

Cady Street Area
Retail Market Analysis
Northville, Michigan



Prepared for
The City of Northville Downtown Development Authority

Prepared by
Gibbs Planning Group

12 January 2022

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Figure 1: Downtown Northville area looking northeast.

Executive Summary

This study analyzes the retail market potential of Northville’s Cady Street area from Center to Griswold Street (the “Cady Street area”), which includes part of the proposed Downs master planned community. The Cady Street area affords considerable potential to support additional retail growth. Cady Street is favorably located adjacent to Northville’s downtown shopping district, the Tipping Point theater and the proposed Downs mixed-use development. The Cady Street area is also conveniently located within a short walk or drive of the greater Northville community. Additionally, Cady Street serves as a busy vehicular by-pass route to the downtown’s pedestrian Main Street, providing exposure and easy access to the area’s market.

Upon the substantial completion of the proposed Downs master planned community, this study finds that the existing Cady Street area will be able to support up to 50,000 square feet (sf) of new retail and restaurant space. However, if planned and developed per urban planning and commercial best practices, the study area could support up to a total of 90,000 sf of new retail and restaurant space. Under these two scenarios, the Cady Street area could capture \$23.3 million and \$42.0 million, respectively, in retail and restaurant spending currently leaking outside of Northville.

Background

The City of Northville Downtown Development Authority (DDA) has retained Gibbs Planning Group (GPG) to conduct an independent, third-party preliminary analysis to estimate the market demand for retail development in the city’s Cady Street area. GPG’s analysis is intended to provide the DDA with data-based projections of the amounts and types of retail development that the district can support under two different scenarios: 1) under existing conditions and 2) under a scenario where the study area implements urban planning and commercial best practices related to streetscape design, the public realm, parking, business operations, architectural design, district area management, special events, promotions and other planning and business strategies.

