

**NORTH FISH HATCHERY ROAD IMPROVEMENT PLAN  
DRAFT LAND USE PLAN COMMENT SHEET: March 31, 2004**

*I object to two roads going through my property. I had been aware for some time of Post Road going over on corner of the property. This new map also shows Traceway cutting directly through the back end of my property, connecting with Post Road. This would essentially divide the very back portion of my property into three separate parts. (P2 & L12)*

*- Barbara Skolaski  
2991, 3027 & 3063 Fish Hatchery Road*

*There was a suggestion to move businesses closer to the street and put parking lots in the back in the gateway area. For all those existing businesses who would bear the cost of tearing down and rebuilding? It's a lot of money to spend for something to be visually pleasing. Or, would this transition over time as businesses leave? I agree that we would benefit from having a gateway but not at a huge expense. Even if we could come up with the money there are more humanitarian ways to spend it.*

*Regarding land use, is it possible to expand streets other than Post Road? 2 options do not relocate people but Post Road expansion does. Does Post Road need to be a focal intersection? Geographically it may seem to make sense, but if it does impact long-term residents should we do it if there is another way?*

*It's a very valid point that we need another north, south access road. That may not be possible but some variation should be. A study including the greater area seems wise, especially before great changes to the "gateway area" are made.*

*Thank you for your work.  
- Peg Strange, Fitchburg resident*

**POP-FACTS: DEMOGRAPHIC SNAPSHOT**

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>Population</b>						
2008 Projection	9,380		49,830		155,273	
2003 Estimate	8,316		47,053		148,330	
2000 Census	7,657		45,408		144,222	
1990 Census	5,436		38,724		130,529	
Growth 2003-2008	12.79%		5.90%		4.68%	
Growth 2000-2003	8.61%		3.62%		2.85%	
Growth 1990-2000	40.86%		17.26%		10.49%	
<b>2003 Est. Population by Single Race Classification</b>						
White Alone	6,763	81.33%	34,466	73.25%	119,582	80.62%
Black or African American Alone	677	8.14%	5,558	11.81%	10,261	6.92%
American Indian and Alaska Native Alone	24	0.29%	247	0.52%	579	0.39%
Asian Alone	320	3.85%	2,773	5.89%	10,248	6.91%
Native Hawaiian and Other Pacific Islander Alone	3	0.04%	24	0.05%	69	0.05%
Some Other Race Alone	286	3.44%	2,429	5.16%	3,953	2.67%
Two or More Races	243	2.92%	1,557	3.31%	3,639	2.45%
<b>2003 Est. Population Hispanic or Latino by Origin*</b>						
Not Hispanic or Latino	7,700	92.59%	42,387	90.08%	139,788	94.24%
Hispanic or Latino:	616	7.41%	4,667	9.92%	8,541	5.76%
Mexican	441	71.59%	3,547	76.00%	5,649	66.14%
Puerto Rican	30	4.87%	203	4.35%	639	7.48%
Cuban	9	1.46%	48	1.03%	119	1.39%
All Other Hispanic or Latino	136	22.08%	868	18.60%	2,135	25.00%
<b>2003 Est. Hispanic or Latino by Single Race Class.</b>						
White Alone	253	41.07%	1,689	36.19%	3,672	42.99%
Black or African American Alone	7	1.14%	68	1.46%	151	1.77%
American Indian and Alaska Native Alone	8	1.30%	93	1.99%	149	1.74%
Asian Alone	3	0.49%	37	0.79%	63	0.74%
Native Hawaiian and Other Pacific Islander Alone	1	0.16%	6	0.13%	9	0.11%
Some Other Race Alone	276	44.81%	2,351	50.37%	3,717	43.52%
Two or More Races	69	11.20%	421	9.02%	782	9.16%



## POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Pop. Asian Alone Race by Category*</b>	320		2,773		10,248	
Chinese, except Taiwanese	81	25.31%	426	15.36%	2,856	27.87%
Filipino	13	4.06%	66	2.38%	230	2.24%
Japanese	8	2.50%	54	1.95%	518	5.05%
Asian Indian	99	30.94%	327	11.79%	1,515	14.78%
Korean	49	15.31%	151	5.45%	1,401	13.67%
Vietnamese	5	1.56%	82	2.96%	346	3.38%
Cambodian	2	0.62%	149	5.37%	249	2.43%
Hmong	24	7.50%	1,040	37.50%	1,496	14.60%
Laotian	4	1.25%	197	7.10%	282	2.75%
Thai	5	1.56%	21	0.76%	261	2.55%
Other Asian	26	8.12%	181	6.53%	897	8.75%
Two or more Asian categories	4	1.25%	80	2.88%	196	1.91%
<b>2003 Est. Population by Sex</b>	8,316		47,053		148,330	
Male	4,168	50.12%	23,422	49.78%	73,959	49.86%
Female	4,148	49.88%	23,631	50.22%	74,371	50.14%
Male/Female Ratio	1.00		0.99		0.99	
<b>2003 Est. Population by Age</b>	8,316		47,053		148,330	
Age 0 - 4	572	6.88%	3,510	7.46%	8,133	5.48%
Age 5 - 9	539	6.48%	3,309	7.03%	7,121	4.80%
Age 10 - 14	521	6.27%	3,184	6.77%	6,842	4.61%
Age 15 - 17	283	3.40%	1,705	3.62%	3,884	2.62%
Age 18 - 20	270	3.25%	1,694	3.60%	16,445	11.09%
Age 21 - 24	759	9.13%	3,480	7.40%	19,919	13.43%
Age 25 - 34	1,705	20.50%	8,576	18.23%	26,101	17.60%
Age 35 - 44	1,234	14.84%	7,383	15.69%	19,367	13.06%
Age 45 - 49	627	7.54%	3,473	7.38%	9,051	6.10%
Age 50 - 54	594	7.14%	3,291	6.99%	8,699	5.86%
Age 55 - 59	442	5.32%	2,340	4.97%	6,414	4.32%
Age 60 - 64	247	2.97%	1,500	3.19%	4,156	2.80%
Age 65 - 74	275	3.31%	1,789	3.80%	5,503	3.71%
Age 75 - 84	155	1.86%	1,274	2.71%	4,447	3.00%
Age 85 and over	92	1.11%	543	1.15%	2,246	1.51%
Age 16 and over	6,584	79.17%	36,449	77.46%	124,817	84.15%
Age 18 and over	6,400	76.96%	35,345	75.12%	122,349	82.48%
Age 21 and over	6,130	73.71%	33,650	71.52%	105,905	71.40%
Age 65 and over	522	6.28%	3,606	7.66%	12,197	8.22%
<b>2003 Est. Median Age</b>	32.12		32.75		29.53	
<b>2003 Est. Average Age</b>	33.79		34.16		33.76	



