City Contact Information

Perry Keenan
Mayor

perry@perry4pleasantview.com

(615) 336-3401

townofpleasantview.com

Demographics
(10 Minute Drive Time)

Average Age
38.5

Median Household Income
$62,954

Growth Rate
2.55%

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Fairview, TN	*2391 Fairview Blvd*
Somerville, TN	*8685 Us Highway 64*
Medina, TN	*20 Garrott Dr*
Sevierville, TN	*2474 Boyds Creek Hwy*
Cedar Hill, TN	*7605 Hwy. 41a*
Kimberlin Heights, TN	*2200 Kimberlin Heights Rd*

Daytime Population   9,021   *(10 Minute Drive Time)*

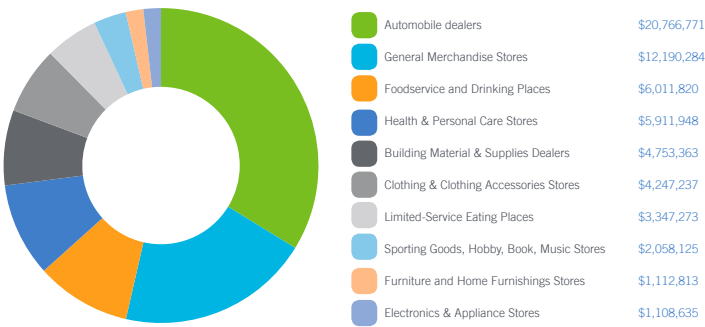|	
Children at Home	590
Retired/Disable persons	1,418
Homemakers	1,860
Student Populations	3,115
Work at Home	346
Employed	1,416
Unemployed	276
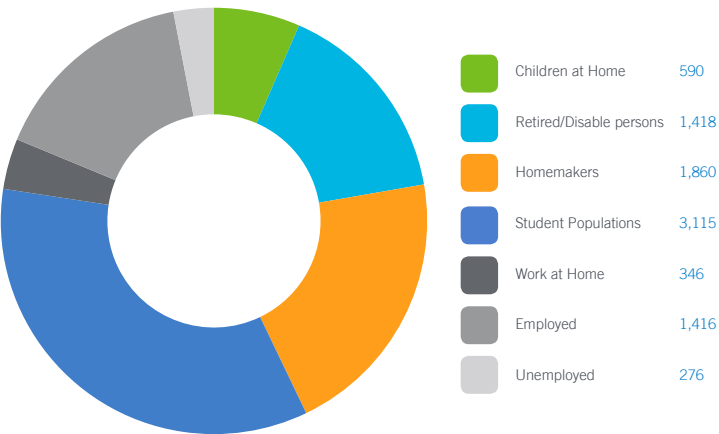
GAP Analysis $61,508,269   *(Custom Trade Area)*

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

Category	Amount
Automobile dealers	$20,766,771
General Merchandise Stores	$12,190,284
Foodservice and Drinking Places	$6,011,820
Health & Personal Care Stores	$5,911,948
Building Material & Supplies Dealers	$4,753,363
Clothing & Clothing Accessories Stores	$4,247,237
Limited-Service Eating Places	$3,347,273
Sporting Goods, Hobby, Book, Music Stores	$2,058,125
Furniture and Home Furnishings Stores	$1,112,813
Electronics & Appliance Stores	$1,108,635

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!

