

ASKING PRICE:

~~\$7,900,000~~

\$7,100,000



49,000 RSF FOR SALE

325 S. FAIRGROUND STREET
MARIETTA, GA 30060



FOR SALE

325 S. Fairground Street, Marietta, GA

Property Highlights



49,000 SF
CLASS B OFFICE



2.07 AC
ZONING: O-I



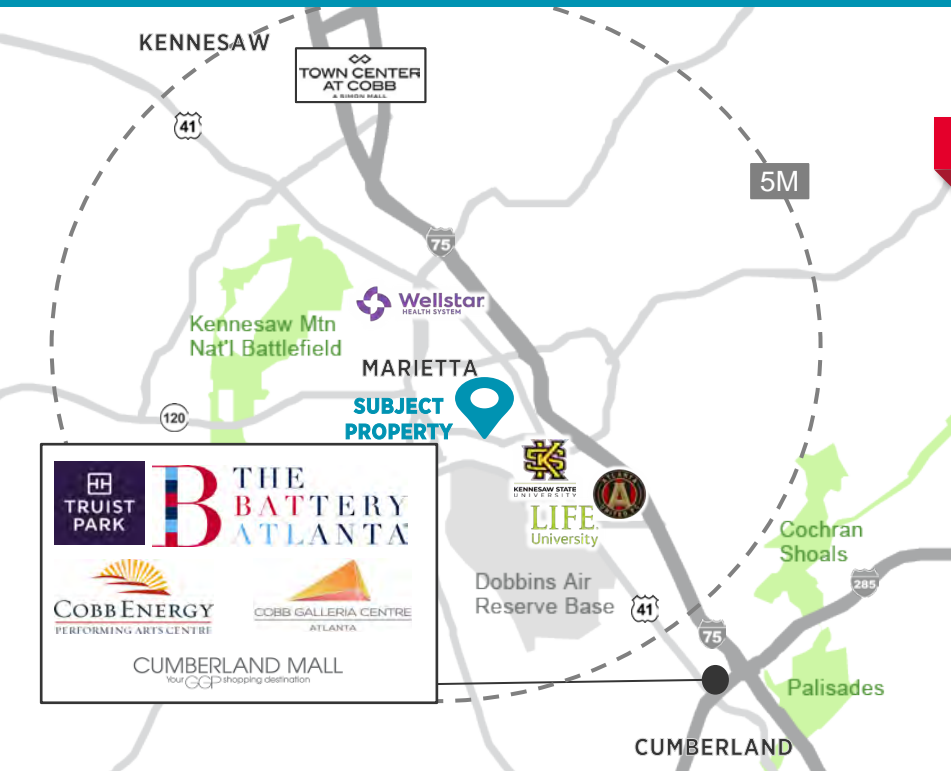
114 spaces
SURFACE PARKING



Excellent
LOCATION & ACCESS

- Great Owner/User Opportunity!
- As-Is Condition
- 100% Vacant
- Exceptional Location
- Public transit on-site

