

Retail Attraction Strategy

THE LUMBERYARD AT PAINT CREEK – LAKE ORION, MICHIGAN



1. Executive Summary

The Lumberyard at Paint Creek project represents a pivotal opportunity to reimagine Lake Orion's downtown district with a focus on walkable mixed-use development and unique retail experiences. This comprehensive strategy outlines the key demographic, economic, and planning factors that support the attraction of both national and local retailers to this iconic redevelopment site.

New Urbanism, Human-Scale Design & Placemaking: The Art of Building Beloved Places

New Urbanism is more than an architectural trend—it is a proven strategy to build resilient, prosperous, and beloved communities. At its core, New Urbanism calls for **walkable, mixed-use neighborhoods** that prioritize people over cars, community over conformity, and design that sparks **emotional connection** over sterile efficiency.

"A place is not a place until people have been there."

—William H. Whyte, urbanist and author of *The Social Life of Small Urban Spaces*

The Need for Human-Scale Design

Human-scale design ensures that **streets, storefronts, public spaces, and buildings feel welcoming and navigable** to pedestrians—not just vehicles. Features of human-scale communities include:

- Narrow streets and small blocks that calm traffic and invite exploration
- Shopfronts with variety, detail, and purpose—not long blank walls
- Buildings between 1–3 stories with architectural rhythm and variation
- Shaded sidewalks, benches, planters, public art, and wayfinding signage

Such environments create **psychological comfort** and **economic magnetism**. According to the **National Main Street Center**, communities that adopt human-centered design and placemaking strategies report:

- **Average annual retail sales increases of 10–15%**
- **Downtown property value growth of 7–15%**
- **Increased tourism and community engagement** through festivals, pop-up markets, and events

 Source: Main Street America Impact Data



The Power of Placemaking

Placemaking transforms physical spaces into memorable destinations. It involves not only good design but also **community storytelling, culture, events, and artistry** that foster pride and identity.

“Placemaking is about turning a neighborhood, town, or city from a place you can’t wait to get through into one you never want to leave.”

—Fred Kent, founder of Project for Public Spaces

Placemaking unlocks tourism, local spending, and investor confidence. In **Petoskey, Michigan**, placemaking efforts like historical signage, local business curation, and trail integration have helped generate:

- A 19% increase in foot traffic from 2018 to 2022
 - A 17% rise in tourism-related retail spending
- 📎 Source: [Michigan Economic Development Corporation](#)

Examples of New Urbanist Communities

1. **Seaside, Florida** – Designed in the 1980s as a fully walkable beach town, Seaside features pastel homes, pedestrian-only zones, and a thriving outdoor retail and cultural scene. It has become a tourist icon and real estate benchmark.
2. **Celebration, Florida** – Developed by Disney, this community uses human-scale streets, local retail, and classical architecture to foster high quality of life. Home values and retail leases remain strong due to its distinct identity.
3. **Birmingham, Michigan** – A suburban model of human-scaled downtown revitalization. With narrow storefronts, active sidewalks, and events like “Day on the Town,” it draws tens of thousands of visitors annually and supports a retail vacancy rate under 4%.
4. **Old Pasadena, California** – Saved through New Urbanist redevelopment, Old Pasadena turned its vacant storefronts into vibrant local businesses through adaptive reuse and streetscape redesign. Today, it generates more than **\$500 per sq. ft. in retail sales**, outperforming typical suburban malls.

📎 Source: Urban Land Institute Case Studies

Median Household Income Comparison

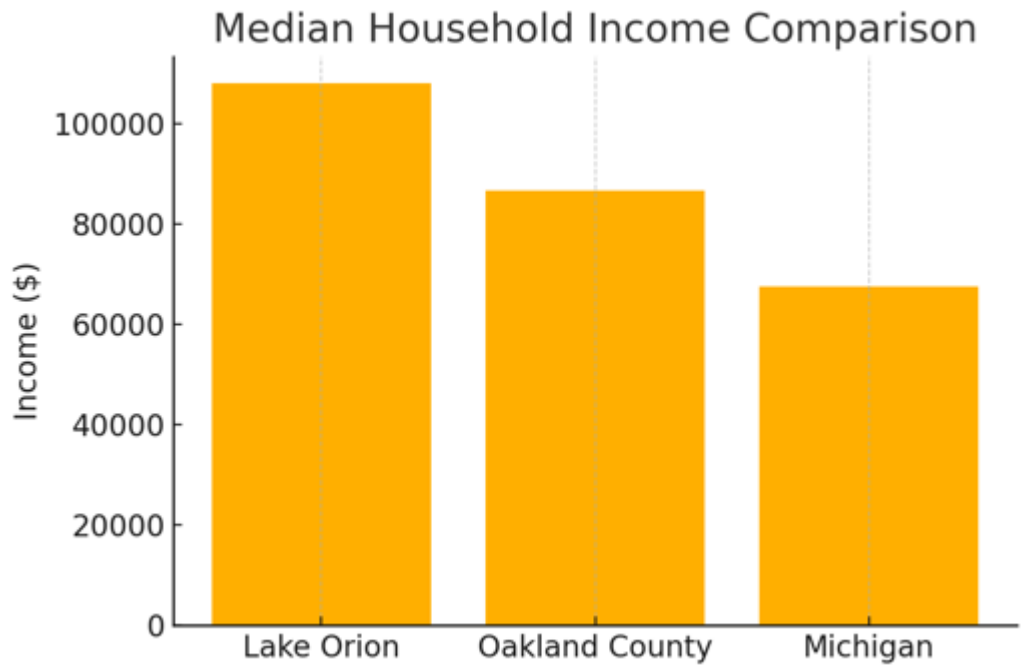
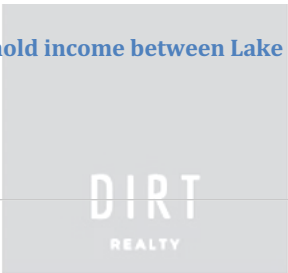


Figure 2: Comparison of median household income between Lake Orion, Oakland County, and Michigan.

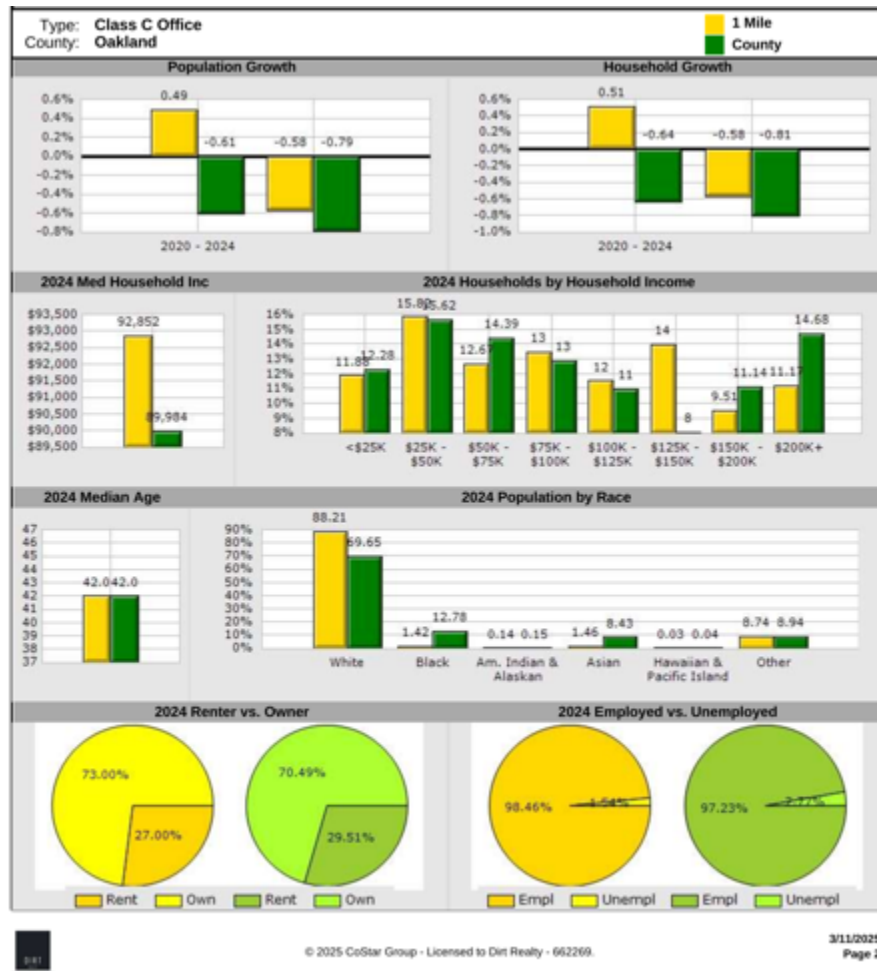


Why This Matters for Lake Orion

Lake Orion has an **authentic village core**, a **picturesque trail**, and **historic architecture**—the raw ingredients of a standout destination. The Lumberyard can capitalize on this by designing for people, not parking. When streets are walkable,



when shops feel unique, and when public spaces invite interaction, people stay longer, spend more, and come back.