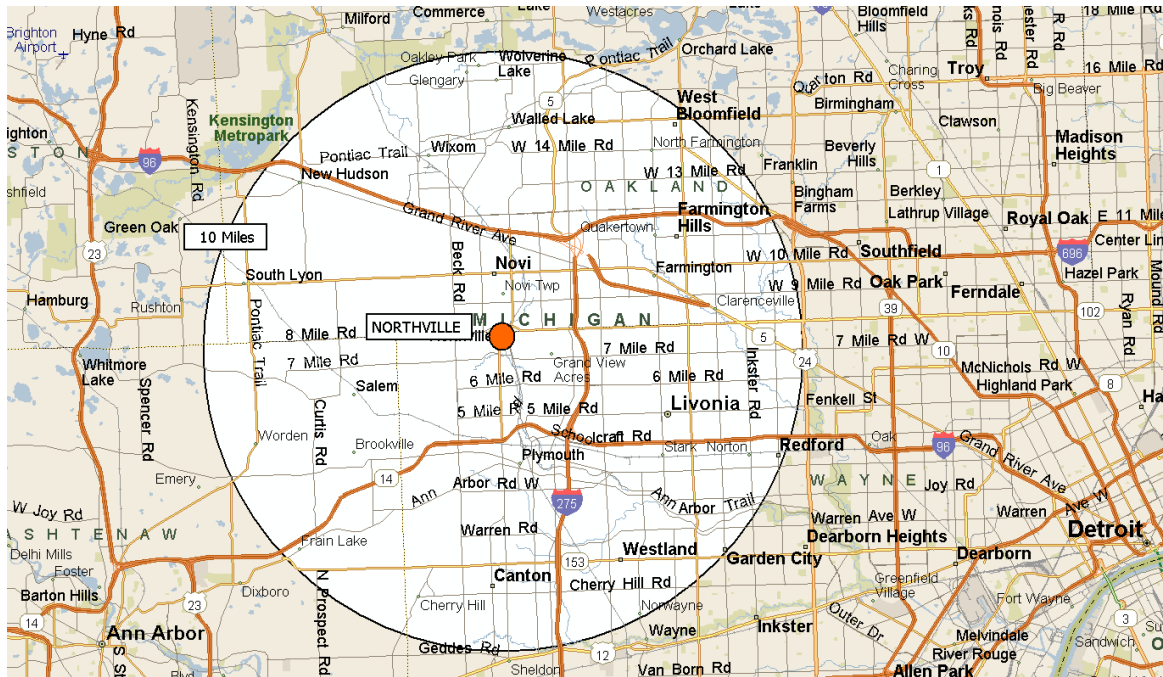


Figure 2: The Cady Street area is in the City of Northville, approximately 17 miles northeast of Ann Arbor and 22 miles northwest of Detroit.

Trade Area Boundaries

The primary trade area is the consumer market where retailers and restaurants in the Cady Street study area have a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns.



Figure 3: Above left: Cady Street looking east from Center Street; Above right: Cady Street looking west from Griswold Street.

This study finds that the boundaries of the Cady Street area’s primary trade area extend 1.5 miles north to Byrne Drive and Serenity Drive, 2 miles south to Case Benton Parkway and Northville Community Park, 2 miles east to Llorac Lane, Pierson Drive and Maple Hill Drive, and west to Maybury State Park and Ridge Road. GPG estimates that people living, working and visiting the primary trade area will account for up to 60 percent of the total sales captured by retailers and restaurants in the Cady Street area.