Excellent Marietta Location



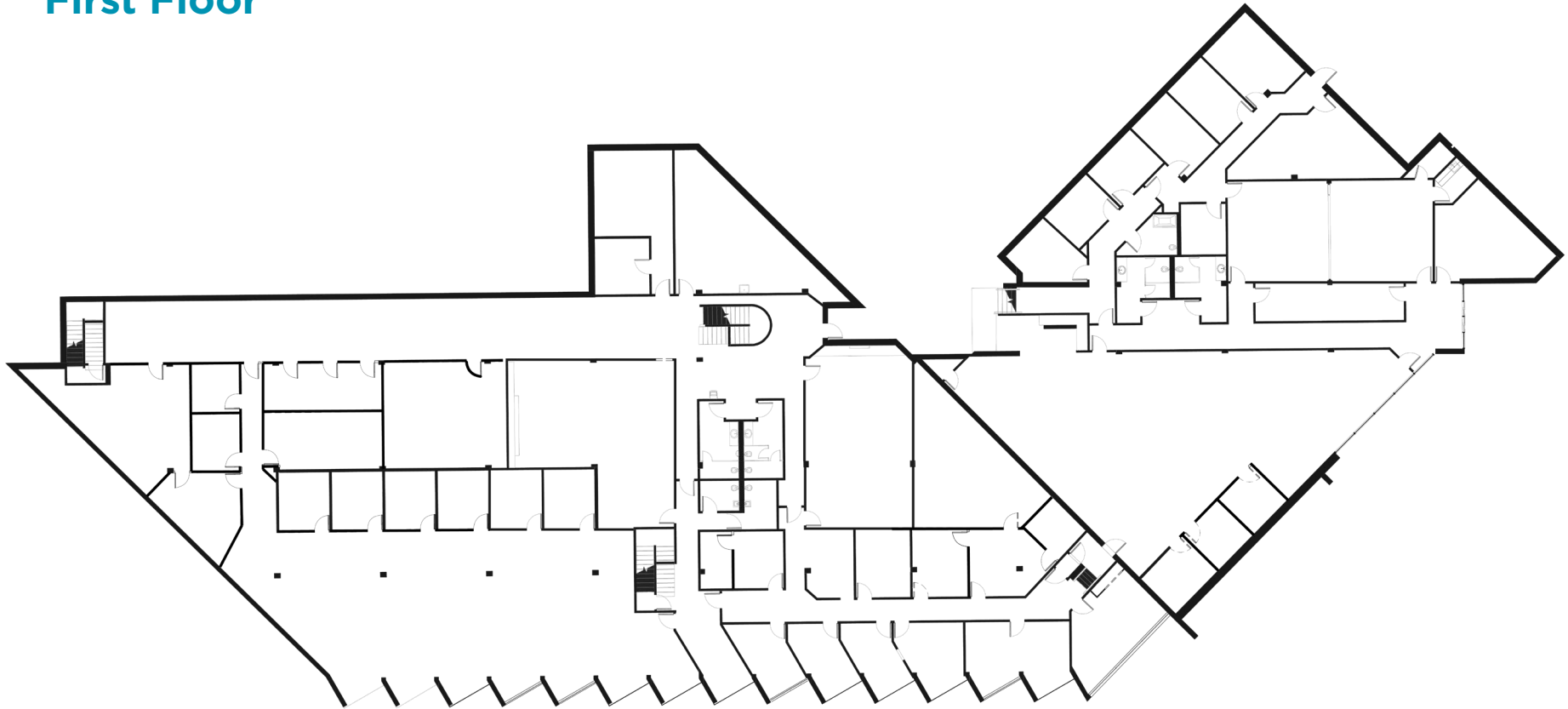
PRICE REDUCED!

ASKING PRICE: \$7,100,000



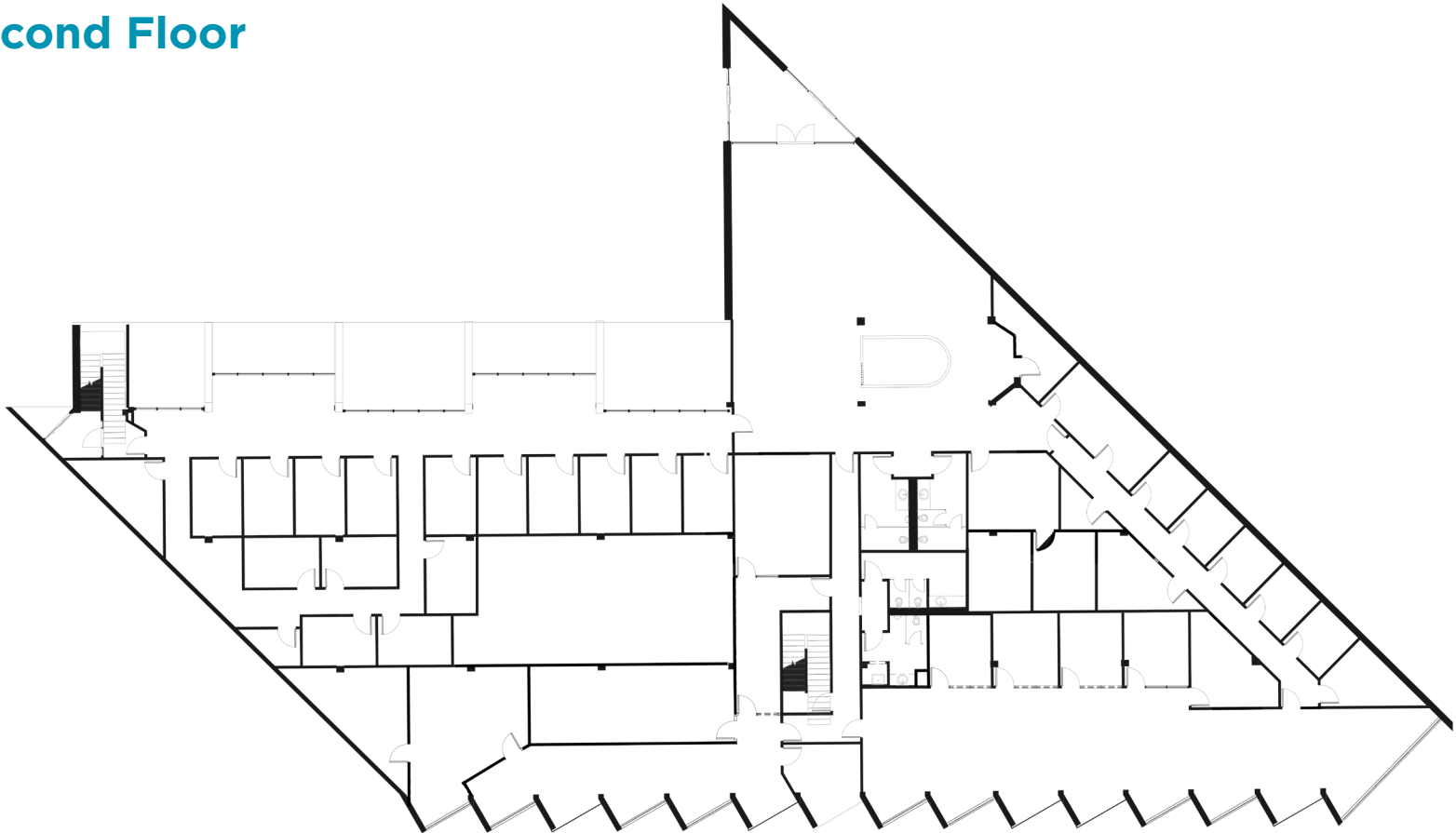
325 S. FAIRGROUND STREET MARIETTA, GA 30060

