

Retail Market Analysis

Hartland Township, Michigan



Prepared for:
Hartland Township

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Gibbs Planning Group

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INTRODUCTION

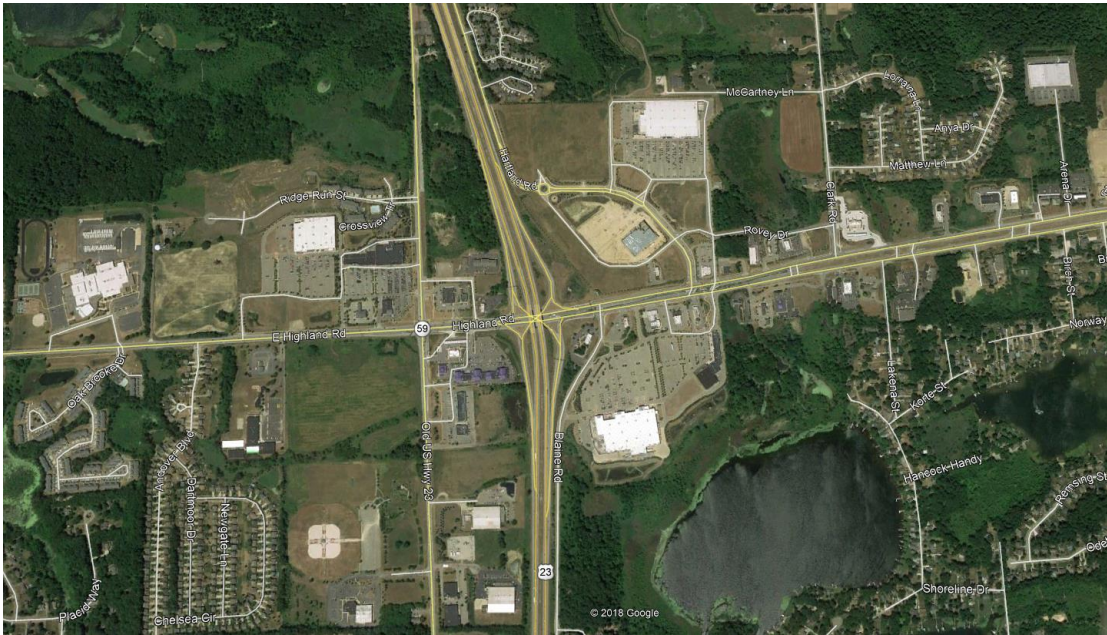


Figure 1: Aerial photo of Hartland Township's center-US 23 and M-59 Highways (Source: Google Earth).

Executive Summary

This study finds that Hartland Township can presently support approximately 117,000 additional square feet (sf) of retail and restaurant development potentially generating over \$35 million in new sales. By 2025, the township will be able to support up to an additional 134,000 sf of development. Finally, by 2035, Hartland will be able to support approximately 160,000 sf of additional commercial generating \$51 million in sales. The supportable retail includes apparel, home furnishings, home improvement, a pharmacy, restaurants and sporting goods. If developed, this 160,000 sf of new commercial would require approximately 20-25 acres of vacant land to implement or, it could be absorbed by existing businesses through expanded operations.

This estimated demand is in addition to both existing and proposed commercial and retail centers presently approved by the Township including the Hartland Towne Center's proposed 300,000 sf of undeveloped commercial space. The center's potential expansion includes a large anchor that would expand Hartland's existing trade area and induce additional commercial demand for the township overall. Should the Towne Center not expand, Hartland would retain a demand for approximately 250,000 - 300,000 sf of new retail development. Alternatively, the additional retail sales could also be absorbed by existing businesses through expanded operations.

This study further finds that Hartland’s primary trade area has a population of 36,300 people, increasing under current trends to 37,900 people by 2023. Median household income in the primary trade area is \$88,900, which is higher than county and state averages. Housing greatly favors owner-occupied units, which comprise 84.1 percent of all housing, compared to 9.6 percent renter-occupied households; the vacancy rate is 6.3 percent. The primary trade area has a labor base of 8,200 employees.

Table 1: 2018, 2025 and 2035 Additional Supportable Retail

<i>Retail Category</i>	<i>Est. 2018 Supportable SF</i>	<i>Est. 2025 Supportable SF</i>	<i>Est. 2035 Supportable SF</i>
Retail			
Apparel Stores	7,700 sf	8,500 sf	9,600 sf
Auto Parts Stores	2,700 sf	3,300 sf	4,200 sf
Beer, Wine & Liquor Stores	2,600 sf	2,900 sf	3,400 sf
Book & Music Stores	1,700 sf	1,900 sf	2,100 sf
Department Store Merchandise	10,900 sf	13,000 sf	16,100 sf
Electronics & Appliance Stores	5,300 sf	5,700 sf	6,400 sf
Furniture Stores	6,600 sf	7,100 sf	7,900 sf
General Merchandise Stores	8,800 sf	9,600 sf	10,800 sf
Hardware/Home Improvement Stores	12,000 sf	14,800 sf	19,000 sf
Home Furnishings Stores	4,200 sf	4,500 sf	5,100 sf
Jewelry Stores	2,300 sf	2,500 sf	2,800 sf
Miscellaneous Store Retailers	3,600 sf	4,200 sf	5,100 sf
Pharmacy	12,900 sf	14,600 sf	17,200 sf
Shoe Stores	1,900 sf	2,100 sf	2,400 sf
Specialty Food Stores	3,000 sf	3,500 sf	4,300 sf
Sporting Goods & Hobby Stores	4,900 sf	5,600 sf	6,600 sf
Retailer Totals	91,100 sf	103,800 sf	123,000 sf
Restaurants			
Bars, Breweries & Pubs	2,100 sf	2,200 sf	2,600 sf
Full-Service Restaurants	13,400 sf	15,800 sf	19,400 sf
Limited-Service Eating Places	8,800 sf	10,300 sf	12,700 sf
Special Food Services	1,400 sf	1,600 sf	1,800 sf
Restaurant Totals	25,700 sf	29,900 sf	36,500 sf
Retail & Restaurant Totals	116,800 sf	133,700 sf	159,500 sf

Table 1: The leading supportable retail categories are pharmacy, hardware/home improvement, department store merchandise and full-service restaurants.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by Hartland Township to conduct a retail feasibility analysis to determine how much retail is supportable in the Township.

GPG addressed the following issues in this study:

- What is the existing and planned retail market in the greater Hartland area?
- What is the primary trade area for Hartland Township?

- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2023?
- What is the current and projected growth for retail expenditures in the primary trade area, now, in 2025 and 2035?
- How much additional retail and restaurant square footage is supportable in the Hartland Township? What sales volumes can development achieve in or near the study area?

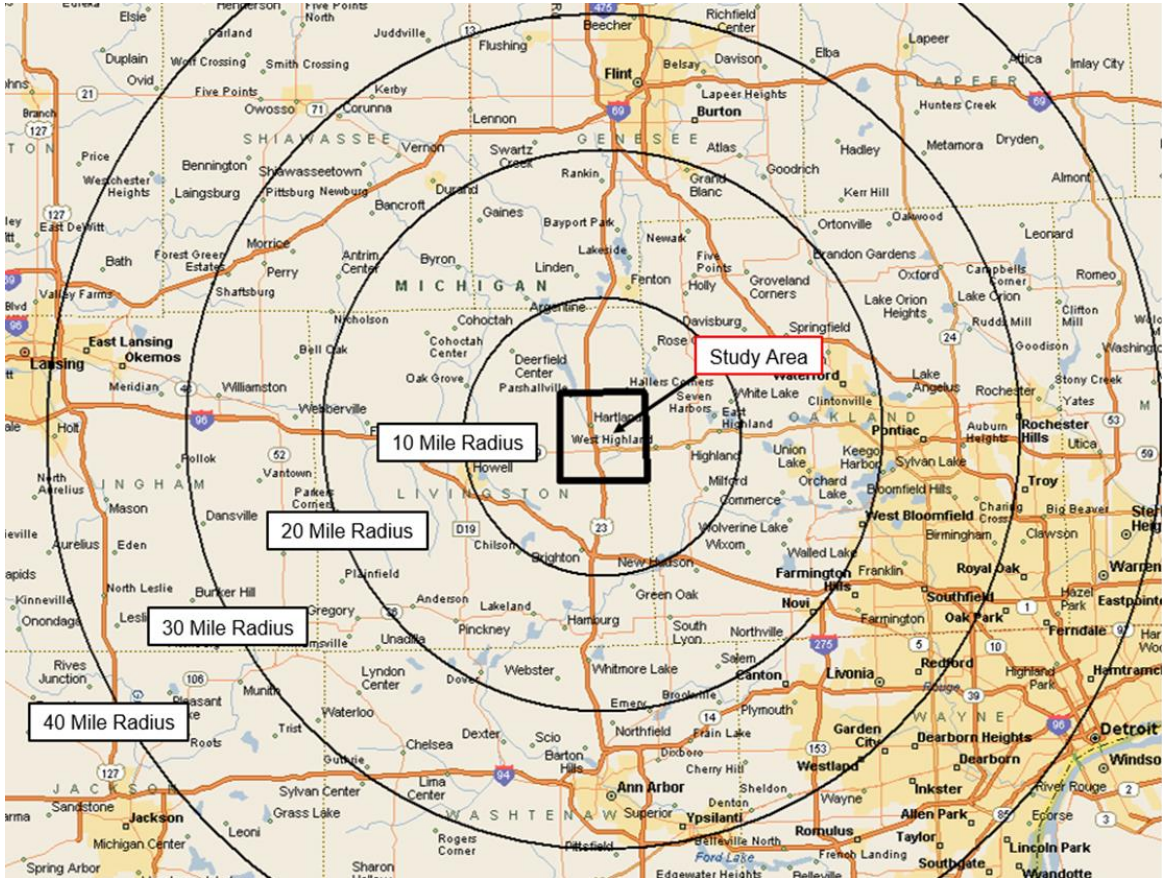


Figure 2: Hartland Township is centrally located in the State of Michigan between Detroit, Lansing, Flint and Ann Arbor.

Methodology

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

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on

household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of Hartland Township. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.



Figure 3: Hartland Township has two community shopping centers. The Shops at Waldenwoods (on the left) is anchored by Target and Kroger, and also includes Hallmark, Subway, Grondin's Hair Center and the popular pizza restaurant Tony Saccos. Hartland Plaza (on the right) features anchor tenants Rural King and Dollar Tree, as well as inline tenants such as Gus's Carry Out, Great Clips, Red Olive Restaurant and El Cerro Grande Mexican Restaurant.

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

- Other major retail centers may be planned or proposed in the shown trade areas, but only the existing built or approved by the township 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 square foot reflect higher sales per sf in newly developed retail and selected increases in sales by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2035 for the purposes of this study, except as presently approved by the Township including the Towne Center Square.
- The Hartland region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- Hartland Township's zoning policies will allow 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 0.84 percent from 2018 to 2023.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.

- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking, signage and visibility for new development projects or businesses will meet or exceed the industry standards.
- Infill or new commercial development projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Trade Areas

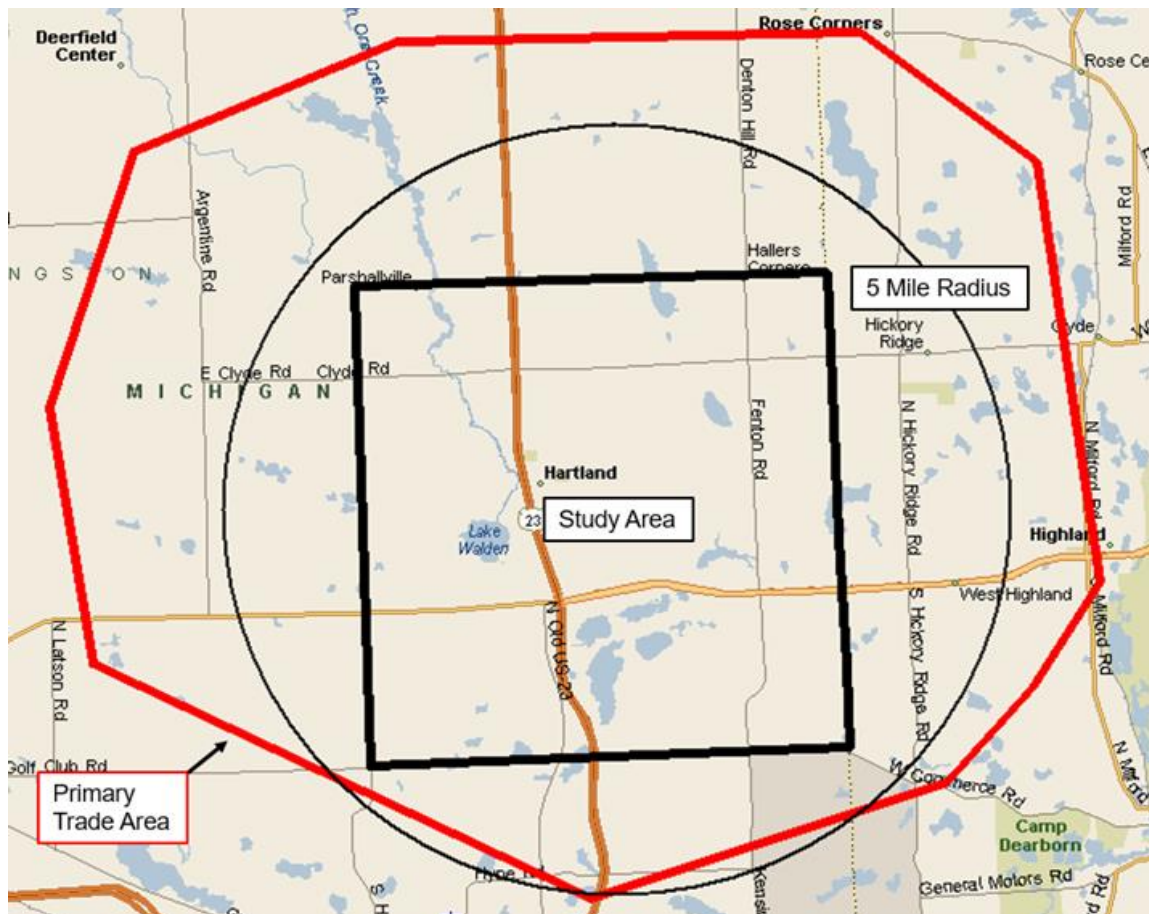


Figure 4: Hartland Township's primary trade area encompasses approximately 109-square-miles.

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, it was determined that consumers in the Hartland primary trade area generate demand to support a variety of retailers. This potential will continue to increase over the next five

years, sustained by on-site residential development and average annual household income growth of 3.57 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 windfall in 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 Hartland Township.

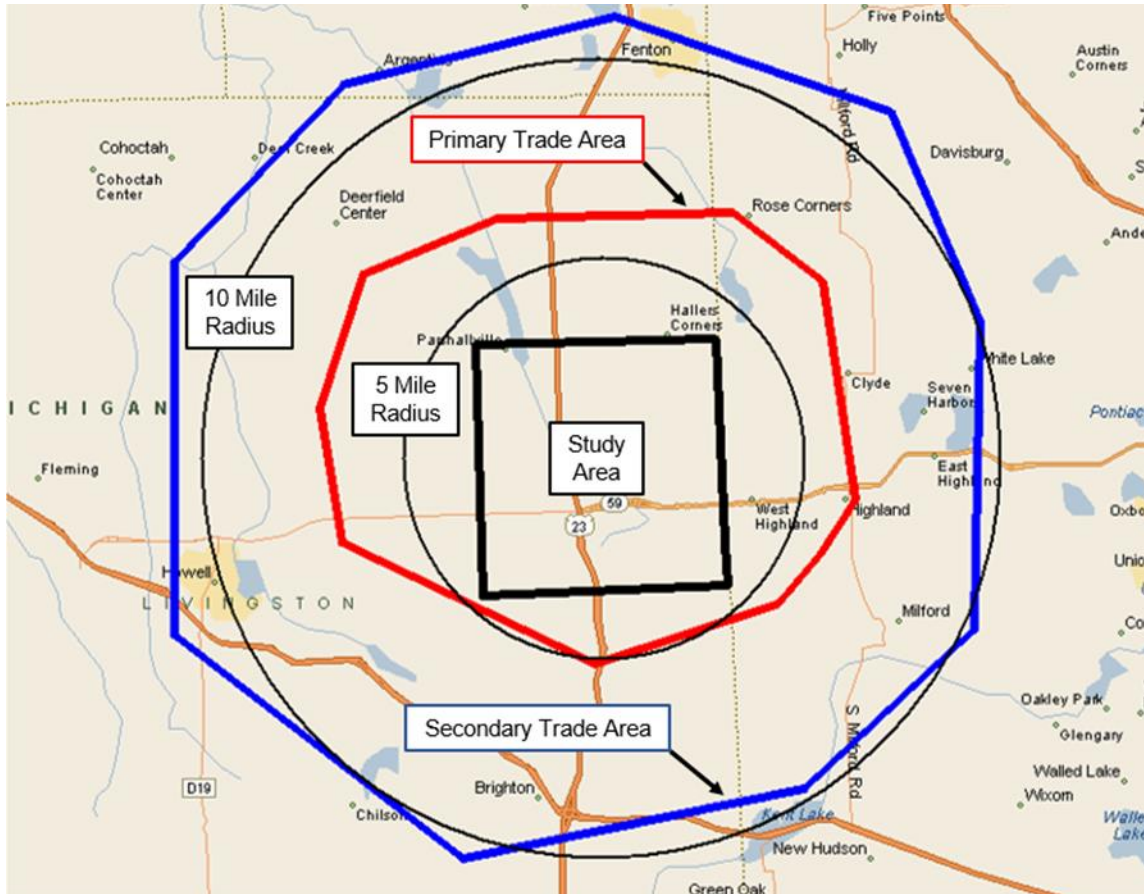


Figure 5: The primary and secondary trade area map of Hartland Township. The secondary trade area is shown above outlined in blue. Secondary trade area residents can conveniently reach the study area, but it will not be their preferred shopping destination.

The following borders approximately delineate the primary trade area:

- North - Center Road
- South - West Commerce Road & Morgan Lake
- East - Buckhorn Lake Road & Eleanor Street
- West - Gulley Road & North Latson Road & Mack Road

Hartland’s secondary or community-oriented trade area (Figure 5) extends in all directions to include residents and workers who because of convenient access may in the future generate

expenditure for Hartland Township retailers. The boundaries of the secondary or community-oriented trade area extend north to Murray Lake, Ponemah Lake and Mill Pond, east to Ormond Road and Driftwood Drive, south to Kent Lake and the Brighton State Recreation Area, and west to Peavy Road and Oak Grove Road. Residents who live in the secondary, but not the primary, trade area will shop at Hartland Township 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 most recent Hartland area population and demographic characteristics (2018), and those projected for 2023 for the defined trade areas, Livingston County, and the State of Michigan.

Table 2: Demographic Comparisons

<i>Characteristics</i>	<i>Primary Trade Area</i>	<i>Secondary Trade Area</i>	<i>Livingston County</i>	<i>State of Michigan</i>
2018 Population	36,300	147,400	193,700	10,057,200
2023 Population	37,900	153,100	203,300	10,182,800
2018-23 Projected Annual Growth Rate	0.84%	0.76%	0.97%	0.25%
2018 Households	13,000	56,400	72,600	3,957,600
2023 Households	13,600	58,700	76,400	4,015,500
2018-23 Projected Annual HH Growth Rate	0.90%	0.82%	1.03%	0.29%
Persons Per Household 2018	2.79	2.60	2.65	2.48
Median Age	43.2	43.2	42.9	40.2
2018 Median Household Income	\$88,900	\$80,500	\$79,700	\$53,700
2018 Average Household Income	\$107,500	\$100,400	\$98,700	\$74,100
2023 Median Household Income	\$102,300	\$92,100	\$90,400	\$60,900
2023 Average Household Income	\$128,100	\$118,500	\$116,500	\$87,600
% Households w. incomes \$75,000+	59.5%	54.1%	53.6%	35.4%
% Bachelor's Degree or higher	37.5%	37.6%	35.3%	28.6%

Table 2: This side-by-side table compares and contrasts the primary trade area demographic statistics with those of the secondary trade area, Livingston County and the State of Michigan.

Hartland's primary trade area has an estimated 2018 population of 36,300 people, which will increase at an annual rate of 0.84 percent to 37,900 by 2023. This population growth rate is higher than that for the secondary trade area and State of Michigan, but lower than for Livingston County. The number of households in the primary trade area will increase from 13,000 to 13,600, holding 2.79 people per household. Median household income is \$88,900 and is expected to increase to \$102,300 by 2023. Average household income in the primary trade area is \$107,500, while 59.5 percent of households earn over \$75,000 per year - higher than the county and state figures. Displaying higher levels of education than the state, 37.5 percent of residents over the age of 25 have earned a bachelor's degree or higher, compared to 28.6 percent for Michigan. The median age is older than the state at 43.2.

The secondary trade area demonstrates a lower growth rate in households than that for the primary trade area and county, but a much higher growth rate than that for the State of Michigan. There are 147,400 residents increasing by 0.76 percent annually to 153,100 by 2023. This growth rate is also lower than the annual growth rate for the primary trade area and county, and higher than that for the State of Michigan. The number of households is 56,400, increasing to 58,700 by 2023. Median household income in the secondary trade area is \$80,500 and the average household income is \$100,400, both of which are higher than the state's figures. Median household incomes are expected to increase to \$92,100 by 2023, while average household incomes will have grown by 18.0 percent to \$118,500. Educational attainment of a bachelor's degree or higher is at 37.6 percent and 54.1 percent of households earn more than \$75,000 annually. The median age is 43.2.

