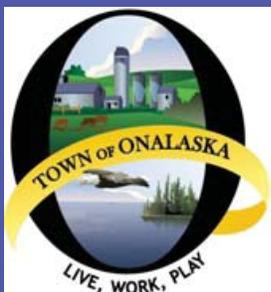


APPENDIX

A: Retail Market Profile

B: Site & Building Design Handbook

C: State Planting Guidelines



SOUTH HOLMEN DRIVE CORRIDOR PLAN

MARCH 2012 DRAFT PLAN

PREPARED BY:

MSA PROFESSIONAL SERVICES, INC.



PROFESSIONAL SERVICES

Retail Market Profile, 5-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Summary Demographics

2010 Population	8,949
2010 Households	3,315
2010 Median Disposable Income	\$43,934
2010 Per Capita Income	\$23,493

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$80,024,506	\$28,371,210	\$51,653,296	47.7	50
Total Retail Trade	44-45	\$68,275,248	\$16,461,286	\$51,813,961	61.1	36
Total Food & Drink	722	\$11,749,259	\$11,909,924	\$-160,665	-0.7	14

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Group						
Motor Vehicle & Parts Dealers	441	\$16,340,875	\$3,345,078	\$12,995,797	66.0	6
Automobile Dealers	4411	\$13,867,457	\$1,563,962	\$12,303,494	75.7	3
Other Motor Vehicle Dealers	4412	\$1,358,538	\$1,634,113	\$-275,575	-9.2	2
Auto Parts, Accessories & Tire Stores	4413	\$1,114,880	\$147,002	\$967,878	76.7	1
Furniture & Home Furnishings Stores	442	\$1,789,441	\$1,753,524	\$35,918	1.0	6
Furniture Stores	4421	\$908,097	\$735,861	\$172,236	10.5	1
Home Furnishings Stores	4422	\$881,344	\$1,017,663	\$-136,318	-7.2	5
Electronics & Appliance Stores	4431	\$2,371,794	\$1,436,413	\$935,382	24.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,494,816	\$1,949,221	\$545,596	12.3	8
Bldg Material & Supplies Dealers	4441	\$2,208,758	\$1,883,961	\$324,797	7.9	7
Lawn & Garden Equip & Supply Stores	4442	\$286,059	\$65,260	\$220,799	62.8	1
Food & Beverage Stores	445	\$10,193,528	\$166,832	\$10,026,696	96.8	1
Grocery Stores	4451	\$9,977,498	\$0	\$9,977,498	100.0	0
Specialty Food Stores	4452	\$135,053	\$44,097	\$90,957	50.8	1
Beer, Wine & Liquor Stores	4453	\$80,977	\$122,735	\$-41,758	-20.5	1
Health & Personal Care Stores	446,4461	\$4,228,296	\$256,534	\$3,971,762	88.6	2
Gasoline Stations	447,4471	\$12,358,262	\$6,450,067	\$5,908,194	31.4	2
Clothing & Clothing Accessories Stores	448	\$2,092,746	\$98,875	\$1,993,871	91.0	2
Clothing Stores	4481	\$1,513,006	\$23,322	\$1,489,684	97.0	1
Shoe Stores	4482	\$247,270	\$0	\$247,270	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$332,470	\$75,553	\$256,917	63.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$834,551	\$237,443	\$597,108	55.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$478,568	\$237,443	\$241,125	33.7	2
Book, Periodical & Music Stores	4512	\$355,983	\$0	\$355,983	100.0	0
General Merchandise Stores	452	\$13,840,186	\$0	\$13,840,186	100.0	0
Department Stores Excluding Leased Depts.	4521	\$5,456,612	\$0	\$5,456,612	100.0	0
Other General Merchandise Stores	4529	\$8,383,573	\$0	\$8,383,573	100.0	0
Miscellaneous Store Retailers	453	\$684,367	\$96,029	\$588,338	75.4	4
Florists	4531	\$75,600	\$0	\$75,600	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$117,976	\$37,495	\$80,482	51.8	1
Used Merchandise Stores	4533	\$43,560	\$24,108	\$19,452	28.7	1
Other Miscellaneous Store Retailers	4539	\$447,231	\$34,426	\$412,805	85.7	1
Nonstore Retailers	454	\$1,046,385	\$671,271	\$375,114	21.8	1
Electronic Shopping & Mail-Order Houses	4541	\$652,792	\$0	\$652,792	100.0	0
Vending Machine Operators	4542	\$173,335	\$0	\$173,335	100.0	0
Direct Selling Establishments	4543	\$220,258	\$671,271	\$-451,013	-50.6	1
Food Services & Drinking Places	722	\$11,749,259	\$11,909,924	\$-160,665	-0.7	14
Full-Service Restaurants	7221	\$4,239,989	\$4,703,608	\$-463,620	-5.2	7
Limited-Service Eating Places	7222	\$6,547,261	\$6,825,773	\$-278,512	-2.1	5
Special Food Services	7223	\$277,905	\$0	\$277,905	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$684,104	\$380,543	\$303,561	28.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

