Historic Northville's Main Street offers a popular shopping destination for much of southeastern Michigan.

I. INTRODUCTION

A. Executive Summary

Historic Northville remains a vibrant retail center successfully serving two diverse market segments. The downtown offers a unique combination of both neighborhood convenience goods and services and regional tourist gifts for recreational shopping. Although Northville does include some general merchandise type of businesses, the downtown's tenant mix as a whole fails to meet the primary shopping desires and demands of its surrounding community.

Most of Northville's residents shop in the surrounding strip centers and regional malls for apparel, books, electronics, gifts, and home furnishings. In an unusual paradox, many of Northville's residents are disappointed that their downtown does not offer goods and services targeted to their lifestyle. Many of Northville's merchants complain that the surrounding residents do not support them.

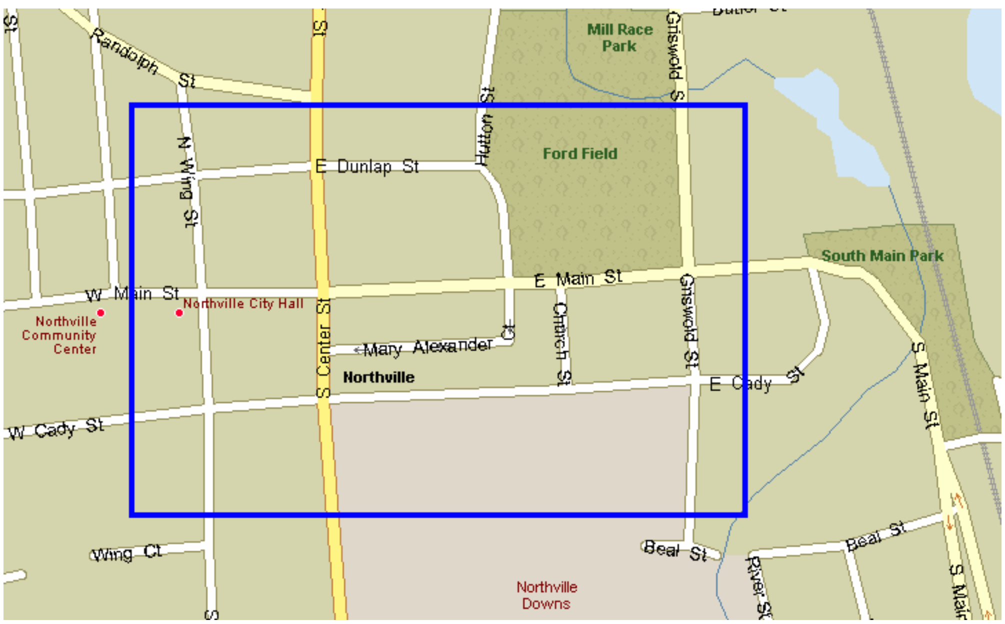
While the surrounding Northville area has recently experienced a major influx of new luxury households, little has changed in the downtown's commercial core since Gibbs Planning Group's (GPG) 1996/1997 analysis. In the past seven years, the primary trade area has increased from $1.42 billion potential annual to a potential of $2.23 billion in annual retail sales. The downtown has also grown from approximately 90,000 square feet of retail to over 142,000 square feet.

The Northville-Western Wayne County area is likely to attract a new lifestyle shopping center in the near future. The above mixed-use Glen Town Center recently opened just 1 mile outside the downtown of Glenview, Illinois.

As a result, this study finds that the greater Northville area is significantly under served by many types of retailers and department stores. Most likely, a large number of new, upper-quality retailers will open in existing or new shopping centers somewhere in the western Wayne County/Novi area in the next two to three years. However, over 150,000 square feet of this new luxury retail and restaurants could be located in downtown Northville if the appropriate planning, management, and development measures are undertaken by the Northville Downtown Development Authority (DDA).

This study further concludes that downtown Northville will continue to be a viable commercial district because of the City's desirable demographics, relative isolation, and historic character.

However, the downtown currently suffers from a dated and unkempt appearance. Northville's worn-out streetscape and poorly managed parking system is not in keeping with the quality of many of its businesses or surrounding neighborhoods. GPG concludes that if the downtown continues with these status-quo conditions, up to one third of its primary retailers would be replaced with offices, restaurants, personal-care businesses, and neighborhood services.



Approximate boundaries of this retail market study.

B. Background

GPG was commissioned by the City of Northville's Downtown Development Authority, to update a study of the downtown that the firm conducted in 1996 and 1997. The 1996-1997 study defined the downtown area as follows:

- North to Randolph Street
- East to Griswold Street
- South to Cady Street
- West to Wing Street

The downtown area was evaluated to assess its viability and potential for future expansion, especially in light of the potential for future retail expansion in the market.

The following issues were addressed as part of the original study:

- What are the existing and planned retail markets in the greater Northville area?
- What is the trade area currently being served by retail in downtown Northville?
- What are the current and projected trade area population and demographic characteristics?
- What are the current and projected growth rates in retail expenditures for 2004 to 2009?
- What type of additional retail is supportable and should be drawn to downtown Northville? What their anticipated sales volumes would be?
- What existing retailers in the downtown area are “at risk”?
- What is the likely future of the downtown during the next five years should its existing management, zoning, parking, and other conditions remain unchanged?
- What is the maximum amount of retail growth that the market will support in the downtown?

C. Methodology
To address the above issues, GPG conducted a five-phased approach that included the following:

1. **Focus Group Interviews:** In the first phase, GPG met with a broad cross-section of Northville’s citizens, stakeholders, business owners, and elected officials. The focus group interviews included city department heads, the City Council, the Chamber of Commerce, the Planning Commission, the Downtown Development Authority (DDA), Northville Township officials, City staff, a steering committee formed for this process, property owners, retailers, seniors, young families, and teenagers. Selected by the DDA, the focus group members did not necessarily represent a random scientific survey.

Each focus group was asked the same set of questions, followed by a set of questions customized for each group.

Each group was asked the following:

- Where do they conduct their primary shopping?
- When do they do most of their shopping?
- What stores do they most often shop?
- What shops were their favorites in and outside of Northville?
- What types of new shops would they like to see in the downtown?
- What would they like for the City to do differently?

As a part of this study, GPG conducted focus group interviews with a cross-section of Northville area residents including the above Northville High School students.

The size of each focus group ranged from 3 to12 members and averaged 6 participants. Most of the meetings were held at the city hall. The focus group session for teenagers was conducted at Northville High School and the Northville Township official's interview was held at the Township offices. GPG lead the discussions with the executive director of the DDA observing. Focus group attendees were also asked to complete a 10-question survey that has been summarized below.

Although not scientifically conducted, the focus group interviews provided GPG with a range of trends regarding the demographics and shopping habits of a cross-section of Northville stakeholders. The findings of the focus groups allowed GPG to explore specific shopping desires and other shopping districts.

The American Spoon store located along Center Street is popular with both local residents and tourists.

2. **Merchants Visits and Interviews:** As a part of the study, GPG visited 15 downtown businesses and met with their owners or senior managers. The subject businesses volunteered to participate in these interviews and the scheduling was arranged by the DDA. The merchant interviews were held privately, without City or DDA representatives present.

   Business owners were asked the following:
   - What were the sales trends the past 5 years?
   - Where does their primary customer base reside?
   - What are their future plans—expand, move, etc?
   - Why did they choose their present location, and would they move elsewhere if they could?

- What specific things could the City do to improve their businesses, e.g., parking, code enforcement, snow removal, and trash pick-up?
- What types of new businesses could be brought into Northville that would benefit their businesses? What businesses would harm their businesses?

These interviews allowed GPG to gain a detailed and real-time understanding of the Northville market. These sessions also provided the participants with an understanding of the market research process, and gave GPG a general yet important understanding of the DDA's trends, issues, and shopping habits. The findings of the business interviews were not independently verified by GPG, but were factored into the research and conclusions of this study.

3. **Retail Market Analysis:** A detailed evaluation of the retail in Northville, as well as all major existing and planned shopping centers and retail concentrations in and surrounding the defined trade area, was conducted between October 25 and November 1, 2004. During this evaluation, GPG drove throughout the market area, visiting and evaluating its major existing and planned retail concentrations.

GPG visited the study area during weekdays and evenings as well as weekends to gain a qualitative understanding of its retail gravitational patterns and traffic patterns. GPG then defined a trade area for downtown Northville based on the field evaluation, the previous trade area defined for the area, and retail growth that has occurred since the first study. Population and demographic characteristics of the trade area were collected by census tract from national sources and then updated based on information gathered from local sources.

Finally, based on the population and demographic characteristics of the trade area, existing and planned retail competition, retail gravitational patterns, and traffic patterns, GPG developed a qualitative assessment for downtown Northville.

4. Regional and Local Inventory

GPG combed the entire Northville region, visiting all shopping centers and retailers. The assessment included an evaluation of each store's quality and service merchandise to determine potential voids and the undersupply or oversupply of particular goods and services. This hands-on inventory allowed GPG to understand both the micro and macro market conditions, and to make adjustments in the statistical census data to account for real-world conditions in the region.

As a part of this study, GPG reviewed the downtown's existing streetscape, signage and parking impacts on local commerce.

As a part of this task, GPG also conducted a citywide reconnaissance, survey, and analysis of Northville's downtown, which included the following:

- Tenant mix, land use.
- Building placement.
- Public-parking patterns and proposals.
- Pedestrian and vehicular traffic circulation patterns.
- General development patterns.
- Existing zoning and building codes.

- DDA's meeting minutes from the past 12 months.
- All DDA proposals considered during the past 2 years.
- The City Master Plan.
- Proposed new developments.
- Existing potential development sites in the downtown.
- Present business practices and trends including hours, merchandising, signage, management, rental rates, store sizes, and other appropriate issues.

5. Economic Growth and Master Plan Models

Based upon the above analyses and GPG's experience with the region's private retail development sector, GPG created three general economic and master-plan models. Each model defined specific amounts of retail sizes and types and the general planning elements necessary to implement each model.

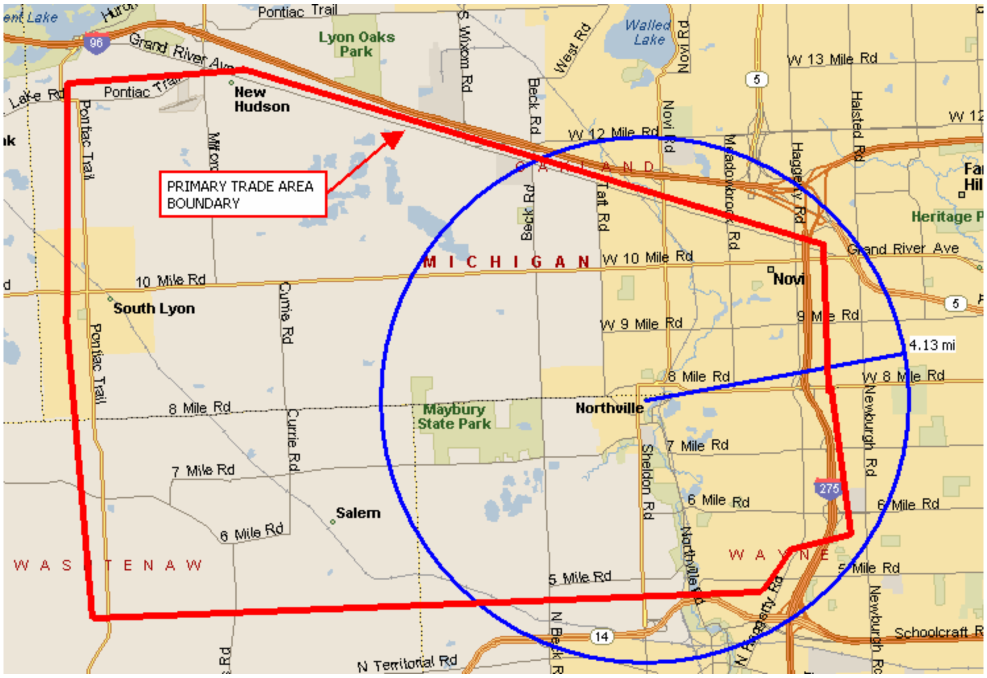
D. Limits of Study

This study is intended to provide the DDA with an objective understanding of how the downtown commercial district has changed during the past seven years and a general overview of its retail market potential for the near future. This report's economic models and plans are designed to assist the DDA (and the community at large) to understand a realistic range of likely growth options for the downtown area, as well as the necessary changes in Northville's physical form to accommodate each model.

GPG does not make any recommendation regarding which growth model (if any) is appropriate for the community. Further community visioning and consensus building are recommended before the DDA or city officials implement policy actions based on any elements of this study.

The findings of this study are only intended for use by the DDA and should not be used by any private property or business owner for operations, management, financing, or other business decisions. In addition, the findings of this report should not be the sole basis for any planning, financing, bonding, development, or capital improvement projects by the Northville DDA.

II. RETAIL MARKET ANALYSIS



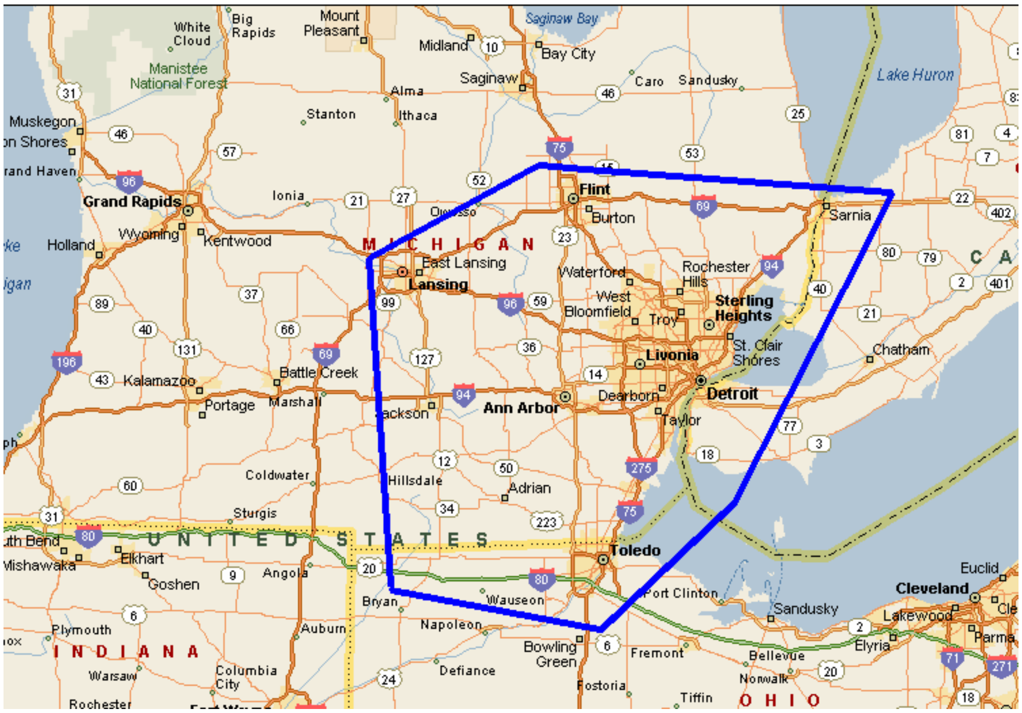
Northville's downtown has primary trade area of 4-6 miles for many of its neighborhood type of businesses. This primary trade area approximates the primary trade area for Northville's neighborhood services.

A. Trade Area

Based on GPG's field evaluation, the previous study, and new retail growth in the area, GPG determined that existing and future retail in Northville has both a neighborhood and community appeal, offering a unique mix of retailers in the greater Northville-Novi-Northville Township area. As such, this study has determined that the current primary trade areas are the same as determined in the previous study and also approximates the primary trade area for most of the downtown's neighborhood businesses.

Northville's tourist recreational trade area or primary trade area continues to be most of southeast Michigan. The neighborhood services trade area is defined (approximately) by the following boundaries:

- Interstate 96 and 12 Mile Road to the north.
- Haggerty Road to the east.
- Five Mile Road to the south.
- Pontiac Trail to the west.



Downtown Northville's historic character and collection of gift stores is one of Michigan's leading recreational shopping destinations attracting thousands of tourists from the greater southeast Michigan region, northern Ohio and Windsor, Ontario. The blue lines in the above diagram illustrate Northville's approximate secondary trade area boundary.

B. Demographic Characteristics

Using demographic data from ESRI and Claritas (demographic information resource companies), GPG obtained the population and demographic characteristics for the defined trade area, as well as for the surrounding communities of Northville, Novi, and Northville Township.

The primary trade area has an estimated 2004 population of 88,229 persons, which is projected to grow to 91,792 persons by 2009, a 0.8 percent annual increase. This represents an increase of 19,317 people (3.5 percent annual growth) from the 1996 population base of 68,912 people. The number of households in the total trade area, currently estimated at 33,977, is also expected to increase at an annual rate of 1.0 percent to 35,749 households by 2009.

The highest growth rates in the defined trade area are in Census Tracts 1635609 (2.4 percent annual growth), 1614640 (2.3 percent annual growth) and 1251366 (2.0 percent annual growth). Both 1635609 and 1614640 are located in the southwest periphery of the trade area. Census Tract 1251366 is located in the northeast corner of the trade area.

The following table presents and compares the demographic characteristics found in the defined trade area to that of the cities of Northville, Novi and Northville Township:

Characteristics	***Trade Area***	***Northville***	***Novi***	***Northville Township***
2004 Population	88,229	6,484	49,535	22,844
2004 Households	22,997	2,769	20,761	8,905
2004 Median Household Income	$87,141	$85,362	$83,152	$95,407
2004 Per Capita Income	$42,285	$48,773	$42,359	$46,262
Percent Households with Incomes $150,000 or higher	19.42%	23.01%	18.15%	22.70%
Percent White	88.3%	95.2%	84.5%	86.8%
Percent Asian/Pacific Islander	7.3%	2.6%	11.1%	5.6%
Persons Per Household	2.54	2.33	2.48	2.38
Median Age	39.03	42.01	36.25	43.33
Percent White-Collar Employed	78%	82%	79%	82%
Percent Married	47%	52%	46%	47%

As shown in the above table, incomes in the defined trade area are very strong, nearly 30 percent higher than found in Oakland County. Additionally, over 40 percent of the households report income levels of $100,000 or higher, much higher than found in either Oakland or Washtenaw Counties (30 percent and 24 percent, respectively).

When compared on a mile ring basis, there are 8,613 persons within one mile of the intersection of Center and Main Streets, growing to 56,278 persons within three miles and 134,711 persons within five miles. This population base is projected to increase to 8,971 (0.8 percent annually), 59,939 (1.3 percent annually) and 140,660 (0.9 percent annually), respectively, through 2009. Year 2004 incomes (median household income/per capita income) in these radii are reported as $72,405/$47,506, $92,826/$47,532 and $82,331/$43,110. Incomes levels are projected to grow through 2009 to $79,992/$53,052, $105,548/$54,796 and $92,367/$49,404 in the one-, three- and five-mile radii, respectively.

Tapestry Lifestyles

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census block group level throughout the United States and are used by many national retailers to help determine future potential locations. The following table details the top Tapestry Lifestyles found in the greater Northville trade area:

Lifestyle	*Number of Households*	*Short Description*
In Style	6,721 27.4%	Although they live in the suburbs, this group favors the life of city dwellers. They are professional couples with few children and are well educated. They prefer townhouses to traditional single-family houses. They are computer savvy, and use the Internet for everything from computer equipment to travel. Physical fitness is a high priority and they enjoy rock concerts and scuba diving. Nordstrom, Ann Taylor and LL Bean are their shopping preferences
Boomburbs	6,594 26.9%	This group had more growth from 2000 to 2003 than any other group. They tend to be in neighborhoods with young families, reporting an average household size of 3.1 persons. Most households have dual incomes, hold professional positions and are well educated. They are active, so they buy sports equipment and use treadmills. They frequent Starbucks for coffee, own three or more cellular phones, listen to talk radio, and shop at grocery stores with higher service levels.
Wealthy Seaboard Suburbs	2,585 10.6%	This group consists of older married couples with older children, and an above average Asian population base is noted. With strong incomes, these households are well educated and work in management or professional occupations. Homes typically were built between 1950 and 1969. This segment likes to shop at Lord & Taylor and Costco and to order from catalogs. They are computer savvy and travel domestically.

