

January 6, 2012

Downtown Market Data

Comparisons to Madison shopping districts and comparable cities

-Mary Carbine, Madison Central Business Improvement District (BID)

Downtown data 2010 (updated since 2007 market analysis study). Data for other Madison shopping centers is from their current leasing materials. Downtown, West Towne, East Towne data ESRI: Hilldale data Applied Geographic Solutions/TIGER Geography. Data for comparison communities is courtesy UW Extension.

1) Median Household incomes: Downtown Plan (Benchmarks, p. 131) lists the current baseline median household income in the downtown study area as \$21,332 (derived from 2005-2009 data, excludes groups housing such a dorms). 2010 estimates for the same including the student population put the median HH income at \$18,304 (poverty level for family of 3).

Hilldale's median income within one mile is \$69,082 (about 3.5 times higher than downtown), the overall city of Madison median is \$54,761 (about 3 times higher).

2) Hilldale-Downtown Comparison, 2010

HILLDALE	1 mile	3 miles	5 miles
Population	12,160	85,498	193,110
Per capita income	\$42,741	\$34,274	\$33,135
Households	5,807	33,064	78,588
Avg. HH income	\$88,687	\$84,201	\$78,246
DOWNTOWN	1 mile	3 miles	5 miles
Population	30,397	99,258	187,336
Per capita income	\$16,449	\$23,396	\$27,383
Households	13,108	42,337	81,288
Avg. HH income	\$31,224	\$51,063	\$61,032

3) West Towne- Downtown Trade Area comparison, 2010.

WEST TOWNE	Primary Trade Area	2ndary Trade Area	TOTAL Trade Area
Population	318,609	268,280	586,889
Households	126,168	107,198	246,806
Avg. HH income	\$82,249	\$73,358	\$78,165
DOWNTOWN	Primary Trade Area	2ndary Trade Area	TOTAL Trade Area
Population	140,371	162,769	303,140
Households	61,511	70,189	131,700
Avg. HH income	\$57,416	\$81,301	\$70,075

Primary Trade Area: West Towne's primary trade area encompasses downtown, has more than double the households of downtown's primary trade area, with a 43% higher avg. HH income.

4) East Towne- Downtown Trade Area comparison, 2010.

East TOWNE	Primary Trade Area	2ndary Trade Area	TOTAL Trade Area
Population	279,684	326,779	627,747
Households	108,097	126,075	234,172
Avg. HH income	\$72,667	\$77,748	\$75,403
DOWNTOWN	Primary Trade Area	2ndary Trade Area	TOTAL Trade Area
Population	140,371	162,769	303,140
Households	61,511	70,189	131,700
Avg. HH income	\$57,416	\$81,301	\$70,075

Primary Trade Area: East Towne primary trade area encompasses downtown, has 75% more households than downtown's primary trade area, with a 27% higher avg. HH income.

5) Comparison city downtowns

"Peer" cities similar in size (with exception of Austin), contain major university, and in many cases state capitol. Comparison downtown areas are based on a one-square mile ring surrounding the center of each downtown's retail district as defined by each community's respective downtown organization. (Data courtesy UW Extension; Source: U.S. Census Bureau (2000 Figures, 2010 projections) and ESRI (2010 Estimates). Figures may differ slightly from above.

AVERAGE HH INCOMES	2010
Downtown Madison Study Area	\$27,061
Downtown Ann Arbor	\$41,266
Downtown Austin	\$94,397
Downtown Boise	\$46,024
Downtown Boulder	\$57,999
Downtown Lincoln	\$37,874

MEDIAN HH INCOMES	2010
Downtown Madison Study Area	\$18,304
Downtown Ann Arbor	\$21,859
Downtown Austin	\$72,249
Downtown Boise	\$29,376
Downtown Boulder	\$41,504
Downtown Lincoln	\$21,755

6) Forecasted HH incomes:

1) Medians

-Downtown Plan 2020 "benchmark" median for 1 mi. study area: \$23,466 (excluding student group housing)

-Hilldale 2015 projected median (1 mile radius): \$73,124

2) Averages

-Downtown 2015 projected avg. (1 mi. study area): \$32,650 (includes all)

