39th Expressway and 23rd Street Corridor Overview

Introduction

This report analyzes business performance along two commercial corridors: the 39th Expressway Corridor and the 23rd Street Corridor. The purpose is to identify patterns in foot traffic and examine how economic conditions, business type, and spatial factors may relate to performance differences.

The analysis uses business-level foot traffic year-over-year changes along with demographic, zoning, and accessibility indicators such as residential density, sidewalk connectivity, and Walk Score data. Comparing both corridors helps evaluate how urban form and location context may influence business outcomes.

Summary

The two corridors show different patterns of business performance and spatial structure. On the 39th Expressway Corridor, 12 of 22 businesses show increased foot traffic while 10 decline. This corridor functions as a pass-through roadway beyond the city's core, where performance differences appear more closely tied to business type—especially stronger results among automobile-related services—than to customer demographics, which remain similar across outcomes.

The 23rd Street Corridor shows a more uneven distribution, with 18 of 53 businesses increasing and 35 decreasing. Growth is highly concentrated around the Apple Glade Shopping Center, where 16 of 18 growing businesses are located in or immediately nearby. This area also has higher residential density, sidewalk access, and walkability, suggesting stronger pedestrian connectivity compared to the rest of the corridor.

Across both corridors, customer income levels and visitor types are relatively consistent between growing and declining businesses. Overall, the results suggest that spatial context and business type alignment with local accessibility patterns are more closely associated with performance differences than demographic variation, though the findings are observational and not causal.

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39th Expressway Corridor

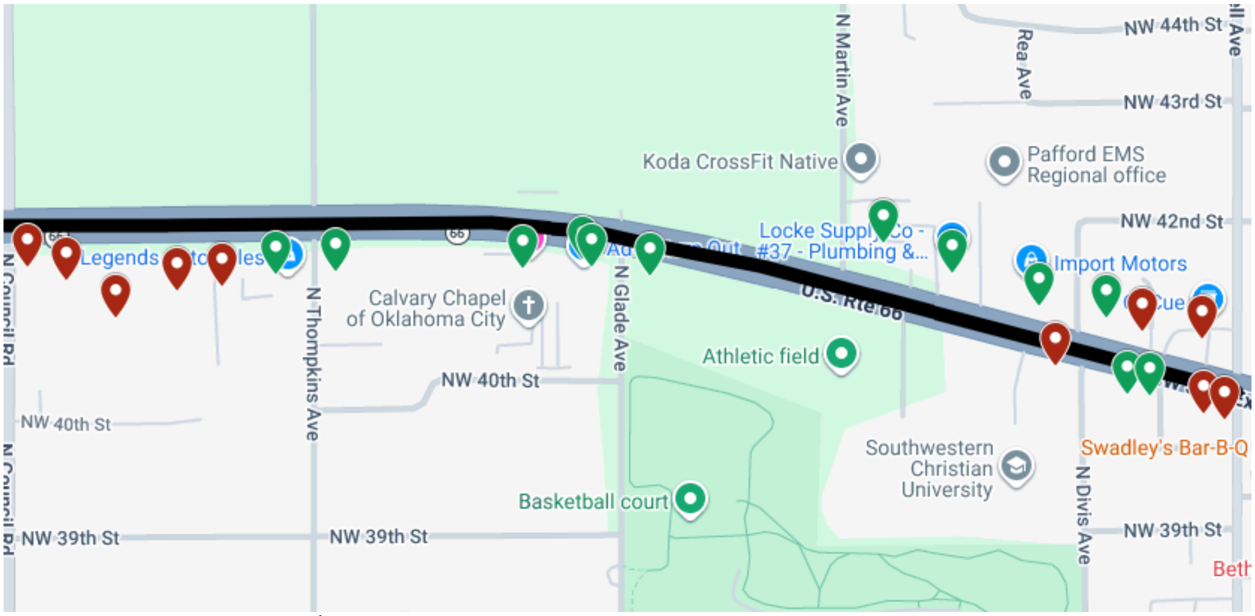

Image 1: Map of the 39th Expressway Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic.

