

PLANNING COMMISSION

HARTLAND TOWNSHIP  
2655 CLARK ROAD  
Hartland, MI 48353  
(810) 632-7498 Office  
(810) 632-6950 Fax  
[www.hartlandtwp.com](http://www.hartlandtwp.com)



**Chairperson**  
Larry Fox

**Vice-Chairperson**  
Jeff Newsom

**Secretary**  
Keith Voight

Joseph Colaianne  
Sue Grissim  
Michael Mitchell  
Tom Murphy

**PLANNING COMMISSION AGENDA**  
**THURSDAY, JUNE 27, 2019**  
**7:00 PM**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Meeting Agenda
5. Approval of Meeting Minutes
  - a. Planning Commission - Regular Meeting - Jun 13, 2019 7:00 PM
6. Call to Public
7. Old and New Business
  - a. Site Plan #19-006, Hartland Meadows
  - b. Retail Market Analysis Discussion
8. Call to Public
9. Planner's Report
10. Committee Reports
11. Adjournment

1. **Call to Order** - THE MEETING WAS CALLED TO ORDER BY CHAIRMAN LARRY FOX AT 7:00 PM

2. **Pledge of Allegiance**

3. **Roll Call**

PRESENT: Joe Colaianne, Larry Fox, Sue Grissim, Michael Mitchell, Keith Voight

ABSENT: Thomas Murphy, Jeff Newsom

4. **Approval of Meeting Agenda**

Motion to Approve Agenda

A Motion to approve the Meeting Agenda was made by Commissioner Grissim and seconded by Commissioner Voight. Motion carried unanimously.

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Sue Grissim, Commissioner
<b>SECONDER:</b>	Keith Voight, Secretary
<b>AYES:</b>	Colaianne, Fox, Grissim, Mitchell, Voight
<b>ABSENT:</b>	Murphy, Newsom

5. **Approval of Meeting Minutes**

a. Planning Commission - Regular Meeting - May 23, 2019 7:00 PM

A Motion to approve the Meeting Minutes of May 23, 2019 was made by Commissioner Mitchell and seconded by Commissioner Colaianne. Motion carried unanimously.

<b>RESULT:</b>	<b>ACCEPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Michael Mitchell, Commissioner
<b>SECONDER:</b>	Joe Colaianne, Trustee
<b>AYES:</b>	Colaianne, Fox, Grissim, Mitchell, Voight
<b>ABSENT:</b>	Murphy, Newsom

6. **Call to Public**

None

7. **Public Hearing**

a. Special Use Permit #19-003, Fries Riding Arena, 5234 Cullen Road

**Chair Fox opened the Public Hearing at 7:02 PM.**

Director Langer gave an overview of the location and scope of the request:

- Allowed by Special Use Permit in the CA Conservation Agriculture zoning district requiring a Public Hearing and final approval by the Township Board.
- Indoor riding arena will be used for family members, a private riding stable.

The Applicant Michelle Fries introduced herself and stated the following:

- Both neighbors have pole barns, one with a riding arena. Theirs would be the third pole barn.
- Wooded area, screened from view.
- Would not be disruptive or disturbing to the neighbors.
- Use is for her daughter and herself.

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- Occasional use, not every day, a few times a week.

The Applicant disseminated photographs to the Planning Commission of the other barns in the area and the proposed location for the riding arena.

**Call to the Public:**

None

The Applicant reiterated her previous statements about the use.

There were no members of the public present and no communications received.

**Chair Fox closed the Public Hearing at 7:08 PM**

The Planning Commission agreed the use is compatible with the Comprehensive Plan.

Chair Fox gave a brief overview of the staff memorandum dated June 6, 2019 touching on both the Special Land Use and Site Plan Review.

Commissioner Grissim asked about the color of the structure as that information was not provided. The Applicant stated it will be gray and match or coordinate with the other existing structures.

**Commissioner Grissim offered the following Motion:**

**Move to recommend the Township Board approve Special Land Use application #19-003 for the construction of an indoor riding arena, approximately 7,200 square feet in size, to be located at the single-family residence, addressed as 5234 Cullen Road, based on the following findings as listed in the staff report attachment dated June 13, 2019 as follows:**

1. The Planning Commission has determined the proposed special use, a riding arena, meets the intent and purposes of the Ordinance as well as the specific Special Use standards outlined in Section 6.6. and Section 4.43, as the riding arena is a residentially-related use which is permitted as a special land use in the CA -Conservation Agricultural zoning district.
2. The Planning Commission has determined the proposed use is compatible with the existing and future land uses in the vicinity, as a riding arena could commonly occur in the CA zoning district, and is permitted as an accessory use in CA, subject to a special land use permit. The site of the arena is wooded on two sides which is compatible with the natural environment and neighboring properties contain similar pole barn structures.
3. The Planning Commission has determined the proposed use is compatible with the Hartland Township Comprehensive Plan, which designates this area as Estate Residential. Estate Residential is intended to accommodate both agricultural and large-lot residential uses, similar to uses permitted in CA. A riding arena is permitted as a special land use in the single-family zoning districts of CA-Conservation Agricultural.

4. The Planning Commission has determined the proposed private riding arena is considered an accessory use to the single-family dwelling and could be served by the existing on-site septic and well facilities, subject to review and approval of the Livingston County Health Department. The Planning Commission has determined the proposed use is adequately served by existing essential facilities and public services, and the Fire Authority has no objections.
5. The Planning Commission has determined the proposed use will not be detrimental, hazardous, or disturbing to the existing or future neighboring uses, persons, or the public welfare. The proposed riding arena and manure storage area are located so as to meet the required setbacks from the property lines.
6. The Planning Commission has determined the proposed use will not create additional requirements at public cost for public facilities as the site is currently served by private facilities.

Approval of the Special Use Permit is subject to the following conditions:

1. The proposed riding arena shall obtain Site Plan approval and maintain the site in compliance with the approved Site Plan, as well as all associated conditions.

Seconded by Commissioner Voight. Motion carried unanimously.

<b>RESULT:</b>	<b>RECOMMENDED TO APPROVE [UNANIMOUS]</b>	<b>Next: 7/11/2019 7:00 PM</b>
<b>MOVER:</b>	Sue Grissim, Commissioner	
<b>SECONDER:</b>	Keith Voight, Secretary	
<b>AYES:</b>	Colaianne, Fox, Grissim, Mitchell, Voight	
<b>ABSENT:</b>	Murphy, Newsom	

b. Motion to Approve Site Plan

Commissioner Voight offered the following Motion:

Move to approve Site Plan Application #19-003, a request to construct a riding arena, approximately 7,200 square feet in size. Approval is subject to the following conditions:

1. Approval of the Special Land Use by the Township Board of Trustees.
2. The applicant shall adequately address the outstanding items noted in the Planning Department's memorandum, dated June 6, 2019, subject to an administrative review by the Planning staff prior to the issuance of a land use permit.
3. Applicant complies with any requirements of the Department of Public Works Director, Township Engineering Consultant, and Hartland Deerfield Fire Authority.

Seconded by Commissioner Mitchell. Motion carried unanimously.

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<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Keith Voight, Secretary
<b>SECONDER:</b>	Michael Mitchell, Commissioner
<b>AYES:</b>	Colaianne, Fox, Grissim, Mitchell, Voight
<b>ABSENT:</b>	Murphy, Newsom

## 8. Old and New Business

### a. Retail Market Analysis - Updated

Director Langer summarized the recent history of this Retail Market Analysis (RMA). This is the updated version of the report. The goal is for the Planning Commission to examine the report and come up with a recommendation to the Township Board. He is looking for any questions the Planning Commission may have that can be addressed when Mr. Gibbs returns or by other means.

Director Langer continued:

- Including all currently developed land and land that is planned for development such as the RAMCO site, Hartland Township will need at least an additional 25 acres for commercial development through 2035. Not limited to that number; can plan beyond that date.
- Director Langer directed the Planning Commission's attention to a map indicating undeveloped land currently zoned for commercial development (Attachment #2 for this memorandum - approximately 215 acres, some of which is wetland area.)
- Mr. Gibbs has stated he was very conservative in his estimates.
- Mr. Gibbs has stated the more commercial land is developed, more land is required. Commercial development fosters the need for more commercial development. Once you become a key destination, more restaurants and other retail will want to be in that area too.

The Director and Planning Commission discussed the following:

- Should any commercial zoning area be changed to another zoning designation such as residential?
- The Planning Commission briefly discussed the Newberry mixed use commercial elements.
- Director Langer encouraged the Planning Commission to think about how much commercial land is available now, where is it located, should it be changed, if so to what zoning category.
- Should other areas be revisited and designated a Special Planning Area such as the southwest corner of Old US 23 and M-59 closer to the core area.
- Grocery stores; does the RMA preclude any other food store opening? Would the type of food store make a difference? Would it cause an existing store to close? Should the natural course of competition be allowed to occur?
- The chart of currently zoned commercial area was discussed.
  - Clyde Road
  - Newberry
  - SW Corner of Old 23 & M-59
  - Wetlands on Rovey Drive
- Can we learn from other communities that have had a RMA? Difficult unless the communities are very similar; what works for one may not work for another.
- Ask for Mr. Gibbs' point of view or opinion on the amount of commercial zoned property Hartland currently has.
- Check the RMA population growth numbers compared to SEMCOG's numbers. RMA numbers may be conservative.
- Mr. Gibbs has stated the retail industry post-recession has modified its site location criteria requiring double or triple the number of households compared to pre-recession. The RMA might

indicate an opportunity for locating a certain type of business in the area but the store might hold off and wait until there is a higher cushion of households.

- Discussed the South Lyon residential area as well as the corner of 10 Mile and Milford Road.
- Can we use any of this information to try to draw in a particular group of people i.e. young families/Soccer Moms? How do we find out what they are looking for? Convenience? Services? Type of housing development?

Director Langer concluded stating he has compiled some notes/questions and will send them to Mr. Gibbs.

**RESULT: INFORMATIONAL**

**9. Call to Public**

None

**10. Planner's Report**

Director Langer reported the following:

- Preconstruction meeting was held today for the Hartland Ice Arena addition. Construction should be forthcoming.
- Suggested the Planning Commission may want to review the Zoning Ordinance and some of the Uses by Right and Uses by Special Use Permit. They may want decide if they are in the right places. Are we requiring people get a Special Use Permit when they should not have to go through this process? Could some of them be a Use by Right if they meet the standards set forth? The Planning Commission discussed and concurred. Commissioner Colaianne also suggested the Planning Commission look at on site solar/wind energy.

**11. Committee Reports**

None

**12. Adjournment**

Motion to Adjourn

A Motion to adjourn was made by Commissioner Colaianne and seconded by Commissioner Mitchell. Motion carried unanimously. The meeting was adjourned at approximately 8:11 PM.

**RESULT: APPROVED [UNANIMOUS]**  
**MOVER:** Joe Colaianne, Trustee  
**SECONDER:** Michael Mitchell, Commissioner  
**AYES:** Colaianne, Fox, Grissim, Mitchell, Voight  
**ABSENT:** Murphy, Newsom

Submitted by,

Keith Voight  
Planning Commission Secretary

Minutes Acceptance: Minutes of Jun 13, 2019 7:00 PM (Approval of Meeting Minutes)



## Board of Trustees

William J. Fountain, Supervisor  
 Larry N. Ciofu, Clerk  
 Kathleen A. Horning, Treasurer

Joseph W. Colaianne, Trustee  
 Matthew J. Germane, Trustee  
 Glenn E. Harper, Trustee  
 Joseph M. Petrucci, Trustee

## MEMORANDUM

Date: June 20, 2019

To: Hartland Township Planning Commission

From: Planning Department

Subject: **Hartland Meadows Pavilion  
 Site Plan Application #19-006**

Request to construct a pavilion at Hartland Meadows, a manufactured home community and addressed as 13598 Highland Road. The site is zoned MR-2-Mobile Home Park (Parcel ID #4708-25-200-025).

**Applicant Information**

Applicant: James Gibbs  
 Hartland Meadows

**Site Description**

The subject site is located on the south side of Highland Road, east of Pleasant Valley Road in Section 25 of Hartland Township. The approximate 152 acre site is zoned MR-2 (Mobile Home Park) and has 617 mobile home sites. Access to the site is provided from Highland Road. An internal network of private roads provides circulation and access to the mobile home sites. The community clubhouse (approximately 2,700 square feet), well house/garage (approximately 1,800 square feet, and mail center structure are located at the southern terminus of the entrance boulevard. Parking is provided adjacent to the community buildings. A playground with playground equipment, an outdoor basketball court, and mowed play fields are adjacent to the clubhouse.

**Background Information**

Per Township records, the manufactured home development may have been originally reviewed under Site Plan Application #183; however, the Hartland Meadows development was the outcome of a Consent Judgment in Livingston Circuit Court, on April 13, 1993. A copy of the recorded Judgment is provided as an attachment. The Judgment was effectively the development's approval. File information includes site plans for the development; however, staff has been unable to find copies of any recorded site plans that may have been part of the recorded judgment. Building elevations and land use permits were not found for the clubhouse, well house/garage, or mail center structure.

In 1996 the Michigan Department of Commerce and the Michigan Department of Public Health approved plans for the construction of the mobile home park. The plans are dated August 11, 1994. It is assumed that this is the approved site plan.

The Consent Judgment provides language regarding architectural requirements for housing units within the mobile home park, but architectural standards are not provided for the community buildings or accessory structures.

Recreational facilities were to be provided within the development per the Consent Judgment, as outlined below:

1. *Two play areas for young children with a full complement of play facilities. These two play areas will be strategically located so that they are within convenient walking distance of children residing in the development. Adult seating benches will be provided adjacent to each play area.*
2. *An open play field of sufficient size to accommodate softball or soccer games will be provided within the development. Adult seating benches will also be provided within the field play area. One of the two play field areas for young children may be developed as part of this play field.*
3. *A portion of the existing woodland tract on the property will be permanently preserved for enjoyment of residents within the development. A wood-chip pathway system will be built within the woodland so that residents may take walks into the wooded area.*
4. *A community recreation and activity center shall be constructed as part of the development.*

One (1) play area with play facilities is provided as well as a basketball court, and mowed field areas. Based on a recent site visit staff could not determine if the field areas were designated for a specific field sport. The site plan from 1996 shows a soccer field south of the clubhouse building. The soccer field as shown is 150 feet in width by 450 feet in length. A wood-chip trail exists in the woodland tract that runs north and south within the development.

### **Request**

The applicant is proposing to construct a pavilion, to be located south and west of the clubhouse, and south of the basketball court. The submitted site plan states the pavilion is located approximately 72 feet from the northwest corner of the clubhouse. Per the applicant the purpose of the pavilion is to provide a shade structure for the use and enjoyment of the mobile home park residents, and is situated near the existing recreational facilities. The pavilion is placed over the existing lawn.

The pavilion consists of two (2) individual, dome-hip shade structures that are placed side by side. The overall size of the pavilion (2 structures) is 30 feet by 54 feet.

Each structure consists of steel upright posts, steel frame to support the shade/roof, and a fabric shade that is tensioned over the hip and ridge frame, to form the roof. Each post is eight (8) feet in height. The overall height of the pavilion is not provided on the plan. In this case the two (2) structures are placed side by side to form the pavilion. The pavilion is supported by six (6) upright posts, with a post at each outer corner, and two (2) posts in the middle that are shared by the two (2) structures. The steel roof frame consists of a ridge pole and rafters. Once assembled the frame is attached to the upright posts. The posts are set in concrete footings, which are 42 inches below grade (using the "embedded column" method as described in the construction manual).

The shade is comprised of UV fabric and is fastened to the roof frame. The Glide Elbow an optional accessory which makes it easier to install, remove, and tension the shade canopy. The applicant has indicated the intent is to keep the pavilion shade on year round, but if necessary, the shade could be removed.

The pavilion is partially placed within the soccer field. Staff had asked the applicant to provide a drawing showing the revised location of the soccer field; however, the drawing was not provided with the site plan application. An open play field of sufficient size to accommodate softball or soccer games is a requirement of the Consent Judgment, thus a revised plan should be provided.

**Approval Procedure**

Due to the fact the Consent Judgment does not provide specific standards for a pavilion, a site plan application has been required, to be reviewed by the Planning Commission, who will make a final decision on the site plan. If approved by the Planning Commission, a land use permit will be required for the pavilion. Review and approval by the Livingston County Building Department may also be required.

**SITE PLAN REVIEW – Applicable Site Standards**

The site is zoned MR-2 (Mobile Home Park). Zoning standards for a mobile home park are outlined in Section 3.1.10 (MR-2, Mobile Home Park) and Section 4.55 (Mobile Home Parks). The Consent Judgment provides development standards for Hartland Meadows; however, specific standards for a pavilion are not listed in that document. The pavilion could be reviewed as a detached accessory building, using applicable sections of the Zoning Ordinance, as provided below.

**Building Height – accessory building (Sec. 3.1.10, for MR-2 zoning)**

- Required – 15 feet or one story
- Proposed – less than 15 feet, mean height
- Meets Requirement? – Yes
- Comment – (none)

**Detached Accessory Buildings and Structures (Sec. 3.24.21, Notes to District Standards)**

**Setback from Principal Building**

- Required – 10 feet
- Proposed – 72 feet, from clubhouse
- Meets Requirement? – Yes
- Comment – (none)

**Building Location**

- Required – not permitted in the front yard
- Proposed – behind the clubhouse/rear yard of clubhouse
- Meets Requirement? – Yes
- Comment – (none)

**Other Requirements-Zoning Ordinance Standards**

Nothing additional at this time.

