



VIRIDIAN

ATHENS



The Fresh Life

Welcome to Viridian, a state of the art Mixed Use Development with a character as unique as its name. Nestled in the heart of the Peach State, where southern charm meets college town vitality. Being part of Viridian means being part of a community that's vibrant, fresh, diverse, and deeply rooted in music, art, and culture. Imagine living and shopping just minutes from the renowned University of Georgia campus, where the energy of college football Saturdays is infectious, and the intellectual curiosity of the city's residents is palpable. Life at Viridian is your ticket to a life where tradition meets progress, and where friendly faces and a welcoming atmosphere await. Make Viridian your destination and embrace the spirit of the Classic City!



ATHENS

Population

128,671

2020 U.S. Census

Best Places to
Travel in

2023

Forbes Advisor

Enrollment 2022

38,699

University of Georgia

South's Best
College Town

Southern Living 2022

1st

Best Places to Live
in Georgia

Livability 2020

\$338.3

Million in Visitor
Spending in 2022

Tourism Economics



Student
Enrollment 2022

38,699

University of Georgia

\$7.6B

Impact on the state of
Georgia

University of Georgia

Average Attendance

73,000

GA Bulldogs
Home Games

University of Georgia



Strategically located at the gateway of Athens, Viridian is well positioned on Atlanta Highway just 5 miles from the University of Georgia campus. The dynamic surrounding community consists of an annual student enrollment of over 38,000 per year, with a university residential population nearing 130,000. The retail landscape of Viridian will be focused on catering to the diverse interests of its residents, surrounding homeowners, students, and visitors with an innovative mix of restaurants, attractions, and retail offerings. Just a stone's throw to downtown Athens, Viridian will offer a much needed haven for families and community to commune in a lush environment that allows time to explore, eat and enjoy time together.



LOCATION



ATHENS PROMENADE

BARNES & NOBLE

Olive Garden ITALIAN KITCHEN

BEALLS

ATHENS POINT

Publix

WELLS FARGO

ATHENS WEST

BIG LOTS!

