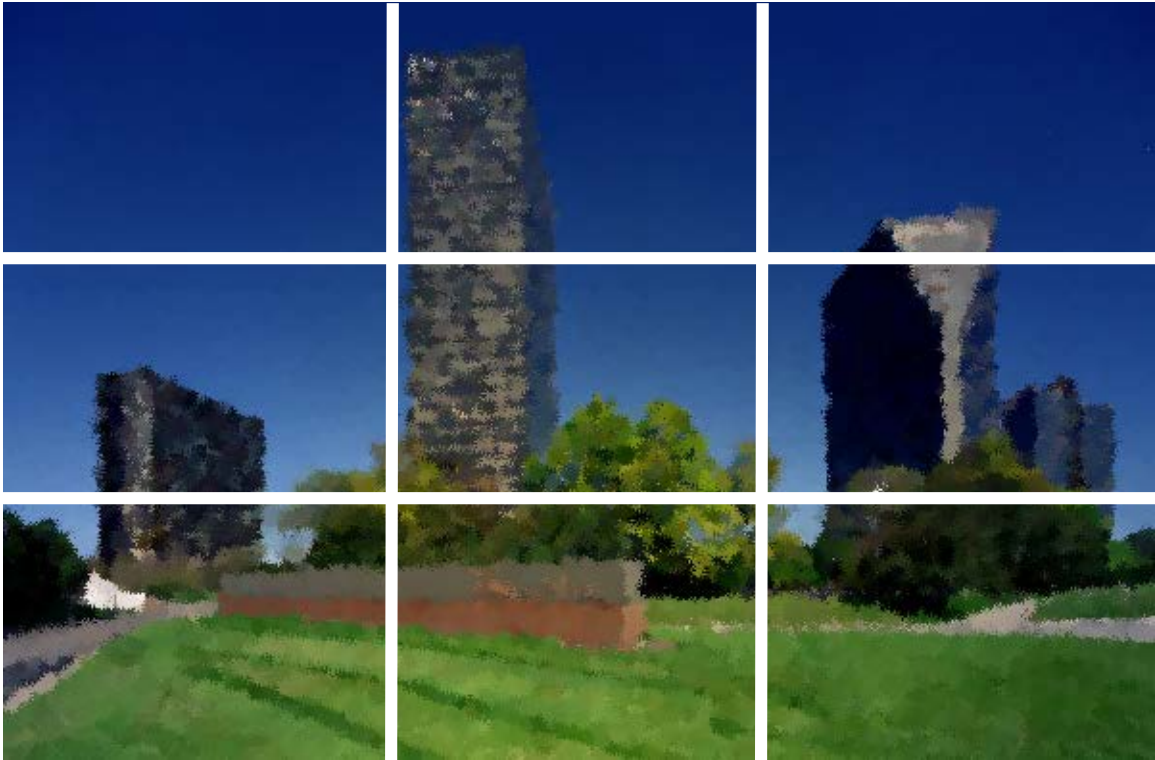


Southfield City Centre  
**Retail Market Analysis**  
Southfield, Michigan



*Prepared for:*  
City of Southfield  
*Prepared by:*  
Gibbs Planning Group

25 April 2016  
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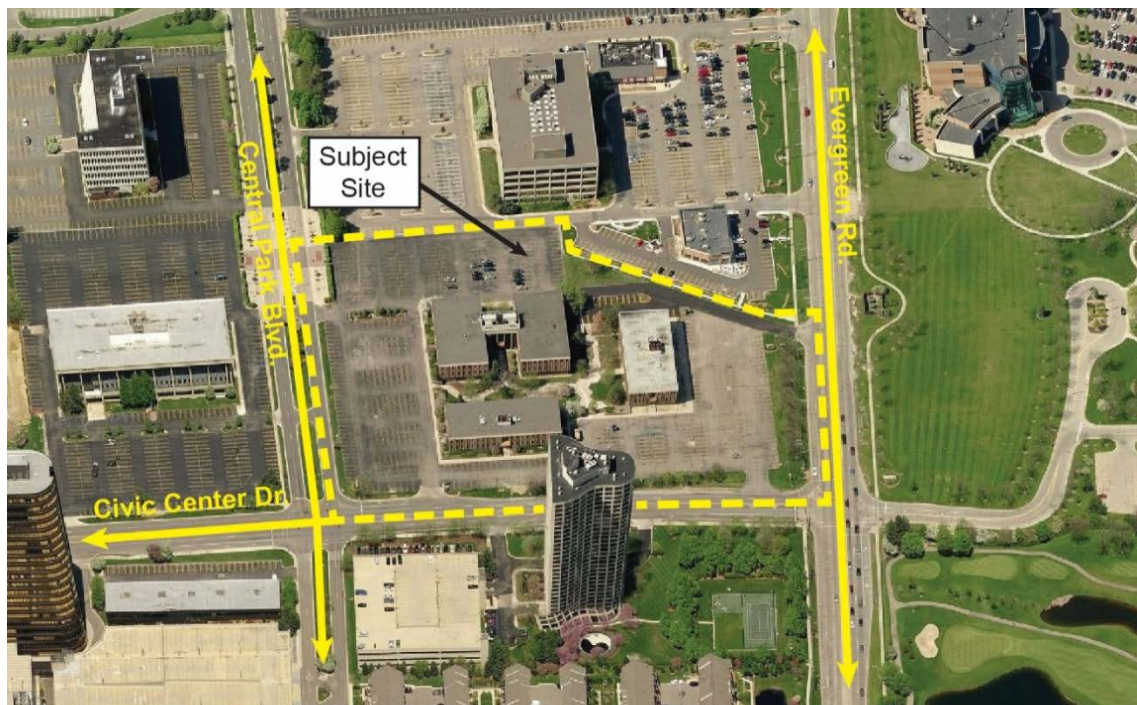
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## INTRODUCTION



**Figure 1:** Aerial photo of the Southfield City Centre site and surrounding area. The site has been cleared since this photo was taken and awaits development.

### Executive Summary

This study finds that the proposed Southfield City Centre can presently support up to 183,700 square feet (sf) of additional retail and restaurant development, generating as much as \$52.7 million in new sales. By 2021, a small but steady growth in the residential base and increases in household income will grow the trade area's retail demand to potentially capturing \$58.5 million in consumer expenditure. The demand could partially be absorbed by existing businesses and/or with the opening of 35 - 50 new restaurants and stores.

Additional development in Southfield City Centre can provide needed goods and services for the existing surrounding consumer base of nearby residents, students and employees. At present, it is likely that a significant portion of retail expenditure is leaking outside of Southfield to malls, shopping centers and other nearby downtowns. Given a wider selection of retail destinations in City Centre, it is plausible that a larger proportion of residents in Southfield and the surrounding neighborhoods will choose to shop retailers in the study site over driving considerable distances to other shopping areas. Furthermore, a critical mass of retail and restaurant destinations could have broad appeal, which has the potential to attract patrons from the greater Metro-Detroit region. The leading categories of supportable retail growth are grocery stores, department store merchandise, apparel and restaurants.

Located in a desirable community near regional interstates and local highways, Southfield City Centre is in a position to expand its current retail presence. This favorable location not only affords Southfield residents exceptional access to downtown Detroit and other surrounding suburbs, but also offers increased visibility for current and future retailers located within the site. With the economy now in an upward trend, population and household incomes are rising, increasing retail demand and creating favorable conditions for further commercial development.

**Table 1: 2016 Supportable Retail**

Retail Category	Est. 2016 Supportable SF	2016 Sales/ SF	2016 Estimated Retail Sales	Number of Stores
<b>Retail</b>				
Apparel Stores	7,300 sf	\$265	\$1,927,000	3-4
Book & Music Stores	3,500 sf	\$210	\$729,000	1-2
Department Store Merchandise	38,300 sf	\$180	\$6,896,000	7-9
Florist	1,200 sf	\$225	\$270,000	1
Furniture Stores	3,700 sf	\$235	\$869,000	1
General Merchandise Stores	7,500 sf	\$225	\$1,690,000	1-2
Grocery Stores	42,700 sf	\$455	\$19,428,000	1-2
Hardware	10,400 sf	\$210	\$2,190,000	1-2
Lawn & Garden Supply Stores	3,000 sf	\$200	\$596,000	1-2
Miscellaneous Store Retailers	6,400 sf	\$275	\$1,766,000	2-3
Office Supplies & Gift Stores	7,300 sf	\$185	\$1,354,000	3-4
Sporting Goods & Hobby Stores	7,200 sf	\$225	\$1,611,000	2-3
<b>Retail Totals</b>	<b>138,500 sf</b>	<b>\$241</b>	<b>\$39,326,000</b>	<b>24-35</b>
<b>Restaurants</b>				
Bars, Breweries & Pubs	11,300 sf	\$320	\$3,635,000	3-4
Full-Service Restaurants	13,500 sf	\$295	\$3,971,000	2-3
Limited-Service Restaurants	14,600 sf	\$275	\$4,031,000	4-5
Special Food Services	5,800 sf	\$305	\$1,757,000	2-3
<b>Restaurant Totals</b>	<b>45,200 sf</b>	<b>\$299</b>	<b>\$13,394,000</b>	<b>11-15</b>
<b>Retail &amp; Restaurant Totals</b>	<b>183,700 sf</b>	<b>\$255</b>	<b>\$52,720,000</b>	<b>35-50</b>

*Table 1: Supportable retail and restaurants in the Southfield City Centre site.*

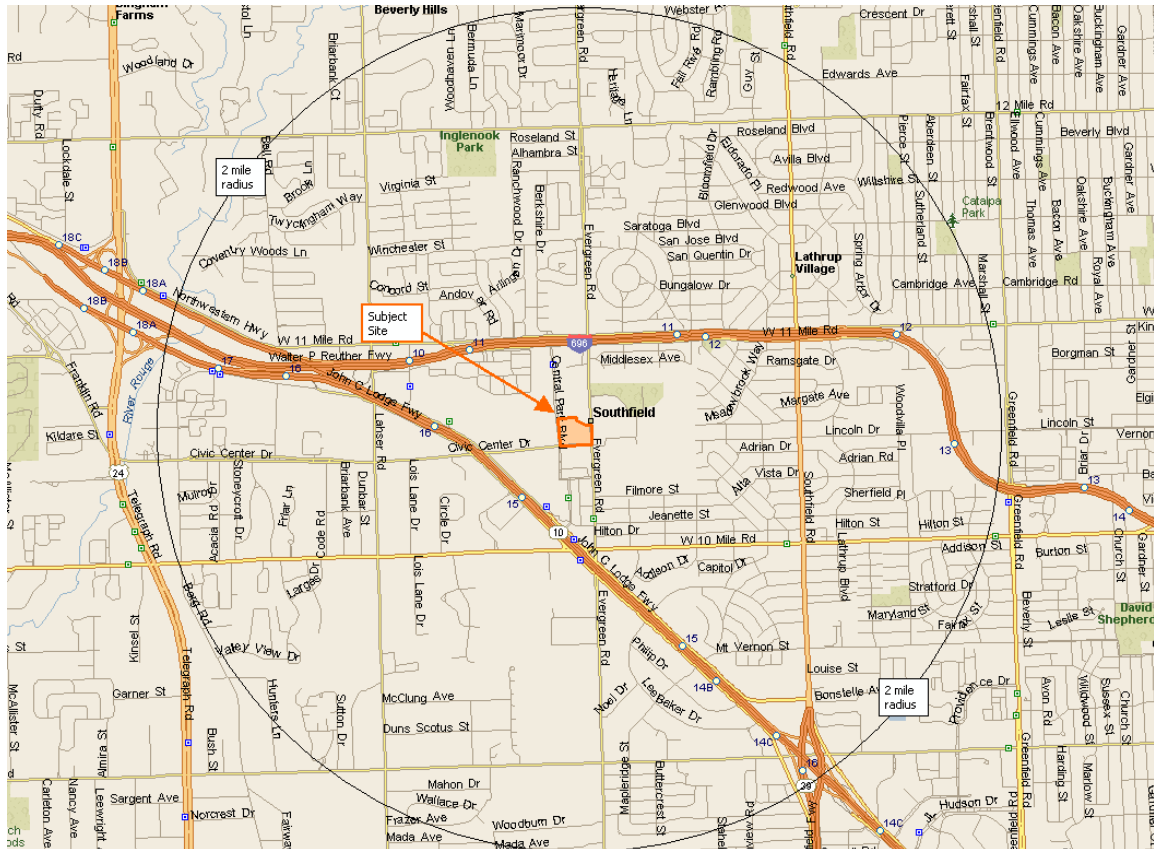
This study further finds that Southfield City Centre has a primary trade area population of 168,200 persons, increasing to 170,000 persons by 2021. The projected annual growth rate is 0.19 percent, higher than both the regional and state levels. Median household income in the primary trade area is \$50,300, slightly higher than state figures, but less than the national median income figure; 31.3 percent of households earn more than \$75,000 annually. Housing favors owner-occupied units, which comprise 52.7 percent of all occupied households. Renter-occupied households have grown slightly since 2010 and now represent 35.4 percent of all occupied households, up from 34.1 percent; the vacancy rate is currently 11.9 percent. The primary trade area has a labor base of 116,400 employees.

### Background

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Southfield to conduct a retail feasibility analysis for an eight-acre site in the Southfield City Centre District area. The study area is located north of Civic Center Drive (between 10 and 11 Mile Roads) and between Central Park Blvd. (to the west) and Evergreen Road (to the east).

The area comprising the Southfield City Centre District remained undeveloped until the 1950s, when Lawrence Technological University relocated to the area. In 1960, development of the

Municipal Complex commenced to serve a newly incorporated city facing rapid postwar growth. The region's first regional shopping mall, Northland, opened in 1954 just two miles southeast of the district. The area soon after attained an agglomeration of modern high-rise office, hotel and residential development known as Southfield Town Center, constructed in phases from the mid-1970s to the late-1980s. Although the Southfield City Centre District is a major node of commercial activity, major retail development has never occurred; retail is limited to convenience-oriented establishments, serving the daytime office worker and the student and visitor population in the Southfield Town Center and Municipal Complex, as well as Lawrence Technological University.



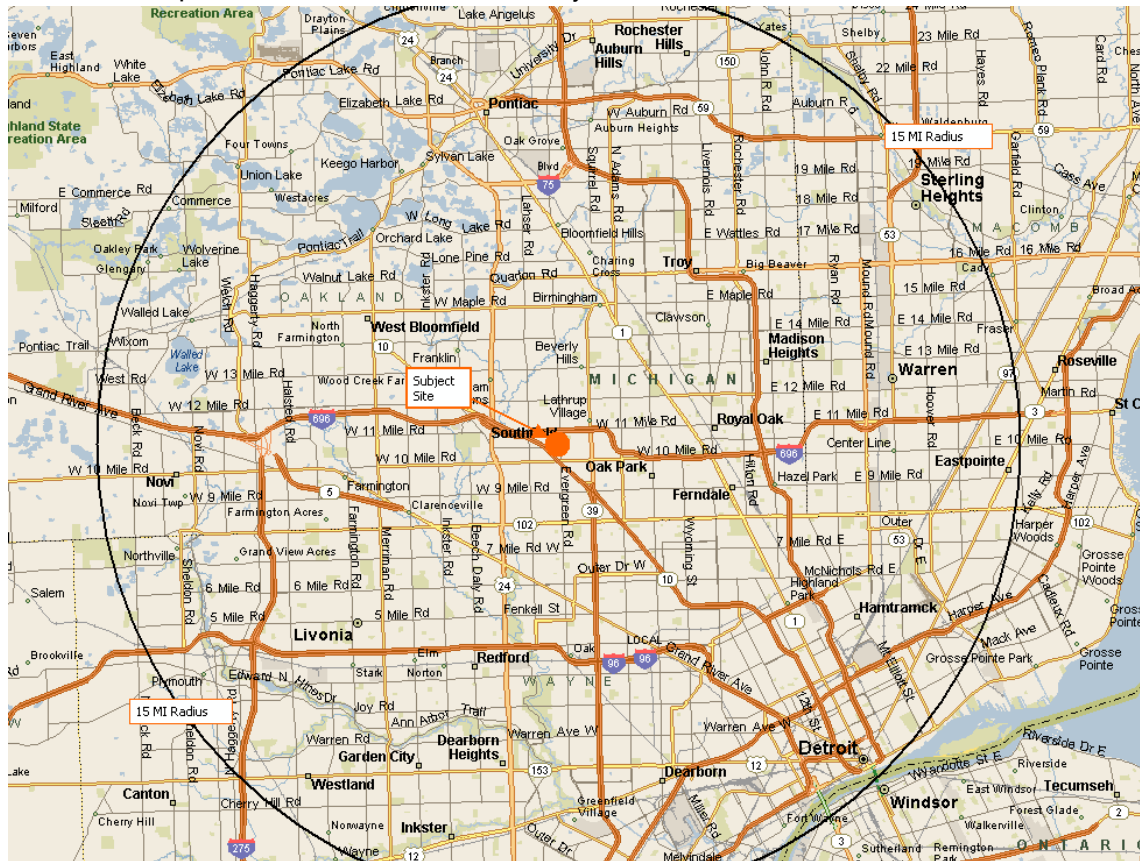
**Figure 2:** Southfield City Centre is well located, easily accessible to both I-696 and M-10 (The John C. Lodge Freeway).

GPG addressed the following issues in this study:

- What is the existing and planned retail market in the study and trade area?
- What is the primary trade area for Southfield City Centre?
- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2021?
- What is the current and projected growth for retail expenditures in the primary trade area, now and for the next five years?



- How much additional retail square footage is supportable in the Southfield City Centre study area and what retail uses should be encouraged? What sales volumes can development achieve in or near the study area?



**Figure 3:** Southfield City Centre is close to two major freeways and several major thoroughfares/surface streets.

## Methodology

To address the above study issues, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute). Updates were made when necessary based on information gathered from local planning sources.

