



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!



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 BELOW Burlington



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

Marshalls 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
UNIVERSITY OF GEORGIA





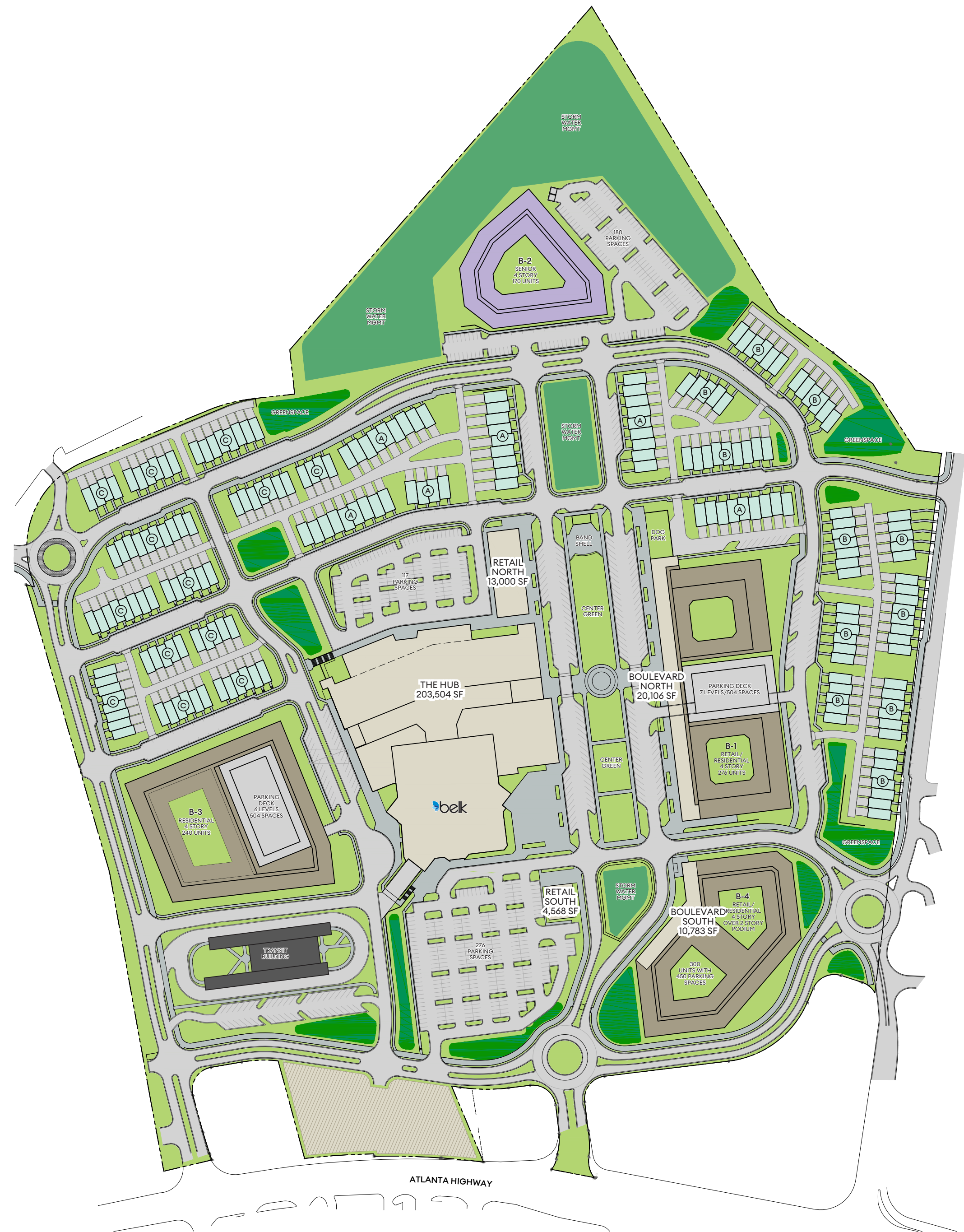


RETAIL:

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	



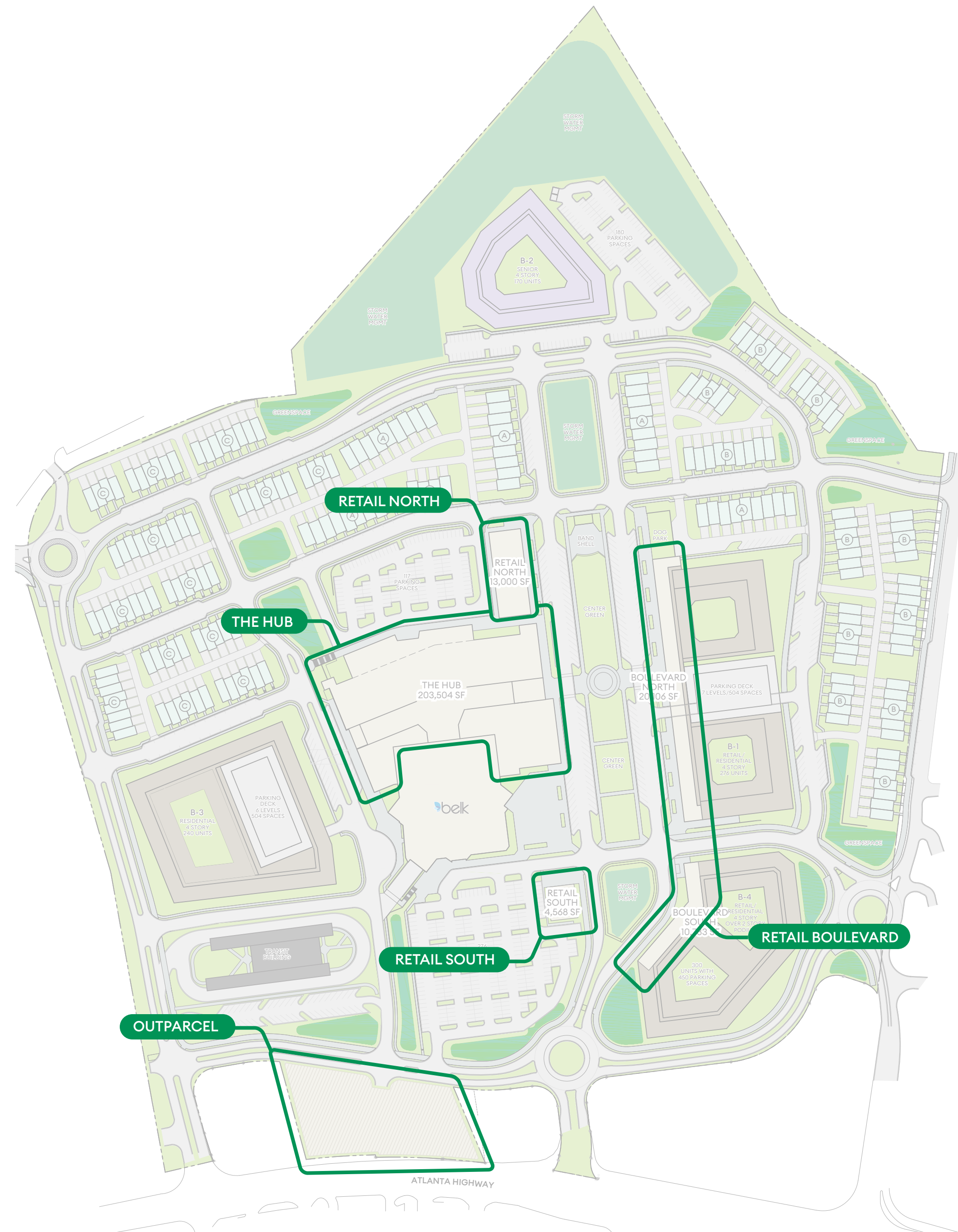


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




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