



190



RETAIL – CONTENT CREATION – CREATIVE OFFICE – HOSPITALITY  
IN THE CENTER OF ATLANTA

190 MARIETTA STREET NW, ATLANTA, GEORGIA



# RIGHT IN THE CENTER OF IT ALL

**SIGNIA BY HILTON**  
976 KEYS

**MERCEDES-BENZ STADIUM**  
71,000 SEATS

**REVERB BY  
HARD ROCK**  
195 KEYS

**HOTEL PHOENIX**  
292 KEYS  
UNDER CONSTRUCTION

**GEORGIA WORLD  
CONGRESS CENTER**  
FOURTH LARGEST IN THE U.S.

**GEORGIA AQUARIUM**

**CHICK-FIL-A  
COLLEGE FOOTBALL  
HALL OF FAME**

**THE MITCHELL AT  
CENTENNIAL YARDS**  
304 UNITS  
UNDER CONSTRUCTION

**WORLD OF  
COCA-COLA**

**STATE FARM ARENA**  
16,888 SEATS

**OMNI HOTEL**  
1,067 KEYS

**CENTENNIAL OLYMPIC PARK**

**COSM ATLANTA**  
1,000 SEATS  
UNDER CONSTRUCTION



**MARGARITAVILLE  
VACATION CLUB**  
200 KEYS

 **ACCOMMODATIONS**  
 **ATTRACTIONS**

# ATLANTA IS ALWAYS ON

**4<sup>TH</sup>**

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.



