

Warren Town Center

Retail Market Analysis

City of Warren, Michigan



Prepared for:
City of Warren

Prepared by:
Urban Retail Institute

18 April 2023

RETAIL MARKET STUDY

Urban Retail Institute

18 April 2023



Figure 1: Proposed Warren Town Center, view looking southwest across Civic Center Blvd. towards plaza fountain, hotel and retail center (City Hall-Library located left of view). Proposed mixed-use building shown right, on existing bank site. Image: Gibbs Planning Group.

Summary

The City of Warren's proposed town center expansion represents an extraordinary opportunity to create an exciting cluster of shops, residences, hospitality and recreation for its residents, visitors and workers. At its completion, estimated in 2028, the center will include a specialty grocery, a variety of restaurants, retail stores, a hotel-conference center and a variety of new homes that will also complement the City's library, judicial center and city hall.

This study concludes that the proposed Warren Town Center at its full development can support up to 80,000 square feet (sf) of new retail and restaurant businesses, potentially generating \$10 million in total annual sales. This analysis also projects the town center can support 55,000 sf of retail stores including apparel, books, personal services, sporting goods, a gourmet food market, a pharmacy and home furnishings, equating to 18 retail stores.

The town center may also support 25,000 sf of restaurants, breweries and specialty foods totaling 12 new food and beverage businesses. Overall, the proposed town center will support an estimated 30 new stores and restaurants.

Warren, the third largest Michigan city, is home to 140,000 people, 50,000 households and 60,000 workers. The City is centrally located with convenient access to the region's 3 million people. The 20-acre town center site fronts the General Motors 700-acre Technical and Design Center, as well as Cadillac's international headquarters.

Summary (Cont.)

The Tech Center's 25,000 workers and its estimated 50,000 related suppliers, engineers and visitors will allow for the town center to attract a wide array of shops and restaurants offering quick casual lunches to full-service restaurants. Below, summary of the town center's retail and restaurant demand.

7,000 sf Apparel, Jewelry, Footwear
4,000 sf Barber, Salons, Personal Care
9,000 sf Books, Gifts, Electronic, Toys, Sporting Goods
22,000 sf Gourmet Foods Market – Fish, Meats, Produce, Wines
3,000 sf Furniture, Art, Lighting
2,000 sf Pet Supplies
3,000 sf Pharmacy-Health
25,000 sf Restaurants – Specialty Foods
5,000 sf Other Retail Businesses
80,000 sf Total Retail & Restaurants – 30 Stores & Restaurants

Background

The Urban Retail Institute (URI) has been retained by the Warren Downtown Development Authority to update its 2016 retail market analysis for the proposed Warren Town Center. The town center site is located at the City's Civic Center 30-acre campus that includes the city hall, judicial center, police station and library. The site also includes a 2-acre civic square, ice ring, play fountain and special events lawn.

The URI addressed the following issues in this market research study:

- What is the existing and planned retail market demand in the Warren region?
- What are the potential market trade areas for Warren and the proposed Town Center?



Figure 2: Above, view of Warren Town Center looking northwest towards the General Motors Tech Center. City Hall and Library shown above in the photo center. Image Source: Google Earth - URI

Background (Cont.)

- What are the population, demographic and lifestyle characteristics in the town center's market trade areas, currently and projected for 2028?
- How much new retail square footage is supportable at the town center site?
- What retail and restaurant businesses categories are supportable at the town center site?
- What retail and restaurant sales volumes can be generated at the town center?

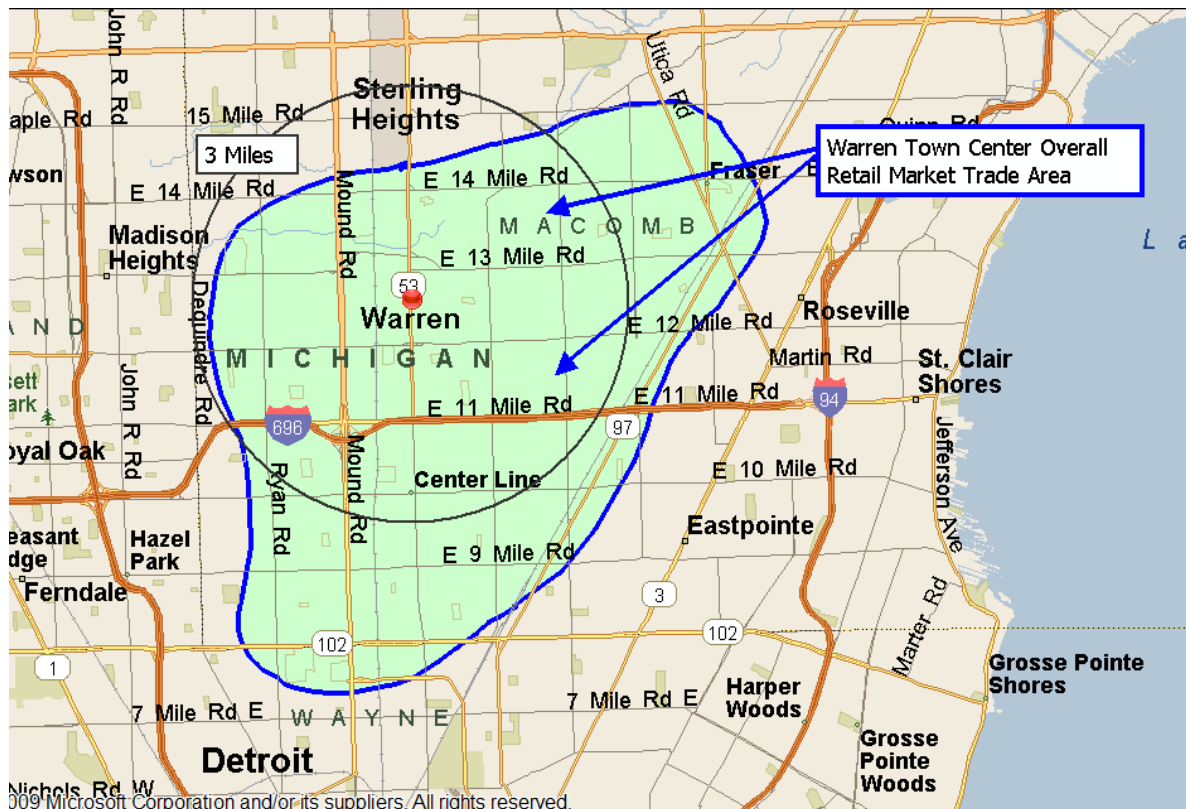


Figure 3: The proposed town center's retail market trade area outlined above in green extends 3 to 6 miles and includes 220,000 people, 100,000 households and 150,000 workers. Image: URI

Retail Market Trade Areas

The retail trade – catchment – trade areas include the consumer market where the study area has a significant competitive advantage because of access, design, lack of competition and traffic and commute patterns.

