



**THE
CENTER**

**RETAIL - CONTENT CREATION - CREATIVE OFFICE - HOSPITALITY
IN THE CENTER OF ATLANTA**

190 MARIETTA STREET NW, ATLANTA, GEORGIA

FIND YOUR WAY TO THE CENTER



THE
CENTER

ATLANTA IS WHERE THE ACTION IS

4TH

FASTEST GROWING MSA
IN THE U.S.A.

6.2M

RESIDENTS

\$85K

MEDIAN HOUSEHOLD INCOME
WITH 4.4% INCREASE IN PAST
10 YRS

#3

CITY FOR FORTUNE
500 HQS

75%

OF THE FORTUNE 1000
COMPANIES HAVE A
PRESENCE IN ATLANTA

1,300

REGIONAL & GLOBAL
HQ LOCATIONS



HARTSFIELD-JACKSON ATLANTA
(WORLD'S BUSIEST AIRPORT)



MARKET GROWTH

Atlanta's Downtown market data, encompassing multi-family, office, hospitality and retail sectors, epitomizes the city's growth and diversity and is meeting the demands of a thriving population and business landscape.



IT'S ALL HAPPENING DOWNTOWN

204,900

TOTAL JOBS

33,500

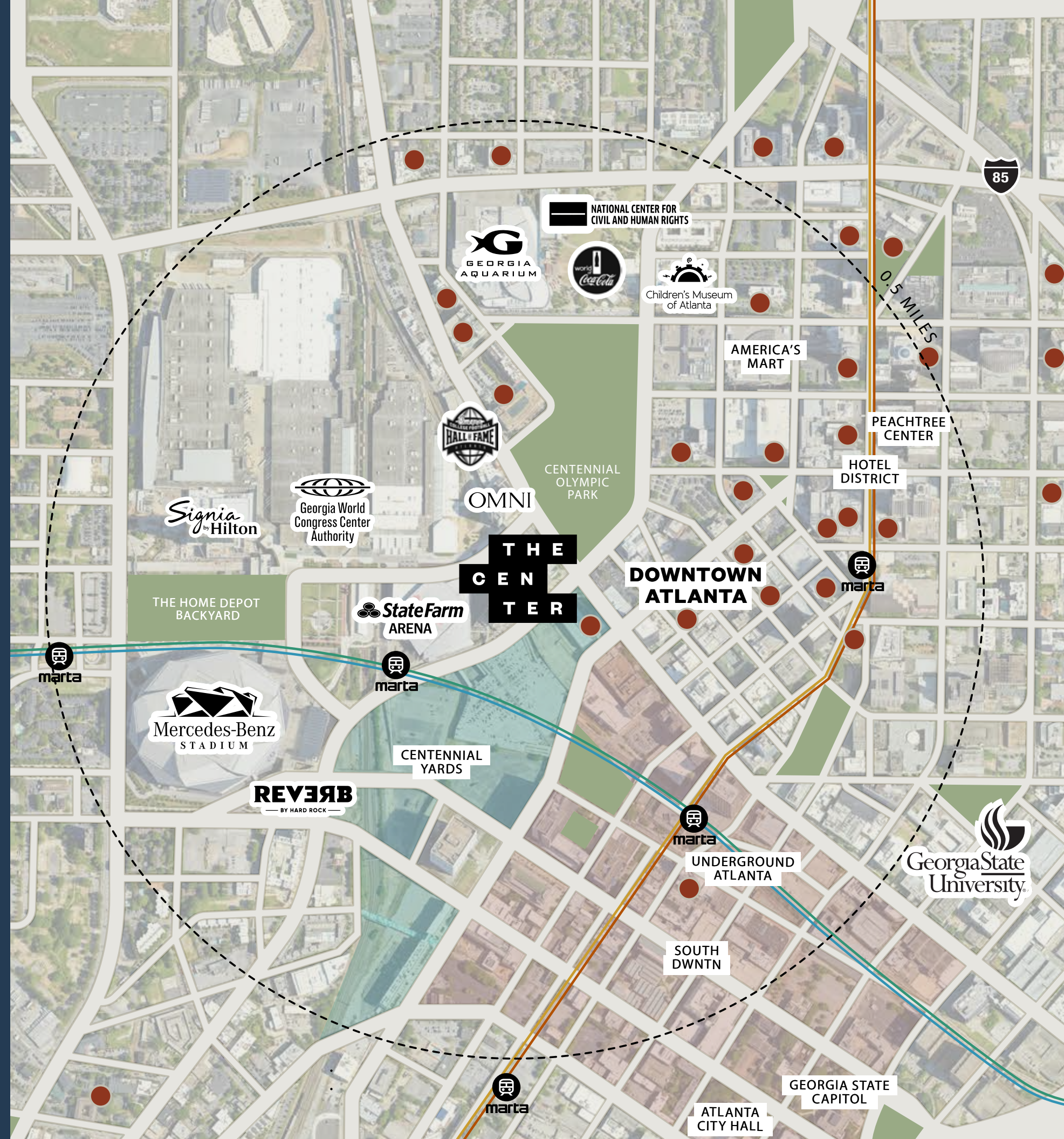
RESIDENTS

36,500

GEORGIA STATE UNIVERSITY
STUDENTS - DOWNTOWN CAMPUS

\$8B+

PRIVATE & PUBLIC INVESTMENT IN
LAST 10 YR



IT'S ALL HAPPENING DOWNTOWN

At Atlanta's center of sports, entertainment, and cultural attractions, 15M+ annual visits are generated within less than a half-mile radius of The Center.



Directly connected to The Center

Home of the **Atlanta Hawks**

300+ events a year

4TH in the nation for the number of events held

7TH in ticket sales in the world

71,000 seat stadium home to the Atlanta Falcons & Atlanta United



