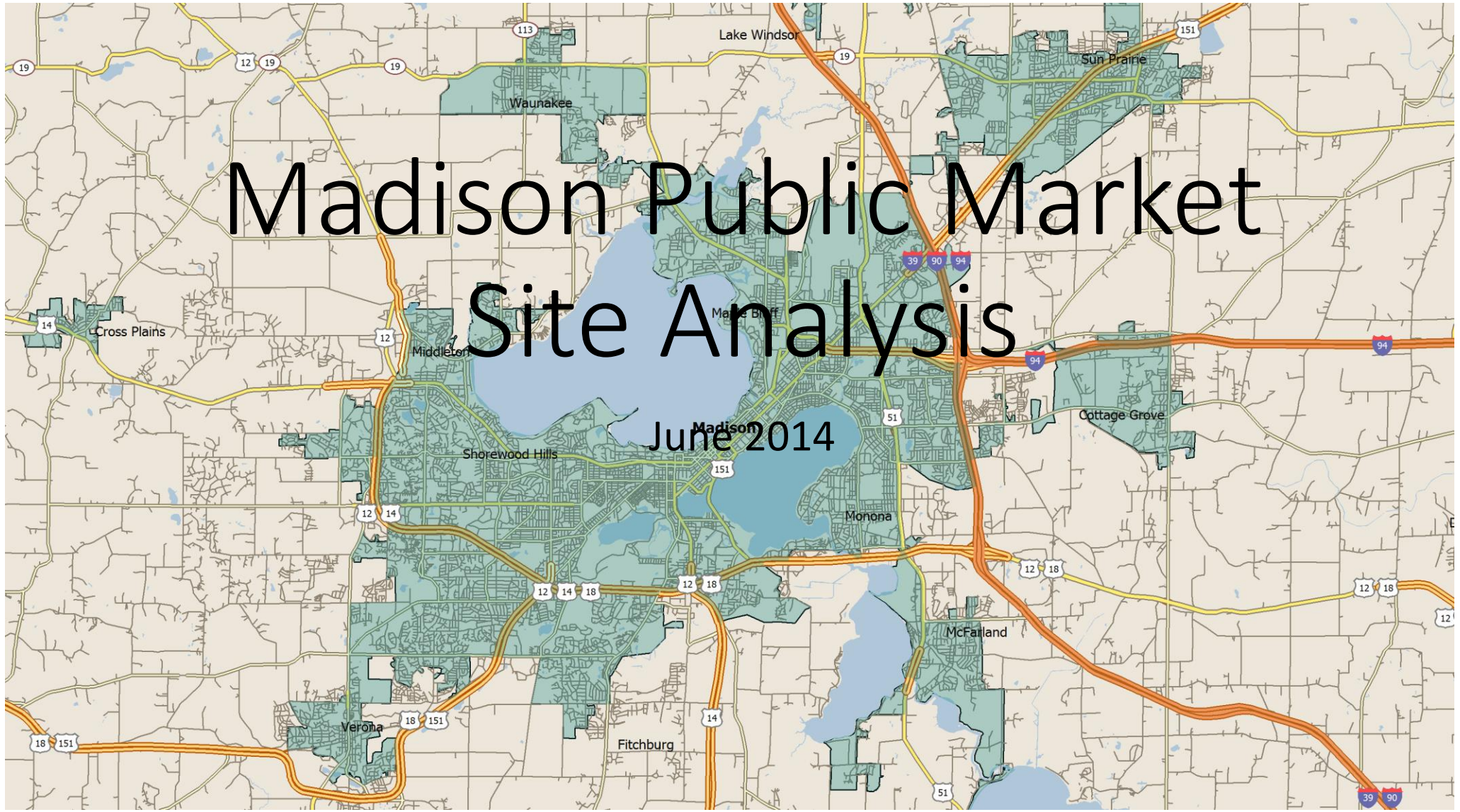


Madison Public Market Site Analysis

June 2014

Potential Madison Market Sites

South Park Street at Plaenert Dr

East Washington Street and 1st Street

North Sherman Ave and Northgate Drive

100 South Fair Oaks Drive

Metrics

Public Markets are distinct from Supermarkets; however, since they sell similar product lines it makes sense to look at their de facto trade areas

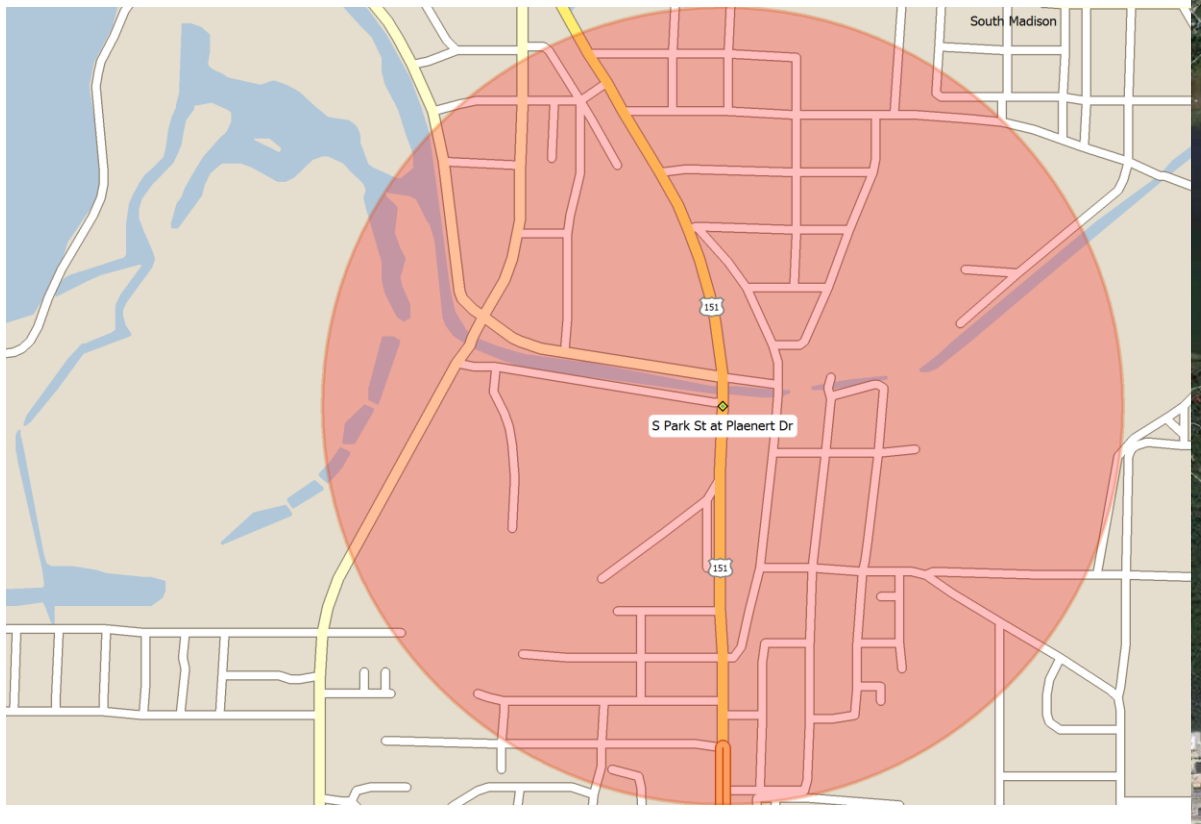
Our analysis of the multi-locational food stores in Madison show that that stores are separated by a drive time that ranging from 4-1/2 minutes to 15 minutes. For purposes of this analysis, we selected a 5 and 10 minute drive time to compare demographics of each site. In addition, we also included a ½-mile ring to analyze the walk-in potential for each site from both residential and employment perspectives.

