

The expansion of Highway 12 is also projected to bring additional traffic to the intersection of Phillips Blvd and Water St. and Downtown Sauk City. Table 2.2 examines forecasted traffic counts from 2008 and 2018. By 2008, traffic counts on Highway 12 at the Wisconsin River are projected to increase 35 percent from 2002 figures. By 2018, these counts are projected to be 59 percent higher than 2002 traffic volumes. The projected increases may provide additional customer potential for businesses in Downtown Sauk City.

Table 2.1 – Downtown Traffic Counts for Comparable Communities

Community	Year of Collection	Annual Avg. Daily Traffic Downtown (Vehicles)	Location
Sauk City	2002	15,000	Corner of Water and Phillips (Hwys, 12, 78, 60)
Prairie du Sac	2002	8,600	Water St – North of Broadway (Hwys 78 and 60)
Stoughton	2002	15,900	Main St – West of Yahara River (Hwy 51)
Mount Horeb	2002	13,000	Main St – East of Fourth St (Hwy 78)
Lake Geneva	2002	22,100	Main St (Hwy 50) – West of Lake Shore Dr
Jefferson	2002	16,200	Corner of Racine and Main (Hwys 18 and 26)
Fort Atkinson	2000	15,000	Main St – Rock River Bridge (Hwys 12 and 89)
Berlin	2002	14,700	Huron St – Fox River Bridge (Hwys 49 and 91)
New London	2003	9,100	Pearl St – South of Wolf River
Average		14,400	

Source: Wisconsin Department of Transportation Highway Traffic Volume Data (2000-2003)

Table 2.2 - Traffic Count Forecasts for Downtown Sauk City

Location	2002 Count	2008 Projection	2018 Projection
Water Street – Downtown Sauk City	10,700	10,900	13,400
Highway 12 – Downtown Sauk City (Wisconsin River Bridge Crossing)	15,000	20,300	23,900

Source: Traffic Forecasting Section; Bureau of State Highway Programs; Division of Transportation Investment Management

Retail Mix Analysis

Examining the retail mix of a downtown or business district provides a useful snapshot of the types and number of establishments located in the area. While the mix is useful on its own, comparing it to the retail mix in other comparable communities provides a means of determining possible retail and service opportunities. Specifically, the business mix analysis can discover potential gaps in Sauk Prairie's business mix or identify potential niches that can be used to market the community. The business mix was performed by comparing the number and types of businesses in zip codes around all comparable communities, as well as in the downtowns of several specific communities.

When evaluating the retail mix comparisons, the reader should be aware of two caveats placed on the results:

1. Each business is placed into only one retail category using NAICS codes. The category used was based on the primary type of goods or services provided by the business. For instance, a hardware store may sell some auto parts, but should be categorized as a hardware store given its primary line of business. Accordingly, some readers may disagree with certain business classifications.
2. The retail mix in any community is dynamic and may not always reflect the current business types and number of establishments. Therefore, the reader should use the numbers as guidelines rather than as a basis for making specific recommendations.

Zip Code Retail Mix Analysis

The data used in the zip code retail mix analysis is based on the U.S. Census Bureau's 2002 Zip Code Business Patterns. The data are derived from each community's respective zip code area (as calculated by the U.S. Census Bureau) and encompass the downtown districts in each community. Again, note that each business is placed into only one category by the Census Bureau. Certain businesses, such as home-based businesses, may not be included in the tallies shown in Table 2.3.