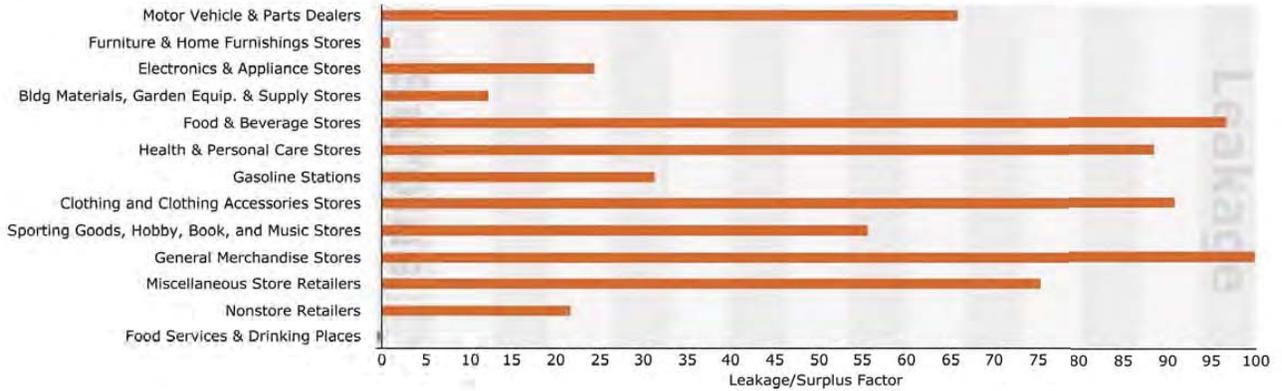


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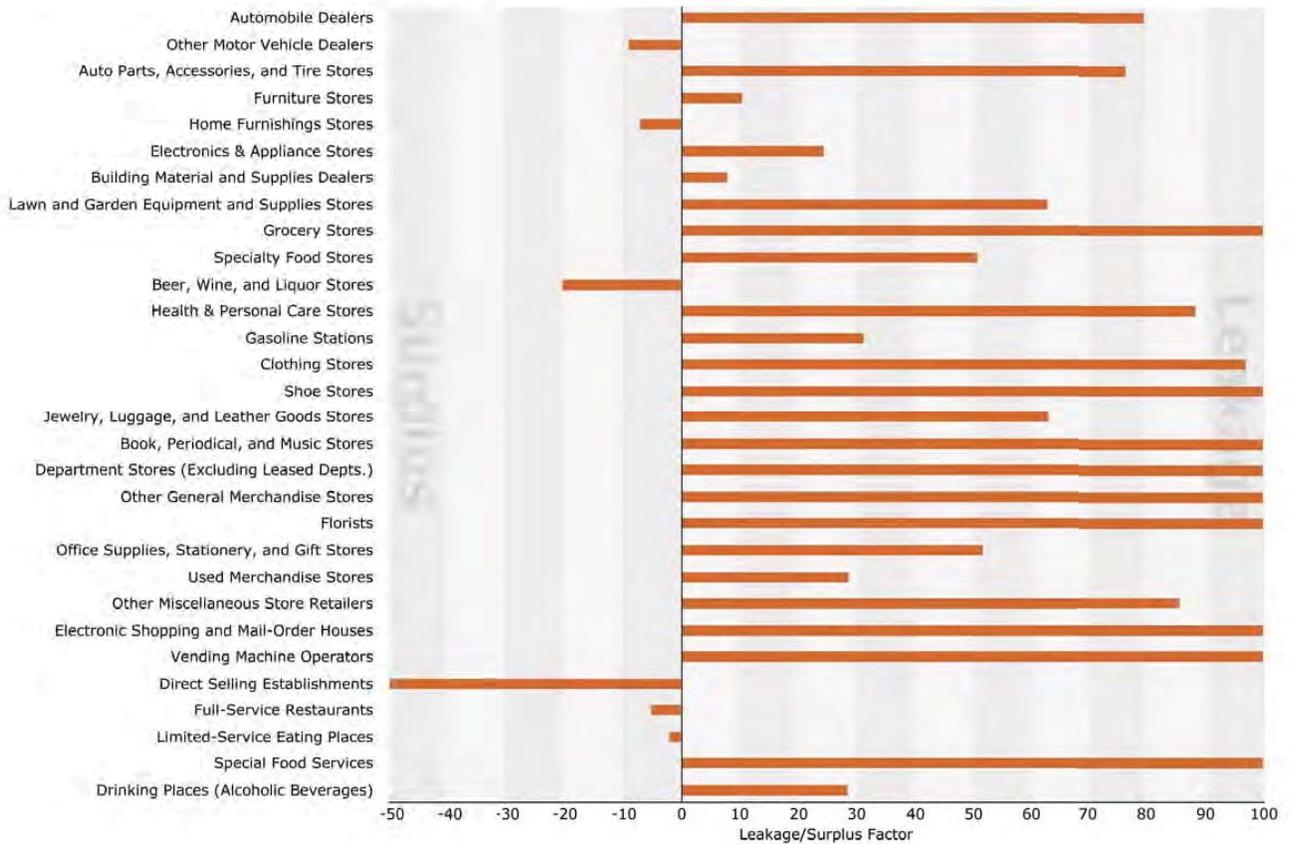
Retail Market Profile, 5-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup



PROFESSIONAL SERVICES

Retail Market Profile, 10-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Summary Demographics

2010 Population	32,041
2010 Households	12,567
2010 Median Disposable Income	\$44,182
2010 Per Capita Income	\$26,083

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$313,913,266	\$358,956,967	\$-45,043,701	-6.7	282
Total Retail Trade	44-45	\$267,202,809	\$277,482,797	\$-10,279,988	-1.9	209
Total Food & Drink	722	\$46,710,457	\$81,474,170	\$-34,763,713	-27.1	73

