



City of Mt. Juliet, Tennessee

Community & Market Overview

With focus on the City Center Site (N. Mt. Juliet Rd./ E. Hill St., E. Caldwell St.)

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 one stop on the WeGo 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 – Providence Marketplace
 - **Strong Workforce:** Educated, capable, and employment-ready population
 - **Southern Hospitality:** A welcoming and vibrant community spirit
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City Demographics & Economic Indicators

Category	Value
Population (2025) ESRI Estimate	45,881
Population Growth (2010–2025)	+22,210 residents
Number of Households	17,267
Average Household Size	2.65
Median Household Income	\$113,276
Per Capita Income	\$52,350
Median Owner-Occupied Home Value	\$465,076
Total Housing Units	17,961

Educational Attainment:

- 96.8% 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

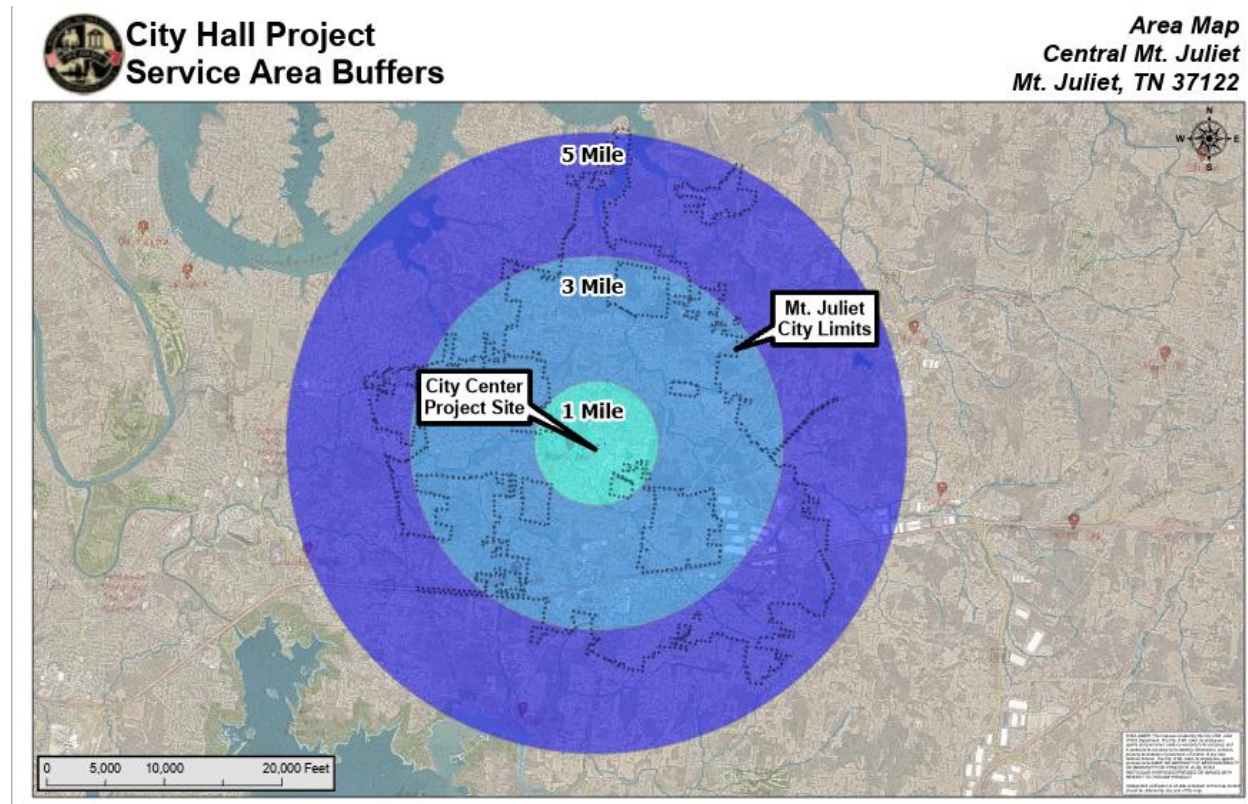
- Ranked **6th fastest-growing city** in Tennessee (U.S. Census 2020)
- Part of **Wilson County**, which ranks:
 - fastest-growing county in the state (U.S. Census 2025)
 - 2nd highest median household income in Tennessee



Subject Property: City Center Site, N Mt. Juliet Road

Detailed demographic projections highlight the strong market potential surrounding city property on City Hall project:

Population & Income Growth by Radius



Radius	Year	Avg. Household Income	Total Population
1 Mile	2025	\$149,382	4,128
	2030	\$159,355	4,675
3 Miles	2025	\$143,723	34,725
	2030	\$155,307	40,145
5 Miles	2025	\$135,385	89,840
	2030	\$147,381	99,162

Key Observations:

- The area is expected to add **nearly 9,322 people** within a 5-mile radius by 2030.
- Average household income growth is projected to outpace regional and state benchmarks.
- The area in the area of the City Hall project continues to rapidly expand with commercial, residential and industrial projects.

