



Market Conditions

“You can be successful in Northville”

Opportunities Exist for Your Business

- Highlighted by approximately 200 businesses in the Downtown Development Authority (DDA) district, there is room to grow.
- Trade area spans a 4 mile radius and has a potential of \$2.25 billion in annual retail sales.
- Northville serves two diverse market segments, local residents and regional shoppers.
- Downtown Northville offers a unique combination of neighborhood convenience goods and services, as well as destination boutiques, galleries, and restaurants.

Vibrant Market with Excellent Customer Opportunities

- An average of 11,500 cars enter Downtown Northville each day.
- Over 2,200 free parking spaces (street parking, decks, and surface lots) provide ample availability and turnover.
- Downtown Northville has three theaters and year-round events that help support downtown restaurants, cultural arts, and retail stores.
- Street festivals and parades draw more than 300,000 visitors to town each year.
- Friday night concerts are a very popular summer event for Northville residents drawing large crowds each week to the downtown.

Properties Exist that Fit Your Needs

- Prime first floor retail and second floor professional space is available at competitive rates.
- An estimated \$20 million has been invested in redevelopment in the DDA area in the past six years
- More than 30 percent of the 232,000 sq. ft. of retail space has been newly constructed or substantially renovated in the past ten years.
- More than \$5 million in improved streetscape and landscape projects have been completed per the Downtown Strategic Plan for Downtown Northville.
- A complete profile of available properties is provided on the DDA website (www.downtownnorthville.com)

Great Customer Demographics

- A sophisticated and affluent community located in the booming technology/services corridor of southeast Michigan
- In the surrounding Charter Township of Northville area, housing has grown by 30 percent in the past ten years.
- Demographics of the area support downtown businesses.

	Total US	Michigan	Northville
Median Household Income	\$52,762	\$48,669	\$101,761
College Educated	27%	25%	63%

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Opportunities Exist for Your Business

Characteristics	City of Northville	Northville Township
2010 Population	5,970	28,497
2010 Households	2,596	12,236
2010 Per Capita Income	\$42,343	\$49,799
2000 Median Household Income	\$83,961	\$81,541
2010 Median Household income	\$101,943	\$101,761
Percent of Households with Incomes Greater than \$150,000	21%	20%
2010 Percent Caucasian	92.1%	80.9%
2010 Percent Asian or Pacific Islander	2.6%	11.2%
2010 Persons per Household	2.3	2.47
2010 Median Age	45.3	42.4
2010 Percent Married	49.4%	61.5%
2010 Percent College Educated	51%	63%

Opportunities Exist for Your Business

- Strong partnerships exist between the DDA, Chamber of Commerce, City government, and Northville Central Business Association (NCBA).
- A business assistance grant program was established in 2008 offering funds for both physical improvement and professional resources.
- A City-wide cooperative marketing effort is in place.
- A Specially-dedicated DDA and Chamber staff is available to assist in opening your new business.