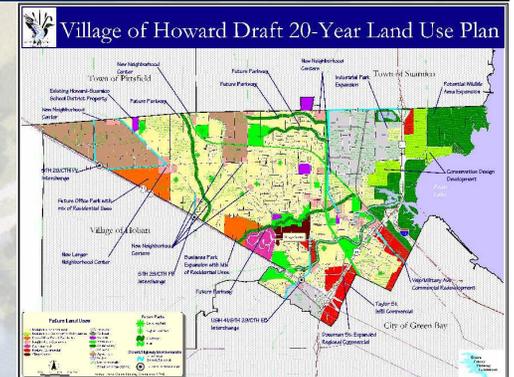


## Plan Commission & Public Concept Review

# VILLAGE OF HOWARD

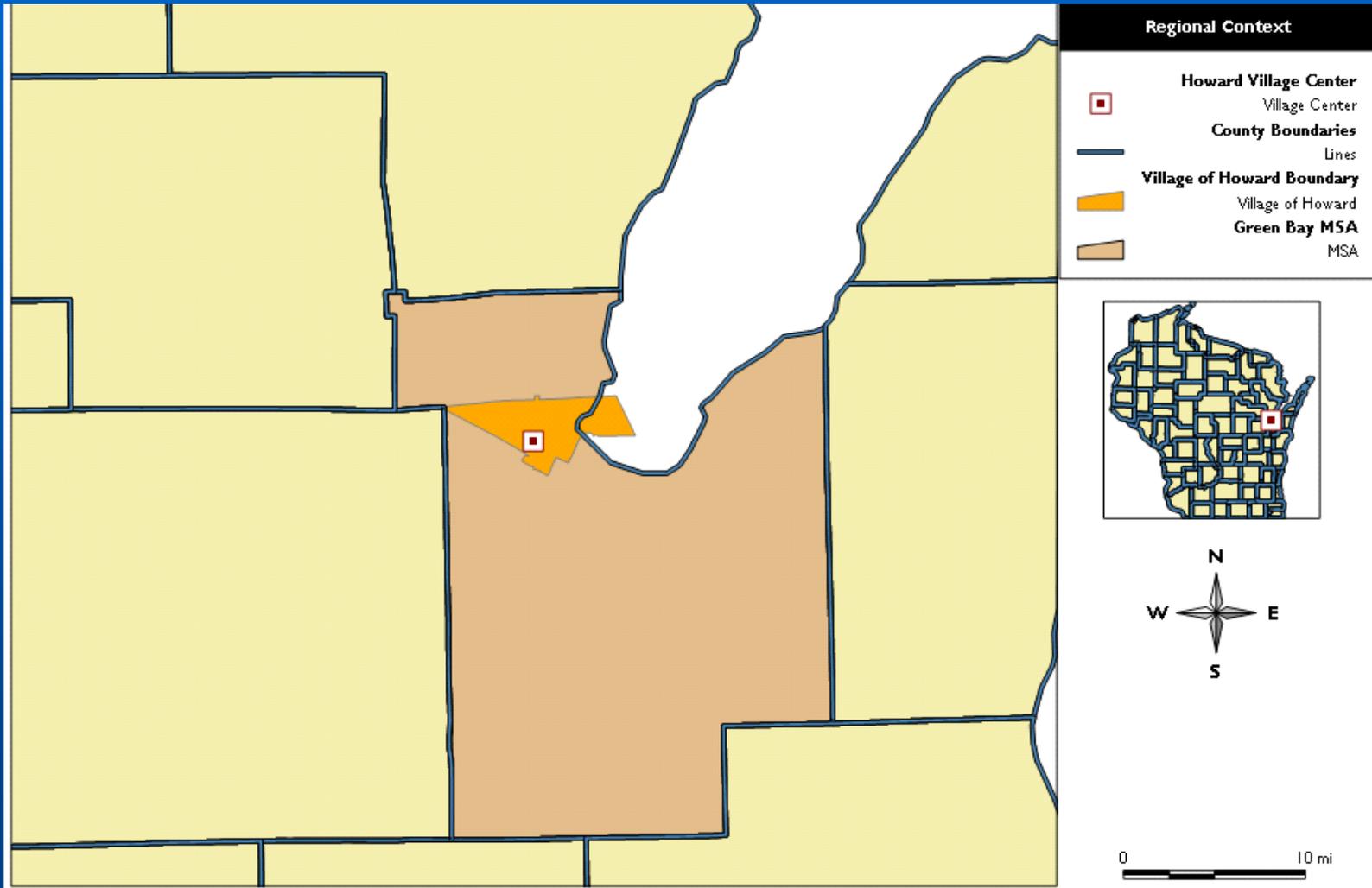
## Village Center Development Plan



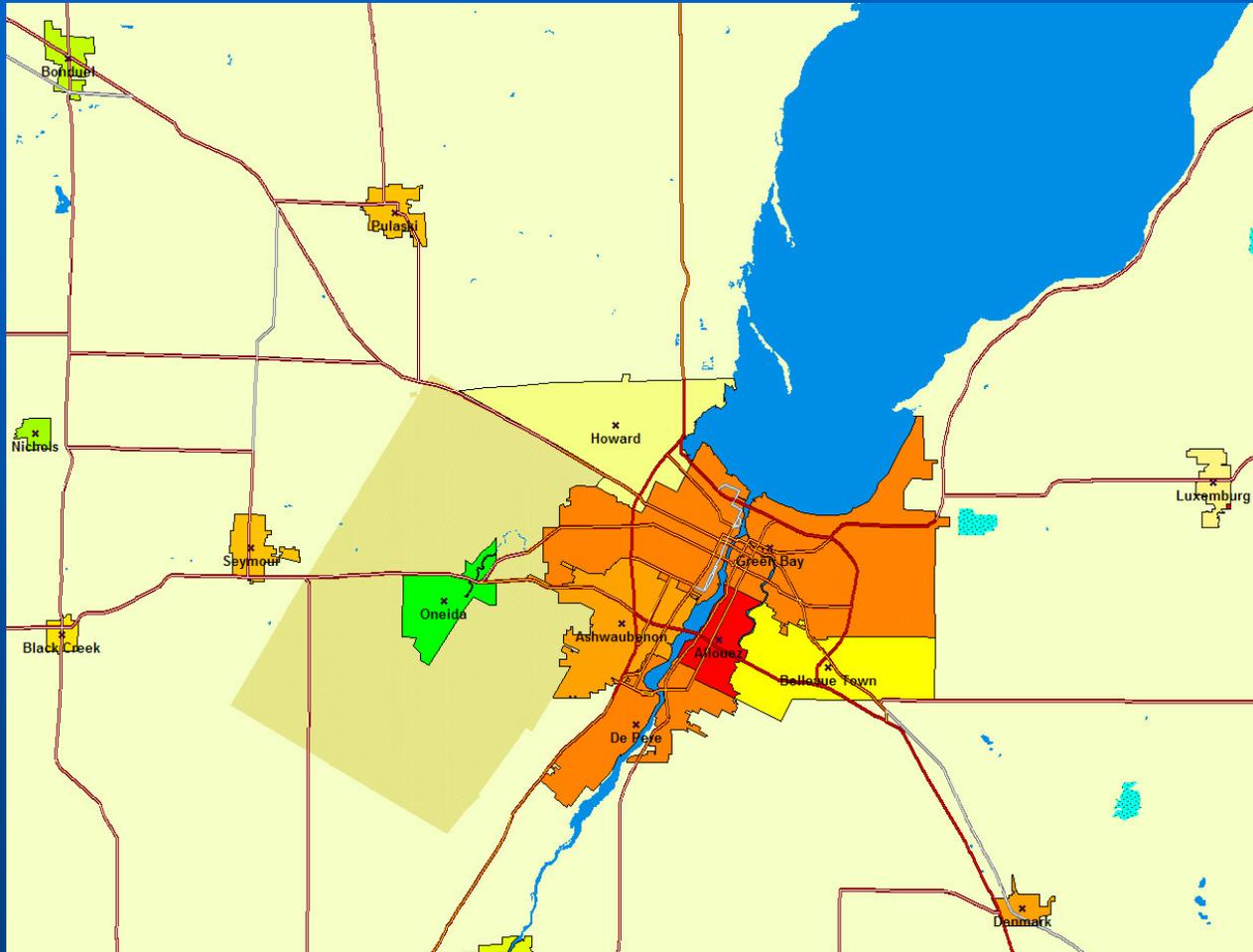
## Market Analysis Review

The Taurean Group, LLC

# Economic Base Summary



# Nearby Communities



## Nearby Communities

- Allouez
- Ashwaubenon
- Belleville
- Black Creek
- Bonduel
- Denmark
- De Pere
- Green Bay
- Oneida
- Pulaski
- Seymour
- *Howard*

# Regional Economic Context

- Economic output expected to grow (3.25 per year through 2007)
