



FOR LEASE

~1632 SF RETAIL/OFFICE SPACE
784 PRINCE AVE. ATHENS, GA 30606

EXECUTIVE SUMMARY

784 Prince Avenue is a compelling opportunity for a retail or customer-oriented business seeking a strategic location along one of Athens' major commercial corridors. The ±1,632 SF space offers a flexible layout that can be adapted to a variety of concepts, including specialty retail, boutique, showroom, personal services, or other consumer-focused uses.

The versatile layout includes a large lobby/waiting area with reception, ideal for greeting customers or displaying merchandise, along with three additional rooms that can serve as sales floors, display areas, or private offices. A small workroom, restroom, and storage room round out the interior, and onsite parking completes the picture. Whether used as-is or reconfigured, the space offers strong potential for retail, showroom, or professional tenants alike.

Located at the intersection of Prince Avenue and Milledge Avenue, the property benefits from excellent street exposure, with approximately 20,700 vehicles passing the intersection daily—delivering strong, consistent visibility to both local and regional traffic. With the university's expanding medical, nursing, and public health programs nearby, the area is positioned for sustained growth in daily foot traffic, employment, and demand for nearby retail and professional services.

Property Highlights

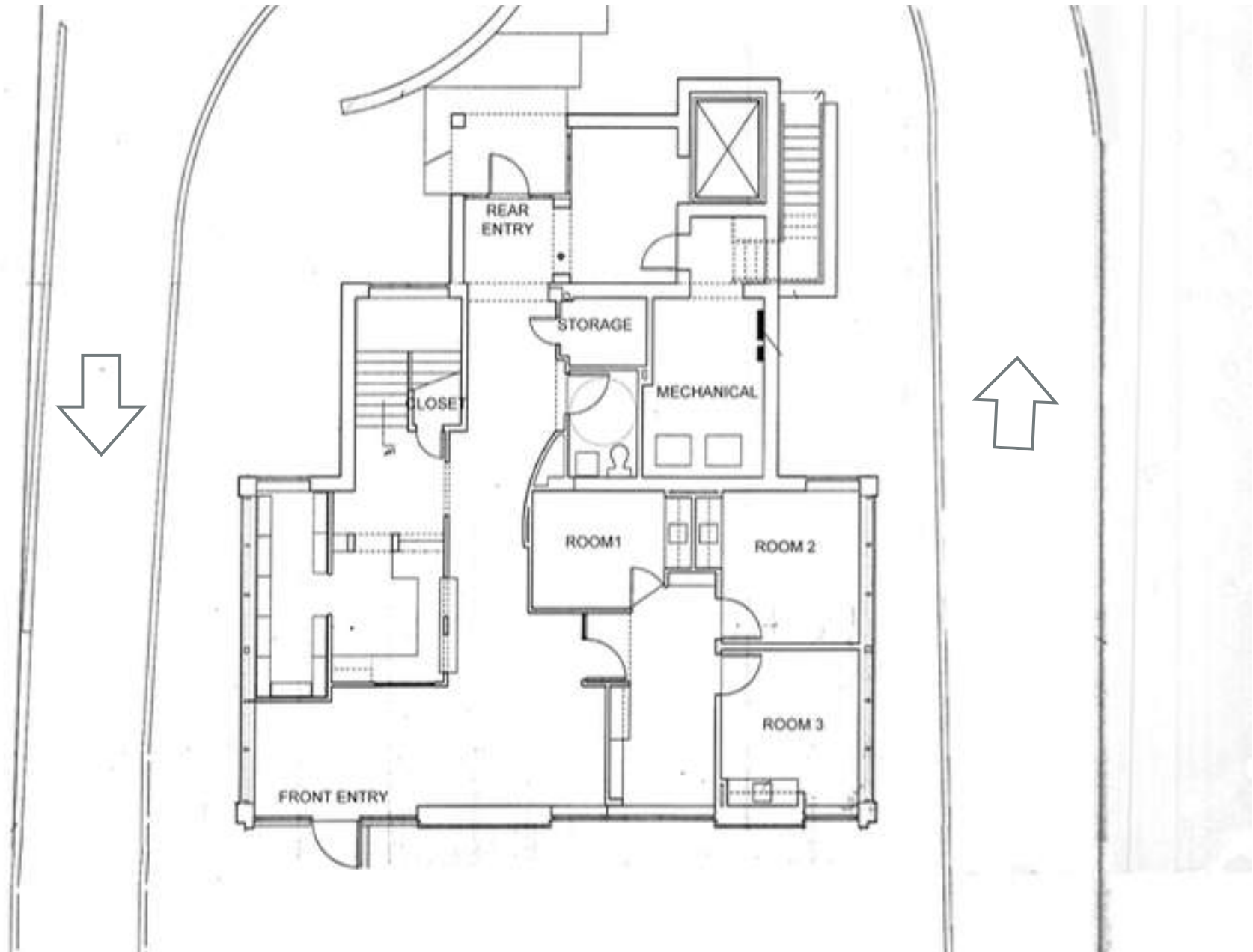
- ±1,632 SF of street-level commercial space
- Prime location on Prince Avenue
- Flexible layout suitable for a variety of uses
- Onsite parking
- Zoned C-O
- Minutes to Downtown Athens
- 1 mile from UGA Health Sciences Campus