First Floor



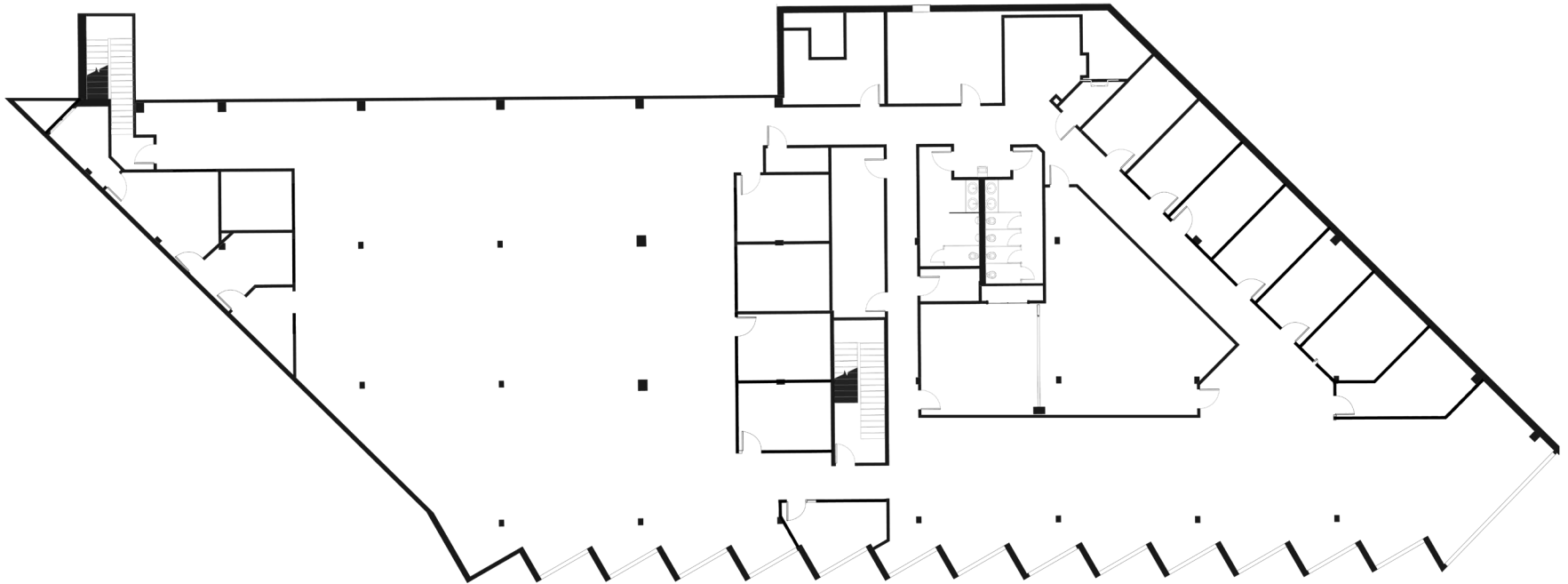
325 S. FAIRGROUND STREET MARIETTA, GA 30060

