



CITY OF
LINCOLN
PARK

SOUTHFIELD DIX
REDEVELOPMENT PLAN

THE SITE

THE LINCOLN PARK SHOPPING CENTER

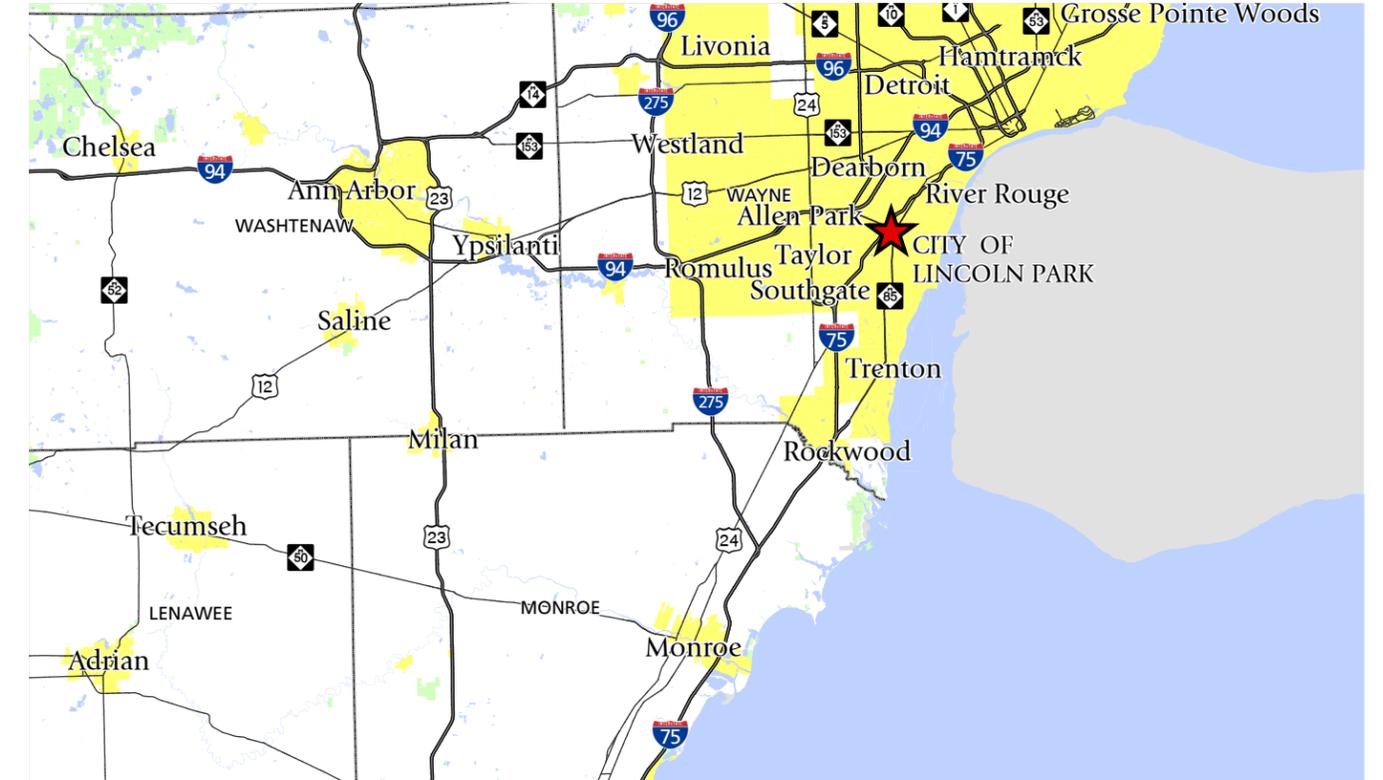
The Lincoln Park Shopping Center at the corner of Southfield Road and Dix Highway is a longstanding community icon. Since the 1950s, the water tower emblazoned with the Sears logo has signaled the gateway to Lincoln Park. The Shopping Center was the first of its kind in Metro Detroit, bringing a new kind of retail out of the traditional city center shopping districts and into the newly-booming suburbs.

After decades of success and service, the site is ready for transition to meet the demands of a new economy. A shopping center format exclusively designed around automotive access is vulnerable to shifting transportation preferences. Retail disruption has shown the value of buildings designed for flexible reuse. The role of trees and landscaping in site design has transformed from a luxury to a value-producing necessity.

What has not changed is the importance of this site to the City of Lincoln Park and its citizens. Its size, history, visibility, and regional access make it one of the City's primary assets, and it is of the utmost importance to ensure that new development serves Lincoln Parkers at least as well as its predecessor. To that end, the City has identified it as a Priority Redevelopment Ready Site.

