

verified the results of the survey, and spoken in favor of confining commercial development to the areas it already exists. Consequently, although the survey is twenty years old, it is still considered valid with respect to commercial development.

Existing Retail Conditions

When it was a rural community, Lyon Township had limited shopping opportunities. Commercial uses were generally confined to New Hudson and the City of South Lyon, although some agricultural-related businesses were found among the farms of the Township. With the decline of large farms and the growth of population, the existing commercial areas have expanded and new commercial shopping centers have developed.

A Shopping centers are generally defined as a group of architecturally unified commercial establishments built on a site that is planned, developed, owned and managed as an operating unit related in its location, size and type of shops to the trade area that it serves. Four basic types of shopping centers are recognized: regional, community, neighborhood and convenience shopping centers.

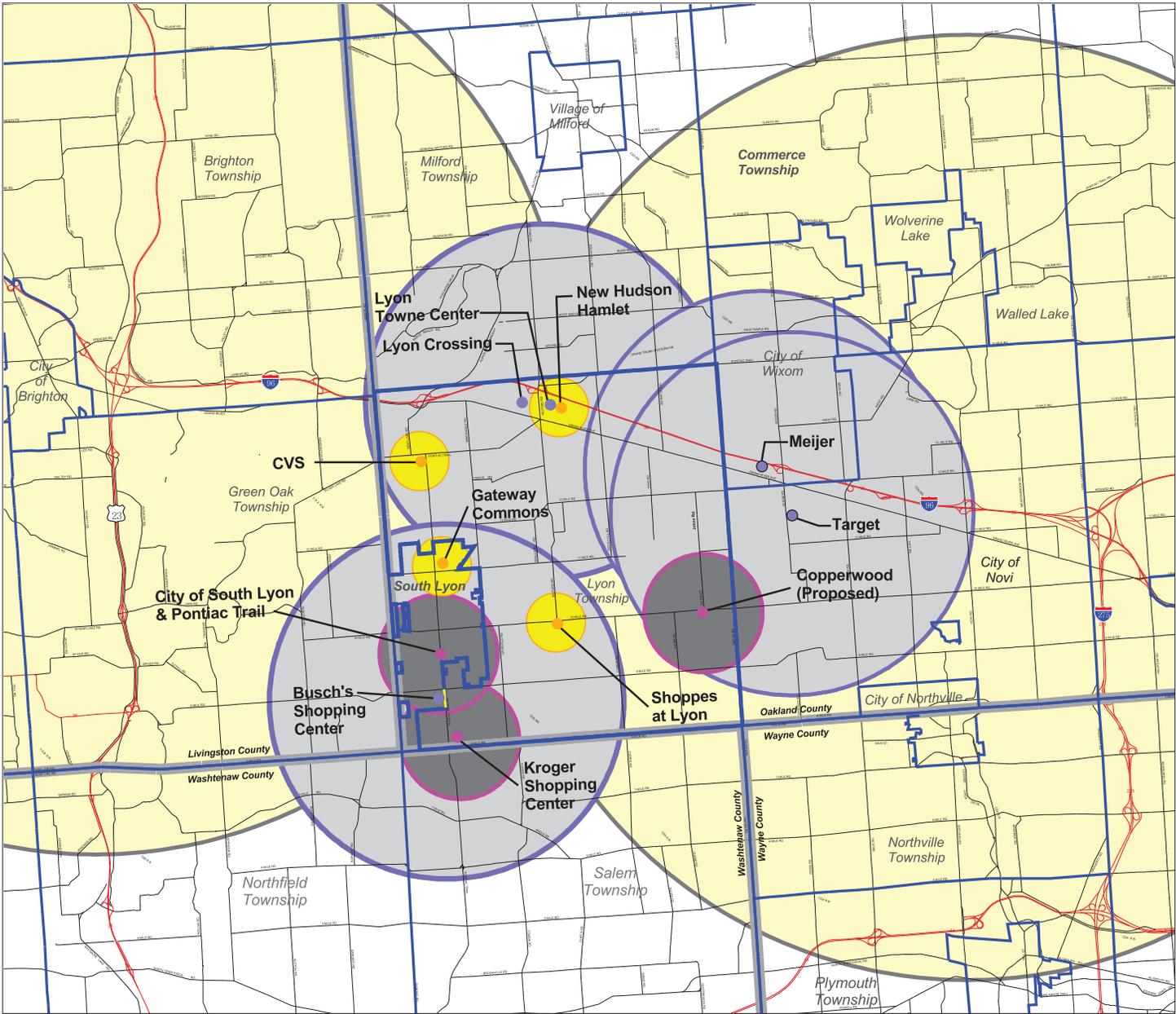
Regional. Regional shopping centers provide a variety of shopping goods, general merchandise, apparel, furniture, and home furnishings. Regional centers are typically anchored by one or more full-line department stores and have supporting retail, such as restaurants, within or nearby. Having a traditional market area of 8 to 12 miles, regional centers range in size from 300,000 to 1 million square feet, with a site area of 30 acres or more. The minimum support population for a regional shopping center is 150,000 people.

