September 29, 2016 • 5:30 – 7:30 pm • O'Connor Senior Center, 611 Winona Street, Knoxville, Tennessee 37917

East and Northeast KNOXVILLE Economic Summit

Where Business and Residents Meet

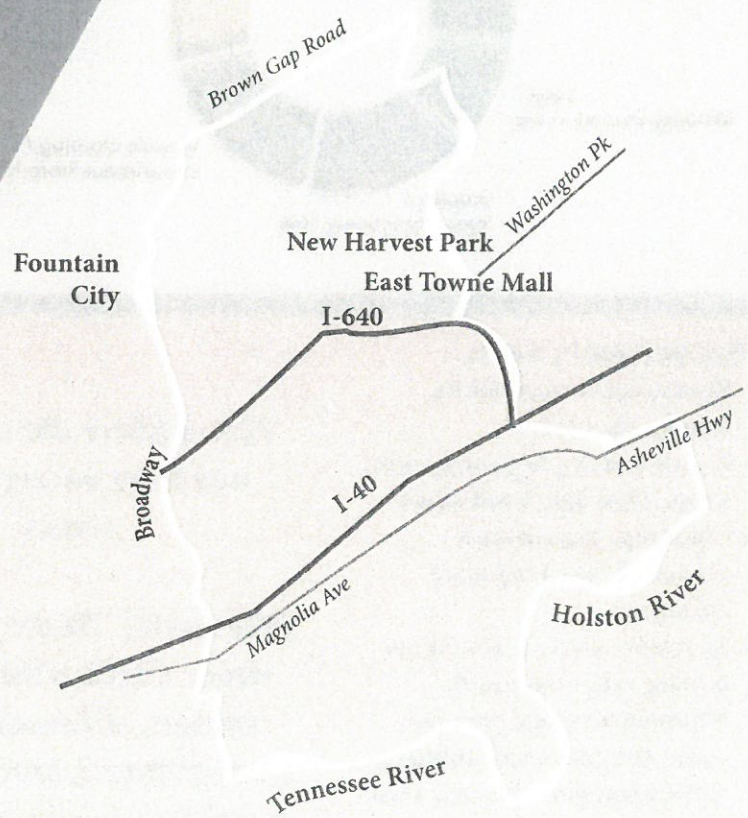
Population 48,000...
within 15-min drive 110,000

Growth 30% Northeast county

Census Tracts Median Incomes
$23,000 to $79,000

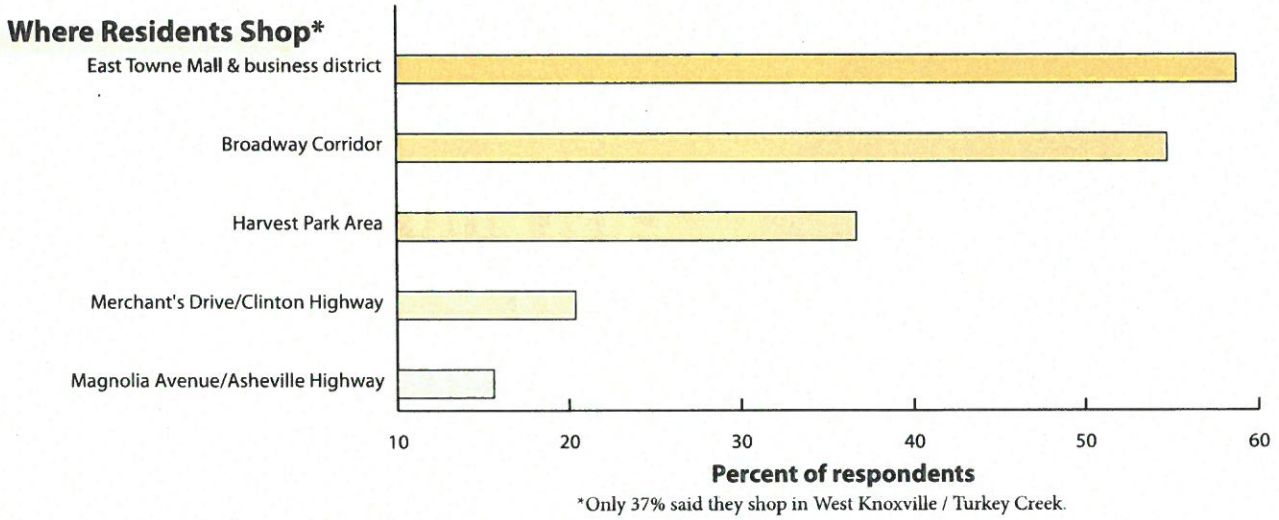
Age Data
0–20 : 23.9%
20–25 : 18.6%
25–35 : 39.9%
35–65 : 14.9%
65+ : 2.6%

