CITY OF OWOSSO
REGULAR MEETING OF THE CITY COUNCIL
MONDAY, APRIL 29, 2013
7:00 P.M.

Meeting to be held at City Hall
301 West Main Street

AGENDA

OPENING PRAYER:
PLEDGE OF ALLEGIANCE:
ROLL CALL:

ADDRESSING THE CITY COUNCIL

1. Your comments shall be made during times set aside for that purpose.
2. Stand or raise a hand to indicate that you wish to speak.
3. When recognized, give your name and address and direct your comments and/or questions to any City official in attendance.
4. Each person wishing to address the City Council and/or attending officials shall be afforded one opportunity of up to four (4) minutes duration during the first occasion for citizen comments and questions. Each person shall also be afforded one opportunity of up to three (3) minutes duration during the last occasion provided for citizen comments and questions and one opportunity of up to three (3) minutes duration during each public hearing. Comments made during public hearings shall be relevant to the subject for which the public hearings are held.
5. In addition to the opportunities described above, a citizen may respond to questions posed to him or her by the Mayor or members of the Council, provided members have been granted the floor to pose such questions.

ITEMS OF BUSINESS

1. South Washington Street Corridor Study: Presentation by the MSU Center for Community and Economic Development. This presentation addresses South Washington Street from the Shiawassee River Bridge south to Gute Street. The report provides an inventory and assessment of the assets and condition of the area and existing uses. The report provides recommendations for improvements to define the desired character and needed improvements.

2. Citywide Pavement Management Study: Presentation by Dr. Abbas Butt on the pavement management study and recommendations for short-term and a long-term improvements**.** The presentation includes an analysis of each block of street. The staff will provide recommendations on street improvements for 2013-14 as well as for the next three years in addition to a discussion of funding issues.

CITIZEN COMMENTS & QUESTIONS

ADJOURNMENT

The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon seventy-two (72) hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids or services should contact the City of Owosso by writing or calling the following: Amy K. Kirkland, City Clerk, 301 West Main Street, Owosso, MI 48867 or at (989) 725-0500. The City of Owosso Website address is www.ci.owosso.mi.us

2013

City of Owosso:

S. Washington St. Corridor Study

Jessica Wendlandt
Jia Zhuang
Ken Hunter
Ryan Musser
Sam Schultz

April 1, 2013

TABLE OF CONTENTS

TABLE OF FIGURES

LIST OF TABLES

ACKNOWLEDGMENTS

Our team would like to extend a special thank you to Adam Zettel and the City of Owosso Planning Department for their help and resources. We would also like to thank our professors Rex LaMore and Zenia Kotval for their guidance through this process.

This project is supported in part pursuant to the receipt of financial assistance to the MSU Center for Community and Economic Development from the State of Michigan Michigan State Housing Development Authority (MSHDA). The statements, findings, conclusions, and recommendations are solely those of the authors and do not necessarily reflect the views of any federal, state agency or Michigan State University.

CHAPTER 1 : INTRODUCTION

1.0 PRACTICUM PURPOSE

The purpose of planning practicum is to prepare graduating Urban and Regional Planning students of Michigan State University for the professional planning world. Planning professionals act as clients and submit project proposals to the practicum professors. Student teams work with these clients to develop a project scope and the proper methods to complete it. These methods include, but are not limited to data collection, interviewing, field work, map making and report writing. Further, the students must analyze and interpret the data found and apply it based upon a thorough understanding of the conditions of the community. The students then become familiar with making recommendations regarding policy changes, funding and implementation strategies. Teams deliver results that will not only help the client complete the project, but also give each student the necessary tools to be a successful professional planner.

1.1 GOAL STATEMENT

Owosso's Washington Street Corridor area is bisected by a set of railroad tracks, and at one time was heavy in industrial uses and manufacturing. Since the decline of the industry there is need for revitalization and reinvestment in this corridor. Our goal is to enhance the corridor between Baker College and downtown Owosso by focusing on the built environment including connections, gateways, and the streetscape. The report seeks to create a sense of place capable of stimulating economic growth and building social equity in the target area.

1.2 SCOPE & DELIVERABLES

The scope of this project is defined by spatial boundaries; the Washington Street Corridor stretches from Baker College all the way North to the Shiawassee River. The corridor is a gateway to the downtown from the state highway M-71, and connects Baker College to the downtown. The area consists of residential, commercial, industrial and institutional uses. The deliverables of this project include a written planning document that provides and inventory and assessment of the assets and condition of the area and the existing uses. Based upon this inventory and assessment along with socio-economic and market data we performed an analysis, and provided recommendations for the corridor. Also included with the deliverables are a presentation and a large poster encompassing the project.

1.3 HISTORY

Shiawassee is a county in the State of Michigan, the sole county of the Owosso Micropolitan Statistical Area, and part of the greater Lansing Combined Statistical Area. In 1822, the U.S. Government employed Joseph Wampler, William Brookfiled and parties to survey what is now known as Shiawassee County. The survey opened the way for land purchases. The county received its name from the Indians. It is said that the first fur trapper asked Indians for directions to the reservation and they answered in their own language "Shiawassee." It meant "the river straight ahead." The Shiawassee River has been called by this name since. The first pioneer families sent agents or family members ahead to purchase their land. And they had a hard time when they later traveled in small groups along the Shiawassee and Maple Rivers. Many lives were lost to the harshness of the wilderness. Those that survived are mainly small

towns and villages that serve a farming community or have become bedroom communities to Flint, Saginaw and Lansing. (Source: Migenweb)

The city of Owosso is the largest city in Shiawassee County in the Michigan State. The city is located on the eastern side of Owosso Township, but is politically independent from the township government. When the county was first surveyed the land was inhabited by Chief Wassa and his band of Chippewa Indians The area was named for the chief with the original name being Owasso. In 1819, the area was first settled by Europeans. On February 15, 1859, Owosso was incorporated as a city with 1000 people. The town's first mayor was Amos Gould, a judge originally from New York.

First New Pavement in 1989 - Looking East on Main St. at Washington St.

Looking North on Washington St. from Comstock St. in about 1914

http://www.shiawasseehistory.com/

M-71 CORRUNA AVENUE

M71 is a state trunk-line highway in the Lower Peninsula of the State of Michigan. It serves as a connector between M-21 in Owosso to Interstate 69 (I-69) southwest of Flint. The highway runs along a rail line in a northwest-to-southeast direction in rural Shiawassee County connecting a few small towns along its path.

Source: Michigan Department of Information Technology, July 17, 2006

Major junctions	
West end:	M-21 at Owosso
East end:	I-69 near Durand

M71 was formed by July 1, 1919 as a spur route from M-21, which ran along Lytle Road, southerly to Durand. Around 1925, a realignment of M-21 produced changes in M-71. M-21 was rerouted to its current alignment between Owosso and Lennon, and M-71 took over the roadway between Owosso and Corunna. At the same time, M-71 was shifted to run through Vernon. A new section of M-71 was built parallel to the Ann Arbor Railroad between Durand and Corunna in 1938. And in late 1960 or early 1961, M71 was shortened one final time with the completion of the M-78 freeway (now I-69) in the area. At that time, the eastern terminus was shifted to the freeway interchange instead of the old route of M-78 along Lansing Road.

BAKER COLLEGE

Within a few years on either side of the turn of the twentieth century, two proprietary institutions of higher education were founded, sharing a common mission- to provide students with the skills needed for employment in the great industries of their times. In 1965, after half a century of separate but parallel existence, the two institutions came together under a single management group headed by Robert Jewell of Muskegon. The organization has flourished and is now known as the Baker College System, with more than 150 programs at 17 on-ground locations and an online college. Baker College of Owosso is the local college. In 1983, an Owosso branch of Baker Junior College was established on the recently acquired property of the former John Wesley College.

Right now, Baker College System is the largest independent college in Michigan and home to one of the largest online educational programs in the United States. For over a century, Baker has grown considerably from a college of 150 students in 1911 to over 35,000 students today. Baker College of Owosso is located just four blocks south of the busy downtown and is the beginning of our corridor study area.

Source: https://www.baker.edu/current-students/owosso/

STEAM RAILROADING INSTITUTE

The Steam Railroading Institute is located at 405 South Washington Street, Owosso. It is an organization dedicated to the preservation, restoration, and operation of historical railroad equipment and items. It operates a heritage railroad, which offers occasional excursions on-board one of their many trains such as: Pere Marquette 1225, Flagg Coal Co. 75 and Mississippian 76, which is currently under restoration.

Source: Steam Railroading Institute Website: http://michigansteamtrain.com/sri/

The Steam Railroading Institute is the product of the Michigan State Trust for railway Preservation Inc. For many years, the MSTRP centered on a single steam locomotive, former Pere Marquette Railway No. 1225. After 1225's retirement, the locomotive was donated to Michigan State University in 1957. Displayed as an icon of the steam-era, it sat at MSU until 1969, when The Michigan State University Railroad Club was formed with the ambitious goal of restoring 1225 and using it to power excursion trains that would bring passengers to football games at the university. After many years, Michigan State University donated 1225 to the newly formed MSTRP. The locomotive was moved to Owosso to former Ann Arbor Railway Backshop in 1982, and restoration of the locomotive continued until 1985. Since 1988, #1225 has been maintained in operable condition, and serves as the largest piece of operating steam equipment in the MSTRP collection.

1.5 METHODOLOGY

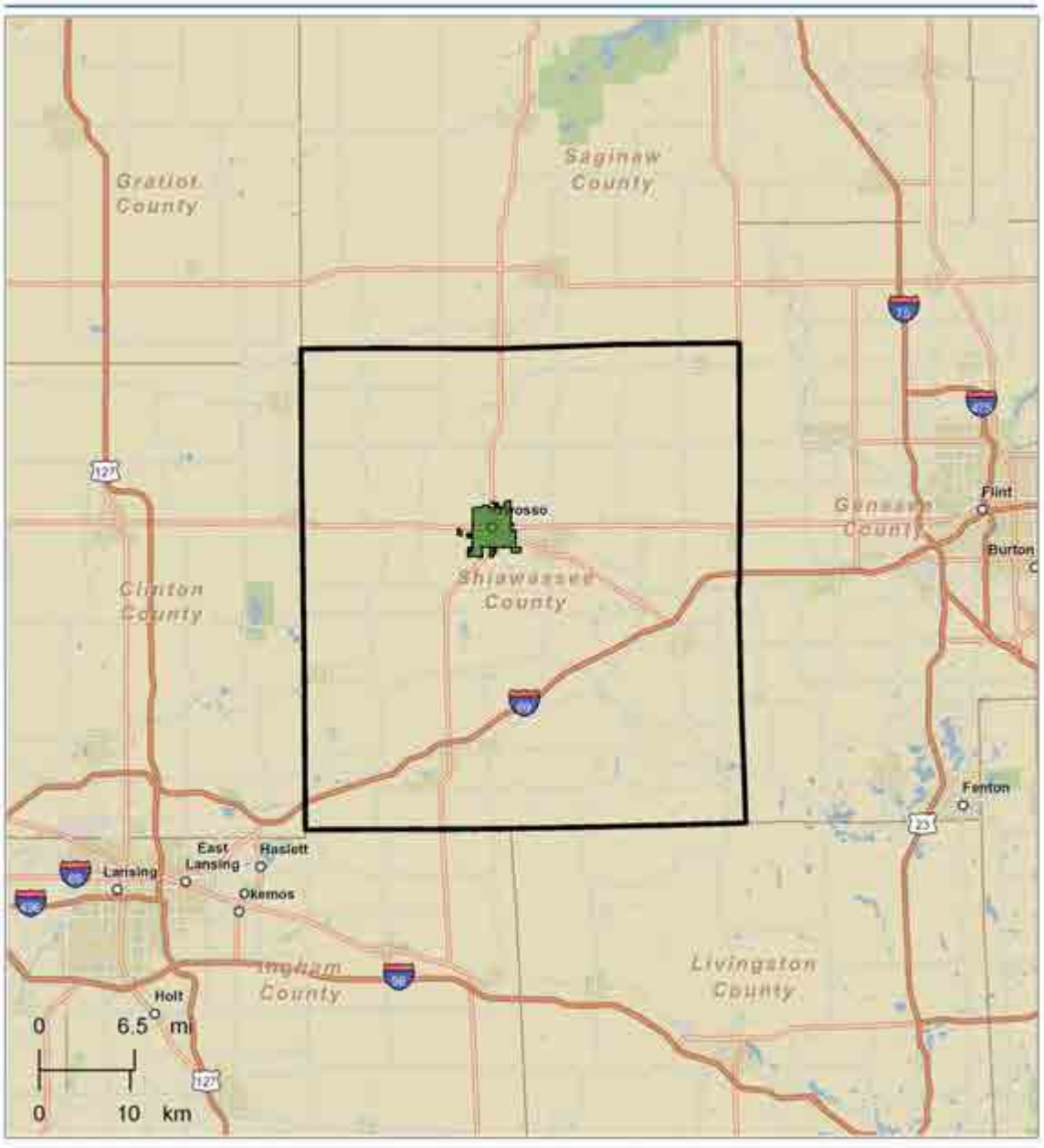
- Collected data from the U.S. Census and offer appropriate sources in order to compile a socio-economic profile.
- Investigated case studies as well as best practices for the completion of housing, business inventory and assessment.
- A pedestrian use study as well as a streetscape assessment has been completed based upon best practices and case studies.
- Conducted multiple onsite observations supplemented with photo documentation.
- Facilitated personal interviews with local stakeholders such as business owners, government officials, Baker College administration, and the general public.

1.6 KEY PLAYERS

- Adam Zettel - Assistant City Manager, City of Owosso
- Justin Horvath - CEO, Shiawassee Economic Development Partnership
- David Shorter - Executive director, Steam Railroading Institute
- Bill Voorheis - Owner, Washington Business Park
- David Wakeland - Owner, Wakeland Oil
- Rex LaMore – Professor, URP Practicum
- Zenia Kotval – Professor, URP Practicum

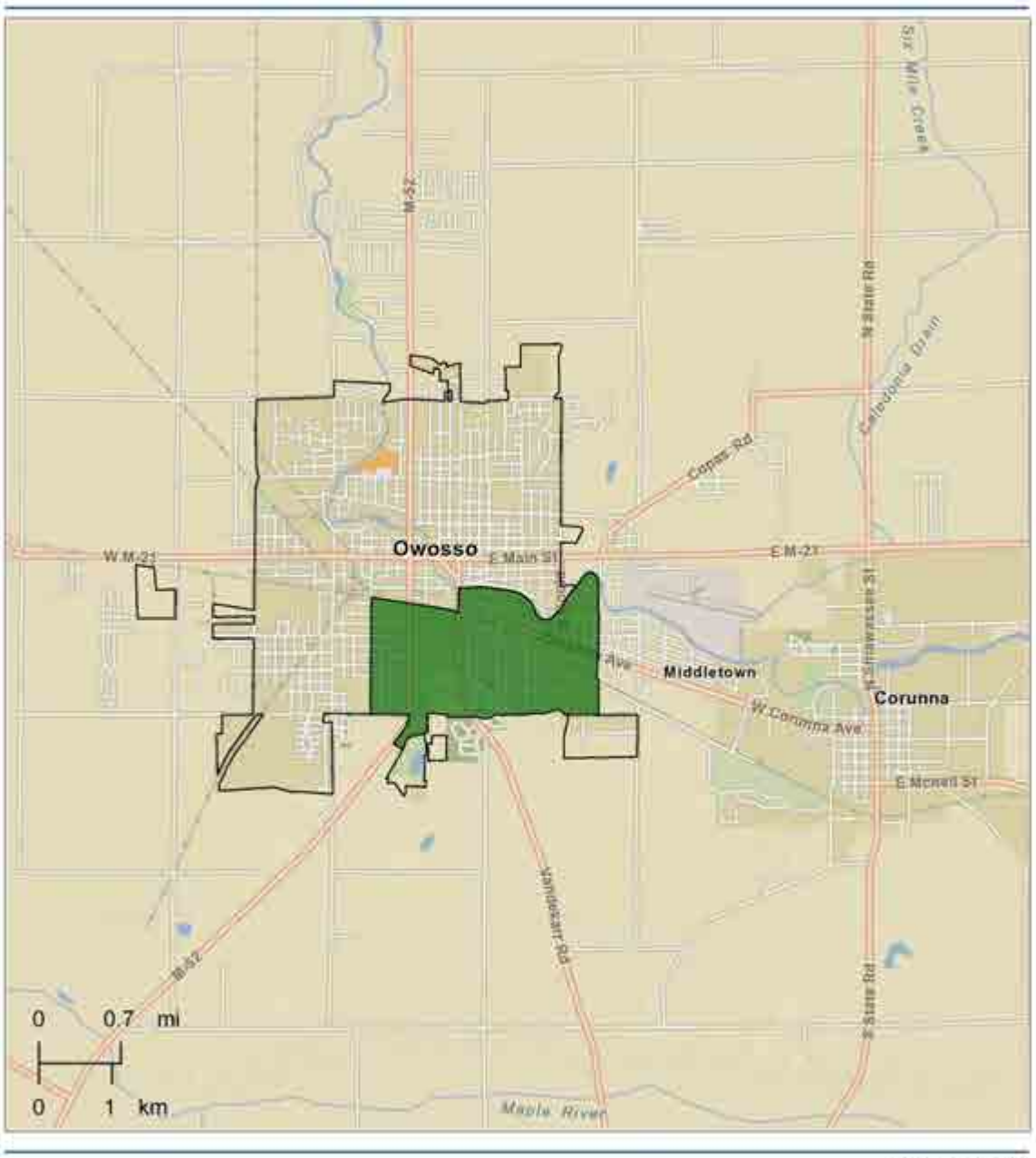
LOCATION MAP OF SHIAWASSEE COUNTY

LOCATION MAP OF THE CITY OF OWOSSO



February 27, 2013

LOCATION MAP OF TRACT 308



LOCATION MAP OF THE WASHINGTON STREET CORRIDOR

February 27, 2013

1.8 EXECUTIVE SUMMARY

Owosso is located in central Michigan, between Flint and Lansing. Michigan highways M-51 and M-21 intersect at the city's central downtown. The Washington St. corridor connects Baker College from the south, to the central downtown and intersects the M-71 highway, the Shiawassee River, and two sets of railroad tracks. An inventory of the corridor's assets was gathered by the MSU practicum team led by Rex LaMore and Zenia Kotval.

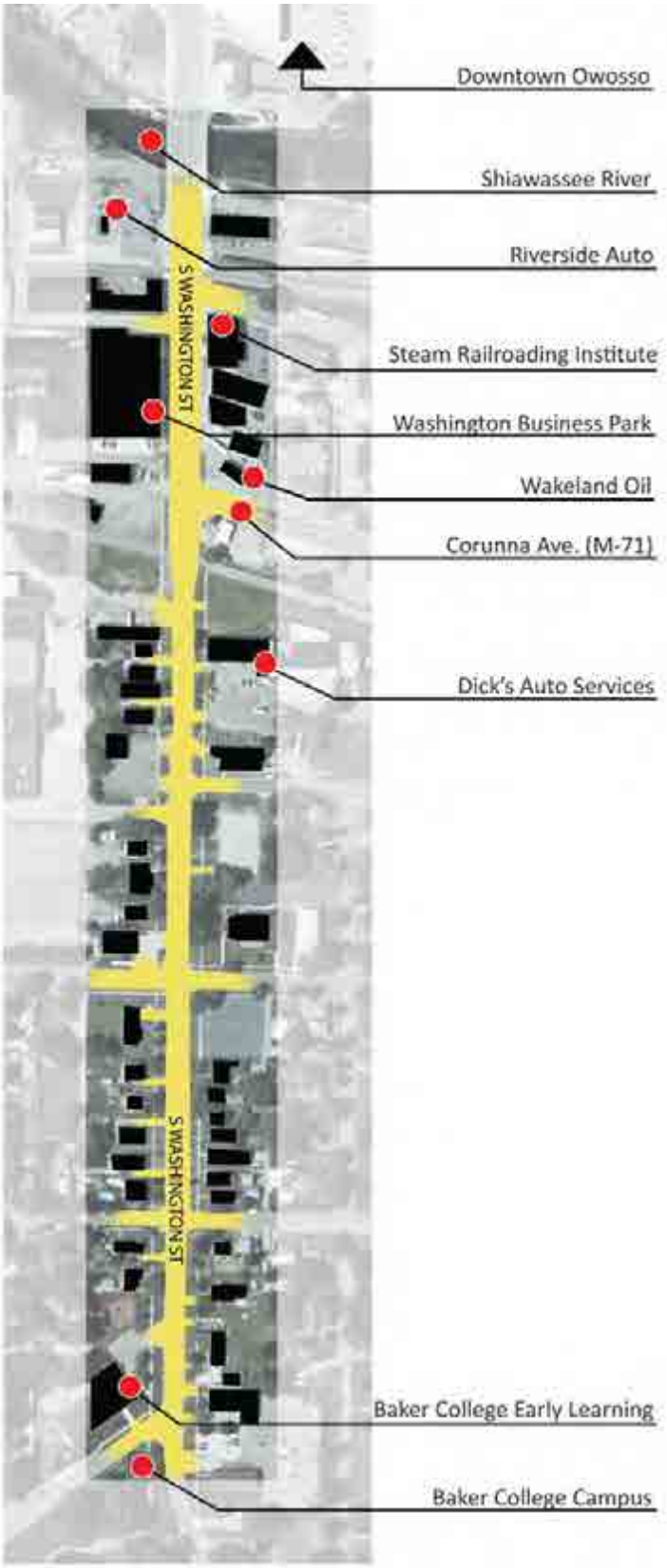
The assessment was an analysis of conditions of various criteria. Socioeconomic and demographic data was collected for the city of Owosso as well as the tract (308) that contains the corridor. Each block was analyzed for the criteria based on the "Complete Streets" model. (sidewalk conditions and width, handicap accessibility, signage, landscaping, lighting, bicycle lanes, traffic flow, street parking, housing conditions and setback) The corridor intersections were analyzed based on delineation and crosswalk signals/signage. Each block received a grade for each criterion to determine problem areas and better develop recommendations.

A commercial property analysis was also conducted to determine current land uses and develop recommendations for future land uses. The corridor is anchored by these properties with Baker College at the South, and Riverside Auto and the Steam Railroading Institute at the North. Each commercial, institutional and industrial property was analyzed based on setback, facade, and off-street parking. Each property was then given a grade based on the criteria.

Recommendations are based on a timeline model of short-medium-long term. Short term recommendations are small, inexpensive projects such as street restriping, adding bike lanes, and general cleanup/landscaping. Middle-term recommendations include the addition of light posts, and removing sidewalk obstructions. Long term revitalizations involve creating a fully ADA accessible corridor and creating new land uses that fit the model of an attractive connection between Baker College and downtown, and a tourist destination led by the Steam Railroading Institute.

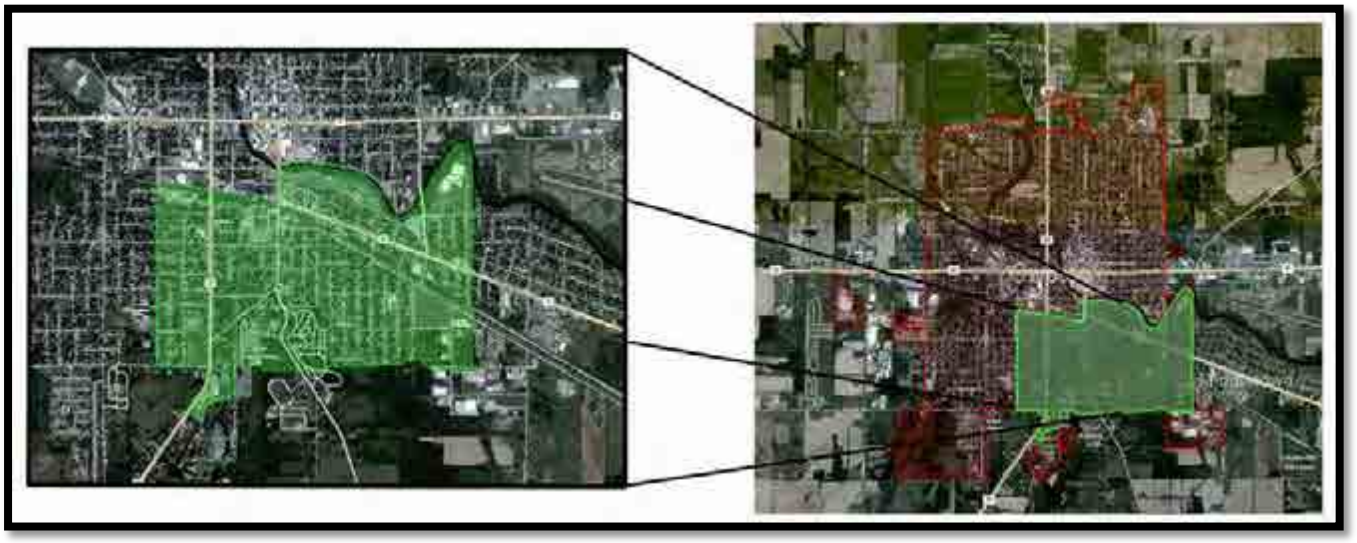
CHAPTER 2 : SOCIOECONOMIC PROFILE

Washington Street Corridor Highlights



A socio-economic profile was compiled and analyzed to help identify current trends within Owosso and the region. The focus of the data collection and analysis was for Tract 308. This analysis has helped us to better understand where the city is as a community, where it has been, and where we can expect or plan it to be in the future. The socio-economic profile is made up of three principle components; Demographics/Education, Economics and Housing. These three sections are a collection of local and regional primary data that has been collected from the U.S. Census and American Community Survey. The data was selected to gain further insight on how the Washington St. Corridor fits into the community as a whole and into the surrounding region.

FIGURE 2-1: GEOGRAPHIC AREA



Source: communityanalyst.esri.com

On the right, Figure 2-1 displays the City of Owosso in red, and Tract 308 in green. On the left is a closer look at Census tract 308; encompassing the Washington St Corridor. The Washington St. Corridor is located south of the Shiawassee River and north of Baker College. A five mile stretch of state highway M-71 connects Owosso and Corunna. M-71 intersects Washington St from the east and merges into the northern section of the corridor as it enters the City of Owosso. This three-way intersection marks a major gateway to the City of Owosso providing visitors with their first impressions of the City.

2.1 DEMOGRAPHICS

The demographic data in this section will show trends in total population and race distributions for Michigan, Shiawassee County, Corunna, Owosso, and Census Tract 308. Age group distributions and educational attainment are also shown for Census Tract 308.

POPULATION TRENDS

Total population data was gathered from the 1980, 1990, 2000, and 2010 US Census, and is displayed in Table 2-1. Census Tract 308 fared worse than the city, county, and state in terms of population loss. Tract 308 lost 12.21% of its population from 2000-2010, a number much higher than those of the city, county, and state, who lost 3.4%, 1.4%, and 0.6%, respectively. Owosso as a whole has fared worse than its neighbor, Corunna, in the last thirty years.

According to the 2010 U.S. Census, Tract 308 has a population of 3,284 and is located within The City of Owosso. Tract 308 boundaries consist of S Cedar St to the west, the Shiawassee River to the north, Aubrey Ave to the east and South St to the south. The Washington St. corridor is located with Tract 308.

TABLE 2-1: TOTAL POPULATION

Total Population								
	1980	% Change	1990	% Change	2000	% Change	2010	% Change
Tract 308	X	X	X	X	3,685	X	3,284	-12.21%
Owosso	16,445	X	16,322	-0.75%	15,713	-3.88%	15,194	-3.42%
Corunna	3,206	X	3,091	-3.72%	3,381	8.58%	3,497	3.32%
Shiawassee	71,140	X	69,770	-1.96%	71,678	2.66%	70,648	-1.46%
Michigan	9,262,078	X	9,295,297	0.36%	9,938,444	6.47%	9,883,640	-0.55%
Source: 1980, 1990, 2000, 2012 U.S. Census.								
2010 ACS 5 Year Estimates 2000 SF4 Sample Data								

AGE DISTRIBUTION

Age distribution data was gathered from both the 2000 US Census and the 2007-2001 American Community Survey. The data is displayed in Figure 2-2 and Figure 2-3. It is difficult to grasp any major trend in age distribution from this data, as young, middle-aged, and elderly resident populations decreased, while young adult and older adult populations increased. The percentage of older adults and elderly populations in Tract 308 are lower than those of the city as a whole (According to the Owosso Master Plan).

FIGURE 2-2: 2000 AGE DISTRIBUTION

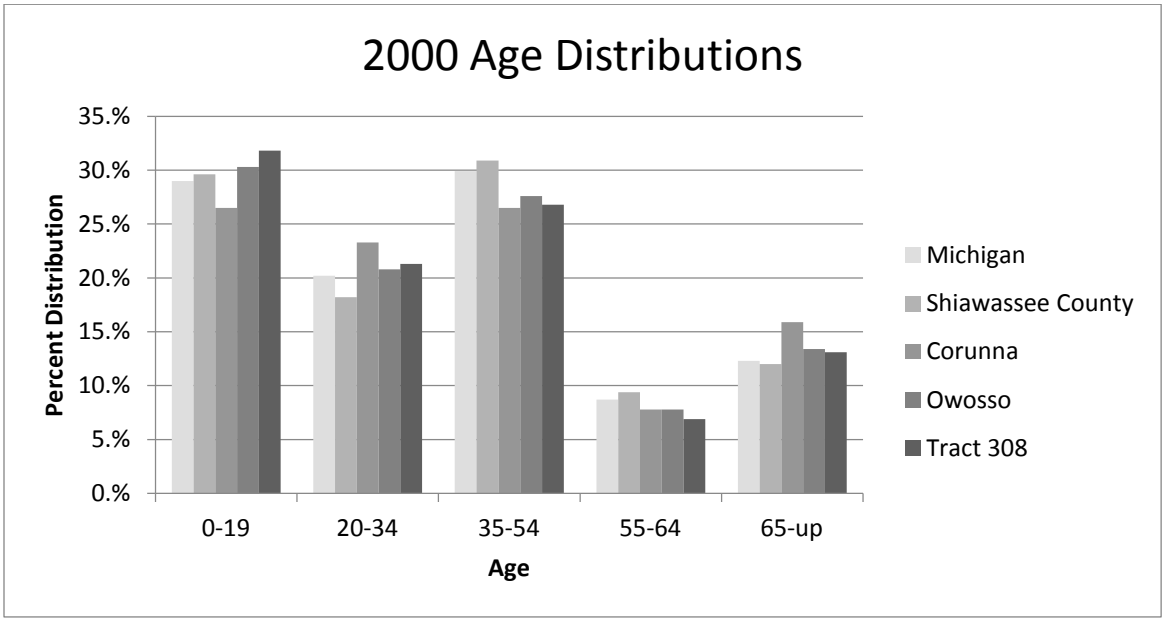
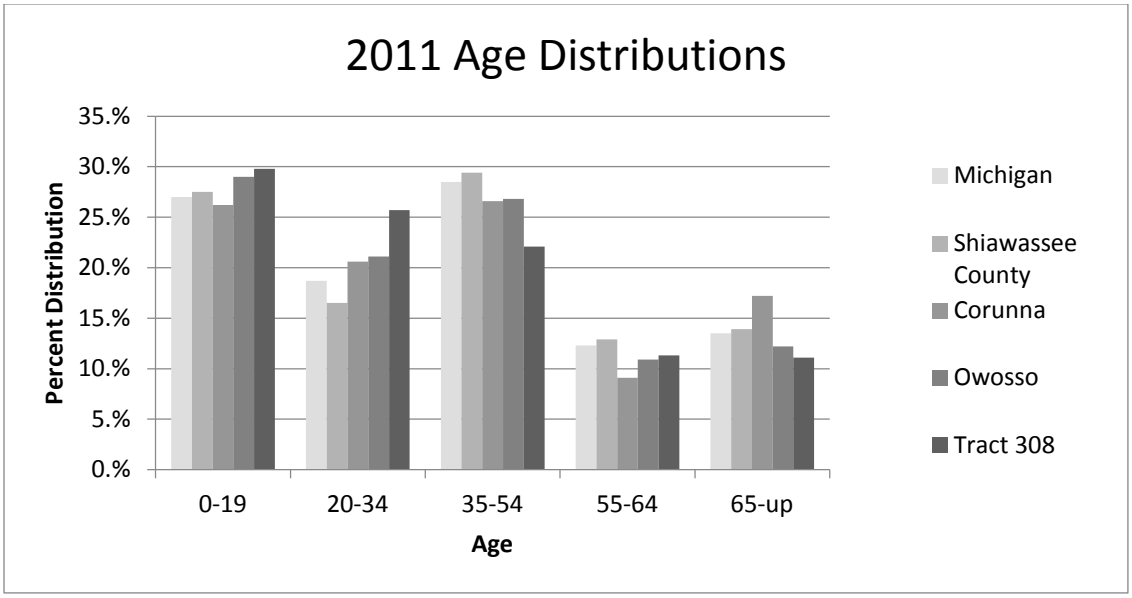


FIGURE 2-3: 2011 AGE DISTRIBUTION



Source: 2000 US Census and 2007-2011 American Community Survey

RACE DISTRIBUTION ANALYSIS

Race distribution data was collected from the 2000 US Census and 2011 ACS. The data is displayed in Table 2-2. Tract 308 has not followed the trend of the state as a whole, but has followed the trend of the city of Owosso, as well as Shiawassee County. Despite any changes to minority populations, Tract 308, Owosso and Shiawassee County remain racially homogeneous.

TABLE 2-2: RACE DISTRIBUTION

Race Distribution			
Race	Location	2000	2011 Estimate
White	Tract 308	96.4	96.4
	Owosso	97	97.8
	Corunna	95.4	97.9
	Shiawassee	97.3	97.3
	Michigan	80.2	79.3
Black	Tract 308	0.2	0.6
	Owosso	0.2	0.3
	Corunna	1.5	1.9
	Shiawassee	0.2	0.5
	Michigan	14.2	14.1
Other	Tract 308	3.4	3
	Owosso	5.6	2.4
	Corunna	0.5	0.2
	Shiawassee	3.2	2.2
	Michigan	2.8	6.6
Source: 2011 ACS 5 Year Estimates, 2000 SF1 100% Data			

EDUCATIONAL ATTAINMENT ANALYSIS

Educational attainment data was collected from the 2000 US Census and 2007-2011 American Community Survey. This data displays the level of education attained by residents of Census tract 308 and is shown in Figure 2-4 and Figure 2-5. Tract 308 has improved their educational attainment levels over the last decade, with an increase of nearly 20% in high school graduates. This increase in the number of educated workers may cause a shift in demand for various markets in the future such as retail service and housing. In comparison to the Shiawassee County, Tract 308 was able to make a much more significant shift in the percent of population from having less than a high school diploma to being a high school graduate or equivalent. The State of Michigan experienced a small shift in the opposite direction from the year 2000 to 2011.