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Southfield City Centre study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land

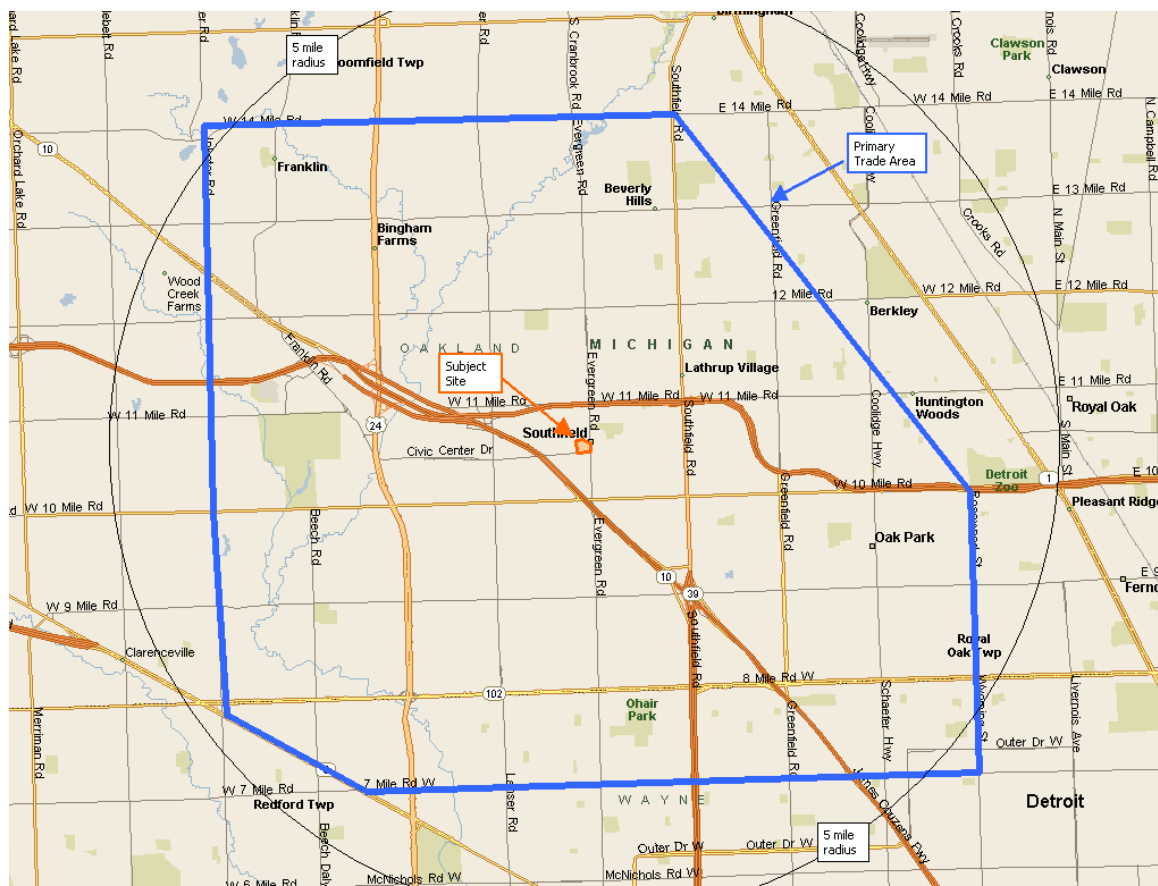


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Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

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

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2021 for the purposes of this study.
- The subject site is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be 0.19 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed the industry standards.
- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

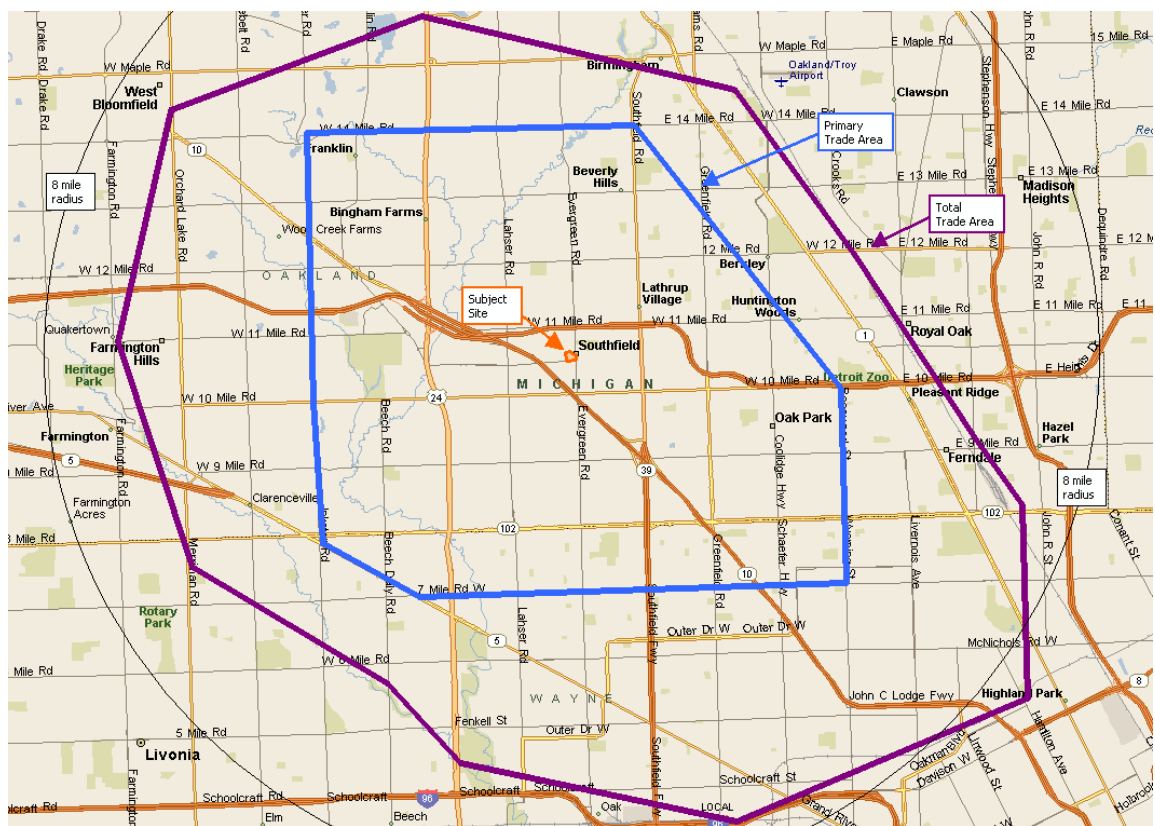


**Figure 4:** The boundaries of the Southfield City Centre primary trade area are within the blue lines. Consumers in the primary trade area account for 60 to 70 percent of the business generated in the study area

## Trade Area

Based on GPG's site evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar communities throughout the United States, it was determined that consumers in the primary trade area generate demand to support a variety of retailers. This potential will remain steady over the next five years, sustained by an annual population growth rate of 0.19 percent and household income growth of 2.55 percent. The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area.

GPG defined a primary trade area by topography, vehicular access, strength of retail competition and residential growth patterns instead of standardized "drive-times." Consumers inside the primary trade area will account for up to 60 to 70 percent of the total sales captured by retailers in Southfield City Centre. While there is a strong retail gravitational pull from suburban malls and several nearby downtown commercial districts, GPG finds that the primary trade area could serve not only the population of the City of Southfield, but also the populations of the adjacent small cities of Beverly Hills, Bingham Farms, Lathrup Village, Oak Park and a segment of Detroit's population located north of 7 Mile Road.



**Figure 5:** The total trade area (outlined in purple) identifies those residents who will shop in Southfield City Centre frequently, but due to competing retail locations, it will not be their primary shopping destination.

The following borders approximately delineate the primary trade area:

- 14 Mile Road to the North.
- 7 Mile Road to the South.
- The Eastern border runs from Southfield Road at 14 Mile down diagonally to 10 Mile Road and Rosewood Street and down Rosewood Street/Wyoming Avenue to 7 Mile Road.
- Inkster Road to the West.

The total or community trade area (Figure 5) extends in all directions to include residents and workers who because of convenient access may generate expenditure for Southfield City Centre retailers. This includes residents and workers from Franklin Village; the City of Birmingham; West Bloomfield; part of the Woodward Avenue corridor that includes areas of Berkley, Royal Oak, Ferndale and Pleasant Ridge; the area south of Southfield City Centre to Interstate-96; and the Farmington Hills area to the west.

Residents who live in the total, but not within the primary, trade area may shop Southfield City Centre retailers frequently, but the area will not be their primary shopping destination. Consumer expenditure by these residents will account for 10 to 20 percent of retail sales.

### Demographic Characteristics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the present population and demographic characteristics (2016) and those projected for 2021 for the defined trade areas, as well as national and statewide statistics.

The primary trade area has an estimated 2016 population of 168,200 persons, which will grow at an annual rate of 0.19 percent to 170,000 by 2021. This annual growth rate is higher than both the total trade area and state levels of -0.08 and 0.15 percent, respectively. The number of households in the primary trade area is 71,200, holding 2.34 persons per household, and is projected to increase to 72,200 by 2021, a 0.29 percent total increase over the five years. Median household income of \$50,300 is higher than total trade area and state figures, and expected to increase to \$57,000 in 2021 at an annual rate of 3.85 percent. Average income in the primary trade area is \$68,700, while 31.1 percent of households earn over \$75,000 per year - similar to the total trade area and state statistics. Well educated, the primary trade has a higher percentage of adults over the age of 25 with a bachelor's degree or higher than the state and country.

**Table 2: Demographic Comparisons**

<i>Demographic Characteristic</i>	<i>Primary Trade Area</i>	<i>Total Trade Area</i>	<i>Michigan</i>	<i>U.S.A.</i>
2016 Population	<b>168,200</b>	453,700	9,870,800	318,536,400
2021 Population	<b>170,000</b>	451,900	9,944,000	330,622,600
2016-2021 Annual Pop. Growth Rate	<b>0.19%</b>	- 0.08%	0.15%	0.75%
2016 Households	<b>71,200</b>	220,500	3,902,600	120,746,300
2021 Households	<b>72,200</b>	222,200	3,943,200	125,477,600
2016-2021 Annual HH Growth Rate	<b>0.29%</b>	0.03%	0.21%	0.77%
Average Household Size	<b>2.34</b>	2.38	2.47	2.57
Median Age	<b>42.2</b>	41.0	39.9	37.6
2016 Average Household Income	<b>\$68,700</b>	\$68,300	\$66,500	\$74,700
2016 Median Household Income	<b>\$50,300</b>	\$47,700	\$49,400	\$53,200
2021 Average Household Income	<b>\$79,000</b>	\$78,500	\$76,300	\$84,900
2021 Median Household Income	<b>\$57,000</b>	\$55,300	\$56,700	\$60,700
% Households w. incomes \$75,000+	<b>31.1%</b>	31.3%	31.5%	35.6%
% Bachelor's Degree	<b>20.0%</b>	18.8%	16.7%	18.6%
% Graduate or Professional Degree	<b>15.3%</b>	14.9%	10.8%	11.4%

**Table 2:** This side-by-side table compares and contrasts primary trade area and total trade area demographic statistics with State of Michigan and national figures.


In the total trade area there are 453,700 residents decreasing by -0.08 percent to 451,900 by 2021. This declining growth rate in population in the total trade area contrasts to the increase in the primary trade area, as well as at the state and national levels. Despite the slight decline in population, the number of households in the total trade area will increase from 220,500 to 222,200 by 2021. Median household income in the area is \$47,700, less than the primary trade area, while the average household income of \$68,300 is close to the primary trade area number. Educational attainment is higher than state levels but slightly lower than those in the primary trade area.

The primary trade area demonstrates a steady housing market with a growing preference for renters. Approximately 88 percent of homes are occupied and the median home value is estimated to be \$133,000. Of the occupied households, 52.7 percent are owner-occupied, a number that decreased 1.9 percent since 2010, but is expected to remain constant until 2021. Renter-occupied households have increased steadily from 34.1 percent in 2010 to 35.4 percent in 2016; this is expected to continue to 2021 when 35.7 percent of households will be renter-occupied. An increase in the number of renter-occupied households and a stabilization of owner-occupied households also correlates to a stabilization in the vacancy rate, at 11.9 percent in 2016 and projected to be 11.8 percent in 2021. The median home value is expected to increase steadily from \$133,000 in 2016 to \$175,900 in 2021, a 31.2 percent total increase over the five-year period.

### Tapestry Lifestyles

Esri has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level and used by many national retailers to help determine future potential locations. The following Table 3 details the top Tapestry Lifestyles found in the primary trade area.

**Table 3: Tapestry Lifestyles**

Lifestyle	Trade Area Statistics	Short Description
  <b>Family Foundations</b>	<p>Population: 53,000</p> <p>Median HH Income: \$40,000</p> <p>% Primary Trade Area Market Share (Households): 29.3%</p> <p>% National Market Share: 1.1%</p>	<p>Family, faith and character are the cornerstones of life for those who are in the <i>Family Foundations</i> category. Residents are a mix of married couples, single parents, grandparents, and children, young and adult. Style and appearance is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.</p> <p>More than half of those in the <i>Family Foundations</i> group have either attended college or obtained a degree; one-third have only finished high school. Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts. Many work in the health care industry or public administration across all levels of government.</p>
  <b>Comfortable Empty Nesters</b>	<p>Population: 18,000</p> <p>Median HH Income: \$68,000</p> <p>% Primary Trade Area Market Share (Households): 9.3%</p> <p>% National Market Share: 2.5%</p>	<p><i>Comfortable Empty Nesters</i> are an older but growing segment of Baby Boomers that still live in the same neighborhood in which they grew up. The market has a low unemployment rate of seven percent and an above average income of \$68,000. Many residents are homeowners that place a great deal of importance in maintaining their homes. Most households receive income from wages and salaries, though more than a third are supplemented by investments and retirement.</p> <p><i>Comfortable Empty Nesters</i> prefer to eat at home rather than dining out and most remain physically active. Residents like to watch television but are not tech-savvy and only own older home computers. This market is living comfortably off diverse investment portfolios and years of savings.</p>



Lifestyle	Trade Area Statistics	Short Description
 <p><b>Modest Income Homes</b></p>	<p>Population: 15,100</p> <p>Median HH Income: \$22,000</p> <p>% Primary Trade Area Market Share (Households): 8.7%</p> <p>% National Market Share: 1.3%</p>	<p>Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single parent and multigenerational families.</p> <p>Consumers in this market consider traditional gender roles and religious faith very important. This market lives for today, choosing to save only for a specific purpose. They favor TV as their media of choice and will purchase a product with a celebrity endorsement.</p>
 <p><b>Rustbelt Traditions</b></p>	<p>Population: 14,200</p> <p>Median HH Income: \$49,000</p> <p>% Primary Trade Area Market Share (Households): 8.5%</p> <p>% National Market Share: 2.2%</p>	<p>Members of the <i>Rustbelt Traditions</i> segment are determined, white-collar workers with a modest income - around \$49,000 on average. Many do skilled work in manufacturing, health care, and retail trade. Their neighborhoods are situated in metropolitan areas built in the 1950s, causing many households to have two or more cars. About half are married couples without children. The other half of the households is mostly single.</p> <p><i>Rustbelt Traditions</i> citizens are family-oriented and enjoy spending time at home. They stick to a budget and prefer to buy American-made goods. Households tend to have at least four televisions often tuned to AMC, ESPN, and Cartoon Network. Many spend a lot of time gaming online or frequenting family restaurants such as Applebee's or Outback Steakhouse.</p>
 <p><b>Old and Newcomers</b></p>	<p>Population: 10,300</p> <p>Median HH Income: \$39,000</p> <p>% Primary Trade Area Market Share (Households): 7.9%</p> <p>% National Market Share: 2.3%</p>	<p>The <i>Old and Newcomers</i> market segment features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. They support environmental causes and Starbucks. Age is not always obvious from their choices.</p> <p>Consumers are price aware and coupon clippers, but open to impulse buys. They are attentive to environmental concerns. They are more comfortable with the latest technology than buying a car.</p>

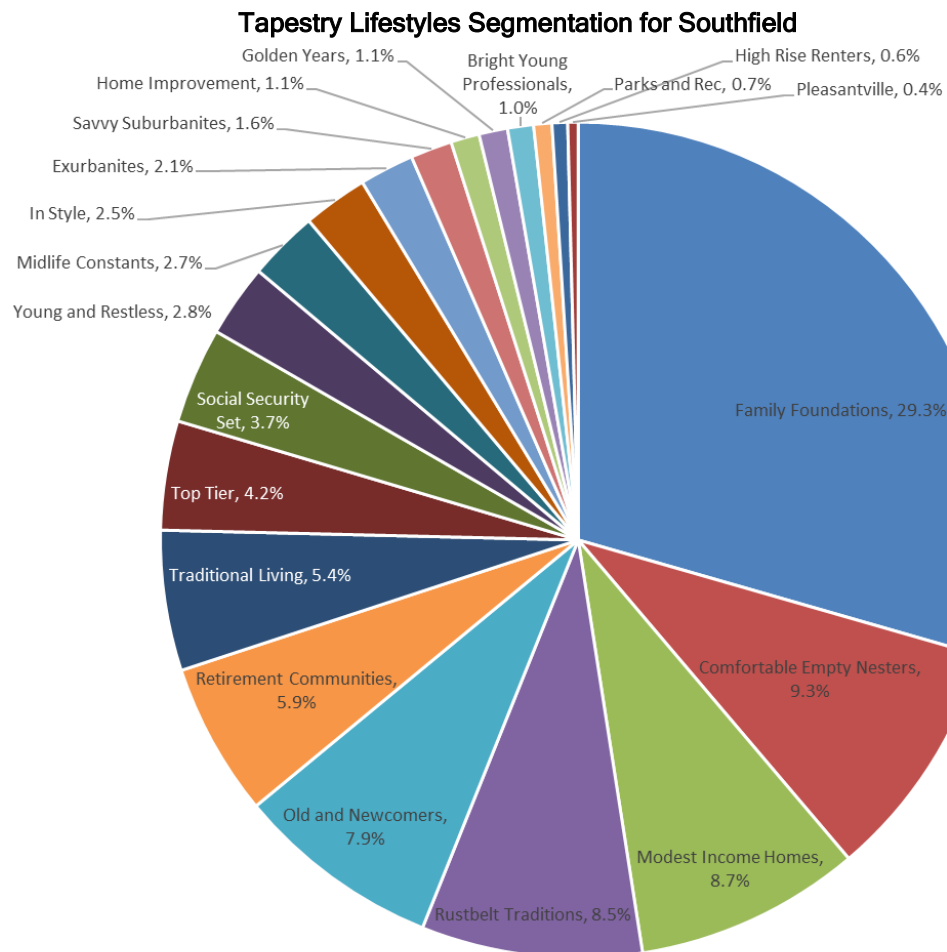
**Table 3:** The top five Tapestry Lifestyle groups profiled above portray a family-centered, multi-generational neighborhood.

The trade area's most common tapestry lifestyle group is *Family Foundations* representing 29.3 percent of all households. Family, faith and character are the cornerstones of life for those who are in the *Family Foundations* category. With a median age of 38.8, households are a mix of married couples, single parents, grandparents and children, young and adult. Average household size is 2.70, slightly higher than other segments. Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts. Older children, still living at home and working toward financial independence, are common within these households.