- Green bay MSA consistently outpaces country in terms of job growth
- Economy still relies on blue collar backbone

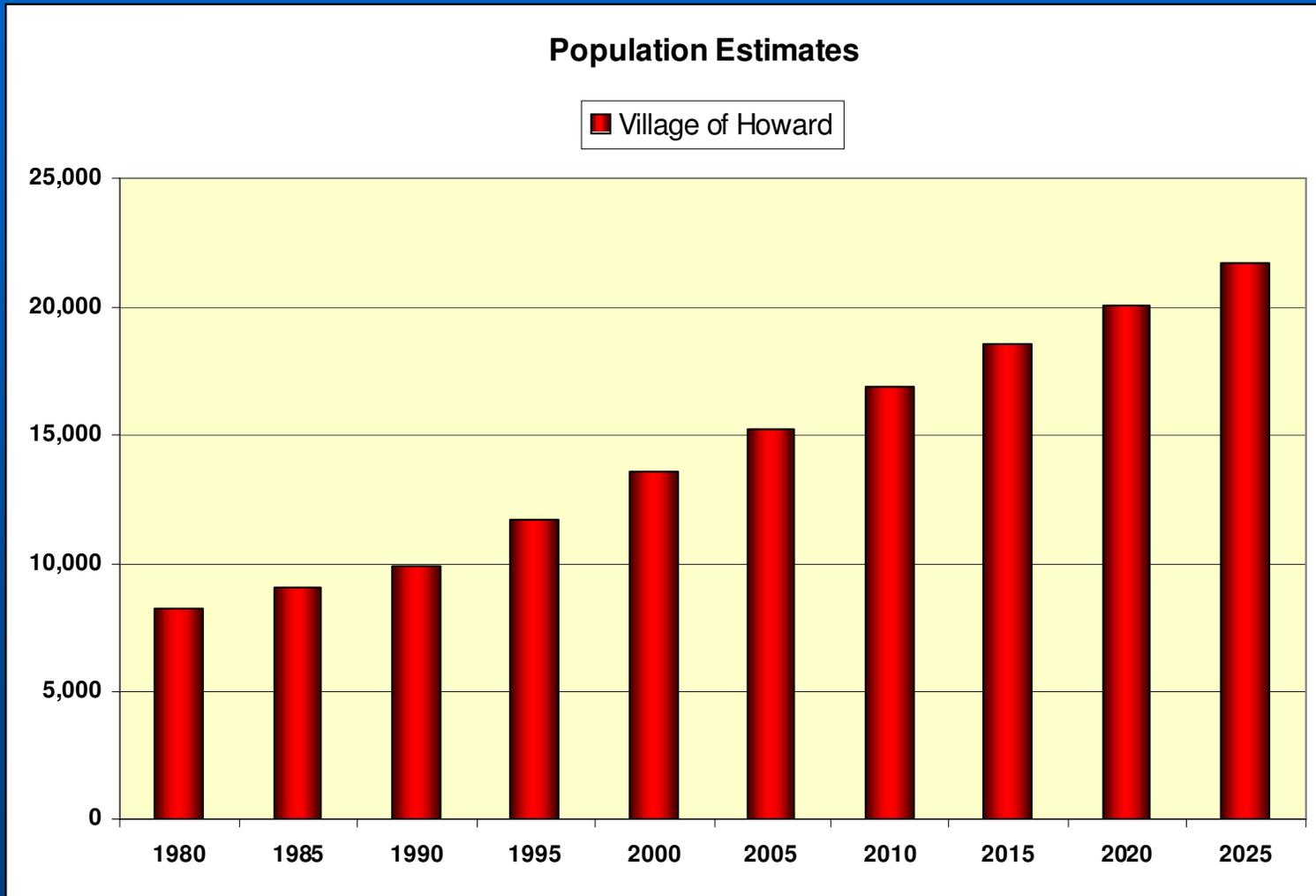
# Population Dynamics

- **Between 2000 and 2030, new households projected at a rate of almost 1,000 per year!**
- **Because median household size is projected to fall, an increase in the demand for smaller units is expected.**
- **Large growth in elderly population is expected, especially in the 65 to 74 year old age group.**

