COOPERTOWN, TENNESSEE

COMMERCIAL DEVELOPMENT OPPORTUNITY PORTFOLIO

I-24 Exit 24 • Robertson County, Tennessee



4,640	38,600	$118,241
Residents (2024)	Daily I-24 Vehicles	Median HH Income



A MESSAGE FROM MAYOR JEFF SMITH

"Coopertown is one of Middle Tennessee's best-kept secrets — a thriving, high-income community sitting at the crossroads of one of the state's busiest interstates, yet we have zero commercial infrastructure to show for it.

Every single dollar our 4,640 residents spend on groceries, dining, and retail leaves this town. Our families — earning a median household income of $118,241 — are driving out of Coopertown for basics that should be available right here at Exit 24. That is an estimated $31 million in annual resident spending hemorrhaging out of Coopertown every year, with no sign of stopping until we give our people a reason to stay.

But here is what makes our story truly extraordinary: it is not just our residents' dollars we are losing. Every morning and every evening, 38,600 vehicles pass through I-24 Exit 24 — Nashville commuters travelling from Clarksville, Springfield and surrounding areas, Fort Campbell military families, long-haul travelers, commercial drivers, vacationers and tourists — and each of them need more opportunities to stop and spend in Coopertown. We are sitting on a 14-million-vehicle-per-year traffic corridor with low commercial capture. ***That is not a weakness — that is an untapped goldmine.***

A commuter who stops at Exit 24 five days a week can easily spend $1,500 to $2,500 at that interchange annually — without ever living here. A tournament family checking into a hotel and eating three meals near a sports complex spends $400 to $700 in a single weekend. Multiply those numbers across 38,600 daily vehicles and tens of thousands of annual event visitors, and you begin to see the full magnitude of what Exit 24 can generate for Coopertown's tax base, our businesses, and our community – without needing to increase residential population alone.

We are not waiting for growth to find us. We are actively recruiting the right partners — grocers, restaurateurs, hoteliers, and developers — who understand that the best commercial opportunities are not in markets already saturated with competition. They are in markets like ours: affluent, growing, underserved, and sitting on 38,600 vehicles a day with nowhere to stop. Coopertown is ready. The only question is who gets here first."

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1. EXECUTIVE SUMMARY

Coopertown, Tennessee stands at an extraordinary inflection point. Strategically positioned at I-24 Exit 24 in Robertson County — exactly 25 miles north of Nashville and 20 miles south of Clarksville — this incorporated municipality of 4,640 residents (2024) combines the highest median household income in Robertson County ($118,241) with a near-total absence of commercial development. The result is a documented, quantifiable retail spending gap leaking an estimated $31+ million annually to neighboring markets.

This portfolio is prepared by Mayor Jeff Smith and the Coopertown Town Planning Commission to present a compelling, data-driven case for commercial investment. With 38,600 vehicles per day passing Exit 24, a 20-mile trade-area population of 215,000, and a community of high-income families who currently must drive 15–25 minutes for basic goods and services, Coopertown represents one of the highest-upside, lowest-risk commercial development opportunities in Middle Tennessee.

Location I-24 Exit 24 Robertson County, TN	**Traffic** 38,600 AADT TDOT 2024	**Population** 4,640 City 215,000 @ 20-mi	**Median HHI** $118,241 vs. TN avg $62,241
Home Value $421,500 Median 2024 Estimate	**Net Worth** $487,479 Median Per Household	**Leakage** $31M+/year Est. Retail Outflow	**Market Gap** ZERO big-box retail Within City Limits

2. STRATEGIC LOCATION & I-24 POSITIONING

Exit 24 on Interstate 24 is the exclusive gateway to Coopertown, Tennessee. I-24 is a major diagonal interstate connecting Chicago to Chattanooga through Nashville, carrying one of the highest combined commercial and passenger traffic volumes in Tennessee. The interchange serves not only Coopertown's resident base but also captures significant pass-through traffic from the Nashville-to-Clarksville corridor — one of the fastest-growing commuter routes in the state.

