Chapter 5. Visioning Plan

Chapter 5, Part I. Conceptual Objectives

Utilizing the background information summarized in Chapters 1 through 3 of this report, and the inventory of existing deficiencies discussed in Chapter 4, the City of Novi's Community Development staff has developed a series of objectives to be achieved at the intersection of Ten Mile Road and Meadowbrook Road as part of the City's newly-adopted Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area. These objectives have been created consistent with the parameters of the Policy, and are feasible due to the incentives the Policy offers. In addition to the objectives to be achieved via private investment, Staff has also developed objectives for planning initiatives and infrastructure improvements that would require some level of capital investment on behalf of the City.

The Ten Mile and Meadowbrook Commercial Rehabilitation Area consists of a total of sixteen parcels on all four corners of the intersection with a combined area of nearly 26 acres. All but one of those sixteen parcels are zoned for retail business (either B-1 or B-3), with the exception being The Manor of Novi nursing home which is zoned RM-1. The Future Land Use Map within the City's 2010 Master Plan for Land Use designates all of the parcels either as Local Commercial or Community Office.

The individual parcels in the Area vary in size, from as small as 0.2 acres on the northeast corner to as large as the 11-acre Novi Ten shopping center on the northwest corner. The size of the parcels is significant, because one of the conditions of eligibility for the Tax Abatement Policy is that a parcel must be a minimum of two acres; parcels smaller than two acres must be assembled with one or more adjacent parcels to meet the two-acre minimum.

The overall objective of the Tax Abatement Policy for the properties within the Ten Mile and Meadowbrook Area is to "facilitate, encourage, and incentivize improvements to these existing centers/buildings, from façade improvements to reconstruction or repurposing, in accordance with existing City land use plans and standards." In order to achieve this objective to its fullest potential, the City must guide the process through careful land planning, transportation planning, "place-making" strategies, and design guidelines. A cohesive vision and coordinated strategy for the Area as a whole must be developed so that as each property is improved or redeveloped, it is done so consistent with that vision. The incentive created by the Tax Abatement Policy allows the City to develop guidelines and standards "above and beyond" those typically required, centered around a common theme.

Outlined in this Chapter are the conceptual objectives developed by the Community Development staff for the Commercial Rehabilitation Area. The objectives have been divided between those which apply to the entire Area, those which apply to each of the four corners within the Area, and in some cases to individual parcels. Most of the objectives will be accomplished through private investment by property owners and/or developers; others may be the responsibility of the City, in some cases in conjunction with other agencies (such as the Road Commission for Oakland County, which has jurisdiction over Ten Mile Road). Capital investments on behalf of the City may include future infrastructure improvements and public enhancements, but an initial investment has already been made on behalf of the City in the creation of this Ten Mile and Meadowbrook Commercial Rehabilitation Area Plan and the corresponding Visioning Plan included in this chapter, along with standards for land use and design. The conceptual objectives outlined below are intended to be reviewed by City administration, the Master Plan and Zoning Committee, the Planning Commission, the Ordinance Review Committee that developed the Tax Abatement Policy, property owners and stakeholders within the Area, and surrounding residents.

The conceptual objectives for the Ten Mile and Meadowbrook Commercial Rehabilitation Area are as follows:

Overall Area Objectives (16 parcels total, 25.9 acres)

Each building, each parcel, and each corner within the Area is unique, but there are objectives which apply to the Area as a whole as outlined below. Several of these Area-wide objectives involve efforts by the City rather than individual property-owners. Realization by the City of these objectives will serve to guide the efforts of private investment, but will also accelerate those efforts.

- Develop a Visioning Plan for the Area
  - Review existing uses
  - Review existing infrastructure
  - Review existing traffic, circulation, and access (both motorized and non-motorized)
  - Seek public input, and particularly the input of residents of the surrounding neighborhoods
  - Include recommendations for capital improvements
  - Include implementation strategies
- Include access management strategies as part of a Visioning Plan
  - Develop an overall circulation plan
  - Consolidate / eliminate driveways
  - Provide appropriate cross-access between commercial properties
  - Design driveways to restrict certain turning movements
  - Enforce minimum driveway spacing standards (relative to other driveways and to intersections)
  - Extend center left turn lanes where necessary
  - Evaluate the need for additional/extended turn lanes and tapers
  - Evaluate the timing and phasing of the traffic signal at the intersection
  - Eliminate open curb-cuts
  - Require opposite-side driveway alignment where possible
  - Implement recommendations and strategies of the Non-Motorized Master Plan
- Develop building design and architectural standards for the properties within the Area – above and beyond those presently required – and require property-owners and developers to adhere to them to qualify for abatement
  - Require high-quality building materials (cultured stone, field stone, etc.) above and beyond the standards within the Zoning Ordinance
  - Require certain design elements and architectural features (cantilevered roofs, height variations, metal awnings, canopies, stone caps / sills / cornices, decorative lighting, minimum percentage of windows / spandrel, etc.)
  - Require building massing elements at corners, entries, etc.
  - Create and enforce Area-specific sign standards (size, style, illumination, etc.)
  - Encourage creative lighting elements (up-lighting, accents, etc.)
  - Require an Area-standard exterior lighting fixture

- Develop landscaping standards above and beyond those presently required
  - Require enhanced frontage landscaping
  - Require enhanced interior landscaping
  - Require enhanced foundation landscaping
- Require cohesive design and amenities at all four intersection corners (masonry wall w/ cap, brick pavers, benches, trash receptacles, lighting, landscaping, etc.)
- Encourage green building/site design elements
  - Solar collectors
  - Stormwater harvesting
  - Bioswales and raingardens
  - PEV charging stations
  - Native plantings
  - Rain sensors on irrigation
- Screen front-yard parking (walls, berms, landscaping, amenities, etc.)
- Screen rooftop equipment, utility meters, exposed pipes/conduit/downspouts/etc.
- Eliminate non-conforming signs (height, pole-mounted, etc.)
- Bring site lighting into compliance (fixture height, style, bulb type, light trespass, dark sky)
- Explore a Special Assessment District (SAD) or Business Improvement District (BID) for public infrastructure improvements, and/or include infrastructure improvements to the City's Capital improvement Plan, and/or expand the Tax Abatement Policy to allow for contributions toward infrastructure improvements to be credited as site improvement costs
  - Bury overhead utilities or move them to rear of properties
  - Mast arm traffic signals (RCOC will eventually replace existing signal with a box span; an upgrade to mast arms is approximately $60K)
  - Curb and gutter (RCOC)
  - Pipe and cover open ditches (RCOC)
  - Pedestrian amenities (benches, trash receptacles, etc.)
  - Consistent improvements at all four corners (amenities, lighting, landscaping, pedestrian signals, etc.)
- Allow for reasonable deficiencies in minimum parking requirements on a case-by-case basis if those deficiencies are the result of desirable site improvements (interior landscaping, frontage landscaping, improved circulation, "green" features, amenities, etc.)

<u>Northwest Corner Objectives (2 parcels, 11.8 acres)</u>

Of the four corners within the Area, this one has the most potential to take advantage of the Tax Abatement Policy without requiring a wholesale redevelopment. Making significant improvements to this corner - particularly to the Novi Ten shopping center - will go a long way toward realizing the objectives of creating the tax abatement area.

- Redevelop excess parking into viable outlots (specifically on the north and west sides of the bank), or combine with bank property and redevelop
- Improve parking lot design, construction, and circulation (based on estimated GLA of the shopping center, approx. 400 parking spaces are required)
  - Reconstruct surface parking lot
  - Install City-standard interior landscape islands
  - Install City-standard end islands
  - Redesign with properly designed and located end aisles
  - Redesign with extended driveway throats (Ten Mile Road and Meadowbrook Road driveways)
- Development standards for outdoor displays and uses
  - No outdoor storage (seasonal displays and sales permitted on an annual permit basis)
  - Coordinated newspaper/advertising literature boxes
  - No transient vendors (windshield chip repair, remote car starter installation, fireworks sales, etc.)
- Create a plaza with the open area at the rear of the shopping center's northwest corner
  - Creates a "back door" to the shopping center for the residential uses behind it
  - Creates the opportunity for outdoor seating areas
  - Creates an attractive vista to the water feature to the northwest
  - Provides opportunity for additional landscaping and amenities
- Provide for outdoor seating areas to attract restaurant tenants
- Provide enhanced landscaping along Ten Mile and Haggerty frontage
- Provide foundation landscaping around building perimeter

<u>Southwest Corner Objectives (4 parcels, 5.1 acres)</u>

Three of the four parcels included in the Area are less than two acres and would need to be combined in order to be eligible for tax abatements. Best option may be to combine those three, and perhaps the fourth (Peachtree Plaza), and redevelop consistent with design standards developed for the Area.

- Rezone to B-2 or B-3, consistent with the Master Plan (allowing restaurants)
- Combine obsolete properties, demo existing, and re-develop cohesively consistent with Area's design standards
- Maintain access across the rear of new development to minimize driveways on Ten Mile and Meadowbrook
- Be mindful of the terms of Peachtree consent judgment

<u>Northeast Corner Objectives (8 parcels, 5.6 acres)</u>

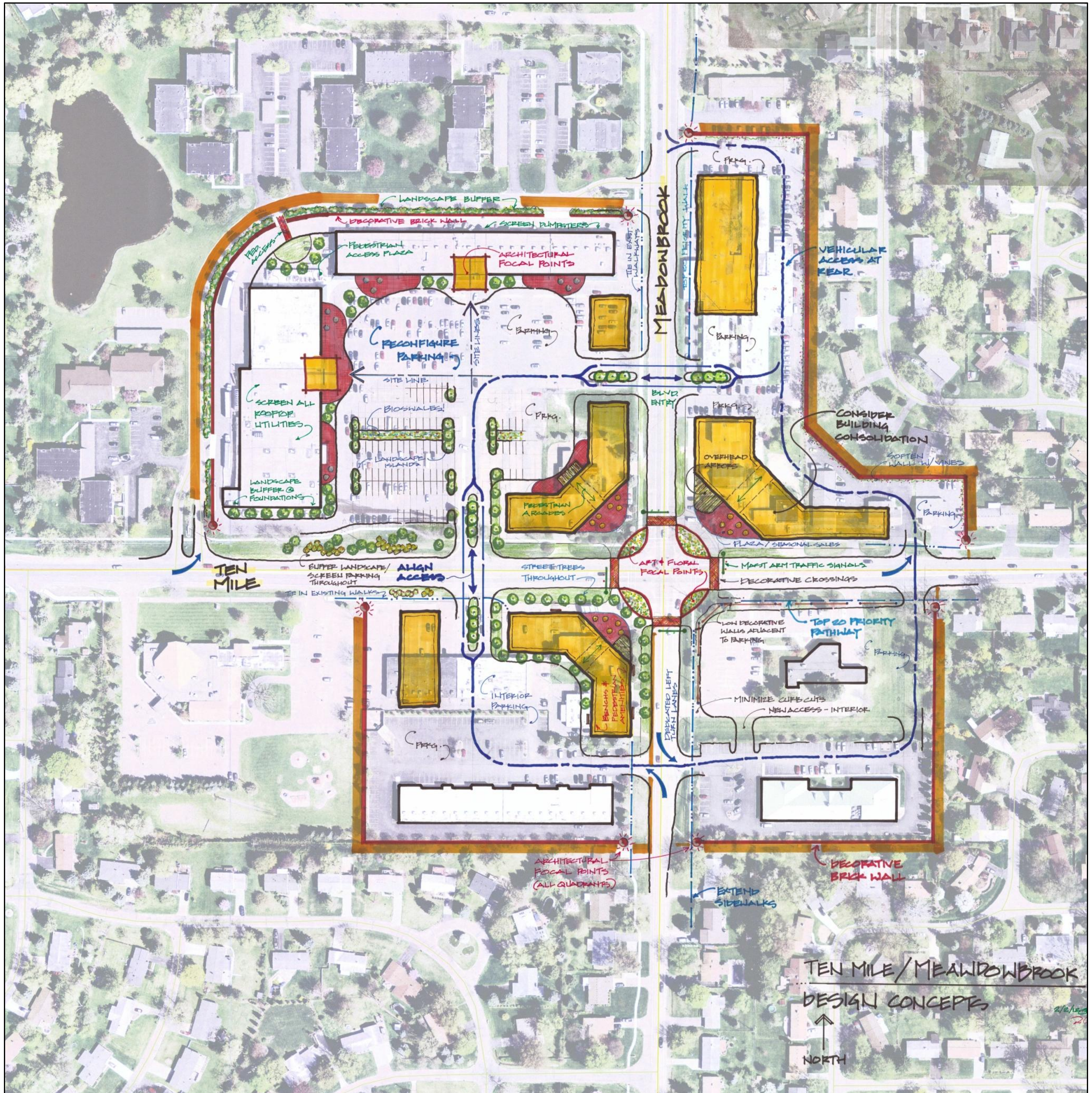
Seven of the eight parcels included in this corner of the Area are less than two acres (The Manor of Novi nursing home is 3.1 acres) and would need to be combined in order to be eligible for tax abatements. Best option may be to combine those seven, and perhaps include The Manor of Novi property, and redevelop consistent with design standards developed for the Area.

- Rezone to B-2 or B-3, consistent with the Master Plan <u>other than</u> for the nursing home property (which is Master Planned for Community Office)
- Replace front yard parking on corner with greenspace
- Cohesively re-develop properties
  - Rear-yard parking
  - Provide backage road extending from Ten Mile to Meadowbrook and aligning with Manor Park Drive on the west side of Meadowbrook
  - Encourage relocation of the nursing home to a more suitable location

<u>Southeast Corner Objectives (2 parcels, 3.3 acres)</u>

Of the four corners within the Area, this corner was developed most consistent with current standards and has been reasonably well-maintained. Like the northwest corner, it may be best served with enhancements to existing buildings, parking lots, driveways, and landscaping.

- Enhanced landscaping along Meadowbrook Road frontage
- Adherence to enhanced architectural standards
- Close bank's westerly Ten Mile driveway, or reconstruct and restrict to right-in / right-out (apply recommendations of access management plan for the overall Area)



Chapter 5, Part II. Visioning Plan

Consistent with the Conceptual Objectives outlined in Part I of this chapter, the City's Community Development staff has developed a Visioning Plan for the Ten Mile and Meadowbrook Commercial Rehabilitation Area. The overall Visioning Plan is displayed in Figure 5-1 to the left. The intent of this Visioning Plan is to visually demonstrate those conceptual objectives.

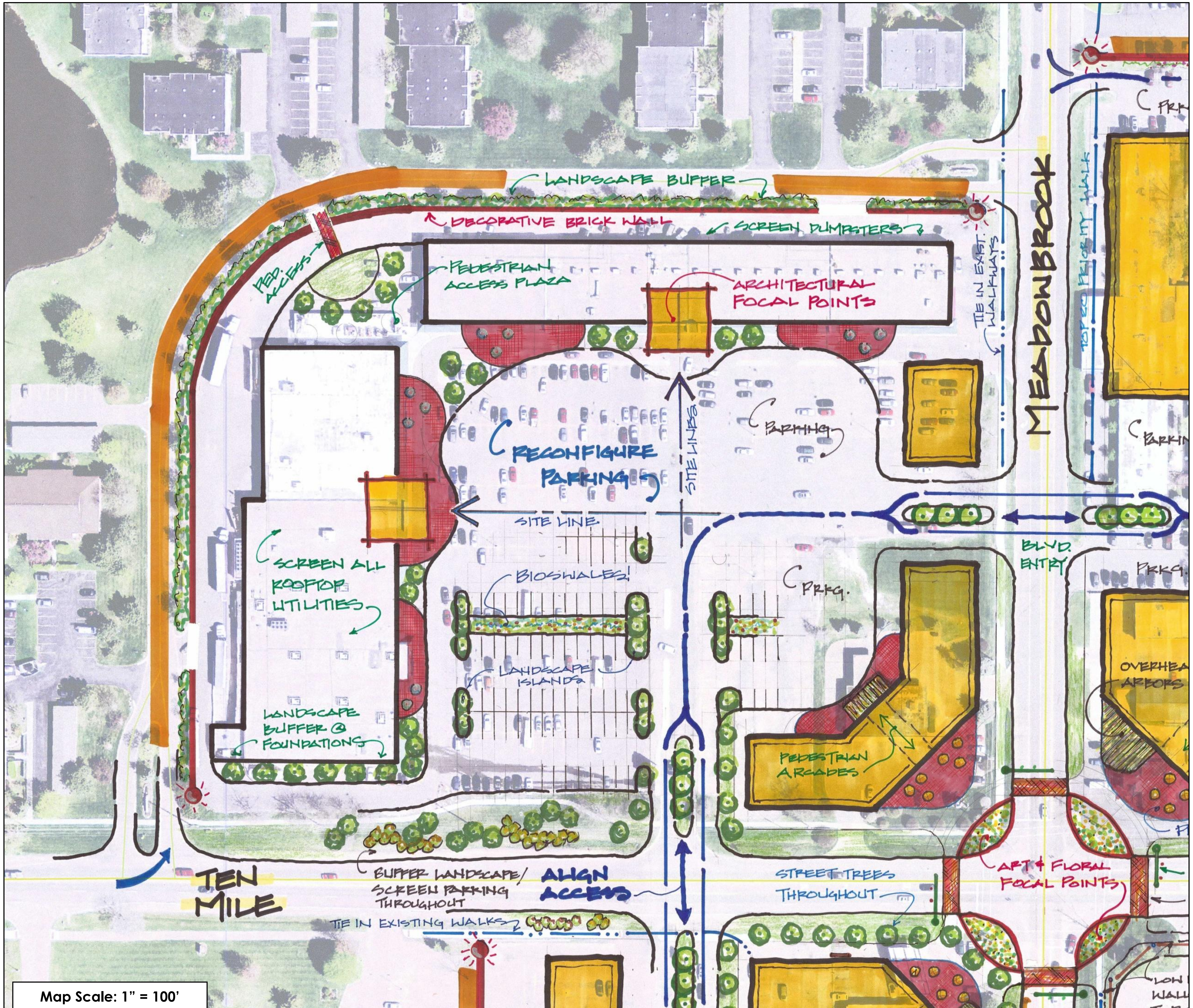
The Visioning Plan was developed consistent with the parameters of the Tax Abatement Policy, and particularly two significant eligibility requirements:

1) A parcel must be a minimum of two acres to qualify; and
2) The hard costs of improvement or redevelopment of a property must equal at least 50% of the property's assessed value

Since properties of less than two acres – along with the buildings developed upon them – are automatically ineligible for the Tax Abatement Policy, it would be imprudent for the Visioning Plan to envision or promote improvements upon such ineligible properties.

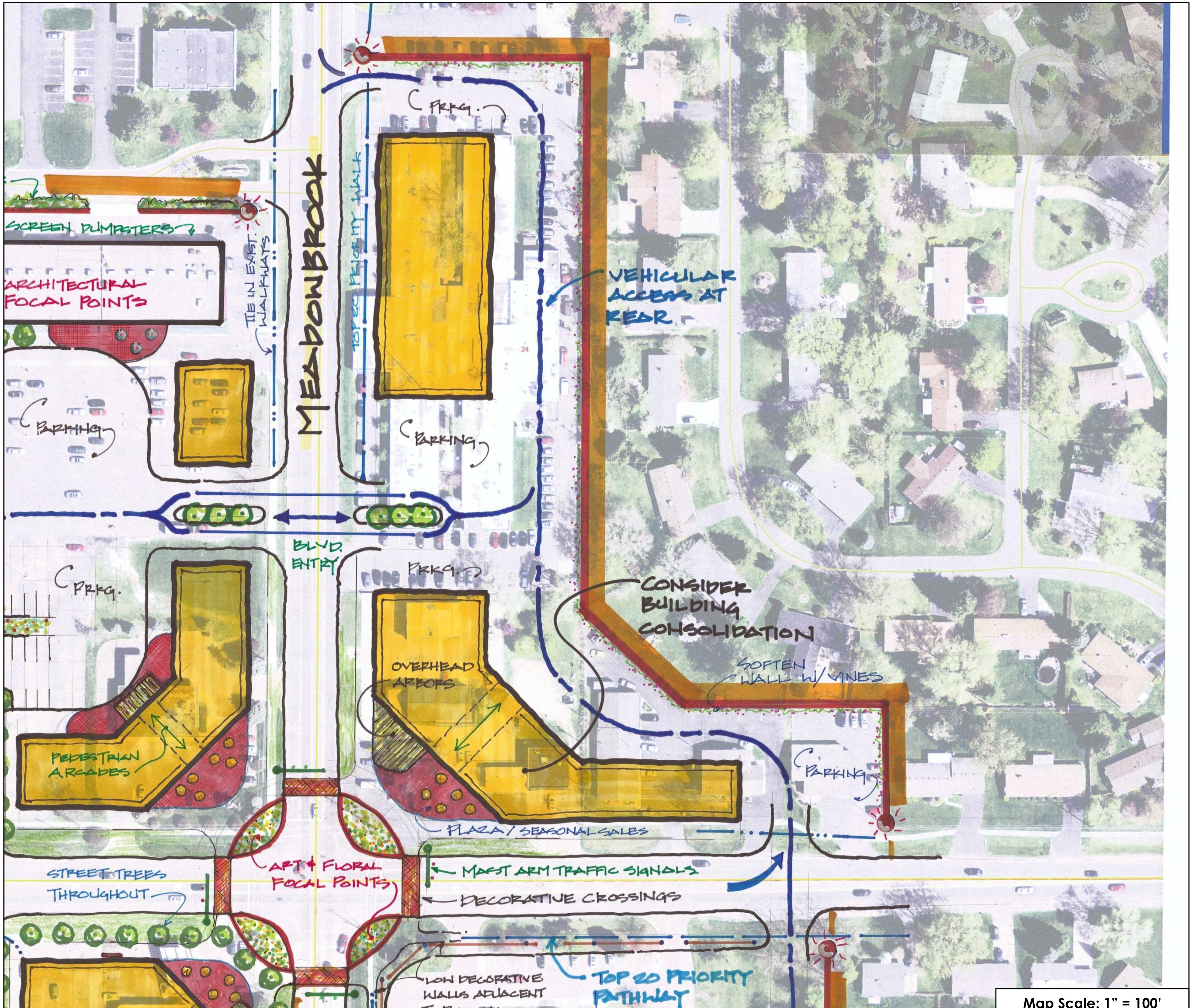
The Visioning Plan is intended to visualize what the Area could be if every property within it took advantage of the incentives the Tax Abatement Policy offers. The Plan therefore assumes that all properties within the Area that are less than two acres would be assembled with adjacent properties and redeveloped, since assembling and redeveloping small parcels is permitted under the eligibility requirements of the Policy. The Plan further assumes that the improvements and/or redevelopments will be of a significant investment, in order to meet the 50% criteria.

