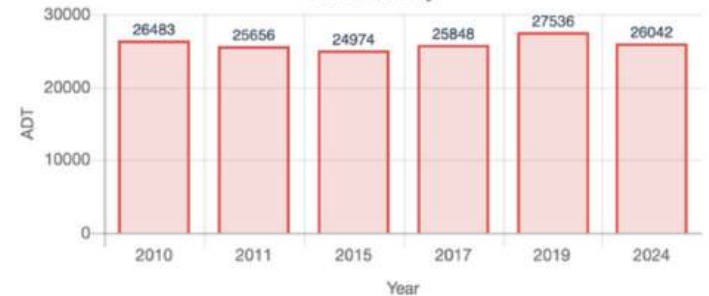
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Average Hourly Volume



1

Count History



AADT Trend



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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.

