



POOP

IN A

GROUP

GETTING YOUR ACT TOGETHER BEFORE YOU MARKET

WEBINARS

- The Role of Economic Development in Main Street + The Role of Main Street in Economic Development
- Market Data: Turning Numbers into Opportunity
- Poop in a Group: Getting Your Act Together Before You Market
- Property Marketing 101

IN-PERSON TRAINING

- Why Do Real Estate Redevelopment?
- Understanding the Real Estate Redevelopment Process
- Evaluating Potential Sites
- Pro Forma 101
- MEDC's Pro Forma Tool



TWO CUSTOMER GROUPS:

BUSINESSES

+

DEVELOPERS



KEY INFO

YOU ALREADY HAVE

- Property Inventory
- Market Data
- Business Mix

PROPERTY INVENTORY

- Created During Application
- Update Yearly
- Focus on Vacant Spaces
 - Buildings + Land

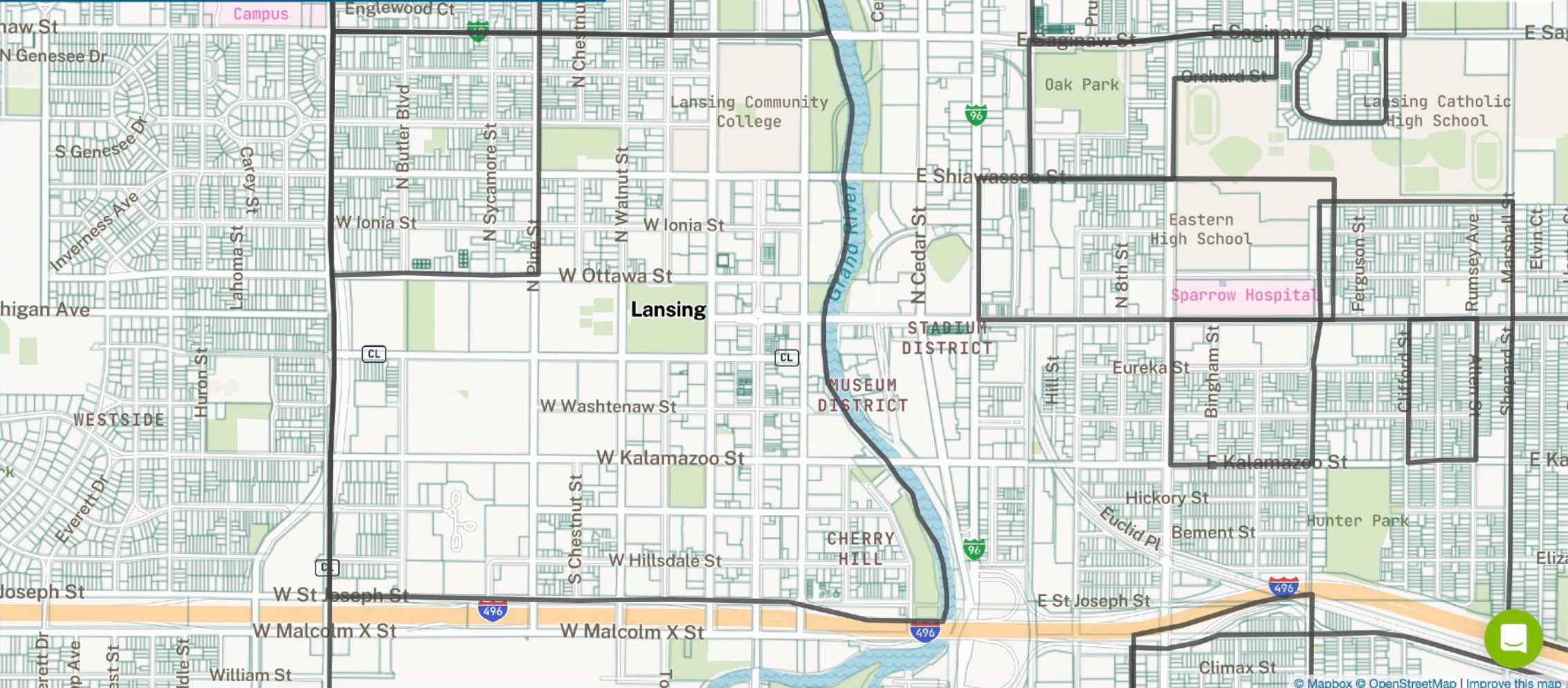
PROPERTY INVENTORY

- Inventory/Property Info Hack:
 - regrid.com
 - County-Level Data

CURRENTLY VIEWING: US > MICHIGAN > INGHAM COUNTY > LANSING

- Overview
- Save
- Share
- Following
- Filter
- Style
- List
- Datasets
- Import
- Export
- Survey
- Need to download county or state data? Visit the Data Store

