



±155.9 AC

MU-2 Zoned Residential Development Opportunity

0 Joe Frank Harris Parkway | Emerson, GA 30137 | Bartow County





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Offering Summary



\$7,900,000



± 155.9 AC
(\$50,673/AC)



Current Zoning: MU-2
Medium-Density Mixed-Use District



All Utilities Available
Including Sewer



Road Frontage
± 830' on Red Top Mountain Rd
± 680' on Lakepoint Pkwy
± 1365' on Joe Frank Harris Pkwy



School District
Emerson Elementary School
Red Top Middle School
Woodland High School



Traffic
I-75: 98,800 VPD
Joe Frank Harris: 19,000 VPD
Red Top Mountain Rd: 15,800 VPD



Property Overview

Tenure Land Group is proud to present this rare zoned development opportunity near the wildly popular LakePoint Sports Campus. The subject property is ideally located less than 0.5 miles from exit 283 of I-75 and just thirty miles north of Atlanta.

Site boasts excellent visibility from I-75, Red Top Mountain Rd and Joe Frank Harris Parkway with roughly 133,600 vehicles passing the site every day. Site's main access will be via Joe Frank Harris Parkway and there are conceptual plans to connect through Lakepoint Parkway to the east. Site has access to all utilities including public water and sanitary sewer. Property is mostly wooded with rolling to sloping topography in areas allowing for long range views.

Site is being offered as a bulk sale of the entire ± 155.9 acres. This property is well suited for multiple uses as it is currently zoned MU-2 in Emerson, one of the most flexible zonings we have seen. Zoning allows for multifamily, single family, commercial and more. Seller is open to all proposals and is willing to be creative with deal structure. Adjacent ± 54.7 -acre parcel may be assembled with parent tract for a total of ± 210.6 Acres to assist with dirt balance and overall site development.

[Click Here for Full Zoning Detail](#)



± 155.9 AC

RaceTrac

Lake Allatoona



± 155.9 AC

Exit
285

RED TOP MOUNTAIN RD

RaceTrac

Location Overview

Site is located in the City of Emerson Georgia, just 30 miles northwest of Atlanta along I-75. Access from the property is less than 0.5 miles from both exit 283 and 285 on I-75 making it extremely accessible to the Atlanta Market.

Residentially, there is a scarce supply of homes on the market showing a clear demand for residential development. Directly to the south, Cobb County is practically built out making Bartow County prime to continue that growth. We expect that growth to continue north into Emerson. Site is less than 3 miles to the Cobb County line, and the zoning allows for great flexibility on development.

Site in the Woodland High School, Red Top Middle School, and Emerson Elementary School Districts.

Current Zoning



Adjacent $\pm$ 54.7-acre parcel may be assembled with parent tract for a total of $\pm$ 210.6 Acres to assist with dirt balance and overall site development.

Community Highlights



Lake Allatoona

Lake Allatoona is one of North Georgia's premier recreational destinations, offering over 12,000 acres of water and 270 miles of shoreline just north of metro Atlanta. The lake attracts boaters, anglers, campers, and outdoor enthusiasts year-round, supported by multiple marinas, parks, beaches, and hiking trails. Its proximity to Emerson provides convenient access to waterfront recreation just minutes away, while maintaining a strong residential appeal driven by lifestyle amenities.



LakePoint Sports

LakePoint Sports, the premier travel and youth sports destination in the country, encompasses a sprawling 1,300-acre campus in Emerson featuring five premium venues: the Champions Center Indoor Pavilion, the Baseball Village, Publix Fields, and the Beach Pavilion. Focused on delivering excellence in the guest experience and fostering world-class partnerships, LakePoint annually hosts millions of guests from across the globe and attracts athletes to compete against the nation's best. Leveraging influential media platforms and pioneering innovative technology, LakePoint Sports is dedicated to setting the standard in travel and youth sports, drawing steady visitor traffic to the surrounding area year-round. *To learn more, visit www.LakePointSports.com*



The Battery

Battery Atlanta delivers an energetic, walkable atmosphere anchored by Truist Park, home of the Atlanta Braves, along with a mix of hotels, offices, and residences. Known for its lively game-day crowds, year-round events, rooftop bars, chef-driven restaurants, and open-air gathering spaces, The Battery blends entertainment, dining, and nightlife into one dynamic destination. Whether it's a packed playoff night or a casual evening out, it offers a vibrant social scene that adds to the area's overall lifestyle appeal.

