



**RETAIL Market Study**  
**The City of Northville, MI**  
**2016**

Prepared by:



LandUseUSA

In Collaboration with:



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Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



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## Executive Summary

The City of Northville's Downtown Development Authority, Planning Commission, and City Council have collaborated on development of a new Downtown Strategic Plan. To complete this endeavor, the city has hired Beckett & Raeder ([www.bria2.com](http://www.bria2.com)), who in turn has invited LandUseUSA to conduct this retail market study. The objective of this study is to determine the retail market potential for Downtown Northville, with results that may be qualified and refined within the new Strategic Plan.

This Executive Summary highlights the results for the City of Northville with comparisons to neighboring places within the region. It is intentionally designed to be direct and succinct, with a focus on study results, key observations, conclusions, and recommended strategies. This report is still in a *Draft* stage, and may be updated based on input during the next steering committee meeting, which is scheduled for Monday evening, October 24, 2016.

**Realistic and Attainable Strategies** | This report is designed to highlight realistic and attainable retail strategies, and does not reflect blue-sky scenarios (and regardless of resident preferences). Beckett & Raeder is currently in the process of collecting a second phase of preference surveys, and results may be used to qualify the recommendations of this retail study. However, survey results and resident preferences are not typically used to alter the magnitude of market potential by retail category, gap results, or objective recommendations of the market analysts.

With this in mind, LandUseUSA has identified three top priorities for Downtown Northville, which are supported by results of a supply-demand and gap analysis; inventory and cluster of existing businesses; trade area market parameters; locations of regional shopping destinations and competition; and related observations. These priorities include the following, and each is described in the following sections of this report:

Priority I – Add more venues and leverage the small events industry for new retailers.

Priority II – Build new space for retail basics like hardware, office supplies, and specialty grocery.

Priority III – Help independent entrepreneurs refill niches recently vacated by others.

## Priority I – Leverage the Small Event Industry

Summary of Priority I – Downtown Northville is already a destination for small events that have been catalyzed by the historic Mill Race Village and enhanced by three downtown theaters or cinemas. Small events may pivot around national holidays (Christmas and Easter are the most important), plus graduations, Mother’s and Father’s Day, anniversaries, family reunions, birthdays, high school proms and home homing celebrations, corporate retreats, and other special occasions.

The following list is a partial inventory and representative sampling of venues in the City of Northville, its downtown, and nearby commercial areas. This is followed by a representative sampling of retail and services in the same vicinity (see the next page).

### Priority I – Small Events Industry | Examples of Existing Venues

- Venue | Historic Mill Race Village
- Venue | Genitti’s Hole in the Wall
- Venue | Tipping Point Theatre
- Venue | Marquis Theater
- Venue | Northville Art House
- Venue | The Village Workshop
- Venue | Bee’s Knees Pottery Studio
- Venue | Board & Brush Studio
- Venue | ColorfuLaura Creative Studio
- Venue | Vine2Wine Custom Winery
- Venue | First Presbyterian Church

## Priority I – Small Events Industry | Existing Retail and Services

- Retail | Make it Memories
- Retail | Begonia Brothers Party Supplies
- Retail | Donna & Larry's Florist
- Retail | Elizabeth's Bridal Manor
- Retail | KB Jewelers, LuLu by Design, Orin Jewelers
- Retail | Lace Museum and Shop
- Retail | Stampeddler Plus Craft Supply
- Retail | Chocolates by Renee
- Retail | Simply Wine Cellar
- Retail | Studio 170 Salon & Spa

Note: Lists are not all-inclusive and provide representative samples only.

There is a compelling opportunity to grow the diversity of event venues with new indoor and outdoor space, including riverfront boardwalks, public plazas, gardens, and a boutique hotel. There is also a need for small businesses to add retail categories with complementary products and services (see [Exhibit A.2](#) and the list below). Many of these businesses will also help support local artisans and entrepreneurs. Cross-marketing, branding, and promotions during national holidays is an essential part of the strategy.

## Priority I – Small Events Industry | Retail Opportunities

- Cambria Suites Boutique Hotel (<80 rooms)
- Cosmetics like Merle Norman or Sally Beauty
- Tuxedo Shop like Rochester Big & Tall
- Women's Intimates, Dance Apparel
- Children's Party Dresses
- Full-Line of Art Supplies, like Blick
- Costume, Fabric, Silk Floral Supplies
- Wedding Cake, Cupcake Bakery
- Travel Agency and Event Planning
- Tea Room and Meeting Space
- Alteration Services, Seamstress

The city's historic Mill Race Village, which includes paths linking across the Middle Rouge River to Ford Field Park, is an asset and is being leveraged by small parties for special events. The Foundry Flask & Equipment Co. redevelopment site (which is also located along the Middle Rouge River and within walking distance) could also be leveraged to expand indoor and outdoor event space, and provide more space for supporting businesses (see Exhibits in [Section A](#)).

**New Retail to Support Small Events** | Assuming that new retail space is available, then there is a need and potential for additional businesses that also leverage the small events industry. Examples include a specialty apparel stores offering tuxedos, women's intimate apparel, and children's party dresses. Other categories include a professional photography studio; bakery; hobby and craft supplies (fabric, silk floral, baking supplies, etc.); and travel agency.

**Boutique Hotel** | Together with Northville Downs, the small event industry could generate support for a boutique-style downtown hotel with less than 80 rooms. This could be located at the Foundry Flask redevelopment site, or along Cady Street and overlooking the Northville Downs. Ideally it would serve as an anchor to a mixed-use building that includes street-level retail space and that incorporates generous public space for residents and curiosity-seekers, as well as hotel patrons. This recommendation does *not* call for a detached, free-standing hotel wrapped by parking fields and outdoor amenities reserved for hotel patrons (see exhibits in Section B).

**Restaurants** | Stakeholders have also reported that they would like more restaurants in Downtown Northville. Market support for eateries could be increased by growing the small event industry. Two new restaurants could be feasible near-term, including one with authentic ethnic cuisine; and a themed restaurant that includes an entertainment venue.

The Downtown could also consider contacting quality chains that have recently announced intentions of opening new restaurants nation-wide and in Michigan (see Section D). Restaurants and eateries may help generate some additional traffic for merchants and traditional retailers.

## Priority II – Build New Space for Retail Basics

Summary of Priority II – Build New Space for Retail Basics | There is a need in Downtown Northville to intercept resident shoppers with more choices among household basics. This is designed to ensure that they have products that they shop on a regular basis, and particularly hardware, furniture, office supplies, electronics and appliances, grocery, and nutrition (see Exhibit A.3).

Compared to boutique and novelty shops, retailers offering household basics are more sustainable year-round, and less likely to rely on seasonal import. Any of these could range between 2,000 and 8,000 square feet, each.

### Priority II – Build New Space for Retail Basics

- Hardware Store, like True Value
- Furniture & Accents, like Home-to-Home
- Vintage Furniture, like Salvaged
- Kitchen Supply Showroom, like Cutco Cutlery
- Shipping Services, like FedEx Office
- Electronics, like Vision Computer Solutions
- Appliances, like Papa Joe's
- Toys, Educational Supplies, like Learning Express
- Sporting Goods, like Moosejaw
- Office Supplies, independent proprietor
- Small Grocery Store, like Westborn Market
- Specialty Food Store, like a wine and cheese shop
- Vitamins, like the Medicine Shoppe or Complete Nutrition

Specialty Grocery Stores | The ideal grocery store will offer unique products that complement Kroger and help persuade resident households to shop locally rather than drive to big-box competitors and supercenters. The ideal grocery store will be a specialty food store with a high-quality product mix, including a meat and deli counter, wine department, fresh and locally grown produce, and organic choices.

A downtown grocery store is also important when considering the market potential for attached housing units above street-front retail in the downtown; and infill locations nearby. New residents in flats, lofts, and townhouses will help generate market support for specialty grocery stores – particularly if they are located within easy walking distance.

To provide new space for these types of stores, it will be necessary to develop new mixed-use projects in convenient locations, such as the Flask Foundry site and other parcels along Cady Street. Cady Street is parallel to, and south of Main Street in Downtown Northville. At the western end, it is one full block south of Main Street, with a significant grade change to the south. This grade change can be a deterrent for pedestrian shoppers, particularly during inclement weather and winter months.

The eastern end of Cady Street changes direction to the north and links with Main Street. Griswold Street is perpendicular to both, and has a far less pronounced grade change. Compared to Center Street, it is a farther walking distance from the heart of the downtown. A list of possible development sites along Cady Street is provided below.

Available Sites and Opportunities  
Near Downtown Northville, Michigan | 2016 Update

<i>West to East, Potential</i>	<i>Speculated Use</i>	<i>Corner, Cross Street</i>
City-owned Parking Lot	Mixed-Use	SEQ Cady and Wing
Cambridge Place (proposed)	Mixed-Use	SEQ Cady and Center
Northville Downs	Mixed-Use	South of Cady Street
Corner House (planned)	Mixed-Use	NWQ Cady and Griswold
Flask Foundry Site	Mixed-Use	SEQ Main and Cady

Flask Foundry Site | Future mixed-use projects should not be developed with only speculative sublet space for small merchants. Instead, the first project should be a cameo, signature type of development on the Flask Foundry site, which has the best visibility to traffic along Main Street. The project should be designed with build-to-suit space in mind and to accommodate small anchors that provide basic merchandise for resident households.

The Flask Foundry site includes 4.7 acres located at the eastern end of Cady Street (456 East Cady St.) and on the south side of the road. It has an irregular configuration and includes a large foundry building. Based on the realtor’s listing, it also includes a parcel with frontage west onto Griswold; plus frontage along South Main Street and the Middle Rouge River. It is about three walkable blocks east of the downtown; across from the Tipping Point Theater and the Village Workshop; and cross-corner from the proposed Corner House development. Other development sites are described on the next page.

Cambridge Place | Originally proposed about a decade ago, Cambridge Place was envisioned as a mixed-use, five-level building along the south side of Cady Street, east of Center Street, and on an existing city-owned, surface parking lot. The project was anticipated to include street-level retail topped by one level of office space and three levels of flats, lofts, or townhouses. The project was dropped during the Great Recession, and has not rematerialized.

The Cambridge Place site benefits from being directly across from the Cady Street parking deck. However, the project would not have had direct visibility to traffic along Main or Center Streets. Again, there is a significant grade change from Main Street to the south, which is a deterrent for pedestrian shoppers (particularly during inclement weather and winter months).

Northville Downs Racetrack | The racetrack is located south of Downtown Northville and has considerable surface parking areas that are underutilized and proximate to Cady Street. Regardless of whether the racetrack remains open long-term, the city could initiate discussions with the owners to explore the feasibility of building mixed-use projects, perhaps with some parking decks to support other mixed-use developments along Cady Street.

### Priority III – Refill Vacated Niches

Summary of Priority III – Refill Vacated Niches | The third and lowest priority involves working with incubated craftsmen and artisans to find small spaces for introducing new products, such as kiosks or booths inside existing stores (see [Exhibit A.4](#)). Assuming the successful implementation of Priorities I and II, then some new artisans could also open small businesses and refill important niches that support the small events industry and artisan community.

Retailers often adjust and refine their locations strategies to optimize store sales and profitability. National chains like American Spoon may simply be realigning state-wide location strategies. Local businesses like Begonia Brothers may incubate in one location before expanding into more suitable space.

Aside from American Spoon and Begonia Brothers, six (6) other independent entrepreneurs in Downtown Northville have closed in recent years. Based on the supply-demand and gap analysis, qualitative assessment of business cluster, and reports of what shoppers want, all of these establishments (listed below) could have been successful and viable.

#### Priority III – Replace and/or Expand Small Businesses

- Urban Pearl Artisan Gallery
- Merci-N Handmade Soaps
- Gourmet Shop, like American Spoon
- Chocolate Shop, like Godiva or Bark Ave.
- Retail Gallery, like Bee’s Knees Pottery (expand)
- Retail Gallery, like ColorfuLaura Studio (expand)
- Creative Studio, like Board & Brush (relocation)

It is not unusual for independent entrepreneurs to explore new concepts and sometimes fail – for any number of reasons. In fact, it is rare for any successful downtown to retain all of its merchants every year, and particularly in a four-season climate like Michigan’s.

Boutique shops, independent merchants, and entrepreneurs may close for any wide range of reasons – even when there is more than enough market support and expenditure potential. Some new concepts simply fail because inexperienced proprietors simply lack the necessary skills to be profitable.

Independent proprietors may find it overwhelming to maintain a small business. Ideally, merchants are able to apply good skills and can balance merchandise density with variety; rotate merchandise through the seasons; anticipate shopper preferences; promote sales events; cross-market with complementary businesses; employ and retain skilled workers; pay rents, utilities, and other fees; balance the books; and negotiate repairs with landlords.

Small businesses are also more vulnerable than national chains to life-changing events, such as a death in the family, serious accident, or illness. If a national chain loses a store manager, then they can usually hire a replacement, or relocate a manager from a sister store. In comparison, if a small business owner retires without a succession plan, then it will probably close.

Relocating Existing Businesses | There are at least two existing businesses located along Seven Mile Road that would be good candidates for relocation into Downtown Northville. These include the Home-to-Home Furniture Gallery, and Board & Brush creative studio. The downtown does not have any available tenant space to accommodate a furniture gallery or other large store - but new build-to-suit space could be provided.

Ideally, every business will have direct visibility to traffic; adjacency to other successful businesses (i.e., not vacancies); benefits of critical mass (i.e., not fragmentation); retail window fronts for displaying products; adequate illumination to convey safety; pedestrian access; and convenient parking spaces. However, many businesses are easily incentivized into choosing marginal locations with relatively low rents, and often in locations outside the downtown. They are then face higher risk of failure and may be good candidates for relocation into the downtown.

Showrooms for Existing Businesses | Assuming that at least one new anchor store is added to downtown Northville (as described above), then there may also be an opportunity for some businesses to fill existing storefronts or add showrooms. This recommendation applies to a variety of businesses, such as Papa Joe's Appliance Repair, Vision Computer Solutions, and perhaps Cutco Cutlery.

## Downtown Northville | Prior Developments

Recent Developments | The north side of Cady Street has benefited from some recent reinvestment with new mixed-use project and proposals. Recent developments include a First Presbyterian Church; the New Victorian with professional space and condos; redevelopment of the former Belanger Building into a Village Workshop. A list of recent projects and developments is provided below, followed by descriptions for a few of them.

### Recent Projects and Developments Near Downtown Northville, Michigan | 2016 Update

<i>Developed Projects</i>	<i>Predominant Use</i>	<i>Corner, Cross Street</i>
The Northville Square	Office, Retail Space	SEQ Main and Wing
Live-Work Units	Retail, Office, Flats	NEQ Center and Rayson
The Village Workshop	Membership Workspace	NWQ Cady Street
Presbyterian Church	Place of Worship	NEQ Cady and Hutton
The New Victorian	Office, Condominiums	NEQ Cady and Church
Main Street Infill	Offices, Services	120 West Main Street
Main Street Infill	Offices, Services	170 East Main Street

The Village Workshop | The Village Workshop (a.k.a., “Maker Space”) opened in the former Belanger, Inc. building along Cady Street in March 2015, and across from the Flask Foundry site. It is a member-based community work space dedicated to creativity, learning, entrepreneurship and prototype services. The 25,000+ square foot facility has work space that currently serves over 300 members, with a capacity for 1,000. The facility includes a café and could potentially be programmed as small event space for its members.

#### The Village Workshop | Maker Space

Computer Lab	Woodshop
Craft Studio	Electronic Shop
Sewing Studio	Machine Shop
Culinary Art Studio	Metal Shop
Workshop Café	TESPO (tenant)
Martone Design Studio (tenant)	

The Northville Square | Downtown Northville includes a relatively new enclosed center with 65,000 square feet of space. The project is marketed as a lifestyle mall, but it has had marginal success in attracting merchants that are more inclined to choose traditional storefronts. Today, it has just five merchants, including 1) Charmed & Co., 2) ColorfuLaura, 3) Lace Museum, 4) LuLu by Design, and 5) Urban Optiques. There are also three eateries, including 1) Brick's of Northville, 2) the Northville Sports Den, and 3) Fred's Ice Cream. Two-thirds of the spaces are leased by business (13 establishments); and health and wellness services (nine establishments).

Downtown Infill | Downtown Northville has also benefited from infill with two relatively smaller developments located at 120 West Main and 170 East Main Streets. 120 West Main Street is located north side of Main Street, and is the smaller of the two buildings with about 20,000 square feet. 170 East Main Street was developed in 2005 on the south side of Main Street, and has three levels and a larger footprint. Both buildings appear to be used primarily as office space.

### **Twelve Oaks Mall | Novi Road**

Twelve Oaks Mall is located just five miles north of Downtown Northville, and ideally located along Interstate 96 at Novi Road, so it excels at intercepting commuter traffic, visitors, and regional shoppers. It is also located about just five miles north of Downtown Northville at Novi Road, so attracts many of its resident shoppers.

Twelve Oaks Mall is acclaimed as one of the Greater Detroit's premier shopping destinations, and is a close contender to the City of Troy's luxury Somerset Collection. It is touted as a super-regional center with about 1.2 million square feet of gross leasable area (GLA). It recently secured its position as a premier shopping center with the 2007 opening of Nordstrom, which has joined Lord & Taylor, Macy's, JC Penney, and Sears.

Spin-off retail has also developed west of Twelve Oaks Mall and south along Novi Road (Novi Town Center). Secondary shopping centers include Twelve Mile Crossing at Fountain Walk and West Oaks I and II strip centers, both with varying degrees of success with attracting and retaining mid-sized anchors. National chains in the vicinity include Kohl's, TJX Cos., Old Navy, Toys R Us, Bed Bath & Beyond, David's Bridal, Gander Mountain, Michael's Crafts, Walmart Supercenter, DSW Shoes, and Hobby Lobby, among others.

## Laurel Park Place | Haggerty Road

Laurel Park Place Mall is smaller than Twelve Oaks, but it has one of only two Von Maur stores in Michigan; plus a Carson's department store (previously Parisian). The center has over 500,000 square feet of gross leasable area and a competitive mix of small tenants. Access roads are less congested than the Twelve Oaks area, yet it is well positioned to intercept significant traffic volumes along I-275.

Cross shopping traffic along I-275 and with Laurel Park Place has been leveraged by a number of big-box formats scattered north-south along Haggerty Avenue. Big-box formats include supercenters (Walmart and Meijer), membership warehouse clubs (Costco), home improvement centers (Home Depot), junior department stores (Kohl's, Babies R Us), hard-lines (Best Buy, Office Max), other lifestyle stores (REI, Bed Bath & Beyond, Barnes & Noble, etc.).

There are also several choices among grocery stores, including Kroger, Trader Joe's, and the market's latest addition at Five Mile Road – Cantoro Italian Market. Restaurants, eateries, and drinking establishments are also scattered along the Haggerty Road corridor, and with diversity that surpasses the Twelve Oaks Mall area.

## The Village at Northville

The largest competitive threat to Downtown Northville and its merchants is appearing under the guise of an open-air pedestrian mall dubbed "The Village at Northville". The proposed project site is located at the northwest quadrant (NWQ) of Five Mile and Beck Roads.

The Village project is strategically designed and located to intercept traffic along Highway 14 and between the Ann Arbor and Detroit metropolitan areas. According to the Michigan Department of Transportation, Highway 14 had an average daily traffic of over 80,000 vehicles at the Beck Road interchange in 2015, which is just one mile south of the proposed project.

As currently designed, this sprawling project would be anchored by a 175,000+ square foot big-box "market"; 40,000 square foot cinema or "theater"; and 60,000 square foot hotel. It could also add over 135,000 square feet of commercial space to the competitive region; plus four restaurants scattered among out-lots and collectively exceeding 16,000 square feet. It would probably have a negative impact on merchant sales for downtown Northville, in the range of -5 to -15 percent.

## 70% Effective Trade Area

The trade area delineated for this report uses industry-accepted terminology applied by most national chain stores. The “primary” (70%) trade area as delineated in the prior retail study (from 2005) seems generally reasonable, and LandUseUSA has made minor refinements. Note: Within the retail industry and among national retail corporations, the convention is to refer to an “effective” trade area, which is shown on a map and demographic tables in [Section G](#), attached to this report.

### Downtown 70% Effective Trade Area The City of Northville, Michigan | 2005 v. 2016

	2005 Study	2016 Update	Implied C.A.R.
Trade Area Population	88,229	121,073	+2.9%
Per Capita Income	\$ 42,285	\$ 48,169	+1.2%
Total Personal Income	\$3.7 billion	\$5.8 billion	+4.1%
GAFO Expenditure Potential	\$1.3 billion	\$2.0 billion	+4.1%

Note: GAFO = General Merchandise, Apparel, Furniture, and Other categories, and typically represents about 35% of total personal income. C.A.R. indicates compound annual rate.

Downtown Northville currently has over 120,000 residents within its effective trade area, and a per capita income that is approaching \$50,000. These two variables generate total personal income of about \$5.8 billion. This generates an expenditure potential of about \$2.0 billion. Much of the expenditure potential will be intercepted by Twelve Oaks Mall, Laurel Park Place, Novi Road, Haggerty Road, and other competing shopping destinations.

Assuming that Downtown Northville captures or intercepts a modest 10% of its resident expenditures, then this would be roughly equivalent to \$200 million annually. Further assuming that the average downtown business achieves \$200 per square foot in retail sales, this suggests a market potential for 1,000,000 square feet of retail space. This space is roughly equivalent to the size of a regional shopping center, and probably exceeds Downtown Northville’s existing footprint.

### Three- and Five-Mile Rings

When testing markets for new stores, national chains often begin with minimum thresholds for population within a three- or five-mile radius. For example, apparel stores like Men's Wearhouse, Armani Exchange, Chico's, White House Black Market, Avenue, Carters, and Jos. A. Banks typically choose locations with a *minimum* of 200,000 residents within five miles.

Also as examples only, relatively more moderate brands like Ross Dress 4 Less, Tuesday Morning, and Dots Fashions are likely to seek locations with *at least* 75,000 residents within three miles. Destination stores like Whole Foods are more likely to demand *at least* 200,000 residents within three miles.

Downtown Northville just barely meets the minimum threshold for most national brands. Its high income profile might suggest that it could intercept upscale brands that many of the city's residents prefer to shop. However, regardless of local preferences for stores like Pottery Barn, Anthropologie, and Williams-Sonoma, these types of stores are far more likely to choose locations near Twelve Oaks Mall and Laurel Park Place. Destination retailers will locate near interstate highways with high traffic volumes that help expand their geographic trade areas and generate considerable import.

#### Five-Mile Radius | Market Parameters Selected Shopping Destinations | 2016

	Downtown Northville	Twelve Oaks Oaks Mall	Laurel Park Place
Five-Mile Population	140,000	155,000	210,000
Per Capita Income	\$ 50,000	\$ 45,000	\$ 40,000
Total Personal Income	\$7.0 billion	\$7.0 billion	\$8.4 billion
Total Square Feet	...	1,200,000	500,000

## Average Daily Traffic Counts

According to the City of Northville’s 2014 Master Plan, traffic counts along its Main Street peaked at about 10,000 vehicles daily. This is shadowed by much higher traffic counts near Novi Town Center, the Haggerty Road corridor, and Highway 14 in Northville Township. Although Northville’s residents have favorable incomes and are inclined to shop high-end and premier retail brands, the downtown simply cannot compete with these other locations.

### Average Daily Traffic Counts Selected Retail and Shopping Destinations

<i>Shopping Destination</i>	<i>Main Access</i>	<i>ADT</i>
Downtown Northville	Main Street	10,000
The Village at Northville	Highway 14	80,000
Novi Town Center	I-96	147,000
Haggerty Road Node	I-275	160,000

If any upscale retail corporations do consider locations in Downtown Northville, they will first score the location with all others in Michigan. Premier locations with proximity to regional shopping centers; easy highway access; and visibility to high traffic volumes will be chosen over Downtown Northville. Regardless of the shopping preferences of Northville’s residents, brands like those listed below are not likely to choose Downtown Northville over the Twelve Oaks Mall, Laurel Park Place, or the Haggerty Road corridor.

### Examples of Brands Unlikely to Choose Downtown Northville Over Twelve Oaks Mall, Laurel Park Place, or Haggerty Road

<i>Family Apparel</i>	<i>Home Furnishings</i>
American Eagle	Crate & Barrel
Buckle	Ethan Allen
Children’s Place	Bakers Furn.
Eddie Bauer	Bombay
The Gap	Pottery Barn
Talbot’s	West Elm

## Retail Gap Analysis

Based on the findings of this retail study, the City of Northville can support up to 50,000 square feet of new retail tenants, plus a boutique hotel. This conclusion is supported by the study of market size and trade area; incomes and expenditure potential; traffic volumes; nation-wide retail trends; inventory and cluster analysis of local businesses; and supply-demand and gap model. This section focuses on the results of the later, and supported by scatter plots in the [Section E](#) and [Section F](#) attached to this report.

[Section E](#) | Consumer Expenditures by Residents Only

[Section F](#) | Transacted Retail Sales by Residents and Visitors

Supply-demand and gap models rely on comparisons between markets to identify “standards” or maximum performance levels by retail category. Scatter plots in [Section E](#) are designed to demonstrate the relationship between retail market share and income for all counties in Michigan, plus a few selected places within Northville’s competitive region. These include the cities of Northville, plus Livonia, Farmington Hills, Farmington, Novi, and Plymouth.

In general, low-income shoppers tend to spend a larger share of their income on retail trade, and high-income shoppers tend to spend a smaller share. Said another way, high-income shoppers usually spend more in total dollars, but those expenditures represent a smaller share of their total income. Market shares are derived from consumer expenditures per capita, calculated as a share of income. The following table shows a hypothetical comparison between these key variables for low- and high-income consumers.

	Low-Income Consumer	High-Income Consumer
Per Capita Income	\$ 20,000	\$ 40,000
Consumer Expenditures	\$ 4,000	\$ 6,000
Market Share	20%	15%

If the City of Northville is excelling in market share relative to other geographies, then conclusions may include the following: a) the category is saturated and there is limited opportunity for more stores; b) local lifestyle preferences are bolstering the demand, and stores have stepped up to serve the need; or c) existing stores have clustered and achieved critical mass, which has expanded the trade area and corresponding market potential.

These conclusions may vary by retail category. For example, furniture stores, restaurants, apparel shops, and hotels tend to benefit from clustering and critical mass. In comparison, office supply stores, pet stores, and fitness centers are usually spaced farther apart.

*Analysis of Consumer Expenditures by Residents Only*  
The City of Northville, Michigan | 2016

<i>Exhibit</i>	<i>Geography</i>	<i>Conclusion</i>
Exhibit E.1	GAFO Categories Combined	Significant gap versus Plymouth
Exhibit E.2	Eating, Drinking Establishments	Significant gap versus Plymouth
Exhibit E.3	Groceries, Meals at Home	Significant gap versus all others
Exhibit E.4	Hotels, Motels, Lodging	Minor gap versus Livonia
Exhibit E.5	Education	Moderate gap versus all others

*Analysis of Transacted Sales by Residents and Visitors*  
The City of Northville, Michigan | 2016

Exhibit F.1	Retail Trade   Cities	Moderate gap versus Novi
Exhibit F.2	Retail Trade   Twps.	Moderate gap versus Novi, Plymouth
Exhibit F.3	Clothing, Accessories   Cities	Local market strength, no gap
Exhibit F.4	Furniture, Home Furnishings   Cities	Local market strength, no gap
Exhibit F.5	Sporting Goods, Hobby, Books   Cities	Moderate gap versus Novi
Exhibit F.6	Traveler Accommodations   Cities	Minor gap versus Plymouth
Exhibit F.7	Traveler Accommodations   Twps.	Local market strength, no gap
Exhibit F.8	Health Care, Social Asst.   Cities	Significant gap versus all others
Exhibit F.9	Arts, Entertainment, Recreation   Twps.	Minor gap versus Plymouth

## Nation-wide Retail Trends

LandUseUSA has also conducted an assessment of retail trends across the nation, in the Great Lakes Region (which includes Michigan, and Michigan). Supporting materials have been assembled in Section D attached to this report, and key observations are summarized below.

- Exhibit D.1 Based on monthly productivity (sales per square foot) over the past twenty years, the State of Michigan is continuing to lag behind the nation. Since 1996, the average productivity for non-anchor retail tenants has increased from \$375 to \$450 across the nation. Retailers in Michigan have generally recovered from the recent Great Recession, but average productivity is flat at about \$350 per square foot.
- Exhibit D.2 Based on same-store monthly gross/loss versus prior years, there is evident that retail sales tend to follow a ten-year cycle, and generally in alignment with past recessions. Although most of Michigan's economy is experiencing growth and continued recovery in 2016, retail sales seem rather sluggish. Meanwhile, if the ten-year cycle is forecast, it would imply that another recession may be looming around the corner, perhaps by the year 2020.
- Exhibit D.3 Although average sales productivity for the Great Lakes Region (including Michigan) is about \$350 per square foot, there is considerable variation between retail categories. Big-ticket items like home entertainment systems, electronics, jewelry, and other fashion accessories are likely to have the highest sales per square foot.
- High-traffic venues like food courts and restaurants will also perform above-average. Pharmaceuticals, furniture & furnishings, and restaurants have been on the upswing for the past decade; whereas book stores have been undermined by technological advancements.

## Michigan Expansions

During the recent Great Recession, many national chains pulled-back on their expansion plans, and particularly in Michigan. However, 2016 has been a good year of recovery for national chains, and many are now announcing new plans to expand their portfolios in the state. A complete list of these chains is provided in [Section D](#), attached to this report (see [Exhibit D.4](#) through [Exhibit D.20](#)).

Over 300 national brands have announced plans to open new stores in Michigan over the next two years. Of these, only ten (10) can realistically be expected to consider a location in downtown Northville. These are most likely to include brands like Complete Nutrition, Medicine Shoppe, Merle Norman, Sally Beauty, True Value Hardware, FedEx Office, Books-A-Million, PaperSource, the Great Frame Up, and Learning Express.

Mention of these brands is not intended to imply an optimal strategy for downtown Northville. Rather, they are noted because they are most likely to seek locations in the city's downtown. Some of these brands could represent competitive threats for established merchants, rather than opportunities.

For example, LandUseUSA does not necessarily recommend that Books-A-Million be pursued as a tenant to fill vacant space in the downtown, because it would have an impact on Next Chapter Books. We are only noting the brands that are most likely to seek locations within the City of Northville's downtown.

As another example, if the Great Frame Up opens a store, this could have a profound impact on the Northville Gallery's framing business. Similarly, if Sally Beauty opens, this could undermine the feasibility of boutique cosmetic shops that might fill niches recently vacated by Merci-N and Make it Memories.

Alternatively, some brands could be ideal build-to-suit anchors and help catalyze a new mixed-use project. Brands like True Value Hardware and FedEx Office could be recruited to anchor a new-build project that is located south of the downtown district and fronting onto Cady Street.

In addition to conventional retail and merchant categories, at least 25 restaurant chains have also announced plans to expand across the nation and in Michigan (see [Exhibit D.6](#)). Depending on the brand, format, building prototype, and local preferences, some of these could be candidates for adding at least two (2) new restaurants in downtown Northville. A few examples are summarized in the following list.

Anticipated Restaurant Expansion Strategies  
Michigan State-wide Openings | 2016 - 2017

<i>Restaurant</i>	<i>Number</i>	<i>Restaurant</i>	<i>Number</i>
Dunkin Donuts	840	Baskin-Robbins	600
Panda Express	360	Little Caesar's Pizza	150
Tropical Smoothie	54	Arthur Treacher's Fish	35
BJ's Brewhouse	33	World of Beer	30
Dolly's Pizza	30	Mission BBQ	24
DiBella's Subs	24	Cooper's Hawk Winery	23
Rusty Bucket	16	Ocean Prime	8
Dinosaur BBQ	7	Brick House Tavern	6
Honey Tree Grill	6	National Coney Island	6
Primanti Brothers	2	Hopcat Brewpub	2

Source: ChainLink Retail Advisors, 2016.

