

North Council Road and North Rockwell Ave Corridor Overview

Introduction

This report examines business performance along the North Council Road Corridor and the North Rockwell Avenue Corridor using year-over-year foot traffic data. The analysis combines business-level foot traffic trends with census tract economic indicators, including income, poverty, employment, and housing data, along with zip code visitation patterns and dominant visitor types.

By comparing the two corridors, the report explores how differences in customer origin, income levels, and local market structure are associated with variations in business performance. Although both corridors are located within the same broader region, they show different trends in foot traffic, offering insight into how businesses interact with both local and external customer bases.

Summary

The North Council Road and North Rockwell Avenue corridors show contrasting patterns in business performance. On the North Council Road Corridor, 12 of 18 businesses experienced declines in foot traffic, despite the surrounding area having relatively strong economic indicators such as a median household income of about \$61,000 and lower poverty rates than the city overall. Businesses with stronger performance tend to draw more visitors from higher-income areas, particularly zip code 73099 (~\$83,000 median income), while declining businesses more often rely on lower-income visitor bases such as zip code 73127 (~\$44,925).

In contrast, the North Rockwell Avenue Corridor shows stronger overall performance, with 29 of 39 businesses experiencing increases in foot traffic. This corridor is strongly supported by a local customer base, with most businesses drawing their primary visitors from within zip code 73008. Unlike North Council, differences in visitor income and type are less pronounced across businesses, suggesting more consistent local demand.

Overall, the comparison suggests that business performance is more closely associated with customer origin and the composition of dominant visitor groups than with surrounding area income alone. Corridors that successfully capture either local demand or higher-income external markets tend to perform better, while others may see weaker outcomes. These relationships are observational and do not imply causation.

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North Council Road Corridor

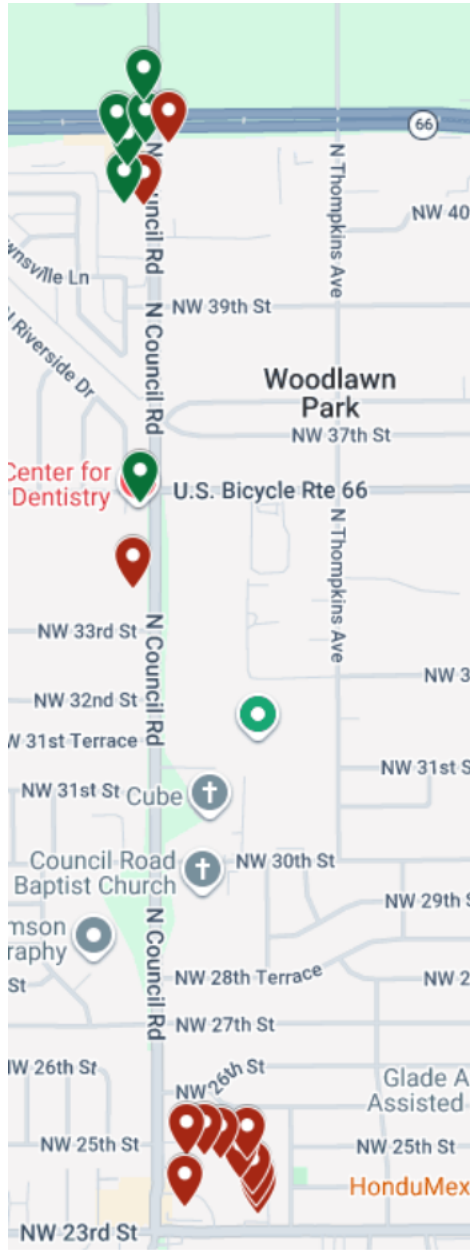


Image 1: Map of the N Council Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic year-over-year.