**POP-FACTS: DEMOGRAPHIC SNAPSHOT**

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Male Population by Age</b>	4,168		23,422		73,959	
Age 0 - 4	297	7.13%	1,792	7.65%	4,159	5.62%
Age 5 - 9	279	6.69%	1,669	7.13%	3,589	4.85%
Age 10 - 14	269	6.45%	1,625	6.94%	3,524	4.76%
Age 15 - 17	147	3.53%	860	3.67%	1,998	2.70%
Age 18 - 20	139	3.33%	864	3.69%	7,725	10.44%
Age 21 - 24	353	8.47%	1,715	7.32%	10,355	14.00%
Age 25 - 34	937	22.48%	4,556	19.45%	13,950	18.86%
Age 35 - 44	604	14.49%	3,721	15.89%	10,122	13.69%
Age 45 - 49	297	7.13%	1,641	7.01%	4,403	5.95%
Age 50 - 54	284	6.81%	1,562	6.67%	4,233	5.72%
Age 55 - 59	221	5.30%	1,172	5.00%	3,158	4.27%
Age 60 - 64	128	3.07%	736	3.14%	1,961	2.65%
Age 65 - 74	139	3.33%	838	3.58%	2,460	3.33%
Age 75 - 84	56	1.34%	512	2.19%	1,725	2.33%
Age 85 and over	18	0.43%	158	0.67%	596	0.81%
<b>2003 Est. Median Age, Male</b>	31.40		31.99		29.04	
<b>2003 Est. Average Age, Male</b>	32.85		33.28		32.72	
<b>2003 Est. Female Population by Age</b>	4,148		23,631		74,371	
Age 0 - 4	276	6.65%	1,719	7.27%	3,975	5.34%
Age 5 - 9	261	6.29%	1,640	6.94%	3,531	4.75%
Age 10 - 14	252	6.08%	1,559	6.60%	3,318	4.46%
Age 15 - 17	136	3.28%	845	3.58%	1,886	2.54%
Age 18 - 20	130	3.13%	830	3.51%	8,720	11.73%
Age 21 - 24	406	9.79%	1,765	7.47%	9,563	12.86%
Age 25 - 34	768	18.51%	4,020	17.01%	12,151	16.34%
Age 35 - 44	630	15.19%	3,662	15.50%	9,246	12.43%
Age 45 - 49	331	7.98%	1,832	7.75%	4,648	6.25%
Age 50 - 54	310	7.47%	1,728	7.31%	4,466	6.01%
Age 55 - 59	221	5.33%	1,168	4.94%	3,256	4.38%
Age 60 - 64	119	2.87%	764	3.23%	2,195	2.95%
Age 65 - 74	136	3.28%	951	4.02%	3,043	4.09%
Age 75 - 84	99	2.39%	762	3.22%	2,723	3.66%
Age 85 and over	74	1.78%	385	1.63%	1,651	2.22%
<b>2003 Est. Median Age, Female</b>	32.98		33.60		30.10	
<b>2003 Est. Average Age, Female</b>	34.74		35.03		34.78	



## POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Population Age 15+ by Marital Status*</b>	6,683		37,050		126,233	
Total, Never Married	2,727	40.81%	13,120	35.41%	60,984	48.31%
Married, Spouse present	3,058	45.76%	17,611	47.53%	45,496	36.04%
Married, Spouse absent	218	3.26%	1,574	4.25%	5,970	4.73%
Widowed	197	2.95%	1,223	3.30%	4,038	3.20%
Divorced	483	7.23%	3,521	9.50%	9,745	7.72%
Males, Never Married	1,513	22.64%	7,144	19.28%	32,283	25.57%
Previously Married	240	3.59%	1,895	5.11%	5,301	4.20%
Females, Never Married	1,214	18.17%	5,976	16.13%	28,701	22.74%
Previously Married	519	7.77%	3,517	9.49%	9,960	7.89%
 <b>2003 Est. Pop. Age 25+ by Educational Attainment*</b>	 5,371		 30,170		 85,986	
Less than 9th grade	111	2.07%	1,352	4.48%	2,455	2.86%
Some High School, no diploma	273	5.08%	1,981	6.57%	3,888	4.52%
High School Graduate (or GED)	900	16.76%	5,374	17.81%	13,214	15.37%
Some College, no degree	1,114	20.74%	6,060	20.09%	14,979	17.42%
Associate Degree	347	6.46%	2,292	7.60%	6,041	7.03%
Bachelor's Degree	1,577	29.36%	7,848	26.01%	25,117	29.21%
Master's Degree	614	11.43%	3,075	10.19%	12,075	14.04%
Professional School Degree	249	4.64%	1,086	3.60%	3,654	4.25%
Doctorate Degree	185	3.44%	1,103	3.66%	4,563	5.31%
 <b>Households</b>						
2008 Projection	3,950		20,799		66,069	
2003 Estimate	3,506		19,536		61,942	
2000 Census	3,233		18,812		59,556	
1990 Census	2,301		16,565		52,642	
Growth 2003-2008	12.66%		6.46%		6.66%	
Growth 2000-2003	8.44%		3.85%		4.01%	
Growth 1990-2000	40.50%		13.56%		13.13%	
 <b>2003 Est. Households by Household Type*</b>	 3,506		 19,536		 61,942	
Family Households	1,870	53.34%	10,900	55.79%	27,907	45.05%
Nonfamily Households	1,636	46.66%	8,636	44.21%	34,034	54.94%
 <b>2003 Est. Group Quarters Population*</b>	 82		 679		 12,405	



## POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Households by Household Income</b>	3,506		19,536		61,942	
Income Less than \$15,000	245	6.99%	1,753	8.97%	10,109	16.32%
Income \$15,000 - \$24,999	356	10.15%	2,304	11.79%	7,305	11.79%
Income \$25,000 - \$34,999	506	14.43%	2,577	13.19%	7,056	11.39%
Income \$35,000 - \$49,999	560	15.97%	3,177	16.26%	9,701	15.66%
Income \$50,000 - \$74,999	683	19.48%	3,898	19.95%	11,326	18.28%
Income \$75,000 - \$99,999	342	9.75%	2,304	11.79%	6,779	10.94%
Income \$100,000 - \$149,999	373	10.64%	2,142	10.96%	6,152	9.93%
Income \$150,000 - \$249,999	246	7.02%	942	4.82%	2,433	3.93%
Income \$250,000 - \$499,999	109	3.11%	283	1.45%	735	1.19%
Income \$500,000 and more	85	2.42%	158	0.81%	344	0.56%
<b>2003 Est. Average Household Income</b>	\$84,508		\$68,486		\$61,289	
<b>2003 Est. Median Household Income</b>	\$53,143		\$49,799		\$45,050	
<b>2003 Est. Per Capita Income</b>	\$36,185		\$28,829		\$26,283	
<b>2003 Est. Household Type, Presence Own Children*</b>	3,506		19,536		61,942	
Single Male Householder	488	13.92%	2,741	14.03%	10,678	17.24%
Single Female Householder	555	15.83%	3,263	16.70%	12,100	19.53%
Married-Couple Family, own children	736	20.99%	3,908	20.00%	9,773	15.78%
Married-Couple Family, no own children	727	20.74%	4,228	21.64%	12,095	19.53%
Male Householder, own children	65	1.85%	348	1.78%	746	1.20%
Male Householder, no own children	56	1.60%	402	2.06%	977	1.58%
Female Householder, own children	195	5.56%	1,427	7.30%	2,840	4.58%
Female Householder, no own children	92	2.62%	588	3.01%	1,476	2.38%
Nonfamily, Male Householder	320	9.13%	1,450	7.42%	5,880	9.49%
Nonfamily, Female Householder	273	7.79%	1,182	6.05%	5,376	8.68%
<b>2003 Est. Households by Household Size*</b>	3,506		19,536		61,942	
1-person household	1,043	29.75%	6,004	30.73%	22,779	36.77%
2-person household	1,259	35.91%	6,776	34.68%	20,640	33.32%
3-person household	533	15.20%	2,941	15.05%	8,441	13.63%
4-person household	410	11.69%	2,251	11.52%	6,302	10.17%
5-person household	173	4.93%	952	4.87%	2,423	3.91%
6-person household	66	1.88%	351	1.80%	861	1.39%
7 or more person household	21	0.60%	261	1.34%	497	0.80%
<b>2003 Est. Average Household Size*</b>	2.35		2.37		2.19	