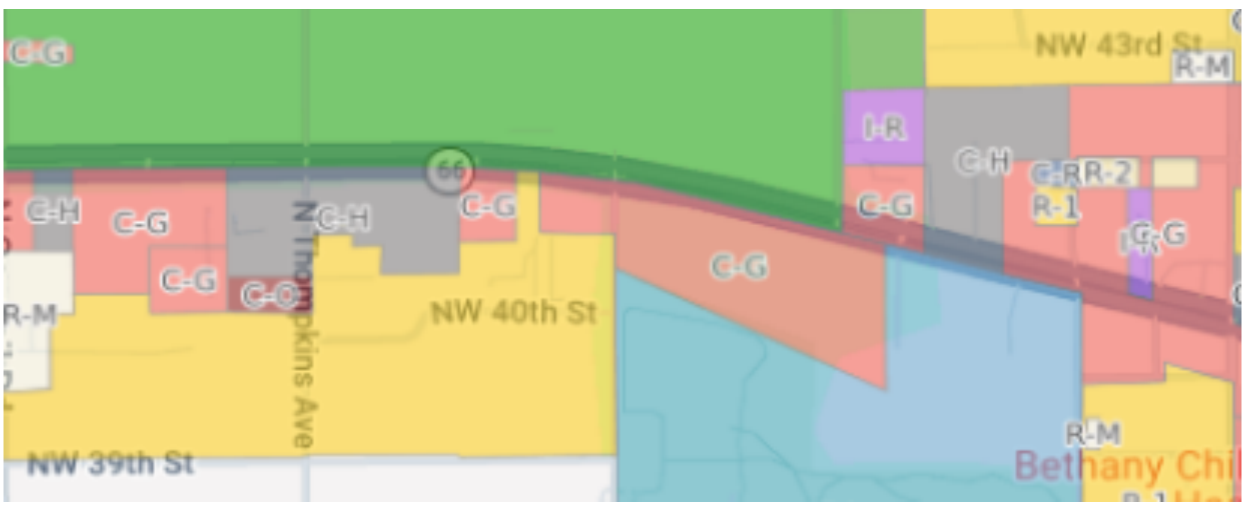

Image 2: Zoning Along 39th Expressway Corridor

There are 22 businesses along this corridor. Of these businesses, 12 are seeing an increase in foot traffic with the other 10 seeing a decrease in foot traffic year-over-year "**YoY**".

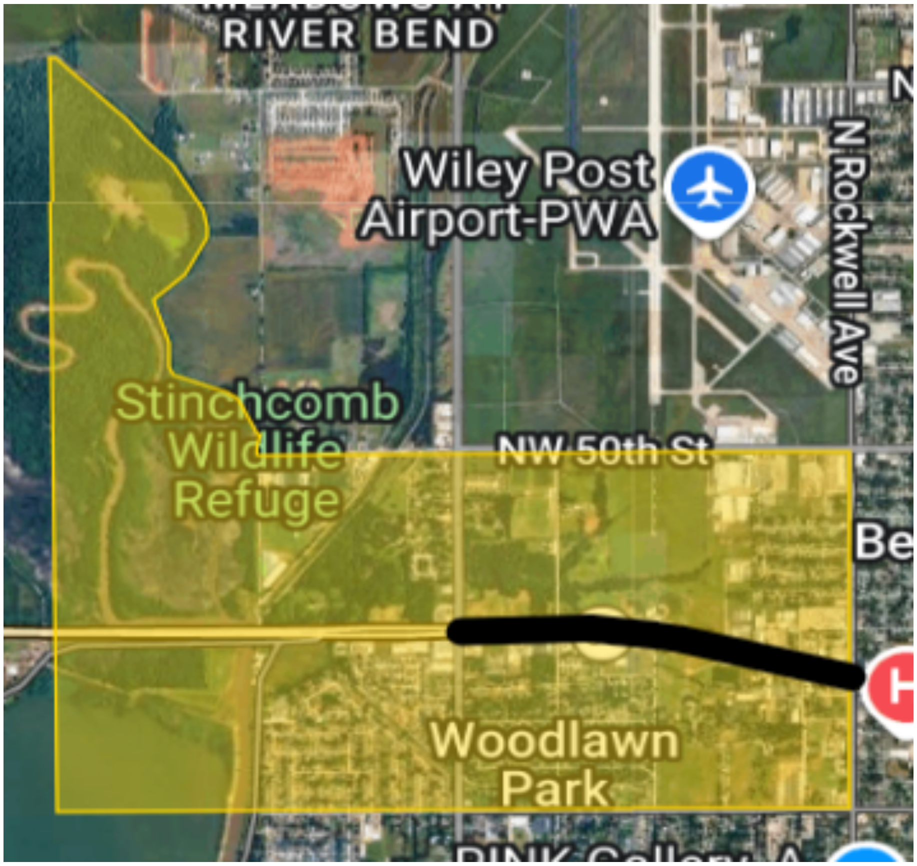

Image 3: Map of the corridor (black line) and the census tract it falls in.

