

AGENDA
CITY OF FARMINGTON HILLS
CITY COUNCIL AND PLANNING COMMISSION
SPECIAL JOINT MEETING – STUDY SESSION
JULY 21, 2025 - 5:00 P.M.
THE HAWK – MEDIA CENTER
29995 W TWELVE MILE ROAD, FARMINGTON HILLS, MICHIGAN
Telephone: 248-871-2410 Website: www.fhgov.com

REQUESTS TO SPEAK: Anyone requesting to speak before Council must complete and turn in to the City Clerk a blue Public Participation Registration Form.

1. Call Meeting to Order
2. Roll Call/Introductions
3. [Master Plan Implementation](#)
 - a) Completed: Drive-in definition and update to Car Sales, Gas Stations and Car Wash locations.
 - b) In-Progress: Zoning Text Amendment for OS-4 and Parking, Design Standards for Commercial Buildings, [Public Art Ordinance](#) and Planned Unit Development.
 - c) Upcoming: 12 Mile/ Orchard Lake and Grand River Corridors, Review of Zoning Ordinance non-residential districts, and future review of residential districts.
4. Discussion on [Planning Commission and City Council motions related to Zoning Ordinance standards](#)
5. Update on [Corridor Market Studies](#)
6. Public Comment
7. Adjournment

Respectfully submitted,

Carly Lindahl, City Clerk

Reviewed by:

Gary Mekjian, City Manager

NOTE: Anyone planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the City Clerk's Office at (248) 871-2410 at least two (2) business days prior to the meeting, wherein necessary arrangements/accommodations will be made.



CITY MANAGER'S REPORT TO MAYOR AND COUNCIL

DATE: July 21, 2025

DEPT: Planning and Community Development

RE: July 21, 2025, Joint City Council-Planning Commission Meeting - Master Plan Implementation Overview

Where we came from

Prior to the adoption of the 2024 Master Plan for Future Land Use, the last time that the City adopted a comprehensively updated master plan was in 2009. The limited Master Plan **implementation didn't change the trajectory of the city development.** This is particularly evident with respect to the Zoning Ordinance, which has remained largely constant as the visions, priorities, and policies on which the Zoning Ordinance is supposed to be based have evolved.

As a result, there is a clear disconnect between the 2024 Master Plan and Zoning Ordinance. Whereas the Master Plan envisions a more vibrant and walkable community with nodes of activity, the Zoning Ordinance creates a traditional pattern of sprawling suburban development in which the automobile and single-family home are dominant, as evidenced by large parking lots excessive parking and setback requirements, for example.

Where we are

The City has started down the difficult and often controversial path of incrementally amending the Zoning Ordinance such that it furthers, rather than impedes, the realization of the Master **Plan's vision, goals, and objectives.** In other words, we are attempting to bring the Master Plan and Zoning Ordinance into greater alignment or harmony, which is tremendously important because the Zoning Ordinance is arguably the most direct and effective means by which to implement the Master Plan.

Since the adoption of the Master Plan, the following initiatives have been completed or are currently underway:

- Corridor/market study of the Twelve Mile / Orchard Lake Road Corridors by Community Attributes. The study is nearing completion and will result in specific recommendations for amendments to the Zoning Ordinance when complete. The Economic Development Director has prepared a separate memo addressing this topic.
- Corridor/market study of the Grand River Corridor by Gibbs Planning Group. The study is nearing completion and will result in specific recommendations for amendments to the Zoning Ordinance when complete. The Economic Development Director has prepared a separate memo addressing this topic.



CITY MANAGER'S REPORT TO MAYOR AND COUNCIL

- **The City's first public art ordinance** (being jointly studied this evening-materials from Giffels Webster provided separately)
- **The City's first architectural design ordinance** (recommended by Planning Commission—ready for Council study)
- Revisions to the Zoning Ordinance's **OS-4** District and parking standards for office and multi-family to set the stage for many new commercial and residential uses within the Twelve Mile Corridor (public hearing held at Council July 14)
- Revisions to the Zoning Ordinance to make planned unit developments (PUDs) a more efficient and effective tool for the City (being studied by the Planning Commission)

Where we are going

The following initiatives are planned for the near future:

- Revisions to a wide range of development procedures set forth in the Zoning Ordinance with the goal of creating greater efficiency, certainty, clarity, and flexibility
- **Revisions to the Zoning Ordinance's GR-1** Overlay District based on the findings of the corridor/market study to set the stage for the future of the Grand River Corridor
- Further revisions to the Zoning Ordinance based on the findings of the corridor/market study to set the stage for the future of the Twelve Mile and Orchard Lake Corridors
- Public investment/improvements within the Grand River Corridor
- **Corridor/sub planning for the Orchard Lake/Fourteen Mile/Northwestern "triangle"**

Prepared by: Erik Perdonik, AICP, City Planner

Reviewed by: Charmaine Kettler-Schmult, Director of Planning & Community Development

Approved by: Gary Mekjian, P.E., City Manager

Memorandum

DATE: July 16, 2025
TO: Farmington Hills City Council & Planning Commission
FROM: Jill Bahm, AICP, Partner - Giffels Webster
SUBJECT: Draft Arts Ordinance

Since April of this year, as a Master Plan implementation item, Council and Planning Commission have studied ordinance language around public art for private development. The purpose of the arts ordinance is intended to integrate visual art into the built environment by requiring the inclusion of public art in significant private development projects. By encouraging creative expression in new construction and site improvements, the ordinance aims to enhance the community's identity, support local artists, and contribute to a more vibrant and engaging public realm.

Council and Planning Commission have both reviewed draft ordinance language, with Council providing initial direction on the ordinance, and the Planning Commission refining the text at their May 15 and June 19 study sessions. With these efforts, the proposed ordinance outlines thresholds for applicability, which are based on City Council direction, and procedures for review and approval. It reflects best practices from other communities and aligns with the City's goals to promote cultural vitality, quality design, and placemaking as articulated in the 2024 Master Plan. This draft aims to work within the existing structures available within the City, including the Farmington Area Arts Commission, and related zoning code site standards and processes. Should the structure require modification and/or refinement, those steps may be taken at any time.

The attached draft amendment takes inspiration from public art in private development ordinances from around the US. Similar to the arts ordinance in the City of Southfield, provisions to require public art in private development is proposed to be added to the City's Zoning Ordinance. As such, the following sections are proposed:

- **Definitions.** The amendment includes terms that should be clearly defined by the ordinance and are proposed for Article 2.2. Public art may include a variety of site elements, including architecture and landscape architecture.
- **Site Standards.** Similar to landscaping, parking, lighting, and other zoning requirements related to the development of a site, a new section is proposed to be added to Article 5 as a new section. This is structured in a manner consistent with other site standards:
 - **Intent:** it is important to provide the intent and purpose of the arts requirement. Here, we speak to the relationship between the ordinance and the Master Plan, as well as for the justification for the inclusion of art in projects.
 - **Public Art Required:** This section places the threshold for projects and provides a rate at which that threshold will escalate over time. This provision will eliminate the need to amend the ordinance to change this threshold. For clarity, the Planning Commission notes the specific reference for escalation should be the Consumer Price Index for All Urban Consumers (CPI-U). The Planning Commission had good discussions over the types and locations of development where public art would be most appropriate and built consensus on the Special Planning Areas identified in the Master Plan. Focusing and concentrating public art in these areas reinforces the benefits and purposes for the requirements. Public art would not be required for single-family developments of any type, but would be applied to multiple-family residential development. An exception is provided for "attainable" housing – that is, housing affordable for households that earn between 80-120% of area median income.

- **Public Art Requirement:** This section sets forward the art requirement and structure for process.
- **Placement:** This section regulates the placement of art such that it is visible to the public, without causing any conflicts or safety issues.
- **Guidelines:** These guidelines are the minimum needed to establish the framework for the art, without being overly regulatory. The idea is to provide enough guidance to what the city expects (e.g., high quality workmanship, appropriate scale, artistic diversity, placemaking, etc.). In addition, it refers to Public Art guidelines, which we intend to be a separate document that provides examples, recommendations, and strategies for public art. This may be created as a next step following the adoption of this ordinance. The Planning Commission is mindful of keeping the development review process as efficient as possible and provides for the conceptual review of art locations on sites without creating additional time and delay for the review process.
- **Exemptions:** This section is to permit Planning Commission to waive the arts requirement under certain, very limited, situations.
- **Installation and Maintenance:** This section is similar to the landscaping ordinance (34-5.14) with respect to the performance guarantee and maintenance requirements.
- The final amendment is to Division 8 of the City's municipal code that creates the Farmington Area Arts Commission, to enable this body as the approving authority for public art. This falls in line with having the approving authority as the "arts experts," similar to how a historic district commission would be an approving authority where historic guidelines are required as part of a development project.

Next Steps

The proposed zoning amendments may be further discussed at the upcoming joint meeting. Following this discussion, the Planning Commission will set a public hearing before returning its recommended language to City Council for final approval and adoption. The amendment to Division 8 can be handled by City Council at any time. A timeline for this process could be:

- **August 21, 2025** Planning Commission reviews refined zoning language following joint meeting
- **September 18, 2025** Public Hearing and Planning Commission recommendation on zoning amendment
- **October 13, 2025** City Council discussion and zoning amendment adoption; the additional amendment to Division 8 may be adopted in conjunction with the zoning amendment, or it may be done prior to the zoning action.

Concurrently with these amendments, staff will prepare administrative policies and procedures that align with the ordinance language. Additionally, the city may wish to develop a public arts plan outline to further supplement the policies and procedures to further enhance future outcomes.

Percentage for Art – Draft Zoning Amendments

Amend Section 2.2 Definitions to add the following defined terms:

Artist means an individual generally recognized by critics and peers as a professional practitioner of the visual arts, as judged by the quality of that professional practitioner's body of work, educational background, experience, past public commissions, exhibition record, publications, receipt of honors and awards, training in the arts, and production of artwork.

Construction Cost means the total cost of a construction or renovation project, as determined by the Building Official for purposes of issuing a building permit for such construction or renovation.

Public Art means a tangible creation by an artist that is located within or highly visible from a public area and that exhibits the highest quality of skill and aesthetic principles, including paintings, sculptures, stained glass, projections, light pieces, statues, bas reliefs, engravings, carvings, frescoes, mobiles, collages, mosaics, tapestries, photographs, drawings, monuments, environmental artwork, and fountains or combinations thereof, and that are one-of-a-kind or part of an original, numbered series. Public art may include functional items such as bike racks, light fixtures, benches. Public art does not include items manufactured in large quantities by means of industrial machines and/or reproductions. Architectural enhancements and design elements may be considered public art, when it is determined by the Farmington Area Arts Commission that it is demonstrably conveying ideas, meaning, cultural significance, or conceptual complexity with extremely high artistic merit. It should be more expressive than mere utilitarian architecture and quality building materials.

Add Section 34-5.20 Public Art Requirement

1. **Intent.** The City of Farmington Hills finds that the visual and aesthetic quality of development projects has a significant positive impact on property values, the local economy, and the character and vitality of the city. The meaningful and intentional inclusion of public art throughout the city can illuminate, nurture, and celebrate the diversity and history of the city, as well as foster the economic development of the community. To achieve these goals, public art should be integrated into development projects citywide.

As envisioned in the 2024 Farmington Hills Master Plan, public art is a placemaking strategy that provides benefits to the developed property on which it is located and the public, including, without limitation, enhancement of the character and aesthetics of developed property, surrounding properties, and the community in general. The purpose of this section is to enhance the City's livability by encouraging works of art throughout the city, **focusing on important commercial corridors**, and requiring the use and incorporation of publicly accessible art into significant development projects.

2. **Public Art Required.**

- A. The installation of public art in accordance with this Section is required for any non-public construction or renovation project with a construction cost of two million dollars (\$2,000,000.00) or more, **in the Special Planning Areas described in the 2024 Master Plan, except as provided in subsection B, below. These include:**
 - i. **Orchard Lake Road between 12 Mile and 13 ½ Mile Roads;**
 - ii. **14 Mile/Northwestern/Orchard Lake Road;**

- iii. **Grand River Corridor/M-5 Interchange;**
- iv. **Grand River and Drake**
- v. **M-5 Corridor**
- vi. **8 Mile Corridor**
- vii. **12 Mile Corridor**
- viii. **Freeway Redevelopment Areas**
- ix. **Any projects developed using the Planned Unit Development process.**

- B. The following projects are exempt from this requirement: **single-family residential** construction projects and projects completely funded by legally established non-profit entities.
- C. The applicant shall establish and submit to the City a budget for the public art required by this section based on the allocation of one-half (0.5) percent of the total project construction cost up to fifty thousand dollars (\$50,000.00) for applicable projects. For each year subsequent to the effective date of the Zoning Ordinance amendment adding this Section, the applicable construction cost threshold stated in the preceding sentence shall be increased in accordance with the Consumer Price Index for **All Urban Consumers (CPI-U)** to reflect the rising costs of goods and materials.

- 3. **Public Art Requirements.** When public art is required per subsection 2 above, the subject site shall be designed and developed to include public art, as defined in Section 34-2.2, for placement in a public place, publicly accessible private space, and/or integrated into the underlying architecture, landscape design or site, which shall be included as part of the site plan, and such public art shall comply with this Section and the following requirements:

- A. An applicant for site plan approval for projects where public art is required per Section 34-5.20.2 may proceed through site plan review before the selection of artwork is finalized, although involvement of the designer or artist is encouraged through the site design phase. For site plan review purposes, the area intended for the public art shall be noted on the site plan to demonstrate how the location for the art meets the requirements of Section 34-5.20.4 below. The final location, installation, footings, etc. are subject to review and approval by the city planner and building official.
- B. Following site plan approval, in conjunction with the application for building permits, the applicant shall furnish the City with an updated budget reflective of the project's construction costs.
- C. The public art shall be submitted for approval to the Farmington Area Arts Commission (established under Chapter 2, Article IV, Division 8 of the City Code) prior to site plan approval. The Farmington Area Arts Commission shall not unreasonably withhold approval.

4. **Placement.**

- A. In addition to other placement and locational requirements in this ordinance, public art shall be placed:
 - i. In locations that are visible from public streets, rights-of-ways, parks, or plazas, taking into consideration the circulation patterns for vehicles and pedestrians on-site and on adjacent public streets and sidewalks; and

- ii. (2) Out of the corner clearance area as provided in Section 34-5.10.
 - B. Public art may be permitted in required front setbacks, if the Planning Commission finds that no other location meeting the requirements of this ordinance is feasible and such placement is approved by the Director of Public Services.
5. **Guidelines.** At a minimum, works of public art shall:
- A. Be created by an artist, as defined in Section 2.2;
 - B. Demonstrate excellence in aesthetic quality, workmanship, innovation and creativity;
 - C. Be appropriate in size, scale, and form, and of materials or a media suitable for the site;
 - D. Demonstrate feasibility in terms of budget, timeline, safety, durability, operation, maintenance, conservation, security, storage, and siting;
 - E. Bring diversity to the existing collection of public art in the City, in terms of media, artistic discipline, or artistic approach;
 - F. Reinforce the City's placemaking goals by reflecting and promoting the City's identity or the identity of individual neighborhoods or business districts within the City; and
 - G. Be consistent with public art guidelines as may be adopted by the City of Farmington Hills.
6. **Exemptions.** The Planning Commission may waive, or partially waive, the public art requirement upon finding one or more of the following conditions apply:
- A. There is no feasible location on the subject property from which a work of art can be plainly and wholly seen by the public;
 - B. The present or any planned land use of the subject property is such that placement of a work of art, in any media, on the property would be destructive to the work of art due to the activities related to the land use;
 - C. The property is already fully developed in such a way that there is no location on the site for public art;
 - D. Projects where the applicant donates funds equivalent to the amount required in Section 34-5.20.3 to a public art fund established by City Council;
 - E. Projects where the applicant chooses to partially exempt a project from the public art requirement of this section to the extent the applicant chooses to donate funds less than the amount required in Section 34-5.20.3 to a public art fund established by City Council, in which case the budget required for public art shall be reduced by a corresponding amount; or
 - F. Projects where all of the residential dwellings are non-subsidized and affordable for rent or purchase to residents earning less than 120% of area median income, based on current US Census data, and as agreed to in a development agreement between the applicant and the City of Farmington Hills.
 - G. Projects where the application of this requirement would constitute a governmental taking or otherwise be contrary to law under the particular facts and circumstances of that case, as determined by the Planning Commission, under the particular facts and circumstances of that case as explained in detail by the applicant as part of its application for site plan approval. The Planning Commission may request additional information from the applicant or property owner, if it determines that insufficient information is provided by them to make a determination. The

applicant and property owner have all appeal rights as would otherwise be applicable to the determination of the Planning Commission.

7. Installation and Maintenance.

- A. The total allocation as established pursuant to subsection in Section 34-5.2.3.A. may be held as a Guarantee for Improvements as provided in Section 34-7.2. In addition:
 - i. Maintenance shall be the responsibility of the owner of the property in addition to the established allocation.
 - ii. Failure to install the public art as required by this subparagraph and in accordance with the approved site plan shall result in denial of a certificate of occupancy.
 - iii. In instances where circumstances beyond the reasonable control of the property owner or developer impede timely installment of the public art (including, without limitation, weather, delay in creation or fabrication of the public art, or delivery of the public art), the guarantee for improvements referenced above shall be deposited with the City and held to ensure installation and compliance with this section in accordance with a schedule established by the City Planner.
 - iv. In the event the public art is not fully installed within the period of time as established by the City Planner, the public art guarantee shall be forfeited to the City.
 - v. Failure to properly maintain the public art in accordance with the approved site plan is a violation of the zoning code and subject to enforcement pursuant to provisions of section 7.13 of this chapter.
- B. Public art required by this section shall be kept in good repair, free from refuse and debris. If public art becomes damaged or falls into disrepair, it shall be cleaned, repaired, or replaced with public art that complies with this section and is approved as an amendment to the site plan, within thirty (30) days after written notice from the city or within an extended reasonable time period as specified on such notice if necessary to accommodate replacement of the public art.
- C. In the event the owner of the property wishes to remove the on-site public art, the City must be notified in writing prior to its removal. The property owner will be required to replace the public art with public art of equal or greater value. The replacement artwork will follow the process outlined in this section.

FAAC – Draft City Code Amendment

Amend City Code Chapter 2, Article IV, Division 8. – Farmington Area Arts Commission to add the following underlined sentence at the end of Section 2-222:

Article IV. Section 2-222 – Purposes, authority and duties

The FAAC is charged with the authority and responsibility of supporting the cities of Farmington and Farmington Hills in efforts to ensure the arts and cultural heritage are integral components of daily life in our communities. FAAC is committed to arts advocacy by serving as a conduit between local government and arts organizations, artists, educators, and the community at large. The FAAC shall also be responsible

for reviewing and approving public art under and in accordance with Section 34-5.20 of the City Zoning Ordinance.

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 - E. Bring diversity to the existing collection of public art in the City, in terms of media, artistic discipline, or artistic approach;
 - F. Reinforce the City's placemaking goals by reflecting and promoting the City's identity or the identity of individual neighborhoods or business districts within the City; and
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 - C. The property is already fully developed in such a way that there is no location on the site for public art;
 - D. Projects where the applicant donates funds equivalent to the amount required in Section 34-5.20.3 to a public art fund established by City Council;
 - E. Projects where the applicant chooses to partially exempt a project from the public art requirement of this section to the extent the applicant chooses to donate funds less than the amount required in Section 34-5.20.3 to a public art fund established by City Council, in which case the budget required for public art shall be reduced by a corresponding amount; or
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 - G. Projects where the application of this requirement would constitute a governmental taking or otherwise be contrary to law under the particular facts and circumstances of that case, as determined by the Planning Commission, under the particular facts and circumstances of that case as explained in detail by the applicant as part of its application for site plan approval. The Planning Commission may request additional information from the applicant or property owner, if it determines that insufficient information is provided by them to make a determination. The

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 - iv. In the event the public art is not fully installed within the period of time as established by the City Planner, the public art guarantee shall be forfeited to the City.
 - v. Failure to properly maintain the public art in accordance with the approved site plan is a violation of the zoning code and subject to enforcement pursuant to provisions of section 7.13 of this chapter.
- B. Public art required by this section shall be kept in good repair, free from refuse and debris. If public art becomes damaged or falls into disrepair, it shall be cleaned, repaired, or replaced with public art that complies with this section and is approved as an amendment to the site plan, within thirty (30) days after written notice from the city or within an extended reasonable time period as specified on such notice if necessary to accommodate replacement of the public art.
- C. In the event the owner of the property wishes to remove the on-site public art, the City must be notified in writing prior to its removal. The property owner will be required to replace the public art with public art of equal or greater value. The replacement artwork will follow the process outlined in this section.

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for reviewing and approving public art under and in accordance with Section 34-5.20 of the City Zoning Ordinance.



CITY MANAGER'S REPORT TO MAYOR AND COUNCIL

DATE: July 21, 2025

DEPT: Planning and Community Development

RE: July 21, 2025, Joint City Council-Planning Commission Meeting - Discussion
of Planning Commission and City Council Motions

The Planning Commission and City Council review and make determinations on requests for planned unit developments and cluster option developments. These instances call for the Planning Commission and City Council to apply various Zoning Ordinance standards in the decision to approve or deny each request. Recently there have been legal decisions in neighboring communities that have reversed the community decision due to weak motions and documentation relating to the findings or basis of the decision made. To that end, **the attorney's office has prepared a Legal Opinion with recommendations for** Planning Commission and City Council to enhance zoning decision making by each body. The City Attorney memo for City Council and Planning Commission will be forwarded separately.

Reviewed by: Charmaine Kettler-Schmult, Director of Planning & Community Development
Approved by: Gary Mekjian, P.E., City Manager



OFFICE OF CITY MANAGER

MEMORANDUM

FROM: Cristia Brockway, Economic Development Director
TO: Mayor, City Council, and Planning Commission
DATE: July 21, 2025
SUBJECT: For Review: Market Study Findings (12 Mile Road and Orchard Lake Corridors & Grand River Corridor)

Good afternoon, Mayor , City Council, and Planning Commission,

I have provided the draft market study research for both the Grand River Corridor and 12 Mile Road and Orchard Lake Corridors for City Council and Planning Commission to review. There is a large amount of information provided in both of these studies and the City Manager has requested that this information be provided to both bodies as soon as possible. I will be providing a brief overview of the draft findings of both studies this evening, but have requested to the City Manager that a joint meeting with City Council and Planning Commission be scheduled sometime in late summer or early fall to focus specifically on these reports.

As a reminder the purpose of these two studies is to:

- Find existing characteristics within each corridor that the city can capitalize on.
- Improve and/or change zoning, infrastructure, or aesthetics to attract new business or development opportunities.
- Encourage growth for existing businesses.
- Find areas which foster opportunities for small businesses.
- Act as a blueprint for development opportunities, and approvals, throughout our major commercial areas.
- Tie the market study findings to the City's overall vision and master plan.

The documents before you are drafts, however, both studies are expected to be finalized by October 2025. Between now and December of 2025, additional information will be distributed as a part of the market study findings. Updates will be brought before related boards and City Council.

Sincerely,

Cristia Brockway

Grand River Corridor Market Study

East Grand River Avenue
Retail Market Analysis
Farmington Hills, Michigan



Prepared For:
City of Farmington Hills, Michigan

Prepared By:
Gibbs Planning Group

July 2, 2025

Grand River Avenue Retail Market Analysis

July 2, 2025



Figure 1: View of East Grand River Avenue looking north.

Summary

This study finds that the East Grand River Avenue's corridor is seated within a moderately strong, but underserved retail market area. The Avenue area's retail market demand, estimated for 2028, includes 15 new stores and 6 restaurants totaling 90,000 square feet. Combined, the new retail businesses could capture \$30 million in consumer spending currently leaving the southeast Farmington area.

Overall, apparel, books, electronics, furniture, hardware, and general merchandise stores totaling 45,000 sf, have an unmet market demand in the Grand River Avenue area. The Avenue's surrounding neighborhoods also share a need for a nearby, full-service, 30,000 sf supermarket. A food market offering fresh produce, meats, specialty items and international foods could provide an amenity and convenience for the southeast Farmington Hills community. The grocery could also provide an anchor business for a new village center.

The Grand River Avenue area also has a market demand for 5 full-service and quick casual restaurants, a bakery, a deli and brew pub. Combined, these 15,000 sf of new restaurants could produce \$5 million in dining sales. On average, the corridor's new stores could generate up to \$350 per square foot per year in sales, slightly higher than retail industry trends.

Summary

The Grand River Avenue area is surrounded with favorable, densely populated demographics. Overall, 225,000 people, 100,000 households and 150,000 workers are located within 5 miles of the East Grand River area. These nearby households have \$105,000 average incomes. In addition, 155,000 people and 80,000 workers are also located within a 10-minute drive to the Avenue.

To a large degree, Grand River's unmet commercial demand is representative of an all too common real estate bias towards investing in growing, higher income suburbs. Statistically, though, the corridor's households of \$1.2 billion yearly retail spending makes it competitive with many conventionally preferred locations. However, the East Grand River area's aged character and streetscape hide its real commercial market potential.

East Grand River Ave. 2028 Additional Supportable Retail

15,000 sf Apparel, Jewelry, Footwear

5,000 sf Books, Electronics, Toys

10,000 sf Hardware & Garden

5,000 sf Home Furnishings

10,000 sf General & Discount Stores

30,000 sf Grocery & Specialty Foods

15,000 sf Restaurants, Cafes & Pubs

90,000 sf Total New Retail - 20 New Stores

Background

The City of Farmington Hills has retained Gibbs Planning Group to estimate the market demand for new retail stores and restaurants in the East Grand River Avenue area. This study focuses on the East Grand River Avenue area between Orchard Lake and Eight Mile Roads.

This study's projections represent GPG's analysis of the corridor's statistical market demand through 2028, assuming business best practices and other conditions. This study does not necessarily reflect the availability of the Avenue's land area size or building inventory to accommodate 90,000 sf of new retail development.

This study defines supportable retail demand as businesses that will produce sales that are necessary to pay for operations, rent, labor and other expenses, while yielding a competitive market return on those expenses.

This study addresses the following for the Grand River Avenue area:

- To identify the trade area's demographic and commercial conditions and trends
- To estimate the sizes and types of new supportable retail businesses
- To project the types of retailers and restaurants that may seek to open a new business
- To project potential new store sales potentials

Retail Market Trade Areas

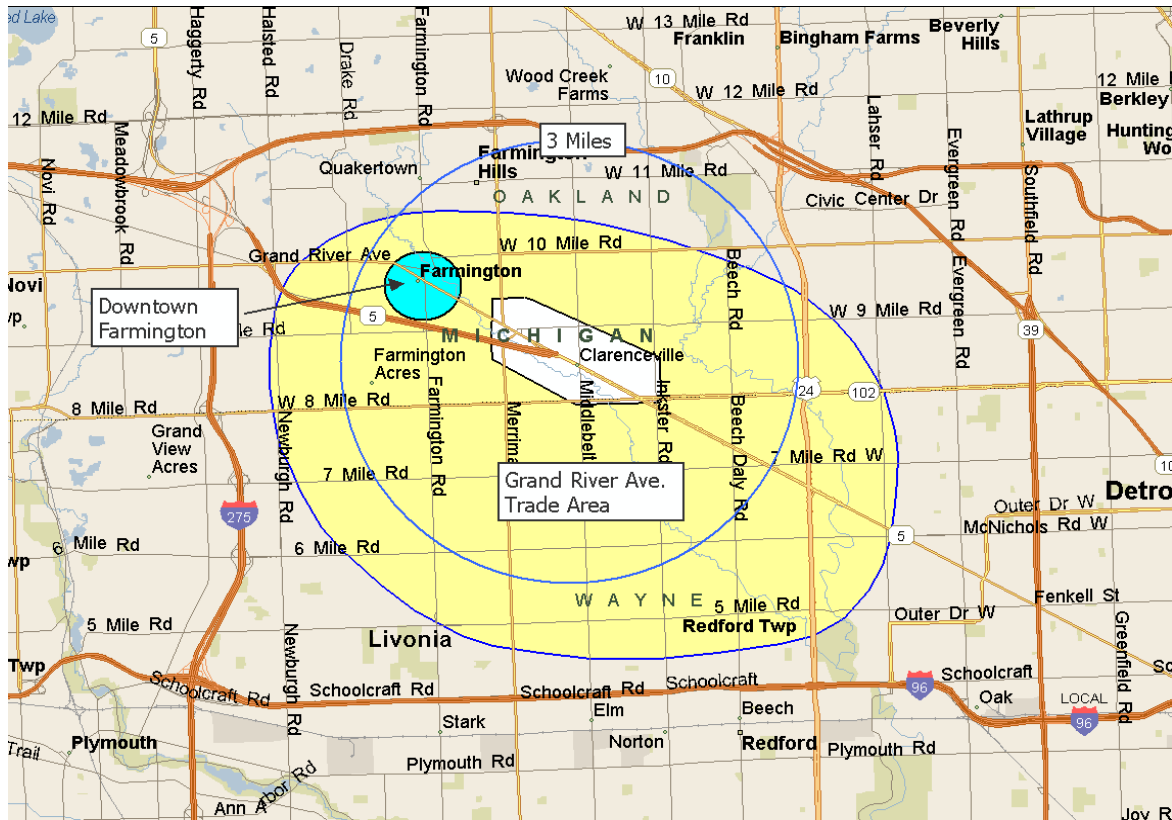


Figure 2: East Grand River Avenue retail market trade area (yellow) includes 120,000 people, 50,000 households and 45,000 workers.

As a part of this analysis, GPG projected an East Grand River’s retail market trade area geographically. The trade area where the businesses located along the corridor may have a competitive market advantage because of location, household spending, employment centers, traffic patterns, unmet market demand and other factors.

These economic advantages equate to a potential for Grand River’s restaurants and stores to induce unmet spending and to capture new retail sales occurring in other locations.

GPG estimates Grand River’s overall retail catchment- trade area extends 2 to 4 miles and covers 25 square miles. Downtown Farmington, and parts of Livonia, Southfield and Northwest Detroit make up some of this study’s estimated trade area. The trade area is defined by I-275, Telegraph, 10 Mile and 5 Mile Roads.

Grand River’s trade area includes 45,000 workers, 5,000 businesses and 120,000 people. The area also includes 50,000 households with \$95,000 average and \$77,000 median incomes. In 2024, 18,000 Grand River Avenue’s households earned over \$100,000.

Retail Market Trade Areas

GPG projects that the residents and workers inside the Grand River defined trade area will account for up to 40% to 50% of the total sales captured by Grand River's businesses. The balance of the retail sales would be from persons outside of the trade area, businesses, visitors, the internet and workers. The Avenue's defined retail trade area's residents and workers spent \$1.2 billion on retail goods, groceries and restaurants in 2024, excluding automotive related expenditures.

In 2024, the existing businesses in the Grand River district captured only \$40 million of the \$1.2 billion retail spending within its trade area. The over \$1 billion retail spending gap represents a significant supply and demand imbalance and shortage of available retail stores for the Grand River Avenue's households.

5 Mile Ring	10 Min. Drivetime	Grand River Ave. Retail Trade Area
225,000 Population	155,000 Population	120,000 Population
100,000 Households	70,000 Households	50,000 Households
\$105,000 Ave. HH Income	\$95,000 Ave. HH Income	\$95,000 Ave. HH Incomes
11,000 Businesses	7,000 Businesses	5,000 Businesses
150,000 Workers	80,000 Workers	45,000 Workers

Farmington Hills Demographics

There are approximately 84,000 people and 36,000 households living in the City of Farmington Hills. City residents have \$153,000 average household incomes, 65% earn over \$75,000 and 20% earn over \$100,000. Farmington's median household incomes are \$115,000, twice the State and 30% higher than Oakland County.

Over 60% of the city's residents have a four-year college degree compared to the 30% within the state. The City's Spring 2025 unemployment rate of 3.1% was below Oakland County's 3.7%.

2024 Demographics	5-Minute Drivetime	10-Minute Drivetime	5 Mile Ring	Grand River Ave. Retail Trade Area	City of Farmington Hills
Population 2024	26,000 pop.	155,000 pop.	225,000 pop.	120,000 pop.	83,000 pop.
Households 2024	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes 2024	\$77,000	\$70,000	\$77,000 HH	\$70,000	\$115,000
Average HH Incomes 2024	\$105,000	\$95,000	\$105,000 HH	\$95,000	\$153,000
Per Capita Income 2024	\$46,000	\$47,000	\$46,000	\$45,000	\$67,000
Median Age 2023	43.3	42.2	42.5	41.5	42.0
HH Incomes \$100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Number of Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	5,000 Bus.	4,700 Bus.
Total Workers	15,000 Workers	80,000 Workers	150,000 Workers	45,000 Workers	60,000 Workers

Figure 3: Grand River Avenue drivetime and trade area demographics. 225,000 population and 100,000 households are located within a 5-mile radius of the Grand River corridor.

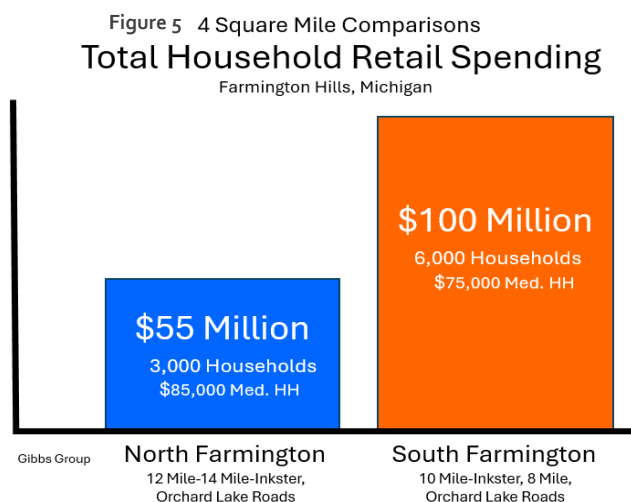
Neighborhood Retail Spending Comparisons



Figure 4: Left, View looking south: 14 Mile – Halstead; Right View looking west across Shiawassee Street – Inkster Road.

As a part of this research, GPG has compared Farmington Hills south and north neighborhood's retail spending patterns. On average, household incomes north of 12 Mile Road are 30% to 90% higher than incomes in the Grand River corridor area. Median household incomes in the Halstead – 13 Mile Roads are \$160,000 compared to \$90,000 near Grand River Avenue and Middlebelt Roads. Household incomes close to 9 Mile and Farmington Roads are \$65,000. This study's defined trade area's median household incomes are \$78,000.

However, on average, the Grand River Avenue area has double the population than those north of 12 Mile Road. The 13 Mile – Halstead area averages 1,100 homes per square mile, compared to 2,000 households per square mile near Grand River and Middlebelt Road.



The lower density per square mile reflects the larger house lot sizes and stricter zoning and environmental policies implemented during the 1960's. The higher south area's household densities offsets their lower incomes, generating up to double the total retail spending per square mile.

Neighborhood Retail Spending Comparisons

A test model comparing 4 square miles north of 12 Mile to 4 square miles south of 12 Mile area's residents retail spending illustrates the south area's households spent \$100 million in retail compared to \$55 million in total retail spending in the north area's residents. See Appendix B for additional retail spending comparison models.

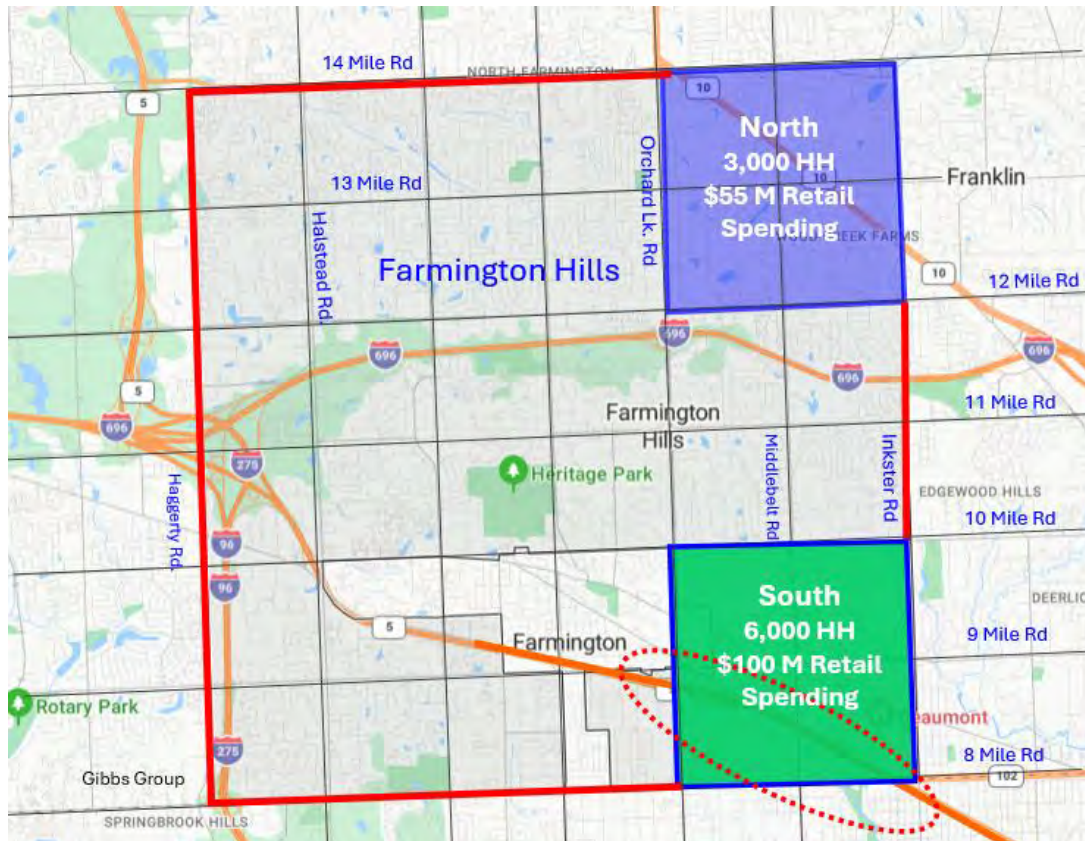


Figure 6: Map of north and south 4 square mile household retail spending and density comparisons

Farmington Hills Employment Overview

Farmington Hills has a 2024 commercial base of 46,000 workers. When one considers other factors such as the City's high education and income levels, the amenities and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County. Over 75% of Farmington Hills' working age adults are employed in office, sit-down professions. Approximately 60% of Farmington's adults have earned a bachelor's degree or higher.

A few of the top employers in Farmington Hills include Corewell Health, Mercedes- Benz Financial Services, Japanese Solderless Terminals, Robert Bosch (Bosch Group) and Nissan Technical Center of North America. In January 2025, Bosch announced a \$14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

Farmington Hills Employment Overview



Figure 7: 80,000 workers are within a 10-minute drive of Grand River. On average, workers spend \$120 weekly on retail.

Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that it will capture some of the job growth through the addition of medical and healthcare-related jobs. Daytime employment plays a large role in supporting retail businesses. On average, U.S. office - sit-down workers spend \$120 weekly shopping and dining. Adjusting for part-time employment, each worker spends \$3,500 per year on retail goods, groceries and restaurants. Restaurant spending accounts for the balance at \$60 per week.

Non-office - stand-up workers are estimated to have slightly less disposable income, to have multiple work locations, and typically are on the road more during their workweek. Discount merchandise, grocery, quick service restaurant and convenience items make up the majority of the stand-up worker's dollars, at \$100 per week retail spending.

There are 15,000 workers and 1,500 businesses located within a convenient 5-minute drive to the East Grand River study area. Within a 10-minute drive to Grand River there are 80,000 workers and 7,000 businesses. The Avenue's overall retail market trade area has approximately 45,000 workers and 5,000 businesses.

Worker Retail Market Demand

The 15,000 workers located within a 5-minute drive of Grand River Avenue are projected to spend \$50 million yearly on retail, food and beverage (15,000 workers x \$3,500 retail spending each = \$50 M). Most of the workers' retail spending will occur while commuting to and from their job or during lunch break. As such, only a small fraction of the overall employee spending can realistically be captured by stores and restaurants along Grand River.

This study estimates the East Grand River corridor has an untapped market potential to capture \$5 million of the \$50 million total worker spending occurring elsewhere. Assuming \$250 sf/yr average store sales per year, the \$5 million of captured worker spending equates to 20,000 sf and 10 stores. However, the corridor is presently lacking many quick casual restaurants and branded retail stores preferred by time sensitive workers

Worker Retail Market Demand

Retail Category	Weekly Worker Retail Spending	Annual Worker Spending (30 weeks Ave.)	Workers 5- Min. Drive to Grand River		
			Total Workers	Total yr Spending	Supportable Store Size
Restaurants	\$30 / week	\$900 yr.	15,000	\$12 M	5,000 sf
Retail Goods	\$40 / week	\$1,100 yr.	15,000	\$16 M	4,000 sf
Groceries	\$50 / week	\$1,500 yr.	15,000	\$22 M	10,000 sf
Totals	\$120 / week	\$3,500 yr.	16,000	\$50 M	20,000 sf

Figure 8: 15,000 workers are located within a 5-minute drive of East Grand River Avenue.

Retail Market Demand

This study concludes the Grand River Avenue corridor will support up to 90,000 sf of new retail and restaurant stores totaling 20 new or expanded businesses by 2028. Much of the new retail demand may not be realized given the Avenue's current constraints. A small free-standing bookstore, bakery or café would require extraordinary goods and services to compete with larger brand stores located in nearby shopping centers.

However, the smaller supportable stores, books, shoes, and toys merchandise could be absorbed by expanded departments within larger stores.

A walkable, mixed-use village could induce untapped market demand and broaden the Grand River's need for new shops and restaurants. Cafes, specialty shops, housing, and offices located within a village will expand Grand River Avenue's retail area and demand. A commercial village could range from a 1-acre cluster of 5 shops to a 10-acre center with 25 or more businesses. The West River shopping center's 6-acre parking, the Corwell Health medical center's properties and other areas near Grand River Avenue may be able to accommodate such a mixed-use center.

The projected retail and restaurant 2028 demand and sales:

10,000 sf Apparel: 3 to 6 Children's, men's, women's clothing focused on athletic, casual, business casual, and medical clothing and accessories. Stores should offer value to moderately priced, branded merchandise. 2028 Projected new apparel store sales:

\$2,500,000 / year

\$250 sf/year average store sales

1,500 sf Book Store: A small book or music store offering extended hours, knowledgeable staff, community activities and current reading and/or music materials. The store should also be known as one of the area's leading destinations for a select few categories such as biographies, children's, cooking, history, and/or magazines. The store should also host community events.

\$500,000 / year

\$330 sf/year average store sales

Retail Market Demand



Figure 9: The East Grand River Avenue area has a market demand for 75,000 sf of retail and 15,000 sf of restaurants.

5,000 sf Discount Store: 1 to 2 specialty discount stores specializing in select retail categories such as clothing, foods, home goods, footwear, tools, toys, or wines. 2028 Projected new store sales:

\$1,250,000 / year

\$250 sf/yr average store sales

2,000 sf Electronics, Appliances: A national brand cellular provider and small specialty electronics store. 2028 Projected new electronic store sales:

\$1,200,000 / year

\$600 sf/year store average sales

2,000 sf Garden Nursery: A garden center offering flowers, plants, holiday decorations, trees, tools, and garden supplies.

\$1,000,000 / year

\$500 sf/ yr average store sales

30,000 sf Groceries: A specialty food market offering fresh baked goods, fish, meats, produce, organics, prepared foods, beers, wines, and flowers. The grocery should specialize in a food or beverage category with knowledgeable staff. 2028 Projected store sales:

\$8,500,000 / year

\$280 sf/year store average sales

5,000 sf Home Furnishing Stores: 1 to 2 small to medium sized furniture stores selling art, lamps, furniture and textiles, focusing on new or renovated housing in the greater Farmington region. 2028 Projected new home store sales:

\$2,500,000 / year

\$500 sf/year average store sales

10,000 sf Hardware: A full-service hardware store offering electrical, garden, hardware, household items, paints, tools and other home improvement goods and services. Stores should provide extended hours and knowledgeable staff. 2028 Projected new store sales:

\$3,000,000 / year

\$300 sf/year average store sales

Retail Market Demand



Figure 10: The East Grand River Avenue area has a market demand for a pub, 2 full-service and 3 quick casual restaurants.

2,500 sf Shoes, Footwear, Handbags: 1–2 service-oriented, moderately priced footwear stores specializing in athletic, children’s, women’s, or men’s shoes, and/or leather accessories. 2028 projected sales:

\$1,000,000/year

\$400 sf/yr average store sales

2,000 sf Toys-Hobbies: A small toy and hobby offering educational games, toys, arts, models and crafts. 2028 Projected new store sales:

\$500,000 / year

\$250 sf/year average store sales

5,000 sf General Retail Stores: 3 to 5 stores offering a wide range of merchandise: clothing, electronics, foods, footwear, household goods, Kitchen, health & beauty, home decorations, soft goods. 2028 Projected Sales:

\$1,400,000 /year projected sales

\$280 sf/yr average store sales

Retail Market Demand

2,000 sf Breweries & Pubs: A small micro-brewery or pubs specializing in themed or hand-crafted beers, spirits, wines and other beverages. The pub should provide sit-down dining and live music complementing its brand. 2028 Projected sales:

\$1,000,000 / year

\$500 sf/year average store sales

5,000 sf Full-Service Restaurants: 3 to 5 local and regional sit-down restaurants offering attentive service, and well-designed interiors highlighting themed food category, such as breakfast, bistro, deli, family, pizza, seafood and steak. Small, with 40 to 50 seats, regional or branded restaurants are recommended. 2028 Projected sales:

\$1,750,000 / year

\$350 sf/year

Retail Market Demand

6,000 sf Quick-Casual Restaurants: 4 to 6 moderately priced quick-casual restaurants offering counter and self-service breakfast, lunch, and/or dinner meals. Restaurants should focus on select categories such as bagels, burgers, chicken, sandwiches, tacos, pizza and sandwiches. Drive-through windows, home delivery and curbside pick-up should be accommodated. 2028 projected sales:

\$1,800,000/year

\$300 sf/yr average store sales

2,000 sf Specialty Foods Service: 1 to 2 small specialty maker shops offering handcrafted coffee, baked goods, ice cream, desserts, and ready-to-eat fine foods and snacks. Some of these food categories could also be located as a department inside a small grocery instead of individual stores. Stores should provide inside seating. 2028 projected sales:

\$500,000 / year total sales

\$250 sf/yr average store sales



Figure 11: The East Grand River Avenue area has a demand for a home furnishings and hardware store

Other Retail Demand

Statistically, some retailers located within the Grand River corridor are capturing significantly higher store sales than was spent by nearby residents. This indicates that the businesses are drawing customers from outside of the Avenues' market area and exceeding local demand. This market advantage affords the area's residents access to greater amounts of goods and services. The high store sales may also represent a potential oversupply of the businesses category in the Grand River Avenue area.

The 2024 high sales stores include convenience stores, department store goods, liquor, men's clothing, pet supplies, pharmacies, specialty foods-fish, produce, tire stores, tobacco stores and used car dealers.

Retail Market Demand

Figure 12

2028 Projected Grand River Avenue Demand for New Businesses

<i>Retail Category</i>	<i>2025 Total Retail Spending-Demand</i>	<i>2025 New Store Sales / Yr.</i>	<i>New Store Sales/ SF/YR</i>	<i>New Supportable Store Size</i>	<i>No. New Businesses</i>
Retailers					
Apparel: Children, Men, Women	\$77,000,000	\$2,500,000	\$250	10,000 sf	3
Book Store	\$7,000,000	\$500,000	\$330	1,500 sf	1
General Merchandise Stores	\$50,000,000	\$1,400,000	\$280	5,000 sf	2
Electronics, Phones, Appliances	\$26,000,000	\$1,200,000	\$600	2,000 sf	1
Garden, Nursey	\$20,000,000	\$1,000,000	\$500	2,000 sf	1
Groceries & Specialty Foods	\$290,000,000	\$8,500,000	\$280	30,000 sf	1
Hardware & Housewares	\$37,000,000	\$3,000,000	\$300	10,000 sf	1
Home Furnishings, Textiles, Art	\$15,000,000	\$2,500,000	\$500	5,000 sf	1
Toys, Crafts, Games	\$10,000,000	\$500,000	\$250	2,000 sf	1
Shoes, Footwear, Leather	\$15,000,000	\$1,000,000	\$400	2,500 sf	1
Discount Stores	\$300,000,000	\$1,300,000	\$250	5,000 sf	1
Retailer Totals	\$850,000,000	\$23,000,000	\$340	75,000 sf	14 Stores
Restaurants					
Breweries & Pubs	\$20,000,000	\$1,000,000	\$500	2,000 sf	1
Full-Service Restaurants	\$160,000,000	\$1,700,000	\$350	5,000 sf	2
Quick Casual Restaurants	\$135,000,000	\$1,800,000	\$300	6,000 sf	3
Bakery, Coffee, Deli, Ice Cream	\$25,000,000	\$500,000	\$250	2,000 sf	1
Restaurant Totals	\$340,000,000	\$5,000,000	\$350	15,000 sf	6 F & B
Retailer & Restaurant Totals	\$1,200,000,000	\$28,000,000	\$345	90,000 sf	20 Stores

- (1) The 20 new businesses demand could be deployed with new stores utilizing industry best practices and where grouped within planned commercial clusters. The new demand could also be absorbed by expanded departments within existing stores. Some stand- alone stores may not be supportable along the existing Grand River Avenue corridor.

Alternative Retail Demand Views

As part of this analysis, GPG retained independent retail real estate specialists to peer review its Grand River demand projections. Some of the advisors sharply disagreed with GPG's estimate market demand for 20 new stores and restaurants. One retail broker concluded that only 1 to 3 small stores and restaurants would likely deploy new stores along the Avenue.

The projections also reflect a lack of understanding of densely populated, underserved, aged, moderate income markets. The new West River shopping center's Starbucks demonstrates a pent-up demand for upscale businesses that counter the conventional shopping center norms. Grand River are stakeholders, shopping center management, workers and residents have expressed views of a strong demand for new retail stores and restaurants in the Grand River Avenue district.

Farmington Retail Real Estate Market Overview

As of Q3 2025, the vacancy rate in the Farmington defined retail trade retail submarket stands at 12.7%. Over the past year, this rate has increased by 1.2%, driven by no new space delivered and a net absorption of -64,000 square feet.

This current vacancy rate is above both the five-year average of 9.6% and the ten-year average of 8.0%. Breaking down vacancy by retail type, neighborhood centers have a vacancy rate of 15.4%, power centers at 21.1%, strip centers at 10.2%, and general retail at 10.5%.

No new retail construction is underway as of Q3 2025, in contrast to the submarket's 10-year average of 2,000 square feet of space under construction. The total inventory in the Farmington/Farm Hills retail submarket is about 5.3 million square feet.

Market rents in the area are averaging \$18.50 per square foot. Rents have risen by 1.6% year-over-year, outperforming the wider Detroit market's 0.9% increase. This 1.6% annual rent growth is below the submarket's five-year average of 2.5% and ten-year average of 2.9%.

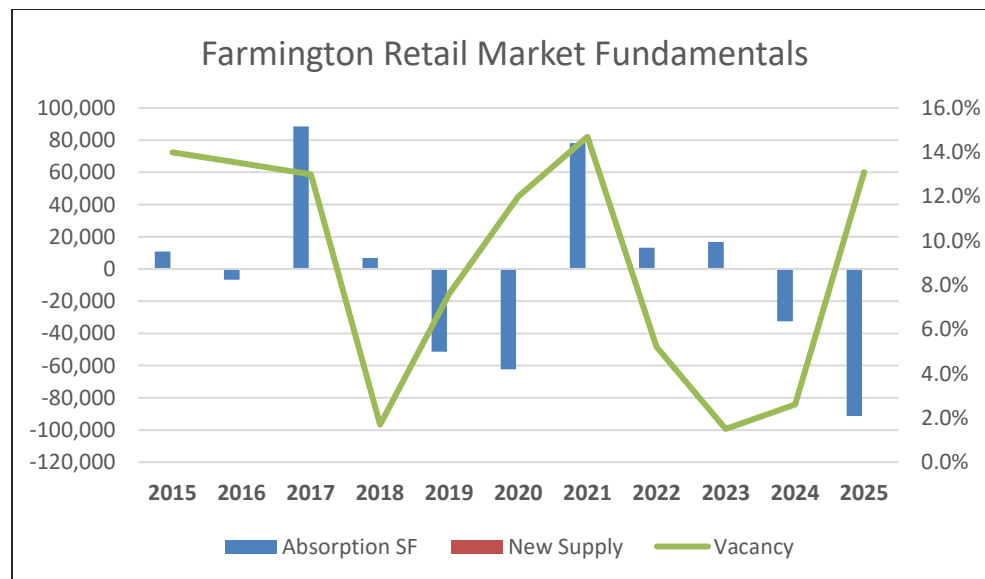


Figure 13: Farmington Retail Real Market absorption, supply and vacancy rates. Source CoStar

In the past year, 18 retail properties in the Farmington/Farm Hills area were sold, resulting in a turnover of 120,000 square feet of inventory. The total retail sales volume for the region amounted to \$6.6 million during this period. Over the past five years, the average annual sales volume has been \$15.5 million, and over the past decade, it has averaged \$17.4 million

Farmington Retail Real Estate Market Overview

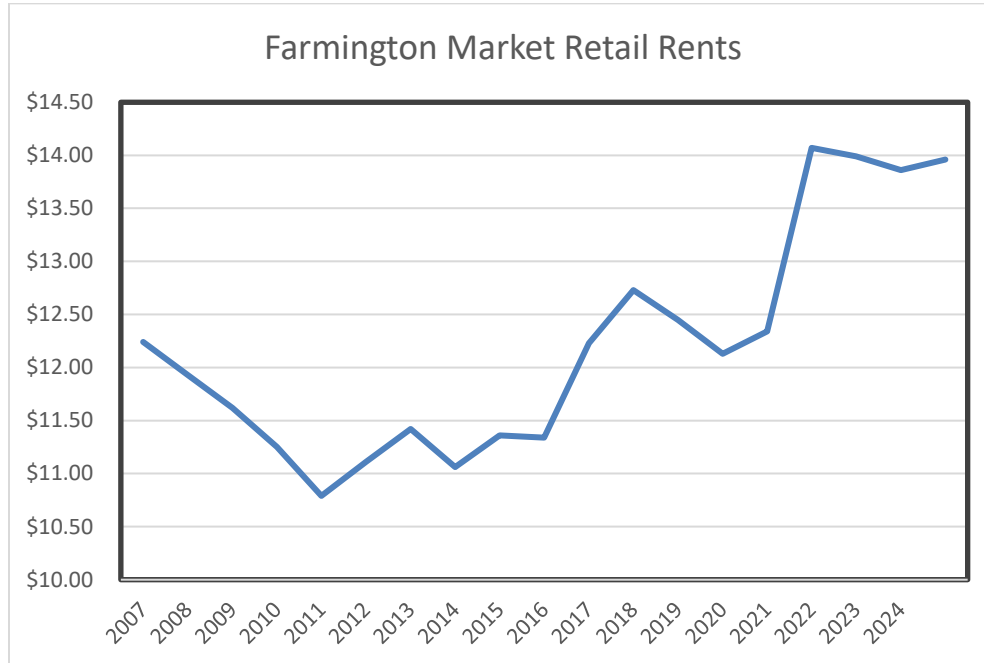


Figure 14: Farmington Market Retail Rent Trends

Retail pricing in Farmington/Farm Hills is estimated at \$141 per square foot, which is higher than the regional average of \$131 per square foot. Pricing varies by retail type, with neighborhood centers at \$128/SF, power centers at \$130/SF, strip centers at \$160/SF, and general retail properties at \$148/SF. The current market capitalization (cap) rate for retail properties in the area is 7.9%, slightly below the overall market average of 8.2%.

Regional Stakeholders

Corewell Health

The Corewell Health Medical Center is a 330-bed teaching facility with Level II trauma status and a new birthing center. The medical center represents a major driver for commercial and residential development in the East Grand River area.

Corewell Health employs 1,400 total staff members and includes a 30-acre medical campus-with 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corewell Health provided 57,000 patient days and 10,800 total discharges in 2024.

Healthcare is the corridor's largest business sector with 110 total businesses employing 5,500 full and part-time workers, representing 75% of Grand River's employment. Retail trade and restaurants are the area's second largest business categories with 100 establishments employing 1,500, 20% of Grand River's labor force.

Corewell Health

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical eco-system, spurring both new construction and renovations for physician groups and related services.

Like other major medical campuses across the country, Corewell Health's presence often inspires a cluster of complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry's needs. As Corewell Health continues to grow, the area's residential and commercial market's potential could exceed current projections by attracting additional businesses and investment.



Figure 15: Corwell Health Farmington center – left; Downtown Farmington-center, West River Shopping Center right.

Oakland Community College

Located 2 miles north of Grand River Avenue, OCC Orchard Ridge campus is one of 5 campuses. OCC is the largest community college in Michigan, with the state's third-largest undergraduate enrollment. Total student enrollment at the college 15,000, with just over 7,000 enrolled at the Orchard Ridge.

Farmington Area Shopping Areas

As part of GPG's evaluation, other shopping centers and districts near the Grand River district were identified, visited and studied to assess their strengths and challenges. In addition to on-site assessment, GPG used information from the CoStar, ESRI, Placer and discussions with shopping center professionals.

Downtown Farmington

Located at the west edge of the Grand River district, downtown Farmington is known for its charming historic small town feel with elegant Victorian-style homes. The historic district been selected as one of the 8 finalists for the 2025 *Great American Main Street Award*. Downtown Farmington is continuing to develop new streetscape projects, a public space program as well as new businesses and housing clusters. There are 10,000 people living within the city with a median income of \$75,500 and a median housing value of \$175,000.

Downtown Farmington

The downtown area has approximately 400,000 square feet of retail and restaurant space made up of a balance of local, regional and national store brands. Downtown Farmington restaurants include Basement Burger, Bob's Big Boy, Cold Stone Creamery, Cottage Inn Pizza, John Crowley Irish Pub, Los Tres Amigos, Ram's Horn, Spruce & Ash, and Starbucks.

Downtown retailers comprise Ace Hardware, CVS Drugs, Fresh Thyme Market, Pandora and TJ Maxx. The Grand River district is ringed by only a few major shopping centers. Downtown Farmington, immediately adjacent to the district, serves one of the primary shopping destinations for the area.



Figure 16: Farmington, Southfield, Livonia area major retailers

West River Shopping Center:

Seated in the middle of East Grand River Avenue, the West River shopping center is one of the area's largest retail destinations. Grand River retail. The 300,000 sf center includes Big Lots, Dunham's sporting goods, Edge Fitness, Office Max, Target, 5 Below and the Riviera Cinema. A new Starbucks is under construction along the southeast corner of the property.

Nearly half of West River's 30-acre property is an underutilized surface parking lot. The parking area's 1,800 car spaces are nearly double that of existing industry standards. This 14-acre parking lot represents an opportunity for a new mixed-use village center. A walkable center could include multiple-family dwellings, offices and several restaurants and shops clustered around a small square to complement the shopping center's existing stores.

Twelve Oaks Mall:

Located 4 miles northwest of Grand River, Twelve Oaks is one of the premier shopping destinations for Southeast Michigan. The 1.5 million sf upscale mall is anchored by Nordstrom, Macy's and JC Penney's. The 180 stores include Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and the Cheesecake Factory. The Twelve Oaks Mall is surrounded by an additional 2 million square feet of local and community shopping centers.

Laurel Park Place:

Located in the City of Livonia 4-miles southwest of the Grand River district, the Laurel Park Place mall consists of approximately 30 stores and 500,000 sf of retail space. Laurel Park Place is anchored by the luxury Von Maur department store, and the Detroit Marriott Livonia hotel, Dunham's Sports and the Phoenix Theater. The Laurel Park area is also home to both Madonna University and Schoolcraft Community College.

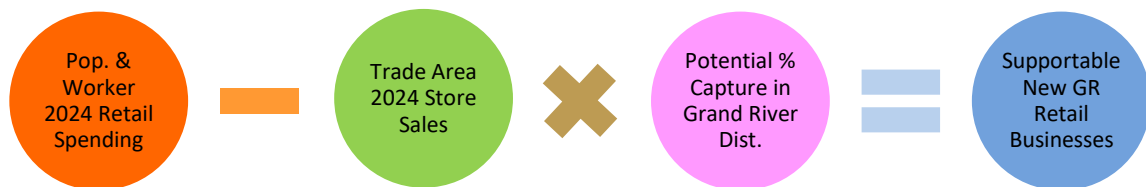


Figure 17: Retail Market Research Process – Market Spending – Market Sales x % Capture = Supportable New Retail

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of new retail and restaurant development in the study area. Local and regional demographic and economic factors likely to affect the current and future retail market are collected, including specific competitive supply conditions such as occupancy, rents, sale prices, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, area developers and builders, the Chamber of Commerce and other stakeholders.

Market Analysis Assumptions

After describing the existing housing market, a variety of sources are used to develop reasonable projections for population and household growth within the study area. These forecasts are analyzed alongside household income, housing preferences, and regional real estate trends to estimate demand for new retail categories, sizes, and price point (including any unmet or pent-up demand). Informed by historical absorption patterns, demographic trends, and local development intelligence, this study estimates the types and sizes of new or expanded stores and restaurants that can be reasonably supported in the East Grand River Avenue area by 2028.

Market Analysis Assumptions

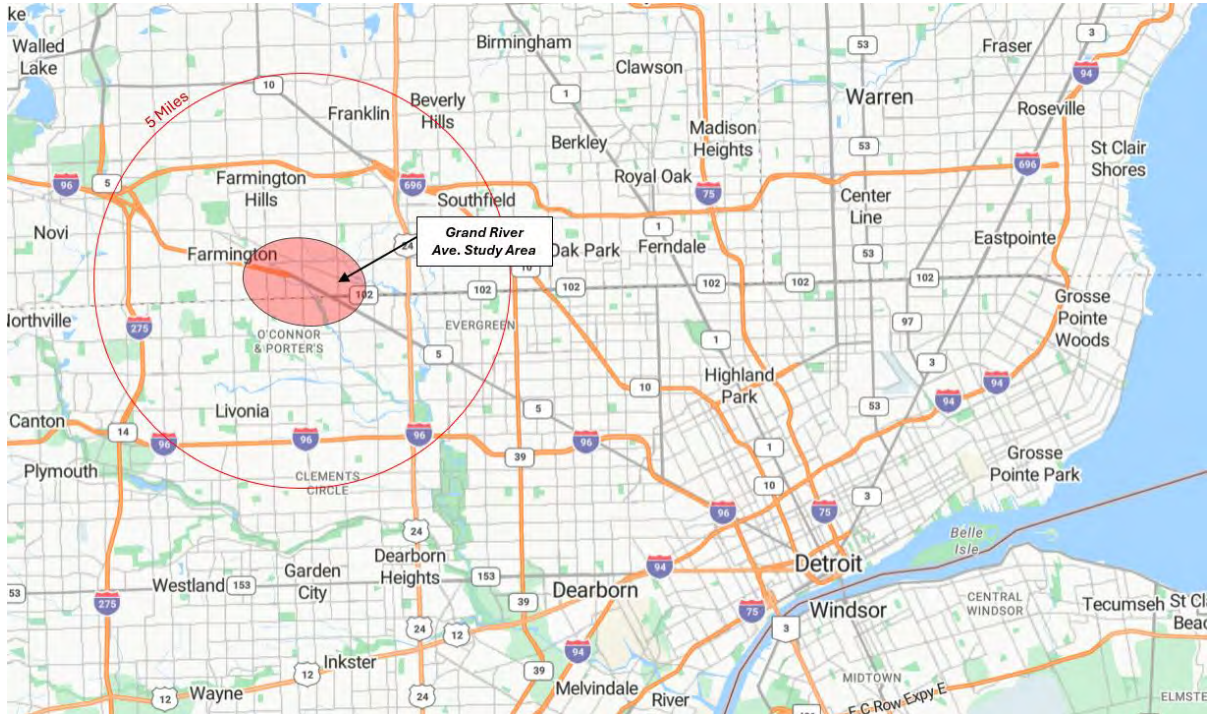


Figure 18: Retail The East Grand River Avenue corridor is located 15 northwest of downtown Detroit.

In this study several assumptions were used as a foundation to guide our research, analysis and projections.

These assumptions included:

- All amounts in this study are in 2025 dollars unless noted otherwise.
- No new shopping centers, or major retailer stores are proposed or built within the defined East Grand River Avenue market trade area.
- A normal economy without economic shocks, and population growth, inflation, interest rates and building costs remaining stable.
- The market demand put forth in this study is based on current conditions. However, market demand will be significantly higher if a new town center were developed somewhere along Grand River Avenue.
- A new urban type of town center should create demand that is two-times large as demand projected based on existing conditions.

Data sources used in this retail market analysis include publicly available governmental and regional sources such as the U.S. Census Bureau, SEMCOG (Southeast Michigan Council of Governments) and other resources. Additional data was obtained from subscription-based providers including ESRI, CoStar, and CoreLogic/Realcomp. These sources provided key insights into demographic trends, commercial characteristics, and real estate market trends

Limits of Study



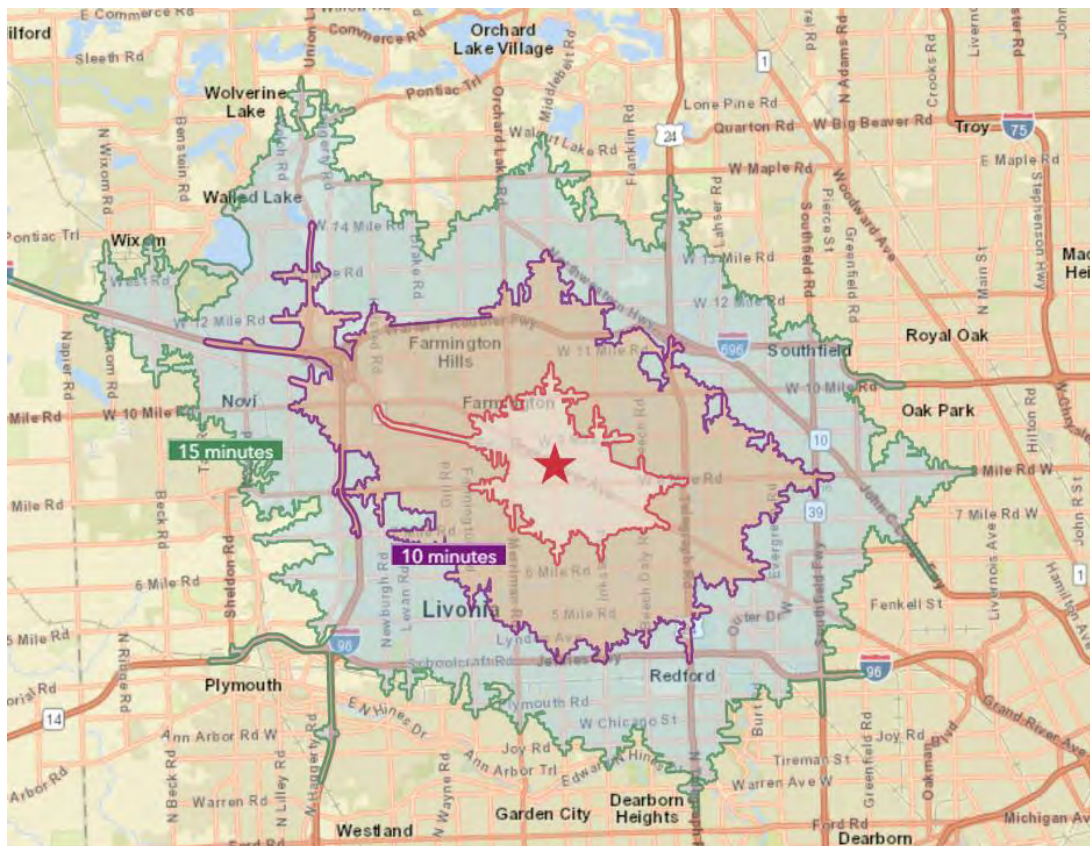
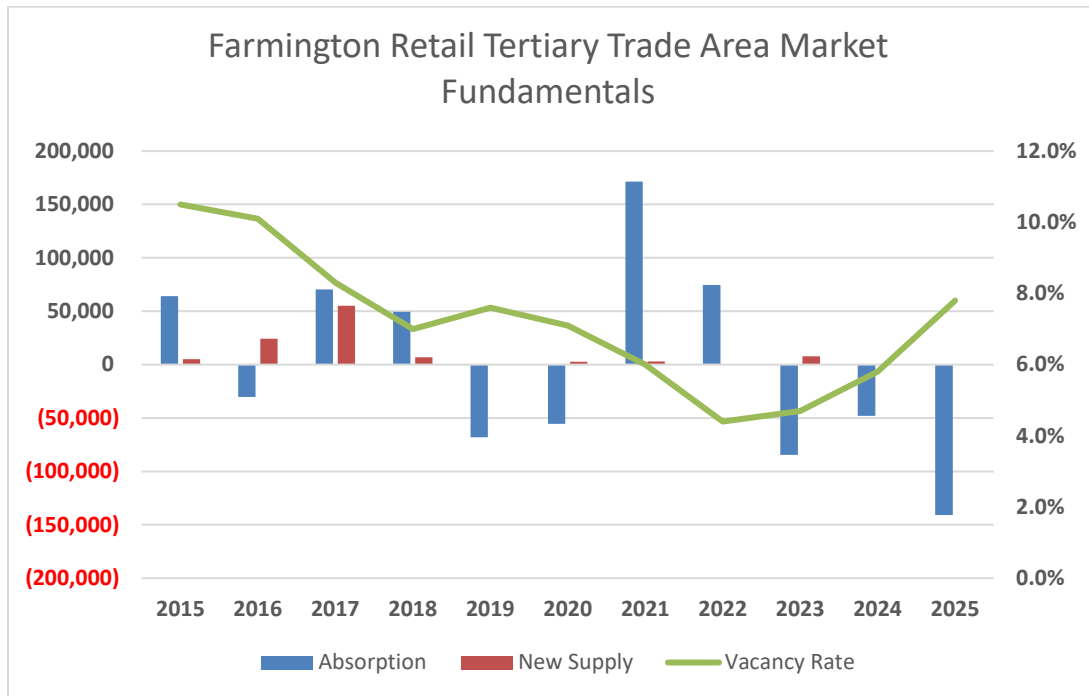
Figure 19: East Grand River study area is bounded by Orchard Lake Road, 9 Mile Road, Inkster Road and 8 Mile Road.

This study is designed as objective third-party research and GPG does not recommend that any or all the supportable commercial be developed in the Grand River Avenue study area. This report is based on information that was current as of May 2025, 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 guaranteed.

Actual results achieved during the period covered by our prospective market analysis may vary from those described in our report, and the variations may be material. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

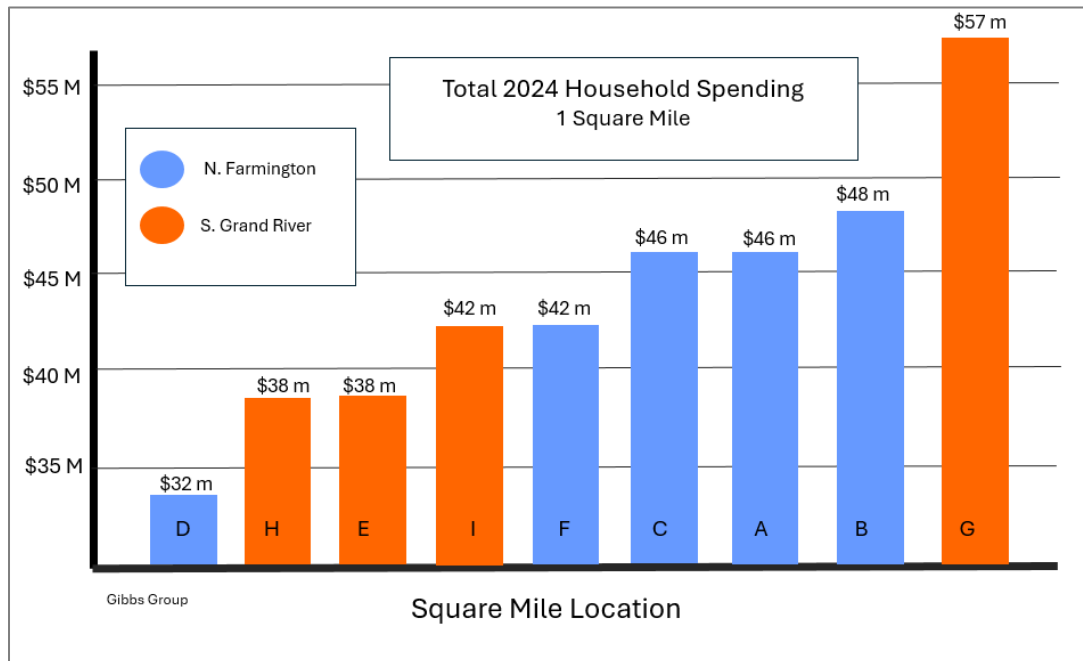
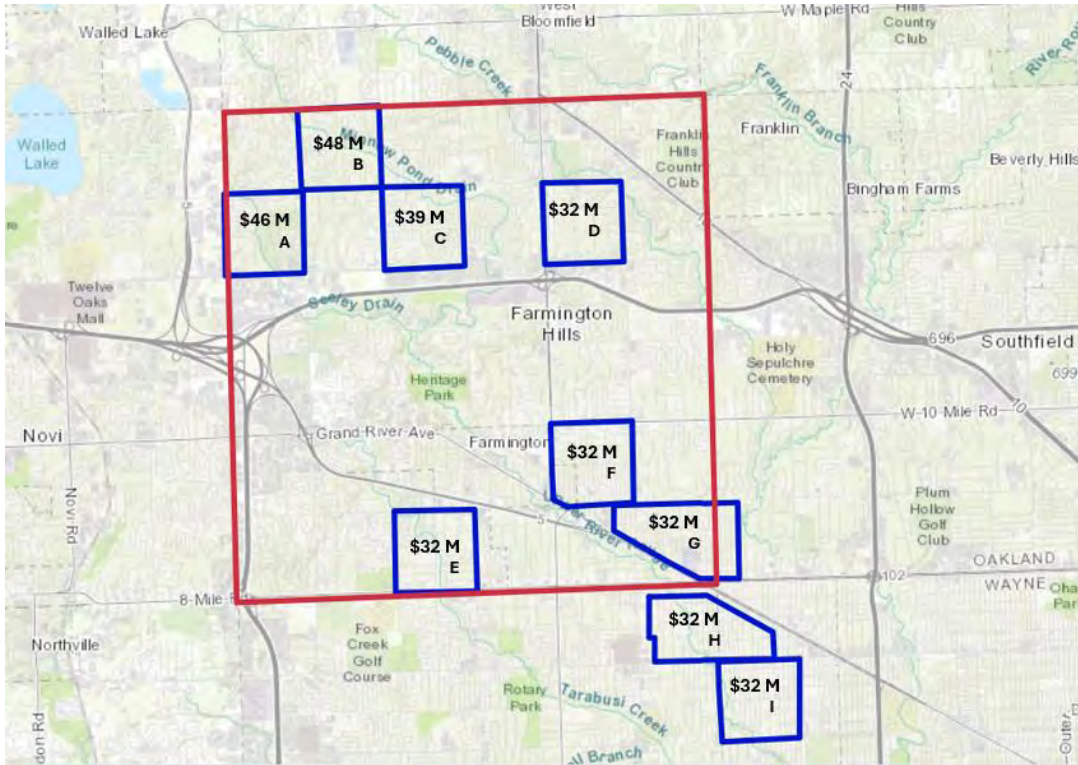
End of Study

Appendix A



Appendix B

Total Retail Spending by square mile locaiton

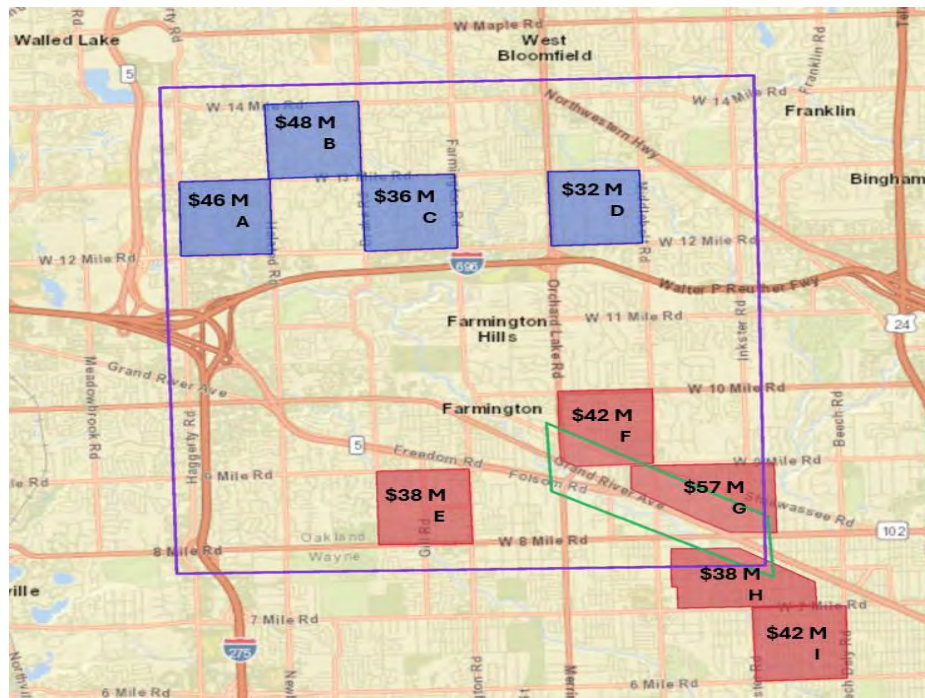


Total household retail Spending by square mile location

Appendix C

Demographics Characteristics and Total Retail Spending by Square Mile Location

	<i>Location – 1 Square Mile</i>	<i>Population</i>	<i>House Holds</i>	<i>Med HH Income</i>	<i>Med Home Value</i>	<i>Total Retail Spending</i>
A	Halstead – 12 Mile -NW Copper Creek	2,600	1,100	\$175,000	\$430,000	\$46M
B	Halstead – 14 Mile SE	2,700	1,100	-\$160,000	\$450,000	\$48M
C	Drake – 13 Mile SE	3,300	1,300	\$130,000	\$300,000	\$46M
D	12 Mile / Orchard Lk. Rd	2,400	1,300	\$70,000	\$305,000	\$32M
E	9 Mile-Farmington Rd - SW	1,700	3,400	\$68,000	\$300,000	\$38M
F	Orchard Lk – 10 Mile Rd SE	4,300	1,900	\$90,000	\$215,000	\$42 M
G	N. Grand River – Corwell H	4,600	2,000	\$90,000	\$200,000	\$57M
H	8 Mile-Grand River -SW Botsford Park	4,700	2,000	\$68,000	\$170,000	\$38M
I	Inkster – 7 Mile Rd SE	5,100	2,100	\$88,000	\$135,000	\$43M
---	D'town Farmington Sq. Mile	95,000	42,000	\$110,000	\$335,000	\$1.3 B
---	Total Retail Trade Area	145,000	62,000	\$78,000	\$235,000	\$1.5 B



Appendix D



Grand River Avenue looking southeast from Middlebelt Road. Right: The Farmington Hills Fire Station # 3 and Jon Grand Community Center.




Grand River Avenue looking south toward 8 Mile Road.



Grand River Ave. looking northwest toward Middlebelt Road.

Appendix E



LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.


OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

17% E. Grand River Ave. Trade Area



TAPESTRY SEGMENTATION
enr.com/tapestry

Note: This model represents the ratio of this segment rate to the US rate, multiplied by 100. Consumer preferences are as measured from data by GMI Services.



LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

16 % E. Grand River Trade Area



TAPESTRY SEGMENTATION
enr.com/tapestry

Note: This model represents the ratio of this segment rate to the US rate, multiplied by 100. Consumer preferences are as measured from data by GMI Services.

Appendix E





LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable; little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

OUR NEIGHBORHOOD

- *Family Foundations* residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.

10% E. Grand River Ave. Trade Area



Note: The figures represent the size of the segment relative to the U.S. population aged 18 and over. Consumer preferences are constructed from data by MFS Systems.

Retail Market Power® 2025 | Retail Stores Opportunity Gap (2)

Trade Area: Farmington Grand River

Benchmark: USA

Farmington Grand River			
	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	109,646,555	58,089,770	51,556,785
Clothing stores (NAICS 4481)	77,599,087	26,754,107	50,844,980
Men's clothing stores (NAICS 44811)	3,390,218	4,661,576	-1,271,358
Women's clothing stores (NAICS 44812)	12,150,273	7,199,066	4,951,207
Children's and infants' clothing stores (NAICS 44813)	2,703,010	1,254,946	1,448,064
Family clothing stores (NAICS 44814)	48,053,296	7,091,115	40,962,181
Clothing accessories stores (NAICS 44815)	4,609,646	2,586,252	2,023,394
Other clothing stores (NAICS 44819)	6,692,645	3,961,152	2,731,493
Shoe stores (NAICS 4482)	12,975,410	13,283,739	-308,329
Jewelry, luggage, and leather goods stores (NAICS 4483)	19,072,058	18,051,923	1,020,134
Jewelry stores (NAICS 44831)	10,779,723	8,062,107	2,717,615
Luggage and leather goods stores (NAICS 44832)	8,292,335	9,989,816	-1,697,481
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	35,945,611	21,786,962	14,158,649
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	31,401,942	20,245,535	11,156,407
Sporting goods stores (NAICS 45111)	21,722,535	15,613,719	6,108,816
Hobby, toy, and game stores (NAICS 45112)	7,422,262	3,427,354	3,994,908
Sewing, needlework, and piece goods stores (NAICS 45113)	952,377	0	952,377
Musical instrument and supplies stores (NAICS 45114)	1,304,767	1,204,462	100,305
Book stores and news dealers (NAICS 4512)	4,543,668	1,541,427	3,002,242
Book stores (NAICS 451211)	4,317,025	1,541,427	2,775,599
News dealers and newsstands (NAICS 451212)	226,643	0	226,643
General Merchandise Stores			
General merchandise stores (NAICS 452)	338,953,801	167,716,151	171,237,650
Department stores (NAICS 4522)	20,225,680	31,505,712	-11,280,032
Other general merchandise stores (NAICS 4523)	318,728,121	136,210,439	182,517,682
Warehouse clubs and supercenters (NAICS 452311)	292,393,510	112,273,107	180,120,404
All other general merchandise stores (NAICS 452319)	26,334,610	23,937,332	2,397,278
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	65,675,321	48,549,997	17,125,325
Florists (NAICS 4531)	3,054,558	1,434,383	1,620,175
Office supplies, stationery, and gift stores (NAICS 4532)	9,818,952	10,991,646	-1,172,694
Office supplies and stationery stores (NAICS 45321)	2,695,106	2,213,983	481,123
Gift, novelty, and souvenir stores (NAICS 45322)	7,123,846	8,777,663	-1,653,817
Used merchandise stores (NAICS 4533)	8,931,866	3,258,499	5,673,367
Other miscellaneous store retailers (NAICS 4539)	43,869,945	32,865,468	11,004,476
Pet and pet supplies stores (NAICS 45391)	14,317,372	18,865,174	-4,547,802
Art dealers (NAICS 45392)	5,848,113	0	5,848,113
Manufactured (mobile) home dealers (NAICS 45393)	3,841,844	0	3,841,844
All other miscellaneous store retailers (NAICS 45399)	19,862,616	14,000,294	5,862,322
Tobacco stores (NAICS 453991)	7,274,712	7,439,988	-165,276
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	12,587,904	6,560,306	6,027,598
Non-store Retailers			
Non-store retailers (NAICS 454)	574,269,174	222,415,222	351,853,952
Electronic shopping and mail-order houses (NAICS 4541)	539,898,415	216,974,822	322,923,593
Vending machine operators (NAICS 4542)	3,203,612	712,289	2,491,323
Direct selling establishments (NAICS 4543)	31,167,148	4,728,111	26,439,037
Fuel dealers (NAICS 45431)	21,026,661	2,653,922	18,372,739
Other direct selling establishments (NAICS 45439)	10,140,487	2,074,189	8,066,297
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	410,786,515	298,334,885	112,451,630
Special food services (NAICS 7223)	28,175,261	29,637,520	-1,462,259
Food service contractors (NAICS 72231)	22,352,277	21,051,889	1,300,388
Caterers (NAICS 72232)	5,256,539	8,581,915	-3,325,376
Mobile food services (NAICS 72233)	566,445	3,716	562,729
Drinking places (alcoholic beverages) (NAICS 7224)	14,152,121	10,394,907	3,757,214
Restaurants and other eating places (NAICS 7225)	368,459,133	258,302,457	110,156,675
Full-service restaurants (NAICS 722511)	185,483,705	142,084,032	43,399,673
Limited-service restaurants (NAICS 722513)	155,228,592	95,746,122	59,482,470
Cafeterias, grill buffets, and buffets (NAICS 722514)	3,955,670	2,035,294	1,920,377
Snack and non-alcoholic beverage bars (NAICS 722515)	23,791,166	18,437,010	5,354,155

Retail Market Power® 2025 | Retail Stores Opportunity Gap (1)

Trade Area: Farmington Grand River

Gibbs Group Feb 2025

Farmington Grand River			
	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	3,167,648,653	1,864,865,233	1,302,783,419
Total retail trade (NAICS 44 and 45)	2,756,862,137	1,566,530,348	1,190,331,789
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	586,948,323	153,012,101	433,936,221
Automobile dealers (NAICS 4411)	496,249,588	85,467,929	410,781,659
New car dealers (NAICS 44111)	445,981,186	24,915,917	421,065,269
Used car dealers (NAICS 44112)	50,268,402	60,552,012	-10,283,610
Other motor vehicle dealers (NAICS 4412)	35,115,110	9,209,046	25,906,064
Recreational vehicle dealers (NAICS 44121)	13,392,360	7,054,427	6,337,932
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	21,722,750	2,154,619	19,568,131
Boat dealers (NAICS 441222)	7,981,645	84,461	7,897,183
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	13,741,106	2,070,158	11,670,948
Automotive parts, accessories, and tire stores (NAICS 4413)	55,583,624	58,335,126	-2,751,502
Automotive parts and accessories stores (NAICS 44131)	35,065,865	33,957,710	1,108,154
Tire dealers (NAICS 44132)	20,517,760	24,377,416	-3,859,656
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	47,900,520	25,144,888	22,755,632
Furniture stores (NAICS 4421)	25,885,871	10,539,086	15,346,785
Home furnishings stores (NAICS 4422)	22,014,649	14,605,802	7,408,847
Floor covering stores (NAICS 44221)	9,041,398	9,040,700	698
Other home furnishings stores (NAICS 44229)	12,973,251	5,565,102	7,408,149
Window treatment stores (NAICS 442291)	640,763	153,853	486,910
All other home furnishings stores (NAICS 442299)	12,332,488	5,411,249	6,921,239
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	33,842,730	25,367,010	8,475,720
Household appliance stores (NAICS 443141)	8,007,343	15,490,114	-7,482,771
Electronics stores (NAICS 443142)	25,835,387	9,876,896	15,958,491
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	183,767,959	122,678,309	61,089,650
Building material and supplies dealers (NAICS 4441)	159,171,773	114,001,882	45,169,891
Home centers (NAICS 44411)	85,283,421	0	85,283,421
Paint and wallpaper stores (NAICS 44412)	6,653,335	5,443,697	1,209,637
Hardware stores (NAICS 44413)	15,960,031	15,898,699	61,332
Other building material dealers (NAICS 44419)	51,274,986	92,659,485	-41,384,500
Lawn and garden equipment and supplies stores (NAICS 4442)	24,596,186	8,676,427	15,919,759
Outdoor power equipment stores (NAICS 44421)	4,692,071	282,589	4,409,482
Nursery, garden center, and farm supply stores (NAICS 44422)	19,904,114	8,393,837	11,510,277
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	359,363,749	300,783,287	58,580,461
Grocery stores (NAICS 4451)	322,952,225	235,070,256	87,881,969
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	307,600,906	215,892,117	91,708,790
Convenience stores (NAICS 44512)	15,351,319	19,178,139	-3,826,821
Specialty food stores (NAICS 4452)	9,902,095	17,498,516	-7,596,421
Meat markets (NAICS 44521)	2,988,810	3,530,738	-541,928
Fish and seafood markets (NAICS 44522)	1,174,297	1,482,702	-308,405
Fruit and vegetable markets (NAICS 44523)	2,059,483	10,798,610	-8,739,128
Other specialty food stores (NAICS 44529)	3,679,505	1,686,467	1,993,039
All other specialty food stores (NAICS 445299)	1,724,880	837,227	887,653
Beer, wine, and liquor stores (NAICS 4453)	26,509,429	48,214,515	-21,705,086
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	181,164,408	261,770,419	-80,606,012
Pharmacies and drug stores (NAICS 44611)	152,143,599	234,096,789	-81,953,190
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	12,672,352	8,458,069	4,214,283
Optical goods stores (NAICS 44613)	6,197,642	7,502,728	-1,305,086
Other health and personal care stores (NAICS 44619)	10,150,815	11,712,833	-1,562,018
Food (health) supplement stores (NAICS 446191)	3,567,133	2,368,506	1,198,627
All other health and personal care stores (NAICS 446199)	6,583,682	9,344,327	-2,760,645
Gasoline Stations			
Gasoline stations (NAICS 447)	239,383,988	159,216,233	80,167,755

Summary	Census 2010		Census 2020		2024		2029	
Population	79,740		83,986		83,419		82,684	
Households	33,559		35,352		35,872		36,388	
Families	21,412		22,159		21,848		21,955	
Average Household Size	2.36		2.34		2.29		2.24	
Owner Occupied Housing Units	21,324		21,933		23,036		23,908	
Renter Occupied Housing Units	12,235		13,419		12,836		12,480	
Median Age	42.1		41.6		42.0		43.3	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	-0.18%		-0.09%		0.38%			
Households	0.29%		0.27%		0.64%			
Families	0.10%		0.08%		0.56%			
Owner HHs	0.75%		0.69%		0.97%			
Median Household Income	2.04%		2.84%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			2,201	6.1%	1,820	5.0%		
\$15,000 - \$24,999			1,817	5.1%	1,367	3.8%		
\$25,000 - \$34,999			1,276	3.6%	960	2.6%		
\$35,000 - \$49,999			2,407	6.7%	2,032	5.6%		
\$50,000 - \$74,999			5,083	14.2%	4,673	12.8%		
\$75,000 - \$99,999			4,313	12.0%	4,164	11.4%		
\$100,000 - \$149,999			7,588	21.2%	8,100	22.3%		
\$150,000 - \$199,999			5,168	14.4%	6,316	17.4%		
\$200,000+			6,016	16.8%	6,953	19.1%		
Median Household Income			\$103,638		\$114,676			
Average Household Income			\$134,901		\$152,657			
Per Capita Income			\$58,029		\$67,201			
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,038	5.1%	4,443	5.3%	4,296	5.1%	4,113	5.0%
5 - 9	4,582	5.7%	4,090	4.9%	4,459	5.3%	4,120	5.0%
10 - 14	5,122	6.4%	4,102	4.9%	3,883	4.7%	4,368	5.3%
15 - 19	5,099	6.4%	4,412	5.3%	3,938	4.7%	3,781	4.6%
20 - 24	4,026	5.0%	4,685	5.6%	4,418	5.3%	3,769	4.6%
25 - 34	9,645	12.1%	13,343	15.9%	12,589	15.1%	10,744	13.0%
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Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	55,539	69.7%	50,122	59.7%	48,421	58.0%	46,098	55.8%
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Pacific Islander Alone	13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone	358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races	1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)	1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Census 2020 Summary			
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29
2024 Summary			
Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,762
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	\$68,762	\$77,642	\$77,017
Average Household Income	\$99,055	\$105,525	\$104,762
2029 Summary			
Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	\$81,167	\$91,432	\$89,397
Average Household Income	\$116,932	\$123,190	\$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

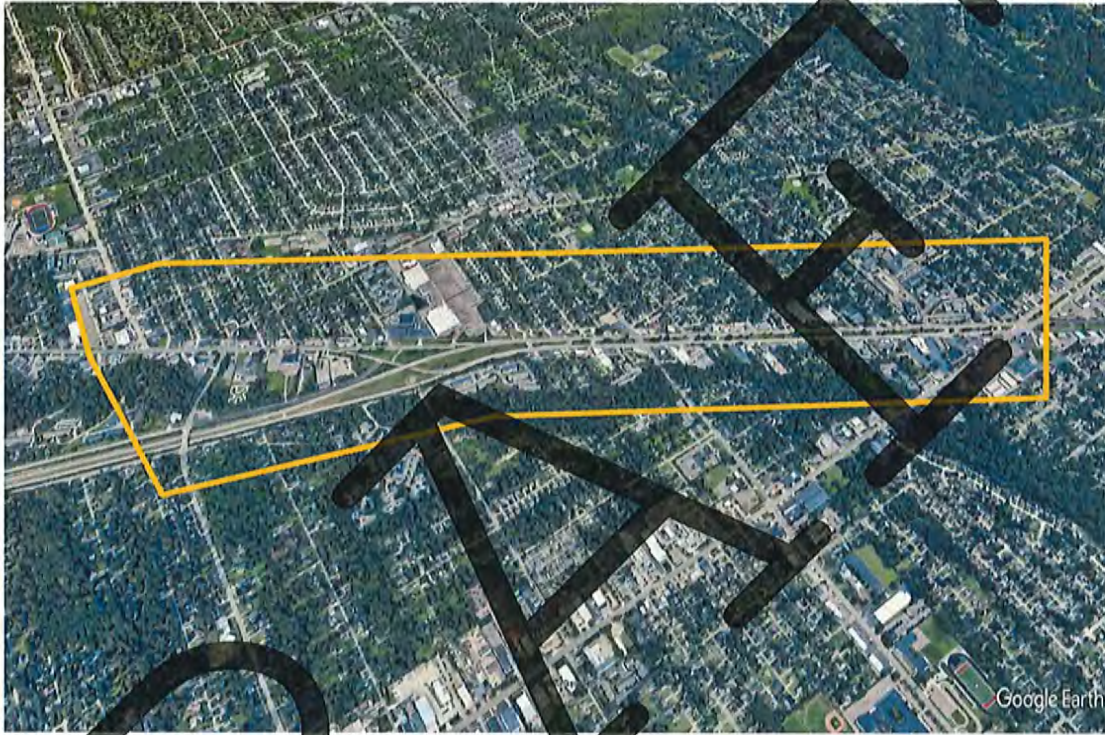
February 16, 2025

Summary	Census 2010		Census 2020		2024		2029	
Population	79,740		83,986		83,419		82,684	
Households	33,559		35,352		35,872		36,388	
Families	21,412		22,159		21,848		21,955	
Average Household Size	2.36		2.34		2.29		2.24	
Owner Occupied Housing Units	21,324		21,933		23,036		23,908	
Renter Occupied Housing Units	12,235		13,419		12,836		12,480	
Median Age	42.1		41.6		42.0		43.3	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	-0.18%		-0.09%		0.38%			
Households	0.29%		0.27%		0.64%			
Families	0.10%		0.08%		0.56%			
Owner HHs	0.75%		0.69%		0.97%			
Median Household Income	2.04%		2.84%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			2,201	6.1%	1,820	5.0%		
\$15,000 - \$24,999			1,817	5.1%	1,367	3.8%		
\$25,000 - \$34,999			1,276	3.6%	960	2.6%		
\$35,000 - \$49,999			2,407	6.7%	2,032	5.6%		
\$50,000 - \$74,999			5,083	14.2%	4,673	12.8%		
\$75,000 - \$99,999			4,313	12.0%	4,164	11.4%		
\$100,000 - \$149,999			7,588	21.2%	8,100	22.3%		
\$150,000 - \$199,999			5,168	14.4%	6,316	17.4%		
\$200,000+			6,016	16.8%	6,953	19.1%		
Median Household Income			\$103,638		\$114,676			
Average Household Income			\$134,901		\$152,657			
Per Capita Income			\$58,029		\$67,201			
Population by Age	Census 2010		Census 2020		2024		2029	
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Grand River Avenue Retail Market Analysis



Prepared For:
City of Farmington Hills, Michigan

Prepared By:
Gibbs Planning Group

Summary Memo Draft
March 3, 2025

Grand River Avenue Retail Market Analysis
Farmington Hills, Michigan
Summary Memo Draft 1.0

New Retail Demand



This study projects the Grand River Avenue corridor will support up to 175,000 sf of new retail and restaurant stores totaling 35 new or expanded businesses by 2028. The Avenue's retail market trade area residents and workers spent \$1.2 billion on retail soft goods, groceries and restaurants in 2024, excluding automotive related expenditures. The Grand River district's existing businesses only captured approximately \$70 million in its trade area's overall retail spending in 2024.

This study projects by 2028, the Grand River corridor's pent-up demand could produce an additional \$72 million in sales, totaling 175,000 sf in overall new retail space. This demand includes 140,000 sf of soft goods and groceries and 35,000 sf of restaurants.

The retail market demand could also be absorbed by expanded departments within existing stores:

25,000 sf Apparel: 4 to 6 children's, men's, women's clothing focused on athletic, casual, business casual, and resort wear. 2028 Projected new apparel store sales:

\$6,200,000 / year Total Sales
\$250 sf/year store average sales

5,000 sf Art & Home Furnishing Stores: 1 to 2 small to medium sized stores selling art, lamps, furniture, textiles, rugs focused on new or renovated housing in the greater Farmington region. 2028 Projected new home store sales:

\$1,000,000 / year total sales
\$300 sf/year store average sales

2,000 sf Books or Music: A service-oriented book or music store specializing in specific categories such as children's, design, home, non-fiction, vintage music, string instruments, etc. 2028 Projected new or expanded book store sales:

\$500,000 / year total sales
\$250 sf/year store average sales

New Retail Demand

2,000 sf Electronics, Appliances: A national brand cellular provider and small specialty electronics store.

2028 Projected new electronic store sales:

\$1,600,000 / year total sales

\$800 sf/year store average sales

40,000 sf Groceries: A specialty food market offering quality baked goods, fish, meats, produce, organics, prepared foods, beers, wines, and flowers. To better complement the area's larger supermarkets. The grocery markets should specialize in a food or beverage category. 2028 Projected new grocery store sales:

\$16,000,000 / year total sales (\$3.0 M/Week)

\$400 sf/year store average sales

2,000 sf Jewelry & Fine Gifts: 1 to 2 moderately upscale jewelry stores offering excellent customer service, designer jewelry, watches and fine gifts orientated towards the greater Farmington Hills, northwest Detroit population. 2028 Projected new jewelry store sales:

\$800,000/ year total sales

\$400 sf/year store average sales



10,000 sf Hardware: A full-service home improvement store offering electrical, garden, hardware, household goods, paints, tools, and other home improvement goods and services. 2028 Projected new store sales:

\$3,000,000 / year total sales

\$300 sf/year store average sales

3,000 sf Sporting Goods: A small sporting goods store specializing in recreational sports, water and team sports. 2028 projected new store sales:

\$1,000,000 / year total sales

\$330 sf/yr store average

2,000 sf Toys/Hobbies: A small toy and hobby offering educational games, toys, arts, models and crafts. 2028 Projected new store sales:

\$500,000 / year total sales

\$250 sf/year store average sales

New Retail Demand

30,000 sf Wholesale, Bulk & Warehouse Clubs: 2 to mid-size warehouse clubs, wholesale or bulk sale stores offering heavily discounted soft goods, home, tools and foods.

\$15,000,000 / year total sales

\$500 sf/year store average sales

3,000 sf Breweries & Pubs: 1 to 2 small brewery, bar or pubs specializing in cultural themes or hand-crafted alcoholic drinks. The pubs should offer prepared foods and live music complementing their brands. The pub or bar should be near apparel, books, home stores, and restaurants along a walkable main-street setting. 2028 Projected new pub store sales:

- 1,500,000 / year Total Sales
- \$500 sf/year store average sales

12,000 sf Full-Service Restaurants: 3 to 5 local or regional sit-down restaurants offering good service, well designed, and fixtured and each focused on American bistro and specialized food categories such as breakfast, burgers, deli, family, Italian, Mexican, pizza, steaks, etc. Most, but not all, businesses should offer beer, wine and/or spirits. Small, with 40 to 50 seats, locally owned restaurants are well suited for the Grand River area residents and workers. 2028 Projected new restaurant sales:

- \$4,500,000 / year total sales
- \$375 sf/year store average sales

10,000 sf Quick-Casual Restaurants: 4 to 5 moderately priced quick-casual restaurants offering counter, self-service lunch, and dinner meals. Venues should focus on a single category such as bagels, burgers, chicken, sandwiches, tacos, pizza, subs, etc. Drive-through windows, home delivery and curbside pick-up should be accommodated as much as possible. 2028 projected restaurant sales:

- \$3,000,000/year
- \$300 sf/yr average store sales

10,000 sf Specialty Foods Service: 5 to 6 coffee, ice cream, baked goods, etc. Stores may offer inside seating or window service only. Regional or national franchise brands with proven service, marketing and food quality should be recruited as much as possible. 2028 Projected new specialty foods store sales:

\$3,000,000 / year total sales

\$300 sf/year store average sales

10 Min. Drivetime

155,000 Population

70,000 Households

\$95,000 Ave. HH Income

7,000 Businesses

80,000 Workers

5 Mile Ring

225,000 Population

100,000 Households

\$105,000 Ave. HH Income

11,000 Businesses

150,000 Workers

Grand River Ave. Retail Trade Area

120,000 Population

50,000 Households

\$95,000 Ave. HH Incomes

5,000 Businesses

45,000 Workers

Grand River Ave. New Retail Demand

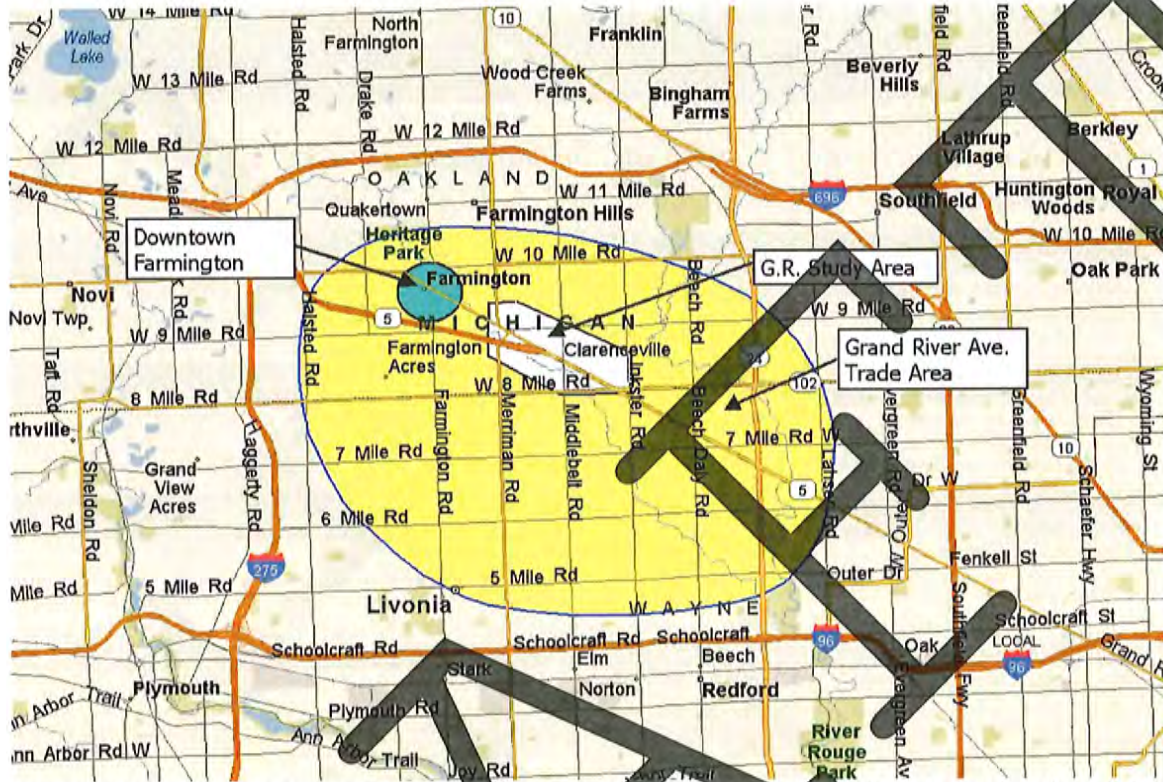
...Business Category	2024 Total Retail Spending-Demand	2028 Projected Sales / Yr.	2028 New Store Sales/ sf/yr	2028 Supportable SF	2028 No. New Businesses
Retailers					
Apparel: Children, Men, Women	\$77,000,000	\$6,200,000	\$250	25,000 sf	4
Book & Music Stores	\$7,000,000	\$600,000	\$250	2,000 sf	1
Building Materials, Tools, Paint	\$231,000,000	\$6,000,000	\$600	10,000 sf	2
Electronics, Phones, Appliances	\$26,000,000	\$1,600,000	\$800	2,000 sf	1
Garden & Nursey	\$20,500,000	\$2,000,000	\$400	5,000 sf	1
Groceries & Specialty Foods	\$320,000,000	\$16,000,000	\$400	40,000 sf	2
Hardware & Housewares	\$37,000,000	\$3,000,000	\$300	10,000 sf	2
Home Furnishings, Textiles, Art	\$12,500,000	\$1,000,000	\$400	5,000 sf	1
Jewelry, Fine Gifts, Watches	\$9,500,000	\$800,000	\$400	2,000 sf	1
Toys, Crafts, Games	\$9,500,000	\$500,000	\$250	2,000 sf	1
Shoes, Footwear, Leather	\$14,500,000	\$600,000	\$300	2,000 sf	1
Sporting Goods	\$25,500,000	\$1,000,000	\$330	3,000 sf	1
Wholesale & Warehouse Clubs	\$302,000,000	\$15,000,000	\$500	30,000 sf	2
Retailer Totals	\$1,092,000,000	\$60,000,000	\$370 sf/yr	140,000 sf	20 Stores
Restaurants					
Breweries & Pubs	\$19,000,000	\$1,500,000	\$500	3,000 sf	1
Full-Service Restaurants	\$188,000,000	\$4,500,000	\$375	12,000 sf	4
Quick Casual Restaurants	\$165,000,000	\$3,000,000	\$300	10,000 sf	4
Bakery, Coffee, Deli, Ice Cream	\$34,000,000	\$3,000,000	\$300	10,000 sf	6
Restaurant Totals	\$406,000,000	\$12,000,000	\$350 sf/yr	35,000 sf	15 F & B (1)
Retailer & Restaurant Totals	\$1,500,000,000	\$72,00,000	\$360 sf/yr	175,000 sf	35 Stores

- (1) The 35 new businesses demand could be deployed with new stores utilizing industry best practices and where grouped within planned commercial clusters. The new demand could also be absorbed by expanded departments within existing stores. Some stand-alone stores may not be supportable along the existing Grand River Avenue corridor. This study does not necessarily reflect the Avenue's existing building stock and public realm conditions.

Retail Market Trade Areas

This study projects that Grand Rivers overall retail trade extends 3 to 4 miles: Approximately: 6 Mile to 10 Mile Roads north-south and I-275 to Telegraph Road east-west. The Grand River corridor's trade area includes 120,000 population, and 50,000 households. In 2024, these households had \$90,000 average and \$70,000 median incomes.

Retail Market Trade Area



Grand River Avenue trade area demographics: 155,000 people, 70,000 households, 80,000 workers and 7,000 businesses are located within a 10-minute drive from the Grand River corridor. Average household incomes: \$95,000.

2024 Demographics	5-Minute Drivetime	10-Minute Drivetime	5 Mile Ring	Grand River Ave. Retail Trade Area	City of Farmington Hills
Population	25,000 pop.	155,000 pop.	225,000 pop.	120,000 pop.	83,000 pop.
Households	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes	\$77,000	\$70,000	\$77,000 HH	\$70,000	\$115,000
Average HH Incomes	\$105,000	\$95,000	\$105,000 HH	\$95,000	\$153,000
Per Capita Income	\$46,000	\$47,000	\$46,000	\$45,000	\$67,000
Median Age	43.3	42.2	42.5	41.5	42.0
HH Incomes \$100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Businesses	1,500	7,000	11,000	5,000	4,700
Total Workers	15,000	80,000	150,000	45,000	60,000

Appendix



Figure 1: Grand River Ave. looking north towards Orchard Lk. Rd.



Figure 2: Grand River Ave. looking north towards Middlebelt Road.



Figure 3: Grand River Ave. looking south towards 8 Mile Road.

Appendix

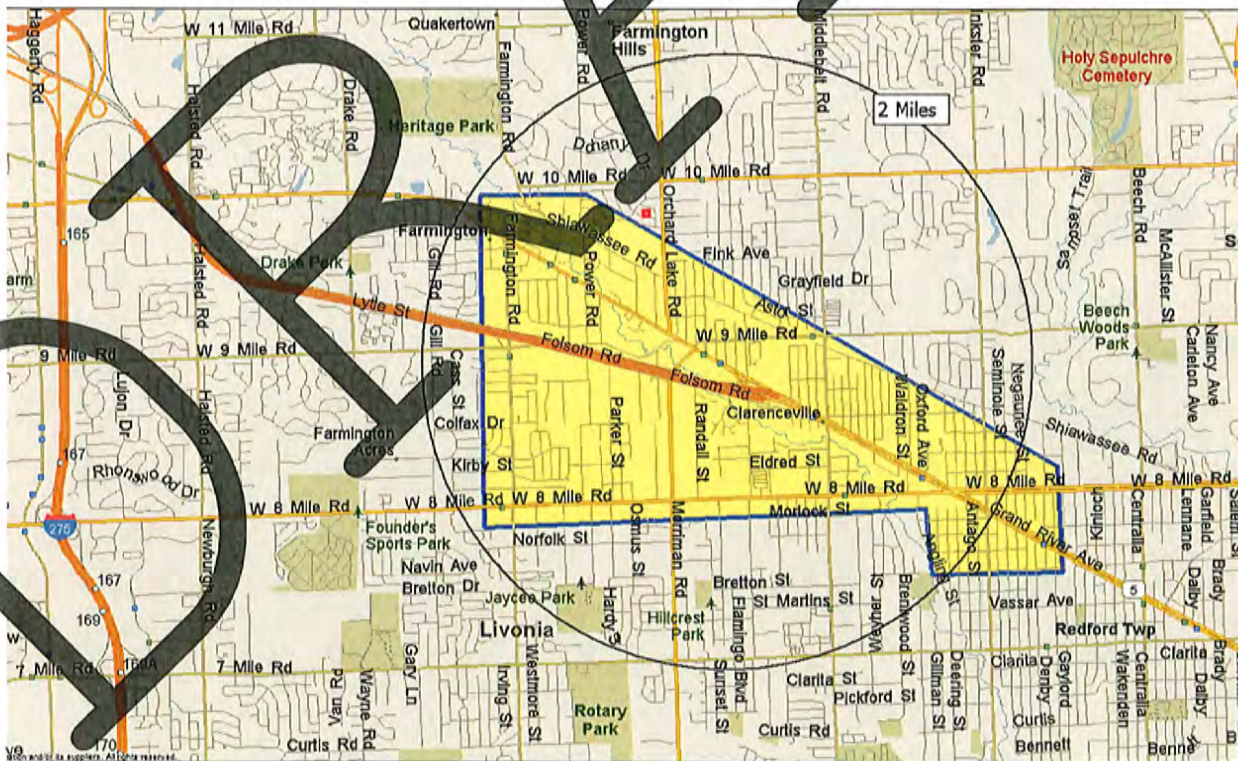


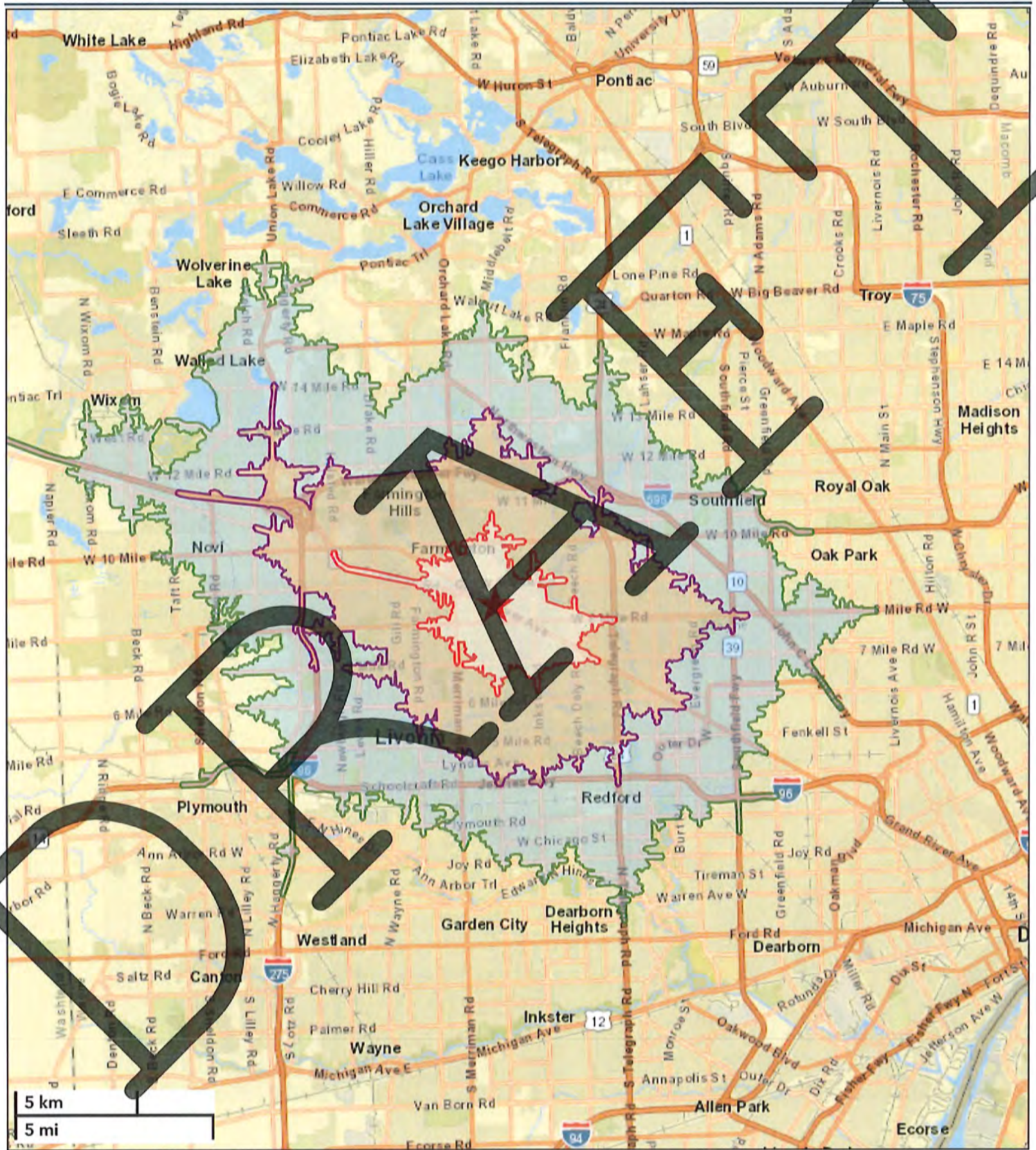
Figure 4: View of Corewell Health Medical Center looking northwest from 8 Mile Rd.