# THE ACTIVITY IS OFF THE CHARTS

204,900

TOTAL JOBS

40.3M SF

OF OFFICE SPACE

33,500

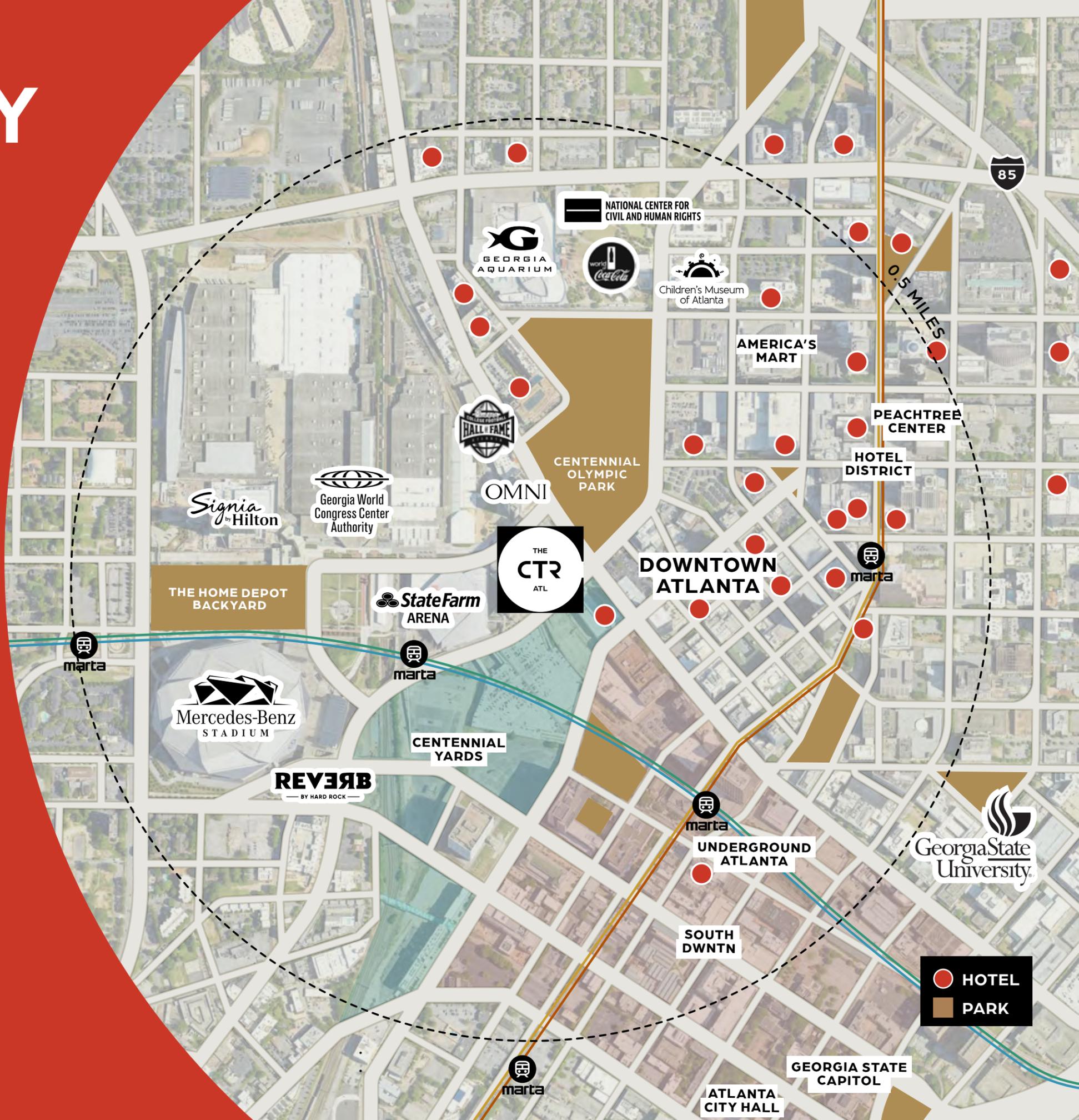
RESIDENTS

36,500

GEORGIA STATE UNIVERSITY STUDENTS - DOWNTOWN CAMPUS

\$8B+

PRIVATE & PUBLIC INVESTMENT IN LAST 10 YR



# WHERE ATLANTA MEETS

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.



**State Farm  
ARENA**

**DIRECTLY CONNECTED TO THE CENTER**

**HOME OF THE ATLANTA HAWKS**

**300+ EVENTS A YEAR**

**4<sup>TH</sup> IN THE NATION  
FOR THE NUMBER OF EVENTS HELD**

**7<sup>TH</sup> IN TICKET SALES IN THE WORLD**



**Mercedes-Benz  
STADIUM**

**71,000 SEAT STADIUM HOME TO THE  
ATLANTA FALCONS & ATLANTA UNITED**



Mercedes-Benz Stadium was selected as the Super Bowl LXII venue in 2028. The event will bring an economic boom to the city, attracting hundreds of thousands of fans.



Mercedes-Benz Stadium will also welcome back the 2025 College Football Playoff (CFP) National Championship. Atlanta becomes the first city to repeat as a host for college football's biggest game.

**FIFA**

Atlanta was selected as a host city for the 2025 FIFA Club World Cup, hosting six matches, and eight FIFA World Cup 2026 matches, including one of the Semifinals.

# OPPORTUNITY AT THE CENTER

**~200K SF**

OF RETAIL

**920K SF**

CLASS A PROFESSIONAL,  
CREATIVE, MEDIA & PRODUCTION

**DIRECT &  
COVERED**

ACCESS FROM PARKING DECK

**93K SF**

STUDIO/PRODUCTION  
OPPORTUNITIES

**24/7**

ON-SITE SECURITY



OWNERSHIP



# 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 CTR ATL      | 5 <sup>TH</sup> & BROADWAY<br>NASHVILLE, TN | UPTOWN<br>CHARLOTTE, NC | SIXTH STREET<br>AUSTIN, TX | POWER & LIGHT DIST.<br>KANSAS CITY, MO |
|---|------------------|---|-------------------------|----------------------------|--|
| 2024 Avg Household Income                       | <b>\$141,030</b> | \$118,209                                   | \$116,718               | \$232,848                  | \$134,542                              |
| 2024 Daytime Population                         | <b>16,765</b>    | 15,644                                      | 17,785                  | 33,854                     | 21,371                                 |
| 2024 Daytime Population Density per square mile | <b>129,561</b>   | 75,213                                      | 84,660                  | 140,057                    | 82,541                                 |