FIFA WORLD CUP 2026™

Atlanta has been selected to host eight matches — including five group stage matches, a round of 32 match, a round of 16 match, and a semifinal match. The events will bring an economic boom to the region attracting hundreds of thousands of fans.



NATIONAL CHAMPIONSHIP

For the second time in less than a decade, the Atlanta will host the 2025 College Football Playoff (CFP) National Championship at Mercedes-Benz Stadium. Atlanta becomes the first city to repeat as a host destination for college football's biggest game.

THE
CENTER

OPPORTUNITY AT THE CENTER

~200K SF

OF ATRIUM LEVEL RETAIL

93K SF

STUDIO/PRODUCTION
OPPORTUNITIES

920K SF

CLASS A PROFESSIONAL, CREATIVE,
MEDIA & PRODUCTION

24/7

ON-SITE SECURITY

**DIRECT &
COVERED**

ACCESS FROM PARKING DECK
TO OFFICE TOWERS

OWNERSHIP  





ATRIUM - NORTHEAST VIEW



ATRIUM - GEORGIA WORLD CONGRESS CENTER CORRIDOR



ATRIUM - STATE FARM ARENA ENTRY CORRIDOR



RETAIL

ANDREW YOUNG INTERNATIONAL BLVD. ENTRY

THE
CENTER



123 124
Final

103

123 124

GATE 1

SACRAMENTO KINGS UPCOMING SCHEDULE

AT TORONTO	Mon. 7 PM ET	VS MEMPHIS	12/17
VS WASHINGTON	Wed. 10 PM ET	VS SAN ANTONIO	12/19

THE
CEN
TER

HAWKS PLAZA

NATIONAL MARKET COMPARISON

Atlanta's lower living and business costs compared to major East and West Coast cities give it a competitive advantage, attracting population growth and job opportunities.