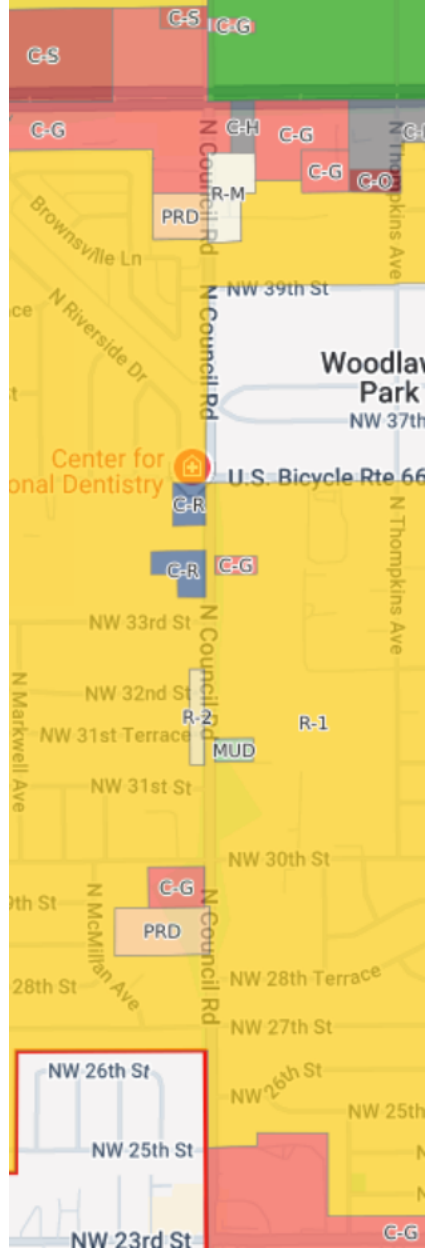


Image 2: Zoning along the North Council Corridor.

There are 18 businesses that fall within the city limits along this corridor. Only 6 of them have seen an increase in foot traffic with the other 12 seeing a decrease in foot traffic.

Census Tract Map

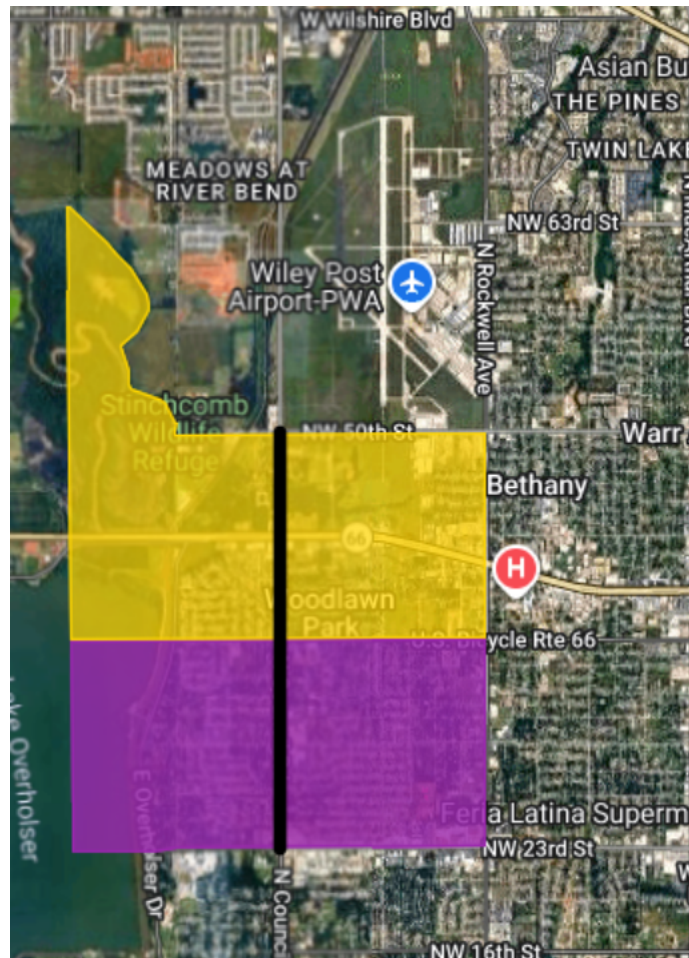


Image 3: Map of the corridor (black line) and the two census tracts it falls in. Yellow is Tract 1. Purple is Tract 2.

