

Site Analysis

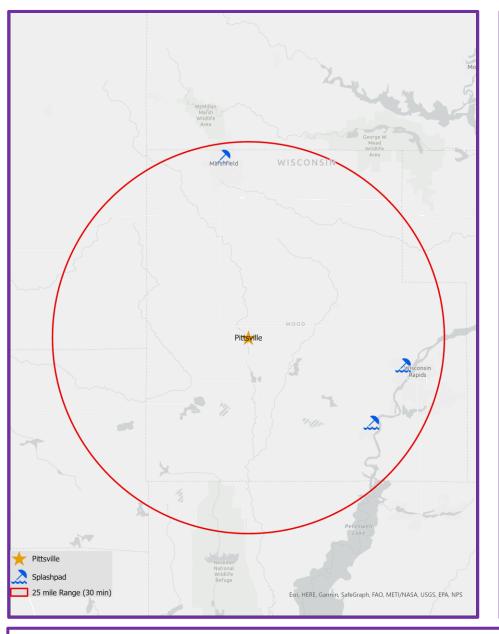
Summary

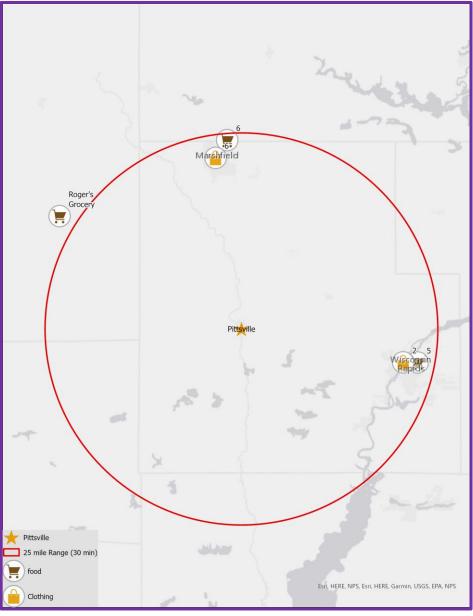
Based on the first impressions and precedent research the following concepts were analyzed. The viability of putting in an EV charger, the different areas where we could put a business incubator, and the range that people must go for a splash pad as well as the impact of adding one to the farmers market area.

Development & Growth

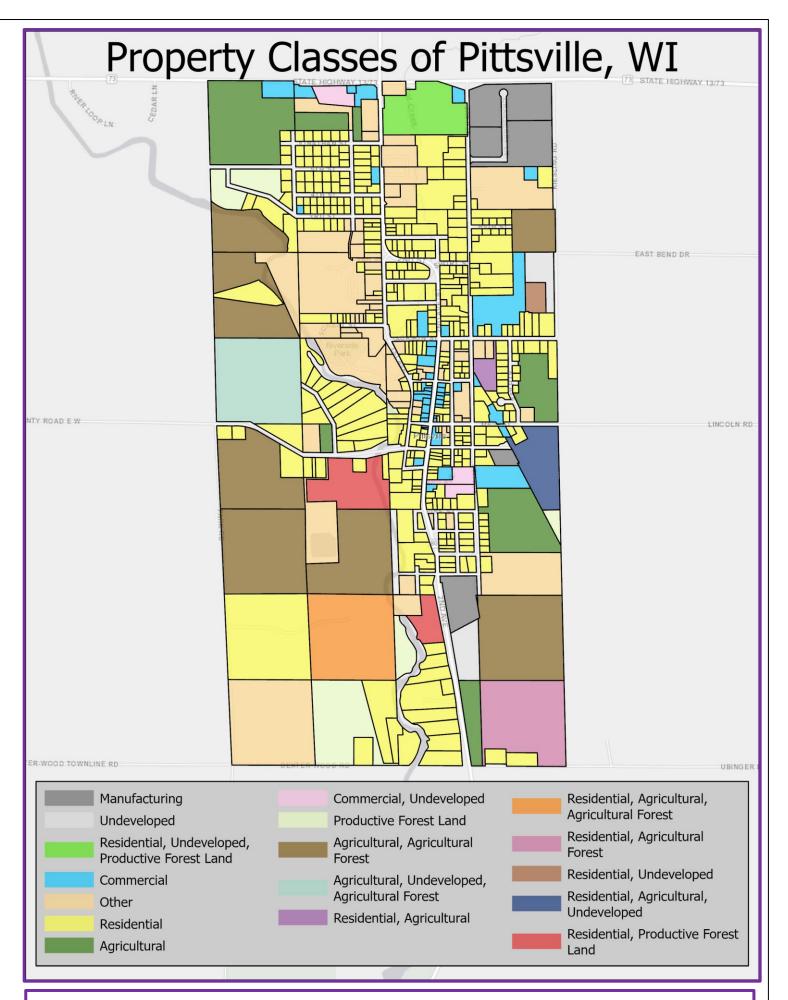
The population of Pittsville, WI as of 2021 is 813. There has not been any significant population growth, but there also has not been a decrease. However, the population is aging, and income of residents has gone up. The median household income in 2021 was \$54,867 compared to \$41,964 in 2000. The city has 9 local retailers. This led us to recommend adding a business incubator to allow for a lower cost of entry to start a business. After conversing with residents, we understood that there was an ebb and flow of businesses. If a large building (7 thousand square feet) goes out of business, we would recommend implementing this idea. There are no business incubators in Wood county, and this could be a great way to draw entrepreneurs to the city.

Recreation & Required **Commercial Activities**



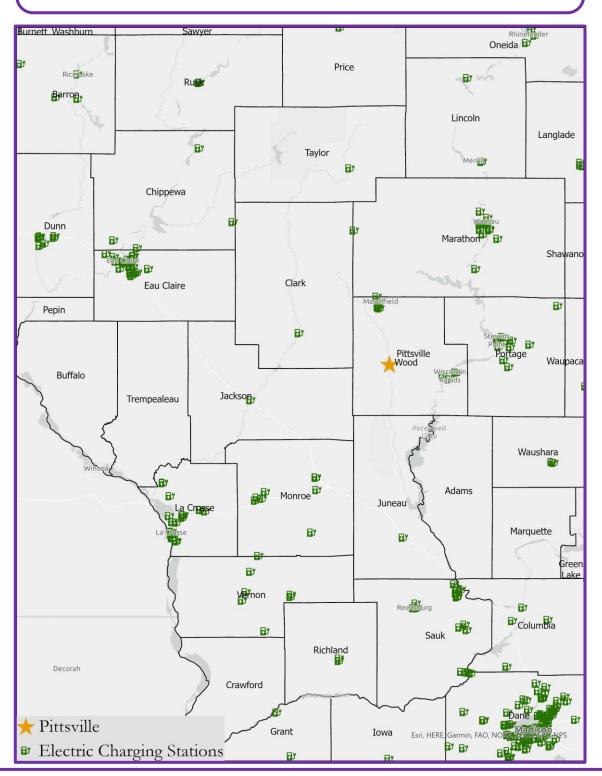


There is currently a 30-minute drive to any water recreation area, food or clothing and many other commercial amenities. The need for these areas was explained to us when we conducted the charrette process and the first impressions survey. Adding these locations is a great way to create gathering spots and make living in Pittsville a more sustainable and affordable community.



Pittsville is made up of many different property classes. The downtown area is primarily classified as commercial. And the remaining areas of the city are predominantly residential.

EV Charging



The addition of an electric vehicle charging station has potential to increase traffic through the town, while also increasing tourism.