



## Business Profile and Opportunities

### Present Business Profile

#### ■ City

Northville has established itself as a destination spot for the arts with its numerous art galleries and live theaters. Highlighted by a downtown that consists of a diverse mix of small, family-owned, upscale retail, restaurant, and professional services in a traditional small-town open-air setting, the community also takes pride in the many parades, festivals, outdoor concerts, and cultural events that draw thousands of people to our downtown annually.

#### ■ Surrounding Area

The surrounding Charter Township of Northville community expands the business profile to include additional professional services, large-scale or big-box retail, chain restaurants, light industrial, and small to medium size technology, manufacturing, and engineering services. Located within the Township are five technology parks with over 100 high-tech companies employing 10,000 highly skilled professionals with the total employment in the trade area exceeding 40,000 employees.

Northville sits in a primary trade area that includes 100,000 residents with over \$2 billion of disposable income. Northville's location – conveniently accessed off of M-14 and I-96 (east and west) or I-275 (north and south) – coupled with its reputation as a destination location draws customers from the entire southeast Michigan area.

### Future Business Opportunities

#### ■ Our Vision

A great flurry of business activity exists throughout the entire region with each business contributing to the entire downtown community. Visitors are drawn to the City of Northville for its charm and the entire life experience – representing an opportunity for business owners. In Downtown Northville, visitors enjoy more than a meal or a purchase – they enjoy true downtown living as they stroll through the town window shopping, meeting with friends, or enjoying a picnic lunch or event in Town Square.

#### ■ Great New Opportunities

In 2005, the City commissioned a market study by Gibbs Planning Group, followed by a Downtown Strategic Plan in 2006 by Beckett & Raeder. These studies indicate that the City of Northville can support an additional 75,000 sq. ft. of new commercial development. This additional space is available with the completion of a number of new property developments along Main and Center Streets.

While not inclusive, the following business categories can help build on the downtown's present strengths and enhance the vision of a bustling, walkable, traditional city center. There is room for growth in the following areas:

- Family and Upscale Restaurants and Deli/Cafés – Northville has continued to be a destination for great dining with the many restaurants located around town. To further build on the dining experience for visitors, there are opportunities to add more outdoor dining establishments, including those who host live entertainment. Restaurant owners can take advantage of an active walkable community with numerous downtown festivals and organized activities.

Northville Downtown Development Authority  
 215 W. Main Street  
 Northville, MI 48167  
 (248) 349-0345  
 loriwarddda@comcast.net



- Specialty Retail – Opportunities exist to bring new businesses to an already thriving business community. The City of Northville is seeking businesses such as men’s and women’s apparel, pet boutique and supplies, home décor, bath & beauty, and specialty fresh foods.
- Arts/Crafts/Cultural/Retail – Downtown Northville is the home to a collection of creative arts galleries. There is an active arts community which consists of a broad variety of live theaters and successfully organized activities and events, including the popular “First Friday Art Walk” promotion.

If your business fits our Vision, we will be very proactive in helping your business achieve success. For more information contact the Northville Downtown Development Authority.