Traffic Daily Average
56,000 to 102,000

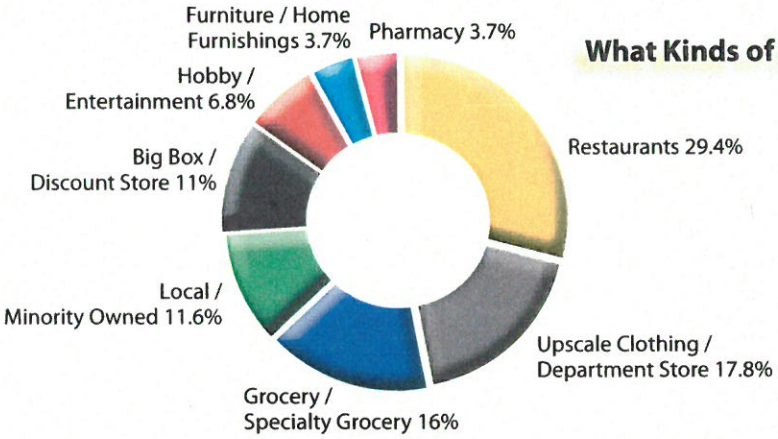


"Unfortunately, we find we have to go to West Knoxville for some things. As an East Knoxvillian, I would rather shop closer to home."

More than 300 Knoxvillians who live or work in East and Northeast Knoxville responded to a survey designed to address residents' needs and to spotlight business opportunities in the area.



*Only 37% said they shop in West Knoxville / Turkey Creek.



What residents want…

- Restaurants: non-chain, trendy, specialty
- Local: bakery, brewery, coffee shop, wine bar, book store
- Clothing: higher-end especially women's and children's
- Specialty store: electronics, books, sporting goods
- Medical services: primary care, women's care, dentists, elder care, pharmacies, walk-in clinic
- Other professional services: attorneys, accountants, dry cleaners

72% believe the area does not have enough retail stores.

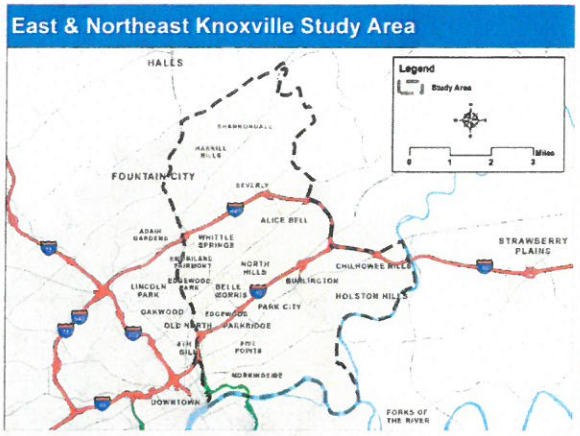
[We want] "More green, less neon. Cafés with outdoor venues, sidewalks fixed, trees planted, more business participation in sponsoring community events."

Why businesses should come…

- Easy interstate access
- Close to downtown
- Loyalty to local business
- Diverse demographics
- Geographic center of Knox County
- Growing and underserved population
- Lower property costs for development and redevelopment

