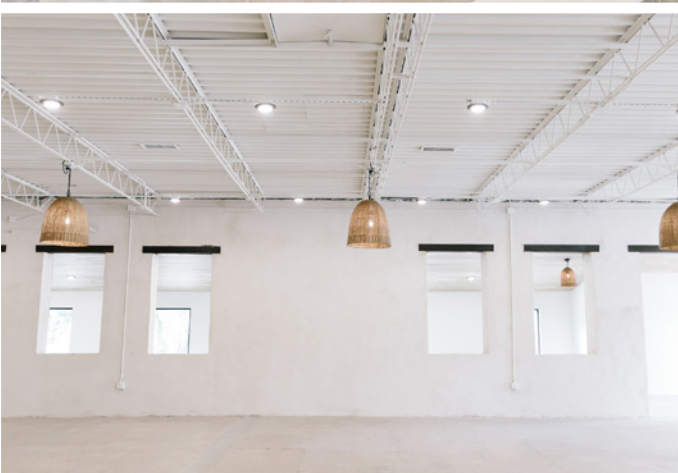


OFFERING MEMORANDUM



AREA HIGHLIGHTS

1051 Baxter Street offers a rare in-town Athens location along Baxter Street, the corridor connecting UGA, Five Points, and Beechwood. Positioned near Milledge Avenue and just minutes from UGA's main campus, the property benefits from a diverse demand base driven by university enrollment, concentrated student housing, established intown neighborhoods, and a strong surrounding mix of dining, fitness, retail, and service businesses. Nearby West Campus residence halls alone total more than 5,400 beds, while major off-campus communities including The Mark and Rambler further expand the customer base. Combined with approximately 10,100 vehicles per day on Baxter Street and immediate access to some of Athens' most established commercial nodes, 1051 Baxter is well positioned for investors or owner-users seeking a highly visible asset in one of the city's most connected corridors.



Strategic In-Town Location

Positioned between UGA, Five Points, and Beechwood along Baxter Street, one of Athens' key commercial connectors.



Established Service and Retail Corridor

Surrounded by a deep mix of dining, fitness, retail, and daily-needs operators from 700 Baxter to Beechwood and Five Points.



Strong Student and Residential Demand

More than 5,400 beds in nearby West Campus residence halls, and major off-campus student housing nearby.



Highly Recognizable Athens Address

Near Milledge Avenue, Sanford Stadium, UGA Athletics, and major neighborhood and retail anchors.



VISITORS

407.6K

2022 VISITS

↑30.8%

YOY VISITS

49 MIN

AVG VISIT LENGTH

TRUE TRADE AREA

\$751,136

MEDIAN HOME VALUE

145,277

POPULATION

\$66,349

AVG HOUSEHOLD INCOME

POPULATION

MEDIAN HOUSE VALUE

AVG HOUSEHOLD INCOME

5 MIN

23,345

\$692,894

\$59,248

10 MIN

73,349

\$387,556

\$58,876

15 MIN

145,277

\$385,928

\$66,359

BAXTER STREET

10,900 VPD



OVERVIEW

Positioned along one of Athens' most traveled corridors, 1051 Baxter Street offers a rare opportunity to anchor a presence between two of the city's most influential demand drivers: the retail gravity of Beechwood Shopping Center and the daily energy of the University of Georgia. Baxter Street serves as a primary east-west artery linking campus, downtown, and surrounding neighborhoods, carrying consistent traffic and visibility throughout the day. This strategic placement provides immediate access to a dense and active customer base of students, professionals, and residents, making 1051 Baxter Street uniquely positioned for retailers, service users, or experiential concepts seeking both convenience and prominence in the heart of Athens.

Newly renovated in 2022-2024 — all new utilities and finishes — HVAC, electric, plumbing, roof, ALL NEW

SITE INFO

0.58 AC

Zoning: CG

25 on-site parking spaces

Two-story, Both floors fully
ADA-compliant

BUILDING

6572 SF interior
conditioned space

4109 SF upstairs

2463 SF downstairs

+/- 1500 SF covered
outdoor patio space

ATHENS GEORGIA

Recession Shielded
Economy

Multi Industry
Expansion Growth

Booming Affluent UGA
Student Population

Synergistic City & University
Initiatives Economic Engine

Its (Athens) economy doesn't depend much on economic sectors likely to be more affected by recession, such as manufacturing and imports, but is built more around less vulnerable sectors like higher education and health care.