- Nashville CBD: 25 miles southeast (~28 min via I-24) — Tennessee's $125B+ metro economy
- Clarksville, TN: 20 miles northwest — Tennessee's 5th largest city; home to Fort Campbell (28,000+ active duty)
- Springfield (Robertson County seat): 12 miles northwest — county government & services hub
- Interchange type: Full diamond interchange with signalized access — retail-ready infrastructure
- US-431 / TN-49 / TN-257 crossroads: Primary arterials serving Coopertown, Springfield, Pleasant View, Greenbrier, Ridgetop, Goodlettsville to I-65
- Robertson County population growth: +14.2% (2010–2020); projected +18,000 residents by 2030

3. TRAFFIC COUNTS & VISIBILITY

Traffic visibility is the foundational metric for commercial site selection. The I-24 corridor at Exit 24 delivers exceptional rooftop-to-traffic ratios compared to established retail nodes. All counts below reflect TDOT Annual Average Daily Traffic (AADT) for the I-24 mainline near Robertson County, sourced from the TDOT Traffic Count Data System.

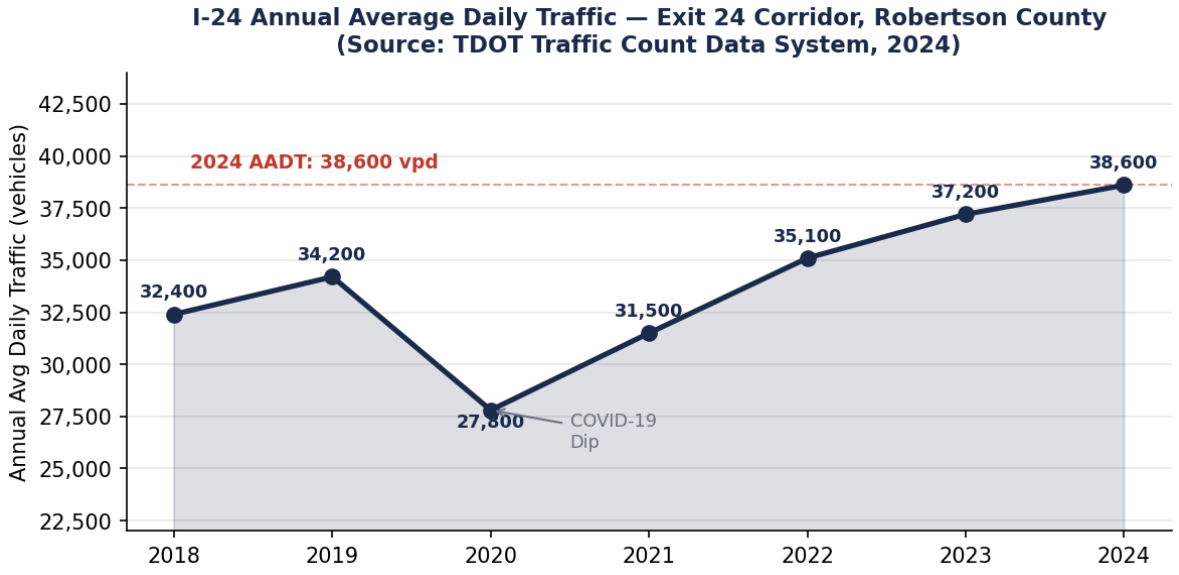


Figure 1: I-24 AADT at Exit 24 Corridor (2018–2024) | Source: TDOT Traffic Count Data System

Traffic Count Summary — I-24 Exit 24 Corridor

Metric	Value	Benchmark
I-24 AADT (2024)	38,600 vehicles/day	Meets big-box retail threshold (25K+ vpd)
Annual Vehicle Passings	14.1 million / year	High interstate visibility corridor
Peak Hour Volume AM/PM	~3,200 / ~4,100 vph	Strong commuter capture potential
Truck Traffic Share	~15% of AADT	Supports fuel/travel center feasibility
Growth Trend 2018–2024	+19.1% cumulative	Sustained long-term traffic expansion

4. COMMUNITY DEMOGRAPHICS

Coopertown's demographic profile is the most compelling element of this opportunity. Residents are affluent, homeowning, vehicle-dependent families with significant disposable income — the highest-value consumer profile in Robertson County and superior to many established Nashville suburb retail markets.