Census Tract Economic Overview

Poverty Rates

Tract 12.85%

City Wide 20.5%

Unemployment Rate

Tract 0.82%

City Wide: 3.9%

Median Household Income

Tract $53,942

City Wide: $56,591

Net Change in Jobs

- +100
  - The largest change came from Education and Health Care Services, +74

Renter Occupied

Tract: 39.10%

City Wide: 46.9%

Owner Occupied

Tract: 60.90%

City Wide: 53.1%

Zip Codes Overview

- The 22 businesses along the 39th Expressway Corridor are located in zip code 73008.
- There are 15 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 2 businesses whose greatest percentage of visitors work in zip code 73008 but work in zip codes 73132 and 73099.
- The 5 remaining businesses have their greatest number of visitors both living and working in zip code 73099.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: $57,459

Zip Code 73099 Overview

- Poverty Rate: 6.0%
- Unemployment: 4.4%
- Median Household Income: $83,030

Zip Code 73132 Overview

- Poverty Rate: 15.3%
- Unemployment: 4.3%
- Median Household Income: $60,419

Most Common Visitor Type

There are 3 most common visitor types for businesses along the 39th Expressway Corridor. For 18 of these businesses, the most common visitor type is Blue Collared Suburbs with a median income of $55,000. For 3 businesses, the most common visitor type is City Hopefuls with a median income of $30,000. Finaly 1 business has Upper suburban Diverse Families with a median income of $80,000

For the 12 businesses that saw an increase in foot traffic, 9 of them had Blue Collard Suburbs as their most common visitor type. The other 3 had City Hopefuls as their most common visitor type.

Resulting in a:

- Median income of: $55,000
- Average income of: $48,750
- City Wide Median Household Income: $56,591

For the 10 businesses that saw a decrease in foot traffic, 9 of them had Blue Collard as their most common visitor type. The remaining business had Upper Suburban Diverse Families as its most common visitor type.

Resulting in a:

- Median income of: 55,000
- Average income of: $57,500
- City Wide Median Household Income: $56,591

Business Overview

The 22 businesses along this corridor can be divided up into 4 distinct categories:

- Automobile Services
  - 9 businesses
    - 7 businesses saw an increase in foot traffic
    - 2 businesses saw a decrease in foot traffic
- Construction
  - 4 businesses
    - 1 business saw an increase in foot traffic
    - 3 businesses saw a decrease in foot traffic
- Hospitality
  - 2 businesses
    - 1 business saw an increase in foot traffic
    - 1 business saw a decrease in foot traffic
- Miscellaneous services
  - 7 businesses
    - 3 businesses saw an increase in foot traffic
    - 4 businesses saw a decrease in foot traffic

Of the 4 business categories, Automobile Services is the most successful category. Followed by Hospitality, Miscellaneous Services, and Construction.

Discussion

Businesses with increasing and decreasing foot traffic share similar customer profiles. Both groups have a median visitor income of about $55,000, and Blue-Collar Suburban visitors are the dominant type for 9 of 12 businesses with increasing foot traffic and 9 of 10 businesses with decreasing foot traffic. This suggests that customer demographics alone do not explain performance differences.

Although all businesses are located along a major roadway, this segment sits beyond the primary commercial core and appears to function largely as a pass-through area, where many travelers are not making planned stops.

Within this context, performance varies by business category. Automobile services show stronger trends, with 7 of 9 businesses experiencing increased foot traffic, while construction businesses show weaker trends, with 3 of 4 experiencing declines, despite serving similar customer types.

Overall, the data indicates that differences in foot traffic are more closely associated with business type and how services align with pass-through travel patterns, rather than differences in income or visitor demographics.

Limitations

This analysis is based on observed business-level foot traffic trends and supporting demographic and economic indicators, but several limitations should be considered.

First, the findings are correlational rather than causal. While patterns suggest relationships between business performance, category type, and corridor context, the data does not directly measure why foot traffic is increasing or decreasing (e.g., pricing, marketing, competition, or service quality).

Second, the corridor-level comparison does not account for micro-location effects, such as exact positioning along the roadway, visibility, ingress/egress ease, signage, or parking availability, which may significantly influence customer behavior even within the same corridor.