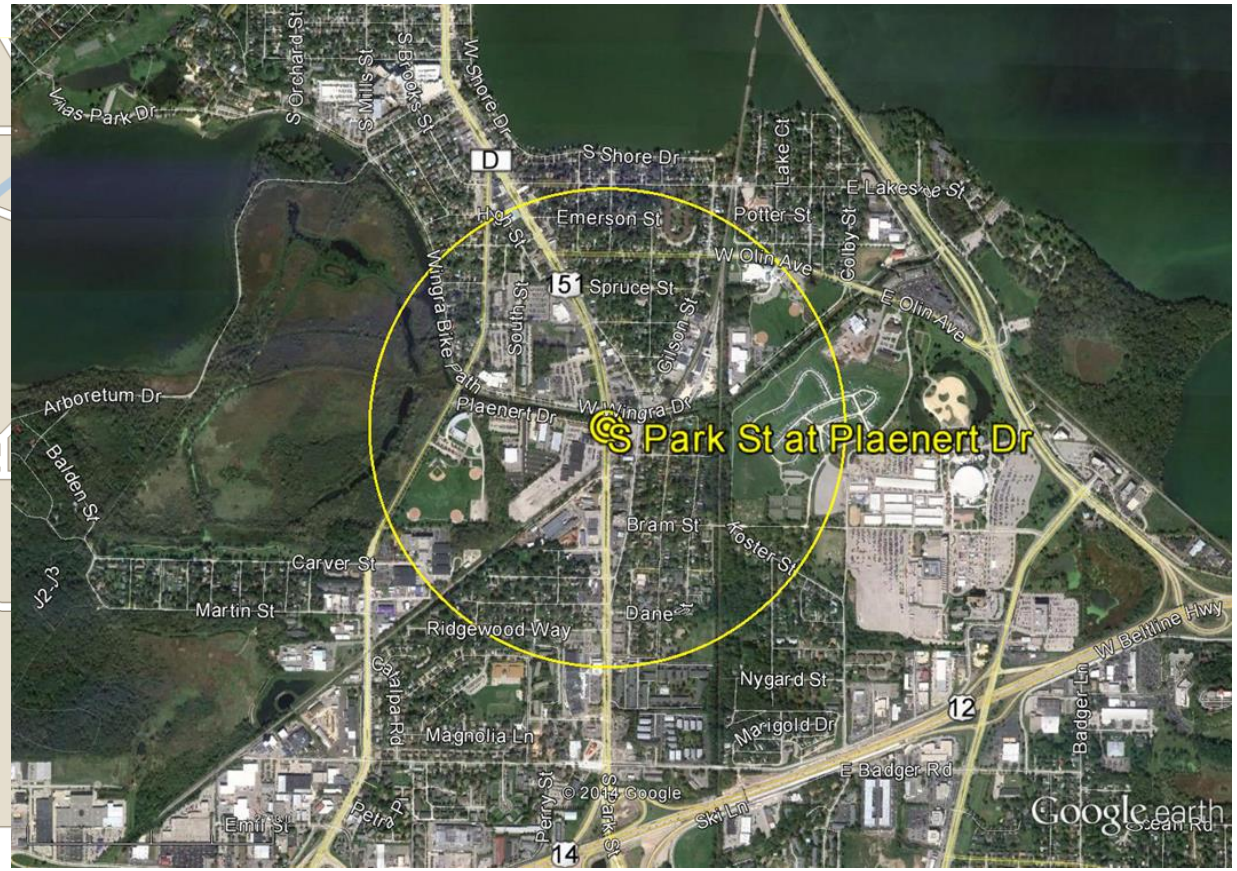
(Source of demographic data in the following tables is from Scanus 2014 Estimates.)

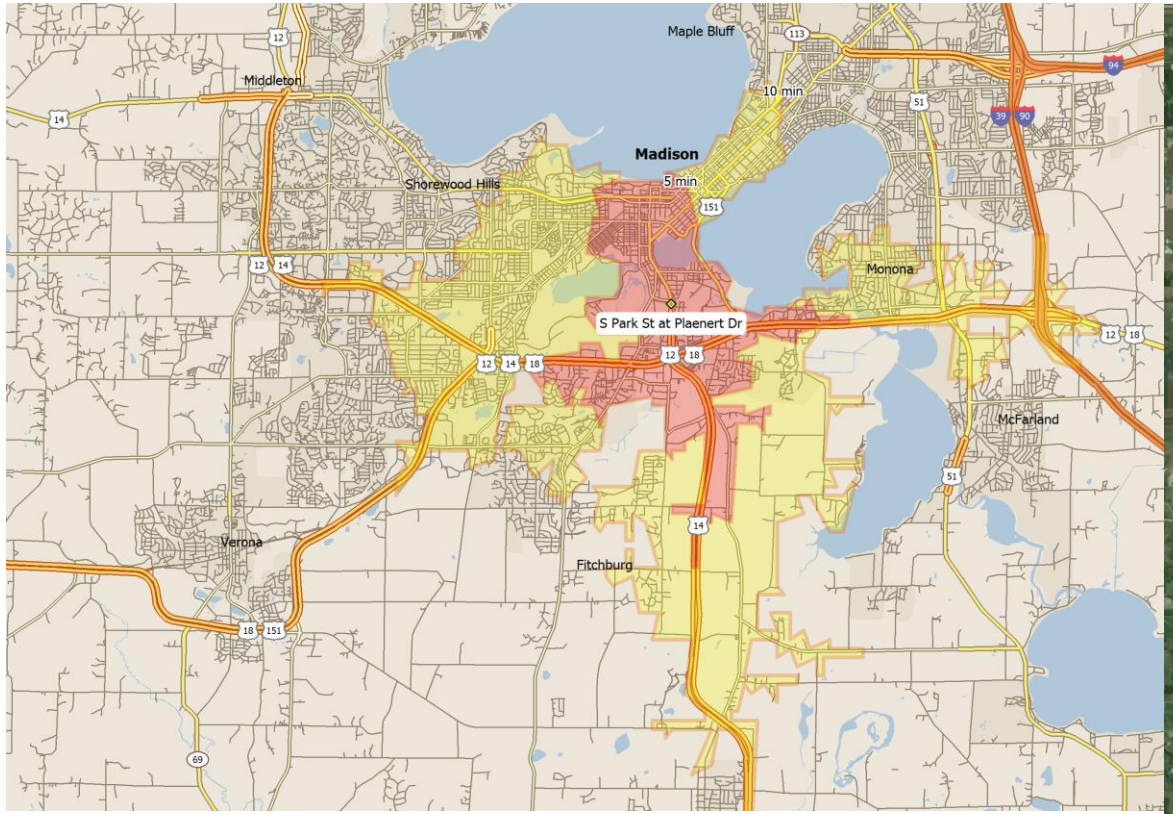
The Diversity Index represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. Ethnic diversity, as well as racial diversity, is included in the definition of the Diversity. The Index ranges from 0 (no diversity) to 100 (complete diversity). If an area's entire population belongs to one race group *and* one ethnic group, then an area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.