Table 2.3 – Zip Code Retail Mix Analysis for the Sauk Prairie Area

NAICS	Retail Business Description (Zip Codes)	Sauk City (53583)	Prairie du Sac (53578)	Sauk-Prairie Area	Jefferson (53549)	Fort Atkinson (53538)	Stoughton (53589)	Berlin (54923)	Mt. Horeb (53572)	New London (54961)	Lake Geneva (53147)	Eaton Rapids, MI (48827)
44	Retail Trade Total	36	24	60	31	53	51	39	37	48	94	29
44111	New car dealers	2	1	3	1	2	2	3	1	3	3	1
44112	Used car dealers		1	1	3	4		3		1		
44121	Recreational vehicle dealers	1		1								1
44122	Motorcycle, boat, and other motor vehicle dealers	2		2		1	1		1	1	1	
44131	Automotive parts and accessories stores	2		2	1	1	2	2	2	4	3	1
44132	Tire dealers			2		1		1		1		
44211	Furniture stores	1		0		3		2		2	2	1
44221	Floor covering stores	1		1	1	1	2	2		2	1	1
44229	Other home furnishings stores	1	1	2		1					2	
44311	Appliance, television, and other electronics stores	2	1	2	2	1	3		2	1	3	
44312	Computer and software stores				2	1		1		1		4
44313	Camera and photographic supplies stores											
44411	Home centers		1	1							1	
44412	Paint and wallpaper stores	1		1		1					2	
44413	Hardware stores		1	1	2	2	1	1	1	2	1	2
44419	Other building material dealers	2		2	1	2	3	1	1	1	2	1
44421	Outdoor power equipment stores						1	1	1	1	1	
44422	Nursery and garden centers	1	1	2	1	2	2	1			2	1
44511	Supermarkets & other grocers (not convenience)	2	2	4	2	4	2	2	2	4	2	1
44512	Convenience stores			4		1			1	1	1	3
4452	Specialty food stores	1		1			1		1	1	2	
44531	Beer, wine, and liquor stores	1		1	3	1	3	1	1	2	3	
44611	Pharmacies and drug stores	2	1	3	1	1	2	1	1	3	3	3
44612	Cosmetics, beauty supplies, and perfume stores						1		1			
44613	Optical goods stores			1		1	1				1	
44619	Other health and personal care stores					1			1		2	1
44711	Gasoline stations with convenience stores	1	1	2	5	7	4	3	1	4	6	3
44719	Other gasoline stations	2	2	4		2	1	2	1	1	2	
44811	Men's clothing stores					1	1			1	1	
44812	Women's clothing stores								1		12	
44813	Children's and infants' clothing stores											
44814	Family clothing stores				1			1		1	4	
44815	Clothing accessories stores							1			2	
44819	Other clothing stores											
44821	Shoe stores	1		1		2	1	1		2	1	
44831	Jewelry stores				1	2	3	1		1	2	
44832	Luggage and leather goods stores											
45111	Sporting goods stores	2	2	4		1	1				4	1
45112	Hobby, toy, and game stores		1	1							1	1
45113	Sewing, needlework, and piece goods stores	1		1			1		1			
45114	Musical instrument and supplies stores											
45121	Book stores and news dealers					1			3	1	3	
45122	Prerecorded tape, CD, and record stores	1		1								
45211	Department stores (not leased depts.)					2	1	1		1	1	
45291	Warehouse clubs and superstores											
45299	All other general merchandise stores	3		3	2		1		1	1	1	1
45311	Florists	1	1	2		2	2	2		4		1
45321	Office supplies and stationery stores		1	1	1		1	1				
45322	Gift, novelty, and souvenir stores		2	2		1	3	2	7		10	1
45331	Used merchandise stores		2	2	1		2	2	5	1	2	
45391	Pet and pet supplies stores											
45392	Art dealers	1	1	2			2		1		4	

Downtown Retail Mix Analysis

The retail mix analysis also evaluated the current (2004) number and types of retail and restaurant businesses in *Downtown* Sauk City and Prairie du Sac relative to three comparison communities in the region. Data was collected during on-site visits to Fort Atkinson, Jefferson and Stoughton. The advantage of performing a downtown visit is that the analysis provides current data for the downtown district, rather than the larger zip code area. The results are shown in Table 2.4.

Table 2.4 – Retail Mix Analysis for Sauk Prairie’s Downtown Business Districts

NAICS	Business Description (Downtown Area Only)	Sauk City	Prairie du Sac	Total Sauk Prairie	Jefferson	Fort Atkinson	Stoughton
44	Retail Trade Total						
44111	New car dealers						
44112	Used car dealers	1	1	2			1
44121	Recreational vehicle dealers						
44122	Motorcycle, boat, and other motor vehicle dealers	1		1			
44131	Automotive parts and accessories stores	2		2			2
44132	Tire dealers					1	1
44211	Furniture stores					1	1
44221	Floor covering stores						2
44229	Other home furnishings stores					1	1
44311	Appliance, television, and other electronics stores		1	1	1		1
44312	Computer and software stores						
44313	Camera and photographic supplies stores						
44411	Home centers						
44412	Paint and wallpaper stores		1	1		1	
44413	Hardware stores	1		1	1	1	
44419	Other building material dealers		1	1	1		
44421	Outdoor power equipment stores						
44422	Nursery and garden centers						
44511	Supermarkets & other grocers (not convenience)		1	1		1	
44512	Convenience stores						
4452	Specialty food stores	1		1	1		3
44531	Beer, wine, and liquor stores	1		1			
44611	Pharmacies and drug stores	2	1	3	1	1	2
44612	Cosmetics, beauty supplies, and perfume stores						1
44613	Optical goods stores						
44619	Other health and personal care stores						
44711	Gasoline stations with convenience stores	1		1	2	1	
44719	Other gasoline stations	1		1			1
44811	Men's clothing stores					1	
44812	Women's clothing stores						2
44813	Children's and infants' clothing stores						
44814	Family clothing stores						
44815	Clothing accessories stores						
44819	Other clothing stores					1	
44821	Shoe stores	1		1	1		
44831	Jewelry stores				1	2	1
44832	Luggage and leather goods stores						
45111	Sporting goods stores	2	2	4	1	3	1
45112	Hobby, toy, and game stores		1	1	1		2
45113	Sewing, needlework, and piece goods stores	1		1			3
45114	Musical instrument and supplies stores						
45121	Book stores and news dealers					1	1
45122	Prerecorded tape, CD, and record stores	1		1			
45211	Department stores (not leased depts.)						
45291	Warehouse clubs and superstores						
45299	All other general merchandise stores	1		1	1		
45311	Florists	1	1	2	1	1	2
45321	Office supplies and stationery stores		1	1		1	
45322	Gift, novelty, and souvenir stores		2	2	3	3	14
45331	Used merchandise stores	1		1	2	2	2
45391	Pet and pet supplies stores						
45392	Art dealers		1	1		3	4
7221/7222	Restaurants	3	4	7	8	9	5
7224	Taverns	5	2	7	5	8	10