

Commercial / Retail Market

Belle Plaine, MN

Location

Belle Plaine is conveniently positioned along the U.S. Highway 169 corridor, providing great visibility and access to the Highway Commercial District; and easy navigation to the Central Business District. Belle Plaine is the first convenient community stop when traveling north from St. Peter, MN, which is 25 miles to the south. The next major commercial corridor along Hwy 169 is Shakopee, 15 miles to the north. The proximity between these two regions creates a strong market area for the City.



Retail and Service Potential

A retail sales potential study completed in 2009 identified three key market areas for the City of Belle Plaine: Supermarkets, Drug & Proprietary Stores, and Discount Stores. 2015 estimates of supportable retail space for the existing trade area are 316,098 square feet, according to the study. The community trade area, anchored by a discount store, would support more retail space, estimated at 551,000 square feet by 2015. Since the study was completed, the City has added over 62,000 square feet in retail space, including Coborn's grocery, liquor and fuel store; Kwik Trip; and McDonalds, with additional retail space. There are several acres of shovel ready sites available along the 169 corridor, just waiting for your commercial development.



Key Belle Plaine Statistics

Population: **6,700 +**
Percent of population 16 and over in the workforce: **78.9**
Percent of population 25 and over with high school education or higher: **95.7**
Percent of population 25 and over with Bachelor's degree or higher: **27.8**
Median household income: **\$70,375**

Economic Climate

Recent statistics from the MN Department of Employment and Economic Development (DEED) illustrate a positive trend in the economic climate of Belle Plaine. The City's employment increased 8% from 2008 to the third quarter of 2012 resulting in an additional 141 jobs in the five year period. Between 2008 and 2011, employees within the community saw an overall increase of 15% in wages paid.

