



## GROUND LEASE

Franklin Rd/Hwy 96 - Murfreesboro

**ParkTrust**  
COMMERCIAL

John Harney  
615.542.0715 Cell  
615.234.5020 Office  
john@parktrust.com  
TNLIC# 221569

- 1 Ac to 2.29 Ac Available for Lease
- Zoned Commercial
- All Utilities & Pad Ready
- Call Broker for Pricing
- Strong High Traffic Corridor
- Close to Both I-24 & I-840
- Traffic Count: Approx. 29,999

1225 GARRISON DRIVE, SUITE 202 MURFREESBORO, TN 37129



Harmony  
at Victory Station  
Family Serving Families



★  
**SITES**

FORTRESS BLVD

LUKE CT

PASCHAL DR

FRANKLIN RD

FRANKLIN RD

FRANKLIN RD

Puckett Creek

SHORTCUT DR

VICTORY STATION WAY

SWANHOLME DR

VICTORY STATION WAY

CESS RD

BUCKTH  
BLAZE



## C2.0

# Demographic Summary Report

## Victory Station

Franklin Rd @ Swanholme Dr, Murfreesboro, TN 37128

Building Type: **Land**

Class: -

RBA: -

Typical Floor: -

Total Available: **0 SF**

% Leased: **0%**

Rent/SF/Yr: -



Radius	1 Mile		3 Mile		5 Mile	
Population						
2029 Projection	13,071		71,782		135,863	
2024 Estimate	11,415		62,720		118,385	
2020 Census	10,535		58,084		107,574	
Growth 2024 - 2029	14.51%		14.45%		14.76%	
Growth 2020 - 2024	8.35%		7.98%		10.05%	
2024 Population by Hispanic Origin	966		4,682		8,784	
2024 Population	11,415		62,720		118,385	
White	7,457	65.33%	43,319	69.07%	82,489	69.68%
Black	1,921	16.83%	9,097	14.50%	17,721	14.97%
Am. Indian & Alaskan	9	0.08%	64	0.10%	150	0.13%
Asian	711	6.23%	3,370	5.37%	4,867	4.11%
Hawaiian & Pacific Island	4	0.04%	43	0.07%	82	0.07%
Other	1,313	11.50%	6,827	10.88%	13,076	11.05%
U.S. Armed Forces	13		319		512	
Households						
2029 Projection	4,724		26,911		52,050	
2024 Estimate	4,145		23,637		45,569	
2020 Census	3,842		22,078		41,637	
Growth 2024 - 2029	13.97%		13.85%		14.22%	
Growth 2020 - 2024	7.89%		7.06%		9.44%	
Owner Occupied	1,997	48.18%	13,452	56.91%	26,011	57.08%
Renter Occupied	2,147	51.80%	10,185	43.09%	19,558	42.92%
2024 Households by HH Income	4,145		23,638		45,570	
Income: <\$25,000	253	6.10%	1,592	6.73%	4,241	9.31%
Income: \$25,000 - \$50,000	702	16.94%	3,367	14.24%	7,281	15.98%
Income: \$50,000 - \$75,000	819	19.76%	4,529	19.16%	9,226	20.25%
Income: \$75,000 - \$100,000	957	23.09%	4,562	19.30%	7,968	17.49%
Income: \$100,000 - \$125,000	685	16.53%	3,241	13.71%	5,593	12.27%
Income: \$125,000 - \$150,000	307	7.41%	2,397	10.14%	3,894	8.55%
Income: \$150,000 - \$200,000	293	7.07%	2,500	10.58%	4,722	10.36%
Income: \$200,000+	129	3.11%	1,450	6.13%	2,645	5.80%
2024 Avg Household Income	\$90,042		\$102,089		\$96,895	
2024 Med Household Income	\$82,797		\$87,773		\$81,391	



