

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.