**Hartland Township DPW Review**

No comments at this time.

**Hartland Township Engineer’s Review (HRC)**

No comments at this time.

Attachment: Hartlands Meadows staff report 06.20.2019 (3080 : Site Plan #19-006, Hartland Meadows)

**Hartland Deerfield Fire Authority Review**

No comments at this time.

**Recommended motion for Site Plan Application #19-006 (Hartland Meadows Pavilion)**

The Planning Department recommends the following motion for the Planning Commission's consideration:

**Move to approve Site Plan Application #19-006**, a request to construct a pavilion in the common area at Hartland Meadows, located at 13598 Highland Road. Approval is subject to the following conditions:

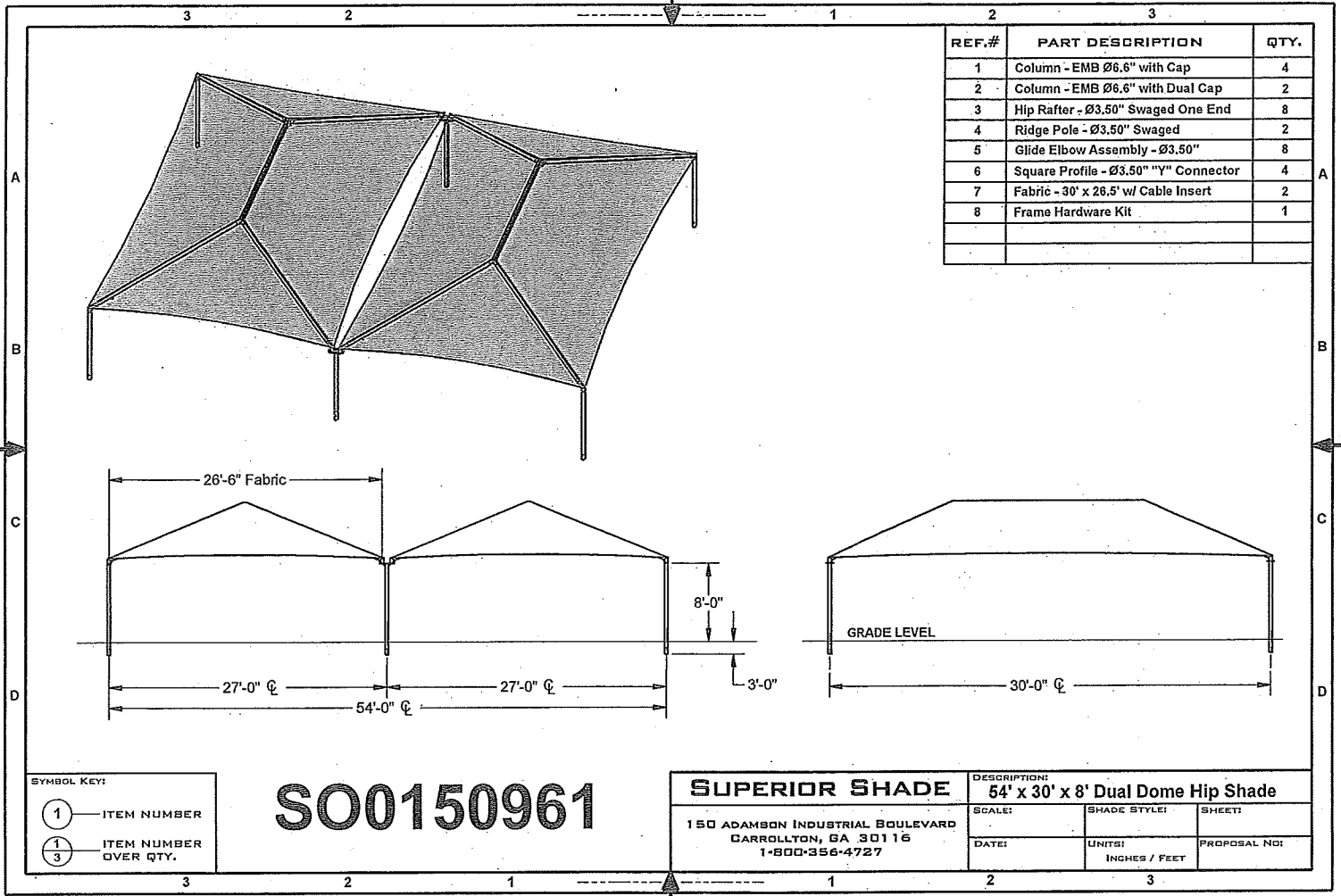
1. The applicant shall adequately address the outstanding items noted in the Planning Department's memorandum, dated June 20, 2019, subject to an administrative review by the Planning staff prior to the issuance of a land use permit.
2. Applicant complies with any requirements of the Department of Public Works Director, Township Engineering Consultant, Hartland Deerfield Fire Authority, and all other government agencies.
3. Applicant shall continue to provide items as listed in the Consent Judgment as part of the current site plan application (SP #19-006).
4. (Any other conditions the Planning Commission deems necessary)

**Attachments:**

1. Submittals from Applicant-PDF version
2. Hartland Meadows Consent Judgment 1993 -PDF version
3. Superior Shade Installation Manual-PDF version

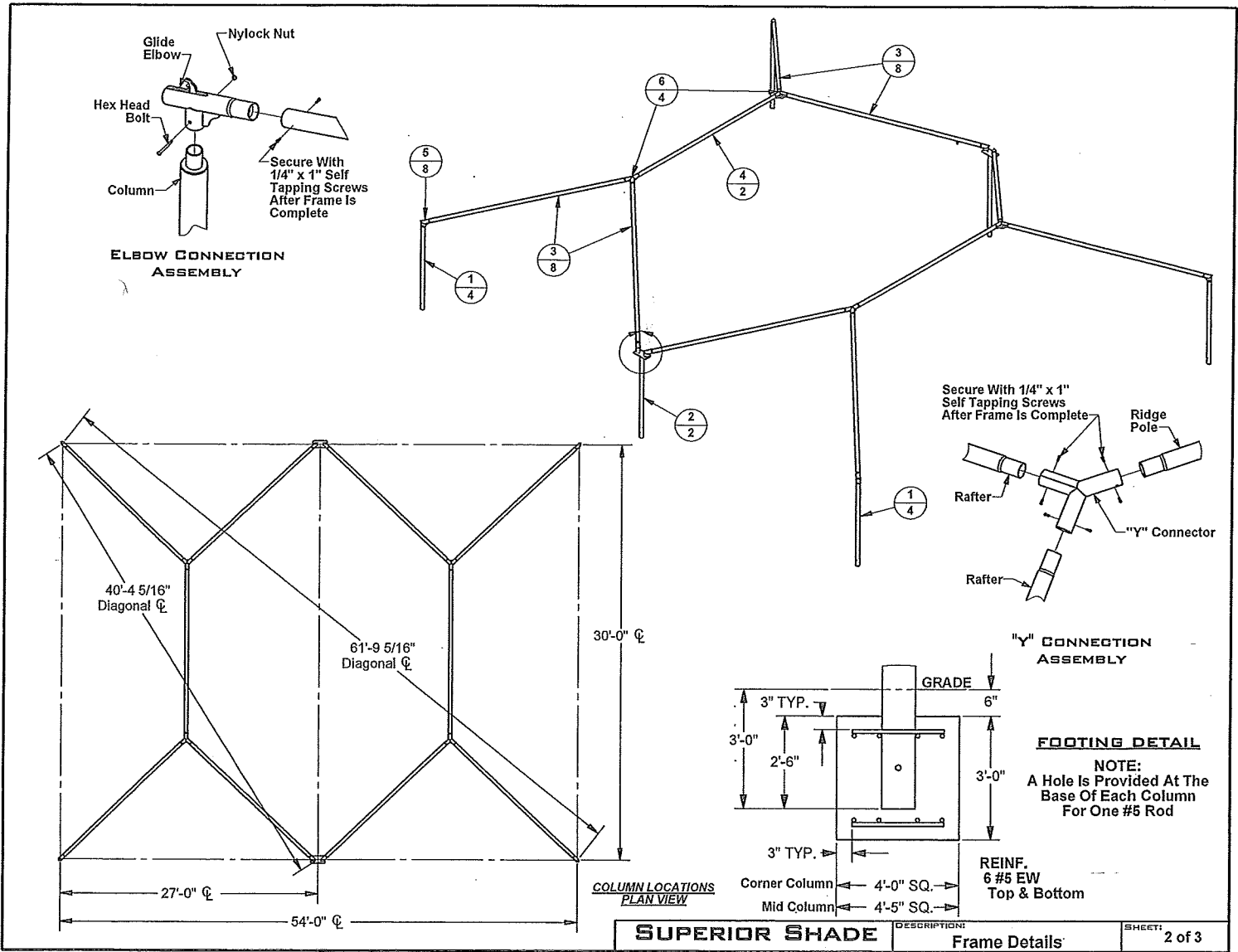
T:\PLANNING DEPARTMENT\PLANNING COMMISSION\2019 Planning Commission Activity\SP #19-006 Hartland Meadows\Staff reports\Hartland Meadows staff report 06.20.2019.docx

Attachment: Hartlands Meadows staff report 06.20.2019 (3080 : Site Plan #19-006, Hartland Meadows)



Attachment: 1. Submittals from Applicant PDF Only (3080 : Site Plan #19-006, Hartland Meadows)





<b>SUPERIOR SHADE</b>	DESCRIPTION:	Frame Details	SHEET:	2 of 3

Attachment: 1. Submittals from Applicant PDF Only (3080 : Site Plan #19-006, Hartland Meadows)

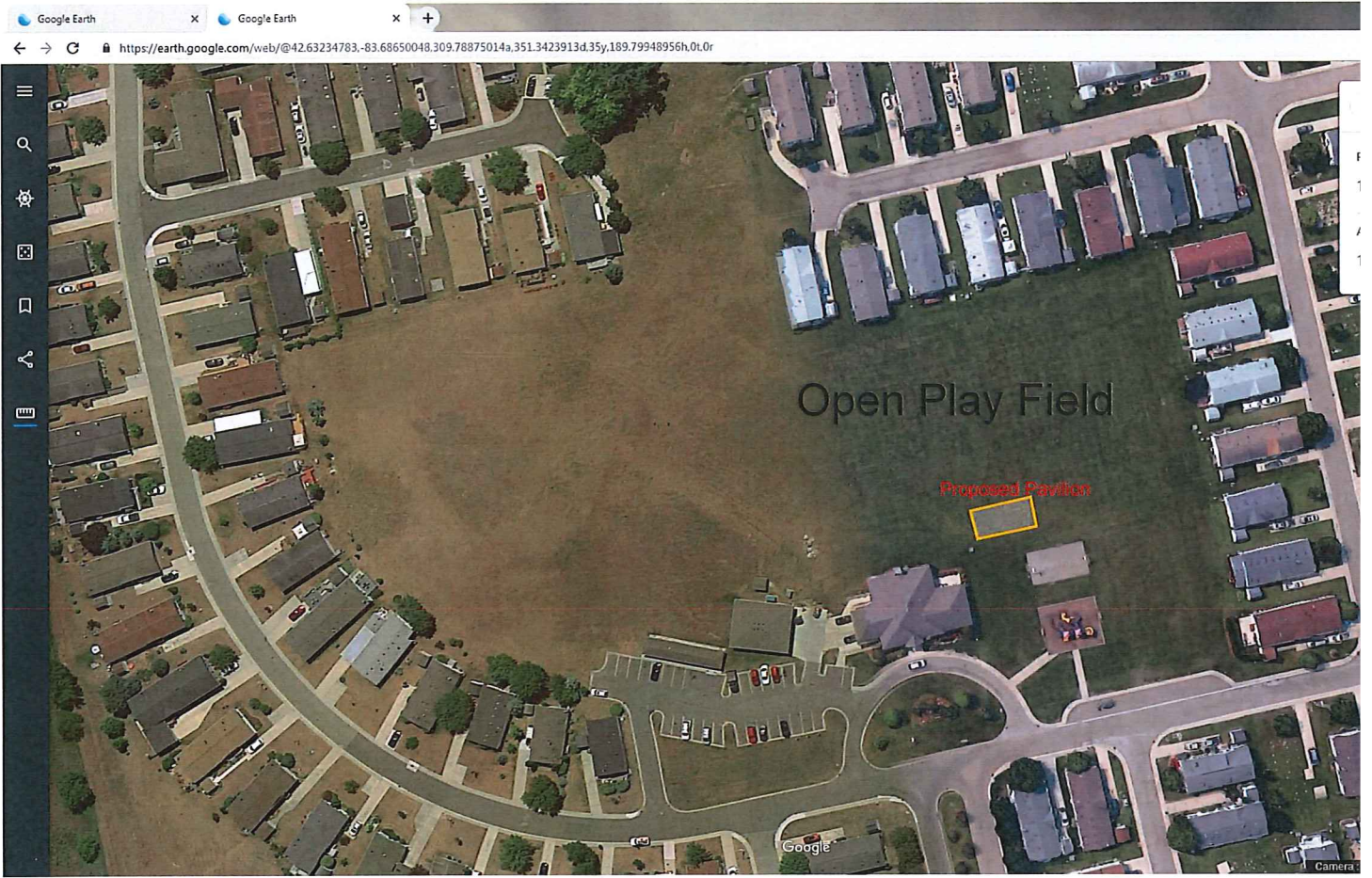




Attachment: 1. Submittals from Applicant PDF Only (3080 : Site Plan #19-006, Hartland Meadows)



Hartland meadows  
SITE PLAN 1  
54' X 30' ALUMINUM DUAL DOMB PAUILLION



Attachment: 1. Submittals from Applicant PDF Only (3080 : Site Plan #19-006, Hartland Meadows)

\* It has different setback  
CONSENT Judgement P.8

STATE OF MICHIGAN

IN THE CIRCUIT COURT FOR THE COUNTY OF LIVINGSTON

JOSEPH M. RUGGIRELLO, individually  
and on behalf of a partnership to  
be formed, and HELEN V. GRAYBEAL,  
an individual,

Plaintiffs,

Case No. 91-11495 CE

vs.

Hon. Stanley J. Latreille

HARTLAND TOWNSHIP, a municipal  
corporation,

TRUE COPY  
STANLEY J. LATREILLE  
44th Circuit Court

Defendant.

STEPHEN D. WINTER (P27342)  
ZORA E. JOHNSON (P45850)  
Attorneys for Plaintiffs  
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Detroit, MI 48243  
(313) 568-5340

PAUL L. DECOCQ (P25657)  
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822 East Grand River Avenue  
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JAMES I DEGRAZIA (P22853)  
JAMES E. TAMM (P38154)  
Co-counsel for Defendant  
525 N. Woodward Avenue  
Suite 1300  
Bloomfield Hills, MI 48304  
(313) 433-2000

RECEIVED APR 19 1993

STIPULATION AND ORDER  
FOR ENTRY OF CONSENT JUDGMENT  
and  
CONSENT JUDGMENT

At a session of said Court held in the City  
of Howell, County of Livingston, State of  
Michigan this 13 day of APRIL, 1993.

PRESENT: The Hon. STANLEY J. LATREILLE  
Stanley J. Latreille

Attachment: 2. Heritage Meadows Consent Judgment 1993 PDF Only (3080 : Site Plan #19-006, Hartland Meadows)

The parties having stipulated to entry of a Consent Judgment on the following terms, and the Court being fully advised in the premises, and good cause appearing for entry of a Judgment in conformity with the parties' stipulation and consent:

NOW, THEREFORE, THE COURT HEREBY ORDERS AND ADJUDGES THAT:

(1) Defendant Hartland Township and its agents, employees, representatives and officials, shall be and the same hereby are deemed to have given their irrevocable approval for Plaintiffs' use, development and operation of the real property described as follows:

A part of the E 1/2 of the NW 1/4 and a part of the W 1/2 of the NE 1/4 of Section 25 T3N-R6E Hartland Township, Livingston County, Michigan, described as follows: Commencing at the NW corner of said Section; thence N 87° 32' 19" E along the North line of said Section, 1352.17 feet to the Point of Beginning of the parcel to be described; thence continuing N 87° 32' 19" E along said North line, 270.17 feet; thence S 02° 50' 29" E 660.50 feet; thence N 87° 32' 19" E 660.00 feet; thence N 02° 50' 29" W, 660.50 feet to said North line; thence N 87° 32' 19" E along said North line 422.00 feet to the N 1/4 corner of said Section; thence continuing N 87° 32' 19" E along said North line, 1352.17 feet; thence S 02° 49' 35" E 2640.32 feet to the East-West 1/4 line of said Section; thence S 87° 11' 53" W along said 1/4 line, 1351.63 feet to the Center of said Section; thence continuing S 87° 11' 53" W along said 1/4 line, 1351.96 feet; thence N 02° 50' 29" W 2656.40 feet to the Point of Beginning, containing 154.38 acres more or less and subject to the rights of the public over the existing M-59 Highway.