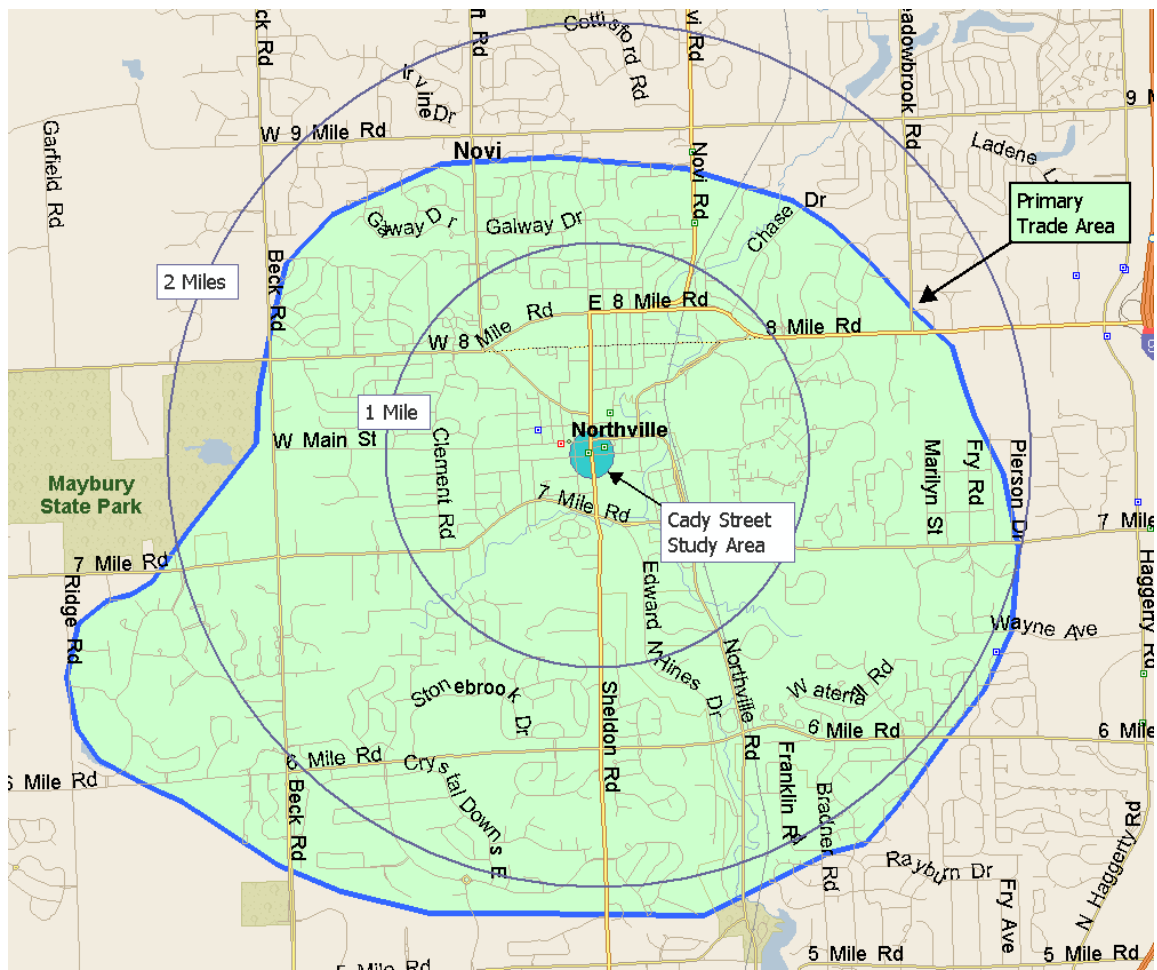


Figure 4: The Cady Street area's estimated primary trade area (shown inside the blue line).

Trade Area Demographics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained recent population and demographic characteristics (2021) and those projected for the primary trade area, Wayne County, the Southeast Michigan Metropolitan Statistical Area (MSA) and State of Michigan.

The Cady Street area's primary trade area includes 28,700 people, which is projected to decrease by 0.04 percent annually over the next five years. Currently, the primary trade area has 12,000 households, which is expected to increase at an annual rate of 0.03 percent over the next five years.

The primary trade area's 2021 average household income is \$169,100 and is estimated to increase to \$187,000 by 2026. Median household income in the trade area is \$116,700 and is projected to increase to \$129,500 by 2026. Moreover, roughly 67.9 percent of the trade area's households earn above \$75,000 per year. The current average household size is 2.36 people and the median age is 45.3 years old.

Figure 5: Demographic Characteristics

Demographic Characteristics	Primary Trade Area	Wayne County	SE Michigan MSA	State of Michigan
2021 Population	28,700	1,776,500	4,352,300	10,105,100
2021 Households	12,000	695,400	1,722,300	3,999,300
2026 Population	28,700	1,762,300	4,391,200	10,211,200
2026 Households	12,000	692,400	1,743,100	4,051,900
2021-2026 Annual Population Growth	-0.04%	-0.16%	0.18%	0.21%
2021-2026 Annual Household Growth	0.03%	-0.08%	0.24%	0.26%
2021 Average Household Income	169,100	72,200	88,300	\$81,300
2021 Median Household Income	116,700	51,300	62,800	\$58,500
2026 Average household Income	187,000	81,700	99,100	\$91,100
2026 Median Household Income	129,500	56,200	70,600	\$64,500
% Households w. incomes \$75,000 or higher	67.9%	33.6%	43.0%	39.6%
% Bachelor's Degree	33.9%	15.1%	19.4%	18.4%
% Graduate or Professional Degree	33.5%	10.3%	13.3%	12.1%
Average Household Size	2.36	2.52	2.50	2.47
Median Age	45.3	39.4	41.3	40.9

Figure 5: Cady Street area's trade area and regional demographics

General Retail Market Conditions

According to CoStar, within a two-mile radius of the Cady Street area there is 920,000 sf of retail space. The current retail market rent for this space is \$17.19, a figure that has increased 5.0 percent from one year ago. The current retail vacancy rate is 0.6 percent, which has declined by 0.6 percent from one year ago and is considerably below the two-mile radius' 10-year average retail vacancy rate of 9.49 percent. No retail space was delivered within a two-mile radius of the study area over the past year, and 10,000 sf of retail space is currently under construction.