Redevelopment Ready Communities®

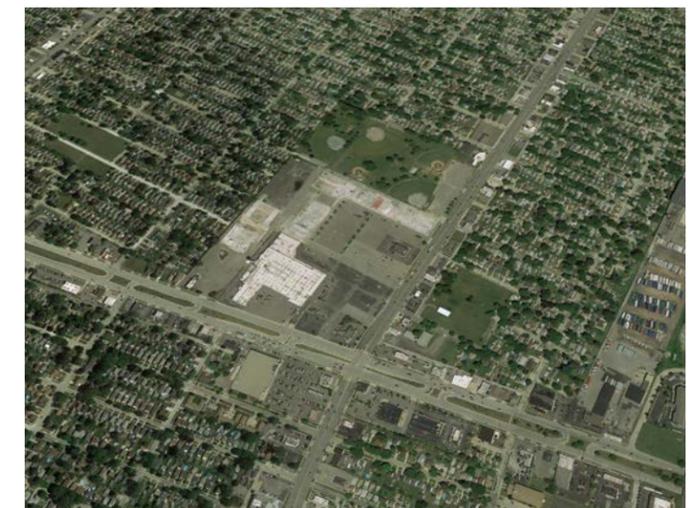
Redevelopment Ready Communities (RRC) is a statewide program that certifies communities actively engaging stakeholders and planning for the future. Certification signals to business owners, developers and investors that a community has removed development barriers by incorporating deliberate, fair and consistent processes. This priority Redevelopment Ready Site has been targeted by the community for investment. By partnering with an RRC certified community, you can help turn a community's vision into reality while experiencing a smooth development process.



CITY OF LINCOLN PARK Regional Location

Data Sources: State of Michigan Geographic Data Library, Michigan DNR Open Data Portal

- Freeways
- State Roads
- County Boundary
- DNR Lands / Parks
- Cities
- Lakes / Ponds
- Rivers / Streams



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SITE DATA

PROJECT OPPORTUNITY

The 30-acre property, located at the corner of two major thoroughfares Southfield Road and Dix Highway, was developed in 1957 as a regional destination shopping center with Sears as the primary anchor department store. By early 2019, the strip-style buildings had been demolished, and the Sears store—which remained one of the chain’s best performers to the very end—had closed its doors. Its longevity was impressive, and the site was firmly established as a shopping destination to the Downriver area for over 60 years. Independent outbuildings on the site house two remaining tenants: Bank of America at the corner of Dix and Southfield, and Big Boy on Dix Highway.

SURROUNDING USES AND AMENITIES

The property is located on a highly visible corner that sees about 54,500 of annual average daily traffic (AADT) on Southfield Road and another 35,600 on Dix Highway. This corner property is also about a half mile from I-75, less than 2 miles from an I-94 exchange, and over a half mile from the floodplain. In addition to car traffic, the regional SMART bus line 140 runs along Southfield Road connecting Wyandotte to the Dearborn Transit Center via the City of Lincoln Park. The site is located on a commercial corridor with other prominent businesses within close proximity: Kroger, AT&T, Starbucks, Bank of America, Chicken Shack, Arby’s, Pizza Hut, Wendy’s, and McDonalds, among several other well-known businesses that could be destinations for passers-by. There are 1,653 households within walking distance (1/2 mile) to this commercial hub. Those numbers demonstrate that aside from being in a commercial zone, the site is surrounded by residential neighborhoods. Expanding outward to a two-mile radius, there are 26,239 households within a short drive or bicycle trip to this intersection. Adjacent to the site is the popular Quandt Park, a versatile community park that serves as a neighborhood amenity.

ZONING AND SITE DESIGN

The site is located in the Regional Business District (RBD), which is intended to permit a wide range of businesses in large-footprint buildings designed to serve communities throughout the region in addition to Lincoln Park. Because they both generate and benefit from high volumes of vehicular traffic, they are best suited on major thoroughfares and freeway ramps, like this site.

The City prefers to redevelop this site as a Planned Unit Development (PUD) in order to maximize the flexibility for both developer and municipality. A PUD is a zoning tool designed to allow the specific use and dimensional regulations of a parcel to be determined on an individual

SITE SIZE	1,300,248 sf / 29.85 acres
FRONTAGE	1,000 lf on Southfield 1,255 lf on Dix
EXISTING STRUCTURES	1 building, approximately 175,000 sf
AADT	54,500 Southfield Road 35,600 Dix Highway
ACCESS TO TRANSIT	SMART Bus route 140
ZONING	Current: Regional Business District Preferred: Planned Unit Development
DDA	No
FLOODPLAIN	No
BUILDING HEIGHT	2 stories or 25 feet Negotiable under PUD
DENSITY	Up to 20 units per acre with PUD
PARKING	Negotiable; guideline of 5 spaces per 1,000 sf of gross floor area
MASTER PLAN	Regional Commercial Center
PREFERRED DEVELOPMENT	Entertainment, dining, retail

basis through negotiation rather than strictly adhering to the provisions of a district in the Zoning Ordinance. It is generally appropriate to use this tool when the development under consideration would have a “recognizable and substantial benefit to the ultimate users and to the community” and would yield a higher-quality development than would be permitted under a conventional zone.

The size, community esteem, and potentially large impact of this property make this site a strong candidate for a PUD. Considerations of massing, visual impact, landscaping, parking, access, and stormwater management will be of primary importance in site design.