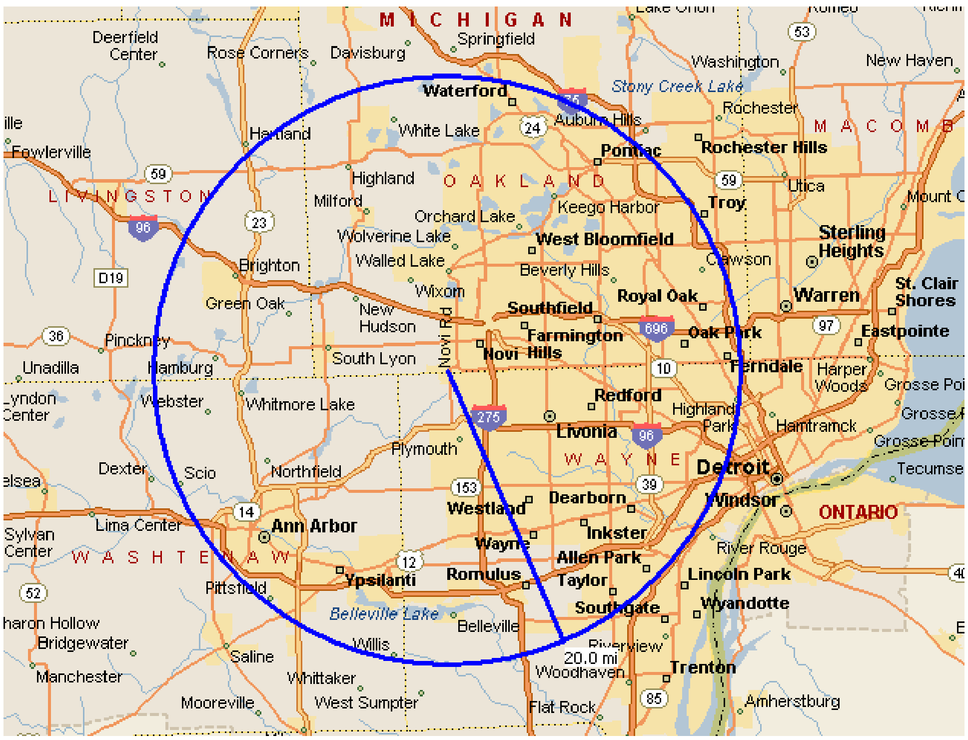
Lifestyle	*Number of Households*	*Short Description*
Up and Coming Families	2,474 10.1%	This is Tapestry's second highest growing market and represents the youngest of the affluent families. Residents are more "Generation X" than "Baby Boomers" and tend to be employed in computers or engineering. This group likes do-it-yourself projects and purchases tend towards maternity clothes and baby items. They dine at fast-food or family restaurants and shop Eddie Bauer or Sam's Club.
Suburban Splendor	2,176 8.9%	The Suburban Splendors are the epitome of upward mobility, ranking in the top third in affluence. Many households report dual incomes, with most employed in management and professional occupations. They live in new, growing neighborhoods. This group enjoys the latest amenities, from spas to espresso machines. They want all the newest gadgets for their homes and yards as well as fitness programs. They favor Nordstrom, Ann Taylor, Talbot's and Barnes & Noble.

Daytime Employment

In addition to the residential base, downtown Northville has the opportunity to serve a sizeable daytime employment base. Within a one-mile radius of the downtown there are 6,034 employees, which increases to 11,080 within two miles and 34,769 within three miles. Of those in a one-mile radius, most are employed in service positions (2,317 or 38 percent) followed by retail trade positions (1,594 or 26 percent). The percentage of employees in service portions and retail positions is similar at three miles (13,207 or 37 percent and 8,194 or 24 percent, respectively).

C. Site Characteristics

Location: Downtown Northville still represents the classic traditional small-town shopping environment, with an open-air shopping experience. The downtown still anchors the community, offering a unique shopping experience as well as commercial and office space.



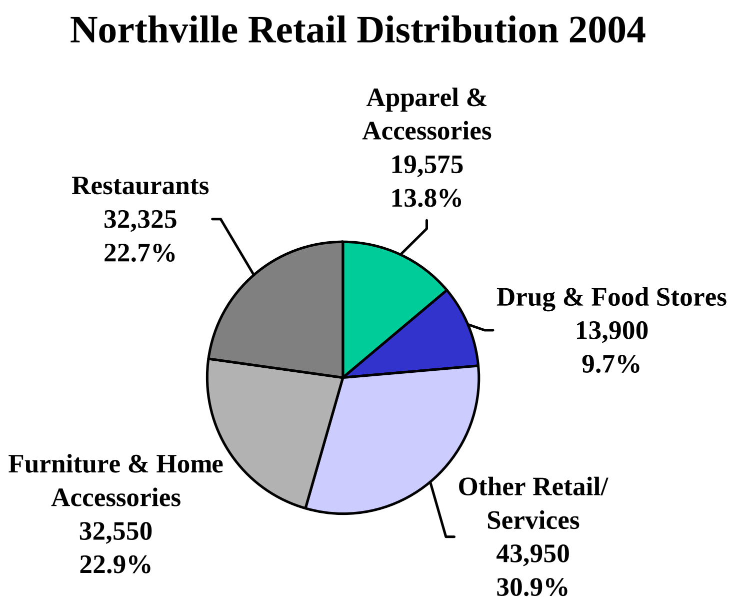
Northville is located 20 miles northwest of downtown Detroit and is easily accessible from all southeastern suburbs via improved freeways.

Access:

Local access to Downtown Northville is good, but not direct. Eight Mile/Baseline Road is the primary access route, providing easy east/west access to Center Street, approximately ½ mile north of the site. Additional access is provided from the south via Northville Road (north/south), which feeds into Main Street, as well as Seven Mile Road, which intersects with Center Street just south of the downtown district. Both Northville and Seven Mile Roads are secondary traffic arteries, with just two lanes of traffic. The closest regional access point to Downtown Northville is the intersection of Eight Mile Road and I-275, approximately three miles east of Center Street.

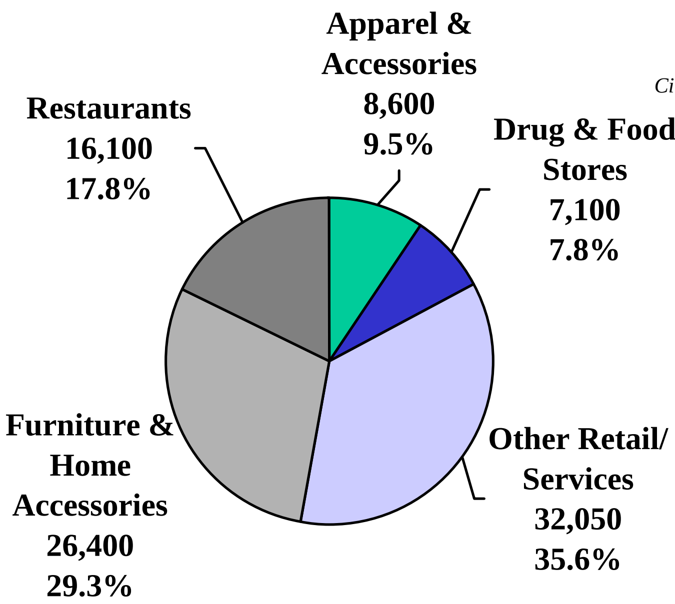
D. Northville Tenanting:
Since the 1996/1997 study, downtown Northville has increased its available retail space. The previous study reported 90,250 square feet of retail and service space, which now stands at 142,300 square feet. Much of the new retail space has been in new construction or the renovation of existing non-retail uses, such as Church Square. Also, more restaurant space has been added along Mary Alexander.

The following chart compares the retail distribution of the 1996 study to the current distribution:



The downtown district maintains limited hours for retailers, which are typically opened from 10 a.m. to 5 p.m. or 11 a.m. to 5 p.m. throughout the week. Sunday operations depend on the retailers. Most of the retail base, however, appears well managed and ready for the upcoming Christmas season.

Northville Retail Distribution 1996



As shown in the above charts, the district has a strong core of home accessories, including a growing mix of art galleries. The district has also developed a hub of art and craft supplies (with four separate retailers). As mentioned earlier, restaurant space and specialty food stores have doubled since the previous study.

Downtown Northville can support up to 34,800 square feet of additional retail expansion, including many neighborhood goods and services such as a green grocery.

E. Market Research Findings

GPG's qualitative analysis revealed that downtown Northville remains a vibrant retail center, successfully capturing two market segments: convenience/neighborhood goods/services shoppers from the local area and recreational/tourist shoppers from throughout the greater southeastern Michigan region.

Given the growth in the district since the original study, as well as the continued growth in the greater Northville market, the district will likely remain a viable commercial district in the near future. Furthermore, the downtown area can support a limited amount of additional retail space. The study finds that there is opportunity for more service-oriented retail and a modest amount of destination retail. Approximately 32,300 to 34,800 SF of additional retail space is currently supportable in downtown Northville. Given the restraints resulting from existing access and building structures, the following additional retail can be supported:

- **15,000 square-foot (SF) specialty food store,** such as Westborn Market, Whole Foods, or Vic's Market.

- **3,000 SF of restaurant space with liquor,** which would include a strong locally owned specialty, non-chain-oriented restaurant. The space should offer seafood, steak or additional ethnic foods not currently offered in the downtown area.

- **800 SF of restaurants without liquor,** to include an ethnic carry-out food or specialty sandwich shop such as Panera Bread.

- **1,200-2000 SF specialty wine & cheese shop**. The store would be new to the market or an expansion of the existing Vine 2 Wine operation on Mary Alexander. The store should offer a full variety of mid-range and finer wines and be staffed with knowledgeable salespeople.

- **3,000 – 5,000 SF used bookstore,** which should be locally owned and operated, such as Books Abound or Library Bookstore.

- **3,000 SF of household decor and accessory stores,** which would include several interior designers as well as additional frame shops.

- **2,000 SF personal services,** including a yoga center or Curves exercise facility.

- **800 SF specialty pet supplies,** such as Catherine's Pet Parlor.

- **1,500 SF specialty sport apparel**, such as Hansons' Running Shop or Orvis Sporting Goods.

- **800 SF cigars and tobacco.**

- **1,500 – 2,000 SF of hobbies and toys,** such as Ryder's Hobby Shop.

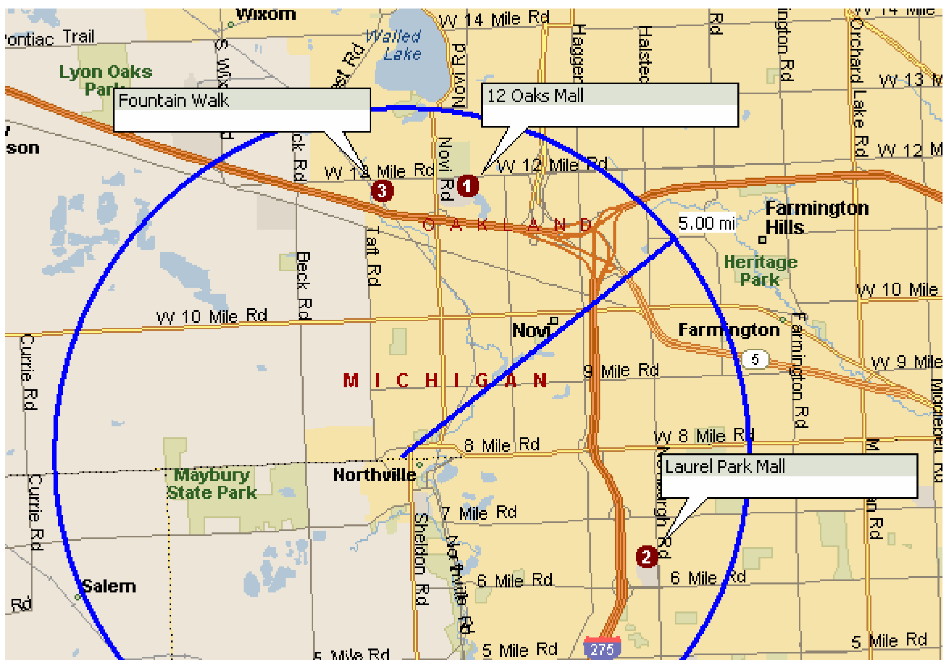
These stores can be recruited from retailers operating in existing shopping centers and downtown locations, such as the City of Rochester that serves a similar market.

Please refer to the attached table for recommended retail mix for downtown Northville in the back of this report.

Rationale
The rationale for finding supportability for the above tenants is presented below:

- **Complement, Rather than Compete with, Retail Found in Downtown Northville:** For the most part, supportable retailers are those that complement, rather than compete with existing downtown retail. Some of these retailers will also help extend the average shopping time in the district by encouraging shoppers to browse, rather than to shop at only one or two stores in the area. Further, the proposed recommended retail mix does not in any way compromise the viability of the tenants currently deployed in downtown Northville.

- **Growing Trade Area Population Base:** The trade area, as defined, has a population base of approximately 88,200 people, which is projected to grow 0.8 percent annually to reach 91,800 by 2009. Population densities are highest to the north and east, with lower densities to the south and west.



Downtown Northville is located less than 5 miles from 12 Oaks Mall, Fountain Walk and Laurel Park Mall. Typically national retailers sign leases restricting the opening of duplicate stores in less than 5 miles from existing units, limited the potential for many stores in the downtown.

- **Lease Restrictions**: Although the downtown will be attractive to many national retailers, it is likely that they will not be able to deploy new stores in the downtown because of radius lease restrictions at 12 Oaks and Laurel Park Malls. Many retail leases prohibit duplicate stores with-in a 5 mile radius and downtown Northville falls within that distance.

- **Affluent Trade Area Households**: The median household income of the primary trade area is $87,141, similar to that found in the city overall ($85,362). Per capita incomes are also strong, with the trade area reporting an average of $42,285 compared to the City of Northville's average of $48,773. Over 40 percent of the trade area's household base have incomes of $100,000 or higher.

- **Affluent Lifestyles**: Trade area lifestyles reflect high incomes in the area. In particular, "Boomburbs" and "In Style" account for nearly 55 percent of the population base. Both of these lifestyles are active and high in Internet usage.

- **Limited Shopping Hours:** Many of Northville's retailers close by 5:00 pm and on Sundays, causing them to miss a significant amount of the market share. Studies indicate that over 70% of all retail sales occur after 5:30 pm and on Sundays. However, local independent retailers can not maintain extended hours of national chain retailers.

Retailers locating in Northville often must fit into small historic buildings.

- **Lack of Modern Retail Space**: Retail space must fit into the existing building structure, requiring retailers to shape their store layouts in non-traditional ways. While this typically does not present a problem for independent operators, it is a major issue with national tenants.

- **Lack of Cohesive Layout of Retailers:** Retailers must locate in available spaces, making it difficult for customers to cross-shop retail tenant types.

- **Limited Access**: There is no direct primary local access to downtown Northville. The best access is provided by Eight Mile Road/Baseline Road to the north, which connects to Center Street approximately one-half mile north of the downtown district. Seven Mile Road to the south offers only two lanes of traffic, as does Northville Road, which is an extension of Main Street to the east.

- **Easy Shopping Layout:** Most retailers are located within easy walking distance from all the other retailers in the district.

III. REGIONAL AND LOCAL INVENTORY

As part of GPG's field evaluation, all major shopping concentrations in and around the periphery of both the primary and secondary trade areas were visited and inventoried. Since the earlier study, retail growth in the periphery of the trade area has been strong, both to the north and to the east. Regional competition in the market includes the following:

A. Surrounding Shopping Centers

- **Twelve Oaks Mall** (Map Key R1): A super-regional center offering 1,222,000 GLA (gross leasable area) of retail space. JC Penney, Lord & Taylor, Marshall Field's, and Sears anchor this center, which has maintained its reputation as one of the strongest retail centers in the greater Detroit market. The center has quality and traditional tenanting and, according to local sources, is a favorite shopping area for the area's teen population and Nordstrom's will be opening a center 2007.

- **Laurel Park Place Mall** (Map Key R2): Much smaller than Twelve Oaks Mall, Laurel Park Place has the Detroit area's only Von Maur store and one of its only two Parisian Department Stores. The center offers 870,000 GLA and is anchored by a stronger mix of quality retail tenants than at the Twelve Oaks Mall. The center's ease of shopping and tenant variety makes it a favorite among the area's more mature consumers.

Other retail in the area is mostly located near the Twelve Oaks Mall or along Haggerty Road. These tenants are primarily big-box retailers. While both West Oaks I & II and the Novi Towne Center existed before the original study, Fountain Walk Center on 12 Mile Road and Highpointe Center and Kohl's Center on Haggerty Road are new to the market. Fountain Walk offers a strong mix of entertainment and specialty lifestyle retailers, such as Cost Plus Warehouse and The Great Indoors. Entertainment at the center includes Emagine Theater and Van's Skate Park.

In addition, AMC has constructed a new 24-screen theater on Haggerty, just north of 7 Mile Road, in an area that includes many new and unusual restaurants.

Major new freestanding or big-box retailers in the market include the following:

- Costco Warehouse (Haggerty Road)
- Target (Grand River & Haggerty Road)
- Gaylan's (Fountain Walk)
- Gander Mountain (West Oaks I & II)
- Babies'R Us (Kohl's Center)
- Best Buy (Best Buy – Highpointe Center)
- Dick's Sporting Goods (Highpointe Center)
- Barnes & Noble (Northville Center)
- REI (Northville Center)

- Bed Bath & Beyond (Northville Center)

For the last study, downtown Novi was just beginning to be developed and was considered a potential competitor to downtown Northville. However, this center has developed into a weaker entertainment district than expected, with mostly restaurants and bars as its core tenanting. Vic's, a specialty and perishable food market, has since closed with portions of its space converted into golf accessories. As it now exists, downtown Novi is a weak center and offers little competition to the retailers in Northville.

Easton Town Center, Columbus Ohio, is one of the first life style type shopping centers to be constructed in a northern mid-western climate. Easton has been very successful and includes retail, office, residential and hotels.

B. Future Retail Growth

New retail growth in the greater Northville-Western Wayne County market has been strong and is expected to continue expanding. Local developers and real estate brokers expect the existing shopping centers to expand or that at least one new lifestyle shopping center to be constructed in the Western Wayne County area within the next two years.

Lifestyle centers are open-air centers with luxury retailers grouped in a setting similar to a main street. Lifestyle centers have begun to include residential, office, and civic uses. Many popular retailers are likely to deploy new stores in the Northville area, including Crate & Barrel, Polo, Pottery Barn, Nordstrom's, and Saks Fifth Avenue stores. For example, the *Village of Rochester*, a new lifestyle center in located in Rochester Hills that opened in 2002, has since reported higher than average retail sales. The Village is said to have adversely affected downtown Rochester's retail stores and restaurants. GPG recommends that the Northville DDA meet with Rochester officials to gain an understanding of how a lifestyle center could affect Northville's downtown.

C. Tenant Mix, Land Use

Northville downtown's two primary tenant types, neighborhood convenience and regional recreational, have distinct land use patterns. Convenience businesses provide goods and services for daily use by the local residents. Examples of neighborhood businesses are Hiller's Grocery, CVS Pharmacy, coffee shops, carry-out food, the UPS Store, Great Harvest, hair salons, banks, fitness centers, real estate, and medical offices.

Northville's central downtown is ringed with neighborhood type stores and offices that provide their own private surface parking lots.

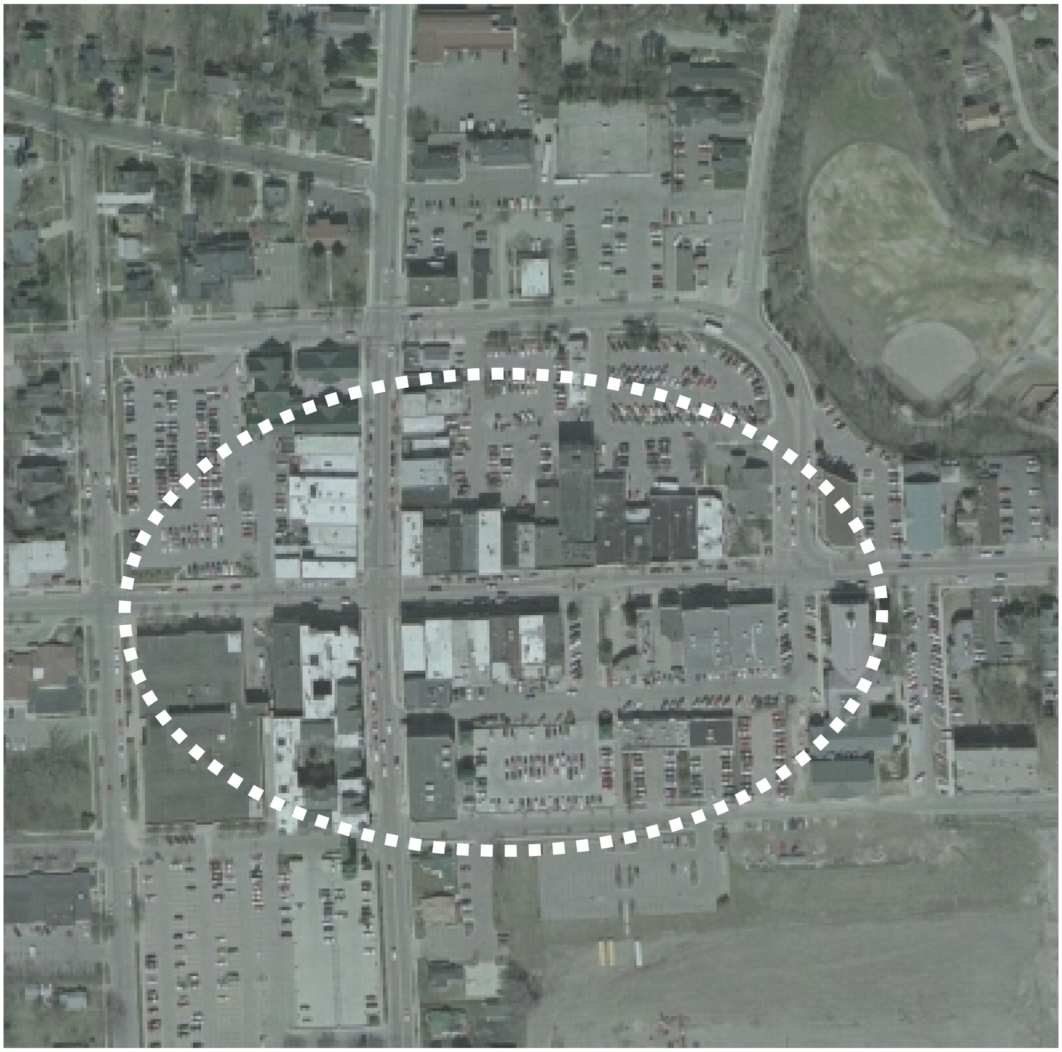
Neighborhood businesses require ample free parking on surface lots. Most of those in Northville have their own parking and are located on the periphery of downtown. These businesses would have a difficult time surviving downtown because of its lack of convenient parking.