Tourism in Michigan generates over **\$26.3 billion in economic activity annually**, much of it centered in small towns with charm, trail access, and pedestrian-scale shopping streets.

🔗 Source: Pure Michigan 2023 Annual Report

2. Regional Context and Market Overview

Lake Orion is a vibrant and strategically located community in Northern Oakland County, Michigan. Nestled among lakes, woodlands, and the historic Paint Creek Trail, it blends small-town character with metropolitan access—just 15 minutes from Auburn Hills and 40 minutes from downtown Detroit. The community sits at the convergence of major travel corridors including I-75 and M-24, drawing day-trippers, families, and regional visitors seeking authentic charm without long-distance travel.

Historically, Lake Orion was known as the “Venice of the Midwest”—a lakeside vacation destination where metro Detroiters arrived by train for summer stays in cottages and resort hotels. Today, that legacy of escape and relaxation remains embedded in the town’s DNA. With the right investments in thoughtful development, Lake Orion is uniquely positioned to reclaim its role as the **Charlevoix of Southeastern Michigan**—a walkable destination where quality of life and local experiences drive sustained prosperity.

“Lake Orion was a resort town before cars were common. People arrived by rail to escape the city. There’s no reason why it can’t become a treasured getaway again—especially with the rising appeal of trail towns and boutique destinations.”

—Michigan Travel Historian, *Detroit Free Press*

A Renaissance in Upscale Residential Development

One of the clearest indicators of Lake Orion’s resurgence is the development of high-end residential communities that emphasize **New Urbanist design principles**: density without congestion, walkability, architectural variation, and proximity to trails, shops, and waterfront.

Examples:

- **The Peninsula at Starboard** and **Mystic Cove**, developed by Moceris, feature luxury lakeside living with walkable connections to downtown. These developments combine townhomes, stacked flats, and green space with private docks, pedestrian paths, and pocket parks—offering residents a **European-style lifestyle experience**.

 [The Peninsula at Starboard – Lake Orion Planning](#)

 [Moceris Developments](#)

These communities are attracting high-income earners, remote workers, and active retirees, all of whom bring **discretionary income and social networks** that elevate the customer base for retail, dining, and cultural attractions. Moreover, such developments align with trends seen in vibrant small



towns across the country that are drawing in affluent urban escapees without sacrificing identity.

Demand for a Boutique Hotel: Scaled to Fit

Lake Orion currently lacks a boutique lodging option that aligns with its upscale potential and small-town character. A **10–35 room boutique hotel**, ideally independent and inspired by **European inn-style hospitality**, would offer a compelling solution—providing visitors with a charming place to stay without the incongruity of a chain-branded product.

Supporting Data:

- Boutique hotels under 50 rooms report **higher per-room revenue** than larger chain hotels in walkable communities.
 [Source: The Boutique Hotel Report – CBRE, 2023](#)
- In Traverse City, Charlevoix, and Harbor Springs, boutique properties average 85%+ occupancy during the travel season, driven by regional tourism and events.
- Travelers increasingly seek **experiential, walkable destinations**—a trend that Lake Orion is well-poised to leverage, especially with Paint Creek Trail, lake access, and seasonal events.

“In small destinations, scale is everything. A right-sized boutique hotel complements the local economy—it doesn’t overwhelm it.”


—Small Lodging Association of America



DIRT
REALTY

Tourism as a Driver of Prosperity

Tourism in Michigan is a **\$26.3 billion** industry, with small-town and trail-based tourism growing faster than large urban destinations. According to Pure Michigan, visitors are seeking “**authentic downtowns with nature access, historic charm, and unique shopping or dining experiences.**”

 Pure Michigan Travel Research

Communities along trails (like the **Kalamazoo River Valley Trail** or **Sleeping Bear Heritage Trail**) have reported:

- 25–40% boosts in retail sales
- 15–30% growth in new business formation within 3 years of investment in trail-oriented development

 [Michigan Trails Economic Impact Study – MTGA](#)



DIRT
REALTY

Lake Orion, with its connection to the **Paint Creek Trail**, is perfectly positioned to benefit from this trend—especially when paired with the right mix of boutique retail, community programming, and visitor accommodations.

National Models of Scaled New Urbanism

Communities that have embraced **right-sized, New Urbanist development** while maintaining unique character include:

- **Leiper's Fork, Tennessee** – Just outside Nashville, this tiny town became a national destination by curating upscale but rustic retail, music venues, and a European-style inn. No chain stores. No traffic lights.
- **Beaufort, South Carolina** – Preserved its waterfront and walkable downtown with historic inn lodging and townhomes rather than hotel towers.
- **Carmel-by-the-Sea, California** – Prohibits chain stores. Every building has to be unique. Tourism and local retail thrive due to the place's distinct personality.

These communities succeeded because they understood that **scale, authenticity, and detail** matter more than square footage or brand presence.

The Lake Orion Advantage

With trail access, a historic waterfront, public art programs, seasonal festivals, and the natural beauty of Paint Creek and Lake Orion itself, this community doesn't need to *manufacture* charm—it only needs to preserve and polish it. The Lumberyard project represents the opportunity to do just that: not just attract retail, but invite a lifestyle, a vision, and a new chapter in Lake Orion's historic identity.



3. Demographic Profile

Ideal Retailers for Lake Orion's Evolving Market

Based on Lake Orion's demographic profile and its lakeside resort-town character, the community is ideally positioned to attract a unique set of **boutique, upscale, and experiential retailers** that appeal to both affluent residents and destination-seeking visitors. With a median household income of \$108,042 and high educational attainment, Lake Orion fits the profile for **recreational, lifestyle, and heritage-focused retail concepts**—especially those that align with leisure, boating, wellness, and outdoor living.

Boating & Waterfront Lifestyle Retailers

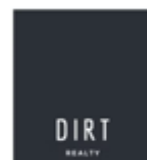
These brands offer marine accessories, lake apparel, and products appealing to seasonal boaters, anglers, and luxury pontoon or wakeboard enthusiasts.

1. [West Marine](#) – Marine gear, supplies, and watercraft accessories
2. [Boater's World](#) – Electronics, anchors, and dock gear
3. [Yeti](#) – High-end coolers, drinkware, and lake lifestyle accessories
4. [Pelican Outdoor](#) – Recreational kayaks, dry bags, and waterproof storage
5. [Costa Del Mar](#) – Performance sunglasses for water sports
6. [Columbia Sportswear](#) – Boating jackets, UV wear, and water gear
7. [Grundéns](#) – Fishing outerwear and footwear
8. [Overton's](#) – Towables, water skis, and marine recreation gear
9. [Sea Bags](#) – Handcrafted sailcloth bags and beach accessories
10. Tucker Hibbert's Power Shop – High-performance lake and snow gear

Outdoor & Sporting Goods Retailers

Targeting the active outdoor lifestyle, these brands appeal to hikers, trail users, runners, cyclists, and families enjoying Paint Creek Trail or lake-centered fitness.

1. [REI Co-op](#) – National outdoor gear and community-based events
2. [Patagonia](#) – Environmentalist outdoor apparel and accessories
3. [The North Face](#) – Trail-ready outerwear and footwear
4. [Arc'teryx](#) – Premium technical outerwear for hiking and trail running
5. [L.L. Bean](#) – Heritage brand for trail gear, boots, and backpacks
6. [On Running](#) – High-end Swiss-engineered running shoes
7. [Thule](#) – Bike racks, cargo carriers, and travel accessories
8. [Solo Stove](#) – Fire pits, camp cookware, and portable luxury camping
9. [Backcountry](#) – Outdoor gear curated for performance and lifestyle
10. [Vuori](#) – Performance clothing blending yoga, trail, and leisure



Resort Wear & Boutique Fashion Retailers

Appealing to vacationers, weekenders, and affluent residents, these fashion-forward retailers blend casual elegance with relaxed sophistication.