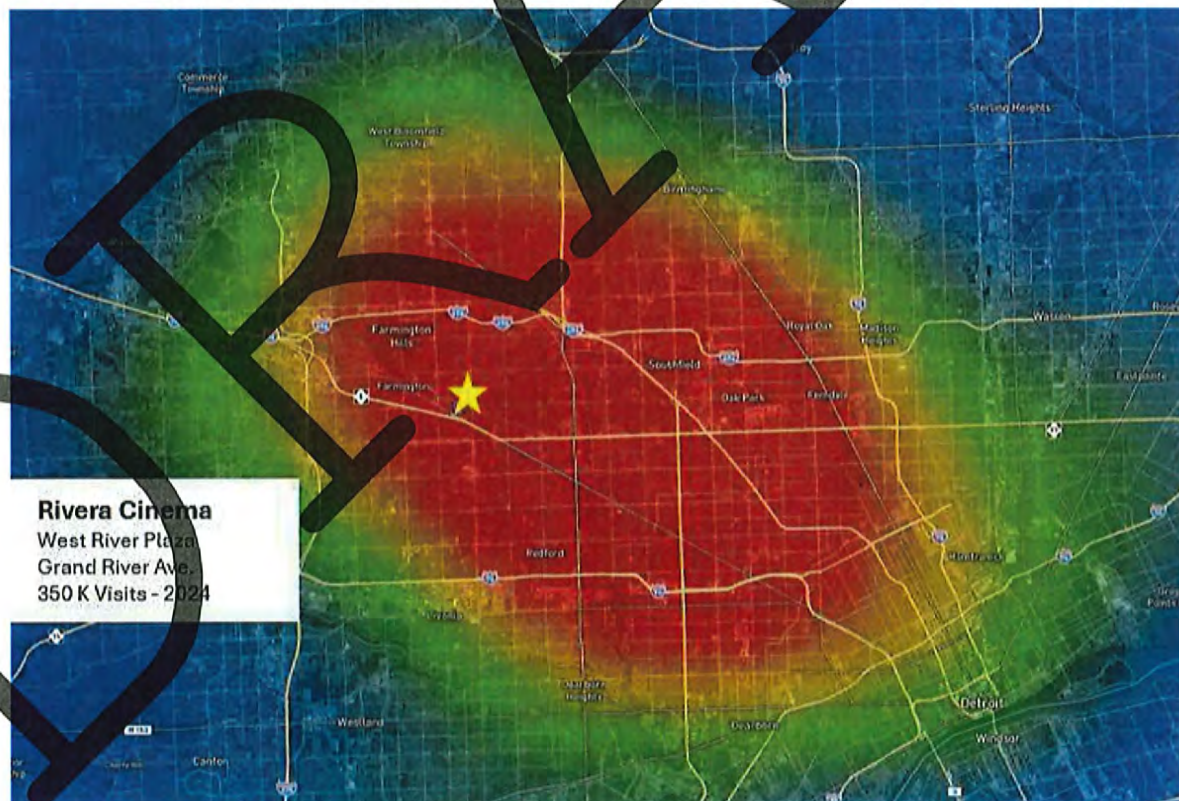
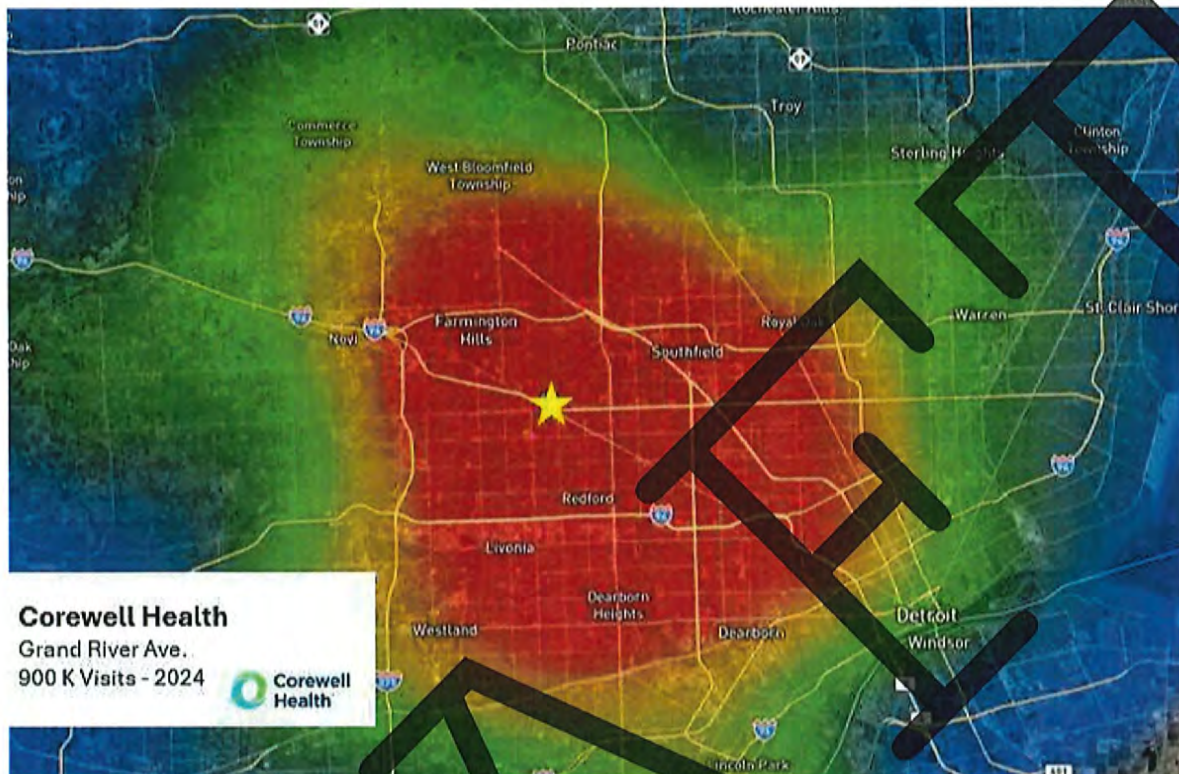


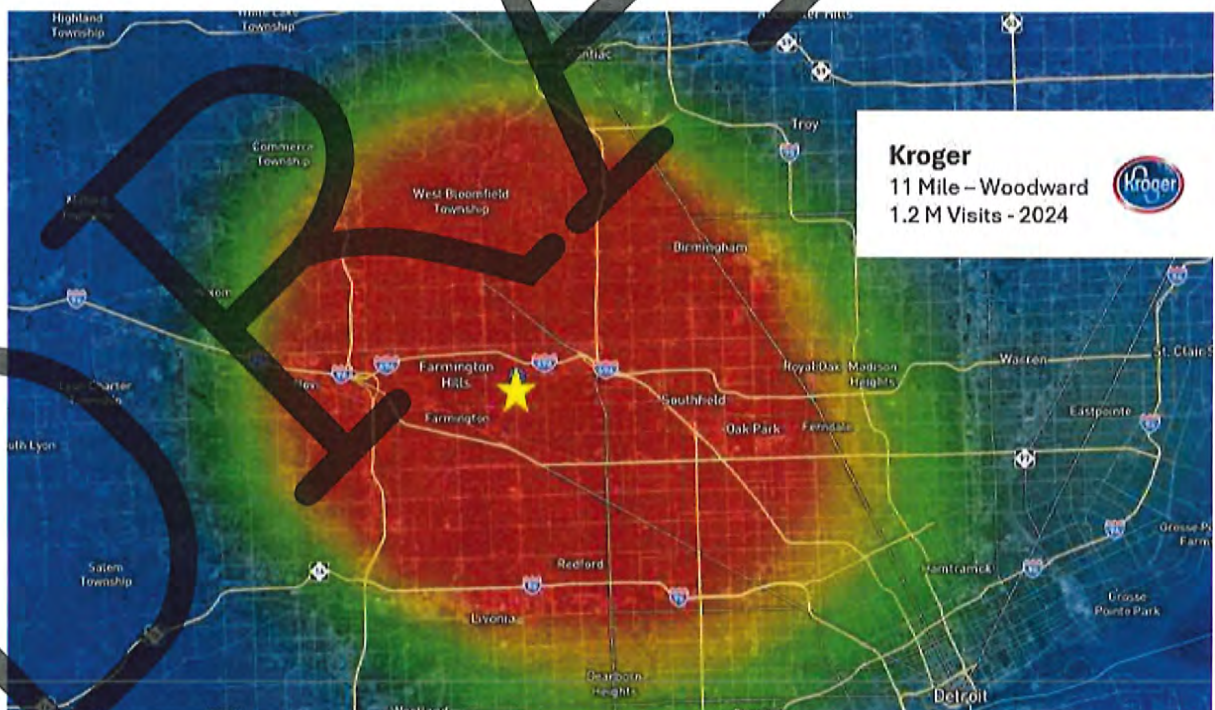
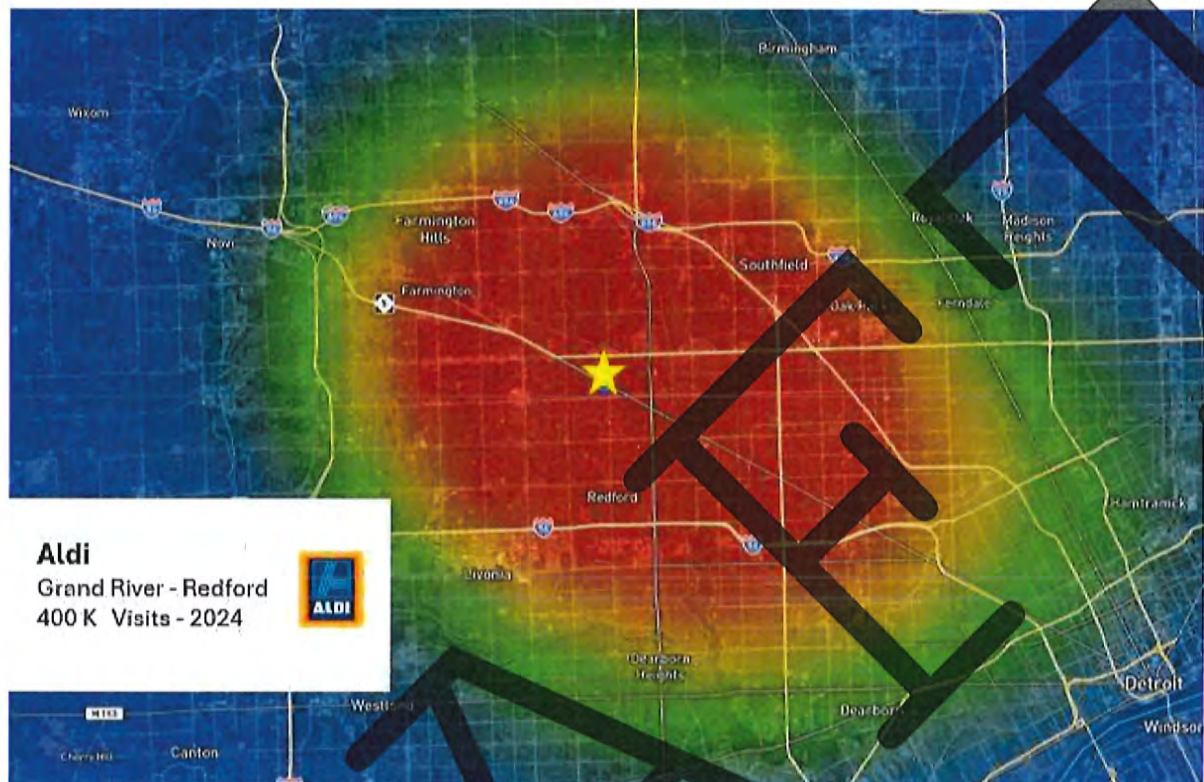
Figure 5: West River shopping center looking west toward Orchard Lake Rd.

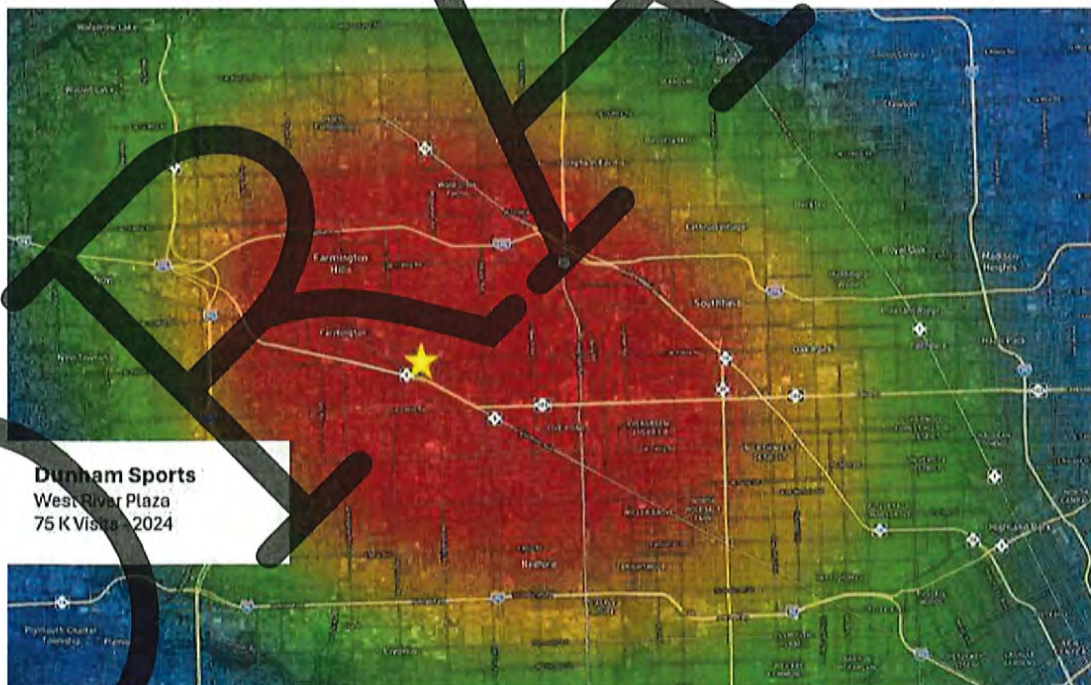
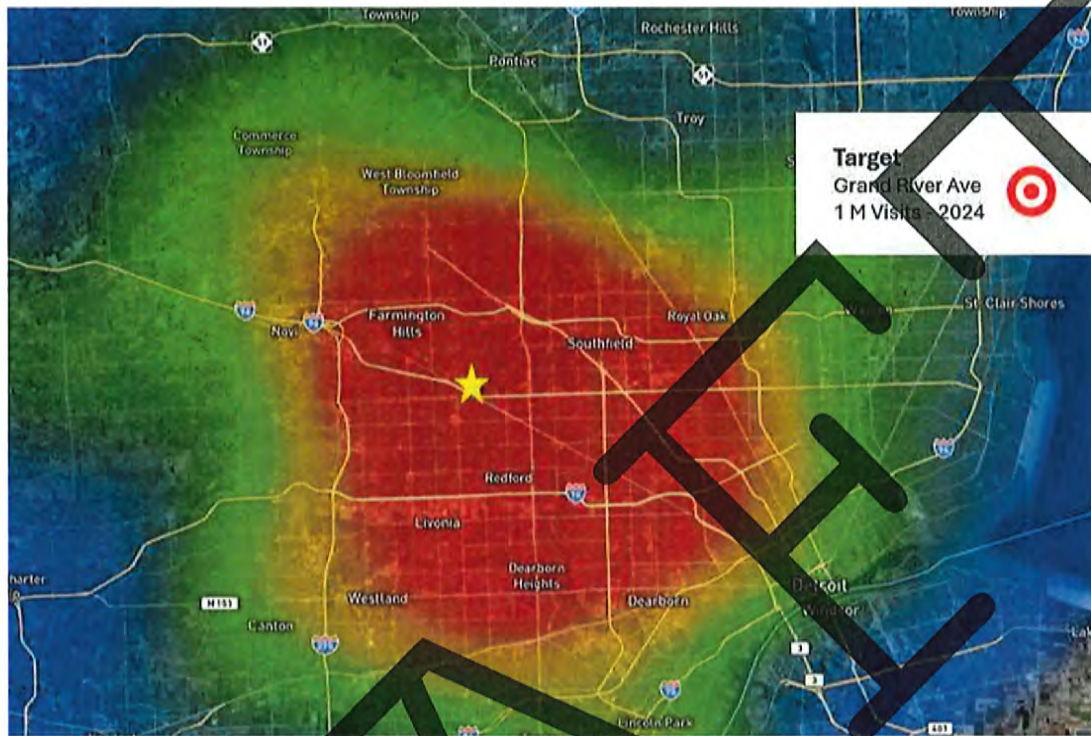
Appendix











Demographic and Income Profile

Farmington Hills, MI

Gibbs Group

Summary	Census 2010	Census 2020	2024	2029
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Families	0.10%	0.08%	0.56%
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Households by Income

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American Indian Alone	157	0.2%	147	0.2%	153	0.2%	153	0.2%
Asian Alone	8,072	10.1%	12,882	15.3%	13,545	16.2%	14,395	17.4%
Pacific Islander Alone	13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone	358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races	1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)	1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

February 20, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

Census 2020 Summary

	1 mile	3 miles	5 miles
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29

2024 Summary

Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,782
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	\$68,762	\$77,642	\$77,017
Average Household Income	\$99,055	\$105,525	\$104,762


2029 Summary

Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	\$81,167	\$91,432	\$89,397
Average Household Income	\$116,932	\$123,190	\$120,824

Trends: 2024-2029 Annual Rate

Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Appendix

LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?


Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age group and fewer with children (Index 146). However, there are higher proportions of two-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly higher at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, supplemented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Comfortable and comfortable with the internet, more likely to participate in online gaming or posting pictures on social media.
- TV is seen as the most trusted media.



Note: The address segment is based on the zip code of the household's primary residence. Consumer preferences are provided by Data by Mkt Inc.




LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 35.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older neighborhoods of single-family homes. While retired, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.



SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



Note: The address segment is based on the zip code of the household's primary residence. Consumer preferences are provided by Data by Mkt Inc.

Appendix

LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?


Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD



- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



Source: The index represents the ratio of this segment's rate to the US rate multiplied by 100. Consumer preferences are estimated from data by USF Economics.

LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100

WHO ARE WE?


Family and faith are the core motivations for life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

OUR NEIGHBORHOOD

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.



Source: The index represents the ratio of this segment's rate to the US rate multiplied by 100. Consumer preferences are estimated from data by USF Economics.

Grand River Avenue Residential Market Analysis



Prepared For:
City of Farmington Hills, Michigan

Prepared By:
Gibbs Planning | Indigo Retail Group

July 2, 2025

Farmington Hills, Michigan
Grand River Avenue Residential Market Analysis
July 2, 2025



Figure 1: The East Grand River Avenue area has a 2025 demand for up to 150 new market-rate residential units growing to 450 dwellings by 2030. The demand includes 250 multi-family apartments – right and 50 townhouse units left.

Summary

This study projects that the Farmington Hills East Grand River Avenue corridor has potential market demand for up to 400 moderately priced new residential units by 2030. The corridor also currently has a 2025 new demand for 100 new residential dwellings. The 2030 housing demand includes 250 garden-style apartments, 50 duplex homes, 50 ranch multi-family and 50 townhomes.

The East Grand River district is seated within a favorable economic demographics area in south Oakland and northwest Wayne Counties. There are 225,000 persons and 100,000 households living within 5-miles of the district. The average household incomes are \$117,000, higher than the State of Michigan. The Grand River area is a major regional employment center with the Corewell Health serving as the area's major employer and economic catalyst. In addition, 80,000 workers are employed within a 10-minute drive of the Grand River study area.

Work-force housing represents the Grand River area's largest residential shortage. Also known as 'missing middle' housing, 50% of the new residential demand is by households earning a combined \$60,000 to \$90,000 income. These units should be designed and moderately priced for persons gainfully employed in the education, medical, government, and the service sectors.

Grand River Corridor 2030 New Residential Market Demand

200 -250 Garden Apartments- 400 sf to 1,000 sf

30- 50 Duplex-Ranches - 1,000 to 1,600 sf

40- 50 Townhomes 1,000 to 1,800 sf

30-50 Ranch Multi-family – 1,000 sf to 1,800 sf

300 – 400 Total New Residential Units

Summary

Approximately 25% of the new residential should be targeted at single-person households or those earning modest incomes between \$40,000 and \$50,000. Small rental apartments located near Corwell Health, public transit and other employment centers are recommended. Given the economics of an affordable housing development, public-private partnerships may be necessary to bring these units to market.

The Grand River area also has a considerable demand for 55+ households looking for new, housing options near their existing neighborhoods. There are 40,000 persons aged 55+ living within 3 miles of study area. Approximately 25% of the district's new housing demand is for the 55+ year population.

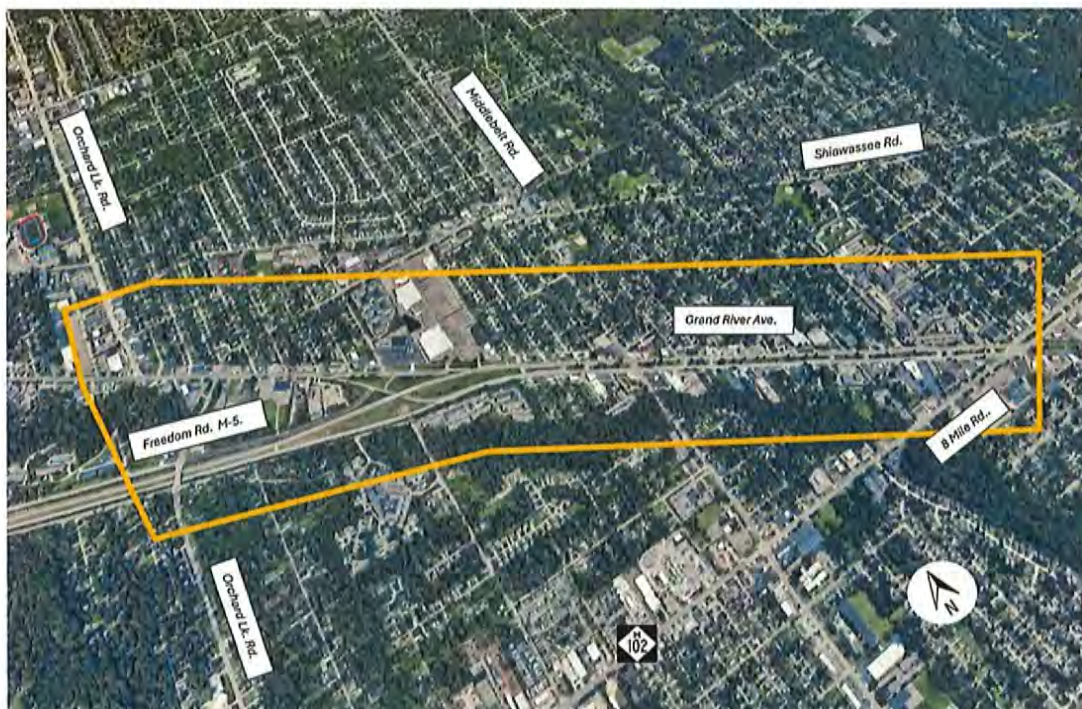


Figure 2: View of E Grand River corridor looking north

There is also a statistical demand for manufactured and smaller single-family homes in the Grand River and Eight Mile area. These houses would appeal to almost all demographic segments, young singles to empty nesters. However, this study assumes the Grand River corridor doesn't have suitable land area sites large enough that are available to accommodate single-family dwellings or manufactured housing developments typically required for these communities.

It is also plausible that the corridor district could support an additional 150 to 200 more new residential units, totaling 600 dwellings, if located within a mixed-use, walkable town center with restaurants and shops.

Background

The City of Farmington Hills has retained Gibbs Planning and Indigo Retail Group to conduct an independent residential market potential analysis to estimate the new market rate housing demand within the east Grand River Avenue district. The 2-mile long corridor is in southeast Farmington Hills between Orchard Lake and Eight Mile Roads.

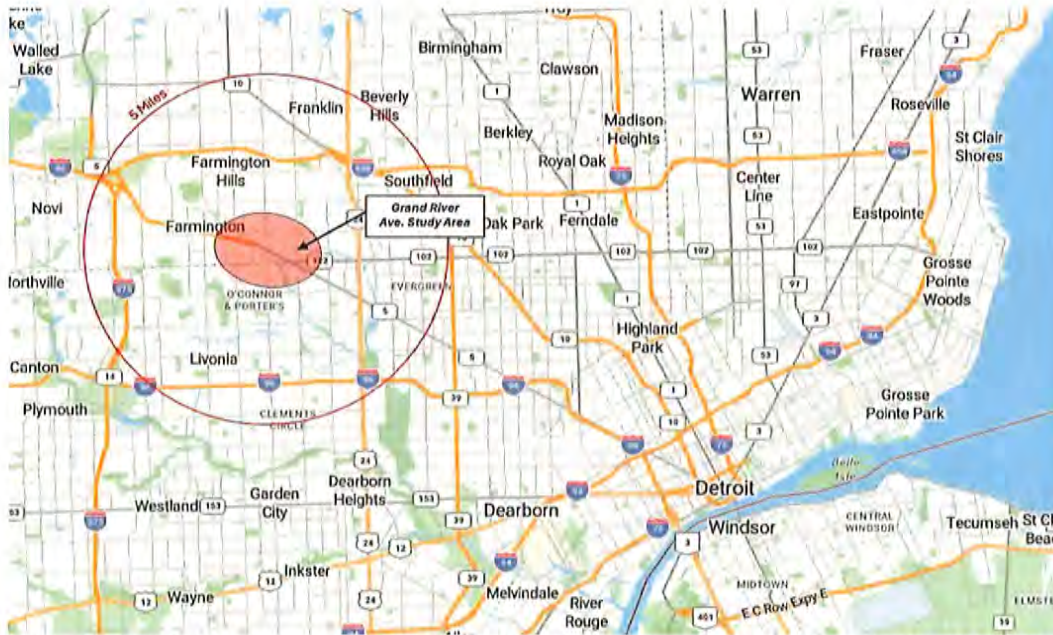


Figure 3: The Grand River study area is located in southeast Farmington Hills along the City of Detroit's Eight Mile Road border.

The projections of this study are based on Grand River's market characteristics utilizing the residential real estate industry's best practices. Additionally, this study's residential projections reflects statistical market demand, but not necessarily the availability of existing real estate properties or landuse policies to accommodate new housing development. Considerable additional housing demand is supportable if built within a walkable, mixed-use town center.

Real Estate Developer Insights

Feedback from local real estate investors is that the East Grand River corridor has a sizable existing pent-up market demand for new commercial and residential development. However, some real estate developers in Metro Detroit, including Farmington Hills, remain hesitant to invest in speculative residential projects due to lingering uncertainty about the market, shifting housing trends and other factors.

Rising construction costs, limited property availability, high interest rates, trades shortages, and governmental approval uncertainties are most cited for the Grand River corridor's supply and demand imbalance. Grand River Avenue's central location and the Corewell Health center may be an exception and attract new residential investment.

Real Estate Developer Insights

Area developers also indicate there's a strong demand for both for-sale and rental housing in the East Grand River area. With building construction costs of \$160 to \$200 sf and home sales over \$300 sf, area builders estimate 400 to 600 units could statistically be absorbed by 2030.

However, builder opinions widely vary on the specific unit types and pricing. Some project that new "for sale" townhomes and ranch-style properties could be highly competitive. Others see robust opportunities for upscale apartments with quoted monthly rents as high as \$2.80–\$3.10 sf monthly for highly amenitized developments, but there is disagreement on whether structured parking is financially viable in this market.

This study finds that while there is demand for highly amenitized developments, the rents may not be in the \$2.80 to \$3.00 sf but in the range of \$2.40 to \$2.60 psf. Overall, these insights suggest a strong appetite for products ranging from single-level "empty nester" homes to apartments, with ultimate success hinging on execution details such as finding suitable land.

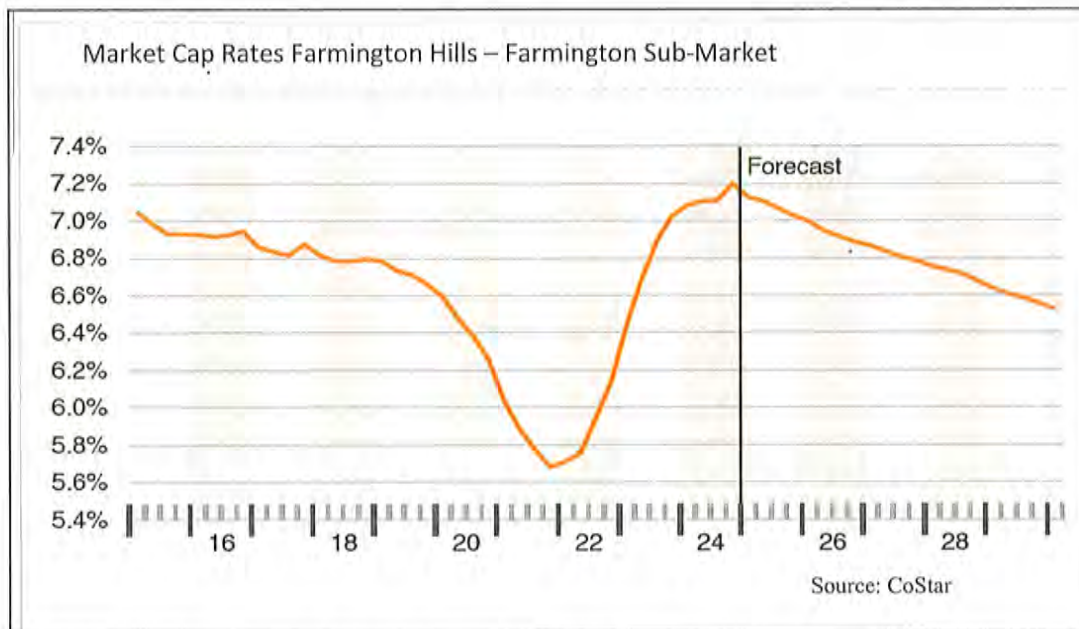


Figure 4: Farmington Hills – Farmington CoStar Submarket reported real estate transactions cap rates. Source :CoStar

Farmington Hills Demographics

There are approximately 84,000 people and 36,000 households living in the City of Farmington Hills. City residents have \$153,000 average household incomes, 65% earn over \$75,000 and 20% earn over \$100,000. Farmington's median household incomes are \$115,000, twice the State and 30% higher than Oakland County. Over 60% of the city's residents have a four-year college degree compared to the 30% within the state. The City's spring 2025 unemployment rate is 3.1% was below Oakland County's 3.7%.

Farmington Hills Demographics

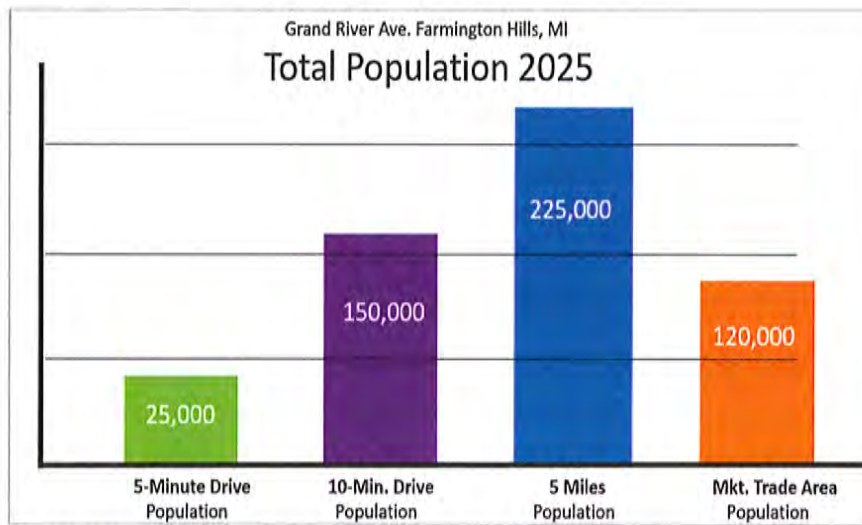


Figure 5: East Grand River 5-10 minute drive times, 5 mile rings and GPG defined market trade area demographics. .

Metro Detroit faces a housing shortage among college-educated young adults in their 20s and 30s. These residents are searching for better housing values than what is currently offered in other markets like West Bloomfield, Plymouth, Ferndale, and Royal Oak. The Grand River Avenue area may provide a more attainable alternative, appealing to buyers and renters who want relative value and affordability

Fluctuations and demand in the housing market are reflected by changes in certain demographic categories. An overall increase in population or declining household size generates greater housing demand. Also, changes in family composition, income, age, education and marital status all impact on overall market needs and niche housing requirements.

5 Mile Ring 225,000 Population 100,000 Households \$77,000 Median HH Incomes \$117,000 Ave. HH Income 11,000 Businesses 150,000 Workers	Grand River Ave. Retail Trade Area 120,000 Population 50,000 Households \$70,000 Median HH Incomes \$95,000 Ave. HH Incomes 5,000 Businesses 45,000 Workers	10 Min. Drivetime 155,000 Population 70,000 Households \$70,000 Med. HH Incomes \$95,000 Ave. HH Income 7,000 Businesses 80,000 Workers
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The median age of the City's housing is 45 years old and the housing stock in the Grand River Avenue area skews older and is estimated to be 60 years old. Moreover, 60% of the current City housing inventory is single-family homes, while 40% are multi-family. The percentage of renters in the Grand River area may bode well for multi-family residential development. Like the number of households, the population in the study area is larger than in Farmington Hills.

Farmington Hills Demographics

As of April 2025, there are 35 single-family homes advertised for sale in Farmington Hills at an average asking price of \$600,000. The average square footage is 2,400, yielding an average list price per square foot of \$250. The range of house asking prices is \$175,000 to \$1,700,000.

Additionally, there are 15 condominiums listed for sale averaging a \$260,000 asking price and 1,300 sf, which is \$195 per sf. During 2024, 685 single-family homes sold in Farmington Hills for an average price of \$350,000 or \$170 per sf. The average size of a home sold was 2,060 sf. Over the same period, 300 condominiums have sold in Farmington Hills for an average price of \$200,000 for a 1,500 sf unit size or \$140 per sf.

City of Farmington Hills Demographics

- 84,000 People – 36,000 Households
- \$153,000 Average Household Incomes, Twice the State of Michigan
- \$115,000 Median Household Incomes
- Median Household Incomes Double the State & 30% Higher than Oakland County
- 60% Residents hold 4-year College Degrees
- 3.1% Unemployment, Lower than Oakland County – 3.7 %

City of Farmington Hills Housing Summary

- 30,000 Total Housing Units
- 60% Owner Occupied Housing -35% Rented Housing
- 5% Housing Overall Vacancy Rate
- \$350,000 Median House Values - \$275,000 Metro Detroit
- 60% City Housing – Single Family – 40% Multi-Family
- City Median Housing Stock – 45 Years Old
- East Grand River Avenue Housing Stock – 60 Years Old
- 35 Single-Family Homes Listed for Sale
- \$600,000 Average House List Price
- 2,400 sf Average House Size
- \$250 Average Single-Family House List Price per Square Foot
- Asking Prices: \$175,000 to \$1,700,000 (April 2025)
- 685 Single-Family Homes Sold in 2024
- \$350,000 Average Single-Family Sales Price - \$170 sf
- 2,060 Average Sold Single-Family House Size
- 15 Condominiums Listed (April 2025)
- \$260,000 Average Condominiums Sale Price - \$195 sf
- 300 Condominiums Sold 2024
- \$200,000 for a 1,500 sf unit size or \$140 sf Condominium Sales Price

Farmington Hills Demographics

2024 Demographics	5-Minute Drivetime	10-Minute Drivetime	5-Mile Ring	Grand River Ave. Retail Trade Area	City of Farmington Hills
Population 2024	26,000 pop.	155,000 pop.	225,000 pop.	120,000 pop.	83,000 pop.
Households 2024	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes	\$77,000	\$70,000	\$77,000 HH	\$70,000	\$115,000
Average HH Incomes	\$105,000	\$95,000	\$105,000	\$95,000	\$153,000
Per Capita Income	\$46,000	\$47,000	\$46,000	\$45,000	\$67,000
Median Age 2023	43.3	42.2	42.5	41.5	42.0
HH Incomes \$100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	5,000 Bus.	4,700 Bus.
Total Workers	15,000	80,000	150,000	45,000	60,000

Figure 6: East Grand River Avenue drive-time and mile demographics.

U.S. Residential Market Overview

The U.S. residential market faces a persistent severe housing shortage, with builders struggling to meet demand for both single-family and multi-family homes. According to a recent Freddie Mac estimate, the nation has a shortage of 4 million housing units, driving up prices and leaving many buyers competing for limited inventory. Rising construction costs and labor constraints further contribute to tight supply, prompting homeowners to stay put longer.

Affordability remains a critical concern, as mortgage rates and surging home prices have outpaced wage growth for much of the population. Nearly one in three American households spends over 30% of its income on housing, according to the U.S. Census Bureau—a threshold signaling cost burden. In response, demand has shifted toward smaller homes, rentals, and other more budget-friendly options.

Developers and policymakers nationwide are exploring solutions, such as zoning reforms and streamlined permitting to boost supply and ease affordability pressures. Some regions are also encouraging on-site accessory dwelling units and modular construction to add lower-cost housing. Despite these initiatives, competition remains fierce in most metropolitan areas, including Metropolitan Detroit, underscoring the need for innovative strategies to address the shortfall.

Oakland County Overview



Figure 7: Aerial photo of the 4 square mile East Grand River Avenue study area

Oakland County Overview

Oakland County is a major economic hub hosting a strong mix of industries including automotive, healthcare, and professional services. Oakland's population is 1.3 million people and 500,000 households, the state's second highest population behind Wayne County. The county has Michigan's highest median and average household incomes, \$95,300 and \$130,000, respectively. Oakland per capita income is ranked in the top 100 out of 3,100 U.S. counties.

Proximity to Detroit and the economic opportunities in the Detroit metropolitan area make Oakland County attractive for commuters and professionals seeking suburban living with access to urban amenities. The county's excellent schools, low crime rates, recreational opportunities, and amenities contribute to a high demand for housing among families, young professionals, and retirees.

Like many parts of the U.S., Oakland County has experienced supply constraints, leading to increased home prices and competitive bidding for properties, especially in desirable areas and neighborhoods. Ongoing residential development projects aim to meet the demand but supply still struggles to fully keep pace with buyer interest, contributing to rising home values. Overall, housing demand in Oakland County remains robust due to its attractive features and economic prospects, though this also leads to higher prices and increased competition among buyers.

Housing Types

The housing industry groups building (product) types by size, layout, and other design characteristics. Garden apartments, twins – duplexes, townhomes, ranch, cape cod, cottage, mansion-multi-family, stacked flats, one-over two towns and single family homes are the most common house types in the Midwest.

The house types are based on design, rather than ownership. Houses can be offered as for-sale, or rentals. Build to Rent (BTR) is the fastest growing development model. The rental homes offer the features and lifestyle of a town or single family home, without a long-term commitment, mortgage, maintenance, taxes and upfront downpayment.



Figure 8: Cape Cod duplex-twins (left) and townhome (right). This study finds that the Cape Cod and ranch duplexes will be the highest price point of all housing types projected in this study.

Residential Demand

As outlined, this analysis projects that the Grand River study area has a market demand for 150 new units in 2025 growing to approximately 400 dwellings by 2030. The market demand is based on published statistics, demographics, real estate sales reports and interviews with residential developers and sales agents.

Real estate is a dynamic and volatile industry. Southeast Michigan, as well as most of the country faces an extreme housing shortage. Increasing building costs, interest rates, unpredictable development entitlements and other factors contribute to the supply and demand in balance.

The Grand River Avenue housing demand is reportedly not being built for several non-market or economic conditions. Limited buildable site availability, predictable zoning codes, engineering standards and other conditions have been cited by the Grand River area developers. Additionally, many area investors and builders may have an unfounded bias towards the south Farmington Hills–Northwest Detroit’s residential market demand.

This report recognizes that housing demand will continue to evolve over the next five years, with shifting preferences likely to blur the lines between apartment, townhome, and duplex demand.

Existing Residential Market – Multi-Family

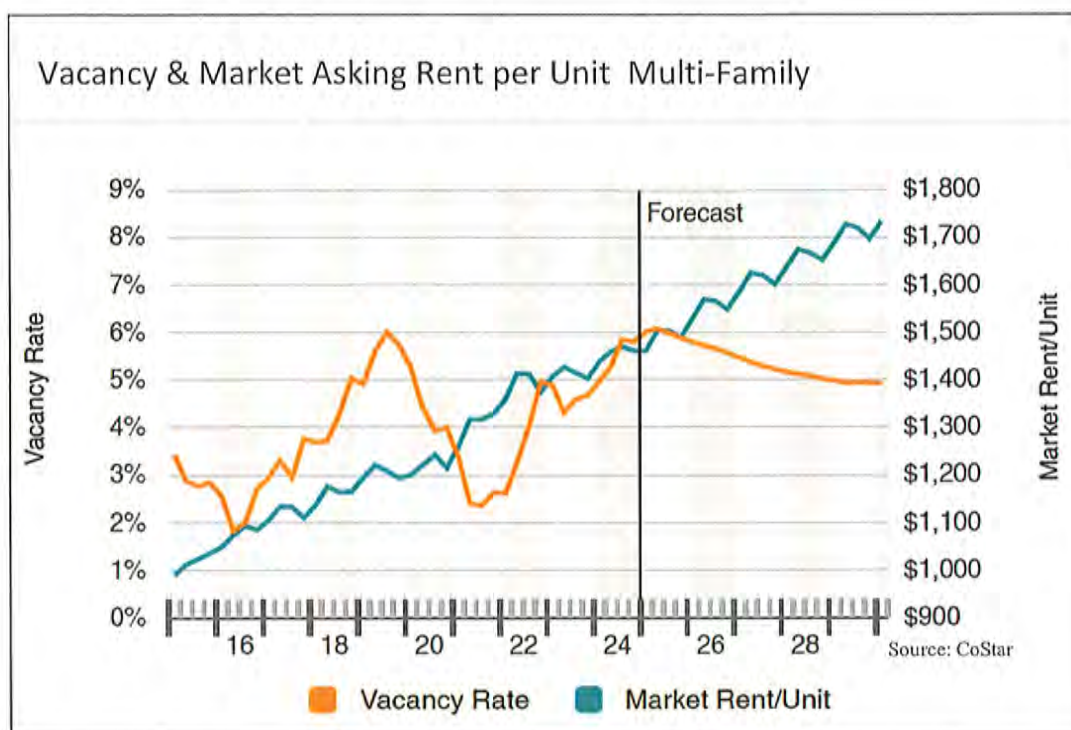


Figure 9: Farmington Hills / City CoStar Market rental rates chart –Source; CoStar

Historically, the Farmington-Farmington Hills area ranks among Metro Detroit’s stronger suburban rental markets. This study groups the two cities together since Farmington-Farmington Hills operates as one submarket in the multi-family sector. The submarket benefits from generally higher household incomes and an ample inventory of apartments with the Farmington area boasting over 12,000 apartment units.

The average rent in the submarket is up nearly 3% year over year coming in just under \$1,500 per month. At this rent level, rents in the submarket tend to be on par with or above other cities in Metro Detroit. The stable employment base and desirable proximity to both downtown Detroit and other key job centers have driven demand for apartments for years. In comparison, some outlying Detroit edge and rural suburbs may offer lower rents but lack the amenities and commute advantages found in Farmington-Farmington Hills.

In many ways, this dual-city market has fared better than older urban cores in Metro Detroit, which have faced elevated vacancy rates or aging multi-family stock. Yet the area remains more approachable than higher-end enclaves like Northville, Plymouth or Royal Oak, where prices can command a substantial premium.

Existing Residential Market – Multi-Family

The continuing influx of well-paid professionals and a steady pace of commercial growth reinforce Farmington-Farmington Hills' reputation as a favorable location for apartment investors—positioning it squarely between pricier suburban markets and more affordable, less amenitized areas.

Although it has edged up over the last twelve months from just under 5%, the vacancy rate remains a healthy 5.7% and this study classifies the multi-family market in Farmington-Farmington Hills as robust. If vacancy rates increased and asking rents decreased, the combination would be a sign of a weakening market.

However, the opposite is happening as market rents in the Farmington submarket are increasing. Housing demand in the submarket remains strong and given the need, this study projects that rents will continue to increase.

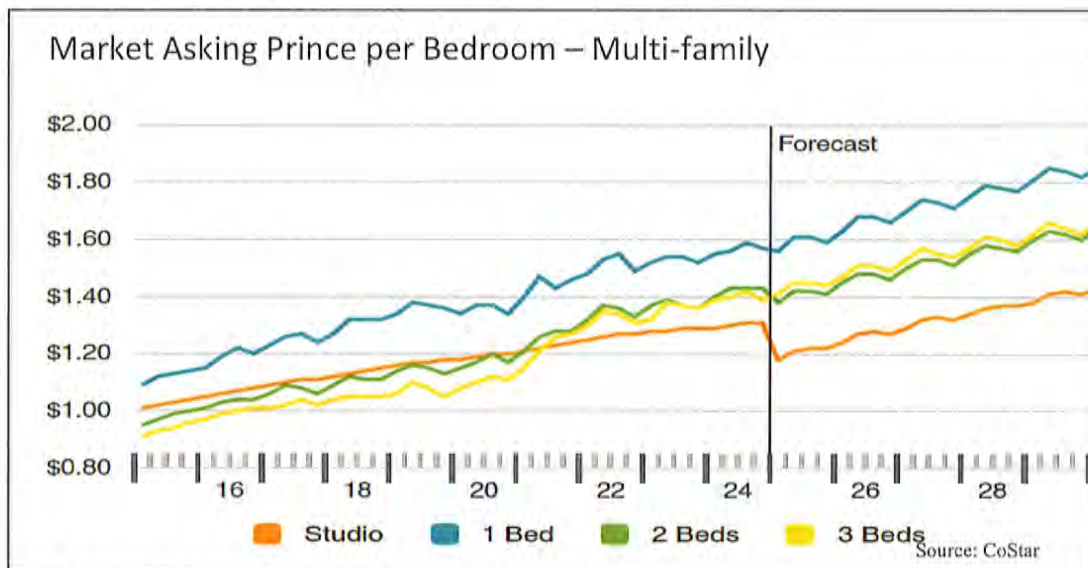


Figure 10: Farmington Hills / City CoStar Market rental rates chart – 2024

Garden Apartments: 200 to 250 Units

Garden style buildings are rental dwellings typically ranging from 500 to 1,000 sf, in 2 to 3 story buildings. The buildings are often covered with outside stairs instead of common internal hallways or elevators. First floor units with outside front doors are a recent popular feature.

Micro apartments, 300 to 400 sf each, are a recent popular trend. The small studios offer an affordable first residence with modern kitchens, bath, features and common amenities. They also offer the privacy of not living with a roommate. Garden apartments average 30 to 40 units per acre, with surface parking.

Garden Apartments: 200 to 250 Units

Newer, open floor plan designed apartments offer an appealing updated rental alternative to the older housing stock found in the Grand River and Eight Mile Road area. Upscale apartments have become increasingly popular with 55 year and older households seeking minimal upkeep and flexible lifestyles.

The rental format also enables residents to preserve liquidity, keeping their investment funds accessible rather than tied up in real estate which is illiquid. Multi-family development groups prefer building 200 to 300 unit communities on 15-acre sites near shopping centers, downtowns or along freeways. Smaller 30 to 50 unit apartment clusters could also be developed in the Grand River area by local builders and investors.



Figure 11: Garden style multi-family apartment building-left; Townhome 1,100 sf townhome right.

Townhomes: 40 to 50 Units

Townhomes are 2 to 4 stories attached, single-family dwellings. Townhomes are one vertical units, with no other dwellings over each other. Towns have individual small yards, front and back doors, offering more privacy than garden apartments. Townhomes are typically 1,000 to 2,000 sf with attached garages.

Averaging 15 to 20 units per acre, townhomes are the least expensive to build on a per square foot basis, while appealing to the largest demographic groups. Townhomes appeal to nearly 35% of southeast Michigan households, particularly single parents, young couples, and early empty nesters, demographic groups that are well-represented within the Grand River study area.

Townhomes may be delivered as either for sale or rental units, offering flexibility to meet diverse market demands. Monthly rents are expected to start around \$1,800 - \$2.60 sf, while for sale units with mid-level finishes can be competitively priced between \$220 and \$320 sf, translating to home prices ranging from \$250,000 to \$400,000.

Duplex – Twins: 30 to 50 Units

Duplex buildings refer to a two-family 1 to 2 story homes. Twins offer a nearly single-family lifestyle, with reduced maintenance and better value than stand-alone homes. On average, twins range from 1,000 to 2,000 sf and 6 to 8 units per acre. One floor ranch twins offer first level primary suites with a 'zero' step floor plan. One and a half story Cape Cod style duplex homes typically offer open floor plans, first floor primary suites, dens and two second floor bedrooms. Most twins are built with garages of 1 to 2 cars attached.

Priced from \$250,000 to \$350,000, duplexes offer attractive design elements appealing to empty nesters, dual-income families, professionals, and even young couples seeking modern amenities. Cape Cod or ranch duplexes fill the highest price tier. While there is demand for both Cape Cod and ranch duplexes, this study finds that given the demographic makeup of the area, demand for ranch duplexes will exceed the demand for Cape Cod duplexes.

Multi-family Ranch Homes: 30 to 50 Units

Ranch homes grouped into 6 to 8 units per building have recently become a widely built residential style. Popularized by Redwood Development, the dwellings offer an upscale single family character with one level floor plans, attached garages, private patios and front doors. These homes are mostly developed as exclusive rental communities.

Single-Family & Manufactured Housing

Like much of southeast Michigan, the Grand River area faces strong demand for affordable and 'missing middle' single-family and manufactured housing; however, this study assumes the availability of land required for such development within the study area to be limited.



Figure 12: New Hillside Townes 53 unit community downtown Farmington. Robertson Brothers Homes developer.

New Development

Hillside Townes is a new residential development by Robertson Homes, located in downtown Farmington. This 53 unit project addresses the demand for "missing middle" housing in the area, catering to a diverse range of buyers, from young professionals to empty nesters.

New Development

Each home offers approximately 1,300 – 1,400 sf including two bedrooms, 2.5 bathrooms, and an attached two-car garage. Prices for these homes start at just under \$300,000, equating to \$300 sf. Hillside is projected to command a premium in the market because it is walkable to Downtown Farmington.

Placemaking Opportunities

While job growth in Farmington will remain strong, the employment growth in the south Grand River corridor will lag the city. However, Corewell Health Farmington Hills serves as a stabilizing force in the area and will be a catalyst for healthcare and related jobs going forward.

Grand River's moderate commercial market demand potential is overlooked by many in the real estate industry.

The gap in job growth is due in part to the corridor's aged character, limited shopping and dining offerings and other non-market related factors. The district's commercial market demand potential offers a considerable opportunity for growth with enhanced placemaking including the development of a neighborhood, walkable, mixed-use center.

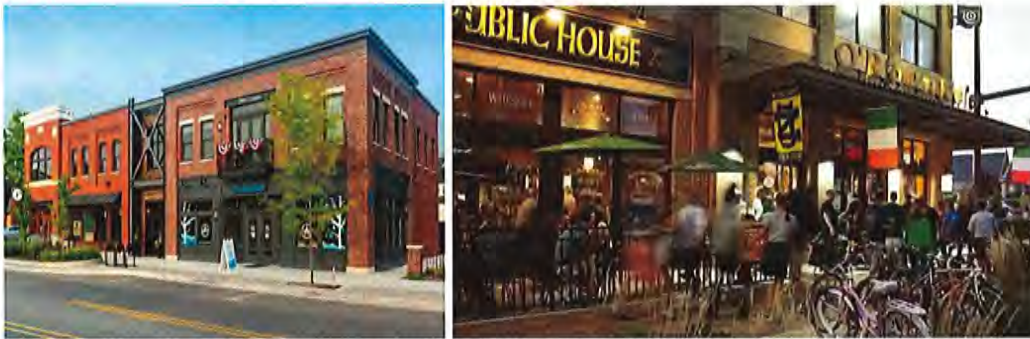


Figure 13: New mixed-use town centers – Ada, MI, Left & Eddie Street, South Bend, IN.

Employment

There are no published projections regarding the number of jobs to be added in Farmington Hills. However, given the similar demographics of Oakland County and Farmington Hills, the job growth in Farmington Hills will be on par with Oakland County.

The City of Farmington Hills has a 2024 commercial base of 46,000 workers. When one considers other factors such as the high education and income levels, the prime location of Farmington, the amenities and the area freeways and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County.

Farmington's 2024 employment sector includes approximately 80% office-management workers. A few of the top employers in Farmington Hills include Corewell Health, Mercedes-

Employment

Benz Financial Services, Japanese Solderless Terminals, Robert Bosch (Bosch Group) and Nissan Technical Center of North America.

In January 2025, Bosch announced a \$14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that it will capture some of the job growth through the addition of medical and healthcare-related jobs.

Over 75% of Farmington Hills' working age adults are employed in office professions. 60% of adults have earned a bachelor's degree or higher. These figures are associated with a favorable 2024 unemployment rate of just 3.5%. Each of these statistics exceed the figures noted in the comparison geographies.

Figure 14: Building Permits – Farmington Hills 2015 - 2024

<i>Year</i>	<i>Single Family</i>	<i>Two Family</i>	<i>Attach Condo</i>	<i>Multi-Family</i>	<i>Total Units</i>	<i>Total Demos</i>	<i>Net Total</i>
2015	22	0	0	0	22	2	20
2016	12	0	8	0	19	12	7
2017	15	0	0	0	15	6	9
2018	26	0	0	0	26	9	17
2019	32	0	0	16	48	7	41
2020	12	0	0	8	20	1	19
2021	12	0	0	0	12	4	8
2022	16	2	0	64	82	1	81
2023	72	0	0	117	189	0	190
2024	21	0	0	0	22	0	20
10 Yr Total	240	2	8	205	455	40	950 Units

New Residential Construction

New housing construction has remained relatively constant in Oakland County over the last fifteen years with an average of approximately 1,700 building permits issued annually for single-family homes. County-wide, building permits totaling just under 900 multi-family units per year have been issued for the last 15 years.

Housing Type - 2024	Farmington Hills	Oakland County
Single Family Building Permits	45 Units	1,700 Units
Multi-Family Building Permits	70 Units	900 Units

Figure 15: Building Permits – 2024 Farmington Hills and Oakland County

Overall, the number of new permits issued annually is minor compared to other growth areas across the country. However, Farmington Hills represents approximately 6.6% of the total population of Oakland County yet it has more than that percentage of multi-family building permits issued. The greater share of building permits compared to its population speaks to the strength of the multi-family market in Farmington Hills.

Over the last ten years, there have been on average just under 50 building permits issued annually in Farmington Hills with 24 of these for single-family homes and 20 one of these for multi-family apartments.

The number of building permits issued through 2030 should remain near its ten-year average. As referenced earlier, the median age of the housing stock is 40 – 50 years old and given this relatively older housing figure, the number of demolition permits should increase slightly above its recent average. The number of demolition permits should rise for both single family and multi-family clearing the way for new housing.

Corwell Helath Medical Center

Corewell Health Farmington Hills Hospital, a 330-bed teaching facility with Level II trauma status and a new birthing center, represents a major driver for commercial and residential development in the Grand River study area. Corwell employs 1,400 total staff members and includes a 30-acre medical campus-with 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corwell provided 57,000 patient days and 10,800 total discharges in 2024.

Healthcare is the corridor's largest business sector with 110 total businesses employing 5,500 full and part-time workers, representing 75% of Grand River's employment. Retail trade and

Corwell Helath Medical Center

restaurants are the area's second largest business categories with 100 establishments employing 1,500, 20% of Grand River's labor force.

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical eco-system, spurring both new construction and renovations for physician groups and related services.



Figure 16: Corwell Health Farmington center – left; Downtown Farmington-right.

Like other major medical campuses across the country, Corewell Health's presence often inspires a cluster of complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry's needs.

Ultimately, Corewell Health's continued expansion will strengthen the local office market and attract additional healthcare-focused investments to the Grand River corridor. As the Corewell Health continues to grow, the area's residential and commercial market's potential could exceed current projections by attracting additional businesses and investment

Oakland Community College

Oakland Community College is a public community college with five campuses in Oakland County. Established in 1964, OCC is the state's largest community college with the third-largest undergraduate enrollment. OCC's Spring 2022 semester included 14,500 students, with just over 7,000 enrolled at the Orchard Ridge campus, located two miles northwest of Grand River.

Farmington Hills / Farmington Office Submarket

The Farmington Hills / Farmington Office Submarket has been perennially a sought-after submarket with a total of approximately 10 million square feet. The Farmington Office Submarket is the fourth largest office submarket in Metro Detroit after Detroit, Southfield / Bingham Farms, and Troy. The submarket has one of the lowest vacancy rates in Metro Detroit.

Downtown Farmington

Located at the west edge of the Grand River district, downtown is known for its charming historic small town feel with elegant Victorian-style homes. The historic district been selected as one of the 8 finalists for the *2025 Great American Main Street Award*. Downtown Farmington is continuing to develop with two new streetscape projects, a public space program as well as new businesses and housing clusters.

Twelve Oaks Mall

With over 1,500,000 sf of retail floor space and 185 stores, the Twelve Oaks Mall is one of the premier shopping destinations in the Midwest. The mall currently has Nordstrom, Macy's and JC Penney's as its anchors. The mall is owned by the Taubman Centers and hosts other retailers and popular restaurants such as Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and The Cheesecake Factory.

Commercial Market Trade Areas



Figure 17: The GPG projected East Grand River Avenue retail market trade area extends 2 to 4 miles and includes 120,000 population, 50,000 households and 45,000 workers. Shown inside yellow circle.

The commercial market trade areas are geographic locations where the Grand River commercial district has a significant competitive advantage because of access, design, quality competition and traffic and commute patterns. This competitive advantage equates to a potential expansion in the capture of consumer visitors and expenditures by the retailers, restaurants and offices located within the Grand River study area.

Commercial Market Trade Areas

GPG defined the commercial market trade area by geographic, vehicular access, strength of retail competition and residential growth patterns and drivetimes. GPG projects for the residents and workers inside the defined trade area will account for up to 20% to 25% of the total sales captured by Grand River’s businesses. The balance of the Avenue’s sales would be from persons outside of the trade area, visitors, the internet and business commerce.

This study projects that Grand Rivers overall retail market trade extends 3 to 4 miles: 6 Mile to 11 Mile Roads north-south and I-275 to Telegraph Road east-west. The trade area includes 120,000 population, and 50,000 households. In 2024, these households had \$90,000 average and \$70,000 median incomes.

Public Schools Overview

Most of the city of Farmington Hills lies within the Farmington Public School District. Households located northeast part of the city attends West Bloomfield Public Schools, and the northwest part of the city is served by Walled Lake Schools.

The Grand River Avenue study area straddles both the Farmington Public Schools District and Clarenceville School District. North and west of the intersection of Grand River Avenue and Middlebelt Road is Farmington Public Schools and south and east of this intersection is the Clarenceville School District.

Farmington Public Schools serve a diverse population of students within Farmington Hills and parts of surrounding communities. The district educates approximately 9,000 learners across multiple elementary, middle, and high schools. For families wanting good schools, the Farmington Public Schools offers a learning experience that is supportive, academic and one that prepares students both for higher education and the work environment.

The Clarenceville School District covers portions of Farmington Hills, Livonia, and Redford, serving a smaller yet diverse student body. Its four schools—an elementary, middle, high school, and early childhood center—offer a close-knit environment that promotes individualized attention. Student performance in Clarenceville reflects ongoing efforts to provide a supportive learning experience, with many educators integrating technology and firsthand projects into the curriculum.

Figure 18: Residential Key Metrics by School District

Metric	Clarenceville School District	Farmington School District
Median Home Price	\$215,000	\$355,000
Annual Increase/Decrease in Median Price	7.0%	-1.4%
Months' Supply	1.3 months	1.4 months
Days on the Market	23 Days	22 Days

Public Schools Overview

Residential values in the Clarenceville School District and the Farmington Public Schools show very similar performance with the notable difference being that the median home price in the Clarenceville School District is lower coming in at \$215,000. However, homes in the Clarenceville District show a much higher increase in terms of appreciation when compared to the Farmington Public Schools. Home appreciation in the Clarenceville School District comes in at 7.0% besting the city which saw a nominal 1% price increase.

Clarenceville also outpaced Oakland County with a little over 6.0% price appreciation. In both the City of Farmington Hills and the Farmington School District, the months' supply increased by approximately 30% indicating the housing market advantage is tilting a bit toward buyers. The Clarenceville School District comes in at 20%.

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of residential development, including both multi-family and residential. Local and regional demographic and economic factors likely to affect the current and future housing market are collected, including specific competitive supply conditions such as occupancy, rents, sale prices, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, area developers and builders, the Chamber of Commerce and other stakeholders.

Market Analysis Assumptions

In this study several assumptions were used as a foundation to guide our research, analysis and projections. These assumptions included:

- All amounts in this study are in 2025 dollars unless noted otherwise.
- Housing demand is often based on new job creation in the area.
- No new housing development proposed or built.
- A normal economy without economic shocks, and population growth, inflation, interest rates and building costs remaining stable.
- The old housing stock, often dated, is artificially suppressing the study area's market prices and interest from new buyers and renters.
- The market demand put forth in this study is based on current conditions. However, market demand will be significantly higher if a new town center were developed somewhere along Grand River Avenue.
- A new urban type of town center should create demand that is two-times larger than demand projected based on existing conditions.

After describing the existing housing market, a variety of sources are used to develop reasonable projections for population and household growth within the study area. These forecasts are analyzed alongside household income, housing preferences, and regional housing trends to estimate demand for new housing units by type, size, and price point (including any

Market Analysis Assumptions

unmet or pent-up demand). Informed by historical absorption patterns, demographic trends, and local development intelligence, this study provides a range of new housing units that can be reasonably supported in the study area by 2030.

Data sources used in this residential market analysis include publicly available governmental and regional sources such as the U.S. Census Bureau, SEMCOG (Southeast Michigan Council of Governments), Farmington Public Schools, and the Clarenceville School District. Additional data was obtained from subscription-based providers including ESRI, CoStar, and CoreLogic/Realcomp. These sources provided key insights into demographic trends, housing characteristics, school district boundaries, and real estate market performance.

Limits of Study

This study is designed as objective third-party research and GPG does not recommend that any or all the supportable residential housing be developed in the Grand River Avenue study area. This report is based on information that was current as of May 2025, 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 guaranteed.

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 offered as predictions or assurances that a particular level of income or profit will be achieved, that events will occur, or that a particular price will be offered or accepted. 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.

No warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the basis for programming, planning, designing, financing, or development of any real estate. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

End of Study

Appendix A



Figure 19: Kimberly Court neighborhood located northeast of 8 mile and Tuck Roads



Figure 20: Collingham Avenue located northwest of Grand River Avenue and Corwell Health.



Figure 21: Jefferson Street – north of Grand River Avenue – East of Middlebelt Road

Appendix B



Figure 22: Brandon Street north of Shiawassee Road – West of Inkster Rd.



Figure 23: Grand River Ave. looking northwest toward Middlebelt Road.



Figure 24: Grand River Avenue looking south toward 8 Mile Road.

Appendix C



Figure 25: Multi-family residential – East of Tuck Road / North of Grand River Avenue – looking east towards West River Shopping Center



Figure 26: View looking northwest – North of 8 Mile Road – East of Tuck Road.

Appendix D



Figure 27: Grand River Avenue looking southeast from Middlebelt Road. Right: The Farmington Hills Fire Station # 3 and Jon Grand Community Center.

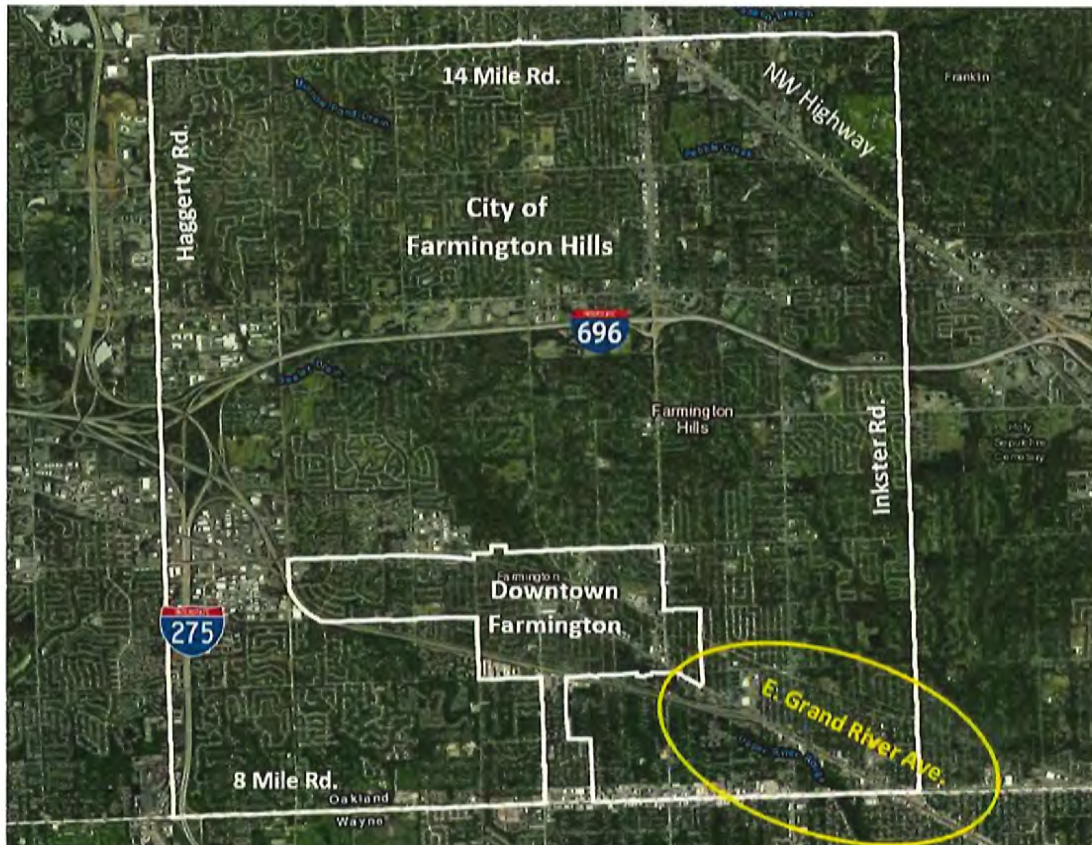



Figure 28: Farmington Hills and City of Farmington.

Appendix E



LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.


17% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.



Note: This index represents the rate of the segment rate to the US rate multiplied by 100. Consumer performance is measured from 1990 to 2010.



LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

16% E. Grand River Trade Area

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.


SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



Note: This index represents the rate of the segment rate to the US rate multiplied by 100. Consumer performance is measured from 1990 to 2010.

Appendix F



LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

12% E. Grand River Trade Area

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable; little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

10% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.


SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.



Note: The index represents the level of the segment's exposure to the life cycle index by ZIP. Expenditure preferences are estimated from data by ZIP. Summary.

Appendix G



LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

Savvy Suburbanites 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.


6% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



LifeMode Group: Senior Styles

Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: \$40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

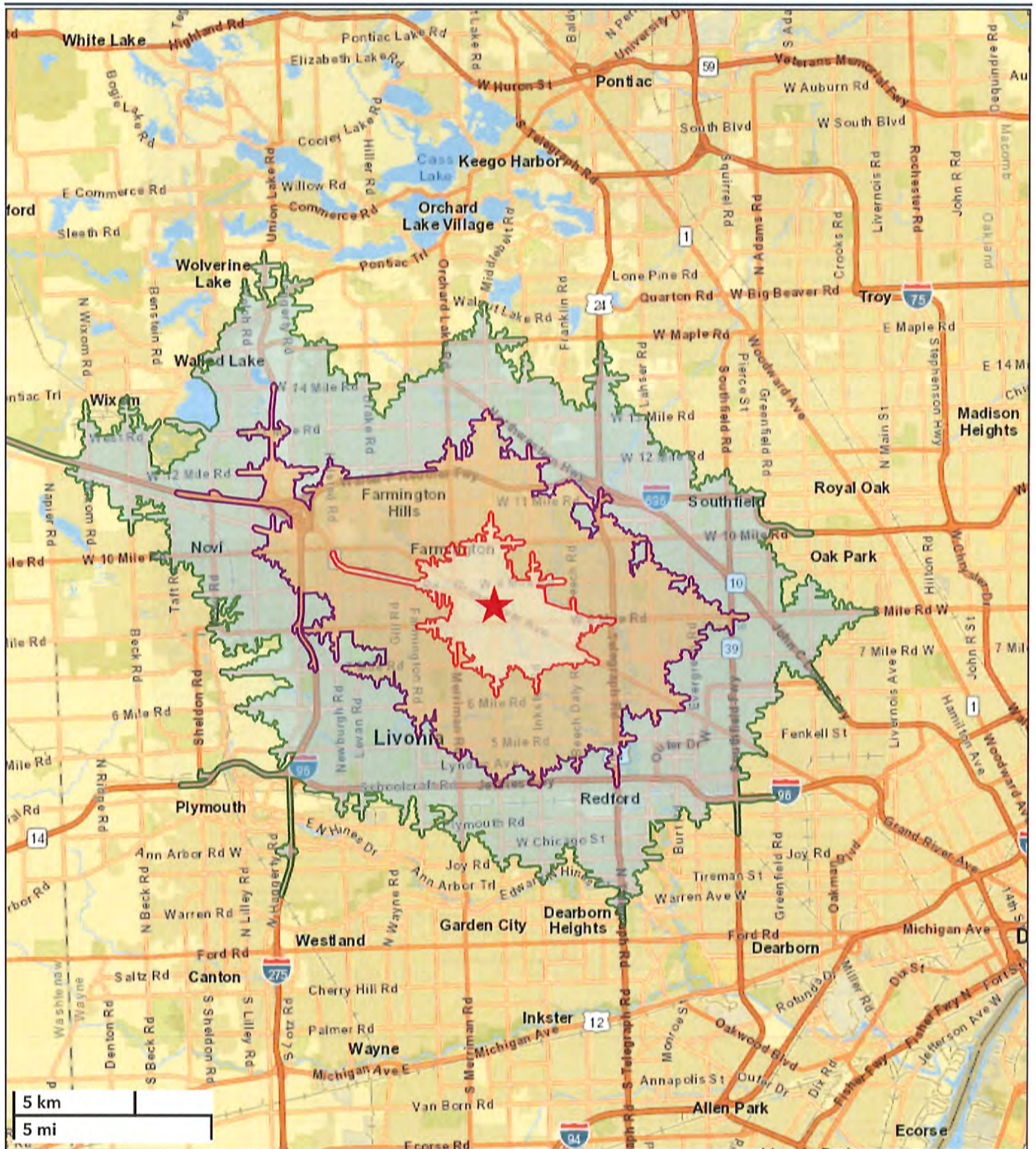
5% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name-brand drugs.



February 20, 2025

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Gibbs Group 42.44637
 Longitude: -83.32552

	5 minutes	10 minutes	15 minutes
Census 2020 Summary			
Population	25,065	151,365	435,922
Households	10,672	65,321	183,149
Average Household Size	2.30	2.29	2.35
2024 Summary			
Population	24,602	148,208	429,813
Households	10,695	65,155	183,741
Families	5,872	36,592	108,619
Average Household Size	2.25	2.25	2.31
Owner Occupied Housing Units	7,420	39,757	118,641
Renter Occupied Housing Units	3,275	25,398	65,100
Median Age	40.6	40.4	41.7
Median Household Income	\$67,040	\$69,741	\$73,494
Average Household Income	\$92,046	\$94,966	\$101,641
2029 Summary			
Population	24,104	145,039	425,918
Households	10,744	65,249	186,627
Families	5,831	36,242	108,927
Average Household Size	2.20	2.19	2.26
Owner Occupied Housing Units	7,681	41,062	122,581
Renter Occupied Housing Units	3,063	24,187	64,046
Median Age	42.5	42.1	43.0
Median Household Income	\$79,324	\$81,406	\$85,218
Average Household Income	\$109,277	\$110,387	\$117,889
Trends: 2024-2029 Annual Rate			
Population	-0.41%	-0.43%	-0.18%
Households	0.09%	0.03%	0.31%
Families	-0.14%	-0.19%	0.06%
Owner Households	0.69%	0.65%	0.66%
Median Household Income	3.42%	3.14%	3.00%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2024 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,038	9.7%	6,709	10.3%	18,723	10.2%
\$15,000 - \$24,999	715	6.7%	4,471	6.9%	12,233	6.7%
\$25,000 - \$34,999	777	7.3%	4,132	6.3%	11,703	6.4%
\$35,000 - \$49,999	1,138	10.6%	7,507	11.5%	19,476	10.6%
\$50,000 - \$74,999	2,212	20.7%	11,571	17.8%	31,065	16.9%
\$75,000 - \$99,999	1,566	14.6%	8,469	13.0%	23,193	12.6%
\$100,000 - \$149,999	1,645	15.4%	11,570	17.8%	32,971	17.9%
\$150,000 - \$199,999	848	7.9%	5,789	8.9%	16,979	9.2%
\$200,000+	759	7.1%	4,937	7.6%	17,365	9.5%
Median Household Income	\$67,040		\$69,741		\$73,494	
Average Household Income	\$92,046		\$94,966		\$101,641	
Per Capita Income	\$40,415		\$41,842		\$43,510	
2029 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	836	7.8%	5,720	8.8%	16,405	8.8%
\$15,000 - \$24,999	509	4.7%	3,480	5.3%	9,679	5.2%
\$25,000 - \$34,999	582	5.4%	3,341	5.1%	9,717	5.2%
\$35,000 - \$49,999	965	9.0%	6,450	9.9%	16,782	9.0%
\$50,000 - \$74,999	2,120	19.7%	10,939	16.8%	29,475	15.8%
\$75,000 - \$99,999	1,619	15.1%	8,585	13.2%	23,630	12.7%
\$100,000 - \$149,999	1,946	18.1%	13,074	20.0%	37,341	20.0%
\$150,000 - \$199,999	1,207	11.2%	7,607	11.7%	22,197	11.9%
\$200,000+	958	8.9%	6,052	9.3%	21,373	11.5%
Median Household Income	\$79,324		\$81,406		\$85,218	
Average Household Income	\$109,277		\$110,387		\$117,889	
Per Capita Income	\$49,189		\$49,777		\$51,722	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2020 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,349	5.4%	8,325	5.5%	23,243	5.3%
Age 5 - 9	1,365	5.4%	8,166	5.4%	24,210	5.6%
Age 10 - 14	1,349	5.4%	7,992	5.3%	24,701	5.7%
Age 15 - 19	1,326	5.3%	8,160	5.4%	25,181	5.8%
Age 20 - 24	1,399	5.6%	8,740	5.8%	24,971	5.7%
Age 25 - 34	4,071	16.2%	24,606	16.3%	62,064	14.2%
Age 35 - 44	3,211	12.8%	18,450	12.2%	51,588	11.8%
Age 45 - 54	3,288	13.1%	18,851	12.5%	55,086	12.6%
Age 55 - 64	3,641	14.5%	21,449	14.2%	61,456	14.1%
Age 65 - 74	2,397	9.6%	16,014	10.6%	48,367	11.1%
Age 75 - 84	1,047	4.2%	7,097	4.7%	23,317	5.3%
Age 85+	621	2.5%	3,513	2.3%	11,737	2.7%
2024 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,293	5.3%	7,974	5.4%	22,500	5.2%
Age 5 - 9	1,350	5.5%	8,316	5.6%	23,849	5.5%
Age 10 - 14	1,293	5.3%	7,548	5.1%	23,204	5.4%
Age 15 - 19	1,247	5.1%	7,532	5.1%	23,179	5.4%
Age 20 - 24	1,353	5.5%	8,218	5.5%	24,389	5.7%
Age 25 - 34	3,694	15.0%	22,839	15.4%	59,549	13.9%
Age 35 - 44	3,506	14.3%	20,290	13.7%	55,479	12.9%
Age 45 - 54	3,025	12.3%	17,554	11.8%	52,318	12.2%
Age 55 - 64	3,291	13.4%	19,277	13.0%	56,176	13.1%
Age 65 - 74	2,787	11.3%	17,000	11.5%	50,222	11.7%
Age 75 - 84	1,172	4.8%	8,257	5.6%	27,243	6.3%
Age 85+	591	2.4%	3,403	2.3%	11,705	2.7%
2029 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,223	5.1%	7,548	5.2%	21,822	5.1%
Age 5 - 9	1,220	5.1%	7,541	5.2%	21,838	5.1%
Age 10 - 14	1,290	5.4%	7,798	5.4%	23,219	5.5%
Age 15 - 19	1,213	5.0%	7,225	5.0%	22,315	5.2%
Age 20 - 24	1,219	5.1%	7,339	5.1%	22,113	5.2%
Age 25 - 34	2,966	12.3%	19,049	13.1%	53,965	12.7%
Age 35 - 44	3,834	15.9%	22,183	15.3%	59,239	13.9%
Age 45 - 54	2,938	12.2%	17,188	11.9%	50,916	12.0%
Age 55 - 64	2,990	12.4%	17,415	12.0%	52,004	12.2%
Age 65 - 74	2,996	12.4%	17,535	12.1%	51,867	12.2%
Age 75 - 84	1,598	6.6%	10,469	7.2%	33,482	7.9%
Age 85+	615	2.6%	3,749	2.6%	13,137	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

2020 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,540	62.0%	71,481	47.2%	187,153	42.9%
Black Alone	6,114	24.4%	57,479	38.0%	191,005	43.8%
American Indian Alone	92	0.4%	424	0.3%	1,022	0.2%
Asian Alone	912	3.6%	11,679	7.7%	30,379	7.0%
Pacific Islander Alone	9	0.0%	36	0.0%	110	0.0%
Some Other Race Alone	485	1.9%	1,935	1.3%	5,024	1.2%
Two or More Races	1,912	7.6%	8,330	5.5%	21,229	4.9%
Hispanic Origin (Any Race)	1,251	5.0%	4,848	3.2%	12,467	2.9%
2024 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,922	60.7%	68,563	46.3%	181,145	42.1%
Black Alone	6,101	24.8%	56,341	38.0%	187,869	43.7%
American Indian Alone	92	0.4%	424	0.3%	1,026	0.2%
Asian Alone	963	3.9%	12,130	8.2%	32,148	7.5%
Pacific Islander Alone	9	0.0%	35	0.0%	105	0.0%
Some Other Race Alone	520	2.1%	2,051	1.4%	5,338	1.2%
Two or More Races	1,995	8.1%	8,665	5.8%	22,182	5.2%
Hispanic Origin (Any Race)	1,344	5.5%	5,187	3.5%	13,424	3.1%
2029 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,059	58.3%	64,455	44.4%	173,964	40.8%
Black Alone	6,278	26.0%	56,323	38.8%	187,307	44.0%
American Indian Alone	91	0.4%	411	0.3%	1,002	0.2%
Asian Alone	1,040	4.3%	12,733	8.8%	34,745	8.2%
Pacific Islander Alone	9	0.0%	35	0.0%	106	0.0%
Some Other Race Alone	549	2.3%	2,121	1.5%	5,572	1.3%
Two or More Races	2,078	8.6%	8,960	6.2%	23,222	5.5%
Hispanic Origin (Any Race)	1,421	5.9%	5,440	3.8%	14,313	3.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

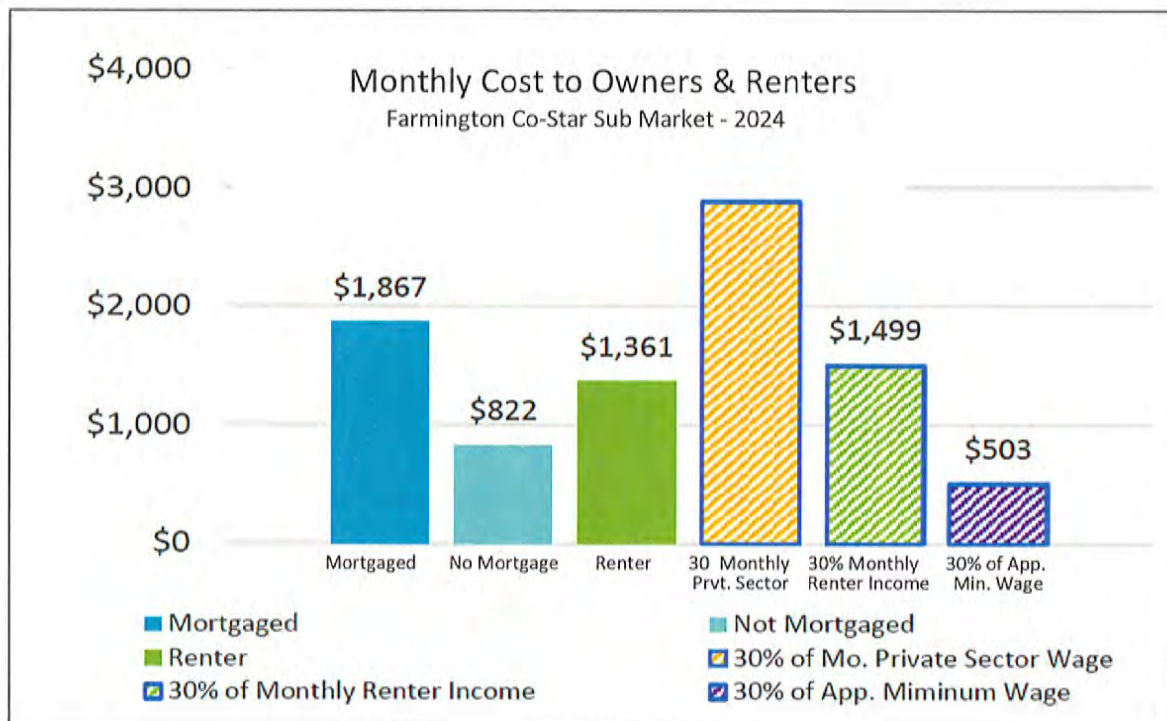
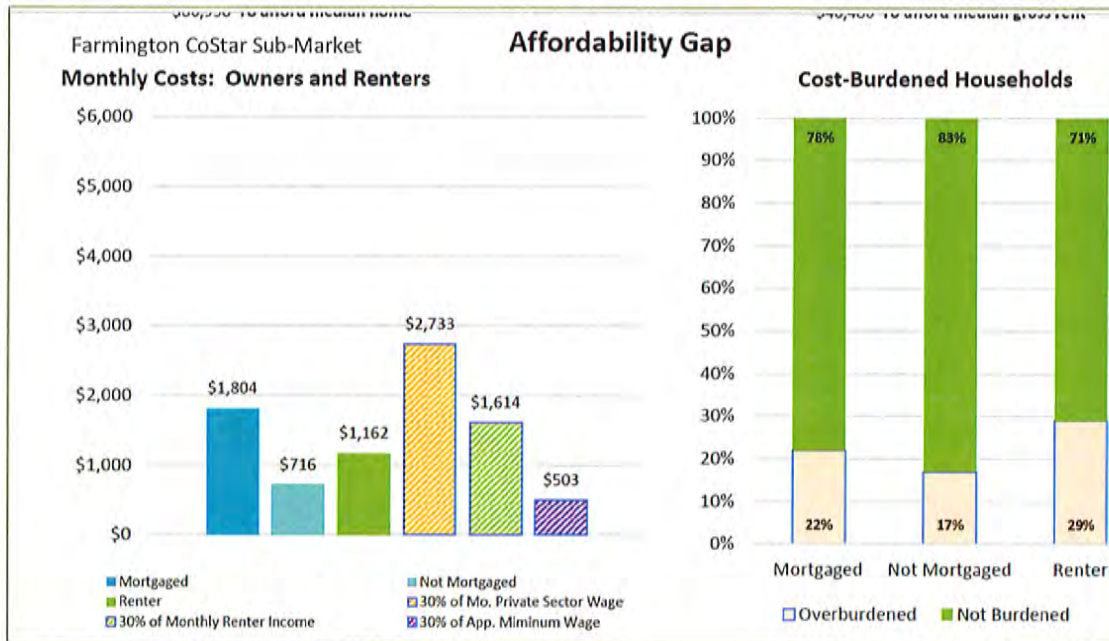
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Census 2020 Summary			
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29
2024 Summary			
Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,762
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	\$68,762	\$77,642	\$77,017
Average Household Income	\$99,055	\$105,525	\$104,762
2029 Summary			
Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	\$81,167	\$91,432	\$89,397
Average Household Income	\$116,932	\$123,190	\$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

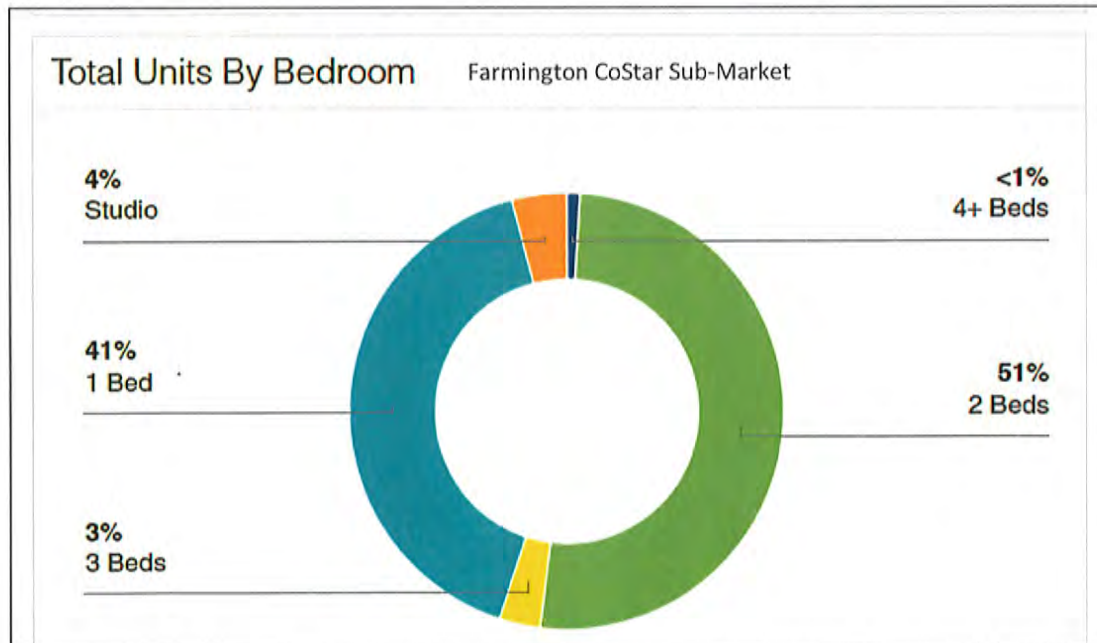
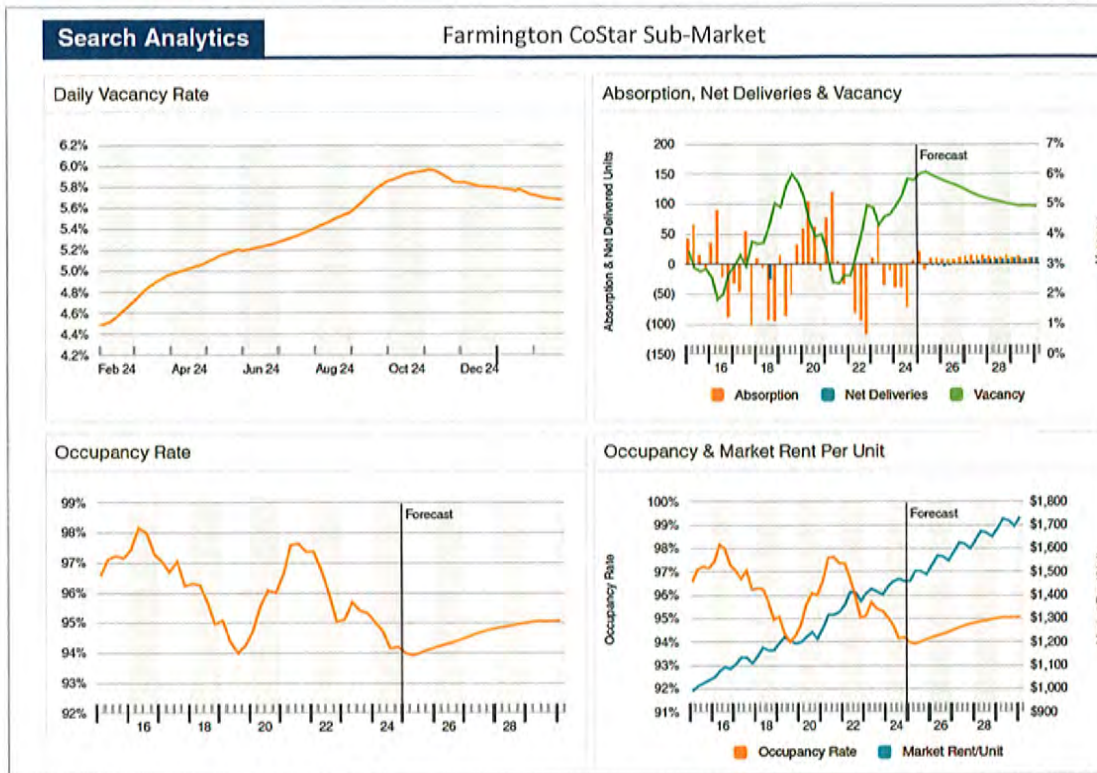
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Appendix H



Appendix I



Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

	5 minutes	10 minutes	15 minutes
Census 2020 Summary			
Population	25,065	151,365	435,922
Households	10,672	65,321	183,149
Average Household Size	2.30	2.29	2.35
2024 Summary			
Population	24,602	148,208	429,813
Households	10,695	65,155	183,741
Families	5,872	36,592	108,619
Average Household Size	2.25	2.25	2.31
Owner Occupied Housing Units	7,420	39,757	118,641
Renter Occupied Housing Units	3,275	25,398	65,100
Median Age	40.6	40.4	41.7
Median Household Income	\$67,040	\$69,741	\$73,494
Average Household Income	\$92,046	\$94,966	\$101,641
2029 Summary			
Population	24,104	145,039	425,918
Households	10,744	65,249	186,627
Families	5,831	36,242	108,927
Average Household Size	2.20	2.19	2.26
Owner Occupied Housing Units	7,681	41,062	122,581
Renter Occupied Housing Units	3,063	24,187	64,046
Median Age	42.5	42.1	43.0
Median Household Income	\$79,324	\$81,406	\$85,218
Average Household Income	\$109,277	\$110,387	\$117,889
Trends: 2024-2029 Annual Rate			
Population	-0.41%	-0.43%	-0.18%
Households	0.09%	0.03%	0.31%
Families	-0.14%	-0.19%	0.06%
Owner Households	0.69%	0.65%	0.66%
Median Household Income	3.42%	3.14%	3.00%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Civilian Labor Force Profile

Grand River Ave. Retail Market Trade Area

Gibbs Group

2024 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	96,736	60,275	2,728	4.3%	65.1%	62.3%
16-24	11,248	6,331	738	10.4%	62.8%	56.3%
25-54	45,966	38,018	1,520	3.8%	86.0%	82.7%
55-64	16,174	10,611	288	2.6%	67.4%	65.6%
65+	23,349	5,315	182	3.3%	23.5%	22.8%
Male Age 16+	47,270	31,880	1,465	4.4%	70.5%	67.4%
Female Age 16+	49,467	28,395	1,263	4.3%	60.0%	57.4%
White Age 16+	55,274	34,325	1,426	4.0%	64.7%	62.1%
Black Age 16+	30,407	18,332	1,090	5.6%	63.9%	60.3%
American Indian Age 16+	307	198	0	0.0%	64.5%	64.5%
Asian Age 16+	4,290	3,013	67	2.2%	71.8%	70.2%
Pacific Islander Age 16+	21	17	0	0.0%	81.0%	81.0%
Other Race Age 16+	1,273	727	25	3.3%	59.2%	57.1%
Multiple Races Age 16+	5,164	3,663	120	3.2%	73.3%	70.9%

Economic Dependency Ratio

Total	93.0
Child (<16)	32.5
Working-Age (16-64)	30.6
Senior (65+)	29.9

Industry	Employed	Percent	US Percent	Location Quotient
Total	60,275	100.0%	100.0%	-
Agriculture/Forestry/Fishing	258	0.4%	1.1%	0.36
Mining/Quarrying/Oil & Gas	93	0.2%	0.3%	0.67
Construction	2,934	4.9%	6.9%	0.71
Manufacturing	9,782	16.2%	10.0%	1.62
Wholesale Trade	1,126	1.9%	2.0%	0.95
Retail Trade	5,342	8.9%	10.5%	0.85
Transportation/Warehousing	2,985	5.0%	5.1%	0.98
Utilities	465	0.8%	0.9%	0.89
Information	849	1.4%	2.0%	0.70
Finance/Insurance	3,538	5.9%	4.8%	1.23
Real Estate/Rental/Leasing	1,014	1.7%	1.8%	0.94
Professional/Scientific/Tech	4,519	7.5%	8.3%	0.90
Management of Companies	79	0.1%	0.1%	1.00
Admin/Support/Waste Management	3,211	5.3%	4.3%	1.23
Educational Services	4,125	6.8%	9.1%	0.75
Health Care/Social Assistance	9,612	15.9%	14.1%	1.13
Arts/Entertainment/Recreation	1,358	2.3%	2.3%	1.00
Accommodation/Food Services	3,972	6.6%	6.8%	0.97
Other Services (Excluding Public)	2,829	4.7%	4.6%	1.02
Public Administration	2,184	3.6%	5.0%	0.72

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

February 16, 2025

Search...

Community Profiles

YOU ARE VIEWING DATA FOR:

City of Farmington Hills

31555 W 11 Mile Rd
Farmington Hills, MI
48336-1165




Census 2020 Population:
83,986
Area: 33.3 square miles

<https://www.fhgov.com/Home.aspx>

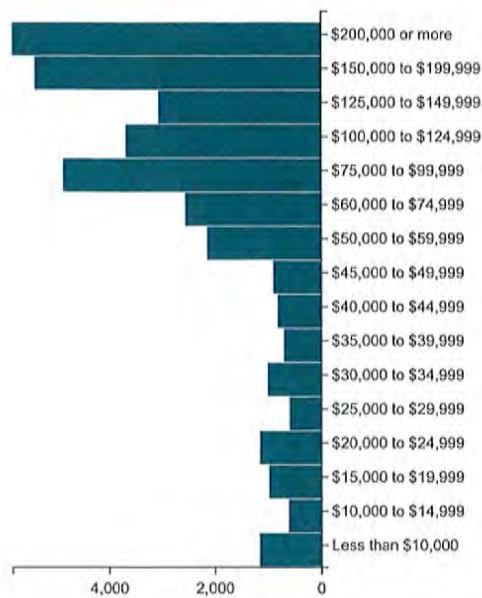
[VIEW COMMUNITY EXPLORER MAP](#)

[VIEW 2020 CENSUS MAP](#)

Economy & Jobs

Link to American Community Survey (ACS) Profiles: **Select a Year**  **Economic
Historic Population and Employment by Minor Civil Division, Southeast
Michigan**

Annual Household Income



Annual Household Income	ACS 2023
\$200,000 or more	5,836
\$150,000 to \$199,999	5,406
\$125,000 to \$149,999	3,066
\$100,000 to \$124,999	3,690
\$75,000 to \$99,999	4,875
\$60,000 to \$74,999	2,560
\$50,000 to \$59,999	2,143
\$45,000 to \$49,999	908
\$40,000 to \$44,999	822
\$35,000 to \$39,999	706
\$30,000 to \$34,999	1,002
\$25,000 to \$29,999	600
\$20,000 to \$24,999	1,159
\$15,000 to \$19,999	981
\$10,000 to \$14,999	611
Less than \$10,000	1,163
Total	35,528


Source: U.S. Census Bureau, 2019-2023 American Community Survey 5-Year Estimates

Poverty

Poverty	ACS 2010	% of Total (2010)	ACS 2023	% of Total (2023)	% Point Chg 2010-2023
Persons in Poverty	5,756	7.2%	5,223	6.3%	-0.9%
Households in Poverty	2,169	6.5%	2,530	7.1%	0.7%

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Housing

Link to American Community Survey (ACS) Profiles: **Select a Year**  **Housing**

Building Permits 2010 - 2024

Year	Single Family	Two Family	Attach Condo	Multi Family	Total Units	Total Demos	Net Total
2010	28	0	0	0	28	11	17
2011	19	0	0	0	19	5	14
2012	39	0	0	0	39	3	36
2013	74	0	0	0	74	10	64
2014	47	0	0	0	47	0	47
2015	22	0	0	0	22	2	20
2016	11	0	8	0	19	12	7
2017	15	0	0	0	15	6	9
2018	26	0	0	0	26	9	17
2019	32	0	0	16	48	7	41
2020	12	0	0	8	20	1	19
2021	12	0	0	0	12	4	8
2022	16	2	0	64	82	1	81
2023	72	0	0	117	189	0	189
2024	21	0	0	0	21	0	21
2010 to 2024 totals	446	2	8	205	661	71	590

Source: **SEMCOG Development**

Note: Permit data for most recent years may be incomplete and is updated monthly.

Housing Types

Housing Type	ACS 2010	ACS 2023	Change 2010-2023	New Units Permitted Since 2019
Single Unit	20,249	20,859	610	165
Multi-Unit	14,884	16,082	1,198	207
Mobile Homes or Other	673	674	1	0
Total	35,806	37,615	1,809	372
Units Demolished				-13
Net (Total Permitted Units - Units Demolished)				359

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates, SEMCOG Development

Housing Tenure

Housing Tenure	Census 2010	ACS 2023	Change 2010-2023
Owner occupied	21,324	22,740	1,416
Renter occupied	12,235	12,788	553
Vacant	2,619	2,087	-532
Seasonal/migrant	266	231	-35
Other vacant units	2,353	1,856	-497
Total Housing Units	36,178	37,615	1,437



Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Housing Value and Rent

Housing Value (in 2023 dollars)	ACS 2010	ACS 2023	Change 2010-2023	Percent Change 2010-2023
Median housing value	\$352,809	\$333,200	\$-19,609	-5.6%
Median gross rent	\$1,396	\$1,475	\$79	5.6%

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

2020 Land Use

Parcel Land Use	Acres 2015	Acres 2020	Change 2015-2020	Pct Change 2015-2020
Single-Family Residential	8,820.4	8,938.4	118.1	1.3%
Attached Condo Housing	721.6	657.4	-64.1	-8.9%
Multi-Family Housing	889.9	908.8	18.9	2.1%
Mobile Home	38.3	41.4	3.1	8%
Agricultural/Rural Residential	453	440.7	-12.3	-2.7%
Mixed Use	2.6	4.7	2.1	81.7%
Retail	426.4	411.4	-14.9	-3.5%
Office	970	930	-40	-4.1%
Hospitality	93.3	107.5	14.2	15.2%
Medical	225.3	249	23.7	10.5%
Institutional	1,068.4	952.1	-116.4	-10.9%
Industrial	573	525	-48.1	-8.4%
Recreational/Open Space	1,547.7	1,598	50.3	3.2%
Cemetery	9	9	0	0%
Golf Course	519.8	519.8	0	0%
Parking	48.4	48.4	0	0%
Extractive	0	0	0	0%
TCU	160	160	0	0%
Vacant	899.4	996	96.7	10.7%
Water	104.6	104.6	0	0%
Not Parceled	3,736.9	3,705.7	-31.2	-0.8%
Total	21,308.1	21,308.1	0	0%

1. **Agricultural / Rural Res** includes any residential parcel containing 1 or more homes where the parcel is 3 acres or larger.
2. **Mixed Use** includes those parcels containing buildings with Hospitality, Retail, or Office square footage and housing units.
3. **Not Parceled** includes all areas within a community that are not covered by a parcel legal description.
4. Parcels that do not have a structure assigned to the parcel are considered vacant unless otherwise indicated, even if the parcel is part of a larger development such as a factory, school, or other developed series of lots.

Summary	Census 2010		Census 2020		2024		2029			
Population	79,740		83,986		83,419		82,684			
Households	33,559		35,352		35,872		36,388			
Families	21,412		22,159		21,848		21,955			
Average Household Size	2.36		2.34		2.29		2.24			
Owner Occupied Housing Units	21,324		21,933		23,036		23,908			
Renter Occupied Housing Units	12,235		13,419		12,836		12,480			
Median Age	42.1		41.6		42.0		43.3			
Trends: 2024-2029 Annual Rate			Area		State		National			
Population			-0.18%		-0.09%		0.38%			
Households			0.29%		0.27%		0.64%			
Families			0.10%		0.08%		0.56%			
Owner HHs			0.75%		0.69%		0.97%			
Median Household Income			2.04%		2.84%		2.95%			
					2024		2029			
Households by Income					Number	Percent	Number	Percent		
<\$15,000					2,201	6.1%	1,820	5.0%		
\$15,000 - \$24,999					1,817	5.1%	1,367	3.8%		
\$25,000 - \$34,999					1,276	3.6%	960	2.6%		
\$35,000 - \$49,999					2,407	6.7%	2,032	5.6%		
\$50,000 - \$74,999					5,083	14.2%	4,673	12.8%		
\$75,000 - \$99,999					4,313	12.0%	4,164	11.4%		
\$100,000 - \$149,999					7,588	21.2%	8,100	22.3%		
\$150,000 - \$199,999					5,168	14.4%	6,316	17.4%		
\$200,000+					6,016	16.8%	6,953	19.1%		
Median Household Income					\$103,638		\$114,676			
Average Household Income					\$134,901		\$152,657			
Per Capita Income					\$58,029		\$67,201			
			Census 2010		Census 2020		2024		2029	
Population by Age			Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4			4,038	5.1%	4,443	5.3%	4,296	5.1%	4,113	5.0%
5 - 9			4,582	5.7%	4,090	4.9%	4,459	5.3%	4,120	5.0%
10 - 14			5,122	6.4%	4,102	4.9%	3,883	4.7%	4,368	5.3%
15 - 19			5,099	6.4%	4,412	5.3%	3,938	4.7%	3,781	4.6%
20 - 24			4,026	5.0%	4,685	5.6%	4,418	5.3%	3,769	4.6%
25 - 34			9,645	12.1%	13,343	15.9%	12,589	15.1%	10,744	13.0%
35 - 44			10,425	13.1%	9,853	11.7%	11,268	13.5%	12,420	15.0%
45 - 54			13,074	16.4%	10,120	12.0%	9,495	11.4%	9,574	11.6%
55 - 64			11,017	13.8%	12,081	14.4%	10,749	12.9%	9,747	11.8%
65 - 74			6,061	7.6%	9,629	11.5%	10,133	12.1%	10,324	12.5%
75 - 84			4,303	5.4%	4,850	5.8%	5,723	6.9%	6,872	8.3%
85+			2,348	2.9%	2,378	2.8%	2,468	3.0%	2,852	3.4%
			Census 2010		Census 2020		2024		2029	
Race and Ethnicity			Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone			55,539	69.7%	50,122	59.7%	48,421	58.0%	46,098	55.8%
Black Alone			13,848	17.4%	15,370	18.3%	15,593	18.7%	16,082	19.4%
American Indian Alone			157	0.2%	147	0.2%	153	0.2%	153	0.2%
Asian Alone			8,072	10.1%	12,882	15.3%	13,545	16.2%	14,395	17.4%
Pacific Islander Alone			13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone			358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races			1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)			1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Census 2020 Summary			
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29
2024 Summary			
Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,762
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	\$68,762	\$77,642	\$77,017
Average Household Income	\$99,055	\$105,525	\$104,762
2029 Summary			
Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	\$81,167	\$91,432	\$89,397
Average Household Income	\$116,932	\$123,190	\$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point
 21616 Albion Ave, Farmington, Michigan, 48336
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 42.45029
 Longitude: -83.33870

	1 mile		3 miles		5 miles	
2020 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	568	5.3%	4,070	5.0%	12,028	5.3%
Age 5 - 9	530	5.0%	4,224	5.2%	11,719	5.1%
Age 10 - 14	519	4.9%	4,204	5.1%	11,866	5.2%
Age 15 - 19	525	4.9%	4,421	5.4%	12,511	5.5%
Age 20 - 24	579	5.4%	4,416	5.4%	13,084	5.7%
Age 25 - 34	1,791	16.8%	12,087	14.8%	34,863	15.2%
Age 35 - 44	1,320	12.4%	9,865	12.1%	26,919	11.8%
Age 45 - 54	1,377	12.9%	10,432	12.8%	28,497	12.4%
Age 55 - 64	1,531	14.3%	12,575	15.4%	33,409	14.6%
Age 65 - 74	1,037	9.7%	9,307	11.4%	25,668	11.2%
Age 75 - 84	518	4.9%	4,080	5.0%	12,054	5.3%
Age 85+	380	3.6%	2,070	2.5%	6,313	2.8%
2024 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	540	5.2%	3,908	4.9%	11,580	5.1%
Age 5 - 9	552	5.3%	4,170	5.2%	12,112	5.4%
Age 10 - 14	490	4.7%	3,956	4.9%	11,064	4.9%
Age 15 - 19	472	4.5%	4,035	5.0%	11,304	5.0%
Age 20 - 24	562	5.4%	4,275	5.3%	12,484	5.5%
Age 25 - 34	1,624	15.5%	11,328	14.1%	33,041	14.7%
Age 35 - 44	1,462	14.0%	10,721	13.4%	29,545	13.1%
Age 45 - 54	1,242	11.9%	9,642	12.0%	26,612	11.8%
Age 55 - 64	1,384	13.2%	11,110	13.9%	30,111	13.4%
Age 65 - 74	1,225	11.7%	10,113	12.6%	27,149	12.1%
Age 75 - 84	545	5.2%	4,789	6.0%	14,091	6.3%
Age 85+	376	3.6%	2,017	2.5%	6,196	2.8%
2029 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	510	5.0%	3,708	4.7%	11,018	5.0%
Age 5 - 9	504	4.9%	3,758	4.8%	10,995	5.0%
Age 10 - 14	528	5.1%	3,947	5.0%	11,553	5.2%
Age 15 - 19	462	4.5%	3,820	4.9%	10,635	4.8%
Age 20 - 24	483	4.7%	3,776	4.8%	10,926	4.9%
Age 25 - 34	1,249	12.2%	9,653	12.3%	28,658	13.0%
Age 35 - 44	1,664	16.2%	11,590	14.8%	32,110	14.5%
Age 45 - 54	1,190	11.6%	9,391	12.0%	25,969	11.7%
Age 55 - 64	1,256	12.2%	9,976	12.7%	27,083	12.2%
Age 65 - 74	1,287	12.5%	10,395	13.3%	27,957	12.6%
Age 75 - 84	752	7.3%	6,168	7.9%	17,518	7.9%
Age 85+	386	3.8%	2,228	2.8%	6,860	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point
 21616 Albion Ave, Farmington, Michigan, 48336
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 42.45029
 Longitude: -83.33870

	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
2020 Race and Ethnicity						
White Alone	7,039	65.9%	51,118	62.5%	118,913	51.9%
Black Alone	2,041	19.1%	19,337	23.7%	76,988	33.6%
American Indian Alone	28	0.3%	237	0.3%	558	0.2%
Asian Alone	531	5.0%	4,756	5.8%	17,453	7.6%
Pacific Islander Alone	5	0.0%	21	0.0%	58	0.0%
Some Other Race Alone	187	1.8%	1,114	1.4%	2,771	1.2%
Two or More Races	844	7.9%	5,167	6.3%	12,191	5.3%
Hispanic Origin (Any Race)	582	5.5%	3,080	3.8%	7,195	3.1%
2024 Race and Ethnicity						
White Alone	6,748	64.4%	49,079	61.3%	114,759	50.9%
Black Alone	2,057	19.6%	19,177	24.0%	76,007	33.7%
American Indian Alone	28	0.3%	240	0.3%	559	0.2%
Asian Alone	561	5.4%	4,980	6.2%	18,240	8.1%
Pacific Islander Alone	5	0.0%	20	0.0%	53	0.0%
Some Other Race Alone	200	1.9%	1,187	1.5%	2,940	1.3%
Two or More Races	874	8.3%	5,383	6.7%	12,729	5.7%
Hispanic Origin (Any Race)	623	5.9%	3,301	4.1%	7,713	3.4%
2029 Race and Ethnicity						
White Alone	6,386	62.2%	46,388	59.2%	108,679	49.1%
Black Alone	2,126	20.7%	19,557	24.9%	76,391	34.5%
American Indian Alone	27	0.3%	234	0.3%	544	0.2%
Asian Alone	607	5.9%	5,345	6.8%	19,312	8.7%
Pacific Islander Alone	5	0.0%	20	0.0%	53	0.0%
Some Other Race Alone	212	2.1%	1,245	1.6%	3,048	1.4%
Two or More Races	909	8.8%	5,622	7.2%	13,256	6.0%
Hispanic Origin (Any Race)	658	6.4%	3,493	4.5%	8,131	3.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

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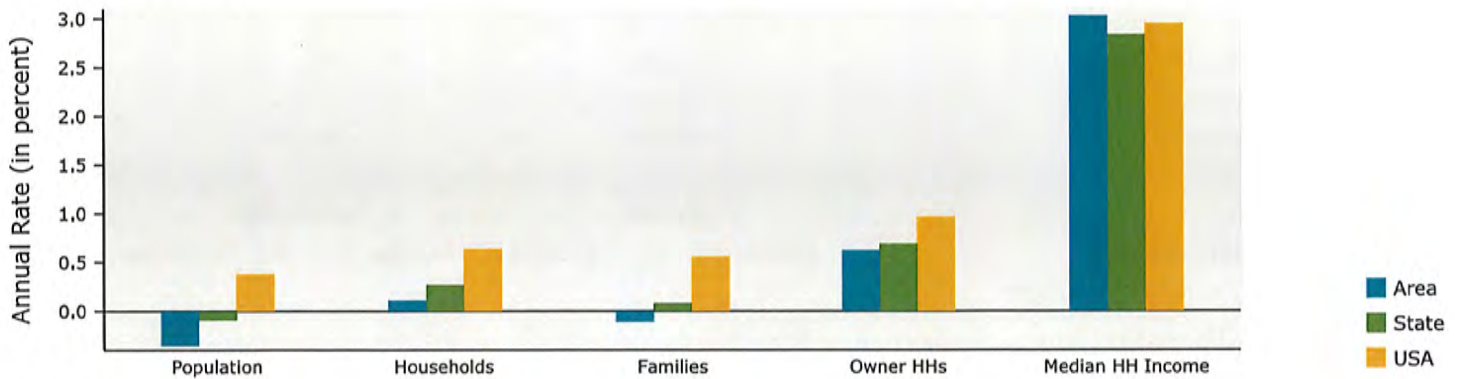
Demographic and Income Comparison Profile

Grand River Mid-Point
21616 Albion Ave, Farmington, Michigan, 48336
Rings: 1, 3, 5 mile radii

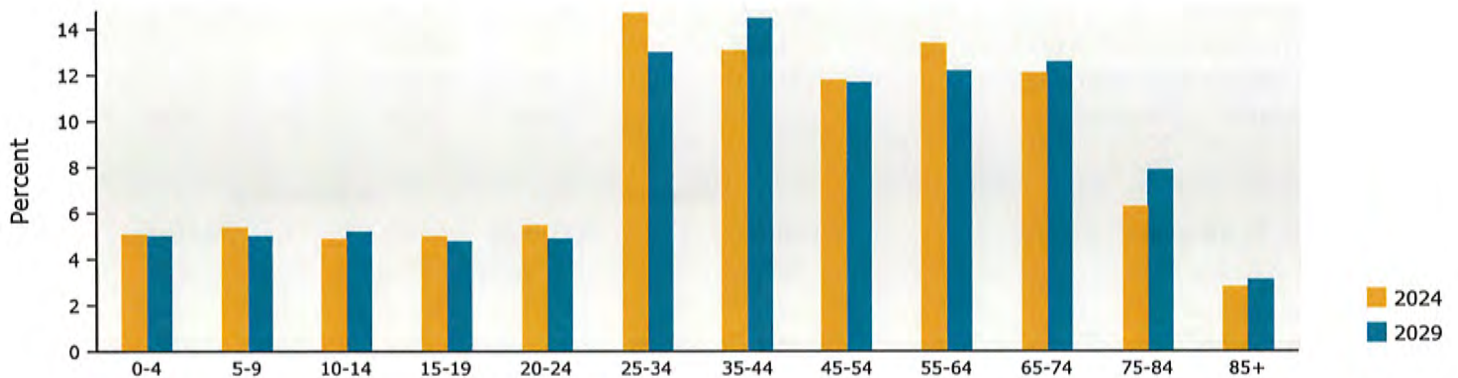
Prepared by Esri
Latitude: 42.45029
Longitude: -83.33870

5 miles

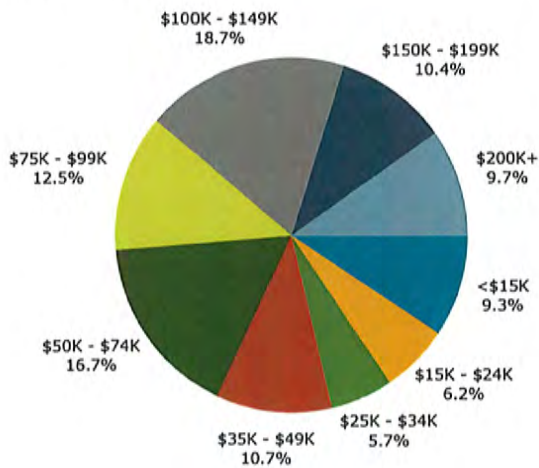
Trends 2024-2029



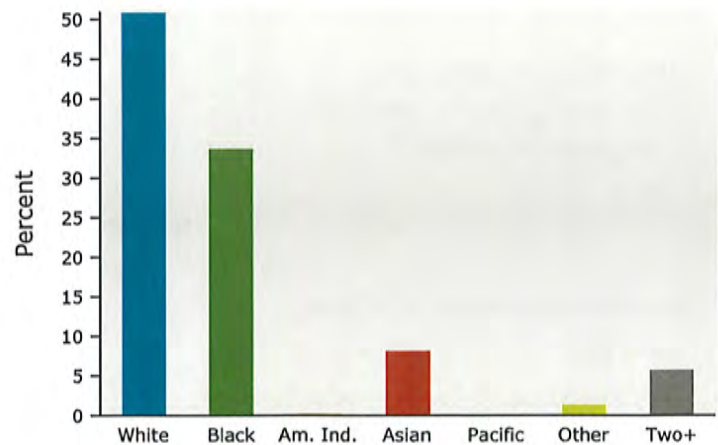
Population by Age



2024 Household Income



2024 Population by Race



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Farmington Hills-North

Housing Policy Indicators

Household Count and Growth

	Market	Partnership
Household Change, 2016 to 2021	1.7%	4.8%
Household Count, 2021	12,568	520,393

	Market			Partnership		
	Number	%	% Change	Number	%	% Change
Housing Affordability						
Home value / partnership income	3.39	--	--	--	--	--
Median Income, 2021	\$102,316	--	17.3%	\$86,275	--	11.9%
Median owner income, 2021	\$125,662	--	11.9%	\$104,646	--	9.7%
Median renter income, 2021	\$59,964	--	9.7%	\$51,535	--	13.7%
Median home value	\$292,280	--	20.9%	\$268,600	--	27.0%
Median gross rent	\$1,361	--	30.9%	\$1,156	--	8.2%
Income needed for median rent	\$54,440	--	--	\$46,240	--	--
Income needed for median value	\$97,427	--	--	\$89,533	--	--
Overburdened households	3,060	24%	-15.0%	128,058	24.6%	-8.3%

	Market			Partnership		
	Number	%	% Change	Number	%	% Change
Housing Quality and Vacancy						
"Other" vacancy	135	1.0%	-38.1%	11,855	2.2%	-7.1%
Seasonal vacancy	72	0.5%	53.2%	4,100	0.8%	-31.8%
For-Sale vacancy	46	0.3%	-46.5%	2,846	0.5%	-27.4%
For-Rent vacancy	521	3.9%	55.1%	9,160	1.7%	15.0%
Homes built pre-1940	438	3.3%	--	42,258	7.9%	--
Homes built post-1990	2,838	21.2%	--	151,915	28.5%	--

Other Market Indicators

Housing Policy Matchmaker Type*	Moderate Cost and Growing
Strength and Need Type**	High Strength and High Need (Type I)

Gap Analysis 2021

	Owner Units	Renter Units	Total Units
Market demand (estimated annual moves)	207	323	530
Market supply (vacant on market, adjusted for age)	22	111	133
5 year Market production goals (based on 75K units)	178	205	383
1 year Market production goals (based on 15K units)	36	41	77
5 year Partnership goals (based on 75K units)	5,071	5,899	10,970
1 year Partnership goals (based on 15K units)	1,014	1,180	2,194

Metro Detroit Region Hotel Overview

Gibbs Group July 2, 2025



Figure 1: Left Holiday Inn, Farmington Rd/I-696; Sheraton I-275/ 8 Mile Rd; Right Marriott Delta Hotel – Grand River Ave/10 Mile Rd.

Summary

Hotel demand in Southeast Michigan is experiencing significant growth, driven by a combination of major sporting events, rising tourism interest, population gains and continued investment in hospitality infrastructure. Detroit has seen record-breaking visitor numbers and hotel revenues, highlighted by the 2024 NFL Draft, which brought in over 775,000 attendees and contributed to over \$1 billion in annual hotel revenue.

With thousands of rooms available within a 50-mile radius and a growing pipeline of large-scale events and hotel developments, the region is positioning itself as a competitive destination for both leisure and business travelers. Overall, downtown hotel occupancy for April rose to 54%, up from 48% the previous year, as reported by Axios. Visit Detroit calculated that hotel revenue hit a record-breaking \$1 billion in 2024, emphasizing the region's growing capacity to host large-scale events.

However, this study finds the Farmington Hills southeast Grand River Avenue area does not have the conventional statistical or site location criteria for a new branded hotel. A smaller boutique inn potentially could be supported if combined within a walkable mixed-use town center.

Greater Metro-Detroit Region

Within a 50-mile radius of the city, approximately 45,000 hotel rooms were available during the 2024 NFL Draft, and Detroit alone had 5,300 rooms on the market, according to the Downtown Detroit Partnership (DDP). Hotel data reflects the surge: During the week ending April 27, the average daily room rate (ADR) jumped by 22%, reaching \$150.00. Downtown Detroit hotels outperformed the broader region in occupancy, averaging 85% over the week.

Looking forward, Detroit is poised to maintain and even grow its hospitality momentum. The Detroit Sports Commission has secured several major events, including the 2027 NCAA Men's Final Four at Ford Field. In 2028, the city will host both the Big Ten Women's Basketball Tournament and the NCAA Division I Men's Midwest Regional, both to be held at Little Caesars Arena.

Convention Impacts

In 2025, conventions related to the city's ongoing leadership in automotive design and production will continue to dominate. For example, in May 2025, the Automate convention at Huntington Place attracted 45,000 guests, and more than 900 exhibitors specializing in robotics and automation. As these high-profile events continue to choose Detroit, meeting and group demand for hotels is expected to rise. As hotel demand rises, Southeast Michigan is seeing a burst of construction and renovation activity aimed at expanding its hospitality capacity.



Figure 2: Left: Michigan Central Station. Via Historic Detroit. Right: Hudson's high-rise hotel, retail, office and residential complex. Via SHoP Architects. The Hudson's hotel will be Michigan's only 5-Star hospitality offering.

Michigan Central Station & Hudson Site

One of the largest projects is Michigan Central Station, a landmark redevelopment featuring over 600,000 square feet of mixed-use space, including retail, hospitality, community and office areas. The site is expected to include a 100 room hotel. At the Hudson site, another high-profile project is underway: a 210-room, five-star hotel, luxury residential, retail and the new General Motors World Headquarters is under construction. The Hudson hotel will be Michigan's only five-star hospitality offering.