\$25.00 PSF/YR NNN
\$5 PSF/YR TICAM



FLOOR PLAN

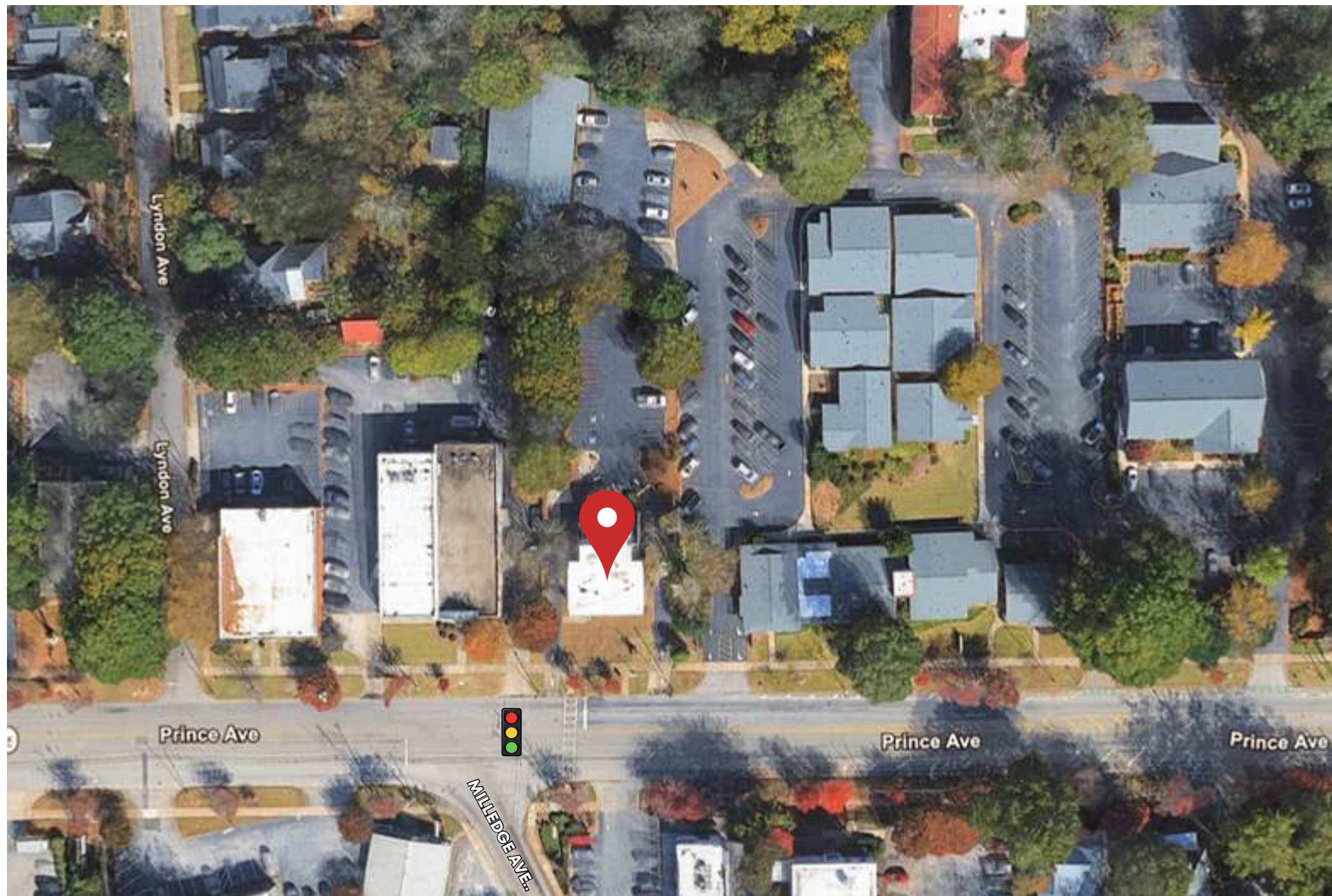
All measurements are approximate, buyer to verify.