THE VISION

COMMUNITY AND DESIGN

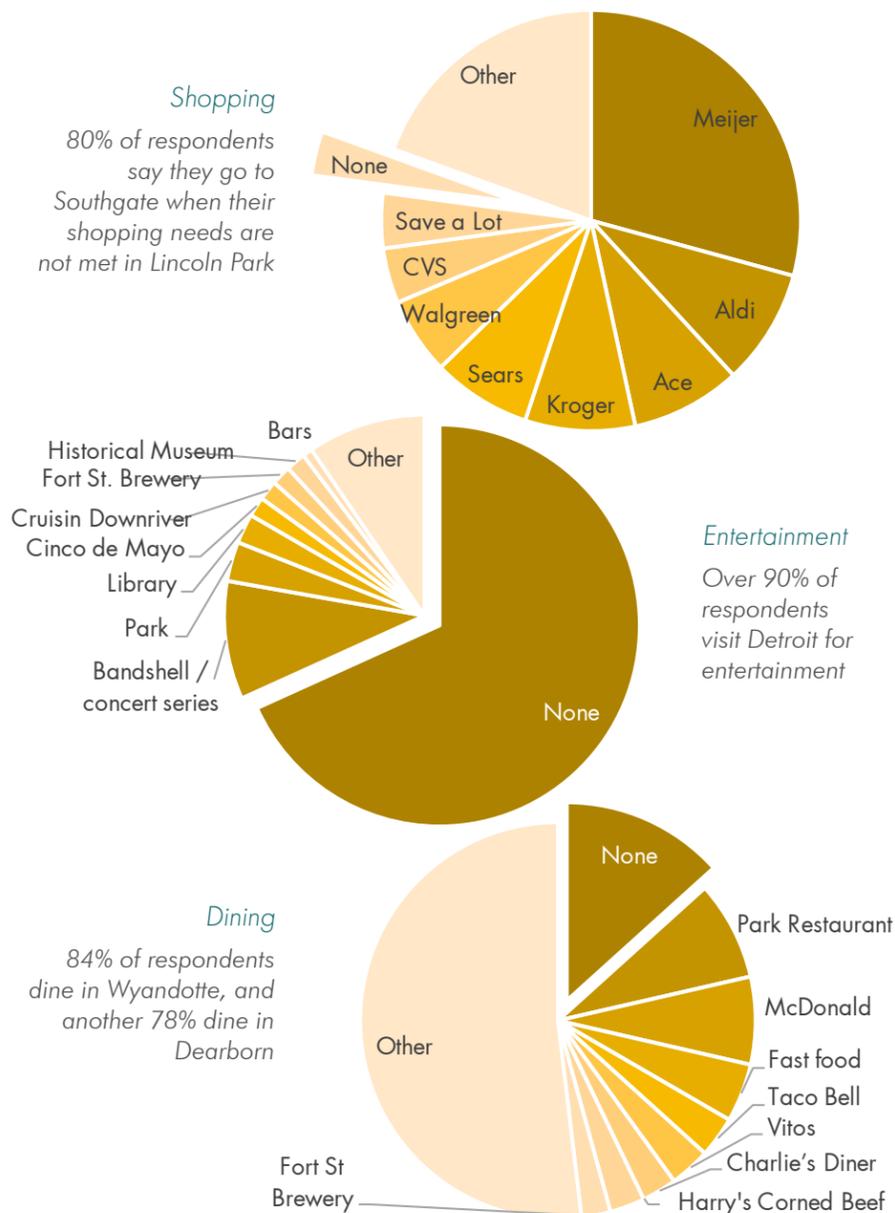
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CITIZEN SURVEY

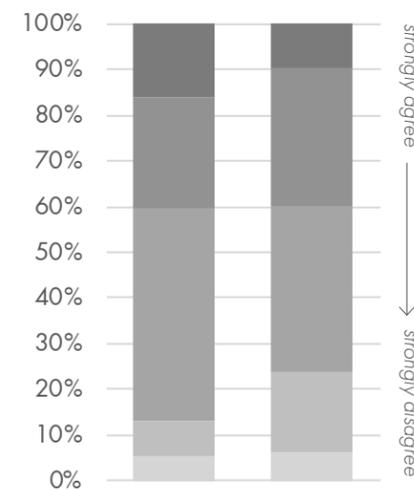
Two hundred Lincoln Parkers responded to a survey that inquired about their concerns and preferences for future planning efforts.

Gaps and Opportunities

Lincoln Parkers were asked which businesses they frequent for shopping, dining, and recreation activities. The responses are of course limited by availability, but they do show patterns of preference and—most valuable to this process—reveal gaps. Over two-thirds of respondents said that no entertainment was available in the City, and another 13% did not find any dining options that met their preference.



What types of businesses would you like to see come to Lincoln Park?



I would prefer to see independently run establishments come to Lincoln Park over chain stores and/or restaurants.

I'm willing to pay more in price for independent store goods and services than for chain goods and services.

DEVELOPMENT GUIDELINES

Lincoln Park is committed to excellence in community design. Attractive, inviting, and accessible commercial properties are the goal, achieved through thoughtful site arrangement, comfortable access, and functional, plentiful landscaping. The conceptual plan on the following pages illustrates the following design principles.

