

FOR SALE

194.14 +/- Acres on I-75 Just North of Atlanta, GA

0 Old Allatoona Road, Emerson, GA 30137

For More Information: Stephen Lovett

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Matt McCord

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Norton Commercial
434 Green Street
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NORTON

EXECUTIVE SUMMARY

194.14 +/- Acres on I-75 Just North of Atlanta, GA

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OFFERING SUMMARY

Sale Price:	Ask Broker
Lot Size:	194.14 Acres
Traffic Counts:	95,800 VPD
Zoning:	MU-2
Lake Allatoona Frontage:	3,000'
I-75 Road Frontage:	4,000'
CSX Railroad Frontage:	5,000'

PROPERTY OVERVIEW

The Norton Commercial Group is proud to present this 194.14 +/- Acre mixed-use development opportunity ideally located just 25 miles northwest of Atlanta, Georgia. Site boasts 4,000' of direct frontage along I-75 at Exit 283 with excellent visibility to the 95,800 vehicles passing the site per day. Site has over 5,000' of frontage on the CSX railroad. Site has access to all utilities including sanitary sewer, roughly 200' from the site. Site is wooded with rolling to sloping topography in areas. The Subject Property is comprised of multiple parcels with nearly 3,000' of Corps frontage allowing for long range Lake Allatoona views and available lake access. Site offered both as a bulk sale of the entire 194.14 +/- acres and in smaller portions to fit buyer's needs. This property is 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, industrial, single family, commercial, etc. Zoning detail available upon request.

LOCATION OVERVIEW

Site is located in the City of Emerson, Georgia, just 25 miles northwest of Atlanta along the I-75 Power Alley. Access from the property is just 0.6 miles from exit 283 on I-75 making it extremely desirable for a number of development opportunities. Just over an hour south of Chattanooga tucked between the North GA Mountains and Atlanta. Exit 283 is home to the regional economic catalyst LakePoint Sports. Georgia's 2nd Largest University, Kennesaw State University is just 12 miles southeast of the site and has an enrollment of over 41,000 Students. Truist Park and the Battery are just 25 miles southeast of the site. There is only a 1.2-month supply of homes on the market within a 5-mile radius. Residentially, there is a major shortage of homes on the market showing a clear demand for residential development.

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LOCATION

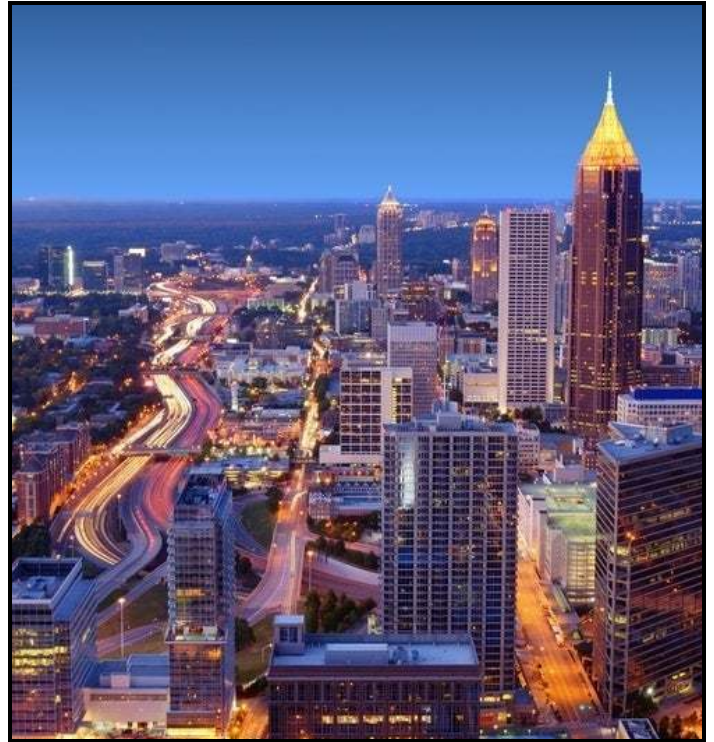
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ATLANTA, GEORGIA

Just 25 minutes southeast of the Subject Property, Atlanta, Georgia is home to 6.14 million people and one of the Top 20 Fastest Growing Large Cities in the US. In 2021, Georgia was named the "Top State for Doing Business" for the 8th consecutive year. The Subject Property is ideally located with close proximity to all of Atlanta's many attractions including the Georgia Aquarium, Atlanta Botanical Gardens, Centennial Olympic Park, CNN Center and many more. Hartsfield Jackson International Airport is widely known as the world's busiest airport serving 110+ million passengers annually. The World Champion Atlanta Braves' Truist Park and the Battery are located along I-75 just 20 minutes south of the Subject Property. The residential real estate market in the Atlanta metropolitan area is seeing the highest counts in new home closings and new home starts since 2008, according to the latest MetroStudy market analysis. Additionally, we have the lowest supply of new homes on the market and lowest inventory of vacant developed lots since that same 2008 benchmark. Atlanta is well-positioned to see steady growth in the near and long term.