(hereinafter referred to as "the Property") as a licensed mobile home park. Defendant Hartland Township shall not interfere with or obstruct Plaintiffs' right to use, develop and operate the Property as a licensed mobile home park;

(2) Defendant Hartland Township and its agents, employees, representatives and officials, shall be deemed to have granted any and all easements, endorsements, permits and approvals necessary for the construction, development, use and operation of Plaintiffs' proposed mobile home park, and presentation of this Consent Judgment shall be deemed sufficient evidence of same. Plaintiffs may proceed with their proposed development, subject only to any necessary approvals by other governmental or regulatory entities which have jurisdiction over said improvements. Defendant Hartland Township, and its agents, employees, representatives and officials, acting in their official capacity, shall not in any way interfere with or oppose Plaintiffs' efforts to obtain any necessary approvals from other governmental or regulatory entities; and if any governmental or regulatory entity with jurisdiction over Plaintiffs' proposed development requires modifications of Plaintiffs' development plan before issuance of any approvals, permits or licenses, then Defendant Hartland Township agrees to approve said modifications and to amend this Consent Judgment to the extent necessary to do so;

RECEIVED APR 19 1993

(3) Defendant Hartland Township and its agents, employees, representatives and officials, shall be deemed to have granted any and all easements, endorsements, permits and approvals required of them for the construction of an on-site wastewater treatment plant and potable water supply system on the Property, and presentation of this Consent Judgment shall be deemed sufficient evidence of same. Defendant Hartland Township, and its agents, employees, representatives and officials, acting in their official capacity, shall not in any way interfere with or oppose Plaintiffs' efforts to obtain from any other governmental or regulatory entities any easements, permits or approvals necessary for construction of an on-site wastewater treatment plant and potable water supply system on the Property;

(4) Provided the necessary easements, permits or approvals are obtained, Plaintiffs shall, at their own expense, construct an on-site wastewater treatment plant and potable water supply system on the Property. Said on-site wastewater treatment plant and potable water supply system shall remain under Plaintiffs' jurisdiction and control, and Plaintiffs will assume the duties of maintenance and care of said wastewater treatment plant and potable water supply system subject to the enforcement provisions of the regulatory entities governing same. By entering into this consent judgment, Defendant Hartland Township shall not be deemed to have assumed any

RECEIVED APR 19 1993

liability for the operation or maintenance of Plaintiffs' on-site wastewater treatment plant and potable water supply system;

(5) In the event sewer service is extended to the Property, Defendant Hartland Township, and its agents, employees, representatives and officials, shall not require Plaintiffs to connect to the municipal sewer system, nor shall Hartland Township be required to extend sewer service to Plaintiffs' property or be required to connect Plaintiffs' property to its sewer system. Notwithstanding the foregoing, if, within 15 years after the mobile home park is licensed by the Michigan Department of Commerce, Mobile Home Division, Plaintiffs are required to connect to Defendant Hartland Township's sewer system, then Plaintiffs shall receive a credit against any sewer tap-in fees or charges equivalent to the unamortized cost of Plaintiffs' on-site wastewater treatment plant, predicated upon a 15-year straight-line amortization;

(6) Defendant Hartland Township, and its agents, employees, representatives and officials, acting in their official capacity, shall not in any way interfere with or oppose Plaintiffs' efforts to obtain from any other governmental or regulatory entities any easements, permits or approvals necessary for construction of an on-site wastewater treatment plant and potable water supply system on the Property;

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(7) Nothing hereunder shall be construed to relieve Plaintiffs of the duty imposed by MCL 125.2301 to supply the Michigan Mobile Home Commission with the approvals of the Michigan Department of Public Health, the Livingston County Health Department, the Livingston County Drain Commission, the Livingston County Road Commission, or other governmental or regulatory entities;

(8) Plaintiffs shall not construct more than six hundred seventeen (617) mobile home sites on the Property;

(9) Site preparation and construction, including, but not limited to, the construction of roads and foundations and the installation of utilities, may commence immediately following entry of this Consent Judgment and the obtaining of all needed permits, licenses and approvals of other governmental entities. In the 12 month period following the licensing of the mobile home park by the Michigan Department of Commerce, Mobile Home Division, Plaintiffs shall permit residential occupancy of no more than two hundred (200) new mobile home sites. In each 12 month period thereafter, Plaintiffs shall permit residential occupancy of no more than one hundred (100) new mobile home sites, until the 12 month period in which fewer than two hundred (200) new mobile home sites remain to be occupied, at which time occupancy of all remaining mobile home sites may be permitted;

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(10) Plaintiffs' proposed mobile home park shall include the following design features:

Greenbelt Along M-59 Frontage

The Plaintiffs will establish a permanent 100-foot-wide greenbelt, measured from the south side of the M-59 right of way, along the entire frontage of the development adjacent to M-59. The greenbelt will have the following features:

1. An undulating berm of varying height levels will be established along the entire length of the greenbelt. The undulating berm will be higher adjacent to homes and will be lower adjacent to roadways and open spaces within the mobile home park.
2. The undulating berm will be designed to have a natural appearance. It will resemble a series of rolling hills as would commonly occur in nature.
3. The berm will be designed to reduce visibility of mobile home units from M-59. The berm will be covered with sod which will be well-maintained and regularly mowed.
4. Evergreen and deciduous trees will be planted throughout the undulating berm.
5. The groupings of trees will be denser and larger adjacent to mobile homes.
6. Natural stone formations will be placed at strategic locations within the berm to provide aesthetic interest.
7. Construction of the undulating berm within the greenbelt will be staged to coincide with those portions of the total site which are developed at a given time.

Average Size of Plant Materials

All deciduous trees planted within the development will be of a minimum 2 1/2 inch caliper. Evergreen trees will be an average of 7 feet in height, and flowering trees will be at least 5 feet in height at time of planting.

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### Storm Water Collection Area

Based upon further engineering studies, it may be necessary to develop a storm water collection area adjacent to M-59 in the northeast corner of the property. If this storm water collection area is found to be necessary, it will be carefully integrated with the overall aesthetic design of the greenbelt. Trees and shrubs and topographic variations will be used to integrate the overall undulating berm with the storm water collection area to create a visually pleasing and natural looking frontage along M-59. If sufficient water is retained in the collection area, a fountain will be constructed.

### Boulevarded Entrance

The mobile home park will have one boulevarded entrance with a 25 foot wide median which is landscaped with additional landscaping on both sides of the road to create a parkway image. Landscaping will include deciduous trees, evergreen trees, and flowering trees.

### Entrance Signage

There will be two signs, with one on either side of the entrance boulevard, which signs will be integrated into the landscape design of the entranceway. Total sign area shall not exceed eighty (80) square feet. All lettering on these signs will be sculptured or raised. Illumination will be by concealed ground lamps and there will be no internal illumination within the signs.

### Greenbelt on Southeast Corner of Property Line Near 850 South Tipsico Road

A 50-foot-greenbelt will be established along the property line to buffer the mobile home park development from the nearby property at 850 South Tipsico Road. A minimum of thirty (30) seven (7) foot tall evergreens will be planted adjacent to the boundary to buffer the development from the home located on south Tipsico Road. The evergreens will be placed along the existing tree row to fill in visual gaps and to create a buffering affect.

### 25-Foot Setback for Lots Adjacent Property Line

The minimum setback for lots adjacent to the mobile home park's property line with adjoining properties shall be twenty-five (25) feet, except where this judgment provides for a greater setback.

### Deciduous Tree Planting Program

Not less than 617 deciduous trees of not less than 2 1/2 inches in caliper will be planted throughout the mobile home park development. The trees may be strategically clustered or grouped within the mobile home park, but these groupings should be well distributed throughout the development to give a softer visual effect. A tree to be sited on a mobile home lot may be planted during the growing season following the home's installation.

### Architectural Requirements

The following architectural requirements shall apply to all housing units within the proposed mobile home park:

1. All units shall have a pitched, shingled roof.
2. All units shall be sided with wood, vinyl, or aluminum siding.
3. All units shall have paved off-street parking.
4. All units shall have steps and hand rails at all entrances.
5. The fronts of all units shall be provided with shutters at every window unless the specific architectural design of the mobile home is not compatible with shutter treatments.
6. Plaintiffs shall provide pedestrian walkways complying with state regulations on both sides of all streets within the mobile home park except the boulevarded entrance.

### Foundation Planting Program

The Plaintiffs will design and carry out a program to encourage residents to plant shrubs and flowers around the base of each mobile home unit. The Plaintiffs will provide information on the availability and maintenance of foundation plantings.

### Recreation Facilities

The Plaintiffs will provide the following recreation facilities within the development:

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1. Two play areas for young children with a full complement of play facilities. These two play areas will be strategically located so that they are within convenient walking distance of children residing in the development. Adult seating benches will be provided adjacent to each play area.
2. An open play field of sufficient size to accommodate softball or soccer games will be provided within the development. Adult seating benches will also be provided within the play field area. One of the two play areas for young children may be developed as part of this play field.
3. A portion of the existing woodland tract on the property will be permanently preserved for enjoyment of residents within the development. A wood-chip pathway system will be built within the woodland so that residents may take walks into the wooded area.
4. A community recreation and activity center shall be constructed as part of the development.

#### Screening of Trash

No outside storage of trash will be allowed. Trash must either be stored within the unit or in a shed. The resident will place trash at the curb for pick up on regularly designated days.

#### Auxiliary Vehicle Storage

The storage of auxiliary vehicles such as campers and recreation vehicles within the development is prohibited.

#### Storage Structures

Storage structures or sheds may be built adjacent to the mobile home unit, but must be sided to match the siding on the main structure.

#### Carports

The majority of lots shall be configured to accommodate a carport, an optional feature. Plaintiffs will encourage homeowners to install carports where lot configurations permit them.

Emergency Alert


Defendant Hartland Township shall select, install, operate and maintain a device in the mobile home park for emergency alerts (e.g., fire and severe weather). Defendant Hartland Township shall make a good faith effort to obtain one or more grants to fund acquisition and installation of the device. Plaintiffs shall pay up to five thousand dollars (\$5,000) of the actual costs of acquiring and installing said device, to the extent that such costs are not covered by any grants obtained by Defendant Hartland Township. Plaintiffs shall not be deemed to have assumed any liability whatsoever with regard to said device.

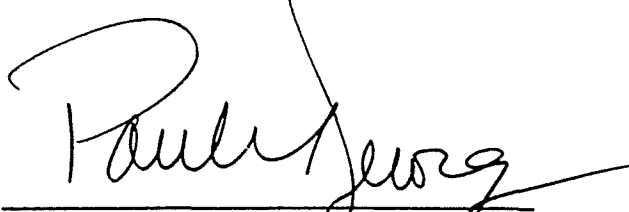
(11) All claims in the captioned case, including but not limited to Plaintiffs' claim for damages, shall be and the same hereby are DISMISSED with prejudice and without costs, interest or attorney fees to any party.

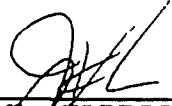
STANLEY J. LATREILLE


Hon. Stanley J. Latreille  
Circuit Court Judge

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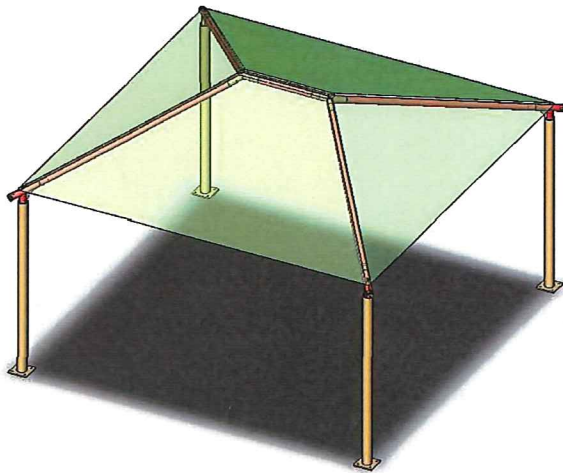
  
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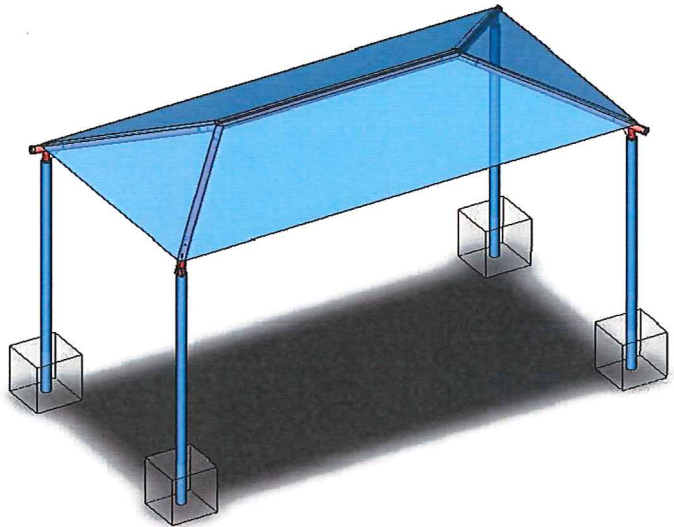
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JUN 18 2019  
HARTLAND TOWNSHIP

# SUPERIOR SHADE™

## HIP SHADE DESIGN INSTALLATION



- RECTANGULAR EMBEDDED
- RECTANGULAR WITH BASE PLATES
- SQUARE EMBEDDED
- SQUARE WITH BASE PLATES



Attachment: 3. Superior Shade Installation Manual PDF Only (3080 : Site Plan #19-006, Hartland Meadows)





## INSTALLATION INTRODUCTION

It is very important that you read this entire manual before beginning the installation process. We are continuously striving to improve our product, and the *Installation Introduction* will Contain the latest up-to-date information.

### STORAGE:

When Shade Unit equipment is received at the job site it should be installed as soon as possible (within a few days). We package the equipment components to keep them safe and damage-free during shipment. However, the packaging material is not suited for periods of extended storage in an uncontrolled environments. The combination of moisture in the air mixed with heat generated inside the plastic shrink-wrap may cause damage to the finish of powdercoated frame members.

If an immediate installation is not possible, certain steps should be taken to minimize the risk of damage to the components. If Shade components must be stored, ideally they should be kept in a controlled warehouse or storage container environment away from heat and moisture. If this is not possible, the packaging material should be removed. Care is recommended when using cutting blades to remove packaging. Keep blades away from powdercoated surfaces to avoid damage to finish..

### INVENTORY:

It is very important that you inventory all Shade equipment received using the Packing List that shipped with your unit. Review all items for proper quantities and check for any damaged components. Notify *Superior Shade* immediately if any components are missing or damaged at (800) 356-4727.

*Superior Shade is not responsible for items discovered missing after 72-Hours from time of delivery.*

IF YOU NEED TO REPLACE DAMAGED PARTS OR HAVE INSTALLATION  
QUESTIONS, PLEASE CALL OUR CUSTOMER SERVICE REPRESENTATIVES AT

**888-829-8997**

Monday – Friday 8:00 am – 5:00 pm Eastern Time

PAGE # 1

## SHADE UNIT SITE PREPARATION

Using the provided plan view drawing of your unit, locate the position of all four support columns.

All loose asphalt, concrete and debris must be removed from the entire site prior to installation.

Site must be graded as close to level as possible to aid in unit construction. Special installation considerations must be implemented for sites that are not level.

The customer is responsible for checking local soil and drainage conditions within the site area. Proper drainage around the unit and the support columns is important. Inquire with local contractors in your area for drainage recommendations.

Site must be surveyed for underground hazards such as Electrical Cables, Phone Lines and Gas or Water Pipes. Serious injury or death could result if these hazards are not first located and marked within the site.

Never leave the job site unattended without making sure that all open holes are covered with material such as plywood. Rope off all unfinished construction to keep children away from site until job is complete.