**POP-FACTS: DEMOGRAPHIC SNAPSHOT**

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Households by Presence of People*</b>	3,506		19,536		61,942	
<b>Households with 1 or more People Age 18 or under:</b>						
Married-Couple Family	749	21.36%	3,982	20.38%	9,931	16.03%
Other Family, Male Householder	74	2.11%	427	2.19%	868	1.40%
Other Family, Female Householder	210	5.99%	1,546	7.91%	3,071	4.96%
Nonfamily, Male Householder	6	0.17%	41	0.21%	108	0.17%
Nonfamily, Female Householder	6	0.17%	24	0.12%	60	0.10%
<b>Households no People Age 18 or under:</b>						
Married-Couple Family	714	20.37%	4,155	21.27%	11,937	19.27%
Other Family, Male Householder	47	1.34%	322	1.65%	855	1.38%
Other Family, Female Householder	76	2.17%	468	2.40%	1,245	2.01%
Nonfamily, Male Householder	802	22.88%	4,150	21.24%	16,451	26.56%
Nonfamily, Female Householder	822	23.45%	4,420	22.62%	17,416	28.12%
<b>2003 Est. Households by Number of Vehicles*</b>	3,506		19,536		61,942	
No Vehicles	269	7.67%	1,489	7.62%	8,154	13.16%
1 Vehicle	1,266	36.11%	7,824	40.05%	26,305	42.47%
2 Vehicles	1,467	41.84%	8,030	41.10%	21,366	34.49%
3 Vehicles	396	11.29%	1,640	8.39%	4,471	7.22%
4 Vehicles	93	2.65%	433	2.22%	1,167	1.88%
5 or more Vehicles	15	0.43%	120	0.61%	478	0.77%
<b>2003 Est. Average Number of Vehicles*</b>	1.67		1.60		1.45	
<b>Family Households</b>						
2008 Projection	2,069		11,347		29,102	
2003 Estimate	1,870		10,900		27,907	
2000 Census	1,743		10,640		27,207	
1990 Census	1,166		9,327		25,165	
Growth 2003-2008	10.64%		4.10%		4.28%	
Growth 2000-2003	7.29%		2.44%		2.57%	
Growth 1990-2000	49.49%		14.08%		8.11%	



## POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Family Households by Household Income</b>	1,870		10,900		27,907	
Income Less than \$15,000	81	4.33%	616	5.65%	1,421	5.09%
Income \$15,000 - \$24,999	106	5.67%	909	8.34%	1,722	6.17%
Income \$25,000 - \$34,999	142	7.59%	877	8.05%	1,951	6.99%
Income \$35,000 - \$49,999	252	13.48%	1,386	12.72%	3,504	12.56%
Income \$50,000 - \$74,999	333	17.81%	2,389	21.92%	6,454	23.13%
Income \$75,000 - \$99,999	242	12.94%	1,765	16.19%	4,953	17.75%
Income \$100,000 - \$149,999	316	16.90%	1,743	15.99%	4,913	17.60%
Income \$150,000 - \$249,999	220	11.76%	808	7.41%	2,051	7.35%
Income \$250,000 - \$499,999	97	5.19%	253	2.32%	627	2.25%
Income \$500,000 and more	82	4.39%	152	1.39%	311	1.11%
<b>2003 Est. Average Family Household Income</b>	\$116,618		\$86,958		\$88,445	
<b>2003 Est. Median Family Household Income</b>	\$77,263		\$67,380		\$70,744	
<b>2003 Est. Families by Poverty Status*</b>	1,870		10,900		27,907	
<b>Income At or Above Poverty Level:</b>						
Married-Couple Family, own children	726	38.82%	3,790	34.77%	9,661	34.62%
Married-Couple Family, no own children	696	37.22%	4,011	36.80%	11,490	41.17%
Male Householder, own children	54	2.89%	300	2.75%	665	2.38%
Male Householder, no own children	42	2.25%	323	2.96%	727	2.61%
Female Householder, own children	158	8.45%	1,112	10.20%	2,255	8.08%
Female Householder, no own children	55	2.94%	339	3.11%	1,152	4.13%
<b>Income Below Poverty Level:</b>						
Married-Couple Family, own children	21	1.12%	286	2.62%	516	1.85%
Married-Couple Family, no own children	20	1.07%	50	0.46%	202	0.72%
Male Householder, own children	23	1.23%	101	0.93%	191	0.68%
Male Householder, no own children	2	0.11%	25	0.23%	140	0.50%
Female Householder, own children	65	3.48%	547	5.02%	826	2.96%
Female Householder, no own children	8	0.43%	17	0.16%	83	0.30%
<b>2003 Est. Population Age 16+ by Employment*</b>	6,584		36,449		124,817	
In Armed Forces	7	0.11%	38	0.10%	102	0.08%
Civilian - Employed	4,903	74.47%	26,246	72.01%	84,265	67.51%
Civilian - Unemployed	265	4.02%	1,438	3.95%	4,856	3.89%
Not in Labor Force	1,409	21.40%	8,727	23.94%	35,593	28.52%



**POP-FACTS: DEMOGRAPHIC SNAPSHOT**

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. Employed Pop. Age 16+ by Occupation*</b>	4,903		26,246		84,265	
Management, Business, and Financial Operations	876	17.87%	3,892	14.83%	11,184	13.27%
Professional and Related Occupations	1,445	29.47%	7,951	30.29%	29,608	35.14%
Service	715	14.58%	3,668	13.98%	12,176	14.45%
Sales and Office	1,188	24.23%	6,415	24.44%	21,401	25.40%
Farming, Fishing, and Forestry	0	0.00%	64	0.24%	247	0.29%
Construction, Extraction and Maintenance	251	5.12%	1,341	5.11%	3,200	3.80%
Production, Transportation and Material Moving	429	8.75%	2,916	11.11%	6,449	7.65%
<b>2003 Est. Workers Age 16+, Transportation To Work*</b>	4,834		25,755		82,479	
Drove Alone	3,881	80.29%	19,599	76.10%	51,912	62.94%
Car Pooled	540	11.17%	2,969	11.53%	7,490	9.08%
Public Transportation	154	3.19%	1,319	5.12%	5,765	6.99%
Walked	76	1.57%	649	2.52%	11,338	13.75%
Motorcycle	3	0.06%	46	0.18%	212	0.26%
Bicycle	19	0.39%	328	1.27%	2,895	3.51%
Other Means	38	0.79%	90	0.35%	242	0.29%
Worked at Home	123	2.54%	755	2.93%	2,626	3.18%
<b>2003 Est. Workers Age 16+ by Travel Time to Work*</b>	4,711		25,000		79,854	
Less than 15 Minutes	1,650	35.02%	9,070	36.28%	32,455	40.64%
15 - 29 Minutes	2,407	51.09%	12,000	48.00%	36,696	45.95%
30 - 44 Minutes	370	7.85%	2,586	10.34%	6,993	8.76%
45 - 59 Minutes	101	2.14%	537	2.15%	1,533	1.92%
60 or more Minutes	184	3.91%	807	3.23%	2,176	2.72%
<b>2003 Est. Average Travel Time to Work in Minutes*</b>	21.07		20.97		19.73	
<b>2003 Est. Tenure of Occupied Housing Units*</b>	3,506		19,536		61,942	
Owner Occupied	1,383	39.45%	9,240	47.30%	25,750	41.57%
Renter Occupied	2,123	60.55%	10,296	52.70%	36,192	58.43%



**POP-FACTS: DEMOGRAPHIC SNAPSHOT**

Prepared For: Best Real Estate Group, Inc.

