Grand River Avenue

Hotel, Office, Residential, Retail Market Analysis

Farmington Hills, Michigan

Prepared For:
City of Farmington Hills, Michigan

Prepared By:
Gibbs Planning Group

July 2, 2025

FARMINGTON HILLS Michigan

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East Grand River Avenue

Retail Market Analysis

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Figure 1: *View of East Grand River Avenue looking north.*

Summary

This study finds that the East Grand River Avenue's corridor is seated within a moderately strong, but underserved retail market area. The Avenue area's retail market demand, estimated for 2028, includes 15 new stores and 6 restaurants totaling 90,000 square feet. Combined, the new retail businesses could capture $30 million in consumer spending currently leaving the southeast Farmington area.

Overall, apparel, books, electronics, furniture, hardware, and general merchandise stores totaling 45,000 sf, have an unmet market demand in the Grand River Avenue area. The Avenue's surrounding neighborhoods also share a need for a nearby, full-service, 30,000 sf supermarket. A food market offering fresh produce, meats, specialty items and international foods could provide an amenity and convenience for the southeast Farmington Hills community. The grocery could also provide an anchor business for a new village center.

The Grand River Avenue area also has a market demand for 5 full-service and quick casual restaurants, a bakery, a deli and brew pub. Combined, these 15,000 sf of new restaurants could produce $5 million in dining sales. On average, the corridor's new stores could generate up to $350 per square foot per year in sales, slightly higher than retail industry trends.

Summary

The Grand River Avenue area is surrounded with favorable, densely populated demographics. Overall, 225,000 people, 100,000 households and 150,000 workers are located within 5 miles of the East Grand River area. These nearby households have $105,000 average incomes. In addition, 155,000 people and 80,000 workers are also located within a 10-minute drive to the Avenue.

To a large degree, Grand River's unmet commercial demand is representative of an all too common real estate bias towards investing in growing, higher income suburbs. Statistically, though, the corridor's households of $1.2 billion yearly retail spending makes it competitive with many conventionally preferred locations. However, the East Grand River area's aged character and streetscape hide its real commercial market potential.

East Grand River Ave. 2028 Additional Supportable Retail

15,000 sf	Apparel, Jewelry, Footwear
5,000 sf	Books, Electronics, Toys
10,000 sf	Hardware & Garden
5,000 sf	Home Furnishings
10,000 sf	General & Discount Stores
30,000 sf	Grocery & Specialty Foods
15,000 sf	Restaurants, Cafes & Pubs
90,000 sf	**Total New Retail - 20 New Stores**

Background

The City of Farmington Hills has retained Gibbs Planning Group to estimate the market demand for new retail stores and restaurants in the East Grand River Avenue area. This study focuses on the East Grand River Avenue area between Orchard Lake and Eight Mile Roads.

This study's projections represent GPG's analysis of the corridor's statistical market demand through 2028, assuming business best practices and other conditions. This study does not necessarily reflect the availability of the Avenue's land area size or building inventory to accommodate 90,000 sf of new retail development.

This study defines supportable retail demand as businesses that will produce sales that are necessary to pay for operations, rent, labor and other expenses, while yielding a competitive market return on those expenses.

This study addresses the following for the Grand River Avenue area:

- To identify the trade area's demographic and commercial conditions and trends
- To estimate the sizes and types of new supportable retail businesses
- To project the types of retailers and restaurants that may seek to open a new business
- To project potential new store sales potentials

Retail Market Trade Areas

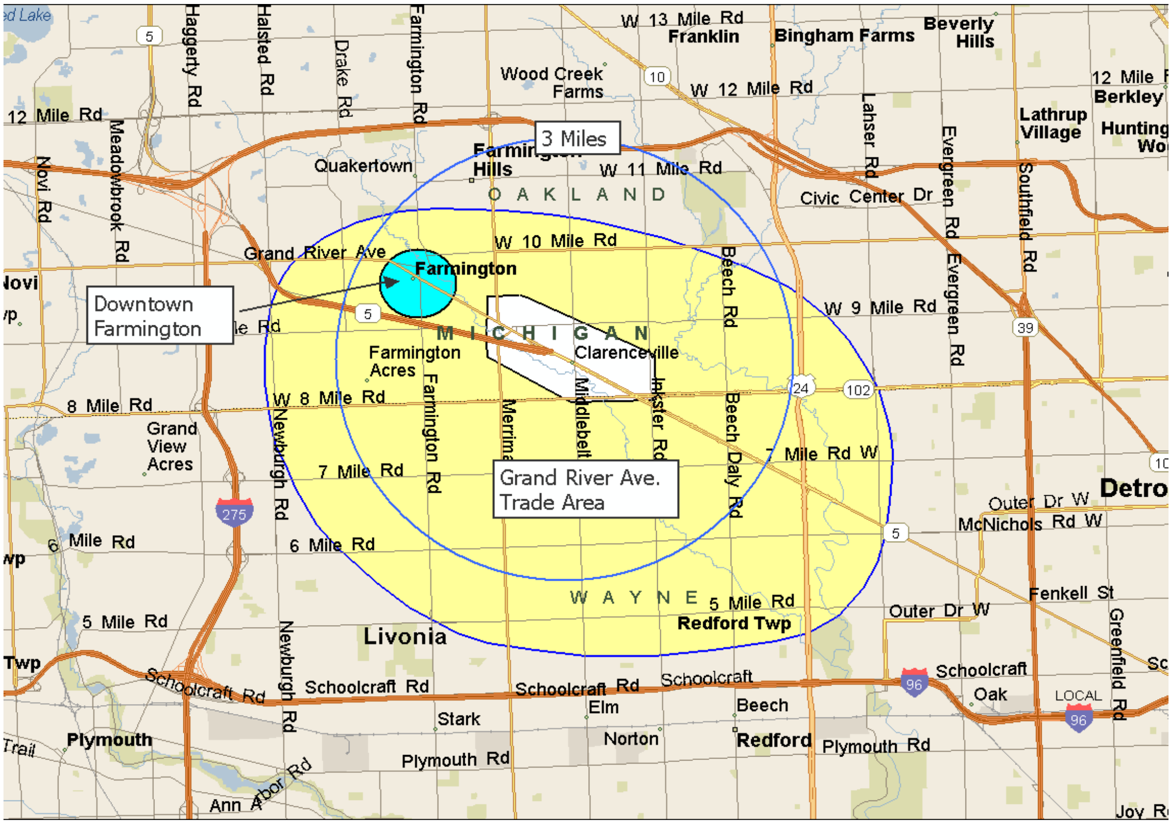


Figure 2: East Grand Reiver Avenue retail market trade area (yellow) includes 120,000 people, 50,000 households and 45,000 workers.

As a part of this analysis, GPG projected an East Grand River's retail market trade area geographically. The trade area where the businesses located along the corridor may have a competitive market advantage because of location, household spending, employment centers, traffic patterns, unmet market demand and other factors.

These economic advantages equate to a potential for Grand River's restaurants and stores to induce unmet spending and to capture new retail sales occurring in other locations.

GPG estimates Grand River's overall retail catchment- trade area extends 2 to 4 miles and covers 25 square miles. Downtown Farmington, and parts of Livonia, Southfield and Northwest Detroit make up some of this study's estimated trade area. The trade area is defined by I-275, Telegraph, 10 Mile and 5 Mile Roads.

Grand River's trade area includes 45,000 workers, 5,000 businesses and 120,000 people. The area also includes 50,000 households with $95,000 average and $77,000 median incomes. In 2024, 18,000 Grand River Avenue's households earned over $100,000.

Retail Market Trade Areas

GPG projects that the residents and workers inside the Grand River defined trade area will account for up to 40% to 50% of the total sales captured by Grand River's businesses. The balance of the retail sales would be from persons outside of the trade area, businesses, visitors, the internet and workers. The Avenue's defined retail trade area's residents and workers spent $1.2 billion on retail goods, groceries and restaurants in 2024, excluding automotive related expenditures.

In 2024, the existing businesses in the Grand River district captured only $40 million of the $1.2 billion retail spending within its trade area. The over $1 billion retail spending gap represents a significant supply and demand imbalance and shortage of available retail stores for the Grand River Avenue's households.

5 Mile Ring	10 Min. Drivetime	Grand River Ave. Retail Trade Area
225,000 Population	155,000 Population	120,000 Population
100,000 Households	70,000 Households	50,000 Households
$105,000 Ave. HH Income	$95,000 Ave. HH Income	$95,000 Ave. HH Incomes
11,000 Businesses	7,000 Businesses	5,000 Businesses
150,000 Workers	80,000 Workers	45,000 Workers

Farmington Hills Demographics

There are approximately 84,000 people and 36,000 households living in the City of Farmington Hills. City residents have $153,000 average household incomes, 65% earn over $75,000 and 20% earn over $100,000. Farmington's median household incomes are $115,000, twice the State and 30% higher than Oakland County.

Over 60% of the city's residents have a four-year college degree compared to the 30% within the state. The City's Spring 2025 unemployment rate of 3.1% was below Oakland County's 3.7%.

2024 Demographics	*5-Minute Drivetime*	*10-Minute Drivetime*	*5 Mile Ring*	*Grand River Ave. Retail Trade Area*	*City of Farmington Hills*
Population 2024	26,000 pop.	155,000 pop.	225,000 pop.	**120,000 pop.**	83,000 pop.
Households 2024	12,000 HH	70,000 HH	100,000 HH	**50,000 HH**	35,000 HH
Median HH Incomes 2024	$77,000	$70,000	$77,000 HH	**$70,000**	$115,000
Average HH Incomes 2024	$105,000	$95,000	$105,000 HH	**$95,000**	$153,000
Per Capita Income 2024	$46,000	$47,000	$46,000	**$45,000**	$67,000
Median Age 2023	43.3	42.2	42.5	**41.5**	42.0
HH Incomes $100,000 +	4,500 HH	28,000 HH	42,000 HH	**18,000 HH**	20,000 HH
Total Number of Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	**5,000 Bus.**	4,700 Bus.
Total Workers	15.000 Workers	80,000 Workers	150,000 Workers	**45,000 Workers**	60,000 Workers

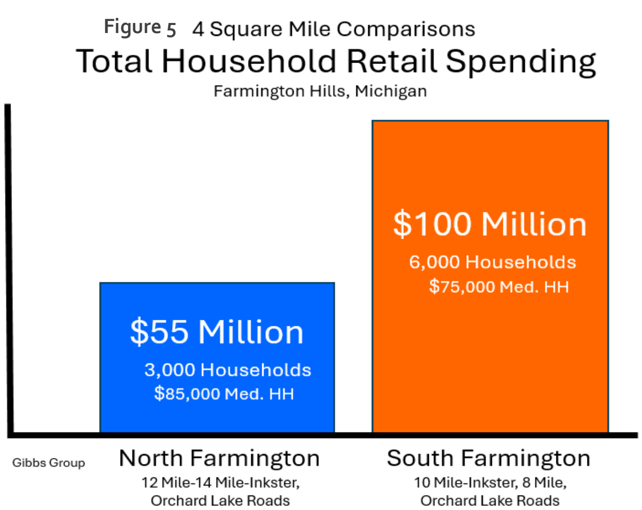
Figure 3: *Grand River Avenue drivetime and trade area demographics. 225,000 population and 100,000 households are located within a 5-mile radius of the Grand River corridor.*

Neighborhood Retail Spending Comparisons

Figure 4: Left, View looking south: 14 Mile – Halstead; Right View looking west across Shiawassee Street – Inkster Road.

As a part of this research, GPG has compared Farmington Hills south and north neighborhood's retail spending patterns. On average, household incomes north of 12 Mile Road are 30% to 90% higher than incomes in the Grand River corridor area. Median household incomes in the Halstead – 13 Mile Roads are $160,000 compared to $90,000 near Grand River Avenue and Middlebelt Roads. Household incomes close to 9 Mile and Farmington Roads are $65,000. This study's defined trade area's median household incomes are $78,000.

However, on average, the Grand River Avenue area has double the population than those north of 12 Mile Road. The 13 Mile – Halstead area averages 1,100 homes per square mile, compared to 2,000 households per square mile near Grand River and Middlebelt Road.



The lower density per square mile reflects the larger house lot sizes and stricter zoning and environmental policies implemented during the 1960's. The higher south area's household densities offsets their lower incomes, generating up to double the total retail spending per square mile.

Neighborhood Retail Spending Comparisons

A test model comparing 4 square miles north of 12 Mile to 4 square miles south of 12 Mile area's residents retail spending illustrates the south area's households spent $100 million in retail compared to $55 million in total retail spending in the north area's residents. See Appendix B for additional retail spending comparison models.

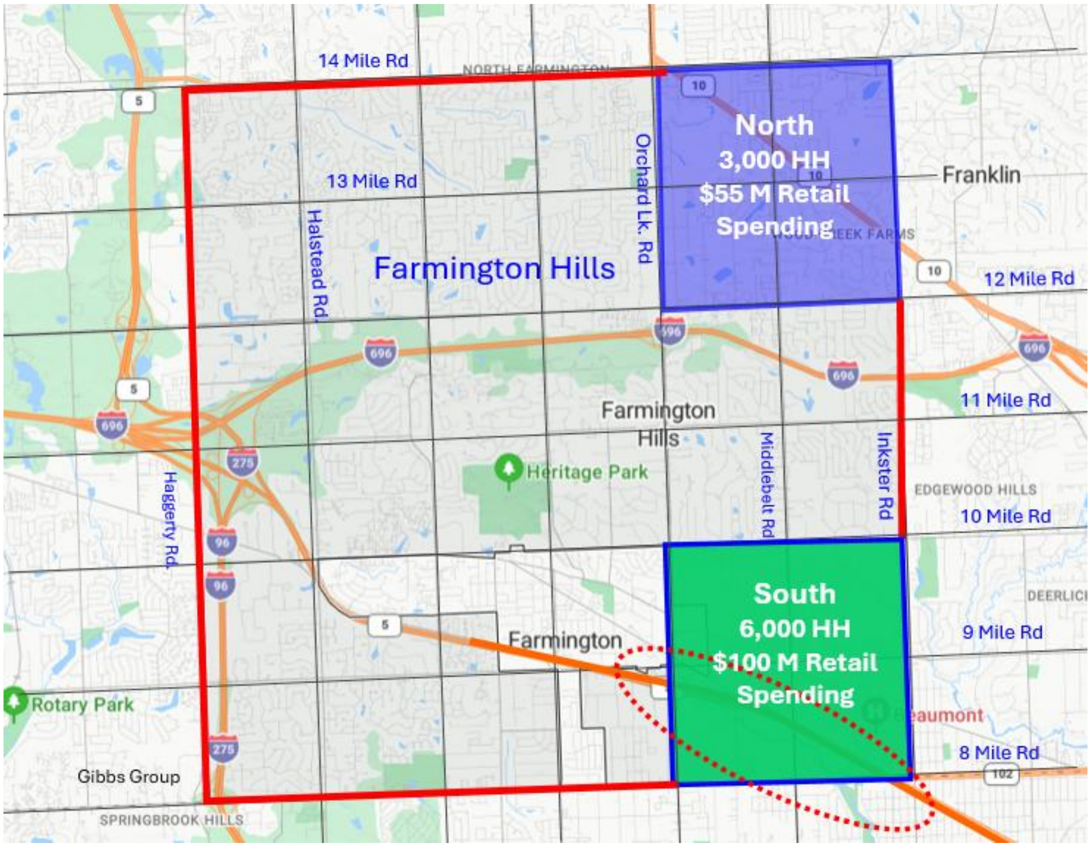


Figure 6*: Map of north and south 4 square mile household retail spending and density comparisons*

Farmington Hills Employment Overview

Farmington Hills has a 2024 commercial base of 46,000 workers. When one considers other factors such as the City's high education and income levels, the amenities and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County. Over 75% of Farmington Hills' working age adults are employed in office, sit-down professions. Approximately 60% of Farmington's adults have earned a bachelor's degree or higher.

A few of the top employers in Farmington Hills include Corewell Health, Mercedes- Benz Financial Services, Japanese Solderless Terminals, Robert Bosch (Bosch Group) and Nissan Technical Center of North America. In January 2025, Bosch announced a $14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

Farmington Hills Employment Overview

Figure 7*: 80,000 workers are within a 10-minute drive of Grand River. On average, workers spend $120 weekly on retail.*

Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that it will capture some of the job growth through the addition of medical and healthcare-related jobs. Daytime employment plays a large role in supporting retail businesses. On average, U.S. office - sit-down workers spend $120 weekly shopping and dining. Adjusting for part-time employment, each worker spends $3,500 per year on retail goods, groceries and restaurants. Restaurant spending accounts for the balance at $60 per week.

Non-office - stand-up workers are estimated to have slightly less disposable income, to have multiple work locations, and typically are on the road more during their workweek. Discount merchandise, grocery, quick service restaurant and convenience items make up the majority of the stand-up worker's dollars, at $100 per week retail spending.

There are 15,000 workers and 1,500 businesses located within a convenient 5-minute drive to the East Grand River study area. Within a 10-minute drive to Grand River there are 80,000 workers and 7,000 businesses. The Avenue's overall retail market trade area has approximately 45,000 workers and 5,000 businesses.

Worker Retail Market Demand

The 15,000 workers located within a 5-minute drive of Grand River Avenue are projected to spend $50 million yearly on retail, food and beverage (15,000 workers x $3,500 retail spending each = $50 M). Most of the workers' retail spending will occur while commuting to and from their job or during lunch break. As such, only a small fraction of the overall employee spending can realistically be captured by stores and restaurants along Grand River.

This study estimates the East Grand River corridor has an untapped market potential to capture $5 million of the $50 million total worker spending occurring elsewhere. Assuming $250 sf/yr average store sales per year, the $5 million of captured worker spending equates to 20,000 sf and 10 stores. However, the corridor is presently lacking many quick casual restaurants and branded retail stores preferred by time sensitive workers

Worker Retail Market Demand

Retail Category	*Weekly Worker Retail Spending*	*Annual Worker Spending (30 weeks Ave.)*	*Workers 5- Min. Drive to Grand River*		
			Total Workers	*Total yr Spending*	*Supportable Store Size*
Restaurants	$30 / week	$900 yr.	15,000	$12 M	5,000 sf
Retail Goods	$40 / week	$1,100 yr.	15,000	$16 M	4,000 sf
Groceries	$50 / week	$1,500 yr.	15,000	$22 M	10,000 sf
Totals	**$120 / week**	**$3,500 yr.**	**16,000**	**$50 M**	**20,000 sf**

Figure 8: *15,000 workers are located within a 5-minute drive of East Grand River Avenue.*

Retail Market Demand

This study concludes the Grand River Avenue corridor will support up to 90,000 sf of new retail and restaurant stores totaling 20 new or expanded businesses by 2028. Much of the new retail demand may not be realized given the Avenue's current constraints. A small free-standing bookstore, bakery or café would require extraordinary goods and services to compete with larger brand stores located in nearby shopping centers.

However, the smaller supportable stores, books, shoes, and toys merchandise could be absorbed by expanded departments within larger stores.

A walkable, mixed-use village could induce untapped market demand and broaden the Grand River's need for new shops and restaurants. Cafes, specialty shops, housing, and offices located within a village will expand Grand River Avenue's retail area and demand. A commercial village could range from a 1-acre cluster of 5 shops to a 10-acre center with 25 or more businesses. The West River shopping center's 6-acre parking, the Corwell Health medical center's properties and other areas near Grand River Avenue may be able to accommodate such a mixed-use center.

The projected retail and restaurant 2028 demand and sales:

10,000 sf Apparel: 3 to 6 Children's, men's, women's clothing focused on athletic, casual, business casual, and medical clothing and accessories. Stores should offer value to moderately priced, branded merchandise. 2028 Projected new apparel store sales:

$2,500,000 / year
$250 sf/year average store sales

1,500 sf Book Store: A small book or music store offering extended hours, knowledgeable staff, community activities and current reading and/or music materials. The store should also be known as one of the area's leading destinations for a select few categories such as biographies, children's, cooking, history, and/or magazines. The store should also host community events.

$500,000 / year
$330 sf/year average store sales

Retail Market Demand

Figure 9: *The East Grand River Avenue area has a market demand for75,000 sf of retail and 15,000 sf of restaurants.*

5,000 sf Discount Store: 1 to 2 specialty discount stores specializing in select retail categories such as clothing, foods, home goods, footwear, tools, toys, or wines. 2028 Projected new store sales:

$1,250,000 / year

$250 sf/yr average store sales

2,000 sf Electronics, Appliances: A national brand cellular provider and small specialty electronics store. 2028 Projected new electronic store sales:

$1,200,000 / year

$600 sf/year store average sales

2,000 sf Garden Nursery: A garden center offering flowers, plants, holiday decorations, trees, tools, and garden supplies.

$1,000,000 / year

$500 sf/ yr average store sales

30,000 sf Groceries: A specialty food market offering fresh baked goods, fish, meats, produce, organics, prepared foods, beers, wines, and flowers. The grocery should specialize in a food or beverage category with knowledgeable staff. 2028 Projected store sales:

$8,500,000 / year

$280 sf/year store average sales

5,000 sf Home Furnishing Stores: 1 to 2 small to medium sized furniture stores selling art, lamps, furniture and textiles, focusing on new or renovated housing in the greater Farmington region. 2028 Projected new home store sales:

$2,500,000 / year

$500 sf/year average store sales

10,000 sf Hardware: A full-service hardware store offering electrical, garden, hardware, household items, paints, tools and other home improvement goods and services. Stores should provide extended hours and knowledgeable staff. 2028 Projected new store sales:

$3,000,000 / year

$300 sf/year average store sales

Retail Market Demand

Figure 10: *The East Grand River Avenue area has a market demand for a pub, 2 full-service and 3 quick casual restaurants.*

2,500 sf Shoes, Footwear, Handbags: 1–2 service-oriented, moderately priced footwear stores specializing in athletic, children's, women's, or men's shoes, and/or leather accessories. 2028 projected sales:

$1,000,000/year
$400 sf/yr average store sales

2,000 sf Toys-Hobbies: A small toy and hobby offering educational games, toys, arts, models and crafts. 2028 Projected new store sales:

$500,000 / year
$250 sf/year average store sales

5,000 sf General Retail Stores: 3 to 5 stores offering a wide range of merchandise: clothing, electronics, foods, footwear, household goods, Kitchen, health & beauty, home decorations, soft goods. 2028 Projected Sales:

$1,400,000 /year projected sales
$280 sf/yr average store sales

Retail Market Demand

2,000 sf Breweries & Pubs: A small micro-brewery or pubs specializing in themed or hand-crafted beers, spirits, wines and other beverages. The pub should provide sit-down dining and live music complementing its brand. 2028 Projected sales:

$1,000,000 / year
$500 sf/year average store sales

5,000 sf Full-Service Restaurants: 3 to 5 local and regional sit-down restaurants offering attentive service, and well-designed interiors highlighting themed food category, such as breakfast, bistro, deli, family, pizza, seafood and steak. Small, with 40 to 50 seats, regional or branded restaurants are recommended. 2028 Projected sales:

$1,750,000 / year
$350 sf/year

Retail Market Demand

6,000 sf Quick-Casual Restaurants: 4 to 6 moderately priced quick-casual restaurants offering counter and self-service breakfast, lunch, and/or dinner meals. Restaurants should focus on select categories such as bagels, burgers, chicken, sandwiches, tacos, pizza and sandwiches. Drive-through windows, home delivery and curb-side pick-up should be accommodated. 2028 projected sales:

$1,800,000/year
$300 sf/yr average store sales

2,000 sf Specialty Foods Service: 1 to 2 small specialty maker shops offering handcrafted coffee, baked goods, ice cream, desserts, and ready-to-eat fine foods and snacks. Some of these food categories could also be located as a department inside a small grocery instead of individual stores. Stores should provide inside seating. 2028 projected sales:

$500,000 / year total sales
$250 sf/yr average store sales

Figure 11: *The East Grand River Avenue area has a demand for a home furnishings and hardware store*

Other Retail Demand

Statistically, some retailers located within the Grand River corridor are capturing significantly higher store sales than was spent by nearby residents. This indicates that the businesses are drawing customers from outside of the Avenues' market area and exceeding local demand. This market advantage affords the area's residents access to greater amounts of goods and services. The high store sales may also represent a potential oversupply of the businesses category in the Grand River Avenue area.

The 2024 high sales stores include convenience stores, department store goods, liquor, men's clothing, pet supplies, pharmacies, specialty foods-fish, produce, tire stores, tobacco stores and used car dealers.

Retail Market Demand

Figure 12
2028 Projected Grand River Avenue Demand for New Businesses

Retail Category	*2025 Total Retail Spending-Demand*	*2025 New Store Sales / Yr.*	*New Store Sales/ SF/YR*	*New Supportable Store Size*	*No. New Businesses*
Retailers					
Apparel: Children, Men, Women	$77,000,000	$2,500,000	$250	10,000 sf	3
Book Store	$7,000,000	$500,000	$330	1,500 sf	1
General Merchandise Stores	$50,000,000	$1,400,000	$280	5,000 sf	2
Electronics, Phones, Appliances	$26,000,000	$1,200,000	$600	2,000 sf	1
Garden, Nursey	$20,000,000	$1,000,000	$500	2,000 sf	1
Groceries & Specialty Foods	$290,000,000	$8,500,000	$280	30,000 sf	1
Hardware & Housewares	$37,000,000	$3,000,000	$300	10,000 sf	1
Home Furnishings, Textiles, Art	$15,000,000	$2,500,000	$500	5,000 sf	1
Toys, Crafts, Games	$10,000,000	$500,000	$250	2,000 sf	1
Shoes, Footwear, Leather	$15,000,000	$1,000,000	$400	2,500 sf	1
Discount Stores	$300,000,000	$1,300,000	$250	5,000 sf	1
Retailer Totals	**$850,000,000**	**$23,000,000**	**$340**	**75,000 sf**	**14 Stores**
Restaurants					
Breweries & Pubs	$20,000,000	$1,000,000	$500	2,000 sf	1
Full-Service Restaurants	$160,000,000	$1,700,000	$350	5,000 sf	2
Quick Casual Restaurants	$135,000,000	$1,800,000	$300	6,000 sf	3
Bakery, Coffee, Deli, Ice Cream	$25,000,000	$500,000	$250	2,000 sf	1
Restaurant Totals	**$340,000,000**	**$5,000,000**	**$350**	**15,000 sf**	**6 F & B**
Retailer & Restaurant Totals	**$1,200,000,000**	**$28,000,000**	**$345**	**90,000 sf**	**20 Stores**

(1) The 20 new businesses demand could be deployed with new stores utilizing industry best practices and where grouped within planned commercial clusters. The new demand could also be absorbed by expanded departments within existing stores. Some stand- alone stores may not be supportable along the existing Grand River Avenue corridor.

Alternative Retail Demand Views

As part of this analysis, GPG retained independent retail real estate specialists to peer review its Grand River demand projections. Some of the advisors sharply disagreed with GPG's estimate market demand for 20 new stores and restaurants. One retail broker concluded that only 1 to 3 small stores and restaurants would likely deploy new stores along the Avenue.

The projections also reflect a lack of understanding of densely populated, underserved, aged, moderate income markets. The new West River shopping center's Starbucks demonstrates a pent-up demand for upscale businesses that counter the conventional shopping center norms. Grand River are stakeholders, shopping center management, workers and residents have expressed views of a strong demand for new retail stores and restaurants in the Grand River Avenue district.

Farmington Retail Real Estate Market Overview

As of Q3 2025, the vacancy rate in the Farmington defined retail trade retail submarket stands at 12.7%. Over the past year, this rate has increased by 1.2%, driven by no new space delivered and a net absorption of -64,000 square feet.