## REQUIRED TOOLS

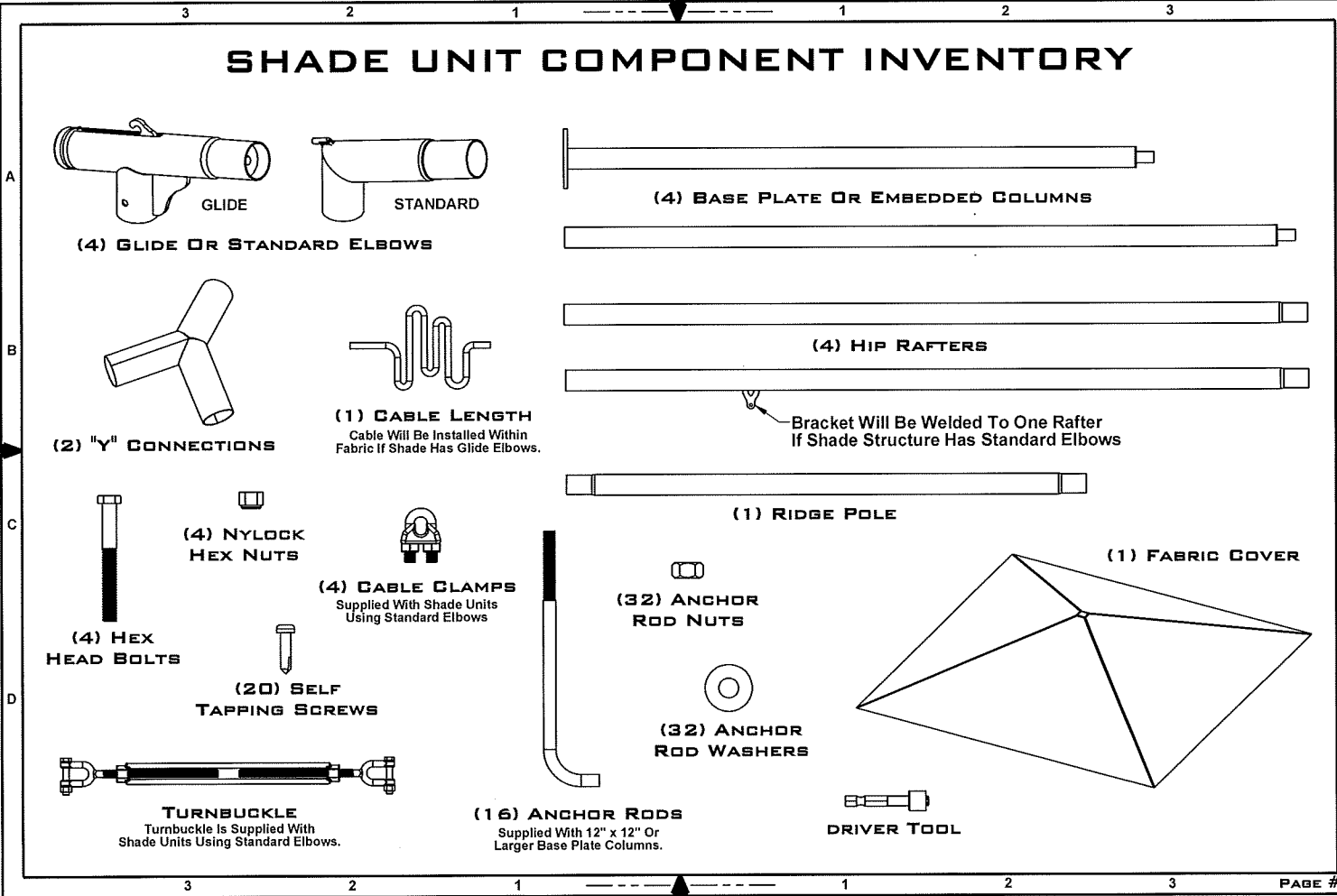
- (A) Safety Glasses
- (B) String Level, Magnetic Level
- (C) Rubber Mallet
- (D) Shovel / Post Hole Digger / Auger
- (E) Tape measure
- (F) Rechargeable Drill / Drill Bit Set
- (G) Socket Set (SAE)
- (H) Adjustable Wrench
- (I) Center Punch
- (J) Two Ladders (10' recommended)
- (K) Duct Tape
- (L) One 2" x 8" x 16" Wood Length
- (M) Multiple Scrap 2" x 4" x 8' Lengths
- (N) 1/2" x 4' x 4' Plywood Sheet
- (O) Wheelbarrow / Loader



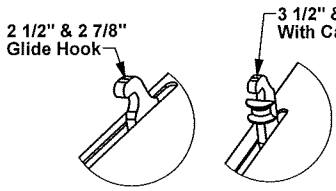
PAGE #2



# SHADE UNIT COMPONENT INVENTORY

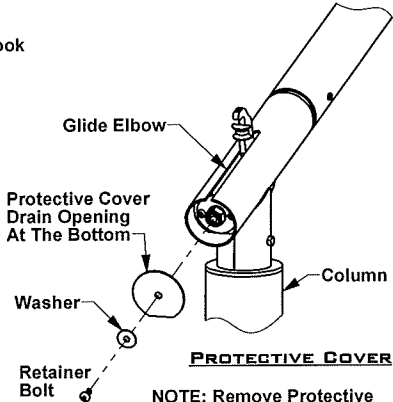


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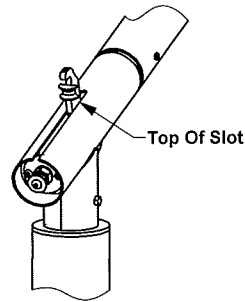


**HOOK STYLES**

NOTE: Larger Framework Will Have Glide Hooks With A Seperate Position For The Cable. For Standard Glide Elbows Both The Cable And Fabric Are Positioned Over Hook.

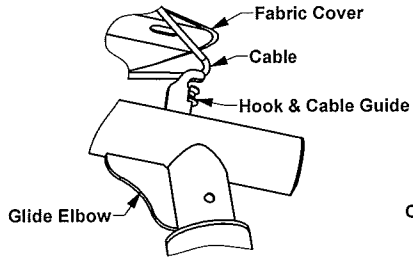


**PROTECTIVE COVER**



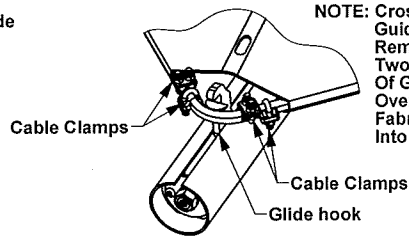
**GLIDE ADJUSTMENT**

NOTE: Rotate Hex Nut With Hand Tool To Adjust All Glide Hooks To The Top Of Slots Before Installing Fabric.

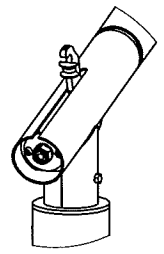


**FABRIC INSTALLATION**

NOTE: Pull Cable Over Hook Into Cable Guide. Pull Hole In Fabric Corner Over Hook. This Applies To Three Of Four fabric Corners.



**SECURE CABLE ENDS**



**FABRIC TENSION**

NOTE: Rotate Glide Hex Nuts Equally With Hand Tool To Adjust Cable And Fabric Tension.

<b>SUPERIOR SHADE</b>	DESCRIPTION: Glide Elbow Details	SHEET: 3 of 3
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**STEP #1:**

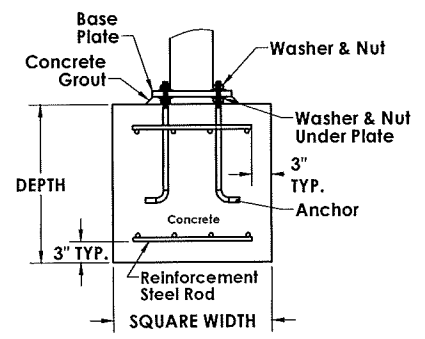
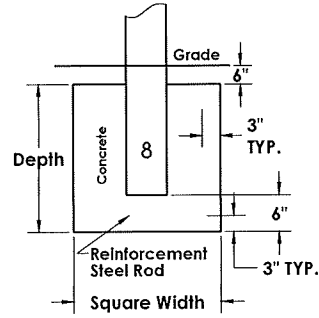
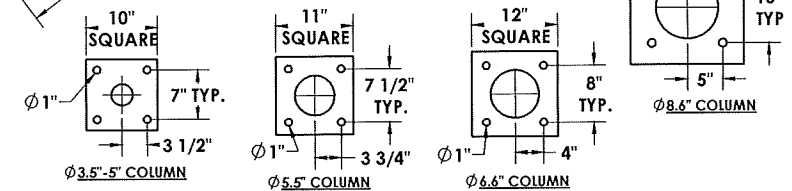
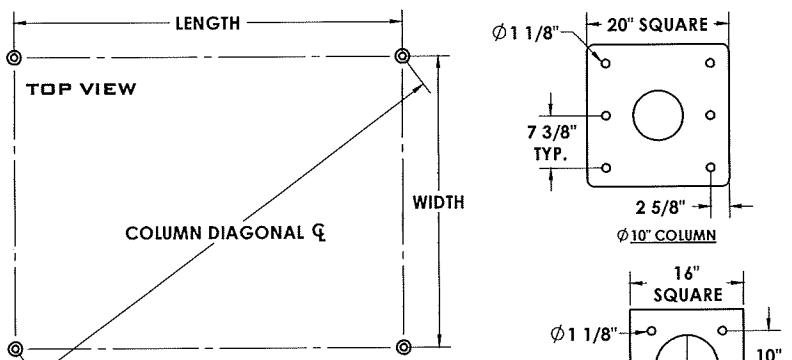
Locate and mark the positions of the four upright columns. Refer to the specific dimension information for your Shade unit provided in this packet.

**EMBEDDED COLUMNS:**

- Excavate footings in accordance with the dimensions specified for your Shade unit.
- Place a 3" block in the bottom of each hole.
- Place a column into each hole on top of each block.
- Block and brace each column into position making sure that they are plumb and remain on centers. The distance between the columns at the top between cap centers must be correct.
- Pour concrete around columns until it is three inches below grade level. **Allow concrete to harden for 48-hours before proceeding to next step.**

**BASE PLATE COLUMNS:**

- Excavate footings for concrete pads in accordance with the dimensions specified for your shade structure. Refer to the specific dimensions provided in this packet.
- Cut the plywood sheet into four squares 2" larger than your base plates. Working from the center, mark off the hole pattern that applies to your base plate. Mark the center point of the column as well.
- Drill four holes through the plywood at the outer marks. Make the holes slightly larger than the anchor diameter.
- Insert the four anchors through the holes. Thread a nut completely over each anchor on top of the plywood. The four anchors should hang from the plywood.
- Fill the footer holes with concrete to 4" below grade.
- Place one Plywood sheet with anchors over each footer submersing the anchors into the concrete. Make sure the center marks are on your column centers.
- After the concrete has started to harden you must remove the hardware and plywood from each footer.
- Let concrete harden for 48-hours.
- Re-thread a nut over each anchor down to the concrete. Place a washer over each anchor followed by each column base plate. Adjust the nuts under the base plates to plumb each column. Insert a washer and thread a nut over each anchor tight against base plate.
- Apply concrete Grout base between base plates and concrete.

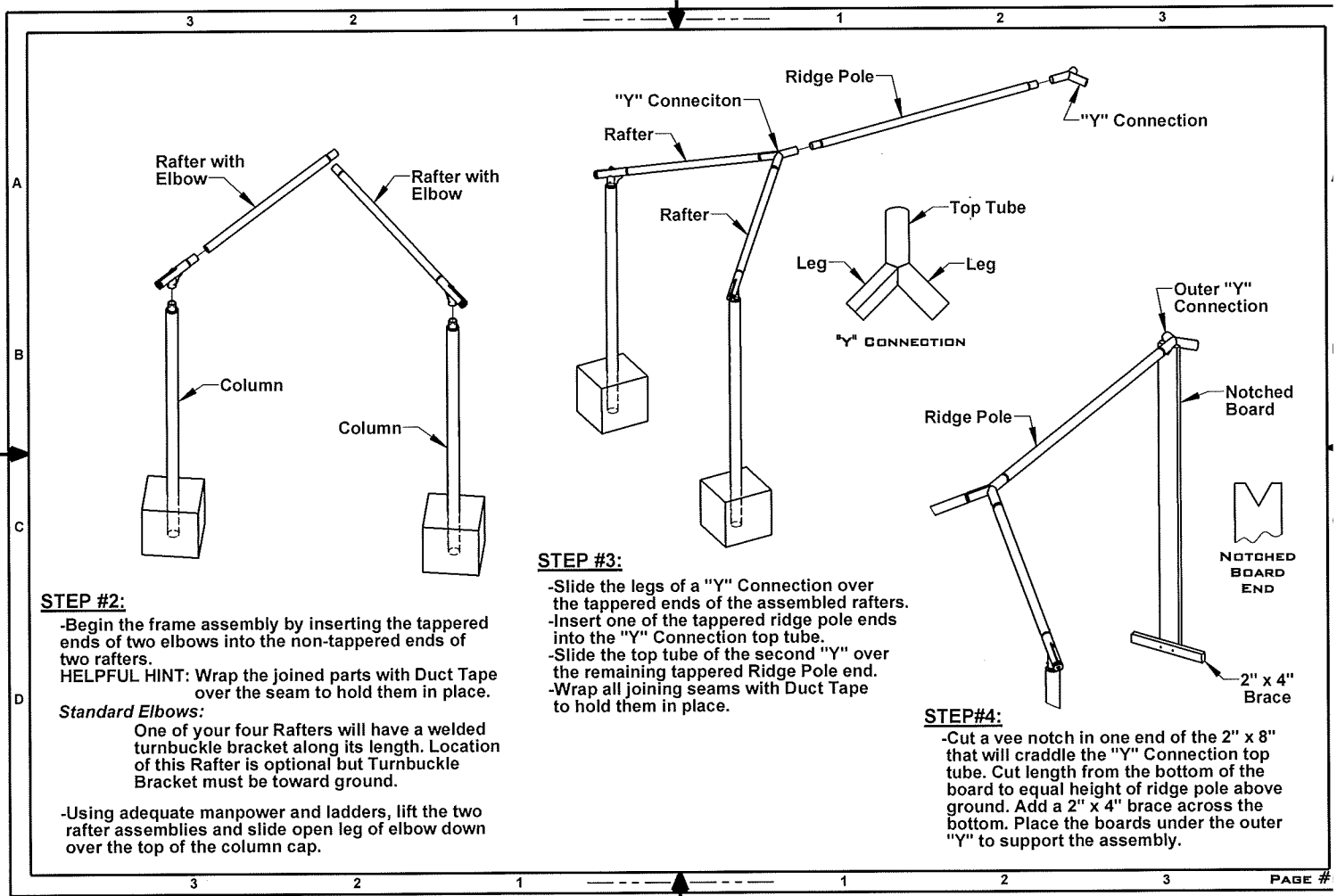


NOTE: A HOLE IS PROVIDED AT THE BASE OF EACH COLUMN FOR ONE #4 ROD

BASE PLATE APPLICATIONS AND DIMENSION

PAGE #

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**STEP #2:**

-Begin the frame assembly by inserting the tapered ends of two elbows into the non-tapered ends of two rafters.  
**HELPFUL HINT:** Wrap the joined parts with Duct Tape over the seam to hold them in place.

**Standard Elbows:**

One of your four Rafters will have a welded turnbuckle bracket along its length. Location of this Rafter is optional but Turnbuckle Bracket must be toward ground.

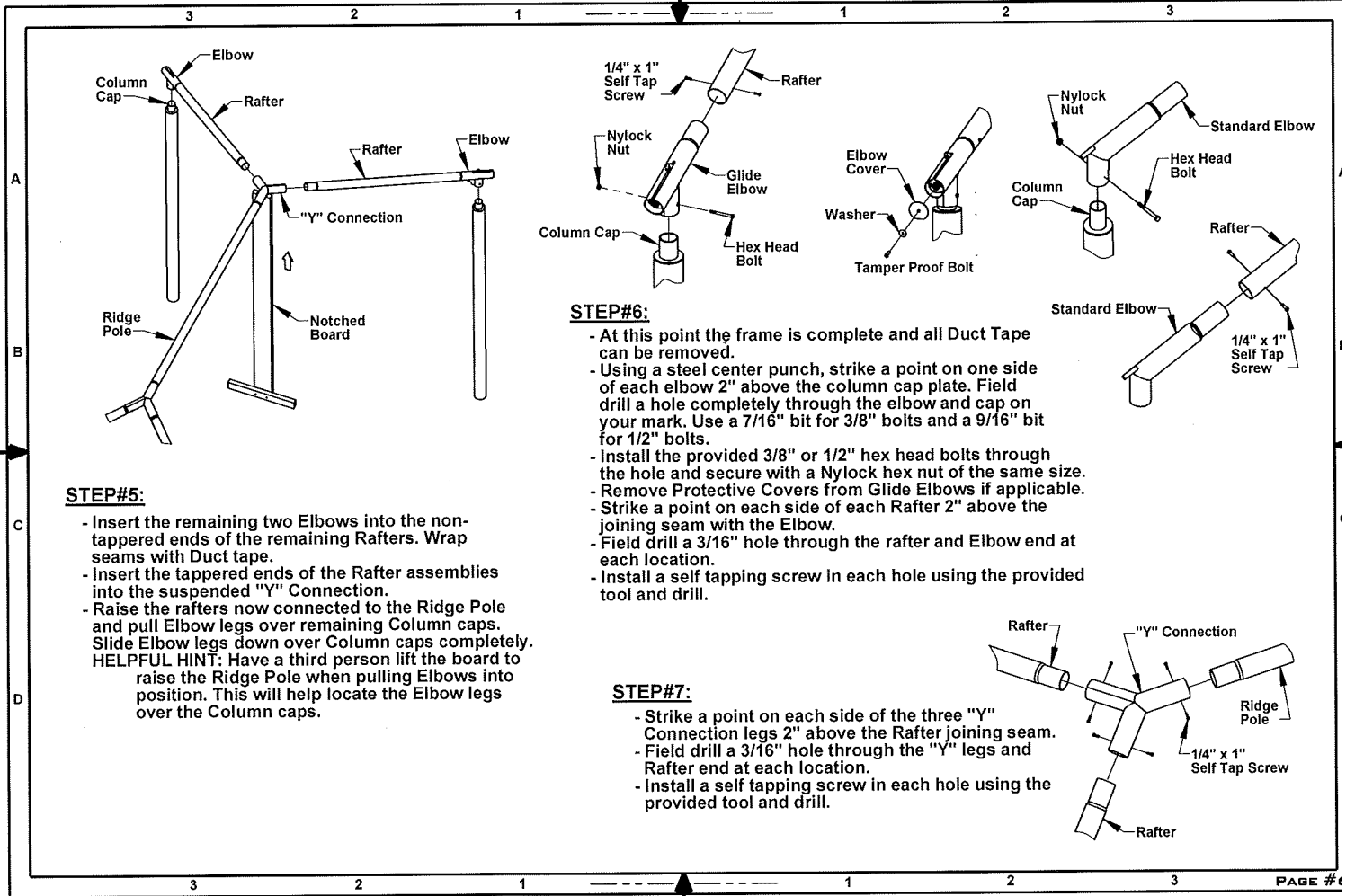
-Using adequate manpower and ladders, lift the two rafter assemblies and slide open leg of elbow down over the top of the column cap.