WITHIN ¼ MILE	THE CENTER	5 TH & BROADWAY NASHVILLE, TN	UPTOWN CHARLOTTE, NC	SIXTH STREET AUSTIN, TX	POWER & LIGHT DIST. KANSAS CITY, MO
2023 Avg Household Income	\$134,241	\$125,103	\$186,911	\$216,644	\$132,515
2023 Daytime Population	17,706	16,932	26,631	16,525	18,270
2023 Daytime Population Density Per Square Mile	90,380	86,429	135,937	84,351	93,259



ATLANTA MARKET COMPARISON

Over 30% (36.5K) of Downtown workers live within 10 miles of The Center, creating a demand for both day/lunch offerings as well as places to gather and socialize after work and on weekends that are close to home.



WITHIN ½ MILE	THE CENTER	THE BATTERY	PONCE CITY MARKET
2022 Daytime Population	58,514	10,583	7,374
2022 Avg Household Income	\$107,151	\$102,207	\$139,572
2027 Avg Household Income	\$135,592	\$120,856	\$166,511



ATLANTA'S NEWEST DINNING & RETAIL EXPERIENCE

SUITE	SF
200	7,668 + 1,122 patio
206/213	4,695 + 1,585 patio
208/213	4,937
214	2,056
216	1,102
217	1,966
218	2,867 + 846 patio
222	1,517
224/226	2,674
228	427
230	722
231	3,314
232/235	4,492 + 734 patio
240	1,736
242	875
244	804
245	1,905
246	867
248	738
249	981
250	576
251	1,156
262	1,207
264	1,484
265A	8,218 + 1,333 patio
265B	2,708
266	820
284-288	14,346 + 2,700 patio
290	28,220 + 2,444 patio
Coffee Shop	1,650



MEDIA PRODUCTION OPPORTUNITY

MUSIC

SOCIAL MEDIA

JOURNALISM

E-GAMING

INDEPENDENT FILM

20,000 SF

FILM/BROADCAST READY SPACE

40,000 SF

NETWORK INFRASTRUCTURE & SUPPORT

100,000 SF

PRE/POST PRODUCTION READY SPACE

With its ideal climate, great, the world's busiest airport, large crew base, and pro-business focus,

GEORGIA IS A LEADING DESTINATION IN THE WORLD FOR FILMING.

Georgia's Film Industry by the numbers:

412

PRODUCTIONS

\$4.4B

SPEND BY PRODUCTION ON
GOODS & SERVICES

68

SIGNIFICANT FEATURE
FILMS

30%

POTENTIAL TAX CREDIT

\$50M

AVERAGE PRODUCTION BUDGET

The Georgia Entertainment Industry Investment Act, established in 2008, offers a base 20% tax credit for qualified productions that spend \$500,000 or more within a single tax year. An additional 10% tax credit, referred to as the Georgia Entertainment Promotion (GEP) logo credit, can be obtained if the production incorporates a qualified Georgia promotional logo in the finished project.