The Downs Community

Proposed on the Northville Downs horse racing site and adjacent properties, The Downs would be a 48-acre transformational master planned community that is currently in the planning stages. It is planned to include 174 apartment units totaling 210,000 sf, 53 condominium units totaling 105,000 sf, 28 row houses totaling 30,000 sf, 39 single-family homes, 28 carriage homes, commercial space of over 17,000 sf and a large central park. Additionally, the Downs is being considered as a future location for the city's farmer's market.



Figure 6: Renderings of the proposed Downs Development (Source: Elkus Manfredi Architects)

Construction has been planned in three phases, the last of which is expected to be completed by fall 2027. The developers for The Downs are Hunter Pasteur Homes, Toll Brothers, The Forbes Company and Oboran. Since this project would become part of the Cady Street area, it would significantly increase the area’s retail market potential.



Figure 7: Master plan for the Downs master planned community (source: Grissim Metz Andriese Planners).

Cady Street Area Retail Market Demand

This study finds that upon the substantial completion of the proposed Northville Downs’ master planned community, the Cady Street area will have the potential to support up to 50,000 sf of new retail and restaurant space which could generate new annual sales of as much as \$23.4 million. This new commercial development could include approximately 35,000 sf of new retailers and

15,000 sf of new restaurants. This growth could be absorbed with the opening of 15 to 18 new businesses or by existing stores and restaurants through expanded operations and marketing.

On the other hand, the Cady Street area could support significantly more retail and restaurant development if it implemented urban planning and commercial best practices. In that scenario, the Cady Street area would be able to support up to a total of 90,000 sf of additional retail and restaurant space which could generate as much as \$42.0 million in new annual sales. This new commercial development could include 75,000 sf of new retailers and 15,000 sf of new restaurants. This growth could be absorbed with the opening of 32 to 38 new businesses or by existing stores and restaurants through expanded operations and marketing.

See below GPG's supportable retail table, *Figure 8*. Note, these supportable figures are in addition to existing Cady Street area businesses and only reflect potential new demand.

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Exist. Cond. Support. SF</i>	<i>Sales/ SF</i>	<i>Exist. Cond. Est Sales</i>	<i>Best Pract. Support. SF</i>	<i>Sales/ SF</i>	<i>Best Pract. Est Sales</i>
Retailers							
Apparel Stores	\$45,900,932	-	-	-	5,700 sf	\$420	\$2,394,000
Beer, Wine & Liquor Stores	\$18,918,789	2,200 sf	\$650	\$1,430,000	3,900 sf	\$650	\$2,535,000
Department Store Goods	\$132,538,473	-	-	-	7,300 sf	\$320	\$2,336,000
Florists - Designer Stores	\$4,645,431	2,200 sf	\$320	\$704,000	2,200 sf	\$320	\$704,000
Furniture Stores	\$36,090,278	-	-	-	5,900 sf	\$520	\$3,068,000
General Merchandise Stores	\$66,124,172	-	-	-	2,600 sf	\$385	\$1,001,000
Grocery Stores - Markets	\$204,351,257	13,200 sf	\$550	\$7,260,000	16,400 sf	\$550	\$9,020,000
Hardware - Home Improvement	\$97,870,368	3,400 sf	\$340	\$1,156,000	4,600 sf	\$340	\$1,564,000
Home Furnishings - Art	\$28,888,756	2,800 sf	\$415	\$1,162,000	4,000 sf	\$415	\$1,660,000
Jewelry, Luggage, Leather	\$16,946,148	-	-	-	1,500 sf	\$820	\$1,230,000
Garden - Landscapping Stores	\$10,963,671	2,600 sf	\$325	\$845,000	2,600 sf	\$325	\$845,000
Miscellaneous Store Retailers	\$33,552,228	1,000 sf	\$370	\$370,000	2,600 sf	\$370	\$962,000
Gift, Crafts Stores	\$17,297,931	1,800 sf	\$360	\$648,000	1,800 sf	\$360	\$648,000
Pharmacy-Sundries	\$86,596,224	1,800 sf	\$850	\$1,530,000	6,200 sf	\$850	\$5,270,000
Shoe & Handbag Stores	\$12,312,765	-	-	-	1,700 sf	\$450	\$765,000
Cheese, Fish, Produce, etc.	\$22,668,972	3,500 sf	\$540	\$1,890,000	3,500 sf	\$540	\$1,890,000
Retailer Totals	\$835,666,396	34,500 sf	\$472	\$16,284,000	72,500 sf	\$477	\$34,596,094
Restaurants							
Bars, Breweries & Pubs	\$18,863,135	2,800 sf	\$650	\$1,820,000	4,100 sf	\$650	\$2,665,000
Full-Service Restaurants	\$64,000,055	3,600 sf	\$450	\$1,620,000	3,600 sf	\$450	\$1,620,000
Limited Service Restaurants	\$78,057,248	5,300 sf	\$310	\$1,643,000	5,300 sf	\$310	\$1,643,000
Bakery, Coffee, Ice Cream, etc.	\$9,527,344	2,600 sf	\$550	\$1,430,000	2,600 sf	\$550	\$1,430,000
Restaurant Totals	\$170,447,782	14,300 sf	\$490	\$7,007,000	15,600 sf	\$490	\$7,644,000
Retailer & Restaurant Totals	\$1,006,114,178	48,800 sf	\$477	\$23,284,571	88,100 sf	\$477	\$42,015,310