1. [Tommy Bahama](#) – Upscale island-inspired apparel and home goods
2. [Anthropologie](#) – Boho-chic resortwear, home décor, and gifts
3. [Marine Layer](#) – California-style casual wear with a sustainable mission
4. [Lilly Pulitzer](#) – Iconic resort dresses and accessories
5. [Faherty Brand](#) – Coastal-inspired fashion for men and women
6. [LoveShackFancy](#) – Vintage romance meets upscale resort
7. [Sundry](#) – French-Californian minimalist loungewear
8. [Alo Yoga](#) – Stylish athleisure crossing into resortwear
9. [Tasc Performance](#) – Sustainable active/resort hybrid wear
10. [Frank & Eileen](#) – Luxury cotton resort shirts and casualwear

Emerging Lifestyle Brands for Experiential Retail

These trendy upscale brands and concepts are ideal candidates for boutique shops, showroom spaces, or trail-side activations that provide unique customer experiences.

1. [Public Lands](#) – REI-style outdoor retailer with community focus
2. [Terrain](#) – Garden, home, and outdoor living retail from Anthropologie
3. [Paravel](#) – Sustainable travel gear and luggage
4. [Filson](#) – Rugged heritage brand with upscale outdoor accessories
5. [Shinola](#) – Detroit-born watches, leather, and bicycles
6. [Rumpl](#) – Technical blankets and camp textiles for upscale glamping
7. [Beis](#) – Celebrity-driven travel bags and accessories
8. [Cotopaxi](#) – Do-good adventure gear and color-block style
9. [Huckberry](#) – Curated outdoor and everyday adventure fashion
10. [Allbirds](#) – Sustainable, comfortable shoes for travel and leisure

How Lake Orion Fits the National Retail Picture

While not ranked among the top 10 metros nationally for retail, Lake Orion distinguishes itself through a **hyper-targeted, lifestyle-aligned opportunity zone**—similar to how smaller communities like **Petoskey, MI**, **Hudson, NY**, or **Leiper's Fork, TN** reinvented their downtowns with niche, high-end, and story-driven retail experiences.

Retailers increasingly seek "**vibe-driven**" destinations over raw population counts. Affluent micromarkets like Lake Orion present:



- High spend per capita (as seen in CoStar consumer spend data)
- A growing base of remote workers and second-home owners
- Unique events and natural assets (Paint Creek Trail, lake access, historic core)

📎 Retail Trends 2024 – McKinsey Sporting Goods Report

<https://www.mckinsey.com/industries/retail/our-insights/why-sporting-goods-are-booming-again>

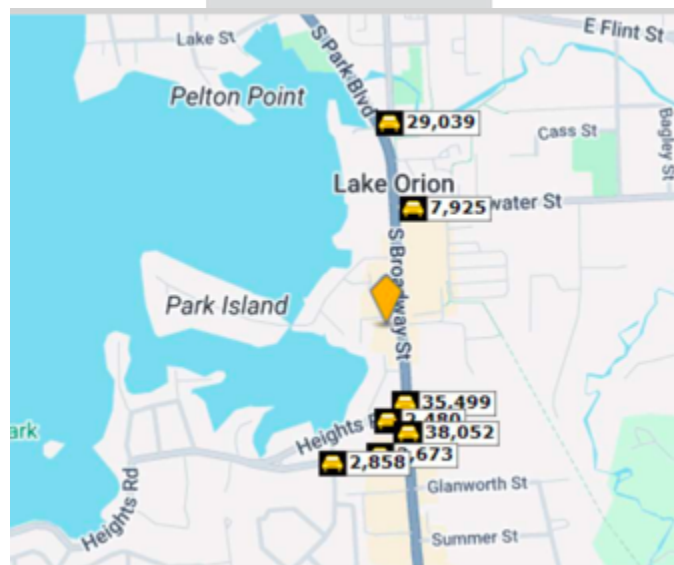
📎 CBRE Boutique Hotel & Lifestyle Lodging Insights

<https://www.cbrehotels.com/en/research>

📎 Pure Michigan – Lake Orion <https://www.michigan.org/city/lake-orion>

ICSC report on Retail Trends: <https://www.icsc.com/uploads/research/general/US-Economic-Impact-of-Retail.pdf>

Traffic Statistics show this is a good location for retail:



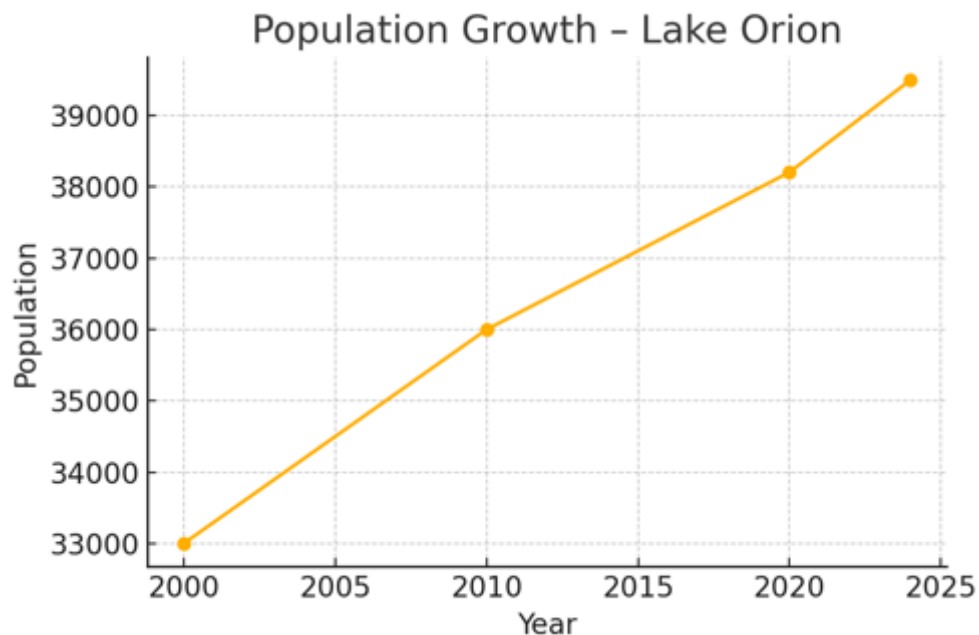
	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	S Broadway St	Congress Ct	0.11 N	2022	42,081	MPSI	.11
2	S Broadway St	Congress Ct	0.11 N	2018	35,499	MPSI	.11
3	Heights Rd	S Lapeer Rd	0.03 E	2022	2,480	MPSI	.13
4	M-24 LAPEER RD	Heights Rd	0.02 N	2020	32,966	AADT	.15
5	S Lapeer Rd	Heights Rd	0.02 N	2022	38,052	MPSI	.15
6	Atwater St	Abandoned RR	0.02 E	2022	7,925	MPSI	.17
7	Odanah St	S Lapeer Rd	0.04 E	2022	2,673	MPSI	.17
8	Odanah Street	Kimberly	0.00 E	2022	2,967	MPSI	.20
9	ODANAH ST	Kimberly	0.00	2020	2,858	AADT	.20
10	S Broadway St	Abandoned RR	0.00 N	2022	29,039	MPSI	.28

2024 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$25,634	\$100,648	\$248,909
Vehicle Purchases	13,140	52,017	127,205
Gasoline	6,307	24,030	58,964
Vehicle Expenses	652	2,622	6,918
Transportation	2,469	10,190	26,636
Automotive Repair & Maintenance	3,067	11,790	29,187
Total Health Care	\$5,351	\$20,568	\$50,875
Medical Services	3,183	12,351	30,735
Prescription Drugs	1,605	6,081	14,845
Medical Supplies	563	2,136	5,295
Total Education/Day Care	\$6,859	\$27,858	\$72,890
Education	4,389	17,820	46,815
Fees & Admissions	2,470	10,038	26,075

2024 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$25,634	\$100,648	\$248,909
Vehicle Purchases	13,140	52,017	127,205
Gasoline	6,307	24,030	58,964
Vehicle Expenses	652	2,622	6,918
Transportation	2,469	10,190	26,636
Automotive Repair & Maintenance	3,067	11,790	29,187
Total Health Care	\$5,351	\$20,568	\$50,875
Medical Services	3,183	12,351	30,735
Prescription Drugs	1,605	6,081	14,845
Medical Supplies	563	2,136	5,295
Total Education/Day Care	\$6,859	\$27,858	\$72,890
Education	4,389	17,820	46,815
Fees & Admissions	2,470	10,038	26,075

4. Population Growth Trends

Lake Orion and Orion Township have experienced steady growth, especially since 2010, driven by high-quality schools and access to regional employers. Recent luxury residential developments suggest an incoming wave of high-income households, reshaping spending habits in the area.




Why Population Growth Trends Matter for Retail and Placemaking in Lake Orion

Population growth is not just a statistic—it's a signal of transformation. As Lake Orion continues to grow steadily—particularly among affluent households, remote workers, and young families—this demographic shift becomes a powerful force in shaping **retail demand, urban identity, and economic resilience**.