PRINCE AVENUE

LOCATION

All measurements are approximate, buyer to verify.

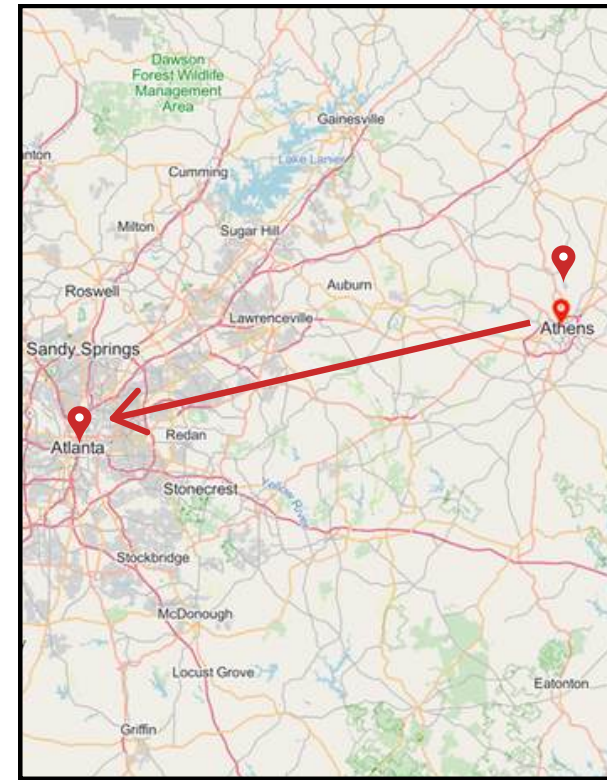
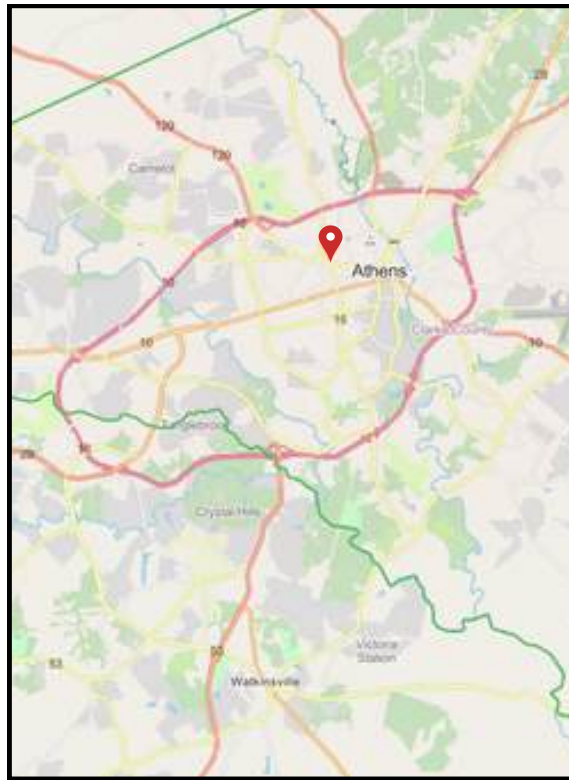
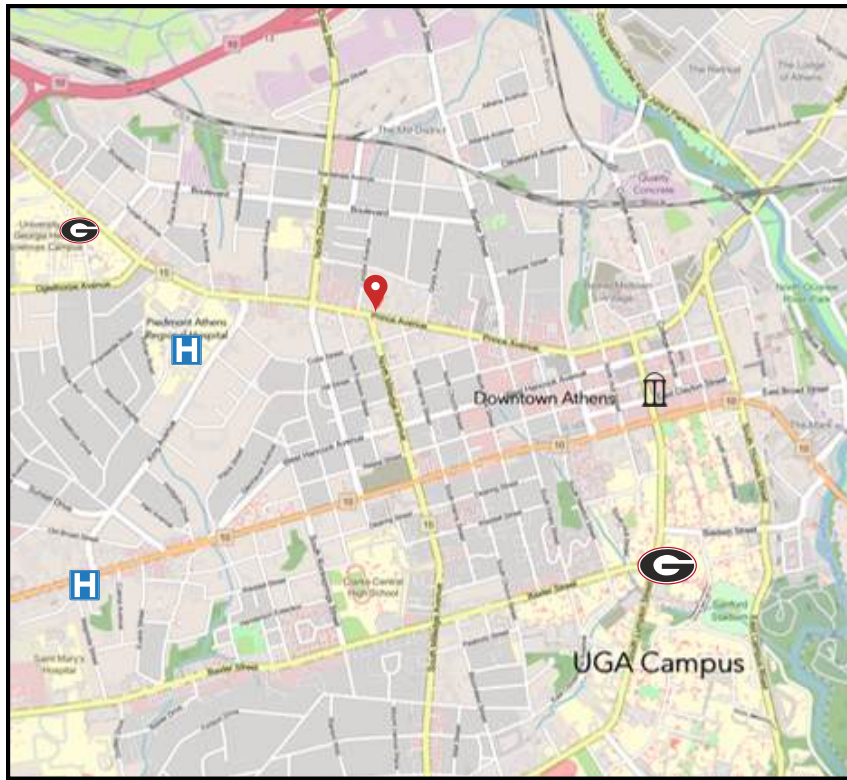


