

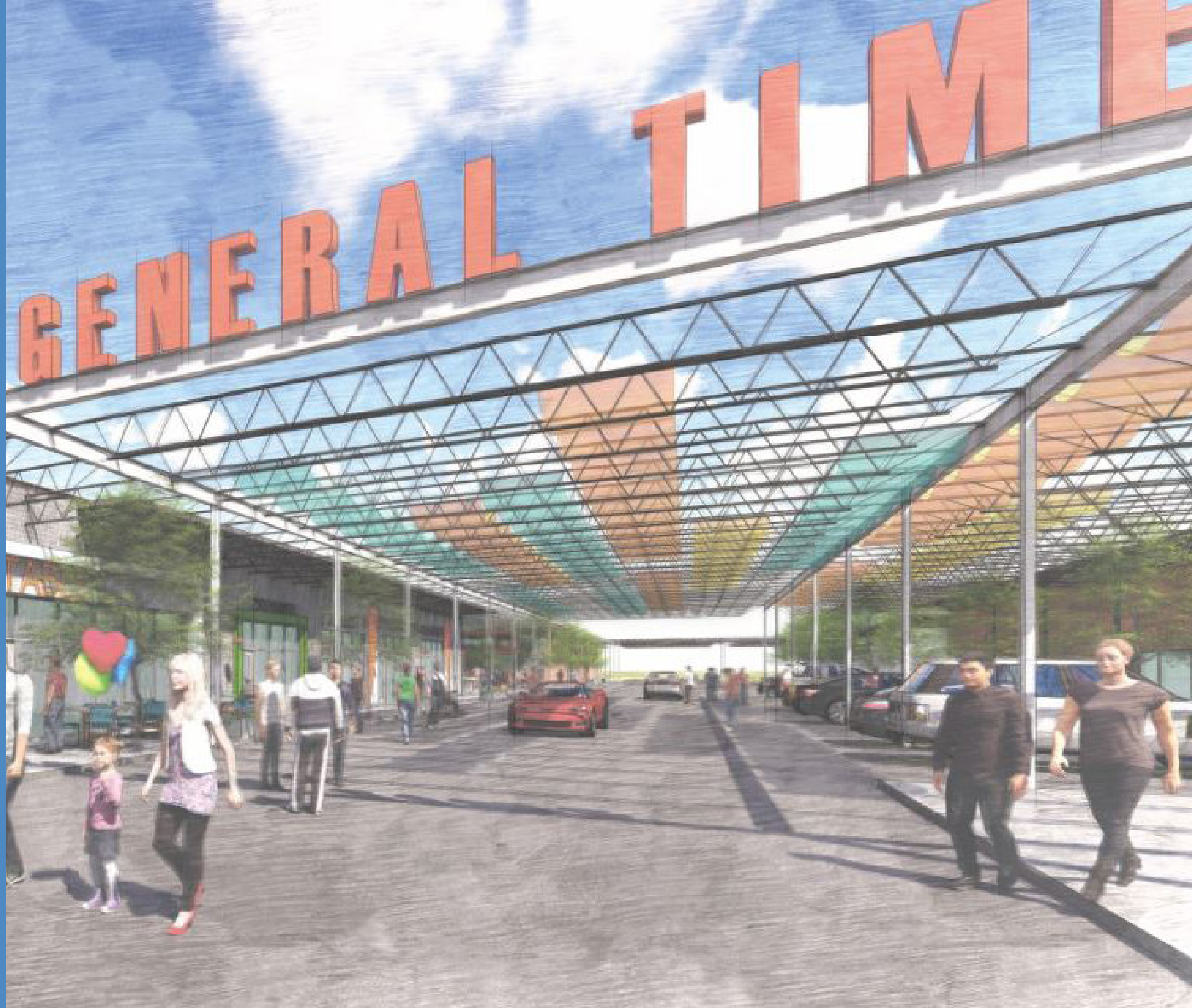


GENERALTIME

ATHENS • GA

100 Newton Bridge Road,
Athens, GA 30607

generaltimeathens.com



“General Time is an example of how adaptive reuse projects can celebrate Athens’ unique character and elevate the quality of life in Athens.”

