

±6.54 AC

Commercial Development Opportunity

255 Stars Way | Emerson, GA 30137 | Bartow County

Tenure
LAND GROUP





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Offering Summary



\$4,400,000



± 6.54 AC
(\$672,783/AC)



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



All Utilities Available
Including Sewer



Road Frontage
± 547' on Lakepoint Pkwy
± 357' on Stars Way



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



Traffic
I-75: 100,000 VPD
Joe Frank Harris Pkwy: 19,200 VPD



Property Overview

255 Stars Way consists of ± 6.54 acres strategically positioned along LakePoint Parkway in Emerson, Georgia, within the established LakePoint commercial and entertainment district. The property is zoned MU-2 (Medium-Density Mixed-Use District) and benefits from utilities including sewer, allowing flexibility for a variety of commercial and mixed-use opportunities.

The site includes roughly 1.516 acres of valuable stormwater infrastructure, leaving roughly 5.024 acres usable outside of the stormwater pond area. With approximately 547 feet of frontage along LakePoint Parkway and 357 feet along Stars Way, the property offers strong visibility at a signalized intersection.

Surrounding development includes LakePoint Sports, hotels, restaurants and other commercial uses, creating consistent activity throughout the area. With I-75 access less than one-half mile away, the property is well positioned for commercial users seeking visibility, accessibility and proximity to one of Northwest Georgia's most active sports and tourism destinations.

[Click Here for Full Zoning Detail](#)





STEGALL VILLAGE TOWNHOMES

170 Units
- Under Development -

STARS WAY TOWNHOMES

122-Unit BTR TH Community
Trilogy / REV3 Homes
- Under Construction -

FUTURE MIXED-USE



WALKABILITY

- LakePoint Sports draws roughly 3M visitors annually
- Strong residential and commercial growth continues north along the I-75 corridor
- 3 hotels on the south campus; average visitor stay exceeds 4 nights

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.

The surrounding area has developed into a world renowned destination for sports, hospitality, dining and commercial activity, anchored by LakePoint Sports and supported by nearby hotels, restaurants, convenience retail and service businesses.

With I-75 carrying roughly 100,000 VPD and Joe Frank Harris Parkway carrying approximately 19,200 VPD, the property benefits from strong accessibility and commercial exposure. Its zoning, utilities including sewer and proximity to established demand generators position the site well for a variety of retail, restaurant, hospitality, service or mixed-use concepts.

Current Zoning

[Click Here for Full Zoning Detail](#)