Lyon Township, located roughly midway between Novi and Brighton, lies on the edge of two existing regional shopping areas (see Map 4). To the east, Novi's Twelve Oaks Mall and surrounding area provide full-line department stores and numerous comparison retailers. To the west, Brighton also provides comparison shopping for clothing, furniture, major appliances, and automobiles. Other big-box development, offering regional-scale shopping, is creeping towards Lyon Township along the I-96 corridor. Combined, these existing regional shopping areas are within a reasonable distance of Lyon Township.

Community. Community shopping centers do not have full-line department stores, which would automatically categorize them as regional shopping centers. A community shopping center has a greater market area than a neighborhood shopping center but is still typically anchored by a supermarket or discount store. Other traditional anchor tenants are a junior department store or a hardware/home improvement store, along with a supermarket. Community centers draw from a 3 to 5 mile radius and range in size from 100,000 square feet to 300,000 square feet, with a site area of 10 to 30 acres. The minimum support population for a community center is 40,000 to 150,000 people.

Map 4 Retail Market Area

Charter Township of Lyon,
Oakland County, Michigan



-  Regional Market Areas (8 mile radius)
-  Community Market Areas (3 mile radius)
-  Neighborhood Market Areas (1 mile radius)
-  Convenience Retail Area
-  Roads
-  Municipal Boundaries
-  County Boundaries

