

MARKET STUDY – LATHRUP VILLAGE

Context

The analysis of the city's data is considered within the context of existing external forces, including:

Demographics. Many demographic trends impact all land uses everywhere but play an especially important role in future housing development. Two important trends of note:

- **Declining Birth, Fertility, and Marriage Rates.** Particularly in households whose residents range from 18 to 35, often defined as Millennials, declining birth, fertility, and marriage rates have modified the housing market as well as the length of time members of this age group stay in one area to live and maintain employment at one location. These households often desire mobility, which may lead to renting instead of purchasing homes, as well as seeking jobs versus careers with one employer or one geographic area. Many are technologically savvy.
- **Baby Boomers.** The second largest population cluster behind Millennials is commonly called Baby Boomers. Many have outgrown their houses and no longer prefer homeownership; they often seek environments that differ from the suburbia where they raised families.

Changing Non-Residential Activities and Uses of Land. Locally and nationally, there are fundamental changes to commercial activity and related development. Additional changes underway impacting future retail goods, related services, and professional services will result in significant changes to development patterns. Changes in technology are evolving that will impact even the smallest operations.

Retail in General. Retail is redefining itself. All aspects favor smaller operations more befitting traditional downtowns and mixed-use areas. There are virtually no components of the retail goods and services market, or office services where the adage "bigger is better" is any longer valid. Further, people no longer need to go shopping; anyone can purchase virtually any product desired or needed online at any time. Successful commercial is now, and in the future will be, more about the experience of the trip. "Experiential retailing" is a growing phenomenon.

- **Department stores.** There are only a few large national department store chains left, and they are all are facing challenges associated with changes in retailing formats.
- **Box stores.** Except for operations associated with TJX (including TJ Maxx, Marshall's, and Home Goods), other known national chains like Kohl's are financially struggling to compete with online entities. The largest operations, such as Walmart and Target, are rapidly moving online and expanding home delivery. The number of wholesale clubs and other box stores will continue to shrink.
- **Made to order and fit.** New technologies allow clothing and many other commodities to be made to fit. The entities offering such goods exist at present require much less space than traditional operations as inventory needs are reduced. One example is Indochino, a Canadian-based men's clothing operation. This retailer started its business online and now has 55 "showrooms" across North America.
- **Less space per operation.** Less inventory as a result of enhanced inventory control and "made to fit or order" technology application will continue to result in decreased space needs for all operations.
- **Online growth.** Purchasing online continues to grow at double-digit or exponential rates. Shifting of traditional box and mega stores to online operations will only further this growth.

- **Home delivery.** Home delivery is growing rapidly, whether for prepared foods, groceries, or other merchandise. Regional and national grocers including Meijer, Kroger, and Whole Foods are expanding their home delivery capabilities in the Detroit Metropolitan Area. The introduction of new technology for deliveries will further facilitate the growth of these services. New trends in home design, particularly in multi-family housing units now include areas designed explicitly to accommodate and hold deliveries.

Offices. Nationwide trends are impacting office space demand.

- **Professional offices in traditional multi-tenant spaces.** Less space per employee is the trend in offices. Open spaces to foster comfort and collaboration is also diminishing space needs in buildings, increasing internal net space.
- **Home office activity.** The home office is not yet the majority but is the most rapidly growing office "space" market. The market growth is a result of both a growing number of employees able to work from the home part or full-time and home-based business activity. This erodes the need for traditional office space. The space trends are favored by individuals in their 20s and 30s, large technology driven entities as well as professional services.
- **Medical services.** It is unlikely that future medical space growth will impact land use as significantly as in the past. Transitions will likely include the following:
 - The diminished number of independent practitioners.
 - The focus from treatment to wellness.
 - Growth in services likely through virtual activity and reaching out to employers, schools, etc., to deliver services in work, education, and other such environments.
 - Manufacturing. For the past six years, manufacturing has been returning to the U.S. The cost of labor has been and will continue to be minimized as a cost of production. New processes, such as 3D printing and new materials, will result in production in smaller spaces that do not require anything other than electricity and can complement existing or create new viable commercial, residential, and mixed clusters.