Second Floor

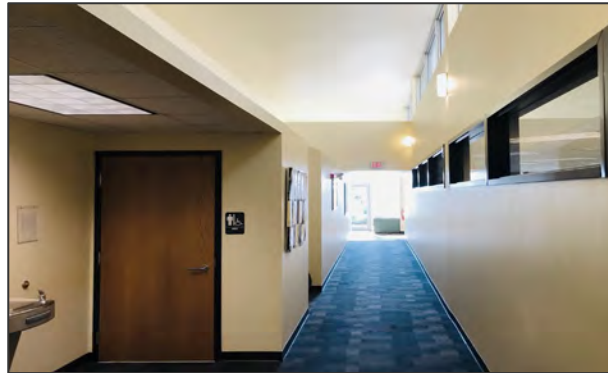
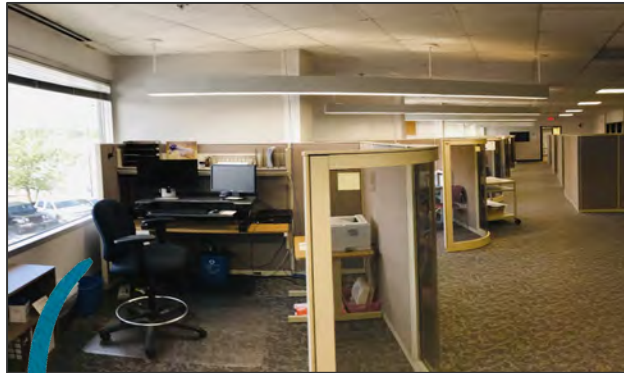
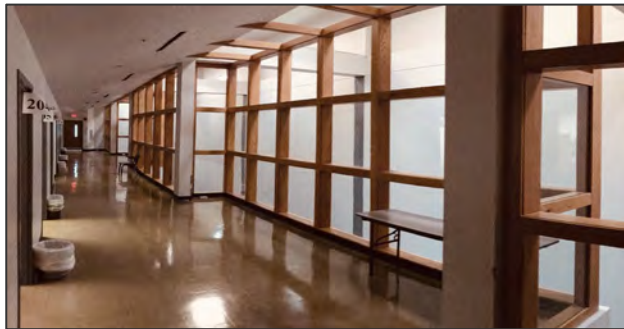