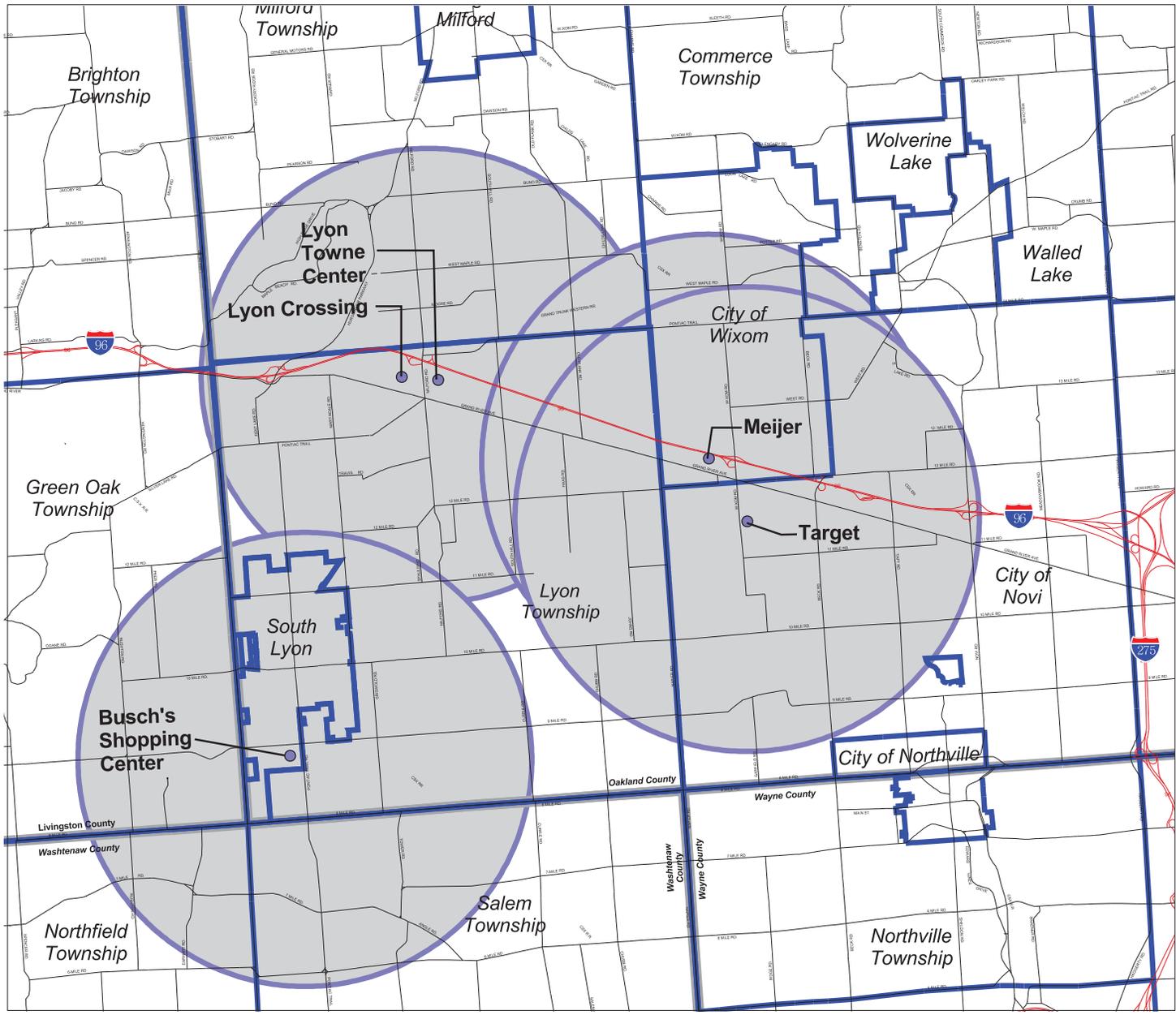
Base Map Source: Michigan Department of
Natural Resources, Spatial Data Library



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Map 5 Existing Community Retail Market Area

Charter Township of Lyon,
Oakland County, Michigan

-  Community Market Areas (3 mile radius)
-  Roads
-  Municipal Boundaries
-  County Boundaries

Base Map Source: Michigan Department of
Natural Resources, Spatial Data Library



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Community shopping centers serving Lyon Township are found inside as well as outside of the Township limits. As illustrated on Map 5, community shopping centers are available in Novi and Wixom (see Map 5). The Meijer store on Grand River Avenue and the Target store on Wixom Road are close enough to include portions of Lyon Township in their 3 to 5-mile radius trade areas. Township residents can obtain everyday goods within reasonable proximity to their homes at these community shopping centers.

South Lyon also provides community-scale shopping. Combined with the community-scale retail available south of the city along Pontiac Trail, the entire southwest quarter of the Township is within adequate distance to a community shopping center.

With the addition of Lyon Towne Center (and eventually, Lyon Crossing), the New Hudson area is considered a community-scale retail center. Assisted by the upper-reaches of the South Lyon shopping area and the western end of the Wixom and Novi community shopping centers, New Hudson makes the northern half of Lyon Township (both the northwest and northeast quarters) within adequate distance to a community shopping center.