This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers and restaurants at the new center.

As part of this study, the URI defined a likely retail market trade area by existing shopper household locations, vehicular access, strength of retail competition and residential growth patterns and analysis of other shopping districts. See shopper destination maps in the Appendix.



Figure 4: Above, view of proposed town center looking east towards the city hall and library. Proposed hotel-conference center left (white building), proposed specialty grocery lower right (grey building), proposed residential upper right Image: Gibbs Planning Group

Retail Market Trade Areas (Cont.)

Retail expenditure among these residents will account for approximately 40 to 50 percent of the Warren Town Center's retail sales. The balance of its store sales is estimated to come from the area's visitors, workers, and residents located in the greater 5 to 6 mile Warren market areas.

Figure 5: 2023 Warren Town Center Site Demographic Characteristics

<i>Demographic Characteristic</i>	<i>1-Mile Radius</i>	<i>3-Mile Radius</i>	<i>5-Mile Radius</i>	<i>Estimated Trade Area</i>
2023 Population	10,000 Pop.	120,000 Pop.	320,000 Pop.	170,000 Pop
2023 Households	4,100 HH	46,000 HH	125,000 HH	65,000 HH
2023 Average Household Income	\$79,700	\$79,100	\$77,500	\$75,400
2023 Median Household Income	\$63,500	\$60,200	\$57,200	\$56,1500
HHs Incomes \$75,000 or higher	60% HH	52% HH	48% HH	55% HH
House Holds \$75,000 or higher	2,500 HH	24,000 HH	60,000 HH	58,000 HH
Household Incomes \$100,000 +	600 HH	15,000 HH	38,000 HH	32%
% Bachelor's or Graduate Degrees	25% Pop	28% Pop	22% Pop	28% Pop
Median Age	46.4 Yrs	45.0 Yrs	42.0 Yrs	44.5

Retail Market Demand

The proposed town center's walkable character, adjacent community centers, desirable demographics, mixed use and regional transit access combine to create an opportunity to create an attractive local and regional retail destination at the town center.

The center's supportable 80,000 sf collection of up to 30 soft-goods, home, books, specialty foods and restaurants can offer a local serving collection of shopping and entertainment missing in the greater Warren area. Below a summary of the Town Center's supportable new retail and restaurants:



Figure 6: Warren area has a strong demand of 285,000 sf of retail and restaurant space equating to up to 45 stores and 15 restaurants.

3,200 sf Apparel: 4 to 5 Children's, Men's, Women's clothing focused on athletic, casual, business casual, and resort wear.

2,000 sf Books & Music: 1 to 2 service-oriented book and music stores specializing in specific categories such as children's, design, home, non-fiction, vintage music, string instruments, etc.

4,000 sf Electronics, Computer & Phone Stores: 4 to 6 small stores specializing in designer appliances, personal computers, electronics, accessories and cell phones. Stores offer excellent customer service and knowledgeable staff.

5,000 sf Art & Home Furnishing Stores: 4 to 5 small to medium sized stores selling art, lamps, furniture, textiles, rugs focused on new or renovated housing in the greater Warren region, new housing construction, businesses and home offices.

5,000 sf Kitchen, Housewares, Fabrics: 4 to 6 small stores offering clothing, accessories, children's, cosmetics, designer cards, dishes, linens, luggage gifts, small appliances, stationery, etc.

2,000 sf Footwear, Handbags, Leather: 3 to 4 service-oriented moderately to upscale priced shoe stores specializing in athletic, children's, women's, or men's shoes. Also, national brand stores specializing in handbags and leather accessories with designer labels

3,000 Furniture Stores: Medium to large stores selling art, beds, dining sets, sofas, chairs, tables for home and office.

Retail Market Demand (Cont.)



Figure 7: The Warren Town Center location can support an additional 30-40 new retail stores including 10 clothing stores, 5 furniture stores, a bookstore, pharmacy, and gourmet grocery store.

2,000 sf Jewelry & Fine Gifts: 1 to 2 moderate stores offering excellent customer service, designer jewelry, watches and fine gifts orientated to young professionals and families.

3,000 sf Pharmacy: 1 to 2 boutique, service-oriented, specialty pharmacies offering compounding, apothecary, cosmetics, and health care products.

4,000 sf Specialty Foods: 3 to 4 boutique food stores specializing in focused baked goods: bread, cakes, candies, etc.; Cheeses, Coffee's, Ice Cream, etc. Stores should offer limited seating and knowledgeable staff.

3,000 sf Sporting Goods, Toys, Hobbies: 1 to 2 retailers specializing in college and secondary sports, educational toys and hobbies.



Figure 8: The town center can support 4 to 5 specialty food stores such as bakeries, coffee and 35,000 sf gourmet grocery

2,000 sf Pet Supplies: 1-2 stores specializing in pet foods, toys, accessories and services.

3,000 sf Breweries & Pubs: 2 to 3 small breweries, bars or pubs specializing in ethnic themes or hand-crafted alcoholic drinks. Pubs should offer prepared foods and live music complementing their brands.

4,000 sf Specialty Foods: 3 to 4 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.