Building Placement

The Lincoln Park Shopping Center is made up of two independently owned and managed parcels. Frontage along Southfield Road, which has a higher daily traffic count than Dix Highway, is desirable to commercial tenants. The proposed arrangement maximizes visibility along both of these highly-traveled commercial corridors. A mix of unit sizes increases flexibility of uses over time. Using the rear portion of an adjacent property to accommodate stormwater allows for a larger overall building footprint.

Circulation

The site is served by existing approaches, including a dedicated traffic signal on Southfield. Well-defined travel paths through the property offer a more pleasant experience for visitors and better access to the parts of the development they came to visit. Pedestrian connection to Quandt Park offers the possibility of serving the shopping and dining needs of recreation users. Service is provided to the commercial establishments in well-screened areas with ample freight access.

Parking

Parking is accommodated thoughtfully to provide the most comfortable, convenient, and safe use for visitors. Substantial parking between the building fronts, separated by the interior "boulevard," presents a familiar configuration to merchant and shopper alike. On the north side of the site, dispersed smaller parking areas, including angle parking, bring more visitors to merchants' doorsteps.

Landscaping

Landscaping provides beauty and function. According to the U.S. Forest Service, shoppers report frequenting, spending longer, and spending up to 12% on goods and services in tree-lined commercial districts. The City of Lincoln Park is proud of its commitment to green assets, and envisions the Shopping Center to embody that commitment with landscape design that provides beauty while also creating a more hospitable environment for users.

Stormwater Management

The City encourages, and Wayne County enforces, excellent stormwater management. Turning this task to the site's advantage, a water feature serves to hold a portion of the site's stormwater. An agreement for maintenance of this feature as a community asset into the future is on offer for negotiation from the City.

Water Tower

The iconic Sears water tower is envisioned to stay, rebranded and transformed to announce the next chapter of the site's future. The tower has welcomed those crossing the City's western border for many decades, and its rebirth would serve as a most definitive heralding. It's also a bigger, better, more visible, and further-reaching sign than a code is likely to permit.

CONCEPTUAL PLAN



THE CONTEXT

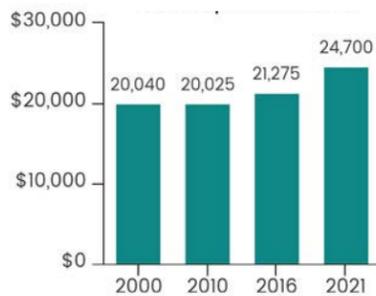
MARKETS AND PEOPLE

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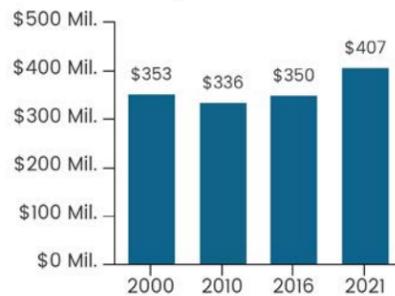
RETAIL TARGET MARKET ANALYSIS

A Retail Target Market Analysis (TMA) conducted in 2017 by Land Use USA shows a favorable trajectory for retail in Lincoln Park. The City's population is expected to grow, and per capita incomes are expected to increase by about \$3,400 by 2021 (from \$21,275 to \$24,700). A stabilized population and growing incomes translate to greater purchasing power. As of 2016, Lincoln Parkers alone (not including surrounding communities) were spending an estimated \$350 million annually, and by 2021 that number is predicted rise to over \$400 million. The uptick in spending can support at least 1,000,000 square feet of retail space, based on national averages. This describes a variety of retail categories, including pharmacies and grocery stores, but does not address service-based enterprises such as restaurants, hotels, cinemas, and entertainment venues.

Per capita income



Retail expenditure potential



source: Land Use USA

Market Strengths and Opportunities

The TMA finds that the City already shows strength in three important categories by exceeding average market share. This indicates that Lincoln Park is a retail destination for these categories, and they should be preserved, supported, and enhanced. General merchandise sales, already strong, are envisioned to serve an even greater proportion of the market.

- General merchandise
- Food and beverage stores
- Health and personal care

Significant gaps and opportunities area also identified in the TMA report. These are areas in which the transacted sales are lower than the average market share, indicating that some people are traveling out of the community to purchase these items. This reveals an opportunity within Lincoln Park because if a more convenient option were available, it is likely that at least a portion of them would take it.