---

# COMMUNITY SNAPSHOT

Rutherford County, TN

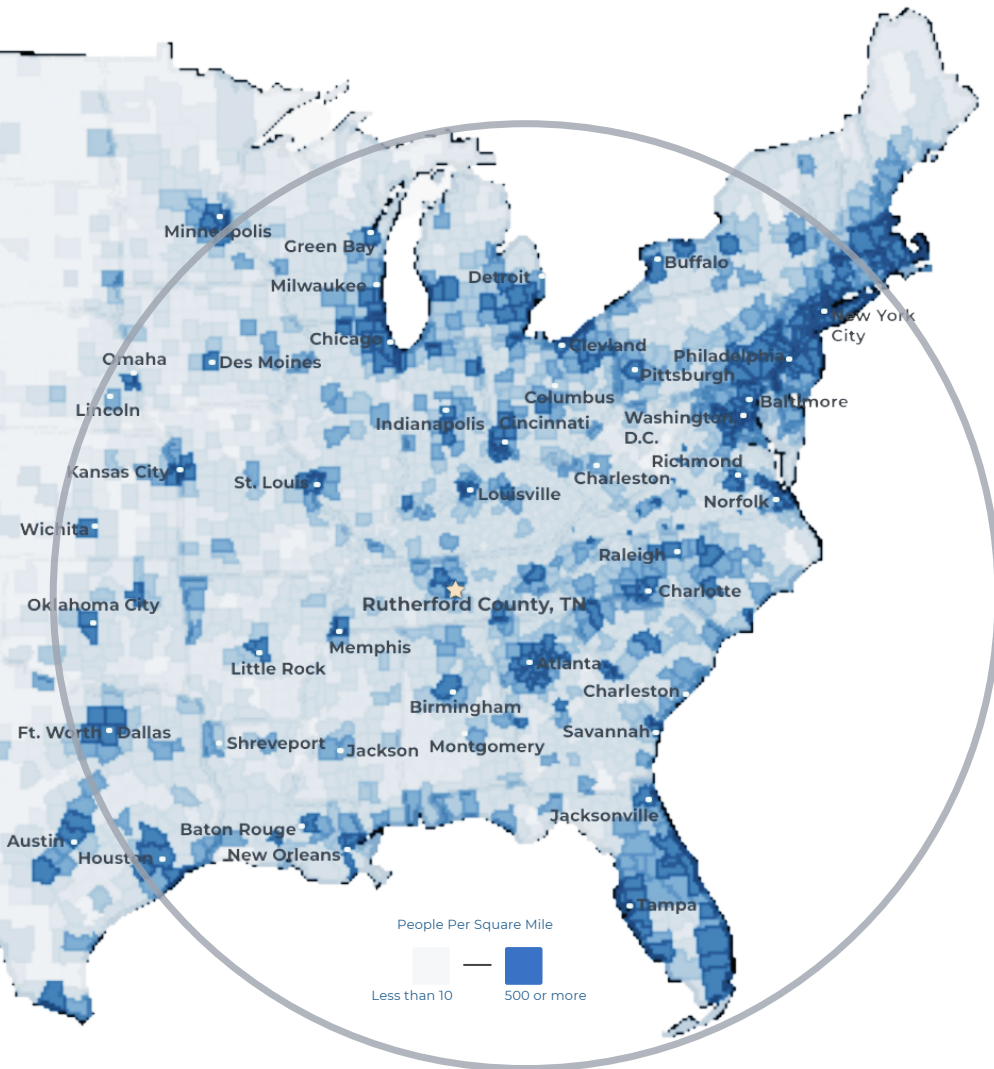
---

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER



# RUTHERFORD COUNTY, TN

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER



**#3** Boomtown in America  
- SmartAsset 2022

**#1** largest suburb  
of Nashville, TN

**#1** largest university in  
Middle Tennessee  
- Nashville Business Journal

**#4** metro for economic  
strength  
- Policom 2022

**4<sup>th</sup>** best small city to buy  
a home in the U.S.  
- WalletHub 2021

**8<sup>th</sup>** fastest growing  
midsize city in the U.S.  
- Census 2020

**50%** of U.S. Population lives  
with 650 mile radius

## RUTHERFORD COUNTY INSIGHTS

**3** major  
interstates

**1.6** million residents  
within a 45 min  
drive

**12** million people  
within a 2.5 hour  
drive

**#1** elementary, middle  
and high schools in  
Tennessee

**30** minutes to Nashville  
attractions

**5** hospital expansions  
since 2018 serving  
infants to seniors



LARGEST PRIVATE EMPLOYERS & EMPLOYEE COUNT

Nissan	8,000	General Mills	1,000
Amazon	2,700	Bridgestone	987
Ascension Saint Thomas	1,741	TriStar StoneCrest	950
Ingram	1,700	Cardinal Health	816
Taylor Farms	1,700	Vijon	730
Asurion	1,250	Mahle	705

2023 RUTHERFORD COUNTY QUICK FACTS

<b>Population</b> 369,868	<b>Median Home Price</b> \$415,000	<b>3 Colleges</b> 25,000 students
<b>Median Age</b> 34	<b>Median HH Income</b> \$81,505	<b>College Degrees</b> 43% hold Associate or above

LABOR FORCE DATA	County	Tennessee	United States
Labor Force	199,566	3,392,133	166,661,000
Unemployment Rate	2.4%	3.5%	3.7%
Labor Force Participation Rate	68.0%	59.2%	62.2%

\*Sources: Rutherford County Data, Redfin, TN Department of Labor, Lightcast as of January 2024

RECENT ANNOUNCEMENTS



Oshkosh Corporation subsidiary McNeilus creates 230 jobs to manufacture commercial vehicles within Murfreesboro in a 845K sf building.



BJ's Wholesale Club, a leading operator of membership warehouse clubs, opened a 100,000-square-foot building in LaVergne, TN in June of 2023.



Local Developer Equitable announces Stewart's Landing, a \$216M mixed-use, walkable lifestyle development with grocery, retail, restaurant, hotel, office, and for-sale condos