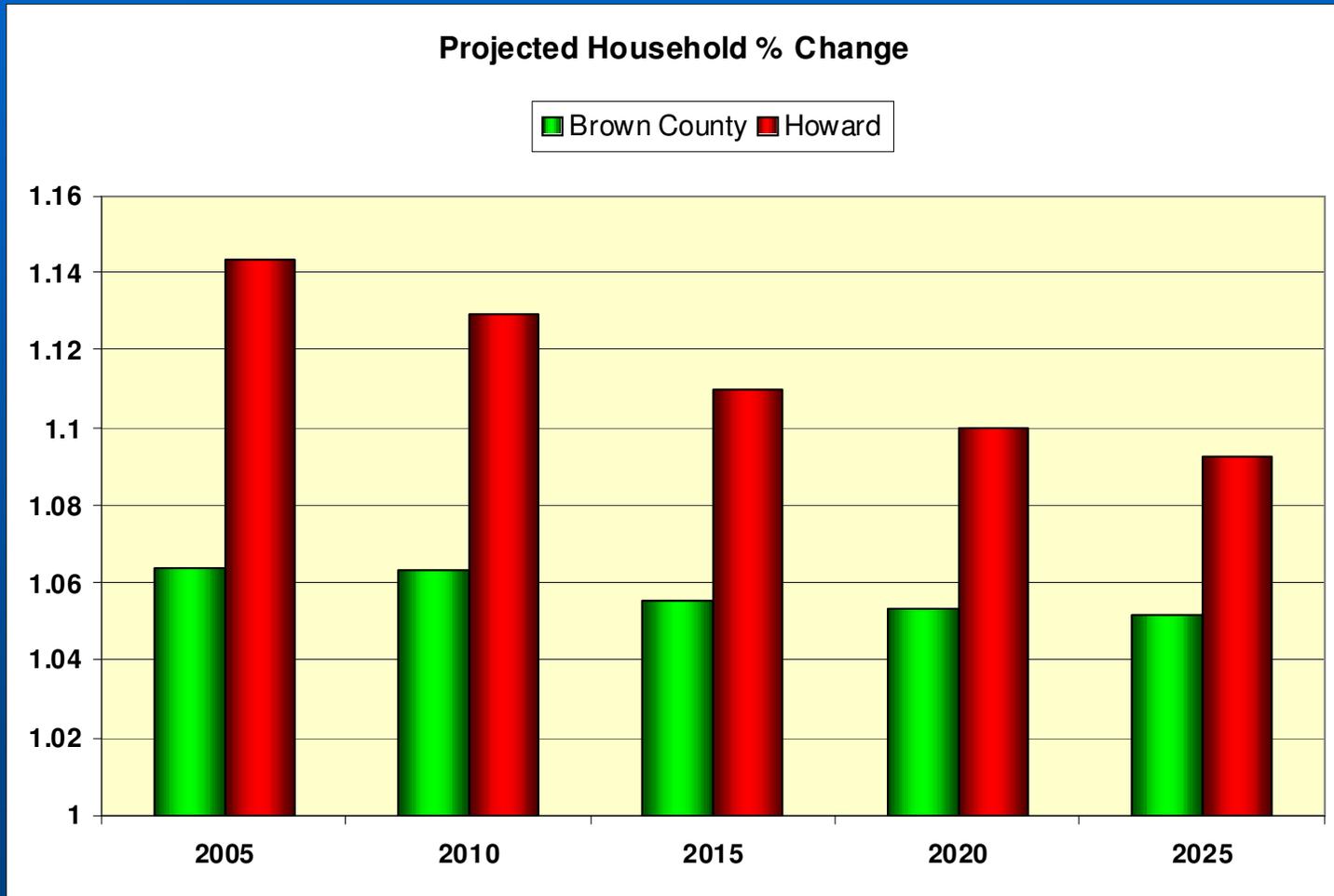
# Employment Dynamics

- Much of the new employment is in the service sector (leisure, hospitality, education, finance)
- Growing service sector is also among lowest paying
- Manufacturing still expected to remain strong