Northville's other primary commercial tenants are gift and home furnishing shops, which are geared for the recreational tourist shopper. Northville's historic character and boutique shops attract thousands of visitors from the entire southeastern Michigan region. Typically, these visitors come by auto or tour bus to experience the district and spend a few hours shopping. Because the tourist shopper's time is relatively unstructured, parking in periphery surface lots or decks and then walking a few hundred feet to the shopping district is acceptable to them.

Northville has numerous shops that cater to both the recreational-tourist shopper and local residents.

Most of the tourist type of shops are concentrated along Center or Main Street between Wing, Dunlap, Cady and Hutton Streets. The area's historic Victorian buildings reinforce the unique merchandising concept of many of the gift shops and restaurants.

A third retail category of general merchandise stores is emerging in downtown Northville. This type of business sells goods and services that are typically found in department stores or shopping malls, such as art supplies, bicycles, jewelry, photography, men's and women's apparel and shoes. Focus group members singled out this type of store as what they would most like to see more of downtown. Unfortunately, many of these core stores will be the most threatened if the Twelve Oaks Mall expands with new department stores or if an upscale lifestyle center opens within Northville's market area.



Downtown Northville's buildings are tightly grouped in the central core. The core is surrounded by free standing suburban type buildings that are surface parked. (Photo taken 2002).

D. Building Placement

The downtown's present building-placement patterns reflect their commercial uses. The central core is tightly lined with historic buildings that front the street. These core buildings work well for businesses that primarily cater to tourist shoppers who are willing to park in remote surface lots.

Main Street looking east across Hutton Street illustrates the eastern end of the downtown's primary shopping district.

The core downtown is ringed by freestanding single-level suburban-type commercial buildings, which are mostly occupied by office and neighborhood services. These businesses require easy-access parking. They include banks, grocery stores, destination restaurants, and drug stores.

These freestanding buildings and surface parking lots limit cross-shopping between the core downtown and surrounding neighborhood businesses. The surface lots represent an opportunity for future downtown expansion, if additional parking decks are implemented.

Currently, there is a new building under construction on Main Street (the Long Building), just east of Wing Street. As proposed, the new building will be two to three stories high. The first floor will offer six new retail spaces, each approximately 830 square feet in area. The remaining space will house offices. This new building will help to connect the downtown with the library, city hall, and new Senior Community Center.

GPG observed that the top of the Cady Street deck remains almost vacant at many times while the northeast and west surface lots are overcrowded. Shoppers will typically not use remote lots because of the relatively brief time needed for their shopping visit.

E. Public Parking Patterns:

Parking remains one of the most critical issues facing the downtown. Almost all retailers and many focus group participants complained about downtown's "parking problem." Many merchants stated that the lack of easy parking for their shoppers results in a significant loss of business. Lack of parking was also the most often cited issue in the downtown during GPG's earlier study.

The parking problem is compounded by employees and business owners occupying the prime spots and by the city's under-enforcement of the parking regulations. The city's recently implemented aggressive parking enforcement policy could free up many parking stalls for shoppers and its effectiveness should be carefully monitored by the DDA. In addition, the new commercial construction and the continued redevelopment of the upper levels of the historic buildings will both reduce existing parking spaces and increase the demand.

The northeast public lot, located between Dunlap, Center, Main, and Hutton Streets is the downtown's busiest—the first lot to fill with employees' and shoppers' cars.

Many focus group participants stated that they often bypass the downtown because they rarely find convenient parking. Business owners reported that many of their customers complain that finding parking downtown is too difficult. Surprisingly, focus group surveys did not list insufficient parking as one of the primary problems to solve. Only 8 percent of the focus group survey stated that "more parking" would encourage them to shop downtown more often.

The apparent low concern for adequate parking is a result of most local residents visiting downtown for neighborhood shopping—groceries, banking, and pharmacies—where surface parking is plentiful. The neighborhood businesses that ring the downtown have adequate parking via private surface lots.

Many urban shoppers prefer parking along the street as close as possible to the front of their shopping destination and will avoid stopping if an on-street space is not available.

Parking for the recreational/tourist shopper is also adequate. Because their time is relatively unstructured and duration of their visit undetermined, these shoppers are often willing to park in more remote lots and walk the extra distance to enjoy downtown. For these shoppers, who are mainly young couples with families, retirees, and groups of women, browsing and exploring the unique character and shops in downtown Northville is a form of recreation. As a result, many recreational shoppers spend a considerable amount of time downtown. Several merchants noted that these shoppers often complain of having to rush back to their cars since parking is limited to two hours in the northwest and northeast parking lots.

Shoppers have different parking expectations for main street type of destination businesses than they do for major shopping centers. When visiting modern malls, shoppers tend to make multiple store visits, each lasting over an hour. In exchange for the greater variety of stores and merchandise offered at the shopping center or big-box retailer, shoppers are willing to park further away from storefronts than they would be in a main street setting. Shopping center visitors will also perceive parking to be more convenient and closer, if they can see the store (or mall) entry from their parking stalls, even if its hundreds of feet away.


The Cady Street parking deck stairwells are unattractive and need to be cleaned and re-finished. (Cady deck photos taken November 2004)

In contrast, these same shoppers will demand parking directly in front of the destination store in a small town. Should such a space not be available, the typical shopper will believe that downtown parking is problematic and less convenient compared to the mall. As a result, this shopper will tend to avoid the downtown for shopping in the future.

Many of Northville's shoppers prefer to run in and out of specific retailers and are unwilling to park in remote lots. This double standard held by American consumers is not necessarily fair to the small downtown merchant, but the behavior is a reality that must be addressed. The unwillingness to park in remote lots could change should Northville reach a critical mass of over 250,000 SF of general merchandise businesses that would collectively offer a broad selection of desirable retailers.

Unfortunately, most of the downtown's primary parking stalls are occupied the entire day by employees and business owners and are therefore unavailable to shoppers. Northville's present parking enforcement policy of three-hour limits is an ineffective deterrent to such abuse. Many employees and proprietors would rather risk getting a $5.00 ticket than walk an extra block or two.

Many of the parking lots and alleys have exposed raw garbage that are not representative of the quality of many of the downtown's merchants. These trash bins and other un-kept areas present a poor first impression of the downtown for its shoppers. Modern shopping centers carefully screen trash and maintain a higher level of care in their parking lots. (Photo taken November 2004 at northeast parking lot Hutton and Dunlap)

In an unscientific experiment, GPG parked for 8 to12 hours in the most desirable stalls along Main Street on over a dozen occasions and received only one ticket. However, the city recently increased parking enforcement significantly, and it is likely more tickets would be issued today.

Economics and human behavior will always prevail, squeezing the shopper out of the preferred parking spaces. When visiting destination main street shops most consumers prefer convenient parking to free parking. While attempting to visit a store, most shoppers will continue along their way if they cannot find parking. However, if a street space or surface lot is available, even for a small fee, the shopper will likely park and shop.

The northeast parking lot at Hutton and Dunlap is considered the most desirable parking and is the first lot to fill, mostly with cars owned by proprietors and employees. As a result, this lot is the most difficult for shoppers to use.

Parking in the area is provided in several city lots as well as along the street. On the north side of Cady, parking is provided in a two-level parking deck that is opened to the south and well lit at night. Additional surface lot parking is provided south of Dunlap between Center and Hutton, as well as between Center and Wing Streets. Finally, there is additional private parking available north of Dunlap near the CVS Pharmacy.

The existing Cady Street surface parking lots are located at the bottom of a hill one block south of Main Street. Many shopper and employee focus group participants stated that these lots are too remote for regular use.

Recommendations: This study makes the following recommendations to enhance parking and to improve retail sales in the downtown:

- Improve enforcement of existing parking regulations.
- Limit parking in the prime surface lot locations until 10:00 am.
- Consider new parking time limits on the northeast surface lot with charged parking Monday to Saturday. The first two hours should be free and a $1.00 per hour thereafter.

A manned parking booth should be installed to collect fees.

- Implement a graduated parking infraction policy in which the fine increases progressively with the number of violations.
- Give a warning letter for the first parking violation.
- Install 10 minute metered parking spaces in front of merchants that require quick drop-offs, such as mail stores.
- Consider installing parking meters along the prime locations of Main and Center Streets (between Dunlap, Cady, Wing and Hutton Streets) for a 12-month trial period and gauge impact on sales, parking behavior, merchant reaction and shopper preferences. Install smart meters that accept pre-paid cards and show expired time minutes.
- Improve the parking way-finding signage system.
- Improve the maintenance of the parking deck stairwells, including significant refinishing of the interiors.
- Improve the lighting of all parking decks.
- Develop a marketing program to advertise downtown merchants in parking decks and parking-deck stairwells.
- Install improved pedestrian linkages between the Cady parking deck and Main and Center Streets.
- Enclose the unsightly trash containers located in the surface parking lots and alleys. Consider relocating the trash containers to less noticeable locations.

F. Pedestrian Circulation

One of Northville's primary attractions is its small-town streetscape and walkabliltiy. Many residents reported that being able to walk downtown with their families was the primary attraction to living in the community. Pedestrians can easily walk between shops along Main and Center Streets.

Pedestrian movement is concentrated in the core downtown area bounded by Wing, Dunlap, Mary Alexander, and Hutton. Although sidewalks provide access to businesses outside the core area, pedestrians tend to avoid walking outside the downtown core area because of steep changes in grade and the large expanse of surface parking lots. For example, the Little Italy restaurant, one of the downtown's primary attractions, is disconnected from the rest of the downtown by a large series of surface parking lots. These lots discourage pedestrian movement between the restaurant and the core retail businesses located along Main and Center Streets. The new mixed-use building currently under construction in the west city lot (east of Wing Street) will help to extend the walkabliltiy of the downtown towards the library, Senior Community Center and western neighborhoods. However, it is unlikely that pedestrians will climb the steep grades south of Main, north of Dunlap, or east of Hutton, unless major destination type tenants are developed at the base of the slope.

Pedestrian movement is limited to the east end of Main Street (between Center and Hutton) because of the lack of a walkable corridor to the north parking lot. Shoppers parking in the northeast Dunlap-Hutton parking lot have to walk east around the entire block or through retail businesses to reach Main Street shops. Many businesses have installed well-marked rear doors to

Pedestrian movement between the northeast Dunlap-Hutton parking lot and Center and Main Streets is difficult because of the lack of appealing pedestrian walks. The above pedestrian connector located along Center Street appears narrow and dark.

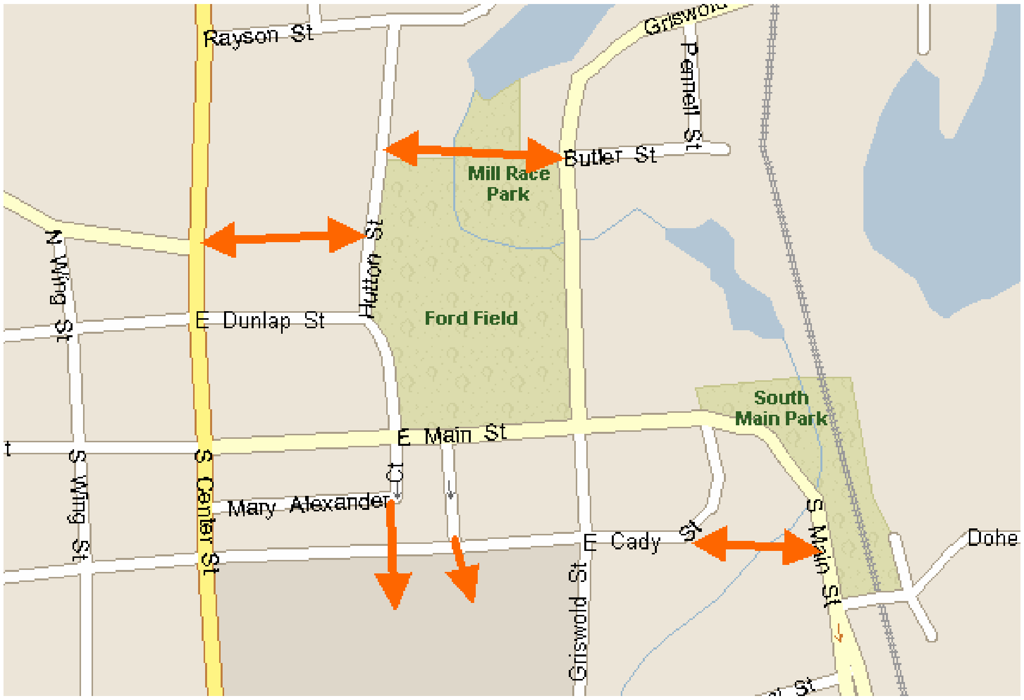
encourage cut-through traffic. Many focus group respondents and business owners reported that they feel that shoppers are hesitant to cut through businesses.

Shopping is also limited south of Main Street towards Cady Street because of the hill, resulting in fewer retailers and less use of the parking decks. Shops located along Mary Alexander reported sharp declines in pedestrian activity compared to Main Street.

Vehicular Circulation

The downtown business district benefits from its "main-main" location at the intersection of two primary mile roads (Seven Mile/Main and Center Streets). These primary roads allow for retailers to have direct visibility from passing traffic, while still allowing for acceptable levels of traffic movement. The Hutton-Dunlap street alignment allows for a desirable easy vehicular by-pass of the core downtown.

However, the Hutton-Dunlap Streets by-pass is designed for high speed vehicular traffic, with wide intersection radii. These road geometrics allow for the automobile to travel at higher than acceptable speeds, and contribute to a reduction in the pedestrian walkabliltiy of this area.



The above diagram illustrates potential long-term locations for the expansion of the downtown's street grid (orange lines). The expansion of the grid will allow for a reduction in traffic volumes along Center and Main Streets and for better linkages to the surrounding neighborhoods.

Except for the Hutton-Dunlap by-pass, all other east-west vehicular flows are restricted to Main Street. Eventually, this restricted flow will likely cause unacceptable traffic congestion, that may result in the widening of Main Street or the removal of its on-street parking. Both modifications to Main Street would be counterproductive to the business district, resulting in less commerce.

As much as possible, future planning should encourage the development and re-linking of as much of the east-west and north-south street grid as is practical. The above map illustrates the potential long-term improvements to the downtown street grid.

G. Streetscape

In the 1970's, the downtown streetscape was completely renovated with decorative pavers, historic pedestrian lighting, benches, and new signage. As was common practice at the time, most of the colors were brown or in earth tones, with many of the wood surfaces left unpainted. The sidewalk pavers are modular, precast brown concrete. The sidewalks were designed to "bulb-out" at street intersections and mid-block to encourage easier and safer pedestrian movement at crosswalks. An asymmetrical town square and band shell were installed along Main Street, west of Hutton.

The existing town square is not meeting its potential as a multi-purpose green space and should be re-built as a simple lawn panel and band shell. The farmers market could be relocated to the top of the Cady Street deck along the south edge of the square.

Presently, the streetscape has a tired and tattered appearance that is not in keeping with the quality of many of the downtown's businesses and restored historic buildings. Much of the streetscape furniture is rusted and severely weathered. The pavers have faded and many of the street trees are stressed and need replacement.

In addition, these streetscape elements are now seen as dated and not historically accurate for the downtown's Victorian period. As a whole the streetscape does not reinforce the downtown's upscale merchandise and sends a mixed message to the shopper about the quality of the goods and services being offered.

Many of the downtown's street trees need replacing.

Recommendations:

- **Pavers:** Replace brick pavers with all well-crafted concrete walks, based on historical Michigan town practices. If pavers are used, install real clay (fired) red brick pavers that will retain their color.
- **Street-Walk Alignment:** Remove the mid-block sidewalk "bulb-outs" and install more street parking.
- **Street Furniture:** Restore or replace exiting street furniture, including benches and trash containers.
- **Lighting:** Maintain and restore existing streetscape lighting.

The downtown's existing business directory signs are ineffective and in poor repair. New "You are Here" signs and business locator maps will help to promote more cross shopping and are considered essential for modern shopping districts.

- **Street Trees:** Replace existing dead or declining street trees with historically accurate trees, including Maple, Oak, Basswood, and Chestnut. Avoid modern trees such as Honey Locust. Existing tree grates are more appropriate in a major city, rather than a small town. Replace existing tree grates with raised planters (4 to 6 inches high).
- **Signage:** Replace existing business locater signage with 4- to 6-inch "*You are here*" signage that includes a simple map with business locater.
- **Public Restroom**: The DDA maintains a public restroom along Center, south of Dunlap. This restroom provides a useful service for the shopping district. However it is difficult to find and needs additional signage along Center Street and should be included in the "*You are here*" signs.
- **Town Square:** Rebuild the existing town square (in the same location) with two narrow lanes per GPG's 1997 recommendations. Rebuild the existing band shell in the new

square. Design the band shell as a Victorian period type, with appropriate painted surfaces.

- **Pedestrian Markings:** Install pedestrian walk markings along all driveways and street crossings in the downtown.
- **Trash Bins:** Install masonry walls and gates around all common trash bins in parking lots and alleys. Maintain these areas at a higher standard than presently held.
- **Street Linkage:** Consider installing a pedestrian linkage between the Cady Street Deck and Main Street.

H. General Development Patterns

During the past seven years, the downtown has expanded by about 40,000 square feet. New buildings have been erected throughout downtown including Center and Main. These new buildings have strengthened the downtown's small-town character and reinforced its walkabliltiy. In addition, these buildings are multi-leveled and include both residential and office uses, which contributes to the vitality of the downtown's commerce.

Zoning & Building Codes

As a part of this study's scope, GPG reviewed the *City of Northville's Zoning Ordinance* as it applies to modern retail practices: Below is a summary of GPG's findings and recommendations regarding the existing zoning districts within the study area:

- **Central Business District (CBD):** Most of the study area is zoned as CBD. The CBD district is designed to create "*an area of high intensity urban conditions*" that encourages a wide range of land uses and business types. However, the code is written only to allow for a small town type of development. ***Recommendations:*** Consider increasing maximum building heights to 48 feet from 42 feet to allow for modern retail formats. This will allow for a 17-foot first level retail (measured floor to ceiling) and two upper levels suitable for office or residential use.

The Northville Historic Design Standards place too much emphasis on creating harmony and continuity between buildings. The above existing buildings do not meet the existing historic guidelines because of their range of heights and colors.

- **General Commercial District (GCD):** Located along Wing and Dunlap Streets between the historic residential neighborhood and the CBD. The GCD is designed for "*diversified and intense business types*" that require large sites, such as groceries, drug stores, hardware, churches, schools, and banks. ***Recommendations:*** This zoning district seems out of place given its unique location between the historic neighborhood and CBD. The allowed uses will encourage the removal of the existing historic houses.

- **Professional & Business Office District (PBO):** Designed to provide a commercial transition area between residential areas and the CBD, the PBO allows office, banks, hospitals, churches, funeral homes, and public buildings by right. Most retail buildings require special land uses. Building heights are limited to 30 feet, but 3 levels are permitted. ***Recommendations:*** Allow retail uses by right and increase maximum building heights to 40 feet to accommodate modern retail formats. Consider removing the maximum floor area ratio (FAR).

I. Recommended: Historic District Design Standards

Officially adapted in 1974 by the Northville City Council, *The Historic District Design Standards* (HDDS) are largely responsible for the downtown's attractive character and successful turnaround. The HDDS sets design guidelines for both residential and commercial building designs in the historic district. GPG reviewed the HDDS commercial standards for their potential impact on retail commerce.

Many of Northville's newer buildings lack the accurate proportions and scale that are encouraged by the historic guidelines.

In general, the HDDS is designed to maintain or recreate Northville's Victorian small-town character while encouraging land use diversity. The HDDS also emphasizes harmony and continuity of scale, massing, and rhythm in the buildings. In many cases, building development restrictions for height, materials, and color are based upon surrounding or adjacent buildings.

While these design guidelines may be based on sound historical practices, they are counterproductive for creating a competitive shopping district. Merchant diversity and shopping variety are key to creating an atmosphere of a vibrant shopping district that offers a broad range of goods and services. Over-uniformity, even though historically accurate, tends to blend shops together and overly limit their ability to reinforce their uniqueness.

While most of the historic buildings have been accurately restored to their Victorian era design, many of the recent commercial buildings lack accurate historic proportions, colors, and massing. Many streetscape elements and new buildings are brown or colored in earth tones that detract from the authenticity of downtown's Victorian character.

Additional store fronts are needed for many of Northville's buildings to promote pedestrian movement and to improve the overall shopping district. The steep hill located along Center Street discourages cross shopping between Mary Alexander and Main Streets.