**STEP #3:**

- Slide the legs of a "Y" Connection over the tapered ends of the assembled rafters.
- Insert one of the tapered ridge pole ends into the "Y" Connection top tube.
- Slide the top tube of the second "Y" over the remaining tapered Ridge Pole end.
- Wrap all joining seams with Duct Tape to hold them in place.

**STEP #4:**

-Cut a vee notch in one end of the 2" x 8" that will cradle the "Y" Connection top tube. Cut length from the bottom of the board to equal height of ridge pole above ground. Add a 2" x 4" brace across the bottom. Place the boards under the outer "Y" to support the assembly.



**STEP#5:**

- Insert the remaining two Elbows into the non-tapered ends of the remaining Rafters. Wrap seams with Duct tape.
- Insert the tapered ends of the Rafter assemblies into the suspended "Y" Connection.
- Raise the rafters now connected to the Ridge Pole and pull Elbow legs over remaining Column caps. Slide Elbow legs down over Column caps completely. HELPFUL HINT: Have a third person lift the board to raise the Ridge Pole when pulling Elbows into position. This will help locate the Elbow legs over the Column caps.

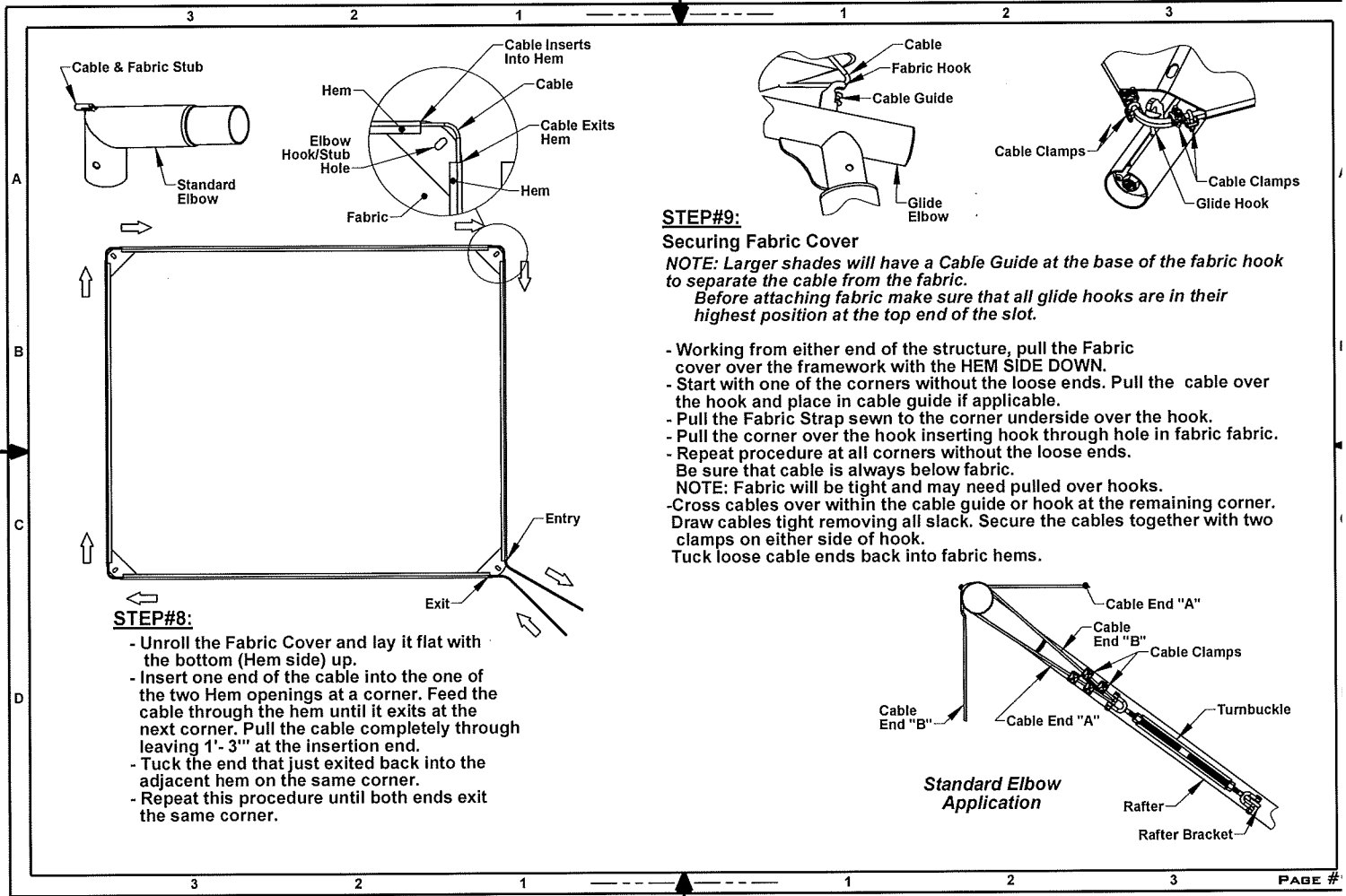
**STEP#6:**

- At this point the frame is complete and all Duct Tape can be removed.
- Using a steel center punch, strike a point on one side of each elbow 2" above the column cap plate. Field drill a hole completely through the elbow and cap on your mark. Use a 7/16" bit for 3/8" bolts and a 9/16" bit for 1/2" bolts.
- Install the provided 3/8" or 1/2" hex head bolts through the hole and secure with a Nylock hex nut of the same size.
- Remove Protective Covers from Glide Elbows if applicable.
- Strike a point on each side of each Rafter 2" above the joining seam with the Elbow.
- Field drill a 3/16" hole through the rafter and Elbow end at each location.
- Install a self tapping screw in each hole using the provided tool and drill.

**STEP#7:**

- Strike a point on each side of the three "Y" Connection legs 2" above the Rafter joining seam.
- Field drill a 3/16" hole through the "Y" legs and Rafter end at each location.
- Install a self tapping screw in each hole using the provided tool and drill.

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**STEP#8:**

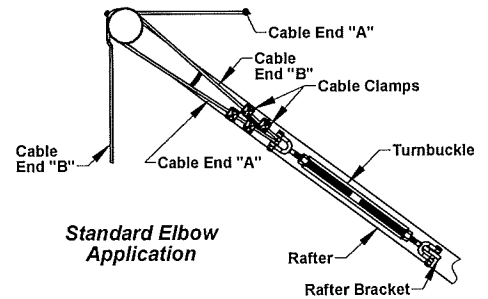
- Unroll the Fabric Cover and lay it flat with the bottom (Hem side) up.
- Insert one end of the cable into the one of the two Hem openings at a corner. Feed the cable through the hem until it exits at the next corner. Pull the cable completely through leaving 1'- 3" at the insertion end.
- Tuck the end that just exited back into the adjacent hem on the same corner.
- Repeat this procedure until both ends exit the same corner.

**STEP#9:**  
**Securing Fabric Cover**

*NOTE: Larger shades will have a Cable Guide at the base of the fabric hook to separate the cable from the fabric.*  
*Before attaching fabric make sure that all glide hooks are in their highest position at the top end of the slot.*

- Working from either end of the structure, pull the Fabric cover over the framework with the HEM SIDE DOWN.
  - Start with one of the corners without the loose ends. Pull the cable over the hook and place in cable guide if applicable.
  - Pull the Fabric Strap sewn to the corner underside over the hook.
  - Pull the corner over the hook inserting hook through hole in fabric fabric.
  - Repeat procedure at all corners without the loose ends.
- Be sure that cable is always below fabric.
- NOTE: Fabric will be tight and may need pulled over hooks.*
- Cross cables over within the cable guide or hook at the remaining corner.
  - Draw cables tight removing all slack. Secure the cables together with two clamps on either side of hook.
  - Tuck loose cable ends back into fabric hems.

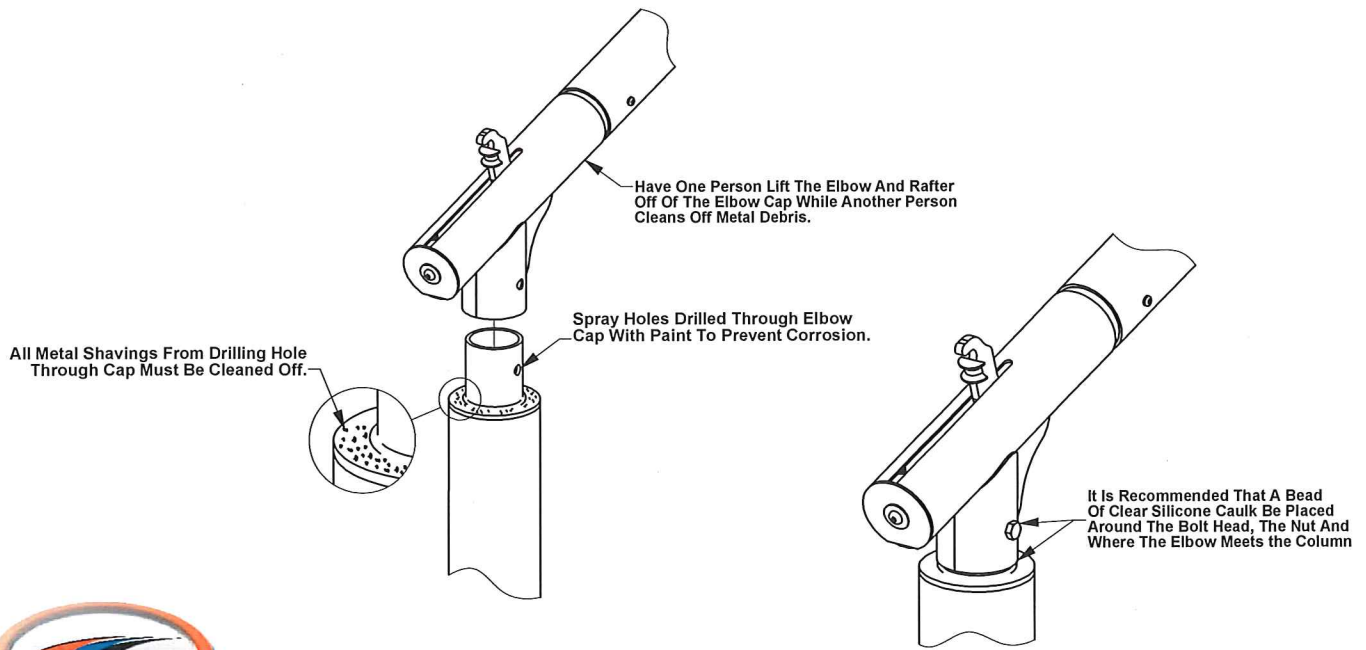
**Standard Elbow Application**



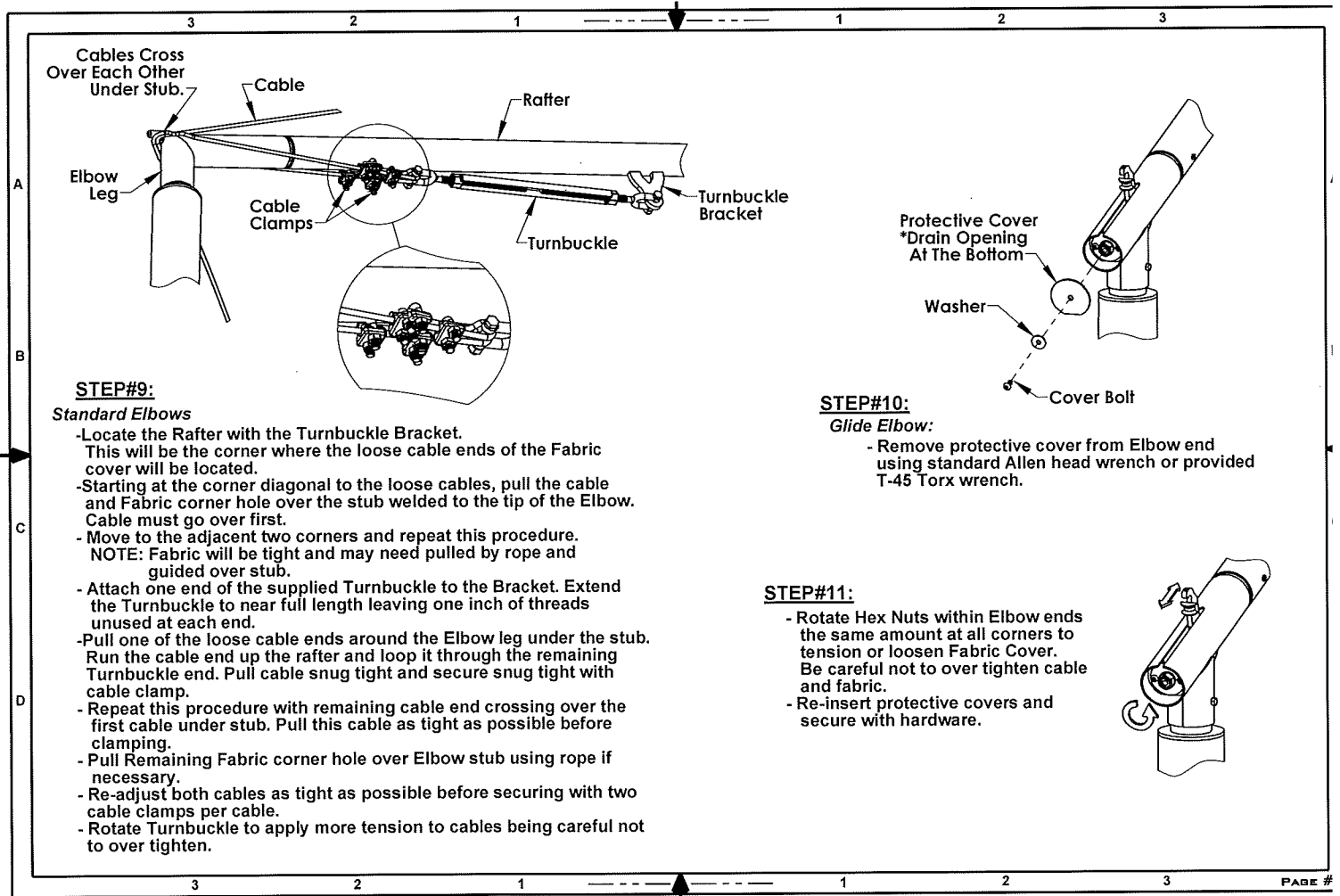
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# **ATTENTION!**

**Metal Shavings Must Be Removed To Prevent Corrosive Staining.**



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## WARNING:

Cables must exit through holes under webbing to ensure spacing for the FOUR cable clamps.

## FABRIC & SHADE STRUCTURE SPECIFICATIONS



### 1.01 FABRIC SPECIFICATIONS

- A. UV shade fabric is made of UV stabilized cloth manufactured by ALNET, or approved equal.
- B. The high density polyethylene material shall be manufactured with tensioned fabric structures in mind.
- C. The fabric knit is to be made using monofilament and tape filler which has a weight of 9.38 to 10.32 oz. sq. yd. Material to be Rachel-knitted to ensure material will not unravel if cut.
- D. Burst strength of 3.7Kn.
- E. Cloth meets fire resistance tests as follows:  
 Alnet Extra Block: California State Fire Marshall Reg. #F-50303  
 Others: NFPA 701-99 (Test Method 2)  
 ASTM E-84
- F. Fabric Properties

STRETCH	STENTORED
Tear Tests (lbs)	WARP 31 lbs/inch WEFT 34 lbs/inch
Burst Tests (Kn)	3.7Kn
Fabric Weight (oz/m2)	9.38 to 10.32 oz. sq. yd.
Fabric Width	10'
Roll Length	150'
Roll Size	63" x 16.5"
Weight	120 lbs.
Life Expectancy	10 years
Fading	Minimum fading after 6 years. 3 years for red.
Temperature	- 22 degrees
Maximum Temperature	167 degrees

## 1.02 THREAD

- A. Shall be 100% expanded PTFE fiber which carries an 8 year warranty that is high strength and low shrinkage.
- B. Shall have a wide temperature and humidity range.
- C. Abrasion resistant and UV radiation immunity.
- D. Shall be unaffected by non-hydrocarbon based cleaning agents, acid rain, mildew, rot, chlorine, saltwater, and pollution.
- E. Lockstitch thread – 1200 Denier or equal.
- F. Chainstitch thread – 2400 Denier or equal.

## 1.03 STEEL TUBING

- A. All fabricated steel must be in accordance with approved shop drawings and calculations.
- B. All steel is cleaned, degreased or etched to ensure proper adhesion of powder-coat in accordance with manufacturer's specifications.
- C. All steel used on this project needs to be new and accompanied by the mill certificates if requested. Structural steel tubing up to 5"-7gauge shall be galvanized per Allied Steel FLO-COAT specifications. Schedule 40 black pipe fabrications shall be sandblasted and primed as described below.
- D. All non-hollow structural shapes comply with ASTM A-36, unless otherwise noted.
- E. All hollow structural steel shapes shall be cold formed HSS ASTM A-53 grade C, unless otherwise noted.
- F. Plate products shall comply with ASTM A-36.

