



ATLAS
REAL ESTATE ADVISORS

FOR LEASE

198 COLLEGE AVE. ATHENS, GA 30601

1,627 SF RETAIL SPACE

\$6,500/MO PLUS TICAM (~\$695/MO)

EXECUTIVE OVERVIEW



\$6,500/MONTH
PLUS TICAM(~\$695/Month)



1,627 SF



RETAIL/OFFICE



HIGHLY VISIBLE LOCATION

Prime Retail Space for Lease at 198 College Ave., Athens, GA

198 College Ave. is a highly visible, two-story retail space located at the bustling corner of College Ave. and E. Clayton St. This prime downtown location offers excellent foot traffic and proximity to the University of Georgia campus.

Property Highlights:

- Size: 843 SF on the main level and 721 SF on the lower level, with exterior access from both floors.
- Location: Steps away from UGA campus and directly facing the new outdoor dining area on College Ave. and the revitalized E. Clayton St.
- Surrounding Tenants: Located in the heart of downtown Athens, surrounded by popular businesses such as Archer Paper Goods, Empire South, Walker's Pub, Heery's, Chick-fil-A, Ben & Jerry's, Chipotle, and more.

Available starting January 2025.

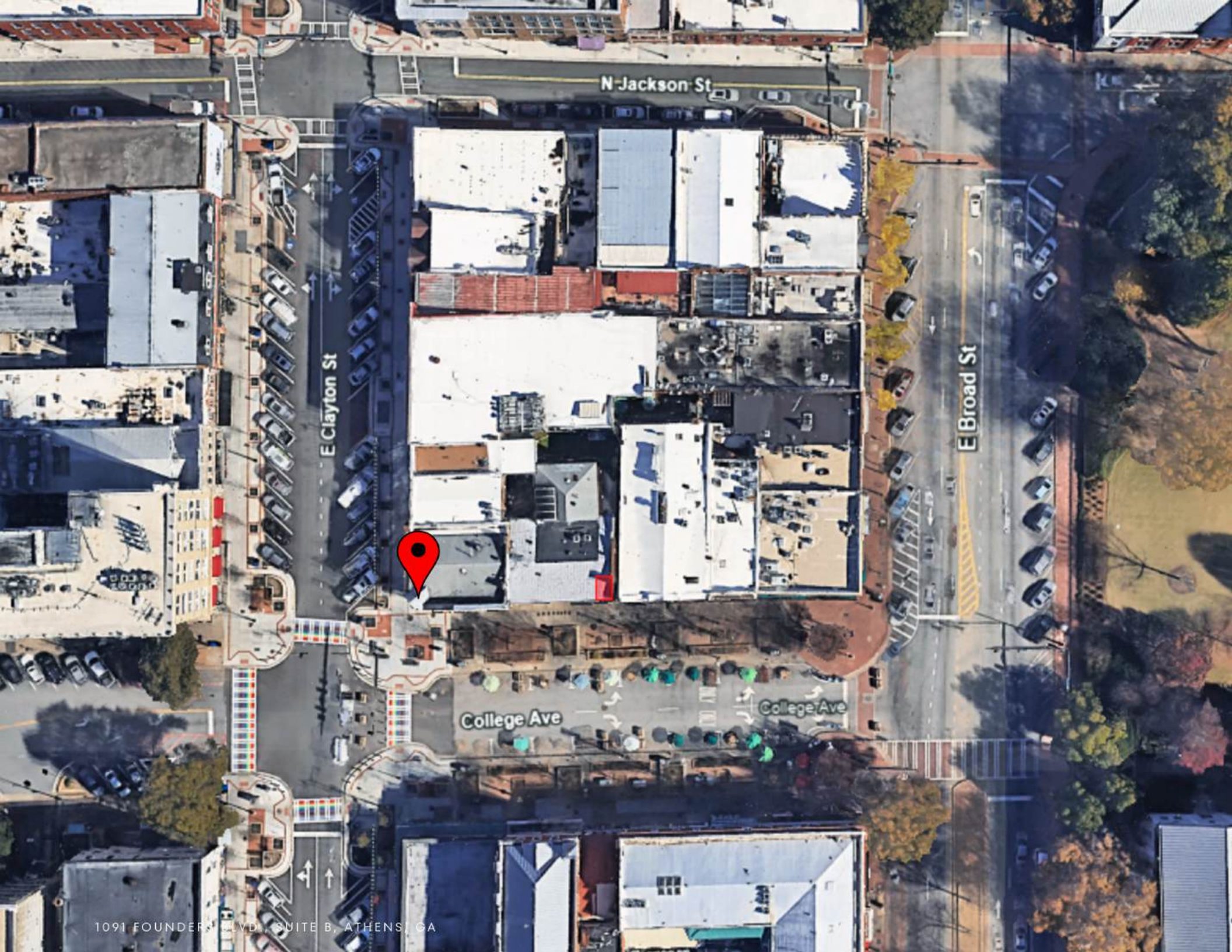
This exceptional space is ideal for retail or other creative uses that can thrive in a vibrant, high-traffic area.

