



City of Mt. Juliet, Tennessee

Community & Market Overview

With Focus on the Area Surrounding 1099 York Road

City Overview

Located just 10–15 minutes from Nashville International Airport, Mt. Juliet is one of Tennessee’s fastest-growing cities. Over the past decade, the city has established itself as a hub for commerce, quality of life, and infrastructure development.

Known for its strong community values and modern amenities, Mt. Juliet offers a rare blend of suburban comfort and metropolitan convenience. The city has become a magnet for families, professionals, and businesses seeking a stable, prosperous environment with room to grow.

Key Community Attributes

- **Strategic Location:** Near I-40 and the Music City Star commuter rail line
 - **Low Tax Environment:** Among the lowest municipal tax rates in Tennessee
 - **New Infrastructure:** City incorporated approximately 50 years ago with continual investment in growth
 - **Commercial Hub:** Home to the largest shopping destination between Nashville and Knoxville
 - **Strong Workforce:** Educated, capable, and employment-ready population
 - **Southern Hospitality:** A welcoming and vibrant community spirit
-

City Demographics & Economic Indicators

Metric	Value
Population (2024)	40,289
Population Growth (2010–2024)	+16,618 residents
Number of Households	15,171
Average Household Size	2.73
Median Household Income	\$108,066
Per Capita Income	\$52,104
Median Owner-Occupied Home Value	\$423,000
Total Housing Units	16,406
Educational Attainment:	
<ul style="list-style-type: none">• 96.7% of residents have a high school diploma or higher• 49.5% hold a bachelor’s degree or higher (well above state and metro averages)	

Regional Performance

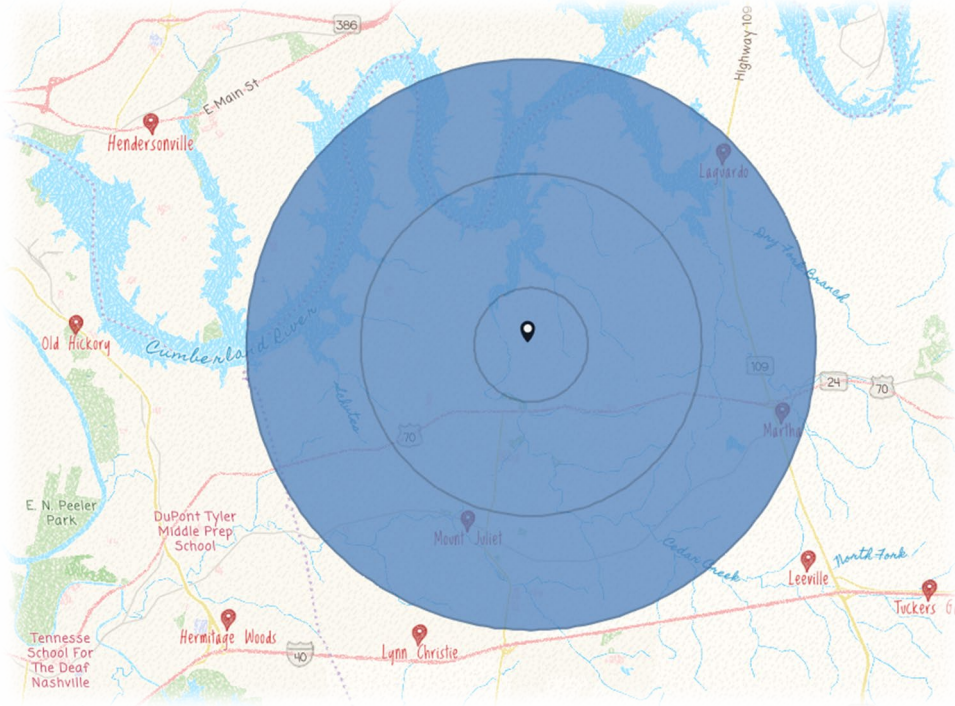
- Ranked **6th fastest-growing city** in Tennessee (U.S. Census 2020)
- Part of **Wilson County**, which ranks:
 - fastest-growing county in the state (U.S. Census 2024)
 - 2nd highest median household income in Tennessee



Subject Property: 1099 York Road, Mt. Juliet, TN

Detailed demographic projections highlight the strong market potential surrounding 1099 York Road:

Population & Income Growth by Radius



Radius	Year	Avg. Household Income	Total Population
1 Mile	2025	\$119,853	897
	2030	\$135,605	1,228
3 Miles	2025	\$145,509	21,113
	2030	\$159,682	24,905
5 Miles	2025	\$149,587	58,578
	2030	\$161,865	65,496

Key Observations:

- The area is expected to add **nearly 7,000 people** within a 5-mile radius by 2030.
- Average household income growth is projected to outpace regional and state benchmarks.
- Rising affluence and density suggest increasing demand for retail, services, and housing.

Development Outlook

With strong demographic momentum and growing consumer spending power, the area surrounding 1099 York Road is well-positioned for strategic development. Opportunities include:

- **Retail & Dining** – Demand supported by income growth and household formation
- **Healthcare & Services** – Rapid population increases drive local service needs
- **Residential Expansion** – Ongoing need for quality housing options near Nashville
- **Mixed-Use Projects** – Zoning and market conditions support integrated live-work-play environments in adjacent areas along Lebanon Road.

Summary

Mt. Juliet continues to distinguish itself as a leading city for economic growth and livability in Middle Tennessee. With a highly educated population, rising household incomes, and strong infrastructure, the city is attracting both residents and investment at an accelerated pace.

The York Road corridor, in particular, stands out as a high-opportunity area for forward-looking development. It reflects the broader momentum of the city—dynamic, growing, and full of potential.

For more information about ECD opportunities with the City of Mt. Juliet:



JENNIFER HAMBLÉN, CMC

*Director of Development Services
and Economic Development*

📞 615-773-6237

✉ jhamblen@mtjuliet-tn.gov

📍 2425 N. Mt. Juliet Rd.

🌐 mtjuliet-tn.gov