This leaves the southeast quarter of Lyon Township outside of a community shopping center area. This, however, does not automatically mean that additional community shopping centers are needed. As Lyon Township is a semi-rural area, residents generally tolerate somewhat longer distances to general merchandise retailers. Some even prefer being outside of the normal range. Additional community shopping areas are not needed to serve the existing and future residents expected within the time-frame of this Plan. As the Township develops and the trends in housing, local economy, retail markets, public infrastructure and overall land use pattern emerge, the need for additional community-scale retail areas may arise. If found to be needed at all, the extent and location of any new community commercial areas cannot be determined until such trends and patterns become apparent.

Neighborhood. Neighborhood shopping centers are intended to satisfy the convenience shopping needs of residents in the immediate trade area. A grocery store or pharmacy is typically the anchor tenant in a neighborhood center. Serving customers within 1 to 3 miles, a neighborhood center usually ranges in size from 30,000 to 100,000 square feet and has a site area of 3 to 10 acres. A minimum population of 2,500 to 40,000 is needed to support a neighborhood center.

Until recently, the Township had little neighborhood-scale retail. Prior to the development of the newer shopping centers, New Hudson Center (home to the Roundabout Market (formerly the New Hudson Market) and the New Hudson Discount Pharmacy and a few other businesses) was the only real neighborhood shopping center. Other stores and shops along Grand River Avenue offered the opportunity for neighborhood-scale retail, but the mix of businesses was heavy with auto service and parts dealers, and other untraditional retailers. In other words, the retail buildings existed but the merchandise within those buildings did not include everyday items.

Now, existing or proposed neighborhood shopping centers are found throughout the Township (see Map 6). Roughly half of the Township is within a couple of miles of neighborhood-scale retail. Some of the northeast quarter of the Township is within the neighborhood shopping range of the new and old retailers in New Hudson.

Since much of this quarter is primarily industrial, it is not as important to provide for daily consumer needs there (although industrial facilities do need certain types of commercial support services, like restaurants, convenience stores, office supply stores, etc.). In the northwest quarter, portions are served by New Hudson as well. Also, a CVS/Pharmacy, located at the corner of Silver Lake Road and Pontiac Trail, provides neighborhood-scale retail. The southwest quarter is within range of South Lyon for neighborhood retail, including Gateway Commons at Pontiac Trail and Eleven Mile Road, and by a small commercial center at Ten Mile and Milford Roads in the Township. This center, called Shoppes at Lyon, and a proposed neighborhood center on the south side of Ten Mile Road at Johns Road, is intended to provide daily necessities to the southeast quarter of the Township.

Some gaps in complete neighborhood-scale retail coverage may exist in the Township. However, in order to satisfy both the retail needs and the preferences of residents to confine commercial areas, slight gaps will be tolerated. It will be, therefore, important to encourage efficient use of the neighborhood-scale retail areas.

Convenience. A convenience center contains a group of small shops and stores dedicated to providing a limited range of personal services and convenience goods for customers making a quick stop. Mini-markets, laundromats, beauty or barber shops, and video stores are traditional convenience center tenants. They typically draw the majority of their customers from the immediate vicinity or passers-by. A typical convenience center will have 2 to 3 stores and a total gross leasable area of about 80,000 sq. ft.

Retail Analysis

The primary purpose of the retail analysis is to determine how many square feet of retail floor space the population of Lyon Township can support. It is desirable to have this information by category of retail.

In reality, there is overlap between the categories of shopping centers. For example, neighborhood centers will frequently sell convenience goods and vice versa. Consequently, for this segment of the retail analysis the neighborhood and convenience goods centers have been combined.

The first step in the retail analysis involves data collection, beginning with relevant data about households in Lyon Township. Households are the basic unit of measuring the economic capacity of a community. According to SEMCOG, there were 5,288 households in Lyon Township in 2009, with an estimated population of 13,907. The estimated mean household income in 2009 was \$92,989, according to the U.S. Census Bureau American Community Survey (Table 4-1). This figure was derived using the Bureau of Labor Statistics Inflation Calculator.