**THE
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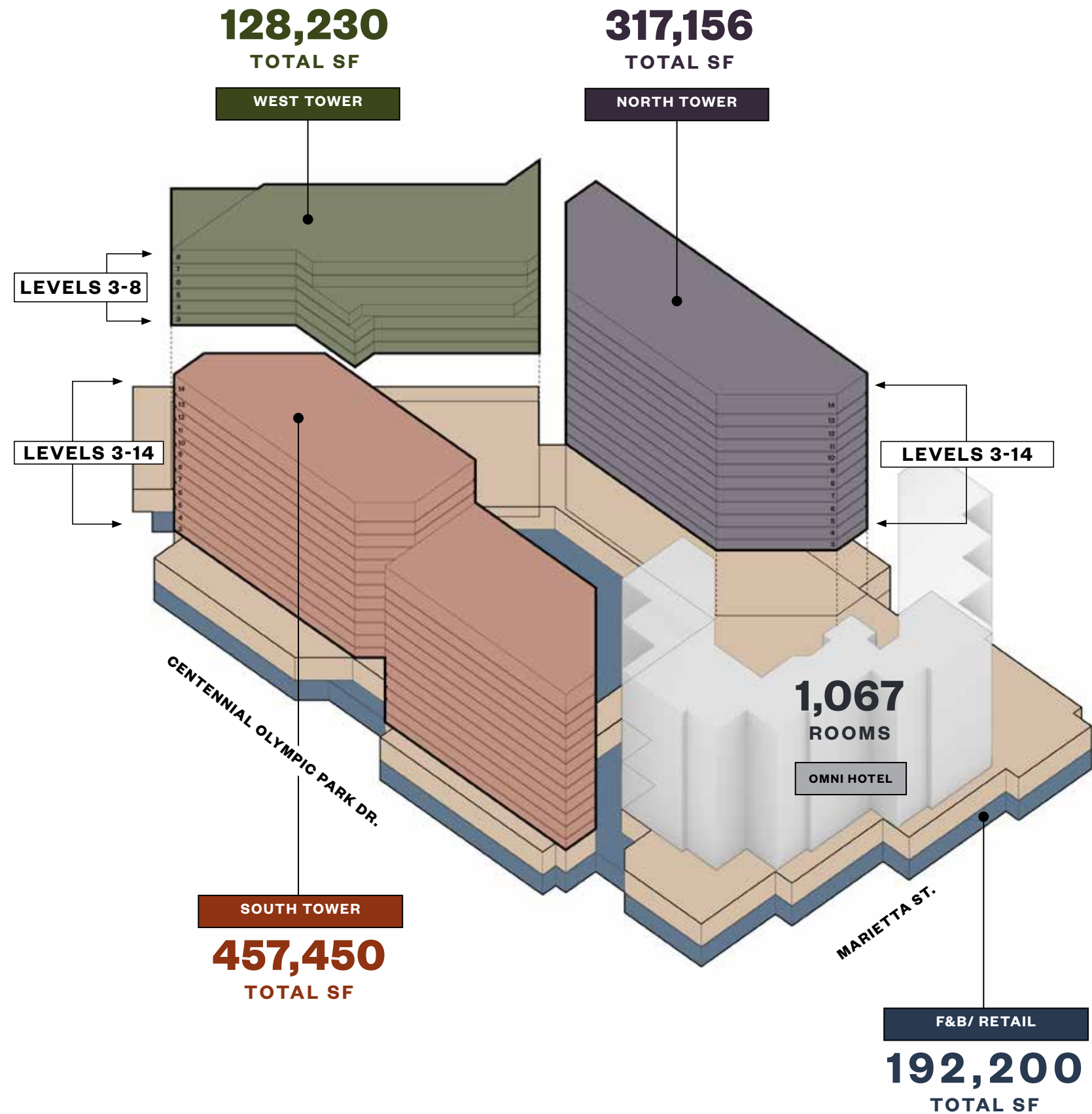
AT A GLANCE

TENANT AMENITIES

- Tenant Lounge
- Conference Center

INFRASTRUCTURE

- Redundant Commercial Power Feeds
- Backup Power (multiple diesel generators totaling 13 MW)
- 7 fiber network providers connected to The Center
- Located in Atlanta's downtown long haul fiber loop



SERVICE LEVEL

MEDIA PRODUCTION OPPORTUNITY

ANDREW YOUNG INTERNATIONAL BLVD.