2 Tracts along this corridor

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 North Council Road Corridor is in zip code 73008. There are only two businesses whose greatest percentage of visitors live and work in the same zip code. The other 16 businesses' greatest percentage of visitors come from the zip codes 73099 and 73127.

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 73127 Overview

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

Most Common Visitor Type

Of the 6 businesses that saw an increase in foot traffic, 5 of them saw their greatest percentage of visitors come from zip code 73099. Of the 12 businesses that saw a decrease in foot traffic 9 of them had their greatest percentage of visitors come from zip code 73127

For the 6 businesses that saw an increase in foot traffic, the most common visitor type for 3 out of 6 businesses are Upper Suburban Diverse Families with a median household income of \$80,000. The next most common visitor type for 2 out of 6 business was Blue Collar Suburbs with a median household income of \$55,000. Finally, only 1 out of 6 businesses had City Hopefuls as their most common visitor type with a median household income of \$30,000. Resulting in a:

- Median income of \$67,000
- Average income of \$63,333
- City Wide Median Household Income: \$56,591

For the 12 businesses that saw a decrease in foot traffic, the most common visitor type for 10 out of 12 businesses is City Hopefuls with a median household income of \$30,000. For the remaining businesses, the most common visitor types were Blue Collar Suburbs and Upper Suburban Diverse Families with their median household incomes being \$55,000 and \$80,000. Resulting in a:

- Median income of \$30,000
- Average income of \$36,250
- City Wide Median Household Income of \$56,591

Except for 1, all businesses that saw an increase in foot traffic had their most common visitors come from zip code 73099. The one exception is a weed dispensary whose most

common visitors came from zip code 73008. All businesses whose most common visitor that came from zip code 73127 saw a decrease in foot traffic.

Discussion

The area surrounding the North Council Road Corridor is relatively affluent compared to the city overall, with a median household income of approximately \$61,000, lower poverty rates (11.17% vs. 20.5% citywide), and higher homeownership (63.83% vs. 53.1%). Despite this, business performance is generally weak, with 12 of 18 businesses experiencing declines in foot traffic.

Visitor patterns show that most businesses do not primarily rely on local customers, as only 2 of 18 draw their largest share from zip code 73008. Instead, businesses depend on external markets, particularly 73099 (higher income, \$83,030) and 73127 (lower income, \$44,925). Performance varies notably across these sources: 5 of 6 growing businesses primarily draw from 73099, while 9 of 12 declining businesses primarily draw from 73127.

This pattern is also reflected in dominant visitor types. 10 of 12 declining businesses are primarily associated with City Hopefuls (~\$30,000), while growing businesses are more often tied to higher-income groups such as Upper Suburban Diverse Families (~\$80,000) and Blue-Collar Suburbs (~\$55,000). As a result, businesses with increased foot traffic have higher-income dominant visitor groups (about \$63,333) compared to those with declines (about \$36,250).

In particular, many businesses appear to rely on lower-income visitor segments despite being located in a higher-income area, while those drawing from higher-income external markets tend to perform better. Overall, the findings suggest that business performance along the corridor

is more closely associated with the income level and origin of dominant customer groups than with the overall affluence of the surrounding area, though these relationships are observational rather than causal.

Limitations

This analysis is based on observed year-over-year foot traffic changes and may not fully capture longer-term trends or short-term fluctuations in business activity. Foot traffic data reflects visitation patterns but does not measure revenue, profitability, or customer spending, which limits the ability to assess true business performance.

Visitor origin and “most common visitor type” are used as indicators of customer base, but these are simplified classifications that may not represent the full diversity of each business’s customers. Additionally, income values associated with visitor groups represent general estimates tied to geographic or demographic categories rather than exact customer income.

The analysis also does not account for business-specific factors such as marketing strategies, pricing, competition, visibility, or changes in ownership or operations, all of which may influence foot traffic independently of location or demographics. As a result, the relationships observed between visitor characteristics and business performance should be interpreted as associational rather than causal.