As stated earlier in this Ten Mile and Meadowbrook Commercial Rehabilitation Area Plan, the intent is not to pick "winners and losers". The Conceptual Objectives of this Area Plan and the corresponding Visioning Plan may be a significant departure from the Area as it is today, but that is dictated by the eligibility requirements of the Tax Abatement Policy.



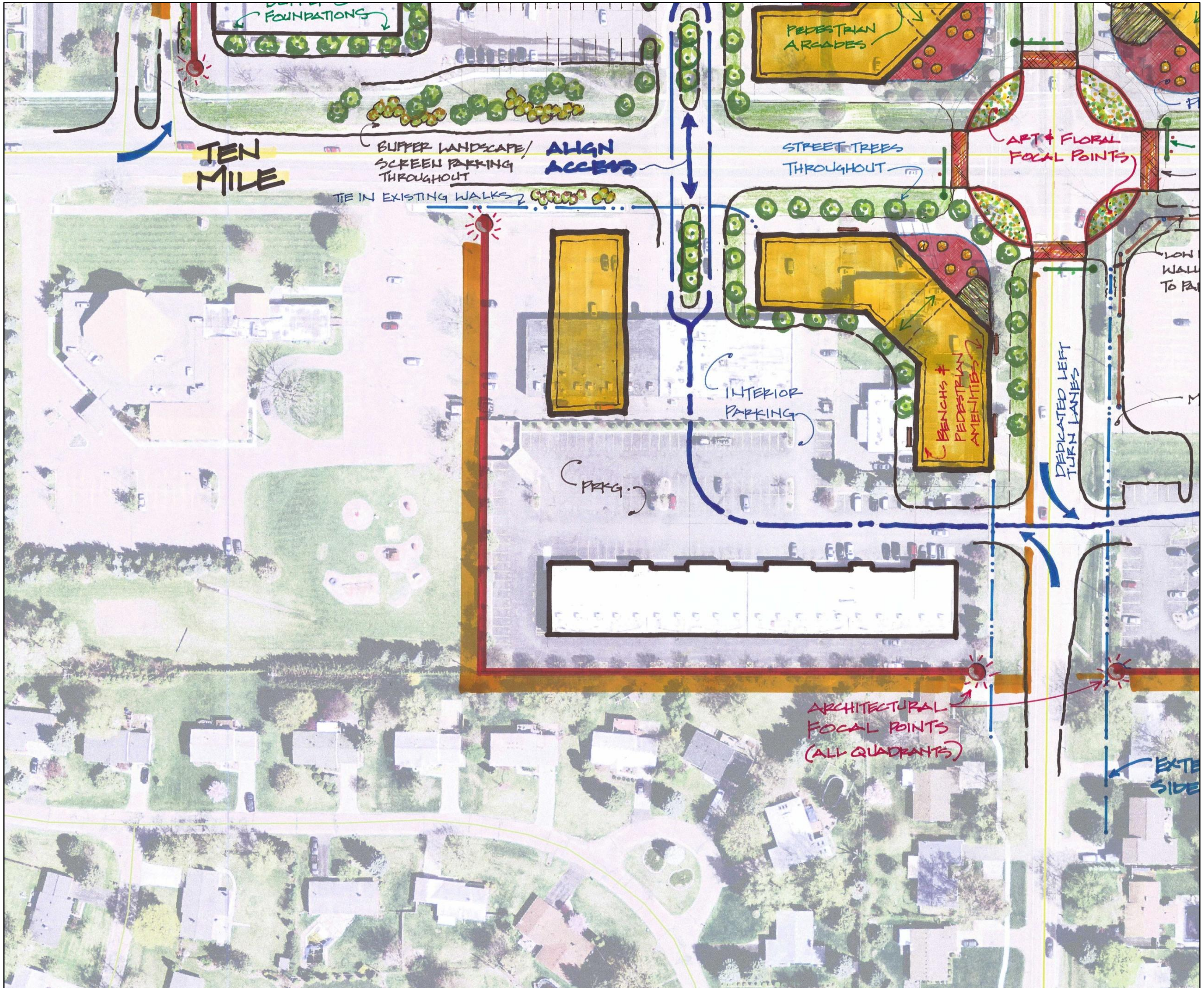
Northwest Corner Visioning Plan

The northwest corner is one of the two corners within the Commercial Rehabilitation Area that has the potential for both new development (via parcel assembly and redevelopment) as well as significant improvements to existing properties and uses. With over 100,000 square feet of leasable retail space, the Novi Ten shopping center is probably the most notable use within the Area. It is a very viable center and historically has few extended vacancies, but could certainly benefit from improvements both to the building itself and to the surrounding site. The Visioning Plan shows the Novi Ten shopping center being upgraded significantly. The building would be refaced with building materials and in an architectural style consistent with the design standards for the entire Area. Two major boulevard driveways would be provided off of Ten Mile and Meadowbrook Roads, each aligned with their companion boulevard driveways on the opposite side of the respective street. At the terminus of each of those two driveways is an architectural focal point on the building, with unique design features and lighting elements. The vehicular access aisle is moved away from the building and replaced with areas for outdoor seating, seasonal displays and sales, and additional landscaping. A new plaza is created near the northwest corner of the center, providing additional greenspace, vistas to the nearby water feature, and a "backdoor" to the shopping center for the adjacent residents. The reconstructed parking lot features abundant interior landscaping, and is screened from Meadowbrook and Ten Mile with landscaping. The northwest corner is redeveloped with a new building designed in a manner consistent with its companion buildings on the northeast and southwest corners; minimal front-yard setback, a plaza on the corner, and a pedestrian arcade connecting that plaza with the adjacent uses. The rear of the shopping center is screened from the adjacent residential by a combination of landscaping and a masonry wall. The frontage along both Ten Mile and Meadowbrook roads would be planted with Area-standard flowering and decorative trees and shrubs with high seasonal variety.



Northeast Corner Visioning Plan

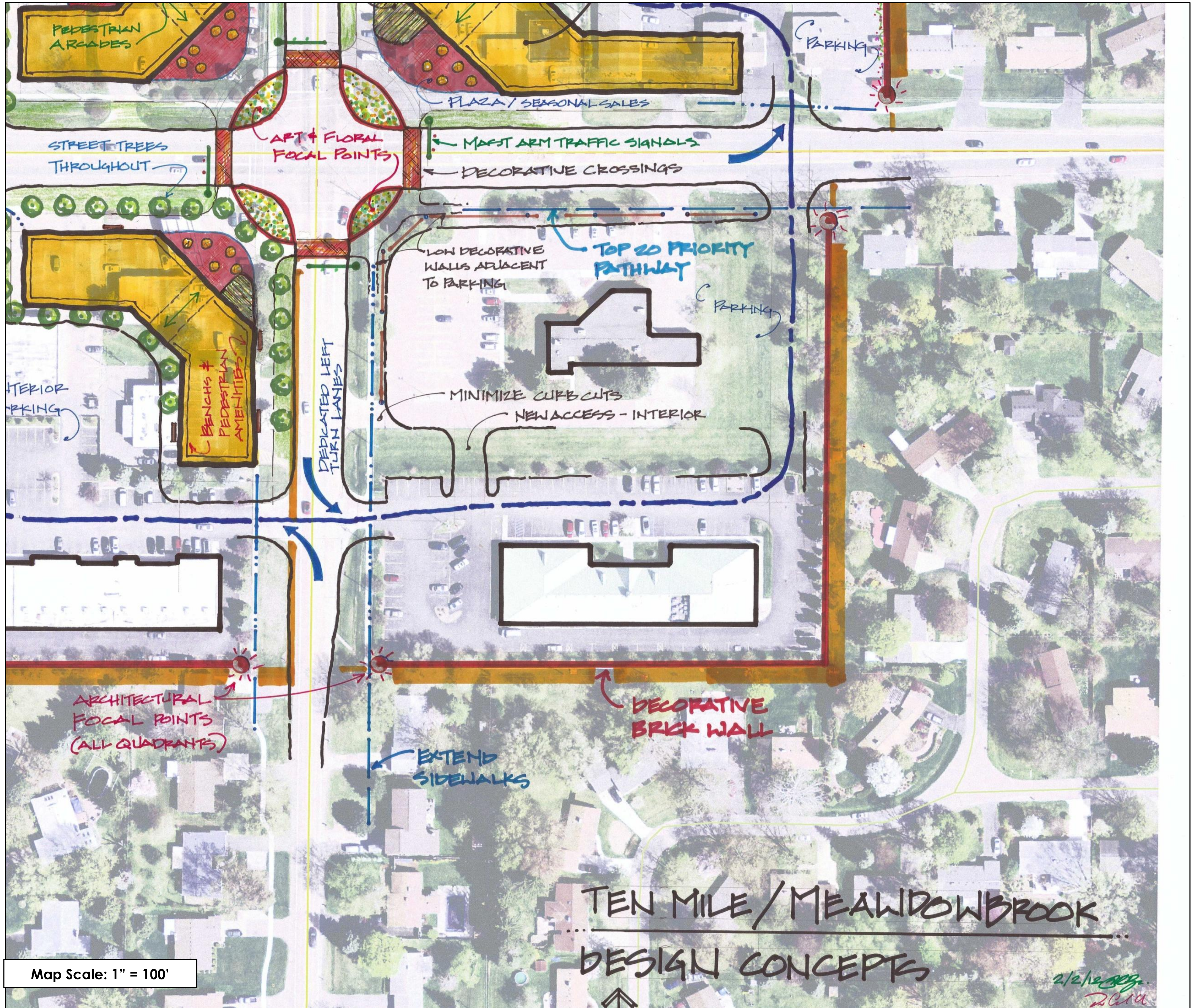
The northeast corner, based on the size and configuration of existing properties and their uses, has the greatest potential for parcel assembly and redevelopment. Of the eight properties on that corner within the Commercial Rehabilitation Area, only The Manor of Novi nursing home is greater than 2 acres in size. All other properties on the northeast corner would need to be combined in order to be eligible for the Tax Abatement Policy. As such, the Visioning Plan envisions all properties on the northeast corner to be redeveloped in a cohesive manner, with shared amenities such as parking, driveways, and cross-access. The Plan includes shared boulevard driveways along both Meadowbrook and Ten Mile Roads, aligned with companion driveways on the opposite side of their respective streets. New buildings feature a minimal front setback, and limit shared surface parking to the rear and side yards. Parking visible from the street is screened with landscaping. The northeast corner of the intersection features a plaza for outdoor seating, as well as seasonal displays and sales, and connects to the rear of the building via a pedestrian arcade. The design of the plaza is consistent with those on the northwest and southwest corners. Sidewalks and/or pathways extend along both Ten Mile and Meadowbrook, consistent with the City's Non-Motorized Master Plan which has designated the sidewalk connection along the north side of Ten Mile as a Top 20 Priority Sidewalk. The rear perimeter of the commercial buildings is screened from the adjacent residential via a masonry wall and landscaping. Street trees and shrubs line the frontage of Ten Mile and Beck; the species and their arrangement are consistent with the other three corners.



Map Scale: 1" = 100'

Southwest Corner Visioning Plan

The southwest corner is the second of the two corners that has the potential for both new development (via new property combinations and redevelopment) as well as significant improvements to existing properties and uses. Of the four properties on that corner, only one (Peachtree Plaza) is over two acres in size and therefore eligible for the Tax Abatement Policy. The three other existing properties would have to be combined and redeveloped to be eligible. The Visioning Plan envisions a cohesive redevelopment where the Peachtree Plaza shares driveways and parking with two new buildings. By consolidating existing driveways into two shared driveways, six existing curb cuts would be eliminated. The two new driveways on Ten Mile and Meadowbrook Roads align with their companion driveways on the opposite side of the street. The new buildings would be of a design and style consistent with the Area's design guidelines, and the building on the southwest corner will mirror the buildings on the northeast and northwest corners. It would feature a plaza on the corner that will provide for outdoor seating, along with seasonal displays and sales. A pedestrian arcade connects the plaza on the corner with the adjacent uses. The shared parking area features interior landscaping and greenspace, and the perimeters of all buildings have foundation landscaping. The Peachtree Plaza building is refaced with building materials and in an architectural style consistent with the design standards for the entire Area. The interior circulation and parking lot design allows areas for outdoor seating and additional landscaping around the building's perimeter.



Southeast Corner Visioning Plan

Both of the properties on the southeast corner are of a size and configuration to retain their existing uses, albeit with improvements consistent with the design standards for the entire Area. One of the objectives of the Visioning Plan is to create a circulation grid across all four corners. This is accomplished by providing shared driveways to both Ten Mile and Meadowbrook Roads in all four corners, and aligning those shared driveways with their companion driveways on the opposite side of the respective street. In doing so, existing driveways that do not currently have adequate distance from the intersection are consolidated into a single shared driveway. On the southeast corner, this results in a single driveway on the east side of Meadowbrook. The driveway is shared between the two properties on that corner, and is aligned with the driveway on the opposite side of Meadowbrook. On Ten Mile, a new shared driveway is created that aligns with the companion driveway on the north side of the street. Any parking for the Tobin Center building that may be lost due to configuring this shared driveway could be replaced by expanding the existing lot near its northeast corner (perpendicular to the new Ten Mile Road driveway). The bank's three existing driveways are replaced by these two shared driveways; alternatively, one of more of the banks existing driveways could be reconfigured as a right-in/right-out only driveway. A pathway connection is created along the south side of Ten Mile Road, consistent with the Non-Motorized Master Plan which designates a pathway at that location as a Top 20 Priority Pathway. Existing frontage landscaping is enhanced with additional plantings of a species and arrangement consistent with the rest of the Area. Parking visible from the street is screened via a combination of landscaping and a masonry knee-wall.

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Chapter 6. Design Guidelines

The Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area envisions "redevelopment around a common theme to be established through a planning process". This Area Plan is the outcome of that planning process. The Conceptual Objectives and Concept Plan outlined in Chapter 5 of this Plan were the first step in creating the common theme referenced in the Policy. The second step in creating that vision is to establish conceptual design guidelines for the properties (or assemblies of properties) as they are improved and/or redeveloped.

The Policy requires that, as a baseline requirement, all improvements and redevelopments must comply with the current standards of the City's Zoning Ordinance in order to be eligible for the tax abatement incentive. These baseline Zoning Ordinance requirements include (but are certainly not limited to): landscaping, façade materials, screening (rooftop mechanical equipment, dumpsters), lighting, parking, stormwater management, signage, outdoor storage, etc. Those standards would be enforced to the extent possible for any redevelopment or improvement proposed within the Area, regardless of whether the Tax Abatement Policy was in place or applied for.

By requiring that eligible improvements and redevelopments within the Area comply with a common theme established through a planning process, the City has determined that applicants must go "above and beyond" baseline requirements in order to be eligible for the tax abatement. This Design Guidelines chapter is intended to provide a guide – both visual and verbal – for the design elements that could establish that common theme the Policy envisions.

The City contracted with a registered architect and associated professionals to create a conceptual image for the Ten Mile and Meadowbrook Commercial Rehabilitation Area. The renderings that team developed are intended to be conceptual, and not necessarily a mandate for the design and architectural elements that must be included with a redevelopment or improvement plan in order to be eligible for the Tax Abatement Policy. Their work focused primarily on the shopping center on the northwest corner, because that property is most consistent with the eligibility requirements of the Tax Abatement Policy, and because it is of a size and scale that it could serve as the model for improvements and/or redevelopment on the other fifteen commercial properties within the Area.

Figures 6-1 through 6-4 display the conceptual renderings developed by the architectural team for the Novi Ten shopping center on the northwest corner of Ten mile and Meadowbrook Roads. The corresponding narrative developed by that team is as follows:

> <u>Development Area Identity</u> – *The enhancement area should encourage a diversity of architecture while maintaining an overall cohesiveness. Architectural focal points strategically placed at all entrances into the enhancement area will provide visual cues that foster an individual neighborhood identity. Standardized amenities used throughout the neighborhood will reinforce this identity. Such amenities may include decorative LED pole lighting with irrigated outriggers for hanging basket and seasonal banners, way finding signage, benches, floral displays and edging; pedestrian walk paver patterns and colors, bike racks, pet watering stations, drinking fountains, and public transit pick up shelters.*
>
> <u>Anchor Elements (AKA Vertical Elements)</u> – *The shopping center currently exhibits a low profile relative to its size. Additionally, the site has significant topographic differential. These factors contribute to the visual detachment of the center both internally and relative to its view from the road. While the existing standing seam metal roof offers some visual unity, the buildings lack cohesiveness and curb appeal. Architectural vertical elements placed at key nodes are a primary method of "framing" the buildings and will provide points of reference for visitors entering the shopping center. These vertical elements can be placed at the ends of the buildings, as well as other focal points along primary visual sight lines and vistas. Subtle illumination of the vertical elements will increase their effect during night-time hours. Such illumination should be creatively integrated into the architecture itself, avoiding the use of exposed light sources or signage. The overall height of all facades should be raised in proportion to the new vertical elements.*
>
> <u>Façade Articulation</u> – *The existing lineal mansard roof design provides shelter but offers little architectural enhancement. The building's façade should be improved using a variety of solutions while maintaining cohesive composition of forms and textures. A variety of types of overhangs, canopies and awnings can be used while maintaining uninterrupted shelter for pedestrians walking along the storefronts. Articulation of the storefront itself can also occur, however blind spots should be avoided due to security concerns. Roof canopies extending close to the curb line can be used intermittently serving as drop off points and further enhance the visual transitions between the parking area and the store entrances. In general, the creative use of variety in composition while maintaining unity through color and texture will add interest and enhance the experience of visiting the center. Limited standards for signage should be developed designed to achieve consistency in size, intensity and location without inhibiting diversity of design. Decorative hanging signs of consistent style should be utilized at pedestrian level for all establishments. This will attract a broader range of destinations further enhancing the viability of the shopping center.*
>
> <u>Anchor Store</u> – *The grocery store currently acting as the center's anchor at the west end lacks visual presence and a strongly defined entrance. A solution to this may be the addition of entrance lobbies at key locations along the east facade. This may also offer marginal increase in the store's square footage. A more defined entrance*

to the pharmacy located adjacent to the grocery store could be accomplished in likewise fashion. Walkway areas between the projecting entrance lobbies will add visual interest to the pedestrian landscape and can be used for seasonal outdoor sales. This could be facilitated with overhead trellises, kiosks or other similar structures (not shown).

<u>Pedestrian Way Amenities</u> - The pedestrian walk serving the individual storefronts should be enhanced with amenities such as decorative pole-light fixtures, planters, tree grates, benches, and other amenities. The walkway should be increased in width as required to allow placement of such amenities as well as outdoor dining in selected locations. A minimum of 20' is recommended. Decorative saw cut patterns, colored concrete, and selective use of brick pavers, and other patterns can be used to add interest to walkway surfaces. Extensive use of brick pavers and stamped concrete is not recommended due to safety issues. Plantings should take into consideration year-around appearance. Tress should be selected to provide shading and soften the transition between parking and building while not significantly blocking visibility of identification signage.

<u>Pedestrian Access Plaza</u> – The pedestrian access plaza in the shopping center's northwest corner currently represents an unsightly area and offers no significant functionality. This element occupies a key visual node of the shopping center and should be enhanced in keeping with its prominent location. A raised roof canopy similar to the anchor elements can be used to act as a portico into the plaza area while visually connecting the two legs of the shopping center. The area's proximity to adjacent structures offers the possibility of outdoor restaurant seating. This would simply require relocation of existing users or a new restaurant user in the adjacent storefront (east side of the plaza). Landscaping, a rain garden to accept roof runoff, a gazebo, a water feature, or any combination of these or other visual focal point should be located within the plaza on axis with the roof canopy area to direct visual vistas into that area.

<u>Roadway Entrances</u> – The center's vehicular entrances currently offer little or no visual cues as to identity, orientation or way finding. Traffic patterns within the center are haphazard and contribute to frequent crossing or conflicting vehicular and pedestrian paths. The primary entrance from 10 Mile Road should be enhanced visually and marked by signage and or structures identifying and visually containing the shopping center. Such signage should be architecturally consistent with building within the shopping center. This can be achieved by using matching materials, colors, and architectural details. This concept can be extended to gateway structures place at the central intersection and entrance points into the development area overall.

As an applicant within the Ten Mile and Meadowbrook Road Commercial Rehabilitation Area considers how to take advantage of the Tax Abatement Policy, the concepts presented in this chapter shall serve as a guide for the type and scope of improvements the City seeks in offering the abatement incentive. City staff, Planning Commission, and city Council will refer to the Conceptual Objectives and Concept Plan of Chapter 5, and the Design Guidelines of this chapter to determine whether the applicant has satisfied the intent of the Area Plan and therefore meets the eligibility requirements of the Tax Abatement Policy.

In the Appendix to this Area Plan is a preliminary "Eligibility Checklist" that is intended to serve as the model the City can use to determine whether a proposed project meets the eligibility requirements for the Ten Mile and Meadowbrook Road Commercial Rehabilitation Area Tax Abatement Policy. In addition to the requirements already included in that approved policy, the Checklist includes criteria such as "Consistent with the architectural vision of Chapter 6 of the Area Plan?" and "Consistent with the quality of building materials envisioned in Chapter 6 of the Area Plan?" Collectively, the answers to these types of subjective questions will ultimately determine whether a project is eligible for the Tax Abatement Policy, and for what duration (between one and six years).

Figure 6-1. Conceptual rendering of the Novi Ten shopping center from above the intersection of Ten Mile and Meadowbrook Roads. The existing Charter One bank is not shown in order to direct focus the viewer's focus on the conceptual design elements of the shopping center. The Visioning Plan envisions the potential for the bank site to be redeveloped if it is to qualify for the Tax Abatement Policy.

Figure 6-2. Conceptual rendering of the redeveloped northwest corner of Ten mile and Meadowbrook Roads. Note the design features including a pedestrian plaza with seating areas, a vertical masonry feature with stone cap, and enhanced landscaping features. This same treatment could be applied to all four corners as each redevelop to help establish the common theme envisioned by the Tax Abatement Policy for the entire Area.

