



**FOR  
LEASE**

174 & 184 E. CLAYTON ST. ATHENS, GA 30606  
\$34/PSF/YR/NNN



**ATLAS**  
REAL ESTATE ADVISORS



## CONFIDENTIALITY AGREEMENT

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Atlas Real Estate Advisors it should not be made available to any other person or entity without the written consent of Atlas Real Estate Advisors. By taking possession of and reviewing the information contained herein the recipient agrees to hold and treat all such information in the strictest confidence. The recipient further agrees that the recipient will not photocopy or duplicate any part of the offering memorandum. If you have no interest in the subject property at this time, please return to Atlas Real Estate Advisors.

This offering memorandum has been prepared to provide a summary, unverified financial and physical information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. Atlas Real Estate Advisors has not made any investigation and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or the financial condition or business or Intentions to continue its occupancy of the subject property or tenants' plans.

The information contained in this offering memorandum has been obtained from sources we believe to be reliable; however, Atlas Real Estate Advisors has not verified, and will not verify, any of the information contained herein, nor has Atlas Real Estate Advisors conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for the costs and expenses of investigating the subject property.

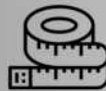
# FAST FAQs



\$34/PSF/YR/NNN



CAM ESTIMATE \$5.90/PSF/YR



3,200 SF



STREET PARKING



ZONED C-D



# EXECUTIVE SUMMARY

**184 E. Clayton Street is a ~3,200 SF commercial space in the heart of Downtown Athens.**

Originally two individual units, this versatile commercial space can be leased by a single tenant or two separate businesses. Commercial Downtown zoning allows for a variety of uses including retail shop, office, restaurant or bar.

184 E. Clayton St. has been the home of Heery's Too, a family owned boutique known for fine gifts, unique decor and furniture, upscale baby items since 1989. The space consists of two units combined for a total of approximately 3,200 sf. The current layout features a large open retail space, two dressing rooms, restrooms, storage and office space.



# INTERIOR

184 E. Clayton St. consists mainly of open, well-lit retail space with 12-foot ceilings throughout and bay storefront windows that span the 40 feet of frontage along East Clayton St.

The walls are neutral colors and flooring is a combination of LVP and wall to wall carpet. The space is outfitted with fluorescent and track lights to showcase merchandise and ceiling fans to keep customers cool.

This is a combined unit, consisting of 174 & 184 E. Clayton and available as is, or can be demised to accommodate two tenants.



# EXTERIOR

184 E. Clayton St. is situated in between Sake Mama and The Red Zone and across from Urban Outfitters on E. Clayton St. which runs through the center of downtown, from Pulaski St. to Thomas St.

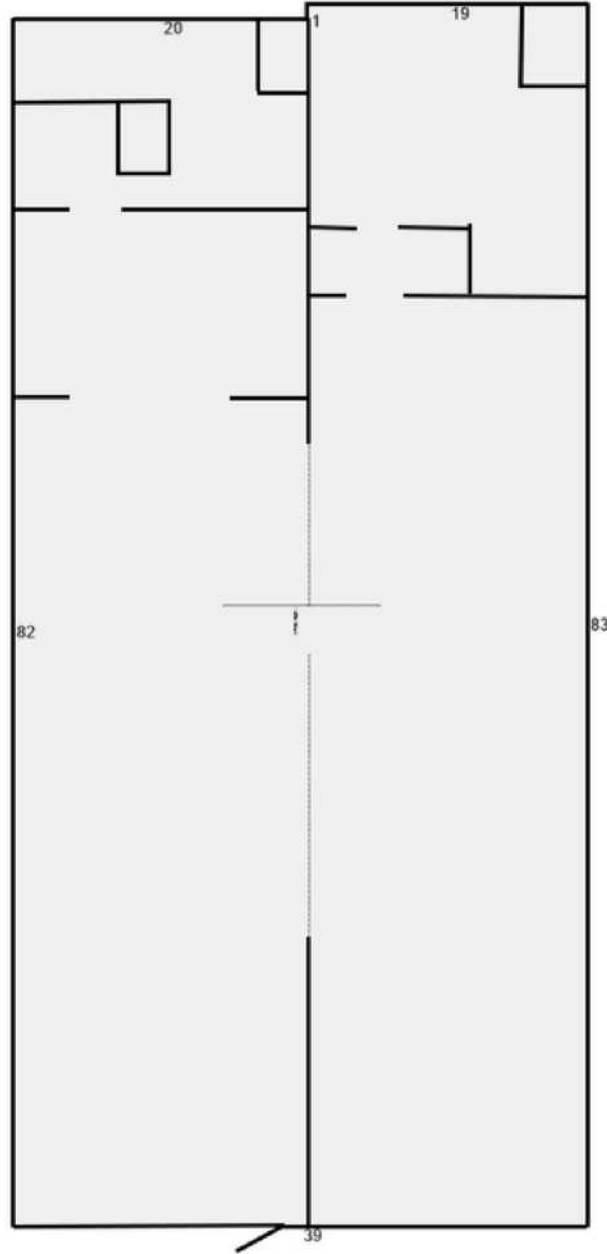
The East Clayton Street Improvements Project was just completed in late 2022 and included many upgrades including:

- Widened sidewalks
- Brick pavers installed
- Granite strips for sidewalk cafes
- New landscape areas and fencing
- Overhead lights along the corridor
- Larger gathering areas at crosswalks
- New benches and seating area
- Repaved and restriped streets
- Trees removed/replaced
- Public art installed

184 E. Clayton is located steps away from both College Avenue and N. Lumpkin St. and is minutes from all that downtown Athens has to offer!

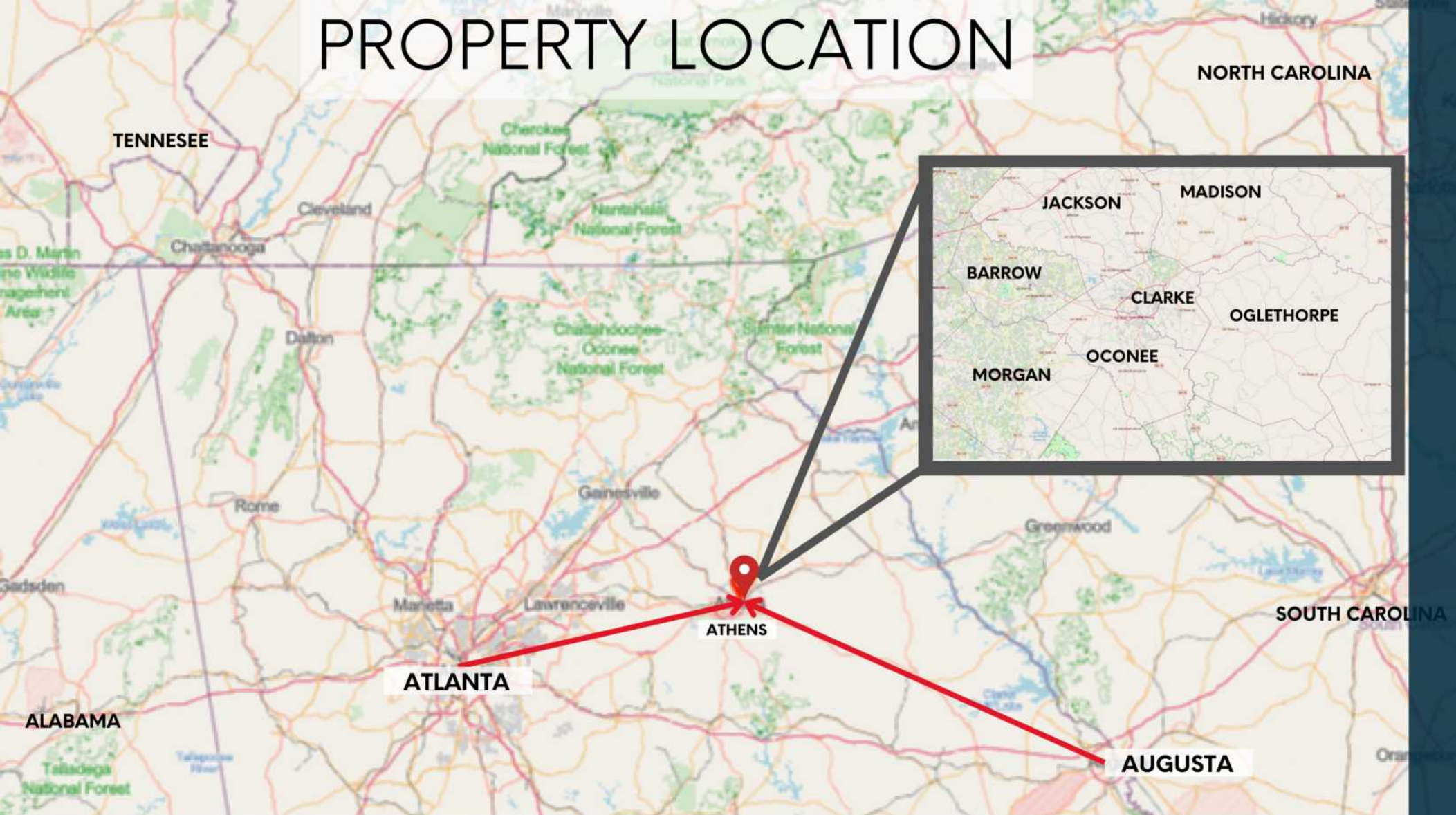


# FLOORPLAN



Floor plans provided are a visual representation of the layout. Prospective tenants should consider them as a general indication of the property's configuration and use them accordingly.