Third, visitor type and income data are based on dominant or average patterns, which may not fully capture the diversity of customers or short-term fluctuations in visitation behavior.

Fourth, foot traffic changes are aggregated outcomes, meaning seasonal variation, time-of-day differences, or recent business openings/closures are not isolated in the analysis.

Finally, while the corridor is described as a major roadway past the city’s core, the analysis does not directly measure traffic volume or conversion rates, limiting the ability to determine how effectively pass-through traffic translates into business visits.

Overall, the results should be interpreted as descriptive trends that highlight likely influences, rather than definitive explanations for performance differences.

23rd Street Corridor

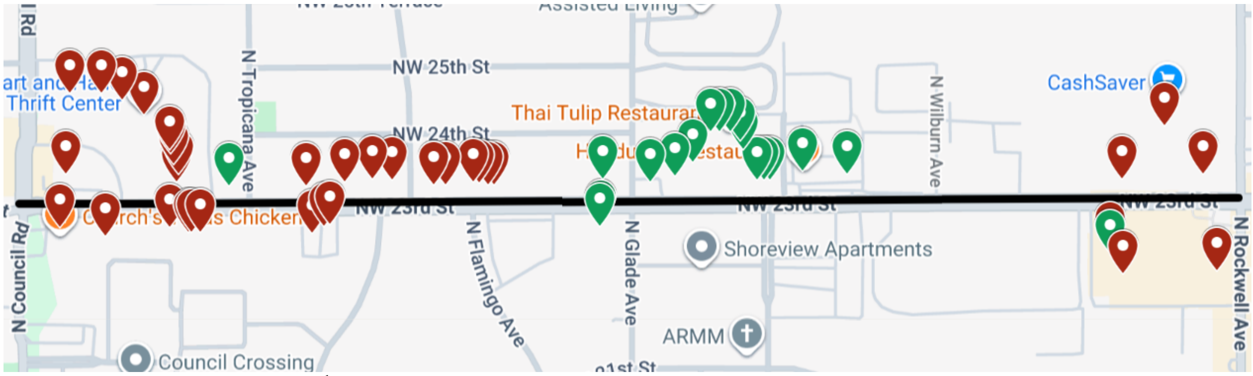

Image 4: Map of the 23rd Street Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic.

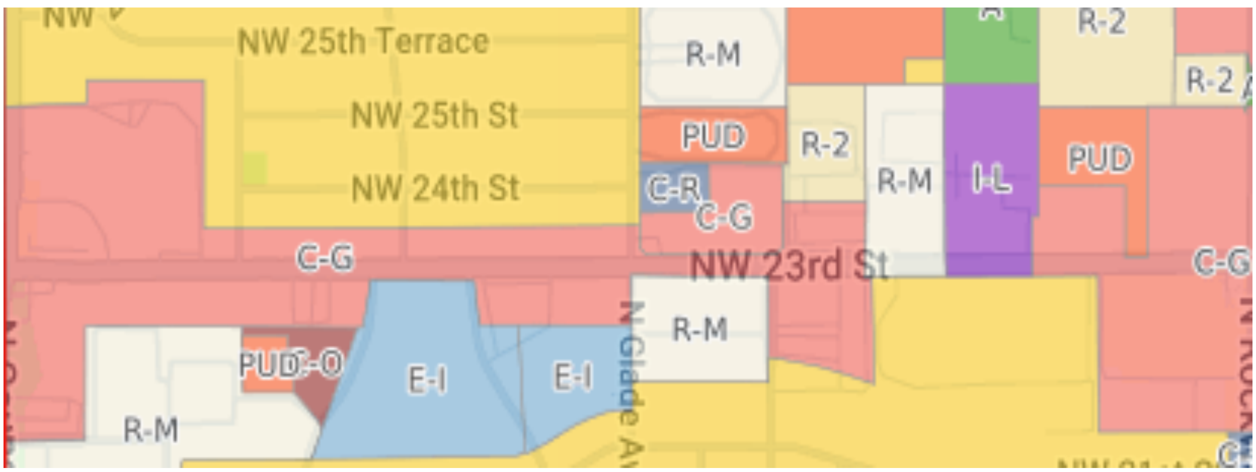

Image 5: Zoning along 23rd Street Corridor.