Figure 6-3. Conceptual rendering of the Ten Mile Road entrance into the Novi Ten shopping center. Note features such as the boulevard entrance, masonry monument sign, enhanced landscaping both within the parking lot as well as along the site's frontage, masonry screen wall, vertical focal points at key locations within the center, and façade enhancements to the center.

Figure 6-4. Conceptual rendering of a pedestrian access plaza in the shopping center's northwest corner. This currently underutilized space could be developed into an attractive gathering space, with outdoor seating, landscaping, a portico feature, and a water feature or similar focal point. The plaza would serve as the shopping center's "back door" entrance for the neighboring residential uses. Implementing this concept would require improving the service areas along the rear of the shopping center.

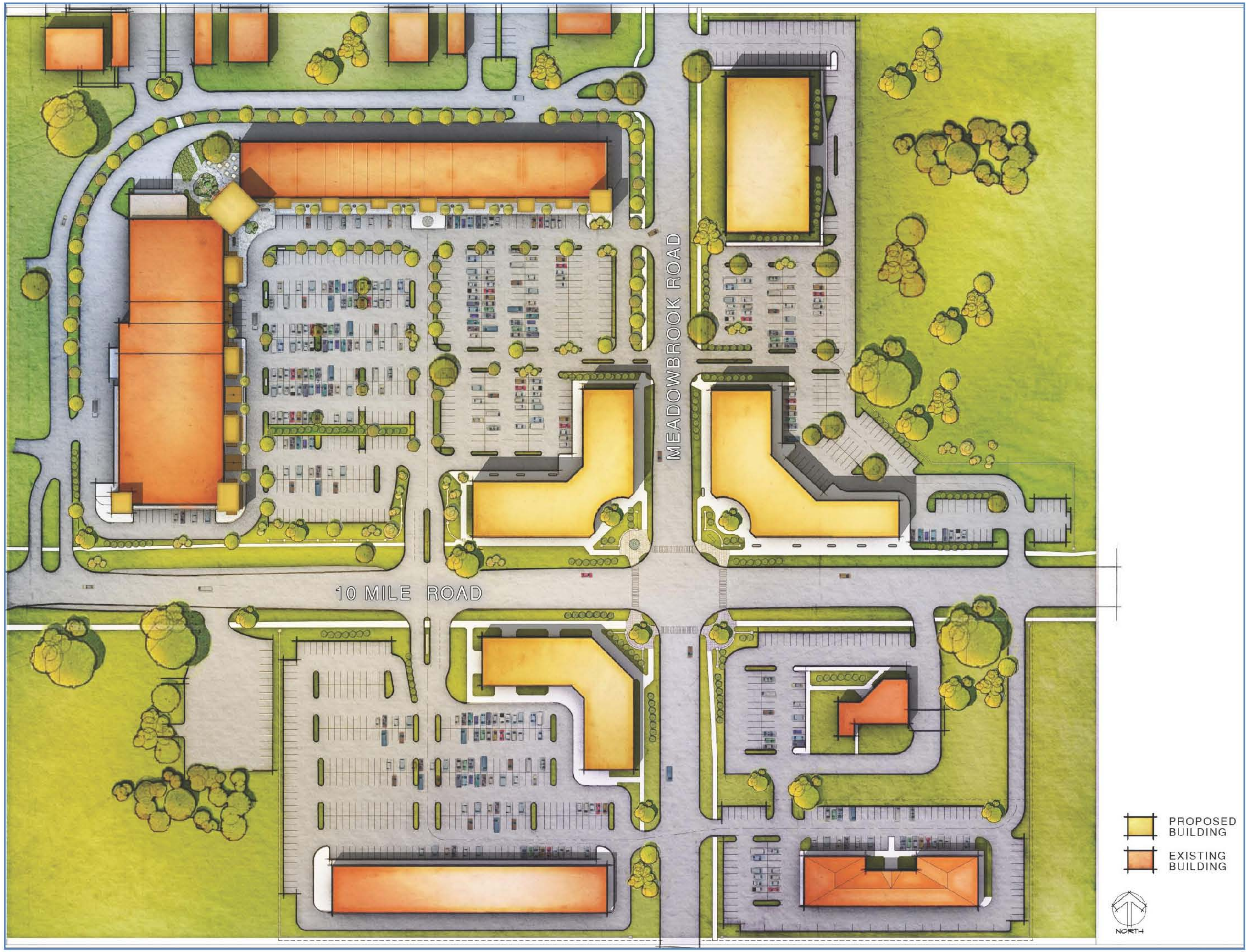
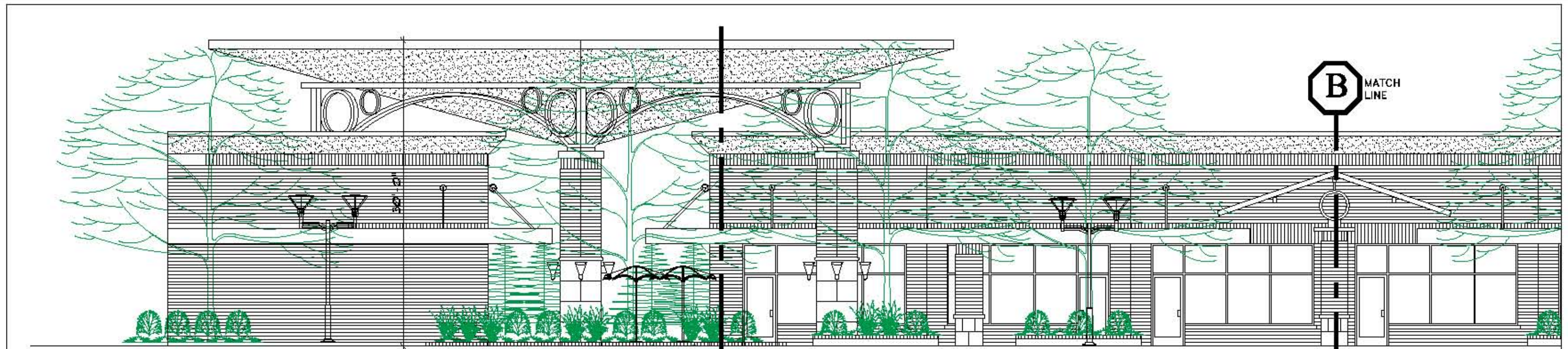
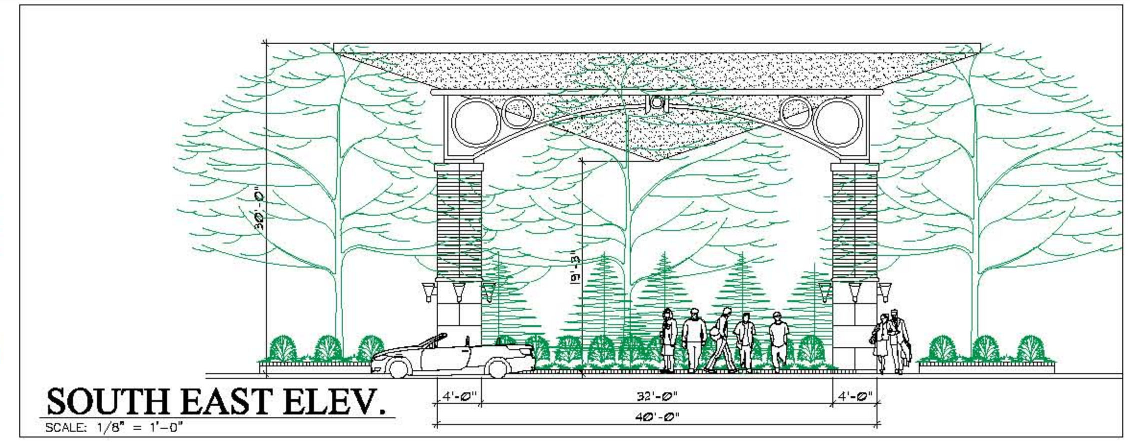


Figure 6-5. Architect's alternative rendering of the Visioning Plan presented in Chapter 5. Certain design elements have changed but most of the overall objectives still apply.



SOUTH ELEVATION
SCALE: 1/8" = 1'-0"



SOUTH EAST ELEV.
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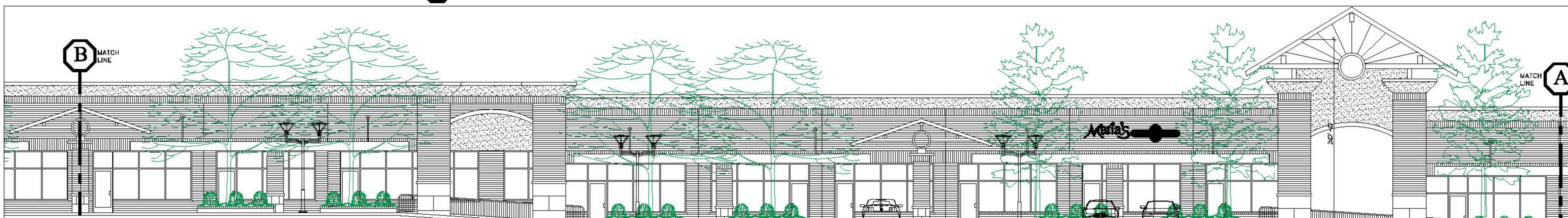
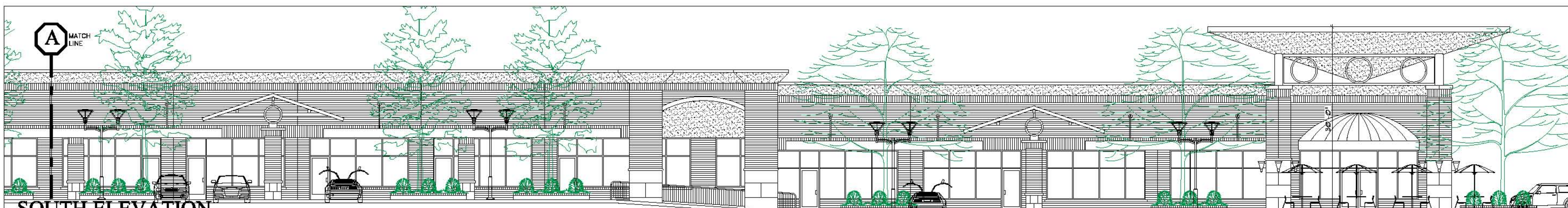
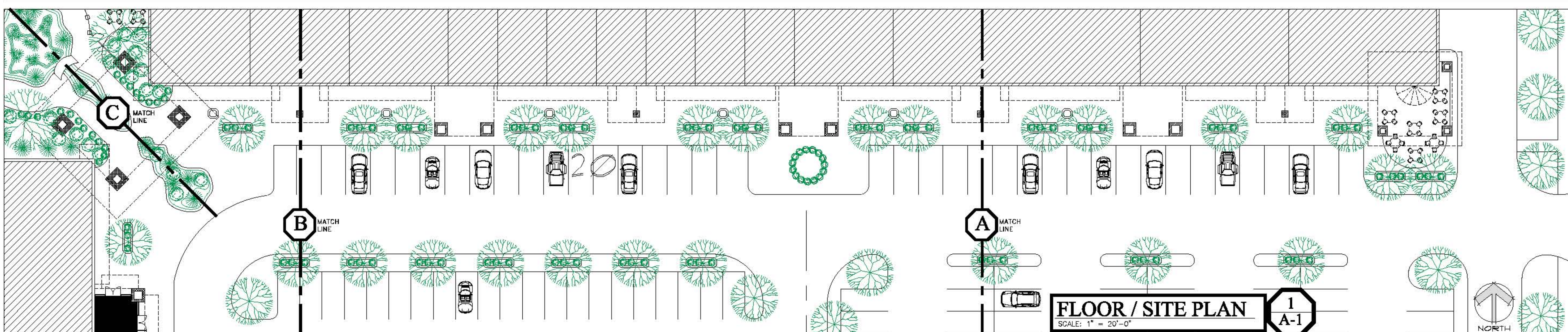


SOUTH ELEVATION
SCALE: 1/8" = 1'-0"



SOUTH ELEVATION
SCALE: 1/8" = 1'-0"



FLOOR / SITE PLAN
SCALE: 1" = 20'-0"
1
A-1

DRN & ASSOCIATES, ARCHITECTS, PC

Revisions:

CITY OF NOVI
Department of Planning & Community Development
10 Mile & Meadowborok PA210 Study

SHOPPING CENTER

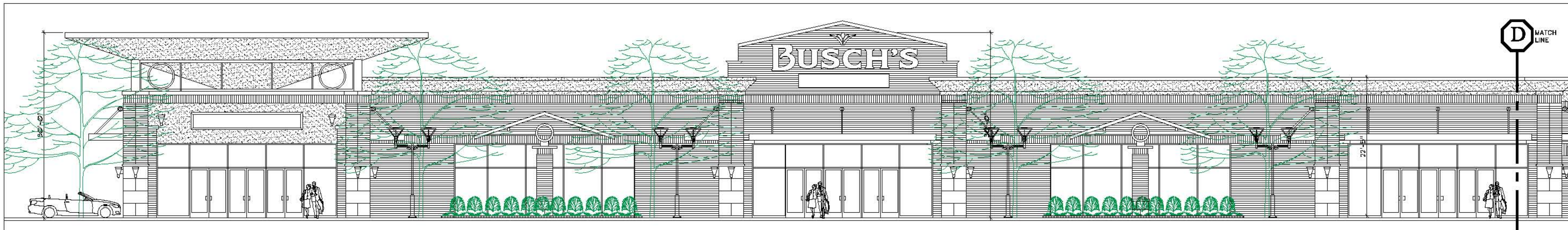
Scale
AS SHOWN

Date
2/27/2012

Sht. No.
A-1

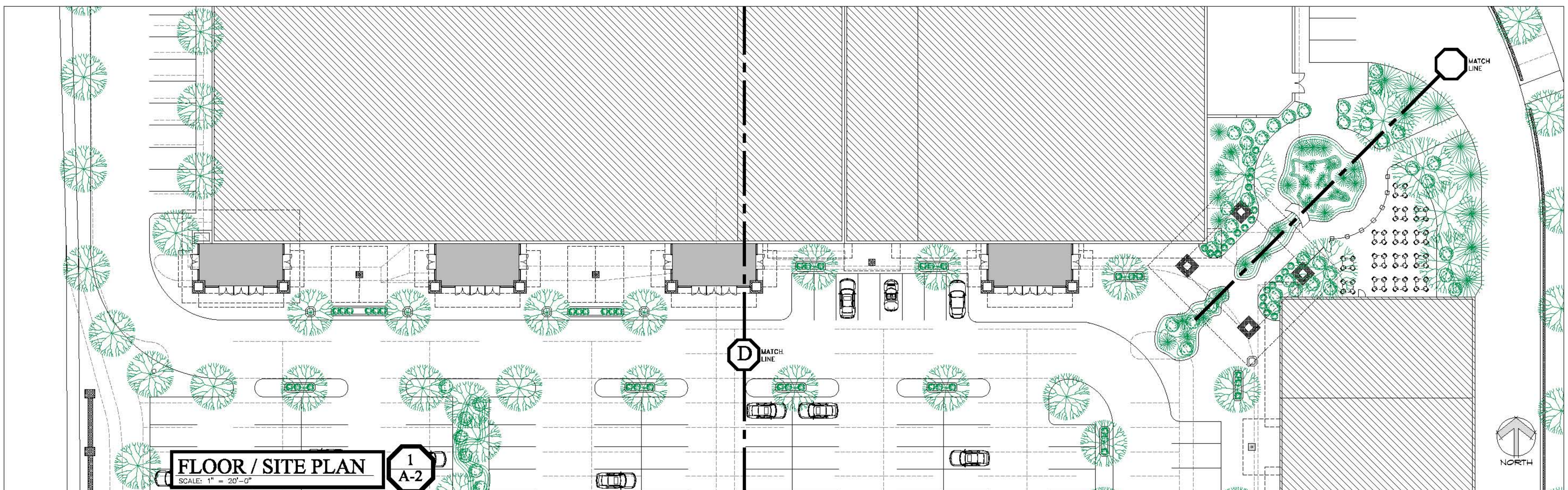
EAST ELEVATION

SCALE: 1/8" = 1'-0"



EAST ELEVATION

SCALE: 1/8" = 1'-0"



FLOOR / SITE PLAN

SCALE: 1" = 20'-0"

1
A-2

DRN & ASSOCIATES, ARCHITECTS, PC

Revisions:

CITY OF NOVI
Department of Planning & Community Development
10 Mile & Meadowbork PA210 Study

SHOPPING CENTER

Scale
AS SHOWN

Date
2/27/2012

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A-2

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Chapter 7. Implementation

Adoption of District Plan

The first step in implementing the recommendations of the Ten Mile and Meadowbrook Commercial Rehabilitation District Plan is for the Plan to be formally adopted by the Novi City Council. This adoption should take place after a draft of the Plan has been thoroughly reviewed by stakeholders within the District (property-owners, business-owners, etc.), residents of the adjacent neighborhoods, the general public, the City administration, the Master Plan and Zoning Committee, the Planning Commission, the Ordinance Review Committee, and the City Council. The City Council would have the option to approve a Resolution of Adoption for the District Plan, following a recommendation for approval from the Planning Commission.

Amendment of the Tax Abatement Policy

Once the District Plan has been formally adopted by the City Council, the Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation District should be amended to cite the District Plan where applicable. Those amendments to the Policy could include the following:

- Within the Policy's "General or Minimum Requirements for Eligibility" should be the requirement that "The applicant shall demonstrate compatibility with the recommendations of the Ten Mile and Meadowbrook Commercial Rehabilitation District Plan to the satisfaction of the City Council"
- Within the Policy's "Procedures" section, the language referencing the submittal procedure should include the requirement that "The submission must demonstrate compatibility with the recommendations of the Ten Mile and Meadowbrook Commercial Rehabilitation Plan to the satisfaction of the City Council"

Site Plan Review

In addition to the standard site plan review and approval procedure, the staff of the City's Community Development Department should have the opportunity to review any site plan for which the applicant is also applying for the Tax Abatement Policy to make a recommendation regarding its compatibility with the recommendations of the Ten Mile and Meadowbrook Commercial Rehabilitation District Plan. An Eligibility Checklist, consistent with the draft included in the Appendix of the District Plan, shall be completed by the applicant and submitted along with the standard site plan application for review and verification by Staff. Once the site plan review and Policy eligibility review is completed by staff, the site plan would be reviewed by the Planning Commission. The Planning Commission would review and approve the site plan per standard procedures, but would also make a recommendation to City Council regarding the project's eligibility for the Tax Abatement Policy. City Council would take the Planning Commission's recommendation under consideration, and would make the final determination of whether to grant the tax abatement to the project and for what duration (one to six years).

While the objectives and recommendations of the Ten Mile and Meadowbrook Commercial Rehabilitation District Plan would not be drafted into the Zoning Ordinance, any project seeking eligibility under the District's Tax Abatement Policy would be required to meet certain standards.

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APPENDIX

PA 210 of 2005
PA 82 of 2011
City of Novi Tax Abatement Policy for the Ten Mile and Meadowbrook Road Commercial Rehabilitation District
Tax Abatement Policy Eligibility Checklist
ESRI Demographic and Income Profile – 1-Mile Radius around Intersection of Ten Mile and Meadowbrook Roads
ESRI Tapestry Segment Descriptions – “In Style” and “Boomburbs”

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COMMERCIAL REHABILITATION ACT
Act 210 of 2005

AN ACT to provide for the establishment of commercial rehabilitation districts in certain local governmental units; to provide for the exemption from certain taxes; to levy and collect a specific tax upon the owners of certain qualified facilities; to provide for the disposition of the tax; to provide for the obtaining and transferring of an exemption certificate and to prescribe the contents of those certificates; to prescribe the powers and duties of certain local governmental officials; and to provide penalties.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

The People of the State of Michigan enact:

207.841 Short title.

Sec. 1. This act shall be known and may be cited as the "commercial rehabilitation act".

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.842 Definitions.

Sec. 2. As used in this act:

(a) "Commercial property" means land improvements classified by law for general ad valorem tax purposes as real property including real property assessable as personal property pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14, the primary purpose and use of which is the operation of a commercial business enterprise or multifamily residential use. Commercial property shall also include facilities related to a commercial business enterprise under the same ownership at that location, including, but not limited to, office, engineering, research and development, warehousing, parts distribution, retail sales, and other commercial activities. Commercial property also includes a building or group of contiguous buildings previously used for industrial purposes that will be converted to the operation of a commercial business enterprise. Commercial property does not include any of the following:

(*i*) Land.

(*ii*) Property of a public utility.

(b) "Commercial rehabilitation district" or "district" means an area not less than 3 acres in size of a qualified local governmental unit established as provided in section 3. However, if the commercial rehabilitation district is located in a downtown or business area or contains a qualified retail food establishment, as determined by the legislative body of the qualified local governmental unit, the district may be less than 3 acres in size.

(c) "Commercial rehabilitation exemption certificate" or "certificate" means the certificate issued under section 6.

(d) "Commercial rehabilitation tax" means the specific tax levied under this act.

(e) "Commission" means the state tax commission created by 1927 PA 360, MCL 209.101 to 209.107.

(f) "Department" means the department of treasury.

(g) "Multifamily residential use" means multifamily housing consisting of 5 or more units.

(h) "Qualified facility" means a qualified retail food establishment or a building or group of contiguous buildings of commercial property that is 15 years old or older or has been allocated for a new markets tax credit under section 45D of the internal revenue code, 26 USC 45D. Qualified facility also includes a building or a group of contiguous buildings, a portion of a building or group of contiguous buildings previously used for commercial or industrial purposes, obsolete industrial property, and vacant property which, within the immediately preceding 15 years, was commercial property as defined in subdivision (a). Qualified facility shall also include vacant property located in a city with a population of more than 500,000 according to the most recent federal decennial census and from which a previous structure has been demolished and on which commercial property is or will be newly constructed provided an application for a certificate has been filed with that city before July 1, 2010. A qualified facility also includes a hotel or motel that has additional meeting or convention space that is attached to a convention and trade center that is over 250,000 square feet in size and that is located in a county with a population of more than 1,100,000 and less than 1,600,000 as of the most recent decennial census. A qualified facility does not include property that is to be used as a professional sports stadium. A qualified facility does not include property that is to be used as a casino. As used in this subdivision, "casino" means a casino or a parking lot, hotel, motel, or retail store owned or operated by a casino, an affiliate, or an affiliated company, regulated by this state pursuant to the Michigan gaming control and revenue act, 1996 IL 1, MCL 432.201 to 432.226.

