

- Clothing and clothing accessories stores
- Sporting goods and hobby shops
- Gift stores
- Arts and crafts stores
- Cultural facilities

The evaluation cautioned, however, that even though the analysis indicates that some categories are underserved, it is likely that big-box superstores (e.g., Wal-Mart) are already meeting at least some of the demand. Thus, it is important for local businesses to differentiate themselves from the big box stores if they want to be successful. This can be accomplished by providing quality, service, uniqueness, or other features that the superstores can't match. It is unlikely that a local business will be able to compete with a big box store on the basis of convenience or price.

The market evaluation noted the need for gasoline stations, but made the observation that they are not compatible with the vision for the New Hudson hamlet. However, these may be locations at the outer edges of the ring road that are appropriate.

Food and beverage stores will have to find a niche that larger stores cannot fill. For example, specialty food stores, such as a local market, or a market that sells fruits and vegetables, might have success. A grocery store that goes head-to-head with Wal-Mart or Meijer will find it difficult to compete on the basis of convenience or price.

Office Analysis

Office users can be categorized as retail and non-retail. Retail office users are those who provide services directly to the residents and businesses in the community in which they are located. Non-retail office users are those who provide for services to consumers in a larger area, region or even globally.

Office space for non-retail office users is typically developed in concentrated areas with good access to regional transportation routes. Such locations minimize the risk to the office building owner by increasing the number of potential tenants. Communities to the east, particularly Novi and Farmington Hills, have established a significant position in the market as preferred locations for development of planned general office complexes. Lyon Township is not currently a preferred location for general office development.

Non-retail office users may also be located outside of the major market areas. These outside locations may be chosen for proximity to important clients. Or, in suburban areas, the owner or principals of office-based businesses may open their office to be close to their home. Non-retail offices located outside of major markets tend to be driven by the end-user, with speculative buildings being less common than built-to-suit buildings.

Retail Office Users. Retail office users tend to locate in proximity to the area residents and business they serve. Sites for retail offices are often in or adjacent to retail shopping centers, and along major transportation corridors. As with retail goods, retail offices with larger market areas seek to locate in or near larger scale shopping areas, where major transportation routes connect the business with larger populations.

Retail offices may be developed as a single tenant building with an end user identified prior to construction. Speculative development of retail offices can occur, but often the developer will have one end-user identified and then plan additional space speculatively in a multi-tenant building.

Lyon Township is not immediately part of a major office market. Thus, it is not likely to experience large scale speculative office development. More likely, as supported by past trends, the Township is suited to retail office users, and to small-scale office developments driven by the location demands of end-users.

Appropriate Locations for Office Space. The most logical place for any non-retail office user to locate their business is in New Hudson or South Lyon. The plan for New Hudson includes sufficient space for any expanding or relocating non-retail office user seeking to locate in the Township. Space to accommodate new retail office users is partially accounted for in the above retail analysis.

Any area in or adjacent to New Hudson, or along Pontiac Trail south of the City of South Lyon, is appropriate for further retail office uses if increased demand becomes apparent. Within the rest of the Township, areas directly adjacent to existing or planned commercial areas can be considered for additional office uses if necessary, provided that the office use cannot be accommodated within the actual commercial area.