Approximately 93.7 percent of primary trade area homes are occupied, and the median home value is estimated to be \$267,600. Of all households, 84.1 percent are owner-occupied, a number that has decreased 0.6 percent since 2010 and is expected to increase to 84.4 percent by 2023. Renter-occupied households have increased from 9.0 percent in 2010 to 9.6 percent in 2018 and are expected to slightly decrease to 9.3 percent by 2023. The vacancy rate has basically stayed the same from 2010 through 2018 and is expected to stay constant through 2023. The percentage of housing units valued at over \$200,000 is expected to increase from 72.2 percent to 81.3 percent - coinciding with an increase in the median home value to \$301,300 by 2023.

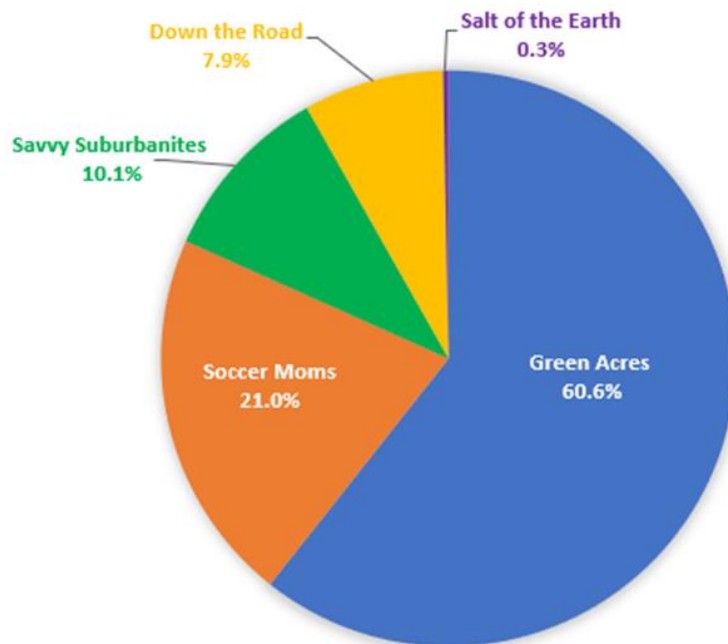





Figure 6: The relative proportions of the Tapestry Lifestyle segments found in the primary trade area.

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 Tapestry Lifestyles found in the primary trade area.

Table 3: Tapestry Lifestyles

Lifestyle	Trade Area Statistics	Short Description
 <p>Green Acres</p>	<p>Population 17,200</p> <p>Households 7,900</p> <p>Median HH Income \$76,800</p> <p>60.6% Primary Trade Area Households Market Share</p> <p>3.2% National Households Market Share</p>	<p>The <i>Green Acres</i> lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs.</p> <p>Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.</p>
 <p>Soccer Moms</p>	<p>Population 5,900</p> <p>Households 2,700</p> <p>Median HH Income \$90,500</p> <p>21.0% Primary Trade Area Household Market Share</p> <p>2.9% National Market Share</p>	<p><i>Soccer Moms</i> is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.</p>
 <p>Savvy Suburbanites</p>	<p>Population 3,000</p> <p>Households 1,300</p> <p>Median HH Income \$108,700</p> <p>10.1% Primary Trade Area Households Market Share</p> <p>3.0% National Households Market Share</p>	<p><i>Savvy Suburbanites</i> residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.</p>


Lifestyle	Trade Area Statistics	Short Description
 <p>Down the Road</p>	<p>Population 2,000</p> <p>Households 1,000</p> <p>Median HH Income \$36,000</p> <p>7.9% Primary Trade Area Households Market Share</p> <p>1.1% National Households Market Share</p>	<p><i>Down the Road</i> is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment.</p> <p>These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and more than a fifth of households with income below poverty level.</p>
 <p>Salt of the Earth</p>	<p>Population 90</p> <p>Households 40</p> <p>Median HH Income \$17,000</p> <p>0.3% Primary Trade Area Households Market Share</p> <p>2.9% National Market Share</p>	<p><i>Salt of the Earth</i> residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals.</p> <p>Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.</p>

Table 3: The top five Tapestry Lifestyle groups profiled above portray a mostly affluent population in a more rural setting.

The primary trade area's most prominent lifestyle group is "*Green Acres*," which represent 60.6 percent of households. *Green Acres* residents tend to live in rural enclaves in metropolitan areas. The average household size is 2.70, and most households are composed of older married couples without children.

Over 60 percent of this this group is college educated. Their unemployment is low at 3.8 percent, while labor participation rate is high at 66.8 percent. This group's income is derived not only from wages and salaries but also from self-employment, investments and retirement. They are cautious consumers who focus on quality and durability. Their purchasing choices reflect their country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles. As homeowners, they favor DIY home improvement projects and gardening. While their economic outlook is professed as pessimistic, these consumers are comfortable with debt (primarily as home and auto loans and investments).

Residents in this group primarily live in single-family, owner-occupied housing, with a median value of \$235,500. They are significantly above the national percentage of home ownership; 86.1

percent own a home compared to 62.7 percent in the US. The median household income of \$76,800 is also much higher than the U.S. median of \$56,100. Their median net worth is an impressive \$267,700, which is significantly higher than the US median of \$93,300. In terms of occupation, office and administrative support employs the most workers in this group followed by management.



Figure 7: The Township’s new 10-screen Emagine Entertainment movie theater, which opened on December 15, 2018, is one of the company’s most state-of-the-art theaters. It features heated plush reclining seats, wall-to-wall screens, laser projectors with high-contrast lenses and immersive Dolby Atmos sound systems.

Employment Base

The employment picture found in the primary trade area reflects a concentrated services and retail trade sector foundation, comprising 64.6 percent of total employment. Compared to the secondary trade area, the percentage of employees in the primary trade area engaged in the construction and transportation sectors is high and the FIRE (Finance, Insurance & Real Estate) sector is low.

Table 4: Employment Comparison by Sector (SIC)

<i>Sector</i>	<i>Primary Trade Area</i>	<i>Secondary Trade Area</i>	<i>Livingston County</i>	<i>State of Michigan</i>
Agriculture and Mining	2.7%	1.6%	1.9%	1.3%
Construction	7.9%	4.4%	5.8%	3.1%
Manufacturing	7.4%	8.9%	16.2%	12.1%
Transportation	4.5%	2.2%	1.5%	2.4%
Communication	0.7%	0.6%	0.3%	0.7%
Utility	0.4%	0.2%	0.2%	0.5%
Wholesale Trade	4.9%	2.9%	3.2%	6.2%
Retail Trade	26.0%	29.9%	25.2%	20.8%
Finance, Insurance & Real Estate	4.3%	9.4%	7.7%	5.5%
Services	38.6%	35.6%	32.3%	42.2%
Government	2.5%	4.0%	5.5%	5.0%
Unclassified	0.8%	0.1%	0.1%	0.2%

Table 4: Services and Retail Trade comprise the bulk of primary trade area employment.

As shown in Table 4 above, the services sector employs the largest percentage (38.6 percent) of people in the primary trade area. This proportion of primary trade area workers engaged in the

services sector is slightly higher than that for the secondary trade area and county, but lower than that for the state. Within the primary trade area's services sector, the largest percentage (15.3 percent of total employment in the primary trade area) work in other services, followed by 12.3 percent in health services and 8.3 percent in educational institutions and libraries.

Table 5: Drive Time and Trade Area Employment by Industry Sector

<i>Employment Sector</i>	<i>5-Minute Drive Time</i>	<i>10-Minute Drive Time</i>	<i>Primary Trade Area</i>
Agriculture & Mining	40	200	220
Construction	130	500	650
Manufacturing	150	540	600
Transportation	10	190	370
Communication	20	50	60
Utility	0	10	30
Wholesale Trade	50	310	400
Retail Trade	680	2,055	2,105
Home Improvement	10	130	140
General Merchandise Stores	10	20	20
Food Stores	220	450	520
Auto Dealers, Gas Stations, Auto Aftermarket	30	380	340
Apparel & Accessory Stores	5	5	5
Furniture & Home Furnishings	5	30	10
Eating & Drinking Places	350	810	840
Miscellaneous Retail	50	230	230
Finance, Insurance & Real Estate	85	420	350
Banks, Savings, & Lending Institutions	30	200	120
Securities Brokers	5	20	20
Insurance Carriers & Agents	30	130	130
Real Estate, Holding, Other Investment Offices	20	70	80
Services	800	2,830	3,160
Hotels & Lodging	40	80	130
Automotive Services	20	110	80
Motion Pictures & Amusements	130	400	440
Health Services	120	310	330
Legal Services	10	30	30
Education Institutions & Libraries	210	760	830
Other Services	270	1,140	1,320
Government	30	140	210
Unclassified Establishments	10	10	10
Total Employment	2,005	7,255	8,165

Table 5: Hartland Township can capture daytime expenditure from workers within a 10-minute drive time by offering a convenient collection of restaurants and shops.

As the second leading category of employment, retail workers account for 26.0 percent of employment within the primary trade area. Within this category, eating & drinking places is the leading subcategory of employment comprising 10.3 percent of total employment, followed by food stores (6.4 percent) and auto dealers, gas stations, auto aftermarket (4.2 percent). However, the fact that retail is the second largest employment sector in Hartland Township's primary trade area does not necessarily mean that there is an oversupply of retail in the area; the size and scale

of retailers may require a significant number of workers, but this is not indicative of how well these retailers are supplying goods and services to the surrounding community.

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have 8,165 employees; an estimated 1,600 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 time varies from the primary trade area most noticeably in the services industry sector, with an additional 330 employees within the primary trade area compared to the primary trade area. Services, retail and manufacturing employ the most people by industry inside the ten-minute drivetime with 2,830, 2055 and 540 jobs, respectively. With only 7,255 workers within a ten-minute drive time, there appears to be a fair amount of captive daytime consumers close to the study area,

Table 6: Ten Minute Drive-Time Worker Expenditure

<i>Category</i>	<i>Weekly Expenditure</i>	<i>Annual Expenditure</i>	<i>Office Worker Expenditure</i>	<i>Non-Office Worker Expenditure</i>	<i>Total Expenditure</i>
Prepared Food & Beverage					
Limited & Full-Service Restaurants	\$40	\$2,300	\$3,680,000	\$4,812,405	\$8,492,405
Drinking Places	\$20	\$900	\$1,440,000	\$1,883,115	\$3,323,115
Retail Goods					
General Merchandise, Apparel, Home Furnishings, Electronics	\$70	\$3,600	\$5,760,000	\$7,532,460	\$13,292,460
Grocery	\$30	\$1,600	\$2,560,000	\$3,347,760	\$5,907,760
Convenience Items	\$20	\$1,000	\$1,600,000	\$2,092,350	\$3,692,350
Total	\$180	\$9,400	\$15,040,000	\$19,668,090	\$34,708,090

Table 6: Employees within ten minutes of Hartland expend \$34.7 million dollars annually.