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Changing desires and attitudes. The market is changing in many ways as a result of changes in household demographics noted previously as well as desires of the population.

- **New housing options sought.** Baby Boomers are seeking different housing options, shopping experiences, and living environments than those associated with past generations of seniors.
- **Recreation and entertainment.** Both Baby Boomers and the Millennials are seeking, and participating in, passive and other recreational activities and new forms of entertainment. Interactive activities and technology-driven entertainment are increasingly desired.
- **Health and wellness.** As a result of fewer individuals having children at early stages of life, the large number of Baby Boomers past child-rearing age, and increased wellness consciousness, the desire for walkable environments in which to live has grown and will continue to be a desirable lifestyle in the future.

- **Jobs versus careers.** The young adult population relocates and shifts employment at a faster pace than any previous generation.

ROOFTOP/HOUSING UNIT TRENDS

Oakland County. From 2004 through 2018, the annual number of total new housing units permitted in Oakland County ranged from a low of 456 in 2009 to a high of 6,365 in 2004, with the latter being before the technical advent of the Great Recession (2008-9). From 2004 through 2018, a low of 11 multi-family units in 2011 to a high of 1,348 units multi-family units were permitted. While not achieving peak numbers, more than 1,000 multi-family units were permitted in 2016.

Table 1 - Oakland County Residential Building Permits 2004 through 2018*															
Year	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Total Units	2,642	3,707	3,196	2,645	2,458	2,705	1,901	1,277	1,230	456	801	1,218	2,462	4,638	6,365
Units in Single-Family Structures	2,482	2,744	2,143	2,180	2,114	2,296	1,880	1,266	959	443	667	1,135	1,984	4,050	5,017
Units in All Multi-Family Structures	160	963	1,053	465	344	409	21	11	271	13	134	83	478	588	1,348
Units in 2-unit Multi-Family Structures	16	4	60	58	16	14	6	0	4	0	2	12	58	26	40
Units in 3- and 4-unit Multi-Family Structures	71	105	49	44	49	60	15	11	26	13	15	22	46	39	129
Units in 5+ Unit Multi-Family Structures	73	854	944	363	279	335	0	0	241	0	117	49	374	523	1,179

*Developed by The Chesapeake Group, Inc. 2019. Based on the information furnished by jurisdictions to HUD.

Data shows that 2009 was the low point for permitting. When comparing numbers before this point and after, data shows that the yearly average single-family and non-single-family housing units permitted increased since 2011, the technical end of the Great Recession (2014), when compared to earlier years.

Table 2 - Totals and Average Annual Estimates for Housing Permits for Oakland County*			
	Total Units	Total Single	Total Non-single
2011 thru 2018	20,531	17,105	3,426
Average per year	2,566	2,138	428
2004 thru 2010	17,170	14,255	2,915
Average per year	2,453	1,751	416

*Developed by The Chesapeake Group, Inc. 2019. Based on the information furnished by jurisdictions to HUD.

Since the technical end of the Great Recession, Lathrup Village officially recorded no new housing units permitted through 2018.

PROPERTY TRENDS IN ZIP CODE 48076

Zip code 48076 encompasses Lathrup Village as well as sections of neighboring Southfield.

Typically, the average sale price per square foot for homes in Lathrup Village is above that in Southfield sections of the zip code, indicating market strength.

Table 3 – Sales by Number of Bedrooms*				
# of Bedrooms	Square Feet Lathrup Village	\$/Sq Ft Lathrup Village	Square Feet Southfield	\$/Sq Ft Southfield
All	1,819	\$125	1,580	\$122
2	1,299	\$131	891	\$112
3	1,602	\$131	1,306	\$123
4	2,232	\$114	2,083	\$125
5	2,213	\$121	2,185	\$103

*Developed by The Chesapeake Group, Inc. 2019.