- Home decor and building supplies
- Quality family apparel, shoes, and fashion accessories
- Sporting goods stores, excluding bicycles
- Unique, ethnic-themed restaurants and eateries
- Arts, entertainment, and recreational venues

Annual Net Import and Exports

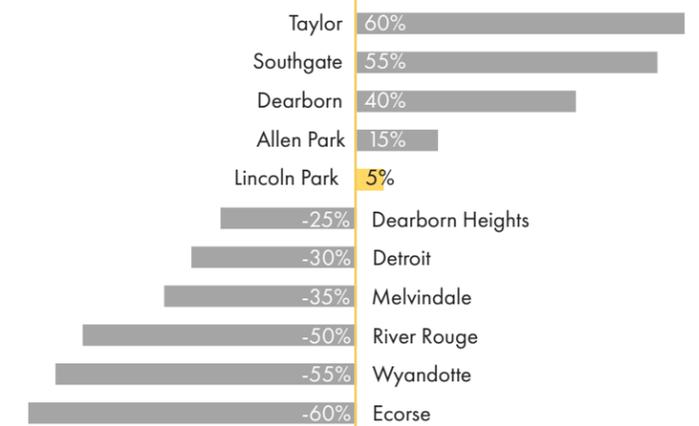
A study of annual net import/export compares transacted revenues with expenditure potential to determine the degree to which local shoppers, diners, and entertainment-goers are being retained within the community. It also shows the degree to which the shoppers, diners, and entertainment-goers of nearby communities are visiting Lincoln Park.

In overall **retail trade**, Lincoln Park fares best among its neighbors. It is substantially retaining its shoppers, who seem inclined to shop locally for conveniences and household needs. It is also attracting some shoppers from the majority of the neighboring communities. This is a market with existing strength to be leveraged by additional retailers, merchants, entrepreneurs, artisans, and proprietors.

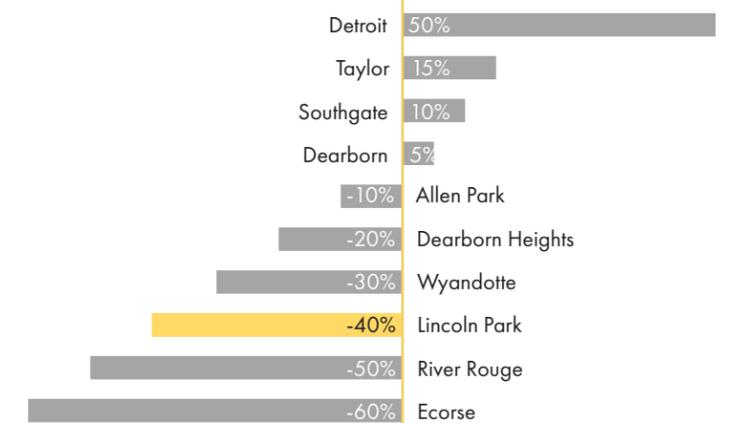
By contrast, the **arts and entertainment** sector shows the widest opportunity. Aligning with citizen comments expressing a lack of entertainment options within the City is an analysis showing a hefty proportion of Lincoln Parkers leaving the City for fun. Here, the City of Detroit is the clear and rightful winner—it is a world class city, and proximity to it is an entertainment asset in its own right. But there is also a need for entertainment that is smaller, more localized, and easier to access than a trip into the “big city.” Offering these types of experiences creates pleasurable feelings among residents and visitors alike that, over the long term, can translate into community recognition and even loyalty.

In the **food services** category, Lincoln Park shows the same small locational advantage as in retail trade. Yet it fares worse in comparison to its neighbors, two of whom are doing a better job of attracting diners than shoppers. This, too, aligns well with the residents’ comments: to the question “where do you dine in Lincoln Park?” the most common answer was “none,” but in a much smaller proportion than when asked about entertainment. Existing establishments were reviewed in the TMA, and this inventory showed the heaviest concentrations of Hispanic restaurants, bars/grilles, pizza, and sweets. Few family restaurants were shown, and categories identified as underrepresented included Mediterranean/Middle Eastern, sushi, and “you buy/we fry” fish.

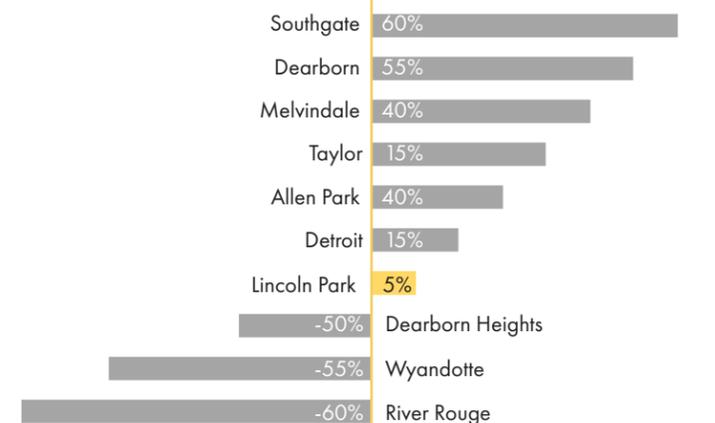
Retail Trade



Art and Entertainment



Food Services



source: Land Use USA

DEMOGRAPHICS

Lincoln Park's population is forecasted to grow again by 2021, stemming and even beginning to reverse losses experienced throughout Michigan during the Great Recession. Lincoln Park's racial and ethnic makeup is changing along with the nation's. Most notably, the Hispanic population has tripled to 19.5% between 2000-2016. These changes have made Lincoln Park a Hispanic hub in a region with a concentration that is greater than the nation (17.3%), and much greater than the County (5.6%) and the State (4.8%). The cultural shift is worth noting because it could signify different consumer behavior.