Figure 8: Retail Demand Summary for the Cady Street area.

Methodology

To determine the estimated amounts and types of retail supportable in the Cady Street area, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses

of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Cady Street area.

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

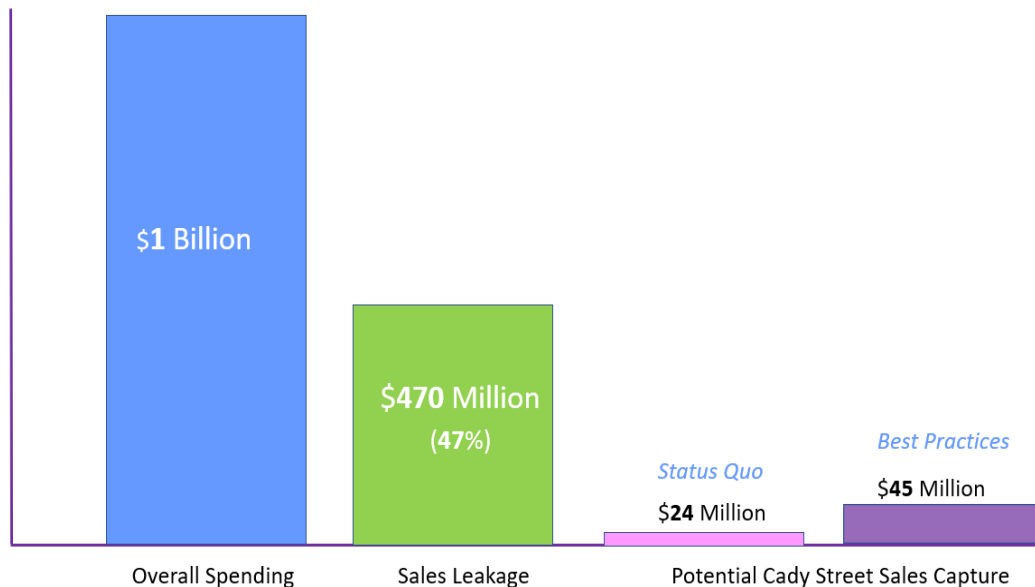


Figure 9: Chart illustrating the overall spending in the trade area, sales leakage and potential sales capture under status quo and best practices scenarios.

Analysis Assumptions

For the purposes of this study, GPG has assumed the following:

- Other retail centers may be planned or proposed, but only existing retail development is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant.