(i) "Qualified local governmental unit" means a city, village, or township.

(j) "Qualified retail food establishment" means property that meets all of the following:

(*i*) The property will be used primarily as a retail supermarket, grocery store, produce market, or delicatessen that offers unprocessed USDA-inspected meat and poultry products or meat products that carry the USDA organic seal, fresh fruits and vegetables, and dairy products for sale to the public.

(*ii*) The property meets 1 of the following:

(A) Is located in a qualified local governmental unit that is also located in a qualified local governmental unit as defined in section 2 of the obsolete property rehabilitation act, 2000 PA 146, MCL 125.2782, and is located in an underserved area.

(B) Is located in a qualified local governmental unit that is designated as rural as defined by the United States census bureau and is located in an underserved area.

(*iii*) The property was used as residential, commercial, or industrial property as allowed and conducted under the applicable zoning ordinance for the immediately preceding 30 years.

(k) "Rehabilitation" means changes to a qualified facility that are required to restore or modify the property, together with all appurtenances, to an economically efficient condition. Rehabilitation includes major renovation and modification including, but not necessarily limited to, the improvement of floor loads, correction of deficient or excessive height, new or improved fixed building equipment, including heating, ventilation, and lighting, reducing multistory facilities to 1 or 2 stories, improved structural support including foundations, improved roof structure and cover, floor replacement, improved wall placement, improved exterior and interior appearance of buildings, and other physical changes required to restore or change the property to an economically efficient condition. Rehabilitation for a qualified retail food establishment also includes new construction. Rehabilitation also includes new construction of a qualified facility that is a hotel or motel that has additional meeting or convention space that is attached to a convention and trade center that is over 250,000 square feet in size that is located in a county with a population of more than 1,100,000 and less than 1,600,000 as of the most recent decennial census, if that new construction is an economic benefit to the local community as determined by the qualified local governmental unit. Rehabilitation also includes new construction on vacant property from which a previous structure has been demolished and if the new construction is an economic benefit to the local community as determined by the qualified local governmental unit. Rehabilitation shall not include improvements aggregating less than 10% of the true cash value of the property at commencement of the rehabilitation of the qualified facility.

(*l*) "Taxable value" means the value determined under section 27a of the general property tax act, 1893 PA 206, MCL 211.27a.

(m) "Underserved area" means an area determined by the Michigan department of agriculture that contains a low or moderate income census tract and a below average supermarket density, an area that has a supermarket customer base with more than 50% living in a low income census tract, or an area that has demonstrated significant access limitations due to travel distance.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005;—Am. 2006, Act 554, Imd. Eff. Dec. 29, 2006;—Am. 2008, Act 3, Imd. Eff. Feb. 7, 2008;—Am. 2008, Act 118, Imd. Eff. Apr. 29, 2008;—Am. 2008, Act 231, Imd. Eff. July 17, 2008;—Am. 2008, Act 500, Imd. Eff. Jan. 13, 2009;—Am. 2011, Act 81, Imd. Eff. July 12, 2011;—Am. 2011, Act 82, Imd. Eff. July 12, 2011.

207.843 Commercial rehabilitation district; establishment by qualified rehabilitation district; adoption of resolution; notice and opportunity for hearing; findings and determination; rejection.

Sec. 3. (1) A qualified local governmental unit, by resolution of its legislative body, may establish 1 or more qualified rehabilitation districts that may consist of 1 or more parcels or tracts of land or a portion of a parcel or tract of land, if at the time the resolution is adopted, the parcel or tract of land or portion of a parcel or tract of land within the district is a qualified facility.

(2) The legislative body of a qualified local governmental unit may establish a commercial rehabilitation district on its own initiative or upon a written request filed by the owner or owners of property comprising at least 50% of all taxable value of the property located within a proposed commercial rehabilitation district. The written request must be filed with the clerk of the qualified local governmental unit.

(3) Before adopting a resolution establishing a commercial rehabilitation district, the legislative body shall give written notice by certified mail to the county in which the proposed district is to be located and the owners of all real property within the proposed commercial rehabilitation district and shall afford an opportunity for a hearing on the establishment of the commercial rehabilitation district at which any of those owners and any other resident or taxpayer of the qualified local governmental unit may appear and be heard. The legislative body shall give public notice of the hearing not less than 10 days or more than 30 days before the date of the hearing.

(4) The legislative body of the qualified local governmental unit, in its resolution establishing a

commercial rehabilitation district, shall set forth a finding and determination that the district meets the requirements set forth in subsection (1) and shall provide a copy of the resolution by certified mail to the county in which the district is located.

(5) Within 28 days after receiving a copy of the resolution establishing a commercial rehabilitation district, the county may reject the establishment of the district by 1 of the following methods:

(a) If the county has an elected county executive, by written notification to the qualified local governmental unit.

(b) If the county does not have an elected county executive, by a resolution of the county board of commissioners provided to the qualified local governmental unit.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.844 Commercial rehabilitation exemption certificate; filing application by owner of qualified facility; notice and hearing.

Sec. 4. (1) If a commercial rehabilitation district is established under section 3, the owner of a qualified facility may file an application for a commercial rehabilitation exemption certificate with the clerk of the qualified local governmental unit that established the commercial rehabilitation district. The application shall be filed in the manner and form prescribed by the commission. The application shall contain or be accompanied by a general description of the qualified facility, a general description of the proposed use of the qualified facility, the general nature and extent of the rehabilitation to be undertaken, a descriptive list of the fixed building equipment that will be a part of the qualified facility, a time schedule for undertaking and completing the rehabilitation of the qualified facility, a statement of the economic advantages expected from the exemption, including the number of jobs to be retained or created as a result of rehabilitating the qualified facility, including expected construction employment, and information relating to the requirements in section 8.

(2) Upon receipt of an application for a commercial rehabilitation exemption certificate, the clerk of the qualified local governmental unit shall notify in writing the assessor of the local tax collecting unit in which the qualified facility is located, and the legislative body of each taxing unit that levies ad valorem property taxes in the qualified local governmental unit in which the qualified facility is located. Before acting upon the application, the legislative body of the qualified local governmental unit shall hold a public hearing on the application and give public notice to the applicant, the assessor, a representative of the affected taxing units, and the general public. The hearing on each application shall be held separately from the hearing on the establishment of the commercial rehabilitation district.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.845 Commercial rehabilitation exemption certificate; approval or disapproval of application.

Sec. 5. The legislative body of the qualified local governmental unit, not more than 60 days after receipt of the application by the clerk, shall by resolution either approve or disapprove the application for a commercial rehabilitation exemption certificate in accordance with section 8 and the other provisions of this act. The clerk shall retain the original of the application and resolution. If approved, the clerk shall forward a copy of the application and resolution to the commission. If disapproved, the reasons shall be set forth in writing in the resolution, and the clerk shall send, by certified mail, a copy of the resolution to the applicant and to the assessor. A resolution is not effective unless approved by the commission as provided in section 6.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.846 Commercial rehabilitation exemption certificate; issuance; form; contents; effective date; maintenance of record and copies.

Sec. 6. (1) Not more than 60 days after receipt of a copy of the application and resolution adopted under section 5, the commission shall approve or disapprove the resolution.

(2) Following approval of the application by the legislative body of the qualified local governmental unit and the commission, the commission shall issue to the applicant a commercial rehabilitation exemption certificate in the form the commission determines, which shall contain all of the following:

(a) A legal description of the real property on which the qualified facility is located.

(b) A statement that unless revoked as provided in this act the certificate shall remain in force for the period stated in the certificate.

(c) A statement of the taxable value of the qualified facility, separately stated for real and personal property, for the tax year immediately preceding the effective date of the certificate after deducting the taxable value of the land and personal property other than personal property assessed pursuant to sections 8(d)

and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14.

(d) A statement of the period of time authorized by the legislative body of the qualified local governmental unit within which the rehabilitation shall be completed.

(e) If the period of time authorized by the legislative body of the qualified local governmental unit pursuant to subdivision (b) is less than 10 years, the exemption certificate shall contain the factors, criteria, and objectives, as determined by the resolution of the qualified local governmental unit, necessary for extending the period of time, if any.

(3) The effective date of the certificate is the December 31 immediately following the date of issuance of the certificate.

(4) The commission shall file with the clerk of the qualified local governmental unit a copy of the commercial rehabilitation exemption certificate, and the commission shall maintain a record of all certificates filed. The commission shall also send, by certified mail, a copy of the commercial rehabilitation exemption certificate to the applicant and the assessor of the local tax collecting unit in which the qualified facility is located.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.847 Exemption of qualified facility from tax; duration of force and effect of certificate; commencement; date of issuance; extension.

Sec. 7. (1) A qualified facility for which a commercial rehabilitation exemption certificate is in effect, but not the land on which the rehabilitated facility is located, or personal property other than personal property assessed pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14, for the period on and after the effective date of the certificate and continuing so long as the commercial rehabilitation exemption certificate is in force, is exempt from ad valorem property taxes collected under the general property tax act, 1893 PA 206, MCL 211.1 to 211.157.

(2) Unless earlier revoked as provided in section 12, a commercial rehabilitation exemption certificate shall remain in force and effect for a period to be determined by the legislative body of the qualified local governmental unit. The certificate may be issued for a period of at least 1 year, but not to exceed 10 years. If the number of years determined is less than 10, the certificate may be subject to review by the legislative body of the qualified local governmental unit and the certificate may be extended. The total amount of time determined for the certificate including any extensions shall not exceed 10 years after the completion of the qualified facility. The certificate shall commence with its effective date and end on the December 31 immediately following the last day of the number of years determined. The date of issuance of a certificate of occupancy, if required by appropriate authority, shall be the date of completion of the qualified facility.

(3) If the number of years determined by the legislative body of the qualified local governmental unit for the period a certificate remains in force is less than 10 years, the review of the certificate for the purpose of determining an extension shall be based upon factors, criteria, and objectives that shall be placed in writing, determined and approved at the time the certificate is approved by resolution of the legislative body of the qualified local governmental unit and sent, by certified mail, to the applicant, the assessor of the local tax collecting unit in which the qualified facility is located, and the commission.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.848 Separate finding; contents; compliance; requirements; applicability.

Sec. 8. (1) If the taxable value of the property proposed to be exempt pursuant to an application under consideration, considered together with the aggregate taxable value of property exempt under certificates previously granted and currently in force under this act or under 1974 PA 198, MCL 207.551 to 207.572, exceeds 5% of the taxable value of the qualified local governmental unit, the legislative body of the qualified local governmental unit shall make a separate finding and shall include a statement in its resolution approving the application that exceeding that amount shall not have the effect of substantially impeding the operation of the qualified local governmental unit or impairing the financial soundness of an affected taxing unit.

(2) The legislative body of the qualified local governmental unit shall not approve an application for a commercial rehabilitation exemption certificate unless the applicant complies with all of the following requirements:

(a) Except as otherwise provided in this subdivision or subsection (3), the commencement of the rehabilitation of the qualified facility does not occur earlier than 6 months before the applicant files the application for the commercial rehabilitation exemption certificate. However, through December 31, 2009, for a qualified facility that is a qualified retail food establishment, the commencement of the rehabilitation does not occur earlier than 42 months before the applicant files the application for the commercial rehabilitation exemption certificate.

(b) The application relates to a rehabilitation program that when completed constitutes a qualified facility within the meaning of this act and that shall be situated within a commercial rehabilitation district established in a qualified local governmental unit eligible under this act.

(c) Completion of the qualified facility is calculated to, and will at the time of issuance of the certificate have the reasonable likelihood to, increase commercial activity, create employment, retain employment, prevent a loss of employment, revitalize urban areas, or increase the number of residents in the community in which the qualified facility is situated.

(d) The applicant states, in writing, that the rehabilitation of the qualified facility, excluding qualified retail food establishments through December 31, 2009, would not be undertaken without the applicant's receipt of the exemption certificate.

(e) The applicant is not delinquent in the payment of any taxes related to the qualified facility.

(3) The provisions of subsection (2)(a) and (d) and the provision contained in section 4(1) that provides that the district must be established before an application is filed do not apply to the rehabilitation of a qualified facility located in a commercial rehabilitation district established by the legislative body of the qualified local governmental unit in 2011 for construction or rehabilitation that was commenced in August 2010 and for which an application for a commercial rehabilitation exemption certificate was filed in June 2010.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005;—Am. 2008, Act 231, Imd. Eff. July 17, 2008;—Am. 2008, Act 500, Imd. Eff. Jan. 13, 2009;—Am. 2011, Act 82, Imd. Eff. July 12, 2011.

207.849 Determining value of each qualified facility.

Sec. 9. The assessor of each qualified local governmental unit in which there is a qualified facility with respect to which 1 or more commercial rehabilitation exemption certificates have been issued and are in force shall determine annually as of December 31 the value and taxable value, both for real and personal property, of each qualified facility separately, having the benefit of a certificate and upon receipt of notice of the filing of an application for the issuance of a certificate, shall determine and furnish to the local legislative body the value and the taxable value of the property to which the application pertains and other information as may be necessary to permit the local legislative body to make the determinations required by section 8(2).

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.850 Commercial rehabilitation tax; determination of amount; payment; exemption; qualified retail food establishment; certificate issued before December 31, 2009.

Sec. 10. (1) There is levied upon every owner of a qualified facility to which a commercial rehabilitation exemption certificate is issued a specific tax to be known as the commercial rehabilitation tax.

(2) Except as otherwise provided in subsection (8), the amount of the commercial rehabilitation tax, in each year, shall be determined by adding the results of both of the following calculations:

(a) Multiplying the total mills levied as ad valorem taxes for that year by all taxing units within which the qualified facility is located by the taxable value of the real and personal property of the qualified facility on the December 31 immediately preceding the effective date of the commercial rehabilitation exemption certificate after deducting the taxable value of the land and of personal property other than personal property assessed pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14, for the tax year immediately preceding the effective date of the commercial rehabilitation exemption certificate.

(b) Multiplying the mills levied for school operating purposes for that year under the revised school code, 1976 PA 451, MCL 380.1 to 380.1852, and the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, by the taxable value of the real and personal property of the qualified facility, after deducting all of the following:

(*i*) The taxable value of the land and of the personal property other than personal property assessed pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14.

(*ii*) The taxable value used to calculate the tax under subdivision (a).

(3) The commercial rehabilitation tax is an annual tax, payable at the same times, in the same installments, and to the same officer or officers as taxes imposed under the general property tax act, 1893 PA 206, MCL 211.1 to 211.155, are payable. Except as otherwise provided in this section, the officer or officers shall disburse the commercial rehabilitation tax payments received by the officer or officers each year to and among this state, cities, school districts, counties, and authorities, at the same times and in the same proportions as required by law for the disbursement of taxes collected under the general property tax act, 1893 PA 206, MCL 211.1 to 211.155.

(4) For intermediate school districts receiving state aid under sections 56, 62, and 81 of the state school aid

act of 1979, 1979 PA 94, MCL 388.1656, 388.1662, and 388.1681, of the amount of commercial rehabilitation tax that would otherwise be disbursed to an intermediate school district, all or a portion, to be determined on the basis of the tax rates being utilized to compute the amount of state aid, shall be paid to the state treasury to the credit of the state school aid fund established by section 11 of article IX of the state constitution of 1963.

(5) The amount of commercial rehabilitation tax described in subsections (2)(a) and (8)(a) that would otherwise be disbursed to a local school district for school operating purposes, and all of the amount described in subsections (2)(b) and (8)(b), shall be paid instead to the state treasury and credited to the state school aid fund established by section 11 of article IX of the state constitution of 1963.

(6) The officer or officers shall send a copy of the amount of disbursement made to each unit under this section to the commission on a form provided by the commission.

(7) A qualified facility located in a renaissance zone under the Michigan renaissance zone act, 1996 PA 376, MCL 125.2681 to 125.2696, is exempt from the commercial rehabilitation tax levied under this act to the extent and for the duration provided pursuant to the Michigan renaissance zone act, 1996 PA 376, MCL 125.2681 to 125.2696, except for that portion of the commercial rehabilitation tax attributable to a special assessment or a tax described in section 7ff(2) of the general property tax act, 1893 PA 206, MCL 211.7ff. The commercial rehabilitation tax calculated under this subsection shall be disbursed proportionately to the taxing unit or units that levied the special assessment or the tax described in section 7ff(2) of the general property tax act, 1893 PA 206, MCL 211.7ff.

(8) The amount of the commercial rehabilitation tax, in each year, for a qualified retail food establishment that was issued a certificate on or before December 31, 2009, shall be determined by adding the results of both of the following calculations:

(a) Multiplying the total mills levied as ad valorem taxes for that year by all taxing units within which the qualified facility is located by the taxable value of the real and personal property of the qualified facility on the December 31 immediately preceding the rehabilitation after deducting the taxable valuation of the land and of personal property other than personal property assessed pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14, for the tax year immediately preceding the rehabilitation.

(b) Multiplying the mills levied for school operating purposes for that year under the revised school code, 1976 PA 451, MCL 380.1 to 380.1852, and the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, by the taxable value of the real and personal property of the qualified retail food establishment, after deducting all of the following:

(*i*) The taxable value of the land and of the personal property other than personal property assessed pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14.

(*ii*) The taxable value used to calculate the tax under subdivision (a).

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005;—Am. 2008, Act 500, Imd. Eff. Jan. 13, 2009.

207.851 Lien.

Sec. 11. The amount of the tax applicable to real property, until paid, is a lien upon the real property to which the certificate is applicable. Proceedings upon the lien as provided by law for the foreclosure in the circuit court of mortgage liens upon real property may commence only upon the filing by the appropriate collecting officer of a certificate of nonpayment of the commercial rehabilitation tax applicable to real property, together with an affidavit of proof of service of the certificate of nonpayment upon the owner of the qualified facility by certified mail, with the register of deeds of the county in which the qualified facility is situated.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.852 Commercial rehabilitation exemption certificate; revocation.

Sec. 12. The legislative body of the qualified local governmental unit may, by resolution, revoke the commercial rehabilitation exemption certificate of a facility if it finds that the completion of rehabilitation of the qualified facility has not occurred within the time authorized by the legislative body in the exemption certificate or a duly authorized extension of that time, or that the holder of the commercial rehabilitation exemption certificate has not proceeded in good faith with the operation of the qualified facility in a manner consistent with the purposes of this act and in the absence of circumstances that are beyond the control of the holder of the exemption certificate.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.853 Transfer and assignment of certificate.

Sec. 13. A commercial rehabilitation exemption certificate may be transferred and assigned by the holder of the certificate to a new owner of the qualified facility if the qualified local governmental unit approves the transfer after application by the new owner.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.854 Status report by local government.

Sec. 14. Not later than October 15 each year, each qualified local governmental unit granting a commercial rehabilitation exemption shall report to the commission on the status of each exemption. The report must include the current value of the property to which the exemption pertains, the value on which the commercial rehabilitation tax is based, and a current estimate of the number of jobs retained or created by the exemption.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.855 Report to legislature.

Sec. 15. (1) The department annually shall prepare and submit to the committees of the house of representatives and senate responsible for tax policy and economic development issues a report on the utilization of commercial rehabilitation districts, based on the information filed with the commission.

(2) After this act has been in effect for 3 years, the department shall prepare and submit to the committees of the house of representatives and senate responsible for tax policy and economic development issues an economic analysis of the costs and benefits of this act in the 3 qualified local governmental units in which it has been most heavily utilized.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

207.856 Exemption not granted after December 31, 2015.

Sec. 16. A new exemption shall not be granted under this act after December 31, 2015, but an exemption then in effect shall continue until the expiration of the exemption certificate.

History: 2005, Act 210, Imd. Eff. Nov. 17, 2005.

Act No. 82
Public Acts of 2011
Approved by the Governor
July 12, 2011
Filed with the Secretary of State
July 12, 2011
EFFECTIVE DATE: July 12, 2011

STATE OF MICHIGAN
96TH LEGISLATURE
REGULAR SESSION OF 2011

Introduced by Senators Kowall, Young, Emmons, Bieda, Hunter and Brandenburg

ENROLLED SENATE BILL No. 223

AN ACT to amend 2005 PA 210, entitled "An act to provide for the establishment of commercial rehabilitation districts in certain local governmental units; to provide for the exemption from certain taxes; to levy and collect a specific tax upon the owners of certain qualified facilities; to provide for the disposition of the tax; to provide for the obtaining and transferring of an exemption certificate and to prescribe the contents of those certificates; to prescribe the powers and duties of certain local governmental officials; and to provide penalties," by amending sections 2 and 8 (MCL 207.842 and 207.848), as amended by 2008 PA 500.

The People of the State of Michigan enact:

Sec. 2. As used in this act:

(a) "Commercial property" means land improvements classified by law for general ad valorem tax purposes as real property including real property assessable as personal property pursuant to sections 8(d) and 14(6) of the general property tax act, 1893 PA 206, MCL 211.8 and 211.14, the primary purpose and use of which is the operation of a commercial business enterprise or multifamily residential use. Commercial property shall also include facilities related to a commercial business enterprise under the same ownership at that location, including, but not limited to, office, engineering, research and development, warehousing, parts distribution, retail sales, and other commercial activities. Commercial property also includes a building or group of contiguous buildings previously used for industrial purposes that will be converted to the operation of a commercial business enterprise. Commercial property does not include any of the following:

(*i*) Land.

(*ii*) Property of a public utility.

(b) "Commercial rehabilitation district" or "district" means an area not less than 3 acres in size of a qualified local governmental unit established as provided in section 3. However, if the commercial rehabilitation district is located in a downtown or business area or contains a qualified retail food establishment, as determined by the legislative body of the qualified local governmental unit, the district may be less than 3 acres in size.

(c) "Commercial rehabilitation exemption certificate" or "certificate" means the certificate issued under section 6.

(d) "Commercial rehabilitation tax" means the specific tax levied under this act.

(e) "Commission" means the state tax commission created by 1927 PA 360, MCL 209.101 to 209.107.

(f) "Department" means the department of treasury.

(g) "Multifamily residential use" means multifamily housing consisting of 5 or more units.