GALLERY



LOCATION

784 Prince Avenue enjoys a prime, centrally located position just northwest of downtown Athens, placing it within minutes of the University of Georgia campus, downtown's commercial core, and the surrounding Boulevard/Normaltown neighborhoods. The site sits close to the Athens Perimeter (Loop 10), which encircles the city and provides fast, direct connections to every major approach into town — including US-29/GA-8, US-78, and GA-15/129. This positioning gives the property immediate access to citywide traffic flow while remaining walkable to the density and foot traffic of downtown Athens and campus.



On a broader scale, Athens sits roughly 65–70 miles east of downtown Atlanta, connected primarily via US-78 and GA-316 (the Athens Perimeter to Loganville/Atlanta corridor), typically a drive of about 70–90 minutes depending on traffic. This proximity places the property within comfortable day-trip range of the Atlanta metro's larger labor pool, corporate base, and Hartsfield-Jackson International Airport, while still enjoying the lower costs, small-city charm, and tight-knit customer base that come with being outside the dense Atlanta core.

DEMOGRAPHIC PROFILE

Within a 5-mile ring of 784 Prince Avenue, the trade area supports a population of nearly 117,000 with a young median age of 28 — a reflection of the area's strong ties to the University of Georgia and downtown Athens. Housing is renter-heavy pointing to a dense, high-turnover population that generates consistent day-to-day spending and traffic.

Annual lifestyle spending in the area is substantial: over \$151 million on food and beverages away from home and nearly \$141 million on entertainment/recreation — suggesting a trade area with disposable income and a taste for professional services, dining, and specialty retail.

The top Esri Tapestry segments — "Dorms to Diplomas" (19.1%) and "College Towns" (15.3%) — confirm the area's identity as a vibrant, education-driven market, 18.6% above the national average for that segment. This is a market well suited to concepts that cater to students, young professionals, and an engaged local population.

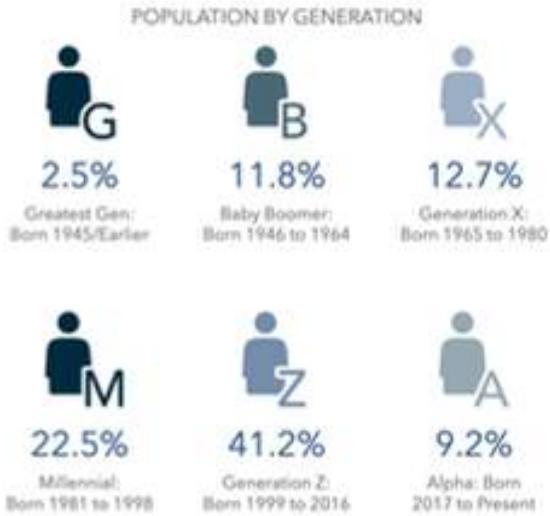
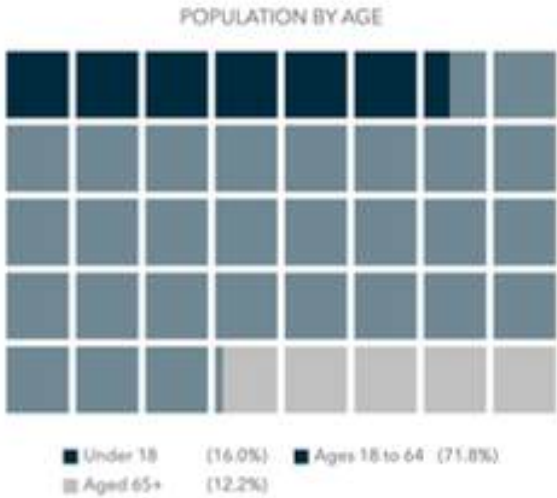


Source: This infographic contains data provided by Esri (2026), Esri-U.S. BLS (2026). © 2026 Esri

POPULATION

Population has been steady and sustained in the area, climbing from roughly 89,400 in 2000 to nearly 117,000 today, with continued growth projected, signaling long-term market stability. The area's median household income of \$54,082 and median home value of \$323,788 place it in a solidly middle-market range, with an accessible, demographically varied market.

Generationally, the ring is dominated by Millennials and Gen Z (63.7% combined) — again reflecting the university's influence — which is a favorable signal for retail, food and beverage, and service concepts targeting younger consumers. On the business side, the trade area generates close to \$879M in annual retail expenditures and \$169M in food & beverage expenditures, underscoring a deep and active local economy for a tenant to tap into.

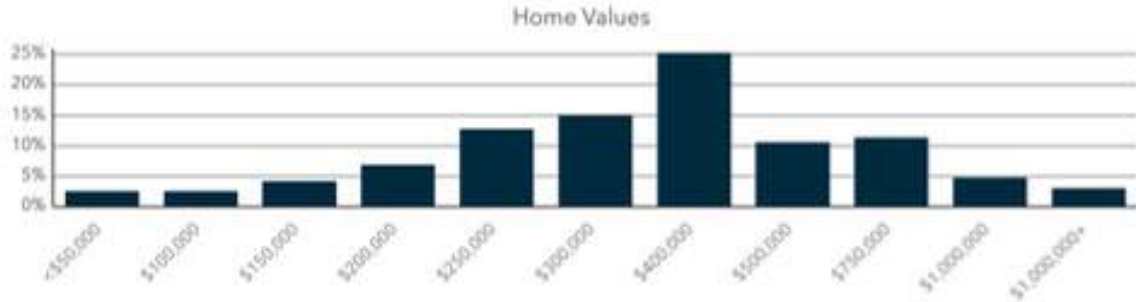
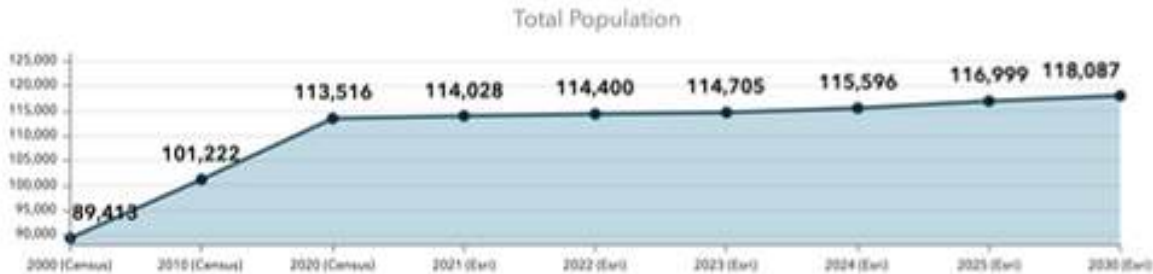


Source: This infographic contains data provided by Esri (2026, 2031), Esri-U.S. 8LS (2026), U.S. Census (2000, 2010, 2020), Esri-Data Axle (2026). © 2026 Esri

Population Trends and Key Indicators

784 Prince Ave, Athens, Georgia, 30606
Ring of 5 miles

116,999	48,126	2.19	28.0	\$54,082	\$323,788	60	66	68
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index



BUSINESS		SPENDING	
4.7%	82,314	\$169,392,411	\$879,081,240
2025 Unemployment Rate	2026 Total Employees (NAICS)	2025 NAICS Food & Beverage Expenditures	2025 NAICS Retail Expenditures

ABOUT ATHENS

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 over 200 bars, restaurants, and businesses, as well as gardens, museums, breweries, and the live music that has made the town famous, there is something for everyone.

The University of Georgia brings in over 40,000 students that call Athens home, and that makes 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.



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.

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