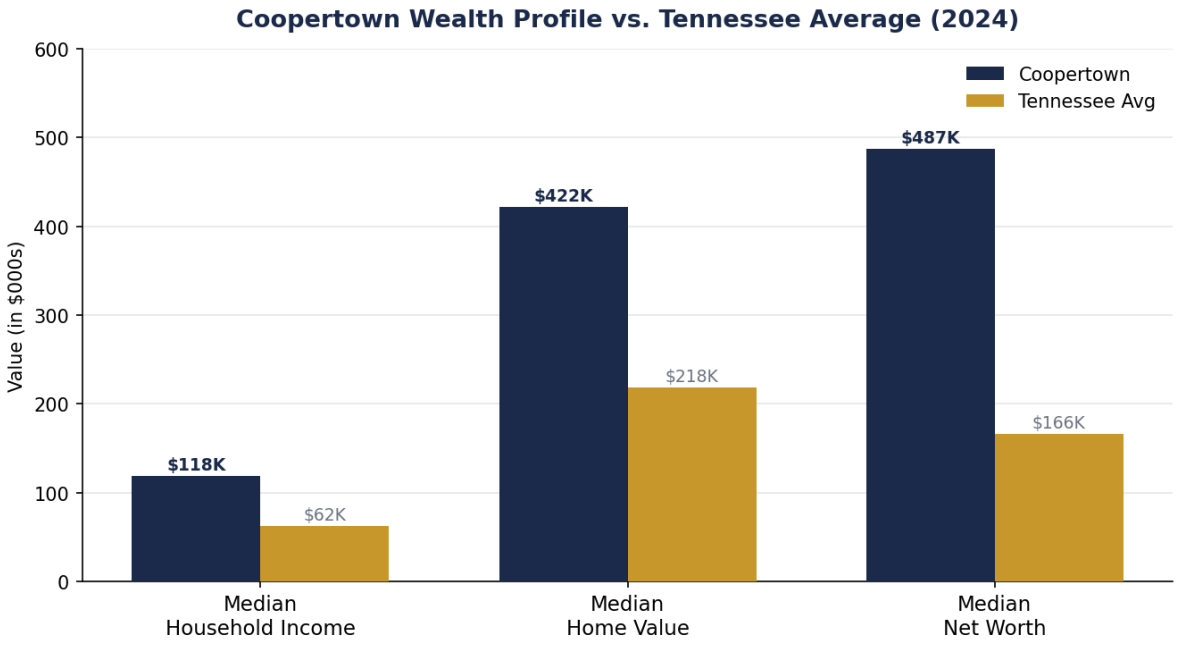


Figure 2: Coopertown Wealth Profile vs. Tennessee Average (2024) | Source: U.S. Census ACS, Esri 2024