North Rockwell Ave Corridor

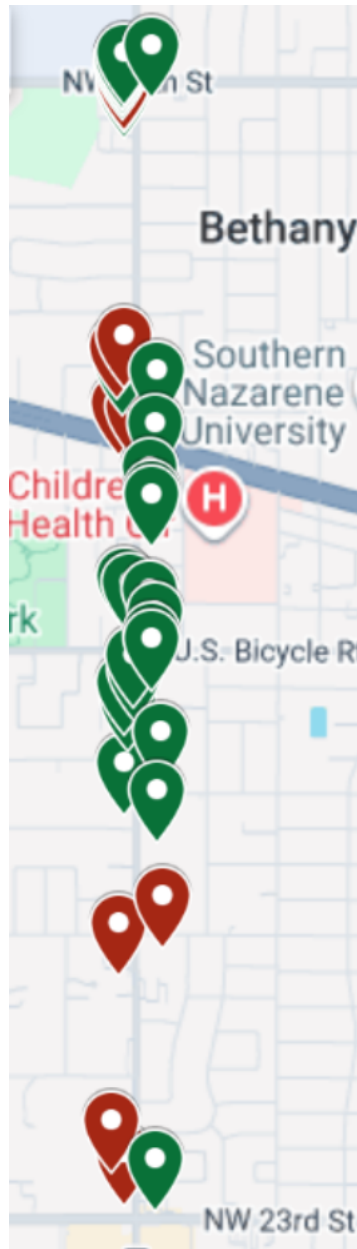


Image 4: Map of the North Rockwell Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic.

There are 39 businesses that fall within the city limits along this corridor. Of them 29 saw an increase in foot traffic with the other 10 seeing either no change or a decrease in foot traffic year-over-year.

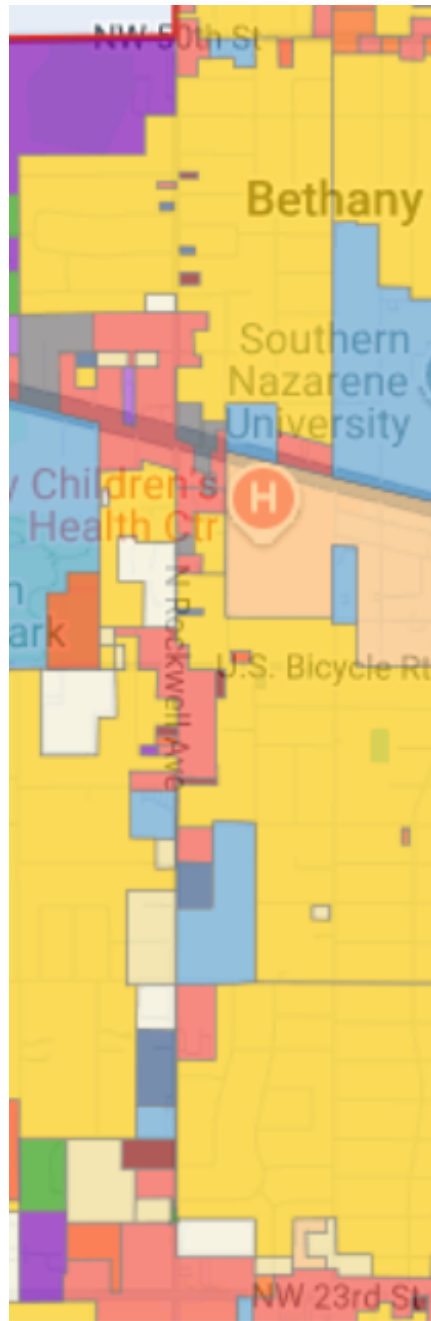


Image 5: Zoning along the North Rockwell Ave Corridor.