# Village Population Growth



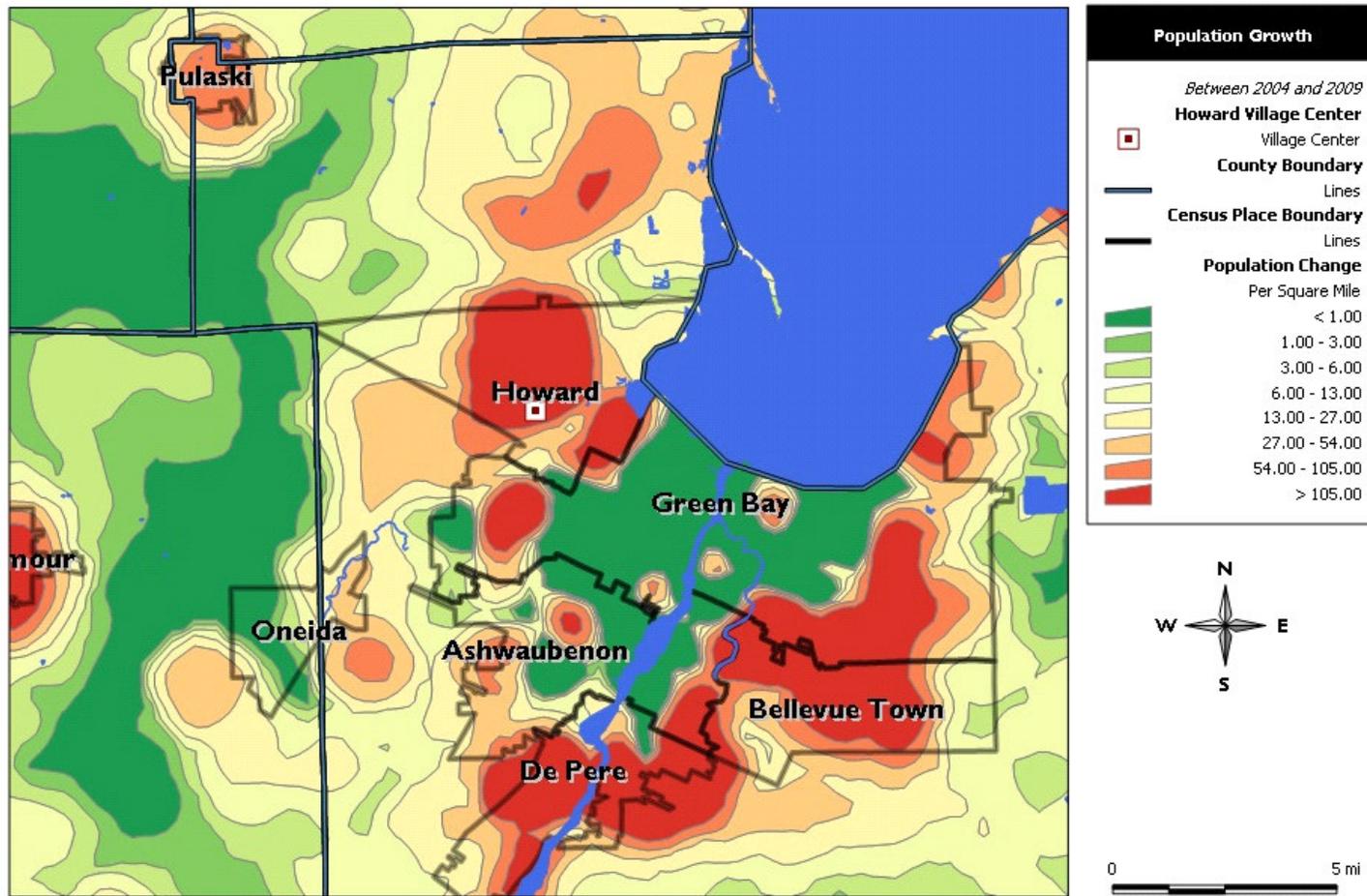
# Village Household Change



# Village of Howard Context

Estimated Population Growth

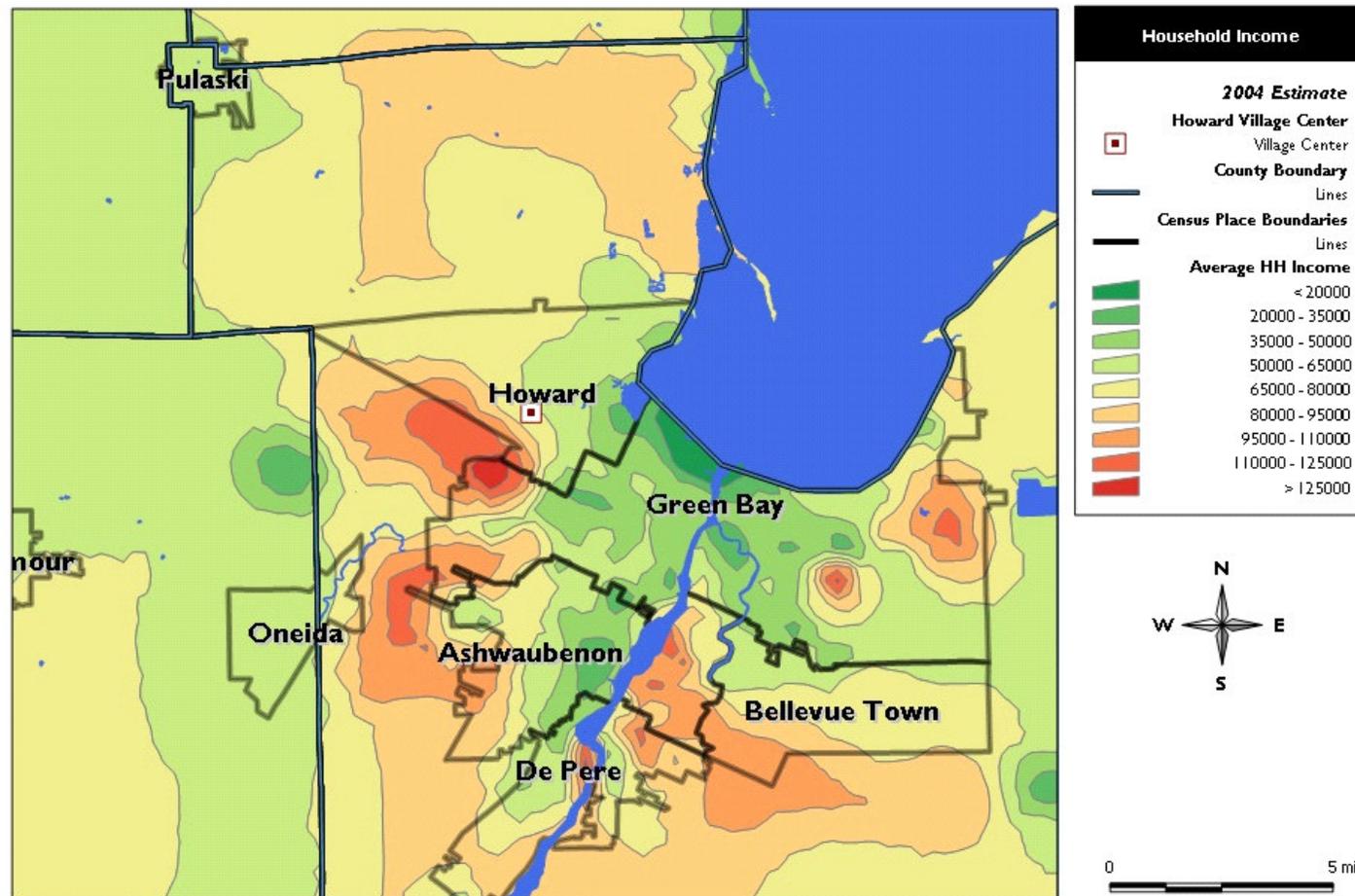
Village of Howard, WI



# Village of Howard Context

Average Household Income

Village of Howard, WI