## 1.04 POWDER COATING & PRIMING

- A. All non-galvanized steel shall be sandblasted and primed prior to powder coating using G50 steel grit.
- B. All non-galvanized steel must be coated with rust inhibiting primer prior to applying the powder coat. Primer shall be Cardinal Industrial Finishes Corp. E396 – GR1372 epoxy powder coating semi gloss smooth zinc rich primer.
- C. Welds shall be primed with rust inhibiting primer prior to applying the powder coat. Primer shall be Cardinal Industrial Finishes Corp E396-GR1372 epoxy powder coating semi gloss smooth zinc rich primer.

D. All steel parts shall be coated for rust protection and finished with a minimum 3.5 mil thick UV-inhibited weather resistant powder coating.

E. Characteristics: Powder used in the powder-coat process shall have the following characteristics:

N.3.1	Specific gravity	1.68+/-0.05
N.3.2	Theoretical coverage	114+/- 4 ft 2/lb/mil
N.3.3	Mass loss during cure	< 1%
N.3.4	Maximum storage temperature	75 degrees F

E. Powder-coating shall meet the following tests:

ASTM	Gloss at 60 degree	85-95
HOI TM 10.219	PCI Powder smoothness	7
ASTM D2454-91	Over-bake resistance time	200%
ASTM D3363-92A	Pencil hardness	H-2H
ASTM D2794-93	Dir/Rev Impact, Gardner	140/140 in/lbs
ASTM D3359-95B	Adhesion, cross hatch	5B Pass
ASTM D522-93A	Flexibility Mandrel	1/4" dia. No fracture
ASTM B117-95	Salt Spray	1,000 hours
UL DtOV2	Organic coating steel enclosures, elect eq.	Recognized

F. Application Criteria

N.5.1	Electrostatic spray cold	Substrate:0.032 in. CRS
N.5.2	Cure Schedule	10 minutes at 400 degrees F
N.5.3	Pretreatment	Bonderite 1000
N.5.4	Film Thickness	3.5 Mils

### 1.05 WELDING

A. All shop welds shall be executed in accordance with the latest edition of the American Welding Society Specifications.

- B. Welding procedures shall comply in accordance with the AWS D1.1-AWS Structural Welding Code-Steel.
- C. All welds to be performed by a certified welder. All welds shall be continuous where length is not given, unless otherwise shown or noted on drawings.
- D. All welds shall develop the full strength of the weaker member. All welds shall be made using E70xx.035 wire.
- E. Shop connections shall be welded unless noted otherwise. Field connections shall be indicated on the drawings. Field –welded connections are not acceptable.
- F. All fillet welds shall be a minimum of ¼” unless otherwise noted.
- G. All steel shall be welded shut at terminations to prevent internal leakage.
- H. Internal weld sleeving is not acceptable.
- I. On-site welding of any component is not acceptable.

#### **1.06 SEWING**

- A. On-site sewing of a fabric will not be accepted.
- B. All corners shall be reinforced with extra non-tear cloth and strap to distribute the load.
- C. The perimeters that contain the cables shall be double lock stitched.

#### **1.07 INSTALLATION HARDWARE**

- A. Bolt and fastening hardware shall be determined based on calculated engineering loads.
- B. All bolts shall comply with SAE-J429 (Grade 8) or ASTM A325 (Grade BD). All nuts shall comply with ASTM F-594, alloy Group 1 or 2.
- C. Wire rope cable shall be 7x19 strand galvanized wire rope with a breaking strength of 7,000 lbs. (1/4” diameter) for shades generally under 1400 sq. ft. unless requested larger by the customer. For shades >1400 sq. ft. cable shall be 5/16” @9800# breaking strength.
- D. All fittings required for proper securing of the cable are hot dipped galvanized.

#### **1.08 CONCRETE**

- A. Concrete work shall be executed in accordance with the latest edition of



American Concrete Building Code ACI 318 unless specified by the governing municipality.

B. Concrete specifications shall comply in accordance with, and detailed as per plans as follows:

1. 28 Days Strength  $F'_c = 3000$  psi
2. Aggregate: HR
3. Slump: 3-5
4. Portland Cement shall conform to C-150
5. Aggregate shall conform to ASTM C-33

C. All reinforcement shall conform to ASTM A-615 grade 60.

D. Reinforcing steel shall be detailed, fabricated and placed in accordance with the latest ACI Detailing Manual and manual of Standard Practice.

E. Whenever daily ambient temperatures are below 80 degrees Fahrenheit, the contractor may have mix accelerators and hot water added at the batch plant (See Table 1).

F. The contractor shall not pour any concrete when daily ambient temperature is below 55 degrees Fahrenheit.

Temperature Range	% Accelerator	Type Accelerator
75-80 degrees	1%	High Early (non calcium)
70-75 degrees	2%	High Early (non calcium)
Below 70 degrees	3%	High Early (non calcium)

## 1.09 FOOTINGS

A. All anchor bolts set in new concrete shall be ASTM A-325

B. All anchor bolts shall be hot dipped galvanized.

C. Footings shall be placed in accordance with and conform to engineered specifications and drawings.





## WARRANTY

### General Conditions:

- The warranty set forth shall be the purchaser's sole and exclusive warranty.
- All warranties below are effective from the date of installation by Superior Shade, its subsidiaries or agents.
- Superior Shade reserves the right to repair or replace any item covered by this warranty.
- This warranty will be void if the structures are not paid for in full.
- The warranty is void if the structures are not installed in strict compliance with the manufacturer specifications.
- Purchaser shall notify Superior Shade or its agent in writing detailing any defect for which a warranty claim is being made.
- Superior Shade shall not in any event be liable for indirect, special, consequential or liquidated damages.
- Superior Shade specifically denies the implied warranties of fitness for a particular purpose and merchantability.
- The warranty is void if any changes, modifications, additions or attachments are made to the structures or fabric without the written consent of the manufacturer.
- No signs, objects, ornaments, fans, lights, fixtures or decorations may be hung from the top part of the structure, unless specifically designed and engineered by the manufacturer. These items may interfere with the fabric causing the warranty to be voided.

### Thread:

- Superior Shade warrants its sewing thread for a period of eight years.
- This warranties that the sewing thread will be free from defects in material and workmanship and will not be damaged by exposure to sunlight, weather and water.
- All other warranties are disclaimed.
- Labor for the removal, installation and/or freight charges, or tops with damage caused by thread will only be covered in instances where Superior Shade had installed the shade structures. In all cases where shade structures were not installed by Superior Shade or its agents, all labor for the removal, installation and/or freight will be at the customers' expense and the warranty will only be applicable to the repair or replacement of the defective materials.

**Fabric:**

- Superior Shade fabrics carry a ten-year limited manufacturers warranty from the date of installation against failure from significant fading, deterioration, breakdown, mildew, outdoor heat, cold or discoloration with the exception of the umbrella shade structures which carry a three-year limited warranty. Should the fabric need to be replaced under the warranty, Superior Shade will manufacture and ship a new fabric at no charge for the first six years, thereafter pro-rated at 18% per annum over the last four years.
- All fabric curtains, valences and flat vertical panels are not covered under the warranty.
- Fabric is not warranted where it is installed on a structure that is not engineered and built by Superior Shade or its agents.
- This warranty shall be void if damage to or failure to the shade structure is caused by contact with chemicals, misuse, vandalism or any act of God, including but not limited to, ice, snow or wind in excess of the applicable building code parameters.
- All fabric tops are warranted for sustained winds up to 76mph (hurricane force 1) and for gusts of up to 3 seconds duration up to 90mph with no snow or ice accumulation.
- The structures have been designed to eliminate any friction between the rafters and the fabric. The warranty will, therefore, be voided if any modification (temporary or permanent) is made to the rafter, cross pieces or ridge beams.
- Labor for the removal, installation and/or freight charges will be covered in full for a period of **twelve months** where the shade structures supplied and installed by Superior Shade are defective. In all cases where the shade structures are not installed by Superior Shade or its agents, all labor for the removal, installation and/or freight will be at the customers' expense and the warranty will only be applicable to the repair or replacement of the defective materials.
- Superior Shade reserves the right, in cases where certain fabric colors have been discontinued, to offer the customer a choice of available colors to replace the warranted fabric of the discontinued color. The company does not warranty that any particular color will be available for any period of time and reserves the right to discontinue any color for any reason it may determine, without recourse by the owner of the discontinued fabric color.

**Steel:**

- The structural steel frames are covered for a period of twenty years against failure due to rust corrosion or faulty workmanship.
- Workmanship and painted surfaces are warranted for a period of twelve months. This warranty shall be void if damage to the steel frame or paint is caused by contact with chemicals, misuse, vandalism or any act of God, including but not limited to, ice, snow or wind in excess of the applicable building code parameters.

**Acts of Nature:**

- This warranty does not cover natural disasters, such as earthquakes, shifts of terrain or tornados. If the structure is installed in an area exposed to hurricanes, removal of the shade fabric is required when a hurricane warning is issued.

**Acts of Nature: (continued)**

- Structures are warranted for winds up to 145mph only if shade canopies have been removed as per requirement set forth above in the **Fabric** paragraph. Removal and reinstallation must be performed by an authorized Superior Shade installer unless otherwise specified in writing.

**Installation:**

- Labor for the removal, installation and/or freight charges will only be covered in instances where Superior Shade or its agents have installed the shade structures. In all cases where units were not installed by Superior Shade or its agents, all labor for the removal, installation and/or freight will be at the customers' expense and the warranty will only be applicable to the repair or replacement of the defective materials.

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Shade Qty: 1

# SO0150961

54' x 30' x 8' Dual Dome Hip Shade, Embedded, With Glides

Parts List						
Qty	Part Number	Description	Size	Man	Q.C.	Pack
2	PSA6040-E350-132-DC	Column ASSY: Embedded 6" ID w/ Dual 3" Caps	Ø6.6" Sch-40 x 132"			
4	PSA6040-E350-132	Column Assy: Embedded, w/ Ø3" Cap	Ø6.6" Sch-40 x 132"			
8		Corner Rafter	Ø3 1/2" x 194.1"			
2		Ridge Pole	Ø3 1/2" x 112"			
8	GEL35011	Elbow Assembly	Ø3 1/2" x 16.5 Deg.			
4	YSQ35011XX	"Y" Square Wdmt	Ø3 1/2" x 100°			
2	FABRICSO0150961	Fabric Assembly - for Glide	30' x 26.5'			
2	RMCA00005	Cable - Wire Rope, Galv	1/4" x 123 Feet			
8	HWM0325	Cable Clamp, Galv	1/4"			
8	HWB0078	Bolt - Hex Head, Grade 5, Zinc	1/2"-13 x 4 1/2"			
8	HWN0020	Nut - Hex, Nylock, Zinc	1/2"-13			
40	HWS0021	Screw - Self Tapping w/Patch, SS	1/4"-20 x 1"			
2	HWM0129	Driver Bit - TORX SECURITY w/HOOD	T-30			
2	TouchUpMetal	Touch Up Paint - Aerosol Can	12 Oz			

Attachment: 3. Superior Shade Installation Manual PDF Only (3080 : Site Plan #19-006, Hartland Meadows)



## Board of Trustees

William J. Fountain, Supervisor  
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## MEMORANDUM

Date: June 19, 2019  
 To: Hartland Township Planning Commission  
 From: Planning Department  
 Subject: **Retail Market Analysis – Gibbs Planning Group**

### Overview of the Proposed Use

On June 13, 2019, the Planning Commission discussed the retail market analysis, which indicated that Hartland Township could support an additional 20-25 acres of retail/restaurants through the year 2035.

The Planning Commission examined approximately 200 acres of land that is currently undeveloped; and where a site plan has not been approved for the property. The Planning Commission discussed these properties at their June 13<sup>th</sup> meeting.

Since that meeting, the Planning Director has discussed the undeveloped commercially zoned properties with the Township Manager. The Township Manager suggested including an approximately 17.66 acre parcel, located west of the Shops at Waldenwoods. As a result, the list of properties that are undeveloped and commercially zoned has been modified. A new list is attached with this memorandum.

For the purposes of this meeting, the Planning Staff has examined properties that are indicated as Commercial on the Future Land Use Map. Similarly, these properties are undeveloped and do not have an approved site plan associated with the property.

Gibbs Planning Group has reviewed the report and prepared an updated copy, which was distributed to the Planning Commission at the May 23<sup>rd</sup> Planning Commission meeting.

In summary, the report has the following findings that Hartland can support the following increase in square footage of retail/restaurants and the amount of additional sales:

Presently	116,800 square feet of retail/restaurants	\$35.4 million in sales.
By 2025	133,700 square feet of retail/restaurants	\$43 million in sales.
By 2035	159,500 square feet of retail/restaurants	\$50.7 million in sales.



A general planning principal on development is for every acre of land, 10,000 square feet of commercial/restaurant could be developed. In cases of extreme wetlands/natural features, sometimes that figure can be as low as 6,000-8,000 square feet of commercial/restaurant development per acre of land.

As indicated in the Retail Market Analysis, an additional 20-25 acres of commercial retail/restaurant development could be supported in Hartland Township through the year 2035.

**Recommendation**

No action is necessary. However, the goal is to have the Planning Commission review the updated retail market analysis and be prepared to discuss and have questions prepared for a return visit from Gibbs Planning Group.

**Attachments:**

1. Retail Market Analysis PDF Only (Hard copies available upon request)
2. List of Commercial Zoned/Future Land Use Designated Undeveloped Properties PDF Only
3. Hartland Township Zoning Map PDF Only
4. Hartland Township Future Land Use Map PDF Only

# Retail Market Analysis

Hartland Township, Michigan



*Prepared for:*  
Hartland Township

*Prepared by:*  
Gibbs Planning Group

10 April 2019

Attachment: 1. Hartland Retail Revised 05.14.2019 PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)



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INTRODUCTION

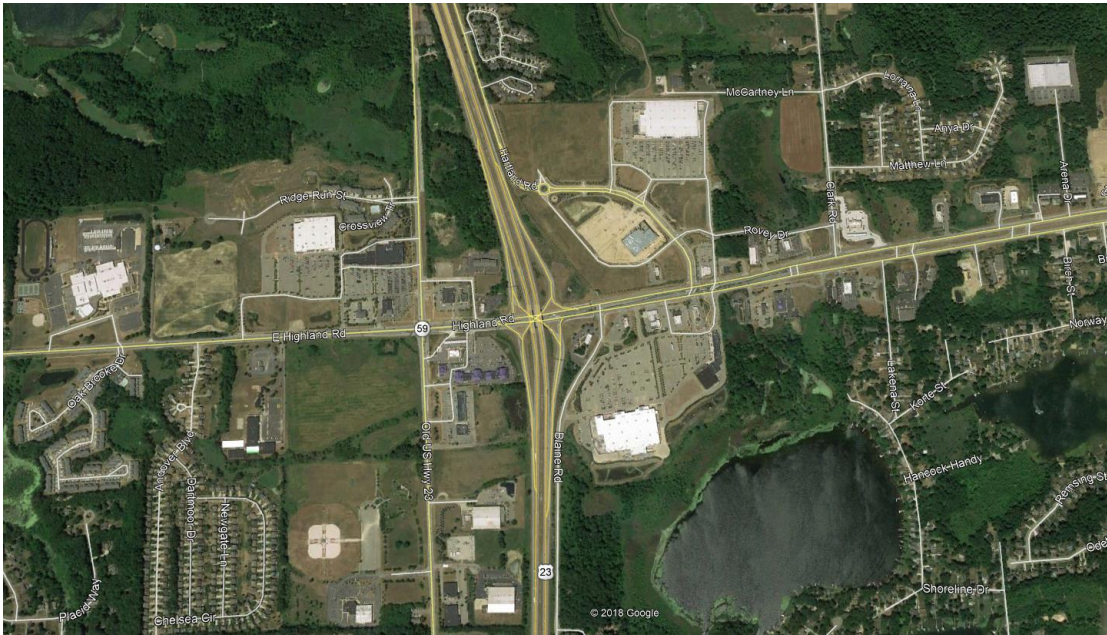


Figure 1: Aerial photo of Hartland Township's center-US 23 and M-59 Highways (Source: Google Earth).