Figure 10 Warren Town Center Supportable Retail & Restaurants

Retail Category	2023 Est. Supportable Store Size	2023 Sales/SF/Yr.	2023 Estimated Retail Sales / Year	2028 Sales/SF/Yr.	2027 Estimated Retail Sales	No. of Stores
Retailers						
Apparel Stores	3,000 sf	\$280 sf	\$840,000	\$295 sf	\$885,000	2 Stores
Book & Music Stores	2,000 sf	\$300 sf	\$600,000	\$315 sf	\$630,000	1 Store
Kitchen, Housewares, Fabrics	5,000 sf	\$320 sf	\$1,600,000	\$335 sf	\$1,675,000	2 Stores
Electronics, Phones, etc.	4,000 sf	\$600 sf	\$2,400,000	\$630 sf	\$2,520,000	2 Stores
Furniture, Art, Lighting	3,000 sf	\$380 sf	\$1,140,000	\$400 sf	\$1,200,000	2 Stores
Pharmacy, Health, Beauty	3,000 sf	\$600 sf	\$1,800,000	\$630 sf	\$1,890,000	1 Store
Gourmet Foods Market	22,000 sf	\$450 sf	\$9,900,000	\$475 sf	\$10,450,000	1 Store
Jewelry, Fine Gifts	2,000 sf	\$500 sf	\$1,000,000	\$525 sf	\$1,050,000	1 Store
Barber, Salons, Nails	4,000 sf	\$400 sf	\$1,600,000	\$420 sf	\$1,680,000	3 Salons
Pets & Pet Supplies	2,000 sf	\$320 sf	\$640,000	\$335 sf	\$670,000	1 Store
Footwear - Hand Bags	2,000 sf	\$350 sf	\$700,000	\$370 sf	\$740,000	1 Store
Toys, Sporting Goods,	3,000 sf	\$300 sf	\$900,000	\$315 sf	\$945,000	1 Store
Retailer Totals	55,000 sf	\$390 sf/yr	\$23,00,000	430 sf/yr	\$25,000,000	18 Stores
Restaurants						
Bars, Breweries & Pubs	3,000 sf	\$500 sf	\$1,500,000	\$525 sf	\$1,575,000	2 Pubs
Full-Service Restaurants	7,000 sf	\$350 sf	\$2,450,000	\$370 sf	\$2,590,000	3 Rest.s
Quick Casual Restaurants	8,000 sf	\$330 sf	\$2,640,000	\$345 sf	\$2,760,000	4 Rest.s
Bakery, Coffee, Yogurt	7,000 sf	\$350 sf	\$2,450,000	\$370 sf	\$2,590,000	3 Rest.s
Restaurant Totals	25,000 sf	380 sf/yr	\$9,000,000	\$400 sf/yr	\$10,000,000	12 F&B
Retailer & Restaurant s Totals	80,000 sf	\$385 sf/yr	\$32,000,000	\$420/sf/yr	\$35,000,000	30 Businesses

20,000 sf Gourmet Foods Market: 1 to 2 specialty food markets offering quality baked goods, fish, meats, produce, organics, prepared foods, beers, wines, and flowers. To better compete with the area's larger supermarkets, the grocery should specialize to become the "best in class" in a food or beverage category.

6,000 sf Full-Service Restaurants: 3 to 5 local or regional sit-down restaurants offering good service, well designed restaurants, each focused on an ethnic or food category, such as breakfast, burgers, deli, family, Italian, Mexican, pizza, steaks, etc. Most, but not all businesses should offer beer, wine and/or spirits.

Retail Market Demand (Cont.)



Figure 11: The proposed Warren Town Center can support 5,000 sf of department store type merchandise and a 3,000 sf specialty pharmacy.

5,000 sf Quick-Casual Restaurants: 3 to 4 moderately priced specialty 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. Some of the restaurants should be national franchise brands with proven service and food quality. Drive-through windows, home delivery and curbside pick-up should be accommodated as much as possible.

Warren Area Shopping Centers

There are several major shopping centers within a 6 mile radius of Warren, equaling to 6,000,000 sf of Gross Leasable Area retail area (GLA) over 600 stores.

Oakland Mall is located 3.5 miles northwest of Warren at 75 and 14 Mile Road in Troy. This 1,500,000 sf center, the largest concentration of retail and restaurant competition within the primary trade area, offers 177 stores anchored by Dick's Sporting Goods, JCPenney and Macy's. Oakland Mall opened in 1968. The mall is currently implementing major building and business mix upgrades.

Macomb Mall, approximately 6 miles east of Warren, is a 900,000 sf enclosed regional mall on Gratiot Road and Masonic Avenue in Roseville. It offers 75 stores anchored by Babies-R-Us, Dick's Sporting Goods, Kohl's and Sears. Macomb Mall opened in 1964.

Market Place Shopping Center, located on the northeast corner of 15 Mile and Van Dyke Avenue Roads, lies less than 3 miles north of the study area. This community center is host to an MJR Movie Theatre and a Target, among a variety of other stores fixed in the 260,000 sf of GLA.

Crossroads Plaza Shopping Center Approximately 3.5 miles north of the study site, is located at Metropolitan Pkwy. and Van Dyke Road. The 245,000 sf community center is anchored by Home Depot and Meijer.

The Shops at Sterling Ponds include a Walmart and a Value City Furniture, which anchor eleven retailers and restaurants over approximately 450,000 sf of GLA. Opened in 1996, the center is about 2 miles northwest of the site on 14 Mile and Van Dyke Roads.

Warren Area Shopping Centers (Cont.)

Oakland Plaza, at John R. and 14 Mile Roads, is slightly more than 4 miles northwest of the site. Opened in 1982, it is approximately 200,000 sf of GLA, with 20 stores including Michaels, Planet Fitness and T.J. Maxx.

Sterling Heights Center is located on the south side of Metropolitan Parkway and Dequindre Road approximately 4.5 miles northwest of the site. Opened in 2010, this 250,000 sf community center of fifteen stores is anchored by Target and a Lowe's.

Figure 12 Warren Town Center Existing Household Retail Spending

<i>Demographic Characteristic</i>	<i>1-Mile Radius</i>	<i>3-Mile Radius</i>	<i>5-Mile Radius</i>	<i>Estimated Trade Area</i>
Food Away Home-Restaurants	\$150 M	\$175 M	\$250 M	\$200 M
Food at Home-Groceries	\$220 M	\$260 M	\$380 M	\$280 M
Baked Goods & Cereals	\$28 M	\$33 M	\$42 M	\$35 M
Meats, Produce, Fish	\$48 M	\$ 56 M	\$81 M	\$60 M
Fruits & Produce	\$42 M	\$50 M	\$70 M	\$52 M
Snacks & Other Foods	\$80 M	\$95 M	\$130 M	\$100 M
Alcoholic Beverages	\$25 M	\$30 M	\$40 M	\$30 M
Apparel	\$85	\$100 M	\$140 M	\$150 M
Household Furnishings	\$30M	\$40 M	\$60 M	\$60 M
Entertainment Movies -Theatre	\$5 M	\$6 M	\$10 M	\$8 M
Health & Pharmacy	\$21 M	\$35 M	\$60 M	\$30 M
Sporting Goods - Toys	\$12 M	\$18 M	\$25 M	\$15 M
Pets	\$30 M	\$38 M	\$50 M	\$50 M
Total Businesses	450	3,200	11,000	3,500
Total Employees	15,000	60,000	160,000	61,000

Majestic Plaza Shopping Center, home to several county and state offices, A Dollar General, and a number of other small restaurants and retailers.

Universal Shopping Center, on Dequindre and 12 Mile Road, offers 600,000 sf of GLA three miles southwest of the site. Burlington Coat Factory, Kroger and Target anchor 53 stores, with a Cinemark movie theater. This center has been open since 1965.

The Madison Center, 4.5 miles southwest. The Madison center is a 300,000 sf shopping center of 13 stores including Lowe's and a Home Depot. Madison Center has been open since 1962 and is located on John R. and 12 Mile Roads.

Warren Area Shopping Centers (Cont.)

Tech Plaza is located less than half a mile away and is home to 24 stores anchored by a Walmart. The 300,000 community center at Van Dyke and 12 Mile Roads was opened in 1960.



Figure 13: Above, General Motors Technical Center. The 700-acre campus is the center of GM's research and design as well as the headquarters for Cadillac and several of GM's divisions. The Center is located adjacent to the Warren Town Center Site and employs 25,000 engineers and technical workers.

Study Assumptions

The projections of this study are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within the defined Town Center trade area for the town center site
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.
- The new retail development will be planned, designed, built, leased and managed as a walkable town center, to the best shopping center industry practices of the American Planning Association, the International Council of Shopping Centers and Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the town center
- The visibility of the town center's retail is assumed to meet industry standards, with signage as required to assure good visibility for the retailers.

Limits of Study

The findings of this study represent the Urban Retail Institute's best estimates for the amounts and types of retail tenants that should be supportable in the Warren Town Center's retail market trade area by 2028. Every reasonable effort has been made to ensure that the data contained in this study reflects the most accurate and timely information possible and is believed to be reliable.

It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study,

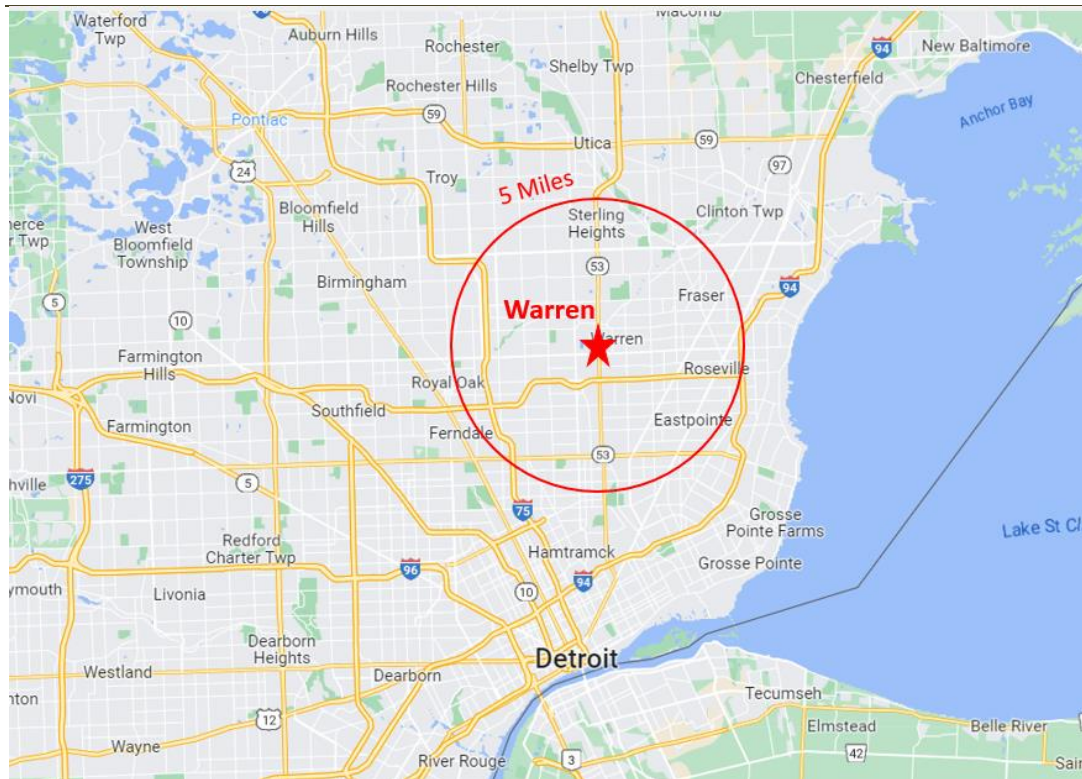


Figure 14: Warren has convenient access to most of the greater Metro Detroit's 5 million population.

Limits of Study (Cont.)

depending on numerous factors including respective business practices and the management and design of the town center development.

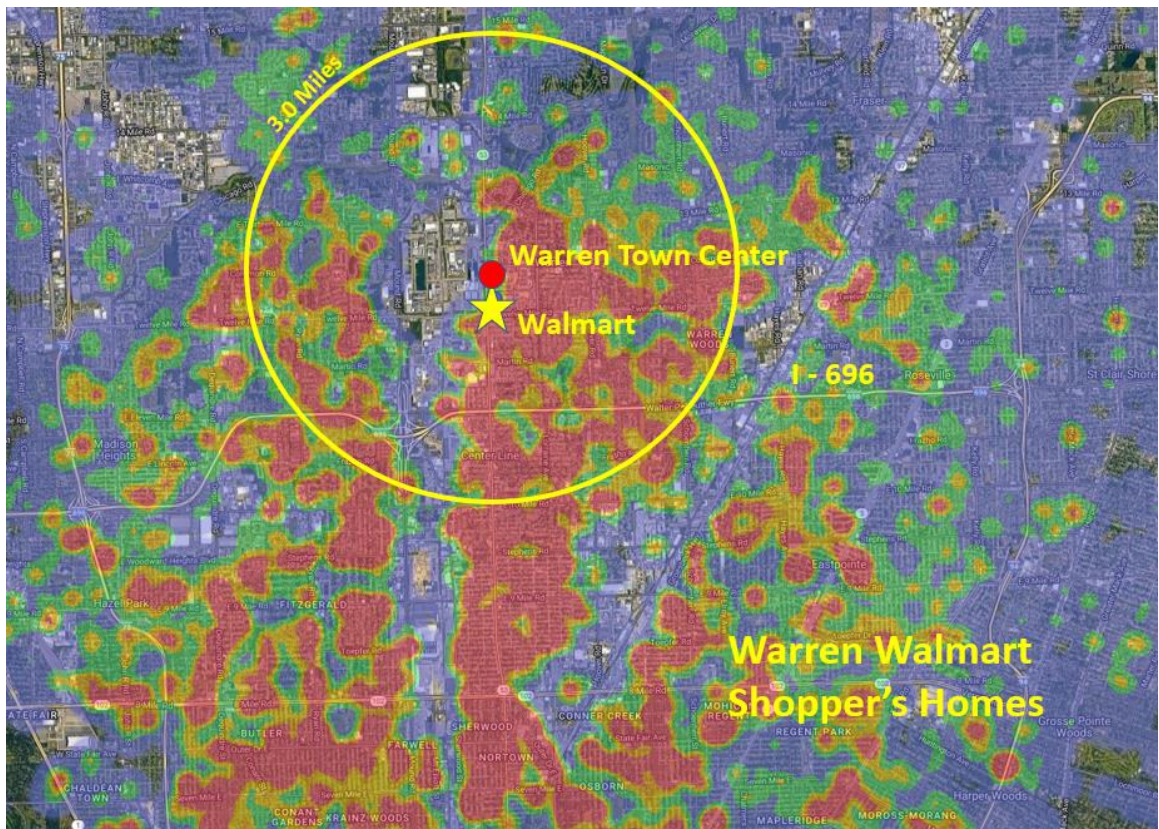
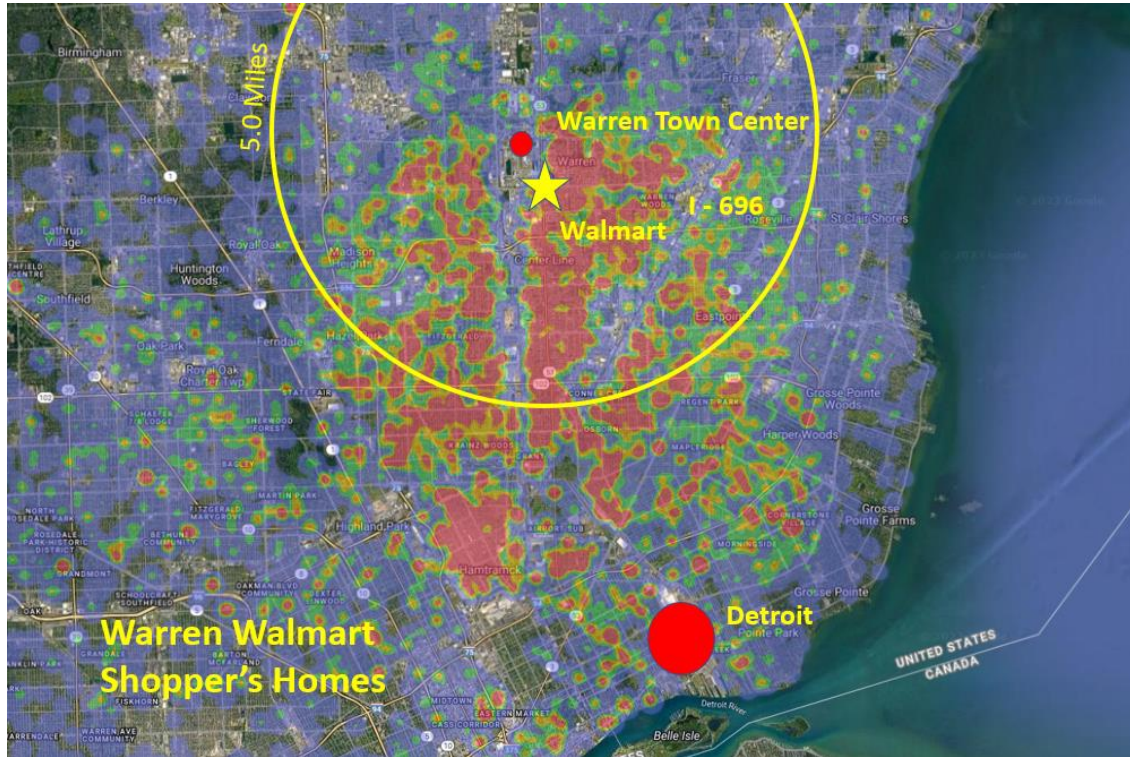
This study is based on estimates, assumptions and other information developed by URI as an independent third party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of April 3, 2023, and URI has not undertaken any update of its research effort since such date.

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

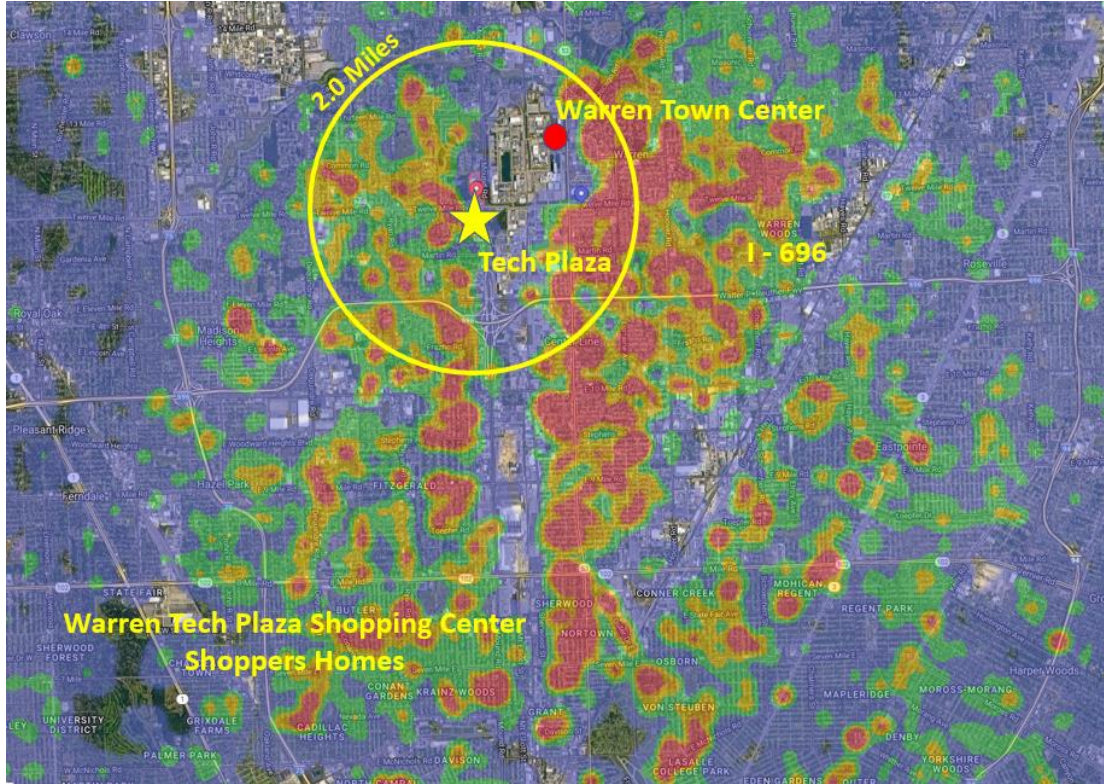
This study **should not** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the City of Warren and is void for other site locations, developers, or organizations.

- End of Study -

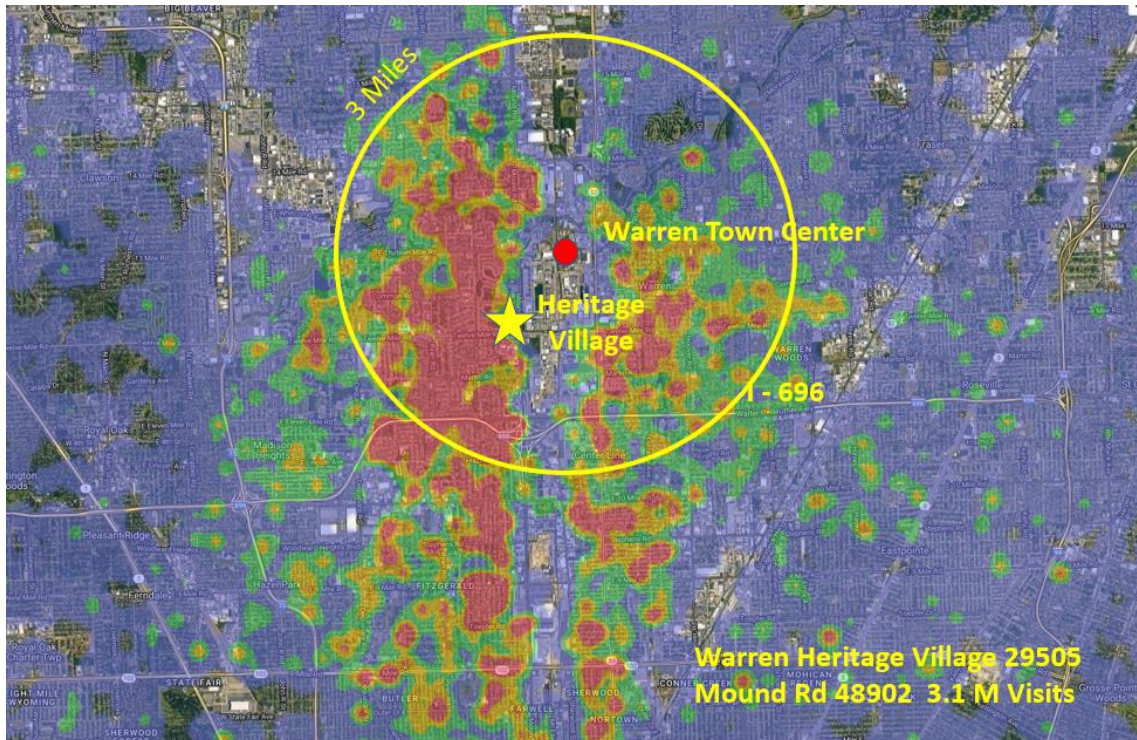
Appendix A1: Warren Walmart Shoppers Home Locations




Appendix A2: Warren Tech Plaza Shoppers Home Locations



Appendix A3: Warren Walmart Shoppers Home Locations




Appendix A4: Warren Town Center Site Community Profile

		Retail Demand Outlook	
		48093, Warren, Michigan	Prepared by Esri
		Ring: 3 mile radius	Latitude: 42.51367
			Longitude: -83.02672
Top Tapestry Segments		Percent	Demographic Summary
Midlife Constants (5E)		21.7%	Population
Rustbelt Traditions (5D)		21.4%	Households
Small Town Sincerity (12C)		11.3%	Families
Comfortable Empty Nesters (5A)		11.0%	Median Age
Traditional Living (12B)		7.0%	Median Household
			2022
			2027
			Projected
			Spending Growth
Apparel and Services			
Men's			
Women's			
Children's			
Footwear			
Watches & Jewelry			
Apparel Products and Services (1)			
Computer			
Computers and Hardware for Home Use			
Portable Memory			
Computer Software			
Computer Accessories			
Entertainment & Recreation			
Fees and Admissions			
Membership Fees for Clubs (2)			
Fees for Participant Sports, excl. Trips			
Tickets to Theatre/Operas/Concerts			
Tickets to Movies			
Tickets to Parks or Museums			
Admission to Sporting Events, excl. Trips			
Fees for Recreational Lessons			
Dating Services			
TV/Video/Audio			
Cable and Satellite Television Services			
Televisions			
Satellite Dishes			
VCRs, Video Cameras, and DVD Players			
Miscellaneous Video Equipment			
Video Cassettes and DVDs			
Video Game Hardware/Accessories			
Video Game Software			
Rental/Streaming/Downloaded Video			
Installation of Televisions			
Audio (3)			
Rental and Repair of TV/Radio/Sound Equipment			
Pets			
Toys/Games/Crafts/Hobbies (4)			
Recreational Vehicles and Fees (5)			
Sports/Recreation/Exercise Equipment (6)			
Photo Equipment and Supplies (7)			
Reading (8)			
Catered Affairs (9)			
Food			
Food at Home			
Bakery and Cereal Products			
Meats, Poultry, Fish, and Eggs			
Dairy Products			
Fruits and Vegetables			
Snacks and Other Food at Home (10)			
Food Away from Home			
Alcoholic Beverages			
Data Note: The Consumer Spending data is household-based and represents the amounts spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.			


Appendix A5: Warren Town Center Site 2022, 2027 Community Profile

	2022	2027	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,095,907,549	\$1,279,753,297	\$183,845,748
Value of Retirement Plans	\$4,134,338,833	\$4,827,913,332	\$693,574,499
Value of Other Financial Assets	\$383,126,271	\$447,665,366	\$64,539,095
Vehicle Loan Amount excluding Interest	\$117,837,073	\$137,805,051	\$19,967,978
Value of Credit Card Debt	\$113,117,100	\$132,204,144	\$19,087,044
Health			
Nonprescription Drugs	\$6,839,612	\$8,006,421	\$1,166,809
Prescription Drugs	\$15,419,804	\$18,051,192	\$2,631,388
Eyeglasses and Contact Lenses	\$4,134,168	\$4,834,662	\$700,494
Home			
Mortgage Payment and Basics (11)	\$422,866,332	\$493,906,165	\$71,039,833
Maintenance and Remodeling Services	\$111,643,641	\$130,515,869	\$18,872,228
Maintenance and Remodeling Materials (12)	\$25,701,970	\$30,077,235	\$4,375,265
Utilities, Fuel, and Public Services	\$208,189,782	\$243,535,280	\$35,345,498
Household Furnishings and Equipment			
Household Textiles (13)	\$3,968,979	\$4,639,738	\$670,759
Furniture	\$25,429,704	\$29,726,564	\$4,296,860
Rugs	\$1,266,228	\$1,479,896	\$213,668
Major Appliances (14)	\$15,259,462	\$17,838,479	\$2,579,017
Housewares (15)	\$3,553,164	\$4,155,428	\$602,264
Small Appliances	\$2,128,980	\$2,489,127	\$360,147
Luggage	\$636,825	\$744,134	\$107,309
Telephones and Accessories	\$4,213,711	\$4,920,923	\$707,212
Household Operations			
Child Care	\$19,635,541	\$22,929,235	\$3,293,694
Lawn and Garden (16)	\$21,310,135	\$24,929,832	\$3,619,697
Moving/Storage/Freight Express	\$2,552,309	\$2,984,507	\$432,198
Housekeeping Supplies (17)	\$32,210,251	\$37,678,207	\$5,467,956
Insurance			
Owners and Renters Insurance	\$27,341,000	\$31,979,622	\$4,638,622
Vehicle Insurance	\$75,164,737	\$87,929,552	\$12,764,815
Life/Other Insurance	\$25,316,327	\$29,596,728	\$4,280,401
Health Insurance	\$176,379,958	\$206,295,869	\$29,915,911
Personal Care Products (18)	\$20,162,318	\$23,576,166	\$3,413,848
School Books and Supplies (19)	\$5,043,592	\$5,897,430	\$853,838
Smoking Products	\$17,653,152	\$20,681,000	\$3,027,848
Transportation			
Payments on Vehicles excluding Leases	\$107,552,709	\$125,805,799	\$18,253,090
Gasoline and Motor Oil	\$97,547,337	\$114,121,938	\$16,574,601
Vehicle Maintenance and Repairs	\$46,022,631	\$53,826,677	\$7,804,046
Travel			
Airline Fares	\$23,152,125	\$27,043,416	\$3,891,291
Lodging on Trips	\$28,021,568	\$32,743,692	\$4,722,124
Auto/Truck Rental on Trips	\$2,029,535	\$2,371,273	\$341,738
Food and Drink on Trips	\$23,258,074	\$27,181,189	\$3,923,115

Appendix A6: Warren Town Center Site 1,3,5 Mile Community Profile

		Demographic and Income Comparison Profile		
		48093, Warren, Michigan		Prepared by Esri
		Rings: 1, 3, 5 mile radii		Latitude: 42.51367
				Longitude: -83.02672
		1 mile	3 miles	5 miles
Census 2010 Summary				
	Population	8,761	106,662	311,428
	Households	3,827	44,511	125,248
	Families	2,268	27,795	79,650
	Average Household Size	2.28	2.37	2.47
	Owner Occupied Housing Units	3,019	33,456	88,781
	Renter Occupied Housing Units	807	11,058	36,466
	Median Age	42.7	42.4	39.4
Census 2020 Summary				
	Population	9,923	112,637	318,205
	Households	3,985	46,031	129,103
	Average Household Size	2.41	2.42	2.45
2022 Summary				
	Population	9,737	112,699	318,606
	Households	4,018	46,230	129,559
	Families	2,264	27,553	78,910
	Average Household Size	2.35	2.41	2.44
	Owner Occupied Housing Units	2,939	33,283	85,625
	Renter Occupied Housing Units	1,079	12,948	43,934
	Median Age	46.2	45.0	42.0
	Median Household Income	\$63,580	\$60,232	\$57,168
	Average Household Income	\$79,701	\$78,842	\$75,707
2027 Summary				
	Population	10,379	112,485	316,776
	Households	4,320	46,311	129,393
	Families	2,411	27,418	78,341
	Average Household Size	2.33	2.40	2.43
	Owner Occupied Housing Units	2,988	33,566	86,755
	Renter Occupied Housing Units	1,333	12,744	42,638
	Median Age	46.6	45.7	42.9
	Median Household Income	\$78,966	\$71,797	\$66,623
	Average Household Income	\$91,929	\$92,002	\$88,690
Trends: 2022-2027 Annual Rate				
	Population	1.29%	-0.04%	-0.12%
	Households	1.46%	0.04%	-0.03%
	Families	1.27%	-0.10%	-0.14%
	Owner Households	0.33%	0.17%	0.26%
	Median Household Income	4.43%	3.58%	3.11%


Appendix A7: Warren Town Center Site 1,3,5 Mile Community Profile

 Demographic and Income Comparison Profile							
48093, Warren, Michigan				Prepared by Esri			
Rings: 1, 3, 5 mile radii				Latitude: 42.51367			
				Longitude: -83.02672			
	1 mile		3 miles		5 miles		
2022 Households by Income	Number	Percent	Number	Percent	Number	Percent	
<\$15,000	332	8.3%	3,099	6.7%	11,451	8.8%	
\$15,000 - \$24,999	325	8.1%	3,736	8.1%	11,711	9.0%	
\$25,000 - \$34,999	514	12.8%	5,234	11.3%	14,333	11.1%	
\$35,000 - \$49,999	463	11.5%	5,967	12.9%	17,054	13.2%	
\$50,000 - \$74,999	598	14.9%	9,890	21.4%	26,840	20.7%	
\$75,000 - \$99,999	745	18.5%	6,900	14.9%	18,757	14.5%	
\$100,000 - \$149,999	678	16.9%	7,675	16.6%	19,721	15.2%	
\$150,000 - \$199,999	256	6.4%	2,425	5.2%	6,005	4.6%	
\$200,000+	107	2.7%	1,292	2.8%	3,650	2.8%	
Median Household Income	\$63,580		\$60,232		\$57,168		
Average Household Income	\$79,701		\$78,842		\$75,707		
Per Capita Income	\$32,714		\$32,382		\$30,837		
2027 Households by Income	Number	Percent	Number	Percent	Number	Percent	
<\$15,000	271	6.3%	2,329	5.0%	8,806	6.8%	
\$15,000 - \$24,999	342	7.9%	3,080	6.7%	9,178	7.1%	
\$25,000 - \$34,999	594	13.8%	4,482	9.7%	12,422	9.6%	
\$35,000 - \$49,999	293	6.8%	4,825	10.4%	14,733	11.4%	
\$50,000 - \$74,999	476	11.0%	9,285	20.1%	26,214	20.3%	
\$75,000 - \$99,999	859	19.9%	7,557	16.3%	20,340	15.7%	
\$100,000 - \$149,999	985	22.8%	9,640	20.8%	24,171	18.7%	
\$150,000 - \$199,999	372	8.6%	3,523	7.6%	8,923	6.9%	
\$200,000+	128	3.0%	1,578	3.4%	4,569	3.5%	
Median Household Income	\$78,966		\$71,797		\$66,623		
Average Household Income	\$91,929		\$92,002		\$88,690		
Per Capita Income	\$38,032		\$37,916		\$36,284		