JEFF HUMPHREYS, DIRECTOR OF THE UGA TERRY COLLEGE OF
BUSINESS SELIG CENTER FOR ECONOMIC GROWTH

NATIONAL BRANDS INVESTING IN ATHENS, GA



KENDRA
SCOTT



SEPHORA

TRADER JOE'S



UNIVERSITY OF
GEORGIA

\$8.4 Billion

IMPACT ON STATE OF GEORGIA

THE AFFLUENT STUDENT

MEDIAN INCOME \$129,800

UGA Student Family

5TH HIGHEST IN NATION

Median Student Family Income

The New York Times

6,000+ FRESHMAN 4
YEARS RUNNING

30% GREEK
MEMBERSHIP

80% IN-STATE
Student Enrollment



UNIVERSITY OF
GEORGIA

Key Economic Contributions to Athens

Student and Visitor Spending:

\$25 million of the \$42 million in sales tax revenue used for local government.

Employment and Payroll:

With more than **12,500 faculty and staff, plus 3,300+ employees** in the health system, UGA is the dominant employer, driving local retail, hospitality, and real estate.

Athletic and Event Revenue:

Select athletic events draw tens of thousands of out-of-state spectators, with football, basketball, and other sports generating tens of millions in visitor spending on lodging, food, and fuel.

Infrastructure and Services:

The university supports local infrastructure and provides public service through outreach programs, including the UGA Cooperative Extension, which helps boost local business and community health.

Research and Innovation:

With over \$300 million in annual research awards, the university acts as a catalyst for local business growth, particularly in technology and bioscience, with faculty inventions launching over 200 companies.

THE FRESH MARKET

TJ-MAXX HomeGoods

REI COOP

SEPHORA

lululemon

Michael's

TROPICANA

Chick-fil-A

Starbucks

FIRST WATCH

WILLYT'S

YOUR PIE

MARSHALLS

FITNESS

chico's

Planet Smoothie

ups

Bath & Body Works

TOOTsie's

crumbl cookies

HIBBETT

Buckle

KENDRA SCOTT

WEST BROAD / ATL HWY

DOWNTOWN

NORTH CAMPUS

10,850 EMPLOYEES
37,600 ENROLLMENT



UNIVERSITY OF
GEORGIA

UGA DORMS →

**5,000+ Student
Dorm Residents**

SANFORD STADIUM

FIVE POINTS

BEECHWOOD

2,218
Classic City
EMPLOYEES



ST. MARY'S[®]
HEALTH CARE SYSTEM

ALPS RD.