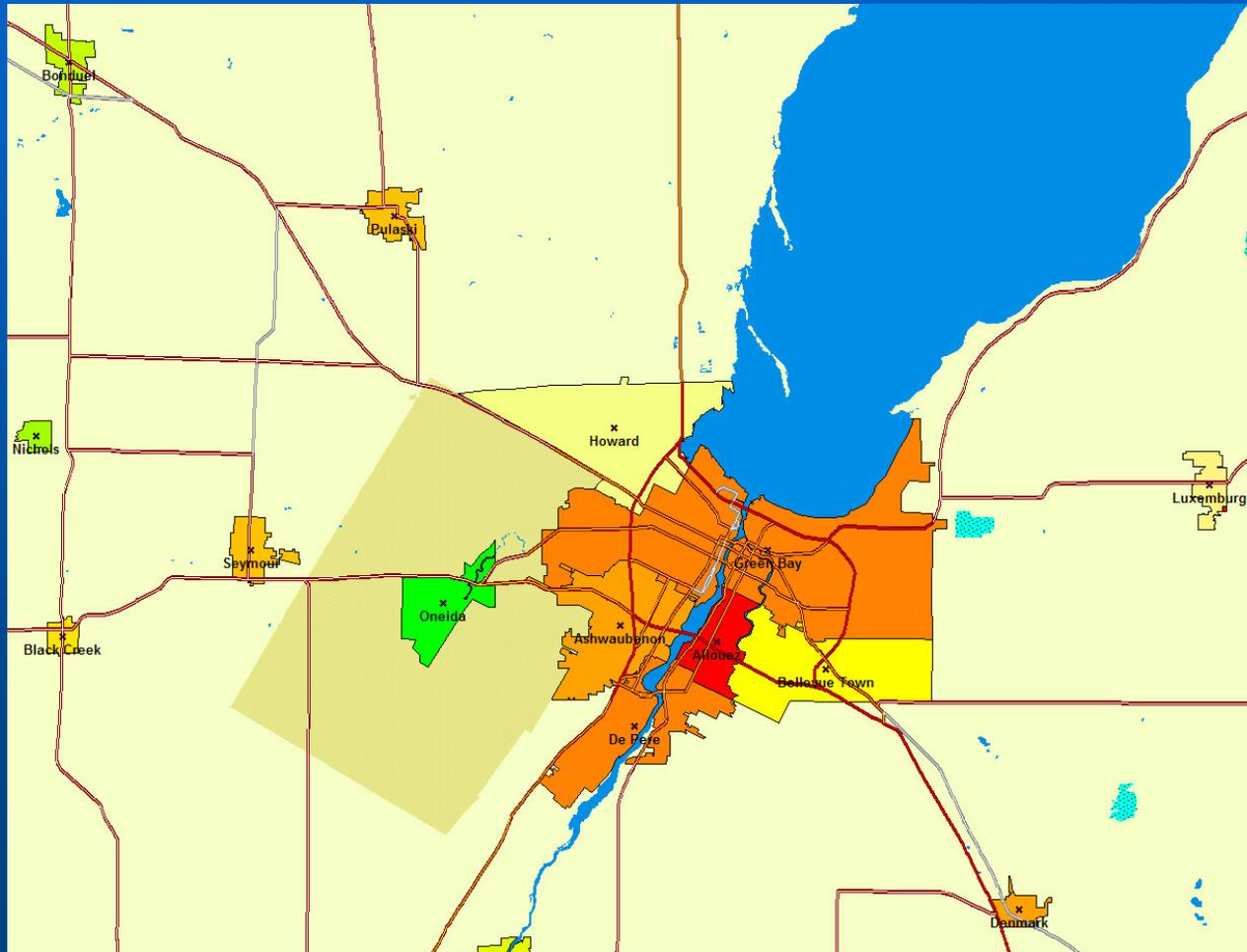


# Identifying Opportunities

**Search performed at three levels:**

- **Comparison to nearby communities**
- **Studying a Village Trade area based on distance**
- **Identifying a Primary Trade Area based on Village size and proximity to other communities.**

