



Small Business Times  
Commercial Real Estate &  
Development Conference:

“Back to the City”

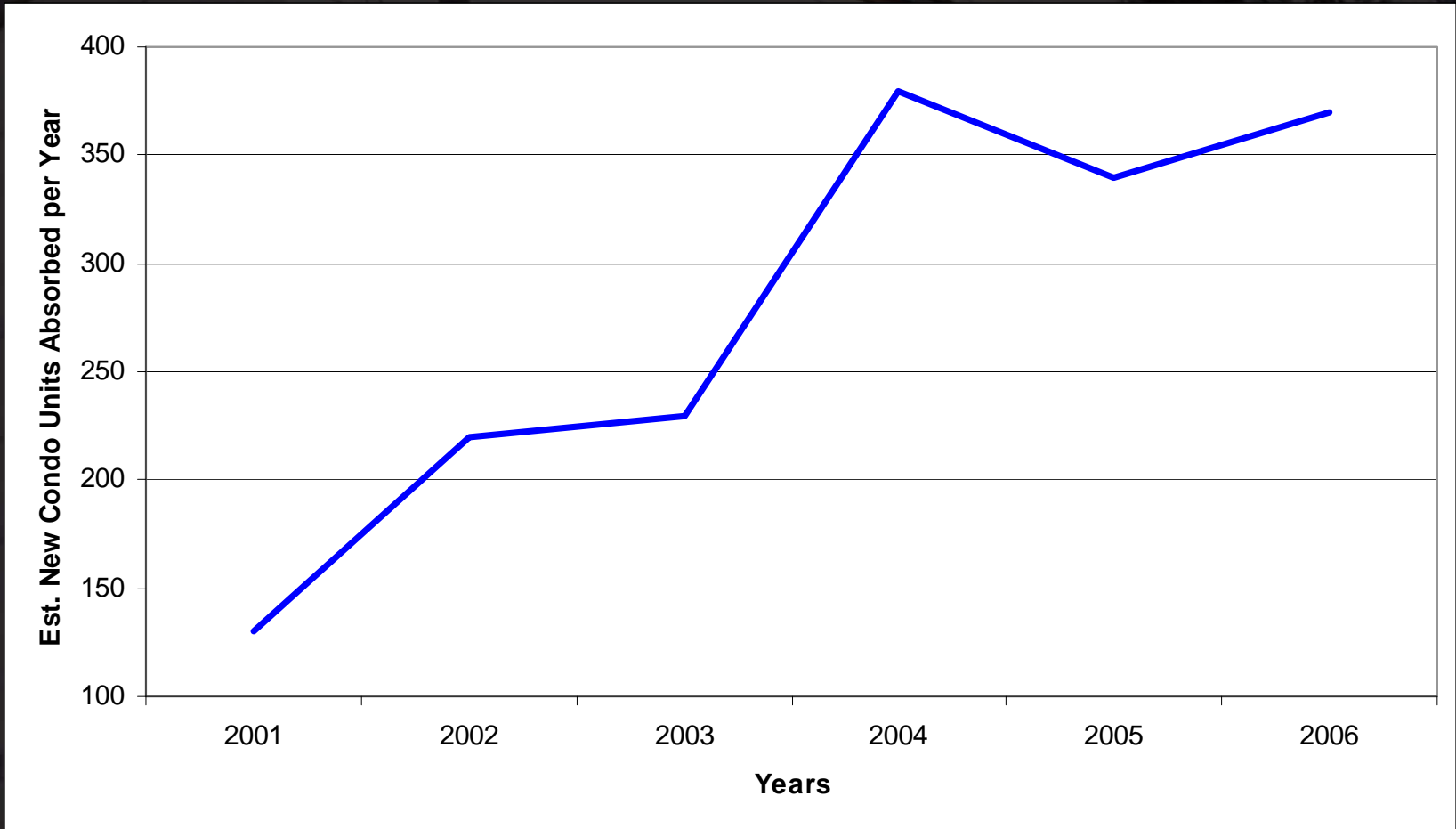
**November 8, 2007**

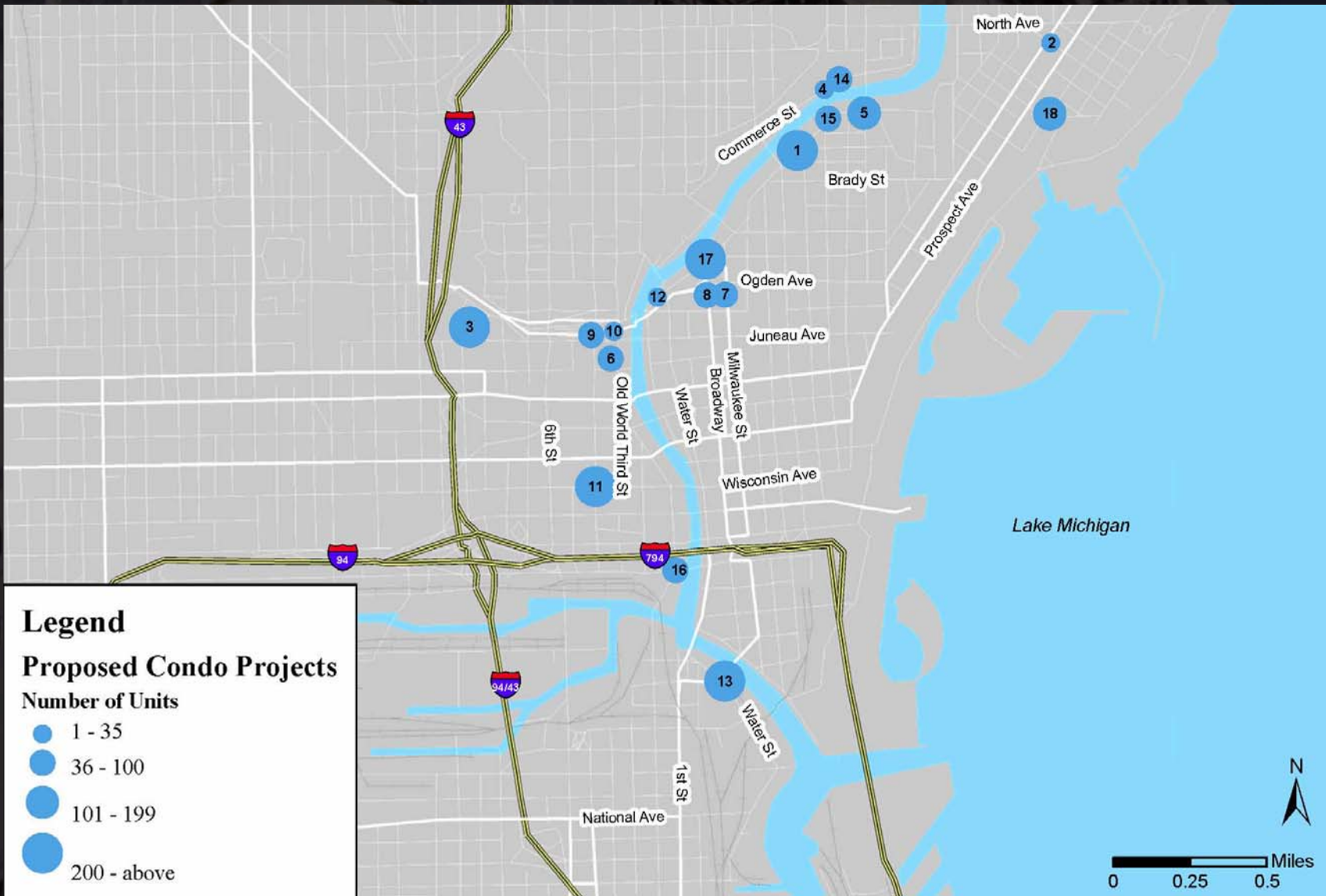
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# Spring 2007 Study

- *SBFCo* evaluated condo, apartment, office, and retail uses
- Hotel analysis performed by sub-consultant
- Evaluation of Park East buildout dynamics and timing
- Recommendations on prioritizing public resources to assist catalytic development

# Estimated New Condo Absorption





# Households Earning over \$100,000 per Year in Milwaukee County

## 2000 to 2006 Estimated

	2000	2006	Total Growth	Annual Growth
Young Professional	7,250	5,753	(1,497)	(250)
Empty Nester	13,866	18,611	4,745	791
<b>Total</b>	<b>21,116</b>	<b>24,364</b>	<b>3,248</b>	<b>541</b>

## 2006 to 2011 Projected

	2006	2011	Total Growth	Annual Growth
Young Professional	5,573	8,003	2,250	450
Empty Nester	18,611	27,742	9,131	1,826
<b>Total</b>	<b>24,364</b>	<b>35,745</b>	<b>11,381</b>	<b>2,276</b>

Source: ESRI, S. B. Friedman & Company

# Office Market



# Office Strategies

- Continue to pursue additions of corporate headquarters and other new tenants
- Consider strategy of systematically upgrading the quality and concentration of Downtown stock
- Seek parking efficiencies through sharing, strategic location
- ***Expand transit system!***