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Group						
Motor Vehicle & Parts Dealers	441	\$63,078,894	\$44,485,374	\$18,593,520	17.3	20
Automobile Dealers	4411	\$53,403,703	\$36,344,429	\$17,059,274	19.0	9
Other Motor Vehicle Dealers	4412	\$5,263,770	\$6,497,563	\$-1,233,793	-10.5	6
Auto Parts, Accessories & Tire Stores	4413	\$4,411,420	\$1,643,382	\$2,768,038	45.7	5
Furniture & Home Furnishings Stores	442	\$7,097,482	\$8,013,014	\$-915,532	-6.1	24
Furniture Stores	4421	\$3,593,946	\$3,319,769	\$274,178	4.0	6
Home Furnishings Stores	4422	\$3,503,535	\$4,693,245	\$-1,189,710	-14.5	18
Electronics & Appliance Stores	4431	\$9,337,217	\$10,328,267	\$-991,050	-5.0	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,827,636	\$25,366,194	\$-15,538,558	-44.2	25
Bldg Material & Supplies Dealers	4441	\$8,728,603	\$24,580,371	\$-15,851,768	-47.6	21
Lawn & Garden Equip & Supply Stores	4442	\$1,099,033	\$785,822	\$313,211	16.6	4
Food & Beverage Stores	445	\$40,411,334	\$37,355,777	\$3,055,556	3.9	9
Grocery Stores	4451	\$39,548,406	\$36,965,372	\$2,583,034	3.4	5
Specialty Food Stores	4452	\$535,314	\$136,774	\$398,540	59.3	3
Beer, Wine & Liquor Stores	4453	\$327,613	\$253,631	\$73,982	12.7	1
Health & Personal Care Stores	446,4461	\$16,502,237	\$7,184,820	\$9,317,416	39.3	19
Gasoline Stations	447,4471	\$47,784,208	\$40,562,136	\$7,222,073	8.2	9
Clothing & Clothing Accessories Stores	448	\$8,357,413	\$11,062,836	\$-2,705,423	-13.9	34
Clothing Stores	4481	\$6,037,250	\$8,305,577	\$-2,268,327	-15.8	22
Shoe Stores	4482	\$979,617	\$1,293,258	\$-313,641	-13.8	6
Jewelry, Luggage & Leather Goods Stores	4483	\$1,340,546	\$1,464,001	\$-123,455	-4.4	7
Sporting Goods, Hobby, Book & Music Stores	451	\$3,350,959	\$4,889,974	\$-1,539,015	-18.7	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,894,934	\$3,504,749	\$-1,609,816	-29.8	15
Book, Periodical & Music Stores	4512	\$1,456,025	\$1,385,225	\$70,800	2.5	2
General Merchandise Stores	452	\$54,582,956	\$83,801,656	\$-29,218,700	-21.1	9
Department Stores Excluding Leased Depts.	4521	\$21,525,005	\$63,376,827	\$-41,851,821	-49.3	7
Other General Merchandise Stores	4529	\$33,057,951	\$20,424,829	\$12,633,122	23.6	2
Miscellaneous Store Retailers	453	\$2,661,903	\$3,161,724	\$-499,822	-8.6	24
Florists	4531	\$290,610	\$225,884	\$64,726	12.5	2
Office Supplies, Stationery & Gift Stores	4532	\$459,719	\$1,336,259	\$-876,539	-48.8	10
Used Merchandise Stores	4533	\$175,378	\$306,028	\$-130,650	-27.1	4
Other Miscellaneous Store Retailers	4539	\$1,736,196	\$1,293,554	\$442,642	14.6	9
Nonstore Retailers	454	\$4,210,571	\$1,271,024	\$2,939,547	53.6	3
Electronic Shopping & Mail-Order Houses	4541	\$2,606,492	\$84,326	\$2,522,166	93.7	0
Vending Machine Operators	4542	\$688,735	\$0	\$688,735	100.0	0
Direct Selling Establishments	4543	\$915,344	\$1,186,698	\$-271,354	-12.9	3
Food Services & Drinking Places	722	\$46,710,457	\$81,474,170	\$-34,763,713	-27.1	73
Full-Service Restaurants	7221	\$16,910,550	\$25,724,281	\$-8,813,730	-20.7	32
Limited-Service Eating Places	7222	\$25,859,816	\$52,995,108	\$-27,135,293	-34.4	31
Special Food Services	7223	\$1,098,966	\$72,806	\$1,026,160	87.6	1
Drinking Places - Alcoholic Beverages	7224	\$2,841,125	\$2,681,975	\$159,150	2.9	8