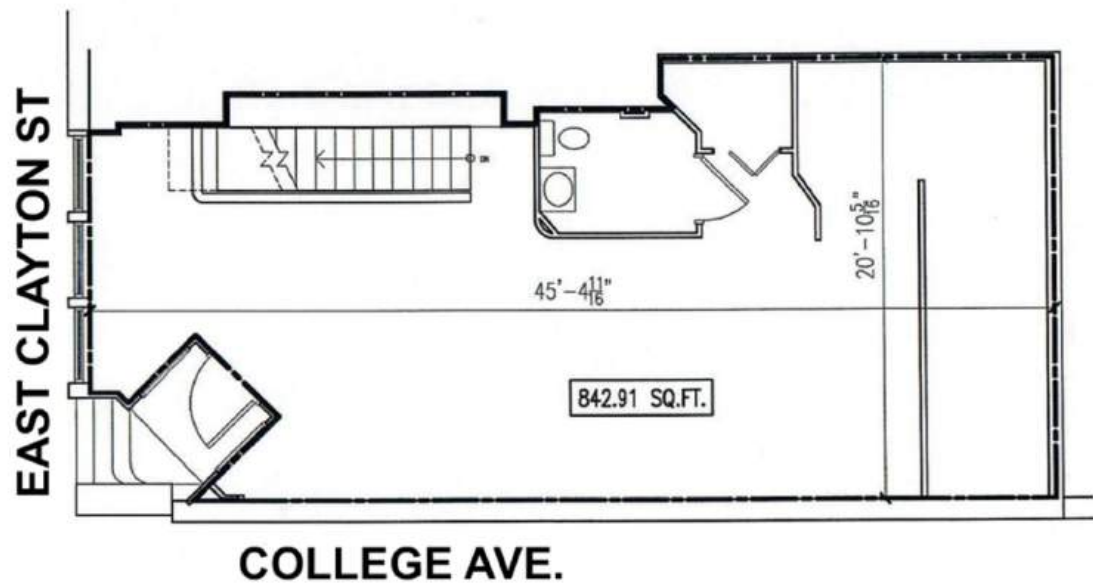




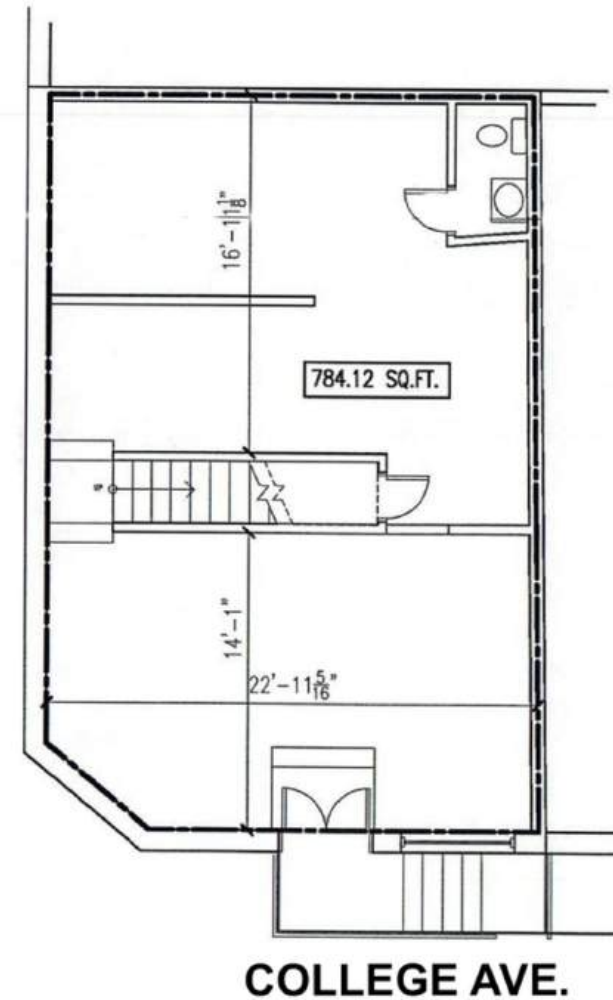