- Michell Nguyen
Athens-Clarke County
Economic Development

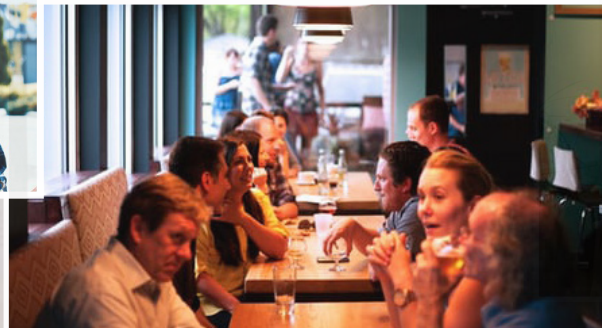
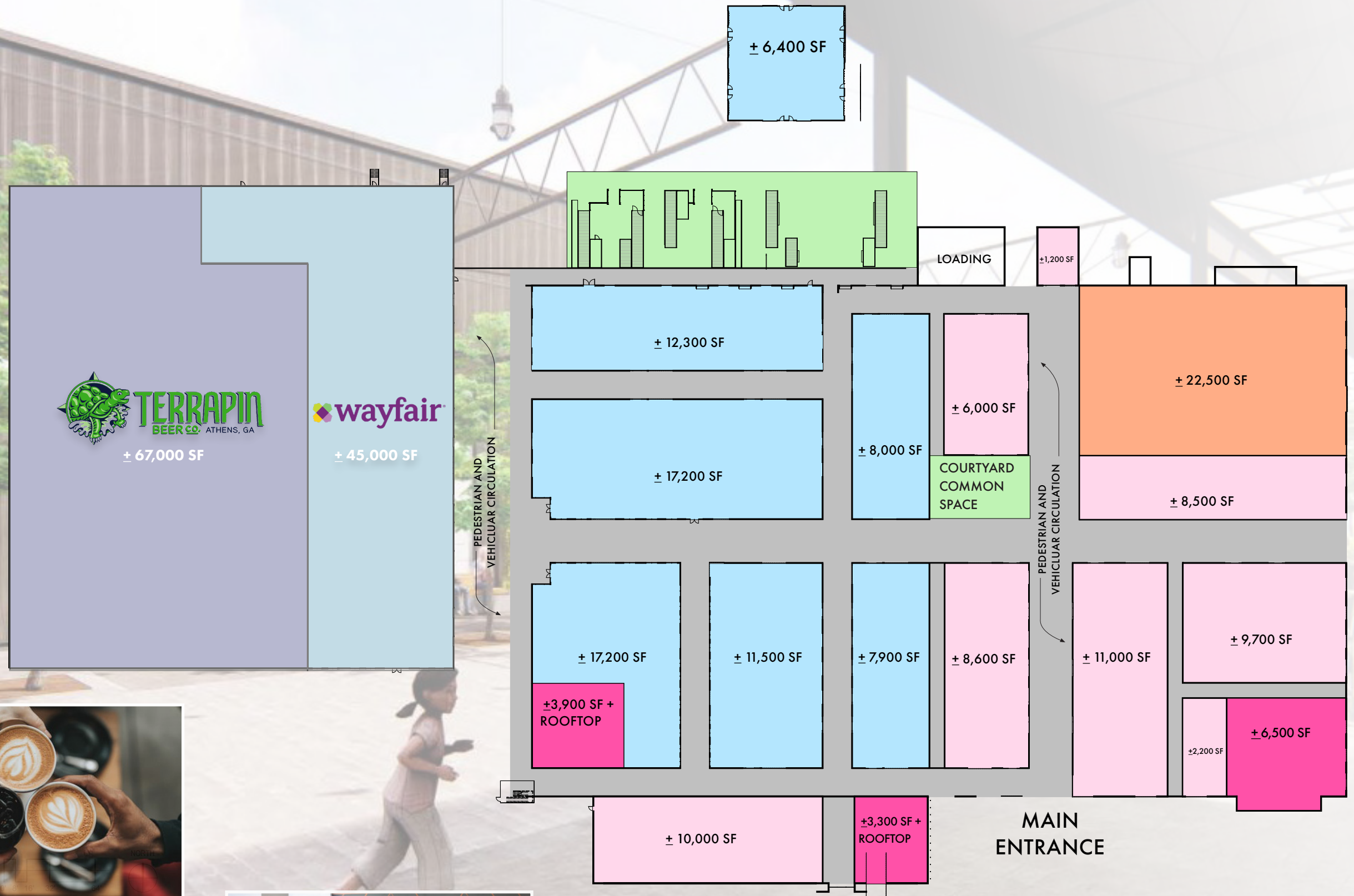


General Time

A 35-acre mixed-use development that will become the new social and commercial hub for Athens, Georgia. The project features the adaptive reuse of the former General Time/Westclox clock factory, originally constructed in the 1950s and will introduce approximately 250,000 square feet of new restaurant, retail, loft-offices and warehouses. Once completed, General Time will also offer newly constructed multifamily units, an entertainment venue and event and community green spaces.



Site Plan



The 35-acre site will offer:

Mixed Use Development

- Class A office suites
- Restaurants
- Makerspace
- Experiential Retail
- Interior green space with store frontage
- Multifamily

Community Green Space

- Recreational Events & Activity Centers
- Beer & Wine Festivals
- Outdoor Concerts
- Community Events
- Splash Pad
- Screen on the Green

A Trailhead (Potential)

- Entrance to the development from the Oconee Greenway with picnic area, cooling stations and bathrooms



**New social and
commercial hub for
Athens, Georgia**



Location Highlights

- Located within eyesight of Exit, 13 of GA 10 Loop (Athens Perimeter), across the street from the renowned Terrapin Beer Company HQ.
- Approximately two miles from Downtown Athens and The University of Georgia.
- 5 miles from Athens-Ben Epps Airport - AHN. Public use airport, owned by Clarke County.
- General Time will provide an unprecedented opportunity for companies to locate at the crossroads of Downtown Athens, the town's best neighborhoods, commerce and Athens' predominant parks: Sandy Creek Nature Center and Holland Parks Sports Complex.

