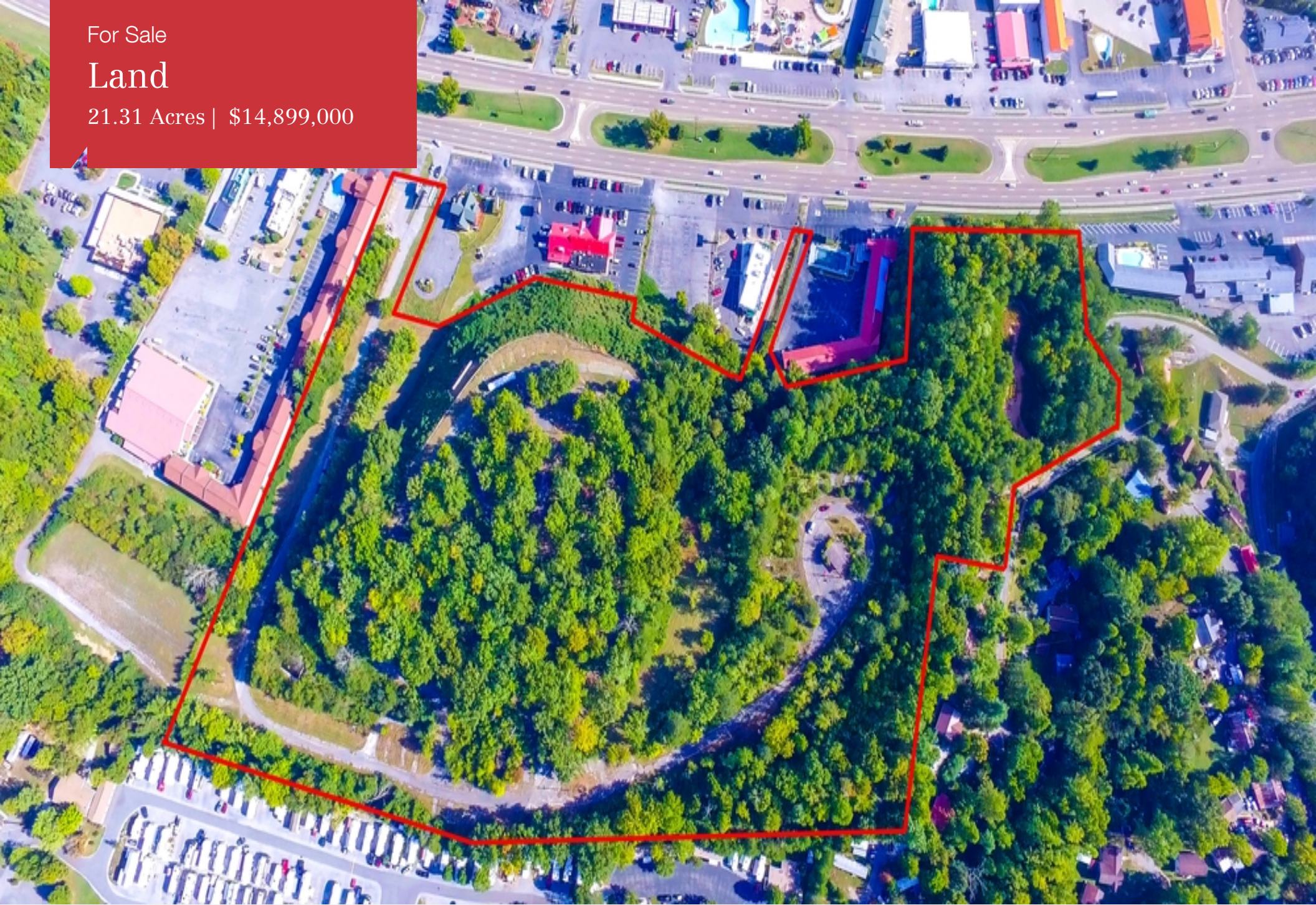


For Sale

# Land

21.31 Acres | \$14,899,000





For Sale

# Land

21.31 Acres | \$14,899,000



## 4020 Parkway

Pigeon Forge, Tennessee  
37863

### Property Highlights

- 21.31 Acres
- Available Fee Simple
- ADTC 43,554
- Site Visible for 1.55 miles
- Two Points of Ingress and Egress
- Spectacular Mountain and City Views
- Located within Pigeon Forge's Tourism Development Zone
- C1, C2, and C6 Zoning on Portions of the Site
- Pigeon Forge's Gross Revenue Topped \$1.2B in 2015
- Lodging Revenue Exceeded \$315M in 2015
- Restaurant Revenue Exceeded \$218M in 2015
- Amusement Revenue Exceeded \$240M in 2015

