

**COTTAGE GROVE
DEMOGRAPHIC CHARACTERISTICS
AND
RETAIL SALES POTENTIAL**

**Prepared for
City of Cottage Grove**

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COTTAGE GROVE RETAIL POTENTIAL

Cottage Grove's two retail areas serve the growing southeast Twin Cities Metropolitan Area. Cottage Grove, established in 1843, has a rich heritage and an expanding future. Factors that support retail and service development in Cottage Grove include:

- ◆ Cottage Grove's retail areas, anchored by Target, Kohl's, Cub Foods, Rainbow Foods, and Menards, contain 63 retail stores and 76 service establishments.
- ◆ Cottage Grove's trade area had a 2008 population of 84,064 living in 30,758 households, which are projected to increase to 34,150 in 2013.
- ◆ Average trade area household income was estimated at \$85,084 in 2008 and is expected to increase to \$96,413 by 2013.
- ◆ In 2008, over half of trade area households had incomes above \$75,000, which is expected to increase to 60 percent by 2013.
- ◆ Trade area households with incomes above \$100,000 in 2008 were estimated at 10,560 and are expected to increase to 14,541 in 2013, a 6.6 percent rate of growth.
- ◆ In 2008, 17,433 trade area residents had a college and/or a graduate degree. This group is expected to increase to 21,497 in 2013, a 4.3 percent annual increase.
- ◆ Over half of the trade area population will be in the prime working age of 25 to 65 in 2013.
- ◆ Homeownership exceeds 90 percent in Cottage Grove and 81 percent in the trade area.
- ◆ Nineteen major area employers have an average of over 5,500 employees.
- ◆ Cottage Grove employment was 6,673 and trade area employment was 24,148 in 2008.
- ◆ Cottage Grove's two retail areas benefit from high traffic counts on Highway 61: 40,500 average daily trips at 80th Street and 32,500 trips at Jamaica Avenue.
- ◆ Highway 61 has been upgraded to freeway status by recently completed interchanges improving regional access.
- ◆ Regional access will be further increased by completion of the expanded I-494 river crossing and interchange with Highway 61.
- ◆ Improved accessibility will increase business and residential development within Cottage Grove's trade area.

Cottage Grove's positive economic attributes, trade area population, and upper income households provide support for expanded retail stores, restaurants and services.

Significant trade area demographics are contained in Tables 3 through 12. Demographic comparisons are also provided for City of Cottage Grove, Minneapolis-St. Paul MSA and United States. Full demographic comparisons are attached.

80TH STREET RETAIL AREA



Anchored by Kohl's and Rainbow, this retail area contains 36 retail stores and 45 service establishments and has land for more.

Traffic counts on Highway 61 average 40,500 daily trips north of 80th Street and 32,500 daily trips to the south. Daily traffic counts on 80th Street or 23,200 east of Highway 61 and 21,500 to the west. Daily traffic counts on Highway 61 are estimated at 62,000 and 52,000 trips north and south of 80th Street, respectively.



Table 1
80TH STREET RETAIL AREA
TRAFFIC COUNTS; 2007 AND 2030

Location	Actual 2007	Estimated 2030	Percent Change 2007-30
Highway 61*			
North of 80th St	40,500	62,000	53.1 %
South of 80th Street	32,500	52,000	60.0
80th Street S.			
East of Highway 61	23,200	25,000	7.8 %
West of Highway 61	21,500	24,000	11.6

* Traffic counts are for 2006.

N/A: Not Available.

Source: Minnesota Department of Transportation and McComb Group, Ltd.



JAMAICA RETAIL AREA



The Jamaica retail area, anchored by Target, Cub Foods, and Menards, is expanding south toward Keats Avenue. The area includes 30 retailers and 32 services.

Traffic counts on Highway 61 averaged 32,500 north of Jamaica Avenue and 28,500 south of Keats Avenue in 2006. Traffic counts averaged 19,400 on Jamaica east of Highway 61. In 2030, average daily traffic counts on Highway 61 are estimated at 52,000 north of Jamaica and 38,000 south of Keats Avenue.



Table 2
JAMAICA RETAIL AREA
TRAFFIC COUNTS; 2007 AND 2030

Location	Actual 2007	Estimated 2030	Percent Change 2007-30
Highway 61			
North of Jamaica Ave	32,500 *	52,000	60.0 %
South of Jamaica Ave	24,100 *	N/A	N/A
South of Keats Ave	28,500 *	38,000	33.3
Jamaica Avenue			
East of Highway 61	19,400	21,000	8.2 %
West of Highway 61	9,300	N/A	N/A
Innovation Rd./Keats Ave.			
East of Highway 61	5,600	22,000	292.9 %
West of Highway 61	2,800	N/A	N/A

* Traffic counts are for 2006.
N/A: Not Available.

Source: Minnesota Department of Transportation and McComb Group, Ltd