There are 53 businesses along this corridor. Only 18 businesses have seen an increase in foot traffic with the other 35 seeing a decrease in foot traffic year-over-year “**YoY**”.

Census Tract Map

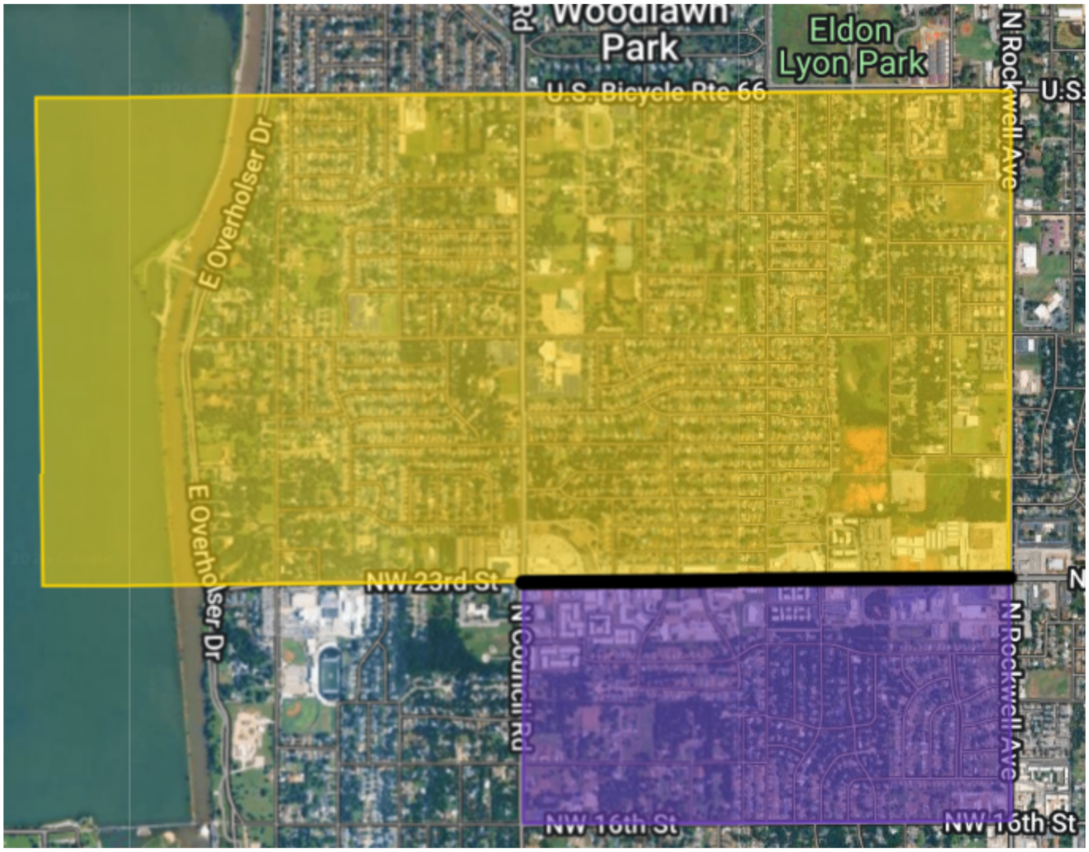

Image 6: Map of the corridor (black line) and the two tracts it falls in. Yellow is Tract 1. Purple is Tract 2.

Census Tract Economic Overview

Poverty Rates

1. 12.85%
2. 9.48%

Median poverty rate of 11.17%

City Wide 20.5%

Unemployment Rates:

1. 0.82%
2. 2.80%

Median Unemployment rate of 1.81%

City Wide: 3.9%

Median Household Income

1. $53,942
2. $68,059

Median Household Income of $61,000

City Wide: $56,591

Net Change in Jobs:

1. +100
   - The largest change came from Education and Health Care Services, +74
2. -460
   - The largest change came from Transportation and Warehousing Jobs, -462

Renter Occupied

1. 39.10%
2. 33.24%

Median: 36.17%

City Wide: 46.9%

Owner Occupied

1. 60.90%
2. 66.76%

Median: 63.83%

City Wide: 53.1%

Zip Codes Overview

- The 53 businesses along the 23rd Street Corridor are in zip code 73008.
- There are 37 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 7 businesses whose greatest percentage of visitors live in zip code 73008 but work in zip code 73127.
- Finally, there are 9 businesses whose greatest number of visitors live and work in zip code 73127.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: $57,459

Zip Code 73127 Overview

- Poverty Rate: 26.7%
- Unemployment: 7.6%
- Median Household Income: $44,925

Most Common Visitor Type

There are only two types of most common visitors, and they are Blue Collar Suburbs and City Hopefuls. Of the 18 businesses that saw an increase in foot traffic 17 of them had City Hopefuls as their most common visitor type with a median household income of $30,000 while the remaining business had Blue Collard Suburbs as their most common visitor type with a median household income of $55,000.