College Ave.





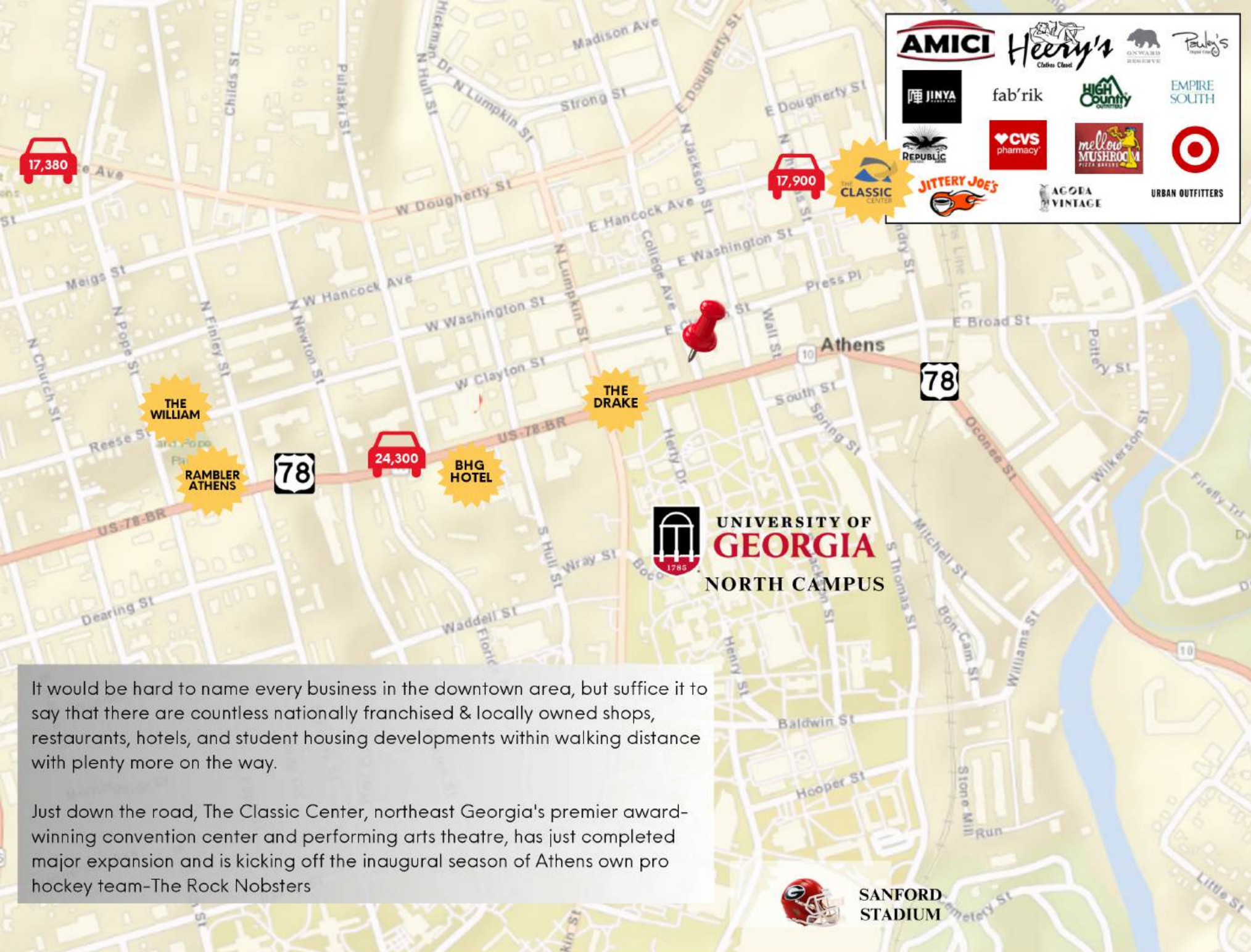
1 UPPER LEVEL
3/8" = 1'-0"