Tapestry data generated by ESRI Business Analyst and ArcGIS triangulate household and housing characteristics, personal traits, and consumer survey data to create richer descriptions of demographic groups, known as "tapestry segments." The demographic data was analyzed for the effective trade area, defined as the geographic area that would realistically attract shoppers to this site, typically represented by 70% to 80% of where total retail sales come from. The trade area used for the retail Target Market Analysis encapsulated the entire city of Lincoln Park, Ecorse, River Rouge, Southgate, Melvindale, Wyandotte, and parts of Riverview, Taylor, and Allen Park.

Hometown (L12) – 35.0%

As the name implies, residents in this LifeMode stay close to home as they age. Many of the householders are single with children and reside in either old, single-family homes or rent small multi-family units. To stretch their dollar, these residents rely on coupons, discount stores, and used vehicles.

Cozy Country Living (L6) – 24.0%

This is the largest segment nationwide, covering almost half of Midwestern households. As single-family homeowners typically in bucolic areas, they are pet-owners and 30% have three vehicles or more including domestic trucks, motorcycles, and ATVS/UTVs. They believe in buying American products. They prefer to eat at home, shop at discount stores, and spend little time online. Maintaining their home and property is important demonstrated by their purchases of tools and equipment for homes, vehicles, and gardening. Indoors, this group likes to listen to country music and watch car-racing on TV, while outdoors fishing, hunting, camping, and boating.

GenXurban (L5) – 19.4%

This group is the second largest group nationwide. It is comprised of middle-aged, married-couples with families of fewer children. About one-fifth of residents are 65 years or older (as of 2016) and growing. This group tends to live and work within urban areas in the same county, and commutes in their one or two vehicles. They own, but still have a mortgage on older single-family homes, are well-insured, and prudent investors. They are described as "news junkies" because they read a newspaper daily as well as watch news on TV. GenXurban members like to read, scrapbook, play board games and cards, and outside of home activities, they enjoy dining out, going on walks, and going to museums and rock concerts

Middle Ground (L8) – 9.9%

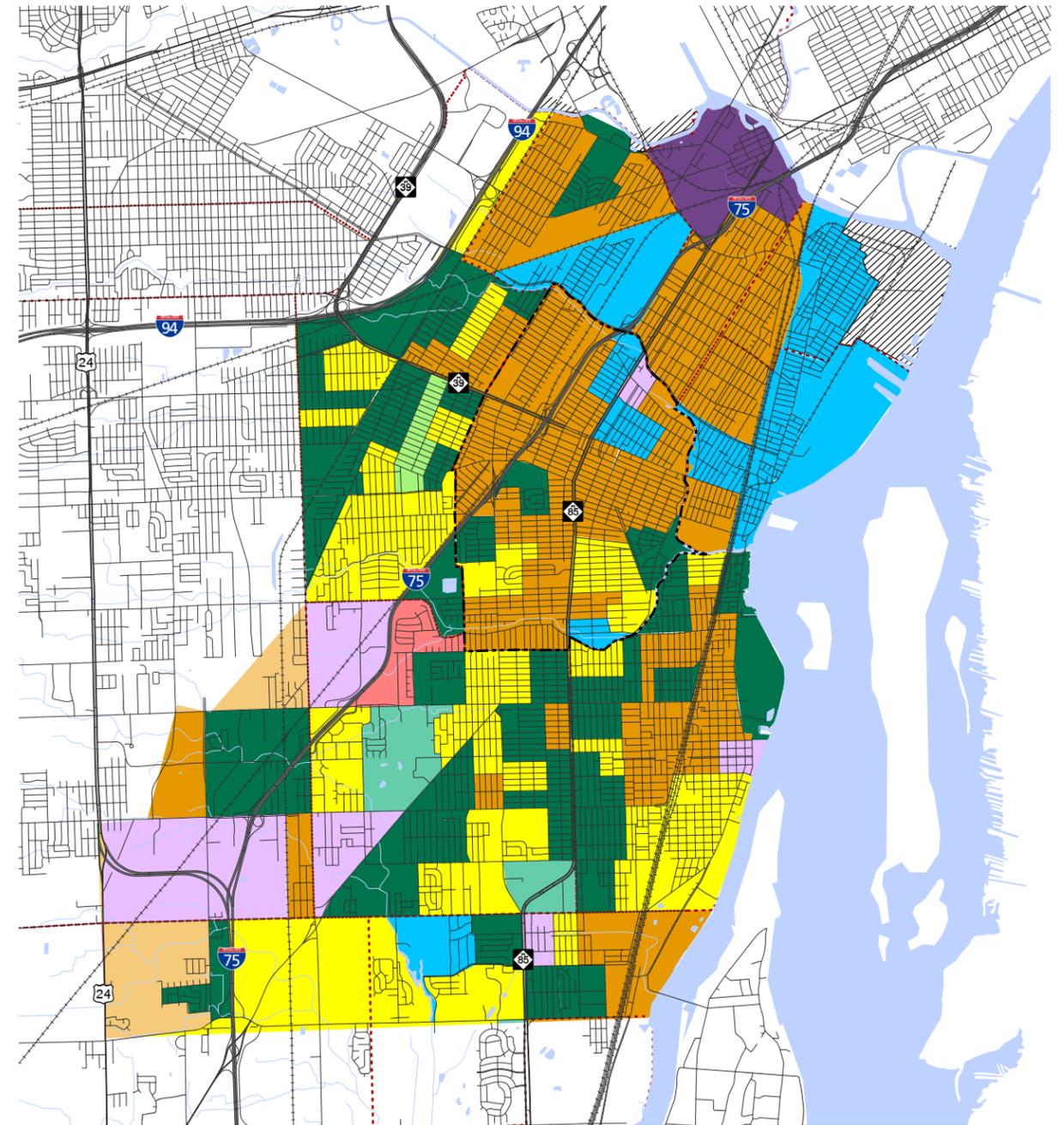
This group lives in the heart of the City. This group represents the lifestyle of thirtysomethings, Millennials that could be married or single, renters or homeowners, middle or working class. Most of them have a bachelor's degree and live in a mixture of urban housing types: single-family, townhome, or multi-unit buildings. This group is constantly connected, using their cell phones (don't have landlines) for music, news, shopping, and social media. For leisure, they enjoy night life, some travel, and hiking.