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- No major regional retail centers will be developed within the primary trade area of this analysis through 2026.
 - The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
 - The study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
 - Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
 - The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
 - Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
 - Parking for new development projects or businesses will meet or exceed industry standards.
 - Visibility of any new retail is assumed to be very good, with signage as required to assure easy visibility of the retailers.
 - Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Cady Street area under existing conditions and under a scenario in which urban planning and commercial best practices are utilized. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the Cady Street area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and

consultations with the client and its representatives. This report is based on information that was current as of January 2022 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study *should not* be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

End of Study

Appendix A: New Retail & Restaurant Demand Under Existing Conditions

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Exist. Cond. Support. SF</i>	<i>Sales/SF</i>	<i>Exist. Cond. Est Sales</i>
Retailers				
Apparel Stores	\$45,900,932	-	-	-
Beer, Wine & Liquor Stores	\$18,918,789	2,200 sf	\$650	\$1,430,000
Department Store Goods	\$132,538,473	-	-	-
Florists - Designer Stores	\$4,645,431	2,200 sf	\$320	\$704,000
Furniture Stores	\$36,090,278	-	-	-
General Merchandise Stores	\$66,124,172	-	-	-
Grocery Stores - Markets	\$204,351,257	13,200 sf	\$550	\$7,260,000
Hardware - Home Improvement	\$97,870,368	3,400 sf	\$340	\$1,156,000
Home Furnishings - Art	\$28,888,756	2,800 sf	\$415	\$1,162,000
Jewelry, Luggage, Leather	\$16,946,148	-	-	-
Garden - Landscaping Stores	\$10,963,671	2,600 sf	\$325	\$845,000
Miscellaneous Store Retailers	\$33,552,228	1,000 sf	\$370	\$370,000
Gift, Crafts Stores	\$17,297,931	1,800 sf	\$360	\$648,000
Pharmacy-Sundries	\$86,596,224	1,800 sf	\$850	\$1,530,000
Shoe & Handbag Stores	\$12,312,765	-	-	-
Cheese, Fish, Produce, etc.	\$22,668,972	3,500 sf	\$540	\$1,890,000
Retailer Totals	\$835,666,396	34,500 sf	\$472	\$16,284,000
Restaurants				
Bars, Breweries & Pubs	\$18,863,135	2,800 sf	\$650	\$1,820,000
Full-Service Restaurants	\$64,000,055	3,600 sf	\$450	\$1,620,000
Limited Service Restaurants	\$78,057,248	5,300 sf	\$310	\$1,643,000
Bakery, Coffee, Ice Cream, etc.	\$9,527,344	2,600 sf	\$550	\$1,430,000
Restaurant Totals	\$170,447,782	14,300 sf	\$490	\$7,007,000
Retailer & Restaurant Totals	\$1,006,114,178	48,800 sf	\$477	\$23,284,571

Appendix B: New Retail & Restaurant Demand Under Best Practices

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Best Pract. Support. SF</i>	<i>Sales/ SF</i>	<i>Best Pract. Est Sales</i>
Retailers				
Apparel Stores	\$45,900,932	5,700 sf	\$420	\$2,394,000
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Restaurants				
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Restaurant Totals	\$170,447,782	15,600 sf	\$490	\$7,644,000
Retailer & Restaurant Totals	\$1,006,114,178	88,100 sf	\$480	\$42,265,975

