



MARGIN DISTRICT

FRANKLIN, TN

*Luxury. History. Proximity.
It's all on The Margin.*

LEASING SERVICES PROVIDED EXCLUSIVELY BY



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MEET FRANKLIN'S VIBRANT NEW DISTRICT



Reflecting the fabric of Franklin that reaches back to 1799, The Margin District thoughtfully incorporates the historic Handy Hardware building into the project through preservation. Locally inspired millwork, antiqued brass, stepped rooflines and dormered, gabled upper floors all contribute to stately, authentic and timeless designs that define one of America's most notable small towns. The Margin District is an elegant expression of Franklin's balance between preservation and progress.

THE MARGIN
DISTRICT



Claim One of the Region's Rarest Opportunities

Here on the Margin, luxury residential, retail and office space bring new energy to downtown's periphery and create even more reasons to visit, enjoy a meal or shop with friends and family.

The Margin District offers **50,000 SF of street-level retail** for premium brands, hospitality concepts, and curated experiences.

Up to 20,000 SF
available for signature
restaurant concepts

Elevated finishes and store-
front design for a high-end
customer experience

Walkable layout designed
to encourage exploration
and repeat visits

Ideal for luxury goods,
specialty retail, and wellness
or personal services

Flexibility for custom
build-outs that reflect
your brand's vision

Leasing is now underway for brands who are ready to define the next chapter of downtown Franklin.

LOCATION MATTERS

THIS ONE IS IDEAL



FRANKLIN, TENNESSEE

One of the **South's best-ranked places** to live, visit, and do business

Just **30 minutes** from **Nashville** and BNA

Home to Tennessee's most affluent households and **highest-performing retail districts**

Historic **charm meets modern** sophistication

CONNECTED AND CONVENIENT

Part of the **Nashville MSA**, with regional pull from Cool Springs, Brentwood, and the entirety of Williamson County, Tennessee's most affluent

Easy access to I-65 and key commuter corridors

HISTORIC SETTING WITH MODERN ENERGY

At the apex of **historic downtown Franklin**, just off Main Street

Surrounded by **award-winning dining**, shopping, and cultural landmarks

Adjacent to top-tier retail destinations like **The Factory at Franklin** and **McEwen Northside**

A PRIME ADDRESS

Rare visibility in a **high-barrier-to-entry market** (retail vacancy just 1.6%)

Walkable, discoverable, and designed for connection

A place **locals love**—and visitors plan around

Greatest Southern Town <i>Garden & Gun</i>	Best Places to Live <i>CNN Money</i>	22nd Most Affluent County in the U.S. <i>Yahoo Finance</i>	South's Best Cities 2025 <i>Southern Living Magazine</i> #14 Franklin	Best City on the Rise 2024 <i>Southern Living Magazine</i> #2 Franklin
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2.8 million
annual visitors to Historic
Downtown Franklin (2024)

\$3.28 million
spent daily in Williamson County (2022)



The
M
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AN AUDIENCE THAT DELIVERS SMALL TOWN. BIG IMPACT.

The Margin District sits in the heart of one of the most affluent, active, and fast-growing markets in the Southeast. With a built-in luxury residential base and millions of annual visitors, this is a location with reach, relevance, and significant spending power.



\$1.195 billion
total tourism impact in Williamson County (2022)



70% of visitors
to downtown Franklin come from
the Nashville MSA

AFFLUENT, ENGAGED, AND GROWING
Within a 10-mile radius:

Population: 204,266

Average Household Income: \$193,600

Median Home Value: \$930,491

Median Disposable Income: \$112,565

Median Discretionary Income: \$93,795

Population Growth: 1.89% vs. national
average of 0.38% (2024-2029 annual rate)



DESIGNED TO BELONG

Warm brick. Stepped rooflines. Gabled dormers and classic millwork. Antiqued brass, natural textures, and carefully scaled details that feel like they've always been part of downtown Franklin. From the storefronts and shared streetscapes to the private residences above, every detail is thoughtfully designed to feel both timeless and new.

This district is designed to last — timeless, elegant, and built to be just as beautiful for future generations as it will be on day one.

HERITAGE WITH PURPOSE

In Franklin, preservation isn't just a principle – it's woven into the fabric of the culture. The historic Handy Hardware building will be carefully restored and reimagined as a cornerstone of The Margin District, reflecting the town's commitment to balancing its rich history and exciting growth.

A REIMAGINED LEVEL OF LUXURY



The Margin District is a mixed-use development, thoughtfully designed to blend retail, dining, office, and residential into one dynamic community.