What Positive Population Growth Means for Retail

- Expanding Customer Base**

Every new resident represents not just a homebuyer, but a long-term consumer. Growth in **middle to upper-income households** expands the pool of shoppers for boutique retail, dining, wellness, and experiential offerings. According to ICSC (International Council of Shopping Centers), a 1% increase in population can lead to a **1.5% to 2% increase in local retail spending**.

 ICSC: Economic Impacts of Retail Real Estate

- Attractiveness to Upscale and Independent Retailers**

Unique retailers and regional concepts look for growing towns with upwardly mobile, educated residents—exactly the trend seen in Lake Orion, where

the **median income exceeds \$108,000** and education levels are high. These demographics are more likely to support premium goods, services, and locally sourced products.

3. **Support for Small-Footprint, Walkable Retail**

Population growth supports **denser, pedestrian-scale development**, as opposed to sprawling strip malls. When communities build for people—not cars—they create authentic gathering places that become destinations in themselves.

The Strategic Role of The Lumberyard at Paint Creek

The Lumberyard isn't just a redevelopment parcel—it is a **keystone opportunity** for creating a new focal point of life and commerce in downtown Lake Orion. Positioned on the Paint Creek Trail and near the village core, the site is ideal for **mixed-use, placemaking-first development** that complements the town's historic identity.

How It Impacts the Broader Downtown:

- **Extends the walkable downtown footprint**, encouraging foot traffic across more blocks and driving demand for street-facing retail and dining.
- **Introduces new formats** (like small footprint shops, artist galleries, boutique hotel rooms, and coworking spaces) that appeal to young professionals and entrepreneurs.
- **Spurs complementary investments** in other downtown properties and infrastructure, lifting property values and tax base over time.

DIRT
REALTY

Population Growth as a Catalyst for Tourism, Youth Retention & Community Identity

Lake Orion already has the natural ingredients to be a tourism-driven economy—**lakes, trails, history, and charm**. With more people living downtown or nearby, and with the right amenities (boutique hotels, artisan shops, public plazas), Lake Orion can rekindle its historical identity as a **lakeside retreat and regional escape**.

Benefits:

- **Drives weekend tourism**, with higher hotel occupancy, restaurant revenue, and recreational spending.
- **Attracts a younger demographic**, including remote workers and entrepreneurs looking for lifestyle-driven places to live and work.
- **Supports future uses**, such as outdoor events, makerspaces, food halls, or live music—all aligned with a vibrant, youthful brand.

National Examples of Placemaking Success Stories

Petoskey, Michigan

By preserving its historic downtown and rejecting generic chain retail, Petoskey has built a tourism brand around authenticity. Its boutique hotels, waterfront shopping, and public squares draw **over 400,000 annual visitors** and fuel year-round retail demand.


 [Petoskey Area Visitors Bureau](#)

Leiper's Fork, Tennessee

A village of just 600 people that rejected big-box development in favor of curated shops, music halls, and a European-style inn. It is now a nationally known destination and weekend retreat for Nashville-area residents.

Old Pasadena, California

Once a failing business district, it was reborn through historic preservation and mixed-use retail redevelopment. Today, it produces over **\$500 per sq. ft. in retail sales**, far outperforming standard malls.

 [Urban Land Institute: Old Pasadena Case Study](#)

Greenville, South Carolina

Focused on walkability, green space, and riverfront placemaking, Greenville revitalized its downtown and now sees over **1 million visitors annually**, a rebirth that added **thousands of jobs and doubled tax revenue** over 15 years.

 [Brookings: Downtown Revitalization in Greenville](#)



Conclusion: From Population to Prosperity

The story is simple: **people follow places, and prosperity follows people**. With positive population trends, Lake Orion is poised to become not just a nice place to live—but a place to love, visit, invest in, and share. The Lumberyard project is not a standalone development—it is the heart valve of a larger economic circulatory system that can infuse vibrancy into every block of downtown.

A generic strip mall would fail this opportunity. A thoughtfully designed, scaled, and community-first development could turn Lake Orion into the next great Michigan destination.

5. Local Employment & Business Climate

Major Employers in the Region:

- General Motors (Orion Assembly Plant)
- McLaren Health System
- Amazon Fulfillment Centers
- Lake Orion Community Schools

Orion Township benefits from a favorable tax climate and pro-development governance, making it an ideal location for retail investment.

2024 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$103,807	\$402,664	\$1,008,271
Total Apparel	\$5,226	\$19,886	\$50,400
Women's Apparel	2,082	7,862	19,895
Men's Apparel	1,116	4,236	10,642
Girl's Apparel	341	1,349	3,543
Boy's Apparel	254	1,001	2,577
Infant Apparel	224	825	2,059
Footwear	1,209	4,613	11,683
Total Entertainment & Hobbies	\$15,698	\$60,179	\$149,397
Entertainment	1,749	6,994	16,565
Audio & Visual Equipment/Service	3,280	12,216	30,195
Reading Materials	266	1,007	2,501
Pets, Toys, & Hobbies	2,938	10,945	27,266
Personal Items	7,465	29,017	72,869
Total Food and Alcohol	\$27,451	\$103,677	\$259,373
Food At Home	13,884	52,736	131,057
Food Away From Home	11,458	43,070	108,508
Alcoholic Beverages	2,109	7,870	19,808
Total Household	\$17,588	\$69,849	\$176,427
House Maintenance & Repair	4,030	16,288	40,084
Household Equip & Furnishings	6,596	25,695	65,146
Household Operations	4,927	19,510	49,519
Housing Costs	2,034	8,356	21,678

6. Traffic Volume & Accessibility

According to SEMCOG Traffic Volume Maps:

- M-24 at Flint Street sees between 18,000 and 26,000 vehicles daily
- Downtown access includes easy parking, bike infrastructure, and sidewalks

Paint Creek Trail contributes over 100,000 pedestrian visits annually, offering built-in foot traffic adjacent to the site.



7. Retail Competition & Market Gaps

Retail analysis indicates demand for specialty foods, experience-based retail, fitness studios, and upscale casual dining. There's also unmet demand for boutique clothing, children's shops, and flexible shared retail incubators.

Curated Retail Targets for The Lumberyard at Paint Creek

Toastique – Health-conscious gourmet toast, juice, and coffee bar using fresh, responsibly sourced ingredients. <https://toastique.com>

Bon Bon Bon – Detroit-based artisan chocolatier with uniquely flavored handmade chocolates. <https://www.bonbonbon.com>

Mindo Chocolate Makers – Michigan-based bean-to-bar chocolate using organic and ethically sourced ingredients. <https://www.mindochocolate.com>

Zingerman's Creamery – Ann Arbor-based creamery specializing in artisan cheeses and gelato. <https://www.zingermanscreamery.com>

The Cheese Lady – Michigan cheese shop offering curated artisanal cheeses and pairings. <https://www.thecheeselady.net>

Miette Patisserie – Classic French pastries and confections in a charming, vintage style. <https://www.miette.com>

Jeni's Splendid Ice Creams – Known for unique, creative ice cream flavors made with premium ingredients. <https://www.jenis.com>

Mighty Good Coffee – Small-batch coffee roaster from Ann Arbor with community-oriented cafés. <https://www.mightygoodcoffee.com>

Avalon Breads – Detroit-based organic bakery focused on sustainability and community. <https://www.avalonbreads.net>

Detroit Vegan Soul – Plant-based soul food with a mission of health and sustainability. <https://www.detroitvegansoul.com>

Bandit Running – Stylish, small-footprint running gear brand that creates community-focused shops. <https://banditrunning.com>

House of Vans – Cultural retail space blending art, music, and skateboarding. <https://www.vans.com/houseofvans.html>

Farfetch Pop-Ups – Luxury fashion marketplace hosting rotating boutique pop-ups with immersive tech. <https://www.farfetch.com>

Huda Beauty – Beauty brand with pop-up installations combining cosmetics with immersive design. <https://www.hudabeauty.com>

Nike House of Innovation – Multi-sensory, digitally enhanced retail concept focused on personalization. <https://www.nike.com/retail>

Sephora Studios – Small-format stores offering makeup try-ons, skincare consultations, and services. <https://www.sephora.com>

Patagonia Action Works – Retail experiences integrated with activism, repair stations, and education. <https://www.patagonia.com/actionworks>

Levi's Tailor Shop – Boutique shop offering denim customization and maker events. <https://www.levi.com>

TOMS VR Pop-Up – Immersive retail experience showcasing social impact with virtual storytelling. <https://www.toms.com>

Terrain – A garden-lifestyle brand blending home, garden, and seasonal events in a small footprint. <https://www.shopterrain.com>