Recommendations: Commercial Standards

Below is a summary of GPG's observations and recommendations regarding the HDDS commercial standards:

- **Storefronts:** Adopt a 70 percent minimum clear-glass frontage (as measured between 3 to 8 feet from finish walk) at the first level for all new construction. Implement a sunset or cooperative policy to increase the amount of first-level glass on existing buildings located at Center and Main Streets.
- **Commercial Doors:** Allow for widened or relocated door openings to accommodate modern retail practices.
- **Pedestrian Orientation:** Separation of automobile and pedestrian traffic is not desirable in a commercial district. However, automobile movement must be slowed down and

the pedestrian given priority. Over-scaled buildings may not have negative effects on the pedestrian.

- **Parking:** Decks are best located in the middle of the block and behind buildings, rather than facing the street.

Many of Northville's historic buildings have awnings and signage that is inappropriate. These unattractive buildings harm the overall character of the downtown and should be required to confirm with present historic standards within a 1-2 year period.

- **Setbacks:** New construction does not have to align exactly with adjacent buildings. A limited amount of setback for outside seating or display should be allowed.
- **Mass:** Large building mass does need to be in scale with the surrounding community. However, the implementation of the HDDS guidelines has produced buildings with an over-abundance of faux massing.
- **Height:** Roof shapes, heights, and sun orientation should not follow adjacent building characteristics exactly. It is desirable to encourage the appearance of a variety of buildings and shopping opportunities. Too much of the same size and scale will tend to make the downtown look more like a faux lifestyle center, undercutting its authenticity as a historic town.

Alexander Street is lined with unsightly loading zones and backs of buildings.

- **Proportions:** Historically, the downtown has consisted of a wide variety of proportions, ranging from one to three levels, both wide and narrow. This building diversity should be encouraged to continue and thus reinforce the downtown's variety of shopping opportunities.
- **Awnings:** Reduce the front valance flap height to 8 inches maximum. Only permit canvas type fabrics; plastic fabrics should be prohibited. Permit two colors for awnings. Small logos or business names on awnings should be permitted.

  Allow awnings on storefronts without evidence that they are historically accurate to the buildings, since they provide an important pedestrian amenity. Consider a sunset ordinance requiring replacement of all nonconforming awnings within two years.
- **Materials:** Storefront materials should be encouraged to reinforce the merchants' branding and not copy adjacent materials. However, the building as a whole should respect the downtown's historical building materials.
- **Combined or Divided Facades:** Businesses should be allowed (and encouraged) to differentiate themselves with signage, color, and facade alterations. Allowing them to reinforce their brand also emphasizes the downtown's wide

selection of goods and services. Avoid an overemphasis on continuity of color and form.

- **Rear Facades:** Large common trashcans located in public parking lots should be hidden from view, per the HDDS guidelines (4-27).

J. Parking Management Plan Review

Prepared in 1999 by Carlisle/Wortman Associates, the *Parking Management Plan* outlines specific recommendations regarding short and long-term improvements for the downtown. As part of this study, GPG has reviewed the document and in general agrees with the plan's findings. Of the plan's many recommendations, the following are the most significant and the city should consider adopting them in the near future:

- Increase parking enforcement.
- Increase parking credit fees.
- Reduce required parking from 1 car/200 SF to 1 car/300 SF.

GPG recommends the following changes in the Carlisle *Parking Management Plan* findings:

- Paid long-term and employee parking should be permitted in all lots, including the prime lots.
- A parking deck should not be installed in the northeast (Dunlap-Hutton) surface lot; unless a major expansion of the city is planned.

K. DDA Proposals

The DDA has introduced numerous proposals to enhance Northville's commerce, including parking decks. As a part of this study, GPG has been asked to review the proposed Wing Street parking deck. Even though this proposal failed a referendum vote in October of 2003, GPG was asked to consider the proposal and make suggestions to improve the proposed deck design.

Below are GPG's observations and recommendations regarding the proposed Wing Street parking deck. These comments are based on plans prepared by RICH and Associates:

Observations:

- The deck will provide a total of 376 parking spaces, in an existing public surface lot that has 169 spaces (including 40 private spaces that have been recently removed for new building construction).
- The three-level deck will result in a net gain of 247 spaces. These additional spaces will support approximately 75,000 square feet of new development or significantly improve the parking for existing shoppers and employees.
- The new deck will not be noticeable from Center, Main, or Dunlap Streets because of new or proposed buildings.
- The new deck is of a different scale than the six historic commercial buildings located along Wing Street. However, the adjacent Wing Street homes/buildings are zoned General Commercial District (GDC), which permits large retail uses.
- The west (Wing Street) elevation is broken into a series of smaller facades, with vertical proportioned windows.
- The deck appears to be designed for easy traffic circulation and parking.
- The site plan allows for a two-way alley and loading zones to service the adjacent Center and Main Street buildings.

Recommendations: Proposed Wing Street Parking Deck

- Consider installing 20-foot liner retail shops along the deck's west elevation to create a better pedestrian street and to reinforce the existing Wing Street businesses.
- Maintain a minimum of 9 feet for deck ceilings (10 feet is ideal).
- Finish and paint all interior surfaces.
- Install more effective signage than is presently being used for public parking lots and decks.
- Maintain the present number of parking stalls for long-term benefit to business district.
- Allow for long-term paid employee parking.

- Before 10:00 am, limit first-level parking to keep spaces available to shoppers.

L. New Development Proposals

During GPG's analysis process, only one new development proposal was presented for comment and review. *Cambridge Place* is a mixed-use five-level building proposed along Cady Street, east of Center. Cambridge Development proposed that this building be constructed on an existing surface parking lot owned by the City of Northville. GPG met with Cambridge to discuss their proposal and schedule. Cambridge competed in an open public selection process for the development rights.

The Cambridge building is designed as a French Mansard style with street level retail, one level of office and three levels of "luxury" single-floor condominiums. The building will also feature gated underground parking, a fitness center, a rooftop terrace, and a private lobby. The residential dwellings will be accessed from a central common hallway on each floor.

Because Cady Street does not face a primary street (Center or Main), locating prime market rate retail tenants on the first level will be difficult. The Cady Street location also suffers from the existing decrease in grade from Main Street and the resistance of shoppers to walk down or up this relatively steep grade, especially during poor weather.

However, professional offices such as real estate, financial services, neighborhood services, and personal care businesses may consider this location. The site benefits from its direct access to the Cady Street parking deck (located directly across the street). Extending the site and building west to allow for direct frontage along Center Street would significantly increase the building's appeal to leading retailers of home furnishings, green groceries, or apparel.

M. Northville Downs

The Northville Downs Racetrack has been part of the community for decades. Located adjacent to the south edge of Northville's CBD, the track is a relatively self-contained business, with its own surface parking and "all-in-one" entertainment. Most business owners reported little or no customer traffic from the racetrack. An expansion of the racetrack's venue to include casinos will likely not significantly impact Northville's downtown commerce. The track property does represent a major potential redevelopment opportunity in the long run, should the track choose to relocate.

The farmers market is a very popular and successful destination.

N. Farmers Market

The Northville Farmer's Market continues to be one of the most successful in the region, attracting thousands of visitors on a seasonal, once-per-week basis. However, the market's present location at Center and Seven Mile Streets is too distant from downtown to encourage easy cross-shopping with downtown merchants. In addition, Northville Down's donates the market's location on a month-to-month basis, so its long-term security is not guaranteed.

This study recommends that the Farmer's Market be moved into a long-term location that includes basic shelter. GPG's 1997 report recommended that the market be relocated to the top of the Cady/Mary Alexander parking structure at the town square's south end. This location would allow for the market to expand onto the town square and into the parking structure, while allowing easy cross-shopping to downtown. An alternative location could be the surface parking lots located along the south side of Cady Street between Hutton and Center.

GPG also recommends that the DDA consider implementing a year-round public market. Offering a variety of meats, fish, vegetables, and fruits, a public market would be a significant addition to the downtown's business mix. The Cady Street deck or surface lots would be suitable location for such a market. Columbus, Ohio's North Market and Ann Arbor's market are models worth investigating.

O. Building Placement:

Currently, there is a new building under construction on Main Street, just east of Wing Street. As proposed, the new building will be two to three stories in height (the elevation changes creating the differences in building height). The first floor will offer six new retail spaces, approximately 830 square feet each. The remaining space will be office. These new buildings are in keeping with the scale and character of the downtown.

Land Use Patterns:

Northville's CBD has a historical small town mix of land uses that include: retail, office, residential and civic. This almost ideal blend allows for a walkable community that offers a high quality of life that is presently being modeled in many newly planned communities.

The downtown's uses are balanced and reinforce each other. The downtown's residents benefit from being able to walk to the library and shopping. Civic uses such as the library, City Hall and churches help to anchor the downtown, and bring in visitors on a regular basis. The office workers can walk to numerous restaurants, shops and governmental services such as the post office. The downtown retailers and restaurants are supported by the residential, civic and office land uses.

Additional residential, office uses will contribute to increased retail sales and should be encouraged. Existing key community uses such as the City Hall, Library, Post Office and churches should also remain in the downtown, and their expansion should be accommodated as much as possible.

Many of the downtown's retailers have installed attractive store fronts and signs that reinforce Northville's image as a unique quality shopping district.

P. Business Practices:

Downtown Northville's businesses offer a unique collection of goods and services that are generally attractive and well merchandised. Most of the downtown's storefronts, signage, and window displays meet or exceed normal business practices for similar types of retailers. However, as a general rule, most downtown retailers could be improved with a rigorous cleaning and a fresh coat of paint.

A major weakness of the downtown business practices is the inconsistent store hours. Although impractical for small independent retailers to maintain extended hours, one of the top complaints of most focus group participants was that they could not shop downtown during the evenings and on Sundays.

These focus group comments are confirmed by many of the Northville businesses that remain open for extended hours and report strong Sunday and evening sales. These merchants also report that many of their shoppers express frustration over the small number of businesses open for extended hours.

As a result of the downtown's inconsistent and limited shopping hours, the district as a whole is giving up a majority of the region's retail trade to shopping centers and national retailers. The limited hours also convey a sense of poor service and lack of value to many modern consumers.

GPG offers the following general observations and recommendations for downtown merchants to consider for business enhancement:

- Expand hours to 6:00 pm weekdays and to 9:00 pm at least one evening per week.
- Cross-merchandise with other downtown merchants by sharing window and interior display props.
- Highlight holidays and seasons with prominent displays located at the front and center of the store.
- Consider coordinating with other merchants to establish a common evening of late operating hours, e.g., Thursday or Friday.
- Paint storefronts and interiors on a regular (one to two years) basis.
- Clean and paint front doors and windows three to four times per year.
- Maintain wide aisles for shoppers.
- Implement a common marketing campaign for all downtown merchants.

IV. Focus Group Interviews & Merchant Meetings:

Focus Groups

GPG conducted informal and non-scientific interviews with the following focus groups: City staff, civic groups, Northville Township officials, the Steering Committee, downtown merchants, property owners, young couples with families, students, and senior citizens. The DDA selected the participants. These sessions ranged in size from 3 to 15 people and offered GPG an opportunity to probe into some of the specific shopping habits of a cross-section of Northville shoppers. Surprisingly, the downtown merchants had one of the smallest turnouts of any focus group.

In order to allow for the group and business discussions to be as open and frank as possible, GPG advised the participants that their comments would not be specifically outlined in the final written report.

In general, the focus groups stated that they are very pleased with downtown Northville's appearance, size, and character. Northville's downtown charm was one of the primary reasons given for moving to or remaining in the community. Most respondents reported that they visit the downtown on a regular basis of at least once a week to purchase groceries or to visit a restaurant. The teens do not frequent the downtown because they feel unwanted and are often harassed by downtown merchants. Many of the teens are also proud of their downtown and hope to move back to Northville after college.

However, almost all focus group members expressed a major disappointment in the lack of businesses that serve their primary shopping needs and desires. Affordable and moderate apparel, children's apparel, hardware, shoes, sporting goods, toys, and home furnishings were the most frequently cited businesses needed downtown. Most respondents were pleased with the existing number and quality of the downtown restaurants.

The following statements were also given during the focus group sessions:

- The stores are always closed when I want to shop.
- The downtown merchants need to keep longer or more common hours.
- I can't purchase basic items, such as hardware, socks or children's clothing downtown.
- Parking is a major problem downtown.
- Parking is not a major problem downtown.
- I really dislike the new national coffee house opening downtown.
- I love the new coffee house downtown.
- There is nothing to do downtown.

- I wish that there was a larger park, like Plymouth's, downtown.
- I love to shop at Barnes & Nobel, Costco, Target, Khol's, Old Navy, Gap, Talbot's, and wish that I could purchase this type of merchandise downtown.
- I love the farmer's market.
- I don't want any more secondhand stores downtown, but I like to shop at the ones that are presently there.
- I do most of my primary shopping at Twelve Oaks and Laurel Park Mall, in Plymouth or along the Haggerty Road corridor.
- I would like the downtown to remain the way it is, but to start selling the goods and services that my family needs and desires.

V. ECONOMIC GROWTH & MASTER PLAN MODELS

Based upon the above analysis and GPG's experience with the private sector in the region, GPG created three general economic and master plan models. Each model defines specific amounts of retail sizes and types and the general planning elements necessary to implement them.

It is intended that these models and plans will assist the DDA (and the community at large) to understand a realistic range of likely growth options for the downtown area, as well as the necessary changes in Northville's physical form to accommodate each model. GPG does not necessarily recommend any of the economic models or planning requirements.

A. Model One: Status Quo

This model is designed to forecast how downtown Northville's retail commerce will likely change during the next five years, given the following assumptions:

- The region's economic growth continues at the current rate.
- The national economy continues to remain in its present range (unemployment, GNP, growth, inflation, etc.).
- One or more luxury department stores open in or adjacent to Northville's trade area.
- Twelve Oaks Mall expands or a new lifestyle center opens in the greater Northville area during the next two to three years.

- The existing zoning and planning codes remain enforced.
- The physical make-up of the downtown stays the same, i.e., parking, open space, landmark buildings, and surrounding residential neighborhoods.
- The DDA's present programs, business enhancement activities remain in place.

Finding:
This study finds that under the above status-quo conditions that downtown Northville will likely remain a viable commercial district for the next five years. Rental and property rates will continue to keep pace with inflation. The existing neighborhood services and business such as Hillers and CVS drugs will remain and may expand. The historic character of the downtown will continue to attract small independent business owners seeking a part-time or hobby business.

However, approximately 30 to 35 percent of the downtown's existing specialty gift and apparel stores will be replaced by neighborhood services or professional services such as the following:

Office:
Real estate, legal, medical and financial services offices.

- **Personal Care Businesses**: nail salons, spas and beauty parlors.
- **Carry-Out Foods:** pizza, sub and sandwich shops, coffee shops and ethnic foods.

Rational:
Offices are willing to locate in storefront locations and can pay higher rents than retailers.

- Most office businesses do not require large amounts of parking for their customers.
- Northville's parking is difficult for many retail shoppers, with many of the prime stalls being occupied by employees and business owners.
- The downtown merchants lack an effective marketing and advertising campaign (as compared to the surrounding shopping centers).

- Northville's streetscape is dated and unattractive, presenting an unpleasant appearance to shoppers. This problem will be become even more apparent should a new lifestyle center open in the greater Northville area.
- Downtown merchants have inconsistent shopping hours, which is inconvenient for modern lifestyles.
- The downtown lacks desirable anchor-type retail tenants.
- Expanding or developing new retail commercial buildings is difficult and unpredictable, discouraging potential developers from building downtown.

Leading national retailers could be attracted to downtown Northville with proper planning and business recruitment efforts.

B. Model Two: Small Town Expansion

This model was designed to explore the potential for Northville to grow in a manner that limits its scale to that of a small town, while still providing the core goods and services desired and needed by its residents. Under this model, residents would be able to shop for apparel, electronics, sporting goods, and other general goods downtown, rather than having to go to surrounding shopping centers and big box retailers.

While it is recognized that Northville could never be large enough to meet all of the shopping needs of its residents, this model attempts to reach a middle ground of retail expansion that does not detract from or diminish the downtown's existing scale and charm.

Assumptions:

- All expansion will occur within existing building footprints.
- Any new development will be in accordance with existing city zoning and building codes and standards, including the Historic Commission's policies.
- That the proposed Wing Street Parking deck will be constructed as planned.
- That Twelve Oaks Mall will expand with at least one new major department store.
- That a successful new lifestyle center will open in the general Northville area.
- That the downtown installs a new streetscape.
- That parking enforcement is increased.

Findings:

In this model, downtown Northville can increase the sales of its existing retailers and expand its retail base while maintaining most of its present character. Instead of focusing on building expansion, growth will rely on marketing and management policy revisions.

Below is a summary of the types of businesses that are supportable:

- **16,000 SF Apparel Tenants,** such as Acorn, American Eagle, Buckle, Children's Place, Chico's, Christopher & Banks, Cornell Trading Co, Eddie Bauer, Gap, Orvis, Talbot's
- **3,000 SF Additional Jewelry.**
- **2,500 SF Shoes & Accessories** such as Ecco, Footlocker, or Birkenstock.
- **5,000 SF Specialty Market,** such as Westborn Market, a 14,000 SF Trader Joes or a public market 16,000 to 20,000 SF in size (similar to the North Market in Columbus, Ohio).
- **2,500 SF Wine & Cheese Shop.**
- **4,500 SF Restaurant** with liquor featuring a local ethic restaurant as well as a quality steakhouse or seafood restaurant.

- **4,000 SF Restaurant** space without liquor, such as a Brooklyn Pizza, Cosi, Noodle Restaurant, Panera Bread or similar, coffee shop, Cold Stone Creamery, and Subway.
- **2,000 SF Specialty Book Store** focusing on children's, gardening, and home improvement books.
- **3,500 SF Electronics**, such as Radio Shack and a cellular phone store.
- **2,500 SF Health & Beauty aids**, such as Body Shop or L'Occitane or Origins.
- **12,000 SF of Home Accessories**, including several interior designers, a frame shop, and several small furniture stores. Examples would be Design Within Reach, Ethan Allan, Bombay/Bombay Kids, Jennifer Convertibles, Three Chairs, Watch Hill, or West Elm Street.
- **5,000 SF Outdoor Sporting Goods** selling camping, canoeing, hiking goods: Eastern Mountain Sports, Moosejaw or REI.
- **1,000 SF Optical/Vision Care.**
- **2,000 SF Personal Services,** such as Yoga and Curves.
- **800 SF Specialty Pet Supplies**, such as Catherine's Pet Parlor.
- **1,200 SF Sports Apparel**, such as Hanson's Running Shop.
- **800 SF Cigars & Tobacco**

Planning & Management Requirements:
GPG finds that the following actions would be required for Model Two to be implemented:

- An experienced retail developer to purchase and manage at least 50,000 SF of the downtown.
- One junior anchor tenant secured for the downtown.
- A new streetscape is constructed downtown.
- A new parking program is implemented, which includes metered on-street parking and paid off-street parking.
- The Wing Street parking deck is built as proposed.
- The surrounding streets and roads are improved to accommodate increased traffic levels.
- Northville Township continues to implement its policy that new retail growth should complement and not directly complete with downtown Northville.
- The DDA implements an effective marketing campaign for the greater downtown.
- The site plan and general approval process are made more

predictable.

C. Model Three: Maximum Growth Model

This Maximum Growth Model is designed to estimate the full growth potential of downtown Northville if a major parcel for development became available in or adjacent to it. This model is intended to provide the DDA with an understanding of the probable maximum potential that the existing market

The Northville Downs parking lot, just south of Cady Street offers an excellent potential site for the development of a major mixed-use lifestyle type center.

can support downtown. Note: GPG does not necessarily recommend that this model be discouraged or encouraged.

Assumptions:

This model is based on the following assumptions:

- The national and regional economies continue to recover and remain within normal levels.
- Adequate public parking decks are constructed to support the maximum market demand.
- Any infrastructure limitations—utilities, streets, and land—are improved to meet the market potential.
- Land will be made available to support the new retail format (approximately 15 to 20 acres of land).
- The M.A.G's building is redeveloped as several prime

junior anchors (15,000 sf ea.) or a department store.

- No additional major shopping centers are constructed outside of Northville's downtown.
- Lease radius restrictions that are likely to exist for prime national and regional retailers at Twelve Oaks and Laurel Park Mall can be modified to permit duplicate stores in the downtown.
- The unpredictable and subjective nature of obtaining approval for new development becomes more balanced and realistic to market conditions.
- Existing zoning restrictions are modified to accommodate modern retail formats.
- The downtown implements a new streetscape capital improvement program that is equal to or better than modern shopping center standards.
- That an effective and fair parking enforcement system is implemented, which includes metered on-street parking and gated, manned parking booths in the northeast and northwest lots.

Findings:

If the downtown's existing site and access problems are corrected; new parking structures are built; traditional retail spaces are made easier to lease; and the road network is upgraded to provide better local and regional access; then up to 150,000 SF of additional retail could be supported at the Northville location.

Birkdale Village, Charlotte, NC represents the type of new mixed use lifestyle center that could be developed near Northville's downtown.