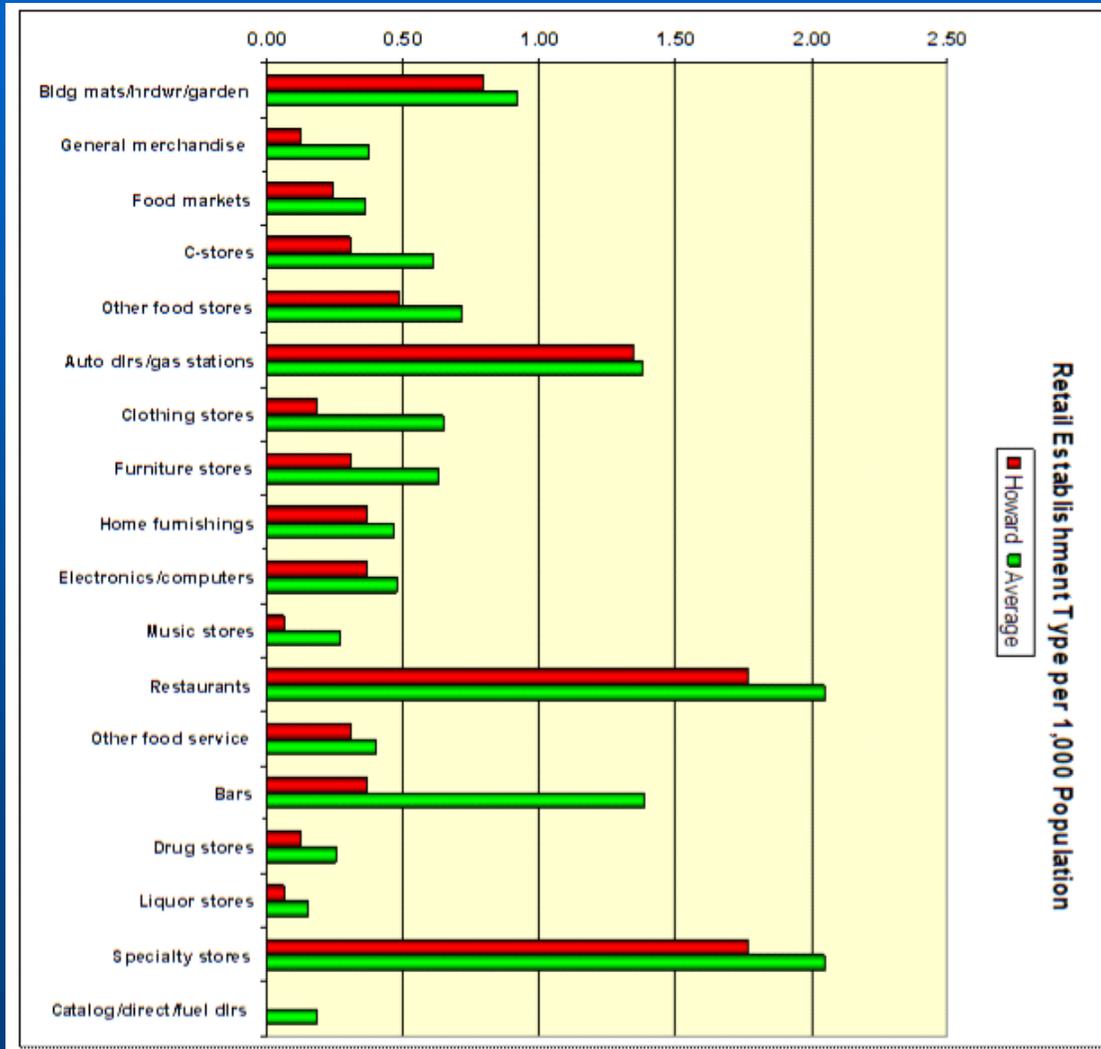
# Nearby Communities



## Nearby Communities

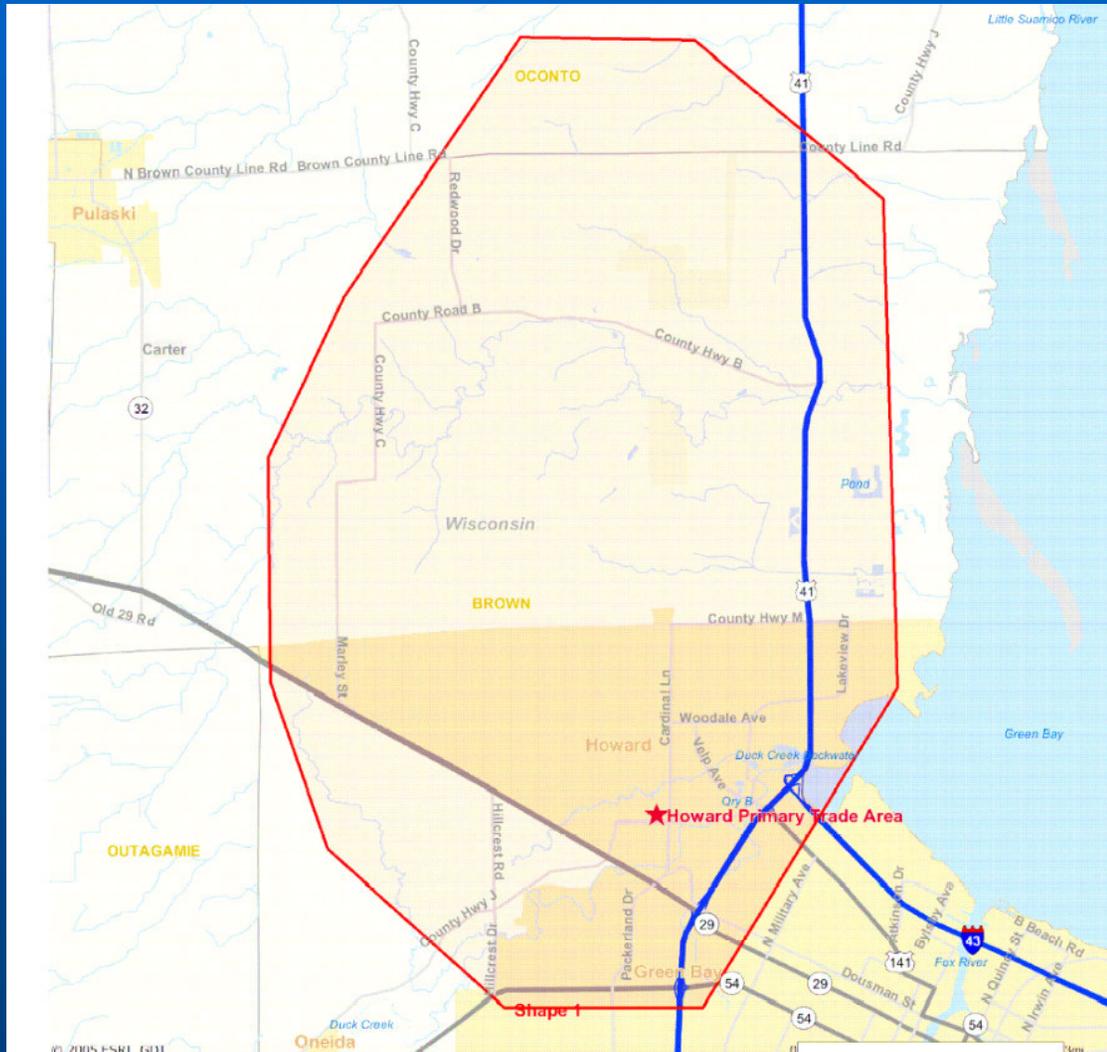
- Allouez
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- Seymour
- *Howard*