Market Oversupply

In contrast, the demand for hotel rooms in the South Michigan region is likely oversupplied. According to Newmark Research, South Michigan's hotel market has a high supply risk, ranking in the bottom 5% of markets. The oversupply issue impacts revenue, with South Michigan ranking 97th out of 104 markets for revenue per available room, at just \$70, well below the national average of \$100. South Michigan does not have the same robust growth and attention that has come to Detroit in the past few years

Encouraging Trends

Meanwhile, the AC Hotel is bringing 150 new rooms to the region, and the Courtyard Detroit Downtown has recently completed upgrades to its existing 260 rooms. Occupancy rates are also improving; Central Business District hotels saw occupancy rise from 52% in 2023 to 57% in 2024. Average daily rates in CBD also grew, increasing from \$220 to \$225 based on data from CoStar.

Encouraging Trends

In terms of the purpose of a visit, 17% of hotel guests come for meetings, 25% for other business trips, and 58% for leisure. Chris Moyer of Visit Detroit calculates the need for 4,000 more hotel rooms to effectively compete for and accommodate major sporting events and conventions in the future. Detroit hit a key milestone in 2025 with two consecutive years of population growth. This population growth is expected to attract more attention into downtown areas and support investor appetite.

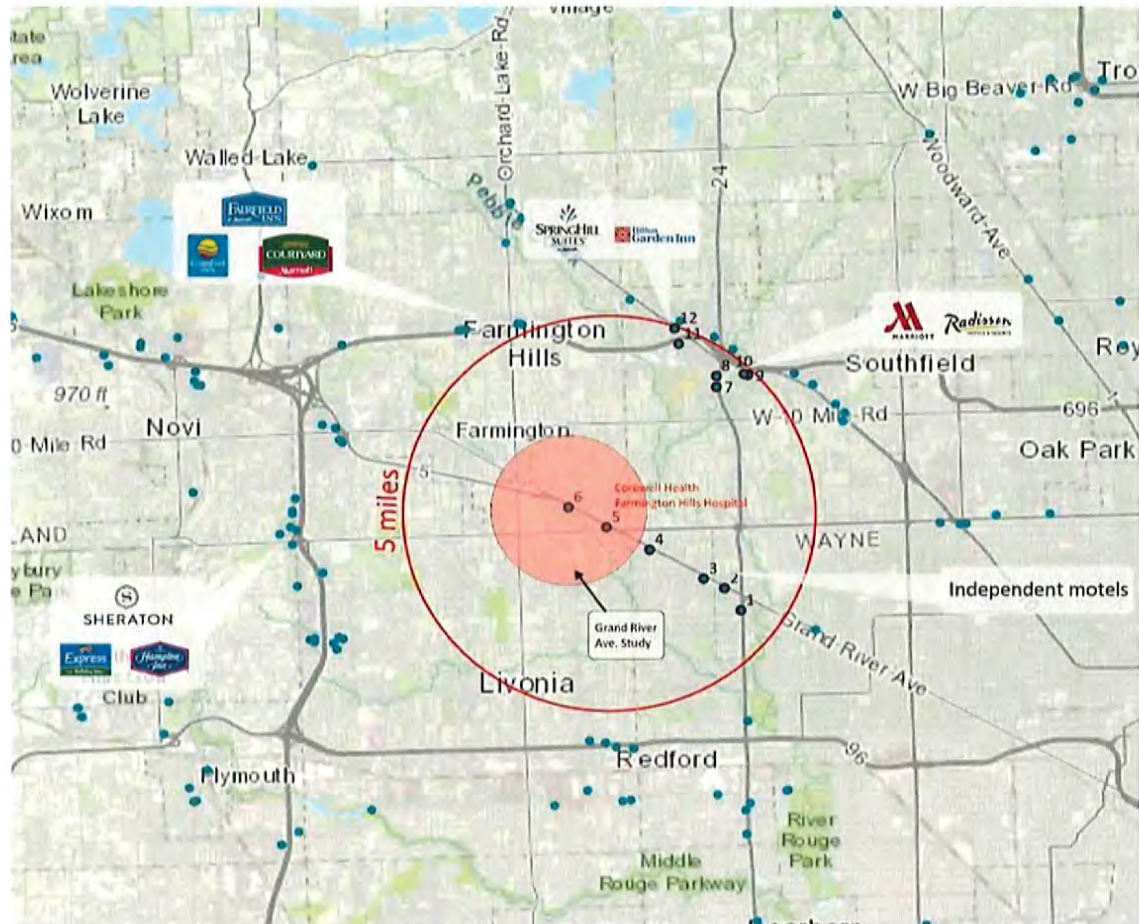


Figure 3. Existing hotels located surrounding the Farmington Hills, south Grand River Avenue corridor

Figure 4:. Hotels within 5 miles of the Corewell Health Farmington Hills Hospital

<i>Hotel Brand</i>	<i>Map Reference</i>	<i>Total Keys</i>	<i>Published Rates</i>	<i>Location</i>
A Victory Inn & Suites	1	65 rooms	\$65-100	4 miles - Telegraph Rd., Detroit
Deluxe Inn	2	15 rooms	\$100	4 miles - Grand River Ave., Detroit
Coach & Lantern	3	65 rooms	\$40-55	3 miles -Grand River Ave., Redford
Dorchester Motel	4	35 rooms	\$40-55	1 mile Grand River Ave., Redford
Bahama Motel	5	40 rooms	\$20-70	0 miles Grand River Ave., Farmington Hills
Grand Tulane Motel	6	10 rooms	\$40-55	1 mile Grand River Ave., Farmington Hills
Quality Inn	7	105 rooms	\$60-100	4.5 miles Telegraph Rd., Southfield
Radisson Hotel	8	55 rooms	\$90-120	4.5 miles Telegraph Rd., Southfield
Courtyard By Marriott	9	145 rooms	\$90-260	5 miles Northwestern Hwy., Southfield
Marriot Southfield	10	225 rooms	\$130-180	5 miles Northwestern Hwy., Southfield
Hilton Garden Inn	11	195 rooms	\$130-200	4.5 miles American Dr., Southfield
Springhill Suites By Marriott	12	90 rooms	\$100-160	5 miles Northwestern Hwy., Southfield

Grand River Avenue Office Market Analysis

Farmington Hills, Michigan



Prepared For:
City of Farmington Hills, Michigan

Prepared By:
Gibbs Planning Group
Indigo Retail Group

July 2, 2025



Farmington Hills, Michigan
Grand River Avenue Office Market Analysis
July 2, 2025



Figure 1: Aerial view of the Grand River Avenue corridor study area

Summary

This study finds the Farmington Hills Grand River Avenue corridor area has an existing demand for up to 50,000 square feet of new professional office space. By 2029, an additional 25,000 sf office demand could be supported in the Grand River area if it were located in a smaller, neighborhood-focused mixed-use walkable village center (1). The 75,000 sf total of new office space would offer a desirable community destination and complement nearby commercial and residential areas.

Demand in the Avenue's district is strongest for two-story professional buildings with small-to-medium-sized floorplates. Grand River's supportable businesses include healthcare, wellness, design, real estate, insurance, and related fields. The office market is primarily attractive Class B+ space, rather than the Class A office typically reserved for Fortune 500 businesses.

South Grand River Ave. 2030 Supportable New Office

- 10,000 sf Community Organizations
- 15,000 sf Local Services
- 30,000 sf Health -Medical
- 20,000 sf Professional Services
- 75,000 sf Total Office Demand (1)**

Summary

The growth of the office market in Farmington Hills will be driven by two distinct factors.

First, the city's high-income demographics and well-educated population have attracted entrepreneurs and executives who may prefer to live and work in the same community, boosting demand for local office facilities. As these business owners seek more convenient commutes, they may relocate to the south Grand River study area.

Second, Corewell Health Farmington Hills Hospital, a 330-bed teaching facility with Level II trauma status care and a new birthing center, represents a major driver for office development in the south Grand River area. Corwell employs 1,400 total staff members on a 30-acre campus located northwest of Grand River Avenue and Eight Mile Roads.

Corwell's Farmington location includes 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corwell's Grand River medical center provided 57,000 patient days and 10,800 total discharges in 2024.



Figure 2: The health and wellness sectors employ 5,500 workers, 75% of the south Grand River total workforce. Retail trade businesses employ 20%, 1,500 of the Grand River area's labor force. Left, Corwell Medical Center, Right, West River shopping center corridors two largest employers.

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical ecosystem, spurring both new construction and renovations for physician groups and related services.

Like other major medical campuses across the country, Corewell Health's presence often sparks new investment for complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry's needs. Ultimately, Corewell Health's continued expansion will strengthen the local office market and attract additional healthcare-focused investments to the Grand River area.

As the Farmington corridor grows and Corewell Health continues to expand, the area's office market potential could exceed current projections by attracting additional businesses and office space users. In other words, the total amount of supportable new office space may be larger than the 50,000 to 75,000 sf of new office projected by this analysis.

Summary

New office developments along the Grand River corridor are likely to command rents in the upper \$20s per square foot per year (sf/yr), specifically ranging from \$26 to \$29 sf/yr on a gross or a modified gross basis. Gross rents include property taxes and insurance. The building lease holder pays for their own utilities, interior improvements and some of properties' common area maintenance (CAM). These rates may surpass the City of Farmington Hills' existing average of \$21 per sf/yr.

These projected real estate lease rents are justified by strong demand drivers. Chief among these are entrepreneurs seeking a closer-to-home workplace and healthcare-related users looking to position themselves near Corewell Health. Consequently, potentially higher rents align with the corridor's strategic appeal and underscore its potential for sustained growth.

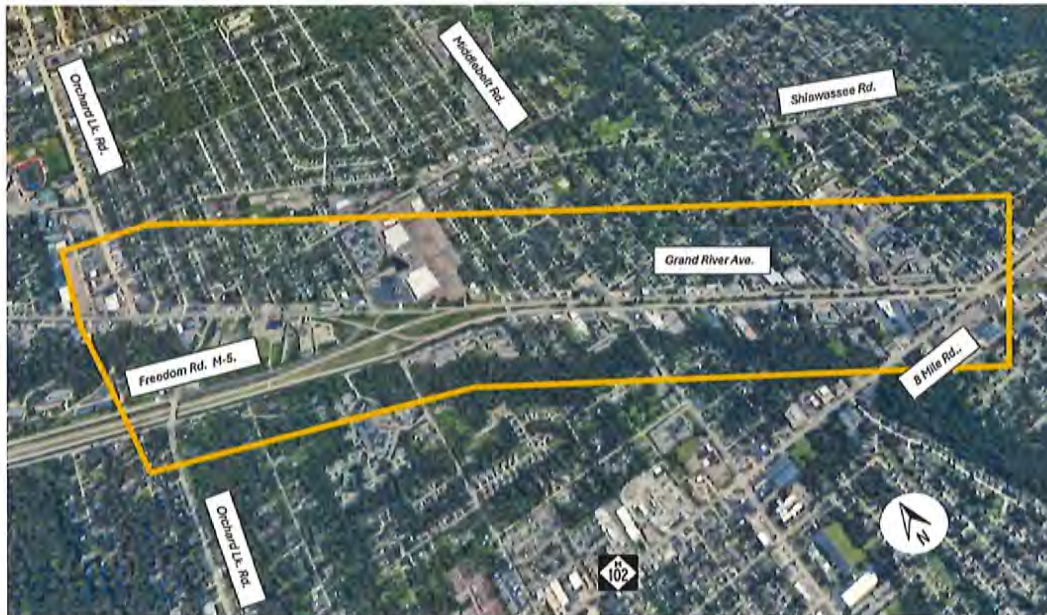


Figure 3: Aerial photo of the 2-mile south Grand River Avenue study area looking northeast.

Background

Gibbs Planning and Indigo Retail have been retained by the City of Farmington Hills to conduct an independent market potential analysis to project how much new office development may be supportable along the south Grand River Avenue area by 2030. The 2-mile long corridor is located in southeast Farmington between Orchard Lake and Eight Mile Roads. Eight Mile Road is the City of Detroit's northern border.

The projections of this study are based on Grand River's economic characteristics utilizing the real estate industry's best practices. This study does not necessarily reflect the Avenue's existing building stock and area's physical character.

Additionally, this study's office space projection reflects statistical market demand, but not necessarily the availability of existing real estate properties to accommodate new office space. This analysis considers current market conditions and trends to estimate a potential office demand for the study area, given its site characteristics, competitive position and other factors.

Grand River Corridor Commercial Summary



Figure 4: The Grand River Avenue study area covers 4 square mile. The area is located between Orchard Lake and Eight Mile Roads.

The Grand River, 8 Mile, Farmington Roads study area is a diverse commercial district. The four square mile square area includes 600 businesses, 7,500 employees and 14,000 residents. Healthcare is the corridor's largest business sector with 110 total businesses, equating to 20% of the area's employers. The healthcare sector employs 5,500 (70%) full and part-time workers.

Retail trade, restaurants and foods are the area's second largest business categories employing 1,500 (20%) of its work force with 110 total establishments. The construction and manufacturing sectors are the area's third largest, employing 1,000 (15%) workers within 110 businesses.

Figure 5: The Grand River Ave. Study Area Business Summary

	No. Businesses	% Total Businesses	Total Employees	% Total Employees
Automotive Repair	20	5%	90	2%
Civic & Organizations	30	5%	115	2%
Construction	60	10%	300	5%
Finance & Insurance	15	3%	60	1%
Health Care & Social Asst.	65	10%	3,000	40%
Hospital & Ambulatory Care	45	8%	2,500	35%
Manufacturing	35	6%	700	10%
Professional & Tech	40	7%	130	2%
Real Estate	35	6%	125	2%
Restaurants – Foods	40	7%	500	6%
Retail Trade	85	15%	1,000	12%
Totals	600	---	7,500	---

U.S. Office Market Overview



Figure 6: Left- Mercedes-Benz Financial Services, Right-Japanese Solderless Terminals Campus; Farmington Hills, MI .

The U.S. office market has changed drastically since the 2021-2022 pandemic with many companies adopting hybrid or fully remote setups. This drop in traditional office demand has led to higher vacancies and more sublease options. Employers are trimming footprints to lower costs and increase flexibility.

Advances in Artificial Intelligence and automation further reduce space needs by supporting greater output with fewer workers. This shift continues to suppress office leasing and new construction. Building owners must adapt or risk prolonged vacancies.

Office-to-residential or mixed-use conversions are on the rise, especially in city centers. These projects tap into housing demand and revitalize areas burdened by obsolete office stock. While the market remains in flux, creative reuse and flexible leasing strategies are critical for success.

While this discussion outlines broad trends shaping the U.S. office market, actual demand hinges on local factors. Communities each have unique economic conditions and workforce needs that determine how national trends manifest at the local level.

Figure 7: The Grand River Ave. Study Area Business Summary



Employment

New office development is largely fueled by growth in office-intensive sectors like finance, professional services, and information technology. As companies increase their workforce or expand operations, they require more space. Demand also rises when businesses seek modern layouts, advanced technology, or a superior location to enhance their competitive edge.

Beyond workforce expansion, broader economic factors—such as low interest rates, favorable financing, and strong market confidence—can spark additional office construction. Ultimately, the synergy between robust economic conditions, job growth and desirable building attributes propels new office development and leasing demand.



Figure 8: Grand River Avenue looking northwest towards Middlebelt Road. Right: The Farmington Hills Fire Station #3 and Jon Grant Community Center.

According to the Mackinac Center for Public Policy, Michigan's job growth has stalled at 4.5 million positions since April 2024, ranking the state as the 10th-worst in employment gains. Although jobs rose by 4% in 2021 and 2022 and by 2% in 2023, this slowdown signals stagnation. Oakland County's commercial growth is faring better, which is not a surprise given its highly educated workforce and sought after communities.

The University of Michigan's Research in Quantitative Economics predicts that the number of jobs in Oakland County will grow by 1% annually, adding approximately 8,000 jobs this year and in 2026.

There are no published projections regarding the number of jobs to be added in Farmington Hills. However, it stands to reason that given the similar demographics of Oakland County and Farmington Hills, the job growth in the area will be on par with Oakland County.

Farmington Hills had a 2024 commercial base of 46,000 workers. When one considers other factors such as the high education and income levels, the prime location of Farmington, the amenities and the area freeways and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County. However, Grand River's central regional location is offset by the confusing road alignments of Freedom Road – M-5, and the Avenue's diagonal orientation.

Employment

Farmington's 2024 employment sector includes approximately 80% office-management workers. A few of the top employers in Farmington Hills include Corewell Health, Mercedes-Benz Financial Services, Japanese Solderless Terminals, Robert Bosch and Nissan Technical Center of North America.

In January 2025, Bosch announced a \$14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

This expansion cements Farmington Hills as a prime location for innovative companies tapping into Michigan's deep pool of technology talent. As Bosch and other tech companies flourish, Farmington Hills stands ready to capitalize on the influx of jobs and opportunities, reinforcing its reputation as a key employment hub.



Figure 9: The Largest Job Counts by Occupation in Farmington Hills. 80% of the Farmington jobs are office-management. This high level of office jobs serves to stabilize the office market. Source: Oakland County

Employment

Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that the City will capture some of the job growth through the addition of medical and healthcare-related jobs.

Employment

Over three-fourths of Farmington Hills' working age adults are employed in office professions. 60% of adults have earned a bachelor's degree or higher. These figures are associated with a favorable 2024 unemployment rate of just 3.5%. Each of these statistics exceed the figures noted in the comparison geographies.

Placemaking Opportunities

While job growth in Farmington will remain strong, the employment growth in the south Grand River corridor will lag the city. However, Corewell Health Farmington Hills serves as a stabilizing force in the area and will be a catalyst for real estate investment, healthcare and related jobs going forward.

Grand River Avenue's moderate commercial market demand potential is overlooked by many in the real estate industry. The gap in job growth is due in part to the corridor's aged character, limited shopping and dining offerings and other non-market related factors. The district's commercial market demand potential offers a considerable opportunity for growth with enhanced placemaking including the development of a neighborhood, walkable, mixed-use village center.



Figure 10: A small neighborhood mixed-use village would offer the Grand River neighborhoods and businesses an attractive live, work, and shopping destination. Left, Eddie Street, South Bend, IN, Right Ada, MI new villages.

Demographic Trends

Underlying demographic trends directly and indirectly impact new office potential—a growing population suggests continued demand for local services and a strong workforce appeals to firms who rely on filling open positions with talented workers. Farmington Hills presently has 83,400 residents and 36,000 households.

By 2029, the City's population is projected to decline slightly to 82,700 residents in 36,400 households. It is interesting to note that while the population is declining, the number of households is increasing. This trend is generated in part by the aging population and adult children starting their own households.

The projected population decline is higher for the Grand River rental market trade area and the city of Farmington Hills compared to Oakland County, Metro Detroit and Michigan. The median household income in the City of Farmington Hills is \$103,600 while the average household income is \$135,000, demonstrating the impact of high-income earning households. Overall, 65% of the City's households earn more than \$75,000 per year, which is notably higher than Metro Detroit (50%) and Michigan (48%).

Demographic Trends

Farmington's strong income characteristics indicate a favorable market for office space. Furthermore, the City's high incomes are evidence of a deep talent pool of highly educated workers which is a plus in attracting and retaining companies and employers. This further suggests that the underlying workforce could help attract professional office businesses to Farmington, including the south Grand River area. Similarly, business owners living in Farmington Hills but with locations elsewhere may take advantage of the opportunity to locate closer to home.

Demographic Trends



Figure 11: Employment and population 5-10 minute drive-time, 5 mile ring and defined market trade area demographics.

Commercial Market Trade Areas

The commercial market trade areas are geographic locations where the Grand River commercial district has a significant competitive advantage because of access, design, quality competition and traffic and commute patterns. This market advantage equates to a potential expansion in the capture of consumer visitors and expenditures by the retailers, restaurants and offices located within the Avenue's commercial district.

As part of this analysis, GPG defined the commercial market trade area by geographic, vehicular access, strength of retail competition and residential growth patterns and drivetimes. GPG projects that the residents and workers inside the defined trade area will account for up to 20% of the total sales captured by Grand River's businesses. The balance of the Avenue's sales would be from persons outside of the trade area, visitors, the internet and business to business commerce.

This study projects that Grand River's overall retail market trade extends 3 to 4 miles; 6 Mile to 11 Mile Roads north-south and I-275 to Telegraph Road east-west. The trade area includes 120,000 population, and 50,000 households. In 2024, these households had \$90,000 average and \$70,000 median incomes.

5 Mile Ring 225,000 Population 100,000 Households \$117,000 Ave. HH Income 11,000 Businesses 150,000 Workers	10 Min. Drivetime 150,000 Population 70,000 Households \$120,000 Ave. HH Income 7,000 Businesses 80,000 Workers	Grand River Ave. Retail Trade Area 120,000 Population 50,000 Households \$95,000 Ave. HH Incomes 5,000 Businesses 45,000 Workers
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Downtown Farmington

Located at the west edge of the Grand River district, downtown Farmington is known for its charming small-town feel with elegant Victorian-style homes. The historic district been selected as one of the eight finalists for the 2025 *Great American Main Street Award*. Downtown Farmington is continuing to develop with two new streetscape projects, a public space program as well as new businesses and housing clusters. New market-rate housing is currently being developed downtown.



Figure 12: Defined Grand River study area's commercial market trade area (yellow). The Grand River study area is shown inside the white box above.

Twelve Oaks Mall

With over 1,500,000 sf of retail floor space and 185 stores, the Twelve Oaks Mall is one of the largest, upscale shopping destinations in the Midwest. The mall is anchored by Nordstrom, Macy's and JC Penney's department stores. The mall is owned by the Taubman Centers and hosts other retailers and popular restaurants such as Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and The Cheesecake Factory.

Oakland Community College

Oakland Community College is a public community college with five campuses in Oakland County. Established in 1964, OCC is the state's largest community college with the third-largest undergraduate enrollment. OCC's Spring 2022 semester included 14,500 students, with just over 7,000 enrolled at the Orchard Ridge campus, located two miles northwest of Grand River.



Figure 13: Left-Downtown Farmington, Center: Oakland Community College Farmington campus; Right 12 Oaks Mall.

Farmington Office Submarket

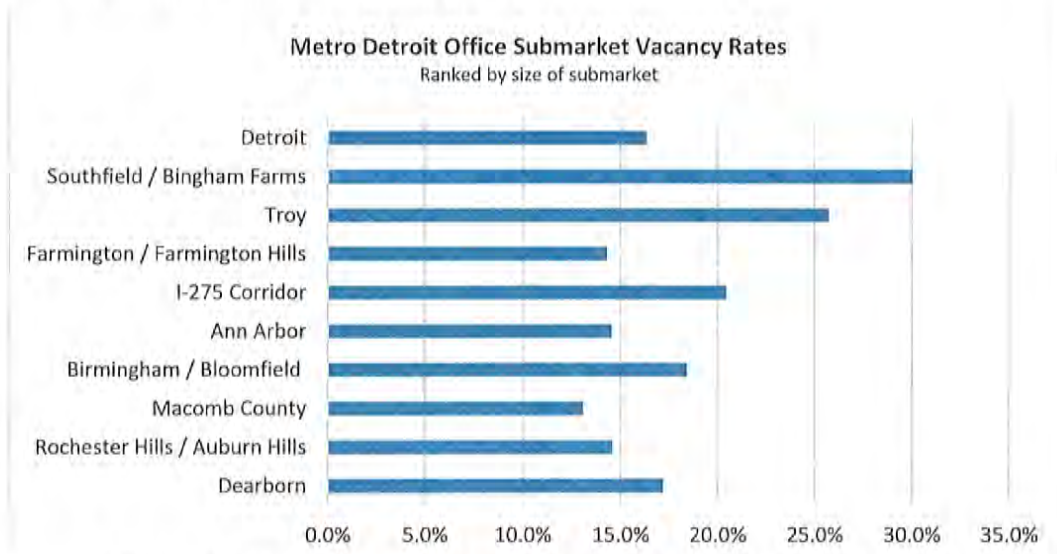


Figure 14: Source Metropolitan Detroit Market Office Q4 2024 Market Statistics produced by Signature Associates

The Farmington Office Submarket has perennially been a sought-after submarket with a total of approximately 10 million square feet. The Farmington Hills / Farmington Office Submarket is the fourth largest office submarket in Metro Detroit after Detroit, Southfield / Bingham Farms, and Troy. It should be noted that the submarket has one of the lowest vacancy rates in Metro Detroit:

A low office vacancy rate speaks to the health and vibrancy of the Farmington commercial market. From the above office occupancies, the overall office market is soft with tepid demand in the post-COVID economy. To add context to the current Farmington office demand, 14%, the five-year average vacancy rate for the submarket is 12.8% and the 10-year average vacancy rate of 12.7%. When office space available for sublease is factored into the equation, the total availability rate of office space jumps to 20.5%.

Net absorption is a real estate metric that measures the amount of office space that is leased versus vacated over a specific period. In the last 12 months, the Farmington Hills area has suffered a negative absorption rate of nearly 33,000 sf. In addition, during that time, the market asking rent growth rate was an anemic 0.7% compared to a 10-year average of nearly 2% annual growth in market asking rents.

There are many factors that drive office space demand including the overall economy, job growth and education levels, but the remote or hybrid work arrangements offered by many employers and corporations continues to hamper demand in the office market and create weakness in the sector.

Despite the overall weakness, the 12 Mile Road and the Northwestern Highway corridors remain sought after by employers and corporations. In Q4 of 2024, two of the top five office leases in Metro Detroit were completed in Farmington Hills, and both were in the same building at 31440 Northwestern Highway, near Middlebelt Road. The Kirk Gibson Foundation signed an 11-year lease for 41,000 sf and Amentum Technology, a global leader in advanced engineering and innovative technology solutions, signed a lease for 20,000 sf of office space.

Leasing

Farmington/Farm Hills Office

AVAILABILITY RATE

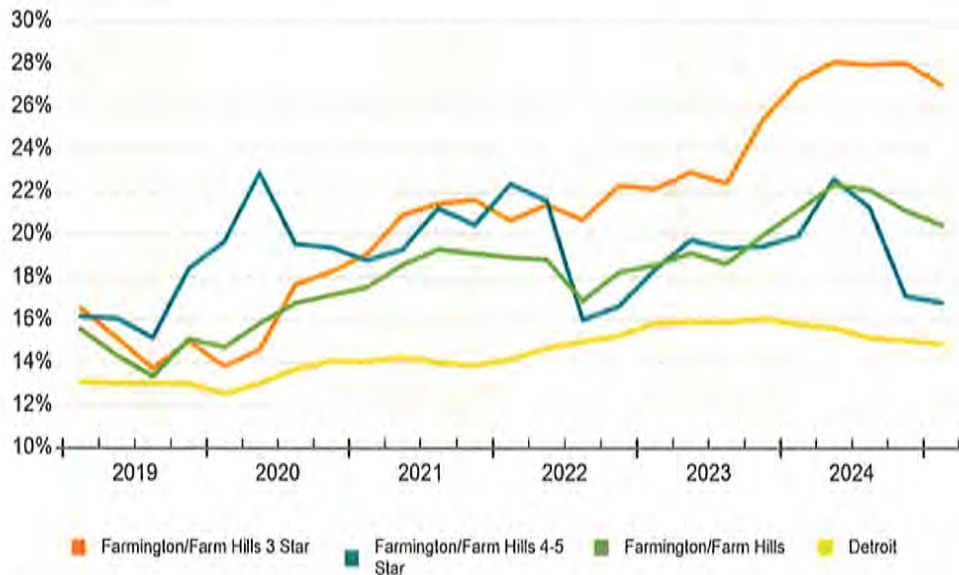


Figure 15: This chart shows the availability of office space in Farmington Hills. Available space includes office space that may be leased but also available for sublease. Note that we are past peak with all availability rates in Farmington Hills trending down. Lastly, 4-5 Star buildings may be higher quality or have modern amenities compared to 3 Star office buildings. It stands to reason 4-5 Star office buildings are more in demand and reflect lower availability rates.

The Farmington Submarket remains one of the most sought-after business addresses in Metro Detroit, especially for technological companies. While the office market in Metro Detroit is diminishing, Farmington Hills will continue to be an attractive market for employers and corporations.

Regarding the south Grand River area, we do not see Fortune 500 or major employers and corporations choosing Grand River for their office space needs. If an employer opts to locate in Farmington Hills, the 12 Mile Road and Northwestern Highway corridors will remain the top choices.

However, because of the dominance of Corewell Health on Grand River, demand for medical space in the Grand River corridor will remain strong and it is highly likely the corridor will see growth in medical office space. With the high income and education levels of Farmington Hills, the study area is an attractive alternative.

Real estate developers in Metro Detroit, including Farmington Hills, remain hesitant to invest in speculative office projects due to lingering uncertainty about long-term office demand and shifting workplace trends. Many businesses continue to embrace hybrid or remote work models, reducing the need for large footprints and making it more challenging for developers to justify new, speculative builds. However, Grand River Avenue's central location and the Corwell Health center may be an exception and attract new commercial investment.

New Office Construction

Construction

Farmington/Farm Hills Office

DELIVERIES & DEMOLITIONS

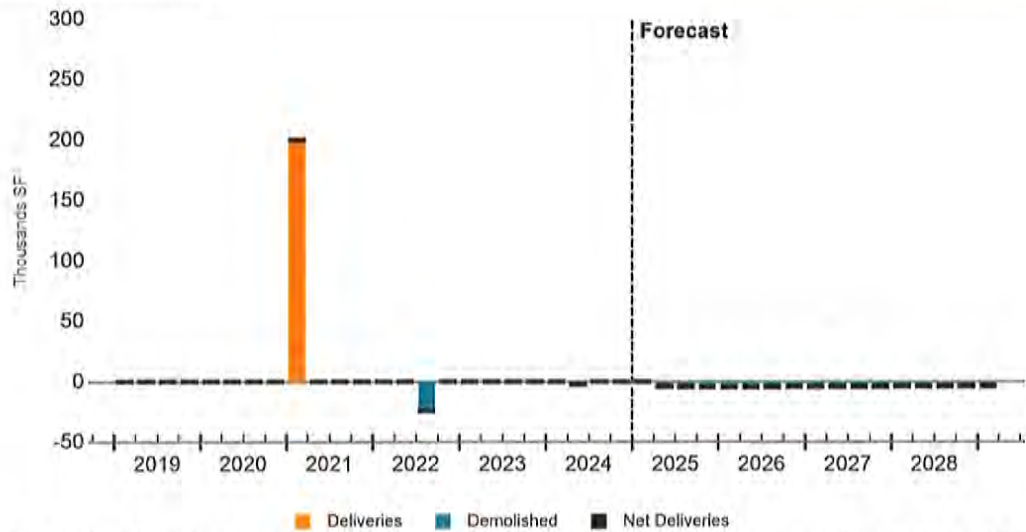


Figure 16: This chart shows the construction activity for office buildings in Farmington Hills. Three metrics of construction activity are shown which are deliveries, which is the square footage of office space coming onto the market. Demolished shows office buildings that are razed and net deliveries that combine deliveries and demolished. Note that net deliveries will be negative at least through Q3 of 2029. The total amount of office space in Farmington Hills will continue to shrink for the foreseeable future.

Consequently, brokers and developers are opting for build-to-suit projects with committed tenants, ensuring a secure return on investment before breaking ground. Additionally, rising construction costs and higher interest rates exacerbate the financial risks associated with speculative office development. These factors force developers to seek stable, pre-leased agreements or pivot to other commercial asset classes where demand is more predictable. The result is a limited pipeline of new office construction projects unless they can guarantee occupancy through tenant commitments.

New Office Construction

Currently in Metro Detroit, there are only three new office buildings under construction totaling 720,000 sf. To put this low number in perspective, there is approximately 200 million square feet of existing office space in Metro Detroit.

Overall, the average market rent in Metro Detroit for office space is \$22.00 per square foot per year. With rents at this level, construction of new office space is challenging if not impossible. The last of three office buildings in Metro Detroit under construction is in downtown Birmingham and opens June 2026. Not only did high rents help make the office building development a reality, but the developer also built this building for a specific tenant, JP Morgan Chase. Downtown Birmingham has the highest office rents in the Metro Detroit market because of its walkable downtown with shops and restaurants.

New Office Construction



Figure 17: Rendering of the downtown new Hudson's building. The building will include approximately 500,000 sf of office space and serve as the headquarters for General Motors.

A build-to-suit project is one where a developer designs and constructs a new building specifically to meet a tenant's unique requirements for size, layout, and amenities. Build-to-suit projects are nearly the only source of new office building construction in Metro Detroit. Farmington Hills is no different and mirrors this reality.

Currently there are two build-to-suit projects being offered in Farmington Hills. There is a 7,000 sf opportunity at 30610 W Twelve Mile Road, east of Orchard Lake Road on the market. The Thomas Duke Company is offering a build-to-suit with five stories and up to 67,000 sf at 21430 Haggerty Road, south of 9 mile Road. Not only did high rents help make the office building development a reality, but the developer also built this building for a specific tenant, JP Morgan Chase.

Summary of New Office Potential

Over the last two years, the City of Farmington Hills has approved a number of key office projects solidifying its position as a predominant office submarket in Metro Detroit. Comerica Bank consolidated offices in Livonia and Auburn Hills and relocated employees to a new 300,000 sf facility adding 20,000 sf to their Farmington Hills footprint. With 2,000 employees, this is now Comerica's the largest corporate office.

Another prominent office addition was approved with Japanese Solderless Terminals (JST) moving and expanding their R&D operations from Indoplex Drive to 12 Mile Road. The new JST facility is 80,000 sf with 100 employees. The JST research and development building is the most sustainable in Michigan. Approximately 100 trees were repurposed to use as lumber for the project or for interior furniture. Natural features were incorporated into this project to promote green infrastructure.

Summary of New Office Potential

Figure 18: Metro Detroit Office Space Under Construction

Office Submarket	Location	Building	Total Bldg. Size	Est. Completion
Birmingham / Bloomfield	North side of Maple Rd east of Telegraph Rd.	4060 W. Maple Road	22,000 sf	January 2025
Detroit	New Hudson Bldg. Woodward	1240 Woodward Avenue, Detroit	560,000 sf	February 2025
Birmingham / Bloomfield	South side of Brown St west of Old Woodward Ave	370 E. Brown Street Birmingham	135,000 sf	June 2026

A number of other office leases above 10,000 sf were approved. NAI Farberman, a regional real estate company, chose Farmington Hills for its headquarters leasing nearly 30,000 sf at Northwestern Highway and Middlebelt. Also, Michigan Institute for Neurological Disorders (MIND) leased 11,000 sf on Orchard Lake Road. Lastly, Alliance Catholic Credit Union leased 10,000 sf on Orchard Lake Road.

In addition to the above-mentioned office leases, the following companies chose Farmington Hills including: Precision IR, Keller Williams Realty, The State Bank, Peace of Mind Wellness and State Farm.

Construction

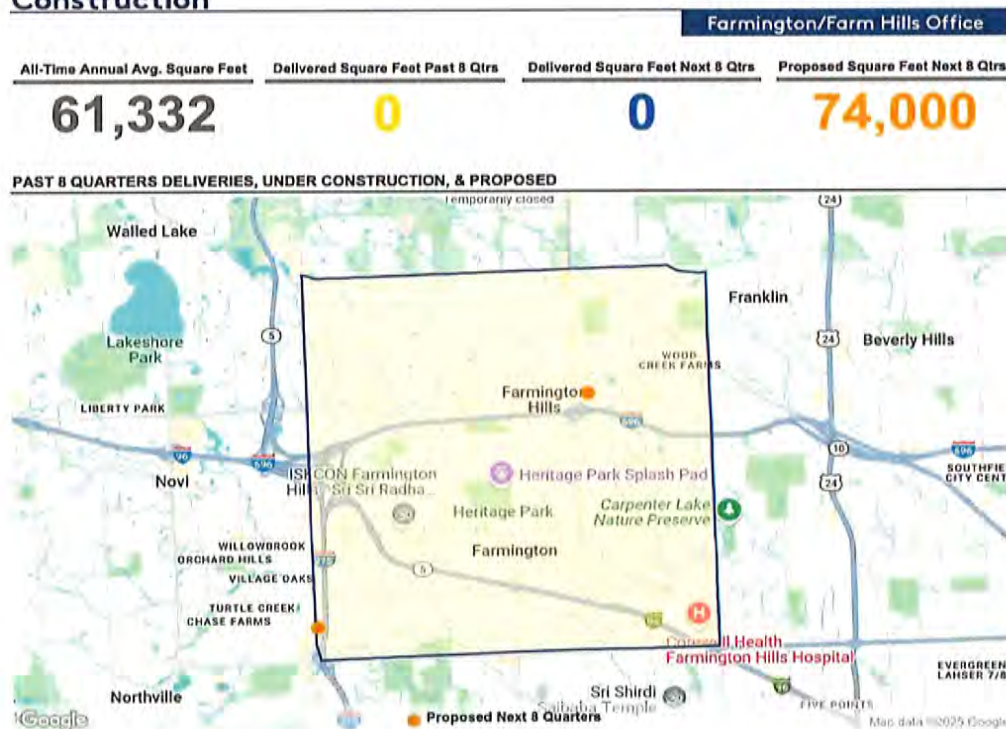


Figure 19: Construction activity for office buildings in Farmington Hills. The all-time annual average for new office space coming on to the market is 61,000 sf.

Summary of New Office Potential

The sources of new office development potential are as follows:

- **Pent-Up Demand:** Current vacancy rates suggest there may be existing demand in the market for new office space to satisfy natural or equilibrium vacant space needs.
- **Anticipated Employment Growth:** The City of Farmington Hills is projected to add around 400 – 600 office workers annually. Assuming 150 sf of space needed to support each new office worker, the City of Farmington Hills could see new office development equals roughly 60,000 to 90,000 sf.

Functional Obsolescence: The last factor in the demand potential for new office space is the annual functional obsolescence and re-tasking of 1- and 2-Star buildings, which currently supply approximately 2 million sf of office space in the Farmington Hills / Farmington submarket. An annual functional obsolescence rate ranging from 1.00% to 1.33% is used, representing an average building useful life of between 75 and 100 years.

This depletion rate is used to estimate the amount of space which is removed from the marketplace. The report estimates approximately 30,000 sf of 1- and 2-Star office space being worn-out or re-purposed in the submarket annually.



Figure 20: Grand River Ave. looking northwest toward Middlebelt Road.

Fundamental demand for office space is closely tied to broader employment trends, especially in finance, professional services and information-intensive fields. While remote work soared during the pandemic, many companies are gradually returning to offices or adopting hybrid models to attract talent in a tight labor market.

Projected job growth in office-heavy sectors remains the key driver of future demand. Nationally, ample existing inventory softens overall development, yet new construction still appears in high-growth areas and through build-to-suit projects. Despite the remote-work shift, well-positioned and amenity-rich office spaces can still command strong rents and low vacancies.

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of office development. Local and regional demographic and economic factors likely to affect the current and future office market are collected, including specific competitive supply conditions such as occupancy, rents, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, the Chamber of Commerce and other stakeholders.

After describing the existing market, a variety of sources are used to arrive at reasonable projections for growth in market area employment. With these forecasts, office sector penetration and space needs per employee are compared to determine the demand for new office space across the identified market area (including any pent-up demand). Informed by past trends, the subject study area evaluation and intelligence gathered on planned and proposed projects; this study arrives at a range of office absorption that can be reasonably attained at the study area by 2030.

Data sources used in the above analysis include publicly available governmental sources such as the U.S. Census, Bureau of Labor Statistics, Mackinac Center for Public Policy, Oakland County, the State of Michigan Labor Market Information, subscription demographic and commercial real estate data providers ESRI and Costar, as well as other published and online commercial real estate brokerage statistics.

Figure 21
Farmington Hills Market Area Demographic Comparison

<i>Demographic Category</i>	<i>Grand River Trade Area</i>	<i>Farmington Hills</i>	<i>Oakland County</i>	<i>Detroit DMA</i>	<i>Michigan</i>
2024 Population	104,000	83,000	1,270,000	4,930,000	10,200,000
2029 Population	102,000	83,000	1,270,000	4,900,000	10,000,000
2024-29 Annual Pop. Growth	-0.49%	-0.18%	-0.03%	-0.15%	-0.09%
2024 Households	45,500	36,000	537,000	2,010,000	4,000,000
2024 Bachelor's Deg. or Higher	30%	60%	50%	35%	30%
2024 Households with Children	55%	60%	60%	60%	62%
2024 Median Age	39.9	42.0	41.5	40.2	40.5
2024 Population Aged 25-54	40%	40%	40%	40%	37%
2029 Population Aged 55+	35%	36%	35%	35%	35%

Limits of Study

This study is designed as objective third-party research and GPG does not recommend that any or all the supportable office space be developed in the Grand River Avenue study area.

This report is based on information that was current as of December 2024, and GPG has not undertaken any update of its research effort since such date.

Limits of Study



Figure 22: Grand River Ave. looking south toward 8 Mile Road.

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 is offered as predictions or assurances that a particular level of income or profit will be achieved, that events will occur, or that a particular price will be offered or accepted. 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.

No warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the basis for programming, planning, designing, financing, or development of any real estate. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

Figure 23
Farmington Hills Market Area Demographic Comparison

2024-2929 Demographics	5-Minute Drivetime	10-Minute Drivetime	5 Mile Ring	Grand River Ave. Retail Trade Area	City of Farmington Hills
Households 2024	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes 2029	\$85,000	\$90,000	\$77,000 HH	\$70,000	\$115,000
Average HH Incomes 2029	26,000 pop.	155,000 pop	225,000 pop/	120,000 pop	83,000 pop.
HH Incomes \$100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Number of Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	5,000 Bus.	4,700 Bus.¹
Total Workers	15,000	80,000	150,000	45,000	60,000

Figure 24: Farmington Office Market Profile

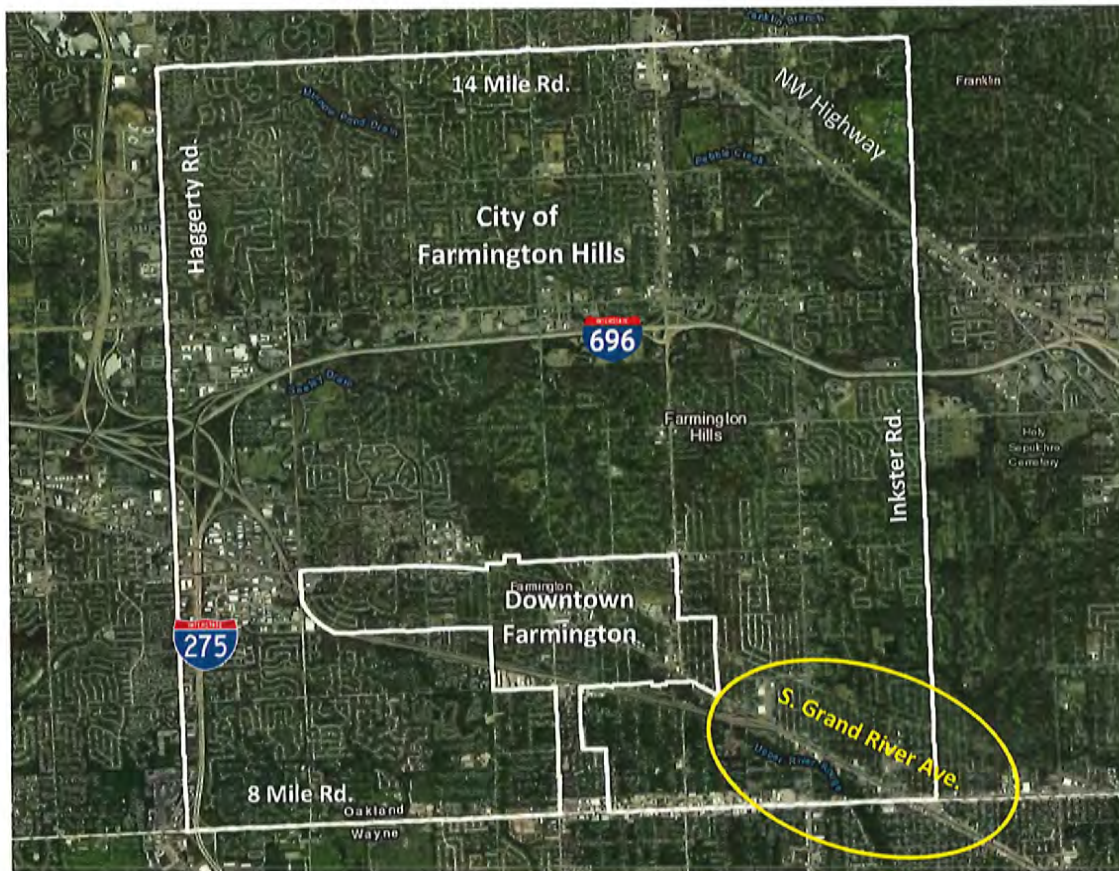


Figure 25: Aerial map showing Farmington and Farmington Hills

Appendix B



Figure 1: Grand River Ave. looking north towards Orchard Lake Road.



Figure 2: Grand River Ave. looking north towards Middlebelt Road.



Figure 3: Grand River Ave. looking south towards 8 Mile Road.

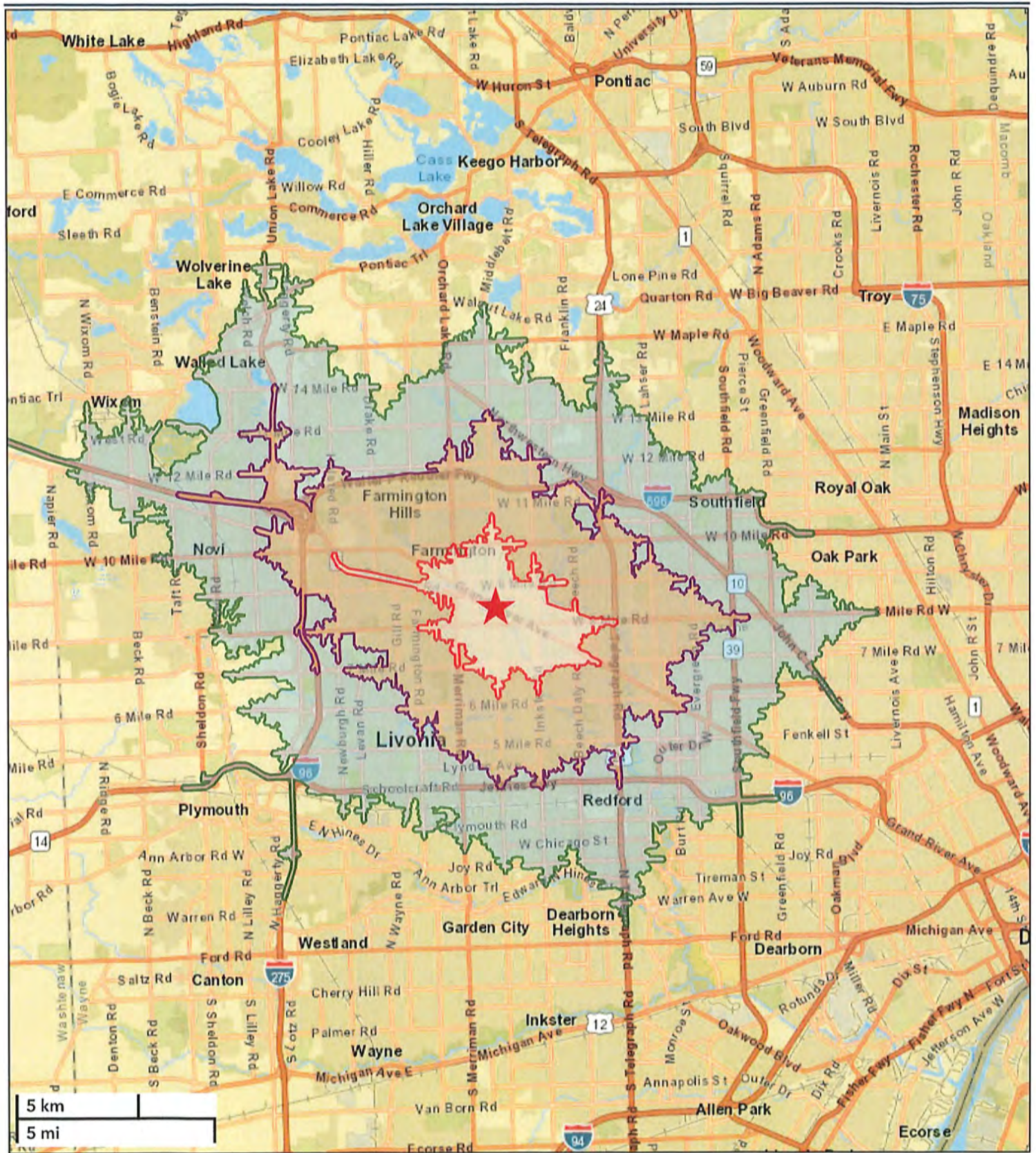
Appendix C



Figure 4: View of Corewell Health Medical Center looking northwest from 8 Mile Road.



Figure 5: West River shopping center looking west toward Orchard Lake Road.



February 20, 2025

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Gibbs Group 42.44637
 Longitude: -83.32552

	5 minutes	10 minutes	15 minutes
Census 2020 Summary			
Population	25,065	151,365	435,922
Households	10,672	65,321	183,149
Average Household Size	2.30	2.29	2.35
2024 Summary			
Population	24,602	148,208	429,813
Households	10,695	65,155	183,741
Families	5,872	36,592	108,619
Average Household Size	2.25	2.25	2.31
Owner Occupied Housing Units	7,420	39,757	118,641
Renter Occupied Housing Units	3,275	25,398	65,100
Median Age	40.6	40.4	41.7
Median Household Income	\$67,040	\$69,741	\$73,494
Average Household Income	\$92,046	\$94,966	\$101,641
2029 Summary			
Population	24,104	145,039	425,918
Households	10,744	65,249	186,627
Families	5,831	36,242	108,927
Average Household Size	2.20	2.19	2.26
Owner Occupied Housing Units	7,681	41,062	122,581
Renter Occupied Housing Units	3,063	24,187	64,046
Median Age	42.5	42.1	43.0
Median Household Income	\$79,324	\$81,406	\$85,218
Average Household Income	\$109,277	\$110,387	\$117,889
Trends: 2024-2029 Annual Rate			
Population	-0.41%	-0.43%	-0.18%
Households	0.09%	0.03%	0.31%
Families	-0.14%	-0.19%	0.06%
Owner Households	0.69%	0.65%	0.66%
Median Household Income	3.42%	3.14%	3.00%

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

2024 Households by Income	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,038	9.7%	6,709	10.3%	18,723	10.2%
\$15,000 - \$24,999	715	6.7%	4,471	6.9%	12,233	6.7%
\$25,000 - \$34,999	777	7.3%	4,132	6.3%	11,703	6.4%
\$35,000 - \$49,999	1,138	10.6%	7,507	11.5%	19,476	10.6%
\$50,000 - \$74,999	2,212	20.7%	11,571	17.8%	31,065	16.9%
\$75,000 - \$99,999	1,566	14.6%	8,469	13.0%	23,193	12.6%
\$100,000 - \$149,999	1,645	15.4%	11,570	17.8%	32,971	17.9%
\$150,000 - \$199,999	848	7.9%	5,789	8.9%	16,979	9.2%
\$200,000+	759	7.1%	4,937	7.6%	17,365	9.5%
Median Household Income	\$67,040		\$69,741		\$73,494	
Average Household Income	\$92,046		\$94,966		\$101,641	
Per Capita Income	\$40,415		\$41,842		\$43,510	
2029 Households by Income	Number		Percent		Number	
	Percent		Number		Percent	
<\$15,000	836		5,720		16,405	
\$15,000 - \$24,999	509		3,480		9,679	
\$25,000 - \$34,999	582		3,341		9,717	
\$35,000 - \$49,999	965		6,450		16,782	
\$50,000 - \$74,999	2,120		10,939		29,475	
\$75,000 - \$99,999	1,619		8,585		23,630	
\$100,000 - \$149,999	1,946		13,074		37,341	
\$150,000 - \$199,999	1,207		7,607		22,197	
\$200,000+	958		6,052		21,373	
Median Household Income	\$79,324		\$81,406		\$85,218	
Average Household Income	\$109,277		\$110,387		\$117,889	
Per Capita Income	\$49,189		\$49,777		\$51,722	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2020 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,349	5.4%	8,325	5.5%	23,243	5.3%
Age 5 - 9	1,365	5.4%	8,166	5.4%	24,210	5.6%
Age 10 - 14	1,349	5.4%	7,992	5.3%	24,701	5.7%
Age 15 - 19	1,326	5.3%	8,160	5.4%	25,181	5.8%
Age 20 - 24	1,399	5.6%	8,740	5.8%	24,971	5.7%
Age 25 - 34	4,071	16.2%	24,606	16.3%	62,064	14.2%
Age 35 - 44	3,211	12.8%	18,450	12.2%	51,588	11.8%
Age 45 - 54	3,288	13.1%	18,851	12.5%	55,086	12.6%
Age 55 - 64	3,641	14.5%	21,449	14.2%	61,456	14.1%
Age 65 - 74	2,397	9.6%	16,014	10.6%	48,367	11.1%
Age 75 - 84	1,047	4.2%	7,097	4.7%	23,317	5.3%
Age 85+	621	2.5%	3,513	2.3%	11,737	2.7%
2024 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,293	5.3%	7,974	5.4%	22,500	5.2%
Age 5 - 9	1,350	5.5%	8,316	5.6%	23,849	5.5%
Age 10 - 14	1,293	5.3%	7,548	5.1%	23,204	5.4%
Age 15 - 19	1,247	5.1%	7,532	5.1%	23,179	5.4%
Age 20 - 24	1,353	5.5%	8,218	5.5%	24,389	5.7%
Age 25 - 34	3,694	15.0%	22,839	15.4%	59,549	13.9%
Age 35 - 44	3,506	14.3%	20,290	13.7%	55,479	12.9%
Age 45 - 54	3,025	12.3%	17,554	11.8%	52,318	12.2%
Age 55 - 64	3,291	13.4%	19,277	13.0%	56,176	13.1%
Age 65 - 74	2,787	11.3%	17,000	11.5%	50,222	11.7%
Age 75 - 84	1,172	4.8%	8,257	5.6%	27,243	6.3%
Age 85+	591	2.4%	3,403	2.3%	11,705	2.7%
2029 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,223	5.1%	7,548	5.2%	21,822	5.1%
Age 5 - 9	1,220	5.1%	7,541	5.2%	21,838	5.1%
Age 10 - 14	1,290	5.4%	7,798	5.4%	23,219	5.5%
Age 15 - 19	1,213	5.0%	7,225	5.0%	22,315	5.2%
Age 20 - 24	1,219	5.1%	7,339	5.1%	22,113	5.2%
Age 25 - 34	2,966	12.3%	19,049	13.1%	53,965	12.7%
Age 35 - 44	3,834	15.9%	22,183	15.3%	59,239	13.9%
Age 45 - 54	2,938	12.2%	17,188	11.9%	50,916	12.0%
Age 55 - 64	2,990	12.4%	17,415	12.0%	52,004	12.2%
Age 65 - 74	2,996	12.4%	17,535	12.1%	51,867	12.2%
Age 75 - 84	1,598	6.6%	10,469	7.2%	33,482	7.9%
Age 85+	615	2.6%	3,749	2.6%	13,137	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
 21205 Oxford Ave, Farmington, Michigan, 48336
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.44637
 Longitude: -83.32552

2020 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,540	62.0%	71,481	47.2%	187,153	42.9%
Black Alone	6,114	24.4%	57,479	38.0%	191,005	43.8%
American Indian Alone	92	0.4%	424	0.3%	1,022	0.2%
Asian Alone	912	3.6%	11,679	7.7%	30,379	7.0%
Pacific Islander Alone	9	0.0%	36	0.0%	110	0.0%
Some Other Race Alone	485	1.9%	1,935	1.3%	5,024	1.2%
Two or More Races	1,912	7.6%	8,330	5.5%	21,229	4.9%
Hispanic Origin (Any Race)	1,251	5.0%	4,848	3.2%	12,467	2.9%

2024 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,922	60.7%	68,563	46.3%	181,145	42.1%
Black Alone	6,101	24.8%	56,341	38.0%	187,869	43.7%
American Indian Alone	92	0.4%	424	0.3%	1,026	0.2%
Asian Alone	963	3.9%	12,130	8.2%	32,148	7.5%
Pacific Islander Alone	9	0.0%	35	0.0%	105	0.0%
Some Other Race Alone	520	2.1%	2,051	1.4%	5,338	1.2%
Two or More Races	1,995	8.1%	8,665	5.8%	22,182	5.2%
Hispanic Origin (Any Race)	1,344	5.5%	5,187	3.5%	13,424	3.1%

2029 Race and Ethnicity	5 minutes		10 minutes		15 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,059	58.3%	64,455	44.4%	173,964	40.8%
Black Alone	6,278	26.0%	56,323	38.8%	187,307	44.0%
American Indian Alone	91	0.4%	411	0.3%	1,002	0.2%
Asian Alone	1,040	4.3%	12,733	8.8%	34,745	8.2%
Pacific Islander Alone	9	0.0%	35	0.0%	106	0.0%
Some Other Race Alone	549	2.3%	2,121	1.5%	5,572	1.3%
Two or More Races	2,078	8.6%	8,960	6.2%	23,222	5.5%
Hispanic Origin (Any Race)	1,421	5.9%	5,440	3.8%	14,313	3.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Census 2020 Summary			
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29
2024 Summary			
Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,762
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	\$68,762	\$77,642	\$77,017
Average Household Income	\$99,055	\$105,525	\$104,762
2029 Summary			
Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	\$81,167	\$91,432	\$89,397
Average Household Income	\$116,932	\$123,190	\$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Summary	Census 2010		Census 2020		2024		2029			
Population	79,740		83,986		83,419		82,684			
Households	33,559		35,352		35,872		36,388			
Families	21,412		22,159		21,848		21,955			
Average Household Size	2.36		2.34		2.29		2.24			
Owner Occupied Housing Units	21,324		21,933		23,036		23,908			
Renter Occupied Housing Units	12,235		13,419		12,836		12,480			
Median Age	42.1		41.6		42.0		43.3			
Trends: 2024-2029 Annual Rate			Area		State		National			
Population			-0.18%		-0.09%		0.38%			
Households			0.29%		0.27%		0.64%			
Families			0.10%		0.08%		0.56%			
Owner HHS			0.75%		0.69%		0.97%			
Median Household Income			2.04%		2.84%		2.95%			
					2024		2029			
Households by Income					Number	Percent	Number	Percent		
<\$15,000					2,201	6.1%	1,820	5.0%		
\$15,000 - \$24,999					1,817	5.1%	1,367	3.8%		
\$25,000 - \$34,999					1,276	3.6%	960	2.6%		
\$35,000 - \$49,999					2,407	6.7%	2,032	5.6%		
\$50,000 - \$74,999					5,083	14.2%	4,673	12.8%		
\$75,000 - \$99,999					4,313	12.0%	4,164	11.4%		
\$100,000 - \$149,999					7,588	21.2%	8,100	22.3%		
\$150,000 - \$199,999					5,168	14.4%	6,316	17.4%		
\$200,000+					6,016	16.8%	6,953	19.1%		
Median Household Income					\$103,638		\$114,676			
Average Household Income					\$134,901		\$152,657			
Per Capita Income					\$58,029		\$67,201			
			Census 2010		Census 2020		2024		2029	
Population by Age			Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4			4,038	5.1%	4,443	5.3%	4,296	5.1%	4,113	5.0%
5 - 9			4,582	5.7%	4,090	4.9%	4,459	5.3%	4,120	5.0%
10 - 14			5,122	6.4%	4,102	4.9%	3,883	4.7%	4,368	5.3%
15 - 19			5,099	6.4%	4,412	5.3%	3,938	4.7%	3,781	4.6%
20 - 24			4,026	5.0%	4,685	5.6%	4,418	5.3%	3,769	4.6%
25 - 34			9,645	12.1%	13,343	15.9%	12,589	15.1%	10,744	13.0%
35 - 44			10,425	13.1%	9,853	11.7%	11,268	13.5%	12,420	15.0%
45 - 54			13,074	16.4%	10,120	12.0%	9,495	11.4%	9,574	11.6%
55 - 64			11,017	13.8%	12,081	14.4%	10,749	12.9%	9,747	11.8%
65 - 74			6,061	7.6%	9,629	11.5%	10,133	12.1%	10,324	12.5%
75 - 84			4,303	5.4%	4,850	5.8%	5,723	6.9%	6,872	8.3%
85+			2,348	2.9%	2,378	2.8%	2,468	3.0%	2,852	3.4%
			Census 2010		Census 2020		2024		2029	
Race and Ethnicity			Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone			55,539	69.7%	50,122	59.7%	48,421	58.0%	46,098	55.8%
Black Alone			13,848	17.4%	15,370	18.3%	15,593	18.7%	16,082	19.4%
American Indian Alone			157	0.2%	147	0.2%	153	0.2%	153	0.2%
Asian Alone			8,072	10.1%	12,882	15.3%	13,545	16.2%	14,395	17.4%
Pacific Islander Alone			13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone			358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races			1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)			1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

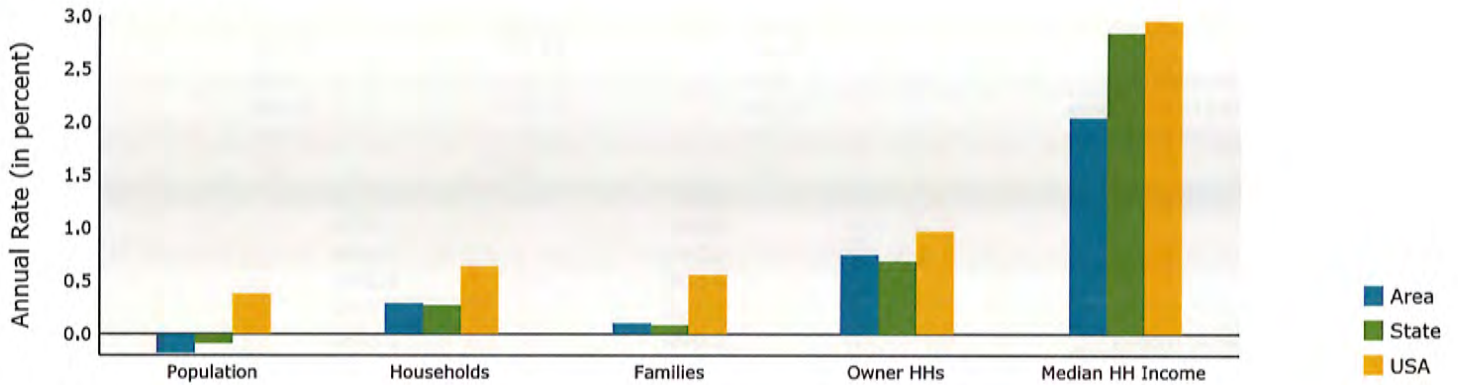
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

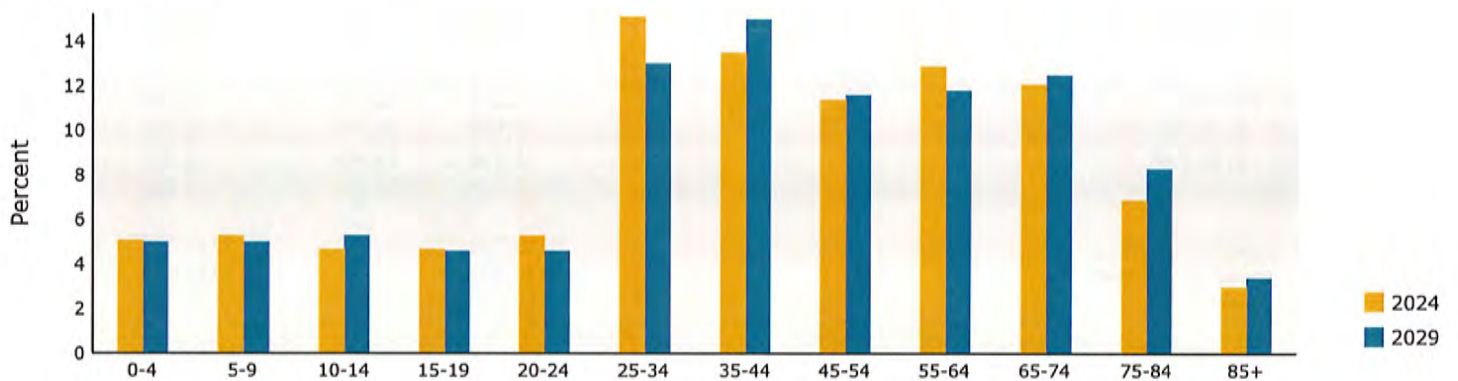
Farmington Hills City, MI
Farmington Hills City, MI (2627440)
Geography: Place

Prepared by Esri

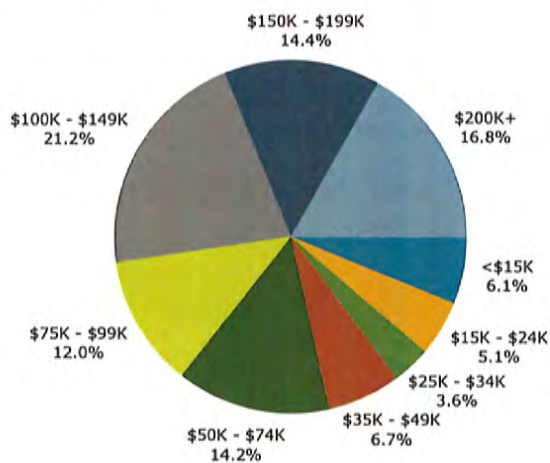
Trends 2024-2029



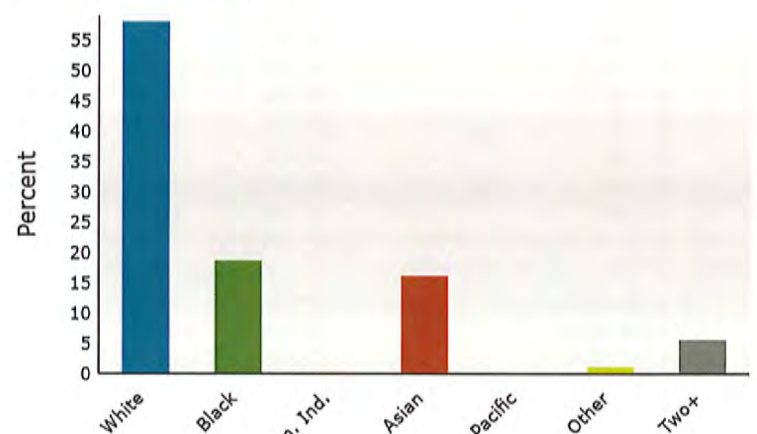
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 3.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

February 20, 2025

Summary	Census 2010		Census 2020		2024		2029	
Population	79,740		83,986		83,419		82,684	
Households	33,559		35,352		35,872		36,388	
Families	21,412		22,159		21,848		21,955	
Average Household Size	2.36		2.34		2.29		2.24	
Owner Occupied Housing Units	21,324		21,933		23,036		23,908	
Renter Occupied Housing Units	12,235		13,419		12,836		12,480	
Median Age	42.1		41.6		42.0		43.3	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	-0.18%		-0.09%		0.38%			
Households	0.29%		0.27%		0.64%			
Families	0.10%		0.08%		0.56%			
Owner HHs	0.75%		0.69%		0.97%			
Median Household Income	2.04%		2.84%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			2,201	6.1%	1,820	5.0%		
\$15,000 - \$24,999			1,817	5.1%	1,367	3.8%		
\$25,000 - \$34,999			1,276	3.6%	960	2.6%		
\$35,000 - \$49,999			2,407	6.7%	2,032	5.6%		
\$50,000 - \$74,999			5,083	14.2%	4,673	12.8%		
\$75,000 - \$99,999			4,313	12.0%	4,164	11.4%		
\$100,000 - \$149,999			7,588	21.2%	8,100	22.3%		
\$150,000 - \$199,999			5,168	14.4%	6,316	17.4%		
\$200,000+			6,016	16.8%	6,953	19.1%		
Median Household Income			\$103,638		\$114,676			
Average Household Income			\$134,901		\$152,657			
Per Capita Income			\$58,029		\$67,201			
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,038	5.1%	4,443	5.3%	4,296	5.1%	4,113	5.0%
5 - 9	4,582	5.7%	4,090	4.9%	4,459	5.3%	4,120	5.0%
10 - 14	5,122	6.4%	4,102	4.9%	3,883	4.7%	4,368	5.3%
15 - 19	5,099	6.4%	4,412	5.3%	3,938	4.7%	3,781	4.6%
20 - 24	4,026	5.0%	4,685	5.6%	4,418	5.3%	3,769	4.6%
25 - 34	9,645	12.1%	13,343	15.9%	12,589	15.1%	10,744	13.0%
35 - 44	10,425	13.1%	9,853	11.7%	11,268	13.5%	12,420	15.0%
45 - 54	13,074	16.4%	10,120	12.0%	9,495	11.4%	9,574	11.6%
55 - 64	11,017	13.8%	12,081	14.4%	10,749	12.9%	9,747	11.8%
65 - 74	6,061	7.6%	9,629	11.5%	10,133	12.1%	10,324	12.5%
75 - 84	4,303	5.4%	4,850	5.8%	5,723	6.9%	6,872	8.3%
85+	2,348	2.9%	2,378	2.8%	2,468	3.0%	2,852	3.4%
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	55,539	69.7%	50,122	59.7%	48,421	58.0%	46,098	55.8%
Black Alone	13,848	17.4%	15,370	18.3%	15,593	18.7%	16,082	19.4%
American Indian Alone	157	0.2%	147	0.2%	153	0.2%	153	0.2%
Asian Alone	8,072	10.1%	12,882	15.3%	13,545	16.2%	14,395	17.4%
Pacific Islander Alone	13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone	358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races	1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)	1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Retail Market Power® 2025 | Retail Stores Opportunity Gap (2)

Trade Area: Farmington Grand River

Benchmark: USA

	Farmington Grand River		
	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	109,646,555	58,089,770	51,556,785
Clothing stores (NAICS 4481)	77,599,087	26,754,107	50,844,980
Men's clothing stores (NAICS 44811)	3,390,218	4,661,576	-1,271,358
Women's clothing stores (NAICS 44812)	12,150,273	7,199,066	4,951,207
Children's and infants' clothing stores (NAICS 44813)	2,703,010	1,254,946	1,448,064
Family clothing stores (NAICS 44814)	48,053,296	7,091,115	40,962,181
Clothing accessories stores (NAICS 44815)	4,609,646	2,586,252	2,023,394
Other clothing stores (NAICS 44819)	6,692,645	3,961,152	2,731,493
Shoe stores (NAICS 4482)	12,975,410	13,283,739	-308,329
Jewelry, luggage, and leather goods stores (NAICS 4483)	19,072,058	18,051,923	1,020,134
Jewelry stores (NAICS 44831)	10,779,723	8,062,107	2,717,615
Luggage and leather goods stores (NAICS 44832)	8,292,335	9,989,816	-1,697,481
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	35,945,611	21,786,962	14,158,649
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	31,401,942	20,245,535	11,156,407
Sporting goods stores (NAICS 45111)	21,722,535	15,613,719	6,108,816
Hobby, toy, and game stores (NAICS 45112)	7,422,262	3,427,354	3,994,908
Sewing, needlework, and piece goods stores (NAICS 45113)	952,377	0	952,377
Musical instrument and supplies stores (NAICS 45114)	1,304,767	1,204,462	100,305
Book stores and news dealers (NAICS 4512)	4,543,668	1,541,427	3,002,242
Book stores (NAICS 451211)	4,317,025	1,541,427	2,775,599
News dealers and newsstands (NAICS 451212)	226,643	0	226,643
General Merchandise Stores			
General merchandise stores (NAICS 452)	338,953,801	167,716,151	171,237,650
Department stores (NAICS 4522)	20,225,680	31,505,712	-11,280,032
Other general merchandise stores (NAICS 4523)	318,728,121	136,210,439	182,517,682
Warehouse clubs and supercenters (NAICS 452311)	292,393,510	112,273,107	180,120,404
All other general merchandise stores (NAICS 452319)	26,334,610	23,937,332	2,397,278
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	65,675,321	48,549,997	17,125,325
Florists (NAICS 4531)	3,054,558	1,434,383	1,620,175
Office supplies, stationery, and gift stores (NAICS 4532)	9,818,952	10,991,646	-1,172,694
Office supplies and stationery stores (NAICS 45321)	2,695,106	2,213,983	481,123
Gift, novelty, and souvenir stores (NAICS 45322)	7,123,846	8,777,663	-1,653,817
Used merchandise stores (NAICS 4533)	8,931,866	3,258,499	5,673,367
Other miscellaneous store retailers (NAICS 4539)	43,869,945	32,865,468	11,004,476
Pet and pet supplies stores (NAICS 45391)	14,317,372	18,865,174	-4,547,802
Art dealers (NAICS 45392)	5,848,113	0	5,848,113
Manufactured (mobile) home dealers (NAICS 45393)	3,841,844	0	3,841,844
All other miscellaneous store retailers (NAICS 45399)	19,862,616	14,000,294	5,862,322
Tobacco stores (NAICS 453991)	7,274,712	7,439,988	-165,276
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	12,587,904	6,560,306	6,027,598
Non-store Retailers			
Non-store retailers (NAICS 454)	574,269,174	222,415,222	351,853,952
Electronic shopping and mail-order houses (NAICS 4541)	539,898,415	216,974,822	322,923,593
Vending machine operators (NAICS 4542)	3,203,612	712,289	2,491,323
Direct selling establishments (NAICS 4543)	31,167,148	4,728,111	26,439,037
Fuel dealers (NAICS 45431)	21,026,661	2,653,922	18,372,739
Other direct selling establishments (NAICS 45439)	10,140,487	2,074,189	8,066,297
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	410,786,515	298,334,885	112,451,630
Special food services (NAICS 7223)	28,175,261	29,637,520	-1,462,259
Food service contractors (NAICS 72231)	22,352,277	21,051,889	1,300,388
Caterers (NAICS 72232)	5,256,539	8,581,915	-3,325,376
Mobile food services (NAICS 72233)	566,445	3,716	562,729
Drinking places (alcoholic beverages) (NAICS 7224)	14,152,121	10,394,907	3,757,214
Restaurants and other eating places (NAICS 7225)	368,459,133	258,302,457	110,156,675
Full-service restaurants (NAICS 722511)	185,483,705	142,084,032	43,399,673
Limited-service restaurants (NAICS 722513)	155,228,592	95,746,122	59,482,470
Cafeterias, grill buffets, and buffets (NAICS 722514)	3,955,670	2,035,294	1,920,377
Snack and non-alcoholic beverage bars (NAICS 722515)	23,791,166	18,437,010	5,354,155

Retail Market Power® 2025 | Retail Stores Opportunity Gap (1)

Trade Area: Farmington Grand River
Gibbs Group Feb 2025

	Farmington Grand River		
	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	3,167,648,653	1,864,865,233	1,302,783,419
Total retail trade (NAICS 44 and 45)	2,756,862,137	1,566,530,348	1,190,331,789
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	586,948,323	153,012,101	433,936,221
Automobile dealers (NAICS 4411)	496,249,588	85,467,929	410,781,659
New car dealers (NAICS 44111)	445,981,186	24,915,917	421,065,269
Used car dealers (NAICS 44112)	50,268,402	60,552,012	-10,283,610
Other motor vehicle dealers (NAICS 4412)	35,115,110	9,209,046	25,906,064
Recreational vehicle dealers (NAICS 44121)	13,392,360	7,054,427	6,337,932
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	21,722,750	2,154,619	19,568,131
Boat dealers (NAICS 441222)	7,981,645	84,461	7,897,183
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	13,741,106	2,070,158	11,670,948
Automotive parts, accessories, and tire stores (NAICS 4413)	55,583,624	58,335,126	-2,751,502
Automotive parts and accessories stores (NAICS 44131)	35,065,865	33,957,710	1,108,154
Tire dealers (NAICS 44132)	20,517,760	24,377,416	-3,859,656
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	47,900,520	25,144,888	22,755,632
Furniture stores (NAICS 4421)	25,885,871	10,539,086	15,346,785
Home furnishings stores (NAICS 4422)	22,014,649	14,605,802	7,408,847
Floor covering stores (NAICS 44221)	9,041,398	9,040,700	698
Other home furnishings stores (NAICS 44229)	12,973,251	5,565,102	7,408,149
Window treatment stores (NAICS 442291)	640,763	153,853	486,910
All other home furnishings stores (NAICS 442299)	12,332,488	5,411,249	6,921,239
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	33,842,730	25,367,010	8,475,720
Household appliance stores (NAICS 443141)	8,007,343	15,490,114	-7,482,771
Electronics stores (NAICS 443142)	25,835,387	9,876,896	15,958,491
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	183,767,959	122,678,309	61,089,650
Building material and supplies dealers (NAICS 4441)	159,171,773	114,001,882	45,169,891
Home centers (NAICS 44411)	85,283,421	0	85,283,421
Paint and wallpaper stores (NAICS 44412)	6,653,335	5,443,697	1,209,637
Hardware stores (NAICS 44413)	15,960,031	15,898,699	61,332
Other building material dealers (NAICS 44419)	51,274,986	92,659,485	-41,384,500
Lawn and garden equipment and supplies stores (NAICS 4442)	24,596,186	8,676,427	15,919,759
Outdoor power equipment stores (NAICS 44421)	4,692,071	282,589	4,409,482
Nursery, garden center, and farm supply stores (NAICS 44422)	19,904,114	8,393,837	11,510,277
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	359,363,749	300,783,287	58,580,461
Grocery stores (NAICS 4451)	322,952,225	235,070,256	87,881,969
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	307,600,906	215,892,117	91,708,790
Convenience stores (NAICS 44512)	15,351,319	19,178,139	-3,826,821
Specialty food stores (NAICS 4452)	9,902,095	17,498,516	-7,596,421
Meat markets (NAICS 44521)	2,988,810	3,530,738	-541,928
Fish and seafood markets (NAICS 44522)	1,174,297	1,482,702	-308,405
Fruit and vegetable markets (NAICS 44523)	2,059,483	10,798,610	-8,739,128
Other specialty food stores (NAICS 44529)	3,679,505	1,686,467	1,993,039
All other specialty food stores (NAICS 445299)	1,724,880	837,227	887,653
Beer, wine, and liquor stores (NAICS 4453)	26,509,429	48,214,515	-21,705,086
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	181,164,408	261,770,419	-80,606,012
Pharmacies and drug stores (NAICS 44611)	152,143,599	234,096,789	-81,953,190
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	12,672,352	8,458,069	4,214,283
Optical goods stores (NAICS 44613)	6,197,642	7,502,728	-1,305,086
Other health and personal care stores (NAICS 44619)	10,150,815	11,712,833	-1,562,018
Food (health) supplement stores (NAICS 446191)	3,567,133	2,368,506	1,198,627
All other health and personal care stores (NAICS 446199)	6,583,682	9,344,327	-2,760,645
Gasoline Stations			
Gasoline stations (NAICS 447)	239,383,988	159,216,233	80,167,755

Office



Office Submarket Report

Farmington/Farm Hills

Detroit - MI USA



Farmington Office

Construction

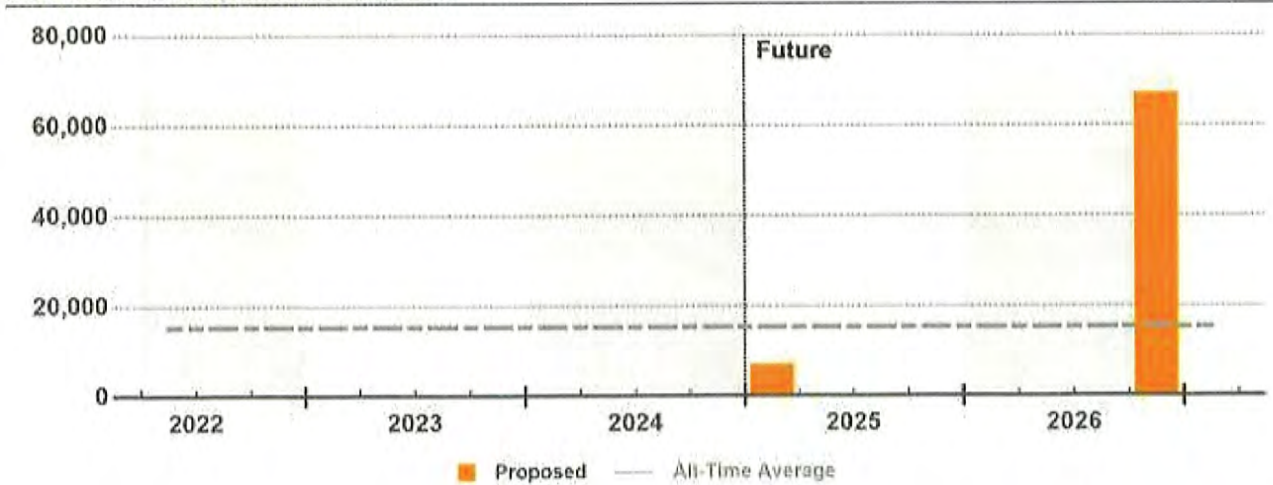
Farmington/Farm Hills Office

All-Time Annual Avg. Square Feet	Delivered Square Feet Past 8 Qtrs	Delivered Square Feet Next 8 Qtrs	Proposed Square Feet Next 8 Qtrs
61,332	0	0	74,000

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN SQUARE FEET

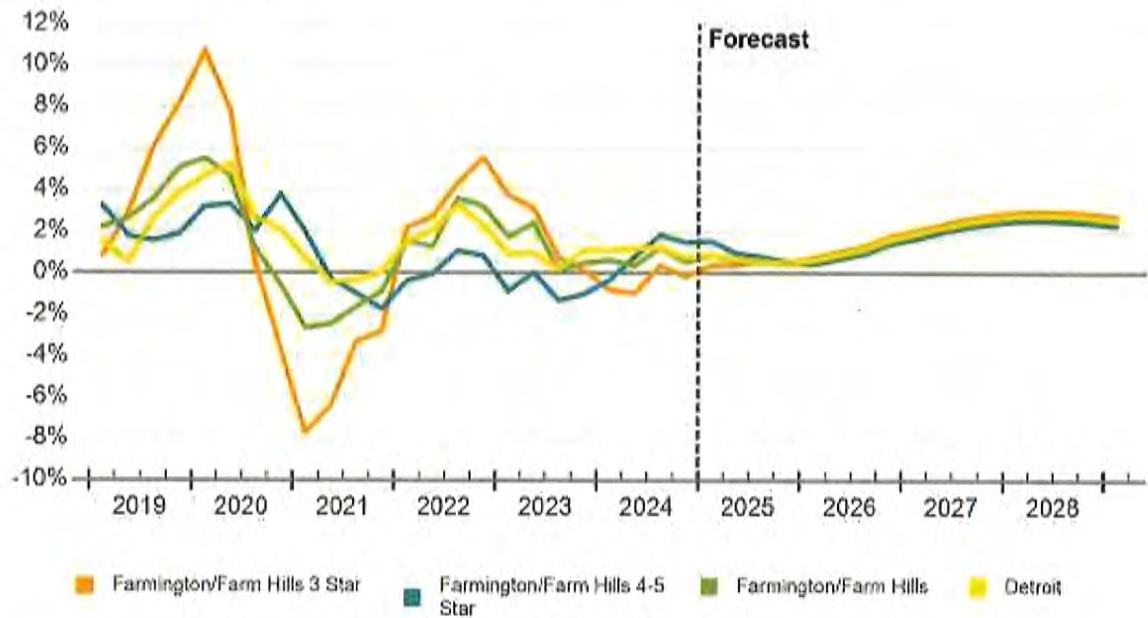


Farmington Office

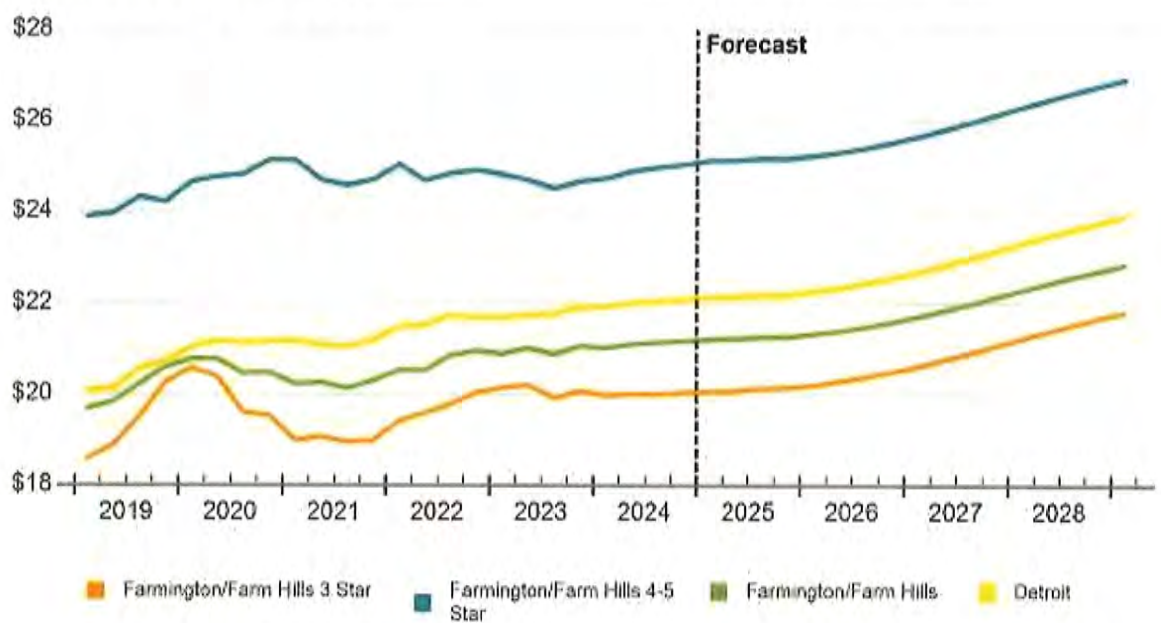
Rent

Farmington/Farm Hills Office

MARKET ASKING RENT GROWTH (YOY)



MARKET ASKING RENT PER SQUARE FEET



Farmington Office

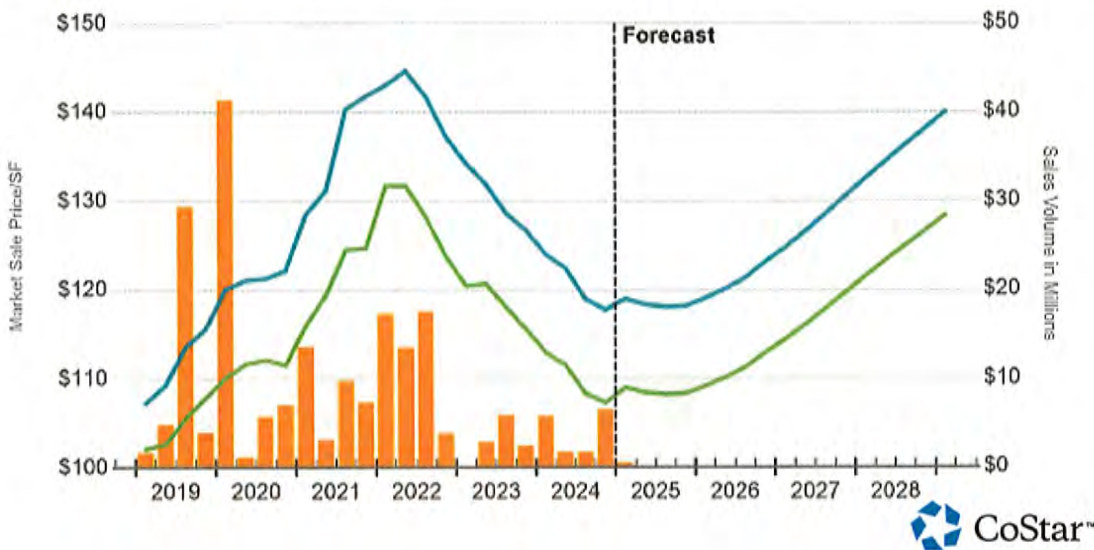
Sales

Farmington/Farm Hills Office

Over the past year, 20 office properties traded in Farmington/Farm Hills, accounting for 180,000 SF of inventory turnover. Office sales volume in Farmington/Farm Hills has totaled \$12.7 million over the past year. Average annual sales volume over the past five years is \$35.0 million and \$33.0 million over the past 10 years.

Estimated office market pricing in Farmington/Farm Hills is \$119/SF compared to the market average of \$109/SF. Average market pricing for Farmington/Farm Hills is estimated at \$159/SF for 4 & 5 Star properties, \$113/SF for 3 Star assets, and \$97/SF for 1 & 2 Star buildings. The estimated cap rate for Farmington/Farm Hills office is 11.0%, compared to the metro average of 11.4%.

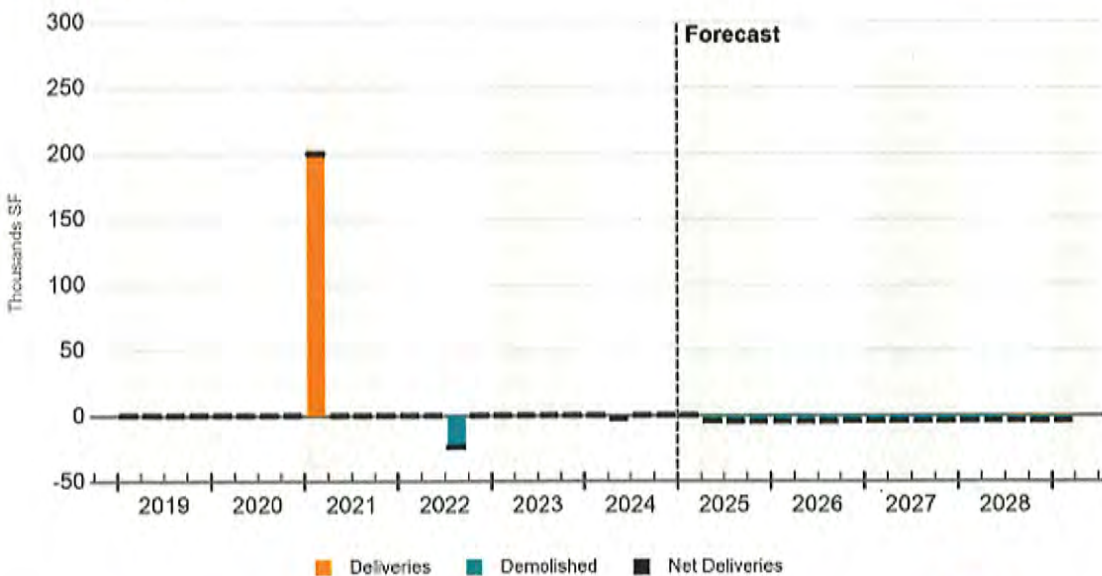
SALES VOLUME & MARKET SALE PRICE PER SF



Construction

Farmington/Farm Hills Office

DELIVERIES & DEMOLITIONS



Farmington Office

Supply & Demand Trends

Farmington/Farm Hills Office

OVERALL SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2029	9,686,034	(15,595)	-0.2%	(17,656)	-0.2%	-
2028	9,701,629	(16,286)	-0.2%	(15,375)	-0.2%	-
2027	9,717,915	(17,281)	-0.2%	20,415	0.2%	-
2026	9,735,196	(18,285)	-0.2%	(33,366)	-0.3%	-
2025	9,753,481	(13,682)	-0.1%	11,407	0.1%	-
YTD	9,767,163	0	0%	69,648	0.7%	0
2024	9,767,163	(2,436)	0%	(264,003)	-2.7%	-
2023	9,769,599	0	0%	137,937	1.4%	0
2022	9,769,599	(23,990)	-0.2%	(139,912)	-1.4%	-
2021	9,793,589	200,000	2.1%	(102,575)	-1.0%	-
2020	9,593,589	0	0%	(102,683)	-1.1%	-
2019	9,593,589	0	0%	255,732	2.7%	0
2018	9,593,589	0	0%	185,803	1.9%	0
2017	9,593,589	0	0%	(214,375)	-2.2%	-
2016	9,593,589	0	0%	522,768	5.4%	0
2015	9,593,589	(157,000)	-1.6%	57,186	0.6%	-
2014	9,750,589	13,000	0.1%	(46,366)	-0.5%	-
2013	9,737,589	0	0%	98,289	1.0%	0

4 & 5 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2029	2,140,181	2,891	0.1%	4,639	0.2%	0.6
2028	2,137,290	2,168	0.1%	4,812	0.2%	0.5
2027	2,135,122	1,172	0.1%	12,386	0.6%	0.1
2026	2,133,950	159	0%	(1,702)	-0.1%	-
2025	2,133,791	0	0%	29,370	1.4%	0
YTD	2,133,791	0	0%	37,245	1.7%	0
2024	2,133,791	0	0%	(22,068)	-1.0%	-
2023	2,133,791	0	0%	82,351	3.9%	0
2022	2,133,791	0	0%	4,496	0.2%	0
2021	2,133,791	200,000	10.3%	23,726	1.1%	8.4
2020	1,933,791	0	0%	72,315	3.7%	0
2019	1,933,791	0	0%	35,725	1.8%	0
2018	1,933,791	0	0%	70,620	3.7%	0
2017	1,933,791	0	0%	(80,063)	-4.1%	-
2016	1,933,791	0	0%	(23,637)	-1.2%	-
2015	1,933,791	0	0%	19,598	1.0%	0
2014	1,933,791	0	0%	45,051	2.3%	0
2013	1,933,791	0	0%	48,598	2.5%	0

Farmington Office

Sales Past 12 Months

Farmington/Farm Hills Office

RECENT SIGNIFICANT SALES

Property Name - Address	Rating	Property			Sale			
		Yr Built	Bldg SF	Vacancy	Sale Date	Price	Price/SF	Cap Rate
1 Woodcreek Pavilion 30800 Northwestern Hwy	★★★★★	1977	21,240	46.6%	10/11/2024	\$4,000,000	\$188	-
2 First Federal Bldg 33333 W Twelve Mile Rd	★★★★★	1972	21,668	0%	10/8/2024	\$2,100,000	\$97	-
3 24555 Hallwood Ct	★★★★★	1989	13,101	0%	8/23/2024	\$1,300,000	\$99	-
4 36400 W 12 Mile Rd	★★★★★	1987	2,677	0%	1/3/2025	\$510,000	\$191	-
5 21111 Middlebelt Rd	★★★★★	1986	5,000	0%	4/29/2024	\$500,000	\$100	-
6 30054 Orchard Lake Rd	★★★★★	1980	1,844	0%	4/11/2024	\$440,000	\$239	-
7 30018 Orchard Lake Rd	★★★★★	1950	1,900	0%	11/18/2024	\$420,000	\$221	-
8 38285 W 12 Mile Rd	★★★★★	1872	2,899	0%	5/6/2024	\$400,000	\$138	-
9 Hillcrest Office Center 21005 Farmington Rd	★★★★★	1980	3,159	0%	7/29/2024	\$378,000	\$120	-
10 30038 Orchard Lake Rd	★★★★★	1950	1,500	0%	6/25/2024	\$330,000	\$220	-
11 31811 Middlebelt Rd	★★★★★	1979	803	0%	3/7/2024	\$105,000	\$131	-
12 Quakertown Medical Art... 32905 W 12 Mile Rd	★★★★★	1982	990	11.5%	2/11/2025	-	-	-
4 36400 W 12 Mile Rd	★★★★★	1867	2,677	0%	1/7/2025	-	-	-
13 23332 Orchard Lake Rd	★★★★★	1991	5,291	0%	1/6/2025	-	-	-
14 Woodcreek Pavilion North 30840 Northwestern Hwy	★★★★★	1973	44,339	3.4%	10/11/2024	-	-	-
15 28525 Orchard Lake Rd	★★★★★	1992	5,068	0%	7/30/2024	-	-	-
16 Parkhill Place 28525-28545 Orchard Lak...	★★★★★	1992	15,063	0%	7/26/2024	-	-	-
17 33100 Grand River Ave	★★★★★	1915	1,369	0%	6/21/2024	-	-	-
18 29906-29940 Orchard La...	★★★★★	1971	9,500	100%	3/7/2024	-	-	-



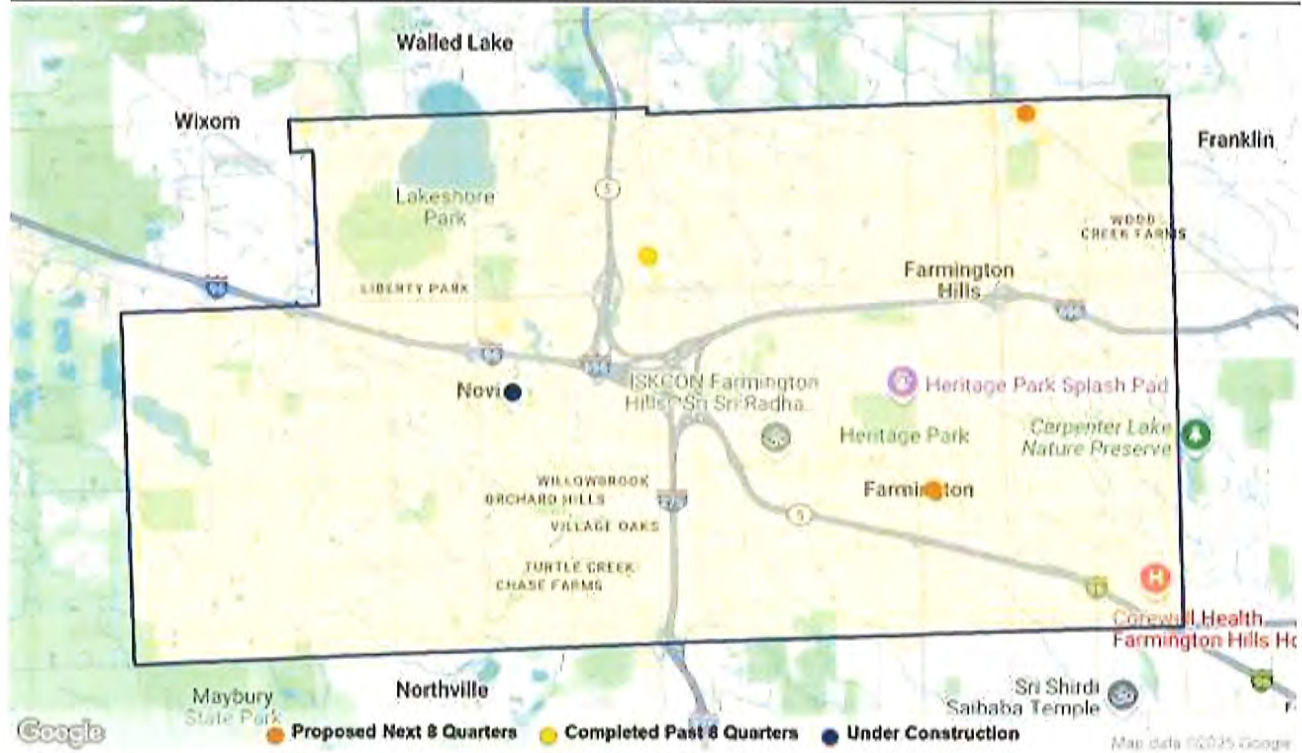
Farmington Office

Construction

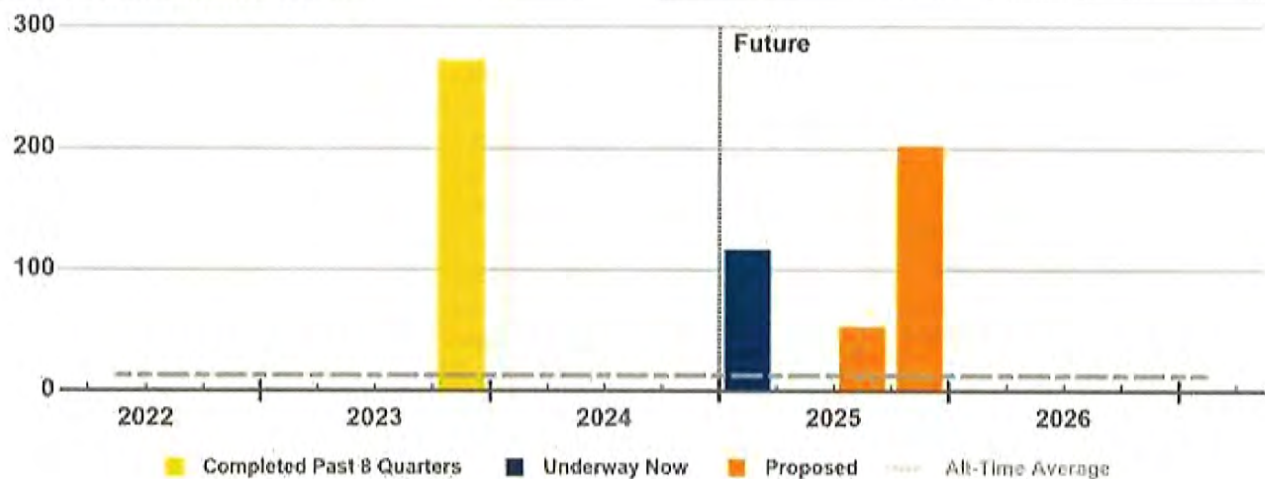
Farmington Hills/Novi Multi-Family

All-Time Annual Avg. Units	Delivered Units Past 8 Qtrs	Delivered Units Next 8 Qtrs	Proposed Units Next 8 Qtrs
52	272	117	255

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN UNITS



Farmington Office

Sales Past 12 Months

Farmington Hills/Novi Multi-Family

Sale Comparables	Avg. Price/Unit (thous.)	Average Price (mil.)	Average Vacancy at Sale
2	\$80	\$1.3	3.1%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$1,275,000	\$1,275,000	\$1,275,000	\$1,275,000
Price/Unit	\$79,687	\$79,687	\$79,687	\$79,687
Cap Rate	7.5%	7.5%	7.5%	7.5%
Vacancy Rate At Sale	0%	3.1%	3.1%	6.3%
Time Since Sale In Months	6.9	7.6	7.6	8.3
Property Attributes	Low	Average	Median	High
Property Size In Units	16	16	16	16
Number of Floors	2	2	2	2
Average Unit SF	850	921	921	992
Year Built	1986	1989	1989	1992
Star Rating	★★★★★	★★★★★ 2.5	★★★★★	★★★★★

Farmington Industrial



Industrial Submarket Report

Farmington/Farm Hills

Detroit - MI USA

Farmington Industrial

Overview

Farmington/Farm Hills Industrial

12 Mo Deliveries in SF	12 Mo Net Absorption in SF	Vacancy Rate	Market Asking Rent Growth
0	(194K)	6.2%	3.0%

The Farmington/Farm Hills industrial submarket has a vacancy rate of 6.2% as of the first quarter of 2025. Over the past year, the submarket's vacancy rate has changed by 1.6%, a result of no net delivered space and -190,000 SF of net absorption.

Farmington/Farm Hills's vacancy rate of 6.2% compares to the submarket's five-year average of 5.4% and the 10-year average of 4.7%.

The Farmington/Farm Hills industrial submarket has roughly 970,000 SF of space listed as available, for an availability rate of 8.1%. As of the first quarter of 2025, there is 79,000 SF of industrial space under construction in Farmington/Farm Hills. In comparison, the submarket has averaged 79,000 SF of under construction inventory over the past 10 years.

The Farmington/Farm Hills industrial submarket contains

roughly 11.9 million SF of inventory. The submarket has approximately 6.4 million SF of logistics inventory, 3.8 million SF of flex inventory, and 1.7 million SF of specialized inventory.

Market rents in Farmington/Farm Hills are \$10.30/SF. Rents average around \$9.50/SF for logistics buildings, \$11.80/SF for flex properties, and \$9.80/SF for specialized assets.

Rents have changed by 3.0% year over year in Farmington/Farm Hills, compared to a change of 3.6% market wide. Market rents have changed by 2.8% in logistics buildings year over year, 2.6% in flex buildings, and 4.9% in specialized buildings. In Farmington/Farm Hills, five-year average annual rent growth is 4.5% and 10-year average annual rent growth is 4.8%.

KEY INDICATORS

Current Quarter	RBA	Vacancy Rate	Market Asking Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
Logistics	6,434,754	3.4%	\$9.51	4.0%	17,453	0	79,000
Specialized Industrial	1,667,985	4.9%	\$9.81	9.7%	21,221	0	0
Flex	3,761,816	11.6%	\$11.80	14.5%	(37,204)	0	0
Submarket	11,864,555	6.2%	\$10.27	8.1%	1,470	0	79,000

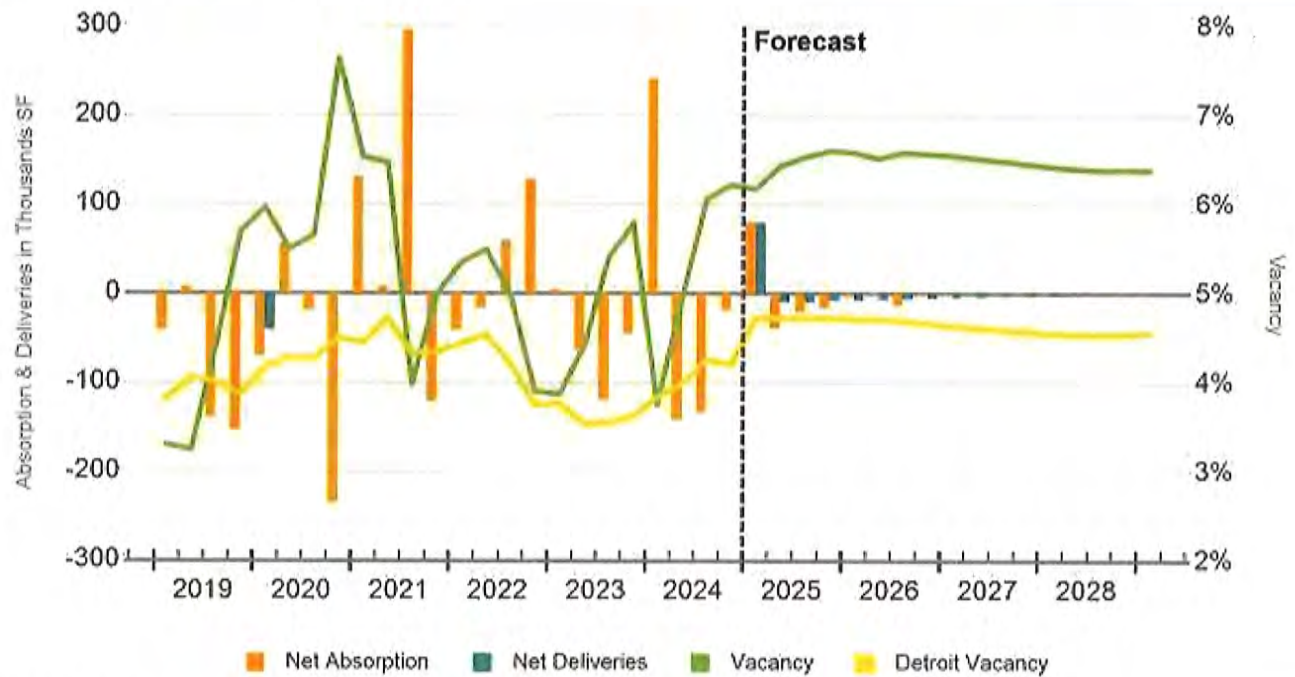
Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy	1.6% (YOY)	6.8%	6.5%	12.2%	2010 Q3	2.9%	2017 Q4
Net Absorption SF	(194K)	2,344	(26,799)	541,407	2005 Q2	(390,146)	2009 Q1
Deliveries SF	0	12,760	32,987	120,561	2003 Q1	0	2024 Q4
Market Asking Rent Growth	3.0%	1.1%	4.0%	6.6%	2022 Q1	-5.8%	2009 Q4
Sales Volume	\$29.6M	\$17.2M	N/A	\$58.2M	2016 Q3	\$2.6M	2008 Q3

Farmington Industrial

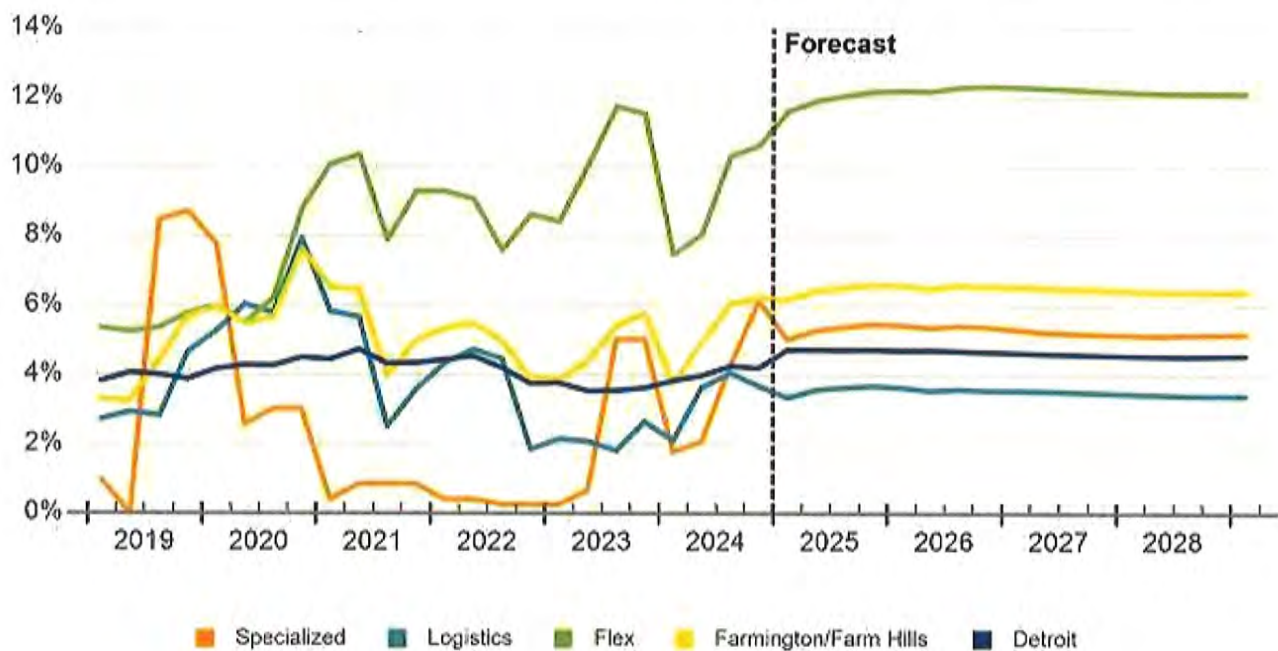
Leasing

Farmington/Farm Hills Industrial

NET ABSORPTION, NET DELIVERIES & VACANCY



VACANCY RATE

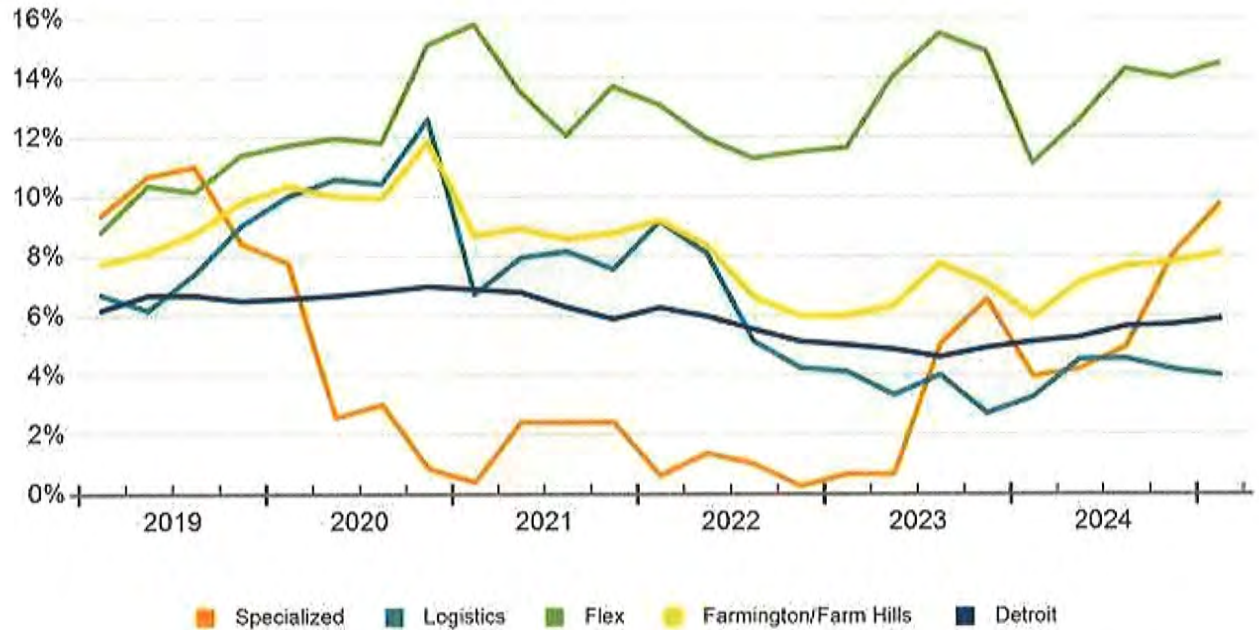


Farmington Industrial

Leasing

Farmington/Farm Hills Industrial

AVAILABILITY RATE



3 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

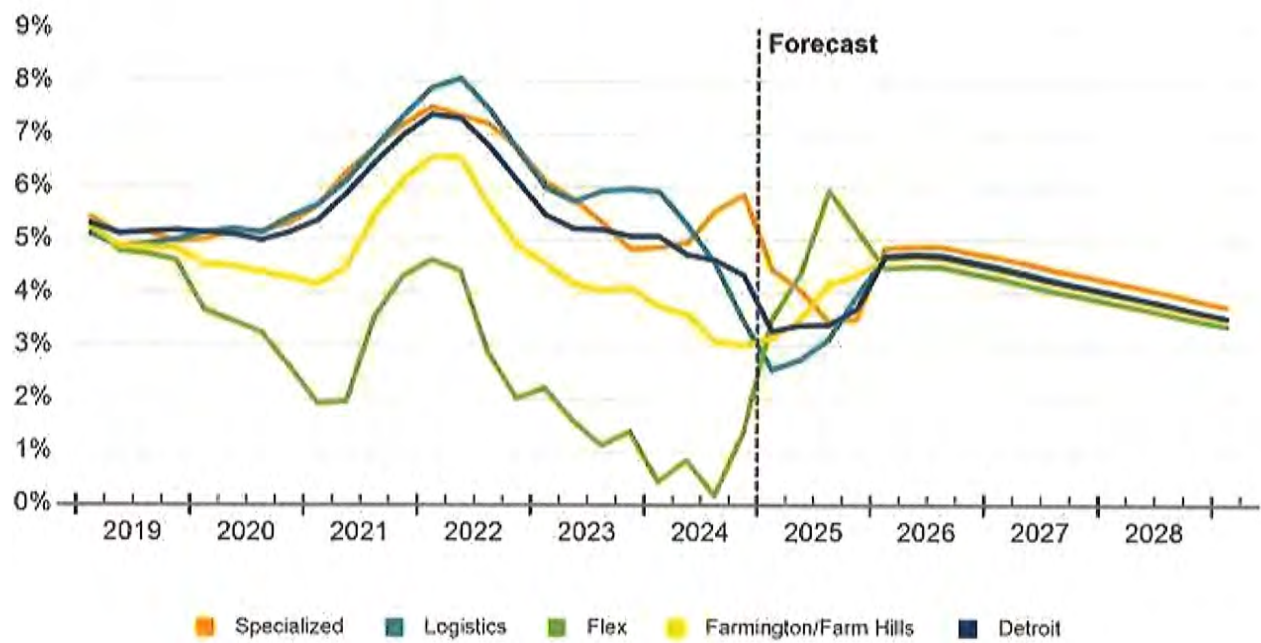
Property Name/Address	Rating	RBA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
Building 1 24730-24804 Crestview Ct	★★★★★	65,514	1	3,300	0%	1,320
Regency Court 23933-23973 Research Dr	★★★★★	46,500	1	4,360	19.8%	860
37676-37696 Enterprise Ct	★★★★★	41,397	1	2,368	3.4%	0
23300 Haggerty Rd	★★★★★	85,339	1	85,339	0%	0
23800 Research Dr	★★★★★	62,852	1	52,000	0%	0
Techtron Centre 23399 Commerce Dr	★★★★★	67,442	2	16,641	41.4%	(383)
Bldg C 27280 Haggerty Rd	★★★★★	50,194	1	3,778	8.7%	(1,177)
Bldg F 27300 Haggerty Rd	★★★★★	41,530	2	11,768	13.3%	(4,470)
Discovery Centre Bldg C 39205 Country Club Dr	★★★★★	55,016	2	11,530	44.7%	(5,802)
Halsted Tech Center 24387-24399 Halsted Rd	★★★★★	12,272	1	4,113	26.6%	(8,159)

Farmington Industrial

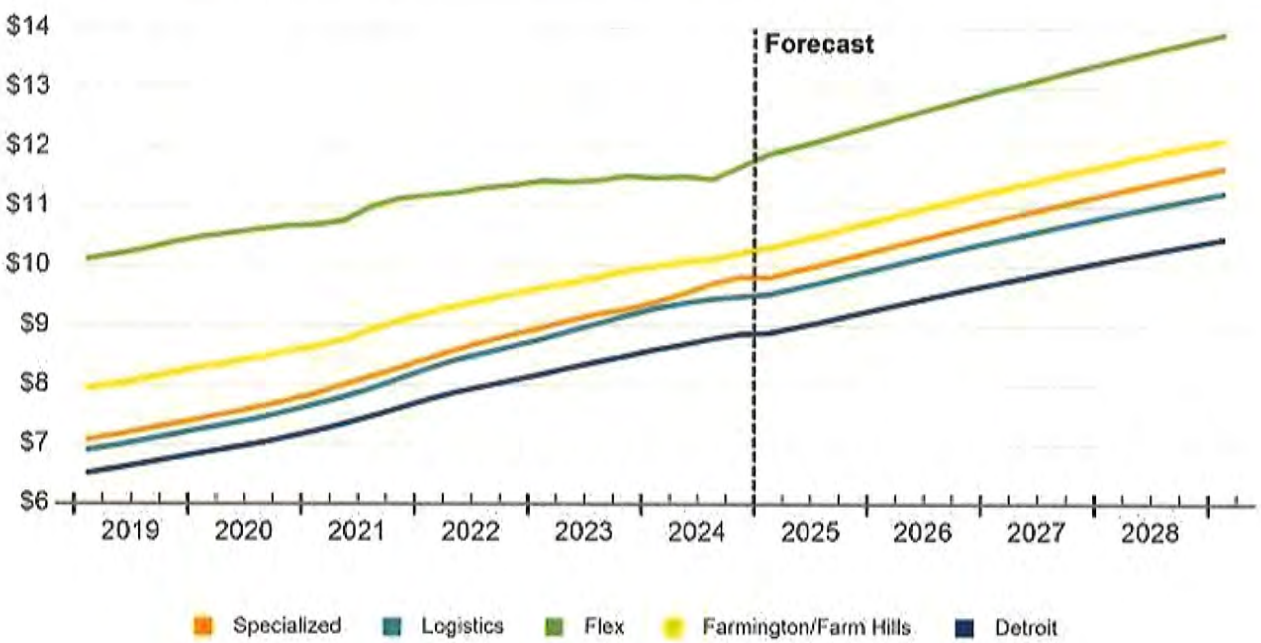
Rent

Farmington/Farm Hills Industrial

MARKET ASKING RENT GROWTH (YOY)



MARKET ASKING RENT PER SQUARE FEET



Farmington Industrial

Construction

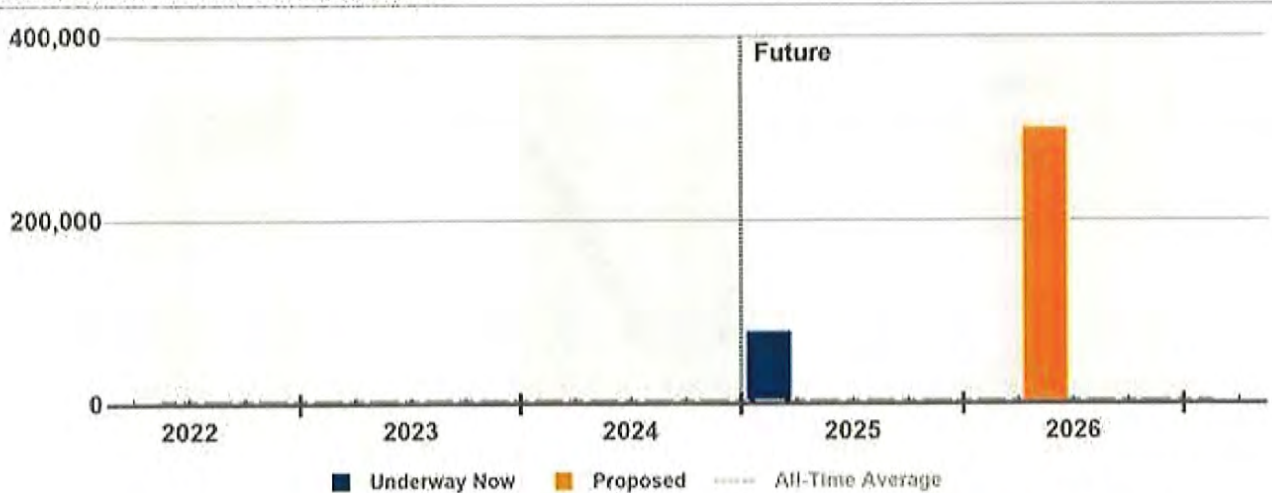
Farmington/Farm Hills Industrial

All-Time Annual Avg. Square Feet	Delivered Square Feet Past 8 Qtrs	Delivered Square Feet Next 8 Qtrs	Proposed Square Feet Next 8 Qtrs
12,380	0	79,000	300,000

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN SQUARE FEET



Farmington Industrial

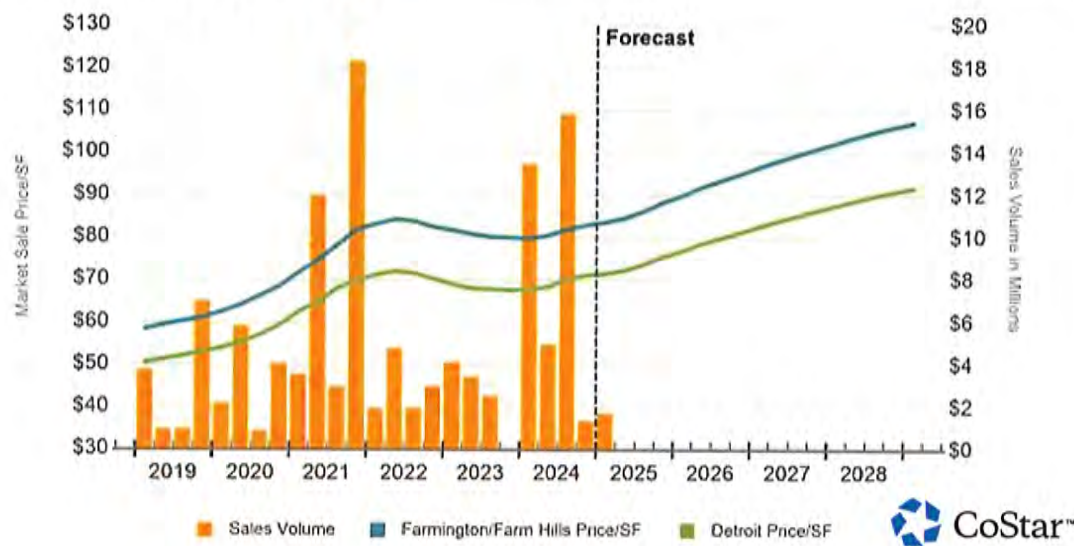
Sales

Farmington/Farm Hills Industrial

Over the past year, 19 industrial properties traded in Farmington/Farm Hills, accounting for 420,000 SF of inventory turnover. Industrial sales volume in Farmington/Farm Hills has totaled \$29.2 million over the past year. Average annual sales volume over the past five years is \$21.0 million and \$23.7 million over the past 10 years.