FIGURE 2-4: 2000 EDUCATIONAL ATTAINMENT

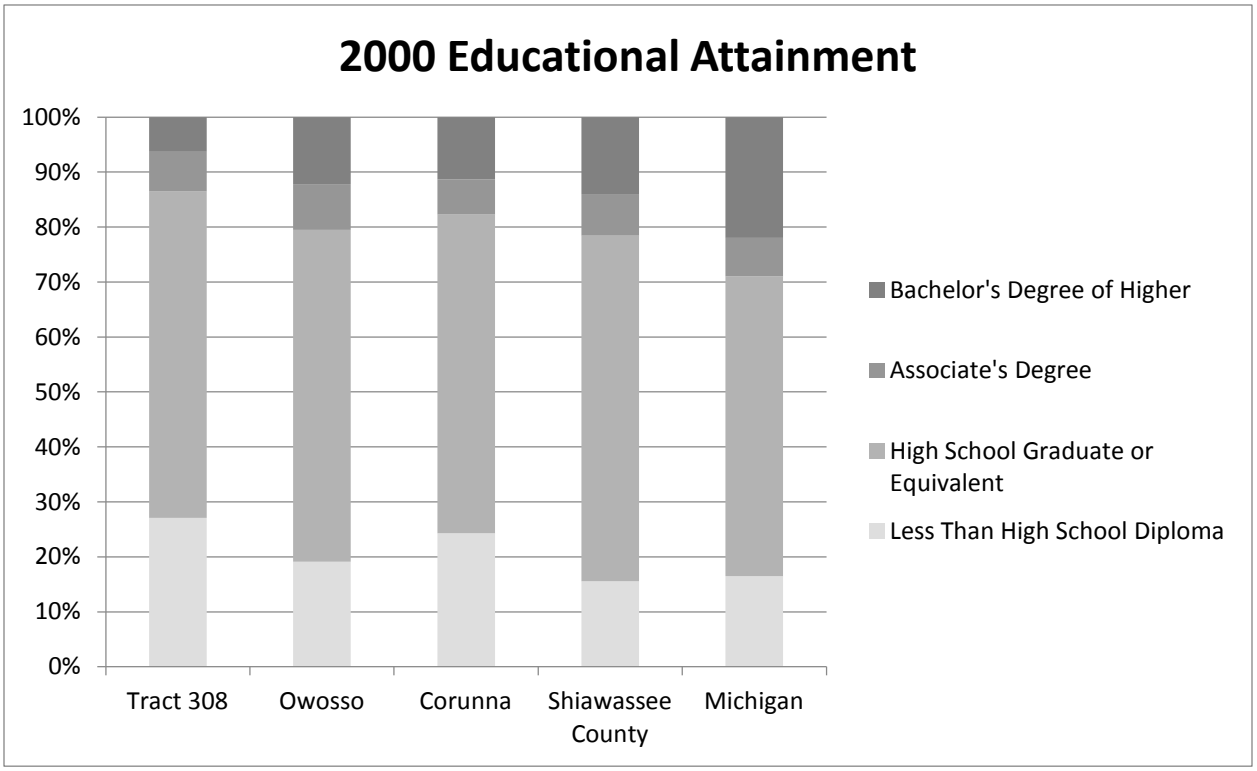
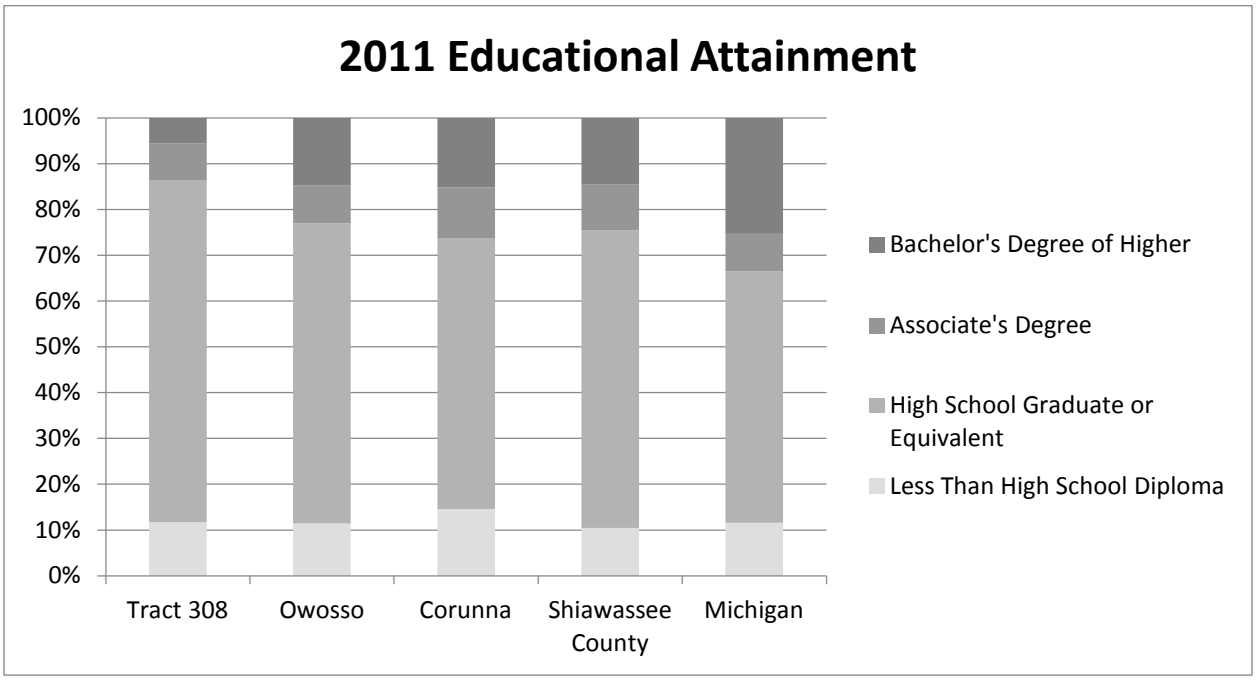


FIGURE 2-5: 2011 EDUCATIONAL ATTAINMENT



Source: 2000 US Census and 2007-2011 American Community Survey

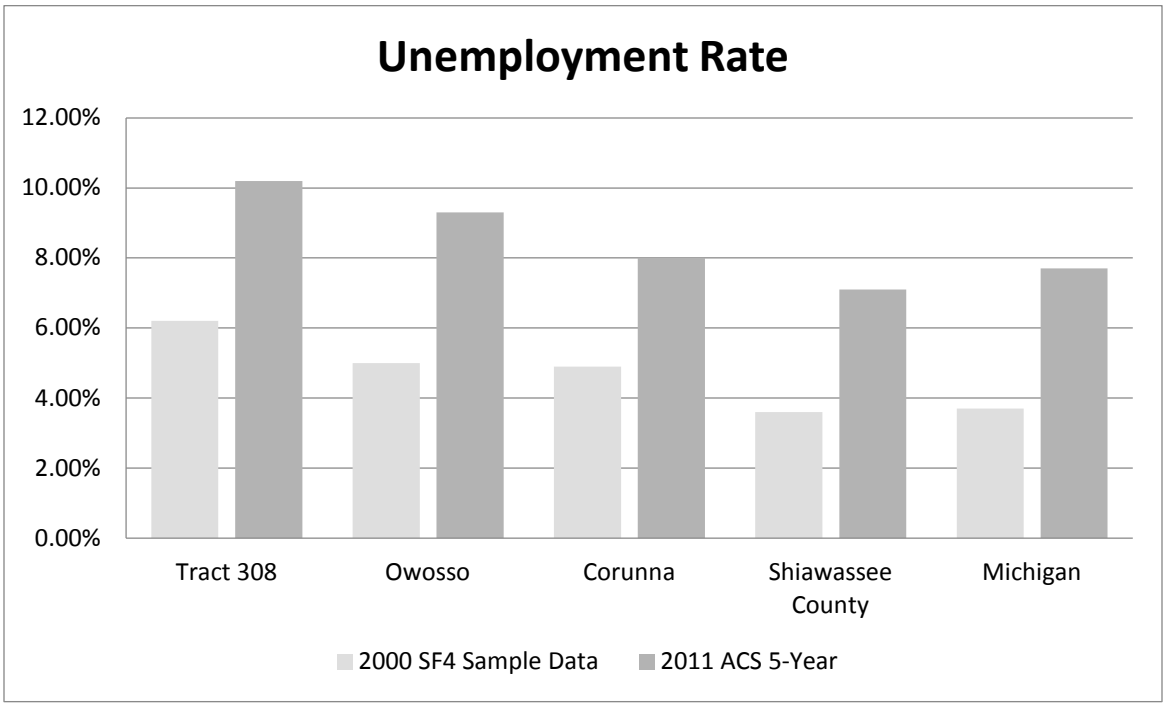
2.2 ECONOMIC

The economic data in this section provides insight into employment status, occupation, industry, average incomes and poverty rate. Each characteristic for Census Tract 308 is compared with Owosso, Corunna, Shiawassee County, and the State of Michigan. The data was collected from 2000 SF4 Sample Data and 2007-2011 American Community Survey.

EMPLOYMENT STATUS

Figure 2-6 shows the unemployment trends for Tract 308 over the last decade. In 2008, the U.S. economy experienced a severe down turn the greatly affected the housing market and manufacturing sector. Michigan, Shiawassee County, Owosso and Corunna were hard hit and experienced an increase in unemployment. The 2011 unemployment rate for Owosso is nearly double the rate from 2000, however still lower than the rate of Tract 308. According to 2007-2011 American Community Survey data, Tract 308 residents are still experiencing an unemployment rate over 10%.

FIGURE 2-6: UNEMPLOYMENT RATE

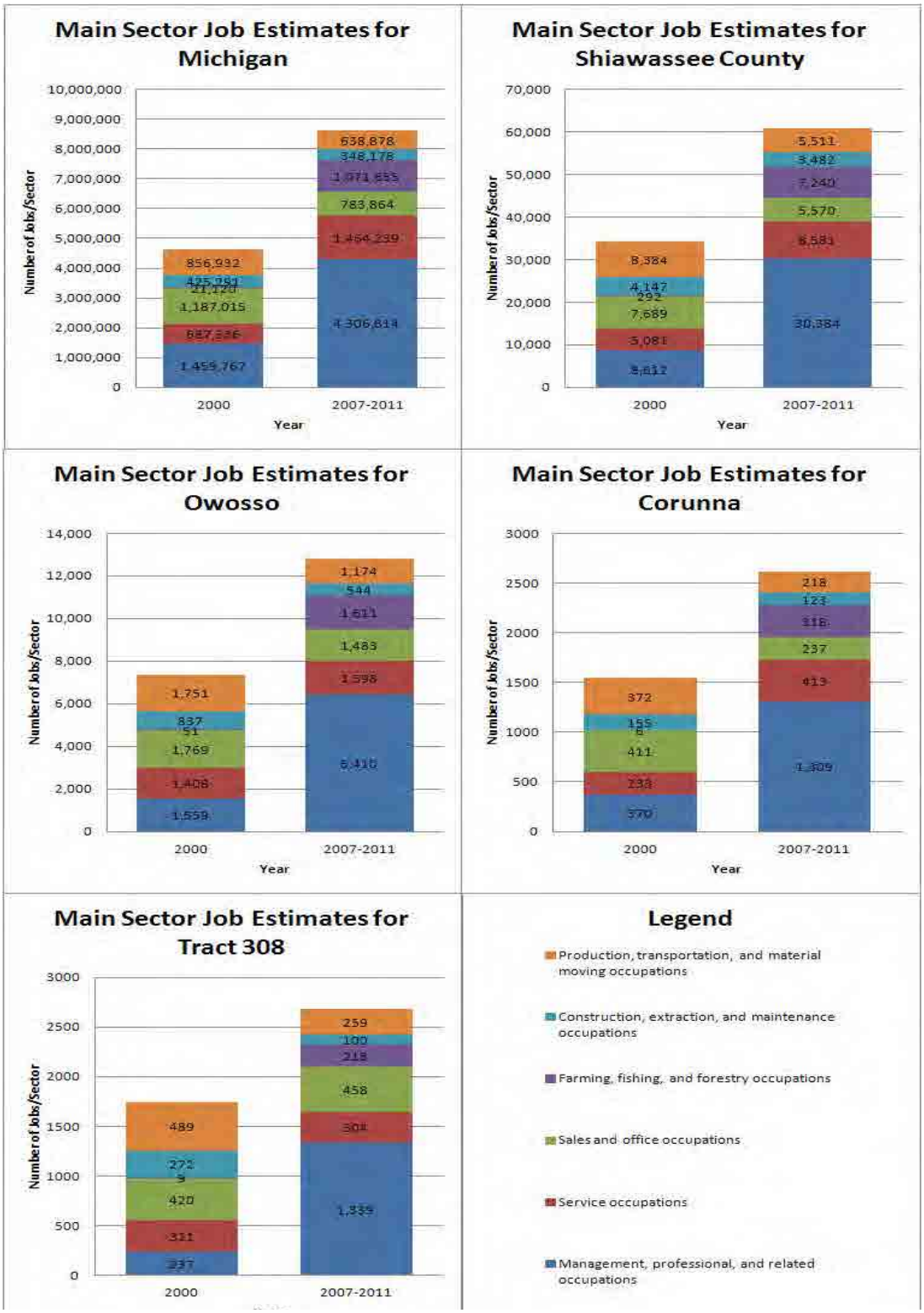


Source: 2007-2011 American Community Survey

OCCUPATION ANALYSIS

Figure 2-7 displays the main occupation sectors jobs estimates for Tract 308 between 2000 and 2007-2011. Tract 308 gained jobs in two sectors; service and management, professional and related occupations. Unfortunately, the economic down turn has effected Tract 308's employment in three occupation sectors; production, transportation and material moving, natural resources, construction and maintenance and sales and office. This is a net loss of 409 jobs for people living in Tract 308.

FIGURE 2-7: MAIN SECTOR JOB ESTIMATES



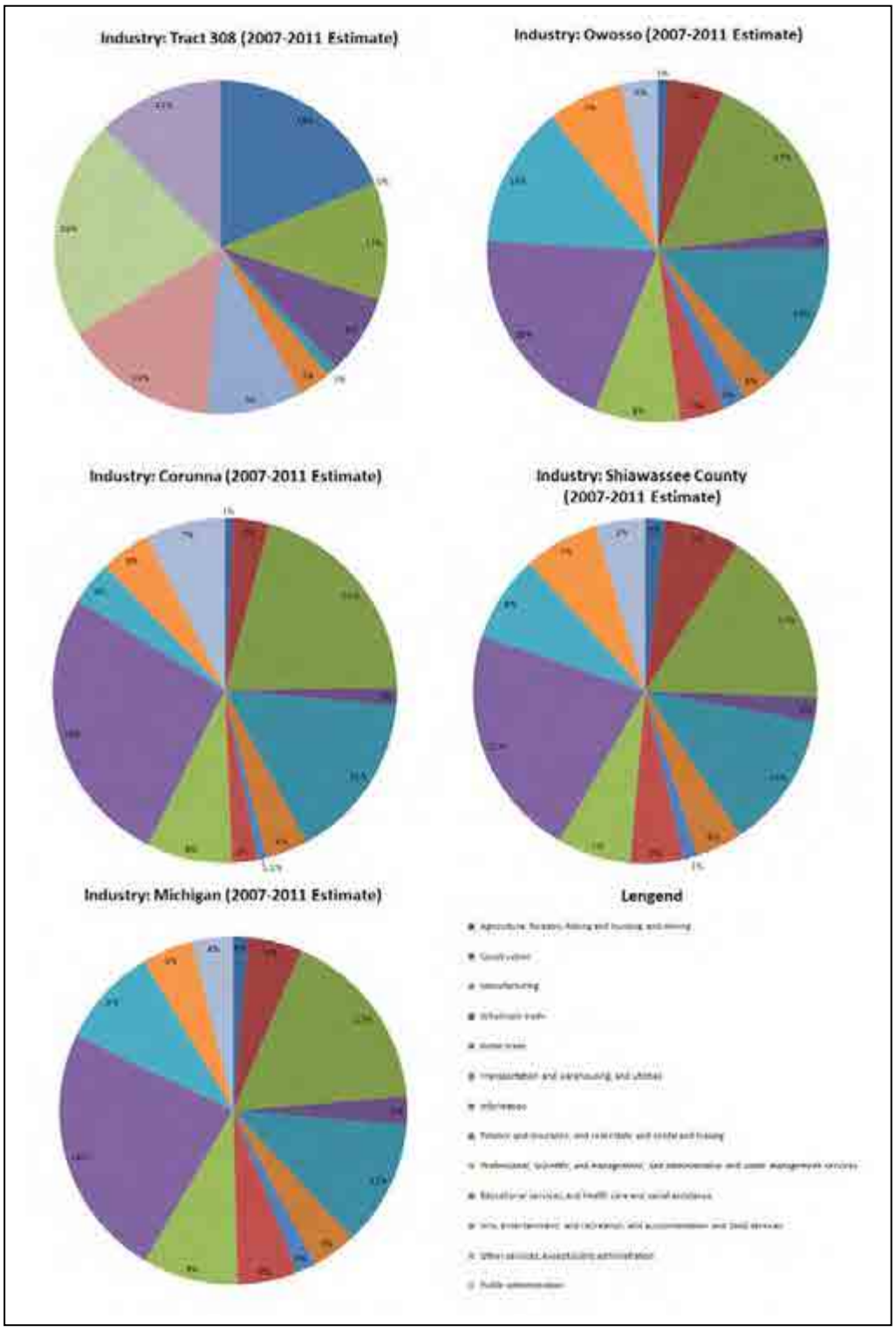
Source: 2000 U.S. Census and 2007-2011 American Community Survey

Figure 2-8 displays the 2007-2011 American Community Survey Industry data for Tract 308. This data outlines the distribution of jobs in 9 industry sectors. Agriculture, forestry, fishing and hunting, and mining, wholesale trade, and public administration are excluded from Figure 2-8 because they are not represented in Tract 308. Arts, entertainment, recreation, accommodation and food services (20%), Manufacturing (17%), and Educational, health and social services (14%) are the top three employment sectors.

The largest contribution to Owosso's economy in Tract 308 is the Arts, entertainment, recreation, accommodation and food services. Although this grouping doesn't provide us with a breakdown of each of its parts, as a whole we can determine that these jobs, in general, tend to be low paying for the service sector. This includes hotels, inns, cafeterias, restaurants and campground/RV park workers.

The other two dominate distribution of jobs based on industry for Tract 308 Manufacturing and Educational, health and social services. This closely coincides with the city of Owosso which work force dominates these two industries.

FIGURE 2-8: INDUSTRY



Source: 2007-2011 American Community Survey

TABLE 2-3: HOUSEHOLD INCOME

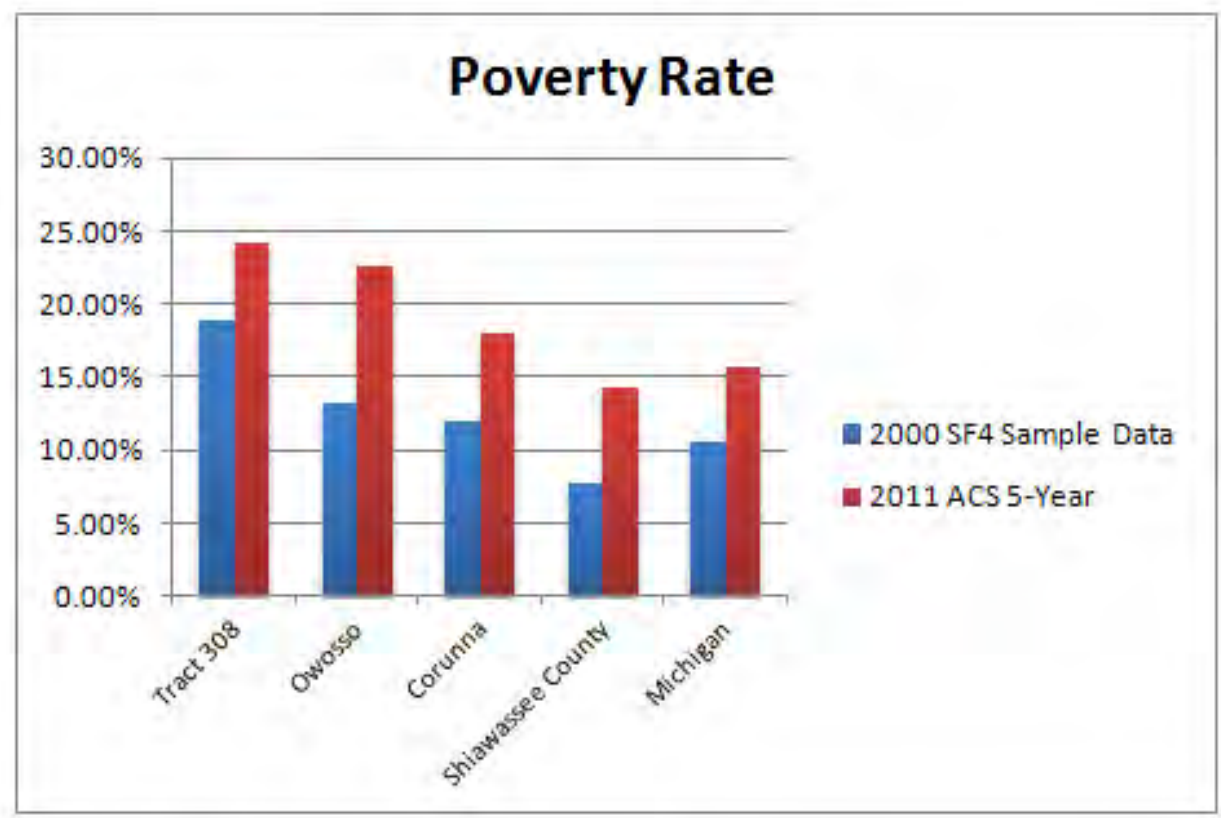
	2000 SF4 Sample Data		2011 ACS 5-Year	
	Estimate	Percent Change	Estimate	Percent Change
Tract 308	$ 26,977.00	-	$31,339.00	16.7%
Owosso	$ 32,576.00	-	$36,354.00	11.6%
Corunna	$ 29,831.00	-	$40,515.00	35.8%
Shiawassee County	$ 42,553.00	-	$47,552.00	11.8%
Michigan	$ 44,667.00	-	$48,669.00	8.9%

Source: 2007-2011 American Community Survey

Table 2-3 indicates the median household income for Michigan, Shiawassee County, Corunna, Owosso and Census Tract 308 for 2000 and 2007-2011 estimates. Overall, there has been growth in all five places, but Corunna is the only place to maintain growth at the rate equal or greater than inflation. Tact 308's median household income has grown faster than the City of Owosso as a whole, but still indicates slow growth and a decrease of wealth when national inflation is considered.

Figure 2-9 indicated the change in poverty rate for Michigan, Shiawassee County, Corunna, Owosso, and Tract 308 between 2000 and 2007-2011 estimates. The poverty in Tract 308 has experienced a significant increase since 2000. This change in poverty correlates with the trend in the surrounding region and state. Tract 308 has a higher unemployment rate than Michigan, Shiawassee County, Corunna and Owosso.

FIGURE 2-9: POVERTY RATE



Source: 2000 U.S. Census and 2007-2011 American Community Survey

2.3 HOUSING

The housing data analyzed for Owosso includes total housing units, year structure built, average value, average rent, housing tenure, occupancy rates and vacancy rates for the city, county, and state as a whole. The data were collected from the 2000 Census and 2007-2011 American Community Survey.

NUMBER OF HOUSING UNITS ANALYSIS

The fist aspect of the housing analysis examined was the number of total housing units within the City of Owosso. Additionally, the number of units in City of Corunna, Shiawassee County, Michigan State and Census Tract 308 was analyzed for the purpose of comparison. Between the years of 2000 and 2011 the total number of housing units in Michigan rose from 3,785,661 to 4,532,215, a 21.41% increase in the number of housing units. The total number of units in Shiawassee County rose from 26,896 to 30,339, equivalent to a 12.80% increase in the number of housing units. The City of Owosso had the lowest percentage of growth in total housing units at 11.58%.

TABLE 2-4: 2000 OWNER/RENTER OCCUPIED HOUSING

Location	Total Units	Vacant Units	% Vacant	Occupied units	Owner Occupied		Renter Occupied	
					Number of Units	% of Total Units	Number of Units	% of Total Units
Tract 308	1,517	82	5.4%	1,435	898	62.6%	537	37.4%
Owosso	6,724	384	5.7%	6,340	4,170	65.8%	2,170	34.2%
Corunna	1,407	87	6.2%	1,320	686	52.0%	634	48.0%
Shiawassee	29,087	2,191	7.5%	26,896	21,539	80.1%	5,357	19.9%
Michigan	4,234,279	448,618	10.6%	3,785,661	2,793,124	73.8%	992,537	26.2%

Table 2-4 shows data collected on housing units from the 2000 U.S Census. This table shows the total number of housing units available in the city of Owosso, City of Corunna, Shiawassee County and Michigan State as well as Census Tract 308. It further divides the data into owner-occupied, renter-occupied, total housing units and vacant units for each geographical area.

TABLE 2-5: 2007-2011 OWNER/RENTER OCCUPIED HOUSING

Location	Total Units	Vacant Units	% Vacant	Occupied Units	Owner Occupied		Renter Occupied	
					Number of Units	% of Total Units	Number of Units	% of Total Units
Tract 308	1,541	181	11.7%	1,360	876	64.4%	484	35.6%
Owosso	7,074	759	10.7%	6,315	4,072	64.5%	2,243	35.5%
Corunna	1,440	65	4.5%	1,375	681	49.5%	694	50.5%
Shiawassee	30,339	2,758	9.1%	27,581	21,544	78.1%	6,037	21.9%
Michigan	4,532,215	707,033	15.6%	3,825,182	2,812,607	73.5%	1,12,575	26.5%

Table 2-5 contains housing data collected from the 2007-2011 American Community Survey. This table contains the same geographical representation as the data collected in last table. The data from the 2007-2011 American Community Survey show an increase in housing units as well as an increase in housing vacancies. The number of owner-occupied housing units for the City of Owosso fell by 98, whereas the number of owner-occupied housing units for Shiawassee County and Michigan State increased. Narrowing the analysis down to a more specific area, tract 308, the total units increased by 24, but there were also almost one hundred more vacant units. One trend to point out is that in Tract 308 the percent of renter occupied units fell, when each of the comparables saw a rise in renter occupied housing percentage.

Table 2-6 shows the comparison between owner occupied housing and renter units of the City of Owosso. The data compared is from the U.S. Census 2000 and 2007-2011 American Community Survey.

TABLE 2-6: OWOSSO HOME OWNERSHIP VS. RENTER

Owosso Home Ownership Vs. Renter		
	2000 SF3	2011 ACS 5-Year
Vacant housing units	384	759
Occupied housing units	6,340	6,315
Owner-occupied housing units	4,170	4,072
Renter-occupied housing units	2,140	2,243

Source: 2000 US Census, 2011 ACS 5 Year Estimates

The Percentage of owner occupied units in the City of Owosso decreased slightly from 65.8% in 2000 to 64.5% in 2011. The percentage of renter occupied units for the City of Owosso were stable and had a small increase from 34.2% in 2000 to 35.5% in 2011. Source: 2000 U.S. Census & 2007-2011 American Community Survey

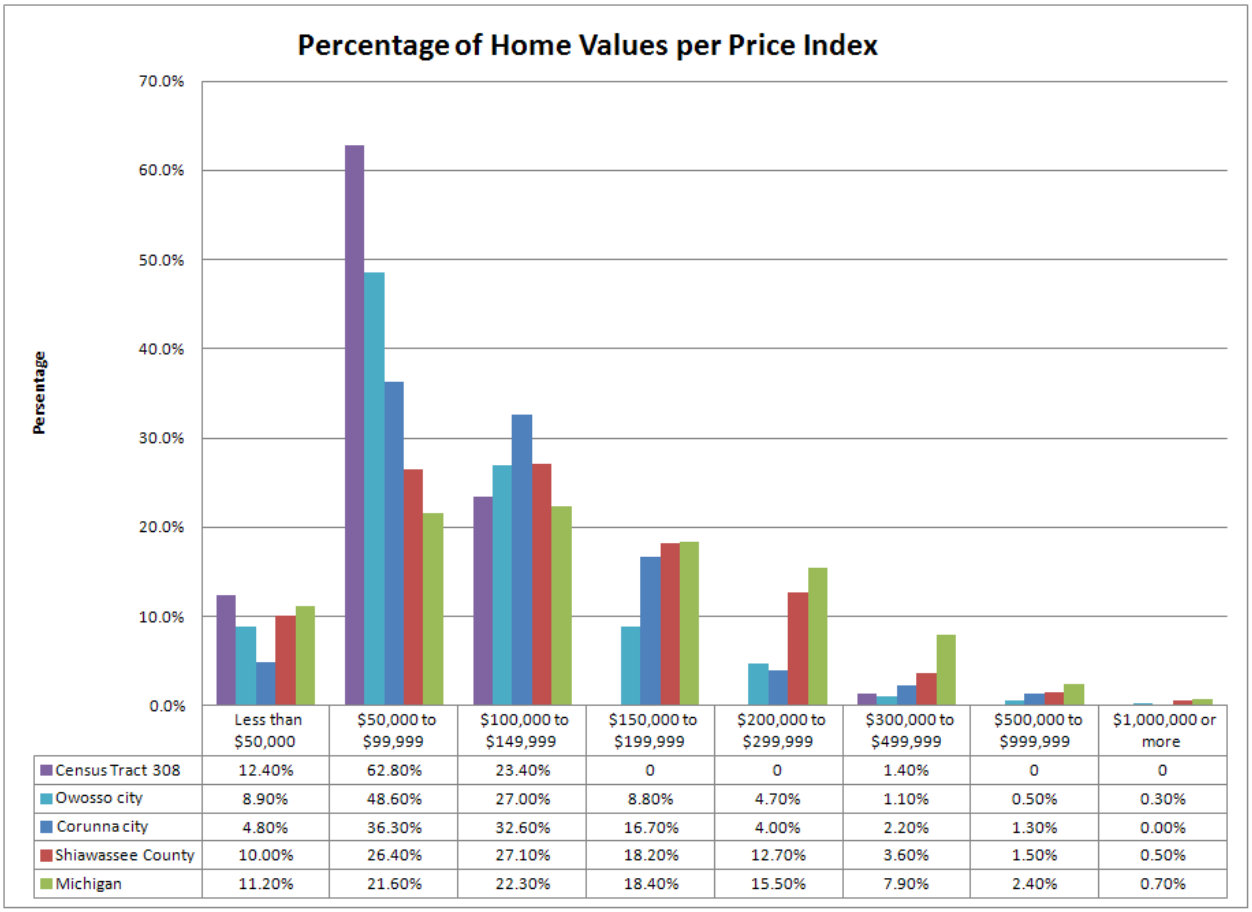
TABLE 2-7: 2000 & 2011 MEDIAN VALUE OF OWNER-OCCUPIED UNITS

		Median Value (dollars) of Owner-occupied units			
		2000 SF3		2011 ACS 5-Year	
Location		Estimate	Percentage of Change	Estimate	Percentage of Change
Tract 308		$69,800	-	$84,900	21.63%
Owosso		$81,700	-	$92,200	12.85%
Corunna		$84,800	-	$107,800	27.12%
Shiawassee		$95,900	-	$122,800	28.05%
Michigan		$115,600	-	$137,300	18.77%

Table 2-7 shows both 2000 and 2011 median value of owner-occupied units and the percentage change between them. According to data above, Shiawassee County increased the most from $95,900 to $122,800, which is 28.05%. Compare to other regions, City of Owosso has lower rise rate of only 12.85%.

The Data in Figure 2-10 shows a comparison of the percentage of homes with certain values in 2011. The notable trend is that Owosso and Corunna have some differences in the percentage of homes in each data range. But both Owosso and Corunna have a large percentage of their housing stock valued between the ranges of $50,000 to $99,999, especially for City of Owosso which 48.6% of their housing stock lies within this range. Shiawassee County also has two large percentages of its total housing stock valued between the same dollar ranges as Owosso and Corunna as well as between the ranges of $100,000 to $149,999. In addition, Shiawassee County has more houses valued between the ranges of $200,000 to $299,999, a total of 12.7% of its total housing stock.

FIGURE 2-10: PERCENTAGE OF HOME VALUES PER PRICE INDEX



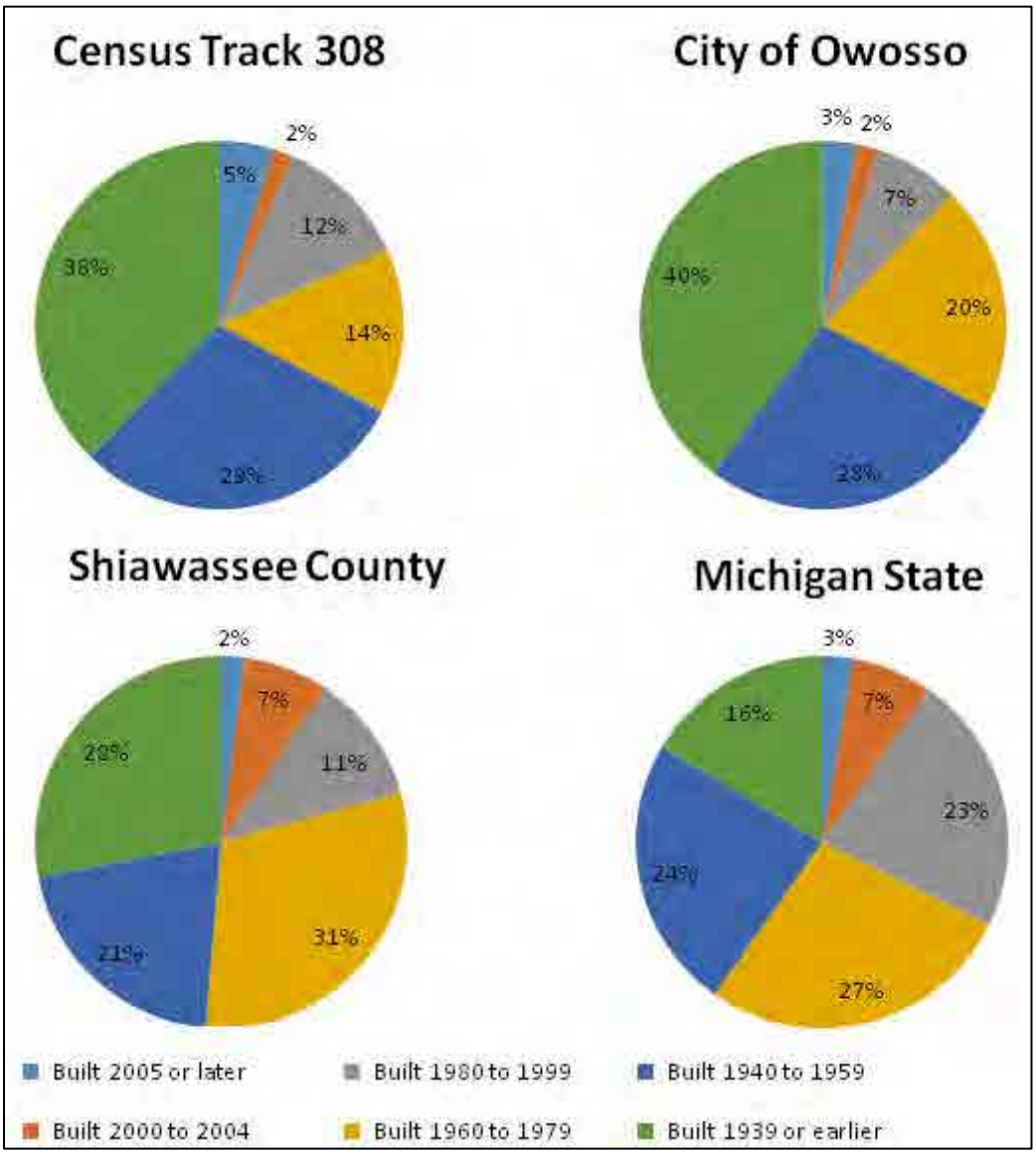
	Less than $50,000	$50,000 to $99,999	$100,000 to $149,999	$150,000 to $199,999	$200,000 to $299,999	$300,000 to $499,999	$500,000 to $999,999	$1,000,000 or more
Census Tract 308	12.40%	62.80%	23.40%	0	0	1.40%	0	0
Owosso city	8.90%	48.60%	27.00%	8.80%	4.70%	1.10%	0.50%	0.30%
Corunna city	4.80%	36.30%	32.60%	16.70%	4.00%	2.20%	1.30%	0.00%
Shiawassee County	10.00%	26.40%	27.10%	18.20%	12.70%	3.60%	1.50%	0.50%
Michigan	11.20%	21.60%	22.30%	18.40%	15.50%	7.90%	2.40%	0.70%

Source: 2007-2011 American Community Survey

AGE OF HOUSING STRUCTURE ANALYSIS

Figure 2-11 illustrates the age of housing structures in Census Tract 308, City of Owosso, Shiawassee County and Michigan State. 38% of Tract's housing was built in 1939 or earlier, whereas Owosso had their largest part that 39.9% of its housing units built in 1939 or earlier. Shiawassee County only had 25.3% of its total housing units built in 1939 or earlier. In comparison to the other geographical areas, Owosso has the oldest supply of current housing stock at 40% of units built in 1939 or earlier.

FIGURE 2-11: AGE OF HOUSING STOCK



Source: 2007-2011 American Community Survey

2.4 SUMMARY

Tract 308 has encountered many challenges over the last decade. Many of these challenges are directly related to the economic decline in Owosso and the surrounding region.

While the economic data suggests that Tract 308 is a declining section of the city, the housing and educational data suggest otherwise.

The tract, like the rest of the county and state, experienced an increase in the poverty rate over the last decade. Tract 308, however, now has a poverty rate of nearly 25%, which is roughly 10% higher than Shiawassee County as a whole. The median household income in the tract is 5,000 dollars lower than Owosso as a whole and 17,000 dollars lower than the State of Michigan.

Despite these difficulties, Tract 308 has made some advancement in both housing and education. The tract has cut high school dropouts in half over the last ten years. The other census groups have also lowered their dropout rate, but not as much as Tract 308.

The tract also saw a jump in housing value over the last ten years. While the values in the tract are lower than the city, county and state, the home values in the tract are increasing at a higher rate (21.63%) than the city (12.85%) and state (18.77%). They are not quite to the level of Corunna (27.12%) and the whole county (28.05%).

CHAPTER 3 : MARKET ANALYSIS

3.0 Intro
3.1 Business Summary
3.2 Market Potential
3.3 Restaurant Market Potential
3.4 Retail Goods and Services Expenditures
3.5 Retail MarketPlace Profile

Appendix C: ESRI Documents

3.0 INTRO

Our team used information retrieved from the ESRI Business and Community Analyst online resources in order to conduct a thorough analysis of the market conditions in the corridor. This research and analysis will enable a better perspective on the types of industry that are conducted in the Washington Street Corridor, what types of businesses employ the most people, how people spend their money and where there is demand or sales potential. This information will be valuable upon making recommendations for the Washington Street Corridor in order to revitalize the area.

3.1 BUSINESS SUMMARY

As shown in Table 3-1, within a one-mile radius of the midpoint of the Washington Street Corridor there are 542 businesses, employing 5,172 people out of the 9,524 residents in the area. Expanding to a three-mile radius of the corridor there are 1,124 businesses, employing a total of 12,867 people out of a population of 23,542. From one to three mile radii, we see the number of businesses almost double, and the number of employees increases by more than two-fold, along with the population. Expanding even further to a five-mile radius the number of businesses only increases to 1,238, employees to 13,848 an population to 28,322.

TABLE 3-1: BUSINESS & EMPLOYEE COUNT

	1 mile	3 mile	5 mile
Total Businesses	542	1,124	1,238
Total Employees	5,172	12,867	13,848
Total Residential Population	9,524	23,542	28,322

Shown by table 3-1, from a one-mile radius to a three-mile radius there is an increase of 25 construction businesses and employing an additional 57 people. There are 26 more manufacturing businesses in a three-mile radius than the one-mile radius, employing an additional 1,235 people. In the three-mile radius there are 23 additional transportation businesses than in the one-mile radius, this more than doubles the number of employees from 261 to 544. There are 23 wholesale trade businesses in the one-mile radius, while there are 58 in the three-mile radius. This presents an increase of 310 employees.

In terms of retail trade, there is an increase of 99 businesses from one to three mile radii, employing 1687 more people. There are eight sub-categories given by ESRI under retail trade, these include: Home Improvement, General Merchandise Stores, Food Stores, Auto Dealers & Gas Stations, Apparel & Accessory Stores, Furniture & Home Furnishings, Eating & Drinking Places and Miscellaneous Retail. Of these eight categories the largest increase in businesses and employees is in Eating & Drinking places, with 27 more business and 614 more employees in the three-mile radius than the on-mile radius of the corridor.