**Project Code:**

**Order #: 962858543**

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

**Site: 01**

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>2003 Est. All Owner-Occupied Housing Values</b>	1,383		9,240		25,750	
Value Less than \$20,000	0	0.00%	222	2.40%	356	1.38%
Value \$20,000 - \$39,999	0	0.00%	107	1.16%	236	0.92%
Value \$40,000 - \$59,999	0	0.00%	88	0.95%	168	0.65%
Value \$60,000 - \$79,999	4	0.29%	159	1.72%	295	1.15%
Value \$80,000 - \$99,999	26	1.88%	280	3.03%	671	2.61%
Value \$100,000 - \$149,999	88	6.36%	1,858	20.11%	5,030	19.53%
Value \$150,000 - \$199,999	271	19.60%	2,901	31.40%	9,513	36.94%
Value \$200,000 - \$299,999	419	30.30%	2,232	24.16%	6,134	23.82%
Value \$300,000 - \$399,999	253	18.29%	719	7.78%	1,791	6.96%
Value \$400,000 - \$499,999	151	10.92%	350	3.79%	834	3.24%
Value \$500,000 - \$749,999	135	9.76%	247	2.67%	502	1.95%
Value \$750,000 - \$999,999	30	2.17%	50	0.54%	127	0.49%
Value \$1,000,000 or more	7	0.51%	28	0.30%	94	0.37%
<b>2003 Est. Median All Owner-Occupied Housing Value</b>	\$272,262		\$182,857		\$182,163	
<b>2003 Est. Housing Units by Units in Structure*</b>	3,631		20,516		64,575	
1 Unit Attached	226	6.22%	956	4.66%	2,555	3.96%
1 Unit Detached	1,240	34.15%	8,562	41.73%	25,121	38.90%
2 Units	120	3.30%	668	3.26%	3,064	4.74%
3 to 19 Units	1,028	28.31%	6,177	30.11%	17,585	27.23%
20 to 49 Units	799	22.00%	3,173	15.47%	8,987	13.92%
50 or More Units	218	6.00%	556	2.71%	6,513	10.09%
Mobile Home or Trailer	0	0.00%	413	2.01%	710	1.10%
Boat, RV, Van, etc.	0	0.00%	12	0.06%	39	0.06%
<b>2003 Est. Housing Units by Year Structure Built*</b>	3,631		20,516		64,575	
Housing Unit Built 1999 to present	390	10.74%	1,127	5.49%	3,696	5.72%
Housing Unit Built 1995 to 1998	533	14.68%	1,312	6.40%	3,602	5.58%
Housing Unit Built 1990 to 1994	412	11.35%	1,580	7.70%	4,397	6.81%
Housing Unit Built 1980 to 1989	552	15.20%	2,626	12.80%	7,649	11.85%
Housing Unit Built 1970 to 1979	1,219	33.57%	5,416	26.40%	13,230	20.49%
Housing Unit Built 1960 to 1969	360	9.91%	3,844	18.74%	11,227	17.39%
Housing Unit Built 1950 to 1959	88	2.42%	2,338	11.40%	7,938	12.29%
Housing Unit Built 1940 to 1949	31	0.85%	916	4.46%	4,101	6.35%
Housing Unit Built 1939 or Earlier	46	1.27%	1,357	6.61%	8,735	13.53%
<b>2003 Est. Median Year Structure Built*</b>	1981		1973		1970	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.



## RETAIL TRADE POTENTIAL

Prepared For: Best Real Estate Group, Inc.

Project Code:

Order #: 962858543

Type: Radius  
Coord: 43.015350 -89.424900

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

Site: 01

Description	1.00 Mile Radius	Pct.	3.00 Mile Radius	Pct.	5.00 Mile Radius	Pct.
<b>Total Retail Sales</b>	\$138,706,026		\$765,989,674		\$2,416,038,685	
<b>Apparel and Accessory Stores</b>	\$5,176,978	3.73%	\$28,319,287	3.70%	\$89,413,934	3.70%
<b>Automotive Dealers</b>	\$34,836,481	25.12%	\$191,778,827	25.04%	\$601,618,079	24.90%
<b>Automotive and Home Supply Stores</b>	\$1,451,321	1.05%	\$8,067,060	1.05%	\$25,558,126	1.06%
<b>Drug and Proprietary Stores</b>	\$4,158,978	3.00%	\$23,142,984	3.02%	\$72,656,542	3.01%
<b>Eating and Drinking Places</b>	\$13,394,014	9.66%	\$73,769,419	9.63%	\$233,155,788	9.65%
<b>Food Stores</b>	\$16,373,347	11.80%	\$90,376,414	11.80%	\$285,432,492	11.81%
<b>Furniture and Home Furnishings Stores</b>	\$3,806,194	2.74%	\$20,938,117	2.73%	\$65,833,142	2.72%
<b>Home Appliance, Radio, and T.V. Stores</b>	\$6,297,292	4.54%	\$34,180,976	4.46%	\$107,413,507	4.45%
<b>Gasoline Service Stations</b>	\$8,268,425	5.96%	\$45,867,086	5.99%	\$145,267,730	6.01%
<b>General Merchandise</b>	\$15,229,417	10.98%	\$84,196,920	10.99%	\$266,318,392	11.02%
Department Stores (Including Leased Depts.)	\$13,856,927	9.99%	\$76,680,046	10.01%	\$242,003,173	10.02%
<b>Hardware, Lumber and Garden Stores</b>	\$10,613,013	7.65%	\$58,752,359	7.67%	\$185,165,207	7.66%



# Area Map

Prepared For: Best Real Estate Group, Inc.

Project Code:

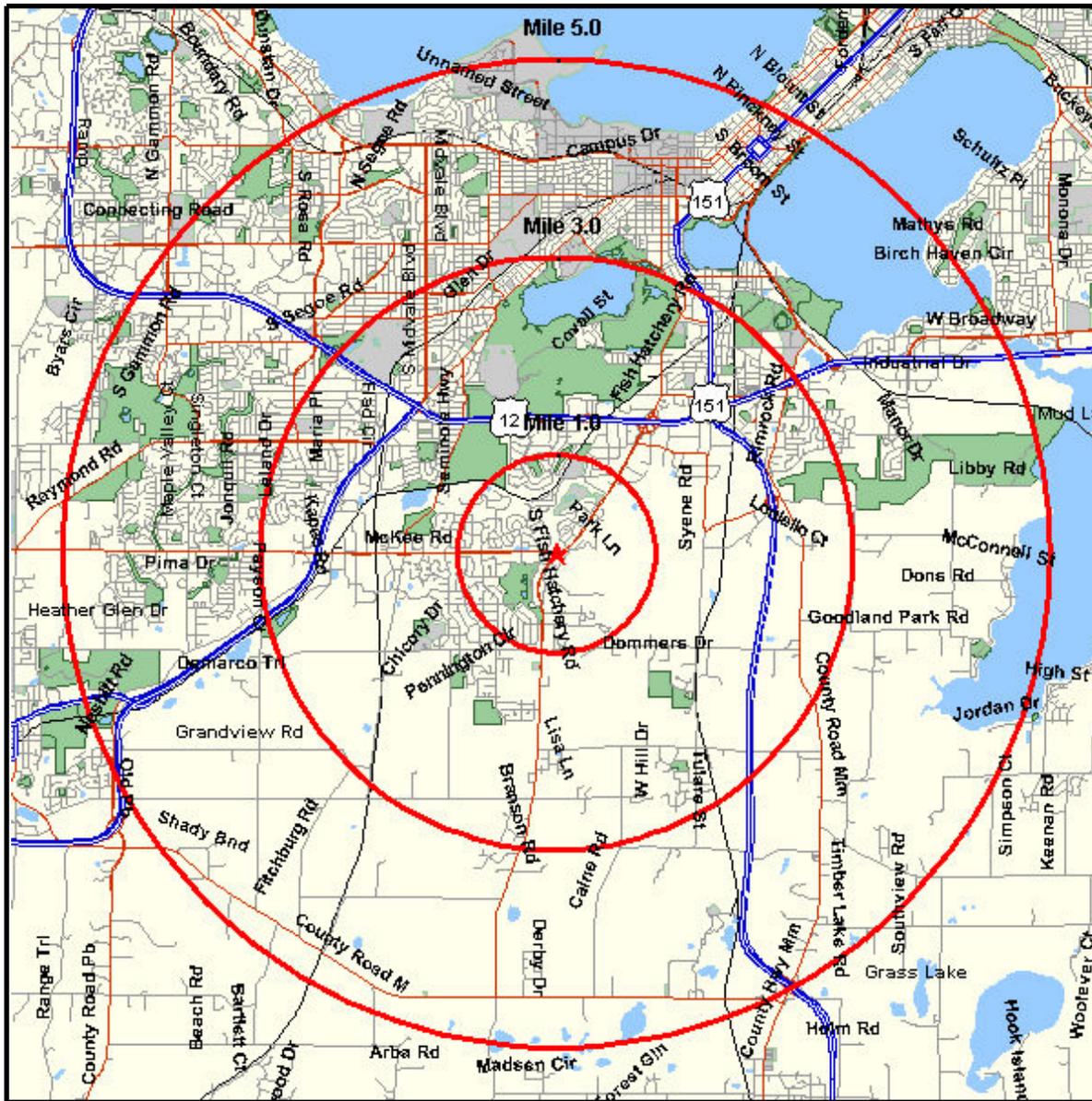
Order #: 962858543

Site: 01

FISH HATCHERY RD AT MCKEE RD  
FITCHBURG, WI 53711

1.00, 3.00 and 5.00 Mile Radii

Coord: 43.015350 -89.424900



Prepared on: March 19, 2004  
© 2004 CLARITAS INC. All rights reserved.  
1 800 866 6511



**BUSINESS-FACTS: DAYTIME EMPLOYMENT**

Prepared For: Best Real Estate Group, Inc.