## Observations from Prior Studies

LandUseUSA has also reviewed the City of Northville's prior retail study, which was completed in August 2005 by Gibbs Planning Group. A number of observations from that report still apply today, and are important in understanding Downtown Northville's near- and long-term market potential. These observations are summarized below:

1. "Downtown 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. It will continue to be a viable commercial district because of the City's desirable demographics, relative isolation, and historic character." *LandUseUSA concurs with these observations. There is near-term a market potential and economic support for up to 50,000 square feet of new retail space, particularly if mixed-use projects are developed with a build-to-suit small anchors filling the basic needs of resident households.*

2. "Local access to Downtown Northville is good, but not direct. The closest regional access point is the intersection of Eight Mile Road and I-275, approximately three miles east of Center Street." *Downtown Northville is an inboard location relative to I-275, I-96, and Highway 14. Therefore, it should not be expected to compete with regional shopping destinations (like Novi Town Center and the Haggerty Road corridor) for upscale retailers that rely on large trade areas.*
3. "It is likely that national retailers will not be able to deploy new stores in the downtown because of radius lease restrictions at Twelve Oaks and Laurel Park Malls. Many retail leases prohibit duplicate stores with-in a 5 mile radius, and downtown Northville falls within that distance." *LandUseUSA concurs with this assessment.*
4. "Most of Northville's residents shop in the surrounding strip centers and regional malls for apparel, books, electronics, gifts, and home furnishings. Meanwhile, they also report disappointment that the downtown does not offer goods and services targeted to their lifestyle." *This supports LandUseUSA's observations that there is a need and opportunity for these types of businesses to serve the basic needs of resident households. See additional observations in the following item.*
5. "For the most part, supportable retailers are those that complement, rather than compete with existing downtown retail." *LandUseUSA agrees, and this is fundamental to the strategy of establishing Downtown Northville as a destination for retail and services that support the small event industry. It also supports our recommendation for household staples like hardware, furniture, office supplies, and specialty grocery.*
6. "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." *LandUseUSA concurs that this is the current situation, and recommends that it be remedied through development of new-build, mixed-use projects along Cady Street. Build-to-suit small anchors are recommended over speculative development of small tenant spaces that lack an anchor.*

## Shopper Preferences

Given that a number of small boutique stores have recently closed in Downtown Northville, it may be tempting to conclude that boutique shops and small businesses are not feasible. Some stakeholders have also stated that they would prefer local merchants and small businesses in the downtown, rather than competition from national brands. In contrast, the city's 2005 retail study not only suggested that upscale brands and chain stores are feasible, but recommended them outright.

Meanwhile, some stakeholders report that they need more household basics; others refute it by noting that there is insufficient retail space. These conflicting messages can be easily misunderstood, and the priorities outlined in this report strive to refocus future discussions with that in mind.

This study and results follow a conventional approach to testing market supply, demand, and gaps. With a few exceptions, most of LandUseUSA's recommendations for downtown Northville have *not* been modified or qualified to reflect the reported shopping preferences of resident households, stakeholders, or survey respondents. As part of this study, LandUseUSA carefully considered national retail trends, plus the expansion strategies among national brands (both were described in prior sections of this report).

National brands were addressed for several reasons described below:

1. The future development of mixed-use project that include street-front retail space be designed and planned with small build-to-suit anchors in mind. These anchors should focus on household basics like hardware, furniture, office supplies, and grocery. Urban formats like True Value Hardware, FedEx, and Westborn Market could help make new projects economically viable while generating cross-shopping for smaller merchants. They would be no more than 15,000 square feet (and probably in the 6,000 to 10,000 square foot range), and should not be confused with 25,000+ square foot formats like Office Max, Office Depot, or Whole Foods.
2. During various stages of this 2016 study, some stakeholders also reported that they preferred shopping other regional destinations (like Twelve Oaks Mall and Laurel Park Place) because they offer the types of upscale brands that they prefer. This could be easily misinterpreted to mean that they want premier chain stores in Downtown Northville.

3. During various stages of this 2016 retail study, some stakeholders referenced upscale brands as desirable targets for filling vacancies in the downtown. A few examples include Whole Foods and Anthropologie. LandUseUSA does not believe that these brands are feasible or realistic.
4. The prior retail study conducted for Downtown Northville identified a number of upscale brands in the apparel, furniture gallery, and grocery store categories. It specifically identified Banana Republic, Eddie Bauer, Buckle, Talbots, Ethan Allen, and West Elm. LandUseUSA does not believe that any of these brands are feasible or realistic.

In early and mid-2016, the lead consultant team of Beckett & Raeder conducted a shopper preference survey that revealed some early and perhaps mixed results. Roughly half of the shoppers reported that they wanted more conventional types of retail choices in the downtown; and half reported that they also wanted more eating, dining, and/or drinking establishments. Beckett & Raeder is currently expanding the survey to get more clarification from residents.

After the second survey is completed, Northville can use the results to refine and guide the optimal retail strategy outlined in this report. However, the numerical results and recommendations should not be altered based on the survey results. Regardless of how many restaurants the city's residents mention, only two (2) more establishments are supported by the trade area's population base, income, expenditure potential, and market realities.

Additionally, no matter how much the survey respondents might desire stores like West Elm, Anthropologies, and Pottery Barn, the reality is that these chains are far more likely to choose other locations over downtown Northville. In particular, upscale apparel stores will gravitate toward large department stores (like Nordstrom and Macy's). Similarly, national chain furniture galleries will strive to cluster together in locations that offer visibility to traffic along interstate highways.

## Contact Information

This concludes the Draft Market Strategy Report for the City of Northville’s Target Market Analysis. Questions regarding economic growth, downtown development, planning, and implementation of these recommendations can be addressed to the following team leaders.

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Northville, Michigan 48167	Ann Arbor, Michigan 48013

Questions regarding this report, the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications may be directed to Sharon Woods at LandUse|USA.

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# Sections A-F

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
 Detroit Metro Prosperity Region 10





Prepared by:



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# Section A

## Retail Opportunities and Strategies

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



Summary of Retail Inventory and Downtown Strategy | 2016  
 The City of Northville | With Partial Sampling from the Region

Exhibit A.1

Retail Category	Partial Region <sup>1</sup>	Northville <sup>1</sup>	Downtown Northville <sup>1</sup>		Prior Study - 2006	
	# of Stores Sampling	# of Stores Citywide	# of Stores Expansion	Square Feet Expansion	Square Feet Status Quo	Square Feet Expansion
Apparel - Family	34	3	.	.	.	4,000
Apparel - Womens	41	2	.	.	.	4,000
Women's - Specialty	4	1	.	.	.	2,000
Apparel - Intimates	7	.	1	500	.	1,000
Swimwear	4	.	1	500	.	1,000
Apparel - Mens	9	1	1	1,500	.	2,000
Apparel - Children	15	2	.	.	.	2,000
Shoe Stores	24	2	.	.	.	2,500
Fashion Accessories	13	1	.	.	.	.
Eyewear, Access.	8	1	1	500	.	1,000
Jewelry, Watches	18	4	.	.	.	3,000
Furniture	10	1	2	4,000	.	6,000
Home Furnishings	23	4	2	2,000	3,000	6,000
Office Supplies	10	2	1	2,000	.	.
Computer, Appliance	7	.	1	2,000	.	3,500
Home Improv.	11	1	1	8,000	.	.
Interior Design	7	6	.	.	.	.
Hobby, Crafts	10	7	1	1,000	1,000	2,500
Toy Store	7	.	1	1,000	1,000	1,000
Musical Instruments	3	1	.	.	.	.
Book Store	3	1	.	.	3,000	5,000
Art, Gift, Collectible	21	8	.	.	.	.
Florist	5	2	1	1,000	.	.
Party Supply, Paper	5	.	1	1,000	.	.
Sporting Goods	16	2	2	1,500	1,500	6,200
Fitness Centers	14	4	.	.	2,000	2,000
Pets, Pet Supplies	6	1	.	.	1,000	800
Supercenter	5	.	.	.	.	.
Supermkt., Grocery	16	1	1	15,000	15,000	20,000
Specialty Grocery	11	1	2	2,500	2,800	3,300
Pharmacy, Drug	14	3	.	.	.	.
Vitamin Supplement	7	.	1	1,000	.	.
Beauty Supplies	19	.	1	1,000	.	2,500
Restaurants, Eateries	159	24	2	4,000	3,800	8,500
<b>Totals</b>	<b>419</b>	<b>86</b>	<b>24</b>	<b>50,000</b>	<b>34,100</b>	<b>89,800</b>
Hotels, Motels	25	1	1	50,000	.	.

Source: Based on field observations and internet research by LandUseUSA; 2016.  
 Only the inventory in Northville is all-inclusive, and any imperfections are unintentional.  
 The inventory for the region is only intended to be a representative, partial sampling.

Preliminary Market Strategy for New Retail Categories and Brands  
The City of Northville, Michigan | Traditional Downtown | Year 2016

Priority I - Leverage Small Events Industry	Notes	Build-to-Suit?	Fill Existing Space?
<b>Cambria Suites</b> Boutique <80 Rooms	Anchor	Yes	.
New Retail to Support Small Events			
<b>Merle Norman</b> or <b>Sally Beauty</b>	New Store	Yes	Yes
<b>Rochester Big &amp; Tall, Tux</b>	New Store	Yes	Yes
Formal Gowns (not bridal)	New Store	Yes	Yes
Women's Intimates	New Store	.	Yes
Children's Party Dresses	New Store	.	Yes
<b>Blick</b> Artisan Supply Shop	New Store	Yes	Yes
Hobby, Craft, Costume Supply	New Store	.	Yes
Fabric, Silk Floral Supplies	New Store	.	Yes
Wedding Cake, Cupcake Bakery	New Store	.	Yes
Travel Agency, Trip Planning	New Store	.	Yes
Tea Room	New Estab.	.	Yes
Replace Lost Businesses for Small Events			
<b>Make it Memories</b> Cosmetics	Replace	.	Yes
<b>Uniquely Yours</b> Florist	Replace	.	Yes
<b>Board &amp; Brush</b> Creative Studio	Replace	.	Yes
Restaurants per Survey Results (pending)			
1 Ethnic Cuisine per survey results	New Estab.	Yes	Yes
2 Themed Restaur. per survey results	New Estab.	Yes	Yes

Source: Preliminary strategy recommendations by LandUseUSA; 2016.

Reflects national brands that are expanding, merchants that closed and vacated niches; with adjustments for market gaps.

Preliminary Market Strategy for New Retail Categories and Brands  
The City of Northville, Michigan | Traditional Downtown | Year 2016

Priority II - Build New Space for Basics	Notes	Build-to-Suit?	Fill Existing Space?
Hardline Retail Categories, Business Essentials			
<b>True Value</b> Hardware	New Store	Yes	.
<b>Home-to-Home</b> Furn. & Accents	Relocate	Yes	.
<b>FedEx Office</b>	New Store	Yes	Yes
<b>Papa Joe's</b> Appliance, Repair	New Store	Yes	Yes
<b>Learning Express</b> Toys, Educ.	New Store	Yes	Yes
<b>Moosejaw</b> Sporting Goods	New Store	Yes	Yes
Office Supply Store	New Store	Yes	Yes
<b>Salvaged</b> (vintage)	Replace	.	Yes
<b>Cutco Cutlery</b>	Showroom	.	Yes
<b>Vision Computer Solutions</b>	Storefront	.	Yes
Food Service, Grocery, Healthy Living			
Small Specialty Grocer, Meat Mkt.	New Store	Yes	.
Wine, Cheese, Vinegars	New Store	Yes	Yes
Healthy Living			
<b>The Medicine Shoppe</b>	New Store	Yes	Yes
<b>Complete Nutrition</b>	New Store	Yes	Yes

Source: Preliminary strategy recommendations by LandUseUSA; 2016.

Reflects national brands that are expanding, merchants that closed and vacated niches; with adjustments for market gaps.

Preliminary Market Strategy for New Retail Categories and Brands  
 The City of Northville, Michigan | Traditional Downtown | Year 2016

Priority III - Replace/Expand other Small Businesses	Notes	Build-to- Suit?	Fill Existing Space?
<b>Bee's Knees</b> Pottery	Add Gallery	.	Yes
<b>ColorfulLaura</b> Creative Studio	Add Gallery	.	Yes
<b>Urban Pearl</b> Artisan Gallery	Replace	.	Yes
<b>Merci-N</b> Handmade Soaps	Replace	.	Yes
<b>American Spoon</b> Gourmet	Replace	.	Yes
<b>Chocolatier Godiva</b> or <b>Bark Ave.</b>	Replace	.	Yes

Source: Preliminary strategy recommendations by LandUseUSA; 2016.

Reflects national brands that are expanding, merchants that closed and vacated niches; with adjustments for market gaps.

# CITY OF NORTHVILLE SUB AREA PLAN UPDATE

## CADY TOWN - CADY STREET

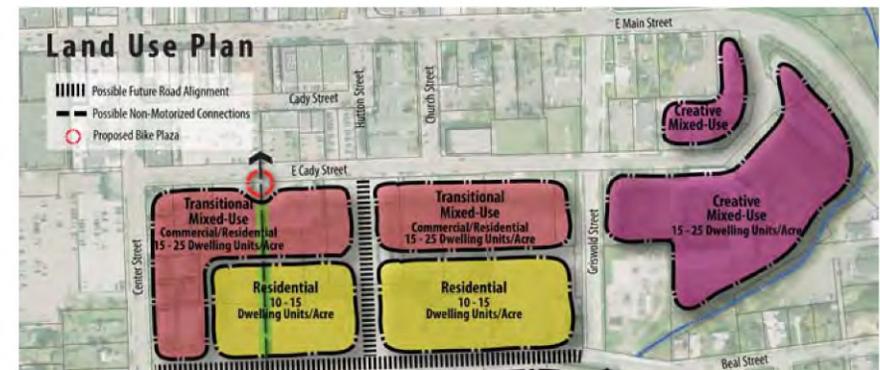
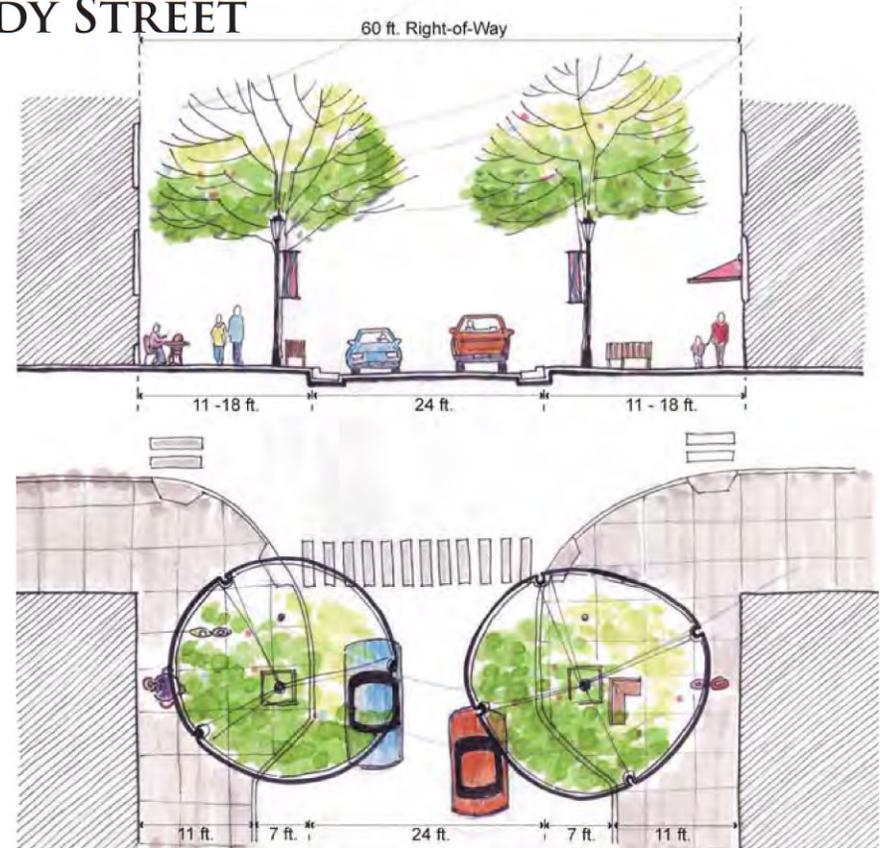
Exhibit A.5

### OPPORTUNITIES/CONSTRAINTS

- The vacant or underutilized properties of Cady Town provide opportunities for redevelopment.
- Parcels within Cady Town are on the downtown fringe and are logically situated for growth and new investment.
- The Middle Rouge River and connection to the Mill Pond provide opportunities for riverfront development and walkways.
- Preserve the Belanger Building's historic significance.
- Former industrial sites may present environmental challenges.
- Site design should utilize the area's sloping topography for underground parking.
- Floodplain may present constraints for a portion of the site.
- The City may consider zoning incentives such as height or density in exchange for developments which offer community benefits, historic preservation or environmental enhancement.

### PREFERRED LAND USE: MIXED USE/PLANNED DEVELOPMENT

- Transitional Mixed Use shall include single use development or mixture of residential, retail, restaurant, office, or other compatible uses. First floor residential is acceptable in this area.
- Creative Mixed Use shall include office, medical, research and development, or creative and industrial arts workspace. First floor residential is not allowed; however, upper level residential may be permitted.
- May also include public or quasi-public uses such as parks, farmer's market, theatres or other civic uses.
- "Big box" and drive-through uses are not consistent with the characteristics of this sub area.



Excerpt: The City of Northville Master Plan, December 2014.

## Supporting Assumptions | Recommended Strategies for Retail Growth The City of Northville Downtown (D.T.) | Year 2016

### List Supporting Assumptions | Recommended Strategies for Retail Growth

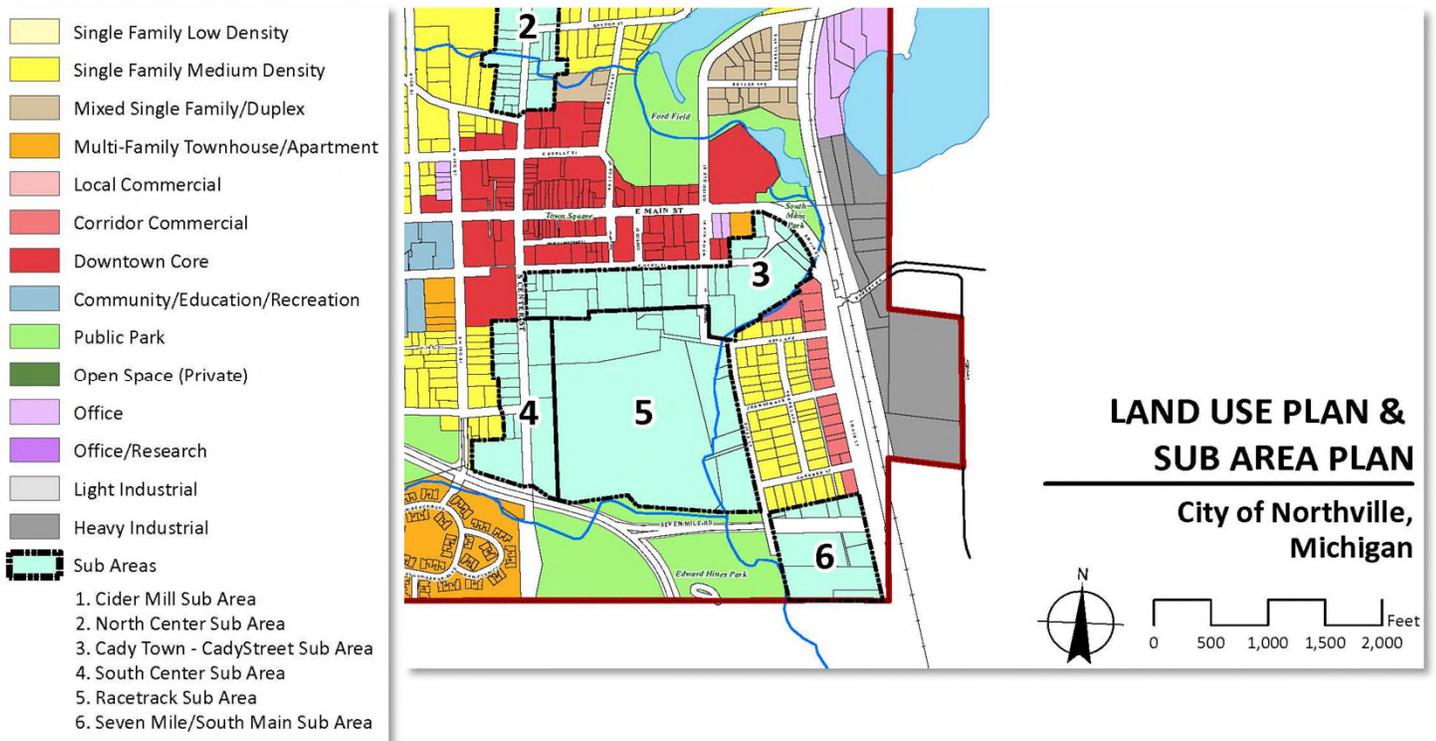
- 1 Provide soft incentives and recruit a boutique-style hotel (<80 rooms) to anchor Cady Town at the Flask Foundry site (i.e., along the Middle Rouge River), north of Northville Downs, or above new parking decks along Cady Street.
- 2 Issue an RFP for properties within Cady Town or the Cady Street Subarea, seeking developers / investors to collaborate on public-private partnerships for mixed-use projects. Avoid speculative development of retail space that lack build-to-suit retail.
- 3 Through cross-marketing and diversification of the tenant mix, establish the downtown as a premier destination for small events pivoting around national holidays, family celebrations, and small corporate retreats.
- 4 Minimize any permit review process, fees, and requirements for staging weddings and other formal events at Mill Race Village, Ford Field Park, and the new boutique hotel.
- 5 Recruit downtown specialty tenants that can leverage and support the industry for small events.
- 6 Engage the owners of Northville Downs in strategies for developing property on the south side of Cady Street, between S. Center and S. Groswood Streets.
- 7 Participate in the State of Michigan's Redevelopment Ready Communities (RRC) program in 2016, and strive to eventually become fully certified.
- 8 With or without collaboration from Michigan state agencies, adopt, fund, and implement a Façade Improvement Program.
- 9 With or without Michigan state agencies, adopt, fund, and implement a Rental Rehab Program (in addition to existing rehabilitation design standards).
- 10 Develop a gateway at the east end of the downtown district, along South Main Street and before the South Main Park. Focus on marketing to north and west-bound traffic.
- 11 Strive to improve pedestrian linkages between the downtown district and the nearby Ford Field and Mill Race Village.
- 12 Strive to improve pedestrian linkages between the downtown district with the East End Gateway area.

Source: Strategy recommendations, objectively developed by LandUseUSA, 2016.

Cady Town and Cady Street Subarea | Northville Downs  
 The City of Northville Downtown (D.T.) | Year 2016



Source: Original photo by LandUseUSA © 2016.



Source: The City of Northville Master Plan; December 2014.

Cady Town and Cady Street Subarea | Flask Foundry Site | Corner House Development  
The City of Northville Downtown (D.T.) | Year 2016

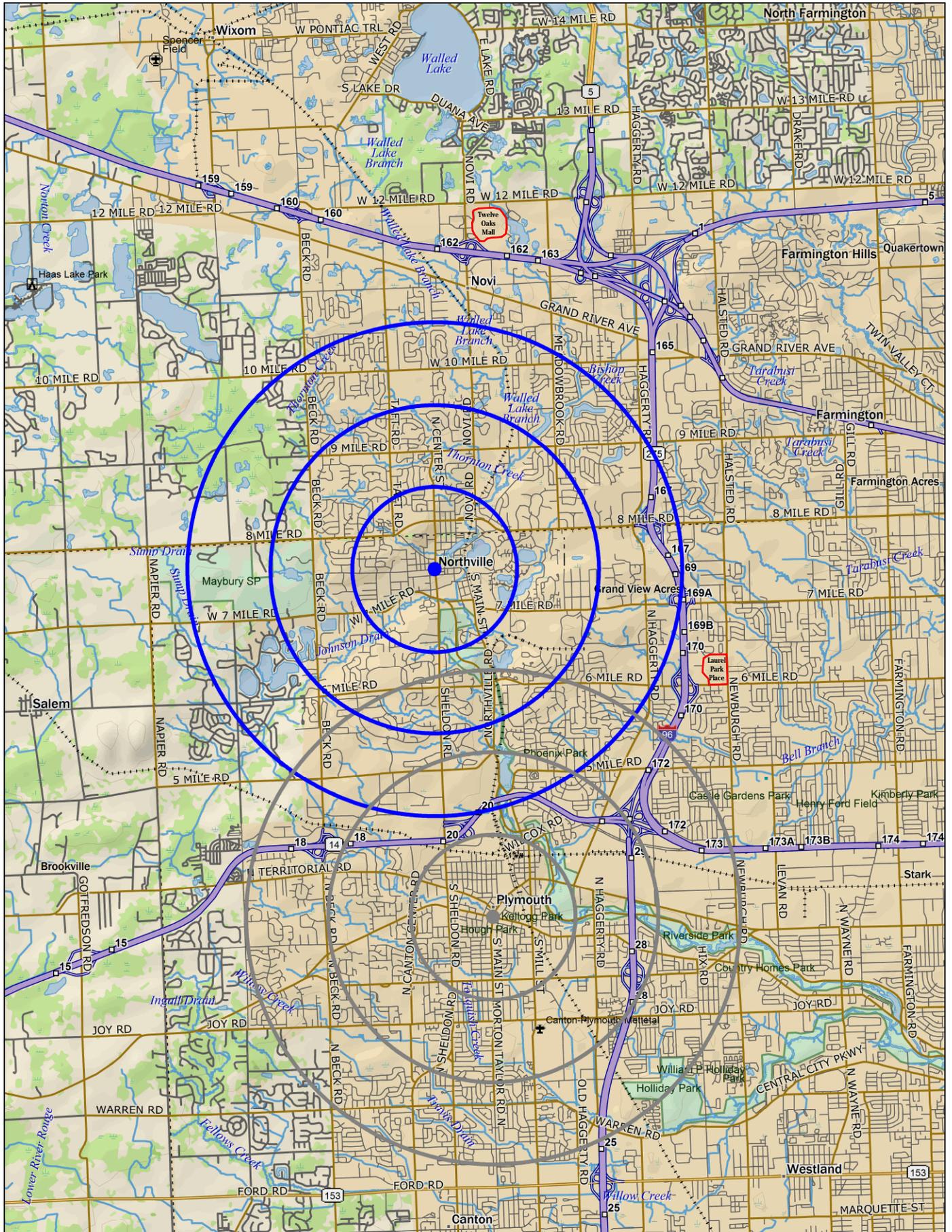
Exhibit A.8



Source: Original photos by LandUseUSA © 2016.

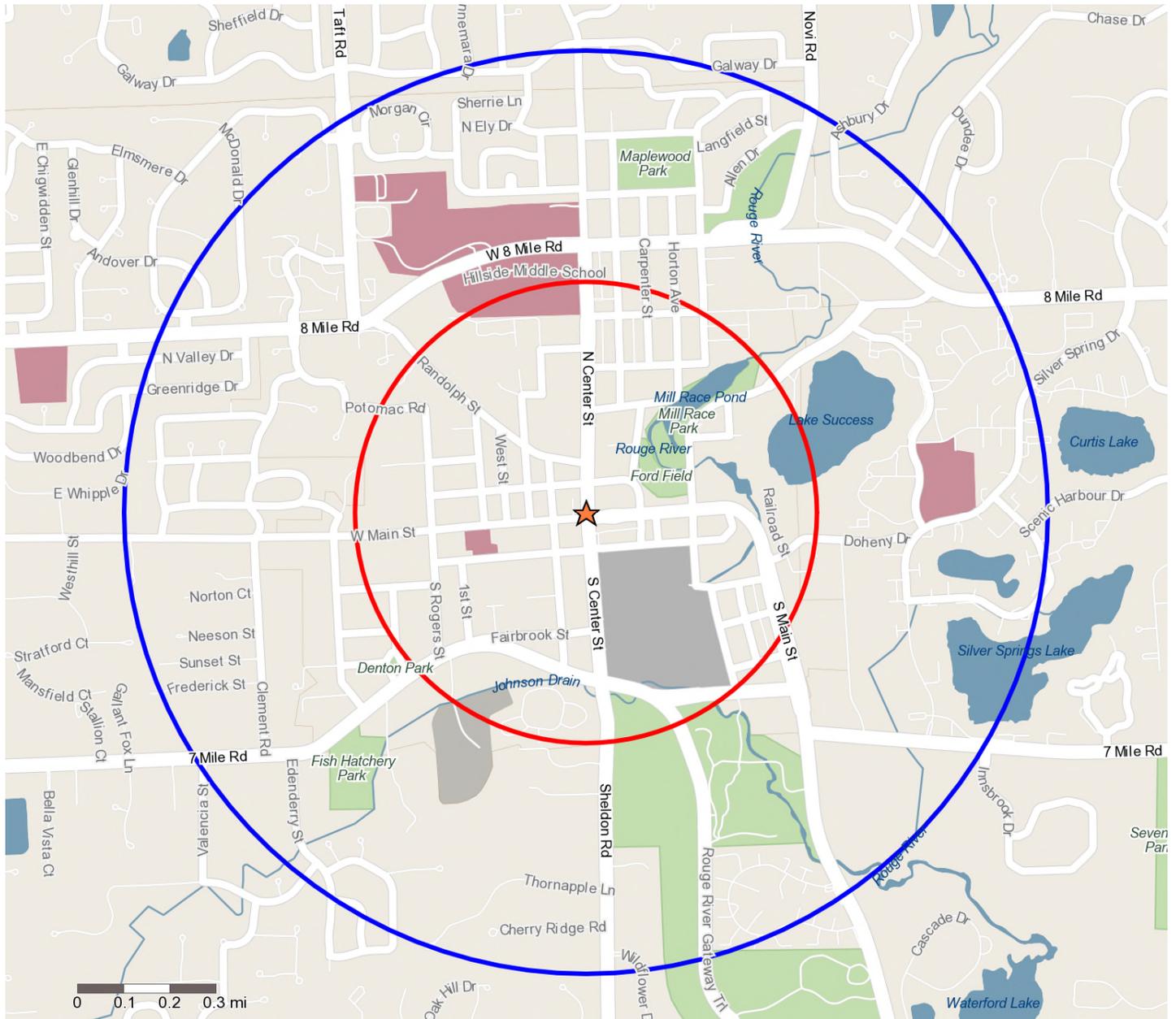
# Regional Setting | 1, 3, 5 Mile Radii The Cities of Northville and Plymouth | Detroit Metro

Exhibit A.9



Source: Underlying map by Delorme, exhibit prepared by LandUseUSA, 2016.