The next major category of the business summary is Finance, Insurance and real estate. From a one-mile radius of the Washington Street Corridor to a three-mile radius there is an increase of 52 businesses in this sector, accounting for 211 additional employees. The biggest increase in employees comes from Banks, Savings & Lending Institutions, at a total of 109

employees. However, the largest increase in businesses is in Real Estate, holding & Other Investment Offices with 21 additional businesses in the three-mile radius than the one-mile radius.

A large increase in both businesses and employees occurs in the services industry from the one-mile radius to the three-mile radius. There are an additional 237 businesses and 3,088 employees. This is the largest increase for any industry between the one and three mile radii. The two sub-categories of the service industry that display the largest increases are health services, 49 additional businesses and 1,630 additional employees. And second, Educational Institutions and Libraries; increasing from 12 to 29 businesses with an additional 612 employees. It is also important to note the increase in government jobs between the one and three mile radii; a total of 623 more people employed among 57 additional establishments.

The change is less drastic between the three-mile and five-mile radii in terms of businesses and number of employees. Collectively: Construction, Manufacturing, Transportation and Wholesale Trade account for an additional 41 businesses and 270 employees expanding to the five-mile from the three-mile radius of the Washington Street Corridor. There are 27 more Retail Trade businesses and 340 more employees stepping up to the five-mile radius. The five-mile radius includes only seven more Finance, Insurance & Real Estate businesses, and 14 additional employees. The trend continues with the Services and Government industries; increases of 35 and 5 businesses, and 262 and 55 employees respectively.

TABLE 3-2: BUSINESS & EMPLOYEE COUNT BY INDUSTRY

	1-Mile		3-Mile		5-Mile	
	Businesses	**Employees**	**Businesses**	**Employees**	**Businesses**	**Employees**
Construction	30	207	55	364	75	409
Manufacturing	23	487	49	1722	53	1835
Transportation	8	261	31	544	38	603
Wholesale Trade	23	148	58	458	68	511
Retail Trade	119	1122	218	2809	235	3149
Finance, Insurance , Real Estate	49	348	101	559	108	573
Services	239	1992	476	5080	511	5342
Government	30	501	87	1124	92	1179
…						
Totals	542	5172	1124	12867	1238	13848

3.2 RETAIL MARKET POTENTIAL

These Retail Market Potential estimates and projections are based on national tendencies to use various products and services that have been applied to the local demographic composition extending out from the Washington St corridor in a 1, 3 and 5 mile radius. The Retail Market Potential data identify the consumer behavior can be compared between the 1, 3 and 5 mile radius based on the Market Potential Index (MPI) of the U.S. national average. A MPI 100 indicates the consumer behavior for each radius is equivalent to the U.S. average. A MPI above 100 indicates above the U.S. average and a MPI below 100 indicated below the U.S. average. This data has been derived and compiled from statistics provided by ESRI software. The categories listed in the tables have been selected because they are outliers in comparison to the rest of the data.

TABLE 3-3: ONE-MILE RETAIL MARKET POTENTIAL

Consumer Behavior	Expected Number Adults	Percent of Adults	Market Potential Index (MPI)
Bought cigarettes at convenience store in last 30 days	1,560	22%	143
Spent on toys/games in last 12 months: $50-$99	238	3.4%	122
DVD rented in last 30 days: 5+	1,085	15.3%	116
Went to a live theater in last 12 months	689	9.7%	74
Exercised at Club 2+ times per week	613	8.7%	70
Bought/leased new vehicle last 12 mo	229	6.2%	65
Average monthly credit card expenditures: $701+	587	8.3%	62
Spent on domestic vacations last 12: mo $3000+	203	2.9%	57
Spent on foreign vacation last 12 mo: $3000+	189	2.7%	54
Took 3+ foreign trips in last 3 years	177	2.5%	52

TABLE 3-4: THREE-MILE RETAIL MARKET POTENTIAL

Consumer Behavior	Expected Number Adults	Percent of Adults	Market Potential Index (MPI)
Bought cigarettes at convenience store in last 30 days	3,537	19.8%	128
Spent on toys/games in last 12 months: $50-$99	557	3.2%	117
DVD rented in last 30 days: 5+	989	5.5%	107
Went to a live theater in last 12 months	1,769	10%	76
Exercised at Club 2+ times per week	1,595	8.9%	72
Bought/leased new vehicle last 12 mo	717	7.5%	78
Average monthly credit card expenditures: $701+	1,631	9.1%	68
Spent on domestic vacations last 12: mo $3000+	621	3.5%	69
Spent on foreign vacation last 12 mo: $3000+	519	2.9%	58
Took 3+ foreign trips in last 3 years	473	2.6%	55

TABLE 3-5: FIVE-MILE RETAIL MARKET POTENTIAL

Consumer Behavior	Expected Number Adults	Percent of Adults	Market Potential Index (MPI)
Bought cigarettes at convenience store in last 30 days	4,115	19%	123
Spent on toys/games in last 12 months: $50-$99	705	3.3%	119
DVD rented in last 30 days: 5+	1,189	5.5%	106
Went to a live theater in last 12 months	2,182	10.1%	76

Exercised at Club 2+ times per week	1,899	8.8%	71
Bought/leased new vehicle last 12 mo	886	7.7%	80
Average monthly credit card expenditures: $701+	2,011	9.3%	69
Spent on domestic vacations last 12: mo $3000+	778	3.6%	71
Spent on foreign vacation last 12 mo: $3000+	621	2.9%	58
Took 3+ foreign trips in last 3 years	564	2.6%	54

Within the 1 mile radius of Washington St corridor, the two major outliers were a 'Bought cigarettes at convenience store' in last 30 days at a MPI of 143 and 'Took 3+ foreign trips in last 3 years' at a MPI of 52. In terms of entertainment, the residents within the 1 mile radius had a high MPI for 'at home' entertainment and a low MPI for 'away from home' entertainment. There is also a low MPI for expensive, long-distance travel. When compared to the 3 and 5 mile radius, there is a decrease in the MPI for 'Bought cigarettes at convenience store in last 30 days' and the 'at home' entertainment. There is also an increase in spending for new/leased vehicles and travel as the distance of the radius increases.

3.3 RESTAURANT MARKET POTENTIAL

Restaurant companies are essentially retailers of prepared foods, and their operating performance is influenced by many of the same factors that affect traditional retail stores. Competition between restaurants is intense, since dining options abound. Competitors include everything from delis and pizzerias to fine-dining restaurants.

Restaurants can be loosely broken into two broad categories: fast food and casual sit-down establishments. The same general factors discussed above dictate the performance of each group, but family restaurant tend to be more expensive, making them even more sensitive to consumer budgets and the health of the economy. Fast-food restaurants, being less dependent on macroeconomic condition, are better defensive investment plays.

For restaurant stocks; Applebee's, Olive Garden and Cracker Barrel are the most popular choices for resident living in the Tract308. More people prefer to have dinner at place like steak house on the weekend.

Convenience is a major part of the fast-food business model. Compare to only 35.8% of population in Tract 308 go to steak house on weekdays, 62.7% of people go to fast-food or drive-in restaurants through Monday to Friday. The top three ranking of fast-food restaurants in the area are McDonald's, Burger King and Taco Bell. In addition, rather than home delivery or eat in the fast-food restaurant, over half of total consumers tend to take-out or drive-through.

Restaurant stocks have a number of attractive attributes. But for our corridor study area, which major connect Baker College and Owosso downtown, fast-food restaurants seems have more market potential.

3.4 RETAIL GOODS AND SERVICES EXPENDITURES

The spending potential index (SPI) for nearly every category in each of the 1, 3, and 5 mile radii were between 25-35 points lower than the national average. This means that residents in and around the corridor spend less than the average American. ESRI breaks neighborhoods into 65 distinctive tapestry segments based on socio-economic and demographic characteristics. The top tapestry segments of the area are “Rustbelt Traditions”, “Salt of the Earth”, and “Great Expectations”. Descriptions from ESRI on each of these segments can be found in the appendix.

Combining the three segments shows what spending habits the residents of Owosso have, and how they spend their time. Generally speaking, Owosso residents have lived, worked, and shopped at the same, close-by place, for years. They tend to be conservative shoppers, mostly shopping at big-box supermarkets and discount department stores. Recreational activities such as outdoor sports or canoeing/kayaking are popular. Residents do not frequently dine out, but family-oriented restaurants such as Bob Evans and Cracker Barrel are the first choice. Country music, NASCAR, and weekly sitcoms are popular forms of entertainment.

TABLE 3-6: TAPESTRY DATA

	1 mile	3 mile	5 mile
Rustbelt Traditions	14.7%	9.3%	7.8%
Salt of the Earth	X	12.2%	17.0%
Great Expectations	18.3%	9.3%	7.8%

3.5 RETAIL MARKETPLACE PROFILE

The data gathered from ESRI allowed our team to gain insight on the demand or retail potential, the supply or retail sales, and also the retail gap. A negative retail gap indicated there is a surplus, or customers are being drawn in from outside the designated area for these goods. A positive retail gap means there is leakage; residents within the designated are traveling outside the area to acquire the goods. This also indicates an opportunity for additional retail sales for the given good.

TABLE 3-7: MARKETPLACE OVERVIEW

	1-Mile			3-Mile			5-Mile		
	Demand	**Supply**	**Gap**	**Demand**	**Supply**	**Gap**	**Demand**	**Supply**	**Gap**
Retail Trade	$57.4 mil	$63.3 mil	-$5.8 mil	$162 mil	$227 mil	-$65.4 mil	$194 mil	$256 mil	-$62.3 mil
Food & Drink	$9.4 mil	$10.8 mil	-$1.5 mil	$25.7 mil	$24.7 mil	$ 1 mil	$30.9 mil	$26.2 mil	$4.7 mil
Total	$66.8 mil	$74.1 mil	-$7.3 mil	$187 mil	$252 mil	-$64. 4 mil	$225 mil	$282 mil	-$57.6 mil

As indicated by ESRI, there is a surplus for both Retail Trade and Food & Drink in the one-mile radius of the Washington Street Corridor, leaving a total surplus of $7.3 million in sales. In the three-mile radius there is a surplus of sales in retail of $65.4 million, but a leakage of $1 million in food and drink. The trend continues with a leakage of Food& Drink sales in the five-mile radius as well at $4.7 million. As for retail trade in the five-mile radius there is a $62 million surplus in sales.

TABLE 3-8: ONE-MILE MARKETPLACE PROFILE

One-Mile Radius			
Industry Group	Demand	Supply	Retail Gap
Motor Vehicle &Parts Dealers	$13 million	$11.4 million	$1.6 million
Furniture & Home Furnishings Stores	$1.6 million	$400,000	$1.2 million
Food & Beverage Stores	$13.6 million	$7.6 million	$6 million
Grocery Stores	$13.3 million	$6.6 million	$6.7 million
General Merchandise Stores	$8.1 million	$16.6 million	-$8.5 million
Department Stores	$4.3 million	$3 million	$1.3 million
Food Services & Drinking Places	$9.4 million	$10.8 million	-$1.4 million
Full-Service Restaurants	$3.8 million	$3.7 million	$100,000

Within a one-mile radius of the Washington Street Corridor the largest positive retail includes the following industries: Food & Beverage Stores (specifically grocery stores), Motor Vehicle & Parts Dealers, and Furniture & Home Furnishings Stores. Grocery Stores have a demand of $13.3 million, and there is only a supply of $6.6 million in sales, leaving a retail gap of $6.7 million. Motor Vehicle & Parts dealers have a demand of $13 million, but only a supply of $11.4 million in sales, with a remaining retail gap of $1.6 million. A smaller industry, yet a similar retail gap ($1.2 million) is Furniture & Home Furnishings Stores; with a demand of $1.6 million and a supply of $400,000. Both General Merchandise Stores and Food & Drinking Places have a negative retail gap. However, they both include sub-categories in which the retail gap is positive. For General Merchandise there is a retail gap of -$8.5 million, but Department Stores have a positive retail gap of $1.3 million. Likewise, Food & Drinking Places have a retail gap of -$1.4 million, however demand exceeds supply for full-service restaurants in the one-mile radius, leaving a retail gap of $100,000.

TABLE 3-9: THREE-MILE MARKETPLACE PROFILE

Three-Mile			
Industry Group	**Demand**	**Supply**	**Retail Gap**
Motor Vehicle & Parts Dealers	$37.3 million	$49.3 million	-$12 million
Furniture & Home Furnishings Stores	$4.4 million	$2.1 million	$2.3 million
Food & Beverage Stores	$37.9 million	$57.9 million	-$20 million
Clothing & Clothing Accessories Stores	$3.3 million	$2 million	$1.3 million
Food Services & Drinking Places	$25.8 million	$24.8 million	$1 million
Full-Service Restaurants	$10.5 million	$9.1 million	$1.4 million

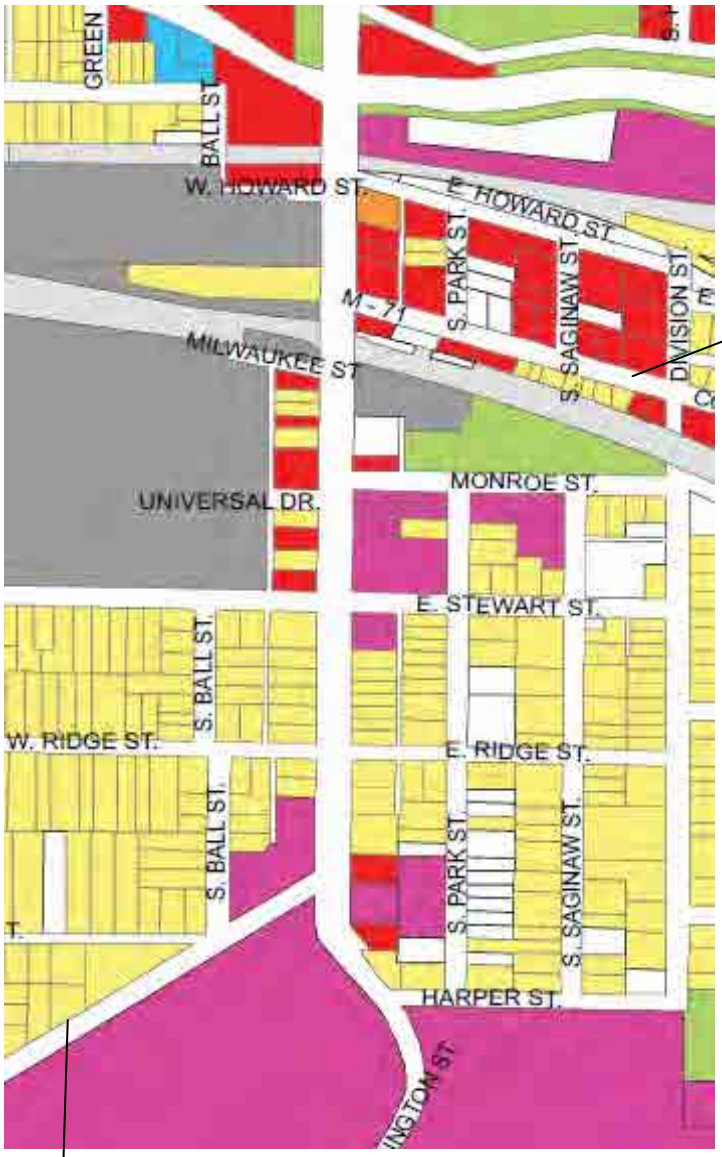
Stepping out to a three-mile radius of the corridor our team noticed some dramatic changes in the retail gaps of a number of industries. For starters, the three-mile radius now shows a surplus in Motor Vehicle & Parts Dealers with a retail gap of -$12 million, in comparison to the positive retail gap in the one-mile radius area. Food & Beverage Stores also displayed a change from a positive retail gap in a one-mile radius to a negative retail gap of $20 million. Furniture & Home Furnishings as well as Full-Service Restaurants kept their positive retail gaps, at $2.3 million and $1.4 million respectively. An industry that showed a positive retail gap of $1.3 million in sales in the three-mile radius, but had a negative retail gap in the one-mile radius is Clothing & Clothing Accessories.

TABLE 3-10: FIVE-MILE MARKETPLACE PROFILE

Five-Mile			
Industry Group	Demand	Supply	Retail Gap
Motor Vehicle & Parts Dealers	$44.7 million	$51.3 million	-$6.6 million
Furniture & Home Furnishings Stores	$5.3 million	$2.2 million	$3.1 million
Electronics & Appliance Stores	$6.6 million	$5.1 million	$1.5 million
Food & Beverage Stores	$45.4 million	$82.9 million	-$37.5 million
Clothing & Clothing Accessories Stores	$4 million	$2 million	$2 million
Food Services & Drinking Places	$30.9 million	$26.2 million	$4.7 million

Within a five-mile radius of the Washington Street Corridor our team observed that the largest retail gaps occurred in Food Services & Drinking Places, Furniture & Home Furnishings Stores, Clothing & Clothing Accessories Stores, and Electronics & Appliance Stores. Food & Drinking places have a demand of $30.9 million but a supply of only $26.2 million, leaving a retail gap of $4.7 million. Furniture & Home Furnishings has a demand of $5.3 million and a supply of $2.2 million, meaning $3.1 million in sales is leaving the five-mile radius of the Washington Street Corridor. Likewise, Clothing & Clothing Accessories shows a retail gap of $2 million in sales. An Electronics & Appliance store is an industry that shows a positive retail gap in only the five-mile radius ($1.5 million in sales). Both Food & Beverage Stores and Motor Vehicle & Parts Dealers continued their trend of a negative retail gap. This means the supply is already larger than the demand within the five-mile radius.

CHAPTER 4 :
Streetscape, Roadway and Housing Inventory & Assessment



Corunna Ave

Gute Street


City of Owosso
Zoning
August 2011
Zoning Classification
R-1 One Family Residential
R-2 Two Family Residential
RM-1 Multiple Family Residential
RM-2 Multiple Family Residential
OS-1 Office Service District
B-1 Local Business
B-2 Planned Shopping Center
B-3 Central Business District
B-4 General Business District
I-1 Light Industrial
I-2 General Industrial
C-OS Conservation-Open Space
PUD PlannedUnit Development
P-1 Parking

As a team we completed original research on streetscapes, complete streets and *policies and plans associated with both. Based upon this research we identified the aspects and criteria that are relevant to the scope of work for the Washington Street Corridor study. We then used the compiled criteria to assess and inventory the existing conditions of the streetscape, including assets, deficiencies, needs and opportunities within the project boundaries. The assessment was completed on a block by block level and rated on a scale produced by our practicum team. The completion of this complete streets assessment will allow business owners, community members and public officials to gain insight on how the Washington Street corridor may be revitalized.*

4.0 COMPLETE STREETS INTRODUCTION

The Safe and Complete Streets Act of 2011* defines a complete street as a "roadway that safely accommodates all travelers, particularly public transit users, bicyclists, pedestrians (including individuals of all ages and individuals with mobility, sensory, neurological, or hidden disabilities), motorists and freight vehicles, to enable all travelers to use the roadway safely and efficiently." It allows pedestrians, bicycles, and motorists of all ages and mobility to travel through or across the street. A community's Complete Streets policy is based on a collective vision that provides design guidance. Provided by the City of Owosso, the Washington corridor vision is to promote connectivity and create a gateway through design elements that fit within the context of the corridor. We will use the following criteria to provide an assessment and inventory of the current conditions. This assessment, in conjunction with other data, will allow us to make supported recommendations for the streetscape of the Washington Street Corridor.

Corunna Ave to Howard St

Ridge St to Stewart St

Universal St to Corunna Ave

Gute St to Ridge St

Stewart St to Monroe St

This is the scale that our team developed in order to rate the criteria established in relation to the existing conditions and qualities of the Washington Street Corridor.

Streetscape	**Condition**	Poor - Numerous cracks or holes making the surface uneven and difficult to navigate. Loose gravel and vegetation beginning to grow through the surface
		Fair - Slightly damaged in areas, mostly level surface. Easy to traverse by most pedestrians
		Good - No cracks or damaged areas, very close to entirely level. Easy to travel for all pedestrians
	Obstructions	Poor - Misplaced streetscape elements frequently hinder or alter the route of foot traffic
		Fair - The placement of objects on the sidewalk occasionally create slight inconveniences to pedestrians
		Good - Elements necessary to the streetscape are positioned in a way that is visually appeasing and do not affect the flow of pedestrian traffic
	Handicap Accessibility	Poor - No additional measures have been taken to provide for the accessibility of handicapped individuals
		Fair - Some elements of a handicap accessible streetscape are present
		Good - Sufficient elements of a handicap accessible sidewalk have been implemented in order to provide safety for disabled pedestrians
	Signage	Poor - Little to no signage in the area; existing signage either damaged or worn.
		Fair - Some signage exists and is visible from multiple modes of transportation
		Good - A full wayfinding system has been implemented; signage is completely visible from all modes of transportation
	Amenity Zone / Landscaping	Poor - Limited green space between sidewalk and road; no plantings and limited street trees
		Fair - Green space present with limited or no plantings; occasional street trees
		Good - Consistent green space buffer including plantings and street trees.
	Lighting	Poor - No street lighting exists in the area
		Fair - Limited lighting
		Good - Ample streetlights providing a well illuminated walkway safe for pedestrians at any time of the day

Roadway	**Bike Lanes / Parking**	Poor - No clearly identifiable bike lanes, minimal opportunity to park and lock bicycle
		Fair - Bike lanes are present but lack connectivity, some opportunities are available to park a bicycle
		Good - Bike lanes are easily identified and connectivity is properly executed. Bike racks are available and located within proximity to attractions
	On Street Parking	Poor - On street parking is either not available, or is not clearly marked and visible for vehicular traffic
		Fair - Some on street parking is available in intermittent segments indicated by signage
		Good - On street parking has been implemented; either parallel or diagonal. Signage clearly indicates parking opportunities
	Curb Cuts	Poor - There are a large number of curb cuts on the block (5-10); congestion of traffic is a result
		Fair - Curb cuts are limited on the block (2-4); congestion occurs at peak traffic times
		Good - There is one or no curb cuts. Access to businesses or parking is implemented through alleys or rear driveways
Single Family Residential	**General Condition**	Poor - Homes need maintenance; structural, exterior conditions or landscaping could use improvement in terms of aesthetics
		Fair - Some homes could use exterior or structural improvements. Landscaping has been used to make the homes aesthetically viable
		Good - The current housing is in good condition. The exterior of the homes and landscaping have an aesthetic standard
	Setback	Large - Setback 50ft or greater; frontage is separated from street by parking lot or open space
		Medium - Setback 10-50ft
		Small - Or no setback 0-10ft

4.2 SIDEWALK / WALKWAY CONDITIONS

Sidewalks provide definite connections to and from different areas of the community, allowing pedestrians to travel safely and conveniently. Most commonly a sidewalks is positioned in parallel with a street, therefore measures must be taken to account for the interactions between pedestrians and vehicular traffic. The surface of the sidewalk or walkway is a large component of the convenience and safety. If the surface is not level or has many cracks or holes it becomes less safe for pedestrians to travel, especially those with disabilities or limited physical abilities. Cracks or holes can be caused by weather conditions, such as repetitive freezing and thawing in the winter months. Also, the type of landscaping or vegetation can cause damage to the sidewalk or walkway. For instance, shallow rooting plants can cause disruption beneath the bed of the sidewalk. Thus, deep-rooting plants or trees have proven to be a more viable option in proximity to a sidewalk. Surface materials are most often concrete or asphalt, however the use of bricks or cobblestone can be explored in order to give the walkway a more aesthetic appeal. If this type of surfacing is implemented, best practice implies the necessity for a solid bed layer underneath composed of asphalt or concrete

Example Score: Poor

Example Score: Good

www.djc.com

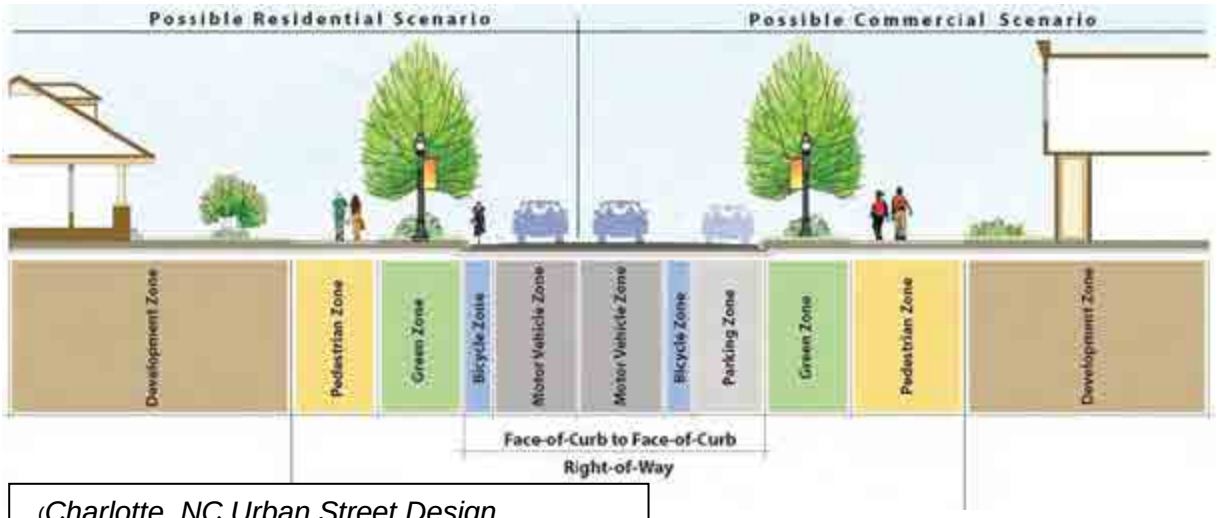
TABLE 4-1: SIDEWALK / WALKWAY CONDITIONS

Sidewalk / Walkway Conditions	
West Side of S Washington - Gute to Ridge	Good
East Side of S Washington - Gute to Ridge	Good
West Side of S Washington - Ridge to Stewart	Good
East Side of S Washington - Ridge to Stewart	Good
West Side of S Washington - Stewart to Universal	Good
East Side of S Washington - Stewart to Monroe	Good
West Side of S Washington - Universal to Milwaukee	Fair
East Side of S Washington - Monroe to Corunna	Fair
West Side of S Washington - Milwaukee to Howard	Good
East Side of S Washington - Corunna to Howard	Good
West Side of S Washington - Howard to River	Good
East Side of S Washington - Howard to River	Good
North Side of Corunna Ave – S Park St to Washington St	Good
South Side of Corunna Ave – S Park St to Washington St	Good

4.3 SIDEWALK WIDTH

Aside from the condition of a sidewalk or walkway, the safety or convenience of a sidewalk is determined by its width. Key components in determining an appropriate sidewalk width include the location, or surroundings and the volume of pedestrian traffic. In a residential area the minimum sidewalk width is 5 feet, in order to accommodate flow of pedestrians in each direction, as well as handicapped pedestrians. However, in more dense residential areas and pedestrian oriented retail areas, sidewalks are generally wider, ranging from 8 to 12 feet in width. The sidewalk portion of the streetscape is composed of the pedestrian zone, the amenity/green zone (buffer), curb zone and in retail areas the store frontage zone.

FIGURE 4-1: STREETSCAPE



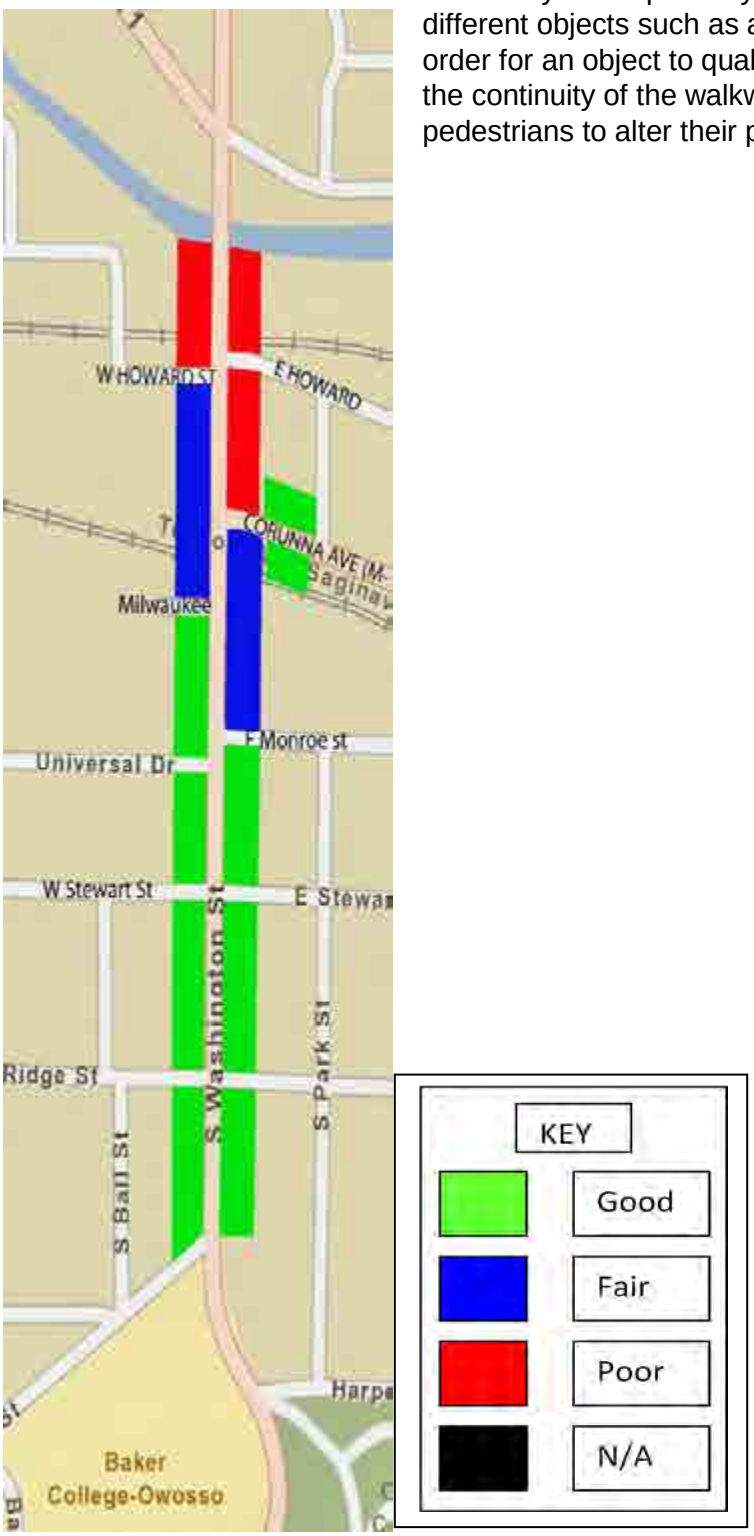
(*Charlotte, NC Urban Street Design Guidelines)*

TABLE 4-2: SIDEWALK WIDTH

Sidewalk Width	
West Side of S Washington - Gute to Ridge	4-5ft
East Side of S Washington - Gute to Ridge	4-5ft
West Side of S Washington - Ridge to Stewart	4ft
East Side of S Washington - Ridge to Stewart	4ft
West Side of S Washington - Stewart to Universal	4ft
East Side of S Washington - Stewart to Monroe	4ft
West Side of S Washington - Universal to Milwaukee	5ft
East Side of S Washington - Monroe to Corunna	5ft
West Side of S Washington - Milwaukee to Howard	5ft
East Side of S Washington - Corunna to Howard	5ft
West Side of S Washington - Howard to River	5ft
East Side of S Washington - Howard to River	5ft
North Side of Corunna Ave – S Park St to Washington St	5ft
South Side of Corunna Ave – S Park St to Washington St	5ft

We found that the sidewalk is most often four feet in width in front of residential uses. Whereas, the width in front of commercial, institutional or industrial uses is five feet. The increase in width from four feet to five creates a more comfortable walking experience especially when accompanied by others, or when there is increased pedestrian traffic.

FIGURE 4-2: OBSTRUCTION SCORE



Obstructions within a sidewalk are detrimental to the walkability of the pathway. An obstruction can be a variety of different objects such as a fire hydrant, a telephone pole. In order for an object to qualify as an obstruction it should disrupt the continuity of the walkway, creating an obstacle that requires pedestrians to alter their path, or navigate around.

Example Score: Poor

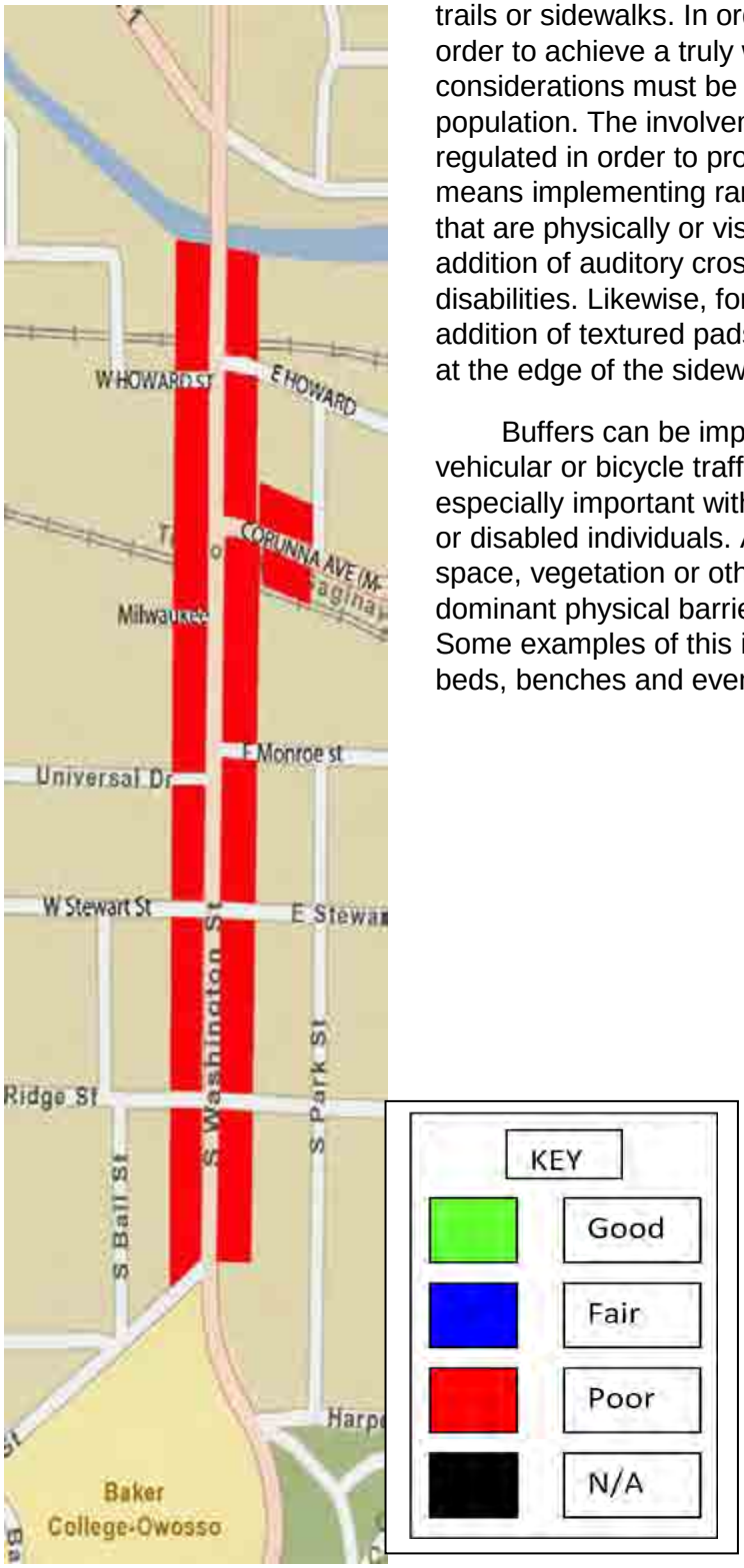
Example Score: Good

TABLE 4-3: OBSTRUCTIONS (CONTINUITY)

Obstructions (Continuity)	
West Side of S Washington - Gute to Ridge	Good
East Side of S Washington - Gute to Ridge	Good
West Side of S Washington - Ridge to Stewart	Good
East Side of S Washington - Ridge to Stewart	Good
West Side of S Washington - Stewart to Universal	Good
East Side of S Washington - Stewart to Monroe	Good
West Side of S Washington - Universal to Milwaukee	Good
East Side of S Washington - Monroe to Corunna	Fair
West Side of S Washington - Milwaukee to Howard	Fair
East Side of S Washington - Corunna to Howard	Poor
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Poor
North Side of Corunna Ave – S Park St to Washington St	Good
South Side of Corunna Ave – S Park St to Washington St	Good

The Southern portion of the corridor is mostly residential, meaning the sidewalks are normally four feet in width. It was in these areas that we found little to no obstructions within the walkway of pedestrians. As you head North on Washington Street, and the uses become more mixed, the sidewalk widens but it also envelops various streetscape elements such as a fire hydrant or telephone poles. Overall, the obstructions that do exist in the walkways of the Washington Street corridor are limited.

FIGURE 4-3: HANDICAP ACCESSIBILITY SCORE



Walkability is a term used to describe how easily pedestrians are able to physically navigate an area by footpath, trails or sidewalks. In order to uphold a standard of equity in order to achieve a truly walkable community, certain considerations must be taken for the handicap and disabled population. The involvement between vehicular traffic must be regulated in order to provide safety for all individuals. This means implementing ramps at pedestrian crossings for those that are physically or visually disabled. For example, the addition of auditory crossing signals for those with hearing disabilities. Likewise, for visually impaired individuals the addition of textured pads cautions to the individual that they are at the edge of the sidewalk.