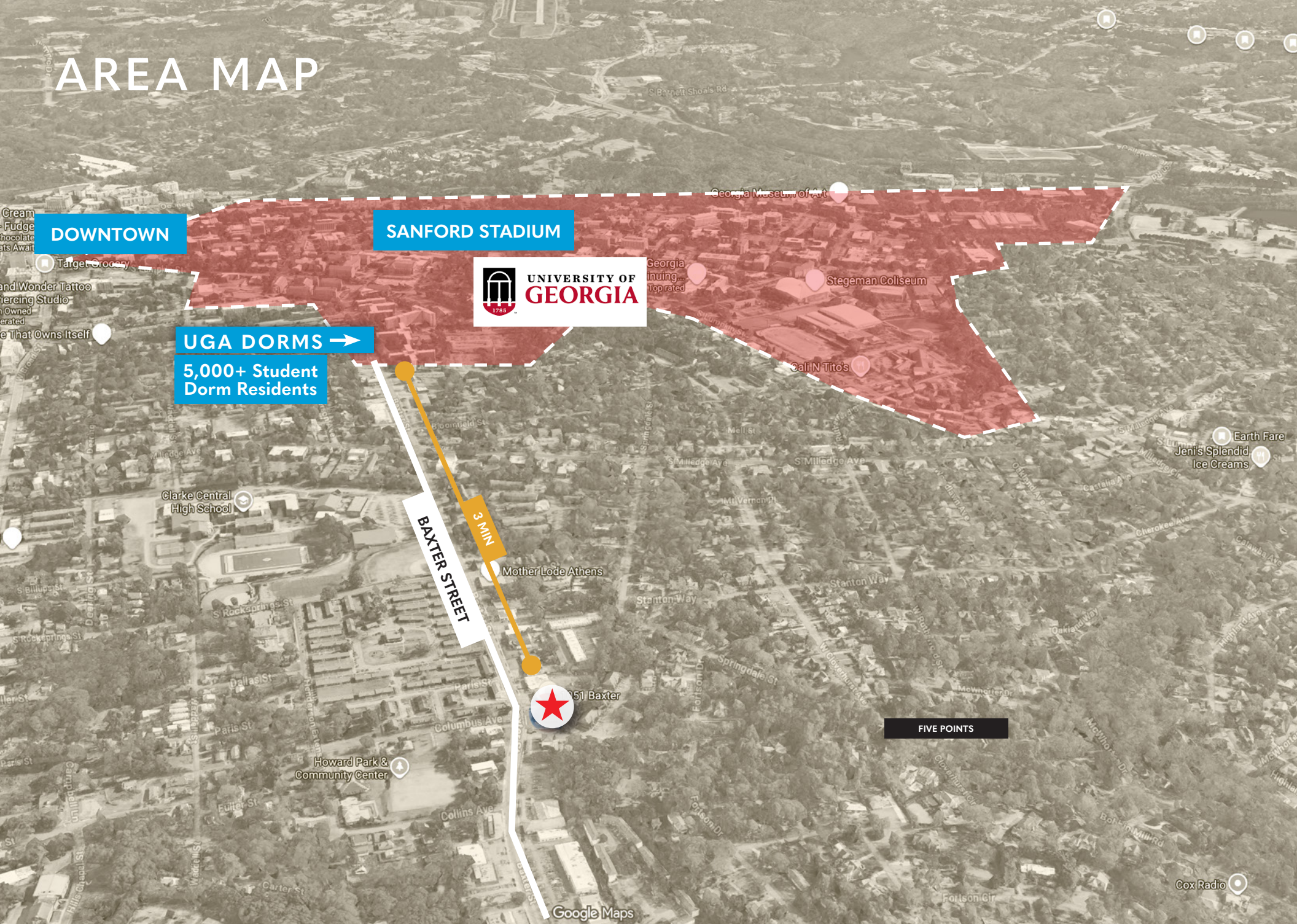
BAXTER STREET

3 MIN

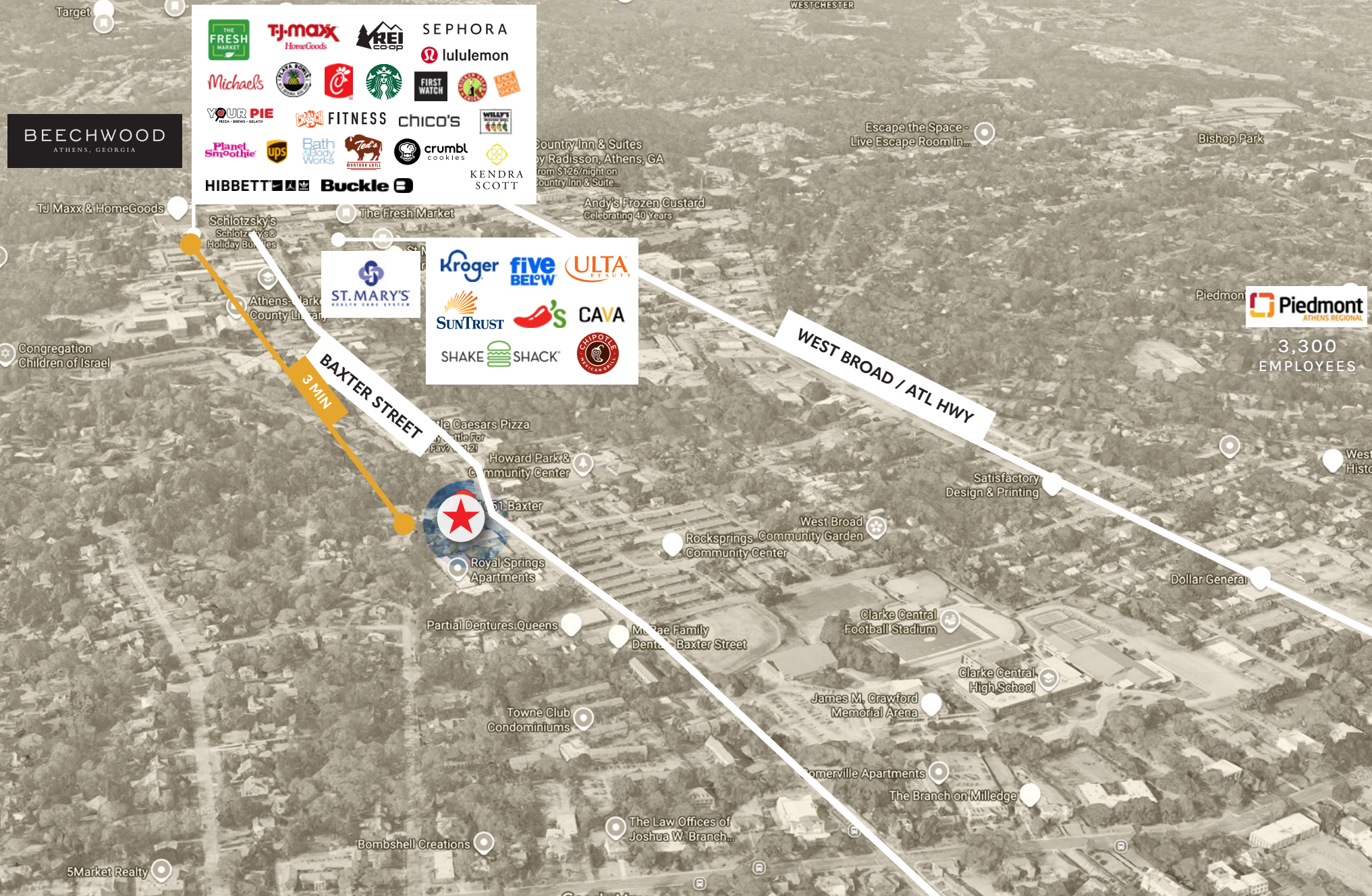
1051 BAXTER

