



PELLISSIPPI

**The Art & Design of Community**

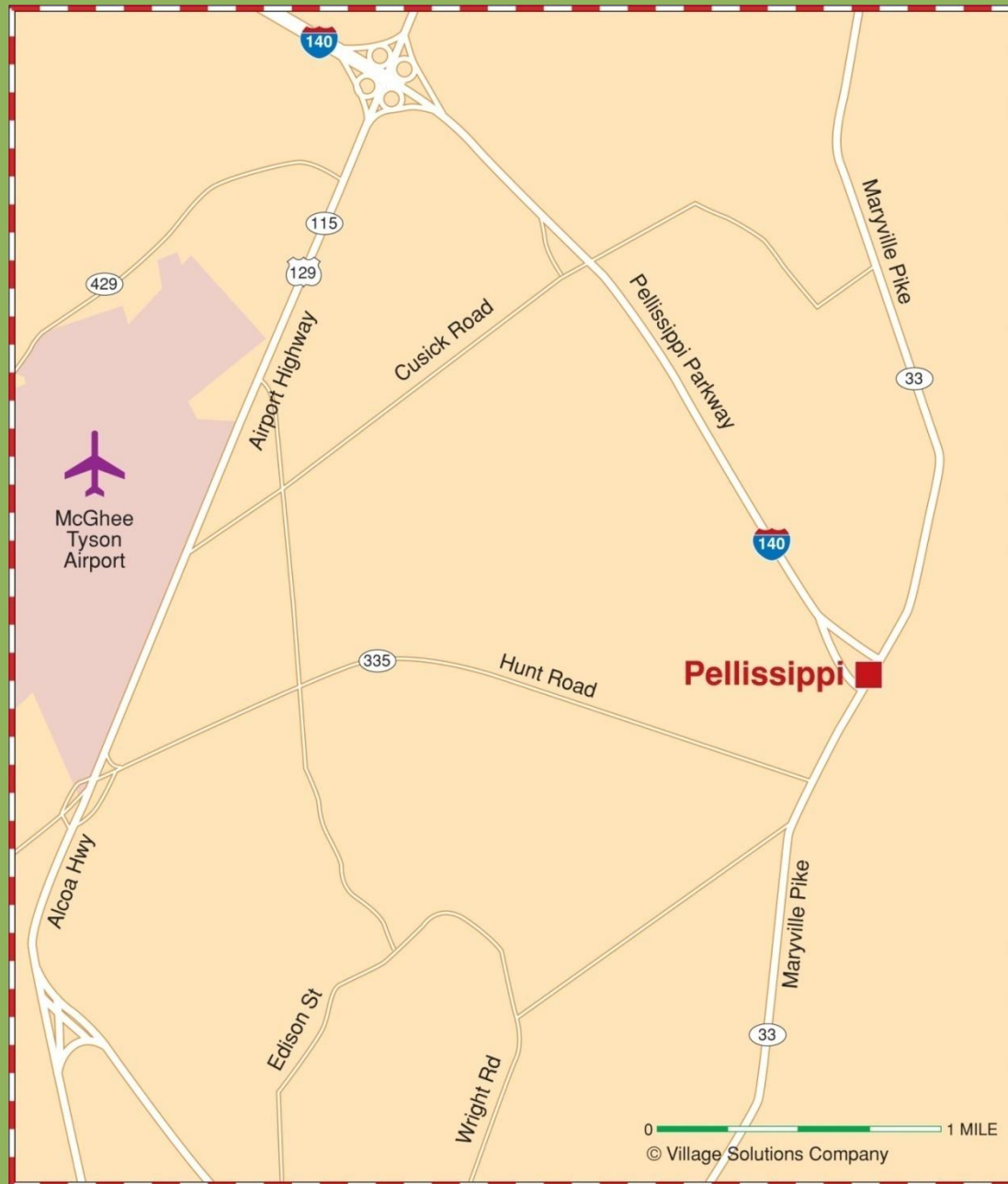
**Welcome to a mixed-use community formulated  
to meet the needs of scientific, academic and  
research professionals.**