Estimated industrial market pricing in Farmington/Farm Hills is \$84/SF compared to the market average of \$72/SF. Average market pricing for Farmington/Farm Hills is estimated at \$77/SF for logistics properties, \$97/SF for flex assets, and \$77/SF for specialized buildings. The estimated market cap rate for Farmington/Farm Hills industrial matches the market average of 10.6%.

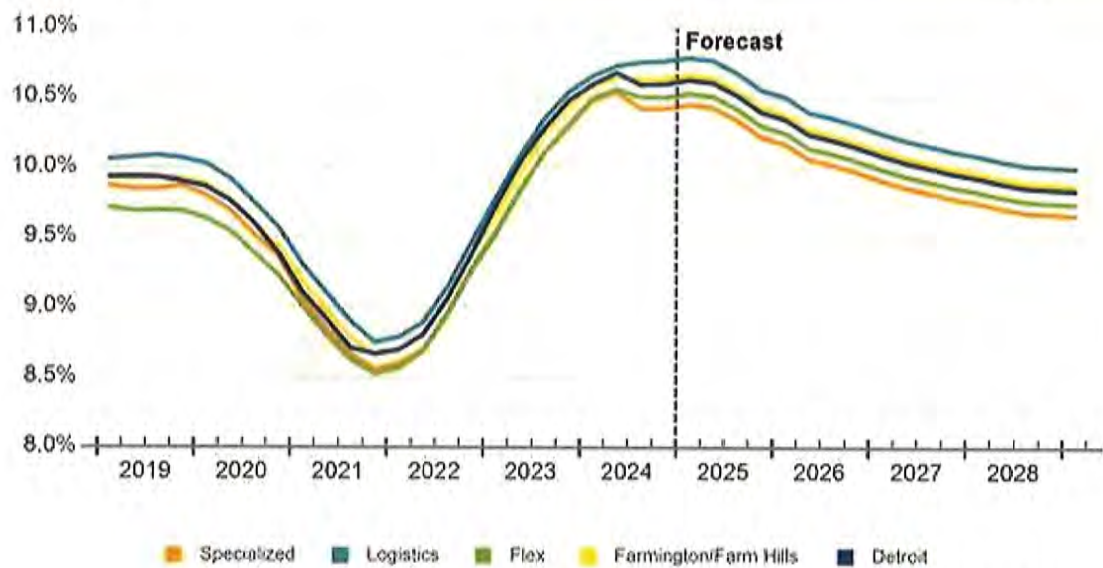
SALES VOLUME & MARKET SALE PRICE PER SF



Sales

Farmington/Farm Hills Industrial

MARKET CAP RATE



Farmington Industrial

Sales Past 12 Months

Farmington/Farm Hills Industrial

Sale Comparables	Avg. Cap Rate	Avg. Price/SF	Avg. Vacancy At Sale
20	7.9%	\$149	3.8%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$750,000	\$3,283,459	\$1,935,000	\$15,816,361
Price/SF	\$55	\$149	\$126	\$194
Cap Rate	7.9%	7.9%	7.9%	7.9%
Time Since Sale in Months	0.3	5.8	5.8	11.3
Property Attributes	Low	Average	Median	High
Building SF	3,120	19,951	13,834	85,339
Ceiling Height	14'6"	17'2"	16'	24'
Docks	0	1	0	4
Vacancy Rate At Sale	0%	3.8%	0%	100%
Year Built	1917	1973	1970	2001
Star Rating	★ ★ ★ ★ ★	★ ★ ★ ★ ★ 2.0	★ ★ ★ ★ ★	★ ★ ★ ★ ★

Farmington Industrial

Sales Past 12 Months

Farmington/Farm Hills Industrial

Sale Comparables	Avg. Cap Rate	Avg. Price/SF	Avg. Vacancy At Sale
20	7.9%	\$149	3.8%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$750,000	\$3,283,459	\$1,935,000	\$15,816,361
Price/SF	\$55	\$149	\$126	\$194
Cap Rate	7.9%	7.9%	7.9%	7.9%
Time Since Sale in Months	0.3	5.8	5.8	11.3
Property Attributes	Low	Average	Median	High
Building SF	3,120	19,951	13,834	85,339
Ceiling Height	14'6"	17'2"	16'	24'
Docks	0	1	0	4
Vacancy Rate At Sale	0%	3.8%	0%	100%
Year Built	1917	1973	1970	2001
Star Rating	★ ★ ★ ★ ★	★ ★ ★ ★ ★ 2.0	★ ★ ★ ★ ★	★ ★ ★ ★ ★

Farmington Industrial

Sales Past 12 Months

Farmington/Farm Hills Industrial

RECENT SIGNIFICANT SALES

Property Name - Address	Property				Sale			
	Rating	Yr Built	Bldg SF	Vacancy	Sale Date	Price	Price/SF	Cap Rate
1 23300 Haggerty Rd	★ ★ ★ ★ ★	2001	85,339	0%	8/28/2024	\$15,816,361	\$185	-
2 30600 W Eight Mile Rd	★ ★ ★ ★ ★	1967	23,940	0%	4/19/2024	\$3,020,123	\$126	-
3 State Fabricators 30550 Eight Mile Rd	★ ★ ★ ★ ★	1964	18,286	0%	3/19/2024	\$2,717,829	\$149	-
4 Ikon Office Solutions 37987 Interchange Dr	★ ★ ★ ★ ★	1990	15,080	0%	3/20/2024	\$2,250,000	\$149	-
5 BluePearl Pet Neurology... 33300 W 9 Mile Rd	★ ★ ★ ★ ★	1962	10,000	0%	5/29/2024	\$1,935,000	\$194	7.9%
6 24735 Crestview Ct	★ ★ ★ ★ ★	1978	13,307	0%	12/12/2024	\$1,350,000	\$101	-
7 32408 Eight Mile Rd	★ ★ ★ ★ ★	1968	7,200	0%	1/2/2025	\$875,000	\$122	-
8 24435 Halsted Rd	★ ★ ★ ★ ★	1979	15,170	100%	1/7/2025	\$836,817	\$55	-
9 32800 W 8 Mile Rd	★ ★ ★ ★ ★	1962	9,800	0%	3/15/2024	\$750,000	\$77	-
10 22300 Haggerty Rd	★ ★ ★ ★ ★	1995	56,920	0%	2/14/2025	-	-	-
11 24631 Hathaway St	★ ★ ★ ★ ★	1996	14,360	0%	1/21/2025	-	-	-
12 The Winery Building 31505 Grand River Ave	★ ★ ★ ★ ★	1917	50,646	0%	1/17/2025	-	-	-
13 31500-31502 Grand River...	★ ★ ★ ★ ★	1965	6,763	0%	12/31/2024	-	-	-
14 29820 W Nine Mile Rd	★ ★ ★ ★ ★	1968	3,120	0%	12/20/2024	-	-	-
15 30896 W Eight Mile Rd	★ ★ ★ ★ ★	1981	11,900	0%	9/19/2024	-	-	-
16 24581 Crestview Ct	★ ★ ★ ★ ★	1972	19,662	0%	9/5/2024	-	-	-
17 32458 Eight Mile Rd	★ ★ ★ ★ ★	1968	15,150	0%	7/26/2024	-	-	-
18 20774 Chesley Dr	★ ★ ★ ★ ★	1965	9,659	0%	7/18/2024	-	-	-
19 20750 Sunnydale St	★ ★ ★ ★ ★	1975	8,184	0%	6/3/2024	-	-	-
20 24148 Research Dr	★ ★ ★ ★ ★	1978	4,536	0%	3/21/2024	-	-	-

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

2024 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	497	10.5%	2,794	8.0%	9,211	9.3%
\$15,000 - \$24,999	252	5.3%	1,940	5.6%	6,160	6.2%
\$25,000 - \$34,999	339	7.2%	2,084	6.0%	5,661	5.7%
\$35,000 - \$49,999	388	8.2%	3,566	10.2%	10,537	10.7%
\$50,000 - \$74,999	1,077	22.8%	6,394	18.4%	16,473	16.7%
\$75,000 - \$99,999	580	12.3%	4,569	13.1%	12,286	12.5%
\$100,000 - \$149,999	779	16.5%	6,483	18.6%	18,431	18.7%
\$150,000 - \$199,999	360	7.6%	3,558	10.2%	10,277	10.4%
\$200,000+	443	9.4%	3,414	9.8%	9,611	9.7%
Median Household Income	\$68,762		\$77,642		\$77,017	
Average Household Income	\$99,055		\$105,525		\$104,762	
Per Capita Income	\$45,057		\$46,098		\$46,038	
2029 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	405	8.5%	2,291	6.6%	7,923	8.0%
\$15,000 - \$24,999	188	4.0%	1,426	4.1%	4,805	4.8%
\$25,000 - \$34,999	258	5.4%	1,618	4.6%	4,581	4.6%
\$35,000 - \$49,999	331	7.0%	2,983	8.5%	9,009	9.1%
\$50,000 - \$74,999	1,012	21.3%	5,903	16.9%	15,501	15.6%
\$75,000 - \$99,999	589	12.4%	4,526	13.0%	12,185	12.3%
\$100,000 - \$149,999	911	19.2%	7,304	20.9%	20,472	20.6%
\$150,000 - \$199,999	495	10.4%	4,663	13.4%	13,161	13.3%
\$200,000+	554	11.7%	4,197	12.0%	11,561	11.7%
Median Household Income	\$81,167		\$91,432		\$89,397	
Average Household Income	\$116,932		\$123,190		\$120,824	
Per Capita Income	\$54,523		\$55,115		\$54,347	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point
 21616 Albion Ave, Farmington, Michigan, 48336
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 42.45029
 Longitude: -83.33870

2020 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	568	5.3%	4,070	5.0%	12,028	5.3%
Age 5 - 9	530	5.0%	4,224	5.2%	11,719	5.1%
Age 10 - 14	519	4.9%	4,204	5.1%	11,866	5.2%
Age 15 - 19	525	4.9%	4,421	5.4%	12,511	5.5%
Age 20 - 24	579	5.4%	4,416	5.4%	13,084	5.7%
Age 25 - 34	1,791	16.8%	12,087	14.8%	34,863	15.2%
Age 35 - 44	1,320	12.4%	9,865	12.1%	26,919	11.8%
Age 45 - 54	1,377	12.9%	10,432	12.8%	28,497	12.4%
Age 55 - 64	1,531	14.3%	12,575	15.4%	33,409	14.6%
Age 65 - 74	1,037	9.7%	9,307	11.4%	25,668	11.2%
Age 75 - 84	518	4.9%	4,080	5.0%	12,054	5.3%
Age 85+	380	3.6%	2,070	2.5%	6,313	2.8%

2024 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	540	5.2%	3,908	4.9%	11,580	5.1%
Age 5 - 9	552	5.3%	4,170	5.2%	12,112	5.4%
Age 10 - 14	490	4.7%	3,956	4.9%	11,064	4.9%
Age 15 - 19	472	4.5%	4,035	5.0%	11,304	5.0%
Age 20 - 24	562	5.4%	4,275	5.3%	12,484	5.5%
Age 25 - 34	1,624	15.5%	11,328	14.1%	33,041	14.7%
Age 35 - 44	1,462	14.0%	10,721	13.4%	29,545	13.1%
Age 45 - 54	1,242	11.9%	9,642	12.0%	26,612	11.8%
Age 55 - 64	1,384	13.2%	11,110	13.9%	30,111	13.4%
Age 65 - 74	1,225	11.7%	10,113	12.6%	27,149	12.1%
Age 75 - 84	545	5.2%	4,789	6.0%	14,091	6.3%
Age 85+	376	3.6%	2,017	2.5%	6,196	2.8%

2029 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	510	5.0%	3,708	4.7%	11,018	5.0%
Age 5 - 9	504	4.9%	3,758	4.8%	10,995	5.0%
Age 10 - 14	528	5.1%	3,947	5.0%	11,553	5.2%
Age 15 - 19	462	4.5%	3,820	4.9%	10,635	4.8%
Age 20 - 24	483	4.7%	3,776	4.8%	10,926	4.9%
Age 25 - 34	1,249	12.2%	9,653	12.3%	28,658	13.0%
Age 35 - 44	1,664	16.2%	11,590	14.8%	32,110	14.5%
Age 45 - 54	1,190	11.6%	9,391	12.0%	25,969	11.7%
Age 55 - 64	1,256	12.2%	9,976	12.7%	27,083	12.2%
Age 65 - 74	1,287	12.5%	10,395	13.3%	27,957	12.6%
Age 75 - 84	752	7.3%	6,168	7.9%	17,518	7.9%
Age 85+	386	3.8%	2,228	2.8%	6,860	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
641112	Pathway Eck Service Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	8	\$1,384,000
653118	We are Finance Corp Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	2	\$222,000
999977	Trdonovan Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	N/A	N/A
839998	Peer Solutions Group Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	5	N/A
701101	Courtyard Detroit Farmington Hills Hamilton Ct Farmington Hills, MI 48334	Branch	0.73 N	25	\$3,019,000
641112	TFC O'Connell Farmington Rd Farmington Hills, MI 48334	Independent	0.73 N	11	\$1,902,000
641112	TFC & Associates Farmington Rd Farmington Hills, MI 48334	Independent	0.73 N	10	\$1,729,000
641112	Future Assurance Farmington Rd Farmington Hills, MI 48334	Independent	0.73 N	5	\$865,000
999977	Brain Friendly Reading Ramble Hills Dr Farmington Hills, MI 48331	Independent	0.74 W	N/A	N/A
371401	BCS Automotive Interface Solutions US, LLC W 12 Mile Rd Farmington Hills, MI 48331	Branch	0.74 NW	93	\$31,898,000
801101	Haller & Hug PC Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	25	\$4,436,000
811103	Grace M Thomas & Associates Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	5	\$1,006,000
801101	Associates Ophthalmology Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	20	\$3,549,000
411906	Parastar Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	51	\$3,509,000
737206	Realcomp II Ltd. Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	30	\$12,893,000
641112	Michigan Basic Property Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	3	\$519,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Employee/Population Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2024 Data Axle and Esri. Esri Total Population forecasts for 2024. Data Axle Business Locations (Feb 2024).

February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
525104	Great Lakes Ace Hardware Farmington Rd Farmington Hills, MI 48334	Headquarters	0.75 N	23	\$4,201,000
729924	Greenpath Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	3	\$130,000
801101	Associates in Ophthalmology Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	7	\$1,243,000
641112	Michigan Basic Property Insurance Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	4	\$519,000
737419	Google Farmington Rd Farmington Hills, MI 48334	Branch	0.75 N	3	\$706,000
733110	UPS Drop Box Farmington Rd Farmington Hills, MI 48334	Kiosk	0.75 N	N/A	N/A
873303	Empowerment Foundation Farmington Rd Farmington Hills, MI 48334	Independent	0.75 N	3	N/A
653108	SRK Management Company Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	3	\$333,000
573407	Nationwide Laser Technologies Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	2	\$537,000
871202	Studio of Creative Design LLC Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	3	\$511,000
872102	Tina Vainer LLC Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	2	\$286,000
653108	Qto Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	5	\$555,000
805102	Healing Touch Center Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	4	\$220,000
509908	Concepts in Cutting Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	2	\$1,819,000
999977	Standpipe Manager Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	N/A	N/A
999977	Phodio Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	N/A	N/A

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
653108	QTF LLC Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	2	\$222,000
802101	Thomas C Mannino DDS, PC Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	3	\$761,000
737410	Qualex Corp Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	34	\$7,992,000
653108	Aij Property Management Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	3	\$333,000
809907	Infinite Wellness Healthcare, PLLC Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	47	N/A
511318	Balkin Products Farmington Rd Farmington Hills, MI 48334	Independent	0.76 N	3	\$4,759,000
911104	Farmington Hills City Office Farmington Rd Farmington Hills, MI 48336	Independent	0.77 S	5	N/A
641112	Davison-Kleinschmit Insurance Agency Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	2	\$346,000
654102	Security Title Service Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	2	\$218,000
808201	Primary Choice Home Care Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	5	\$320,000
824301	Michigan Technology Service Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	12	\$1,058,000
737109	Cucor US Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	4	\$550,000
737801	Pinnacle Infotech Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	4	\$503,000
737101	Teknest Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	12	\$1,650,000
506304	ADT Security Service Hamilton Ct Farmington Hills, MI 48334	Branch	0.77 N	5	\$4,790,000
736103	Global Consulting Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	6	\$641,000

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
729999	Michigan Sports Hall of Fame Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	2	\$87,000
737109	Choice Technologies Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	7	\$963,000
344404	McGill Air Flow LLC Hamilton Ct Farmington Hills, MI 48334	Branch	0.77 N	4	\$624,000
731115	Compunix Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	2	\$383,000
861102	Urban Homes Associates Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	2	N/A
737109	Qa Infotech Inc USA Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	50	\$6,875,000
737801	Computer Group Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	10	\$1,256,000
871106	Cadcam E Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	10	\$1,856,000
737206	Qa Infotech Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	6	\$2,149,000
731908	Worldwide Distribution Systems USA LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	3	\$1,049,000
732201	RNC Collections Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	4	\$533,000
653108	Property Management Wedgewood Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	4	\$666,000
653108	Urban Homes Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	3	\$333,000
509901	Rrokaj Exports Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	6	\$5,455,000
806301	Alleviate LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	3	N/A
999977	Callidus Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	N/A	N/A

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
808201	Alpine Home Health Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	4	\$256,000
653118	Ank Enterprises Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.77 N	3	\$333,000
811103	Marshall & Company Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	4	\$805,000
737801	Compeople Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	8	\$1,005,000
999977	H C Olsen & Associates Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	N/A	N/A
723106	Rapunzels Lice Boutique Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	3	\$132,000
641112	J & M Agency Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	1	\$173,000
737106	XLNT Solutions For Best Quality Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	2	N/A
506304	Premier Home Security Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	4	\$3,832,000
873460	Pinnacle Mobile Phlebotomy LLC Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	5	N/A
628203	High Achievement Center Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	3	\$997,000
999977	Cavalo Solutions Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	N/A	N/A
999977	RT Systems Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	N/A	N/A
833102	Comprehensive Eldercare & Rehab PC Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	4	N/A
808201	Love Helps Home Care Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	4	\$256,000
384104	RT Systems, Inc Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	8	\$968,000

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Source: Copyright 2024 Data Axle and Esri. Esri Total Population forecasts for 2024. Data Axle Business Locations (Feb 2024).

February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
829911	Buedek LLC Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	2	N/A
832204	Vanderzanden, Joseph, Allen Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	1	\$213,000
723106	LCA-Farmington Hills Farmington Rd Farmington Hills, MI 48334	Independent	0.78 N	N/A	N/A
507420	Systems Power Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	4	\$4,309,000
641112	Healthex Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	2	\$346,000
738985	Dan Yessian Music Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	13	\$1,411,000
736103	Alliance Industries & Recruiting Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	1	\$107,000
736103	Career Search Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	1	\$107,000
737103	JDM Systems Consultants Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.79 N	9	\$1,238,000
602101	First Merchants Bank Hamilton Ct Farmington Hills, MI 48334	Branch	0.79 N	3	\$712,000
733110	UPS Drop Box Hamilton Ct Farmington Hills, MI 48334	Kiosk	0.79 N	N/A	N/A
173101	Mark's Electric Hull Ave Farmington Hills, MI 48336	Independent	0.80 E	2	\$304,000
839902	Counseling & Assessments LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	4	N/A
509908	WT Peterson Company Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	4	\$3,637,000
737102	Altus Systems Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	40	\$5,500,000
275202	Prints Plus More Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	3	\$535,000

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
872102	S & S Bookkeeping Service Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	10	\$1,428,000
899999	Optic Services Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	\$274,000
899999	Optic Services Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	\$274,000
628203	Financial Network of Michigan Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	\$665,000
412101	Rides of Pride LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	N/A
737102	Itekpeople Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	3	\$413,000
738202	A D T-24 Hour Customer Service Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	17	\$2,861,000
737109	Wafts Solutions Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	8	\$963,000
594803	Leather Products Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	\$174,000
808201	Dai Care Service Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	2	\$128,000
805908	Alternate Solution Hospice LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	16	\$1,181,000
839919	Swift Justice Initiative Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	3	N/A
808201	Skilled Care Home Health Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	4	\$256,000
808201	At Ease Home Help Service LLC Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	5	N/A
808201	Global Analytics Home Health Care Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	N/A	N/A
871202	Gillett Associates Inc Hamilton Ct Farmington Hills, MI 48334	Independent	0.80 N	5	\$851,000

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
737206	ESI US Inc W 12 Mile Rd Farmington Hills, MI 48334	Headquarters	0.80 NE	16	\$6,876,000
811103	Advalco Simon LLC W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	2	\$403,000
737206	Workspace Software LLC W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	11	\$5,157,000
737106	Saras America Inc W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	3	N/A
811103	Kopka Pinkus Dolin W 12 Mile Rd Farmington Hills, MI 48334	Branch	0.80 NE	75	\$15,081,000
737206	Yojna Inc W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	10	\$4,298,000
655202	Solomon Investment Company W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	8	\$1,855,000
737206	ESI North America Inc W 12 Mile Rd Farmington Hills, MI 48334	Headquarters	0.80 NE	50	\$21,488,000
305398	Vibracoustic USA, Inc W 12 Mile Rd Farmington Hills, MI 48334	Branch	0.80 NE	31	\$5,535,000
179605	Orchard Ridge Elevators W 12 Mile Rd Farmington Hills, MI 48334	Independent	0.80 NE	5	\$759,000
737109	Software Information Systems W 12 Mile Rd Farmington Hills, MI 48334	Branch	0.80 NE	4	\$550,000
641112	State Farm Insurance Farmington Rd Farmington Hills, MI 48334	Independent	0.80 N	2	\$346,000
944101	Social Security Administration Farmington Rd Farmington Hills, MI 48334	Branch	0.80 N	26	N/A
899999	Erm Certification Farmington Rd Farmington Hills, MI 48334	Independent	0.80 N	3	\$410,000
912101	US Bureau of Reclamation Farmington Rd Farmington Hills, MI 48334	Independent	0.80 N	4	N/A
594705	Michigan Collectible Exchange Homewood Dr Farmington Hills, MI 48334	Independent	0.82 E	2	\$172,000

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February 20, 2025

Business Locator

Farmington Hills City, MI

2020 Population:	83,986	2024 Total Sales	\$13,245,355,000
2024 Population:	83,419	2024 Total Employees	59,732
2029 Population:	82,684	Employee/Population Ratio:	71.60:100
Annual Population Growth 2024 - 2029	-0.18%	Total Number of Businesses:	4,658

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
722101	Photographic Vision Pillsbury St Farmington Hills, MI 48334	Independent	0.05 N	2	\$95,000
835102	First Presbyterian Church Farmington Rd Farmington Hills, MI 48334	Independent	0.10 SW	13	\$243,000
835102	Farmington Presbyterian Nursery Farmington Rd Farmington Hills, MI 48334	Independent	0.10 SW	4	\$75,000
829906	Toastmasters International Farmington Rd Farmington Hills, MI 48334	Independent	0.10 SW	2	N/A
653116	Continental Real Estate Appraisers Quaker Valley Rd Farmington Hills, MI 48331	Independent	0.12 NW	12	\$1,331,000
836105	Assisted Living Group Harlan Dr Farmington Hills, MI 48331	Independent	0.15 W	6	N/A
171105	Plumb U Right Pillsbury St Farmington Hills, MI 48334	Independent	0.16 E	2	\$304,000
874201	Bloomfield American Corp Sanctuary Ct Farmington Hills, MI 48336	Independent	0.42 E	2	\$355,000
874859	Orchard Manor Power Rd Farmington, MI 48336	Independent	0.49 E	2	\$324,000
799949	MI Yoga Inc Brittany Dr Farmington Hills, MI 48335	Independent	0.50 SW	5	\$479,000
999977	Specialties International Farmington Rd Farmington Hills, MI 48334	Independent	0.51 N	N/A	N/A
821103	Oakland Early College School Orchard Lake Rd Farmington Hills, MI 48334	Independent	0.53 NE	36	N/A
861104	Asian Pacific America Chamber Orchard Lake Rd Farmington Hills, MI 48334	Independent	0.53 NE	2	N/A
869903	Michigan Congress of Parents Teachers & Orchard Lake Rd Farmington Hills, MI 48334	Independent	0.53 NE	2	N/A

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February 20, 2025

Business Locator

Farmington Hills City, MI
 Farmington Hills City, MI (2627440)
 Geography: Place

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
823109	King Library Orchard Lake Rd Farmington Hills, MI 48334	Independent	0.53 NE	10	N/A
822298	Oakland Community College Orchard Lake Rd Farmington Hills, MI 48334	Independent	0.53 NE	250	N/A
594214	Oakland Community College Raiders Store Orchard Lake Rd Farmington Hills, MI 48334	Branch	0.53 NE	4	\$561,000
866107	Farmington Hills Church of God Power Rd Farmington Hills, MI 48336	Independent	0.54 SE	3	N/A
581208	Ridgewood Cafe Orchard Rd Farmington Hills, MI 48334	Independent	0.57 NE	8	\$441,000
866107	Forest Park Baptist Church Farmington Rd Farmington Hills, MI 48334	Independent	0.59 N	2	N/A
999977	Improvement Path Systems Ivywood Dr Farmington Hills, MI 48336	Independent	0.70 SE	N/A	N/A
839999	Bhargava Foundation Northpointe Farmington Hills, MI 48331	Independent	0.70 W	1	N/A
835101	Alameda Early Childhood Center Alameda St Farmington Hills, MI 48336	Independent	0.70 SE	50	\$935,000
861102	Ptsa Michigan Congress of Parents Teachers & Alameda St Farmington Hills, MI 48336	Independent	0.70 SE	2	N/A
701101	Residence Inn Detroit Farmington Hills Hamilton Ct Farmington Hills, MI 48334	Branch	0.70 N	23	\$2,240,000
554112	Electric Charging Station Hamilton Ct Farmington Hills, MI 48334	Kiosk	0.70 N	N/A	N/A
736103	Nova Search Inc Glen Orchard Dr Farmington Hills, MI 48336	Independent	0.71 S	1	\$107,000
701101	Holiday Inn & Suites Farmington Hills-Detroit Hamilton Ct Farmington Hills, MI 48334	Branch	0.71 N	24	\$2,240,000
736103	Pro Search Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	6	\$534,000
539901	Sales Associates Hamilton Ct Farmington Hills, MI 48334	Independent	0.72 N	3	\$344,000

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February 20, 2025

Civilian Labor Force Profile

Grand River Ave. Retail Market Trade Area

Gibbs Group

Occupation	Employed	Percent	US Percent	Location Quotient
Total	60,275	100.0%	100.0%	-
White Collar	37,372	62.0%	62.6%	0.99
Management	6,068	10.1%	12.1%	0.83
Business/Financial	3,700	6.1%	6.3%	0.97
Computer/Mathematical	2,821	4.7%	4.1%	1.15
Architecture/Engineering	2,930	4.9%	2.4%	2.04
Life/Physical/Social Sciences	552	0.9%	1.3%	0.69
Community/Social Service	1,207	2.0%	1.8%	1.11
Legal	552	0.9%	1.2%	0.75
Education/Training/Library	3,046	5.1%	6.2%	0.82
Arts/Design/Entertainment	1,148	1.9%	2.2%	0.86
Healthcare Practitioner	4,050	6.7%	6.4%	1.05
Sales and Sales Related	4,209	7.0%	8.5%	0.82
Office/Administrative Support	7,089	11.8%	10.1%	1.17
Blue Collar	12,549	20.8%	21.0%	0.99
Farming/Fishing/Forestry	135	0.2%	0.5%	0.40
Construction/Extraction	1,929	3.2%	4.9%	0.65
Installation/Maintenance/Repair	1,977	3.3%	2.9%	1.14
Production	4,095	6.8%	5.3%	1.28
Transportation/Material Moving	4,413	7.3%	7.5%	0.97
Services	10,353	17.2%	16.4%	1.05
Healthcare Support	2,695	4.5%	3.3%	1.36
Protective Service	1,185	2.0%	2.1%	0.95
Food Preparation/Serving	3,114	5.2%	5.3%	0.98
Building Maintenance	1,621	2.7%	3.2%	0.84
Personal Care/Service	1,738	2.9%	2.6%	1.12

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

Local Market Update – January 2025

A Research Tool Provided by Realcomp



Farmington Hills

Oakland County

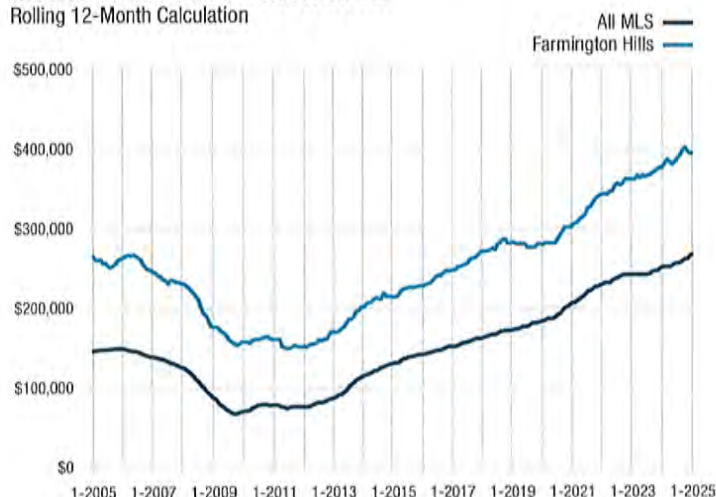
Residential	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	37	49	+ 32.4%	37	49	+ 32.4%
Pending Sales	35	38	+ 8.6%	35	38	+ 8.6%
Closed Sales	25	37	+ 48.0%	25	37	+ 48.0%
Days on Market Until Sale	22	30	+ 36.4%	22	30	+ 36.4%
Median Sales Price*	\$360,000	\$375,000	+ 4.2%	\$360,000	\$375,000	+ 4.2%
Average Sales Price*	\$352,308	\$375,873	+ 6.7%	\$352,308	\$375,873	+ 6.7%
Percent of List Price Received*	99.9%	99.5%	- 0.4%	99.9%	99.5%	- 0.4%
Inventory of Homes for Sale	42	57	+ 35.7%	—	—	—
Months Supply of Inventory	0.8	1.1	+ 37.5%	—	—	—

Condo	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	21	17	- 19.0%	21	17	- 19.0%
Pending Sales	18	15	- 16.7%	18	15	- 16.7%
Closed Sales	21	8	- 61.9%	21	8	- 61.9%
Days on Market Until Sale	31	34	+ 9.7%	31	34	+ 9.7%
Median Sales Price*	\$245,000	\$186,500	- 23.9%	\$245,000	\$186,500	- 23.9%
Average Sales Price*	\$242,208	\$201,488	- 16.8%	\$242,208	\$201,488	- 16.8%
Percent of List Price Received*	98.2%	94.3%	- 4.0%	98.2%	94.3%	- 4.0%
Inventory of Homes for Sale	18	20	+ 11.1%	—	—	—
Months Supply of Inventory	1.1	1.1	0.0%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

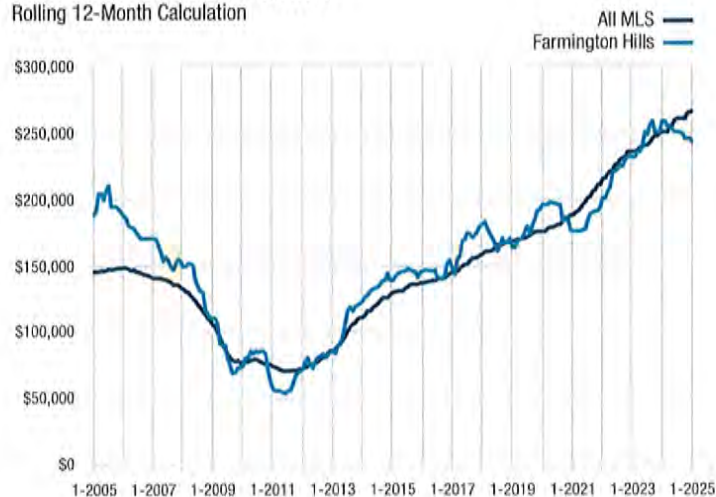
Median Sales Price - Residential

Rolling 12-Month Calculation



Median Sales Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Farmington Hills-North

Population	Households	Median HH Income	Owner HH Income	Renter HH Income
30,189	12,568	\$102,316	\$125,662	\$59,964

Housing Costs

Owner Units

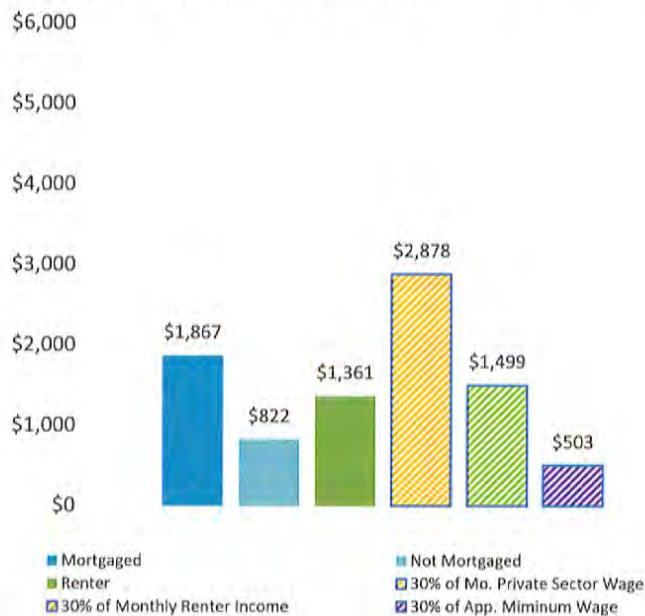
Home Value	\$292,280	2016 Value	\$241,728
Cost M/NM	\$1867/\$822	Value ▲	20.9%
\$97,427 To afford median home			

Renter Units

Gross Rent	\$1,361	2016 Rent	\$1,040
		Rent ▲	30.9%
\$54,440 To afford median gross rent			

Affordability Gap

Monthly Costs: Owners and Renters



Cost-Burdened Households



Housing and Development Conditions

Housing Stock

Units	13,373	Owner HH	66%	Renter HH	34%
Median Year Built	1975	% Built Pre-1970	38.6%		
Median Move Year	2011	% Built After 2010	1.2%		
Median Rooms	6.2	SF%	58.9%	MM%	20.8%
				MF%	19.9%

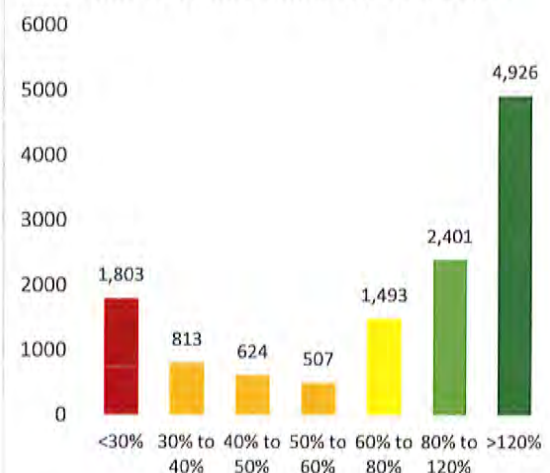
Vacancy Rates

Total	6%	Owner	0%	Renter	0.1%
Seasonal	0.5%	Other	1.0%	# V Rent	521
				# V Owner	46

Homeownership Rate by Race/Ethnicity

Black	50.3%	White	77.0%
Asian	38.0%	Other or Multiracial	80.8%
Am. Indian	81.0%	Hispanic	42.3%
Pacific Islnd	100.0%		

Number of Households by AMI Group



Farmington Hills-North

Housing Policy Indicators

Household Count and Growth

	Market	Partnership
Household Change, 2016 to 2021	1.7%	4.8%
Household Count, 2021	12,568	520,393

	Market			Partnership		
	Number	%	% Change	Number	%	% Change
Housing Affordability						
Home value / partnership income	3.39	--	--	--	--	--
Median Income, 2021	\$102,316	--	17.3%	\$86,275	--	11.9%
Median owner income, 2021	\$125,662	--	11.9%	\$104,646	--	9.7%
Median renter income, 2021	\$59,964	--	9.7%	\$51,535	--	13.7%
Median home value	\$292,280	--	20.9%	\$268,600	--	27.0%
Median gross rent	\$1,361	--	30.9%	\$1,156	--	8.2%
Income needed for median rent	\$54,440	--	--	\$46,240	--	--
Income needed for median value	\$97,427	--	--	\$89,533	--	--
Overburdened households	3,060	24%	-15.0%	128,058	24.6%	-8.3%

	Market			Partnership		
	Number	%	% Change	Number	%	% Change
Housing Quality and Vacancy						
"Other" vacancy	135	1.0%	-38.1%	11,855	2.2%	-7.1%
Seasonal vacancy	72	0.5%	53.2%	4,100	0.8%	-31.8%
For-Sale vacancy	46	0.3%	-46.5%	2,846	0.5%	-27.4%
For-Rent vacancy	521	3.9%	55.1%	9,160	1.7%	15.0%
Homes built pre-1940	438	3.3%	--	42,258	7.9%	--
Homes built post-1990	2,838	21.2%	--	151,915	28.5%	--

Other Market Indicators

Housing Policy Matchmaker Type*	Moderate Cost and Growing
Strength and Need Type**	High Strength and High Need (Type I)

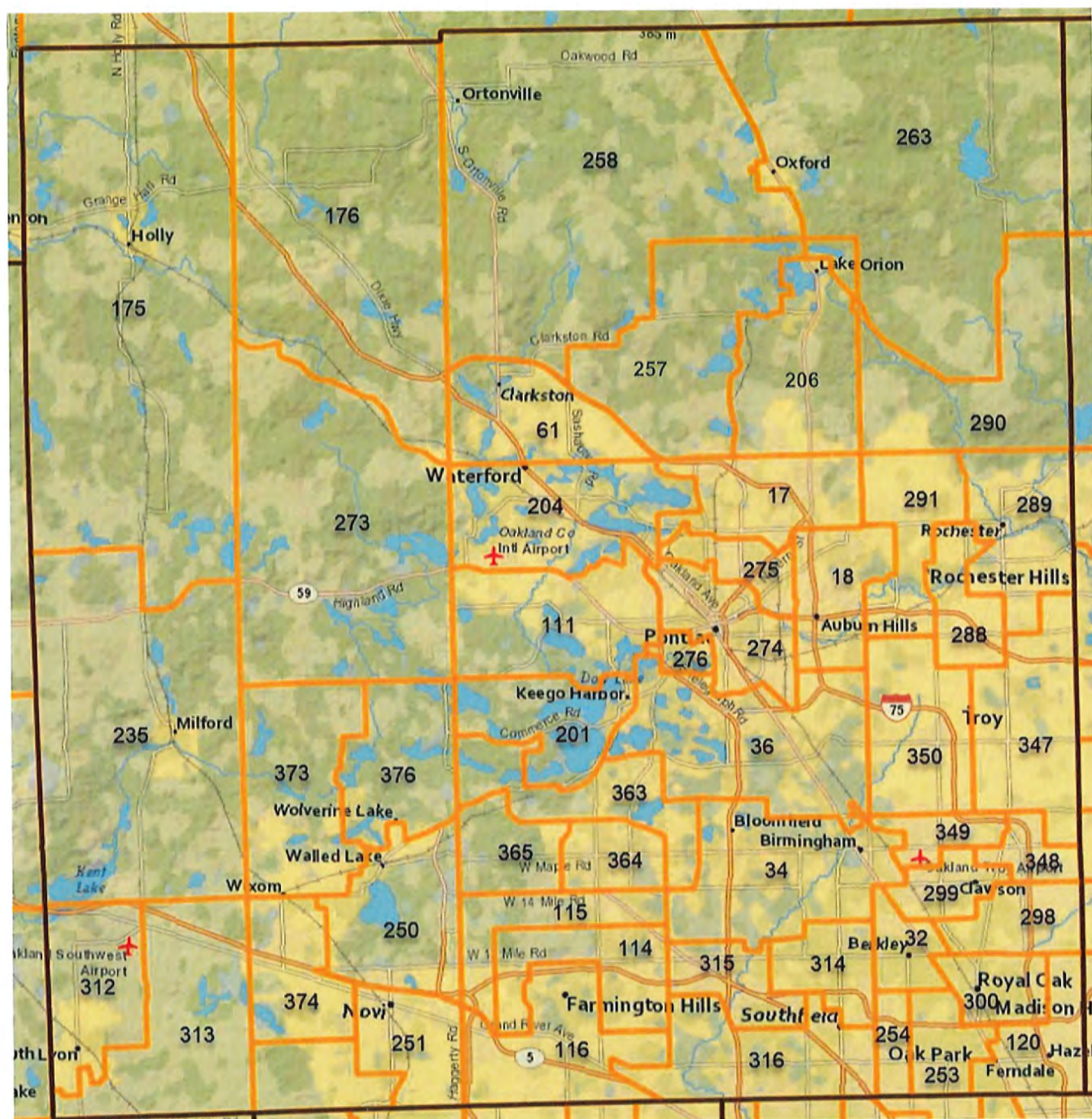
Gap Analysis 2021

	Owner Units	Renter Units	Total Units
Market demand (estimated annual moves)	207	323	530
Market supply (vacant on market, adjusted for age)	22	111	133
5 year Market production goals (based on 75K units)	178	205	383
1 year Market production goals (based on 15K units)	36	41	77
5 year Partnership goals (based on 75K units)	5,071	5,899	10,970
1 year Partnership goals (based on 15K units)	1,014	1,180	2,194

Farmington Hills-North

Home Mortgage Disclosure Act Patterns, 2021

Total Apps	487	Total Amt/App	\$300,585	% Approved	76.6%
Total Conventional Apps	422	Conventional Amt/App	\$299,645	% Conv Apprvd	76.5%
Total Assisted Apps	65	Assisted Amt/App	\$306,692	% Asst Apprvd	76.9%
Applications by Race: White					
Total Apps	228	Total Amt/App	\$297,632	% Positive	80.3%
Total Conventional Apps	216	Conventional Amt/App	\$298,750	% Conv Positive	79.6%
Total Assisted Apps	12	Assisted Amt/App	\$277,500	% Asst Positive	91.7%
Applications by Race: Black					
Total Apps	105	Total Amt/App	\$298,905	% Positive	75%
Total Conventional Apps	75	Conventional Amt/App	\$296,467	% Conv Positive	73.3%
Total Assisted Apps	30	Assisted Amt/App	\$305,000	% Asst Positive	80.0%
Applications by Race: Asian					
Total Apps	45	Total Amt/App	\$310,556	% Positive	77.8%
Total Conventional Apps	43	Conventional Amt/App	\$307,326	% Conv Positive	76.7%
Total Assisted Apps	2	Assisted Amt/App	\$380,000	% Asst Positive	100.0%
Applications by Race: Native American					
Total Apps	1	Total Amt/App	\$305,000	% Positive	100.0%
Total Conventional Apps	1	Conventional Amt/App	\$305,000	% Conv Positive	100.0%
Total Assisted Apps	0	Assisted Amt/App	\$0	% Asst Positive	NA
Applications by Race: Hawaiian or Pacific Islander					
Total Apps	0	Total Amt/App	\$0	% Positive	NA
Total Conventional Apps	0	Conventional Amt/App	\$0	% Conv Positive	NA
Total Assisted Apps	0	Assisted Amt/App	\$0	% Asst Positive	NA
Applications by Race: Race Not Available					
Total Apps	90	Total Amt/App	\$301,000	% Positive	67.8%
Total Conventional Apps	71	Conventional Amt/App	\$296,127	% Conv Positive	69.0%
Total Assisted Apps	19	Assisted Amt/App	\$319,211	% Asst Positive	63.2%
Applications by Ethnicity: Hispanic					
Total Apps	10	Total Amt/App	\$270,000	% Positive	60.0%
Total Conventional Apps	8	Conventional Amt/App	\$277,500	% Conv Positive	50.0%
Total Assisted Apps	2	Assisted Amt/App	\$240,000	% Asst Positive	100.0%



Search...

Community Profiles

YOU ARE VIEWING DATA FOR:

City of Farmington Hills

31555 W 11 Mile Rd
Farmington Hills, MI
48336-1165




Census 2020 Population:
83,986
Area: 33.3 square miles

<https://www.fhgov.com/Home.aspx>

[VIEW COMMUNITY EXPLORER MAP](#)

[VIEW 2020 CENSUS MAP](#)

Economy & Jobs

Link to American Community Survey (ACS) Profiles: **Select a Year**  **Economic
Historic Population and Employment by Minor Civil Division, Southeast
Michigan**

Forecasted Jobs by Industry Sector

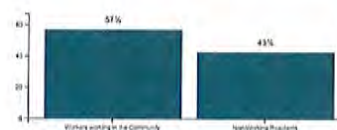
Forecasted Jobs By Industry Sector	2019	2020	2025	2030	2035	2040	2045	2050	Change 2019-2050	Pct Change 2019-2050
Natural Resources, Mining, & Construction	3,197	3,106	4,363	4,484	4,565	4,496	4,456	4,475	1,278	40%
Manufacturing	5,603	5,076	5,820	5,803	5,620	5,370	5,275	5,278	-325	-5.8%
Wholesale Trade	3,943	3,739	3,832	4,173	4,396	4,355	4,364	4,385	442	11.2%
Retail Trade	5,882	5,208	5,495	5,309	5,023	4,803	4,634	4,496	-1,386	-23.6%
Transportation, Warehousing, & Utilities	1,438	1,449	1,724	1,795	1,828	1,833	1,857	1,903	465	32.3%
Information & Financial Activities	16,111	15,190	17,526	18,186	18,447	18,700	18,836	19,052	2,941	18.3%
Professional and Technical Services & Corporate HQ	15,748	14,736	16,445	16,994	17,411	17,847	18,309	18,904	3,156	20%
Administrative, Support, & Waste Services	5,047	4,420	4,881	5,139	5,356	5,545	5,736	5,978	931	18.4%
Education Services	3,884	3,612	3,859	4,011	4,065	4,105	4,142	4,198	314	8.1%
Healthcare Services	10,817	9,977	10,843	11,553	12,247	12,870	13,500	14,414	3,597	33.3%
Leisure & Hospitality	5,070	3,769	4,774	5,270	5,386	5,436	5,459	5,411	341	6.7%
Other Services	4,395	3,793	4,254	4,476	4,481	4,507	4,564	4,601	206	4.7%
Public Administration	774	734	769	775	787	789	790	793	19	2.5%
Total Employment Numbers	81,909	74,809	84,585	87,968	89,612	90,656	91,922	93,888	11,979	14.6%

Note: The base year for the employment forecast is 2019, as 2020 employment was artificially low due to the COVID recession.

Source: SEMCOG 2050 Regional Development Forecast

Daytime Population

Daytime Population	ACS 2023
Workers working in the Community	51,600
Non-Working Residents	38,736
Age 15 and under	13,216
Not in labor force	23,178
Unemployed	2,342
Daytime Population	90,336



Source: **2019-2023 American Community Survey 5-Year Estimates**. For additional information, visit SEMCOG's **Interactive Commuting Patterns Map**

Note: The number of residents attending school outside Southeast Michigan is not available. Likewise, the number of students

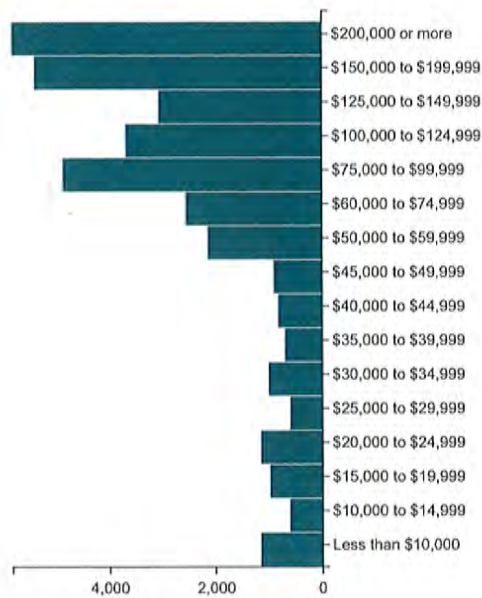
commuting into Southeast Michigan to attend school is also not known.

Household Income

Income (in 2023 dollars)	ACS 2010	ACS 2023	Change 2010-2023	Percent Change 2010-2023
Median Household Income	\$94,745	\$101,863	\$7,118	7.5%
Per Capita Income	\$54,943	\$55,459	\$516	0.9%

Source: **U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates**

Annual Household Income



Annual Household Income	ACS 2023
\$200,000 or more	5,836
\$150,000 to \$199,999	5,406
\$125,000 to \$149,999	3,066
\$100,000 to \$124,999	3,690
\$75,000 to \$99,999	4,875
\$60,000 to \$74,999	2,560
\$50,000 to \$59,999	2,143
\$45,000 to \$49,999	908
\$40,000 to \$44,999	822
\$35,000 to \$39,999	706
\$30,000 to \$34,999	1,002
\$25,000 to \$29,999	600
\$20,000 to \$24,999	1,159
\$15,000 to \$19,999	981
\$10,000 to \$14,999	611
Less than \$10,000	1,163
Total	35,528


Source: U.S. Census Bureau, 2019-2023 American Community Survey 5-Year Estimates

Poverty

Poverty	ACS 2010	% of Total (2010)	ACS 2023	% of Total (2023)	% Point Chg 2010-2023
Persons in Poverty	5,756	7.2%	5,223	6.3%	-0.9%
Households in Poverty	2,169	6.5%	2,530	7.1%	0.7%

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Housing

Link to American Community Survey (ACS) Profiles: **Select a Year**  **Housing**

Building Permits 2010 - 2024

Year	Single Family	Two Family	Attach Condo	Multi Family	Total Units	Total Demos	Net Total
2010	28	0	0	0	28	11	17
2011	19	0	0	0	19	5	14
2012	39	0	0	0	39	3	36
2013	74	0	0	0	74	10	64
2014	47	0	0	0	47	0	47
2015	22	0	0	0	22	2	20
2016	11	0	8	0	19	12	7
2017	15	0	0	0	15	6	9
2018	26	0	0	0	26	9	17
2019	32	0	0	16	48	7	41
2020	12	0	0	8	20	1	19
2021	12	0	0	0	12	4	8
2022	16	2	0	64	82	1	81
2023	72	0	0	117	189	0	189
2024	21	0	0	0	21	0	21
2010 to 2024 totals	446	2	8	205	661	71	590

Source: **SEMCOG Development**

Note: Permit data for most recent years may be incomplete and is updated monthly.

Housing Types

Housing Type	ACS 2010	ACS 2023	Change 2010-2023	New Units Permitted Since 2019
Single Unit	20,249	20,859	610	165
Multi-Unit	14,884	16,082	1,198	207
Mobile Homes or Other	673	674	1	0
Total	35,806	37,615	1,809	372
Units Demolished				-13
Net (Total Permitted Units - Units Demolished)				359

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates, SEMCOG Development

Housing Tenure

Housing Tenure	Census 2010	ACS 2023	Change 2010-2023
Owner occupied	21,324	22,740	1,416
Renter occupied	12,235	12,788	553
Vacant	2,619	2,087	-532
Seasonal/migrant	266	231	-35
Other vacant units	2,353	1,856	-497
Total Housing Units	36,178	37,615	1,437



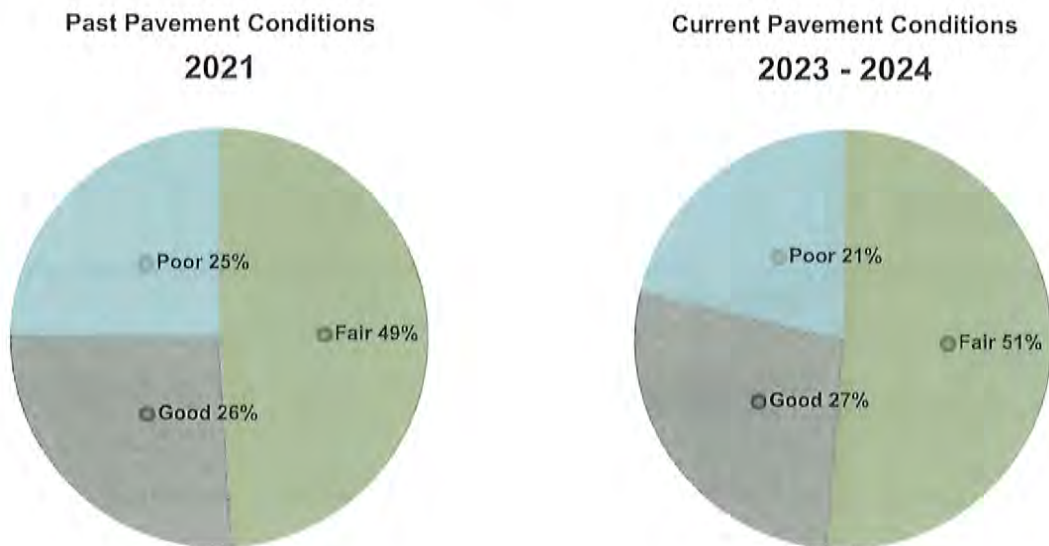
Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Housing Value and Rent

Housing Value (in 2023 dollars)	ACS 2010	ACS 2023	Change 2010-2023	Percent Change 2010-2023
Median housing value	\$352,809	\$333,200	\$-19,609	-5.6%
Median gross rent	\$1,396	\$1,475	\$79	5.6%

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Pavement Condition (in Lane Miles)



Note: Poor pavements are generally in need of rehabilitation or full reconstruction to return to good condition. Fair pavements are in need of capital preventive maintenance to avoid deteriorating to the poor classification. Good pavements generally receive only routine maintenance, such as street sweeping and snow removal, until they deteriorate to the fair condition.

Source: SEMCOG

Bridge Status

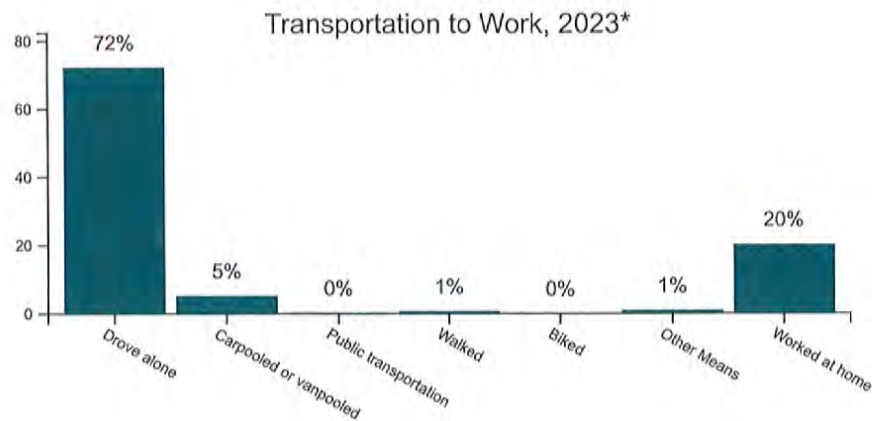
Bridge Status	2008	2008 (%)	2009	2009 (%)	2010	2010 (%)	Percent Point Chg 2008-2010
Open	25	100%	25	100%	42	100%	0%
Open with Restrictions	0	0%	0	0%	0	0%	0%
Closed*	0	0%	0	0%	0	0%	0%
Total Bridges	25	100.0%	25	100.0%	42	100.0%	0.0%
Deficient Bridges	8	32%	9	36%	9	21.4%	-10.6%

* Bridges may be closed because of new construction or failed condition.

Note: A bridge is considered deficient if it is structurally deficient (in poor shape and unable to carry the load for which it was designed) or functionally obsolete (in good physical condition but unable to support current or future demands, for example, being too narrow to accommodate truck traffic).

Source: Michigan Structure Inventory and Appraisal Database

Detailed Intersection & Road Data



* Resident workers age 16 and over

Transportation to Work

Transportation to Work	ACS 2010	% of Total (ACS 2010)	ACS 2023	% of Total (ACS 2023)	% Point Chg 2010- 2023
Drove alone	34,329	87.7%	31,791	72.3%	-15.4%
Carpooled or vanpooled	2,420	6.2%	2,328	5.3%	-0.9%
Public transportation	293	0.7%	119	0.3%	-0.4%
Walked	254	0.6%	341	0.8%	0.2%
Biked	108	0.3%	32	0.1%	-0.2%
Other Means	260	0.7%	433	1%	0.3%
Worked at home	1,500	3.8%	8,897	20.2%	16.4%
Resident workers age 16 and over	39,164	100.0%	43,941	100.0%	0.0%

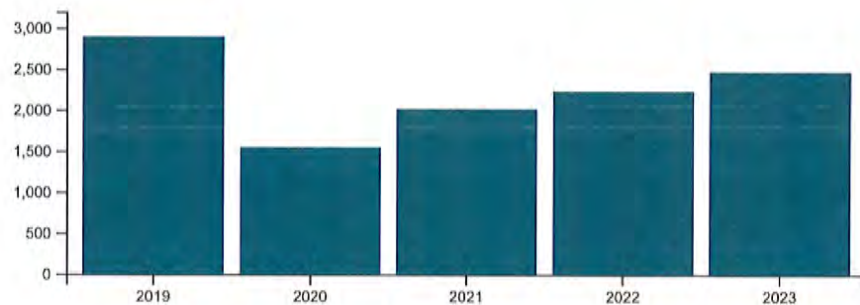
Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Mean Travel Time to Work

Mean Travel Time To Work	ACS 2010	ACS 2023	Change 2010-2023
For residents age 16 and over who worked outside the home	24.5 minutes	19.6 minutes	-5 minutes

Source: U.S. Census Bureau, 2006-2010 and 2019-2023 American Community Survey 5-Year Estimates

Crashes, 2019-2023



Source: Michigan Department of State Police with the Criminal Justice Information Center and SEMCOG

Note: Crash data shown is for the entire city.

Crash Severity

Crash Severity	2019	2020	2021	2022	2023	Percent of Crashes 2019 - 2023
<u>Fatal</u>	6	4	1	6	6	0.2%
<u>Serious Injury</u>	16	16	14	24	18	0.8%
<u>Other Injury</u>	538	265	380	400	394	17.6%
<u>Property Damage Only</u>	2,346	1,274	1,634	1,817	2,066	81.4%
<u>Total Crashes</u>	2,906	1,559	2,029	2,247	2,484	100%

Crashes by Involvement

Crashes by Involvement	2019	2020	2021	2022	2023	Percent of Crashes 2019 - 2023
<u>Red-light Running</u>	58	34	45	49	50	2.1%
<u>Lane Departure</u>	253	234	284	267	255	11.5%
<u>Alcohol</u>	50	49	58	57	61	2.4%
<u>Drugs</u>	14	11	16	14	12	0.6%
<u>Deer</u>	116	92	125	122	144	5.3%
<u>Train</u>	0	0	0	0	0	0%
<u>Commercial Truck/Bus</u>	114	69	106	133	124	4.9%
<u>School Bus</u>	9	3	3	5	8	0.2%
<u>Emergency Vehicle</u>	14	8	13	11	17	0.6%
<u>Motorcycle</u>	10	7	12	12	21	0.6%
<u>Intersection</u>	825	418	535	676	744	28.5%
<u>Work Zone</u>	35	9	48	126	255	4.2%
<u>Pedestrian</u>	9	7	7	3	8	0.3%
<u>Bicyclist</u>	11	8	7	11	11	0.4%
<u>Older Driver (65 and older)</u>	675	346	446	490	595	22.7%
<u>Young Driver (15 to 20)</u>	482	256	344	365	429	16.7%
<u>Distracted Driver</u>	200	87	107	123	106	5.6%
<u>Driveway</u>	127	54	102	143	91	4.6%
<u>Speeding</u>	140	111	133	168	97	5.8%
<u>Unbelted</u>	25	20	17	16	21	0.9%
<u>Secondary</u>	27	17	18	40	19	1.1%

High Frequency Intersection Crash Rankings By Fatalities + Serious Injuries

Local Rank	County Rank	Region Rank	Intersection	Jurisdiction	Annual Avg 2019-2023
1	5	78	<u>8 Mile Rd @ Inkster Rd</u>	State,County,City/Village	1
2	45	293	<u>13 Mile Rd W @ Middlebelt Rd</u>	County,City/Village	0.6
2	45	293	Grand River Ave @ Grand River/W M 5 Ramp		0.6
2	45	293	↳ <u>Grand River Ave @ Halsted Rd</u>	State,County,City/Village	0.4
2	45	293	↳ <u>Grand River/W M 5 Ramp @ Grand River Ave</u>	State	0.2
4	129	730	<u>10 Mile Rd W @ Haggerty Rd</u>	County	0.4
4	129	730	<u>12 Mile Rd W @ Orchard Lake Rd</u>	County	0.4
4	129	730	<u>12 Mile Rd W @ West Ln</u>	County	0.4
4	129	730	<u>14 Mile Rd W @ 14 Mile Rd W</u>	City/Village	0.4
4	129	730	<u>14 Mile Rd W @ Northwestern Hwy</u>	State,City/Village	0.4
4	129	730	<u>Grand River Ave @ Middlebelt Rd</u>	State,County	0.4
4	129	730	<u>Middlebelt Rd @ Chateau Ct</u>	County	0.4
4	129	730	<u>W I 96 @ W I 96/E I 696 Ramp</u>	State	0.4

Note: Intersections are ranked by the number of fatalities and serious injuries as the result of a crash, and does not take into account traffic volume. Crashes reported occurred within 150 feet of the intersection.

Source: **Michigan Department of State Police with the Criminal Justice Information Center** and **SEMCOG**

High Frequency Road Segment Crash Rankings By Fatalities + Serious Injuries

Local Rank	County Rank	Region Rank	Segment	From Road - To Road	Jurisdiction	Annual Avg 2019-2023
1	38	240	<u>Orchard Lake Rd</u>	12 Mile Rd W - 13 Mile Rd W	County	1
1	38	240	<u>W I 696</u>	Middlebelt Rd - Inkster Rd	State	1
1	38	240	<u>W I 696</u>	W I 696/E I 96 Ramp - Halsted Rd	State	1
4	69	395	<u>8 Mile Rd W</u>	Grand River Ave - Inkster Rd	State	0.8
4	69	395	<u>W I 696</u>	Halsted Rd - Drake Rd	State	0.8
4	69	395	<u>12 Mile Rd W</u>	Middlebelt Rd - Inkster Rd	County	0.8
4	69	395	<u>W I 696</u>	W I 696/E I 96 Ramp - W I 696/E I 96 Ramp	State	0.8
8	122	683	<u>Middlebelt Rd</u>	12 Mile Rd W - 13 Mile Rd W	County	0.6
8	122	683	<u>Haggerty Rd</u>	9 Mile Rd - 10 Mile Rd W	County	0.6
8	122	683	<u>E I 96</u>	9 Mile Rd W - E I 96/8 Mile Ramp	State	0.6
8	122	683	<u>W I 696</u>	S Orchard Lake/W I 696 Ramp - Orchard Lake Rd	State	0.6

Note: Segments are ranked by the number of fatalities and serious injuries as the result of a crash, and does not take into account traffic volume.

Environment

2020 Land Use

Parcel Land Use	Acres 2015	Acres 2020	Change 2015-2020	Pct Change 2015-2020
Single-Family Residential	8,820.4	8,938.4	118.1	1.3%
Attached Condo Housing	721.6	657.4	-64.1	-8.9%
Multi-Family Housing	889.9	908.8	18.9	2.1%
Mobile Home	38.3	41.4	3.1	8%
Agricultural/Rural Residential	453	440.7	-12.3	-2.7%
Mixed Use	2.6	4.7	2.1	81.7%
Retail	426.4	411.4	-14.9	-3.5%
Office	970	930	-40	-4.1%
Hospitality	93.3	107.5	14.2	15.2%
Medical	225.3	249	23.7	10.5%
Institutional	1,068.4	952.1	-116.4	-10.9%
Industrial	573	525	-48.1	-8.4%
Recreational/Open Space	1,547.7	1,598	50.3	3.2%
Cemetery	9	9	0	0%
Golf Course	519.8	519.8	0	0%
Parking	48.4	48.4	0	0%
Extractive	0	0	0	0%
TCU	160	160	0	0%
Vacant	899.4	996	96.7	10.7%
Water	104.6	104.6	0	0%
Not Parceled	3,736.9	3,705.7	-31.2	-0.8%
Total	21,308.1	21,308.1	0	0%

1. **Agricultural / Rural Res** includes any residential parcel containing 1 or more homes where the parcel is 3 acres or larger.
2. **Mixed Use** includes those parcels containing buildings with Hospitality, Retail, or Office square footage and housing units.
3. **Not Parceled** includes all areas within a community that are not covered by a parcel legal description.
4. Parcels that do not have a structure assigned to the parcel are considered vacant unless otherwise indicated, even if the parcel is part of a larger development such as a factory, school, or other developed series of lots.

Business Summary

Grand River Ave

Gibbs Group

Rings: 1, 3, 5 mile radii

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		398		3,028		10,900						
Total Employees:		5,476		31,797		142,754						
Total Population:		10,048		82,175		225,866						
Employee/Population Ratio (per 100 Residents)		54		39		63						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	5	0.2%	32	0.1%	17	0.2%	246	0.2%
Mining	0	0.0%	0	0.0%	1	0.0%	4	0.0%	4	0.0%	37	0.0%
Utilities	1	0.3%	4	0.1%	2	0.1%	9	0.0%	5	0.1%	26	0.0%
Construction	39	9.8%	141	2.6%	213	7.0%	1,266	4.0%	561	5.2%	6,276	4.4%
Building Construction	14	3.5%	44	0.8%	78	2.6%	378	1.2%	183	1.7%	1,328	0.9%
Heavy/Civil Eng Construction	1	0.3%	2	0.0%	6	0.2%	69	0.2%	33	0.3%	2,090	1.5%
Specialty Trade Contractor	23	5.8%	95	1.7%	129	4.3%	819	2.6%	345	3.2%	2,857	2.0%
Manufacturing	17	4.3%	164	3.0%	133	4.4%	4,487	14.1%	472	4.3%	14,774	10.3%
Wholesale Trade	17	4.3%	101	1.8%	112	3.7%	1,488	4.7%	384	3.5%	5,148	3.6%
Durable Goods	14	3.5%	94	1.7%	88	2.9%	1,320	4.2%	307	2.8%	4,460	3.1%
Nondurable Goods	2	0.5%	7	0.1%	19	0.6%	151	0.5%	67	0.6%	655	0.5%
Trade Broker	0	0.0%	0	0.0%	5	0.2%	16	0.1%	11	0.1%	33	0.0%
Retail Trade	56	14.1%	905	16.5%	387	12.8%	3,649	11.5%	1,138	10.4%	14,169	9.9%
Motor Vehicle & Parts Dealers	9	2.3%	99	1.8%	46	1.5%	338	1.1%	170	1.6%	3,555	2.5%
Furniture & Home Furnishings Stores	2	0.5%	12	0.2%	12	0.4%	57	0.2%	45	0.4%	335	0.2%
Electronics & Appliance Stores	2	0.5%	9	0.2%	12	0.4%	67	0.2%	46	0.4%	639	0.5%
Building Material & Garden Equipment & Supplies Dealers	8	2.0%	73	1.3%	42	1.4%	601	1.9%	96	0.9%	1,530	1.1%
Food & Beverage Stores	6	1.5%	26	0.5%	52	1.7%	604	1.9%	150	1.4%	2,400	1.7%
Health & Personal Care Stores	6	1.5%	77	1.4%	54	1.8%	383	1.2%	170	1.6%	1,882	1.3%
Gasoline Stations & Fuel Dealers	3	0.8%	24	0.4%	17	0.6%	89	0.3%	77	0.7%	352	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	0.8%	26	0.5%	42	1.4%	206	0.7%	117	1.1%	547	0.4%
Sporting Goods, Hobby, Book, & Music Stores	8	2.0%	63	1.1%	64	2.1%	307	1.0%	166	1.5%	1,092	0.8%
General Merchandise Stores	7	1.8%	495	9.0%	46	1.5%	996	3.1%	101	0.9%	1,837	1.3%
Transportation & Warehousing	6	1.5%	41	0.8%	36	1.2%	300	0.9%	127	1.2%	1,689	1.2%
Truck Transportation	3	0.8%	9	0.2%	12	0.4%	86	0.3%	41	0.4%	373	0.3%
Information	5	1.3%	41	0.8%	46	1.5%	651	2.0%	278	2.5%	5,481	3.8%
Finance & Insurance	13	3.3%	46	0.8%	145	4.8%	1,088	3.4%	700	6.4%	10,976	7.7%
Central Bank/Credit Intermediation & Related Activities	6	1.5%	29	0.5%	51	1.7%	366	1.1%	221	2.0%	3,915	2.7%
Securities & Commodity Contracts	2	0.5%	6	0.1%	33	1.1%	136	0.4%	229	2.1%	1,892	1.3%
Funds, Trusts & Other Financial Vehicles	5	1.3%	11	0.2%	61	2.0%	586	1.8%	251	2.3%	5,169	3.6%
Real Estate, Rental & Leasing	27	6.8%	109	2.0%	132	4.4%	1,173	3.7%	554	5.1%	5,398	3.8%
Professional, Scientific & Tech Services	30	7.5%	128	2.3%	293	9.7%	1,635	5.1%	1,525	14.0%	19,596	13.7%
Legal Services	4	1.0%	11	0.2%	49	1.6%	199	0.6%	478	4.4%	4,123	2.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	4	0.0%	14	0.1%	112	0.1%
Administrative, Support & Waste Management Services	26	6.5%	174	3.2%	135	4.5%	835	2.6%	444	4.1%	4,852	3.4%
Educational Services	9	2.3%	197	3.6%	78	2.6%	2,330	7.3%	255	2.3%	7,149	5.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

February 20, 2025

Business Summary

Grand River Ave
Grand River Ave, Farmington, Michigan, 48336
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.44793
Longitude: -83.33646

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	18	4.5%	99	1.8%	73	2.4%	364	1.1%	168	1.5%	1,236	0.9%
Construction	38	9.6%	139	2.5%	200	6.6%	1,154	3.6%	507	4.7%	3,920	2.8%
Manufacturing	16	4.0%	157	2.9%	113	3.7%	4,341	13.7%	433	4.0%	14,449	10.1%
Transportation	7	1.8%	33	0.6%	42	1.4%	262	0.8%	168	1.5%	2,005	1.4%
Communication	2	0.5%	7	0.1%	23	0.8%	431	1.4%	94	0.9%	2,476	1.7%
Utility	1	0.3%	6	0.1%	6	0.2%	30	0.1%	20	0.2%	229	0.2%
Wholesale Trade	17	4.3%	101	1.8%	112	3.7%	1,488	4.7%	384	3.5%	5,153	3.6%
Retail Trade Summary	87	21.9%	1,207	22.0%	605	20.0%	6,166	19.4%	1,807	16.6%	23,200	16.3%
Home Improvement	8	2.0%	73	1.3%	42	1.4%	600	1.9%	96	0.9%	1,535	1.1%
General Merchandise Stores	6	1.5%	491	9.0%	32	1.1%	939	3.0%	67	0.6%	1,699	1.2%
Food Stores	4	1.0%	35	0.6%	64	2.1%	817	2.6%	170	1.6%	2,946	2.1%
Auto Dealers & Gas Stations	12	3.0%	123	2.3%	62	2.0%	423	1.3%	245	2.3%	3,898	2.7%
Apparel & Accessory Stores	3	0.8%	25	0.5%	32	1.1%	169	0.5%	93	0.8%	441	0.3%
Furniture & Home Furnishings	5	1.3%	28	0.5%	29	1.0%	145	0.5%	107	1.0%	1,070	0.8%
Eating & Drinking Places	27	6.8%	271	5.0%	187	6.2%	2,238	7.0%	597	5.5%	8,255	5.8%
Miscellaneous Retail	22	5.5%	161	2.9%	158	5.2%	836	2.6%	432	4.0%	3,355	2.4%
Finance, Insurance, Real Estate Summary	28	7.0%	102	1.9%	252	8.3%	2,210	7.0%	1,237	11.3%	16,573	11.6%
Banks, Savings & Lending Institutions	4	1.0%	25	0.5%	49	1.6%	361	1.1%	218	2.0%	3,909	2.7%
Securities Brokers	2	0.5%	6	0.1%	32	1.1%	133	0.4%	215	2.0%	1,801	1.3%
Insurance Carriers & Agents	5	1.3%	11	0.2%	60	2.0%	571	1.8%	250	2.3%	5,154	3.6%
Real Estate, Holding, Other Investment Offices	17	4.3%	59	1.1%	112	3.7%	1,145	3.6%	554	5.1%	5,709	4.0%
Services Summary	166	41.7%	3,562	65.0%	1,429	47.2%	14,251	44.8%	5,439	49.9%	70,726	49.5%
Hotels & Lodging	3	0.8%	5	0.1%	9	0.3%	81	0.3%	79	0.7%	1,488	1.0%
Automotive Services	22	5.5%	86	1.6%	98	3.2%	582	1.8%	249	2.3%	1,625	1.1%
Movies & Amusements	7	1.8%	73	1.3%	69	2.3%	643	2.0%	205	1.9%	2,607	1.8%
Health Services	36	9.1%	2,688	49.1%	316	10.4%	5,134	16.1%	1,229	11.3%	19,320	13.5%
Legal Services	3	0.8%	6	0.1%	44	1.4%	182	0.6%	451	4.1%	3,913	2.7%
Education Institutions & Libraries	9	2.3%	196	3.6%	67	2.2%	2,300	7.2%	222	2.0%	6,999	4.9%
Other Services	86	21.6%	509	9.3%	826	27.3%	5,329	16.8%	3,004	27.6%	34,775	24.4%
Government	3	0.8%	60	1.1%	38	1.3%	1,068	3.4%	110	1.0%	2,614	1.8%
Unclassified Establishments	14	3.5%	3	1.1%	134	4.4%	32	3.4%	532	4.9%	175	1.8%
Totals	398	100.0%	5,476	100.0%	3,028	100.0%	31,797	100.0%	10,900	100.0%	142,754	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

February 20, 2025

Search Analytics

INVENTORY UNITS

12,299 +0%

Prior Period: 12,299

UNDER CONSTRUCTION UNITS

117 +0%

Prior Period: 117

12 MO ABSORPTION UNITS

(102) -1,429.2%

Prior Period: 5

VACANCY RATE

5.7% +0.9%

Prior Period: 4.8%

MARKET RENT/UNIT

\$1,464 +2.8%

Prior Period: \$1,425

MARKET SALE PRICE/UNIT

\$125K -0.3%

Prior Period: \$125K

MARKET CAP RATE

7.2% +0.1%

Prior Period: 7.1%

Key Metrics

Availability

Vacant Units	699 ↑
Asking Rent/SF	\$1.47 ↑
Concession Rate	0.6% ↓
Studio Asking Rent	\$651 ↑
1 Bedroom Asking Rent/Unit	\$1,227 ↑
2 Bedroom Asking Rent/Unit	\$1,613 ↑
3 Bedroom Asking Rent/Unit	\$2,239 ↑

Inventory

Existing Buildings	72 ↓
Average Units Per Bldg	171 ↓
12 Mo Demolished Units	0 ↓
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts Units	0 ↓
12 Mo Delivered Units	0 ↓
12 Mo Avg Delivered Units	-

Sales Past Year

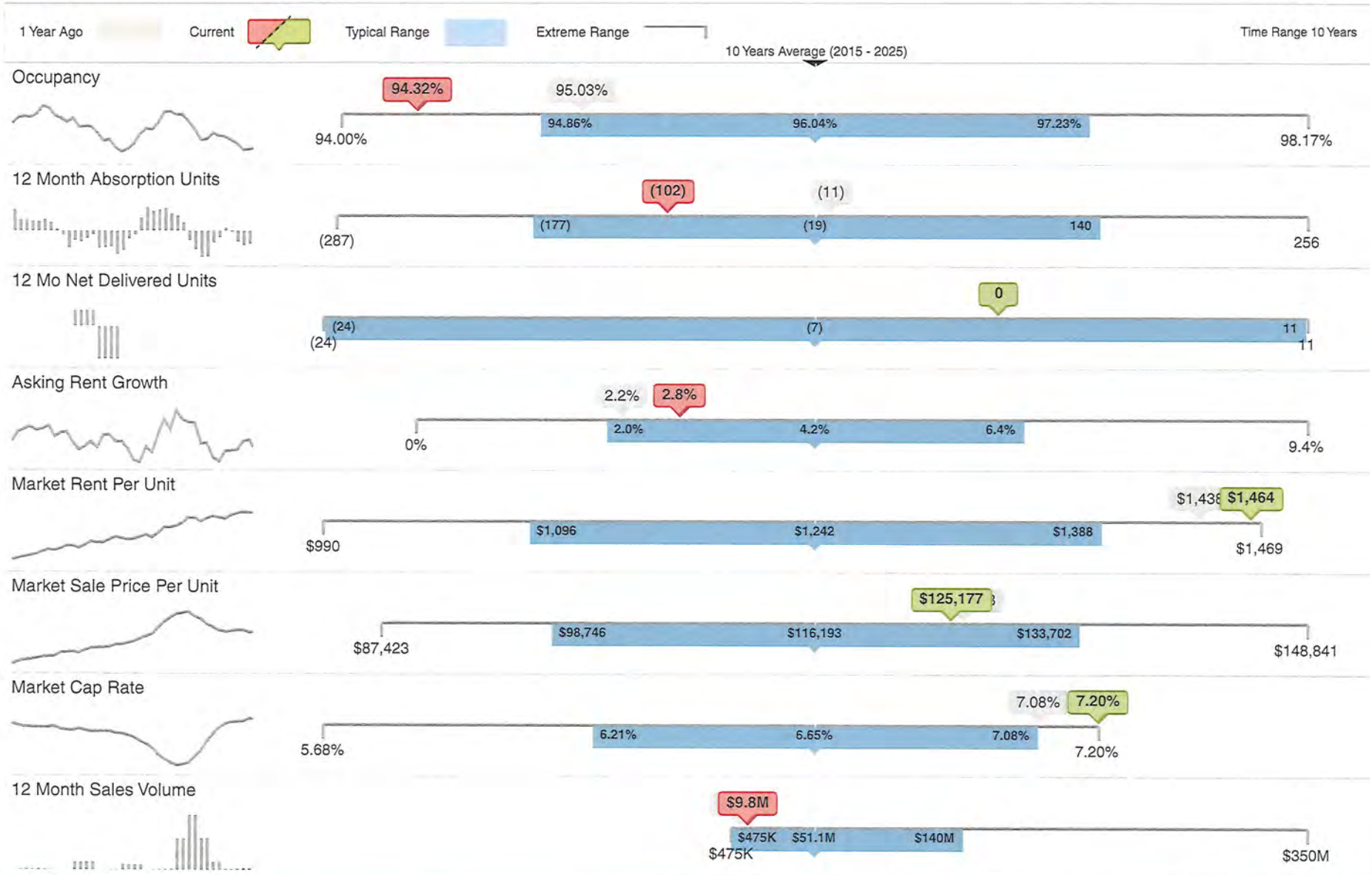
Asking Price Per Unit	-
Sale to Asking Price Differential	-
Sales Volume	\$10.1M ↑
Properties Sold	4 ↑
Months to Sale	-
For Sale Listings	-
Total For Sale Units	-

Demand

12 Mo Absorp % of Inventory	-0.8% ↓
Median Household Income	85.8K
Population Growth 5 Yrs 20-29	-12.7%
Population Growth 5 Yrs 30-39	-10.0%
Population Growth 5 Yrs 40-54	3.9%
Population Growth 5 Yrs 55+	-0.2%
Population Growth 5 Yrs	-2.1%

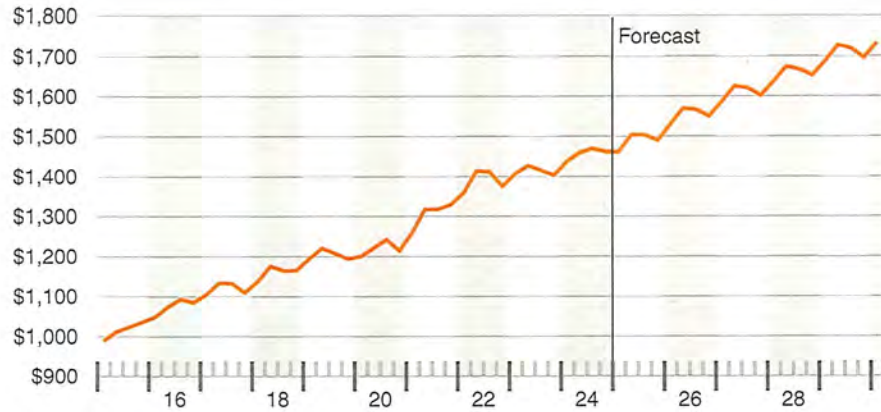
Search Analytics

Key Performance Indicators

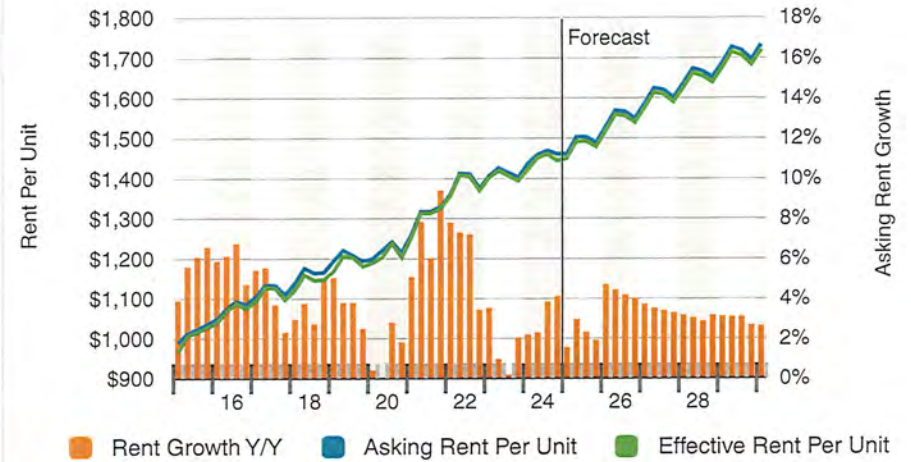


Search Analytics

Market Asking Rent Per Unit



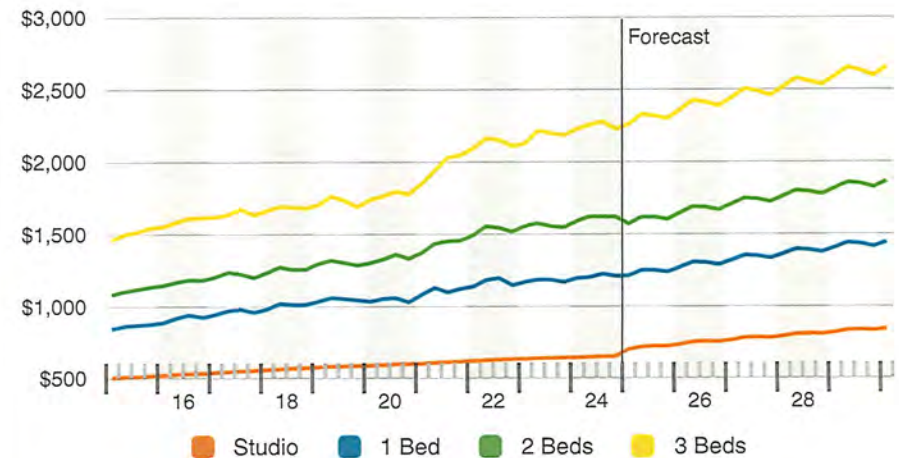
Market Rent Per Unit & Rent Growth



Market Rent Growth (YOY)



Market Asking Rent Per Unit By Bedroom

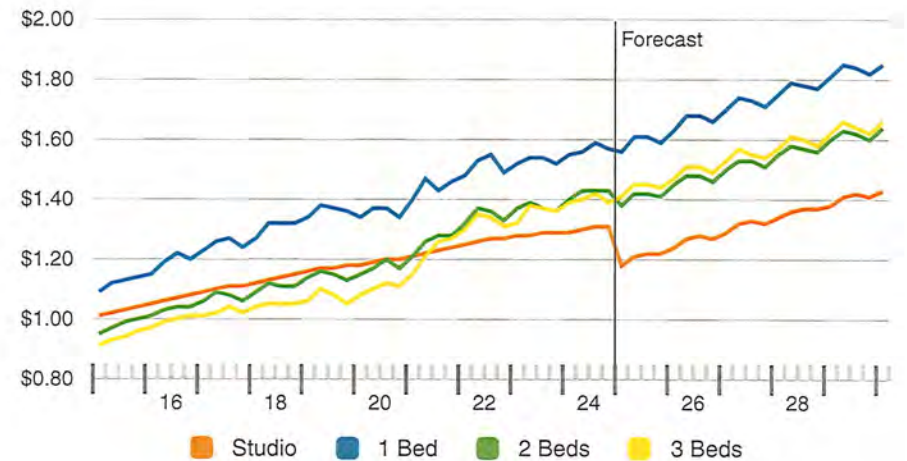


Search Analytics

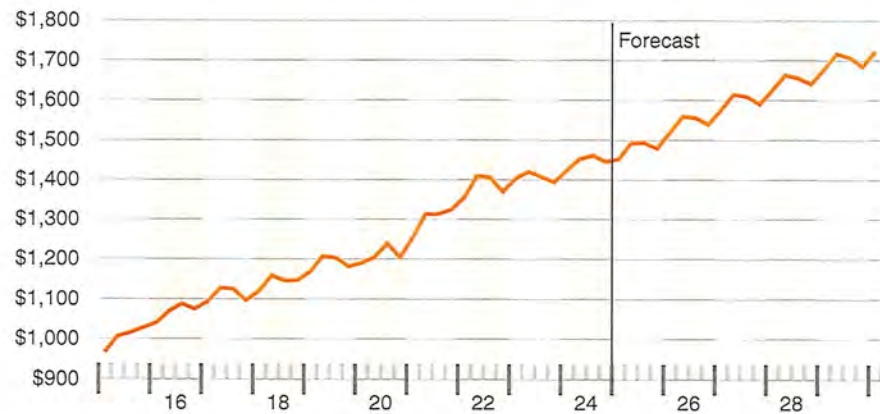
Market Asking Rent Per SF



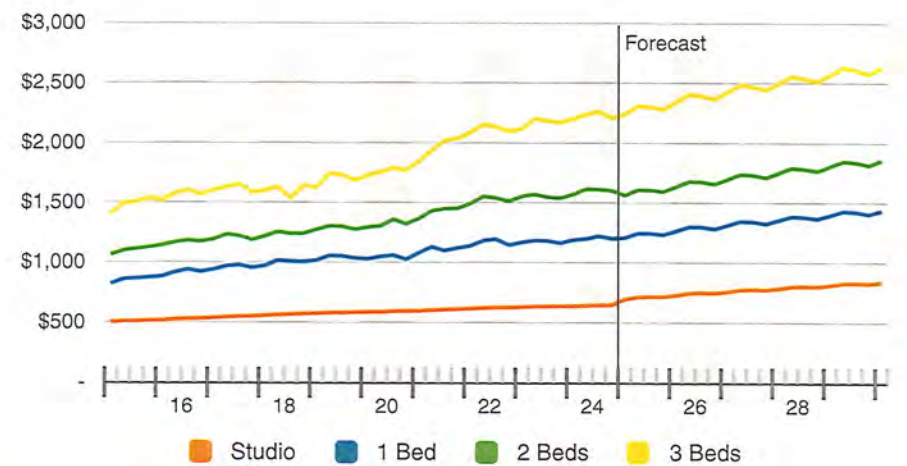
Market Asking Rent Per SF By Bedroom



Market Effective Rent Per Unit



Market Effective Rent Per Unit By Bedroom

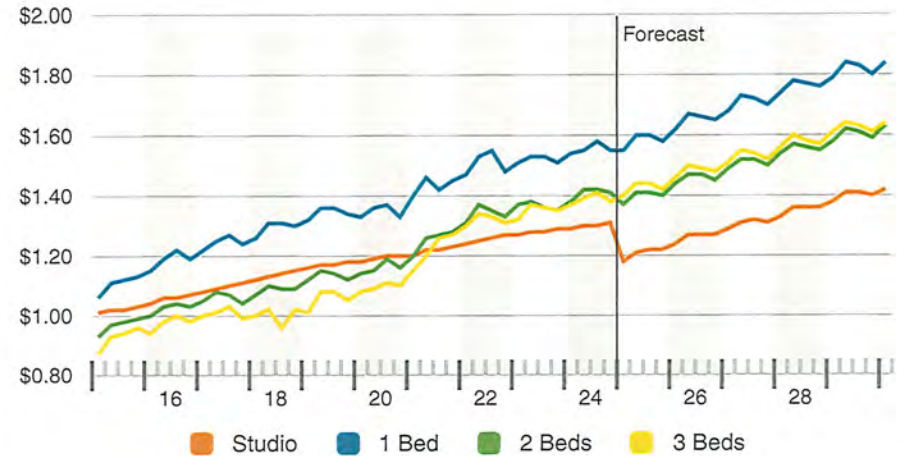


Search Analytics

Market Effective Rent Per SF



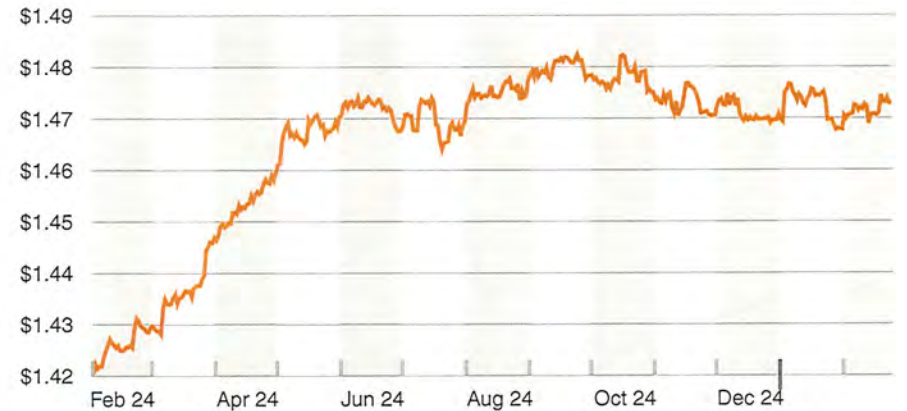
Market Effective Rent Per SF By Bedroom



Concession Rate



Daily Asking Rent Per SF



Search Analytics

Vacancy & Market Asking Rent Per Unit



Overall & Stabilized Vacancy



Vacancy Rate

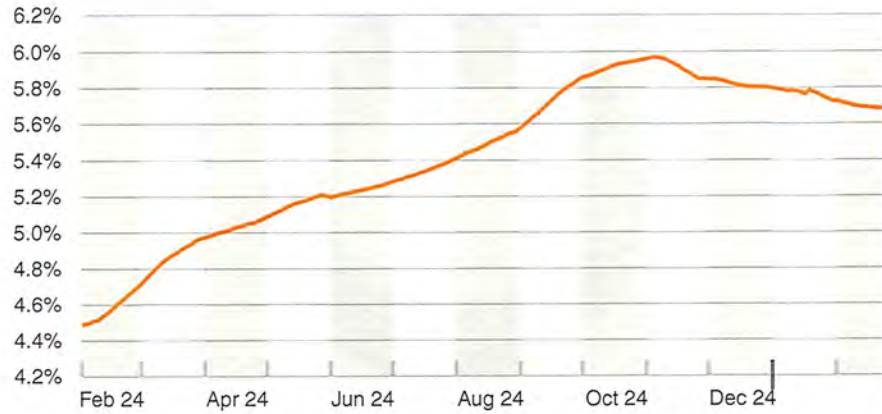


Stabilized Vacancy Rate

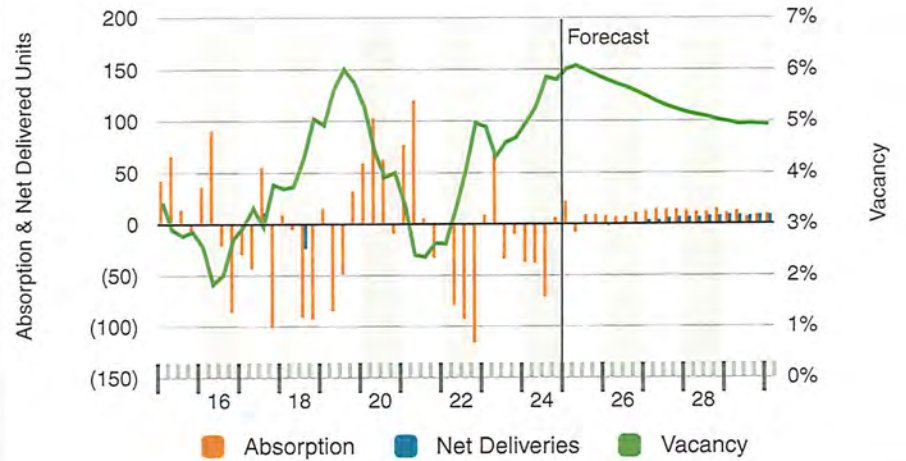


Search Analytics

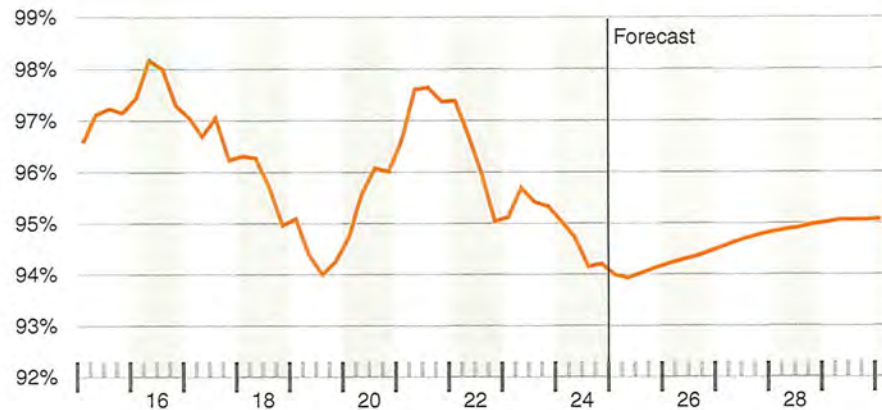
Daily Vacancy Rate



Absorption, Net Deliveries & Vacancy



Occupancy Rate

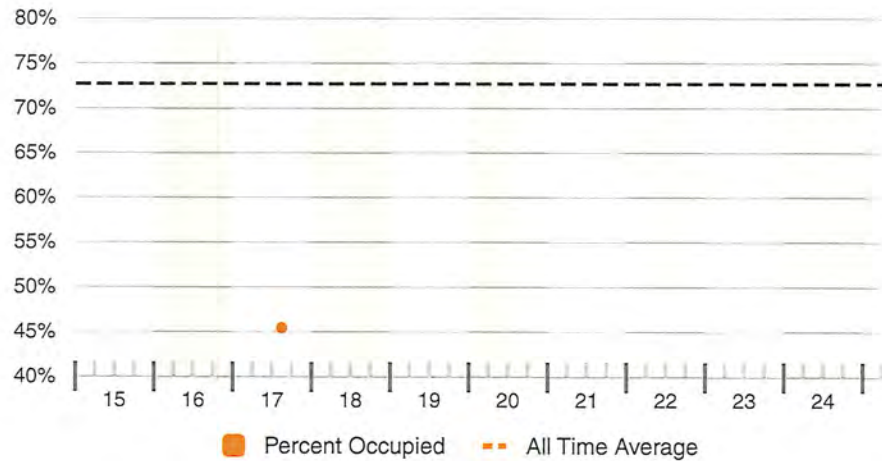


Occupancy & Market Rent Per Unit

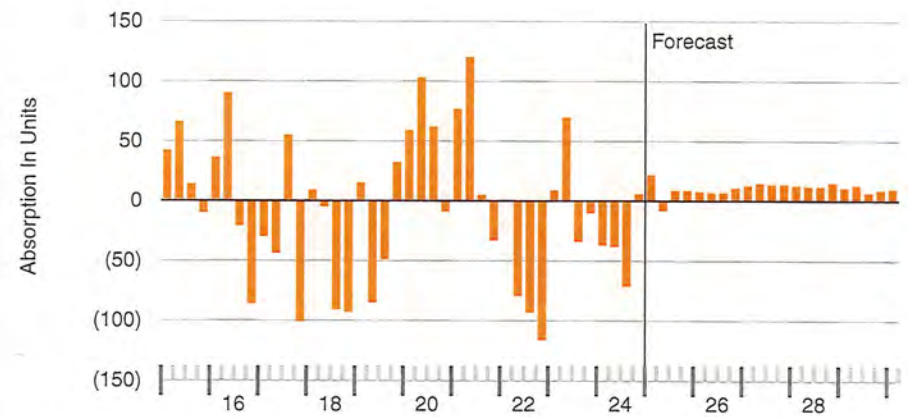


Search Analytics

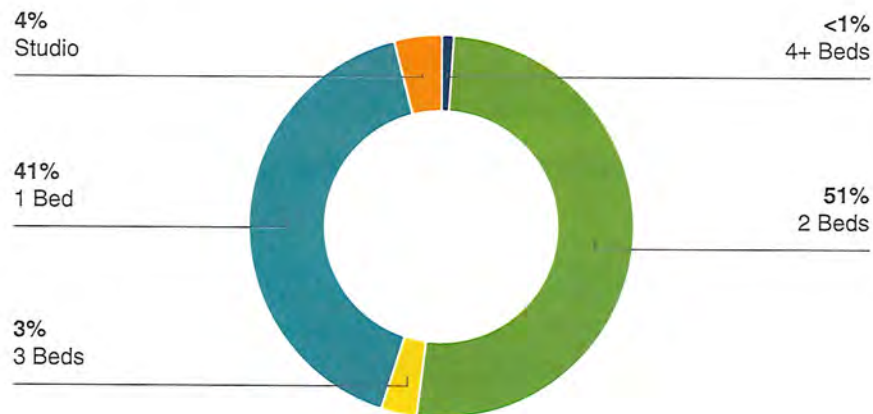
Occupancy At Delivery



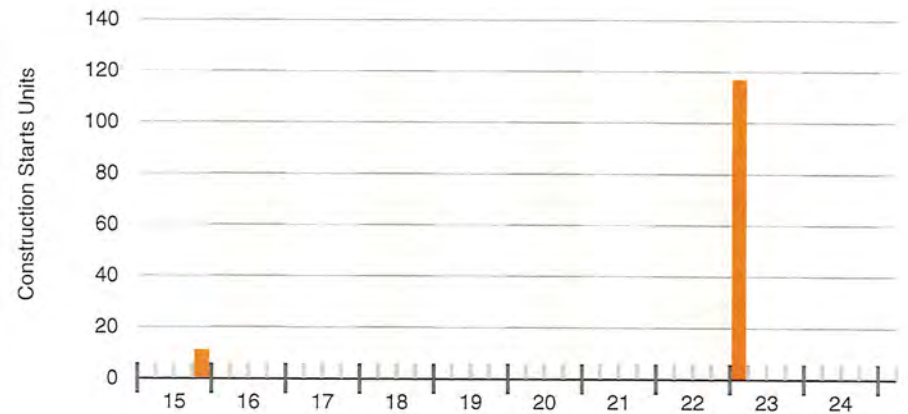
Absorption Units



Total Units By Bedroom

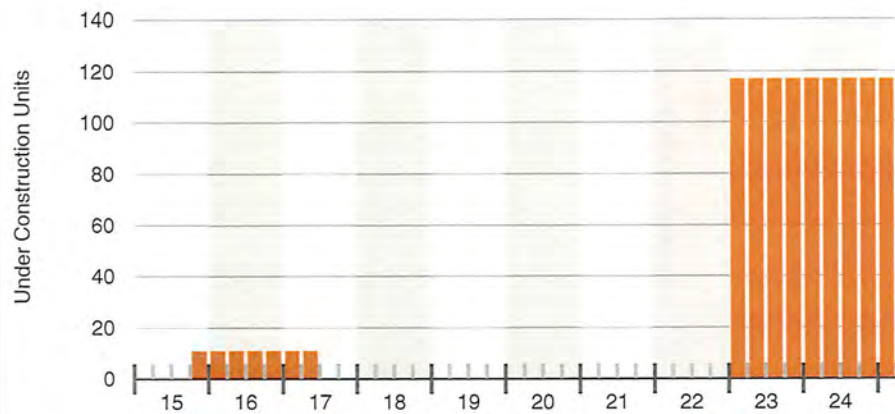


Construction Starts

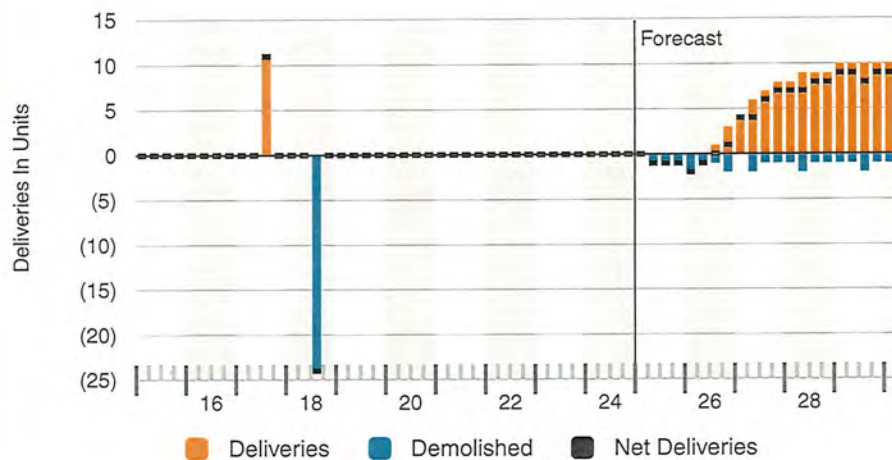


Search Analytics

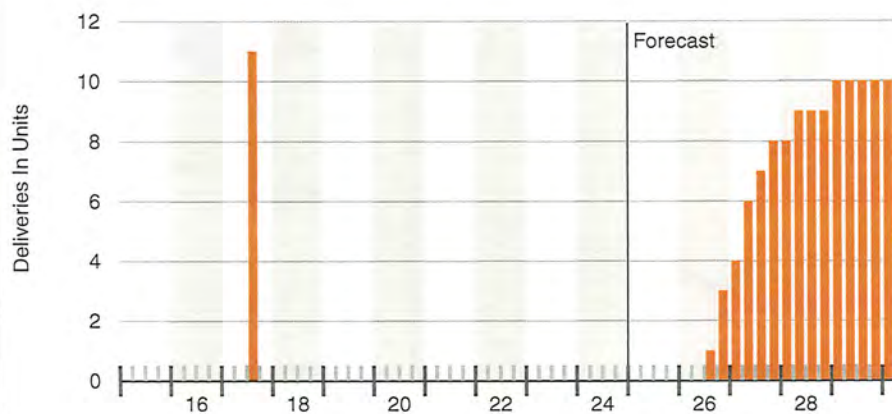
Under Construction



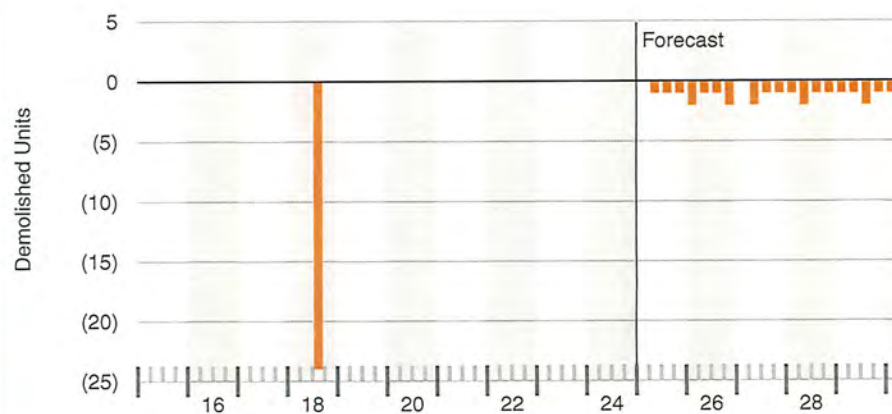
Deliveries & Demolitions



Deliveries



Demolitions

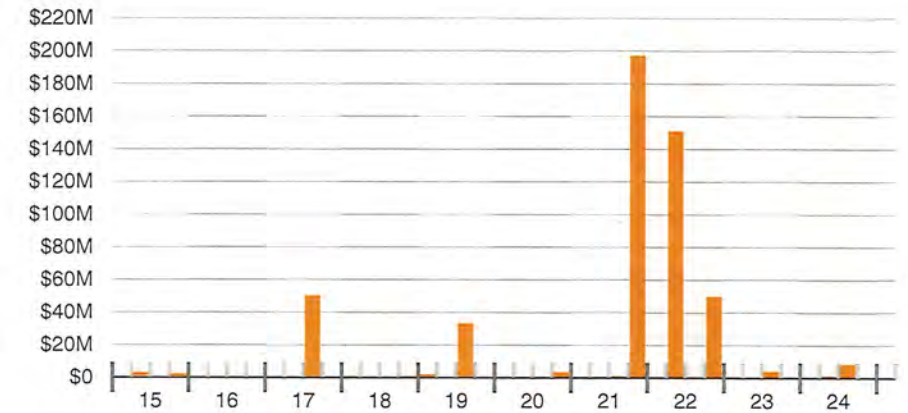


Search Analytics

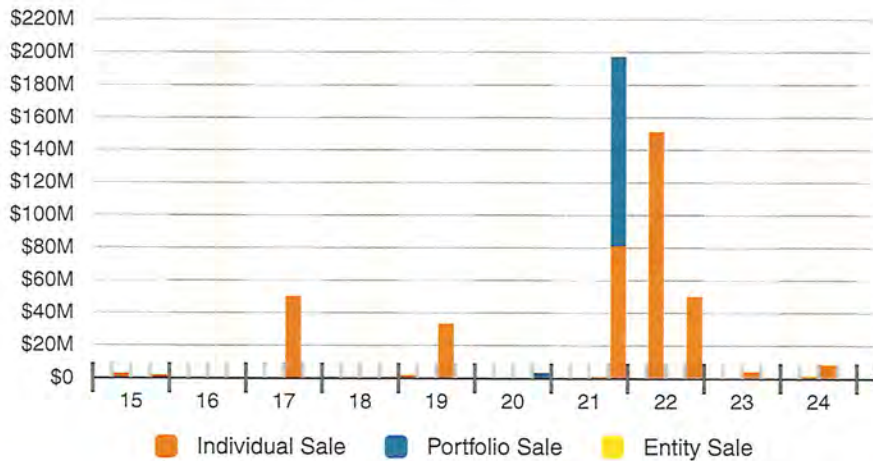
Sales Volume & Market Sale Price Per Unit