325 S. FAIRGROUND STREET MARIETTA, GA 30060

Third Floor



CURRENT SPACE PHOTOS



POTENTIAL INTERIOR UPGRADES



HALEY STREET

FAIRGROUND STREET

SOUTH MARIETTA PARKWAY



325

S. FAIRGROUND STREET
MARIETTA, GA 30060

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325 S. FAIRGROUND STREET

Roswell Road

Roswell Road

PARKWAY PLAZA SHOPPING CENTER

FAMILY DOLLAR **CITITRENDS**
Food Depot **metro**
by T-Mobile

Sams Club

Walmart

Chick-fil-A

Marietta CINE

Krispy Kreme

DO

South Marietta Parkway

South Marietta Parkway

Cobb County Civic Center

Cobb Aquatic Center

Marietta Park & Ride

KENNESAW STATE UNIVERSITY

Cobb Parkway

TRUIST PARK **THE BATTERY ATLANTA**

COBB ENERGY **COBB GALLERIA CENTRE ATLANTA**

CUMBERLAND MALL
by GCP Shopping Centers

Only 6 miles from Subject Property

DOBBS AIR RESERVE BASE

LIFE University

Atlanta United Training Ground

Franklin Gateway Sports Complex

325 S. FAIRGROUND STREET MARIETTA, GA 30060



MARIETTA SQUARE MARKET



OTHER LOCAL RESTAURANTS



325 S. FAIRGROUND STREET



**HILTON ATLANTA/ MARIETTA
HOTEL & CONFERENCE
CENTER**

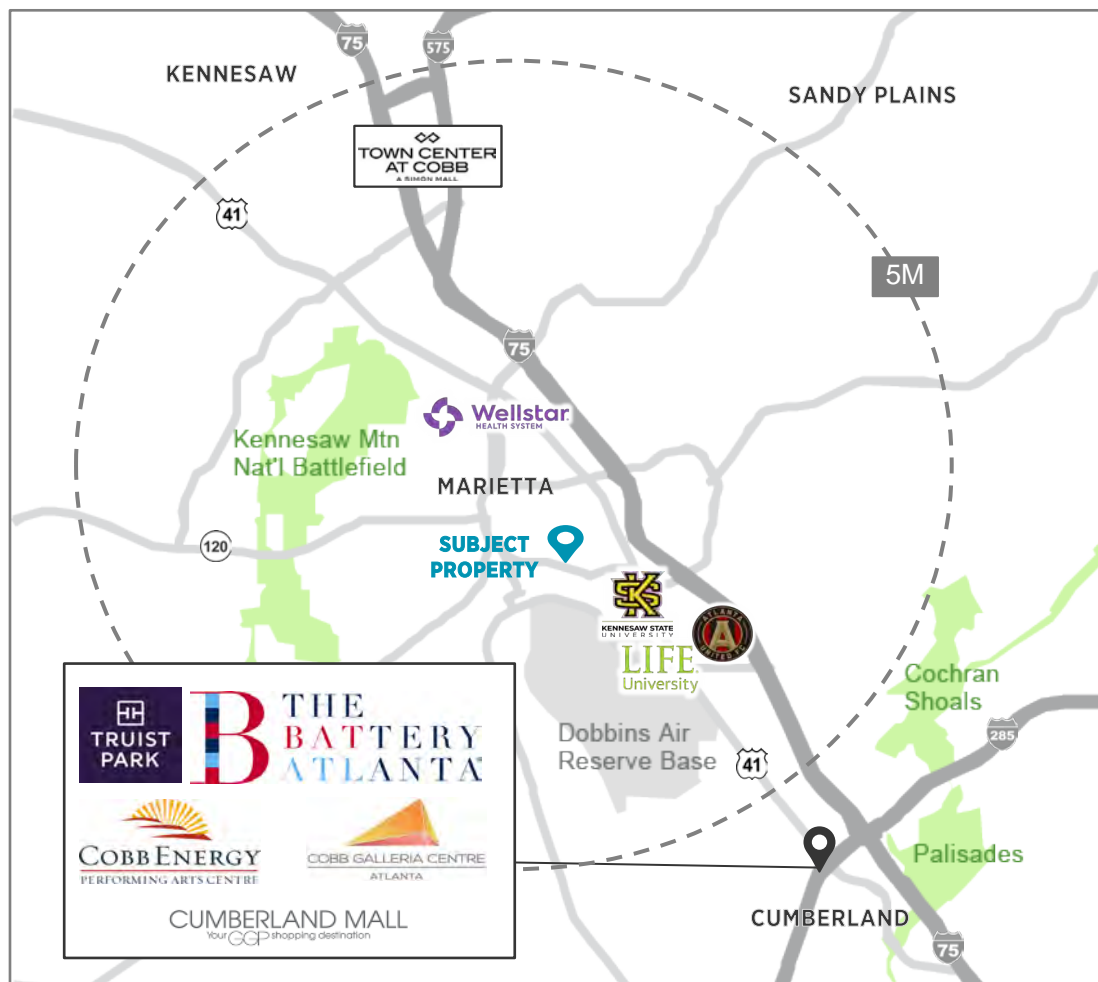


325 S. FAIRGROUND STREET MARIETTA, GA 30060

325 S. Fairground Street is situated in Marietta, Georgia, just minutes from one of Atlanta's most well-known historic areas, Marietta Square. Recognized for its unique charm, history and lively atmosphere, Marietta Square offers an abundance of unforgettable historical museums, numerous beautiful parks and trails, celebrated theatres, access to court and government buildings, antique and boutique shopping, and local cuisine and dining options.