Project Code: N. Fish Hatchery Road, Fitchburg, WI

Order #: 962851492

Type: Radius  
Coord: 43.029953 -89.4104722858 FISH HATCHERY RD  
FITCHBURG, WI 53713-3121

Site: 01

**2.00 Mile Radius**

<b>Business Employment By Type</b>	<b># Businesses</b>	<b># Employees</b>	<b># Emp/Bus</b>
<b>Total Businesses</b>	1,411	26,882	19
<b>Retail Trade</b>	245	5,312	22
Home Improvement Stores	20	394	20
General Merchandise Stores	0	0	0
Food Stores	25	290	12
Auto Dealers and Gas Stations	38	1,467	39
Apparel and Accessory Stores	5	34	7
Furniture and Home Furnishings	38	1,557	41
Eating and Drinking Places	54	1,014	19
Miscellaneous Retail Stores	65	556	9
<b>Finance-Insurance-Real Estate</b>	163	2,046	13
Banks, Saving and Lending Institutions	26	361	14
Securities Brokers and Investments	10	78	8
Insurance Carriers and Agencies	36	669	19
Real Estate-Trust-Holding Co	91	938	10
<b>Services</b>	574	9,087	16
Hotels and Lodging	8	63	8
Personal Services	130	1,178	9
Business Services	149	2,939	20
Motion Picture and Amusement	34	533	16
Health Services	54	1,171	22
Legal Services	17	60	4
Education Services	22	662	30
Social Services	69	1,919	28
Other Services	91	562	6
<b>Agriculture</b>	29	219	8
<b>Mining</b>	0	0	0
<b>Construction</b>	122	2,038	17
<b>Manufacturing</b>	123	4,546	37
<b>Transportation, Communication/Public Utilities</b>	45	1,039	23
<b>Wholesale Trade</b>	71	1,418	20
<b>Government</b>	39	1,177	30
<b>Daytime Population</b>	26,882		
<b>Daytime Population/Businesses</b>	19		
<b>Residential Population</b>	25,439		
<b>Residential Population/Businesses</b>	18		



## Leasing Retail Space

All shopping center space turns over at one time or another. Locating a qualified and appropriate tenant to fill a vacancy can take time, marketing dollars and committed follow-up. Many property owners list their vacancies with a commercial real estate professional, who is experienced in retail leasing.

In today's wired-world, potential tenants can search for space on-line through local and national websites. In the Madison market area, there are currently two directories that can be accessed online, with commercial real estate opportunities listed either for lease or sale.

[www.propertydrive.com](http://www.propertydrive.com)

[www.cirex.com](http://www.cirex.com)

If a landlord is looking to broadcast his opportunity to a regional or national tenant base, then he might consider [www.loopnet.com](http://www.loopnet.com).

For lease signs, direct mail to targeted tenant candidates, broker relationships, networking with existing tenants, getting available space in a "ready to show" condition, etc. are all potential ideas to fill vacancy. For other great ideas, see "72 Ways to Lease Your Shopping Center", in the appendix.

# 72 WAYS TO LEASE YOUR SHOPPING CENTER

By: TKO/The Dealmakers

**TKO is a shopping center leasing and management company, who uses these ideas to lease their own portfolio of space.**

## 1. "For Lease Signs"

One of the least expensive, most productive, but most overlooked methods for leasing space, is a sign placed in the vacant store. Shopping center owners who go to great lengths to hide a vacancy behind "filled" display windows are only kidding themselves, as far as customer perception is concerned, and often make it easier for their leasing personnel to forget the existence of the vacancy. Conventional "For Lease" signs only do half the job. Large creative, but attractive signs are capable for making a strong pitch to passing traffic on the selling features of your location. Leasing signs in store windows have exposure to thousands of customers. Some of these could be potential prospects. Try to have your "For Lease" sign state the square footage of the store and the dimensions, if possible. Place "space available" signs on your center's sign banner to achieve highest visibility.

## 2. Putting Your Pylon To Work

Pylon signs can often be used to accommodate a leasing sign. Your message should be brief and to the point. Thousands of motorists will read, and hopefully call, about your vacancy.

## 3. Looking For Leads-Canvassing The Best Approach

Prospecting for leads is certainly not new to the leasing game, but it is a concept that is rarely used effectively in leasing retail space. Canvassing shouldn't be done on a hit or miss basis, but should be implemented in an organized, well-planned way. It should be an ongoing program and a specific responsibility that is assigned to a specific person within your organization. The "prospector" should be required to make a certain amount of contacts within a specific period of time. Careful planning and scheduling of the prospector's time is vital to the success of the program. A detailed account of prospective tenants should be kept for future follow-up and reference. The "canvasser" should be provided with a thorough leasing package containing basic leasing information that can be left with the prospective tenant. Canvassing in the "Fuller Brush" method, it works on the numbers game. If you make enough calls, you are going to sell the brushes or lease the center.

## 4. Let Your Fingers Do The "Leasing" Through The Effective Use Of Yellow Pages

A Yellow Pages Directory can be an excellent source in providing potential tenants leads, particularly when used in conjunction with an organized leasing program of telemarketing and mass mailings. The Yellow Pages are broken down into category (use). They quite often list all of the retailer's locations and usually the size of the ad is an indication of the aggressiveness of the

retailer.

5. Mobilizing Your People Resources For Trade Area Blitzing  
Blitzing is a concept of mobilizing your "people" resources for the purpose of launching a well-organized canvassing blitz for retailers within a clearly defined trade area and for a specific period of time. Blitzing is particularly suited to addressing problem leasing situations. Teams are organized comprising both experienced and inexperienced personnel from within your company. Each team is assigned a specific target area to canvass within a given time frame. Successful blitzes are those that are undertaken in a competitive environment and associated with performance incentives. Detailed reports and follow-up are mandatory for a successful blitz.

6. Getting Your Message Across At Business Opportunity Meetings  
Stage a meeting for local businesses who are logical prospects for your center. Inviting a high-profile speaker to address the "How To" aspects for operating a small business is one way to ensure high turnout by local businesses, particularly in smaller communities. Ideally, such a meeting should be either a luncheon or evening affair with attendance by invitation only. Careful attention must be given to protecting the "legitimacy" of the business opportunity seminar, and the sales pitch for the center kept low key.

7. Franchising-A New Source For Finding New Tenants  
Franchising is one of the "in things" in retailing and is capturing a larger portion of retail sales than ever before. Franchise "Trade Shows" are being staged in most metropolitan areas. They provide an excellent opportunity to make leasing contacts with franchisors who are on the lookout for new sites for their franchise. Franchisors are always looking to attract new investors/operators and the availability of a vacant space in a given trade area provides them with the opportunity to seek a suitable investor. Give or take a few hundred, there are 1,500 franchised retail companies in the United States.

8. Direct Mail- Mass Mailing And Leasing  
Another means of reaching thousands of prospects, but requiring the development and maintenance of an up-to-date mailing list on expanding retailers. The use of direct mail is particularly suited to a multiple-property portfolio, and is most effective when used in conjunction with a well-organized prospective tenant program of telephone follow-up. In addition, mailing lists of local businesses can be purchased from many companies such as New York, NY-based Dunn & Bradstreet, the Leasing Agents Book of Leads, Retail Trends, etc.