However, a major national anchor, such as a department store, would not be supportable given the trade area population and strong department store competition to the north and east. If developed, this new retail would impact some of Northville's existing retailers, who would have to either close or relocate. A lifestyle-oriented center could be supported with following types of retailers:

- **76,000 SF Apparel Tenants,** such as Acorn, American Anthropologie, Eagle, Buckle, Children's Place, Chico's, Christopher & Banks, Cornell Trading Co, Gap, Lucky Brand Jeans, North Face, Old Navy, Orvis, and Talbot's Quicksilver.
- **8,000 SF Additional Jewelry,** Independent or regional chains.
- **7,000 SF Shoes & Accessories** such as Sherman's Ecco, Birkenstock, or Nine West.
- **5,000 SF Specialty Market,** such as Westborn Market, a 14,000 SF `Trader Joe's or a public market 16,000 to 20,000 SF in size (similar to the North Market in Columbus, Ohio).
- **2,500 SF Wine & Cheese Shop.**
- **9,000 SF Restaurant** space with liquor, preferably, a local ethic restaurant and a quality steakhouse or seafood restaurant.
- **11,000 SF Restaurants** space without liquor, including a noodle

restaurant, Cosi, Panera Bread or similar, coffee shop, P.F. Chang Carry-out and Subway.

- **20,000 SF Book & Music store**, such as Borders.
- **3,500 SF Electronics**, such as Radio Shack and a cellular phone store.
- **2,500 SF Health & Beauty aids**, such as Body Shop, L'Occitane, or Origins.
- **52,000 SF of Home Accessories**, including several interior designers, a frame shop, and several small furniture stores. Examples would be Crate & Barrel, Bakers, Ethan Allan, Bombay/Bombay Kids, Design within Reach, Jennifer Convertibles, Pottery Barn, Three Chairs, Up Stairs-Down Stairs, West Elm Street and Williams & Sonoma.
- **10,000 SF Outdoor Sporting Goods,** selling camping, canoeing, hiking goods: Eastern Mountain Sports, Moosejaw, Orvis, REI.
- **1,000 SF Optical/vision Care.**
- **2,000 SF Personal Services** such as Yoga and Curves.
- **800 SF Specialty Pet Supplies**, such as Catherine's Pet Parlor.
- **1,200 SF Sports Apparel**, such as Hanson's Running Shop.
- **800 SF Cigars & Tobacco**
- **2,500 SF Hobby Shop**, such as Ryder's Hobbies.

Planning & Management Requirements:
GPG finds that the following actions would be required for the private sector to implement the Maximum Model:

- 15 to 20 acres of vacant land becomes available within one-half mile of the downtown, at market rate prices
- An experienced retail developer purchases the above site or major blocks of the downtown and implements the new retail development as proposed.
- Two junior anchor tenants are secured for the downtown.
- A new streetscape is constructed in the downtown.
- A new parking program is implemented, which includes metered on-street parking and paid off-street parking.
- The Wing Street parking deck is built as proposed.
- Building heights are increased to five levels and 56 feet at the new development location, allowing for residential and office uses on the upper levels.
- The surrounding streets and roads are improved to accommodate increased traffic levels.

- Northville Township continues to implement its policy that new retail growth should complement and not directly complete with downtown Northville.
- The DDA implements an effective marketing campaign for the greater downtown.
- The site plan and general approval process be made more predictable.

--- END OF REPORT ---

Business-Facts: Daytime Employment Report

Prepared For: **Order #: 963197033**

Project Code: gibbs/northville **Site: 01**

S CENTER ST AT E MAIN ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Business Employment By Type	# Businesses	# Employees	# Emp/Bus
Total Businesses	620	6,034	10
Retail Trade	121	1,594	13
Home Improvement Stores	5	227	45
General Merchandise Stores	1	2	2
Food Stores	6	138	23
Auto Dealers and Gas Stations	6	155	26
Apparel and Accessory Stores	4	22	6
Furniture and Home Furnishings	8	79	10
Eating and Drinking Places	34	630	19
Miscellaneous Retail Stores	57	341	6
Finance-Insurance-Real Estate	71	475	7
Banks, Saving and Lending Institutions	12	90	8
Securities Brokers and Investments	13	40	3
Insurance Carriers and Agencies	27	156	6
Real Estate-Trust-Holding Co	19	189	10
Services	268	2,317	9
Hotels and Lodging	3	12	4
Personal Services	58	367	6
Business Services	63	523	8
Motion Picture and Amusement	9	272	30
Health Services	42	318	8
Legal Services	19	58	3
Education Services	12	378	32
Social Services	18	145	8
Other Services	44	244	6
Agriculture	14	101	7
Mining	2	4	2
Construction	30	270	9
Manufacturing	37	653	18
Transportation, Communication/Public Utilities	13	172	13
Wholesale Trade	57	288	5
Government	7	160	23

Daytime Population	6,034
Daytime Population/Businesses	10
Residential Population	8,613
Residential Population/Businesses	14

Business-Facts: Daytime Employment Report

Prepared For: **Order #: 963197033**

Project Code: gibbs/northville **Site: 01**

S CENTER ST AT E MAIN ST, NORTHVILLE, MI 48167, 0.00-2.00 Miles, Total

Business Employment By Type	# Businesses	# Employees	# Emp/Bus
Total Businesses	1,041	11,808	11
Retail Trade	169	2,421	14
Home Improvement Stores	12	287	24
General Merchandise Stores	1	2	2
Food Stores	8	146	18
Auto Dealers and Gas Stations	6	155	26
Apparel and Accessory Stores	5	26	5
Furniture and Home Furnishings	16	369	23
Eating and Drinking Places	47	932	20
Miscellaneous Retail Stores	74	504	7
Finance-Insurance-Real Estate	129	829	6
Banks, Saving and Lending Institutions	17	124	7
Securities Brokers and Investments	24	86	4
Insurance Carriers and Agencies	39	202	5
Real Estate-Trust-Holding Co	49	417	9
Services	438	4,981	11
Hotels and Lodging	3	12	4
Personal Services	75	512	7
Business Services	129	1,167	9
Motion Picture and Amusement	22	455	21
Health Services	58	538	9
Legal Services	25	97	4
Education Services	24	1,577	66
Social Services	24	210	9
Other Services	78	413	5
Agriculture	25	296	12
Mining	3	11	4
Construction	71	496	7
Manufacturing	75	1,271	17
Transportation, Communication/Public Utilities	25	272	11
Wholesale Trade	91	940	10
Government	15	291	19

Daytime Population	11,808
Daytime Population/Businesses	11
Residential Population	30,137
Residential Population/Businesses	29

Business-Facts: Daytime Employment Report

Prepared For:

Order #: 963197033

Project Code: gibbs/northville

Site: 01

S CENTER ST AT E MAIN ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

Business Employment By Type	# Businesses	# Employees	# Emp/Bus
Total Businesses	2,290	34,769	15
Retail Trade	372	8,194	22
Home Improvement Stores	23	704	31
General Merchandise Stores	5	399	80
Food Stores	22	1,328	60
Auto Dealers and Gas Stations	25	557	22
Apparel and Accessory Stores	10	55	6
Furniture and Home Furnishings	58	1,117	19
Eating and Drinking Places	104	2,885	28
Miscellaneous Retail Stores	125	1,149	9
Finance-Insurance-Real Estate	303	3,228	11
Banks, Saving and Lending Institutions	65	624	10
Securities Brokers and Investments	45	232	5
Insurance Carriers and Agencies	78	1,169	15
Real Estate-Trust-Holding Co	115	1,203	10
Services	971	13,032	13
Hotels and Lodging	14	440	31
Personal Services	140	1,061	8
Business Services	297	2,928	10
Motion Picture and Amusement	48	1,265	26
Health Services	122	1,996	16
Legal Services	53	220	4
Education Services	42	3,057	73
Social Services	48	704	15
Other Services	207	1,361	7
Agriculture	40	393	10
Mining	3	11	4
Construction	159	1,032	6
Manufacturing	182	5,229	29
Transportation, Communication/Public Utilities	54	591	11
Wholesale Trade	161	2,170	13
Government	45	889	20
Daytime Population	34,769		
Daytime Population/Businesses	15		
Residential Population	56,278		
Residential Population/Businesses	25		

Appendix: Area Listing

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT E MAIN ST	Center Point:	42.431100 -83.483200
NORTHVILLE, MI 48167	Circle/Band:	0.00 - 1.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT E MAIN ST	Center Point:	42.431100 -83.483200
NORTHVILLE, MI 48167	Circle/Band:	0.00 - 2.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT E MAIN ST	Center Point:	42.431100 -83.483200
NORTHVILLE, MI 48167	Circle/Band:	0.00 - 3.00

Existing Downtown Retail
Northville, MI

Store Name	Address	Comments:
Apparel & Accessories:		
Across The Street	102 E Main St	Women's Apparel/Accessories
Baby Baby	153 E Main St	Childrens' Resale
Fine Threads	107 E Main St	Men's Apparel
Girly Girl	125 E Main St	Childrens' Apparel
Goldsmith's Galleries	101 W Main St	Jewelry & Accessories
JO Jewels	102 Church Square	Jewelry & Accessories
La Corset	123 E Main St	Women's Apparel
New 2 You	120 E Main St	Childrens' Resale
Northville Watch & Clock	132 Dunlap St	Watch & Clock Repair
Open & Clothed	141 Center St	Womens Apparel
Orin Jewelers	101 E Main St	Jewelry & Accessories
Pendleton	119 Center St	Unisex Apparel
Sale Sisters	142 Center St	Womens Shoes/Accessories
Van Dams' Women Boutique	111 E Main St	Womens Apparel/Accessories
Veronica's Closet	124 E Main St	Women's Apparel (Resale)
Total Apparel & Accessories:	**19,575**	

Existing Downtown Retail
Northville, MI

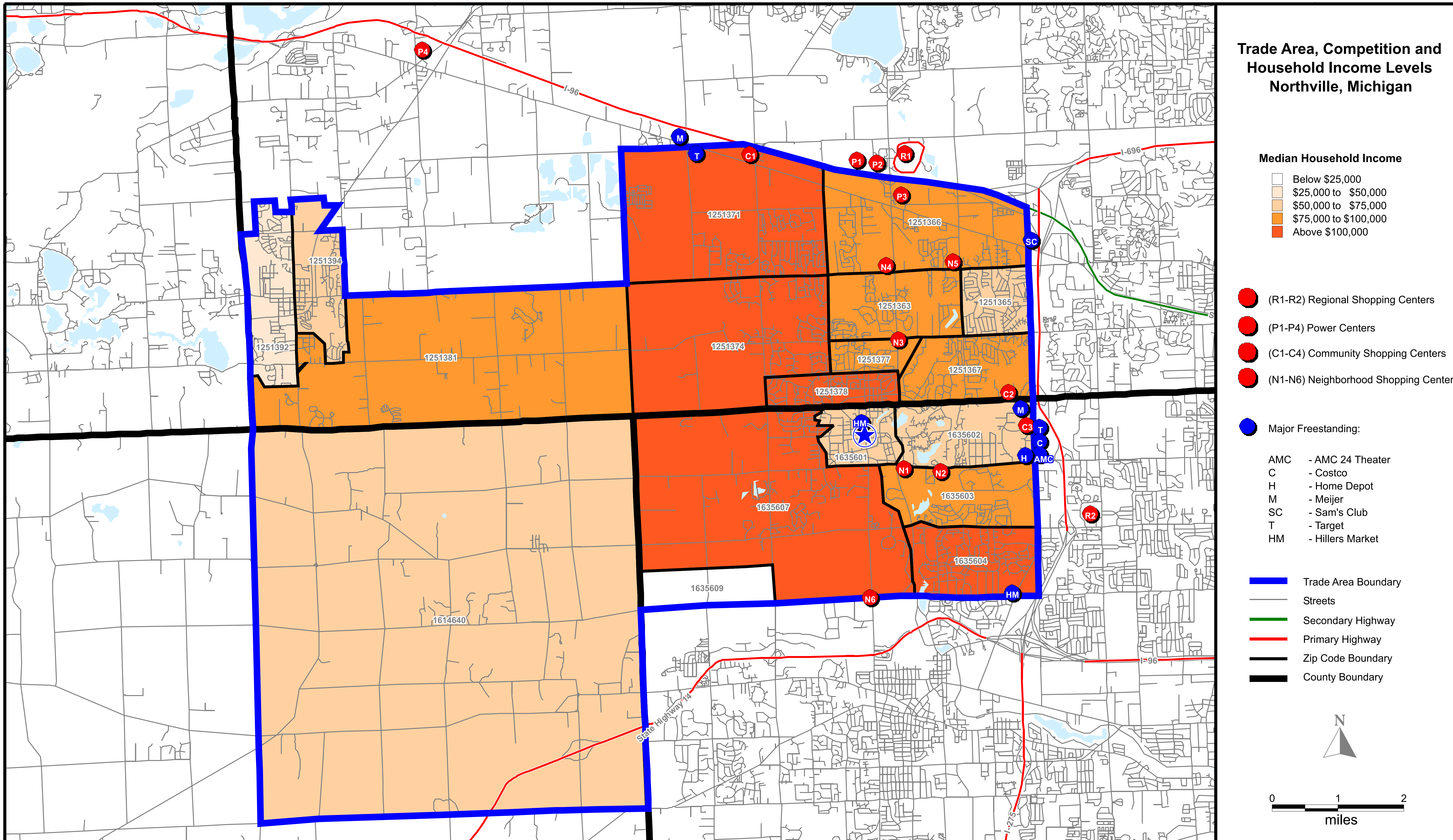
Store Name	Address		Comments:
Specialty Food & Restaurant:			
Restaurants With Liquor:			
Bacchus Bar	Hutton St		Italian Foods & Pub
Genitti's Lunch Theater	108 E Main St		Restaurant/Entertainment & Gifts
Jasmine's Chinese Rest.	146 Mary Alexander		Chinese Restaurant/Liquor
Mackinnon's	126 E Main St		Seafood Restaurant/Liquor
New Bangkok Cuisine	250 Center St		Thai Restaurant/Liquor
Poole's Tavern	157 E Main St		Casual Pub
Sizzling Sticks	144 Mary Alexander		Mongolian BBQ/Liquor
Starting Gate Saloon	131 Center St		Casual Pub
Tiramisu	146 S Center St		Italian Restaurant/Liquor
Tommys Mar's	126 E Main St		Piano Bar
Subtotal:		***22,100***	
Restaurants Without Liquor:			
Dandy Gander	333 E Main St		Casual Diner
Donut Store	314 Center St		Donuts/coffee
Helen's Uptown Café	160 E Main St		Casual Diner
Joseph's Coney	113 W Main St		Coney Restaurant
Quizno's	122 S Center St		Sub/Sandwich Shop
Rebeccas Restaurant	130 Center St		Casual Family Restaurant
Starbucks	302 E Main St		Coffee/Pastry
Tuscan Café	150 Center St		Sandwich/Soup Café
Subtotal:		***10,225***	
Specialty Food & Drugs:			
American Spoon	105 Center St		Specialty Foods & Ice Cream
Chocolates By Rene	118 E Main St		Candy Shop
CVS Pharmacy	133 Dunlap St		Pharmacy & Convenience Foods
Gift Baskets	136 Center St		Michigan Gift Baskets
Great Harvest Bread Co.	139 E Main St		Bakery
Healthy Solutions	137 E Main St		Health Supplements
Italian Deli/Catering	Hutton St		Italian foods & wine
Vine 2 Wine	154 Mary Alexander		Wine Making Supplies/Gifts
Subtotal:		***13,900***	
Total Specialty Foods & Restaurants:		**46,225**	

Existing Downtown Retail
Northville, MI

Store Name	Address		Comments:
Home Décor & Accessories:			
Galleries:			
Atzium Gallery	109 Center St		Art Gallery
Dancing Eye Gallery	103 Center St		Art Gallery
McGuire's Fine Art Gallery	341 E Main St		Art Gallery
Painters Place	140 Center St		Art Gallery
Printers Plus Gallery	117 E Main St		Photo Studio
Tiffany Art Glass	121 E Main St		Stained Glass
Subtotal:		***6,500***	
Home Accessories:			
Across The Street	102 E Main St		Home Accessories/Gifts
Bee's Knees	143 E Main St		Home Accessories/Gifts
Bellerose	147 E Main St		Home Accessories/Gifts
Changing Seasons	149 E Main St		Home Accessories/Florist
Garden Views	Main St		Florist/Home Accessories
Long Design Gallery	E Main St		Home Redecorating Center
Moss Rose	184 E Main St		Home Accessories/Décor
Northville Candle & Gift	124 Center St		Home Accessories/Gifts
Pear Aphernalia	107 Center St		Home Accessories/Gifts
Preferences	103 E Main St		Home Accessories/Gifts
Sparr's Greenhouse	156 Center St		Florist/Plant Supplies
The Kitchen Witch	134 E Main St		Kitchen Accessories
The Sawmill Furniture	318 Center St		Unfinished Furniture
Totto for the Home	102 Church Square		Furniture & Accessories
Traditions	120 Center St		Home Accessories/Gifts
Subtotal:		***26,050***	
Total Home Décor & Accessories:		**32,550**	

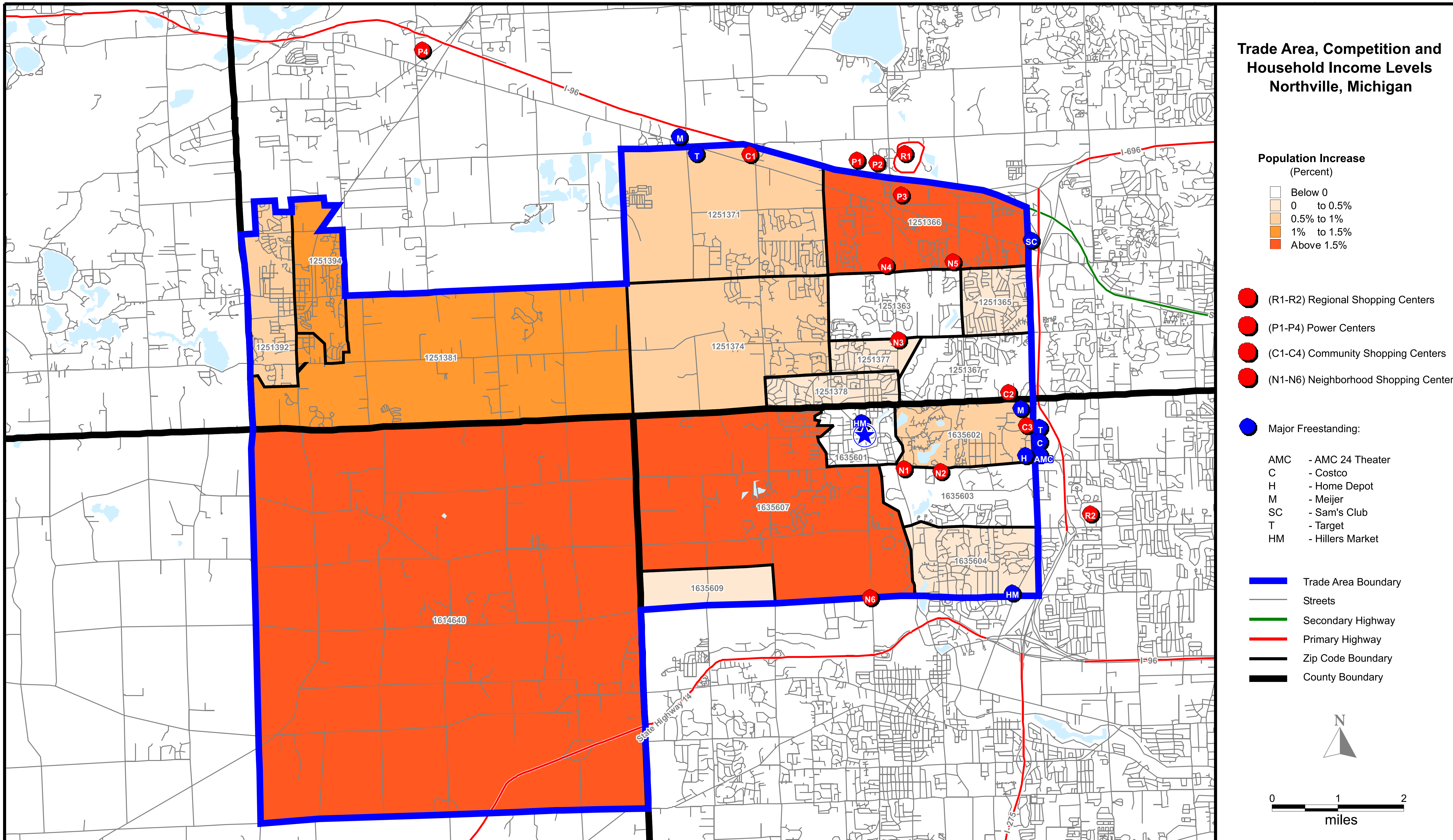
Existing Downtown Retail
Northville, MI

Store Name	Address		Comments:
Other Retail:			
Anne's Art Supply	110 Center St		Art & Crafts
Awakening…	111 Center St		Art & Crafts
Brighton Music Center	103 Church Square		Musical Instruments
D&D Bicycles	121 Center St		Bicycle Shop
Memories by Stamp Pedler	101 Church Square		Art & Crafts
Northville Camera	117 E Main St		Camera Supply
Pamplemousse	116 E Main St		Health & Beauty Supplies
Salutations	115 E Main St		Cards & Gifts
Stamp Pedler	Church Square		Art & Crafts
Town & Country Cyclery	148 Center St		Bicycle Shop
Total Other Retail:		**28,550**	
Personal Services:			
2nd Street Salon	355 E Main St		Hair Salon
Angela Carson Photography	Wing St		Photo Studio
Clean-A-Rama	123 Dunlap St		Dry Cleaners
Cobbler's Corner	106 E Main St		Shoe Repair
Cutting Edge	135 Dunlap St		Hail Salon/Services
Jack's Barber	111 Dunlap St		Barber
Justin York Salon	170 E Main St		Salon/Spa
Lilly Alterations	118 E Main St		Apparel Alterations
Main Centre Cleaners	103 W Main St		Dry Cleaners
Salon Marzejon	114 S Center St		Hair Salon
Sevenity Day Spa	142 S Center St		Salon/Spa
UPS Store	143 S Center St		Mailing Supplies/Services
Urban Optics	105 W Main St		Glasses/Contacts
Utopian Spa	182 E Main St		Salon/Spa & Health & Beauty Supplies
Total Personal Services:		**15,400**	
		142,300	