As compared to detached homes noted above, the per square foot condominium sale prices in the zip code are generally lower than that for single-family homes, with an average of \$94 per square foot.

As would be anticipated, rental rates in the area vary by the number of bedrooms for units. The average rental rate is \$1,323, or \$1.15 per square foot, with an average square footage of 1,150 square feet per rental unit.

Table 4 - Rentals by Number of Bedrooms in Zip Code*		
# of Bedrooms	Square Feet	Rent/Month
1	826	\$1,111
2	1,287	\$1,395
3	1,600	\$1,499

*Developed by The Chesapeake Group, Inc. 2019.

Examples of apartments reviewed follow.

- | | |
|-------------------|---------------------------------|
| West Oaks | Cambridge Square |
| Keswick Manor | 42 West |
| Colony Park | Arbor Lofts |
| Knob in the Woods | Corner Place |
| Spring Haven | The Kensington at Beverly Hills |
| Cambridge Center | |

Senior apartments included in the review follow.

Solaire Senior Living	Meadowcrest Senior Apts
The Park at Trowbridge	Cambridge Towers
Highland Towers	Bowin Place

Based on interviews with representatives of the community and the real estate industry, some new retail operations, including food services, have opened in Lathrup Village over the past few years. Furthermore, certain property owners have filled formerly vacant spaces with retail, personal service, and professional service operations.

SURVEY OF RESIDENTS

The following are characteristics of the households that responded to the online survey.

- Ninety-eight percent of the sample resides in zip code 48076.
- The average number of people employed per household is 0.99.
- Thirty-nine percent of households have someone employed part-time.
- The range of primary income earners is 25 to 75 years of age or older. However, about one-half of the sample is 55 years of age or older, with the majority of these residing in Lathrup Village rather than Southfield.

Table 5 - Age of the Primary Income Earner*	
Age Cluster	Percent
25 to 34	10%
35 to 44	8%
45 to 54	34%
55 to 64	26%
65 to 74	16%
75 or over	6%

*Developed by The Chesapeake Group, Inc. 2019.

The following information is essential for the forecasting of demand for housing, retail, and other economic components.

GENERAL COMMERCIAL

- Typical households spend \$122 per week on average on groceries and related products.
- The three primary areas for grocery shopping, which is a surrogate for convenience shopping in general, are Southfield at Twelve Mile and Evergreen and Royal Oak.
- Most households purchase groceries at Kroger, Aldi, Market Fresh, Meijer, and Trader Joes.
- Less than one-third of the households have members that purchase grocery items at non-supermarket, non-box operations, like independent bakeries, farmers' markets, and

health food stores, at least twice per month. Many of the products purchased are available throughout the entire year.

- Online purchases are significant and symbolize the exportation of dollars from the community. About one-half of the households purchase merchandise online at least once per week. Nearly two-thirds (65%) of the homes have someone that buys merchandise online at least twice per month, indicating further exportation of dollars.

Table 6 – Products Purchased from Non-box, Non-supermarket Operations*	
Product	Percent
Fresh produce in season	72%
Fresh fruit in season	62%
Fresh or smoked fish	23%
Breads	35%
Other baked goods	34%
Meats	22%
Other	8%

*Developed by The Chesapeake Group, Inc., 2019.

- Large proportions of households (at least 64%) have one or more members purchasing either or both lunch and dinner outside of the home at food preparation establishments at least once per week.
- A substantial number of households have at least one person who eats lunch outside the home at least once per week. (This implies there is a lunch trade market from residents of the area as well as potential employees and others who live outside the area).

Table 7 - Frequency of Lunch and Dinner Trips Outside Home*		
Frequency	Lunch	Dinner
A few times/week	41%	25%
About once/week	23%	43%
About twice/month	12%	20%
Once/ month	12%	4%
4 to 9 times/year	8%	5%
Once or twice/year	4%	1%
Less often than once/year	0%	2%

*Developed by The Chesapeake Group, Inc. 2019.

- The preferred foodservice establishment for lunch and dinner is "local non-chain full-service restaurants."

Table 8- Type of Operation Preferred for Lunch and Dinner*		
Type of Food Establishment	Lunch	Dinner
A national or regional chain full-service restaurant	21%	23%
A local non-chain full-service restaurant	53%	62%
Fast food operation	10%	5%
All you can eat buffet	7%	1%
Other	10%	9%

*Developed by The Chesapeake Group, Inc. 2019.

- Lathrup Village is not identified as a location frequented for dinner.

ENTERTAINMENT HIGHLIGHTS

- Many residents either participate in or enjoy recreation and attending arts and cultural activities. Residents enjoy the following activities outside of their homes.

Table 9 – Activities in Which Residents Enjoy or Perform Outside the Home*	
Activity	Percent
Outside of Home Activity	Percent
Regularly scheduled exercises	55%
Playing music	45%
Dance	39%
Photography	27%
Any other arts and crafts of any type	25%
Peer book club or discussions on other topics	20%
Other performing arts	17%
Adult education classes	17%
Painting	16%
Writing, production, acting, or other involvement in live theater	15%
Readings or poetry	11%
Technology-driven activity such as 3D printing	9%
Computer training	8%
Film production	3%
Pottery production	3%

*Developed by The Chesapeake Group, Inc., 2019.

- About six in ten seek entertainment outside the home with a frequency of at least once/month.

Table 10 – Frequency Entertainment Activity Sought*	
Frequency	Percent
A few times/week	9%
About once/week	13%
About twice/month	23%
Once/ month	14%
4 to 9 times/year	18%
Once or twice/year	8%
Less often than once/year	18%

*Developed by The Chesapeake Group, Inc., 2019.

HOUSING

- Ninety-six percent of the households own the home in which they live in the Lathrup Village area.
- Ninety-nine percent live in Michigan full-time, with ninety-five percent living there eleven or more months in a year.
- Ninety-five percent reside in single-family homes.
- Eighty-six percent of the homes have at least three-bedrooms.
- Seventy-five percent have rooms or areas dedicated to work, crafts, or other activities.
- The average square footage of homes is 1,900.
- Almost one-half (47%) of all households have lived in their current home in the Lathrup Village area for 10 or more years.
- The average monthly rent or mortgage payments are \$875, including those with no monthly mortgage or rent payments.
- The average monthly rent or mortgage payments are \$1,400, excluding those with no monthly rent or mortgage payments. About four in ten households have no monthly payments reflecting tenure, living with other relatives, and different situations.

Table 11 - Monthly Rent or Mortgage Payment*	
Monthly Payment	Percent
None	38%
Less than \$750/month	4%
\$750 to \$999/month	5%
\$1,000 to \$1,249/month	14%
\$1,250 to \$1,499/month	14%
\$1,500 to \$1,749/month	16%
\$1,750 to \$1,999/month	4%
\$2,000 to \$2,499/month	5%

*Developed by The Chesapeake Group, Inc., 2019.

- About one-half of all households say they may be or are likely to move from their current home in the next five years.

Table 12 - Likely to Move in Next Five years*	
Likely to Move	Percent
Yes	22%
No	50%
Maybe	28%

*Developed by The Chesapeake Group, Inc., 2019.

- For those that may or are likely to move, the majority will seek the same size or smaller units than that which they currently occupy.

Table 13 - Likely Size of Future Housing Unit*	
Size of the Future Unit	Percent
Larger	12%
Smaller	37%
Same	38%
Uncertain	14%

*Developed by The Chesapeake Group, Inc., 2019.

- Life-style and changes in medical conditions are the two primary reasons for likely moves.
- Only fifteen percent of those that are likely or may move believe they will move from Michigan.
- One-fourth of all households believe that someone will move from their home in the next three years to create a new household.
- For those that may or are likely to move, "walkability" is a significant issue in the relocation. About three-fourths (74%) of all households that will potentially move defined being near work, recreational opportunities, and walking areas as being either "extremely important" or "very important." No responding household defined walkability as "not being important at all," and only six percent identified it as being "not so important."

Table 14 - Importance of Being Near Work, Recreation, and Walking Areas*	
Importance	Percent
Extremely important	39%
Very important	35%
Somewhat important	20%
Not so important	6%
Not at all important	0%

*Developed by The Chesapeake Group, Inc. 2019.

TRANSPORTATION

- There is an average of 2.2 vehicles per household.

- About eight in ten households have one or more members that walk at least a few times per month for work, recreation, and health reasons. Six in ten households have one or more members that walk at least once a week for work, recreation, and health reasons.

Table 15 - Frequency of Riding a Bicycle or Walking for Work, Recreation, or Health*						
Means	Once/ week or +	A few times/month	Once/ month	A few times/year	Less Often	Rarely or never
Bicycle	23%	12%	10%	14%	7%	36%
Walk	61%	20%	4%	8%	1%	6%

*Developed by The Chesapeake Group, Inc. 2019.

ADDITIONAL INFORMATION FOR PLANNING PURPOSES

Most households defined the availability of all but housing options, the availability of professional and personal services, and walking experiences that are safe, comfortable, and interesting in Lathrup Village as either "poor" or "fair."

Table 16 - Perceptions of Specific Lathrup Village Characteristics or Qualities*					
Quality/Characteristic	Poor	Fair	Good	Very Good	Excellent
Housing options	1%	8%	31%	41%	19%
Availability of professional and personal services	14%	27%	31%	22%	6%
Shopping options to which I can walk	67%	23%	7%	2%	0%
Lathrup Village's shopping experience	58%	30%	9%	4%	0%
Lathrup Village's' restaurant options	38%	43%	15%	1%	2%
Walking experiences that are safe, comfortable, and interesting	15%	21%	32%	26%	6%
The availability of places that I can live. recreate, walk, and work at pr near one location	27%	34%	26%	12%	1%

*Developed by The Chesapeake Group, Inc. 2019.

DEMAND ESTIMATES/MARKETABLE ACTIVITY

The following are estimates of marketable activity for Lathrup Village. The opportunities are not linked to any specific proposal or land area.

HOUSING

Based on historical patterns in the County, Village, as well as an additional database derived from The Chesapeake Group's surveys of residents in other areas of the County, the potential for new housing units in Lathrup Village is defined. Two scenarios are presented for senior housing. One is defined as "Market Share," while the other is called "Increased Market Share." Market share is an important economic concept implying "holding one's own" or maintaining economic parity. It is noted that both estimates are do not reflect holding capacity of available land, buildings, current zoning, current planned activity, or any existing development

regulations. To achieve the figures, which are based solely on market factors, will require redevelopment or other similar options.

As contained in Table 16, the market could support 77 additional non-senior-oriented housing units and 130 market-rate senior-related housing in Lathrup Village by 2030. In the “Increased Market Share” alternative, Lathrup Village could support a total of roughly 150 new senior-related housing units by 2030. These could be in the form of single-family structures or non-single-family structures such as duplexes, townhome, mid-rise three to four-story structures, and other attached structures. Furthermore, many of the residents of the new housing would likely result from the relocation of existing residents, freeing existing housing for households headed by other active adults or younger.

Table 17 - Housing Opportunities for Lathrup Village*		
Lathrup Village Opportunity - Non-Senior Specific		Total
2020 to 2030		77
Niche Senior Housing (market rate)	Increased Market Share	Market Share
2020 to 2030	150	130

*Developed by The Chesapeake Group, Inc. 2019.