- BACK OUT
- BOUNDS
- LAYERS
- LOCATE ME
- DRAW
- PRINT

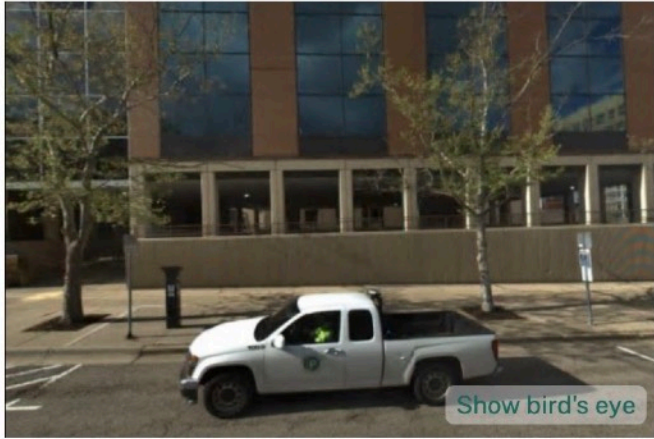


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300 N Washington Sq

Parcel Data

ACTIONS



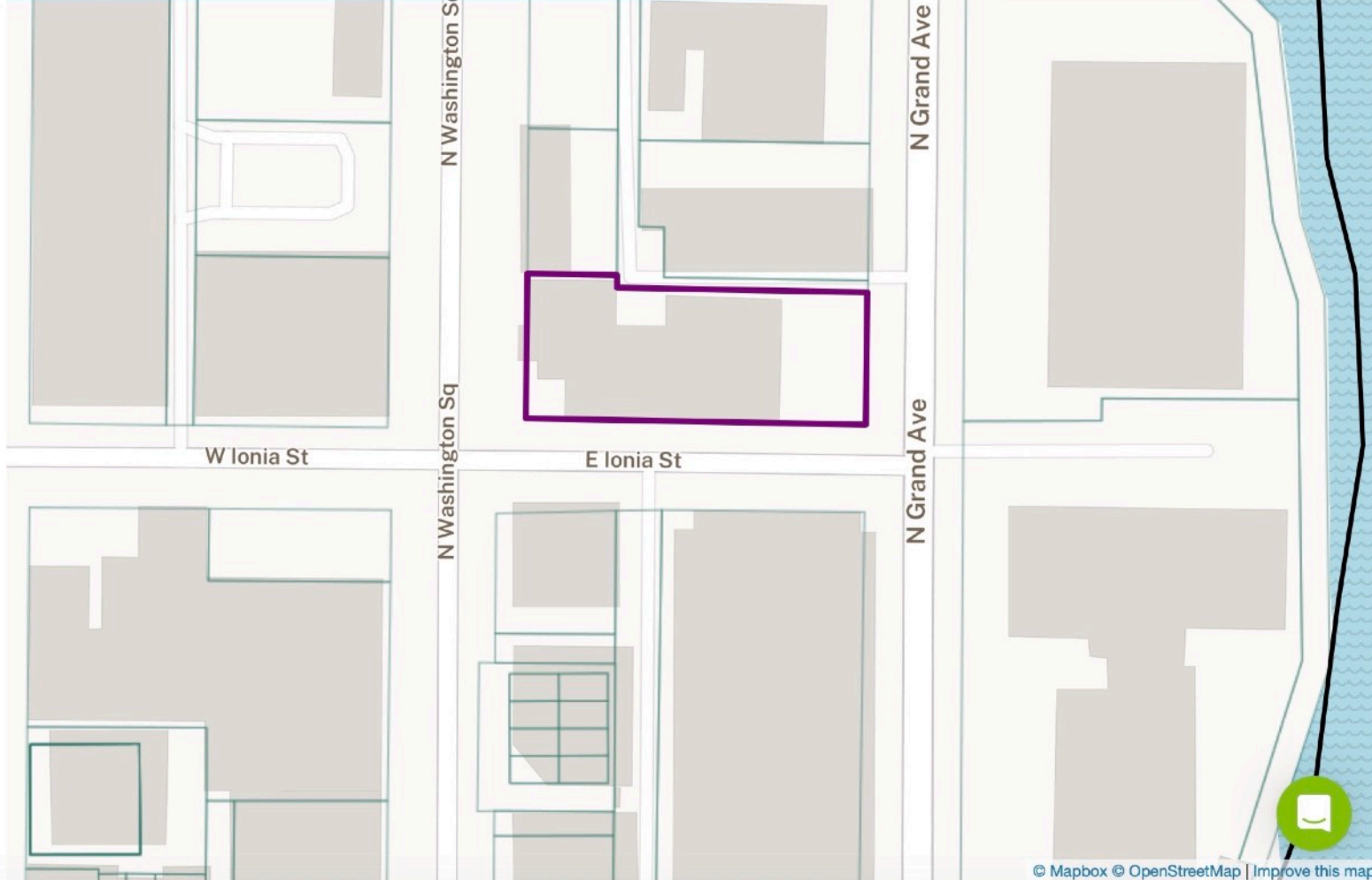
Premium Fields

Parcel Address

Parcel ID	33-01-01-16-251-101
Parcel Address	300 N WASHINGTON SQ
Parcel Address City	LANSING
Parcel Address Zip Code	48933-1244

Owner Information

Map navigation controls: +, -, BACK OUT, BOUNDS, LAYERS, LOCATE ME, DRAW, PRINT



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Structure Details

Regrid Calculated Data

Regrid Calculated Building Count	1
Regrid Calculated Building Footprint Square Feet	22,716

Geographic Information

County-Provided Acres	0.937
Centroid Coordinates	42.736191, -84.551405

Opportunity Zones

Federal Qualified Opportunity Zone	Yes
Qualified Opportunity Zone Tract Number	26065006800

Census Geographies

Census 2020 Block	260650067001002
Census 2020 Blockgroup	260650067001
Census 2020 Tract	26065006700

Regrid Calculated Data

Calculated Acres	0.88692
------------------	---------

Map navigation and visualization interface.

Map controls: +, -, BACK OUT, BOUNDS, LAYERS, LOCATE ME, DRAW, PRINT

Map address: 316 N CAPITOL AVE CITY OF LANSING

Map labels: N Grand Ave, E Shiawassee St, W Ionia St, N Washington Sq, Grand River

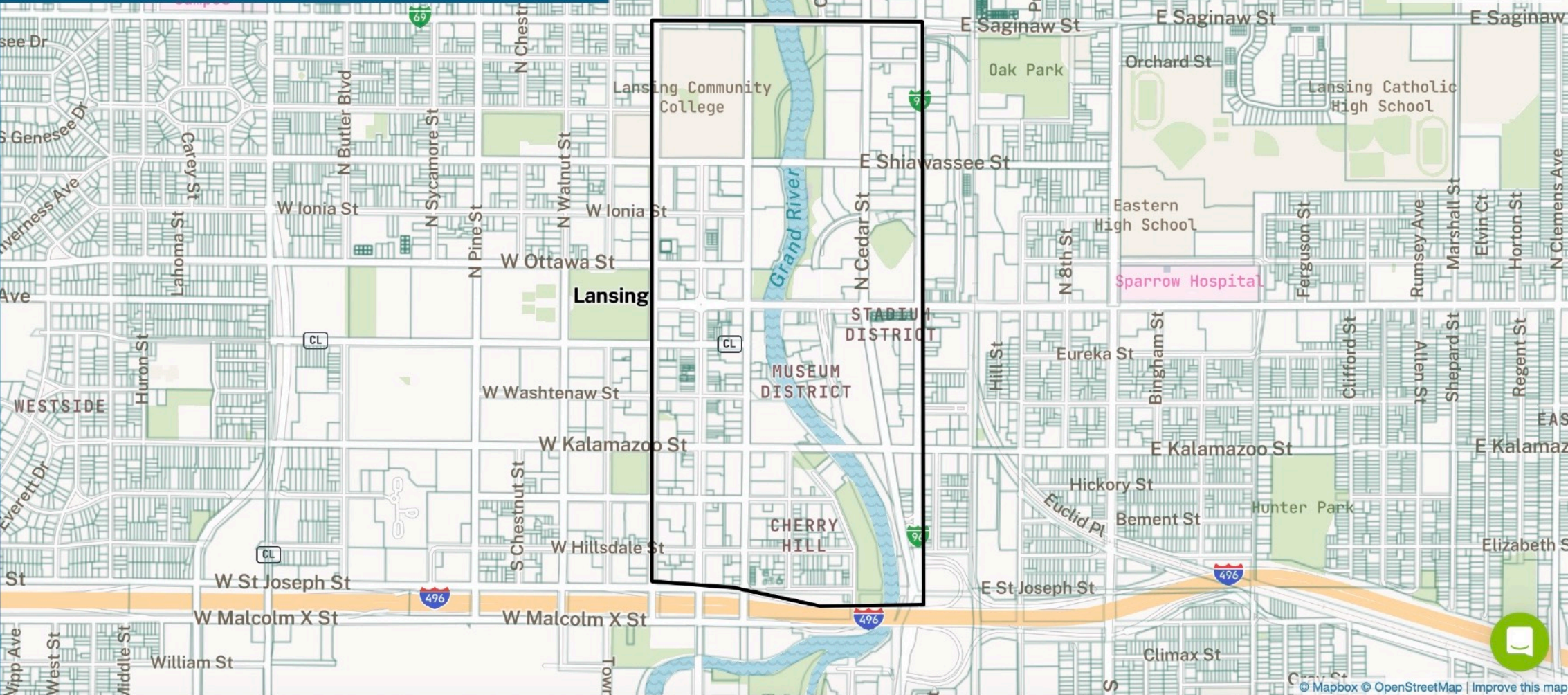
Map features: A purple-outlined polygon highlights a specific parcel on the map.