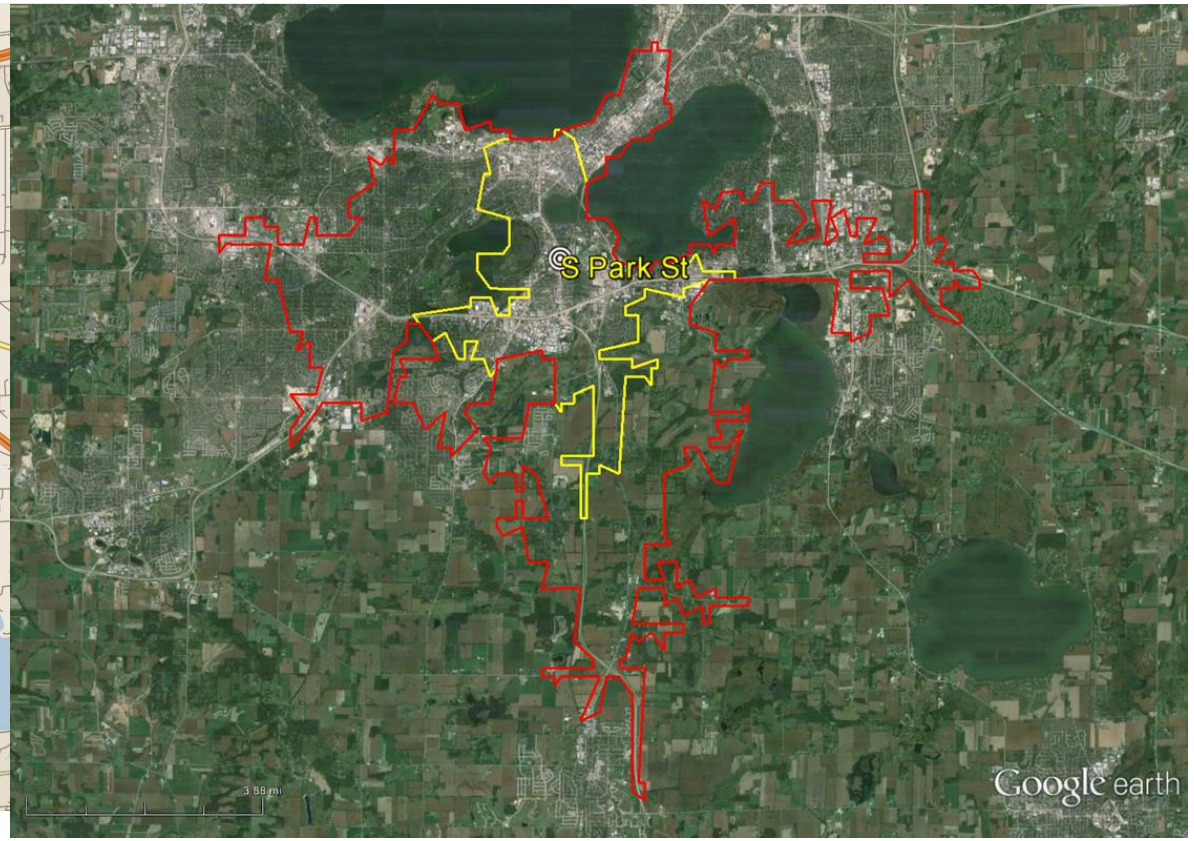
The Diversity Index for the United States for 2013 stands at 62, for the State of Wisconsin it is 35, and Madison it is 44.

South Park Street ½-mile Ring



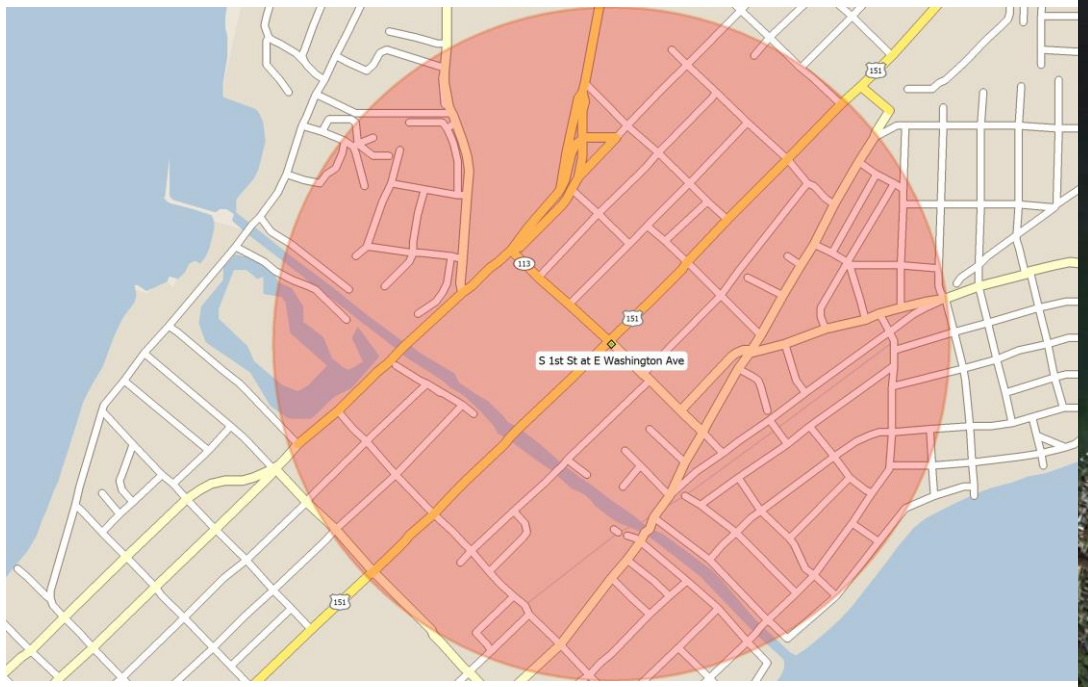



Maple Bluff
Middleton
10 min
Madison
5 min
Shorewood Hills
Monona
S Park St at Plaenert Dr
McFarland
Verona
Fitchburg


S Park St
Google earth

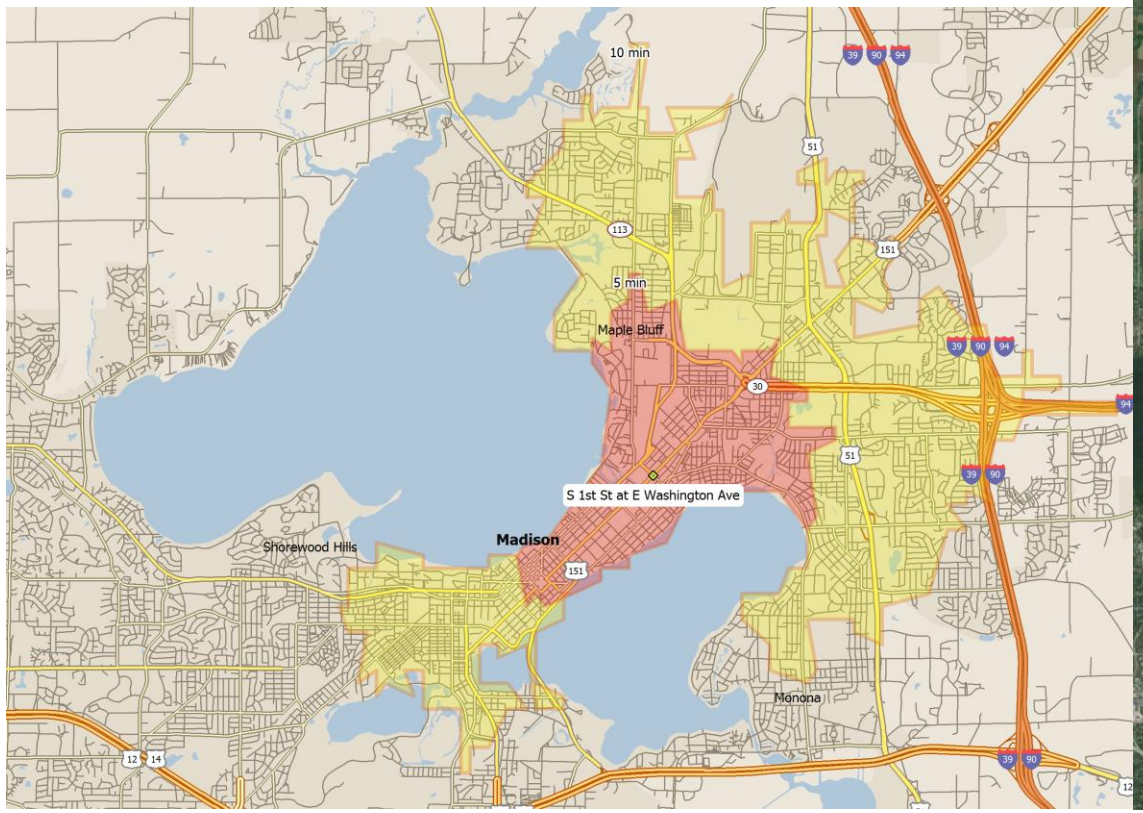
S Park St and Plaenert Dr.	½-mile Ring	5-minute Drive Time	10-minute Drive Time
Population	2,691	49,082	118,663
Households	1,182	19,649	51,432
% White	58%	73%	78%
% Black	22%	9%	8%
% Asian	8%	9%	11%
% Hispanic Origin	19%	6%	11%
Diversity Index	61	46	40
Per Capita Income	$21,620	$17,652	$27,694
Average Household Income	$48,748	$42,714	$62,839
Median Household Income	$40,914	$31,359	$47,624
% Households w/o Vehicle	13%	27%	18%
% Households with College Degree+	53%	44%	54%
Food @ Home Potential	$4,507,000	$69,732,000	$188,274,000
Food Away Potential	$2,449,000	$43,757,000	$121,441,000
Business Establishments	335	3,236	9,206
Employees	4,192	76,161	180,171