Geographic Setting and Street Overview | 0.5 and 1.0 Mile Radii  
The City of Northville, Michigan | Detroit Metro Prosperity Region 10

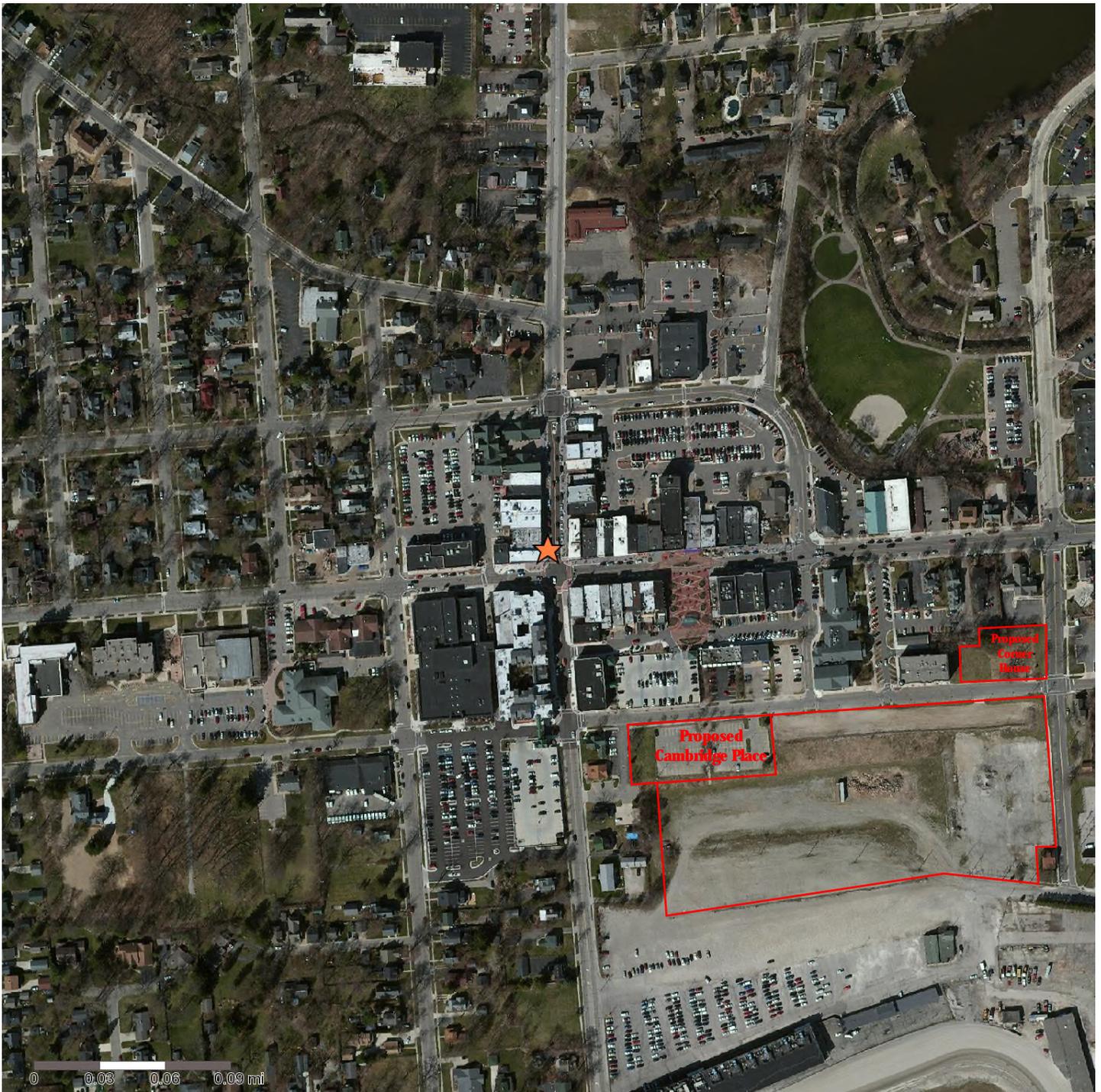


Source: Underlying map provided by Alteryx, Inc. and licensed to LandUseUSA; 2016.

-  0.5 Mile Radius
-  1.0 Mile Radius

# Aerial Photo with Optimal Expansion Opportunities

The City of Northville | Detroit Metro Prosperity Region 10



Source: Aerial licensed by Digital Globe © 2013 and powered by Alteryx, Inc.  
Exhibit prepared by LandUseUSA, 2016.

**Aerial Photo with Optimal Expansion Opportunities**  
**The City of Northville | Detroit Metro Prosperity Region 10**



**Source: Aerial licensed by Digital Globe (c) 2013 and powered by Alteryx, Inc.**  
**Exhibit prepared by LandUseUSA, 2016.**



Section **B**  
Assessment of  
Boutique Hotels

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



## Overnight Accommodations | Supply Inventory and Cluster Analysis The City of Northville, Michigan Competitive Region | 2016

North-ville	Total Count	Place Name	Overnight Accommod.	No. of Rooms	Business Name	Address or Retail Node
.	1	Northville Twp.	Hotel	124	Hampton Inn	Eight Mile/Haggerty SEQ
.	2	Novi	Hotel	118	Courtyard, Marriott	I-96/Novi Rd NEQ
.	3	Novi	Hotel	148	Doubletree, Hilton	I-96/Novi Rd NEQ
.	4	Novi	Hotel	148	Hilton Garden Inn	Fountain Walk
.	5	Novi	Hotel	83	Novi Inn, Suites	Eight Mile/Haggerty NWQ
.	6	Novi	Hotel	107	Residence Inn, Marriott	Fountain Walk
.	7	Novi	Hotel	238	Sheraton	Eight Mile/Haggerty NWQ
.	8	Novi	Hotel	217	Crowne Plaza	I-96/Novi Rd NWQ
.	9	Novi	Hotel	126	Hyatt Place	I-96/Beck Rd SEQ
.	10	Novi	Hotel	108	Staybridge Suites	I-96/Beck Rd SWQ
.	11	Novi	Hotel	125	Extended Stay America	Eight Mile/Haggerty NWQ
.	12	Novi	Hotel	125	Extended Stay America	Orchard Hill
.	13	Novi	Hotel	155	Renaissance Baronette	Twelve Oaks Mall outlot
.	14	Farmington Hills	Hotel	125	Holiday Inn Express, Suites	Eight Mile/Haggerty NEQ
.	15	Livonia	Hotel	95	TownePlace Suites, Marriott	Six Mile/I-275 NWQ
.	16	Livonia	Hotel	127	Hyatt Place	Seven Mile/Haggerty NEQ
.	17	Livonia	Hotel	202	Holiday Inn	Six Mile/I-275 NEQ
.	18	Livonia	Hotel	100	Fairfield Inn, Suites	Six Mile/I-275 NWQ
.	19	Livonia	Hotel	224	Marriott	Six Mile/I-275 NEQ
.	20	Livonia	Hotel	183	Best Western Hospitality	Six Mile/I-275 SEQ
.	21	Livonia	Hotel	239	Embassy Suites, Hilton	Seven Mile/I-275 NEQ
.	22	Livonia	Hotel	112	Residence Inn, Marriott	Six Mile/I-275 NWQ
.	23	PlymouthTwp.	Hotel	157	Hilton Garden Inn	M-14/Sheldon NEQ
.	24	PlymouthTwp.	Hotel	107	Holiday Inn Express, Suites	Five Mile/Beck SEQ
.	25	PlymouthTwp.	Hotel	118	Inn at St. John's	Five Mile/Sheldon SEQ

Source: Based on field observations and internet research by LandUseUSA; 2016.

Trends in the Boutique Hotel Industry | Traveler Accommodations  
 For Discussion Purposes Only | Year 2016

List	Hotel Corporation	Number of Rooms	Brand Names	https:// website and URL	Brands in Region
1	Best Western International	80	V i b	bestwestern.com/reservations/hotel-types/vib-hotels.asp	Best Western
2	Marriott International	150+	AC Hotels	achotels.marriott.com	Marriott, Residence Inn, Fairfield Inn, TownePlace Suites, Courtyard, Renaissance Hotels
		150+	Moxy Hotels	moxy-hotels.marriott.com	.
3	Hilton Worldwide	150+	Canopy by Hilton	canopy3.hilton.com/en/index.html	DoubleTree, Embassy Suites, Hilton Garden Inn, Hampton
4	InterContinental Hotels Group	150+	EVEN Hotels	ihg.com/evenhotels/hotels/us/en/reservation	Holiday Inn, Holiday Inn Express, Staybridge Suites, Crowne Plaza [ Traverse City ]
		100+	hotel Indigo	ihg.com/hotelindigo/hotels/us/en/reservation	.
			Kimpton Hotels	kimptonhotels.com	.

Source: Internet research and industry intelligence; exhibit prepared by LandUseUSA; 2016.

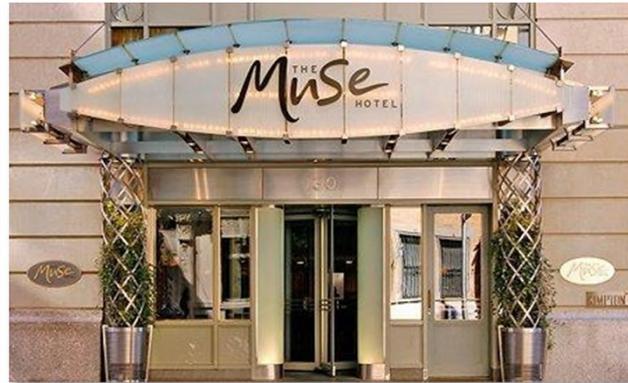
Assessment of Hotel Corporations and Boutique Brands  
 Prepared for the City of Northville, Michigan | 2016

List	Hotel Corporation		Brand Names	https:// website and URL	Other Markets
5	Choice Hotels International	150+	Ascend Collection Cambria Hotel, Suites	choicehotels.com/ascend choicehotels.com/cambria	[Muskegon, Boyne Falls]
6	Starwood Hotels & Resorts Worldwide	150+	aloft Hotels	starwoodhotels.com/aloft-hotels/index.html	.
7	Wyndham Hotels & Resorts	100+	Dolce Hotel, Resorts	thehotel.com dolce.com	[H Hotel Midland] .
8	Carlson Rezidor Hotel Group	200+	Radisson RED	radissonred.com	.
9	independently owned, operated	55+	CityFlats Hotel Townsend Hotel Park Place Hotel	cityflatshotel.com townsendhotel.com park-place-hotel.com regency-mgmt.com/properties/hotels/	[Grand Rapids, Holland, Port Huron] [Birmingham] [Traverse City]

Source: Internet research and industry intelligence; exhibit prepared by LandUseUSA; 2016.

Trends in the Boutique Hotel Industry | Traveler Accommodations  
For Discussion Purposes Only | Year 2016

Exhibit B.4



- Left | Boutique  
Downtown

Right | Conventional -  
Downtown



Above | Modern and Trendy

Trends in the Boutique Hotel Industry | Traveler Accommodations  
Michigan Examples For Discussion Purposes Only | Year 2016

Exhibit B.5



H Hotel | Downtown Midland



H Hotel | Downtown Midland



Park Place | Downtown Traverse City



City Flats | Holland



Courtyard | Downtown Holland



Shoreline Inn | Muskegon



Townsend | Downtown Birmingham



Cambria | Traverse City



Hotel Indigo | Downtown Traverse City



# Section C

## Retail Inventory and Clusters

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



## Business Categories Excluded from the Retail Inventory The City of Northville, Michigan | 2016

Count		Count	
1	Auto Repair Shops	11	Laundromats, Dry Cleaners
2	Automotive Dealerships	12	Lumber Stores
3	Banks, Financial Advisors	13	Martial Arts Studios
4	Carpet, Tile, Flooring	14	Massage, Chiropractors
5	Dance and Yoga Studios	15	Mattress Stores
6	Doctors, Dentist, Opticians	16	Professional Services
7	Dollar Stores	17	Radio and Media Studios
8	Fast Food Chains	18	Tanning Salons
9	Hair Salons, Nail Salons, Barbers	19	Telecommunications Dealers
10	Hydroponics, Supplies	20	Tobacco, Medical Marijuana
		21	Vape and Smoke Lounges

Source: Prepared by LandUseUSA, 2016.

Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
.	1	Novi	Department Store	Lord and Taylor	Twelve Oaks Mall
.	2	Novi	Department Store	Nordstrom	Twelve Oaks Mall
.	3	Novi	Department Store	Macy's	Twelve Oaks Mall
.	4	Livonia	Department Store	Carson's	Laurel Park Place
.	5	Livonia	Department Store	Von Maur	Laurel Park Place
.	1	Northville Twp.	Dept. Store - Chain	Kohl's	Eight Mile/Haggerty SWQ
.	2	Novi	Dept. Store - Chain	JCPenney	Twelve Oaks Mall
.	3	Novi	Dept. Store - Chain	Sears	Twelve Oaks Mall
.	4	Novi	Dept. Store - Chain	Kohl's	West Oaks Mall
.	1	Novi	Dept. Store - Outlet	Nordstrom Rack	West Oaks Mall
.	2	Novi	Dept. Store - Outlet	T.J. Maxx	Novi Town Center
.	3	Novi	Dept. Store - Outlet	Marshall's	West Oaks Mall

Source: Based on field observations and internet research by LandUseUSA; 2016.  
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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Apparel - Family	Rock on Main	134 E Main
2	2	Northville City	Apparel - Used	New 2 You	1021 Novi Rd
3	3	Northville City	Apparel - Family	Northville Stitching Post	200 S Main
.	4	Northville Twp.	Apparel - Used	Consignment Clothiers	Seven Mile/Northville NEQ
.	5	Novi	Apparel - Family	Abercrombie & Fitch	Twelve Oaks Mall
.	6	Novi	Apparel - Family	Aeropostale	Twelve Oaks Mall
.	7	Novi	Apparel - Family	American Eagle Outfitter	Twelve Oaks Mall
.	8	Novi	Apparel - Family	Buckle	Twelve Oaks Mall
.	9	Novi	Apparel - Family	Campus Den	Twelve Oaks Mall
.	10	Novi	Apparel - Family	Eddie Bauer	Twelve Oaks Mall
.	11	Novi	Apparel - Family	Gameday Detroit	Twelve Oaks Mall
.	12	Novi	Apparel - Family	Gap	Twelve Oaks Mall
.	13	Novi	Apparel - Family	GUESS	Twelve Oaks Mall
.	14	Novi	Apparel - Family	H&M	Twelve Oaks Mall
.	15	Novi	Apparel - Family	J. Crew	Twelve Oaks Mall
.	16	Novi	Apparel - Family	Levi's Store	Twelve Oaks Mall
.	17	Novi	Apparel - Family	Lids	Twelve Oaks Mall
.	18	Novi	Apparel - Family	Lucky Brand	Twelve Oaks Mall
.	19	Novi	Apparel - Family	Old Navy	West Oaks Mall
.	20	Novi	Apparel - Family	M-Den	Twelve Oaks Mall
.	21	Livonia	Apparel - Family	M-Den	Laurel Park Place
.	22	Livonia	Apparel - Family	Eddie Bauer	Laurel Park Place
.	23	Livonia	Apparel - Family	H&M	Laurel Park Place
.	24	Livonia	Apparel - Family	Express	Laurel Park Place
.	25	Novi	Apparel - Family	Banana Republic	Twelve Oaks Mall
.	26	Novi	Apparel - Family	Club Monaco	Twelve Oaks Mall
.	27	Novi	Apparel - Family	Hollister	Twelve Oaks Mall
.	28	Novi	Apparel - Family	Hot Topic	Twelve Oaks Mall
.	29	Novi	Apparel - Family	Lululemon athletica	Twelve Oaks Mall
.	30	Novi	Apparel - Family	Zumiez	Twelve Oaks Mall
.	31	Novi	Apparel - Family	Scrubs Boutique	Twelve Oaks Mall
.	32	Novi	Apparel - Family	Express	Twelve Oaks Mall
.	33	Novi	Apparel - Family	Plato's Closet	Novi Town Center
.	34	Novi	Apparel - Family	Clothes Mentor	Novi Town Center

Source: Based on field observations and internet research by LandUseUSA; 2016.

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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Apparel - Womens	Rococo	120 N Center
2	2	Northville D.T.	Apparel - Womens	Van Dam's Boutique	111 E Main
.	3	Novi	Apparel - Womens	Ann Taylor	Twelve Oaks Mall
.	4	Novi	Apparel - Womens	Athleta	Twelve Oaks Mall
.	5	Novi	Apparel - Womens	BCBGMaxazria	Twelve Oaks Mall
.	6	Novi	Apparel - Womens	Bebe	Twelve Oaks Mall
.	7	Novi	Apparel - Womens	Charlotte Russe	Twelve Oaks Mall
.	8	Novi	Apparel - Womens	Chico's	Twelve Oaks Mall
.	9	Novi	Apparel - Womens	Christopher & Banks	Novi Town Center
.	10	Novi	Apparel - Womens	Dressbarn	Novi Town Center
.	11	Novi	Apparel - Womens	Dry Goods	Twelve Oaks Mall
.	12	Novi	Apparel - Womens	Forever 21	Twelve Oaks Mall
.	13	Novi	Apparel - Womens	Francesca's	Twelve Oaks Mall
.	14	Novi	Apparel - Womens	Garage	Twelve Oaks Mall
.	15	Novi	Apparel - Womens	J-Trends	Twelve Oaks Mall
.	16	Novi	Apparel - Womens	J. Jill	Twelve Oaks Mall
.	17	Novi	Apparel - Womens	Lane Bryant	Novi Town Center
.	18	Novi	Apparel - Womens	LOFT	Twelve Oaks Mall
.	19	Novi	Apparel - Womens	Lucy	Twelve Oaks Mall
.	20	Novi	Apparel - Womens	Maurice's	Novi Town Center
.	21	Novi	Apparel - Womens	Talbots	Twelve Oaks Mall
.	22	Novi	Apparel - Womens	Limited	Twelve Oaks Mall
.	23	Novi	Apparel - Womens	Torrid	Novi Town Center
.	24	Novi	Apparel - Womens	Wet Seal	Twelve Oaks Mall
.	25	Novi	Apparel - Womens	White House   Black Market	Twelve Oaks Mall
.	26	Novi	Apparel - Womens	Avenue	West Oaks Mall
.	27	Novi	Apparel - Womens	Windsor	Twelve Oaks Mall
.	28	Livonia	Apparel - Womens	Chico's	Laurel Park Place
.	29	Livonia	Apparel - Womens	Christopher & Banks	Laurel Park Place
.	30	Livonia	Apparel - Womens	Francesca's	Laurel Park Place
.	31	Livonia	Apparel - Womens	Talbots	Laurel Park Place
.	32	Livonia	Apparel - Womens	Limited	Laurel Park Place
.	33	Livonia	Apparel - Womens	White House   Black Market	Laurel Park Place
.	34	Plymouth D.T.	Apparel - Womens	Bella Mia Boutique	448 Forest
.	35	Plymouth D.T.	Apparel - Womens	Gigi's Mode	960 W Ann Arbor Trail
.	36	Plymouth D.T.	Apparel - Womens	Laine Elizabeth Boutique	983 W Ann Arbor Trail
.	37	Plymouth D.T.	Apparel - Womens	Little Black Heart Boutique	470 Forest
.	38	Plymouth D.T.	Apparel - Womens	Lolaryan	550 Forest
.	39	Plymouth D.T.	Apparel - Womens	Maggie & Me	926 W Ann Arbor Trail
.	40	Plymouth D.T.	Apparel - Womens	Simply Best Boutique	577 Forest
.	41	Plymouth D.T.	Apparel - Womens	Bella Mia Dressed Up	853 W Ann Arbor Trail

Source: Based on field observations and internet research by LandUseUSA; 2016.

Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville City	Women's - Specialty	Elizabeth's Bridal Manor	402 S Main
.	2	Novi	Women's - Specialty	David's Bridal	West Oaks Mall
.	3	Novi	Women's - Specialty	L'Amour Bridal	Grand River/Novi Rd SWQ
.	4	Novi	Women's - Specialty	Motherhood Maternity	Twelve Oaks Mall
.	5	Novi	Women's - Specialty	Victoria's Secret	Twelve Oaks Mall
.	6	Livonia	Women's - Specialty	Victoria's Secret	Laurel Park Place
.	7	Plymouth D.T.	Women's - Specialty	Sunny J's Lingerie & Leisure	550 Forest #4
.	1	Novi	Swimwear	Aerie by American Eagle	Twelve Oaks Mall
.	2	Novi	Swimwear	Soma	Twelve Oaks Mall
.	3	Novi	Swimwear	Pacsun	Twelve Oaks Mall
.	4	Novi	Swimwear	Everything But Water	Twelve Oaks Mall
1	1	Northville D.T.	Apparel - Mens	Alexander Custom Clothier	124 W Main
.	2	Novi	Apparel - Mens	Armani Exchange	Twelve Oaks Mall
.	3	Novi	Apparel - Mens	Bachrach	Twelve Oaks Mall
.	4	Novi	Apparel - Mens	Destination XL Men's	Novi Town Center
.	5	Novi	Apparel - Mens	Men's Wearhouse	Novi Town Center
.	6	Novi	Apparel - Mens	President Tuxedo	Twelve Oaks Mall
.	7	Livonia	Apparel - Mens	Jos. A. Bank Clothiers	Laurel Park Place
.	8	Livonia	Apparel - Mens	Men's Wearhouse, Tux	Laurel Park Place
.	9	Plymouth D.T.	Apparel - Mens	Milano Fine Apparel	882 W Ann Arbor Trail
1	1	Northville D.T.	Apparel - Children	Moon & Me Baby, Toddler	116 E Main
2	2	Northville D.T.	Apparel - Children	Baby Baby Plus More	153 E Main
.	3	Northville Twp.	Apparel - Children	Babies"R"Us	Eight Mile/Haggerty SWQ
.	4	Novi	Apparel - Children	Gymboree	Twelve Oaks Mall
.	5	Novi	Apparel - Children	Janie & Jack	Twelve Oaks Mall
.	6	Novi	Apparel - Children	Children's Place	Novi Town Center
.	7	Novi	Apparel - Children	Carter's	West Oaks Mall
.	8	Novi	Apparel - Children	Iviva	Twelve Oaks Mall
.	9	Novi	Apparel - Children	PINK by Victoria's Secret	Twelve Oaks Mall
.	10	Novi	Apparel - Children	Journeys Kidz	Twelve Oaks Mall
.	11	Novi	Apparel - Children	Justice	Twelve Oaks Mall
.	12	Novi	Apparel - Children	Justice	West Oaks Mall
.	13	Livonia	Apparel - Children	Justice	Laurel Park Place
.	14	Livonia	Apparel - Children	Crazy 8	Laurel Park Place
.	15	Livonia	Apparel - Children	Gymboree	Laurel Park Place

Source: Based on field observations and internet research by LandUseUSA; 2016.

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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

Northville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Shoe Stores	Cobbler's Corner	104 E Main
2	2	Northville D.T.	Shoe Stores	Lorla's Shoes, Acces.	142 N Center
.	3	Northville Twp.	Shoe Stores	Goody Two Shoes	
.	4	Novi	Shoe Stores	Shoe Carnival	Novi Town Center
.	5	Novi	Shoe Stores	Aldo	Twelve Oaks Mall
.	6	Novi	Shoe Stores	Champs Sports	Twelve Oaks Mall
.	7	Novi	Shoe Stores	Clarks	Twelve Oaks Mall
.	8	Novi	Shoe Stores	Crocs	Twelve Oaks Mall
.	9	Novi	Shoe Stores	Ecco	Twelve Oaks Mall
.	10	Novi	Shoe Stores	Finish Line	Twelve Oaks Mall
.	11	Novi	Shoe Stores	Foot Locker	Twelve Oaks Mall
.	12	Novi	Shoe Stores	Johnston & Murphy	Twelve Oaks Mall
.	13	Novi	Shoe Stores	Journeys	Twelve Oaks Mall
.	14	Novi	Shoe Stores	Payless ShoeSource	Twelve Oaks Mall
.	15	Novi	Shoe Stores	Rockport	Twelve Oaks Mall
.	16	Novi	Shoe Stores	shi by Journeys	Twelve Oaks Mall
.	17	Novi	Shoe Stores	Skechers	Twelve Oaks Mall
.	18	Novi	Shoe Stores	Walking Company	Twelve Oaks Mall
.	19	Novi	Shoe Stores	DSW Shoe Warehouse	West Oaks Mall
.	20	Novi	Shoe Stores	Red Wing Shoes	West Oaks Mall
.	21	Livonia	Shoe Stores	Easy Spirit	Laurel Park Place
.	22	Livonia	Shoe Stores	Johnston & Murphy	Laurel Park Place
.	23	Livonia	Shoe Stores	Shoe Dept. Encore	Laurel Park Place
.	24	Livonia	Shoe Stores	Tradehome Shoes	Laurel Park Place
1	1	Northville D.T.	Fashion Accessories	Charmed and Company	133 W Main, Ste 290
.	2	Novi	Fashion Accessories	Alex and Ani	Twelve Oaks Mall
.	3	Novi	Fashion Accessories	Brighton Collectibles	Twelve Oaks Mall
.	4	Novi	Fashion Accessories	Charming Charlie	Novi Town Center
.	5	Novi	Fashion Accessories	Claire's	Twelve Oaks Mall
.	6	Novi	Fashion Accessories	Fossil	Twelve Oaks Mall
.	7	Novi	Fashion Accessories	Icing	Twelve Oaks Mall
.	8	Novi	Fashion Accessories	Michael Kors	Twelve Oaks Mall
.	9	Novi	Fashion Accessories	Pandora	Twelve Oaks Mall
.	10	Novi	Fashion Accessories	Soho Hair Fashions	Twelve Oaks Mall
.	11	Novi	Fashion Accessories	Swarovski	Twelve Oaks Mall
.	12	Novi	Fashion Accessories	Vera Bradley	Twelve Oaks Mall
.	13	Livonia	Fashion Accessories	Claire's	Laurel Park Place

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North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Eyewear, Access.	Urban Optiques	133 W Main, Ste 243
.	2	Northville Twp.	Eyewear, Access.	SVS Vision Optical Center	Seven Mile/Haggerty SWQ
.	3	Novi	Eyewear, Access.	LensCrafters	Twelve Oaks Mall
.	4	Novi	Eyewear, Access.	Pearle Vision	Twelve Oaks Mall
.	5	Novi	Eyewear, Access.	Oakley O Store	Twelve Oaks Mall
.	6	Novi	Eyewear, Access.	Solstice Sunglass Boutique	Twelve Oaks Mall
.	7	Novi	Eyewear, Access.	Sunglass Hut	Twelve Oaks Mall
.	8	Livonia	Eyewear, Access.	Sunglass Hut	Laurel Park Place
1	1	Northville D.T.	Jewelry, Watches	KB Jewelers	141 N Center
2	2	Northville D.T.	Jewelry, Watches	Lulu By Design	133 W Main
3	3	Northville D.T.	Jewelry, Watches	Northville Watch, Clock	132 W Dunlap
4	4	Northville D.T.	Jewelry, Watches	Orin Jewelers	101 E Main
.	5	Novi	Jewelry, Watches	Artisans Jewelers	Twelve Oaks Mall
.	6	Novi	Jewelry, Watches	Helzberg Diamonds	Twelve Oaks Mall
.	7	Novi	Jewelry, Watches	J.B. Robinson Jeweler	Twelve Oaks Mall
.	8	Novi	Jewelry, Watches	Kay Jewelers	Twelve Oaks Mall
.	9	Novi	Jewelry, Watches	Tapper's Jewelry	Twelve Oaks Mall
.	10	Novi	Jewelry, Watches	Trollbeads	Twelve Oaks Mall
.	11	Novi	Jewelry, Watches	Zales Jewelers	Twelve Oaks Mall
.	12	Novi	Jewelry, Watches	Dakota Watch Co.	Twelve Oaks Mall
.	13	Livonia	Jewelry, Watches	Dakota Watch Co.	Laurel Park Place
.	14	Livonia	Jewelry, Watches	Mastercraft Jewelers	Six Mile/I-275 SEQ
.	15	Livonia	Jewelry, Watches	MJ Diamonds	Laurel Park Place
.	16	Livonia	Jewelry, Watches	Rogers Hollands Jeweler	Laurel Park Place
.	17	Plymouth D.T.	Jewelry, Watches	Dearborn Jeweler	805 W Ann Arbor Trail
.	18	Plymouth D.T.	Jewelry, Watches	Delta Diamond, Jeweler	895 W Ann Arbor Trail
1	1	Northville D.T.	Furniture	Bailey & Shamoun Interiors	191 CadyCentre
.	2	Northville Twp.	Furniture	Home-to-Home Furn., Acc.	W Seven Mile Road
.	3	Novi Town Ctr	Furniture	McLaughlin's Home Furnish.	42200 Grand River
.	4	Novi	Furniture	La-Z-Boy Furniture Gallery	Twelve Oaks Mall outlot
.	5	Novi	Furniture	Gorman's	Twelve Oaks Mall outlot
.	6	Novi	Furniture	Art Van Furniture	West Oaks Mall
.	7	Novi	Furniture	Value City Furniture	West Oaks Mall
.	8	Novi	Furniture	Tenpenny Furniture	Fountain Walk
.	9	Novi	Furniture	Allstate Home Leisure Patio	I-96/Novi Rd SWQ
.	10	Livonia	Furniture	Danto Furniture Micro	Laurel Park Place

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North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Home Furnishings	Gardenviews (expanded)	117 E Main
2	2	Northville D.T.	Home Furnishings	Haven	111 N Center
3	3	Northville D.T.	Home Furnishings	Pear-aphernalia, Inc.	184 E Main
4	4	Northville D.T.	Home Furnishings	Nest to Nest Fine Consign.	154 Mary Alexander Ct
.	5	Northville Twp.	Home Furnishings	Pier 1 Imports	Six Mile/Haggerty NWQ
.	6	Northville Twp.	Home Furnishings	Bed Bath & Beyond	Six Mile/Haggerty NWQ
.	7	Novi	Home Furnishings	Cutco Cutlery	43215 Grand River Ave
.	8	Novi	Home Furnishings	Container Store	West Oaks Mall
.	9	Novi	Home Furnishings	Hagopian World of Rugs	Twelve Oaks Mall outlot
.	10	Novi	Home Furnishings	Bed Bath & Beyond	West Oaks Mall
.	11	Novi	Home Furnishings	One Of A Find	Novi Town Center
.	12	Novi	Home Furnishings	Pottery Barn	Twelve Oaks Mall
.	13	Novi	Home Furnishings	Sur La Table	Twelve Oaks Mall
.	14	Novi	Home Furnishings	Williams-Sonoma	Twelve Oaks Mall
.	15	Novi	Home Furnishings	HomeGoods	West Oaks Mall
.	16	Novi	Home Furnishings	Kirkland's	West Oaks Mall
.	17	Plymouth D.T.	Home Furnishings	Basement Vintage	843 Penniman
.	18	Plymouth D.T.	Home Furnishings	Bed & Boutique	470 Forest
.	19	Plymouth D.T.	Home Furnishings	Birch Wood Home	525 Forest
.	20	Plymouth D.T.	Home Furnishings	Bohemian Home	427 Forest
.	21	Plymouth D.T.	Home Furnishings	Haven	863 Penniman
.	22	Plymouth D.T.	Home Furnishings	Home Sweet Home	852 W Ann Arbor Trail
.	23	Plymouth D.T.	Home Furnishings	Opndohr (vintage)	470 Forest No 1
1	1	Northville D.T.	Elec., Office Supply	Copy Boy Printing	342 E Main
2	2	Northville D.T.	Elec., Office Supply	UPS Store	143 CadyCentre
.	.	Northville D.T.	service only	Vision Computer Solution	133 W Main St
.	3	Northville Twp.	Elec., Office Supply	Office Depot	Six Mile/Haggerty NWQ
.	4	Novi	Elec., Office Supply	Apple Store	Twelve Oaks Mall
.	5	Novi	Elec., Office Supply	Microsoft Store	Twelve Oaks Mall
.	6	Novi	Elec., Office Supply	Radio Shack	West Oaks Mall
.	7	Novi	Elec., Office Supply	Office Max	Eight Mile/Haggerty NWQ
.	8	Novi	Elec., Office Supply	Staples	I-96/Beck Rd SWQ
.	9	Novi	Elec., Office Supply	UPS Store	West Oaks Mall
.	10	Novi	Elec., Office Supply	Fedex Office	43215 Grand River Ave
.	11	Livonia	Elec., Office Supply	Fedex Office	37330 W 6 Mile Rd
.	12	Livonia	Elec., Office Supply	Fast Signs	37148 W 6 Mile Rd
.	13	Plymouth	Elec., Office Supply	Fedex Office	44511 Ann Arbor Rd W