This current vacancy rate is above both the five-year average of 9.6% and the ten-year average of 8.0%. Breaking down vacancy by retail type, neighborhood centers have a vacancy rate of 15.4%, power centers at 21.1%, strip centers at 10.2%, and general retail at 10.5%.

No new retail construction is underway as of Q3 2025, in contrast to the submarket’s 10-year average of 2,000 square feet of space under construction. The total inventory in the Farmington/Farm Hills retail submarket is about 5.3 million square feet.

Market rents in the area are averaging $18.50 per square foot. Rents have risen by 1.6% year-over-year, outperforming the wider Detroit market's 0.9% increase. This 1.6% annual rent growth is below the submarket’s five-year average of 2.5% and ten-year average of 2.9%.

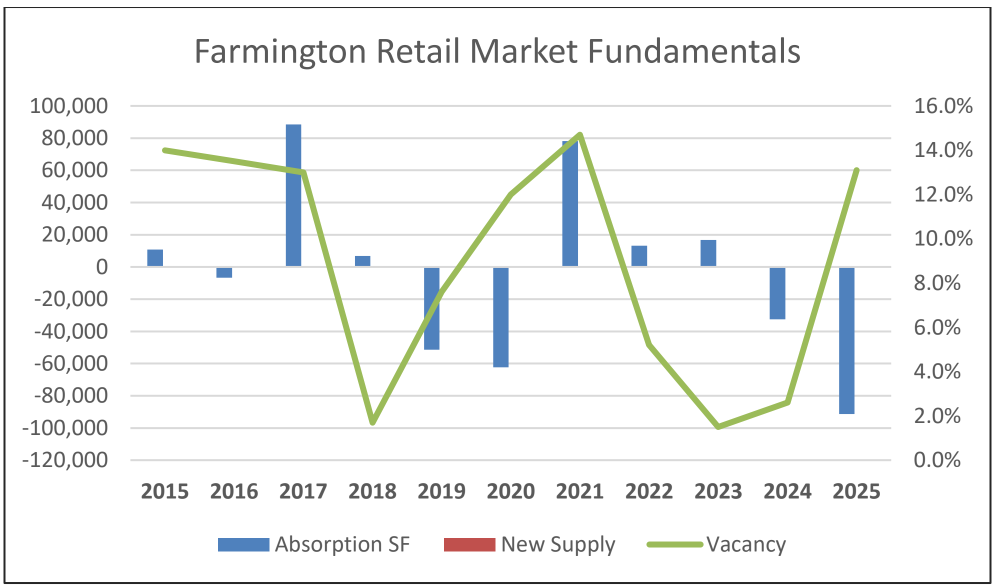


Figure 13: Farmington Retail Real Market absorption, supply and vacancy rates. Source CoStar

In the past year, 18 retail properties in the Farmington/Farm Hills area were sold, resulting in a turnover of 120,000 square feet of inventory. The total retail sales volume for the region amounted to $6.6 million during this period. Over the past five years, the average annual sales volume has been $15.5 million, and over the past decade, it has averaged $17.4 million

Farmington Retail Real Estate Market Overview

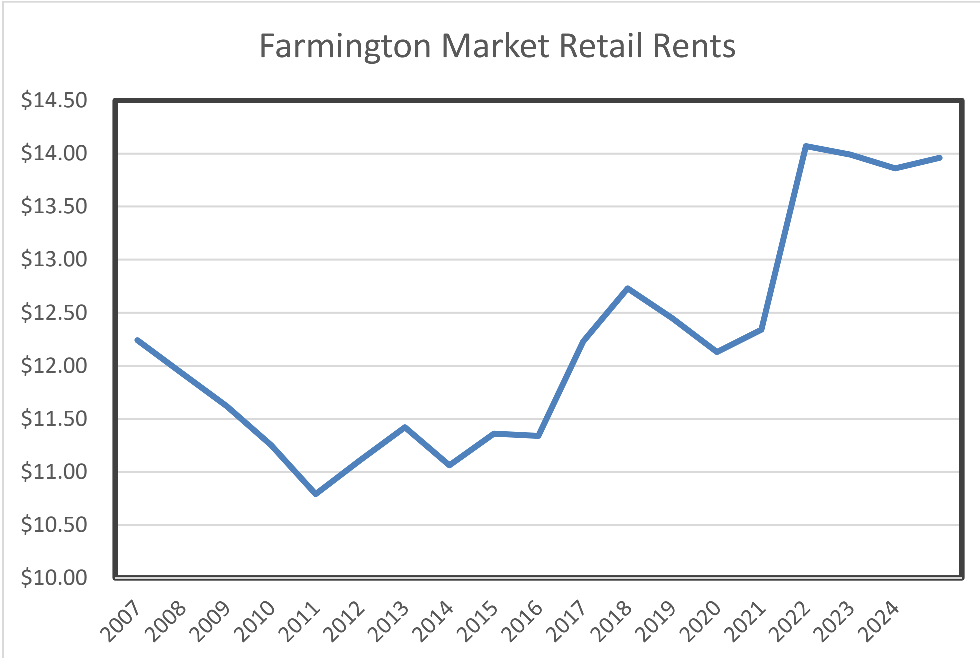


Figure 14: Farmington Market Retail Rent Trends

Retail pricing in Farmington/Farm Hills is estimated at $141 per square foot, which is higher than the regional average of $131 per square foot. Pricing varies by retail type, with neighborhood centers at $128/SF, power centers at $130/SF, strip centers at $160/SF, and general retail properties at $148/SF. The current market capitalization (cap) rate for retail properties in the area is 7.9%, slightly below the overall market average of 8.2%.

Regional Stakeholders

Corewell Health

The Corewell Health Medical Center is a 330-bed teaching facility with Level II trauma status and a new birthing center. The medical center represents a major driver for commercial and residential development in the East Grand River area.

Corewell Health employs 1,400 total staff members and includes a 30-acre medical campus-with 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corewell Health provided 57,000 patient days and 10,800 total discharges in 2024.

Healthcare is the corridor's largest business sector with 110 total businesses employing 5,500 full and part-time workers, representing 75% of Grand River's employment. Retail trade and restaurants are the area's second largest business categories with 100 establishments employing 1,500, 20% of Grand River's labor force.

Corewell Health

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical eco-system, spurring both new construction and renovations for physician groups and related services.

Like other major medical campuses across the country, Corewell Health's presence often inspires a cluster of complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry's needs. As Corewell Health continues to grow, the area's residential and commercial market's potential could exceed current projections by attracting additional businesses and investment.

Figure 15: *Corwell Health Farmington center – left; Downtown Farmington-center, West River Shopping Center right.*

Oakland Community College

Located 2 miles north of Grand River Avenue, OCC Orchard Ridge campus is one of 5 campuses. OCC is the largest community college in Michigan, with the state's third-largest undergraduate enrollment. Total student enrollment at the college 15,000, with just over 7,000 enrolled at the Orchard Ridge.

Farmington Area Shopping Areas

As part of GPG's evaluation, other shopping centers and districts near the Grand River district were identified, visited and studied to assess their strengths and challenges. In addition to on-site assessment, GPG used information from the CoStar, ESRI, Placer and discussions with shopping center professionals.

Downtown Farmington

Located at the west edge of the Grand River district, downtown Farmington is known for its charming historic small town feel with elegant Victorian-style homes. The historic district been selected as one of the 8 finalists for the *2025 Great American Main Street Award*. Downtown Farmington is continuing to develop new streetscape projects, a public space program as well as new businesses and housing clusters. There are 10,000 people living within the city with a median income of $75,500 and a median housing value of $175,000.

Downtown Farmington

The downtown area has approximately 400,000 square feet of retail and restaurant space made up of a balance of local, regional and national store brands. Downtown Farmington restaurants include Basement Burger, Bob's Big Boy, Cold Stone Creamery, Cottage Inn Pizza, John Crowley Irish Pub, Los Tres Amigos, Ram's Horn, Spruce & Ash, and Starbucks.

Downtown retailers comprise Ace Hardware, CVS Drugs, Fresh Thyme Market, Pandora and TJ Maxx. The Grand River district is ringed by only a few major shopping centers. Downtown Farmington, immediately adjacent to the district, serves one of the primary shopping destinations for the area.

Figure 16: *Farmington, Southfield, Livonia area major retailers*

West River Shopping Center:

Seated in the middle of East Grand River Avenue, the West River shopping center is one of the area's largest retail destinations. Grand River retail. The 300,000 sf center includes Big Lots, Dunham's sporting goods, Edge Fitness, Office Max, Target, 5 Below and the Riviera Cinema. A new Starbucks is under construction along the southeast corner of the property.

Nearly half of West River's 30-acre property is an underutilized surface parking lot. The parking area's 1,800 car spaces are nearly double that of existing industry standards. This 14-acre parking lot represents an opportunity for a new mixed-use village center. A walkable center could include multiple-family dwellings, offices and several restaurants and shops clustered around a small square to complement the shopping center's existing stores.

Twelve Oaks Mall:

Located 4 miles northwest of Grand River, Twelve Oaks is one of the premier shopping destinations for Southeast Michigan. The 1.5 million sf upscale mall is anchored by Nordstrom, Macy's and JC Penney's. The 180 stores include Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and the Cheesecake Factory. The Twelve Oaks Mall is surrounded by an additional 2 million square feet of local and community shopping centers.

Laurel Park Place:

Located in the City of Livonia 4-miles southwest of the Grand River district, the Laurel Park Place mall consists of approximately 30 stores and 500,000 sf of retail space. Laurel Park Place is anchored by the luxury Von Maur department store, and the Detroit Marriott Livonia hotel, Dunham's Sports and the Phoenix Theater. The Laurel Park area is also home to both Madonna University and Schoolcraft Community College.

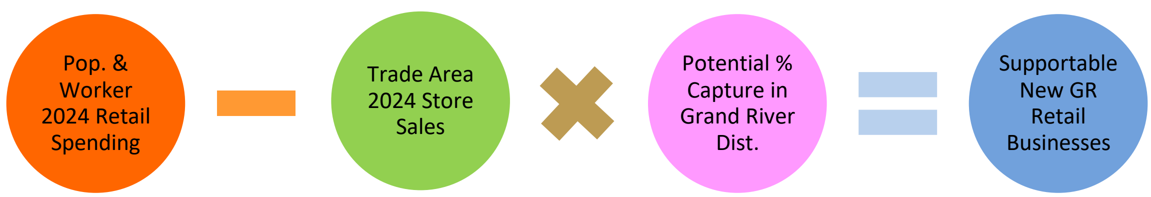


Figure 17: Retail Market Research Process – Market Spending – Market Sales x % Capture = Supportable New Retail

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of new retail and restaurant development in the study area. Local and regional demographic and economic factors likely to affect the current and future retail market are collected, including specific competitive supply conditions such as occupancy, rents, sale prices, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, area developers and builders, the Chamber of Commerce and other stakeholders.

Market Analysis Assumptions

After describing the existing housing market, a variety of sources are used to develop reasonable projections for population and household growth within the study area. These forecasts are analyzed alongside household income, housing preferences, and regional real estate trends to estimate demand for new retail categories, sizes, and price poinst (including any unmet or pent-up demand). Informed by historical absorption patterns, demographic trends, and local development intelligence, this study estimates the types and sizes of new or expanded stores and restaurants that can be reasonably supported in the East Grand River Avenue area by 2028.

Market Analysis Assumptions

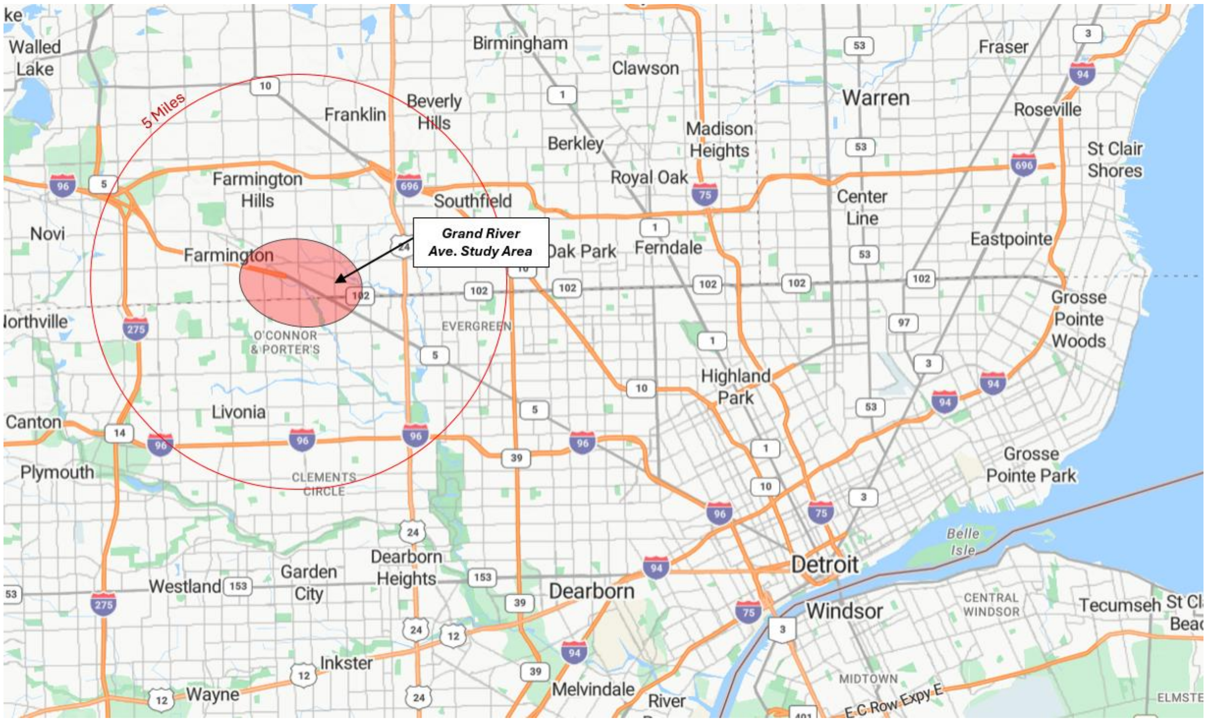


Figure 18: *Retail The East Grand River Avenue corridor is located 15 northwest of downtown Detroit.*

In this study several assumptions were used as a foundation to guide our research, analysis and projections.

These assumptions included:

- All amounts in this study are in 2025 dollars unless noted otherwise.
- No new shopping centers, or major retailer stores are proposed or built within the defined East Grand River Avenue market trade area.
- A normal economy without economic shocks, and population growth, inflation, interest rates and building costs remaining stable.
- The market demand put forth in this study is based on current conditions. However, market demand will be significantly higher if a new town center were developed somewhere along Grand River Avenue.
- A new urban type of town center should create demand that is two-times large as demand projected based on existing conditions.

Data sources used in this retail market analysis include publicly available governmental and regional sources such as the U.S. Census Bureau, SEMCOG (Southeast Michigan Council of Governments) and other resources. Additional data was obtained from subscription-based providers including ESRI, CoStar, and CoreLogic/Realcomp. These sources provided key insights into demographic trends, commercial characteristics, and real estate market trends

Limits of Study

Figure 19: *East Grand River study area is bounded by Orchard Lake Road, 9 Mile Road, Inkster Road and 8 Mile Road.*

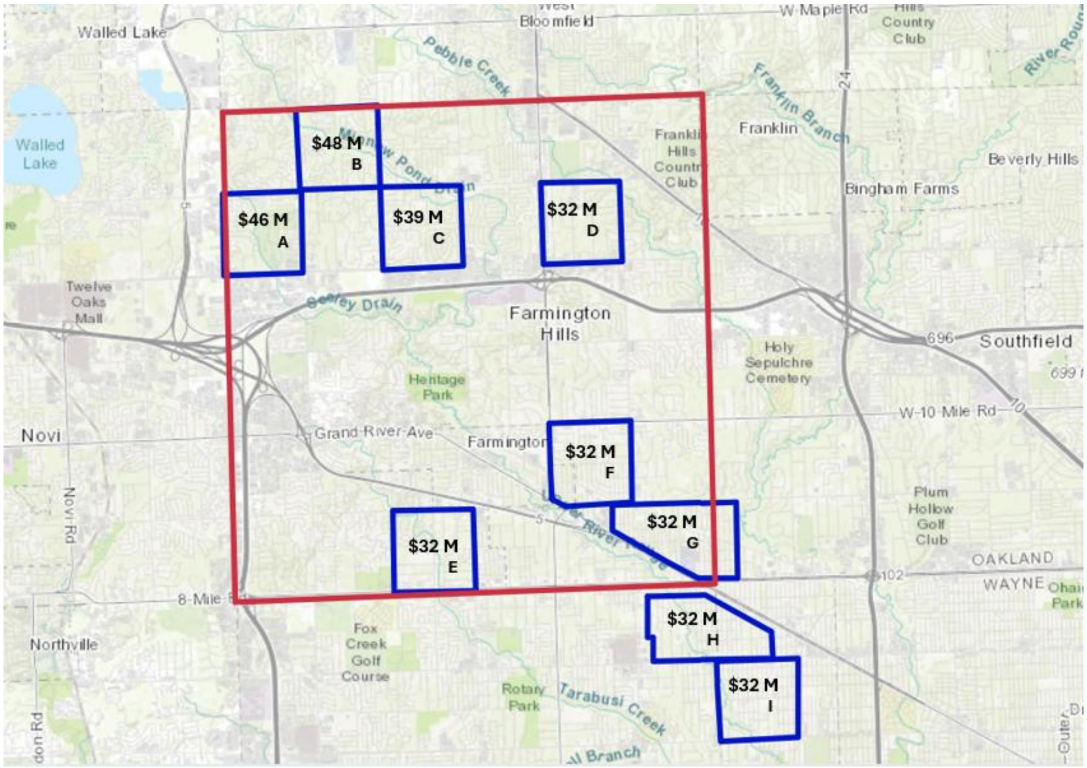
This study is designed as objective third-party research and GPG does not recommend that any or all the supportable commercial be developed in the Grand River Avenue study area. This report is based on information that was current as of May 2025, and GPG has not undertaken any update of its research effort since such date. This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not guaranteed.

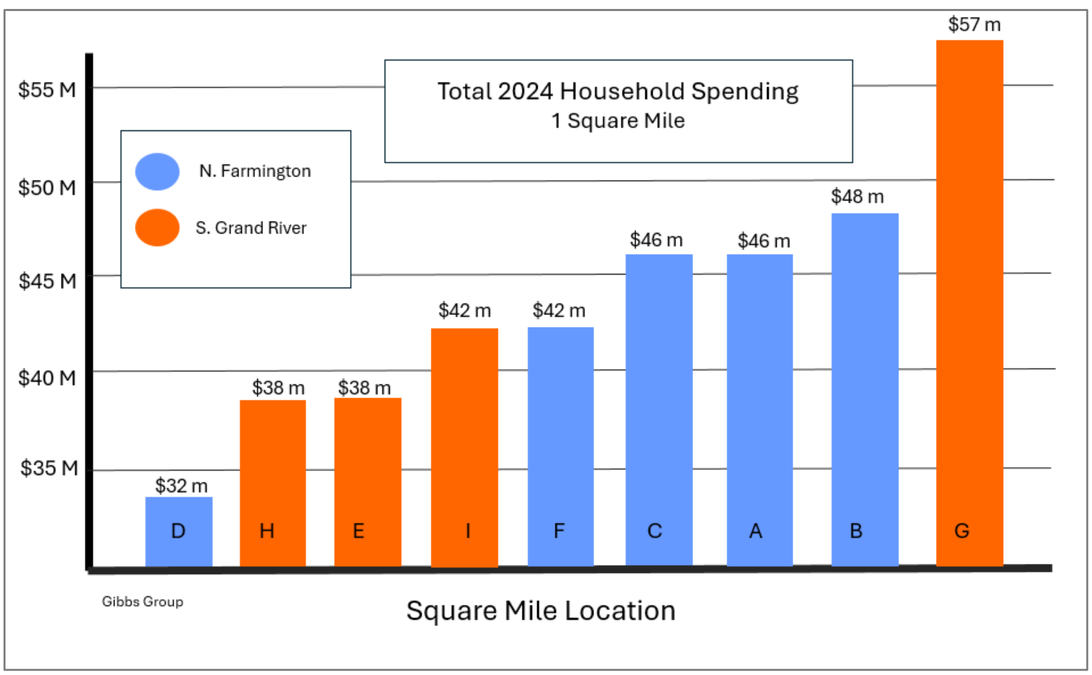
Actual results achieved during the period covered by our prospective market analysis may vary from those described in our report, and the variations may be material. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

End of Study

Appendix B

Total Retail Spending by square mile locaiton



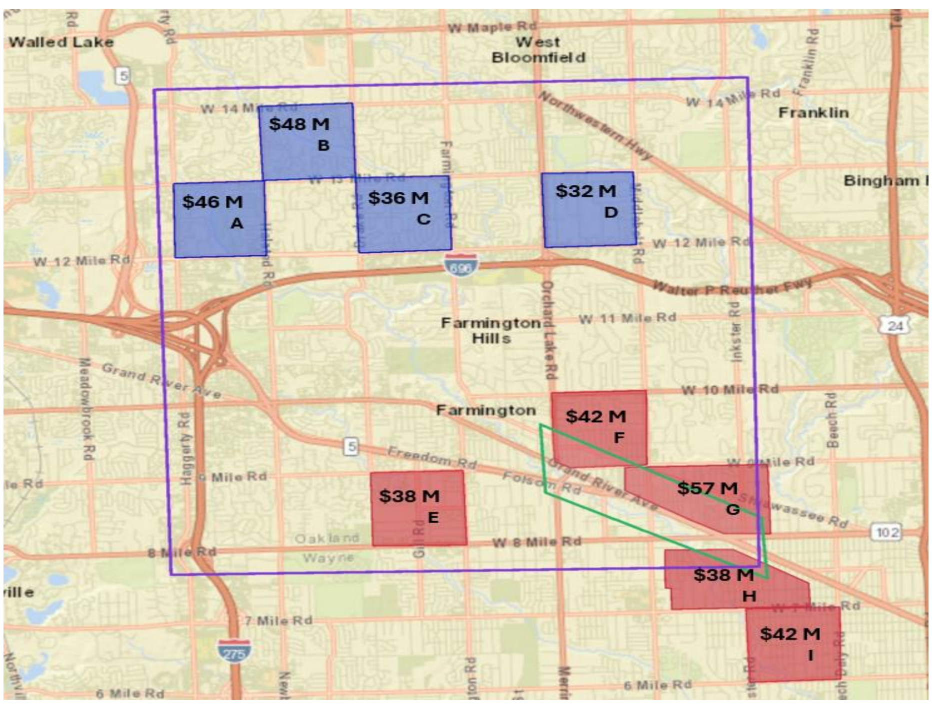


Total household retail Spending by square mile location

Appendix C

Demographics Characteristics and Total Retail Spending by Square Mile Location

	Location – 1 Square Mile	*Population*	*House Holds*	*Med HH Income*	*Med Home Value*	*Total Retail Spending*
A	Halstead – 12 Mile -NW Copper Creek	2,600	1,100	$175,000	$430,000	**$46M**
B	Halstead – 14 Mile SE	2,700	1,100	-$160,000	$450,000	**$48M**
C	Drake – 13 Mile SE	3,300	1,300	$130,000	$300,000	**$46M**
D	12 Mile / Orchard Lk. Rd	2,400	1,300	$70,000	$305,0000	**$32M**
E	9 Mile-Farmington Rd - SW	1,700	3,400	$68,000	$300,000	**$38M**
F	Orchard Lk – 10 Mile Rd SE	4,300	1,900	$90,000	$215,000	**$42 M**
G	N. Grand River – Corwell H	4,600	2,000	$90,000	$200,000	**$57M**
H	8 Mile-Grand River -SW Botsford Park	4,700	2,000	$68,000	$170,000	**$38M**
I	Inkster – 7 Mile Rd SE	5,100	2,100	$88,000	$135,000	**$43M**
---	D'town Farmington Sq. Mile	95,000	42,000	$110,000	$335,000	**$1.3 B**
---	Total Retail Trade Area	145,000	62,000	$78,000	$235,000	**$1.5 B**



Retail Market Power® 2025 | Retail Stores Opportunity Gap (2)

Trade Area: Farmington Grand River
Benchmark: USA

	Farmington Grand River		
	2025 Demand ($)	2025 Supply ($)	Opportunity Gap/Surplus ($)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	109,646,555	58,089,770	51,556,785
Clothing stores (NAICS 4481)	77,599,087	26,754,107	50,844,980
Men's clothing stores (NAICS 44811)	3,390,218	4,661,576	-1,271,358
Women's clothing stores (NAICS 44812)	12,150,273	7,199,066	4,951,207
Children's and infants' clothing stores (NAICS 44813)	2,703,010	1,254,946	1,448,064
Family clothing stores (NAICS 44814)	48,053,296	7,091,115	40,962,181
Clothing accessories stores (NAICS 44815)	4,609,646	2,586,252	2,023,394
Other clothing stores (NAICS 44819)	6,692,645	3,961,152	2,731,493
Shoe stores (NAICS 4482)	12,975,410	13,283,739	-308,329
Jewelry, luggage, and leather goods stores (NAICS 4483)	19,072,058	18,051,923	1,020,134
Jewelry stores (NAICS 44831)	10,779,723	8,062,107	2,717,615
Luggage and leather goods stores (NAICS 44832)	8,292,335	9,989,816	-1,697,481
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	35,945,611	21,786,962	14,158,649
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	31,401,942	20,245,535	11,156,407
Sporting goods stores (NAICS 45111)	21,722,535	15,613,719	6,108,816
Hobby, toy, and game stores (NAICS 45112)	7,422,262	3,427,354	3,994,908
Sewing, needlework, and piece goods stores (NAICS 45113)	952,377	0	952,377
Musical instrument and supplies stores (NAICS 45114)	1,304,767	1,204,462	100,305
Book stores and news dealers (NAICS 4512)	4,543,668	1,541,427	3,002,242
Book stores (NAICS 451211)	4,317,025	1,541,427	2,775,599
News dealers and newsstands (NAICS 451212)	226,643	0	226,643
General Merchandise Stores			
General merchandise stores (NAICS 452)	338,953,801	167,716,151	171,237,650
Department stores (NAICS 4522)	20,225,680	31,505,712	-11,280,032
Other general merchandise stores (NAICS 4523)	318,728,121	136,210,439	182,517,682
Warehouse clubs and supercenters (NAICS 452311)	292,393,510	112,273,107	180,120,404
All other general merchandise stores (NAICS 452319)	26,334,610	23,937,332	2,397,278
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	65,675,321	48,549,997	17,125,325
Florists (NAICS 4531)	3,054,558	1,434,383	1,620,175
Office supplies, stationery, and gift stores (NAICS 4532)	9,818,952	10,991,646	-1,172,694
Office supplies and stationery stores (NAICS 45321)	2,695,106	2,213,983	481,123
Gift, novelty, and souvenir stores (NAICS 45322)	7,123,846	8,777,663	-1,653,817
Used merchandise stores (NAICS 4533)	8,931,866	3,258,499	5,673,367
Other miscellaneous store retailers (NAICS 4539)	43,869,945	32,865,468	11,004,476
Pet and pet supplies stores (NAICS 45391)	14,317,372	18,865,174	-4,547,802
Art dealers (NAICS 45392)	5,848,113	0	5,848,113
Manufactured (mobile) home dealers (NAICS 45393)	3,841,844	0	3,841,844
All other miscellaneous store retailers (NAICS 45399)	19,862,616	14,000,294	5,862,322
Tobacco stores (NAICS 453991)	7,274,712	7,439,988	-165,276
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	12,587,904	6,560,306	6,027,598
Non-store Retailers			
Non-store retailers (NAICS 454)	574,269,174	222,415,222	351,853,952
Electronic shopping and mail-order houses (NAICS 4541)	539,898,415	216,974,822	322,923,593
Vending machine operators (NAICS 4542)	3,203,612	712,289	2,491,323
Direct selling establishments (NAICS 4543)	31,167,148	4,728,111	26,439,037
Fuel dealers (NAICS 45431)	21,026,661	2,653,922	18,372,739
Other direct selling establishments (NAICS 45439)	10,140,487	2,074,189	8,066,297
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	410,786,515	298,334,885	112,451,630
Special food services (NAICS 7223)	28,175,261	29,637,520	-1,462,259
Food service contractors (NAICS 72231)	22,352,277	21,051,889	1,300,388
Caterers (NAICS 72232)	5,256,539	8,581,915	-3,325,376
Mobile food services (NAICS 72233)	566,445	3,716	562,729
Drinking places (alcoholic beverages) (NAICS 7224)	14,152,121	10,394,907	3,757,214
Restaurants and other eating places (NAICS 7225)	368,459,133	258,302,457	110,156,675
Full-service restaurants (NAICS 722511)	185,483,705	142,084,032	43,399,673
Limited-service restaurants (NAICS 722513)	155,228,592	95,746,122	59,482,470
Cafeterias, grill buffets, and buffets (NAICS 722514)	3,955,670	2,035,294	1,920,377
Snack and non-alcoholic beverage bars (NAICS 722515)	23,791,166	18,437,010	5,354,155