# 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.

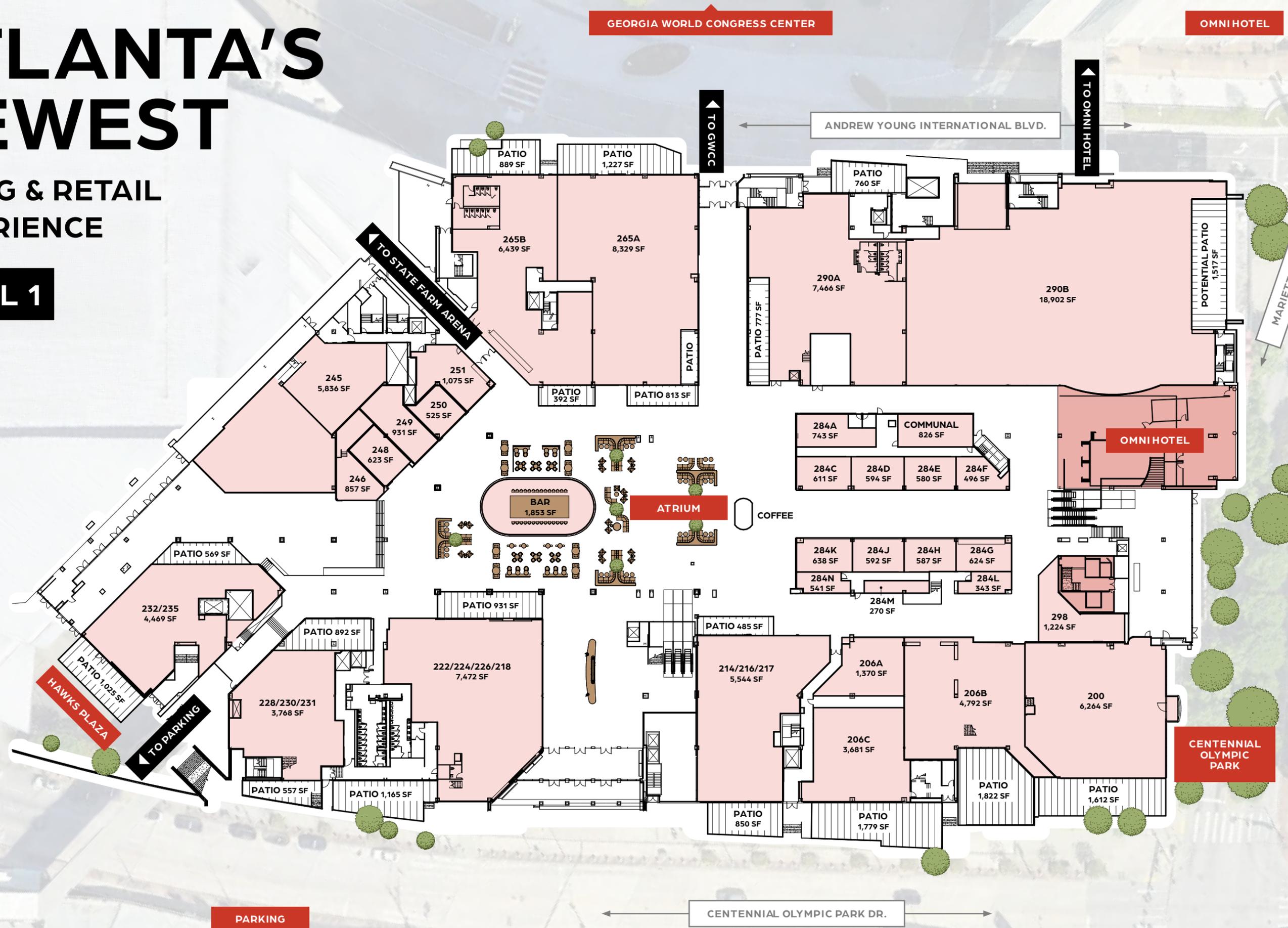
| WITHIN 1/2 MILE           | THE <b>CTR</b> ATL | THE BATTERY | PONCE CITY MARKET |
|---------------------------|--------------------|-------------|-------------------|
| 2024 Daytime Population   | <b>54,743</b>      | 8,569       | 12,151            |
| 2024 Avg Household Income | <b>\$141,030</b>   | \$139,609   | \$147,956         |
| 2029 Avg Household Income | <b>\$158,536</b>   | \$155,008   | \$170,050         |