PAUL TAYLOR SMITH | 912-657-5946 | ADMIN@501INVESTMENTS.COM

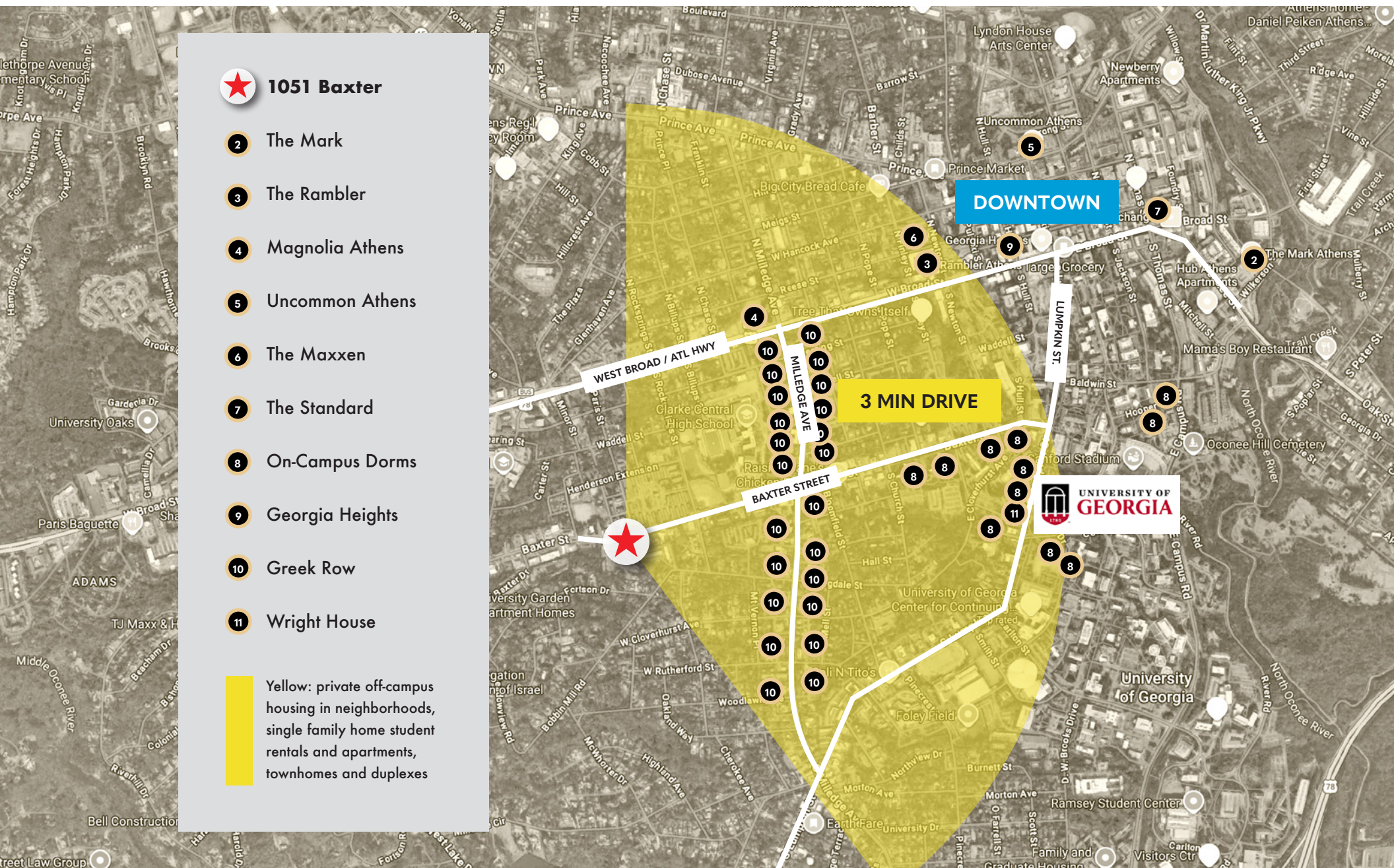
AREA MAP



AREA MAP