2 LOWER LEVEL
3/8" = 1'-0"

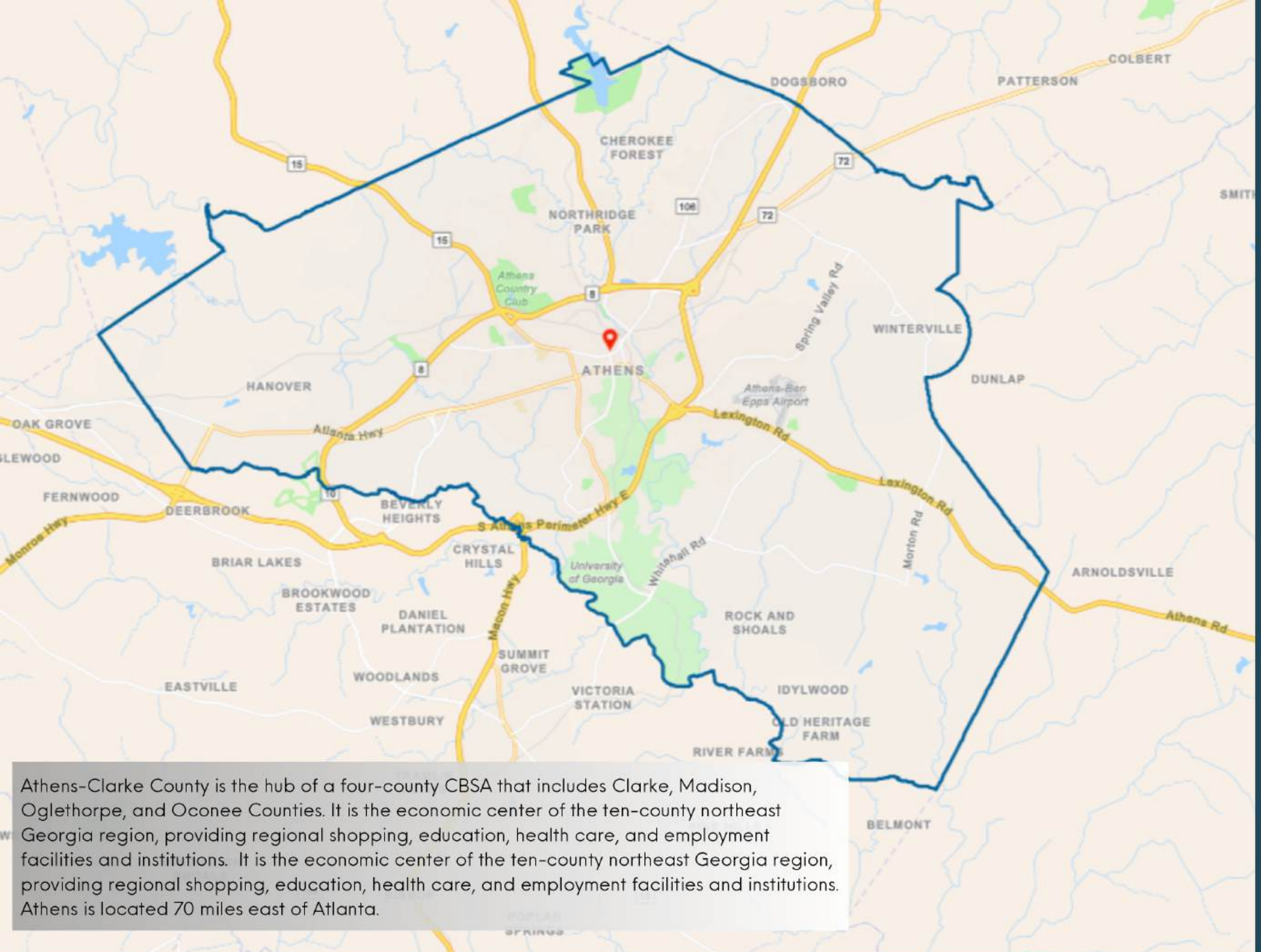
Floorplans are approximate and not to scale. Measurements should be verified by prospective tenants.