For more information

**Trey Miller, MRED**

O: 865 777 3044 | C:  
tmiller@koellamoore.com

### OFFERING SUMMARY

<b>Sale Price</b>	\$14,899,000
<b>Lot Size</b>	21.31 Acres

### DEMOGRAPHICS

Stats	Population	Avg. HH Income
<b>1 Mile</b>	688	\$48,916
<b>5 Miles</b>	19,297	\$50,714
<b>10 Miles</b>	51,675	\$51,056

### VIEW PROPERTY VIDEO





## Property Overview

SALE PRICE: **\$14,899,000**

LOT SIZE: **21.31 Acres**

PRICE/AC **\$699,155**

ZONING: **C1, C2, C6**

MARKET: **Pigeon Forge**

This opportunity is the best resort development tract in Sevier County. The property consists of 21.31 acres located just off the Parkway in Pigeon Forge, TN. This opportunity is unique in many ways. It is a large fee simple tract directly off the Parkway with spectacular mountain views. However, the most important feature is this property's commanding visibility.

The property lays like a plateau - it is very steep near the Parkway but flattens out nicely on the top. The building site sits almost 100 feet above the grade of the Parkway. The combination of the elevated building footprint with the site's position relative to the Parkway results in a property that can be seen by all inbound traffic from 1.55 miles away. That totals an average of 43,556 cars per day for a duration of 3-10 minutes, depending on traffic.

While this property has unique topography, it tapers nicely on both sides and already has two points of ingress and egress as delineated below:

- Red light access, Parkway and Conner Heights
- Right-in, Right-out access near Golf Road



