PLATTEVILLE, WISCONSIN

Platteville Main Street Program
20 S. Fourth Street
Platteville, WI 53072
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http://www.plattevillemainstreet.com/
Contact: Cheryl Zmina, Program Manager

AVAILABLE LAND/BUILDINGS

1. **FOR SALE** 133-137 E Main, Jerry Schliem—owner, 608.348.9577 3 filled retail spaces on main level, 5 apartments in upper level. Selling Price: $282,000.
2. **FOR SALE** 85 W Main, Betty Cauffman—owner, 608.822.3190 3 filled retail spaces on main level, 5 apartments in upper level. Selling Price: $350,000.
3 **FOR SALE** 180 W Pine, Matt Melby—owner, 608.348.2121 Beautiful historic space located on busy intersection with parking. Approx 2400 sq ft commercial on main floor, housing on upper level. Finished basement with elevator. Selling Price: $385,000
4. **FOR SALE** or **LEASE** 95 N Second, Randy Grimes—owner, 608.348.3373. Resturant/tavern on main level; 9 upper floor housing units. Contact Clayton Real Estate for more info.

AREA DEMOGRAPHICS

Range	5 Miles	10 Miles
Population	13,586	21,934

The defined trade area in the Platteville Market Analysis shows a population of 29,000 residents. Since 1990, the population of the Platteville defined trade area has increased 0.7%--below the state of Wisconsin rate of 7.2%. Market and US census studies indicate that growth will be steady and the population stable.

Households (HHS) 10,781 (1999 trade area)

Housing (2000 Census)

% Owned	52.1%
% Rented	47.9%

Owner-occupied units 1,633		**Renter-occupied units 1,605**	
Percent	Home Value	Percent	Gross Rents
11.2%	$150,000-$500,000	10.2%	> $750/\month
27.1%	$149,999-$100,000	22.6%	$500-$750/month
55.8%	$ 50,000-$ 99,000	42.9%	$300-$499/month
5.9%	<$50,000	21.3%	$ 0-$299/month
Median value	$88,100	Median rent	$437/month

Income & Wealth

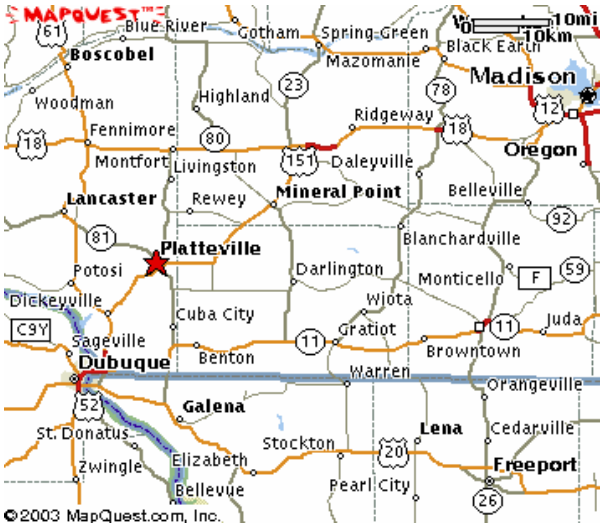
Median HH income $35,742
Median HH wealth $50,583

REPRESENTATIVE MARKET

- Ashley Furniture
- Avista
- Ben Franklin Crafts
- Farm & Fleet Co.
- Heiser Ace Hardward
- Kmart
- Wal-Mart Supercenter

Dick's Supermarket
Lifeline Amplifications
Maurice's
Menard's (under construction)
Radio Shack
SW Health Center
Healthy Downtown Mix

Main Street Traffic Count: 4500 (Water to 2nd) and 5600 (Chestnut to Elm)
Hwy 80/81 Traffic Count (Water Street): 11,000 north of Alden and 12,700 south of Alden.



ACCESS & TRAFFIC

Platteville, WI is a Main Street Community located in the driftless area of Southwestern Wisconsin. Blessed with beautiful architecture in its Main Street area, most of the downtown was designated as a Historic Main Street Commercial District by the National Trust for Historic Preservation in 1990. In addition to its unique architecture, downtown Platteville has an interesting combination of retail shops and services available to meet the needs of community members and visitors. Downtown boasts shops dealing in antiques and collectibles, gift and specialty items, computers, music, pharmaceuticals, sporting goods, office supplies and stationery, bridal and formal attire, jewelry, flowers and plants, clothing, hardware and building supplies. It also has several restaurants and a local coffee roaster/coffee shop, 2 museums, a gallery and movie theatre.

The community also has a well-developed industrial park, business incubator, numerous retail and service businesses, two libraries, an excellent school district, new state-of-the-art health center and the University of Wisconsin Platteville.

Three exits provide easy access to businesses, restaurants, entertainment, industry and UW Platteville from the newly completed Hwy 151 four lane.

ASSETS & SPECIAL FEATURES

- **Cultural Resources**
  Center for the Arts
  Harry Nohr Gallery
  Historic Encampment
  Historic Murals
  Mining Museum
  Municipal Auditorium
  Rollo Jamison Museum
  Rountree Gallery
  Point of Beginnings Heritage Area
- **Educational Resources**
  UW Platteville: 6000 students, 750 employees
  Excellent public and private schools
- **Outdoor Resources/Activities**
  Aquatic Center
  Bike & walking path/rural roads for biking
  11 campgrounds in surrounding area
  13 city parks, including a skate park
  Quality trout streams
- **Plans/Reports**
  2003 Comprehensive Plan
  2001 Market Analysis & Consumer Focus Report
  1998 University Economic Impact Study