Two-thirds are homeowners living in single-family houses built before 1970. Median home value is \$112,000, lower than the U.S. median. Home ownership is dominant in this category as 67 percent of homes are owner-occupied. Neighborhoods are stable: little household growth has occurred for more than a decade.

Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher than other segments. The labor force participation rate is slightly lower at 60 percent as workers begin to retire.



**Figure 6:** The relative proportions of the top Tapestry Lifestyle segments found in the primary trade area.

More than half of those in the *Family Foundations* group have either attended college or obtained a degree; one-third have finished only high school. The unemployment rate is 15 percent. Median income is \$40,000, lower than the U.S. level of \$55,000 and net worth is \$53,000, below the national level of \$71,000. Many have no financial investments or retirement savings.

Baby and children's products are the primary purchases made by *Family Foundations* residents. They shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. One of their favorite entertainment sources is television: they subscribe to premium cable channels and own three to four TVs. They are connected, but use the Internet primarily for entertainment, chat rooms and online gaming.

Of the other common tapestry segmentations in the primary trade area, *Modest Income Homes*, *Rustbelt Traditions* and *Old and Newcomers* exhibit similar lifestyle characteristics as *Family Foundations*. However, 9.3 percent of the population is *Comfortable Empty Nesters* - a segment with a low unemployment rate and above average income of \$68,000, with more than a third of them being supplemented by investments and retirement.

### Employment Base

The employment picture found in the primary trade area reflects a concentrated services sector foundation, distantly followed by the retail trade and finance, insurance & real estate sectors.

**Table 4: Employment Comparison by Sector**

Sector	Primary Trade Area	Total Trade Area	Metro Detroit CBSA	Michigan
Agriculture and Mining	1.5%	1.2%	1.0%	1.8%
Construction	2.7%	2.9%	3.7%	4.4%
Manufacturing	7.3%	4.9%	12.7%	12.7%
Transportation	1.4%	1.3%	2.4%	2.7%
Communication	3.4%	2.0%	0.6%	0.6%
Utility	0.1%	0.2%	0.4%	0.5%
Wholesale Trade	3.5%	3.0%	3.6%	3.7%
Retail Trade	15.8%	18.1%	13.1%	15.8%
Finance, Insurance & Real Estate	13.4%	10.9%	4.3%	4.5%
Services	47.5%	52.5%	54.5%	47.8%
Government	2.7%	2.3%	3.9%	5.4%
Unclassified	0.08%	0.07%	3.2%	2.6%

**Table 4:** Services comprise almost half of primary trade area employment.

As shown in Table 4 above, the services sector accounts for the majority of employment (47.5 percent) in the primary trade area; however, this is a lower proportion than found in the region and state. This smaller proportion leads to overall higher representation of employment in the retail trade sector and a similar level in the finance, insurance & real estate (FIRE) category. This balanced mix of employment contains many sectors that are typically responsible for a significant source of daytime worker expenditure, suggesting that further retail development may lure more daytime consumers to the City Centre area to support new and existing retailers.

Within the services sector, other services is the leading subcategory comprising 57.4 percent of total employment, followed by health services (19.4 percent) and legal (10.4 percent). Concentrations of health care workers employed by Beaumont Hospital can explain the health services subcategory. Health services and legal services employees are likely candidates to leave the workplace for lunch and support downtown restaurants.

**Table 5: Drive Time Employment by Industry Sector**

Employment Sector	5-minute Drive Time	Primary Trade Area	10-minute Drive Time
Agriculture & Mining	60	1,730	1,680
Construction	500	3,100	3,240
Manufacturing	3,000	8,400	6,940
Transportation	240	1,580	1,540
Communication	1,550	3,900	3,680
Utility	10	120	170
Wholesale Trade	930	4,120	4,120
Retail Trade	3,230	18,400	21,550
Home Improvement	90	790	940
General Merchandise Stores	200	1,120	1,210
Food Stores	320	1,410	1,690
Auto Dealers, Gas Stations, Auto Aftermarket	340	2,610	2,860
Apparel & Accessory Stores	290	970	1,030
Furniture & Home Furnishings	640	2,540	2,670
Eating & Drinking Places	920	5,870	7,550
Miscellaneous Retail	440	3,080	3,600
Finance, Insurance & Real Estate	4,540	15,610	17,900
Banks, Savings, & Lending Institutions	440	2,140	2,870
Securities Brokers	660	2,390	2,610
Insurance Carriers & Agents	1,910	6,410	6,800
Real Estate, Holding, Other Investment	1,520	4,670	5,620
Services	15,980	55,360	63,740
Hotels & Lodging	460	880	1,220
Automotive Services	170	1,210	1,260
Motion Pictures & Amusements	470	2,010	2,610
Health Services	3,100	12,260	14,110
Legal Services	1,680	4,230	5,180
Education Institutions & Libraries	960	6,160	7,340
Other Services	9,130	28,620	32,030
Government	1,310	3,150	3,390
Unclassified Employment	180	920	970
<b>Total Employment</b>	<b>31,700</b>	<b>116,400</b>	<b>128,900</b>

**Table 5:** Advantageous regional access translates to 116,400 and 128,900 employees working within the primary trade area and a 10-minute drive time respectively.

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have approximately 116,400 employees; an estimated 42,800 of them are office employees who are known to expend at much higher rates, often eating out for lunch and shopping on the way to and from work. The mix of employees throughout the ten-minute drive times is consistent with primary trade area percentages, with services, retail, and FIRE (finance, insurance and real estate) being the leaders within ten minutes at 63,700, 21,600 and 17,900 jobs respectively.

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. “*Office Worker Retail Spending in a Digital Age*,” published by the International Council of Shopping Centers in 2012, provides insight into the impact of office worker employment. Weekly office worker expenditure, adjusted for 2016 dollars, is estimated at \$181. Weekly non-office worker expenditure is estimated at 37 percent of office workers. Non-office workers are estimated to have slightly less disposable income, to have multiple work locations including at home and typically are on the road more during their workweek. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery and convenience items) make up the majority of the office worker dollars, at \$120 per week. Restaurant expenditures (full service, limited service and drinking places) account for the balance at \$61 per week. Annualized, each office worker expends \$9,456 before, during and after work.

**Table 6: 5-Minute Drive Time Worker Expenditure**

Category	Weekly Expenditure	Annual Expenditure	Office Worker Expenditure	Non-Office Worker Expenditure	Total Expenditure
			17,100	14,600	
<b>Prepared Food &amp; Beverage</b>					
Limited & Full Service Restaurants	\$44	\$2,332	439,124,000	\$12,359,776	\$51,484,576
Drinking Places	\$17	\$884	\$14,227,200	\$4,494,464	\$18,721,664
<b>Retail Goods</b>					
General Merchandise, Apparel, Home Furnishings, Electronics	\$70	\$3,640	\$62,244,000	\$19,663,280	\$81,907,280
Grocery	\$30	\$1,560	\$26,676,000	\$8,427,120	\$35,103,120
Convenience Items	\$20	\$1,040	\$17,784,000	\$5,618,080	\$23,402,080
<b>Total</b>	<b>\$181</b>	<b>\$9,456</b>	<b>\$160,056,000</b>	<b>\$50,562,720</b>	<b>\$210,618,720</b>

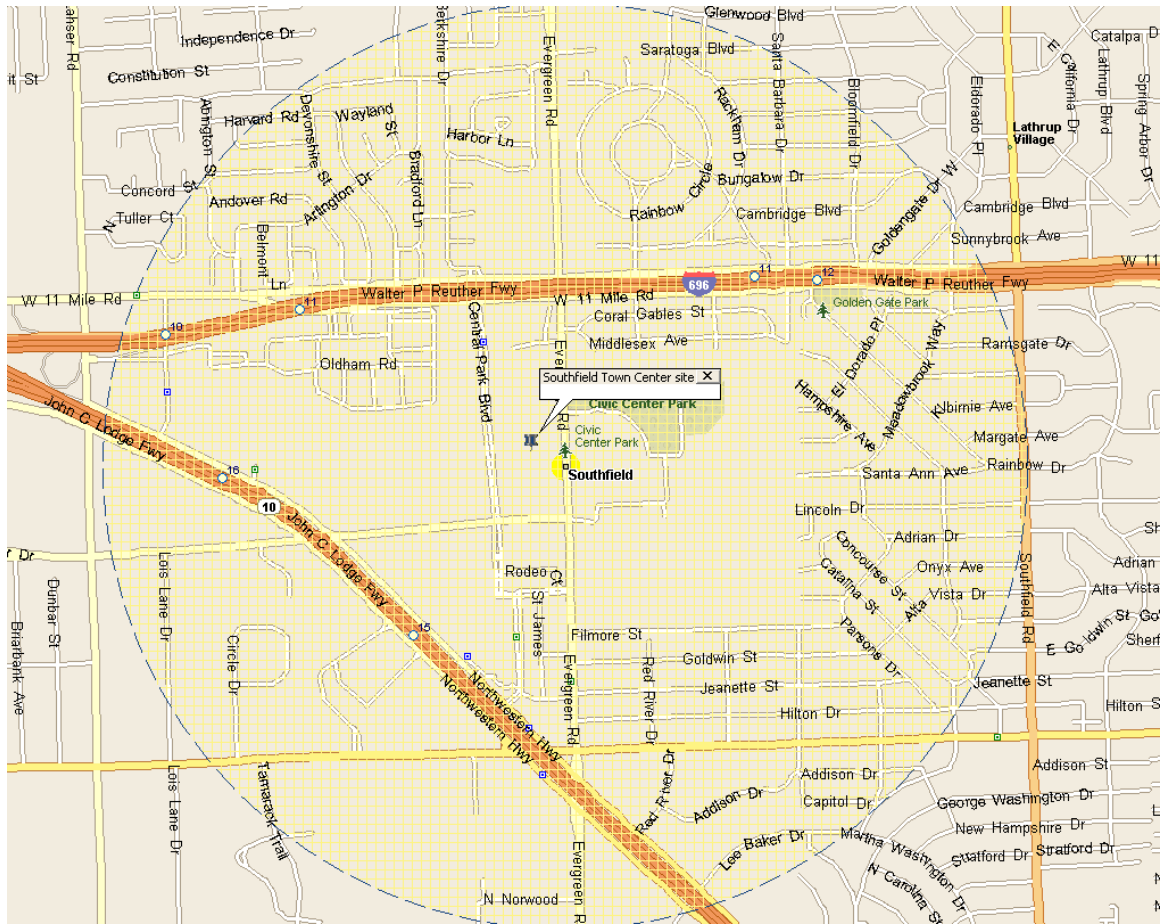
**Table 6:** The 31,700 employees within a five-minute drive of the subject site annually contribute more than \$210 million to the local economy

This study estimates that existing retailers, especially lunchtime oriented restaurants, regularly captures expenditure from workers within the five-minute drive time. The annual impact of the 31,700 workers within five minutes of the Southfield City Centre site is \$210.6 million. This breaks down to include \$70.1 million in prepared food and beverage establishments, \$35.1 million in grocery purchases, \$81.9 million in retail sales and \$23.4 million in convenience items.

With desirable development, the Southfield City Centre could expand the existing capture to attract workers within a ten-minute drive time of Southfield City Centre. New or expanded restaurants deploying in the City Centre area with appropriate levels of parking and excellent visibility could increase the share of drive time worker expenditure captured by retailers in the study site.

Further research, including focus groups, is recommended to fully understand the existing policies and physical conditions that are limiting daytime worker shopping and dining.

## TRADE AREA CHARACTERISTICS



**Figure 7:** Well-located near regional expressways, highways and busy surface streets bring consumers to the Southfield City Centre area. Signage and wayfinding along these routes could improve navigation to the study site.

### Location

The primary trade area is constrained by retail competition located within close proximity to the several interstates and highways in the area. However, this also suggests that regional access is exceptional and Southfield City Centre could plausibly begin to attract consumers from outside of the trade area. Retail locations conventionally developed with visibility and access from the surrounding roads is certainly the dominant and preferred format in this area. The popularity of several nearby downtowns and shopping centers has demonstrated that there is a demand for walkable shopping areas.

Southfield City Centre's central location could provide a needed alternative to residents living within the trade area. The study area's proximity to regional transportation routes also translates to a number of employment clusters within the trade area represented by nearly 236,000 workers within a 10-minute drive time of restaurants and retailers. Furthermore, due to the proximity to several freeways, a large percentage of workers in the Metro-Detroit region likely pass within one mile of the site on the homebound workday commute. A large percentage of retail sales occur on the way home from work and Southfield City Centre could increase market share by attracting these homebound consumers.

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## Access

Regional linkage is exceptional in the trade area: Southfield City Centre is just less than one mile from Interstate-696 and M-10 (The John C. Lodge Freeway), two of the most prominent expressways in the Metro-Detroit region. Figure 7 identifies the main interchanges that visitors are likely to use to arrive at the study site.

**Table 7: Traffic Counts**

Location	Traffic Count	Year
I-696 and Evergreen Road	153,700	2014
M-10 and Evergreen Road	125,300	2014
Telegraph Road and Civic Center Drive	89,400	2004
8 Mile Road and Evergreen Road	55,700	2014
Southfield Road and 11 Mile Road	50,400	2014
11 Mile Road and Lahser Road	29,400	2011
Evergreen Road and 11 Mile Road	24,300	2011
12 Mile Road and Evergreen	21,300	2011
Civic Center Drive and Evergreen Road	18,700	2014
Evergreen Road and 12 Mile Road	18,500	2011
Lahser Road and M-10	17,500	2013
12 Mile Road and Evergreen Road	16,400	2012
10 Mile Road and Southfield Road	16,200	2012
Lahser Road and 11 Mile Road	15,400	2013
10 Mile Road and Lahser Road	13,700	2012
10 Mile Road and Evergreen Road	12,000	2012

**Table 7:** The traffic chart shows substantial traffic surrounding the study area which can come from both nearby freeways: M-10 and Interstate 696, and from major surface roads. Further, several surface roads also carry substantial traffic directly to and through the City Centre area. (Source: SEMCOG, ESRI)

High traffic volumes seen in Table 7 confirm that the major routes carrying traffic to the study site are I-696 and M-10. More than 150,000 cars pass along I-696 at Evergreen Road and over 125,000 cars drive on M-10 at Evergreen Road every day; with the Southfield City Centre site situated less than a half mile from both major roadways, a large majority of area traffic passes by the site on a regular basis. An additional almost 20,000 cars travel Civic Center Drive and over 24,000 cars travel Evergreen Road nearest the site.

Evergreen Road and Civic Center Drive are the two main contiguous streets to the Southfield City Centre site - and are the same main routes used to get to the Southfield Municipal Center area. The entry drive for the Municipal Center area is just across Evergreen Road at the southeast corner of the site, so anyone coming to do business with the City of Southfield will clearly see, and have easy access to, the new retail and restaurant establishments.

The availability of convenient parking on the site will be important to take advantage of the daily traffic carried along Evergreen, along Civic Center Drive, and in and out of the City's Municipal Center. In today's busy world, the perception of a lack of parking is often reason enough for consumers to find alternative shopping destinations.



## Other Shopping Areas

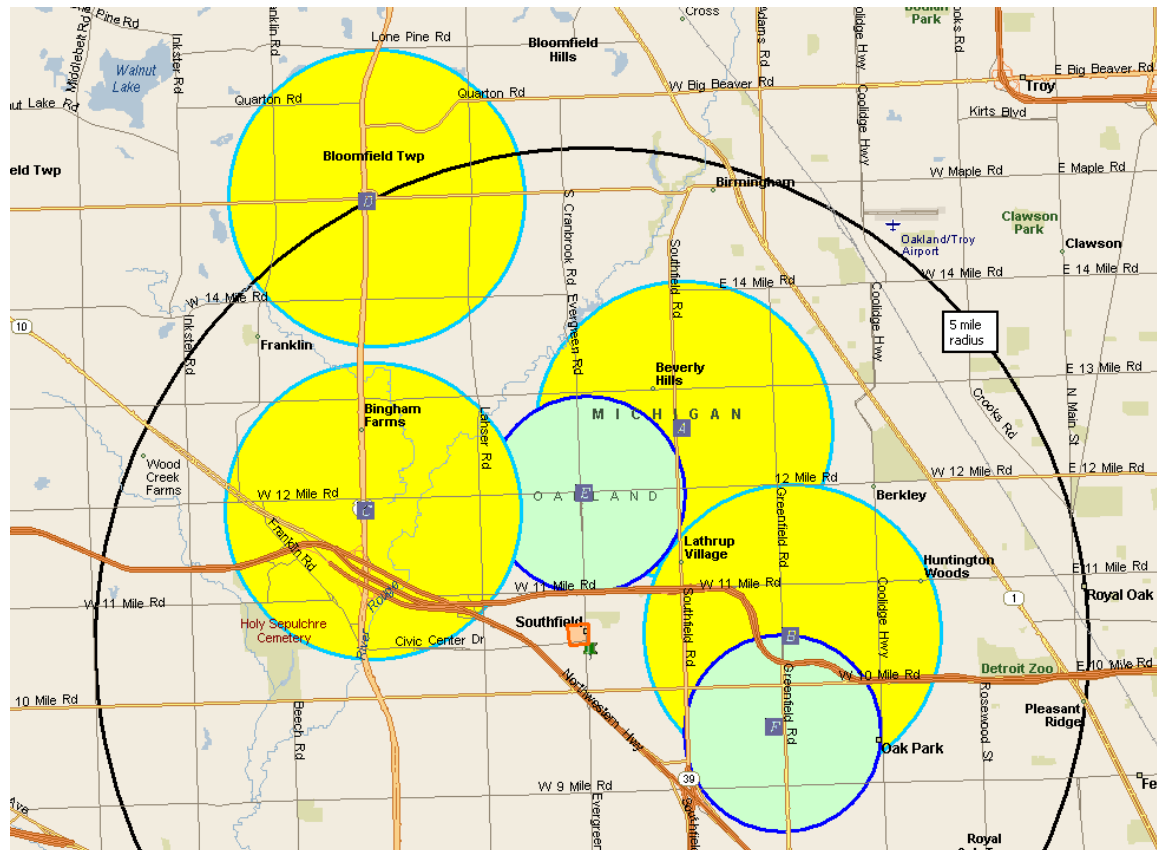
As part of GPG's evaluation, neighborhood, community and regional shopping centers and six key downtown shopping areas near Southfield City Centre were identified and studied to assess their retail appeal, strength of tenant mix, general maintenance and accessibility. In addition to aerial imaging, GPG used information from the International Council of Shopping Centers' Global Shopping Center Directory.