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With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
.	.	Northville D.T.	P.O. address only	Papa Joe's App. Repair	143 Cady Centre St
.	1	Novi	Elec., Appliances	Best Buy	Eight Mile/Haggerty NWQ
.	2	Novi	Elec., Appliances	ABC Warehouse	West Oaks Mall
.	3	Novi	Elec., Appliances	Sears Outlet Store	Fountain Walk
.	4	Novi	Elec., Appliances	Sears Dept. Store	Novi Town Center
.	5	Plymouth	Elec., Appliances	Batteries Plus Bulbs	41600 Ann Arbor Rd
1	1	Northville City	Home Improv.	Begonia Bros. Supplies	21141 Brickscape Dr
.	2	Northville Twp.	Home Improv.	Northville Paint Co.	Seven Mile/Northville NEQ
.	3	Northville Twp.	Home Improv.	Sherwin-Williams Paints	Seven Mile/Haggerty SWQ
.	4	Northville Twp.	Home Improv.	Home Depot	Seven Mile/Haggerty NWQ
.	5	Northville Twp.	Home Improv.	Benjamin Moore Paint Co.	W Seven Mile Rd
.	6	Novi	Home Improv.	Great Lakes ACE Hdwr.	Ten Mile/Meadowbrook NW
.	7	Novi	Home Improv.	Menard's	I-96/Wixom Rd NWQ
.	8	Novi	Home Improv.	Home Depot	I-96/Beck Rd SWQ
.	9	PlymouthTwp.	Home Improv.	Home Depot	Five Mile/Beck SWQ
.	10	Farmington Hills	Home Improv.	Weingartz Supply Co.	Grand River/Haggerty NEQ
.	11	Livonia	Home Improv.	Great Lakes ACE Hdwr.	37133 W 6 Mile Rd
1	1	Northville D.T.	Design Studio	inFORM Studio	235 E Main St
2	2	Northville D.T.	Design Studio	HKS Architetects	235 E Main St
3	3	Northville D.T.	Design Studio	McKenna Associates	235 E Main St
4	4	Northville D.T.	Design Studio	Grissim Metz Andriese	300 E Cady St
5	5	Northville D.T.	Design Studio	Presley Architects	108 N Center Rd
6	6	Northville D.T.	Design Studio	J Mosey Architecture	108 N Center Rd
7	7	Northville City	Design Studio	Mielock Architects	114 Rayson
8	8	Northville City	Design Studio	Russel Design	114 Rayson
1	1	Northville D.T.	Interior Design	Epiphany Kitchens	107 N Center St
2	2	Northville D.T.	Interior Design	E Postiff Interiors	107 N Center St
3	3	Northville D.T.	Interior Design	Long Kitchen, Bath Design	190 E Main
4	4	Northville D.T.	Interior Design	Bailey Shamoun Interiors	191 Cady Centre
5	5	Northville D.T.	Interior Design	Nicolette Interiors	114 W Main St
6	6	Northville City	Interior Design	Lumber Design Gallery	615 E Baseline Road
.	7	Novi	Interior Design	Rockler Woodwork, Hdwr.	26160 Ingersol Dr

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North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Hobby, Crafts	Stampeddlr Plus	145 N Center
2	2	Northville D.T.	Hobby, Crafts	Village Workshop	455 E Cady St
3	3	Northville D.T.	Hobby, Crafts	Taste A Cook's Place	455 E Cady St
4	4	Northville D.T.	Hobby, Crafts	ColorfulLaura Creative	Northville Square
5	5	Northville D.T.	Hobby, Crafts	Northville Gallery Framing	123 E Main St
6	6	Northville D.T.	Hobby, Crafts	Lace Museum and Shop	Northville Square
7	7	Northville City	Hobby, Crafts	Begonia Bros. Party Rental	21141 Brickscape Dr
.	8	Novi	Hobby, Crafts	Calico Corners	Grand River/Novi Rd SEQ
.	9	Novi	Hobby, Crafts	Jo-Ann Fabrics	West Oaks Mall
.	10	Novi	Hobby, Crafts	Hobby Lobby	Novi Town Center
.	11	Novi	Hobby, Crafts	Michael's	West Oaks Mall
1	1	Northville D.T.	Live Shows, Children	Marquis Theater	135 E Main St
2	2	Northville D.T.	Italian Dinner	Genitti's Hole in the Wall	108 E Main St
3	3	Northville D.T.	Perform. Arts, Plays	Tipping Point Theatre	361 E. Cady St
.	1	Northville Twp.	Toy Store	GameStop	Six Mile/Haggerty NWQ
.	2	Novi	Toy Store	Build-A-Bear Workshop	Twelve Oaks Mall
.	3	Novi	Toy Store	Go! Games, Toys, Books	Twelve Oaks Mall
.	4	Novi	Toy Store	Toys R Us	West Oaks Mall
.	5	Novi	Toy Store	GameStop	West Oaks Mall
.	6	Plymouth D.T.	Toy Store	Genuine Toy Co.	550 Forest
.	7	Plymouth D.T.	Toy Store	Muriel's Doll House, Toys	824 Penniman

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Local Retail Inventory | The City of Northville, Michigan  
 With Partial Sampling from the Region | 2016

Northville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Musical Instruments	Broughton Music, Art Ctr.	141 N Center
.	2	Plymouth D.T.	Musical Instruments	Harris Conservatory, Music	445 S Harvey St
.	3	Farmington Hills	Musical Instruments	Anderson Music Co.	Grand River/Haggerty SWQ
1	1	Northville D.T.	Book Store	Next Chapter Books	141 E Main
.	2	Northville Twp.	Book Store	Barnes & Noble	Six Mile/Haggerty NWQ
.	3	Novi	Book Store	Read It Again Books	Grand River/Haggerty SWQ
1	1	Northville D.T.	Art, Gift, Collectible	Northville Gallery	123 E Main
2	2	Northville D.T.	Art, Gift, Collectible	Northville Art House	215 W Cady
3	3	Northville D.T.	Art, Gift, Collectible	Painter's Place	140 N Center
4	4	Northville D.T.	Art, Gift, Collectible	Tiffany Art Glass	121 E Main
5	5	Northville D.T.	Art, Gift, Collectible	Starring "The Gallery"	118 W Main
6	6	Northville D.T.	Art, Gift, Collectible	Your Michigan Connection	136 N Center
7	7	Northville D.T.	Art, Gift, Collectible	Dancing Eye Gallery	101 N Center
8	8	Northville D.T.	Art, Gift, Collectible	Make It Memories	112 W Main
.	9	Northville Twp.	Art, Gift, Collectible	Board & Brush Studio	W Seven Mile Rd
.	10	Novi	Art, Gift, Collectible	Art Is In Market	Twelve Oaks Mall
.	11	Novi	Art, Gift, Collectible	Native Kichwa Arts	Twelve Oaks Mall
.	12	Novi	Art, Gift, Collectible	Yankee Candle	Twelve Oaks Mall
.	13	Novi	Art, Gift, Collectible	Brookstone	Twelve Oaks Mall
.	14	Novi	Art, Gift, Collectible	Spencer's Gifts	Twelve Oaks Mall
.	15	Novi	Art, Gift, Collectible	Detroit City Sports	Twelve Oaks Mall
.	16	Novi	Art, Gift, Collectible	Things Remembered	Twelve Oaks Mall
.	17	Livonia	Art, Gift, Collectible	Things Remembered	Laurel Park Place
.	18	Livonia	Art, Gift, Collectible	McDevitt's Hallmark	Laurel Park Place
.	19	Plymouth D.T.	Art, Gift, Collectible	Basket Kreations	550 Forest #10
.	20	Plymouth D.T.	Art, Gift, Collectible	Sideways	505 Forest
.	21	Plymouth D.T.	Art, Gift, Collectible	Tranquili Tea Fine Gifts	904 W Ann Arbor Trail
1	1	Northville City	Florist	Donna & Larry's	1063 Novi Rd
2	2	Northville City	Potted Flowers	Begonia Bros. Garden Ctr.	21141 Brickscape Dr
.	3	Northville Twp.	Florist	Thistle Lane	Seven Mile/Northville SEQ
.	4	Farmington Hills	Florist	Happiness Is	Grand River/Haggerty SEQ
.	5	Novi	Florist	Flower Alley	Grand River/Novi Rd SEQ

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Local Retail Inventory | The City of Northville, Michigan  
 With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
.	1	Novi	Party Supply, Paper	Amy's Hallmark	Twelve Oaks Mall
.	2	Novi	Party Supply, Paper	Hattie's Hallmark	Ten Mile/Meadowbrook
.	3	Novi	Party Supply, Paper	Papyrus	Twelve Oaks Mall
.	4	Novi	Party Supply, Paper	Party City	West Oaks Mall
.	5	Plymouth D.T.	Party Supply, Paper	RSVP	833 Penniman
1	1	Northville D.T.	Sporting Goods	D&D Bicycles & Hockey	121 N Center
2	2	Northville D.T.	Sporting Goods	Town Country Bike Board	148 N Center
.	3	Northville Twp.	Sporting Goods	Gazelle Sports	Seven Mile/Haggerty SWQ
.	4	Northville Twp.	Sporting Goods	Running Fit	Six Mile/Haggerty NWQ
.	5	Northville Twp.	Sporting Goods	REI Recreat. Equipment	Six Mile/Haggerty NWQ
.	6	Novi	Sporting Goods	Performance Bicycle	Novi Town Center
.	7	Novi	Sporting Goods	Golfsmith	Novi Town Center
.	8	Novi	Sporting Goods	Running Fit	Novi Town Center
.	9	Novi	Sporting Goods	Play It Again Sports	Grand River/Novi Rd SWQ
.	10	Novi	Sporting Goods	Total Hockey	Novi Town Center
.	11	Novi	Sporting Goods	Boyne Country Sports	Twelve Oaks Mall outlot
.	12	Novi	Sporting Goods	Dick's Sporting Goods	Eight Mile/Haggerty NWQ
.	13	Novi	Sporting Goods	Dick's Sporting Goods	Fountain Walk
.	14	Novi	Sporting Goods	Gander Mountain	West Oaks Mall
.	15	Plymouth D.T.	Sporting Goods	Sun & Snow	388 S Main
.	16	Plymouth	Sporting Goods	Carl's Golfland at St. John's	44135 5 Mile Rd

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Local Retail Inventory | The City of Northville, Michigan  
 With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Fitness Centers	Mitchell Fitness Solution	133 W Main, Ste 240
2	2	Northville D.T.	Fitness Centers	Spinergy Fitness	133 W Main, Ste 210
3	3	Northville D.T.	Fitness Centers	TruFit Studio	170 E Main
4	4	Northville City	Fitness Centers	Planet Fitness	235 E Main
.	5	Northville Twp.	Fitness Centers	9Rounds Fitness Center	15404 Haggerty Rd
.	6	Northville Twp.	Fitness Centers	Orange Theory Fitness	39725 Traditions Dr,
.	7	Northville Twp.	Fitness Centers	Hines Park Crossfit	560 S Main St
.	8	Novi	Fitness Centers	Life Time Fitness	40000 High Pointe Blvd
.	9	Novi	Fitness Centers	Powerhouse Gym	Fountain Walk
.	10	Novi	Fitness Centers	Mega Fun and Fitness	22475 Heslip Dr
.	11	Novi	Fitness Centers	Sports Club of Novi	42500 Nick Lidstrom Dr
.	12	Novi	Fitness Centers	Fitness Together	24276 Novi Rd
.	13	Plymouth	Fitness Centers	Barwis Methods Training	44191 Plymouth Oaks Blvd
.	14	Livonia	Fitness Centers	Anytime Fitness	37189 W 6 Mile Rd
1	1	Northville D.T.	Pets, Pet Supplies	Celebrity Pets Co.	124 N Center
.	2	Northville Twp.	Pets, Pet Supplies	PetSmart	Six Mile/Haggerty NWQ
.	3	Northville Twp.	Pets, Pet Supplies	Trust & Obey Dog Training	W Seven Mile Rd SEQ
.	4	Novi	Pets, Pet Supplies	Petland	Twelve Oaks Mall
.	5	Novi	Pets, Pet Supplies	Family Puppy	Fountain Walk
.	6	Plymouth D.T.	Pets, Pet Supplies	Three Dog Bakery	550 Forest #7

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Local Retail Inventory | The City of Northville, Michigan  
 With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
.	1	Northville Twp.	Supercenter	Meijer	Eight Mile/Haggerty SWQ
.	2	Novi	Supercenter	Meijer	I-96/Wixom Rd SWQ
.	3	Novi	Supercenter	Walmart	Novi Town Center
.	4	Novi	Supercenter	Target	i-96/Wixom Rd SEQ
.	5	Livonia	Supercenter	Target	Eight Mile/Haggerty SEQ
1	1	Northville City	Supermkt., Grocery	Kroger (former Hiller's)	425 N Center
.	2	Northville Twp.	Supermkt., Grocery	Cantoro Italian Market	Five Mile/Haggerty NEQ
.	3	Northville Twp.	Supermkt., Grocery	Fresh Thyme Market	Five Mile/Sheldon NEQ
.	4	Northville Twp.	Supermkt., Grocery	Kroger	Five Mile/Haggerty NWQ
.	5	Northville Twp.	Supermkt., Grocery	Kroger	Six Mile/Haggerty NWQ
.	6	Northville Twp.	Supermkt., Grocery	Trader Joe's	Eight Mile/Haggerty SEQ
.	7	Novi	Supermkt., Grocery	Better Health Market	42875 Grand River Ave
.	8	Novi	Supermkt., Grocery	Busch's Marketplace	Ten Mile/Meadowbrook NW
.	9	Novi	Supermkt., Grocery	Gordon Food Service	Fountain Walk
.	10	Novi	Supermkt., Grocery	Kroger	I-96/Beck Rd SWQ
.	11	Novi	Supermkt., Grocery	One World Mkt. Japanese	Main Street Novi
.	12	Novi	Supermkt., Grocery	Sam's Club	i-96/Wixom Rd SEQ
.	13	Livonia	Supermkt., Grocery	Costco Wholesale	Eight Mile/Haggerty SEQ
.	14	Plymouth	Supermkt., Grocery	Better Health Market	44427 Ann Arbor Rd
.	15	PlymouthTwp.	Supermkt., Grocery	Busch's Marketplace	Five Mile/Sheldon SWQ
.	16	Plymouth D.T.	Supermkt., Grocery	Westborn Market	860 Penniman

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Local Retail Inventory | The City of Northville, Michigan  
 With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Specialty Grocery	Spice Merchants	110 N Center
.	2	Northville Twp.	Specialty Grocery	Omaha Steaks	Eight Mile/Haggerty SEQ
.	3	Northville Twp.	Specialty Grocery	Rumi's Passion Gluten Free	Five Mile/Haggerty NWQ
.	4	Novi	Specialty Grocery	Teavana Tea Shop	Twelve Oaks Mall
.	5	Novi Town Ctr E	Specialty Grocery	Pastry House Hippo	42130 Grand River
.	6	Livonia	Specialty Grocery	Olive Store	Laurel Park Place
.	7	Plymouth D.T.	Specialty Grocery	U.P. Pasties / Gen. Store	472 Forest
.	8	Plymouth D.T.	Specialty Grocery	Edible Arrangements	873 W Ann Arbor Trail
.	9	Plymouth D.T.	Specialty Grocery	Boule Artisan Bakery	880 W Ann Arbor Trail
.	10	Plymouth D.T.	Specialty Grocery	Cupcake Station	318 Main - Plymouth
.	11	Livonia	Specialty Grocery	Teavana Tea Shop	Laurel Park Place
1	1	Northville D.T.	Snacks - Ice Cream	Urge Cold Raw Juice	137 E Main
2	2	Northville D.T.	Snacks - Ice Cream	Yogurt Palooza	101 MainCentre
3	3	Northville D.T.	Snacks - Ice Cream	Browndog Creamery	118 E Main
4	4	Northville D.T.	Snacks - Ice Cream	Fred's Ice Cream	133 W Main, Ste 212
5	5	Northville City	Snacks - Ice Cream	Parmenter's Cider	714 E Baseline
6	6	Northville City	Snacks - Ice Cream	Custard Time	567 W Seven Mile
.	7	Northville Twp.	Snacks - Ice Cream	Menchie's Frozen Yogurt	Six Mile/Haggerty NWQ
1	1	Northville D.T.	Snacks - Sweets	Chocolates by Renee	118 E Main
.	2	Novi	Snacks - Sweets	Sweet Factory	Twelve Oaks Mall
.	3	Novi	Snacks - Sweets	Godiva Chocolatier	Twelve Oaks Mall
.	4	Novi	Snacks - Sweets	Just Baked	Twelve Oaks Mall
.	5	Novi	Snacks - Sweets	Sanders Candy & Dessert	Twelve Oaks Mall
.	6	Novi	Snacks - Sweets	Garrett Popcorn Shops	Twelve Oaks Mall
.	7	Livonia	Snacks - Sweets	Godiva Chocolatier	Laurel Park Place
.	8	Livonia	Snacks - Sweets	Sanders Candy & Dessert	Laurel Park Place
.	9	Plymouth D.T.	Snacks - Sweets	Candy Trail	942 W Ann Arbor Trail
.	10	Plymouth D.T.	Snacks - Sweets	Alpine Chocolat Haus	322 S Main
.	11	Plymouth D.T.	Snacks - Sweets	Kemnitz Fine Candy, Gifts	896 W Ann Arbor Trail
.	12	Plymouth D.T.	Snacks - Sweets	Kilwin's Chocolates	298 S Main

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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
1	1	Northville D.T.	Beer, Wine, Liquor	Simply Wine Cellar	109 N Center
2	2	Northville City	Beer, Wine, Liquor	Good Time Party Store	567 W Seven Mile
3	3	Northville City	Beer, Wine, Liquor	Buscemi's Party Store	680 W Eight Mile
4	4	Northville City	Beer, Wine, Liquor	Hamlet Food Mart	1051 Novi Rd
.	5	Livonia	Beer, Wine, Liquor	D.vine Fine Wines	Six Mile/Haggerty NEQ
1	1	Northville D.T.	Pharmacy, Drug	CVS/Pharmacy	133 E Dunlap
2	2	Northville City	Pharmacy dept.	Kroger Pharmacy	425 N Center
.	3	Northville Twp.	Pharmacy dept.	Kroger Pharmacy	Five Mile/Haggerty NWQ
.	4	Northville Twp.	Pharmacy dept.	Kroger Pharmacy	Six Mile/Haggerty NWQ
.	5	Northville Twp.	Pharmacy dept.	Meijer Pharmacy	Eight Mile/Haggerty SWQ
.	6	Northville Twp.	Pharmacy, Drug	CVS/Pharmacy	Five Mile/Sheldon NEQ
.	7	Northville Twp.	Pharmacy, Drug	CVS/Pharmacy	Six Mile/Haggerty SWQ
.	8	Novi	Pharmacy dept.	Kroger Pharmacy	I-96/Beck Rd SWQ
.	9	Novi	Pharmacy dept.	Target Pharmacy	i-96/Wixom Rd SEQ
.	10	Novi	Pharmacy dept.	Walmart Pharmacy	Novi Town Center
.	11	Livonia	Pharmacy dept.	Costco Pharmacy	Eight Mile/Haggerty SEQ
.	12	Livonia	Pharmacy dept.	Target - CVS/Pharmacy	Eight Mile/Haggerty SEQ
.	13	Livonia	Pharmacy, Drug	Walgreen's	Six Mile/Newburgh SWQ
.	14	Farmington Hills	Pharmacy, Drug	CVS/Pharmacy	Nine Mile/Haggerty NEQ
.	1	Northville Twp.	Vitamin Supplement	Vitamin Shoppe	Eight Mile/Haggerty SEQ
.	2	Novi	Vitamin Supplement	GNC	Twelve Oaks Mall
.	3	Novi	Vitamin Supplement	Better Health Markets	42875 Grand River Ave
.	4	Livonia	Vitamin Supplement	Vitamin World	Laurel Park Place
.	5	Plymouth D.T.	Vitamin Supplement	Wiltse's Comm. Pharm.	330 S Main - Plymouth
.	6	PlymouthTwp.	Vitamin Supplement	GNC	Five Mile/Sheldon SWQ
.	7	Plymouth	Vitamin Supplement	Better Health Markets	44427 Ann Arbor Rd

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Local Retail Inventory | The City of Northville, Michigan  
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North-ville	Total Count	Place Name	Retail Category	Business Name	Address or Retail Node
.	1	Northville Twp.	Beauty Supplies	Ulta Beauty	Six Mile/Haggerty NWO
.	2	Novi	Beauty Supplies	Sally Beauty Supply	Novi Town Center
.	3	Novi	Beauty Supplies	Ulta Beauty	Novi Town Center
.	4	Novi	Beauty Supplies	Aveda	Twelve Oaks Mall
.	5	Novi	Beauty Supplies	BareMinerals	Twelve Oaks Mall
.	6	Novi	Beauty Supplies	Bath & Body Works	Novi Town Center
.	7	Novi	Beauty Supplies	Bath & Body Works	Twelve Oaks Mall
.	8	Novi	Beauty Supplies	Crabtree & Evelyn	Twelve Oaks Mall
.	9	Novi	Beauty Supplies	Fragrance Collection	Twelve Oaks Mall
.	10	Novi	Beauty Supplies	L"Occitane en Province	Twelve Oaks Mall
.	11	Novi	Beauty Supplies	Lush Handmade Cosmet.	Twelve Oaks Mall
.	12	Novi	Beauty Supplies	M.A.C. Cosmetics	Twelve Oaks Mall
.	13	Novi	Beauty Supplies	Sephora	Twelve Oaks Mall
.	14	Novi	Beauty Supplies	Sephora	Twelve Oaks Mall
.	15	Novi	Beauty Supplies	Body Shop	Twelve Oaks Mall
.	16	Novi	Beauty Supplies	Avon	West Oaks Mall
.	17	Novi	Beauty Supplies	Art of Shaving	Twelve Oaks Mall
.	18	Plymouth	Beauty Supplies	Merle Norman	Downtown
.	19	Livonia	Beauty Supplies	Bath & Body Works	Laurel Park Place

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Local Retail Inventory | The City of Northville, Michigan  
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North-ville	Total Count	Place Name	Overnight Accommod.	Business Name	Address or Retail Node
.	1	Northville Twp.	Hotel	Hampton Inn	Eight Mile/Haggerty SEQ
.	2	Novi	Hotel	Courtyard, Marriott	I-96/Novi Rd NEQ
.	3	Novi	Hotel	Doubletree, Hilton	I-96/Novi Rd NEQ
.	4	Novi	Hotel	Hilton Garden Inn	Fountain Walk
.	5	Novi	Hotel	Novi Inn, Suites	Eight Mile/Haggerty NWQ
.	6	Novi	Hotel	Residence Inn, Marriott	Fountain Walk
.	7	Novi	Hotel	Sheraton	Eight Mile/Haggerty NWQ
.	8	Novi	Hotel	Crowne Plaza	I-96/Novi Rd NWQ
.	9	Novi	Hotel	Hyatt Place	I-96/Beck Rd SEQ
.	10	Novi	Hotel	Staybridge Suites	I-96/Beck Rd SWQ
.	11	Novi	Hotel	Extended Stay America	Eight Mile/Haggerty NWQ
.	12	Novi	Hotel	Extended Stay America	Orchard Hill
.	13	Novi	Hotel	Renaissance Baronette	Twelve Oaks Mall outlot
.	14	Farmington Hills	Hotel	Holiday Inn Express, Suites	Eight Mile/Haggerty NEQ
.	15	Livonia	Hotel	TownePlace Suites, Marriott	Six Mile/I-275 NWQ
.	16	Livonia	Hotel	Hyatt Place	Seven Mile/Haggerty NEQ
.	17	Livonia	Hotel	Holiday Inn	Six Mile/I-275 NEQ
.	18	Livonia	Hotel	Fairfield Inn, Suites	Six Mile/I-275 NWQ
.	19	Livonia	Hotel	Marriott	Six Mile/I-275 NEQ
.	20	Livonia	Hotel	Best Western Hospitality	Six Mile/I-275 SEQ
.	21	Livonia	Hotel	Embassy Suites, Hilton	Seven Mile/I-275 NEQ
.	22	Livonia	Hotel	Residence Inn, Marriott	Six Mile/I-275 NWQ
.	23	PlymouthTwp.	Hotel	Hilton Garden Inn	M-14/Sheldon NEQ
.	24	PlymouthTwp.	Hotel	Holiday Inn Express, Suites	Five Mile/Beck SEQ
.	25	PlymouthTwp.	Hotel	Inn at St. John's	Five Mile/Sheldon SEQ

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## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	Grills by Name	Center Street Grille	135 N Center
2	2	Northville D.T.	Grills by Name	Garage Grill & Fuel Bar	202 W Main
.	3	Northville Twp.	Grills by Name	Applebee's Grill & Bar	Six Mile/Haggerty NWQ
.	4	Northville Twp.	Grills by Name	Brann's Steakhouse, Grille	Six Mile/Haggerty SWQ
.	5	Northville Twp.	Grills by Name	Deadwood Bar & Grill	Seven Mile/Northville NEQ
1	1	Northville City	Brewery, Winery	North Center Brewing Co.	410 N Center
2	2	Northville City	Brewery, Winery	Northville Winery Brewing Co.	630 E Baseline
3	3	Northville City	Brewery, Winery	Vine2Wine Custom Winery	446 S Main
.	4	Northville Twp.	Brewery, Winery	Granite City Food & Brewery	Seven Mile/Haggerty SWQ
.	5	Novi Town Ctr E	Brewery, Winery	Ascension Brewing Co.	42000 Grand River
.	6	Plym. Old Village	Brewery, Winery	Liberty Street Brewing Co.	149 W Liberty
1	1	Northville D.T.	Taverns, Bars	Genitti's (private events only)	108 E Main
2	2	Northville D.T.	Taverns, Bars	Northville Sports Den	133 W Main, Ste 102
3	3	Northville D.T.	Taverns, Bars	Poole's Tavern & Bak Bar	157 E Main
4	4	Northville City	Taverns, Bars	Wagon Wheel Lounge	216 S Main
.	5	Northville Twp.	Taverns, Bars	Sheehan's Irish Sports Pub	Five Mile/Haggerty NEQ
.	6	Northville Twp.	Taverns, Bars	Rusty Bucket Restaur., Tavern	Five Mile/Sheldon NEQ
.	7	Northville Twp.	Taverns, Bars	Rusty Bucket Restaur., Tavern	Seven Mile/Haggerty SWQ
.	8	Novi	Taverns, Bars	Bar Louie	Fountain Walk
.	9	Novi	Taverns, Bars	Michigan Beer Company	Main Street Novi
.	10	Novi	Taverns, Bars	Black Rock Bar & Grill	Fountain Walk
.	11	Livonia	Taverns, Bars	Champps Kitchen + Bar	Seven Mile/Haggerty NEQ
.	12	Livonia	Taverns, Bars	Bar Louie	Laurel Park Place
.	13	Livonia	Taverns, Bars	Sweet Lorraine's Café & Bar	Six Mile/I-275 NEQ
.	14	Livonia	Taverns, Bars	Claddagh Irish Pub & Restaur.	Six Mile/Haggerty NEQ
.	15	Plymouth D.T.	Taverns, Bars	Stella's Black Dog Tavern	860 Fralick

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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	American Restaur.	Rebecca's Family Restaurant	134 N Center
2	2	Northville D.T.	American Restaur.	Brick's of Northville	133 W Main, Ste 201
.	3	Northville Twp.	American Restaur.	Cassel's Restaurant, Catering	Seven Mile/Northville NEQ
.	4	Northville Twp.	American Restaur.	Rocky's of Northville	Seven Mile/Northville NEQ
.	5	Novi	American Restaur.	Steve & Rocky's	Novi Town Center
.	6	Novi	American Restaur.	TGI Fridays	Novi Town Center
.	7	Novi	American Restaur.	Cheesecake Factory	Twelve Oaks Mall
.	8	Novi	American Restaur.	DUEL	Fountain Walk
.	9	Novi	American Restaur.	Big Boy	Eight Mile/Haggerty NEQ
.	10	Novi	American Restaur.	Twentyninepark	Main Street Novi
.	11	Livonia	American Restaur.	J. Alexander's	Seven Mile/Haggerty NEQ
.	12	Livonia	American Restaur.	Traveling Fork	Six Mile/I-275 NEQ
.	13	Livonia	American Restaur.	Twin Peaks Restaurant	Eight Mile/Haggerty SEQ
.	14	Livonia	American Restaur.	Fleming's Prime Steakhouse	Six Mile/Haggerty NEQ
.	15	Plymouth D.T.	American Restaur.	E.G. Nick's	500 Forest
.	16	PlymouthTwp.	American Restaur.	Ruby Tuesday	Five Mile/Beck SWQ
.	17	PlymouthTwp.	American Restaur.	5ive Restaurant	Five Mile/Sheldon SEQ
.	18	Plym. Old Village	American Restaur.	AQUA	413 N Main
.	19	Plymouth D.T.	American Restaur.	336 Main	336 S Main

Source: Based on field observations and internet research by LandUseUSA; 2016.

Only the inventory in Northville is all-inclusive, and any imperfections are unintentional.

The inventory for the region is only intended to be a representative, partial sampling.

## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	European Restaur.	Le George	124 E Main
2	2	Northville D.T.	European Restaur.	Tirami Sú Ristorante Italiano	146 MainCentre
.	3	Northville Twp.	European Restaur.	Noodles & Co. World Kitchen	Six Mile/Haggerty NWQ
.	4	Northville Twp.	European Restaur.	Red Olive Restaurant	Seven Mile/Haggerty SWQ
.	5	Northville Twp.	European Restaur.	Gaucha Steak House	Seven Mile/Haggerty NWQ
.	6	Northville Twp.	European Restaur.	Papa Vino's Italian Kitchen	Six Mile/Haggerty NWQ
.	7	Northville Twp.	European Restaur.	Kabob & Co.	Six Mile/Haggerty NWQ
.	8	Novi	European Restaur.	Noodles & Co. World Kitchen	26425 Novi Rd
.	9	Novi	European Restaur.	Olga's Kitchen	I-96/Beck Rd SWQ
.	10	Novi	European Restaur.	Tilted Kilt Pub & Eatery	Fountain Walk
.	11	Novi	European Restaur.	Carrabba's Italian Grill	West Oaks Mall
.	12	Novi	European Restaur.	Olive Garden Italian Kitchen	Novi Town Center
.	13	Novi	European Restaur.	Outback Steakhouse	I-96/Beck Rd SWQ
.	14	Livonia	European Restaur.	Olga's Kitchen	Laurel Park Place
.	15	Livonia	European Restaur.	Buca di Beppo	Six Mile/I-275 NWQ
.	16	Livonia	European Restaur.	Andiamo Trattoria	Seven Mile/Haggerty SEQ
.	17	Livonia	European Restaur.	BRAVO! Cucina Italiana	Six Mile/Haggerty NEQ
.	18	Livonia	European Restaur.	Romano's Macaroni Grill	Seven Mile/Haggerty NEQ
.	19	Livonia	European Restaur.	Tahini Mediterranean Grill	Six Mile/Haggerty NEQ
.	20	Plymouth D.T.	European Restaur.	Sean O'Callaghan's	821 Penniman
.	21	Plymouth D.T.	European Restaur.	Compari's On The Park	350 S Main
.	22	Plymouth D.T.	European Restaur.	Nico & Vali Italian Eatery	744 Wing
.	23	Plymouth D.T.	European Restaur.	Simply Fresh Mediterranean	838 Penniman
.	24	PlymouthTwp.	European Restaur.	Red Olive Restaurant	Five Mile/Beck SEQ
.	25	PlymouthTwp.	European Restaur.	La Fresh Mediterranean Grill	Five Mile/Sheldon SWQ

Source: Based on field observations and internet research by LandUseUSA; 2016.