Senior Styles (L9) – 5.2%

Many of these households are married empty nesters or singles living alone. They use cell phones but also landlines and prefer print to digital media. They are devoted to staying current on the news through newspapers also through cable television channels like Fox and CNN. Residents in this group purchase vitamins and have a regular exercise schedule to "increase their mileage."

Upscale Avenues (L2) – 1.0%

This group is characterized as ambitious, prosperous married couples, many of them with older children. They are considered financially responsible because they buy for quality but appreciate a bargain, and even indulge in lotto tickets. They are physical active and enjoy bicycling, jogging, yoga, and hiking, and when they are at home they watch premium movie channels.



CITY OF LINCOLN PARK

Market Area Tapestry Segmentation

Data Sources: State of Michigan Geographic Data Library, City of Lincoln Park, Wayne County GIS, Esri Tapestry Living Atlas Layers

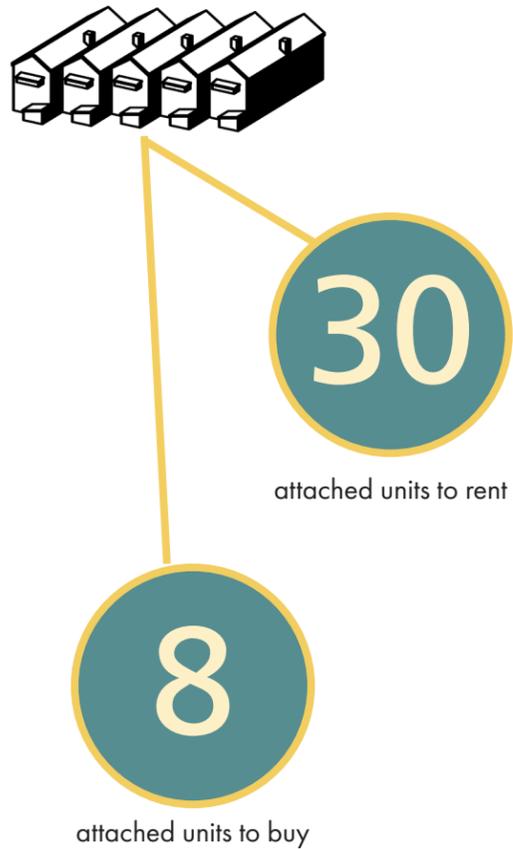
- Lincoln Park Boundary
- Freeways
- State Roads
- All Roads
- Railroads
- Municipalities
- Cozy Country Living
- Family Landscapes
- GenXurban
- Hometown
- Middle Ground
- Midtown Singles
- Next Wave
- Rustic Outposts
- Senior Styles
- Upscale Avenues
- No Specific Category

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HOUSING AND TRANSPORTATION

HOUSING

In addition to the Retail TMA, a Residential Target Market Analysis for Lincoln Park was conducted by Land Use USA in 2017 to evaluate the current housing market and to determine what types of units are needed in the future, taking into account the City's demographic make-up and demand for certain housing types. The analysis shows that an estimated 30 new households are moving into the City annually looking for attached units to rent, and eight new households are arriving seeking attached housing formats for sale. Consequently, there is an annual need for 30 additional attached rental units and eight attached units to purchase. These are households which will need local goods and services, certain to be served by this major redevelopment. These findings also indicate potential for residential redevelopment.