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 2018 dollars, is estimated at \$180. 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 \$40 per week. Annualized, each office worker expends \$9,400 before, during and after work.

The annual impact of 7,255 workers within ten minutes of Hartland Township’s village center is \$34.7 million. This expenditure breaks down to include \$11.8 million in prepared food and beverage establishments, \$5.9 million in grocery purchases, \$13.3 million in retail sales and \$3.7 in convenience items. Catering to the daytime worker crowd with fast-casual restaurants, convenient on-street parking and extended evening hours may increase the worker expenditure captured by study area retailers.

TRADE AREA CHARACTERISTICS

Location

The Hartland's commercial primary trade area, which covers 109 square miles, is located in southeastern Michigan. Its irregular shape stretches approximately five miles north to Center Road, east to Buckhorn Lake Road down to Eleanor Street, south to West Commerce Road across to Morgan Lake, and west to Gulley Road up to North Latson Road and Mack Road. These boundaries are approximately 35 miles east of Lansing, 20 miles south of Flint, 20 miles north of Ann Arbor and 35 miles northwest of Detroit. US 23 (running north-south) bisects the trade area, while M-59 (running east-west) goes through its lower half. Lakes are abundant in the trade area, which include Lobdell Lake, Silver Lake and Runyan Lake in the north, White Lake and Woodruff Lake in the east, Big Crooked Lake and Woodland Lake in the south, and Thompson Lake and Indian Lake in the west.

Hartfield Township is in the very center of the largely rural primary trade area. The northern section of the trade area features the Tyrone Hills Golf Club and a few relatively small manufacturing facilities. The eastern section of the trade area has significant residential development south of Clyde Road. Many single-family homes surround Charlick Lake, Woodruff Lake and the Prestwick Village Golf Club, and there is a large mobile home park (called the "Highland Green Estates") just west of North Milford Road.

The southern section of the trade area has moderate residential development and is home to two Hartland public schools (Hartland Lakes Elementary School and Hartland Farms Intermediate School) and the Huntmore Golf Club. The western section of the trade area is sparsely populated and is mostly comprised of golf courses and widely dispersed single-family homes, farms and undeveloped farmland. Lastly, the primary trade area has a Walk Score of 51, which classifies it as "somewhat walkable".

Table 7: Traffic Counts

<i>Location</i>	<i>Traffic Count, AADT</i>	<i>Year</i>
U.S. Route 23 at M-59	51,700	2015
U.S. Route 23 north of Clyde Road	46,400	2017
M-59 at Fenton Road	36,900	2017
M-59 at Tipsico Lake Road	29,100	2014
Hickory Ridge Road at Commerce Road	11,600	2016
Hartland Road north of M-59	6,300	2013
Clyde Road at Parshallville Road	5,500	2016
Denton Hill Road at Holtforth Road	1,900	2016
North Hacker Road at Golf Club Road	1,600	2015
Middle Road at Hickory Ridge Road	1,600	2012
Lone Tree Road at Rowe Road	1,200	2012
Pleasant Valley Road north of Commerce Road	1,200	2015

Table 7. The traffic chart shows the heaviest traffic on U.S. Route 23 and M-59, both of which run through the center of Hartland Township (source: <https://semcog.org>).

Access

Regional linkage is strong in the primary trade area. US-23 (running north-south) connects the primary trade area to Fenton and Brighton, while M-59 (running east-west) connects the primary trade area to Howell and Highland. Furthermore, there are several local roads surrounding the Township that make it easily accessible. Of these local roads, the most traffic enters Hartland Township from the north via Hartland Road, from the south via North Hacker Road, from the west via Clyde Road, and from the east via Hickory Ridge Road.

Traffic volumes seen in Table 7 confirm the routes with the best access, the main commuting routes of US-23, M-59 and Hickory Ridge Road. With convenient road capacity, existing and future retailers will be exposed to a significant number of consumers; however, appropriate signage is necessary to guide patrons to their ultimate shopping destination.

Hartland Towne Square

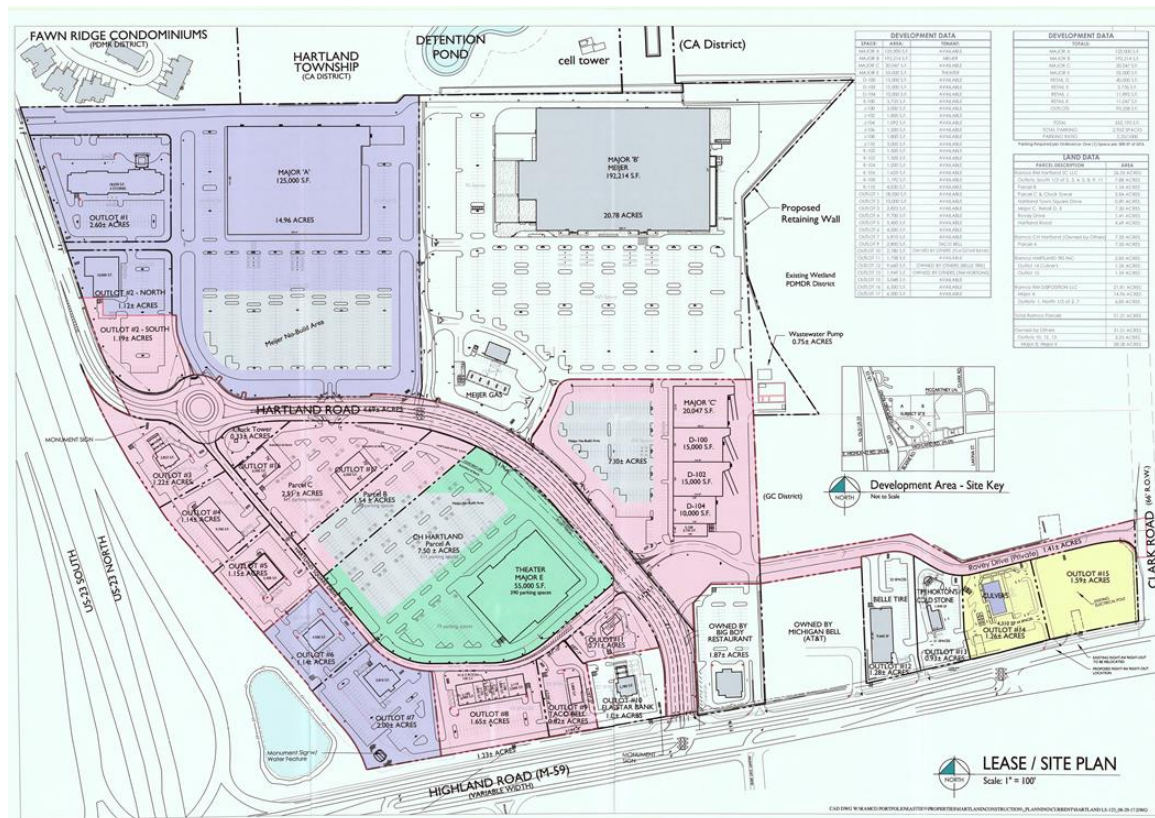


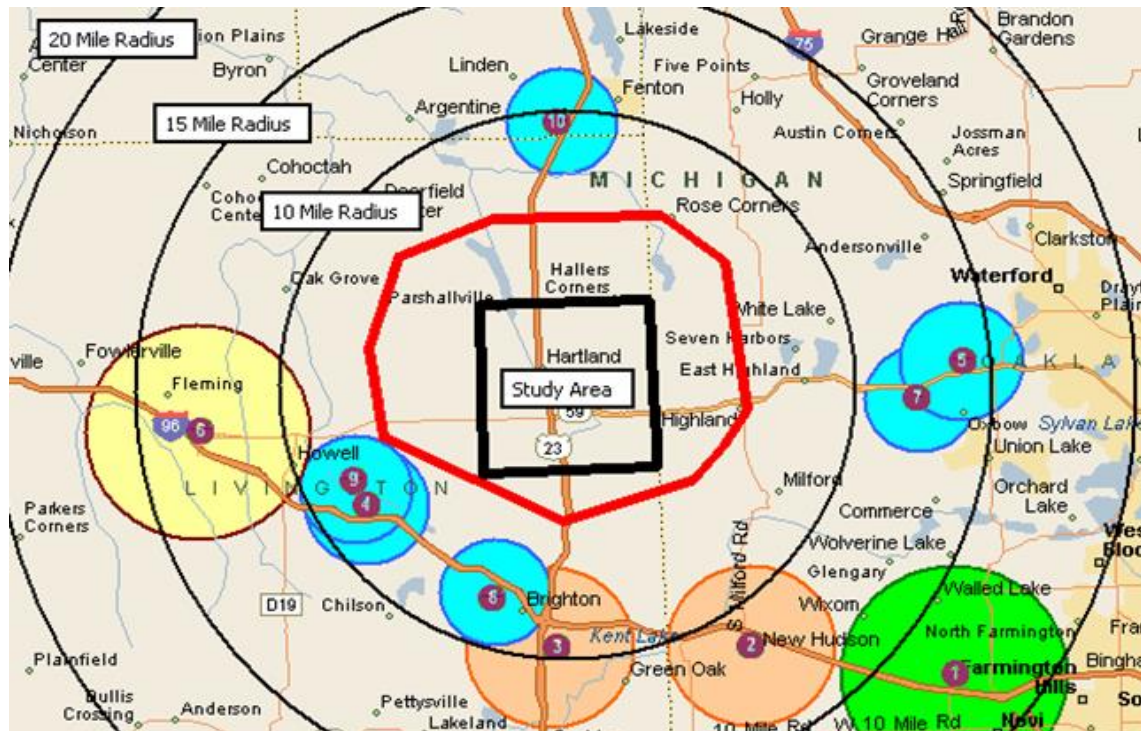
Figure 8: Hartland Towne Square approved PUD master plan.

The Hartland Towne Square shopping center is approved by the Township to build a 550,000 sf open air community center on 80 acres located at the northeast corner of Highland Road and US 23. Currently, the center includes a 190,000 sf Meijer, new state-of-the-art 55,000 sf Emagine Theater, as well as Belle Tire, Flagstar Bank and Tim Hortons. Under the approved PUD plan (shown above), the center is entitled to add a 125,000 sf anchor space, 20,000 sf junior anchor space, 70,000 sf of retail and an additional 80,000 sf of outparcels available for retail, restaurant, hotel or other commercial uses. This study's findings assume the Towne Square will be completed as presently approved as a 550,000 sf center including the proposed 125,000 sf retail anchor.