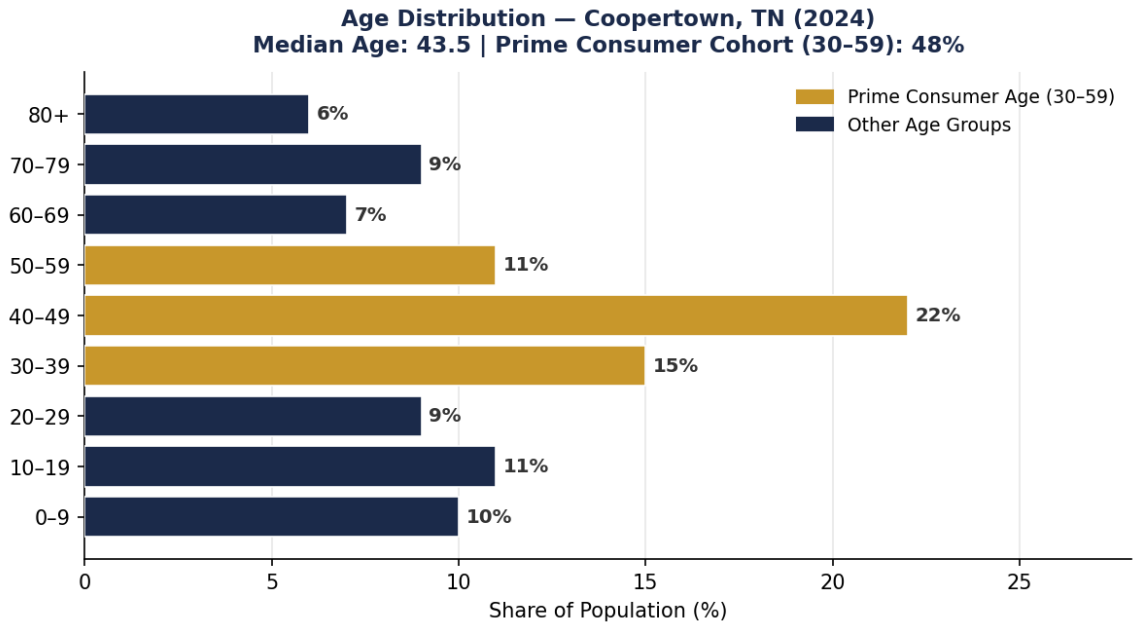


Figure 3: Age Distribution — Coopertown, TN (2024) | Source: Census Reporter / ACS 5-Year Estimates

Coopertown Demographic Snapshot (2024)

Indicator	Coopertown	Tennessee Avg
Total Population (2024)	4,640	~7.1M statewide
Annual Growth Rate	+0.65%	+0.82%
Median Age	43.5 years	38.9 years
Median Household Income	$118,241	$62,241
Median Home Value	$421,500	$218,300
Median Net Worth (HH)	$487,479	$166,000
Median Disposable Income	$86,293	$47,100
Homeownership Rate	~89.5%	66.5%
Avg. Vehicles per HH	2.0	1.8
White Collar Workforce	63.8%	58.2%
Avg. Commute Time	30.8 minutes	27.4 minutes

5. TRADE AREA RADIUS ANALYSIS

The map below illustrates the primary (5-mi), secondary (10-mi), and tertiary (20-mi) trade areas accessible from I-24 Exit 24. Given the absence of competing commercial infrastructure within the immediate 5-mile ring, Coopertown captures an outsized trade area relative to its resident base — a critical distinction for retail and hospitality feasibility.