Trade Area, Competition and Household Income Levels Northville, Michigan
Median Household Income
Below $25,000
$25,000 to $50,000
$50,000 to $75,000
$75,000 to $100,000
Above $100,000
(R1-R2) Regional Shopping Centers
(P1-P4) Power Centers
(C1-C4) Community Shopping Centers
(N1-N6) Neighborhood Shopping Centers
Major Freestanding:
AMC - AMC 24 Theater
C - Costco
H - Home Depot
M - Meijer
SC - Sam's Club
T - Target
HM - Hillers Market
Trade Area Boundary
Streets
Secondary Highway
Primary Highway
Zip Code Boundary
County Boundary
N
0 1 2
miles
1251371
1251366
1251394
1251363
1251365
1251392
1251381
1251374
1251377
1251367
1251378
1635602
1635601
1635603
1635607
1635604
1635609
1614640
I-96
I-696
I-275
State Highway 14

Trade Area, Competition and Household Income Levels Northville, Michigan



Pop Facts: Census Demographic Overview

Prepared For: | **Order #: 963189427**

Project Code: northville | **Site: 01**

Column 1: S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total
Column 2: S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total
Column 3: S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
Population						
2009 Projection	8,971		59,939		140,660	
2004 Estimate	8,613		56,278		134,711	
2000 Census	8,293		52,931		129,128	
1990 Census	7,767		43,779		111,940	
Growth 1990-2000	6.77%		20.91%		15.35%	
2000 Population by Single Race Classification	8,293		52,931		129,128	
White Alone	7,819	94.28	47,398	89.55	115,589	89.52
Black or African American Alone	83	1.00	1,210	2.29	3,578	2.77
American Indian and Alaska Native Alone	14	0.17	92	0.17	274	0.21
Asian Alone	247	2.98	3,358	6.34	7,572	5.86
Native Hawaiian and Other Pacific Islander Alone	5	0.06	16	0.03	33	0.03
Some Other Race Alone	43	0.52	232	0.44	513	0.40
Two or More Races	82	0.99	625	1.18	1,569	1.22
2000 Population Hispanic or Latino by Origin	8,293		52,931		129,128	
Not Hispanic or Latino	8,116	97.87	52,014	98.27	127,035	98.38
Hispanic or Latino:	178	2.15	916	1.73	2,094	1.62
Mexican	109	61.24	508	55.46	1,167	55.73
Puerto Rican	11	6.18	58	6.33	152	7.26
Cuban	5	2.81	23	2.51	66	3.15
All Other Hispanic or Latino	52	29.21	327	35.70	708	33.81
2000 Hispanic or Latino by Single Race Class.	178		916		2,094	
White Alone	121	67.98	624	68.12	1,450	69.25
Black or African American Alone	1	0.56	15	1.64	35	1.67
American Indian and Alaska Native Alone	6	3.37	21	2.29	34	1.62
Asian Alone	4	2.25	21	2.29	26	1.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00	1	0.11	2	0.10
Some Other Race Alone	37	20.79	185	20.20	410	19.58
Two or More Races	8	4.49	51	5.57	136	6.49
2000 Population by Sex	8,293		52,931		129,128	
Male	3,947	47.59	25,621	48.40	62,707	48.56
Female	4,346	52.41	27,309	51.59	66,421	51.44
Male/Female Ratio	0.91		0.94		0.94	

Pop Facts: Census Demographic Overview

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

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Column 3: S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Population by Age	8,293		52,931		129,128	
Age 0 - 4	467	5.63	3,354	6.34	7,622	5.90
Age 5 - 9	456	5.50	3,990	7.54	8,912	6.90
Age 10 - 14	502	6.05	4,197	7.93	9,236	7.15
Age 15 - 17	264	3.18	2,238	4.23	5,120	3.97
Age 18 - 20	176	2.12	1,201	2.27	3,330	2.58
Age 21 - 24	311	3.75	1,743	3.29	4,712	3.65
Age 25 - 34	1,289	15.54	6,449	12.18	16,962	13.14
Age 35 - 44	1,396	16.83	10,155	19.19	23,463	18.17
Age 45 - 49	703	8.48	4,702	8.88	10,950	8.48
Age 50 - 54	618	7.45	4,174	7.89	9,841	7.62
Age 55 - 59	521	6.28	3,131	5.92	7,497	5.81
Age 60 - 64	375	4.52	1,973	3.73	5,068	3.92
Age 65 - 74	588	7.09	2,990	5.65	8,630	6.68
Age 75 - 84	491	5.92	2,083	3.94	5,887	4.56
Age 85 and over	136	1.64	550	1.04	1,899	1.47
Age 16 and over	6,782	81.78	40,642	76.78	101,597	78.68
Age 18 and over	6,604	79.63	39,151	73.97	98,238	76.08
Age 21 and over	6,427	77.50	37,950	71.70	94,908	73.50
Age 65 and over	1,215	14.65	5,623	10.62	16,416	12.71
2000 Median Age	39.88		38.24		38.70	
2000 Average Age	40.07		37.13		38.25	
2000 Male Population by Age	3,947		25,621		62,707	
Age 0 - 4	239	6.06	1,750	6.83	3,911	6.24
Age 5 - 9	213	5.40	2,031	7.93	4,582	7.31
Age 10 - 14	243	6.16	2,139	8.35	4,647	7.41
Age 15 - 17	137	3.47	1,152	4.50	2,630	4.19
Age 18 - 20	85	2.15	643	2.51	1,752	2.79
Age 21 - 24	159	4.03	867	3.38	2,357	3.76
Age 25 - 34	653	16.54	3,026	11.81	8,377	13.36
Age 35 - 44	667	16.90	4,811	18.78	11,452	18.26
Age 45 - 49	345	8.74	2,280	8.90	5,361	8.55
Age 50 - 54	318	8.06	2,105	8.22	4,890	7.80
Age 55 - 59	244	6.18	1,586	6.19	3,755	5.99
Age 60 - 64	178	4.51	956	3.73	2,475	3.95
Age 65 - 74	256	6.49	1,323	5.16	3,826	6.10
Age 75 - 84	167	4.23	793	3.10	2,198	3.51
Age 85 and over	42	1.06	159	0.62	493	0.79

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Median Age, Male	38.66		37.50		37.70	
2000 Average Age, Male	38.63		36.01		36.91	
2000 Female Population by Age	4,346		27,309		66,421	
Age 0 - 4	228	5.25	1,604	5.87	3,711	5.59
Age 5 - 9	243	5.59	1,959	7.17	4,329	6.52
Age 10 - 14	259	5.96	2,058	7.54	4,590	6.91
Age 15 - 17	127	2.92	1,086	3.98	2,490	3.75
Age 18 - 20	91	2.09	558	2.04	1,578	2.38
Age 21 - 24	152	3.50	876	3.21	2,355	3.55
Age 25 - 34	637	14.66	3,423	12.53	8,585	12.93
Age 35 - 44	729	16.77	5,343	19.56	12,011	18.08
Age 45 - 49	358	8.24	2,423	8.87	5,589	8.41
Age 50 - 54	300	6.90	2,069	7.58	4,951	7.45
Age 55 - 59	277	6.37	1,545	5.66	3,742	5.63
Age 60 - 64	196	4.51	1,017	3.72	2,593	3.90
Age 65 - 74	333	7.66	1,667	6.10	4,804	7.23
Age 75 - 84	324	7.46	1,290	4.72	3,689	5.55
Age 85 and over	93	2.14	391	1.43	1,405	2.12
2000 Median Age, Female	40.99		38.91		39.64	
2000 Average Age, Female	41.38		38.18		39.52	
2000 Population Age 15+ by Marital Status*	6,773		41,542		103,566	
Total, Never Married	1,580	23.33	9,396	22.62	24,439	23.60
Married, Spouse present	3,999	59.04	26,081	62.78	62,308	60.16
Married, Spouse absent	125	1.85	933	2.25	2,460	2.38
Widowed	442	6.53	2,076	5.00	5,942	5.74
Divorced	627	9.26	3,057	7.36	8,417	8.13
Males, Never Married	774	11.43	4,708	11.33	12,698	12.26
Previously Married	329	4.86	1,682	4.05	4,855	4.69
Females, Never Married	806	11.90	4,688	11.28	11,741	11.34
Previously Married	791	11.68	3,765	9.06	10,299	9.94

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Population Age 25+ by Educational Attainment*	6,102		36,402		90,340	
Less than 9th grade	83	1.36	608	1.67	1,759	1.95
Some High School, no diploma	286	4.69	1,590	4.37	4,674	5.17
High School Graduate (or GED)	1,001	16.40	5,523	15.17	16,642	18.42
Some College, no degree	1,171	19.19	7,127	19.58	19,058	21.10
Associate Degree	367	6.01	2,498	6.86	6,231	6.90
Bachelor's Degree	1,855	30.40	11,206	30.78	25,323	28.03
Master's Degree	1,061	17.39	6,013	16.52	12,878	14.26
Professional School Degree	166	2.72	1,331	3.66	2,719	3.01
Doctorate Degree	111	1.82	507	1.39	1,058	1.17
Households						
2009 Projection	4,287		23,097		55,433	
2004 Estimate	4,066		21,666		53,018	
2000 Census	3,871		20,403		50,840	
1990 Census	3,327		16,229		42,436	
Growth 1990-2000	16.35%		25.72%		19.80%	
2000 Households by Household Type	3,871		20,403		50,840	
Family Households	2,225	57.48	14,224	69.72	34,635	68.13
Nonfamily Households	1,646	42.52	6,178	30.28	16,205	31.87
2000 Group Quarters Population	39		1,313		3,770	
2000 Households Hispanic or Latino	56	1.45	305	1.49	657	1.29
2000 Households by Household Size	3,871		20,403		50,840	
1-person household	1,428	36.89	5,251	25.74	13,868	27.28
2-person household	1,351	34.90	6,809	33.37	17,182	33.80
3-person household	493	12.74	3,075	15.07	7,650	15.05
4-person household	412	10.64	3,417	16.75	7,959	15.65
5-person household	141	3.64	1,384	6.78	3,078	6.05
6-person household	35	0.90	371	1.82	873	1.72
7 or more person household	11	0.28	96	0.47	230	0.45
2000 Average Household Size	2.13		2.53		2.47	

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Households by Household Income	3,802		20,401		50,863	
Income Less than $15,000	227	5.97	862	4.23	2,697	5.30
Income $15,000 - $24,999	328	8.63	1,055	5.17	3,290	6.47
Income $25,000 - $34,999	362	9.52	1,336	6.55	4,023	7.91
Income $35,000 - $49,999	512	13.47	2,152	10.55	6,097	11.99
Income $50,000 - $74,999	703	18.49	3,597	17.63	9,521	18.72
Income $75,000 - $99,999	555	14.60	3,231	15.84	8,010	15.75
Income $100,000 - $149,999	630	16.57	4,352	21.33	9,824	19.31
Income $150,000 - $249,999	316	8.31	2,743	13.45	5,401	10.62
Income $250,000 - $499,999	109	2.87	810	3.97	1,503	2.95
Income $500,000 or more	61	1.60	262	1.28	497	0.98
2000 Average Household Income	$86,761		$104,167		$93,323	
2000 Median Household Income	$66,797		$84,271		$74,483	
2000 Per Capita Income	$39,967		$40,245		$37,028	
2000 Household Type, Presence of Own Children*	3,871		20,403		50,840	
Single Male Householder	605	15.63	2,142	10.50	5,656	11.13
Single Female Householder	823	21.26	3,109	15.24	8,212	16.15
Married-Couple Family, own children	759	19.61	6,252	30.64	14,115	27.76
Married-Couple Family, no own children	1,123	29.01	6,337	31.06	16,265	31.99
Male Householder, own children	29	0.75	161	0.79	437	0.86
Male Householder, no own children	46	1.19	234	1.15	660	1.30
Female Householder, own children	140	3.62	671	3.29	1,576	3.10
Female Householder, no own children	128	3.31	570	2.79	1,581	3.11
Nonfamily, Male Householder	121	3.13	532	2.61	1,365	2.68
Nonfamily, Female Householder	96	2.48	396	1.94	972	1.91
2000 Households by Presence of People*	3,871		20,403		50,840	
Households with 1 or more People Age 18 or under:						
Married-Couple Family	772	19.94	6,337	31.06	14,361	28.25
Other Family, Male Householder	32	0.83	179	0.88	486	0.96
Other Family, Female Householder	149	3.85	727	3.56	1,721	3.39
Nonfamily, Male Householder	2	0.05	22	0.11	53	0.10
Nonfamily, Female Householder	2	0.05	7	0.03	14	0.03
Households no People Age 18 or under:						
Married-Couple Family	1,109	28.65	6,252	30.64	16,019	31.51
Other Family, Male Householder	42	1.08	216	1.06	611	1.20
Other Family, Female Householder	120	3.10	514	2.52	1,437	2.83
Nonfamily, Male Householder	725	18.73	2,652	13.00	6,967	13.70
Nonfamily, Female Householder	917	23.69	3,498	17.14	9,170	18.04

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Households by Number of Vehicles	3,871		20,403		50,840	
No Vehicles	145	3.75	598	2.93	1,936	3.81
1 Vehicle	1,526	39.42	5,902	28.93	15,502	30.49
2 Vehicles	1,633	42.19	9,945	48.74	23,991	47.19
3 Vehicles	470	12.14	3,196	15.66	7,254	14.27
4 Vehicles	101	2.61	680	3.33	1,791	3.52
5 or more Vehicles	9	0.23	139	0.68	491	0.97
2000 Average Number of Vehicles	1.72		1.91		1.88	
2000 Families by Poverty Status	2,259		14,329		34,724	
Income At or Above Poverty Level:						
Married-Couple Family, own children	802	35.50	6,497	45.34	14,707	42.35
Married-Couple Family, no own children	1,178	52.15	6,402	44.68	15,967	45.98
Male Householder, own children	16	0.71	182	1.27	454	1.31
Male Householder, no own children	31	1.37	169	1.18	458	1.32
Female Householder, own children	121	5.36	438	3.06	1,311	3.78
Female Householder, no own children	87	3.85	481	3.36	1,357	3.91
Income Below Poverty Level:						
Married-Couple Family, own children	7	0.31	55	0.38	162	0.47
Married-Couple Family, no own children	4	0.18	27	0.19	108	0.31
Male Householder, own children	0	0.00	2	0.01	11	0.03
Male Householder, no own children	0	0.00	7	0.05	30	0.09
Female Householder, own children	13	0.58	69	0.48	154	0.44
Female Householder, no own children	0	0.00	1	0.01	6	0.02
2000 Population Age 16+ by Employment Status	6,685		40,861		102,007	
In Armed Forces	1	0.01	9	0.02	24	0.02
Civilian - Employed	4,626	69.20	27,659	67.69	66,765	65.45
Civilian - Unemployed	60	0.90	534	1.31	1,512	1.48
Not in Labor Force	1,997	29.87	12,659	30.98	33,707	33.04
2000 Civilian Employed Pop. Age 16+ by Occupation	4,626		27,659		66,765	
Management, Business and Financial Operations	1,101	23.80	7,186	25.98	15,159	22.71
Professional and Related Occupations	1,414	30.57	8,606	31.11	20,052	30.03
Service	433	9.36	2,276	8.23	5,889	8.82
Sales and Office	1,227	26.52	6,778	24.51	17,315	25.93
Farming, Fishing and Forestry	0	0.00	3	0.01	27	0.04
Construction, Extraction, and Maintenance	180	3.89	882	3.19	3,172	4.75
Production, Transportation, and Material Moving	271	5.86	1,928	6.97	5,150	7.71

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 Pop. Age 16+ by Occupation Classification	4,626		27,659		66,765	
Blue Collar	451	9.75	2,810	10.16	8,322	12.46
Service and Farm	433	9.36	2,281	8.25	5,934	8.89
White Collar	3,743	80.91	22,568	81.59	52,509	78.65
2000 Workers Age 16+, Transportation To Work	4,597		27,337		65,843	
Drove Alone	4,048	88.06	24,985	91.40	59,930	91.02
Car Pooled	229	4.98	1,125	4.12	3,022	4.59
Public Transportation	19	0.41	84	0.31	164	0.25
Walked	84	1.83	221	0.81	654	0.99
Motorcycle	0	0.00	0	0.00	13	0.02
Bicycle	12	0.26	23	0.08	85	0.13
Other Means	9	0.20	75	0.27	218	0.33
Worked at Home	196	4.26	823	3.01	1,757	2.67
2000 Workers Age 16+ by Travel Time to Work	4,401		26,514		64,086	
Less than 15 Minutes	1,217	27.65	6,204	23.40	15,984	24.94
15 - 29 Minutes	1,301	29.56	8,601	32.44	21,808	34.03
30 - 44 Minutes	1,262	28.68	7,952	29.99	18,146	28.32
45 - 59 Minutes	481	10.93	2,691	10.15	5,662	8.84
60 or more Minutes	140	3.18	1,065	4.02	2,487	3.88
2000 Average Travel Time to Work in Minutes	27.45		28.64		27.72	
2000 Tenure of Occupied Housing Units	3,871		20,403		50,840	
Owner Occupied	2,471	63.83	15,332	75.15	37,660	74.08
Renter Occupied	1,399	36.14	5,070	24.85	13,180	25.92
2000 Occ Housing Units, Avg Length of Residence	9		9		10	

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Description	Column 1	Pct.	Column 2	Pct.	Column 3	Pct.
2000 All Owner-Occupied Housing Values	2,480		15,398		37,755	
Value Less than $20,000	0	0.00	116	0.75	579	1.53
Value $20,000 - $39,999	0	0.00	108	0.70	603	1.60
Value $40,000 - $59,999	33	1.33	123	0.80	510	1.35
Value $60,000 - $79,999	88	3.55	200	1.30	599	1.59
Value $80,000 - $99,999	134	5.40	527	3.42	1,108	2.93
Value $100,000 - $149,999	427	17.22	2,042	13.26	4,828	12.79
Value $150,000 - $199,999	501	20.20	2,131	13.84	7,896	20.91
Value $200,000 - $299,999	727	29.31	4,914	31.91	12,625	33.44
Value $300,000 - $399,999	283	11.41	2,682	17.42	5,210	13.80
Value $400,000 - $499,999	146	5.89	1,405	9.12	2,282	6.04
Value $500,000 - $749,999	115	4.64	954	6.20	1,242	3.29
Value $750,000 - $999,999	16	0.65	99	0.64	126	0.33
Value $1,000,000 or more	11	0.44	97	0.63	149	0.39
2000 Median All Owner-Occupied Housing Value	$207,967		$249,898		$221,828	
2000 Housing Units by Units in Structure*	4,096		21,185		52,647	
1 Unit Attached	796	19.43	3,003	14.18	5,407	10.27
1 Unit Detached	1,801	43.97	12,332	58.21	31,418	59.68
2 Units	98	2.39	274	1.29	685	1.30
3 to 19 Units	938	22.90	4,428	20.90	10,843	20.60
20 to 49 Units	264	6.45	454	2.14	1,151	2.19
50 or More Units	201	4.91	515	2.43	1,707	3.24
Mobile Home or Trailer	2	0.05	233	1.10	1,557	2.96
Boat, RV, Van, etc	0	0.00	0	0.00	8	0.02
2000 Housing Units by Year Built	4,096		21,185		52,647	
Housing Unit Built 1999 to present	29	0.71	265	1.25	784	1.49
Housing Unit Built 1995 to 1998	164	4.00	2,248	10.61	4,410	8.38
Housing Unit Built 1990 to 1994	367	8.96	2,538	11.98	5,274	10.02
Housing Unit Built 1980 to 1989	872	21.29	5,769	27.23	12,691	24.11
Housing Unit Built 1970 to 1979	948	23.14	5,940	28.04	13,464	25.57
Housing Unit Built 1960 to 1969	590	14.40	1,952	9.21	8,789	16.69
Housing Unit Built 1950 to 1959	371	9.06	1,211	5.72	3,555	6.75
Housing Unit Built 1940 to 1949	108	2.64	372	1.76	1,182	2.25
Housing Unit Built 1939 or Earlier	651	15.89	944	4.46	2,627	4.99
2000 Median Year Structure Built	1973		1980		1978	
2000 Average Contract Rent	$740		$813		$760	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