East and Northeast Knoxville Economic Summit

Where Business and Residents Meet



1

Demographic and Economic Indicators: Study Area, 2016

With Summary Totals for Knoxville Center Mall and West Town Mall Trade Areas

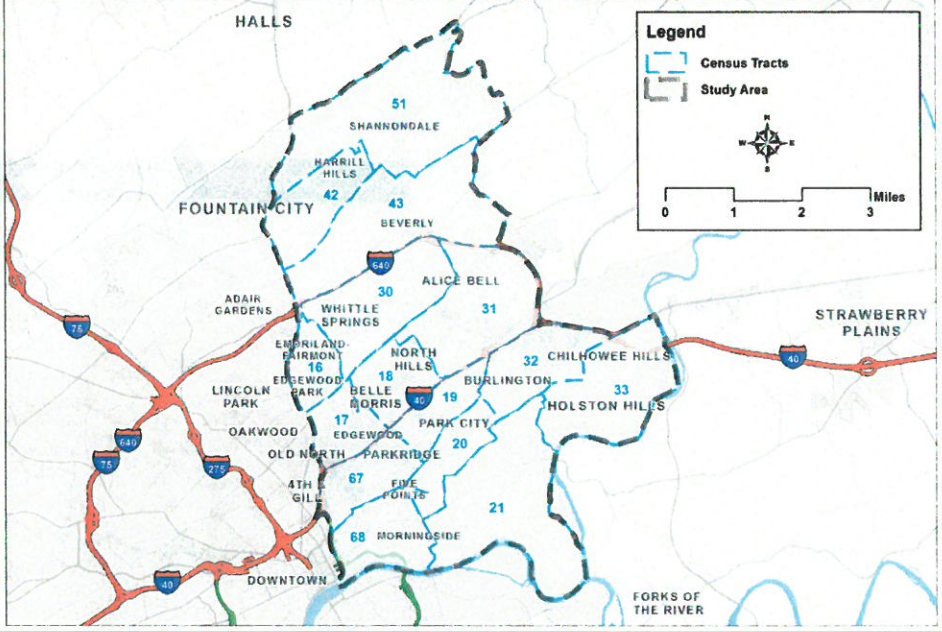
Geographic Area	Population	Households	Median Household Income
Study Area Total	48,719	21,546	$33,363
Census Tracts Comprising Study Area Total			
51: Beverly Acres/Shannondale	6,497	2,530	$68,188
42: Fountain City/Harrill Hills	3,281	1,501	$51,502
43: Knoxville Center/Oakland/Beverly/Oak Grove	2,637	1,127	$32,432
16: North Knoxville/Fairmont Emorilland/Edgewood Park	3,053	1,575	$28,947
30: Whittle Springs/Alice Bell	4,824	2,281	$35,014
17: Belle Morris/Brownlow	2,557	1,186	$26,261
18: North Hills	2,370	1,064	$39,780
31: East Towne/Loveland/Buffat Heights	2,789	1,195	$45,940
67: Parkridge/Edgewood	3,040	1,368	$20,742
19: Park City/Burlington/Chilhowee	1,760	694	$24,341
20: Park City/Burlington/East Knoxville	3,401	1,402	$23,370
32: Burlington/Chilhowee Hills	3,242	1,448	$31,431
68: Morningside/Five Points	4,357	2,162	$12,718
21: East Knoxville/Riverside	2,699	1,097	$27,224
33: Holston Hills	2,212	916	$79,613
Knoxville Center Mall Community Trade Area	111,067	47,963	$33,985
West Town Mall Community Trade Area	134,381	55,339	$50,898

Note: Mall Trade Area represents geographic area within 15-minute travel time from shopping center.

Compiled by Knoxville/Knox County Metropolitan Planning Commission, August 1, 2016.

2

East & Northeast Knoxville Study Area



3

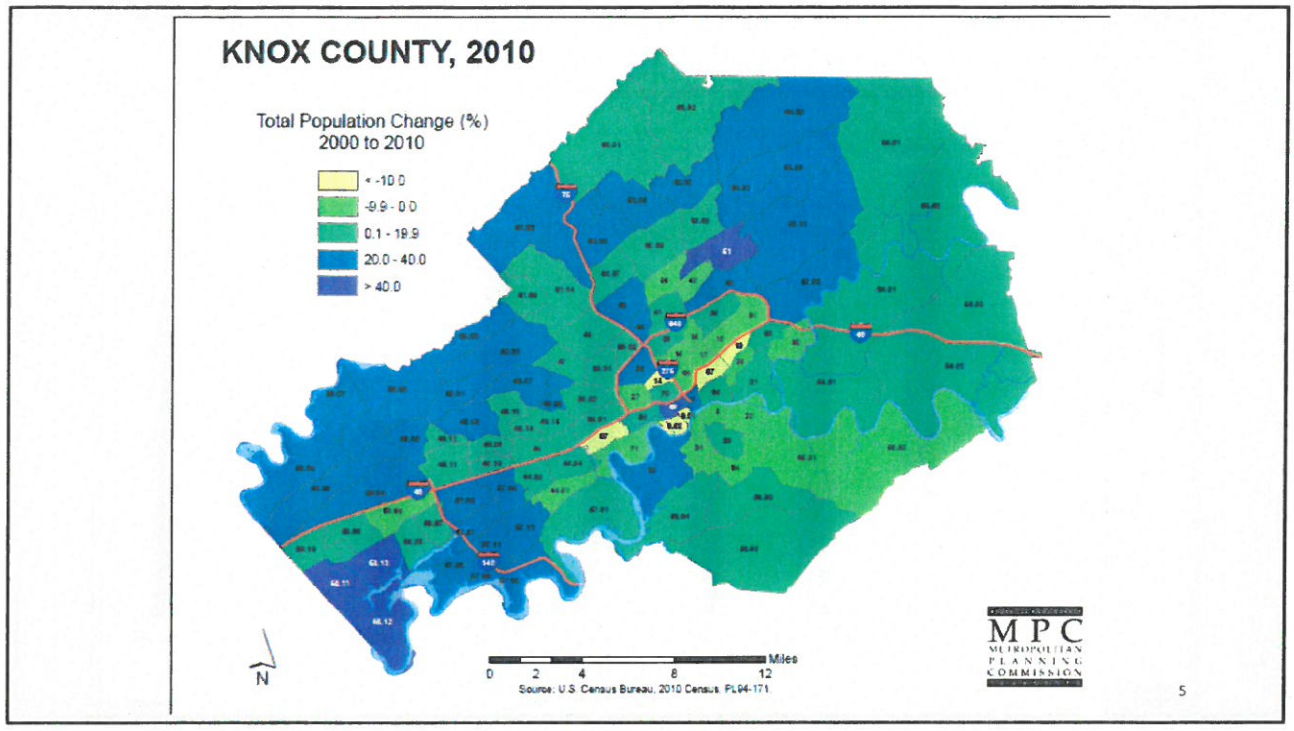
Population Growth: Study Area, 2000-2016