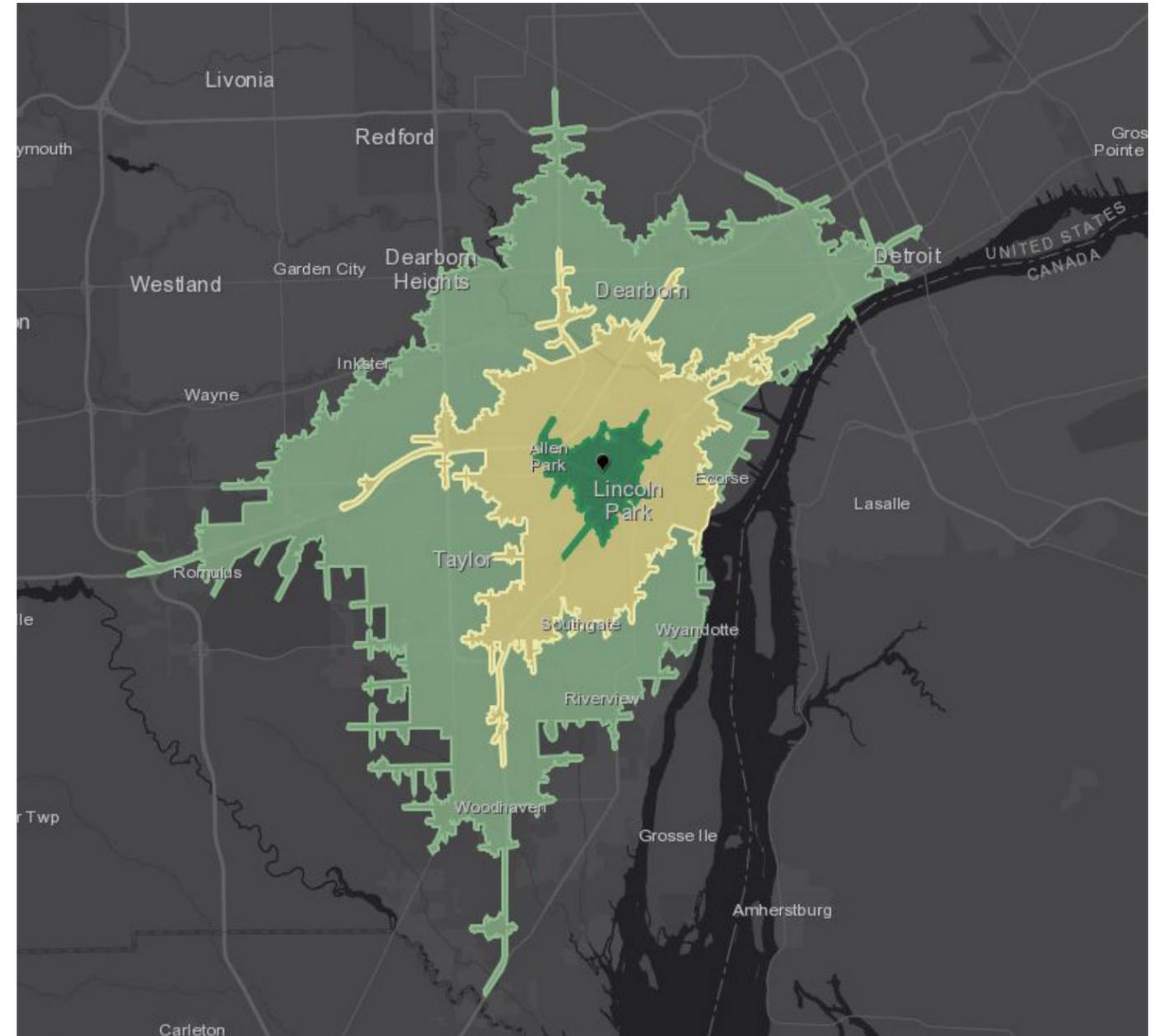
DRIVE TIME ANALYSIS

From the site, drive time radii of five, ten, and fifteen minutes were drawn to determine the consumer habits of households in close proximity. The columns reveal the percentage of adults per household and the expected number of adults per household for major spending categories by drive time. A more comprehensive list of consumer habits is available but the table "Purchases by Drive-Time" aligns with the retail and entertainment options that Lincoln Parkers suggested in the master plan community survey when asked what they'd like to see come to the City. The numbers help to show interested business owners that even capturing some of this revenue stream could be enough to sustain a business.

Purchases by drive time

PURCHASES	5-MIN	10-MIN	15-MIN
Shoes in last 12 months	50.0% (11,465)	48.5% (53,303)	48.7% (117,735)
Women's clothes last 12 months	41.7% (9,568)	45.5% (50,001)	40.1% (97,122)
Men's clothes last 12 months	46.4% (10,642)	40.7% (44,709)	44.6% (107,980)
Attended a movie last 6 months	53.7% (12,316)	52.8% (58,060)	53.1% (128,446)
Bought a coffee at a convenience shop last 30 days	14.2% (3,257)	13.5% (14,829)	13.4% (32,328)
Went to a family restaurant/ steak house last 6 months	74.2% (17,021)	73.2% (80,426)	71.2% (172,268)
Bought a paperback book in last 12 months	26.2% (5,991)	24.8% (27,198)	22.5% (54,349)

source: Esri Business Analyst



source: Esri Business Analyst

FOR MORE INFORMATION

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