Retail Market Power® 2025 | Retail Stores Opportunity Gap (1)

Trade Area: Farmington Grand River
Gibbs Group Feb 2025

	Farmington Grand River		
	2025 Demand ($)	2025 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	3,167,648,653	1,864,865,233	1,302,783,419
Total retail trade (NAICS 44 and 45)	2,756,862,137	1,566,530,348	1,190,331,789
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	586,948,323	153,012,101	433,936,221
Automobile dealers (NAICS 4411)	496,249,588	85,467,929	410,781,659
New car dealers (NAICS 44111)	445,981,186	24,915,917	421,065,269
Used car dealers (NAICS 44112)	50,268,402	60,552,012	-10,283,610
Other motor vehicle dealers (NAICS 4412)	35,115,110	9,209,046	25,906,064
Recreational vehicle dealers (NAICS 44121)	13,392,360	7,054,427	6,337,932
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	21,722,750	2,154,619	19,568,131
Boat dealers (NAICS 441222)	7,981,645	84,461	7,897,183
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	13,741,106	2,070,158	11,670,948
Automotive parts, accessories, and tire stores (NAICS 4413)	55,583,624	58,335,126	-2,751,502
Automotive parts and accessories stores (NAICS 44131)	35,065,865	33,957,710	1,108,154
Tire dealers (NAICS 44132)	20,517,760	24,377,416	-3,859,656
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	47,900,520	25,144,888	22,755,632
Furniture stores (NAICS 4421)	25,885,871	10,539,086	15,346,785
Home furnishings stores (NAICS 4422)	22,014,649	14,605,802	7,408,847
Floor covering stores (NAICS 44221)	9,041,398	9,040,700	698
Other home furnishings stores (NAICS 44229)	12,973,251	5,565,102	7,408,149
Window treatment stores (NAICS 442291)	640,763	153,853	486,910
All other home furnishings stores (NAICS 442299)	12,332,488	5,411,249	6,921,239
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	33,842,730	25,367,010	8,475,720
Household appliance stores (NAICS 443141)	8,007,343	15,490,114	-7,482,771
Electronics stores (NAICS 443142)	25,835,387	9,876,896	15,958,491
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	183,767,959	122,678,309	61,089,650
Building material and supplies dealers (NAICS 4441)	159,171,773	114,001,882	45,169,891
Home centers (NAICS 44411)	85,283,421	0	85,283,421
Paint and wallpaper stores (NAICS 44412)	6,653,335	5,443,697	1,209,637
Hardware stores (NAICS 44413)	15,960,031	15,898,699	61,332
Other building material dealers (NAICS 44419)	51,274,986	92,659,485	-41,384,500
Lawn and garden equipment and supplies stores (NAICS 4442)	24,596,186	8,676,427	15,919,759
Outdoor power equipment stores (NAICS 44421)	4,692,071	282,589	4,409,482
Nursery, garden center, and farm supply stores (NAICS 44422)	19,904,114	8,393,837	11,510,277
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	359,363,749	300,783,287	58,580,461
Grocery stores (NAICS 4451)	322,952,225	235,070,256	87,881,969
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	307,600,906	215,892,117	91,708,790
Convenience stores (NAICS 44512)	15,351,319	19,178,139	-3,826,821
Specialty food stores (NAICS 4452)	9,902,095	17,498,516	-7,596,421
Meat markets (NAICS 44521)	2,988,810	3,530,738	-541,928
Fish and seafood markets (NAICS 44522)	1,174,297	1,482,702	-308,405
Fruit and vegetable markets (NAICS 44523)	2,059,483	10,798,610	-8,739,128
Other specialty food stores (NAICS 44529)	3,679,505	1,686,467	1,993,039
All other specialty food stores (NAICS 445299)	1,724,880	837,227	887,653
Beer, wine, and liquor stores (NAICS 4453)	26,509,429	48,214,515	-21,705,086
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	181,164,408	261,770,419	-80,606,012
Pharmacies and drug stores (NAICS 44611)	152,143,599	234,096,789	-81,953,190
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	12,672,352	8,458,069	4,214,283
Optical goods stores (NAICS 44613)	6,197,642	7,502,728	-1,305,086
Other health and personal care stores (NAICS 44619)	10,150,815	11,712,833	-1,562,018
Food (health) supplement stores (NAICS 446191)	3,567,133	2,368,506	1,198,627
All other health and personal care stores (NAICS 446199)	6,583,682	9,344,327	-2,760,645
Gasoline Stations			
Gasoline stations (NAICS 447)	239,383,988	159,216,233	80,167,755

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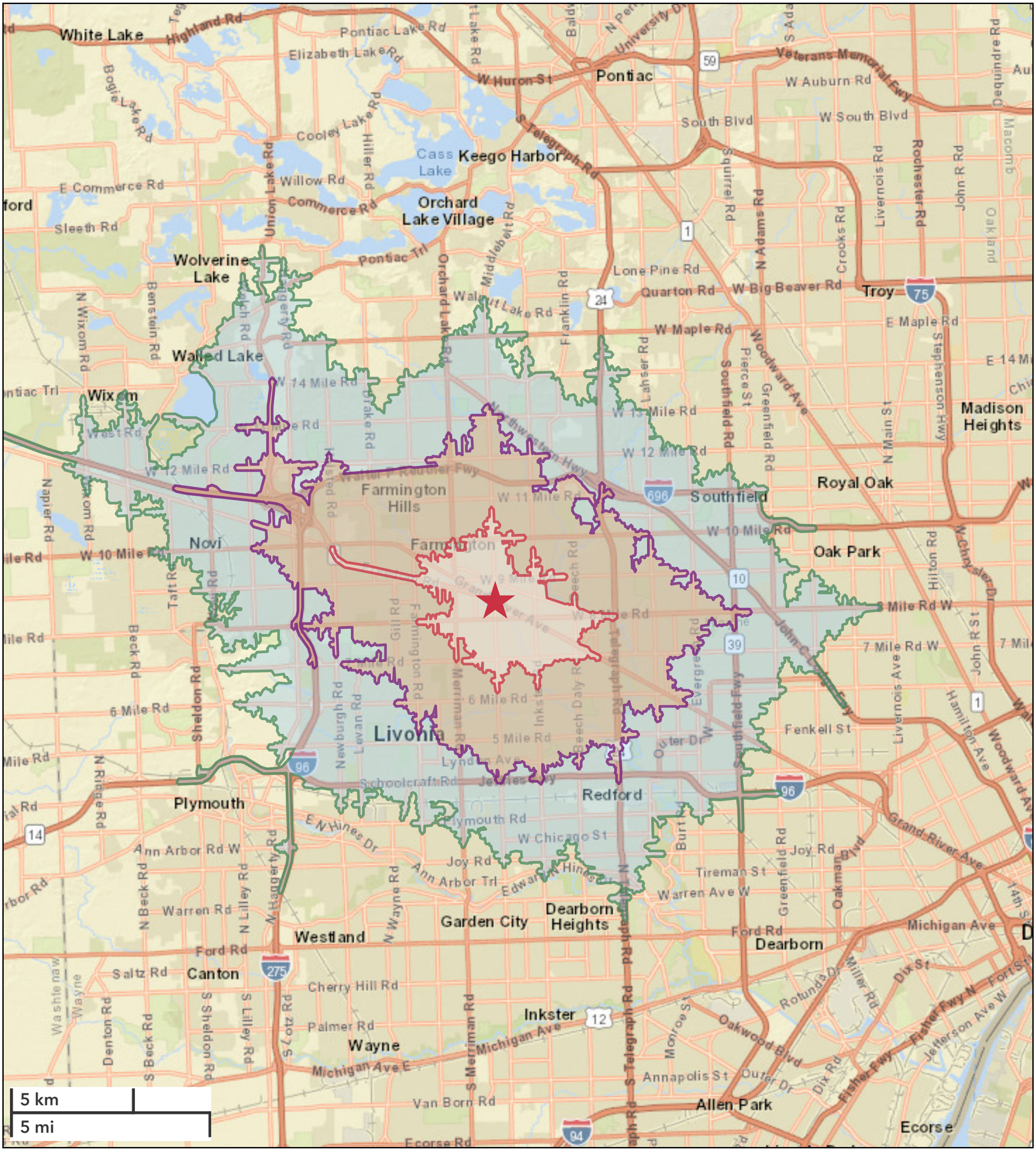
Gibbs Group



February 20, 2025

Grand River Avenue

Hotel Market Analysis

Farmington Hills, Michigan

Prepared For:

City of Farmington Hills, Michigan

Prepared By:

Gibbs Planning Group

July 2, 2025

Metro Detroit Region Hotel Overview
Gibbs Group July 2, 2025

***Figure 1**: Left Holiday Inn, Farmington Rd/I-696; Sheraton I-275/ 8 Mile Rd; Right Marriott Delta Hotel – Grand River Ave/10 Mile Rd.*

Summary
Hotel demand in Southeast Michigan is experiencing significant growth, driven by a combination of major sporting events, rising tourism interest, population gains and continued investment in hospitality infrastructure. Detroit has seen record-breaking visitor numbers and hotel revenues, highlighted by the 2024 NFL Draft, which brought in over 775,000 attendees and contributed to over $1 billion in annual hotel revenue.

With thousands of rooms available within a 50-mile radius and a growing pipeline of large-scale events and hotel developments, the region is positioning itself as a competitive destination for both leisure and business travelers. Overall, downtown hotel occupancy for April rose to 54%, up from 48% the previous year, as reported by Axios. Visit Detroit calculated that hotel revenue hit a record-breaking $1 billion in 2024, emphasizing the region's growing capacity to host large-scale events.

However, this study finds the Farmington Hills southeast Grand River Avenue area does not have the conventional statistical or site location criteria for a new branded hotel. A smaller boutique inn potentially could be supported if combined within a walkable mixed-use town center.

Greater Metro-Detroit Region
Within a 50-mile radius of the city, approximately 45,000 hotel rooms were available during the 2024 NFL Draft, and Detroit alone had 5,300 rooms on the market, according to the Downtown Detroit Partnership (DDP). Hotel data reflects the surge: During the week ending April 27, the average daily room rate (ADR) jumped by 22%, reaching $150.00. Downtown Detroit hotels outperformed the broader region in occupancy, averaging 85% over the week.

Looking forward, Detroit is poised to maintain and even grow its hospitality momentum. The Detroit Sports Commission has secured several major events, including the 2027 NCAA Men's Final Four at Ford Field. In 2028, the city will host both the Big Ten Women's Basketball Tournament and the NCAA Division I Men's Midwest Regional, both to be held at Little Caesars Arena.

Convention Impacts

In 2025, conventions related to the city's ongoing leadership in automotive design and production will continue to dominate. For example, in May 2025, the Automate convention at Huntington Place attracted 45,000 guests, and more than 900 exhibitors specializing in robotics and automation. As these high-profile events continue to choose Detroit, meeting and group demand for hotels is expected to rise. As hotel demand rises, Southeast Michigan is seeing a burst of construction and renovation activity aimed at expanding its hospitality capacity.

***Figure 2**: Left: Michigan Central Station. Via Historic Detroit. Right: Hudson's high-rise hotel, retail, office and residential complex. Via SHoP Architects. The Hudson's hotel will be Michigan's only 5-Star hospitality offering.*

Michigan Central Station & Hudson Site

One of the largest projects is Michigan Central Station, a landmark redevelopment featuring over 600,000 square feet of mixed-use space, including retail, hospitality, community and office areas. The site is expected to include a 100 room hotel. At the Hudson site, another high-profile project is underway: a 210-room, five-star hotel, luxury residential, retail and the new General Motors World Headquarters is under construction. The Hudson hotel will be Michigan's only five-star hospitality offering.

Market Oversupply

In contrast, the demand for hotel rooms in the South Michigan region is likely oversupplied. According to Newmark Research, South Michigan's hotel market has a high supply risk, ranking in the bottom 5% of markets. The oversupply issue impacts revenue, with South Michigan ranking 97th out of 104 markets for revenue per available room, at just $70, well below the national average of $100. South Michigan does not have the same robust growth and attention that has come to Detroit in the past few years

Encouraging Trends

Meanwhile, the AC Hotel is bringing 150 new rooms to the region, and the Courtyard Detroit Downtown has recently completed upgrades to its existing 260 rooms. Occupancy rates are also improving; Central Business District hotels saw occupancy rise from 52% in 2023 to 57% in 2024. Average daily rates in CBD also grew, increasing from $220 to $225 based on data from CoStar.

Encouraging Trends

In terms of the purpose of a visit, 17% of hotel guests come for meetings, 25% for other business trips, and 58% for leisure. Chris Moyer of Visit Detroit calculates the need for 4,000 more hotel rooms to effectively compete for and accommodate major sporting events and conventions in the future. Detroit hit a key milestone in 2025 with two consecutive years of population growth. This population growth is expected to attract more attention into downtown areas and support investor appetite.

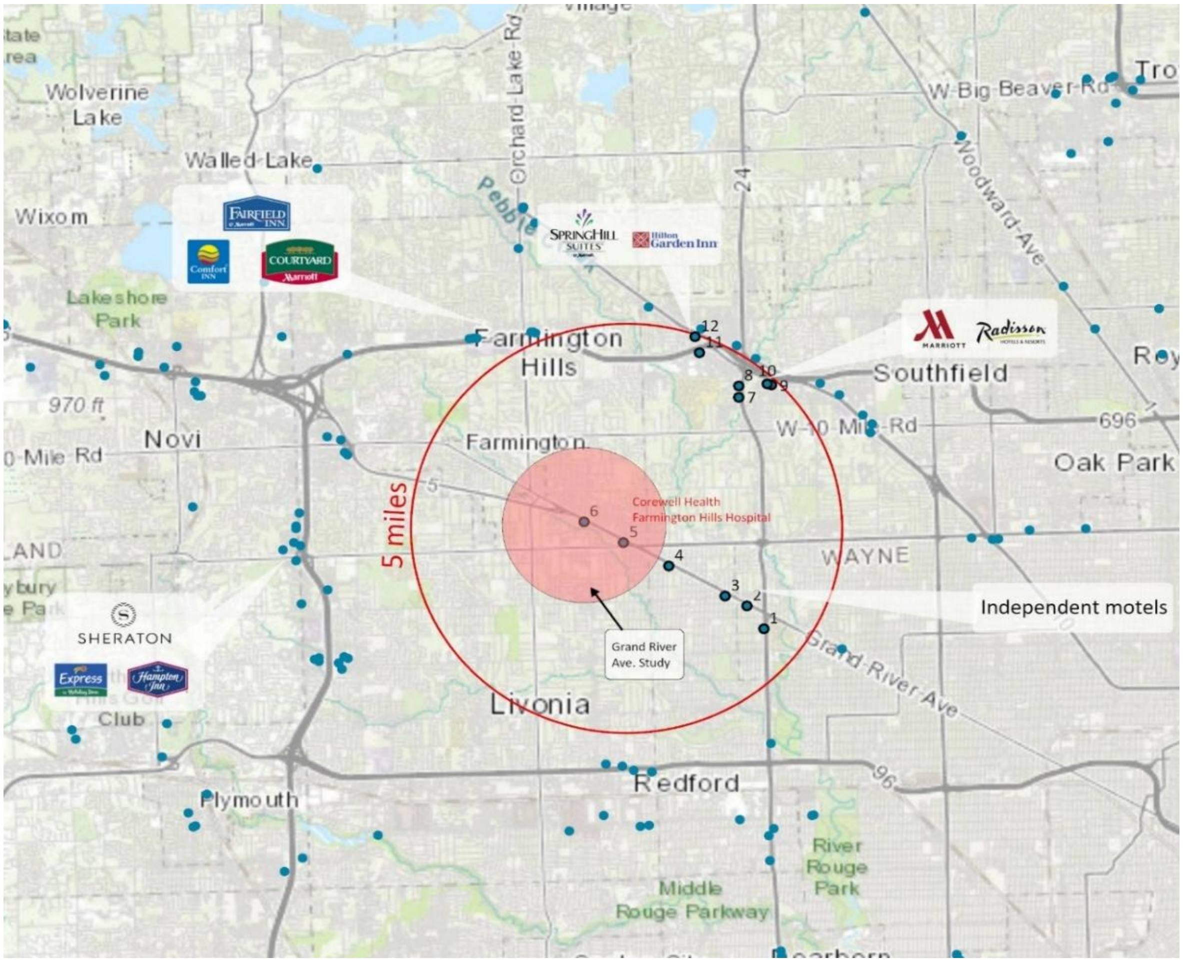


Figure 3. *Existing hotels located surrounding the Farmington Hills, south Grand River Avenue corridor*

Figure 4:. Hotels within 5 miles of the Corewell Health Farmington Hills Hospital

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Hotel Brand	Map Reference	Total Keys	Published Rates	Location
A Victory Inn & Suites	1	65 rooms	$65-100	4 miles - Telegraph Rd., Detroit
Deluxe Inn	2	15 rooms	$100	4 miles - Grand River Ave., Detroit
Coach & Lantern	3	65 rooms	$40-55	3 miles -Grand River Ave., Redford
Dorchester Motel	4	35 rooms	$40-55	1 mile Grand River Ave., Redford
Bahama Motel	5	40 rooms	$20-70	0 miles Grand River Ave., Farmington Hills
Grand Tulane Motel	6	10 rooms	$40-55	1 mile Grand River Ave., Farmington Hills
Quality Inn	7	105 rooms	$60-100	4.5 miles Telegraph Rd., Southfield
Radisson Hotel	8	55 rooms	$90-120	4.5 miles Telegraph Rd., Southfield
Courtyard By Marriott	9	145 rooms	$90-260	5 miles Northwestern Hwy., Southfield
Marriot Southfield	10	225 rooms	$130-180	5 miles Northwestern Hwy., Southfield
Hilton Garden Inn	11	195 rooms	$130-200	4.5 miles American Dr., Southfield
Springhill Suites By Marriott	12	90 rooms	$100-160	5 miles Northwestern Hwy., Southfield

Grand River Avenue

Office Market Analysis

Farmington Hills, Michigan

Prepared For:

City of Farmington Hills, Michigan

Prepared By:

Gibbs Planning Group

Indigo Retail Group

July 2, 2025

FARMINGTON HILLS Michigan

Farmington Hills, Michigan

Grand River Avenue Office Market Analysis

July 2, 2025

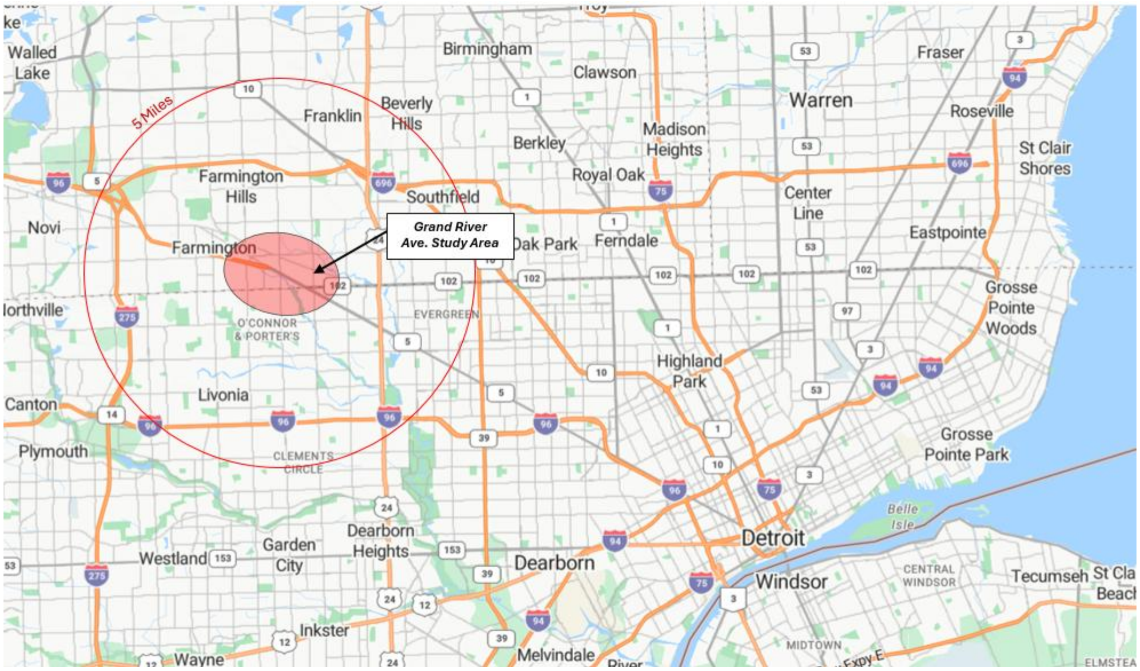


Figure 1: *Aerial view of the Grand River Avenue corridor study area*

Summary

This study finds the Farmington Hills Grand River Avenue corridor area has an existing demand for up to 50,000 square feet of new professional office space. By 2029, an additional 25,000 sf office demand could be supported in the Grand River area if it were located in a smaller, neighborhood-focused mixed-use walkable village center (1). The 75,000 sf total of new office space would offer a desirable community destination and complement nearby commercial and residential areas.

Demand in the Avenue's district is strongest for two-story professional buildings with small-to-medium-sized floorplates. Grand River's supportable businesses include healthcare, wellness, design, real estate, insurance, and related fields. The office market is primarily attractive Class B+ space, rather than the Class A office typically reserved for Fortune 500 businesses.

South Grand River Ave. 2030 Supportable New Office

10,000 sf	Community Organizations
15,000 sf	Local Services
30,000 sf	Health -Medical
20,000 sf	Professional Services
75,000 sf	**Total Office Demand** (1)

Summary

The growth of the office market in Farmington Hills will be driven by two distinct factors.

First, the city's high-income demographics and well-educated population have attracted entrepreneurs and executives who may prefer to live and work in the same community, boosting demand for local office facilities. As these business owners seek more convenient commutes, they may relocate to the south Grand River study area.

Second, Corewell Health Farmington Hills Hospital, a 330-bed teaching facility with Level II trauma status care and a new birthing center, represents a major driver for office development in the south Grand River area. Corwell employs 1,400 total staff members on a 30-acre campus located northwest of Grand River Avenue and Eight Mile Roads.

Corwell's Farmington location includes 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corwell's Grand River medical center provided 57,000 patient days and 10,800 total discharges in 2024.

***Figure 2**: The health and wellness sectors employ 5,500 workers, 75% of the south Grand River total workforce. Retail trade businesses employ 20%, 1,500 of the Grand River area's labor force. Left, Corwell Medical Center, Right, West River shopping center corridors two largest employers.*

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical eco-system, spurring both new construction and renovations for physician groups and related services.

Like other major medical campuses across the country, Corewell Health's presence often sparks new investment for complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry's needs. Ultimately, Corewell Health's continued expansion will strengthen the local office market and attract additional healthcare-focused investments to the Grand River area.

As the Farmington corridor grows and Corewell Health continues to expand, the area's office market potential could exceed current projections by attracting additional businesses and office space users. In other words, the total amount of supportable new office space may be larger than the 50,000 to 75,000 sf of new office projected by this analysis.

Summary

New office developments along the Grand River corridor are likely to command rents in the upper $20s per square foot per year (sf/yr), specifically ranging from $26 to $29 sf/yr on a gross or a modified gross basis. Gross rents include property taxes and insurance, The building lease holder pays for their own utilities, interior improvements and some of properties' common area maintenance (CAM). These rates may surpass the City of Farmington Hills' existing average of $21 per sf/yr.

These projected real estate lease rents are justified by strong demand drivers. Chief among these are entrepreneurs seeking a closer-to-home workplace and healthcare-related users looking to position themselves near Corewell Health. Consequently, potentially higher rents align with the corridor's strategic appeal and underscore its potential for sustained growth.

Figure 3: *Aerial photo of the 2-mile south Grand River Avenue study area looking northeast.*

Background

Gibbs Planning and Indigo Retail have been retained by the City of Farmington Hills to conduct an independent market potential analysis to project how much new office development may be supportable along the south Grand River Avenue area by 2030. The 2-mile long corridor is located in southeast Farmington between Orchard Lake and Eight Mile Roads. Eight Mile Road is the City of Detroit's northern border.

The projections of this study are based on Grand River's economic characteristics utilizing the real estate industry's best practices. This study does not necessarily reflect the Avenue's existing building stock and area's physcal character.

Additionally, this study's office space projection reflects statistical market demand, but not necessarily the availability of existing real estate properties to accommodate new office space. This analysis considers current market conditions and trends to estimate a potential office demand for the study area, given its site characteristics, competitive position and other factors.

Grand River Corridor Commercial Summary

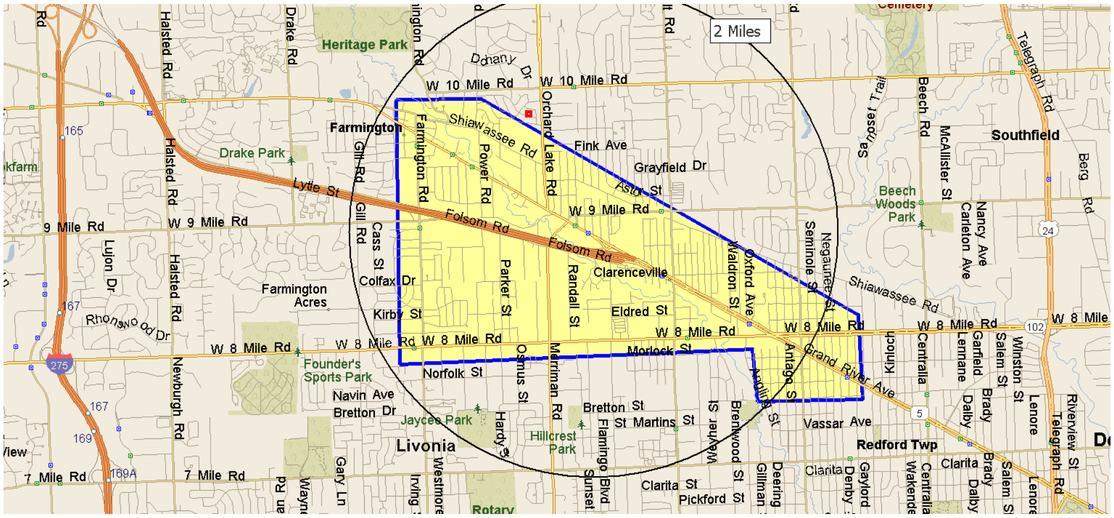


Figure 4: *The Grand River Avenue study area covers 4 square mile. The area is located between Orchard Lake and Eight Mile Roads.*

The Grand River, 8 Mile, Farmington Roads study area is a diverse commercial district. The four square mile square area includes 600 businesses, 7,500 employees and 14,000 residents. Healthcare is the corridor's largest business sector with 110 total businesses, equating to 20% of the area's employers. The healthcare sector employs 5,500 (70%) full and part-time workers.