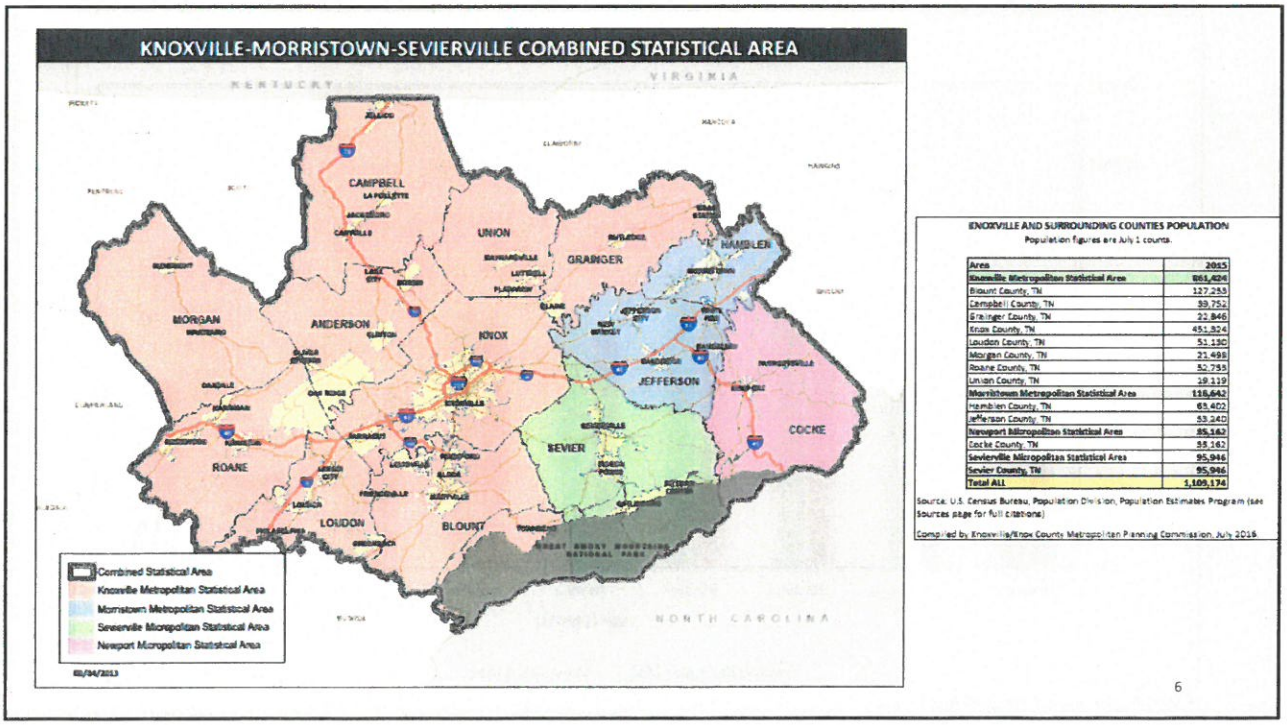
Geographic Area	2000 Population	2016 Population	2000-2016 Growth	2000-2016 Growth Rate (%)
Study Area Total	45,672	48,719	3,047	6.7
Census Tracts Comprising Study Area Total				
51: Beverly Acres/Shannondale	4,225	6,497	2,272	53.8
42: Fountain City/Harrill Hills	3,422	3,281	-141	-4.1
43: Knoxville Center/Oakland/Beverly/Oak Grove	2,028	2,637	609	30.0
16: North Knoxville/Fairmont Emoriland/Edgewood Park	2,935	3,053	118	4.0
30: Whittle Springs/Alice Bell	4,326	4,824	498	11.5
17: Belle Morris/Brownlow	2,764	2,557	-207	-7.5
18: North Hills	2,317	2,370	53	2.3
31: East Towne/Loveland/Buffat Heights	2,880	2,789	-91	-3.2
67: Parkridge/Edgewood	3,364	3,040	-324	-9.6
19: Park City/Burlington/Chilhowee	1,856	1,760	-96	-5.2
20: Park City/Burlington/East Knoxville	3,389	3,401	12	0.4
32: Burlington/Chilhowee Hills	3,024	3,242	218	7.2
68: Morningside/Five Points	4,391	4,357	-34	-0.8
21: East Knoxville/Riverside	2,561	2,699	138	5.4
33: Holston Hills	2,190	2,212	22	1.0

Sources: Census 2000, ESRI.