## Community and Neighborhood Shopping Centers

**Table 8: Community and Neighborhood Shopping Centers**

Map Designation	Retail Center Name	Center Type	Size (sf)	Distance to Site
A	Southfield Plaza	Community	191,000 sf	2.25 Miles
B	Lincoln Shopping Center	Community	171,700 sf	2.5 Miles
C	Tel-Twelve Mall	Community	524,000 sf	2.5 Miles
D	Bloomfield Commons	Community	144,200 sf	5 miles
E	Evergreen Plaza	Neighborhood	125,000 sf	1.3 miles
F	Cornerstone Plaza	Neighborhood	127,700 sf	2.8 miles

**Table 8:** There are four community shopping centers within five miles of the Southfield City Centre site and two neighborhood centers within three miles.



**Figure 8:** Four community shopping centers and two neighborhood centers are within five miles of the site.

#### A. Southfield Plaza

Southfield Plaza is located 2.25 miles northeast of the site. The shopping center was built in 1969 and is managed by Ramco Gershenson. It has a gross leasable area of 191,000 sf and is anchored by Big Lots, Burlington Coat Factory and Marshalls. The center also has a large Planet Fitness and is nearby to both Home Depot and Target.



*Figure 9: Southfield Plaza (left) and Lincoln Shopping Center (right) are located within 2.5 miles of the subject site.*

#### B. Lincoln Shopping Center

Located 2.5 miles east of the site, Lincoln Shopping Center is a 300,000 sf shopping center that at one time was anchored by K-Mart. Currently grocery-anchored by Aldi, other tenants are Dollar Castle, Metro PCS, Payless Shoe Source and a beauty supply store. Its largest single building (90,000 sf) is currently available for lease.

#### C. Tel-Twelve Mall



*Figure 10: Tel-Twelve Mall converted from an enclosed regional center to an outdoor community center in response to industry trends. The property contains a mix of big box retail and quick service dining.*

Tel-Twelve Mall, located 2.5 miles northwest of the City Centre District, opened in 1968 as a smaller enclosed regional center of 600,000 sf. Responding to changes in the marketplace, the old center was demolished and redeveloped by Ramco-Gershenson as a 523,000 sf outdoor community center in stages between 2000 and 2006. Anchors include Best Buy, Lowe's Home Improvement and Meijer, complemented by DSW Shoe Warehouse, Michael's Arts and Crafts, Office Depot, PetSmart and Pier 1 Imports. Two outparcels fronting Telegraph Road total 25,000 sf and are devoted to convenience retail and dining, with tenants including Cosi and Quiznos. Situated directly north of the massive interchange between Telegraph Road, I-696 and the Lodge Freeway/Northwestern Highway (M-10), Tel-

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Twelve is surrounded by several separate convenience centers whose tenants include additional quick service restaurants.

**D. Bloomfield Commons**



**Figure 11:** Bloomfield Commons Shopping Center is currently leasing for \$30 per square foot.

Located at the intersection of Maple and Telegraph Roads, five miles northwest of the site, this busy shopping center is grocery-anchored by a Trader Joe's, with Frames Unlimited, GNC, Rear Ends of Bloomfield and Sav-On Drugs, as well as Andiamo's, Steve's Deli and Bagger Dave's restaurants. It leases for \$30/sf. On the back/west side of the property is a free standing, three-screen popular fine arts movie theatre.

**E. Evergreen Plaza**

Evergreen Plaza is a 125,000 sf grocery-anchored shopping center with historically strong occupancy rates and sales. It is located 1.3 miles north of the site, at the southeast corner of 12 Mile & Evergreen Roads, approximately one mile north of I-696. Major Tenants are Kroger, CVS, Dress Barn, GameStop and Little Caesars.



**Figure 12:** Evergreen Plaza (left) and Cornerstone Plaza are Kroger-anchored neighborhood centers.

**F. Cornerstone Plaza**

Kroger and CVS pharmacy anchor this 127,700 sf center located 2.8 miles southeast of the subject site, on the west side of Greenfield Road, north of 9 Mile Road. Other tenants include Panera, Pizza Papalis, Rent-A-Center and several beauty and service providers. The leasing rate is listed at \$24/sf and the center prides itself on its 100 percent occupancy. Recent improvements include resurfacing and restriping of the entire parking lot, which holds 650 vehicles.

## Downtown Neighborhood Shopping Areas

Table 9: Nearby Downtown Shopping Areas

Map Designation	Downtown Neighborhood Shopping District Name	Year of City Incorporation	Distance to Site
1	Birmingham	1933	4.6 Miles
2	Royal Oak	1921	4.9 Miles
3	Ferndale	1918	5.75 Miles
4	Farmington	1826	6.9 Miles
5	Northville	1955	12.8 Miles
6	Plymouth	1932	14 Miles

Table 9: Six area downtown shopping districts offer notable shopping competition to the subject site.

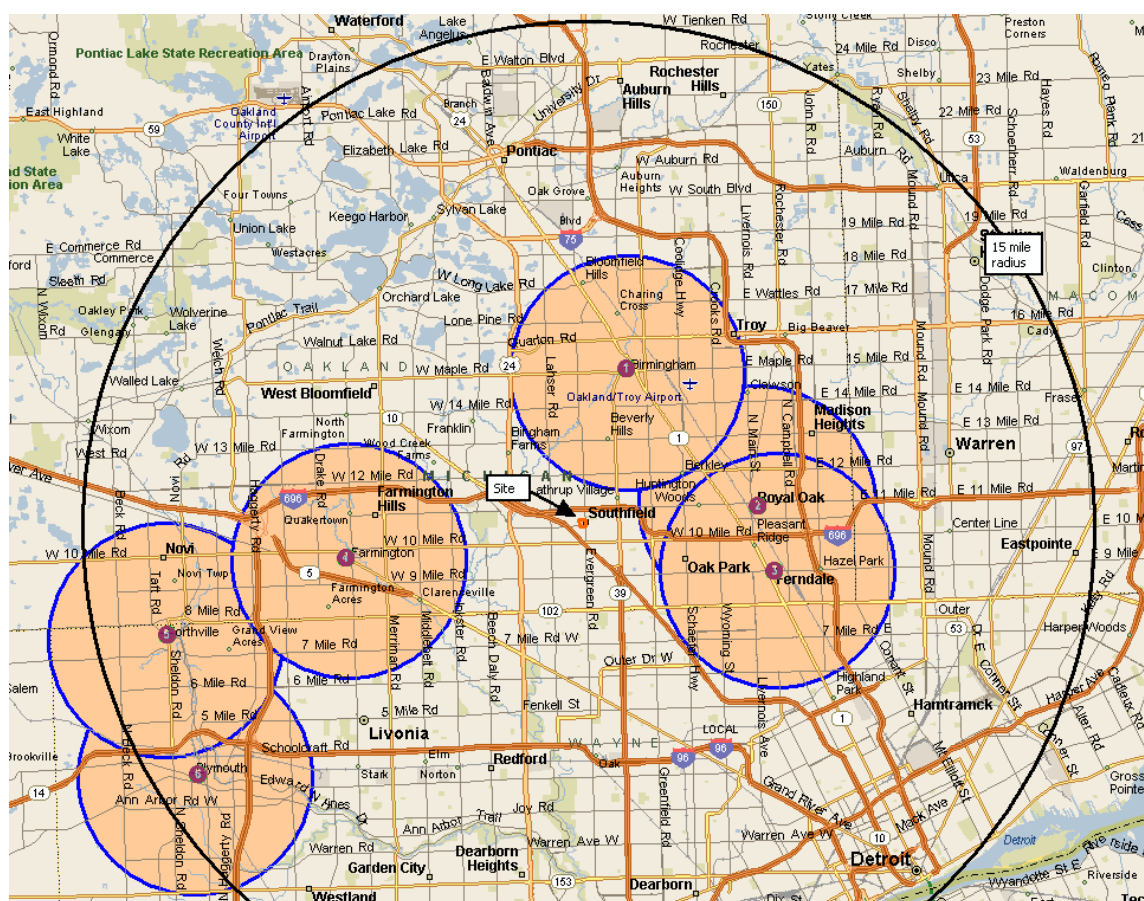


Figure 13: Six downtown shopping districts provide retail options to shopping centers in Southeast Michigan.

An arena of retail competition for the site exists in the traditionally urban contexts of several nearby downtown districts. The older Detroit suburbs of Birmingham, Royal Oak, Ferndale, Farmington, Northville and Plymouth have seen new retail development on and around their main streets occur within the last two decades. These communities host a variety of retail and dining options, ranging from unique locally owned businesses to upscale national chains.



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## 1. Birmingham

Approximately 4.5 miles northeast of the site, downtown Birmingham has attracted a mix of upscale specialty and traditional retail and dining, centered on the intersection of Old Woodward Avenue and Maple Road. National retail names include Anthropologie, bluemercury, Ethan Allen Design Center, Evereve, francesca's, Jos. A. Bank Clothiers, J. McLaughlin, Ligne Roset, PaperSource, Roots and West Elm, among many other independent shops and boutiques, galleries, antique and jewelry stores. Dining options range from casual café and quick service restaurants to upscale bistro and full service establishments. The city enjoys expanded streetside dining during warmer months when business owners may rent street parking to provide outdoor seating. Downtown Birmingham additionally contains 13 movie screens between two theaters, one of which was constructed in 1927, later restored, and expanded to eight screens in the 1990s.



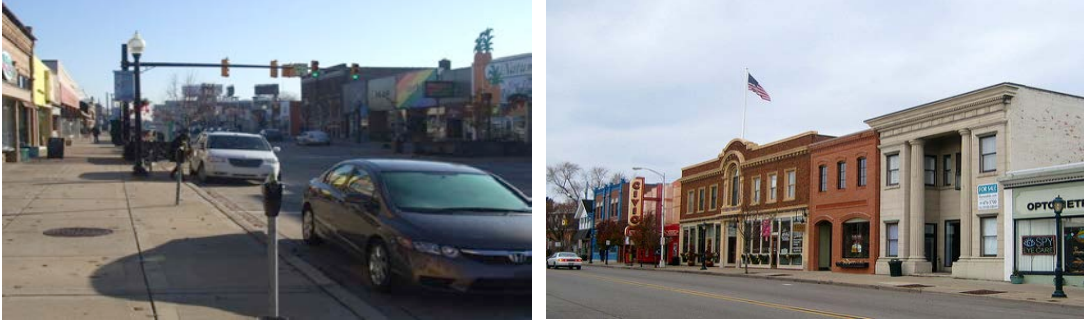
*Figure 14: The downtowns of Birmingham and Royal Oak offer a wide range of independent and national retail and restaurants, with entertainment and shopping in a historical urban setting.*

## 2. Royal Oak

Situated 4.8 miles east of the subject site at the intersection of I-696 and Woodward Avenue, downtown Royal Oak hosts a trendy mix of local, regional and national retailers. Over 85 boutiques, salons and retail shops have locations in the downtown district, centered on Main Street, 4<sup>th</sup> Street and Washington Avenue. Many coffee houses operate in the area, with Starbucks competing against local merchants, many of whom offer live entertainment. Over 70 restaurants having more than 750 outdoor seats include casual upscale bistros and a full range of quick service and casual dining restaurants, including bd's Mongolian Grill, Noodles & Co. and Qdoba Mexican Grill. They share space with 19 independent bars, breweries, clubs and cocktail lounges. A 10-screen first-run theater and 16-lane bowling alley opened in 2011, complementing a long-standing art theater on Main Street. An additional former theater building now plays host to off-Broadway productions and live music.

## 3. Ferndale

Ferndale's downtown district centers on Woodward Avenue and 9 Mile Road, 5.75 miles southeast of the subject site. Although the retail here is not composed of national tenants with significant sales per square foot numbers, the authentic book and antique stores, coffee shops and custom retail make it a destination for neighborhood, community and tourism retail. Downtown businesses include art galleries, a comic book store, retro-themed antique, clothing and candy stores, health foods, a record store and several independent bookstores. Dining includes many small, ethnic-themed restaurants and several full-service bar and grilles. Unique cocktail lounges are abundant in lieu of traditional bars.



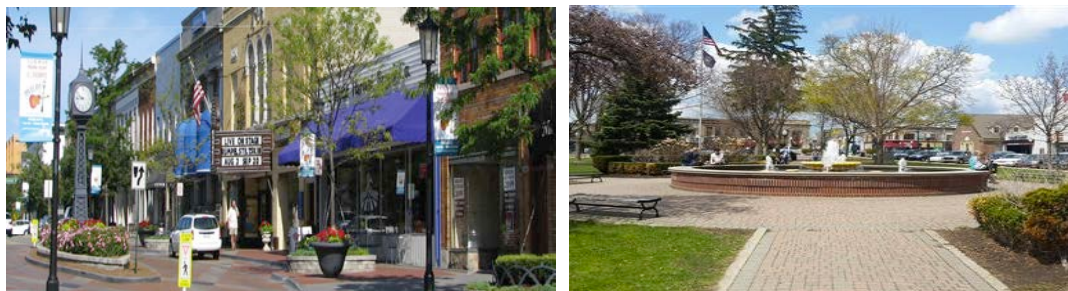
**Figure 15:** Ferndale's downtown district (left) is an organic mix of galleries, specialty retail and nightspots with a trendy, authentic flavor. Historic downtown Farmington (right) is known for its historic district and quaint main street.

#### 4. Farmington

The City of Farmington is known for its charming historic district, downtown shopping district and its quaint, picturesque main street. Located 6.9 miles west of the study site, the central business district is concentrated at the intersection of Grand River Avenue and Farmington Road. In addition to the elements that define the urban form and character of the downtown, several key landmark buildings define Farmington as a distinct place. These include the Farmington Civic Movie Theater's marquee sign, the Village Mall, the Masonic Temple and the plaza on the northwest corner of Grand River Avenue and Farmington Road.

#### 5. Northville

Downtown Northville is located 12.8 miles from the site and offers a variety of unique shopping and dining experiences. The Town Square is the place to go for restaurants with outdoor patios, while the surrounding Main Street shopping district has over 75 restaurants and shops to explore. Northville prides itself on the numerous events it puts on throughout the year, such as Art in the Sun or Fire and Ice. The Downtown area is very walkable and has something for everyone.



**Figure 16:** Northville and Plymouth are west of I-275 and have downtowns popular amongst established professionals and families. (Image Sources: left: Northville DDA; right: Sam Plymale).

#### 6. Plymouth

Situated 14 miles southwest of the site is downtown Plymouth, a vibrant town with over 100 shops and 24 restaurants. This downtown serves both the City of Plymouth and Plymouth Charter Township, which have a combined population of over 36,000. Events held throughout the year at Plymouth's signature Kellogg Park include the Music in the Air Summer Concert Series. Downtown Plymouth features dozens of shops, boutiques, wellness centers, salons and spas. The Penn Theatre is a community treasure used for movies, performances and concerts year round.



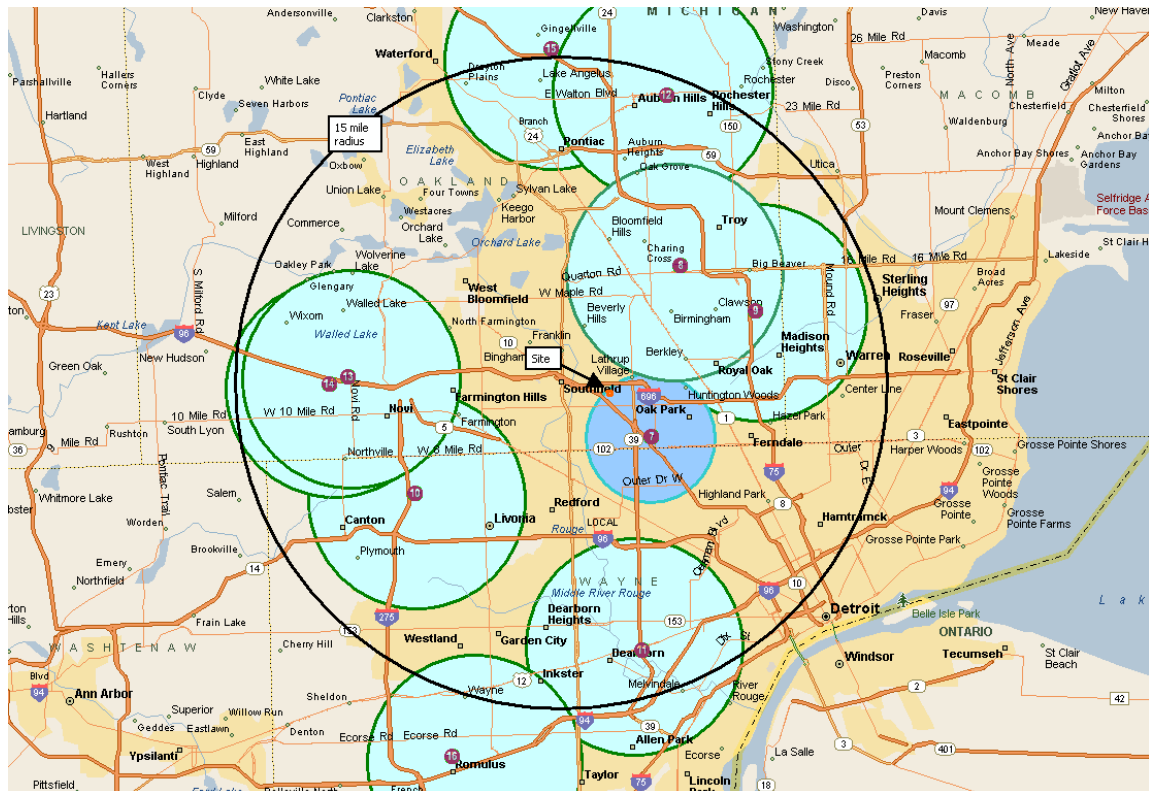
## Regional Malls and Outlet Centers

The majority of regional mall development has occurred in the suburbs to the north, northeast, and southwest of the Southfield City Centre site. One regional mall is within the primary trade area; an additional regional mall is within the total trade area. The region's lifestyle center is located far to the north of the total trade area boundary, and the two outlet centers are both beyond the 15-mile radius.