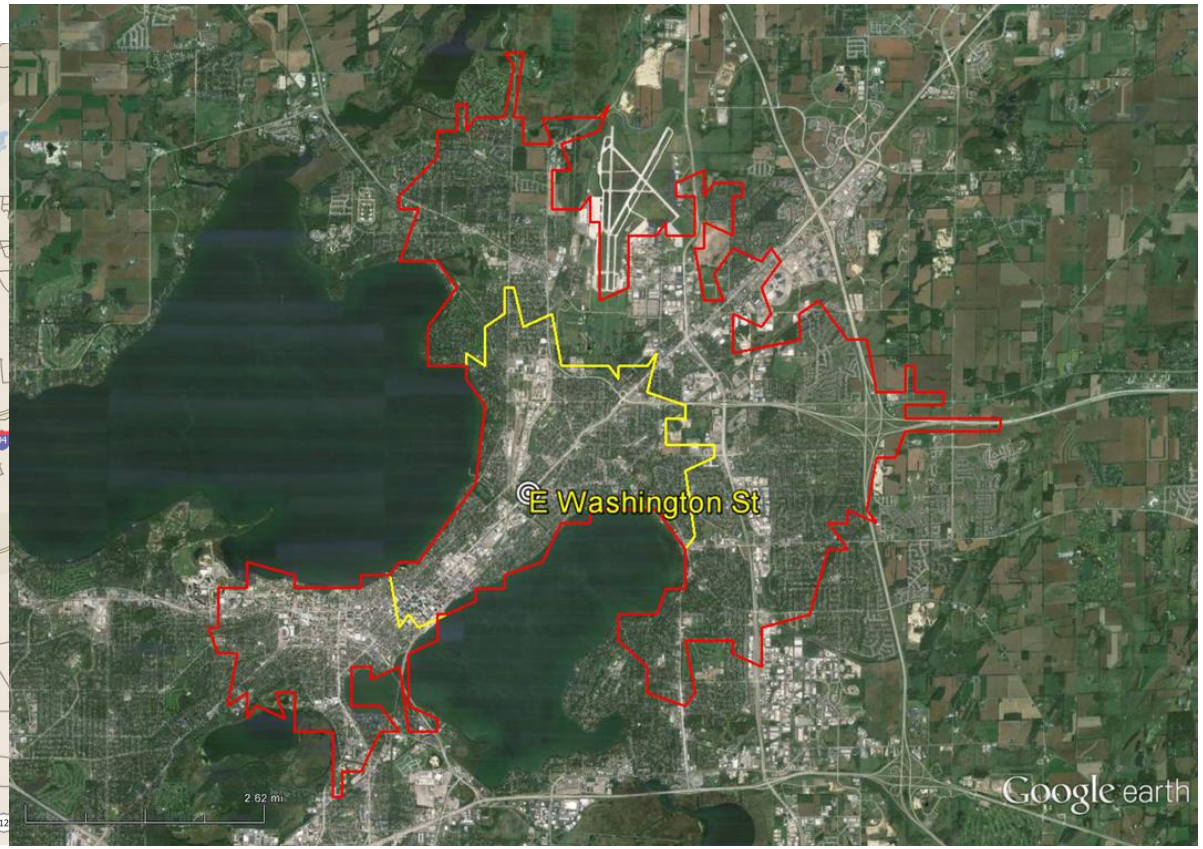
East Washington ½-mile Ring





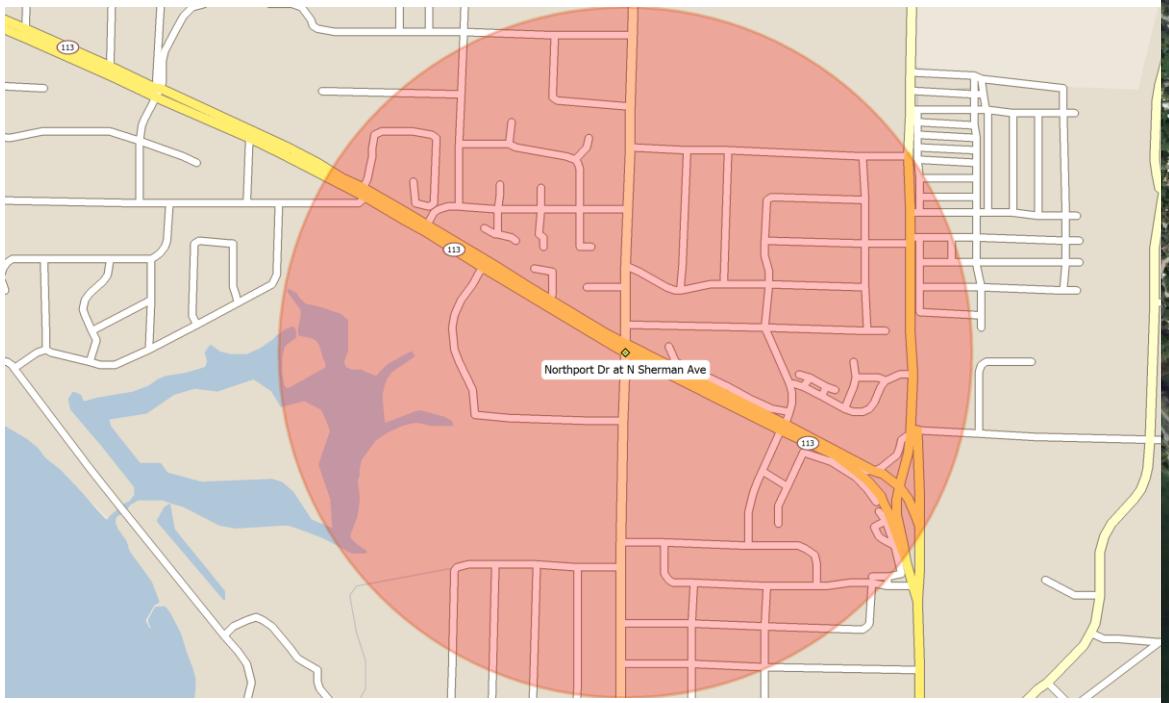
East Washington 5 & 10 minute Drive Time