# Additional Photos





# Additional Photos



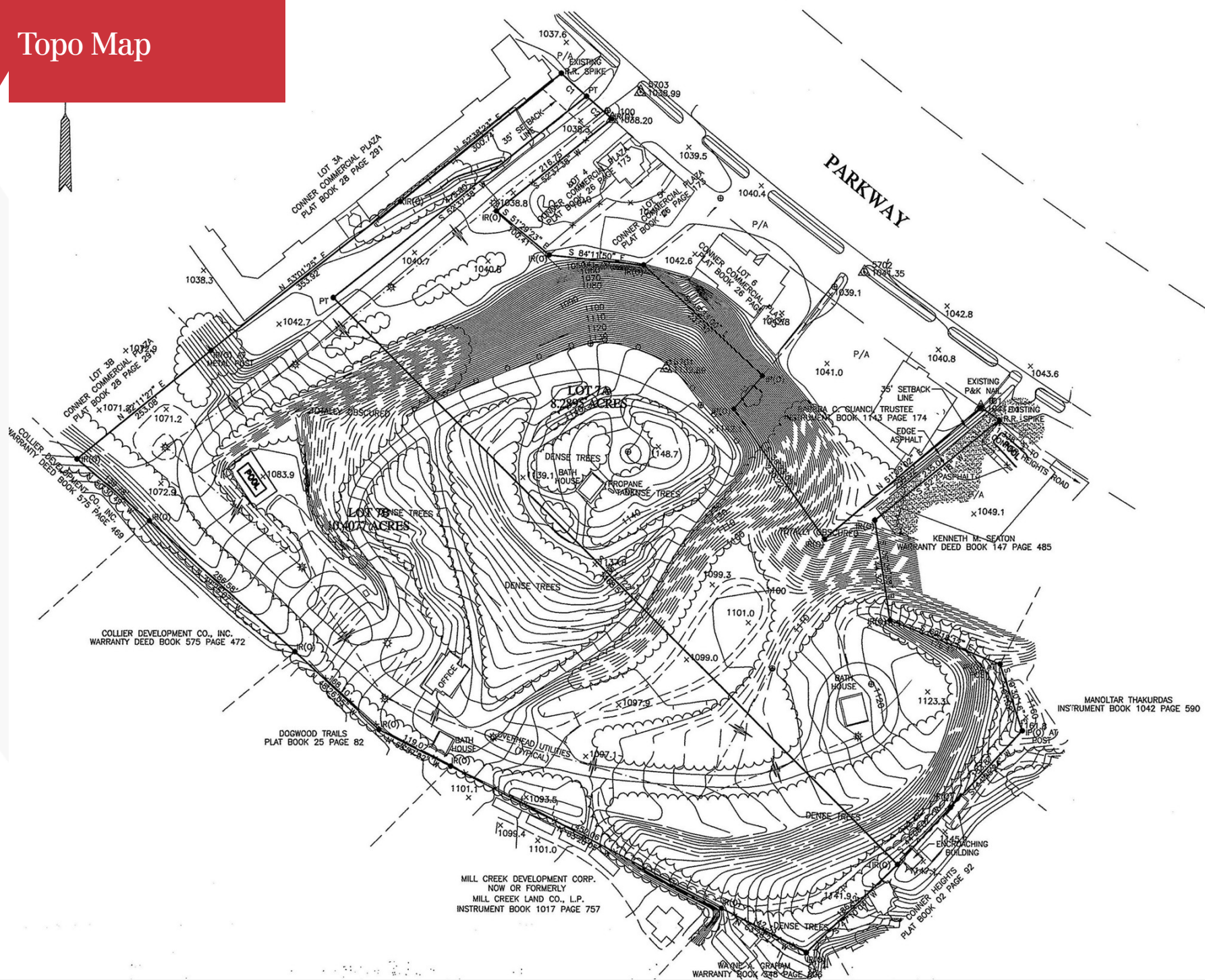


# Additional Photos





# Topo Map



COLLIER DEVELOPMENT CO., INC.  
WARRANTY DEED BOOK 575 PAGE 472

DOGWOOD TRAILS  
PLAT BOOK 25 PAGE 82

MILL CREEK DEVELOPMENT CORP.  
NOW OR FORMERLY  
MILL CREEK LAND CO., L.P.  
INSTRUMENT BOOK 1017 PAGE 757

WAGNE S. GRAHAM  
WARRANTY DEED BOOK 328 PAGE 206

PARKWAY

255 N Peters Road, Suite 101  
Knoxville, TN 37923  
865 777 3030 tel  
[koellamoore.com](http://koellamoore.com)



# Additional Photos



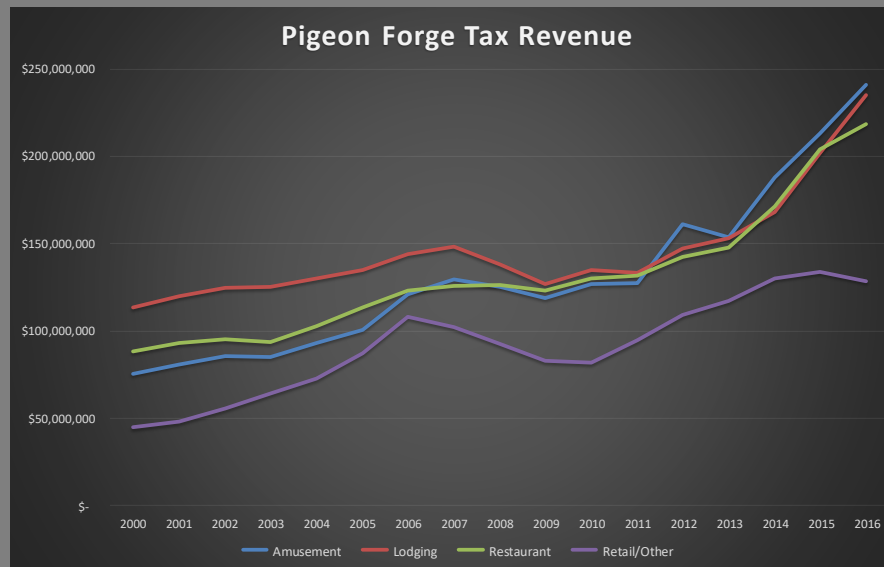


The scenic Great Smoky Mountains, friendly people, down home hospitality and dining, and a nostalgic air of yesteryear's simpler times and family values truly make Pigeon Forge the "All American Get-Away" for over 60 percent of the U.S. population within a day's drive.