Appendix A8: Warren Town Center Site Trade Area & City Profiles

Variable	Warren Trade Area	Warren City, MI	Detroit-Warren-Dearborn, MI Metropolitan Statistical Area 2	Michigan 2
2022 Total Population	163,048	139,655	4,394,429	10,078,165
2027 Total Population	162,510	139,382	4,373,033	10,054,399
2022 Total Households	65,467	55,085	1,768,369	4,055,668
2027 Total Households	65,516	55,185	1,769,682	4,067,530
2022 Median Age	42.9	41.8	41.3	40.9
2022 Median Household Income	\$56,143	\$54,933	\$69,077	\$63,818
2022 Average Household Income	\$75,412	\$73,139	\$99,473	\$91,758
2027 Median Household Income	\$65,383	\$64,095	\$81,304	\$75,735
2027 Average Household Income	\$88,126	\$85,678	\$115,919	\$106,739
2022 Household Income \$75,000-\$99,999 (%)	13.39%	13.73%	13.31%	13.78%
2022 Household Income \$100,000-\$149,999 (%)	15.01%	14.10%	17.02%	16.00%
2022 Household Income \$150,000-\$199,999 (%)	4.56%	4.13%	8.19%	6.94%
2022 Household Income \$200,000 or greater (%)	2.94%	2.61%	8.35%	6.69%
2022 Population Age 25+: Bachelor's Degree (%)	14.86%	14.36%	20.38%	19.35%
2022 Population Age 25+: Graduate/Professional Degree (%)	6.61%	6.29%	13.71%	12.49%

Appendix A9: Warren Town Center Site Trade Area Household Retail Spending

		House and Home Expenditures			
		Warren Trade Area		Prepared by Esri	
		Area: 41.41 square miles			
2022 Housing Summary			2022 Demographic Summary		
Housing Units	69,045		Population	163,048	
2022-2027 Percent Change	0.54%		Households	65,467	
Percent Occupied	94.8%		Families	39,626	
Percent Owner Households	69.5%		Median Age	42.9	
Median Home Value	\$164,793		Median Household Income	\$56,143	
		Spending Potential	Average Amount		
		Index	Spent	Total	
Owned Dwellings		71	\$11,469.96	\$750,903,696	
Mortgage/Other Loan Payments & Basics		71	\$8,610.56	\$563,707,528	
Mortgage Interest		67	\$2,495.35	\$163,362,938	
Interest Paid on Home Equity Loan		77	\$30.06	\$1,968,261	
Interest Paid on Home Equity Line of Credit		73	\$105.30	\$6,893,711	
Mortgage Principal		69	\$1,877.27	\$122,899,324	
Principal Paid on Home Equity Loan		79	\$62.33	\$4,080,534	
Principal Paid on Home Equity Line of Credit		74	\$231.78	\$15,173,925	
Special Lump Sum Mortgage Payments		73	\$640.60	\$41,937,970	
Special Assessments		105	\$13.36	\$874,441	
Closing Costs		67	\$233.39	\$15,279,432	
Property Taxes		75	\$2,324.28	\$152,163,391	
Homeowners Insurance		80	\$540.83	\$35,406,267	
Ground Rent		71	\$56.02	\$3,667,333	
Maintenance and Remodeling Services		69	\$2,247.91	\$147,164,101	
Maintenance and Remodeling Materials		75	\$527.70	\$34,546,618	
Property Management and Security		62	\$83.79	\$5,485,449	
Rented Dwellings		66	\$3,986.32	\$260,972,523	
Rent		66	\$3,879.15	\$253,956,607	
Tenant's Insurance		79	\$29.32	\$1,919,532	
Maintenance and Repair Services		71	\$52.67	\$3,448,276	
Maintenance and Repair Materials		76	\$25.17	\$1,648,108	
Other Lodging		73	\$472.14	\$30,909,763	
Owned Vacation Homes		75	\$408.55	\$26,746,807	
Principal Paid on Home Loans		73	\$53.56	\$3,506,239	
Closing Costs on Purchase of Property		76	\$28.96	\$1,895,734	
Interest Paid on Home Loans		75	\$72.14	\$4,723,018	
Property Taxes		78	\$121.10	\$7,928,273	
Homeowners Insurance		88	\$13.60	\$890,445	
Maintenance and Remodeling		71	\$97.27	\$6,368,049	
Property Management and Security		69	\$21.92	\$1,435,051	
Housing While Attending School		64	\$63.59	\$4,162,956	
Household Operations		73	\$1,823.45	\$119,376,031	
Child Care		67	\$405.98	\$26,578,603	
Care for Elderly or Handicapped		82	\$58.58	\$3,835,087	
Appliance Rental and Repair		72	\$20.61	\$1,349,581	
Computer Information Services		76	\$574.99	\$37,642,938	
Home Security System Services		70	\$34.24	\$2,241,516	
Non-Apparel Household Laundry/Dry Cleaning		69	\$18.92	\$1,238,315	
Housekeeping Services		64	\$137.93	\$9,029,805	
Lawn and Garden		77	\$439.44	\$28,768,579	
Moving/Storage/Freight Express		65	\$52.44	\$3,432,962	
Installation of Computers		64	\$0.27	\$17,980	
PC Repair (Personal Use)		72	\$5.69	\$372,247	
Reupholstering/Furniture Repair		69	\$8.00	\$523,961	
Termite/Pest Control		67	\$32.22	\$2,109,611	
Water Softening Services		84	\$5.65	\$370,111	
Internet Services Away from Home		77	\$3.66	\$239,896	
Other Home Services (1)		70	\$24.82	\$1,624,840	

Appendix A10: Warren Town Center Site Trade Area Demographic Profiles

		Demographic and Income Comparison Profile	
		Warren Trade Area	Prepared by Esri
		Area: 41.41 square miles	
Census 2010 Summary			
Population			157,509
Households			63,641
Families			40,274
Average Household Size			2.45
Owner Occupied Housing Units			46,510
Renter Occupied Housing Units			17,134
Median Age			40.3
Census 2020 Summary			
Population			162,930
Households			65,299
Average Household Size			2.47
2022 Summary			
Population			163,048
Households			65,467
Families			39,626
Average Household Size			2.46
Owner Occupied Housing Units			45,505
Renter Occupied Housing Units			19,962
Median Age			42.9
Median Household Income			\$56,143
Average Household Income			\$75,412
2027 Summary			
Population			162,510
Households			65,516
Families			39,411
Average Household Size			2.45
Owner Occupied Housing Units			46,012
Renter Occupied Housing Units			19,505
Median Age			43.7
Median Household Income			\$65,383
Average Household Income			\$88,126
Trends: 2022-2027 Annual Rate			
Population			-0.07%
Households			0.01%
Families			-0.11%
Owner Households			0.22%
Median Household Income			3.09%