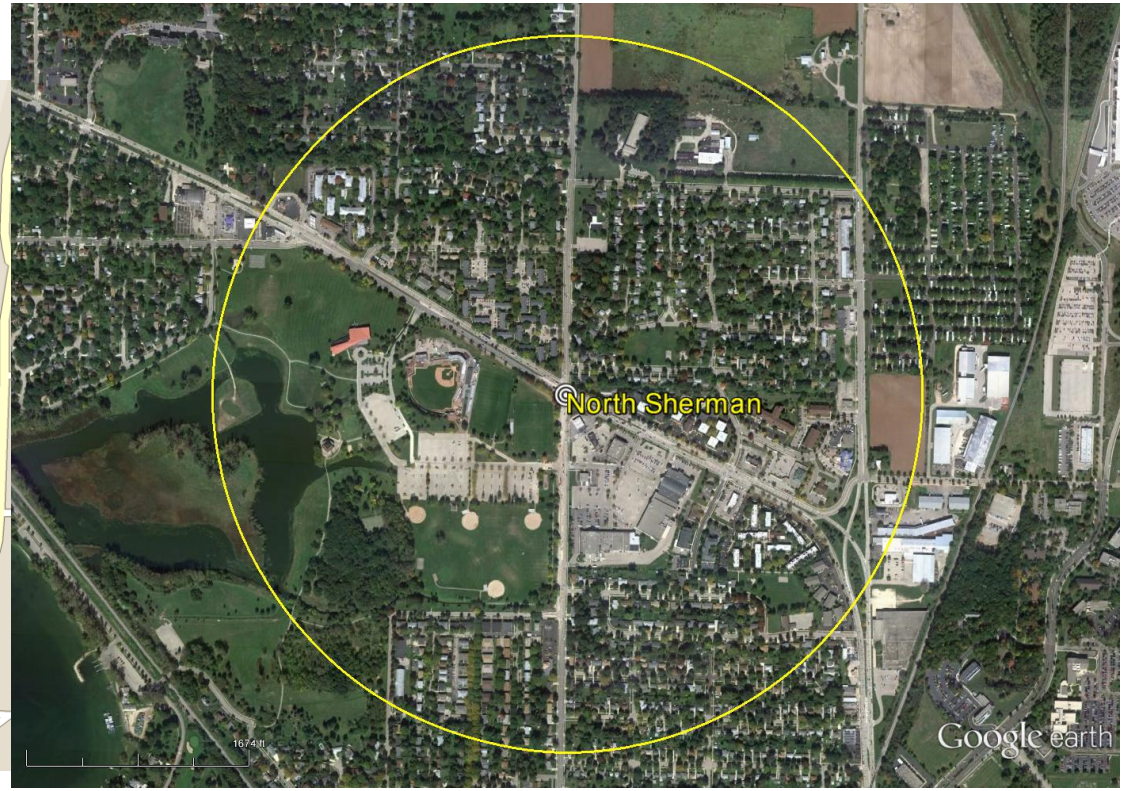




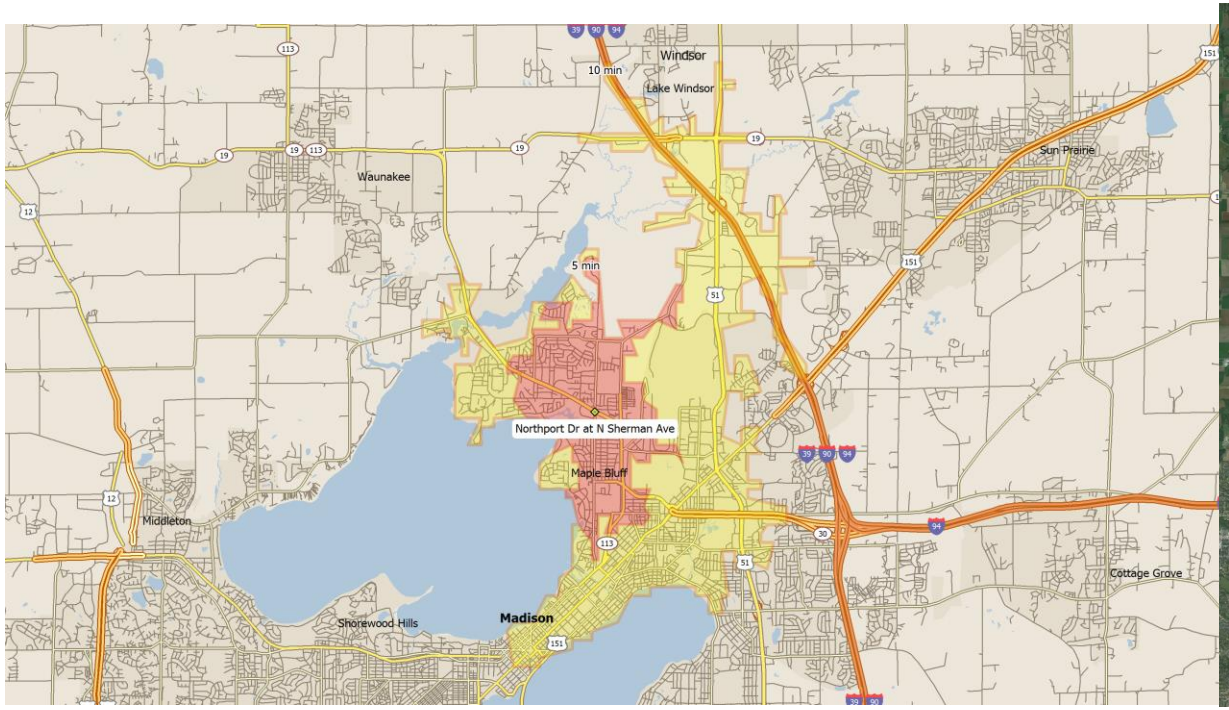
East Washington and 1st Street	½-mile Ring	5-minute Drive Time	10-minute Drive Time
Population	5,210	33,622	109,575
Households	2,783	17,378	48,925
% White	86%	85%	82%
% Black	6%	7%	7%
% Asian	3%	3%	5%
% Hispanic Origin	7%	5%	7%
Diversity Index	33	32	36
Per Capita Income	$32,195	$31,322	$25,429
Average Household Income	$82,571	$59,580	$56,379
Median Household Income	$78,041	$45,920	$44,224
% Households w/o Vehicle	16%	17%	19%
% Households with College Degree+	63%	54%	47%
Food @ Home Potential	$8,822,000	$54,329,000	$170,541,000
Food Away Potential	$5,559,000	$33,609,000	$107,616,000
Business Establishments	260	2,676	7,105
Employees	2,829	54,654	147,634