Retail trade, restaurants and foods are the area's second largest business categories employing 1,500 (20%) of its work force with 110 total establishments. The construction and manufacturing sectors are the area's third largest, employing 1,000 (15%) workers within 110 businesses.

Figure 5: The Grand River Ave. Study Area Business Summary

	No. Businesses	***% Total Businesses***	***Total Employees***	***% Total Employees***
Automotive Repair	20	5%	90	2%
Civic & Organizations	30	5%	115	2%
Construction	60	10%	300	5%
Finance & Insurance	15	3%	60	1%
Health Care & Social Asst.	65	10%	3,000	40%
Hospital & Ambulatory Care	45	8%	2,500	35%
Manufacturing	35	6%	700	10%
Professional & Tech	40	7%	130	2%
Real Estate	35	6%	125	2%
Restaurants – Foods	40	7%	500	6%
Retail Trade	85	15%	1,000	12%
Totals	600	---	7,500	---

U.S. Office Market Overview

Figure 6: *Left- Mercedes-Benz Financial Services, Right-Japanese Solderless Terminals Campus; Farmington Hills, MI .*

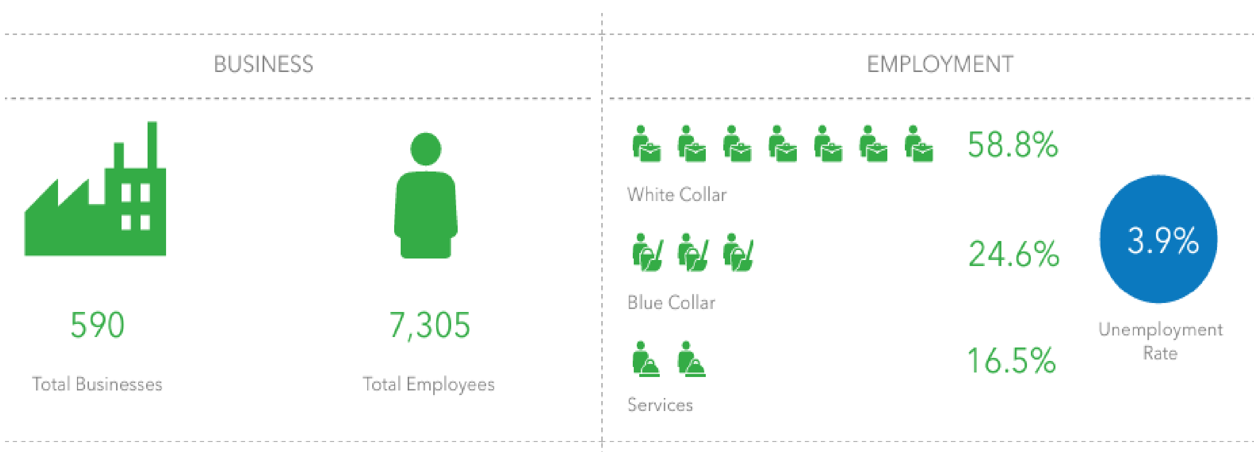
The U.S. office market has changed drastically since the 2021-2022 pandemic with many companies adopting hybrid or fully remote setups. This drop in traditional office demand has led to higher vacancies and more sublease options. Employers are trimming footprints to lower costs and increase flexibility.

Advances in Article Intelligence and automation further reduce space needs by supporting greater output with fewer workers. This shift continues to suppress office leasing and new construction. Building owners must adapt or risk prolonged vacancies.

Office-to-residential or mixed-use conversions are on the rise, especially in city centers. These projects tap into housing demand and revitalize areas burdened by obsolete office stock. While the market remains in flux, creative reuse and flexible leasing strategies are critical for success.

While this discussion outlines broad trends shaping the U.S. office market, actual demand hinges on local factors. Communities each have unique economic conditions and workforce needs that determine how national trends manifest at the local level.

Figure 7: The Grand River Ave. Study Area Business Summary



Employment

New office development is largely fueled by growth in office-intensive sectors like finance, professional services, and information technology. As companies increase their workforce or expand operations, they require more space. Demand also rises when businesses seek modern layouts, advanced technology, or a superior location to enhance their competitive edge.

Beyond workforce expansion, broader economic factors—such as low interest rates, favorable financing, and strong market confidence—can spark additional office construction. Ultimately, the synergy between robust economic conditions, job growth and desirable building attributes propels new office development and leasing demand.

Figure 8: *Grand River Avenue looking northwest towards Middlebelt Road. Right: The Farmington Hills Fire Station # 3 and Jon Grant Community Center.*

According to the Mackinac Center for Public Policy, Michigan's job growth has stalled at 4.5 million positions since April 2024, ranking the state as the 10th-worst in employment gains. Although jobs rose by 4% in 2021 and 2022 and by 2% in 2023, this slowdown signals stagnation. Oakland County's commercial growth is faring better, which is not a surprise given its highly educated workforce and sought after communities.

The University of Michigan's Research in Quantitative Economics predicts that the number of jobs in Oakland County will grow by 1% annually, adding approximately 8,000 jobs this year and in 2026.

There are no published projections regarding the number of jobs to be added in Farmington Hills. However, it stands to reason that given the similar demographics of Oakland County and Farmington Hills, the job growth in the area will be on par with Oakland County.

Farmington Hills had a 2024 commercial base of 46,000 workers. When one considers other factors such as the high education and income levels, the prime location of Farmington, the amenities and the area freeways and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County. However, Grand River's central regional location is offset by the confusing road alignments of Freedom Road – M-5, and the Avenue's diagonal orientation.

Employment
Farmington's 2024 employment sector includes approximately 80% office-management workers. A few of the top employers in Farmington Hills include Corewell Health, Mercedes- Benz Financial Services, Japanese Solderless Terminals, Robert Bosch and Nissan Technical Center of North America.

In January 2025, Bosch announced a $14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

This expansion cements Farmington Hills as a prime location for innovative companies tapping into Michigan's deep pool of technology talent. As Bosch and other tech companies flourish, Farmington Hills stands ready to capitalize on the influx of jobs and opportunities, reinforcing its reputation as a key employment hub.

Figure 9: *The Largest Job Counts by Occupation in Farmington Hills. 80% of the Farmington jobs are office-management This high level of office jobs serves to stabilize the office market. Source: Oakland County*

Employment
Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that the City will capture some of the job growth through the addition of medical and healthcare-related jobs.

Employment
Over three-fourths of Farmington Hills' working age adults are employed in office professions. 60% of adults have earned a bachelor's degree or higher. These figures are associated with a favorable 2024 unemployment rate of just 3.5%. Each of these statistics exceed the figures noted in the comparison geographies.

Placemaking Opportunities

While job growth in Farmington will remain strong, the employment growth in the south Grand River corridor will lag the city. However, Corewell Health Farmington Hills serves as a stabilizing force in the area and will be a catalyst for real estate investment, healthcare and related jobs going forward.

Grand River Avenue's moderate commercial market demand potential is overlooked by many in the real estate industry. The gap in job growth is due in part to the corridor's aged character, limited shopping and dining offerings and other non-market related factors. The district's commercial market demand potential offers a considerable opportunity for growth with enhanced placemaking including the development of a neighborhood, walkable, mixed-use village center.

Figure 10: *A small neighborhood mixed-use village would offer the Grand River neighborhoods and businesses an attractive live, work, and shopping destination. Left, Eddie Street, South Bend, IN, Right Ada, MI new villages.*

Demographic Trends

Underlying demographic trends directly and indirectly impact new office potential—a growing population suggests continued demand for local services and a strong workforce appeals to firms who rely on filling open positions with talented workers. Farmington Hills presently has 83,400 residents and 36,000 households.

By 2029, the City's population is projected to decline slightly to 82,700 residents in 36,400 households. It is interesting to note that while the population is declining, the number of households is increasing. This trend is generated in part by the aging population and adult children starting their own households.

The projected population decline is higher for the Grand River rental market trade area and the city of Farmington Hills compared to Oakland County, Metro Detroit and Michigan. The median household income in the City of Farmington Hills is $103,600 while the average household income is $135,000, demonstrating the impact of high-income earning households. Overall, 65% of the City's households earn more than $75,000 per year, which is notably higher than Metro Detroit (50%) and Michigan (48%).

Demographic Trends

Farmington's strong income characteristics indicate a favorable market for office space. Furthermore, the City's high incomes are evidence of a deep talent pool of highly educated workers which is a plus in attracting and retaining companies and employers. This further suggests that the underlying workforce could help attract professional office businesses to Farmington, including the south Grand River area. Similarly, business owners living in Farmington Hills but with locations elsewhere may take advantage of the opportunity to locate closer to home.

Demographic Trends

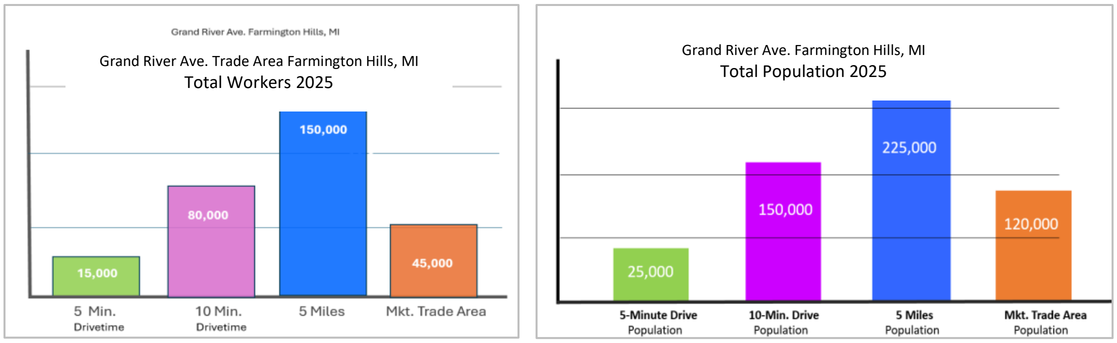


Figure 11: *Employment and population 5-10 minute drive-time, 5 mile ring and defined market trade area demographics.*

Commercial Market Trade Areas

The commercial market trade areas are geographic locations where the Grand River commercial district has a significant competitive advantage because of access, design, quality competition and traffic and commute patterns. This market advantage equates to a potential expansion in the capture of consumer visitors and expenditures by the retailers, restaurants and offices located within the Avenue's commercial district.

As part of this analysis, GPG defined the commercial market trade area by geographic, vehicular access, strength of retail competition and residential growth patterns and drivetimes. GPG projects that the residents and workers inside the defined trade area will account for up to 20% of the total sales captured by Grand River's businesses. The balance of the Avenue's sales would be from persons outside of the trade area, visitors, the internet and business to business commerce.

This study projects that Grand River's overall retail market trade extends 3 to 4 miles: 6 Mile to 11 Mile Roads north-south and I-275 to Telegraph Road east-west. The trade area includes 120,000 population, and 50,000 households. In 2024, these households had $90,000 average and $70,000 median incomes.

5 Mile Ring
225,000 Population
100,000 Households
$117,000 Ave. HH Income
11,000 Businesses
150,000 Workers

10 Min. Drivetime
150,000 Population
70,000 Households
$120,000 Ave. HH Income
7,000 Businesses
80,000 Workers

Grand River Ave. Retail Trade Area
120,000 Population
50,000 Households
$95,000 Ave. HH Incomes
5,000 Businesses
45,000 Workers

Downtown Farmington

Located at the west edge of the Grand River district, downtown Farmington is known for its charming small-town feel with elegant Victorian-style homes. The historic district been selected as one of the eight finalists for the *2025 Great American Main Street Award*. Downtown Farmington is continuing to develop with two new streetscape projects, a public space program as well as new businesses and housing clusters. New market-rate housing is currently being developed downtown.

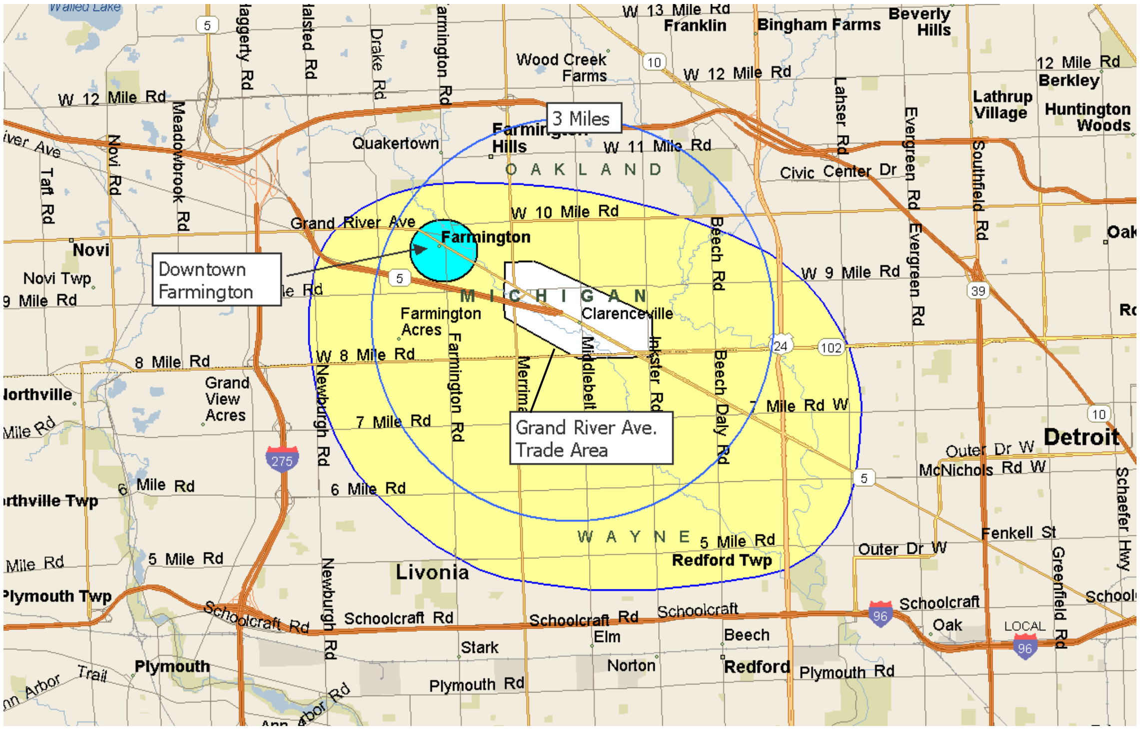


Figure 12: *Defined Grand River study area's commercial market trade area (yellow). The Grand River study area is shown inside the white box above.*

Twelve Oaks Mall

With over 1,500,000 sf of retail floor space and 185 stores, the Twelve Oaks Mall is one of the largest, upscale shopping destinations in the Midwest. The mall is anchored by Nordstrom, Macy's and JC Penney's department stores. The mall is owned by the Taubman Centers and hosts other retailers and popular restaurants such as Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and The Cheesecake Factory.

Oakland Community College

Oakland Community College is a public community college with five campuses in Oakland County. Established in 1964, OCC is the state's largest community college with the third-largest undergraduate enrollment. OCC's Spring 2022 semester included 14,500 students, with just over 7,000 enrolled at the Orchard Ridge campus, located two miles northwest of Grand River.

Figure 13: *Left-Downtown Farmington, Center: Oakland Community College Farmington campus; Right 12 Oaks Mall.*

Farmington Office Submarket

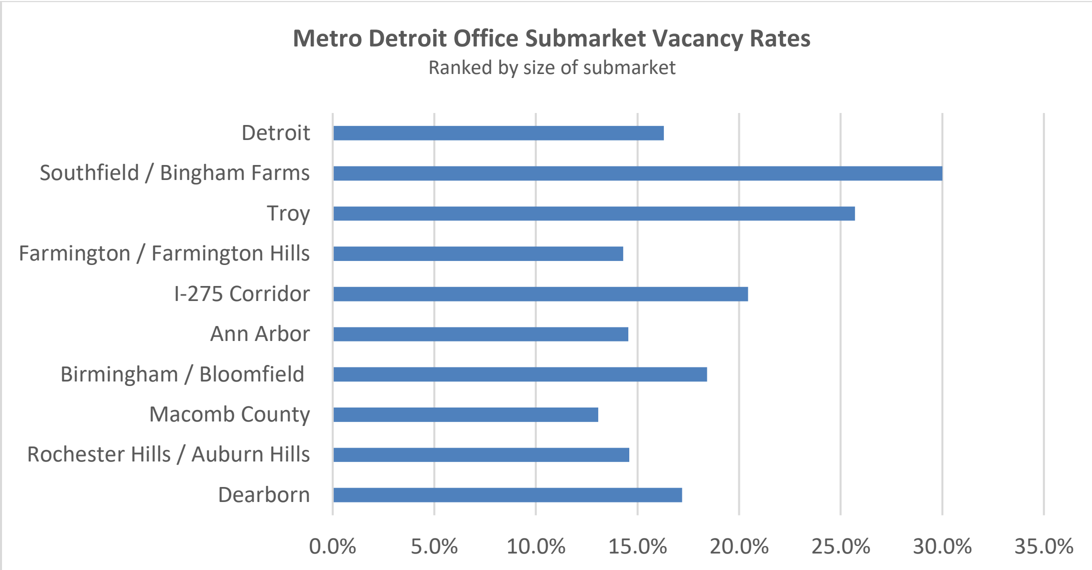


Figure 14: *Source Metropolitan Detroit Market Office Q4 2024 Market Statistics produced by Signature Associates*

The Farmington Office Submarket has perennially been a sought-after submarket with a total of approximately 10 million square feet. The Farmington Hills / Farmington Office Submarket is the fourth largest office submarket in Metro Detroit after Detroit, Southfield / Bingham Farms, and Troy. It should be noted that the submarket has one of the lowest vacancy rates in Metro Detroit:

A low office vacancy rate speaks to the health and vibrancy of the Farmington commercial market. From the above office occupancies, the overall office market is soft with tepid demand in the post-COVID economy. To add context to the current Farmington office demand, 14%, the five-year average vacancy rate for the submarket is 12.8% and the 10-year average vacancy rate of 12.7%. When office space available for sublease is factored into the equation, the total availability rate of office space jumps to 20.5%.

Net absorption is a real estate metric that measures the amount of office space that is leased versus vacated over a specific period. In the last 12 months, the Farmington Hills area has suffered a negative absorption rate of nearly 33,000 sf. In addition, during that time, the market asking rent growth rate was an anemic 0.7% compared to a 10-year average of nearly 2% annual growth in market asking rents.

There are many factors that drive office space demand including the overall economy, job growth and education levels, but the remote or hybrid work arrangements offered by many employers and corporations continues to hamper demand in the office market and create weakness in the sector.

Despite the overall weakness, the 12 Mile Road and the Northwestern Highway corridors remain sought after by employers and corporations. In Q4 of 2024, two of the top five office leases in Metro Detroit were completed in Farmington Hills, and both were in the same building at 31440 Northwestern Highway, near Middlebelt Road. The Kirk Gibson Foundation signed an 11-year lease for 41,000 sf and Amentum Technology, a global leader in advanced engineering and innovative technology solutions, signed a lease for 20,000 sf of office space.

Farmington Office Submarket

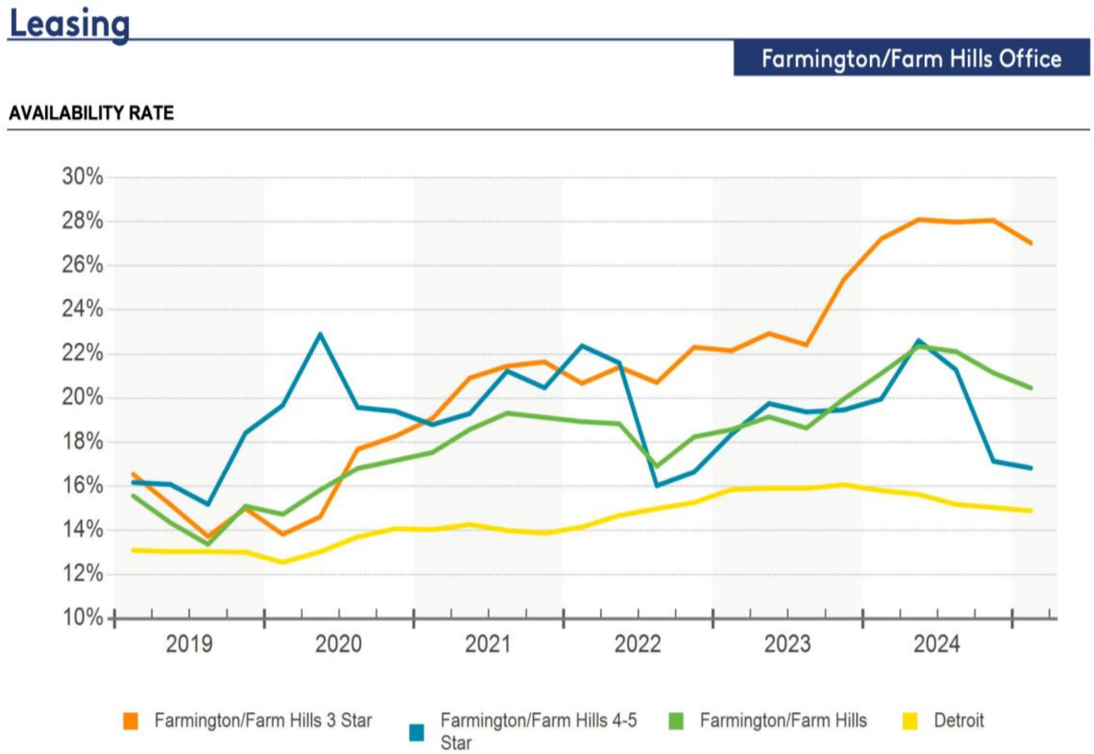


Figure 15: *This chart shows the availability of office space in Farmington Hills. Available space includes office space that may be leased but also available for sublease. Note that we are past peak with all availability rates in Farmington Hills trending down. Lastly, 4-5 Star buildings may be higher quality or have modern amenities compared to 3 Star office buildings. It stands to reason 4-5 Star office buildings are more in demand and reflect lower availability rates.*

The Farmington Submarket remains one of the most sought-after business addresses in Metro Detroit, especially for technological companies. While the office market in Metro Detroit is diminishing, Farmington Hills will continue to be an attractive market for employers and corporations.

Regarding the south Grand River area, we do not see Fortune 500 or major employers and corporations choosing Grand River for their office space needs. If an employer opts to locate in Farmington Hills, the 12 Mile Road and Northwestern Highway corridors will remain the top choices.

However, because of the dominance of Corewell Health on Grand River, demand for medical space in the Grand River corridor will remain strong and it is highly likely the corridor will see growth in medical office space. With the high income and education levels of Farmington Hills, the study area is an attractive alternative.

Real estate developers in Metro Detroit, including Farmington Hills, remain hesitant to invest in speculative office projects due to lingering uncertainty about long-term office demand and shifting workplace trends. Many businesses continue to embrace hybrid or remote work models, reducing the need for large footprints and making it more challenging for developers to justify new, speculative builds. However, Grand River Avenue's central location and the Corwell Health center may be an exception and attract new commercial investment.

New Office Construction

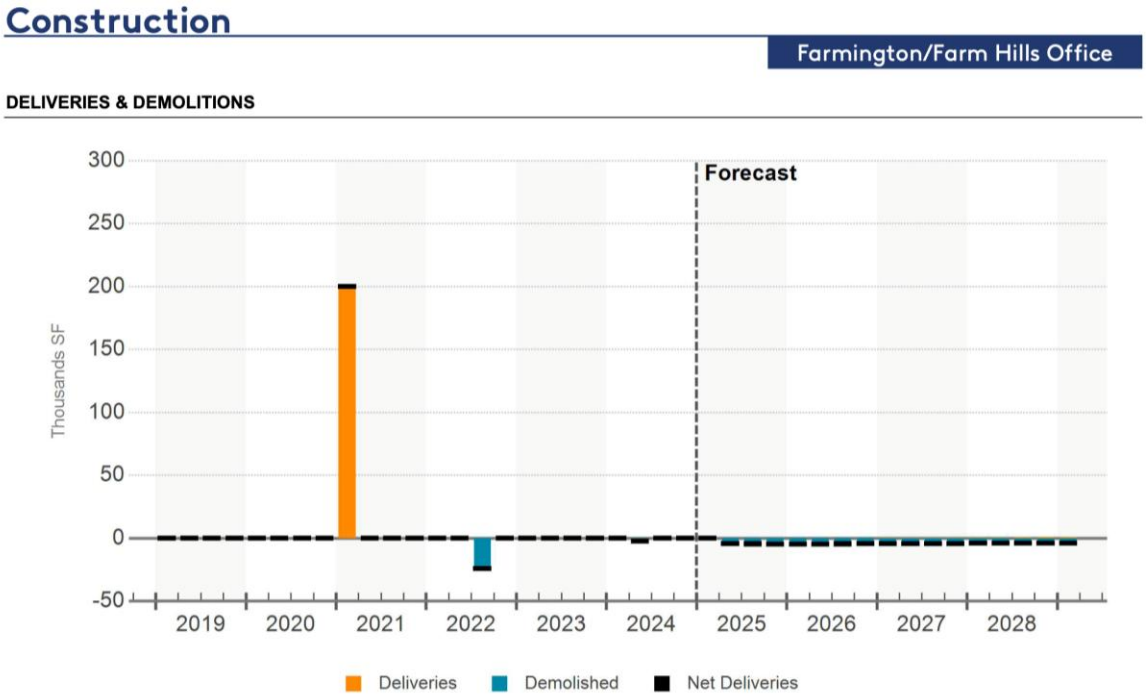


Figure 16: *This chart shows the construction activity for office buildings in Farmington Hills. Three metrics of construction activity area shown which are deliveries, which is the square footage of office space coming onto the market. Demolished shows office buildings that are razed and net deliveries that combine deliveries and demolished. Note that net deliveries will be negative at least though Q3 of 2029. The total amount of office space in Farmington Hills will continue to shrink for the foreseeable future.*

Consequently, brokers and developers are opting for build-to-suit projects with committed tenants, ensuring a secure return on investment before breaking ground. Additionally, rising construction costs and higher interest rates exacerbate the financial risks associated with speculative office development. These factors force developers to seek stable, pre-leased agreements or pivot to other commercial asset classes where demand is more predictable. The result is a limited pipeline of new office construction projects unless they can guarantee occupancy through tenant commitments.

New Office Construction
Currently in Metro Detroit, there are only three new office buildings under construction totaling 720,000 sf. To put this low number in perspective, there is approximately 200 million square feet of existing office space in Metro Detroit.