CARRABBA'S ITALIAN GRILL

ANYTIME FITNESS

BEECHWOOD CENTER

THE FRESH MARKET

Michaels

ALPS VILLAGE

Kroger

PET SUPPLIES PLUS

FIVE BEL'W

Burlington Coat Factory

VIRIDIAN

Sam's CLUB

CLARK CROSSING

Academy SPORTS+OUTDOORS

NORTHGATE VILLAGE

TARGET

Office DEPOT

JO-ANN

BEECHWOOD PROMENADE

crumbl cookies

CHICKEN SALAD CHICK

Starbucks

lululemon

TJ-maxx

EPPS BRIDGE

Marshall's

BEST BUY

ULTA BEAUTY

PETSMART

DICK'S SPORTING GOODS

ROSS DRESS FOR LESS

THE MARKET AT EPPS BRIDGE

HARBOR FREIGHT QUALITY TOOLS LOWEST PRICES

TRADER JOE'S

FIVE GUYS BURGERS and FRIES

ME Massage Envy






ASHLEY FURNITURE HomeStore






ATHENS BEN EPPS AIRPORT

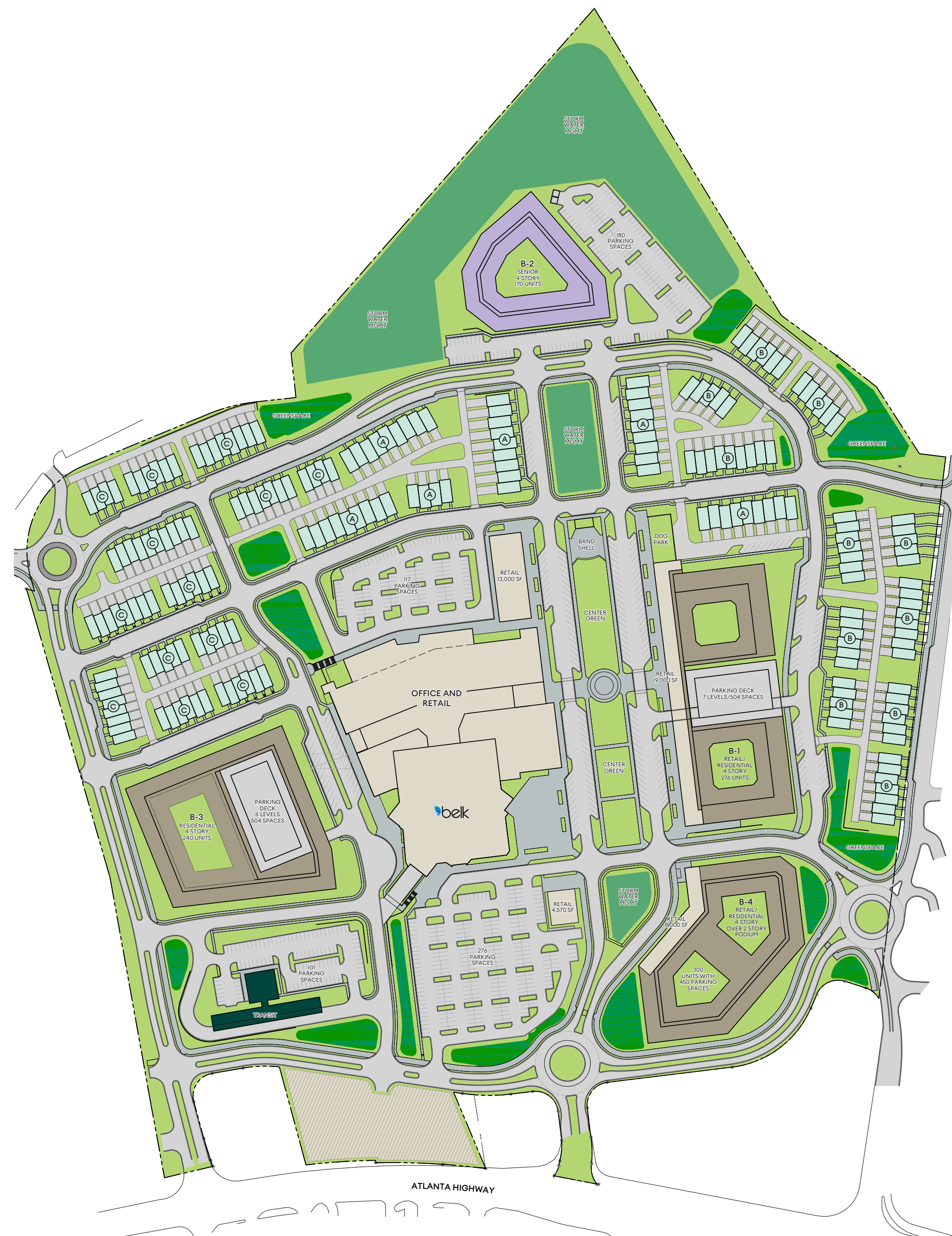


RETAIL:

NORTH:	13,000SF	
SOUTH:	4,570SF	
THE HUB:	203,504SF	
BOULEVARD:	27,000SF	
OUTPARCEL:	1.89 Acres	

RESIDENTIAL:






MULTI FAMILY:	966 UNITS	
SENIOR:	170 UNITS	
TOWN HOMES:	202 UNITS	





SITE PLAN

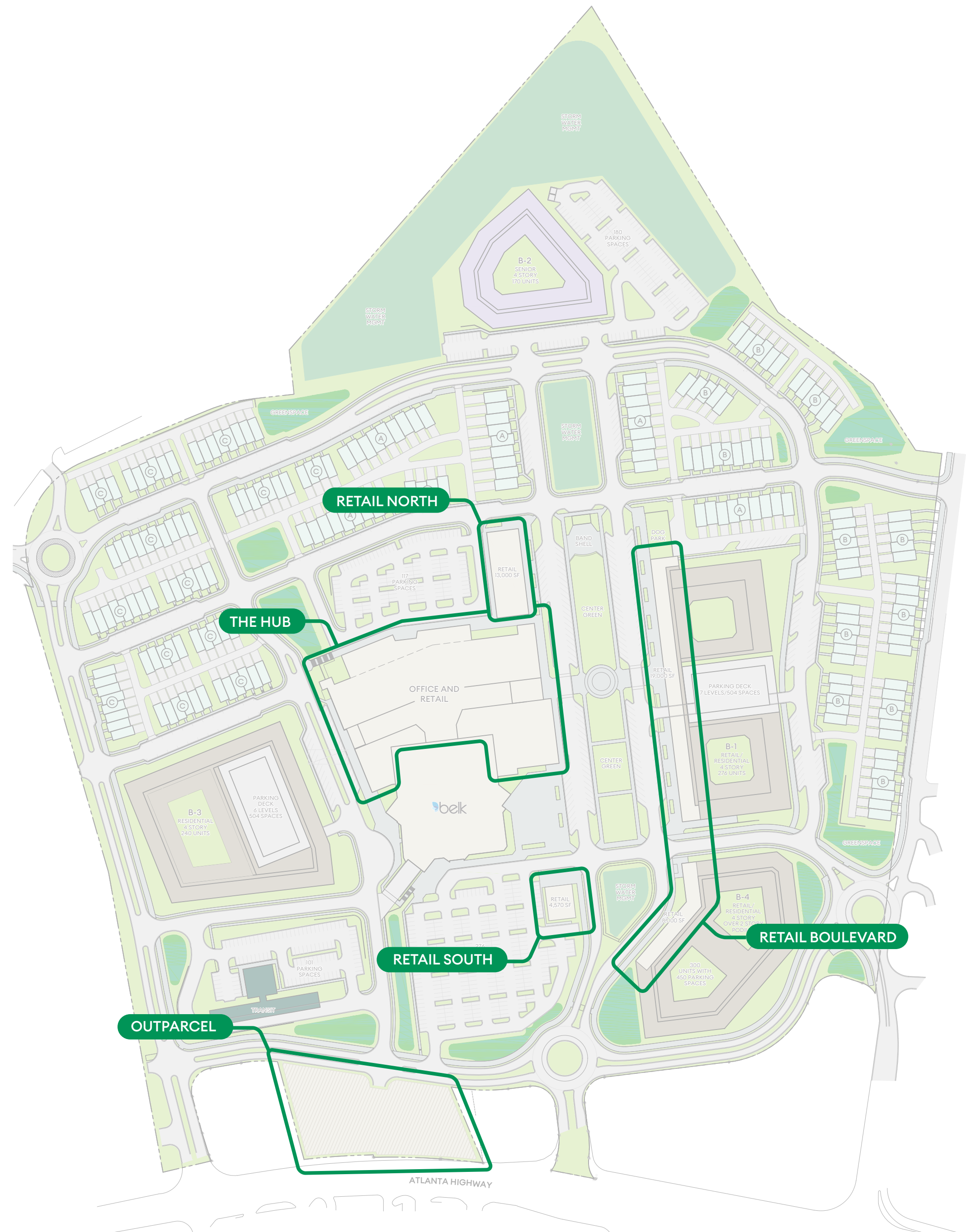
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LEVEL 1 102,394 SF

LEGEND:

RETAIL	
OFFICE	
CIRCULATION	
B.O.H.	