Appendix C: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

Population Summary	
2000 Total Population	24,453
2010 Total Population	28,495
2021 Total Population	28,719
2021 Group Quarters	35
2026 Total Population	28,668
2021-2026 Annual Rate	-0.04%
2021 Total Daytime Population	29,011
Workers	14,671
Residents	14,340
Household Summary	
2000 Households	10,218
2000 Average Household Size	2.34
2010 Households	11,924
2010 Average Household Size	2.39
2021 Households	12,135
2021 Average Household Size	2.36
2026 Households	12,152
2026 Average Household Size	2.36
2021-2026 Annual Rate	0.03%
2010 Families	7,929
2010 Average Family Size	2.99
2021 Families	7,926
2021 Average Family Size	2.98
2026 Families	7,909
2026 Average Family Size	2.97
2021-2026 Annual Rate	-0.04%
Housing Unit Summary	
2000 Housing Units	10,632
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	3.9%
2010 Housing Units	12,631
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	5.6%
2021 Housing Units	12,984
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	6.5%
2026 Housing Units	12,989
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	6.4%
Median Household Income	
2021	\$116,653
2026	\$129,471
Median Home Value	
2021	\$428,777
2026	\$438,371
Per Capita Income	
2021	\$70,936
2026	\$78,677
Median Age	
2010	43.4
2021	45.3
2026	45.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2021 Households by Income	
Household Income Base	12,135
<\$15,000	3.8%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	12.2%
\$200,000+	27.4%
Average Household Income	\$169,060
2026 Households by Income	
Household Income Base	12,152
<\$15,000	3.1%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	5.9%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	14.1%
\$200,000+	30.1%
Average Household Income	\$187,011
2021 Owner Occupied Housing Units by Value	
Total	8,909
<\$50,000	0.2%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	5.7%
\$200,000 - \$249,999	5.6%
\$250,000 - \$299,999	6.0%
\$300,000 - \$399,999	20.2%
\$400,000 - \$499,999	21.1%
\$500,000 - \$749,999	19.1%
\$750,000 - \$999,999	10.7%
\$1,000,000 - \$1,499,999	3.5%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	0.8%
Average Home Value	\$501,527
2026 Owner Occupied Housing Units by Value	
Total	9,044
<\$50,000	0.0%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	4.9%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	23.9%
\$400,000 - \$499,999	22.5%
\$500,000 - \$749,999	14.0%
\$750,000 - \$999,999	15.3%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	1.0%
Average Home Value	\$542,721

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	28,493
0 - 4	4.7%
5 - 9	6.4%
10 - 14	7.7%
15 - 24	10.9%
25 - 34	9.4%
35 - 44	13.4%
45 - 54	18.3%
55 - 64	14.3%
65 - 74	8.3%
75 - 84	4.7%
85 +	2.0%
18 +	76.6%
2021 Population by Age	
Total	28,719
0 - 4	4.2%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	10.6%
35 - 44	12.4%
45 - 54	13.9%
55 - 64	16.2%
65 - 74	12.0%
75 - 84	6.0%
85 +	2.3%
18 +	79.9%
2026 Population by Age	
Total	28,668
0 - 4	4.3%
5 - 9	5.5%
10 - 14	6.3%
15 - 24	9.2%
25 - 34	10.5%
35 - 44	13.6%
45 - 54	12.9%
55 - 64	14.2%
65 - 74	13.4%
75 - 84	7.6%
85 +	2.5%
18 +	80.4%
2010 Population by Sex	
Males	13,609
Females	14,886
2021 Population by Sex	
Males	13,714
Females	15,005
2026 Population by Sex	
Males	13,687
Females	14,982