Development Outlook

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

- **Retail & Dining** – Demand supported by income growth and proximity interstate travel.
- **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 commercial, mixed-use and residential uses along the N Mt. Juliet Road / City Center Project corridor.

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:



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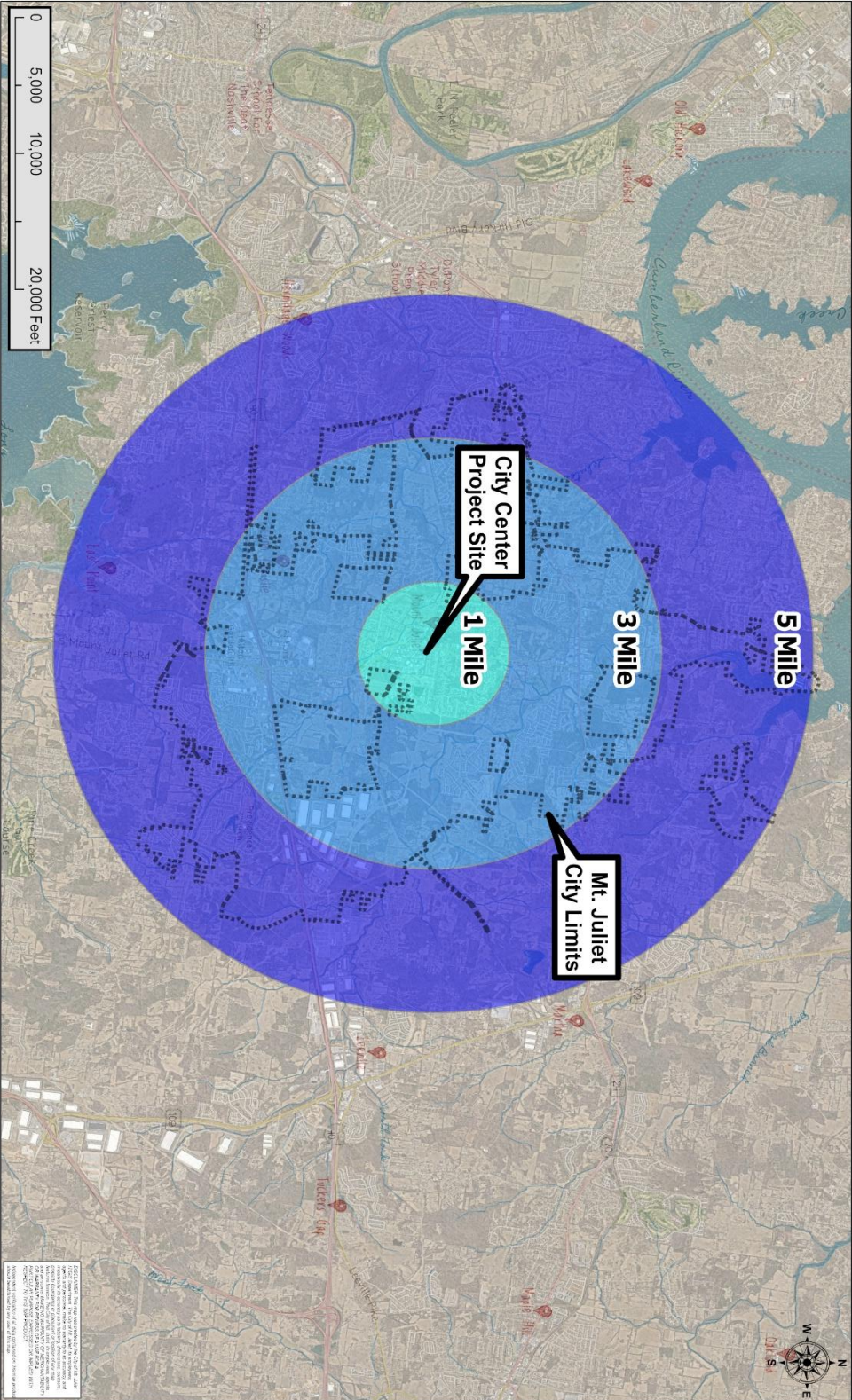
🌐 mtjuliet-tn.gov