Metta Running House – Social running café concept with gear, espresso bar, and lockers. <https://www.ft.com/content/5aadbaf9-ae24-4b9d-99d5-7a602227a31b>

District Vision – Mindful running gear focused on the intersection of sport and meditation. <https://www.districtvision.com>

Satisfy Running – Paris-based premium running apparel blending fashion with performance. <https://satisfyrunning.com>

Norda Run – Canadian performance trail running brand using Dyneema fabric. <https://nordarun.com>

Barry's Bootcamp – Boutique fitness studio offering HIIT classes in energetic group settings. <https://www.barrys.com>

Solidcore – High-end fitness studio offering core-intensive workouts in a luxury setting. <https://www.solidcore.co>

Row House – Boutique rowing studio with low-impact, high-result group classes. <https://www.therowhouse.com>

StretchLab – Wellness studio offering personalized assisted stretching services. <https://www.stretchlab.com>

Shred415 – Fitness concept blending tread and strength in an approachable class format.
<https://shred415.com>

Floyd's 99 Barbershop – Modern barbershop with music, culture, and grooming product retail. <https://www.floydsbarbershop.com>



<https://www.mckinsey.com/industries/retail/our-insights/why-sporting-goods-are-booming-again>

8. The Opportunity: The Lumberyard at Paint Creek

Located in the heart of downtown and adjacent to the Paint Creek Trail, The Lumberyard redevelopment will feature walkable storefronts, outdoor dining, and curated retail bays designed for small-format, unique businesses.

Why the Lumberyard Project Matters: Preserving Culture, Creating Legacy

The redevelopment of the **Lumberyard at Paint Creek** is not just a real estate opportunity—it is a cultural decision.

Lake Orion is more than a growing township. It is a place with a **storied history as a vacation destination**, once home to lakeside resorts, amusement parks, ferries, and grand hotels like the Park Island Hotel and Bellevue Villa. The original "Venice of the Midwest" welcomed summer tourists by train long before the age of the automobile. This site—adjacent to Paint Creek Trail and in the heart of the historic village—is a rare and symbolic location. What is built here will shape **not just the streetscape**, but the **soul of the town** for generations.

What's at Stake: The Cost of Generic Development

If the site were to be developed with conventional, car-centric design—**strip malls, franchise chains, wide setbacks, surface lots, and anonymous buildings**—Lake Orion would risk losing its distinction. The vibrant energy of local life would be replaced by the same repetition found at every interstate exit across the country. Here's what would be lost:

- **Local identity** would be diluted, as unique architecture and storytelling are replaced with standardized signage and box retail.
- **Walkability** would diminish, harming businesses that thrive on foot traffic and visual interest.
- **Economic diversity** would shrink, pushing out startups, food trucks, artists, and the creative economy in favor of national chains with deep pockets.
- **Cultural capital** would fade, as the connection to the site's history and natural beauty is paved over—literally and figuratively.

"When you create a place that looks like everywhere, it becomes nowhere."


—James Howard Kunstler, *The Geography of Nowhere*

A Catalyst for Culture: Small Business, Nature, and Artisanship

Instead of generic retail, the **Lumberyard can be a beacon** for a new generation of Lake Orion businesses. Here's how:

A Platform for Startups and Makers

- **Modular retail bays (300–800 sq. ft.)** allow for affordable startup storefronts.
- Shared infrastructure can support **artisan spaces, shared kitchens, and popup markets.**
- **Food trucks** can rotate seasonally, offering diversity and discovery.
- Local artists and craftspeople can reclaim space once occupied by industry—honoring the site's legacy.

 In Traverse City, the *Village at Grand Traverse Commons* turned a former asylum into a mixed-use district filled with artists, cafés, and boutiques, increasing **property values by 126%** over 10 years.

Engaging with Nature

The site's adjacency to the **Paint Creek Trail** is one of its greatest assets. Integrating nature into the design:

- Maintains **trail view corridors and creek visibility**
- Uses **reclaimed lumber**, historic steel, and **recycled glass or stone** to reflect industrial heritage
- Replaces curbs and asphalt with **permeable pavers, native grasses, rain gardens, and soft organic edges**
- Offers **outdoor dining, fire pits, performance spaces, and plazas shaded by trees**, not signage

“The natural landscape must not be segregated from the urban one—it is the frame of meaning around human life.”

—Jan Gehl, urban designer

The Economics of Character: Why Authentic Places Outperform

Placemaking isn't just beautiful—it's profitable.

- **Retail in walkable districts generates up to 4x more revenue per square foot** than in strip malls.

 [EPA Smart Growth Economic Case Study](#)

- **Property values in historic downtowns grow faster**, as people pay a premium for character, community, and quality.
📎 Main Street America Impact Report
- Visitors to places like **Frankenmuth, MI** and **Petoskey, MI** spend **more per capita** than those visiting outlet malls or highway hotels. Why? Because they come for experience, memory, and story—not product alone.
- Cities like **Asheville, NC** or **Leiper's Fork, TN** have built international reputations not on size, but on soul. They resisted chain creep. They told their stories. They elevated craftsmanship.

Lake Orion's Future: Becoming Iconic

The **Lumberyard at Paint Creek** can be Lake Orion's answer to:

- The **Warehouse District in Durham, NC**
- The **Pearl in San Antonio**
- The **Railyard District in Santa Fe, NM**

Not massive in scale, but magnetic in effect. A place where visitors stay the weekend, entrepreneurs find opportunity, and locals find pride in place. Where the **history of wood and water** is etched into the beams, signs, and benches. Where **kids bike from the trail to the juice shop**, and **craft shows turn into festivals**, and **farm-to-table becomes the norm**.

DIRT
REALTY



Conclusion: Build for Belonging

To succeed, the project must **build belonging before buildings**. It must see value not only in square footage, but in **sacredness of space**—in story, memory, and wild beauty. The site demands not replication, but revelation. A place to

honor what Lake Orion was, and to launch what it might become.

Type: **Class C Office**
County: **Oakland**

1 Mile
County

Population Growth



Household Growth



2024 Med Household Inc



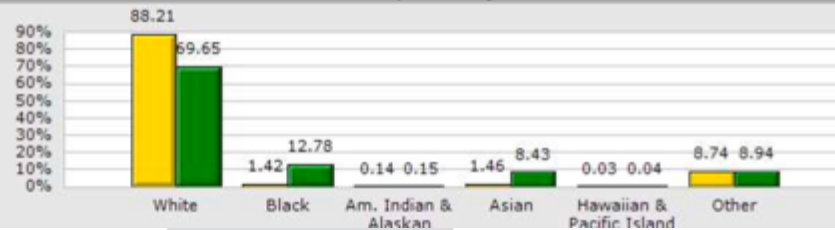
2024 Households by Household Income



2024 Median Age



2024 Population by Race



DIRT
REALTY

9. Surrounding Catalysts for Growth

- Mocerì's Mystic Cove and The Peninsula at Starboard projects across the street introduce hundreds of new high-income renters.
- Redevelopment of the former Lake Orion Lumberyard site provides a one-of-a-kind placemaking opportunity.


Transformative Context: Luxury Residential & Placemaking Potential

Mocerì's Developments: Building for Affluent Urban Retreats

Two significant high-end residential developments are currently reshaping the physical and social landscape directly across from the Lumberyard site:

Mystic Cove & The Peninsula at Starboard

Located along the lakeshore just steps from downtown Lake Orion, these projects by **Mocerì Companies** bring a luxury urban village feel to the water's edge.

- **The Peninsula at Starboard** features stacked flats and attached waterfront homes with open-concept living, balconies, and upscale finishes—all within walking distance to shops, trails, and events.
 [Peninsula at Starboard – Lake Orion Planning Department](#)
- **Mystic Cove**, also by Mocerì, delivers a blend of luxury townhomes and multifamily lakefront living designed with architectural harmony, trails, and greenspace.

These developments together are projected to introduce **several hundred high-income renters and buyers**, with average household incomes estimated above **\$125,000–\$150,000+ annually**.

With national housing trends showing that affluent residents increasingly choose “15-minute lifestyle communities,” Lake Orion now has the critical mass to support a **vibrant, locally driven retail and dining ecosystem**.

The Lumberyard: A Once-in-a-Generation Opportunity

Located across from these developments and directly on the Paint Creek Trail, the **former Lake Orion Lumberyard site** provides a canvas for something truly unique:

- A **walkable urban village center**, organically scaled to the town
- Ground-floor retail with **upper-level boutique lodging or residential**
- Public space integrated into the trail, creek, and local events calendar
- A reclaimed identity tied to the town's past industries—wood, water, hospitality

This is **Lake Orion's opportunity to shape the town's next 100 years**—not with a strip mall, but with intentional placemaking.