Compiled by Knoxville/Knox County Metropolitan Planning Commission, August 3, 2016.

4





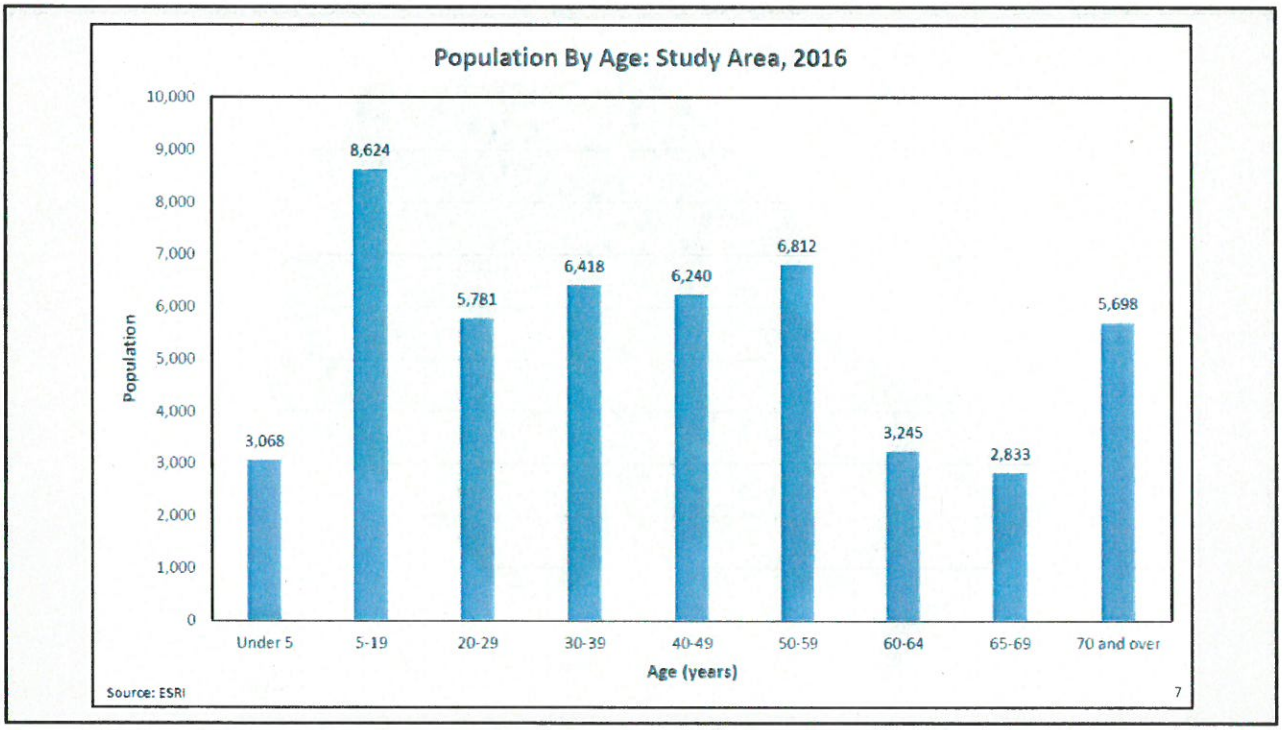
KNOXVILLE AND SURROUNDING COUNTIES POPULATION