Today, Pigeon Forge is home to about 5,000 full-time residents and a "second home" to over 11 million visitors a year who come to enjoy affordable its attractions, filled with action-packed fun and family entertainment. Dozens of popular attractions, rides, amusements, theaters, museums, and gift shops line the five mile main parkway through town. The city is home to the Dollywood theme park, one of the best family attractions in the South.

## Key Businesses:



- **Amusement** Average Revenue: **\$130,899,355**  
Peak: **2016** with **\$240,887,447**
- **Lodging** Average Revenue: **\$145,852,881**  
Peak: **2016** with **\$235,357,312**
- **Restaurant** Average Revenue: **\$131,211,482**  
Peak: **2016** with **\$218,285,511**
- **Other/Retail** Average Revenue: **\$91,416,962**  
Peak: **2015** with **\$133,962,916**

Pigeon Forge's tax revenue has remained steady over the past 16 years dropping mildly during the recession while rebounding after only a year. There was a slight drop in 2017 in the "Lodging" and "Other/Retail" categories due, in part, to the public perception of the town's status since recent forest fire. The restaurant and amusement sectors did not take much of a hit and have remained steadily increasing over the past 16 years.

**Summer**  
Avg Length of stay – 3.3 Days  
Avg Spending - \$1,507  
Avg Travel Distance – 340 Miles  
Avg Party Size – 4.0

**Winter**  
Avg Length of Stay – 4.0 Days  
Avg Spending - \$1,289  
Avg Travel Distance – 307 Miles  
Avg Party Size – 4.0

**Autumn**  
Avg Length of Stay – 3.4 Days

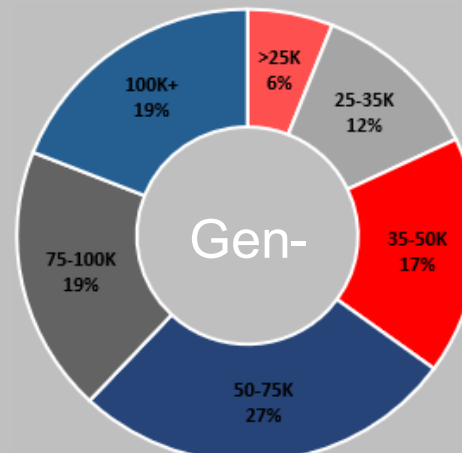
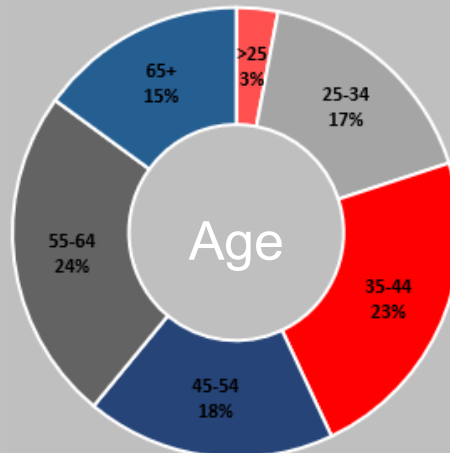
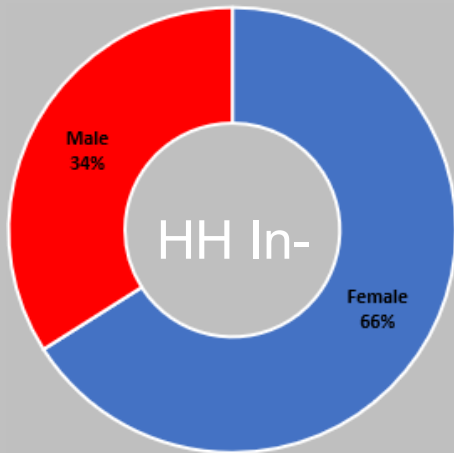
**Spring**  
Avg Length of Stay – 3.5 Days