**Table 10: Regional and Outlet Centers**

Map Designation	Retail Center Name	Type	Size (sf)	Distance to Site
7	Northland Center	Regional	1,400,000 sf	3 miles
8	The Somerset Collection	Regional	1,450,000 sf	7 miles
9	Oakland Mall	Regional	1,500,000 sf	7 miles
10	Laurel Park Place	Regional	506,000 sf	9 miles
11	Fairlane Town Center	Regional	1,465,000 sf	10 miles
12	The Village of Rochester Hills	Lifestyle Center	375,000 sf	13 miles
13	Twelve Oaks Mall	Regional	1,500,000 sf	14 miles
14	Twelve Mile Crossing at Fountain Walk	Regional	737,000 sf	14 miles
15	Great Lakes Crossing Outlet	Outlet	1,400,000 sf	16 miles
16	NEW: The Outlets of Michigan	Outlet in development	350,000 sf	18 miles

*Table 10: Shopping competition from regional and Outlet Centers.*



**Figure 17: Eight regional malls (one currently closed) and two outlet centers (one under development) lie within 15 miles of the Southfield City Centre site.**

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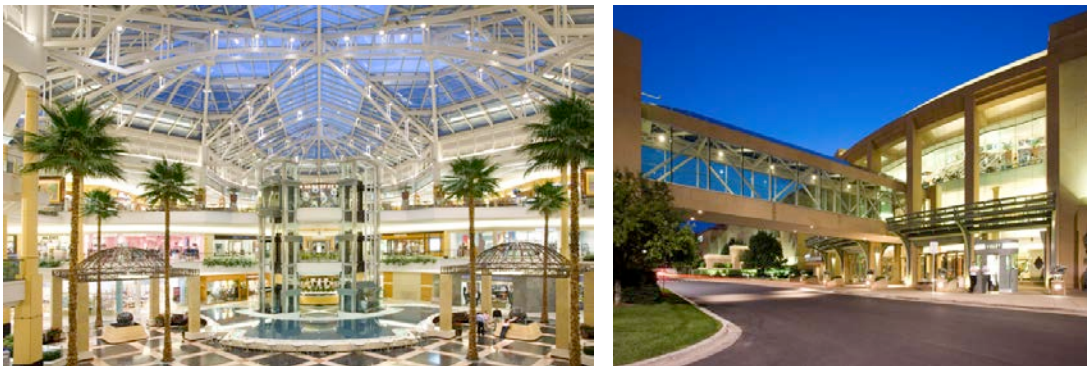
## 7. Northland Center



**Figure 18:** Northland Center once hosted five anchor tenants, but is now closed. It is the closest regional center.

Northland Center (three miles south of the site) opened in 1954 and was the Detroit area's first regional shopping center; it was also the largest such center in the United States at the time of its completion. Originally an open-air center designed by Victor Gruen, Northland was enclosed in the 1970s; at its peak it supported five anchor tenants. After years of declining occupancy, the 1.7 million sf center closed in March 2015 and the 159-acre property was bought by the City of Southfield for \$2.5 million, with intent to demolish it and plan for its redevelopment as a mixed-use town center.

## 8. Somerset Collection



**Figure 19:** Somerset Collection is one of the most profitable luxury malls in the country. (Source: Somerset Collection).

The 1,450,000 sf Somerset Collection (seven miles northeast of the site) is one of the most profitable malls in the United States not owned by a real estate investment trust. The mall first opened in 1969, anchored by the already existing Saks Fifth Avenue and the newly constructed Bonwit Teller. After Bonwit Teller was replaced by Neiman Marcus in 1992, the mall became very successful, which prompted its developer - the Forbes Company - to construct a 940,000 sf expansion.

The newer Somerset North connects to the original Somerset South by a 700 ft. bridge - the Skywalk - that transports customers between the two buildings over Big Beaver Road. After

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the conversion of Somerset North's Marshall Field's into a Macy's, Somerset Collection became one of the only malls in the country to be anchored by a Macy's, a Nordstrom, a Neiman Marcus, and a Saks Fifth Avenue.

#### **9. Oakland Mall**

Oakland Mall is located approximately seven miles east of the City Centre site, in Troy. It is owned by Urban Retail Properties (which bought it from Kogan Companies in 2007) and has over 1.5 million sf of leasable area. Built in 1965, It is anchored by Macy's, Sears and JCPenney, and has over 120 stores, including a food court, plus several big box stores on the periphery. Field and Stream opened across from JCPenney in 2015. Located on the northwest corner of the intersection of 14 Mile and John R. Roads, the 1.5 million sf mall is also strategically adjacent to I-75.



*Figure 20: Built in 1965, Oakland Mall (left) has been a popular shopping destination for many years. Laurel Park Place (right) is one of the smallest malls in the region.*

#### **10. Laurel Park Place**

Located nine miles southwest of the site, Laurel Park Place is an upscale shopping mall in Livonia anchored by Carson's and Von Maur. National tenants such as Bath and Body Works, Chico's, Eddie Bauer, H&M, Limited, Talbots and Victoria's Secret are among the more than 70 retail, restaurant and service offerings. Phoenix Movie Theater and the attached Livonia Marriot enhance the 506,000 sf mall. Opened in 1989 and acquired by CBL & Associates Properties, Inc. in 2005, the mall has undergone one expansion, which included the construction of Michigan's first Parisian (now Carson's). The mall later saw the conversion of the bankrupt Jacobson's into Von Maur. During the mall's acquisition by CBL, it boasted sales per square foot of \$409.

#### **11. Fairlane Town Center**

Fairlane Town Center is a 1.5 million sf regional mall 10 miles from the subject site that anchors a corridor of major retail developments located along M-39 stretching from Dearborn into the city of Allen Park. Developed by Taubman Centers and opened in 1976, Fairlane was built on a portion of the land once in possession of Henry Ford, whose mansion remains in situ directly to the west of the mall. Anchor tenants are JC Penney, Macy's and Sears, but Fairlane once hosted five anchors; a former Saks Off Fifth space was rebuilt into a unique "lifestyle section" with an outdoor promenade containing several casual dining restaurants including BRAVO! Cucina Italiana and P.F. Chang's Bistro.

The regional center includes the largest H&M store in Michigan, and continues to host a variety of national fashion retailers inline. A 21-screen theater was built to replace the center's



original multiplex in the early 2000s. Fairlane has a history of experimenting with unique features; the center originally included an elevated monorail connecting it to the 773-room Hyatt Regency hotel to its southwest. The monorail was decommissioned in the late-1980s to facilitate expansion of the mall's center court.



**Figure 21:** Fairlane Town Center (left) in Dearborn is a regional mall located south of the primary trade area. The Village of Rochester Hills (right) is a popular open-air lifestyle center.

## **12. The Village of Rochester Hills**

This 375,000 sf upscale retail lifestyle center is located in Rochester Hills, Michigan, a suburb on the northern outskirts of Metro Detroit, and 13 miles from the site. Built in 2002 by Robert B. Aikens & Associates (who also own it), the center replaced a former enclosed shopping mall called Meadowbrook Village Mall. The Village of Rochester Hills has two anchor stores, a Carson's department store and a Whole Foods Market, and features almost fifty inline tenants including Banana Republic, Eddie Bauer, EVEREVE, Gap, J. Jill, Lane Bryant, LOFT, Pottery Barn, Talbots, The Robot Garage and Williams-Sonoma. Popular dining spots include B Spot Burgers, BRAVO! Cucina Italiana, Kruse and Muir and Mitchell's Fish Market.

## **13. Twelve Oaks Mall**

Twelve Oaks Mall in Novi is located 14 miles from the site. At over 1.5 million sf, it is one of the largest malls in the area. Taubman Centers has managed the mall since its development in 1977 and has implemented many renovations. In 2002, the original United Artists movie theatre was demolished to make room for a food court and kiosks. Today, Twelve Oaks has over 180 stores and is anchored by Nordstrom, Macy's, Lord & Taylor, JCPenney and Sears.

## **14. Twelve Mile Crossing at Fountain Walk**

Across the street from Twelve Oaks Mall is Twelve Mile Crossing at Fountain Walk, an open-air lifestyle center. The 737,000 sf center is currently anchored by a Sears outlet, Dick's Sporting Goods and the Emagine Novi Movie Theatre, but originally featured a Galyan's Trading Company and The Great Indoors when it opened in 2002.

The mall's original owner, PLC Novi West, filed for bankruptcy in 2004 and was bought out by HHT Devco LLC. PLC cited poor visibility as the reason for the shopping center's poor performance and less than 70 percent occupancy rate. The center was redeveloped in 2006 by Transwestern Investment Company and has since continued to expand. Tenants are predominantly restaurants and entertainment venues.



**Figure 22:** Twelve Oaks Mall (left) is one of the largest malls in southeastern Michigan. Twelve Mile Crossing at Fountain Walk (right) is adjacent to Twelve Oaks Mall, but has seen far less success than its indoor neighbor has. (Image Source: left: W. J. O'Neil Company, right: Dwight Burdette)

### 15. Great Lakes Crossing Outlet

Developed in 1998 and owned by Taubman Centers, this super-regional outlet mall features over 180 stores and restaurants, a food court and a 25-screen AMC Star Movie Theater. Anchor stores include Bass Pro Shops, Burlington Coat Factory, The Children's Place Outlet, Neiman Marcus Last Call Clearance Center, Saks Off 5th and The Sports Authority. The 1.4 million sf Great Lakes Crossing Outlets began life as Great Lakes Crossing, but was renamed Great Lakes Crossing Outlets in 2010 with new stores: aerie outlet by American Eagle, HUGO BOSS Factory Store, Lord & Taylor Outlet, Movado Company Store and Talbots Outlet, all being the first in Michigan. Other new stores include Polo Ralph Lauren Factory Store, Wilsons Leather Outlet, Lacoste Outlet, and Swim 'n Sport Outlet

Great Lakes Crossing Outlets introduced Sea Life Michigan by Merlin Entertainments, one of only two aquariums in Southeast Michigan, in 2015. A LEGOLAND Discovery Centre opened in the spring of 2016 in a space south of the food court.



**Figure 23:** Great Lakes Crossing Outlets has recently opened an aquarium and LEGOLAND Discovery Centre.

### 16. The Outlets of Michigan - currently under development

As planned, the \$100 million, open-air concept will include 90 -100 stores, according to the site plan submitted to the City of Romulus. The 350,000 sf Outlets of Michigan, to be located off I-94 across from Detroit Metropolitan Airport, is 18 miles from the City Centre site. New England Development is now co-developing the Romulus outlets with a Baltimore-based firm, Paragon Outlet Partners, which at first tried to build a Canton outlet mall project that fell apart.



**Figure 24:** Beautiful landscaping surrounding a mix of residential and commercial structures contributes to the charm and potential of the Southfield City Centre area.

## SUMMARY of FINDINGS

This study finds that Southfield City Centre is presently supportable with more than 183,700 sf of retail space. This new retail can potentially capture \$52.7 million of expenditures in 2016, growing to \$58.5 million by 2021. This retail development could support 35 - 50 stores in a mix of the following:

- **Corner Stores:** A 1,500 to 2,500 sf corner store, located near the neighborhood entries
- **A Convenience Center:** One or two 12,000 to 20,000 sf convenience centers can include a wide range of retailers such as apparel, bakeries, electronics or phone stores, financial services, limited-service restaurants, jewelry, gift stores, shoes, or a pharmacy.
- **A Neighborhood Center:** One 60,000 to 100,000 sf neighborhood center could support a full-size grocery anchor, a medium-sized general merchandise store, a specialty grocer, apparel, an appliance store, beauty and personal care services, hardware, furniture, restaurants and a pet store.

These centers could be developed conventionally or integrated into a mixed-use town center development.

The demographics of the primary trade area show a population base of 168,000 that will grow to 170,000 by 2021, at an annual growth rate of 0.19 percent, while households will grow from 71,200 to 72,200 by 2021 at an annual rate of 0.29 percent. These growth rates are significantly higher than the region and state rates. While the average household incomes of \$68,700 now and \$79,000 five years out are similar to the region and state, median household incomes of \$50,300 now and \$57,000 by 2021 are also higher than the total trade area and the state. The persons per household is 2.34, and median age is 42.2 years old. Educational attainment is greater than all comparison geographies as 35.3 percent of residents over the age of 25 have earned a bachelor's degree or higher.



Employment in the primary trade area favors the services sector (47.5 percent), while other strong sectors include retail (15.8 percent) and finance, insurance and real estate (13.4 percent). Over 31,700 employees within a five-minute drive of the study site annually contribute more than \$210 million to the local economy, a portion of which is regularly being captured by existing retailers. Significantly more expenditure from 10-minute drive time employees may be captured by new and existing retailers with effective marketing and a critical mass of restaurant and retail destinations.

Tapestry lifestyles in the market reflect a majority base of *Family Foundations* households, representing 29.3 percent of all households. Median household income is \$40,000 and net worth is \$53,000. Many have no financial investments or retirement savings. Baby and Children's products are the primary purchases made by *Family Foundations* residents. They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. One of their favorite entertainment sources is television: they subscribe to premium cable channels and own three to four TVs. They are connected, but use the internet primarily for entertainment, chat rooms and online gaming.

A detailed examination of the supportable sf of retail uses is in the following Table 11:

**Table 11: 2016 & 2021 Estimated Supportable Retail**

Retail Category	Estimated Retail Supportable SF	2016 Sales/SF	2016 Estimated Retail Sales	2021 Sales/SF	2021 Estimated Retail Sales	No. of Stores
<b>Retailers</b>						
Apparel Stores	7,270	\$265	\$1,926,550	\$295	\$2,144,650	3 - 4
Book & Music Stores	3,470	\$210	\$728,700	\$235	\$815,450	1 - 2
Department Store Merchandise	38,310	\$180	\$6,895,800	\$200	\$7,662,000	7 - 9
Florists	1,200	\$225	\$270,000	\$250	\$300,000	1
Furniture Stores	3,700	\$235	\$869,500	\$260	\$962,000	1
General Merchandise Stores	7,510	\$225	\$1,689,750	\$250	\$1,877,500	1 - 2
Grocery Stores	42,700	\$455	\$19,428,500	\$505	\$21,563,500	1 - 2
Hardware	10,430	\$210	\$2,190,300	\$230	\$2,398,900	1 - 2
Lawn & Garden Supply Stores	2,980	\$200	\$596,000	\$220	\$655,600	1 - 2
Miscellaneous Store Retailers	6,420	\$275	\$1,765,500	\$305	\$1,958,100	2 - 3
Office Supplies & Gift Stores	7,320	\$185	\$1,354,200	\$205	\$1,500,600	3 - 4
Sporting Goods & Hobby Stores	7,160	\$225	\$1,611,000	\$250	\$1,790,000	2 - 3
<b>Retailer Totals</b>	<b>138,470</b>	<b>\$241</b>	<b>\$39,325,800</b>	<b>\$267</b>	<b>\$43,628,300</b>	<b>24 - 35</b>
<b>Restaurants</b>						
Bars, Breweries & Pubs	11,360	\$320	\$3,635,200	\$355	\$4,032,800	3 - 4
Full-Service Restaurants	13,460	\$295	\$3,970,700	\$325	\$4,374,500	2 - 3
Limited-Service Eating Places	14,660	\$275	\$4,031,500	\$305	\$4,471,300	4 - 5
Special Food Services	5,760	\$305	\$1,756,800	\$340	\$1,958,400	2 - 3
<b>Restaurant Totals</b>	<b>45,240</b>	<b>\$299</b>	<b>\$13,394,200</b>	<b>\$331</b>	<b>\$14,837,000</b>	<b>11 - 15</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>183,710</b>	<b>\$255</b>	<b>\$52,720,000</b>	<b>\$283</b>	<b>\$58,465,300</b>	<b>35 - 50</b>

*Table 11: Sales stated in constant 2016 dollars.*

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## Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

**Auto Supply Stores (4411):** establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

**Furniture Stores (4421):** establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

**Home Furnishings Stores (4422):** establishments primarily engaged in retailing new home furnishings (except furniture).

**Electronics and Appliance Stores (4431):** establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

**Hardware Stores (4441):** establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

**Lawn and Garden Supply Stores (4442):** establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

**Grocery Stores (4451):** establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

**Specialty Food Stores (4452):** establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

**Beer, Wine, and Liquor Stores (4453):** establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

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**Health & Personal Care Stores (4461):** establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

**Clothing stores (4481):** men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

**Shoe Stores (4482):** Shoes (men's, women's, child/infant, athletic).

**Jewelry Stores (4483):** Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

**Sporting Goods Stores (4511):** establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

**Book & Music Stores (4512):** establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

**Department Stores (4521):** establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

**General Merchandise Stores (4529):** establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supercenters, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

**Florists (4531):** establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

**Office Supplies & Gift Stores (4532):** establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

**Miscellaneous Retailers (4539):** establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores;

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florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

### **Restaurants**

**Full-Service Restaurants (7221):** establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

**Limited-Service Restaurants (7222):** establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

**Special Food Services (7223):** establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- **Food Service Contractors:** Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
- **Caterers:** providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.
- **Mobile Food Services:** establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

**Drinking Places (Alcoholic Beverages) (7224):** establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).

### **Shopping Center Definitions**

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and

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professional services such as real estate and financial consulting. The centers typically include six to eight businesses.

- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.
- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as 'town centers.'
- **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion.

## Rationale

The rationale for the findings in this study follows:

- **Captive consumer market:** Residents in the primary trade area likely pass within a few blocks of the Southfield City Centre site daily. The demands of daily life suggest many consumer purchases are made on the way to and from work. Convenient parking and a critical mass of desired retail and restaurants could increase expenditure from area commuters.
- **Strong daytime employment base:** There are more than 31,000 employees within a five-minute drive of the study area. These daytime consumers expend \$210.6 million annually in the local economy and supplement the residential consumer base. Furthermore, there are over 200,000 workers within 10-minutes of the subject site who could be lured by a critical mass of retailers and restaurants.
- **Demographic and economic growth:** Population in the primary trade area is expected to increase by 0.19 percent annually, expanding the consumer base near Southfield City Centre. Additionally, median incomes are projected to grow by 2.55 percent annually, increasing the amount of disposable income for retail purchases.



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- **Exceptional regional access:** More than 270,000 cars pass within a few miles of the site on a daily basis. This suggests a large number of Metro Detroit residents can easily reach Southfield City Centre in a reasonable amount of time. The surrounding expressways have created the current retail patterns showing agglomerations of commercial development outside of the primary trade area, a void that could be filled by additional retail development at the site.

### Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of April 25, 2016 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market variables including the type, design and quality of the new development. It is plausible that a walkable town center, with well-designed buildings and public realm, could draw visitors from beyond this study's estimated trade area boundaries and considerably outperform the site's location and limited market potential. This would require an extraordinary development team and retailer mix unique to the market, including anchor retailers. On the other hand, a poorly implemented commercial center or badly managed businesses could underperform the location.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of **City of Southfield** for general planning purposes only, and is void for other site locations or developers.