“Real estate may be measured in square feet, but placemaking is measured in how long people linger.”

—Fred Kent, Project for Public Spaces

National Examples: What Happens After Luxury Housing Arrives?

Cities and towns across the U.S. have seen dramatic transformations when high-end residential is added to a small-town core. The key to success? **Keeping it walkable, unique, and local.**

Case Studies:

- **Wayzata, MN** – Once a sleepy lakefront town outside Minneapolis, the construction of **luxury condos and hotel projects** spurred a vibrant transformation. To preserve its character, Wayzata emphasized **local retail, lakeside cafés, and strict architectural guidelines**. The result? A “mini-Hamptons” feel with increasing tourism and property values.
 - **Fishers, IN** – High-end apartments and townhomes near the Nickel Plate Trail led to the creation of a culinary district, featuring **small chef-driven restaurants, boutique yoga studios, and micro-retail**. The town's “Launch Fishers” incubator supports local startups in retail and tech.
 - **Petoskey, MI** – In Northern Michigan, historic preservation was paired with high-end condos and boutique inns. Their DDA kept chains out of downtown, focused on **seasonal retail and events**, and supported **popup vendors and artists**. Foot traffic and tourism spending soared post-redevelopment.
-

Retail Concepts to Build a Resort Town Vibe (10 New Suggestions)

These retail types are curated to evoke a sense of charm, discovery, and upscale leisure—ideal for luxury renters, trail-goers, and weekenders. They haven't been previously listed:

1. **Marine Layer** www.marinelayer.com
California-based leisurewear with an ultra-soft, relaxed coastal vibe.
2. **The Getaway Co.** www.thegetawayco.com
Boutique lifestyle and home goods shop with curated travel essentials and scented candles.
3. **Farm Club** www.farmclubtc.com
Traverse City-based farm-to-table restaurant/market hybrid featuring local produce, wine, and events.

4. **Trove General Store** www.trovegeneralstore.com
Small-format retail blending home goods, provisions, and locally made gifts—often in reclaimed buildings.
 5. **Poppy and Stella** www.poppyandstella.com
Boutique women's fashion and lifestyle store with coastal resort-inspired curation.
 6. **Books & Mortar** www.booksandmortar.com
An independent bookstore from Grand Rapids with strong community programming and local author features.
 7. **Idlewild Candle Co.** www.idlewildco.com
Artist-made journals, pens, stationery, and candles—ideal for a resort-town creative spirit.
 8. **Field & Fire Bakery** www.fieldandfire.com
Grand Rapids-based organic artisan bakery—wood-fired, community-first.
 9. **Roaming Rooster** www.roamingroosterdc.com
Up-and-coming fried chicken and biscuit brand that started as a food truck.
 10. **Maker & Muse** www.makerandmuse.com
Artisan jewelry and gifts store with small curated brands and storytelling displays.
-

Final Thought: Small Moves, Big Impact

The success of luxury residential developments like Mystic Cove and The Peninsula at Starboard depends not only on finishes and floorplans—but on **place-based experience**.

The **Lumberyard at Paint Creek** has the potential to:

- **Complete the neighborhood** with walkable retail, cafes, and art
- **Serve as a retail and social magnet** for both new and existing residents
- **Preserve the village scale**, while enhancing lifestyle offerings

Done right, this corner of Lake Orion becomes more than just another upscale address—it becomes a **regional destination**, rooted in history and radiating with possibility.

10. Design Philosophy & Urban Planning

The site should embrace principles of New Urbanism:

- Human-scale design
- Walkability and trail connectivity
- Natural materials and sustainable landscaping
- Shared parking with permeable pavement
- Artistic, non-hardscape curbing

Design Direction: Embracing New Urbanism at The Lumberyard

And Why It Matters to Lake Orion's Future



1. Human-Scale Design

What it means:

Human-scale design ensures buildings, streets, and spaces are proportioned for people—not vehicles.

Why it matters:

This creates a **sense of intimacy, comfort, and charm**, critical for small towns trying to differentiate from generic suburban sprawl. When people feel comfortable walking and browsing, they linger—and **lingers become spenders**. According to the National Main Street Center, **human-scale districts see 2–4x higher retail engagement** compared to auto-oriented zones.

For Lake Orion, maintaining this scale protects the **village feel**—the very identity that draws people here over places like Novi or Auburn Hills.



2. Walkability and Trail Connectivity

What it means:

Prioritizing pedestrians and cyclists by designing safe, connected routes between destinations.

Why it matters:

Walkable towns don't just look better—they **perform better**. Walkability increases local spending by 20–40% and boosts property values by 10–30%. Paint Creek Trail alone

attracts **over 100,000 users annually**. Tapping into that foot traffic with cafes, ice cream shops, boutiques, and trail-friendly experiences **converts movement into revenue**.

When people can park once and enjoy the entire downtown on foot, the **average visitor spend increases dramatically**, particularly in tourism-driven towns.

3. Natural Materials and Sustainable Landscaping

What it means:

Using local, recycled, and organic materials to ground the project in place and reduce environmental impact.

Why it matters:

Authentic materials tell the **story of a place**. Reclaimed wood, lake stone, and heritage brick reflect Lake Orion's roots in lumber, industry, and water. Sustainable landscaping (like bioswales and native plants) isn't just beautiful—it **reduces long-term maintenance and environmental harm**.

Studies show customers **rate natural-material environments as 30% more inviting and calming**, which directly correlates with increased dwell time—and stronger emotional connections.

4. Shared Parking and Permeable Pavement

What it means:

Consolidating and softening parking to prioritize people and the environment.

Why it matters:

Traditional parking lots kill street life and destroy aesthetics. But **shared and permeable lots** preserve green space, reduce stormwater runoff, and encourage people to walk. Instead of covering half the site in blacktop, the project can **integrate small, smart parking nodes** wrapped in beauty and greenery.

Parking should be **invisible but intuitive**—a background element that supports, not defines, the town center. This supports Lake Orion's goal to feel like a place, not a parking lot.

5. Artistic, Non-Hardscape Curbing and Edges

What it means:

Replacing harsh concrete edges with soft, sculptural, or landscaped transitions.

Why it matters:

People don't take pictures of curbs. But they do of **sculpted boulder edges, creative lighting, artist-designed tile work, and kids playing on public art**. Non-linear design introduces **surprise, delight, and humanity** into infrastructure.

This supports placemaking—turning infrastructure into Instagrammable, interactive, and memorable spaces. It reflects Lake Orion's **creative, trail-side character** and could become a regional model for artistic streetscapes.

Why It All Matters: Legacy, Economy, and Identity

- Because **New Urbanist places retain value better**. They don't go out of style, because they're built for people, not fads.
- Because **visitors choose destinations that feel special**. You don't book a weekend to visit a strip mall—you book to visit places like Charlevoix, Petoskey, and Traverse City.
- Because **residents want to be proud of where they live**. When the built environment reflects the beauty, creativity, and culture of the community, it reinforces loyalty, advocacy, and investment.
- Because **nature belongs in town**, not just on the edge. The trail, the creek, the trees—these are assets, not obstacles. The project can frame and celebrate them, not fence them off.

“Places people love are places they protect.”

—Peter Kageyama, author of *For the Love of Cities*

11. Placemaking and Public Realm Activation

Public art, community events, seasonal programming, and strategic wayfinding will turn The Lumberyard into more than a shopping district—it will become the heart of Lake Orion's social life.



12. Risks of Upscale Development

Unintended consequences include displacement of local businesses, higher rents, and a homogenized retail landscape. This document proposes strategies to mitigate these risks through inclusive zoning and incentives for local retailers.



13. Pink Zoning & Mixed-Use Flexibility

Pink zoning supports flexibility for new uses (pop-ups, cafes, galleries, micro retail) and reduces regulatory barriers for entrepreneurs.