# Minneapolis



# Salt Lake City



# Houston



# Austin



# Light Rail: National Context

	Metro Population: 2005 [1]		Central City Population: 2006/7 [1]		CBD Jobs: 2000 [2]	Transit Share of CBD Commute: 2000 [2]	Light Rail In 1999	Current Light Rail Status
	Total	Per Sq Mi	Total	Per Sq Mi				
Minneapolis	3,142,779	518	369,051	6,722	105,400	30.0%	No	In Service
St. Louis	2,778,518	321	347,181	5,609	72,800	11.0%	Yes	In Service
Cleveland	2,126,318	1,061	406,427	5,237	100,300	19.0%	Yes	In Service
Portland	2,095,861	314	539,950	4,020	79,600	29.8%	Yes	In Service
Sacramento	2,042,283	401	438,246	4,509	64,800	12.3%	Yes	In Service
Kansas City	1,947,694	248	432,773	1,380	46,700	5.9%	No	Planned
Columbus	1,708,625	429	718,477	3,416	88,800	7.8%	No	Proposed
Charlotte	1,521,278	491	648,387	2,676	52,800	4.3%	No	Construction
<b>Milwaukee</b>	<b>1,512,855</b>	<b>1,036</b>	<b>602,782</b>	<b>6,272</b>	<b>64,100</b>	<b>11.6%</b>	<b>No</b>	<b>Proposed</b>
Austin	1,452,529	344	717,100	2,851	86,000	3.8%	No	Construction
Salt Lake City	1,034,484	108	180,298	1,653	42,900	11.8%	No	In Service
Albuquerque	797,940	86	493,438	2,732	N/A	N/A	No	Proposed

[1] Source: US Census (using area data from 2000)

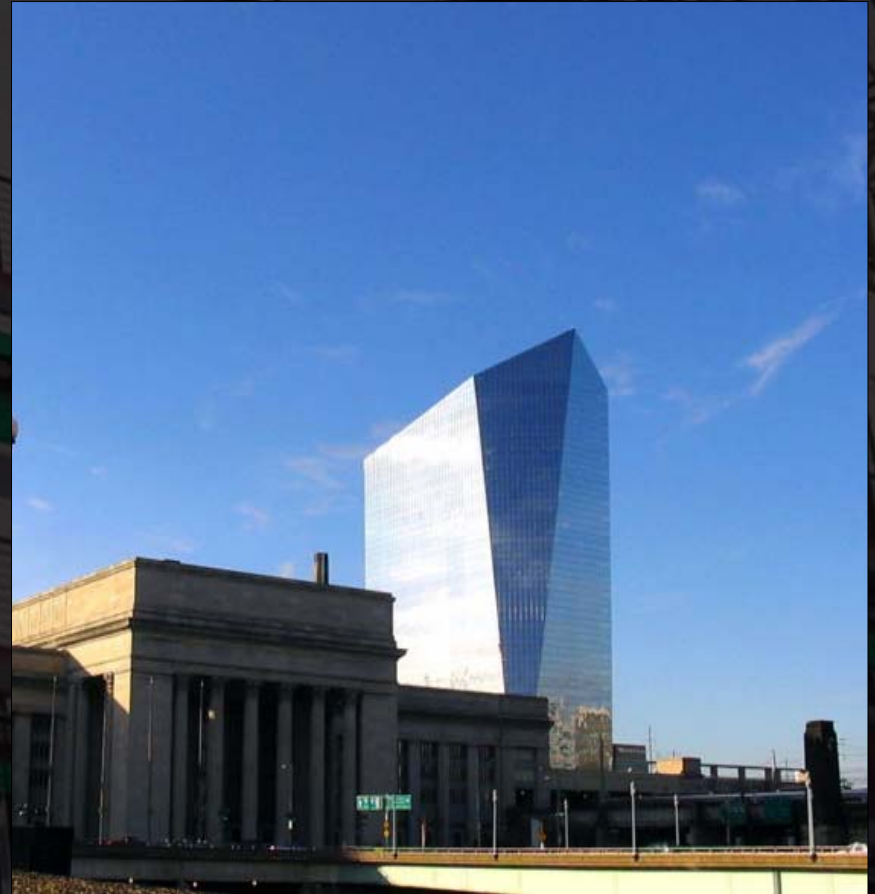
[2] Source: Demographia

# Chicago/Milwaukee Megacity: The Philadelphia Analogy

	Minutes by Train	Daily Trains
Philadelphia to New York	85	80
Milwaukee to Chicago	89	7

- Daily rail commuters:  
Phila to NYC: 8,000
- Net in-migration from  
NYC to Phila in 2004:  
11,500 people (!)

Source: NY Times and economy.com



# What Rail Can Do for a Downtown

- Concentrate real estate investment at key nodes
- Increase accessibility/“commute-shed”
- Make peak hour travel times predictable
- Make accessible to a broader demographic



# What Downtown can do for a Region

- Center for face-to-face communication, knowledge transfer, and innovation
- Cultural, civic, recreational hub
- Define the metropolitan identity
- The best marketing tool a region can have