

# Wilson County

The 3rd Fastest  
Growing County in  
the State!



## RETAIL SNAPSHOT



**WILSON COUNTY**  
THE PLACE TO BE IN TENNESSEE

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# LEBANON

## US CENSUS POPULATION

	2010 Census	2017 Estimate	2023 Projection	% Change 2000-2010
Wilson County	113,993	136,442	157,930	28.4%
Mt. Juliet	24,548	34,726	39,397	98.5%
<b>Lebanon</b>	<b>26,190</b>	<b>32,226</b>	<b>37,212</b>	<b>29.4%</b>
Watertown	1,477	1,530	1,751	8.8%

## 2018 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	20,341	32,709	62,416
I-40 & US 231	20,733	36,985	67,880
I-40 & Hartmann Dr	16,532	37,997	79,147
I-40 & SR 109	6,203	29,897	125,578
W Main St & Bypass	26,129	41,672	84,256

## 2023 PROJECTION - POPULATION

I-40 & US 70	21,764	35,427	69,014
I-40 & US 231	22,375	40,433	76,088
I-40 & Hartmann Dr	18,128	42,044	90,073
I-40 & SR 109	7,724	35,965	142,658
W Main St & Bypass	28,584	45,941	95,968

## 2018 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	7,729	12,568	23,383
I-40 & US 231	7,979	14,110	25,336
I-40 & Hartmann Dr	6,420	14,411	29,649
I-40 & SR 109	2,125	11,084	46,428
W Main St & Bypass	10,104	15,765	31,520

## 2023 PROJECTION - HOUSEHOLDS

I-40 & US 70	8,259	13,585	25,754
I-40 & US 231	8,606	15,385	28,296
I-40 & Hartmann Dr	7,015	15,883	33,629
I-40 & SR 109	2,632	13,285	52,565
W Main St & Bypass	11,030	17,331	35,772

Lebanon, the county seat, is known for its historic Public Square which has recently undergone a revitalization project.

Additional names joining Lebanon in 2017 included: MidTenn Primary Care, Smoothie King, Taylord Fitness, The Beauty Room, Hot Yoga Lebanon, Poppie's Boutique, Hughston Clinic & Orthopaedics, Harbor Freight, Alive Hospice, Phoenix Physical Therapy, Harper's Books, Imagine That, My Place Hotel, Watson's Barbershop, Barks & Bubbles, Dell Karp Interiors & Antiques, Dickey's Barbecue Pit, Jimmy John's, Crossfit, Panera Bread, 3:Sixteen

## 2017 TRAFFIC COUNTS *Released by TDOT Spring 2018*

### I-40 & US 70

I-40 East of US 70	42,370
I-40 West of US 70	52,200
US 70 North of I-40	16,720
US 70 South of I-40	10,840

### I-40 & US 231

I-40 East of US 231	52,200
I-40 West of US 231	59,850
US 231 at I-40	23,990

### I-40 & Hartmann Dr

I-40 East of Hartmann Dr	59,850
I-40 West of Hartmann Dr	72,740
Hartmann Dr North of I-40	24,260

### I-40 & SR 109

I-40 East of SR 109	56,470
I-40 West of SR 109	72,790
SR 109 North of I-40	30,400
SR 109 S (at interchange)	31,940

### W Main St & Bypass

W Main East of Bypass	19,050
W Main West of Bypass	18,800
Bypass North of W Main	10,320
Winwood Dr. So. of W Main	3,980

## 2018 ESTIMATE - MEDIAN HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	\$39,834	\$45,861	\$55,104
I-40 & US 231	\$40,334	\$49,598	\$57,151
I-40 & Hartmann Dr	\$45,161	\$50,627	\$59,819
I-40 & SR 109	\$78,101	\$72,838	\$67,573
W Main St & Bypass	\$48,373	\$51,819	\$60,088

## 2023 ESTIMATE - MEDIAN HOUSEHOLD INCOME

I-40 & US 70	\$44,577	\$51,993	\$61,681
I-40 & US 231	\$45,175	\$55,070	\$64,376
I-40 & Hartmann Dr	\$50,639	\$56,230	\$67,692
I-40 & SR 109	\$84,960	\$79,874	\$75,758
W Main St & Bypass	\$54,109	\$57,683	\$68,091

## 2018 ESTIMATE - PER CAPITA INCOME

I-40 & US 70	\$22,126	\$25,011	\$28,992
I-40 & US 231	\$22,599	\$26,637	\$30,033
I-40 & Hartmann Dr	\$25,436	\$27,458	\$30,618
I-40 & SR 109	\$36,718	\$35,520	\$32,225
W Main St & Bypass	\$27,364	\$28,049	\$30,735

