



Space Utilization on Main Street

***Understanding the geographical
relationships among people,
products, and services***

Matt Kures

GIS State Specialist

University of Wisconsin-Extension

Center for Community Economic Development

National Main Streets Conference

Seattle, WA

March 28, 2007



Understanding the Geography of Main Street and its Impact on Economic Restructuring Efforts

- **The importance of a Main Street's physical layout includes more than streetscapes, signage, and building facades.**
- **Many mall and shopping center development principles can be applied to a downtown or a Main Street**
- **One of the largest factors in a business' success is its neighboring establishments and property uses – *In a mixed-use downtown, businesses need to consider their locations relative to one another and to other physical features***

Compatibility of Mixed Uses

<ul style="list-style-type: none"> ● = Strong △ = Weak or Uncertain - = Neutral Compatibility ✕ = Potential Conflict 	Theaters	Bars & Restaurants	Retail: Comparison	Retail: Specialty	Retail: Convenience	Hotel	Offices	Residential
Residential	✕	△	△	△	●	✕	●	
Offices	-	●	△	△	△	●		●
Hotel	△	●	△	●	△		●	✕
Retail: Convenience	△	△	△	✕		△	△	●
Retail: Specialty Stores	●	●	●		✕	●	△	△
Retail: Comparison	●	●		●	△	△	△	△
Bars & Restaurants	●		●	●	△	●	●	△
Theaters		●	●	●	△	△	-	✕

The Impact of Business Arrangement – *Strolling Distances and Retail Continuity*

Many enclosed shopping malls are built using a 2x3 principle...



Downtown Lake Geneva, Wisconsin - 2 x 3 Stroll District



Downtown Prairie du Sac Wisconsin - 2 x 3 Stroll District



Creating Retail Continuity in a 2 x 3 Stroll District

What Interrupts Retail Continuity?

1st Floor Non-Retail Establishments



Blank Walls



Vehicle-Pedestrian Conflicts

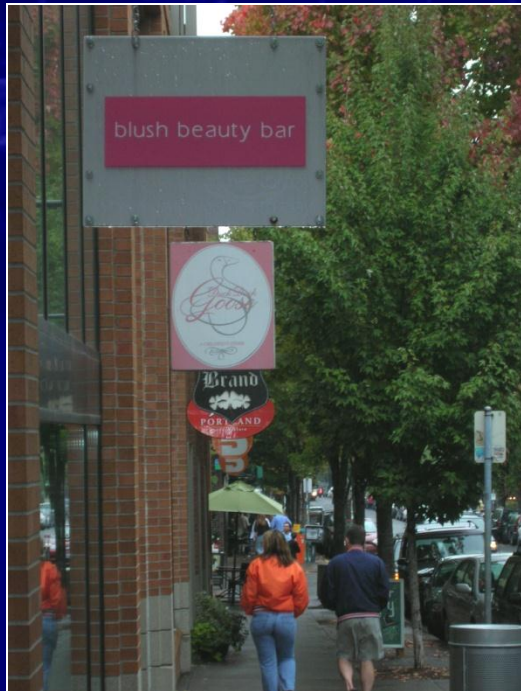


Vacancies/Poor Facades



Creating Retail Continuity in a 2 x 3 Stroll District

Proper Retail Continuity – NW 23rd Ave in Portland, OR



EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS.



ANN TAYLOR



Perme

BANANA REPUBLIC



WILLIAMS-SONOMA

AMERICAN EAGLE OUTFITTERS

POTTERY BARN

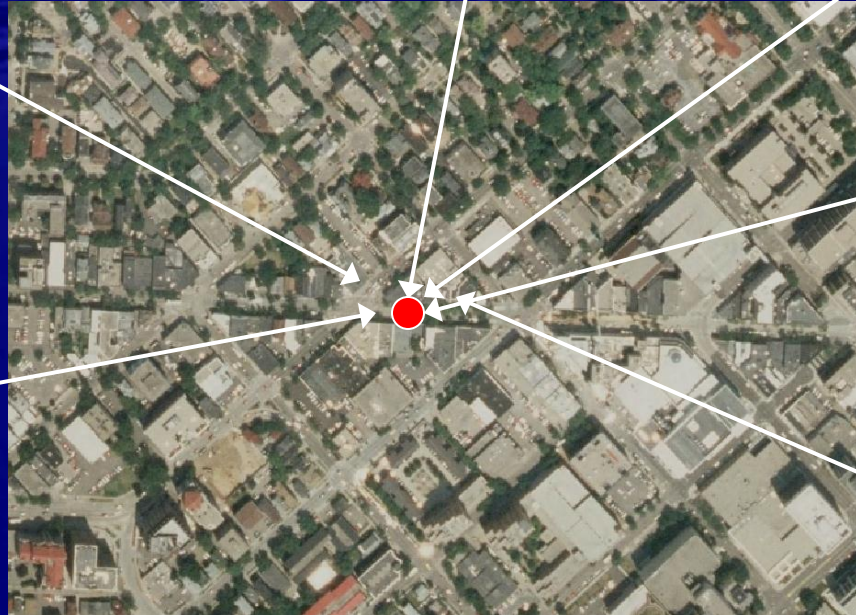
Tailoring Retail Continuity - *Business Clustering*

- **Clustering involves grouping certain businesses together so that both the customers and business operators benefit (*creates critical mass*).**
- **For clustering to be successful *individual businesses must be able to effectively serve the same or overlapping segments of the market.***
- ***Benefits of Clustering:***
 - **provides consumers with a broad selection and variety at a single, convenient location (comparison shopping)**
 - **enables consumers to chain trips (convenience)**
 - **increases spending - the appropriate mix of businesses will offer more goods and services that appeal shoppers in the same consumer segment (impulse buying)**

Types of Business Clusters

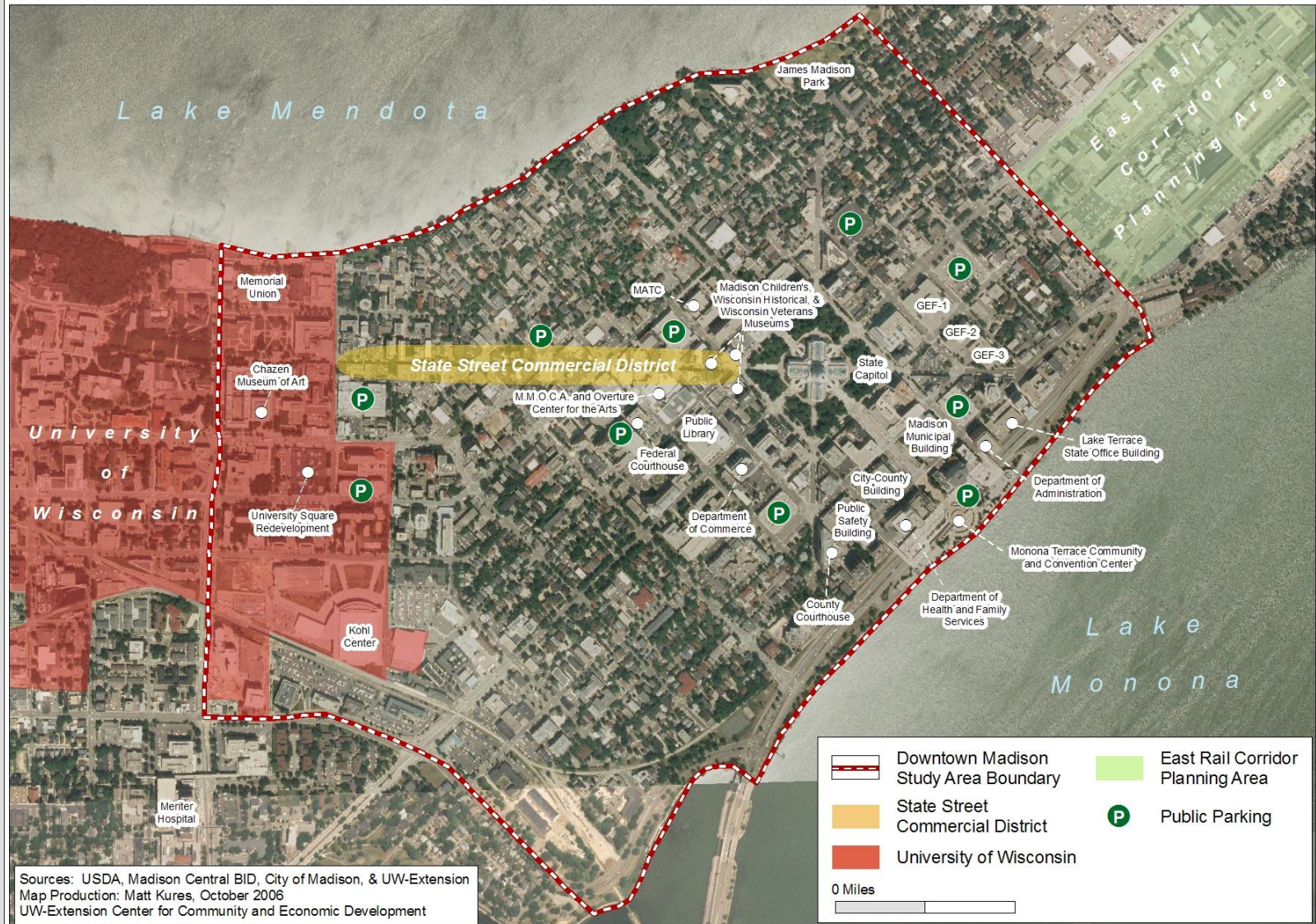
- **Compatible Clusters** - Groups of businesses that share a particular market segment but offer unrelated goods and services.
- **Complementary Clusters** - Groups of businesses that share customers and market segments, but offer complementary goods and services. Must offer goods and services of a similar style, quality and price range.
- **Comparison Clusters** - Groups of businesses that carry the same or similar goods and often appeal to the same markets.

Can Business Clusters Exist on Main Street?



Matching Businesses to Consumer Segments

Downtown Madison Market Analysis Study Area



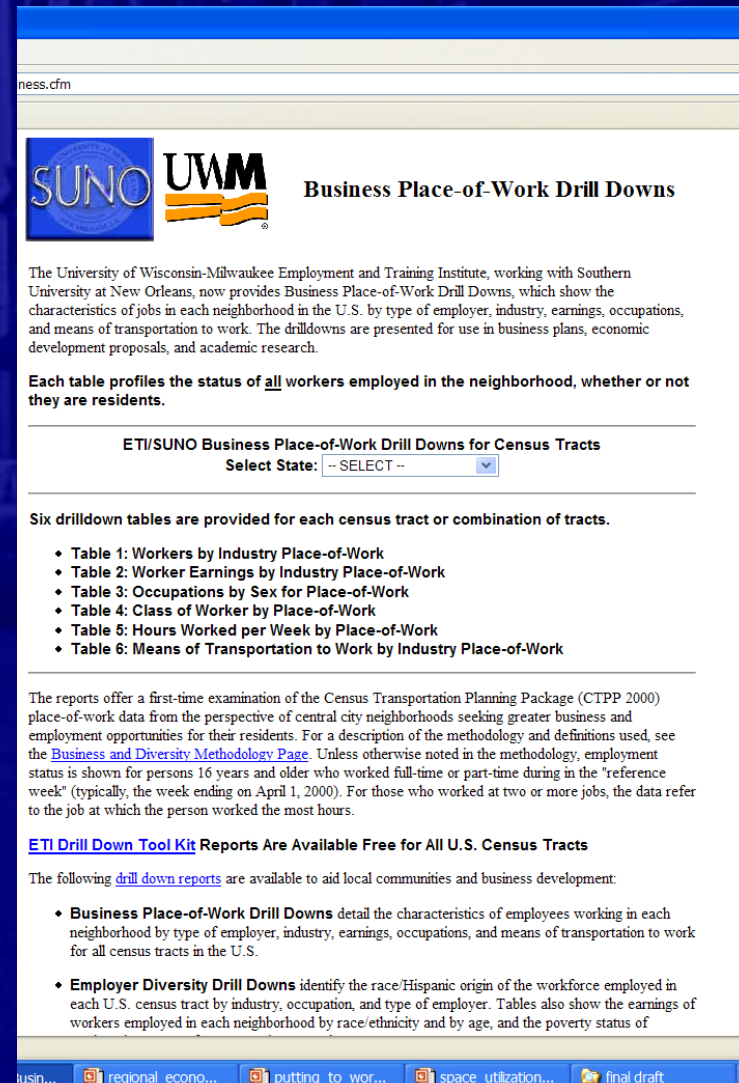
Matching Businesses to Consumer Segments

Business Place of Work Drill Down Tool

www3.uwm.edu/Dept/ETI/workforce/business.cfm



For any census tract in the Nation, the tool includes information on:

- Number of people working in the tract
- Worker earnings
- Worker occupations
- Hours worked
- Means of transportation to work



The screenshot shows the 'Business Place-of-Work Drill Downs' web application. At the top, there are logos for SUNO and UWM. Below the logos, a paragraph explains that the University of Wisconsin-Milwaukee Employment and Training Institute, working with Southern University at New Orleans, provides these drill downs. It states that the drill downs show characteristics of jobs in each neighborhood by type of employer, industry, earnings, occupations, and means of transportation to work. A note specifies that each table profiles the status of all workers employed in the neighborhood, whether or not they are residents. Below this, there is a section titled 'ETI/SUNO Business Place-of-Work Drill Downs for Census Tracts' with a 'Select State:' dropdown menu. A list of six drilldown tables is provided: Table 1: Workers by Industry Place-of-Work, Table 2: Worker Earnings by Industry Place-of-Work, Table 3: Occupations by Sex for Place-of-Work, Table 4: Class of Worker by Place-of-Work, Table 5: Hours Worked per Week by Place-of-Work, and Table 6: Means of Transportation to Work by Industry Place-of-Work. A paragraph follows, explaining that the reports offer a first-time examination of the Census Transportation Planning Package (CTPP 2000) place-of-work data from the perspective of central city neighborhoods seeking greater business and employment opportunities for their residents. It references the 'Business and Diversity Methodology Page' for more details. Below this, a section titled 'ETI Drill Down Tool Kit Reports Are Available Free for All U.S. Census Tracts' lists two types of reports: 'Business Place-of-Work Drill Downs' and 'Employer Diversity Drill Downs'. The bottom of the screenshot shows a taskbar with several open browser windows.

ness.cfm

  **Business Place-of-Work Drill Downs**

The University of Wisconsin-Milwaukee Employment and Training Institute, working with Southern University at New Orleans, now provides Business Place-of-Work Drill Downs, which show the characteristics of jobs in each neighborhood in the U.S. by type of employer, industry, earnings, occupations, and means of transportation to work. The drill downs are presented for use in business plans, economic development proposals, and academic research.

Each table profiles the status of all workers employed in the neighborhood, whether or not they are residents.

ETI/SUNO Business Place-of-Work Drill Downs for Census Tracts
Select State:

Six drilldown tables are provided for each census tract or combination of tracts.

- Table 1: Workers by Industry Place-of-Work
- Table 2: Worker Earnings by Industry Place-of-Work
- Table 3: Occupations by Sex for Place-of-Work
- Table 4: Class of Worker by Place-of-Work
- Table 5: Hours Worked per Week by Place-of-Work
- Table 6: Means of Transportation to Work by Industry Place-of-Work

The reports offer a first-time examination of the Census Transportation Planning Package (CTPP 2000) place-of-work data from the perspective of central city neighborhoods seeking greater business and employment opportunities for their residents. For a description of the methodology and definitions used, see the [Business and Diversity Methodology Page](#). Unless otherwise noted in the methodology, employment status is shown for persons 16 years and older who worked full-time or part-time during in the "reference week" (typically, the week ending on April 1, 2000). For those who worked at two or more jobs, the data refer to the job at which the person worked the most hours.

ETI Drill Down Tool Kit Reports Are Available Free for All U.S. Census Tracts

The following [drill down reports](#) are available to aid local communities and business development:

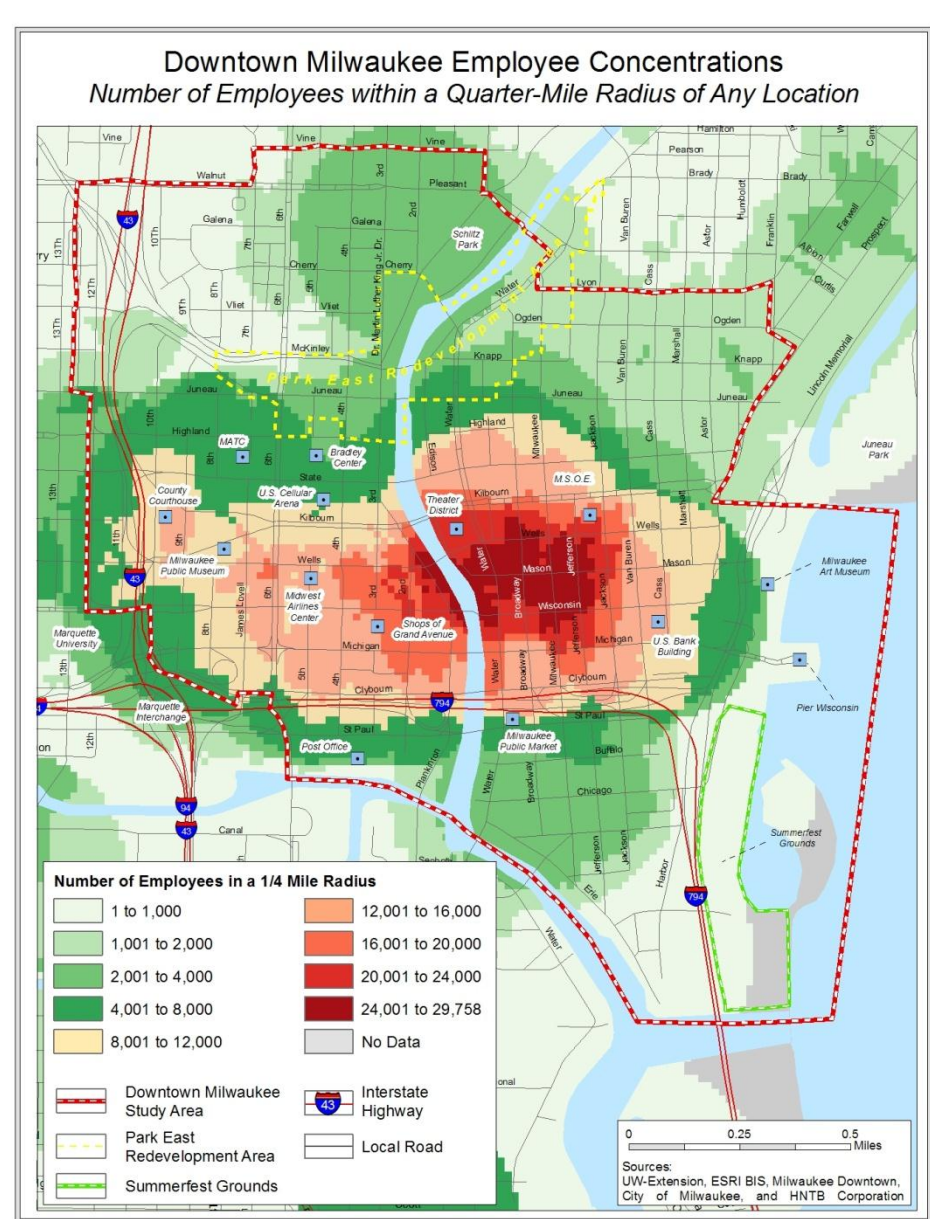
- **Business Place-of-Work Drill Downs** detail the characteristics of employees working in each neighborhood by type of employer, industry, earnings, occupations, and means of transportation to work for all census tracts in the U.S.
- **Employer Diversity Drill Downs** identify the race/Hispanic origin of the workforce employed in each U.S. census tract by industry, occupation, and type of employer. Tables also show the earnings of workers employed in each neighborhood by race/ethnicity and by age, and the poverty status of