income tax and has a professional and effective economic development community. Sevier County is one of the fastest growing counties in the state, due in part to housing and the cost of living index being reasonably low. With its location in the heart of the Smokies, it naturally follows that Sevier County's leading industry is tourism. The vast number of visitors spending money in Sevier County means that despite our small population, Sevier County is ranked #3 in tax returns across the state. Visitor spending generates jobs, taxes, worker income. As an industry, tourism creates a higher quality of life that attracts a new creative class of employees and entrepreneurs.



Key Businesses:



Pigeon Forge sees a wide variety of visitors to the city. 65% of the visitors have a household income above \$50,000 with the average amount spent per trip being \$1,404. The highest spending season for visitors is the Summer at \$1,507 per visit. Pigeon Forge visitors are heavily in the ranges of 35-44 (23%) and 55-64 (24%).



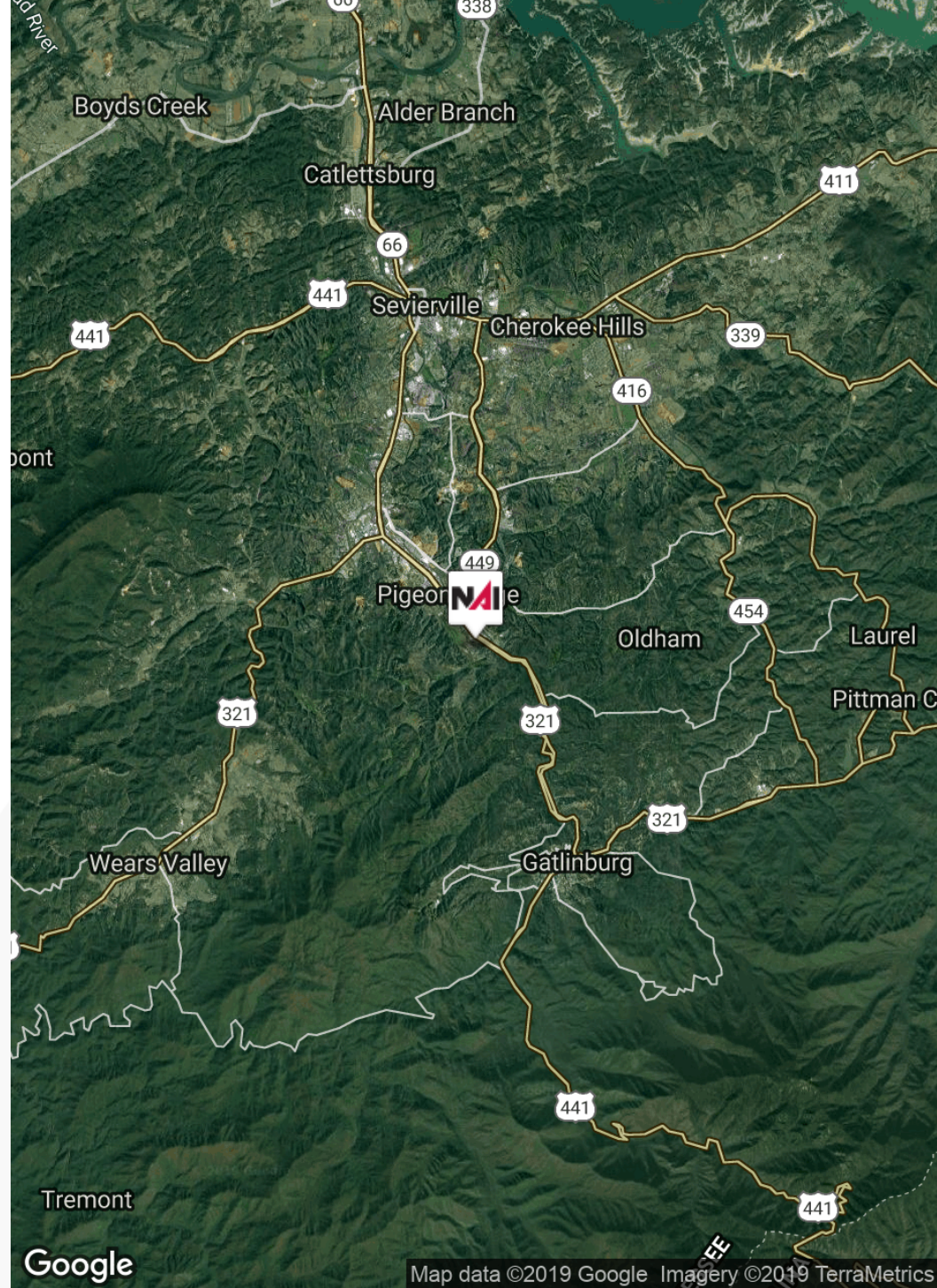
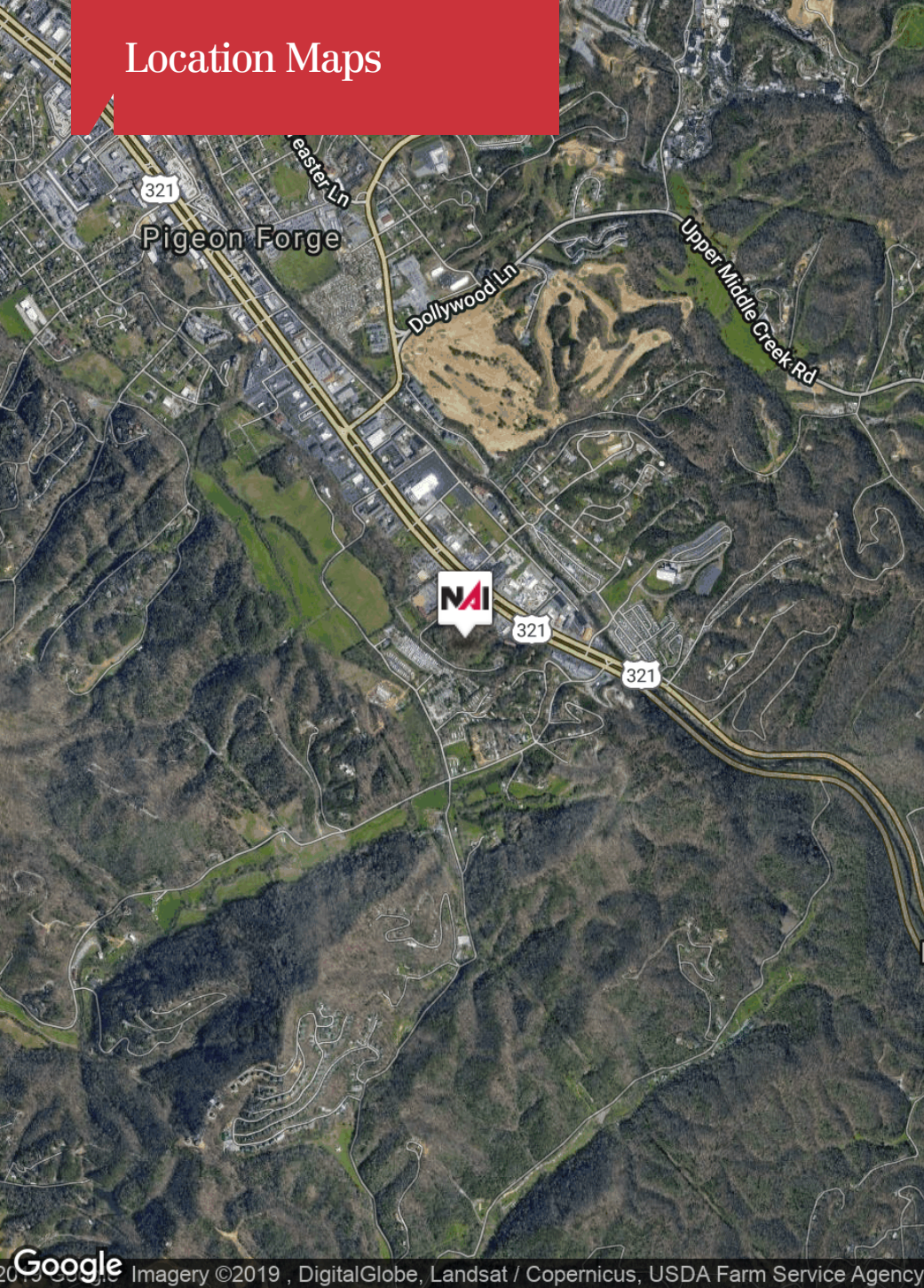