# Retail Establishment Comparison

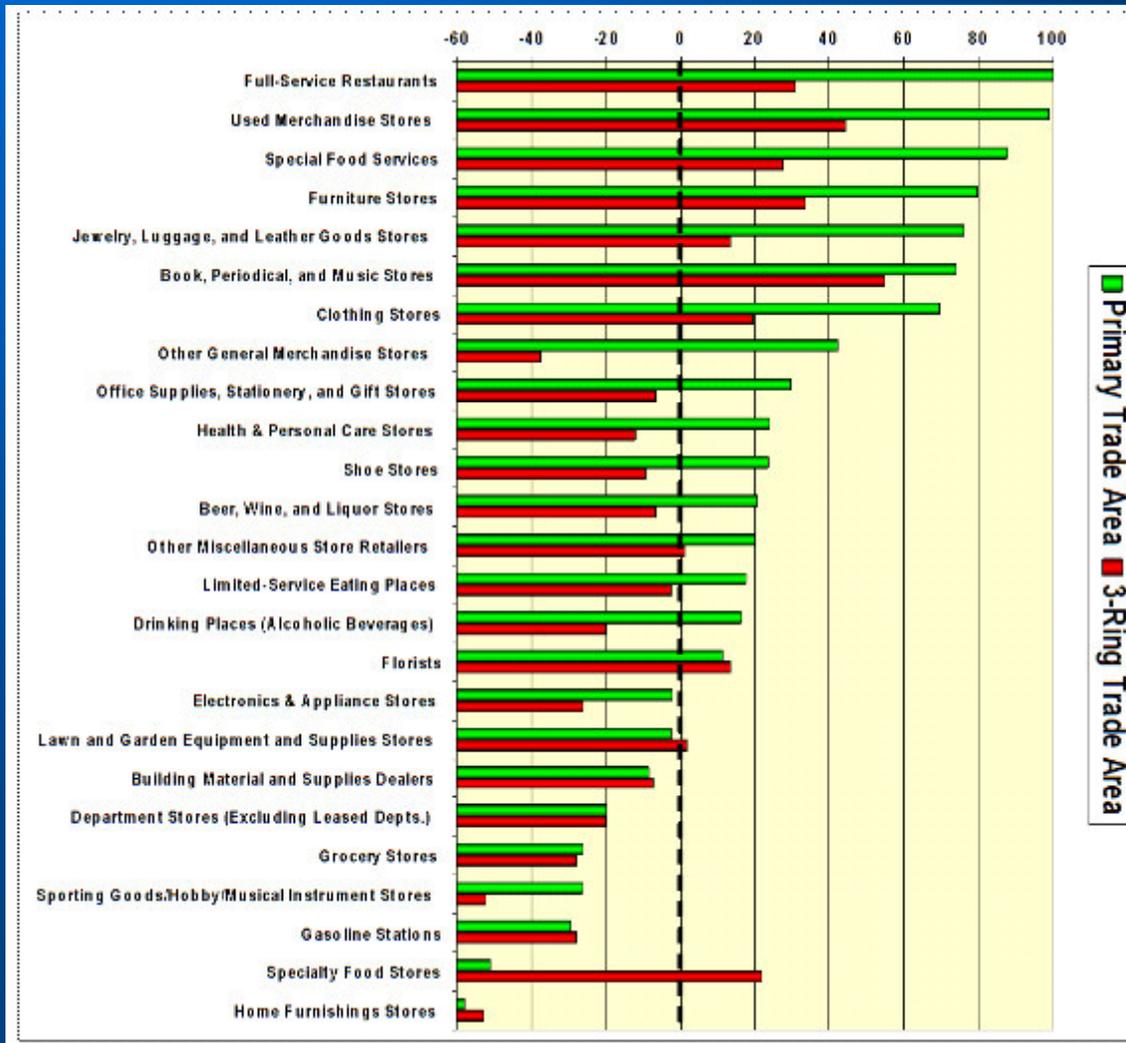




# Primary Trade Area



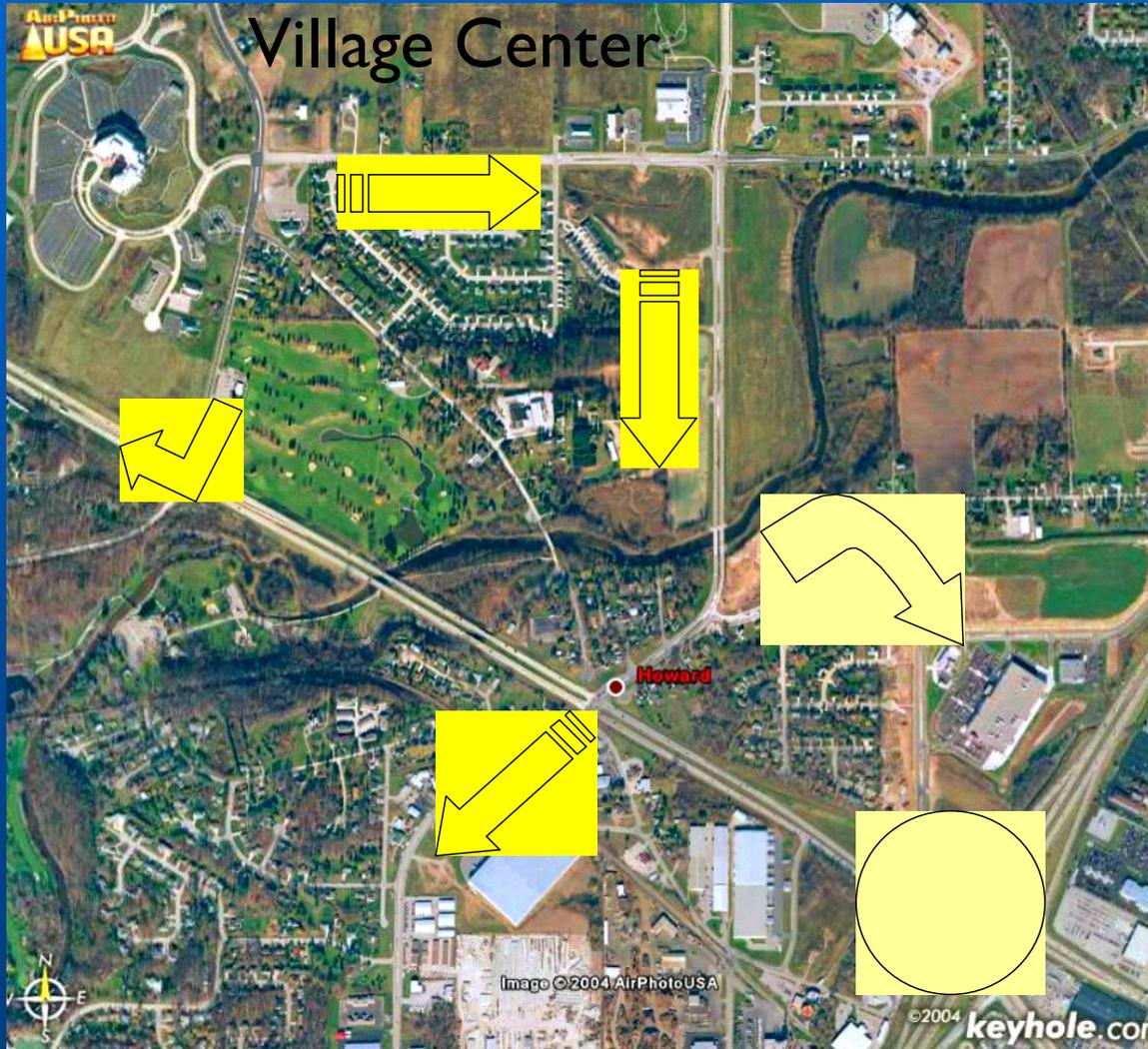
# Retail Opportunity Scores



# Top Ranked Tenant Categories

- **Full Service Restaurants**
- **Used Merchandise Stores**
- **Special Food Service**
- **Furniture Stores**
- **Jewelry, Luggage, and Leather Goods Stores**
- **Book Periodical and Music Stores**
- **Clothing Stores**

# Positive Linkage



# Retail Recommendations

- Lifestyle type center with 30 to 40K sqft specialty grocery store
  - Geared toward high quality and service (e.g. Whole Foods, Trader Joe's)
  - Meets needs of existing AND future population
- Other tenants would be placed and designed to encourage sense of place and an inviting atmosphere