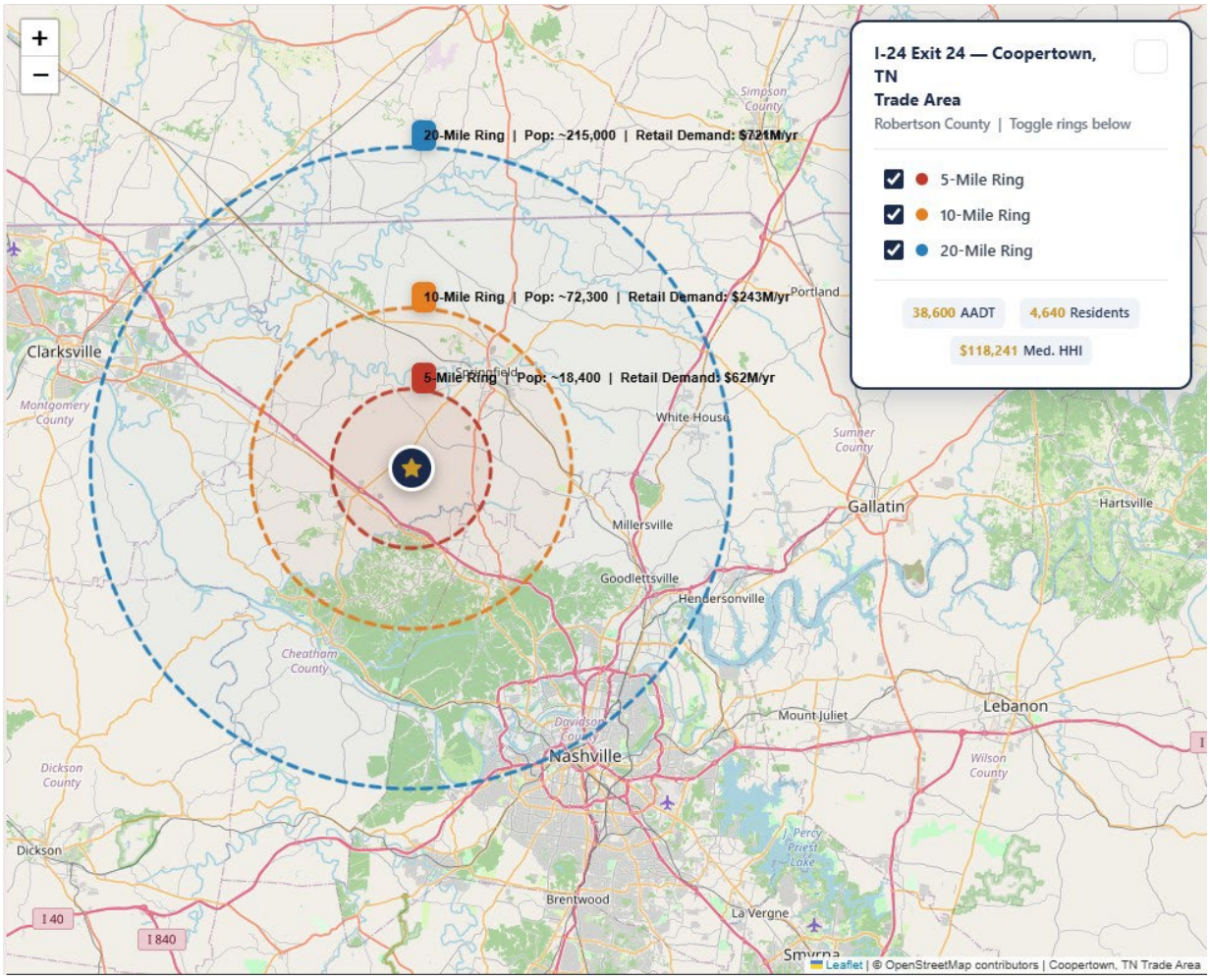


Figure 4: I-24 Exit 24 Trade Area Radius Map | Compiled from U.S. Census, TDOT, Esri 2024