AREA STUDENT POPULATION



SITE PLAN

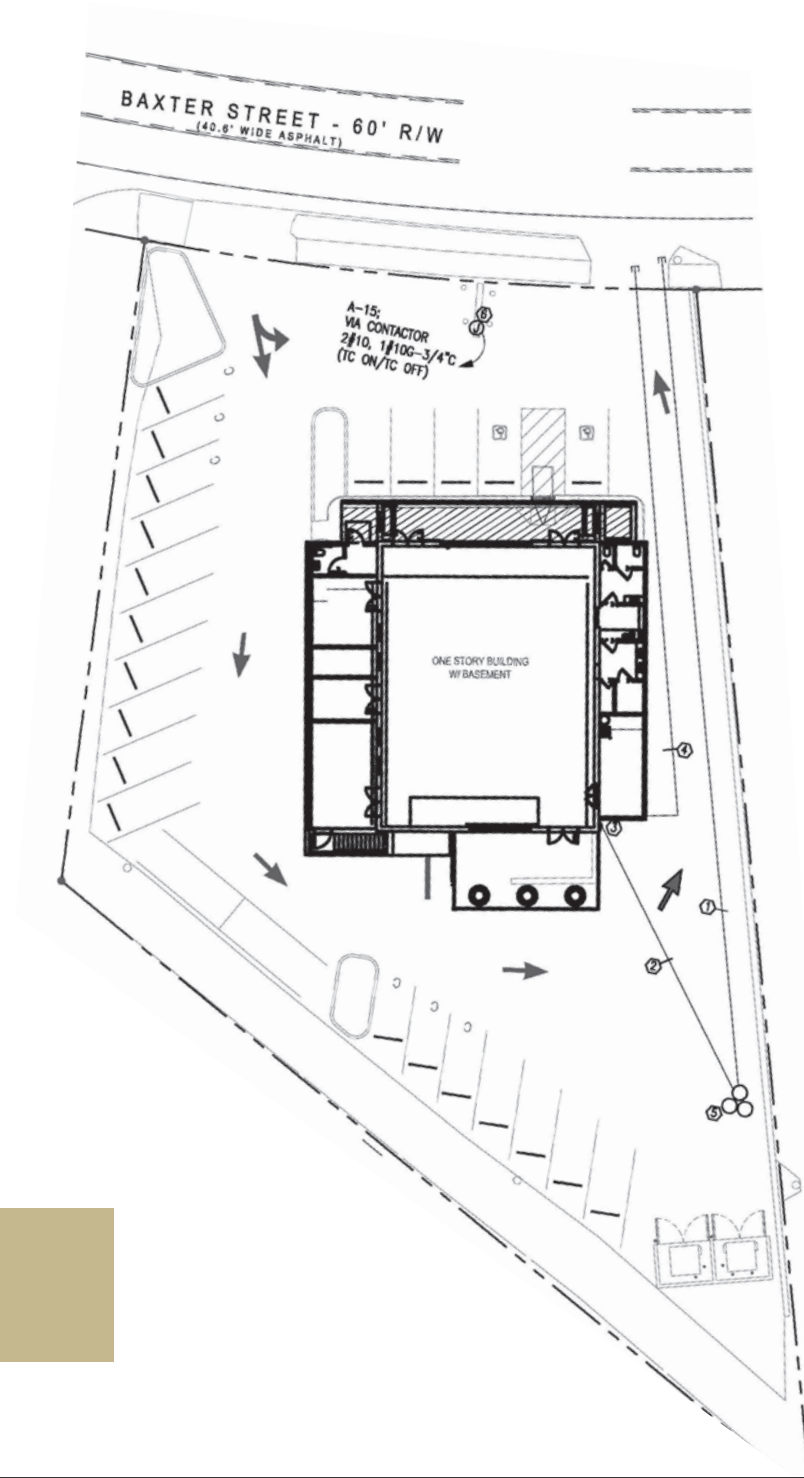
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Zoning: CG

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Two-story, Both floors fully
ADA-compliant