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 with plenty more on the way.

Just down the road, The Classic Center, northeast Georgia's premier award-winning convention center and performing arts theatre, has just completed major expansion and is kicking off the inaugural season of Athens own pro hockey team-The Rock Nobsters



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 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.



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.

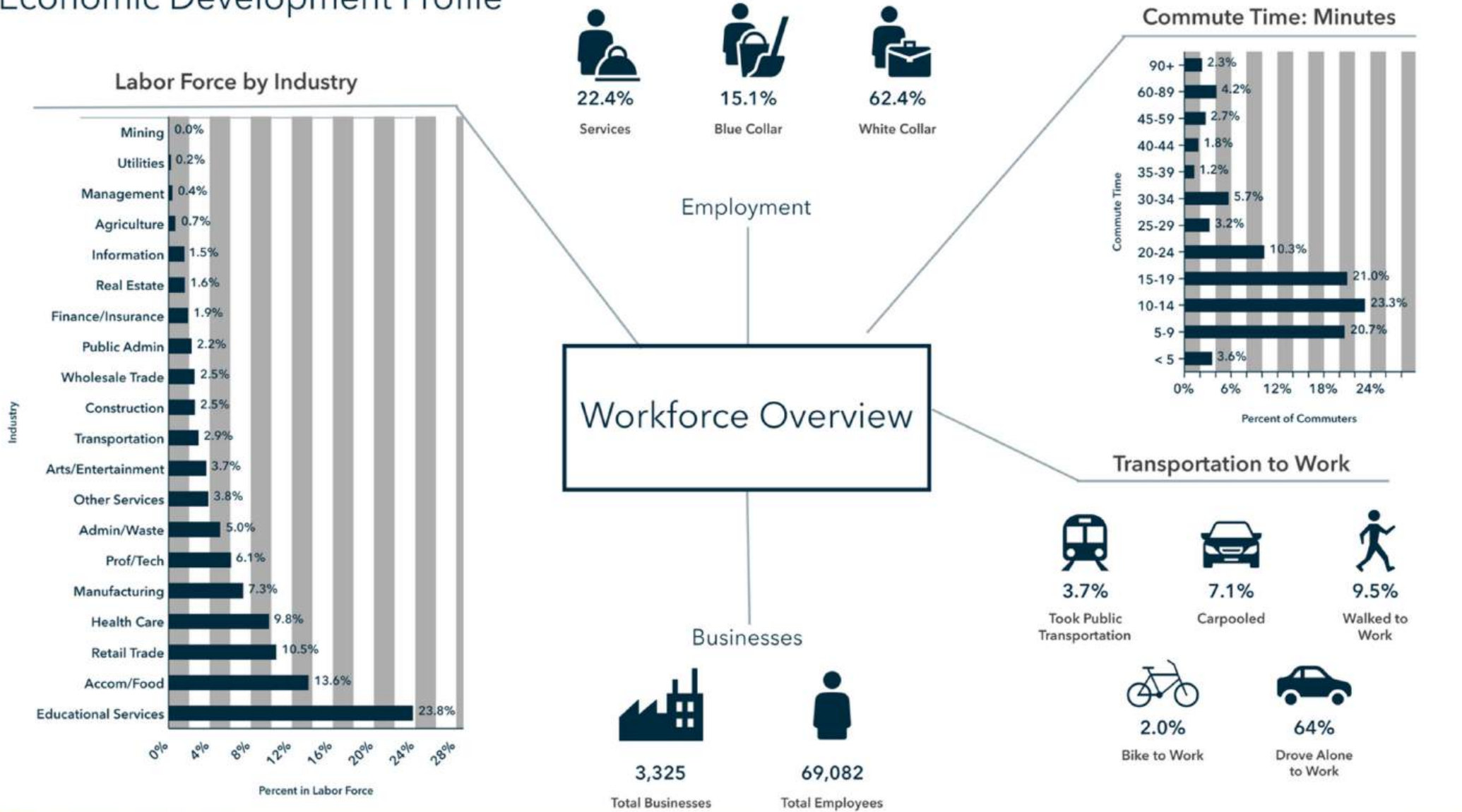
SOCIOECONOMIC TRAITS

- 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.

Economic Development Profile



Source: This infographic contains data provided by Esri-Data Axle (2024), Esri (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024). © 2024 Esri

MARKET POTENTIAL



Data for all businesses in area

3 miles

Total Businesses:	3,272
Total Employees:	61,256
Total Residential Population	62,815

Business by NAICS Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	0%	84	0%
Mining	1	0%	4	0%
Utilities	1	0%	29	0%
Construction	127	4%	817	1%
Manufacturing	79	2%	2,346	4%
Wholesale Trade	75	2%	1,679	3%
Retail Trade	345	11%	2,355	4%
Motor Vehicle & Parts Dealers	24	1%	144	0%
Furniture & Home Furnishings Stores	14	0%	75	0%
Electronics & Appliance Stores	9	0%	57	0%
Bldg Material & Garden Equipment & Supplies Dealers	15	0%	230	0%
Food & Beverage Stores	62	2%	453	1%
Health & Personal Care Stores	44	1%	253	0%
Gasoline Stations	20	1%	79	0%
Clothing & Clothing Accessories Stores	59	2%	314	1%
Sport Gpds, Hobby, Book, & Music Stores	65	2%	367	1%
General Merchandise Stores	33	1%	382	1%