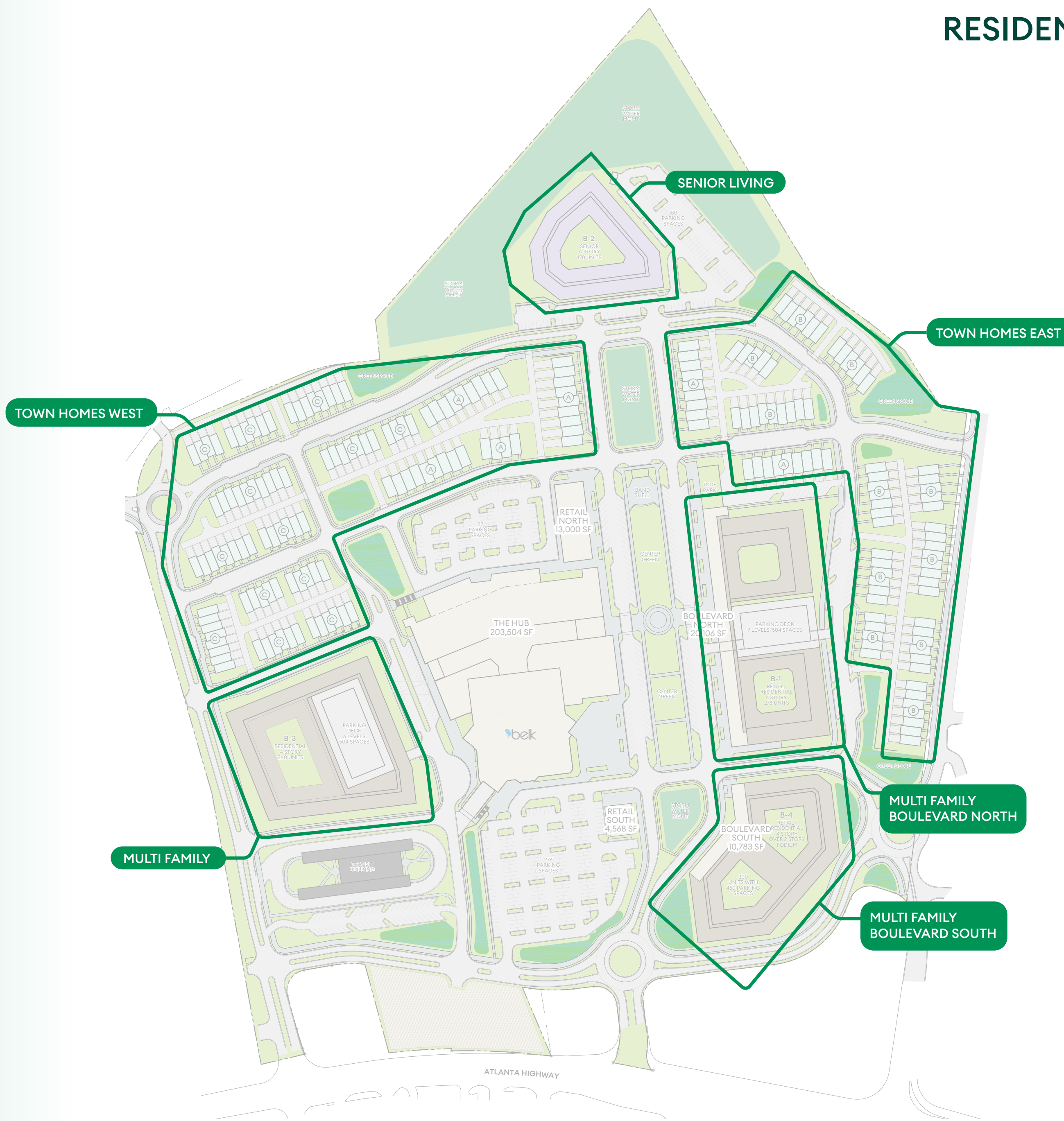


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LEVEL 1 102,594 SF

LEGEND:

- RETAIL 
- OFFICE 
- RESTAURANT 
- CIRCULATION 
- B.O.H. 





LEVEL 2 104,076 SF

LEGEND:

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



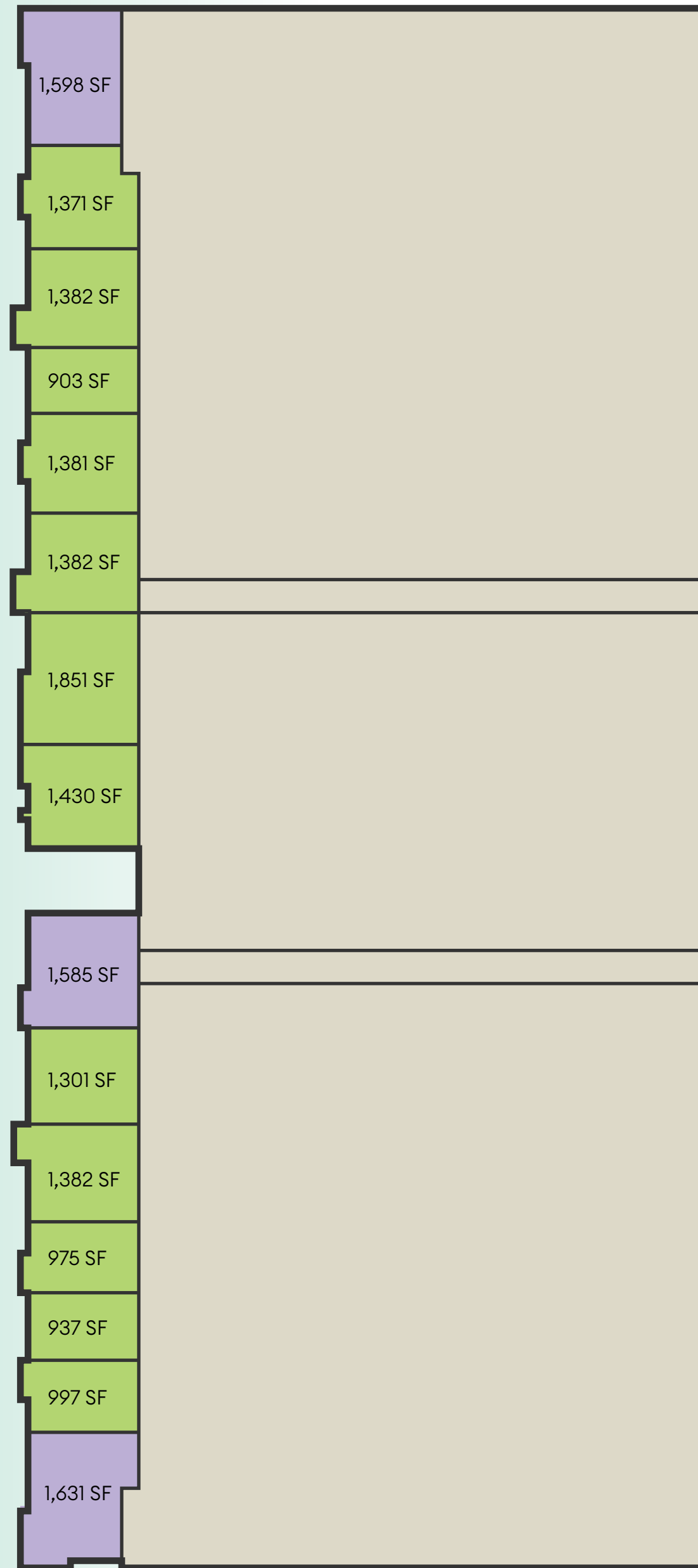


RETAIL BOULEVARD

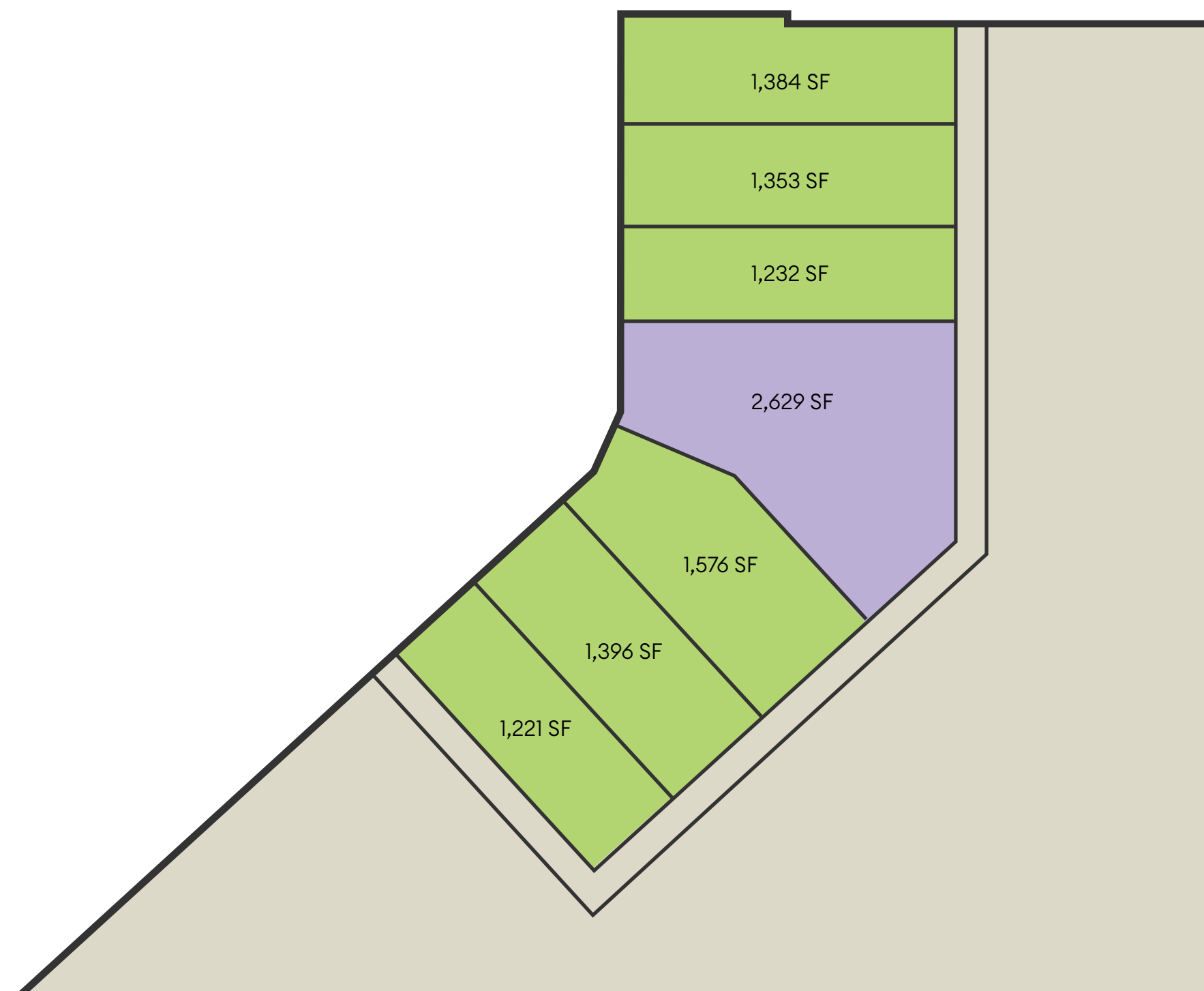
BOULEVARD NORTH 20,106 SF
 BOULEVARD SOUTH 10,783 SF

LEGEND:

RETAIL
 RESTAURANT



BOULEVARD NORTH



BOULEVARD SOUTH





RETAIL BOULEVARD





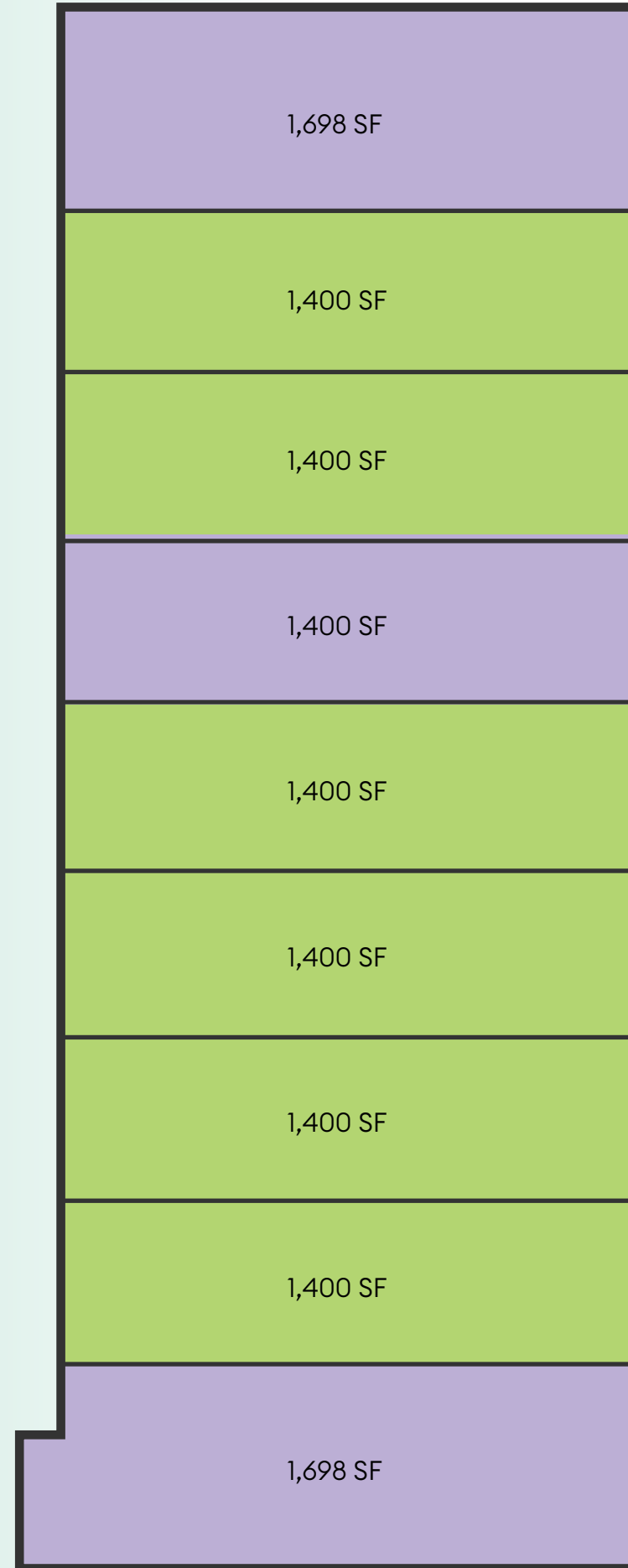
RETAIL NORTH/SOUTH

RETAIL NORTH 13,196 SF

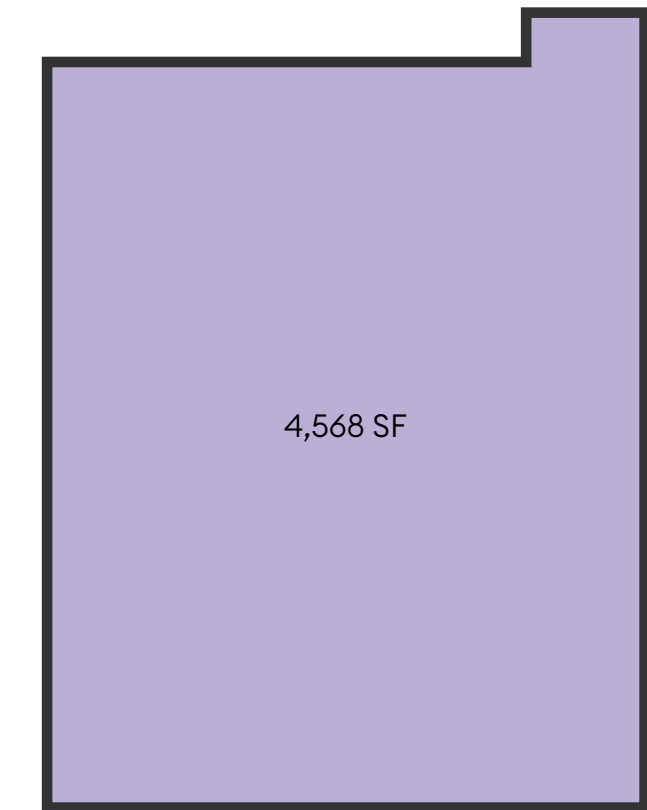
RETAIL SOUTH 4,568 SF

LEGEND:

- RETAIL 
- RESTAURANT 



RETAIL NORTH



RETAIL SOUTH





RETAIL NORTH/SOUTH





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.



Childfree & Career-Minded



The Daycare Set

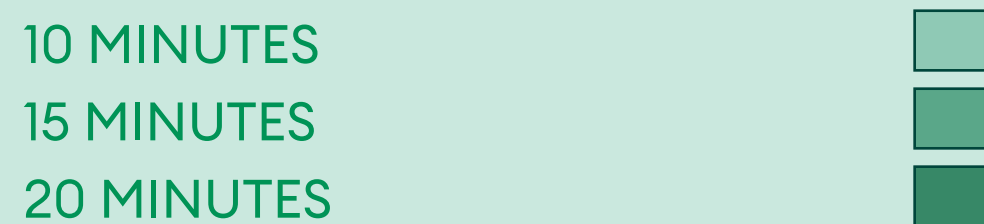


Downsizing but Hardly Downshifting



DEMOGRAPHICS

DRIVE TIMES:



10 MINUTES DRIVE TIME

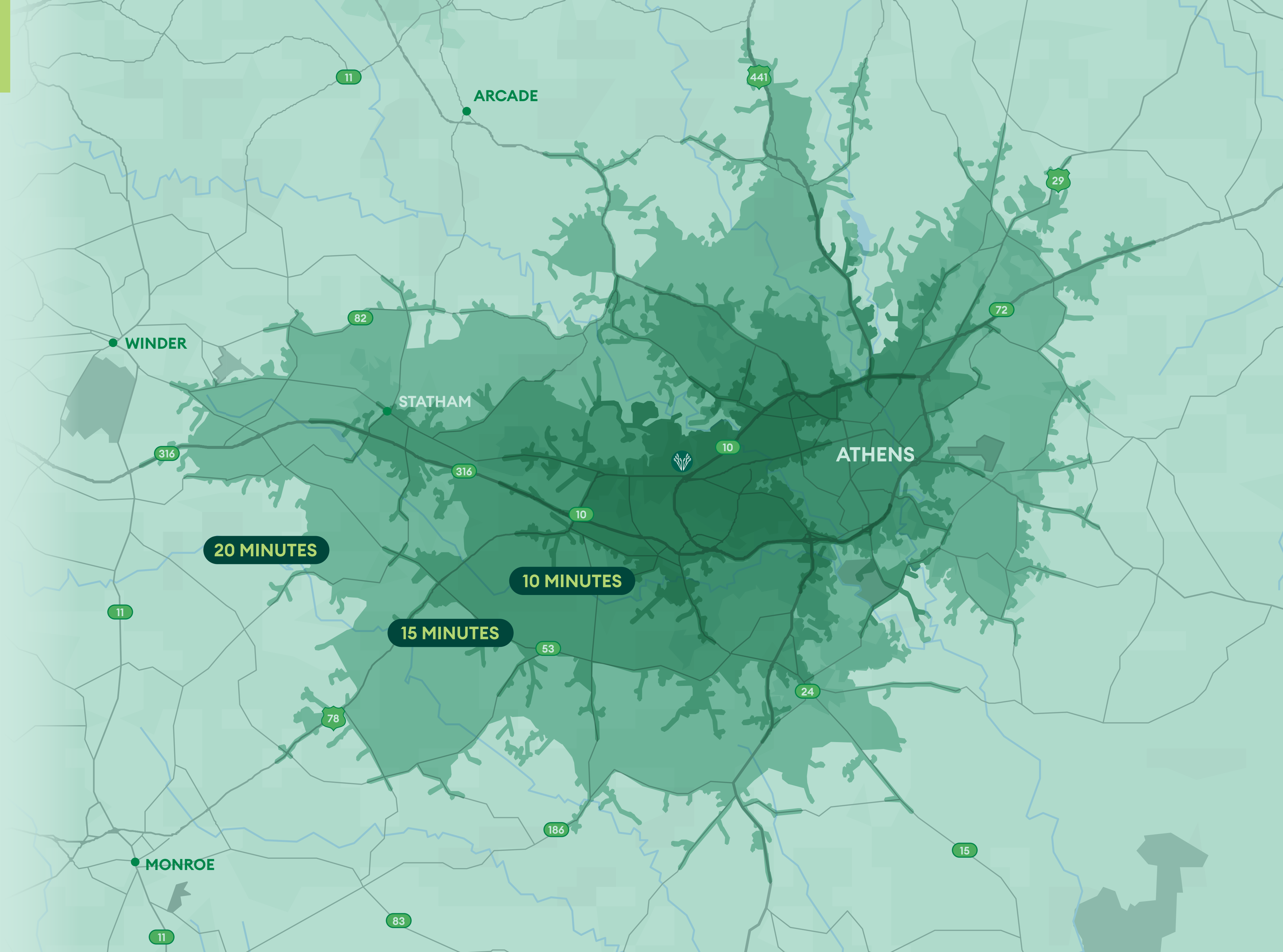
2023 AVERAGE HHI	\$97,578
2028 AVERAGE HHI	\$114,334
2023 POPULATION	34,108
2028 POPULATION	34,966

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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INTRODUCTION

PAGE 3

LOCATION

PAGE 6

SITE PLAN

PAGE 7

**RETAIL LEASING
PLANS**

PAGE 10

DEMOGRAPHICS

PAGE 15

RENDERINGS

PAGE 18

CONTACT

PAGE 23