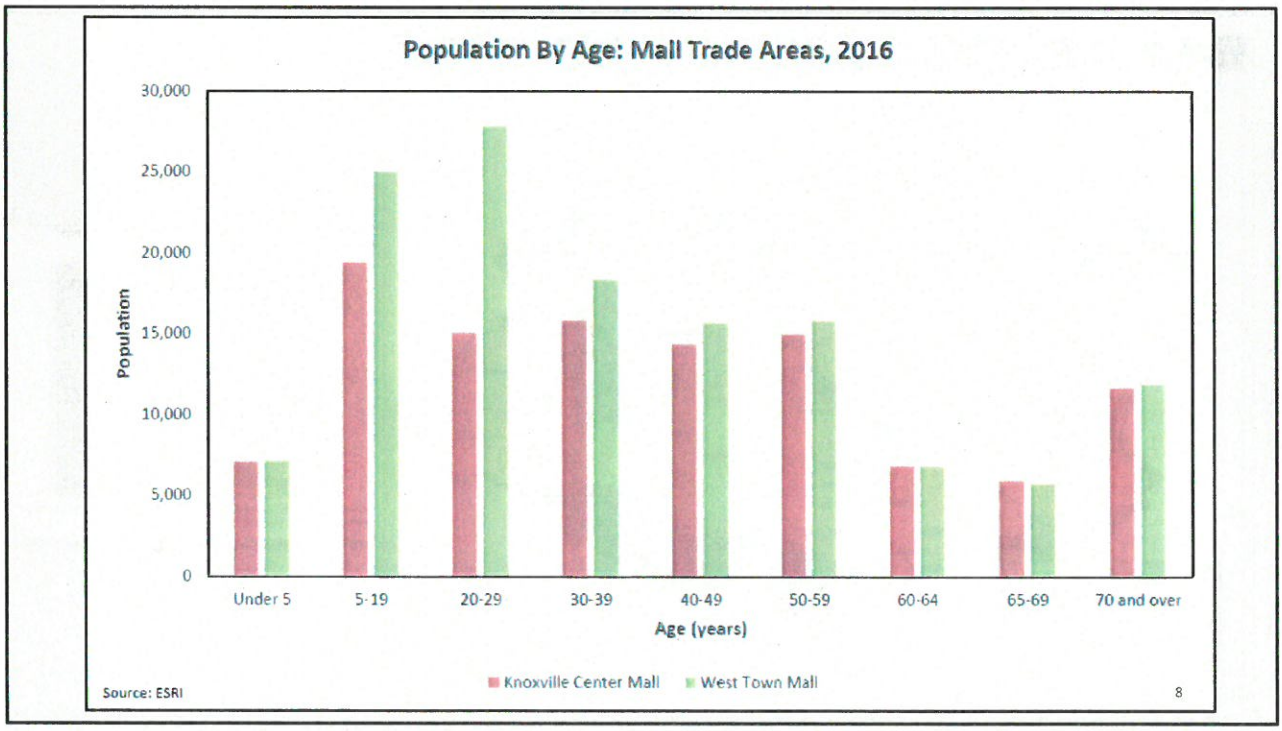
Population figures are July 1 counts.

Area	2015
Knoxville Metropolitan Statistical Area	**861,424**
Blount County, TN	127,253
Campbell County, TN	39,752
Grainger County, TN	22,846
Knox County, TN	451,824
Loudon County, TN	51,130
Morgan County, TN	21,498
Roane County, TN	52,755
Union County, TN	19,119
Morristown Metropolitan Statistical Area	**116,642**
Hamblen County, TN	63,402
Jefferson County, TN	53,240
Newport Micropolitan Statistical Area	**35,162**
Cocke County, TN	35,162
Sevierville Micropolitan Statistical Area	**95,946**
Sevier County, TN	95,946
Total ALL	**1,109,174**

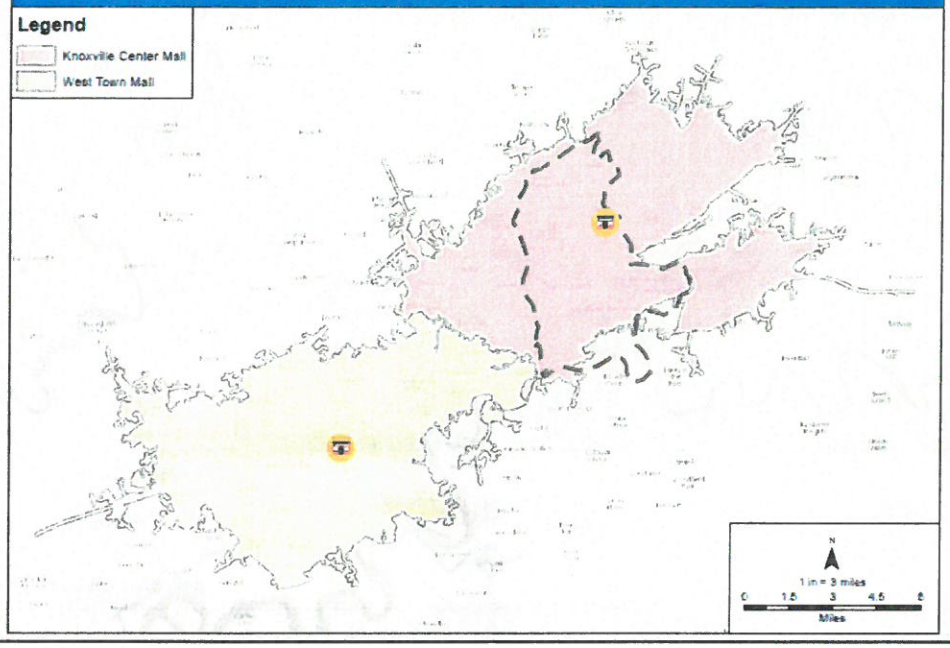
Source: U.S. Census Bureau, Population Division, Population Estimates Program (see Sources page for full citations)

Compiled by Knoxville/Knox County Metropolitan Planning Commission, July 2016


Population By Age: Study Area, 2016
Population
10,000
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
3,068
8,624
5,781
6,418
6,240
6,812
3,245
2,833
5,698
Under 5
5-19
20-29
30-39
40-49
50-59
60-64
65-69
70 and over
Age (years)
Source: ESRI
7