14. Retail Mix & Leasing Strategy

- Anchor tenant: Local market or specialty grocer
- Supporting tenants: Independent boutiques, hybrid workspaces, wellness studios
- Activation tenants: Artisans, pop-up food vendors, seasonal event programming



15. Case Studies & Precedents

- Old Pasadena, CA: adaptive reuse and pedestrian retail corridors
- Birmingham, MI: boutique-scale luxury retail
- Ann Arbor, MI: urban trail retail adjacent to residential and university anchors



16. Implementation Plan & Timeline

Q1-Q2 2025: Site planning, pink zoning overlay, marketing outreach

Q3-Q4 2025: Construction and pre-leasing

2026: Opening and seasonal programming



DIRT
REALTY

DIRT
REALTY

Traffic Volume on Key Corridors

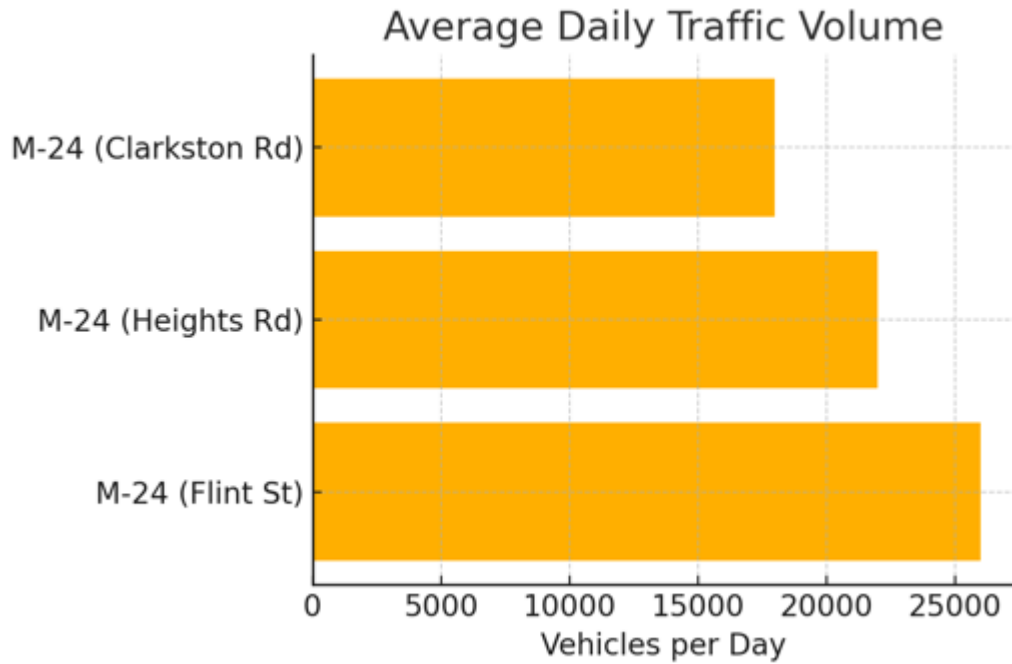


Figure 3: Average daily traffic volume on key corridors surrounding The Lumberyard site.

DIRT
REALTY

References and Useful Links

U.S. Census Bureau – Lake Orion Data:

<https://www.census.gov/quickfacts/fact/table/oriontownshipoaklandcountymichigan>

SEMCOG Traffic Volume Map: <https://semcog.org/Traffic-Volumes>

SEMCOG Community Explorer – Lake Orion:

https://maps.semcog.org/CommunityExplorer/?community=2130&filtered=125&shortcut=Total_Jobs

Lake Orion Downtown Development Authority: <https://www.downtownlakeorion.org/>

Oakland County Economic Data: <https://www.oakgov.com/business>

Lake Orion Schools District Info: <https://www.lakeorionschools.org/>

Moceril Lake Orion Developments: <https://www.mocerilakeorion.com/>

The Peninsula at Starboard Project: <https://www.lakeorion.org/planning-zoning-building/page/peninsula-starboard>



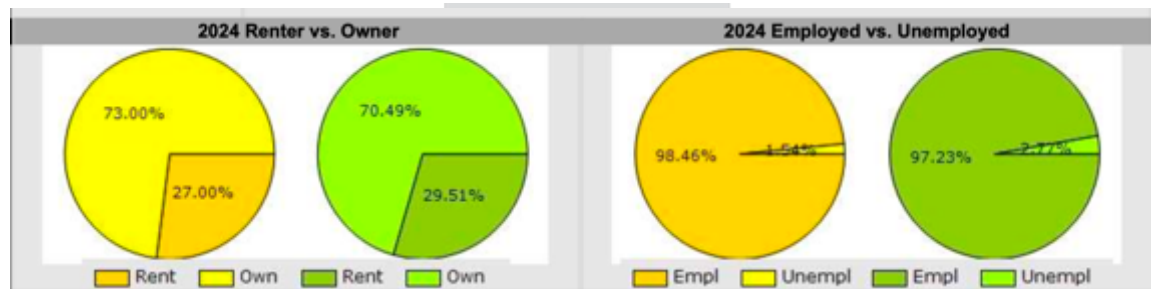
Appendix: CoStar Market & Demographic Visuals

Figure: CoStar Report Page 1

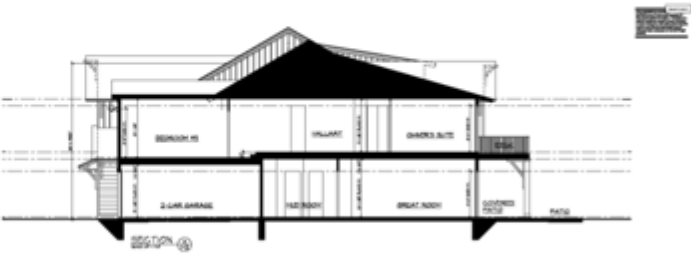


Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	485	3,014	6
Retail & Wholesale Trade	82	746	9
Hospitality & Food Service	47	701	15
Real Estate, Renting, Leasing	16	73	5
Finance & Insurance	41	175	4
Information	8	66	8
Scientific & Technology Services	37	166	4
Management of Companies	1	3	3
Health Care & Social Assistance	110	427	4
Educational Services	7	84	12
Public Administration & Sales	6	66	11
Arts, Entertainment, Recreation	10	63	6
Utilities & Waste Management	14	40	3
Construction	18	64	4
Manufacturing	9	51	6
Agriculture, Mining, Fishing	2	4	2
Other Services	77	285	4
2024 Households by HH Income	2,945	10,593	25,490
Income: <\$25,000	350 11.88%	1,127 10.64%	2,388 9.37%
Income: \$25,000 - \$50,000	466 15.82%	1,615 15.25%	3,514 13.79%
Income: \$50,000 - \$75,000	373 12.67%	1,301 12.28%	3,065 12.02%
Income: \$75,000 - \$100,000	397 13.48%	1,380 13.03%	3,082 12.09%
Income: \$100,000 - \$125,000	339 11.51%	1,221 11.53%	2,655 10.42%
Income: \$125,000 - \$150,000	411 13.96%	1,234 11.65%	2,671 10.48%
Income: \$150,000 - \$200,000	280 9.51%	1,167 11.02%	3,597 14.11%
Income: \$200,000+	329 11.17%	1,548 14.61%	4,518 17.72%
2024 Avg Household Income	\$110,497	\$119,844	\$130,229
2024 Med Household Income	\$92,852	\$97,707	\$106,553

Radius	1 Mile		3 Mile		5 Mile	
Population						
2029 Projection	7,141		27,429		67,785	
2024 Estimate	7,183		27,435		68,015	
2020 Census	7,148		26,511		66,833	
Growth 2024 - 2029	-0.58%		-0.02%		-0.34%	
Growth 2020 - 2024	0.49%		3.49%		1.77%	
2024 Population by Hispanic Origin	353		1,322		3,427	
2024 Population	7,183		27,435		68,015	
White	6,336	88.21%	23,403	85.30%	56,932	83.71%
Black	102	1.42%	478	1.74%	1,400	2.06%
Am. Indian & Alaskan	11	0.15%	47	0.17%	84	0.12%
Asian	104	1.45%	991	3.61%	3,197	4.70%
Hawaiian & Pacific Island	2	0.03%	14	0.05%	31	0.05%
Other	628	8.74%	2,501	9.12%	6,371	9.37%
U.S. Armed Forces	0		0		0	
Households						
2029 Projection	2,927		10,591		25,410	
2024 Estimate	2,944		10,593		25,491	
2020 Census	2,929		10,225		24,994	
Growth 2024 - 2029	-0.58%		-0.02%		-0.32%	
Growth 2020 - 2024	0.51%		3.60%		1.99%	
Owner Occupied	2,149	73.00%	8,547	80.69%	20,862	81.84%
Renter Occupied	795	27.00%	2,046	19.31%	4,629	18.16%