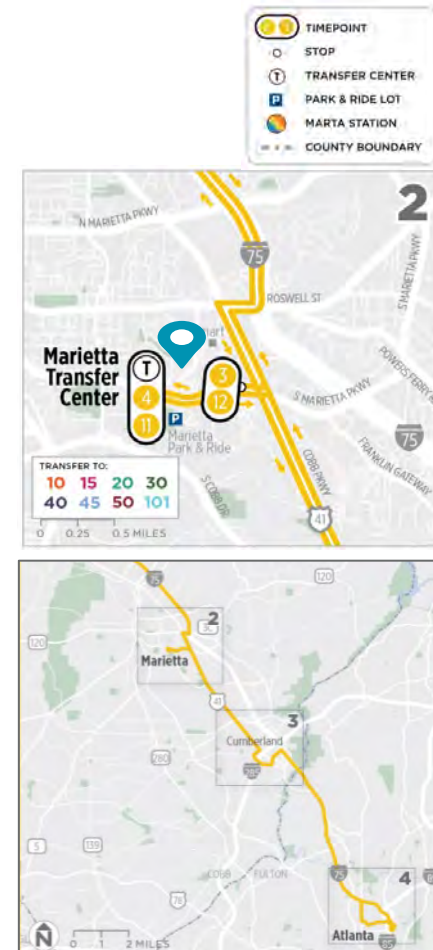
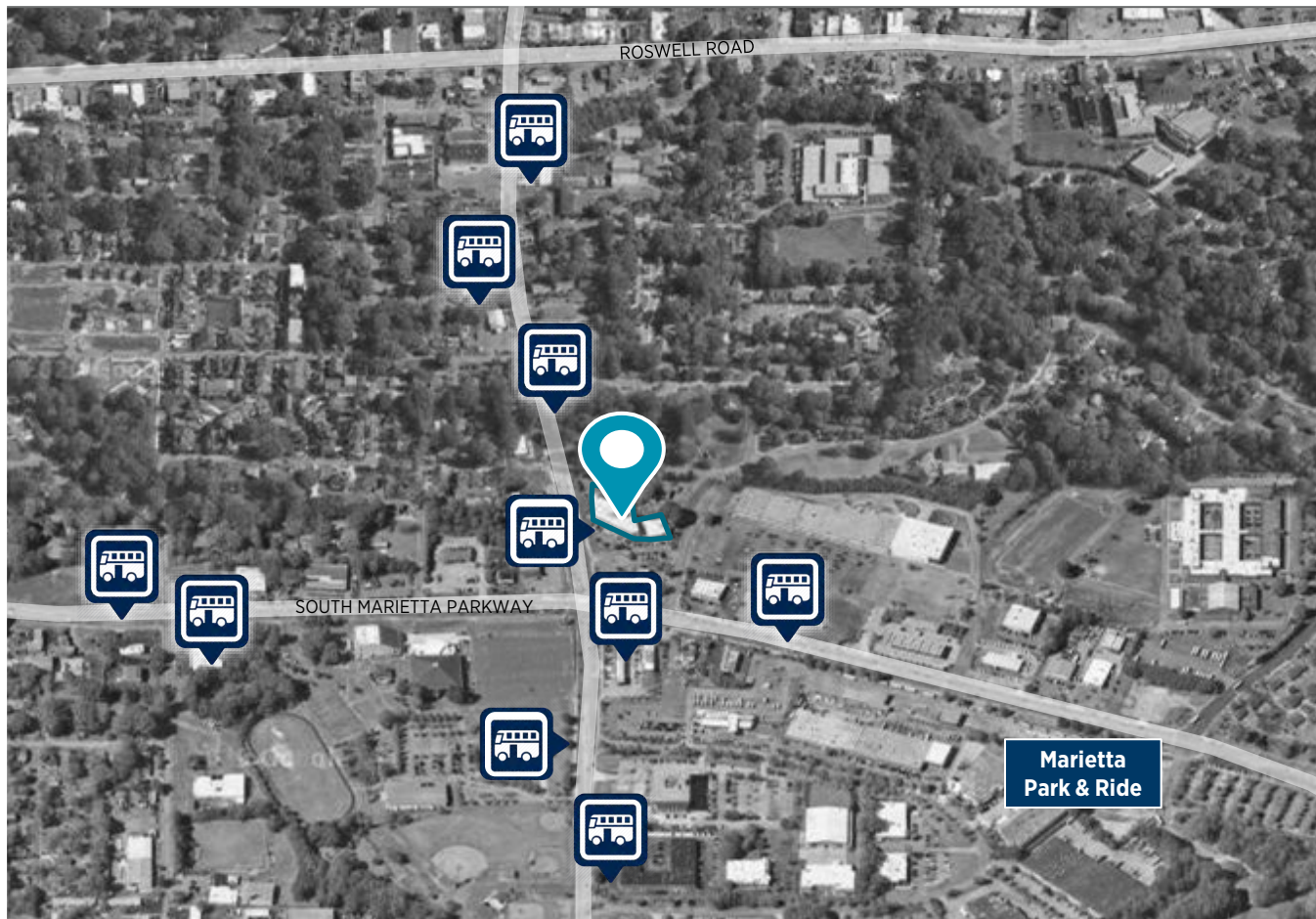
A little closer to the property, with walkable access, sits the Cobb County Civic Center which provides a venue for public or ticketed events like conferences, private gatherings, meetings and receptions, and trade shows with an overall seating capacity of 1,800 people.

Marietta is also easily accessible to major highways and offers access to numerous amenities as it is positioned nicely between two flourishing submarkets: Kennesaw/Town Center and Cumberland/Galleria submarkets. This ideal location offers quick access to a variety of notable retail amenities and entertainment and sporting venues. Not to mention, superb access to medical facilities, top colleges, a best-in-class public school system, and excellent public transportation and affordable housing.