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**

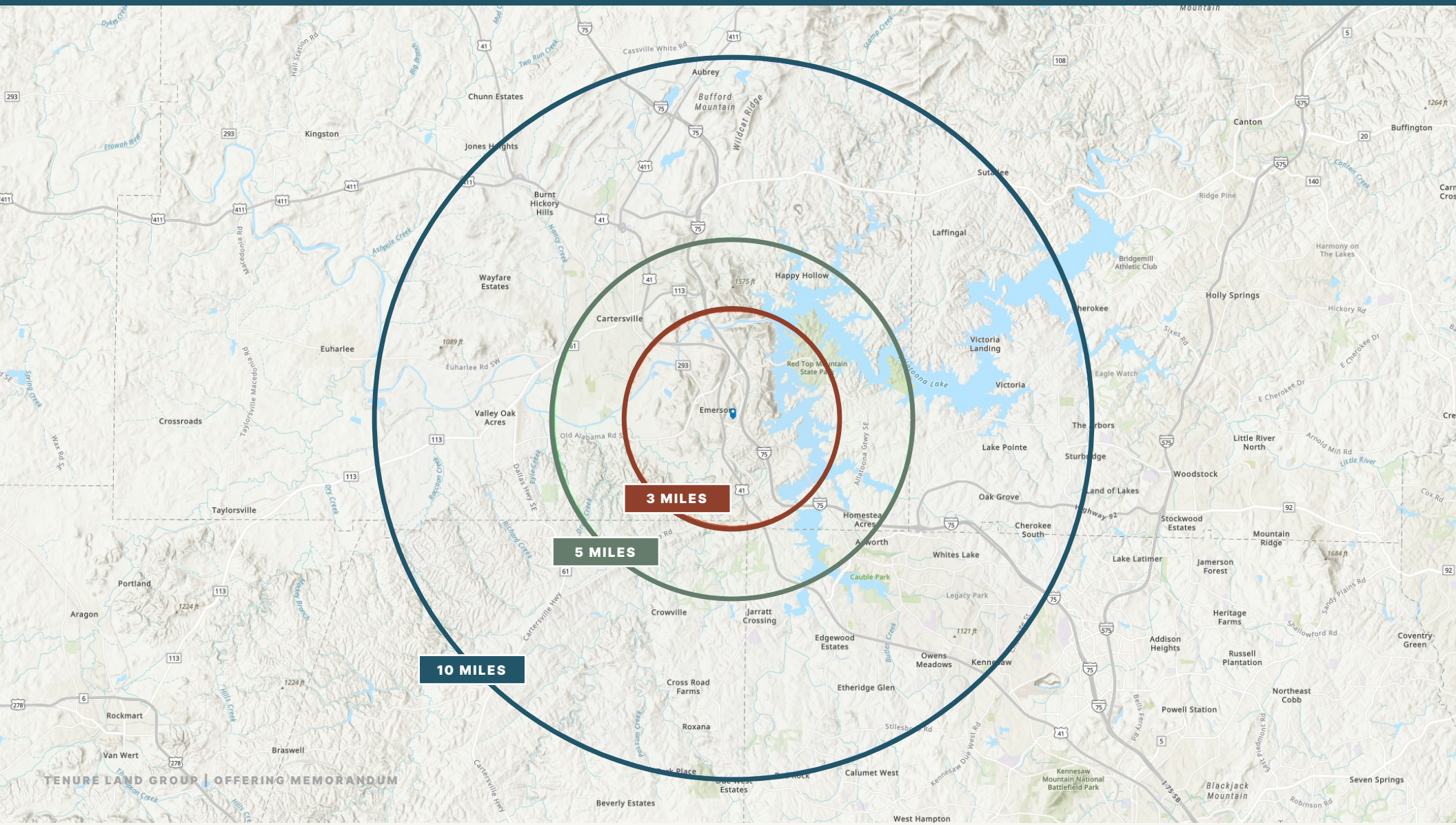
Drive to Downtown Kennesaw

246,800

Population within 5 miles

\$122,355

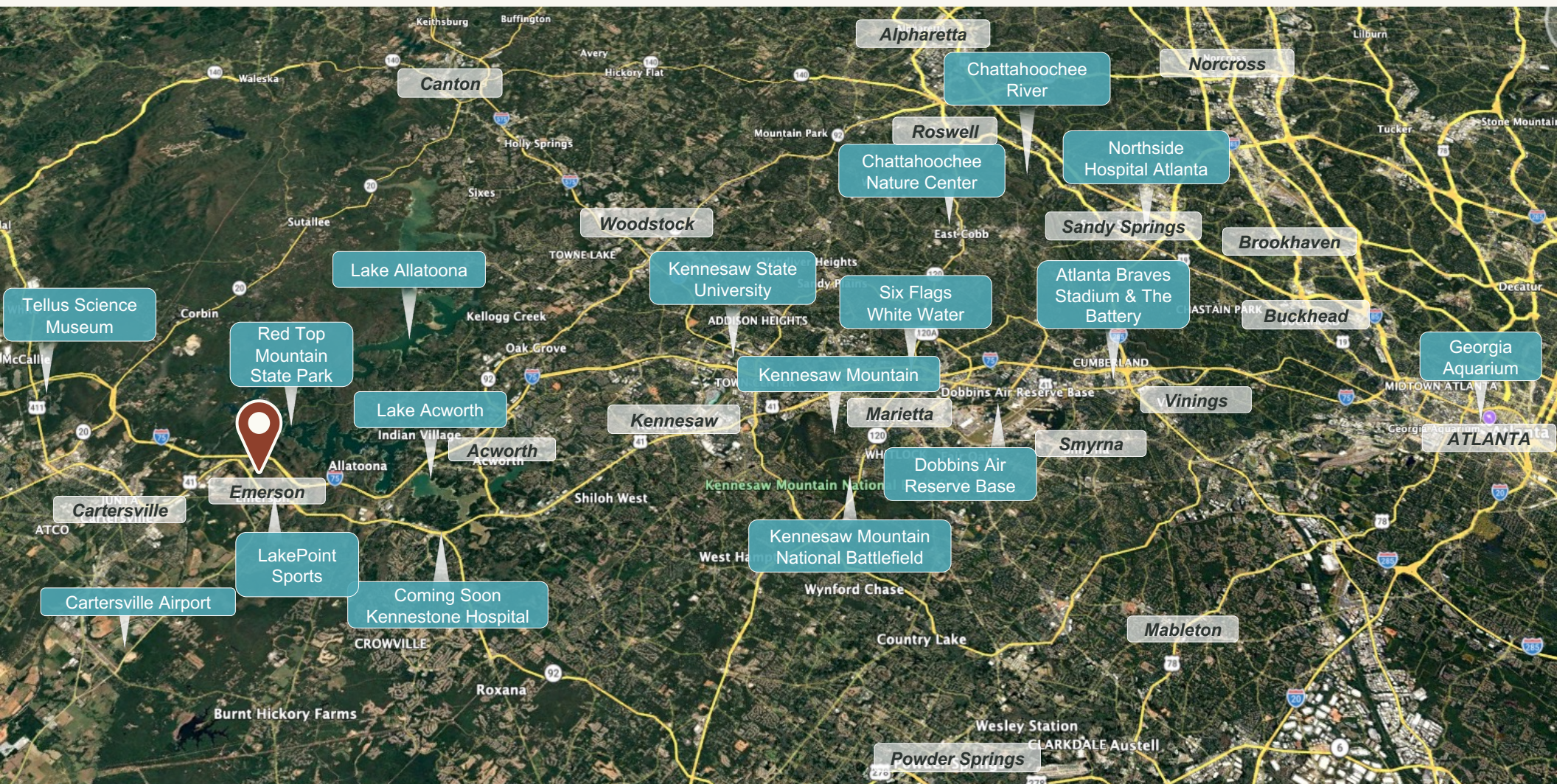
Average Household
income (5 miles)



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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CONTACT INFORMATION



Stephen Lovett

770.842.6635
stephen@tenureland.com



Matt McCord

770.561.0500
matt@tenureland.com



Zach Tibbs

770.718.7224
zach@tenureland.com

TENURELAND.COM

MAIN: 770.847.9032

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