

RETAIL AND OFFICE ANALYSIS

Introduction

This chapter seeks to provide an overview of the retail and office needs of the Township. It is not a market study or a feasibility analysis for new businesses. Rather, it is meant to generally establish a baseline of existing retail and office uses in order to determine if the needs of existing residents are being met given current spending patterns. The needs of future residents are projected based on current resident habits.

Retail, office, and industrial development in Lyon Township has traditionally been affected by three key parameters:

1. **The Market.** Commercial and office development is directly related to population and household growth and average household income, whereas industrial development is closely related to growth of industry in the region and the ability of the Township to accommodate that growth.
2. **Land Use Policies.** The Township's master plan and zoning ordinance set forth a relatively straightforward pattern for non-residential development: a large industrial corridor along Grand River Avenue and two clusters of commercial development in the New Hudson area and adjacent to South Lyon. There are a few exceptions to this pattern, but in general, most non-residential development has followed the pattern outlined in the Township's planning and zoning documents.
3. **Residents' Preferences.** Resident's preferences continue to shape land use policies. The Lyon Township Community Survey revealed that residents place a higher value on preservation of rural open space rather than widespread non-residential development.

Furthermore, most residents thought that commercial development should be confined to the three general areas where it was already present: south of South Lyon on Pontiac Trail; at the Milford Road interchange with I-96; and along Grand River Avenue in the New Hudson area. Over the years there have been several public hearings at which residents have consistently

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.