Map footer: © Mapbox © OpenStreetMap | Improve this map

CURRENTLY VIEWING: US > MICHIGAN > INGHAM COUNTY > LANSING, MI > LANSING PSD

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Map navigation controls: +, -, BACK OUT, BOUNDS, LAYERS, LOCATE ME, DRAW, PRINT



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Export

You may save your project's data to a file by choosing a file format from the buttons below.

[CSV](#)
[XLS](#)
[SHP](#)
[KML](#)

Looking for bulk parcel downloads?

[SHOP INGHAM COUNTY DATA](#)

Exporting guidelines:

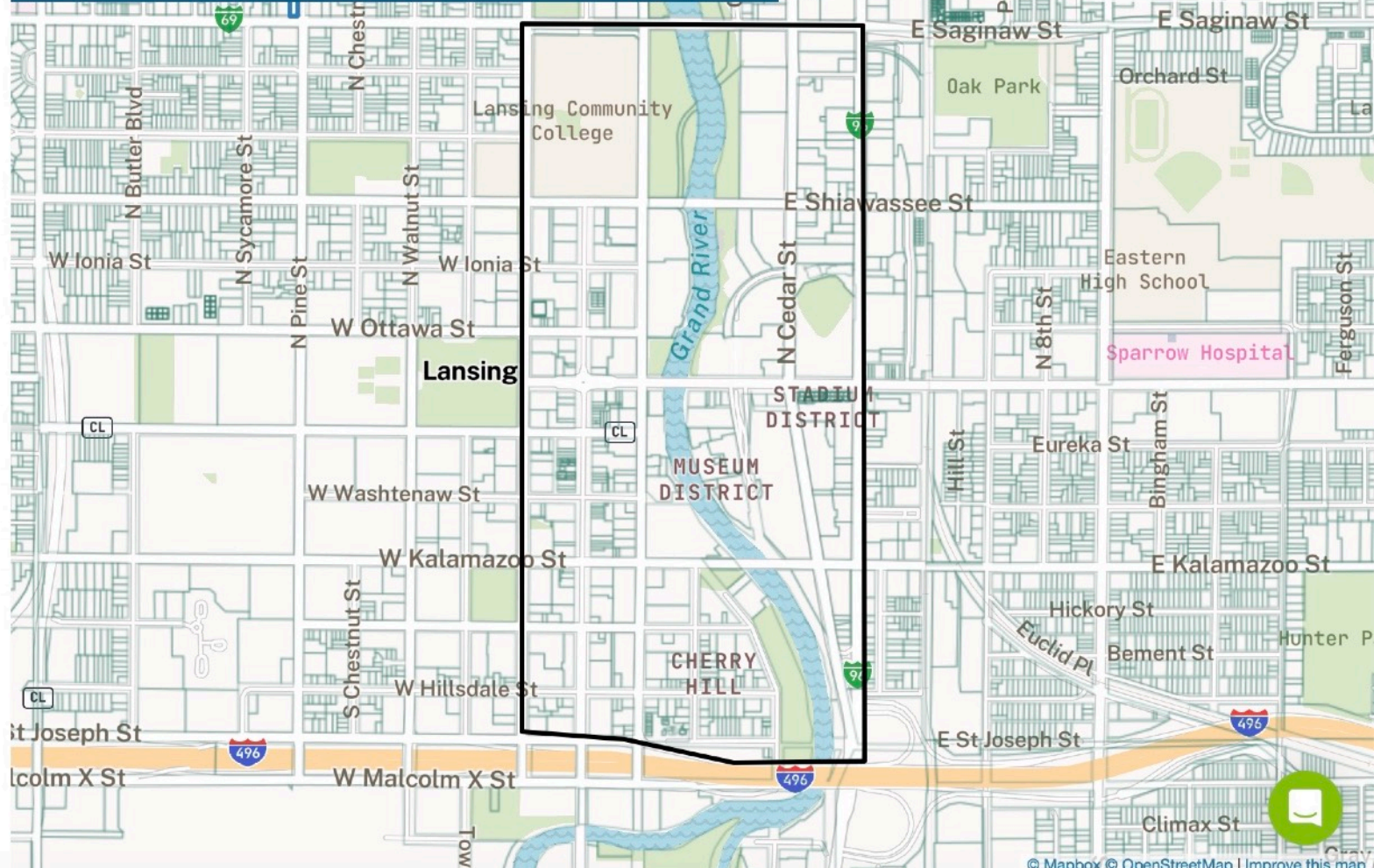
- Only data within this Project's current Place (the area on the map bounded by a thick black line) will export. Learn more about changing your Project's Place here.
- You can always export all data that you import, as well as any data that you create using our surveying tool.
- A paid account at any level will also allow you to export up to 50,000 rows of our base parcel data in CSV format per month. You can use this panel after saving a Project, or the List panel in the sidebar.
- For shapefile exports (with parcel geometry) see the bulk data notes below.

Premium data exporting notes:

- Learn more about these data fields here.

[+](#)
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[🖨](#)

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[BOUNDS](#)
[LAYERS](#)
[LOCATE ME](#)
[DRAW](#)
[PRINT](#)



Microsoft Excel ribbon showing: Paste, Font (Arial, 12), Paragraph, Conditional Formatting, Format as Table, Cell Styles, Insert, Delete, Format, Sort & Filter, Find & Select, Analyze Data, Create and Share Adobe PDF.