RETAIL GOODS & RELATED SERVICES

New rooftops (additional housing units) result in increased spending and demand for retail goods and related supportable space. It is noted that no jurisdiction can be expected to capture all demand created by any market. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to the Village for a range of purposes will spend money in the Village. Particularly during midday, people who work near the Village come to the Village for food services and other retail. Some dollars are exported, while others are imported to the Village.

Based on the anticipated growth in rooftops, Lathrup Village is expected to be only able to support any additional square feet of retail goods and related services space by 2030. On the other hand, there is the potential to capture exported space in "Food," "General Merchandise," and "Miscellaneous" retail that includes operations such as Barber/Beauty salons, Book Stores, Florist/ Nurseries, Paper/Paper Products, and Gifts and Novelties. The catalytic activity and focus would be on specialty food activity.

Table 18 - Potential Retail Space Derived from Added Rooftops Only*			
Category	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	20,560	22,407	1,759
Eat/Drink	30,276	32,995	2,719
General Merchandise	103,789	113,114	9,324
Furniture	4,413	4,810	397
Transportation	44,779	48,803	4,025
Drugstore	7,886	8,594	709
Apparel	14,707	16,027	1,320
Hardware	39,197	42,722	3,521
Vehicle Service	27,441	29,908	2,467
Miscellaneous	68,863	75,055	6,185
TOTAL	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc. 2019.

OFFICE SPACE

The office market continues to change with the increased emphasis on flexible work arrangements, co-working space, and in-home live/work activity. Added rooftops increase demand for professional services and related space derived from the new households. Rooftop growth and the identified desire of people to work near home also provides the opportunity for office space growth.

New demand generates about 137,000 square feet of office space by 2030. However, about forty-five percent of the space will be "in homes." There is a potential unmet niche for co-working space in Lathrup Village. Personal and professional service space should be viewed as likely uses to fill vacant spaces.

CONCLUSIONS & SUGGESTED ACTIONS TO FACILITATE OPPORTUNITIES

The following are potential policies and actions to strengthen economic activity and to enhance the ability to seize anticipated future opportunities.

1. Enhance walkability within neighborhoods.
2. Create or enhance spaces for activity for meetings, small family events, etc.
3. Expand specialty food opportunities beyond the traditional farmers' market.

While reinvestment is apparent through enhanced facades, growth in personal and professional services' space, and new restaurants, in the main commercial corridor of the Village continues to be hindered by a catalytic effort on the former school buildings and property and contiguous properties.

The following should be further explored to mitigate conditions.

- Recruit a developer or developer partner to buy, lease, or pursue partnership options with current owners.
- Explore mixed-use of activity on the site and buildings that include active adult and the gamut of senior living arrangements
- Utilize space on first floors for pop-up retail activity year-around and seasonal
- Explore reuse for the above in combination with co-working space.
- Expand community activity space for arts, culture, educational training.

The following is also suggested.

- If needed to increase development density options, explore the transitioning of alleys in the rear of the key parcels to private use or consideration in density requirements.
- Consider and explore funding for potential five-year tax abatement, an equity financing fund, public-private investment funding entity for a stake in redevelopment, or other mechanisms to diminish short-term redevelopment risk and increase the probability of property redevelopment.

APPENDIX

Condos

Avg Square Feet	\$/Sq Ft	Avg HOA Monthly Fee
919	94	272

Rentals

Square Feet	Rent/Month	#/sq ft
1149	1323	1.15

Weekly Spending	Percent
Less than \$35	4%
\$35 to \$44.99	5%
\$45 to \$59.99	3%
\$60 to \$74.99	13%
\$75 to \$99.99	14%
\$100 to \$124.99	21%
\$125 to \$149.99	17%
\$150 to \$199.99	10%
\$200 to \$249.99	5%
\$250 to \$299.99	4%
\$300 or more	2%

*Developed by The Chesapeake Group, Inc., 2019.

Locations for Lunch

10 Mile
 12 Mile
 Birmingham
 Detroit
 Ferndale
 Lathrup Village
 Midtown Detroit
 Novi
 Pontiac
 Royal Oak
 Southfield
 Village Glen
 Warren
 West Bloomfield

*Developed by The Chesapeake Group, Inc., 2019.

Locations frequented for dinner

- 10 Mile and Evergreen
- 11 and Evergreen
- 12 Mile & Southfield
- Berkley
- Birmingham
- Clawson
- Detroit
- Farmington Hills
- Ferndale
- Oak Park
- Pontiac
- Royal Oak
- Southfield

*Developed by The Chesapeake Group, Inc., 2019.

Online purchases

Frequency	Percent
A few times/week	22%
About once/week	27%
About twice/month	16%
Once/ month	11%
4 to 9 times/year	11%
Once or twice/year	9%
Less often than once/year	4%

*Developed by The Chesapeake Group, Inc., 2019.

Size	Percent
Under 750 square feet	1%
1,000 to 1,999 square feet	51%
2,000 to 2,499 square feet	26%
2,500 to 2,999 square feet	15%
3,000 to 3,499 square feet	4%
3,500 square feet or more	1%

*Developed by The Chesapeake Group, Inc., 2019.

Primary Reason For Move	Percent
life-style changes	24%
increase in the number of people living in the residence	3%
decrease in the number of people living in the residence	9%
housing market conditions	8%

rental conditions	0%
changes in a household member's physical conditions/medical change	18%
changes in fiscal conditions	6%

*Developed by The Chesapeake Group, Inc., 2019.

Category	2020 Sales	2030 Sales	2020-30 Sales	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	12,925,000	14,086,000	1,106,000	20,560	22,407	1,759
Eat/Drink	12,716,000	13,858,000	1,142,000	30,276	32,995	2,719
General Merchandise	17,487,000	19,058,000	1,571,000	103,789	113,114	9,324
Furniture	1,917,000	2,090,000	172,000	4,413	4,810	397
Transportation	13,663,000	14,891,000	1,228,000	44,779	48,803	4,025
Drugstore	8,044,000	8,766,000	723,000	7,886	8,594	709
Apparel	5,300,000	5,776,000	476,000	14,707	16,027	1,320
Hardware	9,619,000	10,484,000	864,000	39,197	42,722	3,521
Vehicle Service	11,272,000	12,285,000	1,013,000	27,441	29,908	2,467
Miscellaneous	17,244,000	18,794,000	1,549,000	68,863	75,055	6,185
Advert. Signs, etc.	275,904	300,704	24,784	1,003	1,093	90
TOTAL	110,187,000	120,088,000	9,844,000	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc., 2019.

Sub-category	2020 Sales	2030 Sales	2020-30 Sales	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	12,925,000	14,086,000	1,106,000	20,560	22,407	1,759
Supermarkets	10,792,375	11,761,810	923,510	16,352	17,821	1,399
Independents	1,034,000	1,126,880	88,480	2,585	2,817	221
Bakeries	284,350	309,892	24,332	948	1,033	81
Dairies	168,025	183,118	14,378	467	509	40
Others	646,250	704,300	55,300	208	227	18
Eat/Drink	12,716,000	13,858,000	1,142,000	30,276	32,995	2,719
General Merchandise	17,487,000	19,058,000	1,571,000	103,789	113,114	9,324
Dept. Stores	6,190,398	6,746,532	556,134	25,793	28,111	2,317
Variety Stores	1,259,064	1,372,176	113,112	7,406	8,072	665
Jewelry	1,206,603	1,315,002	108,399	1,699	1,852	153
Sporting Goods/Toys	1,906,083	2,077,322	171,239	7,624	8,309	685
Discount Dept.	6,557,625	7,146,750	589,125	59,615	64,970	5,356
Antiques, etc.	87,435	95,290	7,855	380	414	34
Others	279,792	304,928	25,136	1,272	1,386	114