M



3RD FLOOR

The Residences at Margin District

25 spacious, luxury condominiums with private storage and parking, refined interior finishes, modern amenities, and a green roof

2ND FLOOR

Executive Office Space

50,000 SF on the second floor, ideal for professional firms and growing teams seeking elevated surroundings

1ST FLOOR

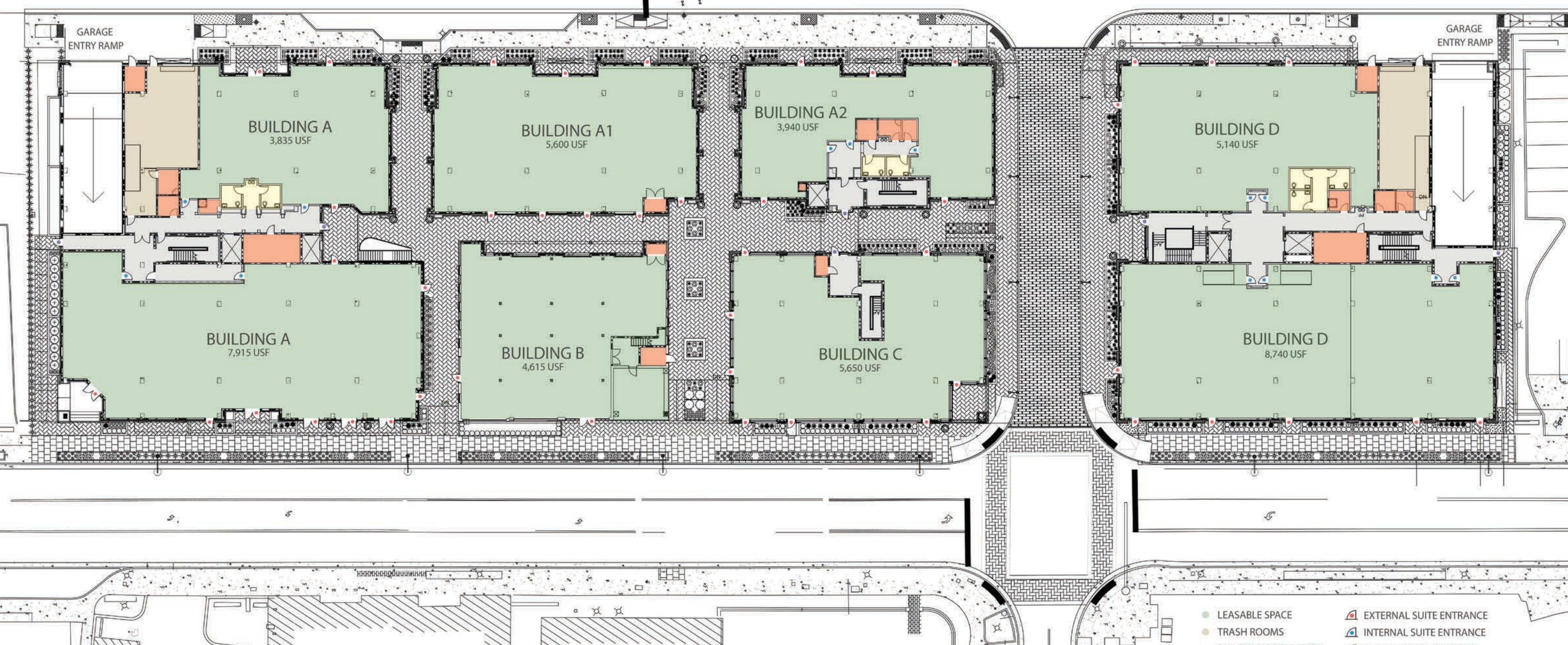
Street-Level Retail

50,000 SF of space designed for luxury goods, personal services, upscale wellness, curated food and beverage, and destination dining

LOWER LEVEL

Integrated Parking

Parking garage with separate access for residents, office tenants, and commercial visitors



MORE THAN A DISTRICT IT'S AN EXPERIENCE

The Margin District brings a new layer of energy to downtown Franklin — a place where locals and visitors gather in the plaza, linger over a meal, meet up for coffee and explore a curated mix of shops and experiences. Walkable, welcoming, and intentionally designed, it offers retailers the opportunity to be part of something timeless, in a town that values both connection and craft.



SECURE YOUR SPACE IN ONE OF THE MID-SOUTH'S MOST DESIRABLE DESTINATIONS

Opportunities of this caliber are seldom found — not just in downtown Franklin, but anywhere in the Mid-South. The Margin District brings together luxury, heritage, and lasting impact in a way that few developments can equal. Life on the Margin is waiting for you.

Now pre-leasing for street-level retail and food & beverage tenants.

LEASING INQUIRIES



NAI Nashville Stanton Group brings over 40 years of trusted market insight and full-service expertise to every deal. As part of NAI Global, our team combines local, unparalleled knowledge with national reach to help clients make smart, strategic decisions.

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