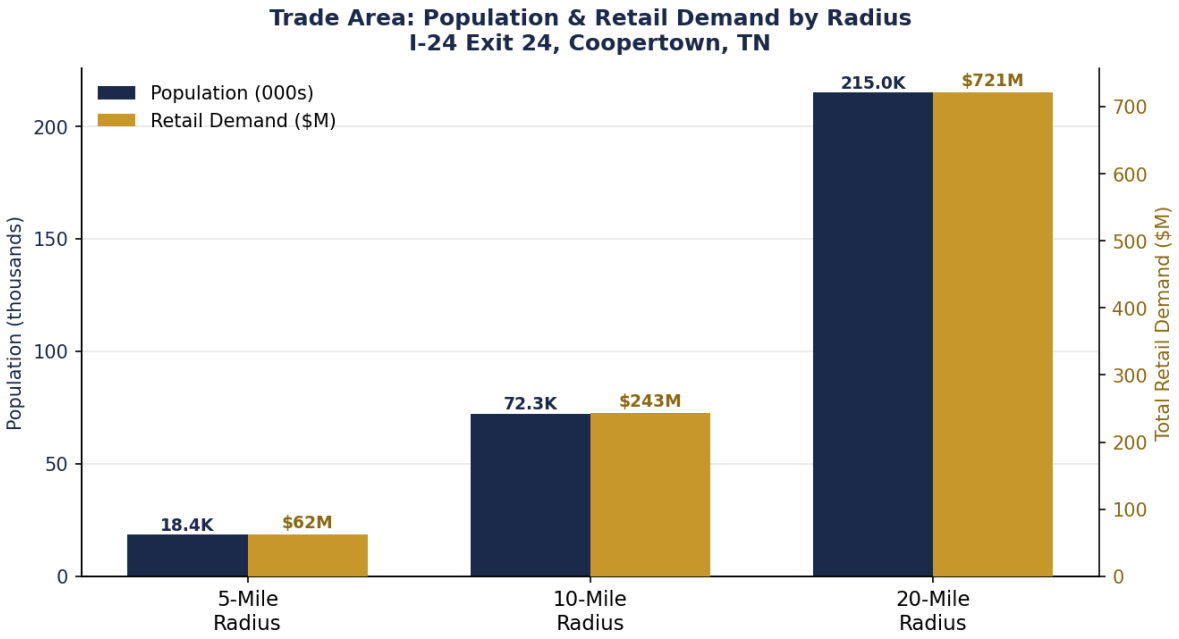


Figure 5: Trade Area Population & Retail Demand by Radius | Sources: Esri 2024, Census ACS

Trade Area Summary by Ring

Ring	Population	Households	Median HHI	Est. Annual Retail Demand
5-Mile (Primary)	**~18,400**	**~6,600**	**$97,000+**	**$62M / year**
10-Mile (Secondary)	**~72,300**	**~27,500**	**$85,000+**	**$243M / year**
20-Mile (Tertiary)	**~215,000**	**~82,000**	**$78,000+**	**$721M / year**

6. RETAIL SPEND LEAKAGE ANALYSIS

Spend leakage occurs when a community's residents must leave the market to fulfill basic retail and dining needs. Coopertown has ZERO grocery stores, ZERO full-service restaurants, and ZERO general merchandise retailers, within the incorporated town limits. Every retail transaction generated by 1,637 Coopertown households — plus pass-through demand from 38,600 daily I-24 vehicles — is captured by competitors in Clarksville, Springfield, Pleasant View, and Nashville.

Estimated annual retail spend leakage from the primary trade area exceeds $31 million per year. The chart below breaks this leakage by retail category, illustrating which tenant types would benefit most from a first-mover position at Exit 24.