9. Teleleasing To Lease Your Center  
The availability of affordable computers and sophisticated communication systems has made it possible to effectively employ the computer in conjunction with the telephone as a means of generating leads. Such systems match prospective tenants to available space broken down by the retailers operating markets, square footage requirements, use, etc. The computer can not only provide a sophisticated "rolodex," but record the retailers showing interest, follow-up dates, etc. Experienced leasing personnel can command salaries of \$85,000 to \$150,000 per year. It's possible to hire young, inexperienced people to do the soliciting over the phone for your property. They usually can be hired for between \$20,000 and \$30,000 per year, plus a "performance" for all deals that are finalized because of their efforts. While they should not be used to close the deal, they can eliminate a great deal of "cold" phone canvassing and give the professional more time to work on the real deals.

10. **Canvassing The Trade Show For Potential Prospects**  
Retail industry trade shows provide an ideal setting to make contacts and generate leads. Some trade shows will exhibit space to "outsiders" and, in the case of new projects coming on stream, such exposure is an excellent way to turn up new prospects. Your booth can be exposed to thousands of retailers within a two-to-three day period. The International Council of Shopping Centers provides the best "Deal Making" events for retail property.

#### 11. **Networking**

Networking is simply a concept of effectively using other people to generate deals (other developers, retailers, business brokers). Until recently, the leasing profession hasn't taken full advantage of networking. In recent years, and with the increase in the development of strip shopping centers, we are starting to see a greater use of networking (I'll show my leads, if you'll show me yours").

#### 12. **Making A Deal With Yourself**

There are occasions and circumstances that might support the concept of the shopping center owner operating a business from his vacant location. The franchising concept today makes it possible for the inexperienced person to get into business and take advantage of such business opportunities. In addition, the cost of a franchise can be added to your rent then subleased to a local "ma/pa."

#### 13. **Selective Use Of Print Advertising**

In large metropolitan areas, newspaper advertising can be a rather expensive means of marketing a vacancy. Small display ads can "pay off" with just one good "lead." On a selective basis, the use of industry publications can be very effective in generating new leads and establishing an "identity" for your company. In addition, local brokers will contact you for tenants they represent.

#### 14. **Short-Term Space Utilization (Temporary Tenants)**

The cost of carrying vacant space in a shopping center can be a staggering burden to the owner. A program of leasing such space out to short-term, temporary tenant space users, can not only offset some of these carrying costs, but creates activity in what would otherwise be unsightly empty space. Short-term space utilization, to be truly effective, should be a separate program and not a leasing responsibility, even though, as stated earlier, many of these so called temporary deals develop into permanent tenancies.

#### 15. **Tempting The Tenant With Incentives**

Anybody with unlimited funds at his disposal can cut a leasing deal with a tenant-it's the astute owner who knows when, how, and to what extent, financial or some other form of incentive is required. Owners faced with difficult leasing situations should be realistic and explore various means and methods of providing incentives. These incentives can include fixturing the store, "loaning" money for inventory, paying a franchise fee, etc.

#### 16. **Free Advertising... Another Way To Make People Know You Have Space Available**

Publicity releases mailed to both local and trade publications are an excellent source of "lead" generation. These "brag" sheets of information pertaining to what's happening in your center or company are an excellent method to inform the retail industry that your property is alive and well and suited to be a "home" to the publications' readers. These releases, ideally, should be no more than two pages, typed, double spaced, include tenants that recently signed a lease or the addition of new

personnel and, if possible, include a black and white (color does not reproduce well) photograph of your center. It should be kept short and to the point, and not go overboard about how great your property is.

17. The Greatest Source Of Leads... Your Current Tenant Portfolio  
Many leasing agents often overlook contacting tenants already located in their center. These tenants should be contacted for three reasons. One, they might desire to expand their store. Two, they are a "database" of information on other retailers looking to expand, providing the proper person to speak with and their type of operation. Usually retailers have friends who are retailers. Three, it makes them feel like part of the "team effort" to lease the center. What we usually do is offer one month free rent to any leads that are finalized into executed leases, or if we are dealing with a store manager, offer a bonus of \$250.

18. So You Want To Be In Pictures

If there is a movie theatre in your center, it might pay to work out a deal where you do a one-minute movie or slide show about the advantage of leasing space in your center. These "advertisements" would be shown before every feature movie. A high percentage of their attendees are probably retailers, brokers or friends of retailers who help get the "word" out that there is space available.

19. Brokers... Underused And Abused

It seems no one likes brokers, neither the retailers nor the developers. But these brokers know more "ma's and pa's" than you can ever hope to, plus they have an ongoing rapport with them. Therefore, while it may not pay to offer an exclusive, develop a working relationship with one or two brokers in your area so that they will be constantly in contact with you to find out what space is available and the "use" you require.

20. Incubator Tenant... A Born Again Way To Lease Your Center

Some entrepreneur developers are beginning to joint venture with either existing retailers who have limited capital or would be entrepreneurs hoping to open a business. In most cases, the developer "puts up" the store space, some leasehold improvements and, in some cases, provides fixtures for the tenant. In return, instead of obtaining any guaranteed rents, the developer would either take a high percentage rent, become equal partners with their joint venture tenant, or if they are taking a substantially reduced rent, end up with 10 to 50 percent equity in the business. This idea only works with an entrepreneur-type developer who can work closely with his tenant/joint venture partner, both in providing input on improving the operation and making sure the books are kept properly.

21. If You've Got It, Flaunt It

Besides leasing signs placed on the property, quite often it is productive to erect a small box, approximately 9"x12", in which a leasing brochure is housed. These brochure boxes can be scattered around the center. On the leasing brochure would be a layout of the center, demographics on the market (i.e. income, population density within one, three and 10 miles, ethnic breakdown and retail sales), the city, state and exact location of the center, as well as whom to contact for more information. Because your center has exposure to thousands of people a week, the more people who know whom to contact, what's available, and are provided with why the center should be investigated for leasing potential, the better off everyone is. The cost of this is minimal, since these boxes usually cost under \$30 to erect and the brochures are \$.05 each.

## 22. Billboards

Billboards are prominently located throughout the major retailing hubs are another way to get potential tenants for your center. While the cost is high, the results are usually excellent.

## 23. On-Site Manager

If your center is large enough to justify a full-time center manager, don't hesitate to educate and then utilize their knowledge of the market to lease. Not only can they work with the prospective tenants who walk in, but they can be taught to canvass.

## 24. Market Research

Know what the strengths or weaknesses of your center are. You should make calls to retailers already in the market to find out why they are not in your center and start to correct your weaknesses. It is also desirable to start a ladies advisory group, which might be between five and 10 women. You can usually find a local church group or an organization who would be more than willing to help. Not only does this create good will, but they can advise you on tenant mix (the type of tenants they're looking for in your center) and why they are/are not comfortable shopping there. Try to get specific names from this advisory group (i.e. Hit or Miss, Dress Barn, etc.), because if the results are good you can go to that tenant and show them that they are wanted in the market.

## 25. The Forgotten Tenants

Two types of tenants are quite often overlooked. One are service tenants such as medical centers, real estate offices, lawyers, dentists, insurance offices, libraries, post offices and print shops. These tenants can be a "draw" to the center and improve your tenant mix. In addition, they usually pay good rents. Two, while it is usually a controversial subject, temporary tenants not only improve cash flow, but quite often can be turned into full-time tenants. Examples include H&R Block, toy stores during the Christmas season or a potential entrepreneur who wants to "test" a new idea before he commits to it.

## 26. No, No, No, No, No, No, No!

One of the most aggressive development companies in the country has a policy that a tenant has to say no seven times before a leasing agent is allowed to accept it as a final answer. The philosophy has much merit behind it.

## 27. Never Say No For The Tenant

Quite often leasing agents have a tendency to make judgements on behalf of the prospective tenant. They feel the tenant wouldn't be interested in the site for whatever reason. ("They're too upscale, the project is middle-class, or they don't have the capital to expand, etc., etc., etc."). That's not the way to lease your center. The most productive way is to talk to anyone and everyone, and let the retailer determine if they're interested or not in the project. After the retailer tells you they're interested, that's when everything should be done to expedite the deal.