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity	
Total	28,495
White Alone	86.2%
Black Alone	3.7%
American Indian Alone	0.1%
Asian Alone	7.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	28.5
2021 Population by Race/Ethnicity	
Total	28,720
White Alone	81.9%
Black Alone	3.5%
American Indian Alone	0.1%
Asian Alone	11.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.2%
Hispanic Origin	3.2%
Diversity Index	35.7
2026 Population by Race/Ethnicity	
Total	28,669
White Alone	79.7%
Black Alone	3.4%
American Indian Alone	0.1%
Asian Alone	13.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.4%
Hispanic Origin	3.7%
Diversity Index	39.1
2010 Population by Relationship and Household Type	
Total	28,495
In Households	99.9%
In Family Households	83.8%
Householder	27.7%
Spouse	23.7%
Child	30.0%
Other relative	1.8%
Nonrelative	0.6%
In Nonfamily Households	16.1%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2021 Population 25+ by Educational Attainment	
Total	21,092
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	0.8%
High School Graduate	10.6%
GED/Alternative Credential	0.9%
Some College, No Degree	13.6%
Associate Degree	5.8%
Bachelor's Degree	33.9%
Graduate/Professional Degree	33.5%
2021 Population 15+ by Marital Status	
Total	24,001
Never Married	25.7%
Married	60.0%
Widowed	5.0%
Divorced	9.4%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,233
Population 16+ Employed	95.0%
Population 16+ Unemployment rate	5.0%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	14.4%
Population 25-54 Employed	60.7%
Population 25-54 Unemployment rate	3.2%
Population 55-64 Employed	21.9%
Population 55-64 Unemployment rate	6.3%
Population 65+ Employed	9.2%
Population 65+ Unemployment rate	4.8%
2021 Employed Population 16+ by Industry	
Total	14,467
Agriculture/Mining	0.0%
Construction	2.6%
Manufacturing	21.9%
Wholesale Trade	2.2%
Retail Trade	6.1%
Transportation/Utilities	3.1%
Information	2.1%
Finance/Insurance/Real Estate	8.1%
Services	51.0%
Public Administration	2.8%
2021 Employed Population 16+ by Occupation	
Total	14,468
White Collar	86.2%
Management/Business/Financial	29.7%
Professional	39.9%
Sales	9.1%
Administrative Support	7.6%
Services	7.6%
Blue Collar	6.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.8%
Installation/Maintenance/Repair	0.6%
Production	2.6%
Transportation/Material Moving	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2010 Households by Type	
Total	11,923
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	66.5%
Husband- wife Families	57.0%
With Related Children	25.2%
Other Family (No Spouse Present)	9.5%
Other Family with Male	2.4%
With Related Children	1.1%
Other Family with Female	7.1%
With Related Children	3.8%
Nonfamily Households	4.7%
All Households with Children	30.2%
Multigenerational Households	1.6%
Unmarried Partner Households	3.8%
Male- female	3.3%
Same- sex	0.5%
2010 Households by Size	
Total	11,923
1 Person Household	28.8%
2 Person Household	34.8%
3 Person Household	14.6%
4 Person Household	14.0%
5 Person Household	5.7%
6 Person Household	1.6%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	11,924
Owner Occupied	74.3%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	19.8%
Renter Occupied	25.7%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	134
Percent of Income for Mortgage	15.4%
Wealth Index	226
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,631
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%
2010 Population By Urban/ Rural Status	
Total Population	28,495
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments		
1.		Top Tier (1A)
2.		In Style (5B)
3.		Old and Newcomers (8F)
2021 Consumer Spending		
Apparel & Services: Total \$		
	Average Spent	\$46,171,823
	Spending Potential Index	\$3,804.85
		179
Education: Total \$		
	Average Spent	\$41,915,392
	Spending Potential Index	\$3,454.09
		200
Entertainment/Recreation: Total \$		
	Average Spent	\$70,221,267
	Spending Potential Index	\$5,786.67
		179
Food at Home: Total \$		
	Average Spent	\$115,176,157
	Spending Potential Index	\$9,491.24
		174
Food Away from Home: Total \$		
	Average Spent	\$81,560,371
	Spending Potential Index	\$6,721.09
		177
Health Care: Total \$		
	Average Spent	\$133,046,367
	Spending Potential Index	\$10,963.85
		176
HH Furnishings & Equipment: Total \$		
	Average Spent	\$49,934,246
	Spending Potential Index	\$4,114.89
		182
Personal Care Products & Services: Total \$		
	Average Spent	\$19,742,816
	Spending Potential Index	\$1,626.93
		181
Shelter: Total \$		
	Average Spent	\$445,115,108
	Spending Potential Index	\$36,680.27
		182
Support Payments/Cash Contributions/Gifts in Kind: Total \$		
	Average Spent	\$53,581,207
	Spending Potential Index	\$4,415.43
		185
Travel: Total \$		
	Average Spent	\$58,062,858
	Spending Potential Index	\$4,784.74
		189
Vehicle Maintenance & Repairs: Total \$		
	Average Spent	\$23,511,091
	Spending Potential Index	\$1,937.46
		175

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.