(h) "Qualified facility" means a qualified retail food establishment or a building or group of contiguous buildings of commercial property that is 15 years old or older or has been allocated for a new markets tax credit under section 45D of the internal revenue code, 26 USC 45D. Qualified facility also includes a building or a group of contiguous buildings, a portion of a building or group of contiguous buildings previously used for commercial or industrial purposes, obsolete industrial property, and vacant property which, within the immediately preceding 15 years, was commercial property as defined in subdivision (a). Qualified facility shall also include vacant property located in a city with a population of more than 500,000 according to the most recent federal decennial census and from which a previous structure has been demolished and on which commercial property is or will be newly constructed provided an application for a certificate has been filed with that city before July 1, 2010. A qualified facility also includes a hotel or motel that has additional meeting or convention space that is attached to a convention and trade center that is over 250,000 square feet in size and that is located in a county with a population of more than 1,100,000 and less than 1,600,000 as of the most recent decennial census. A qualified facility does not include property that is to be used as a professional sports stadium. A qualified facility does not include property that is to be used as a casino. As used in this subdivision, "casino" means a casino or a parking lot, hotel, motel, or retail store owned or operated by a casino, an affiliate, or an affiliated company, regulated by this state pursuant to the Michigan gaming control and revenue act, 1996 IL 1, MCL 432.201 to 432.226.

(i) "Qualified local governmental unit" means a city, village, or township.

(j) "Qualified retail food establishment" means property that meets all of the following:

(*i*) The property will be used primarily as a retail supermarket, grocery store, produce market, or delicatessen that offers unprocessed USDA-inspected meat and poultry products or meat products that carry the USDA organic seal, fresh fruits and vegetables, and dairy products for sale to the public.

(*ii*) The property meets 1 of the following:

(A) Is located in a qualified local governmental unit that is also located in a qualified local governmental unit as defined in section 2 of the obsolete property rehabilitation act, 2000 PA 146, MCL 125.2782, and is located in an underserved area.

(B) Is located in a qualified local governmental unit that is designated as rural as defined by the United States census bureau and is located in an underserved area.

(*iii*) The property was used as residential, commercial, or industrial property as allowed and conducted under the applicable zoning ordinance for the immediately preceding 30 years.

(k) "Rehabilitation" means changes to a qualified facility that are required to restore or modify the property, together with all appurtenances, to an economically efficient condition. Rehabilitation includes major renovation and modification including, but not necessarily limited to, the improvement of floor loads, correction of deficient or excessive height, new or improved fixed building equipment, including heating, ventilation, and lighting, reducing multistory facilities to 1 or 2 stories, improved structural support including foundations, improved roof structure and cover, floor replacement, improved wall placement, improved exterior and interior appearance of buildings, and other physical changes required to restore or change the property to an economically efficient condition. Rehabilitation for a qualified retail food establishment also includes new construction. Rehabilitation also includes new construction of a qualified facility that is a hotel or motel that has additional meeting or convention space that is attached to a convention and trade center that is over 250,000 square feet in size that is located in a county with a population of more than 1,100,000 and less than 1,600,000 as of the most recent decennial census, if that new construction is an economic benefit to the local community as determined by the qualified local governmental unit. Rehabilitation also includes new construction on vacant property from which a previous structure has been demolished and if the new construction is an economic benefit to the local community as determined by the qualified local governmental unit. Rehabilitation shall not include improvements aggregating less than 10% of the true cash value of the property at commencement of the rehabilitation of the qualified facility.

(*l*) "Taxable value" means the value determined under section 27a of the general property tax act, 1893 PA 206, MCL 211.27a.

(m) "Underserved area" means an area determined by the Michigan department of agriculture that contains a low or moderate income census tract and a below average supermarket density, an area that has a supermarket customer base with more than 50% living in a low income census tract, or an area that has demonstrated significant access limitations due to travel distance.

Sec. 8. (1) If the taxable value of the property proposed to be exempt pursuant to an application under consideration, considered together with the aggregate taxable value of property exempt under certificates previously granted and currently in force under this act or under 1974 PA 198, MCL 207.551 to 207.572, exceeds 5% of the taxable value of the qualified local governmental unit, the legislative body of the qualified local governmental unit shall make a separate finding and shall include a statement in its resolution approving the application that exceeding that amount shall not have the effect of substantially impeding the operation of the qualified local governmental unit or impairing the financial soundness of an affected taxing unit.

(2) The legislative body of the qualified local governmental unit shall not approve an application for a commercial rehabilitation exemption certificate unless the applicant complies with all of the following requirements:

(a) Except as otherwise provided in this subdivision or subsection (3), the commencement of the rehabilitation of the qualified facility does not occur earlier than 6 months before the applicant files the application for the commercial rehabilitation exemption certificate. However, through December 31, 2009, for a qualified facility that is a qualified retail food establishment, the commencement of the rehabilitation does not occur earlier than 42 months before the applicant files the application for the commercial rehabilitation exemption certificate.

(b) The application relates to a rehabilitation program that when completed constitutes a qualified facility within the meaning of this act and that shall be situated within a commercial rehabilitation district established in a qualified local governmental unit eligible under this act.

(c) Completion of the qualified facility is calculated to, and will at the time of issuance of the certificate have the reasonable likelihood to, increase commercial activity, create employment, retain employment, prevent a loss of employment, revitalize urban areas, or increase the number of residents in the community in which the qualified facility is situated.

(d) The applicant states, in writing, that the rehabilitation of the qualified facility, excluding qualified retail food establishments through December 31, 2009, would not be undertaken without the applicant's receipt of the exemption certificate.

(e) The applicant is not delinquent in the payment of any taxes related to the qualified facility.

(3) The provisions of subsection (2)(a) and (d) and the provision contained in section 4(1) that provides that the district must be established before an application is filed do not apply to the rehabilitation of a qualified facility located in a commercial rehabilitation district established by the legislative body of the qualified local governmental unit in 2011 for construction or rehabilitation that was commenced in August 2010 and for which an application for a commercial rehabilitation exemption certificate was filed in June 2010.

This act is ordered to take immediate effect.

Carol Morey Viventi

Secretary of the Senate

Gary L Randall

Clerk of the House of Representatives

Approved ....

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Governor

CITY OF NOVI
cityofnovi.org

City of Novi
Tax Abatement Policy
Commercial Rehabilitation Act PA 210
10 Mile and Meadowbrook District

Real Property Tax Abatement Statement of Purpose

The Commercial Rehabilitation Act, PA 210 of 2005, which offers certain qualified properties a real property tax abatement for a period of 1 to 10 years, as determined by the local community, was amended on July 12, 2011 (2011 PA 82) to expand its potential applicability to a broader category of commercial properties, and to add to the definition a qualified building a hotel or motel with meeting space that is attached to a convention and trade center that is over 250,000 square feet in size and in located in a county of a certain size (like Oakland County).

The City of Novi is a vibrant and growing community, with fair *ad valorem* tax millages and regulatory structures. The City is not, therefore, interested in establishing Commercial Rehabilitation Districts or granting tax exemption certificates to most of the commercial properties within the City. However, the City of Novi has adopted a policy for a Commercial Rehabilitation District for a convention and trade center within the City as allowed under the recent amendments to the Act. The Novi City Council has also identified a very limited number of other potential Commercial Rehabilitation Districts within the City that, because of their unique location or history, would benefit from this incentive.

This specific policy document relates to the property located in the area of the Ten Mile and Meadowbrook intersection. The City has identified this limited area as a possible beneficiary of a tax exemption certificate as a means to encourage and facilitate the redevelopment of an area of the City that is zoned and used for business/commercial uses but is, in the City's determination, uniquely under-utilized in terms of its existing zoning classification in part because of the age and/or configuration of the existing centers, buildings, and developments in the area. The City's primary purpose in considering this limited District, then, would be to facilitate, encourage, and incentivize improvements to these existing commercial centers/buildings, from façade improvements to reconstruction or repurposing, accordance with existing City land use plans and standards.

Objectives to be Achieved by Granting a Commercial Rehabilitation Tax Abatement for Ten Mile/Meadowbrook Area

Applications for a Public Act 210 Tax abatement in connection with the Ten Mile and Meadowbrook area will be evaluated in terms of the likelihood that they will achieve some or all of the following objectives of the City of Novi:

A. To encourage and promote a significant redevelopment of or improvements to the existing commercial buildings/centers in the area, such that the capital investment will serve as a catalyst for other substantial investments within the community, specifically related to the southeast portion of the City.
B. To create or retain a significant number of employment opportunities that offer competitive wages within the industry.

C. To judiciously and prudently use all tools available to improve the quality of life in the City of Novi, in a manner that assures that the long-term benefits of such action outweigh the short-term costs and foregone revenue.

The specific intention of the City in this area is to encourage improvements to the larger existing centers within the District and also the assembly of smaller parcels for redevelopment. The character of any redevelopment proposed for an abatement in this District must comply with the any and all land use plans for the area. The City contemplates redevelopment around a common theme to be established through a planning process led by the City's Master Plan and Zoning Committee. No certificates under PA 210 will be issued until that planning process has been completed and approved by both the Planning Commission and the City Council.

General or Minimum Requirements for Eligibility

Every applicant must satisfy the following:

A. The property must be greater than 2 acres in area—small, individual parcels may be assembled to meet this size requirement.
B. The project must be fully compatible with the City's zoning ordinance and master plan for land use and other ordinance requirements.
C. The applicant must clearly and convincingly demonstrate that it would not construct or conduct the improvements in the City if tax abatement was not approved.
D. Any approved tax abatements will undergo a yearly compliance review.
E. Rehabilitation/construction value hard costs equal to at least 50% of current real property value. Deferred and normal maintenance costs and hazardous material remediation are ineligible for inclusion in this amount.
F. The approved site plan for the proposed and final configuration of the property must comply to the fullest extent possible with current Novi zoning ordinance and development standards with regard to:

a. Landscaping, including parking islands
b. elimination of exterior storage unless allowed in the district
c. street trees
d. storm water management and treatment
e. required/enhanced façade materials
f. rooftop equipment screening
g. fire lanes and emergency access
h. buffering, including parking and adjacent residential uses,
i. screening of accessory uses and structure (dumpsters),
j. shared parking and interconnected pedestrian access, sidewalks and pathways,
k. parking lot and building lighting
l. restoration of pavement and curbing, and
m. signage to the degree physically possible.

G. Configuration of rehabilitated or proposed structures must comply with current Novi Fire Code and Michigan Building Codes and also with respect to fire suppression systems, fire alarm/voice alarm communication systems, building height and area limitations and Barrier Free Access.

Review Criteria Specific to Project

The following criteria will be used to evaluate specific requests for a tax abatement in terms of the **net benefit to the City and its residents and businesses**, and to determine the number of years of the abatement. The City Council reserves the right to modify the tax abatement criteria to reflect the changing objectives, priorities, or conditions of the community. The applicant shall provide **sufficient information** to the City to allow it to conduct a full and complete review of the stated criteria.

A. The value or cost the proposed improvement (i.e., the capital investment)
B. The quality of the proposed construction (architectural drawings, site plans, etc.)
C. The expected economic life of the improvement
D. The aesthetic value of the improvements – façade, materials, workmanship, etc.
E. The total expected local abatement amount
F. The amount of real and personal property taxes already paid by the existing development
G. Any additional costs to the City, direct or indirect (e.g., additional required infrastructure, public safety impacts, traffic concerns, and the like)
H. The estimated number of jobs added or retained by the proposed facility improvement.
I. The extent to which the applicant commits to the use of local (City of Novi) vendors, suppliers, and contractors,
J. The extent to which the project will enhance opportunities for other existing or planned businesses in the City of Novi as part of the overall net economic benefits of the project to the City and its businesses and residents
K. The environmental impact of the project and improvements—on woodlands, wetlands, storm water, air quality, etc.

Limitations

A. The maximum time period for an abatement is six (6) years.
B. The property must be a minimum of 2 acres in area.
C. Construction of improvements must not have started more than 6 months before an application for abatement was received by the City, and must be located in a Commercial Rehabilitation District established before the commencement of the project.
D. There must be no outstanding taxes, fines, or liens owed by the applicant or entity with regard to the property at issue.

Agreement Required

The City will require a written agreement with the applicant that will include, as a minimum:

(1) The term of the abatement;
(2) Any conditions required by the City Council in connection with the grant of the abatement, as to which the City reserves all rights to determine in the interests of the City;

(3) Any reporting requirements established by the City with respect to the information stated above and/or provided by the applicant, whether required and described under PA 210 itself or established by the City as appropriate to the project and the agreement;
(4) Events of default that will automatically terminate the agreement, including (by way of example only):

(a) Closure/abandonment/sale of building
(b) Change of use
(c) Failure to use local vendors.
(d) Failure to create new jobs as represented to the City.
(e) Failure to complete construction in a timely manner.
(f) Failure to meet any reporting requirements.
(g) Delinquency with regard to property taxes and/or to timely and properly follow legal procedures for contest.
(h) Failure to comply with local ordinances.
(i) Assignment without approval of the City

(5) Any "claw back" or restitution provisions determined by the City to be necessary as appropriate to a specific project, under which the City will be paid back the amount of the abatement in the event of certain kinds of defaults

Procedures

The applicant must submit a submittal form prepared by the City and an application provided by the State of Michigan. The documents and the submission will be judged on its own individual merits, on a case-by-case basis, with respect the achievement of the economic development goals of the City and satisfaction of the criteria outlined in this policy.

Applicants bear the burden of proof and must substantially satisfy conditions of the policy at initial application in order to be considered for abatement.

Review of applications shall be as required by statute. The City may approve, deny, or approve the proposal with conditions within the time specified by statute.

All procedures, rights, and obligations concerning such exemptions are subject to Act 210. The City reserves the sole discretion, to the fullest extent available under the law, to review each application and determine whether the project meets the City's goals and the review criteria, and to determine whether the project would be beneficial to the City, whether the applicant merits consideration, and whether any other conditions exist that affect the City determination to grant or deny an application.

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Ten Mile and Meadowbrook Road Commercial Rehabilitation District Tax Abatement Policy
ELIGIBILITY CHECKLIST (DRAFT)

Eligibility Criteria	Yes	No	Somewhat	Not Applicable	Undetermined	Notes
Subject property is greater than two acres in area						
Proposed project complies with all applicable standards of the Zoning Ordinance, is consistent with the City's Master Plan for Land Use, and complies with all other applicable City ordinances						
The applicant has convincingly demonstrated that they would not undertake the project without approval of the tax abatement						
Applicant agrees to undergo a yearly compliance review						
Project hard costs are equal to at least 50% of current real property value						
Complies with Zoning Ordinance standards with respect to:						
• Landscaping						
• Elimination of noncompliant outdoor storage						
• Street trees						
• Stormwater management and treatment						
• Required / enhance façade materials						
• Rooftop equipment screening						
• Fire lanes and emergency access						
• Buffering of parking						
• Buffering from adjacent residential						
• Screening of loading areas						
• Screening of dumpsters						
• Screening of other accessory uses or structures						
• Shared parking						
• Pedestrian access, sidewalks, and pathways						
• Parking lot design and construction (including curbs)						
• Parking lot lighting						
• Building lighting						
• Driveway location, design, and location						
• Signage (wall signs and freestanding signs)						

Eligibility Criteria	Yes	No	Somewhat	Not Applicable	Undetermined	Notes
The project is consistent with the Conceptual Objectives and corresponding Concept Plan of Chapter 5 of the Ten Mile and Meadowbrook Road Commercial Rehabilitation District Plan, including (but not limited to)						
• Consolidated / shared driveways						
• "Green" design elements						
• Non-motorized / pedestrian amenities						
• Enhanced landscaping						
• Off-site improvements (e.g. improvements to intersection corners)						
The project is consistent with the vision and scope of the Design Guidelines of Chapter 6 of the Ten Mile and Meadowbrook Road Commercial Rehabilitation District Plan, including (but not limited to)						
• Architectural elements						
• Building materials						
• Lighting						
• Amenities						

	1 Mile Radius
Population	
1990 Population	9,264
2000 Population	9,916
2010 Population	10,234
2015 Population	10,240
1990-2000 Annual Rate	0.68%
2000-2010 Annual Rate	0.31%
2010-2015 Annual Rate	0.01%
2010 Male Population	47.6%
2010 Female Population	52.4%
2010 Median Age	40.3

In the identified market area, the current year population is 10,234. In 2000, the Census count in the market area was 9,916. The rate of change since 2000 was 0.31 percent annually. The five-year projection for the population in the market area is 10,240, representing a change of 0.01 percent annually from 2010 to 2015. Currently, the population is 47.6 percent male and 52.4 percent female.

Population by Employment

Currently, 90.2 percent of the civilian labor force in the indentified market area is employed and 9.8 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 92.0 percent of the civilian labor force, and unemployment will be 8.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 74.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

82.6 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
9.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
8.1 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 90.4 percent of the market area population drove alone to work, and 2.3 percent worked at home. The average travel time to work in 2000 was 24.5 minutes in the market area, compared to the U.S average of 25.5 minutes.

Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

4.5 percent had not earned a high school diploma (14.8 percent in the U.S)
16.4 percent were high school graduates only (29.6 percent in the U.S.)
7.1 percent had completed an Associate degree (7.7 percent in the U.S.)
34.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
17.2 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Per Capita Income	
1990 Per Capita Income	$20,888
2000 Per Capita Income	$34,510
2010 Per Capita Income	$44,338
2015 Per Capita Income	$50,407
1990-2000 Annual Rate	5.15%
2000-2010 Annual Rate	2.47%
2010-2015 Annual Rate	2.60%
Households	
1990 Households	3,609
2000 Households	4,204
2010 Total Households	4,438
2015 Total Households	4,468
1990-2000 Annual Rate	1.54%
2000-2010 Annual Rate	0.53%
2010-2015 Annual Rate	0.13%
2010 Average Household Size	2.27

The household count in this market area has changed from 4,204 in 2000 to 4,438 in the current year, a change of 0.53 percent annually. The five-year projection of households is 4,468, a change of 0.14 percent annually from the current year total. Average household size is currently 2.27, compared to 2.32 in the year 2000. The number of families in the current year is 2,720 in the market area.

Data Note: Income is expressed in current dollars
Source: U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

esri Executive Summary
1 Mile Radius Prepared By Business Analyst Desktop

1 Mile Radius

Households by Income

Current median household income is $83,596 in the market area, compared to $54,442 for all U.S. households. Median household income is projected to be $98,201 in five years. In 2000, median household income was $66,411.

Current average household income is $104,637 in this market area, compared to $70,173 for all U.S households. Average household income is projected to be $118,433 in five years. In 2000, average household income was $82,278, compared to $53,535 in 1990.

Current per capita income is $44,338 in the market area, compared to the U.S. per capita income of $26,739. The per capita income is projected to be $50,407 in five years. In 2000, the per capita income was $34,510, compared to $20,888 in 1990.

Median Household Income	
2000 Median Household Income	$66,411
2010 Median Household Income	$83,596
2015 Median Household Income	$98,201
2000-2010 Annual Rate	2.27%
2010-2015 Annual Rate	3.27%
Average Household Income	
1990 Average Household Income	$53,535
2000 Average Household Income	$82,278
2010 Average Household Income	$104,637
2015 Average Household Income	$118,433
1990-2000 Annual Rate	4.39%
2000-2010 Annual Rate	2.37%
2010-2015 Annual Rate	2.51%
2010 Housing	
1990 Total Housing Units	3,857
2000 Total Housing Units	4,418
2010 Total Housing Units	4,848
2015 Total Housing Units	4,971
1990 Owner Occupied Housing Units	2,650
1990 Renter Occupied Housing Units	960
1990 Vacant Housing Units	243
2000 Owner Occupied Housing Units	2,870
2000 Renter Occupied Housing Units	1,334
2000 Vacant Housing Units	203
2010 Owner Occupied Housing Units	2,954
2010 Renter Occupied Housing Units	1,483
2010 Vacant Housing Units	411
2015 Owner Occupied Housing Units	2,964
2015 Renter Occupied Housing Units	1,505
2015 Vacant Housing Units	503

Currently, 60.9 percent of the 4,848 housing units in the market area are owner occupied; 30.6 percent, renter occupied; and 8.5 are vacant. In 2000, there were 4,418 housing units - 65.0 percent owner occupied, 30.2. percent renter occupied, and 4.6 percent vacant. The rate of change in housing units since 2000 is 0.91 percent. Median home value in the market area is $127,060, compared to a median home value of $157,913 for the U.S. In five years, median value is projected to change by 0.63 percent annually to $131,114. From 2000 to the current year, median home value change by -2.78 percent annually.

