Downtown Redevelopment
Trends, Tips and Tactics

Welcome
- Public/Private Partnerships to Support Business & Investment
- Modern Retail Models & Entrepreneurship Support
- Retail Trends & Downtown - Using Market Analysis to Spark Change
Public/Private Partnerships for Change Downtown Ashland

- Partners:
  - Ashland Chamber
  - City of Ashland
  - Northwest Wisconsin Workforce Investment Board
  - Ashland High School
  - Local Property Owners, Banks

Setting the Stage: Public Amenities
Youth Engagement

Leveraging Connections
Retail Recruitment: Filling Gaps in the Market
Repurposing Downtowns
Using Market Analysis Research to Spark Change
Bill Ryan and Victoria Solomon
University of Wisconsin – Madison, Division of Extension

Selected Retail Trends
**U.S. Oversupplied with Retail**

![Retail Square Footage And Sales Per Capita](source: GDP, Zer Hodgy)

**E-commerce Market Share**

*Death of Brick-and-Mortar Retail*

*Department Stores vs. Ecommerce Sales*

Quarterly, seasonally adjusted

![Ecommerce Sales vs. Department Stores](Sources: Census, St. Louis Fed, WOLFRSTREET.com)
Few Retail Sectors Growing

Growth is occurring in dollar stores and discount grocers such as Aldi and Lidl. Aldi is renovating their older stores.
Median Number of Downtown Retail Businesses
Midwest Cities Pop. 25,000-50,000

Disappearing Retail Downtown

Source: Dollar General, Dollar Tree, and Family Dollar Annual Reports and Dollar General’s “2020 Vision: Invest for Growth” presentation.
Challenges Facing Downtowns

And Recently, Shopping Malls

- Poor business mix, no niche
- Vacancies, empty store fronts
- Public facilities moving out
- Marginal, struggling businesses
- Lack of goods and services
- Overlooked by the chains and large-format stores
- Deteriorating buildings and infrastructure
New Challenges Facing Downtowns

- Indoor shopping mall has lost its appeal. Some being converted to community services and other “downtown” uses.
- Independent businesses feel increased pressure from large retailers.
- Dollar stores are rapidly growing, but few downtown.
- Multichannel retailing that recognizes differences between buying and shopping.
- Shopping in-store experience must be experiential, giving consumers something to do.
- Convenience, shorter delivery, no-pay checkouts, online order for store pickup, etc.

Market Analysis

A tool to build knowledge and make more informed decisions.
Study Group
Building community capacity and connectivity

http://fyi.uwex.edu/downtown-market-analysis/
Understanding the Market
*Conditions & Opportunities*

- Analysis of Size of Trade Area
- Analysis of Local Economics
- Analysis of Demographics and Lifestyles
- Consumer Survey
- Focus Groups
- Peer City Analysis

Inspiration & Learning
*Intentional Community Visits*

Evansville, WI  
Edgerton, WI
Identifying Market Opportunities by Sector

- Retail
- Service
- Restaurants
- Office/Work Space
- Residential
- Lodging

Strategies & Change

**Strategies Lead to .......**

- Niche Development
- Image, Branding, Marketing
- Space Usage
- Business Retention/Expansion
- Business Recruitment
- Entrepreneurship

**New Purposes**

- Dining
- Entertainment and Gathering Places
- Local Foods and Products
- Community/Education
- Culture and Heritage
- The Arts
- Lodging/Hospitality
- Destination Retail
Change in Action
The value of data for individual community members

Change in Action
Lingonberry Llama, Belleville, WI
Change in Action
Lingonberry Llama, Belleville, WI

Change in Action
Lingonberry Llama, Belleville, WI
Change in Action
Lingonberry Llama, Belleville, WI

The value of connections and data for partnerships for action
Change in Action
*Increasing informed decision-making and collaboration*

- **Collaborative** organizational meetings
- **Coordinated** action
- Increasingly effective communication

---

Questions?

**Victoria Solomon, AICP**  
Community Resource Devl. Educator  
UW-Madison, Division of Extension/Green County  
P: (608) 328-9440

**Bill Ryan**  
Community Business Development Specialist  
UW-Madison, Division of Extension/Community Economic Development  
P: (608) 263-4994

---

Extenson  
UNIVERSITY OF WISCONSIN-MADISON