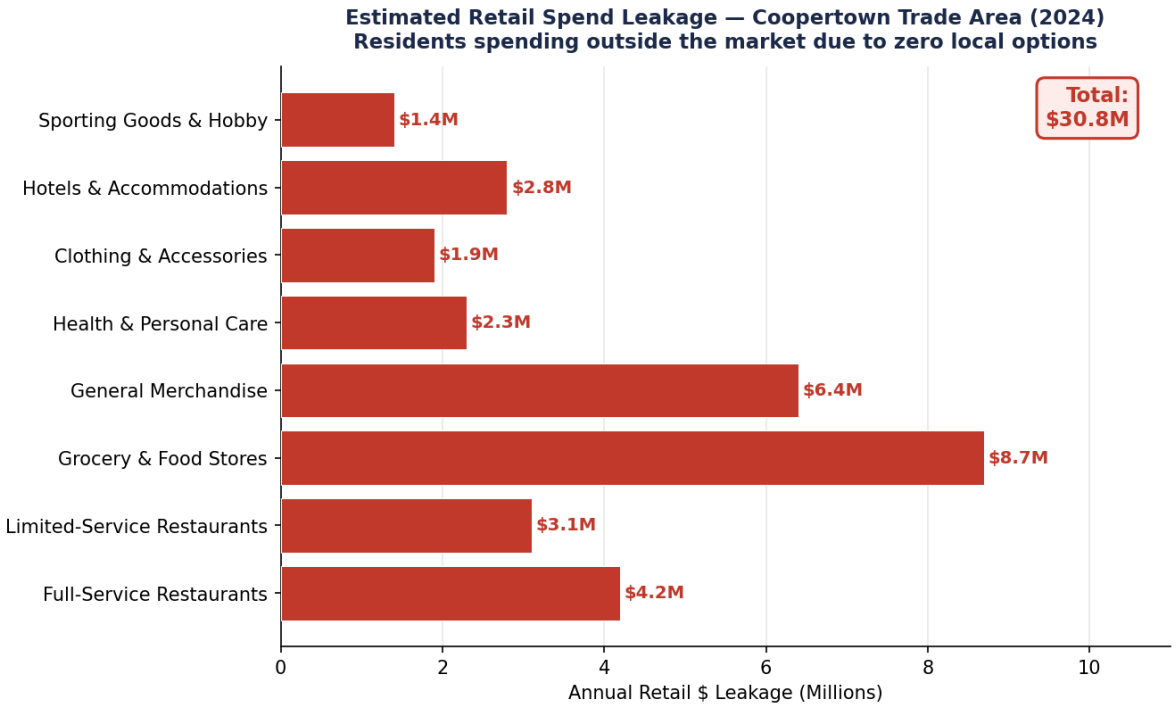


Figure 6: Estimated Annual Retail Spend Leakage by Category — Coopertown Primary Trade Area (2024)
Estimated from Esri Consumer Spending 2024B methodology, household counts, and Robertson County retail sales data

Note: Figures represent estimated annual leakage from the 5-mile primary trade area (~6,600 HH). Full 20-mile trade area leakage potential exceeds $150M annually across all categories.

7. COMMERCIAL GAPS & DEVELOPMENT OPPORTUNITIES

The absence of commercial development in Coopertown is not a sign of market weakness — it is a consequence of historical infrastructure lag in one of the most rapidly appreciating residential markets in Middle Tennessee. The community's high income, large lot sizes, vehicle dependency, and interstate access create a powerful demand profile for the following opportunity categories:

1. Grocery-Anchored Retail

Coopertown's residents currently drive 12–20 miles round-trip for every grocery run — one of the most acute food-access gaps in Robertson County. With 1,637 households, a median household income of $118,241, and zero grocery retail within the city, the market is not only underserved — it is completely unserved. A grocery anchor is the single highest-priority commercial need and the most reliable first-mover investment in this trade area.

Estimated Supportable Grocery GLA: 25,000–85,000 sq ft (format-dependent)
Projected Annual Grocery Sales: $18M–$45M per anchor
Estimated Annual Tax Revenue Generated: $280K–$720K
Nearest Anchor Grocery Competition: Clarksville / Springfield / Goodlettsville (12–20 miles)

2. Large-Format Anchor Retail

Coopertown's Exit 24 corridor is tailor-made for the nation's highest-performing large-format anchor retailers. With a 20-mile trade area of 215,000 consumers, a median household income of $118,241, and zero competing big-box retail within the city, each of these national brands faces an uncontested market entry opportunity.

Estimated Combined Supportable GLA: 550,000–850,000 sq ft
Projected Annual Sales Volume (all anchors): $180M–$290M
Projected Annual Tax Revenue for Coopertown: $2.2M–$4.1M
Nearest Competing Big-Box Cluster: Clarksville / Goodlettsville / Rivergate Mall area (18–22 miles)

3. Restaurant Row & Food and Beverage Corridor — QSR, Fast-Casual & Full-Service

Coopertown has zero restaurants of any kind within the incorporated city limits. Every meal purchased outside the home — breakfast, lunch, dinner, or late-night — requires residents to leave town entirely. With 38,600 vehicles passing I-24 Exit 24 daily and a commuter base averaging 30.8 minutes each way, the demand for convenient, quality dining at this interchange is not a projection — it is a certainty.

Estimated Restaurant Row GLA: 4–6 QSR pad sites (2,000–5,000 sq ft each) + 1–2 full-service bays (5,000–8,500 sq ft)
Projected Combined Annual F&B Sales: $22M–$38M (fully tenanted corridor)
Projected Annual Sales Tax Revenue for Coopertown: $550K–$950K
Nearest Competing Restaurant Cluster: Clarksville / Hendersonville / Goodlettsville (12–18 miles)

4. Hotel & Travel Hospitality

The I-24 / US-431 interchange at Exit 24 has limited hotel options within 8 miles — an extraordinary supply gap on one of Tennessee's most heavily traveled interstate corridors. The Nashville-to-Clarksville segment of I-24 serves a layered and recession-resistant demand base: corporate and government travelers, Fort Campbell military personnel and family visitors, sports tourism guests, Nashville-area overflow demand, and regional / long road-trip travelers. Corridor average occupancy rates of 68–72% and an ADR benchmark of $115–$145/night make Exit 24 a compelling greenfield hotel development site with fast path to stabilization.