LOCATION MAP

**1.2 radial
miles**

to Lake Allatoona

**4.8 miles /
10min**

Drive to Cartersville

**15.5 miles /
20min**

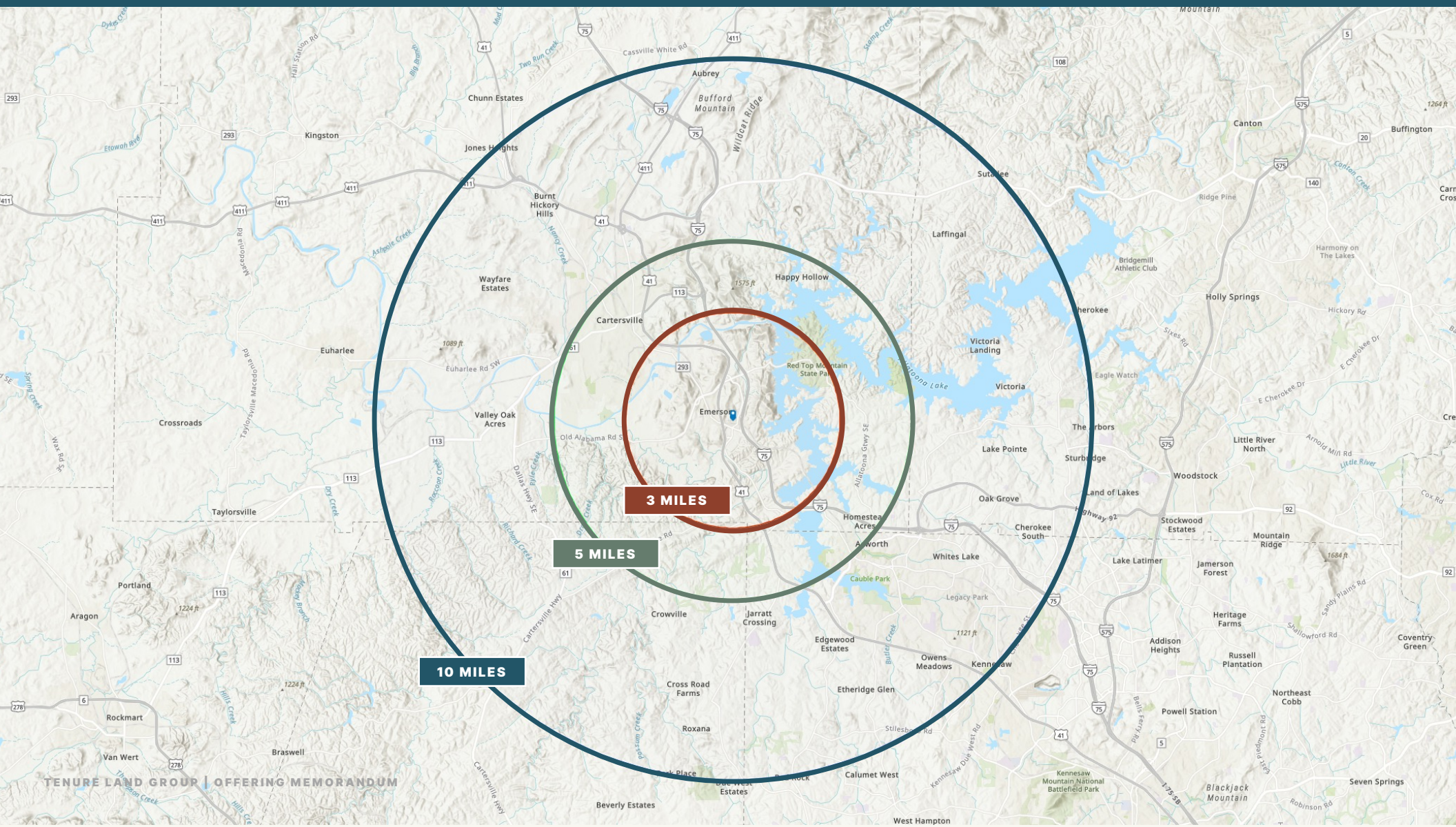