LAKEPOINT SPORTS

LakePoint Sports (www.LakPointSports.com), the premier youth sports destination in the country, serves athletes in more than 30 sports year-round, including baseball, basketball, volleyball, soccer, lacrosse, gymnastics and cheer. LakePoint sees roughly 1,000,000 visitors per year and contributes to over \$100 million in regional economic impact annually. Based in the greater Atlanta area, the 1,300-acre LakePoint Sports campus features the 170,000-square-foot Champions Center with the world's largest continuous wood floor where 12 full-court basketball games or 24 full-court volleyball games can play at once. Additionally, the campus includes eight Major League-sized baseball fields and three multi-use fields for soccer, lacrosse, rugby and football, as well as a 10-court beach volleyball pavilion and a three-lake wakeboarding park. LakePoint Sports is the flagship campus for Prep Baseball Report (PBR) and offers live streaming and video-on-demand capabilities, serving as the global testing site for PlaySight Interactive.



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ADDITIONAL PHOTOS

194.14 +/- Acres on I-75 Just North of Atlanta, GA

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Proximity to I-75, Lake Allatoona and LakePoint Sports



Long Range Lake Allatoona Views from Subject Property



I-75 Frontage

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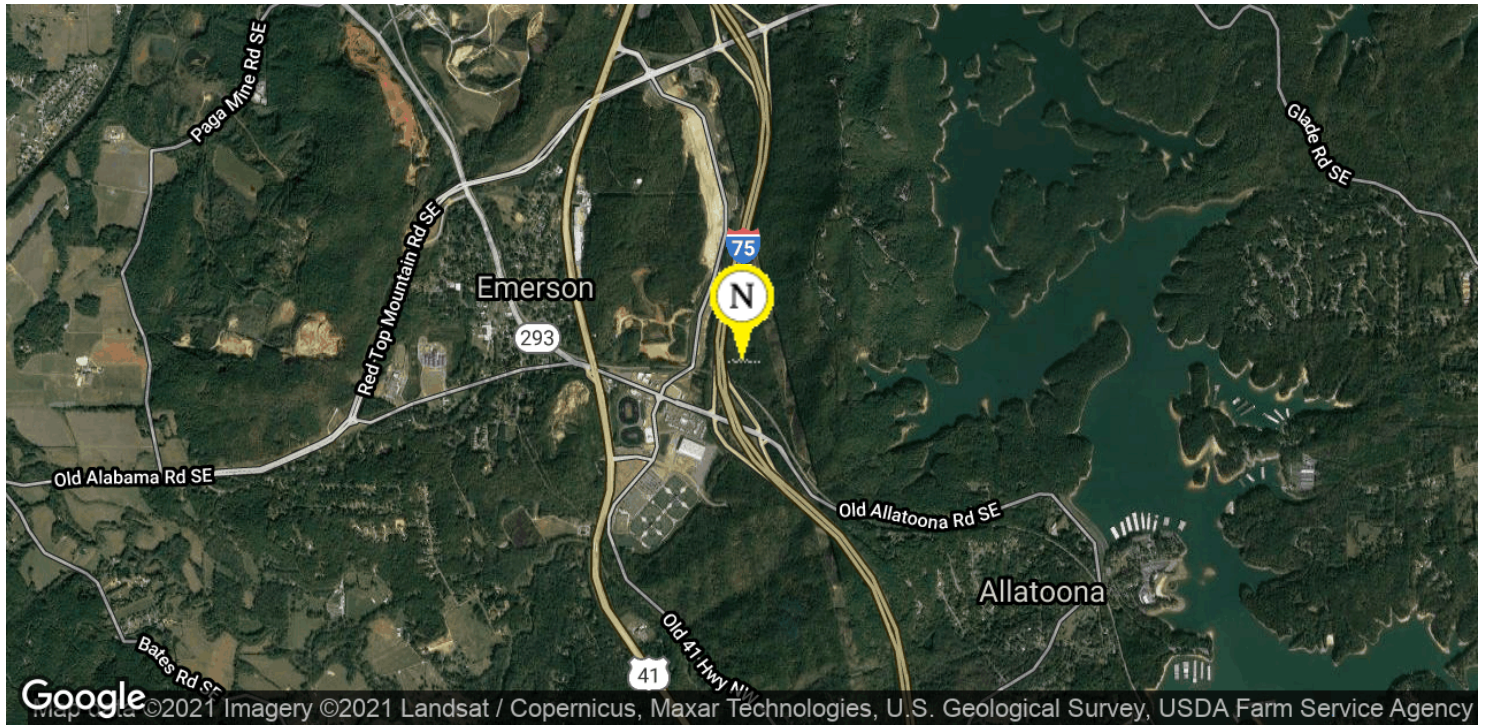
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LOCATION MAP