# MT. JULIET

## US CENSUS POPULATION

	2010 Census	2017 Estimate	2023 Projection	% Change 2000-2010
Wilson County	113,993	136,442	157,930	28.4%
<b>Mt. Juliet</b>	<b>24,548</b>	<b>34,726</b>	<b>39,397</b>	<b>98.5%</b>
Lebanon	26,190	32,226	37,212	29.4%
Watertown	1,477	1,530	1,751	8.8%

## 2018 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	16,168	52,543	232,137
US 70 & N Mt Juliet Rd	22,864	68,061	251,354
US 70 & Grandview Dr	42,049	103,186	330,603
I-40 & Mt Juliet Rd	25,414	67,998	247,719
I-40 & Beckwith Rd	15,196	40,150	167,688
W Division & N Mt Juliet Rd	31,028	82,536	244,024

## 2023 PROJECTION - POPULATION

US 70 & Benders Ferry	18,783	60,768	257,904
US 70 & N Mt Juliet Rd	26,022	77,058	277,896
US 70 & Grandview Dr	45,311	112,208	359,273
I-40 & Mt Juliet Rd	30,827	78,219	271,692
I-40 & Beckwith Rd	18,985	49,028	187,212
W Division & N Mt Juliet Rd	36,565	93,403	268,314

## 2017 TRAFFIC COUNTS

*Released by TDOT Spring 2018*

US 70 & Benders Ferry	16,440 (E. on Hwy 70)
US 70 & N Mt Juliet Rd	20,040 (E. on Hwy 70)
US 70 & Grandview Dr	21,640 (W. on Hwy 70)
I-40 & Mt Juliet Rd	33,350 (Hwy 171 at I-40)
I-40 & Beckwith Rd	74,470 (I-40 at Beckwith)
W Division & N Mt Juliet Rd	23,180 (N. on Hwy 171)

**The City of Mt. Juliet voted the tenth best city to live in Tennessee and was recognized as the fifth safest city in the State.**

**Additional names joining Mt. Juliet in 2017 included: Ashley HomeStore, Home2Suites, The Rhythm Saloon, Konnector Woodfire Grille, Burgerim, Dairy Queen, Supercuts, Burger Republic, Twin Lakes Dental Care, Summit Family Chiropractic, BioLife Plasma Services, Pacific Dental Services, Sunny Kitchen, The Eagle's Nest Tavern, Staybridge Suites, Francesca's, Refine Classic Barbershop, White Lily Boutique, Affordable Veterinary Care, Saint Thomas Health, MeTime Drop-In Child Care**

## 2018 ESTIMATE - MEDIAN HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	\$76,706	\$77,280	\$65,878
US 70 & N Mt Juliet Rd	\$78,450	\$76,494	\$64,318
US 70 & Grandview Dr	\$74,635	\$68,206	\$57,276
I-40 & Mt Juliet Rd	\$72,983	\$74,407	\$62,976
I-40 & Beckwith Rd	\$68,901	\$75,703	\$65,603
W Division & N Mt Juliet Rd	\$77,336	\$72,131	\$63,868

## 2023 ESTIMATE - MEDIAN HOUSEHOLD INCOME

US 70 & Benders Ferry	\$84,068	\$83,327	\$73,229
US 70 & N Mt Juliet Rd	\$85,809	\$81,860	\$71,289
US 70 & Grandview Dr	\$79,421	\$75,548	\$62,954
I-40 & Mt Juliet Rd	\$79,517	\$80,172	\$69,782
I-40 & Beckwith Rd	\$77,329	\$81,710	\$73,401
W Division & N Mt Juliet Rd	\$83,100	\$78,534	\$70,676

## 2018 ESTIMATE - PER CAPITA INCOME

US 70 & Benders Ferry	\$33,573	\$34,012	\$34,170
US 70 & N Mt Juliet Rd	\$33,653	\$34,110	\$33,807
US 70 & Grandview Dr	\$33,994	\$33,716	\$31,102
I-40 & Mt Juliet Rd	\$33,062	\$33,124	\$31,635
I-40 & Beckwith Rd	\$32,780	\$34,002	\$33,107
W Division & N Mt Juliet Rd	\$32,698	\$32,891	\$33,276

## 2018 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	5,744	18,956	91,500
US 70 & N Mt Juliet Rd	8,023	25,042	99,776
US 70 & Grandview Dr	15,774	40,171	134,416
I-40 & Mt Juliet Rd	9,677	25,712	96,413
I-40 & Beckwith Rd	5,909	14,845	65,100
W Division & N Mt Juliet Rd	11,156	31,334	97,068

