



Market Conditions

“You can be successful in Northville”

Opportunities Exist for Your Business

- Highlighted by approximately 200 businesses in the Downtown Development Authority (DDA) district, there is room to grow.
- Trade area spans a 4.13 mile radius and has a potential of \$2.25 billion in annual retail sales.
- Northville serves two diverse market segments, local residents and regional shoppers.
- Downtown Northville offers a unique combination of neighborhood convenience goods and services, as well as destination boutiques, galleries, and restaurants.

Vibrant Market with Excellent Customer Opportunities

- An average of 11,500 cars enter Downtown Northville each day.
- Over 2,200 free parking spaces (street parking, decks, and surface lots) provide ample availability and turnover.
- Downtown Northville has three theaters and year-round events that help support downtown restaurants, cultural arts, and retail stores.
- Street festivals and parades draw more than 300,000 visitors to town each year.
- Friday night concerts are a very popular summer event for Northville residents drawing large crowds each week to the downtown.

Properties Exist that Fit Your Needs

- Prime first floor retail and second floor professional space is available at competitive rates.
- An estimated \$20 million has been invested in redevelopment in the DDA area in the past three years
- More than 30 percent of the 232,000 sq. ft. of retail space has been newly constructed or substantially renovated in the past five years.
- Improved streetscape and landscape projects are outlined in the Downtown Strategic Plan for Downtown Northville.
- A complete profile of available properties is provided on the DDA website (www.downtownnorthville.com)

Great Customer Demographics

- A sophisticated and affluent community located in the booming technology/services corridor of southeast Michigan
- In the surrounding Charter Township of Northville area, housing has grown by 30 percent in the past ten years.
- Demographics of the area support downtown businesses.

	Total US	Michigan	Northville
Average Income	\$50,046	\$44,409	\$98,802
Per Capita Spending	\$21,587	\$22,168	\$43,454
College Educated	30.7%	28.8%	59.7%

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Opportunities Exist for Your Business

Characteristics	City of Northville	Northville Township
April 2009 Population	6,230	26,858
2015 Population	6,345	27,109
April 2009 Households	2,711	11,025
2000 Per Capita Income (in 1999 dollars)	\$43,454	\$40,258
2000 Median Household Income (in 1999 dollars)	\$83,961	\$81,541
2005 Median Household income	\$93,038	\$89,634
Percent of Households with Incomes Greater than \$150,000	2%	2%
2000 Percent Caucasian	6,145	18,538
2000 Percent Asian or Pacific Islander	124	897
2009 Persons per Household	2.3	2.44
2005 Median Age	40.6	40.3
Percent White-Collar Employed	82%	82%
Percent Married	52%	47%

Opportunities Exist for Your Business

- Strong partnerships exist between the DDA, Chamber of Commerce, City government, and Northville Central Business Association (NCBA).
- A business assistance grant program was established in 2008 offering funds for both physical improvement and professional resources.
- A City-wide cooperative marketing effort is in place.
- A Specially-dedicated DDA and Chamber staff is available to assist in opening your new business.