Data Note: Income is expressed in current dollars
Source: U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

Summary	2000	2010	2015
Population	9,916	10,234	10,240
Households	4,204	4,438	4,468
Families	2,637	2,720	2,713
Average Household Size	2.32	2.27	2.25
Owner Occupied Housing Units	2,870	2,954	2,964
Renter Occupied Housing Units	1,334	1,483	1,505
Median Age	36.9	40.3	40.4
Trends: 2010 - 2015 Annual Rate	**Area**	**State**	**National**
Population	0.01%	-0.13%	0.76%
Households	0.13%	-0.07%	0.78%
Families	-0.05%	-0.17%	0.64%
Owner HHs	0.07%	-0.05%	0.82%
Median Household Income	3.27%	2.19%	2.36%

	2000		2010		2015	
Households by Income	Number	Percent	Number	Percent	Number	Percent
<$15,000	185	4.4%	132	3.0%	94	2.1%
$15,000 - $24,999	252	6.0%	178	4.0%	112	2.5%
$25,000 - $34,999	353	8.4%	251	5.7%	171	3.8%
$35,000 - $49,999	611	14.5%	494	11.1%	310	6.9%
$50,000 - $74,999	984	23.3%	853	19.2%	840	18.8%
$75,000 - $99,999	724	17.2%	742	16.7%	748	16.7%
$100,000 - $149,999	681	16.2%	1,095	24.7%	1,328	29.7%
$150,000 - $199,999	238	5.6%	361	8.1%	454	10.2%
$200,000+	188	4.5%	331	7.5%	411	9.2%
Median Household Income	$66,411		$83,596		$98,201	
Average Household Income	$82,278		$104,637		$118,433	
Per Capita Income	$34,510		$44,338		$50,407	

	2000		2010		2015	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	657	6.6%	648	6.3%	638	6.2%
5 - 9	703	7.1%	646	6.3%	653	6.4%
10 - 14	611	6.2%	651	6.4%	658	6.4%
15 - 19	519	5.2%	612	6.0%	577	5.6%
20 - 24	432	4.4%	444	4.3%	528	5.2%
25 - 34	1,663	16.8%	1,231	12.0%	1,247	12.2%
35 - 44	1,867	18.8%	1,783	17.4%	1,556	15.2%
45 - 54	1,467	14.8%	1,702	16.6%	1,737	17.0%
55 - 64	864	8.7%	1,199	11.7%	1,221	11.9%
65 - 74	506	5.1%	668	6.5%	818	8.0%
75 - 84	450	4.5%	388	3.8%	364	3.6%
85+	173	1.7%	263	2.6%	241	2.4%

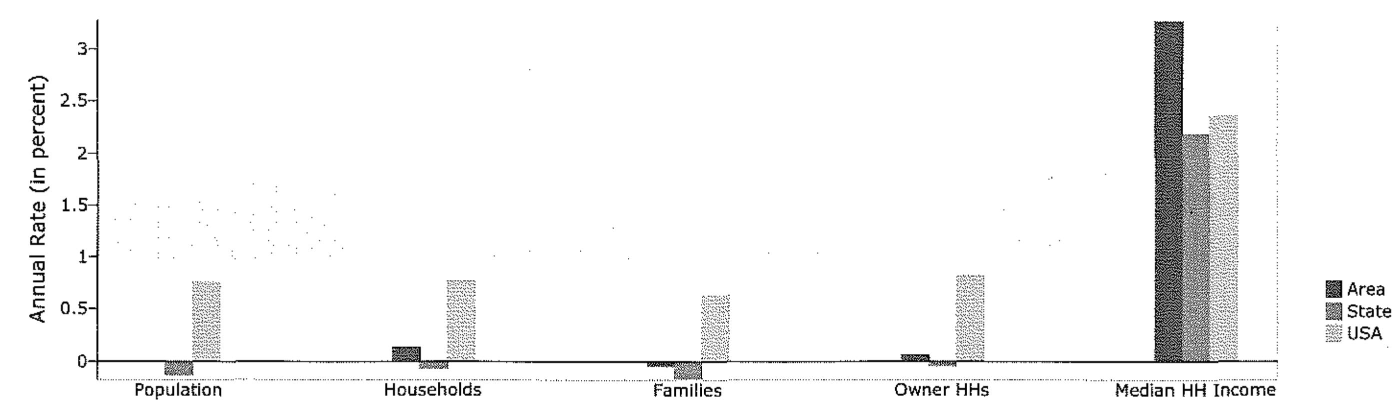
	2000		2010		2015	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	8,413	84.9%	7,982	78.0%	7,570	73.9%
Black Alone	251	2.5%	425	4.2%	528	5.2%
American Indian Alone	7	0.1%	7	0.1%	7	0.1%
Asian Alone	1,043	10.5%	1,562	15.3%	1,849	18.1%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	57	0.6%	83	0.8%	98	1.0%
Two or More Races	143	1.4%	174	1.7%	186	1.8%
Hispanic Origin (Any Race)	195	2.0%	284	2.8%	333	3.3%

Data Note: Income is expressed in current dollars

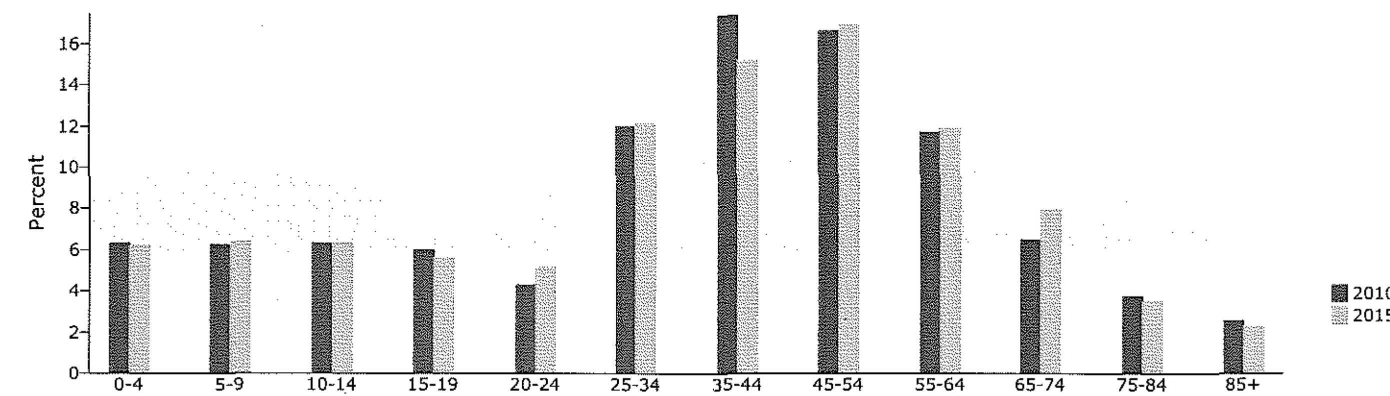
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 15, 2012

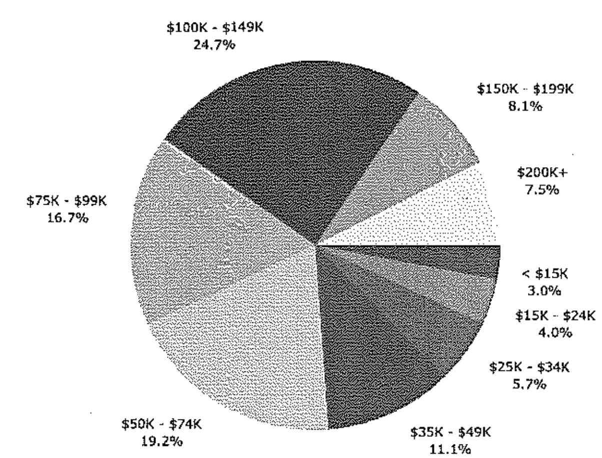
Trends 2010-2015



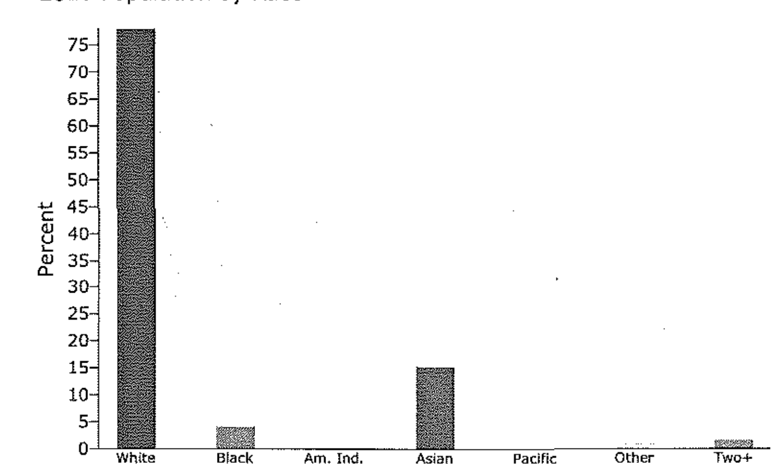
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 15, 2012

	1 Mile Radius
Population Summary	
2000 Total Population	9,916
2000 Group Quarters	173
2010 Total Population	10,234
2015 Total Population	10,240
2010-2015 Annual Rate	0.01%
Household Summary	
2000 Households	4,204
2000 Average Household Size	2.32
2010 Households	4,438
2010 Average Household Size	2.27
2015 Households	4,468
2015 Average Household Size	2.25
2010-2015 Annual Rate	0.13%
2000 Families	2,637
2000 Average Family Size	2.97
2010 Families	2,720
2010 Average Family Size	2.95
2015 Families	2,713
2015 Average Family Size	2.94
2010-2015 Annual Rate	-0.05%
Housing Unit Summary	
2000 Housing Units	4,418
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	4.6%
2010 Housing Units	4,848
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	8.5%
2015 Housing Units	4,971
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	10.1%
Median Household Income	
2000	$66,411
2010	$83,596
2015	$98,201
Median Home Value	
2000	$169,595
2010	$127,060
2015	$131,114
Per Capita Income	
2000	$34,510
2010	$44,338
2015	$50,407
Median Age	
2000	36.9
2010	40.3
2015	40.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2000 Households by Income	
Household Income Base	4,216
<$15,000	4.4%
$15,000 - $24,999	6.0%
$25,000 - $34,999	8.4%
$35,000 - $49,999	14.5%
$50,000 - $74,999	23.3%
$75,000 - $99,999	17.2%
$100,000 - $149,999	16.2%
$150,000 - $199,999	5.6%
$200,000+	4.5%
Average Household Income	$82,278
2010 Households by Income	
Household Income Base	4,437
<$15,000	3.0%
$15,000 - $24,999	4.0%
$25,000 - $34,999	5.7%
$35,000 - $49,999	11.1%
$50,000 - $74,999	19.2%
$75,000 - $99,999	16.7%
$100,000 - $149,999	24.7%
$150,000 - $199,999	8.1%
$200,000+	7.5%
Average Household Income	$104,637
2015 Households by Income	
Household Income Base	4,468
<$15,000	2.1%
$15,000 - $24,999	2.5%
$25,000 - $34,999	3.8%
$35,000 - $49,999	6.9%
$50,000 - $74,999	18.8%
$75,000 - $99,999	16.7%
$100,000 - $149,999	29.7%
$150,000 - $199,999	10.2%
$200,000+	9.2%
Average Household Income	$118,433
2000 Owner Occupied Housing Units by Value	
Total	2,883
<$50,000	3.6%
$50,000 - $99,999	11.9%
$100,000 - $149,999	24.2%
$150,000 - $199,999	28.9%
$200,000 - $299,999	23.0%
$300,000 - $499,999	8.0%
$500,000 - $999,999	0.1%
$1,000,000 +	0.1%
Average Home Value	$179,696
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	1,338
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	$913
Average Rent	$1,028

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2000 Population by Age	
Total	9,913
0 - 4	6.6%
5 - 9	7.1%
10 - 14	6.2%
15 - 24	9.6%
25 - 34	16.8%
35 - 44	18.8%
45 - 54	14.8%
55 - 64	8.7%
65 - 74	5.1%
75 - 84	4.5%
85 +	1.7%
18 +	76.4%
2010 Population by Age	
Total	10,235
0 - 4	6.3%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	10.3%
25 - 34	12.0%
35 - 44	17.4%
45 - 54	16.6%
55 - 64	11.7%
65 - 74	6.5%
75 - 84	3.8%
85 +	2.6%
18 +	76.8%
2015 Population by Age	
Total	10,240
0 - 4	6.2%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	10.8%
25 - 34	12.2%
35 - 44	15.2%
45 - 54	17.0%
55 - 64	11.9%
65 - 74	8.0%
75 - 84	3.6%
85 +	2.4%
18 +	77.1%
2000 Population by Sex	
Males	47.8%
Females	52.2%
2010 Population by Sex	
Males	47.6%
Females	52.4%
2015 Population by Sex	
Males	47.7%
Females	52.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2000 Population by Race/Ethnicity	
Total	9,915
White Alone	84.9%
Black Alone	2.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	10.5%
Some Other Race Alone	0.6%
Two or More Races	1.4%
Hispanic Origin	2.0%
Diversity Index	29.7
2010 Population by Race/Ethnicity	
Total	10,234
White Alone	78.0%
Black Alone	4.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	15.3%
Some Other Race Alone	0.8%
Two or More Races	1.7%
Hispanic Origin	2.8%
Diversity Index	40.1
2015 Population by Race/Ethnicity	
Total	10,239
White Alone	73.9%
Black Alone	5.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	18.1%
Some Other Race Alone	1.0%
Two or More Races	1.8%
Hispanic Origin	3.3%
Diversity Index	45.5
2000 Population 3+ by School Enrollment	
Total	9,523
Enrolled in Nursery/Preschool	2.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.9%
Enrolled in Grade 9-12	5.2%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	2.6%
Not Enrolled in School	73.7%
2010 Population 25+ by Educational Attainment	
Total	7,233
Less Than 9th Grade	1.0%
9th to 12th Grade, No Diploma	3.5%
High School Graduate	16.4%
Some College, No Degree	20.6%
Associate Degree	7.1%
Bachelor's Degree	34.3%
Graduate/Professional Degree	17.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2010 Population 15+ by Marital Status	
Total	8,289
Never Married	28.6%
Married	55.5%
Widowed	5.4%
Divorced	10.5%
2000 Population 16+ by Employment Status	
Total	7,863
In Labor Force	74.0%
Civilian Employed	72.7%
Civilian Unemployed	1.3%
In Armed Forces	0.0%
Not In Labor Force	26.0%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	90.2%
Civilian Unemployed	9.8%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.0%
Civilian Unemployed	8.0%
2000 Females 16+ by Employment Status and Age of Children	
Total	4,246
Own Children < 6 Only	7.4%
Employed/in Armed Forces	3.2%
Unemployed	0.0%
Not in Labor Force	4.2%
Own Children <6 and 6-17 Only	4.8%
Employed/in Armed Forces	1.9%
Unemployed	0.0%
Not in Labor Force	2.9%
Own Children 6-17 Only	16.9%
Employed/in Armed Forces	11.5%
Unemployed	0.0%
Not in Labor Force	5.3%
No Own Children < 18	70.9%
Employed/in Armed Forces	45.6%
Unemployed	1.3%
Not in Labor Force	24.0%
2010 Employed Population 16+ by Industry	
Total	4,645
Agriculture/Mining	0.2%
Construction	2.8%
Manufacturing	15.3%
Wholesale Trade	3.8%
Retail Trade	12.4%
Transportation/Utilities	2.1%
Information	2.0%
Finance/Insurance/Real Estate	8.8%
Services	49.9%
Public Administration	2.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2010 Employed Population 16+ by Occupation	
Total	4,641
White Collar	82.6%
Management/Business/Financial	23.0%
Professional	29.7%
Sales	17.5%
Administrative Support	12.4%
Services	9.3%
Blue Collar	8.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.1%
Production	3.1%
Transportation/Material Moving	2.3%
2000 Workers 16+ by Means of Transportation to Work	
Total	5,669
Drove Alone - Car, Truck, or Van	90.4%
Carpooled - Car, Truck, or Van	5.3%
Public Transportation	0.2%
Walked	0.8%
Other Means	1.0%
Worked at Home	2.3%
2000 Workers 16+ by Travel Time to Work	
Total	5,668
Did not Work at Home	97.7%
Less than 5 minutes	2.7%
5 to 9 minutes	9.8%
10 to 19 minutes	27.6%
20 to 24 minutes	15.1%
25 to 34 minutes	20.1%
35 to 44 minutes	10.1%
45 to 59 minutes	8.8%
60 to 89 minutes	2.5%
90 or more minutes	1.0%
Worked at Home	2.3%
Average Travel Time to Work (in min)	24.5
2000 Households by Vehicles Available	
Total	4,219
None	2.1%
1	35.3%
2	47.4%
3	12.8%
4	2.1%
5+	0.3%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	1 Mile Radius
2000 Households by Type	
Total	4,205
Family Households	62.7%
Married-couple Family	52.0%
With Related Children	25.9%
Other Family (No Spouse)	10.7%
With Related Children	5.7%
Nonfamily Households	37.3%
Householder Living Alone	31.6%
Householder Not Living Alone	5.7%
Households with Related Children	31.6%
Households with Persons 65+	17.3%
2000 Households by Size	
Total	4,204
1 Person Household	31.6%
2 Person Household	32.2%
3 Person Household	15.1%
4 Person Household	14.3%
5 Person Household	4.9%
6 Person Household	1.4%
7 + Person Household	0.4%
2000 Households by Year Householder Moved In	
Total	4,219
Moved in 1999 to March 2000	22.7%
Moved in 1995 to 1998	32.2%
Moved in 1990 to 1994	13.9%
Moved in 1980 to 1989	15.3%
Moved in 1970 to 1979	14.6%
Moved in 1969 or Earlier	1.2%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	
Total	4,428
1, Detached	43.1%
1, Attached	18.3%
2	1.2%
3 or 4	8.8%
5 to 9	14.7%
10 to 19	6.5%
20 +	4.2%
Mobile Home	3.3%
Other	0.0%
2000 Housing Units by Year Structure Built	
Total	4,431
1999 to March 2000	0.9%
1995 to 1998	8.5%
1990 to 1994	9.2%
1980 to 1989	24.1%
1970 to 1979	43.8%
1969 or Earlier	13.6%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

		1 Mile Radius
Top 3 Tapestry Segments		
	1.	In Style
	2.	Boomburbs
	3.	
2010 Consumer Spending		
Apparel & Services: Total $		$11,196,199
Average Spent		$2,523.05
Spending Potential Index		105
Computers & Accessories: Total $		$1,490,824
Average Spent		$335.96
Spending Potential Index		153
Education: Total $		$8,554,966
Average Spent		$1,927.85
Spending Potential Index		158
Entertainment/Recreation: Total $		$21,998,910
Average Spent		$4,957.43
Spending Potential Index		154
Food at Home: Total $		$28,311,301
Average Spent		$6,379.93
Spending Potential Index		143
Food Away from Home: Total $		$21,227,708
Average Spent		$4,783.64
Spending Potential Index		149
Health Care: Total $		$23,158,779
Average Spent		$5,218.81
Spending Potential Index		140
HH Furnishings & Equipment: Total $		$12,360,759
Average Spent		$2,785.49
Spending Potential Index		135
Investments: Total $		$11,270,974
Average Spent		$2,539.90
Spending Potential Index		146
Retail Goods: Total $		$156,140,559
Average Spent		$35,186.13
Spending Potential Index		142
Shelter: Total $		$108,748,992
Average Spent		$24,506.49
Spending Potential Index		155
TV/Video/Audio:Total $		$7,988,226
Average Spent		$1,800.14
Spending Potential Index		145
Travel: Total $		$13,393,493
Average Spent		$3,018.21
Spending Potential Index		159
Vehicle Maintenance & Repairs: Total $		$6,173,026
Average Spent		$1,391.09
Spending Potential Index		148

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Age by Sex Profile

1 Mile Radius

Prepared By Business Analyst Desktop

Summary	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	9,916	10,234	10,240	6	0.01%
Households	4,204	4,438	4,468	30	0.13%
Average Household Size	2.32	2.27	2.25	-0.02	-0.18%
Median Age	36.9	40.3	40.4	0.1	0.05%
Median Male Age	35.1	38.5	38.7	0.2	0.10%
Median Female Age	38.6	42.0	42.1	0.1	0.05%

	Census 2000		2010		2015	
Total Population by Age	Number	Percent	Number	Percent	Number	Percent
Total	9,913	100%	10,235	100%	10,240	100%
0 - 4	657	6.6%	648	6.3%	638	6.2%
5 - 9	703	7.1%	646	6.3%	654	6.4%
10 - 14	612	6.2%	651	6.4%	659	6.4%
15 - 19	519	5.2%	612	6.0%	577	5.6%
20 - 24	432	4.4%	444	4.3%	528	5.2%
25 - 29	703	7.1%	573	5.6%	550	5.4%
30 - 34	960	9.7%	658	6.4%	697	6.8%
35 - 39	966	9.7%	824	8.1%	747	7.3%
40 - 44	901	9.1%	959	9.4%	809	7.9%
45 - 49	772	7.8%	906	8.9%	909	8.9%
50 - 54	695	7.0%	796	7.8%	828	8.1%
55 - 59	533	5.4%	649	6.3%	687	6.7%
60 - 64	331	3.3%	550	5.4%	534	5.2%
65 - 69	242	2.4%	413	4.0%	463	4.5%
70 - 74	264	2.7%	255	2.5%	355	3.5%
75 - 79	273	2.8%	204	2.0%	223	2.2%
80 - 84	177	1.8%	184	1.8%	141	1.4%
85+	173	1.7%	263	2.6%	241	2.4%
18+	7,578	76.4%	7,864	76.8%	7,892	77.1%
21+			7,602	74.3%	7,625	74.5%

Data Note: Detail may not sum to totals due to rounding.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 15, 2012

esri

Age by Sex Profile

1 Mile Radius

Prepared By Business Analyst Desktop

	Census 2000		2010		2015	
Male Population by Age	Number	Percent	Number	Percent	Number	Percent
Total	4,740	100%	4,873	100%	4,885	100%
0 - 4	328	6.9%	324	6.6%	319	6.5%
5 - 9	380	8.0%	321	6.6%	325	6.6%
10 - 14	313	6.6%	325	6.7%	326	6.7%
15 - 19	292	6.2%	330	6.8%	287	5.9%
20 - 24	220	4.6%	217	4.5%	276	5.6%
25 - 29	351	7.4%	306	6.3%	262	5.4%
30 - 34	474	10.0%	326	6.7%	367	7.5%
35 - 39	467	9.9%	415	8.5%	376	7.7%
40 - 44	435	9.2%	475	9.8%	407	8.3%
45 - 49	380	8.0%	436	8.9%	448	9.2%
50 - 54	315	6.7%	379	7.8%	396	8.1%
55 - 59	248	5.2%	313	6.4%	326	6.7%
60 - 64	155	3.3%	238	4.9%	253	5.2%
65 - 69	99	2.1%	174	3.6%	191	3.9%
70 - 74	105	2.2%	106	2.2%	144	2.9%
75 - 79	86	1.8%	69	1.4%	81	1.7%
80 - 84	59	1.2%	60	1.2%	46	0.9%
85+	32	0.7%	59	1.2%	55	1.1%
18+	3,520	74.3%	3,679	76.2%	3,723	76.2%

	Census 2000		2010		2015	
Female Population by Age	Number	Percent	Number	Percent	Number	Percent
Total	5,176	100%	5,361	100%	5,355	100%
0 - 4	329	6.4%	324	6.1%	319	6.0%
5 - 9	323	6.2%	325	6.1%	329	6.1%
10 - 14	299	5.8%	326	6.1%	333	6.2%
15 - 19	227	4.4%	282	5.3%	290	5.4%
20 - 24	212	4.1%	227	4.2%	252	4.7%
25 - 29	352	6.8%	267	5.0%	288	5.4%
30 - 34	486	9.4%	332	6.2%	330	6.2%
35 - 39	499	9.6%	409	7.6%	371	6.9%
40 - 44	466	9.0%	484	9.0%	402	7.5%
45 - 49	392	7.6%	470	8.8%	461	8.6%
50 - 54	380	7.3%	417	7.8%	432	8.1%
55 - 59	285	5.5%	336	6.3%	361	6.7%
60 - 64	176	3.4%	312	5.8%	281	5.2%
65 - 69	143	2.8%	239	4.4%	272	5.1%
70 - 74	159	3.1%	149	2.8%	211	3.9%
75 - 79	187	3.6%	135	2.5%	142	2.7%
80 - 84	118	2.3%	124	2.3%	95	1.8%
85+	141	2.7%	204	3.8%	186	3.5%
18+	4,058	78.4%	4,185	78.1%	4,169	77.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