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>
<b>Retail</b>			
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
<b>Retailer Totals</b>	<b>91,100 sf</b>	<b>103,800 sf</b>	<b>123,000 sf</b>
<b>Restaurants</b>			
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
<b>Restaurant Totals</b>	<b>25,700 sf</b>	<b>29,900 sf</b>	<b>36,500 sf</b>
<b>Retail &amp; Restaurant Totals</b>	<b>116,800 sf</b>	<b>133,700 sf</b>	<b>159,500 sf</b>

**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?

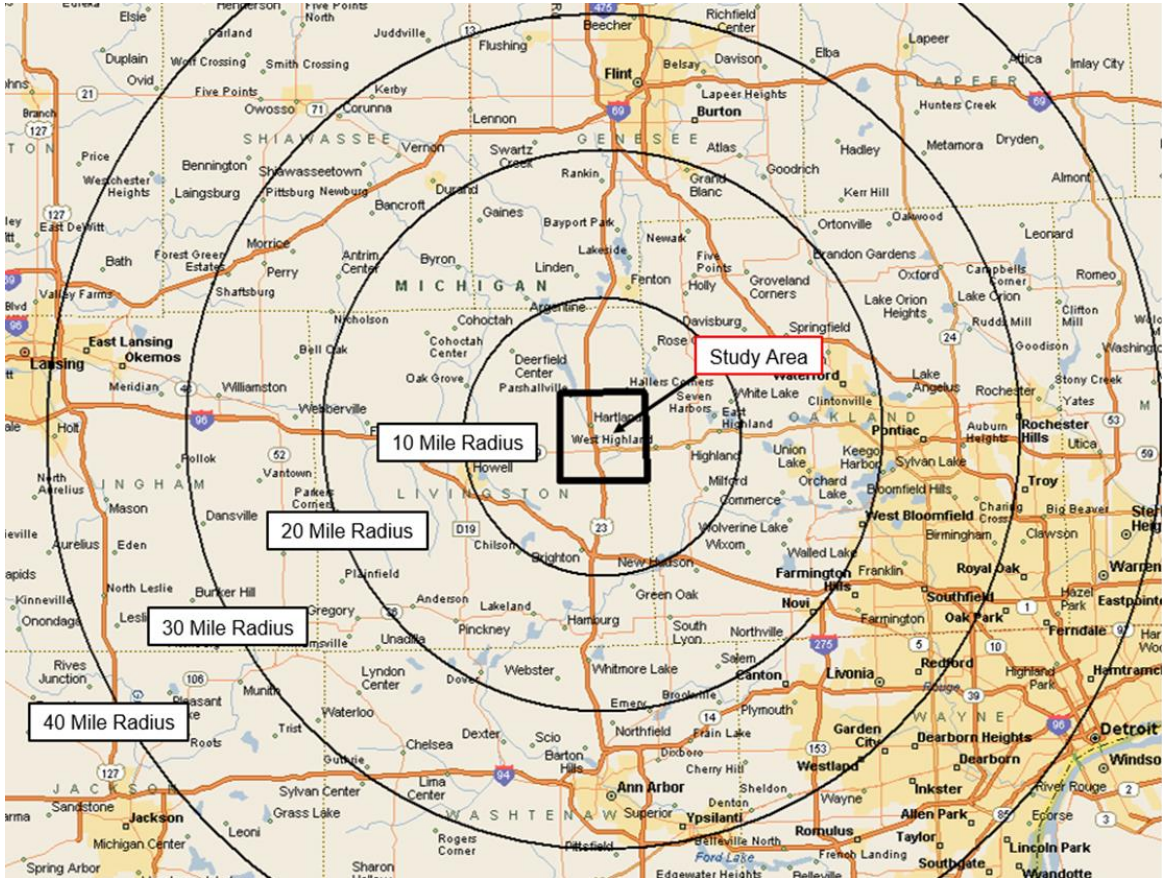


Figure 2: Hartland Township is centrally located in the State of Michigan between Detroit, Lansing, Flint and Ann Arbor.

**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

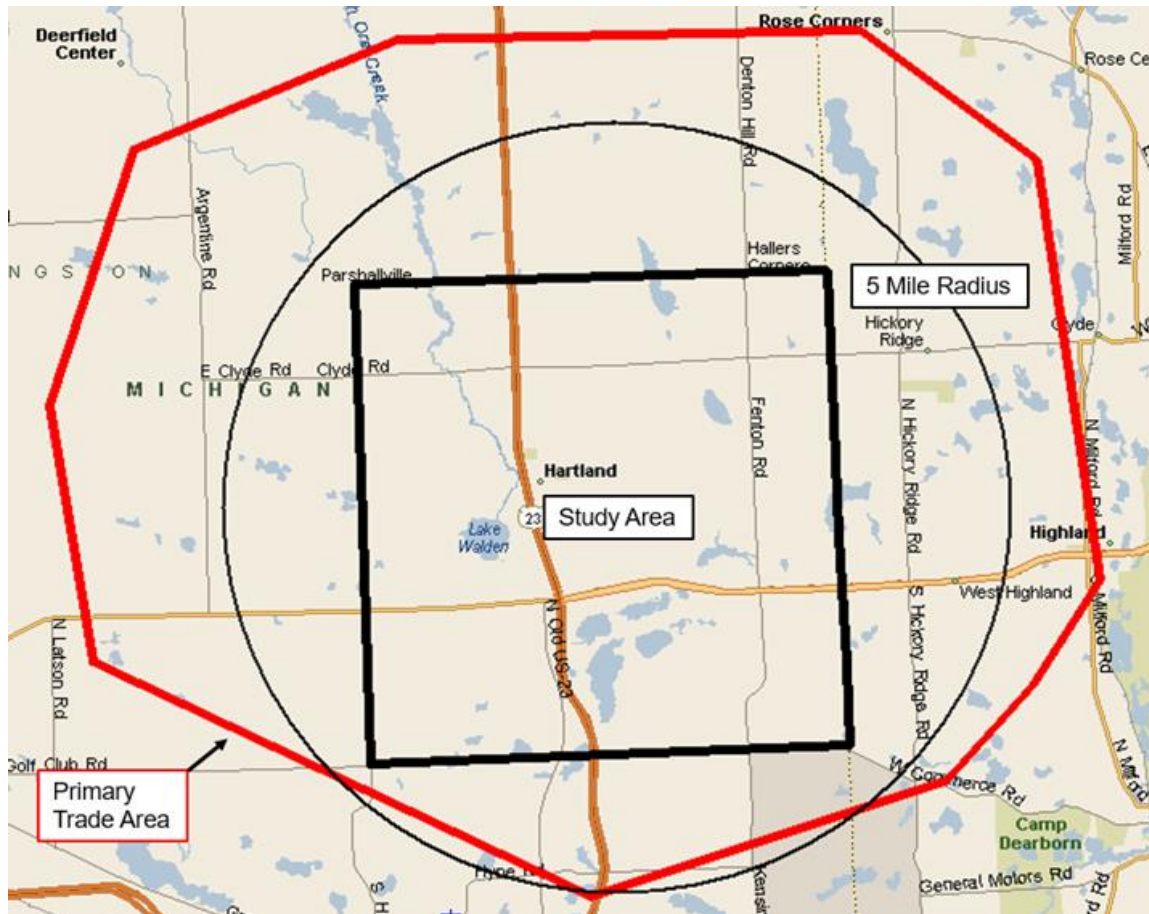


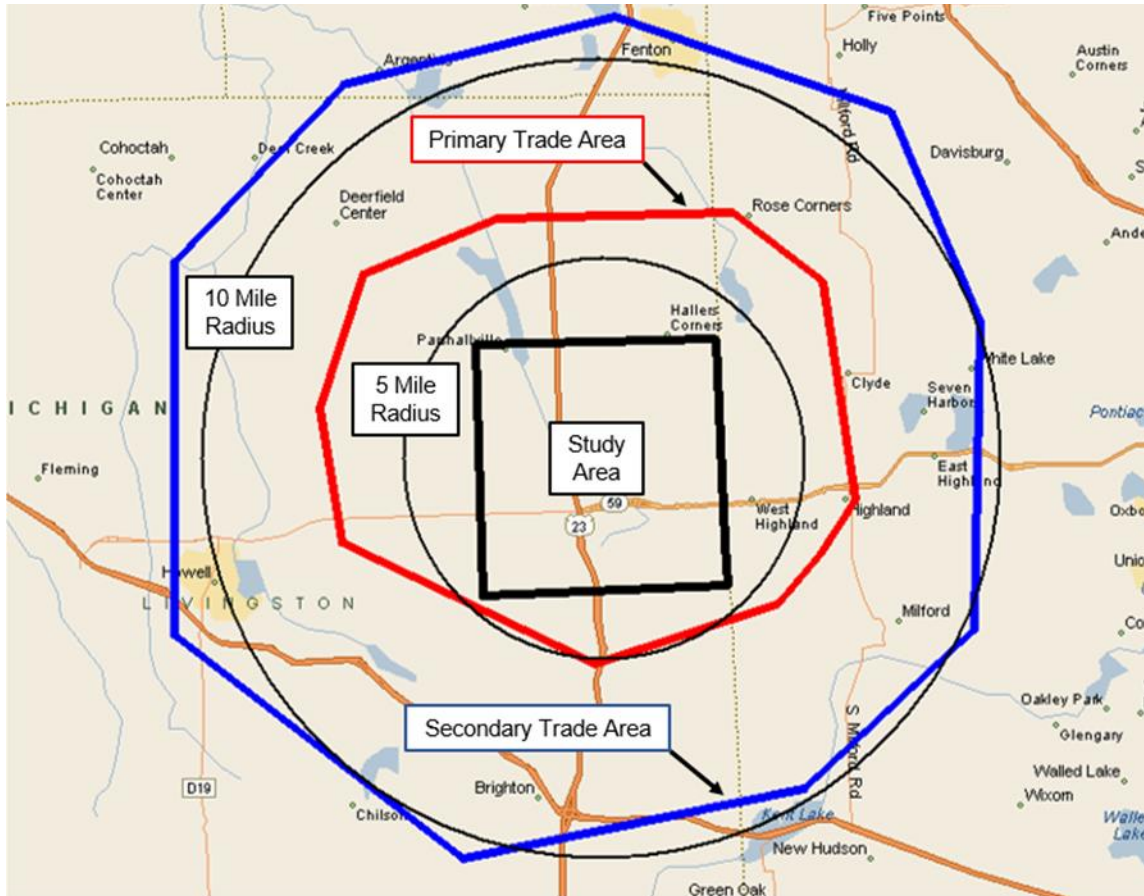
Figure 4: Hartland Township's primary trade area encompasses approximately 109-square-miles.

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

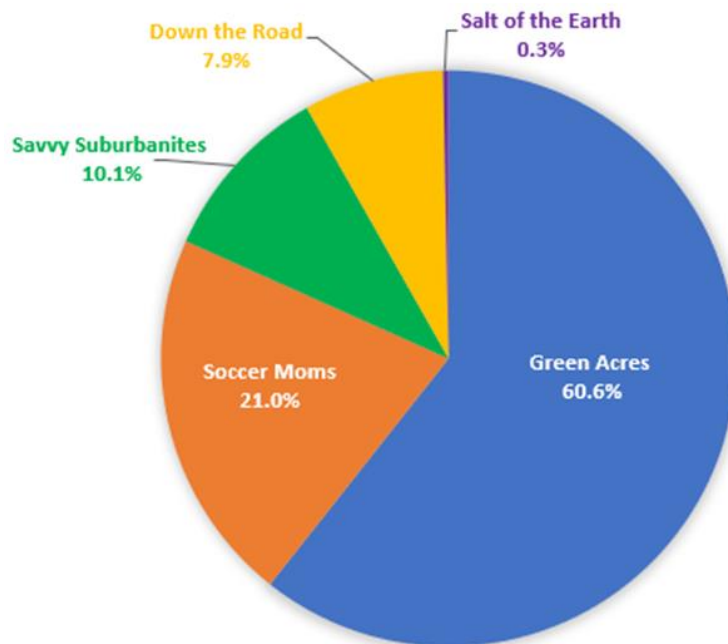







Figure 6: The relative proportions of the Tapestry Lifestyle segments found in the primary trade area.

**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><b>Green Acres</b></p>	<p>Population 17,200</p> <p>Households 7,900</p> <p>Median HH Income <b>\$76,800</b></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><b>Soccer Moms</b></p>	<p>Population 5,900</p> <p>Households 2,700</p> <p>Median HH Income <b>\$90,500</b></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><b>Savvy Suburbanites</b></p>	<p>Population 3,000</p> <p>Households 1,300</p> <p>Median HH Income <b>\$108,700</b></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><b>Down the Road</b></p>	<p>Population 2,000</p> <p>Households 1,000</p> <p>Median HH Income <b>\$36,000</b></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><b>Salt of the Earth</b></p>	<p>Population 90</p> <p>Households 40</p> <p>Median HH Income <b>\$17,000</b></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

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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
<b>Total Employment</b>	<b>2,005</b>	<b>7,255</b>	<b>8,165</b>

*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>
<b>Prepared Food &amp; Beverage</b>					
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
<b>Retail Goods</b>					
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
<b>Total</b>	<b>\$180</b>	<b>\$9,400</b>	<b>\$15,040,000</b>	<b>\$19,668,090</b>	<b>\$34,708,090</b>

**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

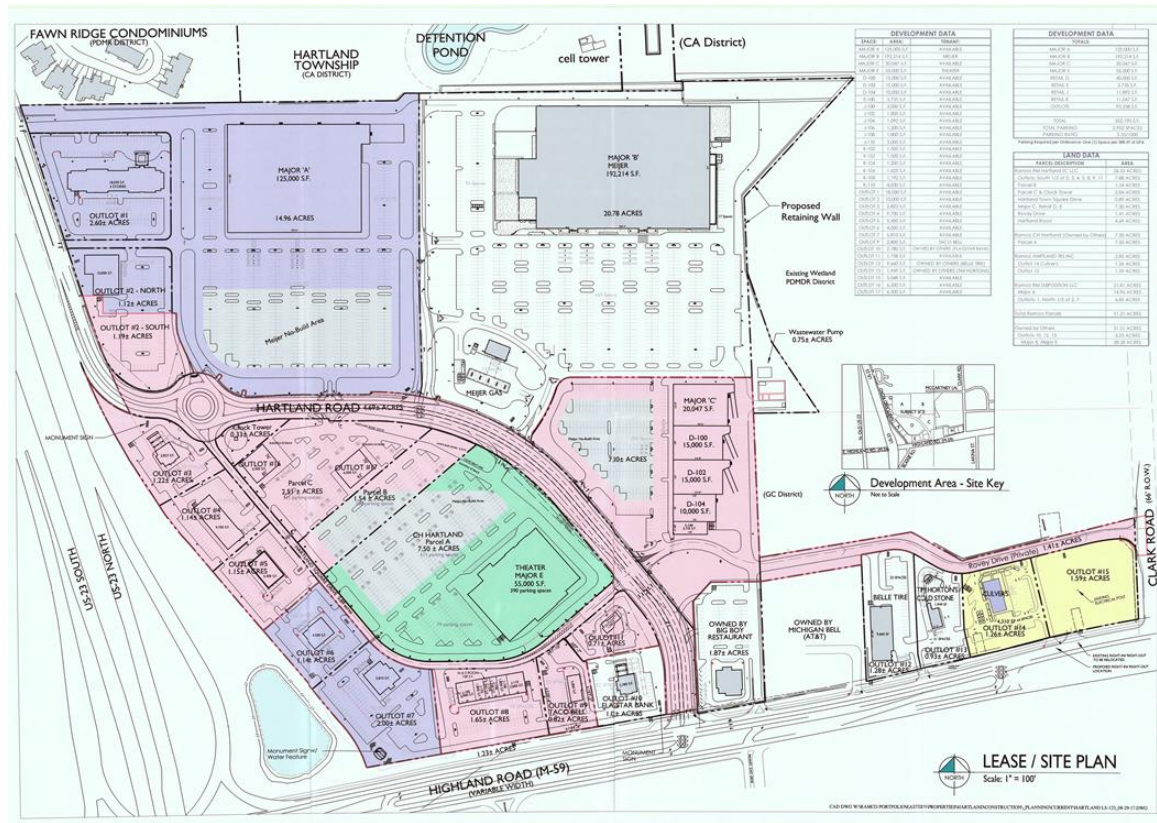


Figure 8: Hartland Towne Square approved PUD master plan.

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.

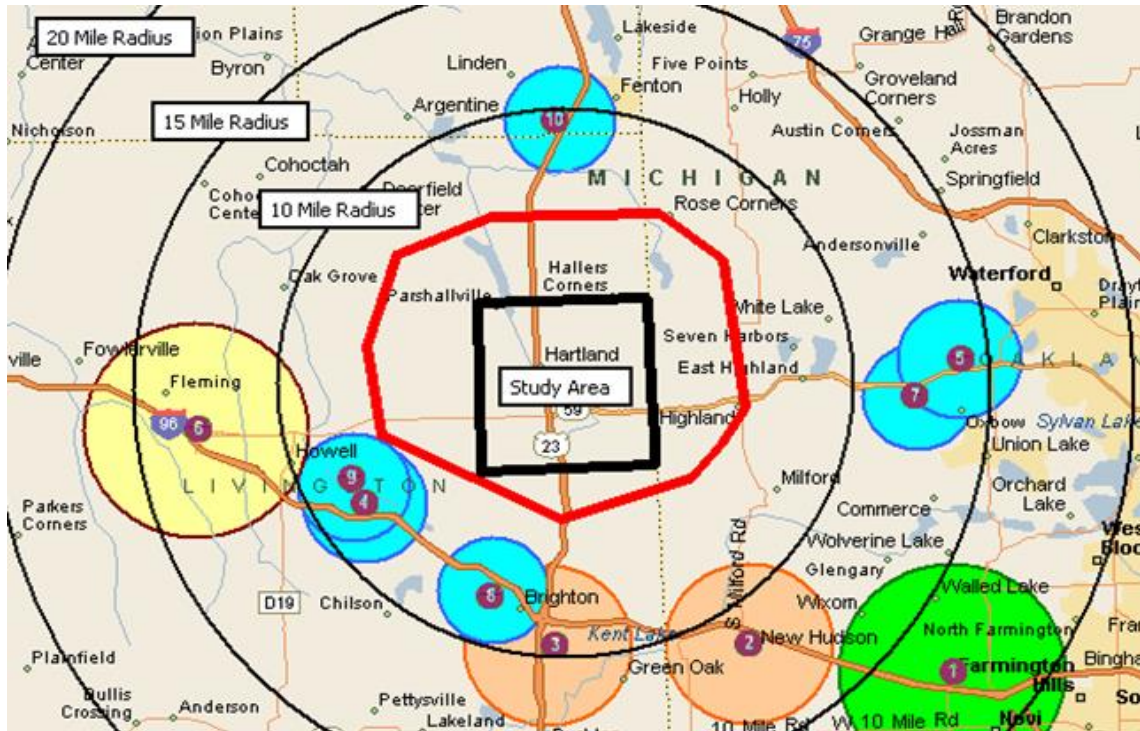
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### Historic Hartland Village

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.