Estimated Rooms (single property): 80–120 keys
Projected Stabilized Occupancy: 68–78% (brand and format dependent)
Projected ADR: $115–$175/night
Projected Annual RevPAR Revenue (per property): $3.2M–$6.8M
Key Demand Generators: Fort Campbell TDY, Nashville corporate overflow, sports tourism, I-24 leisure travelers, Robertson County business visitors

5. Sports Complex & Recreation Facility — Regional Youth & Adult Athletic Destination

A regional sports complex at I-24 Exit 24 is not merely a quality-of-life amenity — it is a proven economic engine. Sports tourism is the fastest-growing segment of the U.S. travel industry, generating $45.1 billion in annual economic impact nationally (Sports Events & Tourism Association, 2024). For a community like Coopertown with zero existing commercial infrastructure, a well-designed multi-sport complex simultaneously serves resident demand, generates regional tourism, anchors hotel and restaurant development, and establishes Exit 24 as a named destination on the Middle Tennessee map.

RECOMMENDED FACILITY CONCEPT: Phase 1 outdoor complex of 8–12 multi-use rectangular fields (soccer, lacrosse, football) with LED lighting for evening and tournament play, a central pavilion with concessions and restrooms, a covered spectator area, and 500–800 paved parking spaces. Phase 2 expansion to include 4–6 baseball/softball diamonds, an indoor training and event facility (20,000–35,000 sq ft), and a dedicated pickleball/tennis complex to capture the adult recreational segment.

Estimated Phase 1 Development Cost: $4.5M–$9.5M (land and infrastructure dependent)
Projected Annual Tournament Events: 40–65 events (at stabilization)
Projected Annual Visitor Attendance: 80,000–150,000
Projected Direct Annual Economic Impact: $8M–$18M (visitor spending in trade area)
Projected Annual Hotel Room Nights Generated: 18,000–36,000
Key Sports Served: Soccer, lacrosse, football, baseball, softball, pickleball, tennis

8. WHY NOW — COMPETITIVE ADVANTAGES

- First-mover advantage: No competing retail, restaurant, or hospitality within the immediate market
- Tennessee has NO state income tax — favorable operating environment for all retail and hospitality operators
- Robertson County and Coopertown property taxes among the lowest in the Middle Tennessee metro region
- Fully incorporated municipality: established zoning and responsive town governance
- Active Town Planning Commission proactively recruiting commercial partners
- I-24 classified as Strategic Highway Network (STRAHNET) — federally protected, high-investment corridor
- Regional population growth of 18,000+ projected by 2030
- Fort Campbell proximity (Clarksville) adds a stable, non-cyclical demand base of 28,000+ military personnel
- Flat, developable land with interstate frontage available

9. CONTACT

The Coopertown Town Planning Commission invites qualified developers, site selectors, tenant representatives, and investors to engage directly with the Mayor's office.

MAYOR JEFF SMITH

Mayor of Coopertown, Tennessee

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DISCLAIMER: This portfolio is prepared for informational and marketing purposes by the Town of Coopertown, Tennessee. Demographic and trade area data are compiled from U.S. Census Bureau ACS (2024 5-Year Estimates), Esri 2024 Community Analyst, TDOT Traffic Count Data System, Data USA, and the Tennessee Comptroller's Office. Retail demand and spend leakage figures are estimates derived from household counts and Esri Consumer Spending 2024B methodology. This document does not represent or solicit any specific property listing or real estate transaction. All figures are estimates subject to independent verification. © 2026 Town of Coopertown, Tennessee.