Buffers can be implemented to provide a cushion between vehicular or bicycle traffic and pedestrian traffic. This is especially important within the considerations of handicapped or disabled individuals. A buffer can be as simple as green space, vegetation or other landscaping. However, a more dominant physical barrier provides additional safety from traffic. Some examples of this include trees, light posts, raised garden beds, benches and even trash receptacles.

Example Score: Poor

Example Score: Good

TABLE 4-4: HANDICAP ACCESSIBILITY CONDITIONS

Handicap Accessibility	
West Side of S Washington - Gute to Ridge	Poor
East Side of S Washington - Gute to Ridge	Poor
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Poor
East Side of S Washington - Stewart to Monroe	Poor
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Poor
West Side of S Washington - Milwaukee to Howard	Poor
East Side of S Washington - Corunna to Howard	Poor
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Poor
North Side of Corunna Ave – S Park St to Washington St	Poor
South Side of Corunna Ave – S Park St to Washington St	Poor

Within the Washington Street corridor we did not observe any measures that have been taken or practices that have been implemented that significantly increase the handicap accessibility of the area. The only consistent asset we found regarding the handicap accessibility is the large buffer of green space throughout the primarily residential areas. This buffer creates a safer experience for all pedestrians including those that are handicapped. A majority of the crosswalks had curb ramps, but are not indicated by warning strips. There is a lot of room for improvement to make the Washington Street corridor more handicap accessible.

FIGURE 4-4: SIGNAGE/WAYFIINDING SCORE

Proper signage and way finding will allow pedestrians, bicyclists, and automobile users to navigate the area with ease. It allows the citizens and visitors to locate businesses, services, attractions, parking and connections through any mode of transportation. For instance, if there is a nearby park, trail, historical marker or attraction easy to locate signage should be presented to raise awareness of its existence.

Signage is also essential to the public safety within a defined area. It can notify automobiles when a crosswalk is approaching, when to stop or yield to pedestrians, or even where to find a safe place to park their vehicle. Without proper signage a visitor may become confused and lose interest in the area. The extent to which signage is displayed is regulated in most instances in terms of size, elevation, placement and potentially distracting colors or lighting. Signage and way finding should not create any distractions and therefore sacrifice safety.

Example Score: Poor

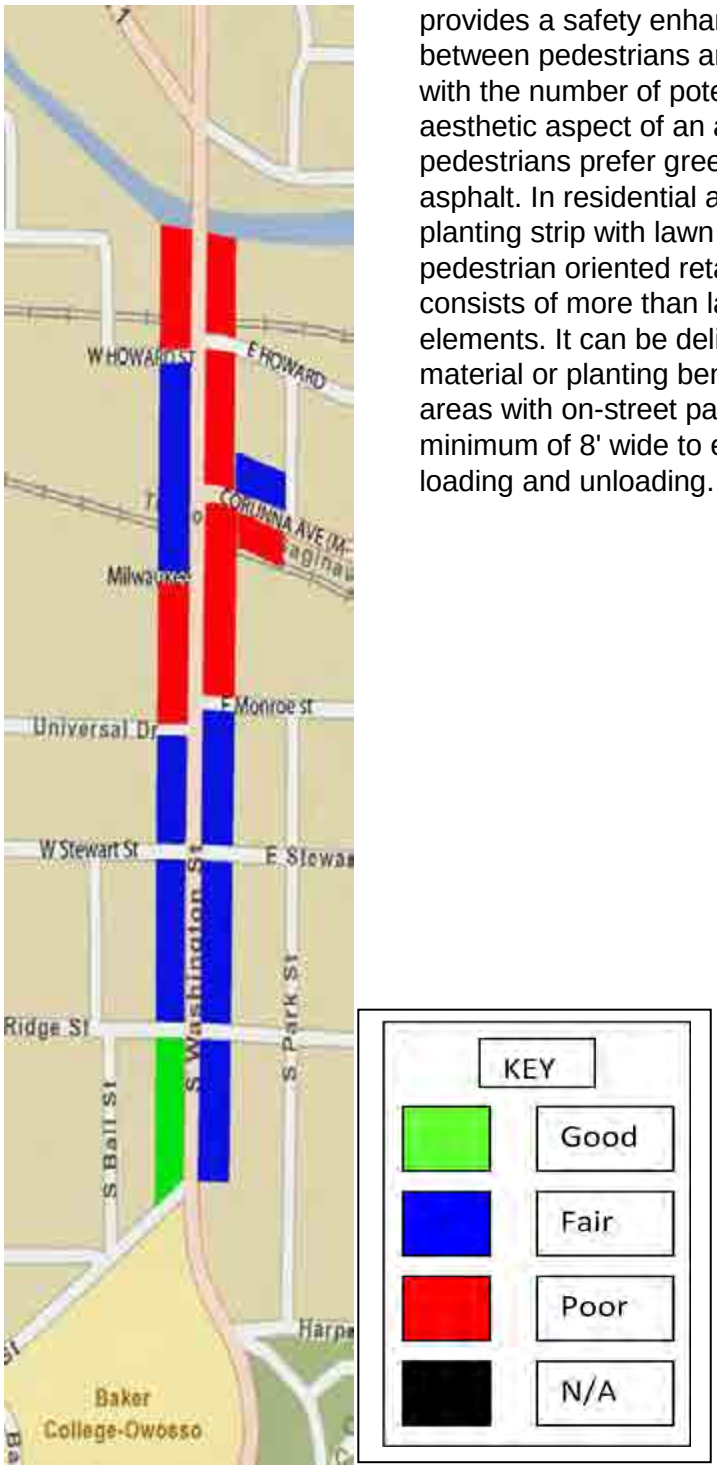
Example Score: Good

TABLE 4-5: SIGNAGE / WAYFINDING CONDITIONS

Signage / Wayfinding	
West Side of S Washington - Gute to Ridge	Poor
East Side of S Washington - Gute to Ridge	Poor
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Fair
East Side of S Washington - Stewart to Monroe	Fair
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Fair
West Side of S Washington - Milwaukee to Howard	Good
East Side of S Washington - Corunna to Howard	Fair
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Good
North Side of Corunna Ave – S Park St to Washington St	Fair
South Side of Corunna Ave – S Park St to Washington St	Good

The signage and wayfinding along the Washington Street corridor consists of automobile traffic indicators such as speed limit signs, no parking signs, and signs directing to the M-71 state highway. There is a lack of signage indicating the attractions of the areas (i.e. downtown area, Steam Railroading Institute). Without this type of signage a first time visitor is discouraged from navigating these areas. Likewise, there is very little signage directed towards the pedestrian traveler.

FIGURE 4-5: AMENITY ZONE/ LANDSCAPING SCORE



The amenity/planting zone is located between the curb and pedestrian zone. It separates vehicular and pedestrian traffic, providing a buffer and aesthetic enhancement. The buffer provides a safety enhancement; increasing the distance between pedestrians and vehicles has an inverse relationship with the number of potential interactions between the two. The aesthetic aspect of an amenity or planting zone implies that pedestrians prefer green space over additional concrete or asphalt. In residential areas, the amenity zone may be a planting strip with lawn and street trees. In commercial or pedestrian oriented retail areas, the amenity zone usually consists of more than landscaping such as pedestrian elements. It can be delineated visually by a change in paving material or planting benches, trash receptacles, lighting, etc. In areas with on-street parking, the amenity zone should be a minimum of 8' wide to enable space for car doors to open for loading and unloading.

Example Score: Poor

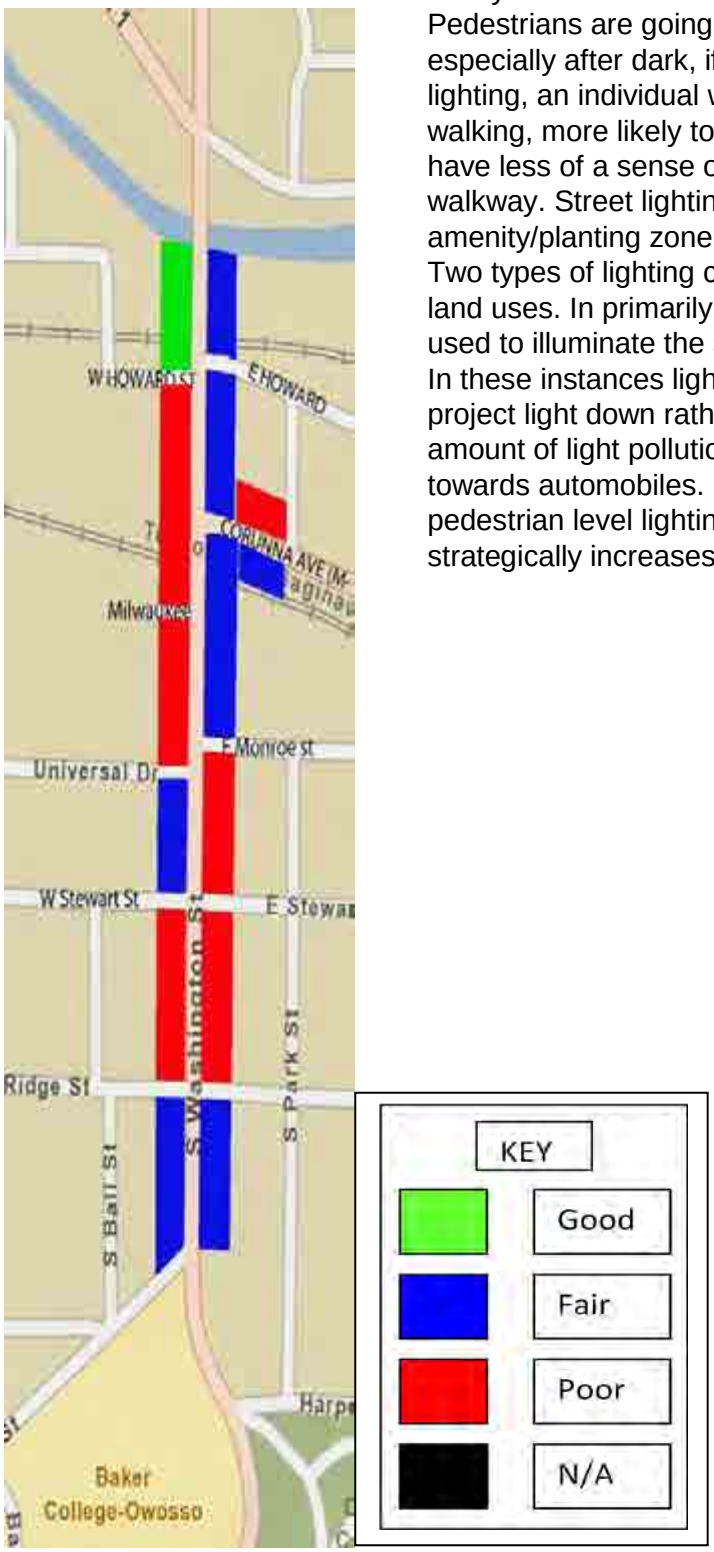
Example Score: Good

TABLE 4-6: AMENITY ZONE / LANDSCAPING CONDITIONS

Amenity Zone / Landscaping	
West Side of S Washington - Gute to Ridge	Good
East Side of S Washington - Gute to Ridge	Fair
West Side of S Washington - Ridge to Stewart	Fair
East Side of S Washington - Ridge to Stewart	Fair
West Side of S Washington - Stewart to Universal	Fair
East Side of S Washington - Stewart to Monroe	Fair
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Poor
West Side of S Washington - Milwaukee to Howard	Fair
East Side of S Washington - Corunna to Howard	Poor
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Poor
North Side of Corunna Ave – S Park St to Washington St	Fair
South Side of Corunna Ave – S Park St to Washington St	Poor

Throughout the primarily residential blocks of the corridor, the amenity zone consists of green space. There are a number of various different plantings, mainly trees in this green space. On the North side of the Washington St and Corunna Ave intersection, the amenity zone consists of concrete or asphalt along with utility poles. Little landscaping has been done to improve the space aesthetically; elements of inviting places have not been implemented (i.e. benches, trash cans, plantings). Creating inviting places caters to pedestrian traffic and increased activity.

FIGURE 4-6: LIGHTING SCORE



The lighting used along a corridor has implications on the safety and walkable viability of a complete street corridor. Pedestrians are going to be more willing to travel by foot, especially after dark, if the corridor is well lit. Without proper lighting, an individual will not be able to see where he or she is walking, more likely to trip and fall. Likewise, the individual will have less of a sense of security and safety without a well lit walkway. Street lighting is commonly located within the amenity/planting zone between the curb and pedestrian zone. Two types of lighting can be used depending on the adjacent land uses. In primarily residential areas or routes, lighting is used to illuminate the sidewalk rather than the entire corridor. In these instances light posts, not exceeding 12 feet in height, project light down rather than outwards. This reduces the amount of light pollution and the amount of glare projected towards automobiles. Some practices indicate that using pedestrian level lighting in more dense commercial areas strategically increases safety and visibility for the pedestrians.

Example Score: Poor

Example Score: Good

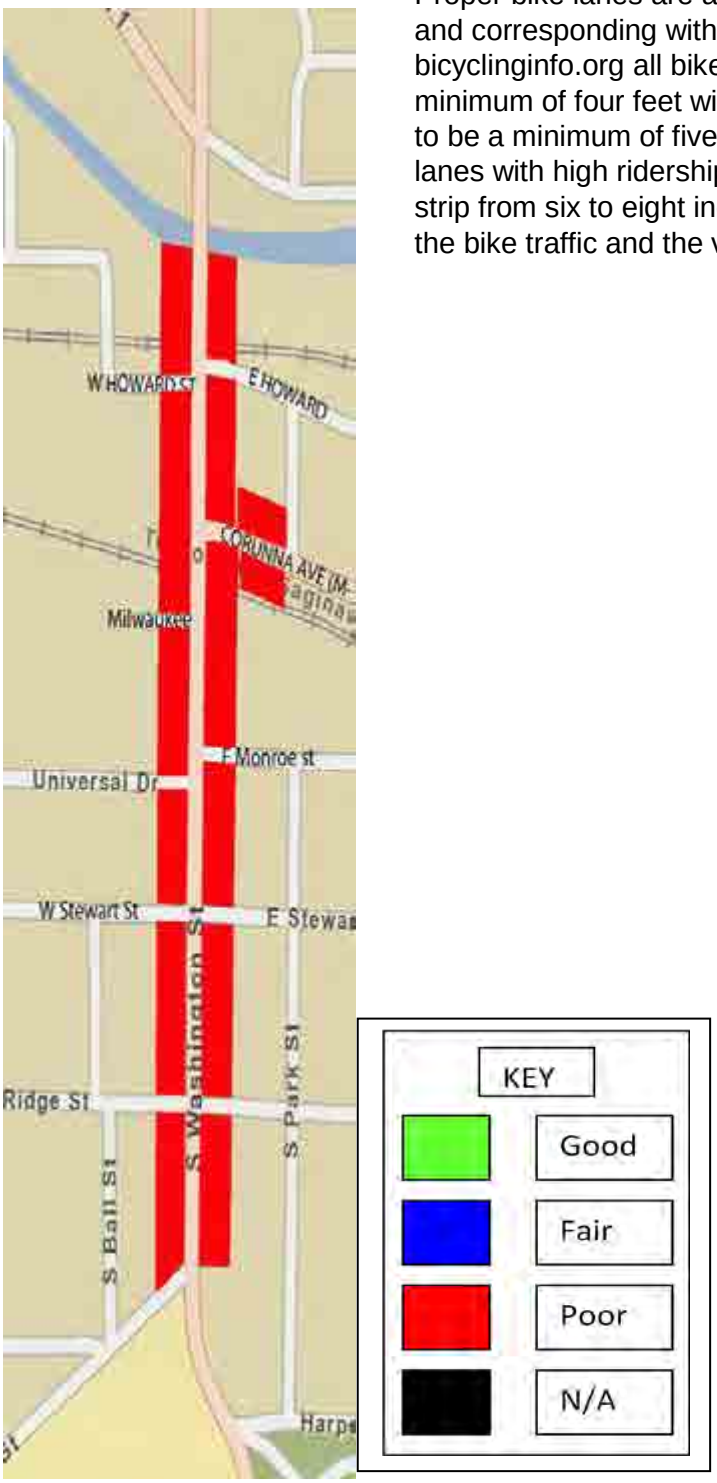
library.byways.org

TABLE 4-7: LIGHTING CONDITIONS

Lighting	
West Side of S Washington - Gute to Ridge	Fair
East Side of S Washington - Gute to Ridge	Fair
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Fair
East Side of S Washington - Stewart to Monroe	Poor
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Fair
West Side of S Washington - Milwaukee to Howard	Poor
East Side of S Washington - Corunna to Howard	Fair
West Side of S Washington - Howard to River	Good
East Side of S Washington - Howard to River	Fair
North Side of Corunna Ave – S Park St to Washington St	Poor
South Side of Corunna Ave – S Park St to Washington St	Fair

The extent of lighting on the corridor is a good start. There are various over-hanging lights placed above Washington St or above an intersection. Some occurrences of this implementation of lighting include between Gute and Ridge Streets, and between Stewart and Universal Streets. Lighting specific to the roadway is beneficial to the overall safety of the shared space; it provides improved vision at night to drivers and pedestrians that wish to cross the roadway. On the West Side of Washington St North of Howard St, we found the best example of walkway lighting within the corridor. There are two lamp posts placed in front of the Riverside Auto showroom; these lights illuminate more of the sidewalk than the overhanging lights do, and create a sense of safety after dark. There is room for improvement in regards to lighting along the Washington St corridor.

FIGURE 4-7: BIKE LANES SCORE



Designated bike lanes provide sufficient access and mobility by bicycle in an urban area, if executed properly. Proper bike lanes are accessible on both sides of the street, and corresponding with the flow of vehicle traffic. According to bicyclinginfo.org all bike lanes with no adjacent curb must be a minimum of four feet wide. Bike lanes adjacent to parking need to be a minimum of five feet wide. Additionally successful bike lanes with high ridership are easily identifiable; a solid white strip from six to eight inches wide should be placed between the bike traffic and the vehicular traffic.

Example Score: Poor

Example Score: Good

newtonstreets.blogspot.com

TABLE 4-8: BIKE LANE CONDITIONS

Bike Lanes	
West Side of S Washington - Gute to Ridge	Poor
East Side of S Washington - Gute to Ridge	Poor
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Poor
East Side of S Washington - Stewart to Monroe	Poor
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Poor
West Side of S Washington - Milwaukee to Howard	Poor
East Side of S Washington - Corunna to Howard	Poor
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Poor
North Side of Corunna Ave – S Park St to Washington St	Poor
South Side of Corunna Ave – S Park St to Washington St	Poor

There is an absence of bike lanes throughout the entire study area. This is restricting the safe use of bicycles as transportation along the corridor.

4.10 TRAFFIC FLOW (LANES / SPEED LIMIT)

The speed of traffic is one of the most essential components to a complete street. If pedestrians or bicyclists do not feel safe with the rate at which automobile traffic is moving, they will not be as inclined to travel that particular route. Regulating the speed of vehicles can be done with speed limits, reduced lane width or traffic signals.

Additionally, traffic flow can be easily manipulated by the way the road is stripped, and the number of cross streets and driveways on the designated roadway. Creating distinct turn lanes in appropriate situations can eliminate confusion of the driver and traffic congestion. However, with a center turn lane, and a large number of driveways the flow of traffic may be negatively affected.

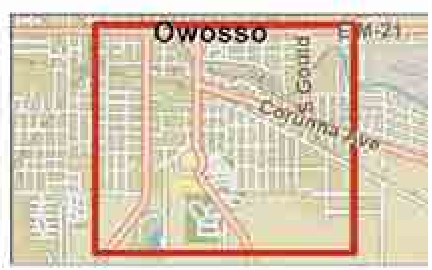
The Washington St corridor is maintained by the City of Owosso, but the operations of the M-71 portion is controlled by the Michigan Department of Transportation (MDOT). The corridor regulations under MDOT include design, signage and usage. Michigan Public Act 134 and 135 of 2010 established a Complete Streets Advisory Council for the State of Michigan. Under Act 135, Complete Streets have been defined as “roadways planned, designed, and constructed to provide appropriate access to all legal users in a manner that promotes safe and efficient movement of people and goods whether by car, truck, transit, assistive device, foot, or bicycle.”

The traffic count for the M-71 portion of Washington St Corridor is 6,800 vehicles per day. The traffic along M-71 between Owosso and Corunna is 10,000 vehicles per day and is a 5 minute drive time. Downtown Owosso has a traffic count of 21,700 vehicles per day. Interstate I-69 is a 15 minute drive time away and the traffic picks up from 10,100 at the M-52 gateway to 12,500 just before reaching downtown.

Traffic Count Map

26155030800_1
26155030800 (261550308.00)
Geography: Census Tracts

Average Daily Traffic Volume
- Up to 6,000 vehicles per day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- More than 100,000 per day



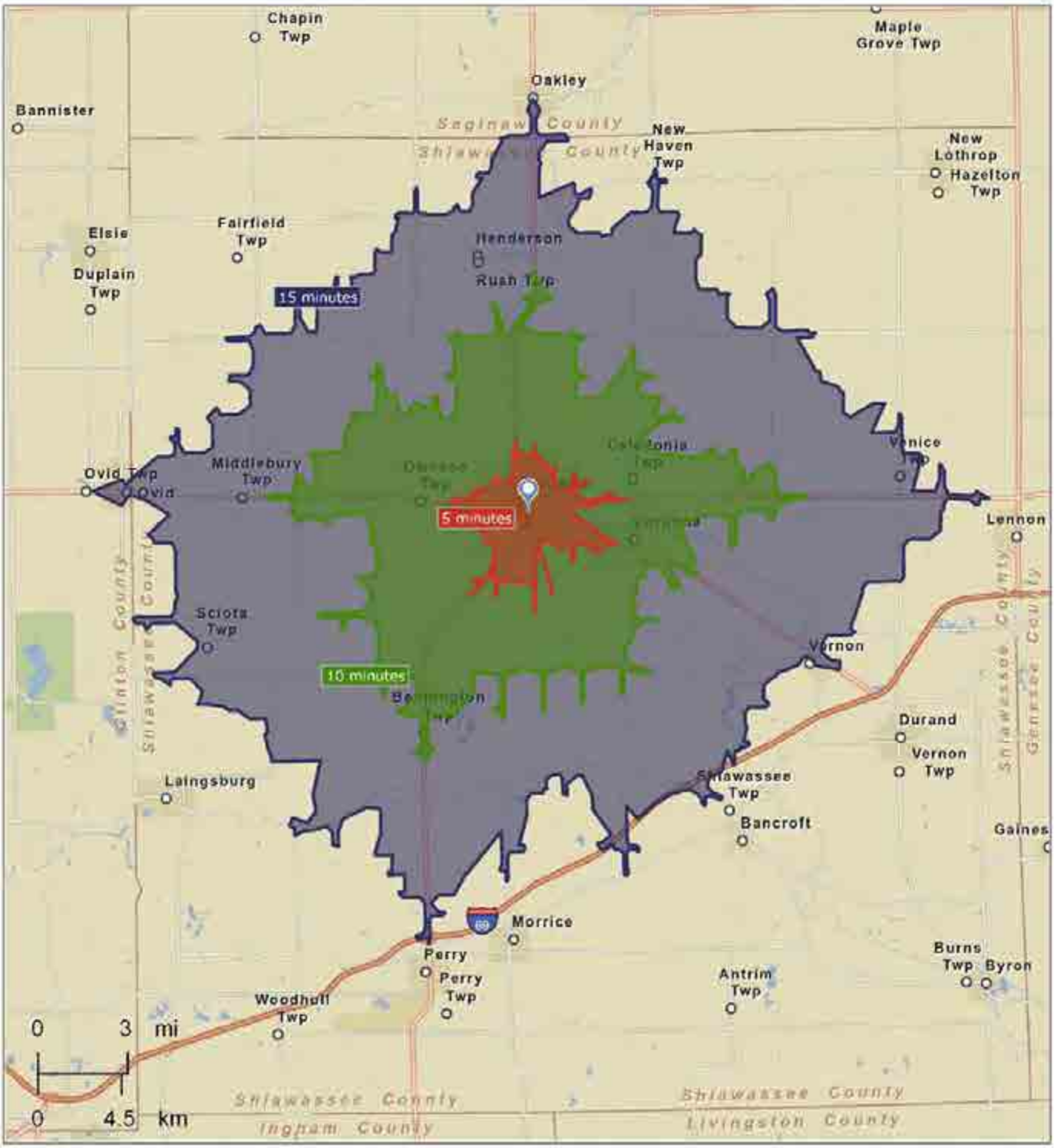
Source: ©2012 Market Planning Solutions, Inc.

February 02, 201

esri

Washington Street Corridor

Drive Times (5,10,15 min)



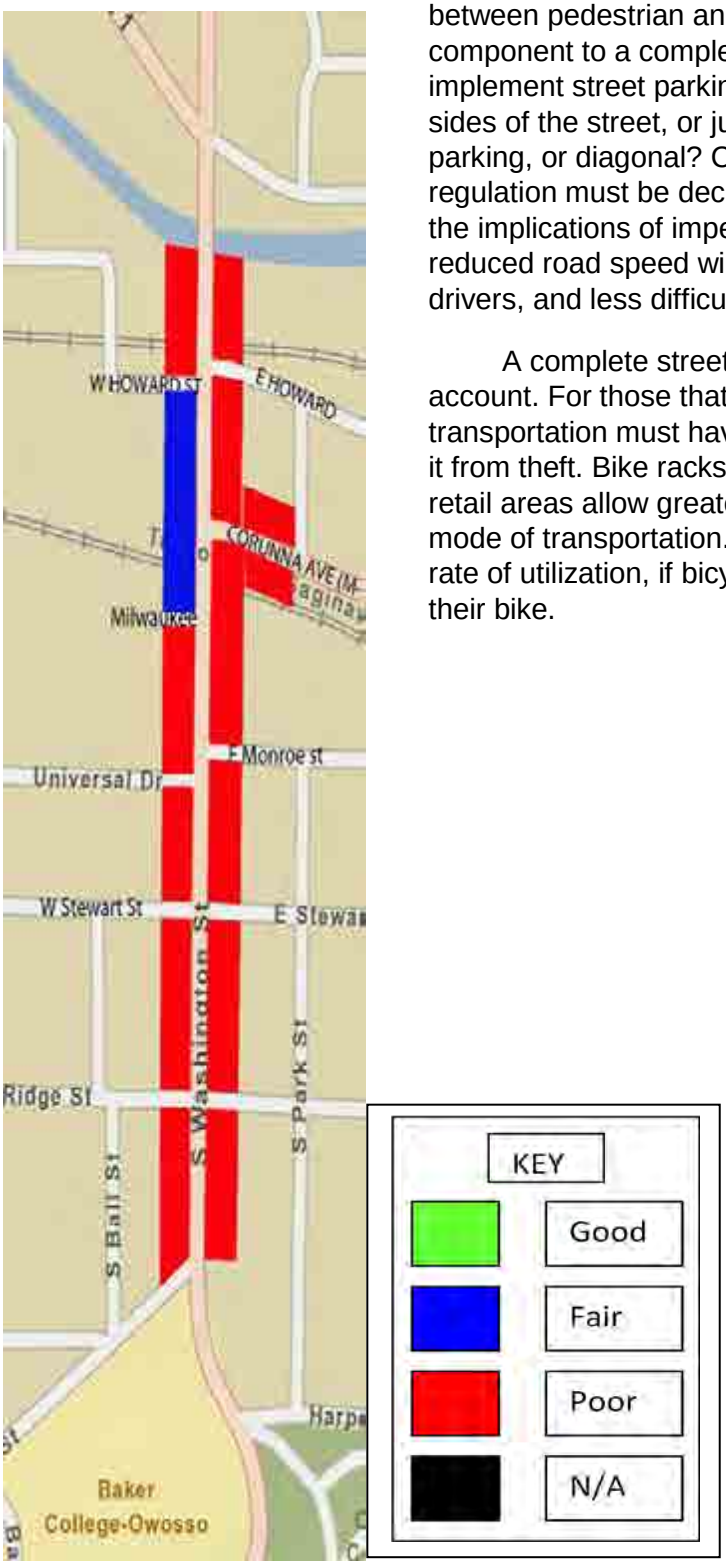
January 23, 2013

TABLE 4-9: TRAFFIC FLOW

Traffic Flow		
	Lanes	**Speed Limit**
West Side of S Washington - Gute to Ridge	2	25mph
East Side of S Washington - Gute to Ridge	2	25mph
West Side of S Washington - Ridge to Stewart	4	25mph
East Side of S Washington - Ridge to Stewart	4	25mph
West Side of S Washington - Stewart to Universal	4	25mph
East Side of S Washington - Stewart to Monroe	2 to 3	25mph
West Side of S Washington - Universal to Milwaukee	3	25mph
East Side of S Washington - Monroe to Corunna	3	25mph
West Side of S Washington - Milwaukee to Howard	4	25mph
East Side of S Washington - Corunna to Howard	4	25mph
West Side of S Washington - Howard to River	4	25mph
East Side of S Washington - Howard to River	4	25mph
North Side of Corunna Ave – S Park St to Washington St	4	35mph
South Side of Corunna Ave – S Park St to Washington St	4	35mph

There are a few issues our team noticed throughout the corridor in regards to the traffic flow. On numerous occasions it is difficult to determine the number of lanes. Sometimes it appears to be four lanes but it is only striped for two. Also, as vehicles approach the downtown area of Owosso from the South there are two designated turn lanes. First for a left hand turn lane onto Stewart St; the right hand lane being for through traffic or right hand turns onto Stewart. However, by the time a vehicle reaches the Corunna Ave intersection the right hand lane becomes right turn only. This may be creating confusion to the drivers; likewise because there is a traffic light at the Corunna Ave intersection, and another a hundred yards South on the other side of the railroad tracks. The speed limit throughout the Washington St corridor is 25 miles per hour but it is only posted once. The potential automobile user may overlook this sign, and therefore not follow the posted speed.

FIGURE 4-8: STREET PARKING SCORE



Street automobile parking increases accessibility to businesses on a given road, and it can also provide a buffer between pedestrian and vehicular traffic; an essential component to a complete street. There are many ways to implement street parking; for instance will the parking be both sides of the street, or just one? Will the spaces be parallel parking, or diagonal? Certain time restrictions and methods of regulation must be decided. If on-street parking is implemented the implications of impeding traffic flow must be considered. A reduced road speed will make the parking more inviting for drivers, and less difficult to pull or back out from.

A complete street takes all modes of transportation into account. For those that choose a bicycle as their method of transportation must have a place to park their bike, and prevent it from theft. Bike racks within close proximity to commercial or retail areas allow greater access to businesses by yet another mode of transportation. Bike lanes will not receive the same rate of utilization, if bicyclists have no viable option for parking their bike.

Example Score: Poor

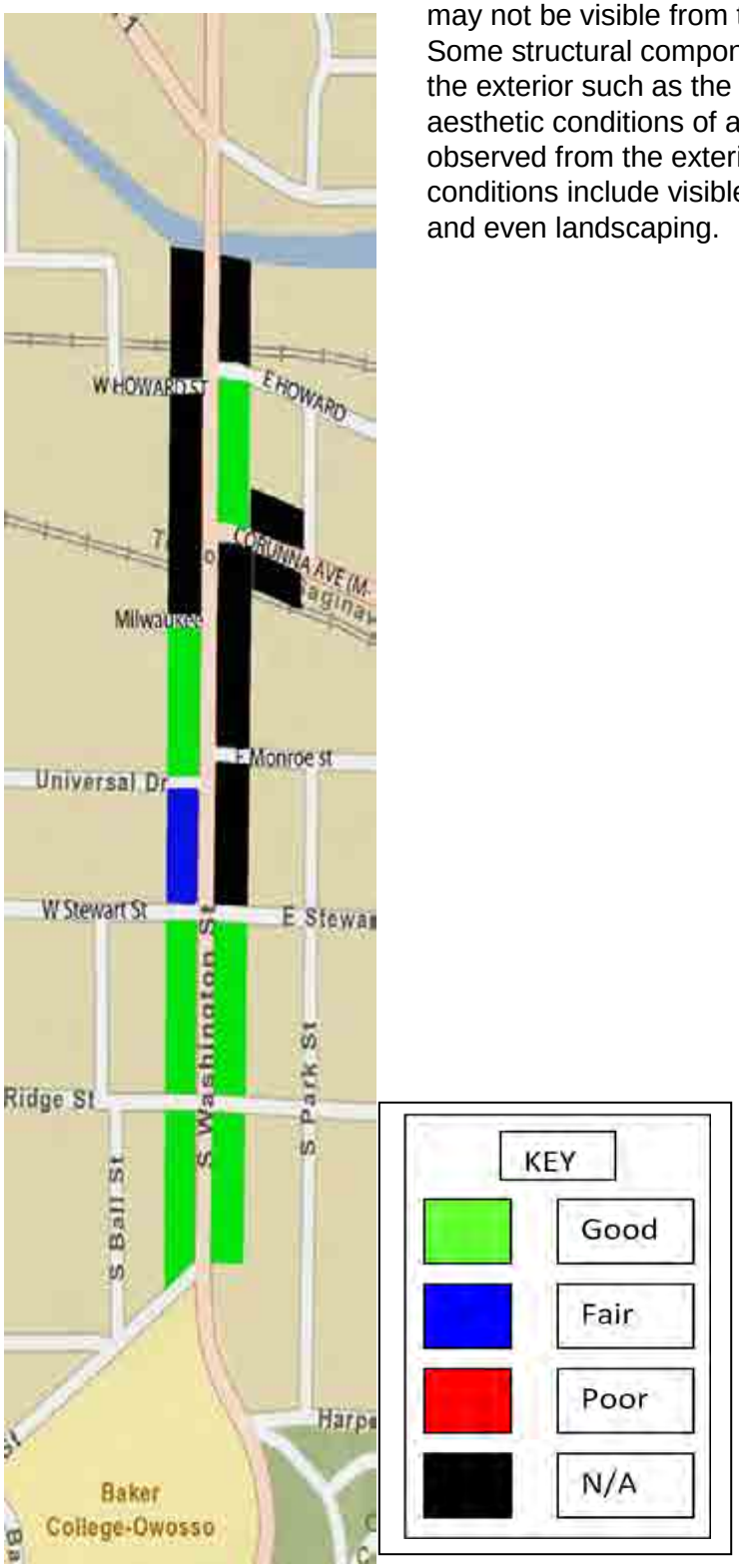
Example Score: Good

TABLE 4-10: STREET PARKING CONDITIONS

Street Parking	
West Side of S Washington - Gute to Ridge	Poor
East Side of S Washington - Gute to Ridge	Poor
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Poor
East Side of S Washington - Stewart to Monroe	Poor
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Poor
West Side of S Washington - Milwaukee to Howard	Fair
East Side of S Washington - Corunna to Howard	Poor
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Poor
North Side of Corunna Ave – S Park St to Washington St	Poor
South Side of Corunna Ave – S Park St to Washington St	Poor

The only block to receive a 'Fair' rating is the West side of Washington from Milwaukee to Howard because it is the only place on the entire corridor of which the parking is clearly designated. There are stretches of Washington St, in the primarily residential areas, where it is difficult to determine whether there are four lanes or just two. This may be because the outside lanes are designated for street parking; however signage for this use is lacking, and may go unnoticed to a visitor of the area.

FIGURE 4-9: HOUSING CONDITION SCORE



The conditions of a home include structural and aesthetic components. If a home has structural deficiencies they may or may not be visible from the exterior depending on the severity. Some structural components of a home can be assessed from the exterior such as the roof, windows and overall rigidity. The aesthetic conditions of a home on the other hand are easily observed from the exterior. Some examples of aesthetic conditions include visible deterioration of paint, siding, windows and even landscaping.