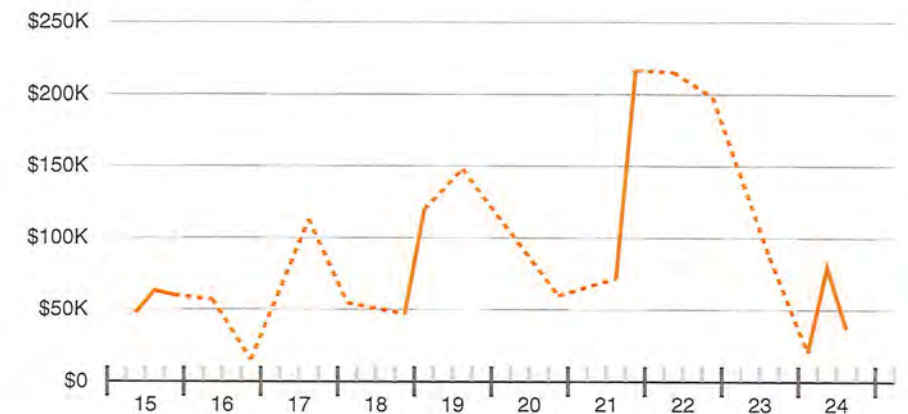
Sales Volume



Sales Volume By Transaction Type

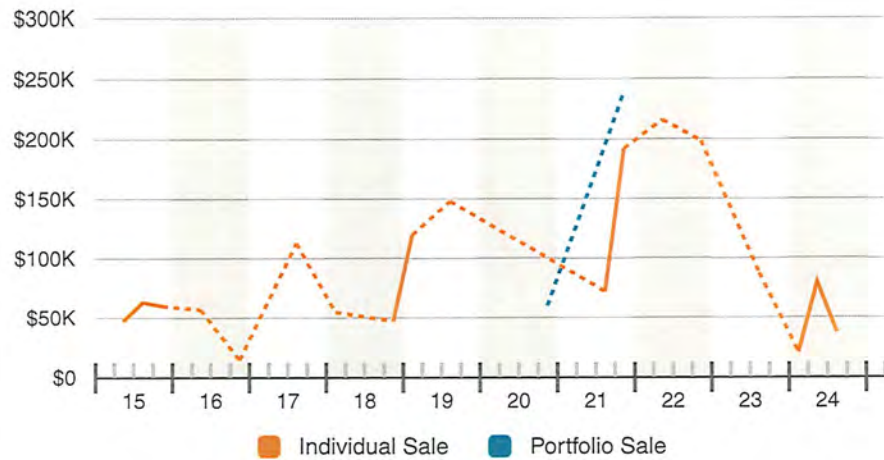


Sale Price Per Unit

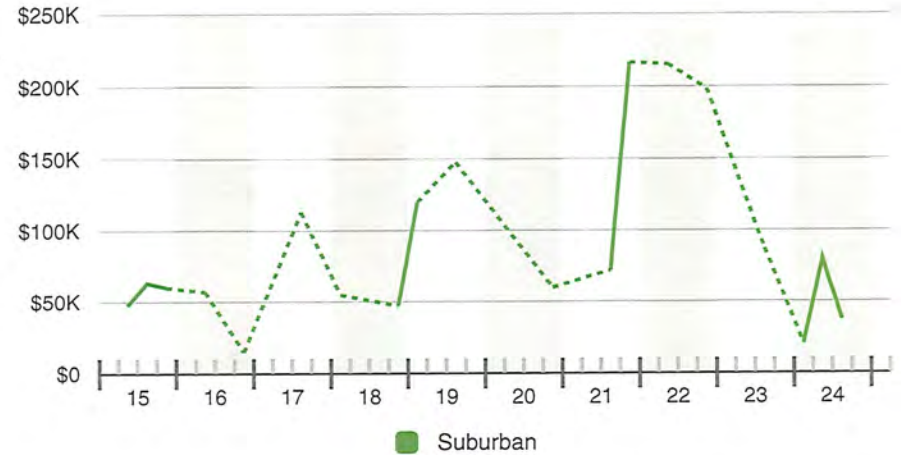


Search Analytics

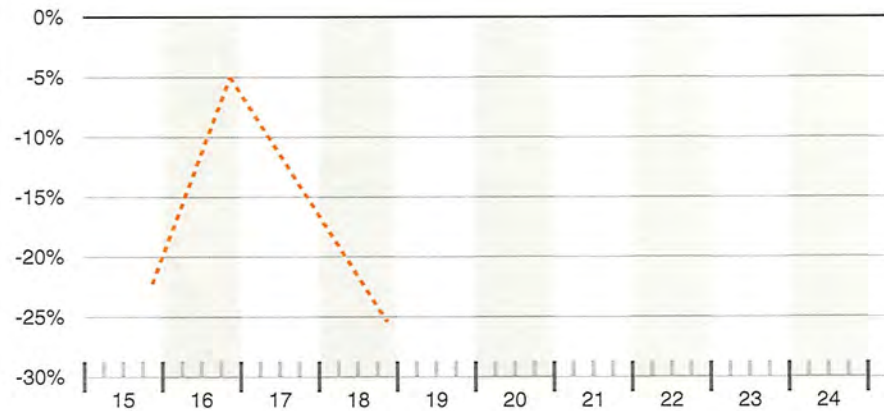
Sale Price Per Unit By Transaction Type



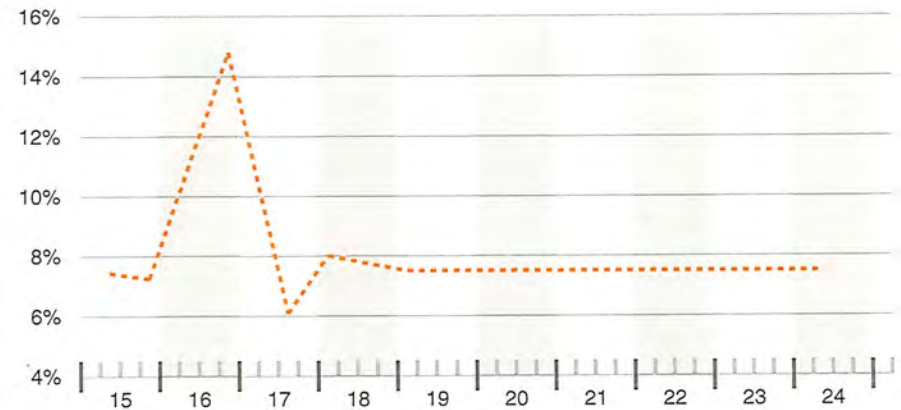
Sale Price Per Unit By Location Type



Sale To Asking Price Differential

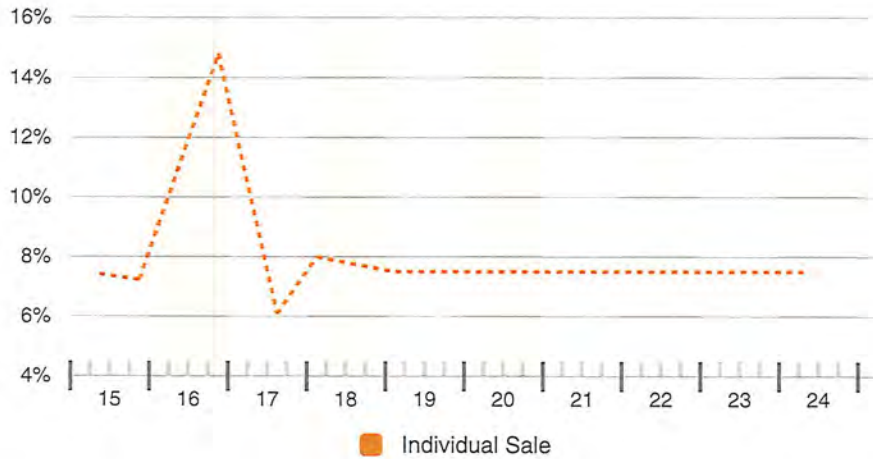


Cap Rate

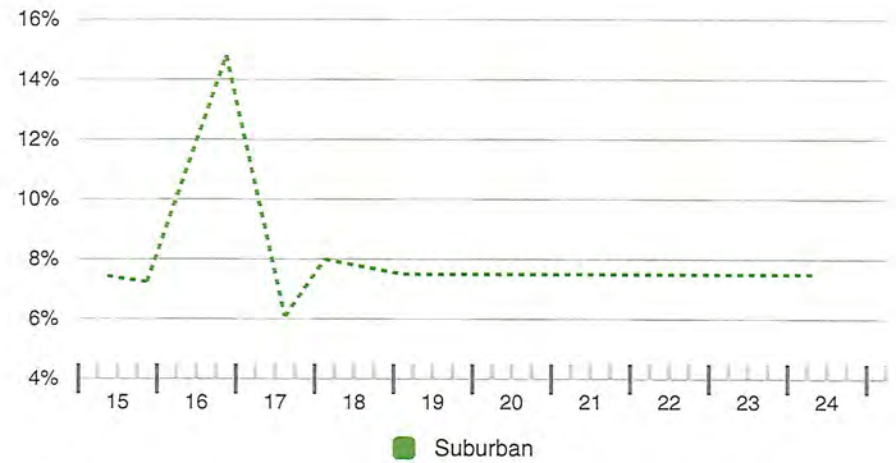


Search Analytics

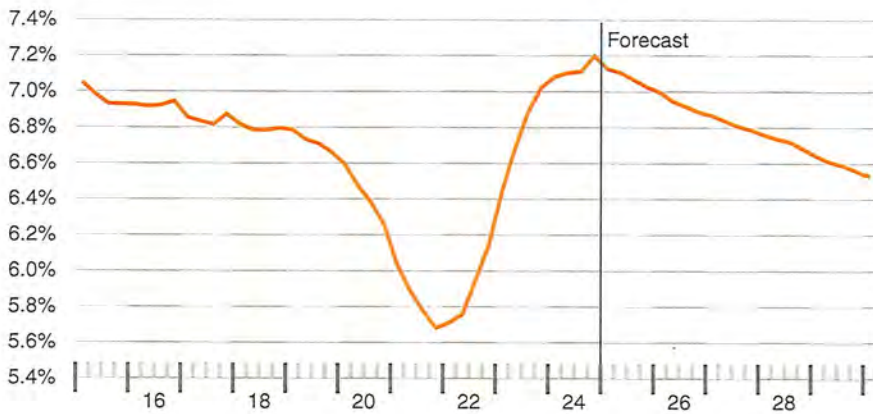
Cap Rate By Transaction Type



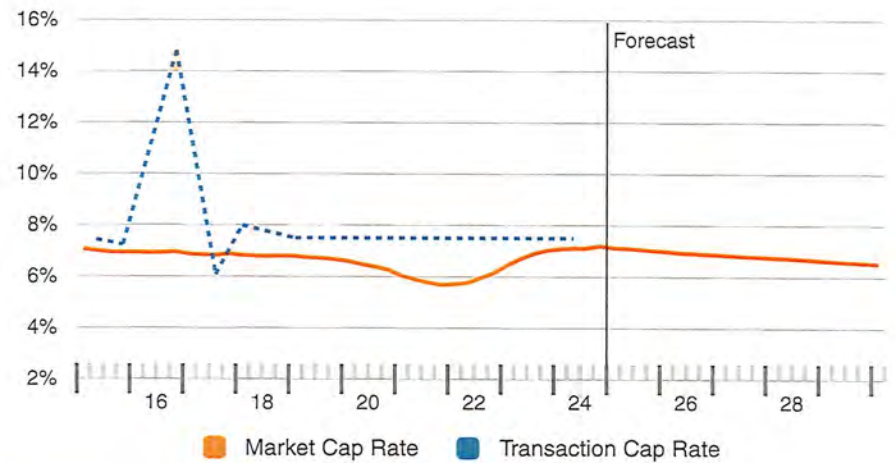
Cap Rate By Location Type



Market Cap Rate

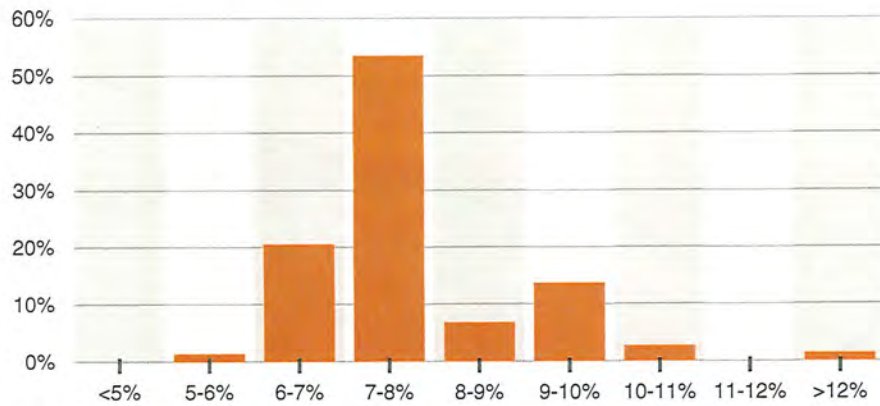


Market Cap Rate & Transaction Cap Rate

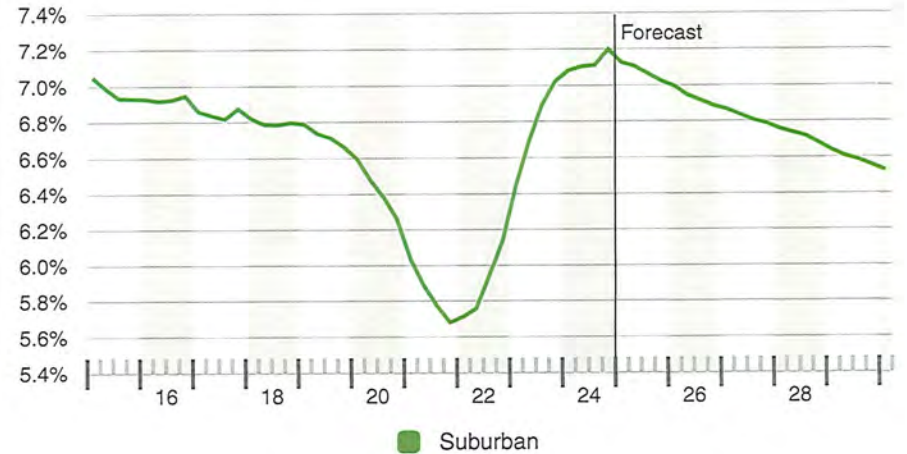


Search Analytics

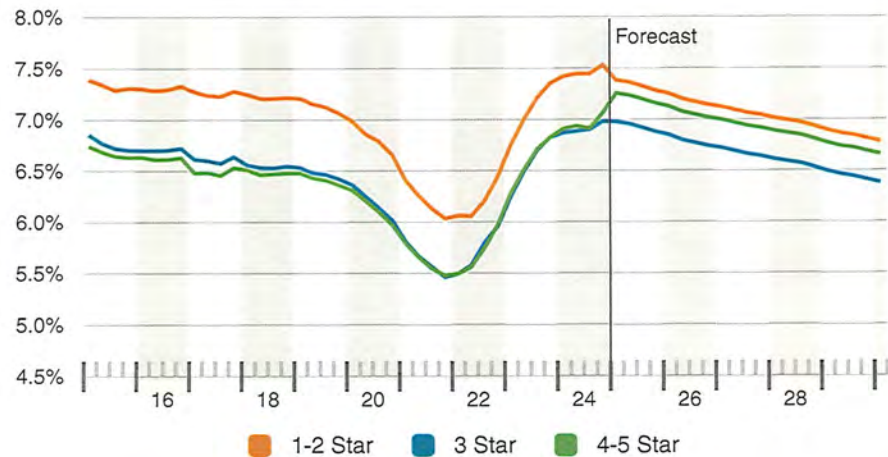
Market Cap Rate Distribution



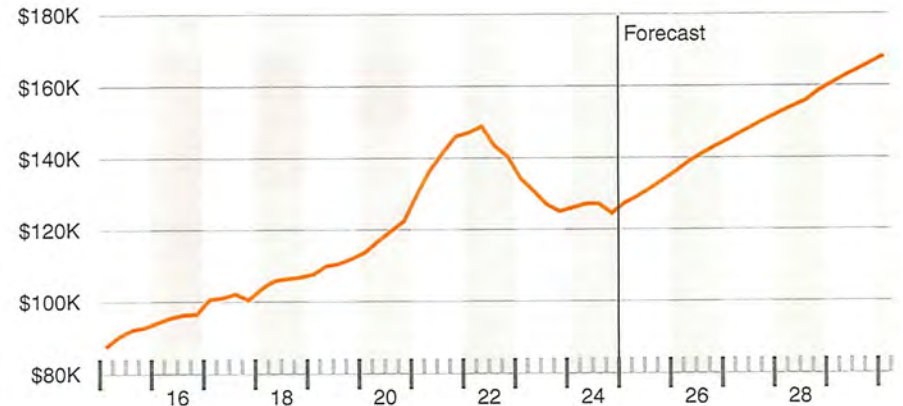
Market Cap Rate By Location Type



Market Cap Rate By Star Rating



Market Sale Price Per Unit

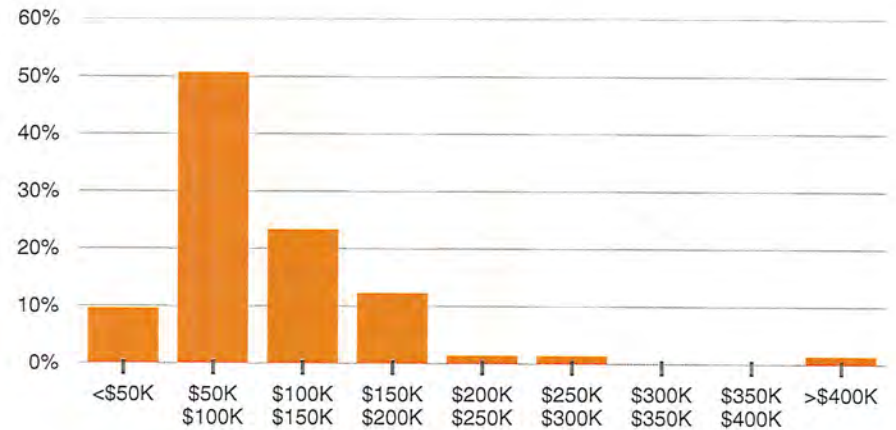


Search Analytics

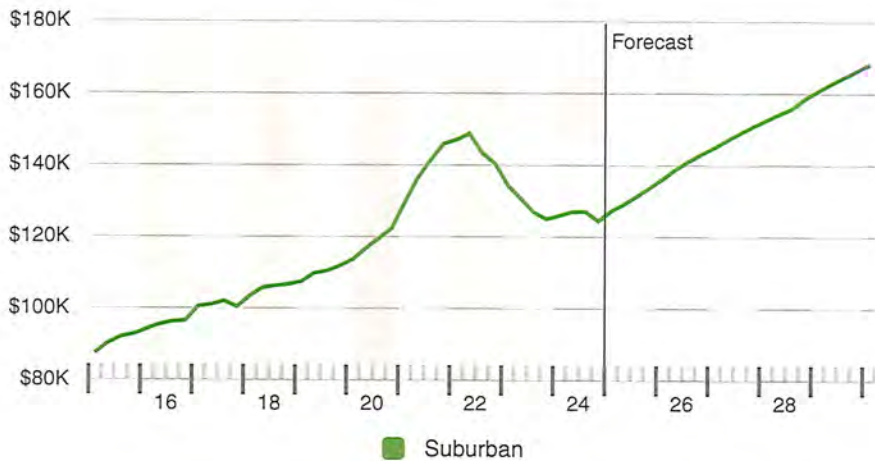
Market Sale Price & Transaction Sale Price Per Unit



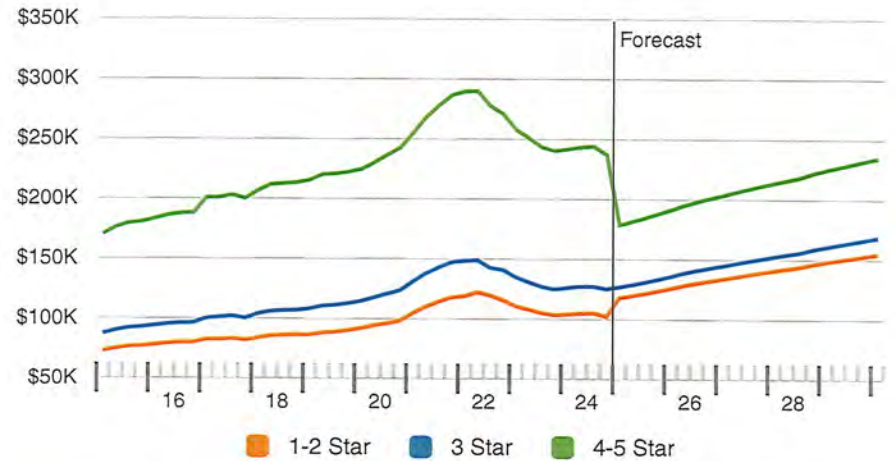
Market Sale Price Per Unit Distribution



Market Sale Price Per Unit By Location Type



Market Sale Price Per Unit By Star Rating



Search Analytics

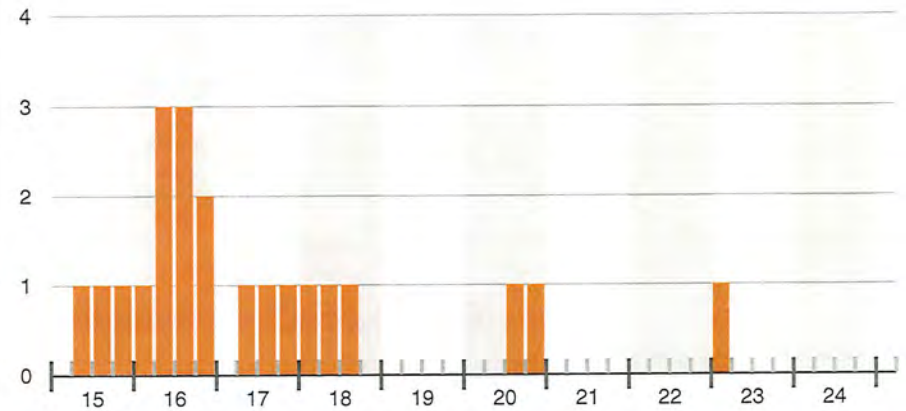
Probability Of Selling In Months

No Data Available

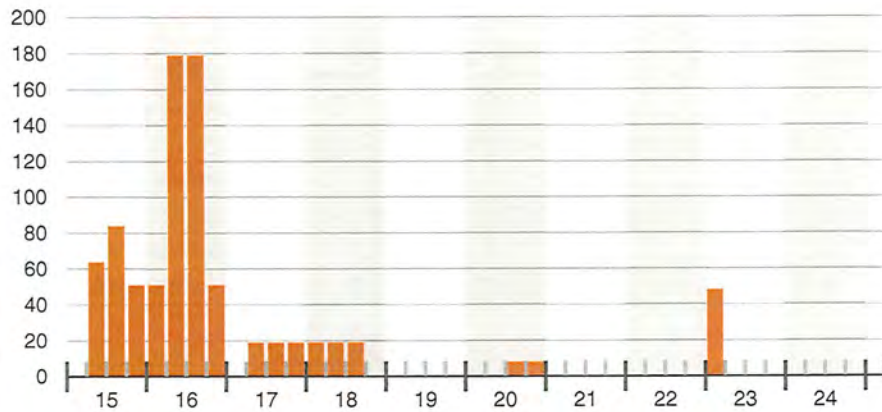


No data available for the current selection

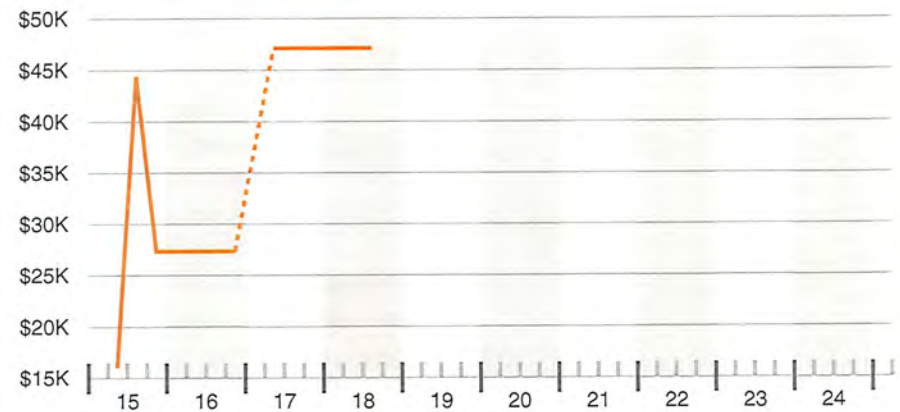
For Sale Total Listings



For Sale Total Units

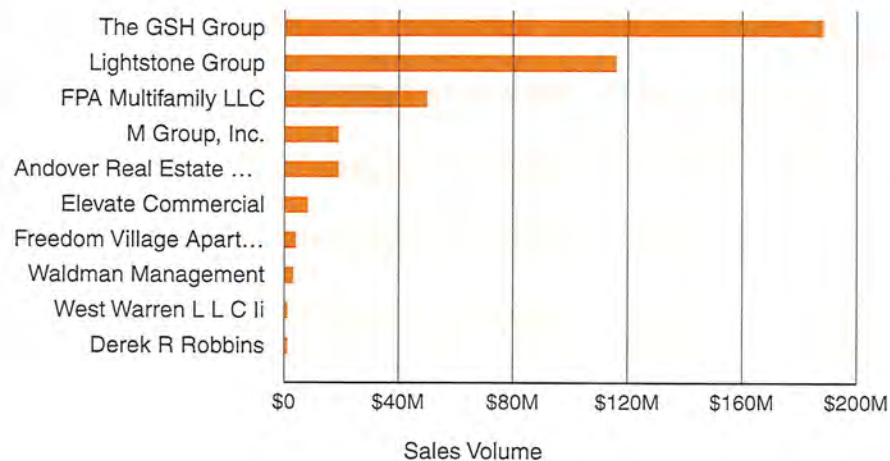


For Sale Asking Price Per Unit

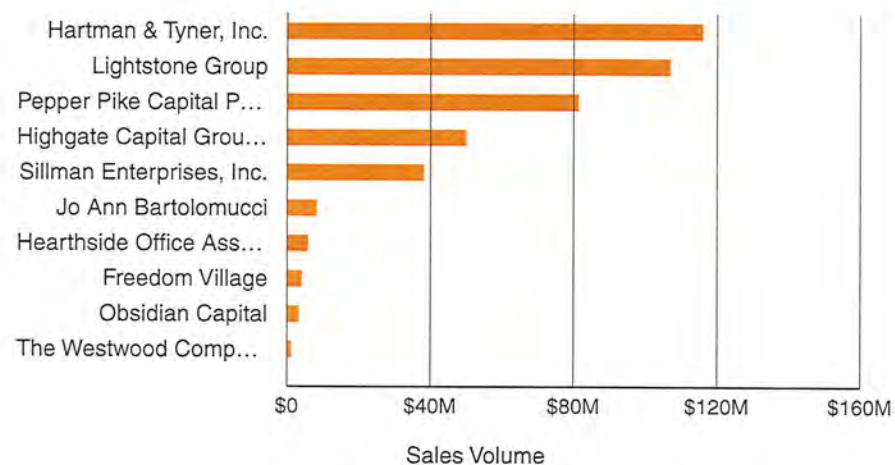


Search Analytics

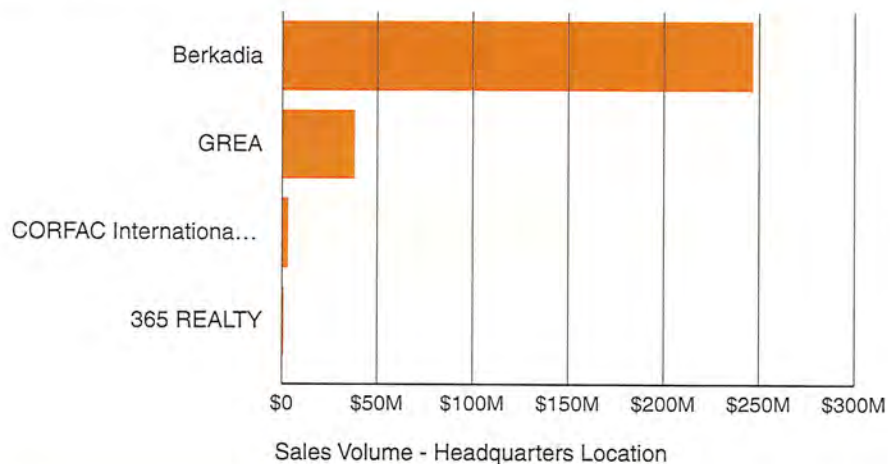
Top Buyers



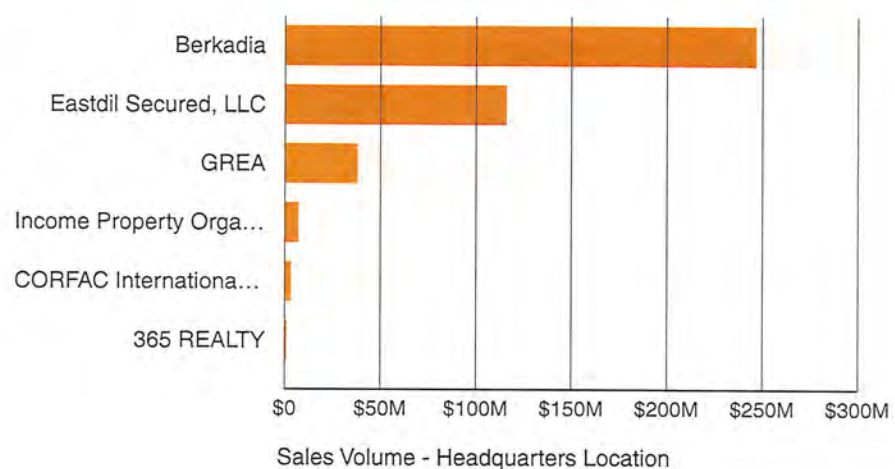
Top Sellers



Top Buyer Brokers

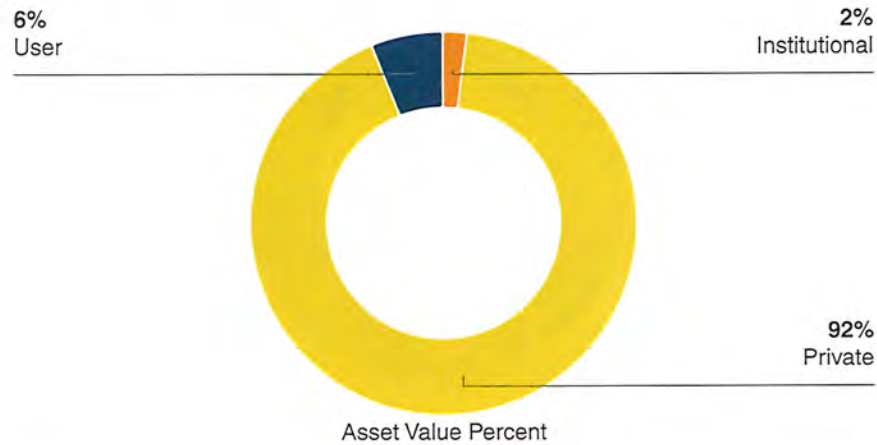


Top Seller Brokers

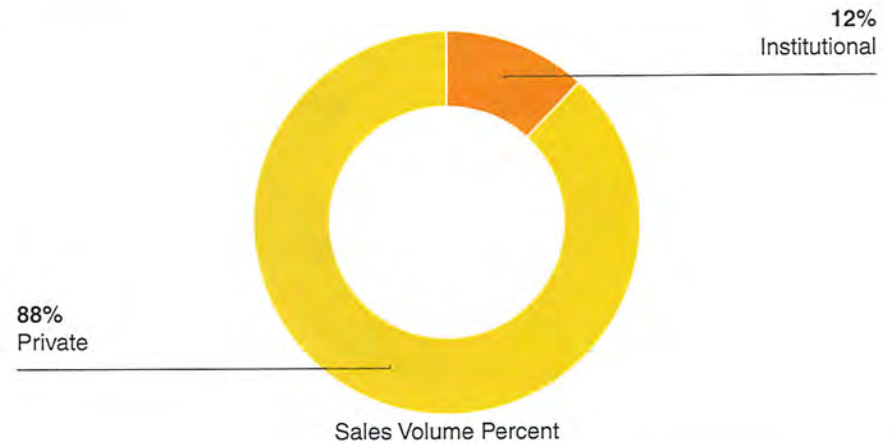


Search Analytics

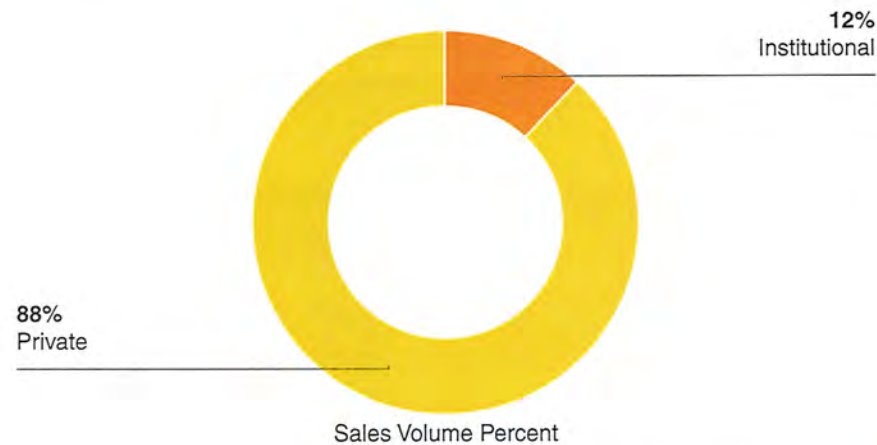
Asset Value By Owner Type



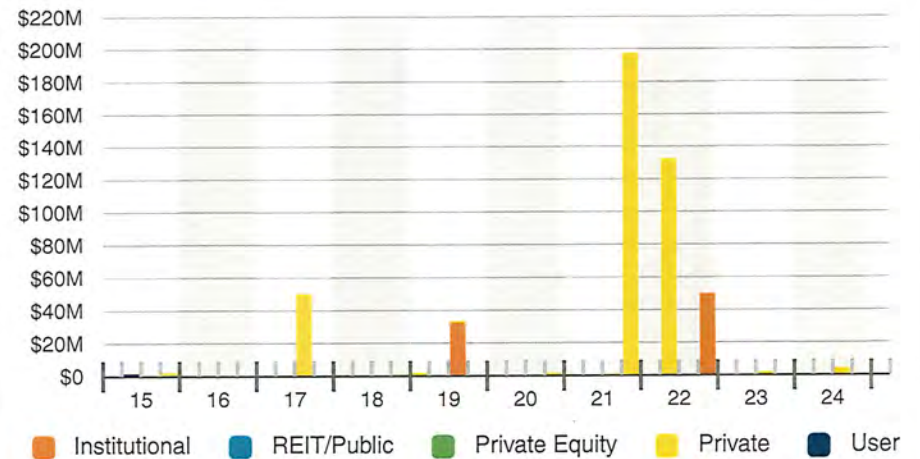
Sales By Buyer Type



Sales By Seller Type

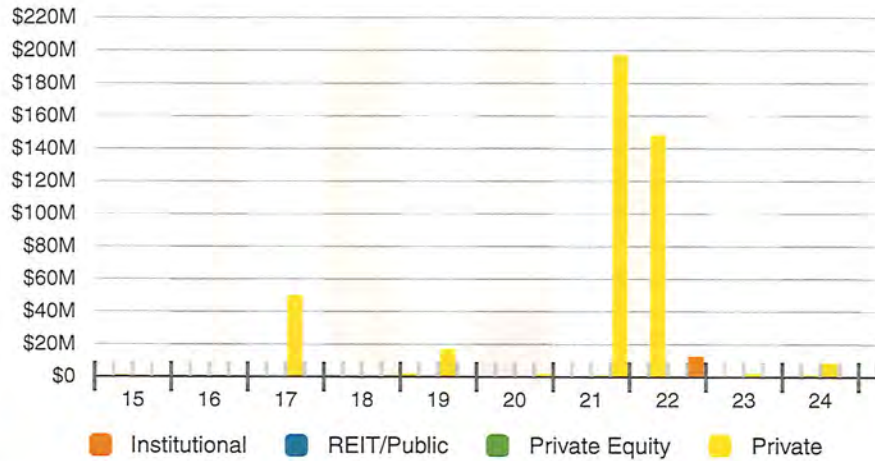


Sales Volume By Buyer Type

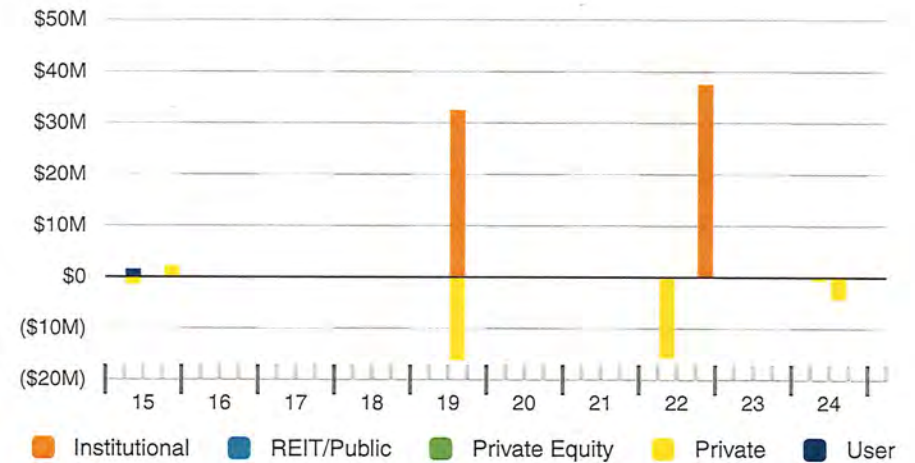


Search Analytics

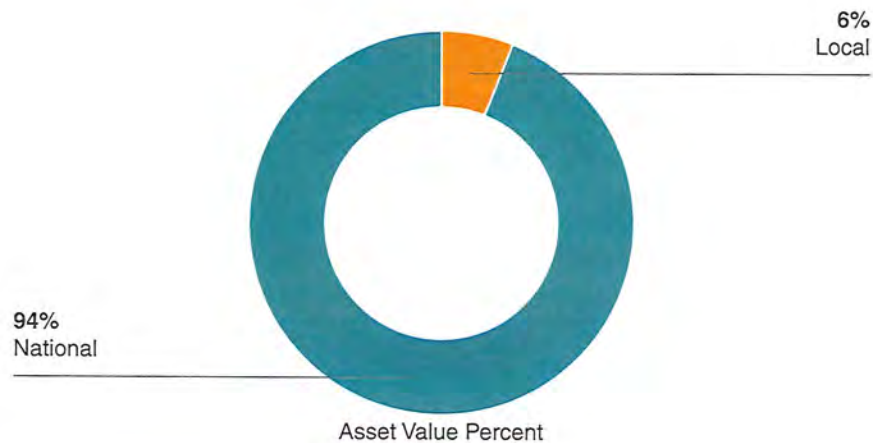
Sales Volume By Seller Type



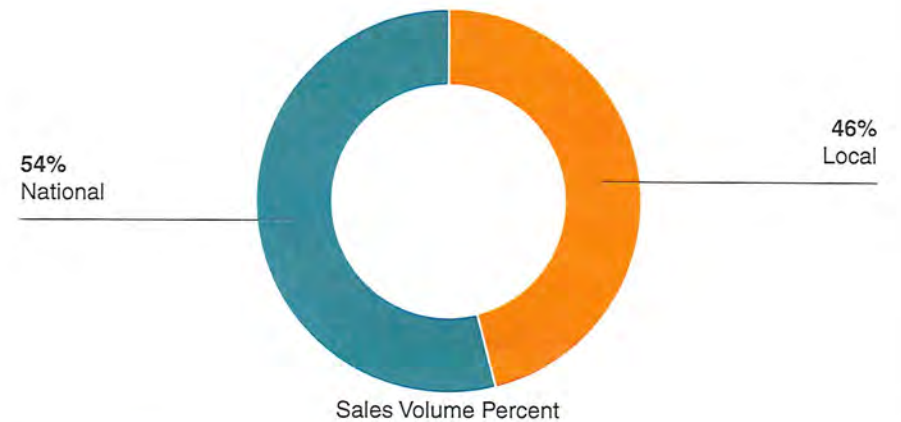
Net Buying & Selling By Owner Type



Asset Value By Owner Origin

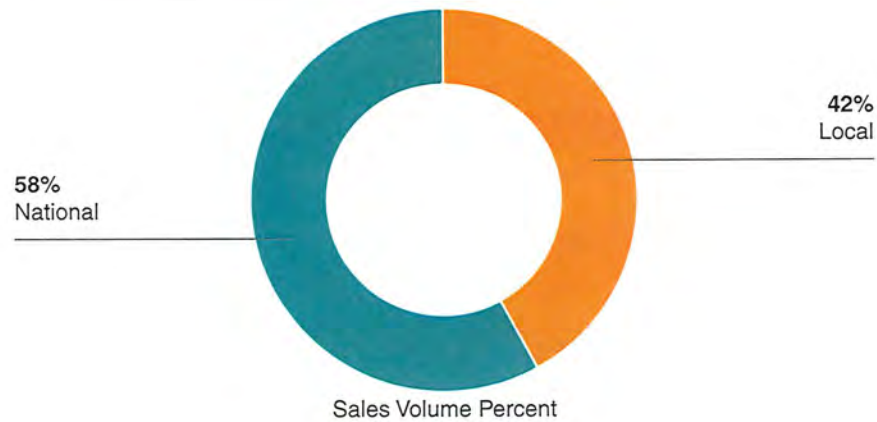


Sales Volume By Buyer Origin

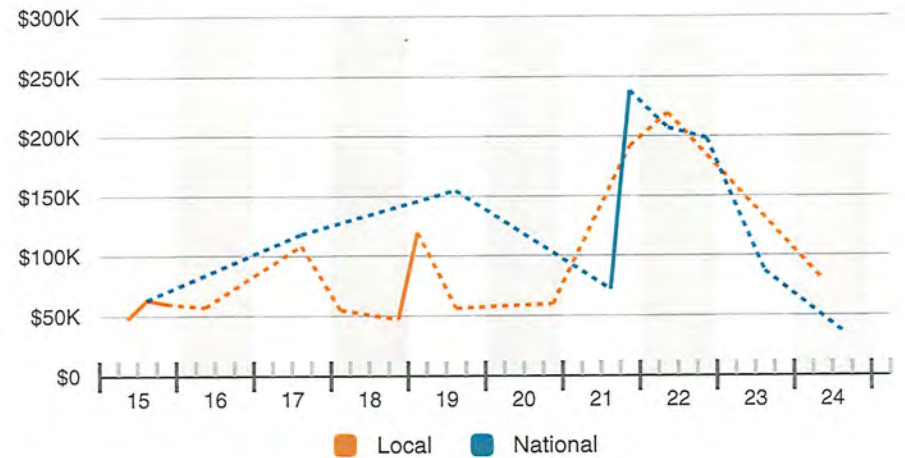


Search Analytics

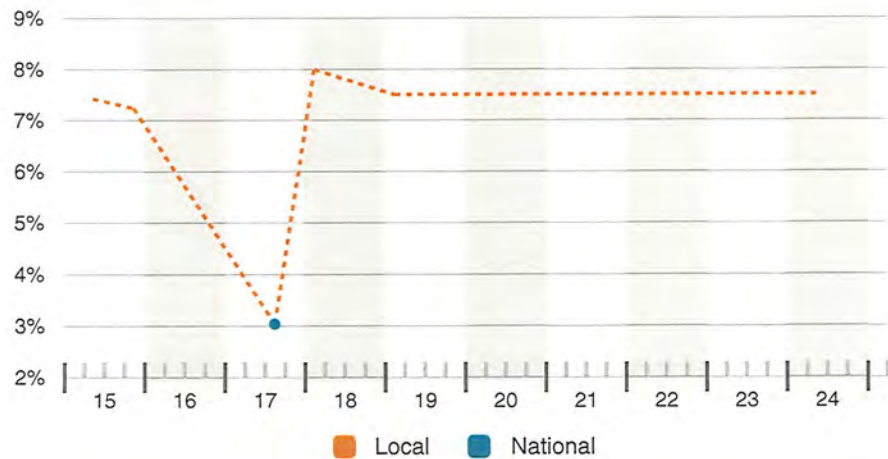
Sales Volume By Seller Origin



Average Price Per Unit By Buyer Origin

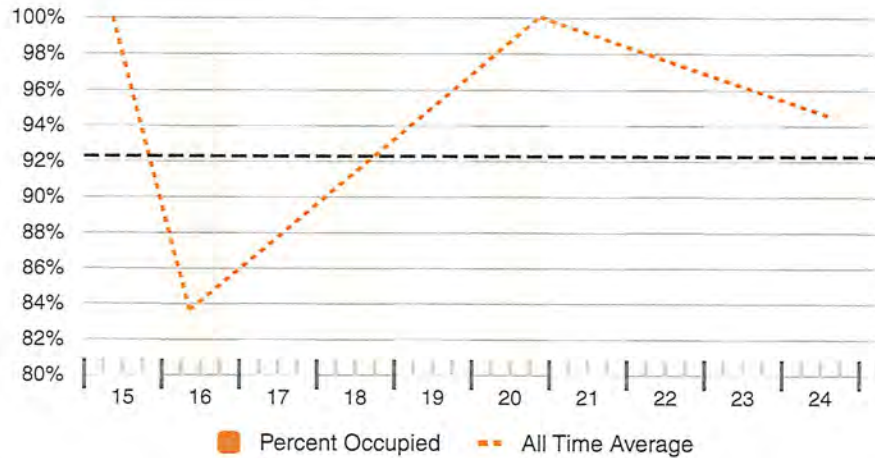


Average Cap Rate By Buyer Origin

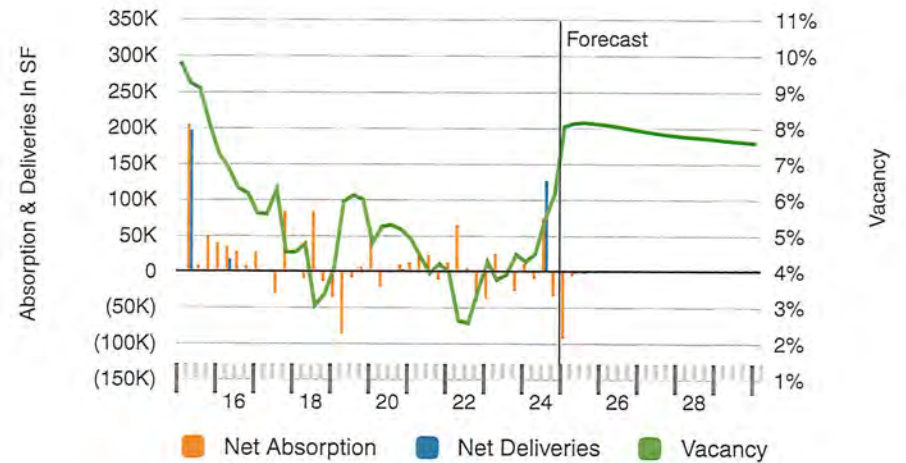


Search Analytics

Occupancy At Delivery



Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Asking Rent Per SF

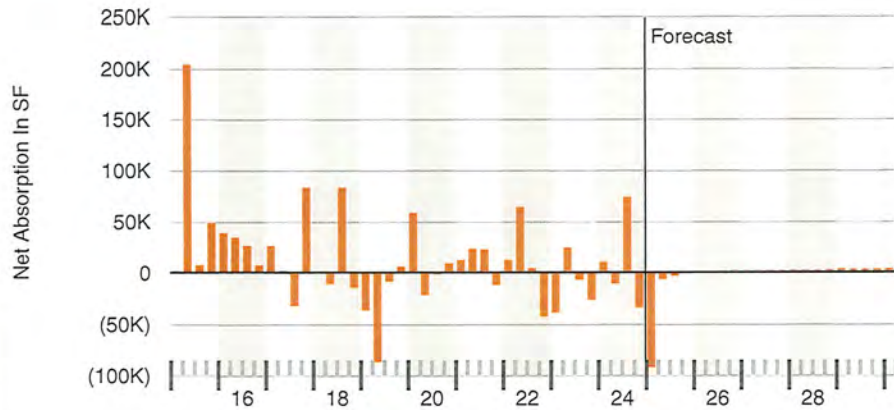


Occupancy & Market Asking Rent Per SF

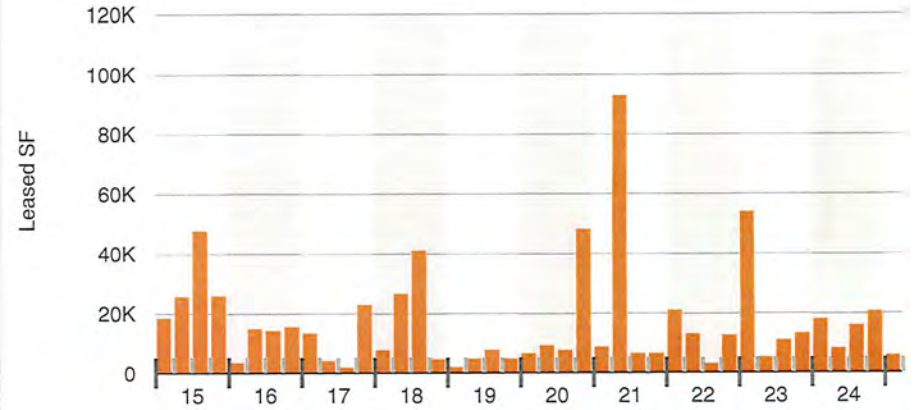


Search Analytics

Net Absorption



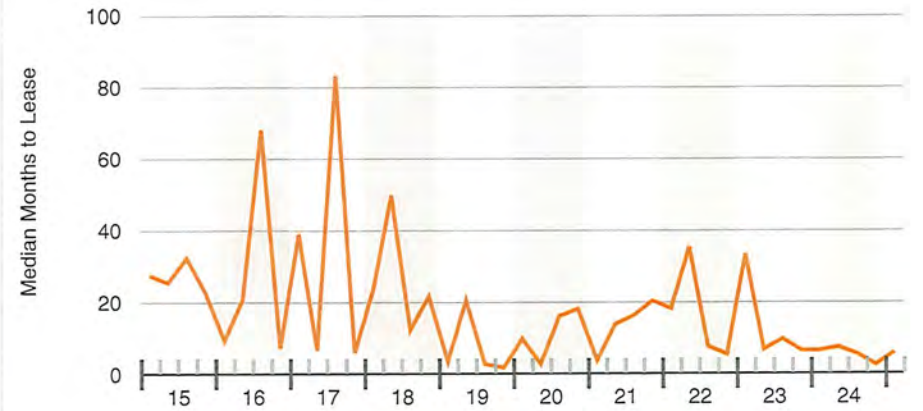
Leasing Activity



Months On Market

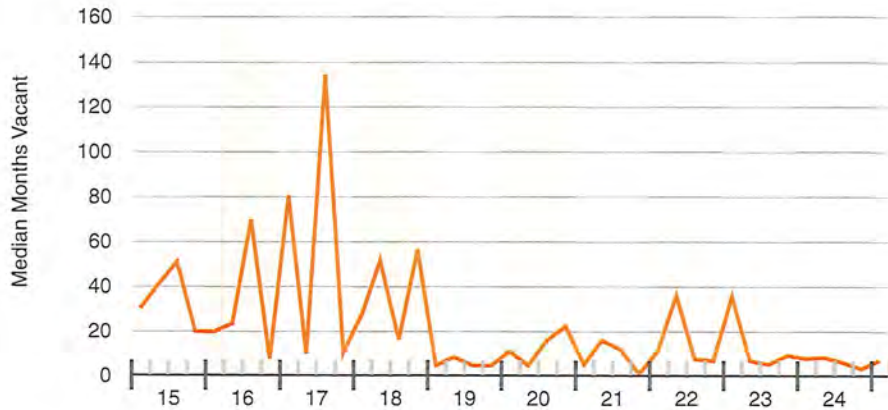


Months To Lease

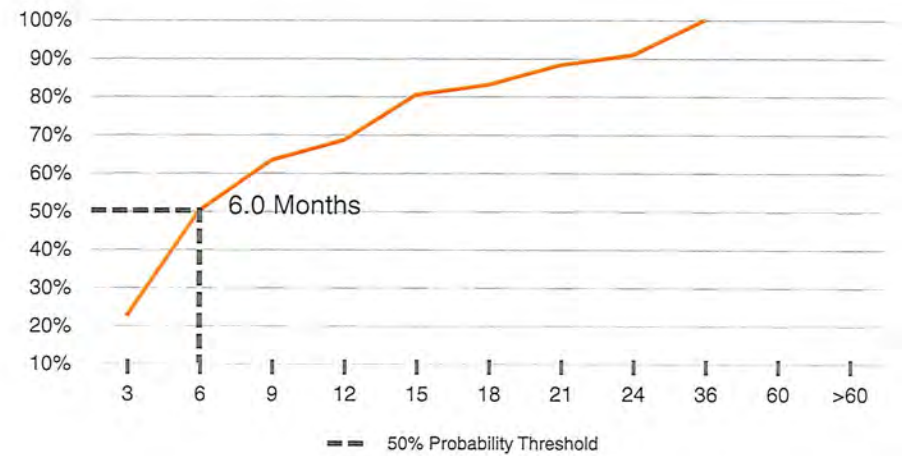


Search Analytics

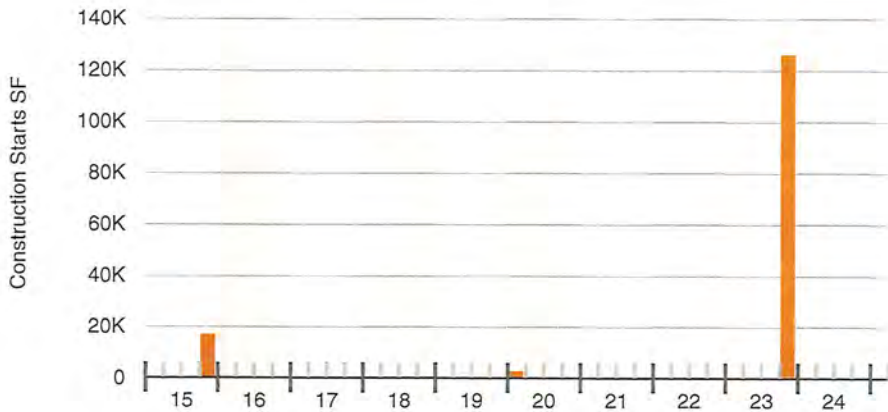
Months Vacant



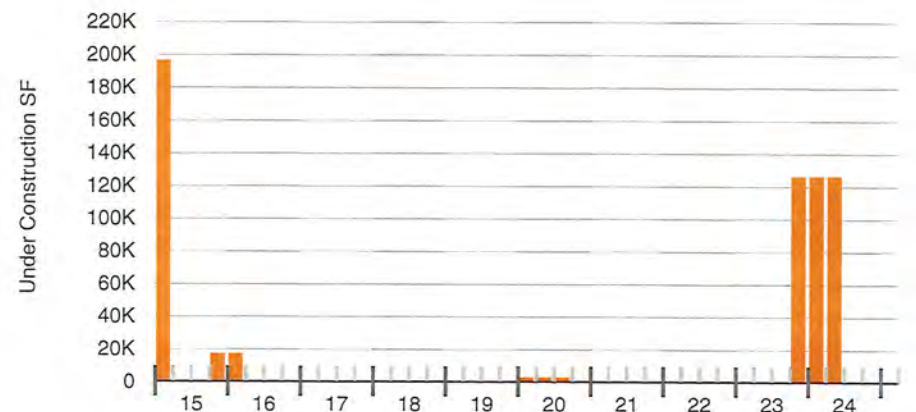
Probability Of Leasing In Months



Construction Starts

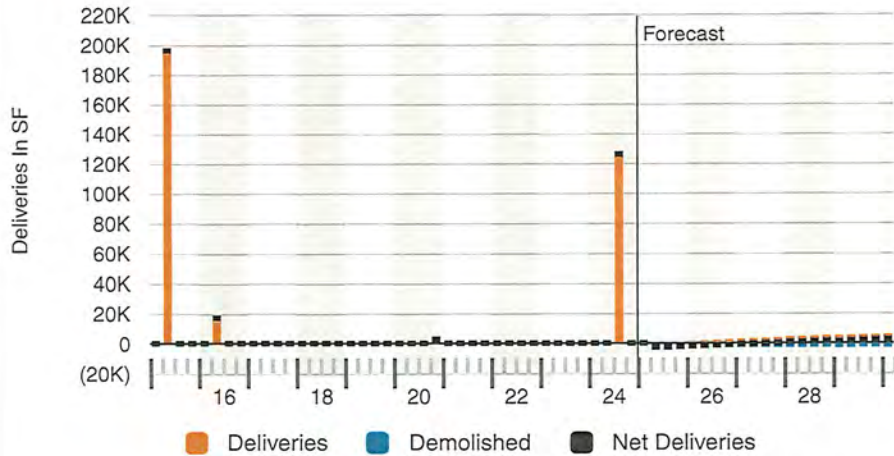


Under Construction

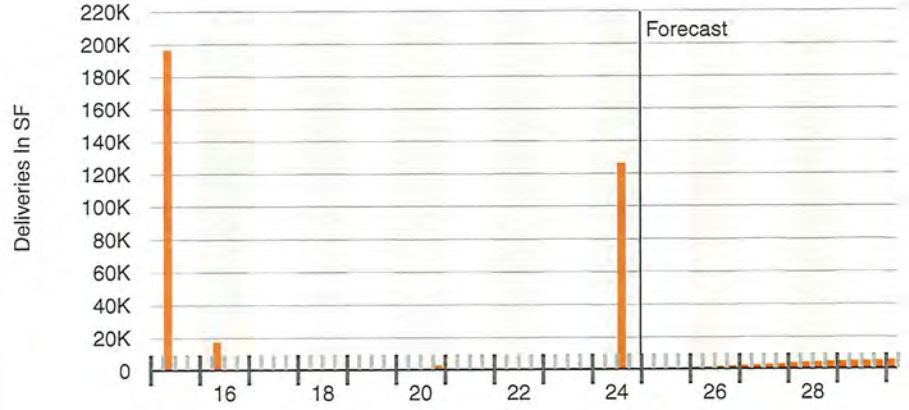


Search Analytics

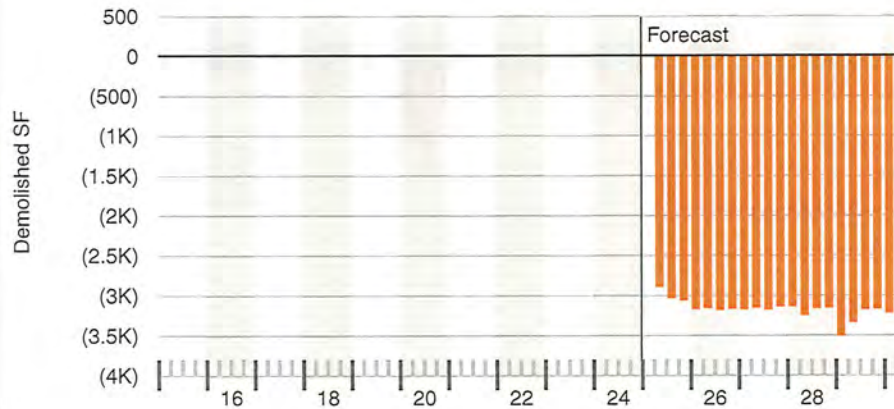
Deliveries & Demolitions



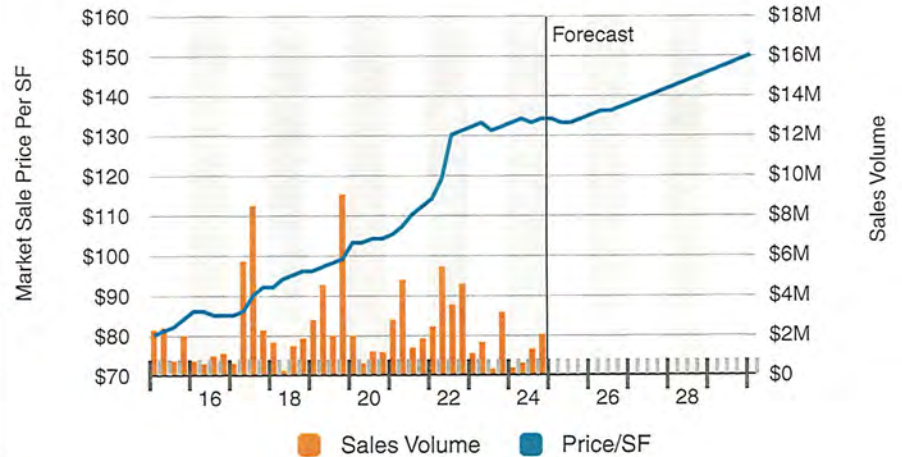
Deliveries



Demolitions

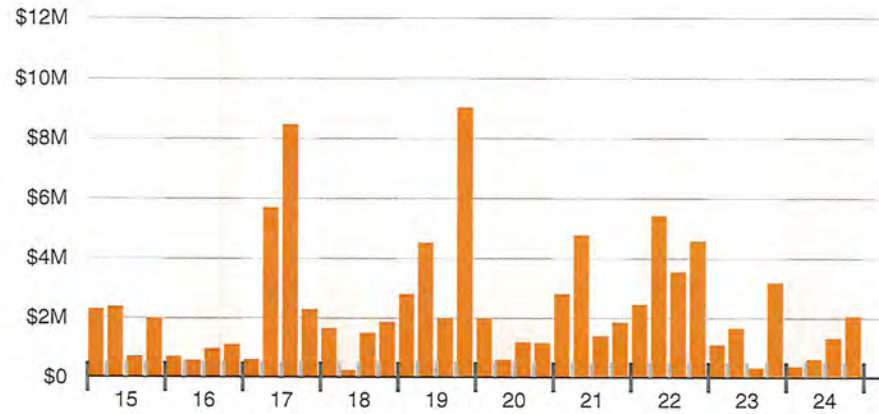


Sales Volume & Market Sale Price Per SF

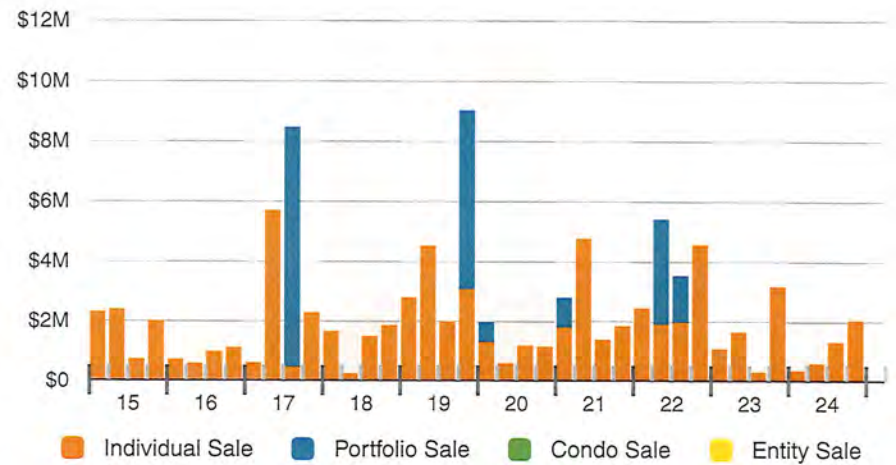


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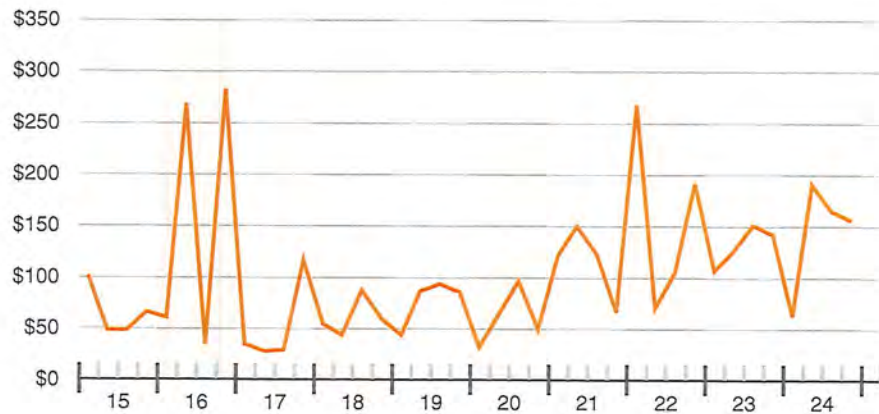
Sales Volume



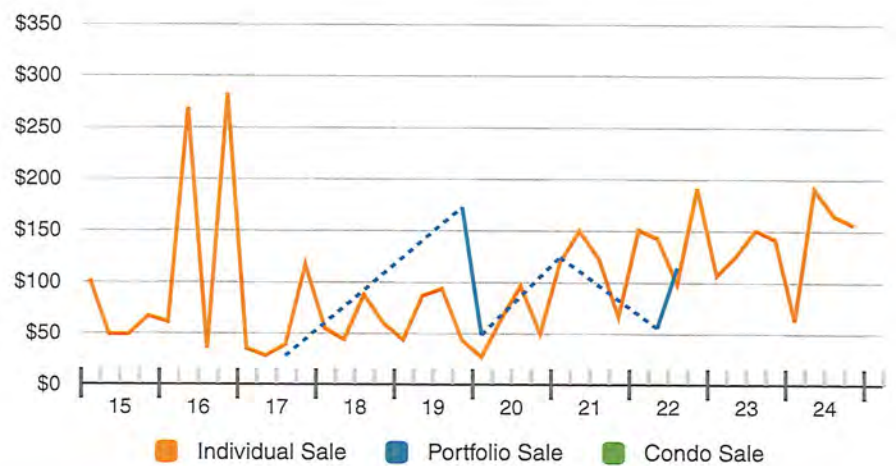
Sales Volume By Transaction Type



Sale Price Per SF

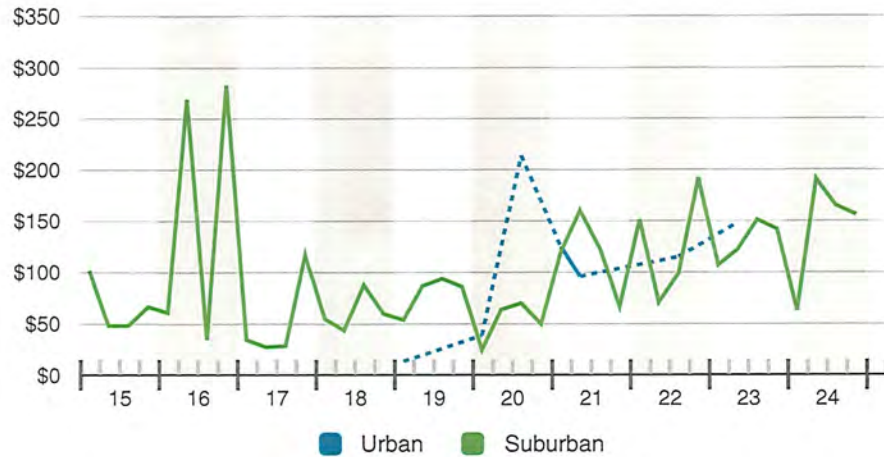


Sale Price Per SF By Transaction Type

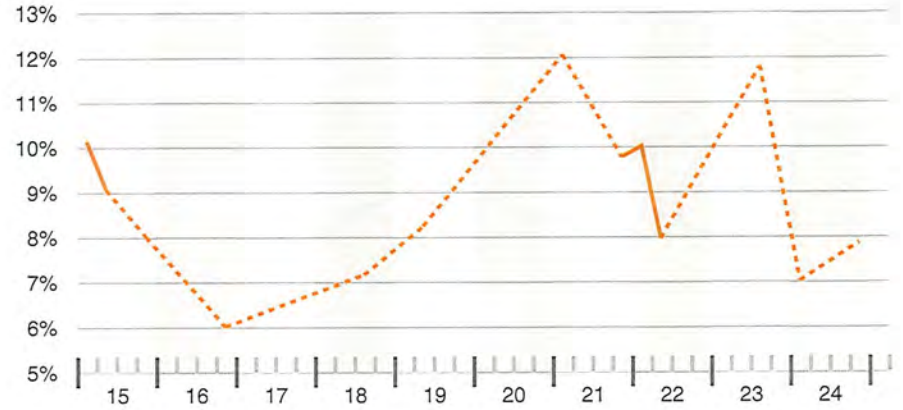


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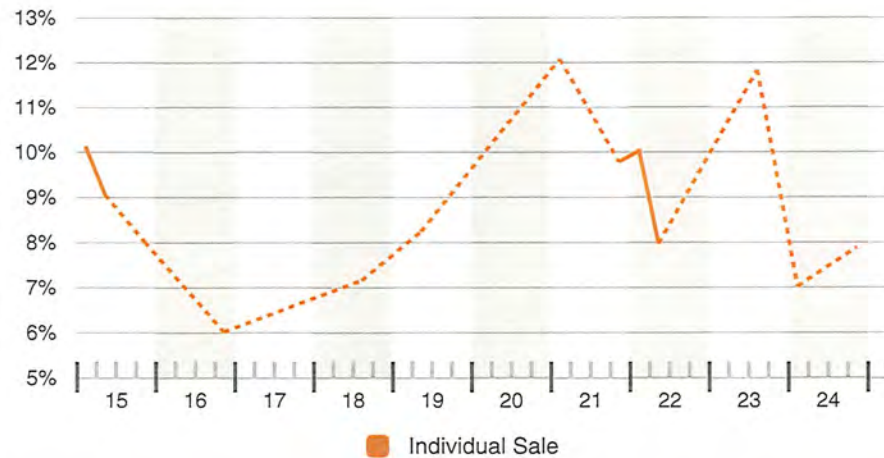
Sale Price Per SF By Location Type



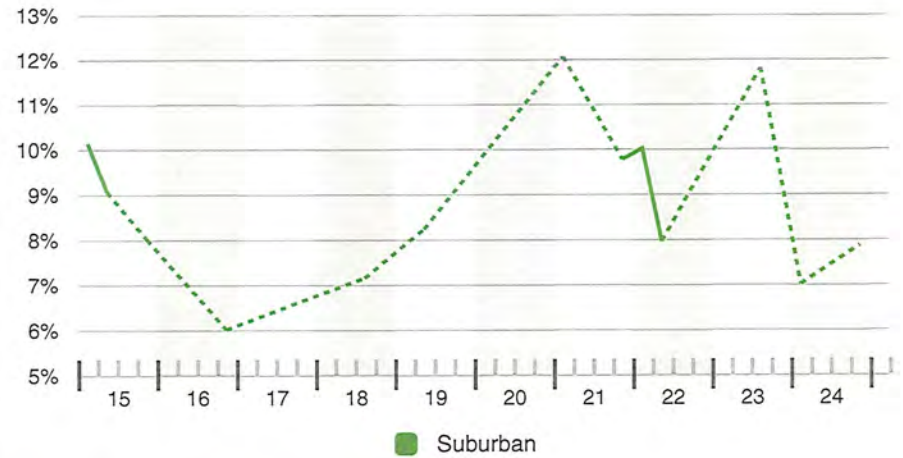
Cap Rate



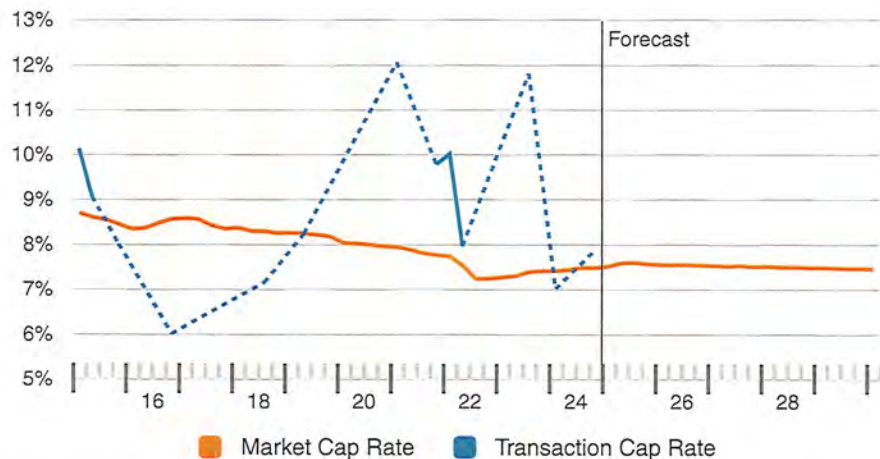
Cap Rate By Transaction Type



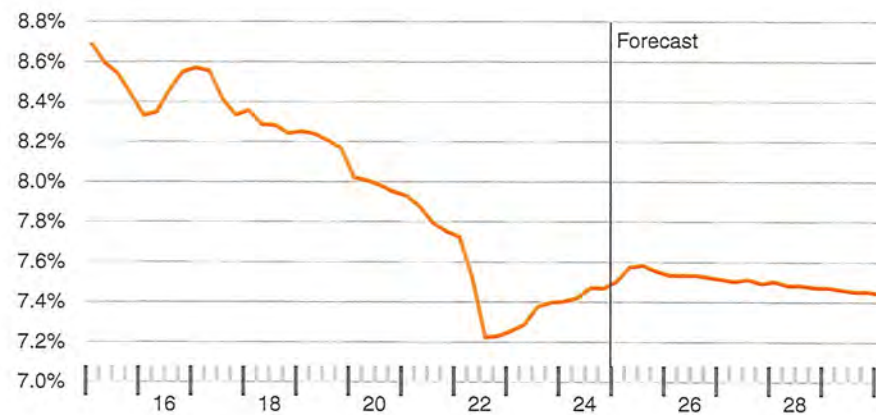
Cap Rate By Location Type



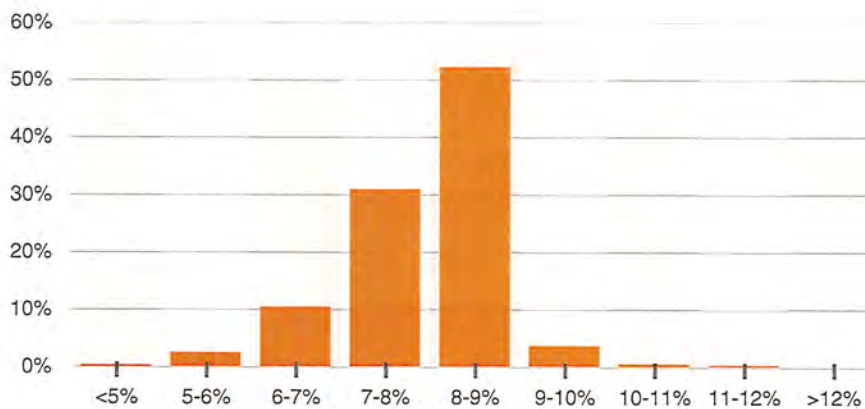
Market Cap Rate & Transaction Cap Rate



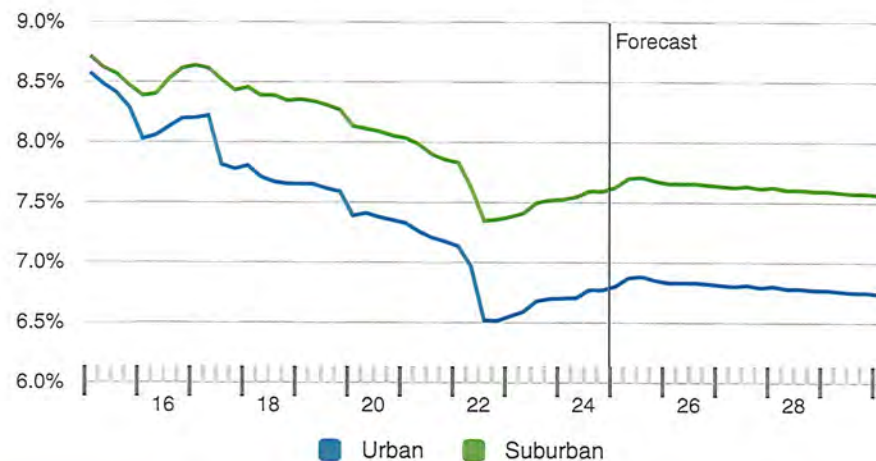
Market Cap Rate



Market Cap Rate Distribution

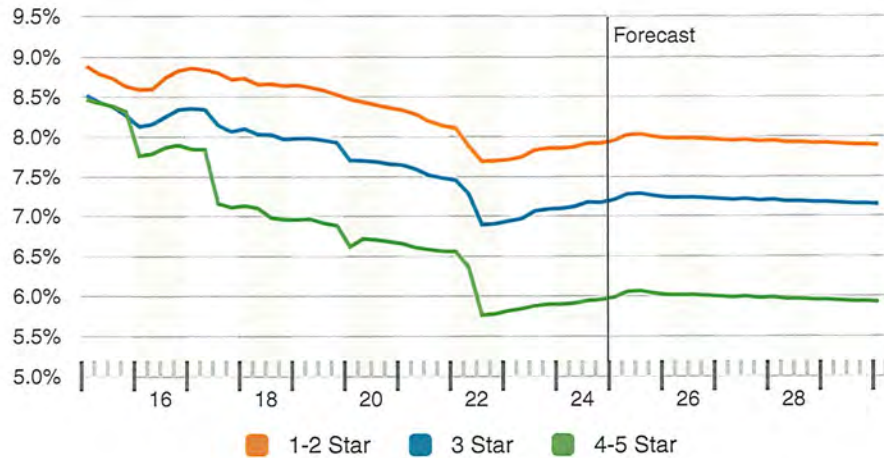


Market Cap Rate By Location Type

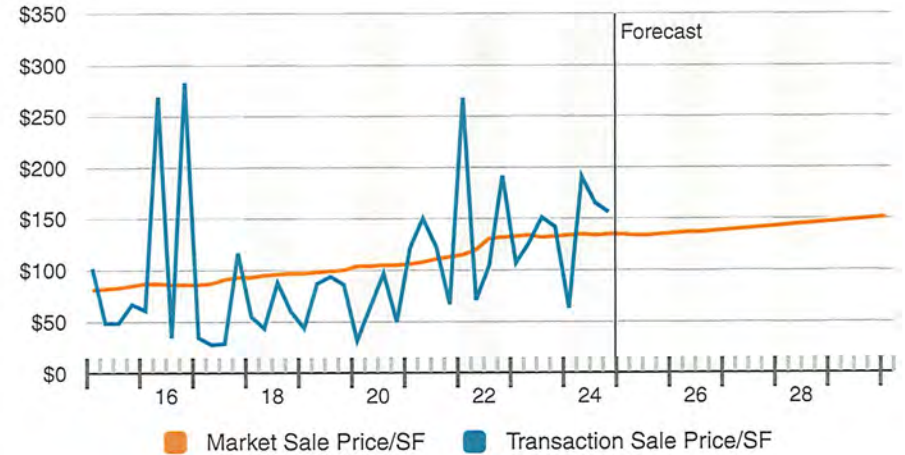


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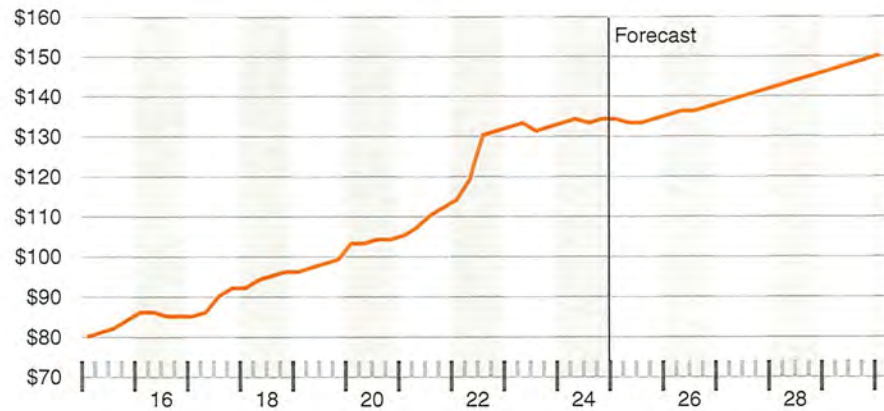
Market Cap Rate By Star Rating



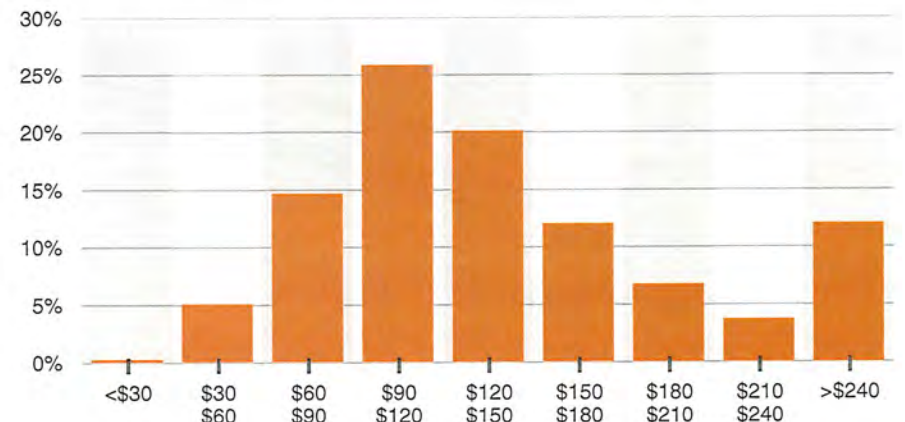
Market Sale Price & Transaction Sale Price Per SF



Market Sale Price Per SF

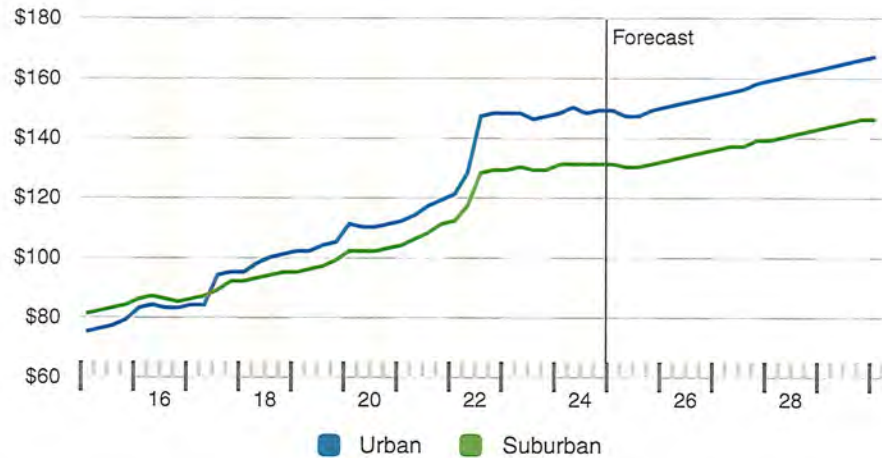


Market Sale Price Per SF Distribution

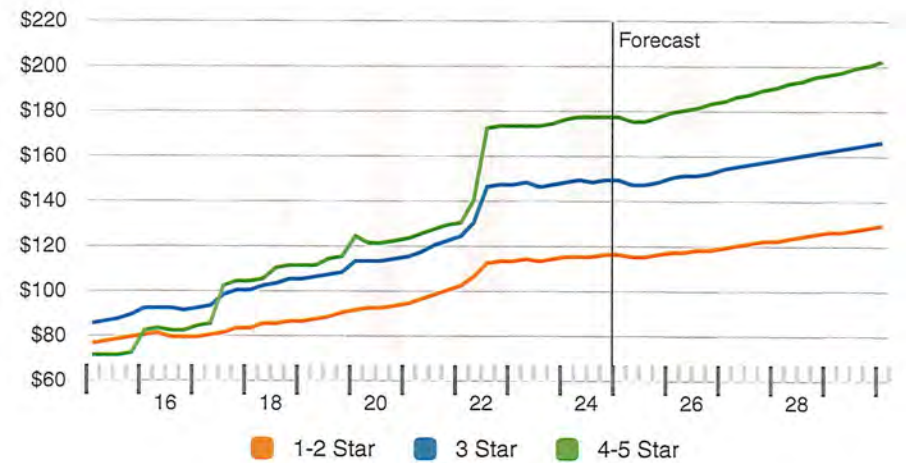


Search Analytics

Market Sale Price Per SF By Location Type



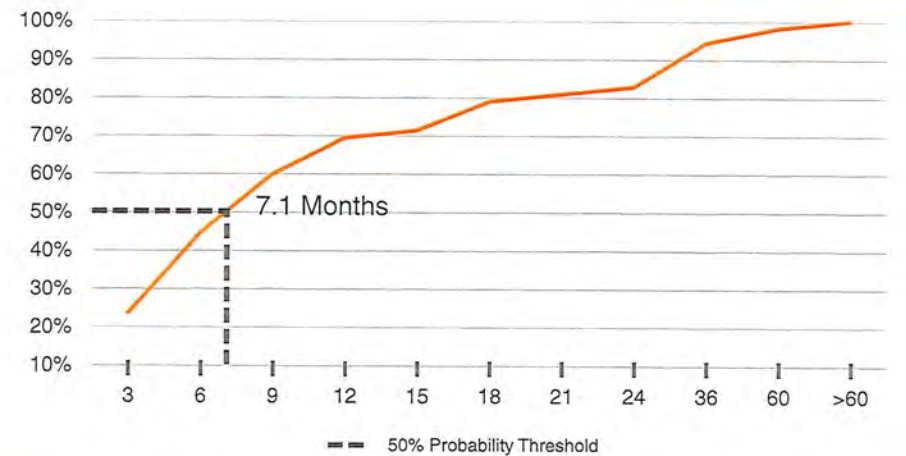
Market Sale Price Per SF By Star Rating



Sale To Asking Price Differential

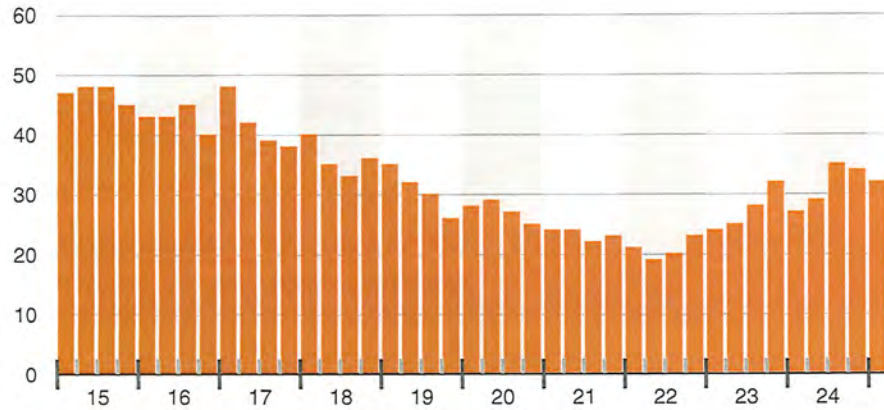


Probability Of Selling In Months

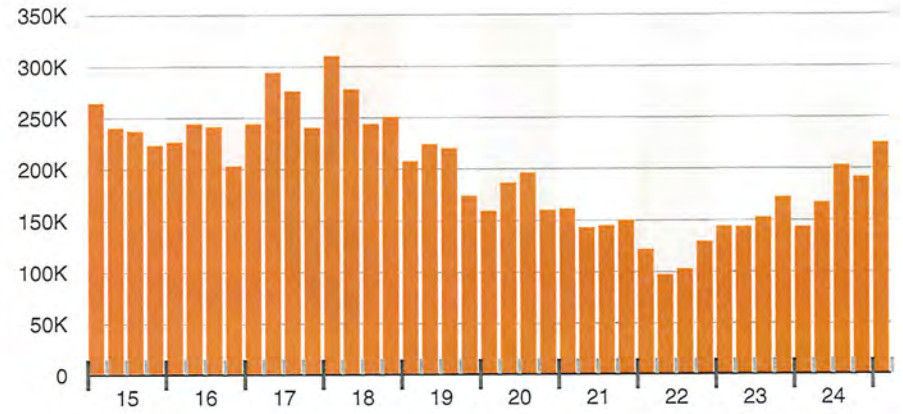


Search Analytics

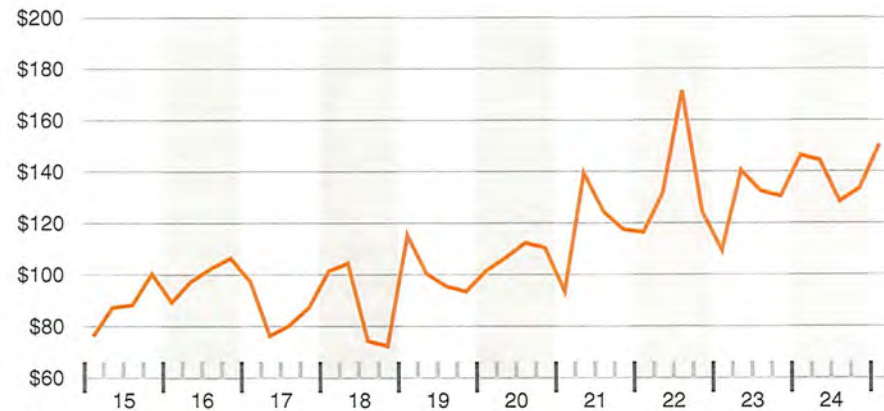
For Sale Total Listings



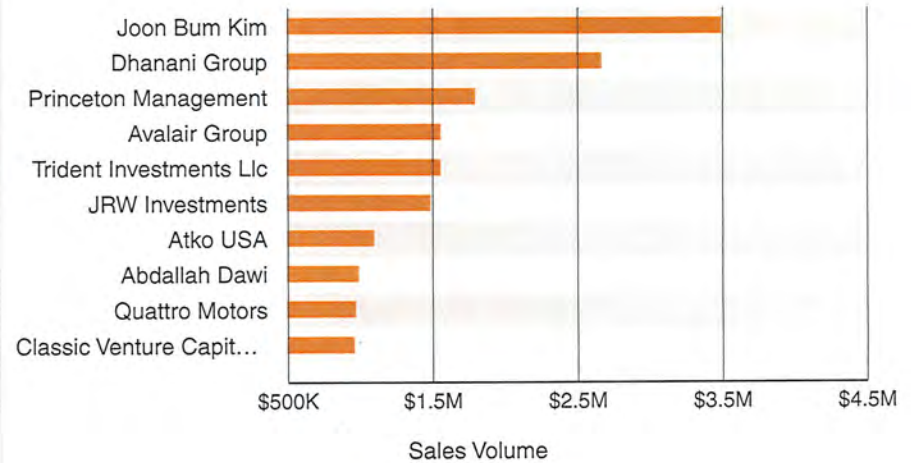
For Sale Total SF



For Sale Asking Price Per SF

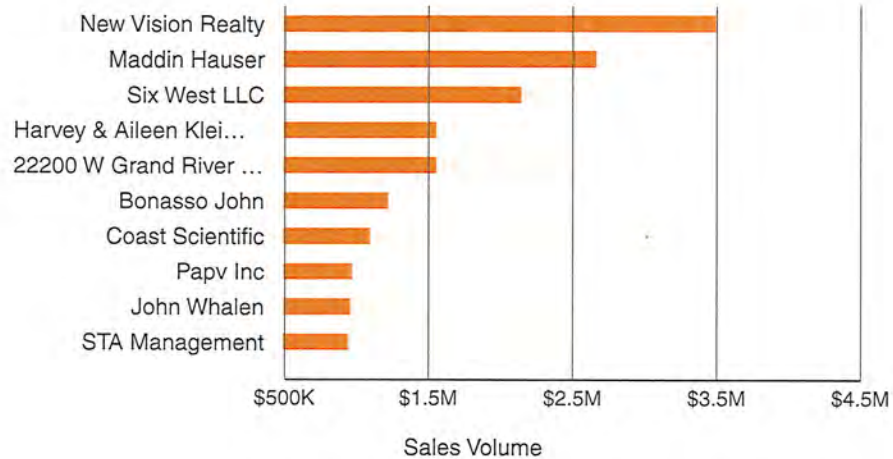


Top Buyers

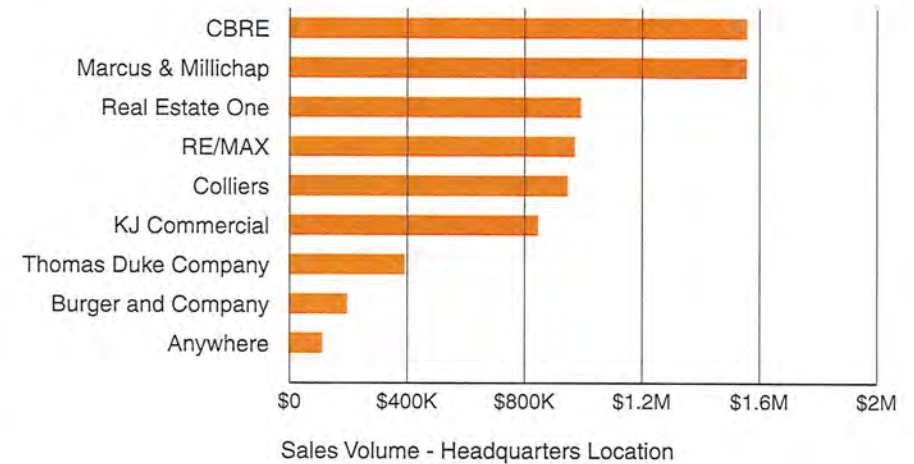


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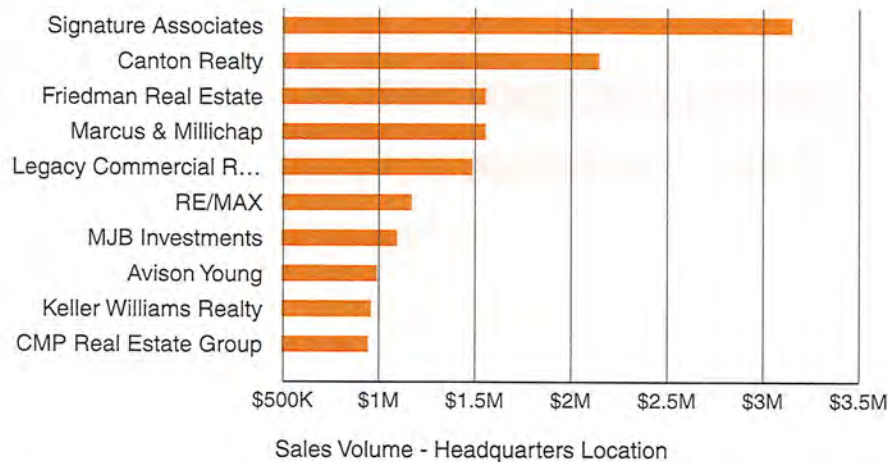
Top Sellers



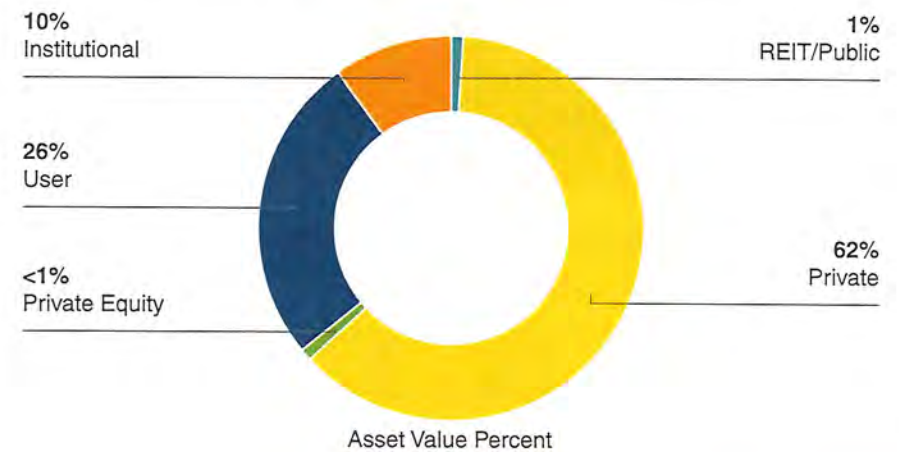
Top Buyer Brokers



Top Seller Brokers

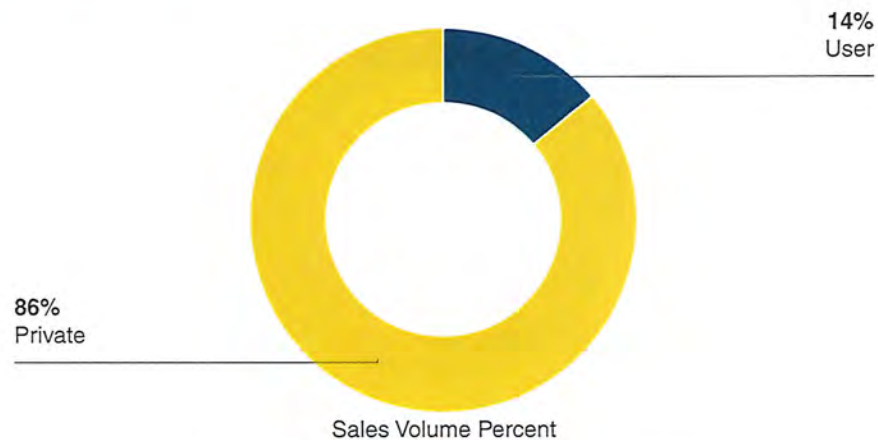


Asset Value By Owner Type

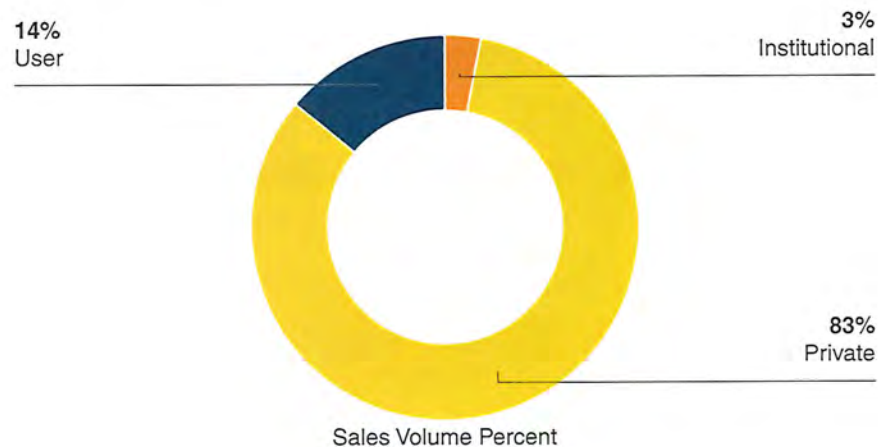


Search Analytics

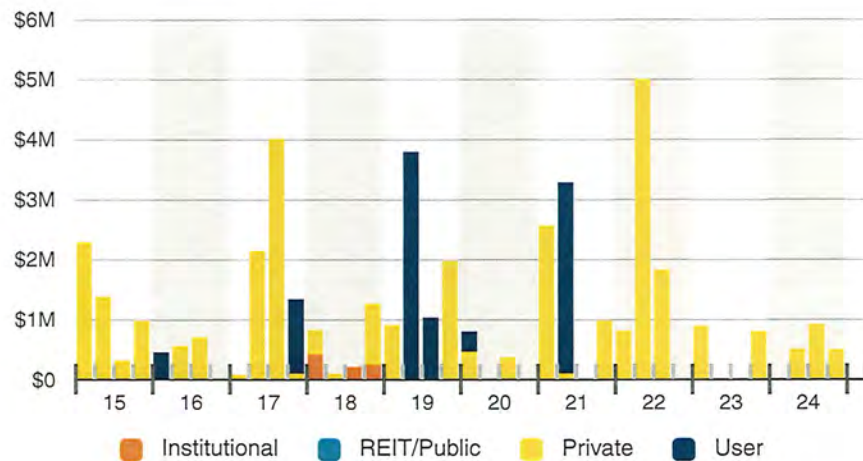
Sales By Buyer Type



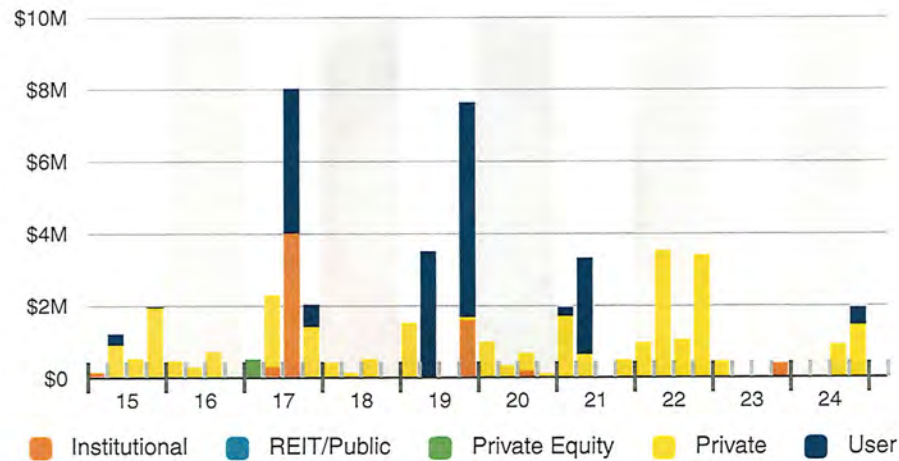
Sales By Seller Type



Sales Volume By Buyer Type

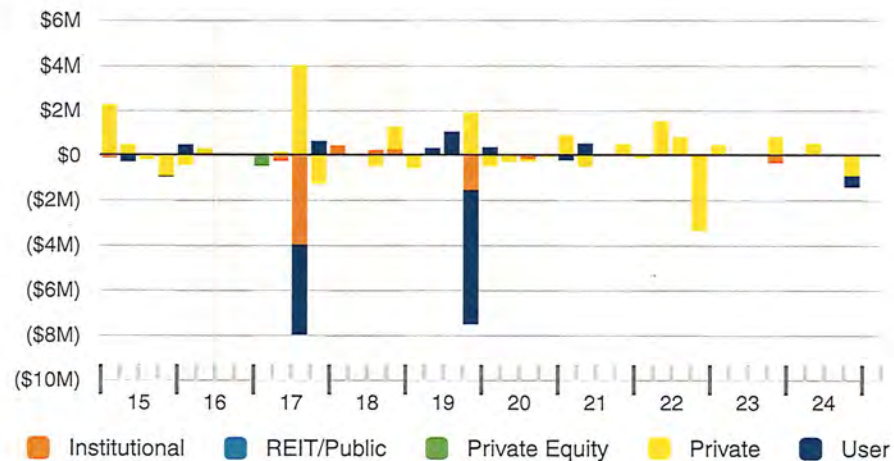


Sales Volume By Seller Type

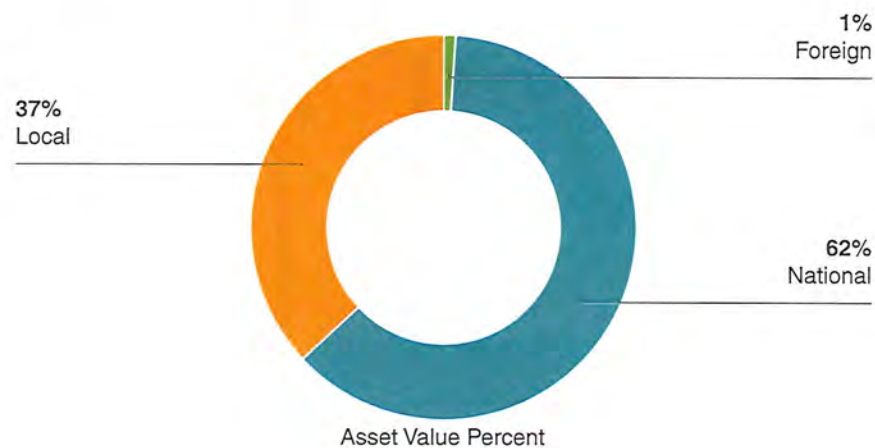


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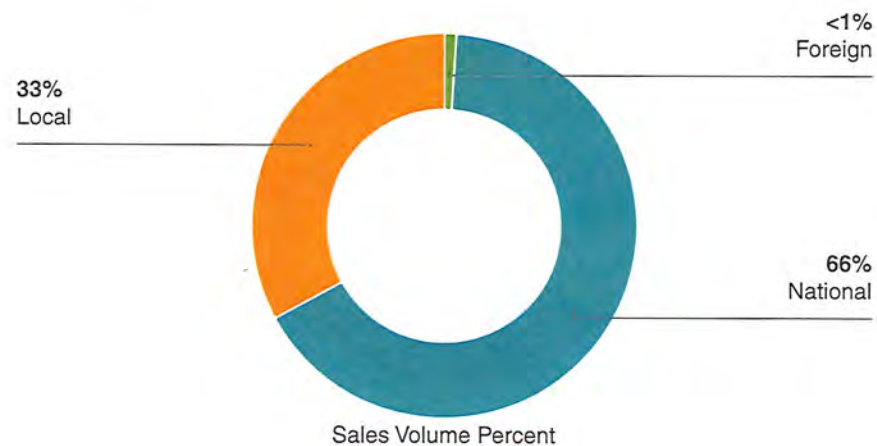
Net Buying & Selling By Owner Type



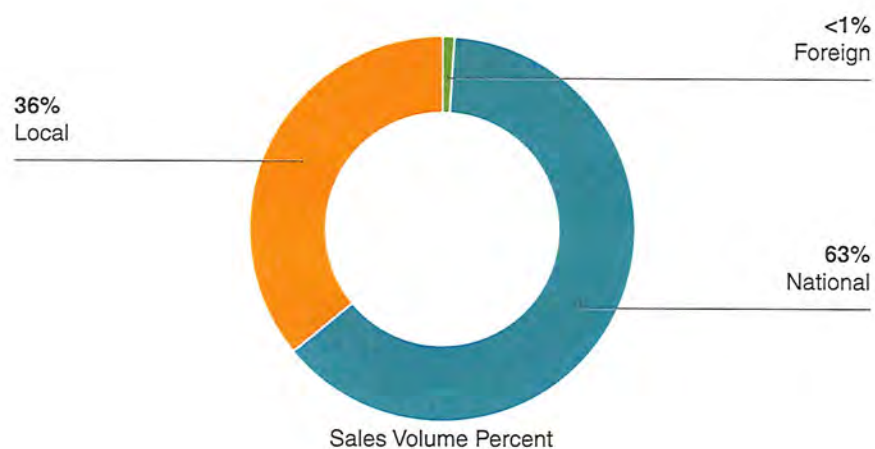
Asset Value By Owner Origin



Sales Volume By Buyer Origin



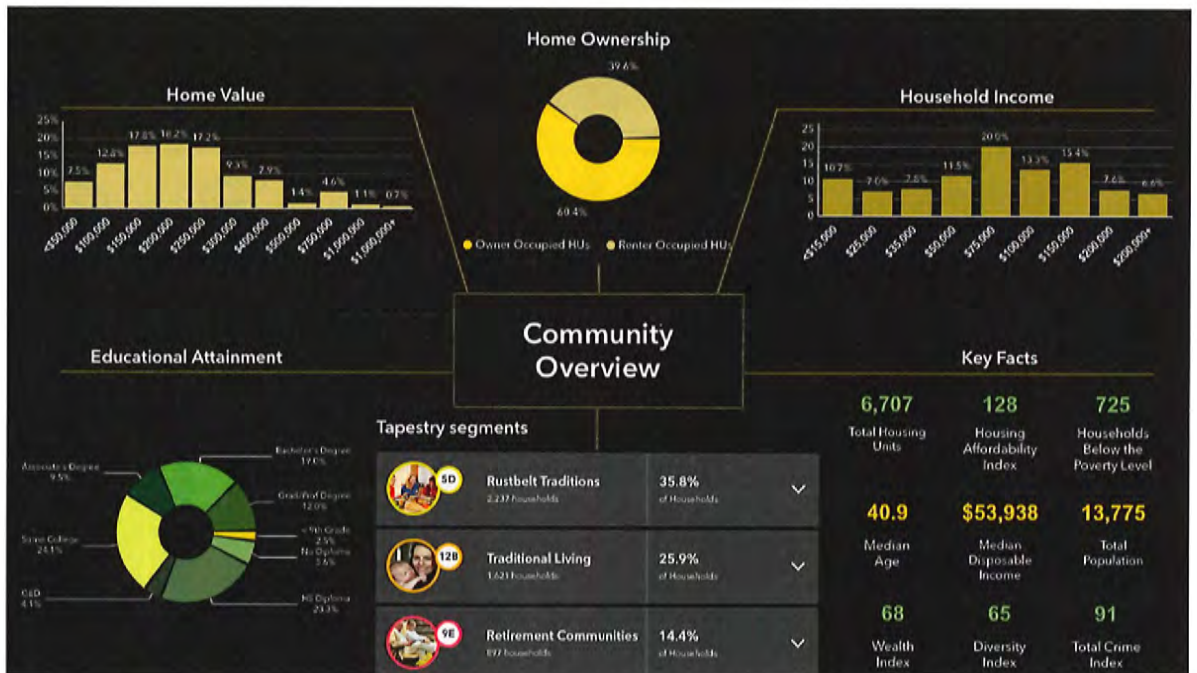
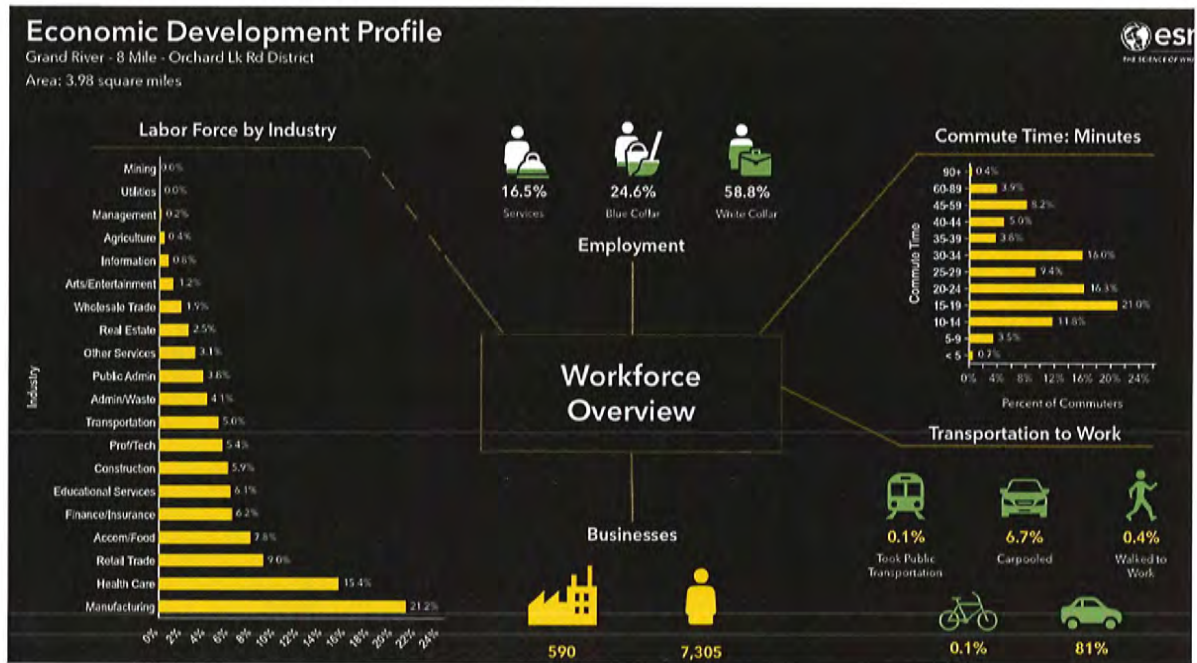
Sales Volume By Seller Origin





Appendix D



Appendix E



Appendix F

LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?


Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.



TAPESTRY SEGMENTATION

Don't forget to segment by...

Note: This index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRG Research.




LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.




TAPESTRY SEGMENTATION

Don't forget to segment by...

Note: This index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRG Research.

Appendix G



LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?


Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefiting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



TAPESTRY SEGMENTATION

www.tapestrysegmentation.com

Note: The index represents the ratio of the segment to the US rate multiplied by 100. Consumer preferences are extrapolated from data by MHI Services.



LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

OUR NEIGHBORHOOD

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.



TAPESTRY SEGMENTATION

www.tapestrysegmentation.com

Note: The index represents the ratio of the segment to the US rate multiplied by 100. Consumer preferences are extrapolated from data by MHI Services.

Appendix H



LifeMode Group: Senior Styles

Retirement Communities

9E



Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: \$40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name-brand drugs.



Note: This index represents the rate of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI, Inc. Source.



LifeMode Group: Senior Styles

Golden Years

9B



Households: 1,657,400

Average Household Size: 2.06

Median Age: 52.3

Median Household Income: \$71,700

WHO ARE WE?

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06 (Index 80).
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.


SOCIOECONOMIC TRAITS

- Golden Years residents—22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits.
- Labor force participation is somewhat low at 56% (Index 89), due to residents reaching retirement.
- Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly two out of three households, earned income is available from investments (Index 171), Social Security benefits (Index 146), and retirement income (Index 144).
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.



Note: This index represents the rate of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI, Inc. Source.

Appendix I



LifeMode Group: Senior Styles

Golden Years

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Median Household Income: \$71,700

WHO ARE WE?


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- These consumers are well connected. Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.



Note: The findings presented the size of the neighborhood by the US, one compiled by FBI. Cultural performance are attributed from data by the US Census.



LifeMode Group: Hometown

Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: \$23,900

WHO ARE WE?


Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (index 70), public transportation is available, and Medicaid assists families in need.

OUR NEIGHBORHOOD

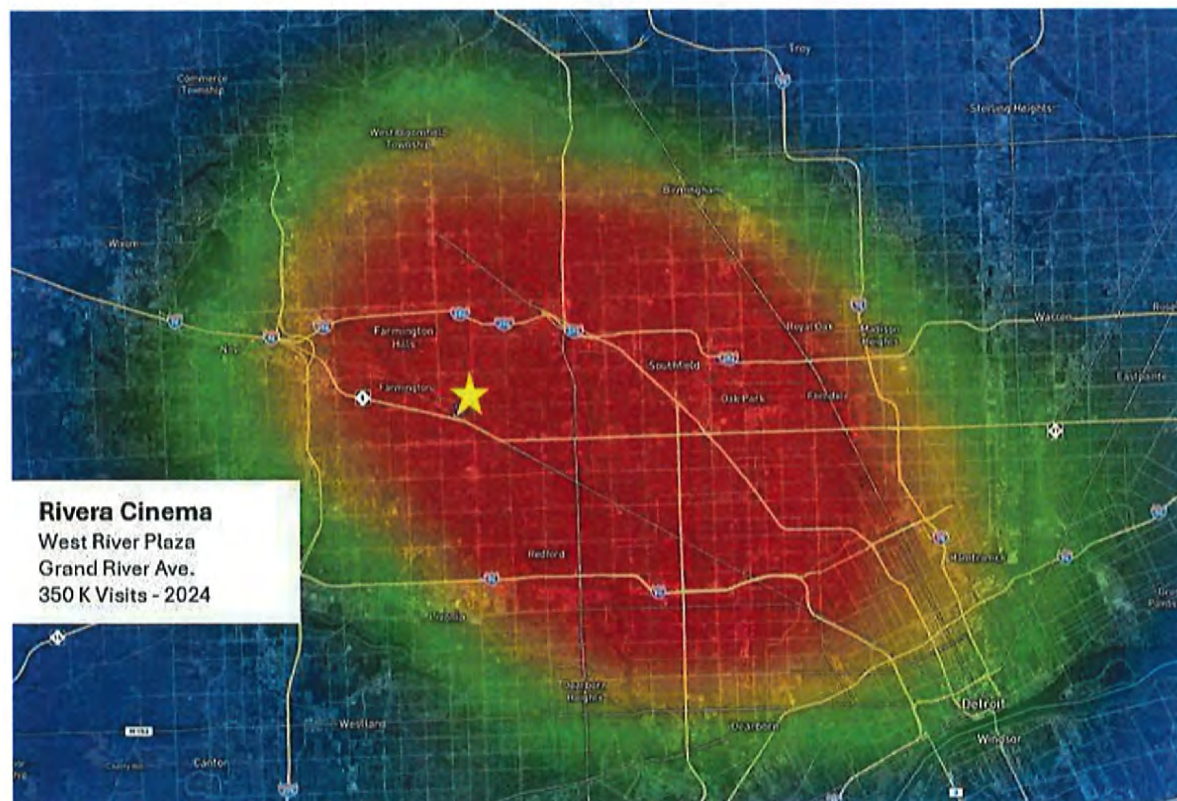
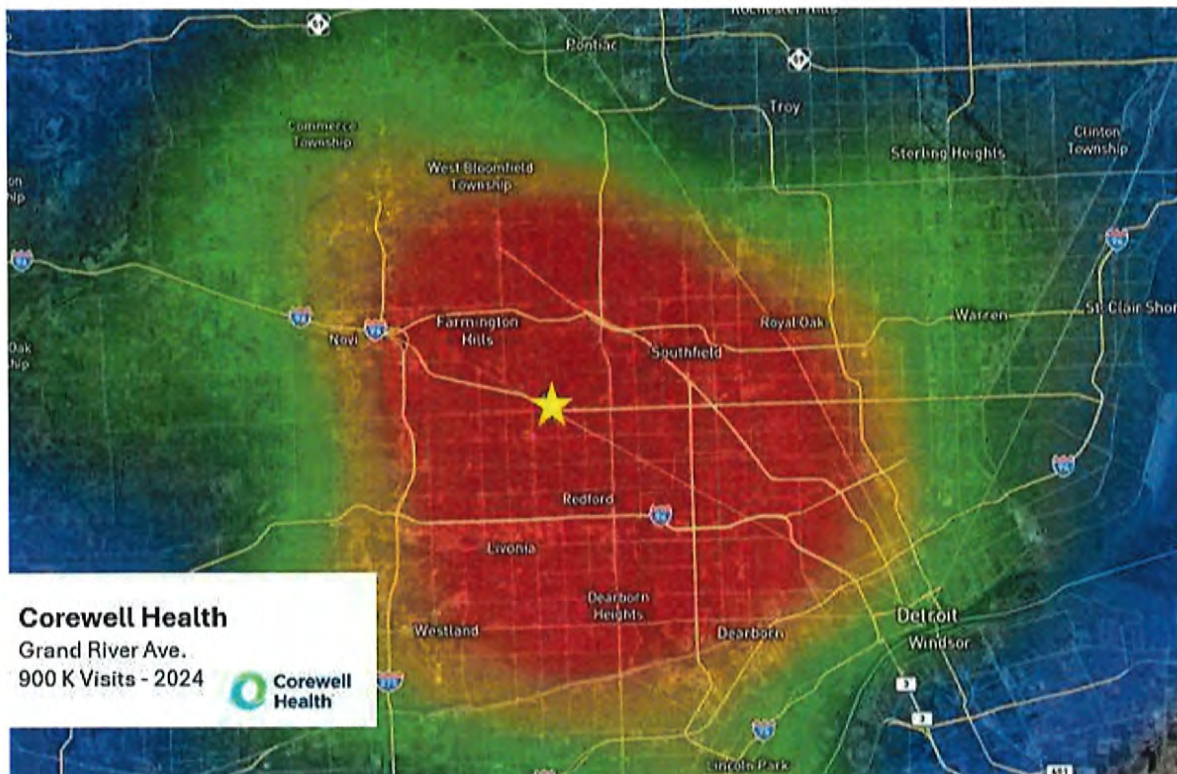
- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking, or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is 50%.
- Income is less than half of the US median income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

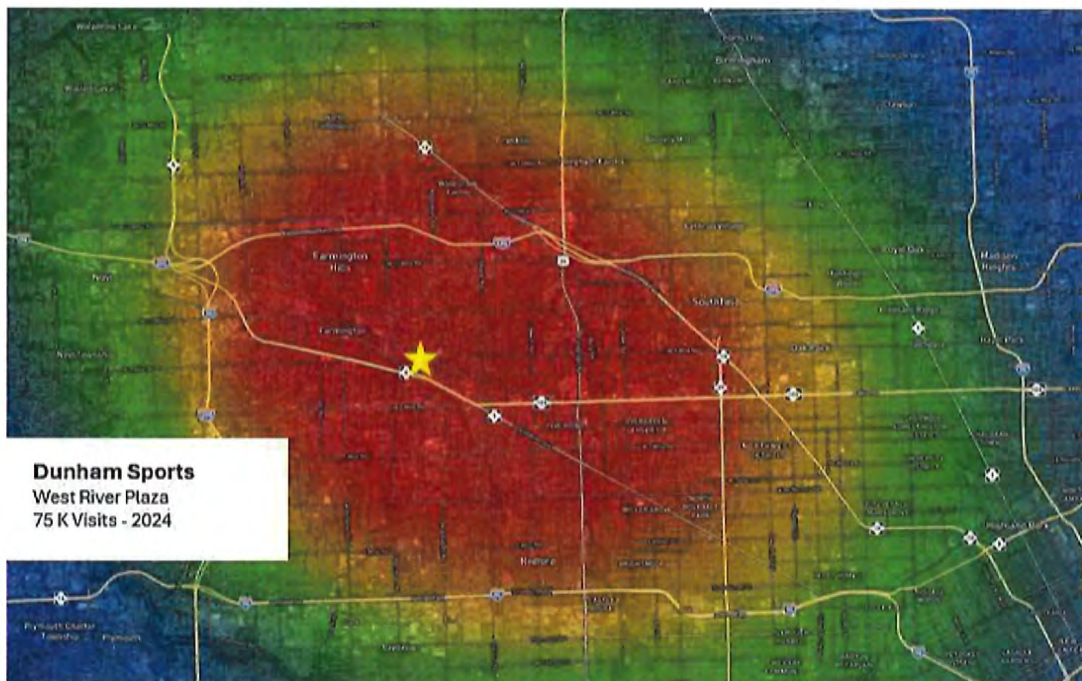
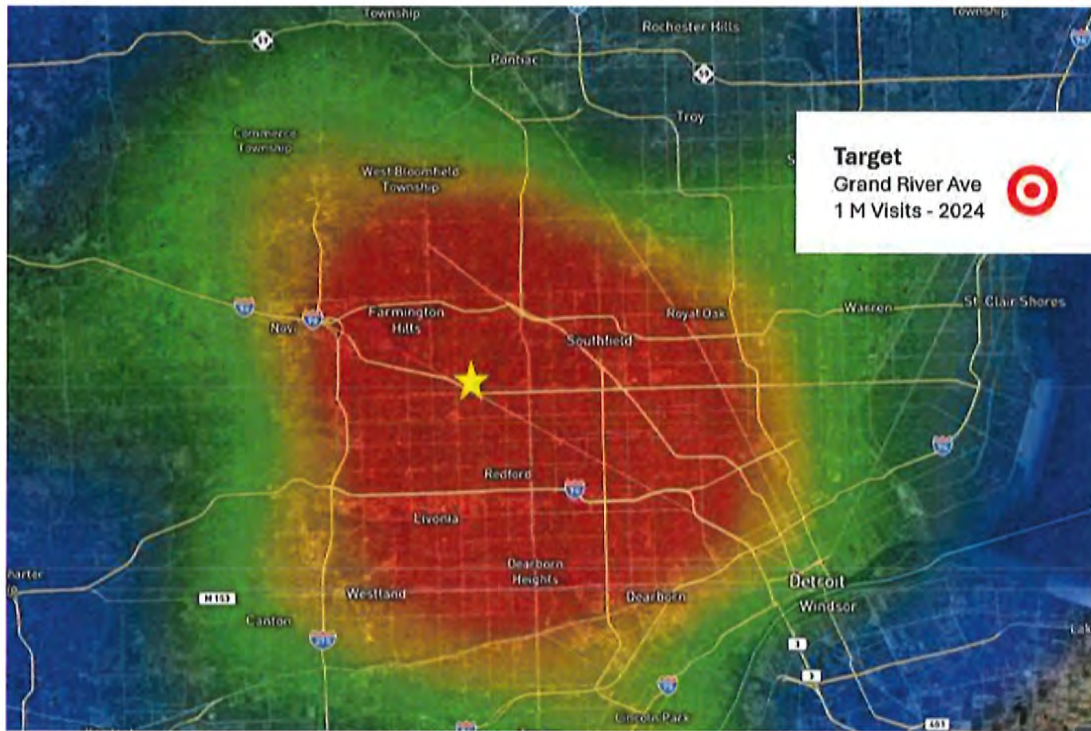


Note: The information presented is the size of the neighborhood by the US, one compiled by FBI. Cultural performance are attributed from data by the US Census.