Aerial Map



Holland Youth Sports Complex

Homewood Village Shopping Center

Bishop Park

Athens Country Club

LANDMARK HOSPITALS

TERRAPIN BEER CO. ATHENS, GA

POWER PARTNERS, INC.

College of Public Health UNIVERSITY OF GEORGIA

Government Transportation & Public Works

North Oconee River Greenway Trail Head

Sandy Creek Nature Center

Piedmont HEALTHCARE

HEIRLOOM

MAEPOLE

buvez!

ST. MARY'S HEALTH CARE SYSTEM

JITTERY JOE'S

North Oconee River Greenway

UNIVERSITY OF GEORGIA



Demographics



daytime population

191,000



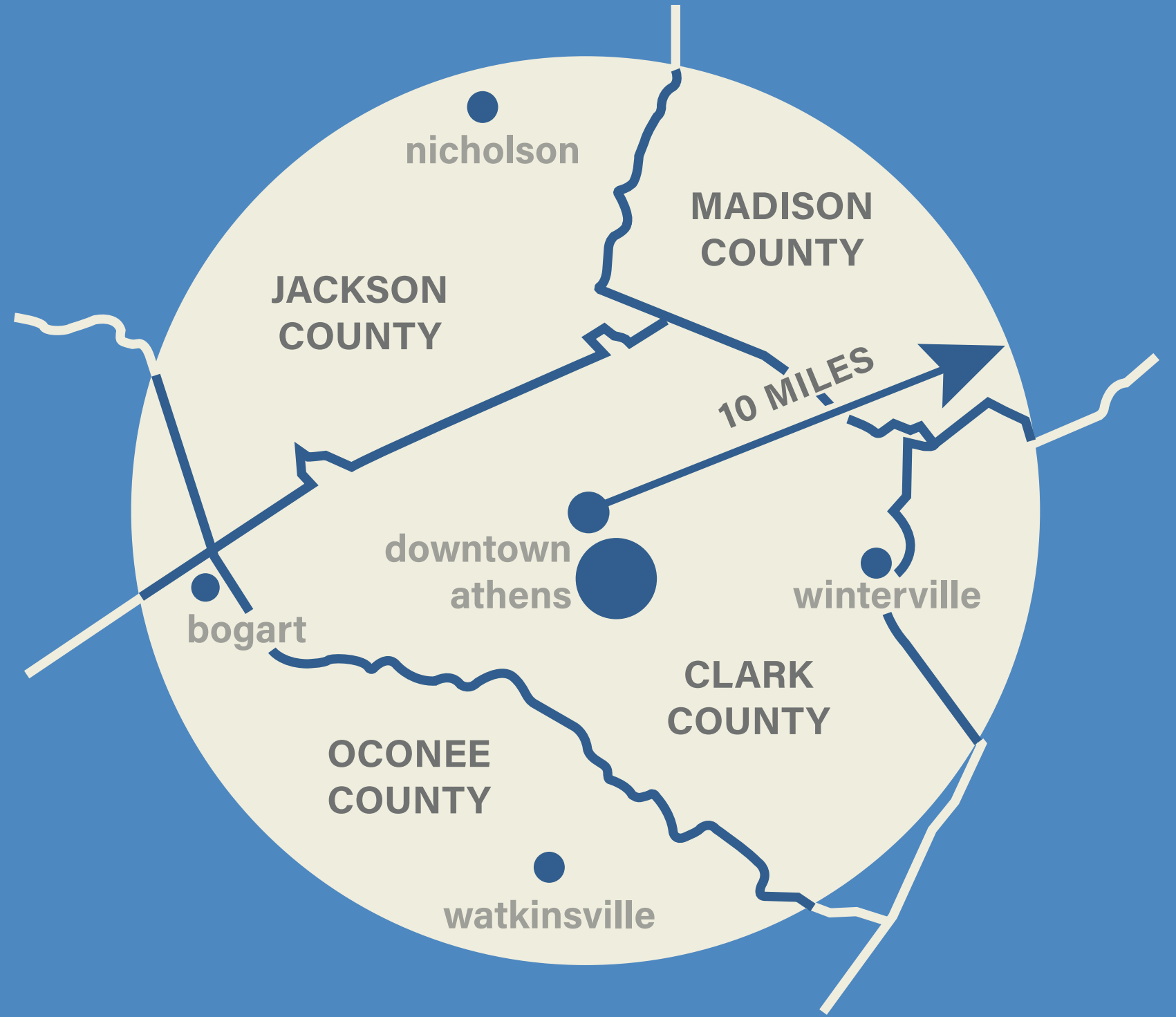
median age

29.6 years



secondary degree and up

41%





“I’m excited for the continued success of a locally-based business, and even more so for activating a key part of the core of Athens.”

— MAYOR KELLY GIRTZ



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ATHENS • GA

General Time is a cooperative venture of The Ardent Companies and Knotting Development. Leasing by Pollock Commercial.

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