Resulting in:

- Median income of $30,000
- Average income of $31,388
- City Wide Median Household Income of $56,591

Of the 35 businesses that saw a decrease in foot traffic 19 of them had Blue Collard Suburbs as their most common visitor type with a median household income of $55,000 while the other 16 had City Hopefuls as their most common visitor type with a median household income of $30,000.

Resulting in:

- Median income of $55,000
- Average income of $43,571
- City Wide Median Household Income of $56,591

Business Overview

The 53 businesses along this corridor can be divided up into 5 distinct categories:

- Restaurants
  - 8 businesses
    - 4 businesses saw an increase in foot traffic
      - 4/4 are in or around the Apple Glade Shopping Center
    - 4 businesses saw a decrease in foot traffic
- Medical
  - 3 businesses
    - 1 business saw an increase in foot traffic
      - 1/1 are in or around the Apple Glade Shopping Center
    - 2 businesses saw a decrease in foot traffic
- Fuel Stations
  - 3 businesses
    - 1 business saw an increase in foot traffic

        - 1/1 are in or around the Apple Glade Shopping Center
      - 2 businesses saw a decrease in foot traffic
- Miscellaneous services
  - 34 businesses
    - 10 businesses saw an increase in foot traffic
      - 8/10 are in or around the Apple Glade Shopping Center
    - 24 business saw a decrease in foot traffic
- Controlled Substances
  - 5 businesses
    - 2 businesses saw an increase in foot traffic
      - 2/2 are in or around the Apple Glade Shopping Center
    - 3 businesses saw a decrease in foot traffic

Of the 18 businesses that saw an increase in foot traffic, 10 of them are in the Apple Glade Shopping Center. An additional 6 that saw an increase in foot traffic are in the immediate area around the Apple Glade Shopping Center. All but 2 businesses that saw an increase in foot traffic are in or in the immediate area around the Apple Glade Shopping Center.

Walkability

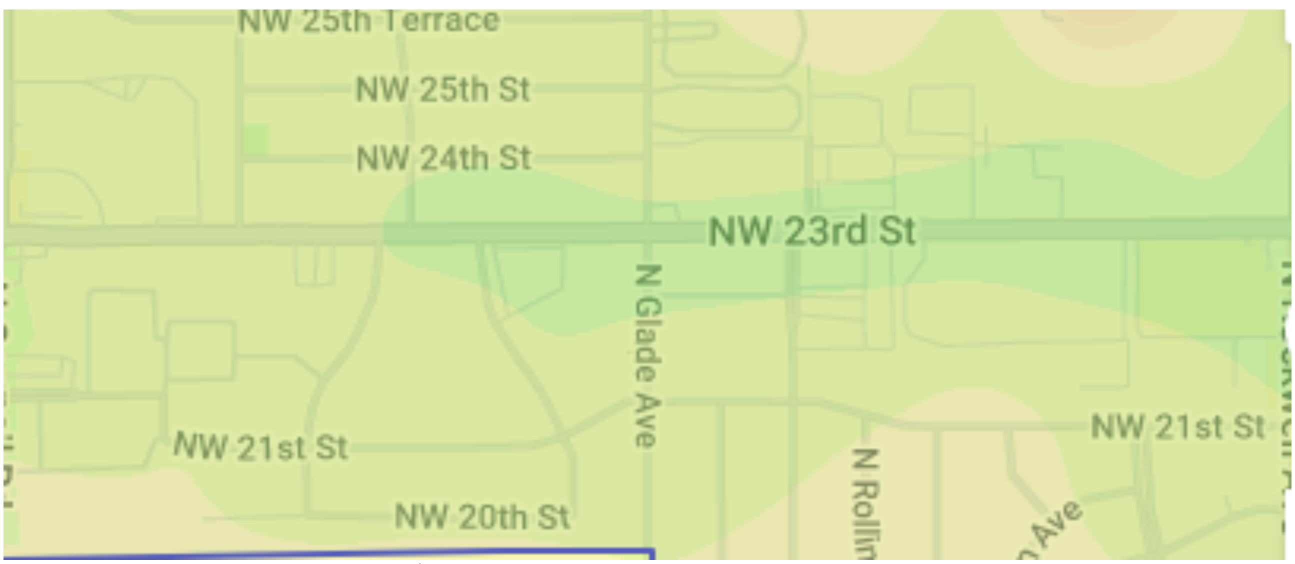

Image 7: Walkability of the 23rd Street Corridor. Darker green areas indicate greater walkability.