-- END OF ANALYSIS --

## Appendix EXHIBIT A1: Primary Trade Area Business Summary

Gibbs Planning Group

Business Summary

Southfield TC PTA

Area: 48.95 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:

Total Employees:

Total Residential Population:

Employee/Residential Population Ratio:

10,141

116,447

168,173

0.69:1

	Businesses		Employees	
	Number	Percent	Number	Percent
<b>by SIC Codes</b>				
Agriculture & Mining	106	1.0%	1,726	1.5%
Construction	442	4.4%	3,098	2.7%
Manufacturing	279	2.8%	8,443	7.3%
Transportation	211	2.1%	1,580	1.4%
Communication	164	1.6%	3,901	3.4%
Utility	15	0.1%	125	0.1%
Wholesale Trade	367	3.6%	4,116	3.5%
<b>Retail Trade Summary</b>				
Home Improvement	65	0.6%	791	0.7%
General Merchandise Stores	62	0.6%	1,119	1.0%
Food Stores	121	1.2%	1,414	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	159	1.6%	2,614	2.2%
Apparel & Accessory Stores	241	2.4%	971	0.8%
Furniture & Home Furnishings	176	1.7%	2,544	2.2%
Eating & Drinking Places	431	4.3%	5,872	5.0%
Miscellaneous Retail	485	4.8%	3,083	2.6%
<b>Finance, Insurance, Real Estate Summary</b>				
Banks, Savings & Lending Institutions	329	3.2%	2,141	1.8%
Securities Brokers	214	2.1%	2,390	2.1%
Insurance Carriers & Agents	290	2.9%	6,409	5.5%
Real Estate, Holding, Other Investment Offices	610	6.0%	4,670	4.0%
<b>Services Summary</b>				
Hotels & Lodging	4,833	47.7%	55,364	47.5%
Automotive Services	37	0.4%	881	0.8%
Motion Pictures & Amusements	190	1.9%	1,206	1.0%
Health Services	166	1.6%	2,014	1.7%
Legal Services	917	9.0%	12,257	10.5%
Education Institutions & Libraries	485	4.8%	4,230	3.6%
Other Services	203	2.0%	6,158	5.3%
	2,836	28.0%	28,618	24.6%
Government	128	1.3%	3,154	2.7%
Unclassified Establishments	415	4.1%	920	0.8%
<b>Totals</b>	10,141	100.0%	116,447	100.0%

Source: Copyright 2015 InfoGroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

## Appendix EXHIBIT A2: Primary Trade Area Business Summary

### Gibbs Planning Group

### Business Summary

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	0.1%	40	0.0%
Mining	0	0.0%	0	0.0%
Utilities	6	0.1%	60	0.1%
Construction	519	5.1%	4,092	3.5%
Manufacturing	288	2.8%	7,441	6.4%
Wholesale Trade	356	3.5%	4,040	3.5%
Retail Trade	1,262	12.4%	12,120	10.4%
Motor Vehicle & Parts Dealers	92	0.9%	2,290	2.0%
Furniture & Home Furnishings Stores	46	0.5%	541	0.5%
Electronics & Appliance Stores	126	1.2%	1,995	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	64	0.6%	788	0.7%
Food & Beverage Stores	119	1.2%	1,162	1.0%
Health & Personal Care Stores	140	1.4%	1,318	1.1%
Gasoline Stations	67	0.7%	323	0.3%
Clothing & Clothing Accessories Stores	327	3.2%	1,212	1.0%
Sport Goods, Hobby, Book, & Music Stores	47	0.5%	364	0.3%
General Merchandise Stores	62	0.6%	1,119	1.0%
Miscellaneous Store Retailers	146	1.4%	803	0.7%
Nonstore Retailers	27	0.3%	205	0.2%
Transportation & Warehousing	164	1.6%	1,150	1.0%
Information	280	2.8%	6,234	5.4%
Finance & Insurance	843	8.3%	11,160	9.6%
Central Bank/Credit Intermediation & Related Activities	332	3.3%	2,156	1.9%
Securities, Commodity Contracts & Other Financial	217	2.1%	2,401	2.1%
Insurance Carriers & Related Activities; Funds, Trusts &	294	2.9%	6,602	5.7%
Real Estate, Rental & Leasing	625	6.2%	4,328	3.7%
Professional, Scientific & Tech Services	1,589	15.7%	16,850	14.5%
Legal Services	518	5.1%	4,415	3.8%
Management of Companies & Enterprises	14	0.1%	236	0.2%
Administrative & Support & Waste Management & Remediation	505	5.0%	6,622	5.7%
Educational Services	232	2.3%	6,130	5.3%
Health Care & Social Assistance	1,237	12.2%	16,961	14.6%
Arts, Entertainment & Recreation	122	1.2%	1,586	1.4%
Accommodation & Food Services	484	4.8%	6,992	6.0%
Accommodation	37	0.4%	881	0.8%
Food Services & Drinking Places	447	4.4%	6,111	5.2%
Other Services (except Public Administration)	1,058	10.4%	6,291	5.4%
Automotive Repair & Maintenance	147	1.4%	961	0.8%
Public Administration	130	1.3%	3,170	2.7%
Unclassified Establishments	418	4.1%	944	0.8%
<b>Total</b>	<b>10,141</b>	<b>100.0%</b>	<b>116,447</b>	<b>100.0%</b>

Sources: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population Forecasts for 2015.

## Appendix EXHIBIT B1: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	188,822
2010 Total Population	169,308
2015 Total Population	168,173
2015 Group Quarters	1,907
2020 Total Population	169,797
2015-2020 Annual Rate	0.19%
<b>Household Summary</b>	
2000 Households	76,195
2000 Average Household Size	2.45
2010 Households	70,787
2010 Average Household Size	2.36
2015 Households	71,187
2015 Average Household Size	2.34
2020 Households	72,220
2020 Average Household Size	2.32
2015-2020 Annual Rate	0.29%
2010 Families	43,544
2010 Average Family Size	3.05
2015 Families	43,024
2015 Average Family Size	3.03
2020 Families	43,173
2020 Average Family Size	3.03
2015-2020 Annual Rate	0.07%
<b>Housing Unit Summary</b>	
2000 Housing Units	79,276
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	3.9%
2010 Housing Units	79,786
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	11.3%
2015 Housing Units	80,840
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	11.9%
2020 Housing Units	81,863
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	11.8%
<b>Median Household Income</b>	
2015	\$50,278
2020	\$57,033
<b>Median Home Value</b>	
2015	\$133,083
2020	\$175,936
<b>Per Capita Income</b>	
2015	\$29,198
2020	\$33,561
<b>Median Age</b>	
2010	40.7
2015	42.2
2020	43.2

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT B2: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>2015 Households by Income</b>	
Household Income Base	71,187
<\$15,000	14.7%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	4.3%
\$200,000+	3.8%
Average Household Income	\$68,631
<b>2020 Households by Income</b>	
Household Income Base	72,220
<\$15,000	13.6%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	5.3%
\$200,000+	4.3%
Average Household Income	\$78,549
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	42,589
<\$50,000	6.2%
\$50,000 - \$99,999	28.0%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	9.8%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
Average Home Value	\$163,044
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	43,004
<\$50,000	3.5%
\$50,000 - \$99,999	17.5%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	24.7%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.2%
Average Home Value	\$197,763

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



## Appendix EXHIBIT B3: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>2010 Population by Age</b>	
Total	169,311
0 - 4	5.4%
5 - 9	5.9%
10 - 14	6.8%
15 - 24	13.3%
25 - 34	11.3%
35 - 44	13.2%
45 - 54	14.6%
55 - 64	14.1%
65 - 74	7.8%
75 - 84	5.2%
85 +	2.7%
18 +	77.3%
<b>2015 Population by Age</b>	
Total	168,172
0 - 4	5.2%
5 - 9	5.6%
10 - 14	6.1%
15 - 24	13.0%
25 - 34	11.5%
35 - 44	12.2%
45 - 54	13.4%
55 - 64	14.7%
65 - 74	10.4%
75 - 84	4.9%
85 +	2.8%
18 +	79.2%
<b>2020 Population by Age</b>	
Total	169,795
0 - 4	5.1%
5 - 9	5.4%
10 - 14	6.0%
15 - 24	11.5%
25 - 34	12.4%
35 - 44	11.7%
45 - 54	12.9%
55 - 64	14.3%
65 - 74	12.0%
75 - 84	5.9%
85 +	2.8%
18 +	79.9%
<b>2010 Population by Sex</b>	
Males	76,934
Females	92,374
<b>2015 Population by Sex</b>	
Males	76,471
Females	91,702
<b>2020 Population by Sex</b>	
Males	77,473
Females	92,324

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT B4: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>2010 Population by Race/Ethnicity</b>	
Total	169,307
White Alone	30.2%
Black Alone	65.6%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.2%
Hispanic Origin	1.3%
Diversity Index	49.1
<b>2015 Population by Race/Ethnicity</b>	
Total	168,172
White Alone	28.7%
Black Alone	66.7%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.5%
Hispanic Origin	1.4%
Diversity Index	48.7
<b>2020 Population by Race/Ethnicity</b>	
Total	169,796
White Alone	27.1%
Black Alone	68.0%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.6%
Hispanic Origin	1.5%
Diversity Index	48.0
<b>2010 Population by Relationship and Household Type</b>	
Total	169,308
In Households	98.9%
In Family Households	80.3%
Householder	25.7%
Spouse	14.6%
Child	33.4%
Other relative	4.6%
Nonrelative	1.9%
In Nonfamily Households	18.5%
In Group Quarters	1.1%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.6%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT B5: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>2015 Population 25+ by Educational Attainment</b>	
Total	117,857
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	18.1%
GED/Alternative Credential	3.5%
Some College, No Degree	26.8%
Associate Degree	8.1%
Bachelor's Degree	20.0%
Graduate/Professional Degree	15.3%
<b>2015 Population 15+ by Marital Status</b>	
Total	139,669
Never Married	39.6%
Married	39.3%
Widowed	7.9%
Divorced	13.3%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	89.7%
Civilian Unemployed	10.3%
<b>2015 Employed Population 16+ by Industry</b>	
Total	72,586
Agriculture/Mining	0.1%
Construction	2.2%
Manufacturing	12.1%
Wholesale Trade	1.8%
Retail Trade	9.9%
Transportation/Utilities	4.5%
Information	2.5%
Finance/Insurance/Real Estate	9.3%
Services	52.5%
Public Administration	5.1%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	72,583
White Collar	67.4%
Management/Business/Financial	15.2%
Professional	25.5%
Sales	10.9%
Administrative Support	15.8%
Services	18.6%
Blue Collar	14.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	2.3%
Production	5.4%
Transportation/Material Moving	4.4%

Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT B6: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
Total	70,786
Households with 1 Person	33.8%
Households with 2+ People	66.2%
Family Households	61.5%
Husband-wife Families	34.9%
With Related Children	14.3%
Other Family (No Spouse Present)	26.6%
Other Family with Male Householder	4.9%
With Related Children	2.3%
Other Family with Female Householder	21.7%
With Related Children	12.9%
Nonfamily Households	4.7%
All Households with Children	29.9%
Multigenerational Households	5.1%
Unmarried Partner Households	5.0%
Male-female	4.4%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	70,786
1 Person Household	33.8%
2 Person Household	30.6%
3 Person Household	15.9%
4 Person Household	10.9%
5 Person Household	5.1%
6 Person Household	2.2%
7 + Person Household	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	70,787
Owner Occupied	61.6%
Owned with a Mortgage/Loan	45.5%
Owned Free and Clear	16.1%
Renter Occupied	38.4%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT C1: Primary Trade Area Housing Profile

Gibbs Planning Group

### Housing Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

Population			Households		
2010 Total Population	169,308		2015 Median Household Income		\$50,278
2015 Total Population	168,173		2020 Median Household Income		\$57,033
2020 Total Population	169,797		2015-2020 Annual Rate		2.55%
2015-2020 Annual Rate	0.19%				

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	79,786	100.0%	80,840	100.0%	81,863	100.0%
Occupied	70,787	88.7%	71,187	88.1%	72,219	88.2%
Owner	43,596	54.6%	42,610	52.7%	43,026	52.6%
Renter	27,191	34.1%	28,577	35.4%	29,193	35.7%
Vacant	8,999	11.3%	9,653	11.9%	9,643	11.8%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	42,590	100.0%	43,005	100.0%
<\$50,000	2,652	6.2%	1,485	3.5%
\$50,000-\$99,999	11,945	28.0%	7,531	17.5%
\$100,000-\$149,999	10,123	23.8%	6,975	16.2%
\$150,000-\$199,999	7,577	17.8%	10,625	24.7%
\$200,000-\$249,999	4,195	9.8%	7,628	17.7%
\$250,000-\$299,999	2,017	4.7%	3,357	7.8%
\$300,000-\$399,999	1,962	4.6%	2,539	5.9%
\$400,000-\$499,999	1,125	2.6%	1,488	3.5%
\$500,000-\$749,999	791	1.9%	1,029	2.4%
\$750,000-\$999,999	131	0.3%	278	0.6%
\$1,000,000+	72	0.2%	70	0.2%
Median Value	\$133,083		\$175,936	
Average Value	\$163,044		\$197,763	

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1.



## Appendix EXHIBIT C2: Primary Trade Area Housing Profile

Gibbs Planning Group

### Housing Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent
Total			43,596	100.0%
Owned with a Mortgage/Loan			32,211	73.9%
Owned Free and Clear			11,385	26.1%
Census 2010 Vacant Housing Units by Status			Number	Percent
Total			8,999	100.0%
For Rent			4,024	44.7%
Rented- Not Occupied			78	0.9%
For Sale Only			1,200	13.3%
Sold - Not Occupied			284	3.2%
Seasonal/Recreational/Occasional Use			163	1.8%
For Migrant Workers			0	0.0%
Other Vacant			3,247	36.1%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	70,787	43,596	61.6%	
15-24	1,836	315	17.2%	
25-34	8,495	3,272	38.5%	
35-44	12,500	6,839	54.7%	
45-54	14,389	9,500	66.0%	
55-64	15,131	10,949	72.4%	
65-74	8,996	6,633	73.7%	
75-84	6,207	4,259	68.6%	
85+	3,233	1,829	56.6%	
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	70,788	43,597	61.6%	
White Alone	22,410	17,374	77.5%	
Black/African American	46,030	24,898	54.1%	
American Indian/Alaska	170	90	52.9%	
Asian Alone	789	504	63.9%	
Pacific Islander Alone	16	5	31.3%	
Other Race Alone	207	108	52.2%	
Two or More Races	1,166	618	53.0%	
Hispanic Origin	677	417	61.6%	
Census 2010 Occupied Housing Units by Size and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	70,789	43,597	61.6%	
1-Person	23,950	12,296	51.3%	
2-Person	21,684	14,665	67.6%	
3-Person	11,290	7,391	65.5%	
4-Person	7,696	5,249	68.2%	
5-Person	3,642	2,408	66.1%	
6-Person	1,525	956	62.7%	
7+ Person	1,002	632	63.1%	

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1.

## Appendix EXHIBIT D1: Primary Trade Area Demographic & Income Profile

Gibbs Planning Group

### Demographic and Income Profile

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

Summary	Census 2010		2015		2020	
Population	169,308		168,173		169,797	
Households	70,787		71,187		72,220	
Families	43,544		43,024		43,173	
Average Household Size	2.36		2.34		2.32	
Owner Occupied Housing Units	43,596		42,610		43,026	
Renter Occupied Housing Units	27,191		28,577		29,193	
Median Age	40.7		42.2		43.2	
Trends: 2015 - 2020 Annual Rate	Area		State		National	
Population	0.19%		0.15%		0.75%	
Households	0.29%		0.21%		0.77%	
Families	0.07%		0.06%		0.69%	
Owner HHs	0.19%		0.19%		0.70%	
Median Household Income	2.55%		2.79%		2.66%	
Households by Income			2015		2020	
			Number	Percent	Number	Percent
<\$15,000			10,500	14.7%	9,804	13.6%
\$15,000 - \$24,999			7,370	10.4%	5,749	8.0%
\$25,000 - \$34,999			7,420	10.4%	6,617	9.2%
\$35,000 - \$49,999			10,084	14.2%	9,183	12.7%
\$50,000 - \$74,999			12,951	18.2%	12,952	17.9%
\$75,000 - \$99,999			8,672	12.2%	10,312	14.3%
\$100,000 - \$149,999			8,432	11.8%	10,631	14.7%
\$150,000 - \$199,999			3,058	4.3%	3,859	5.3%
\$200,000+			2,699	3.8%	3,111	4.3%
Median Household Income			\$50,278		\$57,033	
Average Household Income			\$68,631		\$78,549	
Per Capita Income			\$29,198		\$33,561	
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,204	5.4%	8,757	5.2%	8,595	5.1%
5 - 9	9,914	5.9%	9,421	5.6%	9,169	5.4%
10 - 14	11,452	6.8%	10,326	6.1%	10,243	6.0%
15 - 19	12,553	7.4%	10,707	6.4%	10,103	6.0%
20 - 24	9,903	5.8%	11,105	6.6%	9,452	5.6%
25 - 34	19,059	11.3%	19,285	11.5%	20,984	12.4%
35 - 44	22,312	13.2%	20,579	12.2%	19,900	11.7%
45 - 54	24,665	14.6%	22,618	13.4%	21,909	12.9%
55 - 64	23,851	14.1%	24,794	14.7%	24,323	14.3%
65 - 74	13,127	7.8%	17,526	10.4%	20,338	12.0%
75 - 84	8,735	5.2%	8,290	4.9%	10,026	5.9%
85+	4,532	2.7%	4,764	2.8%	4,753	2.8%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	51,092	30.2%	48,318	28.7%	46,079	27.1%
Black Alone	111,146	65.6%	112,179	66.7%	115,391	68.0%
American Indian Alone	374	0.2%	375	0.2%	379	0.2%
Asian Alone	2,202	1.3%	2,461	1.5%	2,761	1.6%
Pacific Islander Alone	33	0.0%	34	0.0%	35	0.0%
Some Other Race Alone	662	0.4%	682	0.4%	711	0.4%
Two or More Races	3,798	2.2%	4,123	2.5%	4,440	2.6%
Hispanic Origin (Any Race)	2,149	1.3%	2,346	1.4%	2,599	1.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