Appendix A



**City Hall Project
Service Area Buffers**



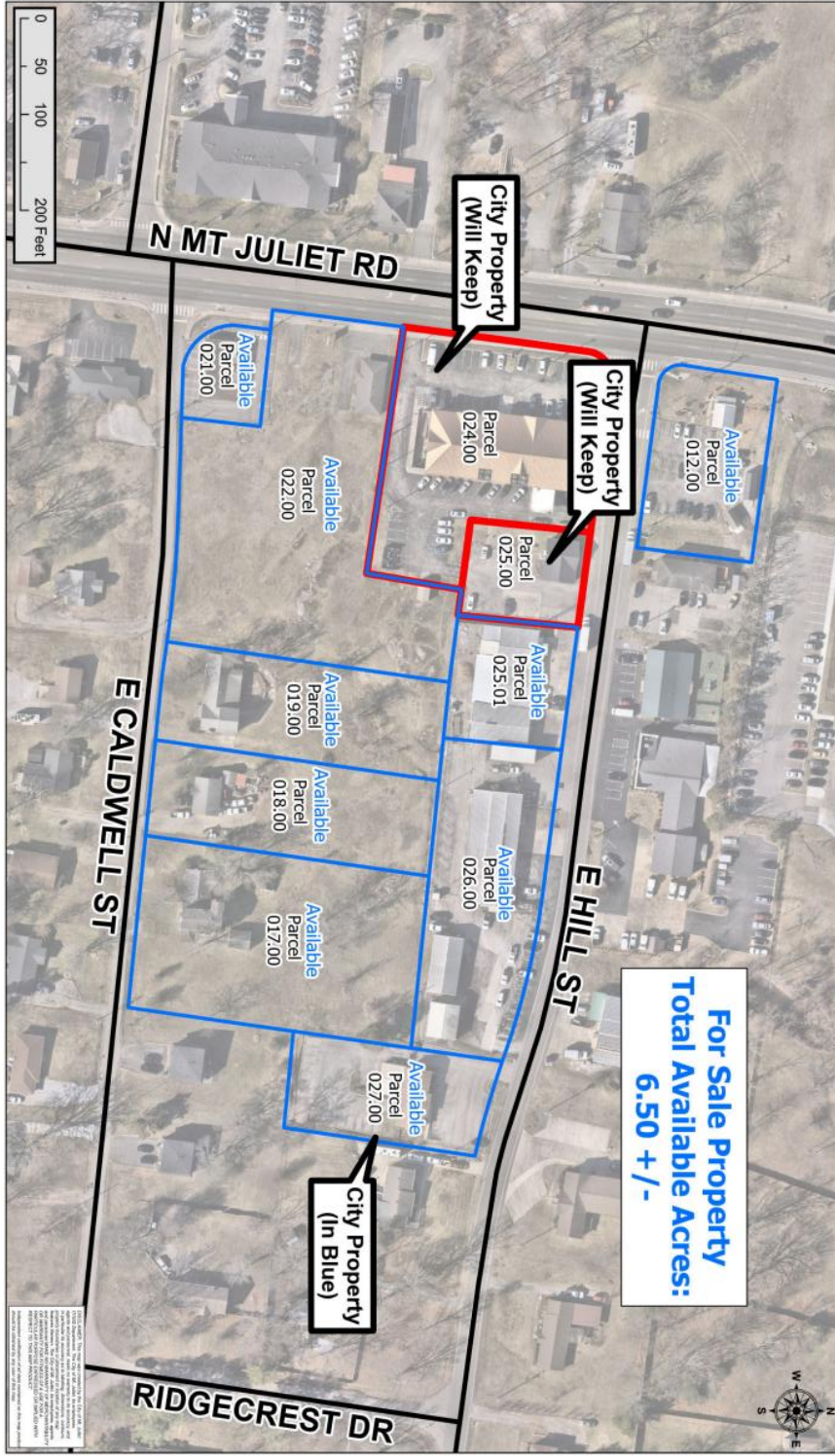
**Area Map
Central Mt. Juliet
Mt. Juliet, TN 37122**

Appendix B



City Owned Property

City Property Project
N Mt. Juliet Rd.
Mt. Juliet, TN 37122



City of Mt. Juliet
1000 N. Mt. Juliet Rd.
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