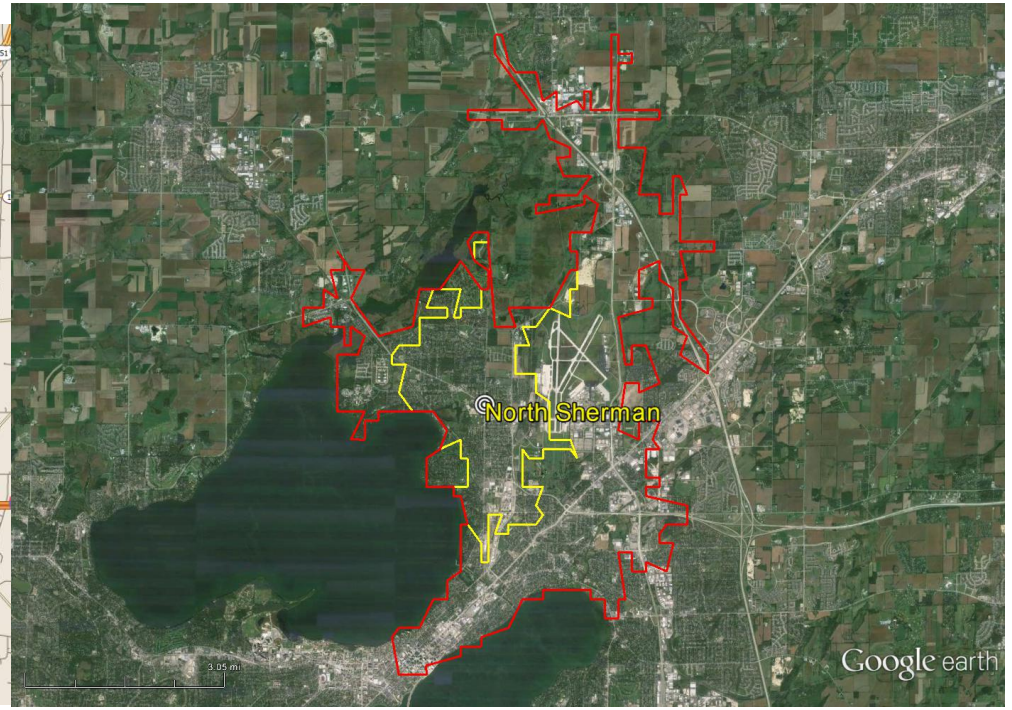
North Sherman ½-mile Ring





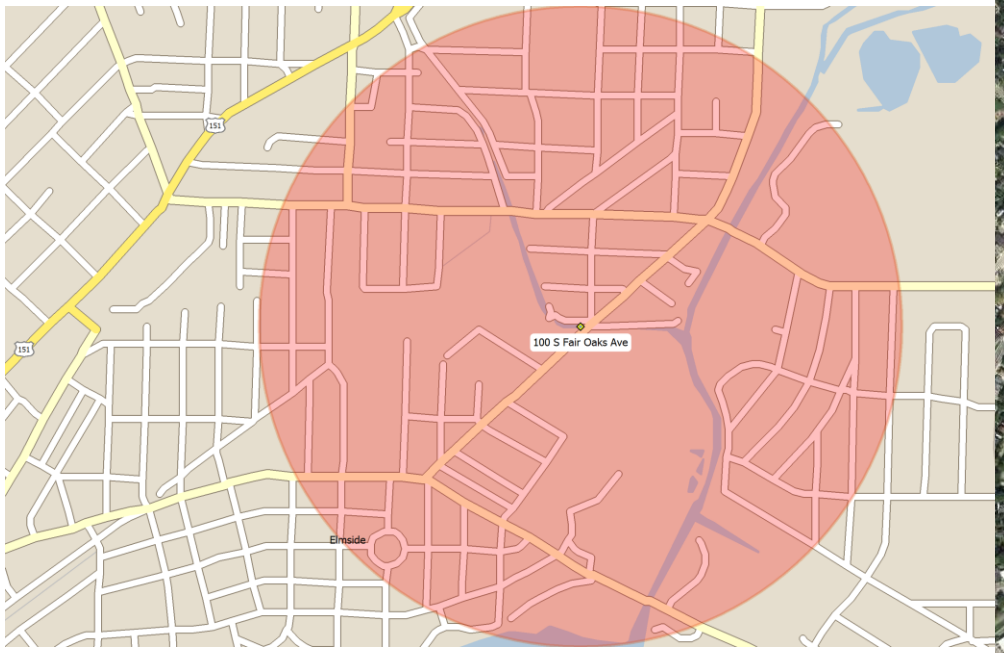
North Sherman 5 & 10-minute Drive times

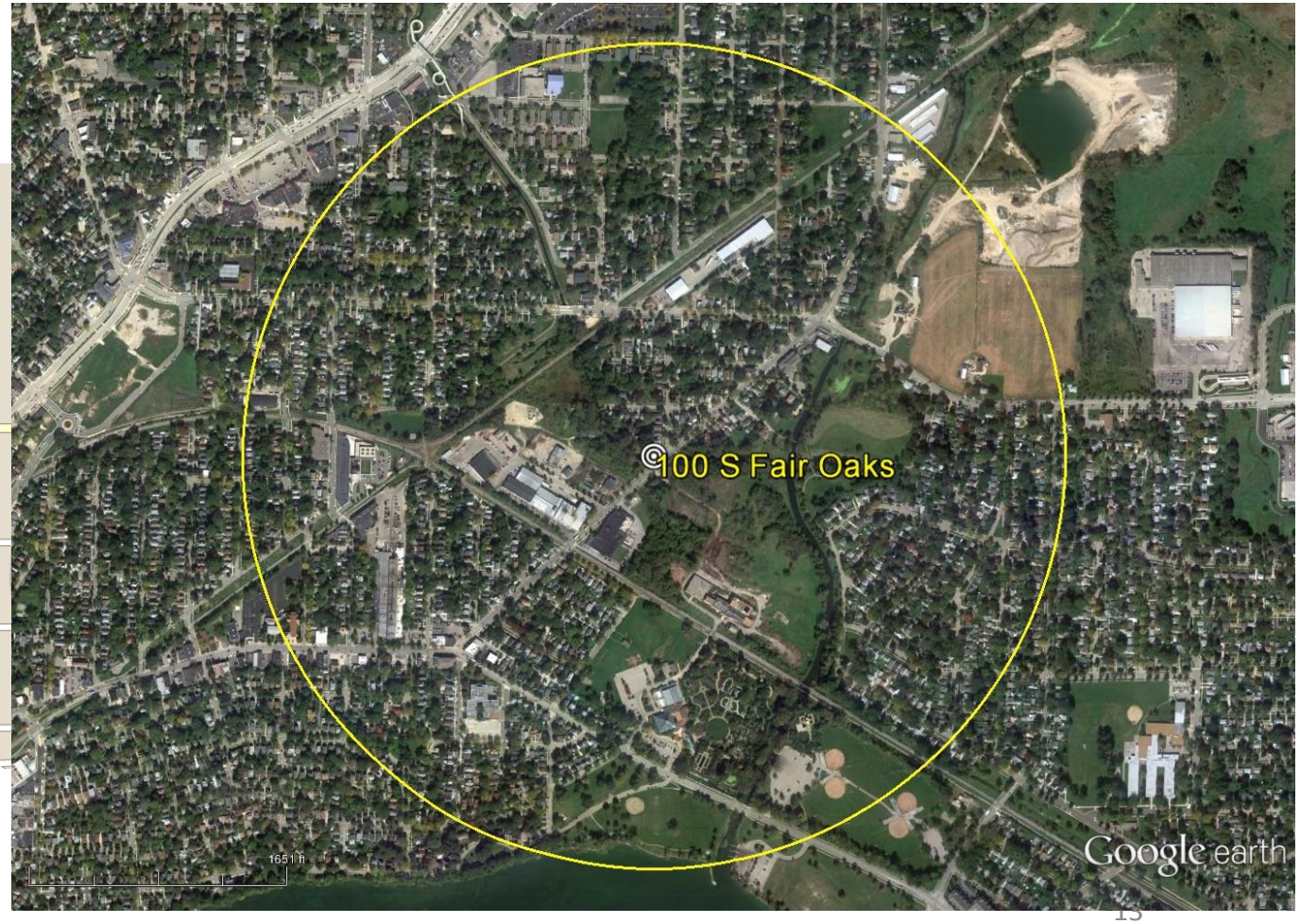




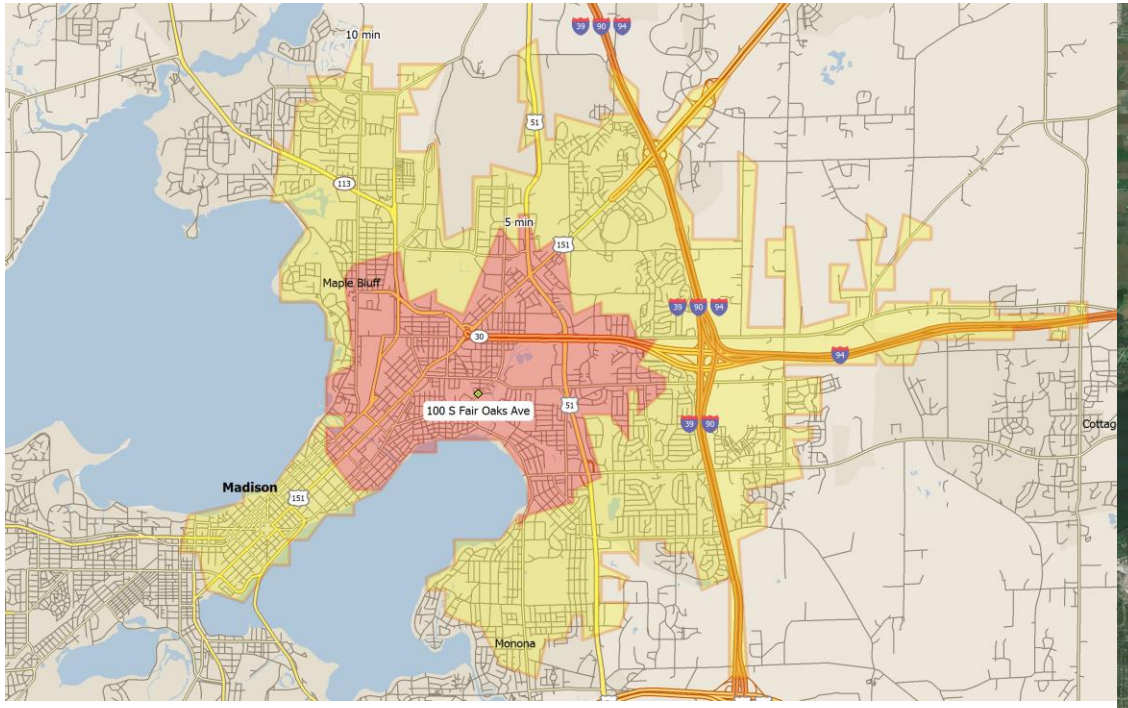
North Sherman and Northridge	½-mile Ring	5-minute Drive Time	10-minute Drive Time
Population	3,754	17,443	59,092
Households	1,736	28,707	28,707
% White	60%	75%	80%
% Black	21%	13%	9%
% Asian	9%	5%	4%
% Hispanic Origin	10%	8%	7%
Diversity Index	43	43	37
Per Capita Income	$19,786	$28,907	$29,658
Average Household Income	$42,603	$61,810	$60,204
Median Household Income	$38,994	$48,255	$47,002
% Households w/o Vehicle	21%	11%	15%
% Households with College Degree+	24%	32%	35%
Food @ Home Potential	$6,527,000	$30,620,000	$97,700,000
Food Away Potential	$3,626,000	$17,977	$59,613,000
Business Establishments	103	621	4,203
Employees	982	13,872	83,805