LEVEL 2 101,110 SF

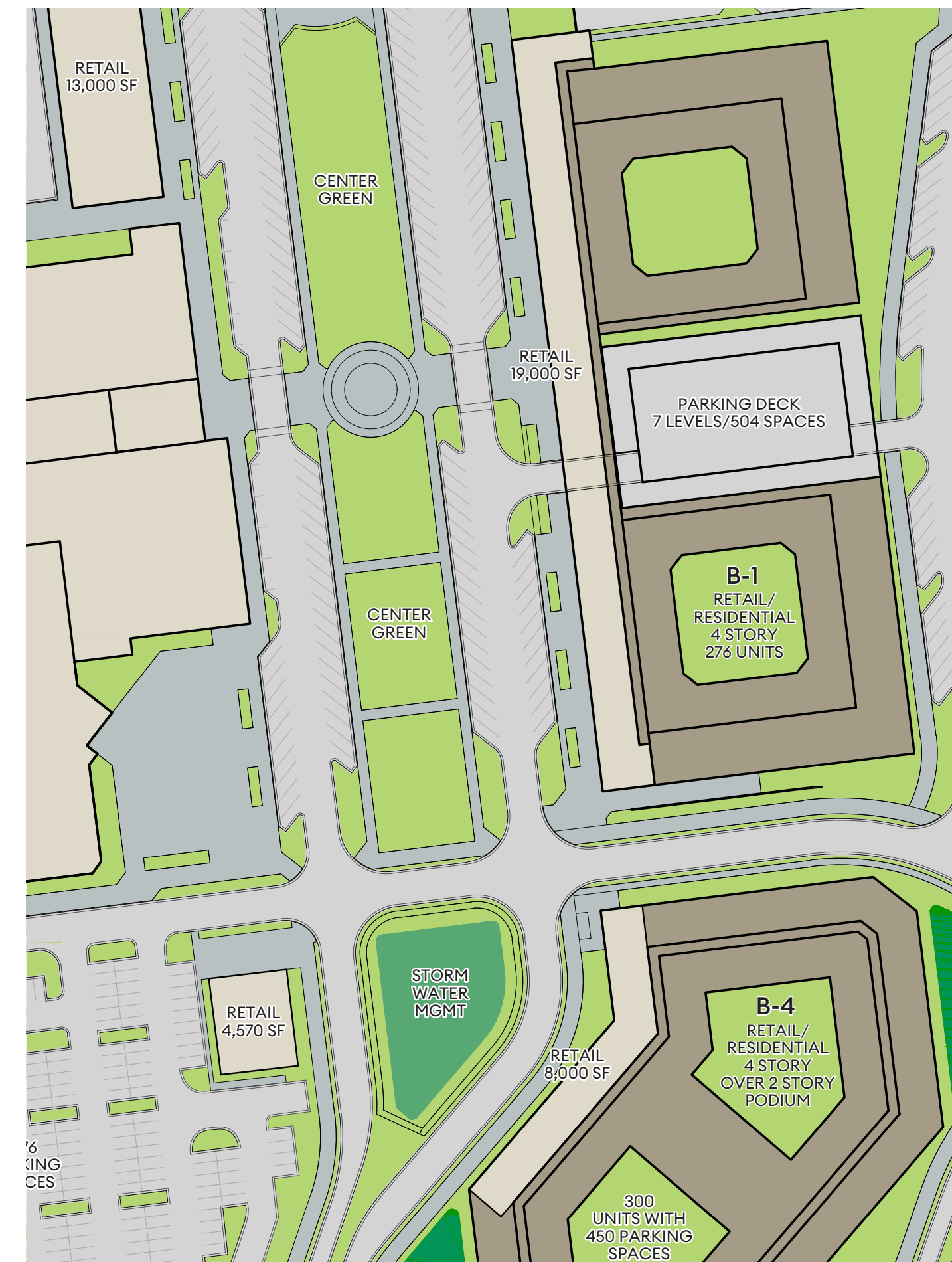
LEGEND:

RETAIL	
OFFICE	
CIRCULATION	
B.O.H.	
ROOF/AWNINGS	





RETAIL BOULEVARD



RETAIL BOULEVARD 27,000 SF



RETAIL NORTH/SOUTH



RETAIL NORTH 13,000 SF



RETAIL SOUTH 4,570 SF



Athens, Georgia is a diverse and dynamic community that draws a wide range of people from various backgrounds and walks of life. Like many college towns, Athens has a diverse population due to its ever growing residential and student community and the presence of people from various ethnic backgrounds enriches the cultural fabric of the community. A hub for cultural events and festivals, Athens is a town with a strong sense of community. With a burgeoning food culture, rich musical heritage, thriving art scene, and stunning natural beauty, Athens truly has something for everyone.



AUDIENCES



Childfree & Career-Minded



The Daycare Set



Downsizing but Hardly Downshifting



DEMOGRAPHICS

DRIVE TIMES:

10 MINUTES

15 MINUTES

20 MINUTES



10 MINUTES DRIVE TIME

2023 AVERAGE HHI \$97,578

2028 AVERAGE HHI \$114,334

2023 POPULATION 34,108

2028 POPULATION 34,966

15 MINUTES DRIVE TIME

2023 AVERAGE HHI \$88,274

2028 AVERAGE HHI \$103,201

2023 POPULATION 119,013

2028 POPULATION 121,526

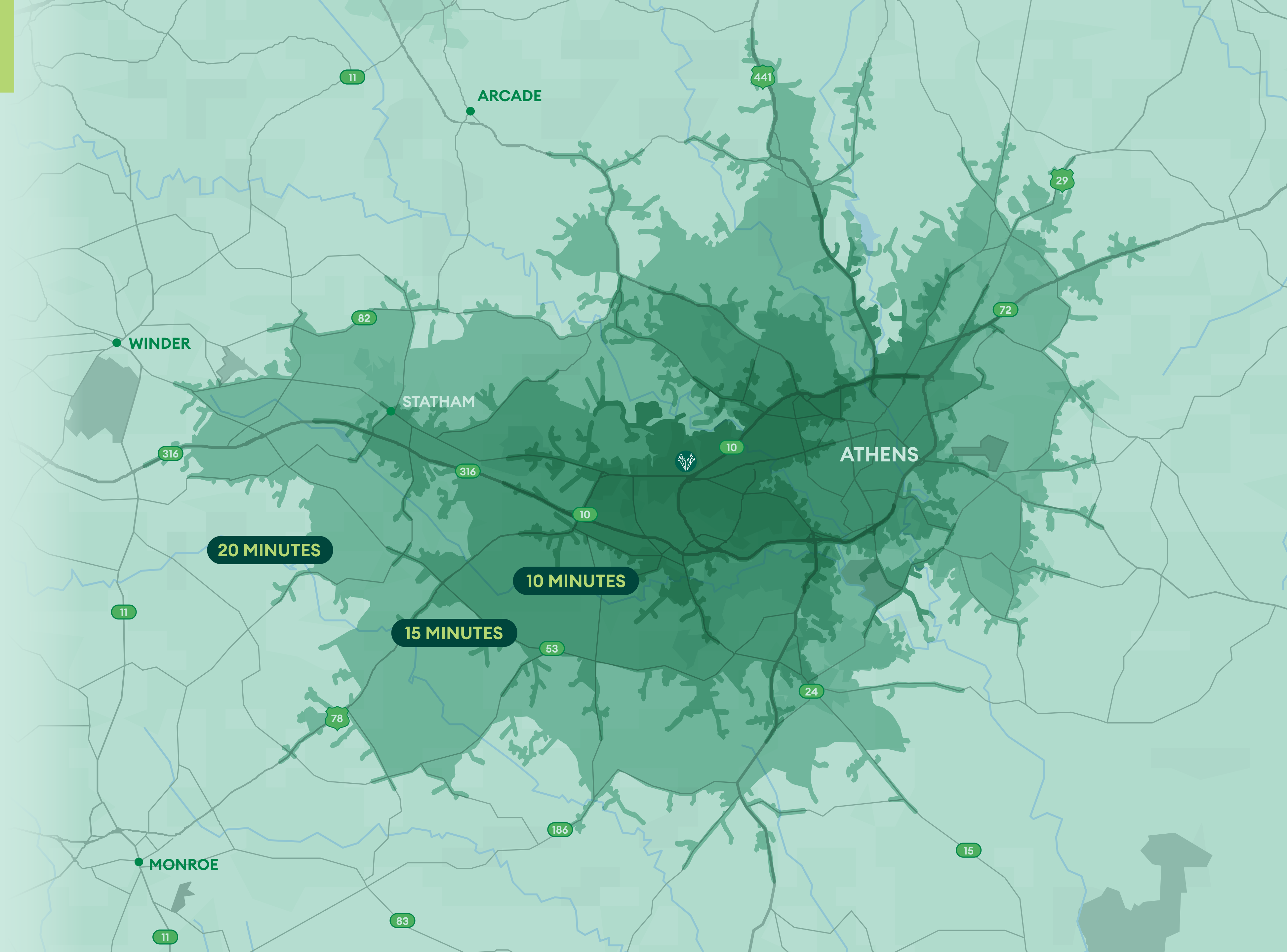
20 MINUTES DRIVE TIME

2023 AVERAGE HHI \$88,175

2028 AVERAGE HHI \$102,789

2023 POPULATION 179,422

2028 POPULATION 184,725





RENDERINGS





RENDERINGS





RENDERINGS





RENDERINGS





VIRIDIAN
ATHENS

THANK YOU



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