Drive to Downtown Kennesaw

246,800

Population within 5 miles

\$122,355

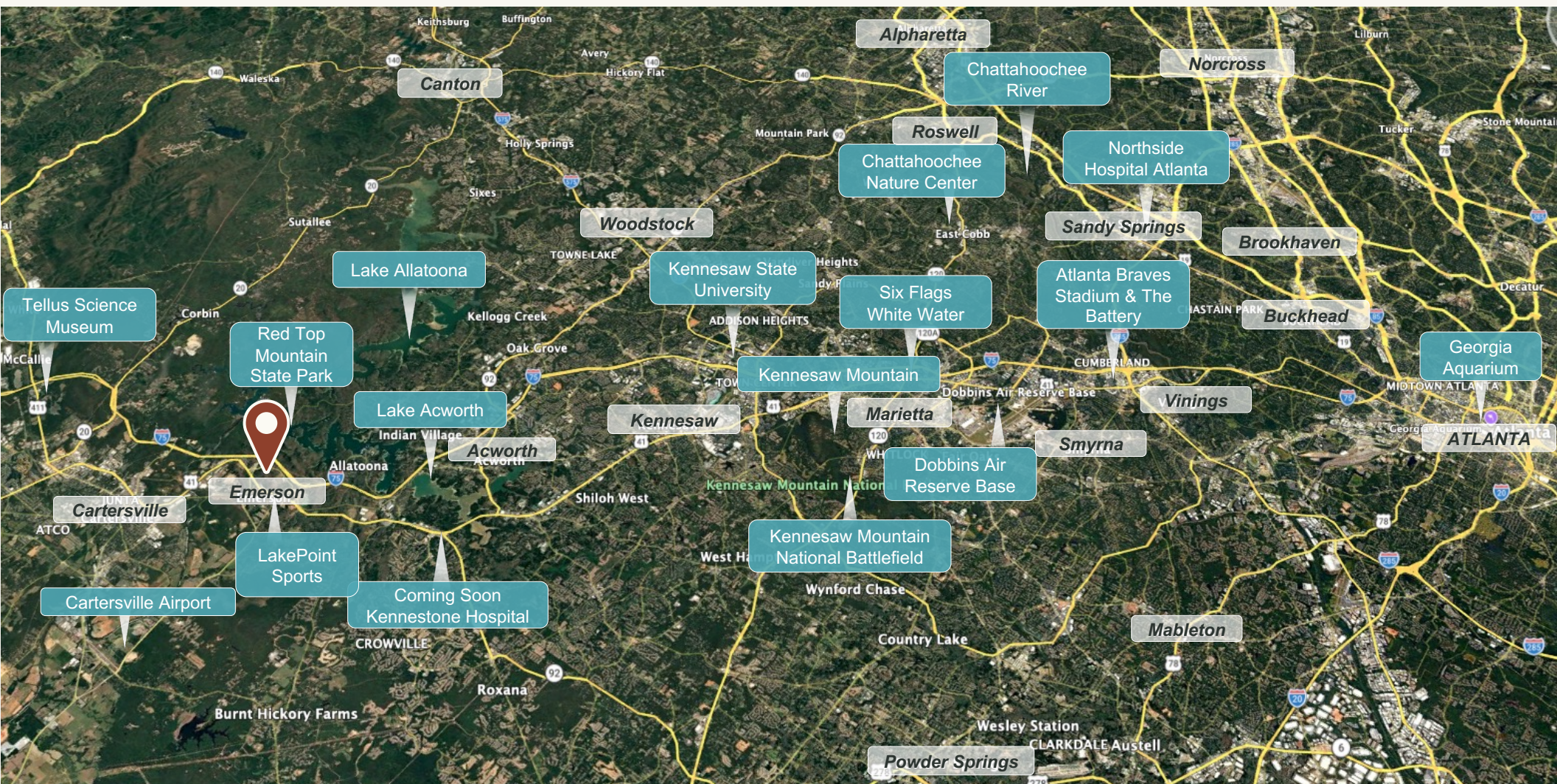
Average Household
income (5 miles)