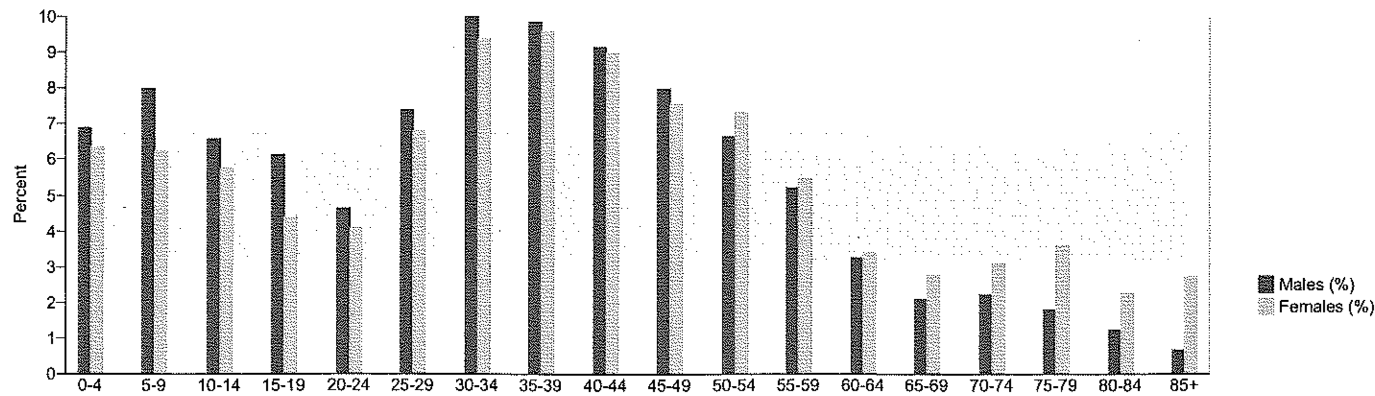
March 15, 2012

Age by Sex Profile

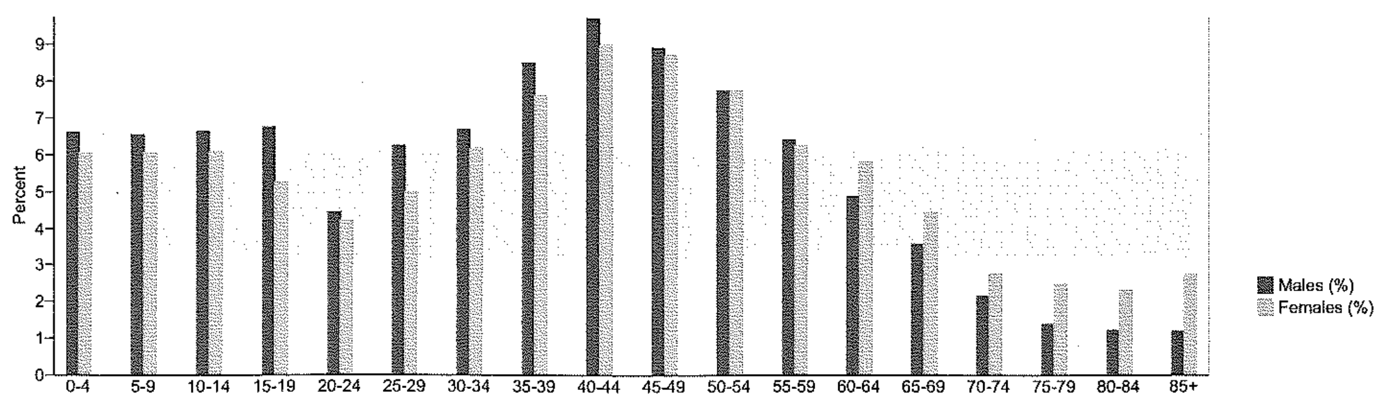
1 Mile Radius

Prepared By Business Analyst Desktop

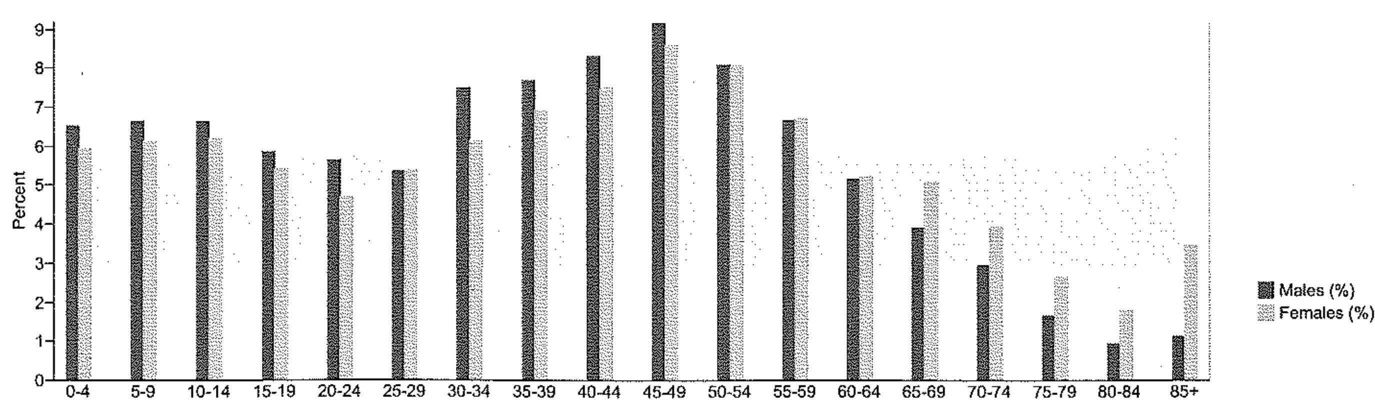
Census 2000 Population by Age and Sex



2010 Population by Age and Sex



2015 Population by Age and Sex



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

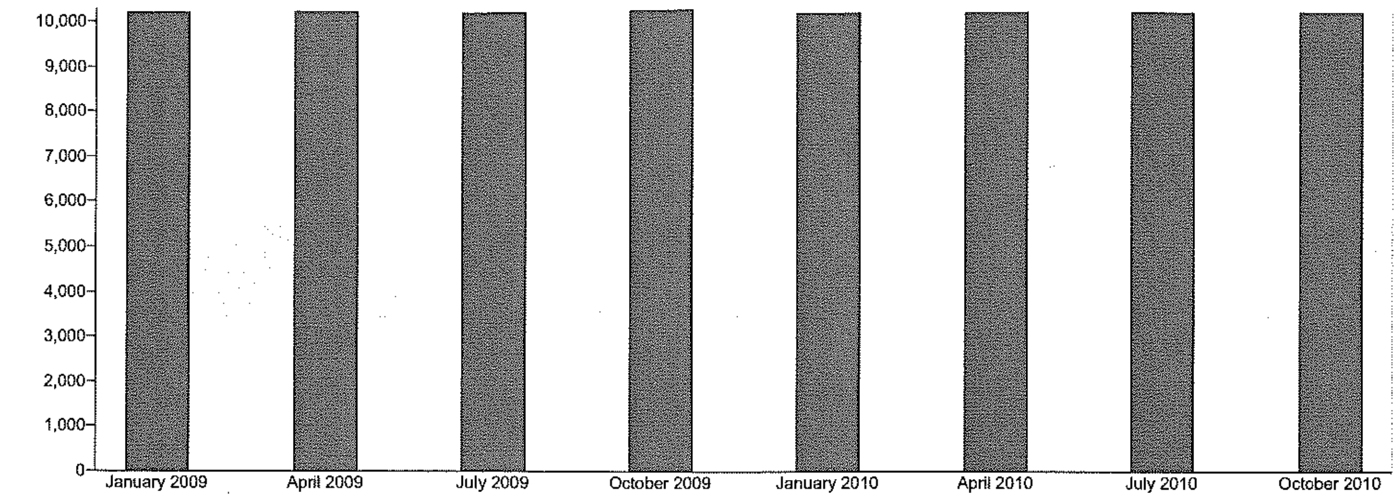
March 15, 2012

Quarterly Demographic Profile

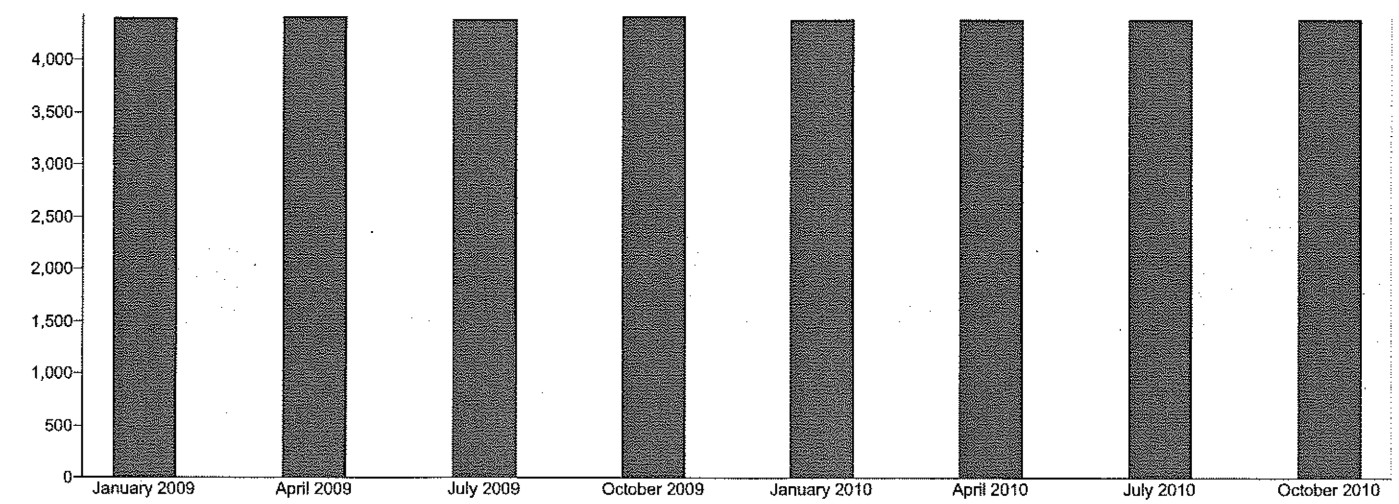
1 Mile Radius

Prepared By Business Analyst Desktop

Quarterly Population Update



Quarterly Household Update



Quarter	Population	Percent Change	Households	Percent Change
January 2009	10,205		4,403	
April 2009	10,220	0.1%	4,409	0.1%
July 2009	10,184	-0.3%	4,393	-0.4%
October 2009	10,276	0.9%	4,427	0.8%
January 2010	10,205	-0.7%	4,391	-0.8%
April 2010	10,223	0.2%	4,393	0.0%
July 2010	10,234	0.1%	4,393	0.0%
October 2010	10,234	0.0%	4,394	0.0%
January 2009 - January 2010		0.0%		-0.3%
April 2009 - April 2010		0.0%		-0.4%
July 2009 - July 2010		0.5%		0.0%
October 2009 - October 2010		-0.4%		-0.7%
January 2009 - October 2010		0.3%		-0.2%

Source: Esri

March 15, 2012

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
In Style	74.5%	Population	10,234	10,240
Boomburbs	25.5%	Households	4,438	4,468
Top Rung	0.0%	Families	2,720	2,713
Suburban Splendor	0.0%	Median Age	40.3	40.4
Connoisseurs	0.0%	Median Household Income	$83,596	$98,201

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	105	$2,523.05	$11,196,199
Men's	99	$455.93	$2,023,221
Women's	94	$781.15	$3,466,404
Children's	111	$444.81	$1,973,864
Footwear	72	$300.94	$1,335,426
Watches & Jewelry	157	$305.51	$1,355,698
Apparel Products and Services (1)	251	$234.72	$1,041,585
Computer			
Computers and Hardware for Home Use	152	$292.03	$1,295,893
Software and Accessories for Home Use	154	$43.93	$194,930
Entertainment & Recreation	154	$4,957.43	$21,998,910
Fees and Admissions	165	$1,021.57	$4,533,279
Membership Fees for Clubs (2)	164	$268.79	$1,192,771
Fees for Participant Sports, excl. Trips	162	$173.14	$768,339
Admission to Movie/Theatre/Opera/Ballet	158	$239.06	$1,060,829
Admission to Sporting Events, excl. Trips	169	$100.57	$446,306
Fees for Recreational Lessons	175	$238.96	$1,060,400
Dating Services	136	$1.04	$4,634
TV/Video/Audio	145	$1,800.14	$7,988,226
Community Antenna or Cable TV	140	$1,011.80	$4,489,934
Televisions	158	$305.62	$1,356,211
VCRs, Video Cameras, and DVD Players	150	$30.51	$135,381
Video Cassettes and DVDs	145	$76.56	$339,758
Video and Computer Game Hardware and Software	158	$87.88	$389,979
Satellite Dishes	156	$1.96	$8,714
Rental of Video Cassettes and DVDs	149	$61.38	$272,393
Streaming/Downloaded Video	157	$2.20	$9,752
Audio (3)	144	$210.97	$936,197
Rental and Repair of TV/Radio/Sound Equipment	148	$11.25	$49,906
Pets	183	$785.69	$3,486,548
Toys and Games (4)	149	$216.70	$961,639
Recreational Vehicles and Fees (5)	148	$478.15	$2,121,830
Sports/Recreation/Exercise Equipment (6)	123	$222.42	$986,991
Photo Equipment and Supplies (7)	156	$161.26	$715,617
Reading (8)	150	$231.64	$1,027,900
Catered Affairs (9)	162	$39.86	$176,879
Food	145	$11,163.57	$49,539,010
Food at Home	143	$6,379.93	$28,311,301
Bakery and Cereal Products	142	$848.27	$3,764,264
Meats, Poultry, Fish, and Eggs	142	$1,471.21	$6,528,589
Dairy Products	141	$703.77	$3,123,004
Fruits and Vegetables	144	$1,130.28	$5,015,678
Snacks and Other Food at Home (10)	143	$2,226.40	$9,879,767
Food Away from Home	149	$4,783.64	$21,227,708
Alcoholic Beverages	151	$863.29	$3,830,897
Nonalcoholic Beverages at Home	142	$621.42	$2,757,566

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	146	$2,539.90	$11,270,974
Vehicle Loans	145	$7,138.81	$31,678,886
Health			
Nonprescription Drugs	138	$141.86	$629,511
Prescription Drugs	133	$664.14	$2,947,168
Eyeglasses and Contact Lenses	150	$115.39	$512,063
Home			
Mortgage Payment and Basics (11)	167	$15,654.11	$69,466,048
Maintenance and Remodeling Services	166	$3,297.03	$14,630,755
Maintenance and Remodeling Materials (12)	151	$562.64	$2,496,764
Utilities, Fuel, and Public Services	142	$6,424.91	$28,510,924
Household Furnishings and Equipment			
Household Textiles (13)	152	$202.72	$899,581
Furniture	157	$943.39	$4,186,360
Floor Coverings	158	$118.78	$527,110
Major Appliances (14)	148	$450.19	$1,997,747
Housewares (15)	132	$113.90	$505,442
Small Appliances	144	$47.26	$209,702
Luggage	163	$15.10	$67,019
Telephones and Accessories	102	$43.39	$192,549
Household Operations			
Child Care	168	$775.88	$3,443,021
Lawn and Garden (16)	153	$641.51	$2,846,740
Moving/Storage/Freight Express	149	$90.25	$400,502
Housekeeping Supplies (17)	144	$1,012.77	$4,494,226
Insurance			
Owners and Renters Insurance	152	$701.91	$3,114,775
Vehicle Insurance	146	$1,698.87	$7,538,839
Life/Other Insurance	151	$631.14	$2,800,709
Health Insurance	139	$2,687.98	$11,928,056
Personal Care Products (18)	148	$590.39	$2,619,879
School Books and Supplies (19)	144	$153.89	$682,905
Smoking Products	127	$541.85	$2,404,510
Transportation			
Vehicle Purchases (Net Outlay) (20)	148	$6,505.88	$28,870,244
Gasoline and Motor Oil	141	$4,053.26	$17,986,580
Vehicle Maintenance and Repairs	148	$1,391.09	$6,173,026
Travel			
Airline Fares	165	$756.24	$3,355,867
Lodging on Trips	162	$704.14	$3,124,665
Auto/Truck/Van Rental on Trips	171	$63.05	$279,793
Food and Drink on Trips	157	$682.41	$3,028,224

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

esri Retail Goods and Services Expenditure Report

1 Mile Radius — Prepared By Business Analyst Desktop

(1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

(20) Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 15, 2012

esri Age by Income Profile

1 Mile Radius — Prepared By Business Analyst Desktop

Summary	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	9,916	10,234	10,240	5	0.01%
Households	4,204	4,438	4,468	31	0.14%
Median Age	36.9	40.3	40.4	0.1	0.05%

2010 Households by Income of Age of Householder

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	115	656	1,051	1,064	769	432	350
<$15,000	2	9	2	14	11	63	31
$15,000-$24,999	3	15	7	1	33	72	47
$25,000-$34,999	16	20	21	25	40	47	82
$35,000-$49,999	21	83	62	104	79	74	70
$50,000-$74,999	48	167	185	212	133	58	51
$75,000-$99,999	13	156	209	153	160	36	15
$100,000-$149,999	9	124	362	359	177	38	25
$150,000-$199,999	2	42	77	118	75	19	27
$200,000-$249,999	1	17	61	32	30	13	2
$250,000-$499,999	0	16	48	31	24	7	0
$500,000+	0	6	15	14	7	5	1
Median HH Income	$54,726	$78,933	$102,860	$101,660	$86,567	$40,507	$37,349
Average HH Income	$62,564	$99,351	$127,272	$118,170	$107,901	$68,791	$56,055

Percent Distribution

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	1.9%	1.4%	0.2%	1.3%	1.4%	14.6%	8.8%
$15,000-$24,999	2.3%	2.2%	0.7%	0.1%	4.3%	16.7%	13.5%
$25,000-$34,999	13.8%	3.1%	2.0%	2.3%	5.2%	10.9%	23.4%
$35,000-$49,999	18.7%	12.7%	5.9%	9.8%	10.3%	17.2%	20.0%
$50,000-$74,999	41.4%	25.5%	17.6%	19.9%	17.3%	13.4%	14.6%
$75,000-$99,999	11.3%	23.8%	19.8%	14.4%	20.8%	8.4%	4.2%
$100,000-$149,999	8.2%	18.9%	34.5%	33.7%	23.0%	8.9%	7.1%
$150,000-$199,999	1.9%	6.4%	7.4%	11.1%	9.8%	4.3%	7.8%
$200,000-$249,999	0.5%	2.6%	5.8%	3.1%	3.9%	3.0%	0.6%
$250,000-$499,999	0.0%	2.5%	4.6%	2.9%	3.1%	1.6%	0.0%
$500,000+	0.0%	0.9%	1.5%	1.4%	0.9%	1.0%	0.2%

Data Note: Income reported for July 1, 2010 represents annual income for the preceding year, expressed in current (2008) dollars, including an adjustment for inflation.
Source: U.S. Bureau of the Census, 2000 Census Population and Housing. Esri Forecasts for 2010 and 2015.

March 15, 2012

Age by Income Profile

1 Mile Radius

Prepared By Business Analyst Desktop

2015 Households by Income of Age of Householder

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	122	664	931	1,093	787	537	335
<$15,000	1	5	1	7	5	53	21
$15,000-$24,999	2	7	5	1	15	53	30
$25,000-$34,999	12	13	9	14	25	39	60
$35,000-$49,999	16	50	27	55	47	65	49
$50,000-$74,999	58	163	134	192	140	89	65
$75,000-$99,999	15	163	168	153	164	63	22
$100,000-$149,999	13	166	370	441	212	85	42
$150,000-$199,999	4	52	81	138	96	42	42
$200,000-$249,999	1	19	59	36	38	25	2
$250,000-$499,999	0	21	62	41	37	17	0
$500,000+	0	6	14	16	9	8	2
Median HH Income	$58,669	$87,191	$109,969	$108,074	$99,274	$64,299	$51,950
Average HH Income	$69,161	$110,075	$141,757	$129,897	$123,784	$96,173	$73,718

Percent Distribution

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	0.9%	0.7%	0.1%	0.6%	0.7%	9.9%	6.4%
$15,000-$24,999	1.3%	1.1%	0.5%	0.1%	1.9%	9.9%	8.9%
$25,000-$34,999	9.7%	1.9%	1.0%	1.3%	3.1%	7.2%	18.0%
$35,000-$49,999	13.0%	7.6%	3.0%	5.0%	6.0%	12.1%	14.6%
$50,000-$74,999	47.9%	24.5%	14.4%	17.6%	17.8%	16.6%	19.4%
$75,000-$99,999	12.7%	24.5%	18.1%	14.0%	20.9%	11.7%	6.5%
$100,000-$149,999	11.0%	25.0%	39.8%	40.3%	26.9%	15.7%	12.6%
$150,000-$199,999	3.1%	7.8%	8.7%	12.6%	12.1%	7.8%	12.7%
$200,000-$249,999	0.4%	2.8%	6.4%	3.2%	4.8%	4.6%	0.5%
$250,000-$499,999	0.0%	3.2%	6.7%	3.8%	4.7%	3.2%	0.0%
$500,000+	0.0%	0.9%	1.5%	1.4%	1.1%	1.4%	0.5%

Data Note: Income reported for July 1, 2010 represents annual income for the preceding year, expressed in current (2008) dollars, including an adjustment for inflation.
Source: U.S. Bureau of the Census, 2000 Census Population and Housing. Esri Forecasts for 2010 and 2015.