Historic Hartland Village

Hartland's historic village is located directly east of US 23, one and a half miles north of M-59. It is tucked away in a picturesque residential neighborhood and features quaint buildings housing local businesses, the Hartland Music Hall and the Cromaine Library. The Hartland Music Hall's building is an Early Greek Revival architecture constructed in 1858. Today, it is used extensively for the Hartland Players' and Encore Youth Theater's rehearsals and performances, as well as for special events sponsored by Hartland Community Education. The Cromaine Library is an impressive example of early American Federalist architecture and has served the residents of the Hartland Consolidated School district and surrounding townships since 1927. The village's historic walkable character could potentially attract additional unique retailers and restaurants.

Other Shopping Areas



Retail Center Name	Shopping Center Type	Retail Size (sf)	Distance to Study Area
1. Twelve Oaks Mall	Regional Center	1,500,000 sf	17 miles
2. Lyon Towne Center	Power Center	520,000 sf	11 miles
3. Green Oak Village Place	Community Center	500,000 sf	9 miles
4. Livingston Commons	Power Center	370,000 sf	8 miles
5. White Lake Marketplace	Power Center	360,000 sf	14 miles
6. Tanger Outlets Howell	Outlet Center	350,000 sf	13 miles
7. Village Lakes	Community Center	300,000 sf	12 miles
8. Brighton Mall	Power Center	290,000 sf	7.5 miles
9. Grand River Plaza	Community Center	220,000 sf	8 miles
10. Silver Pointe	Community Center	160,000 sf	9.5 miles

Figure 9 & Table 8: Map and table of the competing regional, power, outlet and community shopping centers.

1. Twelve Oaks Mall



Figure 10: In terms of gross leasable area and total stores, the Twelve Oaks Mall is one of the largest shopping centers in the State of Michigan.

Twelve Oaks Mall was developed in 1977 as a joint venture between A. Alfred Taubman, Homart Development, and the Dayton-Hudson Corporation. Initially only anchored by Hudson's, Sears opened shortly thereafter, followed by Lord & Taylor and JCPenney. Twelve Oaks Mall is one of four regional Taubman malls built in Metro Detroit during the late 1970s, the other three being Lakeside Mall, Briarwood Mall, and the Fairlane Town Center. Today, Twelve Oaks Mall features 1.5 million sf of retail space and over 180 stores. Currently, the anchor tenants of the Twelve Oaks Mall are JC Penney, Nordstrom, Lord & Taylor, Sears, and Macy's. Some of its other notable retailers and restaurants are Abercrombie & Fitch, Apple, California Pizza Kitchen, Coach, Fossil, H&M, Johnston & Murphy, lululemon athletica, and Pottery Barn. The Twelve Oaks Mall is located 17 miles southeast of the center of Hartland Township.

2. Lyon Towne Center

Sprawling over 78 acres, Lyon Towne Center is a 520,000 sf power center that contains a 230,000 sf Walmart Supercenter and 150,000 sf Lowe's Home Improvement. This center also includes several outparcels with restaurants such as Starbucks, Applebee's, McDonalds, Jet's Pizza and Leo's Coney Island. The Lyon Towne Center benefits from excellent visibility and accessibility, as it is visible from I-96 and located right off the I-96 Milford Road exit. It is located 11 miles southeast of Hartland Township.

3. Green Oak Village Place



Figure 11: Petco (on left) and Rollin Stone Wood Fire Pizza (on right) are just two of several stores and restaurants that have opened at the Green Oak Village Place in the past year.

Green Oak Village Place is a large, 500,000 sf, community shopping center. This \$100 million center opened in stages between 2006 and 2008, and now spans 68-acres. It was developed,

and is still owned, by Lormax Stern and REDICO. Green Oak Village Place has six anchor stores: Dick's Sporting Goods, JCPenney, HomeGoods, DSW Shoe Warehouse, Barnes & Noble and TJMaxx. Additionally, it features over fifty inline tenants, such as Pier 1 Imports, Victoria's Secret, Ann Taylor Loft, Five Below, Kerby's Coney Island, Rolling Stone Wood Fire Pizza and Salsarita's Fresh Cantina. Green Oak Village Place was honored three years running with the "People Choice Award" for shopping in Livingston County. It enjoys near complete occupancy and is located 9 miles south of the center of Hartland Township.

4. Livingston Commons Shopping Center

Located across Grand River Avenue from the Grand River Plaza shopping center, Livingston Commons is a 370,000 sf community center. It benefits from being in one of the strongest retail corridors in Livingston County, as there is over 1.5 million sf of retail space within a 0.75-mile radius of Livingston Commons. This center also benefits from being situated just off of the newly constructed full access Latson Road exit on I-96, allowing for easy access for consumers in all directions. The tenants of Livingston Commons are Wal-Mart Supercenter, Lowe's Home Improvement, PetSmart, and restaurants that occupy separate small outparcels, including KFC, White Castle, Red Olive Restaurant, Bob Evans, Culver's, Panera Bread and Tim Hortons. Livingston Commons is 8 miles southwest of the center of Hartland Township.

5. White Lake Marketplace



Figure 12: White Lake Marketplace features a 150,000 sf Walmart Supercenter and 120,000 sf Home Depot.

Owned by Gershenson Realty & Investment, White Lake Marketplace is a 360,000 sf power center located on Highland Road. The tenants of this shopping center are Walmart Supercenter, Home Depot, Jo-Ann Fabrics and Crafts, Bed Bath & Beyond, OfficeMax, Maurices, Gamestop, Bath & Body Works, Taco Bell and Applebee's. White Lake Marketplace is currently 99 percent leased and managed by Mid America Real Estate. It is located 14 miles east of Hartland Township.

6. Tanger Outlets Howell

What is now Tanger Outlets Howell originally opened in 1996 as the Kensington Valley Factory Shops. The outlet mall was renamed in 2002 when it was bought by the Tanger REIT (Real Estate Investment Trust) for \$37.5 million. For years, Tanger Outlets Howell has been the number one attraction in Livingston County, as it draws over 2 million visitors each year. It consists of 60 outlet stores that total 350,000 sf. These stores include apparel, accessories & jewelry, home furnishings and specialty stores such as Banana Republic Factory, Polo Ralph Lauren Factory Store, H&M, Zale's The Diamond Store Outlet, Kitchen Collection and Pandora.

Last spring and summer, Tanger Outlets Howell hosted a total of seven food truck rallies and added a 9-hole miniature golf course. Tanger Outlets Howell is located 13 miles west of the center of Hartland Township.



Figure 13: Several popular outlet stores have moved into Tanger Outlets Howell during the past two years, including H&M (on left) and Levi's Outlet (on right).

7. Village Lakes Shopping Center

Located in the City of White Lake on M-59, the Village Lakes is a 300,000 sf community shopping center. It is anchored by a 120,000 sf Kroger Marketplace (which opened in 2016), Hobby Lobby, JCPenney and Marshalls. Some of its other tenants are Ulta Beauty, Waterfall Jewelers, Famous Footwear and The Root Restaurant and Bar. Village Lakes is currently 99 percent leased. It benefits from excellent visibility, as 45,000 vehicles per day pass it on M-59. This shopping center is managed by Mid America Real Estate and is located 12 miles east of Hartland Township.

8. Brighton Mall

The Brighton Mall originally opened in 1970 as an enclosed mall, with an A&P supermarket, Grant City department store and twenty-five inline tenants. It struggled, and by the early 1990s was largely vacant. As a result, in 1996, the entire indoor mall was demolished and rebuilt as a series of big box tenants. Today, the Brighton Mall is a 290,000 sf power center that features Marshalls, Bed Bath & Beyond, Jo-Ann Fabrics and Craft Stores, Gardner-White Furniture, Michaels, Aldi, Best Buy and PetSmart. This power center also includes outparcels with the restaurants Panera Bread, McDonalds and Starbucks. The Brighton Mall benefits from excellent visibility, as it is exposed to 86,000 vehicles per day along I-96 and 38,000 vehicles per day along Grand River Avenue. The Brighton Mall is located 7.5 miles south of the center of Hartland Township.

9. Grand River Plaza

Built in 1992, Grand River Plaza is a 220,000 sf community center. It is located on the north side of Grand River Avenue, across from the Livingston Commons shopping center. In the summer of 2018, Carson's closed its 73,000 sf location in this center, and its former location still sits vacant. With Carson's closed, Grand River Plaza's remaining anchor tenants are Dunham's Sports, Big Lots and Family Farm & Home. Some of its smaller tenants are Toys for Tots, Asian Fusion, GNC, Kolt Jewelers and Perfect Edge Hockey. Its current occupancy rate is only 61 percent. Grand River Plaza is located 8 miles southwest of the center of Hartland Township.



Figure 14: Although Carson's closed its 73,000 sf location at the Grand River Plaza in the summer of 2018, shortly thereafter Family Farm & Home opened a 28,000 sf store in the shopping center.

10. Silver Pointe Shopping Center

Located in the City of Fenton, across from a separately owned 190,000 sf Walmart Supercenter, Silver Pointe is a 160,000 sf community shopping center. Anchored by VC's Grocery and Dunham's Sports, its other tenants include Bath & Body Works, Payless ShoeSource, GNC, Sally Beauty Supply and Painting with a Twist. The Silver Pointe shopping center is owned and managed by Brixmor, and its current occupancy rate is 81 percent. It is 9.5 miles north of the center of Hartland Township.

SUMMARY of FINDINGS

This study finds that Hartland Township's area can presently support up to 116,800 additional square feet (sf) of retail and restaurant development, which could potentially generate over \$35.4 million in new sales. By 2025, the primary trade area will be able to support up to an additional 133,700 sf of retail and restaurant development which could generate \$43 million in new sales, Finally, by 2035, the Hartland will be able to support up to an additional 159,500 sf of retail and restaurant development with the potential to generate \$50.7 million in new sales.

This supportable commercial is in addition to existing and approved commercial development in Hartland, including the remaining 300,000 sf of the Hartland Towne Center. The center's potential expansion includes a large anchor that would expand Hartland's existing trade area and induce additional demand for the township overall. Should the Towne Center not expand, Hartland would retain a demand for approximately 250,000 - 300,000 sf of new retail development. Alternatively, the additional retail sales could also be absorbed by existing businesses through expanded operations.

By 2035, this new commercial development could include:

- **Corner Stores:** Two to three corner stores at 1,500 to 2,500 sf, located at main intersections surrounding the study area. Locating these stores along the busiest entryways provides the best access for these types of stores.
- **Convenience Centers:** Two to three 15,000 to 20,000 sf convenience centers located as close to residents as possible. The convenience center(s) can be located in the first floor of a mixed-use building as long as they can be seen from the primary road. These centers can include a wide range of retailers such as apparel, books & music stores, electronics, financial services, pharmacy and a full-service restaurant.

