

**THE CITY OF PLATTEVILLE, WISCONSIN  
COMMON COUNCIL AGENDA**

PUBLIC NOTICE is hereby given that a special joint meeting of the Common Council of the City of Platteville and Platteville Township shall be held on Monday, August 12, 2019 at 7:00 PM at 5651 County Road D, Platteville, WI.

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **WORK SESSION** – Joint Meeting of the City of Platteville and the Platteville Township
- IV. **ADJOURNMENT**

*If your attendance requires special accommodation, write City Clerk, P.O. Box 780, Platteville, WI 53818 or call (608) 348-9741 Option 9.*

**Common Council – Platteville Township Work Session**  
**Platteville Township Hall**  
**Monday, August 12, 2019**  
**7:00 pm – 8:00 pm**

- 1 Call to Order/Introductions
  
- 2 Updates
  - a. Development Update – City
  - b. Intergovernmental Agreement - Township
  - c. Housing Study - City
  - d. Code Enforcement - Township
  - e. Business Hwy 151 Safety Improvements – City
  - f. Boundaries and Zoning - Township
  - g. Retail Study – City
  - h. ATV/UTV Trails - Township

# PLATTEVILLE, WISCONSIN

## Market Guide

<http://www.platteville.org>

### City Contact Information



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(608) 348-3050

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[www.platteville.org](http://www.platteville.org)

### 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

Rice Lake, WI	2501 West Ave
Tomah, WI	222 W McCoy Blvd
Baraboo, WI	920 State Road 136
Lake Geneva, WI	201 S Edwards Blvd
Monroe, WI	300 6th Ave West
Marinette WI	2900 Roosevelt Rd

### Demographics

(Custom Trade Area)



Average Age  
**33.7**



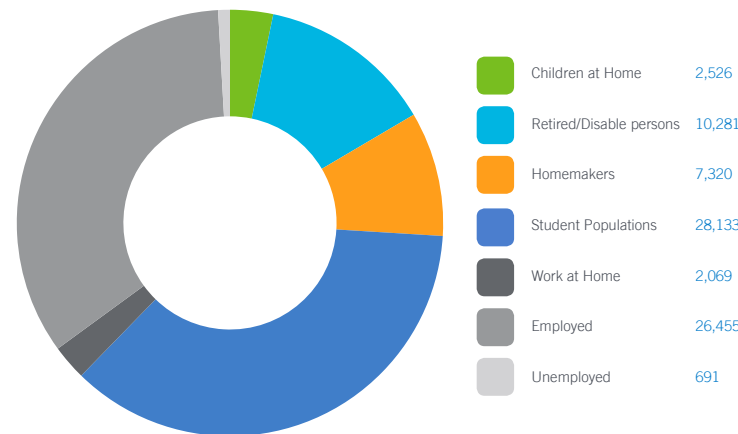
Median Household Income  
**\$48,241**



Growth Rate  
**3.64%**

### Daytime Population 77,475

(Custom Trade Area)



### GAP Analysis \$204,819,928

(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.



Grocery Stores	\$61,842,495
Health & Personal Care Stores	\$32,920,822
Building Material and Garden Equipment Stores	\$27,987,610
Foodservice and Drinking Places	\$19,017,855
Clothing & Clothing Accessories Stores	\$15,529,988
Furniture and Home Furnishings Stores	\$13,140,294
Automotive Parts, Accessories, & Tire Stores	\$11,262,898
Electronics & Appliance Stores	\$9,621,659
Beer, Wine & Liquor Stores	\$7,940,992
Sporting Goods, Hobby, Book, Music Stores	\$5,555,315

### 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!



Home Improvement



Health and Personal Care



Clothing



Food Service & Drinking Places



#### DEMOGRAPHIC PROFILE

	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	10,439	14,052	21,731
Daytime Population	23,332	24,867	30,424
Median HH Income	\$46,877	\$48,134	\$51,191
Number of Households	4,015	4,687	7,620

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	1,892	14,537	19,902
Daytime Population	3,645	25,299	29,956
Median HH Income	\$41,294	\$48,241	\$50,346
Number of Households	862	4,954	7,058

\*Source: STI PopStats