A1 fx parcelnumb

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	parcelnumb	owner	address	scity	szip	usecode	struct	parvaltype	parval	mailadd	mail_city	mail_state2	mail_zip	saddno	saddpref	saddstr	sunit	address_sou
2	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	624600	200 N WASH	LANSING	MI	48933-1320	222	N	WASHINGTON	# 1	county;accuzip
3	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	442100	200 N WASH	LANSING	MI	48933-1320	222	N	WASHINGTON	# 2	county;accuzip
4	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	208200	200 N WASH	LANSING	MI	48933-1320	222	N	WASHINGTON	# 3	county;accuzip
5	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	320000	200 N WASH	LANSING	MI	48933-1313	222	N	WASHINGTON	UNIT 4	county;accuzip
6	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	242900	200 N WASH	LANSING	MI	48933-1320	222	N	WASHINGTON	# 5	county;accuzip
7	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	485800	200 N WASH	LANSING	MI	48933-1313	222	N	WASHINGTON	# 6	county;accuzip
8	33-01-01-16-	R & A DEVEL	222 N WASH	LANSING	48933-1325	201		MBOR SEV	242900	200 N WASH	LANSING	MI	48933-1313	222	N	WASHINGTON	# 7	county;accuzip
9	33-01-01-16-	ALLEGAN PF	123 W ALLE	LANSING	48933-1734	201		MBOR SEV	4039700	124 W ALLE	LANSING	MI	48933	123	W	ALLEGAN		county;accuzip
10	33-01-01-16-	BURNS & LA	220 S WASH	LANSING	48933-1579	201		MBOR SEV	226000	720 MEADO	LANSING	MI	48917-4203	220	S	WASHINGTON	UNIT 1	county;accuzip
11	33-01-01-16-	A NOVEL CO	222 S WASH	LANSING	48933-1808	201		MBOR SEV	105100	222 S WASH	LANSING	MI	48933	222	S	WASHINGTON	UNIT 2	county;accuzip
12	33-01-01-16-	LAWSON GR	222 S WASH	LANSING	48933-1808	401		MBOR SEV	87800	8416 EMBE	LANSING	MI	48917	222	S	WASHINGTON	UNIT 4	county;accuzip
13	33-01-01-16-	RICHARDSO	222 S WASH	LANSING	48933-1808	401		MBOR SEV	89500	222 S WASH	LANSING	MI	48933	222	S	WASHINGTON	UNIT 6	county;accuzip
14	33-01-01-16-	LAWSON RU	222 S WASH	LANSING	48933-1808	401		MBOR SEV	90000	8416 EMBE	LANSING	MI	48917	222	S	WASHINGTON	UNIT 5	county;accuzip
15	33-01-01-16-	SIMPSON CA	222 S WASH	LANSING	48933-1808	401		MBOR SEV	89800	222 S WASH	LANSING	MI	48933	222	S	WASHINGTON	UNIT 3	county;accuzip
16	33-01-01-16-	CRESSMAN	214 S WASH	LANSING	48933-1842	401		MBOR SEV	92300	214 S WASH	LANSING	MI	48933-1842	214	S	WASHINGTON	APT 3	county;accuzip
17	33-01-01-16-	AK WENCO L	214 S WASH	LANSING	48933-1817	201		MBOR SEV	174700	P O BOX 144	APTOS	CA	95001	214	S	WASHINGTON	UNIT 5	county;accuzip
18	33-01-01-16-	SAINI FAMIL	212 S WASH	LANSING	48933-1808	201		MBOR SEV	152700	7328 CONEF	GRAND LED	MI	48837	212	S	WASHINGTON	UNIT 6	county;accuzip
19	33-01-01-16-	SPIRIT PART	121 S WASH	LANSING	48933-1703	201		MBOR SEV	0	P O BOX 400	EAST LANSI	MI	48826-4007	121	S	WASHINGTON		county;accuzip
20	33-01-01-16-	KOSOVEC TH	505 CHERRY	LANSING	48933-2498	401		MBOR SEV	44100	16460 SPRIN	SPRING LAK	MI	49456	505		CHERRY	APT 1	county;accuzip
21	33-01-01-16-	PAGEL SCO	500 E MICHK	LANSING	48912-1177	401		MBOR SEV	123600	500 E MICHK	LANSING	MI	48912-1177	500	E	MICHIGAN	APT 409	county;accuzip
22	33-01-01-16-	MAMMAH DA	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHK	LANSING	MI	48912	500	E	MICHIGAN	APT 419	county;accuzip
23	33-01-01-16-	WILLIAMS SF	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHK	LANSING	MI	48912-1175	500	E	MICHIGAN	APT 417	county;accuzip
24	33-01-01-16-	LOMAX MICH	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	106400	5939 NEW KI	RICHMOND	VA	23225	500	E	MICHIGAN	APT 415	county;accuzip
25	33-01-01-16-	LOMAX MICH	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHK	LANSING	MI	48912	500	E	MICHIGAN	APT 413	county;accuzip
26	33-01-01-16-	SAKINA'S PL	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	106400	6340 FRANK	BLOOMFIELD	MI	48301	500	E	MICHIGAN	APT 411	county;accuzip
27	33-01-01-16-	SURI MANAC	500 E MICHK	LANSING	48912-1177	401		MBOR SEV	106400	PO BOX 433	EAST LANSI	MI	48823	500	E	MICHIGAN	APT 401	county;accuzip
28	33-01-01-16-	RIVERA-SAL	500 E MICHK	LANSING	48912-1177	401		MBOR SEV	106400	500 E MICHK	LANSING	MI	48912	500	E	MICHIGAN	APT 407	county;accuzip
29	33-01-01-16-	MILSTEIN CY	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	71800	500 E MICHK	LANSING	MI	48912	500	E	MICHIGAN	APT 418	county;accuzip
30	33-01-01-16-	SHEVICK NA	500 E MICHK	LANSING	48912-1175	401		MBOR SEV	20000	500 E MICHK	LANSING	MI	48912	500	E	MICHIGAN	APT 420	county;accuzip
31	33-01-01-21-	CLARK BRO	342 E ST JO	LANSING	48933	401		MBOR SEV	39700	3251 EASTE	GRAND RAP	MI	49508	342	E	ST JOSEPH	# 1	county;accuzip
32	33-01-01-16-	QUALITY DA	500 E SAGIN	LANSING	48906-5252	201		MBOR SEV	324700	111 W MOUN	LANSING	MI	48910-9080	500	E	SAGINAW		county;accuzip
33	33-01-01-16-	CITY OF LAN	316 N CAPIT	LANSING	48933-1284	201		MBOR SEV	0	316 N CAPIT	LANSING	MI	48933-1200	316	N	CAPITOL		county;accuzip
34	33-01-01-16-	LANSING CC	309 N WASH	LANSING	48933-1239	201		MBOR SEV	308900	309 N WASH	LANSING	MI	48933	309	N	WASHINGTON		county;accuzip

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General

Conditional Formatting Format as Table Cell Styles

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Analyze Data Create and Share Adobe PDF