Census Tract Map

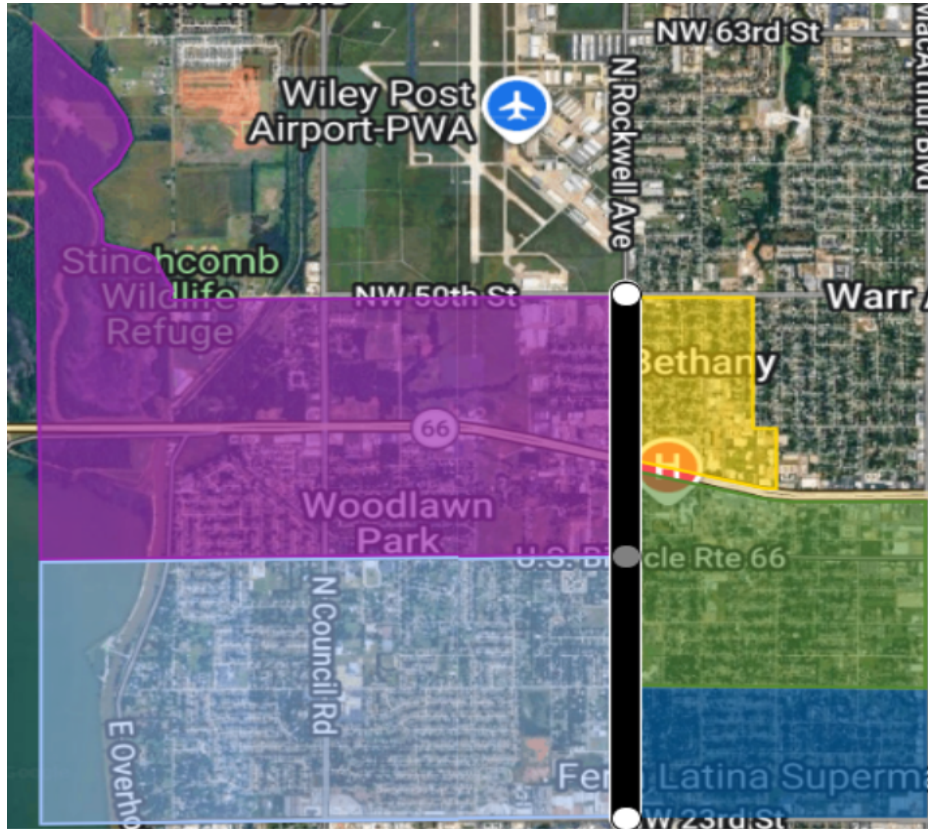


Image 6: Map of the corridor (black line) and the five census tracts it falls in. Blue is Tract 1. Green is Tract 2. Yellow is Tract 3. Purple is Tract 4. Turquoise is Tract 5.

5 Tracts along this corridor

Economic Overview

Poverty Rates:

1. 9.04 %
2. 12.07%
3. 7.74%
4. 12.85%
5. 9.48%

Median poverty rate of 9.48%

Average poverty rate of 10.24%

City Wide 20.5%

Unemployment Rates:

1. 2.23%

2. 4.94%
3. 1.95%
4. 0.82%
5. 2.80%

Median Unemployment rate of 2.23%

Average Unemployment rate of 2.55%

City Wide: 3.9%

Median Household Income

1. \$50,962
2. \$31,948
3. \$41,176
4. \$53,942
5. \$68,059

Median Household Income: \$50,962

Average Household Income: \$49,217

City wide: \$56,591

Net Change in Jobs:

1. +105
 - The largest change came from Education and Health Care Services, +49 jobs.
2. +249
 - The largest change came from Education and Health Care Services, +123
3. +97
 - The largest change came from Education and Health Care Services, +105
4. +100
 - The largest change came from Education and Health Care Services, +74
5. -460
 - The largest change came from Transportation and Warehousing Jobs, -462

Renter Occupied

1. 34.10%
2. 56.07%
3. 55.32%
4. 39.10%
5. 33.24%

Median: 39.10%

Average: 43.57%

City Wide: 46.9%

Owner Occupied

1. 65.90%
2. 43.93%
3. 44.68%
4. 60.90%
5. 66.76%

Median: 60.90%

Average: 56.43%

City Wide: 53.1%

Zip Codes Overview:

- The 39 businesses along the North Rockwell Ave Corridor are in zip code 73008.
- There are 29 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 2 businesses whose greatest percentage of visitors live in zip code 73008 but work in zip code 73127.
- There are 7 businesses whose greatest percentage of visitors work in zip code 73008, but live in zip codes 73127, 73132 and 73099.
- Finally, there is one business 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 73099 Overview

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

Zip Code 73127 Overview

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

Zip Code 73132 Overview

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

Most Common Visitor Type

There are only two types of most common visitors, and they are Blue Collar Suburbs and City Hopefuls. Of the 29 businesses that saw an increase in foot traffic 12 of them had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000 while the other 17 had City Hopefuls as their most common visitor type with a median household income of \$30,000.