## 2023 PROJECTION - HOUSEHOLDS

US 70 & Benders Ferry	6,629	21,888	101,115
US 70 & N Mt Juliet Rd	9,084	28,204	109,607
US 70 & Grandview Dr	16,866	43,368	144,862
I-40 & Mt Juliet Rd	11,732	29,394	104,883
I-40 & Beckwith Rd	7,363	18,073	72,166
W Division & N Mt Juliet Rd	13,107	35,228	105,940

**Wilson County named as the second wealthiest county in Tennessee.**

# W A T E R T O W N

## US CENSUS POPULATION

	2010 Census	2017 Estimate	2023 Projection	% Change 2000-2010
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Lebanon	26,190	32,226	37,212	29.4%
<b>Watertown</b>	<b>1,477</b>	<b>1,530</b>	<b>1,751</b>	<b>8.8%</b>

## 2018 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	3,206	5,432	24,384
US 70 & Depot St	3,020	5,228	18,688
W Main & Depot St	3,033	5,385	18,891
US 70 & Lynn Ave	2,897	5,555	18,558

## 2023 PROJECTION - POPULATION

US 70 & Linwood Rd	3,425	5,787	26,052
US 70 & Depot St	3,233	5,568	19,765
W Main & Depot St	3,247	5,738	19,975
US 70 & Lynn Ave	3,096	5,907	19,589

## 2018 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	1,194	2,043	9,164
US 70 & Depot St	1,129	1,968	7,097
W Main & Depot St	1,133	2,026	7,168
US 70 & Lynn Ave	1,079	2,108	7,052

## 2023 PROJECTION - HOUSEHOLDS

US 70 & Linwood Rd	1,270	2,167	9,760
US 70 & Depot St	1,203	2,087	7,481
W Main & Depot St	1,208	2,150	7,554
US 70 & Lynn Ave	1,149	2,232	7,420

Watertown is nestled among the hills in the Southeast corner of Wilson County. The Square itself is little changed from the turn of the century. In fact, most of the buildings on and around the square date back to that era. Watertown's historic town square is architecturally preserved and bustling with quaint shops, service businesses and restaurants. One thing that has remained intact through the years is the small town friendliness of the people in Watertown.

There's always something going on in Watertown. Whether it's a local event, a train day or one of many music video shoots, Watertown is often transformed into a lively hub of activity. Then, thankfully it returns to the quiet, peaceful place the locals have grown accustomed to.

New retail/office developments in 2017 included: Sparta Greek Grill, Barnett Hauling, Watertown Wine & Liquor, Public Square Vintage Market, Daniels Liquor & Spirits, Artizan Insurance

## 2018 ESTIMATE - MEDIAN HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	\$52,411	\$53,630	\$52,465
US 70 & Depot St	\$51,838	\$52,616	\$54,963
W Main & Depot St	\$51,902	\$52,815	\$54,958
US 70 & Lynn Ave	\$51,855	\$51,807	\$55,005

## 2023 ESTIMATE - MEDIAN HOUSEHOLD INCOME

US 70 & Linwood Rd	\$58,343	\$60,130	\$58,327
US 70 & Depot St	\$57,724	\$59,370	\$61,476
W Main & Depot St	\$57,690	\$59,535	\$61,476
US 70 & Lynn Ave	\$58,212	\$58,461	\$61,598

## 2018 ESTIMATE - PER CAPITA INCOME

US 70 & Linwood Rd	\$23,523	\$24,750	\$26,435
US 70 & Depot St	\$23,095	\$24,514	\$27,351
W Main & Depot St	\$23,094	\$24,632	\$27,334
US 70 & Lynn Ave	\$23,302	\$24,416	\$27,483

## 2017 TRAFFIC COUNTS

*Released by TDOT Spring 2018*

I-40 East of US 70	42,370
I-40 West of US 70	52,200
US 70 South of I-40	10,840
US 70 West of Linwood Rd	8,830
US 70 East of Watertown	6,380

## 2018 EVENTS

<b>February 10</b>	Valentine's Day Excursion Train/Renewing Vows
<b>March 31</b>	Easter Bunny Trip Excursion Train
<b>April 21</b>	Spring Mile Long Yard Sale & Excursion Train
<b>May 19</b>	Train Robbery Excursion Train
<b>June 9</b>	Watertown Big Hill Challenge
<b>June 16</b>	Rockabilly Car Show
<b>July 4</b>	Independence Day Parade & Fireworks
<b>July 7</b>	Music Festival & Murder Mystery Train
<b>September 29</b>	Train Robbery Excursion Train
<b>October 6</b>	Fall Mile Long Yard Sale & Excursion Train
<b>October 13</b>	Watertown Police Dept. Community Appreciation Day
<b>October 20</b>	Art Walk
<b>October 31</b>	Trick or Treat on the Square
<b>November 24</b>	North Pole Express Train
<b>December 15</b>	Watertown Christmas Parade