# Specialty Grocery Needs



**Concentration of nearby population**



**High percentage of College educated population**



**High or increasing household income**

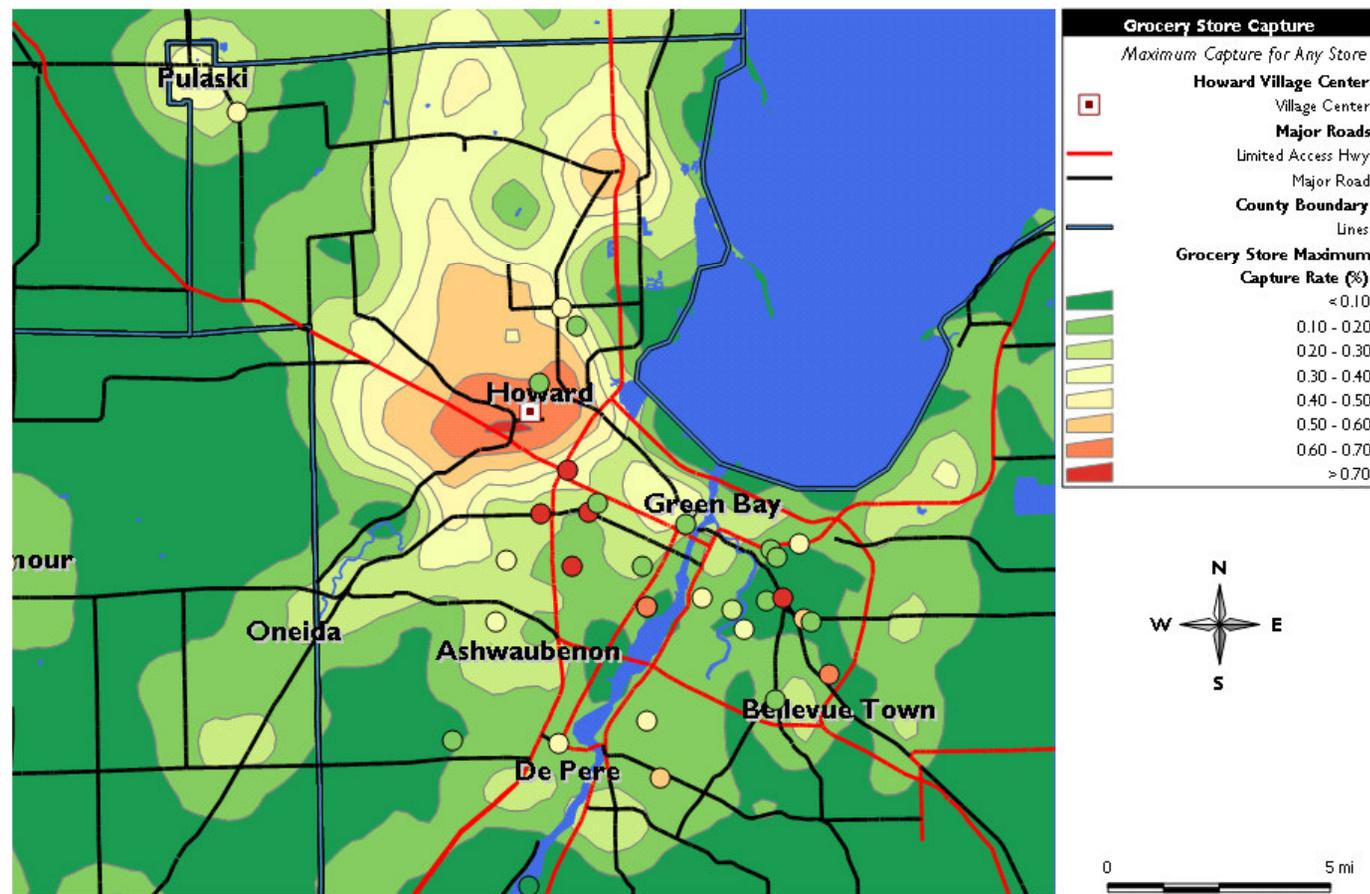


**Sales capture potential**

# Grocery Store Capture

Potential Retail Capture

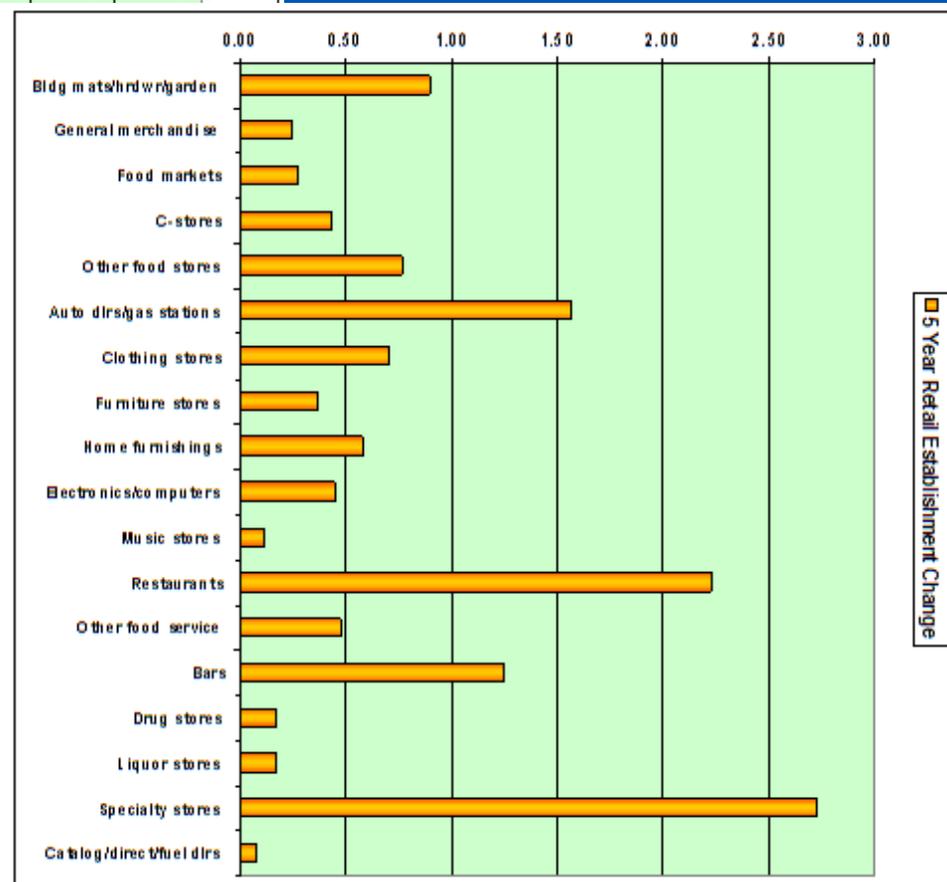
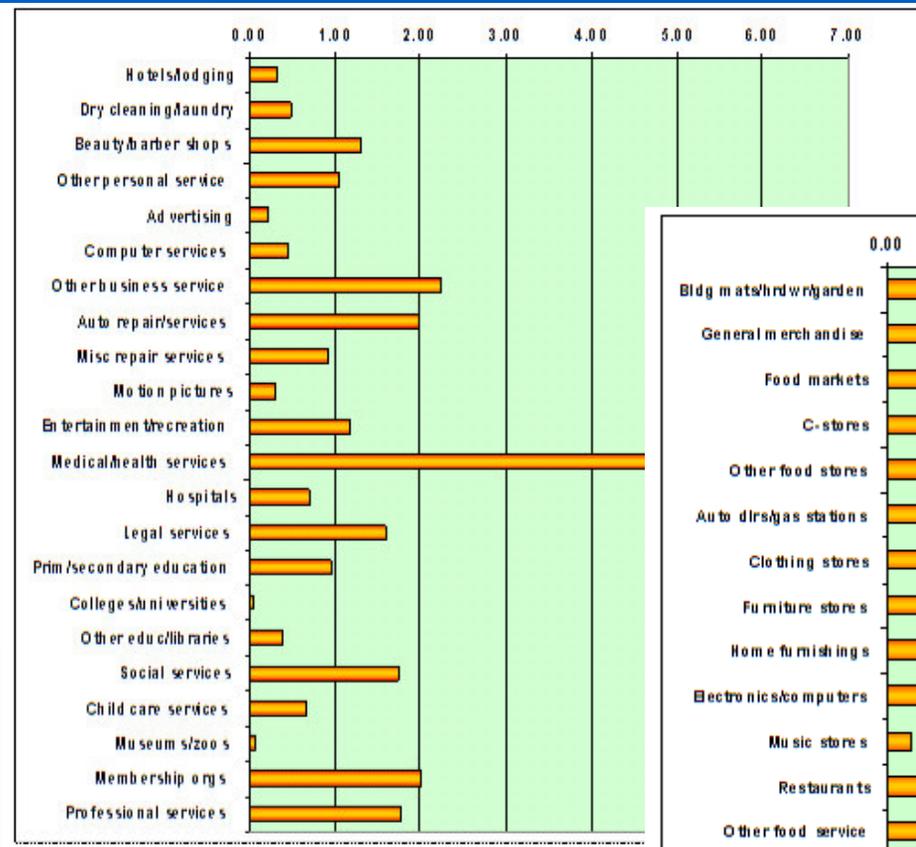
Village of Howard, WI



## What about other business growth?

- Using population forecasts and existing establishment counts an estimate of new establishments can be made
- Takes into account retail opportunities and typical ratios

# Other Business Growth



# Can Howard support a new Village Center?

## Factors for probable success

- Significant population and household growth
- Currently underserved retail demand
- Positive linkages
- Large site area
- Compatible Surrounding Land Use