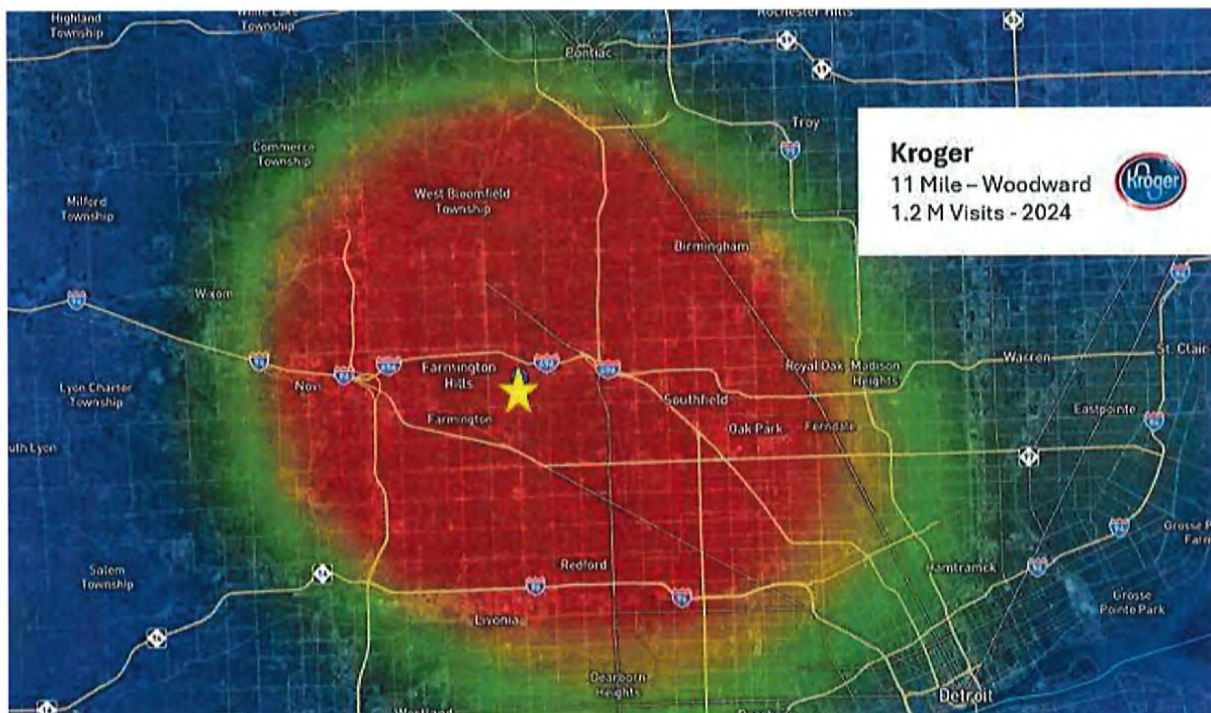
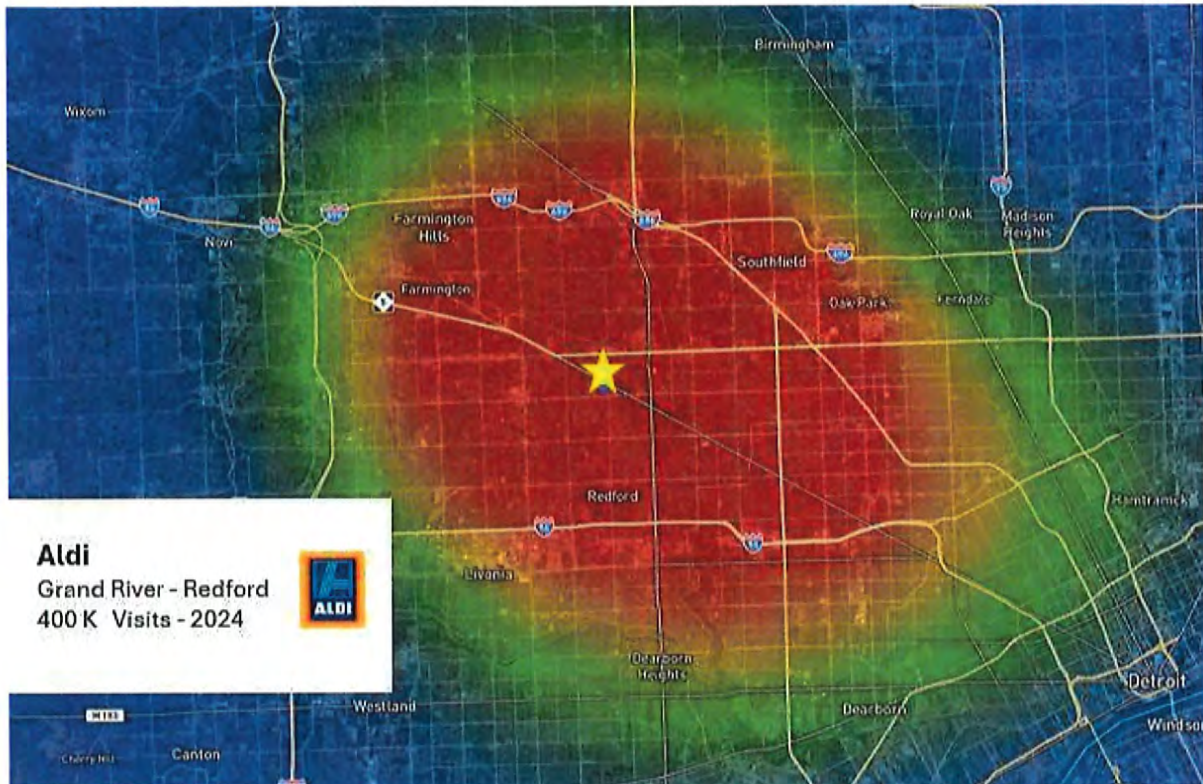
Appendix K

West River Shopping Center Grand River Avenue

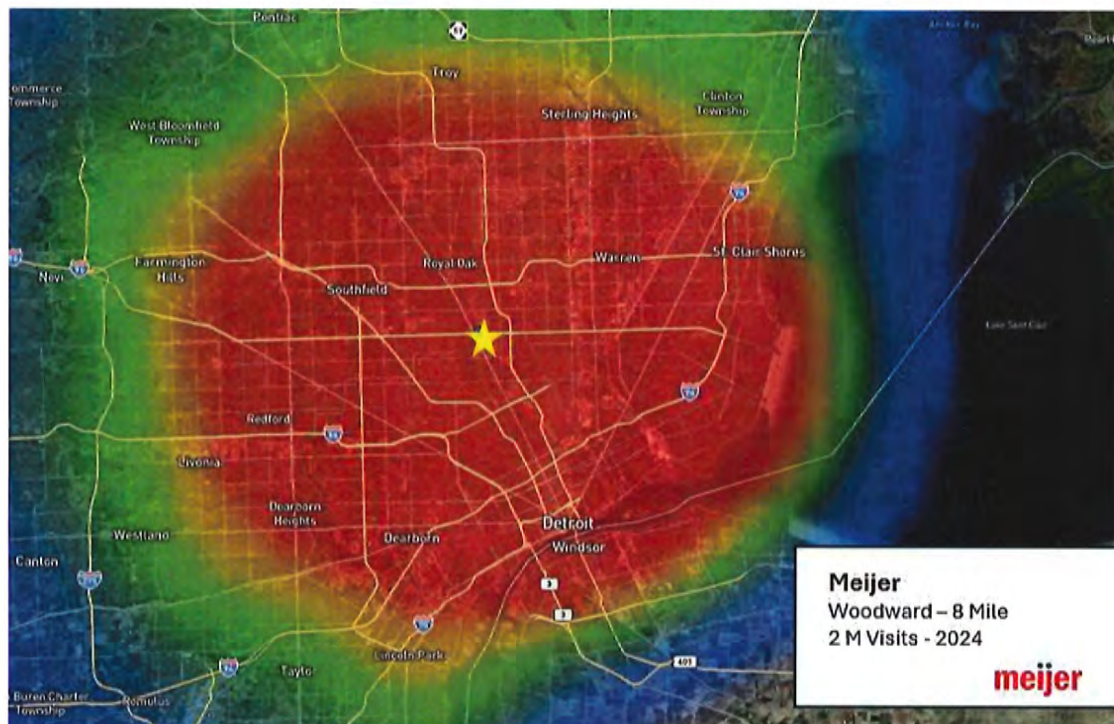
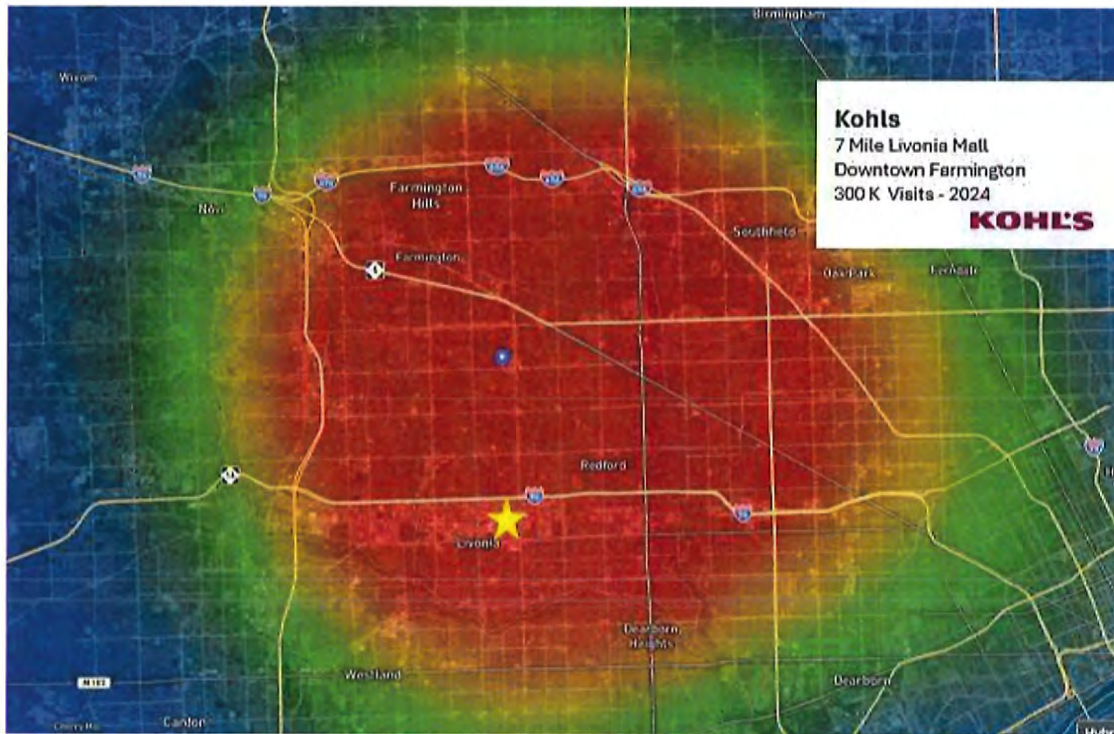


Appendix H

Outside Grand River Ave. District



Appendix I



12 Mile and Orchard Lake Road Corridors Market Study



119 Pine Street, Suite 400
Seattle, Washington 98101
206.523.6683



Memorandum

To: Tia Brockway, City of Farmington Hills
From: Elliot Weiss, Project Manager & Chris Mefford, President & CEO
Date: February 28, 2025
Re: 12-Mile Rd & Orchard Lake Rd Market Report Study Area

BACKGROUND & PURPOSE OF THIS MEMO

The 12 Mile Road and Orchard Lake Road Corridors are two of Farmington Hills' most active commercial corridors. They bisect near the geographic center of the city, and as such serve in effect as central to the community. Automotive, tech, and financial headquarters, R&D centers, and corporate campuses dot 12 Mile, while auto-oriented and big-box retail, residential, and healthcare and other services surround the intersection with, and along, Orchard Lake Road.

This memorandum introduces the 12 Mile Corridor and the Orchard Lake Corridor as part of the broader effort to develop the 12 Mile and Orchard Lake Corridors Plan. Building upon recent Master Planning and Community Planning initiatives by the City of Farmington Hills, this memorandum provides an overview of existing conditions of the two corridors, incorporating maps and quantitative data.

The Key Findings below summarize the existing conditions of each corridor and describe the unique character of each focus area by exploring land uses, characteristics of the built environment, and key tenants and anchor institutions.

Full analyses, supported by maps, graphs, and tables, are included in the **Technical Addendum** below.

KEY FINDINGS

Overview

- The 12 Mile Corridor spans 5 miles and 700 acres, while the Orchard Lake Corridor covers 3 miles and 350 acres.
- The 12 Mile Corridor extends along W 12 Mile Rd, from its intersection with Haggerty Rd on the west to Orchard Lake Rd on the east. The study area

primarily focuses on the land south of W 12 Mile Rd, bordered by I-696.
(Exhibit 1)

- The Orchard Lake Corridor runs along Orchard Lake Rd, stretching from W 11 Mile Rd in the south to W 14 Mile Rd in the north, and crossing both W 12 Mile Rd and I-696.(Exhibit 1)
- Together, they are major economic hubs in a predominantly residential city, hosting a range of businesses, services, and cultural destinations.

Exhibit 1. Overview of Study Areas, 2025



Source: CAI, 2025.

12 Mile Corridor

Focus Areas

- Focus Area A (bounded by W 12 Mile Rd to the North, Halsted Rd to the East, Hills Tech Dr to the South and Haggerty Rd to the West.) features a mix of R&D, commercial, and flex industrial businesses, including major tenants like Nissan Technical Center and Bosch. Office spaces dominate along 12 Mile Rd, with industrial uses behind them.

- The eastern half of Focus Area B ((between W 12 Mile Rd and I-696, bounded to the West by Halsted Rd and to the East by Farmington Rd.) includes large corporate campuses (e.g., Mercedes-Benz, Comerica's Great Lakes Campus, the institution's largest corporate office, along with one of Michigan's "most sustainable, new developments" the Japan Solderless Terminal's (JST) Engineering Campus, currently under construction.) some large, often low-occupancy, office buildings, and some undeveloped parcels. The western half of the focus area includes office focused superblocks with parcel connectivity challenges.
- Focus Area C (bounded by Farmington Rd to the West and crosses Orchard Lake Rd and includes the parcels to the East until the border between Orchard Business Center parcels and those of Cordoba Apartments) has a mixture of uses including retail, hotels, multifamily housing, and institutional uses. It includes the intersection of 12 Mile and Orchard Lake, with retail and service uses such as gas stations and eateries.

Land Uses

- Commercial/Office land uses dominate in the 12 Mile Corridor, covering 49% of the corridor (340 acres), with a mix of office, retail, and industrial spaces. The character of these commercial and office spaces differs greatly in each focus area.
- Industrial uses account for 29% (205 acres) of land within the 12 Mile Corridor, largely concentrated within Focus Area A.
- Multifamily residential uses within the 12 Mile Corridor are focused within Focus Area C, representing 45 acres spread across 5 parcels.

Built Environment

- 12 Mile Road experiences moderate traffic levels, typically between 15,001 and 30,000 vehicles per day. While this is lower than the traffic volumes observed on Orchard Lake Road north of I-696, it demonstrates that 12 Mile Road plays a significant role in the area and is served by several surrounding arterials (including 13 Mile Road, Farmington Road, Halstead Road, and Haggerty Road)
- Higher assessed property values per square foot are concentrated near commercial and institutional hubs, such as areas surrounding Orchard Lake Road or Hills Tech Drive.

Key Tenants

- Office businesses are the largest employment sector, with 349 businesses and 7,658 jobs (representing 48% of corridor employment).
- Industrial employment comprises 36% of employment within the 12 Mile Corridor (or 5,763 jobs), with major contributions from manufacturing.
- 59% of jobs in the 12 Mile Corridor are concentrated within Focus Area A, primarily including jobs in manufacturing and professional services.

Orchard Lake Corridor

Focus Areas

- Focus Area A (bounded to the North by W 14 Mile Rd and to the South by W 13 Mile Rd) is a regional retail hub anchored by stores like Aldi, Burlington Coat Factory, and TJ Maxx. It also includes some multifamily residential and local businesses.
- Focus Area B (bounded to the North by W 13 Mile Rd and to the South by W 12 Mile Rd) hosts a strong ethnic food and beverage cluster with cuisines such as Indian, Pakistani, and Syrian. It also is home to the Zekelman Holocaust Center and a variety of health care-focused office properties.
- Focus Area C (bounded to the North by I-696 and by Altadena Rd to the South) includes parcels of Oakland Community College along with some underdeveloped parcels along Orchard Lake Road, with limited commercial activity.

Land Uses

- Commercial/Office uses cover 44% of the Orchard Lake corridor, followed by single-family residential (25%).
- Multifamily residential uses within Orchard Lake corridor are concentrated in Focus Area A, while public/institutional uses (78 acres) are located within Focus Area C.

Built Environment

- Orchard Lake Road supports 30,001–50,000 vehicles/day, making it a critical north-south connector, and the highest traffic road in the area outside of the Interstate.
- Property values are highest in commercial hubs along Orchard Lake Road, while residential areas have lower values.

Key Tenants

- In the Orchard Lake corridor, office businesses employ 1,670 people, making up 39% of corridor employment.
- Retail accounts for 112 businesses and 1,178 jobs (27%), while Health Care and Social Assistance supports about 817 jobs (19%).
- The community also includes Oakland Community College and the Zekelman Holocaust Center

Technical Addendum: Supporting Analysis

STUDY AREAS OVERVIEW

The 12 Mile and Orchard Lake Corridors serve as economic hubs within a predominantly residential landscape. Aligning with Interstate 696 and intersecting with one another, the 12 Mile Corridor stretches approximately 5 miles and covers about 700 acres of land, while the Orchard Lake Corridor spans about 2 miles, covering around 350 acres of land. Together, they accommodate a diverse array of businesses, provide employment across many sectors, deliver essential services and amenities to local community members, and act as key retail and cultural destinations for the region.

Exhibit 2. Map of 12 Mile and Orchard Lake Corridors



Source: Farmington Hills, 2024; Michigan Open Data Portal, 2024; CAI, 2024.

12 Mile Corridor

The 12 Mile Corridor runs along W 12 Mile Rd from its intersection with Haggerty Rd in the west to Orchard Lake Rd in the east. The study area is

mainly concerned with the land south of W 12 Mile Rd, bounded by Interchange 696. Currently, this corridor is characterized by a concentration of corporate offices, many of which are adapting to changing workplace trends, such as remote work and building consolidations, as well as some new developments, including new Class A offices, some multi-family residential, and some R&D-focused or manufacturing businesses.

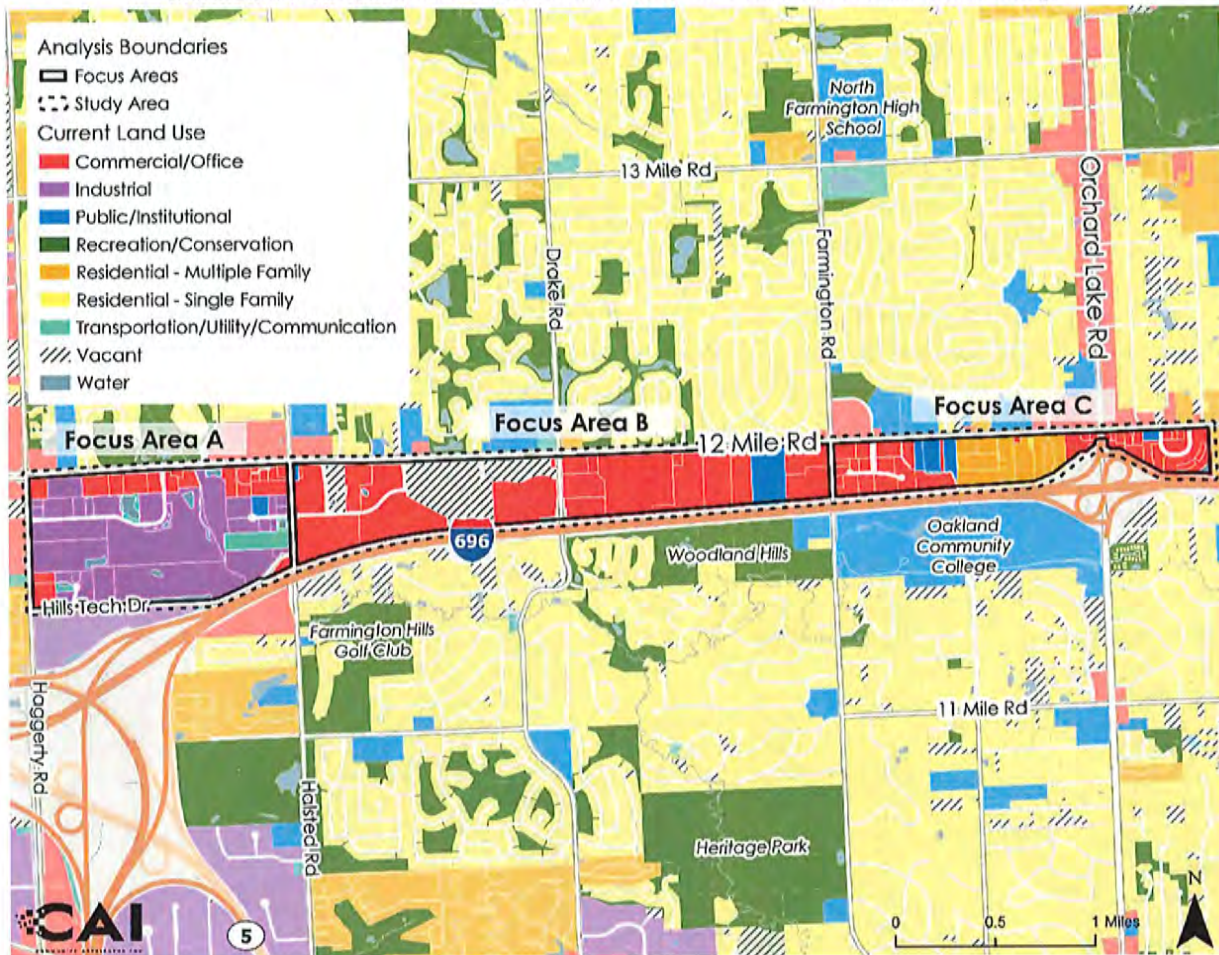
12 Mile Corridor Land Uses

Exhibit 3 and 3 depict current land uses by parcel for the 12 Mile Corridor, highlighting the corridor's three focus areas: A, B, and C. Focus Area A is predominantly made up of Industrial and Commercial/Office uses. Focus Area B includes a mix of Commercial/Office, Public/Institutional, and Vacant uses, some of which represent developable land. Focus Area B also features larger parcels than the other two focus areas, with an average parcel size of 11.6 as compared to 5.2 and 2.8 for Focus Areas A and C respectively. Focus Area C also features a mix of uses, but with a notable presence of multifamily residential uses. There are about 45 acres of multifamily residential uses in the corridor, spread across 5 parcels, all of which can be found in Focus Area C.

Across the 12 Mile Corridor, Commercial/Office uses comprise the largest area, with 75 parcels covering 340 acres. This accounts for 49% of land within the corridor and extends across all three focus areas. The Commercial/Office land use category given here does not differentiate between commercial, retail, and office spaces, however, the quality of this space differs greatly in and among the various focus areas. This analysis further teases out the experience and roles of each focus area by diving into what uses, businesses, and major anchors are present in the **12 Mile Corridor Key Tenants** section.

Industrial uses are the second most common in the 12 Mile Corridor, encompassing 27 parcels and 205 acres, representing 29% of the total area. However, the industrial uses are concentrated exclusively in Focus Area A. Public / Institutional uses make up 5% of the corridor,

Exhibit 3. 12 Mile Corridor Parcels and Current Land Uses Map



Source: Oakland County Open Data Portal, 2024; CAI, 2025.

Exhibit 4. 12 Mile Corridor Parcels and Current Land Uses Table

Land Use Type	Parcels	Total Acres	Share	Avg. Parcel Size (Acres)
Commercial/Office	75	340.4	49%	4.5
Industrial	27	204.7	29%	7.6
Public/Institutional	5	78.0	5%	15.6
Residential - Multiple Family	5	45.2	8%	9.0
Residential - Single Family	1	0.6	6%	0.6
Transportation/Utility/Communication	5	16.6	0%	3.3
Vacant	4	59.5	2%	14.9
Grand Total	124	700.1	100%	5.6
Focus Area A	52	271.6	39%	5.2
Focus Area B	26	301.3	43%	11.6
Focus Area C	46	127.1	18%	2.8

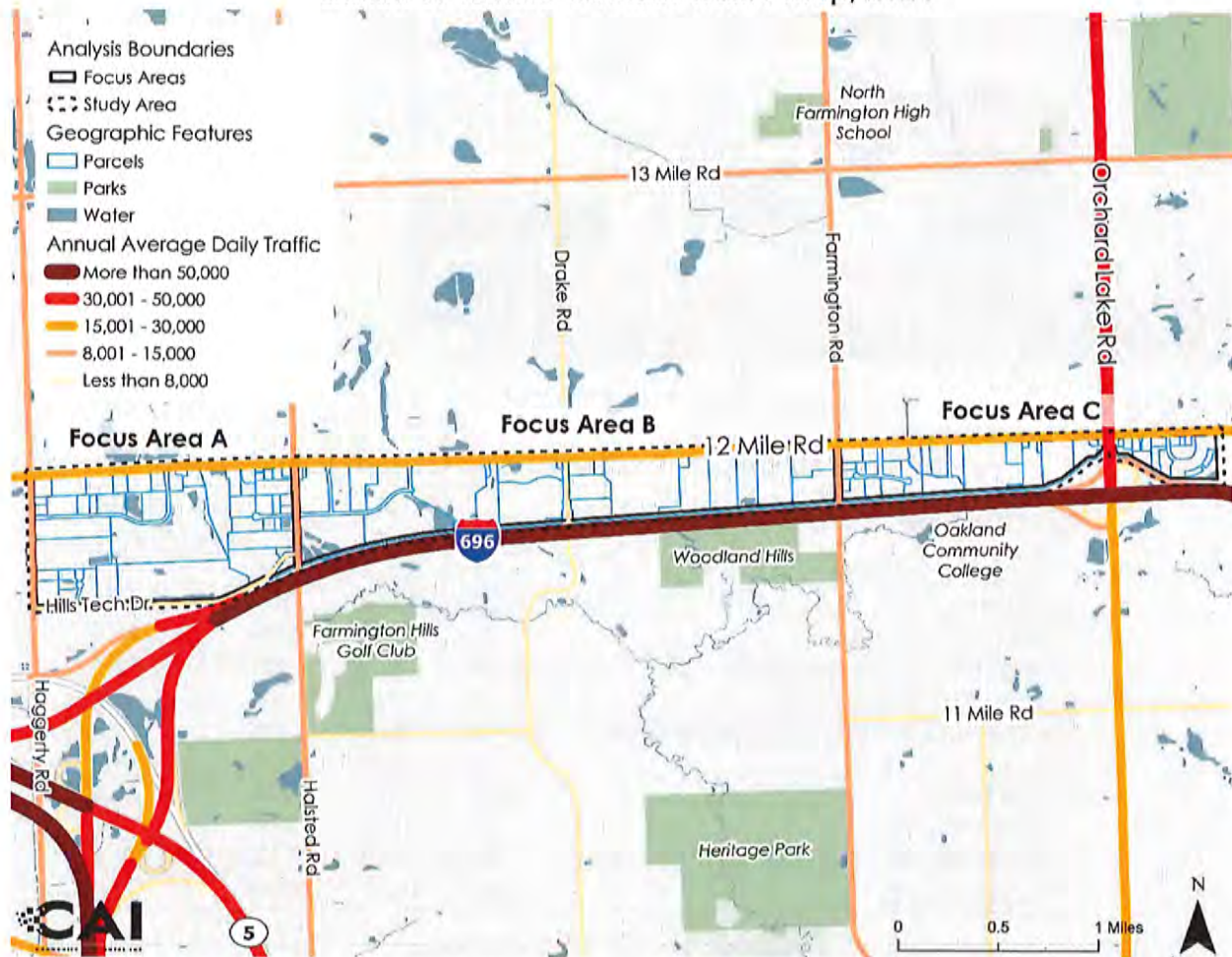
Source: Oakland County Open Data Portal, 2024; CAI, 2025.

12 Mile Corridor Built Environment

Exhibit 5 presents the annual average daily traffic volumes along the 12 Mile Corridor and surrounding major roadways. As expected, I-696 carries the highest traffic levels, with over 50,000 vehicles daily, serving as a critical east-west thoroughfare through the corridor. Orchard Lake Road stands out as a prominent north-south route intersecting the corridor, with daily traffic volumes ranging from 30,001 to 50,000 vehicles.

12 Mile Road, the centerpiece of the corridor, experiences moderate traffic levels, typically between 15,001 and 30,000 vehicles per day. While this is lower than the traffic volumes observed on Orchard Lake Road north of I-696, it demonstrates that 12 Mile Road plays a significant role in the area and is served by several surrounding arterials. 13 Mile Road, Farmington Road, and Haggerty Road each see daily volumes between 8,001 and 15,000 vehicles.

Exhibit 5. 12 Mile Corridor Traffic Map, 2024



Source: Michigan Department of Transportation, 2023; Oakland County Open Data Portal, 2024; CAI, 2025.

Exhibit 6 illustrates assessed property values across the 12 Mile Corridor study area and its three focus areas. Overall, assessed property values within the 12 Mile Corridor vary greatly parcel to parcel. The highest assessed property values (above \$14.79 million) are concentrated near commercial and institutional hubs, and include tenants such as Nissan Technical Center, Comerica Great Lakes Campus, and the Mercedes Benz Research/Development Offices. In contrast, most residential areas north and south of 12 Mile Road are valued below \$265,160, reflecting typical suburban residential valuations. Within Focus Area A, values near Hills Tech Drive also trend higher, indicating the presence of more valuable commercial or industrial developments. The assessed value of parcels within Focus Area B vary greatly, anywhere from \$265,160 to more than \$14.79 million.

Exhibit 6. 12 Mile Corridor Assessed Values Map, 2024

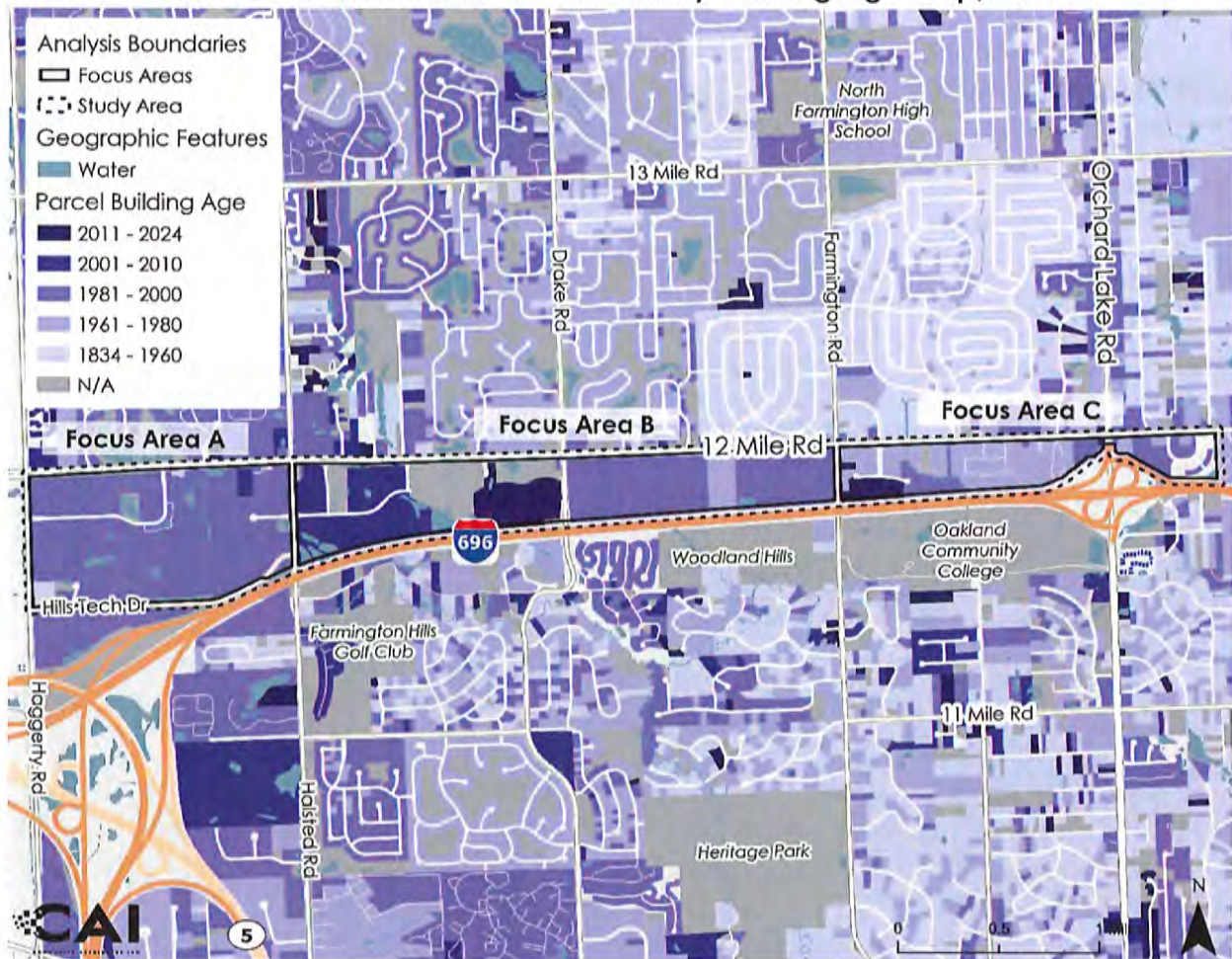


Source: Oakland County Open Data Portal, 2024; CAI, 2025. Includes both land and improvements assessed values.

Exhibit 7 uses color gradations to represent the construction periods of buildings within parcels within and around the 12 Mile Corridor study area.

Much of the development within the corridor occurred between 1961 and 1980, particularly along 12 Mile Road and near Hills Tech Drive in Focus Area A. Newer developments, constructed between 2011 and 2024, are more limited but are visible near key intersections and within commercial hubs, such as areas adjacent to Orchard Lake Road in Focus Area C. Older parcels dating to before 1960 are scattered across the residential neighborhoods north and south of the corridor, reflecting long-established suburban areas. Of the 12 Mile Corridor focus areas, Focus Area B shows the highest concentration of more recent construction, while Focus Area C has the highest concentration of parcels with buildings constructed before 1981.

Exhibit 7. 12 Mile Corridor Parcels by Building Age Map, 2024



Source: Farmington Hills Open Data Portal, 2024; CAI, 2025.

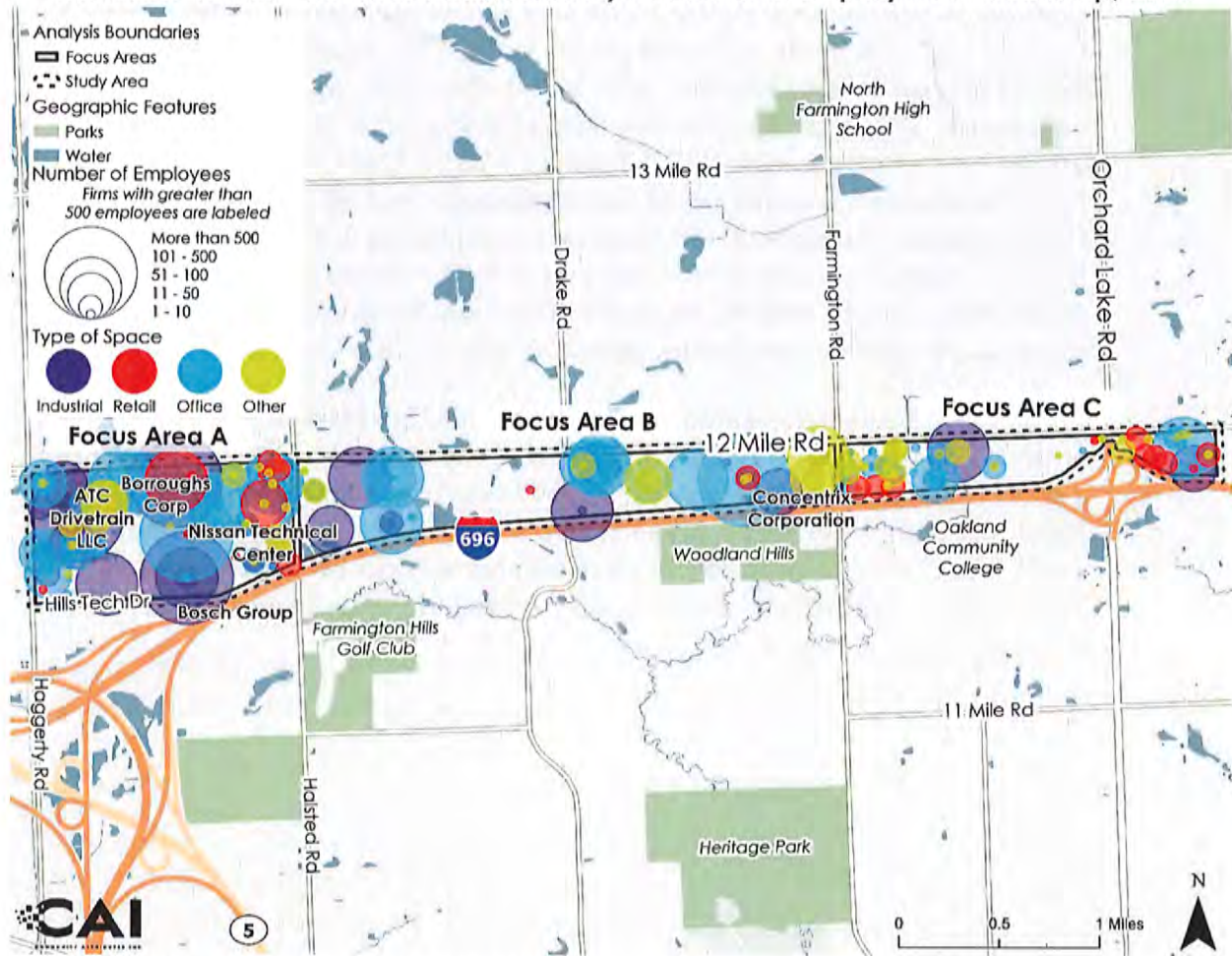
12 Mile Corridor Key Tenants

Exhibit 8 and 9 provide an overview of businesses within the 12 Mile Corridor, highlighting their distribution by sector and employment size. Office businesses are the most prevalent, comprising 349 businesses (53% of the total) and employing 7,658 people, representing 48% of total employment

in the corridor. The majority of office employment within the 12 Mile Corridor is provided by businesses which fall under NAICS Code 54, or Professional, Scientific or Technical Services. The industrial sector is the second-largest by employment, with 5,763 jobs (36%), spread across 104 businesses. The majority of industrial employment in the corridor is attributed to businesses which fall under NAICS Code 33, or Manufacturing. Retail businesses account for 44 establishments and 937 jobs, while the Other category consists of 158 businesses employing 1,556 people. The top NAICS Codes represented by employment in the Retail and Other sectors are 44, or Retail Trade, and 62, or Health Care and Social Assistance. Together, these make up 9% of total employment in the 12 Mile Corridor.

Focus Area A hosts the highest concentration of businesses and employment, with 251 businesses and 9,414 jobs (59% of the total employment). More than a third (36%) of all employment within Focus Area A can be attributed to Manufacturing jobs. Focus Areas B and C account for 4,586 jobs (29%) and 1,914 jobs (12%), respectively. 41% of employment in Focus Area B is in the Professional, Scientific and Technical Services industry sector, while employment in Focus Area C is more varied.

Exhibit 8. 12 Mile Corridor Businesses by Sector and Employment Size Map, 2024



Source: Esri Business Analyst, 2024; CAI, 2025.

Note: ESRI Business Analyst data quality depends on the reliability of sources, modeling assumptions, regional variability, and update frequency. Data might not reflect real-time changes and can vary in precision depending on the location.

Exhibit 9. 12 Mile Corridor Businesses by Sector and Employment Table, 2024

Business Sector	Businesses	Employment	Share
Industrial	104	5,763	36%
Retail	44	937	6%
Office	349	7,658	48%
Other	158	1,556	10%
Grand Total	655	15,914	100%
Focus Area A	251	9,414	59%
Focus Area B	190	4,586	29%
Focus Area C	214	1,914	12%

Source: Esri Business Analyst, 2024; CAI, 2025.

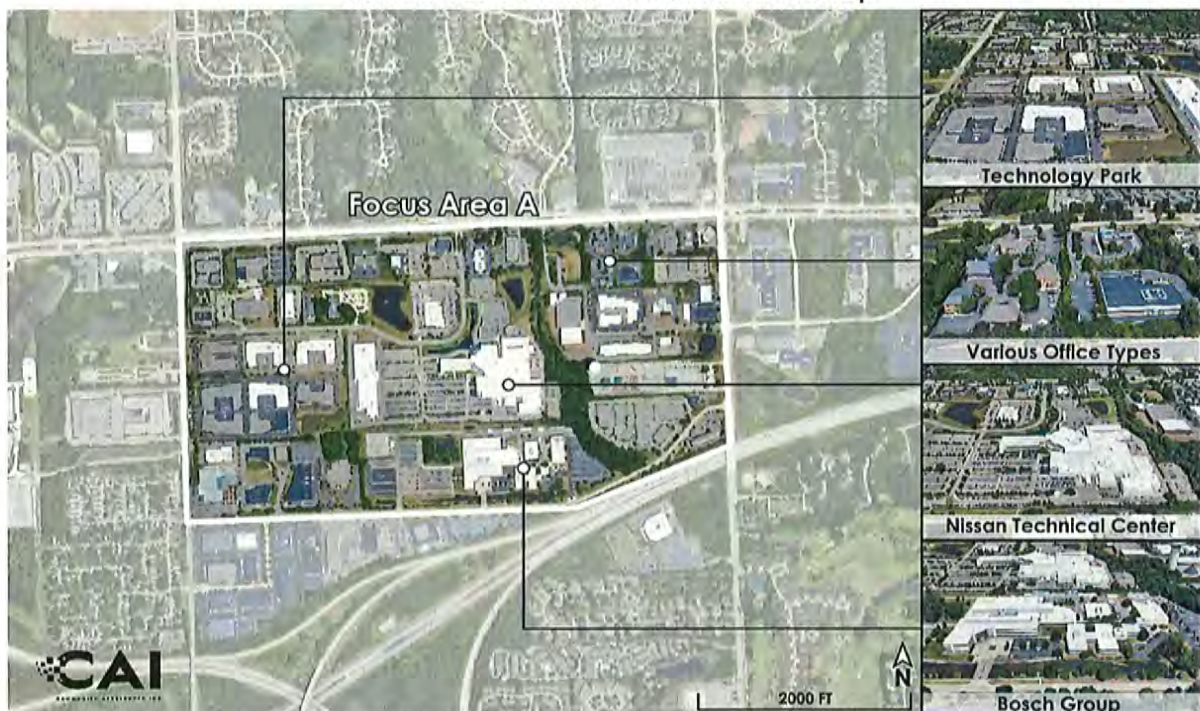
Focus Area A

Focus Area A within the 12 Mile Corridor is bounded by W 12 Mile Rd to the North, Halsted Rd to the East, Hills Tech Dr to the South and Haggerty Rd to the West. W 12 Mile Rd, along this focus area, is split by a landscaped median (**Exhibit 10**).

This focus area has a strong diversity of commercial and flex or light industrial businesses, with a focus on Research and Development (R&D). Key occupants include the Nissan Technical Center and Bosch. The area is built out with office spaces and industrial parks such as Technology Park. The businesses which front W 12 Mile Rd tend to be financial services in office spaces, such as banks, law firms, while more industrial leaning uses are tucked behind. Some tenants in these types of spaces include Aptive Environmental, Blue Chip Partners, Farmington Public Works, Advanced Turf Solutions, and Farmer Johns Home Garden & Fashion.

North of Focus Area A and W 12 Mile Rd, there is green space and a golf course, running through many single-family neighborhoods, a church, and a major grocer (Kroger). To the south, there are some more office and industrial spaces between Hills Tech Dr and Interchange 696.

Exhibit 10. 12 Mile Focus Area A Map



Source: Oakland County Open Data Portal, 2024; CAI, 2025.

Focus Area B

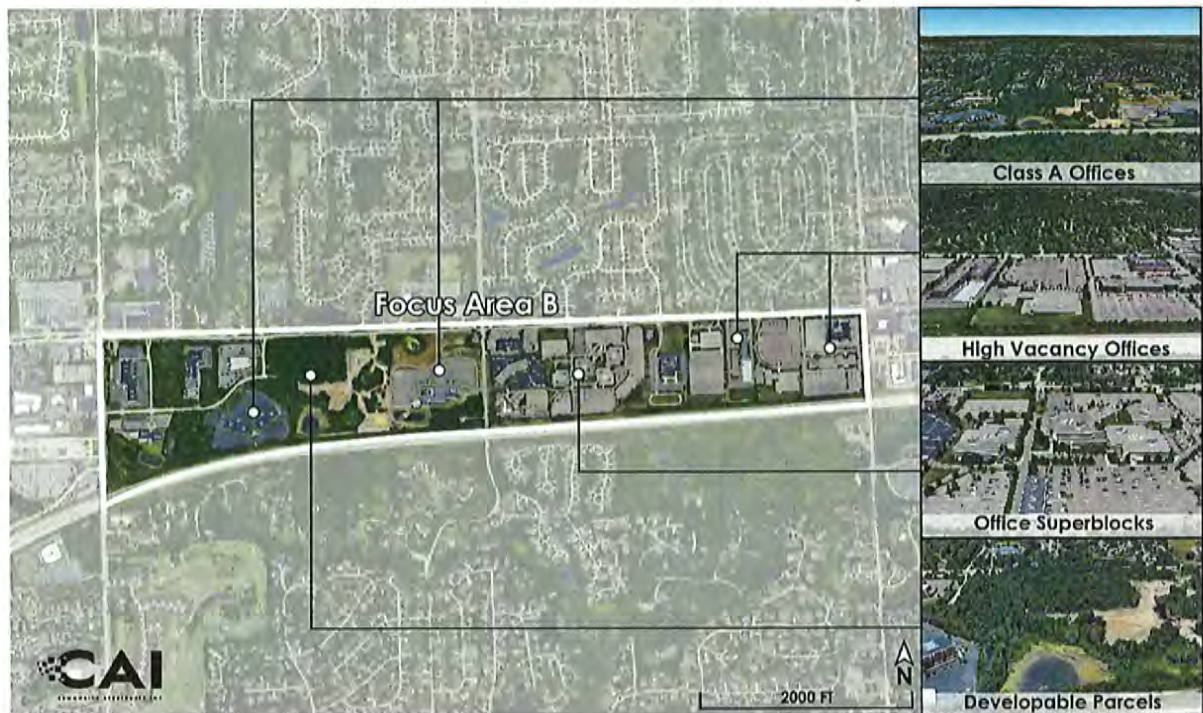
Focus Area B of the 12 Mile Corridor includes parcels between W 12 Mile Rd and I-696, bounded to the West by Halsted Rd and to the East by Farmington Rd. Most development along W 12 Mile Rd in Focus Area B is well removed from the road itself, buffered by parking lots and/or generous setbacks (**Exhibit 11**).

The eastern end of Focus Area B (east of Drake Road) is characterized by several large office buildings in succession, most of which have low or no occupancy. Tenants in these spaces largely include groups such as consulting firms, real estate agencies, brokerages, and accounting firms. There are a few manufacturing groups, such as the Akebono Brake Corporation and Lytle Medical Devices, and interestingly there is also the Global Headquarters of ZF Electronics & ADAS. Connectivity between the large parcels or super blocks, especially on the far east of the focus area, is challenging or limited.

The western half of Focus Area B (from Drake Road to Halsted Road) is host to a few major corporate campuses, some demonstrating real innovation. These campuses include Mercedes Benz, Comerica, and JST. Tree canopy remains significant here, and at least one major development site remains.

North of Focus Area B is largely developed by suburban style single family unit homes, though there is also the Muslim Community Mosque, a few small business spaces, and an assisted living center. South of the focus area is mostly made up of single-family neighborhoods and greenspaces.

Exhibit 11. 12 Mile Focus Area B Map



Source: Oakland County Open Data Portal, 2024; Google Maps, 2024; CAI, 2025.

Focus Area C

Focus Area C of the 12 Mile Corridor includes parcels between W 12 Mile Rd in the North and I-696 to the South. It is bounded by Farmington Rd to the West and crosses Orchard Lake Rd and includes the parcels to the East until the border between Orchard Business Center parcels and those of Cordoba Apartments (**Exhibit 12**).

Focus Area C represents a mix of uses. Uses throughout include commercial office uses, including a few particularly large offices east of Orchard Lake Rd, retail spaces, hotels (including Holiday Inn & Suites, Courtyard Detroit, and Fairfield Inn), and low-density multifamily residential uses, including apartments, condominiums, and senior living. In the center of the focus area there is a Farmington Community Library location and a U.S Post Office.

This focus area also includes the intersection of 12 Mile and Orchard Lake, just north of the main I-696 interchange. Three of the four corners in this critical intersection are each occupied by gas stations. Some small, locally-serving retail also populates the intersection, including some eateries, a car wash, and the Orchard 12 Retail Center.

North of this focus area, and north of W 12 Mile Rd, there is the Farmington STEAM Academy, a local retail center, local churches, and the Farmington Players performing arts theater, along with many single-family suburban

neighborhoods. South of this study area, and south of the I-696, is the Oakland Community College campus.

Exhibit 12. 12 Mile Focus Area C Map



Source: Oakland County Open Data Portal, 2024; Google Maps, 2024; CAI, 2025.

Orchard Lake Corridor

The Orchard Lake Corridor follows Orchard Lake Rd, running from W 11 Mile Rd in the south to W 14 Mile Rd in the north, crossing both W 12 Mile Rd and Interstate 696. This corridor is notable for its narrow parcels and a mix of cultural and civic destinations. Dining options along Orchard Lake Rd reflect the area's multicultural vibrancy, featuring Indian, Syrian, and Asian cuisines, among others. This corridor also offers destination retail as well as locally serving services and amenities.

Orchard Lake Corridor Land Uses

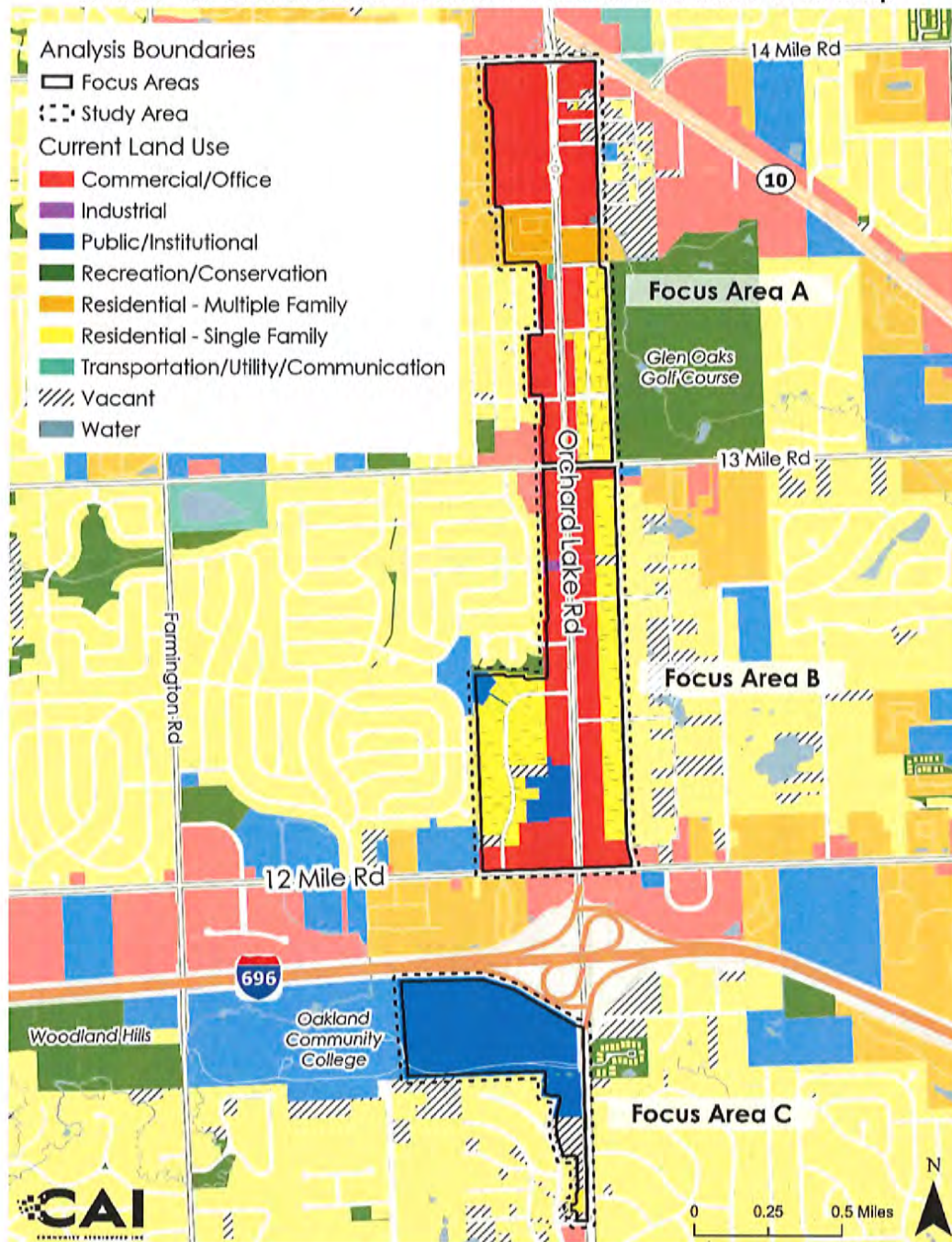
Exhibit 13 and 13 depict current land uses by parcel for the Orchard Lake Corridor, highlighting the corridor's three focus areas: A, B, and C. Commercial/Office is the dominant use in Focus Areas A and B, while single family residential uses are distributed across all areas, with a slight concentration in Focus Area B. Multifamily residential parcels, making up 17 acres in the Orchard Lake Corridor, are all located in Focus Area A. Public/Institutional uses, representing 78 acres of land, are primarily located in Focus Area C near Oakland Community College. Public/Institutional uses tend to have larger parcel sizes compared to other uses, averaging 15.6 acres per parcel.

Across Orchard Lake Corridor, the most prominent land use is Commercial/Office, consisting of 121 parcels spanning 155 acres. This makes up 44% of the total area. Single family residential uses rank second, with 148 parcels covering 87 acres, accounting for 25% of the total area.

As in the 12 Mile Corridor Land Use Map (**Exhibit 3**), the Commercial/Office land use category given here does not differentiate between commercial, retail, and office spaces, however, the quality of this space differs greatly in and among the various focus areas. This analysis further teases out the experience and roles of each focus area by diving into what uses, businesses, and major anchors are present in the **Orchard Lake Corridor Key Tenants** section.

Parcels in the Orchard Lake Corridor are generally smaller than those in the 12 Mile Corridor, averaging 1.1 acres compared to 5.6 acres in the 12 Mile Corridor.

Exhibit 13. Orchard Lake Corridor Parcels and Land Uses Map



Source: Oakland County Open Data Portal, 2024; CAI, 2025.

Exhibit 14. Orchard Lake Corridor Parcels and Land Uses Map

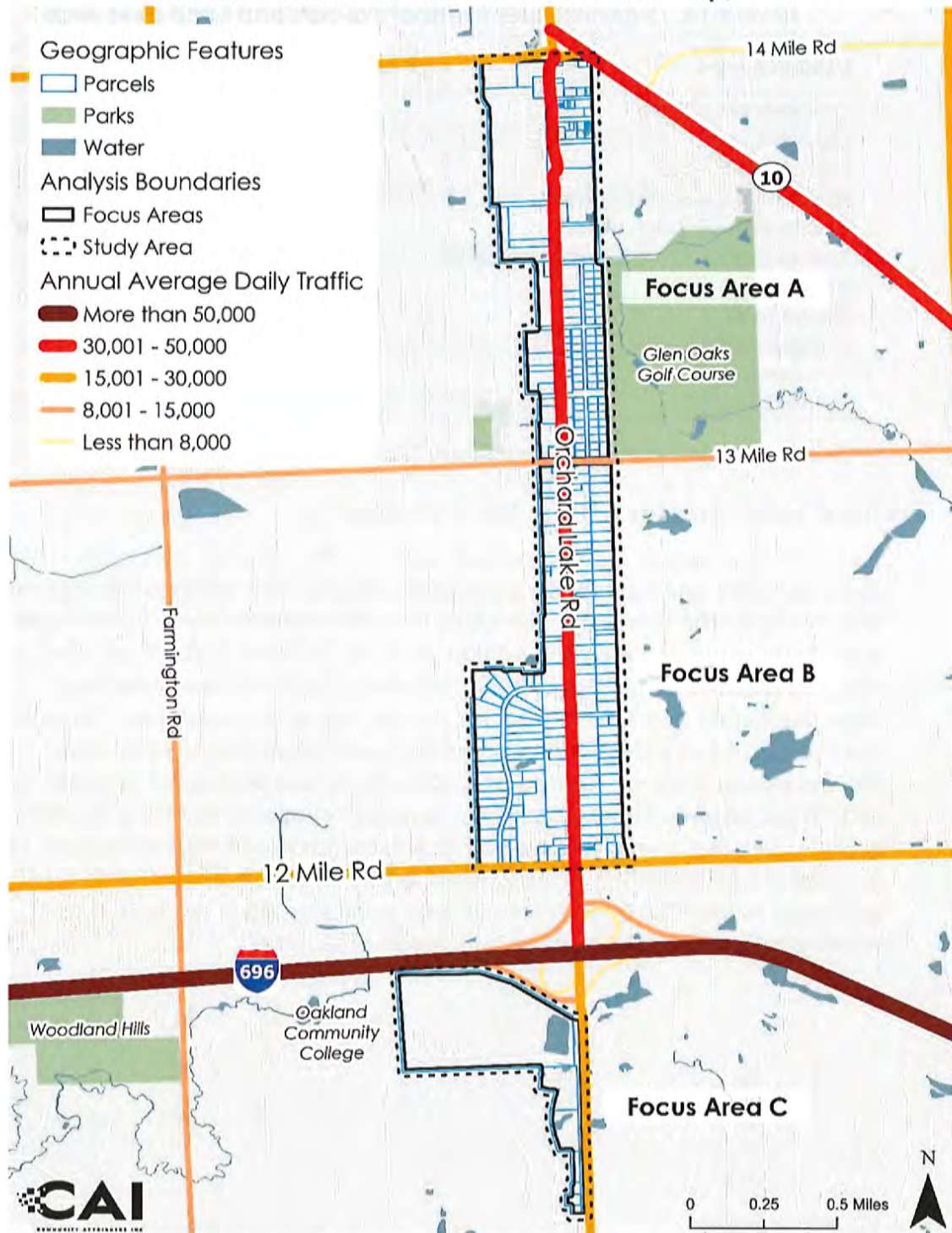
Land Use Type	Parcels	Total Acres	Share	Avg. Parcel Size (Acres)
Commercial/Office	121	155.0	44%	1.3
Industrial	1	0.9	0%	0.9
Public/Institutional	5	78.0	22%	15.6
Residential - Multiple Family	5	17.1	5%	3.4
Residential - Single Family	148	86.9	25%	0.6
Transportation/Utility/Communication	2	0.5	0%	0.3
Vacant	25	12.1	3%	0.5
Grand Total	307	350.7	100%	1.1
Focus Area A	142	120.2	34%	0.8
Focus Area B	148	155.9	44%	1.1
Focus Area C	17	74.6	21%	4.4

Source: Oakland County Open Data Portal, 2024; CAI, 2025.

Orchard Lake Corridor Built Environment

Exhibit 15 presents annual average daily traffic volumes along the Orchard Lake Corridor and surrounding major roadways, with color-coded segments indicating traffic intensity. The highest traffic volumes occur along I-696, with daily volumes exceeding 50,000 vehicles. Orchard Lake Road, the center of the corridor, also carries substantial traffic, with volumes reaching between 30,001 and 50,000 vehicles per day along key stretches. This shows that Orchard Lake Rd is a critical north-south connection in this area. Northwestern Hwy, or Highway 10, also shows this high level of traffic. 12 Mile Road, intersecting the corridor, typically supports 15,001 to 30,000 vehicles per day, indicating its role as a secondary east-west connector. Other arterial roads, including 13 Mile Road, experience lighter traffic flows, generally below 15,000 vehicles per day, reflecting their more localized connectivity within the surrounding residential areas.

Exhibit 15. Orchard Lake Corridor Traffic Map, 2024



Source: Michigan Department of Transportation, 2023; Oakland County Open Data Portal, 2024; CAI, 2025.

Exhibit 16 depicts assessed property values throughout the Orchard Lake Corridor study area, and its three focus areas. The highest property value

(\$3.65 million - \$14.79 million) include the parcel that houses the shopping center in the north west of Focus Area A. In contrast the rest of the parcels within the Study Area are valued under \$3.65 million, made up of the surrounding residential neighborhoods. Focus Areas A and B feature a mix of assessed values, indicating a blend of commercial and residential properties. Parcels in Focus Area C are generally assessed at less than \$265,160, reflecting little development in that area.

Exhibit 16. Orchard Lake Corridor Assessed Values Map, 2024

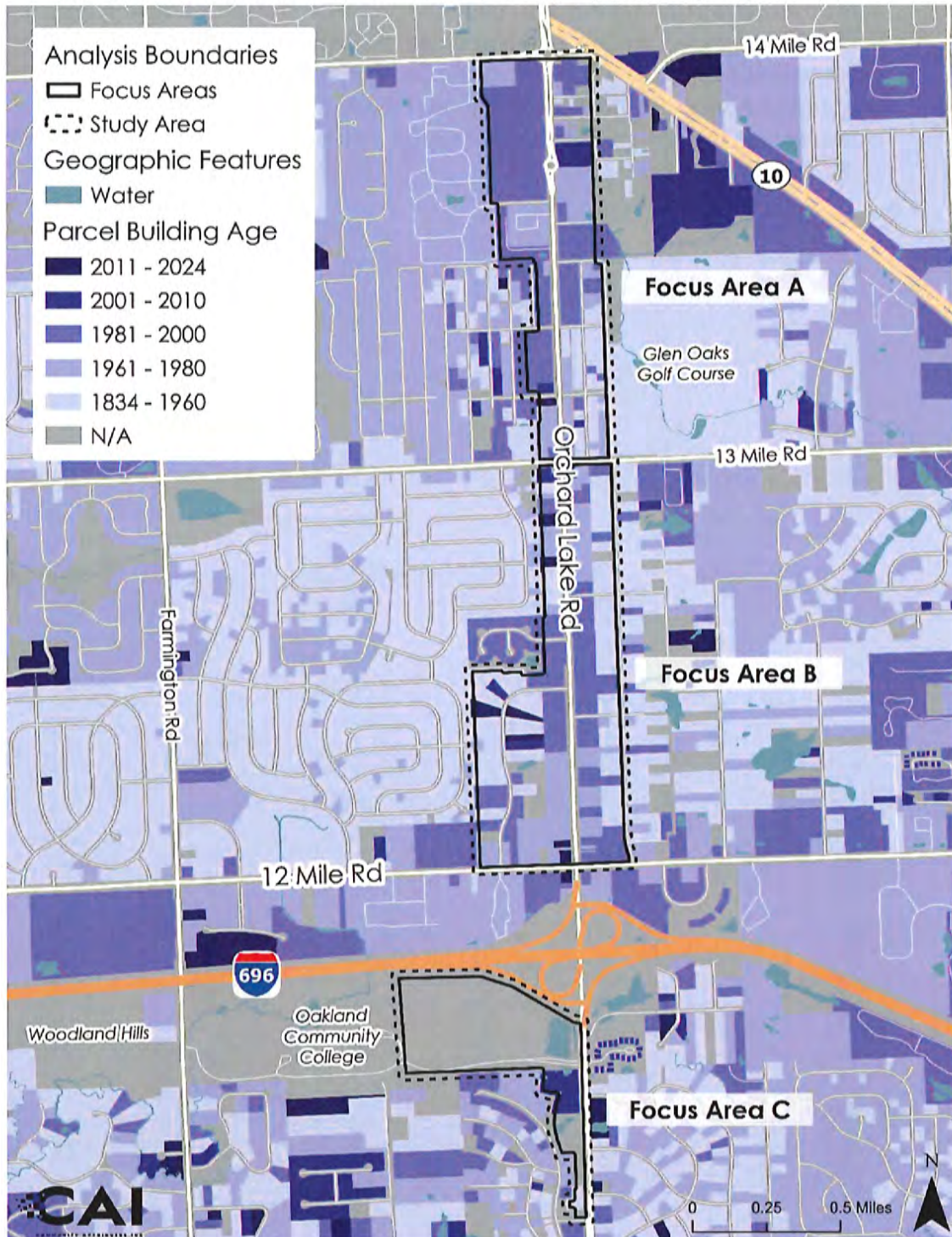


Source: Oakland County Open Data Portal, 2024; CAI, 2025.

Exhibit 17 shows parcels within the Orchard Lake Corridor study area by building age, with color gradations representing the year of construction. Much of the development along Orchard Lake Road occurred between 1961

and 1980. More recent developments, built between 2011 and 2024, are scattered within Focus Area B. Older structures, dating back to before 1960, are largely located within residential neighborhoods, indicating long-established suburban areas surrounding the corridor. This distribution highlights a mix of historical and modern developments, with newer construction largely concentrated around commercial nodes along Orchard Lake Road.

Exhibit 17. Orchard Lake Corridor Parcels by Building Age Map, 2024



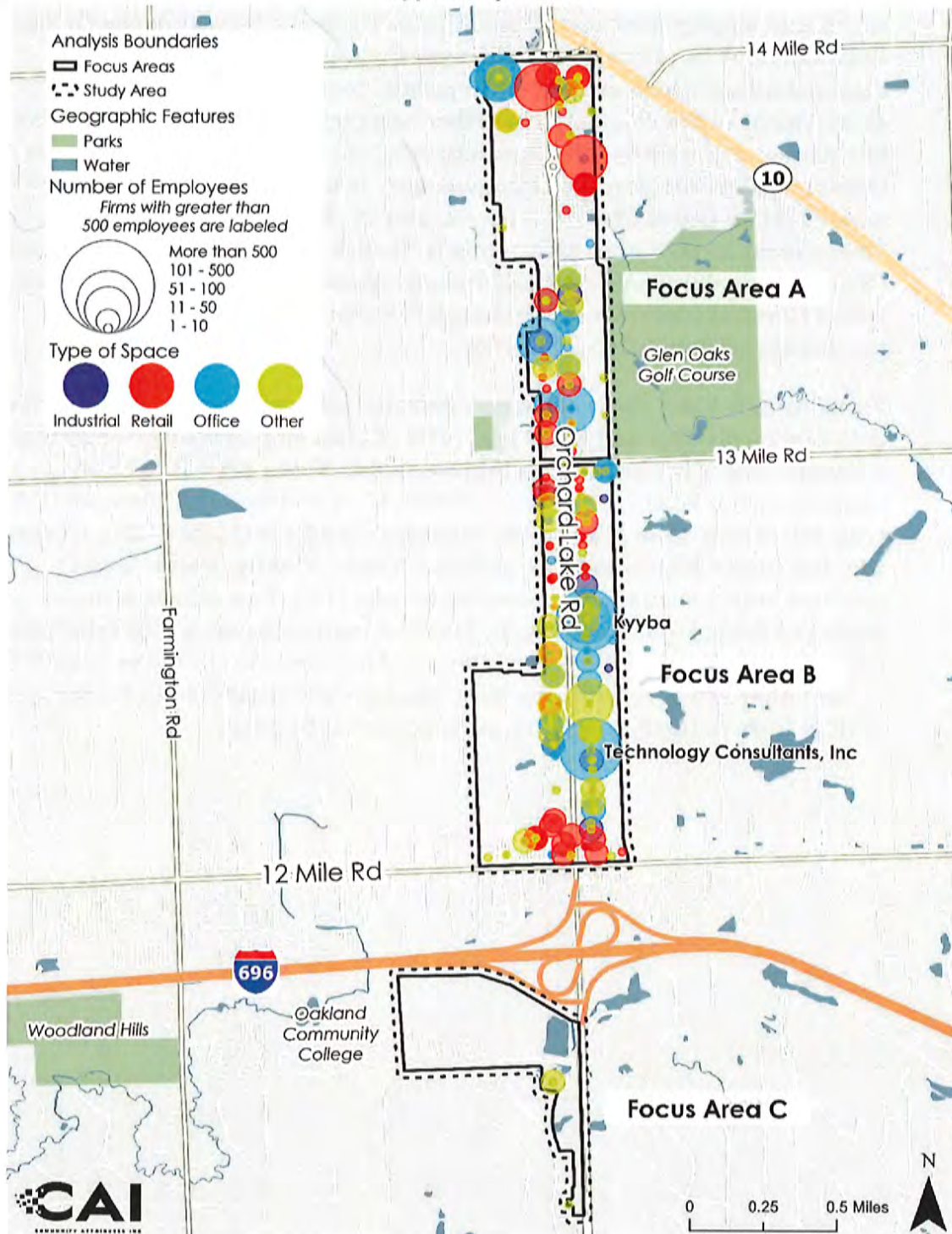
Source: Farmington Hills Open Data Portal, 2024; CAI, 2025.

Orchard Lake Corridor Key Tenants

Exhibit 18 and 19 describe businesses within the Orchard Lake Corridor by sector and employment size. The Office sector is the largest in the Orchard Lake Corridor by employment. Office businesses account for 169 establishments which employ 1,670 people, comprising 39% of total employment in the corridor. The Other category is the largest by number of businesses, representing 182 businesses which provide 1,257 jobs. In the Orchard Lake Corridor, the Other category is made up businesses which fall under NAICS Codes 61-62, 71, 81, 92, and 99. A majority (65%) of employment in the Other category is in Health Care and Social Assistance (NAICS Code 62). The Retail and Industrial sectors are small in comparison, with 112 retail businesses providing 1,178 jobs (27%) and 31 industrial businesses providing 205 jobs (5%).

Focus Area B hosts the highest concentration of businesses and employment, with 306 businesses and 2,452 jobs (57% of total employment). While there is a diverse mix of business types represented in Focus Area B, 28% of employment in Focus Area B is in Health Care and Social Assistance (NAICS Code 62). Focus Area A hosts 185 businesses and 1,802 jobs (42%). Of these, 24% fall under NAICS code 45, or Retail Trade. Finally, Focus Area C contains only 3 businesses, providing 56 jobs (1%). This includes the Michigan School of Psychology, but not the main campus, which falls outside the boundary but reports 250 employees. All businesses in Focus Area C fall in the Other category, with the most employment attributed to businesses in NAICS Code industry sector 61, or Educational Services.

Exhibit 18. Orchard Lake Corridor Employers by Number of Employees and Space Type Map, 2024



Source: Esri Business Analyst, 2024; CAI, 2025.

Exhibit 19. Orchard Lake Corridor Employers by Number of Employees and Space Type Table, 2024

Business Sector	Businesses	Employment	Share
Industrial	31	205	5%
Retail	112	1,178	27%
Office	169	1,670	39%
Other	182	1,257	29%
Grand Total	494	4,310	100%
Focus Area A	185	1,802	42%
Focus Area B	306	2,452	57%
Focus Area C	3	56	1%

Source: Esri Business Analyst, 2024; CAI, 2025.

Focus Area A

Focus Area A of the Orchard Lake Corridor is bounded to the North by W 14 Mile Rd and to the South by W 13 Mile Rd. Parcels included in the focus area include those both East and West of Orchard Lake Rd (**Exhibit 20**).

The northern part of the focus area is a hub for regional-serving retail that will soon be anchored by a Meijer. Other tenants of the destination retail center up north, including Hunter's Square Retail Center and Orchard-14 Retail Center, are an Office Depot, Marshall's, HomeGoods, Aldi, Burlington Coat Factory, TJ Maxx, ULTA Beauty, Bath and Body Works, Buffalo Wild Wings, and others. Across 14 Mile Road to the north (just outside of the focus area boundaries and in West Bloomfield,) other retailers include Whole Foods, Walgreen's, and Sephora.

In the center of the focus area, there are a mix of uses including some multifamily residential uses (including both apartments and condos), some business / office uses, and some small eateries. On the southern edge of this focus area there is more retail in the form of a community retail strip. This strip is home to a local grocer, an Advance Auto Parts, an Ace Hardware, a nail salon, some local cafes and restaurants, a cellular repair shop and other local businesses.

Exhibit 20. Orchard Lake Focus Area A Map



Source: Oakland County Open Data Portal, 2024; Google Maps, 2024; CAI, 2025.

Focus Area B

Focus Area B of the Orchard Lake Corridor is bounded to the North by W 13 Mile Rd and to the South by W 12 Mile Rd. Parcels included in the focus area include those both East and West of Orchard Lake Rd (**Exhibit 21**).

The northern half of this focus area hosts small retail uses and local businesses with a strong ethnic food and beverage cluster. Cuisines represented include Indian, Pakistani, Syrian, Georgian, Chinese, and other Middle Eastern and Southeast Asian cuisines. Both restaurants and grocery stores exist in this area, with a Patel Brother's serving as an anchor. The Orchard 12 Plaza Retail Center in the south also hosts a diverse array of restaurants and cafes including Hong Hua Fine Chinese Dining, Craft Breww City, and a Starbucks.

Outside of this retail center, the southern half of the study area hosts the Zekelman Holocaust Center and a variety of low-density office properties, many with health care tenants. Some examples of office tenants in this area include Trinity Health Medical Group, Michigan Women's Health Institute, dental offices, a medical billing office, banks, and law firms.

Exhibit 21. Orchard Lake Focus Area B Map



Source: Oakland County Open Data Portal, 2024; Google Maps, 2024; CAI, 2025.

Focus Area C

Focus Area C of the Orchard Lake Corridor is bounded to the North by I-696 and by Altadena Rd to the South. Parcels included in this focus area are East of Orchard Lake Drive (**Exhibit 22**).

Focus Area C includes some property of the Oakland Community College campus, which has land available for future infill, and a number of parcels fronting Orchard Lake Road that are currently available for development. There is little to no commercial development in this Focus Area currently. Many of the parcels surrounding this focus area, including those to the east of Orchard Lake Rd, are filled by single family residential homes and neighborhoods.

Exhibit 22. Orchard Lake Focus Area C Map



Source: Oakland County Open Data Portal, 2024; Google Maps, 2024; CAI, 2025.

Farmington Hills 12 Mile Road and Orchard Lake Road Corridors Survey Findings

April 30, 2025

PURPOSE AND BACKGROUND

In coordination with Farmington Hills, Community Attributes deployed an online survey, targeted at residents, workers, businesses owners and property owners in the 12 Mile Rd and Orchard Lake Rd Corridors. The survey contained questions pertaining to the economic and market conditions of the corridors as well as visions for their future.

The survey was made publicly accessible from January 3 of 2025 through March 12, 2025 via web link and QR code. The survey was disseminated by the city and its partners and advertised through several methods, including email blasts, flyers, and in-person engagement. Translation of the survey was available in Spanish, Arabic, Chinese, Hindi, and Japanese. In the end, the survey received 998 responses.

ORGANIZATION OF THIS REPORT

The remainder of this report is organized as follows;

- The **Respondent Information** section gives basic demographic breakdown of all respondents including perspective, gender, age, ethnicity, languages spoken at home, and income.
- The **Corridors Residents** section includes responses to questions which were only posed to those who self-identified as residents of Farmington Hills.
- The **Corridors Workers** section includes responses to questions only posed to those who self-identified as workers within one of the two corridors.
- The **Corridors Business Owners/Managers** section includes responses to questions on business trends and strategic considerations from those who self-identified as business owners or managers in one of the corridors.
- The **Corridors Property/Landowners** includes responses to questions on real estate and space demand in the 12 Mile and Orchard Lake corridors by those who self-identified as property or landowners.

- The **Corridors Perceptions** section includes open-ended responses from all survey perspectives about corridors assets, weaknesses, and ideas for future improvement.

RESPONDENT INFORMATION

Exhibit 1. I am responding to this survey from the perspective of a...

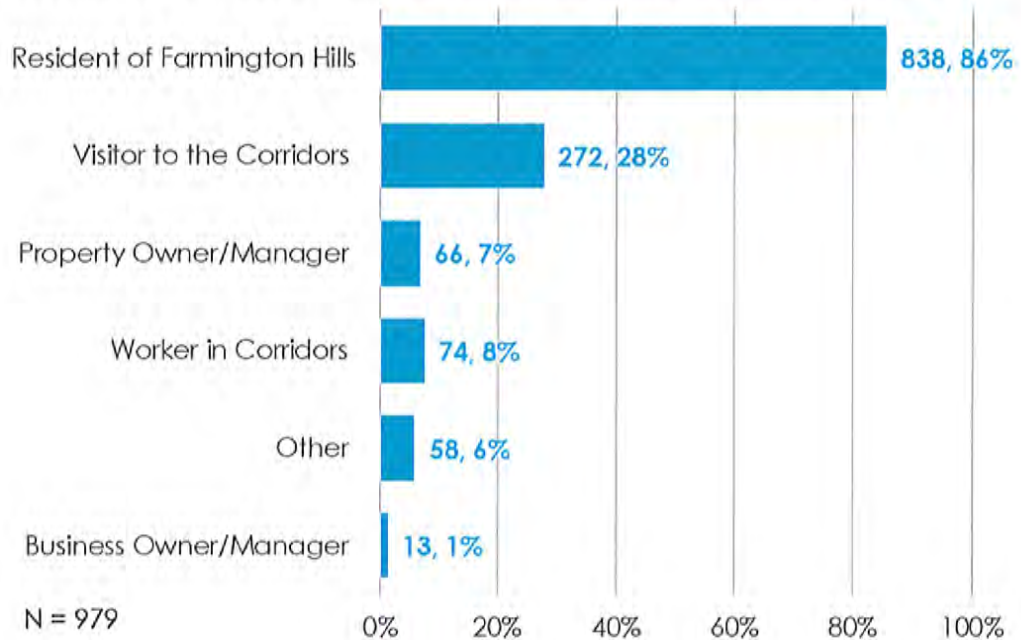


Exhibit 2. What is your age?

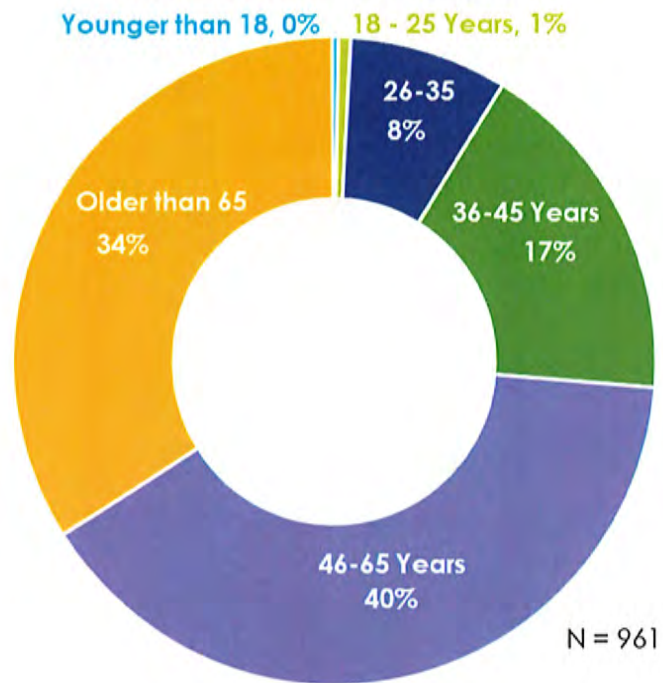


Exhibit 3. What is your gender?

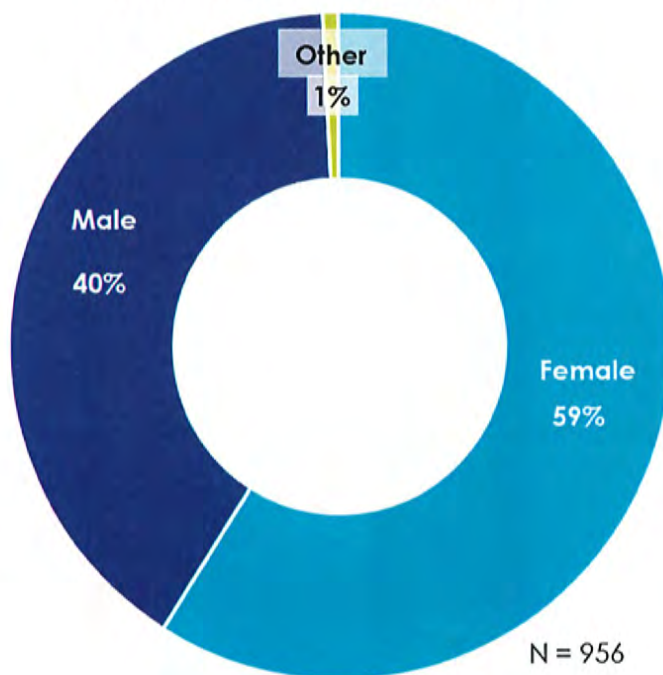


Exhibit 4. What is your race/ethnicity?

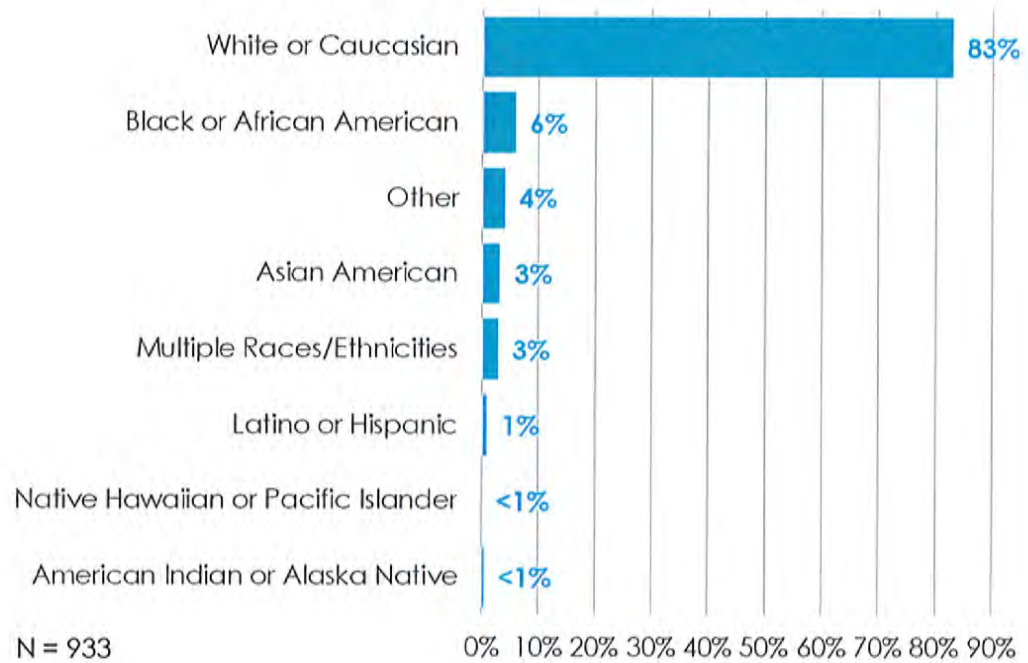


Exhibit 5. What language(s) is/are spoken at your home?

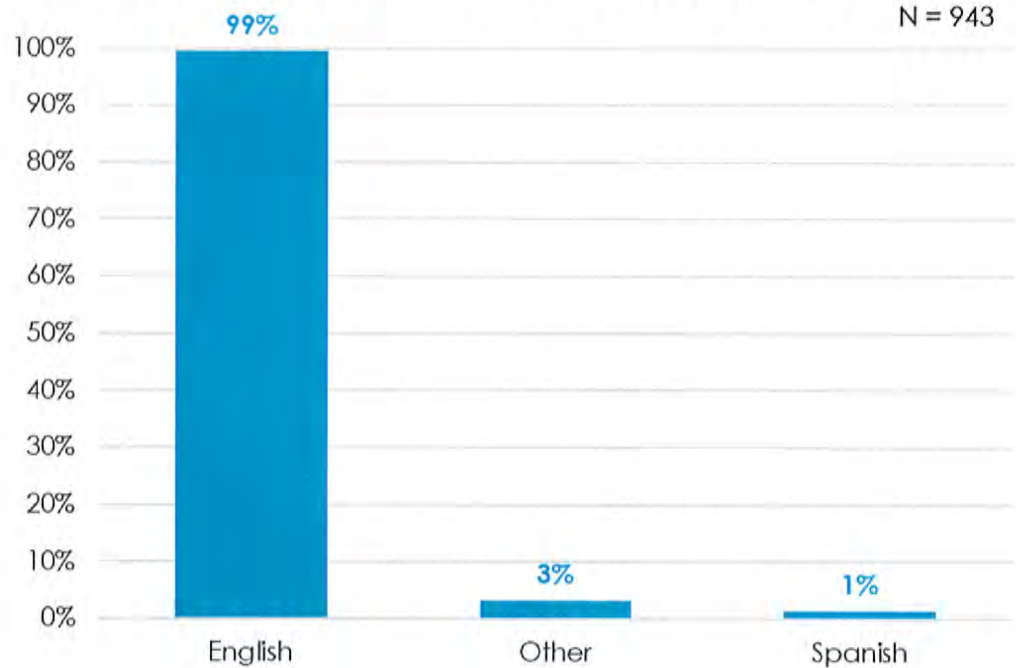
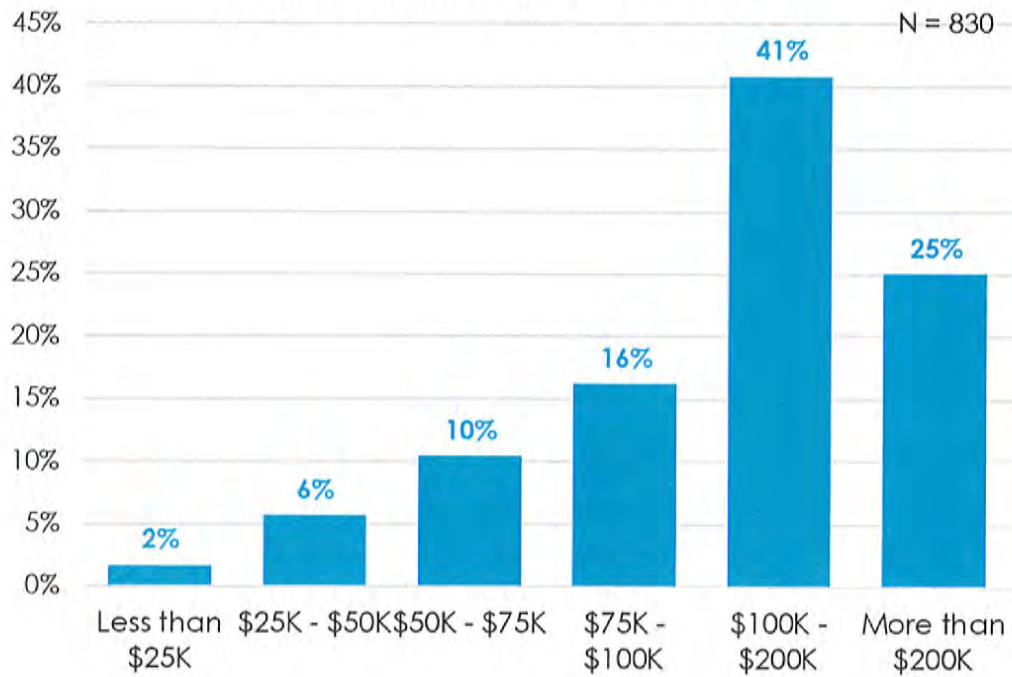


Exhibit 6. Other Languages Spoken at Home

Language	Count
English	938
Other	31
Spanish	14
Italian	3
Arabic	3
German	3
Russian	3
French	2
Hebrew	2
Hindi	2
Lithuanian	1
ASL	1
Portuguese	1
Hungarian	1
Tamil	1
Thai	1
Dutch	1
Vietnamese	1
Sinhala	1
Brazilian Portuguese	1
Telugu	1
Pilipino	1

Exhibit 7. What is your Household Income



FARMINGTON HILLS RESIDENTS

Exhibit 8. What neighborhood do you live in?

Neighborhoods (With more than 1 mention)

Kemdallwood	25	Ramble Hills	4	Bridle Hills	2
Off of 10 mile	17	Wedgewoods	4	Clarkston	2
Off of 11 mile	17	Westlake	4	Country Oaks	2
Off of 13 Mile	16	Woodbrook	4	Farmington Green	2
Off of 9th Mile	16	Brookhill Estates	3	Franklin Knolls	2
Off of 14 Mile	15	Churchill	3	Grand River	2
Off of 12 Mile	13	Country Ridge	3	Greencastle	2
Colony Park	9	Dunbar Oaks	3	Hollywood Hills	2
Kimberley	9	Farmington	3	Hunters Pointe	2
Springland / La Muera	8	Farmington Hills	3	Kemberton	2
Green Hill Woods	7	Forest Brook	3	Meadowbrook	2
Lincolnshire	7	Glen Orchard	3	Meadow Hills	2
Copper Creek	6	Green Valley Estates	3	Olde Franklin Town	2
Briar Hill	5	Hunt Club	3	Orchard Lake Estates	2
Downtown Farmington	5	Normandy Hills	3	Pine Knolls	2
Independence Commons	5	Oaklands	3	Quaker Hills	2
Rolling Oak	5	Oakwood	3	Ridgewood	2
Strathmore	5	Old Town	3	River Pines Condos	2
Westbrooke	5	Pasadena Park	3	Rollcrest	2
Off of 8th Mile	4	Quaker Valley	3	Southfield	2
Barrington Green	4	Ramblewood	3	Springbrook	2
Canterbury	4	Southwest Farmington Hills	3	Staman Acres	2
Farmington Brooke	4	West Bloomfield	3	The Retreat	2
Franklin Ravine	4	Westgate	3		
Holly Hill Farms	4	Whispering Woods	3		
Old Homestead	4	Wood Creek	3		

Neighborhoods (With 1 mention)

Alta Loma	1	Forest Estates	1	Pine Creek	1
Alycekay	1	Forest Hills	1	Pleasant Valley Farms	1
Arbor Oaks	1	Forest Park	1	Rock Ridge	1
Barbizon Estates	1	Foxmoor	1	Saratoga Farms	1
Beechwood	1	Franklin Fairway	1	Savannah Court	1
Bloomfield	1	Gateway Park	1	Section 31	1
Brynmarw	1	Glen Cove	1	Sleepy Hollow	1
Camelot Courts	1	Glenbrook	1	Spring Valley	1
Cant Commons	1	Greening	1	Strawberry Lane Apts.	1
Canton	1	Halstead Forest	1	Streamwood Condos	1
Cedar Creek	1	Hampden	1	Tarabusey	1
Citation Club Apartments	1	Heather Hills	1	The Meadows	1
Covington Club	1	Hunter's Ridge Apartments	1	The Triangle	1
Deerfield Village	1	Independence Green	1	Three Oaks	1
Detroit	1	Independence Hills	1	Timber Creek	1
Diamond Sub	1	Indianbrook	1	Timbercrest	1
Dohany	1	Inverary	1	Tollgate Woods	1
Drake Heights	1	Kindle wood	1	Trestain Little Farms	1
Drake Farm	1	Lanigan	1	Trillium	1
Echo Valley	1	Legacy of Farmington Hills	1	Twelfth Estates Condo	1
Elm Grove Valley	1	Legends Trail	1	Villa Capri	1
Fairways	1	Minglewood Lane	1	Warner Woods	1
Farmington Glens	1	Muer Cove Estates	1	West Gate	1
Farmington High School	1	Muirwood	1	White	1
Farmington Meadows	1	Larkshire Elementary	1	Wixom	1
Farmington Ridge	1	Noble Brook Farms	1	Woodbine	1
Farmington Square	1	North Power	1	Woodcreek	1
Farmington Village Cooper	1	Novi	1	Woodland Pines	1
Flamingo Mobile Home Co	1	Orchard Meadows	1	Woodland Trails	1
Floral Park	1	Orchard Place	1	Woodstream Farms	1
Forest at Woodall	1	Orchard West	1		
Forest Creek	1	Oxford Estates	1		

Exhibit 9. How often do you visit the Corridors?

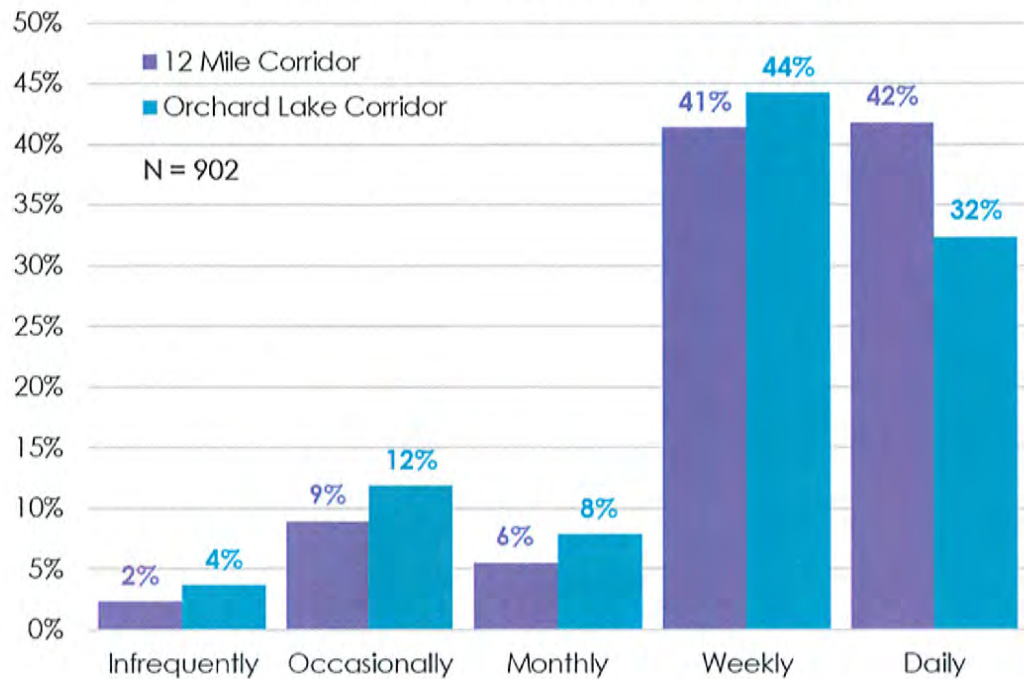
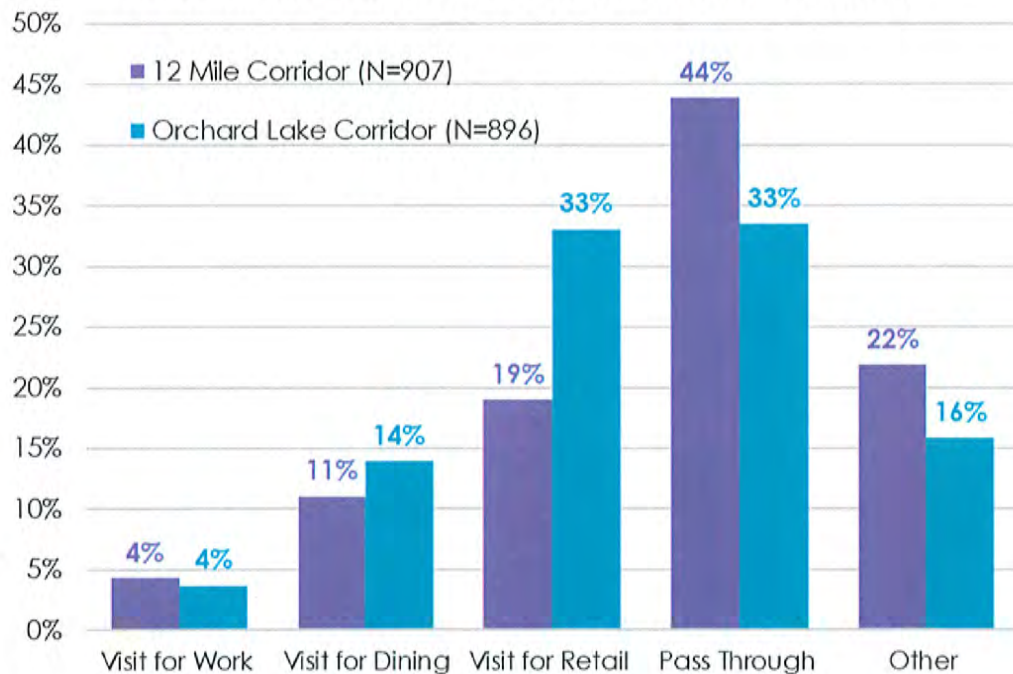


Exhibit 10. For what purposes do you visit the Corridors?



CORRIDORS WORKERS

Exhibit 11. What industry do you work in?

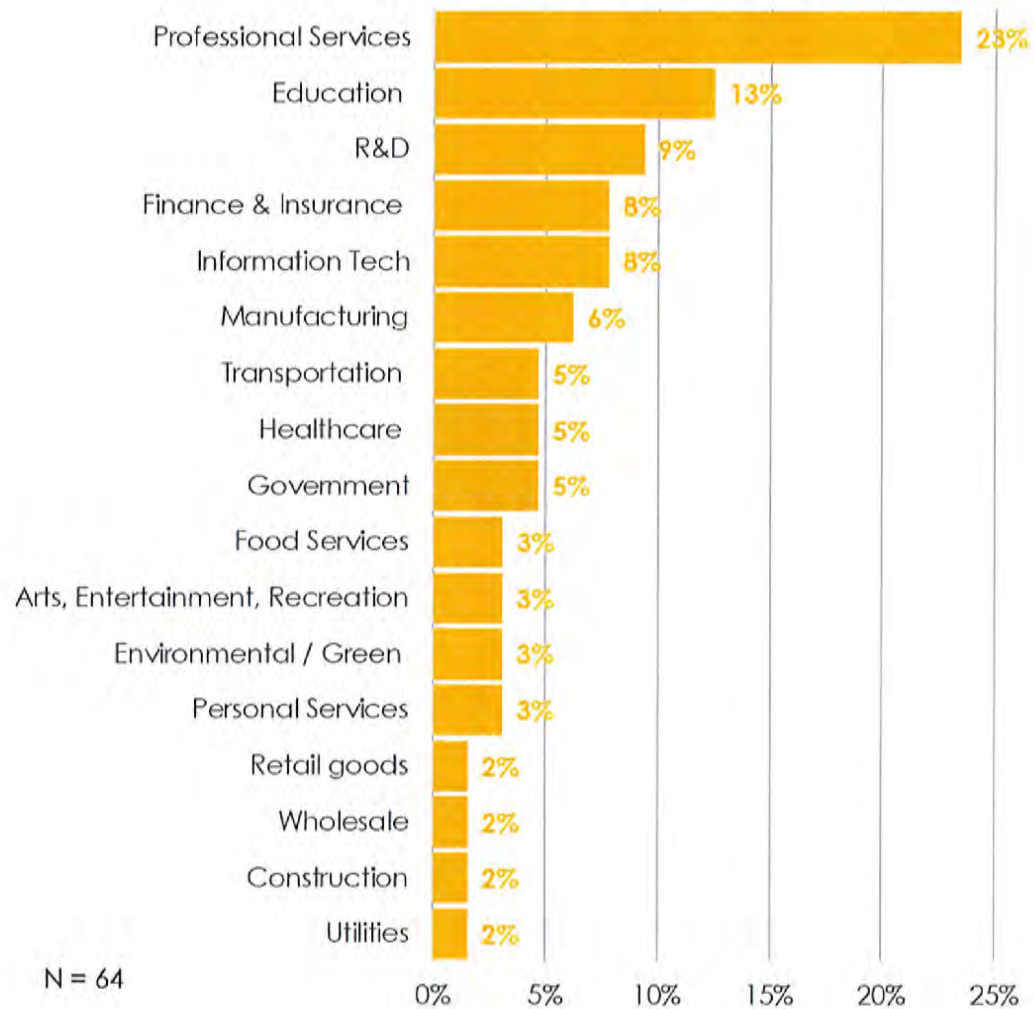


Exhibit 12. Which of the following best describes your work arrangements?

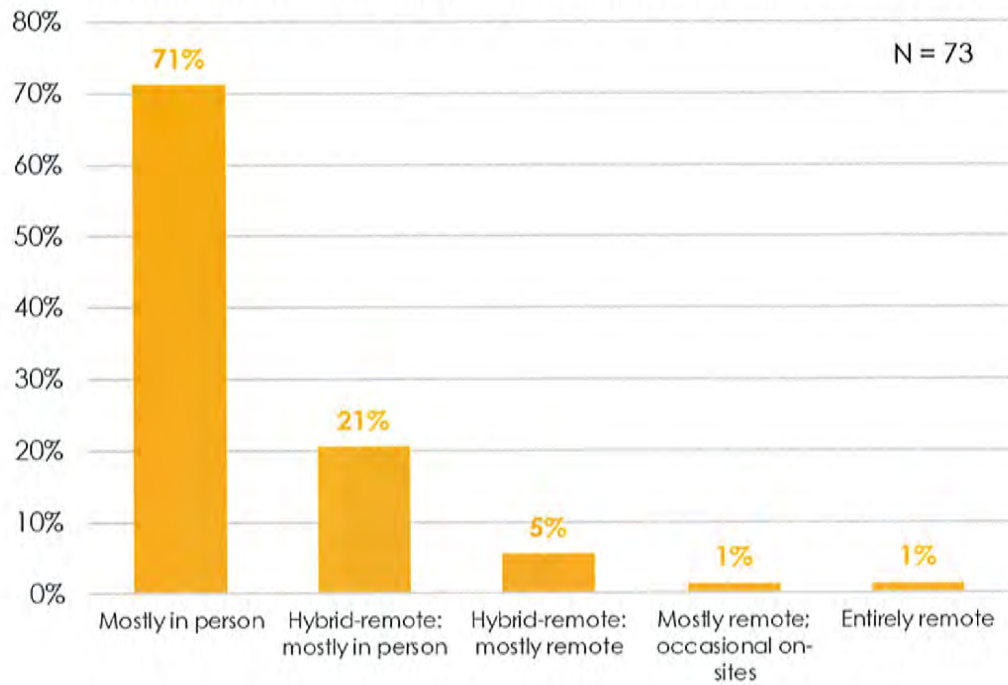


Exhibit 13. How often do you visit the Corridors?

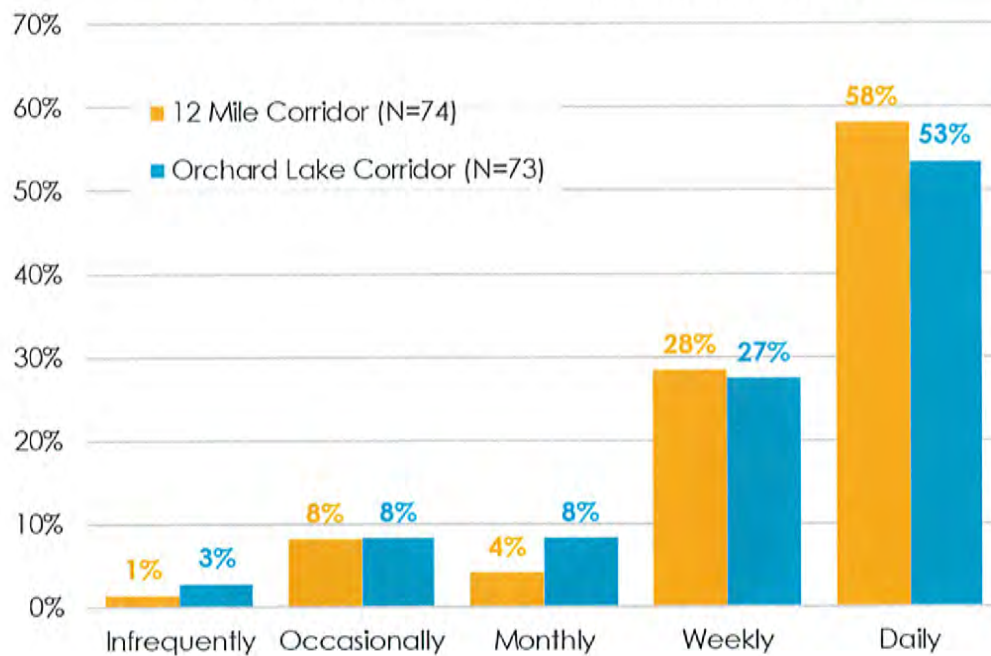


Exhibit 14. For what purposes do you visit the Corridors?

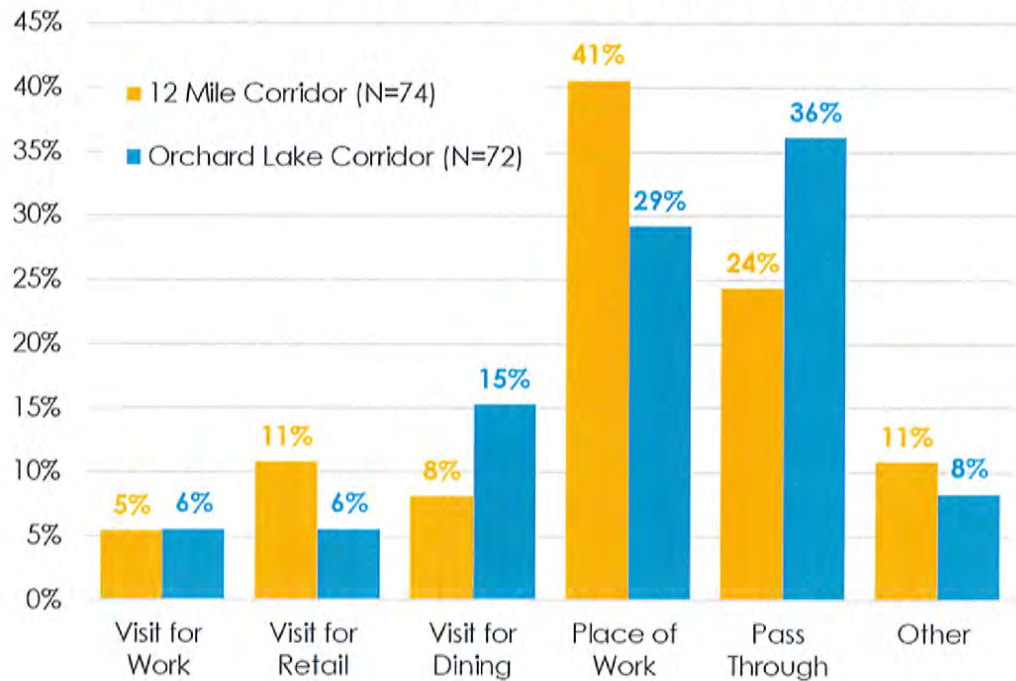


Exhibit 15. In which of the 12 Mile Corridor's Focus Areas is your primary work location?

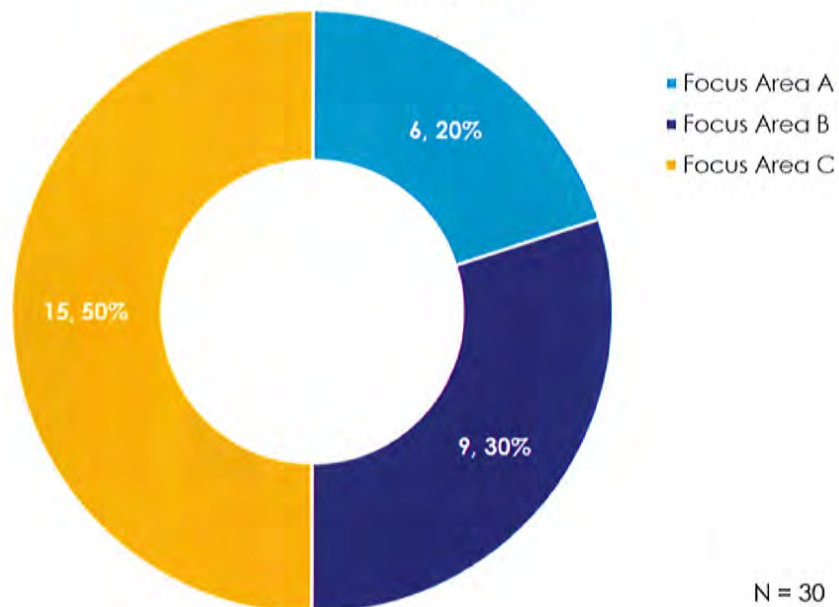


Exhibit 16. In which of the Orchard Lake Corridor's Focus Areas is your primary work location?

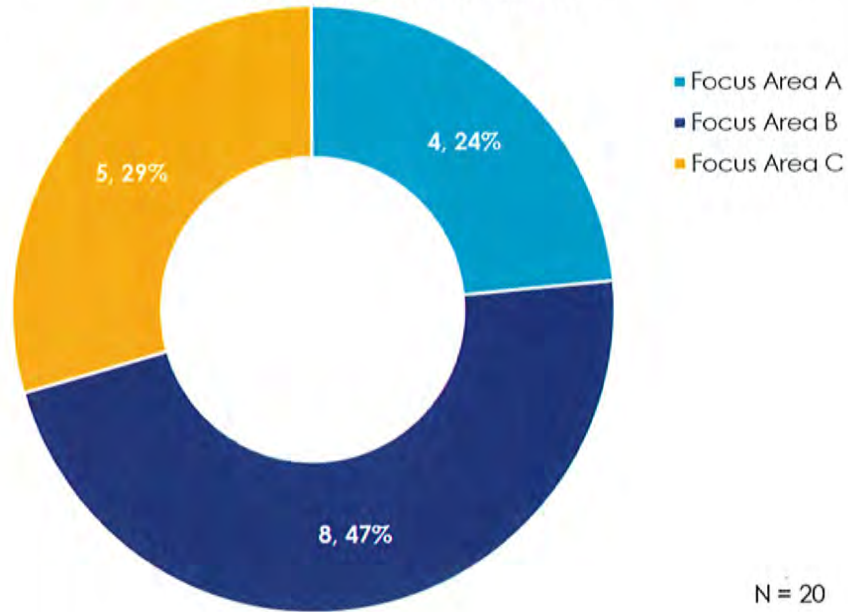


Exhibit 17. What do you like most about working in the 12 Mile/Lake Orchard corridor?

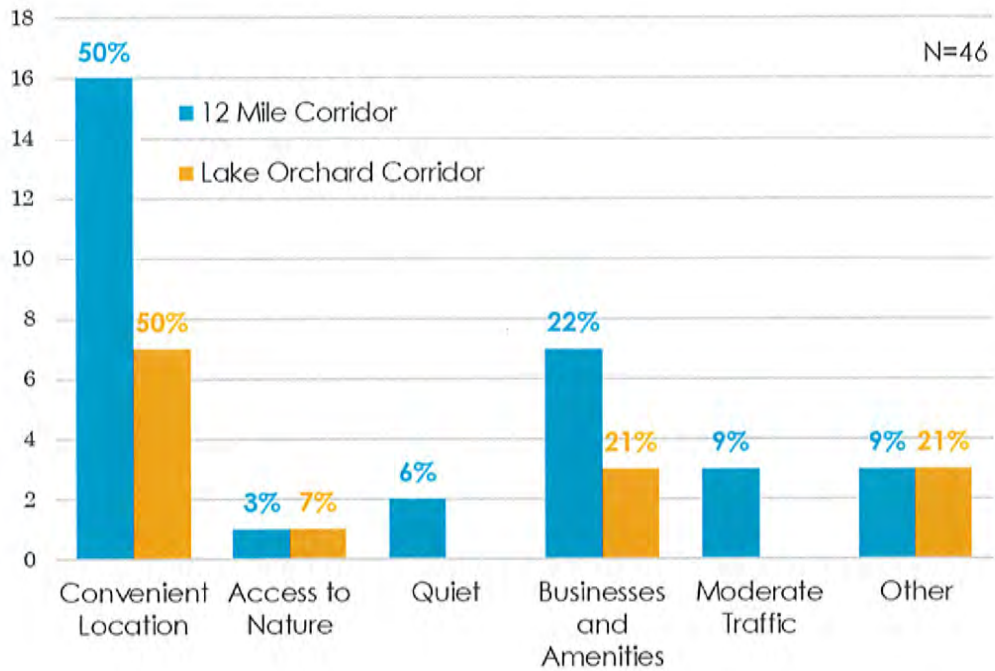


Exhibit 18. What would make you more satisfied with your work experience in Farmington Hills?

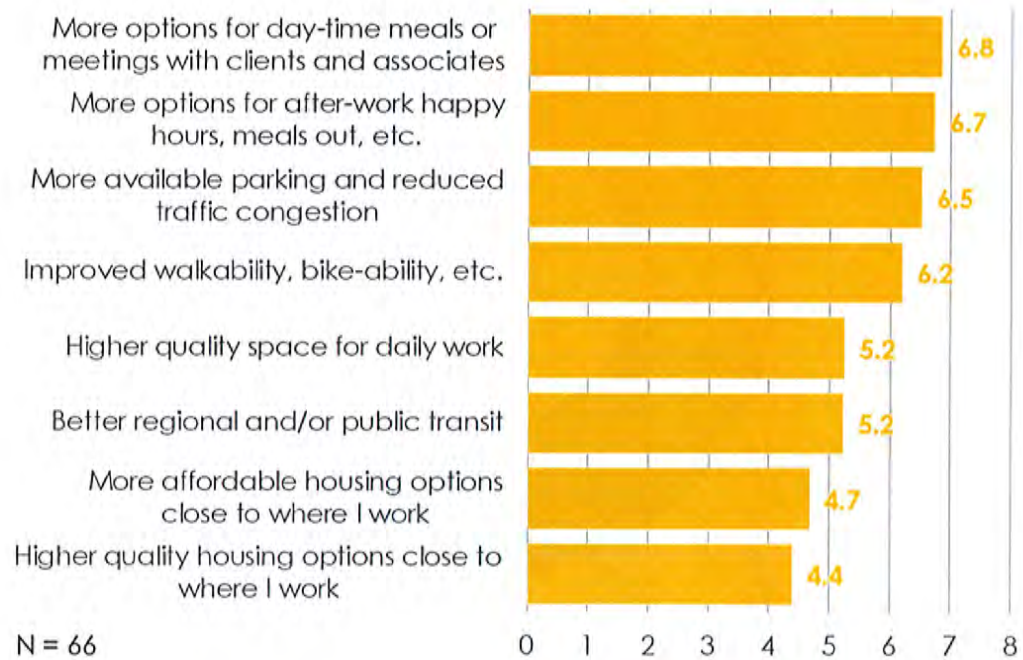
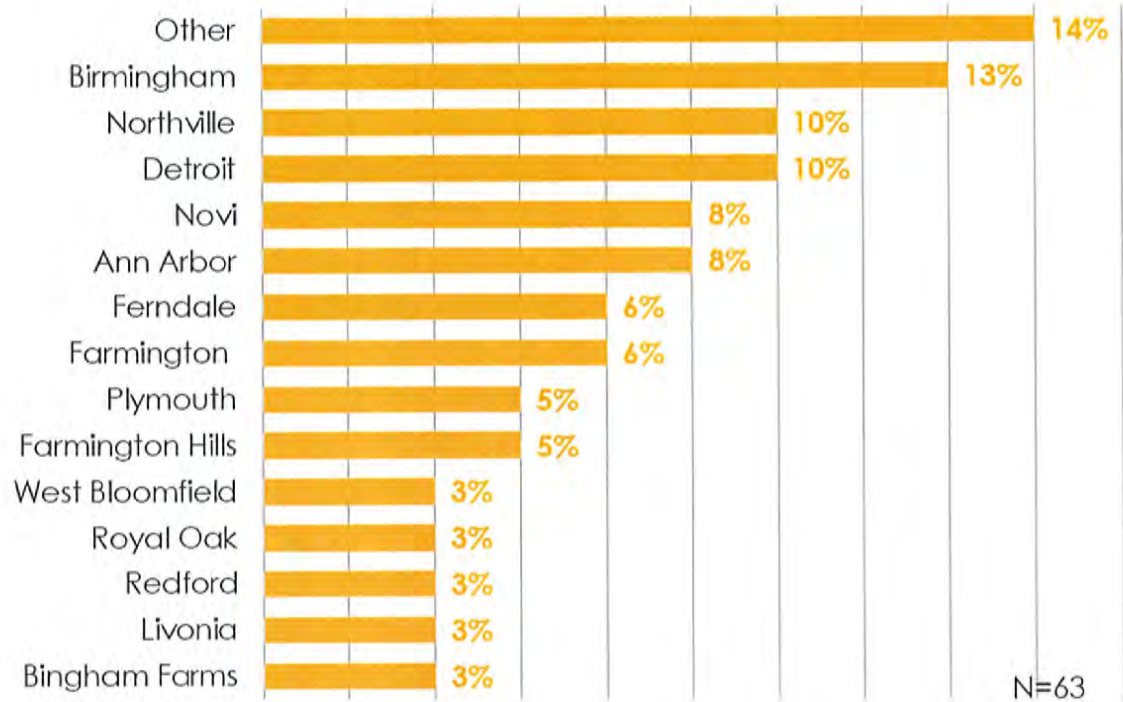


Exhibit 19. If you could keep your same job but work in another Metro Detroit location, where would you choose to work?