- **Neighborhood Center:** One 100,000 sf neighborhood center should a grocery store be attracted to the site. This center could support a department store, and its remaining gross leasable area should feature a wide variety of retailers including general merchandise, apparel, electronics, furniture, jewelry, pharmacy, sporting goods, bars and fast-casual and full-service restaurants.
- **Town Center:** One 160,000 sf town center which differentiates from a lifestyle center by incorporating a mixture of land uses such as civic, office, residential and hospitality. The center would be arranged in a walkable street-grid and feature anchor tenants as well as apparel, books and music, department store merchandise, electronics, furniture and home furnishings, general merchandise, jewelry, gifts, pharmacy and other health and beauty stores, specialty food, sporting goods and a critical mass of dining options.

A detailed examination of the supportable sf of retail uses is found in the following Table 9:

**Table 9: 2018, 2025 and 2035 Supportable Retail Table
Hartland Township Primary Trade Area**

Retail Category	Est. 2018 Supportable SF	2018 Sales/SF	Est. 2018 Retail Sales	Est. 2025 Supportable SF	Est. 2025 Retail Sales	Est. 2035 Supportable SF	Est. 2035 Retail Sales
Retailers							
Apparel Stores	7,700	\$290	\$2,233,000	8,500	\$2,465,000	9,600	\$2,784,000
Auto Parts Stores	2,700	\$245	\$661,500	3,300	\$808,500	4,200	\$1,029,000
Beer, Wine & Liquor Stores	2,600	\$385	\$1,001,000	2,900	\$1,116,500	3,400	\$1,309,000
Book & Music Stores	1,700	\$240	\$408,000	1,900	\$456,000	2,100	\$504,000
Department Store Merchandise	10,900	\$260	\$2,834,000	13,000	\$3,380,000	16,100	\$4,186,000
Electronics & Appliance Stores	5,300	\$340	\$1,802,000	5,700	\$1,938,000	6,400	\$2,176,000
Furniture Stores	6,600	\$265	\$1,749,000	7,100	\$1,881,500	7,900	\$2,093,500
General Merchandise Stores	8,800	\$315	\$2,772,000	9,600	\$3,024,000	10,800	\$3,402,000
Hardware/Home Improvement	12,000	\$250	\$3,000,000	14,800	\$3,700,000	19,000	\$4,750,000
Home Furnishings Stores	4,200	\$275	\$1,155,000	4,500	\$1,237,500	5,100	\$1,402,500
Jewelry Stores	2,300	\$345	\$793,500	2,500	\$862,500	2,800	\$966,000
Miscellaneous Store Retailers	3,600	\$265	\$954,000	4,200	\$1,113,000	5,100	\$1,351,500
Pharmacy	12,900	\$385	\$4,966,500	14,600	\$5,621,000	17,200	\$6,622,000
Shoe Stores	1,900	\$315	\$598,500	2,100	\$661,500	2,400	\$756,000
Specialty Food Stores	3,000	\$295	\$885,000	3,500	\$1,032,500	4,300	\$1,268,500
Sporting Goods & Hobby Stores	4,900	\$270	\$1,323,000	5,600	\$1,512,000	6,600	\$1,782,000
Retailer Totals	91,100	\$296	\$27,136,000	103,800	\$30,809,500	123,000	\$36,382,000
Restaurants							
Bars, Breweries & Pubs	2,100	\$330	\$693,000	2,200	\$726,000	2,600	\$858,000
Full-Service Restaurants	13,400	\$350	\$4,690,000	15,800	\$5,530,000	19,400	\$6,790,000
Limited-Service Eating Places	8,800	\$280	\$2,464,000	10,300	\$2,884,000	12,700	\$3,556,000
Special Food Services	1,400	\$315	\$441,000	1,600	\$504,000	1,800	\$567,000
Restaurant Totals	25,700	\$319	\$8,288,000	29,900	\$9,644,000	36,500	\$11,771,000
Retailer & Restaurant Totals	116,800	\$301	\$35,424,000	133,700	\$40,453,500	159,500	\$48,153,000

Table 9: Estimated new supportable retail and sales for Hartland Township 2018-2035. Sales stated in constant 2018 dollars.

These retail centers could be developed as stand-alone, single-site conventional shopping centers or likely integrated into the walkable, mixed-use development with two-way streets, on street parking, plazas or squares and urban storefronts.

The demographics of the primary trade area show a population base of 36,300 people, which will increase to 37,900 by 2023, at an annual growth rate of 0.84 percent. The persons per household is 2.79, and the median age is 43.2 years old. Median household income of \$88,900 in the primary trade area is higher than county and state averages. The average household income is \$107,500 demonstrating a positive effect on spending potential from the top wage earners in the area. Educational attainment is slightly higher than county and state levels, as 37.5 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 (38.6 percent), followed by Retail Trade (26.0 percent) and Construction (7.9 percent). There are 7,255 employees within a 10-minute drive of the study area. These daytime consumers expend \$34.7 million annually before, after or during the workday.

The trade area's most prominent lifestyle group is "*Green Acres*," which represents 60.6 percent of households. These residents tend to live in rural enclaves in metropolitan areas. The median household income for this group of \$76,800 is markedly above the U.S. median. The median net worth is \$267,700, substantially more than the US median of \$93,300. In terms of occupation, office and administrative support employ the most workers in this group, followed by management. They are cautious consumers who focus on quality and durability.

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:

Retail

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.

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; 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 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 this study's findings are as follows:

- **Strong demographics:** Incomes of those within Hartland Township's primary trade area far exceed county and state levels.
- **Favorable geographic location/regional access:** The primary trade area benefits from being centrally located between Ann Arbor, Lansing, Detroit and Flint. Also, the area is well connected by US 23 and M-59.
- **Impact of new Emagine Theater:** The new state-of-the-art Emagine Theater will draw a significant number of visitors to Hartland Township, increasing the demand for retail and especially restaurants.
- **Hartland Towne Center:** The proposed and approved Hartland Town Center 300,000 expansion, including its proposed 125,000 sf anchor will increase Hartland's trade area and induce additional commercial demand for the township.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of additional retail and restaurants that are supportable in Hartland Township. 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 January 1, 2019 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 Hartland Township for general planning purposes only and is void for other locations and purposes.

End of Study

PTA

Area: 108.74 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	930		
Total Employees:	8,137		
Total Residential Population:	36,311		
Employee/Residential Population Ratio (per 100 Residents)	22		
by SIC Codes		Businesses	Employees
		Number	Percent
Agriculture & Mining	56	6.0%	2.9
Construction	26	3.5%	645
Manufacturing	37	4.0%	603
Transportation	23	2.5%	367
Communication	7	0.8%	55
Utility	4	0.4%	29
Wholesale Trade	42	4.5%	401
Retail Trade Summary	74	8.7%	2,112
Home Improvement	23	2.5%	413
General Merchandise Stores	5	0.5%	22
Food Stores	7	1.8%	520
Auto Dealers, Gas Stations, Auto Aftermarket	19	2.0%	344
Apparel & Accessory Stores	1	0.1%	2
Furniture & Home Furnishings	6	0.6%	14
Eating & Drinking Places	54	5.8%	839
Miscellaneous Retail	49	5.2%	228
Finance, Insurance, Real Estate Summary	74	8.0%	349
Banks, Savings & Lending Institutions	6	1.7%	24
Securities Brokers	10	1.1%	21
Insurance Carriers & Agents	30	3.2%	126
Real Estate, Holding, Other Investment Offices	9	2.0%	78
Services Summary	340	36.6%	3,143
Hotels & Lodging	6	0.6%	126
Automotive Services	7	1.8%	75
Motion Pictures & Amusements	30	3.2%	435
Health Services	46	4.9%	331
Legal Services	8	0.9%	27
Education Institutions & Libraries	23	2.5%	833
Other Services	210	22.6%	1,316
Government	12	1.3%	206
Unclassified Establishments	35	3.8%	8
Totals	930	100.0%	8,137

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated Esri's Data allocation which uses census block groups to allocate business summary data to custom areas.

PTA

Area: 108.74 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	1.4%	31	0.4%
Mining	2	0.2%	12	0.1%
Utilities	1	0.1%	8	0.1%
Construction	131	14.1%	668	8.2%
Manufacturing	41	4.4%	618	7.6%
Wholesale Trade	41	4.4%	398	4.9%
Retail Trade	114	12.3%	1220	15.0%
Motor Vehicle & Parts Dealers	13	1.4%	301	3.7%
Furniture & Home Furnishings Stores	1	0.1%	3	0.0%
Electronics & Appliance Stores	3	0.3%	9	0.1%
Build Material & Garden Equipment & Supplies Dealers	21	2.3%	132	1.6%
Food & Beverage Stores	14	1.5%	476	5.8%
Health & Personal Care Stores	15	1.6%	75	0.9%
Gasoline Stations	6	0.6%	43	0.5%
Clothing & Clothing Accessories Stores	3	0.3%	9	0.1%
Sport Goods, Hobby, Book, & Music Stores	12	1.3%	42	0.5%
General Merchandise Stores	5	0.5%	22	0.3%
Miscellaneous Store Retailers	18	1.9%	108	1.3%
Nonstore Retailers	1	0.1%	0	0.0%
Transportation & Warehousing	16	1.7%	145	1.8%
Information	18	1.7%	134	1.6%
Finance & Insurance	57	6.1%	277	3.4%
Central Bank/Credit Intermediation & Related Activities	17	1.8%	125	1.5%
Securities, Commodity Contracts & Other Financial	10	1.1%	21	0.3%
Insurance Carriers & Related Activities: Funds, Trusts & Other	31	3.3%	131	1.6%
Real Estate, Rental & Leasing	28	3.0%	93	1.1%
Professional, Scientific & Tech Services	84	9.0%	531	6.5%
Legal Services	10	1.1%	33	0.4%
Management of Companies & Enterprises	1	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	59	6.3%	370	4.5%
Educational Services	25	2.7%	126	1.6%
Health Care & Social Assistance	65	7.0%	567	7.0%
Arts, Entertainment & Recreation	29	3.1%	442	5.4%
Accommodation & Food Services	62	6.7%	1005	12.4%
Accommodation	6	0.6%	26	0.3%
Food Services & Drinking Places	56	6.0%	879	10.8%
Other Services (except Public Administration)	98	10.5%	576	7.1%
Automotive Repair & Maintenance	13	1.4%	63	0.8%
Public Administration	12	1.3%	206	2.5%
Unclassified Establishments	35	3.8%	8	0.1%
Total	930	100.0%	8,137	100.0%

Source: Copyright 2018 Inprogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018. Data Note: Data on the Business Summary report is calculated Esri's Data allocation which uses census block groups to allocate business summary data to custom areas.