	A	B	C	D	E	F	G	H	I	J	K
1	parcelnumb	owner	address	scity	szip	usecode	struct	parvaltype	parval	mailadd	mail_city
2	33-01-01-16-254-301	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 1	LANSING	48933-1325	201		MBOR SEV	624600	200 N WASHINGTON SQ	LANSING
3	33-01-01-16-254-302	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 2	LANSING	48933-1325	201		MBOR SEV	442100	200 N WASHINGTON SQ	LANSING
4	33-01-01-16-254-303	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 3	LANSING	48933-1325	201		MBOR SEV	208200	200 N WASHINGTON SQ	LANSING
5	33-01-01-16-254-304	R & A DEVELOPMENT L L C	222 N WASHINGTON SQ UNIT 4	LANSING	48933-1325	201		MBOR SEV	320000	200 N WASHINGTON SQ STE 320	LANSING
6	33-01-01-16-254-305	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 5	LANSING	48933-1325	201		MBOR SEV	242900	200 N WASHINGTON SQ	LANSING
7	33-01-01-16-254-306	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 6	LANSING	48933-1325	201		MBOR SEV	485800	200 N WASHINGTON SQ STE 440	LANSING
8	33-01-01-16-254-307	R & A DEVELOPMENT COMPANY	222 N WASHINGTON SQ # 7	LANSING	48933-1325	201		MBOR SEV	242900	200 N WASHINGTON SQ STE 440	LANSING
9	33-01-01-16-328-001	ALLEGAN PROPERTY L L C	123 W ALLEGAN ST	LANSING	48933-1734	201		MBOR SEV	4039700	124 W ALLEGAN ST SUITE #2100	LANSING
10	33-01-01-16-340-001	BURNS & LAYHER PROPERTIES L L C	220 S WASHINGTON SQ UNIT 1	LANSING	48933-1579	201		MBOR SEV	226000	720 MEADOWVIEW LN	LANSING
11	33-01-01-16-340-002	A NOVEL CONCEPT HOLDINGS LLC	222 S WASHINGTON SQ UNIT 2	LANSING	48933-1808	201		MBOR SEV	105100	222 S WASHINGTON SQ, UNIT #2	LANSING
12	33-01-01-16-340-003	LAWSON GREGORY A & TOLANI R	222 S WASHINGTON SQ UNIT 4	LANSING	48933-1808	401		MBOR SEV	87800	8416 EMBER GLEN PASS	LANSING
13	33-01-01-16-340-004	RICHARDSON IAN	222 S WASHINGTON SQ UNIT 6	LANSING	48933-1808	401		MBOR SEV	89500	222 S WASHINGTON SQ UNIT 6	LANSING
14	33-01-01-16-340-005	LAWSON RUFAT T & LAWSON GREGORY A	222 S WASHINGTON SQ UNIT 5	LANSING	48933-1808	401		MBOR SEV	90000	8416 EMBER GLEN PASS	LANSING
15	33-01-01-16-340-006	SIMPSON CARRIE LYNN	222 S WASHINGTON SQ UNIT 3	LANSING	48933-1808	401		MBOR SEV	89800	222 S WASHINGTON SQ UNIT 3	LANSING
16	33-01-01-16-390-003	CRESSMAN BLAINE JR	214 S WASHINGTON SQ APT 3	LANSING	48933-1842	401		MBOR SEV	92300	214 S WASHINGTON SQ # 3	LANSING
17	33-01-01-16-390-005	AK WENCO LLC	214 S WASHINGTON SQ UNIT 5	LANSING	48933-1817	201		MBOR SEV	174700	P O BOX 1448	APTOS
18	33-01-01-16-390-006	SAINI FAMILY LLC	212 S WASHINGTON SQ UNIT 6	LANSING	48933-1808	201		MBOR SEV	152700	7328 CONEFLOWER CT	GRAND LEDGE
19	33-01-01-16-401-083	SPIRIT PARTNERSHIP	121 S WASHINGTON SQ	LANSING	48933-1703	201		MBOR SEV	0	P O BOX 4007	EAST LANSING
20	33-01-01-16-457-011	KOSOVEC THOMAS A & DIANE M	505 CHERRY ST APT 1	LANSING	48933-2498	401		MBOR SEV	44100	16460 SPRINGVALE CT	SPRING LAKE
21	33-01-01-16-491-010	PAGEL SCOTT J & KELLI A, CO-TRSTEES	500 E MICHIGAN AVE APT 409	LANSING	48912-1177	401		MBOR SEV	123600	500 E MICHIGAN AVE APT 409	LANSING
22	33-01-01-16-491-001	MAMMAH DANIEL	500 E MICHIGAN AVE APT 419	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHIGAN AVE 419	LANSING
23	33-01-01-16-491-002	WILLIAMS SHENEGA	500 E MICHIGAN AVE APT 417	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHIGAN AVE APT 417	LANSING
24	33-01-01-16-491-003	LOMAX MICHAEL & TAMURA	500 E MICHIGAN AVE APT 415	LANSING	48912-1175	401		MBOR SEV	106400	5939 NEW KENT RD	RICHMOND
25	33-01-01-16-491-004	LOMAX MICHAEL & TAMURA	500 E MICHIGAN AVE APT 413	LANSING	48912-1175	401		MBOR SEV	106400	500 E MICHIGAN AVE 415	LANSING
26	33-01-01-16-491-005	SAKINA'S PLACE OF BLOOMFIELD HILLS	500 E MICHIGAN AVE APT 411	LANSING	48912-1175	401		MBOR SEV	106400	6340 FRANKLIN RD	BLOOMFIELD H
27	33-01-01-16-491-006	SURI MANAGEMENT L L C	500 E MICHIGAN AVE APT 401	LANSING	48912-1177	401		MBOR SEV	106400	PO BOX 4332	EAST LANSING
28	33-01-01-16-491-009	RIVERA-SALAS CLAUDIA	500 E MICHIGAN AVE APT 407	LANSING	48912-1177	401		MBOR SEV	106400	500 E MICHIGAN AVE 407	LANSING
29	33-01-01-16-491-019	MILSTEIN CYNTHIA	500 E MICHIGAN AVE APT 418	LANSING	48912-1175	401		MBOR SEV	71800	500 E MICHIGAN AVE 418	LANSING
30	33-01-01-16-491-020	SHEVICK NATHAN	500 E MICHIGAN AVE APT 420	LANSING	48912-1175	401		MBOR SEV	20000	500 E MICHIGAN AVE APT 420	LANSING
31	33-01-01-21-202-001	CLARK BROS CAPITAL CORPORATION	342 E ST JOSEPH ST 1	LANSING	48933	401		MBOR SEV	39700	3251 EASTERN AVE SE	GRAND RAPIDS
32	33-01-01-16-226-002	QUALITY DAIRY CO	500 E SAGINAW ST	LANSING	48906-5252	201		MBOR SEV	324700	111 W MOUNT HOPE AVE STE 3A	LANSING
33	33-01-01-16-178-051	CITY OF LANSING	316 N CAPITOL AVE	LANSING	48933-1284	201		MBOR SEV	0	316 N CAPITOL AVE STE D1	LANSING

TWO TYPES OF **SPACES**

- Ready-to-Go
- Yet-to-Be-Developed

PRIORITIZE

SPACES

Vacant

Willing Owners

Ease of Reuse*

* Evaluating Potential Sites - May 9

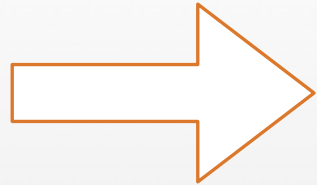
UNDERSTAND NEEDS

Would My Business Work Here?

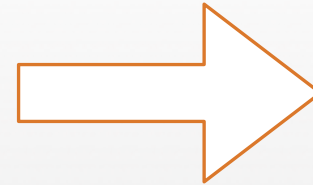
Can I Find a Project That Makes Money?

BUSINESSES

Community



Market Data



Location

BUSINESSES

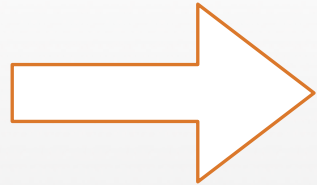
Customer-Focused

- Are There Customers?
- Can They Afford My Product?
- Can They Find Me?

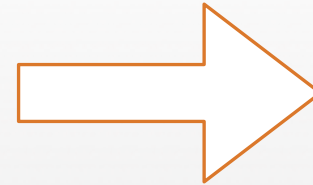
Can I Afford to Be in That Space?