Appendix: Area Listing

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 1.00

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 3.00

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 5.00

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Annual Expenditures	Aggregate (in 000's) 2004	2009	Per Capita 2004	2009	Average Household 2004	2009	Market Index to USA 2004	2009
Apparel:								
Total Apparel	21,737	25,816	2,524	2,878	5,346	6,022	1.34	1.31
Women's Apparel	6,117	7,402	710	825	1,504	1,727	1.31	1.28
Men's Apparel	3,975	4,641	462	517	978	1,083	1.27	1.25
Girl's Apparel	1,038	1,310	121	146	255	306	1.04	1.05
Boy's Apparel	902	1,134	105	126	222	265	.95	.97
Infant's Apparel	427	491	50	55	105	115	1.03	1.02
Footwear (excl. Infants)	2,163	2,532	251	282	532	591	1.15	1.14
Other Apparel Prods/Services	7,114	8,306	826	926	1,750	1,937	1.70	1.61
Entertainment:								
Sports and Recreation	7,138	9,320	829	1,039	1,756	2,174	1.40	1.38
TV, Radio and Sound Equipment	9,480	11,705	1,101	1,305	2,331	2,730	1.34	1.30
Reading Materials	3,031	3,771	352	420	745	880	1.53	1.49
Travel	8,643	10,140	1,004	1,130	2,126	2,365	1.64	1.57
Photographic Equipment	864	920	100	103	213	215	1.48	1.43
Food at Home:								
Total Food at Home	20,736	23,226	2,407	2,589	5,100	5,418	.98	.97
Cereal Products	1,104	1,200	128	134	272	280	.95	.94
Bakery Products	2,328	2,469	270	275	573	576	1.02	1.01
Fish and Seafood	560	647	65	72	138	151	1.23	1.22
Meats (All)	3,918	4,432	455	494	964	1,034	.88	.87
Dairy Products	2,103	2,278	244	254	517	531	.97	.95
Fresh Milk and Cream	559	593	65	66	138	138	.95	.94
Eggs	184	226	21	25	45	53	.73	.72
Other Dairy Products	1,360	1,459	158	163	334	340	1.02	1.01
Fruits and Vegetables	2,585	2,906	300	324	636	678	1.00	.99
Juices	627	675	73	75	154	158	1.00	.99
Sugar and Other Sweets	1,377	1,569	160	175	339	366	1.02	1.02
Fats and Oils	183	215	21	24	45	50	.97	.95
Nonalcoholic Beverages	2,056	2,112	239	235	506	493	.98	.97
Prepared Foods	3,893	4,723	452	526	957	1,102	1.01	1.01

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Annual Expenditures	Aggregate (in 000's) 2004	2009	Per Capita 2004	2009	Average Household 2004	2009	Market Index to USA 2004	2009
Health Care:								
Total Health Care	18,141	27,580	2,106	3,074	4,462	6,433	1.26	1.23
Medical Services	7,904	9,863	918	1,099	1,944	2,301	1.35	1.33
Prescription Drugs	9,363	16,540	1,087	1,844	2,303	3,858	1.18	1.16
Medical Supplies	874	1,177	102	131	215	275	1.50	1.47
Household Equipment:								
Total Household Textiles	3,178	3,801	369	424	782	887	1.47	1.43
Domestic Textiles	1,225	1,543	142	172	301	360	1.35	1.33
Window and Furniture Covers	1,953	2,258	227	252	480	527	1.56	1.52
Total Furniture	4,770	5,339	554	595	1,173	1,245	1.51	1.47
Bedroom Furniture	1,269	1,432	147	160	312	334	1.44	1.40
Living/Dining Room Furniture	2,260	2,425	262	270	556	566	1.57	1.53
Other Furniture	1,241	1,483	144	165	305	346	1.48	1.44
Major Appliances	1,516	1,563	176	174	373	365	1.23	1.20
Small Appliance/Houseware	3,748	4,128	435	460	922	963	1.55	1.49
Misc Household Equipment	2,725	3,418	316	381	670	797	1.31	1.27
Misc Personal Items:								
Personal Care Products and Services	4,566	5,915	530	659	1,123	1,380	1.26	1.24
Personal Expenses and Services	8,216	9,708	954	1,082	2,021	2,265	1.51	1.48
Smoking Prods/Supplies	2,829	3,304	328	368	696	771	.86	.86
Miscellaneous Items:								
Total Education	7,726	9,844	897	1,097	1,900	2,296	1.63	1.60
Room and Board	495	520	57	58	122	121	1.56	1.51
Tuition/School Supplies	7,231	9,324	840	1,039	1,778	2,175	1.63	1.61
Pet Expenses	1,952	2,529	227	282	480	590	1.09	1.09
Day Care	1,588	2,137	184	238	390	498	1.23	1.20
Contributions (All)	10,691	12,850	1,241	1,432	2,629	2,997	1.50	1.47

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**
Other Misc. Expenses:								
Housekeeping Supplies	1,310	1,671	152	186	322	390	1.03	1.02
Total Food away from Home	25,218	29,769	2,928	3,318	6,202	6,944	1.36	1.32
Breakfast and Brunch	1,590	2,138	185	238	391	499	1.18	1.16
Dinner	8,811	9,847	1,023	1,098	2,167	2,297	1.48	1.44
Lunch	6,148	7,774	714	867	1,512	1,813	1.23	1.21
Snacks and Non Alcoholic Beverage	1,882	2,543	218	283	463	593	1.16	1.15
Catered Affairs	608	671	71	75	149	157	1.55	1.49
Food and Nonalcoholic Bevgs on Trips	6,180	6,796	718	758	1,520	1,585	1.45	1.42
Total Alcoholic Beverages	6,679	7,476	775	833	1,643	1,744	1.35	1.32
Alcoholic Beverages at Home	4,244	4,864	493	542	1,044	1,135	1.25	1.22
Alcoholic Beverages away from Home	2,435	2,612	283	291	599	609	1.58	1.54
Shelter and Related Expenses:								
Household Services	3,403	4,712	395	525	837	1,099	1.65	1.60
Household Repairs	5,876	6,506	682	725	1,445	1,518	1.27	1.22
Total Housing Expenses	3,589	4,056	417	452	883	946	1.09	1.11
Fuels and Utilities	574	602	67	67	141	140	.93	1.02
Telephone Service	3,016	3,454	350	385	742	806	1.13	1.13
Transportation Expenses:								
Total Transportation Expenses	32,488	41,023	3,772	4,573	7,990	9,569	1.18	1.14
New Autos/Trucks/Vans	16,949	19,005	1,968	2,119	4,168	4,433	1.46	1.43
Used Vehicles	7,304	10,169	848	1,133	1,796	2,372	.83	.83
Boats and Outboard Motor, Etc	1,166	1,267	135	141	287	296	1.05	1.10
Towing Charges	25	33	3	4	6	8	1.08	1.09
Gasoline	5,735	8,924	666	995	1,411	2,082	1.09	1.08
Diesel Fuel	51	55	6	6	13	13	1.05	1.02
Rented Vehicles	1,258	1,570	146	175	309	366	1.76	1.68
Automotive Maintenace/Repair/Other	8,382	9,454	973	1,054	2,061	2,205	1.28	1.26
Total Specified Consumer Expenditures	230,219	281,682	26,729	31,399	56,620	65,706	1.28	1.26

Consumer Spending Patterns

Prepared For: | **Order #: 963189427**

Project Code: northville | **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

Annual Expenditures	Aggregate (in 000's) 2004	Aggregate (in 000's) 2009	Per Capita 2004	Per Capita 2009	Average Household 2004	Average Household 2009	Market Index to USA 2004	Market Index to USA 2009
Apparel:								
Total Apparel	145,449	177,063	2,584	2,954	6,713	7,666	1.68	1.66
Women's Apparel	41,241	51,270	733	855	1,904	2,220	1.65	1.65
Men's Apparel	26,280	31,458	467	525	1,213	1,362	1.58	1.57
Girl's Apparel	7,518	9,640	134	161	347	417	1.41	1.44
Boy's Apparel	6,809	8,648	121	144	314	374	1.34	1.37
Infant's Apparel	2,786	3,280	50	55	129	142	1.26	1.27
Footwear (excl. Infants)	14,958	17,937	266	299	690	777	1.49	1.49
Other Apparel Prods/Services	45,856	54,830	815	915	2,116	2,374	2.05	1.98
Entertainment:								
Sports and Recreation	49,172	65,731	874	1,097	2,270	2,846	1.81	1.80
TV, Radio and Sound Equipment	60,697	76,356	1,079	1,274	2,801	3,306	1.61	1.58
Reading Materials	17,979	22,866	319	381	830	990	1.70	1.68
Travel	56,704	68,339	1,008	1,140	2,617	2,959	2.02	1.96
Photographic Equipment	5,755	6,230	102	104	266	270	1.84	1.80
Food at Home:								
Total Food at Home	126,948	144,725	2,256	2,415	5,859	6,266	1.12	1.12
Cereal Products	6,887	7,628	122	127	318	330	1.11	1.11
Bakery Products	14,304	15,453	254	258	660	669	1.18	1.18
Fish and Seafood	3,352	3,937	60	66	155	170	1.39	1.37
Meats (All)	24,216	27,934	430	466	1,118	1,209	1.02	1.02
Dairy Products	12,723	13,985	226	233	587	606	1.10	1.08
Fresh Milk and Cream	3,392	3,662	60	61	157	159	1.08	1.08
Eggs	1,138	1,426	20	24	53	62	.85	.85
Other Dairy Products	8,193	8,897	146	148	378	385	1.15	1.14
Fruits and Vegetables	15,853	18,224	282	304	732	789	1.15	1.15
Juices	3,858	4,231	69	71	178	183	1.15	1.15
Sugar and Other Sweets	8,514	9,912	151	165	393	429	1.19	1.20
Fats and Oils	1,095	1,305	19	22	51	57	1.08	1.08
Nonalcoholic Beverages	12,365	12,891	220	215	571	558	1.10	1.10
Prepared Foods	23,782	29,225	423	488	1,098	1,265	1.16	1.15

Consumer Spending Patterns

Prepared For: | **Order #: 963189427**
Project Code: northville | **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**
Health Care:								
Total Health Care	107,196	165,690	1,905	2,764	4,948	7,174	1.40	1.37
Medical Services	49,686	63,721	883	1,063	2,293	2,759	1.60	1.59
Prescription Drugs	52,125	94,543	926	1,577	2,406	4,093	1.23	1.24
Medical Supplies	5,385	7,426	96	124	249	321	1.73	1.72
Household Equipment:								
Total Household Textiles	21,315	26,180	379	437	984	1,133	1.85	1.83
Domestic Textiles	7,742	9,974	138	166	357	432	1.61	1.59
Window and Furniture Covers	13,573	16,206	241	270	626	702	2.03	2.02
Total Furniture	32,922	37,810	585	631	1,520	1,637	1.96	1.93
Bedroom Furniture	8,555	9,866	152	165	395	427	1.82	1.79
Living/Dining Room Furniture	15,813	17,465	281	291	730	756	2.07	2.04
Other Furniture	8,554	10,479	152	175	395	454	1.91	1.89
Major Appliances	9,795	10,310	174	172	452	446	1.49	1.46
Small Appliance/Houseware	24,358	27,495	433	459	1,124	1,190	1.89	1.85
Misc Household Equipment	17,507	22,433	311	374	808	971	1.58	1.55
Misc Personal Items:								
Personal Care Products and Services	27,705	36,526	492	609	1,279	1,581	1.43	1.42
Personal Expenses and Services	52,127	63,865	926	1,065	2,406	2,765	1.80	1.81
Smoking Prods/Supplies	15,188	17,776	270	297	701	770	.87	.86
Miscellaneous Items:								
Total Education	50,887	66,728	904	1,113	2,349	2,889	2.01	2.01
Room and Board	3,321	3,555	59	59	153	154	1.97	1.92
Tuition/School Supplies	47,566	63,174	845	1,054	2,195	2,735	2.02	2.02
Pet Expenses	12,477	16,524	222	276	576	715	1.31	1.33
Day Care	11,446	15,500	203	259	528	671	1.66	1.62
Contributions (All)	67,536	83,634	1,200	1,395	3,117	3,621	1.77	1.77

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**
Other Misc. Expenses:								
Housekeeping Supplies	8,034	10,390	143	173	371	450	1.19	1.18
Total Food away from Home	151,033	181,343	2,684	3,025	6,971	7,851	1.53	1.49
Breakfast and Brunch	9,167	12,491	163	208	423	541	1.27	1.26
Dinner	52,984	60,326	941	1,006	2,445	2,612	1.67	1.64
Lunch	36,619	47,102	651	786	1,690	2,039	1.38	1.37
Snacks and Non Alcoholic Beverage	10,964	15,007	195	250	506	650	1.27	1.26
Catered Affairs	3,770	4,207	67	70	174	182	1.80	1.73
Food and Nonalcoholic Bevgs on Trips	37,529	42,209	667	704	1,732	1,827	1.66	1.63
Total Alcoholic Beverages	38,794	44,207	689	738	1,791	1,914	1.48	1.45
Alcoholic Beverages at Home	24,669	28,715	438	479	1,139	1,243	1.36	1.34
Alcoholic Beverages away from Home	14,125	15,492	251	258	652	671	1.72	1.69
Shelter and Related Expenses:								
Household Services	21,843	30,981	388	517	1,008	1,341	1.99	1.95
Household Repairs	40,806	46,519	725	776	1,883	2,014	1.65	1.61
Total Housing Expenses	22,036	25,375	392	423	1,017	1,099	1.26	1.29
Fuels and Utilities	3,711	3,969	66	66	171	172	1.13	1.25
Telephone Service	18,325	21,407	326	357	846	927	1.29	1.30
Transportation Expenses:								
Total Transportation Expenses	208,612	267,618	3,707	4,465	9,629	11,587	1.42	1.38
New Autos/Trucks/Vans	109,071	124,629	1,938	2,079	5,034	5,396	1.76	1.74
Used Vehicles	48,322	69,224	859	1,155	2,230	2,997	1.03	1.05
Boats and Outboard Motor, Etc	9,596	10,824	171	181	443	469	1.62	1.75
Towing Charges	157	209	3	3	7	9	1.27	1.30
Gasoline	33,102	52,112	588	869	1,528	2,256	1.18	1.17
Diesel Fuel	317	339	6	6	15	15	1.23	1.17
Rented Vehicles	8,047	10,282	143	172	371	445	2.12	2.05
Automotive Maintenace/Repair/Other	52,552	60,684	934	1,012	2,426	2,627	1.50	1.50
Total Specified Consumer Expenditures	1,456,870	1,818,903	25,887	30,346	67,242	78,751	1.53	1.51

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**
Apparel:								
Total Apparel	321,669	384,977	2,388	2,737	6,067	6,945	1.52	1.51
Women's Apparel	91,231	111,427	677	792	1,721	2,010	1.50	1.49
Men's Apparel	58,707	69,031	436	491	1,107	1,245	1.44	1.44
Girl's Apparel	16,475	20,724	122	147	311	374	1.27	1.29
Boy's Apparel	14,931	18,606	111	132	282	336	1.21	1.23
Infant's Apparel	6,285	7,269	47	52	119	131	1.16	1.17
Footwear (excl. Infants)	33,172	39,041	246	278	626	704	1.35	1.35
Other Apparel Prods/Services	100,870	118,879	749	845	1,903	2,145	1.84	1.79
Entertainment:								
Sports and Recreation	106,894	140,543	794	999	2,016	2,535	1.61	1.60
TV, Radio and Sound Equipment	135,947	168,282	1,009	1,196	2,564	3,036	1.48	1.45
Reading Materials	40,896	51,063	304	363	771	921	1.58	1.56
Travel	125,259	148,331	930	1,055	2,363	2,676	1.82	1.77
Photographic Equipment	12,762	13,600	95	97	241	245	1.67	1.63
Food at Home:								
Total Food at Home	300,307	335,486	2,229	2,385	5,664	6,052	1.08	1.08
Cereal Products	16,312	17,733	121	126	308	320	1.07	1.08
Bakery Products	33,722	35,690	250	254	636	644	1.13	1.13
Fish and Seafood	7,940	9,141	59	65	150	165	1.34	1.33
Meats (All)	57,669	65,181	428	463	1,088	1,176	.99	.99
Dairy Products	30,160	32,477	224	231	569	586	1.06	1.05
Fresh Milk and Cream	8,075	8,534	60	61	152	154	1.05	1.05
Eggs	2,738	3,359	20	24	52	61	.83	.83
Other Dairy Products	19,347	20,584	144	146	365	371	1.11	1.10
Fruits and Vegetables	37,410	42,145	278	300	706	760	1.11	1.11
Juices	9,096	9,785	68	70	172	177	1.11	1.11
Sugar and Other Sweets	19,979	22,752	148	162	377	410	1.14	1.15
Fats and Oils	2,629	3,068	20	22	50	55	1.06	1.05
Nonalcoholic Beverages	29,360	29,980	218	213	554	541	1.07	1.06
Prepared Foods	56,032	67,534	416	480	1,057	1,218	1.11	1.11

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Annual Expenditures	**Aggregate (in 000's)** 2004	2009	**Per Capita** 2004	2009	**Average Household** 2004	2009	**Market Index to USA** 2004	2009
Health Care:								
Total Health Care	251,329	382,528	1,866	2,720	4,740	6,901	1.34	1.32
Medical Services	112,255	141,169	833	1,004	2,117	2,547	1.47	1.47
Prescription Drugs	126,668	224,600	940	1,597	2,389	4,052	1.23	1.22
Medical Supplies	12,407	16,760	92	119	234	302	1.63	1.62
Household Equipment:								
Total Household Textiles	46,839	56,576	348	402	883	1,021	1.66	1.65
Domestic Textiles	17,467	22,099	130	157	329	399	1.48	1.47
Window and Furniture Covers	29,372	34,477	218	245	554	622	1.80	1.79
Total Furniture	71,656	80,972	532	576	1,352	1,461	1.74	1.72
Bedroom Furniture	18,822	21,358	140	152	355	385	1.64	1.62
Living/Dining Room Furniture	34,161	37,114	254	264	644	670	1.82	1.81
Other Furniture	18,673	22,500	139	160	352	406	1.71	1.69
Major Appliances	22,589	23,355	168	166	426	421	1.40	1.38
Small Appliance/Houseware	54,345	60,212	403	428	1,025	1,086	1.72	1.68
Misc Household Equipment	40,006	50,351	297	358	755	908	1.47	1.45
Misc Personal Items:								
Personal Care Products and Services	63,952	82,771	475	588	1,206	1,493	1.35	1.34
Personal Expenses and Services	116,191	139,393	863	991	2,192	2,515	1.64	1.65
Smoking Prods/Supplies	38,473	44,310	286	315	726	799	.90	.89
Miscellaneous Items:								
Total Education	110,703	142,762	822	1,015	2,088	2,575	1.79	1.80
Room and Board	7,290	7,679	54	55	138	139	1.76	1.72
Tuition/School Supplies	103,412	135,083	768	960	1,951	2,437	1.79	1.80
Pet Expenses	28,558	37,038	212	263	539	668	1.23	1.24
Day Care	25,040	33,556	186	239	472	605	1.49	1.46
Contributions (All)	149,309	181,480	1,108	1,290	2,816	3,274	1.60	1.60

Consumer Spending Patterns

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**	**2004**	**2009**
Other Misc. Expenses:								
Housekeeping Supplies	18,860	23,905	140	170	356	431	1.14	1.13
Total Food away from Home	349,524	412,146	2,595	2,930	6,593	7,435	1.44	1.42
Breakfast and Brunch	21,660	28,958	161	206	409	522	1.23	1.22
Dinner	122,225	136,567	907	971	2,305	2,464	1.57	1.55
Lunch	85,401	107,832	634	767	1,611	1,945	1.31	1.30
Snacks and Non Alcoholic Beverage	25,847	34,713	192	247	488	626	1.23	1.22
Catered Affairs	8,687	9,537	64	68	164	172	1.70	1.64
Food and Nonalcoholic Bevgs on Trips	85,703	94,538	636	672	1,616	1,705	1.55	1.53
Total Alcoholic Beverages	89,896	100,497	667	714	1,696	1,813	1.40	1.37
Alcoholic Beverages at Home	57,454	65,616	426	466	1,084	1,184	1.30	1.28
Alcoholic Beverages away from Home	32,442	34,882	241	248	612	629	1.62	1.59
Shelter and Related Expenses:								
Household Services	48,560	67,705	360	481	916	1,221	1.81	1.78
Household Repairs	93,043	104,069	691	740	1,755	1,877	1.54	1.50
Total Housing Expenses	51,045	57,676	379	410	963	1,040	1.19	1.22
Fuels and Utilities	8,728	9,185	65	65	165	166	1.09	1.21
Telephone Service	42,317	48,491	314	345	798	875	1.22	1.22
Transportation Expenses:								
Total Transportation Expenses	472,308	595,915	3,506	4,237	8,908	10,750	1.31	1.28
New Autos/Trucks/Vans	245,082	275,166	1,819	1,956	4,623	4,964	1.62	1.60
Used Vehicles	109,656	153,496	814	1,091	2,068	2,769	.95	.97
Boats and Outboard Motor, Etc	20,126	22,292	149	158	380	402	1.39	1.50
Towing Charges	363	471	3	3	7	8	1.20	1.22
Gasoline	78,726	121,543	584	864	1,485	2,193	1.14	1.14
Diesel Fuel	759	805	6	6	14	15	1.20	1.16
Rented Vehicles	17,595	22,141	131	157	332	399	1.89	1.84
Automotive Maintenace/Repair/Other	119,951	135,748	890	965	2,262	2,449	1.40	1.40
Total Specified Consumer Expenditures	3,305,912	4,055,246	24,541	28,830	62,355	73,156	1.41	1.40

Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CEX).