Appendix A2: Primary Trade Area Business Summary

Appendix B1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

Population Summary	
2000 Total Population	28,951
2010 Total Population	34,204
2018 Total Population	36,311
2018 Group Quarters	91
2023 Total Population	37,862
2018-2023 Annual Rate	0.84%
2018 Total Daytime Population	25,590
Workers	8,570
Residents	17,020
Household Summary	
2000 Households	9,896
2000 Average Household Size	2.92
2010 Households	12,133
2010 Average Household Size	2.81
2018 Households	12,965
2018 Average Household Size	2.79
2023 Households	13,556
2023 Average Household Size	2.79
2018-2023 Annual Rate	0.90%
2010 Families	9,594
2010 Average Family Size	3.17
2018 Families	10,132
2018 Average Family Size	3.15
2023 Families	10,545
2023 Average Family Size	3.15
2018-2023 Annual Rate	0.80%
Housing Unit Summary	
2000 Housing Units	10,420
Owner Occupied Housing Units	89.9%
Renter Occupied Housing Units	5.1%
Vacant Housing Units	5.0%
2010 Housing Units	12,940
Owner Occupied Housing Units	84.7%
Renter Occupied Housing Units	9.0%
Vacant Housing Units	6.2%
2018 Housing Units	13,835
Owner Occupied Housing Units	84.1%
Renter Occupied Housing Units	9.6%
Vacant Housing Units	6.3%
2023 Housing Units	14,477
Owner Occupied Housing Units	84.4%
Renter Occupied Housing Units	9.3%
Vacant Housing Units	6.4%
Median Household Income	
2018	\$88,881
2023	\$102,269
Median Home Value	
2018	\$267,584
2023	\$301,343
Per Capita Income	
2018	\$38,588
2023	\$46,082
Median Age	
2010	40.9
2018	43.2
2023	44.1

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix B2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

2018 Households by Income	
Household Income Base	12,965
<\$15,000	4.5%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	11.7%
\$200,000+	9.1%
Average Household Income	\$107,494
2023 Households by Income	
Household Income Base	13,556
<\$15,000	3.3%
\$15,000 - \$24,999	3.6%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	13.5%
\$200,000+	12.7%
Average Household Income	\$128,097
2018 Owner Occupied Housing Units by Value	
Total	11,638
<\$50,000	7.6%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	12.1%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	19.9%
\$400,000 - \$499,999	11.4%
\$500,000 - \$749,999	7.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$295,199
2023 Owner Occupied Housing Units by Value	
Total	12,214
<\$50,000	5.2%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	8.6%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	16.5%
\$300,000 - \$399,999	21.9%
\$400,000 - \$499,999	17.2%
\$500,000 - \$749,999	9.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$333,679

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix B3: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

2010 Population by Age	
Total	34,204
0 - 4	5.4%
5 - 9	7.6%
10 - 14	8.5%
15 - 24	12.3%
25 - 34	8.3%
35 - 44	14.9%
45 - 54	18.6%
55 - 64	13.3%
65 - 74	7.2%
75 - 84	2.8%
85 +	1.1%
18 +	73.2%
2018 Population by Age	
Total	36,311
0 - 4	4.9%
5 - 9	5.8%
10 - 14	7.1%
15 - 24	12.4%
25 - 34	10.8%
35 - 44	11.1%
45 - 54	16.0%
55 - 64	16.3%
65 - 74	10.5%
75 - 84	3.7%
85 +	1.3%
18 +	77.8%
2023 Population by Age	
Total	37,863
0 - 4	4.8%
5 - 9	5.6%
10 - 14	6.3%
15 - 24	10.8%
25 - 34	11.6%
35 - 44	11.9%
45 - 54	13.4%
55 - 64	16.5%
65 - 74	12.3%
75 - 84	5.5%
85 +	1.4%
18 +	79.3%
2010 Population by Sex	
Males	17,215
Females	16,989
2018 Population by Sex	
Males	18,215
Females	18,096
2023 Population by Sex	
Males	19,011
Females	18,850

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix B4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	34,205
White Alone	96.8%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.3%
Hispanic Origin	2.0%
Diversity Index	10.0
2018 Population by Race/Ethnicity	
Total	36,310
White Alone	96.0%
Black Alone	0.6%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	2.6%
Diversity Index	12.6
2023 Population by Race/Ethnicity	
Total	37,861
White Alone	95.3%
Black Alone	0.7%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.0%
Hispanic Origin	3.2%
Diversity Index	14.6
2010 Population by Relationship and Household Type	
Total	34,204
In Households	99.8%
In Family Households	90.5%
Householder	28.1%
Spouse	23.9%
Child	34.8%
Other relative	2.2%
Nonrelative	1.4%
In Nonfamily Households	9.3%
In Group Quarters	0.2%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix B5: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

2018 Population 25+ by Educational Attainment	
Total	25,360
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	21.3%
GED/Alternative Credential	2.4%
Some College, No Degree	24.2%
Associate Degree	9.7%
Bachelor's Degree	24.6%
Graduate/Professional Degree	12.9%
2018 Population 15+ by Marital Status	
Total	29,850
Never Married	24.1%
Married	62.4%
Widowed	4.3%
Divorced	9.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.0%
Civilian Unemployed (Unemployment Rate)	3.0%
2018 Employed Population 16+ by Industry	
Total	19,622
Agriculture/Mining	1.0%
Construction	9.0%
Manufacturing	18.8%
Wholesale Trade	2.9%
Retail Trade	10.6%
Transportation/Utilities	3.4%
Information	1.6%
Finance/Insurance/Real Estate	5.9%
Services	43.8%
Public Administration	2.9%
2018 Employed Population 16+ by Occupation	
Total	19,622
White Collar	63.6%
Management/Business/Financial	18.5%
Professional	22.5%
Sales	11.1%
Administrative Support	11.5%
Services	14.8%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	4.2%
Production	6.7%
Transportation/Material Moving	4.4%
2010 Population By Urban/ Rural Status	
Total Population	34,204
Population Inside Urbanized Area	50.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	50.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

Appendix B6: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

2010 Households by Type	
Total	12,133
Households with 1 Person	16.9%
Households with 2+ People	83.1%
Family Households	79.1%
Husband- wife Families	67.3%
With Related Children	31.3%
Other Family (No Spouse Present)	11.8%
Other Family with Male Householder	3.9%
With Related Children	2.2%
Other Family with Female Householder	7.9%
With Related Children	4.7%
Nonfamily Households	4.1%
All Households with Children	38.6%
Multigenerational Households	2.8%
Unmarried Partner Households	4.7%
Male- female	4.3%
Same- sex	0.4%
2010 Households by Size	
Total	12,134
1 Person Household	16.9%
2 Person Household	35.1%
3 Person Household	17.8%
4 Person Household	17.7%
5 Person Household	8.2%
6 Person Household	2.9%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	12,133
Owner Occupied	90.4%
Owned with a Mortgage/Loan	70.4%
Owned Free and Clear	20.0%
Renter Occupied	9.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,940
Housing Units Inside Urbanized Area	50.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	49.8%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix B7: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA
Area: 108.74 square miles

Prepared by Esri

Top 3 Tapestry Segments		
1.	Green Acres (6A)	
2.	Soccer Moms (4A)	
3.	Savvy Suburbanites (1D)	
2018 Consumer Spending		
Apparel & Services: Total \$		\$35,411,504
Average Spent		\$2,731.32
Spending Potential Index		126
Education: Total \$		\$24,733,974
Average Spent		\$1,907.75
Spending Potential Index		132
Entertainment/Recreation: Total \$		\$53,424,646
Average Spent		\$4,120.68
Spending Potential Index		128
Food at Home: Total \$		\$80,570,723
Average Spent		\$6,214.48
Spending Potential Index		124
Food Away from Home: Total \$		\$57,480,527
Average Spent		\$4,433.52
Spending Potential Index		126
Health Care: Total \$		\$96,246,836
Average Spent		\$7,423.59
Spending Potential Index		130
HH Furnishings & Equipment: Total \$		\$35,125,709
Average Spent		\$2,709.27
Spending Potential Index		130
Personal Care Products & Services: Total \$		\$13,879,489
Average Spent		\$1,070.54
Spending Potential Index		129
Shelter: Total \$		\$267,159,203
Average Spent		\$20,606.19
Spending Potential Index		123
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$40,917,478
Average Spent		\$3,156.00
Spending Potential Index		127
Travel: Total \$		\$36,900,561
Average Spent		\$2,846.17
Spending Potential Index		132
Vehicle Maintenance & Repairs: Total \$		\$17,666,418
Average Spent		\$1,362.62
Spending Potential Index		127

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

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Appendix C1: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

PTA
Area: 108.74 square miles

Prepared by Esri

Population		Households	
2010 Total Population	34,204	2018 Median Household Income	\$88,881
2018 Total Population	36,311	2023 Median Household Income	\$102,269
2023 Total Population	37,862	2018-2023 Annual Rate	2.85%
2018-2023 Annual Rate	0.84%		

Housing Units by Occupancy Status and Tenure	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	12,940	100.0%	13,835	100.0%	14,477	100.0%
Occupied	12,133	93.8%	12,965	93.7%	13,556	93.6%
Owner	10,965	84.7%	11,638	84.1%	12,214	84.4%
Renter	1,168	9.0%	1,327	9.6%	1,342	9.3%
Vacant	807	6.2%	870	6.3%	921	6.4%

Owner Occupied Housing Units by Value	2018		2023	
	Number	Percent	Number	Percent
Total	11,639	100.0%	12,214	100.0%
<\$50,000	879	7.6%	631	5.2%
\$50,000-\$99,999	351	3.0%	238	1.9%
\$100,000-\$149,999	594	5.1%	354	2.9%
\$150,000-\$199,999	1,411	12.1%	1,054	8.6%
\$200,000-\$249,999	1,936	16.6%	1,779	14.6%
\$250,000-\$299,999	1,844	15.8%	2,015	16.5%
\$300,000-\$399,999	2,314	19.9%	2,680	21.9%
\$400,000-\$499,999	1,325	11.4%	2,106	17.2%
\$500,000-\$749,999	822	7.1%	1,151	9.4%
\$750,000-\$999,999	24	0.2%	38	0.3%
\$1,000,000-\$1,499,999	121	1.0%	147	1.2%
\$1,500,000-\$1,999,999	18	0.2%	21	0.2%
\$2,000,000+	0	0.0%	0	0.0%
Median Value		\$267,584		\$301,343
Average Value		\$295,199		\$333,679

Census 2010 Housing Units	Number	Percent
Total	12,940	100.0%
In Urbanized Areas	6,498	50.2%
In Urban Clusters	0	0.0%
Rural Housing Units	6,442	49.8%