PELLISSIPPI

Research  
Retail  
Residential  
Hotel  
Community

# Master Plan

## Pellissippi Village Center





# Town Center



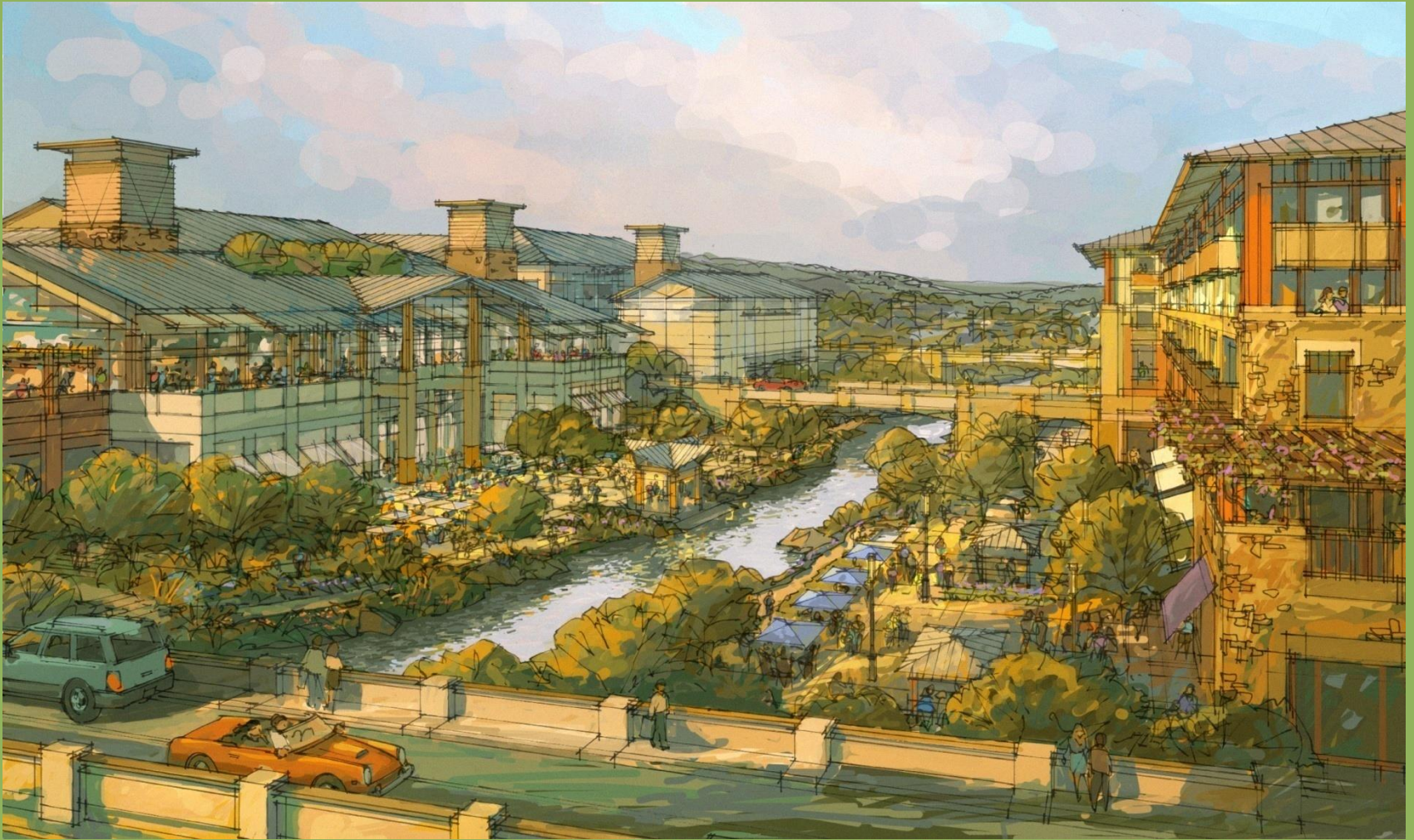


# Retail





# Residential





# Research and Development





# Residential



## PELLISSIPPI AT A GLANCE

Projected Openings	2012-2022
Owner/Developer	Pellissippi Development Authority
Project Size	3,000,000-4,000,000 square feet
Development Area	470 acres
Retail Area	800,000 square feet
Merchants	100+
Restaurants	6
Cinema	14-18 screens
Community Services	25,000 square feet
Research & Development	Up to 2,000,000 square feet
Office	300,000 units
Hotels	1-2
Residential	600 homes, apartments and condos

## TRADE AREA DEMOGRAPHICS

Trade area population	509,970
Average household income	\$63,506

## TOTAL TRADE AREA BY SECTOR

Sector	Area	Population	Average Household Income
I	Generally 10 miles around site	370,832	\$66,118
II	Northwest	42,255	\$62,722
III	Northeast	22,083	\$67,275
IV	Southeast	74,800	\$49,990
<b>TOTAL</b>	<b>NA</b>	<b>509,970</b>	<b>\$63,506</b>





*A community created for  
scientific, high-tech professionals  
and their families, Pellissippi  
Village is designed to promote  
interaction and inspiration.*



*Pellissippi Village will offer  
an inviting array of shopping,  
dining and entertainment options  
in an organic atmosphere.*





*The retail and other attractions of  
Pellissippi Village will be readily  
available to a large, underserved  
and affluent group of residents,  
researchers and educators.*