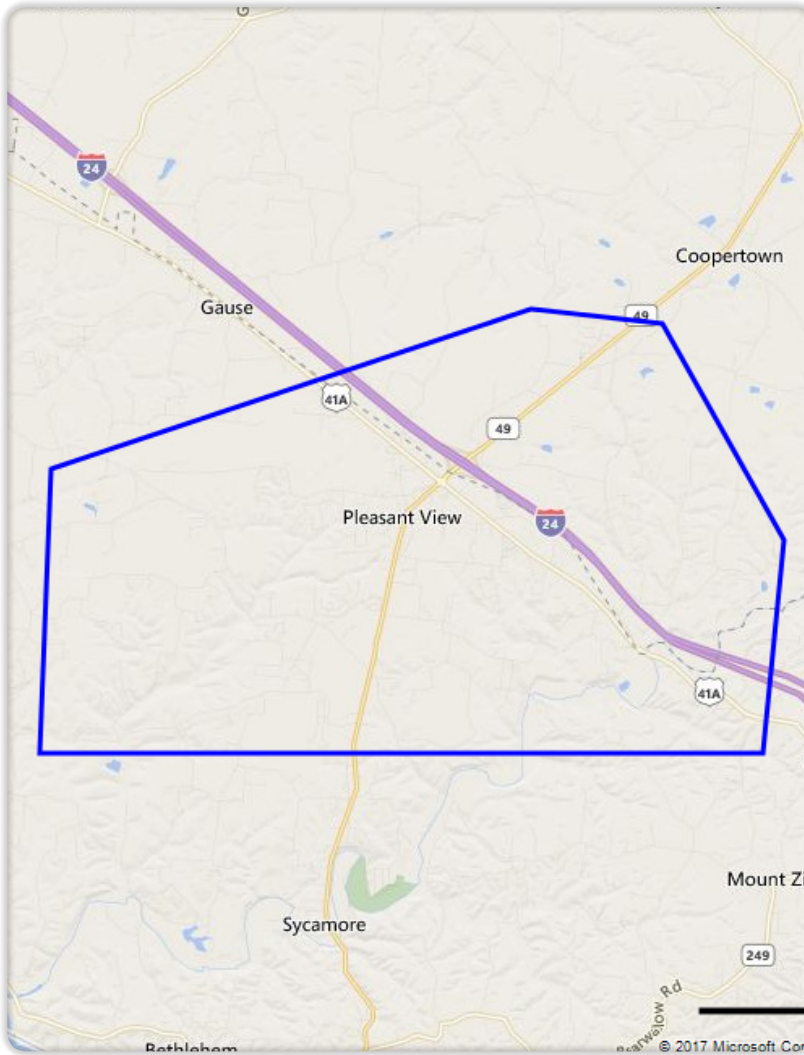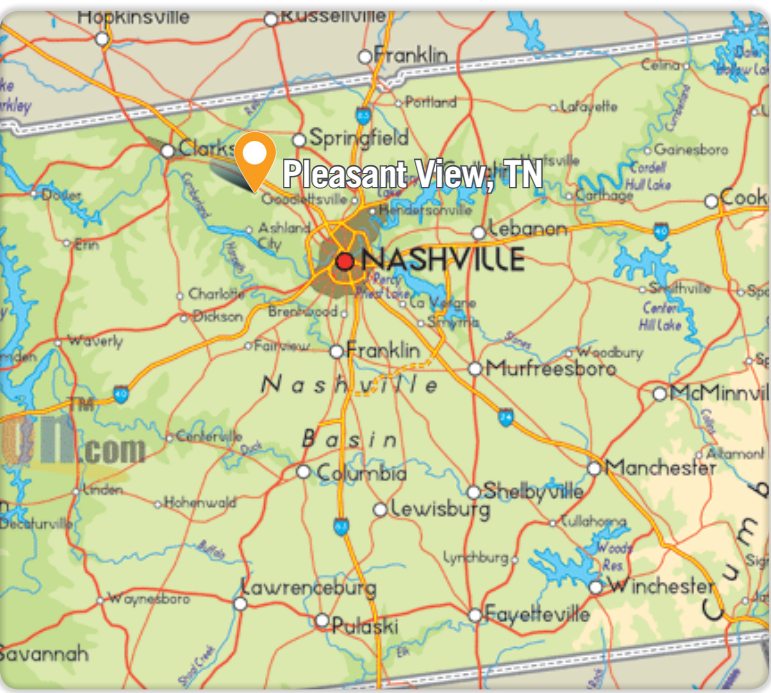Restaurants   Grocery   Health & Wellness   General Merchandise

retail academy

DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	6,537	12,272	43,287
Daytime Population	5,945	9,026	29,740
Median HH Income	$64,406	$61,084	$55,156
Number of Households	2,308	4,378	15,872

	5 Minute DT	10 Minute DT	15 Minute DT
2016 Estimated Population	3,171	10,820	27,638
Daytime Population	2,961	9,021	24,021
Median HH Income	$66,142	$62,954	$58,310
Number of Households	1,121	3,880	10,183

Source: STI PopStats

Pleasant View, TN

Coopertown
Gause
Pleasant View

© 2017 Microsoft Corp

Lowe's Distribution Center
600 new jobs

49,194 VPD*

13,384 VPD*

8,951 VPD*

Pleasant View Rd

Highway 41A

Hardee's

Dunkin' Donuts

Pizza Hut

Hampton Inn

MAPCO

Pleasant View
Elementary School

SONIC

Kentucky Fried Chicken

TA.CO

SUBWAY

DOLLAR GENERAL

The Community
Day School

Pleasant View
Christian School

THE VILLAGE

Redefined

BLACK DOG

Chris' Pizza Village

Kuramoto Japanese
Restaurant

Guadalajara
Mexican Restaurant

SWEZEY'S

Sycamore
Middle School

Sycamore
High School

Old Clarksville Pike

© 2018 Microsoft Corporation © 2018 DigitalGlobe ©CNES (2018) Distribution Airbus DS