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

Appendix C2: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

PTA
Area: 108.74 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		10,964	100.0%
Owned with a Mortgage/Loan		8,540	77.9%
Owned Free and Clear		2,424	22.1%

Census 2010 Vacant Housing Units by Status		Number	Percent
Total		800	100.0%
For Rent		100	12.5%
Rented- Not Occupied		4	0.5%
For Sale Only		260	32.5%
Sold - Not Occupied		47	5.9%
Seasonal/Recreational/Occasional Use		237	29.6%
For Migrant Workers		0	0.0%
Other Vacant		152	19.0%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Occupied	Owner Occupied Units	
			Number	% of Occupied
Total		12,132	10,964	90.4%
15-24		166	85	51.2%
25-34		1,056	822	77.8%
35-44		2,544	2,248	88.4%
45-54		3,457	3,201	92.6%
55-64		2,574	2,443	94.9%
65-74		1,487	1,408	94.7%
75-84		622	578	92.9%
85+		226	179	79.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Occupied	Owner Occupied Units	
			Number	% of Occupied
Total		12,133	10,965	90.4%
White Alone		11,846	10,720	90.5%
Black/African American		53	45	84.9%
American Indian/Alaska		42	37	88.1%
Asian Alone		73	63	86.3%
Pacific Islander Alone		4	3	75.0%
Other Race Alone		26	19	73.1%
Two or More Races		89	78	87.6%
Hispanic Origin		155	128	82.6%

Census 2010 Occupied Housing Units by Size and Home Ownership		Occupied	Owner Occupied Units	
			Number	% of Occupied
Total		12,133	10,965	90.4%
1- Person		2,046	1,680	82.1%
2- Person		4,262	3,947	92.6%
3- Person		2,155	1,965	91.2%
4- Person		2,150	1,985	92.3%
5- Person		994	917	92.3%
6- Person		353	316	89.5%
7+ Person		173	155	89.6%

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

Appendix D1: Primary Trade Area Dominant Tapestry Descriptions

Gibbs Planning Group

Tapestry Segmentation Area Profile

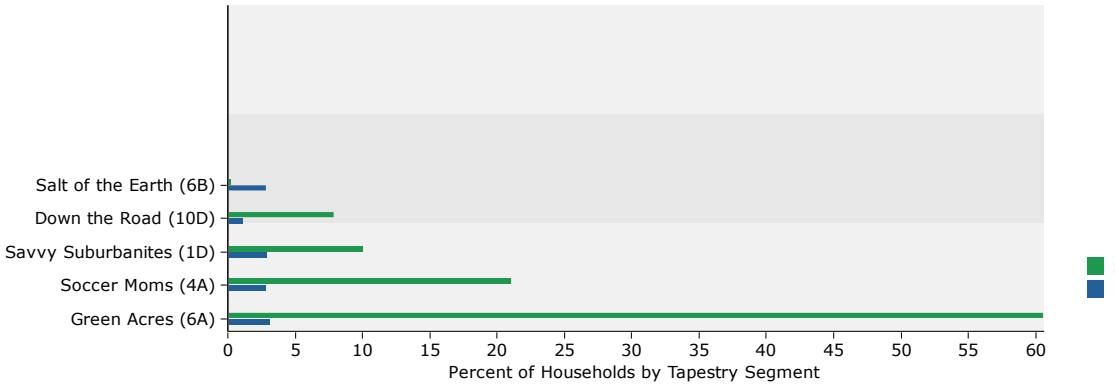
PTA
Area: 108.74 square miles

Prepared by Esri

Top Twenty Tapestry

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	60.6%	60.6%	3.2%	3.2%	1897
2	Soccer Moms (4A)	21.0%	81.6%	2.9%	6.1%	725
3	Savvy Suburbanites (1D)	10.1%	91.7%	3.0%	9.1%	339
4	Down the Road (10D)	7.9%	99.6%	1.1%	10.2%	692
5	Salt of the Earth (6B)	0.3%	99.9%	2.9%	13.1%	12
Subtotal		99.9%		13.1%		
Total		100.0%		13.1%		764

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Appendix D2: Primary Trade Area Dominant Tapestry Descriptions



LifeMode Group: Cozy Country Living

Green Acres

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800



WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend; banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Note: This index represents the ratio of the segment score to the US score multiplied by 100. Consumer preferences are estimated from data by QMR 980.

Appendix E: Focus Group Summaries

As part of its research for this market study, GPG led six in-person focus groups with Hartland residents. The six distinct groups were (1) young families, (2) empty nesters, (3) business owners, (4) restaurant owners/managers, (5) Township department heads and (6) the chamber of commerce. The following summarizes the feedback received from each focus group.

Group #1: Young Families

These women travel to Fenton, Brighton and Howell to eat out. Fenton is their favorite, as most feel Brighton is too large. They complained that very few places in Hartland are open after 10 pm. This group would like more family friendly restaurants, such as Panera Bread or Chipotle. All these women would like Panera Bread or an independently owned coffee shop because it would provide a social setting for moms to meet. They really do not want another fast food restaurant (they are fairly health conscious). They feel Black Rock is too expensive. Most eat dinner out once a week.

They shop at Trader Joes and Aldi in Brighton, and almost of these focus group participants would like those in Hartland. In Hartland, many regularly shop at Meijer. Most also like the Target for day-to-day necessities, and many purchase their clothes at Target. Target is much preferred over Walmart (they believe Target has higher quality products). Many also shop at Green Oaks in Howell for major purchases, but no one reported going to 12 Oaks Mall. They are very price conscious and most shop online weekly (Amazon and Target).

There was general agreement concerning what additional retail is most needed. They would most like a Home Depot, lumber store (many reported doing home remodeling), Menards (which is currently 20 minutes away), sports store (focused on hunting and fishing), more sit-down restaurants, quaint independently owned shops and an ice cream parlor to go after their children's sporting events. This group strongly emphasized that they want Hartland to maintain its local character. They are proud of their sense of community and excellent schools.

Lastly, this group complained about the Township's dirt roads (which they said cannot handle large amounts of traffic) and that there are no places to rent out for events like birthday parties.

Group #2: Empty Nesters

This older group reported eating out multiple times a week at sit-down restaurants as far away as Plymouth. For groceries, they greatly prefer Hartland's Meijer to Kroger. Busch's in Brighton is popular with this group (they like the variety), and they prefer Target to Walmart (which they think is low-end). They hardly ever go to Twelve Oaks (mainly because of traffic congestion), and more often frequent the Tanger outlet mall in Howell. Almost all participants in this focus group regularly shop on-line because they claim that there are not enough stores in Hartland.

These empty nesters identified many specific restaurants and retailers that they would like in Hartland. They would like more restaurant choices, particularly Italian and Chinese sit-down restaurants. Although they expressed reservations about introducing too many chain restaurants to Hartland, most would like a Mongolian BBQ, Cheesecake Factory and Panera Bread (which would offer a relaxing venue to sit and socialize). Several in this group complained that the Township currently has too many pizza restaurants. In terms of retailers, they would like a Trader Joes, Whole Foods, Aldi, Menards and Gandy Dancy. the Township cannot attract Trader Joes or Whole Foods, they would like another grocer with a fresh deli and seating area. Several also stated that they would like more specialty shops in the Village, and the men expressed a desire for a Home Depot or Lowes (most currently shop in Fenton for building supplies).

Almost everyone in this group said that they plan to stay in Hartland. They want Hartland to remain a quaint community and are opposed to large signage. Most desire Hartland to more closely resemble Milford.

Group #3: Business Owners

This group reported that the commercial absorption rate in Hartland is very slow (compared to Brighton, Fenton and Milford). They believe that the Township needs more restaurants and that big box stores (such as Best Buy and Dicks Sporting Goods) would do well. However, they believe Home Depot/Lowes is not realistic because there are many of these large home improvement stores in neighboring cities. According to this group, Walmart closed in Hartland because it “wasn’t in vogue.”

These business owners are optimistic that the new cinema will attract more restaurants. However, they noted several factors that hold the city back. These were parking (or lack thereof), strict development codes (signage, building materials, landscape regulations, colors, etc.) and insufficient office demand.

Group #4: Restaurant Owners

This focus group was composed of three restaurant owners. None of these owners get much lunch business during the workweek, but they all get larger dinner crowds and are busy on weekends. All members of this focus group said that they are meeting sales goals, and each believes that their restaurants’ trade area is roughly 5 miles.

There was a consensus that there is room for more restaurants. According to this group, a lot of new restaurant development is in the pipeline, but there is only one more liquor license left. However, many restaurants do not want to come to Hartland because of the dismal lunch traffic. This occurs because residents drive a long way to work, and there are no major offices in Hartland.

There was also a consensus that the development codes are too restrictive. Building a restaurant in Hartland is very expensive because building codes require 100% brick and stone. This, combined with little lunch traffic, deters more restaurants from opening.

Lastly, this group expressed strong views concerning residential development. They all believe that more residential development is needed to attract businesses. However, they acknowledged that many people in the Township oppose more residential development.

Group #5: Township Department Heads

This group told us that there are few requests from retailers to come to Hartland. In response to why the village is not more developed, they offered the following explanations: 1) traffic doesn’t route you down to the village center, 2) money isn’t here to invest, 3) homes in the village are not as expensive so residents may not be able to support retail, 4) not enough space in the village to establish a viable shopping district.

In contrast to the restaurant owners, the Township’s planning director does not think the regulations are driving businesses away. His position is that Hartland’s building standards are not much more restrictive than that of its neighbors.

According to these department heads, Hartland’s Walmart closed because it was built at the same time as Meijer and the township could not support two such stores. Also, the Meijer in Hartland is very well run and has many loyal customers.

Lastly, the demographics of the Township were discussed. The Township's demographic profile shows that its residents have money, but this group agrees that residential density is just too low. However, they are very optimistic about the new Emagine Theater. They stated that it will attract many more businesses once it becomes a destination, which they think will happen quickly.

Group #6: Chamber of Commerce

This group reiterated the need for more diverse restaurant offerings and stressed their dislike of chains. There was a consensus that a strong demand exists for higher-end sit-down restaurants (like Blackrock). Some even noted hour-long waits at Blackrock on the weekends. Because there are a lack of restaurants options in Hartland, all members of this group regularly travel to Fenton, Howell, Milford or Brighton to eat out. In general, this group strongly prefers local restaurants that give back to the community.

In terms of retail, these members thought the Township could use a unique gift shop and local boutique sports shop. They expressed a strong preference for small boutique/specialty stores. They do not think Hartland can support a Costco or Home Depot, particularly since these are in close neighboring communities.

They want a quaint downtown and a city center in the village, but this may not be feasible because there are no buildings currently available. They believe high building standards are important to attract the right type of retailers.

Lastly, there were some discussions related to affordability in Hartland. According to some participants of this group, there is virtually no residential stock available for less than \$200k. Therefore, many younger people are leaving the Township. However, the older demographic is staying.