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

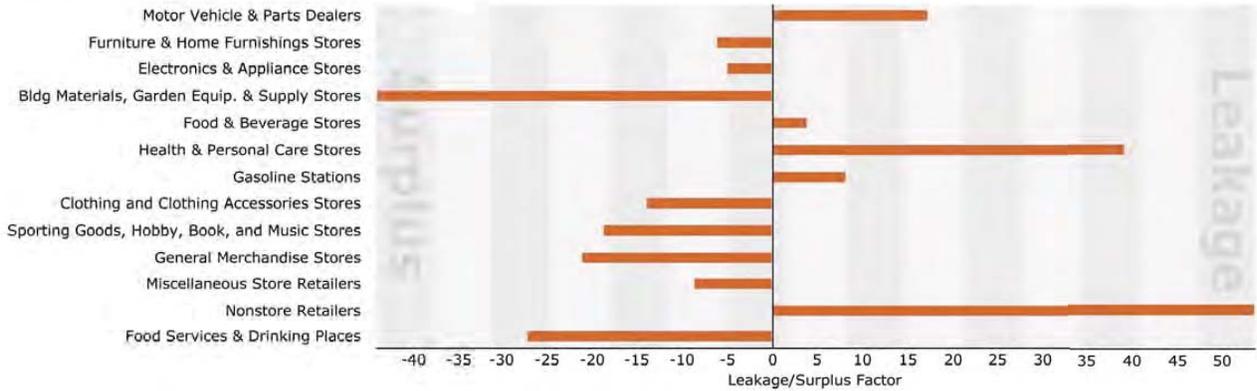


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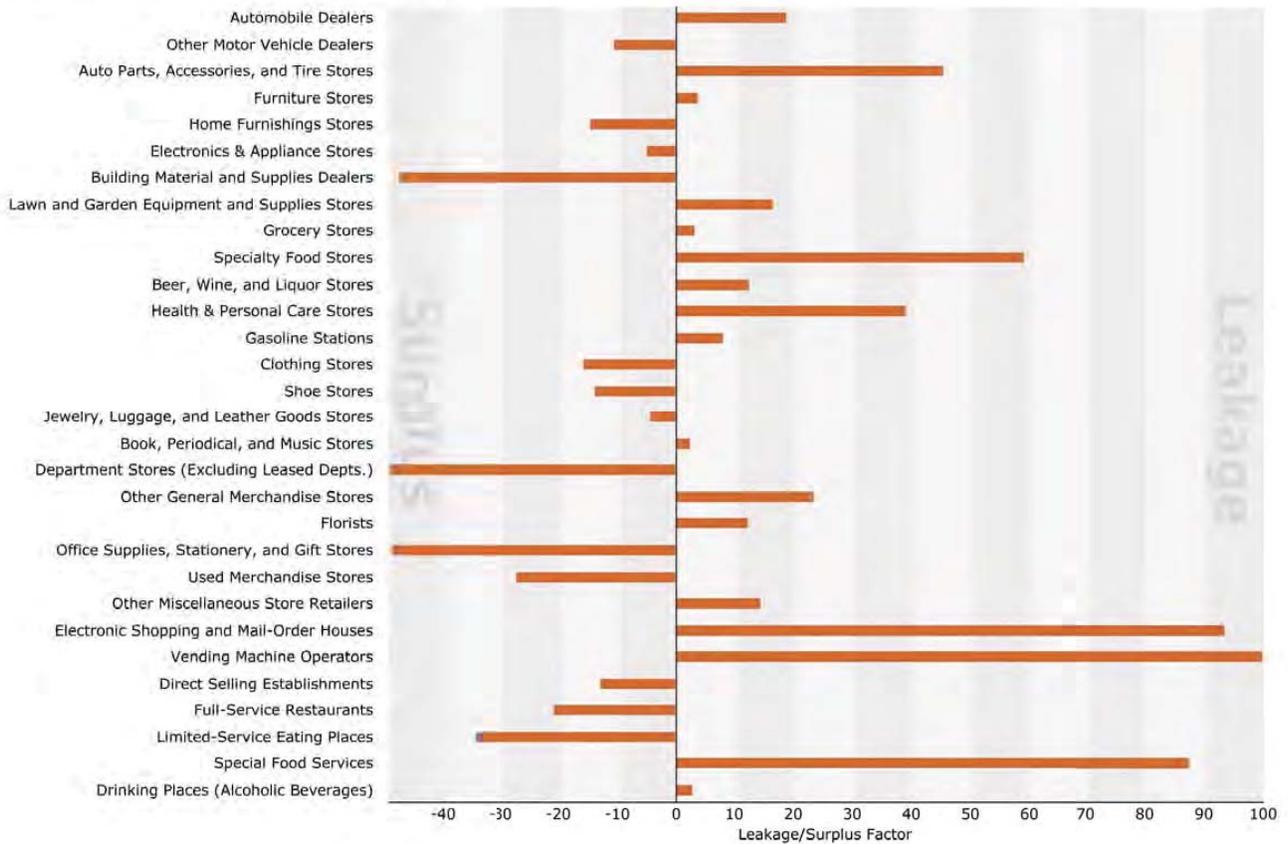
Retail Market Profile, 10-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup



PROFESSIONAL SERVICES

Retail Market Profile, 20-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Summary Demographics

2010 Population	107,172
2010 Households	42,891
2010 Median Disposable Income	\$38,053
2010 Per Capita Income	\$24,387

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$961,414,725	\$1,355,949,830	\$-394,535,104	-17.0	963
Total Retail Trade	44-45	\$818,040,726	\$1,141,358,447	\$-323,317,721	-16.5	658
Total Food & Drink	722	\$143,373,999	\$214,591,383	\$-71,217,384	-19.9	305

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Group						
Motor Vehicle & Parts Dealers	441	\$189,569,584	\$190,500,397	\$-930,813	-0.2	89
Automobile Dealers	4411	\$160,957,409	\$153,552,959	\$7,404,449	2.4	45
Other Motor Vehicle Dealers	4412	\$15,429,842	\$17,629,591	\$-2,199,749	-6.7	19
Auto Parts, Accessories & Tire Stores	4413	\$13,182,333	\$19,317,847	\$-6,135,514	-18.9	26
Furniture & Home Furnishings Stores	442	\$22,536,802	\$26,437,471	\$-3,900,669	-8.0	50
Furniture Stores	4421	\$11,811,199	\$8,842,754	\$2,968,446	14.4	15
Home Furnishings Stores	4422	\$10,725,603	\$17,594,717	\$-6,869,114	-24.3	35
Electronics & Appliance Stores	4431	\$29,018,496	\$62,722,634	\$-33,704,138	-36.7	49
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,312,975	\$38,585,120	\$-9,272,145	-13.7	71
Bldg Material & Supplies Dealers	4441	\$25,732,653	\$35,048,858	\$-9,316,206	-15.3	56
Lawn & Garden Equip & Supply Stores	4442	\$3,580,322	\$3,536,261	\$44,061	0.6	14
Food & Beverage Stores	445	\$130,512,049	\$134,505,805	\$-3,993,756	-1.5	41
Grocery Stores	4451	\$126,533,756	\$131,345,513	\$-4,811,757	-1.9	21
Specialty Food Stores	4452	\$2,330,213	\$1,749,792	\$580,421	14.2	16
Beer, Wine & Liquor Stores	4453	\$1,648,081	\$1,410,500	\$237,581	7.8	4
Health & Personal Care Stores	446,4461	\$48,207,586	\$265,204,369	\$-216,996,783	-69.2	51
Gasoline Stations	447,4471	\$152,065,497	\$172,725,618	\$-20,660,121	-6.4	34
Clothing & Clothing Accessories Stores	448	\$26,723,527	\$19,528,125	\$7,195,402	15.6	74
Clothing Stores	4481	\$19,602,904	\$13,773,996	\$5,828,908	17.5	49
Shoe Stores	4482	\$2,928,829	\$2,309,351	\$619,478	11.8	9
Jewelry, Luggage & Leather Goods Stores	4483	\$4,191,794	\$3,444,778	\$747,016	9.8	15
Sporting Goods, Hobby, Book & Music Stores	451	\$10,476,053	\$11,788,442	\$-1,312,389	-5.9	61
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,799,356	\$8,326,761	\$-2,527,404	-17.9	53
Book, Periodical & Music Stores	4512	\$4,676,697	\$3,461,681	\$1,215,016	14.9	8
General Merchandise Stores	452	\$158,650,299	\$204,876,398	\$-46,226,099	-12.7	20
Department Stores Excluding Leased Depts.	4521	\$61,771,851	\$106,947,437	\$-45,175,586	-26.8	11
Other General Merchandise Stores	4529	\$96,878,448	\$97,928,961	\$-1,050,513	-0.5	9
Miscellaneous Store Retailers	453	\$8,784,358	\$9,338,883	\$-554,525	-3.1	113
Florists	4531	\$931,455	\$1,502,018	\$-570,562	-23.4	20
Office Supplies, Stationery & Gift Stores	4532	\$1,864,519	\$3,058,634	\$-1,194,115	-24.3	30
Used Merchandise Stores	4533	\$656,536	\$849,167	\$-192,631	-12.8	25
Other Miscellaneous Store Retailers	4539	\$5,331,848	\$3,929,064	\$1,402,784	15.1	38
Nonstore Retailers	454	\$12,183,500	\$5,145,185	\$7,038,315	40.6	5
Electronic Shopping & Mail-Order Houses	4541	\$7,411,978	\$3,373,032	\$4,038,946	37.4	1
Vending Machine Operators	4542	\$2,059,037	\$0	\$2,059,037	100.0	0
Direct Selling Establishments	4543	\$2,712,485	\$1,772,153	\$940,332	21.0	4
Food Services & Drinking Places	722	\$143,373,999	\$214,591,383	\$-71,217,384	-19.9	305
Full-Service Restaurants	7221	\$53,228,641	\$76,510,849	\$-23,282,208	-17.9	119
Limited-Service Eating Places	7222	\$77,139,155	\$113,410,931	\$-36,271,776	-19.0	85
Special Food Services	7223	\$3,654,404	\$5,097,247	\$-1,442,843	-16.5	11
Drinking Places - Alcoholic Beverages	7224	\$9,351,799	\$19,572,356	\$-10,220,557	-35.3	90