Example Score: Poor

www.themotorlesscity.com

Example Score: Good

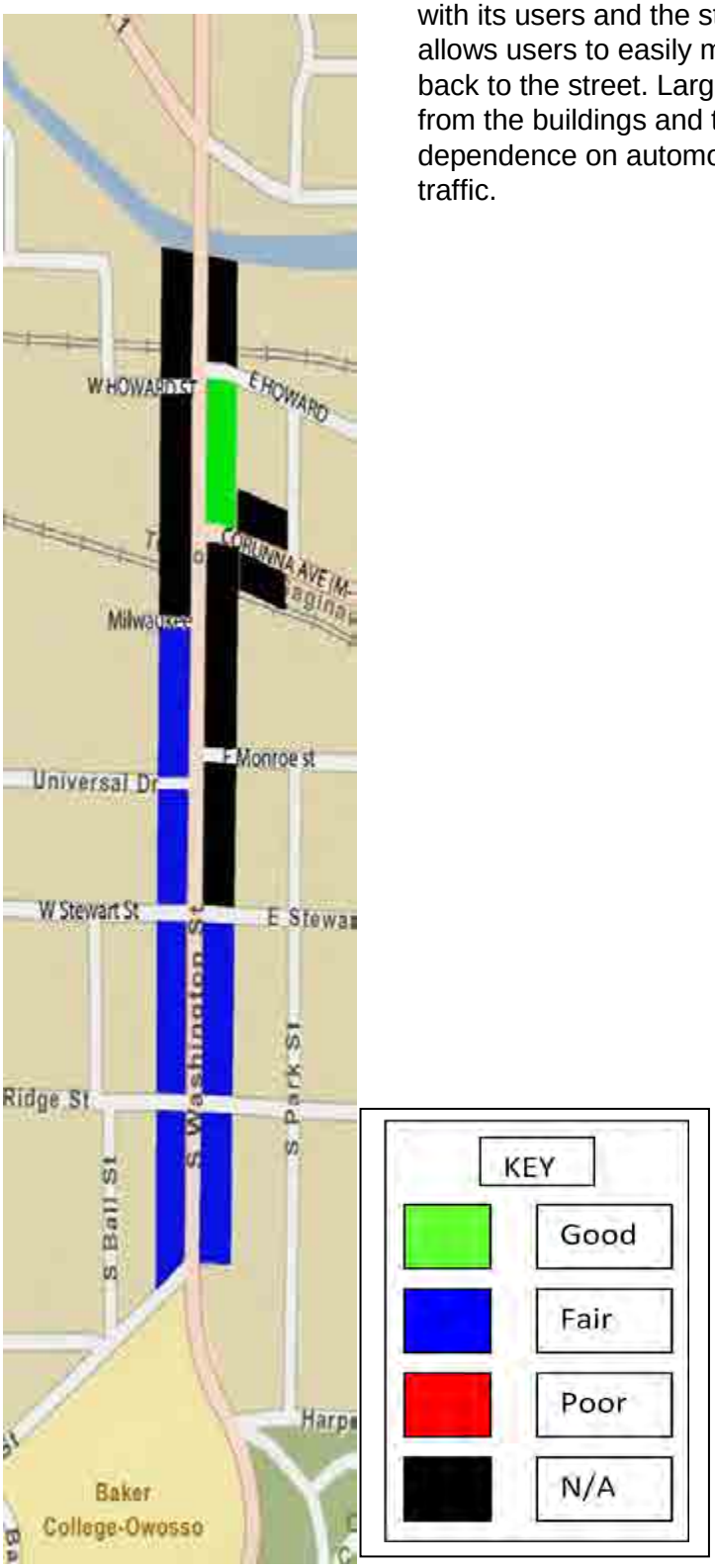
TABLE 4-11: HOUSING CONDITIONS

Housing Conditions	
West Side of S Washington - Gute to Ridge	Good
East Side of S Washington - Gute to Ridge	Good
West Side of S Washington - Ridge to Stewart	Good
East Side of S Washington - Ridge to Stewart	Good
West Side of S Washington - Stewart to Universal	Fair
East Side of S Washington - Stewart to Monroe	N/A
West Side of S Washington - Universal to Milwaukee	Good
East Side of S Washington - Monroe to Corunna	N/A
West Side of S Washington - Milwaukee to Howard	N/A
East Side of S Washington - Corunna to Howard	Good
West Side of S Washington - Howard to River	N/A
East Side of S Washington - Howard to River	N/A
North Side of Corunna Ave – S Park St to Washington St	N/A
South Side of Corunna Ave – S Park St to Washington St	N/A

The blocks where housing is not present received a 'N/A' rating, for not applicable. The blocks where housing does exist received mostly 'good' ratings, as most of the homes are in exceptional condition. It is clear that the homeowners take responsibility of the upkeep of their homes.

FIGURE 4-10: SETBACK SCORE

The setbacks of buildings greatly affect their interaction with its users and the street. Close proximity with the street allows users to easily move from the street to the building and back to the street. Large setbacks can disconnect the streets from the buildings and their users. This may result in a greater dependence on automobiles and a decrease in pedestrian traffic.



Example Score: Large

Example Score: Small

TABLE 4-12: SETBACK (RESIDENTIAL)

Setback	
West Side of S Washington - Gute to Ridge	Medium
East Side of S Washington - Gute to Ridge	Medium
West Side of S Washington - Ridge to Stewart	Medium
East Side of S Washington - Ridge to Stewart	Medium
West Side of S Washington - Stewart to Universal	Medium
East Side of S Washington - Stewart to Monroe	N/A
West Side of S Washington - Universal to Milwaukee	Medium
East Side of S Washington - Monroe to Corunna	N/A
West Side of S Washington - Milwaukee to Howard	N/A
East Side of S Washington - Corunna to Howard	Small
West Side of S Washington - Howard to River	N/A
East Side of S Washington - Howard to River	N/A
North Side of Corunna Ave – S Park St to Washington St	N/A
South Side of Corunna Ave – S Park St to Washington St	N/A

Again, since this was an assessment of the setback of residential properties, we only assessed the blocks that contain residential uses. Therefore some of the blocks received a 'N/A' rating. Most of the blocks of homes have medium setbacks, only one block (East Side of Washington – Corunna to Howard) That reciveved a 'small' setback rating. This is because of the multiple family residential use located on the block.

CHAPTER 5 : Commercial/Institutional/ Industrial Inventory & Assessment

5.0 INTRODUCTION

The purpose of the commercial and housing inventory is to examine the current land uses adjacent to the Washington St corridor and to analyze their relationship with the street. The criteria for assessing the surrounding properties are based on their visual appearance and how it coincides with a complete streets concept. The visual appearance and land use can directly affect the pedestrian experience, the flow of traffic and parking. Commercial and Institutional land uses intensify street activity during times of operation and greatly contribute to the atmosphere on the street. Vacant lots and industrial land uses can create a less desirable experience for pedestrian, cyclist and auto users.

5.1 ASSESSMENT TOOL

This is the scale that our team developed in order to rate the criteria established in relation to the existing conditions and qualities of the commercial, industrial and institutional properties within Washington Street Corridor.

Commercial, Industrial, Institutional, Multifamily Properties	**Setback**	Large - (Greater than 50ft); frontage is separated from street by parking lot or open space
		Medium -(10-50ft) Setback
		Small - Or no setback (0-10ft)
	Façade	Poor - The frontage of the property lacks any aesthetic improvement efforts; potential visitors have difficulty distinguishing the use of the property
		Fair - Signage has been implemented to notify potential customers; incremental improvements have been made to the frontage such as vegetation or pedestrian seating
		Good - The façade of the building is attractive and appealing; inviting elements are implemented and abundant
	Off Street Parking (Access Management)	Poor - Off street parking consists of individual lots for each commercial or industrial parcel.
		Fair - Some parcels use shared parking lots with signage to notify vehicular traffic
		Good - Parking lots are combined and located in such a manner that businesses are accessible; parking lots are identified with signage

5.2 EXISTING/FUTURE LAND USE (ZONING)

Land use can greatly affect the experience of the users on the streets. Industrial may tend to produce higher traffic volumes or undesirable sights, sounds and smells that deter pedestrian use of the streets. Office space tends to create traffic during hours of operation, but leaves the streets with empty buildings in the evenings. Residential uses tend to quiet during the work week and more active during the evenings and weekends. Each land use has their place in the urban environment, but a mix of general retail and residential uses can encourage pedestrian traffic throughout the entire day and evening.

Institutional

Owosso Wesleyan Church

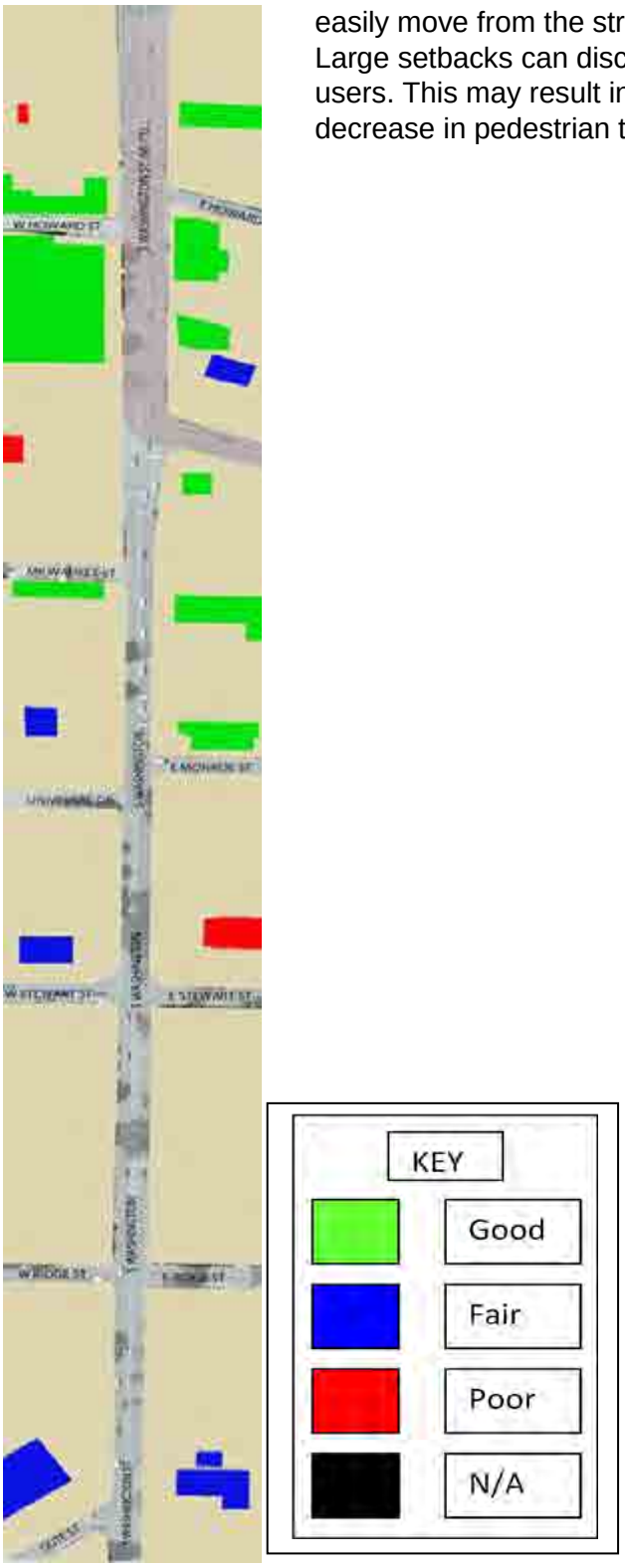
Commercial

Crave Gourmet Cupcakes and Dessert

TABLE 5-1: LAND USE

Land Use		
	Current Zoning	**Future Use**
Riverside Quality Auto	Commercial	Planned Unit Development
Steam Railroading Institute	Institutional: Private	Planned Unit Development
Washington Business Park	Industrial	Planned Unit Development
Team Larrivey Properties	High Density Residential	Mixed Use/Traditional Commercial
Wakeland Oil Office	Commercial	Mixed Use/Traditional Commercial
Shell Station	Commercial	General Commercial/Office
Crave Gourmet Cupcakes & Dessert Shop	Commercial	Local Business
Elks Lodge	Industrial	Planned Unit Development
Dicks Auto Services	Industrial	Industrial
Clark Fire & Safety	Commercial	Local Business
Primetime Pizza	Commercial	Local Business
Dalton Elevator	Commercial	Local Business
Edward Jones	Commercial	Office
Owosso Wesleyan Church	Institutional: Private	One Family Residential
Baker College Early Learning	Institutional: Private	Local Business
Crest Printing Inc	Commercial	Local Business

FIGURE 5-1:
SETBACK SCORE



The setbacks of buildings greatly affect their interaction with its users and the street. Close proximity with the street allows users to easily move from the street to the building and back to the street. Large setbacks can disconnect the streets from the buildings and their users. This may result in a greater dependence on automobiles and a decrease in pedestrian traffic.

Example Score: Large

Elks Lodge

Example Score: Small

Wakeland Oil Offices

TABLE 5-2: SETBACK (COMMERCIAL, INDUSTIRAL, INSTITUTIONAL)

Setback	
Riverside Quality Auto	Small, Large
Steam Railroading Institute	Small
Washington Business Park	Small
Team Larrivey Properties	Small
Wakeland Oil Office	Small
Shell Station	Medium
Crave Gourmet Cupcakes & Dessert Shop	Small
Elks Lodge	Large
Dicks Auto Services	Small
Clark Fire & Safety	Medium
Primetime Pizza	Medium
Dalton Elevator	Small
Edward Jones	Medium
Owosso Wesleyan Church	Large
Baker College Early Learning	Medium
Crest Printing Inc	Medium

FIGURE 5-2: FAÇADE SCORE

A buildings appearance adjacent to the street has a direct impact on the users' experience and is considered by architects as the most important feature from a design perspective. The condition of a building's façade can be considered renovated, intact or deteriorated based on it physical state, aesthetic appeal and/or alignment with the street. Visually appealing structures provide a sense of security and comfort to pedestrian on the street. Buildings that have large translucent windows, front doors, signage and historical/cultural architecture connected with the streets will strongly encourage pedestrian use.

Example Score: Poor

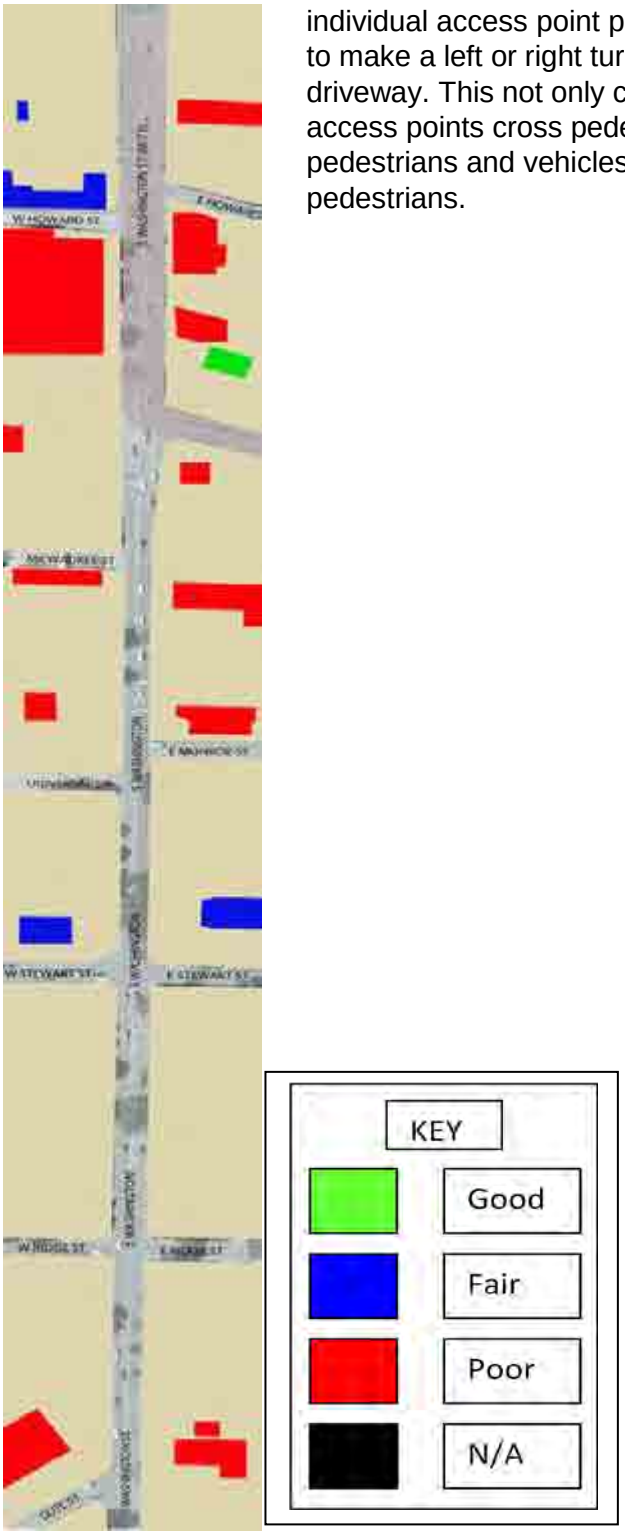
Example Score: Good

TABLE 5-3: FAÇADE CONDITIONS

Façade	
Riverside Quality Auto	Good
Steam Railroading Institute	Poor
Washington Business Park	Fair
Team Larrivey Properties	Poor
Wakeland Oil Office	Poor
Shell Station	Fair
Crave Gourmet Cupcakes & Dessert Shop	Good
Elks Lodge	Poor
Dicks Auto Services	Fair
Clark Fire & Safety	Good
Primetime Pizza	Fair
Dalton Elevator	Fair
Edward Jones	Good
Owosso Wesleyan Church	Good
Baker College Early Learning	Good
Crest Printing Inc	Fair

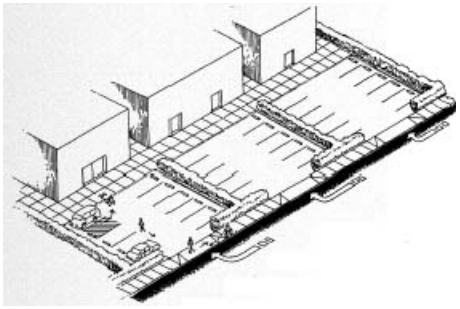
The results of the assessment indicate a reasonably equal distribution of all scores. This reflects the variety of structures along the Washington St Corridor and their inconsistent relationship to one another when considering each façade. Based on the criteria, a newly renovated structure could still receive a poor score. This is a reflection of identifying the characteristics of each structure that encourage pedestrian use of the corridor and interaction with those users.

FIGURE 5-3: ACCESS MANAGEMENT SCORE

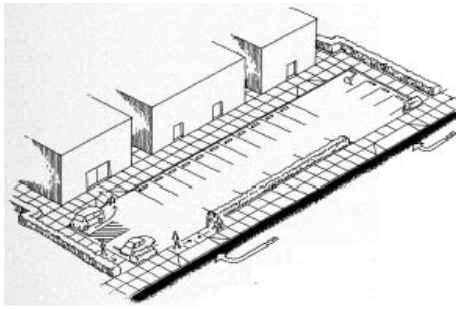


Within a corridor consisting of residential, commercial or industrial uses the number of access points or curb cuts directly affects the traffic flow of automobiles, bicycles and pedestrians alike. Each individual access point provides an opportunity for an automobile user to make a left or right turn either entering or exiting the parking lot or driveway. This not only creates vehicular congestion, but since the access points cross pedestrian zones the interactions between pedestrians and vehicles increases, hindering the safety of pedestrians.

Example Score: Poor



Example Score: Good



http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/sidewalk2/sidewalks203.cfm

Some strategies use the practice of shared driveways or parking lots. This efficiently reduces the number of curb cuts and access points, limiting the pedestrian and automobile interactions, ultimately making the pedestrian zone safer and a more attractive option of travel. Another method of access management entails rear entrance parking, accessible from a side street or alleyway.

TABLE 5-4: ACCESS MANAGEMENT

Access Management (Off-Street Parking)	
Riverside Quality Auto	Fair
Steam Railroading Institute	Poor
Washington Business Park	Poor
Team Larrivey Properties	Poor
Wakeland Oil Office	Poor
Shell Station	Good
Crave Gourmet Cupcakes & Dessert Shop	Poor
Elks Lodge	Poor
Dicks Auto Services	Poor
Clark Fire & Safety	Poor
Primetime Pizza	Poor
Dalton Elevator	Poor
Edward Jones	Fair
Owosso Wesleyan Church	Fair
Baker College Early Learning	Poor
Crest Printing Inc	Poor

CHAPTER 6 : INTERSECTION INVENTORY AND ASSESSMENT

6.1 Introduction
6.2 Assessment Tool
6.3 Delineation / Connection
6.4 Crosswalk Signal / Signage

6.1 INTRODUCTION

There are a total of 8 intersections on the Washington St corridor. These intersections determine the pedestrian safety and ease of travel along the corridor. Unmarked intersections create uncertainty and stress for pedestrian users. Poorly marked and confusing crosswalks at high traffic volume intersections can create dangerous barriers for non-automobile users. The major intersection on the corridor is where M-71 merges with Washington St. This intersection has a major light, high traffic volume and busy commercial business on the NE and SE corners. Another major intersection is where Gute St mergers with Washington St. This intersection is the first experience Baker College students are exposed to when attempting to walk or bike from campus to downtown Owosso. This intersection would ideally present the user with a safe and inviting atmosphere that would encourage use of the corridor.

6.2 ASSESSMENT TOOL

Intersections	**Delineation/Connection**	Poor - The crosswalks do not have a connection point on the opposing side of the street.
		Fair – The Crosswalks are not marked by paint, or the paint has faded. There are no guidelines for pedestrians.
		Good - The boundaries of crosswalks are marked with thick white lines; pedestrians can locate the crosswalk and stay out of danger from vehicular traffic.
	Crosswalk Signal/Signage	Poor - Crosswalk Signal signage is not present; pedestrians are left guessing as to when it is safe to cross the intersection.
		Fair - Crosswalk signage has been implemented for some directions of pedestrian traffic.
		Good - Pedestrian Signal/Signage has been implemented for crosswalk for each direction of traffic

6.3 DELINEATION/CONNECTION

The delineation of a crosswalk refers to the manner in which the portion of the sidewalk that crosses the road is clear and consistent. Crosswalks should be clearly marked so they are visible to all modes of transportation. There should be connection points at both ends of the crosswalk, so users can easily pass from sidewalk to crosswalk to sidewalk.

Example Score: Poor

Example Score: Good

6.4 CROSSWALK SIGNAL/SIGNAGE

Major crosswalks should include some form of audio and/or visual signals for all modes of transportation that indicates when it is safe to use the crosswalk. Crosswalks at minor intersections need to include visual markings for all modes of transportation. Simple stripping can provide the necessary guide and caution needed for safe passage.

Example Score: Poor

Example Score: Good

CROSSING GUTE ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING RIDGE ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING STEWART ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING UNIVERSAL ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING E MONROE ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING MILWAUKEE ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CROSSING CORUNNA AVE
Delineation/Connection: **Good**
Crosswalk Signal/Signage: **Fair**

CROSSING WASHINGTON ST
Delineation/Connection: **Good**
Crosswalk Signal/Signage: **Fair**

CROSSING HOWARD ST
Delineation/Connection: **Fair**
Crosswalk Signal/Signage: **Poor**

CROSSING WASHINGTON ST
Delineation/Connection: **Poor**
Crosswalk Signal/Signage: **Poor**

CHAPTER 7: STAKEHOLDER INPUT

Representative of Steam Railroading Institute

What is the main problem with the Washington St corridor?

- Disconnect from the downtown, lack of signage/advertising of SRI

What does SRI have to offer the Washington St corridor?

- Planes, Trains, and Automobiles Festival bringing 40-50 Thousand visitors;
- Steam train rides to see Santa in fall/winter months
    - Original train from "The Polar Express"

What is your vision for the corridor moving forward?

- Steam train used to connect Owosso with metropolitan cities across country;
- Washington St lined with shops and artisans similar to Frankenmuth;
- Owosso as a tourist destination, with SRI as the focal point.

Representative of Shiawassee Economic Development Partnership

What is the main problem with the Washington St corridor?

- Lack of walkability/bike-ability;
- Confusing road striping and signage;
- No connection between Baker and downtown.

What does the SEDP have to offer the Washington St corridor?

- Insight on types of land use for redevelopment;
- Knowledge and connections to get projects off the ground.

What is your vision for the corridor moving forward?

- Riverside Auto and Washington Business Park redeveloped;
- A walkable and bike-able connection between downtown and Baker College;
- Elks Club restoration and improved use;
- Increase downtown shop hours to attract students.

Representative of Business and Corporate Services, Baker College

What is the main problem with the Washington St corridor?

- Lack of services to attract students.

What does Bake College have to offer the Washington St corridor?

- Owosso-palooza
    - Brings hundreds of students as well as local artists to the downtown

What is your vision for the corridor moving forward?

- Baker expansion into parts of downtown;
- Improved student retention for Owosso using Washington as the main connection.
    - Line Washington with places for students to gather. (Coffee shops, bookstores, etc.)

CHAPTER 8: RECCOMMENDATIONS

8.1 VISION OF THE CORRIDOR

The vision for the S Washington Street Corridor embodies the combined efforts of residents, business leaders, land owners, corridor users, the Baker College. These stakeholders are unified in the desire to revitalize the corridor and develop a welcoming gateway that reflects the character of Owosso.

1. Inter-connected- The corridor connects people to downtown Owosso, the Baker College and throughout the region. The corridor will enable users to move safely, comfortably, and seamlessly by foot, bike, transit, and/or car.

2. Attractive- A high quality entryway with attractive buildings, public spaces, landscapes, and streetscapes that provide places where people want to work, live, visit, and play. Streets are safe, and accessible for all users.

3. Diverse- A vibrant and diverse corridor that is made up of a mix of services, offices, housing, and amenities that meet the needs of all age groups, income levels, household types, ability levels, and cultures.

4. Invigorated- Sustained, diverse economic vitality of the corridor will stimulate new investment and employment opportunities. The character of the corridor will be enhanced through renewal of buildings and businesses and supports new development, services, and amenities.

- Incorporate consistent “gateway” treatments into all improvement efforts along the corridor
- Improve landscaping in the public right of the way and increase the number of trees
- Implement landscape and streetscape standards that enhance the overall aesthetic qualities of the corridor
- Utilize landscaping to help define the character and boundaries of the corridor
- Develop simple and easy to read gateway signs that define the entrances to the corridor and the city
- Improve lighting along pedestrian pathways

- Develop safe non-motorized systems: Corridors with safe non-motorized access help create a positive sense of place and enhances the quality of life for all stakeholders.
- Evaluate and modify existing interstate crossing options for both pedestrians and bicyclists
- Complete non-motorized connections throughout corridor
- Develop continuous, connected, and maintained bikeways through Baker College to the downtown area.
- Redevelop and maintains sidewalks throughout the corridor to meet American with Disabilities Act (ADA) requirements. Incorporate marked crosswalks, and signal timing for pedestrian crossings
- Connect existing sidewalks and fill in areas where sidewalk connections end

- Utilize lighting and signage improvements to help define the character of the corridor
- Introduce uniform and attractive pedestrian lighting
- Install pedestrian warning signs and on-street parking signs
- Introduce uniform and simple signage that supports both existing and future local businesses

- Preserve economic development potential by creating opportunities for high quality and attractive development
- Maintain and enhance the commercial corridor and encourage beautification of existing buildings and parcels
- Provide opportunities for more local services such as restaurants, pharmacies, hotels, etc
- Bolster services along corridor to accommodate the needs of visitors and residents (also for Baker College students)
- Encourage new construction to be configured in a manner that supports non-motorized access

WEST SIDE OF S WASHINGTON - GUTE TO RIDGE

3 months - 1 year

- Stripe for bike lane
- Stripe for on street parking and include regulations signage
- Stripe for crosswalk over Gute to Baker College
- Stripe for crosswalk over Ridge to northern block
- Stop sign on corner of Gute and Washington for southbound Washington St traffic. This would create a three way stop at the Gute/Washington St intersection
- Partner with Baker College Early Learning and home owners to make landscaping improvements: Tree plantings
- Stripe for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area

5 year

- Widen sidewalks to a 5 foot minimum width
- In compliance with ADA Accessibility Guidelines

EAST SIDE OF S WASHINGTON - GUTE TO RIDGE

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over S Washington to Baker College
- Stripe for crosswalk over Ridge to northern block
- Additional speed limit sign
- Way finding signage for Owosso downtown directing Gute St traffic
- Partner with Crest Printing and home owners to make landscaping improvements: Tree plantings
- Stripe for 1 lane northbound traffic

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines

3 months-1 year

- Stripe for bike lane
- Stripe for on street parking and include regulations signage
- Stripe for crosswalk over Ridge to southern block
- Stripe for crosswalk over Stewart to northern block
- Partner with home owners to make landscaping improvements: Tree plantings
- Stripe for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area
- Connect crosswalk ramps crossing Washington St; implement signage and striping

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Ridge to southern block
- Stripe for crosswalk over Stewart to northern block
- Partner with home owners to make landscaping improvements: Tree plantings
- Stripe for 1 lane northbound traffic

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines

WEST SIDE OF S WASHINGTON - STEWART TO UNIVERSAL

3 months-1 year

- Stripe for bike lane
- Stripe for on street parking and include regulations signage
- Stripe for crosswalk over Stewart to southern block
- Stripe for crosswalk over Universal to northern block
- Partner with Edward Jones and home owners to make landscaping improvements: Tree plantings
- Stripe for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Stewart to southern block
- Stripe for crosswalk over Monroe to northern block
- Partner with Wesleyan Church to make Landscaping improvements: Tree plantings
- Stripe for 1 lane northbound traffic

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines

3 months-1 year

- Stripe for bike lane
- Stripe for on street parking and include regulations signage
- Stripe for crosswalk over Universal to southern block
- Stripe for crosswalk over Milwaukee to northern block
- Stripe for on street parking
- Partner with Primetime Pizza, Dalton Elevator and home owners to make landscaping improvements: Tree plantings
- Stripping for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Install lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area
- Narrow the large curb cut next to Dalton Elevator; eliminate Milwaukee St.

5-10 year

- Widening of sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines
- Sidewalk replacement

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Monroe to southern block
- Stripe for crosswalk over Corunna to northern block
- Partner with Clark surrounding business owners to make landscaping improvements: Tree plantings
- Stripping for 1 lane northbound traffic

3 year

- Lighting: Installation of lamp posts consistent with entire corridor. Lighting should be dimmer in residential than in commercial area
- Eliminate unnecessary curb cuts

5-10 year

- Widen sidewalks to a 5 foot minimum width
- Achieve compliance with ADA Accessibility Guidelines
- Sidewalk replacement

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Milwaukee to southern block
- Stripe for crosswalk over Howard to northern block
- Stripe for on street parking and include regulations signage
- Signage directing traffic to Downtown Owosso
- Partner with Elks Lodge and business owners to make landscaping improvements: Tree plantings, street planters, bike racks and trash cans
- Stripping for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Installation of lamp posts consistent with entire corridor
- Demolition of structure standing behind large billboard; fill with green space

5-10 year

- Achieve compliance with ADA Accessibility Guidelines'
- Encourage the development of commercial and general retail
- Encourage Façade improvements for Elks Lodge

Before

After

This is a rendering of Washington Street facing Riverside Auto showing physical improvements to the streetscape.

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Corunna to southern block
- Stripe for crosswalk over Howard to northern block
- Stripe for on street parking north of the Shell gas station and include regulations signage
- Partner with local businesses to make landscaping improvements: Tree plantings , street planters and trash cans
- Stripe for 1 lane northbound traffic
- Clean empty lot next to Wakeland Oil offices

3 year

- Lighting: Installation of lamp posts consistent with entire corridor
- Repair/Removal of obstructions on sidewalk
- Replace dome drain with flat cover

5-10 year

- Achieve compliance with ADA Accessibility Guidelines
- Encourage Façade improvements for Team Larrivey Properties and Wakeland Oil Office
- Demolition of existing foundation on the North side of Wakeland Oil offices; fill with green space

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Howard to southern block
- Stripe for on street parking and include regulations signage
- Street Plantings
- Bike rack
- Partner with surrounding business owners to make landscaping improvements: Tree plantings , street planters and trash cans
- Stripe for 1 lane southbound traffic with middle turn lane

3 year

- Lighting: Installation of lamp posts consistent with entire corridor
- Repair/Removal of obstructions on sidewalk

5-10 year

- Achieve compliance with ADA Accessibility Guidelines
- Encourage the development of retail

Current

Future

3 months-1 year

- Stripe for bike lane
- Stripe for crosswalk over Howard to southern block
- Street Plantings
- Stripe for on street parking and include regulations signage
- Encourage and support SRI signage upgrades
- Partner with Steam Railroad Institute to make landscaping improvements: Tree plantings, street planters and trash cans
- Stripe for 1 lane northbound traffic

3 year

- Lighting: Installation of lamp posts consistent with entire corridor
- Repair/Removal of obstructions on sidewalk

5-10 year

- Achieve compliance with ADA Accessibility Guidelines
- Encourage Façade improvements for SRI

3 months-1 year

- Stripe for crosswalk over S Park to northern block
- Stripe for crosswalk over Washington ST to Milwaukee to Howard
- Landscaping improvements: Tree plantings

3 year

- Lighting: Installation of lamp posts consistent with entire corridor

5-10 year

- Achieve compliance with ADA Accessibility Guidelines

3 months-1 year

- Stripe for crosswalk over Washington ST to Milwaukee to Howard
- Landscaping improvements: Tree plantings

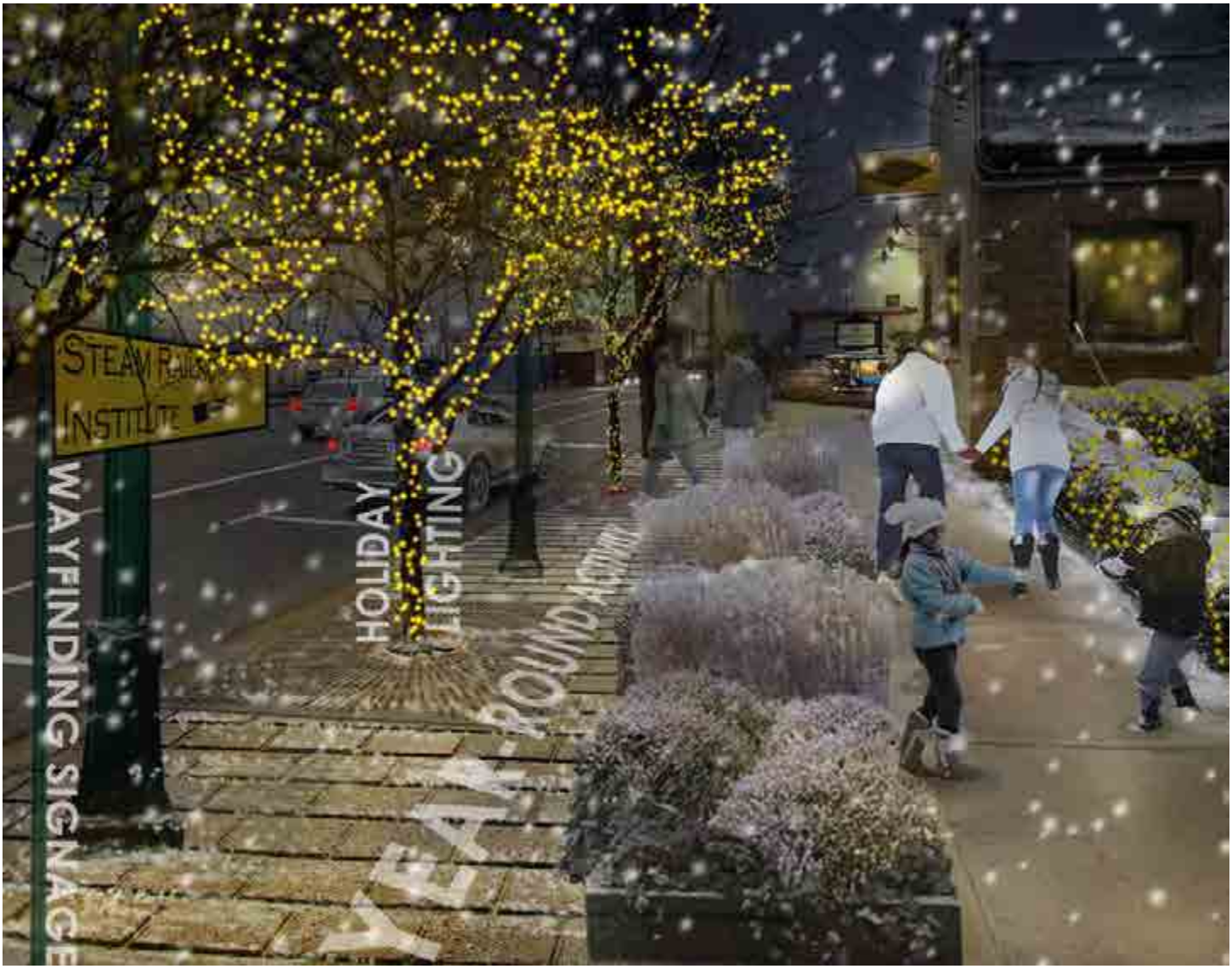
3 year

- Lighting: Installation of lamp posts consistent with entire corridor

5-10 year

- Achieve compliance with ADA Accessibility Guidelines

	Less Expensive	More Expensive
Short-term	1) Striping for bike lanes on both the East and West shoulder of the corridor 2) Striping for crosswalks 3) Striping for street parking on section of corridor north of Corunna 4) Striping for 1 lane southbound traffic, 1 lane northbound traffic and middle turn lane for entire corridor 5) Install bike racks in front of all businesses along the corridor 6) Clean up trash and debris in vacant lot between Team Larrivey Building and Wakeland Oil offices 7) Post a stop sign on corner of Gute and Washington for southbound Washington St traffic	8) Landscaping improvements: Tree plantings for entire corridor 9) Demolish structure behind large billboard between Washington Business Park and Elks Club
Long-term	1) Strengthen partnership with local businesses to encourage a 1225 Train/Christmas theme for the corridor 2) Promote or plan events that attract local residents to the corridor 3) Partner with businesses to install street planters, benches, trash cans along corridor north of Corunna	4) Lighting: Installation of uniform lamp posts for entire corridor with dimmer lighting in the residential area south of Washington St & Corunna than in the commercial section north 5) In compliance with ADA Accessibility Guidelines 6) Encourage Façade improvements of commercial buildings on corridor to encourage pedestrian use 7) Widening of sidewalks to a 5 foot minimum width 8) Demolish foundation in vacant lot between Team Larrivey Building and Wakeland Oil offices



This rendering shows the East side of South Washington Street in front of the Steam Railroading Institute. The rendering shows the implementation of recommendations such as lighting, signage, landscaping planters, street parking and bike lanes.

This is a rendering of Washington Street facing Riverside Auto showing physical improvements to the streetscape.