usin... regional_econo... putting_to_wor... space_utilization... final draft

Matching Businesses to Consumer Segments

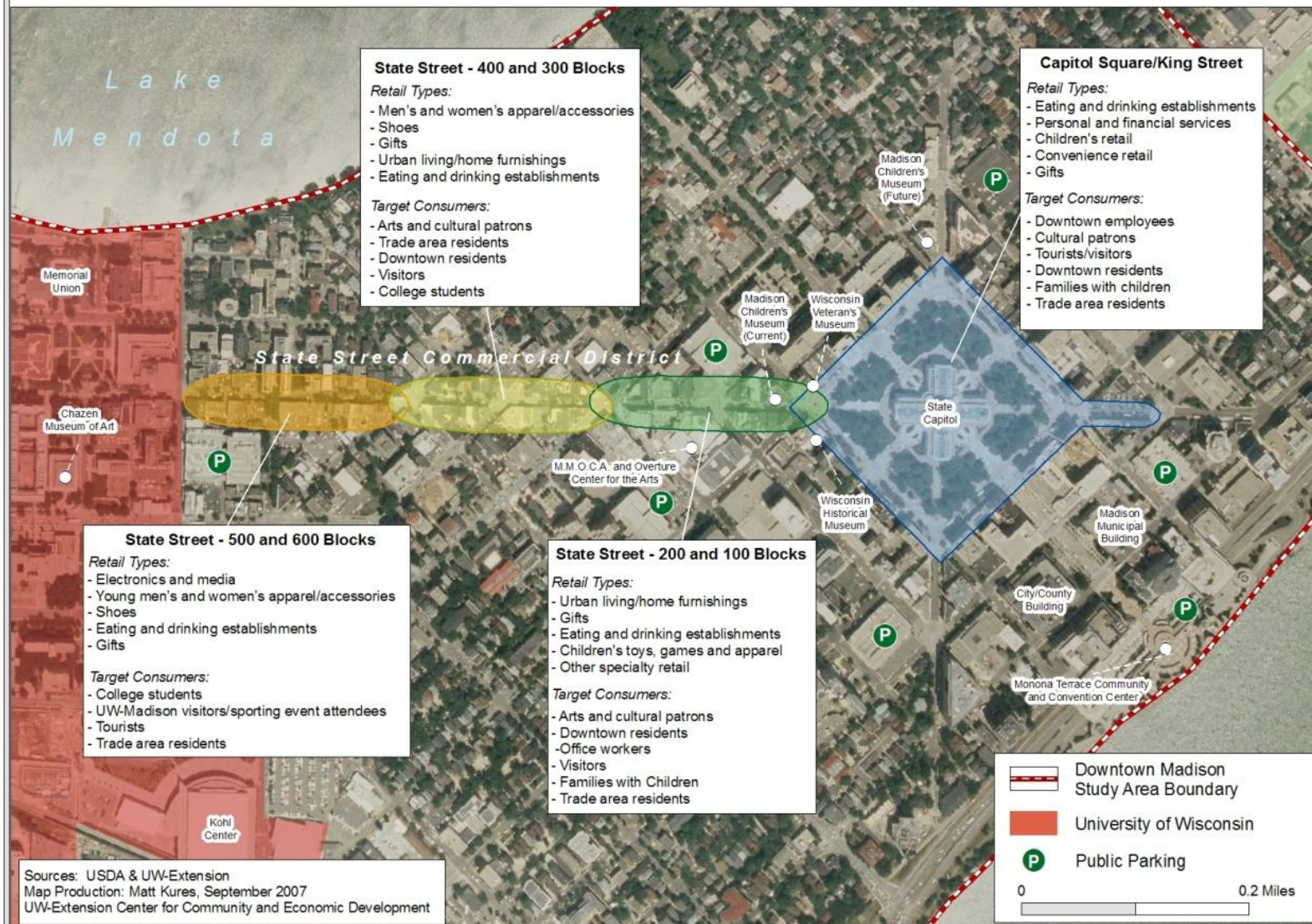
Matching the Proper Businesses to Downtown Employees

Capturing sales from downtown employees can be aided by offering desirable amenities (restaurants, personal services, health clubs, banking etc.) within 1/4 mile.



Developing a Downtown Clustering Plan

Potential Clustering Plan for Downtown's Madison Retail Core



Strategies for Fostering Business Placement

- **Create a centralized retail management group of property owners and retailers** - Group is responsible for coordinating leasing plans developed from the market analysis process.
- **Obtain the right of first refusal for new tenants** – Allows the downtown to have control over the leasing of property (not common)
- **Educate property owners about the value of strategic business placement** - As with all aspects of business recruitment, property owners need to be fully involved.
- **Explore unique building formats and create zoning restrictions and regulations**



For More Information

Matt Kures

University of Wisconsin-Extension

Center for Community Economic Development

610 Langdon Street, Room 335, Madison, WI 53703-1104

Phone 608-265-8258 matthew.kures@uwex.edu

Toolbox web address -

<http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm>