DEVELOPERS

Community



Location

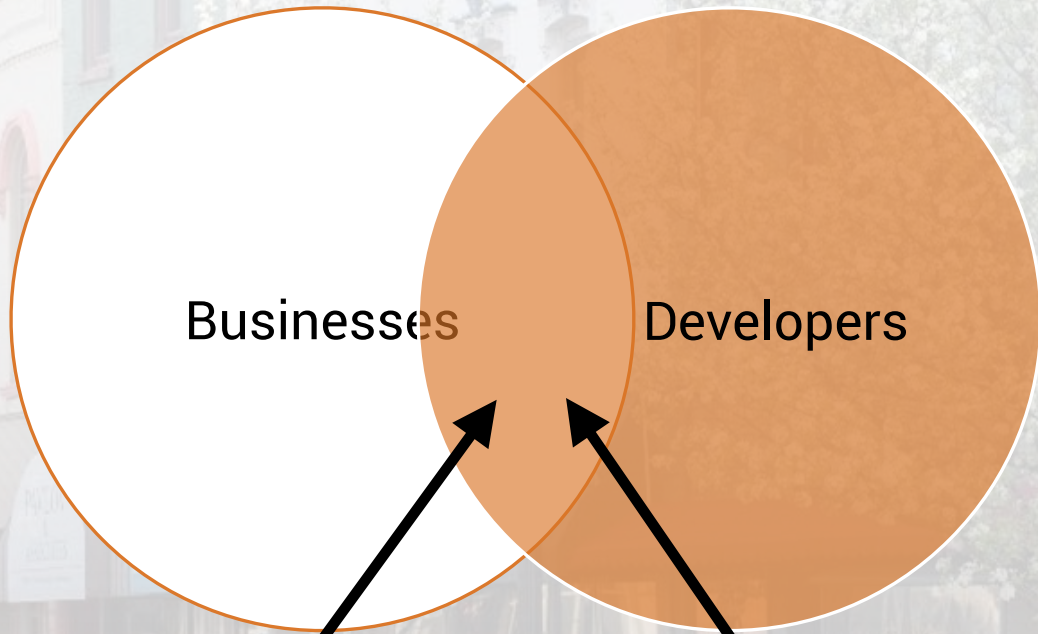
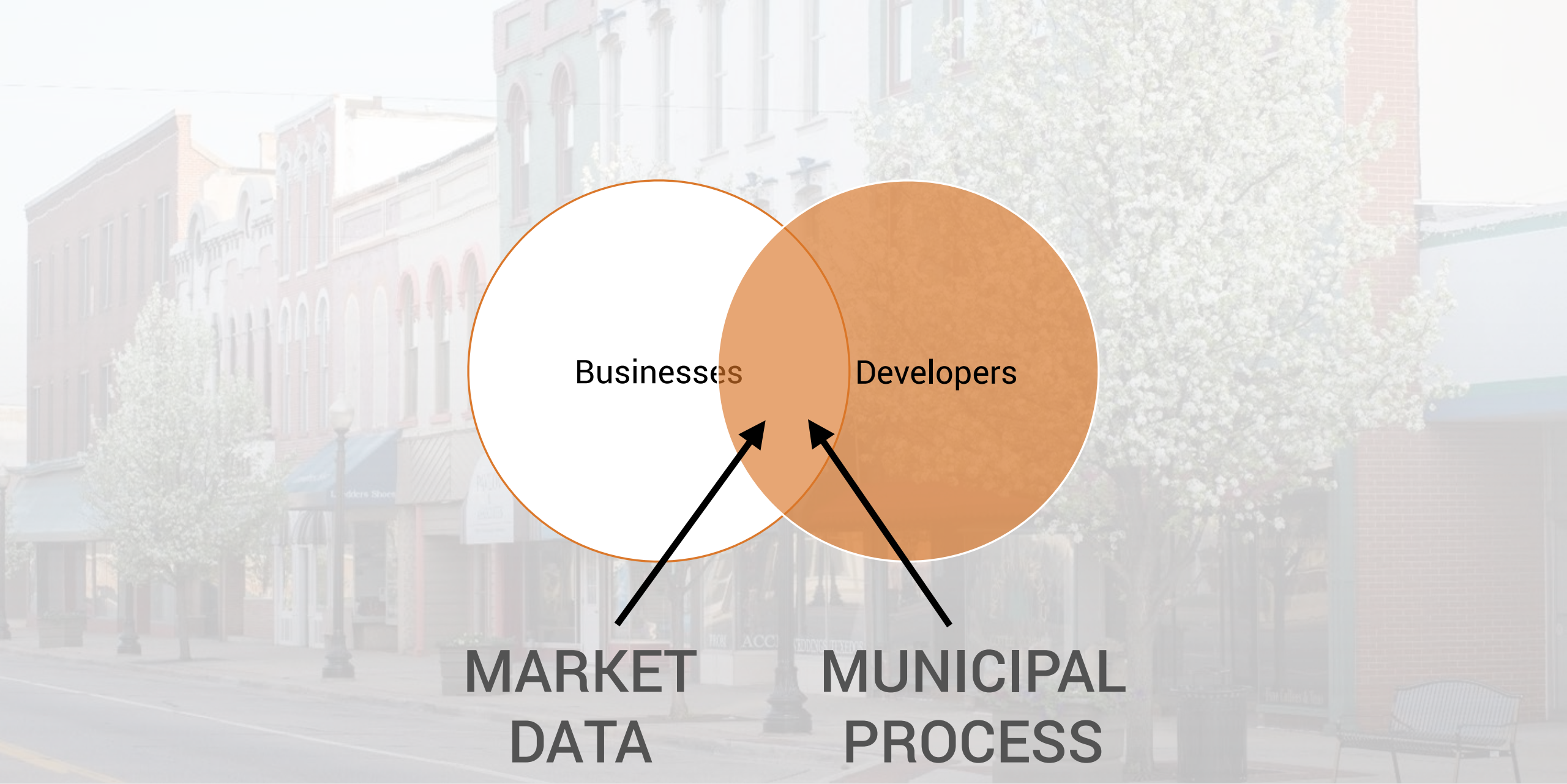


Market Data

DEVELOPERS

Project Focused

- Can I Buy the Property for a Reasonable Amount?
- How Much Will Construction Cost?
- How Much Can I Lease Units For?



Businesses

Developers

**MARKET
DATA**

**MUNICIPAL
PROCESS**



TURNING NUMBERS INTO OPPORTUNITY

HARNESSING THE POWER OF MARKET DATA

Michigan Main Street - Webinar Series

MARKET DATA

- Demographics
 - Population + Trends
 - Daytime/Nighttime Population
 - Seasonality Affect on Population
 - Household Income-Overall
 - Current Household Income Breakdown
 - Household Spending
- Market Segmentation
- Housing
 - Owner-Occupied
 - Rent Rates- Summary

MARKET DATA

Focusing On:

Inventory

Lease Rates

Retail Leakage



DUTCHTOWN
MAIN STREETS



PROPERTY FOR LEASE

OFFERED AT

\$1,000/month

Realtor Name

Phone

Email

Building Features

- Prominent Corner Location
- Side Street Parking
- Display Windows

3323 Meramec Street
2,167 Square Feet
Zoned Neighborhood Commercial
Flexible Lease Terms

info@dutchtownstl.org
dutchtownstl.org



DUTCHTOWN
MAIN STREETS

DUTCHTOWN PRIMARY TRADE AREA AT-A-GLANCE

Trade Area Population

102,041 98,868
2022 2027

Trade Area Households

45,078 43,885
2022 2027

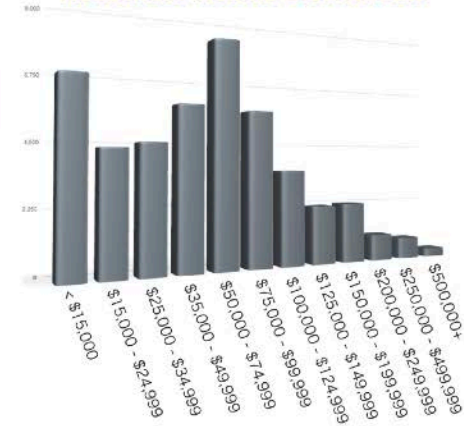
Trade Area Retail Needs

Business Type	Max. Supportable Sq Ft
Home furnishings	97,550
Hardware	58,253
Supermarkets and other grocery	74,903
Beer, wine, and liquor	11,166
Optical goods	6,605
Other health and personal care	13,403
Women's clothing	18,480
Family clothing	62,166
Jewelry	7,961
Sporting goods	91,890
Book	6,357
Pet and pet supplies	6,097
Full-service restaurants	31,085
Coffee, Ice Cream, and Smoothies	20,706