Overall, the average market rent in Metro Detroit for office space is $22.00 per square foot per year. With rents at this level, construction of new office space is challenging if not impossible. The last of three office buildings in Metro Detroit under construction is in downtown Birmingham and opens June 2026. Not only did high rents help make the office building development a reality, but the developer also built this building for a specific tenant, JP Morgan Chase. Downtown Birmingham has the highest office rents in the Metro Detroit market because of its walkable downtown with shops and restaurants.

New Office Construction

Figure 17: *Rendering of the downtown new Hudson's building. The building will include approximately 500,000 sf of office space and serve as the headquarters for General Motors.*

A build-to-suit project is one where a developer designs and constructs a new building specifically to meet a tenant's unique requirements for size, layout, and amenities. Build-to-suit projects are nearly the only source of new office building construction in Metro Detroit. Farmington Hills is no different and mirrors this reality.

Currently there are two build-to-suit projects being offered in Farmington Hills. There is a 7,000 sf opportunity at 30610 W Twelve Mile Road, east of Orchard Lake Road on the market. The Thomas Duke Company is offering a build-to-suit with five stories and up to 67,000 sf at 21430 Haggerty Road, south of 9 mile Road. Not only did high rents help make the office building development a reality, but the developer also built this building for a specific tenant, JP Morgan Chase.

Summary of New Office Potential

Over the last two years, the City of Farmington Hills has approved a number of key office projects solidifying its position as a predominant office submarket in Metro Detroit. Comerica Bank consolidated offices in Livonia and Auburn Hills and relocated employees to a new 300,000 sf facility adding 20,000 sf to their Farmington Hills footprint. With 2,000 employees, this is now Comerica's the largest corporate office.

Another prominent office addition was approved with Japanese Solderless Terminals (JST) moving and expanding their R&D operations from Indoplex Drive to 12 Mile Road. The new JST facility is 80,000 sf with 100 employees. The JST research and development building is the most sustainable in Michigan. Approximately 100 trees were repurposed to use as lumber for the project or for interior furniture. Natural features were incorporated into this project to promote green infrastructure.

Summary of New Office Potential

Figure 18: Metro Detroit Office Space Under Construction

Office Submarket	*Location*	*Building*	*Total Bldg. Size*	*Est. Completion*
Birmingham / Bloomfield	North side of Maple Rd east of Telegraph Rd.	4060 W. Maple Road	22,000 sf	January 2025
Detroit	New Hudson Bldg. Woodward	1240 Woodward Avenue, Detroit	560,000 sf	February 2025
Birmingham / Bloomfield	South side of Brown St west of Old Woodward Ave	370 E. Brown Street Birmingham	135,000 sf	June 2026

A number of other office leases above 10,000 sf were approved. NAI Farbman, a regional real estate company, chose Farmington Hills for its headquarters leasing nearly 30,000 sf at Northwestern Highway. and Middlebelt. Also, Michigan Institute for Neurological Disorders (MIND) leased 11,000 sf on Orchard Lake Road. Lastly, Alliance Catholic Credit Union leased 10,000 sf on Orchard Lake Road.

In addition to the above-mentioned office leases, the following companies chose Farmington Hills including: Precision IR, Keller Williams Realty, The State Bank, Peace of Mind Wellness and State Farm.

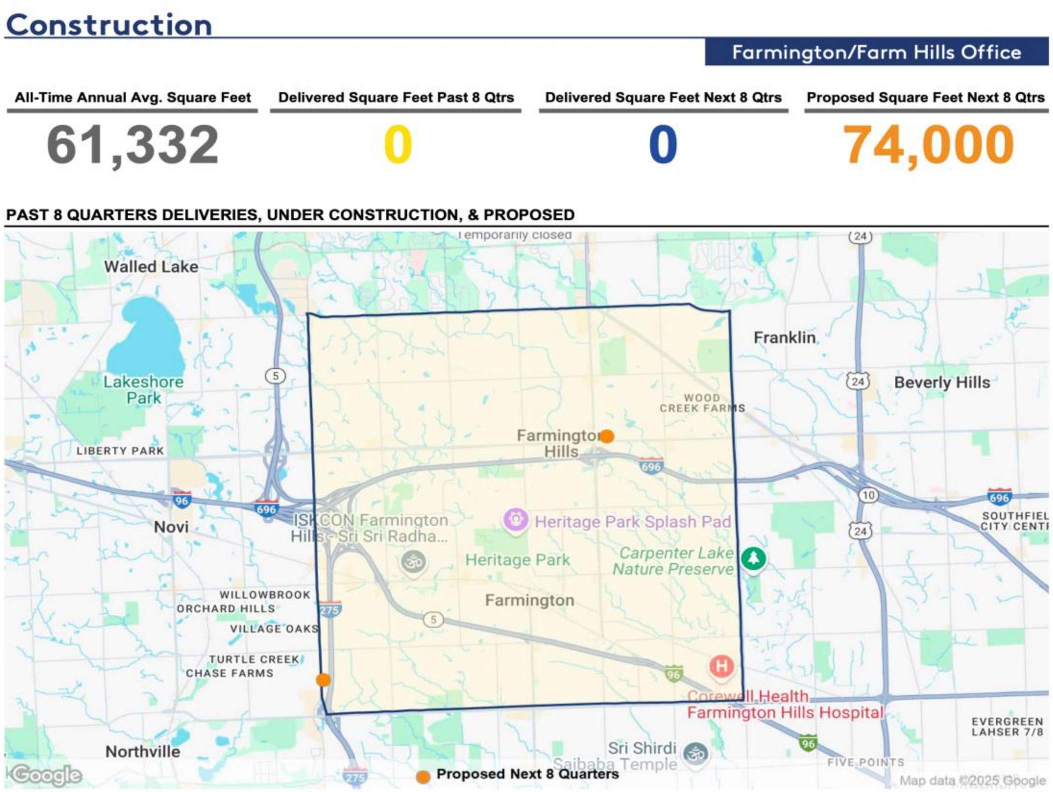


Figure 19: *Construction activity for office buildings in Farmington Hills. The all-time annual average for new office space coming on to the market is 61,000 sf.*

Summary of New Office Potential

The sources of new office development potential are as follows:

- **Pent-Up Demand:** Current vacancy rates suggest there may be existing demand in the market for new office space to satisfy natural or equilibrium vacant space needs.

- **Anticipated Employment Growth:** The City of Farmington Hills is projected to add around 400 – 600 office workers annually. Assuming 150 sf of space needed to support each new office worker, the City of Farmington Hills could see new office development equals roughly 60,000 to 90,000 sf.

Functional Obsolescence: The last factor in the demand potential for new office space is the annual functional obsolescence and re-tasking of 1- and 2-Star buildings, which currently supply approximately 2 million sf of office space in the Farmington Hills / Farmington submarket. An annual functional obsolescence rate ranging from 1.00% to 1.33% is used, representing an average building useful life of between 75 and 100 years.

This depletion rate is used to estimate the amount of space which is removed from the marketplace. The report estimates approximately 30,000 sf of 1- and 2-Star office space being worn-out or re-purposed in the submarket annually.

Figure 20: *Grand River Ave. looking northwest toward Middlebelt Road.*

Fundamental demand for office space is closely tied to broader employment trends, especially in finance, professional services and information-intensive fields. While remote work soared during the pandemic, many companies are gradually returning to offices or adopting hybrid models to attract talent in a tight labor market.

Projected job growth in office-heavy sectors remains the key driver of future demand. Nationally, ample existing inventory softens overall development, yet new construction still appears in high-growth areas and through build-to-suit projects. Despite the remote-work shift, well-positioned and amenity-rich office spaces can still command strong rents and low vacancies.

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of office development. Local and regional demographic and economic factors likely to affect the current and future office market are collected, including specific competitive supply conditions such as occupancy, rents, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, the Chamber of Commerce and other stakeholders.

After describing the existing market, a variety of sources are used to arrive at reasonable projections for growth in market area employment. With these forecasts, office sector penetration and space needs per employee are compared to determine the demand for new office space across the identified market area (including any pent-up demand). Informed by past trends, the subject study area evaluation and intelligence gathered on planned and proposed projects; this study arrives at a range of office absorption that can be reasonably attained at the study area by 2030.

Data sources used in the above analysis include publicly available governmental sources such as the U.S. Census, Bureau of Labor Statistics, Mackinac Center for Public Policy, Oakland County, the State of Michigan Labor Market Information, subscription demographic and commercial real estate data providers ESRI and Costar, as well as other published and online commercial real estate brokerage statistics.

Figure 21

Farmington Hills Market Area Demographic Comparison

Demographic Category	***Grand River Trade Area***	***Farmington Hills***	***Oakland County***	***Detroit DMA***	***Michigan***
2024 Population	**104,000**	83,000	1,270,000	4,930,000	10,200,000
2029 Population	**102,000**	83,000	1,270,000	4,900,000	10,000,000
2024-29 Annual Pop. Growth	**-0.49%**	-0.18%	-0.03%	-0.15%	-0.09%
2024 Households	**45,500**	36,000	537,000	2,010,000	4,000,000
2024 Bachelor's Deg. or Higher	**30%**	60%	50%	35%	30%
2024 Households with Children	**55%**	60%	60%	60%	62%
2024 Median Age	**39.9**	42.0	41.5	40.2	40.5
2024 Population Aged 25-54	**40%**	40%	40%	40%	37%
2029 Population Aged 55+	**35%**	36%	35%	35%	35%

Limits of Study

This study is designed as objective third-party research and GPG does not recommend that any or all the supportable office space be developed in the Grand River Avenue study area.

This report is based on information that was current as of December 2024, and GPG has not undertaken any update of its research effort since such date.

Limits of Study

Figure 22: *Grand River Ave. looking south toward 8 Mile Road.*

This study is based on estimates, assumptions and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and is offered as predictions or assurances that a particular level of income or profit will be achieved, that events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material.

No warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the basis for programming, planning, designing, financing, or development of any real estate. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

Figure 23

Farmington Hills Market Area Demographic Comparison

2024-2929 Demographics	***5-Minute Drivetime***	***10-Minute Drivetime***	***5 Mile Ring***	***Grand River Ave. Retail Trade Area***	***City of Farmington Hills***
Households 2024	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes 2029	$85,000	$90,000	$77,000 HH	$70,000	$115,000
Average HH Incomes 2029	26,000 pop.	155,000 pop	225,000 pop/	120,000 pop	83,000 pop.
HH Incomes $100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Number of Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	5,000 Bus.	4,700 Bus.’
Total Workers	15.000	80,000	150,000	45,000	60,000

Figure 24: Farmington Office Market Profile

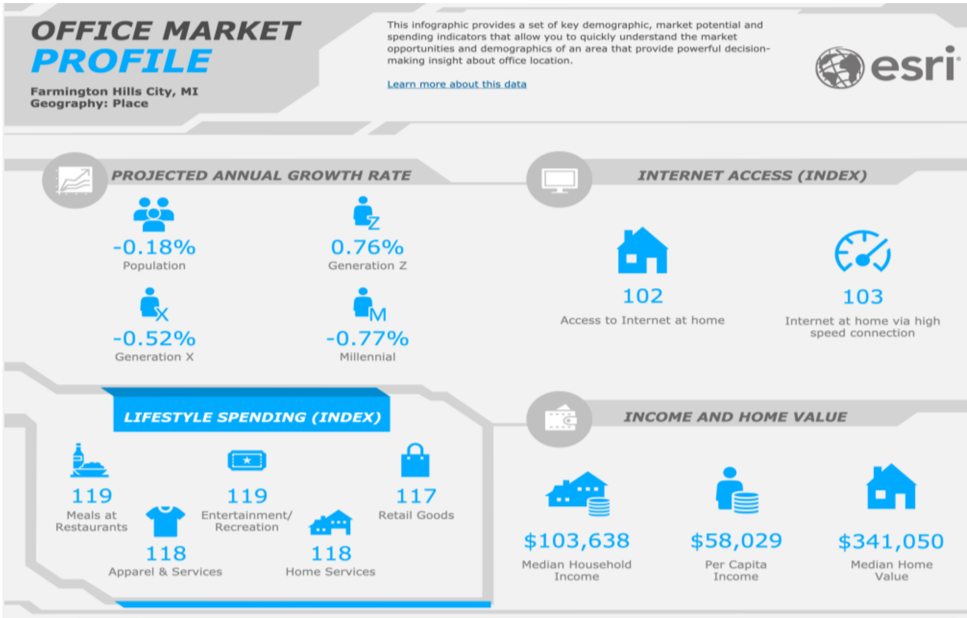


Figure 25: *Aerial map showing Farmington and Farmington Hills*

Grand River Avenue

Residential Market Analysis

Prepared For:

City of Farmington Hills, Michigan

Prepared By:

Gibbs Planning | Indigo Retail Group

July 2, 2025

Farmington Hills, Michigan
Grand River Avenue Residential Market Analysis
July 2, 2025

Figure 1: *The East Grand River Avenue area has a 2025 demand for up to 150 new market-rate residential units growing to 450 dwellings by 2030. The demand includes 250 multi-family apartments – right and 50 townhouse units left.*

Summary
This study projects that the Farmington Hills East Grand River Avenue corridor has potential market demand for up to 400 moderately priced new residential units by 2030. The corridor also currently has a 2025 new demand for 100 new residential dwellings. The 2030 housing demand includes 250 garden-style apartments, 50 duplex homes, 50 ranch multi-family and 50 townhomes.

The East Grand River district is seated within a favorable economic demographics area in south Oakland and northwest Wayne Counties. There are 225,000 persons and 100,000 households living within 5-miles of the district. The average household incomes are $117,000, higher than the State of Michigan. The Grand River area is a major regional employment center with the Corewell Health serving as the area's major employer and economic catalyst. In addition, 80,000 workers are employed within a 10-minute drive of the Grand River study area.

Work-force housing represents the Grand River area's largest residential shortage. Also known as 'missing middle' housing, 50% of the new residential demand is by households earning a combined $60,000 to $90,000 income. These units should be designed and moderately priced for persons gainfully employed in the education, medical, government, and the service sectors.

Grand River Corridor 2030 New Residential Market Demand
200 -250 Garden Apartments- 400 sf to 1,000 sf
30- 50   Duplex-Ranches - 1,000 to 1,600 sf
40- 50 Townhomes 1,000 to 1,800 sf
30-50 Ranch Multi-family – 1,000 sf to 1,800 sf
300 – 400 Total New Residential Units

Summary

Approximately 25% of the new residential should be targeted at single-person households or those earning modest incomes between $40,000 and $50,000. Small rental apartments located near Corwell Health, public transit and other employment centers are recommended. Given the economics of an affordable housing development, public–private partnerships may be necessary to bring these units to market.

The Grand River area also has a considerable demand for 55+ households looking for new, housing options near their existing neighborhoods. There are 40,000 persons aged 55+ living within 3 miles of study area. Approximately 25% of the district's new housing demand is for the 55+ year population.

Figure 2: *View of E Grand River corridor looking north*

There is also a statistical demand for manufactured and smaller single-family homes in the Grand River and Eight Mile area. These houses would appeal to almost all demographic segments, young singles to empty nesters. However, this study assumes the Grand River corridor doesn't have suitable land area sites large enough that are available to accommodate single-family dwellings or manufactured housing developments typically required for these communities.

It is also plausible that the corridor district could support an additional 150 to 200 more new residential units, totaling 600 dwellings, if located within a mixed-use, walkable town center with restaurants and shops.

Background

The City of Farmington Hills has retained Gibbs Planning and Indigo Retail Group to conduct an independent residential market potential analysis to estimate the new market rate housing demand within the east Grand River Avenue district. The 2-mile long corridor is in southeast Farmington Hills between Orchard Lake and Eight Mile Roads.

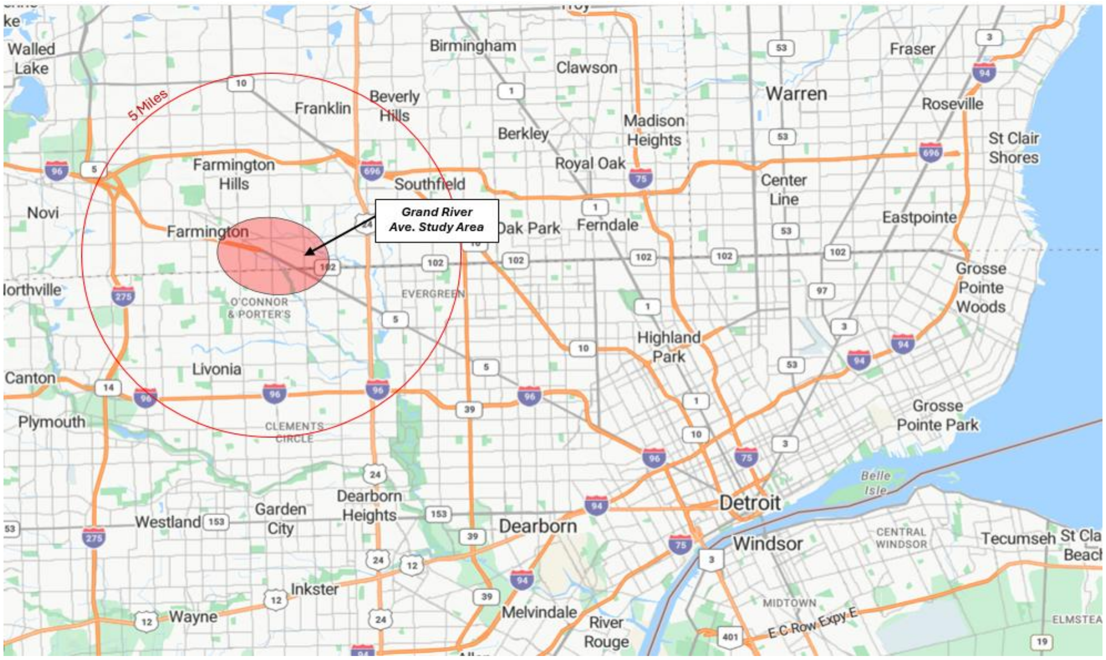


Figure 3: *The Grand River study area is located in southeast Farmington Hills along the City of Detroit's Eight Mile Road border.*

The projections of this study are based on Grand River's market characteristics utilizing the residential real estate industry's best practices. Additionally, this study's residential projections reflects statistical market demand, but not necessarily the availability of existing real estate properties or landuse policies to accommodate new housing development. Considerable additional housing demand is supportable if built within a walkable, mixed-use town center.

Real Estate Developer Insights

Feedback from local real estate investors is that the East Grand River corridor has a sizable existing pent-up market demand for new commercial and residential development. However, some real estate developers in Metro Detroit, including Farmington Hills, remain hesitant to invest in speculative residential projects due to lingering uncertainty about the market, shifting housing trends and other factors.

Rising construction costs, limited property availability, high interest rates, trades shortages, and governmental approval uncertainties are most cited for the Grand River corridor's supply and demand imbalance. Grand River Avenue's central location and the Corewell Health center may be an exception and attract new residential investment.

Real Estate Developer Insights

Area developers also indicate there's a strong demand for both for-sale and rental housing in the East Grand River area. With building construction costs of $160 to $200 sf and home sales over $300 sf, area builders estimate 400 to 600 units could statistically be absorbed by 2030.

However, builder opinions widely vary on the specific unit types and pricing. Some project that new "for sale" townhomes and ranch-style properties could be highly competitive. Others see robust opportunities for upscale apartments with quoted monthly rents as high as $2.80–$3.10 sf monthly for highly amenitized developments, but there is disagreement on whether structured parking is financially viable in this market.

This study finds that while there is demand for highly amenitized developments, the rents may not be in the $2.80 to $3.00 sf but in the range of $2.40 to $2.60 psf. Overall, these insights suggest a strong appetite for products ranging from single-level "empty nester" homes to apartments, with ultimate success hinging on execution details such as finding suitable land.

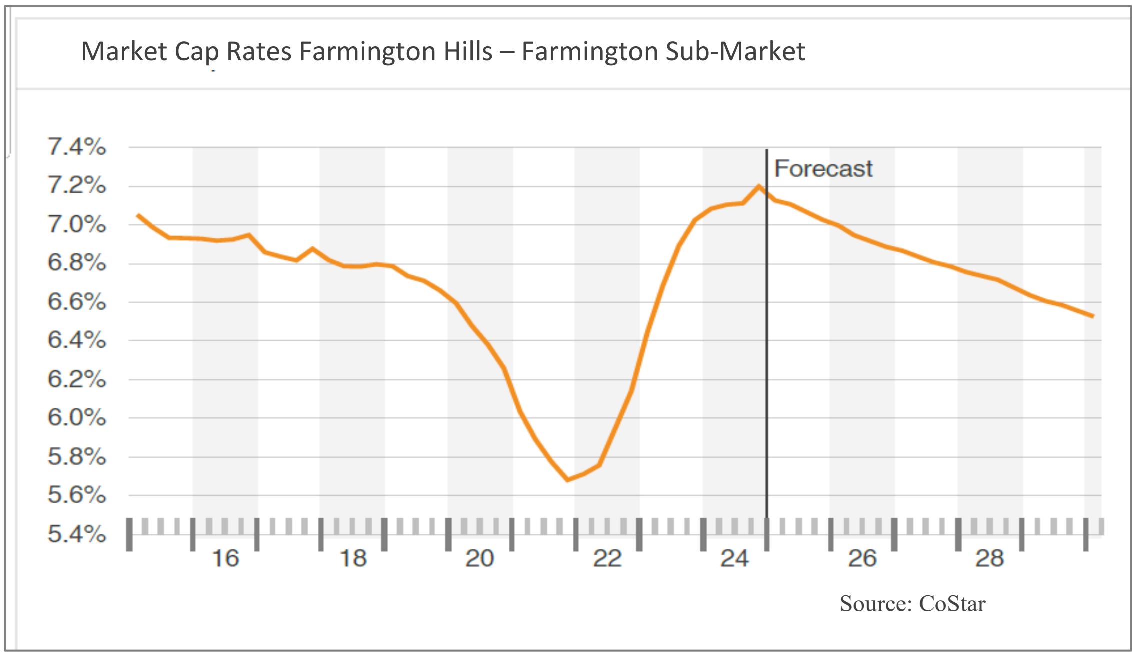


Figure 4: *Farmington Hills – Farmington CoStar Submarket reported real estate transactions cap rates. Source :CoStar*

Farmington Hills Demographics

There are approximately 84,000 people and 36,000 households living in the City of Farmington Hills. City residents have $153,000 average household incomes, 65% earn over $75,000 and 20% earn over $100,000. Farmington's median household incomes are $115,000, twice the State and 30% higher than Oakland County. Over 60% of the city's residents have a four-year college degree compared to the 30% within the state. The City's spring 2025 unemployment rate is 3.1% was below Oakland County's 3.7%.

Farmington Hills Demographics

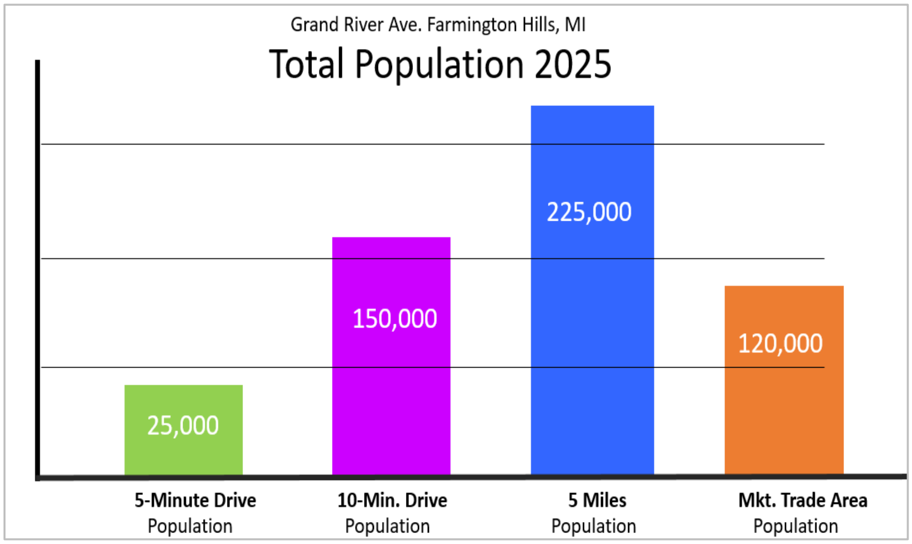


Figure 5: *East Grand River 5-10 minute drive times, 5 mile rings and GPG defined market trade area demographics. .*

Metro Detroit faces a housing shortage among college-educated young adults in their 20s and 30s. These residents are searching for better housing values than what is currently offered in other markets like West Bloomfield, Plymouth, Ferndale, and Royal Oak. The Grand River Avenue area may provide a more attainable alternative, appealing to buyers and renters who want relative value and affordability

Fluctuations and demand in the housing market are reflected by changes in certain demographic categories. An overall increase in population or declining household size generates greater housing demand. Also, changes in family composition, income, age, education and marital status all impact on overall market needs and niche housing requirements.

5 Mile Ring
225,000 Population
100,000 Households
$77,000 Median HH Incomes
$117,000 Ave. HH Income
11,000 Businesses
150,000 Workers

Grand River Ave. Retail Trade Area
120,000 Population
50,000 Households
$70,000 Median HH Incomes
$95,000 Ave. HH Incomes
5,000 Businesses
45,000 Workers

10 Min. Drivetime
155,000 Population
70,000 Households
$70,000 Med. HH Incomes
$95,000 Ave. HH Income
7,000 Businesses
80,000 Workers

The median age of the City's housing is 45 years old and the housing stock in the Grand River Avenue area skews older and is estimated to be 60 years old. Moreover, 60% of the current City housing inventory is single-family homes, while 40% are multi-family. The percentage of renters in the Grand River area may bode well for multi-family residential development. Like the number of households, the population in the study area is larger than in Farmington Hills.

Farmington Hills Demographics

As of April 2025, there are 35 single-family homes advertised for sale in Farmington Hills at an average asking price of $600,000. The average square footage is 2,400, yielding an average list price per square foot of $250. The range of house asking prices is $175,000 to $1,700,000.

Additionally, there are 15 condominiums listed for sale averaging a $260,000 asking price and 1,300 sf, which is $195 per sf. During 2024, 685 single-family homes sold in Farmington Hills for an average price of $350,000 or $170 per sf. The average size of a home sold was 2,060 sf. Over the same period, 300 condominiums have sold in Farmington Hills for an average price of $200,000 for a 1,500 sf unit size or $140 per sf.