Retailers Map



Area Overview



Demographics

Executive Summary

Emerson
Emerson, Georgia
Rings: 3, 5, 10 mile radii



Population	3 miles	5 miles	10 miles
2020 Population	4,562	34,351	217,335
2020 Male Population	51.0%	49.3%	48.9%
2020 Female Population	49.0%	50.7%	51.1%
2026 Population	5,288	38,860	246,800
2026 Male Population	51.3%	50.0%	49.6%
2026 Female Population	48.7%	50.0%	50.4%
2031 Population	5,888	43,689	266,739
2031 Male Population	50.9%	49.9%	49.4%
2031 Female Population	49.1%	50.1%	50.6%
2010-2020 Annual Rate	0.07%	0.92%	1.38%
2020-2026 Annual Rate	2.39%	1.99%	2.06%
2026-2031 Annual Rate	2.17%	2.37%	1.57%

In the identified area, the current year population is **246,800**. In 2020, the Census count in the area was **217,335**. The rate of change since 2020 was **2.06%** annually. The five-year projection for the population in the area is **266,739** representing a change of **1.57%** annually from 2026 to 2031. Currently, the population is **49.6%** male and **50.4%** female.

Median Age

2026 Median Age	44.2	40.5	38.7
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The median age in this area is **38.7**, compared to U.S. median age of **39.6**.

Race and Ethnicity

2026 White Alone	80.2%	69.1%	64.0%
2026 Black Alone	3.5%	13.7%	16.4%
2026 American Indian Alone	0.7%	0.6%	0.5%
2026 Asian Alone	0.5%	1.6%	3.3%
2026 Pacific Islander Alone	0.0%	0.1%	0.1%
2026 Some Other Race Alone	5.6%	6.7%	5.7%
2026 Two or More Races	9.5%	8.3%	10.0%
2026 Hispanic Origin	14.3%	13.2%	13.2%
2026 Diversity Index	50.4	60.9	65.2

Persons of Hispanic origin represent **13.2%** of the population in the identified area compared to **19.9%** of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is **65.2** in the identified area, compared to **73.0** for the U.S. as a whole.

Source: This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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Executive Summary | Emerson | Rings: 3, 5, 10 mile radii

Households	3 miles	5 miles	10 miles
2026 Wealth Index	93	93	107
2010 Total Households	1,678	11,338	66,451
2020 Total Households	1,697	12,685	77,144
2026 Total Households	2,023	14,437	88,362
2031 Total Households	2,280	16,235	95,846
2010-2020 Annual Rate	0.11%	1.13%	1.50%
2020-2026 Annual Rate	2.85%	2.09%	2.20%
2026-2031 Annual Rate	2.42%	2.38%	1.64%
2026 Average Household Size	2.60	2.63	2.78

The household count in this area has changed from **77,144** in 2020 to **88,362** in the current year, a change of **2.20%** annually. The five-year projection of households is **95,846**, a change of **1.64%** annually from the current year total. Average household size is currently **2.78**, compared to **2.80** in the year 2020. The number of families in the current year is **64,342** in the specified area.

Mortgage Income

2026 Percent of Income for Mortgage	24.6%	20.7%	20.1%
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Median Household Income

2026 Median Household Income	\$87,690	\$98,221	\$109,782
2031 Median Household Income	\$106,085	\$113,269	\$127,049
2026-2031 Annual Rate	3.88%	2.89%	2.96%

Average Household Income

2026 Average Household Income	\$111,218	\$115,091	\$132,063
2031 Average Household Income	\$127,561	\$130,569	\$149,187
2026-2031 Annual Rate	2.78%	2.56%	2.47%

Per Capita Income

2026 Per Capita Income	\$42,434	\$44,091	\$47,324
2031 Per Capita Income	\$49,199	\$49,938	\$53,638
2026-2031 Annual Rate	3.00%	2.52%	2.54%

Income Equality

2026 Gini Index	44.3	42.7	40.3
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Source: This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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