Note: "Other" responses largely included Brighton, Southfield, South Lyon, Troy, Franklin, and Bloomfield Township.

CORRIDORS BUSINESS OWNERS / MANAGERS

Business Demographics

Exhibit 20. What is your industry?

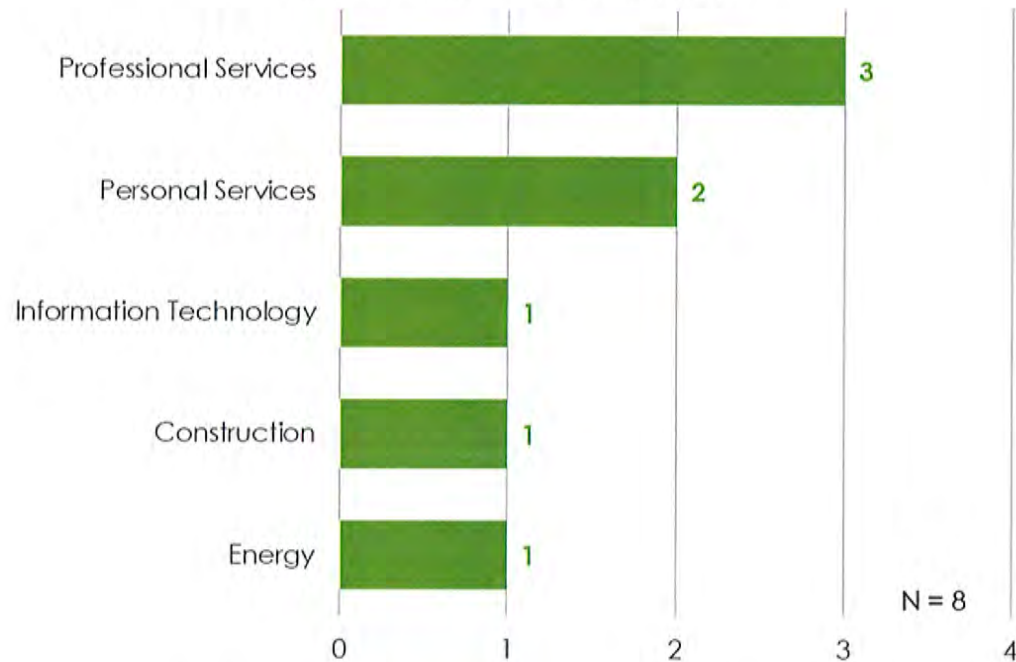


Exhibit 21. How many employees does your business have?

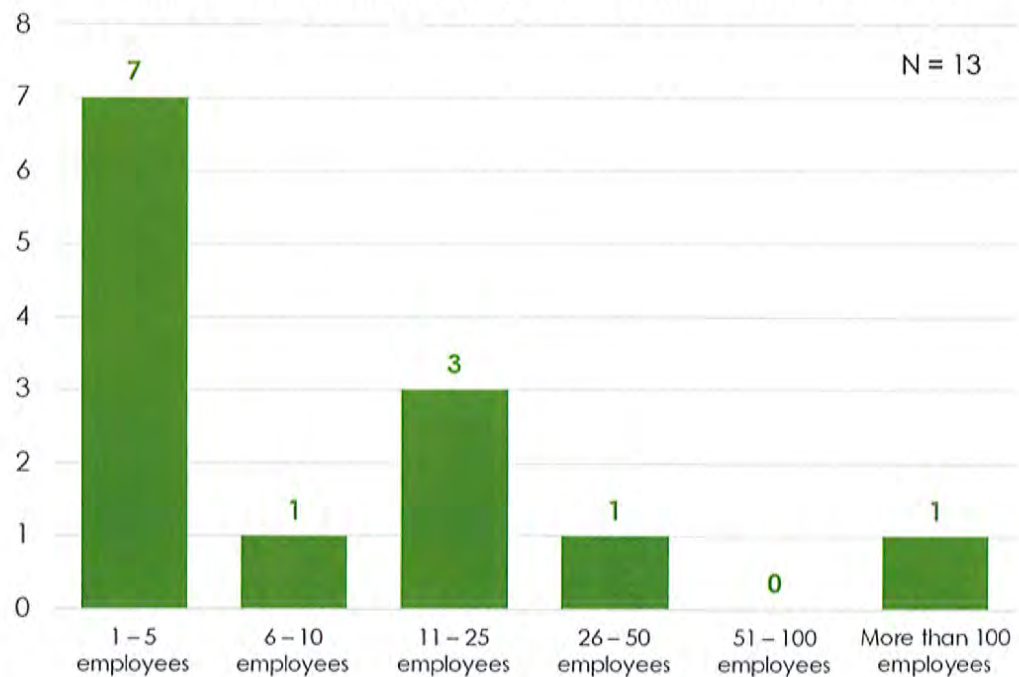


Exhibit 22. How long has your business been operating in either corridor?

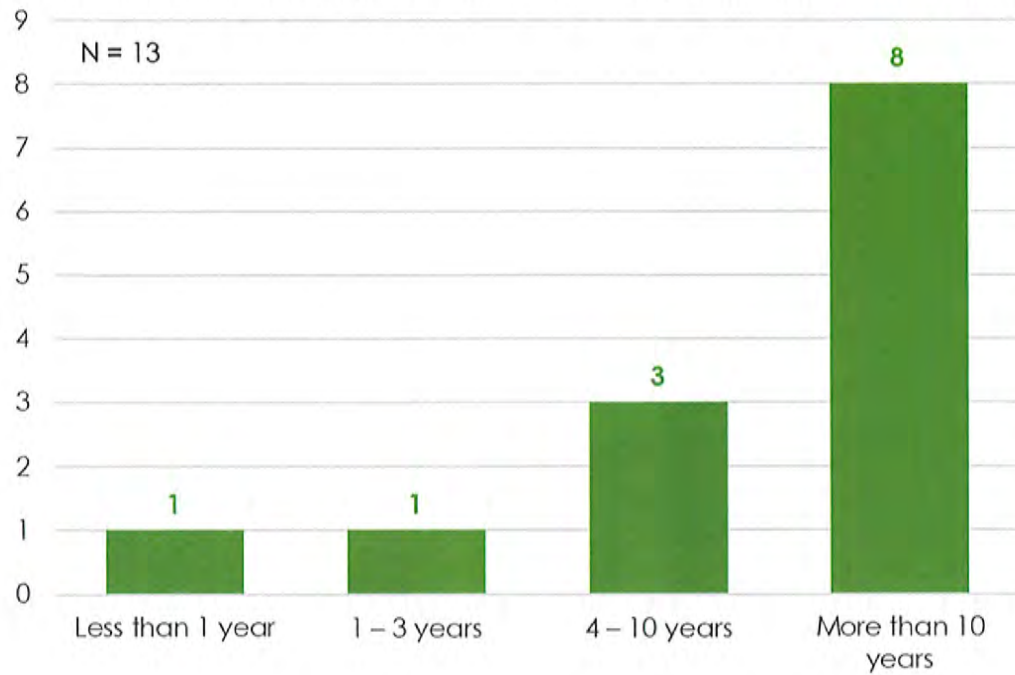


Exhibit 23. What is your business ownership type?

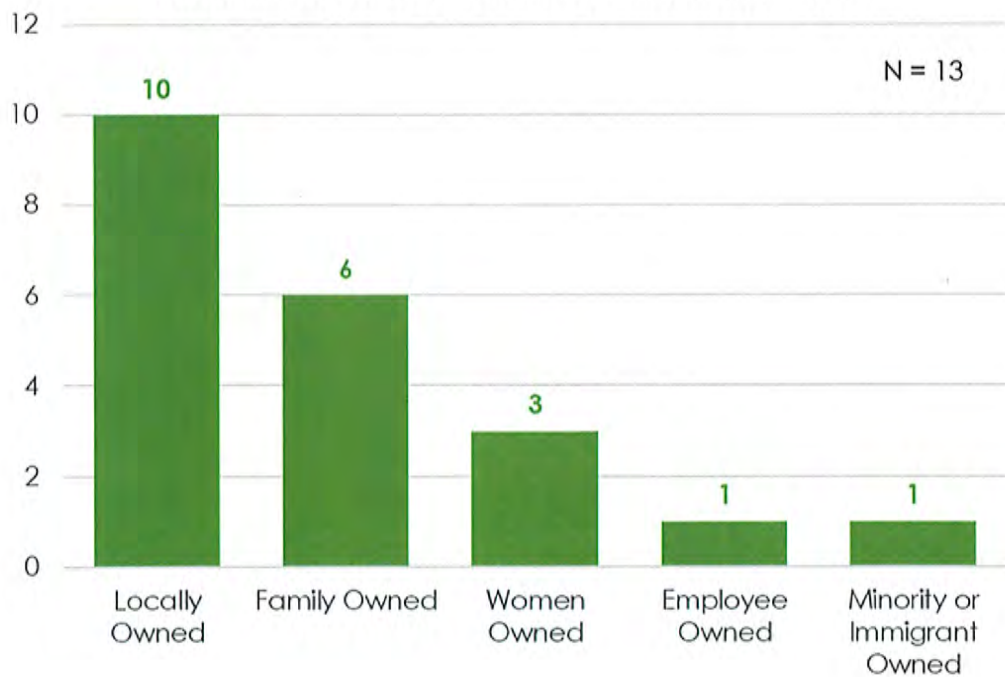
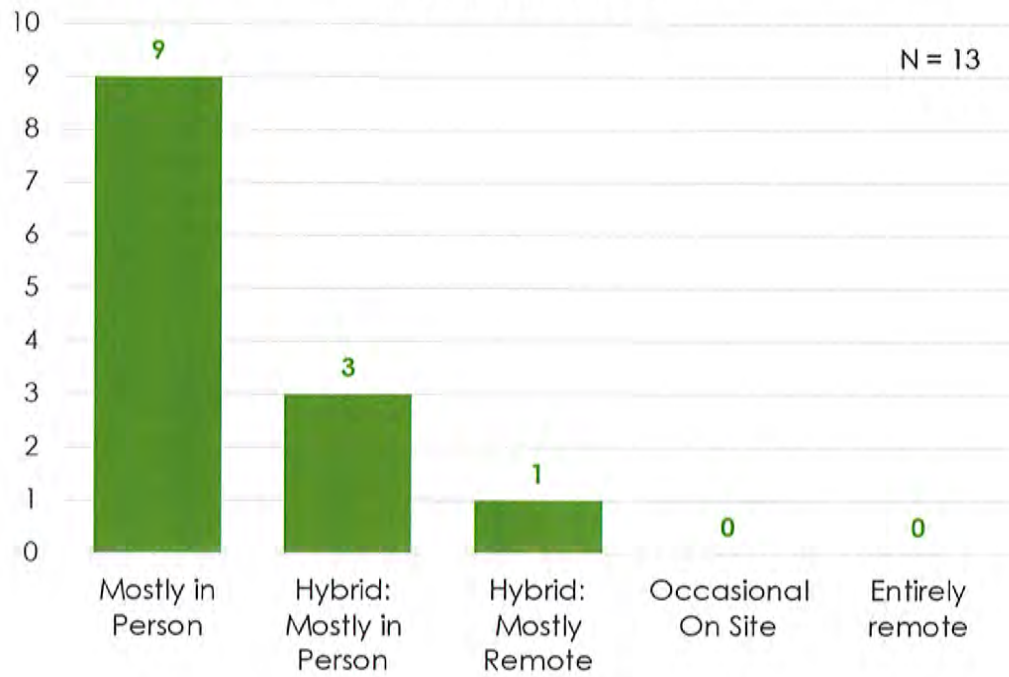


Exhibit 24. Which of the below most accurately describes the distribution of your workforce?



Strategic Trends

Exhibit 25. Do you anticipate changes in your workforce type (remote, hybrid, on-site) in the next 1-3 years?

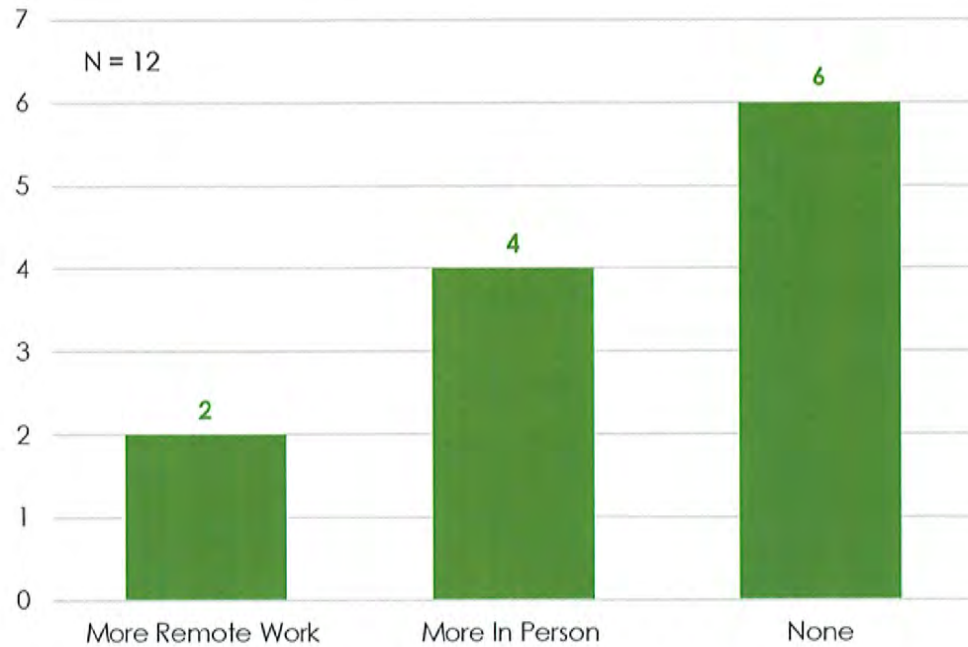


Exhibit 26. What are the most significant challenges your business is currently facing?

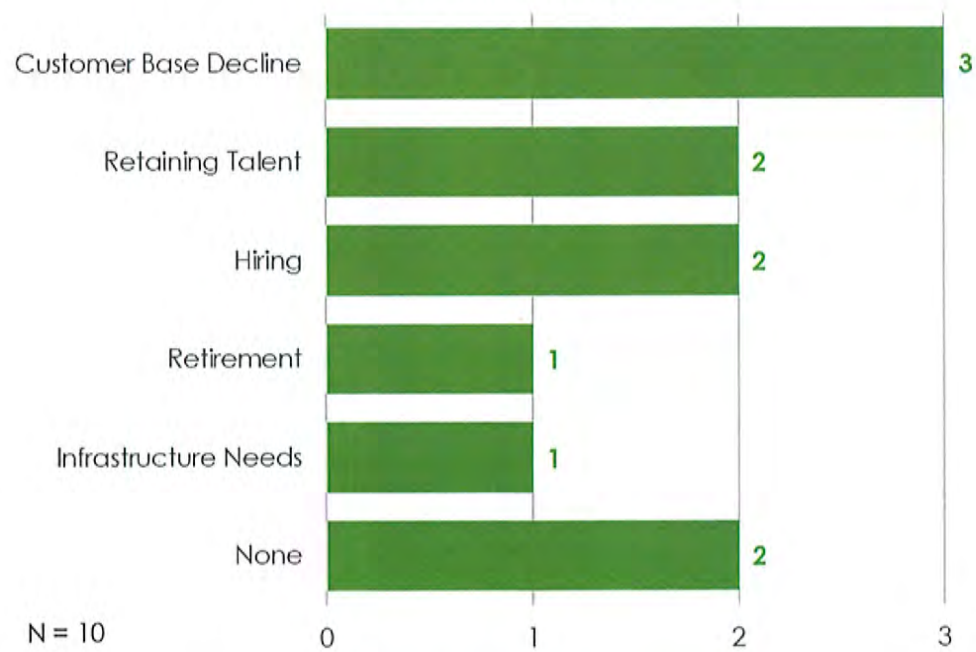
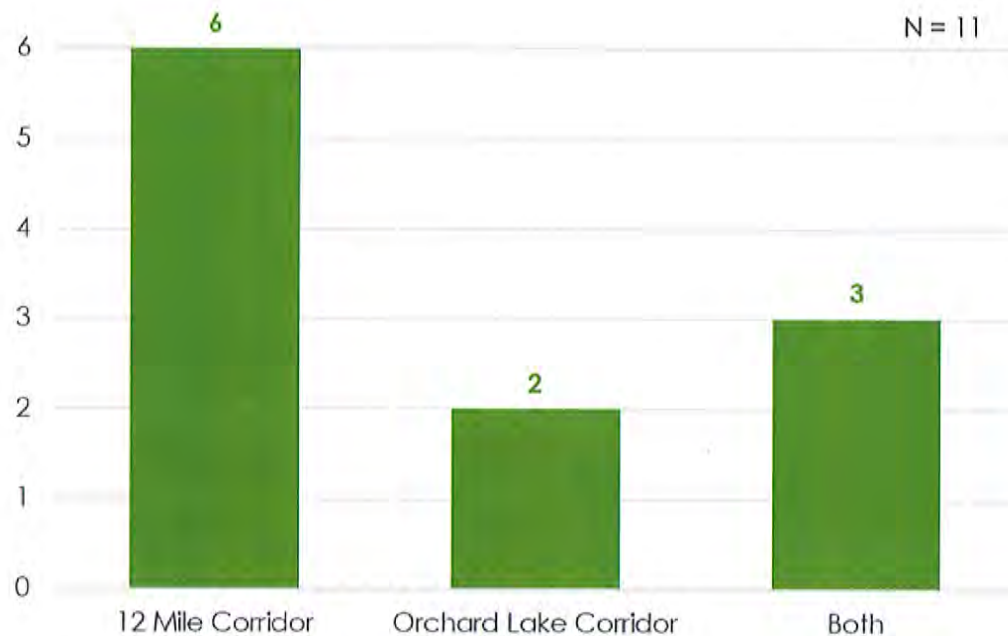


Exhibit 27. How does the City of Farmington Hills help or hurt these challenges? (N=5)

- “I have always worked closely with the City of Farmington Hills and have been involved with City Government. We help each other.”
- “Recent road work made commutes difficult.”
- “We have been in the same location 23 years. When we have needed emergency services, the response time has been very fast.”
- “People like coming to Farmington Hills. There are a lot of complementary/ancillary services available”
- “Farmington Hills has nothing to do with my business”

Location-Specific Trends

Exhibit 28. Where is your business located?



Why did you choose to locate in the 12 Mile Corridor in Farmington Hills? (N=5)

- All respondents chose Farmington Hills for its accessible location.

On net, is a location on 12 Mile in Farmington Hills a net benefit, or net detriment for companies looking to hire? And why? (N=5)

- All respondents said “benefit” due to accessible location and freeway access.

What barriers do you face in expanding your business or investing within the 12 Mile Corridor? (N=3)

- “Food options for employees”
- “Space and price”
- “Retaining talent”

Why did you choose to locate in the Orchard Lake Corridor in Farmington Hills? (N=2)

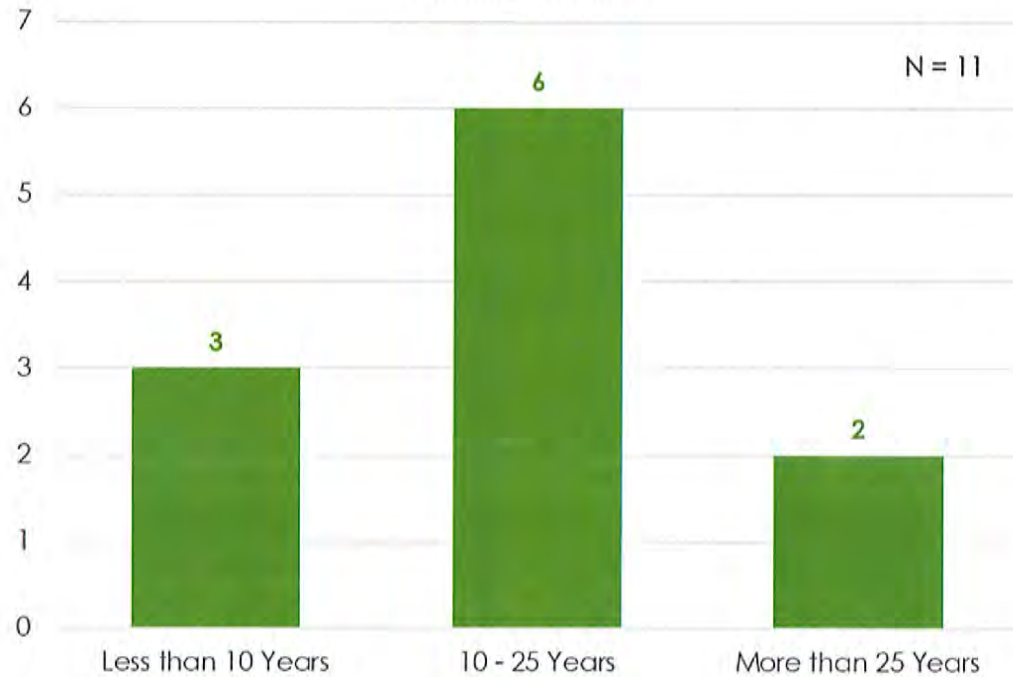
- “We chose to relocate to Farmington Hills because it is closer to where we live”
- “Closer to my home than my previous location”

On net, is a location on Orchard Lake in Farmington Hills a net benefit, or net detriment for companies looking to hire? Why? (N=2)

- “Benefit because of its proximity to major expressways in the metro area”
- “The location is very good but the ability to expand is limited due to the fact the corridor is very narrow.”

Future Investment

Exhibit 29. How long do you intend to continue operating your business in Farmington Hills?



What could help you choose to stay in Farmington Hills? (N=5)

- “More food options and affordable housing for younger staff”
- “Rezoning of certain areas for more mixed-use opportunities”
- “Client base is here, make them happier”
- “Not a problem staying in Farmington Hills. I have reached retirement age.”
- “Nothing. Planning to retire”

Exhibit 30. Are you planning any business expansion, relocation, or investment within the next 5 years?

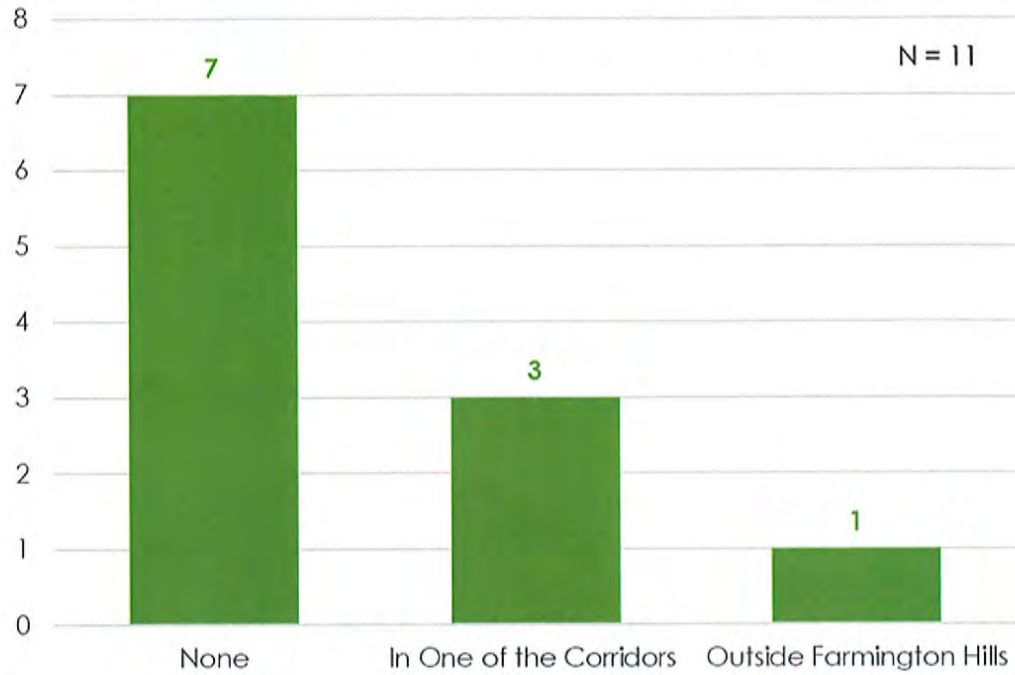
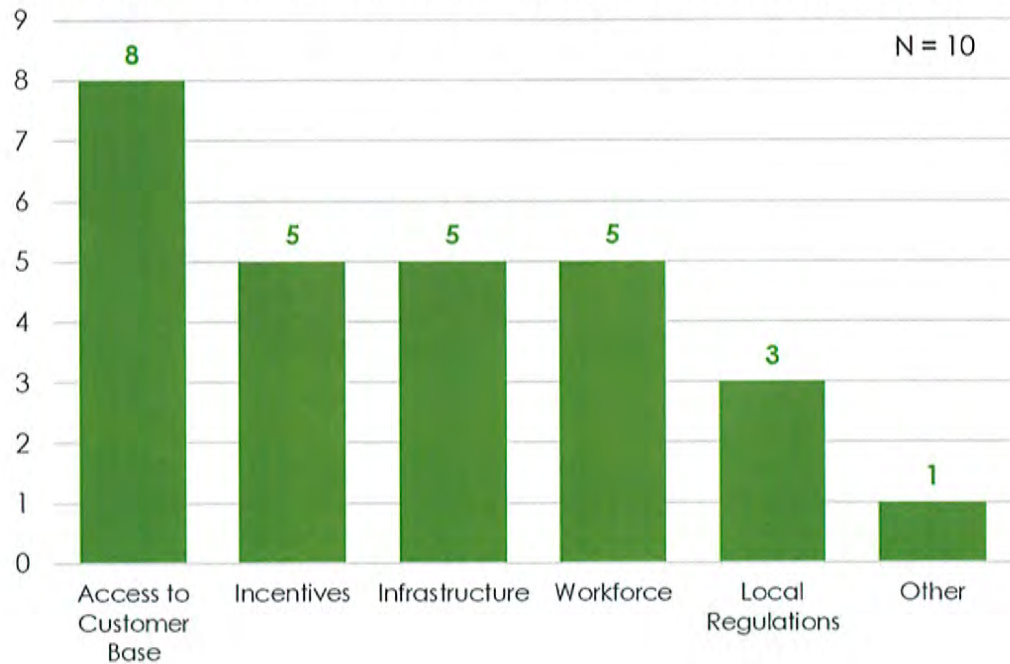


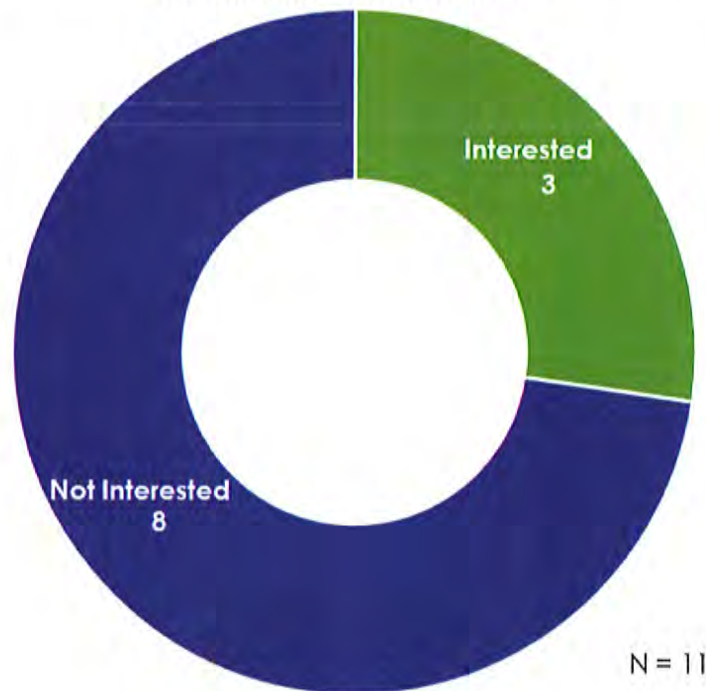
Exhibit 31. What factors most influence your investment decisions?



From your perspective, what would make your employees more satisfied with their work experience in Farmington Hills? (N=7)

- “My employee lives in Farmington, so I am located near where she lives.”
- “More food options, easy access to major highways”
- “My employee is satisfied with the office location because it is near her home”
- “A regular flow of traffic that they can plan their commute around”
- “Affordable housing”
- “Access to local restaurants that aren’t a Coney Island”
- “Restaurants open after 9pm”

Exhibit 32. Are you interested in exploring potential public-private partnership opportunities?



Zoning Needs

Exhibit 33. Do you foresee the need to expand, reduce, or maintain your current space in the corridor?

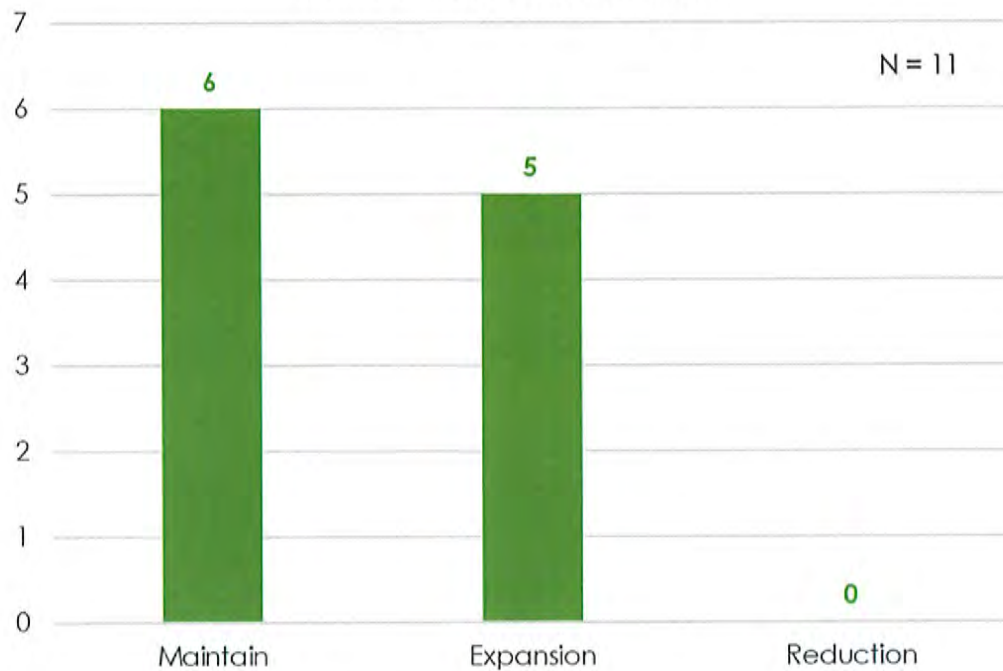
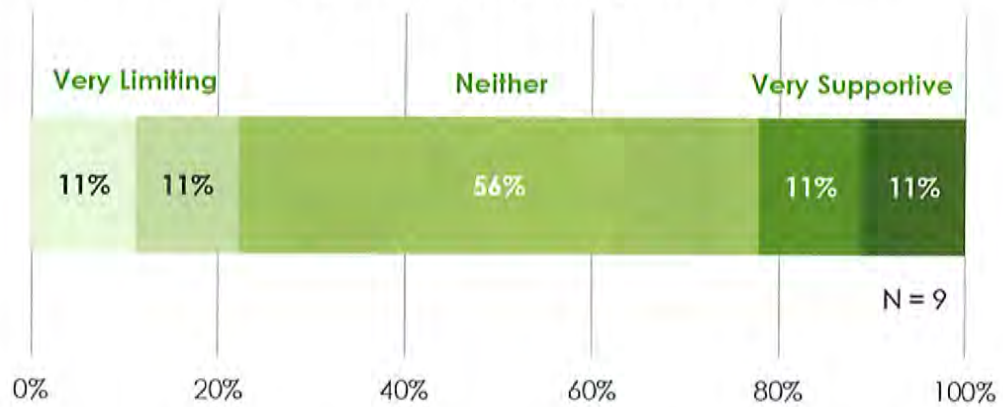


Exhibit 34. What challenges or barriers have you encountered in securing or leasing space within the 12 Mile or Orchard Lake Corridors?



Exhibit 35. To what extent does zoning support or limit your business operations or growth goals?



**What zoning changes would help improve your operations or expansion?
(N=4)**

- “Mixed-use zoning... The city needs to expand the use of vacant buildings to attract new investors and users”
- “Zoning for our space does not allow for mixed use, including retail operations. Because of this, we can't actually sell products and have to utilize our space as a showroom and drop ship things instead of operating under our normal business model.”
- “Allow 3 Story Buildings”

Mortgage Maturity

Exhibit 36. What is the maturity timeline for your commercial property loan or mortgage?

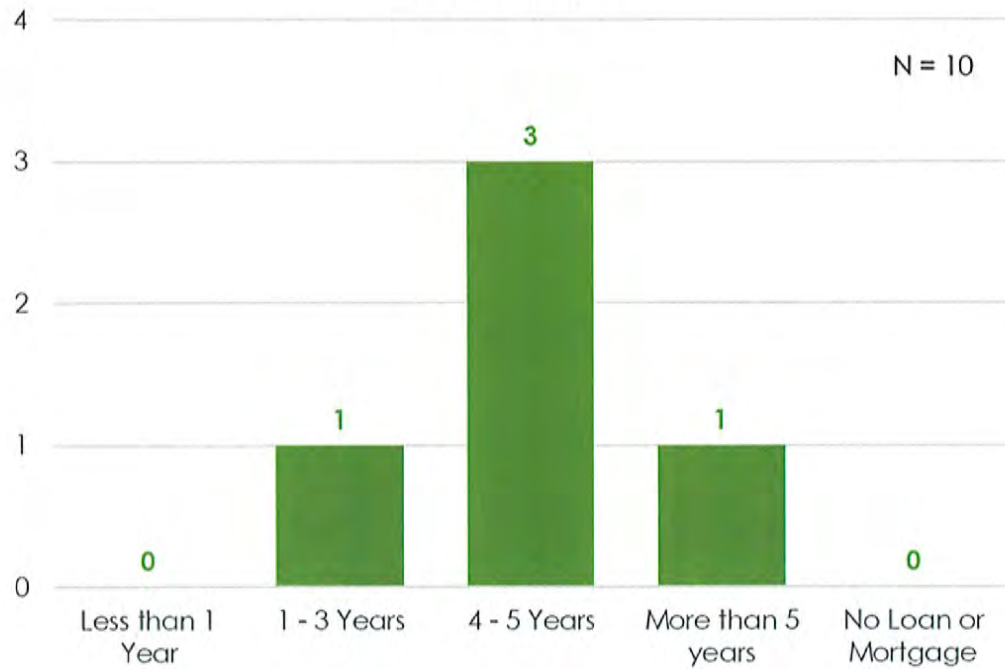


Exhibit 37. Do you anticipate changes in financing or refinancing needs within the next 3-5 years?

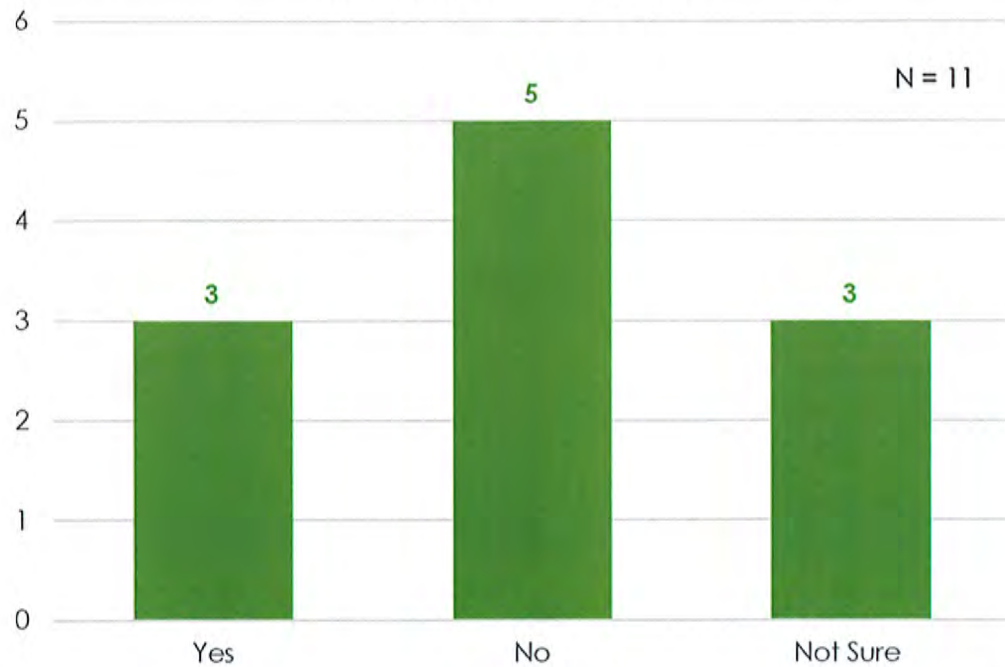
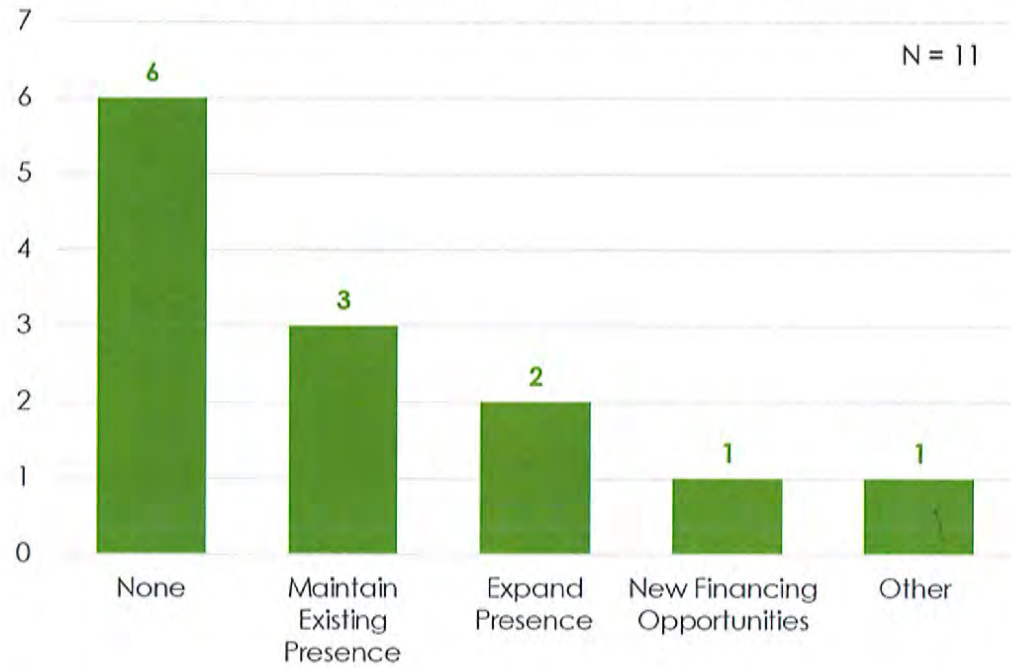


Exhibit 38. Are you interested in new financing opportunities or support to maintain/expand your business presence?



Tech Spillover

Exhibit 39. Does your business currently have tech-related operations?

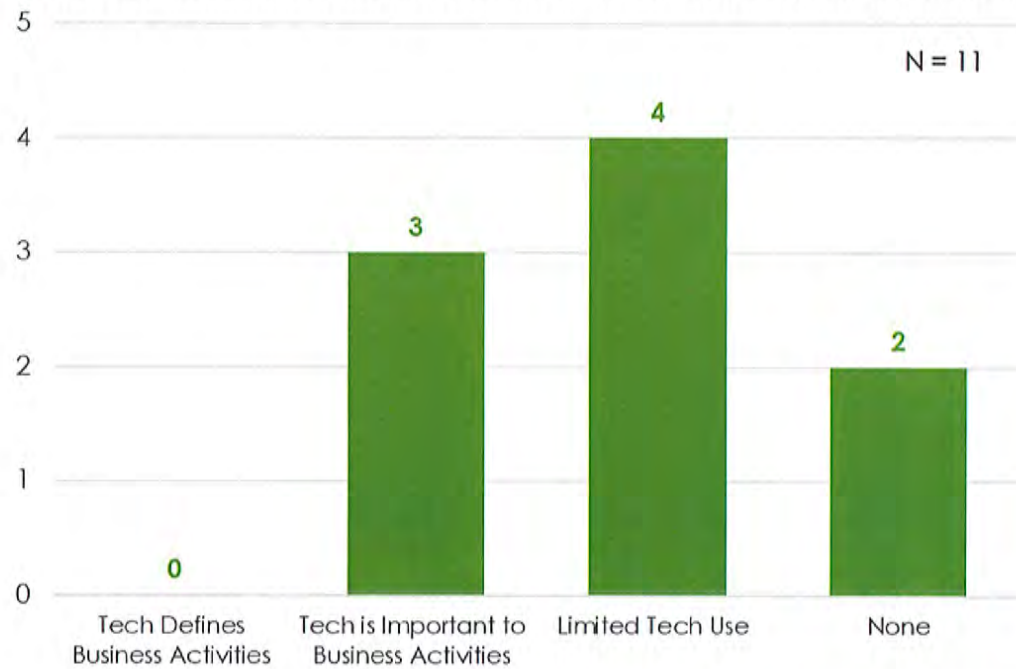


Exhibit 40. Are you interested in expanding tech services or operations?

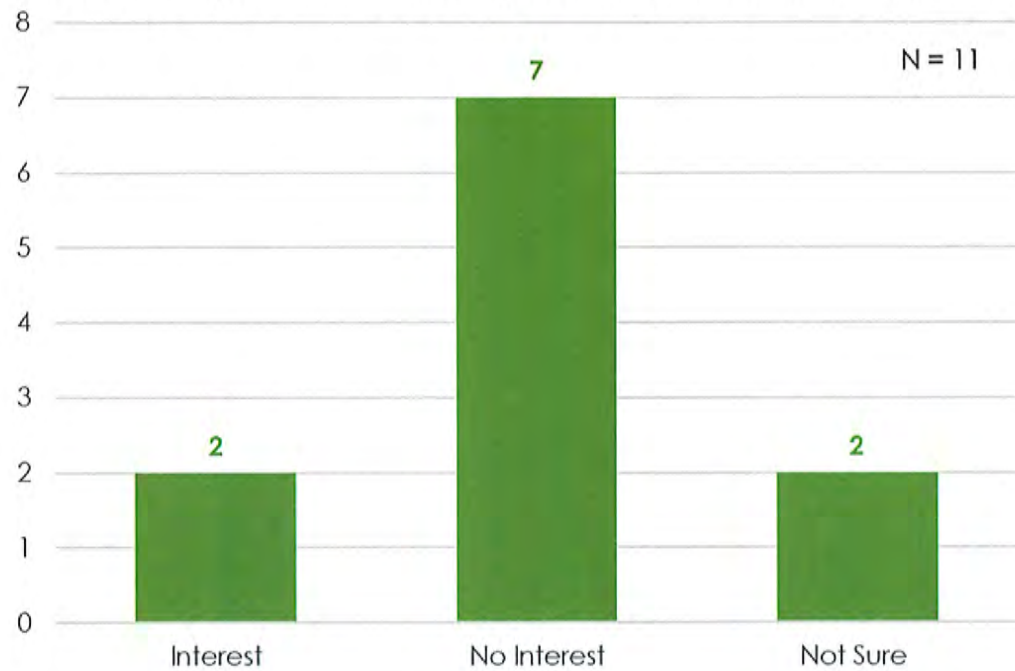
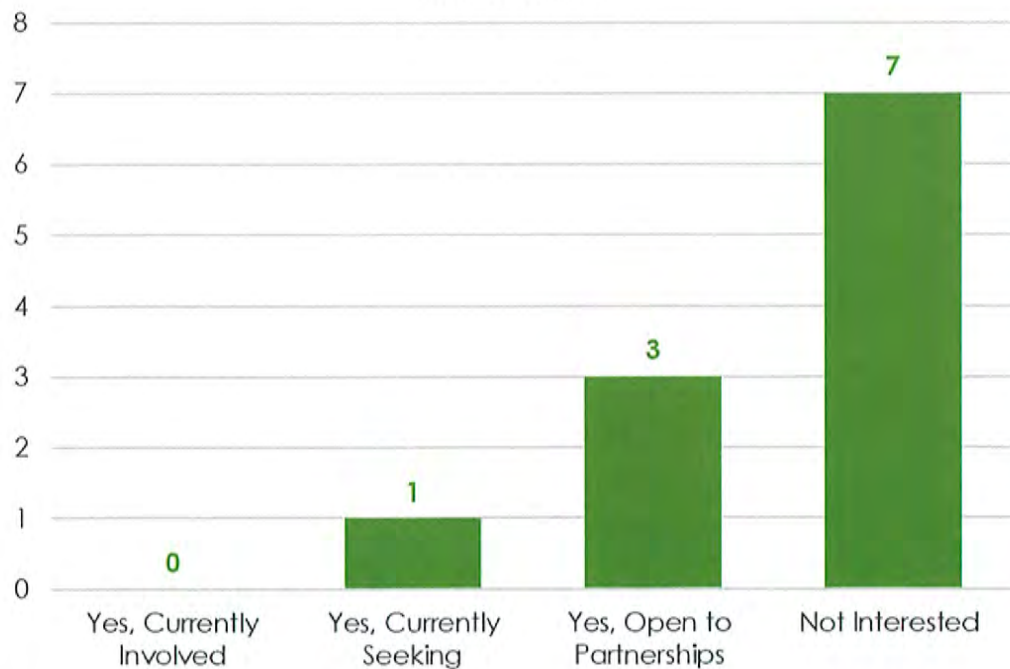


Exhibit 41. Are you open to partnerships or collaborations with tech firms in the corridor?



CORRIDORS PROPERTY / LANDOWNERS

Demographics

Exhibit 42. What type of space do you own/manage in either the 12 Mile Corridor or the Orchard Lake Corridor?

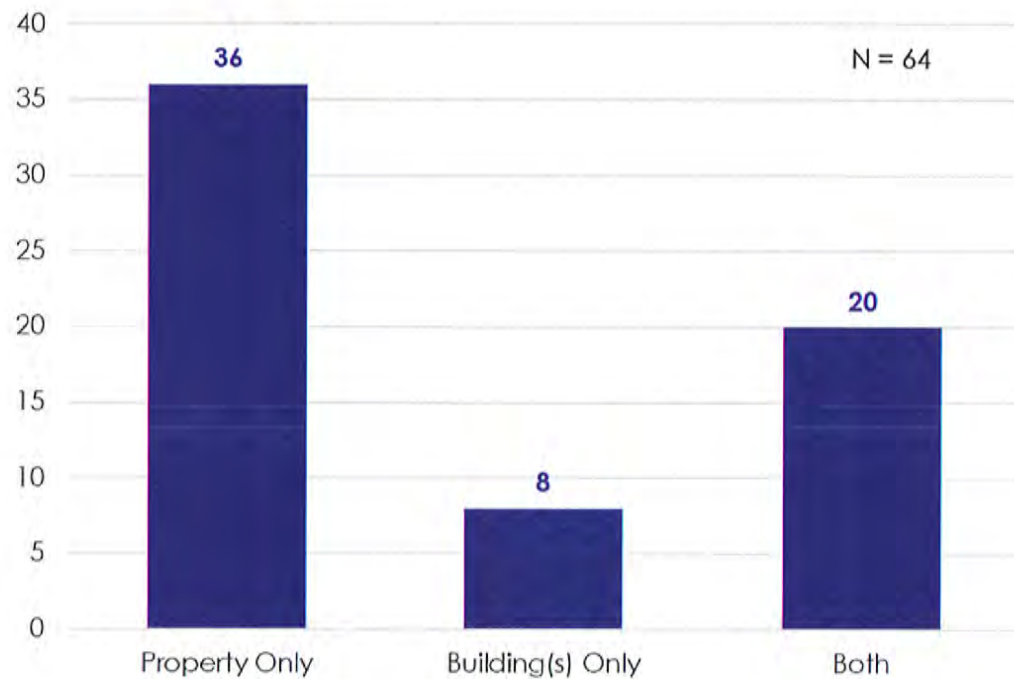


Exhibit 43. How many properties or buildings do you own/manage in either of the corridors?

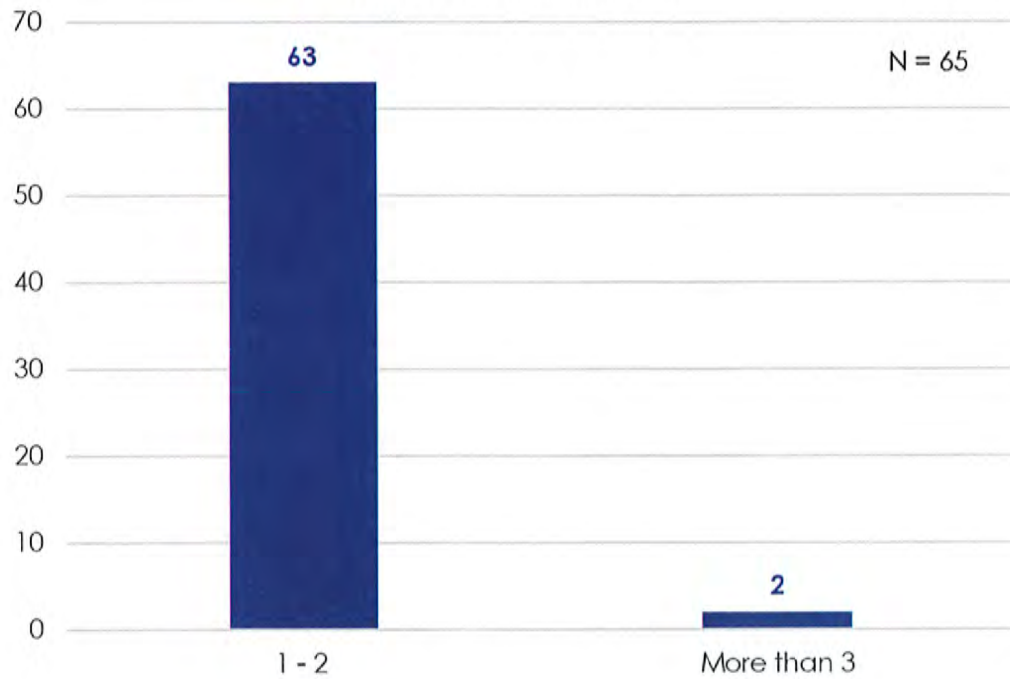


Exhibit 44. What is the total square footage of the spaces you own / manage?

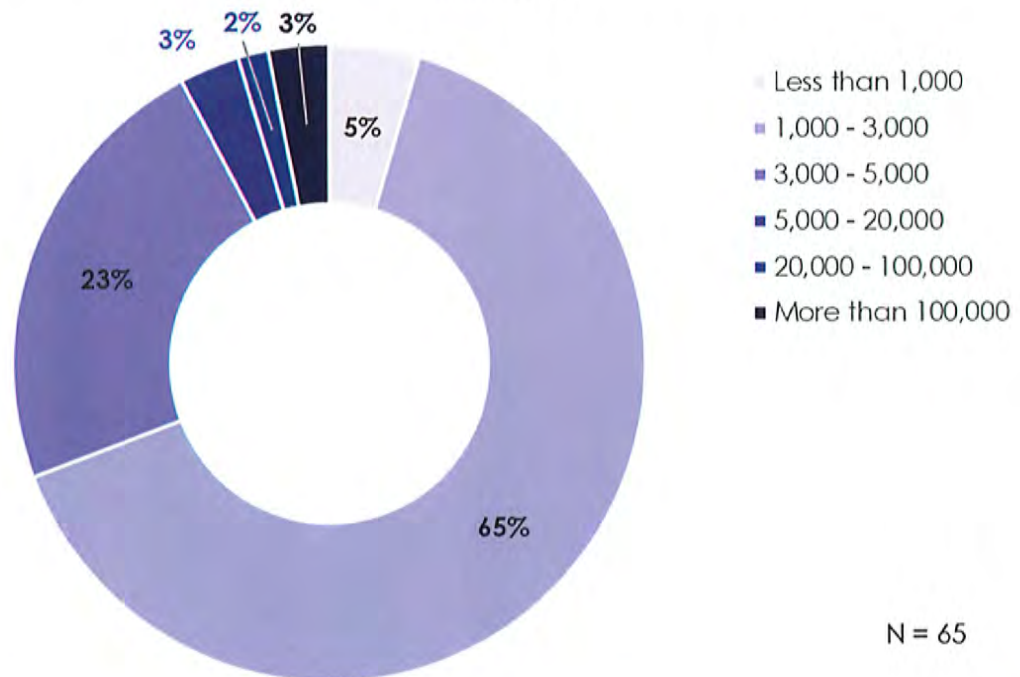
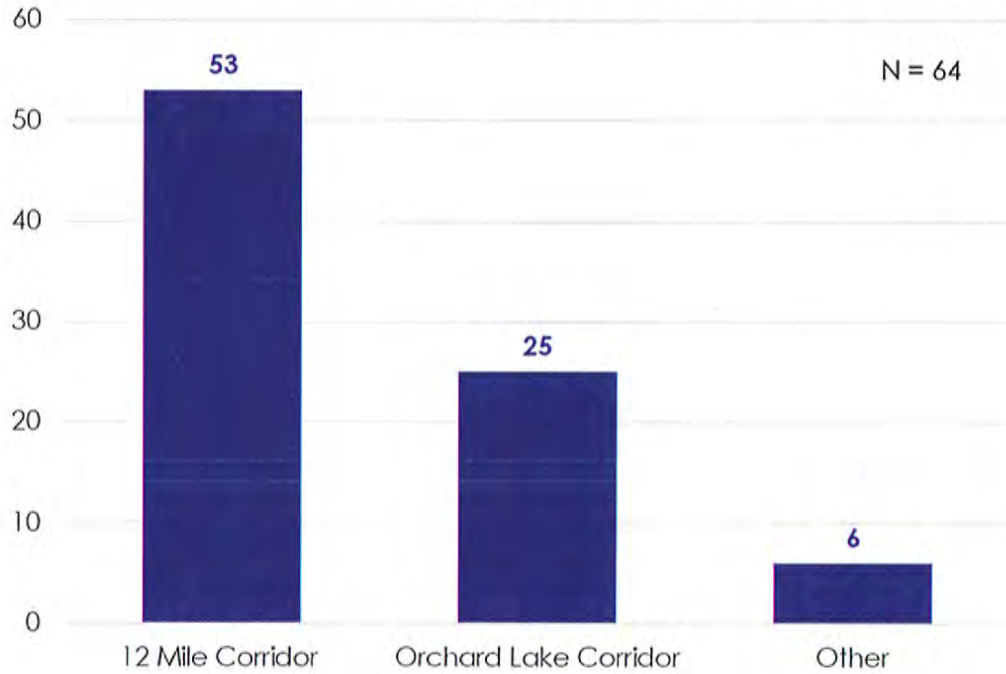
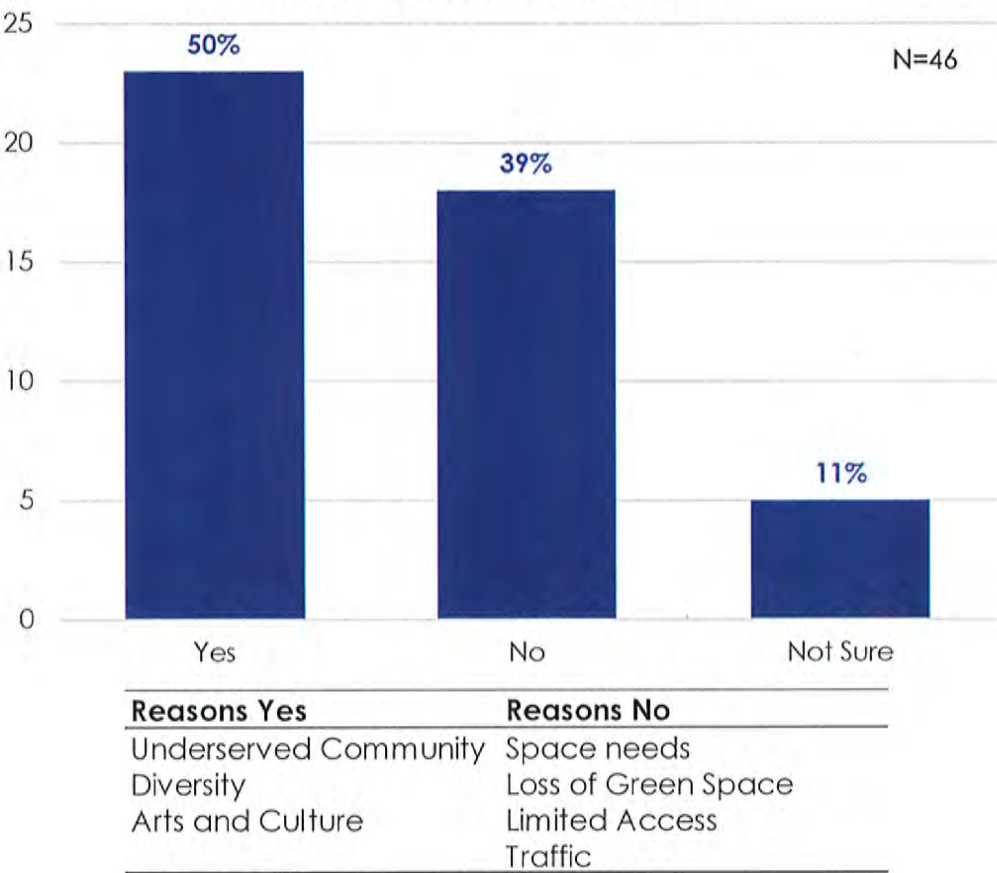


Exhibit 45. Where are the property(ies) or building(s) that you own or manage?



Investment

Exhibit 46. Could you see yourself continuing to invest in either corridor moving forward? Why or why not?



Actual Vacancies

Exhibit 47. Please estimate, what percent of the spaces you own/manage are currently vacant?

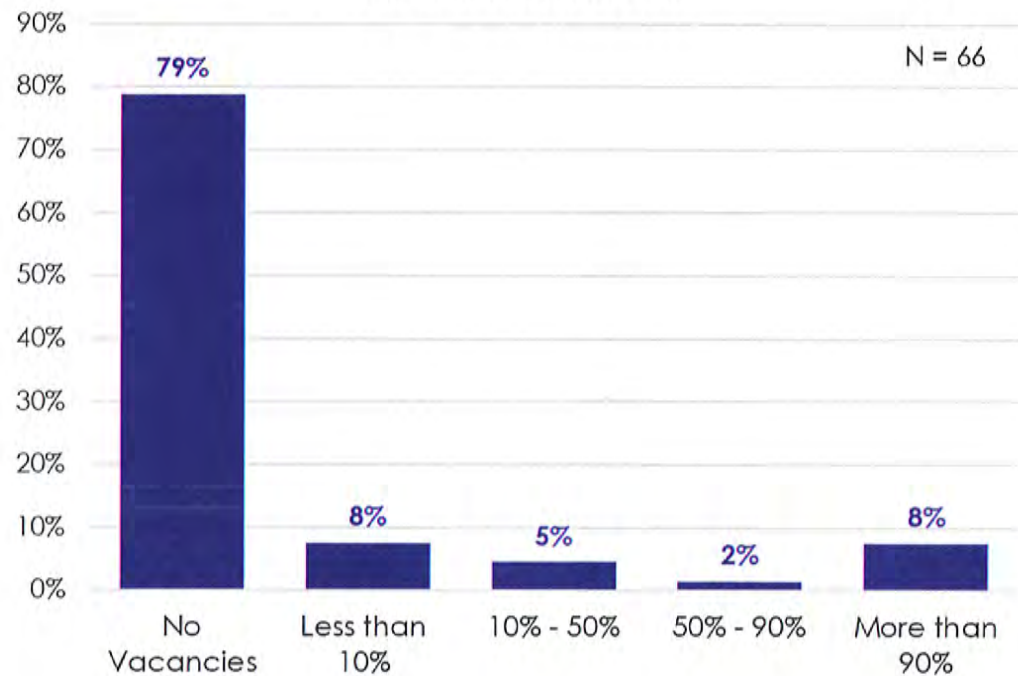


Exhibit 48. What is your perception of the demand for space in the 12 Mile Corridor?

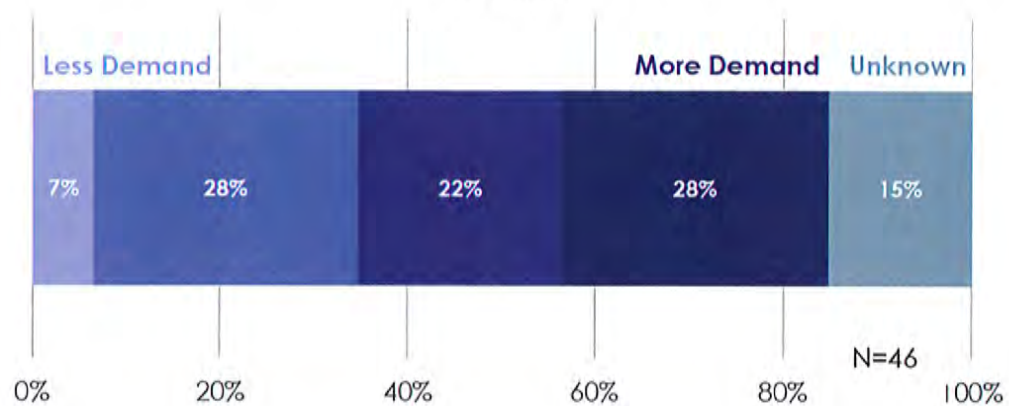


Exhibit 49. What is your perception of the demand for space in the Orchard Lake Corridor?

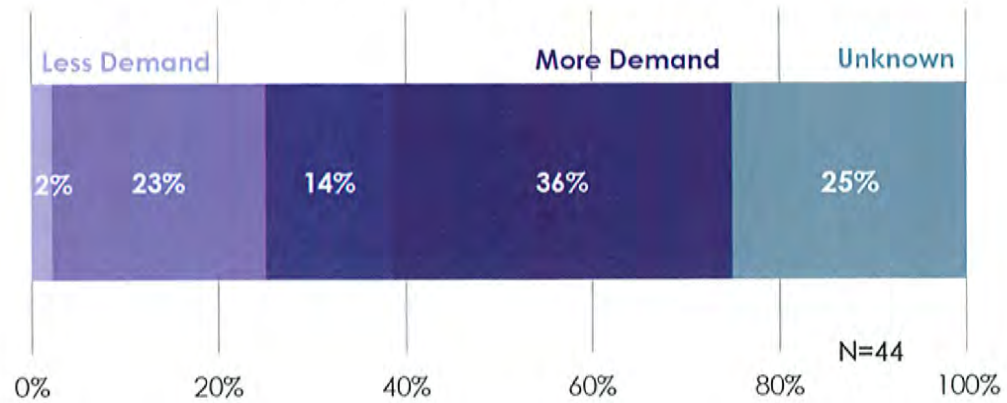
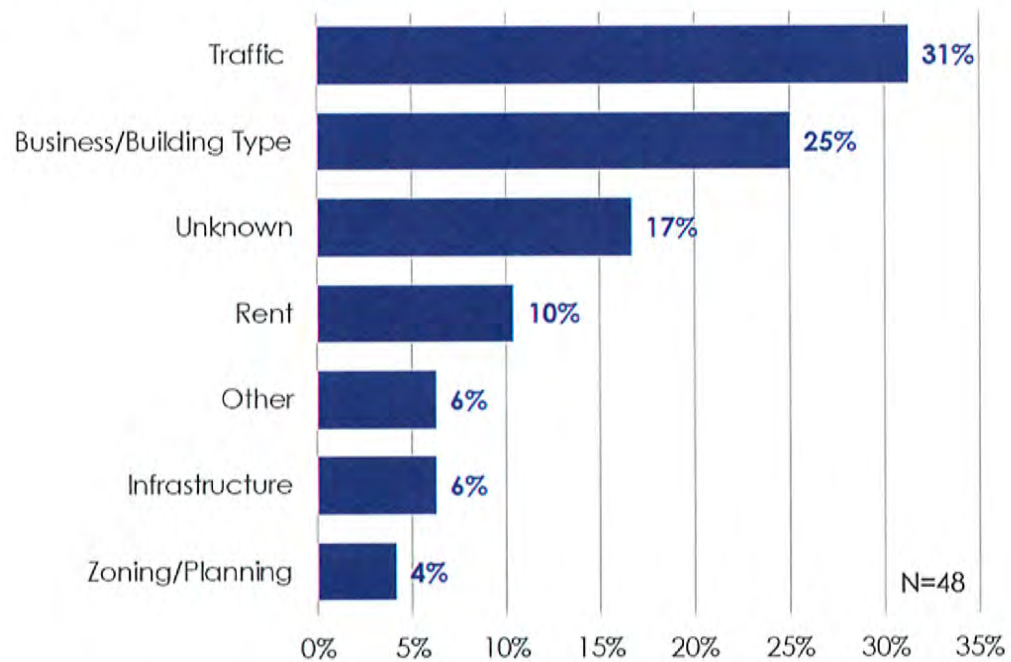


Exhibit 50. What challenges are there in filling vacancies in either corridor?



Mortgage Maturity

Exhibit 51. What is the maturity timeline for your commercial property loan or mortgage?

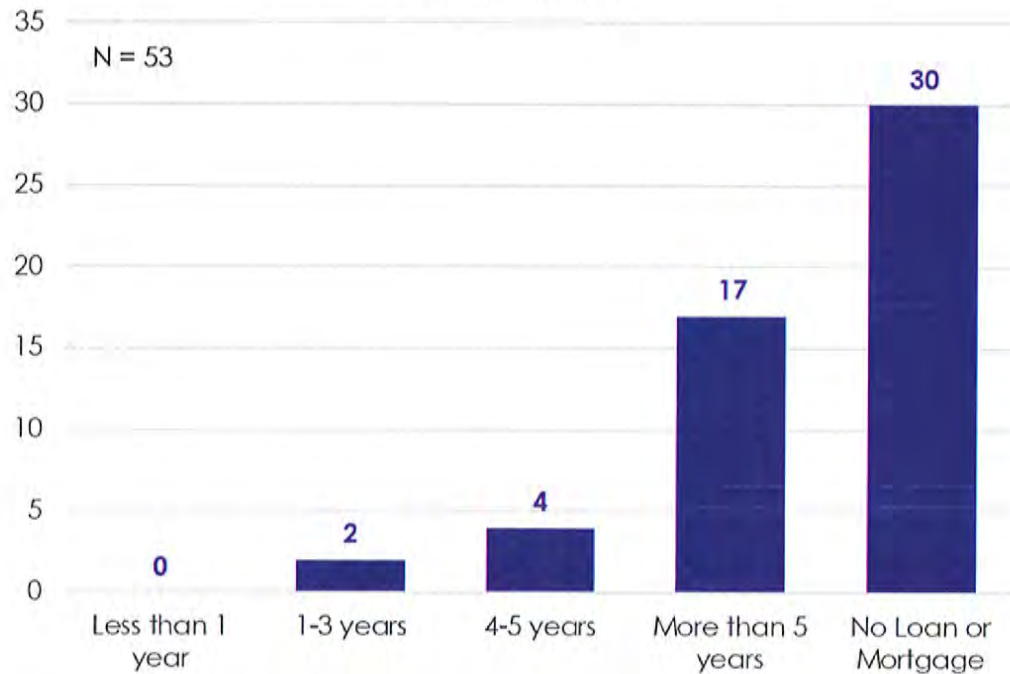
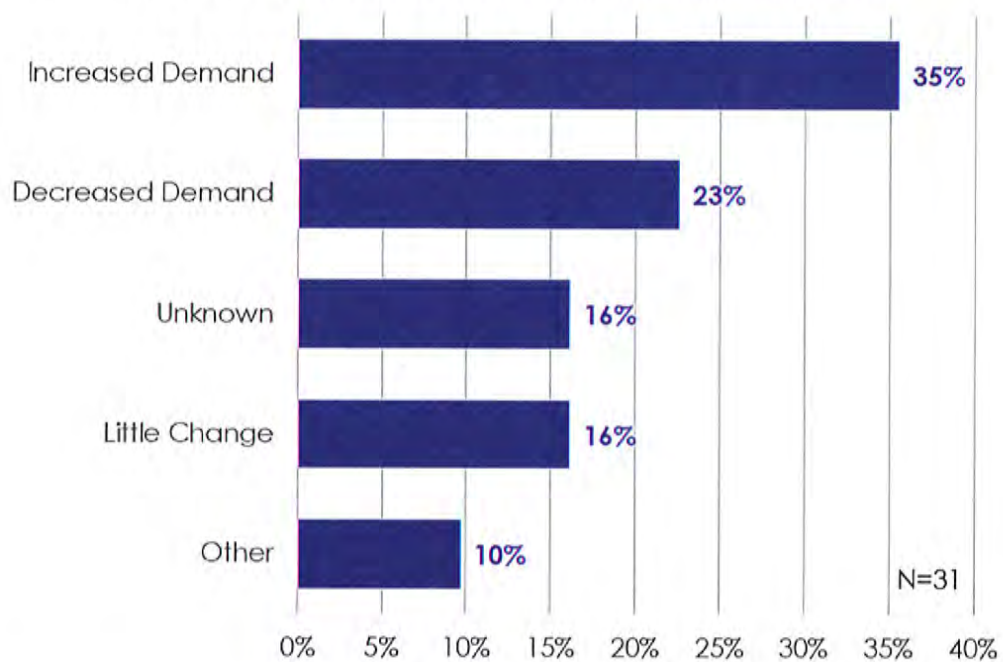


Exhibit 52. What changes do you anticipate in tenant demand in the 12 Mile or Orchard Lake Corridor in the next 3-5 years?



Commercial to Residential Conversion

Exhibit 53. Rate your level of interest in the possibility of converting commercial properties in either corridor to residential uses:

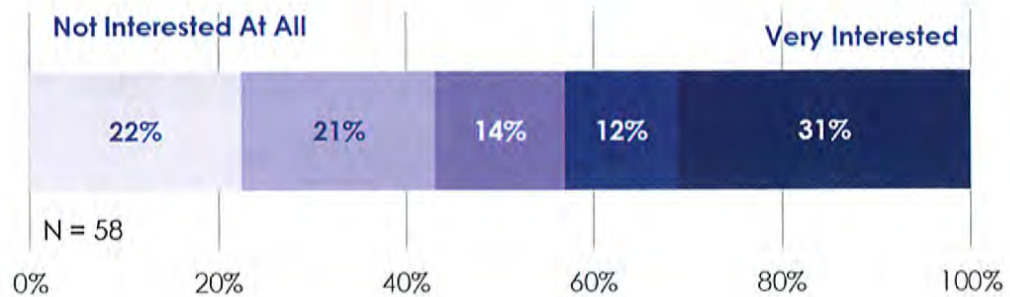


Exhibit 54. Rate your perception of the feasibility of converting commercial properties in either corridor to residential uses:

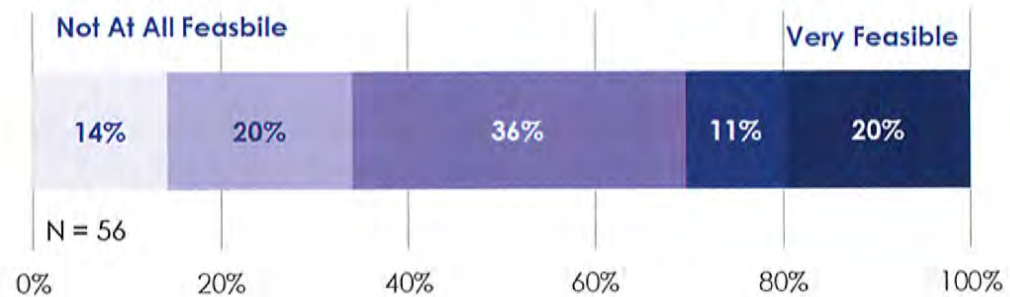
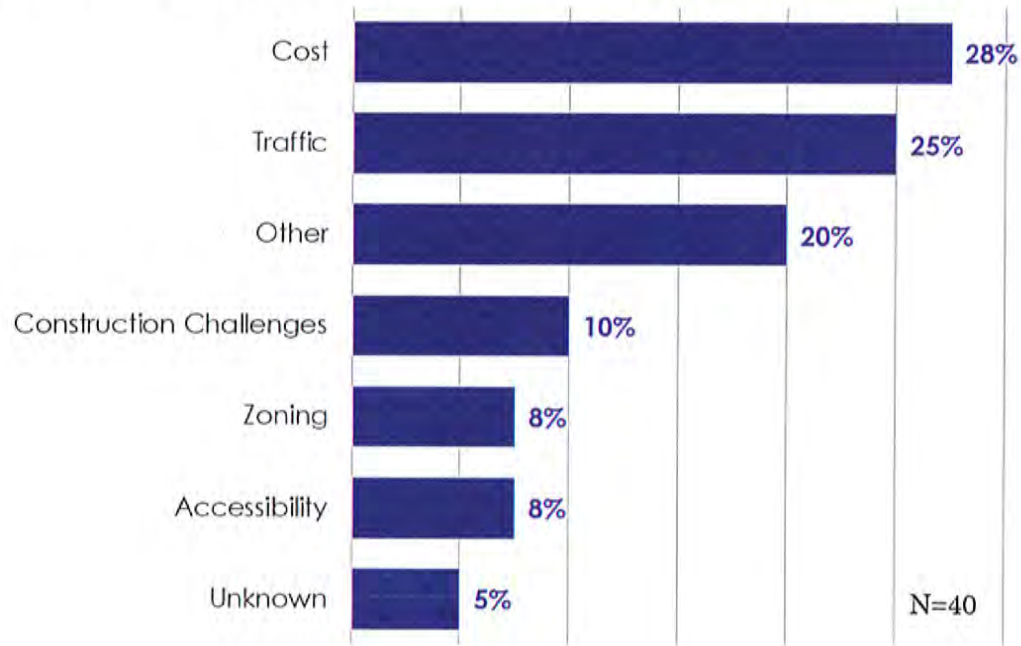


Exhibit 55. What challenges do you anticipate in this type of conversion?



Zoning Needs

To what extent does zoning limit or support the use of, or the improvement of, the spaces you own/manage? (N=1)

- One respondent indicated that zoning neither supports nor limits the improvement of the space they manage.

Exhibit 56. What zoning or regulatory changes would foster more investment or development in the corridors?

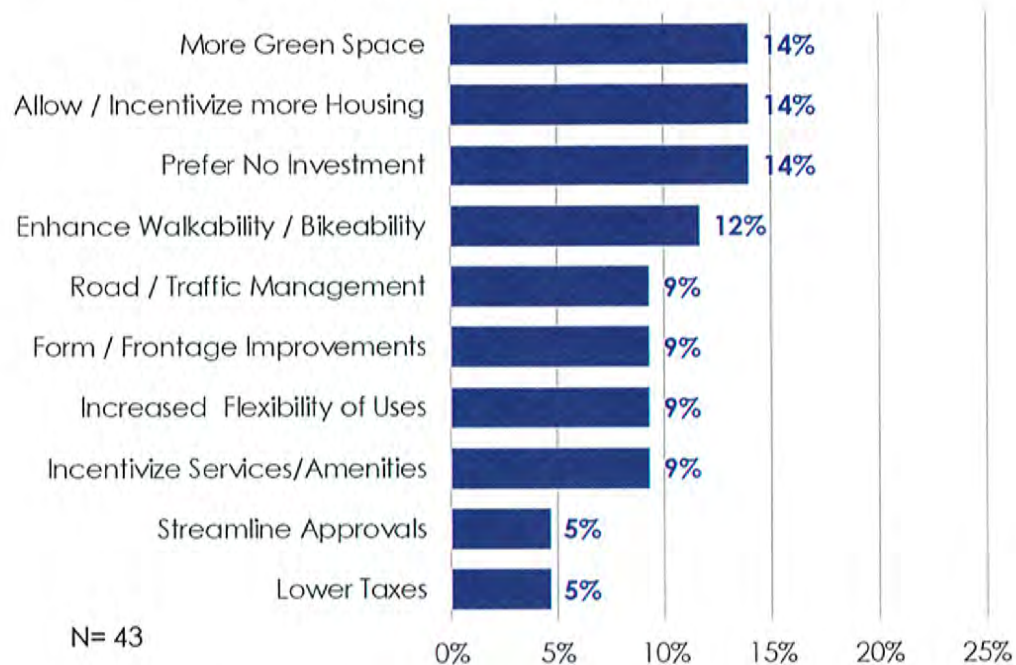
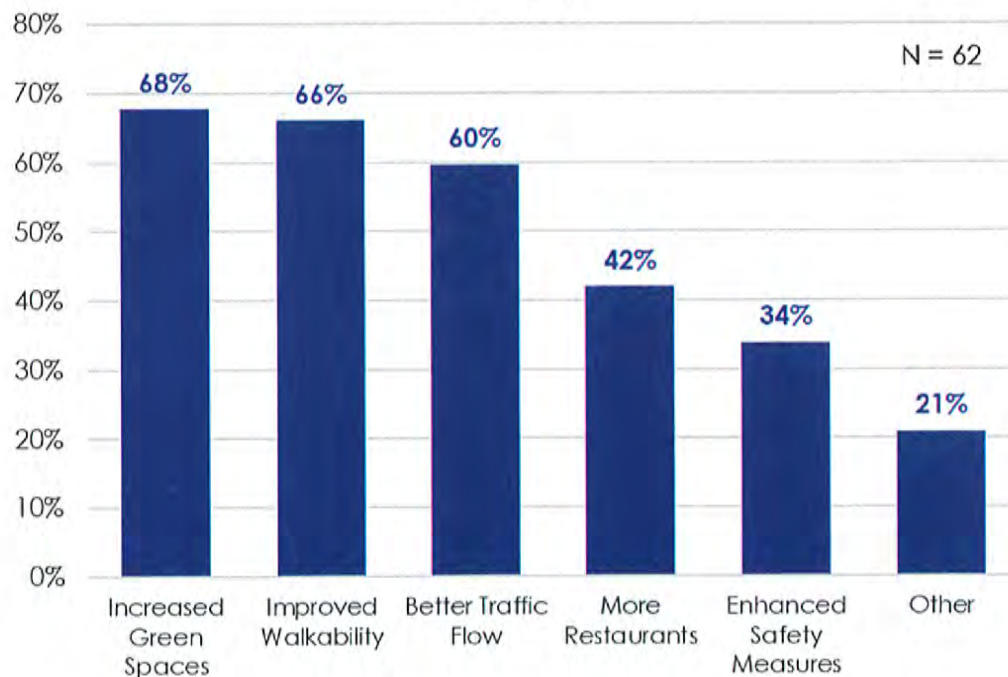
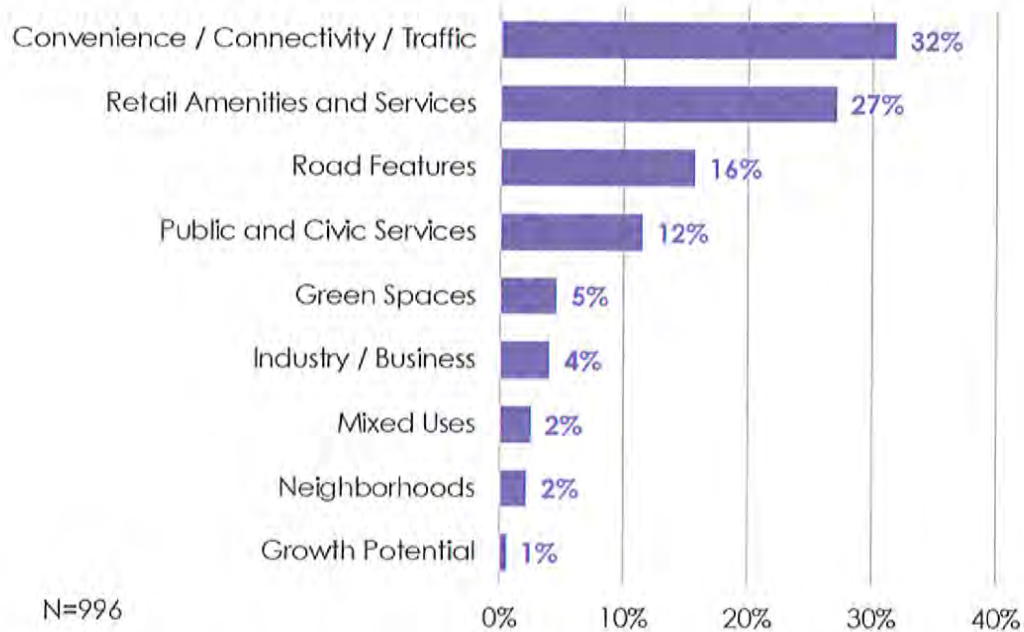


Exhibit 57. From your perspective, what improvements would help the 12 Mile Corridor or the Orchard Lake Corridor to attract more tenants or visitors?



CORRIDOR PERCEPTIONS (ALL RESPONDENTS)

Exhibit 58. What are the best things about the 12 Mile corridor currently?

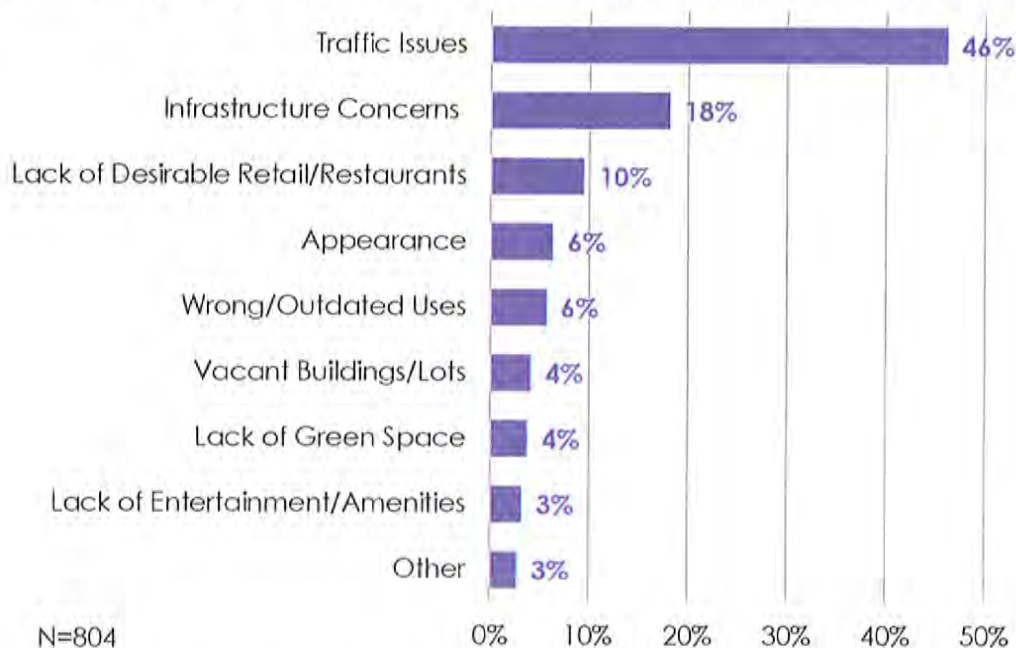


- “When it’s not busy, it’s mostly smooth flowing traffic and the lights are timed decently, with access to freeways.”
- “The part that is a boulevard is great. Continuous sidewalk and shared use path.”
- “The median on 12 mile west of Farmington has a nice visual effect. The wider road with the median makes it feel less congested. Overall the buildings west of Farmington Rd are in good condition.”
- “The green space that’s still available, especially between Haggerty and Drake. It makes the drive much more enjoyable than orchard lake which feels like a cement city.”
- “It is lively and centrally located within FH. Hawk, Library, Post Office stores.”
- “It has a good mix of retail, office, hotel, restaurant as well as some single and multi-family residential. The boulevard from west of Farmington to Drake is attractive and gives a higher end feel.”
- “The road is in fairly good shape, lights seem well-timed, traffic moves along without too many backups. Also, the landscaping is attractive. Stores, restaurants and my doctor offices are located along 12 mile in Farmington Hills.”

Specific assets of the 12 Mile Corridor, mentioned by respondents, included:

Daily Jam	Craft Breww City	Marvin's Mechanical Museum
Saavy Sliders	Funeral Home	Tim Hortons
Al Haramain	HAWK	Gas Station
Farmington Player's Barn	Safe	2Booli
Charging for EVs	Barn Theater	Sarokis
Parking	Left Turns	Starbucks
There are no roundabouts	Kroger	Einstein Brothers
Heartland Market	Lack of light pollution	CVS Pharmacy
Jax Car Wash	Zekelman Holocaust Center	Baron's
Scramblers	Farmington Players	Transit
Bank		Church

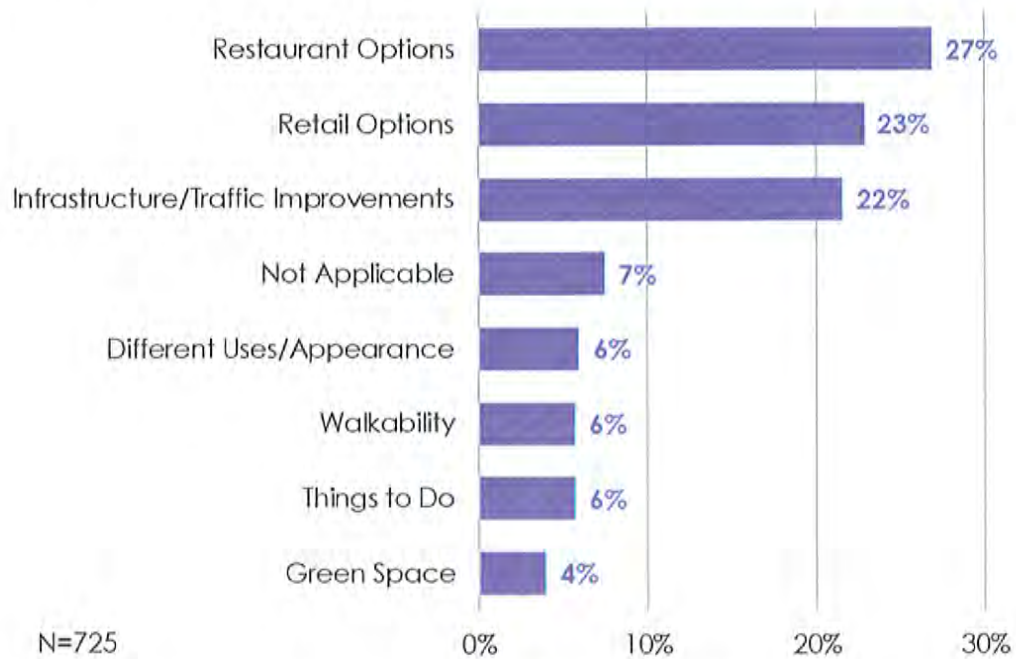
Exhibit 59. What are the worst things about the 12 Mile corridor currently?



Note: Infrastructure concerns included road conditions, intersection issues, lack of walkability and safety concerns.

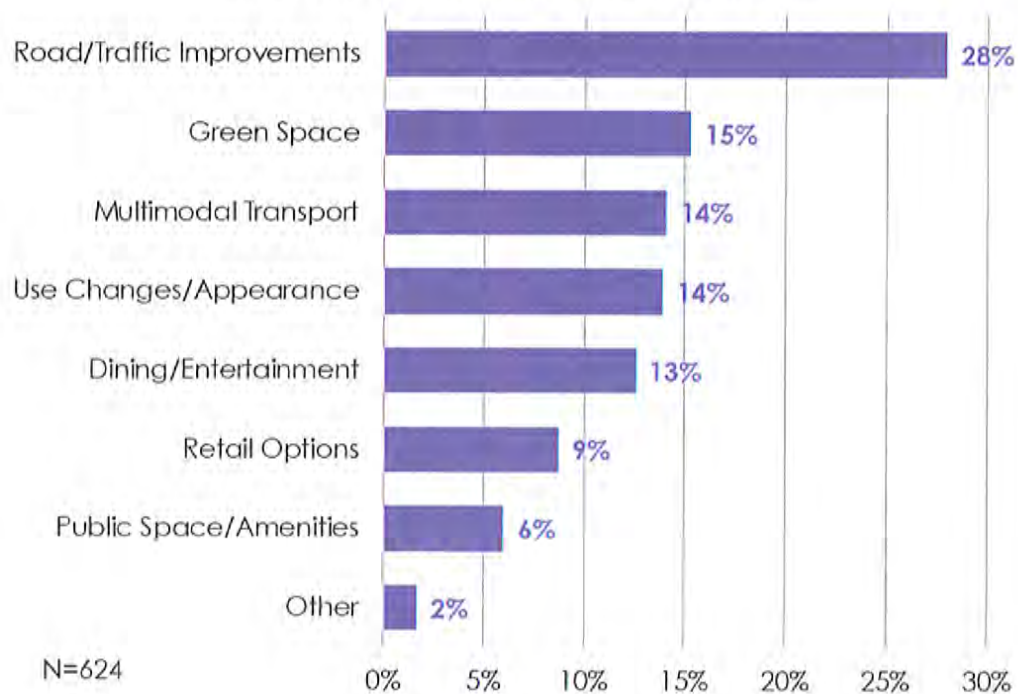
- “Used as an alternate road when freeways are closed”
- “Vacancies. Too many unused buildings”
- “Too much traffic congestion at Orchard Lake”
- “Lack of vibrant restaurant scene”
- “Fast drivers, congestion. I was in a bad accident on 12 and Orchard due to other driver running a red light. Vacant businesses give a bad vibe. Some sketchy businesses.”
- “Too many empty/underutilized buildings since the pandemic. The worst part is the destruction of wooded parcels to build new office space instead of repurposing what is already there.”
- “It is depressing. Compared to new and more modern office, retail, medical and financial buildings in West Bloomfield, Livonia, Novi and Troy, Farmington Hills appears to be in decline.”
- “Wait times and long queues on cross of 12-mile to Orchard Lake and I-696; complicated access to I-696 with waiting on traffic lights (no parking opportunities for nearby parks & walking areas; narrow walk ways, need to widen to use for bikes & pedestrians”
- “Lack of green space. It's a lot of office buildings west of Farmington Rd and many seem vacant. This could open the opportunity for a park or walk/bike path. I think that would be preferable to more shopping.”

Exhibit 60 What would make you more likely to visit the 12 Mile corridor?



- “Less traffic and easier to navigate with the businesses”
- “More nice restaurants, (not more chain restaurants), more boutique style stores.”
- “More places to do things, like bowling and bars or restaurants”
- “Smoother pavement, more large trees in the boulevard, and street lights on both sides of the road. (I think they are only on the north side?)”
- “Walkable district. Dining, retail options and areas that are accessible.”
- “Do wish there were more affordable/mid-price dining/bar options. Literally can only think of one; Craft Brew City. North end of city, 696 until you hit 14/ NW Hwy corridor is a dearth of places to stop for a beer/sandwich.”
- “More businesses that cater to late evening/night time customers. More walkable options. Better communication of what businesses are there”
- “Park/walking space and food options. Smaller business spaces. Also entertainment options would be amazing.”

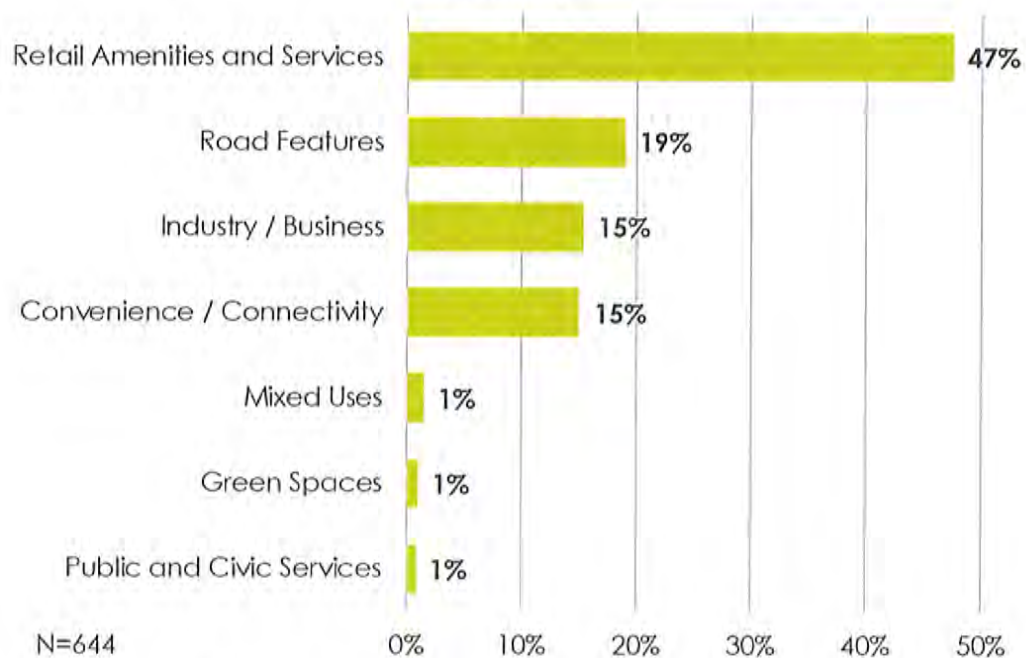
Exhibit 61. What would be your 'big idea' for how the City of Farmington Hills could improve the 12 Mile corridor?



- “More retail, dining, community gathering spaces. Make it more family friendly and inviting”
- “Start with food truck parks, outdoors seating, background or live music, a beer truck.”
- “Make it more resident friendly. Better walking/ bicycle trails. Make it safer for pedestrians to cross streets.”
- “Replace cement with trees. STOP BUILDING BUILDINGS UNLESS THEY ARE RENTED AND FULL. STOP KILLING OUR FORESTS FOR DOLLARS!!”
- “Encourage owners of large vacant office complexes to repurpose to small retail business and/or family home units that include mini park like green space for children. Mercedes Benz office is ugly, vacant, and wastes electricity 24-7 with its lights on.”
- “Create a series of "Pocket parks" for respite with easy one-way entry and exit (perhaps with a simple U roadway with under 15 parking spots), and connect to sidewalks for walkers and cyclists; could be enhanced with input from the local artist community”
- “Repurpose empty buildings/underutilized parking/paved expanses; introduce mixed use housing and business structures and create more parks, play areas.”
- “Make it more similar to a “downtown.” If there are enough retail & dining establishments, maybe provide free shuttle trolleys to mile/ 1/2 mile stops.”

- “Attract new companies to the area to renovate and improve these old ugly buildings. Improve the curb appeal to the area. Or tear them down and build something else like condos or townhomes. Add some nice restaurants to the area to the open parking lots”
- “It would have to be something that draws people to that area, like a large mixed use facility/compound that attracts for retail, food, and fun things to do. Almost like what Novi has with the Imagine theatre area, where you can park/walk to everything”
- “Leave it alone. This is an exceedingly long survey to keep answering "the 12 mile corridor is fine as it is now and supports my business, please do not force unnecessary changes that would disrupt our livelihoods".”
- “Handling traffic for the 2 school dropoff lines in the morning and mid afternoon. People drive erratically and dangerously.”
- “Clustered development, with trail network connecting to OCC Orchard Ridge. Blend of densities, with some streetfront retail along 12 Mile, but key walkable nodes at 12/Orchard Lake, 12/Farmington, and 12/Halsted. Look at Reston, VA for inspiration.”

Exhibit 62. What are the best things about the Orchard Lake corridor currently?

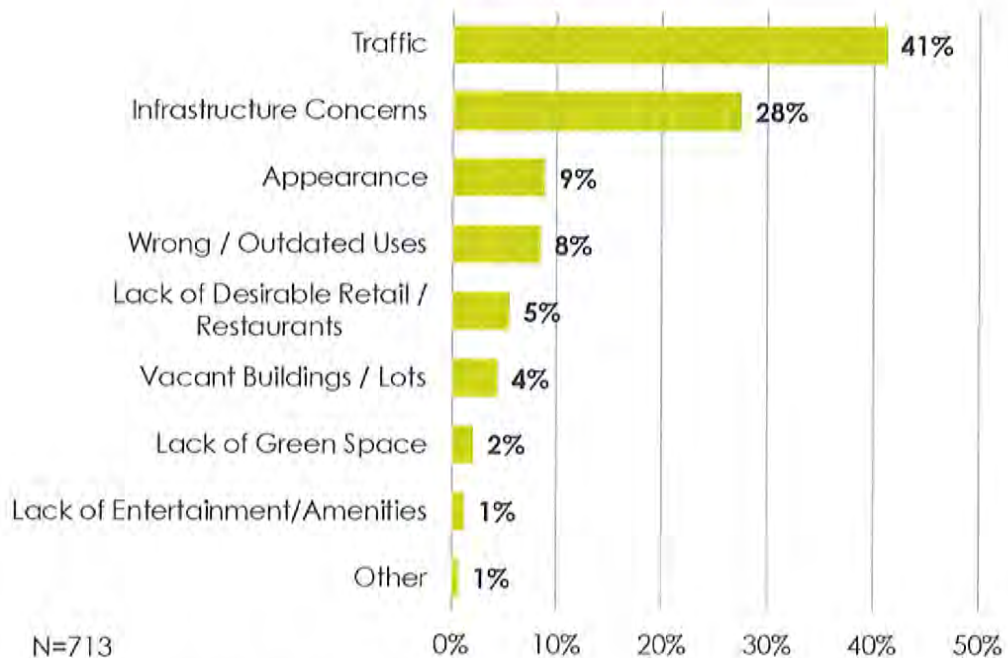


- “A great variety of stores, both for grocery shopping and retail.”
- “Traffic flows. Lights are relatively well timed.”
- “Speed limit, general traffic flow on orchard lake. Nice diversity of businesses.”
- “Easy access to expressway and variety of businesses, roundabouts help ease traffic stops”
- “Visibility and high traffic counts, the gateway into Farmington Hills. An opportunity for major redevelopment in the triangle between Orchard Lake and Northwestern Hwy, tied together with new Meijer at Hunters Point/Tally Hall.”
- “Green spaces by Oakland Community College (prior to 696 construction), Michigan School of Psychology, Holocaust Museum, variety of restaurants.”
- “The range of dining options! Delicious!”
- “Many small business and restaurants with good parking; many parts of Orchard Lake road are maintained well & good; safe area. Improvements near cross Orchard Lake and 14-mile with multiple round-abouts. The round-about on the shopping center is genius.”

Specific Assets of the Orchard Lake Corridor, mentioned by respondents, included:

CVS	Shops	Jiang Jiang Noodles
OCC Campus	Lunch	Pebble Creek
Sushi Ko	Craft Breww City	Leo's Coney Island
DSW	Banks	The Hawk
Nordstrom Rack	Einstein Bagels	Sunrise Cafe
Meijer	Hunter's Square	True REST Float Spa
The Barn Theater	Holocaust Museum	TJ Max
Jets	Marvin's	Homegoods
Starbucks	Whole foods	Schools
Aldi's	Schuler Books	VCA Vet Clinic
Grocery	Hong Hua	Beaumont Urgent Care
Hardware	Ulta	PetCo
Clothing	Kohls	Old Navy
Gordon's food store	GFS	Car Wash
Ace Hardware	Marshal's	Taco Brothers
Bakeries		FedEx

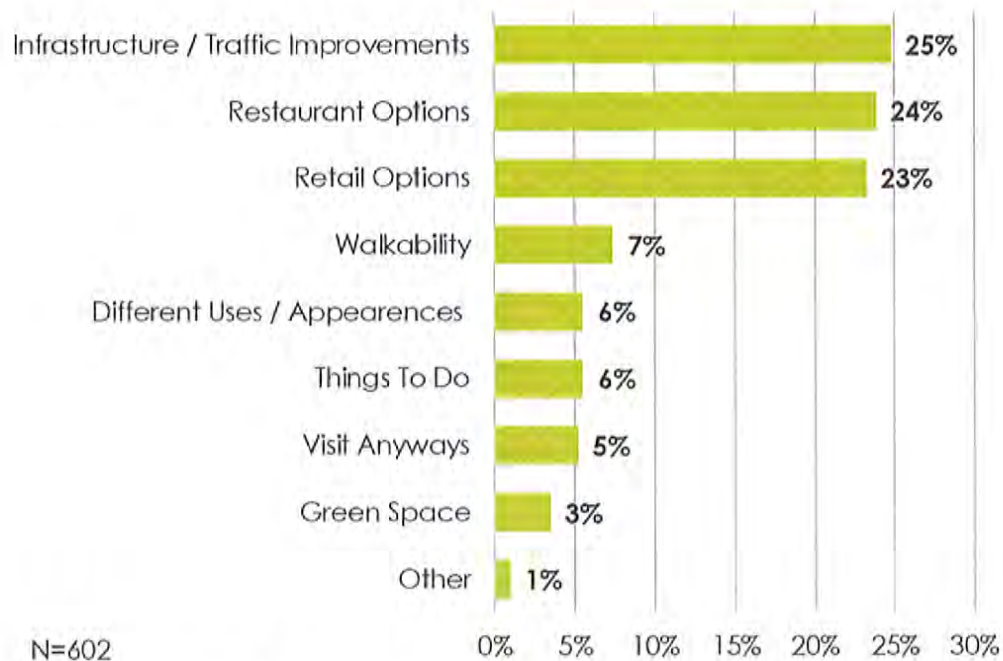
Exhibit 63. What are the worst things about the Orchard Lake corridor currently?



Note: Infrastructure Concerns includes safety issues, road conditions, lights, and lack of walkability.

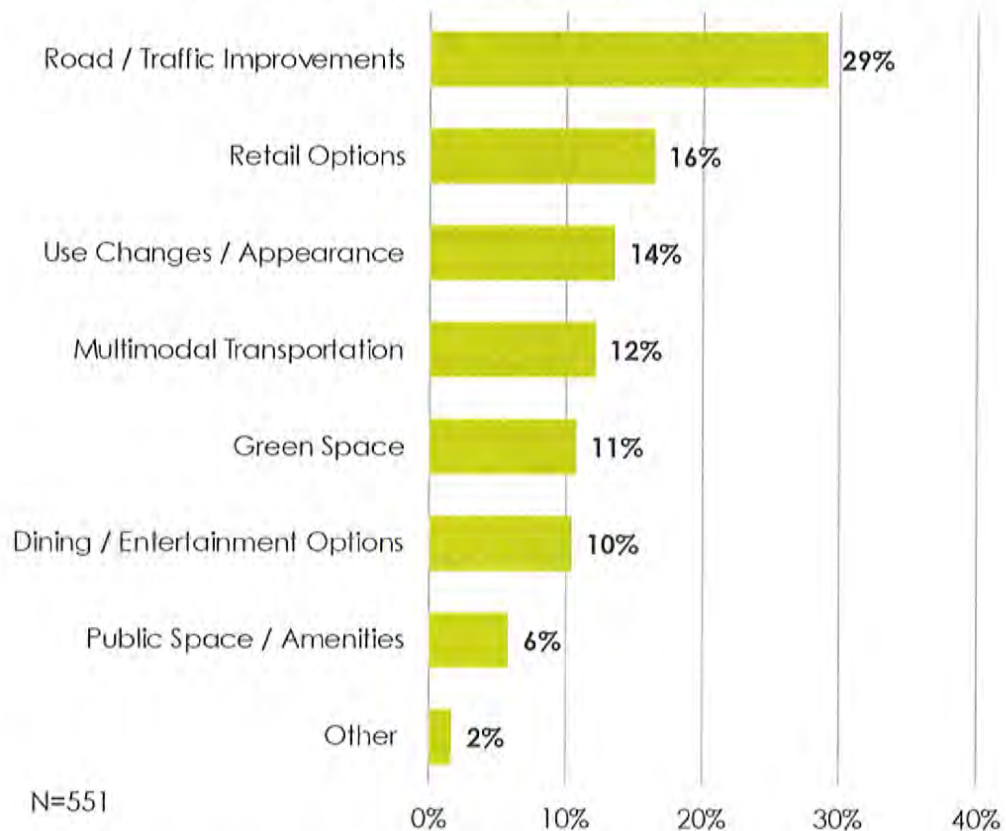
- “Parking near street instead of behind buildings. Having to cross parking lots on foot disincentivizes walkability.”
- “Traffic flow, road surface quality and some of the businesses and structures are old and somewhat rundown”
- “Too crowded. Need more lanes. Roundabouts are not used safely by most drivers, especially at 14 & Orchard Lake Rds. It’s death trap.”
- “Fading retail and low investment in the storefronts. Very shallow lot depths, which makes mixed use development challenging. Ideally, you would incentivize combining these lots with the single-family residential lots immediately behind on the east side.”
- “Everything looks extremely out of date compared to nearby communities such as Brighton, Commerce and Northville.”
- “Terrible for pedestrians. Crossing near freeway ramps is dangerous, and the 12 mile intersection requires crossing 6-8 lanes of traffic with a very short light.”
- “Orchard Lake is NOT a safe corridor for pedestrians or bikers -- too much traffic and too many parking lot entrances/exits. This is sad. ROAD CONDITION is really embarrassingly bad and a persistent issue. Very poor 'welcome' to visitors to the city. “

Exhibit 64. What would make you more likely to visit the Orchard Lake corridor?



- “Cultural events. Outdoor seating for restaurants and bars”
- “Better traffic flow, more visually appealing”
- “Mainstream grocery store, and wider variety of retail options. Wider variety of restaurants.”
- “More walkable. Natural areas. Improvements/upgrades to the buildings”
- “More trees. More green space.
- Go ahead and drive around West Bloomfield up middlebelt to Square Lake .. no office buildings, no gas stations, no strip malls,.... it looks BEAUTIFUL. Farmington Hills city should embrace West Bloomfield planning.”
- “Freshen up storefronts & landscaping. Attract new businesses, add areas of walkable retail blocks. Outdoor green space seating areas to drink a coffee, eat an ice cream, for events. No large retailers-Meijer's, Target, Walmart, etc. Keep it community.”
- “Indoor activities. Not more restaurants. Not more bars. Not more office space. Fun activities for grown-ups and/or families to do during the winter or bad weather.”
- “Needs a place...a space to call its center...seems mostly like a pass thru and too many under utilized properties. Not a great street for pedestrians”
- “More shopping. I would say more things like outdoor eating but I struggle to see that working in that space but I’m no city planner.”
- “I would like to see some greenery along the side of the road, especially trees and bushes. Ideally, I would like to see a boulevard like 12 mile or on Orchard Lake after 14 mile in W. Bloomfield. “

Exhibit 65. What would be your 'big idea' for how the City of Farmington Hills could improve the Orchard Lake corridor?



- “Create a green corridor that sidewalks shaded by trees.”
- “Smart traffic lights”
- “Re-envision strip mall architecture. Shops on outside, large open-air courtyard in center, foodcarts, people can shop then grab quick bite and sit outside to eat”
- “Attract strong retail partners such as Target, Trader Joes and more upscale restaurants. A mix of strong, national retailers as well as some more local retailers.”
- “Encourage business owners to maintain their property or improve the looks. Ask MDOT to put an exit at middlebelt or somewhere to ease traffic and accidents. Improve road lighting or signage to make look more modern, not stuck in the 70s.”
- “Make more walkable with walkways to cross orchard lake at a few locations from 12 to 13 mile and walking paths to connect to Kenbrook neighborhoods and the residential neighborhoods east of orchard lake”
- “Partner with Techtown, Velocity or Thrive Oakland to provide opportunities to fill vacant stores with start-up and small business pop-ups. Work to make

them permanent tenants. (Call Jennifer Foster who can amp up these partnerships, 586-212-3122).”

City of Farmington Hills 12 Mile Rd & Orchard Lake Rd Corridor Plan

Retail & Restaurant Market Analysis

April 2025

Prepared by:



**CREATIVE
PLACE**co

Prepared for:





Community Attributes Inc. tells data-rich stories about communities that are important to decision makers.

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President and CEO:
Chris Mefford

Project Manager:
Elliot Weiss

Retail & Restaurant Lead Analyst:
Michael Forsyth, Creative Place Consulting

Analyst:
Kortney Cena

Community Attributes Inc.
119 Pine Street, Suite 400
Seattle, Washington 98101

www.communityattributes.com

KEY FINDINGS

- Retail and restaurant activity are concentrated within five key “commercial nodes” within the Orchard Lake and 12 Mile corridors. These familiar shopping and dining destinations for Farmington Hills residents and visitors serve as the focal point for retail and restaurant analysis. Nodes include:
 - **Hunter’s Square at Orchard Lake and 14 Mile** is the largest regional shopping center within the corridor and a focal point of major redevelopment.
 - **The “International District” at Orchard Lake and 13 Mile** is home to one of the region’s more significant collections of ethnic restaurants and retail businesses.
 - **Orchard Lake and 12 Mile** is home to the well-established Orchard 12 Plaza shopping center that capitalizes on the major intersection and 696 interchange.
 - **Halsted Village located at 12 Mile and Halsted Road** is a resident serving shopping center anchored by Kroger.
 - **Grocery anchored center on 12 Mile and Farmington**, features the new Al Haramain international grocery which opened in the former Heartland Grocer space.
- The Orchard Lake and 12 Mile commercial corridors serve a trade area of approximately 260,000 households defined by a 15 minute drive time. Strong spending power is supported by median household incomes of \$85,100, which is 20% higher in than statewide incomes. Households spend an average of \$27,500 on retail purchases and \$1,700 at food service and drinking places annually, 7% and 8% higher than the national average respectively.
- Major retail investments aim to capitalize on strong consumer characteristics and market demand. A proposed Planned Unit Development at Hunter’s Square aims to add new retail space anchored by Meijer, Total Wine and Nordstrom Rack.
- Both corridors have proven to be outstanding locations for national QSR brands that benefit from high traffic counts, strong consumer demographics, ease of access and accessibility to 696 and neighboring communities. For example, the two Starbucks located in the corridor are two of the top performing locations (90th percentile) within 15

miles, with visits growing over 30% over the last three years. The new Savvy Sliders on 12 mile is the top performing franchise location and Taco Bell is in the 75th percentile for performance within 15 miles.

- Beyond the national chains, the corridors also support a significant and diverse international food scene. Restaurants including Saffron (Indian), Damas Cuisine and Catering (Syrian), Jiang Nan Noodle House (Chinese), Pars Restaurant (Persian), At Anano's (Georgian), Phở Vinh (Vietnamese), Bangkok Sala Café (Thai) are just a few of the many restaurants offering cuisine from around the world. A growing International District has emerged on Orchard Lake, between 13 Mile and Burbank, with ten ethnic restaurants, three international groceries and two butcher shops. This district attracted 194,000 visitors last year, who visited an average of 4.2 times per year, totaling over 810,000 visits. Visits are up 9.3% over the last three years. Visitors to this area tend to have higher median incomes and higher educational attainment than other commercial nodes.
- Conditions for future restaurant expansion are ripe within the corridor. Four new outlets proposed at Hunter's Square and one outlet opportunity at Orchard 12 Plaza provide ideal locations for new QSR tenants. Two vacant restaurant spaces present key opportunities to recruit full-service restaurants that will help build dining destinations at Hunter's Square and the International District.
- Traditional full service American restaurant concepts are in short supply within the corridors. Analysis of existing restaurants suggest higher end offerings may perform better than casual ones. Hunter's Square presents an important opportunity to add one to two full-service restaurants that help diversify Farmington Hills hospitality offerings.

RETAIL ANALYSIS

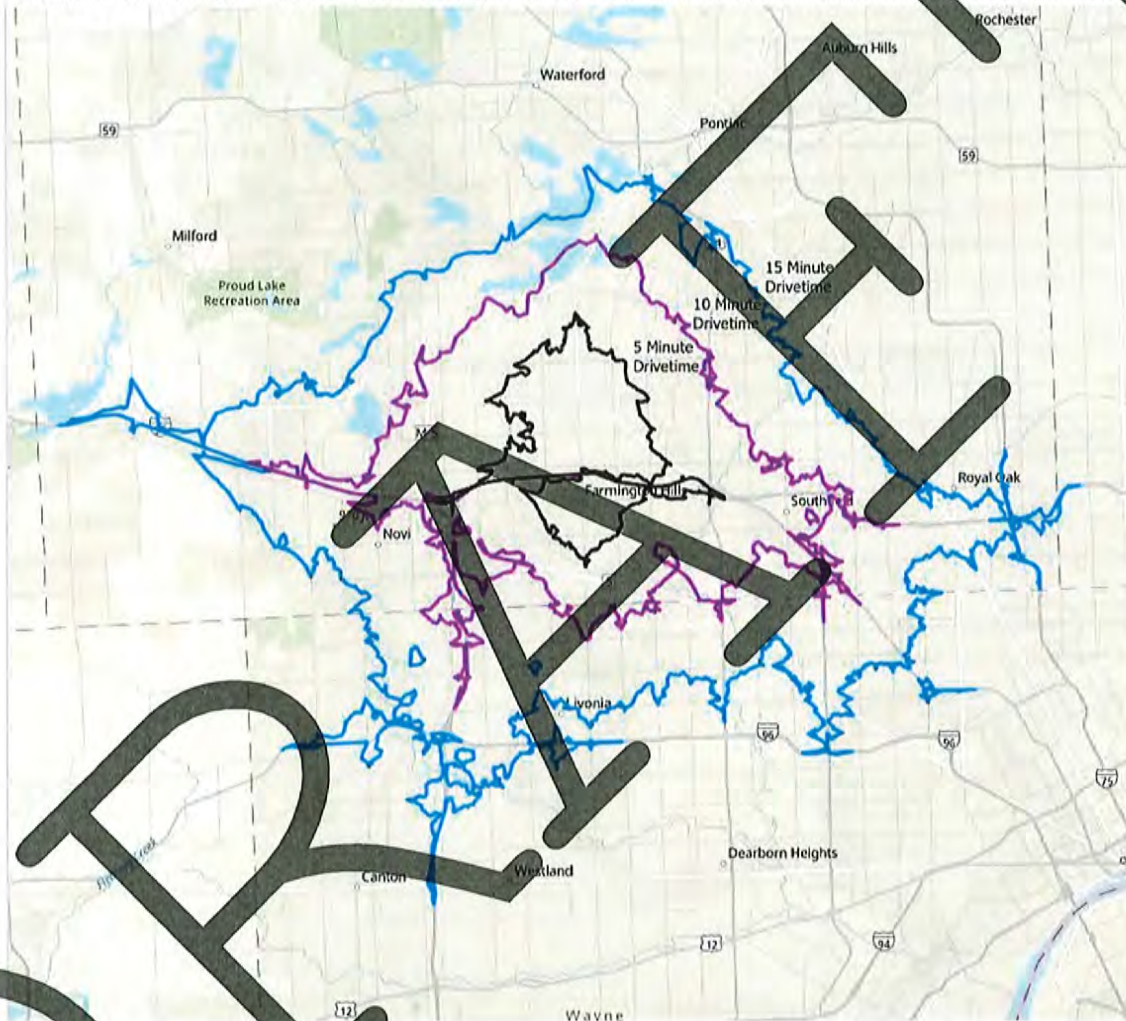
Retail Trade Area and Key Commercial Nodes

Retail and restaurant trade area demand is analyzed based on drive time from the two main centers of retail activity within the corridors— Orchard Lake at 12 Mile and Orchard Lake at 14 Mile. Three trade areas are analyzed:

- **5 minute drive time** – Captures neighborhood supply-demand dynamics for residents who engage with the corridor daily.

- **10 minute drive time** – Provides insights into citywide supply-demand.
- **15 minute drive time** – Offers a regional outlook into the corridor's competitiveness and most closely aligns with how new retailers and restaurants assess locations.

Exhibit 1. Orchard Lake and 12 Mile Corridor Trade Area Defined by Drive Time



Source: CAI, 2025.

Farmington Hills shows strong consumer characteristics to support future retail and restaurant growth.

- **5 mile drive time** - Median household incomes are \$108,800, 53% greater than the statewide median incomes (\$71,149 in 2023)¹. Households within close proximity to the commercial corridor spend

¹ U.S. Census Bureau American Community Survey, 2023.

on average 23-24% more than the national average on retail and restaurant purchases.

- **10 minute drive time** – There are approximately 87,100 households with median incomes of \$97,400 within a 10 minute drive. These consumers spend between 17-18% more than the national average on retail and restaurant purchases.
- **15 minute drive time** – There are approximately 260,000 households within a 15 minute drive of the corridors, which will experience modest growth (1.8%) in the next five years. Median household incomes are \$85,100, which is 20% higher than statewide incomes. Households spend an average of \$27,500 on retail purchases and \$4,700 at food service and drinking places, 7% and 8% higher than the national average respectively.