325 S. FAIRGROUND STREET MARIETTA, GA 30060

EXCELLENT ACCESS TO THE PUBLIC TRANSIT SYSTEM



325 S. FAIRGROUND STREET MARIETTA, GA 30060

2024 DEMOGRAPHIC SUMMARY REPORT

	1 mile	3 mile	5 mile
2023 Population	8,306	77,634	222,400
Population 2028 Projection	8,550	78,645	225,472
Households 2023	2,862	29,946	88,104
Household Growth 2023-2028	0.7%	0.2%	0.3%
2023 Avg. Household Size	2.5	2.5	2.5
2023 Med. Household Income	\$50,230	\$58,891	\$67,453

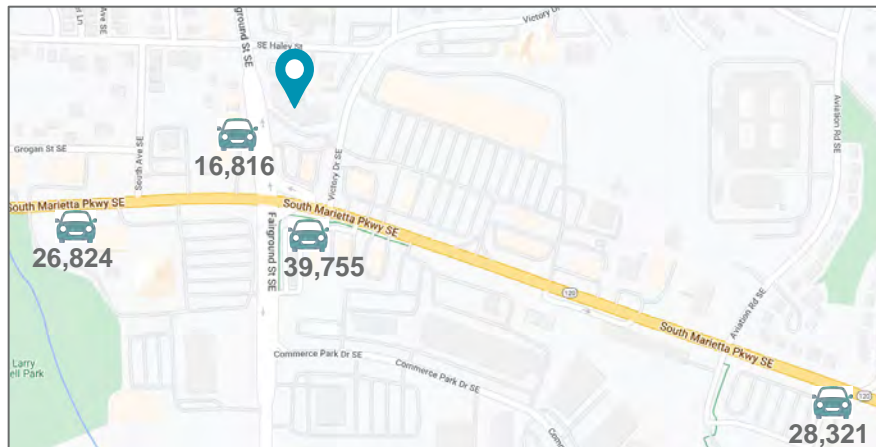
DAYTIME EMPLOYMENT REPORT

	# of Business (1 mile)	# of Employees (1 mile)
Total Businesses	1,301	10,929
Service-Producing Industries	1,205	9,912
Goods-Producing Industries	96	1,017

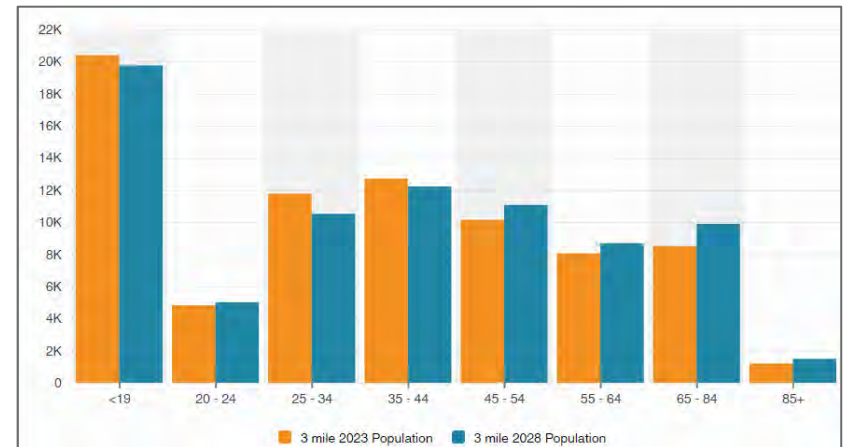
CONSUMER SPENDING REPORT

	1 mile	3 mile	5 mile
Total Consumer Spending	\$71.6M	\$827M	\$2.6B

2022 TRAFFIC COUNT REPORT



POPULATION BY AGE



325 S. FAIRGROUND STREET MARIETTA, GA 30060

THE “NEW” NORTHWEST TRANSFORMATION



Truist Park/The Battery has a significant impact on NW

- \$18.9M FISCAL IMPACT
annual average total net fiscal impact on Cobb County
- 450,000 SF NEW RETAIL
- 5 NEW HOTELS
- 1,700 NEW MULTI-FAMILY UNITS
- 60+ RESTAURANTS in walking distance
- \$900M INFRASTRUCTURE IMPROVEMENTS



Northwest
Corridor
Express Lanes

Windy Hill
Diverging
Interchange

\$300M in public/private investment in the area

Northwest corridor express lanes

\$834M project with two 30-mile reversible express lanes along I-75 which significantly improves traffic flow; there are two Express Lane entrances within 5 miles of American Business Center

Windy hill corridor improvements

\$46.4M project impacting Windy Hill Road, a major artery connecting Cumberland and West Cobb, to improve traffic flow, increase vehicle and pedestrian capacity, and reduce the higher-than-average crash and injury rates in the area