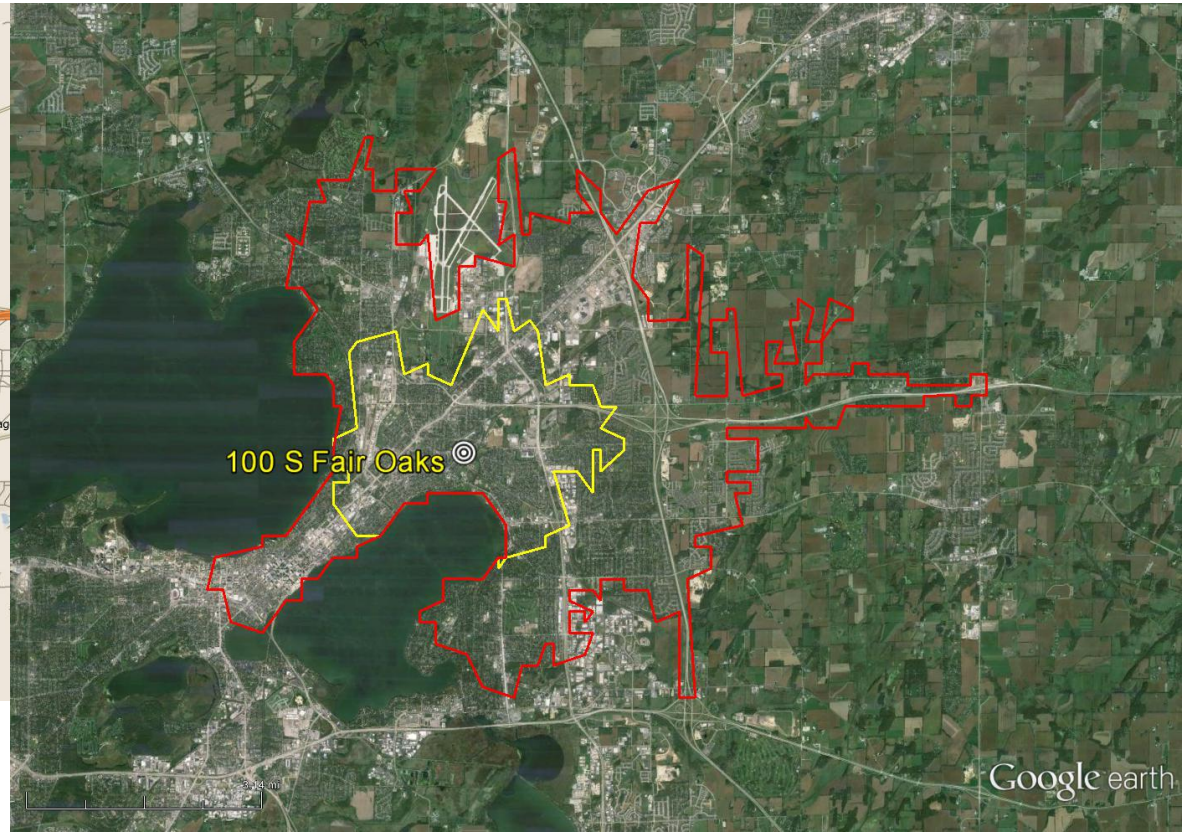
100 S Fair Oaks ½-mile Ring





100 S Fair Oaks 5 & 10-mile drive times





100 S Fair Oaks	½-mile Ring	5-minute Drive Time	10-minute Drive Time
Population	3,734	31,323	106,227
Households	1,837	15,522	48,431
% White	81%	82%	82%
% Black	11%	8%	7%
% Asian	3%	3%	5%
% Hispanic Origin	6%	7%	7%
Diversity Index	34	37	37
Per Capita Income	$28,037	$28,990	$26,972
Average Household Income	$56,947	$58,324	$58,203
Median Household Income	$49,290	$49,282	$47,526
% Households w/o Vehicle	9%	11%	17%
% Households with College Degree+	43%	43%	42%
Food @ Home Potential	$6,057,000	$52,774,000	$170,892,000
Food Away Potential	$3,637,000	$31,868,000	$107,163,000
Business Establishments	88	1,728	6,549
Employees	1,516	31,136	135,308

½-Mile Site Comparison

½-mile Ring	City Madison	S Park	E Washington	N Sherman	100 S Fair Oaks
Population		2,691	5,210	3,754	3,734
Households		1,182	2,783	1,736	1,837
% White	79%	58%	86%	60%	81%
% Black	7%	22%	6%	21%	11%
% Asian	7%	8%	3%	9%	3%
% Hispanic Origin	7%	19%	7%	10%	6%
Diversity Index	44	61	33	43	34
Per Capita Income	$31,173	$21,620	$32,195	$19,786	$28,037
Average Household Income	$69,471	$48,748	$82,571	$42,603	$56,947
Median Household Income	$53,433	$40,914	$78,041	$38,994	$49,290
% Households w/o Vehicle	12%	13%	16%	21%	9%
% Households with College Degree+	52%	53%	63%	24%	43%
Food @ Home Potential		$4,507,000	$8,822,000	$6,527,000	$6,057,000
Food Away Potential		$2,449,000	$5,559,000	$3,626,000	$3,637,000
Business Establishments		335	260	103	88
Employees		4,192	2,829	982	1,516

5-minute Drive-time Site Comparison

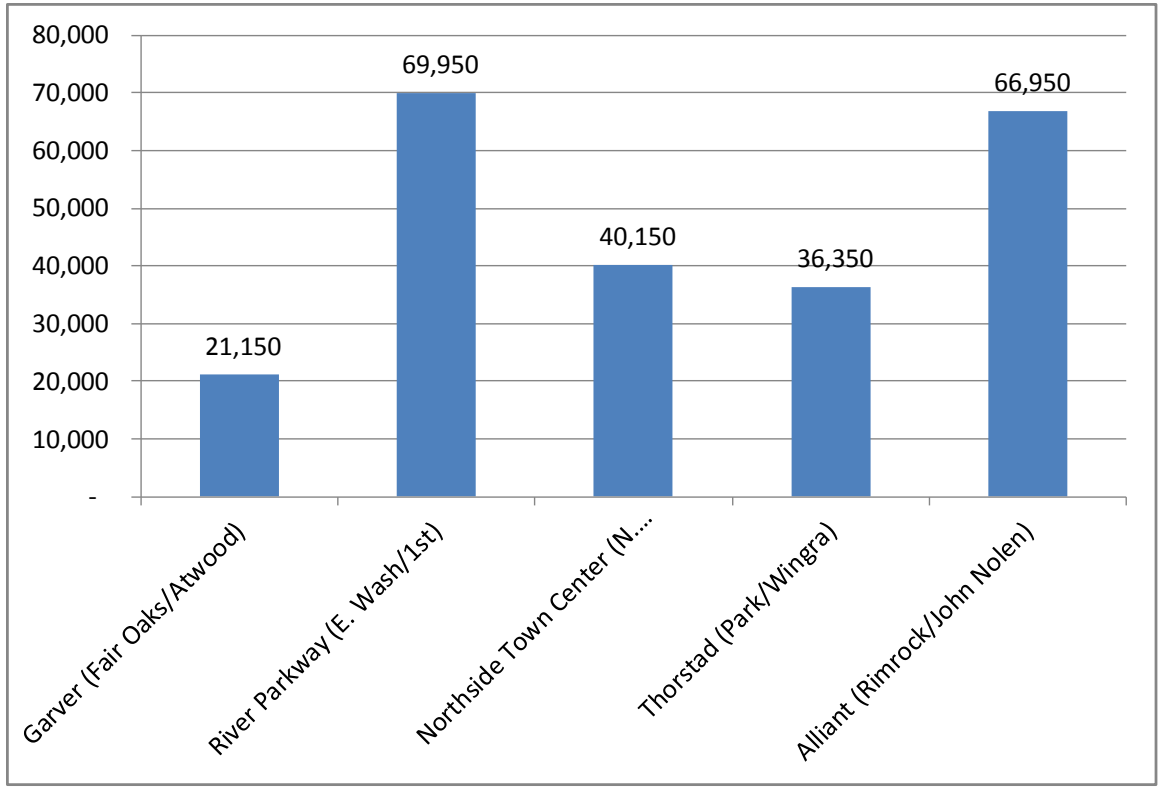
5-minute Drive-Time	City Madison	S Park	E Washington	N Sherman	100 S Fair Oaks
Population		49,082	33,622	17,443	31,323
Households		19,649	17,378	28,707	15,522
% White	79%	73%	85%	75%	82%
% Black	7%	9%	7%	13%	8%
% Asian	7%	9%	3%	5%	3%
% Hispanic Origin	7%	6%	5%	8%	7%
Diversity Index	44	46	32	43	37
Per Capita Income	$31,173	$17,652	$31,322	$28,907	$28,990
Average Household Income	$69,471	$42,714	$59,580	$61,810	$58,324
Median Household Income	$53,433	$31,359	$45,920	$48,255	$49,282
% Households w/o Vehicle	12%	27%	17%	11%	11%
% Households with College Degree+	52%	44%	54%	32%	43%
Food @ Home Potential		$69,732,000	$54,329,000	$30,620,000	$52,774,000
Food Away Potential		$43,757,000	$33,609,000	$17,977	$31,868,000
Business Establishments		3,236	2,676	621	1,728
Employees		76,161	54,654	13,872	31,136