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APPENDIX

BLOCK BY BLOCK ANALYSIS

COMERCIAL / INSTITUTIONAL / INDUSTRIAL PROPERTY ANALYSIS

MARKET ANALYSIS

APPENDIX A: Block By Block Analysis

Analysis of each block from
Baker College to the Shiawassee River

WEST SIDE OF S WASHINGTON - GUTE TO RIDGE

Street

- Two lanes total; southbound treated as two lanes closer to Gute St. (through traffic and right hand turn lane)
- Speed limit is 25 miles per hour.
- Surface condition is average; some cracks and fading street lines.
- Curb and gutters for proper drainage; only two curb cuts

Streetscape

- Large buffer consisting of green space, trees, some plantings and utility poles
- Sidewalk width 5ft; in good condition with no cracks or holes and mostly level
- Crosswalks have curb ramps; however no delineation
- Little to no signage or wayfinding for pedestrian traffic

Housing

- Two single family residential uses
- Homes appear to be in sound structural condition and have some façade improvements.
- Medium setback from sidewalk (approx. 20 ft)

Other uses

- Baker College Early Learning (corner of Gute St and Washington St)

EAST SIDE OF S WASHINGTON - GUTE TO RIDGE

Street

- Northbound Washington St traffic has stop sign, as well as eastbound traffic from Gute St.; Southbound Washington does not stop.
- Surface condition is good; no major cracks or disruptions.
- Five separate curb cuts for driveways and parking lots

Streetscape

- Large buffer of green space that includes numerous street trees, signage and utility poles
- Varying sidewalk widths 4-5 ft; becomes crowded with opposing pedestrian traffic
- Sidewalks are in good condition; curb ramps have been implemented at crosswalks.
- No bike lanes

Housing

- Three single family residential properties
- Overall condition appears to be above average with some landscaping on the lots and few façade improvements
- Setback from sidewalk approximately 15-25 ft

Other Uses

- CSH Incorporated

WEST SIDE OF S WASHINGTON - RIDGE TO STEWART

Street

- Northbound Washington has left turn only lane, as well as a lane for through traffic and right turns
- Southbound Washington traffic is one lane, with excessive width (street parking)
- Five curb cuts; all driveway access to residential uses.

Streetscape

- Large buffer (approx 15ft) distance between sidewalk and road; mostly green space and street trees
- Continuation of utility lines with overhanging lighting attached
- Little to no wayfinding directing pedestrian towards the downtown.
- No delineation of crosswalks

Housing

- Housing has some historical characteristics, and in sound structural and aesthetic condition
- Setbacks are consistent with the rest of the housing stock along the corridor

Other Uses

- None

Street

- Surface is in fair condition; cracks and potholes may be an arising issue at the corners of side streets.
- No curb cuts; driveway access to properties is by method of a back alley connected to side streets

Streetscape

- Continuation of 4ft sidewalks separated from the street by large buffer of green space and street trees.
- Sidewalk is in fair condition; some areas become uneven, potentially challenging for handicap pedestrians
- Little to no landscaping within the buffer; also limited wayfinding.
- No bike lanes

Housing

- Seven single family residential uses; rear access driveways reduces streetscape clutter.
- Structural and aesthetic characteristics uniform in regards to the homes. Landscaping and lot improvements could be improved

Other Uses

- Large parking lot on the corner of Washington St and Stewart St.

Street

- Surface condition is fair; some cracks are beginning to form, mostly at the corners of side streets
- One lane of traffic in both north and south directions; lane widths are large (street parking)
- Three curb cuts for residential and commercial uses.

Streetscape

- Absence of bike lanes; large buffer of green space between sidewalk and curb
- Street trees within the buffer; however no other landscaping.
- Overhanging lighting from utility poles illuminates intersections.
- Crosswalks are not delineated, and access between opposing sides of Washington St does not exist.

Housing

- Two single family residential uses
- Homes are in fair condition; appear to have some historical character and some aesthetic and façade improvements

Other Uses

- Edward Jones on the corner of Washington St and Stewart St
- Victors Hair and Beauty

Street

- Surface is in fair condition; cracks developing. Resurfacing could be beneficial
- One lane for both North and South direction of traffic flow; Speed limit of 35 mph continues, but the width of the lanes suggests a higher speed.

Streetscape

- Sidewalks are in fair condition; curb ramps implemented at crosswalks across side streets but no delineation
- No access to opposite side of Washington St
- Some trees in large buffer of green space, no additional landscaping
- No pedestrian signage or wayfinding

Housing

- None

Other Uses

- Owosso Wesleyan Church on the Northeast corner of Stewart St and Washington St
- Large empty lot on the North side of the church

Street

- Surface condition is fair; resurfacing and restriping would benefit vehicle traffic
- Five curb cuts for commercial parking lots and residential driveways
- No bike lanes delineated
- Speed limit is not indicated when turning left from Corunna Ave heading South on Washington St

Streetscape

- Concrete sidewalk surface is in good condition; maintaining the same width from the South end of the corridor
- Large green space buffer containing trees and utility poles with overhanging lights attached
- Curb ramps at intersections; fading delineation; no connection between opposing sides of Washington St

Housing

- Three single family residential parcels; possibly non-conforming uses placed between commercially zoned parcels

Other Uses

- Primetime Pizza
- Storefront for Rent
- Dalton Elevator

EAST SIDE OF S WASHINGTON - MONROE TO CORUNNA

Street

- Surface condition is fair; some cracks and the start of small potholes near the gutter and drain system
- Northbound Washington St traffic has right turn only lane and lane for through traffic
- Traffic light at the railroad crossing and at Corunna Ave intersection

Streetscape

- Large buffer of green space with a number of trees planted; little to no additional landscaping
- Four curb cuts all for commercial parking lots; congestion issues arise at peak traffic times

Housing

- None

Other Uses

- Clark Fire & Safety
- Dick's Auto Service
- Crave Gourmet Cupcakes & Dessert Shop

Street

- The street surface could use improvements. Cracks are forming due to the weather conditions and high traffic volume associated with a state road.
- Southbound Washington St has left turn lane, and lane for through traffic at Corunna Ave intersection
- On street two hour parking north of Corunna Ave intersection
- Access points to the Elks Lodge directly across from Corunna Ave; causing inconveniences and congestion

Streetscape

- Seven curb cuts total; four of which South of the railroad tracks, three to the North
- Sidewalk widens North of Corunna Ave; green space buffer is replaced by concrete or asphalt
- Signage for on street parking and vehicle wayfinding; no pedestrian wayfinding

Housing

- Three single family residential uses
- Condition appears fair; placement within commercial uses, potential non-conforming uses

Other Uses

- Primetime Pizza
- Dalton Elevator
- Rail line
- Elks Lodge
- Washington Business Park

Street

- Street surface condition is moderate to fair; past the intersection the quality improves
- Two lanes of northbound traffic on Washington St; right hand turn on to Washington St from Corunna Ave has no turn on red sign
- Speed is reduced to 25 miles per hour
- No bike lanes

Streetscape

- North corner of Washington St and Corunna Ave has landscaping as a buffer (shrubs and plants)
- Crosswalk across Corunna Ave is difficult to cross due to the high volumes of traffic and limited walk signal opportunities; curb ramps have been implemented
- Automobile signage and wayfinding has been implemented
- Signs indicating to prohibition of bicycles, skateboards and rollerblades on sidewalk
- No pedestrian elements (benches, trash cans, tables and chairs)

Housing

- Team Larrivey Properties (High density residential)

Other Uses

- Shell gas station / market (Northeast corner of Corunna Ave and Washington St)
- Wakeland Oil Offices
- Vacant lot north of Wakeland Oil Office, South of high density residential

Street

- Two lanes of Southbound traffic; 25 mph speed limit
- Howard St is lightly traveled, serves as access point for Washington Business Park

Streetscape

- Sidewalk width is large; instead of green space as a buffer additional concrete is in its place
- Vegetation is growing between the cracks of the sidewalk
- Two street lamp posts positioned in front of Riverside Quality Auto
- Only one large curb cut for the Riverside Quality Auto parking lot

Housing

- None

Other Uses

- Riverside Quality Auto (Storefront, Lot, and Service shop)

Street

- Two lanes of Northbound traffic; speed limit of 25 mph
- Surface is in fair condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (good condition) and a buffer zone surfaced with asphalt and filled with utility poles and signage
- Riverwalk access point has welcome sign (wayfinding)
- Some overhanging street lights attached to utility poles

Housing

- None

Other Uses

- Rail line
- Steam Railroading Institute
- Owosso Riverwalk access point

Street

- Two lanes of Westbound traffic; speed limit of 35 mph
- Surface is in good condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (good condition) and a small buffer zone surfaced with asphalt and filled with landscaping rocks
- Owosso welcome sign (wayfinding)
- No overhanging street lights

Housing

- None

Other Uses

- Gas Station
- Car Wash

Street

- Two lanes of Eastbound traffic; speed limit of 35 mph
- Surface is in fair condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (fair condition)
- Owosso welcome sign (wayfinding)
- Some overhanging street lights attached to utility poles

Housing

- None

Other Uses

- Crave Gourmet Cupcakes & Desserts Shop
- Vacant Lot

APPENDIX B: Commercial/Institutional/ Industrial Property Analysis

Analysis of each commercial property from the Shiawassee River to Baker College

- 420 S Washington St
- Currently zoned as commercial, future land use is declared as Planned Unit development
- Lot consists of showroom (small setback: 0ft) with offices attached to the rear and a service shop with a large parking lot in front (large setback: >100ft)
- The lot is divided by the rail line
- Property is within the DDA boundaries
- Façade of showroom building has large transparent windows and entrance to the street
- The service shop has a white vinyl exterior with small windows and large garage doors facing the street

STEAM RAILROADING INSTITUTE

- 405 S Washington St
- Current zoning is Institutional: Private, future land use is marked as Planned Unit Development
- Historical train and steam engine museum; conducts train tours and hosts events.
- Parcel is located next to the rail line
- Located within the DDA boundaries and an OMS (Owosso Main Street) Property
- Façade is deteriorating; little signage and no aesthetic improvements
- Small setback: 0ft

WASHINGTON BUSINESS PARK

- 510 S Washington St
- Current zoning is Industrial; future land use is Planned Unit Development
- Brownfield Candidate (City of Owosso Master Plan)
- The structure adjacent to the street is leased out as office space, the remaining structures on the property are vacant
- Façade has character but lacks lighting, signage and pedestrian friendly elements such as benches or landscaping
- Small setback: 0ft

TEAM LARRIVEY PROPERTIES

- 507 S Washington St
- Current zoning is high density residential; future land use calls for mixed use/traditional commercial
- Apartments for rent/lease
- Façade lacks features; no signage, landscaping or other pedestrian elements. Small opaque windows and entrance to the street
- Within DDA boundaries
- Small setback: 0ft

WAKELAND OIL OFFICE

- 527 S Washington St
- Current zoning commercial; future land use mixed use/traditional commercial
- Office of Dave Wakeland, owner of Shell Station
- Small setback
- Façade has been recently renovated; narrow opaque windows and entrance to the street
- No signage, landscaping or pedestrian elements
- Within DDA boundaries
- Small setback: 0ft

SHELL STATION

- 109 Corunna Ave
- Current zoning is Commercial; future land use is General commercial/Office
- Property consists of store front, gas pump structure and car wash
- Located on northeast corner of Washington St and Corunna Ave
- Future façade improvements in planning phase
- Medium setback: 45ft

CRAVE GOURMET CUPCAKES & DESSERT SHOP

- 102 Corunna Ave
- Current zoning Commercial; future land use Local Business
- Southeast corner of Washington St and Corunna Ave
- Façade has good character; large transparent windows and entrance just off the street
- Small setback: 0ft
- Landscaping and pedestrian elements

ELKS LODGE

- 524 S Washington St
- Current zoning is Industrial; future land use is declared Planned Unit Development
- Brownfield Candidate
- Located directly West of Corunna Ave intersection
- Historical character; no landscaping or signage
- Large setback: >100ft

DICKS AUTO SERVICES

- 605 S Washington St
- Current zoning Industrial; future land use Industrial
- Façade is deteriorate; overgrown landscaping, stacks of tires, no ground windows, entrance to the street
- Large gravel parking lot
- Small setback: 0ft

CLARK FIRE & SAFETY

- 619 S Washington St
- Current zoning is Commercial; future land use is Local business
- Façade is in good condition; clear signage and well maintained, small windows, entrance to the street
- No landscaping; lot is covered in asphalt
- Medium setback: 25ft

PRIMETIME PIZZA

- 620 S Washington St
- Current zoning is Commercial; future land use is Local Business
- Façade is deteriorating; no landscaping and no pedestrian elements (benches, trash cans)
- Parking lot located in front of parcel; encourages the automobile customer instead of walking or bicycling customers
- Medium setback: 60ft

DALTON ELEVATOR

- 600 S Washington St
- Current zoning is Commercial; future land use is Local business
- Little to no façade improvements have been implemented; no landscaping, large opaque windows
- Large parking lot located directly North of the store front
- Small setback: 0ft

EDWARD JONES / TAIT APARTMENTS

- 720 S Washington St
- Current zoning is Commercial; future land use is Office
- Façade improvements have been made; landscaping and plantings around store front
- Parking lot located at front of parcel; access points on Washington St and Stewart St
- Medium setback: 40ft

OWOSSO WESLEYAN CHURCH

- 715 S Washington St
- Current zoning is Institutional: Private; future land use is One Family residential
- Façade is exceptional; quality signage, landscaping lighting, entrance to the street
- Large parking lot directly North of structure
- Medium setback: 50ft

BAKER COLLEGE EARLY LEARNING

- 912 S Washington St
- Current zoning is Institutional: Private; future land use is declared as Local Business
- Façade is visually pleasing; landscaping improvements have been made
- Large setback: 75ft

- 1003 S Washington St
- Current zoning is listed as Commercial; future land use is Local Business
- Façade is intact; some landscaping has been implemented, and good signage
- Large curb cut from street that leads nowhere; separate curb cut for parking to both North and South of structure
- Medium setback: 25ft

APPENDIX C: Market Analysis

Data Collected from ESRI

Business Summary

616 S Washington St, Owosso, MI, 48867
Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	542	1,124	1,238
Total Employees:	5,172	12,867	13,848
Total Residential Population:	9,524	23,542	28,122
Employee/Residential Population Ratio	0.54	0.55	0.49

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.3%	39	0.8%	18	1.6%	90	0.7%	28	2.1%	121	0.9%
Construction	30	5.6%	207	4.0%	55	4.9%	364	2.8%	75	6.0%	409	3.0%
Manufacturing	23	4.2%	687	9.4%	49	4.3%	1,722	13.4%	53	4.3%	1,835	13.3%
Transportation	8	1.6%	261	5.0%	31	2.8%	544	4.2%	38	3.1%	603	4.4%
Communication	6	1.1%	42	0.8%	12	1.1%	72	0.6%	12	1.0%	73	0.5%
Utility	4	0.7%	13	0.3%	7	0.6%	17	0.1%	6	0.5%	21	0.2%
Wholesale Trade	23	4.2%	148	2.9%	58	5.1%	458	3.6%	68	5.5%	511	3.7%
Retail Trade Summary	119	22.0%	1,122	21.7%	218	19.4%	2,809	21.8%	235	19.0%	3,149	22.7%
Home Improvement	6	1.0%	77	1.5%	13	1.1%	197	1.5%	14	1.2%	208	1.5%
General Merchandise Stores	5	0.9%	88	1.7%	8	0.7%	231	1.8%	8	0.6%	237	1.7%
Food Stores	16	3.0%	141	2.7%	27	2.4%	511	4.0%	29	2.3%	764	5.5%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.3%	142	2.7%	29	2.6%	388	3.0%	34	2.7%	407	2.9%
Apparel & Accessory Stores	5	1.0%	36	0.7%	6	0.5%	40	0.3%	6	0.5%	40	0.3%
Furniture & Home Furnishings	10	1.8%	42	0.8%	19	1.7%	74	0.6%	20	1.6%	75	0.5%
Eating & Drinking Places	35	6.4%	474	9.2%	62	5.5%	1,088	8.5%	67	5.4%	1,118	8.1%
Miscellaneous Retail	31	5.7%	121	2.3%	54	4.8%	280	2.2%	57	4.6%	299	2.2%
Finance, Insurance, Real Estate Summary	49	9.1%	348	6.7%	101	9.0%	559	4.3%	108	8.7%	573	4.1%
Banks, Savings & Lending Institutions	11	2.0%	188	3.6%	27	2.4%	297	2.3%	27	2.2%	299	2.2%
Securities Brokers	7	1.2%	22	0.4%	9	0.8%	28	0.2%	9	0.7%	28	0.2%
Insurance Carriers & Agents	17	3.1%	67	1.3%	31	2.7%	109	0.8%	33	2.7%	115	0.8%
Real Estate, Holding, Other Investment Offices	14	2.7%	71	1.4%	35	3.1%	124	1.0%	38	3.1%	131	0.9%
Services Summary	239	44.1%	1,982	38.5%	476	42.4%	5,080	39.5%	511	41.3%	5,342	38.6%
Hotels & Lodging	1	0.2%	25	0.5%	2	0.2%	27	0.2%	2	0.2%	27	0.2%
Automotive Services	18	2.9%	46	0.9%	39	3.5%	171	1.3%	44	3.6%	182	1.3%
Motion Pictures & Amusements	10	1.8%	44	0.9%	26	2.3%	104	0.8%	28	2.3%	110	0.8%
Health Services	31	5.6%	434	8.4%	80	7.2%	3,064	16.0%	83	6.7%	2,088	15.1%
Legal Services	7	1.2%	27	0.5%	13	1.1%	45	0.3%	13	1.1%	45	0.3%
Education Institutions & Libraries	12	2.2%	626	12.1%	29	2.6%	1,238	9.6%	33	2.7%	1,394	10.1%
Other Services	163	30.0%	790	15.3%	287	25.6%	1,431	11.1%	308	24.9%	1,499	10.8%
Government	30	5.5%	301	5.7%	87	7.7%	1,124	8.7%	92	7.5%	1,179	8.5%
Other	3	0.6%	10	0.2%	11	1.0%	28	0.2%	12	1.0%	32	0.2%
Totals	542	100%	5,172	100%	1,124	100%	12,867	100%	1,238	100%	13,848	100%

March 26, 2013

esri

Business Summary

616 S Washington St, Owosso, MI, 48867
Rings: 1, 3, 5 mile radii

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	20	0.4%	4	0.4%	25	0.2%	9	0.7%	46	0.3%
Mining	1	0.2%	6	0.1%	1	0.1%	6	0.0%	2	0.2%	9	0.1%
Utilities	1	0.2%	3	0.1%	1	0.1%	3	0.0%	2	0.2%	7	0.1%
Construction	32	5.9%	204	3.9%	61	5.4%	425	3.3%	82	6.6%	473	3.4%
Manufacturing	23	4.2%	408	7.9%	48	4.3%	1,538	12.0%	53	4.3%	1,845	13.3%
Wholesale Trade	21	3.9%	135	2.6%	54	4.8%	428	3.3%	63	5.1%	476	3.4%
Retail Trade	79	14.6%	609	11.8%	150	13.3%	1,679	13.0%	163	13.1%	1,992	14.4%
Motor Vehicle & Parts Dealers	9	1.7%	112	2.2%	24	2.1%	338	2.6%	28	2.3%	354	2.6%
Furniture & Home Furnishings Stores	3	0.5%	6	0.1%	8	0.7%	27	0.2%	8	0.6%	27	0.2%
Electronics & Appliance Stores	6	1.0%	35	0.7%	9	0.8%	44	0.3%	9	0.7%	44	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.0%	77	1.5%	13	1.1%	197	1.5%	14	1.2%	209	1.5%
Food & Beverage Stores	11	2.0%	102	2.0%	20	1.8%	467	3.6%	22	1.8%	720	5.2%
Health & Personal Care Stores	7	1.3%	27	0.5%	16	1.4%	94	0.7%	18	1.4%	107	0.8%
Gasoline Stations	3	0.6%	30	0.6%	5	0.5%	49	0.4%	6	0.5%	53	0.4%
Clothing & Clothing Accessories Stores	8	1.5%	48	1.0%	9	0.8%	53	0.4%	9	0.7%	53	0.4%
Sport Goods, Hobby, Book, & Music Stores	8	1.4%	28	0.5%	10	0.9%	49	0.4%	11	0.9%	53	0.4%
General Merchandise Stores	5	0.9%	88	1.7%	8	0.7%	231	1.8%	8	0.6%	237	1.7%
Miscellaneous Store Retailers	15	2.7%	54	1.0%	27	2.4%	128	1.0%	28	2.3%	133	1.0%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.1%	2	0.0%	1	0.1%	2	0.0%
Transportation & Warehousing	5	0.9%	253	4.9%	21	1.9%	513	4.0%	26	2.1%	552	4.0%
Information	15	2.9%	156	3.0%	28	2.5%	220	1.7%	28	2.3%	221	1.6%
Finance & Insurance	36	6.7%	279	5.4%	68	6.0%	437	3.4%	70	5.7%	444	3.2%
Central Bank/Credit Intermediation & Related Activities	12	2.2%	140	2.7%	28	2.5%	299	2.3%	28	2.3%	301	2.2%
Securities, Commodity Contracts & Other Financial	2	1.2%	22	0.4%	9	0.8%	28	0.2%	9	0.7%	28	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	17	3.2%	67	1.3%	31	2.7%	109	0.8%	33	2.7%	115	0.8%
Real Estate, Rental & Leasing	18	3.3%	75	1.4%	52	4.6%	156	1.2%	59	4.7%	171	1.2%
Professional, Scientific & Tech Services	38	7.1%	175	3.4%	75	6.7%	340	2.6%	80	6.4%	351	2.5%
Legal Services	9	1.6%	38	0.7%	17	1.5%	59	0.5%	17	1.4%	60	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	28	5.1%	93	1.8%	44	3.9%	137	1.1%	48	3.9%	147	1.1%
Educational Services	13	2.4%	617	11.9%	30	2.7%	1,227	9.5%	34	2.8%	1,381	10.0%
Health Care & Social Assistance	48	8.9%	617	11.9%	118	10.5%	2,455	19.1%	122	9.8%	2,497	18.0%
Arts, Entertainment & Recreation	7	1.4%	38	0.7%	17	1.5%	90	0.7%	18	1.5%	95	0.7%
Accommodation & Food Services	37	6.8%	522	10.1%	65	5.8%	1,137	8.8%	70	5.6%	1,167	8.4%
Accommodation	1	0.2%	25	0.5%	2	0.2%	27	0.2%	2	0.2%	27	0.2%
Food Services & Drinking Places	36	6.6%	496	9.6%	63	5.6%	1,110	8.6%	68	5.5%	1,140	8.2%
Other Services (except Public Administration)	103	19.1%	438	8.5%	186	16.6%	875	6.8%	201	16.3%	931	6.7%
Automotive Repair & Maintenance	14	2.6%	43	0.8%	34	3.0%	161	1.2%	36	2.9%	164	1.2%
Public Administration	30	5.5%	501	9.7%	88	7.8%	1,127	8.8%	93	7.5%	1,162	8.5%
Unclassified Establishments	5	0.9%	23	0.4%	13	1.2%	51	0.4%	15	1.2%	59	0.4%
Total	542	100%	5,172	100%	1,124	100%	12,867	100%	1,238	100%	13,948	100%

Source: [illegible] Copyright 2013, all rights reserved. Esri forecasts for 2013

March 26, 2013

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Demographic Summary	2011	2016
Population	9,524	9,204
Population 18+	7,083	6,851
Households	3,675	3,555
Median Household Income	$32,816	$36,860

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,868	68.7%	96
Family restaurant/steak house last month: <2 times	1,731	24.4%	95
Family restaurant/steak house last month: 2-4 times	1,753	24.7%	92
Family restaurant/steak house last month: 5+ times	1,383	19.5%	101
Family restaurant/steak house last 6 months: breakfast	934	13.2%	101
Family restaurant/steak house last 6 months: lunch	1,640	23.2%	93
Family restaurant/steak house last 6 months: snack	187	2.6%	94
Family restaurant/steak house last 6 months: dinner	3,490	49.3%	93
Family restaurant/steak house last 6 months: weekday	2,529	35.7%	93
Family restaurant/steak house last 6 months: weekend	3,006	42.4%	96
Family restaurant/steak house last 6 months: Applebee's	1,587	22.4%	89
Family restaurant/steak house last 6 months: Bennigan's	157	2.2%	100
Family restaurant/steak house last 6 months: Bob Evans Farm	443	6.3%	139
Family restaurant/steak house last 6 months: Cheesecake Factory	314	4.4%	67
Family restaurant/steak house last 6 months: Chili's Grill & Bar	644	9.1%	78
Family restaurant/steak house last 6 months: Cracker Barrel	768	10.8%	99
Family restaurant/steak house last 6 months: Denny's	549	7.8%	86
Family restaurant/steak house last 6 months: Friendly's	234	3.3%	84
Family restaurant/steak house last 6 months: Golden Corral	714	10.1%	140
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	645	9.1%	78
Family restaurant/steak house last 6 months: Lone Star Steakhouse	214	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet	210	3.0%	105
Family restaurant/steak house last 6 months: Olive Garden	1,062	15.0%	85
Family restaurant/steak house last 6 months: Outback Steakhouse	619	8.7%	77
Family restaurant/steak house last 6 months: Perkins	298	4.2%	117
Family restaurant/steak house last 6 months: Red Lobster	816	11.5%	86
Family restaurant/steak house last 6 months: Red Robin	322	4.5%	81
Family restaurant/steak house last 6 months: Ruby Tuesday	504	7.1%	86
Family restaurant/steak house last 6 months: Ryan's	312	4.4%	118
Family restaurant/steak house last 6 months: Sizzler	209	3.0%	96
Family restaurant/steak house last 6 months: T.G.I. Friday's	551	7.8%	76
Went to fast food/drive-in restaurant in last 6 months	6,226	87.9%	99
Went to fast food/drive-in restaurant <6 times/month	2,343	33.1%	95
Went to fast food/drive-in restaurant 6-13 times/month	2,005	28.3%	98
Went to fast food/drive-in restaurant 14+ times/month	1,879	26.5%	107
Fast food/drive-in last 6 months: breakfast	1,857	26.2%	96
Fast food/drive-in last 6 months: lunch	3,994	56.4%	96
Fast food/drive-in last 6 months: snack	1,029	14.5%	83
Fast food/drive-in last 6 months: dinner	3,541	50.0%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013

esri

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	4,568	64.5%	97
Fast food/drive-in last 6 months: weekend	3,422	48.3%	100
Fast food/drive-in last 6 months: A & W	353	5.0%	110
Fast food/drive-in last 6 months: Arby's	1,706	24.1%	118
Fast food/drive-in last 6 months: Boston Market	232	3.3%	68
Fast food/drive-in last 6 months: Burger King	2,700	38.1%	106
Fast food/drive-in last 6 months: Captain D's	376	5.3%	105
Fast food/drive-in last 6 months: Carl's Jr.	399	5.6%	89
Fast food/drive-in last 6 months: Checkers	226	3.2%	100
Fast food/drive-in last 6 months: Chick-fil-A	886	12.5%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	288	4.1%	66
Fast food/drive-in last 6 months: Chuck E. Cheese	342	4.8%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	362	5.1%	119
Fast food/drive-in last 6 months: Dairy Queen	1,268	17.9%	113
Fast food/drive-in last 6 months: Del Taco	171	2.4%	71
Fast food/drive-in last 6 months: Domino's Pizza	958	13.5%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	605	8.5%	74
Fast food/drive-in last 6 months: Fuddruckers	145	2.0%	72
Fast food/drive-in last 6 months: Hardee's	577	8.1%	122
Fast food/drive-in last 6 months: Jack in the Box	694	9.8%	93
Fast food/drive-in last 6 months: KFC	2,097	29.6%	108
Fast food/drive-in last 6 months: Little Caesars	645	9.1%	125
Fast food/drive-in last 6 months: Long John Silver's	592	8.4%	134
Fast food/drive-in last 6 months: McDonald's	4,107	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	464	6.6%	67
Fast food/drive-in last 6 months: Papa John's	610	8.6%	99
Fast food/drive-in last 6 months: Pizza Hut	1,694	23.9%	109
Fast food/drive-in last 6 months: Popeyes	449	6.3%	87
Fast food/drive-in last 6 months: Quiznos	491	6.9%	76
Fast food/drive-in last 6 months: Sonic Drive-In	811	11.5%	97
Fast food/drive-in last 6 months: Starbucks	707	10.0%	66
Fast food/drive-in last 6 months: Steak n Shake	386	5.5%	109
Fast food/drive-in last 6 months: Subway	2,128	30.0%	95
Fast food/drive-in last 6 months: Taco Bell	2,402	33.9%	106
Fast food/drive-in last 6 months: Wendy's	2,285	32.3%	104
Fast food/drive-in last 6 months: Whataburger	382	5.4%	111
Fast food/drive-in last 6 months: White Castle	336	4.7%	119
Fast food/drive-in last 6 months: eat in	2,385	33.7%	90
Fast food/drive-in last 6 months: home delivery	748	10.6%	101
Fast food/drive-in last 6 months: take-out/drive-thru	3,946	55.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	1,517	21.4%	87

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March 26, 2013

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Demographic Summary	2011	2016
Population	23,542	22,705
Population 18+	17,893	17,316
Households	9,577	9,289
Median Household Income	$38,069	$43,496

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,626	70.6%	98
Family restaurant/steak house last month: <2 times	4,576	25.6%	100
Family restaurant/steak house last month: 2-4 times	4,575	25.6%	95
Family restaurant/steak house last month: 5+ times	3,474	19.4%	100
Family restaurant/steak house last 6 months: breakfast	2,338	13.1%	100
Family restaurant/steak house last 6 months: lunch	4,355	24.3%	98
Family restaurant/steak house last 6 months: snack	415	2.3%	83
Family restaurant/steak house last 6 months: dinner	9,317	52.1%	99
Family restaurant/steak house last 6 months: weekday	6,759	37.8%	98
Family restaurant/steak house last 6 months: weekend	7,960	44.5%	100
Family restaurant/steak house last 6 months: Applebee's	4,546	25.4%	101
Family restaurant/steak house last 6 months: Bennigan's	349	2.0%	88
Family restaurant/steak house last 6 months: Bob Evans Farm	1,343	7.5%	166
Family restaurant/steak house last 6 months: Cheesecake Factory	738	4.1%	62
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,714	9.6%	82
Family restaurant/steak house last 6 months: Cracker Barrel	2,266	12.7%	115
Family restaurant/steak house last 6 months: Denny's	1,356	7.6%	84
Family restaurant/steak house last 6 months: Friendly's	609	3.4%	87
Family restaurant/steak house last 6 months: Golden Corral	1,666	9.3%	129
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,686	9.4%	81
Family restaurant/steak house last 6 months: Lone Star Steakhouse	577	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet	550	3.1%	109
Family restaurant/steak house last 6 months: Olive Garden	3,050	17.0%	96
Family restaurant/steak house last 6 months: Outback Steakhouse	1,679	9.4%	82
Family restaurant/steak house last 6 months: Perkins	842	4.7%	131
Family restaurant/steak house last 6 months: Red Lobster	2,303	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	810	4.5%	80
Family restaurant/steak house last 6 months: Ruby Tuesday	1,413	7.9%	95
Family restaurant/steak house last 6 months: Ryan's	750	4.2%	113
Family restaurant/steak house last 6 months: Sizzler	401	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,482	8.3%	80
Went to fast food/drive-in restaurant in last 6 months	15,965	89.2%	101
Went to fast food/drive-in restaurant <6 times/month	6,130	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/month	5,314	29.7%	103
Went to fast food/drive-in restaurant 14+ times/month	4,521	25.3%	102
Fast food/drive-in last 6 months: breakfast	4,818	26.9%	98
Fast food/drive-in last 6 months: lunch	10,587	59.2%	101
Fast food/drive-in last 6 months: snack	2,615	14.6%	84
Fast food/drive-in last 6 months: dinner	9,285	51.9%	108

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March 26, 2013

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	12,112	67.7%	102
Fast food/drive-in last 6 months: weekend	8,690	48.6%	101
Fast food/drive-in last 6 months: A & W	943	5.3%	117
Fast food/drive-in last 6 months: Arby's	4,746	26.5%	130
Fast food/drive-in last 6 months: Boston Market	509	2.8%	59
Fast food/drive-in last 6 months: Burger King	6,882	38.5%	107
Fast food/drive-in last 6 months: Captain D's	972	5.4%	107
Fast food/drive-in last 6 months: Carl's Jr.	712	4.0%	63
Fast food/drive-in last 6 months: Checkers	492	2.8%	86
Fast food/drive-in last 6 months: Chick-fil-A	2,227	12.4%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	696	3.9%	63
Fast food/drive-in last 6 months: Chuck E. Cheese	759	4.2%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	750	4.2%	98
Fast food/drive-in last 6 months: Dairy Queen	3,622	20.2%	128
Fast food/drive-in last 6 months: Del Taco	303	1.7%	50
Fast food/drive-in last 6 months: Domino's Pizza	2,167	12.1%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	1,476	8.2%	72
Fast food/drive-in last 6 months: Fuddruckers	353	2.0%	70
Fast food/drive-in last 6 months: Hardee's	1,586	8.9%	132
Fast food/drive-in last 6 months: Jack in the Box	1,383	7.7%	73
Fast food/drive-in last 6 months: KFC	5,432	30.4%	111
Fast food/drive-in last 6 months: Little Caesars	1,478	8.3%	113
Fast food/drive-in last 6 months: Long John Silver's	1,550	8.7%	139
Fast food/drive-in last 6 months: McDonald's	10,418	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	1,458	8.1%	84
Fast food/drive-in last 6 months: Papa John's	1,442	8.1%	93
Fast food/drive-in last 6 months: Pizza Hut	4,507	25.2%	115
Fast food/drive-in last 6 months: Popeyes	944	5.3%	72
Fast food/drive-in last 6 months: Quiznos	1,302	7.3%	80
Fast food/drive-in last 6 months: Sonic Drive-In	2,134	11.9%	101
Fast food/drive-in last 6 months: Starbucks	1,816	10.1%	67
Fast food/drive-in last 6 months: Steak n Shake	1,101	6.2%	123
Fast food/drive-in last 6 months: Subway	5,836	32.6%	103
Fast food/drive-in last 6 months: Taco Bell	5,982	33.4%	104
Fast food/drive-in last 6 months: Wendy's	6,008	33.6%	108
Fast food/drive-in last 6 months: Whataburger	823	4.6%	95
Fast food/drive-in last 6 months: White Castle	792	4.4%	111
Fast food/drive-in last 6 months: eat in	6,698	37.4%	100
Fast food/drive-in last 6 months: home delivery	1,765	9.9%	95
Fast food/drive-in last 6 months: take-out/drive-thru	10,076	56.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	3,849	21.5%	88

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March 26, 2013

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Demographic Summary	2011	2016
Population	28,322	27,567
Population 18+	21,614	21,126
Households	11,473	11,240
Median Household Income	$38,619	$44,388

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	15,277	70.7%	98
Family restaurant/steak house last month: <2 times	5,550	25.7%	100
Family restaurant/steak house last month: 2-4 times	5,556	25.7%	95
Family restaurant/steak house last month: 5+ times	4,169	19.3%	100
Family restaurant/steak house last 6 months: breakfast	2,788	12.9%	98
Family restaurant/steak house last 6 months: lunch	5,322	24.6%	99
Family restaurant/steak house last 6 months: snack	460	2.1%	76
Family restaurant/steak house last 6 months: dinner	11,286	52.2%	99
Family restaurant/steak house last 6 months: weekday	8,198	37.9%	99
Family restaurant/steak house last 6 months: weekend	9,663	44.7%	101
Family restaurant/steak house last 6 months: Applebee's	5,559	25.7%	102
Family restaurant/steak house last 6 months: Bennigan's	402	1.9%	84
Family restaurant/steak house last 6 months: Bob Evans Farm	1,608	7.4%	165
Family restaurant/steak house last 6 months: Cheesecake Factory	847	3.9%	59
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,033	9.4%	81
Family restaurant/steak house last 6 months: Cracker Barrel	2,829	13.1%	119
Family restaurant/steak house last 6 months: Denny's	1,591	7.4%	81
Family restaurant/steak house last 6 months: Friendly's	737	3.4%	87
Family restaurant/steak house last 6 months: Golden Corral	1,976	9.1%	127
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,015	9.3%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse	699	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet	649	3.0%	107
Family restaurant/steak house last 6 months: Olive Garden	3,687	17.1%	96
Family restaurant/steak house last 6 months: Outback Steakhouse	2,042	9.4%	83
Family restaurant/steak house last 6 months: Perkins	1,082	5.0%	139
Family restaurant/steak house last 6 months: Red Lobster	2,800	13.0%	97
Family restaurant/steak house last 6 months: Red Robin	977	4.5%	80
Family restaurant/steak house last 6 months: Ruby Tuesday	1,715	7.9%	96
Family restaurant/steak house last 6 months: Ryan's	932	4.3%	116
Family restaurant/steak house last 6 months: Sizzler	464	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,755	8.1%	79
Went to fast food/drive-in restaurant in last 6 months	19,304	89.3%	101
Went to fast food/drive-in restaurant <6 times/month	7,505	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/month	6,464	29.9%	104
Went to fast food/drive-in restaurant 14+ times/month	5,334	24.7%	99
Fast food/drive-in last 6 months: breakfast	5,865	27.1%	99
Fast food/drive-in last 6 months: lunch	12,902	59.7%	102
Fast food/drive-in last 6 months: snack	3,165	14.6%	84
Fast food/drive-in last 6 months: dinner	11,255	52.1%	108