## 28. Local Newspapers- If They Advertise, They're Usually Aggressive

Go through your local newspapers everyday to see which retailers are advertising. It's both a good "directory" for finding prospective tenants, plus to some extent they are pre-screened, since usually only the more aggressive retailers advertise.

## 29. State And Local Magazines

These types of publication, such as The New Yorker or Atlantic Monthly, etc., quite often have feature articles on unusual retailers and carry advertisements by high-end and specialty

tenants whose addition to your center might add that needed "flair." Go through them, find out who's advertising, contact them by phone and follow-up by mail.

### 30. Trade And Industry Publications

Trade publications such as The Dealmakers, Shopping Center World, Real Estate Forum, Shopping Center Digest, Carlson Report, Value Retailing News, etc., all carry both a combination of leads on prospective tenants and articles. The retailers should be contacted immediately and a follow-up letter sent. Industry publications, such as Mass Merchandiser, Electronics World, Women's Wear Daily, etc., are geared to specific industries and retailers. These publications are, again, another source of leads and can keep you abreast of who is doing what, where and how. (Call us for a complete list).

### 31. It's Better Business To Know The Better Business

Contact your local newspapers and better business association. They are usually aware of which retailers are looking to expand into your market and provide an excellent source of leads. In addition, both can provide pertinent demographics and quite often a map of your location, along with a list of all the shopping centers operating within your trading market. Newspapers traditionally have the best retail maps, since they're attempting to sell advertising to retailers.

### 32. Follow-Up Letters

Just because a tenant says "no" to you doesn't mean that a follow up letter shouldn't be sent after a phone conversation. The letter should be brief, thanking them for their time. Enclosed should be information of the sites that you have discussed, as well as a note stating that if there is ever an interest, please feel free to call. If you have general information on your company, that should be enclosed also. Retailers can either change their mind or possibly provide another tenant with the information you've sent. The cost of these letters is minimal, especially if word processing is used.

### 33. Education Is The Best Policy

Educate your entire company on every project in which you are involved. Not only do they have friends and associates, but whenever they have contact with prospective tenants, they will be more professional and educated, which in the long run makes it easier to sell both your company and your center.

### 34. If It's Bad, Change It

If your center has a negative image in the community, sometimes the smartest and easiest way to reposition it and make leasing easier is to rename the center. The major cost involved is changing the pylon and center directories. Other costs, such as stationary, are usually nominal.

### 35. Sell The Sizzle, Not The Steak

If you're doing a new development or redevelopment, set up a leasing trailer or, in an existing center, take one of the vacant stores and turn it into your leasing office. Have renderings and/or models of the new center or the changes, show the proposed carpeting, marquee, pylon, lighting, etc. Make where you will be meeting the tenants your "conference room." It should have an exciting, pleasant atmosphere where they can visualize everything you are talking about.

### 36. Home Movies... The Approach To Leasing

With the popularity of VCRs and the substantial drop in the cost of producing a video, it might pay, if you have a center large enough, to look into creating your own video. The video should include information on the market, what's happening, the people,

the existing shopping center and rendering or model of the new center. The rendering could be incorporated into the video. You can use the video both for in-house presentations and for mailings to selected retailers. The cost of reproducing a video is usually \$3 to \$4.

#### 37. Ethnic Centers, They Work

Sometimes a center has a bad image for various reasons, or just can't be leased because of competition. You might look into conversion of the property into an ethnic center. In order to do a successful conversion such as this, a careful study of the area demographics is essential and you should plan on doing much more hand-holding than normal. If you decide to develop an ethnic center, you should advertise in the appropriate publications, such as Black Enterprise, Amsterdam News, Jewish or Italian publications, etc. You name it and someone publishes a newspaper or magazine geared to that specific group.

#### 38. The SBA, It's Still Alive, Just Not Prospering

The Small Business Administration is still around and still somewhat active. In a more difficult leasing environment it would pay to establish a rapport with your local SBA office for two reasons. One, there is a possibility that someone has been to the SBA office and expressed interest in opening a retail store in your area. Two, if and when you find a retailer who is interested in your center, they could be of assistance in providing funds or guaranteeing funds through a local bank.

#### 39. Owning The Store, Not The Best Way, But Sometimes The Only Way

In specific cases where you cannot attract an anchor and therefore cannot attract the specialty stores, it might pay to buy a retail store. An example of this is U.S. Factory Outlets. The stores are landlord-owned operations. The owner invested between \$400,000 and \$750,000 with the anchor occupying between 15,000 and 25,000 sq.ft. While hopefully you'll get a return on your investment, the prime reason for leasing space is that this type of anchor acts as a magnet to bring specialty stores into the center. Specialty stores are the true profit generators. In addition, these owner-owned stores can begin to change the image of the center and make it a vibrant shopping environment once again.

#### 40. Specialty Centers

When you win, you can win big. But when you lose (which is more often than not) you lose big. Again, for turnaround situations where conventional leasing does not work, conversion into some sort of specialty center might be the way to go. Examples would be an off-price outlet center, auto mall, etc. This requires careful study of the market, from both a competition and demographic standpoint. Find out what's not being sold in the area and why. If the area is middle-to-upper-middle income without a great deal of off-price retailing, it might be beneficial to convert the center into an off-price/outlet center. If it's a high-income area, a fashion center with the "Gucci's and Gotchi's" would be good. If it's a preppy area, conversion into an entertainment complex with a 12-plex or 15-plex movie theater, restaurants, health spa and other forms of recreational shopping would be a good idea. Unfortunately, unless carefully and properly done, these centers fail more than they win. Sometimes when the center can't be leased under normal conditions, it might pay to looking into investing high dollars into leasehold improvements for tenants such as a doctor or a dentist. They require substantial "up front" dollars. You spend it and build it into their rent, but you have an "edge up" on the competition.

#### 41. Fishing, It Has Potential

If you've canvassed your market looking for the anchor with which to do a redevelopment or new development and there are none, it might pay to start canvassing surrounding states. Try to convince an anchor from a different market to enter your area. This is an extremely difficult process and can take a long period of time to finalize. But it can work. Very few stores want to operate with only one unit. They look for the cluster approach and therefore you might have to become their unpaid "broker," finding them other locations in order to keep their advertising, shipping and supervision costs to a minimum.

#### 42. The Great Unknown

If you're doing a new development and many of your tenants are locals with whom the nationals would not be familiar, prepare a fact sheet of who is coming into your center and what they do. That way, a women's ready-to-wear tenant with whom you made a deal and you know who will be a draw for your center, can be promoted to your regionals and nationals to assist in enticing them in.

#### 43. The Wish List

Self-fulfilling prophecies have much truth in them. It always pays, for a new center in particular, to develop a leasing plan showing the type and location of every tenant you want in your center. If you want to be aggressive, put in names (The Gap, Dress Barn, etc.). Color-coordinate so that green is apparel, purple is shoes and red is the hardgoods, etc. When you are mailing out your leasing plan to prospective tenants, they will get an idea of what your objective is and where you feel their use is best located.

#### 44. Be Famous And Lease More Space

There are a number of both television and radio channels that are either exclusively business-oriented or have shows geared toward the business community. Usually, for a nominal fee or if your story is really interesting, you can be a guest on one of these shows. The best approach to getting on one of these shows is to give a general talk on site selection and shopping center development, both hot topics, and then give a "soft" sell for your particular project. In addition, there are numerous trade shows (housewares, apparel, gifts, etc.) held in every metropolitan area throughout the year. Volunteer your services as a free speaker to inform the retailers on lease negotiations, site selection, watching out for the "traps" that develop, or developers that might try to "get something over on them."

#### 45. Bartering Has Socially Redeeming Value

Regarding "troubled" property, it might pay to looking into bartering. For example, if your company pays large insurance premiums, it might be beneficial, both to your insurance agent and you, for them to open up an insurance office in your center. If they are not willing, you can inform them that you might be able to find a more "cooperative" agency. They pay a fair market rent and keep your business. You have an agency with which to deal and also have another store leased. Another example of bartering is to put a real estate office in your center. They have reduced rent and can work on leasing your center (on a non-exclusive basis) at a reduced commission. This also applies if your company is a large computer user. You might be able to trade off "free" rent for computers. You fill up the center, make it more vibrant, are able to buy your required office equipment, with truly no cash, and the computer store ends up with favorable terms. It's a win-win situation.