2022 Trade Area Household Income

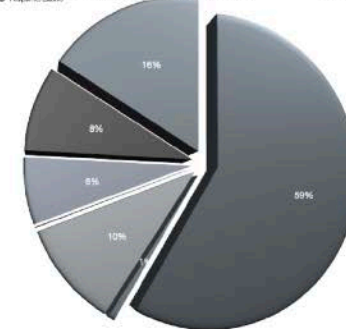
\$72,671.00 \$53,470.26
Average Median

2022 Trade Area Household Income Distribution



Dutchtown Diversity

● Black/African American Alone ● American Indian/Alaskan Native Alone ● Asian Alone
● Native Hawaiian/Pacific Islander/Alone ● Some Other Race Alone ● Two or More Races



For more information
Contact:
info@dutchtownstl.org

KEY DEMOGRAPHICS

Population + Household Growth

Year	Population
2000 Census	614,926
2010 Census	557,263
2022 Estimate	552,190
2027 Projection	554,297

Year	Households
2000 Census	243,796
2010 Census	230,439
2022 Estimate	234,621
2027 Projection	237,249

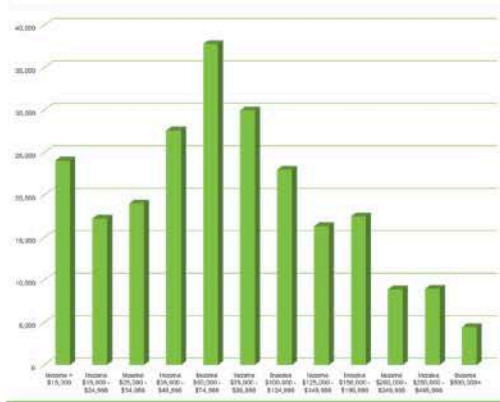
Household Income

\$96,773.00

2022 Est. Average Household Income

\$68,975.25

2022 Est. Median Household Income



Income Range	Number of Households
< \$15,000	24,045
\$15,000 - \$24,999	17,223
\$25,000 - \$34,999	19,007
\$35,000 - \$49,999	27,589
\$50,000 - \$74,999	37,765
\$75,000 - \$99,999	29,948
\$100,000 - \$124,999	22,975
\$125,000 - \$149,999	16,319
\$150,000 - \$199,999	17,481
\$200,000 - \$249,999	8,889
\$250,000 - \$499,999	8,942
\$500,000+	4,438

For more information, contact:
 Kate Knight, MUP
 Executive Director
 Farmington DDA
 248-474-5500, ext 2214
 kknight@farmgov.com

RESTAURANT & RETAIL OPPORTUNITY GUIDE

2022-2023



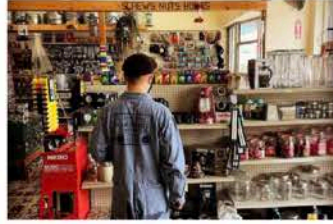
TARGETED RETAIL SECTORS FOR DOWNTOWN FARMINGTON



Full-Service Restaurant

\$30,049,541
2022 Retail Gap

49,262 sq ft
2022 Max. Supportable Square Feet



Hardware Stores

\$26,550,128
2022 Retail Gap

192,392 sq ft
2022 Max. Supportable Square Feet



Ice Cream & Coffee Shops

\$17,871,074
2022 Retail Gap

42,050 sq ft
2022 Max. Supportable Square Feet



Shoe Stores

\$13,690,128
2022 Retail Gap

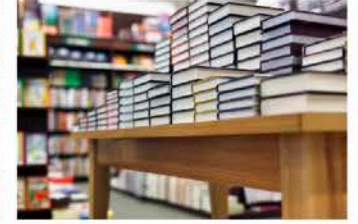
45,634 sq ft
2022 Max. Supportable Square Feet



Drinking Establishments

\$5,015,988
2022 Retail Gap

14,331 sq ft
2022 Max. Supportable Square Feet

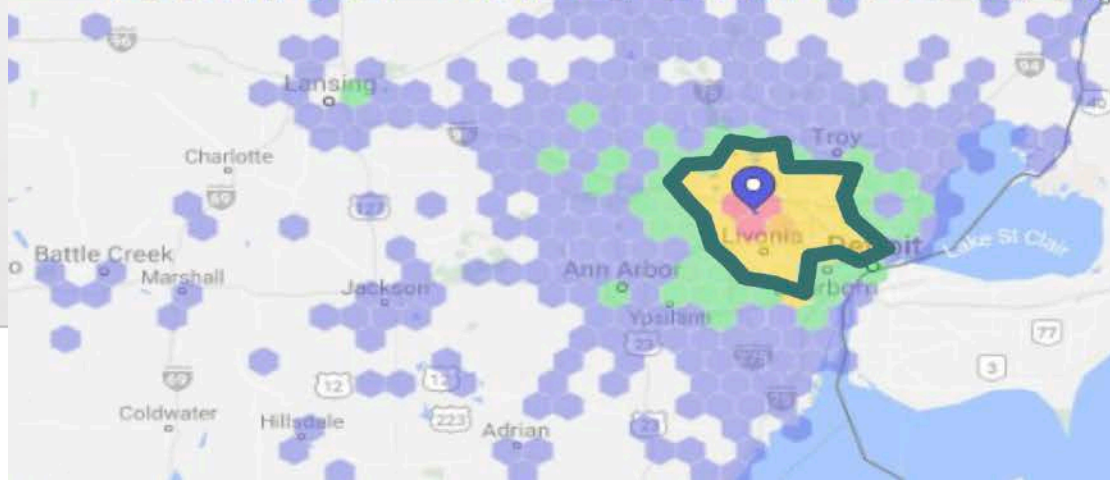


Book Stores

\$10,158,380
2022 Retail Gap

30,783 sq ft
2022 Max. Supportable Square Feet

PRIMARY TRADE AREA & RETAIL LEAKAGE



	Total retail trade including food and drink	Total retail trade	Food services and drinking places
2022 Demand	\$11,899,966,696	\$10,743,622,128	\$1,156,344,567
2022 Supply	\$12,098,054,509	\$10,893,352,227	\$1,204,702,282
2022 Gap/Surplus	\$(198,087,814)	\$(149,730,099)	\$(48,357,715)
2027 Demand	\$13,149,578,317	\$11,853,271,055	\$1,296,307,261
2027 Gap/Surplus	\$1,051,523,808	\$959,918,828	\$91,604,979