March 15, 2012

Tapestry Segmentation Area Profile

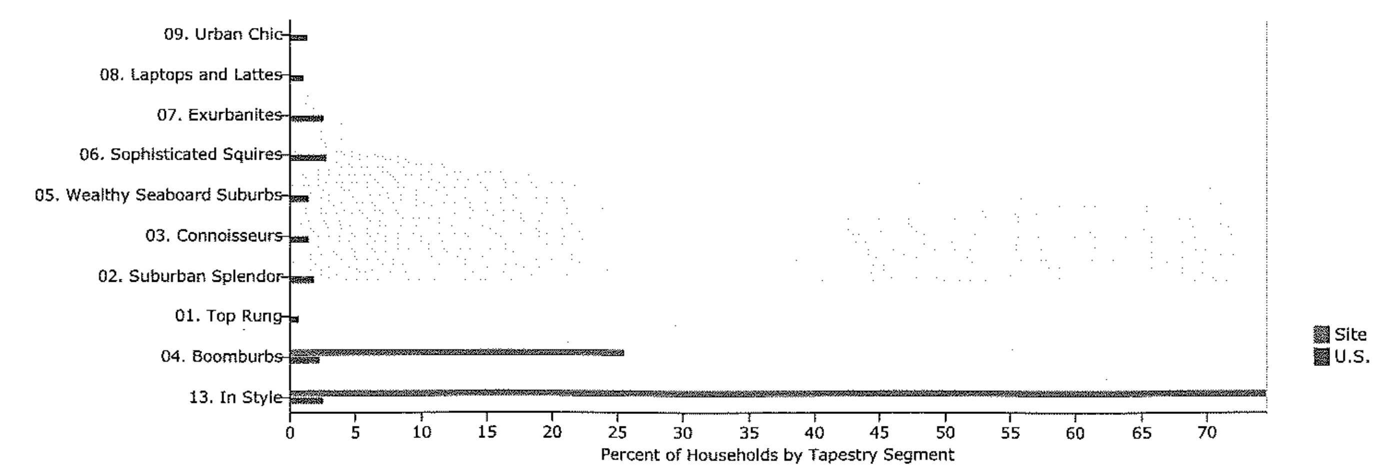
1 Mile Radius

Prepared By Business Analyst Desktop

Top Twenty Tapestry Segments (Tapestry descriptions can be found at: http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf)

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	13. In Style	74.5%	74.5%	2.5%	2.5%	2995
2	04. Boomburbs	25.5%	100.0%	2.3%	4.8%	1119
3	01. Top Rung	0.0%	100.0%	0.7%	5.5%	0
4	02. Suburban Splendor	0.0%	100.0%	1.7%	7.2%	0
5	03. Connoisseurs	0.0%	100.0%	1.4%	8.6%	0
	Subtotal	**100.0%**		**8.6%**		
6	05. Wealthy Seaboard Suburbs	0.0%	100.0%	1.4%	10.0%	0
7	06. Sophisticated Squires	0.0%	100.0%	2.7%	12.7%	0
8	07. Exurbanites	0.0%	100.0%	2.5%	15.2%	0
9	08. Laptops and Lattes	0.0%	100.0%	1.0%	16.2%	0
10	09. Urban Chic	0.0%	100.0%	1.3%	17.6%	0
	Subtotal	**0.0%**		**9.0%**		
11	10. Pleasant-Ville	0.0%	100.0%	1.7%	19.3%	0
12	11. Pacific Heights	0.0%	100.0%	0.6%	19.9%	0
13	12. Up and Coming Families	0.0%	100.0%	3.5%	23.4%	0
14	14. Prosperous Empty Nesters	0.0%	100.0%	1.8%	25.2%	0
15	15. Silver and Gold	0.0%	100.0%	0.9%	26.2%	0
	Subtotal	**0.0%**		**8.6%**		
16	16. Enterprising Professionals	0.0%	100.0%	1.7%	27.9%	0
17	17. Green Acres	0.0%	100.0%	3.2%	31.1%	0
18	18. Cozy and Comfortable	0.0%	100.0%	2.8%	33.9%	0
19	19. Milk and Cookies	0.0%	100.0%	2.0%	35.9%	0
20	20. City Lights	0.0%	100.0%	1.0%	36.9%	0
	Subtotal	**0.0%**		**10.7%**		
	Total	**100.0%**		**36.9%**		**271**

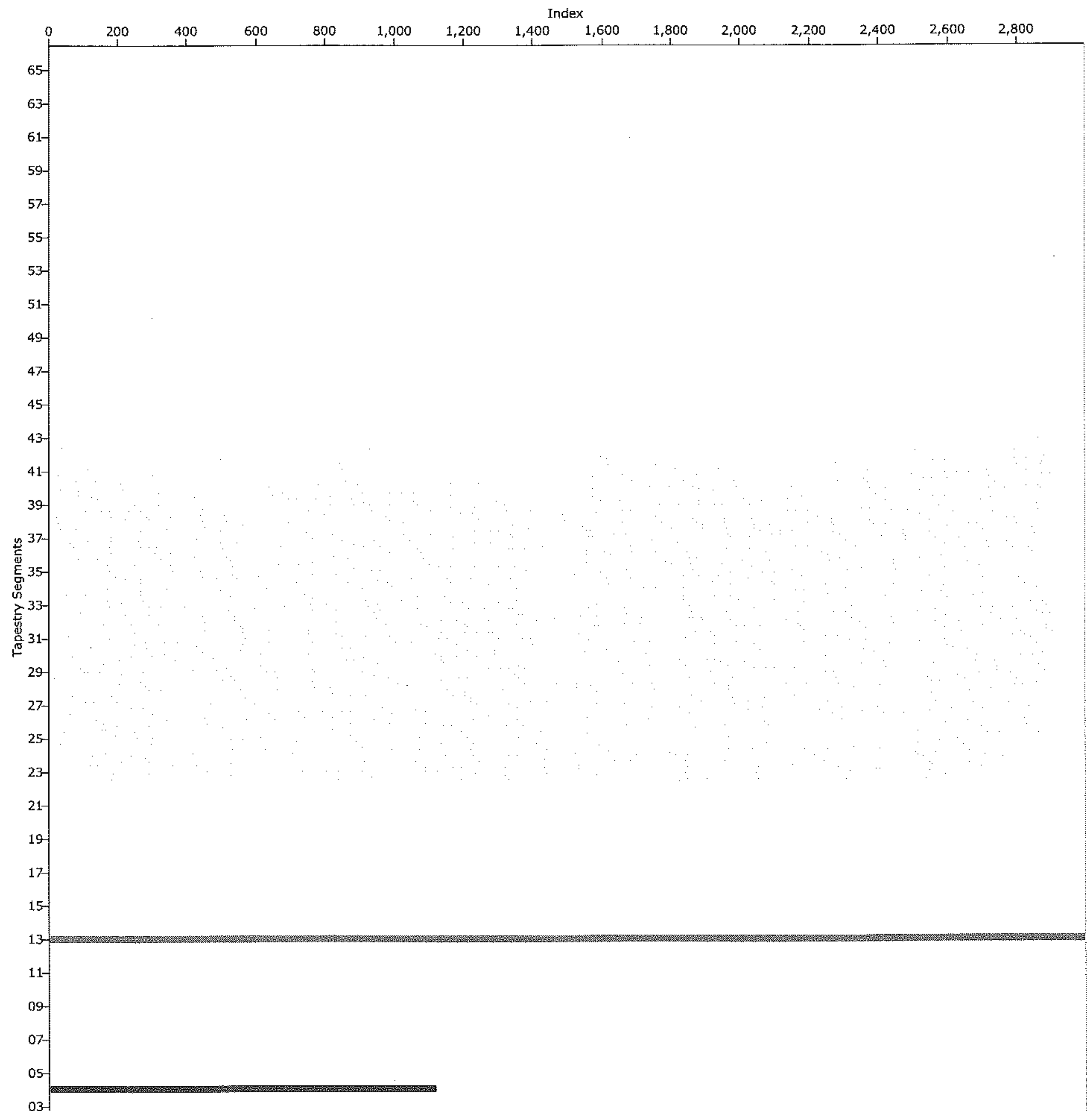
Top Ten Tapestry Segments Site vs. U.S.



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

March 15, 2012

Tapestry Indexes by Households



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

Tapestry LifeMode Groups	2010 Households		
	Number	Percent	Index
Total:	4,438	100.0%	
L1. High Society	**1,133**	**25.5%**	**200**
01 Top Rung	0	0.0%	0
02 Suburban Splendor	0	0.0%	0
03 Connoisseurs	0	0.0%	0
04 Boomburbs	1,133	25.5%	1118
05 Wealthy Seaboard Suburbs	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	0	0.0%	0
L2. Upscale Avenues	**3,305**	**74.5%**	**537**
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
11 Pacific Heights	0	0.0%	0
13 In Style	3,305	74.5%	2994
16 Enterprising Professionals	0	0.0%	0
17 Green Acres	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0
L3. Metropolis	**0**	**0.0%**	**0**
20 City Lights	0	0.0%	0
22 Metropolitans	0	0.0%	0
45 City Strivers	0	0.0%	0
51 Metro City Edge	0	0.0%	0
54 Urban Rows	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
L4. Solo Acts	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
L5. Senior Styles	**0**	**0.0%**	**0**
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
30 Retirement Communities	0	0.0%	0
43 The Elders	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
57 Simple Living	0	0.0%	0
65 Social Security Set	0	0.0%	0
L6. Scholars & Patriots	**0**	**0.0%**	**0**
40 Military Proximity	0	0.0%	0
55 College Towns	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0

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

Tapestry LifeMode Groups	2010 Households		
	Number	Percent	Index
Total:	4,438	100.0%	
L7. High Hopes	**0**	**0.0%**	**0**
28 Aspiring Young Families	0	0.0%	0
48 Great Expectations	0	0.0%	0
L8. Global Roots	0	0.0%	0
35 International Marketplace	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
47 Las Casas	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
58 NeWest Residents	0	0.0%	0
60 City Dimensions	0	0.0%	0
61 High Rise Renters	0	0.0%	0
L9. Family Portrait	**0**	**0.0%**	**0**
12 Up and Coming Families	0	0.0%	0
19 Milk and Cookies	0	0.0%	0
21 Urban Villages	0	0.0%	0
59 Southwestern Families	0	0.0%	0
64 City Commons	0	0.0%	0
L10. Traditional Living	**0**	**0.0%**	**0**
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
33 Midlife Junction	0	0.0%	0
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	**0**	**0.0%**	**0**
25 Salt of the Earth	0	0.0%	0
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	**0**	**0.0%**	**0**
26 Midland Crowd	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	0	0.0%	0
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

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

Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	4,438	100.0%	
U1. Principal Urban Centers I	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0
11 Pacific Heights	0	0.0%	0
20 City Lights	0	0.0%	0
21 Urban Villages	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
35 International Marketplace	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
U2. Principal Urban Centers II	**0**	**0.0%**	**0**
45 City Strivers	0	0.0%	0
47 Las Casas	0	0.0%	0
54 Urban Rows	0	0.0%	0
58 NeWest Residents	0	0.0%	0
61 High Rise Renters	0	0.0%	0
64 City Commons	0	0.0%	0
65 Social Security Set	0	0.0%	0
U3. Metro Cities I	**0**	**0.0%**	**0**
01 Top Rung	0	0.0%	0
03 Connoisseurs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
19 Milk and Cookies	0	0.0%	0
22 Metropolitans	0	0.0%	0
U4. Metro Cities II	**0**	**0.0%**	**0**
28 Aspiring Young Families	0	0.0%	0
30 Retirement Communities	0	0.0%	0
34 Family Foundations	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
60 City Dimensions	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0
U5. Urban Outskirts I	**1,133**	**25.5%**	**233**
04 Boomburbs	1,133	25.5%	1118
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
48 Great Expectations	0	0.0%	0

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

Tapestry Segmentation Area Profile

1 Mile Radius

Prepared By Business Analyst Desktop

Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	4,438	100.0%	
U6. Urban Outskirts II	**0**	**0.0%**	**0**
51 Metro City Edge	0	0.0%	0
55 College Towns	0	0.0%	0
57 Simple Living	0	0.0%	0
59 Southwestern Families	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
U7. Suburban Periphery I	**3,305**	**74.5%**	**472**
02 Suburban Splendor	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	0	0.0%	0
12 Up and Coming Families	0	0.0%	0
13 In Style	3,305	74.5%	2994
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
U8. Suburban Periphery II	**0**	**0.0%**	**0**
18 Cozy and Comfortable	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
33 Midlife Junction	0	0.0%	0
40 Military Proximity	0	0.0%	0
43 The Elders	0	0.0%	0
53 Home Town	0	0.0%	0
U9. Small Towns	**0**	**0.0%**	**0**
41 Crossroads	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
U10. Rural I	**0**	**0.0%**	**0**
17 Green Acres	0	0.0%	0
25 Salt of the Earth	0	0.0%	0
26 Midland Crowd	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
46 Rooted Rural	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
66 Unclassified	0	0.0%	0

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

Housing Profile

1 Mile Radius

Prepared By Business Analyst Desktop

2000 Total Population	9,916	2000 Median Household Income	$66,411
2010 Total Population	10,234	2010 Median Household Income	$83,596
2015 Total Population	10,240	2015 Median Household Income	$98,201
2010-2015 Annual Rate	0.01%	2010-2015 Annual Rate	3.27%

	Census 2000		2010		2015	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	4,418	100%	4,848	100%	4,971	100%
Occupied	4,204	95.2%	4,438	91.5%	4,468	89.9%
Owner	2,870	65.0%	2,954	60.9%	2,964	59.6%
Renter	1,334	30.2%	1,483	30.6%	1,505	30.3%
Vacant	203	4.6%	411	8.5%	503	10.1%

	Census 2000		2010		2015	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total	2,881	100%	2,954	100%	2,964	100%
<$10,000	8	0.3%	19	0.6%	21	0.7%
$10,000-$14,999	14	0.5%	29	1.0%	26	0.9%
$15,000-$19,999	14	0.5%	35	1.2%	34	1.1%
$20,000-$24,999	27	0.9%	57	1.9%	55	1.9%
$25,000-$29,999	16	0.6%	50	1.7%	48	1.6%
$30,000-$34,999	7	0.2%	18	0.6%	25	0.8%
$35,000-$39,999	12	0.4%	64	2.2%	50	1.7%
$40,000-$49,999	7	0.2%	10	0.4%	24	0.8%
$50,000-$59,999	26	0.9%	37	1.3%	32	1.1%
$60,000-$69,999	14	0.5%	30	1.0%	31	1.0%
$70,000-$79,999	18	0.6%	86	2.9%	68	2.3%
$80,000-$89,999	65	2.3%	218	7.4%	190	6.4%
$90,000-$99,999	221	7.7%	335	11.3%	263	8.9%
$100,000-$124,999	388	13.5%	467	15.8%	548	18.5%
$125,000-$149,999	309	10.7%	273	9.3%	276	9.3%
$150,000-$174,999	377	13.1%	357	12.1%	334	11.3%
$175,000-$199,999	457	15.9%	250	8.4%	253	8.5%
$200,000-$249,999	450	15.6%	282	9.6%	298	10.0%
$250,000-$299,999	213	7.4%	149	5.0%	141	4.8%
$300,000-$399,999	198	6.9%	157	5.3%	191	6.5%
$400,000-$499,999	34	1.2%	26	0.9%	46	1.6%
$500,000-$749,999	0	0.0%	0	0.0%	3	0.1%
$750,000-$999,999	4	0.1%	3	0.1%	3	0.1%
$1,000,000+	4	0.1%	3	0.1%	5	0.2%
Median Value	$169,595		$127,060		$131,114	
Average Value	$179,842		$149,156		$156,106	

Data Note: Detail may not sum to totals due to rounding.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Census 2000 Vacant Housing Units by Status	Number	Percent
Total	203	100%
For Rent	96	47.6%
For Sale Only	14	6.7%
Rented/Sold, Unoccupied	39	19.1%
Seasonal/Recreational/Occasional Use	23	11.1%
For Migrant Workers	0	0.0%
Other Vacant	31	15.5%

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership	Owner Occupied Units	
	Number	Percent
Total	2,870	100%
15-24	17	0.6%
25-34	362	12.6%
35-44	746	26.0%
45-54	706	24.6%
55-64	474	16.5%
65-74	292	10.2%
75-84	238	8.3%
85+	34	1.2%

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership	Owner Occupied Units	
	Number	Percent
Total	2,870	100%
White Alone	2,663	92.8%
Black Alone	35	1.2%
American Indian Alone	0	0.0%
Asian Alone	149	5.2%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	7	0.2%
Two or More Races	15	0.5%
Hispanic Origin	26	

Census 2000 Housing Units in Structure and Occupancy	Occupied Units	
	Number	Percent
Total	4,429	100%
1, Detached	1,908	43.1%
1, Attached	809	18.3%
2	51	1.1%
3 to 4	388	8.8%
5 to 9	651	14.7%
10 to 19	290	6.6%
20 to 49	90	2.0%
50 or More	97	2.2%
Mobile Home	144	3.2%
Other	0	0.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

esri Housing Profile
1 Mile Radius
Prepared By Business Analyst Desktop

Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost	Number	Percent
Total	2,550	100%
With Mortgage	2,179	85.4%
<$200	0	0.0%
$200-$299	0	0.0%
$300-$399	16	0.6%
$400-$499	17	0.7%
$500-$599	87	3.4%
$600-$699	83	3.3%
$700-$799	160	6.3%
$800-$899	153	6.0%
$900-$999	212	8.3%
$1000-$1249	386	15.1%
$1250-$1499	440	17.2%
$1500-$1999	405	15.9%
$2000-$2499	157	6.2%
$2500-$2999	47	1.9%
$3000+	16	0.6%
With no Mortgage	371	14.6%
Median Monthly Owner Costs for Units with Mortgage	$1,234	
Average Monthly Owner Costs for Units with Mortgage	$1,297	

Census 2000 Specified Renter Occupied Housing Units by Contract Rent	Number	Percent
Total	1,338	100%
Paying Cash Rent	1,312	98.09
<$100	0	0.0%
$100-$149	0	0.0%
$150-$199	0	0.0%
$200-$249	0	0.0%
$250-$299	0	0.0%
$300-$349	0	0.0%
$350-$399	0	0.0%
$400-$449	6	0.5%
$450-$499	0	0.0%
$500-$549	4	0.3%
$550-$599	7	0.5%
$600-$649	53	4.0%
$650-$699	72	5.4%
$700-$749	93	7.0%
$750-$799	91	6.8%
$800-$899	290	21.7%
$900-$999	313	23.4%
$1000-$1249	104	7.8%
$1250-$1499	145	10.8%
$1500-$1999	65	4.8%
$2000+	69	5.2%
No Cash Rent	26	1.9%
Median Rent	$913	
Average Rent	$1,028	
Average Gross Rent (with Utilities)	$1,121	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

13 In Style

Segment Code............................13
Segment Name...........................*In Style*
LifeMode Summary Group ....L2 *Upscale Avenues*
Urbanization Summary Group ....U7 *Suburban Periphery I*

Demographic

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40 years. There is little diversity in these neighborhoods.

Socioeconomic

In Style residents are prosperous, with a median household income of $70,745 and a median net worth of $182,665. Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. *In Style* residents are more educated compared to the US level: 42 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Labor force participation is 68.5 percent; unemployment is 8.4 percent. Forty-six percent of employed residents have professional or management positions, with above average concentrations in the finance, insurance, health care, technical services, and education industry sectors.

Residential

In Style residents live in affluent neighborhoods of metropolitan areas across the country. More suburban than urban, they embrace an urbane lifestyle; 14 percent prefer townhouses to traditional single-family homes chosen by 56 percent of the households. The median home value is $218,289. The 68 percent rate of home ownership is just slightly above average. More than three-quarters of the housing was built in the last 30 years.

Preferences

Computer savvy *In Style* residents go online daily to research real estate information; do their banking; track investments; trade stocks; book travel; and buy computer hardware or software, concert tickets, or tickets to sporting events. They use a financial planner and invest in stocks, bonds, money market funds, money market bank accounts, and securities. Looking toward the future, residents hold life insurance policies and contribute to IRA and 401(k) retirement accounts. To maintain their homes, they hire professional household cleaning services and contractors to remodel their kitchens.

Residents stay fit by exercising, eating a healthy diet to control their weight, buying low-fat foods, and taking vitamins. They attend live musical performances and gamble at casinos. They take domestic vacations to hike, golf, and go backpacking. They read magazines, listen to news-talk radio, and watch professional sports events and golf on TV.

04 Boomburbs

Segment Code............................04
Segment Name...........................*Boomburbs*
LifeMode Summary Group ....L1 *High Society*
Urbanization Summary Group ....U5 *Urban Outskirts I*

Demographic

The newest additions to the suburbs, these communities are home to busy, affluent young families. Both the neighborhoods and the families are growing. *Boomburbs* is the fastest-growing market in the United States; the population has been growing at a rate of 4.51 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. The median age is 33.8 years; one-fifth of *Boomburbs* residents are between 35 and 44 years of age. There is little ethnic diversity in the population; most of the residents are white.

Socioeconomic

The *Boomburbs* market includes one of the highest concentrations of two-income households, complemented by one of the highest rates of labor force participation, at 71 percent. Residents are well educated: more than 50 percent of the population aged 25 years and older hold a bachelor's or graduate degree. They work primarily in management, professional, and sales occupations. The median household income is $110,681, more than double that of the US median. More than half of these households receive additional income from interest, dividends, and rental property. The median net worth is $387,651.

Residential

The newest developments in growing areas, *Boomburbs* neighborhoods are concentrated in the South, West, and Midwest; the highest state concentrations are found in Texas and California. Approximately three-quarters of the housing units in *Boomburbs* neighborhoods were built after 1989; most are single-family houses. These are the newest developments in growing areas. The home ownership rate is 88 percent, compared to 66 percent for the United States. The median home value of $282,689 is also high compared to the US median of $157,913. Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 percent cross county lines to work (compared to 23 percent for the United States).

Preferences

Residents' product preferences reflect their suburban lifestyle. *Boomburbs* is the top segment for buying household furnishings, toys and games, men's business and casual clothes, big-screen TVs, cars, and trees. This is also the top market to own big-screen TVs, DVD players, digital camcorders, video game systems, and scanners as well as owning or leasing full-size SUVs. Residents own laptop computers, all kinds of software, and two or more cell phones. They are well-insured, holding life insurance policies worth $500,000 or more. They go online frequently to buy flowers and tickets to sports events, trade and track their investments, do their banking, and make travel plans. Personal computer use by children younger than 18 years is the highest of all the Tapestry segments.

Boomburbs residents prefer homes with fireplaces and hot tubs. They tend to employ professional household cleaning services. They will do home improvement projects themselves or hire a contractor for more complicated work. For property maintenance, they hire lawn care and landscaping services, but will also do some lawn care themselves.

Family vacations are a top priority; trips to Disney World, Sea World, and other theme parks are popular destinations. For exercise, they play tennis and golf, ski, lift weights, and jog. They watch family videos on DVD, attend baseball and basketball games, and go to golf tournaments. They will readily spend more than $250 a year on high-end sports equipment and buy family DVDs for their collections. Favorite types of radio programs include alternative, soft contemporary, sports, and all-talk. They read parenting, finance, and business magazines and watch newer sitcoms and dramas on TV.