City of Farmington Hills Demographics

- 84,000 People – 36,000 Households
- $153,000 Average Household Incomes, Twice the State of Michigan
- $115,000 Median Household Incomes
- Median Household Incomes Double the State & 30% Higher than Oakland County
- 60% Residents hold 4-year College Degrees
- 3.1% Unemployment, Lower than Oakland County – 3.7 %

City of Farmington Hills Housing Summary

- 30,000 Total Housing Units
- 60% Owner Occupied Housing -35% Rented Housing
- 5% Housing Overall Vacancy Rate
- $350,000 Median House Values - $275,000 Metro Detroit
- 60% City Housing – Single Family – 40% Multi-Family
- City Median Housing Stock – 45 Years Old
- East Grand River Avenue Housing Stock – 60 Years Old
- 35 Single-Family Homes Listed for Sale
- $600,000 Average House List Price
- 2,400 sf Average House Size
- $250 Average Single-Family House List Price per Square Foot
- Asking Prices: $175,000 to $1,700,000 (April 2025)
- 685 Single-Family Homes Sold in 2024
- $350,000 Average Single-Family Sales Price - $170 sf
- 2,060 Average Sold Single-Family House Size
- 15 Condominiums Listed (April 2025)
- $260,000 Average Condominiums Sale Price - $195 sf
- 300 Condominiums Sold 2024
- $200,000 for a 1,500 sf unit size or $140 sf Condominium Sales Price

Farmington Hills Demographics

2024 Demographics	*5-Minute Drivetime*	*10-Minute Drivetime*	*5-Mile Ring*	*Grand River Ave. Retail Trade Area*	*City of Farmington Hills*
Population 2024	26,000 pop.	155,000 pop.	225,000 pop.	120,000 pop.	83,000 pop.
Households 2024	12,000 HH	70,000 HH	100,000 HH	50,000 HH	35,000 HH
Median HH Incomes	$77,000	$70,000	$77,000 HH	$70,000	$115,000
Average HH Incomes	$105,000	$95,000	$105,000	$95,000	$153,000
Per Capita Income	$46,000	$47,000	$46,000	$45,000	$67,000
Median Age 2023	43.3	42.2	42.5	41.5	42.0
HH Incomes $100,000 +	4,500 HH	28,000 HH	42,000 HH	18,000 HH	20,000 HH
Total Businesses	1,500 Bus.	7,000 Bus.	11,000 Bus.	5,000 Bus.	4,700 Bus.
Total Workers	15.000	80,000	150,000	45,000	60,000

Figure 6: *East Grand River Avenue drive-time and mile demographics.*

U.S. Residential Market Overview

The U.S. residential market faces a persistent severe housing shortage, with builders struggling to meet demand for both single-family and multi-family homes. According to a recent Freddie Mac estimate, the nation has a shortage of 4 million housing units, driving up prices and leaving many buyers competing for limited inventory. Rising construction costs and labor constraints further contribute to tight supply, prompting homeowners to stay put longer.

Affordability remains a critical concern, as mortgage rates and surging home prices have outpaced wage growth for much of the population. Nearly one in three American households spends over 30% of its income on housing, according to the U.S. Census Bureau—a threshold signaling cost burden. In response, demand has shifted toward smaller homes, rentals, and other more budget-friendly options.

Developers and policymakers nationwide are exploring solutions, such as zoning reforms and streamlined permitting to boost supply and ease affordability pressures. Some regions are also encouraging on-site accessory dwelling units and modular construction to add lower-cost housing. Despite these initiatives, competition remains fierce in most metropolitan areas, including Metropolitan Detroit, underscoring the need for innovative strategies to address the shortfall.

Oakland County Overview

Figure 7: *Aerial photo of the 4 square mile East Grand River Avenue study area*

Oakland County Overview

Oakland County is a major economic hub hosting a strong mix of industries including automotive, healthcare, and professional services. Oakland's population is 1.3 million people and 500,000 households, the state's second highest population behind Wayne County. The county has Michigan's highest median and average household incomes, $95,300 and $130,000, respectively. Oakland per capita income is ranked in the top 100 out of 3,100 U.S. counties.

Proximity to Detroit and the economic opportunities in the Detroit metropolitan area make Oakland County attractive for commuters and professionals seeking suburban living with access to urban amenities. The county's excellent schools, low crime rates, recreational opportunities, and amenities contribute to a high demand for housing among families, young professionals, and retirees.

Like many parts of the U.S., Oakland County has experienced supply constraints, leading to increased home prices and competitive bidding for properties, especially in desirable areas and neighborhoods. Ongoing residential development projects aim to meet the demand but supply still struggles to fully keep pace with buyer interest, contributing to rising home values. Overall, housing demand in Oakland County remains robust due to its attractive features and economic prospects, though this also leads to higher prices and increased competition among buyers.

Housing Types

The housing industry groups building (product) types by size, layout, and other design characteristics. Garden apartments, twins – duplexes, townhomes, ranch, cape cod, cottage, mansion-multi-family, stacked flats, one-over two towns and single family homes are the most common house types in the Midwest.

The house types are based on design, rather than ownership. Houses can be offered as for-sale, or rentals. Build to Rent (BTR) is the fastest growing development model. The rental homes offer the features and lifestyle of a town or single family home, without a long-term commitment, mortgage, maintenance, taxes and upfront downpayment.

Figure 8: *Cape Cod duplex-twins (left) and townhome (right). This study finds that the Cape Cod and ranch duplexes will be the highest price point of all housing types projected in this study.*

Residential Demand

As outlined, this analysis projects that the Grand River study area has a market demand for 150 new units in 2025 growing to approximately 400 dwellings by 2030. The market demand is based on published statistics, demographics, real estate sales reports and interviews with residential developers and sales agents.

Real estate is a dynamic and volatile industry. Southeast Michigan, as well as most of the country faces an extreme housing shortage. Increasing building costs, interest rates, unpredictable development entitlements and other factors contribute to the supply and demand in balance.

The Grand River Avenue housing demand is reportedly not being built for several non-market or economic conditions. Limited buildable site availability, predictable zoning codes, engineering standards and other conditions have been cited by the Grand River area developers Additionally, many area investors and builders may have an unfounded bias towards the south Farmington Hills–Northwest Detroit’s residential market demand.

This report recognizes that housing demand will continue to evolve over the next five years, with shifting preferences likely to blur the lines between apartment, townhome, and duplex demand.

Existing Residential Market – Multi-Family

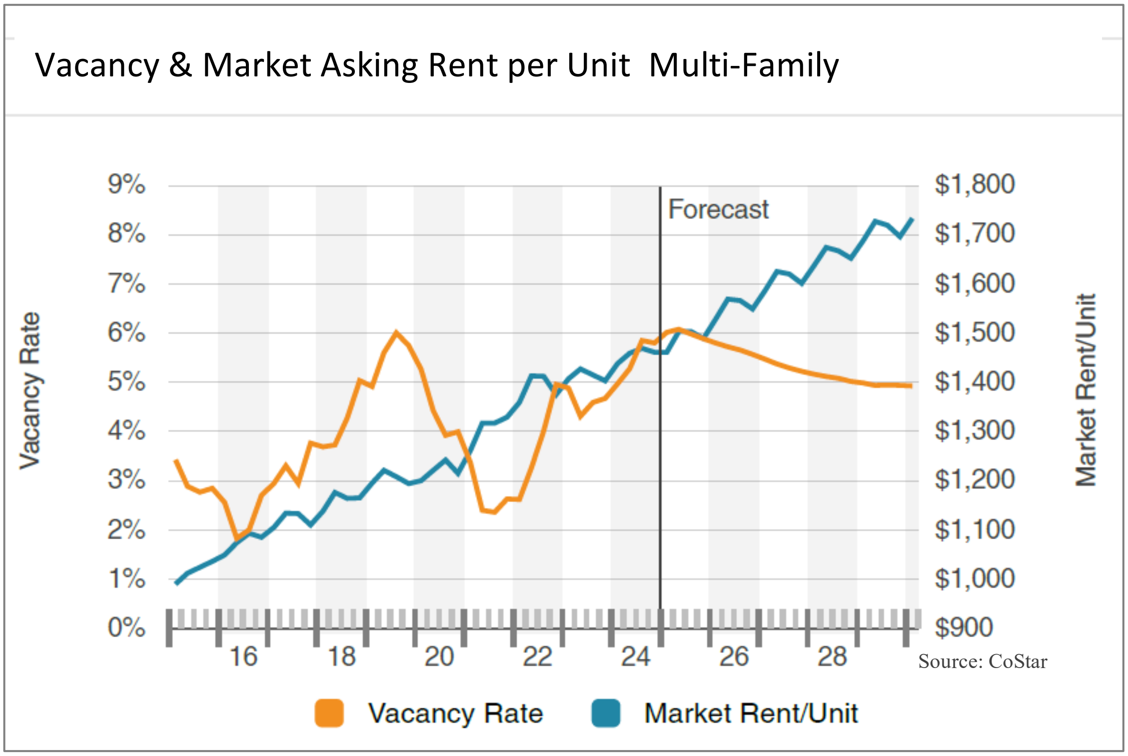


Figure 9: *Farmington Hills / City CoStar Market rental rates chart –Source; CoStar*

Historically, the Farmington-Farmington Hills area ranks among Metro Detroit's stronger suburban rental markets. This study groups the two cities together since Farmington-Farmington Hills operates as one submarket in the multi-family sector. The submarket benefits from generally higher household incomes and an ample inventory of apartments with the Farmington area boasting over 12,000 apartment units.

The average rent in the submarket is up nearly 3% year over year coming in just under $1,500 per month. At this rent level, rents in the submarket tend to be on par with or above other cities in Metro Detroit. The stable employment base and desirable proximity to both downtown Detroit and other key job centers have driven demand for apartments for years. In comparison, some outlying Detroit edge and rural suburbs may offer lower rents but lack the amenities and commute advantages found in Farmington-Farmington Hills.

In many ways, this dual-city market has fared better than older urban cores in Metro Detroit, which have faced elevated vacancy rates or aging multi-family stock. Yet the area remains more approachable than higher-end enclaves like Northville, Plymouth or Royal Oak, where prices can command a substantial premium.

Existing Residential Market – Multi-Family

The continuing influx of well-paid professionals and a steady pace of commercial growth reinforce Farmington-Farmington Hills' reputation as a favorable location for apartment investors—positioning it squarely between pricier suburban markets and more affordable, less amenitized areas.

Although it has edged up over the last twelve months from just under 5%, the vacancy rate remains a healthy 5.7% and this study classifies the multi-family market in Farmington-Farmington Hills as robust. If vacancy rates increased and asking rents decreased, the combination would be a sign of a weakening market.

However, the opposite is happening as market rents in the Farmington submarket are increasing. Housing demand in the submarket remains strong and given the need, this study projects that rents will continue to increase.

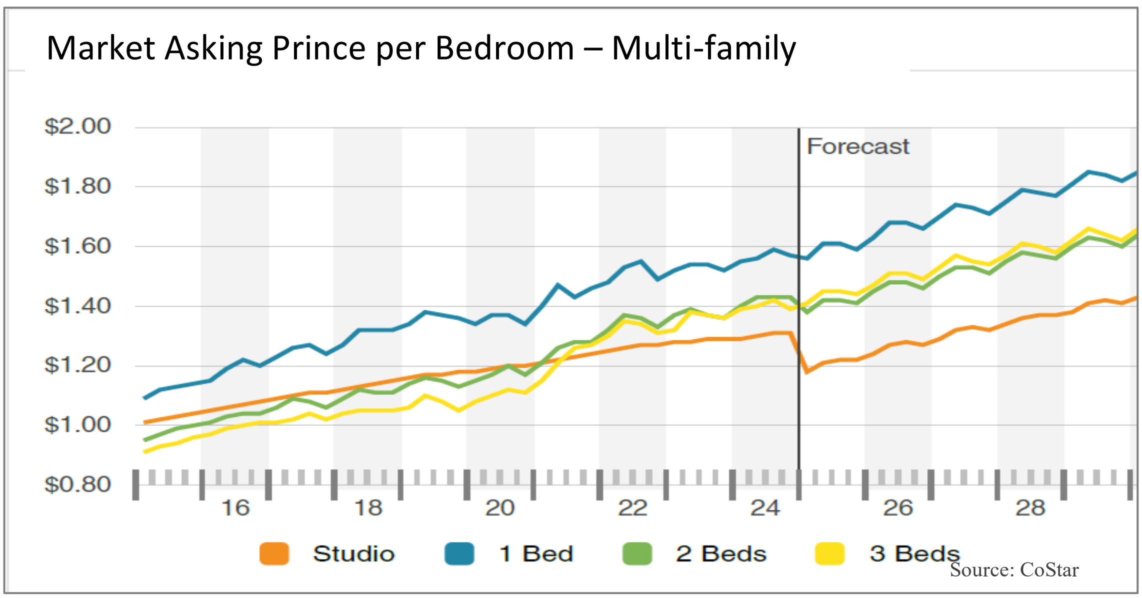


Figure 10: *Farmington Hills / City CoStar Market rental rates chart – 2024*

Garden Apartments: 200 to 250 Units

Garden style buildings are rental dwellings typically ranging from 500 to 1,000 sf, in 2 to 3 story buildings. The buildings are often covered with outside stairs instead of common internal hallways or elevators. First floor units with outside front doors are a recent popular feature.

Micro apartments, 300 to 400 sf each, are a recent popular trend. The small studios offer an affordable first residence with modern kitchens, bath, features and common amenities. They also offer the privacy of not living with a roommate. Garden apartments average 30 to 40 units per acre, with surface parking.

Garden Apartments: 200 to 250 Units

Newer, open floor plan designed apartments offer an appealing updated rental alternative to the older housing stock found in the Grand River and Eight Mile Road area. Upscale apartments have become increasingly popular with 55 year and older households seeking minimal upkeep and flexible lifestyles.

The rental format also enables residents to preserve liquidity, keeping their investment funds accessible rather than tied up in real estate which is illiquid. Multi-family development groups prefer building 200 to 300 unit communities on 15-acre sites near shopping centers, downtowns or along freeways. Smaller 30 to 50 unit apartment clusters could also be developed in the Grand River area by local builders and investors.

Figure 11: *Garden style multi-family apartment building-left; Townhome 1,100 sf townhome right.*

Townhomes: 40 to 50 Units

Townhomes are 2 to 4 stories attached, single-family dwellings. Townhomes are one vertical units, with no other dwellings over each other. Towns have individual small yards, front and back doors, offering more privacy than garden apartments. Townhomes are typically 1,000 to 2,000 sf with attached garages.

Averaging 15 to 20 units per acre, townhomes are the least expensive to build on a per square foot basis, while appealing to the largest demographic groups. Townhomes appeal to nearly 35% of southeast Michigan households, particularly single parents, young couples, and early empty nesters, demographic groups that are well-represented within the Grand River study area.

Townhomes may be delivered as either for sale or rental units, offering flexibility to meet diverse market demands. Monthly rents are expected to start around $1,800 - $2.60 sf, while for sale units with mid-level finishes can be competitively priced between $220 and $320 sf, translating to home prices ranging from $250,000 to $400,000.

Duplex – Twins: 30 to 50 Units
Duplex buildings refer to a two-family 1 to 2 story homes. Twins offer a nearly single-family lifestyle, with reduced maintenance and better value than stand-alone homes. On average, twins range from 1,000 to 2,000 sf and 6 to 8 units per acre. One floor ranch twins offer first level primary suites with a 'zero' step floor plan. One and a half story Cape Cod style duplex homes typically offer open floor plans, first floor primary suites, dens and two second floor bedrooms. Most twins are built with garages of 1 to 2 cars attached.

Priced from $250,000 to $350,000, duplexes offer attractive design elements appealing to empty nesters, dual-income families, professionals, and even young couples seeking modern amenities. Cape Cod or ranch duplexes fill the highest price tier. While there is demand for both Cape Cod and ranch duplexes, this study finds that given the demographic makeup of the area, demand for ranch duplexes will exceed the demand for Cape Cod duplexes.

Multi-family Ranch Homes: 30 to 50 Units
Ranch homes grouped into 6 to 8 units per building have recently become a widely built residential style. Popularized by Redwood Development, the dwellings offer an upscale single family character with one level floor plans, attached garages, private patios and front doors. These homes are mostly developed as exclusive rental communities.

Single-Family & Manufactured Housing
Like much of southeast Michigan, the Grand River area faces strong demand for affordable and 'missing middle' single-family and manufactured housing; however, this study assumes the availability of land required for such development within the study area to be limited.


Figure 12: *New Hillside Townes 53 unit community downtown Farmington. Robertson Brothers Homes developer.*

New Development
Hillside Townes is a new residential development by Robertson Homes, located in downtown Farmington. This 53 unit project addresses the demand for "missing middle" housing in the area, catering to a diverse range of buyers, from young professionals to empty nesters.

New Development

Each home offers approximately 1,300 – 1,400 sf including two bedrooms, 2.5 bathrooms, and an attached two-car garage. Prices for these homes start at just under $300,000, equating to $300 sf. Hillside is projected to command a premium in the market because it is walkable to Downtown Farmington.

Placemaking Opportunities

While job growth in Farmington will remain strong, the employment growth in the south Grand River corridor will lag the city. However, Corewell Health Farmington Hills serves as a stabilizing force in the area and will be a catalyst for healthcare and related jobs going forward.
Grand River's moderate commercial market demand potential is overlooked by many in the real estate industry.

The gap in job growth is due in part to the corridor's aged character, limited shopping and dining offerings and other non-market related factors. The district's commercial market demand potential offers a considerable opportunity for growth with enhanced placemaking including the development of a neighborhood, walkable, mixed-use center.

Figure 13: *New mixed-use town centers – Ada, MI, Left & Eddie Street, South Bend, IN.*

Employment

There are no published projections regarding the number of jobs to be added in Farmington Hills. However, given the similar demographics of Oakland County and Farmington Hills, the job growth in Farmington Hills will be on par with Oakland County.

The City of Farmington Hills has a 2024 commercial base of 46,000 workers. When one considers other factors such as the high education and income levels, the prime location of Farmington, the amenities and the area freeways and access to the entire Metro Detroit area including Ann Arbor, Farmington Hills may be able to exceed the job growth rate of Oakland County.

Farmington's 2024 employment sector includes approximately 80% office-management workers. A few of the top employers in Farmington Hills include Corewell Health, Mercedes-

Employment

Benz Financial Services, Japanese Solderless Terminals, Robert Bosch (Bosch Group) and Nissan Technical Center of North America.

In January 2025, Bosch announced a $14 million investment in a hydrogen research hub at its North American headquarters in Farmington Hills. The hydrogen research hub will create at least 30 high-wage engineering jobs in advanced hydrogen fuel cell technology that strengthens the city's reputation as a home to innovative technology companies.

Other studies indicate Farmington Hills could see 400 – 600 office workers added annually through 2030. While this study does not have a specific projection for the Grand River corridor, it is expected that it will capture some of the job growth through the addition of medical and healthcare-related jobs.

Over 75% s of Farmington Hills' working age adults are employed in office professions. 60% of adults have earned a bachelor's degree or higher. These figures are associated with a favorable 2024 unemployment rate of just 3.5%. Each of these statistics exceed the figures noted in the comparison geographies.

Figure 14: Building Permits – Farmington Hills 2015 - 2024

Year	*Single Family*	*Two Family*	*Attach Condo*	*Multi-Family*	*Total Units*	*Total Demos*	*Net Total*
2015	22	0	0	0	22	2	20
2016	12	0	8	0	19	12	7
2017	15	0	0	0	15	6	9
2018	26	0	0	0	26	9	17
2019	32	0	0	16	48	7	41
2020	12	0	0	8	20	1	19
2021	12	0	0	0	12	4	8
2022	16	2	0	64	82	1	81
2023	72	0	0	117	189	0	190
2024	21	0	0	0	22	0	20
10 Yr Total	**240**	**2**	**8**	**205**	**455**	**40**	**950 Units**

New Residential Construction

New housing construction has remained relatively constant in Oakland County over the last fifteen years with an average of approximately 1,700 building permits issued annually for single-family homes. County-wide, building permits totaling just under 900 multi-family units per year have been issued for the last 15 years.

Housing Type - 2024	Farmington Hills	Oakland County
Single Family Building Permits	45 Units	1,700 Units
Multi-Family Building Permits	70 Units	900 Units

Figure 15: Building Permits – 2024 Farmington Hills and Oakland County

Overall, the number of new permits issued annually is minor compared to other growth areas across the country. However, Farmington Hills represents approximately 6.6% of the total population of Oakland County yet it has more than that percentage of multi-family building permits issued. The greater share of building permits compared to its population speaks to the strength of the multi-family market in Farmington Hills.

Over the last ten years, there have been on average just under 50 building permits issued annually in Farmington Hills with 24 of these for single-family homes and 20 one of these for multi-family apartments.

The number of building permits issued through 2030 should remain near its ten-year average. As referenced earlier, the median age of the housing stock is 40 – 50 years old and given this relatively older housing figure, the number of demolition permits should increase slightly above its recent average. The number of demolition permits should rise for both single family and multi-family clearing the way for new housing.

Corwell Helath Medical Center

Corewell Health Farmington Hills Hospital, a 330-bed teaching facility with Level II trauma status and a new birthing center, represents a major driver for commercial and residential development in the Grand River study area. Corwell employs 1,400 total staff members and includes a 30-acre medical campus-with 40,000 sf of medical office space, a 35,000 sf cancer center and 60,000 sf administrative staff buildings. Corwell provided 57,000 patient days and 10,800 total discharges in 2024.

Healthcare is the corridor's largest business sector with 110 total businesses employing 5,500 full and part-time workers, representing 75% of Grand River's employment. Retail trade and

Corwell Helath Medical Center

restaurants are the area’s second largest business categories with 100 establishments employing 1,500, 20% of Grand River’s labor force.

Healthcare professionals, ancillary businesses and specialized service providers often prefer proximity to major hospitals, driving demand for nearby office space. This synergy nurtures a localized medical eco-system, spurring both new construction and renovations for physician groups and related services.

Figure 16: *Corwell Health Farmington center – left; Downtown Farmington-right.*

Like other major medical campuses across the country, Corewell Health’s presence often inspires a cluster of complementary businesses—from medical research to administrative support. As these stakeholders grow, they require modern, well-located offices designed for the healthcare industry’s needs.

Ultimately, Corewell Health’s continued expansion will strengthen the local office market and attract additional healthcare-focused investments to the Grand River corridor. As the Corewell Health continues to grow, the area’s residential and commercial market’s potential could exceed current projections by attracting additional businesses and investment

Oakland Community College

Oakland Community College is a public community college with five campuses in Oakland County. Established in 1964, OCC is the state’s largest community college with the third-largest undergraduate enrollment. OCC’s Spring 2022 semester included 14,500 students, with just over 7,000 enrolled at the Orchard Ridge campus, located two miles northwest of Grand River.

Farmington Hills / Farmington Office Submarket

The Farmington Hills / Farmington Office Submarket has been perennially a sought-after submarket with a total of approximately 10 million square feet. The Farmington Office Submarket is the fourth largest office submarket in Metro Detroit after Detroit, Southfield / Bingham Farms, and Troy. The submarket has one of the lowest vacancy rates in Metro Detroit.

Downtown Farmington

Located at the west edge of the Grand River district, downtown is known for its charming historic small town feel with elegant Victorian-style homes. The historic district been selected as one of the 8 finalists for the *2025 Great American Main Street Award*. Downtown Farmington is continuing to develop with two new streetscape projects, a public space program as well as new businesses and housing clusters.

Twelve Oaks Mall

With over 1,500,000 sf of retail floor space and 185 stores, the Twelve Oaks Mall is one of the premier shopping destinations in the Midwest. The mall currently has Nordstrom, Macy's and JC Penney's as its anchors. The mall is owned by the Taubman Centers and hosts other retailers and popular restaurants such as Apple, Crate & Barrel, The North Face, California Pizza Kitchen, and The Cheesecake Factory.

Commercial Market Trade Areas

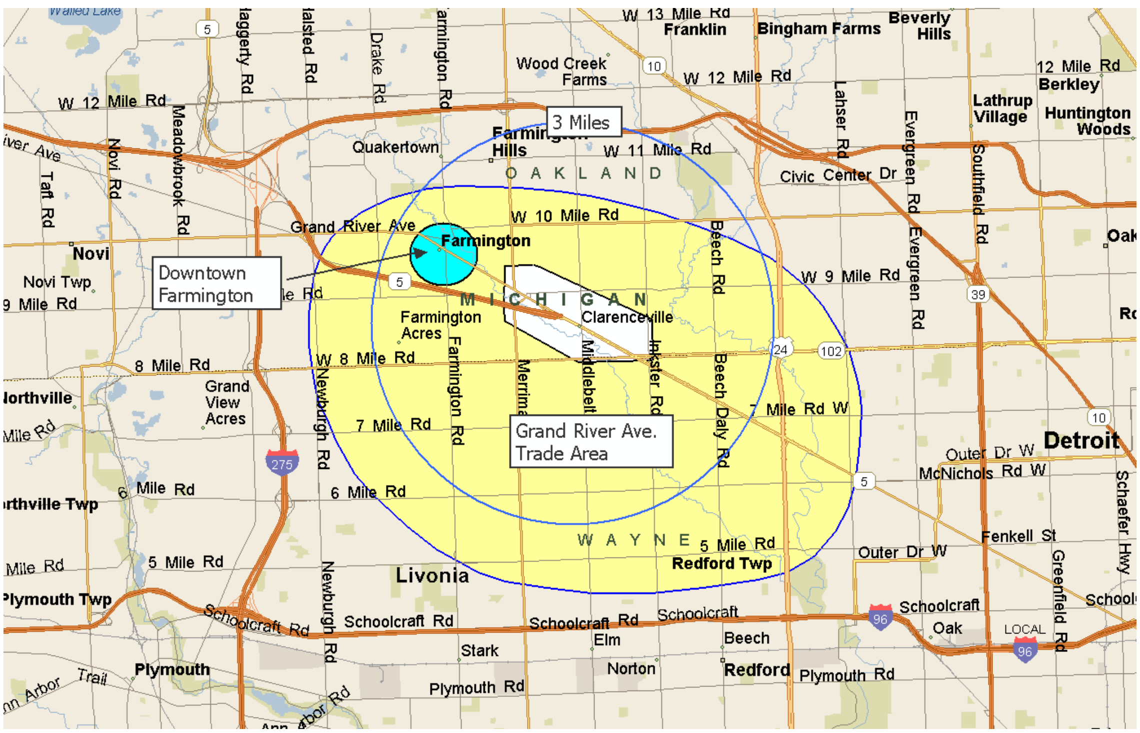


__Figure 17:__ The GPG projected East Grand River Avenue retail market trade area extends 2 to 4 miles and includes 120,000 population, 50,000 households and 45,000 workers. Shown inside yellow circle.

The commercial market trade areas are geographic locations where the Grand River commercial district has a significant competitive advantage because of access, design, quality competition and traffic and commute patterns. This competitive advantage equates to a potential expansion in the capture of consumer visitors and expenditures by the retailers, restaurants and offices located within the Grand River study area.

Commercial Market Trade Areas

GPG defined the commercial market trade area by geographic, vehicular access, strength of retail competition and residential growth patterns and drivetimes. GPG projects for the residents and workers inside the defined trade area will account for up to 20% to 25% of the total sales captured by Grand River's businesses. The balance of the Avenue's sales would be from persons outside of the trade area, visitors, the internet and business commerce.

This study projects that Grand Rivers overall retail market trade extends 3 to 4 miles: 6 Mile to 11 Mile Roads north-south and I-275 to Telegraph Road east-west. The trade area includes 120,000 population, and 50,000 households. In 2024, these households had $90,000 average and $70,000 median incomes.

Public Schools Overview

Most of the city of Farmington Hills lies within the Farmington Public School District. Households located northeast part of the city attends West Bloomfield Public Schools, and the northwest part of the city is served by Walled Lake Schools.

The Grand River Avenue study area straddles both the Farmington Public Schools District and Clarenceville School District. North and west of the intersection of Grand River Avenue and Middlebelt Road is Farmington Public Schools and south and east of this intersection is the Clarenceville School District.

Farmington Public Schools serve a diverse population of students within Farmington Hills and parts of surrounding communities. The district educates approximately 9,000 learners across multiple elementary, middle, and high schools. For families wanting good schools, the Farmington Public Schools offers a learning experience that is supportive, academic and one that prepares students both for higher education and the work environment.