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Executive Summary

Emerson
 Emerson, Georgia
 Rings: 5, 10, 25 mile radii

Prepared by Esri
 Latitude: 34.12196
 Longitude: -84.73870

	5 miles	10 miles	25 miles
Population			
2000 Population	22,733	162,125	1,080,466
2010 Population	29,885	219,854	1,337,382
2021 Population	33,440	256,400	1,525,383
2026 Population	39,087	281,197	1,627,014
2000-2010 Annual Rate	2.77%	3.09%	2.16%
2010-2021 Annual Rate	1.00%	1.38%	1.18%
2021-2026 Annual Rate	3.17%	1.86%	1.30%
2021 Male Population	49.3%	49.1%	48.9%
2021 Female Population	50.7%	50.9%	51.1%
2021 Median Age	39.7	37.0	37.5

In the identified area, the current year population is 1,525,383. In 2010, the Census count in the area was 1,337,382. The rate of change since 2010 was 1.18% annually. The five-year projection for the population in the area is 1,627,014 representing a change of 1.30% annually from 2021 to 2026. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 39.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2021 White Alone	78.3%	72.5%	65.8%
2021 Black Alone	11.9%	16.3%	21.4%
2021 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2021 Asian Alone	1.9%	3.2%	4.5%
2021 Pacific Islander Alone	0.1%	0.1%	0.1%
2021 Other Race	4.5%	4.5%	4.8%
2021 Two or More Races	2.9%	3.1%	3.1%
2021 Hispanic Origin (Any Race)	10.5%	11.2%	11.7%

Persons of Hispanic origin represent 11.7% of the population in the identified area compared to 18.9% 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 61.9 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

2021 Wealth Index	81	101	121
2000 Households	8,407	57,213	401,777
2010 Households	11,001	76,847	495,896
2021 Total Households	12,407	89,377	563,566
2026 Total Households	14,461	97,867	600,483
2000-2010 Annual Rate	2.73%	2.99%	2.13%
2010-2021 Annual Rate	1.07%	1.35%	1.14%
2021-2026 Annual Rate	3.11%	1.83%	1.28%
2021 Average Household Size	2.68	2.85	2.68

The household count in this area has changed from 495,896 in 2010 to 563,566 in the current year, a change of 1.14% annually. The five-year projection of households is 600,483, a change of 1.28% annually from the current year total. Average household size is currently 2.68, compared to 2.67 in the year 2010. The number of families in the current year is 389,816 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Emerson
Emerson, Georgia
Rings: 5, 10, 25 mile radii

Prepared by Esri
Latitude: 34.12196
Longitude: -84.73870

	5 miles	10 miles	25 miles
Mortgage Income			
2021 Percent of Income for Mortgage	17.9%	13.3%	15.2%
Median Household Income			
2021 Median Household Income	\$58,049	\$77,227	\$78,264
2026 Median Household Income	\$64,826	\$84,598	\$86,499
2021-2026 Annual Rate	2.23%	1.84%	2.02%
Average Household Income			
2021 Average Household Income	\$79,794	\$95,406	\$105,396
2026 Average Household Income	\$91,922	\$106,816	\$117,855
2021-2026 Annual Rate	2.87%	2.29%	2.26%
Per Capita Income			
2021 Per Capita Income	\$29,541	\$33,105	\$39,011
2026 Per Capita Income	\$33,959	\$37,016	\$43,576
2021-2026 Annual Rate	2.83%	2.26%	2.24%

Households by Income

Current median household income is \$78,264 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$86,499 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$105,396 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$117,855 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$39,011 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$43,576 in five years, compared to \$39,378 for all U.S. households

Housing			
2021 Housing Affordability Index	130	175	155
2000 Total Housing Units	8,924	59,837	420,888
2000 Owner Occupied Housing Units	6,071	46,756	284,719
2000 Renter Occupied Housing Units	2,337	10,457	117,058
2000 Vacant Housing Units	516	2,624	19,111
2010 Total Housing Units	12,223	83,304	543,670
2010 Owner Occupied Housing Units	7,631	58,983	346,008
2010 Renter Occupied Housing Units	3,370	17,864	149,888
2010 Vacant Housing Units	1,222	6,457	47,774
2021 Total Housing Units	13,467	94,852	606,596
2021 Owner Occupied Housing Units	8,929	70,089	395,310
2021 Renter Occupied Housing Units	3,478	19,288	168,256
2021 Vacant Housing Units	1,060	5,475	43,030
2026 Total Housing Units	15,701	104,102	646,333
2026 Owner Occupied Housing Units	10,717	77,622	425,409
2026 Renter Occupied Housing Units	3,744	20,245	175,074
2026 Vacant Housing Units	1,240	6,235	45,850

Currently, 65.2% of the 606,596 housing units in the area are owner occupied; 27.7%, renter occupied; and 7.1% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 543,670 housing units in the area - 63.6% owner occupied, 27.6% renter occupied, and 8.8% vacant. The annual rate of change in housing units since 2010 is 4.99%. Median home value in the area is \$283,097, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.40% annually to \$318,800.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.