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## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North- ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	Restaurant - Asian	Koji Japanese	146 Mary Alexander Court
2	2	Northville D.T.	Restaurant - Asian	Wok Asian Bistro	144 Mary Alexander Court
3	3	Northville City	Restaurant - Asian	New Bangkok Cuisine	250 N Center
.	4	Northville Twp.	Restaurant - Asian	P.F. Chang's China Bistro	Six Mile/Haggerty NWQ
.	5	Northville Twp.	Restaurant - Asian	New Wing Hing Chinese	Seven Mile/Northville NEQ
.	6	Northville Twp.	Restaurant - Asian	Thai Fresh	Eight Mile/Haggerty SEQ
.	7	Northville Twp.	Restaurant - Asian	Mr. Thai Thai Cuisine	Seven Mile/Northville NEQ
.	8	Novi	Restaurant - Asian	Pei Wei	Novi Town Center
.	9	Novi	Restaurant - Asian	BD's Mongolian Grill	Main Street Novi
.	10	Novi Town Ctr E	Restaurant - Asian	Wasabi	42050 Grand River
.	11	Livonia	Restaurant - Asian	Sushi & Rolls Japanese	Six Mile/Haggerty NEQ
.	12	Plymouth D.T.	Restaurant - Asian	Little Bangkok	545 Forest
.	13	PlymouthTwp.	Restaurant - Asian	TOMO Japanese	Five Mile/Beck SEQ
.	14	Farmington Hills	Restaurant - Asian	Benihana	Eight Mile/Haggerty NEQ
1	1	Northville D.T.	Breakfast Places	Early Bird	333 E Main
.	2	Northville Twp.	Breakfast Places	Honey Tree Grill	Five Mile/Sheldon NEQ
.	3	Novi	Breakfast Places	IHOP	Grand River/Novi Rd SEQ
.	4	Plymouth D.T.	Breakfast Places	Omlette & Waffle Café	580 Forest

Source: Based on field observations and internet research by LandUseUSA; 2016.

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## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eatery	Business Name	Address or Retail Node
1	1	Northville City	Pizza Places	Hungry Howie's Pizza	555 W Seven Mile
2	2	Northville City	Pizza Places	Jet's Pizza	1053 Novi Rd
3	3	Northville City	Pizza Places	Pizza Cutter	340 N Center
.	4	Northville Twp.	Pizza Places	Aubree's Pizzeria & Grill	Eight Mile/Haggerty SEQ
.	5	Northville Twp.	Pizza Places	Little Caesar's Pizza	Seven Mile/Northville NEQ
.	6	Northville Twp.	Pizza Places	Domino's Pizza	Five Mile/Haggerty NWQ
.	7	Northville Twp.	Pizza Places	Primo's Pizza	Five Mile/Haggerty NWQ
.	8	Northville Twp.	Pizza Places	MOD Pizza	Seven Mile/Haggerty SWQ
.	9	Novi	Pizza Places	California Pizza Kitchen	Twelve Oaks Mall
.	10	Novi	Pizza Places	Buddy's Pizza	Fountain Walk
.	11	Novi	Pizza Places	Blaze Fast Fire'd Pizza	I-96/Novi Rd SWQ
.	12	Novi	Pizza Places	Tony Sacco's Coal Oven Pizza	Novi Town Center
.	13	Livonia	Pizza Places	California Pizza Kitchen	Laurel Park Place
.	14	Plymouth D.T.	Pizza Places	Extreme Pizza	437 Forest
.	15	Plymouth D.T.	Pizza Places	Cellar 849 Pizza e Vino	849 Penniman
.	16	PlymouthTwp.	Pizza Places	Mother's Pizzeria	Five Mile/Sheldon SWQ
.	1	Northville Twp.	Hispanic Cuisine	Qdoba Mexican Eats	Eight Mile/Haggerty SWQ
.	2	Novi	Hispanic Cuisine	Qdoba Mexican Eats	I-96/Novi Rd SWQ
.	3	Novi	Hispanic Cuisine	On The Border	Eight Mile/Haggerty NWQ
.	4	Novi	Hispanic Cuisine	Rojo Mexican Bistro	Main Street Novi
.	5	Livonia	Hispanic Cuisine	Pancheros Mexican Grill	Six Mile/Haggerty NEQ
.	6	Livonia	Hispanic Cuisine	Qdoba Mexican Eats	Six Mile/Newburgh SWQ
.	7	Livonia	Hispanic Cuisine	Bahama Breeze	Seven Mile/Haggerty NEQ
.	8	Plymouth D.T.	Hispanic Cuisine	Barrio Cocina y Tequileria	555 Forest
.	9	PlymouthTwp.	Hispanic Cuisine	Don Beto's MexicanCuisine	Five Mile/Beck SEQ

Source: Based on field observations and internet research by LandUseUSA; 2016.

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## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North- ville	Total Count	Place Name	Restaur., Eatery	Business Name	Address or Retail Node
.	1	Northville Twp.	Southern Restaur.	Chipotle	Seven Mile/Haggerty SWQ
.	2	Novi	Southern Restaur.	Famous Dave's Barbecue	Novi Town Center
.	3	Novi	Southern Restaur.	Buffalo Wild Wings	Fountain Walk
.	4	Novi	Southern Restaur.	Chili's Grill & Bar	Eight Mile/Haggerty NWQ
.	5	Livonia	Southern Restaur.	Buffalo Wild Wings	Six Mile/I-275 SEQ
.	6	PlymouthTwp.	Southern Restaur.	Dickey's Barbecue Pit	Five Mile/Sheldon SWQ
.	1	Novi	Seafood Restaur.	Red Lobster	Twelve Oaks Mall outlot
.	2	Novi	Seafood Restaur.	Bonefish Grill	Novi Town Center
.	3	Livonia	Seafood Restaur.	Mitchell's Fish Market	Six Mile/Haggerty NEQ
.	1	Northville Twp.	Hamburger Places	Five Guys Burgers and Fries	Eight Mile/Haggerty SWQ
.	2	Northville Twp.	Hamburger Places	BurgerFi	Seven Mile/Haggerty SWQ
.	3	Novi	Hamburger Places	Halo Burger	I-96/Beck Rd SWQ
.	4	Novi	Hamburger Places	Red Robin Gourmet Burger	Novi Town Center
.	5	Novi	Hamburger Places	Bagger Dave's Burger Tavern	Novi Town Center
.	6	Livonia	Hamburger Places	Red Robin Gourmet Burger	Six Mile/I-275 SEQ
.	7	Plymouth D.T.	Hamburger Places	Jay's Stuffed Burgers	600 W Ann Arbor Trail
.	8	Plymouth D.T.	Hamburger Places	Burger Spot	550 Forest #3

Source: Based on field observations and internet research by LandUseUSA; 2016.

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## Local Retail Inventory | The City of Northville, Michigan With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	Coney Places	Joseph's Coney Island	113 W Main
.	2	Northville Twp.	Coney Places	George's Senate Coney Island	Six Mile/Haggerty SWQ
.	3	Livonia	Coney Places	Leo's Coney Island	Laurel Park Place
.	4	Livonia	Coney Places	Leo's Coney Island	Six Mile/Haggerty NEQ
.	5	Livonia	Coney Places	Spangas Coney Island	Six Mile/Newburgh SWQ
.	6	Plymouth D.T.	Coney Places	Greek Islands Coney Island	306 S Main
.	7	PlymouthTwp.	Coney Places	Leo's Coney Island	Five Mile/Sheldon SWQ
1	1	Northville D.T.	Deli, Sandwiches	Edwards Café, Caterer	115 E Main
2	2	Northville D.T.	Deli, Sandwiches	Tuscan Café	150 N Center
3	3	Northville D.T.	Deli, Sandwiches	Great Harvest Bread Co.	139 E Main
.	4	Northville Twp.	Deli, Sandwiches	Zoup!	Eight Mile/Haggerty SWQ
.	5	Northville Twp.	Deli, Sandwiches	Jimmy John's	Seven Mile/Haggerty SWQ
.	6	Northville Twp.	Deli, Sandwiches	Einstein Bros. Bagels	Six Mile/Haggerty NWQ
.	7	Northville Twp.	Deli, Sandwiches	Tom+Chee	Seven Mile/Haggerty SWQ
.	8	Novi	Deli, Sandwiches	Big Salad	Novi Town Center
.	9	Novi	Deli, Sandwiches	Jimmy John's	Grand River/Haggerty SWQ
.	10	Novi	Deli, Sandwiches	Panera Bread	Grand River/Novi Rd SWQ
.	11	Novi	Deli, Sandwiches	Zoup!	I-96/Beck Rd SWQ
.	12	Novi	Deli, Sandwiches	Potbelly Sandwiches	Novi Town Center
.	13	Novi	Deli, Sandwiches	Jersey Mike's Subs	I-96/Novi Rd SWQ
.	14	Livonia	Deli, Sandwiches	Jimmy John's	Six Mile/I-275 SEQ
.	15	Livonia	Deli, Sandwiches	Potbelly Sandwiches	Six Mile/Haggerty NEQ
.	16	Livonia	Deli, Sandwiches	Panera Bread	Eight Mile/Haggerty SEQ
.	17	PlymouthTwp.	Deli, Sandwiches	Jimmy John's	Five Mile/Beck SEQ
.	18	PlymouthTwp.	Deli, Sandwiches	Einstein Bros. Bagels	Five Mile/Sheldon SWQ
.	19	PlymouthTwp.	Deli, Sandwiches	Ham, Corned Beef	Five Mile/Beck SEQ
.	20	Plymouth D.T.	Deli, Sandwiches	Panera Bread	400 S Main
.	21	Plymouth D.T.	Deli, Sandwiches	Jimmy John's	770 Penniman
.	22	Plymouth D.T.	Deli, Sandwiches	Maya's Deli of	550 Forest #2

Source: Based on field observations and internet research by LandUseUSA; 2016.

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Local Retail Inventory | The City of Northville, Michigan  
With Partial Sampling from the Region | 2016

North-ville	Total Count	Place Name	Restaur., Eateries	Business Name	Address or Retail Node
1	1	Northville D.T.	Bistro Places	Wok Asian Bistro	144 Mary Alexander Ct.
2	2	Northville D.T.	Bistro Places	Table 5	126 E Main
3	3	Northville D.T.	Bistro Places	Lucy & The Wolf	102 E Main
4	4	Northville D.T.	Bistro Places	Next Chapter Bistro	141 E Main
.	5	Novi	Bistro Places	Diamond Jim Brady's Bistro	Novi Town Center
.	6	Novi	Bistro Places	Café Nordstrom	Twelve Oaks Mall
.	7	Plymouth D.T.	Bistro Places	Sardine Room	340 S Main
.	8	Plymouth D.T.	Bistro Places	Westborn Market Bistro	860 Penniman
.	9	Plymouth D.T.	Bistro Places	Post Local Bistro	844 Penniman
1	1	Northville City	Coffee Shops	Starbucks Coffee	302 E Main
2	2	Northville City	Coffee Shops	Red Dot Coffee Co.	505 N Center
.	3	Northville Twp.	Coffee Shops	Starbucks Coffee	Eight Mile/Haggerty SWQ
.	4	Novi	Coffee Shops	Bigby Coffee	Novi Town Center
.	5	Novi	Coffee Shops	Starbucks Coffee	Twelve Oaks Mall
.	6	Novi	Coffee Shops	Starbucks Coffee	Twelve Oaks Mall
.	7	Novi	Coffee Shops	Starbucks Coffee	West Oaks Mall
.	8	Plymouth D.T.	Coffee Shops	Espresso Elevado	606 S Main
.	9	Plymouth D.T.	Coffee Shops	Coffee Bean	884 Penniman
.	10	Plymouth D.T.	Coffee Shops	Starbucks Coffee	803 W Ann Arbor Trail
.	11	Plymouth D.T.	Coffee Shops	Sweet Afton Tea Room	450 Forest
.	12	PlymouthTwp.	Coffee Shops	Bigby Coffee	Five Mile/Sheldon SWQ

Source: Based on field observations and internet research by LandUseUSA; 2016.

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Section **D**  
Retail Trends  
Michigan Expansions

Prepared by:



LandUseUSA

In Collaboration with:



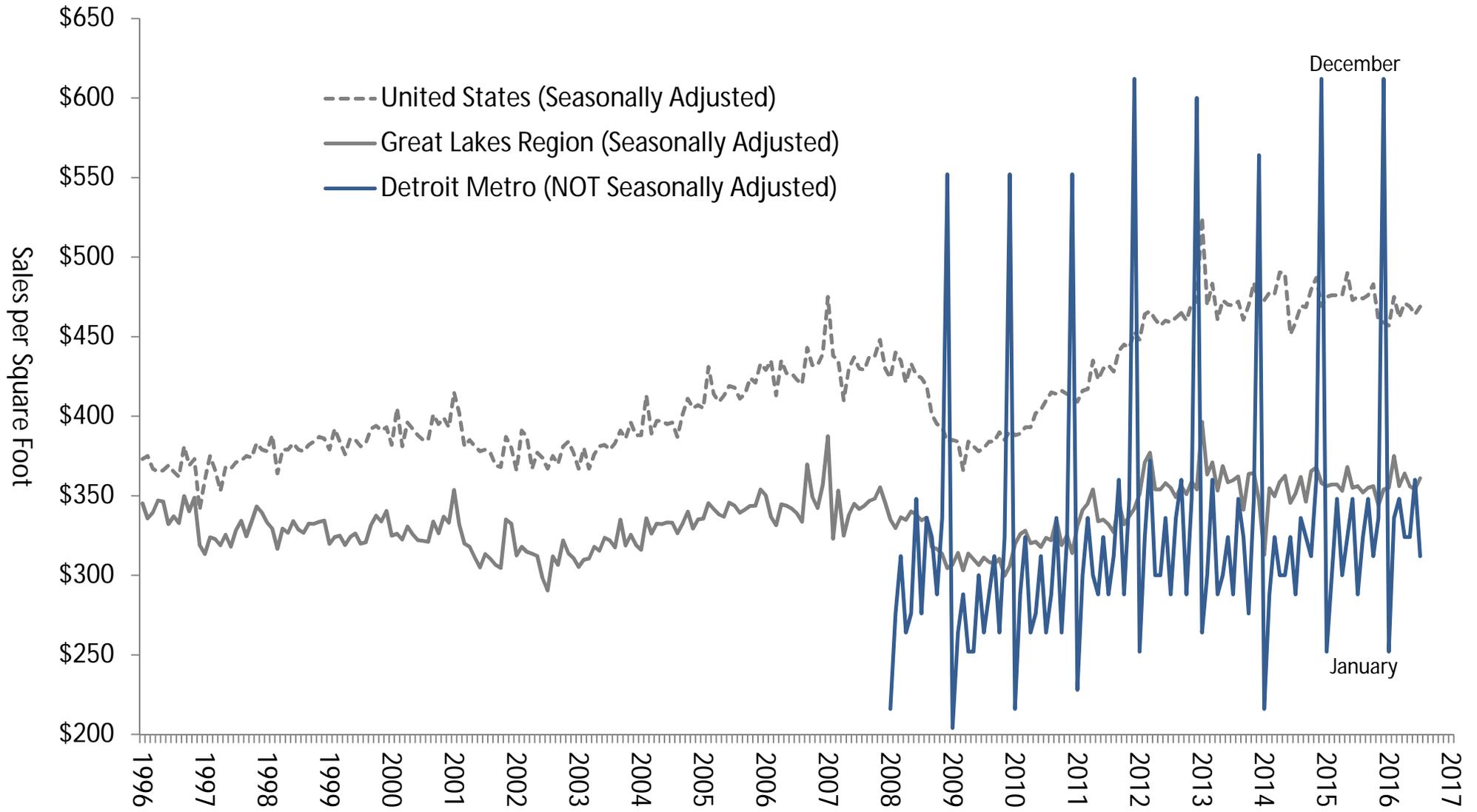
Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



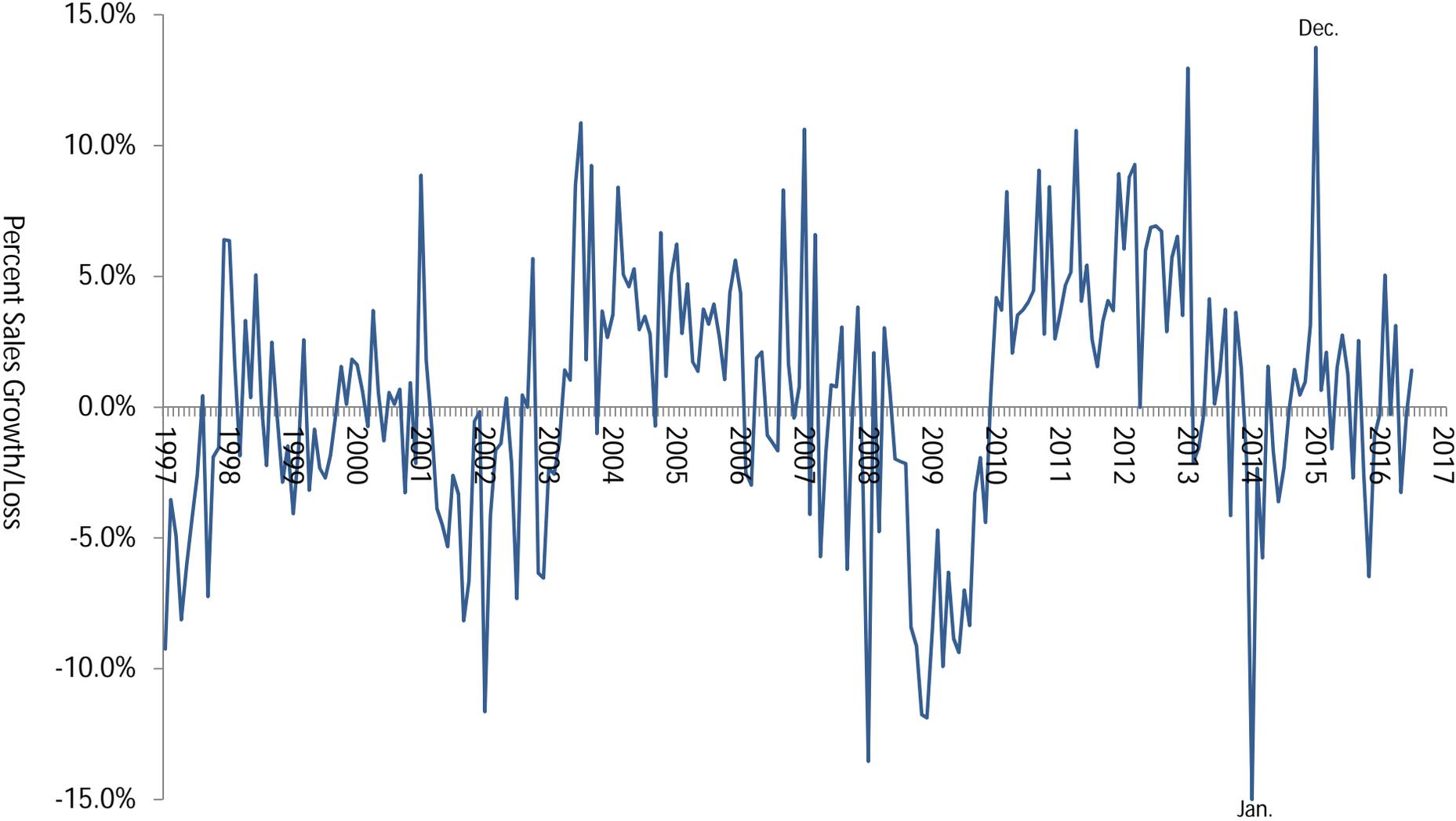
### Month-to-Month Sales Productivity | Sales per Square Foot Non-Anchor Retail Tenants | Through July 2016 Detroit Metro and the Great Lakes Region including Michigan



Source: Sales tracking by the International Council of Shopping Centers Research Department.  
Analysis by LandUseUSA; 2016. The USA and Michigan data are seasonally adjusted; but the Detroit data is not.

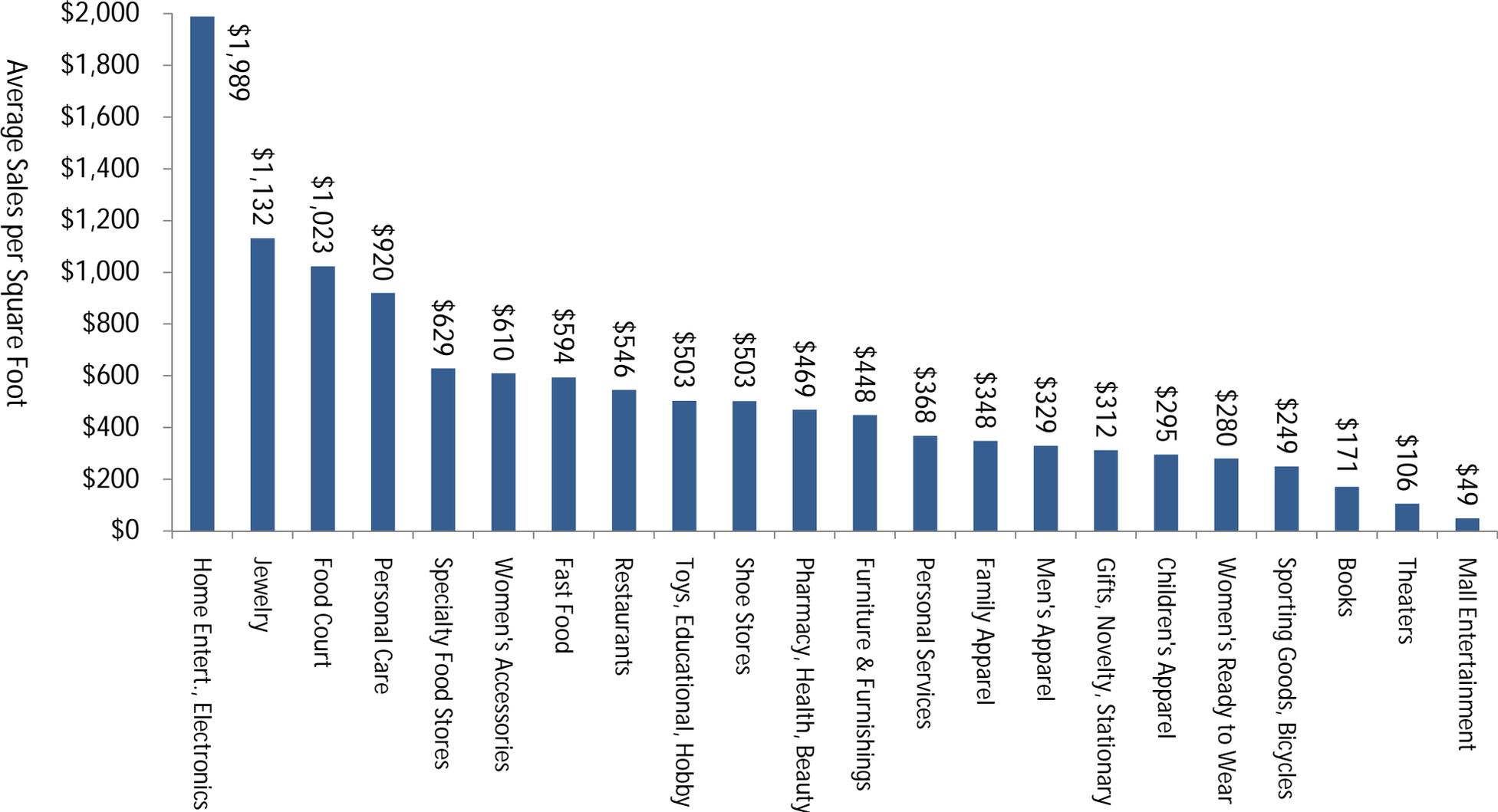
Same-Store Monthly Sales Growth/Loss v. Prior Year  
Non-anchor Retail Tenants | Through July 2016  
Great Lakes Region including Michigan

Exhibit D.2



Source: Data provided by the International Council of Shopping Centers (ICSC) Research Department; analysis and exhibit prepared by LandUseUSA; 2016.

### Average Sales per Square Foot by Retail Category Non-anchor Retail Tenants | Through July 2016 Great Lakes Region including Michigan



Source: Sales tracking by the International Council of Shopping Centers Research Department; analysis and exhibit prepared by LandUseUSA; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Grocery - Specialty	Amer. Spoon Gourmet	5	5	.
Wholesale Clubs	Sams Club	450	9	1
Wholesale Clubs	Costco	30	1	1
Wholesale Clubs	BJ's Wholesale Club	18	.	.
Discount with Grocery	Walmart Supercenter	450	6	1
Discount with Grocery	Meijer Supercenter	30	5	1
Discount with Grocery	Target Discount	30	1	.
Grocery	Westborn Market	.	.	1
Grocery	Trader Joes	60	3	1
Grocery	Fresh Thyme by Kroger	36	8	1
Grocery	Gordon Food Service	30	1	1
Grocery	Kroger	30	1	1
Grocery	Save-A-Lot	90	2	.
Grocery	Sprouts Farmers Mkts.	65	2	.
Grocery	The Fresh Market	48	1	.
Grocery	Wholefoods	27	2	.
Grocery	Aldi	20	1	.
Grocery	County Market	15	1	.
Grocery	IGA	15	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Pharmacies	Walgreens	45	1	1
Pharmacies	CVS/Pharmacy	300	6	1
Pharmacies	Medicine Shoppe	39	1	.
Pharmacies	Knight Drugs	6	6	.
Nutrition, Vitamins	GNC   General Nutrition	375	7	1
Nutrition, Vitamins	Vitamin World	150	3	1
Nutrition, Vitamins	Vitamin Shoppe	85	2	1
Nutrition, Vitamins	Complete Nutrition	300	6	.
Nutrition, Vitamins	Medicine Shoppe	39	1	.
Beauty Supplies	Merle Norman	450	9	1
Beauty Supplies	Sally Beauty	300	6	1
Beauty Supplies	Ulta	325	6	1
Beauty Supplies	Sephora	150	3	1
Beauty Supplies	L'Occitane	35	1	1
Beauty Supplies	Body Shop	30	1	1
Beauty Supplies	Bath & Body Works	21	.	1
Beauty Supplies	Crabtree & Evelyn	6	.	1

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Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Restaurant - Full Service	Arthur Treacher's Fish	35	6	.
Restaurant - Full Service	Mission BBQ	24	2	.
Restaurant - Full Service	Ocean Prime	8	1	.
Restaurant - Full Service	Dinosaur BBQ	7	1	.
Restaurant - Full Service	Primanti Brothers	2	2	1
Restaurant - Full Service	Bubba's BBQ Roadhse.	1	1	.
Drinking Estab. by Name	BJ's Restaurant Brewhse.	33	2	.
Drinking Estab. by Name	World of Beer	30	2	1
Drinking Estab. by Name	Cooper's Hawk Winery+	23	2	.
Drinking Estab. by Name	Rusty Bucket	16	4	1
Drinking Estab. by Name	Brick House Tavern, Tap	6	1	.
Drinking Estab. by Name	HopCat Brewpub	.	2	.
Restaurants - Pizza	Little Caesar's Pizza	150	3	1
Restaurants - Pizza	Dolly's Pizza	30	30	.
Restaurants - Other	Panda Express	360	10	1
Restaurants - Other	Golden Corral	120	20	1
Restaurants - Other	DiBella's Subs	24	2	.
Restaurants - Other	Honey Tree Grill	6	6	1
Restaurants - Other	National Coney Island	6	6	1
Eatery - Specialty	Dunkin Donuts	840	50	1
Eatery - Specialty	Baskin-Robbins	600	5	1
Eatery - Specialty	Kilwin's Chocolates	60	2	.
Eatery - Specialty	Tropical Smoothie	54	3	.
Eatery - Specialty	Tim Horton's	30	1	1
Eatery - Specialty	Ritter's Custard	15	2	.
Eatery - Specialty	Zingerman's Creamery	1	1	.

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Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Department Stores	Peebles	120	3	.
Department Stores	Bealls Dept. Stores	80	.	.
Department Stores	Goody's Dept. Stores	80	.	.
Department Stores	Nordstrom Rack	45	1	1
Department Stores	JCPenney	30	1	1
Department Stores	Saks Fifth Avenue	21	.	.
Department Stores	Belk Department Store	20	.	.
Department Stores	Younkers	15	1	1
Department Stores	H & M	9	1	1
Department Stores	Macy's	6	1	1
Department Stores	Bloomingdale's	3	.	.
Discount Dept.	Burlington Coat Factory	150	3	1
Discount Dept.	Tuesday Morning	150	3	.
Discount Dept.	Shopko	30	1	.
Discount Dept.	TJMaxx	30	1	1
Discount Dept.	Marshalls	30	1	1
Discount Dept.	Stein Mart	10	1	.
Discount Dept.	Saks Off Fifth	3	.	.
Variety Stores	Dollar General	2,190	44	.
Variety Stores	Dollar Tree	900	18	1
Variety Stores	Family Dollar	900	18	.
Variety Stores	Big Lots	270	5	1
Variety Stores	Five Below	100	2	1
Variety Stores	Dollar Castle	18	18	.

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Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Apparel - Family	Rue 21	390	7	.
Apparel - Family	Tommy Bahama	180	3	.
Apparel - Family	Goodwill Thrift	138	3	.
Apparel - Family	P.S. from Aeropostale	114	2	1
Apparel - Family	Guess	114	2	1
Apparel - Family	G by Guess	114	2	.
Apparel - Family	Tommy Hilfiger & Outlets	90	2	.
Apparel - Family	Old Navy	90	2	1
Apparel - Family	Styles for Less	65	2	.
Apparel - Family	New York & Co.	60	2	1
Apparel - Family	Banana Republic	45	1	1
Apparel - Family	Lacoste	45	1	.
Apparel - Family	American Eagle	42	1	1
Apparel - Family	Torrid	40	1	1
Apparel - Family	Factory Connection	38	1	.
Apparel - Family	Buckle	36	1	1
Apparel - Family	Scrubs & Beyond	36	1	.
Apparel - Family	Express	30	1	1
Apparel - Family	Lucky	30	1	1
Apparel - Family	Plato's Closet Thrift	30	1	1
Apparel - Family	Melrose	30	1	.
Apparel - Family	Levi Straus	20	1	1
Apparel - Family	Forman Mills	18	1	.
Apparel - Family	Club Monaco	15	1	1
Apparel - Family	Benetton, United Colors	15	1	.
Apparel - Family	Peace Frogs	15	1	.
Apparel - Family	Urban Outfitters	15	1	.
Apparel - Family	Polo Ralph Lauren	15	1	.
Apparel - Family	Eddie Bauer	12	1	1
Apparel - Family	Life Is Good	10	1	.
Apparel - Family	Hollister	6	1	1
Apparel - Family	Izod	3	1	.