10-minute Drive-time Site Comparison

10-minute Drive-Time	City Madison	S Park	E Washington	N Sherman	100 S Fair Oaks
Population		118,663	109,575	59,092	31,323
Households		51,432	48,925	28,707	15,522
% White	79%	78%	82%	80%	82%
% Black	7%	8%	7%	9%	8%
% Asian	7%	11%	5%	4%	3%
% Hispanic Origin	7%	11%	7%	7%	7%
Diversity Index	44	40	36	37	37
Per Capita Income	$31,173	$27,694	$25,429	$29,658	$28,990
Average Household Income	$69,471	$62,839	$56,379	$60,204	$58,324
Median Household Income	$53,433	$47,624	$44,224	$47,002	$49,282
% Households w/o Vehicle	12%	18%	19%	15%	11%
% Households with College Degree+	52%	54%	47%	35%	43%
Food @ Home Potential		$188,274,000	$170,541,000	$97,700,000	$52,774,000
Food Away Potential		$121,441,000	$107,616,000	$59,613,000	$31,868,000
Business Establishments		9,206	7,105	4,203	1,728

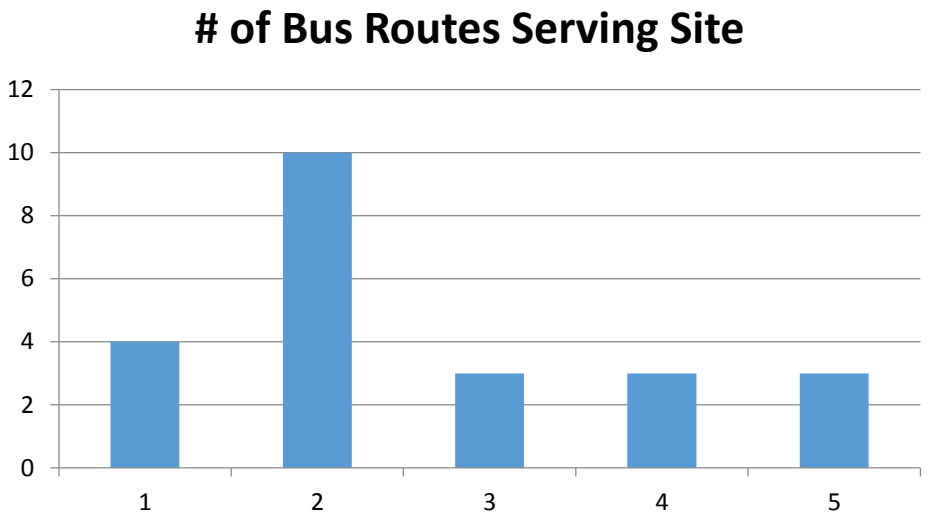
Traffic counts

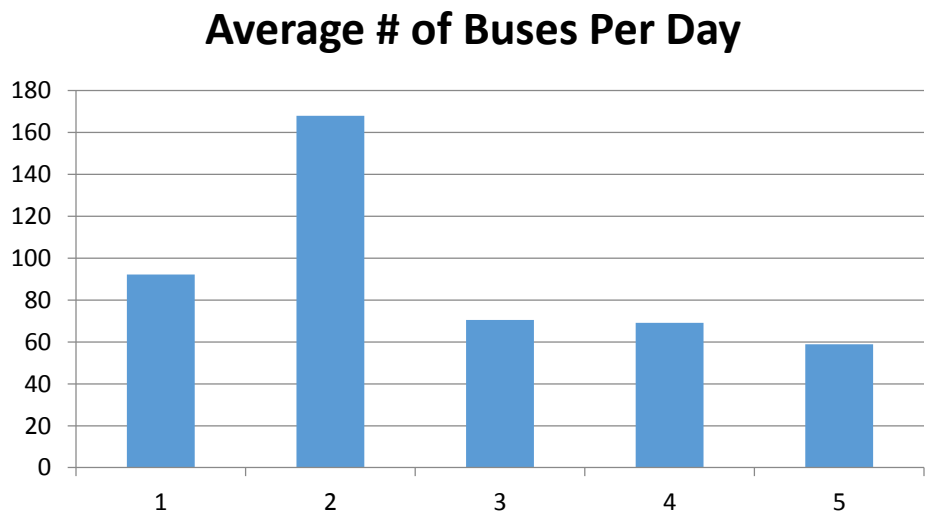
	CORNER TOTAL	21,150
River/Ave	East Wash	52,250
	1st St	17,700
	CORNER TOTAL	69,950
Northside Town Center	N. Sherman	15,550
	Northport	24,600
	CORNER TOTAL	40,150
Thorstad	Park	30,750
	Wingra	5,600
	CORNER TOTAL	36,350
Alliant Energy Center	John Nolen	49,450
	Rimrock	17,500
	CORNER TOTAL	66,950
	Corner Totals	
	Garver (Fair Oaks/Atwood)	21,150
	River Parkway (E. Wash/1st)	69,950
	Northside Town Center (N. Sherman/Northport)	40,150
	Thorstad (Park/Wingra)	36,350
	Alliant (Rimrock/John Nolen)	66,950



Bus Access

Garver	Routes	4
	Weekday busses/day	103
	Weekend busses/day	65
	Busses/Week	645
	Garver - Average Busses/Day	92
River/Ave	Routes	10
	Weekday busses/day	222
	Weekend busses/day	33
	Busses/Week	1176
	E. Wash/River - Average Busses/Day	168
Northside Town Center	Routes	3
	Weekday busses/day	86
	Weekend busses/day	32
	Busses/Week	494
	Northside Town Center - Average Busses/Day	71
Thorstad	Routes	3
	Weekday busses/day	84
	Weekend busses/day	32
	Busses/Week	484
	Thorstad - Average Busses/Day	69





Regional Access

Distance to a "System Interchange" (access point to a limited access divided highway)			
	Miles	Access Point	
Thorstad	0.74	Beltline @ Park	
Alliant	0.38	Beltline @ Rimrock/Nolen	
River/East Wash	1.57	Hwy 30 at E. Washington	
Garver	0.81	Hwy 30 at Fair Oaks	
Northside Town Center	4.36	Hwy 51 at I90/94	