## Appendix EXHIBIT D2: Primary Trade Area Demographic & Income Profile

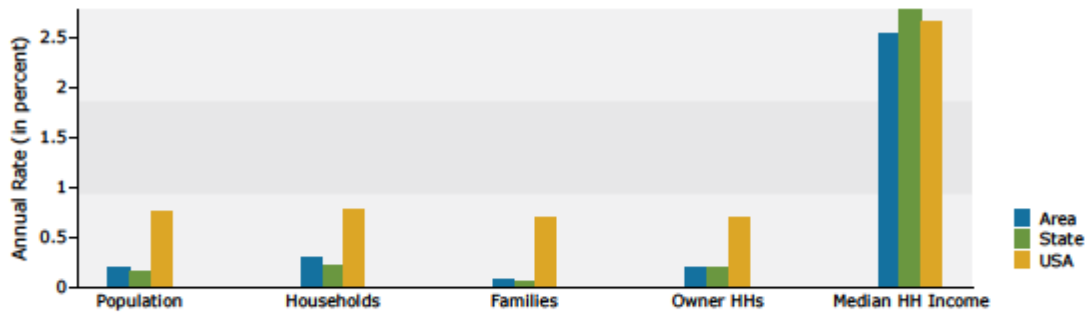
Gibbs Planning Group

### Demographic and Income Profile

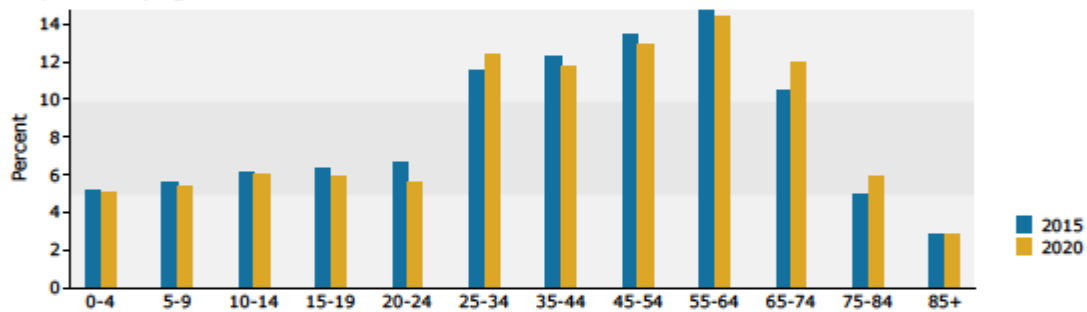
Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

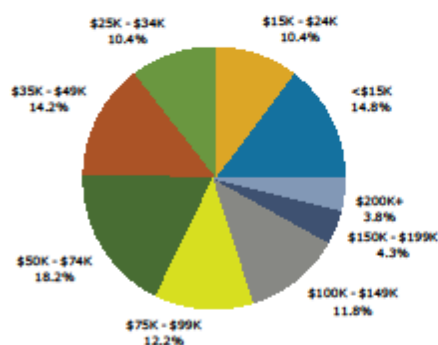
#### Trends 2015-2020



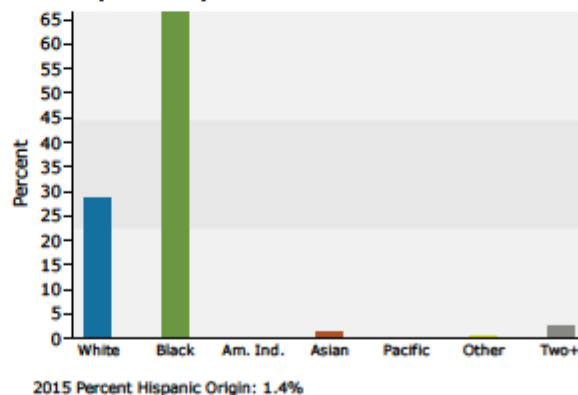
#### Population by Age



#### 2015 Household Income



#### 2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

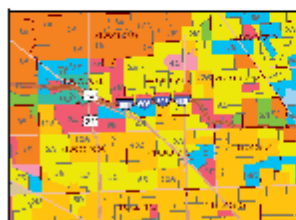
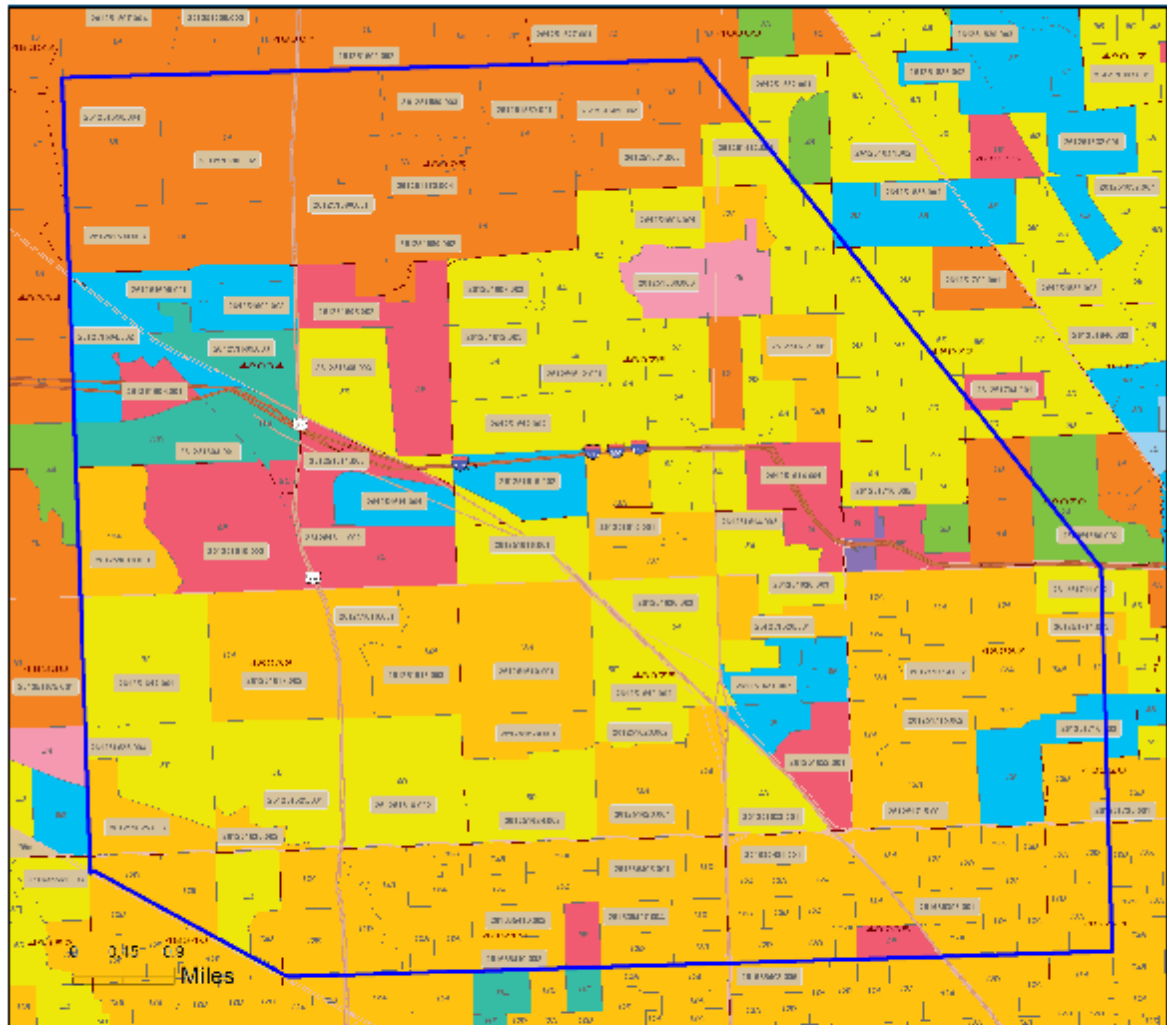
## Appendix EXHIBIT E1: Primary Trade Area Tapestry Profiles Map

Gibbs Planning Group

### Dominant Tapestry Map

Southfield TC PTA  
Area: 48.95 square miles

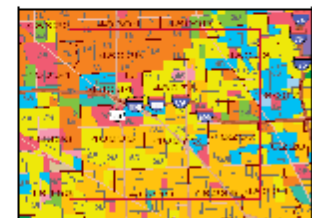
Prepared by Esri



Source: Esri

#### Tapestry Profile

- |                        |                      |
|------------------------|----------------------|
| LL1: Affluent Estates  | LL6: Placid Grand    |
| LL2: Modern Aesthetics | LL7: Senior Styles   |
| LL3: Modern Individual | LL8: Rustic Outposts |
| LL4: Family Landscapes | LL9: Modern Shores   |
| LL5: Gentleman         | LL10: Modernism      |
| LL6: Cozy Country      | LL11: Rustic Charm   |
| LL7: Ethnic Enclaves   | LL12: Modern Living  |





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## Appendix EXHIBIT E2: Primary Trade Area Tapestry Profiles

Gibbs Planning Group

### Dominant Tapestry Map

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

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#### Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)
Segment 8B (Emerald City)	Segment 15 (Unclassified)

Source: Esri

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## Appendix EXHIBIT F1: Total Trade Area Business Summary

Gibbs Planning Group

Business Summary

Southfield TTA

Area: 117.57 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:

21,696

Total Employees:

224,706

Total Residential Population:

453,747

Employee/Residential Population Ratio:

0.5:1

by SIC Codes

Businesses

Percent

Employees

Number

Percent

Agriculture & Mining

282

1.3%

2,758

1.2%

Construction

1,106

5.1%

6,585

2.9%

Manufacturing

537

2.5%

10,928

4.9%

Transportation

412

1.9%

2,811

1.3%

Communication

279

1.3%

4,410

2.0%

Utility

41

0.2%

483

0.2%

Wholesale Trade

721

3.3%

6,832

3.0%

Retail Trade Summary

4,295

19.8%

40,706

18.1%

Home Improvement

194

0.9%

2,140

1.0%

General Merchandise Stores

146

0.7%

2,697

1.2%

Food Stores

370

1.7%

4,065

1.8%

Auto Dealers, Gas Stations, Auto Aftermarket

448

2.1%

4,480

2.0%

Apparel & Accessory Stores

489

2.3%

2,036

0.9%

Furniture & Home Furnishings

381

1.8%

3,897

1.7%

Eating & Drinking Places

1,075

5.0%

14,801

6.6%

Miscellaneous Retail

1,193

5.5%

6,590

2.9%

Finance, Insurance, Real Estate Summary

2,738

12.6%

24,489

10.9%

Banks, Savings & Lending Institutions

744

3.4%

5,471

2.4%

Securities Brokers

364

1.7%

3,316

1.5%

Insurance Carriers & Agents

523

2.4%

7,644

3.4%

Real Estate, Holding, Other Investment Offices

1,107

5.1%

8,058

3.6%

Services Summary

10,191

47.0%

117,925

52.5%

Hotels & Lodging

70

0.3%

1,586

0.7%

Automotive Services

612

2.8%

2,782

1.2%

Motion Pictures & Amusements

412

1.9%

4,168

1.9%

Health Services

1,701

7.8%

39,832

17.7%

Legal Services

807

3.7%

6,599

2.9%

Education Institutions & Libraries

455

2.1%

14,097

6.3%

Other Services

6,133

28.3%

48,860

21.7%

Government

240

1.1%

5,122

2.3%

Unclassified Establishments

854

3.9%

1,659

0.7%

Totals

21,696

100.0%

224,706

100.0%

Source: CompuLink 2015 Information, Inc. All rights reserved. Esri Total Business Data Summary for 2015

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

## Appendix EXHIBIT F2: Total Trade Area Business Summary

### Gibbs Planning Group

### Business Summary

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	17	0.1%	89	0.0%
Mining	6	0.0%	19	0.0%
Utilities	17	0.1%	336	0.1%
Construction	1,252	5.8%	7,907	3.5%
Manufacturing	597	2.8%	10,042	4.5%
Wholesale Trade	686	3.2%	6,604	2.9%
Retail Trade	3,099	14.3%	25,028	11.1%
Motor Vehicle & Parts Dealers	249	1.1%	3,638	1.6%
Furniture & Home Furnishings Stores	112	0.5%	944	0.4%
Electronics & Appliance Stores	241	1.1%	2,821	1.3%
Bldg Material & Garden Equipment & Supplies Dealers	192	0.9%	2,135	1.0%
Food & Beverage Stores	381	1.8%	3,643	1.6%
Health & Personal Care Stores	330	1.5%	2,654	1.2%
Gasoline Stations	199	0.9%	841	0.4%
Clothing & Clothing Accessories Stores	612	2.8%	2,398	1.1%
Sport Goods, Hobby, Book, & Music Stores	142	0.7%	980	0.4%
General Merchandise Stores	146	0.7%	2,697	1.2%
Miscellaneous Store Retailers	428	2.0%	1,920	0.9%
Nonstore Retailers	66	0.3%	357	0.2%
Transportation & Warehousing	356	1.6%	2,375	1.1%
Information	531	2.4%	7,743	3.4%
Finance & Insurance	1,653	7.6%	16,728	7.4%
Central Bank/Credit Intermediation & Related Activities	749	3.5%	5,143	2.3%
Securities, Commodity Contracts & Other Financial	375	1.7%	3,691	1.6%
Insurance Carriers & Related Activities; Funds, Trusts &	529	2.4%	7,893	3.5%
Real Estate, Rental & Leasing	1,185	5.5%	8,068	3.6%
Professional, Scientific & Tech Services	2,903	13.4%	24,235	10.8%
Legal Services	879	4.1%	6,978	3.1%
Management of Companies & Enterprises	21	0.1%	284	0.1%
Administrative & Support & Waste Management & Remediation	996	4.6%	10,397	4.6%
Educational Services	513	2.4%	14,009	6.2%
Health Care & Social Assistance	2,360	10.9%	48,532	21.6%
Arts, Entertainment & Recreation	289	1.3%	3,469	1.5%
Accommodation & Food Services	1,179	5.4%	16,837	7.5%
Accommodation	70	0.3%	1,586	0.7%
Food Services & Drinking Places	1,109	5.1%	15,251	6.8%
Other Services (except Public Administration)	2,928	13.5%	14,946	6.7%
Automotive Repair & Maintenance	484	2.2%	2,169	1.0%
Public Administration	246	1.1%	5,310	2.4%
Unclassified Establishments	863	4.0%	1,749	0.8%
<b>Total</b>	<b>21,696</b>	<b>100.0%</b>	<b>224,706</b>	<b>100.0%</b>

Sources: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population Forecasts for 2015.

## Appendix EXHIBIT G1: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	539,742
2010 Total Population	465,209
2015 Total Population	453,747
2015 Group Quarters	5,242
2020 Total Population	451,859
2015-2020 Annual Rate	-0.08%
<b>Household Summary</b>	
2000 Households	210,188
2000 Average Household Size	2.54
2010 Households	190,318
2010 Average Household Size	2.42
2015 Households	188,181
2015 Average Household Size	2.38
2020 Households	188,488
2020 Average Household Size	2.37
2015-2020 Annual Rate	0.03%
2010 Families	117,178
2010 Average Family Size	3.10
2015 Families	113,925
2015 Average Family Size	3.08
2020 Families	112,902
2020 Average Family Size	3.07
2015-2020 Annual Rate	-0.18%
<b>Housing Unit Summary</b>	
2000 Housing Units	221,303
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	5.0%
2010 Housing Units	218,691
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	13.0%
2015 Housing Units	220,537
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	14.7%
2020 Housing Units	222,223
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	15.2%
<b>Median Household Income</b>	
2015	\$47,732
2020	\$55,339
<b>Median Home Value</b>	
2015	\$120,558
2020	\$163,965
<b>Per Capita Income</b>	
2015	\$28,475
2020	\$32,893
<b>Median Age</b>	
2010	39.4
2015	41.0
2020	42.0

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT G2: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>2015 Households by Income</b>	
Household Income Base	188,181
<\$15,000	16.7%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	4.4%
\$200,000+	4.3%
Average Household Income	\$68,333
<b>2020 Households by Income</b>	
Household Income Base	188,488
<\$15,000	15.4%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	5.5%
\$200,000+	4.8%
Average Household Income	\$78,515
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	118,710
<\$50,000	8.7%
\$50,000 - \$99,999	33.3%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	13.6%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
Average Home Value	\$158,423
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	118,712
<\$50,000	5.7%
\$50,000 - \$99,999	23.5%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	14.3%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.2%
Average Home Value	\$190,731

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

**Sources:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



## Appendix EXHIBIT G3: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>2010 Population by Age</b>	
Total	465,209
0 - 4	5.8%
5 - 9	6.1%
10 - 14	6.7%
15 - 24	13.5%
25 - 34	11.9%
35 - 44	13.6%
45 - 54	14.7%
55 - 64	13.3%
65 - 74	7.3%
75 - 84	4.8%
85 +	2.3%
18 +	76.7%
<b>2015 Population by Age</b>	
Total	453,747
0 - 4	5.5%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	13.1%
25 - 34	11.9%
35 - 44	12.7%
45 - 54	13.7%
55 - 64	14.2%
65 - 74	9.6%
75 - 84	4.6%
85 +	2.5%
18 +	78.5%
<b>2020 Population by Age</b>	
Total	451,855
0 - 4	5.3%
5 - 9	5.7%
10 - 14	6.2%
15 - 24	11.7%
25 - 34	12.7%
35 - 44	12.1%
45 - 54	13.2%
55 - 64	14.0%
65 - 74	11.2%
75 - 84	5.4%
85 +	2.5%
18 +	79.1%
<b>2010 Population by Sex</b>	
Males	215,569
Females	249,640
<b>2015 Population by Sex</b>	
Males	210,500
Females	243,247
<b>2020 Population by Sex</b>	
Males	210,349
Females	241,509

Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT G4: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>2010 Population by Race/Ethnicity</b>	
Total	465,209
White Alone	35.4%
Black Alone	60.3%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.1%
Hispanic Origin	1.4%
Diversity Index	52.5
<b>2015 Population by Race/Ethnicity</b>	
Total	453,747
White Alone	35.1%
Black Alone	59.9%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.4%
Hispanic Origin	1.6%
Diversity Index	53.3
<b>2020 Population by Race/Ethnicity</b>	
Total	451,857
White Alone	34.6%
Black Alone	59.8%
American Indian Alone	0.3%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.7%
Hispanic Origin	1.9%
Diversity Index	54.0
<b>2010 Population by Relationship and Household Type</b>	
Total	465,209
In Households	98.8%
In Family Households	80.3%
Householder	25.2%
Spouse	14.0%
Child	34.0%
Other relative	4.9%
Nonrelative	2.2%
In Nonfamily Households	18.5%
In Group Quarters	1.2%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.6%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT G5: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>2015 Population 25+ by Educational Attainment</b>	
Total	314,035
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	19.0%
GED/Alternative Credential	4.1%
Some College, No Degree	25.7%
Associate Degree	7.5%
Bachelor's Degree	18.8%
Graduate/Professional Degree	14.9%
<b>2015 Population 15+ by Marital Status</b>	
Total	373,511
Never Married	41.6%
Married	38.0%
Widowed	7.3%
Divorced	13.0%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	88.1%
Civilian Unemployed	11.9%
<b>2015 Employed Population 16+ by Industry</b>	
Total	190,741
Agriculture/Mining	0.1%
Construction	2.8%
Manufacturing	13.0%
Wholesale Trade	1.9%
Retail Trade	9.6%
Transportation/Utilities	4.3%
Information	2.5%
Finance/Insurance/Real Estate	8.0%
Services	53.0%
Public Administration	4.8%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	190,741
White Collar	66.0%
Management/Business/Financial	15.6%
Professional	25.3%
Sales	10.8%
Administrative Support	14.3%
Services	18.5%
Blue Collar	15.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	2.6%
Production	5.6%
Transportation/Material Moving	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT G6: Total Trade Area Community Profile

Gibbs Planning Group

### Community Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
Total	190,319
Households with 1 Person	33.0%
Households with 2+ People	67.0%
Family Households	61.6%
Husband-wife Families	34.2%
With Related Children	14.3%
Other Family (No Spouse Present)	27.4%
Other Family with Male Householder	5.5%
With Related Children	2.6%
Other Family with Female Householder	21.9%
With Related Children	13.2%
Nonfamily Households	5.5%
All Households with Children	30.5%
Multigenerational Households	5.5%
Unmarried Partner Households	5.8%
Male-female	5.0%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	190,318
1 Person Household	33.0%
2 Person Household	30.1%
3 Person Household	16.0%
4 Person Household	11.4%
5 Person Household	5.5%
6 Person Household	2.3%
7 + Person Household	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	190,318
Owner Occupied	64.7%
Owned with a Mortgage/Loan	46.0%
Owned Free and Clear	18.7%
Renter Occupied	35.3%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Appendix EXHIBIT H1: Total Trade Area Community Profile

Gibbs Planning Group

### Housing Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

Population		Households	
2010 Total Population	465,209	2015 Median Household Income	\$47,732
2015 Total Population	453,747	2020 Median Household Income	\$55,339
2020 Total Population	451,859	2015-2020 Annual Rate	3.00%
2015-2020 Annual Rate	-0.08%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	218,691	100.0%	220,537	100.0%	222,223	100.0%
Occupied	190,318	87.0%	188,180	85.3%	188,488	84.8%
Owner	123,194	56.3%	118,732	53.8%	118,735	53.4%
Renter	67,124	30.7%	69,448	31.5%	69,753	31.4%
Vacant	28,373	13.0%	32,356	14.7%	33,735	15.2%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	118,711	100.0%	118,712	100.0%
<\$50,000	10,312	8.7%	6,769	5.7%
\$50,000-\$99,999	39,509	33.3%	27,896	23.5%
\$100,000-\$149,999	23,189	19.5%	18,543	15.6%
\$150,000-\$199,999	16,126	13.6%	22,012	18.5%
\$200,000-\$249,999	10,477	8.8%	16,952	14.3%
\$250,000-\$299,999	6,801	5.7%	10,294	8.7%
\$300,000-\$399,999	6,564	5.5%	8,299	7.0%
\$400,000-\$499,999	2,913	2.5%	3,902	3.3%
\$500,000-\$749,999	2,153	1.8%	2,917	2.5%
\$750,000-\$999,999	401	0.3%	875	0.7%
\$1,000,000+	266	0.2%	253	0.2%
Median Value	\$120,558		\$163,965	
Average Value	\$158,423		\$190,731	

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1.



## Appendix EXHIBIT H2: Total Trade Area Community Profile

Gibbs Planning Group

### Housing Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent
Total			123,194	100.0%
Owned with a Mortgage/Loan			87,534	71.1%
Owned Free and Clear			35,660	28.9%
Census 2010 Vacant Housing Units by Status			Number	Percent
Total			28,373	100.0%
For Rent			10,774	38.0%
Rented- Not Occupied			396	1.4%
For Sale Only			3,233	11.4%
Sold - Not Occupied			886	3.1%
Seasonal/Recreational/Occasional Use			557	2.0%
For Migrant Workers			0	0.0%
Other Vacant			12,594	44.4%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			Occupied Units	Owner Occupied Units Number % of Occupied
Total			190,317	123,194 64.7%
15-24			5,041	1,045 20.7%
25-34			24,927	10,697 42.9%
35-44			35,083	20,375 58.1%
45-54			39,457	26,769 67.8%
55-64			38,899	29,074 74.7%
65-74			23,366	18,199 77.9%
75-84			16,072	12,152 75.6%
85+			7,472	4,883 65.4%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			Occupied Units	Owner Occupied Units Number % of Occupied
Total			190,319	123,195 64.7%
White Alone			73,619	57,226 77.7%
Black/African American			110,268	62,273 56.5%
American Indian/Alaska			501	270 53.9%
Asian Alone			2,472	1,509 61.0%
Pacific Islander Alone			37	17 45.9%
Other Race Alone			533	290 54.4%
Two or More Races			2,889	1,610 55.7%
Hispanic Origin			2,036	1,232 60.5%
Census 2010 Occupied Housing Units by Size and Home Ownership			Occupied Units	Owner Occupied Units Number % of Occupied
Total			190,315	123,193 64.7%
1-Person			62,719	35,457 56.5%
2-Person			57,370	40,854 71.2%
3-Person			30,420	20,582 67.7%
4-Person			21,724	14,997 69.0%
5-Person			10,449	6,730 64.4%
6-Person			4,439	2,751 62.0%
7+ Person			3,194	1,822 57.0%

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1.

## Appendix EXHIBIT I-1: Total Trade Area Community Profile

Gibbs Planning Group

### Demographic and Income Profile

Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

Summary	Census 2010		2015		2020	
Population	465,209		453,747		451,859	
Households	190,318		188,181		188,488	
Families	117,178		113,925		112,902	
Average Household Size	2.42		2.38		2.37	
Owner Occupied Housing Units	123,194		118,732		118,735	
Renter Occupied Housing Units	67,124		69,448		69,753	
Median Age	39.4		41.0		42.0	
Trends: 2015 - 2020 Annual Rate	Area		State		National	
Population	-0.08%		0.15%		0.75%	
Households	0.03%		0.21%		0.77%	
Families	-0.18%		0.06%		0.69%	
Owner HHs	0.00%		0.19%		0.70%	
Median Household Income	3.00%		2.79%		2.66%	
Households by Income			2015		2020	
			Number	Percent	Number	Percent
<\$15,000			31,445	16.7%	29,113	15.4%
\$15,000 - \$24,999			19,928	10.6%	15,143	8.0%
\$25,000 - \$34,999			19,537	10.4%	16,893	9.0%
\$35,000 - \$49,999			26,231	13.9%	23,941	12.7%
\$50,000 - \$74,999			32,087	17.1%	32,013	17.0%
\$75,000 - \$99,999			21,838	11.6%	25,511	13.5%
\$100,000 - \$149,999			20,768	11.0%	26,428	14.0%
\$150,000 - \$199,999			8,340	4.4%	10,330	5.5%
\$200,000+			8,008	4.3%	9,116	4.8%
Median Household Income			\$47,732		\$55,339	
Average Household Income			\$68,333		\$78,515	
Per Capita Income			\$28,475		\$32,893	
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	26,800	5.8%	25,061	5.5%	24,169	5.3%
5 - 9	28,393	6.1%	26,753	5.9%	25,623	5.7%
10 - 14	31,213	6.7%	28,423	6.3%	27,829	6.2%
15 - 19	35,442	7.6%	28,983	6.4%	27,546	6.1%
20 - 24	27,454	5.9%	30,492	6.7%	25,118	5.6%
25 - 34	55,519	11.9%	54,011	11.9%	57,317	12.7%
35 - 44	63,323	13.6%	57,488	12.7%	54,821	12.1%
45 - 54	68,271	14.7%	62,197	13.7%	59,769	13.2%
55 - 64	61,643	13.3%	64,540	14.2%	63,245	14.0%
65 - 74	34,018	7.3%	43,541	9.6%	50,676	11.2%
75 - 84	22,468	4.8%	21,035	4.6%	24,548	5.4%
85+	10,665	2.3%	11,223	2.5%	11,194	2.5%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	164,612	35.4%	159,453	35.1%	156,348	34.6%
Black Alone	280,448	60.3%	271,770	59.9%	270,163	59.8%
American Indian Alone	1,179	0.3%	1,190	0.3%	1,210	0.3%
Asian Alone	7,250	1.6%	8,355	1.8%	9,731	2.2%
Pacific Islander Alone	93	0.0%	96	0.0%	98	0.0%
Some Other Race Alone	1,735	0.4%	1,865	0.4%	2,036	0.5%
Two or More Races	9,892	2.1%	11,018	2.4%	12,271	2.7%
Hispanic Origin (Any Race)	6,596	1.4%	7,381	1.6%	8,470	1.9%

Data Note: Income is expressed in current dollars.

Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

## Appendix EXHIBIT I-2: Total Trade Area Community Profile

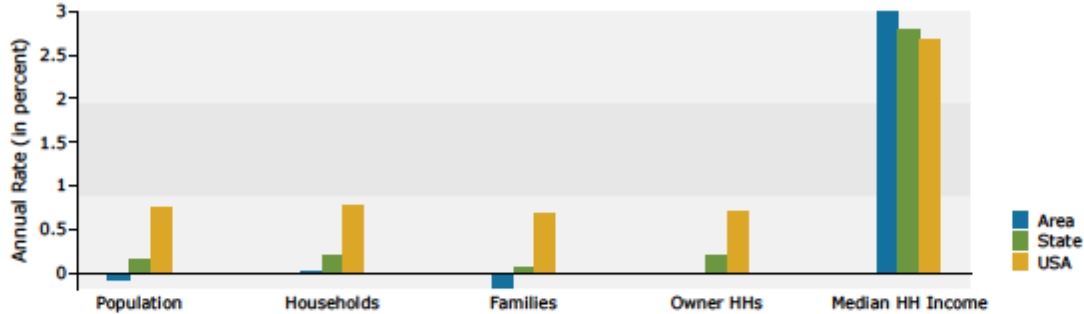
Gibbs Planning Group

### Demographic and Income Profile

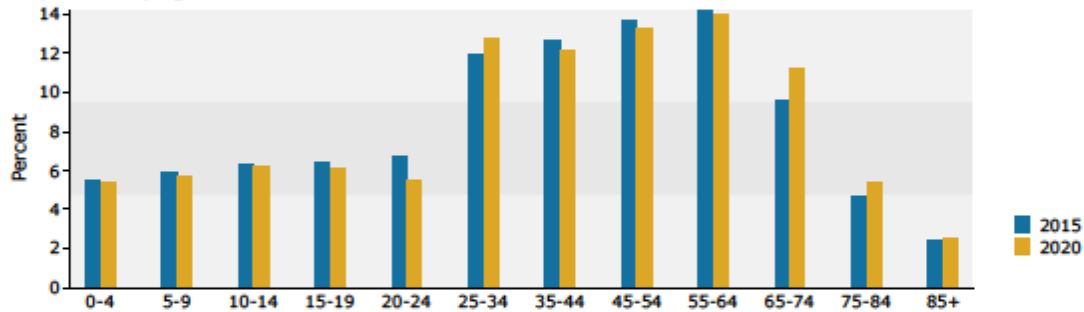
Southfield TTA  
Area: 117.57 square miles

Prepared by Esri

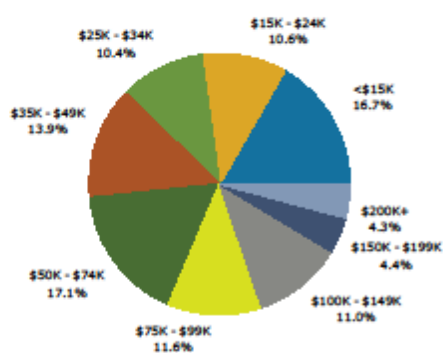
Trends 2015-2020



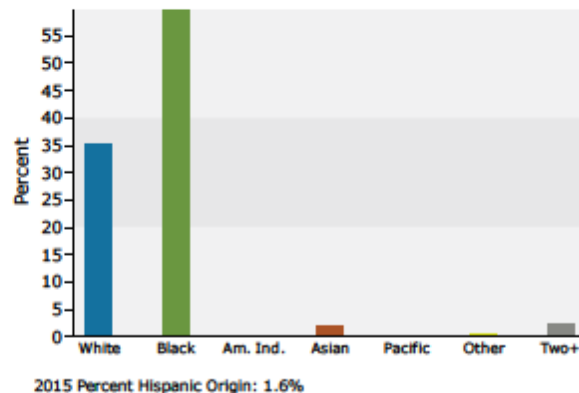
Population by Age



2015 Household Income



2015 Population by Race



Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

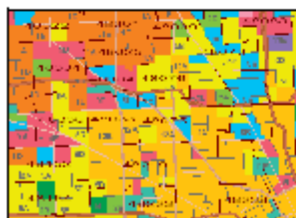
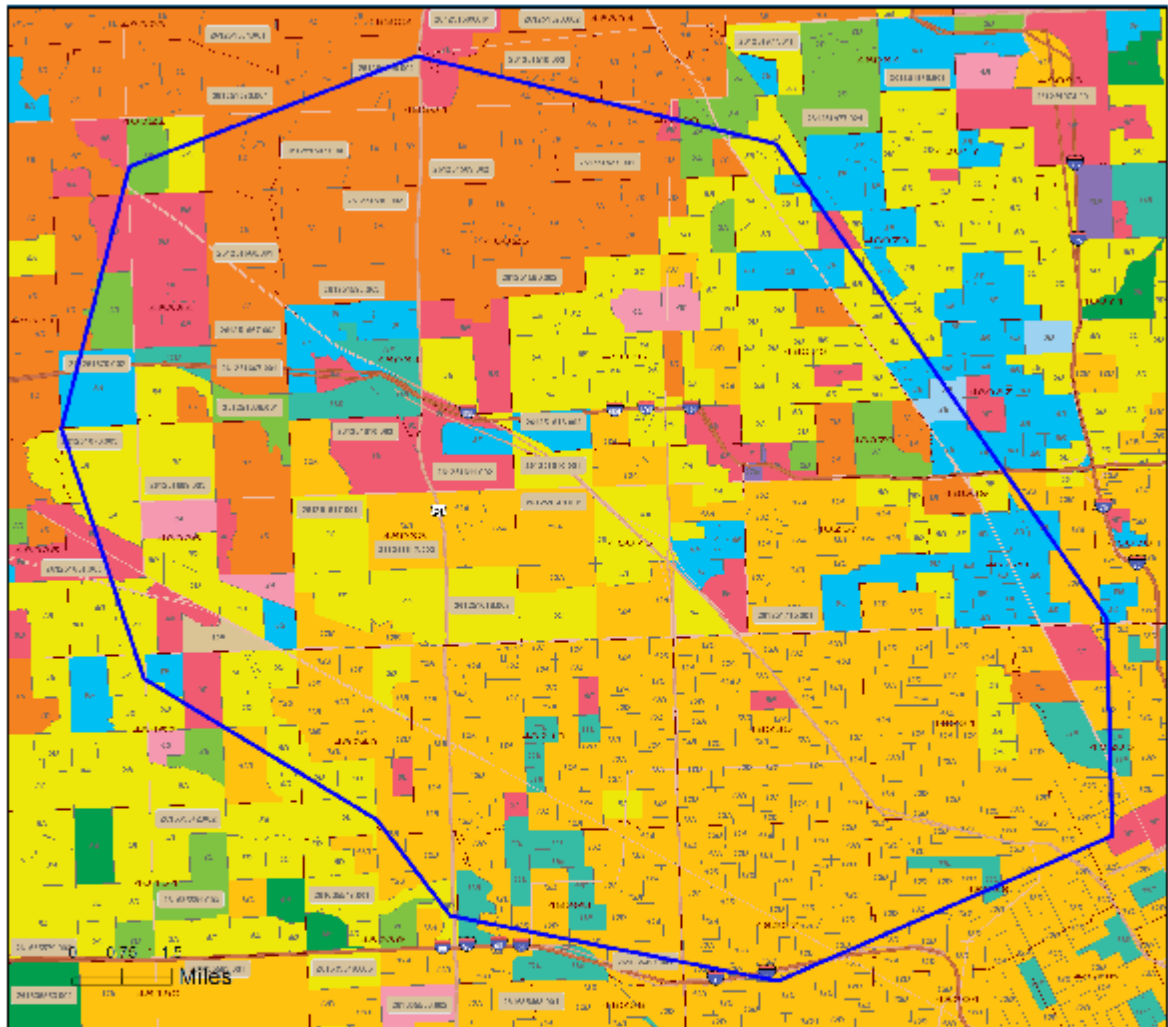
## Appendix EXHIBIT J1: Total Trade Area Tapestry Profiles Map

Gibbs Planning Group

### Dominant Tapestry Map

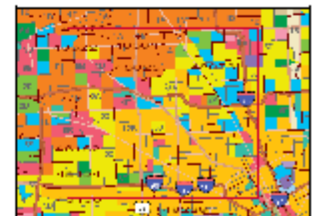
Southfield TTA  
Area: 117.57 square miles

Prepared by Esri



Tapestry LifeMode

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ L1: Affluent Estates</li> <li>■ L2: Modern Aesthetics</li> <li>■ L3: Modern Individual</li> <li>■ L4: Family Landscapes</li> <li>■ L5: Banker's</li> <li>■ L6: City Country</li> <li>■ L7: Ethnic Endpoints</li> </ul> | <ul style="list-style-type: none"> <li>■ L8: Modern Ground</li> <li>■ L9: Senior Styles</li> <li>■ L10: Rustic Outposts</li> <li>■ L11: Modern Singles</li> <li>■ L12: Homeowners</li> <li>■ L13: Basic Values</li> <li>■ L14: Suburban Suburbs</li> </ul> |
|---|--|



Source: Esri

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## Appendix EXHIBIT J2: Total Trade Area Tapestry Profiles

Gibbs Planning Group

### Dominant Tapestry Map

Southfield TC PTA  
Area: 48.95 square miles

Prepared by Esri

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#### Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)
Segment 8B (Emerald City)	Segment 15 (Unclassified)

Source: Esri

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