Population By Age: Mall Trade Areas, 2016
Population
30,000
25,000
20,000
15,000
10,000
5,000
0
Under 5
5-19
20-29
30-39
40-49
50-59
60-64
65-69
70 and over
Age (years)
Knoxville Center Mall
West Town Mall
Source: ESRI
8

Travel Time from Malls in Knox County (15 Minutes)



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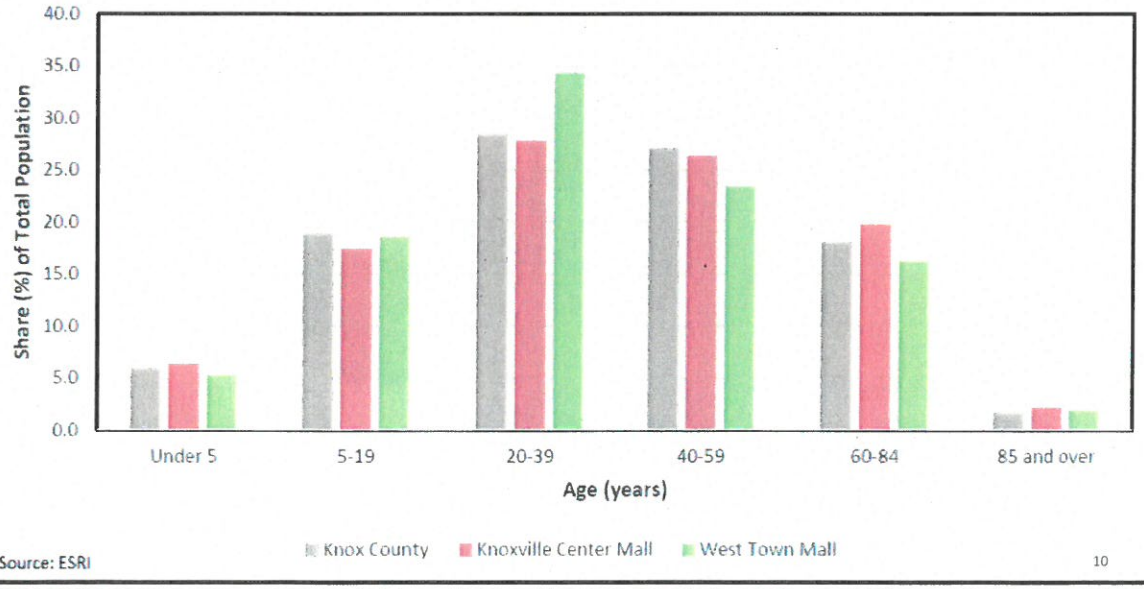
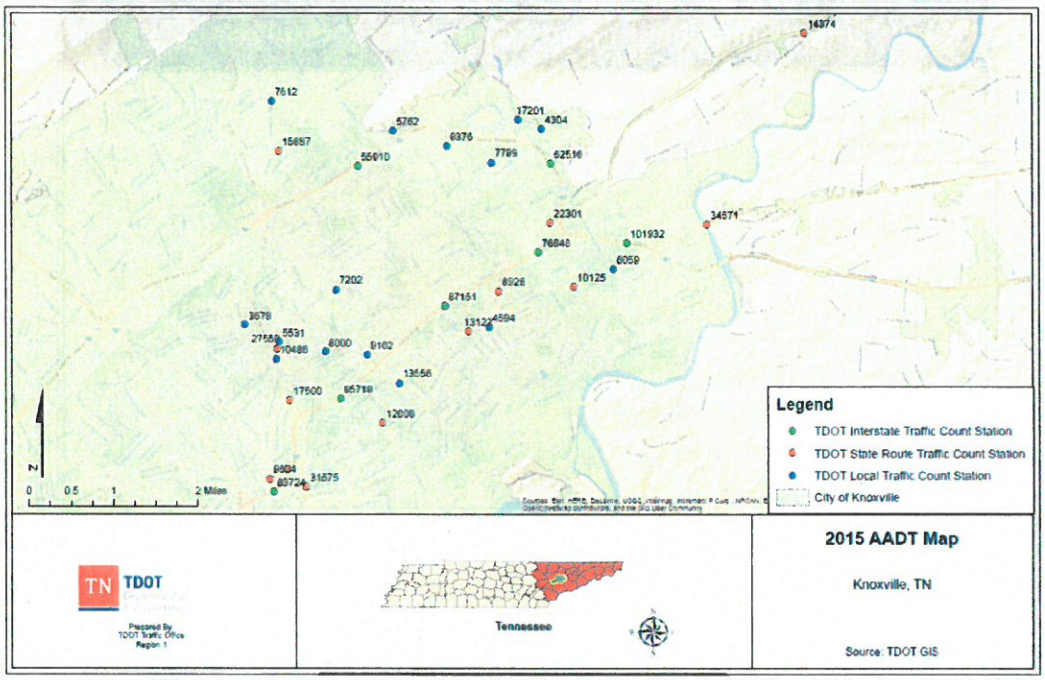
Age Group Shares (%) of Total Population: Knox County and Mall Trade Areas, 2016