# Additional Photos



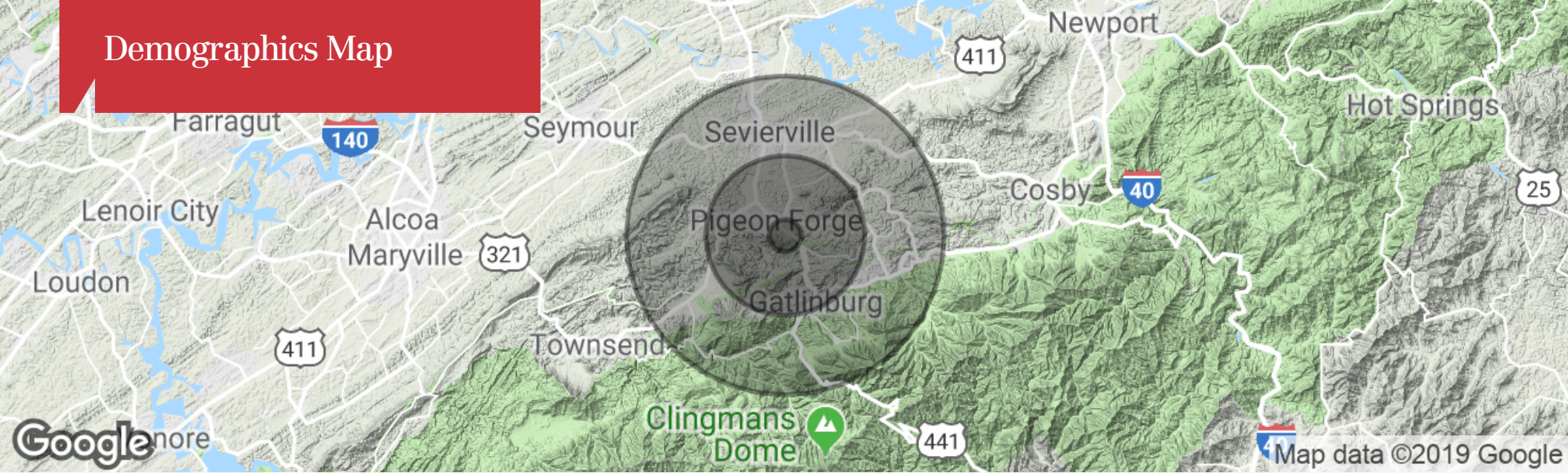


# Location Maps





# Demographics Map



	1 Mile	5 Miles	10 Miles
<b>Population</b>			
Total Population	688	19,297	51,675
Median Age	40.7	41.2	40.7
Median Age (Male)	43.4	41.3	39.6
Median Age (Female)	39.4	42.2	42.6
<b>Households &amp; Income</b>			
Total Households	284	8,638	23,300
# of Persons Per HH	2.4	2.2	2.2
Average HH Income	\$48,916	\$50,714	\$51,056
Average House Value	\$215,774	\$223,351	\$216,708
<b>Race</b>			
% White	96.7%	94.6%	95.6%
% Black	0.4%	1.4%	1.0%
% Asian	0.7%	1.5%	1.1%
% Hawaiian	0.0%	0.0%	0.0%
% Indian	0.0%	0.2%	0.3%
% Other	1.2%	1.3%	1.0%
<b>Ethnicity</b>			
% Hispanic	7.8%	7.4%	6.8%

\* Demographic data derived from 2010 US Census