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Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Apparel - Women's	Lane Bryant	300	6	1
Apparel - Women's	Ross Dress For Less	270	5	.
Apparel - Women's	Francesca's Collections	152	3	1
Apparel - Women's	Tuesday Morning	150	3	.
Apparel - Women's	Maurices	150	3	1
Apparel - Women's	Ann Taylor	105	2	1
Apparel - Women's	Kate Spade	96	2	.
Apparel - Women's	Avenue	90	2	1
Apparel - Women's	Christopher & Banks	90	2	1
Apparel - Women's	Apricot Lane Boutique	75	1	.
Apparel - Women's	Cato	70	1	.
Apparel - Women's	White House Black Market	60	1	1
Apparel - Women's	Christopher & Banks	60	1	1
Apparel - Women's	Bon Worth	60	1	.
Apparel - Women's	Chico's	60	1	1
Apparel - Women's	Dress Barn	45	1	1
Apparel - Women's	Forver 21	45	1	1
Apparel - Women's	Tilly's	36	1	.
Apparel - Women's	Michael Kors	30	1	1
Apparel - Women's	Express Outlet	30	1	.
Apparel - Women's	Catherine's	30	1	.
Apparel - Women's	Bebe	18	.	1
Apparel - Women's	Jones New York	15	.	1
Apparel - Women's	Anthropologie	15	.	.
Apparel - Women's	CitiTrends	15	.	.
Apparel - Women's	Mandee Shops	3	1	.
Apparel - Specialty	David's Bridal	46	1	1
Apparel - Specialty	Destination Maternity	33	1	.
Apparel - Specialty	Victoria's Secret	27	.	1
Apparel - Specialty	Motherhood Maternity	15	.	1

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Apparel - Accessories	Charming Charlie	180	3	.
Apparel - Accessories	Icing	150	3	1
Apparel - Accessories	Fossil	105	2	1
Apparel - Accessories	Claire's Accessories	90	2	1
Apparel - Accessories	Versona Accessories	70	2	.
Apparel - Accessories	Jared	21	1	1
Apparel - Accessories	Gordon's Jewelers	15	.	.
Apparel - Accessories	Kay Jewelers	15	.	1
Apparel - Accessories	Piercing Pagoda	15	.	1
Accessories - Misc.	Coach	60	1	1
Accessories - Misc.	Samsonite	15	.	.
Accessories - Eyewear	Sunglass Hut	105	2	1
Accessories - Eyewear	Lenscrafters	60	2	1
Accessories - Eyewear	Pearle Vision	45	1	1
Accessories - Eyewear	See Eyewear	15	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Apparel - Children's	Crazy 8	240	5	1
Apparel - Children's	Carter's	165	3	1
Apparel - Children's	Rainbow Shops	90	2	.
Apparel - Children's	Children's Place	75	2	1
Apparel - Children's	Justice	75	2	1
Apparel - Children's	Journeys Kids	75	2	1
Apparel - Children's	Charlotte Russe	60	1	1
Apparel - Children's	Gymboree	60	1	1
Apparel - Children's	Hot Topic	30	1	1
Apparel - Children's	T. Hilfiger Kids Outlet	30	1	.
Apparel - Children's	Kids R Us	15	1	.
Apparel - Children's	BuyBuy Baby	15	.	.
Apparel - Children's	OshKosh B'Gosh	15	.	.
Apparel - Men's	Giorgio Armani	144	3	1
Apparel - Men's	Destination XL	120	2	1
Apparel - Men's	Jos. A. Bank	120	2	1
Apparel - Men's	Wet Seal	90	2	1
Apparel - Men's	K & G Fashion Superstore	45	1	.
Apparel - Men's	Men's Wearhouse & Tux	30	1	1
Apparel - Men's	Quicksilver	30	1	.
Apparel - Men's	Brooks Bros.	30	1	.
Apparel - Men's	Moore's Clothing	30	1	.
Apparel - Men's	Perry Ellis	30	1	.
Apparel - Men's	J. Crew	18	.	1
Apparel - Men's	Hugo Boss	18	.	.
Apparel - Men's	Bachrach	15	.	1

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Apparel - Athletics	Lululeman Athletica	120	2	1
Apparel - Athletics	Lids (sports caps)	75	2	1
Apparel - Athletics	Locker Room by Lids	75	2	1
Apparel - Athletics	Athleta	69	1	1
Apparel - Athletics	Lucy Activewear	30	1	1
Apparel - Athletics	Pro Imaga Sports	24	.	.
Apparel - Athletics	Timberland	15	.	.
Apparel - Footwear	Aldo	150	3	1
Apparel - Footwear	Crocs	150	3	1
Apparel - Footwear	Athlete's Foot	150	3	1
Apparel - Footwear	DSW	120	2	1
Apparel - Footwear	Shoe Carnival	120	2	1
Apparel - Footwear	Shoe Show	120	2	.
Apparel - Footwear	Shoe Dept.	120	2	1
Apparel - Footwear	Famous Footwear	110	2	1
Apparel - Footwear	Allens-Edmonds	96	2	.
Apparel - Footwear	Rack Room Shoes	90	2	.
Apparel - Footwear	Journeys	75	1	1
Apparel - Footwear	Redwing Shoes	75	1	1
Apparel - Footwear	Cole Haan	66	1	.
Apparel - Footwear	Stride Rite	60	1	.
Apparel - Footwear	Asics Outlet	40	1	.
Apparel - Footwear	PUMA	31	1	.
Apparel - Footwear	City Gear	30	1	.
Apparel - Footwear	Reebok	30	1	.
Apparel - Footwear	Shoe Sensation	30	1	.
Apparel - Footwear	Adidas	30	1	.
Apparel - Footwear	Ecco	30	1	.
Apparel - Footwear	Nike, Converse	30	1	.
Apparel - Footwear	Sketchers	30	.	1
Apparel - Footwear	Nine West	18	.	1
Apparel - Footwear	Walking Co.	15	.	1
Apparel - Footwear	Easy Spirit	12	.	1

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Home Improvement	Ace Hardware	270	5	1
Home Improvement	Sherwin-Williams Paints	150	3	1
Home Improvement	Lumber Liquidators	105	2	.
Home Improvement	Harbor Freight Tools	90	2	.
Home Improvement	Menards Home Center	33	1	1
Home Improvement	True Value Hardware	30	1	.
Home Improvement	Glidden Paint Center	30	1	.
Home Improvement	Northern Tool & Equip.	30	1	.
Home Improvement	Lowe's	3	.	1
Home Improvement	Home Depot	3	.	1
Farm & Garden	Tractor Supply Co.	200	4	.
Farm & Garden	Family Farm & Home	12	2	.
Pet Supplies	Petco Animal Supplies	135	3	.
Pet Supplies	Pet Supplies Plus	90	2	.
Pet Supplies	Petland, Super	90	2	1
Pet Supplies	PetSense	75	1	.
Pet Supplies	Wild Birds Unlimited	45	1	1
Pet Supplies	Pet Valu	40	1	.
Pet Supplies	Pet Supermarket	35	1	.
Pet Supplies	PetSmart	30	1	1
Pet Supplies	Wild Bird Center	30	1	.
Pet Supplies	Pet People	17	6	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Home Furnishings	Kirkland's	105	2	1
Home Furnishings	Ethan Allen	45	1	.
Home Furnishings	Crate & Barrel	36	1	.
Home Furnishings	Ashley Furniture	30	1	.
Home Furnishings	Bassett Furniture	30	1	.
Home Furnishings	CORT Furniture	17	1	1
Home Furnishings	Room & Board	15	1	.
Home Furnishings	Arhaus Furniture	12	1	.
Home Furnishings	La-Z-boy Galleries	12	1	1
Home Furnishings	Havertys	6	1	.
Home Furnishings	Art Van Furniture	3	1	1
Furnishings - Values	Aaron's Rental	450	9	.
Furnishings - Values	Rent-A-Center	30	1	.
Furnishings - Values	Value City Furniture	30	1	.
Home Furnishings	Bed Bath & Beyond	210	4	1
Home Furnishings	Kirklands Home Store	105	2	1
Home Furnishings	Pier 1	48	1	1
Home Furnishings	Kitchen Collection	30	1	.
Home Furnishings	Sur La Table	30	1	1
Home Furnishings	Gordmans	20	1	.
Home Furnishings	HomeGoods	20	1	1
Home Furnishings	Container Store	18	1	1
Home Furnishings	Williams-Sonoma	18	1	1
Home Furnishings	AT Home	12	1	.
Home Furnishings	Design Within Reach	12	.	.
Home Furnishings	Z Gallerie	12	.	.
Home Furnishings	Restoration Hardware	9	.	.
Home Furnishings	West Elm	6	.	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Electronics	Best Buy	310	6	1
Electronics	Gamestop	300	6	1
Electronics	Batteries Plus Bulbs	120	2	1
Electronics	Apple	105	2	1
Electronics	HH Gregg Appliances	105	1	.
Office Supplies	Cartridge World	399	8	.
Office Supplies	Fastsigns	79	2	.
Office Supplies	Office Depot	30	1	1
Office Supplies	UPS Store	17	1	1
Office Supplies	Staples	12	1	1
Office Supplies	FedEx Office - Kinko's	5	1	1
Book Stores	Barnes & Noble	105	2	1
Book Stores	Books-A-Million	30	1	.
Book Stores	Half Price Books	20	1	.
Music Stores	Guitar Center	27	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Gifts and Cards	Things Remembered	150	3	1
Gifts and Cards	Yankee Candle Co.	105	2	1
Gifts and Cards	Cardsmart	75	2	.
Gifts and Cards	Hallmark	57	1	1
Gifts and Cards	Family Christian Stores	45	1	.
Gifts and Cards	Spencers	45	1	1
Gifts and Cards	Edible Arrangements	30	1	1
Gifts and Cards	Lifeway Christian Stores	30	1	.
Gifts and Cards	Papyrus	30	1	1
Gifts and Cards	PaperSource	.	1	.
Crafts, Hobbies, Toys	Hobby Lobby	210	4	1
Crafts, Hobbies, Toys	Jo-Ann Super Store	180	3	1
Crafts, Hobbies, Toys	Michaels Arts & Crafts	90	2	1
Crafts, Hobbies, Toys	Great Frame Up	90	2	.
Crafts, Hobbies, Toys	Party City	60	1	1
Crafts, Hobbies, Toys	HobbyTown USA	30	1	.
Crafts, Hobbies, Toys	Christmas Tree Shops	15	.	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Toy Stores	Learning Express	45	1	.
Toy Stores	Disney Store	39	1	1
Toy Stores	Toys R Us / Babies R Us	30	1	1
Toy Stores	Build-A-Bear Workshop	30	1	1
Toy Stores	Marbles: The Brain Store	6	.	.
Sporting Goods	Dick's Sporting Goods	120	2	1
Sporting Goods	West Marine	105	2	.
Sporting Goods	Golf Galaxy	60	2	.
Sporting Goods	Academy Sports, Outdoor	30	1	.
Sporting Goods	Dunham's Sports	30	1	1
Sporting Goods	Golfsmith	30	1	1
Sporting Goods	Performance Bicycle Shop	30	1	1
Sporting Goods	Cabela's	18	1	.
Sporting Goods	REI	15	1	1
Sporting Goods	Gander Mountain Co.	6	1	1
Fitness Centers	Anytime Fitness	375	7	.
Fitness Centers	Planet Fitness	300	6	1
Fitness Centers	CycleBar	200	4	.
Fitness Centers	Gold's Gym	180	3	.
Fitness Centers	LA Fitness	150	3	.
Fitness Centers	Lifetime Fitness	45	1	1
Fitness Centers	Retro Fitness	45	1	.
Fitness Centers	24 Hour Fitness	30	1	.
Fitness Centers	Club Pilates	.	2	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Entertainment	Cinemax USA	24	1	.
Entertainment	Regal Cinemas	18	1	.
Entertainment	United Artist Theatres	18	1	.
Entertainment	Laser Quest	12	1	.
Entertainment	IMAX	3	1	.
Auto Supplies	O'Reilly Auto Parts	450	9	.
Auto Supplies	Auto Zone	480	9	.
Auto Supplies	Advance Auto Parts	280	5	.
Auto Supplies	Pep Boys	175	4	.
Auto Supplies	NAPA Auto Parts	100	2	.
Auto Supplies	Carquest	30	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Hotels, Motels	AmericInn	600	10	.
Hotels, Motels	InterCont. - Crowne Plaza	290	4	1
Hotels, Motels	InterCont. - Candlewood	240	4	.
Hotels, Motels	InterCont. - Staybridge	240	4	1
Hotels, Motels	InterCont. - Holiday Inn	230	4	1
Hotels, Motels	Cambria Suites	65	2	.
Hotels, Motels	Clarion	30	1	.
Hotels, Motels	Comfort Hotel	30	1	.
Hotels, Motels	Econo Lodge	30	1	.
Hotels, Motels	Quality Suites	30	1	.
Hotels, Motels	Rodeway Inn	30	1	.
Hotels, Motels	Sleep Inn	30	1	.
Hotels, Motels	Baymont Hotels	15	1	.
Hotels, Motels	Best Western	15	1	1
Hotels, Motels	Days Inn	15	1	.
Hotels, Motels	DoubleTree by Hilton	15	1	1
Hotels, Motels	Drury Inns	15	1	.
Hotels, Motels	Embassy Suites	15	1	1
Hotels, Motels	Hampton by Hilton	15	1	1
Hotels, Motels	Hawthorn Suites	15	1	.
Hotels, Motels	Hilton Hotels & Resorts	15	1	.
Hotels, Motels	Home2 Suites by Hilton	15	1	.
Hotels, Motels	Homewood Suites, Hilton	15	1	.
Hotels, Motels	Howard Johnson	15	1	.
Hotels, Motels	Knights Inn	15	1	.
Hotels, Motels	Microtel Inn & Suites	15	1	.
Hotels, Motels	Ramada Inn	15	1	.
Hotels, Motels	Super 8 Motel	15	1	.
Hotels, Motels	Travelodge	15	1	.
Hotels, Motels	Wingate Inn	15	1	.
Hotels, Motels	Wyndham Hotel, Resort	15	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.

Nation-wide Openings Announced by Chain Stores  
 With Allocation to Michigan and Comparison to Northville's Region  
 By Retail Category | Aggregate for Years 2016 - 2017

General Category	Chain Store Name	NUMBER OF STORES		
		Nationwide Expansion	Michigan Expansion	Existing in Region
Hotels, Motels	AC Hotels	6	.	.
Hotels, Motels	Courtyard	6	.	1
Hotels, Motels	Delta Hotels & Resorts	6	.	.
Hotels, Motels	Extended Stay America	6	.	1
Hotels, Motels	Fairfield Inn & Suites	6	.	1
Hotels, Motels	La Quinta Inn & Suites	6	.	.
Hotels, Motels	Marriott Hotels	6	.	1
Hotels, Motels	Renaissance Hotels	6	.	1
Hotels, Motels	Residence Inn	6	.	1
Hotels, Motels	Ritz Carlton	6	.	.
Hotels, Motels	Spring Hill Suites	6	.	.
Hotels, Motels	TownePlace Suites	6	.	1
Hotels, Motels	Vib - Best Western	6	.	.
Hotels, Motels	EVEN Hotels - InterCont.	6	.	.
Hotels, Motels	Ascend Collect., Choice	50	2	.
Hotels, Motels	Dolce Hotels - Wyndham	10	1	.

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Big-boxes, upscale brands, and apparel chains will choose regional shopping destinations other than Downtown Northville. Source: ChainLinks Retail Advisors; 2016.



Section **E**  
Consumer Expenditures  
Residents Only

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

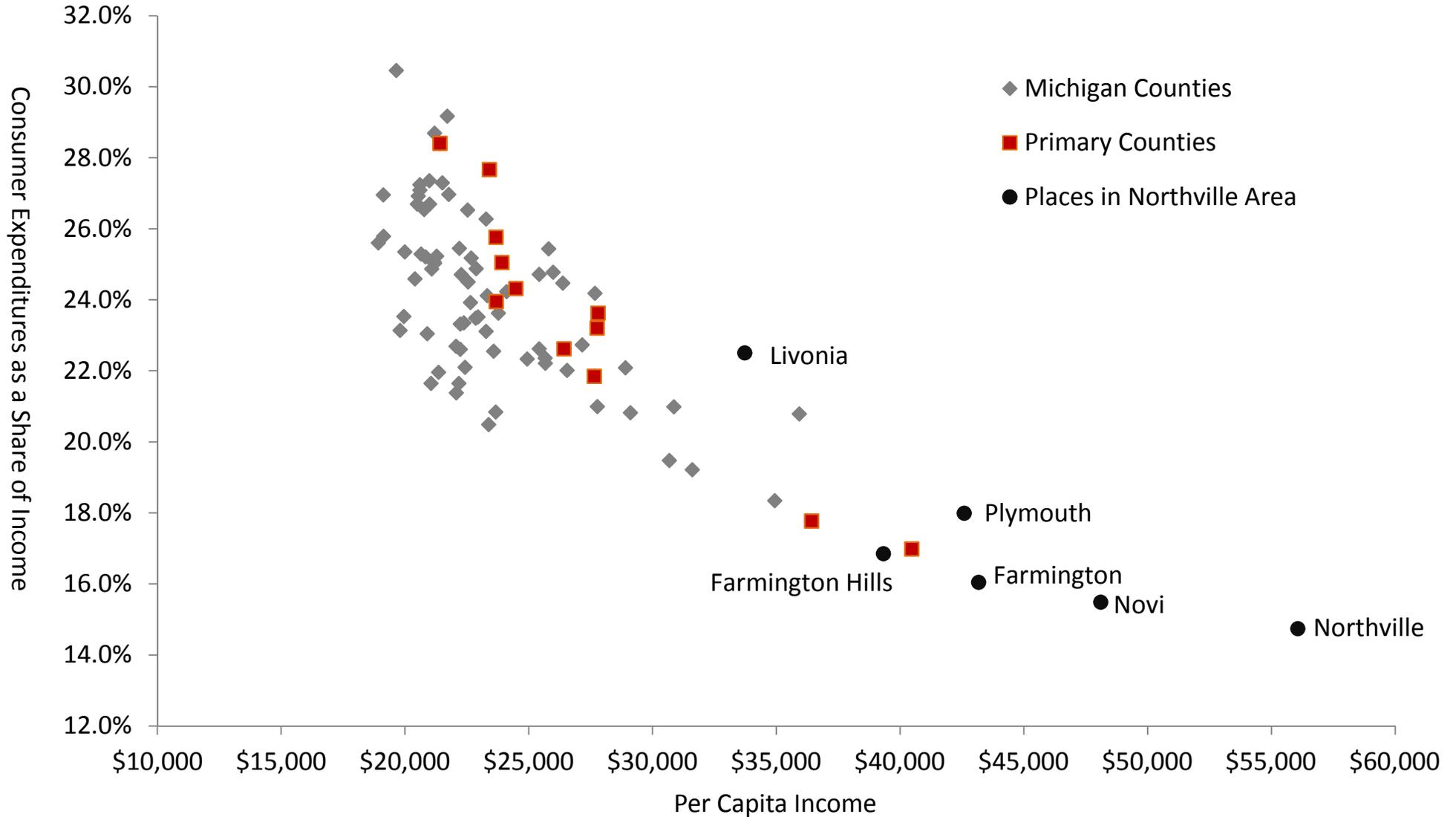
Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



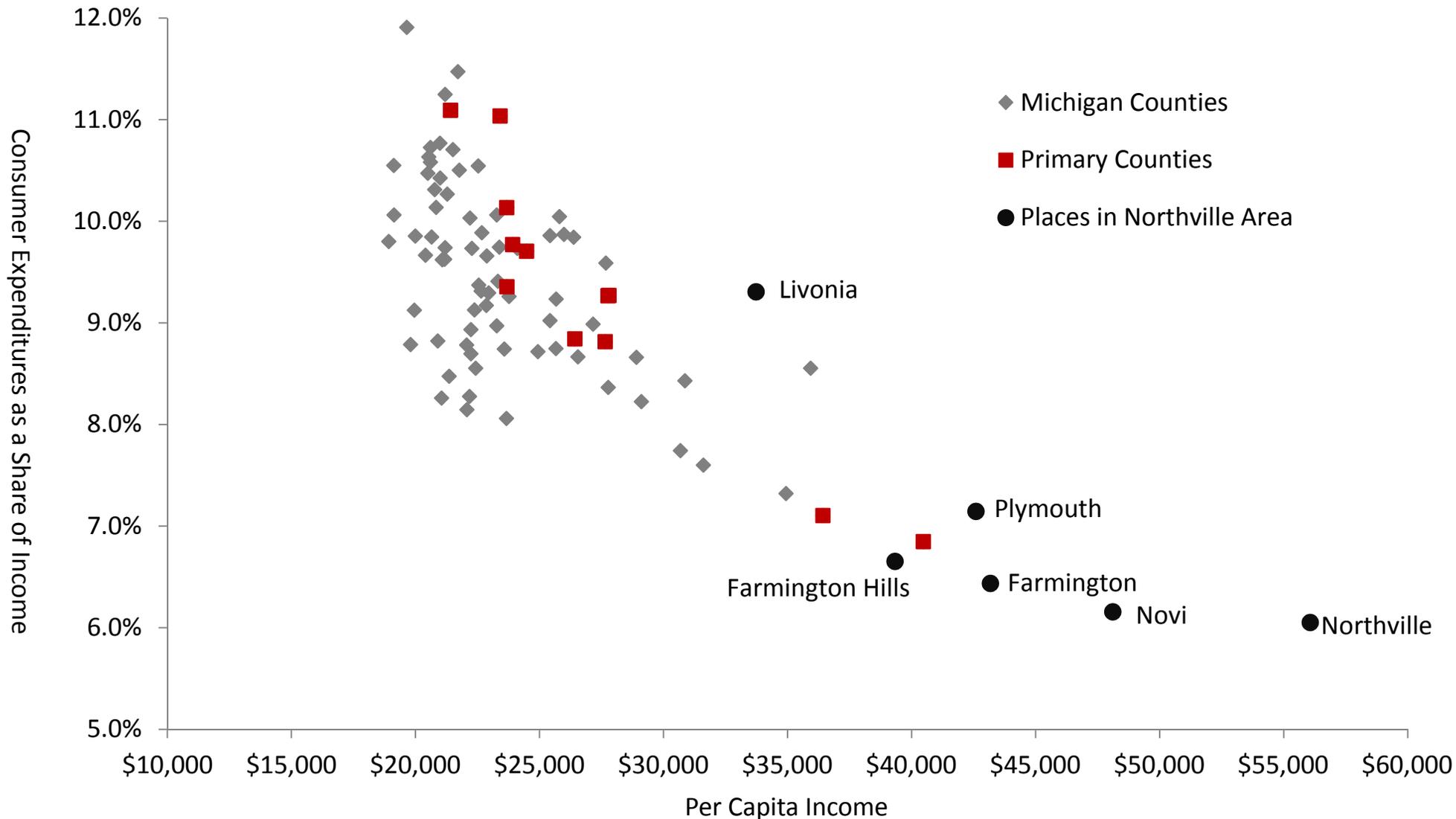
Consumer Expenditures as a Share of Income  
 Places in Northville Area v. Michigan Counties | Year 2015  
 GAFO = GENERAL MERCH., APPAREL, FURNITURE, OTHER

Exhibit E.1



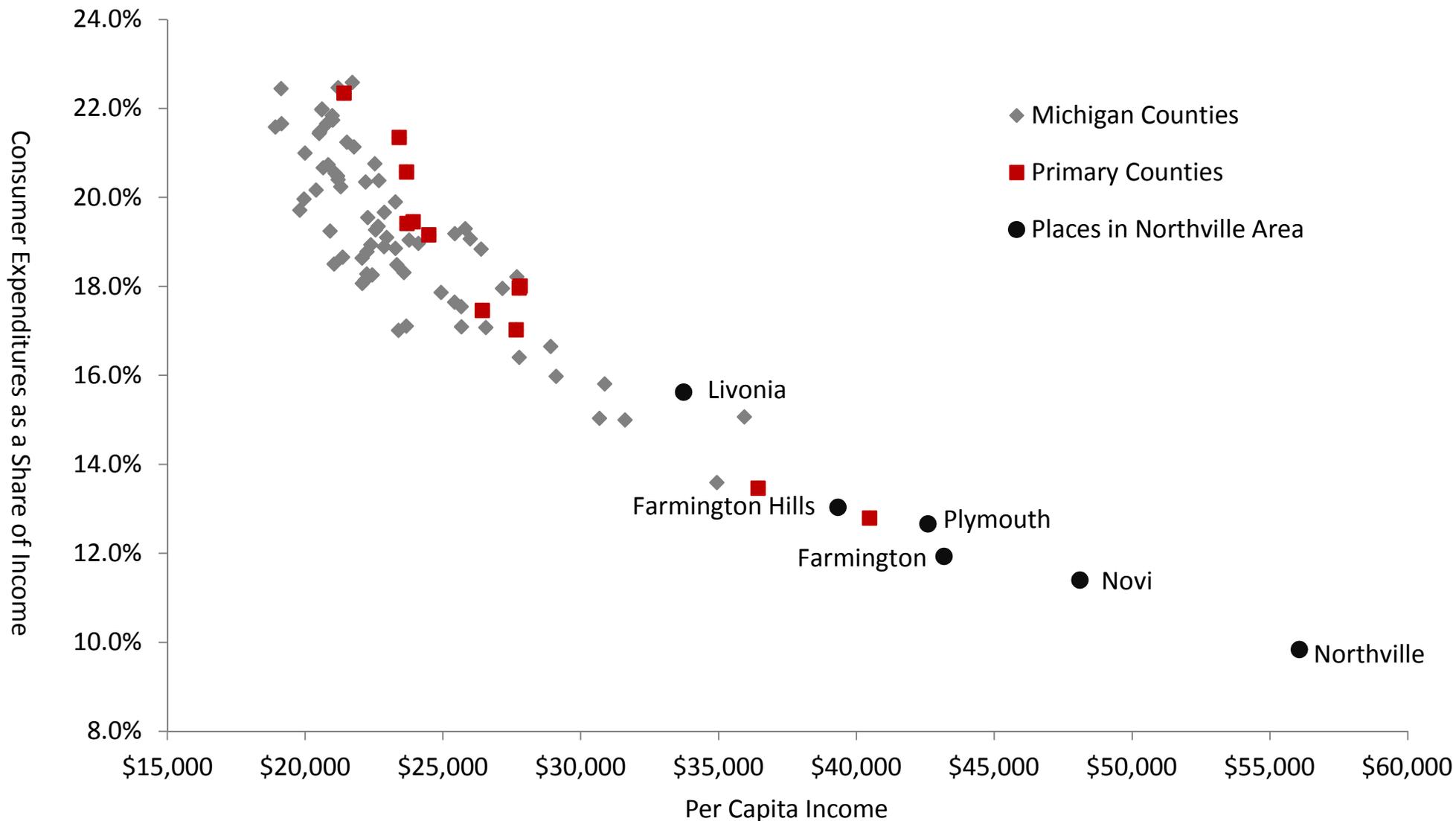
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### Consumer Expenditures as a Share of Income Places in Northville Area v. Michigan Counties | Year 2015 EATING and DRINKING ESTABLISHMENTS



Source: Underlying data provided by Experian Decision Analytics; 2015.  
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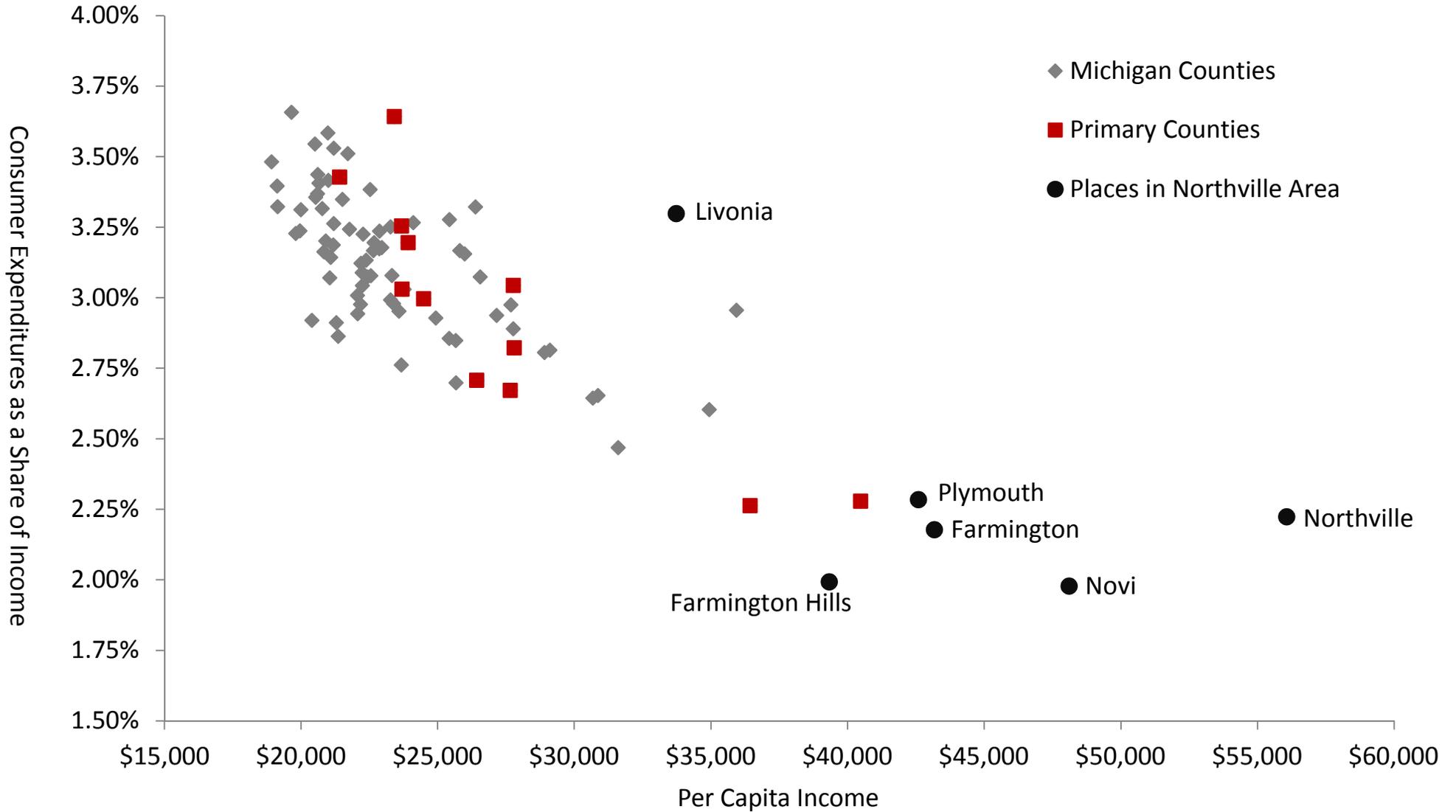
### Consumer Expenditures as a Share of Income Places in Northville Area v. Michigan Counties | Year 2015 GROCERIES and MEALS at HOME



Source: Underlying data provided by Experian Decision Analytics; 2015.  
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Consumer Expenditures as a Share of Income  
 Places in Northville Area v. Michigan Counties | Year 2015  
 HOTELS, MOTELS, and OTHER LODGING