Source: ESRI

10


14374
7612
5762
17201
4304
15687
6376
55910
7799
62516
22301
34571
101932
76848
6059
7202
8928
10125
87151
3678
13122
4594
5531
27559
10486
8000
9162
13556
17500
85719
12008
9684
83724
31575
N
0 0.5 1 2 Miles
Legend
TDOT Interstate Traffic Count Station
TDOT State Route Traffic Count Station
TDOT Local Traffic Count Station
City of Knoxville
TN TDOT
Prepared By
TDOT Traffic Office
Region 1
Tennessee
2015 AADT Map
Knoxville, TN
Source: TDOT GIS

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CRIMES IN THE SPECIFIED ZONE

	2011	2012	2013	2014	2015	1/1/16 - 8/24/16	Grand Total
Aggravated Assault	325	334	303	339	323	200	1,824
Alcohol Violation	539	568	347	359	370	240	2,423
All Other - Criminal	1,200	1,879	1,027	721	823	504	6,154
All Other - Non-Criminal	145	109	409	1,252	1,179	765	3,859
Arson	11	6	2	0	0	0	19
Assault - Other	924	923	792	906	1,003	604	5,152
Burglary - Commercial	109	0	21	93	68	42	333
Burglary - Residential	741	813	602	504	439	254	3,353
Burglary from Motor Vehicle	617	465	477	557	467	335	2,918
Death Investigation	0	0	31	101	127	86	345
Disorderly Conduct	286	1	0	0	0	0	287
Drugs / Narcotics Violation	0	746	609	840	699	531	3,425
DUI	223	226	160	173	195	110	1,087
Fraud	254	214	220	266	279	167	1,400
Homicide	7	12	8	5	13	2	47
Motor Vehicle Theft	202	231	199	246	187	129	1,194
Robbery - Commercial	29	0	6	26	18	14	93
Robbery - Individual	179	195	141	128	123	55	821
Sexual Assault	64	82	84	77	95	52	454
Sexual Offense - Other	4	1	2	18	20	7	52
Shoplifting	577	504	452	548	466	297	2,844
Theft	285	319	433	749	681	434	2,901
Theft - Other	578	526	342	9	13	9	1,477
Traffic Incident	0	0	88	355	398	237	1,078
Vandalism	590	481	396	500	490	315	2,772
Weapons Violation	59	29	46	63	61	54	312
Grand Total	**7,948**	**8,664**	**7,197**	**8,835**	**8,537**	**5,443**	**46,624**

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CITY WIDE CRIMES

Class	2015				1/1/16 - 8/24/16				Grand Total
	Unk	East	West	Total	Unk	East	West	Total	
Aggravated Assault	0	529	412	941	0	322	256	578	**1,519**
Alcohol Violation	33	578	860	1,471	6	344	536	886	**2,357**
All Other - Criminal	923	691	628	2,242	458	390	428	1,276	**3,518**
All Other - Non-Criminal	144	1,760	1,715	3,619	53	1,076	1,155	2,284	**5,903**
Assault - Other	3	1,823	1,316	3,142	0	1,087	875	1,962	**5,104**
Burglary - Commercial	0	184	205	389	0	130	188	318	**707**
Burglary - Residential	0	862	619	1,481	0	495	365	860	**2,341**
Burglary from Motor Vehicle	1	1,083	1,303	2,387	1	726	735	1,462	**3,849**
Drugs / Narcotics Violation	1,104	353	270	1,727	727	249	185	1,161	**2,888**
DUI	3	393	380	776	1	212	249	462	**1,238**
Fraud	27	560	643	1,230	15	302	341	658	**1,888**
Homicide	0	16	5	21	0	4	3	7	**28**
Motor Vehicle Theft	2	401	397	800	0	261	262	523	**1,323**
Robbery - Commercial	0	41	45	86	0	40	35	75	**161**
Robbery - Individual	0	188	154	342	0	103	104	207	**549**
Sexual Assault	0	160	124	284	0	90	64	154	**438**
Sexual Offense - Other	0	31	40	71	0	9	34	43	**114**
Shoplifting	1,657	703	970	3,330	1,011	451	543	2,005	**5,335**
Theft	4	1,438	1,322	2,764	2	855	787	1,644	**4,408**
Theft - Other	4	11	10	25	1	9	7	17	**42**
Traffic Incident	0	330	169	499	0	192	118	310	**809**
Vandalism	9	753	700	1,462	4	471	473	948	**2,410**
Weapons Violation	10	12	11	33	10	14	8	32	**65**
Grand Total	**3,924**	**12,900**	**12,298**	**29,122**	**2,289**	**7,832**	**7,751**	**17,872**	**46,994**

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