Exhibit 2. Trade Area Demographics and Demand, 2024-2029

Demographics	5 Min Drive Time		10 Min Drive Time		15 Min Drive Time	
	2024	2029	2024	2029	2024	2029
Population	46,900	47,100	201,100	200,600	605,500	601,100
Population 18+	38,700	39,100	165,700	165,900	490,000	489,700
Households	19,500	20,100	87,100	89,000	260,700	265,400
Median Household Income	\$108,800	\$121,100	\$97,400	\$109,600	\$85,100	\$99,800
Retail Demand (NAICS 44-45)						
Spending Potential Index (US avg = 100)	123		117		107	
Avg Amount Spent (per household)	\$31,400		\$30,000		\$27,500	
Total Spent (mill)	\$614		\$2,615		\$7,169	
Restaurant and Bar Demand (NAICS 722)						
Spending Potential Index (US avg = 100)	124		118		108	
Avg Amount Spent (per household)	\$5,400		\$5,200		\$4,700	
Total Spent (mill)	\$106		\$453		\$1,234	

Source: ESRI, 2023

Retail and restaurant activity are concentrated within five key “commercial nodes” within the 12 Mile and Orchard Lake corridors. These familiar shopping and dining destinations for Farmington Hills residents and visitors serve as the focal point for retail and restaurant analysis.

Exhibit 3. Orchard Lake and 12 Mile Corridor Commercial Nodes, Scaled by Retail SF



Retail Inventory, Lease & Vacancy

Orchard Lake Corridor

Orchard Lake corridor hosts a mix of office, retail and medical uses. In total, there are nearly 500 businesses located that support 4,310 jobs in the corridor. The retail sector accounts for 112 businesses and 1,180 jobs, representing 27% of overall corridor employment. There are three key commercial nodes within Orchard Lake corridor.

- **Hunter's Square at 14 mile and Orchard Lake** has served as one of Farmington Hill's most significant regional shopping centers for over 40 years and is the focal point of major redevelopment. A Planned Unit Development agreement is in process between the owners Symmetry Management. The center will be anchored by new tenants including Meijer, Total Wine and Nordstrom Rack. Four proposed outlots, which include one planned drive through, offer opportunities for new QSR or sit-down restaurants and retail.

Currently there is approximately 560,000SF of retail space within the Hunters Square commercial node, making it the largest retail center within the corridors. In Q2 2025, there is approximately 88,500SF of vacant space (14%), down from 167,000SF (28%) vacancy year-over-

year². The center attracted 632,000 visitors in the last year, who visited an average of 5.8 times per year, totaling 3.7M visits. Average dwelling time is 38 minutes³.

- **“International District” at 13 Mile and Orchard Lake** is one of the region’s more significant collections of ethnic restaurants and retail businesses. Diverse restaurants, grocers, butchers, jewelers and clothiers from around the globe occupy a handful of unassuming strip centers clustered around 13 mile and Orchard Lake intersection. Indian, Chinese, Syrian, Georgian, Thai, Pakistan, Macedonian, Persian, and Middle Eastern entrepreneurs create the building blocks for a major cultural destination that has good synergy to nearby Zekelman Holocaust Center.

The district, located on both sides of Orchard Lake between Burbank and 13 Mile hosts nearly 375,000SF of commercial space⁴, which includes a mix of retail, office, storage and medical uses. This node has 12,500SF available for lease, a vacancy rate of just 5%, which is the lowest rate of any commercial node.

At the core of the “international district” are ten buildings, totaling almost 135,000SF that house the many ethnic businesses that call the area home. These buildings were constructed between the late 1950’s to early 1980s as stand-alone restaurant spaces or strip centers. There are currently ten restaurants, three international groceries and two butcher shops located here. Outreach to the business owners revealed some have been there for 25 years or more, while some have opened in the last 2-3 years, demonstrating strong demand and staying power in the district. This core restaurant district attracted 194,000 visitors last year, who visited an average of 4.2 times per year, totaling over 810,000 visits. Visits are up 9.3% over the last three years. An average dwelling time of 36 minutes, suggest that the majority of consumers order more carryout than dine in⁵. Visitors to this area tend to have higher median incomes (\$85.8K) and higher educational attainment (51% bachelor’s degree or higher) than other commercial nodes located along the Orchard Lake corridor.

² CoStar, April 2025. Note: Redevelopment plans instigated some planned vacancy.

³ PlacerAI, April 1, 2024 to March 31, 2025

⁴ Note: City parcel data was used to quantify commercial square footage within the nodes. In most cases, City data closely aligns with CoStar estimates; however, this location is an exception. CoStar reports approximately 250,000 square feet, while City records indicate roughly 375,000 square feet.

⁵ PlacerAI, March 1, 2024 to February 28, 2025

- **12 Mile and Orchard Lake** is home to the well-established Orchard 12 Plaza shopping center. This location capitalizes on the major intersection and 696 interchange. This key intersection sees 3.8M viewers an average of 8.3 times per year for nearly 32M impressions annually⁶. Small infill redevelopment and leasing opportunities can help round out an already strong tenant mix. In total, there is approximately 120,000SF of retail space with 9% vacancy within the node. The center attracted 480,000 visitors within the last year, who visited an average of 4.1 times per year, totaling over 2M visits.

Exhibit 4. Orchard Lake Commercial Nodes Retail Metrics, 2025

	Hunter's Square Orchard Lake and 14 Mile	International District Orchard Lake and 18 Mile	Orchard Lake and 12 Mile
Built Environment			
Total Square Footage/1	620,000	375,000	120,000
Retail SF/1	560,000	135,000	120,000
% Vacancy/2	14%	5%	9%
Customer Traffic/3			
Visits (annual)	3,700,000	813,000	2,000,000
Visitors	632,000	194,000	480,000
Visit Frequency	5.8	4.2	4.1
Avg Dwell Time	38 min	36 min	30 min
Visits YoY	-2.5%	0.1%	-4.3%
Visits Yo2Y	3.5%	3.7%	-2.1%
Visits Yo3Y	-7.1%	9.3%	2.3%
Audience Demographics/4			
Median HH Income	\$80,100	\$85,800	\$74,400
Bachelors of Higher	47.0%	51.0%	43.0%
Median Age	41	39	39

Source: 1/Farmington Hills 2025; 2/Co-Star April 2025; 3/Placer.ai, 2025

12 Mile Corridor

There are 44 retail businesses that employ nearly 940 employees along the 12 Mile Corridor. Beyond the retail activity located at the 12 Mile and Orchard Lake intersection, retail is primarily focused within two resident-serving commercial nodes.

- **Halsted Village located at 12 Mile and Halsted Road**, is anchored by Kroger, and includes some sit-down restaurants such as 2Booli and

⁶ PlacerAI April 2025

Antonio's Cucina Italiana, and QSRs such as Savvy Sliders and Panera. The shopping center is nearly 150,000 square feet. The center has five spaces available totaling 19,000 SF (approximately 13% vacancy)⁷. The center attracted 275,000 visitors within the last year, who visited an average of 6.7 times per year, totaling 1.8M visits. This center has the highest visitor frequency of all commercial nodes, and also attracts visitors with the highest median household incomes and educational attainment.

- **Grocery anchored center on 12 Mile and Farmington**, includes the new Al Haramain international grocery opening in the former Heartland Grocer space. Additions of a new bakery and coffee roasting in conjunction with the grocer, compliments several strong QSR tenants. The shopping center is nearly 128,000 square feet. The center has 7,500SF available (6% vacancy). The center attracted nearly 250,000 visitors within the last year, who visited an average of 5.2 times per year, totaling 1.3M visits.

Exhibit 5. Orchard Lake Commercial Nodes Retail Metrics, 2025

	Halsted Village 12 Mile and Halsted	12 Mile and Farmington
Built Environment		
Total Square Footage/1	150,000	128,000
Retail SF/1	150,000	128,000
% Vacancy/2	12%	6%
Consumer Visits/3		
Visits (annual)	1,800,000	1,300,000
Visitors	275,100	248,400
Visit Frequency	6.7	5.2
Avg Dwell Time	27 min	30 min
Visits YoY	-3.9%	0.7%
Visits Yo2Y	-2.3%	-11.1%
Visits Yo3Y	3.9%	3.7%
Audience Demographics/3		
Median HH Income	\$89,400	\$87,200
Bachelor's or Higher	53.3%	51.3%
Median Age	40	41

Source: 1/Farmington Hills 2025; 2/Co-Star April 2025; 3/Placer.ai, 2025

⁷ Loopnet, March 2025. Co-Star April 2025.

RESTAURANT ANALYSIS

This section of the report identifies potential restaurant locations and prospective businesses best suited to add to the Farmington Hills dining scene. In total, there are an estimated 51 restaurants and bars located in the Orchard Lake and 12 Mile corridors, that support 635 jobs in 2024⁸.

Restaurants come in many different forms but are generally defined as either limited service or full service establishments. Limited service includes quick service restaurants and fast casual restaurants where customers order at a counter or drive thru and receive fast, affordable meals on the go. Full service restaurants are sit-down restaurants we typically associate with “going out,” where customers receive table service, and pay and tip after the meal is complete. Full service restaurants are further defined by their cuisine, price, experience, and atmosphere.

Limited Service Restaurants: Quick Service Restaurants (QSR) and Fast Casual

Quick-service restaurants (QSR), also known as fast-food restaurants, prioritize speed, ease, and value for money. QSR have highly focused and curated menus and typical conduct business at walk-up counter or a drive-thru. Fast Casual restaurants also aim for speed, convenience and value but emphasize better ingredients and healthier options. Customers are typically willing to spend more time and money on higher quality at fast casual restaurants versus QSRs.

Orchard Lake and 12 Mile corridors host many national QSR and fast casual brands including McDonald's, Burger King, Wendy's, Taco Bell, Qdoba, Potbelly's, Subway, Jersey Mike's, Panera, Savvy Sliders, Starbucks and more. Both corridors have proven to be outstanding locations for limited-service restaurants that benefit from high traffic counts, strong consumer demographics, ease of access and accessibility to 696 and neighboring communities⁹. The corridor is also home to some important independent limited service restaurants like Famous Fried Chicken or Zayeqa that focus exclusively on carry-out.

⁸ ESRI, 2024 based on “Food Services and Drinking Places: NAICS 722”

⁹ For more information see: <https://www.qsrmagazine.com/growth/consumer-trends/quick-service-versus-fast-casual-where-the-distinction/>

Full Service Restaurants and “Higher End” Dining

The vast majority of full-service restaurant offerings within the corridors are casual dining. What sets Farmington Hill’s restaurant scene apart is its vast concentration and diversity of international and ethnic restaurants, particularly on Orchard Lake Road. Saffron (Indian), Damas Cuisine and Catering (Syrian), Jiang Nan Noodle House (Chinese), Pahl Restaurant (Persian), At Anano’s (Georgian), Phở Vinh (Vietnamese), Bangkok Sala Café (Thai) are just a few of the numerous ethnic restaurants offering cuisine from around the world.

Despite the high concentrations of casual restaurants, American fare in the corridor is fairly limited to offerings from national chains such as Buffalo Wild Wings and Scramblers, as well as independents like Craft Brew City, Leeza’s and Sunrise Cafe.

Fine dining is highly limited in Farmington Hills overall. Café Cortina located on Ten Mile Road has been the city’s truest fine dining establishment since 1976. Within the 12 Mile and Orchard Lake corridors, Steven Lelli’s Inn On the Green is an Italian chophouse located just off 12 Mile at Copper Creek Golf Course that provides high end offerings and atmosphere. ShiangMi and Hong Hun, both Chinese restaurants, offer a blend of elevated and casual fare and experience.

Evolution of the Restaurant Industry

Much has changed in the restaurant landscape since the COVID-19 pandemic. Consumers are going out less and ordering more delivery. User adoption of third-party delivery apps such as Uber Eats and DoorDash has skyrocketed, altering the relationship between customer and business. Rising food and labor costs, inflation, staff shortages, and uncertainty over legislative changes to the minimum tipped wage and reporting have led many restaurants to shift focus from traditional table service to more take out and limited service models.

Current Restaurant Performance

To understand future demand for new restaurants, we first examine key performance indicators for existing QSR and full service restaurants located in the corridors. Representative restaurants located within the corridors are assessed using PlacerAI¹⁰. PlacerAI is an advanced location analytics platform that tracks information about businesses and the people that

¹⁰ PlacerAI leverages privacy-safe foot traffic data from tens of millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity. Learn more at <https://www.placer.ai/>

interact with them using mobile device data. This data reveals current market conditions and trends and provides important points of reference for new businesses considering the area.

Exhibit 5. Select Restaurant Performance Indicators by Node, 2025

Representative Businesses	Visits	Visit Frequency	Avg Dwell Time (min)	Visits YoY	Visits Yo3Y	Local Ranking (Performance Percentile)
Hunters Square @ Orchard Lake and 14 Mile						
McDonalds	473,200	3.13	12	1.9%	2.9%	48%
Starbucks	395,000	4.96	14	1.6%	36.0%	95%
Polbelly	66,400	2.1	19	-0.4%	-23.7%	27%
Buffalo Wild Wings	132,800	1.92	66	-21.0%	-74.7%	14%
International District @ Orchard Lake and 13 Mile						
Jiang Nan Noodle House	162,740	2.45	41	21.6%	14.7%	
Damas Cuisine	103,595	3.05	55	-6.0%	-24.7%	
Saffron	25,421	1.88	71	1.3%	41.7%	
Zayeqa	5,236	1.55	25	13.7%	9.5%	
Taco Bell	258,400	3.23	12	-1.7%	3.3%	76%
Orchard and 12 Mile						
Starbucks	289,427	3.13	15	-6.4%	30.6%	93%
Wendy's	194,100	2.47	10	-5.1%	14.8%	47%
Craft Brew City	119,200	1.79	98	-5.6%	2.6%	
ShiangMi	73,356	1.65	36	62.5%	-68.6%	
Halsted Village						
Antonio's Cucina Italiana	256,947	2.41	53	-6.2%	-11.9%	
2Booli	63,638	1.97	50	9.8%	34.3%	
Savvy Sliders	150,700	2.24	24	NA	NA	100%
Farmington Fine Dining						
Cafe Cortina	23,436	1.3	136	12.6%	11.8%	
Lelli's Inn	69,013	1.65	94	2.3%	35.0%	

Source: Placer.ai, 2025

Analysis of select existing restaurant performance within the corridors was mixed. Performance appears to be influenced by several nuances associated with location, service model, offering and customer experience.

- **QSR performance within corridor demonstrates strong demand and ripe conditions for expansion.** Two different Starbucks located at 14 Mile and 12 Mile nodes are two of the top performing locations within the region. Each location is in the top 90% of locations within 15 miles, and visits have grown at both by over 30% over the last three years. The new Savvy Sliders on 12 mile is the top performing franchise location within 15 miles and Taco Bell is in the 75th percentile for regional performance. McDonalds and Wendy's

both show average performance, however, patronage is expected to increase significantly after the redevelopment of Hunter's Square shopping center brings more customer traffic.

- **A concentration of ethnic restaurants can create a dining destination.** Jaing Nan Noodle House attracted over 160,000 visits last year, and Damas Cuisine over 100,000, which is more than some national QSR brands in the corridors. Most restaurants within the 13 Mile "International District" have seen visitation grow significantly, with places like Saffron (41%), Zayeqa (9.5%) and Jiang Nan (14.7%) all growing over the last three years. As stated earlier, the district overall saw over 800,000 visits, an increase of 9.3% in the last three years.
- **A case for higher-end dining?** While located outside of the corridors, places like Café Cortina (12.6%) and Leli's Inn (2.3%) both saw visits increase within the last year, with patrons spending between 1.5-2 hours per visit. Within the corridor, Craft Brew City saw visits decline by 5.6% but still proved to be a major draw with nearly 120,000 visits last year. Antonio's attracted over 250,000 visits within the last year, 6.2% less than the year prior. 2Booli's strong growth in patronage (up 34% over three years) makes the case that healthier options are in demand as well.

Potential Restaurant Locations

Restaurant locations are identified based on field observation, market research and interviews with City economic development and planning staff. Proposed sites are limited to current vacancies and redevelopment opportunities. Infill also plays an important role. Efforts should be made whenever possible to fill restaurant vacancies with new restaurant tenants to take advantage of existing infrastructure and capital investment.

Orchard Lake and 14 Mile (Hunter's Square). This commercial node is the most attractive location for new QSR, fast casual and approachable full-service restaurants. New redevelopment offers build-to-suit opportunities for incoming franchises while the addition of new anchors such as Meijer, Total Wine and Nordstrom Rack will provide a significant boost to strong traffic and retail synergy.

Hunters Square Future Outlots. There are four potential build-to-suit outlot locations conceptualized as part of the Hunters Square redevelopment that could support future QSR, fast casual or full-service restaurant concepts. The PUD has designated one outlot building +/- 6,800SF for a potential drive thru. The other three outlot buildings could range in size from +/-5,600 to +/-7,200.

- **31006 Orchard Lake.** The former “Boneyard” and restaurant is located across the new Hunter’s Square development. The 3,640SF space is ideal for a fast-casual or medium size full-service restaurant such. The property has a liquor license in escrow.

Orchard Lake and 13 Mile (International District). Restaurant opportunities in this commercial node should focus on adding to the dynamic mix of ethnic restaurants; filling vacant storefronts, especially those with restaurant infrastructure.

- **29216 Orchard Lake Road.** The former Louisiana Creole Gumbo space offers approximately 1,800SF of restaurant-ready space. This is an ideal location for an independent restaurant that can add to the outstanding mix of existing ethnic restaurants and help build the block as a culinary destination. Meccah Market is expected to open in this location.
- **28990 Orchard Lake Rd.** The former Camelia’s Mexican Grill offers approximately 5,500SF of restaurant-ready space. This is an ideal location for a signature independent restaurant that can add to the outstanding mix of existing ethnic restaurants and help build the block as a culinary destination.
- **Future Outlot at 29555 Orchard Lake.** The southern portion of this parcel was established as a potential outlot location for the associated strip center. The parcel has access from southbound Orchard Lake and westbound 13 Mile. This parcel would be appropriate for build-to-suit national QSR, but may be less competitive than new locations at the Hunters Square redevelopment. Dunkin’ Donuts has shown interest in purchasing this lot.

Orchard Lake and 12 Mile. Restaurant opportunities in this commercial node should capitalize on the location and access to the 696 interchange, and is best suited for national QSR brands.

- **Orchard 12 Plaza Future Outlot.** The Orchard 12 Plaza has a future outlot location (Parcel # 2310476067) that is ripe for development. This built-to-suit location of up to 3,200SF is best suited for a national QSR or fast casual chain. Inline vacancies within the shopping plaza ranging from 1,300-3,600SF also offer options for independent or chain fast casual or full-service restaurants.

Future Build-to-Suit on 12 Mile and Investment Drive. Of all the commercial nodes, this location is best suited to attract higher end dining to the area or offer new fast casual opportunities to serve the neighboring office population. The 2.5 acre site owned by Kojaian is a build-to-suit development opportunity that conceptualizes two buildings ranging from 4,700 to 5,000SF with 75 parking spaces.

Restaurant Recruitment Targets

PlacerAI data provides a wealth of analytics to help identify ideal restaurant recruits based on the area’s demographics, existing tenant mix, consumer

preference and traffic patterns, as well as cannibalization of nearby locations. The following provides a ranking of QSR and full service restaurants based on PlacerAI's "Relative Fit Score." To assist with retail recruitment, we've further classified candidates as strong (4), good (3), average (2) and weak (1) depending on how many of the following four criteria they meet:

1. **National growth.** If a franchise is growing nationally, it has a higher likelihood of expanding within Michigan.
2. **Michigan growth.** If a franchise has a proven track record of growth in Michigan, it's a strong candidate to capitalize on growth opportunities in Farmington Hills.
3. **Demographic fit above 75%.** This means 3 in 4 customers in the area fit the ideal consumer profile for the business.
4. **Cannibalization below 35%.** This means 2 of 3 customers are new customers.

Furthermore, restaurant recruits must already be in Michigan to be included on the recruitment list. Restaurants already located within three miles of the corridor have been removed.

A Note on Interpretation of Findings: Recruitment should also consider relocation. Analysis of PlacerAI data is static, in that it only considers the current condition, not the ideal state for restaurant businesses. National brands in particular may look to switch locations to optimize performance. A lower relative fit score or a classification of "below average" or "weak", shouldn't rule out a candidate, as Farmington Hills may offer a better location for those exploring new options.

Quick Service Restaurants Targets

Key insights from our QSR recruitment analysis focuses on specific prospects. The goal is to add qualitative perspectives and professional opinion about some of the strongest or most interesting potential recruits.

- **Raising Cane's and Slim Chickens.** Fried Chicken is a growing QSR category and Farmington Hills has the right ingredients to capitalize on the trend. Raising Cane's currently has only one Michigan location in the Total Wine anchored center in Sterling Heights, but is planning 20 locations across Michigan in the next decade¹¹. The franchise is growing by 9% nationally with 835 locations. They attract over 50,000 visitors on average. Slim Chickens (7% national growth, 50% Michigan growth, 207 locations nationwide) is another strong candidate in the category planning 14 new Michigan

¹¹ MLive 2025

locations in coming years¹². Other strong candidates include Hungry Joes (22% national growth rate, 73 locations), and "Big Chicken" (not shown in the analysis), a fast casual chicken concept founded by NBA Hall of Famer Shaquille O'Neal, planning 20 locations to eastern Michigan. Chick-Fil-A, which has signaled significant growth plans in Michigan (18% growth last year), had a significantly lower relative fit score, due to 94% cannibalization rate, with its two neighboring locations at Novi and Southfield already capturing demand. New outlots at Hunters Square will be particularly attractive to Chick-Fil-A's competitors seeking a strategic location to capture market share.

- **Jollibee.** The world's largest and fastest-growing Asian restaurant company opened with significant fanfare in Michigan last year. One of the highest rated restaurant recruits also focuses on fried chicken as it's staple offering and attracts 28,700 monthly visits on average. This tenant could provide good synergy with the high concentration of ethnic restaurants in the corridor.
- **Portillo's.** The Chicago-style hot dog franchise added its first two Michigan locations last year and grew 11% nationwide (97 total locations). This business draws an average of 40,000 monthly visits. Both Michigan locations are near Meijers.
- **Premium for Pizza?** Pizza is an under represented category along the two commercial corridors. Pizza places had 20 of the top 50 relative fit scores for this analysis, showing strong demographic fit and minimal cannibalization. Pizza may be one area to pursue premium QSR tenants or full service models given Detroit's growing national pizza reputation and strong local performers. Prospects like Green Lantern or Alibi of Troy could be explored.
- **Schlotzsky's.** This Austin-based deli is planning five new locations in southeast Michigan, targeting the western Detroit suburbs. Strong demographics, quality ingredients and healthier options are a good fit to serve Farmington Hills substantial office population as well.

¹² Fast Casual Magazine, 2023

Exhibit 6. Top QSR Restaurant Recruitment Targets

	QSR Restaurant Recruits	Sub Category	Relative Fit Score	Business Expansion		Demo Fit Above 75%	2 of 3 New Customers	Recruitment Class
				US	MI			
1	DiBella's Subs	Sandwich Place	88			✓	✓	Average
2	Villa Fresh Italian Kitchen	Pizza Place	83	✓		✓	✓	Good
3	Bagger Dave's	Burger Joint	77			✓	✓	Average
4	Raising Cane's Chicken Fingers	Fried Chicken Joint	76	✓		✓	✓	Good
5	Blaze Pizza	Pizza Place	76			✓	✓	Average
6	Jollibee	Fast Food Restaurant	75	✓		✓	✓	Good
7	California Pizza Kitchen	Pizza Place	75			✓	✓	Average
8	Jon Smith Subs	Sandwich Place	74	✓		✓	✓	Good
9	Hangry Joe's Hot Chicken	Fried Chicken Joint	73	✓	✓	✓	✓	Strong
10	Wayback Burgers	Burger Joint	73	✓		✓	✓	Good
11	Papa Murphy's	Pizza Place	72			✓	✓	Average
12	Johnny Rockets	Burger Joint	72	✓	✓	✓	✓	Strong
13	Freddy's Frozen Custard & Steakburgers	Burger Joint	71	✓		✓	✓	Good
14	Which Wich? Superior Sandwiches	Sandwich Place	70			✓	✓	Average
15	Alibi of Troy	Pizza Place	69		✓	✓	✓	Strong
16	Burger 21	Burger Joint	69			✓	✓	Average
17	Round Table Pizza	Pizza Place	69			✓	✓	Average
18	Bubbakoo's Burritos	Burrito Place	69	✓		✓	✓	Good
19	Big John Steak & Onion	Sandwich Place	69			✓	✓	Weak
20	Rosati's Pizza	Pizza Place	69			✓	✓	Average
21	Slim Chickens	Fried Chicken Joint	68	✓	✓	✓	✓	Strong
22	BURGERFI	Burger Joint	68			✓	✓	Average
23	Crispell's Bakery & Pizzeria	Pizza Place	67	✓	✓	✓	✓	Strong
24	Burger Street	Burger Joint	67			✓	✓	Average
25	Green Lantern Pizza	Pizza Place	67	✓	✓	✓	✓	Strong
26	Crimson Coward	Fried Chicken Joint	67			✓	✓	Weak
27	Pizza Twist	Pizza Place	65			✓	✓	Average
28	Hunter House Hamburgers	Burger Joint	65	✓		✓	✓	Strong
29	Portillo's	Hot Dog Joint	64	✓	✓	✓	✓	Strong
30	Godfather's Pizza	Pizza Place	63	✓		✓	✓	Good
31	Oath Pizza	Pizza Place	62			✓	✓	Weak
32	Smashburger	Burger Joint	62			✓	✓	Average
33	Blimpie	Fast Food Restaurant	62			✓	✓	Average
34	MOD Pizza	Pizza Place	62			✓	✓	Weak
35	Pizza Ranch	Pizza Place	62			✓	✓	Average
36	Toppers Pizza	Pizza Place	62	✓		✓	✓	Average
37	Outback	Sandwich Place	61			✓	✓	Average
38	Wing Zone	Wings Joint	61			✓	✓	Average
39	Gus's World Famous Fried Chicken	Fried Chicken Joint	61			✓	✓	Average
40	Pizza Factory	Pizza Place	61			✓	✓	Average
41	Erbert & Gerbert's	Sandwich Place	60			✓	✓	Average
42	Mr. Jim's Pizza	Pizza Place	60			✓	✓	Average
43	Tricker's	Wings Joint	60			✓	✓	Average
44	Beef 'n' Boo	Fast Food Restaurant	60	✓	✓		✓	Good
45	Green Lantern	Pizza Place	59	✓	✓		✓	Good
46	B.C. Pizza	Pizza Place	59				✓	Weak
47	Fuddruckers	Burger Joint	58			✓	✓	Average
48	Captain D's	Fast Food Restaurant	57				✓	Weak
49	Fox's Pizza Den	Pizza Place	57				✓	Weak
50	Wings Etc.	Wings Joint	57	✓			✓	Average
52	Green Dot Station	Burger Joint	57	✓	✓	✓	✓	Strong
62	Dairy Queen Restaurant	Fast Food Restaurant	53	✓	✓	✓	✓	Strong
66	Papa John's Pizza	Pizza Place	51	✓	✓	✓	✓	Strong
75	Shake Shack	Burger Joint	46	✓	✓	✓		Good
81	Chick-fil-A	Fast Food Restaurant	42	✓	✓	✓		Good
83	Culver's	Fast Food Restaurant	40	✓		✓		Average

Source: Placer.ai, Creative Place Consulting 2025. See Appendix A for supplemental data

Full Service Restaurants Targets

Key insights from our full service recruitment analysis focuses on specific prospects. The goal is to add qualitative perspectives and professional opinion about some of the strongest or most interesting potential recruits. The list was narrowed to include only restaurants with more than one location in Michigan.

- **Tupelo Honey.** This modern, chef-inspired southern restaurant has 25 locations nationwide and recently expanded into Michigan. It has one of the highest relative fit scores (91) and demographic scores (97). The restaurant's Midwest locations are all in city centers, suggesting a suburban site may not fit the restaurant's brand or business model.
- **City Barbeque.** This growing national BBQ chain has 76 locations nationwide and plans to grow to 100 by the end of 2025¹³. With three locations in the state, and strong private equity backing, the company-owned chain would be well suited for new outlets at Hunters Square.
- **Cooper's Hawk Winery & Restaurant.** This upscale, casual restaurant with a wine-centric bar program, has three locations in Michigan and 60 nationwide. While demographic fit is among the highest of full-service restaurants (94) and a significant unmet demand for higher end dining exists, this restaurant scores lower on relative fit (59). All three Michigan locations are near major regional shopping malls. Data suggest a Farmington Hills location would cannibalize 43% of existing visits to the nearby Troy location.
- **Green Dot Stables.** This popular independent restaurant located in Detroit focuses on creative and affordable sliders and craft beer in a hip, sporty setting. The restaurant group, Inlaw Hospitality, are entrepreneurial owners, with eyes for expansion. It has a very high demographic fit (90) but lower relative fit score (57) due to lack of co-tenants. Cannibalization rate of 33% suggest a third of the restaurant's customers already come from the suburbs, which makes the case for a location outside the city. Data driven marketing and coordinated recruitment are essential for helping successful urban models see the significant upside of potential suburban locations.

¹³ [Forbes, 2023](#)

Exhibit 7. Top Full Service Restaurant Recruitment Targets

Full Service Restaurant Recruits	Sub Category	Relative Fit Score	Business Expansion		Demo Fit	2 of 3 New Customers	Recruitment Class
			US	MI	Above 75%		
1 Mezza Mediterranean Grille	Mediterranean Restaurant	100			✓	✓	Average
2 Tupelo Honey	Southern / Soul Food	91	✓		✓	✓	Good
3 bd's Mongolian Grill	Mongolian Restaurant	89			✓	✓	Average
4 CoreLife Eatery	Salad Place	86			✓	✓	Average
5 El Vaquero	Mexican Restaurant	81	✓		✓	✓	Good
6 Bravo! Italian Kitchen	Italian Restaurant	80			✓	✓	Average
7 Smokey Bones Bar & Fire Grill	BBQ Joint	76			✓	✓	Average
8 Moe's Southwest Grill	Mexican Restaurant	75			✓	✓	Average
9 City Barbeque	BBQ Joint	74	✓		✓	✓	Good
10 Schlotzsky's	Restaurant	74			✓	✓	Average
11 Mitchell's Fish Market	Seafood Restaurant	73			✓	✓	Weak
12 Pancheros Mexican Grill	Mexican Restaurant	72			✓	✓	Good
13 Ruby Tuesday	American Restaurant	72			✓	✓	Average
14 Pokeworks	Asian Restaurant	71	✓	✓	✓	✓	Strong
15 Teriyaki Madness	Asian Restaurant	70	✓		✓	✓	Good
16 Buca di Beppo Italian Restaurant	Italian Restaurant	70			✓	✓	Average
17 I Heart Mac & Cheese	American Restaurant	69		✓	✓	✓	Good
18 McAlister's Deli	Deli / Bodega	69			✓	✓	Average
19 Boston's Restaurant & Sports Bar	Restaurant	68	✓		✓	✓	Strong
20 Texas de Brazil	Brazilian Restaurant	68			✓	✓	Weak
21 Mission BBQ	BBQ Joint	67	✓		✓	✓	Good
22 Freshii	Salad Place	66			✓	✓	Weak
23 Logan's Roadhouse	Steakhouse	66			✓	✓	Average
24 Denny's	Diner	66			✓	✓	Average
25 Fazoli's	Italian Restaurant	65			✓	✓	Weak
26 Salsarita's Fresh Cantina	Mexican Restaurant	64			✓	✓	Average
27 Ponderosa	American Restaurant	64			✓	✓	Weak
28 bb.q Chicken	Korean Restaurant	64		✓	✓	✓	Strong
29 Bubba's 33	American Restaurant	63	✓		✓	✓	Good
30 The Cheesecake Factory	American Restaurant	62			✓	✓	Weak
31 Dickey's Barbecue Pit	BBQ Joint	62			✓	✓	Average
32 Bahama Breeze	Caribbean Restaurant	61			✓	✓	Weak
33 Pita Way	Mediterranean Restaurant	61	✓	✓	✓	✓	Good
34 BJ's Restaurant and Brewhouse	American Restaurant	60	✓		✓	✓	Average
35 TGI Fridays	American Restaurant	59			✓	✓	Weak
36 Cooper's Hawk Winery & Restaurant	American Restaurant	59	✓		✓	✓	Average
37 On The Border Mexican Grill & Cantina	Mexican Restaurant	59			✓	✓	Weak
38 Baker's Square	American Restaurant	59			✓	✓	Weak
39 Granite City Food & Brewery	Brewery	59			✓	✓	Weak
40 HopCat	Beer Bar	59	✓	✓	✓	✓	Good
41 sweetgreen	Salad Place	57	✓		✓	✓	Good
42 Ruth's Chris Steak House	Steakhouse	57	✓		✓	✓	Average
43 Hook & Reel Cajun Seafood & Bar	Seafood Restaurant	57			✓	✓	Weak
44 KPOT Korean BBQ & Hot Pot	Korean Restaurant	57	✓		✓	✓	Average
45 Soup!	Soup Place	57			✓	✓	Weak
46 Steak 'n Shake	American Restaurant	57			✓	✓	Average
47 P.F. Chang's	Chinese Restaurant	56			✓	✓	Weak
48 Bonefish Grill	Seafood Restaurant	55			✓	✓	Weak
49 Noodles & Company	Ramen / Noodle House	55			✓	✓	Weak
50 Olga's Kitchen	Greek Restaurant	54	✓	✓	✓	✓	Good

Source: Placer.ai Creative Place Consulting 2025. See Appendix A for supplemental data

APPENDIX A. SUPPLEMENTAL RESTAURANT RECRUITMENT DATA

Exhibit 8. Top QSR Restaurant Recruit Targets, Location Characteristics and Growth Patterns

QSR Restaurant Recruits	Sub Category	Drive Time	Square Footage		Number of Locations			Expansion Rate	
		Minute	Min	Max	Nearest (mi)	Michigan	Nationwide	Michigan	Nationwide
1	DiBella's Subs	12	2,500	6,300	27	1	38	-75%	3%
2	Villa Fresh Italian Kitchen	30	700	1,600	118	1	62	0%	5%
3	Bagger Dave's	12	4,500	6,300	4	4	6	0%	0%
4	Raising Cane's Chicken Fingers	18	1,900	7,900	58	1	835	0%	9%
5	Blaze Pizza	11	1,500	4,900	60	2	257	-50%	-9%
6	Jollibee	10	1,600	6,100	21	1	78	0%	5%
7	California Pizza Kitchen	12	3,100	9,000	10	3	122	-25%	-5%
8	Jon Smith Subs	12	1,100	3,200	8	2	22	0%	16%
9	Hangry Joe's Hot Chicken	14	900	2,000	10	1	73		22%
10	Wayback Burgers	13	1,000	3,600	66	1	147	0%	1%
11	Papa Murphy's	9	800	3,100	118	12	1074	0%	-2%
12	Johnny Rockets	13	1,100	4,800	102	1	93		1%
13	Freddy's Frozen Custard & Steakburgers	15	2,400	5,700	98	1	565	-20%	4%
14	Which Wich? Superior Sandwiches	14	900	3,400	20	2	156	0%	-9%
15	Alibi of Troy	13	10,500	10,500	14	1	1		
16	Burger 21	12	2,100	3,900	6	1	14	0%	-7%
17	Round Table Pizza	8	1,200	7,000	109	1	398	0%	-1%
18	Bubbakoo's Burritos	6	1,100	3,700	102	1	125	0%	7%
19	Big John Steak & Onion	13	1,400	3,300	31	15	16	0%	0%
20	Rosati's Pizza	17	600	5,100	54	1	183	0%	0%
21	Slim Chickens	14	2,300	6,200	13	1	207	50%	7%
22	BURGERFI	13	1,600	5,500	7	1	68	0%	-35%
23	Crispelli's Bakery & Pizzeria	13	9,400	9,400	10	1	1		
24	Burger Street	12	700	2,300	34	1	19	0%	0%
25	Green Lantern Pizza	13	5,500	5,500	8	1	1		
26	Crimson Coward	14	1,300	3,300	13	1	11	0%	0%
27	Pizza Twist	17	900	3,800	17	1	89	0%	-1%
28	Hunter House Hamburgers	12			8	1	1		
29	Portillo's	18	4,400	13,200	9	2	97	100%	11%
30	Godfather's Pizza	11	1,200	6,600	153	4	581	0%	2%
31	Oath Pizza	17	900	1,100	132	1	17	0%	-6%
32	Smashburger	11	1,300	4,300	3	2	206	0%	-1%
33	Blimpie	11	900	3,800	17	6	104	0%	-5%
34	MOD Pizza	11	1,700	4,900	7	9	486	-31%	-12%
35	Pizza Ranch	18	2,400	11,600	115	4	217	0%	-1%
36	Tommy's Pizza	8	800	3,400	120	1	79	0%	1%
37	Quiznos	13	800	3,200	7	5	148	0%	-3%
38	Wing Zone	7	800	2,900	23	1	27	0%	0%
39	Gus's World Famous Fried Chicken	15	2,300	5,700	13	2	40	0%	0%
40	Pizza Factory	12	1,000	7,100	12	2	124	0%	-2%
41	Erbert & Gerbert's	14	1,300	4,200	60	3	62	0%	-2%
42	Mr. Jim's Pizza	9	900	3,700	88	2	55	0%	-4%
43	Flicker's	14	5,200	10,300	55	1	24	0%	0%
44	Beef-A-Ron	13	1,600	5,700	11	3	21	50%	17%
45	Green Lantern	13			20	1	1		
46	B.C. Pizza	17	1,600	5,000	85	33	34	0%	0%
47	Fuddruckers	15	2,900	10,500	7	2	48	0%	-11%
48	Captain D's	14	1,800	4,800	22	1	536	0%	-2%
49	Fox's Pizza Den	12	800	4,700	93	3	194	0%	-1%
50	Wings Etc.	14	2,700	8,700	21	7	80	0%	1%
52	Green Dot Stable	12	2,700	2,700	20	1	1		
62	Dairy Queen Restaurant	16	1,200	5,200	7	57	3217	4%	0%
66	Papa John's Pizza	9	800	3,200	7	30	3168	3%	3%
75	Shake Shack	15	1,800	6,700	6	8	362	14%	10%
81	Chick-fil-A	13	2,700	9,000	4	33	3053	18%	2%
83	Chili's	14	3,100	7,300	4	98	998	0%	3%

Source: Placer.ai, 2025.

Exhibit 9. Top QSR Restaurant Recruitment Targets, Market Characteristics

QSR Restaurant Recruits	Sub Category	Relative Fit Score	Demographic Fit Score	Avg Monthly Visits	Frequent Co-Tenants	Cannibalization (% existing visits)
1 DiBella's Subs	Sandwich Place	88	98	6,900	2	4%
2 Villa Fresh Italian Kitchen	Pizza Place	83	84	1,400	5	0%
3 Bagger Dave's	Burger Joint	77	94	7,400	3	15%
4 Raising Cane's Chicken Fingers	Fried Chicken Joint	76	79	53,100	3	1%
5 Blaze Pizza	Pizza Place	76	90	9,600	2	0%
6 Jollibee	Fast Food Restaurant	75	83	28,700	3	12%
7 California Pizza Kitchen	Pizza Place	75	85	16,100	3	8%
8 Jon Smith Subs	Sandwich Place	74	92	2,100	2	7%
9 Hangry Joe's Hot Chicken	Fried Chicken Joint	73	88	4,000	2	7%
10 Wayback Burgers	Burger Joint	73	91	4,800	1	0%
11 Papa Murphy's	Pizza Place	72	85	2,000	2	0%
12 Johnny Rockets	Burger Joint	72	84	6,600	2	0%
13 Freddy's Frozen Custard & Steakburgers	Burger Joint	71	87	16,600	1	0%
14 Which Wich? Superior Sandwiches	Sandwich Place	70	92	3,200	1	8%
15 Alibi of Troy	Pizza Place	69	92	20,100	N/A	4%
16 Burger 21	Burger Joint	69	91	8,400	2	20%
17 Round Table Pizza	Pizza Place	69	81	1,400	2	0%
18 Bubbakoo's Burritos	Burrito Place	69	91	3,500	0	0%
19 Big John Steak & Onion	Sandwich Place	69	70	5,500	3	5%
20 Rosati's Pizza	Pizza Place	69	91	2,000	0	0%
21 Slim Chickens	Fried Chicken Joint	68	82	10,300	1	1%
22 BURGERFI	Burger Joint	68	96	8,500	1	22%
23 Crispelli's Bakery & Pizzeria	Pizza Place	67	97	18,600	N/A	16%
24 Burger Street	Burger Joint	67	77	4,900	2	0%
25 Green Lantern Pizza	Pizza Place	67	97	14,600	N/A	17%
26 Crimson Coward	Fried Chicken Joint	67	70	8,300	3	3%
27 Pizza Twist	Pizza Place	65	80	1,600	1	1%
28 Hunter House Hamburgers	Burger Joint	64	98	16,900	N/A	24%
29 Portillo's	Hot Dog Joint	64	91	40,400	1	31%
30 Godfather's Pizza	Pizza Place	63	79	3,200	1	0%
31 Oath Pizza	Pizza Place	62	69	2,200	2	0%
32 Smashburger	Burger Joint	62	88	6,800	2	33%
33 Blimpie	Fast Food Restaurant	62	88	3,200	0	14%
34 MOD Pizza	Pizza Place	62	89	8,300	2	37%
35 Pizza Touch	Pizza Place	62	79	9,300	0	0%
36 Toppers Pizza	Pizza Place	62	73	3,100	1	0%
37 Quiznos	Sandwich Place	62	87	2,800	1	22%
38 Wing Zone	Wings Joint	61	77	2,400	1	0%
39 Gus's World Famous Fried Chicken	Fried Chicken Joint	61	92	7,700	0	19%
40 Pizza Factory	Pizza Place	61	80	4,200	0	4%
41 Erbert & Gerbert's	Sandwich Place	60	79	3,700	0	0%
42 Mr. Jim's Pizza	Pizza Place	60	77	1,300	0	0%
43 Fucker's	Wings Joint	60	77	11,500	0	0%
44 Beef 'A Bo	Fast Food Restaurant	60	74	16,900	1	9%
45 Green Lantern	Pizza Place	59	74	15,800	N/A	1%
46 B.C. Pizza	Pizza Place	59	74	3,200	0	0%
47 Fuddrucker's	Burger Joint	58	88	12,100	0	27%
48 Captain D's	Fast Food Restaurant	57	67	7,400	1	2%
49 Fox's Pizza Den	Pizza Place	57	72	1,700	0	0%
50 Wings Etc.	Wings Joint	57	73	8,000	0	3%
52 Green Dot Smiles	Burger Joint	57	90	14,300	N/A	33%
62 Dairy Queen Restaurant	Fast Food Restaurant	53	78	15,400	0	25%
66 Papa John's Pizza	Pizza Place	51	79	2,600	0	27%
75 Shake Shack	Burger Joint	46	90	16,200	2	81%
81 Chick-fil-A	Fast Food Restaurant	42	89	67,100	1	94%
83 Culver's	Fast Food Restaurant	40	88	30,600	0	80%

Source: Placer.ai, 2025

Exhibit 10. Top Full Service Restaurant Recruitment Targets, Location Characteristics and Growth Patterns

Full Service Restaurant Recruits	Sub Category	Drive Time Minutes	Square Footage		Number of Locations			Expansion Rate	
			Min	Max	Nearest (mi)	Michigan	Nationwide	Michigan	Nationwide
1 Mezza Mediterranean Grille	Mediterranean Restaurant	13	2,900	2,900	7	3	3	0%	0%
2 Tupelo Honey	Southern / Soul Food	17	4,900	10,900	121	2	25	0%	4%
3 bd's Mongolian Grill	Mongolian Restaurant	17	5,700	8,200	14	3	14	0	0
4 CoreLife Eatery	Salad Place	12	2,700	7,200	27	4	40	0	-7%
5 El Vaquero	Mexican Restaurant	11	2,700	8,500	39	2	21	0%	5%
6 Bravo! Italian Kitchen	Italian Restaurant	17	7,100	11,700	8	3	26	0%	0%
7 Snokey Bones Bar & Fire Grill	BBQ Joint	17	5,700	12,000	20	3	57	0%	-7%
8 Moe's Southwest Grill	Mexican Restaurant	13	1,400	4,900	11	5	320	0%	-7%
9 City Barbeque	BBQ Joint	14	2,800	6,500	12	3	76	0%	6%
10 Schlotzsky's	Restaurant	15	1,500	5,300	66	3	313	0%	-2%
11 Mitchell's Fish Market	Seafood Restaurant	15	6,900	8,700	8	3	6	0%	-14%
12 Pancheros Mexican Grill	Mexican Restaurant	13	1,500	3,900	8	6	77	0%	3%
13 Ruby Tuesday	American Restaurant	18	3,900	7,600	18	3	220	0%	-4%
14 Pokeworks	Asian Restaurant	11	700	2,100	11	2	63	100%	5%
15 Teriyaki Madness	Asian Restaurant	9	900	3,000	21	3	170	-40%	3%
16 Buca di Beppo Italian Restaurant	Italian Restaurant	18	3,500	13,000	8	2	59	0%	-6%
17 I Heart Mac & Cheese	American Restaurant	13	1,700	2,900	58	2	19	100%	-49%
18 McAlister's Deli	Deli / Bodega	14	2,200	7,000	17	8	513	0%	-8%
19 Boston's Restaurant & Sports Bar	Restaurant	13	4,900	9,600	21	4	23	33%	21%
20 Texas de Brazil	Brazilian Restaurant	23	3,600	14,100	30	2	53	0%	-2%
21 Mission BBQ	BBQ Joint	15	2,300	7,000	5	4	142	0%	10%
22 Freshii	Salad Place	15			13	2	8	0%	-53%
23 Logan's Roadhouse	Steakhouse	21	5,000	10,700	22	11	128	0%	-2%
24 Denny's	Diner	12	2,700	9,200	10	14	1366	-13%	-7%
25 Fazoli's	Italian Restaurant	15	2,500	5,300	57	7	190	-13%	-6%
26 Salsarita's Fresh Cantina	Mexican Restaurant	13	1,700	4,000	8	5	62	0%	-6%
27 Ponderosa	American Restaurant	14	6,600	11,600	82	5	13	0%	0%
28 bb.q Chicken	Korean Restaurant	15	700	4,400	12	2	212	100%	21%
29 Bubba's 33	American Restaurant	12	7,000	11,800	22	2	49	0%	9%
30 The Cheesecake Factory	American Restaurant	20	5,600	17,200	5	2	216	0%	0%
31 Dickey's Barbecue Pit	BBQ Joint	13	800	4,800	5	9	381	0%	-12%
32 Bahama Breeze	Caribbean Restaurant	21	2,600	20,300	7	2	49	0%	0%
33 Pita Way	Mediterranean Restaurant	13	2,900	2,600	5	34	39	42%	50%
34 BJ's Restaurant and Brewhouse	American Restaurant	15	5,500	13,800	7	5	221	0%	0%
35 TGI Fridays	American Restaurant	14	4,200	12,200	6	3	208	-25%	-13%
36 Cooper's Hawk Winery & Restaurant	American Restaurant	15	7,500	16,900	11	3	60	0%	2%
37 On The Border Mexican Grill & Cantina	Mexican Restaurant	14	4,300	10,100	6	6	107	0%	-6%
38 Bakers Square	American Restaurant	14	5,100	7,600	6	3	22	0%	0%
39 Granite City Food & Brewery	Brewery	15	7,900	12,700	7	2	15	0%	0%
40 HopCat	Beer Bar	15	5,600	9,400	7	10	11	11%	10%
41 sweetgreen	Salad Place	11	1,100	5,100	8	4	230	0%	11%
42 Ruhl's Chris Steak House	Steakhouse	20	5,000	17,200	11	4	135	0%	2%
43 Hook & Reel Cajun Seafood & Bar	Seafood Restaurant	11	3,200	11,500	9	6	68	0%	-1%
44 KPOT Korean BBQ & Hot Pot	Korean Restaurant	13	3,700	14,200	6	6	94	0%	9%
45 Zoup!	Soup Place	12	1,100	4,000	3	10	30	0%	-21%
46 Steak 'n Shake	American Restaurant	18	2,700	6,200	13	14	390	0%	-3%
47 P.F. Chang's	Chinese Restaurant	18	4,400	11,000	8	10	217	0%	-1%
48 Bonefish Grill	Seafood Restaurant	14	4,400	9,600	6	3	168	0%	0%
49 Huddle & Company	Ramen / Noodle House	12	1,600	4,800	6	21	477	-5%	-3%
50 Olga's Kitchen	Greek Restaurant	11	2,300	5,500	3	33	36	38%	33%

Source: Places2i, 2025

Exhibit 11. Top Full Service Restaurant Recruitment Targets, Market Characteristics

Full Service Restaurant Recruits	Sub Category	Relative Fit Score	Demographic Fit Score	Avg Monthly Visits	Frequent Co-Tenants	Cannibalization (% existing visits)
1 Mezza Mediterranean Grille	Mediterranean Restaurant	100	90	1,200	4	10%
2 Tupelo Honey	Southern / Soul Food	91	97	9,900	3	0%
3 bd's Mongolian Grill	Mongolian Restaurant	89	91	12,900	8	27%
4 CoreLife Eatery	Salad Place	86	97	7,900	4	3%
5 El Vaquero	Mexican Restaurant	81	95	7,900	2	2%
6 Bravo! Italian Kitchen	Italian Restaurant	80	98	10,200	5	1%
7 Smokey Bones Bar & Fire Grill	BBQ Joint	76	86	10,800	3	0%
8 Moe's Southwest Grill	Mexican Restaurant	75	93	7,900	2	8%
9 City Barbeque	BBQ Joint	74	95	9,700	1	5%
10 Schlotzsky's	Restaurant	74	92	6,800	1	0%
11 Mitchell's Fish Market	Seafood Restaurant	73	91	7,700	5	41%
12 Pancheros Mexican Grill	Mexican Restaurant	72	92	10,300	2	17%
13 Ruby Tuesday	American Restaurant	72	90	8,400	3	5%
14 Pokeworks	Asian Restaurant	71	91	3,200	2	17%
15 Teriyaki Madness	Asian Restaurant	70	88	3,700	1	1%
16 Buca di Beppo Italian Restaurant	Italian Restaurant	70	91	5,600	1	8%
17 I Heart Mac & Cheese	American Restaurant	69	85	3,100	1	0%
18 McAlister's Deli	Deli / Bodega	69	86	12,400	1	4%
19 Boston's Restaurant & Sports Bar	Restaurant	68	86	8,900	1	5%
20 Texas de Brazil	Brazilian Restaurant	68	89	10,200	4	41%
21 Mission BBQ	BBQ Joint	67	94	11,300	2	31%
22 Freshii	Salad Place	66	86		3	36%
23 Logan's Roadhouse	Steakhouse	66	75	14,500	2	4%
24 Denny's	Diner	66	76	11,600	2	6%
25 Fazoli's	Italian Restaurant	65	73	10,500	2	0%
26 Salsarita's Fresh Cantina	Mexican Restaurant	64	95	7,000	1	28%
27 Ponderosa	American Restaurant	64	70	10,700	2	0%
28 bb.q Chicken	Korean Restaurant	64	86	3,200	1	15%
29 Bubba's 33	American Restaurant	62	71	31,300	0	3%
30 The Cheesecake Factory	American Restaurant	62	93	40,200	4	71%
31 Dickey's Barbecue Pit	BBQ Joint	62	86	3,100	1	20%
32 Bahama Breeze	Caribbean Restaurant	61	92	21,300	3	56%
33 Pita Way	Mediterranean Restaurant	61	96	2,500	3	59%
34 BJ's Restaurant and Brewery	American Restaurant	60	84	25,900	3	49%
35 TGI Fridays	American Restaurant	59	85	9,200	2	37%
36 Cooper's Hawk Winery & Restaurant	American Restaurant	59	93	22,800	1	43%
37 On The Border Mexican Grill & Cantina	Mexican Restaurant	59	91	11,500	2	47%
38 Bakers Square	American Restaurant	59	88	6,900	2	43%
39 Granite City Food & Brewery	Brewery	59	94	14,900	2	54%
40 Hopdoddy	Beer Bar	59	95	17,400	3	67%
41 Sweetgreen	Salad Place	57	85	6,500	2	28%
42 Ruth's Chris Steak House	Steakhouse	57	93	6,600	1	44%
43 Hook & Reel Cajun Seafood & Bar	Seafood Restaurant	57	78	8,500	3	40%
44 KPOT Korean BBQ & Hot Pot	Korean Restaurant	57	88	12,400	3	66%
45 Zoup!	Soup Place	57	96	2,300	2	60%
46 Steak 'n Shake	American Restaurant	57	81	14,600	1	29%
47 P.F. Chang's	Chinese Restaurant	56	95	17,800	3	74%
48 Bonefish Grill	Seafood Restaurant	55	96	8,400	1	58%
49 Noodles & Company	Noodle / Noodle House	55	93	8,300	3	79%
50 Olga's Kitchen	Greek Restaurant	54	92	8,300	4	93%

Source: Placer, 2025

City of Farmington Hills 12 Mile Rd & Orchard Lake Rd Corridor Plan Zoning Assessment

Discussion Draft

June 30, 2025

Prepared by:



Prepared for:





*Community Attributes Inc. tells data-rich stories about communities
that are important to decision makers.*

President and CEO:
Chris Mefford

Project Manager:
Elliot Weiss

Analysts:
Carly Bednarski
Kortney Cena
Carrie Cusak

Community Attributes Inc.
119 Pine Street, Suite 400
Seattle, Washington 98101

www.communityattributes.com

BACKGROUND AND PURPOSE

This Zoning Assessment evaluates the existing zoning regulations and code designations that shape development along the 12 Mile Road and Orchard Lake Road corridors in Farmington Hills. Zoning plays a central role in guiding land use, determining allowable development, regulating building form, and influencing the mix of activities within these corridors. In doing so, zoning supports community goals by promoting compatible land uses, ensuring building and safety standards, encouraging investment, and protecting environmental resources.

The zoning assessment supports the Corridors Market Study, identifying how current zoning either enables or constrains desired development patterns, business growth, and reinvestment opportunities. Understanding the regulatory context provides important insight into both current market dynamics and the potential for future redevelopment along each corridor.

Farmington Hills maintains a total of 31 zoning designations citywide, of which 11 are currently applied within the 12 Mile Road corridor and 14 within the Orchard Lake Road corridor. The 12 Mile Road corridor is presently undergoing a zoning code update intended to modernize regulations, broaden development opportunities, and attract new investment. In contrast, zoning along Orchard Lake Road reflects an older regulatory framework that dates back to the corridor's early residential development pattern. Portions of Orchard Lake Road's existing zoning have not kept pace with evolving market conditions, limiting its redevelopment potential.

This document reviews the zoning districts applied within both corridors, summarizes key regulatory provisions, and evaluates their implications for investment, redevelopment, and corridor vitality. The assessment draws on the City of Farmington Hills Zoning Ordinance, recently adopted amendments, and supplemental policy documents provided by the city, including the proposed zoning updates for the 12 Mile Rd Corridor, currently in review by City Council.

Organization of this Assessment

The remainder of this Assessment is organized as follows:

12 Mile Rd Corridor Zoning:

- **Current Zoning:** An assessment of current zoning, including zoning districts, permitted uses, parking and site standards.
- **Proposed Changes:** An overview of proposed changes to the zoning code.

- **Implications for Redevelopment:** Analysis of how current zoning inhibits proposed vision and goals for the 12 Mile Rd Corridor.

Orchard Lake Rd Corridor Zoning

- **Current Zoning:** An assessment of current zoning, including zoning districts, permitted uses, parking and site standards.
- **Implications for Redevelopment:** Analysis of how current zoning inhibits proposed vision and goals for the Orchard Lake Road Corridor.

Appendix A:

- Permitted Uses, Residential Zoning Districts
- Permitted Uses, Commercial Zoning Districts
- Permitted Uses, Industrial Zoning Districts

12 MILE RD CORRIDOR ZONING

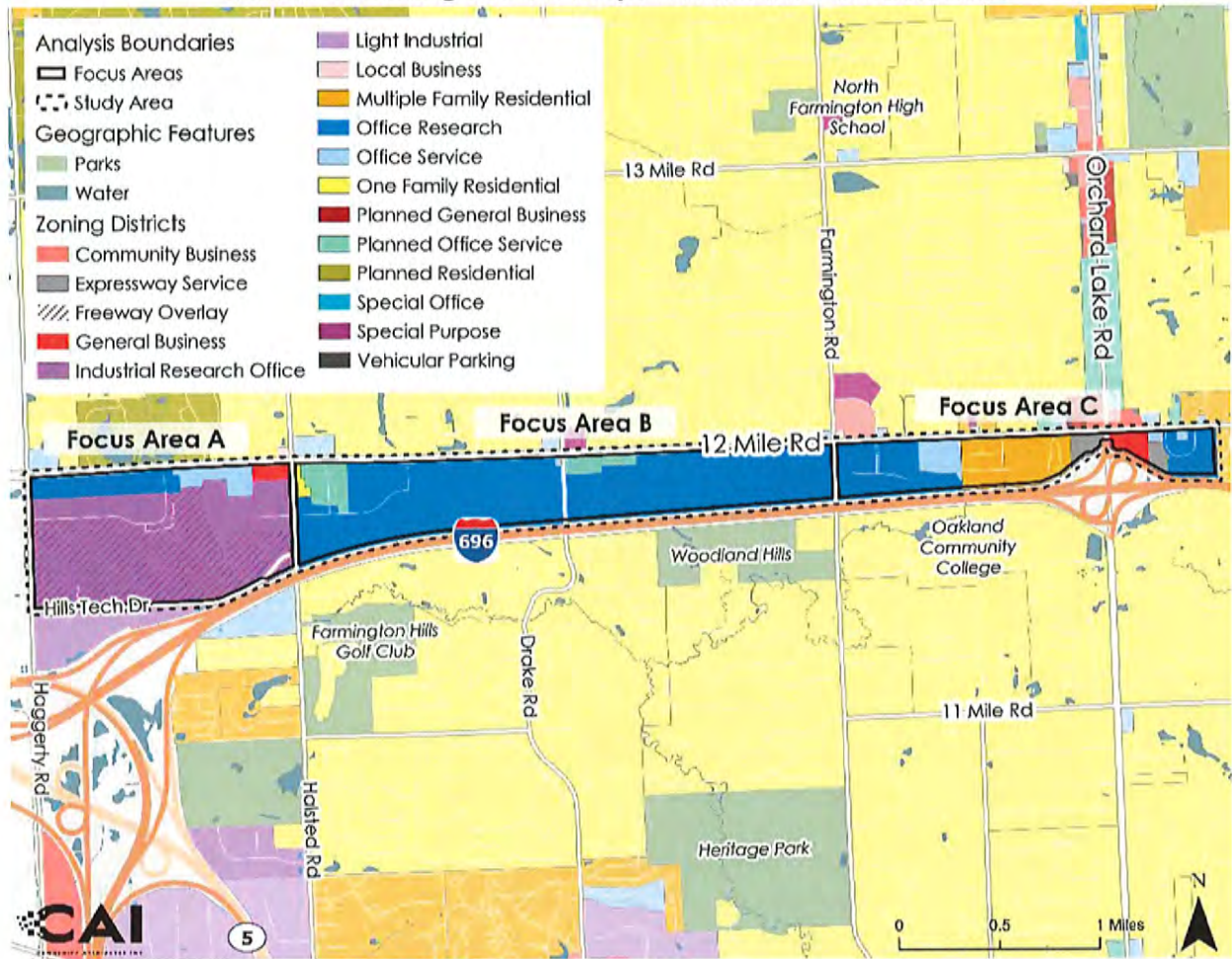
Current Zoning

The 12 Mile Rd Corridor currently encompasses 10 zoning districts with the largest being Office Research (OS-4), which is primarily concentrated in Focus Area B (given in dark blue in **Exhibit 1** below). The Office Research district is designed to provide space for large offices near major highways and roads. Recent amendments have expanded the intent and allowed uses for the Office Research district to allow mixed-use and general business establishments. This district makes up 51% of the corridor's overall land area (**Exhibit 2**).

The second largest district in the 12 Mile Rd Corridor is the Industrial Research Office (IRO), located largely within Focus Area A. This district is characterized by large footprint buildings with research and industrial uses. This zone makes up 31% of the corridor's land area, while being subject to the Freeway Overlay restrictions. This overlay allows increased building height and flexible building locations, but requires facilities meet greater environmental building standards and stormwater practices.

The remaining districts within the 12 Mile Rd Corridor generally allow business and office, commercial, and multi-family residential uses, including zones such as General Business District (B-3), Office Service District (OS-1) and Multiple Family Residential (RC-2).

Exhibit 1. Zoning District Map, 12 Mile Rd Corridor, 2025



Source: City of Farmington Hills, 2024; CAI, 2025

Exhibit 2. Land Area by Zoning District, 12 Mile Rd Corridor, 2025

Zoning District	Code	Total Acres	Share
Office Research	OS-4	402	41%
Industrial Research Office	IRO	247	25%
Freeway Overlay	FW	183	19%
Multiple Family Residential	RC-2	28	3%
Multiple Family Residential	RC-3	19	2%
Office Service	OS-1	33	3%
Planned Office Service	OS-2	28	3%
General Business	B-3	16	2%
Expressway Service	ES	12	1%
One Family Residential	RA-1	4	0%
Planned Residential District	RP-1	0.3	0%
Total		973	100%

Source: City of Farmington Hills, 2024; CAI, 2025

Farmington Hills' zoning code specifies principal permitted uses, accessory uses and special use designations for uses within each zoning district. Principal uses (P) are defined as the "main use to which the premises are devoted and the main purpose for which the premises exist."¹ Secondary uses (2) are allowed uses which are accessory to and located in the same building as a principal permitted use.¹ Similarly, accessory uses (A) are defined as "means a use which is clearly incidental to, customarily found in connection with and, unless otherwise specified, located on the same zoning lot as the principal use to which it is related."⁴ Special land uses (S) are uses which require special consideration whose "unique characteristics make it impractical to include them with a specific district classification."⁴ **Exhibit 3** details the principal, accessory and special uses for the zoning districts present in the 12 Mile Rd Corridor.

The zoning districts in the 12 Mile Rd Corridor collectively allow office, industrial, research, and some residential uses and services. The allowed uses within each zoning district are highly prescriptive, which has led to siloed blocks of separated uses. This is demonstrated in the Industrial Research district (IRO) which allows for industrial, research and laboratory-based uses, but does not allow for retail and restaurant uses. The result is a homogenous zone with little walkability or connectivity. This district's location, removed from the noise and traffic of 12 Mile may be

¹ Farmington Hills, Michigan Zoning Code, 2024

conducive for more integrated uses. Connectivity through allowance of sidewalks, trails, restaurants or consumer-facing businesses may facilitate greater commercial vitality in this district.

Multiple-Family Residential, (RC-2 and RC-3), located within Focus Area C, is also prescriptive in the allowed uses for this district. Only dwelling units and direct accessory uses such as pools and leasing offices are allowed in this district. Given the high number of units present, neighborhood level amenities such as coffee shops, corner stores or small restaurants would likely be supported if the zoning allowed for it.

The largest zoning district in the 12 Mile Rd Corridor is the Office Research Zoning District (OS-4). This district is primarily composed of offices, banks and medical establishments. Proposed amendments to the zoning code would expand the allowed uses to include commercial and mixed-use establishments, but these have not yet been adopted.

Exhibit 3. Permitted Uses by Zone District, 12 Mile Rd Corridor, 2025

USE	District						
	RC-2	RC-3	OS-1	OS-2	OS-4	B-3	IRO
Residential Uses							
Residential Services (municipal, library, parks, elementary)	P	P					
Multiple Family Dwellings	P	P					
Two-family dwellings	P	P					
Commercial Uses							
Banks, offices and similar uses			P	P	P	P	P
Colleges or Higher Education	S	S			P	P	P
Medical offices (may include clinics, laboratories, hospitals)			P	P	P	P	P
Motels or hotels					P		P
Restaurants						P	2
Retail (including automobile services, personal service establishments)				S		P	2
Stand-alone parking structures					P	P	
Industrial and Other Uses							
Research, testing, design, technical training, experimental product development					S		
Laboratories - medical, experimental or film							P
Electric vehicle infrastructure	A	A	A	A	A	A	A
Research, design or development in connection with IRO district							P
Package and Assembly							P
Industrial uses							P

Source: City of Farmington Hills, 2024; CAI, 2025

*Note: Application of permitted uses vary, please refer to Appendix A for full list of approved uses.

Commercial development standards control much of what the built environment within the 12 Mile Rd Corridor looks like. Existing standards require large front yards for commercial development in the corridor, with setbacks varying from 40-120 ft and front yard open space requirements varying from 10%-50%, depending on the district. Rear yards also have substantial setbacks, ranging from 20-40 ft.

Maximum building height for commercial development within the 12 Mile Rd Corridor can vary from 34 ft (but limited to 2 stories) to 65 ft (which could allow up to 6 stories). The most widespread zone, OS-4 allows the higher end of this range and also allows an additional exception of up to 80 ft if the building is within 400 ft of the I-696 right-of-way.

These commercial and office zones do not have a minimum lot size.

Exhibit 4. Commercial Dimension Standards by Zone District, 12 Mile Rd Corridor, 2025

	OS-1	OS-2	OS-4	IRO	B-3	ES
Minimum Setbacks						
Front Yard	40 ft	120 ft	50 ft*	50 ft	25 ft	75 ft
Rear Yard	20 ft	20 ft	40 ft	40 ft	20 ft	20 ft
Side Yard	10 ft	10 ft	0 ft	30 ft	10 ft	20 ft
Residential Street	20 ft	20 ft	20 ft	40 ft	20 ft	20 ft
Side Street	25 ft	25 ft	0-15 ft	40 ft	25 ft	75 ft
Building Height						
Maximum Height	34 ft	34 ft	65 ft*	50 ft	50 ft	50 ft
Maximum Stories	2	2		3	3	3
Front Yard Open Space	50%	10%	50%	50%	50%	20%

Source: City of Farmington Hills, 2024; CAI, 2025

Note: Front Yard setbacks in OS-4 allows for 15 ft on thoroughfares other than 12 Mile, and 0-10 ft setbacks on local streets*

Note 2: Maximum Height for OS-4 buildings up 80 ft if within 400 ft of I-696 right-of-way*

Only about 5% of the area within the 12 Mile Rd Corridor is zoned for residential uses, and the majority of that space is zoned RC-2, or multiple family. For residential developments, large front and back yards are also required with the front yard setback varying from 40-50 ft and the rear yard setback at 35 ft. Residential building heights are limited to 30 ft, a height which is generally designed to allow 2 stories or 3 in very tight circumstances. Residential development also must consider additional standards including lot size, lot coverage, and floor area. The minimum lot area ranges from 23,400 square feet for Multi-Family Residential (RC-2) to 29,700 square feet for One-Family (RA-1A) and Planned One-Family Residential (RP-1). Maximum lot coverage is limited to 35% for all three districts. Within RC-2, the multiple family residential district, the floor area of a residential building is limited to 650 square feet on the ground floor and 1,250 square feet total. These floor area limits make it challenging to build most types of multiple family residential development, allowing only small scale residential buildings which are similar to single-family homes, such as duplexes or cottage housing.

**Exhibit 5. Residential Dimension Standards by Zone District, 12 Mile Rd
Corridor, 2025**

	RA-1A	RC-2, RC-3	RP-1	OS-4
Minimum Lot Size				
Area	29,700 sq ft	8,000 sq ft	29,700 sq ft	
Avg/Subdivision	33,000 sq ft		33,000 sq ft	
Width	140 ft	80 ft	140 ft	
Maximum Lot Coverage	35%	35%	35%	
Minimum Setbacks				
Front Yard	50 ft	50 ft	50 ft	0-50 ft
Rear Yard	35ft	20 ft	35 ft	10-40 ft
Side Yard	15 ft	20 ft	15 ft	0 ft
Side Yard Total	30 ft	40 ft	30 ft	30 ft
Maximum Building Height	30 ft	30 ft	30 ft	65 ft
Minimum Floor Area				
Total Per Unit		600 sq ft		
Ground Floor/Unit		300 sq ft		

Source: City of Farmington Hills, 2024; CAI, 2025

Note: All dimensions except for building height refer to minimum standards

The parking standards by zoning district for the 12 Mile Rd Corridor are given in **Exhibit 6**. The current parking standards reflect traditional suburban parking practices, emphasizing higher minimums intended to ensure that sufficient parking is available on-site to meet peak demand and minimize potential impacts on adjacent properties and streets. Many of the standards require multiple spaces per unit or intensive square footage-based ratios, particularly for uses that typically generate frequent or high turnover, such as restaurants, medical offices, and certain retail formats. For residential uses, parking minimums generally require two or more spaces per unit, even for smaller multi-family units, reflecting a design assumption of multiple vehicles per household.

Compared to contemporary best practices, these parking minimums are on the higher end. In many communities, especially those seeking to encourage infill development, housing diversity, mixed-use projects, and walkability, parking requirements are being reduced or eliminated to support more flexible site design and lower development costs. Excessive parking minimums can act as a barrier to redevelopment, particularly on smaller or constrained sites where land area is limited and can contribute to an oversupply of parking that reduces land utilization efficiency and drives up project costs.

**Exhibit 6. Residential and Commercial Parking Standards by Zone District,
12 Mile Rd Corridor, 2025**

Use	Minimum Number of Parking Spaces
Residential	
One and Two Family Res	2 for each dwelling unit
Multi-Family Res	
3 Rooms or Less	2 for each dwelling unit
4+ Rooms	2.5 for each dwelling unit
Institutions	
Places of Worship	1 for each 3 fixed seats; 1 for every 6 feet of pews; OR 1 for every 30 square feet of floor area
Nursery School/Day Cares	1 for each employee and 1 for every 10 students
Private Recreation (golf, swimming, etc)	1 for every 3 holes,
Business and Commercial	
Retail or Service Establishment	1 for every 175 of sq ft
Planned Commerical or Shopping	
<15,000	1 for every 150 sq ft
15,001 - 100,000	1 for every 175 sq ft
> 100,000	1 for every 200 sq ft
Beauty Parlor/Barbershop	3 spaces for first 2 chairs, 1.5 for every additional
Gas Station	1 space plus 1 for each employee
Fast Food Restaurants	1 for every 30 sq ft
Motel/Hotel	1 for each occupancy plus 1 for each employee
Auto Repair	3 for each auto service stall
Indoor Fitness	1 for every 120 sq ft of gross leasable area
Banks	1 for every 175 sq ft
Business Offices	
First 15,000 sq ft	1 for every 220 sq ft
>15,000 sq ft	1 for every 250 sq ft
Medical Offices	
First 5,000 sq ft	1 for every 135 sq ft
> 5,000 sq ft	1 for every 175 sq ft
Chiropractor	1 for every 200 sq ft
Industrial	
Industrial or research establishment	3 + 1 for every 1.5 employees
OR greater of	3 + 1 for every 550 sq ft

Source: City of Farmington Hills, 2024; CAI, 2025

Note: square footage requirements refer to usable floor area

Proposed Changes

The City of Farmington Hills has been actively reimagining the future of the 12 Mile Road Corridor, recognizing the need to adapt zoning regulations to

support a more vibrant and economically resilient corridor. As outlined in the 2024 Master Plan, the city’s vision emphasizes transitioning 12 Mile Road from a primarily auto-oriented transportation and commercial corridor into a dynamic, mixed-use district that offers a broader range of housing options, commercial activity, and public spaces.

Key Master Plan goals for the corridor include:

- **Diversifying Housing:** Adding new housing options, including high-quality rental opportunities, to create a more inclusive and adaptable residential mix.
- **Encouraging Mixed-Use Development:** Supporting transit-oriented development and increasing residential and commercial density to activate the corridor and better leverage existing and future public transit investments.
- **Reinforcing Sense of Place:** Creating central plazas, flexible gathering spaces, and year-round destinations that strengthen corridor identity and offer expanded opportunities for dining, events, and public activity.

In alignment with this vision—and independent of this work—the city has been advancing updates to the zoning code specific to the 12 Mile Road Corridor. The process has included technical work by city staff, public engagement, and is anticipated to advance to City Council consideration in summer 2025. The proposed zoning updates described below, given March 14, 2025, are intended to modernize allowable uses, development standards, and site design requirements in a way that supports corridor reinvestment, encourages a mix of uses, and promotes pedestrian-oriented site design. The updates proposed primarily affect the Office Research (OS-4) Zoning District.

Zone	Section	Proposed Update
OS-4	Intent	<ul style="list-style-type: none">• Update Intent to reflect Farmington Hills’ goal that this zone “encourage the development of public spaces and walkability” by allowing for residential, commercial and mixed uses which “complement the development of high-value uses”, such as office-spaces, which contribute to the city’s tax base.
OS-4	Uses	<ul style="list-style-type: none">• Allows multi-family residential uses, including office-to-residential conversions and live/work units.

		<ul style="list-style-type: none"> • Allows commercial uses permitted within B-3 when in a mixed use or commercial building, including Artisan Manufacturing • Allow standalone parking structures • Allow, through special approval, banks or other financial uses with drive-through facilities as an accessory use.
OS-4	Dimension Standards	<ul style="list-style-type: none"> • Lower minimum setbacks to 0 for side yard setbacks and to 0-15 for local side street setbacks (setbacks to 12 Mile Rd remain at 50 ft) • Remove maximum lot coverage • Remove maximum number of stories • Increase maximum building height to 65 ft or 80ft if within the I-696 overlay (which does not include any space in the 12 Mile Rd Corridor) • Add maximum density (dwelling units per acre) of 80.
OS-4	Zoning Districts	<ul style="list-style-type: none"> • Add language allowing mixed uses, saying that “the permitted uses of the district may be co-located within a building or upon a site” • Prohibit outdoor storing or goods and materials • Remove limits on goods repair and allow indoor product storage as an accessory use • Permit an additional 20 feet of building height if at least 15% of the lot is dedicated to public space or a plaza with public art
OS-4	Parking	<ul style="list-style-type: none"> • Allow parking minimums to be reduced based on demand, seasonal use, access to alternative modes, or shared/reserve arrangements, with criteria now defined in code • Offer incentives for parking conversion and for dedicating a portion of parking for public use • Require bicycle parking for most new development and expansions, with standards defined in the code

		<ul style="list-style-type: none"> Require parking structures serving residential uses to dedicate 15% of spaces to electric vehicle charging
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Implications for Redevelopment

This section identifies existing and proposed regulations that may pose challenges to realizing the Vision and Goals for the 12 Mile Road Corridor. The Vision is presented below, followed by a discussion of current and proposed regulations that may not align with its intent.

Vision

“The future of 12 Mile Road Corridor offers connected, mixed-use destinations where residential, commercial, and entertainment uses thrive alongside established offices. Through planned activity nodes, strategic infill and adaptive reuse, the corridor supports the City’s broader vision of livability and opportunity for all and offers a welcoming, walkable environment for residents and workers alike.”

Currently, the 12 Mile Road Corridor is primarily governed by the OS-4 zone (which comprises 51% of the corridor) and the IRO zone (31%). Neither zoning district permits residential uses, and both impose limitations on entertainment and commercial uses. OS-4 prohibits restaurant and retail uses altogether, while IRO allows them only as accessory uses within buildings primarily devoted to other permitted uses. These constraints conflict with the Vision’s call for mixed-use destinations, activity nodes, and strategic infill.

Proposed updates to the Zoning Code would allow for additional uses that support the Vision, including multi-family residential development in OS-4 (up to 80 units per acre) and new allowances for commercial uses such as retail and restaurants. However, these commercial uses are restricted to mixed-use or commercial buildings, and the proposed updates do not extend to other zones within the corridor. As a result, they may still fall short of supporting a truly vibrant mix of uses where commercial and entertainment functions “thrive alongside established offices.”

Some provisions in the current zoning code, such as landscaping and pedestrian access standards, do support a more pedestrian-friendly atmosphere in the 12 Mile Rd Corridor by requiring trees and sidewalks.

However, requirements such as large front and rear yard setbacks (minimum 50 feet from 12 Mile Road in many cases), low maximum lot coverage (20% in

OS-4), and high parking minimums contribute to a dispersed development pattern that separates uses and hinders walkability.

Goals

Below are each of the specific goals identified for the 12 Mile Rd Corridor to help it achieve its given vision for the future. Underneath each goal lies a description of potential regulatory barriers that may impact the success of the goal.

Goal 1. Encourage a balanced mix of uses

- Existing zoning within the 12 Mile Road Corridor generally does not permit or encourage a mix of uses. The most common districts—OS-4, IRO, RC-2, and RC-3—are highly prescriptive in terms of permitted uses, contributing to a fragmented pattern of development with limited interaction between uses.
 - Office Research (OS-4): Covers 41% of the corridor and primarily permits office uses.
 - Industrial Research Office (IRO): Makes up 26% of the corridor and allows only industrial and research-focused uses.
 - Multiple Family Residential (RC-2 and RC-3): Together make up 5% of the corridor and allow residential uses only.
- Proposed updates to the OS-4 zone would introduce more flexibility by permitting residential, mixed-use, and commercial uses. These updates would allow multi-family residential development at moderate densities (up to 80 dwelling units per building) and increase the maximum building height to 65 feet. However, commercial uses such as retail and restaurants would remain secondary and limited to mixed-use or commercial buildings. These changes, while a step forward, apply only to OS-4 and do not expand mixed-use potential in IRO or residential zones—limiting the corridor’s ability to develop a truly integrated mix of uses.

Goal 2. Create a connected and walkable corridor

- Many parcels within the 12 Mile Road Corridor are configured as superblocks with minimal interconnectivity. There are no zoning requirements or incentives to link adjacent parking lots or establish connections between neighboring establishments, which limits walkability and discourages pedestrian travel.
- Site design standards do require pedestrian access, but these requirements are vague and lack measurable criteria.
 - For example, one standard states that site design must “emphasize pedestrian access and safety,” but it provides no specifications for crosswalks, traffic calming, or pedestrian-

scale infrastructure such as safety barriers, shelters, or signalized crossings.

- Additionally, the Planning Commission has broad discretion to waive or modify pedestrian access requirements if they are deemed “not practical” or unlikely to generate pedestrian activity. This subjective language may result in fewer pedestrian connections and a reduced emphasis on walkable infrastructure.
- High parking minimums across the 12 Mile Rd Corridor’s zoning districts further undermine walkability by encouraging large surface lots that separate buildings from streets and sidewalks, creating barriers for pedestrians, cyclists, and transit users.
 - In Focus Area A, IRO is the largest zoning district. It requires 1 parking space for every 550 square feet, plus an additional 3 spaces. Costar estimates for 2025 show that this area had an inventory of 511,360 useable office square feet. Under current regulations, this square footage requires a minimum of 930 parking spaces (which would make up over 158,000 square feet of parking space).
 - In Focus Area B, OS-4 is the largest zoning district. It requires 1 parking space for every 220 to 250 square foot of usable office space. Costar estimates an inventory of 1,433,619 useable office square feet currently in Focus Area B. The minimum parking standards for OS-4 require a minimum of 6,100 required parking spaces to accompany this amount of useable office square feet.
 - In Focus Area C, Multiple-Family (RC-2) is the second largest zoning district, after OS-4. It requires 2 – 2.5 parking spaces per tenant. Generally speaking, parking minimums higher than 1 space per unit are considered high, especially in a multi-family district.²
- Large required setbacks also diminish the pedestrian environment. OS-4 and IRO zones require front yard setbacks of up to 50 feet; the B-3 district requires 25 feet, and RC-2 and RC-3 require 50 feet. Combined with generous side and rear setbacks, these regulations separate buildings from the street edge and contribute to a dispersed, auto-oriented corridor.
- Proposed changes to OS-4 include limited allowances for reduced parking minimums and encourage the repurposing of existing surface lots for pedestrian amenities, public space, or infill development. While this is a step in the right direction, the changes do not affect

² Spivak, Jeffrey (2018) “People Over Parking”, American Planning Association, available online at <https://www.planning.org/planning/2018/oct/peopleoverparking/>

other zoning districts. Without broader reductions to parking minimums and setback requirements across the corridor, walkability will remain limited and development will continue to favor car-centric patterns.

Goal 3. Foster a sense of place and community identity

- Approaches for achieving this goal will rely largely on efforts outside the zoning code, including infrastructure investments, placemaking initiatives, and spatial or community programming.
- While the current zoning code does not include provisions related to placemaking or character-focused design specifically for the 12 Mile Road Corridor, future code updates could introduce standards that support a unique corridor identity such as façade articulation, pedestrian-scale design, signage, lighting, and landscaping guidelines.

Goal 4. Focus Area A: Advance a hub for research, innovation and work life

- The largest zoning district within Focus Area A, IRO, does not permit restaurants or service-oriented businesses as principal uses. These uses are only allowed as accessory to a primary use within the same building. This limitation restricts the development of a complete employment hub that supports the daily needs of workers, limits opportunities for work-life integration, and reduces the area's appeal as an innovative and active mixed-use destination.

Goal 5. Focus Area B West: Establish a premier corporate destination

- Existing zoning requirements in Focus Area B West may not align with the evolving needs of post-pandemic office users. The area is entirely zoned as Office Research (OS-4), which imposes large minimum front and side yard setbacks and high parking requirements.
 - OS-4 mandates front yard setbacks of at least 50 feet, creating a spread-out development pattern that can feel disconnected and less attractive to modern employers seeking integrated, campus-like settings.
 - Parking minimums of one space per 220 to 250 square feet of usable office space were established under the assumption of fully in-person workforces. As many businesses now operate with hybrid or flexible work arrangements, these standards may result in overbuilt parking.
- High parking and setback requirements also translate into higher development costs by requiring large amounts of land to be dedicated to non-revenue-generating uses. This may limit the feasibility of new

office or commercial projects and reduce the competitiveness of the corridor as a destination for modern employers.

- To better position Focus Area B West as a premier corporate destination, zoning should also allow for supportive uses such as restaurants, cafés, fitness centers, or convenience retail. These amenities help attract tenants, enhance the day-to-day experience for workers, and support the broader vision of a vibrant, mixed-use corridor.

Goal 6. Focus Area B East: Create an urban village with active ground floors, shared spaces, and better utilization of existing parking and outlots

- Pedestrian access from public rights-of-ways to building entrances is outlined as a required standard in the Farmington Hills Zoning Code, but additional language and enforcement is needed to ensure connections are developed. Pedestrian connections from 12 Mile and local roads could contribute to an urban feel in this Focus Area.
- Requirements for access between adjacent parcels are similarly limited. The zoning code encourages “access points at property edges and to adjacent parcels,” but only “where feasible,” which weakens its effectiveness and limits connectivity between sites.³
- Focus Area B East is zoned entirely as Office Research (OS-4), which requires one parking space per 220 to 250 square feet of usable office space. This has resulted in large areas of underutilized surface parking, inconsistent with the goal of creating a compact, vibrant district.
- Recently proposed zoning changes would allow multi-family residential and general business uses by right in OS-4. However, these uses are still subject to their own parking minimums, which may reduce the potential to repurpose existing underutilized lots for shared spaces or infill development.
- Height limits in this area also constrain urban development. While residential buildings may reach up to 65 feet, commercial uses are capped at three stories, limiting the potential for vertical mixed-use or denser development patterns.
- Minimum setbacks of 50 feet further hinder the creation of an “urban village” character by separating buildings from the street and reducing the opportunity for active, engaging ground-floor uses.
- Minimum lot size requirements for residential uses may further limit compact, walkable development. RC-2 and RC-3 districts require a minimum of 8,000 square feet per lot, while other residential zones

³ Farmington Hills Zoning Code 34-5.19: Pedestrian Access and Connectivity from Public Rights-of-Way

within the corridor—such as RA-1A and RP-1—require minimum lot sizes of 29,700 square feet. These standards are more typical of suburban subdivisions than urban infill and may prevent the finer-grained development pattern desired in this Focus Area. The OS-4 zone, however, does not have a minimum lot size.

Goal 7. Focus Area C: Leverage available infrastructure and strengthen gateways and support inclusive redevelopment

- Pedestrian access standards in the zoning code require connections between public sidewalks and principal building entrances, but many existing developments in Focus Area C do not meet these requirements. Enforcement mechanisms or retrofit strategies may be needed to bring older developments into alignment with these goals.
- The RC-2 zoning district, which comprises 18% of the Focus Area, limits principal uses to residential dwellings and accessory uses such as pools and leasing offices. It does not allow for retail or business establishments, restricting opportunities for mixed-use redevelopment or neighborhood-serving amenities within walking distance of residents.
- The east side of the interchange presents opportunities for strategic infill and gateway improvements. These efforts extend beyond zoning and focus on pedestrian infrastructure investments. Pedestrian connections between the RC-2 and Office Service (OS-1) districts are limited. Additional sidewalks and trails south of 12 Mile Rd near Orchard Lake Road would enhance resident access to nearby services and offer quieter, safer routes for travel.

ORCHARD LAKE RD CORRIDOR ZONING

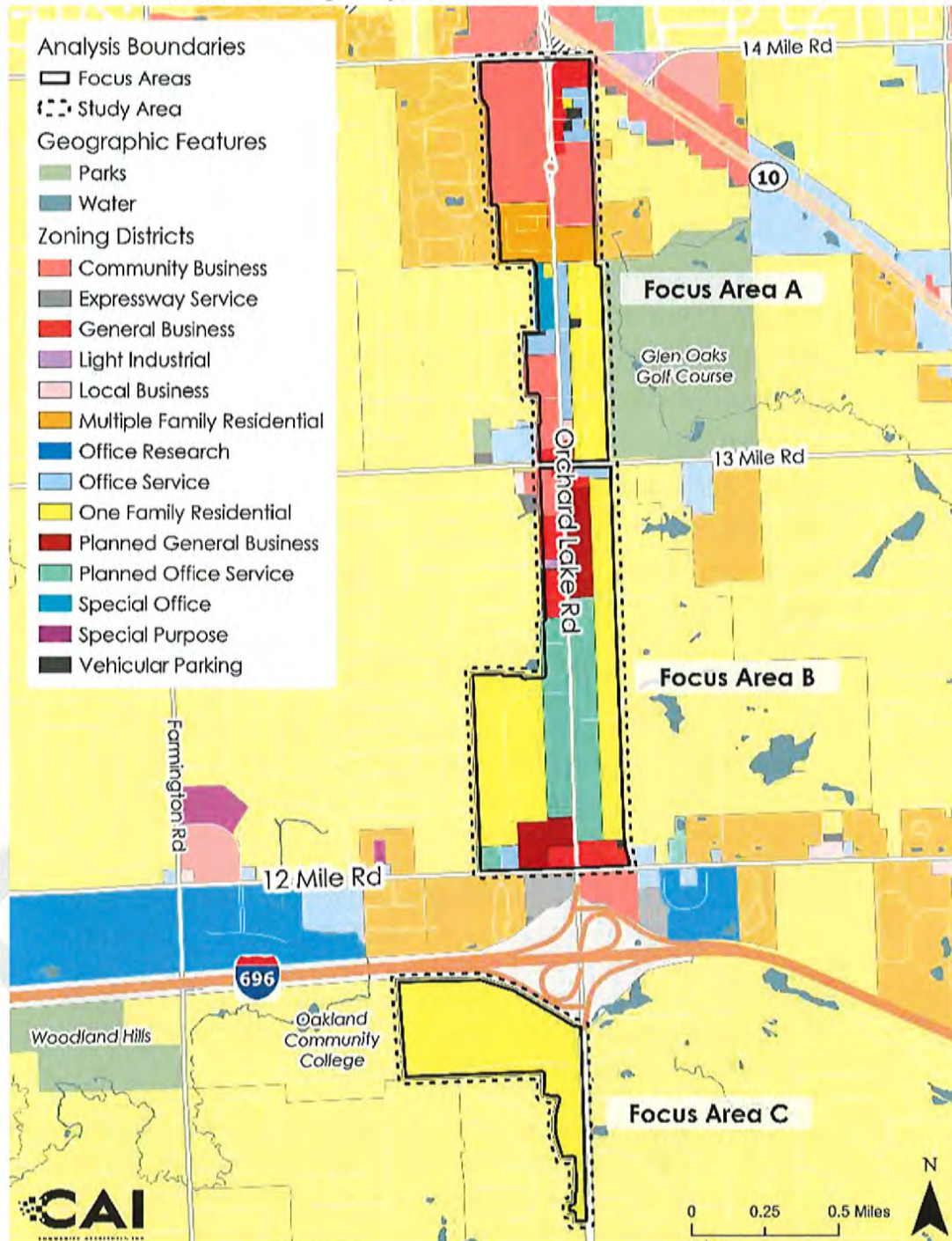
Current Zoning

There are 14 zoning districts represented within the Orchard Lake Rd Corridor (**Exhibit 7**). These districts are largely residential and commercial zones, with One-Family Residential, (RA-1, RA-2, RA-2B, RA-4), being the largest district, making up 46% of the total land area within the corridor. These One-Family Residential zones, demonstrated below in light yellow, are intended to provide low-density neighborhoods restricted to single-family homes. The primary difference between each of the One-Family districts is the minimum lot area required, ranging from a minimum of 8,500 square feet in RA-4 to 23,400 square feet in RA-2B. Focus Area C is entirely comprised of One-Family Residential while the rest of the parcels affected are largely separated from the main road (Orchard Lake Rd) by another parcel.

The second largest district, Community Business (B-2) represents 16% of land within the Corridor. This district is mainly composed of shopping centers and big box stores. It is designed for a large consumer population, inclusive of those from outside Farmington Hills. This and other zoning districts, such as Planned Office Service (OS-3) and General Business (B-3) operate directly along Orchard Lake, while most residential zones are accessed from other entry points. Collectively all Office, Business and Community zoning districts compose 47% of total acreage along the corridor, or a similar proportion of land dedicated to One-Family zoning.

Many of the parcels in the Orchard Lake Rd Corridor are on small lots, shallow lots or narrow lots. These types can limit potential development. Differences in zoning between two parcels which abut each other (especially small parcels which front to Orchard Lake Road and have a residential lot behind) prevent these two parcels for combining and expanding development opportunity.

Exhibit 7. Zoning Map, Orchard Lake Rd. Corridor, 2025



Source: City of Farmington Hills, 2024, CAI, 2025

**Exhibit 8. Parcels and Land Area by Zone District, Orchard Lake Rd.
Corridor, 2025**

Zoning District	Code	Total Acres	Share
One Family Residential	RA-1,RA-2, RA-2B, RA-4	193	46%
Community Business	B-2	68	16%
Planned Office Service	OS-3	51	12%
General Business	B-3	34	8%
Planned General Business	B-4	21	5%
Office Service	OS-1	20	5%
Multiple Family Residential	RC	19	5%
Special Office	OS-3	5	1%
Vehicular Parking	P-1	3	1%
Local Business	B-1	1.0	0%
Light Industrial	LI	1	0%
Total		416	100%

Source: City of Farmington Hills, 2024; CAI, 2025

Farmington Hills zoning code specifies principal permitted uses, accessory uses and special use designations for uses within each zoning district. Principal uses (P) are defined as the “main use to which the premises are devoted and the main purpose for which the premises exist.”⁴ Accessory uses (A) are defined as “means a use which is clearly incidental to, customarily found in connection with and, unless otherwise specified, located on the same zoning lot as the principal use to which it is related.”⁴ Special land uses are uses which require special consideration whose “unique characteristics make it impractical to include them with a specific district classification.”⁴ **Exhibit 9** details the principal, accessory and special uses for the zoning districts present in the Orchard Lake Rd Corridor.

The zoning districts in the Orchard Lake Rd Corridor collectively allow office, medical, residential, and some retail and restaurant uses. The allowed uses within each zoning district are highly prescriptive, which has led to siloed blocks of separated uses.

One-family residential zones (RA-1A, RA-2, RA-2B and RA-4) each only allow low density residential uses, churches, and residential services as principal

⁴ Farmington Hills, Michigan Zoning Code, 2024

primary uses. Special uses could allow educational uses or multiple family dwelling types on these parcels.

The office and commercial districts within the Orchard Lake Rd Corridor (OS-1, OS-2, B-1, B-2 and B-3) do not allow residential uses. These are more geared towards banks and offices, medical uses, with some also allowing retail or restaurants. Only two zones, B-2 and B-3, allow restaurants. These two zones are located on the northern side of corridor along with some parcels in the center.

Exhibit 9. Permitted Uses by Zone District, Orchard Lake Rd. Corridor, 2025

Use	Zoning District								
	RA-1A	RA-2	RA-2B	RA-4	OS-1	OS-2	B-1	B-2	B-3
Residential Uses									
Churches	P	P	P	P	P	P	P		
Colleges or Higher Education	S	S	S	S				P	P
Residential Services (municipal, libraries, parks, elementary)	P	P	P	P					
Residential accessories (home occupations, pools, etc)	A	A	A	A					
One-family detached dwellings	P	P	P	P					
Multiple Family Dwellings		S	S	S					
Two-family dwellings		S	S	S					
Commercial Uses									
Banks, offices and similar uses					P	P	P	P	P
Medical offices (may include clinics, laboratories, hospitals)					P	P		P	P
Restaurants								P	P
Retail (including commercial recreation, personal service and automobile services)						S	P	P	P
Electric vehicle infrastructure	A	A	A	A	A	A	A	A	A

Source: Farmington Hills, 2024; CAI, 2025

*Note: Application of permitted uses vary, please refer to Appendix A for full list of approved uses.

The commercial development standards in the Lake Orchard Corridor vary by district type and sub-type. Overall, standards such as setbacks and building height are uniform within each district, with minor variations between sub-districts. For example, all business district zones have a three-story limit, a maximum height at 50 feet or below and little variation in setbacks except for front yard setbacks, which range from 25 to 120 feet.

Several zones show very large front yard setbacks, such as B-4 and OS-2 with 120 ft, B-2 with 75 ft, LI-1 with 50 ft, and OS-1 and OS-3 with 40 ft. Some have further setbacks depending on the street fronted, such as OS-3 which has a setback of 102 ft on a residential street. The smallest setback for a rear yard is 20 ft and the smallest setback for a side yard is 10 ft.

Exhibit 10. Commercial Dimension Standards by Zone District, Orchard Lake Rd Corridor, 2025

	B-1	B-2	B-3	B-4	OS-1	OS-2	OS-3	LI-1
Minimum Setbacks								
Front Yard	25 ft	75 ft	25 ft	120 ft	40 ft	120 ft	40ft*	50 ft
Rear Yard	20 ft	20 ft	20 ft	20 ft	20 ft	20 ft	40ft*	20 ft
Side Yard	10 ft	20 ft	10 ft	10 ft	10 ft	10 ft	30 ft	10 ft
Residential Street	20 ft	75 ft	20 ft	20 ft	20 ft	20 ft	102 ft	50 ft
Side Street	25 ft	75 ft	25 ft	25 ft	25 ft	25 ft		25 ft
Building Height								
Maximum Height	30 ft	50 ft	50 ft	50 ft	34 ft	34 ft	34 ft	50 ft
Maximum Stories	3	3	3	3	2	2	2	3
Front Yard Open Space	50%	20%	50%	10%	50%	10%	varies	

Source: City of Farmington Hills, 2024; CAI, 2025

The residential dimension standards for the Lake Orchard Rd Corridor are displayed in **Exhibit 11**. All four residential zoning districts present in the Lake Orchard Corridor are designated as One-Family. In general, RA-4 has the lowest minimum requirements, with smaller lot size, setbacks, floor area and building height. In contrast, RA-2B has the highest minimum dimensions across most categories. Lot area ranges from a minimum of 8,500 square feet in RA-4 to 23,400 square feet in RA-2B. Lot coverage is 35% for all districts, except for RA-1, which is 25%. Setbacks vary between districts and floor area vary by district.

Exhibit 11. Residential Dimension Standards by Zone District, Orchard Lake Rd Corridor, 2025

	RA-1	RA-2	RA-2B	RA-4
Minimum Lot Size				
Area	18,000 sq ft	15,000 sq ft	23,400 sq ft	8,500 sq ft
Average/Subdivision	20,000 sq ft	16,500 sq ft	26,00 sq ft	
Width	100 ft	90 ft	120 ft	60 ft
Maximum Lot Coverage	25%	35%	35%	35%
Minimum Setbacks				
Front Yard	40 ft	35 ft	40 ft	25 ft
Rear Yard	35 ft	35 ft	35 ft	35 ft
Side Yard	10 ft	8 ft	10 ft	5 ft
Side Yard Total	25 ft	20 ft	25 ft	15 ft
Maximum Building Height	30 ft	30 ft	30 ft	25ft
Minimum Floor Area				
Total Per Unit	1,150 sq ft	930 sq ft	1,250 sq ft	700 sq ft
Ground Floor Per Unit	650 sq ft	600 sq ft	650 sq ft	500 sq ft

Source: City of Farmington Hills, 2024; CAI, 2025

Note: All dimension standards except building height are minimum requirements

Parking standards by zoning district and use for the Orchard Lake Rd Corridor are demonstrated in **Exhibit 12**. The current parking standards reflect traditional suburban parking practices, emphasizing higher minimums intended to ensure that sufficient parking is available on-site to meet peak demand and minimize potential impacts on adjacent properties and streets. Many of the standards require multiple spaces per unit or intensive square footage-based ratios. Industrial uses have the highest number of parking requirements with 3 or more spaces for each employee. This also accounts for truck traffic and the larger space needs for industrial serving vehicles. For residential uses, parking minimums generally require two or more spaces per unit, even for smaller multi-family units, reflecting a design assumption of multiple vehicles per household.

Compared to contemporary best practices, these parking minimums are on the higher end. In many communities, especially those seeking to encourage infill development, housing diversity, mixed-use projects, and walkability, parking requirements are being reduced or eliminated to support more flexible site design and lower development costs. Excessive parking minimums can act as a barrier to redevelopment, particularly on smaller or constrained sites where land area is limited and can contribute to an

oversupply of parking that reduces land utilization efficiency and drives up project costs.

**Exhibit 12. Residential and Commercial Parking Standards by Zone District,
Lake Orchard Corridor, 2025**

Use	Minimum Number of Parking Spaces
Residential	
One and Two Family Res	2 for each dwelling unit
Multi-Family Res	
3 Rooms or Less	2 for each dwelling unit
4+ Rooms	2.5 for each dwelling unit
Institutions	
Nursery School/Day Cares	1 for each employee and 1 for every 10 students
Elementary Schools	1 for every 3 students
Business and Commercial	
Retail or Service Establishment	1 for every 175 of sq ft
Planned Commerical or Shopping	
<15,000	1 for every 150 sq ft
15,001 - 100,000	1 for every 175 sq ft
> 100,000	1 for every 200 sq ft
Beauty Parlor/Barbershop	3 spaces for first 2 chairs, 1.5 for every additional
Furniture, Appliance or Repair	1 for every 800 sq ft and 1 for every 2 employees
Laundromats	1 for every 2 machines
Autowash	1 for every employee
Gas Station	1 space plus 1 for each employee
Fast Food Restaurants	1 for every 30 sq ft
Motel/Hotel	1 for each occupancy plus 1 for each employee
Banks	1 for every 175 sq ft
Business Offices	
First 15,000 sq ft	1 for every 220 sq ft
>15,000 sq ft	1 for every 250 sq ft
Medical Offices	
First 5,000 sq ft	1 for every 135 sq ft
> 5,000 sq ft	1 for every 175 sq ft
Chiropractor	1 for every 200 sq ft
Industrial	
Industrial or research establishment	3 + 1 for every 1.5 employees
OR greater of	3 + 1 for every 550 sq ft
Warehouses and wholesale	3 + 1 for every 1.5 employees
OR greater of	1 for every 1,300 sq ft

Source: City of Farmington Hills, 2024; CAI, 2025

Note: square footage measurements refer to usable floor area

Implications for Redevelopment

This section identifies existing and proposed regulations that may pose challenges to realizing the Vision and Goals for the Orchard Lake Rd Corridor. The Vision is presented below, followed by a discussion of current and proposed regulations that may not align with its intent.

Vision

“As one of Farmington Hills’ key commercial corridors, the Orchard Lake Road Corridor is a cohesive, vibrant commercial destination that balances convenience with walkability and design. Enhanced design, flexible site reuse, and pedestrian-friendly improvements have transformed the corridor into a modern, people-oriented destination.”

Existing zoning regulations are highly segmented and restrictive, limiting the range of permitted uses. This prevents context-sensitive development that could enhance corridor cohesion, particularly for small, shallow, or irregularly shaped lots.

Projects like the ongoing redevelopment at Hunter’s Square demonstrate the need to bypass conventional zoning through PUDs in order to allow desired uses. While PUDs can facilitate creative redevelopment, the city has expressed interest in reducing its reliance on them. Updating the zoning code to allow for more diverse commercial, residential, and mixed uses by right would better support redevelopment without requiring a full PUD process.

Many of the corridor’s original developments (such as strip malls or class c office space) remain unchanged, which may be partially due to rigid development standards that cater to large-scale, auto-oriented development. Modern retail and commercial uses increasingly demand smaller footprints, flexible layouts, and a more pedestrian-scaled environment.

To fully realize the corridor’s potential as a vibrant and walkable destination, Farmington Hills may consider updating the zoning code to include corridor specific enhanced design standards—such as building orientation, façade articulation, and pedestrian infrastructure requirements—that support a more active and inviting public realm.

Goals

Goal 1. Attract new uses and encourage reinvestment

- Allowed uses within the Orchard Lake Rd Corridor are limited under current zoning, particularly in residential districts, which only allow single family residential development. These restrictions stifle

opportunities for reinvestment and adaptive reuse. Attracting new uses will require increased flexibility to allow a broader mix of commercial, business, institutional, entertainment, and residential uses.⁵

- Parking and setback requirements further limit redevelopment potential. For example, the Community Business (B-2) district—which comprises 30% of the corridor’s commercial space—requires minimum front setbacks of 75 feet. These standards, along with high parking minimums, significantly increase development costs by requiring large portions of land to be dedicated to non-revenue-generating uses. This can discourage reinvestment and make small-scale or incremental redevelopment infeasible. Strict development standards like this should consider adding some flexibility, especially to enable the reuse of some of the Orchard Lake Rd Corridor’s small, fragmented lots.

Goal 2. Improve walkability and multimodal access

- High parking minimums contribute to large surface lots that are often unsafe or inaccessible for pedestrians, cyclists, and transit users. Most retail establishments are required to provide one parking space per 175 square feet of usable floor area, and shopping centers require one space per 150–200 square feet. These standards that prioritize vehicle access over pedestrian comfort.
- Permitted use standards limit the ability to integrate transit infrastructure. For example, bus passenger stations are only allowed in the General Business (B-3) district, restricting transit accessibility in other commercial areas of the corridor.
- The zoning code includes limited and subjective requirements for pedestrian access. Section 34-5.19 allows the Planning Commission to waive pedestrian access standards if they are deemed “not practical” or unlikely to result in pedestrian activity—language that may weaken enforcement and reduce walkability.
- There are limited objective requirements for pedestrian connections between adjacent parking lots or abutting establishments. Pedestrian access standards, as found in section 34-5.19 of the zoning code, suggest including “access points at property edges and to adjacent parcels” but only “where feasible”⁶ leaving implementation inconsistent and optional. These gaps in policy limit the development of a continuous, walkable environment.

⁵ Notably, recent proposed amendments to the zoning code—for example, expanded uses in the Office Research (OS-4) district—do not apply to this area, as OS-4 is not present along Orchard Lake Road.

⁶ Farmington Hills Zoning Code 34-5.19: Pedestrian Access and Connectivity from Public Rights-of-Way

- Farmington Hills' landscaping standards—such as requirements for street trees—provide a solid foundation, but additional design standards could help create a truly pleasant and engaging pedestrian environment. Corridor specific enhancements could include encouragement or requirement for seating, shade structures, lighting, and pedestrian-scale design elements.

Goal 3. Reclaim and enhance gateway areas

- Orchard Lake Road's Corridor gateways, located at 12 Mile Road and 14 Mile Road, respectively, are primarily zoned for Community Business (B-2), General Business (B-3) and Planned General Business (B-4) uses.
- Signage requirements in these districts articulate standards for sign height, text, size, brightness, density and location. These standards align with those often applied in suburban shopping centers and are easily replicable by national retailers. Visual identity may be better reclaimed by allowing for greater variety or through the creation of a gateway overlay with uniform design standards for font, color palettes and materials intended to distinguish the gateway from the rest of the corridor.
- Landscaping standards are similarly prescriptive but do little to contribute to a unified aesthetic or unique sense of place across the corridor. More intentional landscape design and implementation—especially at gateways—could reinforce the corridor's character.
- Other efforts that may be supported through zoning include corridor-specific placemaking elements such as public art, wayfinding, and small-scale gathering spaces. In addition to zoning updates, non-regulatory actions—such as public programming and infrastructure investment—will also play a key role in strengthening the corridor's identity.

Goal 4. Promote the corridor's small businesses and entrepreneurs

- While many strategies to support local businesses and entrepreneurs fall outside the scope of zoning, the zoning code still plays an important role in enabling the kinds of spaces that help them thrive.
- One key tool is allowing for small, affordable commercial spaces. Currently, the only such spaces in the corridor are older, low-cost units within aging strip malls. While these affordable spaces act as important incubators and keepers of small, local businesses, there is more that the zoning code can do to make it easier to develop small, affordable commercial spaces. Large minimum setbacks and lot requirements often favor large-format retail development. Updating the code to allow smaller-scale buildings and alternative commercial formats can help diversify business opportunities.

- This may include relaxing development standards like setbacks and front yard open space for small commercial units and permitting alternative small commercial uses like mobile or temporary commercial structures (food trucks or pop up stalls), accessory commercial units, micro-retail units, parklets with retail kiosks, etc.
- Peer communities like Ann Arbor, Northville, Plymouth, and Detroit have introduced policies that limit chain and big-box development in certain areas, helping to create environments that attract and retain small businesses. The Orchard Lake Rd Corridor could consider a similar approach.
- Farmington Hills might also explore zoning incentives or exceptions specifically targeted toward entrepreneurs.

Goal 5. Focus Area A: Reinforce the gateway with high-energy, experience-oriented uses

- Uses often synergistic with open-space amenities and high-traffic destinations, such as parks or mixed-use buildings, are not allowed as principal or special land uses within any of the Business zoning districts.
- Similarly, multifamily-residential buildings and mixed-use buildings are not permitted within the Orchard Lake Rd Corridor, but their presence in close proximity to entertainment venues would ensure that nearby businesses remain lively and supported.
- Open-air businesses are allowed in B-2, which encompasses the majority of Focus Area A, but these establishments are limited to those in planned relationship with retail sales of plant materials or recreational space, such as miniature golf.
- Some forms of experiential retail include small businesses alternative commercial structure types. Business ventures like food-trucks or pop-up markets are not permitted. Allowing more small commercial use types can be a strategy to activate corridor gateway spaces.
- Indoor recreation facilities are only allowed as special land uses in B-2, requiring additional approvals that may deter activation of the area with high-energy entertainment options.

Goal 6. Focus Area B: Cultivate a community hub rooted in food, culture, and small business

- Small or locally owned businesses—located in the B-1 or B-3 zoning districts in Focus Area B—must comply with dimensional standards that can create unnecessary burdens. For example, a minimum of 50% of the front yard must be maintained as open space, limiting the buildable area and reducing the functionality of small commercial sites.
- Parks, event spaces, and similar community-serving uses are not permitted in any of the zoning districts within Focus Area B, with the

exception of certain residential zones. This limits opportunities for cultural programming, gathering spaces, and informal activation

- The Planned Office Service (OS-2) district, which makes up the majority of Focus Area B, is primarily designed for professional uses such as offices, banks, and medical services. Retail and restaurants are not permitted uses in this zone and site standards do not allow for community-serving commercial uses or flexible site design that would support a more dynamic mix of uses.
- “Food-focused programming”, which may be interpreted to mean restaurants, although likely requires parks and public spaces as well, is only allowed as a principal use in the General Business (B-3) district and Planned General Business (B-4) district, which collectively make up 22% of the Focus Area. Allowing for restaurants and food-based endeavors within the office or residential districts would also contribute towards stated goals of enhancing connection, walkability and vibrancy.
- As discussed before, small commercial spaces, especially those supportive of food delivery, such as food-trucks, food-stands or other pop-up food delivery systems, are not allowed by right within any of the zoning districts in Focus Area B.

Goal 7. Focus Area C: Introduce context-sensitive development

- Focus Area C is made up entirely of one-family residential land directly next to Oakland Community College. While this land could be an opportunity for a dynamic center of mixed-use development, it currently only allows single family development. The current space is largely underutilized, undeveloped or developed as a large parking lot. Rezoning the parcels in Focus Area C can be an opportunity to introduce mixed-use or higher-density development that is supportive and complementary to the activity already generated by the college.

APPENDIX A

Exhibit 13. Residential Permitted Uses, 1

Use	One-Family Residential					Multi-Family Residential	
	RA-1A	RP-1	RA-2	RA-2B	RA-4	RC-2	RC-3
Basic research, design, pilot or experimental product development in connection with any product or material permitted in the IRO district or with transportation products							
Arcades and coin-operated amusements							
Assembling or packaging of electrical appliances							
Assembly halls							
Assembly or packaging for molded rubber products							
Automobile Repair							
Banks, credit unions and similar uses							
Bowling Alley							
Bus passenger stations							
Business schools or colleges							
Cellular Antennae							
Cellular Tower							
Churches	P	P	P	P	P	P	P
Colleges or Higher Education	S	S	S	S	S	S	S
Commercial Outdoor Recreation							
Commercial Vehicles	A	A	A	A	A		
Community Cable television operations							
Community Cable television operations accessory tower							
Connected office, showroom or workshop							
Consumer laundry facilities							
Convalescent Homes or Orphanages						P	P
Drive-Thru							
Electric vehicle infrastructure	A	A	A	A	A	A	A
Elementary or secondary schools		P	P	P	P	P	P
Fabrication, repair and processing of goods							
Fast food or carryout restaurant							
Farms	P						
Gasoline service stations							
Golf course	P	P	P	P	P	P	P
Highway traveler retail establishments							
Home Occupations	A	A	A	A	A		
Hospitals							
Hotels							
Indoor fitness studio							
Indoor recreation facilities							
Industrial uses							
Libraries and recreation facilities	P	P	P	P	P	P	P

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.

Exhibit 14. Residential Permitted Uses, 2

Use	One-Family Residential					Multi-Family Residential	
	RA-1A	RP-1	RA-2	RA-2B	RA-4	RC-2	RC-3
Manufactured one-family detached dwellings	P	P	P	P	P		
Manufacturing							
Medical offices including clinics, hospitals, and medical laboratories							
Medical, experimental, film or testing laboratories							
Mortuary Establishments							
Motels or hotels							
Multiple Family Dwellings		S	S	S	S	P	P
Municipal Buildings	P	P	P	P	P	P	P
Neighborhood parks	P	P	P	P	P	P	P
Nursery schools	P	P	P	P	P	P	P
Office buildings							
Open-Air Business							
Outdoor space and seating areas accessory to a restaurant							
Outdoor space for vehicle sales							
Parking garages							
Personal Service Establishments							
Post office and government buildings							
Private clubs and lodge halls							
Private Noncommercial Recreation Areas	S	S	S	S	S	S	S
Private stables	A	A	A	A	A		
Private swimming pools	A	A	A	A	A		
Public Utility buildings	S	S	S	S	S	S	S
Rental or management offices		S	S	S	S	P	P
Research, testing, design, technical training, experimental product development							
Restaurants, not including fast-food*							
Retail Businesses							
Retail Sale of Farm Goods	A	A	A	A	A		
Retail sale of plant materials not grown on site, other home garden supplies							
Sanitarium							
Site built one-family detached dwellings	P	P	P	P	P		
State-licensed day care homes	A	A	A	A	A		
Storage facility for building materials etc							
Theaters or assembly halls							
trade or industrial schools							
Two-family dwellings		S	S	S	S	P	P
Vehicle Wash							
Vetinary or Kennels							
Warehouse, storage, electric and gas service buildings							

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.

Exhibit 15. Commercial Permitted Uses, 1

Use	Office Service					General Business		
	OS-1	OS-2	OS-3	OS-4	B-1	B-2	B-3	B-4
Basic research, design, pilot or experimental product development in connection with any product or material permitted in the IRO district or with transportation products								
Arcades and coin-operated amusements						S	S	S
Assembling or packaging of electrical appliances								
Assembly halls								
Assembly or packaging for molded rubber products								
Automobile Repair						P	P	P
Banks, credit unions and similar uses	P	P	P	P		P	P	P
Bowling Alley						P	P	P
Bus passenger stations						P	P	P
Business schools or colleges				P		P*	P	P*
Cellular Antennae	P	P	P	P	P			P
Cellular Towner				P				
Churches	P	P	P		P			
Colleges or Higher Education								
Commercial Outdoor Recreation						P	P	P
Commercial Vehicles								
Community Cable television operations								
Community Cable television operations accessory tower								
Connected office, showroom or workshop								
Consumer laundry facilities						P	P	P
Convalescent Homes or Orphanages								
Drive-Thru						P	P	P
Electric vehicle infrastructure	A	A	A	A	A	A	A	A
Elementary or secondary schools								
Fabrication, repair and processing of goods						P	A	P
Fast food or carryout restaurant					P			P
Farms								
Gasoline service stations					S	P	P	P
Golf course								
Highway traveler retail establishments								
Home Occupations								
Hospitals								
Hotels				P				
Indoor fitness studio		S				P	P	P
Indoor recreation facilities						S*		S*
Industrial uses								
Libraries and recreation facilities								

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.

Exhibit 16. Commercial Permitted Uses, 2

Use	Office Service				General Business			
	OS-1	OS-2	OS-3	OS-4	B-1	B-2	B-3	B-4
Manufactured one-family detached dwellings								
Manufacturing								
Medical offices including clinics, hospitals, and medical	P	P*	P			P*	P	P*
Medical, experimental, film or testing laboratories								
Mortuary Establishments		S						S
Motels or hotels								
Multiple Family Dwellings								
Municipal Buildings								
Neighborhood parks								
Nursery schools	P	P			P			
Office buildings	P	P	P	P	P	P	P	P
Open-Air Business						P		
Outdoor space and seating areas accessory to a restaurant						P	P	P
Outdoor space for vehicle sales						P	P	P
Parking garages								
Personal Service Establishments					P	P	P	P
Post office and government buildings					P			
Private clubs and lodge halls	P				P			P
Private Noncommercial Recreation Areas								
Private stables								
Private swimming pools								
Public Utility buildings	P	P		P	P	P	P	P
Rental or management offices								
Research, testing, design, technical training, experimental product development				S				
Restaurants, not including fast-food*						P	P	P
Retail Businesses					P	P	P	P
Retail Sale of Farm Goods								
Retail sale of plant materials not grown on site, other home garden supplies								P
Sanitarium	P							
Site built one-family detached dwellings								
State-licensed day care homes								
Storage facility for building materials etc								
Theaters or assembly halls						P	P	P
trade or industrial schools								
Two-family dwellings								
Vehicle Wash						P	P	P
Vetinary or Kennels						P	P	P
Warehouse, storage, electric and gas service buildings								

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.

Exhibit 17. Industrial/Other Permitted Uses, 1

Use	Industrial Research	Light Industrial	Expressway Service
	IRO	LI-1	ES
Basic research, design, pilot or experimental product development in connection with any product or material permitted in the IRO district or with transportation products	P		
Arcades and coin-operated amusements			
Assembling or packaging of electrical appliances	P		
Assembly halls	P		
Assembly or packaging for molded rubber products	P		
Automobile Repair		P	
Banks, credit unions and similar uses		P*	
Bowling Alley		2 P*	
Bus passenger stations			P
Business schools or colleges	P		
Cellular Antennae		P	
Cellular Towner		P	
Churches			
Colleges or Higher Education			
Commercial Outdoor Recreation			
Commercial Vehicles			
Community Cable television operations			P
Community Cable television operations accessory to tower			P
Connected office, showroom or workshop		P	
Consumer laundry facilities			
Convalescent Homes or Orphanages			
Drive-Thru			
Electric vehicle infrastructure	A		A
Elementary or secondary schools			
Fabrication, repair and processing of goods			
Fast food or carryout restaurant		P*	
Farms		P	
Gasoline service stations		P*	P
Golf course			
Highway traveler retail establishments			P
Home Occupations			
Hospitals	P		
Hotels			
Indoor fitness studio			
Indoor recreation facilities			
Industrial uses	P		
Libraries and recreation facilities			

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.

Exhibit 18. Industrial/Other Permitted Uses, 2

Use	Industrial Research	Light Industrial	Expressway Service
	IRO	LI-1	ES
Manufactured one-family detached dwellings			
Manufacturing		P	
Medical offices including clinics, hospitals, and medical	P*	P*	
Medical, experimental, film or testing laboratories	P	P	
Mortuary Establishments			
Motels or hotels	P*		P
Multiple Family Dwellings			
Municipal Buildings	P		
Neighborhood parks			
Nursery schools			
Office buildings	P		
Open-Air Business			
Outdoor space and seating areas accessory to a restaurant			P
Outdoor space for vehicle sales			
Parking garages			P
Personal Service Establishments		2 P*	
Post office and government buildings			
Private clubs and lodge halls			
Private Noncommercial Recreation Areas			
Private stables			
Private swimming pools			
Public Utility buildings			
Rental or management offices			
Research, testing, design, technical training, experimental product development			
Restaurants, not including fast-food*		2 P	
Retail Businesses		2	
Retail Sale of Farm Goods			
Retail sale of plant materials not grown on site, other home garden			P**
Sanitarium			
Site built one-family detached dwellings			
State-licensed day care homes			
Storage facility for building materials etc			
Theaters or assembly halls		2	
trade or industrial schools		P	
Two-family dwellings			
Vehicle Wash			
Vetinary or Kennels		P	
Warehouse, storage, electric and gas service buildings		P	

Source: Farmington Hills Zoning Ordinance, 2024; CAI, 2025

*Note: Language and application may vary. Please refer to Farmington Hills Use Matrix for full list of permitted uses.