-Hilldale 2015 projected avg. (1 mile radius): \$96,504

-Downtown 2015 projected avg. (primary trade area): \$67,549

-West Towne 2015 projected avg.(primary trade area): \$91,192

-East Town 2015 projected avg. (primary trade area): \$80,178

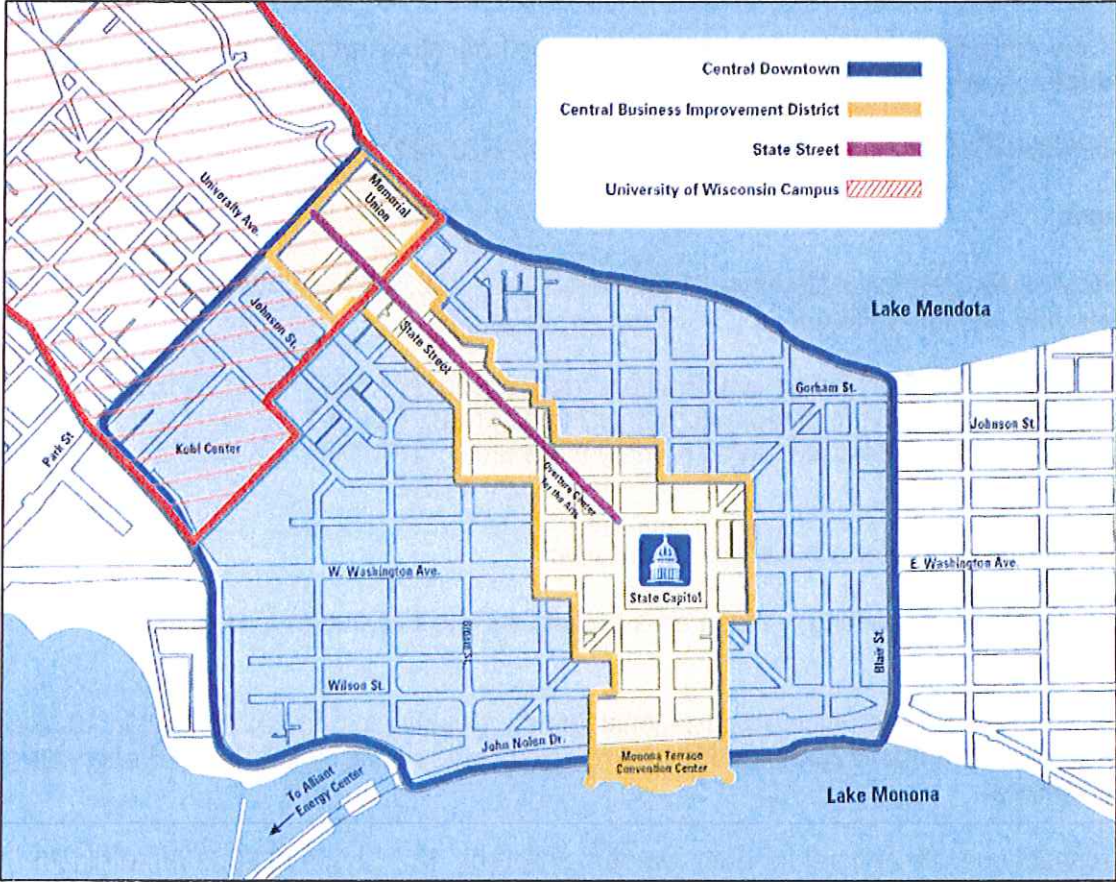
7) Sample national retailer site selection criteria:

Crate & Barrel (home furnishing): Trade area population with \$75,000 avg. HH income. 10,000-40,000 sf.

Container Store (home and office organizational items): Population of 10 million within 10 miles, avg. HH income \$125,000. 22,000-25,000 sf. Preferred co-tenants Crate & Barrel, Pottery Barn, Williams-Sonoma.

J. Crew (casual upscale apparel for men, women, children): Population of 200,000 within 10 miles, avg. HH income \$75,000. 2,000-3,000 sf. Preferred co-tenants Ann Taylor, Abercrombie & Fitch, Banana Republic, Gap, Neiman Marcus, Nordstrom, Gap.

Downtown Study Area, Downtown Plan Area = Central Downtown (blue), roughly 1 mile square



Downtown Madison trade area (2007 Downtown Madison Market Analysis Study)