INVENTORY

BUSINESSES

- Open Spaces (1st Floor)
- Visibility
- Move-in Condition
- Possible Ownership*

* New Business Owners Shouldn't Own Building

DEVELOPERS

- Potential
- Improve Conditions
- Not Alone
- Possible Tenant*

* New Developers Shouldn't Own Tenant

LEASE RATES

BUSINESSES

- Monthly Cost Per Space
 - \$2,000/month
 - 1,500 square feet

DEVELOPERS

- Rent Per Square Foot
 - \$16 per square foot

$$\frac{\$2,000/\text{month} \times 12 \text{ months}}{1,500 \text{ sq feet}} = \$16/\text{Square Foot}$$

LEASE RATES

RESIDENTIAL

- Monthly Rent
 - \$1,500/month
 - 1,000 square feet

$$\frac{\$1,500/\text{month}}{1,000 \text{ sq feet}} = \$1.50/\text{Square Foot}$$

LEASE RATES

- Lease Rates Vary By:
 - Community
 - District
 - Individual Space

BUSINESS MIX

- How Many of Which Types of Businesses Do You Have?
 - Restaurants
 - Retail (Niche)
 - Small Batch Manufacturing
 - Service
 - Office

BUSINESS MIX

- Tallying Business Types Shows:
 - Clusters
 - Gaps
 - Growth

MUNICIPAL REQUIREMENTS

City Development Process

Sign Ordinances

Parking Requirements

Zoning Restrictions

MUNICIPAL REQUIREMENTS

Map Processes!



SITE PLAN REVIEW PROCESS



NOTES:

- Planning Commission (PC) meets the 2nd Tuesday of every month.
- To appeal a PC decision, a person may file suit with Ottawa County Circuit Court.
- Timelines noted in this document are approximate and dependent on response time of the applicant.



\$175.00 and up (depending on overall project cost)



- 1 Meet with City Planner to discuss project (optional). Process Initiated
- 2 Applicant submits Site Plan Review application/plan. Day 1: by established filing deadline
- 3 Plan Review Team meets to review application/plan for conformance with codes. Day 7: 5-12 days after application submittal
- 4 Following plan review, staff contacts applicant and informs them of needed revisions. Day 10: within two weeks after application submittal
- 5 Applicant submits revised plan/additional information. Day 21: approximately two weeks prior to PC meeting
- 6 Planning Commission (PC) reviews request and makes decision or requests further information. Day 35: Optional; see meeting dates
- 7 Applicant submits land use application to request a permit. Timeline Varies
- 8 Staff reviews application for conformance with PC approval and issues permit. 30-45 days after applicant submittal



Jennifer Howland, City Planner
jhowland@grandhaven.org
(616) 935- 3276



519 Washington Avenue
Grand Haven, MI 49417



Application Available:
www.grandhaven.org



SPECIAL LAND USE PROCESS



NOTES:

- Application must be complete and received at least 26 days before the Planning Commission (PC) meeting to be placed on the next available agenda for review and setting of a public hearing date.
- Planning Commission meets the 2nd Tuesday of every month.
- To appeal a PC decision, a person may file an appeal with the Zoning Board of Appeals.
- Timelines noted in this document are approximate and dependent on response time of the applicant.

\$225.00 (plus site plan review fee, if applicable)



Jennifer Howland, City Planner
 jhowland@grandhaven.org
 (616) 935- 3276



519 Washington Avenue
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Application Available:
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REZONING PROCESS



NOTES:

- Public hearing notices are sent by staff 15 days before Planning Commission meeting.
- If a 1st meeting (step 3) is deemed unnecessary (by staff/Commission chair) then staff will schedule the Public Hearing for rezoning- eliminating 1 month from the timeline.
- To appeal a City Council decision, a person may file suit with Ottawa County Circuit Court.

\$275.00 fee

- 1** Applicant meets with City Planner to explore request. If rezoning is necessary (requested), a review of Master Plan and zoning ordinances are completed to determine feasibility. **Process Initiated**
- 2** Applicant submits formal request for rezoning. **Day 1: by established filing deadline**
- 3** In most cases, Planning Department staff meets with Planning Commission to review request as a discussion item. **Day 35**
- 4** Planning Commission will set public hearing, prepare staff report, and send out required public notices. **Day 41**
- 5** Public hearing is held by Planning Commission, which arrives at a recommendation for City Council. **Per Planning Commission direction at prior meeting**
- 6** Recommendation is sent to City Council for introductory reading; Council decision on whether or not to proceed with final reading or deny request. **Timeline varies; City Council meets 1st and 3rd Monday**
- 7** City Council holds final reading; ordinance change is granted or denied. **Timeline varies; City Council meets 1st and 3rd Monday**



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MUNICIPAL PROCESSES

Simple
Graphic

Section V: Sign Standards

Building Sign: Projecting Sign

Description

A projecting sign is a type of building sign that projects outward from the facade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

General Provisions

- A projecting sign must be located at least 25 feet from any other projecting sign. When building width prohibits adherence to this standard, flexibility shall be permitted through a Minor Modification to be reviewed by staff.
- A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used, however, in no case shall the sign exceed the maximum dimensional standards below.
- A projecting sign shall be located below the window sills of the fourth story.
- The top of a projecting sign shall not extend above the building eave or top of parapet, except on one story buildings where the top of a projecting sign may have a maximum of 20% of the sign height above the top of the building.
- A projecting sign can be externally or internally illuminated in accordance with pages 118.

Design Standards

A Overall area allocation (max)	See pages 109-110
B Height (max)	
1 story buildings	10 feet
2 and 3 story buildings	16 feet
4 or more story buildings	20 feet
C Spacing from facade (min)	1 foot
D Projection Width (max)	6 feet
E Depth of cabinet (max)	18 inches



Section V: Sign Standards

Building Sign: Shingle Sign

Description

A shingle sign is a smaller building sign that projects outward, typically at a ninety degree angle, and hangs from a bracket or support that is located over or near a building entrance.

General Provisions

- Signs shall be located within 8 feet of an active pedestrian building entrance. This does not include service entries or entries that primarily remain locked.
- An active pedestrian entrance at the corner of a building is allowed signs on both streets.
- A shingle sign shall be located below the window sills of the second story.
- A shingle sign shall not be internally illuminated.

Design Standards

A Area (max)	9 square feet
B Height (max)	3 feet
C Spacing from facade (min)	6 inches
D Width (max)	3 feet
E Depth (max)	6 inches



THE GROUP YOUR POOP SHOULD BE IN

Inventory of Available Properties

Market Data

Retail Leakage

Lease Rates

Key Processes Mapped

THE GROUP YOUR POOP SHOULD BE IN

Additional Tips:

Professional Photography of Community

High-Res Photos of Properties (Cell is OK)

PROFESSIONALISM

Professionalism is Key

Be Prepared in Meetings

Do Research- Data + Prospect

Inspire Confidence in You + Your Main St Org

QUESTIONS

+ Thank you!

WEBINARS

- Property Marketing 101
- May 12

IN-PERSON TRAINING

- Real Estate Redevelopment 101
- Milan- May 9