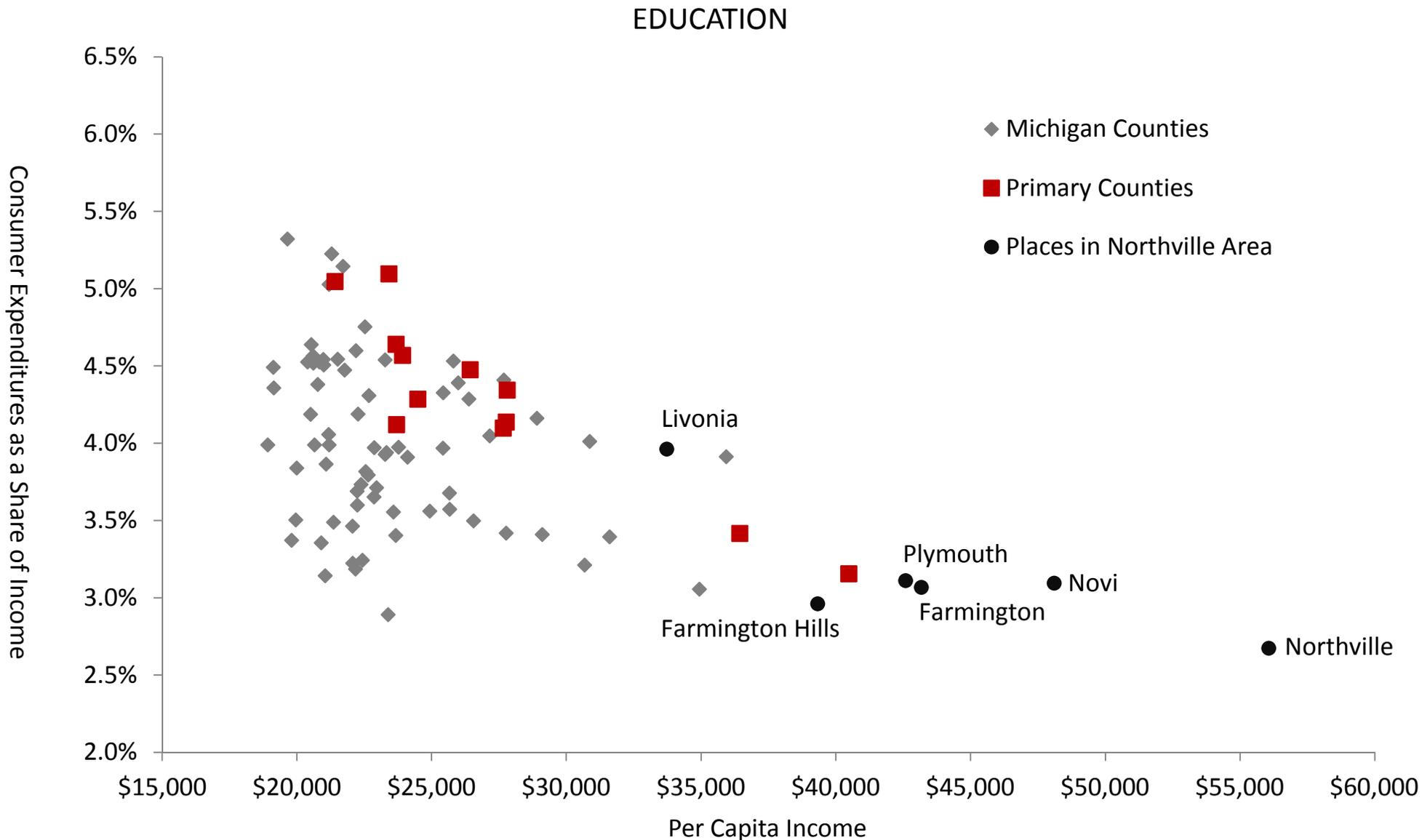
Exhibit E.4



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Consumer Expenditures as a Share of Income  
Places in the Northville Area v. Michigan Counties | Year 2015

Exhibit E.5



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**Section F**  
**Transacted Sales**  
**Residents and Visitors**

Prepared by:



LandUseUSA

In Collaboration with:



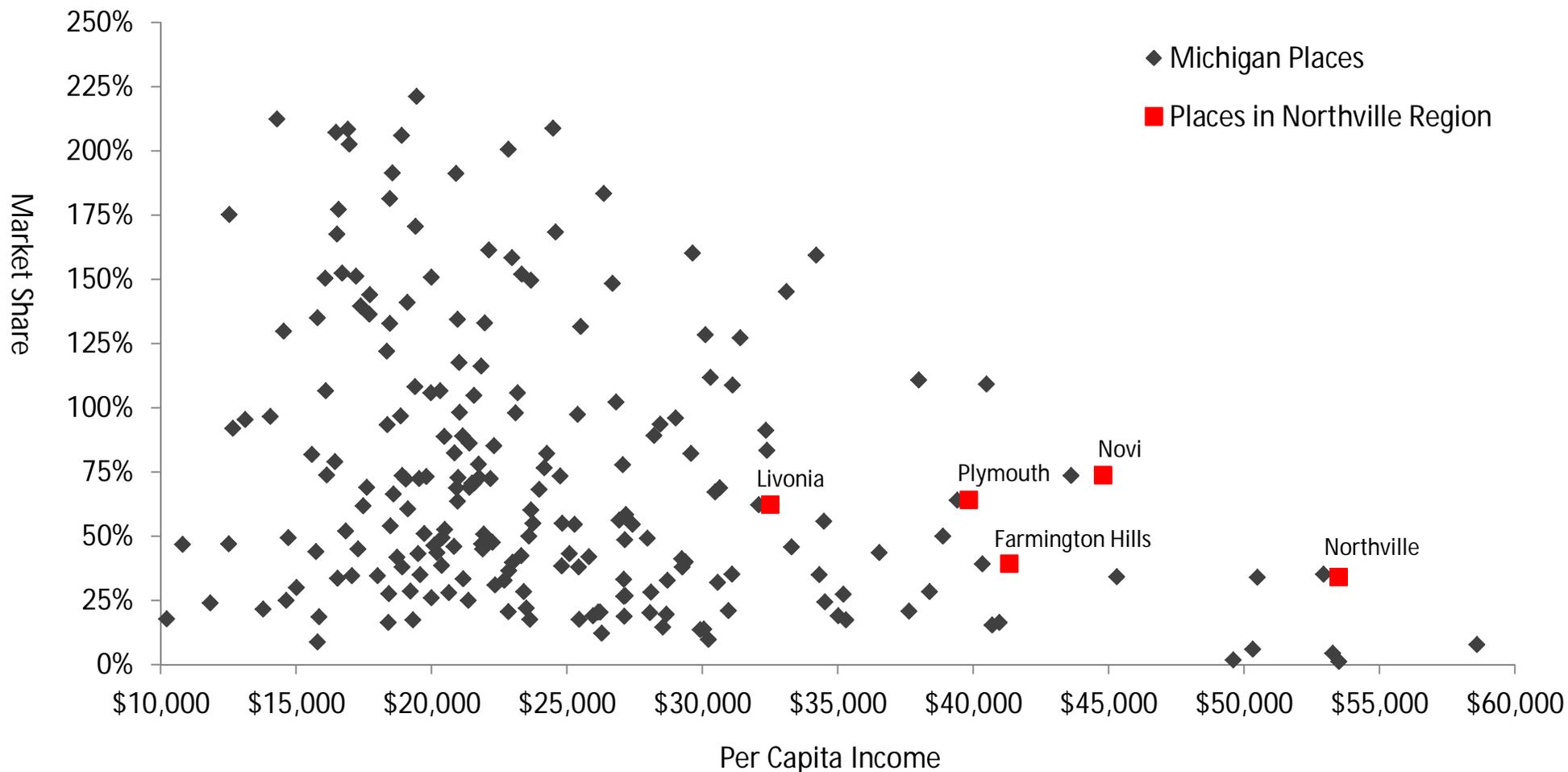
Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10

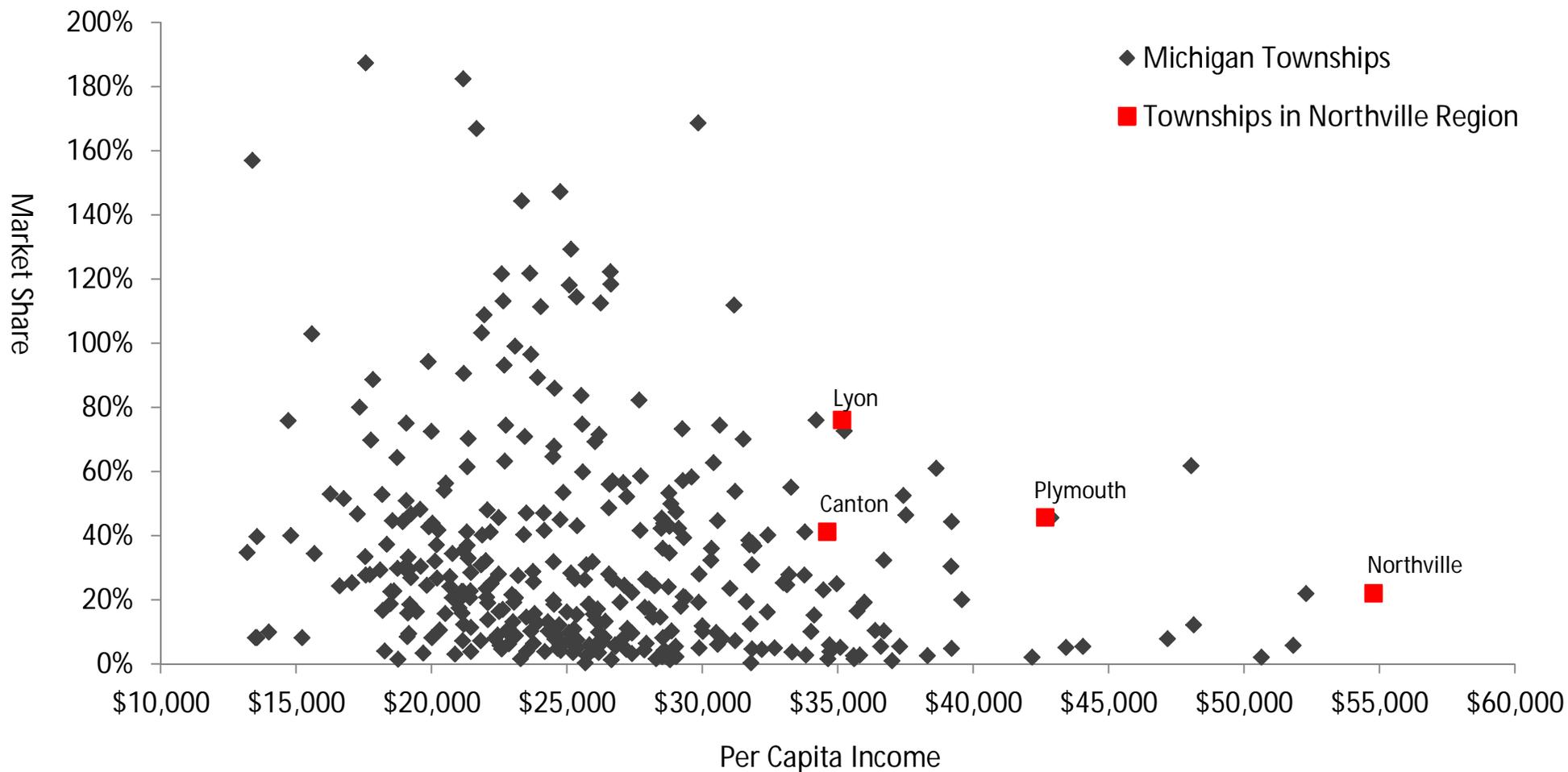


### Market Share v. Per Capita Income Retail Trade | NAICS 44-45 Selected Places (Cities, Villages) in the State of Michigan



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 Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.  
 Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income Retail Trade | NAICS 44-45 Selected Townships in the State of Michigan

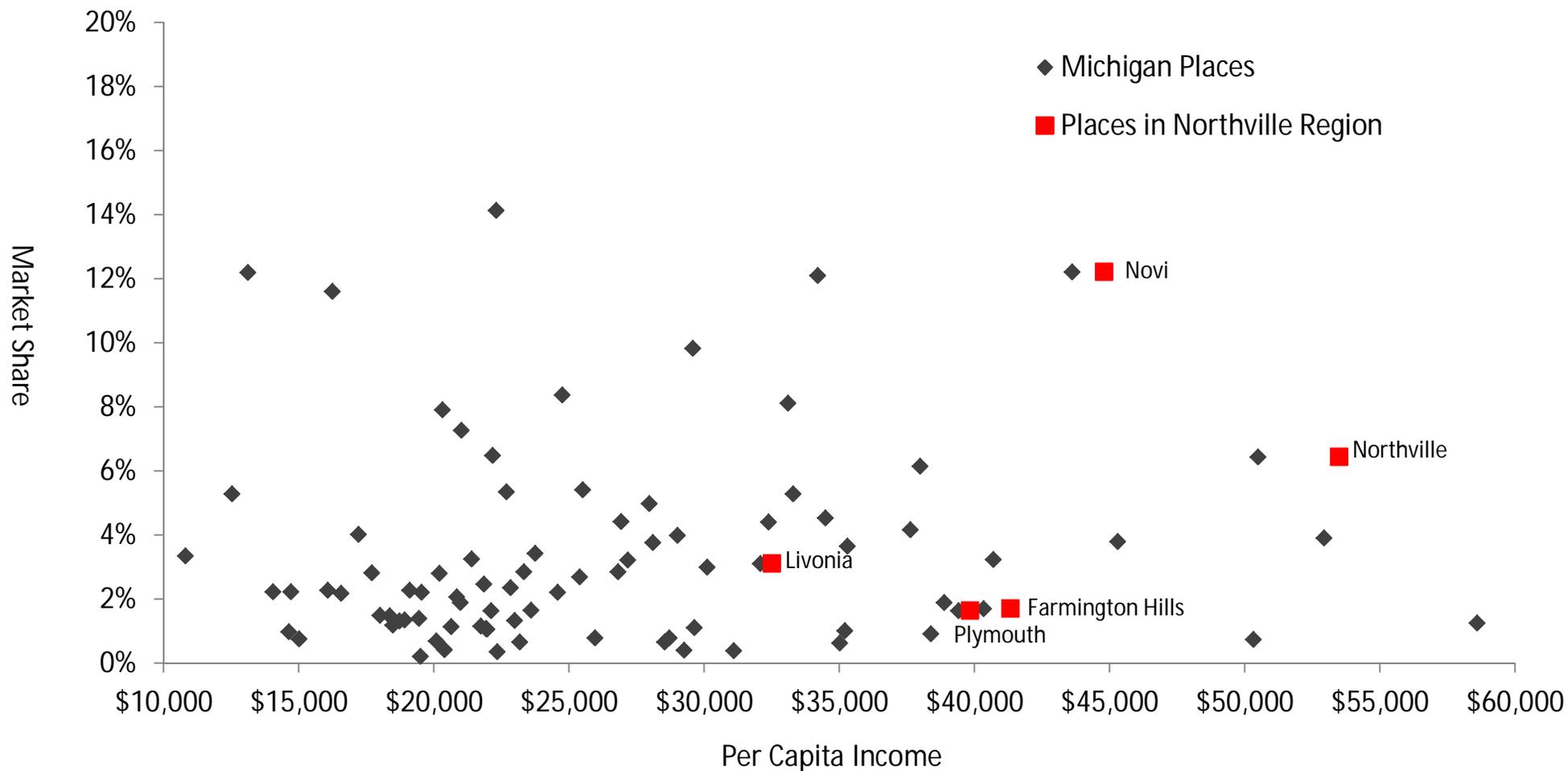


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Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.

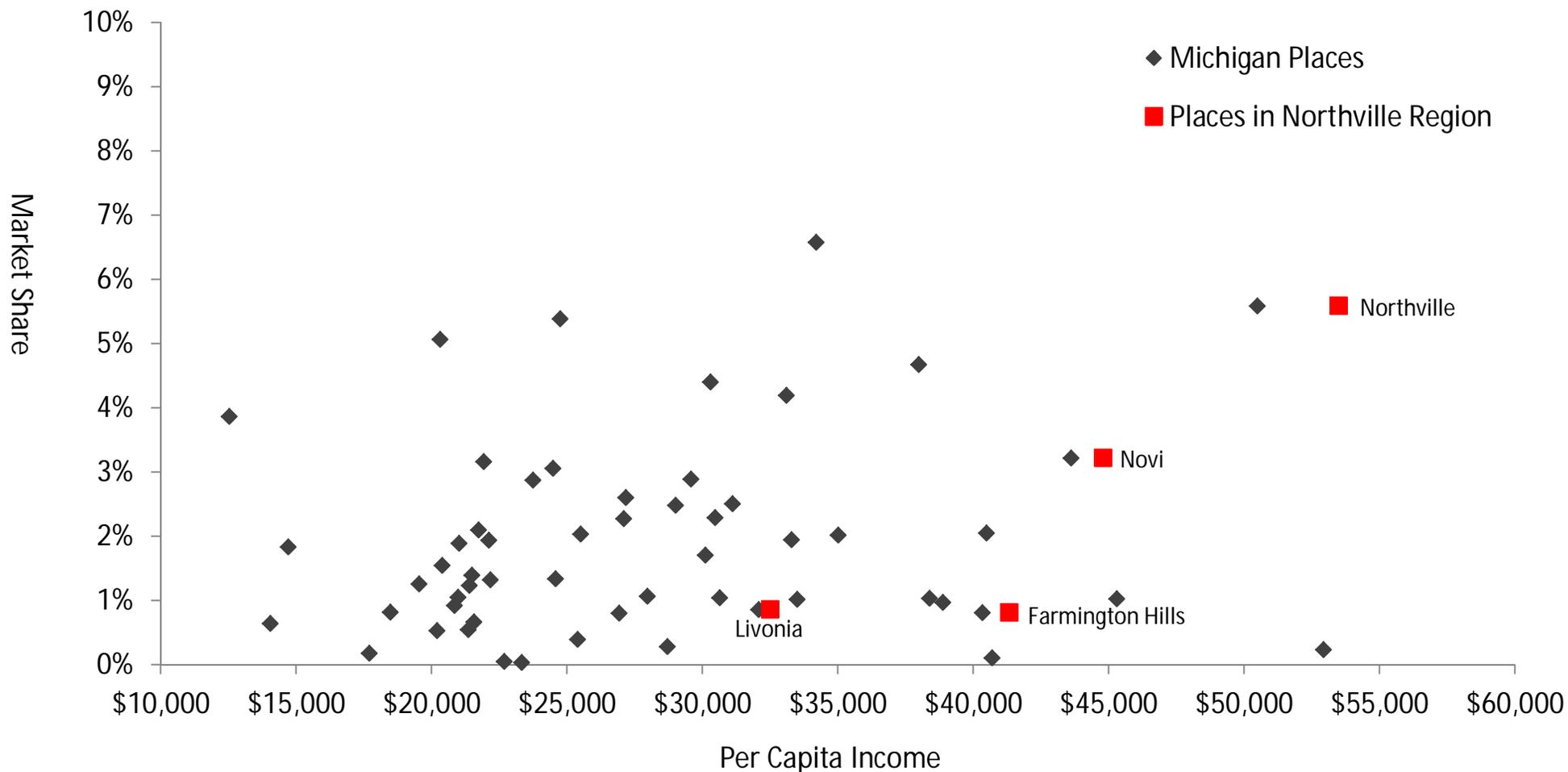
Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income Clothing, Accessories Stores | NAICS 448 Selected Places (Cities, Villages) in the State of Michigan



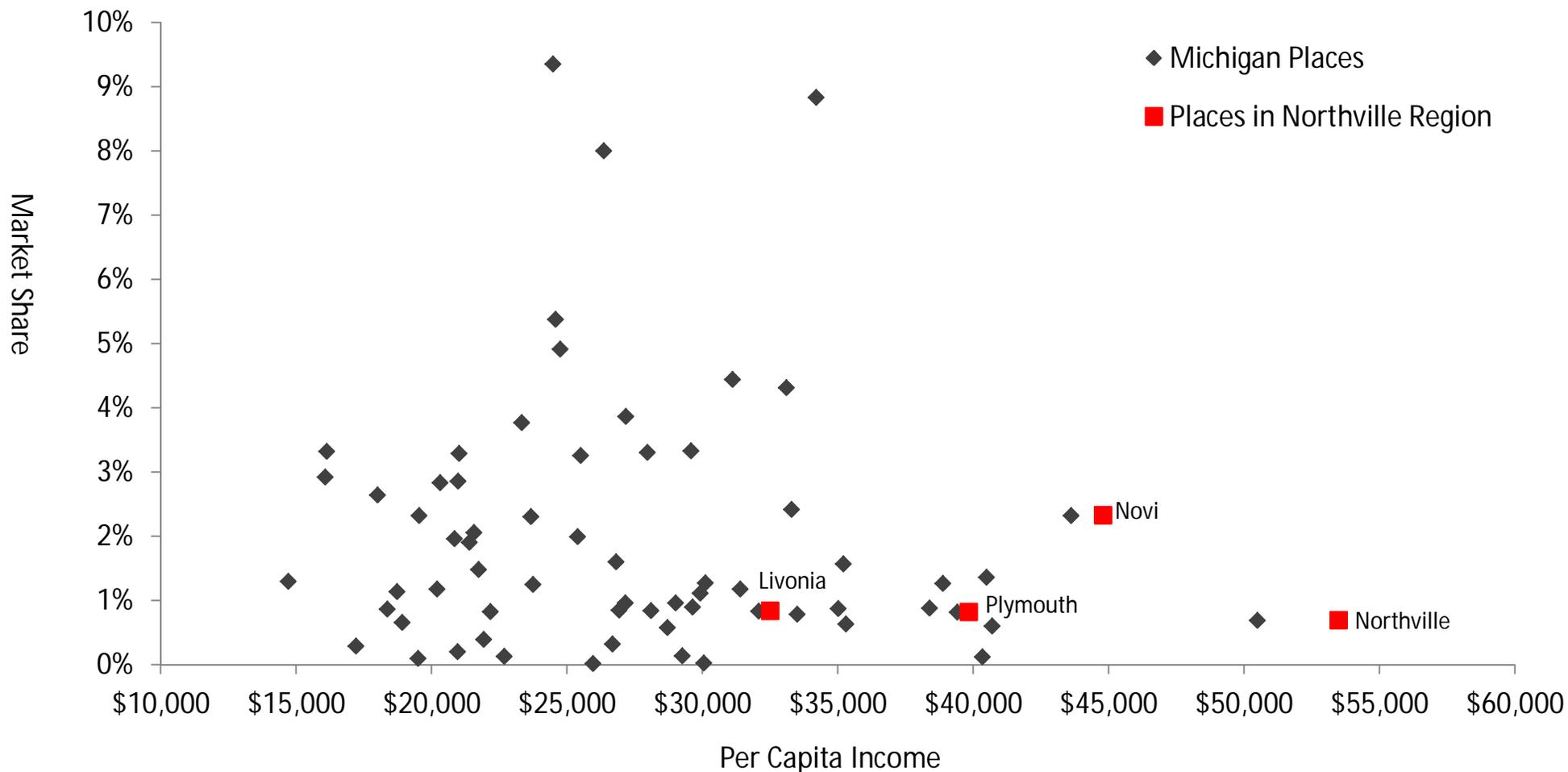
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### Market Share v. Per Capita Income Furniture, Home Furnishings | NAICS 442 Selected Places (Cities, Villages) in the State of Michigan



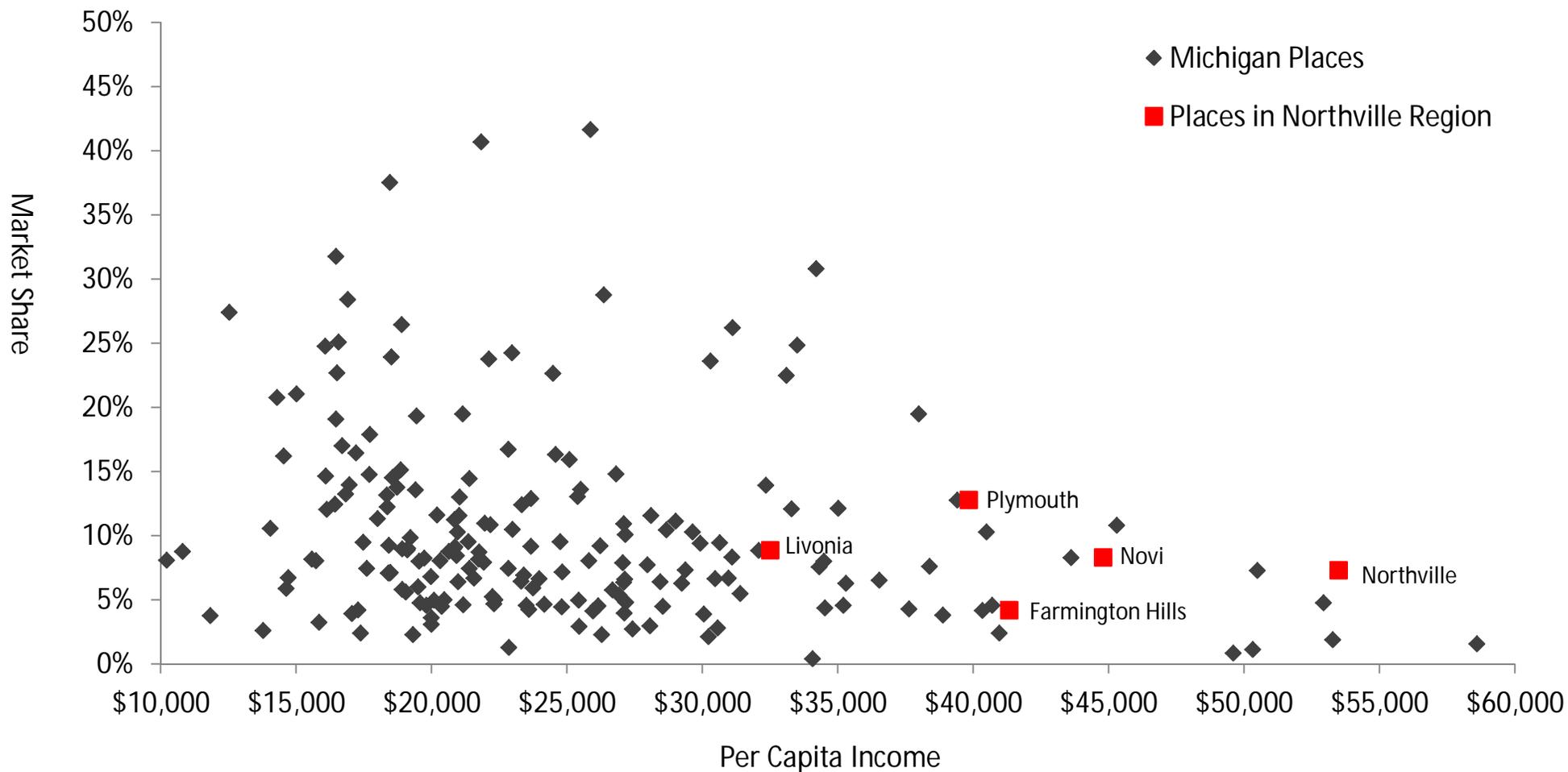
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 Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.  
 Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income Sporting Goods, Hobby, and Book Stores | NAICS 451 Selected Places (Cities, Villages) in the State of Michigan



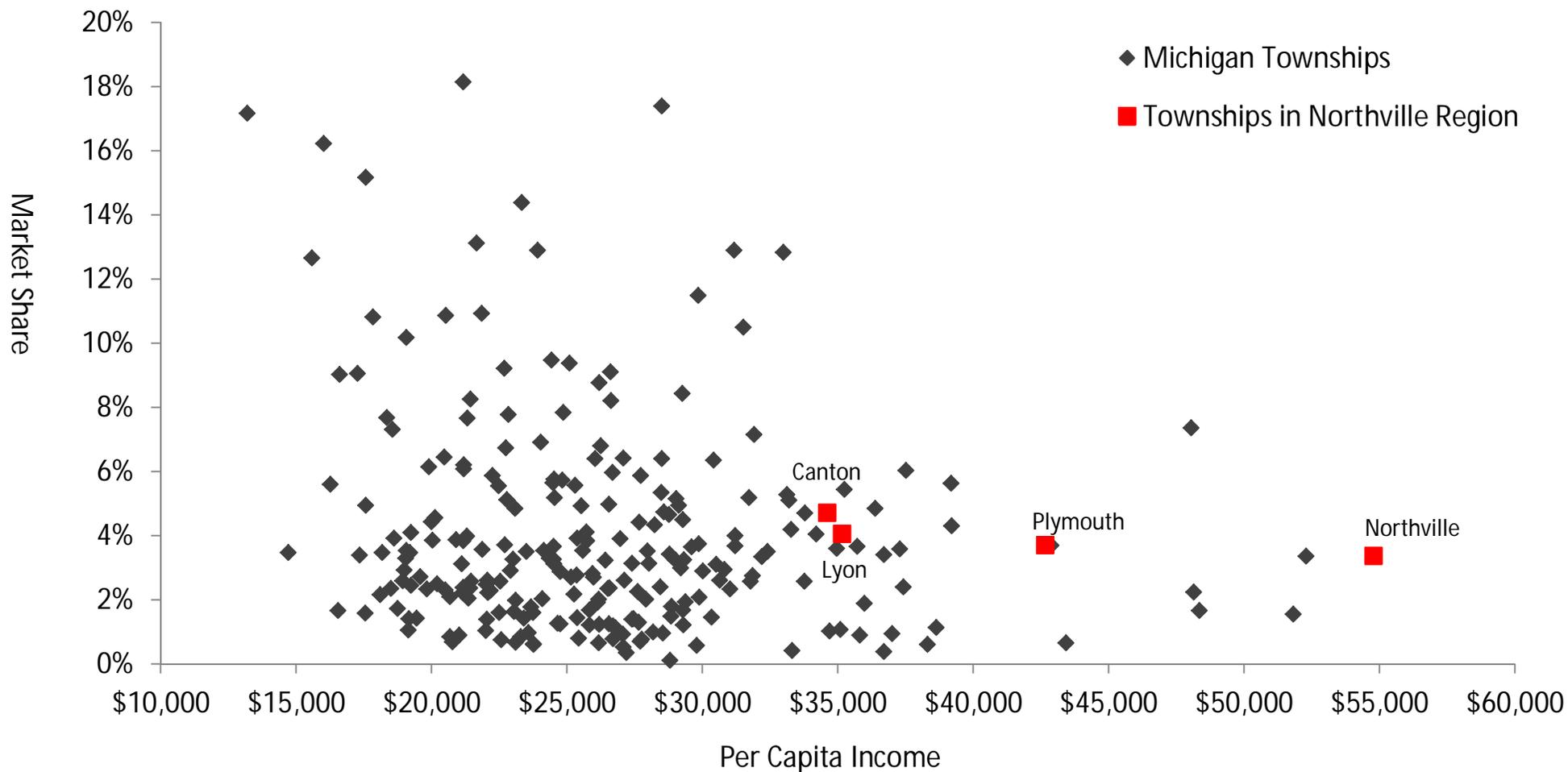
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 Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.  
 Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income All Traveler Accommodations | NAICS 72 Selected Places (Cities, Villages) in the State of Michigan



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 Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.  
 Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income All Traveler Accommodations | NAICS 72 Selected Townships in the State of Michigan

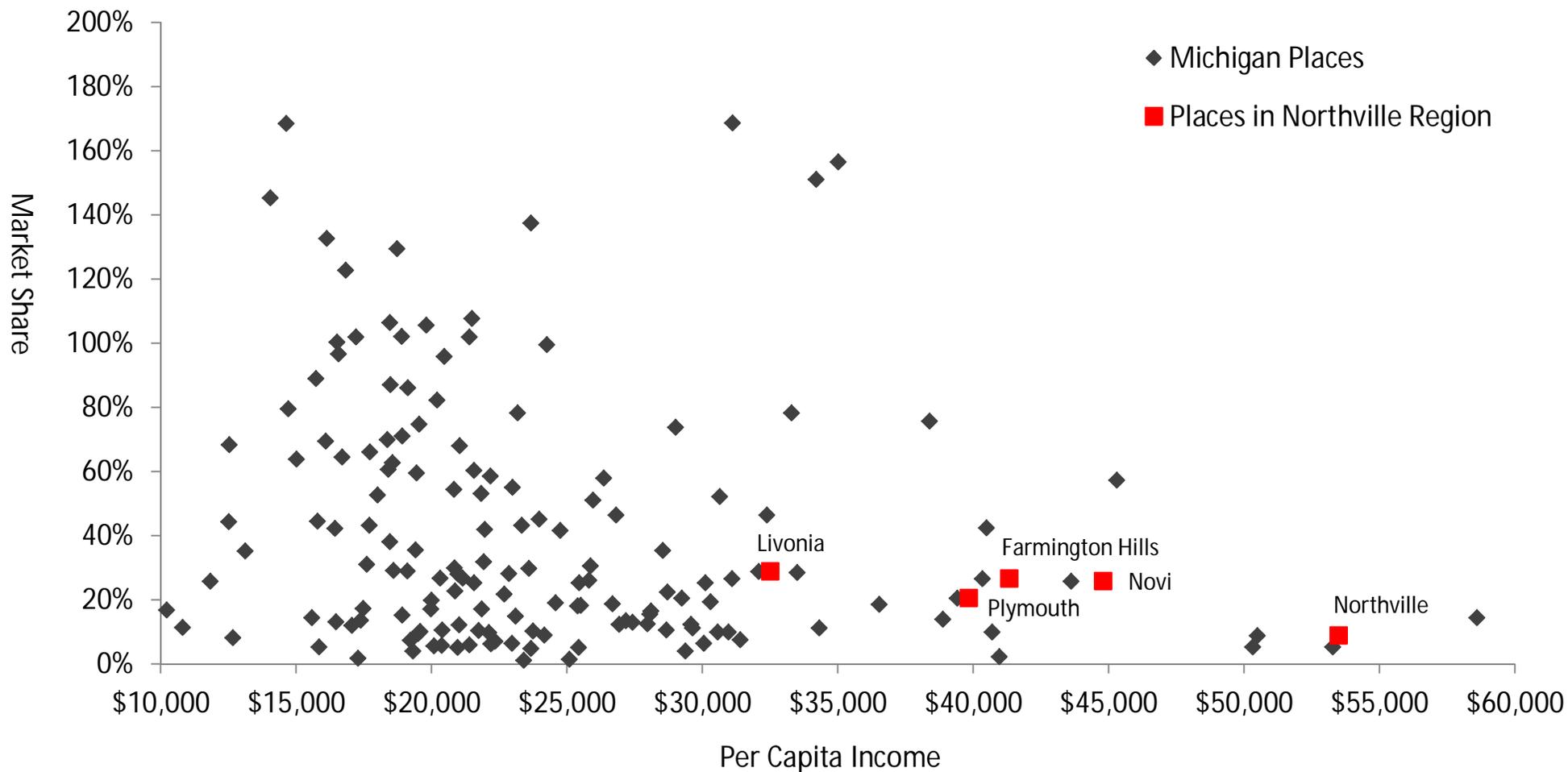


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Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.