325 S. FAIRGROUND STREET MARIETTA, GA 30060

NORTHWEST OFFICE MARKET AT-A-GLANCE



**TOTAL
INVENTORY**
24.4 MSF



**OVERALL
AVERAGE RENT**
\$29.65 PSF



**OVERALL
VACANCY**
19.4%



**2024 YTD
NET ABSORPTION**
86,482 SF



**2024 YTD
LEASING ACTIVITY**
161,274 MSF

Q1 2024 Atlanta Overall Market Statistics

SUBMARKET	INVENTORY (SF)	DIRECT VACANT (SF)	SUBLET VACANT (SF)	OVERALL VACANCY RATE	CURRENT QTR OVERALL NET ABSORPTION	YTD OVERALL ABSORPTION (SF)	YTD LEASING ACTIVITY (SF)	UNDER CONSTRUCTION (SF)	OVERALL AVG ASKING RENT (ALL CLASSES)*	OVERALL AVG ASKING RENT (CLASS A)*
Downtown	16,756,362	4,708,675	107,821	28.7%	-800,729	-800,729	37,458	0	\$29.13	\$29.78
Midtown	24,841,543	6,701,825	631,075	29.5%	141,157	141,157	152,170	1,467,431	\$42.97	\$47.37
Buckhead	18,235,862	4,745,802	296,710	27.7%	12,976	12,976	194,630	0	\$38.49	\$39.19
Central Perimeter	24,581,229	5,671,554	1,479,009	29.1%	-99,894	-99,894	107,071	115,478	\$29.29	\$30.63
Georgia 400 Corridor	20,009,230	4,242,071	552,508	24.0%	-97,951	-97,951	165,078	98,249	\$27.44	\$28.05
Northwest Atlanta	24,417,560	4,032,179	708,587	19.4%	86,482	86,482	161,274	250,000	\$27.41	\$29.65
Airport/South Atlanta	4,244,942	502,792	1,952	11.9%	-13	-13	13,972	0	\$22.14	\$21.98
Northlake/Decatur	4,666,401	1,275,172	8,078	27.5%	-11,552	-11,552	14,601	0	\$23.53	\$26.53
Northeast	20,569,818	3,195,539	128,875	16.2%	20,554	20,554	237,697	0	\$21.60	\$23.60
ATLANTA TOTALS	158,322,947	35,075,609	3,914,415	24.6%	-748,970	-748,970	1,083,951	1,931,158	\$31.77	\$34.24

*Rental rates reflect full service asking

MARKET OVERVIEW



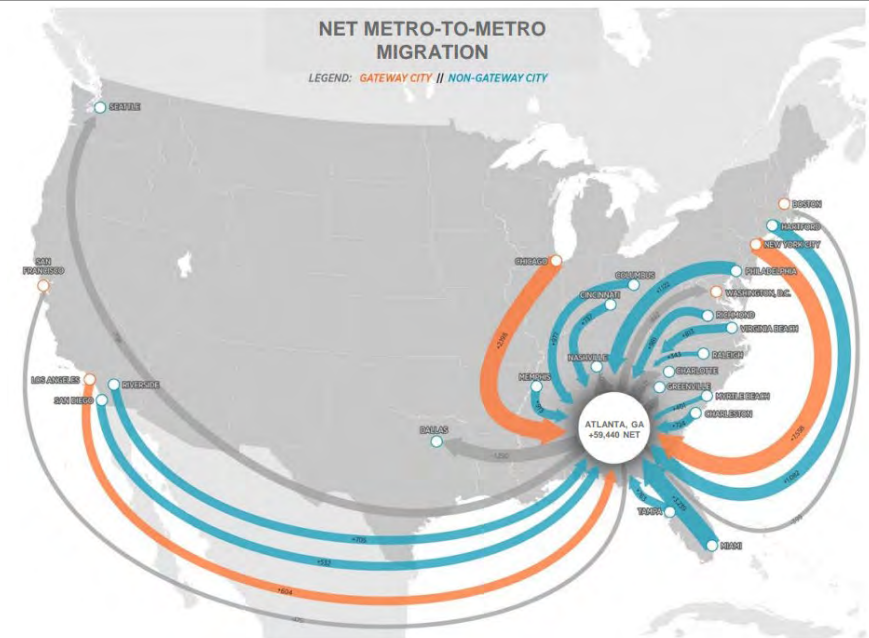
WHY ATLANTA?

The Economic and Social Engine of the Southeast

- #1 State for Doing Business for 9 consecutive years
- #1 State Workforce Development Programs for 7 consecutive years
- #1 Airport (busiest and most efficient) in the World since 1998
- #10 Largest Economy with GDP of \$396.5B
- 3.1M residents in workforce
- 1.6M millennial residents
- 17.0% projected average household income growth in the next 5 years (to \$131,897)
- 39.2% of population has annual household income of \$100k+
- 6.5M: Expected population growth by 2027; 25% increase from 2020
- 31 Fortune 500/1000 companies, #3 highest concentration in the U.S.
- 57 Colleges and Universities in the region
- 41.9% of the population has earned a bachelor's degree or higher (U.S.: 35.1%)

NET MIGRATION

Annual Average Net Migration to Atlanta



Contact Info



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