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March 26, 2013

esri

Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	14,785	68.4%	103
Fast food/drive-in last 6 months: weekend	10,456	48.4%	100
Fast food/drive-in last 6 months: A & W	1,158	5.4%	119
Fast food/drive-in last 6 months: Arby's	5,745	26.6%	130
Fast food/drive-in last 6 months: Boston Market	568	2.6%	55
Fast food/drive-in last 6 months: Burger King	8,333	38.6%	107
Fast food/drive-in last 6 months: Captain D's	1,192	5.5%	109
Fast food/drive-in last 6 months: Carl's Jr.	785	3.6%	57
Fast food/drive-in last 6 months: Checkers	582	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	2,692	12.5%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	805	3.7%	61
Fast food/drive-in last 6 months: Chuck E. Cheese	884	4.1%	91
Fast food/drive-in last 6 months: Church's Fr. Chicken	812	3.8%	88
Fast food/drive-in last 6 months: Dairy Queen	4,498	20.8%	132
Fast food/drive-in last 6 months: Del Taco	338	1.6%	46
Fast food/drive-in last 6 months: Domino's Pizza	2,528	11.7%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	1,762	8.2%	71
Fast food/drive-in last 6 months: Fuddruckers	428	2.0%	70
Fast food/drive-in last 6 months: Hardee's	1,951	9.0%	135
Fast food/drive-in last 6 months: Jack in the Box	1,577	7.3%	69
Fast food/drive-in last 6 months: KFC	6,528	30.2%	110
Fast food/drive-in last 6 months: Little Caesars	1,747	8.1%	111
Fast food/drive-in last 6 months: Long John Silver's	1,852	8.6%	137
Fast food/drive-in last 6 months: McDonald's	12,581	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	1,766	8.2%	84
Fast food/drive-in last 6 months: Papa John's	1,689	7.8%	90
Fast food/drive-in last 6 months: Pizza Hut	5,488	25.4%	116
Fast food/drive-in last 6 months: Popeyes	1,060	4.9%	67
Fast food/drive-in last 6 months: Quiznos	1,572	7.3%	80
Fast food/drive-in last 6 months: Sonic Drive-In	2,581	11.9%	101
Fast food/drive-in last 6 months: Starbucks	2,172	10.0%	67
Fast food/drive-in last 6 months: Steak n Shake	1,337	6.2%	123
Fast food/drive-in last 6 months: Subway	7,163	33.1%	105
Fast food/drive-in last 6 months: Taco Bell	7,129	33.0%	103
Fast food/drive-in last 6 months: Wendy's	7,198	33.3%	108
Fast food/drive-in last 6 months: Whataburger	896	4.1%	85
Fast food/drive-in last 6 months: White Castle	915	4.2%	106
Fast food/drive-in last 6 months: eat in	8,309	38.4%	102
Fast food/drive-in last 6 months: home delivery	2,045	9.5%	91
Fast food/drive-in last 6 months: take-out/drive-thru	12,163	56.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	4,648	21.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 26, 2013

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Demographic Summary	2011	2016
Population	9,524	9,204
Population 18+	7,083	6,851
Households	3,675	3,555
Median Household Income	$32,816	$36,860

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,327	47.0%	94
Bought any women's apparel in last 12 months	3,202	45.2%	99
Bought apparel for child <13 in last 6 months	2,086	29.5%	104
Bought any shoes in last 12 months	3,667	51.8%	100
Bought costume jewelry in last 12 months	1,405	19.8%	95
Bought any fine jewelry in last 12 months	1,633	23.1%	105
Bought a watch in last 12 months	1,366	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	3,139	85.4%	99
HH bought/leased new vehicle last 12 mo	229	6.2%	65
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,157	86.9%	100
Bought/changed motor oil in last 12 months	4,012	56.6%	109
Had tune-up in last 12 months	2,111	29.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,962	55.9%	90
Drank regular cola in last 6 months	3,883	54.8%	108
Drank beer/ale in last 6 months	2,793	39.4%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	897	12.7%	99
Bought film in last 12 months	1,367	19.3%	101
Bought digital camera in last 12 months	441	6.2%	91
Bought memory card for camera in last 12 months	472	6.7%	87
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,448	34.6%	98
Avg monthly cell/mobile phone/PDA bill: $1-$49	1,427	20.1%	95
Avg monthly cell/mobile phone/PDA bill: $50-99	2,274	32.1%	99
Avg monthly cell/mobile phone/PDA bill: $100+	1,351	19.1%	90
Computers (Households)			
HH owns a personal computer	2,389	65.0%	88
Spent <$500 on most recent home PC purchase	344	9.4%	108
Spent $500-$999 on most recent home PC purchase	621	16.9%	95
Spent $1000-$1499 on most recent home PC purchase	358	9.7%	74
Spent $1500-$1999 on most recent home PC purchase	223	6.1%	85
Spent $2000+ on most recent home PC purchase	160	4.4%	69

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March 26, 2013

esri

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,416	62.3%	104
Bought cigarettes at convenience store in last 30 days	1,560	22.0%	143
Bought gas at convenience store in last 30 days	2,738	38.7%	116
Spent at convenience store in last 30 days: <$20	579	8.2%	85
Spent at convenience store in last 30 days: $20-39	726	10.3%	101
Spent at convenience store in last 30 days: $40+	2,933	41.4%	116
Entertainment (Adults)			
Attended movies in last 6 months	3,793	53.6%	91
Went to live theater in last 12 months	689	9.7%	74
Went to a bar/night club in last 12 months	1,305	18.4%	96
Dined out in last 12 months	3,109	43.9%	89
Gambled at a casino in last 12 months	925	13.1%	81
Visited a theme park in last 12 months	1,307	18.5%	86
DVDs rented in last 30 days: 1	181	2.6%	96
DVDs rented in last 30 days: 2	321	4.5%	98
DVDs rented in last 30 days: 3	177	2.5%	78
DVDs rented in last 30 days: 4	236	3.3%	87
DVDs rented in last 30 days: 5+	1,085	15.3%	116
DVDs purchased in last 30 days: 1	324	4.6%	92
DVDs purchased in last 30 days: 2	364	5.1%	109
DVDs purchased in last 30 days: 3-4	380	5.4%	116
DVDs purchased in last 30 days: 5+	405	5.7%	110
Spent on toys/games in last 12 months: <$50	435	6.1%	101
Spent on toys/games in last 12 months: $50-$99	238	3.4%	122
Spent on toys/games in last 12 months: $100-$199	515	7.3%	102
Spent on toys/games in last 12 months: $200-$499	834	11.8%	109
Spent on toys/games in last 12 months: $500+	374	5.3%	92
Financial (Adults)			
Have home mortgage (1st)	1,032	14.6%	76
Used ATM/cash machine in last 12 months	3,307	46.7%	92
Own any stock	401	5.7%	62
Own U.S. savings bond	350	4.9%	73
Own shares in mutual fund (stock)	441	6.2%	66
Own shares in mutual fund (bonds)	285	4.0%	68
Used full service brokerage firm in last 12 months	323	4.6%	73
Have savings account	2,316	32.7%	90
Have 401K retirement savings	939	13.3%	75
Did banking over the Internet in last 12 months	1,620	22.9%	84
Own any credit/debit card (in own name)	4,791	67.6%	92
Avg monthly credit card expenditures: <$111	1,060	15.0%	109
Avg monthly credit card expenditures: $111-225	512	7.2%	93
Avg monthly credit card expenditures: $226-450	463	6.5%	87
Avg monthly credit card expenditures: $451-700	324	4.6%	72
Avg monthly credit card expenditures: $701+	587	8.3%	62

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March 26, 2013

esri

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,300	74.8%	106
Used bread in last 6 months	6,899	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,498	77.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	3,573	50.4%	96
Used fresh fruit/vegetables in last 6 months	6,129	86.5%	99
Used fresh milk in last 6 months	6,441	90.9%	100
Health (Adults)			
Exercise at home 2+ times per week	1,853	26.2%	87
Exercise at club 2+ times per week	613	8.7%	70
Visited a doctor in last 12 months	5,220	73.7%	95
Used vitamin/dietary supplement in last 6 months	3,093	43.7%	90
Home (Households)			
Any home improvement in last 12 months	1,037	28.2%	89
Used housekeeper/maid/prof HH cleaning service in the last 12 months	398	10.8%	69
Purchased any HH furnishing in last 12 months	1,067	29.0%	97
Purchased bedding/bath goods in last 12 months	2,016	54.9%	100
Purchased cooking/serving product in last 12 months	1,091	29.7%	108
Bought any kitchen appliance in last 12 months	647	17.6%	101
Insurance (Adults)			
Currently carry any life insurance	3,056	43.1%	91
Have medical/hospital/accident insurance	4,722	66.7%	93
Carry homeowner insurance	3,280	46.3%	88
Carry renter insurance	425	6.0%	97
Have auto/other vehicle insurance	5,794	81.8%	99
Pets (Households)			
HH owns any pet	1,838	50.0%	97
HH owns any cat	865	23.5%	98
HH owns any dog	1,315	35.8%	95
Reading Materials (Adults)			
Bought book in last 12 months	3,194	45.1%	90
Read any daily newspaper	2,882	40.7%	99
Heavy magazine reader	1,265	17.9%	90
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,868	68.7%	96
Went to family restaurant/steak house last mo: <2 times	1,731	24.4%	95
Went to family restaurant/steak house last mo: 2-4 times	1,753	24.7%	92
Went to family restaurant/steak house last mo: 5+ times	1,383	19.5%	101
Went to fast food/drive-in restaurant in last 6 mo	6,226	87.9%	99
Went to fast food/drive-in restaurant <6 times/mo	2,343	33.1%	95
Went to fast food/drive-in restaurant 6-13 times/mo	2,005	28.3%	98
Went to fast food/drive-in restaurant 14+ times/mo	1,879	26.5%	107
Fast food/drive-in last 6 mo: eat in	2,385	33.7%	90
Fast food/drive-in last 6 mo: home delivery	748	10.6%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	3,946	55.7%	107
Fast food/drive-in last 6 mo: take-out/walk-in	1,517	21.4%	87

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March 26, 2013

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Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,152	58.6%	91
HH average monthly long distance phone bill: <$16	948	25.8%	93
HH average monthly long distance phone bill: $16-25	334	9.1%	80
HH average monthly long distance phone bill: $26-59	246	6.7%	73
HH average monthly long distance phone bill: $60+	150	4.1%	91
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	718	19.5%	99
HH owns 2 TVs	1,001	27.2%	104
HH owns 3 TVs	838	22.8%	102
HH owns 4+ TVs	666	18.1%	87
HH subscribes to cable TV	2,144	58.3%	100
HH Purchased audio equipment in last 12 months	395	10.7%	110
HH Purchased CD player in last 12 months	178	4.8%	125
HH Purchased DVD player in last 12 months	408	11.1%	114
HH Purchased MP3 player in last 12 months	663	9.4%	91
HH Purchased video game system in last 12 months	340	9.3%	86
Travel (Adults)			
Domestic travel in last 12 months	3,025	42.7%	82
Took 3+ domestic trips in last 12 months	759	10.7%	72
Spent on domestic vacations last 12 mo: <$1000	792	11.2%	89
Spent on domestic vacations last 12 mo: $1000-$1499	316	4.5%	66
Spent on domestic vacations last 12 mo: $1500-$1999	213	3.0%	73
Spent on domestic vacations last 12 mo: $2000-$2999	240	3.4%	82
Spent on domestic vacations last 12 mo: $3000+	203	2.9%	57
Foreign travel in last 3 years	1,233	17.4%	67
Took 3+ foreign trips by plane in last 3 years	177	2.5%	52
Spent on foreign vacations last 12 mo: <$1000	295	4.2%	69
Spent on foreign vacations last 12 mo: $1000-$2999	194	2.7%	67
Spent on foreign vacations last 12 mo: $3000+	189	2.7%	54
Stayed 1+ nights at hotel/motel in last 12 months	2,302	32.5%	80

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March 26, 2013

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Demographic Summary	2011	2016
Population	23,542	22,705
Population 18+	17,893	17,316
Households	9,577	9,289
Median Household Income	$38,069	$43,496

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,836	49.4%	99
Bought any women's apparel in last 12 months	8,260	46.2%	101
Bought apparel for child <13 in last 6 months	4,966	27.8%	98
Bought any shoes in last 12 months	9,191	51.4%	99
Bought costume jewelry in last 12 months	3,545	19.8%	95
Bought any fine jewelry in last 12 months	3,945	22.0%	100
Bought a watch in last 12 months	3,406	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	8,426	88.0%	102
HH bought/leased new vehicle last 12 mo	717	7.5%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,950	89.1%	103
Bought/changed motor oil in last 12 months	10,499	58.7%	113
Had tune-up in last 12 months	5,313	29.7%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,900	55.3%	89
Drank regular cola in last 6 months	9,412	52.6%	103
Drank beer/ale in last 6 months	7,109	39.7%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,336	13.1%	102
Bought film in last 12 months	3,688	20.6%	108
Bought digital camera in last 12 months	1,113	6.2%	91
Bought memory card for camera in last 12 months	1,215	6.8%	89
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	6,065	33.9%	96
Avg monthly cell/mobile phone/PDA bill: $1-$49	3,933	22.0%	103
Avg monthly cell/mobile phone/PDA bill: $50-99	5,500	30.7%	95
Avg monthly cell/mobile phone/PDA bill: $100+	3,439	19.2%	91
Computers (Households)			
HH owns a personal computer	6,513	68.0%	92
Spent <$500 on most recent home PC purchase	874	9.1%	105
Spent $500-$999 on most recent home PC purchase	1,713	17.9%	100
Spent $1000-$1499 on most recent home PC purchase	1,103	11.5%	88
Spent $1500-$1999 on most recent home PC purchase	575	6.0%	84
Spent $2000+ on most recent home PC purchase	446	4.7%	74

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March 26, 2013

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	11,081	61.9%	103
Bought cigarettes at convenience store in last 30 days	3,537	19.8%	128
Bought gas at convenience store in last 30 days	7,006	39.2%	118
Spent at convenience store in last 30 days: <$20	1,486	8.3%	86
Spent at convenience store in last 30 days: $20-39	1,717	9.6%	94
Spent at convenience store in last 30 days: $40+	7,371	41.2%	115
Entertainment (Adults)			
Attended movies in last 6 months	9,528	53.3%	90
Went to live theater in last 12 months	1,796	10.0%	76
Went to a bar/night club in last 12 months	3,350	18.7%	98
Dined out in last 12 months	8,515	47.6%	97
Gambled at a casino in last 12 months	2,481	13.9%	86
Visited a theme park in last 12 months	3,280	18.3%	85
DVDs rented in last 30 days: 1	466	2.6%	98
DVDs rented in last 30 days: 2	848	4.7%	103
DVDs rented in last 30 days: 3	511	2.9%	89
DVDs rented in last 30 days: 4	585	3.3%	85
DVDs rented in last 30 days: 5+	2,440	13.6%	103
DVDs purchased in last 30 days: 1	840	4.7%	94
DVDs purchased in last 30 days: 2	873	4.9%	103
DVDs purchased in last 30 days: 3-4	882	4.9%	107
DVDs purchased in last 30 days: 5+	989	5.5%	107
Spent on toys/games in last 12 months: <$50	1,155	6.5%	106
Spent on toys/games in last 12 months: $50-$99	577	3.2%	117
Spent on toys/games in last 12 months: $100-$199	1,369	7.7%	107
Spent on toys/games in last 12 months: $200-$499	1,954	10.9%	101
Spent on toys/games in last 12 months: $500+	962	5.4%	94
Financial (Adults)			
Have home mortgage (1st)	3,017	16.9%	88
Used ATM/cash machine in last 12 months	8,414	47.0%	93
Own any stock	1,262	7.1%	77
Own U.S. savings bond	1,118	6.2%	92
Own shares in mutual fund (stock)	1,394	7.8%	83
Own shares in mutual fund (bonds)	840	4.7%	79
Used full service brokerage firm in last 12 months	974	5.4%	88
Have savings account	6,357	35.5%	98
Have 401K retirement savings	2,813	15.7%	89
Did banking over the Internet in last 12 months	4,259	23.8%	87
Own any credit/debit card (in own name)	12,761	71.3%	97
Avg monthly credit card expenditures: <$111	2,854	16.0%	116
Avg monthly credit card expenditures: $111-225	1,399	7.8%	101
Avg monthly credit card expenditures: $226-450	1,201	6.7%	90
Avg monthly credit card expenditures: $451-700	926	5.2%	81
Avg monthly credit card expenditures: $701+	1,631	9.1%	68

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March 26, 2013

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Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	13,348	74.6%	106
Used bread in last 6 months	17,415	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	13,818	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	9,122	51.0%	97
Used fresh fruit/vegetables in last 6 months	15,618	87.3%	100
Used fresh milk in last 6 months	16,475	92.1%	102
Health (Adults)			
Exercise at home 2+ times per week	4,902	27.4%	91
Exercise at club 2+ times per week	1,595	8.9%	72
Visited a doctor in last 12 months	13,777	77.0%	99
Used vitamin/dietary supplement in last 6 months	8,246	46.1%	95
Home (Households)			
Any home improvement in last 12 months	3,042	31.8%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,131	11.8%	75
Purchased any HH furnishing in last 12 months	2,732	28.5%	95
Purchased bedding/bath goods in last 12 months	5,172	54.0%	99
Purchased cooking/serving product in last 12 months	2,652	27.7%	101
Bought any kitchen appliance in last 12 months	1,688	17.6%	101
Insurance (Adults)			
Currently carry any life insurance	8,626	48.2%	102
Have medical/hospital/accident insurance	12,647	70.7%	99
Carry homeowner insurance	9,716	54.3%	104
Carry renter insurance	999	5.6%	90
Have auto/other vehicle insurance	15,156	84.7%	102
Pets (Households)			
HH owns any pet	5,279	55.1%	107
HH owns any cat	2,493	26.0%	109
HH owns any dog	3,917	40.9%	109
Reading Materials (Adults)			
Bought book in last 12 months	8,372	46.8%	93
Read any daily newspaper	7,790	43.5%	106
Heavy magazine reader	3,096	17.3%	87
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,626	70.6%	98
Went to family restaurant/steak house last mo: <2 times	4,576	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	4,575	25.6%	95
Went to family restaurant/steak house last mo: 5+ times	3,474	19.4%	100
Went to fast food/drive-in restaurant in last 6 mo	15,965	89.2%	101
Went to fast food/drive-in restaurant <6 times/mo	6,130	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/mo	5,314	29.7%	103
Went to fast food/drive-in restaurant 14+ times/mo	4,521	25.3%	102
Fast food/drive-in last 6 mo: eat in	6,698	37.4%	100
Fast food/drive-in last 6 mo: home delivery	1,765	9.9%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	10,076	56.3%	108
Fast food/drive-in last 6 mo: take-out/walk-in	3,849	21.5%	88

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March 26, 2013

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Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,109	63.8%	99
HH average monthly long distance phone bill: <$16	2,731	28.5%	103
HH average monthly long distance phone bill: $16-25	1,017	10.6%	93
HH average monthly long distance phone bill: $26-59	764	8.0%	87
HH average monthly long distance phone bill: $60+	372	3.9%	87
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,775	18.5%	94
HH owns 2 TVs	2,581	27.0%	102
HH owns 3 TVs	2,185	22.8%	102
HH owns 4+ TVs	1,958	20.4%	98
HH subscribes to cable TV	5,354	55.9%	96
HH Purchased audio equipment in last 12 months	900	9.4%	96
HH Purchased CD player in last 12 months	418	4.4%	113
HH Purchased DVD player in last 12 months	967	10.1%	104
HH Purchased MP3 player in last 12 months	1,572	8.8%	86
HH Purchased video game system in last 12 months	898	9.4%	87
Travel (Adults)			
Domestic travel in last 12 months	8,440	47.2%	90
Took 3+ domestic trips in last 12 months	2,209	12.3%	83
Spent on domestic vacations last 12 mo: <$1000	2,226	12.4%	99
Spent on domestic vacations last 12 mo: $1000-$1499	1,094	6.1%	91
Spent on domestic vacations last 12 mo: $1500-$1999	541	3.0%	74
Spent on domestic vacations last 12 mo: $2000-$2999	624	3.5%	84
Spent on domestic vacations last 12 mo: $3000+	621	3.5%	69
Foreign travel in last 3 years	3,237	18.1%	69
Took 3+ foreign trips by plane in last 3 years	473	2.6%	55
Spent on foreign vacations last 12 mo: <$1000	755	4.2%	70
Spent on foreign vacations last 12 mo: $1000-$2999	491	2.7%	67
Spent on foreign vacations last 12 mo: $3000+	519	2.9%	58
Stayed 1+ nights at hotel/motel in last 12 months	6,650	37.2%	92

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March 26, 2013

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Demographic Summary	2011	2016
Population	28,322	27,567
Population 18+	21,614	21,126
Households	11,473	11,240
Median Household Income	$38,619	$44,388

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	10,831	50.1%	101
Bought any women's apparel in last 12 months	9,964	46.1%	101
Bought apparel for child <13 in last 6 months	5,930	27.4%	97
Bought any shoes in last 12 months	11,102	51.4%	99
Bought costume jewelry in last 12 months	4,247	19.6%	94
Bought any fine jewelry in last 12 months	4,651	21.5%	98
Bought a watch in last 12 months	4,087	18.9%	98
Automobiles (Households)			
HH owns/leases any vehicle	10,171	88.7%	103
HH bought/leased new vehicle last 12 mo	886	7.7%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,411	89.8%	104
Bought/changed motor oil in last 12 months	12,857	59.5%	115
Had tune-up in last 12 months	6,437	29.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,937	55.2%	89
Drank regular cola in last 6 months	11,276	52.2%	102
Drank beer/ale in last 6 months	8,603	39.8%	94
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,843	13.2%	103
Bought film in last 12 months	4,502	20.8%	109
Bought digital camera in last 12 months	1,363	6.3%	92
Bought memory card for camera in last 12 months	1,474	6.8%	89
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	7,297	33.8%	95
Avg monthly cell/mobile phone/PDA bill: $1-$49	4,847	22.4%	105
Avg monthly cell/mobile phone/PDA bill: $50-99	6,647	30.8%	95
Avg monthly cell/mobile phone/PDA bill: $100+	4,147	19.2%	91
Computers (Households)			
HH owns a personal computer	7,861	68.5%	92
Spent <$500 on most recent home PC purchase	1,037	9.0%	104
Spent $500-$999 on most recent home PC purchase	2,075	18.1%	101
Spent $1000-$1499 on most recent home PC purchase	1,350	11.8%	90
Spent $1500-$1999 on most recent home PC purchase	693	6.0%	84
Spent $2000+ on most recent home PC purchase	552	4.8%	77

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March 26, 2013

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Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,395	62.0%	103
Bought cigarettes at convenience store in last 30 days	4,115	19.0%	123
Bought gas at convenience store in last 30 days	8,566	39.6%	119
Spent at convenience store in last 30 days: <$20	1,814	8.4%	87
Spent at convenience store in last 30 days: $20-39	2,063	9.5%	94
Spent at convenience store in last 30 days: $40+	8,906	41.2%	115
Entertainment (Adults)			
Attended movies in last 6 months	11,459	53.0%	90
Went to live theater in last 12 months	2,182	10.1%	76
Went to a bar/night club in last 12 months	4,066	18.8%	98
Dined out in last 12 months	10,465	48.4%	98
Gambled at a casino in last 12 months	3,036	14.0%	88
Visited a theme park in last 12 months	3,922	18.1%	84
DVDs rented in last 30 days: 1	546	2.5%	95
DVDs rented in last 30 days: 2	1,004	4.6%	100
DVDs rented in last 30 days: 3	609	2.8%	88
DVDs rented in last 30 days: 4	696	3.2%	84
DVDs rented in last 30 days: 5+	2,922	13.5%	102
DVDs purchased in last 30 days: 1	1,010	4.7%	94
DVDs purchased in last 30 days: 2	1,053	4.9%	103
DVDs purchased in last 30 days: 3-4	1,042	4.8%	104
DVDs purchased in last 30 days: 5+	1,189	5.5%	106
Spent on toys/games in last 12 months: <$50	1,422	6.6%	108
Spent on toys/games in last 12 months: $50-$99	705	3.3%	119
Spent on toys/games in last 12 months: $100-$199	1,633	7.6%	105
Spent on toys/games in last 12 months: $200-$499	2,346	10.9%	101
Spent on toys/games in last 12 months: $500+	1,163	5.4%	94
Financial (Adults)			
Have home mortgage (1st)	3,787	17.5%	91
Used ATM/cash machine in last 12 months	10,114	46.8%	92
Own any stock	1,600	7.4%	81
Own U.S. savings bond	1,444	6.7%	98
Own shares in mutual fund (stock)	1,738	8.0%	86
Own shares in mutual fund (bonds)	1,047	4.8%	82
Used full service brokerage firm in last 12 months	1,196	5.5%	89
Have savings account	7,867	36.4%	100
Have 401K retirement savings	3,543	16.4%	93
Did banking over the Internet in last 12 months	5,216	24.1%	88
Own any credit/debit card (in own name)	15,588	72.1%	98
Avg monthly credit card expenditures: <$111	3,501	16.2%	118
Avg monthly credit card expenditures: $111-225	1,711	7.9%	102
Avg monthly credit card expenditures: $226-450	1,491	6.9%	92
Avg monthly credit card expenditures: $451-700	1,148	5.3%	83
Avg monthly credit card expenditures: $701+	2,011	9.3%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013

esri

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	16,072	74.4%	105
Used bread in last 6 months	21,066	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,694	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	11,061	51.2%	97
Used fresh fruit/vegetables in last 6 months	18,930	87.6%	101
Used fresh milk in last 6 months	19,943	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	5,982	27.7%	92
Exercise at club 2+ times per week	1,899	8.8%	71
Visited a doctor in last 12 months	16,751	77.5%	100
Used vitamin/dietary supplement in last 6 months	10,027	46.4%	96
Home (Households)			
Any home improvement in last 12 months	3,742	32.6%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,354	11.8%	75
Purchased any HH furnishing in last 12 months	3,283	28.6%	95
Purchased bedding/bath goods in last 12 months	6,173	53.8%	98
Purchased cooking/serving product in last 12 months	3,149	27.4%	100
Bought any kitchen appliance in last 12 months	2,038	17.8%	102
Insurance (Adults)			
Currently carry any life insurance	10,660	49.3%	104
Have medical/hospital/accident insurance	15,497	71.7%	100
Carry homeowner insurance	12,150	56.2%	107
Carry renter insurance	1,199	5.5%	90
Have auto/other vehicle insurance	18,479	85.5%	103
Pets (Households)			
HH owns any pet	6,500	56.7%	110
HH owns any cat	3,151	27.5%	115
HH owns any dog	4,855	42.3%	112
Reading Materials (Adults)			
Bought book in last 12 months	10,146	46.9%	94
Read any daily newspaper	9,524	44.1%	107
Heavy magazine reader	3,664	17.0%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	15,277	70.7%	98
Went to family restaurant/steak house last mo: <2 times	5,550	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	5,556	25.7%	95
Went to family restaurant/steak house last mo: 5+ times	4,169	19.3%	100
Went to fast food/drive-in restaurant in last 6 mo	19,304	89.3%	101
Went to fast food/drive-in restaurant <6 times/mo	7,505	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/mo	6,464	29.9%	104
Went to fast food/drive-in restaurant 14+ times/mo	5,334	24.7%	99
Fast food/drive-in last 6 mo: eat in	8,309	38.4%	102
Fast food/drive-in last 6 mo: home delivery	2,045	9.5%	91
Fast food/drive-in last 6 mo: take-out/drive-thru	12,163	56.3%	108
Fast food/drive-in last 6 mo: take-out/walk-in	4,648	21.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013

esri

Retail Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	7,440	64.8%	101
HH average monthly long distance phone bill: <$16	3,327	29.0%	105
HH average monthly long distance phone bill: $16-25	1,256	10.9%	96
HH average monthly long distance phone bill: $26-59	942	8.2%	89
HH average monthly long distance phone bill: $60+	443	3.9%	87
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	2,088	18.2%	92
HH owns 2 TVs	3,090	26.9%	102
HH owns 3 TVs	2,646	23.1%	103
HH owns 4+ TVs	2,375	20.7%	99
HH subscribes to cable TV	6,068	52.9%	91
HH Purchased audio equipment in last 12 months	1,060	9.2%	95
HH Purchased CD player in last 12 months	487	4.2%	110
HH Purchased DVD player in last 12 months	1,151	10.0%	103
HH Purchased MP3 player in last 12 months	1,874	8.7%	85
HH Purchased video game system in last 12 months	1,088	9.5%	88
Travel (Adults)			
Domestic travel in last 12 months	10,404	48.1%	92
Took 3+ domestic trips in last 12 months	2,756	12.8%	86
Spent on domestic vacations last 12 mo: <$1000	2,712	12.5%	100
Spent on domestic vacations last 12 mo: $1000-$1499	1,416	6.6%	98
Spent on domestic vacations last 12 mo: $1500-$1999	649	3.0%	73
Spent on domestic vacations last 12 mo: $2000-$2999	745	3.4%	83
Spent on domestic vacations last 12 mo: $3000+	778	3.6%	71
Foreign travel in last 3 years	3,888	18.0%	69
Took 3+ foreign trips by plane in last 3 years	564	2.6%	54
Spent on foreign vacations last 12 mo: <$1000	887	4.1%	68
Spent on foreign vacations last 12 mo: $1000-$2999	579	2.7%	65
Spent on foreign vacations last 12 mo: $3000+	621	2.9%	58
Stayed 1+ nights at hotel/motel in last 12 months	8,201	37.9%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Great Expectations	18.3%	Population	9,524	9,204
Rustbelt Traditions	14.7%	Households	3,675	3,555
City Dimensions	13.5%	Families	2,231	2,127
Simple Living	13.3%	Median Age	32.5	32.7
Home Town	11.2%	Median Household Income	$32,816	$36,860

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	$1,058.53	$3,889,738
Men's	43	$189.29	$695,581
Women's	40	$323.27	$1,187,909
Children's	50	$193.75	$711,984
Footwear	33	$131.42	$482,929
Watches & Jewelry	62	$117.31	$431,084
Apparel Products and Services (1)	114	$103.48	$380,250
Computer			
Computers and Hardware for Home Use	65	$121.16	$445,234
Software and Accessories for Home Use	64	$17.57	$64,579
Entertainment & Recreation	64	$1,998.70	$7,344,574
Fees and Admissions	60	$362.84	$1,333,320
Membership Fees for Clubs (2)	60	$95.85	$352,199
Fees for Participant Sports, excl. Trips	61	$62.81	$230,807
Admission to Movie/Theatre/Opera/Ballet	62	$91.86	$337,552
Admission to Sporting Events, excl. Trips	63	$36.47	$134,021
Fees for Recreational Lessons	57	$75.37	$276,972
Dating Services	64	$0.48	$1,769
TV/Video/Audio	66	$797.06	$2,928,939
Community Antenna or Cable TV	68	$473.24	$1,739,009
Televisions	63	$118.87	$436,789
VCRs, Video Cameras, and DVD Players	66	$13.06	$47,989
Video Cassettes and DVDs	68	$34.67	$127,381
Video and Computer Game Hardware and Software	70	$37.74	$138,676
Satellite Dishes	58	$0.71	$2,596
Rental of Video Cassettes and DVDs	69	$27.38	$100,596
Streaming/Downloaded Video	64	$0.87	$3,180
Audio (3)	61	$86.20	$316,745
Rental and Repair of TV/Radio/Sound Equipment	59	$4.35	$15,980
Pets	77	$321.36	$1,180,881
Toys and Games (4)	66	$93.64	$344,097
Recreational Vehicles and Fees (5)	51	$160.95	$591,440
Sports/Recreation/Exercise Equipment (6)	49	$86.25	$316,937
Photo Equipment and Supplies (7)	64	$63.89	$234,759
Reading (8)	64	$95.96	$352,634
Catered Affairs (9)	70	$16.75	$61,567
Food	66	$4,907.01	$18,031,648
Food at Home	66	$2,862.67	$10,519,361
Bakery and Cereal Products	66	$383.08	$1,407,706
Meats, Poultry, Fish, and Eggs	66	$665.38	$2,445,042
Dairy Products	66	$317.96	$1,168,401
Fruits and Vegetables	65	$491.88	$1,807,484
Snacks and Other Food at Home (10)	66	$1,004.37	$3,690,728
Food Away from Home	66	$2,044.34	$7,512,287
Alcoholic Beverages	68	$374.27	$1,375,322
Nonalcoholic Beverages at Home	67	$283.65	$1,042,305

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	57	$955.65	$3,511,717
Vehicle Loans	65	$3,092.91	$11,365,417
Health			
Nonprescription Drugs	64	$63.94	$234,965
Prescription Drugs	67	$321.59	$1,181,746
Eyeglasses and Contact Lenses	65	$48.22	$177,195
Home			
Mortgage Payment and Basics (11)	58	$5,299.07	$19,472,362
Maintenance and Remodeling Services	57	$1,092.10	$4,013,096
Maintenance and Remodeling Materials (12)	57	$207.07	$760,917
Utilities, Fuel, and Public Services	67	$2,949.58	$10,838,743
Household Furnishings and Equipment			
Household Textiles (13)	62	$80.15	$294,539
Furniture	62	$359.52	$1,321,134
Floor Coverings	63	$45.67	$167,830
Major Appliances (14)	62	$181.02	$665,192
Housewares (15)	56	$46.81	$171,999
Small Appliances	66	$20.94	$76,957
Luggage	61	$5.45	$20,037
Telephones and Accessories	46	$18.82	$69,171
Household Operations			
Child Care	63	$282.67	$1,038,723
Lawn and Garden (16)	59	$238.19	$875,268
Moving/Storage/Freight Express	57	$33.58	$123,398
Housekeeping Supplies (17)	65	$444.72	$1,634,191
Insurance			
Owners and Renters Insurance	62	$278.29	$1,022,616
Vehicle Insurance	65	$735.13	$2,701,362
Life/Other Insurance	63	$254.46	$935,053
Health Insurance	66	$1,234.28	$4,535,574
Personal Care Products (18)	65	$250.52	$920,594
School Books and Supplies (19)	76	$78.61	$288,855
Smoking Products	75	$308.61	$1,134,054
Transportation			
Vehicle Purchases (Net Outlay) (20)	64	$2,721.92	$10,002,167
Gasoline and Motor Oil	67	$1,861.46	$6,840,275
Vehicle Maintenance and Repairs	64	$585.35	$2,150,959
Travel			
Airline Fares	58	$259.01	$951,788
Lodging on Trips	58	$246.68	$906,472
Auto/Truck/Van Rental on Trips	58	$20.84	$76,596
Food and Drink on Trips	60	$252.17	$926,653

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rustbelt Traditions	17.6%	Population	23,542	22,705
Rustbelt Retirees	14.1%	Households	9,577	9,289
Salt of the Earth	12.2%	Families	6,028	5,767
Great Expectations	9.3%	Median Age	37.5	37.9
Crossroads	7.6%	Median Household Income	$38,069	$43,496

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	$1,181.60	$11,315,833
Men's	48	$212.81	$2,038,003
Women's	46	$366.05	$3,505,576
Children's	55	$214.72	$2,056,322
Footwear	36	$145.73	$1,395,588
Watches & Jewelry	72	$135.07	$1,293,570
Apparel Products and Services (1)	118	$107.22	$1,026,775
Computer			
Computers and Hardware for Home Use	73	$134.99	$1,292,760
Software and Accessories for Home Use	71	$19.73	$188,977
Entertainment & Recreation	75	$2,341.65	$22,425,346
Fees and Admissions	70	$420.43	$4,026,358
Membership Fees for Clubs (2)	71	$112.70	$1,079,277
Fees for Participant Sports, excl. Trips	71	$73.62	$705,028
Admission to Movie/Theatre/Opera/Ballet	70	$102.79	$984,347
Admission to Sporting Events, excl. Trips	74	$42.57	$407,681
Fees for Recreational Lessons	67	$88.27	$845,337
Dating Services	65	$0.49	$4,688
TV/Video/Audio	75	$901.38	$8,632,283
Community Antenna or Cable TV	77	$541.66	$5,187,302
Televisions	72	$134.33	$1,286,484
VCRs, Video Cameras, and DVD Players	73	$14.40	$137,938
Video Cassettes and DVDs	74	$37.64	$360,502
Video and Computer Game Hardware and Software	76	$41.13	$393,868
Satellite Dishes	70	$0.86	$8,201
Rental of Video Cassettes and DVDs	75	$29.80	$285,335
Streaming/Downloaded Video	69	$0.94	$8,991
Audio (3)	67	$95.79	$917,319
Rental and Repair of TV/Radio/Sound Equipment	65	$4.84	$46,343
Pets	93	$386.80	$3,704,272
Toys and Games (4)	76	$107.02	$1,024,877
Recreational Vehicles and Fees (5)	69	$216.94	$2,077,558
Sports/Recreation/Exercise Equipment (6)	58	$102.51	$981,696
Photo Equipment and Supplies (7)	74	$73.99	$708,536
Reading (8)	76	$113.78	$1,089,606
Catered Affairs (9)	79	$18.81	$180,160
Food	75	$5,559.54	$53,242,199
Food at Home	75	$3,251.26	$31,136,472
Bakery and Cereal Products	76	$439.28	$4,206,887
Meats, Poultry, Fish, and Eggs	75	$748.90	$7,172,041
Dairy Products	76	$365.50	$3,500,318
Fruits and Vegetables	73	$556.95	$5,333,713
Snacks and Other Food at Home (10)	75	$1,140.63	$10,923,514
Food Away from Home	74	$2,308.27	$22,105,727
Alcoholic Beverages	74	$411.92	$3,944,823
Nonalcoholic Beverages at Home	75	$319.64	$3,061,061

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	73	$1,234.22	$11,819,807
Vehicle Loans	76	$3,632.06	$34,783,275
Health			
Nonprescription Drugs	77	$77.10	$738,398
Prescription Drugs	82	$398.57	$3,817,024
Eyeglasses and Contact Lenses	77	$57.62	$551,839
Home			
Mortgage Payment and Basics (11)	71	$6,472.07	$61,981,292
Maintenance and Remodeling Services	71	$1,367.48	$13,095,970
Maintenance and Remodeling Materials (12)	75	$269.66	$2,582,479
Utilities, Fuel, and Public Services	78	$3,418.38	$32,736,952
Household Furnishings and Equipment			
Household Textiles (13)	72	$93.05	$891,098
Furniture	71	$411.99	$3,945,471
Floor Coverings	77	$55.80	$534,362
Major Appliances (14)	76	$222.29	$2,128,838
Housewares (15)	64	$53.31	$510,539
Small Appliances	77	$24.48	$234,391
Luggage	71	$6.40	$61,257
Telephones and Accessories	50	$20.47	$196,058
Household Operations			
Child Care	70	$311.75	$2,985,522
Lawn and Garden (16)	74	$301.61	$2,888,454
Moving/Storage/Freight Express	63	$36.86	$353,027
Housekeeping Supplies (17)	76	$516.78	$4,949,029
Insurance			
Owners and Renters Insurance	78	$350.05	$3,352,378
Vehicle Insurance	75	$848.03	$8,121,339
Life/Other Insurance	79	$318.40	$3,049,263
Health Insurance	80	$1,503.54	$14,399,028
Personal Care Products (18)	74	$284.89	$2,728,325
School Books and Supplies (19)	79	$81.90	$784,351
Smoking Products	83	$343.71	$3,291,653
Transportation			
Vehicle Purchases (Net Outlay) (20)	74	$3,169.16	$30,350,234
Gasoline and Motor Oil	77	$2,154.39	$20,632,036
Vehicle Maintenance and Repairs	74	$677.81	$6,491,178
Travel			
Airline Fares	67	$297.14	$2,845,627
Lodging on Trips	71	$298.61	$2,859,711
Auto/Truck/Van Rental on Trips	66	$23.67	$226,693
Food and Drink on Trips	71	$300.92	$2,881,818