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## 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
<b>Retailers</b>							
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
<b>Retailer Totals</b>	<b>91,100</b>	<b>\$296</b>	<b>\$27,136,000</b>	<b>103,800</b>	<b>\$30,809,500</b>	<b>123,000</b>	<b>\$36,382,000</b>
<b>Restaurants</b>							
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
<b>Restaurant Totals</b>	<b>25,700</b>	<b>\$319</b>	<b>\$8,288,000</b>	<b>29,900</b>	<b>\$9,644,000</b>	<b>36,500</b>	<b>\$11,771,000</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>116,800</b>	<b>\$301</b>	<b>\$35,424,000</b>	<b>133,700</b>	<b>\$40,453,500</b>	<b>159,500</b>	<b>\$48,153,000</b>

**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

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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

Gibbs Planning Group

Business Summary

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 Number	Businesses Percent	Employees Number Percent
Agriculture & Mining	56	6.0%	28 2.7%
Construction	26	3.5%	645 7.9%
Manufacturing	37	4.0%	603 7.4%
Transportation	23	2.5%	367 4.5%
Communication	7	0.8%	55 0.7%
Utility	4	0.4%	29 0.4%
Wholesale Trade	42	4.5%	401 4.9%
Retail Trade Summary	74	8.7%	2,12 26.0%
Home Improvement	23	2.5%	43 1.8%
General Merchandise Stores	5	0.5%	22 0.3%
Food Stores	7	1.8%	520 6.4%
Auto Dealers, Gas Stations, Auto Aftermarket	19	2.0%	344 4.2%
Apparel & Accessory Stores	1	0.1%	2 0.0%
Furniture & Home Furnishings	6	0.6%	14 0.2%
Eating & Drinking Places	54	5.8%	839 10.3%
Miscellaneous Retail	49	5.2%	228 2.8%
Finance, Insurance, Real Estate Summary	74	8.0%	349 4.3%
Banks, Savings & Lending Institutions	6	1.7%	24 1.5%
Securities Brokers	10	1.7%	21 0.3%
Insurance Carriers & Agents	30	3.2%	26 1.5%
Real Estate, Holding, Other Investment Offices	9	2.0%	78 1.0%
Services Summary	340	36.6%	3,43 38.6%
Hotels & Lodging	6	0.6%	26 1.5%
Automotive Services	7	1.8%	75 0.9%
Motion Pictures & Amusements	30	3.2%	435 5.3%
Health Services	46	4.9%	331 4.1%
Legal Services	8	0.9%	27 0.3%
Education Institutions & Libraries	23	2.5%	833 10.2%
Other Services	210	22.6%	1,316 16.2%
Government	12	1.3%	206 2.5%
Unclassified Establishments	35	3.8%	8 0.1%
Totals	930	100.0%	8,137 100.0%

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.

Gibbs Planning Group

Business Summary

PTA  
Area: 108.74 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	14%	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%
Bigg 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	16	1.7%	145	1.8%
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%
<b>Total</b>	<b>930</b>	<b>100.0%</b>	<b>8,137</b>	<b>100.0%</b>

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 B1: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 108.74 square miles

Prepared by Esri

<b>Population Summary</b>	
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
<b>Household Summary</b>	
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%
<b>Housing Unit Summary</b>	
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%
<b>Median Household Income</b>	
2018	\$88,881
2023	\$102,269
<b>Median Home Value</b>	
2018	\$267,584
2023	\$301,343
<b>Per Capita Income</b>	
2018	\$38,588
2023	\$46,082
<b>Median Age</b>	
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.

Attachment: 1. Hartland Retail Revised 05.14.2019 PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)

## 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

<b>2018 Population 25+ by Educational Attainment</b>	
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%
<b>2018 Population 15+ by Marital Status</b>	
Total	29,850
Never Married	24.1%
Married	62.4%
Widowed	4.3%
Divorced	9.3%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.0%
Civilian Unemployed (Unemployment Rate)	3.0%
<b>2018 Employed Population 16+ by Industry</b>	
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%
<b>2018 Employed Population 16+ by Occupation</b>	
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%
<b>2010 Population By Urban/ Rural Status</b>	
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.

Attachment: 1. Hartland Retail Revised 05.14.2019 PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)

## Appendix B6: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 108.74 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	12,133
Owner Occupied	90.4%
Owned with a Mortgage/Loan	70.4%
Owned Free and Clear	20.0%
Renter Occupied	9.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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.

Attachment: 1. Hartland Retail Revised 05.14.2019 PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)

## 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

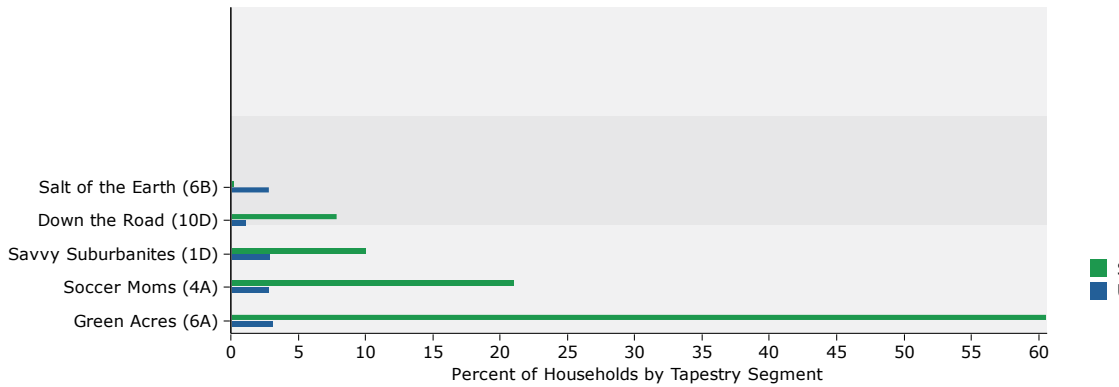
PTA  
Area: 108.74 square miles

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
<b>Subtotal</b>		<b>99.9%</b>		<b>13.1%</b>		
<b>Total</b>		<b>100.0%</b>		<b>13.1%</b>		<b>764</b>

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

**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.

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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.



COMMERCIAL ZONED PROPERTY  
NO APPROVED SITE PLAN/PLANNED DEVELOPMENT  
AND UNDEVELOPED

Clyde Road (north side)

04-300-001		17.38 acres
04-300-002	(78.12 acres total - 1/2 not zoned commercial)	39.06 acres

**Total 56.44 acres**

Clyde Road (south side)

09-100-007		1.81 acres
09-100-008		4.20 acres
09-100-016		8.41 acres
09-100-018	(Approximate 1/2 is wetland areas)	38.57 acres

**Total 52.99 acres**

Old US-23 – South of M-59

28-100-014		29.85 acres
28-100-018	(Softball Fields – Bowling Lanes)	40.56 acres

**Total 70.41 acres**

Rovey Road (north side)

21-400-042	(Almost entirely wetland area)	10.00 acres
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**Total 10.00 acres**

Arena Drive (both east side and west side)

22-300-043		4.60 acres
22-300-013		2.98 acres

**Total 7.58 acres**

M-59 (west of Shoppes at Waldenwoods)

20-400-018		17.66 acres
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**Total 17.66 acres**

**TOTAL 215.08 ACRES**

Attachment: 2. Commercial Lands PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)

FUTURE LAND USE MAP  
NO APPROVED SITE PLAN/PLANNED DEVELOPMENT  
AND UNDEVELOPED

Old US-23 (east side)

21-300-003	(north of Best Western Hotel)	19.26 acres
21-300-039	(south of Best Western Hotel)	1.21 acres

**Total 20.47 acres**

M-59 (west of Shoppes at Waldenwoods)

20-400-018		17.66 acres
------------	--	-------------

**Total 17.66 acres**

Old US-23 – South of M-59

28-100-014		29.85 acres
28-100-018	(Softball Fields – Bowling Lanes)	40.56 acres

**Total 70.41 acres**

Rovey Road (north side)

21-400-042	(Almost entirely wetland area)	10.00 acres
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**Total 10.00 acres**

**TOTAL 118.54 ACRES**

Attachment: 2. Commercial Lands PDF Only (3081 : Retail Market Analysis Updated - Further Discussion)

# Zoning Map

## Hartland Township Livingston County, Michigan

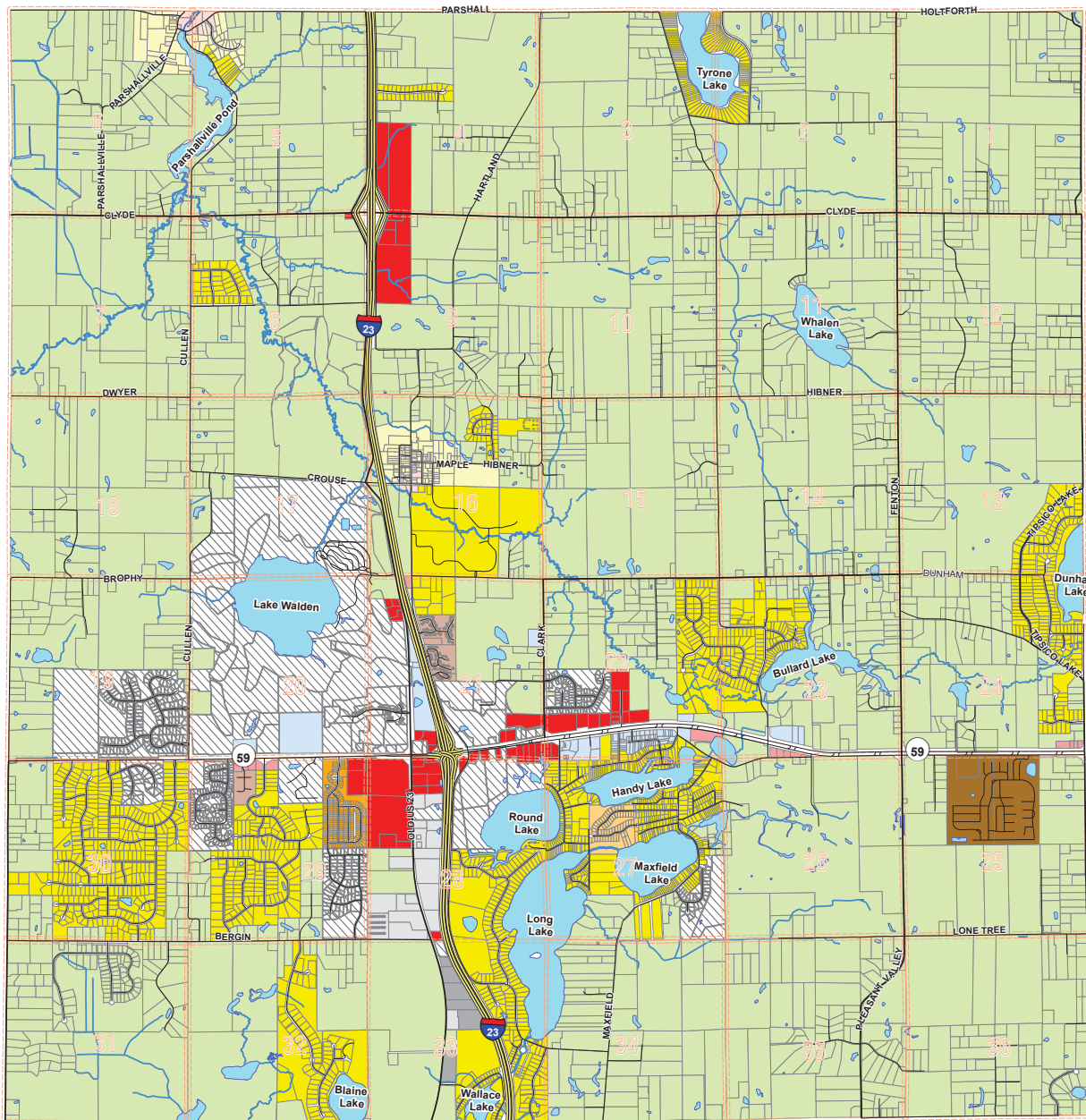


- CA - Conservation Agricultural
- RUR - Rural Residential
- RR - Residential Recreational
- STR - Settlement Residential
- RE - Rural Estate District
- SR - Suburban Residential
- MDR - Medium Density Residential
- HDR - High Density Residential
- MR - Multiple Family Residential
- MR-2 - Mobile Home Park
- OS - Office Service
- LC - Limited Commercial
- NSC - Neighborhood Service Commer
- GC - General Commercial
- RDP - Research and Development Par
- LI - Light Industrial
- I - Industrial
- PD - Planned Development

0 0.2 0.4 0.8 Miles



Created: December 12, 20







# Hartland Township

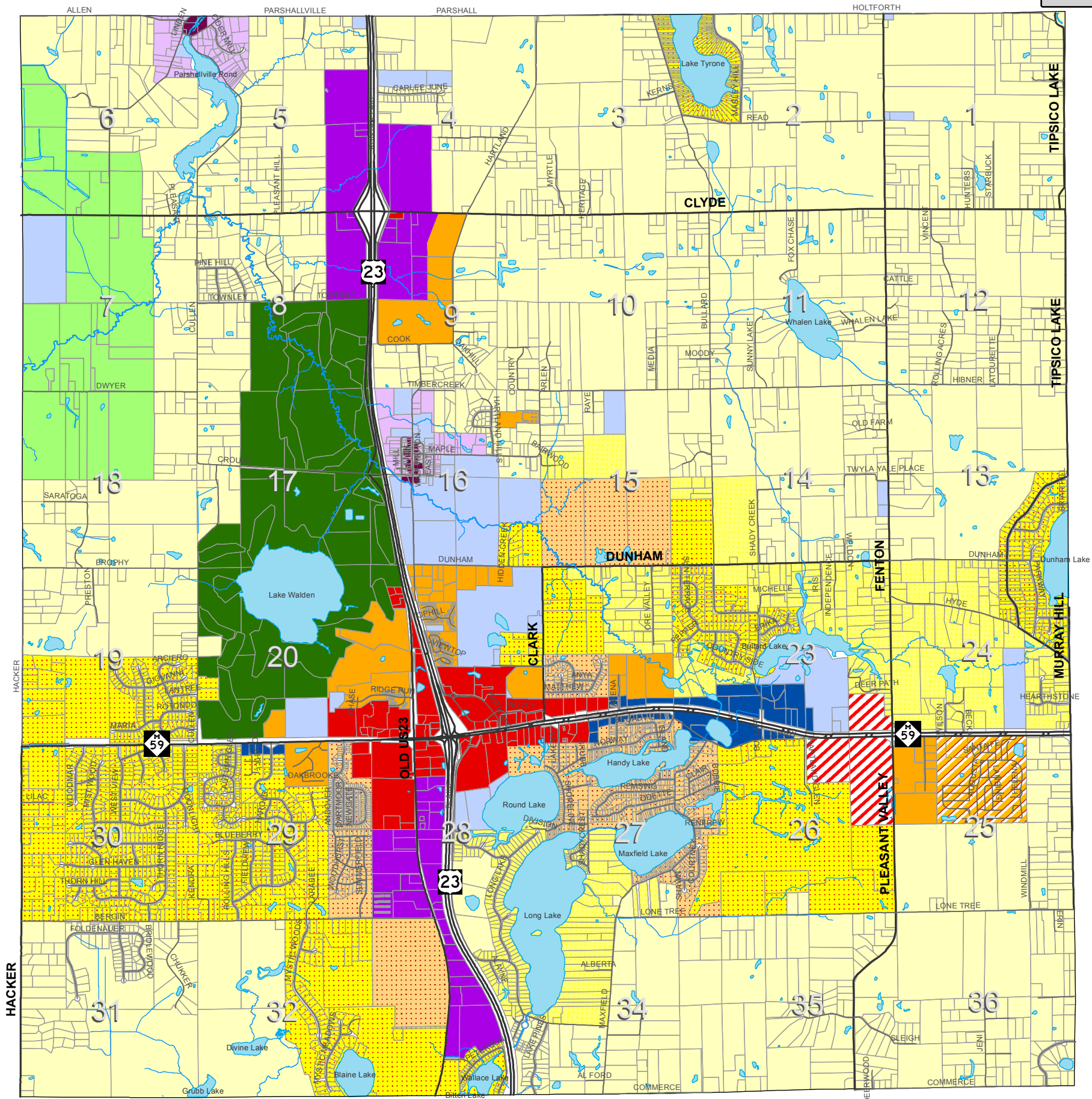
Livingston County, MI

## FUTURE LAND USE MAP

Adopted September 1, 2015

### Future Land Use Categories

- Commercial
- Estate Residential
- High Density Residential
- Low Suburban Density Residential
- Multiple Family Residential
- Medium Suburban Density Residential
- Medium Urban Density Residential
- Office
- Planned Industrial / R & D
- Public / Quasi-Public
- Residential Recreation
- Rural Residential
- Special Planning Area
- Village Commercial
- Village Residential



Map Created By: Hartland Township Planning Department  
 Basemap Source: Livingston County

Recommended for Approval by the Hartland Township Planning Commission on July 30, 2015  
 Adopted by the Hartland Township Board of Trustees on September 1, 2015