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

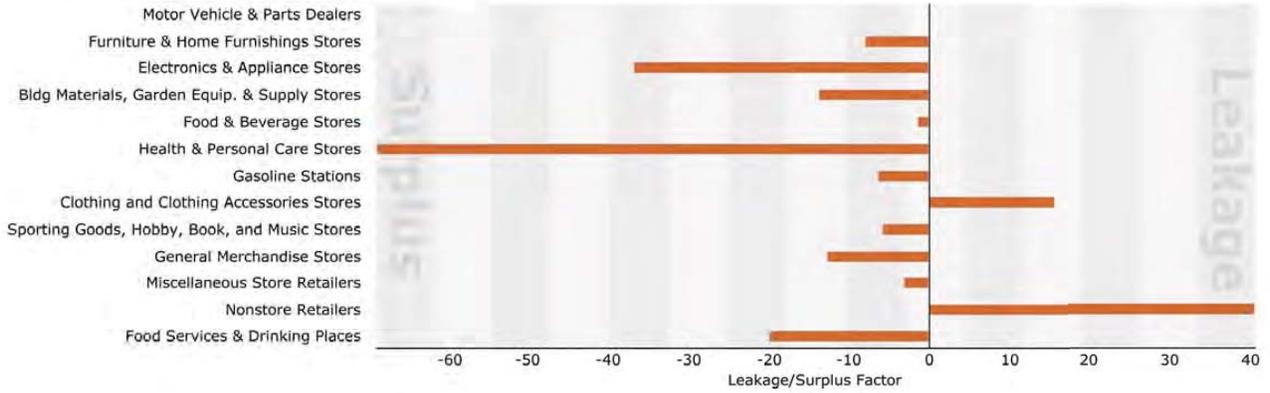


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