The Clarenceville School District covers portions of Farmington Hills, Livonia, and Redford, serving a smaller yet diverse student body. Its four schools—an elementary, middle, high school, and early childhood center—offer a close-knit environment that promotes individualized attention. Student performance in Clarenceville reflects ongoing efforts to provide a supportive learning experience, with many educators integrating technology and firsthand projects into the curriculum.

Figure 18: Residential Key Metrics by School District

Metric	*Clarenceville School District*	*Farmington School District*
Median Home Price	$215,000	$355,000
Annual Increase/Decrease in Median Price	7.0%	-1.4%
Months' Supply	1.3 months	1.4 months
Days on the Market	23 Days	22 Days

Public Schools Overview

Residential values in the Clarenceville School District and the Farmington Public Schools show very similar performance with the notable difference being that the median home price in the Clarenceville School District is lower coming in at $215,000. However, homes in the Clarenceville District show a much higher increase in terms of appreciation when compared to the Farmington Public Schools. Home appreciation in the Clarenceville School District comes in at 7.0% besting the city which saw a nominal 1% price increase.

Clarenceville also outpaced Oakland County with a little over 6.0% price appreciation. In both the City of Farmington Hills and the Farmington School District, the months' supply increased by approximately 30% indicating the housing market advantage is tilting a bit toward buyers. The Clarenceville School District comes in at 20%.

Research Methodology

This analysis begins with a discussion of the context locale, evaluated in terms of a variety of factors influencing suitability of residential development, including both multi-family and residential. Local and regional demographic and economic factors likely to affect the current and future housing market are collected, including specific competitive supply conditions such as occupancy, rents, sale prices, construction activity and absorption. GPG also conducted interviews with Farmington businesses, property owners, residents, area developers and builders, the Chamber of Commerce and other stakeholders.

Market Analysis Assumptions

In this study several assumptions were used as a foundation to guide our research, analysis and projections. These assumptions included:

- All amounts in this study are in 2025 dollars unless noted otherwise.
- Housing demand is often based on new job creation in the area.
- No new housing development proposed or built.
- A normal economy without economic shocks, and population growth, inflation, interest rates and building costs remaining stable.
- The old housing stock, often dated, is artificially suppressing the study area's market prices and interest from new buyers and renters.
- The market demand put forth in this study is based on current conditions. However, market demand will be significantly higher if a new town center were developed somewhere along Grand River Avenue.
- A new urban type of town center should create demand that is two-times larger than demand projected based on existing conditions.

After describing the existing housing market, a variety of sources are used to develop reasonable projections for population and household growth within the study area. These forecasts are analyzed alongside household income, housing preferences, and regional housing trends to estimate demand for new housing units by type, size, and price point (including any

Market Analysis Assumptions

unmet or pent-up demand). Informed by historical absorption patterns, demographic trends, and local development intelligence, this study provides a range of new housing units that can be reasonably supported in the study area by 2030.

Data sources used in this residential market analysis include publicly available governmental and regional sources such as the U.S. Census Bureau, SEMCOG (Southeast Michigan Council of Governments), Farmington Public Schools, and the Clarenceville School District. Additional data was obtained from subscription-based providers including ESRI, CoStar, and CoreLogic/Realcomp. These sources provided key insights into demographic trends, housing characteristics, school district boundaries, and real estate market performance.

Limits of Study

This study is designed as objective third-party research and GPG does not recommend that any or all the supportable residential housing be developed in the Grand River Avenue study area. This report is based on information that was current as of May 2025, and GPG has not undertaken any update of its research effort since such date. This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not guaranteed.

This study is based on estimates, assumptions and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its offered as predictions or assurances that a particular level of income or profit will be achieved, that events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material.

No warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the basis for programming, planning, designing, financing, or development of any real estate. This study is for the exclusive use of the City of Farmington Hills for general planning purposes only and is void for other site locations or organizations.

End of Study

Appendix A

Figure 19: *Kimberly Court neighborhood located northeast of 8 mile and Tuck Roads*

Figure 20: *Collingham Avenue located northwest of Grand River Avenue and Corwell Health.*

Figure 21: *Jefferson Street – north of Grand River Avenue – East of Middlebelt Road*

Appendix B

Figure 22: Brandon Street north of Shiawassee Road – West of Inkster Rd.

Figure 23: *Grand River Ave. looking northwest toward Middlebelt Road.*

Figure 24: *Grand River Avenue looking south toward 8 Mile Road.*

Appendix C

Figure 25: *Multi-family residential – East of Tuck Road / North of Grand River Avenue – looking east towards West River Shopping Center*

Figure 26: *View looking northwest – North of 8 Mile Road – East of Tuck Road.*

Appendix D

Figure 27: *Grand River Avenue looking southeast from Middlebelt Road. Right: The Farmington Hills Fire Station # 3 and Jon Grand Community Center.*

Figure 28: *Farmington Hills and City of Farmington.*

Appendix E

LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

17% E. Grand River Ave. Trade Area

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

16% E. Grand River Trade Area

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.

Appendix F

LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: $75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

12% E. Grand River Trade Area

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: $43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

10% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- *Family Foundations* residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

Appendix G

LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: $108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

6% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

LifeMode Group: Senior Styles

Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: $40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

5% E. Grand River Ave. Trade Area

OUR NEIGHBORHOOD

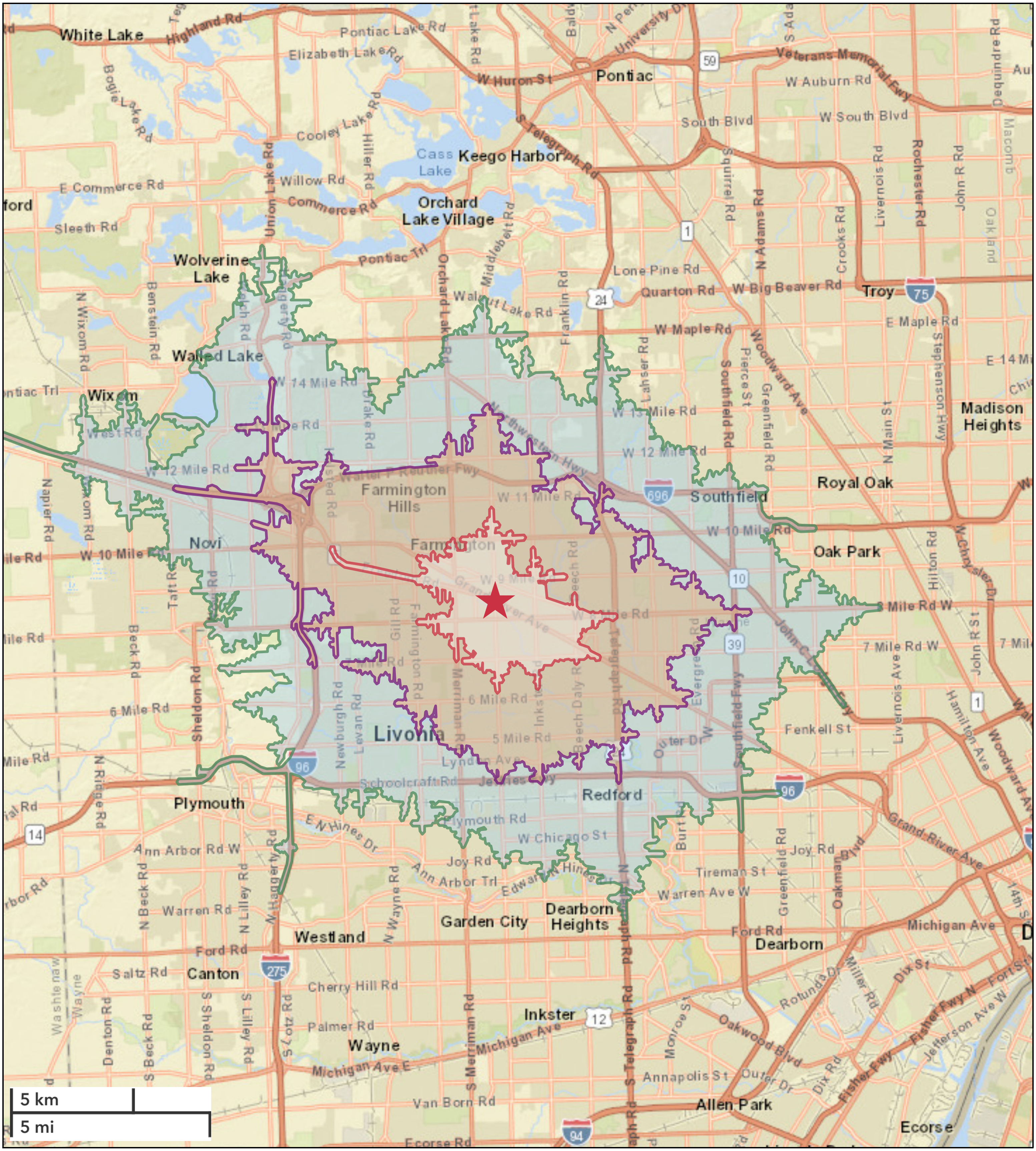
- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name-brand drugs.

5, 10, 15 Min. Drivetimes

Gibbs Group



February 20, 2025

Demographic and Income Comparison Profile

Botsford Hospital
21205 Oxford Ave, Farmington, Michigan, 48336
Drive time: 5, 10, 15 minute radii

Gibbs Group 42.44637
Longitude: -83.32552

	5 minutes	10 minutes	15 minutes
Census 2020 Summary			
Population	25,065	151,365	435,922
Households	10,672	65,321	183,149
Average Household Size	2.30	2.29	2.35
2024 Summary			
Population	24,602	148,208	429,813
Households	10,695	65,155	183,741
Families	5,872	36,592	108,619
Average Household Size	2.25	2.25	2.31
Owner Occupied Housing Units	7,420	39,757	118,641
Renter Occupied Housing Units	3,275	25,398	65,100
Median Age	40.6	40.4	41.7
Median Household Income	$67,040	$69,741	$73,494
Average Household Income	$92,046	$94,966	$101,641
2029 Summary			
Population	24,104	145,039	425,918
Households	10,744	65,249	186,627
Families	5,831	36,242	108,927
Average Household Size	2.20	2.19	2.26
Owner Occupied Housing Units	7,681	41,062	122,581
Renter Occupied Housing Units	3,063	24,187	64,046
Median Age	42.5	42.1	43.0
Median Household Income	$79,324	$81,406	$85,218
Average Household Income	$109,277	$110,387	$117,889
Trends: 2024-2029 Annual Rate			
Population	-0.41%	-0.43%	-0.18%
Households	0.09%	0.03%	0.31%
Families	-0.14%	-0.19%	0.06%
Owner Households	0.69%	0.65%	0.66%
Median Household Income	3.42%	3.14%	3.00%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
21205 Oxford Ave, Farmington, Michigan, 48336
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 42.44637
Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2024 Households by Income	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
<$15,000	1,038	9.7%	6,709	10.3%	18,723	10.2%
$15,000 - $24,999	715	6.7%	4,471	6.9%	12,233	6.7%
$25,000 - $34,999	777	7.3%	4,132	6.3%	11,703	6.4%
$35,000 - $49,999	1,138	10.6%	7,507	11.5%	19,476	10.6%
$50,000 - $74,999	2,212	20.7%	11,571	17.8%	31,065	16.9%
$75,000 - $99,999	1,566	14.6%	8,469	13.0%	23,193	12.6%
$100,000 - $149,999	1,645	15.4%	11,570	17.8%	32,971	17.9%
$150,000 - $199,999	848	7.9%	5,789	8.9%	16,979	9.2%
$200,000+	759	7.1%	4,937	7.6%	17,365	9.5%
Median Household Income	$67,040		$69,741		$73,494	
Average Household Income	$92,046		$94,966		$101,641	
Per Capita Income	$40,415		$41,842		$43,510	
2029 Households by Income	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
<$15,000	836	7.8%	5,720	8.8%	16,405	8.8%
$15,000 - $24,999	509	4.7%	3,480	5.3%	9,679	5.2%
$25,000 - $34,999	582	5.4%	3,341	5.1%	9,717	5.2%
$35,000 - $49,999	965	9.0%	6,450	9.9%	16,782	9.0%
$50,000 - $74,999	2,120	19.7%	10,939	16.8%	29,475	15.8%
$75,000 - $99,999	1,619	15.1%	8,585	13.2%	23,630	12.7%
$100,000 - $149,999	1,946	18.1%	13,074	20.0%	37,341	20.0%
$150,000 - $199,999	1,207	11.2%	7,607	11.7%	22,197	11.9%
$200,000+	958	8.9%	6,052	9.3%	21,373	11.5%
Median Household Income	$79,324		$81,406		$85,218	
Average Household Income	$109,277		$110,387		$117,889	
Per Capita Income	$49,189		$49,777		$51,722	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Botsford Hospital
21205 Oxford Ave, Farmington, Michigan, 48336
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 42.44637
Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2020 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,349	5.4%	8,325	5.5%	23,243	5.3%
Age 5 - 9	1,365	5.4%	8,166	5.4%	24,210	5.6%
Age 10 - 14	1,349	5.4%	7,992	5.3%	24,701	5.7%
Age 15 - 19	1,326	5.3%	8,160	5.4%	25,181	5.8%
Age 20 - 24	1,399	5.6%	8,740	5.8%	24,971	5.7%
Age 25 - 34	4,071	16.2%	24,606	16.3%	62,064	14.2%
Age 35 - 44	3,211	12.8%	18,450	12.2%	51,588	11.8%
Age 45 - 54	3,288	13.1%	18,851	12.5%	55,086	12.6%
Age 55 - 64	3,641	14.5%	21,449	14.2%	61,456	14.1%
Age 65 - 74	2,397	9.6%	16,014	10.6%	48,367	11.1%
Age 75 - 84	1,047	4.2%	7,097	4.7%	23,317	5.3%
Age 85+	621	2.5%	3,513	2.3%	11,737	2.7%
2024 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,293	5.3%	7,974	5.4%	22,500	5.2%
Age 5 - 9	1,350	5.5%	8,316	5.6%	23,849	5.5%
Age 10 - 14	1,293	5.3%	7,548	5.1%	23,204	5.4%
Age 15 - 19	1,247	5.1%	7,532	5.1%	23,179	5.4%
Age 20 - 24	1,353	5.5%	8,218	5.5%	24,389	5.7%
Age 25 - 34	3,694	15.0%	22,839	15.4%	59,549	13.9%
Age 35 - 44	3,506	14.3%	20,290	13.7%	55,479	12.9%
Age 45 - 54	3,025	12.3%	17,554	11.8%	52,318	12.2%
Age 55 - 64	3,291	13.4%	19,277	13.0%	56,176	13.1%
Age 65 - 74	2,787	11.3%	17,000	11.5%	50,222	11.7%
Age 75 - 84	1,172	4.8%	8,257	5.6%	27,243	6.3%
Age 85+	591	2.4%	3,403	2.3%	11,705	2.7%
2029 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,223	5.1%	7,548	5.2%	21,822	5.1%
Age 5 - 9	1,220	5.1%	7,541	5.2%	21,838	5.1%
Age 10 - 14	1,290	5.4%	7,798	5.4%	23,219	5.5%
Age 15 - 19	1,213	5.0%	7,225	5.0%	22,315	5.2%
Age 20 - 24	1,219	5.1%	7,339	5.1%	22,113	5.2%
Age 25 - 34	2,966	12.3%	19,049	13.1%	53,965	12.7%
Age 35 - 44	3,834	15.9%	22,183	15.3%	59,239	13.9%
Age 45 - 54	2,938	12.2%	17,188	11.9%	50,916	12.0%
Age 55 - 64	2,990	12.4%	17,415	12.0%	52,004	12.2%
Age 65 - 74	2,996	12.4%	17,535	12.1%	51,867	12.2%
Age 75 - 84	1,598	6.6%	10,469	7.2%	33,482	7.9%
Age 85+	615	2.6%	3,749	2.6%	13,137	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Botsford Hospital
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Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 42.44637
Longitude: -83.32552

	5 minutes		10 minutes		15 minutes	
2020 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	15,540	62.0%	71,481	47.2%	187,153	42.9%
Black Alone	6,114	24.4%	57,479	38.0%	191,005	43.8%
American Indian Alone	92	0.4%	424	0.3%	1,022	0.2%
Asian Alone	912	3.6%	11,679	7.7%	30,379	7.0%
Pacific Islander Alone	9	0.0%	36	0.0%	110	0.0%
Some Other Race Alone	485	1.9%	1,935	1.3%	5,024	1.2%
Two or More Races	1,912	7.6%	8,330	5.5%	21,229	4.9%
Hispanic Origin (Any Race)	1,251	5.0%	4,848	3.2%	12,467	2.9%
2024 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	14,922	60.7%	68,563	46.3%	181,145	42.1%
Black Alone	6,101	24.8%	56,341	38.0%	187,869	43.7%
American Indian Alone	92	0.4%	424	0.3%	1,026	0.2%
Asian Alone	963	3.9%	12,130	8.2%	32,148	7.5%
Pacific Islander Alone	9	0.0%	35	0.0%	105	0.0%
Some Other Race Alone	520	2.1%	2,051	1.4%	5,338	1.2%
Two or More Races	1,995	8.1%	8,665	5.8%	22,182	5.2%
Hispanic Origin (Any Race)	1,344	5.5%	5,187	3.5%	13,424	3.1%
2029 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	14,059	58.3%	64,455	44.4%	173,964	40.8%
Black Alone	6,278	26.0%	56,323	38.8%	187,307	44.0%
American Indian Alone	91	0.4%	411	0.3%	1,002	0.2%
Asian Alone	1,040	4.3%	12,733	8.8%	34,745	8.2%
Pacific Islander Alone	9	0.0%	35	0.0%	106	0.0%
Some Other Race Alone	549	2.3%	2,121	1.5%	5,572	1.3%
Two or More Races	2,078	8.6%	8,960	6.2%	23,222	5.5%
Hispanic Origin (Any Race)	1,421	5.9%	5,440	3.8%	14,313	3.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

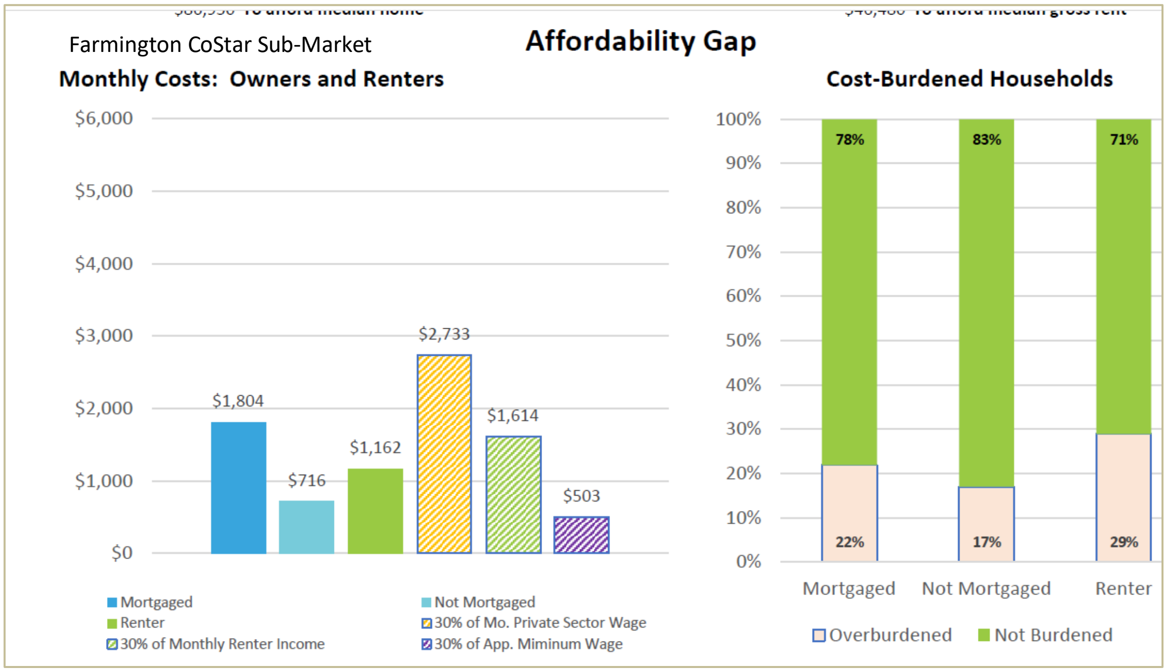
Rings: 1, 3, 5 mile radii

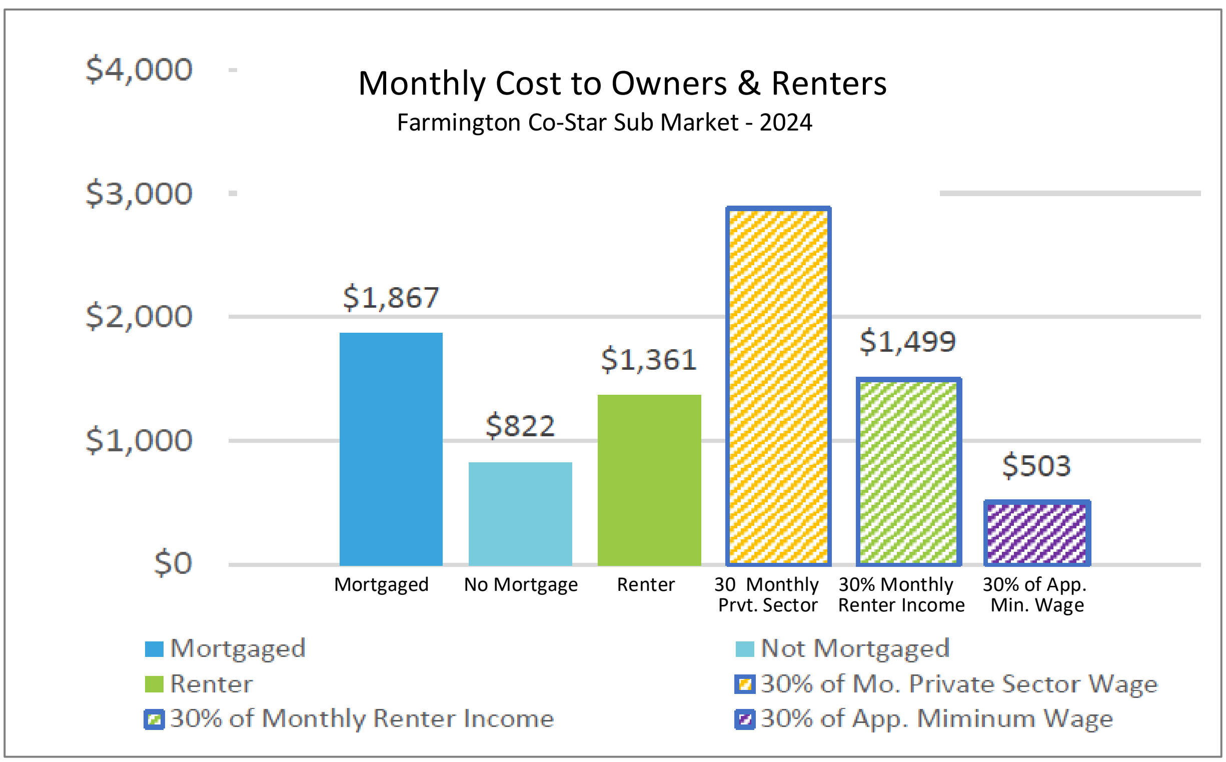
	1 mile	3 miles	5 miles
Census 2020 Summary			
Population	10,675	81,750	228,930
Households	4,701	34,813	98,353
Average Household Size	2.19	2.32	2.29
2024 Summary			
Population	10,473	80,065	225,288
Households	4,715	34,803	98,651
Families	2,394	20,236	56,762
Average Household Size	2.14	2.27	2.25
Owner Occupied Housing Units	3,033	24,908	61,952
Renter Occupied Housing Units	1,682	9,895	36,699
Median Age	41.4	42.7	41.9
Median Household Income	$68,762	$77,642	$77,017
Average Household Income	$99,055	$105,525	$104,762
2029 Summary			
Population	10,271	78,411	221,284
Households	4,742	34,912	99,200
Families	2,378	20,085	56,450
Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	$81,167	$91,432	$89,397
Average Household Income	$116,932	$123,190	$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

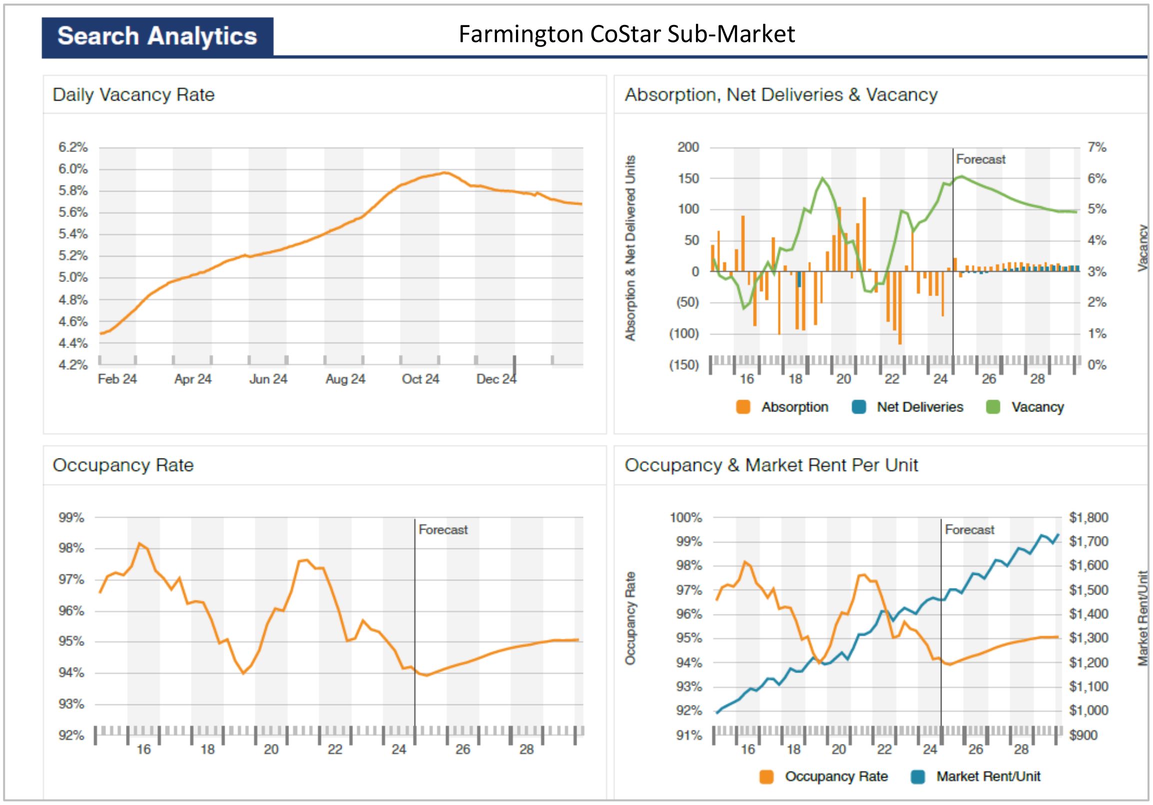
February 16, 2025

Appendix H

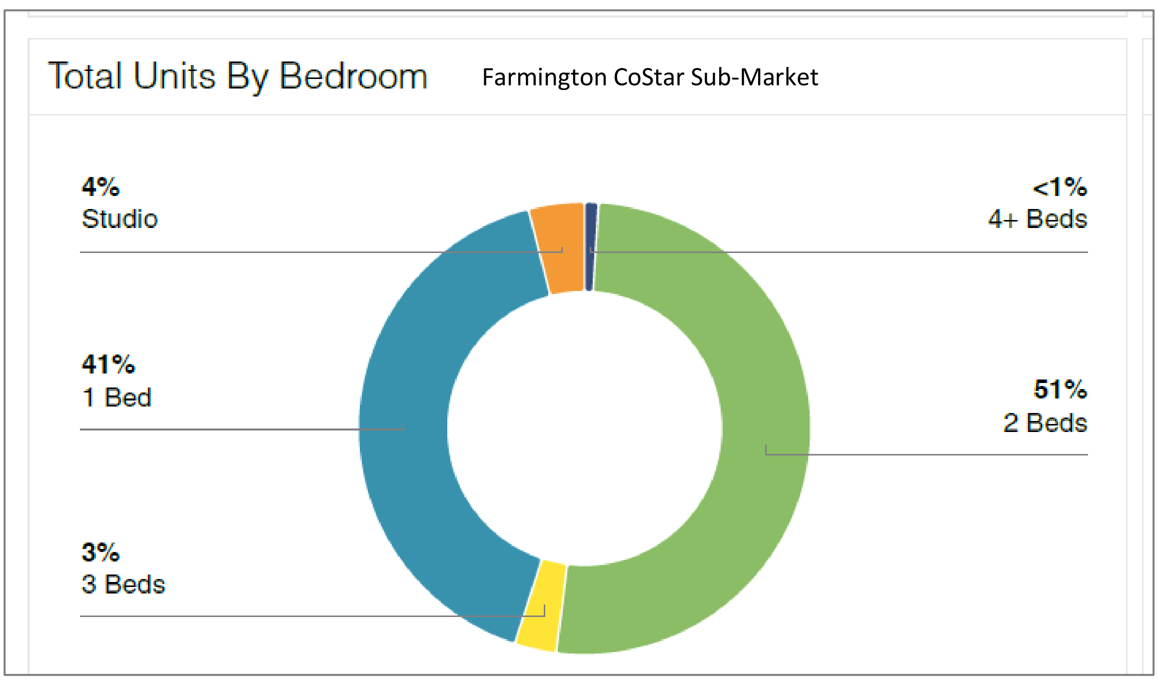

Farmington CoStar Sub-Market
Affordability Gap
Monthly Costs: Owners and Renters
Cost-Burdened Households
$6,000
$5,000
$4,000
$3,000
$2,000
$1,000
$0
$1,804
$716
$1,162
$2,733
$1,614
$503
Mortgaged
Not Mortgaged
Renter
30% of Mo. Private Sector Wage
30% of Monthly Renter Income
30% of App. Miminum Wage
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
78%
83%
71%
22%
17%
29%
Mortgaged
Not Mortgaged
Renter
Overburdened
Not Burdened