#### 46. After You Make A Deal, Make Another

Quite often you find one tenant who is interested in opening up a

store in your center and the difficulty is agreeing upon rent. Make him a salesman for your company. Offer an incentive, such as \$1 per sq.ft. less rent for every tenant he brings to you with whom a deal is finalized. There should be a cap of \$2, \$3 or \$4 per sq.ft. on their "incentive" depending upon your center.

47. Your Banker: He Has More Than Just Money, He Has Information  
Your local banker has more than just money, he has information and contacts. In many cases they're aware of whom is looking to open a retail store. Developing a rapport with your banker will enable him to send referrals to you. Both parties win. They have a source to loan new funds and you can have your tenant.

48. Jobbers-They Can Get The Job Done  
Most retail firms purchase their goods through either jobbers or distributors (a small drugstore cannot buy directly from Timex if they're only ordering five at a time). These distributors and jobbers usually have the best data-base on local retailers. Take them out to lunch, "wine and dine" them, and see what you can do to obtain their mailing list.

49. Put A Manufacturer Into Business  
In almost every region of the country there are manufacturers of apparel, hardgoods, gifts, etc. who have surplus goods and over-production. While most of them have contemplated opening up a factory store, the vast majority of them have been reluctant to do so. You can usually purchase, for under \$200, a list of every manufacturer within a tri-state area of your site. Do a mailing and phone solicitation to see if they're interested in opening up in your center and entice them in with leasehold improvements, including fixturing and retail management assistance. It's a long shot, but it can pay off.

50. The Ma/Pa Lease; The Easy Way To Do It  
It might pay to develop a "ma/pa" lease that is four to six pages, eliminating most of the "boiler plate" that is in a conventional lease, since in the majority of cases the "ma and pa" have no assets. If they are in default of their lease or decide to leave at midnight, you're not really giving up that much. The advantage of a "ma and pa" lease is that when you are canvassing or trying to make a deal, you can have them executed "on the spot" instead of having to see a lawyer. Unfortunately, "buyers remorse" quite often sets in and more deals get away than are made. By being able to close when the tenant is interested ensures a higher probability of filling up your space.

51. Have Them Pay You To Advertise  
Sometimes, in order to entice a tenant in, it might pay to offer them, for the first few years of their lease, a slightly lower than market rent (i.e. if the market is \$10 offer an \$8 deal) and then reimburse \$6 per sq.ft. for advertising if your center is promoted in all their ads. It's an attractive package to a retailer, additional funds are spent on advertising your center and it gets your center's name across to both the consumer and additional retailers.

52. Be A Banker  
Sometimes there is a local retailer who is interested in your property but does not have the funds to expand. It might pay to guarantee a loan from the bank to them with limits on your liability (i.e. they're borrowing \$100,000 and you have a \$50,000 limit, but you have collateral on their merchandise). Indirectly you're setting up a consignment sale situation and you're fronting the dollars. This "tool" is usually desirable in turnaround situations only. (Caution, don't do this often.)

53. Be A Joiner, That Way You Can Be A Doer

For years insurance salesmen have known the benefit of joining the local Kiwanis Club, church and synagogue groups. You or your leasing personnel should be actively involved in your community with one or several organizations. It gives you or them a chance on a social basis, to promote your property.

#### 54. If Things Are Tight, Go Back To School

If you're having difficulty leasing, contact the local universities, colleges and private education institutions. They quite often need additional classroom space and a shopping center would be ideal. This also applies to your local government offices such as Social Security, Post Office, etc. They are not the best tenants, but they keep the rent coming in, which keeps the center together.

#### 55. Go To The Dogs Or At Least The Fleas

If you have a large anchor space that no one wants and you can't subdivide, research the possibility of a flea market. While this does not have the drawing power of a traditional anchor, if the store is 80,000 sq.ft. or more it can generate substantial cash flow (\$4 to \$5 per sq.ft. above operating costs) and at least help the center on the weekends. In addition, it keeps the project alive until you can find a replacement tenant, as the flea market tenant usually operates with a short-term lease.

#### 56. If The Competition Has It, Flaunt It

If there's an extremely successful shopping center in the same trading market as your center, lease a billboard promoting your center located as close to that center as possible. The exposure to the retailer who would like to be in that center should have some "spill off," enticing them into coming into your center.

#### 57. Your Competition Is A Great Source Of Leads

Always contact all the shopping centers in your trade area (0 to 5 miles) and offer space to all their tenants. Check trade directories such as Directory of Shopping Centers and the Directory of Major Malls. They list all of the shopping centers in the country and, of course, that includes your area. Make sure that you contact all of their tenants.

#### 58. Flying High In The Sky

Large inflates attract attention and can be useful in leasing. For \$300 to \$400 an inflate, your leasing message and phone number can be placed on the roof of your center, providing attention so a prospective retailer can contact you.

#### 59. Fax It!

Almost everyone has a fax machine today. Before cold calling or after a conversation, fax the literature, then mail it. The fax today is like yesterday's telegraph; everyone gives it their undivided attention. Today, for less than \$50, you can produce software that allows you to "Broadcast Fax" to thousands of retailers the same leasing information, cost is usually lower than a direct mail campaign and more effective.

#### 60. Visit Beauty Shops

Spend time with the manager if the owner is not around. Managers almost always dream of opening their own stores.

#### 61. Small Tenant Offers

Offer small tenants completely finished stores, including carpet and paint, so they can get into business easily and quickly.

#### 62. Visit Unanchored Centers

Consider buying out short-term leases, if practical, so you eliminate the main objection to relocation. You might couple this with two months at half rent, if necessary.

63. Lower Initial Rent

Consider increasing a low initial rent over a three-to-five year period. Explain, "As your business increases, your rent adjusts as well, when you can best afford it."

64. Offer "Kick-Out" Clauses

Tie a reasonable volume such as \$50 or \$75 per sq.ft. after 12 to 18 months. Be sure to make him pay any improvements before the kick-out is activated. Inertia will make it difficult to leave if he's doing a reasonable amount of business.

65. Act Convincing

Convince your prospective tenant that even though your per sq.ft. rent is higher, he can afford it by reducing his store size. Visit his existing store, analyze his wasted space and convince him that the 1,000 sq.ft. you offer is more effective than the 1,500 sq.ft. he presently occupies.

66. Know the Traffic Counts

Know the traffic counts generated by the anchors so you can show the tenant the traffic flow (15,000 people per week pass the supermarket, for example). Do not exaggerate. The purpose is to show him more real traffic in your center than the center where he is.

67. Have A Thorough Knowledge

Know the demographics and provide them to your potential tenant. The number of new electrical hookups, for example. How about new automobile registrations, or the number of children in elementary grades, if it is pertinent. However, do not overkill them with too many facts.

68. Be Creative

Can you be creative with free rent? How about two months at half rent, with the 12th and 18th months free (if he stays that long)?

69. Forget It

Forget two, three and five-year leases. Why not 12 months, 18 months, etc.?

70. We Call It Teleleasing

Telephoning is a great way of starting a relationship with a potential tenant. For \$70, you can purchase the entire U.S. Yellow Pages on a CD. Then, with just a few keystrokes you can search and retrieve certain information on any specific use within any defined radius of your center (i.e. all pet shops within 20 miles or develop a mailing list of all retailers within a given zip code).

71. Use The Information Highway

If you're computer literate, you can "canvass" and post free "ads" on the World Wide Web, Newsgroups and E-Mail Forums. Reach thousands of real estate professionals instantly and inexpensively (see enclosed article).

72. If All Else Fails, Call Us

If you've tried all of the above and you still can't lease your center, call TKO Real Estate Advisory Group, Inc. (609-587-6200).

If you would like our brochure on "Broadcast Faxing for Shopping Centers" leasing/sales or a copy of our weekly newsletter (hard copy only) call 609-587-6200 and request it be Mailed to you