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MAIN LEVEL

BUILDING

6572 SF interior
conditioned space

4109 SF upstairs

2463 SF downstairs

+/- 1500 SF covered
outdoor patio space

UTILITIES

Plumbing

Water: 3/4" Water Line

Sewer: 4" sanitary Sewer

30 Gal Grease Trap

20 GPM Sump Pump

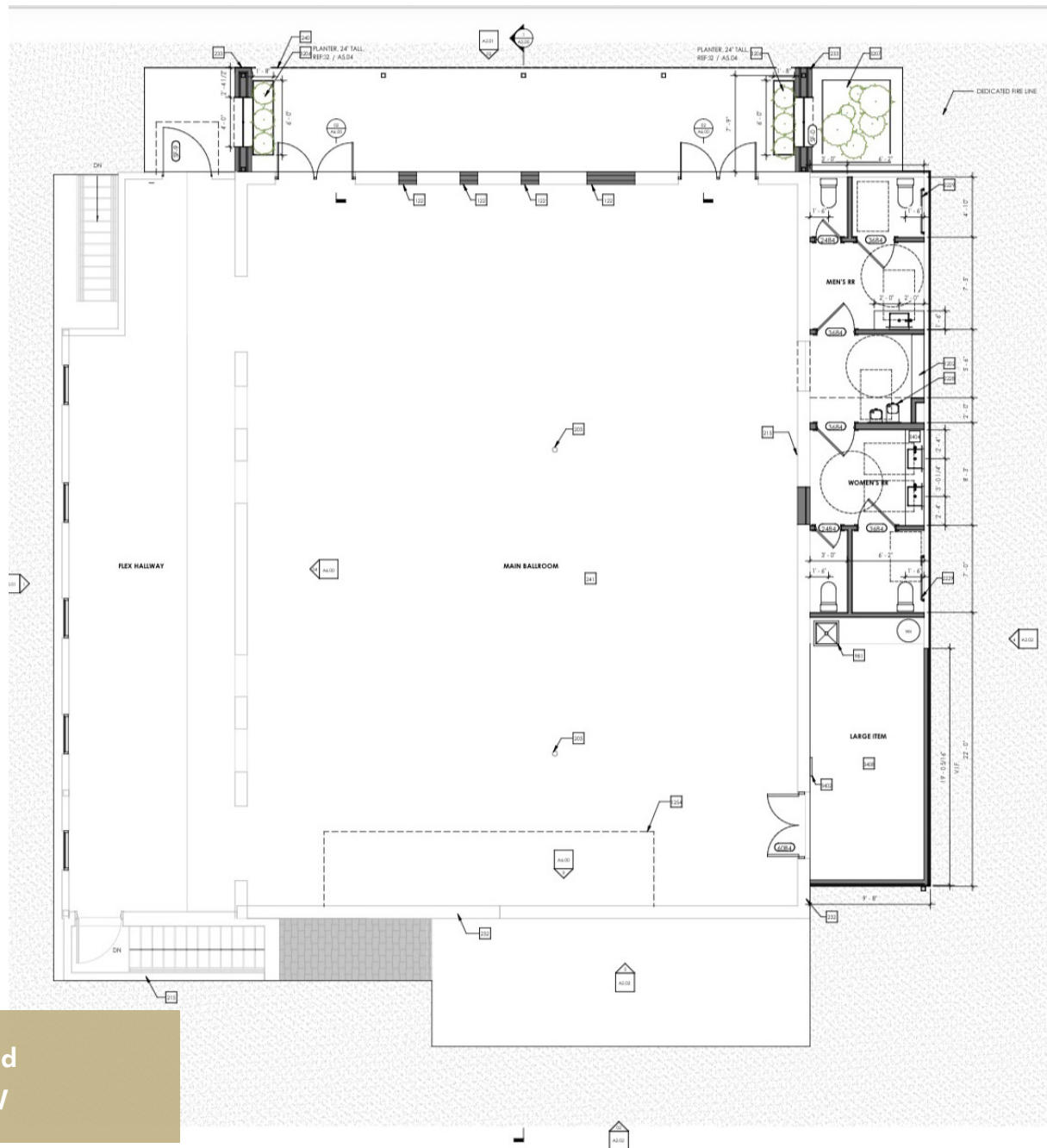
Gas: Available at building

Electric: 600A panel + 100A
subpanel — both panels are
3-phase, 4-wire, 208/120V

HVAC: 21.5 Tons

(5) CU (condensing units) - 17.5
Tons

(1) RTU (rooftop units) - 4 Ton



Newly renovated in 2022-2024 — all new utilities and
finishes — HVAC, electric, plumbing, roof, ALL NEW