Monthly Cost to Owners & Renters
Farmington Co-Star Sub Market - 2024
$4,000
$3,000
$2,000
$1,000
$0
$1,867
$822
$1,361
$1,499
$503
Mortgaged
No Mortgage
Renter
30 Monthly Prvt. Sector
30% Monthly Renter Income
30% of App. Min. Wage
Mortgaged
Not Mortgaged
Renter
30% of Mo. Private Sector Wage
30% of Monthly Renter Income
30% of App. Miminum Wage

Appendix I



Search Analytics
Farmington CoStar Sub-Market
Daily Vacancy Rate
6.2% 6.0% 5.8% 5.6% 5.4% 5.2% 5.0% 4.8% 4.6% 4.4% 4.2%
Feb 24 Apr 24 Jun 24 Aug 24 Oct 24 Dec 24
Absorption, Net Deliveries & Vacancy
Forecast
200 150 100 50 0 (50) (100) (150)
7% 6% 5% 4% 3% 2% 1% 0%
Absorption & Net Delivered Units
Vacancy
16 18 20 22 24 26 28
Absorption
Net Deliveries
Vacancy
Occupancy Rate
Forecast
99% 98% 97% 96% 95% 94% 93% 92%
16 18 20 22 24 26 28
Occupancy & Market Rent Per Unit
Forecast
100% 99% 98% 97% 96% 95% 94% 93% 92% 91%
$1,800 $1,700 $1,600 $1,500 $1,400 $1,300 $1,200 $1,100 $1,000 $900
Occupancy Rate
Market Rent/Unit
16 18 20 22 24 26 28
Occupancy Rate
Market Rent/Unit



Total Units By Bedroom
Farmington CoStar Sub-Market
4%
Studio
<1%
4+ Beds
41%
1 Bed
51%
2 Beds
3%
3 Beds

Demographic and Income Comparison Profile

Botsford Hospital
21205 Oxford Ave, Farmington, Michigan, 48336
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 42.44637
Longitude: -83.32552

	5 minutes	10 minutes	15 minutes
Census 2020 Summary			
Population	25,065	151,365	435,922
Households	10,672	65,321	183,149
Average Household Size	2.30	2.29	2.35
2024 Summary			
Population	24,602	148,208	429,813
Households	10,695	65,155	183,741
Families	5,872	36,592	108,619
Average Household Size	2.25	2.25	2.31
Owner Occupied Housing Units	7,420	39,757	118,641
Renter Occupied Housing Units	3,275	25,398	65,100
Median Age	40.6	40.4	41.7
Median Household Income	$67,040	$69,741	$73,494
Average Household Income	$92,046	$94,966	$101,641
2029 Summary			
Population	24,104	145,039	425,918
Households	10,744	65,249	186,627
Families	5,831	36,242	108,927
Average Household Size	2.20	2.19	2.26
Owner Occupied Housing Units	7,681	41,062	122,581
Renter Occupied Housing Units	3,063	24,187	64,046
Median Age	42.5	42.1	43.0
Median Household Income	$79,324	$81,406	$85,218
Average Household Income	$109,277	$110,387	$117,889
Trends: 2024-2029 Annual Rate			
Population	-0.41%	-0.43%	-0.18%
Households	0.09%	0.03%	0.31%
Families	-0.14%	-0.19%	0.06%
Owner Households	0.69%	0.65%	0.66%
Median Household Income	3.42%	3.14%	3.00%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

December 16, 2024

Civilian Labor Force Profile

Grand River Ave. Retail Market Trade Area

Gibbs Group

Age Group	Population	2024 Labor Force Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	96,736	60,275	2,728	4.3%	65.1%	62.3%
16-24	11,248	6,331	738	10.4%	62.8%	56.3%
25-54	45,966	38,018	1,520	3.8%	86.0%	82.7%
55-64	16,174	10,611	288	2.6%	67.4%	65.6%
65+	23,349	5,315	182	3.3%	23.5%	22.8%
Male Age 16+	47,270	31,880	1,465	4.4%	70.5%	67.4%
Female Age 16+	49,467	28,395	1,263	4.3%	60.0%	57.4%
White Age 16+	55,274	34,325	1,426	4.0%	64.7%	62.1%
Black Age 16+	30,407	18,332	1,090	5.6%	63.9%	60.3%
American Indian Age 16+	307	198	0	0.0%	64.5%	64.5%
Asian Age 16+	4,290	3,013	67	2.2%	71.8%	70.2%
Pacific Islander Age 16+	21	17	0	0.0%	81.0%	81.0%
Other Race Age 16+	1,273	727	25	3.3%	59.2%	57.1%
Multiple Races Age 16+	5,164	3,663	120	3.2%	73.3%	70.9%

Economic Dependency Ratio	
Total	93.0
Child (<16)	32.5
Working-Age (16-64)	30.6
Senior (65+)	29.9

Industry	Employed	Percent	US Percent	Location Quotient
Total	60,275	100.0%	100.0%	-
Agriculture/Forestry/Fishing	258	0.4%	1.1%	0.36
Mining/Quarrying/Oil & Gas	93	0.2%	0.3%	0.67
Construction	2,934	4.9%	6.9%	0.71
Manufacturing	9,782	16.2%	10.0%	1.62
Wholesale Trade	1,126	1.9%	2.0%	0.95
Retail Trade	5,342	8.9%	10.5%	0.85
Transportation/Warehousing	2,985	5.0%	5.1%	0.98
Utilities	465	0.8%	0.9%	0.89
Information	849	1.4%	2.0%	0.70
Finance/Insurance	3,538	5.9%	4.8%	1.23
Real Estate/Rental/Leasing	1,014	1.7%	1.8%	0.94
Professional/Scientific/Tech	4,519	7.5%	8.3%	0.90
Management of Companies	79	0.1%	0.1%	1.00
Admin/Support/Waste Management	3,211	5.3%	4.3%	1.23
Educational Services	4,125	6.8%	9.1%	0.75
Health Care/Social Assistance	9,612	15.9%	14.1%	1.13
Arts/Entertainment/Recreation	1,358	2.3%	2.3%	1.00
Accommodation/Food Services	3,972	6.6%	6.8%	0.97
Other Services (Excluding Public)	2,829	4.7%	4.6%	1.02
Public Administration	2,184	3.6%	5.0%	0.72

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2024 and 2029.

February 16, 2025

Community Profiles

YOU ARE VIEWING DATA FOR:

City of Farmington Hills

31555 W 11 Mile Rd
Farmington Hills, MI
48336-1165
https://www.fhgov.com/Home.aspx

SEMCOG MEMBER

Census 2020 Population:
83,986
Area: 33.3 square miles

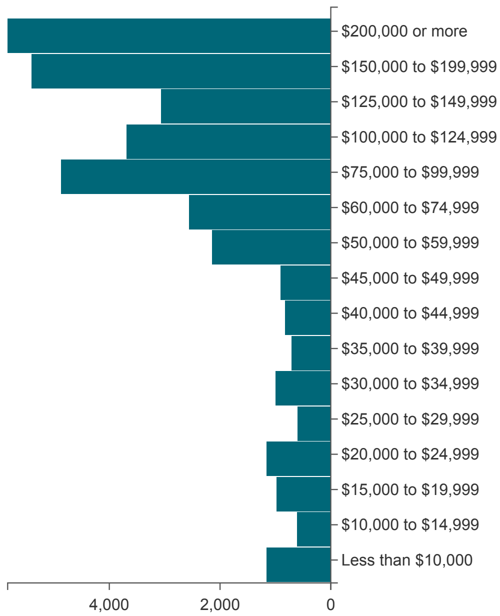
VIEW COMMUNITY EXPLORER MAP   VIEW 2020 CENSUS MAP

Economy & Jobs

Link to American Community Survey (ACS) Profiles: **Select a Year** 2023 **Economic**

Historic Population and Employment by Minor Civil Division, Southeast Michigan

Annual Household Income



Annual Household Income	ACS 2023
$200,000 or more	5,836
$150,000 to $199,999	5,406
$125,000 to $149,999	3,066
$100,000 to $124,999	3,690
$75,000 to $99,999	4,875
$60,000 to $74,999	2,560
$50,000 to $59,999	2,143
$45,000 to $49,999	908
$40,000 to $44,999	822
$35,000 to $39,999	706
$30,000 to $34,999	1,002
$25,000 to $29,999	600
$20,000 to $24,999	1,159
$15,000 to $19,999	981
$10,000 to $14,999	611
Less than $10,000	1,163
Total	**35,528**

Source: **U.S. Census Bureau**, **2019-2023 American Community Survey 5-Year Estimates**

Poverty

Poverty	ACS 2010	% of Total (2010)	ACS 2023	% of Total (2023)	% Point Chg 2010-2023
Persons in Poverty	5,756	7.2%	5,223	6.3%	-0.9%
Households in Poverty	2,169	6.5%	2,530	7.1%	0.7%

Source: **U.S. Census Bureau**, **2006-2010 and 2019-2023 American Community Survey 5-Year Estimates**

Housing

Link to American Community Survey (ACS) Profiles: **Select a Year** 2023 **Housing**

Building Permits 2010 - 2024

Year	Single Family	Two Family	Attach Condo	Multi Family	Total Units	Total Demos	Net Total
2010	28	0	0	0	28	11	17
2011	19	0	0	0	19	5	14
2012	39	0	0	0	39	3	36
2013	74	0	0	0	74	10	64
2014	47	0	0	0	47	0	47
2015	22	0	0	0	22	2	20
2016	11	0	8	0	19	12	7
2017	15	0	0	0	15	6	9
2018	26	0	0	0	26	9	17
2019	32	0	0	16	48	7	41
2020	12	0	0	8	20	1	19
2021	12	0	0	0	12	4	8
2022	16	2	0	64	82	1	81
2023	72	0	0	117	189	0	189
2024	21	0	0	0	21	0	21
2010 to 2024 totals	446	2	8	205	661	71	590

Source: **SEMCOG Development**

Note: Permit data for most recent years may be incomplete and is updated monthly.

Housing Types

Housing Type	ACS 2010	ACS 2023	Change 2010-2023	New Units Permitted Since 2019
Single Unit	20,249	20,859	610	165
Multi-Unit	14,884	16,082	1,198	207
Mobile Homes or Other	673	674	1	0
Total	35,806	37,615	1,809	372
Units Demolished				-13
Net (Total Permitted Units - Units Demolished)				359

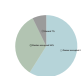
Source: **U.S. Census Bureau**, **2006-2010 and 2019-2023 American Community Survey 5-Year Estimates**, **SEMCOG Development**

Housing Tenure

Housing Tenure	Census 2010	ACS 2023	Change 2010-2023
Owner occupied	21,324	22,740	1,416
Renter occupied	12,235	12,788	553
Vacant	2,619	2,087	-532
Seasonal/migrant	266	231	-35
Other vacant units	2,353	1,856	-497
Total Housing Units	36,178	37,615	1,437

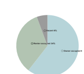
Census

2010



ACS

2023



Source: **U.S. Census Bureau**, **2006-2010 and 2019-2023 American Community Survey 5-Year Estimates**

Housing Value and Rent

Housing Value (in 2023 dollars)	ACS 2010	ACS 2023	Change 2010-2023	Percent Change 2010-2023
Median housing value	$352,809	$333,200	$-19,609	-5.6%
Median gross rent	$1,396	$1,475	$79	5.6%

Source: **U.S. Census Bureau**, **2006-2010 and 2019-2023 American Community Survey 5-Year Estimates**

2020 Land Use

Parcel Land Use	Acres 2015	Acres 2020	Change 2015-2020	Pct Change 2015-2020
Single-Family Residential	8,820.4	8,938.4	118.1	1.3%
Attached Condo Housing	721.6	657.4	-64.1	-8.9%
Multi-Family Housing	889.9	908.8	18.9	2.1%
Mobile Home	38.3	41.4	3.1	8%
Agricultural/Rural Residential	453	440.7	-12.3	-2.7%
Mixed Use	2.6	4.7	2.1	81.7%
Retail	426.4	411.4	-14.9	-3.5%
Office	970	930	-40	-4.1%
Hospitality	93.3	107.5	14.2	15.2%
Medical	225.3	249	23.7	10.5%
Institutional	1,068.4	952.1	-116.4	-10.9%
Industrial	573	525	-48.1	-8.4%
Recreational/Open Space	1,547.7	1,598	50.3	3.2%
Cemetery	9	9	0	0%
Golf Course	519.8	519.8	0	0%
Parking	48.4	48.4	0	0%
Extractive	0	0	0	0%
TCU	160	160	0	0%
Vacant	899.4	996	96.7	10.7%
Water	104.6	104.6	0	0%
Not Parceled	3,736.9	3,705.7	-31.2	-0.8%
Total	21,308.1	21,308.1	0	0%

1. **Agricultural / Rural Res** includes any residential parcel containing 1 or more homes where the parcel is 3 acres or larger.
2. **Mixed Use** includes those parcels containing buildings with Hospitality, Retail, or Office square footage and housing units.
3. **Not Parceled** includes all areas within a community that are not covered by a parcel legal description.
4. Parcels that do not have a structure assigned to the parcel are considered vacant unless otherwise indicated, even if the parcel is part of a larger development such as a factory, school, or other developed series of lots.

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Demographic and Income Profile

Farmington Hills, MI

Gibbs Group

Summary	Census 2010	Census 2020	2024	2029
Population	79,740	83,986	83,419	82,684
Households	33,559	35,352	35,872	36,388
Families	21,412	22,159	21,848	21,955
Average Household Size	2.36	2.34	2.29	2.24
Owner Occupied Housing Units	21,324	21,933	23,036	23,908
Renter Occupied Housing Units	12,235	13,419	12,836	12,480
Median Age	42.1	41.6	42.0	43.3

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.18%	-0.09%	0.38%
Households	0.29%	0.27%	0.64%
Families	0.10%	0.08%	0.56%
Owner HHs	0.75%	0.69%	0.97%
Median Household Income	2.04%	2.84%	2.95%

	2024		2029	
Households by Income	Number	Percent	Number	Percent
<$15,000	2,201	6.1%	1,820	5.0%
$15,000 - $24,999	1,817	5.1%	1,367	3.8%
$25,000 - $34,999	1,276	3.6%	960	2.6%
$35,000 - $49,999	2,407	6.7%	2,032	5.6%
$50,000 - $74,999	5,083	14.2%	4,673	12.8%
$75,000 - $99,999	4,313	12.0%	4,164	11.4%
$100,000 - $149,999	7,588	21.2%	8,100	22.3%
$150,000 - $199,999	5,168	14.4%	6,316	17.4%
$200,000+	6,016	16.8%	6,953	19.1%
Median Household Income	$103,638		$114,676	
Average Household Income	$134,901		$152,657	
Per Capita Income	$58,029		$67,201	

	Census 2010		Census 2020		2024		2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,038	5.1%	4,443	5.3%	4,296	5.1%	4,113	5.0%
5 - 9	4,582	5.7%	4,090	4.9%	4,459	5.3%	4,120	5.0%
10 - 14	5,122	6.4%	4,102	4.9%	3,883	4.7%	4,368	5.3%
15 - 19	5,099	6.4%	4,412	5.3%	3,938	4.7%	3,781	4.6%
20 - 24	4,026	5.0%	4,685	5.6%	4,418	5.3%	3,769	4.6%
25 - 34	9,645	12.1%	13,343	15.9%	12,589	15.1%	10,744	13.0%
35 - 44	10,425	13.1%	9,853	11.7%	11,268	13.5%	12,420	15.0%
45 - 54	13,074	16.4%	10,120	12.0%	9,495	11.4%	9,574	11.6%
55 - 64	11,017	13.8%	12,081	14.4%	10,749	12.9%	9,747	11.8%
65 - 74	6,061	7.6%	9,629	11.5%	10,133	12.1%	10,324	12.5%
75 - 84	4,303	5.4%	4,850	5.8%	5,723	6.9%	6,872	8.3%
85+	2,348	2.9%	2,378	2.8%	2,468	3.0%	2,852	3.4%

	Census 2010		Census 2020		2024		2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	55,539	69.7%	50,122	59.7%	48,421	58.0%	46,098	55.8%
Black Alone	13,848	17.4%	15,370	18.3%	15,593	18.7%	16,082	19.4%
American Indian Alone	157	0.2%	147	0.2%	153	0.2%	153	0.2%
Asian Alone	8,072	10.1%	12,882	15.3%	13,545	16.2%	14,395	17.4%
Pacific Islander Alone	13	0.0%	22	0.0%	21	0.0%	21	0.0%
Some Other Race Alone	358	0.4%	927	1.1%	989	1.2%	1,026	1.2%
Two or More Races	1,753	2.2%	4,516	5.4%	4,697	5.6%	4,909	5.9%
Hispanic Origin (Any Race)	1,544	1.9%	2,640	3.1%	2,846	3.4%	3,006	3.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

February 20, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point

Gibbs Group

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
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Average Household Size	2.08	2.22	2.20
Owner Occupied Housing Units	3,158	25,596	63,920
Renter Occupied Housing Units	1,584	9,316	35,280
Median Age	43.3	44.1	43.3
Median Household Income	$81,167	$91,432	$89,397
Average Household Income	$116,932	$123,190	$120,824
Trends: 2024-2029 Annual Rate			
Population	-0.39%	-0.42%	-0.36%
Households	0.11%	0.06%	0.11%
Families	-0.13%	-0.15%	-0.11%
Owner Households	0.81%	0.55%	0.63%
Median Household Income	3.37%	3.32%	3.03%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Demographic and Income Comparison Profile

Grand River Mid-Point
21616 Albion Ave, Farmington, Michigan, 48336
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.45029
Longitude: -83.33870

	1 mile		3 miles		5 miles	
2020 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	568	5.3%	4,070	5.0%	12,028	5.3%
Age 5 - 9	530	5.0%	4,224	5.2%	11,719	5.1%
Age 10 - 14	519	4.9%	4,204	5.1%	11,866	5.2%
Age 15 - 19	525	4.9%	4,421	5.4%	12,511	5.5%
Age 20 - 24	579	5.4%	4,416	5.4%	13,084	5.7%
Age 25 - 34	1,791	16.8%	12,087	14.8%	34,863	15.2%
Age 35 - 44	1,320	12.4%	9,865	12.1%	26,919	11.8%
Age 45 - 54	1,377	12.9%	10,432	12.8%	28,497	12.4%
Age 55 - 64	1,531	14.3%	12,575	15.4%	33,409	14.6%
Age 65 - 74	1,037	9.7%	9,307	11.4%	25,668	11.2%
Age 75 - 84	518	4.9%	4,080	5.0%	12,054	5.3%
Age 85+	380	3.6%	2,070	2.5%	6,313	2.8%
2024 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	540	5.2%	3,908	4.9%	11,580	5.1%
Age 5 - 9	552	5.3%	4,170	5.2%	12,112	5.4%
Age 10 - 14	490	4.7%	3,956	4.9%	11,064	4.9%
Age 15 - 19	472	4.5%	4,035	5.0%	11,304	5.0%
Age 20 - 24	562	5.4%	4,275	5.3%	12,484	5.5%
Age 25 - 34	1,624	15.5%	11,328	14.1%	33,041	14.7%
Age 35 - 44	1,462	14.0%	10,721	13.4%	29,545	13.1%
Age 45 - 54	1,242	11.9%	9,642	12.0%	26,612	11.8%
Age 55 - 64	1,384	13.2%	11,110	13.9%	30,111	13.4%
Age 65 - 74	1,225	11.7%	10,113	12.6%	27,149	12.1%
Age 75 - 84	545	5.2%	4,789	6.0%	14,091	6.3%
Age 85+	376	3.6%	2,017	2.5%	6,196	2.8%
2029 Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	510	5.0%	3,708	4.7%	11,018	5.0%
Age 5 - 9	504	4.9%	3,758	4.8%	10,995	5.0%
Age 10 - 14	528	5.1%	3,947	5.0%	11,553	5.2%
Age 15 - 19	462	4.5%	3,820	4.9%	10,635	4.8%
Age 20 - 24	483	4.7%	3,776	4.8%	10,926	4.9%
Age 25 - 34	1,249	12.2%	9,653	12.3%	28,658	13.0%
Age 35 - 44	1,664	16.2%	11,590	14.8%	32,110	14.5%
Age 45 - 54	1,190	11.6%	9,391	12.0%	25,969	11.7%
Age 55 - 64	1,256	12.2%	9,976	12.7%	27,083	12.2%
Age 65 - 74	1,287	12.5%	10,395	13.3%	27,957	12.6%
Age 75 - 84	752	7.3%	6,168	7.9%	17,518	7.9%
Age 85+	386	3.8%	2,228	2.8%	6,860	3.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

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Demographic and Income Comparison Profile

Grand River Mid-Point
21616 Albion Ave, Farmington, Michigan, 48336
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.45029
Longitude: -83.33870

	1 mile		3 miles		5 miles	
2020 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	7,039	65.9%	51,118	62.5%	118,913	51.9%
Black Alone	2,041	19.1%	19,337	23.7%	76,988	33.6%
American Indian Alone	28	0.3%	237	0.3%	558	0.2%
Asian Alone	531	5.0%	4,756	5.8%	17,453	7.6%
Pacific Islander Alone	5	0.0%	21	0.0%	58	0.0%
Some Other Race Alone	187	1.8%	1,114	1.4%	2,771	1.2%
Two or More Races	844	7.9%	5,167	6.3%	12,191	5.3%
Hispanic Origin (Any Race)	582	5.5%	3,080	3.8%	7,195	3.1%
2024 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	6,748	64.4%	49,079	61.3%	114,759	50.9%
Black Alone	2,057	19.6%	19,177	24.0%	76,007	33.7%
American Indian Alone	28	0.3%	240	0.3%	559	0.2%
Asian Alone	561	5.4%	4,980	6.2%	18,240	8.1%
Pacific Islander Alone	5	0.0%	20	0.0%	53	0.0%
Some Other Race Alone	200	1.9%	1,187	1.5%	2,940	1.3%
Two or More Races	874	8.3%	5,383	6.7%	12,729	5.7%
Hispanic Origin (Any Race)	623	5.9%	3,301	4.1%	7,713	3.4%
2029 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	6,386	62.2%	46,388	59.2%	108,679	49.1%
Black Alone	2,126	20.7%	19,557	24.9%	76,391	34.5%
American Indian Alone	27	0.3%	234	0.3%	544	0.2%
Asian Alone	607	5.9%	5,345	6.8%	19,312	8.7%
Pacific Islander Alone	5	0.0%	20	0.0%	53	0.0%
Some Other Race Alone	212	2.1%	1,245	1.6%	3,048	1.4%
Two or More Races	909	8.8%	5,622	7.2%	13,256	6.0%
Hispanic Origin (Any Race)	658	6.4%	3,493	4.5%	8,131	3.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

February 16, 2025

Farmington Hills-North

Housing Policy Indicators

Household Count and Growth	Market	Partnership
Household Change, 2016 to 2021	1.7%	4.8%
Household Count, 2021	12,568	520,393

	Market			Partnership		
Housing Affordability	**Number**	**%**	**% Change**	**Number**	**%**	**% Change**
Home value / partnership income	3.39	--	--	--	--	--
Median Income, 2021	$102,316	--	17.3%	$86,275	--	11.9%
Median owner income, 2021	$125,662	--	11.9%	$104,646	--	9.7%
Median renter income, 2021	$59,964	--	9.7%	$51,535	--	13.7%
Median home value	$292,280	--	20.9%	$268,600	--	27.0%
Median gross rent	$1,361	--	30.9%	$1,156	--	8.2%
Income needed for median rent	$54,440	--	--	$46,240	--	--
Income needed for median value	$97,427	--	--	$89,533	--	--
Overburdened households	3,060	24%	-15.0%	128,058	24.6%	-8.3%

	Market			Partnership		
Housing Quality and Vacancy	**Number**	**%**	**% Change**	**Number**	**%**	**% Change**
"Other" vacancy	135	1.0%	-38.1%	11,855	2.2%	-7.1%
Seasonal vacancy	72	0.5%	53.2%	4,100	0.8%	-31.8%
For-Sale vacancy	46	0.3%	-46.5%	2,846	0.5%	-27.4%
For-Rent vacancy	521	3.9%	55.1%	9,160	1.7%	15.0%
Homes built pre-1940	438	3.3%	--	42,258	7.9%	--
Homes built post-1990	2,838	21.2%	--	151,915	28.5%	--

Other Market Indicators

Housing Policy Matchmaker Type*	**Moderate Cost and Growing**
Strength and Need Type**	**High Strength and High Need (Type I)**

Gap Analysis 2021

	Owner Units	Renter Units	Total Units
Market demand (estimated annual moves)	207	323	530
Market supply (vacant on market, adjusted for age)	22	111	133
5 year Market production goals (based on 75K units)	178	205	383
1 year Market production goals (based on 15K units)	36	41	77
5 year Partnership goals (based on 75K units)	5,071	5,899	10,970
1 year Partnership goals (based on 15K units)	1,014	1,180	2,194