The Annual Aggregate (in 000's) is used to obtain the Annual Per Capitas and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

Current Year Estimates and Five Year Projections are produced by Claritas, Inc.

Appendix: Area Listing

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST	Center Point:	42.431100		-83.483200	
NORTHVILLE, MI 48167	Circle/Band:	0.00	-	1.00	

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST	Center Point:	42.431100		-83.483200	
NORTHVILLE, MI 48167	Circle/Band:	0.00	-	3.00	

Area Name:

Type: Radius | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST	Center Point:	42.431100		-83.483200	
NORTHVILLE, MI 48167	Circle/Band:	0.00	-	5.00	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Population by Age	8,293		8,613		8,971	
Age 0 - 4	467	5.63%	468	5.43%	469	5.23%
Age 5 - 9	456	5.50%	449	5.21%	462	5.15%
Age 10 - 14	502	6.05%	537	6.23%	551	6.14%
Age 15 - 17	264	3.18%	292	3.39%	318	3.54%
Age 18 - 20	176	2.12%	201	2.33%	224	2.50%
Age 21 - 24	311	3.75%	330	3.83%	343	3.82%
Age 25 - 34	1,289	15.54%	1,204	13.98%	1,163	12.96%
Age 35 - 44	1,396	16.83%	1,409	16.36%	1,420	15.83%
Age 45 - 49	703	8.48%	761	8.84%	796	8.87%
Age 50 - 54	618	7.45%	690	8.01%	743	8.28%
Age 55 - 59	521	6.28%	603	7.00%	675	7.52%
Age 60 - 64	375	4.52%	429	4.98%	488	5.44%
Age 65 - 74	588	7.09%	568	6.59%	601	6.70%
Age 75 - 84	491	5.92%	506	5.87%	519	5.79%
Age 85 and over	136	1.64%	165	1.92%	199	2.22%
Age 16 and over	6,782	81.78%	7,063	82.00%	7,384	82.31%
Age 18 and over	6,604	79.63%	6,866	79.72%	7,171	79.94%
Age 21 and over	6,427	77.50%	6,665	77.38%	6,947	77.44%
Age 65 and over	1,215	14.65%	1,239	14.39%	1,318	14.69%
Median Age	39.88		40.85		41.73	
Average Age	40.07		40.57		41.08	
Population by Sex	8,293		8,613		8,971	
Male	3,947	47.59%	4,109	47.71%	4,285	47.77%
Female	4,346	52.41%	4,504	52.29%	4,686	52.23%
Male/Female Ratio	0.91		0.91		0.91	

Pop-Facts: Demographic Trend

Prepared For: | **Order #: 963189427**

Project Code: northville | **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Pop. by Single Race Class. and Hispanic or Latino						
Hispanic or Latino:	178		233		319	
White Alone	121	67.98%	159	68.24%	212	66.46%
Black or African American Alone	1	0.56%	1	0.43%	2	0.63%
American Indian and Alaska Native Alone	6	3.37%	6	2.58%	8	2.51%
Asian Alone	4	2.25%	5	2.15%	9	2.82%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	0	0.00%	0	0.00%
Some Other Race Alone	37	20.79%	52	22.32%	75	23.51%
Two or More Races	8	4.49%	9	3.86%	11	3.45%
Not Hispanic or Latino:	8,116		8,380		8,653	
White Alone	7,697	94.84%	7,833	93.47%	7,944	91.81%
Black or African American Alone	81	1.00%	115	1.37%	166	1.92%
American Indian and Alaska Native Alone	8	0.10%	7	0.08%	5	0.06%
Asian Alone	243	2.99%	315	3.76%	393	4.54%
Native Hawaiian and Other Pacific Islander Alone	5	0.06%	6	0.07%	10	0.12%
Some Other Race Alone	6	0.07%	6	0.07%	6	0.07%
Two or More Races	75	0.92%	97	1.16%	127	1.47%
Households by Age of Householder	3,871		4,066		4,287	
Householder Under 25 Years	137	3.54%	134	3.30%	142	3.31%
Householder 25 to 34 Years	718	18.55%	686	16.87%	680	15.86%
Householder 35 to 44 Years	813	21.00%	830	20.41%	841	19.62%
Householder 45 to 54 Years	796	20.56%	886	21.79%	947	22.09%
Householder 55 to 59 Years	322	8.32%	378	9.30%	426	9.94%
Householder 60 to 64 Years	240	6.20%	277	6.81%	317	7.39%
Householder 65 to 69 Years	190	4.91%	188	4.62%	209	4.88%
Householder 70 to 74 Years	206	5.32%	200	4.92%	202	4.71%
Householder 75 to 79 Years	206	5.32%	200	4.92%	203	4.74%
Householder 80 to 84 Years	143	3.69%	162	3.98%	170	3.97%
Householder 85 Years and over	101	2.61%	126	3.10%	150	3.50%
Median Age of Householder	48.37		49.33		50.07	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-1.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Households by Household Income	3,802		4,066		4,287	
Income Less than $15,000	227	5.97%	228	5.61%	212	4.95%
Income $15,000 - $24,999	328	8.63%	311	7.65%	276	6.44%
Income $25,000 - $34,999	362	9.52%	346	8.51%	308	7.18%
Income $35,000 - $49,999	512	13.47%	536	13.18%	541	12.62%
Income $50,000 - $74,999	703	18.49%	683	16.80%	685	15.98%
Income $75,000 - $99,999	555	14.60%	609	14.98%	610	14.23%
Income $100,000 - $149,999	630	16.57%	672	16.53%	806	18.80%
Income $150,000 - $249,999	316	8.31%	438	10.77%	529	12.34%
Income $250,000 - $499,999	109	2.87%	153	3.76%	195	4.55%
Income $500,000 or more	61	1.60%	91	2.24%	125	2.92%
Average Household Income	$86,761		$100,462		$110,862	
Median Household Income	$66,797		$72,405		$79,992	
Per Capita Income	$39,967		$47,506		$53,052	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Population by Age	52,931		56,278		59,939	
Age 0 - 4	3,354	6.34%	3,441	6.11%	3,528	5.89%
Age 5 - 9	3,990	7.54%	3,921	6.97%	4,077	6.80%
Age 10 - 14	4,197	7.93%	4,559	8.10%	4,674	7.80%
Age 15 - 17	2,238	4.23%	2,502	4.45%	2,749	4.59%
Age 18 - 20	1,201	2.27%	1,391	2.47%	1,584	2.64%
Age 21 - 24	1,743	3.29%	2,014	3.58%	2,252	3.76%
Age 25 - 34	6,449	12.18%	5,908	10.50%	6,035	10.07%
Age 35 - 44	10,155	19.19%	10,244	18.20%	9,991	16.67%
Age 45 - 49	4,702	8.88%	5,245	9.32%	5,609	9.36%
Age 50 - 54	4,174	7.89%	4,776	8.49%	5,294	8.83%
Age 55 - 59	3,131	5.92%	3,795	6.74%	4,387	7.32%
Age 60 - 64	1,973	3.73%	2,436	4.33%	2,945	4.91%
Age 65 - 74	2,990	5.65%	3,074	5.46%	3,493	5.83%
Age 75 - 84	2,083	3.94%	2,292	4.07%	2,465	4.11%
Age 85 and over	550	1.04%	682	1.21%	857	1.43%
Age 16 and over	40,642	76.78%	43,535	77.36%	46,749	77.99%
Age 18 and over	39,151	73.97%	41,856	74.37%	44,911	74.93%
Age 21 and over	37,950	71.70%	40,464	71.90%	43,327	72.29%
Age 65 and over	5,623	10.62%	6,047	10.74%	6,815	11.37%
Median Age	38.24		39.30		40.08	
Average Age	37.13		37.85		38.51	
Population by Sex	52,931		56,278		59,939	
Male	25,621	48.40%	27,266	48.45%	29,064	48.49%
Female	27,309	51.59%	29,012	51.55%	30,874	51.51%
Male/Female Ratio	0.94		0.94		0.94	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Pop. by Single Race Class. and Hispanic or Latino						
Hispanic or Latino:	916		1,120		1,411	
White Alone	624	68.12%	760	67.86%	945	66.97%
Black or African American Alone	15	1.64%	17	1.52%	19	1.35%
American Indian and Alaska Native Alone	21	2.29%	25	2.23%	33	2.34%
Asian Alone	21	2.29%	30	2.68%	41	2.91%
Native Hawaiian and Other Pacific Islander Alone	1	0.11%	1	0.09%	1	0.07%
Some Other Race Alone	185	20.20%	231	20.62%	306	21.69%
Two or More Races	51	5.57%	57	5.09%	66	4.68%
Not Hispanic or Latino:	52,014		55,158		58,527	
White Alone	46,774	89.93%	48,397	87.74%	49,856	85.18%
Black or African American Alone	1,195	2.30%	1,344	2.44%	1,571	2.68%
American Indian and Alaska Native Alone	71	0.14%	70	0.13%	70	0.12%
Asian Alone	3,337	6.42%	4,541	8.23%	5,998	10.25%
Native Hawaiian and Other Pacific Islander Alone	15	0.03%	23	0.04%	36	0.06%
Some Other Race Alone	47	0.09%	47	0.09%	50	0.09%
Two or More Races	574	1.10%	735	1.33%	945	1.61%
Households by Age of Householder	20,403		21,666		23,097	
Householder Under 25 Years	453	2.22%	481	2.22%	516	2.23%
Householder 25 to 34 Years	3,072	15.06%	2,795	12.90%	2,793	12.09%
Householder 35 to 44 Years	5,216	25.56%	5,210	24.05%	5,031	21.78%
Householder 45 to 54 Years	5,043	24.72%	5,651	26.08%	6,129	26.54%
Householder 55 to 59 Years	1,853	9.08%	2,235	10.32%	2,578	11.16%
Householder 60 to 64 Years	1,201	5.89%	1,476	6.81%	1,782	7.72%
Householder 65 to 69 Years	917	4.49%	983	4.54%	1,166	5.05%
Householder 70 to 74 Years	962	4.71%	939	4.33%	997	4.32%
Householder 75 to 79 Years	831	4.07%	869	4.01%	905	3.92%
Householder 80 to 84 Years	550	2.70%	644	2.97%	716	3.10%
Householder 85 Years and over	304	1.49%	383	1.77%	482	2.09%
Median Age of Householder	47.90		49.15		50.23	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-3.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Households by Household Income	20,401		21,666		23,097	
Income Less than $15,000	862	4.23%	841	3.88%	761	3.29%
Income $15,000 - $24,999	1,055	5.17%	985	4.55%	880	3.81%
Income $25,000 - $34,999	1,336	6.55%	1,298	5.99%	1,076	4.66%
Income $35,000 - $49,999	2,152	10.55%	2,046	9.44%	2,022	8.75%
Income $50,000 - $74,999	3,597	17.63%	3,364	15.53%	3,176	13.75%
Income $75,000 - $99,999	3,231	15.84%	3,224	14.88%	3,093	13.39%
Income $100,000 - $149,999	4,352	21.33%	4,390	20.26%	4,879	21.12%
Income $150,000 - $249,999	2,743	13.45%	3,696	17.06%	4,364	18.89%
Income $250,000 - $499,999	810	3.97%	1,301	6.00%	1,932	8.36%
Income $500,000 or more	262	1.28%	521	2.40%	915	3.96%
Average Household Income	$104,167		$122,832		$141,555	
Median Household Income	$84,271		$92,826		$105,548	
Per Capita Income	$40,245		$47,532		$54,796	

Pop-Facts: Demographic Trend

Prepared For: | **Order #: 963189427**
Project Code: northville | **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Population by Age	129,128		134,711		140,660	
Age 0 - 4	7,622	5.90%	7,722	5.73%	7,803	5.55%
Age 5 - 9	8,912	6.90%	8,519	6.32%	8,656	6.15%
Age 10 - 14	9,236	7.15%	9,943	7.38%	9,944	7.07%
Age 15 - 17	5,120	3.97%	5,604	4.16%	6,074	4.32%
Age 18 - 20	3,330	2.58%	3,667	2.72%	4,027	2.86%
Age 21 - 24	4,712	3.65%	5,011	3.72%	5,435	3.86%
Age 25 - 34	16,962	13.14%	15,915	11.81%	16,026	11.39%
Age 35 - 44	23,463	18.17%	23,305	17.30%	22,529	16.02%
Age 45 - 49	10,950	8.48%	11,979	8.89%	12,547	8.92%
Age 50 - 54	9,841	7.62%	11,011	8.17%	11,917	8.47%
Age 55 - 59	7,497	5.81%	8,821	6.55%	9,986	7.10%
Age 60 - 64	5,068	3.92%	5,987	4.44%	7,001	4.98%
Age 65 - 74	8,630	6.68%	8,571	6.36%	9,286	6.60%
Age 75 - 84	5,887	4.56%	6,316	4.69%	6,641	4.72%
Age 85 and over	1,899	1.47%	2,339	1.74%	2,790	1.98%
Age 16 and over	101,597	78.68%	106,616	79.14%	112,175	79.75%
Age 18 and over	98,238	76.08%	102,923	76.40%	108,183	76.91%
Age 21 and over	94,908	73.50%	99,256	73.68%	104,156	74.05%
Age 65 and over	16,416	12.71%	17,226	12.79%	18,716	13.31%
Median Age	38.70		39.71		40.49	
Average Age	38.25		38.93		39.54	
Population by Sex	129,128		134,711		140,660	
Male	62,707	48.56%	65,458	48.59%	68,352	48.59%
Female	66,421	51.44%	69,253	51.41%	72,308	51.41%
Male/Female Ratio	0.94		0.95		0.95	

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Pop. by Single Race Class. and Hispanic or Latino						
Hispanic or Latino:	2,094		2,453		2,982	
White Alone	1,450	69.25%	1,678	68.41%	1,983	66.50%
Black or African American Alone	35	1.67%	33	1.35%	35	1.17%
American Indian and Alaska Native Alone	34	1.62%	39	1.59%	48	1.61%
Asian Alone	26	1.24%	36	1.47%	51	1.71%
Native Hawaiian and Other Pacific Islander Alone	2	0.10%	2	0.08%	3	0.10%
Some Other Race Alone	410	19.58%	510	20.79%	675	22.64%
Two or More Races	136	6.49%	155	6.32%	187	6.27%
Not Hispanic or Latino:	127,035		132,257		137,678	
White Alone	114,139	89.85%	115,425	87.27%	115,831	84.13%
Black or African American Alone	3,544	2.79%	4,279	3.24%	5,337	3.88%
American Indian and Alaska Native Alone	239	0.19%	249	0.19%	255	0.19%
Asian Alone	7,546	5.94%	10,321	7.80%	13,723	9.97%
Native Hawaiian and Other Pacific Islander Alone	31	0.02%	50	0.04%	75	0.05%
Some Other Race Alone	103	0.08%	111	0.08%	120	0.09%
Two or More Races	1,432	1.13%	1,822	1.38%	2,335	1.70%
Households by Age of Householder	50,840		53,018		55,433	
Householder Under 25 Years	1,227	2.41%	1,343	2.53%	1,416	2.55%
Householder 25 to 34 Years	8,064	15.86%	7,477	14.10%	7,384	13.32%
Householder 35 to 44 Years	12,097	23.79%	11,904	22.45%	11,429	20.62%
Householder 45 to 54 Years	11,722	23.06%	12,878	24.29%	13,670	24.66%
Householder 55 to 59 Years	4,424	8.70%	5,186	9.78%	5,865	10.58%
Householder 60 to 64 Years	3,050	6.00%	3,588	6.77%	4,203	7.58%
Householder 65 to 69 Years	2,651	5.21%	2,689	5.07%	3,020	5.45%
Householder 70 to 74 Years	2,727	5.36%	2,621	4.94%	2,701	4.87%
Householder 75 to 79 Years	2,309	4.54%	2,338	4.41%	2,393	4.32%
Householder 80 to 84 Years	1,581	3.11%	1,800	3.40%	1,935	3.49%
Householder 85 Years and over	990	1.95%	1,192	2.25%	1,419	2.56%
Median Age of Householder	48.44		49.49		50.48	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**
Project Code: northville **Site: 01**

S CENTER ST AT N CENTER ST, NORTHVILLE, MI 48167, 0.00-5.00 Miles, Total

Description	2000 Census	Pct.	2004 Estimate	Pct.	2009 Projection	Pct.
Households by Household Income	50,863		53,018		55,433	
Income Less than $15,000	2,697	5.30%	2,561	4.83%	2,279	4.11%
Income $15,000 - $24,999	3,290	6.47%	2,969	5.60%	2,634	4.75%
Income $25,000 - $34,999	4,023	7.91%	3,791	7.15%	3,199	5.77%
Income $35,000 - $49,999	6,097	11.99%	5,868	11.07%	5,870	10.59%
Income $50,000 - $74,999	9,521	18.72%	8,962	16.90%	8,368	15.10%
Income $75,000 - $99,999	8,010	15.75%	8,040	15.16%	7,724	13.93%
Income $100,000 - $149,999	9,824	19.31%	10,003	18.87%	11,279	20.35%
Income $150,000 - $249,999	5,401	10.62%	7,522	14.19%	9,003	16.24%
Income $250,000 - $499,999	1,503	2.95%	2,357	4.45%	3,485	6.29%
Income $500,000 or more	497	0.98%	944	1.78%	1,591	2.87%
Average Household Income	$93,323		$108,632		$124,423	
Median Household Income	$74,483		$82,331		$92,367	
Per Capita Income	$37,028		$43,110		$49,404	

Pop-Facts: Demographic Trend

Prepared For: **Order #: 963189427**

Project Code: northville **Site: 01**

Appendix: Area Listing

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 1.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 3.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

S CENTER ST AT N CENTER ST
NORTHVILLE, MI 48167

Center Point: 42.431100 -83.483200
Circle/Band: 0.00 - 5.00

Recommended Retail - New Infrastructure
Downtown Northville, MI

	Expenditure Potential 2004 ('000's)	2009 ('000's)	Rec. Addl. Space	Annual Sales	Sales Per Sq Ft	Retailers such as:
Women's Apparel	$64,672	$78,482	35,000	$14,875,000	$425	Acorn, Chico's, Soma By Chico's, Christopher & Banks, Coldwater Creek, Cornell Trading Co., J Jill Liz Claiborne
Men's Apparel	$41,203	$48,191	2,000	$580,000	$290	Tux Rental
Unisex Apparel	$71,907	$83,990	35,000	$15,750,000	$450	American Eagle, Columbia, Eddie Bauer, Hot Topic J Crew, Pac Sun, Orvis, Woolrich
Children's Apparel	$26,910	$32,127	4,000	$1,720,000	$430	Gymboree or Children's Place
Jewelry	$21,881	$25,269	8,000	$4,720,000	$590	Sterling, Whitehall or Local Jewelers
Shoes & Accessories	$23,469	$27,446	7,000	$2,275,000	$325	Naturalizer, New Balance, Walking Co.
Total Apparel, Shoes & Accessories			***91,000***	***$39,920,000***	***$439***	
Specialty Food Stores	$31,233	$36,069	15,000	$9,300,000	$620	Westborn Market or
			14,000	$13,300,000	$950	Trader Joes
Alcoholic Beverges	$38,644	$43,968	2,500	$1,125,000	$450	Wine Shop
Restaurant W/Liquor	$88,935	$98,768	9,000	$5,310,000	$590	Local Ethnic Restaurant, Quality Steakhouse or Seafood Restaurant
Restaurant W/O Liquor	$71,818	$91,241	11,000	$3,685,000	$335	Caribou or Coffee Beanery, Subway, Cold Stone Creamery Noodle Restaurant and Panera Bread
Total Food & Restaurant			***51,500***	***$32,720,000***	***$635***	
Appliances, Computers and Electronics Store	$110,551	$132,731	3,500	$1,365,000	$390	Radio Shack, Cellular Store
Book & Music Stores	$31,674	$38,644	20,000	$4,000,000	$200	Borders Books & Music
Card / Gift Shops	$9,705	$11,208	4,500	$1,800,000	$400	Hallmark
Health and Beauty Store	$17,293	$19,970	2,500	$950,000	$380	Body Shop
Furniture, Home Décor and Accessories Stores	$123,256	$140,166	1,800	$522,000	$290	Local Interior Design (2)
			2,000	$440,000	$220	Framer Workshop or Great Frame Up
			6,500	$2,730,000	$420	Bombay/Bombay Kids
			2,500	$975,000	$390	Jennifer Convertibles
Optical / Vision Care	$12,793	$14,774	1,000	$600,000	$600	Sunglass Hut
Personal Services	$81,700	$97,758	2,000	$360,000	$180	Yoga/Curves
Pet Supply Store	$19,587	$25,335	800	$180,000	$225	Catherine's Pet Parlor
Sporting Goods Store	$77,112	$100,696	1,200	$390,000	$325	Hansons' Running Shop
Tobacco Shop	$23,822	$27,262	800	$396,000	$495	Cigar/Tobacco Shop
Toy and Hobby Shops	$20,028	$23,129	2,500	$475,000	$190	Rider's Hobby Shop
Total Other Retail			***51,600***	***$15,183,000***	***$294***	
Total Identified Retail			**194,100**	**$87,823,000**	**$452**	