Discussion

The 23rd Street Corridor shows a clear performance split, with 18 of 53 businesses increasing foot traffic and 35 decreasing. Customer profiles are broadly similar across outcomes. Increasing businesses are primarily associated with City Hopefuls (17 of 18) with a median income of about $30,000, while declining businesses are split between Blue-Collar Suburbs (19) and City Hopefuls (16), with a higher median income of about $55,000. This suggests that income and visitor type alone do not explain performance differences.

Instead, outcomes are strongly concentrated spatially. 16 of the 18 growing businesses are located in or immediately around the Apple Glade Shopping Center, including 10 inside the center itself. This clustering points to a localized driver of performance rather than corridor-wide effects.

Zoning and infrastructure patterns reinforce this concentration. The Apple Glade area is surrounded by denser residential zones, connected by sidewalk infrastructure, and identified as a more walkable area on Walk Score maps "**Image 7**", indicating stronger pedestrian accessibility and integration with nearby neighborhoods.

Overall, the results suggest that differences in foot traffic are more closely associated with spatial accessibility factors—particularly walkability, residential density, and proximity to a commercial node—than with customer demographics alone, though the relationships are observational rather than causal.

Limitations

This analysis uses business-level foot traffic data combined with demographic, zoning, and walkability indicators, but several limitations affect interpretation.

First, the analysis is observational and not causal. While strong spatial clustering is evident—particularly around the Apple Glade Shopping Center—the data does not directly confirm that walkability, zoning, or residential density are the cause of increased foot traffic.

Second, although zoning, sidewalk connectivity, and Walk Score data provide context, they are proxy measures of accessibility and do not directly measure actual pedestrian flow, trip purpose, or customer decision-making behavior.

Third, foot traffic data is aggregated at the business level, which may obscure variation across time (seasonal trends, weekday vs. weekend differences, or time-of-day effects).

Fourth, visitor classifications (e.g., City Hopefuls, Blue-Collar Suburbs) are based on dominant patterns and may simplify mixed or overlapping customer bases, potentially overstating differences between business groups.

Fifth, the analysis does not account for business-specific factors such as branding, pricing strategies, storefront visibility, or competitive overlap within clusters like Apple Glade.

Finally, the strong clustering around Apple Glade may be influenced by multiple interacting factors, but the available data does not allow for isolation of individual effects (e.g., separating walkability from commercial anchoring effects).

Overall, the findings should be interpreted as pattern-based and spatially descriptive insights, rather than definitive causal conclusions.

Final Summary

This report examined business performance across the 39th Expressway Corridor and the 23rd Street Corridor using foot traffic trends, customer demographics, economic indicators, zoning patterns, and accessibility measures. Together, the corridors show that business performance varies more by spatial context and land-use structure than by customer income or visitor type.

Along the 39th Expressway Corridor, business performance is relatively balanced, with 12 of 22 businesses increasing and 10 decreasing in foot traffic. The corridor functions primarily as a pass-through roadway outside the city's main commercial core, and differences in performance appear more closely associated with business category—particularly stronger outcomes for automobile-related services—than with customer demographics, which remain largely consistent across businesses.

The 23rd Street Corridor shows a more uneven pattern, with 18 of 53 businesses increasing and 35 decreasing in foot traffic. Growth is highly concentrated around the Apple Glade Shopping Center, where 16 of 18 increasing businesses are located in or immediately adjacent to the center. This area is characterized by higher residential density, sidewalk connectivity, and higher walkability scores, suggesting stronger pedestrian accessibility compared to the rest of the corridor.

Across both corridors, customer income levels and visitor types are broadly similar between growing and declining businesses, indicating limited demographic differentiation. Overall, the findings suggest that differences in business performance are more closely related to spatial accessibility, urban form, and alignment between business type and local travel behavior than to customer demographics alone.

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