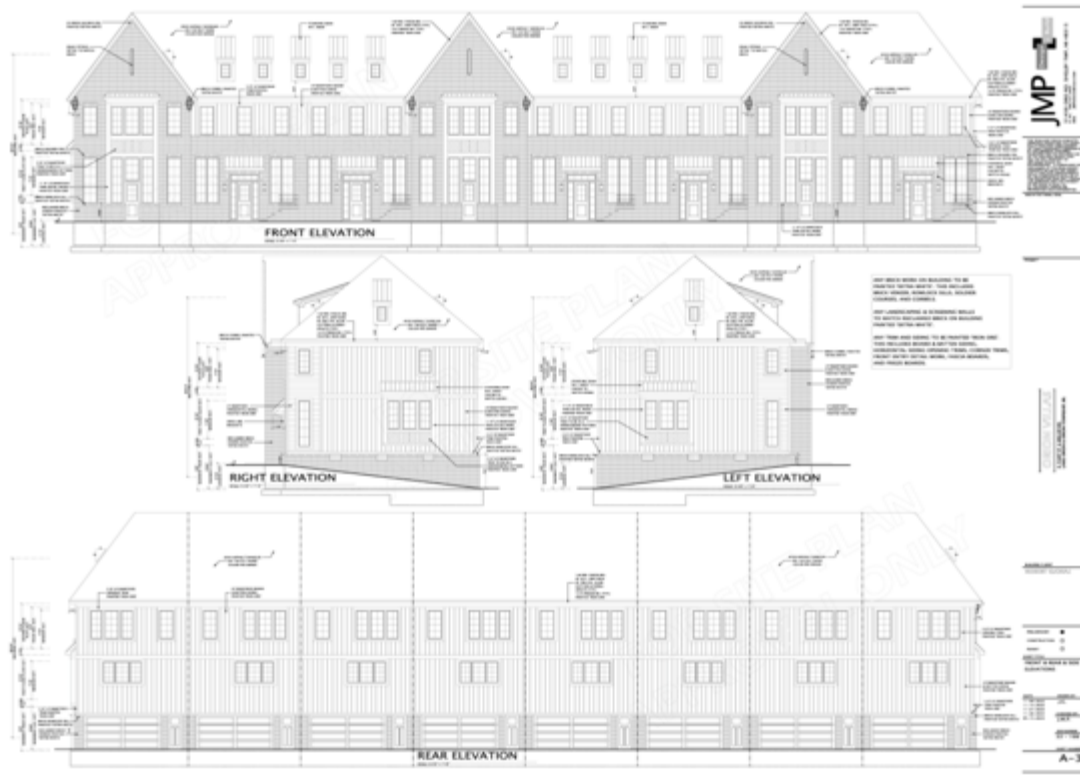


Snug Harbor



REALTY

Orion Villas



Mystic Cove



STATUS: *Site plan approved and currently under construction*



After several charettes and hundreds of ideas the historic Lake Orion Lumber Yard is about to be rediscovered. Repurposing the original barn into a unique event and market place, the lumber racks into spaces vendors can fill with food, drink and artistic wares, and a dynamic trailhead where relaxation, music and nostalgia welcome visitors from all walks of life.

Landings at Starboard



Constellation Bay



44 East Flint Street



Peninsula at Starboard



Figure: CoStar Report Page 2



Type:	Class C Office			
County:	Oakland			
	1 Mile		County	
Population Growth				
Growth 2020 - 2024	0.49%		-0.61%	
Growth 2024 - 2029	-0.58%		-0.79%	
Empl	4,090	98.46%	676,041	97.23%
Unempl	64	1.54%	19,276	2.77%
2024 Population by Race				
	7,184		1,266,663	
White	6,337	88.21%	882,263	69.65%
Black	102	1.42%	161,851	12.78%
Am. Indian & Alaskan	10	0.14%	1,897	0.15%
Asian	105	1.46%	106,810	8.43%
Hawaiian & Pacific Island	2	0.03%	543	0.04%
Other	628	8.74%	113,299	8.94%
Household Growth				
Growth 2020 - 2024	0.51%		-0.64%	
Growth 2024 - 2029	-0.58%		-0.81%	
Renter Occupied	795	27.00%	153,658	29.51%
Owner Occupied	2,149	73.00%	367,032	70.49%
2024 Households by Household Income				
	2,945		\$20,690	
Income <\$25K	350	11.88%	63,938	12.28%
Income \$25K - \$50K	466	15.82%	81,320	15.62%
Income \$50K - \$75K	373	12.67%	74,915	14.39%
Income \$75K - \$100K	397	13.48%	67,020	12.87%
Income \$100K - \$125K	339	11.51%	57,060	10.96%
Income \$125K - \$150K	411	13.96%	41,988	8.06%
Income \$150K - \$200K	280	9.51%	57,989	11.14%
Income \$200K+	329	11.17%	76,460	14.68%
2024 Med Household Inc	\$92,852		\$89,984	
2024 Median Age	42.00		42.00	



Figure: CoStar Report Page 3



Radius	1 Mile	3 Mile	5 Mile
Population			
2029 Projection	7,141	27,429	67,785
2024 Estimate	7,183	27,435	68,015
2020 Census	7,148	26,511	66,833
Growth 2024 - 2029	-0.58%	-0.02%	-0.34%
Growth 2020 - 2024	0.49%	3.49%	1.77%
2024 Population by Hispanic Origin	353	1,322	3,427
2024 Population	7,183	27,435	68,015
White	6,336 88.21%	23,403 85.30%	56,932 83.71%
Black	102 1.42%	478 1.74%	1,400 2.06%
Am. Indian & Alaskan	11 0.15%	47 0.17%	84 0.12%
Asian	104 1.45%	991 3.61%	3,197 4.70%
Hawaiian & Pacific Island	2 0.03%	14 0.05%	31 0.05%
Other	628 8.74%	2,501 9.12%	6,371 9.37%
U.S. Armed Forces	0	0	0
Households			
2029 Projection	2,927	10,591	25,410
2024 Estimate	2,944	10,593	25,491
2020 Census	2,929	10,225	24,994
Growth 2024 - 2029	-0.58%	-0.02%	-0.32%
Growth 2020 - 2024	0.51%	3.60%	1.99%
Owner Occupied	2,149 73.00%	8,547 80.69%	20,862 81.84%
Renter Occupied	795 27.00%	2,046 19.31%	4,629 18.16%
2024 Households by HH Income	2,945	10,593	25,490
Income: <\$25,000	350 11.88%	1,127 10.64%	2,388 9.37%
Income: \$25,000 - \$50,000	466 15.82%	1,615 15.25%	3,514 13.79%
Income: \$50,000 - \$75,000	373 12.67%	1,301 12.28%	3,065 12.02%
Income: \$75,000 - \$100,000	397 13.48%	1,380 13.03%	3,082 12.09%
Income: \$100,000 - \$125,000	339 11.51%	1,221 11.53%	2,655 10.42%
Income: \$125,000 - \$150,000	411 13.96%	1,234 11.65%	2,671 10.48%
Income: \$150,000 - \$200,000	280 9.51%	1,167 11.02%	3,597 14.11%
Income: \$200,000+	329 11.17%	1,548 14.61%	4,518 17.72%
2024 Avg Household Income	\$110,497	\$119,844	\$130,229
2024 Med Household Income	\$92,852	\$97,707	\$106,553



Figure: CoStar Report Page 4



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	485	3,014	6
Retail & Wholesale Trade	82	746	9
Hospitality & Food Service	47	701	15
Real Estate, Renting, Leasing	16	73	5
Finance & Insurance	41	175	4
Information	8	66	8
Scientific & Technology Services	37	166	4
Management of Companies	1	3	3
Health Care & Social Assistance	110	427	4
Educational Services	7	84	12
Public Administration & Sales	6	66	11
Arts, Entertainment, Recreation	10	63	6
Utilities & Waste Management	14	40	3
Construction	18	64	4
Manufacturing	9	51	6
Agriculture, Mining, Fishing	2	4	2
Other Services	77	285	4



Figure: CoStar Report Page 5

2024 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$103,807	\$402,664	\$1,008,271
Total Apparel	\$5,226	\$19,886	\$50,400
Women's Apparel	2,082	7,862	19,895
Men's Apparel	1,116	4,236	10,642
Girl's Apparel	341	1,349	3,543
Boy's Apparel	254	1,001	2,577
Infant Apparel	224	825	2,059
Footwear	1,209	4,613	11,683
Total Entertainment & Hobbies	\$15,698	\$60,179	\$149,397
Entertainment	1,749	6,994	16,565
Audio & Visual Equipment/Service	3,280	12,216	30,195
Reading Materials	266	1,007	2,501
Pets, Toys, & Hobbies	2,938	10,945	27,266
Personal Items	7,465	29,017	72,869
Total Food and Alcohol	\$27,451	\$103,677	\$259,373
Food At Home	13,884	52,736	131,057
Food Away From Home	11,458	43,070	108,508
Alcoholic Beverages	2,109	7,870	19,808
Total Household	\$17,588	\$69,849	\$176,427
House Maintenance & Repair	4,030	16,288	40,084
Household Equip & Furnishings	6,596	25,695	65,146
Household Operations	4,927	19,510	49,519
Housing Costs	2,034	8,356	21,678



Figure: CoStar Report Page 6

Figure: CoStar Report Page 7



DIRT
REALTY