Resulting in:

- Median Income of \$30,000
- Average income of \$40,344
- City Wide Median Household Income: \$56,591

Of the 10 businesses that saw a decrease in foot traffic 6 of them had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000 while the other 4 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 \$45,000
- City Wide Median Household Income of \$56,591

Discussion

The North Rockwell Ave Corridor shows strong performance, with 29 of 39 businesses (about 74%) experiencing increased foot traffic. This occurs across census tracts with varying economic conditions, where median household income ranges from approximately \$31,948 to \$68,059, and the overall corridor median is about \$50,962, which is below the citywide median of \$56,591. This suggests that higher income levels alone are not a primary condition for increased foot traffic along the corridor.

A key pattern is the strong concentration of local visitation. 29 of 39 businesses report that their primary customers both live and work in zip code 73008, indicating that a large share of activity is driven by nearby residents rather than visitors from outside the area. This points to a localized customer base that plays a central role in supporting business activity along the corridor.

Customer composition is relatively consistent across performance outcomes. Businesses with increased foot traffic are primarily served by City Hopefuls (17 businesses, ~\$30,000 median income) and Blue-Collar Suburbs (12 businesses, ~\$55,000 median income). A similar mix is present among businesses with decreased or flat performance, suggesting that differences in visitor type and income do not clearly distinguish higher- and lower-performing businesses.

Overall, the results suggest that business performance along the North Rockwell Ave Corridor is more closely associated with a strong concentration of local customers who live and work in the immediate area, rather than clear differences in income levels or visitor demographics.

Limitations

This analysis is based on year-over-year foot traffic data, which captures changes in visitation but does not directly measure financial performance, such as revenue or profit. As a result, increases or decreases in foot traffic may not fully reflect overall business success or failure.

Census tract and zip code-level economic data provide useful context but may not accurately represent the specific customers visiting each business. Similarly, dominant visitor type classifications summarize the largest observed group of visitors but do not account for secondary or occasional customer segments that may also contribute significantly to activity.

The analysis does not include business-level operational factors such as marketing efforts, pricing strategies, service quality, or competition, which could also influence foot traffic trends. Additionally, the study design is observational, meaning it identifies patterns but cannot determine causation between economic conditions, visitor characteristics, and business performance.

Final Summary

This report compared business performance along the North Council Road Corridor and the North Rockwell Avenue Corridor using year-over-year foot traffic data alongside economic, geographic, and visitor characteristics. The analysis highlights how differences in customer origin and dominant visitor groups relate to variations in business activity across the two corridors.

The North Council Road Corridor shows weaker overall performance, with 12 of 18 businesses experiencing declines in foot traffic, despite relatively strong surrounding economic conditions. Performance along this corridor is more closely associated with external visitor flows, particularly from higher-income zip code 73099 and lower-income zip code 73127, with noticeable differences in outcomes based on dominant visitor type and income level.

In contrast, the North Rockwell Avenue Corridor demonstrates stronger performance, with 29 of 39 businesses experiencing increases in foot traffic. This corridor is characterized by a more consistent local customer base, with most businesses drawing visitors from within zip code 73008. Compared to North Council, differences in visitor type and income are less pronounced, suggesting more stable local demand across businesses.

Overall, the findings suggest that business performance across both corridors is more closely associated with customer origin and the composition of dominant visitor groups than with surrounding area income alone. Corridors that successfully capture either strong local demand or higher-income external markets tend to perform better, while others show weaker outcomes.

Sources

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