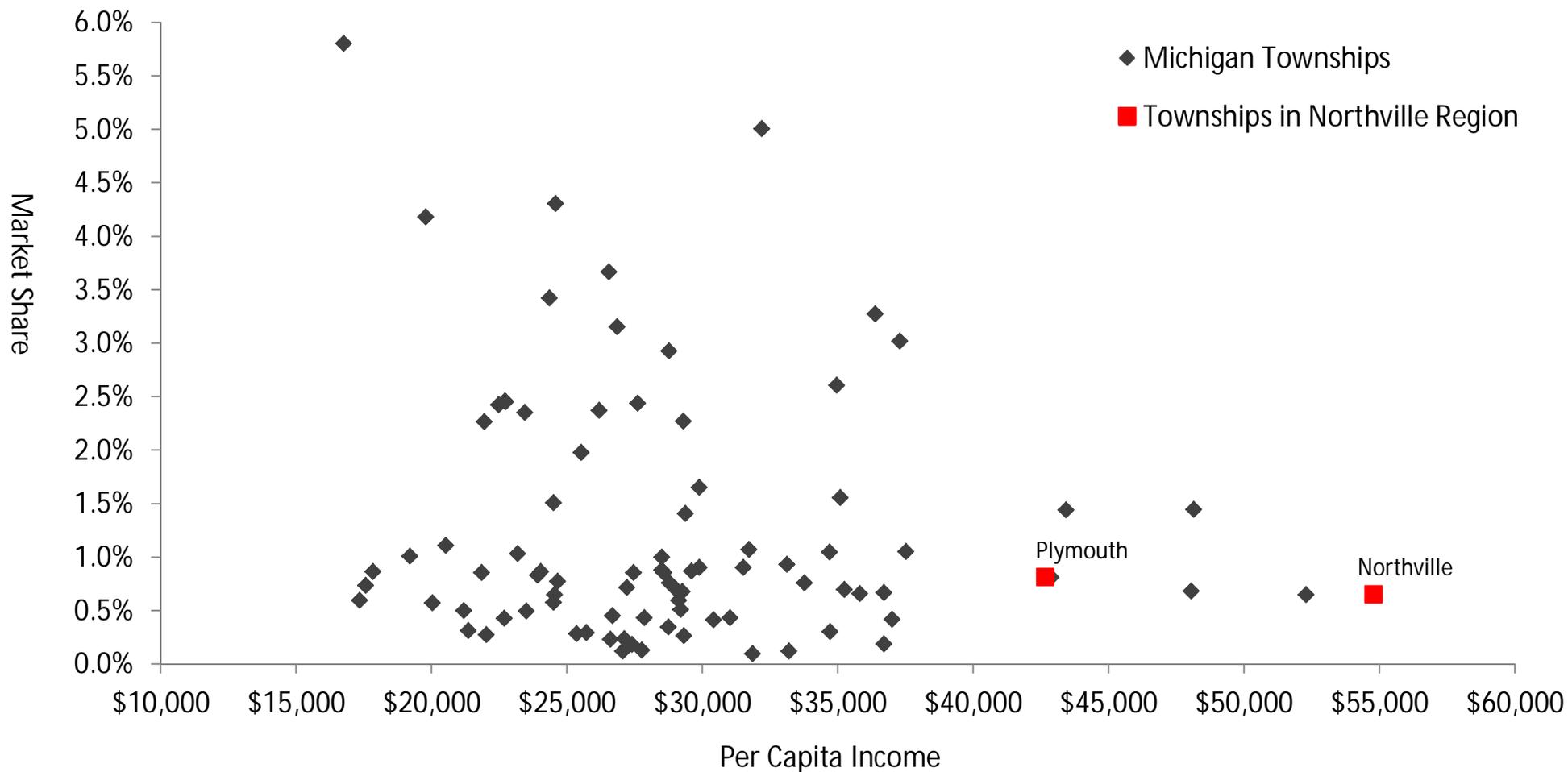
Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income Health Care and Social Assistance | NAICS 62 Selected Places (Cities, Villages) in the State of Michigan



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 Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.  
 Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.

### Market Share v. Per Capita Income Arts, Entertainment, and Recreation | NAICS 71 Selected Townships in the State of Michigan



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Market share is a measure of sales (or revenues) as a share of aggregate income for the geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2014 (5-yr) American Community Survey.



# Section G

## Demographic Parameters

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

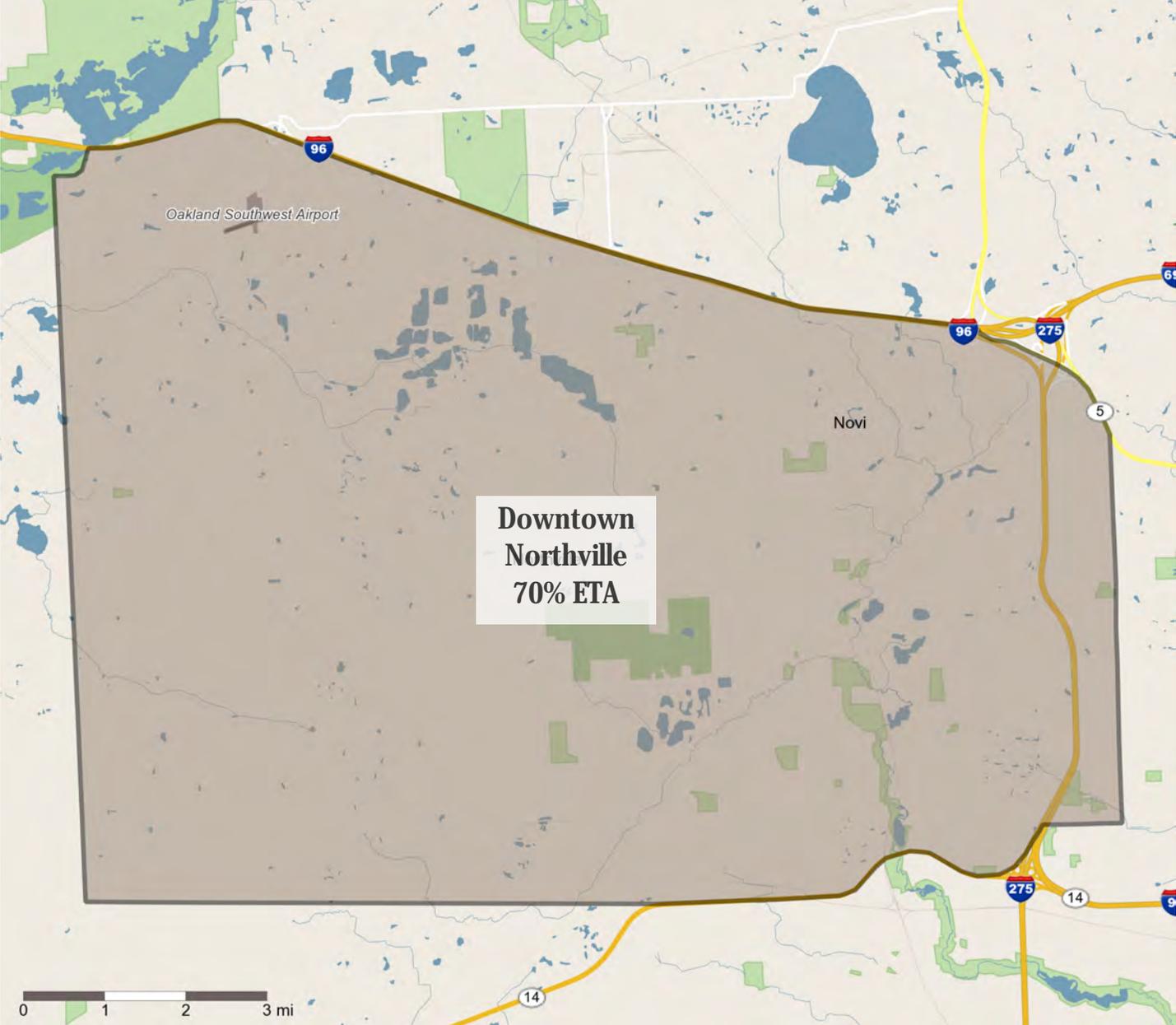
Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



**Downtown 70% Effective Trade Area  
The City of Northville, Michigan | 2016**

Exhibit G.1



**Source: Underlying map provided by Alteryx, Inc.;  
analysis and exhibit prepared by LandUseUSA; 2016.**

Downtown 70% Effective Trade Area | Demographics  
 The City of Northville, Michigan | 2016 - 2021

Exhibit G.2

	2000	2000	2010	2010	2016	2016	2021	2021	Percent Change	
POPULATION BY AGE	Census	Share	Census	Share	Estimates	Share	Projections	Share	2000-10	2016-21
Total Population	102,879	100%	116,733	100%	121,073	100%	128,976	100%	13.5%	6.5%
0 to 4	6,695	6.5%	6,514	5.6%	6,301	5.2%	6,371	4.9%	-2.7%	1.1%
5 to 14	15,542	15.1%	17,529	15.0%	16,668	13.8%	16,442	12.7%	12.8%	-1.4%
15 to 19	6,092	5.9%	7,713	6.6%	8,237	6.8%	8,860	6.9%	26.6%	7.6%
20 to 24	4,599	4.5%	5,038	4.3%	6,409	5.3%	6,980	5.4%	9.6%	8.9%
25 to 34	13,311	12.9%	11,888	10.2%	12,822	10.6%	13,990	10.8%	-10.7%	9.1%
35 to 44	19,897	19.3%	17,151	14.7%	15,617	12.9%	15,579	12.1%	-13.8%	-0.2%
45 to 54	16,227	15.8%	20,683	17.7%	19,770	16.3%	19,366	15.0%	27.5%	-2.0%
55 to 64	9,165	8.9%	15,090	12.9%	17,632	14.6%	19,541	15.2%	64.6%	10.8%
65 to 74	6,112	5.9%	7,976	6.8%	10,326	8.5%	13,271	10.3%	30.5%	28.5%
75 to 84	4,076	4.0%	4,939	4.2%	4,798	4.0%	5,991	4.6%	21.2%	24.9%
85+	1,163	1.1%	2,213	1.9%	2,492	2.1%	2,587	2.0%	90.3%	3.8%
Median Age (Years)	38	.	41	.	42	.	43	.	.	.
Per Capita Income	\$35,161	.	\$43,924	.	\$48,169	.	\$55,656	.	24.9%	15.5%
	2000	2000	2010	2010	2016	2016	2021	2021	Percent Change	
HOUSEHOLD INCOME	Census	Share	Census	Share	Estimates	Share	Projections	Share	2000-10	2016-21
Total Households	38,932	100%	45,915	100%	47,564	100%	50,678	100%	17.9%	6.5%
\$0 - \$15,000	1,961	5.0%	2,500	5.4%	2,355	5.0%	1,886	3.7%	27.4%	-19.9%
\$15,000 - \$24,999	2,403	6.2%	3,426	7.5%	3,101	6.5%	2,613	5.2%	42.6%	-15.7%
\$25,000 - \$34,999	3,096	8.0%	3,697	8.1%	3,303	6.9%	2,909	5.7%	19.4%	-11.9%
\$35,000 - \$49,999	4,657	12.0%	4,723	10.3%	4,398	9.2%	3,950	7.8%	1.4%	-10.2%
\$50,000 - \$74,999	7,472	19.2%	7,291	15.9%	7,135	15.0%	6,422	12.7%	-2.4%	-10.0%
\$75,000 - \$99,999	6,094	15.7%	6,120	13.3%	6,316	13.3%	6,512	12.9%	0.4%	3.1%
\$100,000 - \$149,999	7,741	19.9%	9,460	20.6%	9,866	20.7%	12,118	23.9%	22.2%	22.8%
\$150,000 +	5,609	14.4%	8,698	18.9%	11,089	23.3%	14,269	28.2%	55.1%	28.7%
Median Hhld Income	\$74,740	.	\$80,071	.	\$88,454	.	\$103,718	.	7.1%	17.3%

2010 Population Census; American Community Survey; and Alteryx, Inc. © 2016.  
 Analysis and exhibit prepared by LandUseUSA, 2016.

Downtown 70% Effective Trade Area | Demographics  
 The City of Northville, Michigan | 2016 - 2021

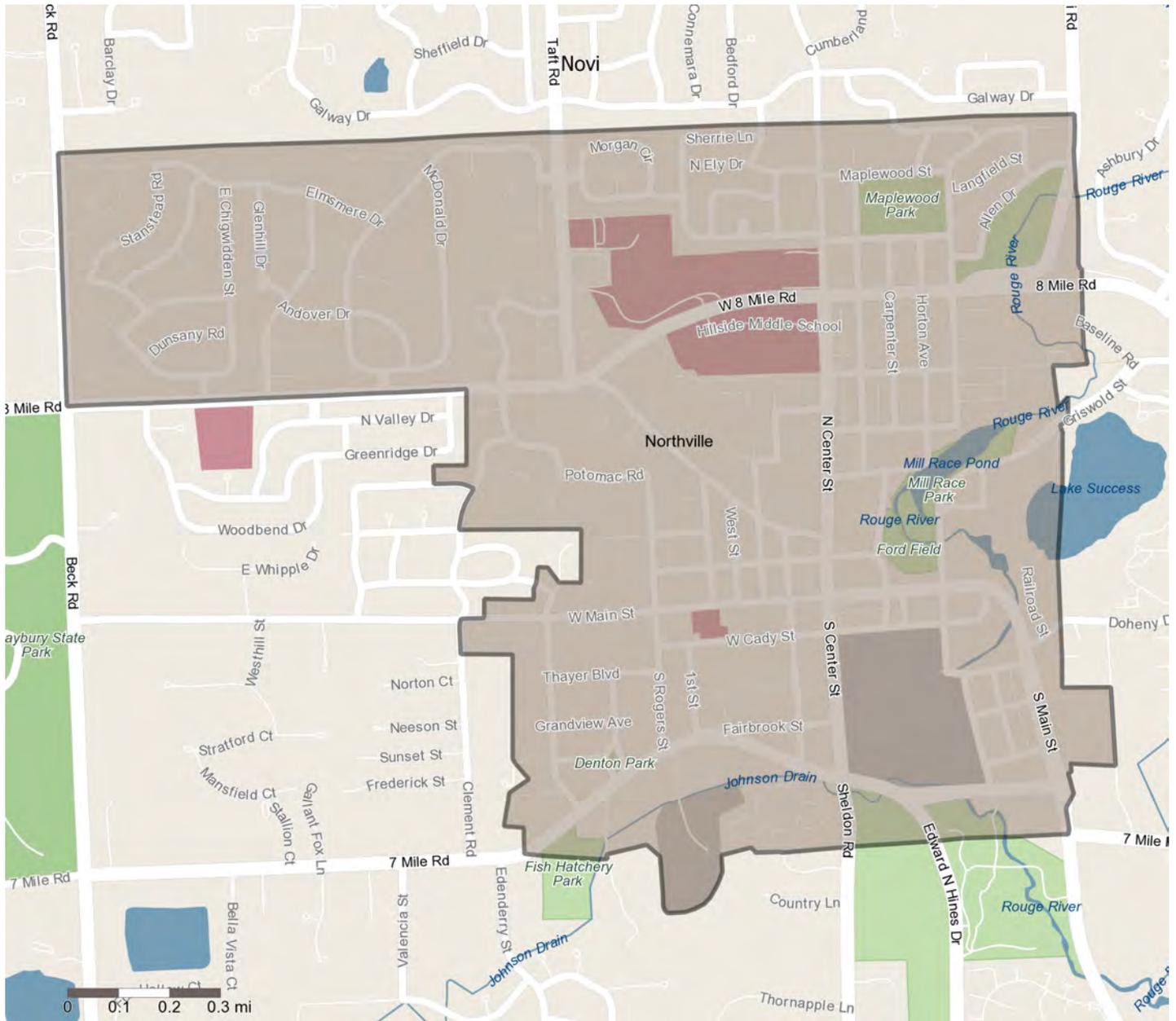
Exhibit G.3

	2000	2000	2010	2010	2016	2016	2021	2021	Percent Change	
EDUCATION	Census	Share	Census	Share	Estimates	Share	Projections	Share	2000-10	2016-21
Age 25+ Population	70,032	100%	79,939	100%	83,457	100%	90,323	100%	14.1%	8.2%
Grade K - 8	987	1%	750	1%	795	1%	866	1%	-23.9%	8.9%
Grade 9 - 11	4,009	6%	2,317	3%	2,607	3%	2,826	3%	-42.2%	8.4%
High School Graduate	13,887	20%	13,493	17%	13,934	17%	14,877	16%	-2.8%	6.8%
Some College Only	15,263	22%	15,978	20%	16,011	19%	17,090	19%	4.7%	6.7%
Associates Degree	4,859	7%	6,329	8%	6,534	8%	7,045	8%	30.3%	7.8%
Bachelor's Degree	18,675	27%	23,726	30%	24,698	30%	26,773	30%	27.0%	8.4%
Graduate Degree	12,024	17%	16,982	21%	18,429	22%	20,364	23%	41.2%	10.5%
No Schooling	328	0%	364	0%	448	1%	481	1%	11.0%	7.5%
	2000	2000	2010	2010	2016	2016	2021	2021	Percent Change	
EMPLOYMENT	Census	Share	Census	Share	Estimates	Share	Projections	Share	2000-10	2016-21
Total Population 16+	79,355	100%	90,886	100%	96,302	100%	104,216	100%	14.5%	14.7%
Total Labor Force	54,429	69%	61,058	67%	59,562	62%	64,993	62%	12.2%	9.1%
Civilian, Employed	53,017	97%	55,649	91%	56,939	96%	62,273	96%	5.0%	9.4%
Civilian, Unemployed	1,396	3%	5,391	9%	2,604	4%	2,700	4%	286.3%	3.7%
In Armed Forces	17	0%	18	0%	19	0%	20	0%	5.9%	5.3%
Not In Labor Force	24,926	31%	29,828	33%	36,740	38%	39,223	38%	19.7%	6.8%
	2000	2000	2010	2010	2016	2016	2021	2021	Percent Change	
EMPLOYMENT	Census	Share	Census	Share	Estimates	Share	Projections	Share	2000-10	2016-21
Total Population 16+	79,355	100%	90,886	100%	96,302	100%	104,216	100%	14.5%	14.7%
% Blue Collar	11,645	22%	11,771	21%	12,213	21%	13,221	23%	1.1%	8.3%
% White Collar	41,497	78%	43,878	79%	44,726	79%	49,052	86%	5.7%	9.7%

2010 Population Census; American Community Survey; and Alteryx, Inc. © 2016.  
 Analysis and exhibit prepared by LandUseUSA, 2016.

# Municipal Boundary and Street Grid The City of Northville, Michigan | 2016

Exhibit G.4



Source: Underlying map provided by Alteryx, Inc.; exhibit prepared by LandUseUSA.

Market Parameters and Forecasts | Population  
 The City of Northville and Other Places | Detroit Metro Prosperity Region 10

Order	County Name	2010 Census Pop- ulation	2010 ACS 1-yr Pop- ulation	2011 ACS 1-yr Pop- ulation	2012 ACS 1-yr Pop- ulation	2013 ACS 1-yr Pop- ulation	2014 ACS 5-yr Pop- ulation	2016 Forecast Pop- ulation	2020 Forecast Pop- ulation	2014 ACS 5-yr Persons per Hhld.
Northville and Others										
1	City of Northville	5,970	6,063	6,018	5,996	5,994	6,001	6,015	6,043	2.4
2	Novi Township	150	120	147	153	175	157	157	157	2.6
3	City of Novi	55,224	53,823	54,446	55,319	56,131	56,887	58,430	61,642	2.5
4	Northville Twp.	28,497	27,243	27,687	28,146	28,469	28,682	29,113	29,994	2.6
5	City of Plymouth	9,132	9,136	9,104	9,070	9,061	9,029	9,029	9,029	2.2
6	Plymouth Twp.	27,524	27,661	27,531	27,411	27,316	27,255	27,255	27,255	2.6
Clockwise										
1	Livingston Co.	180,967	181,350	181,362	181,678	182,402	183,264	185,000	188,522	2.7
2	Oakland Co.	1,202,362	1,201,113	1,202,625	1,207,097	1,213,406	1,220,798	1,235,717	1,266,105	2.5
3	Wayne Co.	1,820,584	1,870,362	1,844,186	1,822,469	1,804,507	1,790,078	1,790,078	1,790,078	2.7

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts | Households  
 The City of Northville and Other Places | Detroit Metro Prosperity Region 10

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
Northville and Others									
1	City of Northville	2,596	2,599	2,520	2,545	2,543	2,547	2,555	2,571
2	Novi Township	59	52	63	63	70	60	64	69
3	City of Novi	22,258	22,047	22,445	23,033	23,114	23,001	23,232	23,700
4	Northville Twp.	11,520	10,111	10,165	10,596	10,858	11,086	11,421	11,885
5	City of Plymouth	4,314	4,128	4,100	4,217	4,170	4,170	4,212	4,297
6	Plymouth Twp.	11,203	10,507	10,583	10,518	10,522	10,598	10,752	11,066
Clockwise									
1	Livingston Co.	67,380	67,265	67,397	67,399	67,691	68,279	69,470	71,916
2	Oakland Co.	483,698	481,040	481,449	482,978	486,332	489,797	496,801	511,112
3	Wayne Co.	702,749	690,943	681,674	674,263	670,987	667,553	670,226	675,604

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Some of the estimates for 2014 are provided by the Southeast Michigan Council of Governments (SEMCOG).

Exhibit G.7

Market Parameters and Forecasts | Median Household Income  
 The City of Northville and Other Places | Detroit Metro Prosperity Region 10

Order	County Name	2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
Northville and Others										
1	City Northville	\$101,943	\$104,583	\$88,237	\$89,116	\$91,270	\$94,385	\$98,936	\$109,956	\$54,410
2	Novi Township	\$98,750	\$104,063	\$93,750	\$108,125	\$125,000	\$133,645	\$146,944	\$138,333	\$57,000
3	City of Novi	\$80,151	\$76,561	\$78,430	\$80,108	\$80,299	\$81,913	\$85,239	\$105,657	\$55,074
4	Northville Twp.	\$101,761	\$99,458	\$97,470	\$97,161	\$101,949	\$109,104	\$120,030	\$125,581	\$53,111
5	City of Plymouth	\$70,045	\$69,038	\$63,875	\$73,389	\$67,350	\$68,704	\$71,493	\$88,284	\$39,026
6	Plymouth Twp.	\$91,087	\$87,846	\$86,156	\$86,217	\$80,806	\$82,430	\$85,777	\$96,757	\$40,417
Clockwise										
1	Livingston Co.	\$72,129	\$72,129	\$72,396	\$72,359	\$73,694	\$75,610	\$78,680	\$79,971	\$39,369
2	Oakland Co.	\$66,390	\$66,456	\$66,456	\$65,594	\$66,436	\$67,771	\$70,523	\$82,351	\$37,875
3	Wayne Co.	\$42,241	\$42,241	\$42,241	\$41,184	\$41,421	\$42,254	\$43,969	\$55,780	\$22,220

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Aggregate Household Income and Resident Expenditure Potential  
On G.A.F. Categories (General Merchandise, Apparel, and Furniture)

Order	County Name	2010 Census Aggregate Household Income	2011 ACS 5-yr Aggregate Household Income	2012 ACS 5-yr Aggregate Household Income	2013 ACS 5-yr Aggregate Household Income	2014 ACS 5-yr Aggregate Household Income	2016 Forecast Aggregate Household Income	2020 Forecast Aggregate Household Income	2016 G.A.F. Expend- iture Potential	2020 G.A.F. Expend- iture Potential
Northville and Others										
1	City of Northville	\$264.9	\$263.5	\$224.6	\$226.6	\$232.5	\$241.2	\$254.4	\$31.4	\$33.1
2	Novi Township	\$5.1	\$6.6	\$5.9	\$7.6	\$7.5	\$8.5	\$10.1	\$1.1	\$1.3
3	City of Novi	\$1,767.1	\$1,718.4	\$1,806.5	\$1,851.6	\$1,847.0	\$1,903.0	\$2,020.1	\$247.4	\$262.6
4	Northville Twp.	\$1,028.9	\$1,011.0	\$1,032.8	\$1,055.0	\$1,130.2	\$1,246.1	\$1,426.5	\$162.0	\$185.4
5	City of Plymouth	\$289.1	\$283.1	\$269.4	\$306.0	\$280.8	\$289.4	\$307.2	\$37.6	\$39.9
6	Plymouth Twp.	\$957.1	\$929.7	\$906.2	\$907.2	\$856.4	\$886.3	\$949.2	\$115.2	\$123.4
Clockwise										
1	Livingston Co.	\$4,851.8	\$4,861.3	\$4,879.4	\$4,898.1	\$5,031.8	\$5,252.6	\$5,658.3	\$682.8	\$735.6
2	Oakland Co.	\$31,936.2	\$31,995.2	\$32,096.8	\$31,900.5	\$32,540.2	\$33,668.9	\$36,045.2	\$4,377.0	\$4,685.9
3	Wayne Co.	\$29,186.1	\$28,794.6	\$28,481.5	\$27,633.9	\$27,650.7	\$28,319.4	\$29,705.8	\$3,681.5	\$3,861.8

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Selected Demographic Variables and Economic Indicators  
The City of Northville | Detroit Metro Prosperity Region 10

	City of North- ville	Novi Twp.	The City of Novi	Northville Twp.	The City of Plymouth	Plymouth Twp.	Livingston County	Oakland County	Wayne County
2010   Households	2,596	59	22,258	11,520	4,314	11,203	67,380	483,698	702,749
2014   Households	2,547	60	23,001	11,086	4,170	10,598	68,279	489,797	667,553
compound annual rate	-0.5%	0.4%	0.8%	-1.0%	-0.8%	-1.4%	0.3%	0.3%	-1.3%
2010   Population	5,970	150	55,224	28,497	9,132	27,524	180,967	1,202,362	1,820,584
2014   Population	6,001	157	56,887	28,682	9,029	27,255	183,264	1,220,798	1,790,078
compound annual rate	0.1%	1.1%	0.7%	0.2%	-0.3%	-0.2%	0.3%	0.4%	-0.4%
Group Quarters 2014	34	0	334	206	138	36	1,182	11,375	21,141
Correction, Detention, Prison	0	0	0	11	0	1	320	1,796	3,571
Nursing and Special Care	34	0	293	0	118	5	530	3,724	7,267
College/University Housing	0	0	0	0	0	0	1	2,433	2,248
Military Quarters	0	0	0	0	0	0	0	0	0
Other Organized Groups	0	0	41	195	20	30	330	3,422	8,055
Total Population 18+ years	5,186	137	47,287	23,565	7,510	22,746	152,654	1,040,905	1,526,494
Less Than High School Grad.	3%	2%	5%	4%	5%	4%	6%	7%	16%
High School Grad or Equiv.	13%	11%	16%	14%	16%	17%	27%	21%	30%
Some College, Assoc. Degree	24%	16%	26%	24%	27%	30%	36%	31%	34%
Bachelor's Degree or Higher	60%	71%	53%	58%	52%	49%	31%	41%	20%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and the Bureau of Labor Statistics (BLS), 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Traffic counts as reported by the Michigan Dept. of Transportation, 2014.

Selected Employment and Economic Indicators  
The City of Northville | Detroit Metro Prosperity Region 10

	City of North- ville	Novi Twp.	The City of Novi	Northville Twp.	The City of Plymouth	Plymouth Twp.	Livingston County	Oakland County	Wayne County
2014   Employment by Industry	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Educ. Serv., Health Care, Soc. Asst.	24.6%	15.6%	21.2%	24.4%	25.8%	24.4%	21.5%	23.4%	23.7%
Profess. Sci. Mngmt. Admin. Waste	20.1%	12.2%	13.8%	13.5%	12.7%	15.5%	10.0%	13.9%	10.5%
Finance, Insurance, Real Estate	8.0%	4.4%	8.4%	9.4%	7.4%	6.4%	6.4%	7.8%	5.5%
Information	2.5%	0.0%	2.1%	1.2%	2.7%	2.2%	1.7%	2.1%	1.8%
Other Services, excl. Public Admin.	3.4%	13.3%	2.9%	4.1%	3.8%	3.6%	4.6%	4.3%	4.9%
Public Administration	1.1%	1.1%	2.6%	2.5%	2.8%	2.1%	3.0%	2.9%	3.7%
Manufacturing	19.4%	20.0%	21.9%	20.8%	17.9%	19.9%	18.0%	17.4%	16.2%
Construction	3.4%	5.6%	2.9%	2.7%	2.6%	4.4%	7.1%	3.9%	3.9%
Transportation, Wrhse., Utilities	3.1%	0.0%	2.9%	2.6%	3.0%	2.4%	3.4%	2.7%	5.9%
Wholesale Trade	1.2%	3.3%	3.1%	3.7%	3.3%	3.7%	3.1%	2.7%	2.4%
Agric., Forest, Fish, Hunt, Mining	0.0%	0.0%	0.1%	0.4%	0.0%	0.0%	0.9%	0.3%	0.3%
Retail Trade (all subcategories)	4.6%	16.7%	9.9%	6.1%	8.0%	7.1%	12.3%	10.3%	10.8%
Arts, Ent., Rec., Accom., Food Serv.	<u>8.6%</u>	<u>7.8%</u>	<u>8.2%</u>	<u>8.7%</u>	<u>9.9%</u>	<u>8.2%</u>	<u>8.0%</u>	<u>8.5%</u>	<u>10.5%</u>
Subtotal Retail, Hotels, Food	13.1%	24.4%	18.2%	14.7%	17.9%	15.3%	20.3%	18.8%	21.3%
2009-14   Unemployment Rate (ACS)	9.1%	2.2%	6.0%	5.1%	6.2%	6.4%	7.5%	9.1%	16.8%
2015   Unemployment Rate (BLS)	5.0%	2.2%	4.9%	4.9%	4.9%	4.9%	4.9%	5.0%	7.3%
Avg. Daily Traffic on Peak Corridor	27,200	.	188,400	160,700	129,100	113,700	99,300	184,200	188,400

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and the Bureau of Labor Statistics (BLS), 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Traffic counts as reported by the Michigan Dept. of Transportation, 2014.