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March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Salt of the Earth	17.0%	Population	28,322	27,567
Rustbelt Traditions	14.7%	Households	11,473	11,240
Rustbelt Retirees	11.9%	Families	7,414	7,178
Great Expectations	7.8%	Median Age	38.8	39.4
Crossroads	6.3%	Median Household Income	$38,619	$44,388

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	$1,198.68	$13,752,119
Men's	49	$216.43	$2,482,995
Women's	46	$371.36	$4,260,524
Children's	56	$218.37	$2,505,243
Footwear	37	$148.14	$1,699,616
Watches & Jewelry	73	$137.64	$1,579,102
Apparel Products and Services (1)	118	$106.74	$1,224,638
Computer			
Computers and Hardware for Home Use	74	$137.73	$1,580,170
Software and Accessories for Home Use	73	$20.12	$230,804
Entertainment & Recreation	77	$2,405.78	$27,600,883
Fees and Admissions	71	$426.17	$4,889,335
Membership Fees for Clubs (2)	72	$114.08	$1,308,750
Fees for Participant Sports, excl. Trips	72	$74.94	$859,808
Admission to Movie/Theatre/Opera/Ballet	71	$103.97	$1,192,782
Admission to Sporting Events, excl. Trips	75	$43.18	$495,409
Fees for Recreational Lessons	68	$89.52	$1,027,023
Dating Services	65	$0.49	$5,562
TV/Video/Audio	76	$918.01	$10,532,068
Community Antenna or Cable TV	79	$552.94	$6,343,666
Televisions	73	$136.07	$1,561,056
VCRs, Video Cameras, and DVD Players	74	$14.67	$168,272
Video Cassettes and DVDs	75	$38.26	$438,898
Video and Computer Game Hardware and Software	77	$41.55	$476,641
Satellite Dishes	73	$0.89	$10,232
Rental of Video Cassettes and DVDs	76	$30.40	$348,712
Streaming/Downloaded Video	69	$0.93	$10,689
Audio (3)	68	$97.45	$1,118,025
Rental and Repair of TV/Radio/Sound Equipment	66	$4.87	$55,878
Pets	96	$400.74	$4,597,543
Toys and Games (4)	78	$109.53	$1,256,595
Recreational Vehicles and Fees (5)	75	$233.37	$2,677,387
Sports/Recreation/Exercise Equipment (6)	61	$106.47	$1,221,498
Photo Equipment and Supplies (7)	76	$75.94	$871,177
Reading (8)	78	$116.65	$1,338,259
Catered Affairs (9)	79	$18.92	$217,021
Food	76	$5,670.47	$65,055,682
Food at Home	77	$3,322.72	$38,120,644
Bakery and Cereal Products	78	$449.84	$5,160,894
Meats, Poultry, Fish, and Eggs	76	$762.46	$8,747,484
Dairy Products	78	$375.22	$4,304,796
Fruits and Vegetables	75	$567.61	$6,512,022
Snacks and Other Food at Home (10)	77	$1,167.59	$13,395,448
Food Away from Home	75	$2,347.75	$26,935,038
Alcoholic Beverages	75	$415.88	$4,771,315
Nonalcoholic Beverages at Home	77	$326.48	$3,745,613

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	77	$1,305.95	$14,982,747
Vehicle Loans	79	$3,755.11	$43,081,328
Health			
Nonprescription Drugs	80	$80.14	$919,385
Prescription Drugs	86	$413.30	$4,741,680
Eyeglasses and Contact Lenses	80	$59.35	$680,871
Home			
Mortgage Payment and Basics (11)	73	$6,622.20	$75,974,614
Maintenance and Remodeling Services	73	$1,400.95	$16,072,669
Maintenance and Remodeling Materials (12)	79	$284.16	$3,260,033
Utilities, Fuel, and Public Services	80	$3,494.49	$40,091,289
Household Furnishings and Equipment			
Household Textiles (13)	74	$95.43	$1,094,836
Furniture	72	$419.35	$4,811,053
Floor Coverings	78	$56.90	$652,835
Major Appliances (14)	79	$230.86	$2,648,580
Housewares (15)	65	$54.55	$625,836
Small Appliances	79	$25.14	$288,436
Luggage	73	$6.55	$75,185
Telephones and Accessories	50	$20.83	$238,918
Household Operations			
Child Care	70	$315.13	$3,615,351
Lawn and Garden (16)	77	$313.03	$3,591,357
Moving/Storage/Freight Express	64	$37.79	$433,497
Housekeeping Supplies (17)	78	$529.73	$6,077,471
Insurance			
Owners and Renters Insurance	80	$361.11	$4,142,886
Vehicle Insurance	77	$866.39	$9,939,826
Life/Other Insurance	82	$329.87	$3,784,487
Health Insurance	83	$1,552.04	$17,806,070
Personal Care Products (18)	75	$290.62	$3,334,158
School Books and Supplies (19)	80	$82.74	$949,198
Smoking Products	86	$354.24	$4,064,110
Transportation			
Vehicle Purchases (Net Outlay) (20)	77	$3,259.12	$37,391,002
Gasoline and Motor Oil	80	$2,215.99	$25,423,433
Vehicle Maintenance and Repairs	76	$694.61	$7,969,091
Travel			
Airline Fares	68	$300.49	$3,447,389
Lodging on Trips	73	$306.36	$3,514,805
Auto/Truck/Van Rental on Trips	66	$23.85	$273,596
Food and Drink on Trips	73	$309.13	$3,546,591

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail Goods and Services Expenditures

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	77	$1,305.95	$14,982,747
Vehicle Loans	79	$3,755.11	$43,081,328
Health			
Nonprescription Drugs	80	$80.14	$919,385
Prescription Drugs	86	$413.30	$4,741,680
Eyeglasses and Contact Lenses	80	$59.35	$680,871
Home			
Mortgage Payment and Basics (11)	73	$6,622.20	$75,974,614
Maintenance and Remodeling Services	73	$1,400.95	$16,072,669
Maintenance and Remodeling Materials (12)	79	$284.16	$3,260,033
Utilities, Fuel, and Public Services	80	$3,494.49	$40,091,289
Household Furnishings and Equipment			
Household Textiles (13)	74	$95.43	$1,094,836
Furniture	72	$419.35	$4,811,053
Floor Coverings	78	$56.90	$652,835
Major Appliances (14)	79	$230.86	$2,648,580
Housewares (15)	65	$54.55	$625,836
Small Appliances	79	$25.14	$288,436
Luggage	73	$6.55	$75,185
Telephones and Accessories	50	$20.83	$238,918
Household Operations			
Child Care	70	$315.13	$3,615,351
Lawn and Garden (16)	77	$313.03	$3,591,357
Moving/Storage/Freight Express	64	$37.79	$433,497
Housekeeping Supplies (17)	78	$529.73	$6,077,471
Insurance			
Owners and Renters Insurance	80	$361.11	$4,142,886
Vehicle Insurance	77	$866.39	$9,939,826
Life/Other Insurance	82	$329.87	$3,784,487
Health Insurance	83	$1,552.04	$17,806,070
Personal Care Products (18)	75	$290.62	$3,334,158
School Books and Supplies (19)	80	$82.74	$949,198
Smoking Products	86	$354.24	$4,064,110
Transportation			
Vehicle Purchases (Net Outlay) (20)	77	$3,259.12	$37,391,002
Gasoline and Motor Oil	80	$2,215.99	$25,423,433
Vehicle Maintenance and Repairs	76	$694.61	$7,969,091
Travel			
Airline Fares	68	$300.49	$3,447,389
Lodging on Trips	73	$306.36	$3,514,805
Auto/Truck/Van Rental on Trips	66	$23.85	$273,596
Food and Drink on Trips	73	$309.13	$3,546,591

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 26, 2013

Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Summary Demographics	
2010 Population	9,536
2010 Households	3,853
2010 Median Disposable Income	$32,118
2010 Per Capita Income	$19,038

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$66,817,596	$74,151,824	-$7,334,228	-5.2	114
Total Retail Trade	44-45	$57,440,745	$63,321,449	-$5,880,704	-4.9	80
Total Food & Drink	722	$9,376,851	$10,830,375	-$1,453,524	-7.2	34

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$13,028,042	$11,442,955	$1,585,087	6.5	8
Automobile Dealers	4411	$11,140,094	$9,622,638	$1,517,456	7.3	3
Other Motor Vehicle Dealers	4412	$965,872	$390,877	$574,995	42.4	1
Auto Parts, Accessories & Tire Stores	4413	$922,075	$1,429,440	-$507,365	-21.6	4
Furniture & Home Furnishings Stores	442	$1,572,786	$400,536	$1,172,250	59.4	3
Furniture Stores	4421	$809,929	$73,041	$736,888	83.5	0
Home Furnishings Stores	4422	$762,857	$327,495	$435,362	39.9	3
Electronics & Appliance Stores	4431	$1,970,043	$2,504,804	-$534,761	-12.0	6
Bldg Materials, Garden Equip. & Supply Stores	444	$2,236,913	$2,638,403	-$401,490	-8.2	5
Bldg Material & Supplies Dealers	4441	$1,872,738	$2,579,436	-$706,698	-15.9	4
Lawn & Garden Equip & Supply Stores	4442	$364,175	$58,967	$305,208	72.1	1
Food & Beverage Stores	445	$13,656,710	$7,630,006	$6,026,704	28.3	9
Grocery Stores	4451	$13,354,042	$6,621,243	$6,732,799	33.7	7
Specialty Food Stores	4452	$117,407	$1,008,763	-$891,357	-79.1	2
Beer, Wine & Liquor Stores	4453	$185,262	$0	$185,262	100.0	0
Health & Personal Care Stores	446,4461	$2,113,545	$2,448,378	-$334,833	-7.3	7
Gasoline Stations	447,4471	$11,053,197	$14,705,805	-$3,652,609	-14.2	3
Clothing & Clothing Accessories Stores	448	$1,208,729	$1,824,350	-$615,621	-20.3	8
Clothing Stores	4481	$665,842	$914,456	-$248,614	-15.7	3
Shoe Stores	4482	$217,058	$239,874	-$22,816	-5.0	1
Jewelry, Luggage & Leather Goods Stores	4483	$325,829	$670,020	-$344,191	-34.6	4
Sporting Goods, Hobby, Book & Music Stores	451	$890,064	$1,242,380	-$352,316	-16.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	$485,737	$637,504	-$151,767	-13.5	7
Book, Periodical & Music Stores	4512	$404,327	$604,876	-$200,549	-19.9	2
General Merchandise Stores	452	$8,105,434	$16,643,189	-$8,537,756	-34.5	5
Department Stores Excluding Leased Depts.	4521	$4,315,753	$2,990,064	$1,325,689	18.1	1
Other General Merchandise Stores	4529	$3,789,681	$13,653,125	-$9,863,444	-56.5	4
Miscellaneous Store Retailers	453	$1,104,103	$1,623,169	-$519,066	-19.0	16
Florists	4531	$109,986	$239,156	-$129,171	-37.0	2
Office Supplies, Stationery & Gift Stores	4532	$561,938	$632,505	-$70,567	-5.9	4
Used Merchandise Stores	4533	$99,851	$79,231	$20,619	11.5	3
Other Miscellaneous Store Retailers	4539	$332,328	$672,277	-$339,949	-33.8	6
Nonstore Retailers	454	$501,180	$217,473	$283,707	39.5	0
Electronic Shopping & Mail-Order Houses	4541	$236,465	$217,473	$18,991	4.2	0
Vending Machine Operators	4542	$24,680	$0	$24,680	100.0	0
Direct Selling Establishments	4543	$240,035	$0	$240,035	100.0	0
Food Services & Drinking Places	722	$9,376,851	$10,830,375	-$1,453,524	-7.2	34
Full-Service Restaurants	7221	$3,811,283	$3,708,889	$102,394	1.4	21
Limited-Service Eating Places	7222	$5,015,608	$6,682,269	-$1,666,660	-14.2	9
Special Food Services	7223	$111,889	$0	$111,889	100.0	0
Drinking Places - Alcoholic Beverages	7224	$438,070	$439,217	-$1,147	-0.1	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

Source: Esri and Infogroup

March 26, 2013

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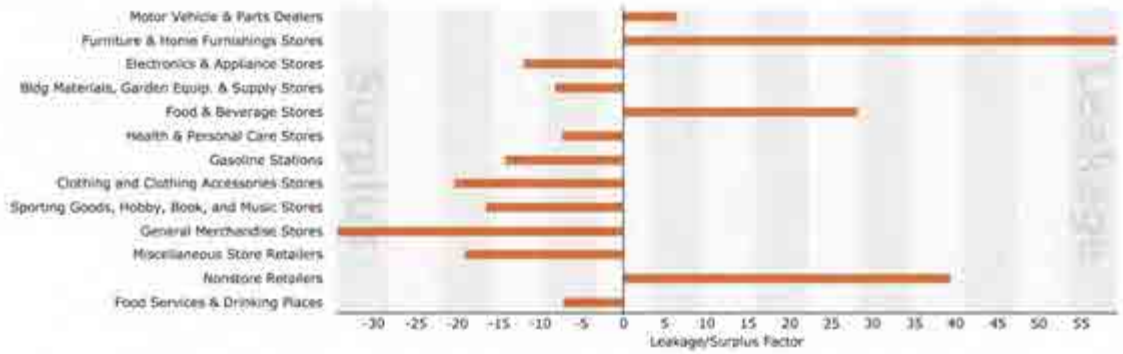
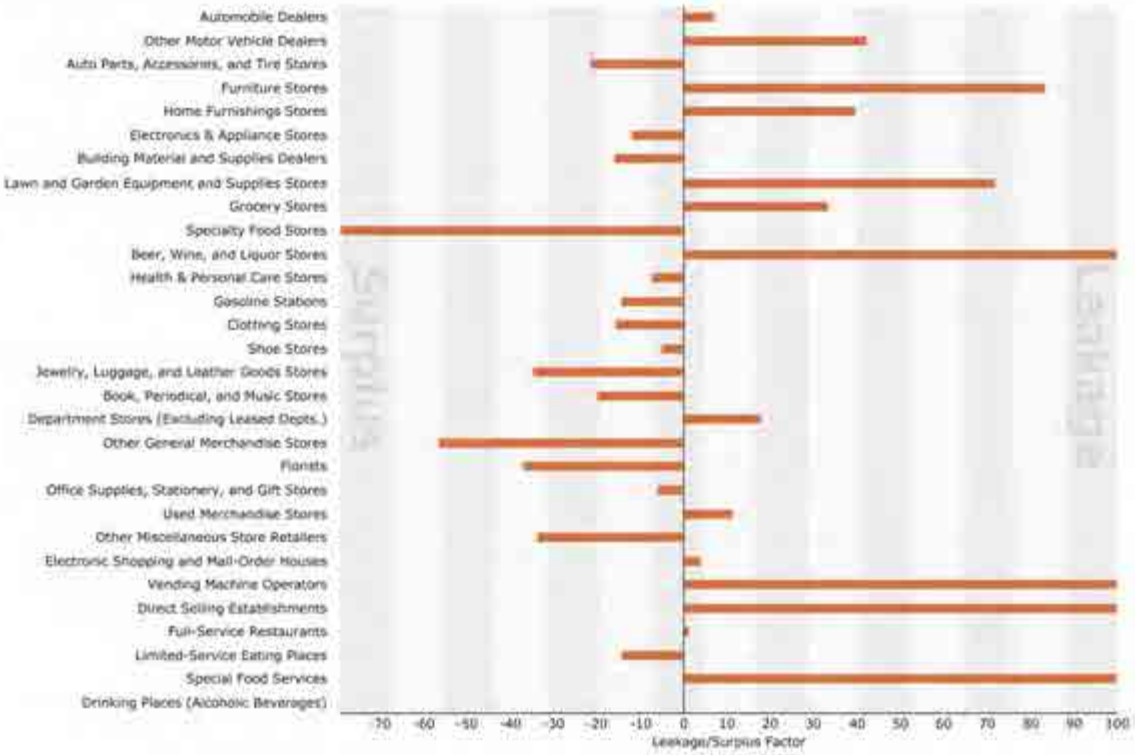
Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 26, 2013

Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Summary Demographics	
2010 Population	23,562
2010 Households	9,611
2010 Median Disposable Income	$36,239
2010 Per Capita Income	$21,212

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$187,891,312	$252,329,712	-$64,438,400	-14.6	229
Total Retail Trade	44-45	$162,125,833	$227,590,175	-$65,464,342	-16.8	168
Total Food & Drink	722	$25,765,479	$24,739,537	$1,025,942	2.0	61

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$37,279,721	$49,350,829	-$12,071,108	-13.9	25
Automobile Dealers	4411	$31,724,146	$41,805,011	-$10,080,865	-13.7	9
Other Motor Vehicle Dealers	4412	$2,986,526	$3,872,298	-$885,772	-12.9	6
Auto Parts, Accessories & Tire Stores	4413	$2,569,050	$3,673,521	-$1,104,471	-17.7	11
Furniture & Home Furnishings Stores	442	$4,425,397	$2,143,389	$2,282,009	34.7	9
Furniture Stores	4421	$2,263,629	$823,372	$1,440,257	46.7	1
Home Furnishings Stores	4422	$2,161,769	$1,320,017	$841,752	24.2	8
Electronics & Appliance Stores	4431	$5,509,086	$5,056,269	$452,818	4.3	13
Bldg Materials, Garden Equip. & Supply Stores	444	$6,637,420	$17,723,058	-$11,085,638	-45.5	12
Bldg Material & Supplies Dealers	4441	$5,534,056	$17,512,710	-$11,978,654	-52.0	10
Lawn & Garden Equip & Supply Stores	4442	$1,103,364	$210,348	$893,016	68.0	2
Food & Beverage Stores	445	$37,932,881	$57,981,034	-$20,048,153	-20.9	20
Grocery Stores	4451	$37,099,809	$56,803,259	-$19,703,450	-21.0	17
Specialty Food Stores	4452	$326,217	$1,177,775	-$851,558	-56.6	3
Beer, Wine & Liquor Stores	4453	$506,854	$0	$506,854	100.0	0
Health & Personal Care Stores	446,4461	$6,048,012	$6,109,591	-$61,579	-0.5	16
Gasoline Stations	447,4471	$31,321,259	$37,157,881	-$5,836,623	-8.5	9
Clothing & Clothing Accessories Stores	448	$3,321,107	$2,038,763	$1,282,344	23.9	9
Clothing Stores	4481	$1,823,799	$914,456	$909,343	33.2	3
Shoe Stores	4482	$591,401	$454,287	$137,114	13.1	2
Jewelry, Luggage & Leather Goods Stores	4483	$905,907	$670,020	$235,887	15.0	4
Sporting Goods, Hobby, Book & Music Stores	451	$2,432,720	$2,220,507	$212,214	4.6	15
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,360,131	$1,551,058	-$190,927	-6.6	12
Book, Periodical & Music Stores	4512	$1,072,589	$669,449	$403,141	23.1	3
General Merchandise Stores	452	$22,580,356	$41,382,330	-$18,801,974	-29.4	9
Department Stores Excluding Leased Depts.	4521	$11,976,946	$14,796,062	-$2,819,115	-10.5	2
Other General Merchandise Stores	4529	$10,603,410	$26,586,268	-$15,982,859	-43.0	7
Miscellaneous Store Retailers	453	$3,155,803	$3,975,005	-$819,202	-11.5	29
Florists	4531	$336,127	$328,007	$8,120	1.2	4
Office Supplies, Stationery & Gift Stores	4532	$1,592,162	$2,063,003	-$470,841	-12.9	6
Used Merchandise Stores	4533	$273,987	$281,807	-$7,820	-1.4	7
Other Miscellaneous Store Retailers	4539	$953,526	$1,302,188	-$348,661	-15.5	12
Nonstore Retailers	454	$1,482,071	$2,451,520	-$969,448	-24.6	1
Electronic Shopping & Mail-Order Houses	4541	$671,497	$2,451,520	-$1,780,023	-57.0	1
Vending Machine Operators	4542	$68,226	$0	$68,226	100.0	0
Direct Selling Establishments	4543	$742,348	$0	$742,348	100.0	0
Food Services & Drinking Places	722	$25,765,479	$24,739,537	$1,025,942	2.0	61
Full-Service Restaurants	7221	$10,460,631	$9,103,757	$1,356,875	6.9	35
Limited-Service Eating Places	7222	$13,843,493	$14,966,526	-$1,123,033	-3.9	20
Special Food Services	7223	$308,487	$146,398	$162,088	35.6	1
Drinking Places - Alcoholic Beverages	7224	$1,152,868	$522,856	$630,012	37.6	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

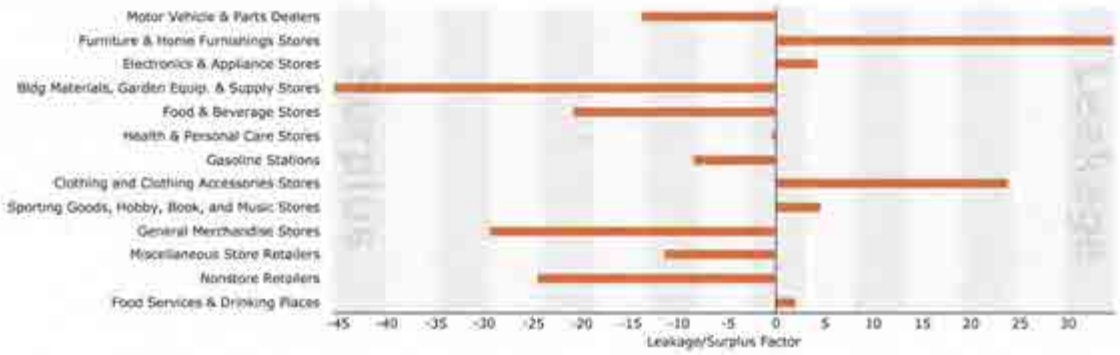
Source: Esri and Infogroup.

March 26, 2013

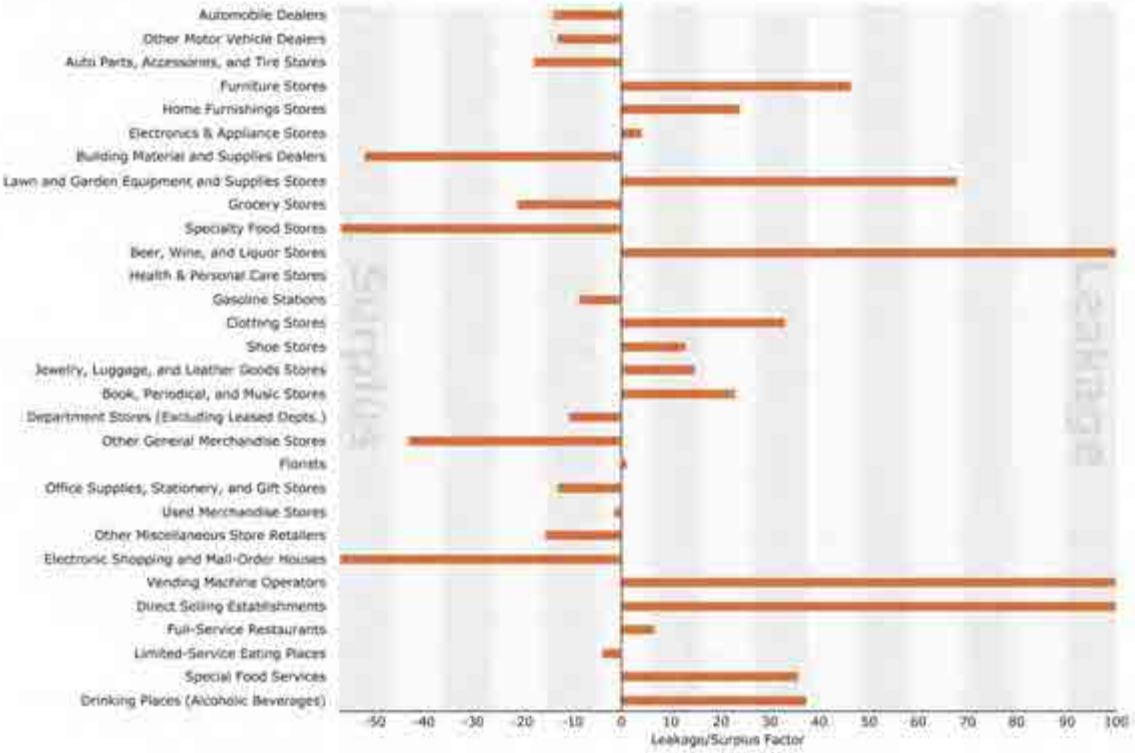
Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 3 mile radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 26, 2013

Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Summary Demographics	
2010 Population	27,948
2010 Households	11,358
2010 Median Disposable Income	$36,456
2010 Per Capita Income	$21,413

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$225,180,762	$282,781,924	-$57,601,161	-11.3	243
Total Retail Trade	44-45	$194,301,495	$256,603,095	-$62,301,600	-13.8	178
Total Food & Drink	722	$30,879,267	$26,178,829	$4,700,438	8.2	65

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$44,689,526	$51,254,461	-$6,564,935	-6.8	28
Automobile Dealers	4411	$37,991,273	$43,415,469	-$5,424,196	-6.7	10
Other Motor Vehicle Dealers	4412	$3,616,390	$4,099,737	-$483,347	-6.3	7
Auto Parts, Accessories & Tire Stores	4413	$3,081,863	$3,739,255	-$657,392	-9.6	11
Furniture & Home Furnishings Stores	442	$5,332,997	$2,204,495	$3,128,503	41.5	9
Furniture Stores	4421	$2,722,543	$843,292	$1,879,250	52.7	1
Home Furnishings Stores	4422	$2,610,455	$1,361,202	$1,249,252	31.5	8
Electronics & Appliance Stores	4431	$6,608,763	$5,078,184	$1,530,579	13.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	$8,049,168	$18,334,846	-$10,285,678	-39.0	14
Bldg Material & Supplies Dealers	4441	$6,712,287	$18,033,664	-$11,321,377	-45.8	11
Lawn & Garden Equip & Supply Stores	4442	$1,336,882	$301,182	$1,035,700	63.2	3
Food & Beverage Stores	445	$45,373,536	$82,877,727	-$37,504,191	-29.2	22
Grocery Stores	4451	$44,376,693	$81,699,952	-$37,323,258	-29.6	19
Specialty Food Stores	4452	$390,405	$1,177,775	-$787,370	-50.2	3
Beer, Wine & Liquor Stores	4453	$606,438	$0	$606,438	100.0	0
Health & Personal Care Stores	446,4461	$7,240,536	$6,352,245	$888,292	6.5	17
Gasoline Stations	447,4471	$37,457,785	$37,651,961	-$194,176	-0.3	9
Clothing & Clothing Accessories Stores	448	$3,983,707	$2,042,336	$1,941,370	32.2	9
Clothing Stores	4481	$2,186,295	$914,456	$1,271,839	41.0	3
Shoe Stores	4482	$706,010	$454,287	$251,723	21.7	2
Jewelry, Luggage & Leather Goods Stores	4483	$1,091,402	$673,593	$417,808	23.7	4
Sporting Goods, Hobby, Book & Music Stores	451	$2,912,396	$2,325,743	$586,654	11.2	16
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,633,216	$1,653,659	-$20,443	-0.6	13
Book, Periodical & Music Stores	4512	$1,279,181	$672,084	$607,097	31.1	3
General Merchandise Stores	452	$27,065,089	$41,937,182	-$14,872,093	-21.6	9
Department Stores Excluding Leased Depts.	4521	$14,361,888	$15,109,495	-$747,607	-2.5	2
Other General Merchandise Stores	4529	$12,703,201	$26,827,687	-$14,124,486	-35.7	7
Miscellaneous Store Retailers	453	$3,792,850	$4,033,085	-$240,236	-3.1	30
Florists	4531	$407,710	$335,387	$72,323	9.7	4
Office Supplies, Stationery & Gift Stores	4532	$1,912,640	$2,063,003	-$150,363	-3.8	6
Used Merchandise Stores	4533	$328,531	$285,576	$42,956	7.0	7
Other Miscellaneous Store Retailers	4539	$1,143,968	$1,349,120	-$205,152	-8.2	13
Nonstore Retailers	454	$1,795,142	$2,510,830	-$715,689	-16.6	1
Electronic Shopping & Mail-Order Houses	4541	$805,411	$2,510,830	-$1,705,419	-51.4	1
Vending Machine Operators	4542	$81,621	$0	$81,621	100.0	0
Direct Selling Establishments	4543	$908,109	$0	$908,109	100.0	0
Food Services & Drinking Places	722	$30,879,267	$26,178,829	$4,700,438	8.2	65
Full-Service Restaurants	7221	$12,543,875	$10,080,800	$2,463,075	10.9	37
Limited-Service Eating Places	7222	$16,586,777	$15,204,083	$1,382,694	4.3	21
Special Food Services	7223	$369,608	$333,788	$35,820	5.1	2
Drinking Places - Alcoholic Beverages	7224	$1,379,007	$560,158	$818,849	42.2	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

Source: Esri and Infogroup

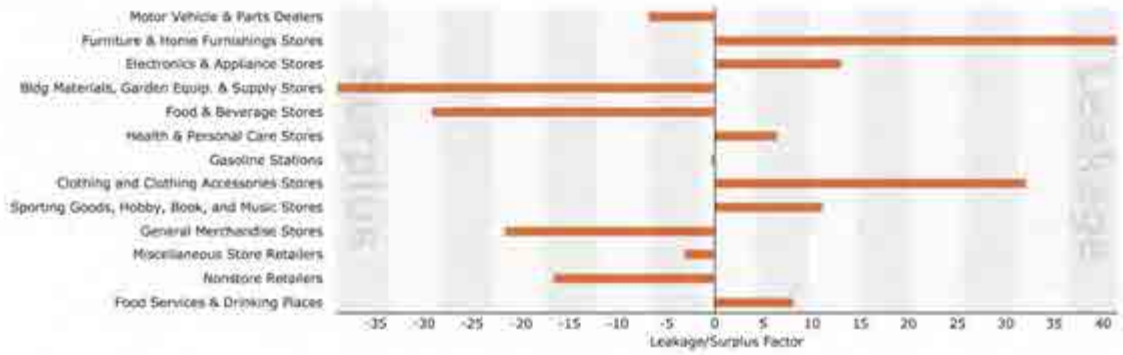
March 26, 2013

esri

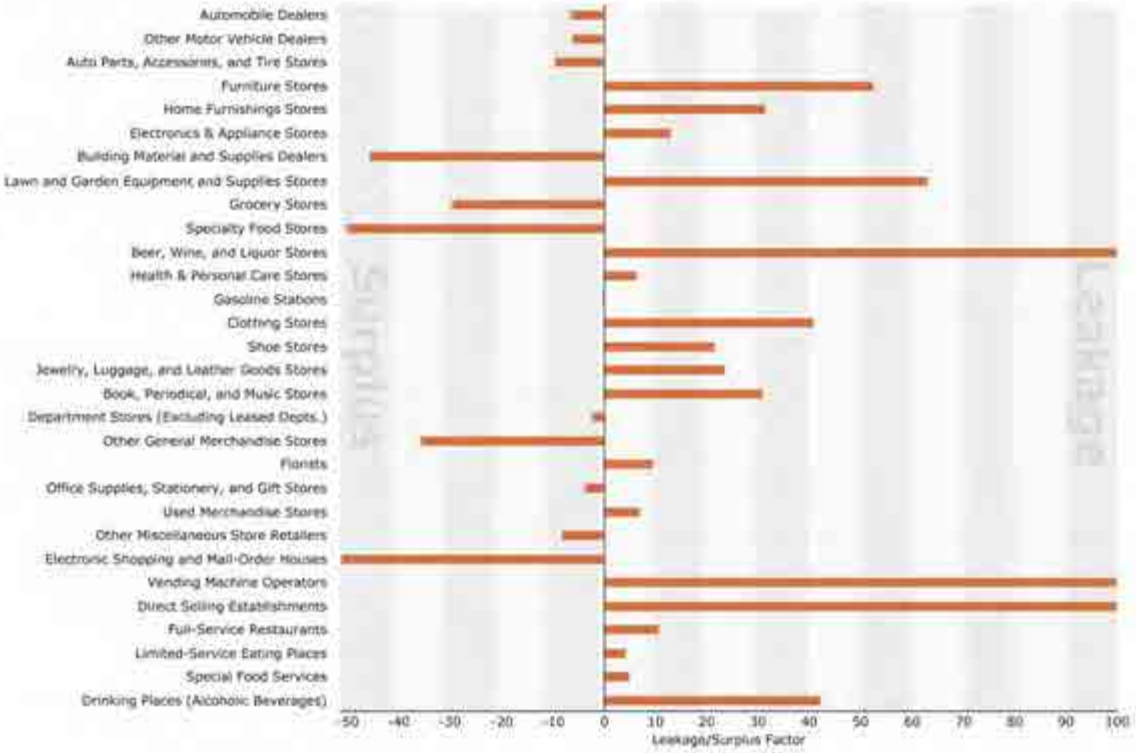
Retail MarketPlace Profile

616 S Washington St, Owosso, MI, 48867
Ring: 5 mile radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 26, 2013

Tapestry™ Segmentation

Esri's **Tapestry™ Segmentation** system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. **Tapestry Segmentation** can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

32—Rustbelt Traditions

Segment Code—32
Segment Name—Rustbelt Traditions
LifeMode Summary Group—L10 Traditional Living
Urbanization Summary Group—U5 Urban Outskirts I

Demographic

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. With a population of 8.4 million, this segment is one of Tapestry's largest. The median age is 36 years, just below the U.S. median. There is little diversity in these communities.

Socioeconomic

The median household income is $40,508, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. More than 53.2 percent of residents aged 25 years and older have graduated from high school, 15.6 percent hold a bachelor's or graduate degree, and 32 percent have attended college.

Residential

The backbone of older industrial cities in the Great Lakes border states, residents of these neighborhoods live in modest, single-family homes. Homeownership is 69 percent. The relatively low median home value of $94,381 is because nearly two-thirds of the housing was built before 1960.

Preferences

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring.

These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop.

They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

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48—Great Expectations

Segment Code—48 **LifeMode Summary Group**—L7 High Hopes
Segment Name—Great Expectations **Urbanization Summary Group**—U5 Urban Outskirts I

Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. Compared to the U.S. figures, this segment has a higher proportion of residents who are in their 20s and a higher proportion of householders younger than 35 years. The ethnic diversity and racial composition of this segment are similar to U.S. levels.

Socioeconomic

The median household income of $33,993 is lower than the US median. Nearly half of the population aged 25 years and older has some postsecondary education; 18 percent hold a bachelor's or graduate degree. Most of the jobs come from the manufacturing, retail, and service industry sectors.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half own their homes; half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low- or mid-rise buildings. Most of the housing units in these older suburban neighborhoods were built before 1960. The median home value in these neighborhoods is $105,899.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

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25—Salt of the Earth

Segment Code—25
Segment Name—Salt of the Earth
LifeMode Summary Group—L11 Factories and Farms
Urbanization Summary Group—U10 Rural I

Demographic

Sixty-five percent of *Salt of the Earth* households are married couples with and without children. Twenty percent of the households are singles who live alone. The average household size of 2.6 people matches the U.S. figure; the average family size of three is below the U.S. value. The median age is 43 years. These neighborhoods are the least diverse of the Tapestry segments.

Socioeconomic

Although these residents are older, they work in professional and managerial positions and unskilled labor jobs. Higher than average proportions work in skilled labor occupations. Approximately 20 percent of the workers are employed in the manufacturing sector. The median household income of $48,244 is slightly lower than the U.S. figure. At higher than national rates, residents supplement their wages with income from interest, dividends, rental properties, self-employment businesses, retirement plans, and Social Security benefits. Twenty-eight percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential

Although these neighborhoods are found in rural areas across the U.S., nearly half are in the Midwest, with concentrations in Pennsylvania, Ohio, Indiana, and Michigan. The other half are in the South and Northeast. Eighty-four percent of the residents own their homes. Most of the housing is single family; 11 percent are mobile homes. The median home value is $129,218. Twenty-two percent of the homes were built before 1940.

Preferences

Salt of the Earth residents are settled, traditional, and hardworking. Independent and self-reliant, they tackle small home improvement and remodeling projects. They spend money and time on their flower and vegetable gardens and own the necessary tools to handle these chores successfully. Twenty-eight percent of the households own three or more vehicles including a truck; many own a motorcycle. One of Tapestry's top segments for owning or leasing multiple vehicles, these residents prefer domestic vehicles and do their own maintenance. Most of them carry insurance policies to protect themselves and their families. They invest in annuities, certificates of deposit, and U.S. savings bonds. Many families own two or more pets, either dogs or cats.

They eat out at family restaurants such as Bob Evans Farms or Cracker Barrel. Satisfying their sweet tooth, they often bake goodies at home. They go fishing, hunting, target shooting, and boating and work out on indoor exercise equipment such as stationary bikes and treadmills. They read fishing and hunting magazines. They listen to country music radio and follow NASCAR racing. Many households own a satellite dish so they can watch CMT and the Speed Channel. Favorite TV programs include auto racing, horse racing, truck and tractor pulls/mud racing, and weekly sitcoms.

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