Furniture	1,917,000	2,090,000	172,000	4,413	4,810	397
Furniture	289,467	315,590	25,972	934	1,018	84
Home Furnishings	398,736	434,720	35,776	1,477	1,610	133
Store/Office Equip.	302,886	330,220	27,176	631	688	57
Music Instr./Suppl.	82,431	89,870	7,396	412	449	37
Radios,TV, etc.	843,480	919,600	75,680	959	1,045	86
Transportation	13,663,000	14,891,000	1,228,000	44,779	48,803	4,025
New/Used Vehicles	4,782,050	5,211,850	429,800	11,955	13,030	1,075
Tires, Batt., Prts.	6,025,383	6,566,931	541,548	25,106	27,362	2,256
Marine Sales/Rentals	724,139	789,223	65,084	1,957	2,133	176
Auto/Truck Rentals	2,131,428	2,322,996	191,568	5,761	6,278	518
Drugstore	8,044,000	8,766,000	723,000	7,886	8,594	709
Apparel	5,300,000	5,776,000	476,000	14,707	16,027	1,320
Men's and Boy's	694,300	756,656	62,356	1,736	1,892	156
Women's and Girl's	1,759,600	1,917,632	158,032	4,756	5,183	427
Infants	111,300	121,296	9,996	371	404	3
Family	1,473,400	1,605,728	132,328	5,894	6,423	529
Shoes	1,107,700	1,207,184	99,484	1,259	1,372	113
Jeans/Leather	21,200	23,104	1,904	71	77	6
Tailors/Uniforms	95,400	103,968	8,568	477	520	43
Others	37,100	40,432	3,332	143	156	13
Hardware	9,619,000	10,484,000	864,000	39,197	42,722	3,521
Hardware	4,655,596	5,074,256	418,176	16,929	18,452	1,521
Lawn/Seed/Fertil.	182,761	199,196	16,416	538	586	48
Others	4,780,643	5,210,548	429,408	21,730	23,684	1,952
Vehicle Service	11,272,000	12,285,000	1,013,000	27,441	29,908	2,467
Gasoline	3,832,480	4,176,900	344,420	2,643	2,881	238
Garage, Repairs	7,439,520	8,108,100	668,580	24,798	27,027	2,229
Miscellaneous	17,244,000	18,794,000	1,549,000	68,863	75,055	6,185
Advert. Signs, etc.	275,904	300,704	24,784	1,003	1,093	90
Barber/Beauty shop	1,051,884	1,146,434	94,489	5,259	5,732	472
Book Stores	793,224	864,524	71,254	4,407	4,803	396
Bowling	396,612	432,262	35,627	3,966	4,323	356
Cig./Tobacco Dealer	120,708	131,558	10,843	241	263	22
Dent./Physician Lab	689,760	751,760	61,960	2,122	2,313	191
Florist/Nurseries	1,293,300	1,409,550	116,175	3,043	3,317	273
Laundry, Dry Clean	586,296	638,996	52,666	1,954	2,130	176
Optical Goods/Opt.	413,856	451,056	37,176	1,182	1,289	106
Photo Sup./Photog.	1,189,836	1,296,786	106,881	3,400	3,705	305
Printing	1,396,764	1,522,314	125,469	5,079	5,536	456
Paper/Paper Prod.	741,492	808,142	66,607	3,707	4,041	333
Gifts/Cards/Novel.	2,465,892	2,687,542	221,507	8,220	8,958	738
Newsstands	137,952	150,352	12,392	276	301	25
Video Rent/Sales	2,241,720	2,443,220	201,370	11,209	12,216	1,007
Others	3,448,800	3,758,800	309,800	13,795	15,035	1,239
TOTAL	110,187,000	120,088,000	9,844,000	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc., 2019.