# ATLANTA'S NEWEST

DINING & RETAIL  
EXPERIENCE

LEVEL 1



# ATLANTA'S NEWEST

DINING & RETAIL  
EXPERIENCE

LEVEL 3





TIGÁNI

JOHN'S KITCHEN

ATRIUM - NORTHEAST VIEW



ATRIUM - GEORGIA WORLD CONGRESS CENTER CORRIDOR



ATRIUM - STATE FARM ARENA ENTRY CORRIDOR



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

123 124  
Final



ANDREW YOUNG INTERNATIONAL BLVD. ENTRY



190

THE  
CTR  
ATL

CENTENNIAL OLYMPIC PARK DR. ENTRY

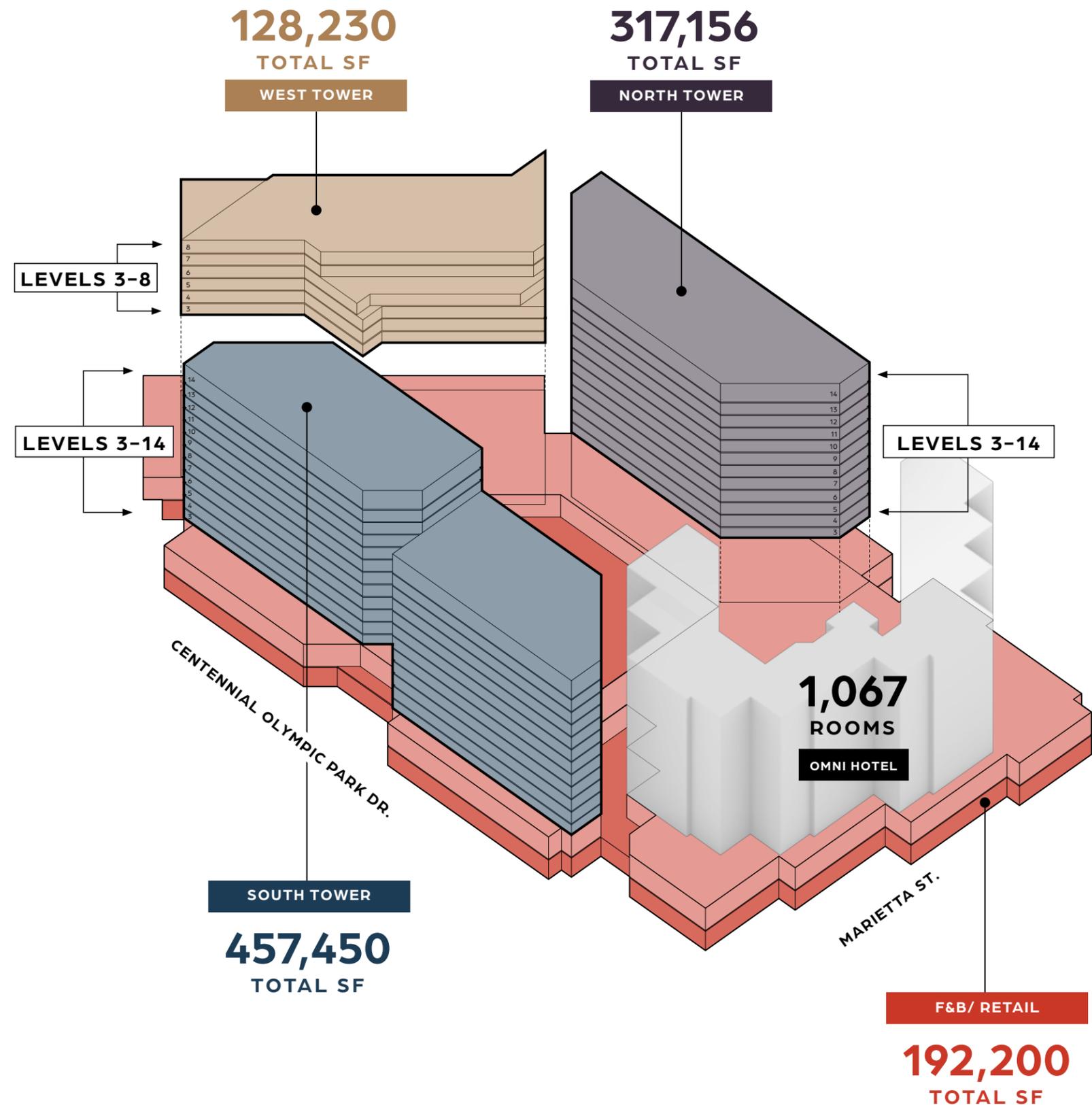
# OFFICE AT A GLANCE

## 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





## WHERE ATLANTA MEETS

[THECENTERATLANTA.COM](http://THECENTERATLANTA.COM)

190 Marietta Street NW, Atlanta, GA 30313

OWNED & MANAGED BY



**STARR CUMMING**

Retail Director

404-388-7878

[starr.cumming@hines.com](mailto:starr.cumming@hines.com)

**Hines**





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[THECENTERATLANTA.COM](http://THECENTERATLANTA.COM)

190 Marietta Street NW, Atlanta, GA 30313

OWNED & MANAGED BY



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**Hines**