Miscellaneous Store Retailers	N/A	N/A	N/A	N/A
Nonstore Retailers	N/A	N/A	N/A	N/A
Transportation & Warehousing	42	1%	706	1%
Information	65	2%	1,292	2%
Finance & Insurance	120	4%	763	1%
Central Bank/Credit Intermediation & Related Activities	45	1%	323	1%
Securities, Commodity Contracts & Other Financial	34	1%	275	0%
Insurance Carriers & Related Activities; Funds, Trusts, Other	41	1%	165	0%
Real Estate, Rental & Leasing	177	5%	1,238	2%
Professional, Scientific, and Tech Services	308	9%	3,632	6%
Legal Services	85	3%	420	1%
Management of Companies & Enterprises	6	0%	105	0%
Administrative & Support & Waste Management & Remediation	105	3%	1,659	3%
Educational Services	203	6%	17,529	29%
Health Care & Social Assistance	532	16%	13,227	22%
Arts, Entertainment & Recreation	76	2%	868	1%
Accommodation & Food Services	284	9%	5,381	9%
Accommodation	29	1%	718	1%
Food Services & Drinking Places	255	8%	4,663	8%
Other Services (except Public Administration)	447	14%	3,693	6%
Automotive Repair & Maintenance	50	2%	242	0%
Public Administration	177	5%	3,811	6%
Unclassified Establishments	91	3%	39	0%
Total	3,272	100%	61,256	100%



What's in My Community?

Places that make your life richer and community better



This infographic was inspired by the visionary [Plan Melbourne](#) and the hyper proximity 20-minute neighbourhoods concept. Points of interest are grouped into civic themes which contribute to livability and community engagement.

Points of interest are sourced from [Foursquare](#) and updated 3 times per year.
* Indicates the number of locations has reached the maximum. © 2024 Esri

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.