LOWER LEVEL

BUILDING

6572 SF interior
conditioned space

4109 SF upstairs

2463 SF downstairs

+/- 1500 SF covered
outdoor patio space

UTILITIES

Plumbing

Water: 3/4" Water Line

Sewer: 4" sanitary Sewer

30 Gal Grease Trap

20 GPM Sump Pump

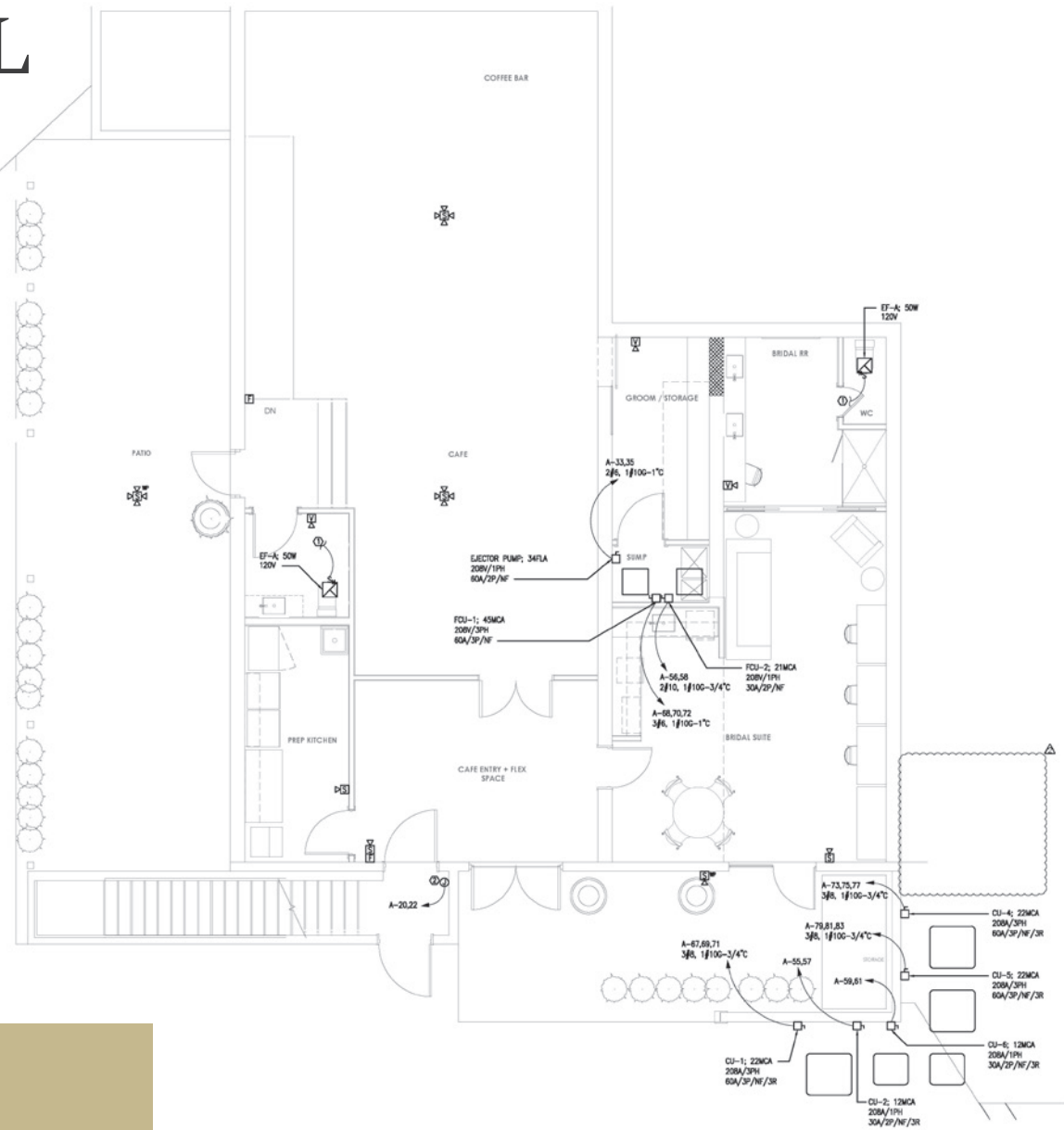
Gas: Available at building

Electric: 600A panel + 100A
subpanel — both panels are
3-phase, 4-wire, 208/120V

HVAC: 21.5 Tons

(5) CU (condensing units) - 17.5
Tons

(1) RTU (rooftop units) - 4 Ton



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SIGNAGE

LETTERBOARD MONUMENT SIGN

Grandfathered signage size,
height and placement no
longer allowed with new
signage in this corridor.



BUILDING SIGN

Prominent signage also
allowed by code.



PHOTO GALLERY



PHOTO GALLERY





PHOTO GALLERY



PHOTO GALLERY







ATHENS, GEORGIA