# PROPERTY LOCATION



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. Athens-Clarke County is a consolidated city-county government. It is the economic center of the ten-county northeast Georgia region, providing regional shopping, education, health care, and employment facilities and institutions.

# TRAFFIC COUNTS & NEARBY RETAILERS



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 184 E. Clayton St. and as the population continues to grow-plenty more on the way. Just down the road, The Classic Center, northeast Georgia's premier award-winning convention center and performing arts theatre, is currently undergoing a major expansion and will soon be the new local hub for large-scale events, and home to Athens own pro hockey team-The Rock Nobsters



# PROPERTY LOCATION



78

Broad St.

78

College Ave

Lumpkin St.



E. Clayton St.



# AREA HIGHLIGHTS



117,936

Total Population



27.3

Average Age



141,763

Daytime Population



275,000+

Gameday Population



4,502

Nearby Businesses

Within a 5 mile radius

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.

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, Starbucks, and Urban Outfitters, all have a presence in downtown Athens along with local favorites like Condor Chocolates, Osteria Athena, Porterhouse Grill, and dozens more.

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.



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](http://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.

# 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.)

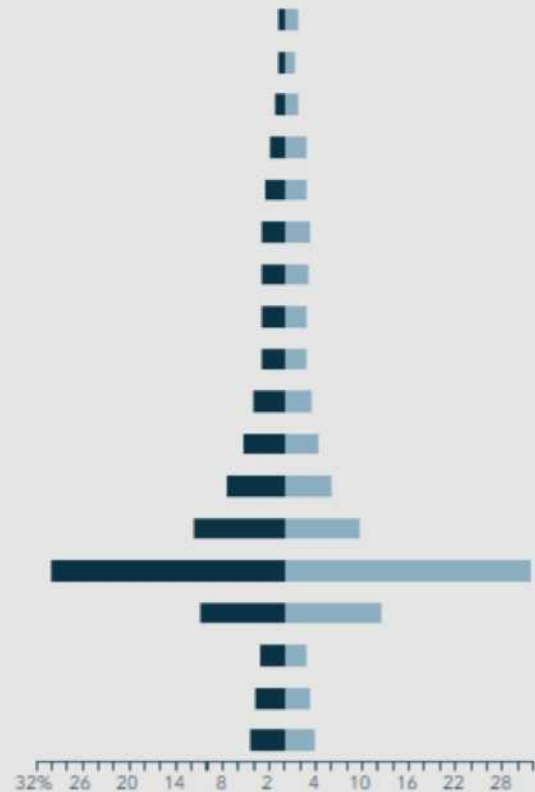
# AREA SNAPSHOT

## TARGET MARKET SUMMARY

184 E Clayton St, Athens, Georgia, 30601

Ring of 3 miles

### AGE PYRAMID



The largest group:  
2023 Females Age  
20-24

The smallest group:  
2023 Males Age 80-  
84

### KEY FACTS



### ANNUAL LIFESTYLE SPENDING



### Tapestry segments

 14C	<b>Dorms to Diplomas</b> 9,589 households	36.4% of Households	▼
 14B	<b>College Towns</b> 5,774 households	21.9% of Households	▼
 11E	<b>City Commons</b> 2,330 households	8.8% of Households	▼

This infographic contains data provided by Esri, Esri-U.S. BLS, Esri-MRI-Simmons. The vintage of the data is 2023, 2028.



# What's in My Community?

Places that make your life richer and community better

184 E Clayton St, Athens, Georgia, 30601

3 miles



# ABOUT ATLAS

Atlas Real Estate Advisors is one of the most successful independent commercial real estate agencies in the Athens area. From standard brokerage services and fee-based consultancy to facility and property management, we provide a wide range of services that may be adapted to the specific needs of each customer.

STEP 1

Our team shares over 75 years of expertise in every product class and has worked with private, public, and institutional customers locally, nationally, and abroad. Atlas members possess numerous credentials above and beyond those required, and Atlas is presently licensed in 11 states and counting, allowing us to better serve our clients no matter where they are. Together, we have a single goal: to improve the value of your assets above and beyond what was previously thought possible.

## SALES

We use in-depth industry expertise and a large network to optimize your visibility and produce the most value possible. We have represented individual property owners and publicly traded companies locally and across the US.

## LEASING

Atlas works closely with each client to reduce costs, minimize risks and exposure, and stabilize the portfolio. We ask the tough questions to determine the overall health of the portfolio and look for opportunities to enhance the value.

## MANAGEMENT

Atlas can create a management plan designed to maximize the value of your investment and tailored to your specific needs, whether you own a single storefront, a retail mall, or a commercial office park.



# ATLAS

## CONSULTING

A single commercial transaction can have many dependencies and contingencies. It is advantageous to have an advisor who can provide strategies and solutions working alongside you.