STATE FARM ARENA

BAKER STREET EXIT

LOADING DOCK 5

LOADING DOCK 2

LOADING DOCK 3

LOADING DOCK 4

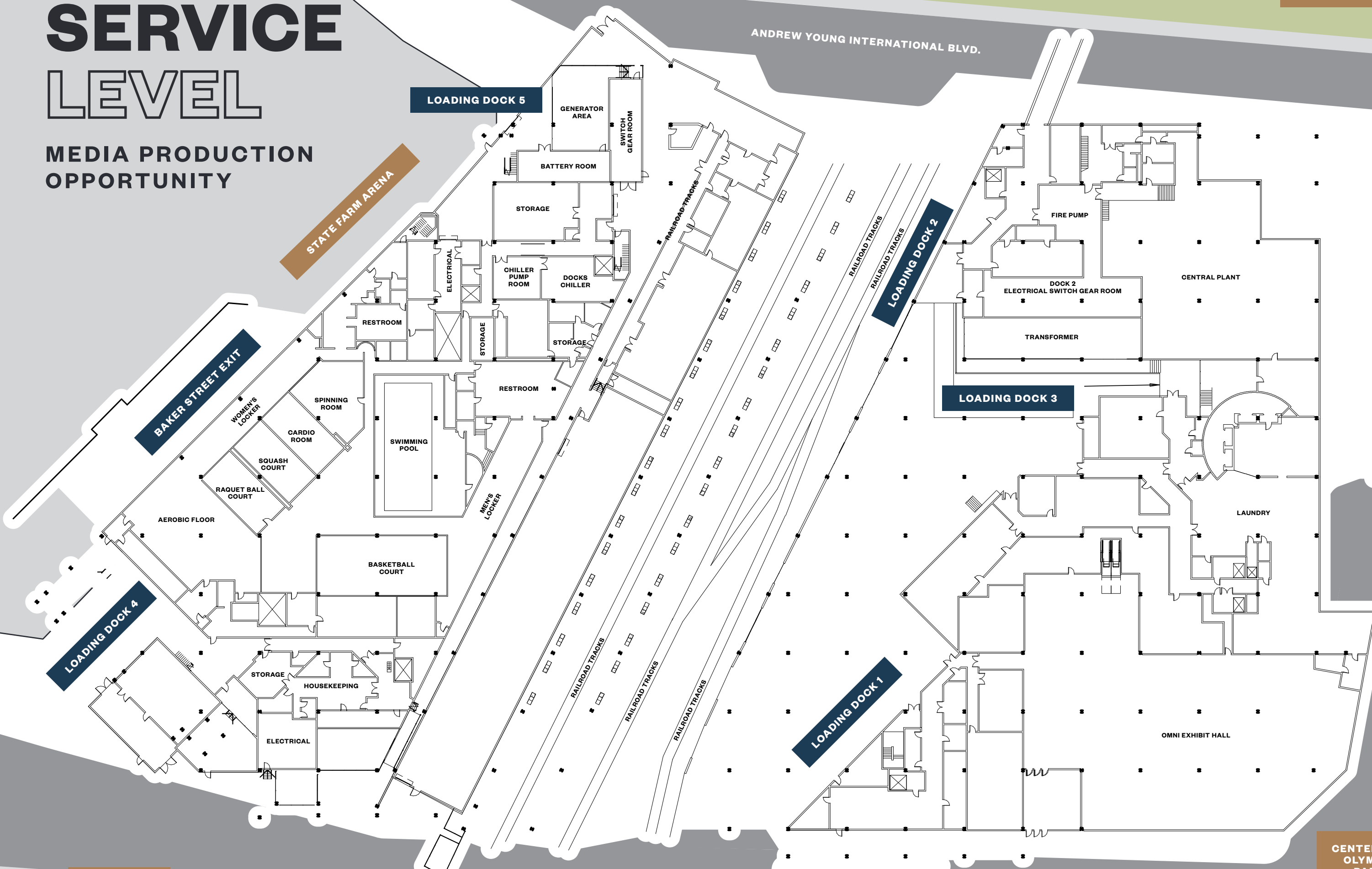
LOADING DOCK 1

MARIETTA ST.

PARKING

CENTENNIAL OLYMPIC PARK

CENTENNIAL OLYMPIC PARK DR.



THE CENTER

FIND YOUR WAY TO THE CENTER

THECENTERATLANTA.COM

190 Marietta Street NW, Atlanta, GA 30313

OWNED & MANAGED BY



COLEMAN WEATHERHOLTZ

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HEALEY
WEATHERHOLTZ
PROPERTIES