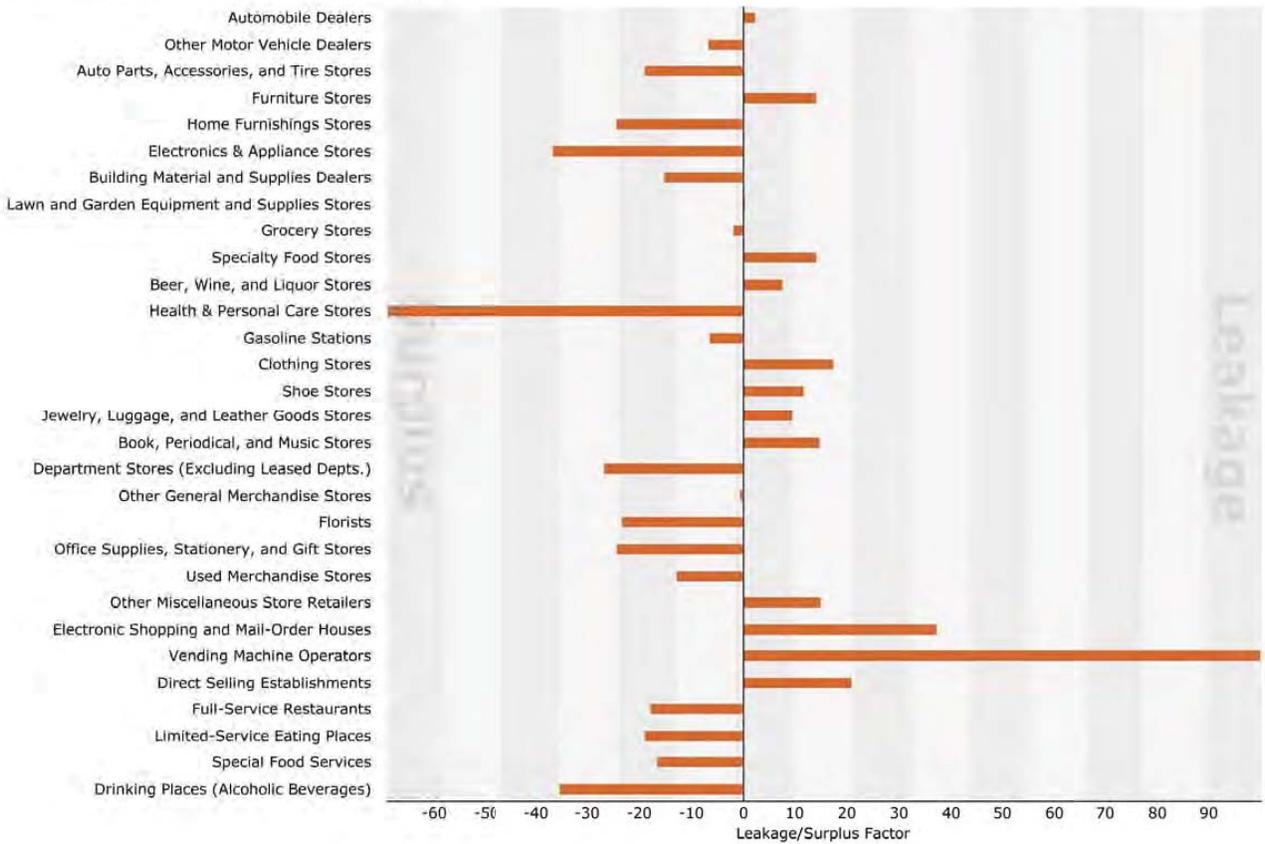
Retail Market Profile, 20-Minute Drive Time

Latitude: 43.94203
Longitude: -91.25672

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup