

HyettPalma

Blueprints for Michigan Downtowns

Jonesville

Downtown

Blueprint

2004

HyettPalma

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February 18, 2004

The Village of Jonesville
and Members of the Process Committee
265 E. Chicago Street
Jonesville, MI 49250

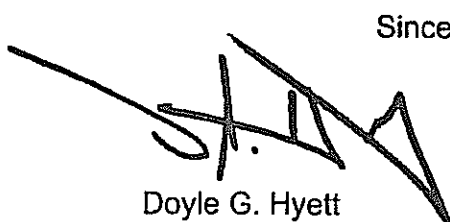
RE: ***Jonesville Downtown Blueprint 2004***

HyettPalma, Inc., is pleased to present to you the following report titled: ***Jonesville Downtown Blueprint 2004***, completed under the program titled ***Blueprints for Michigan Downtowns***.

This document includes the community's vision for Downtown as well as the findings of a comprehensive analysis of Downtown's commercial markets. The vision and market analysis findings were used to define a specific economic enhancement strategy for the Downtown project area. The recommended strategy was specifically designed to enable Downtown to attain the community's defined vision as well as the identified market opportunities.

Thank you for the opportunity to lend our firm's expertise to this very important project. We hope you will keep us informed of your success and know that we stand ready to assist in any way we can as you proceed with Jonesville's Downtown enhancement effort.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read "D. Hyett".

Doyle G. Hyett

A handwritten signature in black ink, appearing to read "Dolores P. Palma".

Dolores P. Palma

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Blueprints for Michigan Downtowns

Blueprints for Michigan Downtowns is a partnership effort between the Michigan Economic Development Corporation (MEDC), the Michigan State Housing Development Authority (MSHDA), and the Michigan Municipal League (MML) to continue to assist communities and their Downtown revitalization efforts. Blueprint action plans are an investment in a community that will create new private jobs and investment. MML originally brought this innovative planning concept to the attention of the MEDC and MSHDA. With MML's partnership in place, the MEDC and MSHDA each put into the program \$100,000 to pay for 50% of the program. The other 50% match comes from the Blueprint communities. The MEDC's Community Assistance Team (CAT Team) designed and will manage the Blueprint program. HyettPalma is the consultant for this program and the 11 communities selected in 2003 are: Adrian, Battle Creek, Brighton, Buchanan, Cheboygan, Davison, Grand Haven, Jonesville, Middleville, Mt. Pleasant, and Norway.

-- Michigan Economic Development Corporation



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Process Committee Members

At the request of HyettPalma, Inc., a Process Committee was established to oversee this project. HyettPalma would like to thank the members of the Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***Jonesville Downtown Blueprint 2004***.

Robert Snow, DDA Member, Village President, 2nd Vice President of County National Bank
Dana Kyser, Jonesville Village Council representative
David Steel, Jonesville Village Clerk
Michael D. Mitchell, Jonesville Village Manager
Dr. Richard Paul, Jonesville School Superintendent
Ruth Armstrong, Village Resident
Wayne Babcock, DDA Member and Owner of Chicago Water Grill
Clint Barrett, DDA Member and Owner of Sanders-Smith Insurance
Todd Bussen, DDA Member and Manager of Wal-Mart Supercenter
Chris Fast, DDA Chairperson and Vice President of Andrew Mack and Son Brush Company
Steve Longman, DDA Member and Village Resident
David Pope, Jonesville Business Association representative and Co-Owner of Power's Clothing
Paul Powers, DDA Member and Co-Owner of Power's Clothing
Penny Sarles, DDA Member and owner of Shear Magic
Paul St. Pierre, DDA Member and Manager of Jonesville Chapel-Eagle Funeral Home
Karri Doty, Executive Director and President of the Hillsdale County Chamber of Commerce
Betsy Brooks, Administrative Assistant/HR Specialist for Village of Jonesville

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Project Overview



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I. PROJECT OVERVIEW

This document presents the community's economic vision for Downtown Jonesville, as well as the findings of a market analysis conducted for the area.

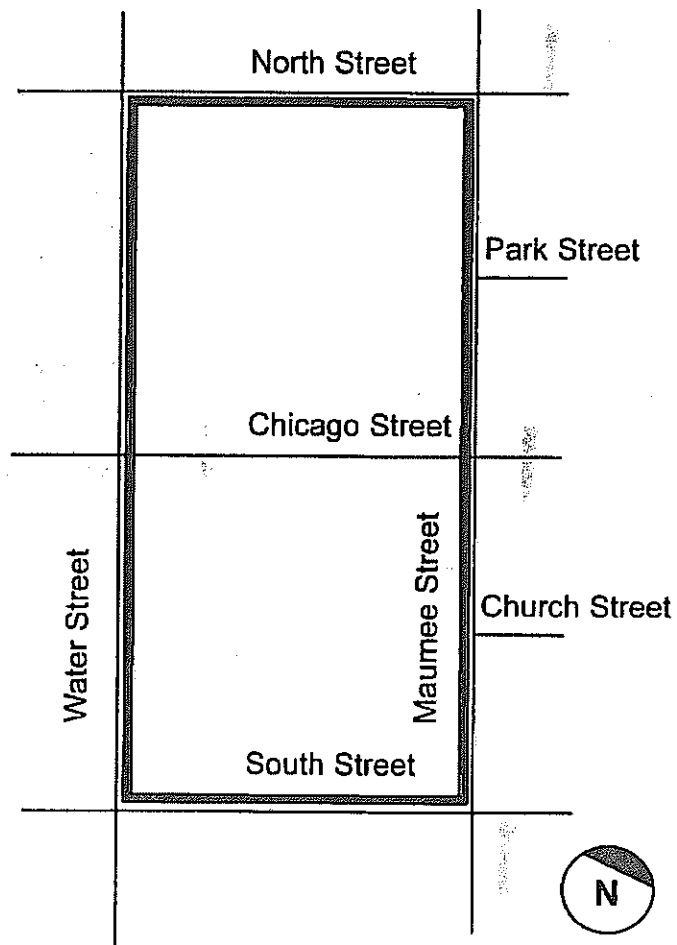
The boundaries of the project area are shown on the following page of this document.

The vision and the market analysis results were used as the foundation upon which to develop an economic enhancement strategy for Downtown Jonesville. The economic enhancement strategy was specifically crafted to further strengthen Downtown and to guide its future development – in keeping with the community's vision and the market analysis findings.

The assignment was completed as part of the ***Blueprints for Michigan Downtowns*** program, a partnership of the Michigan Economic Development Corporation (MEDC), the Michigan State Housing Development Authority (MSHDA), and the Michigan Municipal League (MML). The ***Jonesville Downtown Blueprint 2004*** was completed by HyettPalma, Inc., in conjunction with the Process Committee formed to oversee the project, Kara Wood, MEDC Community Assistance Team Specialist, and Julie Hales-Smith, MSHDA Community Planning Specialist.

The methodology used to define the ***Jonesville Downtown Blueprint 2004*** was developed by HyettPalma, Inc., has been used extensively throughout the United States, and was used to create the ***America Downtown®*** and ***Indiana Downtown®*** programs.

Downtown Jonesville



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Downtown Jonesville Today

II. DOWNTOWN JONESVILLE TODAY

Downtown Jonesville has a good number of positive elements that can be leveraged for further enhancement. Among these are Downtown's:

- Retail shops and food establishments which, while not large in number, are large draws in terms of bringing customers to Downtown;
- Multi-generational businesses, which lend Downtown stability;
- Independently owned businesses offering excellent customer service;
- Sauk Theater, which is a regional draw, providing high quality performances;
- Village Hall, which not only acts as an anchor but also sets a good example of quality historic building renovation and maintenance as well as quality window displays;
- Carl G. Fast Memorial Park, which is viewed as THE Village park and which serves almost as a New England Town Green and the center of community life;
- Location at the intersection of US-12 and M-99, which a considerable number of motorists travel daily;
- Nearby expanded library, as well as the post office, which are additional anchors and draws;
- Nearby new mixed-use structure which includes condos and retail, and stands as a symbol of investor confidence in the area; and
- Being surrounded by quality housing with residents who walk Downtown and pride themselves on this fact.

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In addition, Jonesville has the image within the county of being a progressive community. Local residents appear to have great pride in Jonesville. And, Village Hall staff members have been in their positions for many years and exhibit great pride in their work.

Topping off all of this good news is the fact that the Jonesville DDA:

- Has a track record of success with its streetscape improvement project, parking improvements, and facade grant program;
- Has created a setting in Downtown of which local residents are proud and of which others in the county have taken note;
- Is aggressive and ready to take actions that will further enhance Downtown; and
- Is financially able to implement needed actions -- having good reserves, a good annual capture of TIFA revenues, and the anticipation of that annual capture growing.

In moving Downtown forward, community members expressed a strong desire to see Downtown have the following image.

***A Downtown that is
unique, unusual, quaint,
pretty, and well-maintained --
a beautiful example of Small Town USA.***

***A historical Downtown
-- we're here 175 years and counting --
where you can park, walk, and enjoy
a myriad of experiences,
including retail, food, entertainment, and culture.***

***A Downtown that has
good products, a good image, good service,
and is a warm, welcoming place.***

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*A Downtown where you find smiling faces;
a place that says,
"We're a family,"
"You're welcome here," and
"Please stop in."*

*A Downtown where there's so much to do
for the whole family
that you come for a quick stop
and end up spending the day.*

*A Downtown you tell your friends about,
a Downtown you come back to
again and again.*

*A real Downtown
that no place else is quite like.*

In attaining this vision, community members concurred that the following should be accomplished in Downtown:

- Create a better retail mix;
- Increase the number of retail businesses and the diversity of retail businesses;
- Fill building vacancies;
- Create more reasons for people to come Downtown -- such as shops, food, and entertainment;
- Restore Downtown's older buildings;
- Create a clear commercial identity for Downtown; and

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- Build on the momentum that has been created in Downtown by the work of those involved in its enhancement -- the DDA, Village, Business Association, Chamber of Commerce, etc.

In developing the ***Downtown Blueprint***, community members raised several questions repeatedly. These were:

- How to "marry" Downtown and the Jonesville Plaza, so that both grow and prosper;
- What types of businesses should be recruited to Downtown/can Downtown support;
- What are the best uses for the upper floors of Downtown buildings;
- What should be done with Downtown's large vacant structures -- the Old Jonesville Inn and the Kiddie Brush and Toy building (old Deal Auto factory); and
- What are the best ways to market Downtown.

The ***Downtown Blueprint*** was designed to answer these questions, address the community's concerns, and provide those involved with the tools they need to move Downtown forward and attain the community's vision for Downtown. In addition, it should be noted that:

- For more than a decade, the DDA has been successful in tackling the expensive, "big ticket" items facing Downtown -- streetscape, parking, and facade improvements;
- This has created a huge momentum, that is recognized by the community as well as those in the county; and
- The time has come to compound this momentum and make Downtown even stronger, by tackling the economic issues facing Downtown -- large vacant real estate, business mix, economic identity, marketing.

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Fortunately, other than two pieces of large, vacant real estate, the problems facing Downtown are manageable. And, the players needed to tackle these problems are in place -- including the Village Manager, DDA, Jonesville Business Association, and Chamber of Commerce.

To tackle these problems and implement the ***Downtown Blueprint***, these players are urged to:

- Be bold and aggressive in taking advantage of Downtown's existing momentum;
- Work as a team to implement the ***Downtown Blueprint*** recommendations; and
- Venture out of Jonesville and the county to see how other communities have succeeded in addressing issues similar to those facing Downtown Jonesville -- much as was done prior to implementing the Downtown streetscape project.

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Resident and Business Surveys

III. RESIDENT AND BUSINESS SURVEYS

As a part of this project, two surveys were conducted to gauge the health of Downtown Jonesville, as perceived locally. These were a survey of owners/managers of businesses located in the project area and a telephone survey of residents living in Downtown's primary trade area. A summary of the survey responses follows.

Use of Downtown

Of primary trade area residents surveyed, an overwhelming 74% reported coming to Downtown with great frequency -- between 1 and 7 times a week. (It is expected that a portion of this frequency can be attributed to respondents who pass through Downtown as motorists.)

One-fifth (20%) of residents surveyed said they come to Downtown with moderate frequency -- from 3 times a month to 6 times a year.

And, only 6% of those surveyed said they seldom or never come to Downtown Jonesville.

Purpose of Trips

When asked why they currently come to Downtown Jonesville, three reasons were cited by the same percentage of respondents. These were:

- Shopping (14%);
- Eating in restaurants (14%); and
- Banking (14%).

Therefore, almost one-half of residents surveyed (42%) said they now come to Downtown for one of these three reasons.

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The next two most often cited reasons for Downtown trips were cited almost as frequently as the above. These were:

- Going to the post office (13%); and
- Using service businesses (12%).

Therefore, slightly over two-thirds of those surveyed (67%) said they now come Downtown for one of these five reasons.

The remaining 33% of respondents said they come Downtown to work (9%), visit friends/family (5%), to conduct government business (4%), to conduct personal business (4%), for entertainment (2%), for recreation (2%), because they live there (1%), and to attend church, use the library, and take classes (1%). In addition, 5% said that when they come Downtown they are "passing through."

Shopping Area of Choice

Those surveyed were asked where they do most of their shopping at this time, other than grocery shopping. Over two-thirds (68%) said they shop in Jonesville, with most of this occurring at the Jonesville Plaza.

The next most frequently cited shopping venue was Jackson (18%), followed by Coldwater (6%), Hillsdale (2%), the Internet (2%), Battle Creek (2%), Lansing (1%), and catalogues (1%).

When asked why they choose to shop in a particular area, residents stressed the importance of convenience (46%), variety/selection (27%), and price (16%). Additional reasons given for preferring a shopping area included parking (6%) and service (5%).

Downtown Characteristics

Residents and business owners surveyed were asked to rate a list of 19 Downtown characteristics as being "good," "fair," or "poor" at this time.

Fourteen characteristics were rated "good" by a majority or significant percent of residents and sixteen were rated "good" by a majority or significant percent of business owners. The characteristics rated "good" by a majority or significant percent of both residents and business owners were:

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- Feeling of safety (95% residents, 100% business owners);
- Helpfulness of salespeople (86% residents, 100% business owners);
- Cleanliness of area (83% residents, 78% business owners);
- Knowledge of salespeople (77% residents, 94% business owners);
- Quality of restaurants (76% residents, 89% business owners);
- Attractiveness of the area (73% residents, 67% business owners);
- Availability of parking (72% residents, 72% business owners);
- Quality of retail goods (71% residents, 89% business owners);
- Convenience of parking (70% residents, 72% business owners);
- Quality of service businesses (64% residents, 94% business owners);
- Business hours (64% residents, 72% business owners);
- Traffic circulation (63% residents, 78% business owners); and
- Prices at restaurants (53% residents, 78% business owners).

The above list shows that residents were somewhat less pleased than business owners with the helpfulness and knowledge of Downtown salespeople. On the other hand, residents were **much** less pleased than business owners with the quality of Downtown restaurants, retail goods and service businesses, as well as with restaurant prices.

The characteristics rated "good" by a majority or significant percent of either residents or business owners -- but not both -- were:

- Attractiveness of buildings (49% residents, 33% business owners);
- Variety of restaurants (42% residents, 50% business owners);

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- Prices at service businesses (35% residents, 76% business owners); and
- Price of retail goods (33% residents, 67% business owners).

It can be seen from the above list that residents were more pleased than business owners with the attractiveness of Downtown buildings and less pleased with prices at Downtown service businesses and retail businesses.

Downtown Improvements

Residents and business owners were asked to rate a list of possible Downtown improvements as being "very important," "somewhat important," or "not important" at this time.

The same two improvements were rated "very important" by a majority of both residents and business owners. These were:

- Recruit additional retail businesses (72% residents, 100% business owners); and
- Increasing the variety of retail goods (71% residents, 73% business owners).

It should also be noted that the percentage of residents and business owners rating the following improvements as being "very important" varied greatly:

- Increase the variety of restaurants (44% residents, 11% business owners);
- Keep stores open longer on Saturdays (35% residents, 6% business owners);
- Improve the variety of service businesses (34% residents, 11% business owners);
- Improve the quality of retail goods (30% residents, 11% business owners); and

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- Keep stores open later in the evenings (29% residents, 6% business owners).

When asked what else could be done to attract them to Downtown, residents reiterated the importance of improving Downtown's variety -- in terms of retail, food, and entertainment.

When asked what types of businesses or activities would attract them to Downtown, residents expressed a strong desire for women's apparel stores, more eateries (better variety of restaurants, family restaurant, coffee shop, deli, ethnic restaurants, etc.), specialty food markets (groceries, meats, etc.), sporting goods store, jewelry store, and more entertainment (movies, music, entertainment in the park, comics at the Sauk, etc.).

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Downtown Jonesville Tomorrow

IV. DOWNTOWN JONESVILLE TOMORROW

A series of discussions, focus groups, and meetings were held to define the community's preferred vision of Downtown Jonesville -- as it would ideally exist in the year 2008. A compilation of the thoughts and preferences expressed during those sessions is shown below.

By the year 2008, Downtown Jonesville would be beautiful, full of thriving businesses, and offer "things that families can do together." Jonesville's would be a "real Downtown" -- "not a Disney version of a Downtown."

Downtown would have more retail businesses than it does today, a greater diversity of retail businesses, and retail businesses that cannot be found nearby -- such as boutiques and specialty shops.

Downtown's buildings would have "no vacancies" and first floor spaces would be filled with "quality retail." Downtown's retail offerings would include "necessity" businesses -- such as a meat market, fruits and vegetables, a dime store, etc. -- as well as specialty shops, again, making it a real Downtown.

Downtown's appearance would build on the Village's 175 year history. Old buildings would see "more historic restoration." Downtown's landscaping would be attractive and well-maintained at all times. Plants would be used that could withstand the cold and salt of winter. And, the beautiful St. Joseph River would be "incorporated into Downtown," possibly through a footpath or a park area along its banks.

Art would also be incorporated into Downtown. This might entail art classes, art and craft shops, displaying college student art in businesses, etc.

In addition, the assets of Jonesville as a whole -- which make it a strong community -- would be touted in enhancing Downtown. These assets include:

- Community pride;
- Community identity;

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- The new high school and expanded library;
- The Village's 175 year history;
- Long-time businesses;
- Wal-Mart;
- The Grosvenor House Museum and Munro House B&B;
- Community safety; and
- Feeling that residents of Jonesville are a "family."

Downtown would be able to attract additional customers with an enhanced mix of uses, which would include:

- Retail;
- Restaurants;
- Outdoor dining;
- Service businesses;
- Professional businesses;
- Village government;
- Housing;
- "Things for youth;" and
- Art, entertainment, and culture.

With this mix of uses in place, Downtown would serve and draw:

- Residents of the Village and the County;

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- Theater-goers;
- Business people;
- Young families;
- Hillsdale College students, families of students, and college visitors;
- Area resorters;
- Area retirees and snowbirds;
- Area campers;
- MIS Speedway travelers;
- US-12 Heritage Trail-users; and
- Residents of nearby urban areas in Michigan, Indiana, and Ohio who are looking for a weekend "escape."

By 2010, Downtown Jonesville would be well on its way to attaining the following image.

***A Downtown that is
unique, unusual, quaint,
pretty, and well-maintained --
a beautiful example of Small Town USA.***

***A historical Downtown
-- we're here 175 years and counting --
where you can park, walk, and enjoy
a myriad of experiences,
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*A Downtown where there's so much to do
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that no place else is quite like.*

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Downtown Market Analysis

V. DOWNTOWN MARKET ANALYSIS

To ensure long-term economic results and success, Jonesville's Downtown enhancement effort must be market-driven. This means that the effort must be one that results in all of Downtown's investors -- business owners, property owners, developers, patrons, the Village government, etc. -- being able to realize an increasing return on their investments. This can only be achieved via an enhancement effort that is based on a sound, realistic understanding of Downtown's economic potentials. The following chapter quantifies Downtown's economic potentials in terms of retail, office, and housing development.

Downtown Retail Opportunities

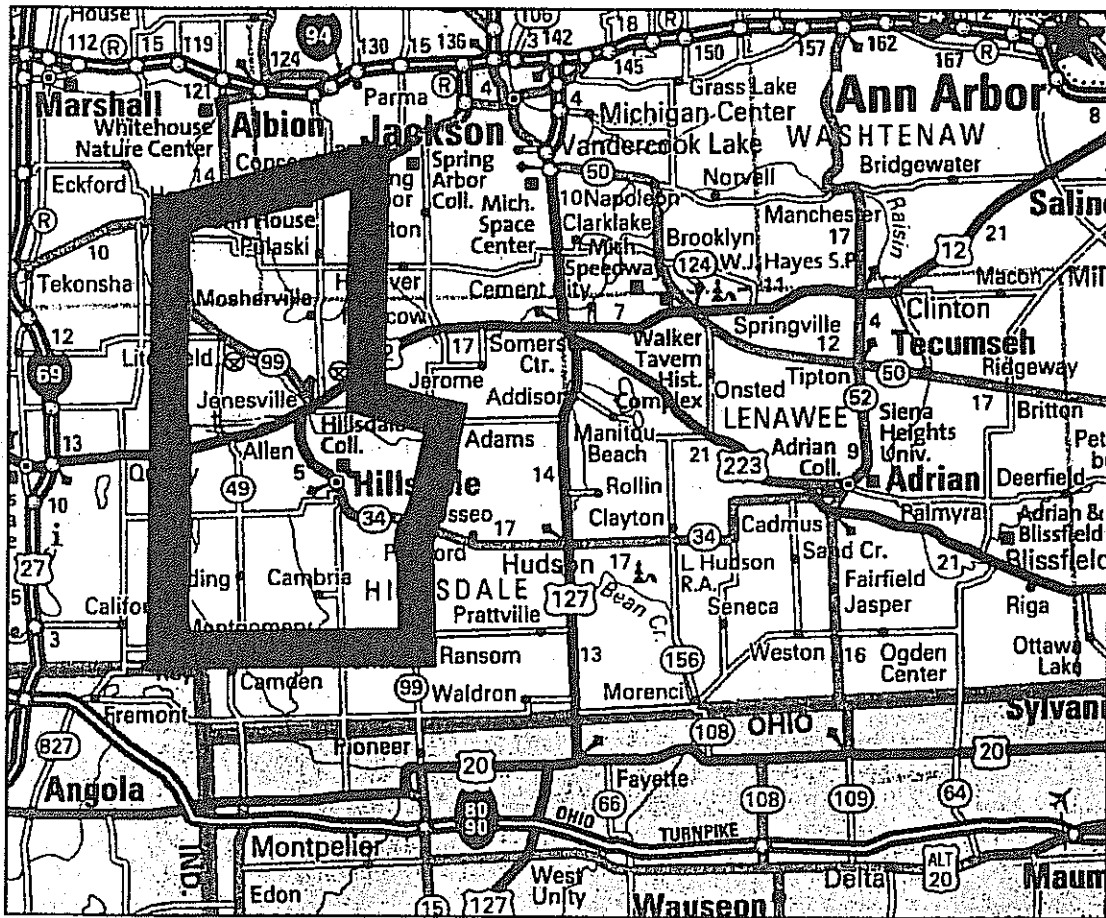
Retail Trade Area -- Downtown Jonesville's primary retail trade area has been defined as the geographic area from which the majority of retail customers are currently drawn and the geographic area which presents the greatest opportunity in the immediate future for gaining additional retail customers. Based on current customer travel patterns, discussions with local business leaders and government officials, and the opinion of HyettPalma, Inc., Downtown's primary retail trade area has been identified as the area indicated by the map on the next page of this document.

Retail Economic Indicators -- Downtown's primary retail trade area can be currently characterized by the following economic indicators.

THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 35,624 -- WITH AN ESTIMATED 13,469 HOUSEHOLDS (Source: ESRI estimate)

THE PRIMARY TRADE AREA POPULATION IS PROJECTED TO INCREASE TO 36,719 BY 2008 -- WITH HOUSEHOLDS GROWING TO AN ESTIMATED 14,152 BY 2008 (Source: ESRI estimate)

Downtown Jonesville Primary Retail Trade Area



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THE AVERAGE HOUSEHOLD SIZE IS 2.54 PERSONS, WHICH IS SLIGHTLY LESS THAN THE NATIONAL AVERAGE OF 2.59 (Source: ESRI estimate)

THE TOTAL COMBINED INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY \$683,000,000 PER YEAR (Source: ESRI estimate)

THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS APPROXIMATELY \$50,680 (Source: ESRI estimate)

Current Retail Businesses – Downtown Jonesville currently contains approximately 15 retail businesses, which occupy approximately 59,000 square feet of building space. The retail inventory was completed by the Village of Jonesville and is shown on the following page.

Downtown Jonesville Retail Businesses

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>52</u>	<u>Building Materials and Garden Supplies</u>		
5231	Paint/Glass/Wall Paper	1	2,500
5251	Hardware	1	4,554
<u>54</u>	<u>Food Store</u>		
5461	Retail Bakery	1	2,200
<u>56</u>	<u>Apparel and Accessories</u>		
5611	Men's and Boy's Apparel	1	5,120
<u>57</u>	<u>Furniture and Home Furnishings</u>		
5712	Furniture Store	1	6,852
<u>58</u>	<u>Eating/Drinking</u>		
5812	Eating Places	2	7,370
<u>59</u>	<u>Miscellaneous Retail</u>		
5912	Drug Store	1	1,600
5932	Antiques	1	9,567
5947	Gift/Novelty	1	3,000
5992	Florist	1	3,465
	<u>Select Support Services</u>		
7231	Beauty Shops	2	2,000
7241	Barber Shops	1	675
	<u>Amusement and Recreation Services</u>		
7999	Mic. Amusement/Recreation	1	10,230

TOTAL NUMBER OF RETAIL BUSINESSES	15
TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE	59,133
TOTAL NUMBER OF VACANT RETAIL SPACES	3
TOTAL SQUARE FEET OF VACANT RETAIL BUSINESS SPACE	12,055

Source: Village of Jonesville

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Retail Potential -- Currently, within Downtown's primary trade area, the total estimated demand for retail products is approximately \$210,000,000 per year. This demand is shown on the following graphs. A complete presentation of retail product demand for the primary trade area is shown in **THE RETAIL REPORT®**, contained in the Appendices of this document.

As a conservative estimate, it is assumed that Downtown Jonesville retail businesses now generate an average (blended figure) of approximately \$145 per year per square foot in retail sales.

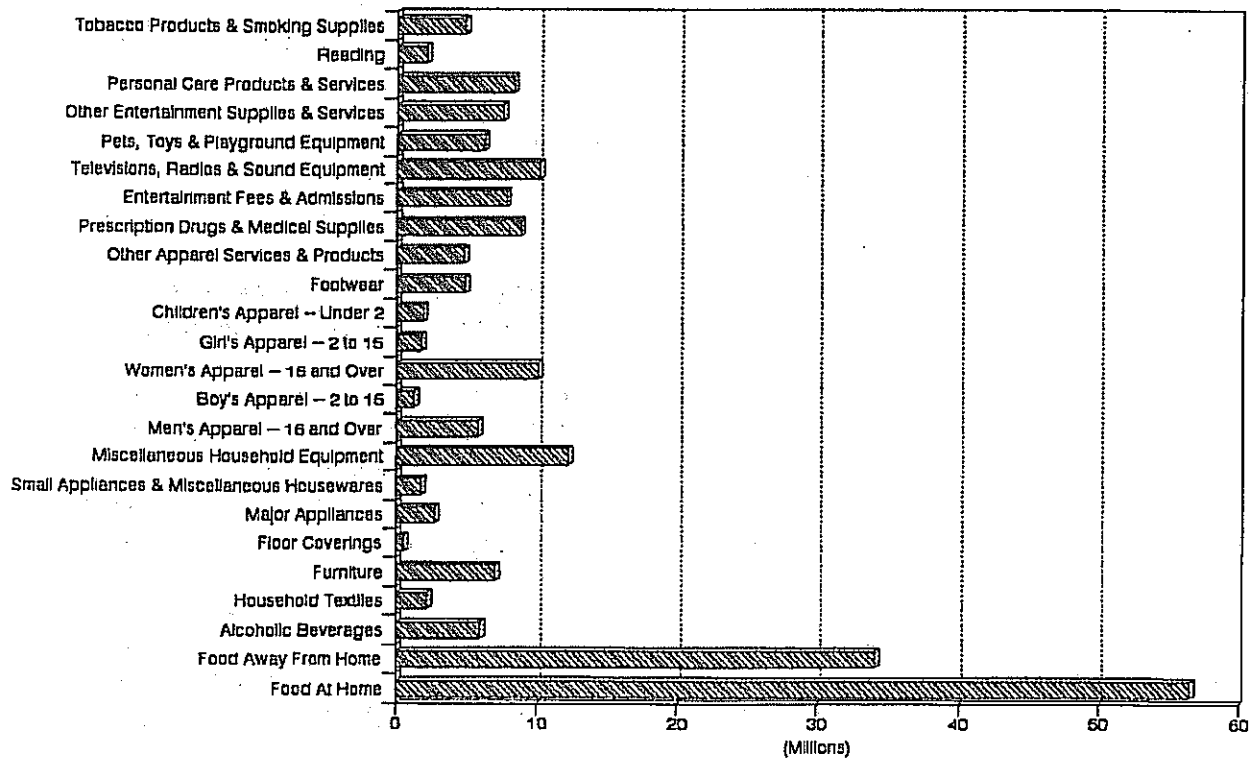
Since Downtown currently contains approximately 59,000 square feet of occupied retail space, Downtown Jonesville should currently be generating approximately \$8,600,000 in retail sales per year.

By dividing the project area's estimated annual retail sales -- \$8,600,000 -- by the total estimated demand for retail products within the primary trade area -- \$210,000,000 -- it can be concluded that Downtown Jonesville may currently be capturing approximately 4% of the retail sales potential within the primary trade area. And, the balance of the demand is being captured by businesses within other parts of the primary trade area and/or by businesses in other trade areas.

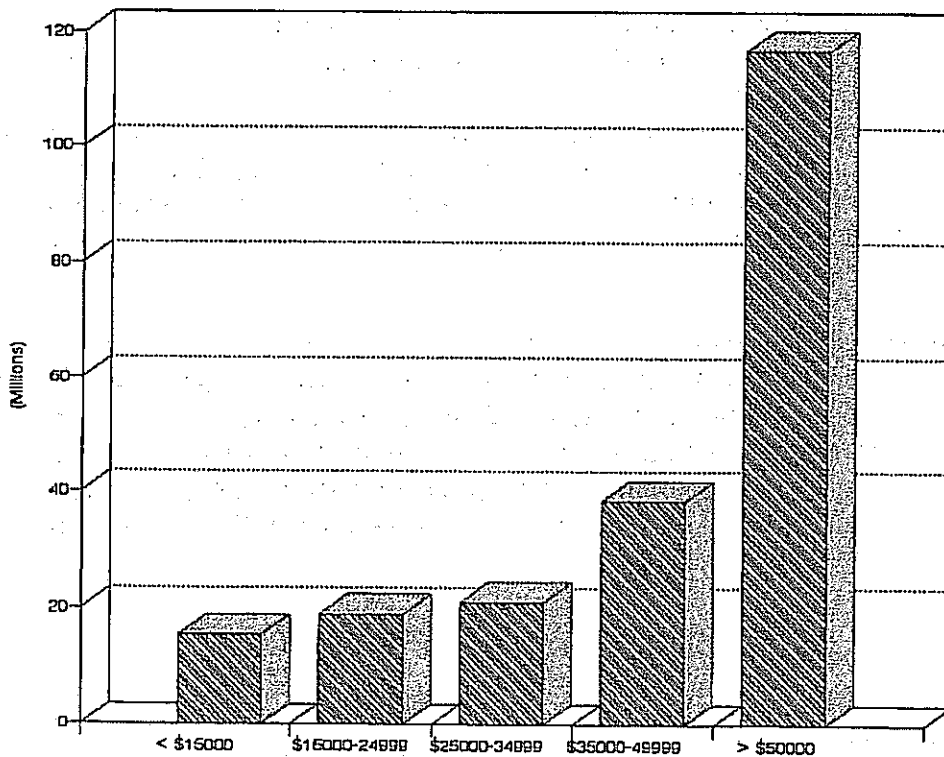
Taking steps to further enhance Downtown Jonesville, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately 4% to between 4.5% and 5% by the year 2010. This should be considered a goal of the economic enhancement program.

If Downtown Jonesville is able to increase its market share to between 4.5% and 5% by the year 2010, it is possible that the project area may be able to increase its total capture of retail sales to between \$9,500,000 and \$10,500,000 by the year 2010 -- considered in constant 2004 dollars.

TOTAL PRODUCT DEMAND BY PRODUCT TYPE



TOTAL PRODUCT DEMAND BY INCOME GROUP



This increase in total retail sales could potentially support the development of between approximately 6,000 and 13,000 net square feet of additional retail space by the year 2010 -- which could include expansions or sales increases by existing Downtown Jonesville retail businesses and/or the construction of some limited amount of new retail space.

It must be noted that Downtown's ability to gain a larger market share will be contingent on efforts to enhance its business climate, enhance and expand its existing businesses, and recruit additional retail businesses to the area. If such efforts are aggressively and diligently implemented -- on an on-going basis -- the actual growth in Downtown's market share could potentially be **much higher** than projected. Also, if one or more of Downtown's currently vacant and/or underutilized large building spaces is appropriately renovated, additional uses, including retail occupants, can be anticipated to locate in Downtown Jonesville. Conversely, by the year 2010, Downtown Jonesville's market share could be much less than projected above if efforts to enhance the area and expand/recruit businesses are not diligently and continually pursued.

Retail Business Development -- Based on the findings of this retail market analysis, the opportunity exists to enhance and expand certain types of retail businesses that are currently located in Downtown Jonesville. In addition, the opportunity also exists to attract additional businesses to Downtown. A list of the types of retail businesses recommended for potential enhancement, expansion, and attraction is presented in the chapter of this document titled ***Course of Action***.

Downtown Office Opportunities

Office Market Indicators -- Several key economic indicators which characterize the current office operations within Downtown Jonesville follow.

- Downtown Jonesville currently has a modest number of office occupants, with a total of approximately 9 various office occupants occupying approximately 31,000 square feet of building space.

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- Downtown's occupied office space serves the personal needs of those who live within the community and primary trade area, with offices ranging from lenders, insurance agencies, legal services, professional services, and government.
- Downtown Jonesville has a relatively healthy office occupancy rate of approximately 94%, with approximately 2,000 of vacant office space in the **Downtown Blueprint** area at this time.

NOTE:

No attempt was made to determine the condition of vacant space. Therefore, no judgement is made concerning the marketability of space based on condition.

Current Office Uses -- The variety of office occupants found in Downtown can be seen in the following table, in which office tenants are listed by SIC numbers. The office inventory was completed by the Village of Jonesville.

Office Potential -- It is anticipated that most of Downtown's office market growth will continue to consist of office uses which serve the personal needs of those who live in, or in proximity to, Downtown Jonesville's primary trade area.

Communities nationwide have experienced the fact that -- as improvements are made in the overall economic and physical conditions of their Downtowns -- an associated increase in demand for office space normally follows. This is also expected to hold true for Downtown Jonesville.

Therefore, it is estimated that approximately 5,000 to 7,500 square feet of additional office space could potentially be supported in Downtown Jonesville between now and the year 2010. This should be considered an economic goal for the enhancement effort.

Downtown Jonesville Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>60</u>	<u>Depository Institutions</u>		
602	Commercial Banks	1	4,000
<u>63/64</u>	<u>Insurance</u>		
639	Insurance Carriers, NEC	1	11,452
641	Insurance Agents/Brokers	1	3,000
<u>65</u>	<u>Real Estate</u>		
655	Subdividers/Developers	1	2,752
<u>73</u>	<u>Business Services</u>		
737	Computer/Data Processing	1	2,100
<u>81</u>	<u>Legal Services</u>		
811	Legal Services	1	2,550
<u>87</u>	<u>Engineering/Management Services</u>		
872	Accounting/Bookkeeping	1	1,935
<u>91</u>	<u>General Government</u>		
919	General Government	1	2,600
<u>92</u>	<u>Courts/Justice/Public Safety</u>		
922	Public Safety	1	500

TOTAL NUMBER OF OFFICE BUSINESSES	9
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TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE	30,889
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TOTAL NUMBER OF VACANT OFFICE SPACES	1
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TOTAL SQUARE FEET OF VACANT OFFICE BUSINESS SPACE	1,935
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Source: Village of Jonesville

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Blueprints for Michigan Downtowns

As market conditions allow, every effort should be made to introduce:

- Loft apartments in the upper floors of existing structures throughout Downtown;
- Townhouses -- market-rate and affordable -- at the edges of Downtown; and
- Both owner-occupied and rental units.

Attention should also be given to seeking assistance through housing rehabilitation and new construction programs provided by the Michigan State Housing Development Authority (MSHDA.) Please see the technical memorandum from MSHDA contained in the Appendices of this document.

Specific MSHDA programs which should be considered in the future for Downtown Jonesville should be determined through follow-up discussions with MSHDA. These programs could likely be of assistance not only in Downtown, but also in Downtown's valuable adjacent neighborhoods, which will always be extremely important patrons of Downtown Jonesville.

Rather than placing arbitrary or artificial limits on the number of housing units appropriate for Downtown Jonesville -- and in neighborhoods near the commercial district -- it is suggested that the absorption of units in the marketplace be used as the indicator of demand. And, that every effort be made to develop the greatest number of quality units possible in and near Downtown when market conditions allow.

It must be noted that the actual growth in Downtown's office demand could be **higher** if Downtown is able to attract general offices, or back office operations from outside the area; to attract office occupants currently located elsewhere in the community; or to experience significant expansion by current Downtown office operations. Also, if one or more of Downtown's currently vacant and/or underutilized large building spaces is appropriately renovated, additional uses, including office occupants, can be anticipated to locate in Downtown Jonesville.

Office Business Development – A listing of office types recommended for recruitment and expansion in Downtown Jonesville is presented in the chapter of this document titled ***Course of Action***.

Downtown Housing Opportunities

While the ***Downtown Blueprint*** project area contains few residential units, Downtown Jonesville is fortunate to be literally surrounded by people living in neighborhoods in proximity to Downtown, who enjoy the convenience of being able to walk or drive a short distance to the heart of Downtown Jonesville. And, recently completed condominium units located adjacent to the ***Downtown Blueprint*** area lend support for the viability of housing in Downtown.

As noted by the Village Manager following the inventory of Downtown uses completed for the ***Downtown Blueprint*** project, "There are numerous properties in Downtown that have upper floors that do not have any housing units and are used for either storage or no purpose at this time." And, based on local discussions with interested Downtown property owners and developers, there is great interest in exploring the potential for development of additional Downtown housing units, particularly loft-style units above shops or in large, older, underutilized buildings.

As has been found throughout the nation during the past two plus decades -- regardless of community size -- as a Downtown's physical environment and mix of businesses is improved, it is very likely that the demand for housing in and near Downtown will also increase. This can also be expected in Downtown Jonesville. Every effort should be made, consistent with the implementation of the ***Downtown Blueprint***, to introduce more quality housing -- both market-rate housing and affordable housing -- in and in proximity to Downtown Jonesville.

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Blueprints for Michigan Downtowns

Course of Action

VI. COURSE OF ACTION

As was stated earlier, the *Jonesville Downtown Blueprint 2004* was designed to provide the tools needed to move Downtown forward and attain the community's vision for Downtown. It should be noted that:

- For more than a decade, the DDA has been successful in tackling the expensive, "big ticket" items facing Downtown – streetscape, parking, and facade improvements;
- This has created a huge momentum, that is recognized by the community as well as those in the county; and
- The time has come to compound this momentum and make Downtown even stronger, by tackling the economic issues facing Downtown – large vacant real estate, business mix, economic identity, marketing.

Fortunately, other than two pieces of large, vacant real estate, the problems facing Downtown are manageable. And, the players needed to tackle these problems are in place -- including the Village Manager, DDA, Jonesville Business Association, and Chamber of Commerce.

To tackle these problems and implement the *Downtown Blueprint*, these players are urged to:

- Be bold and aggressive in taking advantage of Downtown's existing momentum;
- Venture out of Jonesville and the County to see how other communities have succeeded in addressing issues similar to those facing Downtown Jonesville – much as was done prior to implementing the Downtown streetscape project; and
- Work as a team to implement the *Downtown Blueprint* recommendations which follow.

Public Improvements

As was stated earlier, the Village and DDA have done a very good job in the past, improving Downtown's infrastructure. Now, the following public improvements should be implemented to "fine tune" Downtown's public space.

Planters/Baskets

Planters are currently in place on Downtown's sidewalks. There is concern locally regarding the types and maintenance of plant materials being used and their ability to withstand winter cold, snow, and salt. To remedy this -- and ensure that Downtown's plantings are well-maintained and beautiful at all times -- the advice of a professional landscape architect, experienced in Downtown streetscape and experienced in working in southern Michigan's climate, should be sought.

In addition, consideration should be given to adding hanging baskets to Downtown's streetscape. The goal of planter and basket landscaping should be to bring pronounced color to Downtown during the summer.

The retained landscape architect should be asked to recommend:

- The best types of annuals/perennials to use in Jonesville's climate; and
- Materials that are low maintenance.

Banners

Several sets of banners are placed in Downtown throughout the year. As funding allows, those that are "stock" banners should be replaced with banners that are customized for Downtown Jonesville. These banners should be designed to portray "icons" reflective of the Village and its 175 years of history.

Crosswalk

A traffic engineer should be retained to examine the feasibility of creating a mid-block crosswalk on Chicago/US-12, between Maumee and Water Streets. If determined feasible, the Village should work with MDOT to create this traffic calming, pedestrian-friendly addition to Downtown. And, the crosswalk should be clearly marked to include signs directing motorists to yield to pedestrians, as required by Michigan law.

Bump Outs

When Downtown's streetscape was enhanced in the 1990s, "bump outs" were added to widen the corners of sidewalks at intersections. This is a traffic calming device used in many communities. In Jonesville, however, the bump outs have been contentious and have found no devotees. Instead, the volume of truck traffic on Chicago Street has made pedestrians reluctant to step as far out into the roadway as the bump outs allow. In addition, the Village's Police Chief considers the bump outs to be a safety concern and the Village's Public Works Director cites them as a plowing problem. Therefore, the retained traffic engineer should be asked to examine the feasibility of removing the Downtown bump outs. And, of course, doing so should be discussed with MDOT.

If deemed feasible, the bump outs should be removed immediately.

Carl G. Fast Memorial Park

This park is a very valuable Downtown asset that serves the entire community. At this time, however, it appears that the park is suffering from "amenity overload" -- meaning that a large number and variety of elements have been added to the park over time. This can have the effect of lessening the park's beauty and its usability. Therefore, a park professional should be retained to turn a trained eye on this asset to:

- Inventory the amenities now located in the park and how they are used;
- Advise the Village if any of the amenities should be removed, redesigned, or relocated in the park or moved elsewhere; and
- Recommend any other improvements that might be made to ensure that Fast Park serves the community as best it can.

In addition, an attractive sign should be erected that identifies this open space as being Carl G. Fast Memorial Park.

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Blueprints for Michigan Downtowns

St. Joseph River

The St. Joseph River is a Downtown asset that is not very visible. To correct this:

- A sign should be placed at the bridge that reads "St. Joseph River;"
- Clear lines of sight to the river should be maintained at all times; and
- As discussed locally, flowers should be planted along the bridge during summer months.

Welcome Signs

Three "Welcome to Jonesville" signs have been erected to greet motorists as they enter the Village from the north, east, and west. The DDA plans to erect a fourth welcome sign at the south entrance to the Village. This is a project that should be moved forward. In addition, as planned, all four signs should be beautifully landscaped and lighted to serve as Village gateways.

Pro-Business/Pro-Quality

The Village government must get the word out that Village Hall is, in fact, extremely pro-business as well as pro-quality.

Village Hall/Police Department

As stated earlier, Jonesville's Village Hall stands as a Downtown anchor, as well as an example of quality building restoration and window displays. This asset should always remain in Downtown. It is understood that the Village Police Department is in need of additional space. Optimally, to gain the needed space, this department would remain in Downtown by using upper floor space in Village Hall.

Public Art

There is a desire locally to introduce public art into the community. In Downtown, this should be done in Carl G. Fast Memorial Park. The art should be of high quality, reflect the image of Downtown and values of the community, and make a statement.

Business Development

Downtown Jonesville is fortunate to have a number of highly motivated, focused, and successful Downtown businesses -- many with multi-generational owners. Every effort should continually be made to further strengthen Downtown's valuable base of existing businesses. And, at the same time, every effort should be made to further strengthen Downtown's business offerings through existing business expansions and new business recruitment. As repeatedly noted by Jonesville's customers and business owners, the ***Downtown Blueprint*** effort should work to attract more retail, greater diversity of retail, contiguous retail, food, arts, and entertainment establishments -- through the enhancement of existing businesses and the attraction of additional appropriate businesses.

Business Hours

Downtown currently contains a number of evening uses, including a dance studio, restaurants, and the Sauk Theater. As Downtown is further strengthened through the addition of more evening uses, and as Downtown's existing evening uses gain more patrons over time, other Downtown businesses interested in increasing revenue should consider extending hours to accommodate the needs and desires of those who are patronizing Downtown during evening hours. For example, as is the case in most communities with quality dance instruction, dance classes are offered in the early evening in Downtown Jonesville because this is the time most convenient for many working parents. While students are dancing, waiting parents are prime customers for restaurants, coffee houses, book stores, gift shops, etc. Or, as the Sauk Theater offers more and more evening productions, more and more patrons will seek before and after theater venues, such as restaurants, drinking establishments, coffee houses, etc.

Progressive and aggressive Downtown business owners should pay close attention to the hours of operation maintained by other Downtown businesses and, when appropriate and possible, adjust their hours of operation to take maximum advantage of customer patronage during evening hours.

Business Visibility

The high volume of vehicle traffic on US-12 and M-99 offers valuable and unique opportunities for Downtown businesses to attract the attention of passing motorists. In order to take maximum advantage of this opportunity, every Downtown business

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should maintain good window displays at all times -- changed every two weeks and well-lighted until at least 11:00 PM each evening.

Every effort should also be made to allow attractive, perpendicular business signs on buildings located on Chicago Street/US-12/M-99. The size, style, lighting, and materials appropriate for the signs should be determined in conjunction with the preparation of design guidelines, mentioned later in this **Downtown Blueprint**.

First Floors

The first floors of buildings located on Chicago Street, within the **Downtown Blueprint** area, should be occupied, to the greatest extent possible, by contiguous impulse uses, specifically including retail, food, art, and cultural uses. The upper floors of buildings in this same area are appropriate for offices and housing.

Parking

Downtown is fortunate to have a good supply of both on- and off-street parking spaces. A goal of the overall enhancement effort should be to accommodate more vehicles, if possible, without having to construct more parking facilities. To accomplish this goal, the following actions should be taken.

- Parking stripes on Chicago should be removed, thereby allowing vehicles to "adjust" their spacing to accommodate vehicle size. Where similar action has been taken and observed elsewhere, more vehicles tend to fill available space when not restricted to defined on-street markings. Since Downtown Jonesville does not use parking meters, there is little or no reason to define on-street parking spaces by painting boundaries on-street.
- All off-street public parking lots should be re-examined to determine if additional vehicles can be accommodated through re-design of parking layout.

Sauk Theater

The Sauk Theater now offers live theater and other limited engagements. In order to make this most valuable and much appreciated asset an even more valuable Downtown amenity, every effort should be made to expand offerings, to include more live theater, music, dance, and movies. This appears to be the direction sought by the theater and every possible avenue of support should be extended to

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the theater in their efforts to better accommodate the desires of the community through expanded offerings.

Riverfront Restaurant

The potential exists for the development of a restaurant along the bank of the beautiful St. Joseph River -- a restaurant which could enable not only a view of the river, but much sought after outdoor dining space adjacent to the river. Two possible locations which should be considered for a new restaurant include the rear portions of the Gow property and the vacant property (thought to be a part of the former Deal Auto factory property) located west of the existing factory building (across Water Street and potentially extending to or near the St. Joseph River bank.)

As Downtown's existing businesses are further strengthened over time, serious consideration should be given to the development of this important additional use.

Business Recruitment

The Jonesville Village Manager now prospects for new businesses on a regular basis. This is a most significant venture and should be supported as Downtown is further enhanced. The market analysis, as well the top list of businesses noted below, will provide needed tools to make this outreach effort more effective.

The recruitment effort for Downtown Jonesville should include both internal and external recruitment. Internal recruitment entails working with existing businesses in Downtown and in the community in an effort to encourage businesses to re-orient, expand, or relocate to Downtown, thus satisfying demand for additional goods and services through the growth or repositioning of already known, successful businesses. All businesses within the community should be made aware of the findings of the ***Downtown Blueprint***, specifically the identification of appropriate businesses for Downtown, and every level of assistance offered through the Downtown enhancement effort should be extended to any appropriate existing business desiring to expand, re-orient, or relocate to Downtown Jonesville.

Once every opportunity for expansions, re-orientations, and relocations has been explored (internal recruitment), the Village Manager should accelerate the external recruitment initiative already started. Target areas for recruitment should be throughout the defined primary trade area, southern and central Michigan, northern Indiana, and northern Ohio.

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The recruitment effort should be selective -- seeking businesses consistent with the range of businesses identified as appropriate for Downtown Jonesville -- and existing businesses, rather than start-ups, should be sought for additional openings or relocation.

Uses appropriate for Jonesville's **Downtown Blueprint** area include the following.

Prepared Food

- Fine Dining Restaurants;
- Moderate Priced Restaurants;
- Sandwich Shops;
- Coffee Houses;
- Dells;
- Bakeries;
- Candy/Ice Cream/Yogurt Shops; and
- Ethnic Foods -- i.e., Italian, Greek, French, Mexican, Chinese, etc.

Food for Home

- Convenience Grocery;
- Health Foods; and
- Meat/Fish/Produce Market.

Entertainment

- Live Theater; and
- Entertainment in Restaurants -- i.e., piano player, guitarist, small combos, dancing, etc.

Specialty Retail

- Antiques;
- Appliances;
- Art Galleries, Framing and Supplies;
- Books;
- Cameras and Photo Supplies;
- Casual Apparel and Accessories;
- Computers/Software;
- Florist;
- Gifts, Stationery and Cards;
- Hardware;
- Home Decorating Products and Design Services;
- Men's Apparel;
- Office/School Supplies;
- Optical Products;
- Sewing Supplies;

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Specialty Retail (Continued)

- Shoes, Dress and Casual;
- Small Variety Store;
- Sporting Goods;
- Toys, Games and Crafts;
- Traditional and Costume Jewelry;
- Wall Coverings and Paint; and
- Women's Casual Apparel and Accessories.

Convenience Retail/Select Services

- Auto/Home Supply;
- Barber Shops;
- Beauty Shops;
- Dance Studio;
- Dry Cleaners/Tailor Shop;
- Pharmacy;
- Physical Fitness Facility;
- Shoe Repair/Shine; and
- Video Rental.

Offices

- Accounting, Auditing, Bookkeeping;
- Advertising;
- Commercial Banks;
- Computer and Data Processing;
- Courts;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices and Clinics;
- Doctors Offices and Clinics;
- Engineering, Architectural Services;
- Fire, Marine Casualty Insurance;
- General Government;
- Health and Allied Services;
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Legislative Bodies;
- Library;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers;
- Passenger Transportation Arrangement;
- Photographic Studios;

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Offices (Continued)

- Print Shops;
- Public Order and Safety;
- Real Estate Agents and Managers;
- Residential Care;
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

Housing

- Above first floor uses; and
- Infill buildings on redeveloped lots, underutilized lots and surface parking lots.

While all businesses listed above are appropriate for Downtown Jonesville, the initial list of businesses which should be targeted and sought for the **Downtown Blueprint** area include:

- Women's casual apparel and accessories;
- Shoes -- dress and casual;
- Jewelry -- fine and costume;
- Small variety store;
- Coffeehouse;
- Ethnic restaurants; and
- Specialty food shops -- meat, fish, produce, etc., as more housing is developed in and near Downtown.

"Unfavorable Businesses"

Consideration should be given to revising the zoning ordinance to allow by-right only those businesses specified in this document for the **Downtown Blueprint** project area.

Real Estate Development

Downtown Jonesville is fortunate to have a collection of attractive and valuable buildings, most of which have been well-maintained by their owners over time. To further enhance Downtown's real estate and induce a higher level of quality real estate maintenance and development, the following specific actions should be taken.

Upper Floor Use

Several Downtown buildings have vacant upper floors which should be conditioned to accommodate appropriate uses, particularly offices and housing. Any building owner interested in exploring the use of upper floors -- for any use -- should be identified and, if appropriate, any available assistance should be extended to help owners make informed decisions concerning the appropriate conditioning and use of upper floor space, including design assistance, financial assistance, introduction to available funding programs from MSHDA and MEDC, etc.

Old Jonesville Inn

It is fortunate that the old Jonesville Inn has a new owner who has shown an interest in enhancing the building and attracting a range of "appropriate" users for this valuable historic structure. This owner should be encouraged, and assisted as appropriate and necessary, to complete the renovation of the building at the earliest possible date. It is understood that the owner is not particularly impressed by the quality and quantity of potential tenants that have surfaced during the recent past. It is felt that the condition of the building is likely restricting the quality and quantity of appropriate business prospects seeking space in the structure. If the owner is willing to accelerate the pace of renovation, the overall enhancement effort should extend the highest levels of assistance to the owner in attracting appropriate, quality uses for the building, and in the further renovation of the building.

Kiddie Brush and Toy (Old Deal Auto Factory)

The old Deal Auto factory -- most recently occupied by Kiddie Brush and Toy -- is affectionately referred to in the revitalization industry as a "white elephant." This term was coined to characterize large, old buildings which are, in most cases, vacant and difficult to place new uses in, since most of these buildings were constructed for another, and often long-gone, use.

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Due to the size, layout, and condition of the Deal building, it will likely be very difficult to structure a viable program to enhance and reuse the building without some form of public assistance. Therefore, it is suggested that the DDA -- with the full backing of the Village Council -- take immediate steps to gain control of the building and seek an experienced partner/developer to undertake an adaptive use project resulting in the placement of likely a range of new uses in the building, including retail, art, entertainment, restaurants, offices, and housing. The position of the DDA over time -- whether to stay in the deal as a partner, whether to simply transfer the building to a private developer, etc. -- should be discussed and considered with a qualified developer, once identified. The DDA and the Village, however, should be very open-minded regarding the project, understanding that even during the best of times and conditions, a project of this nature is extremely difficult to complete. Therefore, the DDA and Village should be willing to offer a full range of assistance to ensure that the project is a success, including financial assistance, design assistance, tax abatement, assistance in seeking funding from outside sources, such as MEDC, MSHDA, etc.

Due to the size of the project and the building, it is most likely that the project will require phasing. Renovating portions of the building over time, and thereby allowing the marketplace reasonable time to absorb the space, would be a perfectly appropriate method of renovating and re-introducing the building to Downtown Jonesville.

In the unlikely event that it is determined that the building should be razed, after removal and site cleanup, the site would be an ideal location for the development of housing, including townhomes, mid-rise garden units, or, potentially, single-family homes on small lots.

Facades

The Jonesville DDA currently operates an appealing facade grant program, offering assistance to building owners in their efforts to improve the exterior of commercial buildings, including the fronts, sides, and rears of buildings. The program rebates up to 50% of the cost of exterior building renovation, with the maximum rebate for a facade improvement grant not exceeding \$2,000 per project. TIFA funds are used to provide the \$2,000 rebate.

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To enhance the program and, thereby, encourage more takers, it is suggested that the following modifications be made to the facade improvement program:

- Increase the maximum grant amount per building to \$5,000;
- Prepare design guidelines -- with assistance from a qualified preservation architect or architectural historian -- to show building owners appropriate ways to enhance exterior facades, signs, awnings, and appropriate exterior colors that might be used;
- Provide design assistance to owners -- employing a qualified preservation architect or architectural historian -- and require that design guidelines be followed in order to receive the matching grant assistance; and
- Aggressively market the program to all Downtown building and business owners.

Old Garage

As funds permit, assistance should be extended to the Sauk Theater in their efforts to purchase and remove the old barn/garage located at the rear of the theater. The space, if needed, could be used for theater expansion or development of additional parking for the theater to use until theater expansion is needed (land banking.)

Marketing

It is understood that the residents of Jonesville think of themselves as a family and think of the Village as one entity, with all its parts being inter-related. While this might be the case, the community also wants the **Downtown Blueprint** effort to result in Downtown having a clear economic identity and reason for being. This can only be achieved if Downtown is marketed as being a distinct and distinctive area. To accomplish this, the following marketing initiatives should be implemented, in addition to those already in place to market the Village as a whole.

Brochures

Currently, the DDA produces two brochures, one titled *Welcome to Jonesville, Michigan, Visitors' Guide* and the other titled *Village of Jonesville Shopping, Dining, and Service Guide*. While both of these are very important print pieces -- and both

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list businesses and attractions located in Downtown as well as elsewhere in the Village – neither brochure portrays Downtown as a distinct and alluring destination. To rectify this, consideration should be given to creating a print piece about Downtown that:

- Conveys the community's desired image for Downtown (as described in this ***Downtown Blueprint***), through text and photographs;
- Lists all businesses and attractions located in Jonesville's traditional Downtown area -- as opposed to throughout the DDA area or Village;
- Can be inserted into the two brochures listed above; and
- Is widely distributed, as part of the two existing brochures and as a stand-alone piece.

The Downtown brochure should be distributed widely. At a minimum, this should include its being placed at:

- All Downtown businesses, anchors, and attractions, including Village Hall, the library, the post office, the Sauk, etc.;
- All area lodging facilities;
- Hillsdale College;
- All high traffic events and venues throughout the Village, County, and region, including the Grosvenor House Museum, the Chamber of Commerce office, the County Fair, and the MIS Speedway; and
- All highway rest areas throughout Jonesville's three state region.

In addition:

- A means should be sought to get the Downtown brochure into the hands of the area's resorters and lake users;

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- The Sauk Theater should be approached to discuss a means of getting the brochure to their season subscribers; and
- The Wal-Mart manager should be asked if the brochure could be placed in an information rack in the store -- and if Wal-Mart greeters could hand the brochure to all customers who enter the store during a one-week period each season.

Advertising

Currently, the Jonesville Business Association organizes joint ads that are run around special events. This is a good first step that should be carried through to advertise Downtown's businesses as a collective unit. Specifically:

- A joint ad campaign should be created just for Downtown;
- Joint ads should be run all year long, on a regular basis;
- The ads should promote Downtown's image, as well as its businesses; and
- Radio, cable, and print outlets should be considered for ad placement.

Packages

There is interest locally in creating what is being called "packages." These entail cross-marketing among businesses. An example of cross-marketing would be the Sauk Theater coming together with Downtown restaurants and the Munro House Bed & Breakfast to offer "an enchanting evening in Jonesville." If such "packages" are created, a note should be included in the Downtown brochure and in each joint ad, telling people where to check for the latest in Downtown "specials."

Ultimate Guide

The Hillsdale Daily News produces a publication called *The Ultimate Guide to Hillsdale County*. For this publication to better promote Jonesville, it should include a separate section about the Village. And, within that section, a feature about Downtown should be included.

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Story Placement

Positive stories about a Downtown, that appear in print and electronic media, are an incredibly valuable and effective form of "free advertising." Therefore, a story placement campaign should be developed for Downtown. The campaign should:

- Be implemented on a continuous and on-going basis, to get as many stories placed about Downtown as possible -- year after year;
- Target media located in the portions of Michigan, Indiana, and Ohio that are in proximity to Jonesville; and
- Be recognized as a means of attracting local residents, resorters, residents of nearby urban areas, day-trippers, and weekend visitors, as well as investors.

Internet Presence

At this time, Downtown Jonesville does not have a significant presence on the Internet. This is a giant hole in the marketing of Downtown, since:

- Consumers today routinely use the Internet to find information that influences their buying patterns;
- Tourists and college students -- two markets the community would like to attract to Downtown -- heavily rely on the Internet for their travel and buying decisions, respectively; and
- Investors use the Internet to search for possible opportunities that might be of interest.

Therefore, it is strongly suggested that:

- A Village Web site be created as quickly as possible;
- The Web site include a section featuring the DDA and its work; and
- Within the DDA section, a distinct section be created to highlight Downtown, its image, its momentum, and its offerings.

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Newsletter

To further get the word out about Downtown and its enhancement, the Chamber should be asked if the Village could write a monthly Downtown column for the Chamber's newsletter.

Special Events

Several special events are held in Downtown at this time, including:

- The Jonesville River Fest Committee's River Fest;
- The Jonesville Business Association's Sidewalk Sales;
- The Jonesville Classic Car Cruise-In, which was sponsored by the Chamber until 2003 and will be transferred over to the DDA in 2004;
- The Jonesville American Legion's Memorial Day Parade;
- The Jonesville Community Schools Homecoming Parade; and
- Christmas in Jonesville, which includes events in Downtown as well as in the broader community.

It is understood that the River Fest Committee has been adding art to the River Fest. This should be applauded and encouraged, since the community has expressed a desire to see more art in Downtown.

In addition, it is understood that some in the community wish to start a Winter Fest. If this is initiated, care should be taken to ensure that it is a quality event that is very well-organized and well-marketed so that it draws a large number of attendees to Downtown Jonesville.

Shop Local

It is understood that there is an effort in the County to create a "Shop Local" campaign. It is assumed that this is a well intentioned effort meant to strengthen the County's businesses by keeping local shopping dollars at home. However, it must be noted that, very often, "Shop Local" campaigns tend to backfire. Local residents often react to such campaigns with resentment and anger, if they perceive the campaign message to be:

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- Residents owe it to local businesses to shop at home; and
- Residents are not free to choose to shop elsewhere -- without being viewed as traitors to their community.

Therefore, to avoid this potential reaction, Downtown businesses should instead position themselves as offering quality goods and services, reasonable prices, excellent customer service, and smiling faces -- all with a quaint setting -- in the hopes that area residents will choose to shop Downtown because they enjoy doing so.

Fast Park

As was stated earlier, Carl G. Fast Memorial Park functions as the community's gathering place. And, it appears that the community greatly desires to make it even more so with additional outdoor music and family-oriented entertainment. Therefore, a full schedule of summer activity in Fast Park should be created and promoted.

Historical Museum

Jonesville has a long and rich 175 year history. This presents an opportunity to create a historical museum -- which should be located in Downtown. If deemed appropriate, this concept could be expanded to have the museum cover the history of the County as well as of the Village.

Management

For a program such as the ***Downtown Blueprint*** to be successful in yielding the desired results, strong local management must be in place to implement the ***Downtown Blueprint***. This requires capable staff, dedicated volunteers, and adequate funds -- not to mention cooperation, trust, and a desire to succeed.

It is felt that, in Downtown Jonesville, all of these elements are in place, since:

- The DDA has been successful in its past efforts and is ready to continue to take actions necessary to further enhance Downtown;

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- The Village Manager is actively involved in the Downtown effort and provides staff assistance to the DDA;
- The Jonesville Business Association and the Hillsdale County Chamber of Commerce both work closely with the DDA and Village; and
- The DDA is financially sound, with reserves and a growing capture that can be used to implement the **Downtown Blueprint**.

Therefore, no management changes are needed at this time. Instead:

- The DDA should continue to play the lead role in fostering Downtown's enhancement;
- The Village Manager, the Jonesville Business Association, the Hillsdale County Chamber of Commerce, and the DDA should continue to work closely and cooperatively for Downtown's enhancement; and
- The Village should work closely with MEDC's CAT Team to identify possible funding programs and mechanisms for implementing the recommendations contained in the **Downtown Blueprint** in a timely and quality manner.

In addition, it is recommended that both the Village Council and the DDA formally adopt this **Downtown Blueprint** as the official guide for enhancing Downtown.

Implementation Sequence

VII. IMPLEMENTATION SEQUENCE

This document contains numerous actions recommended for revitalizing Downtown Jonesville. This chapter shows the recommended actions which should be carried out during the first year of the enhancement effort.

At the end of each year, the implementation sequence should be updated. And, within five to six years, consideration should be given to updating the entire ***Jonesville Downtown Blueprint 2004***, depending on the level of program accomplishments realized.

Year-1 Implementation Sequence Jonesville Downtown Blueprint 2004

Partnership and Management Actions

1. Formal adoption by the Village Council and DDA of the **Jonesville Downtown Blueprint 2004** as the official guide for the further economic enhancement of Downtown Jonesville.
2. Implementation of the **Blueprint** by the DDA, working cooperatively with the Jonesville Business Association, Chamber of Commerce, and Village.

Public Improvements Actions

1. Seek advise of a professional landscape architect to determine best plant types for Downtown plant beds and feasibility of adding hanging baskets -- implement recommendations ASAP.
2. As funds allow, replace stock banners with customized banners.
3. Determine feasibility of Chicago Street mid-block crosswalk and install ASAP, if deemed feasible.
4. Determine feasibility of bump out removal and remove ASAP, if deemed feasible.
5. Enhance visibility of St. Joseph River, as per **Blueprint** recommendations.
6. Erect fourth "welcome" sign and landscape and light all four.
7. Get the word out that Village Hall is extremely pro-business and pro-quality.

Business Development Actions

1. Encourage Downtown business owners to pay close attention to hours of operation maintained by other Downtown businesses and adjust hours, as appropriate, to take advantage of customer patronage during evening hours.
2. Encourage and work with Downtown business owners to maintain good window displays, as per recommendations of **Blueprint**.

Year-1 Implementation Sequence Jonesville Downtown Blueprint 2004 (Continued)

Business Development Actions (Continued)

3. Implement parking recommendations, as per **Blueprint** recommendations.
4. Initiate internal business recruitment actions, as per **Blueprint** recommendations.

Real Estate Development Actions

1. Work with owners of vacant upper floor space to condition space and place appropriate uses.
2. Work with owner of old Jonesville Inn, as deemed appropriate and necessary, to condition space and place tenants/users.
3. Gain control of old Deal Auto Factory and seek developer.
4. Revise facade grant program, as per **Blueprint** recommendations.

Marketing Actions

1. Create and distribute new print piece, as per **Blueprint** recommendations.
2. Create joint ad campaign, as per **Blueprint** recommendations.
3. Seek inclusion of information about Downtown in *The Ultimate Guide*.
4. Develop and implement story placement campaign.
5. Write and publish monthly Downtown column in Chamber's newsletter.
6. Continue Downtown events and consider new Winter Fest for 2005.

Appendices

HyettPalma

Blueprints for Michigan Downtowns

MEDC Memo



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MEMORANDUM

DATE: February 2, 2004

TO: Village of Jonesville (Village)
Village of Jonesville Downtown Development Authority (DDA)

FROM: Kara L. Wood *KLW*
Community Assistance Team Specialist
Michigan Economic Development Corporation (MEDC)

RE: Jonesville Blueprint Implementation Strategy

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Guardian Industries Corp.

As part of the MEDC's commitment to the Blueprint process, this memorandum shall serve as my formal written recommendations for MEDC-assisted implementation of HyettPalma's Blueprint for the Village of Jonesville.

Technical Assistance from MEDC's Community Assistance Team (CATEam) is available to help the village work out specific details for the following programs and incentives:

Community Development Block Grants (CDBG)- Grants are available for public infrastructure improvement projects that create private jobs and private investment in the downtown. These grants can be used for public infrastructure improvements, but not limited to, public parking, water/sewer upgrades, public alley improvements, public utility relocation, and streetscape enhancements. Typically, these funds are allotted at \$10,000 per new full-time job created and a minimum local match of 10% is required. 51% of the jobs created must be held by low and moderate income people.

Downtown Development Authority Tax Increment Financing (TIF)- The CATEam is available to answer specific questions on uses of Downtown Development Authority TIF revenues. Programs funded by TIF revenues can be developed to support the downtown development efforts and downtown businesses. Specifically, the DDA TIF could be used for streetscape improvements, maintenance, and signage improvements.



Memorandum
Page 2
February 2, 2004

Historic Preservation-The State Historic Preservation Office (SHPO) has many resources available to serve the village in preserving existing historic structures. They are able to identify the historic resources in the community and provide you with information on the tax credit programs they offer. This agency would also be able to consult you on the historic nature of the downtown buildings that make up the uniqueness of your community and provide you with some ideas in which you could make them a more visible asset to the community. Façade and architectural design assistance is available through this agency, as well. The CATeam works very closely with SHPO and would be available to assist the village with these endeavors.

Urban Land Assembly Loan Program (ULA)-The CATeam is available to provide specific information to the village on the use of the ULA program. The program provides financial assistance in the form of a loan to eligible municipalities for the acquisition of certain real property for economic development purposes, including industrial and commercial projects. The program is directed toward revitalizing the economic base of municipalities experiencing distress and decline.

Preference is given to proposals that identify one or more immediate user(s), leverage non-state financial contributions, maximize the creation of permanent full-time employment per dollar investment, increase the local tax base and constitute a major element in a citywide strategy for economic development.

Brownfield Single Business Tax Incentives-Under the Brownfield law, properties that are contaminated and included in a local brownfield plan are eligible for a 10% Single Business Tax (SBT) Credit. These credits can be used by the developer, tenant or could be syndicated to generate more project equity.

Brownfield Tax Increment Financing Incentives-Contaminated properties may be eligible for tax increment financing through the Department of Environmental Quality for eligible environmental activities, including BEAs, due care and additional response activities. Tax increment financing allows projects to capture state and local property taxes (including school taxes) to pay for costs related to brownfield sites.

Michigan Department of Transportation-The MEDC is working closely with the Michigan Department of Transportation. Information regarding the bump-outs, projecting signage on Chicago Street, the timing of pedestrian crosswalks, the addition of a mid-block pedestrian crosswalk and use of tourist-oriented destination signs will be provided to you as soon as it becomes available.



Memorandum
Page 3
February 2, 2004

Other Agency Programs and Funding Programs and grant funding sources are available through other state agencies such as History, Arts and Libraries. In the event that the village pursues these, the CATeam is available to research the availability of these resources to support any efforts related to the enhancement efforts of the downtown area.

The MEDC's CATeam stands ready to assist Jonesville in the implementation of its Blueprint. Please feel free to contact me if you have any questions:

Kara L. Wood
Community Assistance Team Specialist
Michigan Economic Development Corporation
300 North Washington Square
Lansing, MI 48913
Phone: 517.373.6217
Fax: 517.373.6683

Attachments



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Michigan Community Development Block Grant (CDBG) Program

The Michigan Economic Development Corporation (MEDC) administers the Michigan Community Development Block Grant (CDBG) program. CDBG is a federal grant program utilizing funds received from the U.S. Department of Housing and Urban Development (HUD). Funds are used to provide grants to eligible counties, cities, villages and townships, usually under 50,000 population, for economic and community development and housing projects. The Michigan State Housing Development Authority (MSHDA) administers the housing portion of the program.

Each year, Michigan receives about \$45 million in federal CDBG funds out of which some 150 projects are funded throughout the state. There are 1,655 local governments eligible to apply for these funds.

The following counties and their respective units of local governments are not eligible for Michigan CDBG funds:

- Genesee County
- Kent County (with the exception of the community of Cedar Springs)
- Macomb County
- Oakland County
- Wayne County

Washtenaw County and the following units of government within the county are not eligible for Michigan CDBG funds:

- Ann Arbor City
- Township of Ann Arbor
- Bridgewater Township
- Northfield Township
- Pittsfield Township
- Salem Township
- Superior Township

The following Michigan cities are not eligible to directly apply or directly receive Michigan CDBG funds, but an eligible county may apply for CDBG funds for projects located in these cities:

Jackson
Kalamazoo
Lansing
Midland
Muskegon

Muskegon Heights
North Shores
Portage
Port Huron
Saginaw

Battle Creek
Bay City
Benton Harbor
East Lansing
Holland

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Michigan Community Development Block Grant (CDBG) Program (cont.)

Indian tribes eligible for assistance under Section 107(a) (7) of the Housing and Community Development Act are not eligible to directly apply for or directly receive Michigan CDBG funds. However, an eligible county or township may apply for Michigan CDBG funds for projects located on Indian reservations if the unit of general local government has the legal authority to fund such projects on Indian reservations and Indian preference is not provided.

Eligible economic development projects are those involving public infrastructure directly related to a for-profit private business location or expansion that will result in the creation and/or retention of permanent jobs, with at least 51% of the jobs held by low- and moderate-income people. Eligible community development projects are those with economic development impacts that address critical infrastructure needs in communities with concentrations of low- and moderate-income people.

To receive consideration for economic and/or community development funding, initial contact should be made with MEDC. If the project appears eligible, then a local government must prepare and submit a Notice of Intent (NOI – this is a two-page form providing basic information on the proposed project). If the proposed project warrants further consideration, the MEDC may authorize the local government to prepare a full application.



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PRESERVATION TAX INCENTIVES FOR HISTORIC BUILDINGS

The federal historic preservation tax incentive program is targeted at income-producing properties that are listed in the National Register of Historic Places. In Michigan, the program is administered by the State Historic Preservation Office (SHPO).

Current tax incentives for preservation, established by the Tax Reform Act of 1986 include:

- 10% tax credit for the rehabilitation of non-historic, non-residential end-use structure built before 1936.
- 20% tax credit for the certified rehabilitation of certified historic structures.

To qualify for the credit, the rehabilitation must be substantial and must involve a depreciable resource. The two credits are mutually exclusive – only one applies to a give project. Which credit applies depends on the building – not the property owner's preference.

PROGRAM SPECIFICS

- The tax credit applies to any project that the National Park Services (NPS), acting on behalf of the U.S. Secretary of the Interior, designates as a certified rehabilitation of a certified historic structure. A certified rehabilitation is one that is approved by the NPS as being consistent with the historic character of the building and, where applicable, the district in which it is located. Projects are reviewed against the *Secretary of the Interior's Standards of Rehabilitation*. The NPS assumes that some alteration of the historic building will occur to provide for an efficient and contemporary use.
- The tax credit is available for buildings rehabilitated for commercial, industrial, and agricultural rental residential purposes, but it is not available for buildings, or portions thereof, used as the owner's personal residence.
- The building must be returned to use. The tax credit is claimed in the tax year in which the rehabilitated building is placed in service. If a building remains in service throughout the rehabilitation, then the credit may be claimed when the building has been substantially rehabilitated.
- Unused tax credits can be "carried back" one year and "carried forward" for up to 20 years.
- Tax credits are subject to recapture. Ownership must be maintained for five full years after completion of the rehabilitation. If the building is disposed of within one year after it is placed in service, 100% of the credit is recaptured. The recapture amount is reduced by 20% per year for a building held between one and five years after it is placed in service. The NPS or the SHPO may inspect a rehabilitated property at any time during the recapture period. The NPS may revoke certification if work was not done as described in the Historic Preservation Certification Application or, if unapproved alterations were made, after certification of the rehabilitation.

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Preservation Tax Incentives For Historic Buildings

Projects approved to receive 20% federal tax credit may be eligible to receive an additional 5% state tax credit against the Michigan income tax.

To qualify for the tax credits, applicants must complete the Historic Preservation Certification Application. Application should be made as early as possible, and it must be filed with the SHPO prior to the completion of the project. For more information, and applications, contact the State Historic Preservation Office in the Michigan Department of History, Arts and Libraries at 517.373.1630.



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Urban Land Assembly Program

The Michigan Economic Development Corporation (MEDC) administers the Urban Land Assembly Program. The program provides financial assistance in the form of loans to eligible municipalities for the acquisition of certain real property for economic development purposes, including industrial and commercial projects. The program is directed toward revitalizing the economic base of cities experiencing economic distress and decline.

Preference is given to proposals that identify one or more immediate user(s), leverage non-state financial contributions, maximize the creation of permanent full-time employment per dollar investment, increase the local tax base and constitute a major element in a citywide strategy for economic development.

ELIGIBLE APPLICANTS

Applications will be accepted if the municipality has experienced at least one of the following:

- A local unemployment rate that is more than 70% of the annual average state unemployment rate as most recently issued by the Michigan Employment Security Agency.
- A growth in local population that is less than 75% of the state's population growth rate based on the most recent figures published by the U.S. Census Bureau.
- A change in local state equalized value that is less than 50% of the state's 5-year average as reported by the State Tax Commission.

ELIGIBLE PROJECTS

The Urban Land Assembly Fund provides loans that can be used for direct costs of acquisition of land, demolition, relocation and site improvements required to make the land marketable. Pre-application costs including appraisals and feasibility or planning studies; administrative costs are not eligible project costs. Projects must meet size and economic impact guidelines.

REPAYMENT PROVISION

Repayment of a loan will be made by the municipality upon the sale or lease of the land from development as follows:

- Upon sale or lease of the project, a portion of the loan or the proceeds from the sale or lease of land and improvements shall be repaid in the same proportion to the total proceeds received from such sale or lease as the loan is to the total cost of the project.

(MORE)



URBAN LAND ASSEMBLY PROGRAM

- b. The remainder of the loan, if any, shall be repaid not later than ten (10) years after the sale or lease of the real property, or as specified by the repayment terms of the loan agreement.
- c. The real property may be sold below the cost of the acquisition. However, it must be demonstrated to MEDC that there is a need to lower the cost of the real property to make the land economically competitive with similar parcels of real property. In any event, the full amount of the loan must be repaid within ten (10) years after the sale or lease of the real property in accordance with the provisions of the executed loan document.

APPLICATION PROCESS

- a. Transmittal Letter
- b. Legal Authority
- c. Demonstration of Need and Eligibility
- d. Project Description
- e. Real Estate Appraisals
- f. Loan Repayment Plan
- g. Environmental Consideration
- h. Assurances



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Brownfield Redevelopment

SINGLE BUSINESS TAX CREDITS

Brownfield is a term to describe an old problem, namely, the obstacle to industrial or commercial property redevelopment caused by the threat of liability for existing contamination. In Michigan, that obstacle has been removed. Buyers and lenders are now reliably protected from liability under Michigan law.

Liability Protection – Title may be taken to environmentally impaired property without assuming liability for existing contamination, provided the buyer conducts a baseline environmental assessment (BEA) and discloses it to the state. Lenders may also conduct a BEA to avoid potential liability upon taking title in lieu of foreclosure.

Reduced Remediation Costs – Cleanup costs are now 50% lower for industrial and commercial properties with sites requiring restoration to the appropriate standard based on property reuse.

Timely Government Response – The Michigan Economic Development Corporation (MEDC) and the Department of Environmental Quality are working together to make brownfield redevelopment a high priority and to help expedite redevelopment projects.

BROWNFIELD SINGLE BUSINESS TAX INCENTIVES

In order to promote the redevelopment of brownfield sites, the state of Michigan provides Single Business Tax (SBT) credits, on a case-by-case basis, for projects that redevelop a contaminated, blighted or functionally obsolete property.

Credits are available for up to 10% of eligible investments, but no more than \$30 million. Projects with total credits greater than \$1 million need approval by the Michigan Economic Growth Authority (MEGA), with concurrence of the state treasurer. Applications for credits are authorized by MEDC.

ELIGIBILITY

Statutory Requirements

Eligible property must be designated in a locally approved brownfield plan created under the Brownfield Redevelopment Financing Act. If the property is located in a **core community** (qualified local governmental unit, pursuant to PA 146 of 2000), it can qualify as contaminated, blighted or functionally obsolete. If not located in a core community, then the property must be contaminated.

Recent changes to the SBT (PA 726 of 2002) require a functionally obsolete project to submit an affidavit signed by a level 3 or level 4 assessor stating that the property is functionally obsolete and the underlying basis for that opinion.

Eligible investment includes demolition, construction, restoration, alteration, renovation or improvement of buildings or site improvements on eligible property and the addition of machinery, equipment and fixtures. These investments must occur pursuant to a brownfield plan and after a pre-approval letter has been issued.



A qualified taxpayer must own or lease the eligible property, and must certify that the Department of Environmental Quality has not sued or issued a unilateral order to the taxpayer to compel response activity on the eligible property.

Selection Priorities

Credits will be awarded to projects that best meet the following criteria:

- The host community is a willing participant in the project and is making a reasonable local contribution to the project through programs such as Tax Increment Financing (TIF), property tax abatements, Neighborhood Enterprise Zones, local revolving funds or other programs.
- The project supports development of "Cool Cities," redevelopment in core communities and downtown areas and near-downtown areas.
- Projects that, even after the Brownfield Redevelopment Authority TIF has mitigated the excess costs of the site related to brownfield conditions, still need an incentive to reuse the site due to market conditions, risk or other factors.
- Project plans that reasonably improve the condition that qualifies the project as a brownfield.
- Projects that assist our state's manufacturers in meeting the pressures of international competition by reusing existing facilities and preserving or creating new jobs.

PROCESS

All Brownfield SBT credits are applied for through the Michigan Economic Growth Authority (MEGA). There is a four-step process to become eligible for a credit.

1. A Notice of Intent must be filed with the MEGA that outlines the project and allows MEGA staff to make a determination whether the project has a reasonable chance of being approved by the chair of the MEGA or the MEGA board of directors.
2. An invitation to file a full application is given if the project meets both the statutory requirements and selection priorities outlined above. If the application is complete, it is forwarded to the MEGA for approval or denial.
3. Approved projects receive a pre-approval letter from the MEGA before eligible investments are initiated.
4. When the project is completed, the qualified taxpayer must submit a Certificate of Completion Request for the eligible investment and identify each taxpayer entitled to a credit for the project. If all requirements are met, the state will then issue a Certificate of Completion, after which the taxpayers may claim an SBT credit.

FEES

- Applications considered by MEGA for SBT credits exceeding \$1 million require a \$5,000 application fee. In addition to the application fee, there is an administrative fee of one-half of 1% of the value of the pre-approved credit. One half is to be paid prior to the issuance of the pre-approval letter, and the remainder is due one year from the date of the letter.

Applications approved for credits of less than one million will be assessed an administrative fee based on 1% of the face value of the credit to be paid at the time the Certificate of Completion is requested.



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Brownfield Redevelopment

TAX INCREMENT FINANCING

Brownfield is a term to describe an old problem, namely, the obstacle to industrial or commercial property redevelopment caused by the threat of liability for existing contamination. In Michigan, that obstacle has been removed. Buyers and lenders are now reliably protected from liability under Michigan law.

Liability Protection – Title may be taken to environmentally impaired property without assuming liability for existing contamination, provided the buyer conducts a baseline environmental assessment (BEA) and makes disclose to the state. Lenders may also conduct a BEA to avoid potential liability upon taking title in lieu of foreclosure.

Reduced Remediation Costs – Cleanup costs are now 50% lower for industrial and commercial sites requiring restoration to the appropriate standard based on property reuse.

Timely Government Response – The Michigan Economic Development Corporation (MEDC) and the Department of Environmental Quality have made brownfield redevelopment a high priority and are cooperating to expedite redevelopment projects.

TAX INCREMENT FINANCING

In addition to Single Business Tax credits, contaminated properties may be eligible for tax increment financing (TIF) through the Department of Environmental Quality for eligible environmental activities, including BEAs, due care and additional response activities. Tax increment financing allows projects to capture state and local property taxes (including school taxes) to pay for costs related to brownfield sites.

Projects locating in a core community (qualified local governmental unit pursuant to PA 146 of 2000) may also be eligible for TIF for non-environmental activities, including demolition, infrastructure improvements, site preparation and lead and asbestos abatement. These projects must occur on eligible property (contaminated, blighted or functionally obsolete) that is included in a local brownfield plan and located in a core community. Projects seeking the use of school tax capture must receive approval from the MEGA (Michigan Economic Growth Authority) board. In addition, a development agreement between the community and the developer must be included along with a work plan detailing the eligible activities to be completed for the project.

FEES

There is no application fee for work plan submittals; however MEDC will bill the Brownfield Redevelopment Authority submitting the plan for actual costs incurred for the review.

HyettPalma

Blueprints for Michigan Downtowns

MSHDA Memo



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

DEPARTMENT OF CONSUMER & INDUSTRY SERVICES
DAVID C. HOLLISTER, DIRECTOR



RICK L. LABER
ACTING EXECUTIVE
DIRECTOR

DATE: February 10, 2004

TO: Village of Jonesville

FROM: Julie Hales-Smith, Community Planning Specialist
Office of Community Development
Michigan State Housing Development Authority

SUBJECT: Village of Jonesville
HyettPalma Site Visit, January 27-30, 2004

The Michigan State Housing Development Authority (MSHDA), Office of Community Development (OCD) has a variety of funding resources available for use by non-profit organizations and local units of government to address affordable housing and community revitalization needs. OCD utilizes funding from the U.S. Department of Housing and Urban Development (HUD) and MSHDA resources and is referred to as the Housing Resource Fund (HRF). HRF funds are used to support local housing and community development activities, with an emphasis on projects that ensure sustainable and livable communities in Michigan.

To be eligible to apply for HRF funds, a local unit of government needs to meet the population requirement of 3,000 or more. Since the Village of Jonesville has a population of fewer than 3,000, the village would not be eligible to apply for HRF funds, however the county or a qualified housing non profit could be eligible to apply on behalf of Jonesville. The applicant would need to have the capacity and experience in order to administer an HRF-funded housing program.

While the Village of Jonesville is not eligible for direct grant funding, MSHDA's Property Improvement Program (PIP) does not require municipalities to meet special eligibility criteria beyond the demonstration of capacity. (The PIP Program is not part of the HRF.) The PIP loan can be used to finance renovations to both owner occupied and investor owned residential properties. Depending on the borrower's income, type of property, loan amount, and other factors, the PIP loan carries an interest rate of between 4 and 8 percent and can be repaid over as much as 20 years.

The housing market in Jonesville appears strong with the likelihood of continued growth. Even in the absence of MSHDA funding, Jonesville has the opportunity to encourage improvements in and around the downtown through good zoning practices, firm code enforcement, and continued/expanded marketing of the nature of the community and the downtown. Obviously, MSHDA resources could be used to help accelerate the pace of improvement and ensure that affordable housing remains an integral piece of the community.

The Homeowner Assistance and Rental Rehabilitation Programs are two of the major program areas or "components" under which HRF funding is awarded. The following is a description of the homeowner assistance and rental rehabilitation components:

Homeowner Assistance

The homeowner assistance component is designed to assist homeowners with incomes at or below 80% of the area median income adjusted for family size to improve their principal residence with repairs. All properties must be rehabilitated to HUD Section 8 Housing Quality Standards (HQS) property standards and minimum standards established by the local housing code, where applicable. Repayment is ensured through a lien on the property.



Rental Rehabilitation

The rental rehabilitation component is designed to help a local unit of government provide funding assistance to improve investor-owned properties. Investor/owners are required to contribute 25 percent of the project cost for each rental rehabilitation project. Rents are controlled and the rental units must remain affordable for a period of at least five years. The assistance is generally structured to be a forgivable loan, forgiven at the end of the affordability period. All properties must be rehabilitated to HQS property standards and local codes. Tenant incomes must be recertified annually.

Other components that may be proposed under the HRF include:

Homebuyer Assistance

The homebuyer assistance component is designed to expand homeownership opportunities for low-income homebuyers through the acquisition, rehabilitation or new construction of single-family units. All homebuyers are required to receive pre-purchase homeownership counseling. Resale/recapture provisions are required to ensure long term affordability of assisted units and are enforced through a lien on the property. The term of the lien is dependent upon the amount of funds invested as a homebuyer subsidy. Two basic models of homebuyer assistance are listed below.

Acquisition/Development/Resale (ADR) This model is designed to help a community or nonprofit acquire vacant land or problem properties, build new units or thoroughly rehabilitate existing units, and resell the property to an eligible low income homebuyer. This model combines acquisition, rehabilitation, and development subsidy, but permits both new construction and substantial rehabilitation, to the extent reasonable and prudent for a target area. This model is generally used to help revitalize neighborhoods by rehabbing units which are in disrepair, or to add high-quality new construction units to a neighborhood once sufficient market demand has been established.

Homebuyer Purchase/Rehab (HPR) This model provides assistance for eligible homebuyers to obtain financing to purchase a home and provide needed moderate rehabilitation. It combines down payment assistance and rehabilitation activities while assuring financing which is affordable to the buyer.

Neighborhood Preservation (reserved for high capacity grantees)

The neighborhood preservation component is designed to assist local efforts to comprehensively address neighborhood revitalization in geographically defined target areas. It is designed to maximize community impact by funding neighborhood improvement activities in support of affordable housing in a targeted residential area to reverse patterns of disinvestment. Revitalization may occur through the use of public facilities improvement, neighborhood beautification, demolition, and/or neighborhood marketing and education. Neighborhood preservation is normally funded along with other housing components targeted at the same neighborhood.

For further information on any MSHDA/Office of Community Development housing programs, please contact Julie Hales Smith at 517-373-6026, or Jodie Sparks at 517-335-0615. We will be happy to answer any questions or provide further information.

HyettPalma

Blueprints for Michigan Downtowns

The Retail Report

HyettPalma

THE RETAIL REPORT.®

**Downtown Jonesville
Primary Retail Trade Area**



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THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Jonesville, Michigan. This document presents information concerning the characteristics of the Downtown Jonesville primary retail trade area. The report was prepared in 2004 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Jonesville primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Jonesville primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Jonesville primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Jonesville primary retail trade area.



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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

Downtown Jonesville, MI Primary Retail Trade Area

Downtown Jonesville, VA Primary Retail Trade Area		Site Types		Polygon		
Summary		2000	2003	2008		
Population	35,001		36,624	36,719		
Households	13,125		13,489	14,152		
Families	9,232		9,387	9,767		
Average Household Size	2.58		2.54	2.48		
Owner Occupied HUs	9,880		10,240	10,751		
Renter Occupied HUs	3,144		3,228	3,400		
Median Age	35.6		36.2	37.6		
Trends: 2003-2008 Annual Rate		Area	State	National		
Population	0.61%		0.52%	1.18%		
Households	0.98%		0.92%	1.37%		
Families	0.84%		0.82%	1.31%		
Owner HHs	0.83%		1.06%	1.53%		
Median Household Income	1.68%		2.15%	3.11%		
Households by Income		2000	2003	2008		
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,018	15.4%	1,831	14.3%	1,807	12.8%
\$15,000 - \$24,999	1,858	14.2%	1,823	13.5%	1,685	11.9%
\$25,000 - \$34,999	1,889	14.4%	1,747	13.0%	1,887	11.8%
\$35,000 - \$49,999	2,607	19.8%	2,774	20.8%	2,716	19.2%
\$50,000 - \$74,999	2,755	21.1%	2,858	21.2%	3,099	21.9%
\$75,000 - \$99,999	1,168	8.9%	1,239	9.2%	1,519	10.7%
\$100,000 - \$149,999	576	4.4%	808	6.0%	1,184	8.4%
\$150,000 - \$199,999	119	0.8%	162	1.2%	253	1.8%
\$200,000+	93	0.7%	128	1.0%	201	1.4%
Median Household Income	\$39,355		\$41,197		\$44,724	
Average Household Income	\$48,874		\$50,880		\$56,837	
Per Capita Income	\$17,817		\$19,603		\$22,368	
Population by Age		2000	2003	2008		
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,288	6.5%	2,347	6.8%	2,382	6.5%
5 - 14	5,217	14.9%	5,037	14.1%	5,016	13.7%
15 - 19	3,032	8.7%	2,871	8.1%	2,887	7.9%
20 - 24	2,534	7.2%	2,722	7.6%	2,688	7.3%
25 - 34	4,129	11.8%	4,269	12.0%	4,264	11.6%
35 - 44	5,294	15.1%	5,050	14.2%	4,772	13.0%
45 - 54	4,616	13.2%	5,035	14.1%	5,576	15.2%
55 - 64	3,282	9.4%	3,594	10.1%	4,251	11.8%
65 - 74	2,389	6.8%	2,475	6.9%	2,662	7.2%
75 - 84	1,647	4.7%	1,614	4.5%	1,580	4.3%
85+	573	1.6%	609	1.7%	654	1.8%
Race and Ethnicity		2000	2003	2008		
	Number	Percent	Number	Percent	Number	Percent
White Alone	34,093	97.4%	34,662	97.3%	35,660	97.1%
Black Alone	172	0.5%	199	0.6%	248	0.7%
American Indian Alone	121	0.3%	128	0.4%	134	0.4%
Asian Alone	134	0.4%	149	0.4%	172	0.5%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	127	0.4%	134	0.4%	150	0.4%
Two or More Races	352	1.0%	352	1.0%	355	1.0%
Hispanic Origin (Any Race)	450	1.3%	485	1.4%	550	1.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, ESRI BIS forecasts for 2003 and 2008.

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2/2/2004

PRODUCT DEMAND BY INCOME GROUP



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY INCOME GROUP

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	7,904	15,262,624
\$15000-24999	1,823	10,393	18,946,439
\$25000-34999	1,747	11,951	20,878,397
\$35000-49999	2,774	13,849	38,417,126
> \$50000	5,195	22,491	116,840,745

TOTAL DEMAND FOR PRODUCT	=	\$210,345,331
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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, play-ground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

PRODUCT DEMAND BY PRODUCT TYPE

HyettPalma

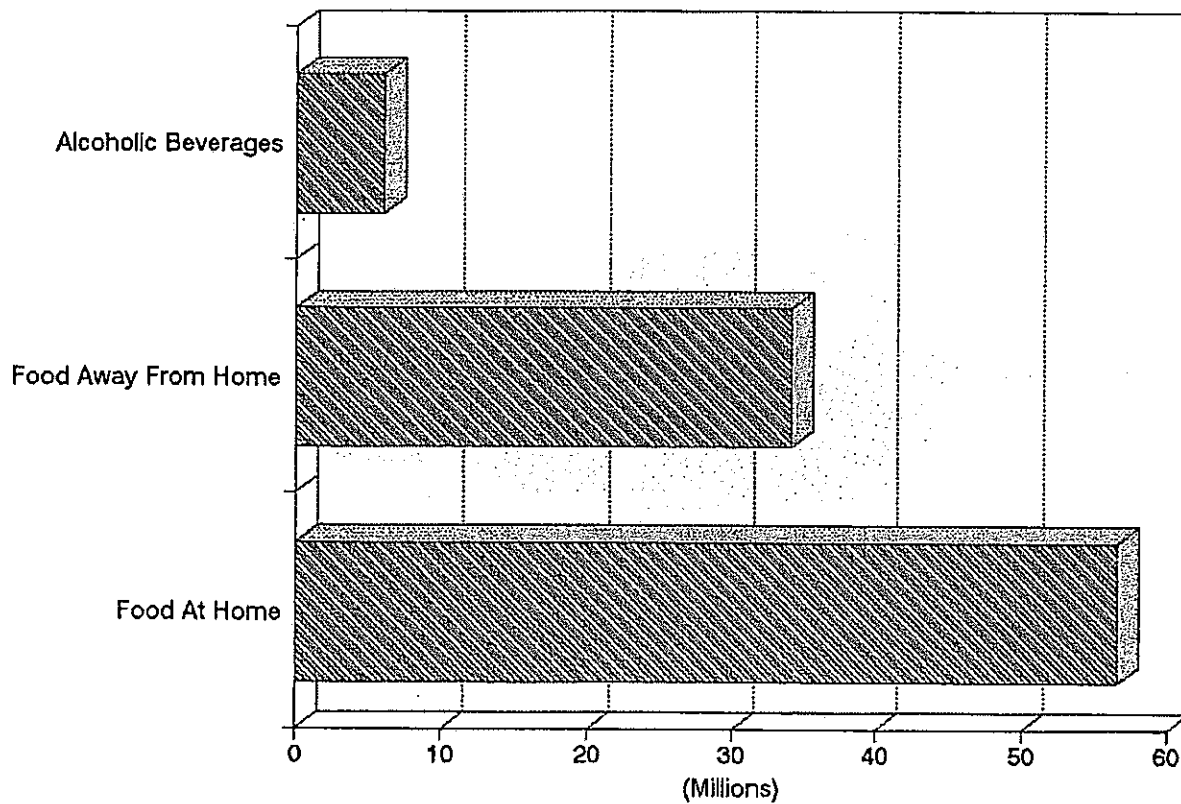
DOWNTOWN JONESVILLE'S RETAIL TRADE AREA COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND BY PRODUCT TYPE

PRODUCT	DEMAND
Food At Home	56,615,619
Food Away From Home	34,147,046
Alcoholic Beverages	6,068,537
Household Textiles	2,280,788
Furniture	7,079,356
Floor Coverings	570,533
Major Appliances	2,814,810
Small Appliances & Miscellaneous Housewares	1,831,743
Miscellaneous Household Equipment	12,276,894
Men's Apparel -- 16 and Over	5,773,231
Boy's Apparel -- 2 to 15	1,330,195
Women's Apparel -- 16 and Over	10,053,929
Girl's Apparel -- 2 to 15	1,857,476
Children's Apparel -- Under 2	1,919,540
Footwear	4,882,413
Other Apparel Services & Products	4,732,984
Prescription Drugs & Medical Supplies	8,803,022
Entertainment Fees & Admissions	7,782,195
Televisions, Radios & Sound Equipment	10,234,068
Pets, Toys & Playground Equipment	6,240,138
Other Entertainment Supplies & Services	7,637,468
Personal Care Products & Services	8,343,591
Reading	2,151,143
Tobacco Products & Smoking Supplies	4,918,612
TOTAL DEMAND BY PRODUCT TYPE	= \$210,345,331

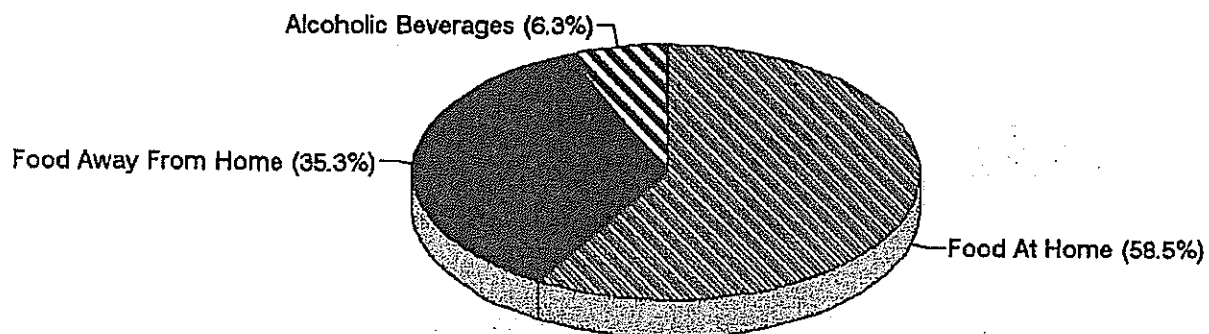
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEMAND FOR FOOD PRODUCTS

FOOD PRODUCTS \$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS % DEMAND FOR EACH DOLLAR





DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	2,612	5,043,772
\$15000-24999	1,823	3,275	5,970,325
\$25000-34999	1,747	3,608	6,303,176
\$35000-49999	2,774	3,919	10,871,306
> \$50000	5,195	5,472	28,427,040
TOTAL DEMAND FOR PRODUCT =			\$56,615,619

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	1,129	2,180,099
\$15000-24999	1,823	1,505	2,743,615
\$25000-34999	1,747	1,814	3,169,058
\$35000-49999	2,774	2,171	6,022,354
> \$50000	5,195	3,856	20,031,920
TOTAL DEMAND FOR PRODUCT =			\$34,147,046

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	193	372,683
\$15000-24999	1,823	255	464,865
\$25000-34999	1,747	337	588,739
\$35000-49999	2,774	415	1,151,210
> \$50000	5,195	672	3,491,040
TOTAL DEMAND FOR PRODUCT =			\$6,068,537

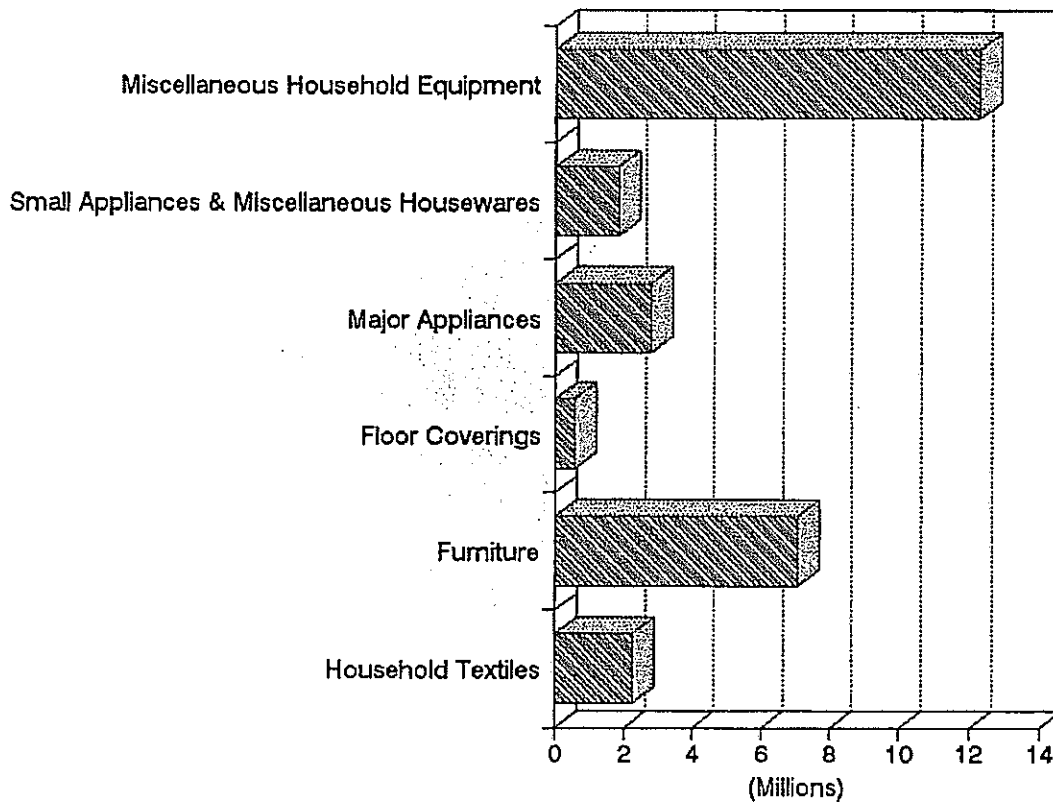
SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

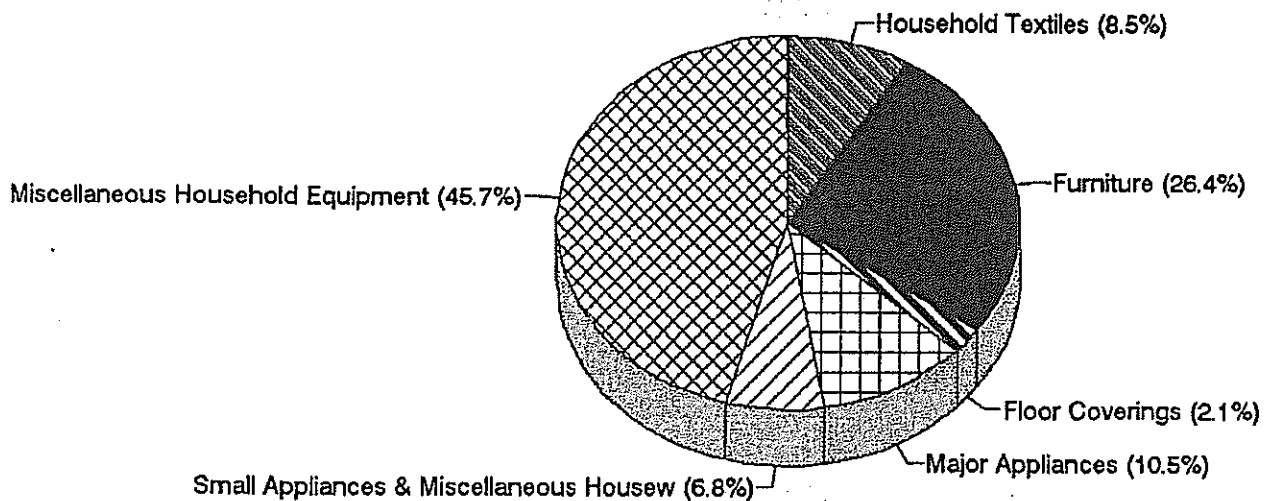
All alcoholic beverages.

DEMAND FOR HOME PRODUCTS

HOME PRODUCTS \$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS % DEMAND FOR EACH DOLLAR





DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	63	121,653
\$15000-24999	1,823	134	244,282
\$25000-34999	1,747	145	253,315
\$35000-49999	2,774	157	435,518
> \$50000	5,195	236	1,226,020
TOTAL DEMAND FOR PRODUCT =			\$2,280,788

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Bathroom, bedroom, kitchen, dining room, and other linens,
curtains and drapes, slipcovers, pillows and sewing
materials.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	160	308,960
\$15000-24999	1,823	272	495,856
\$25000-34999	1,747	295	515,365
\$35000-49999	2,774	415	1,151,210
> \$50000	5,195	887	4,607,965
TOTAL DEMAND FOR PRODUCT =			\$7,079,356

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	15	28,965
\$15000-24999	1,823	32	58,336
\$25000-34999	1,747	25	43,675
\$35000-49999	2,774	18	49,932
> \$50000	5,195	75	389,625
TOTAL DEMAND FOR PRODUCT =			\$570,533

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	85	164,135
\$15000-24999	1,823	109	198,707
\$25000-34999	1,747	136	237,592
\$35000-49999	2,774	184	510,416
> \$50000	5,195	328	1,703,960
TOTAL DEMAND FOR PRODUCT =			\$2,814,810

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Refrigerators, freezers, dishwashers, stoves, ovens, garbage
disposals, vacuum cleaners, microwaves, air conditioners,
sewing machines, washing machines, dryers, and floor clean-
ing equipment.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	69	133,239
\$15000-24999	1,823	90	164,070
\$25000-34999	1,747	116	202,652
\$35000-49999	2,774	143	396,682
> \$50000	5,195	180	935,100
TOTAL DEMAND FOR PRODUCT =			\$1,831,743

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Small electrical kitchen appliances, portable heaters, china
and other dinnerware, flatware, glassware, silver and serv-
ing pieces, nonelectrical cookware and plastic dinnerware.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	347	670,057
\$15000-24999	1,823	486	885,978
\$25000-34999	1,747	603	1,053,441
\$35000-49999	2,774	792	2,197,008
> \$50000	5,195	1,438	7,470,410
TOTAL DEMAND FOR PRODUCT =			\$12,276,894

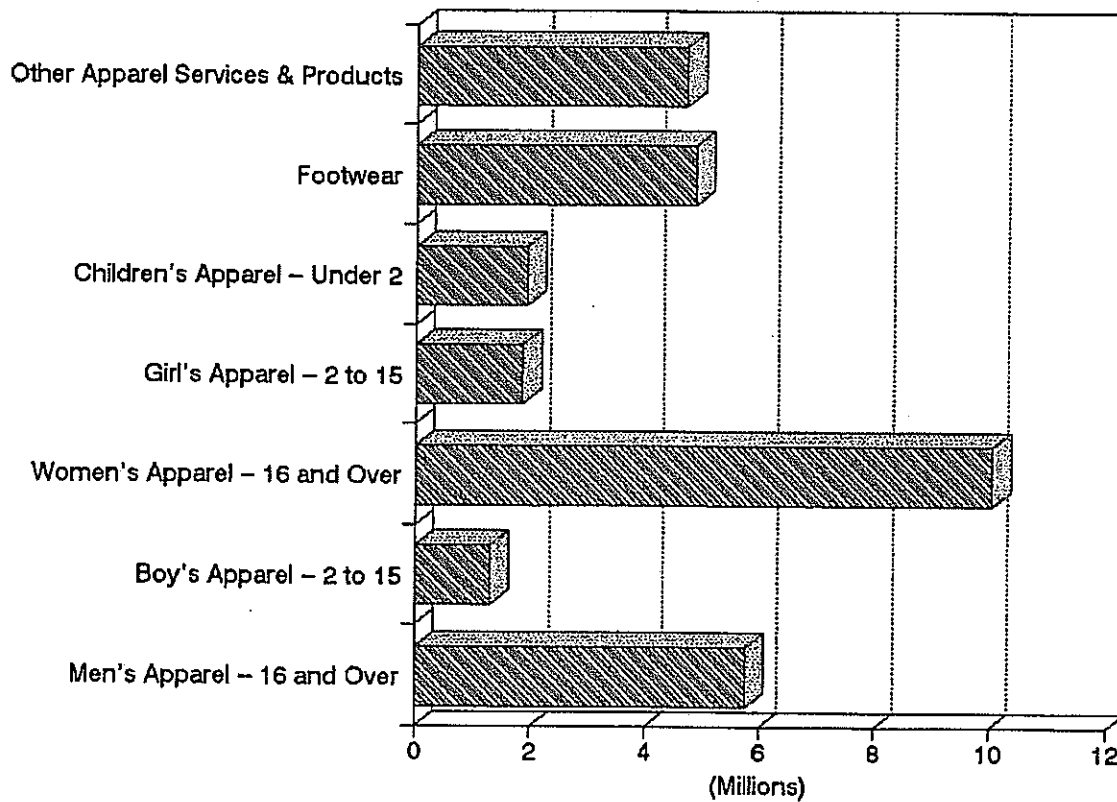
SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

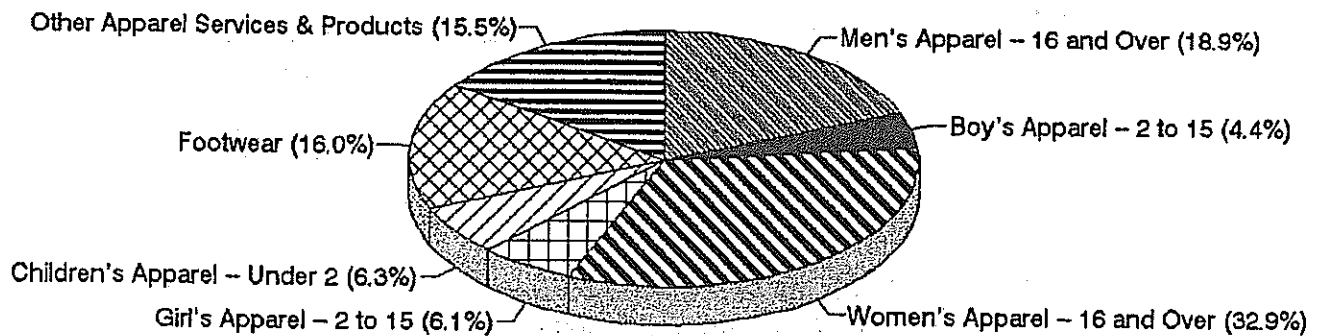
Typewriters, luggage, lamps, light fixtures, window cover-
ings, clocks, lawnmowers, garden equipment, hand and power,
tools, telephone devices, computers, office equipment, house
plants, outdoor equipment, and small miscellaneous furnish-
ings.

DEMAND FOR APPAREL PRODUCTS

APPAREL PRODUCTS \$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS % DEMAND FOR EACH DOLLAR





DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	189	364,959
\$15000-24999	1,823	240	437,520
\$25000-34999	1,747	292	510,124
\$35000-49999	2,774	372	1,031,928
> \$50000	5,195	660	3,428,700
TOTAL DEMAND FOR PRODUCT =			\$5,773,231

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	57	110,067
\$15000-24999	1,823	73	133,079
\$25000-34999	1,747	67	117,049
\$35000-49999	2,774	80	221,920
> \$50000	5,195	144	748,080
TOTAL DEMAND FOR PRODUCT =			\$1,330,195

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	516	996,396
\$15000-24999	1,823	465	847,695
\$25000-34999	1,747	530	925,910
\$35000-49999	2,774	577	1,600,598
> \$50000	5,195	1,094	5,683,330
TOTAL DEMAND FOR PRODUCT =			\$10,053,929

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	50	96,550
\$15000-24999	1,823	100	182,300
\$25000-34999	1,747	110	192,170
\$35000-49999	2,774	129	357,846
> \$50000	5,195	198	1,028,610
TOTAL DEMAND FOR PRODUCT =			\$1,857,476

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: CHILDREN'S APPAREL – UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	66	127,446
\$15000-24999	1,823	89	162,247
\$25000-34999	1,747	125	218,375
\$35000-49999	2,774	153	424,422
> \$50000	5,195	190	987,050
TOTAL DEMAND FOR PRODUCT =			\$1,919,540

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	224	432,544
\$15000-24999	1,823	231	421,113
\$25000-34999	1,747	261	455,967
\$35000-49999	2,774	316	876,584
> \$50000	5,195	519	2,696,205
TOTAL DEMAND FOR PRODUCT =			\$4,882,413

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All footwear, except for children under 2 and special foot-
wear used for sports such as bowling or golf shoes.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	137	264,547
\$15000-24999	1,823	227	413,821
\$25000-34999	1,747	270	471,690
\$35000-49999	2,774	344	954,256
> \$50000	5,195	506	2,628,670
TOTAL DEMAND FOR PRODUCT =			\$4,732,984

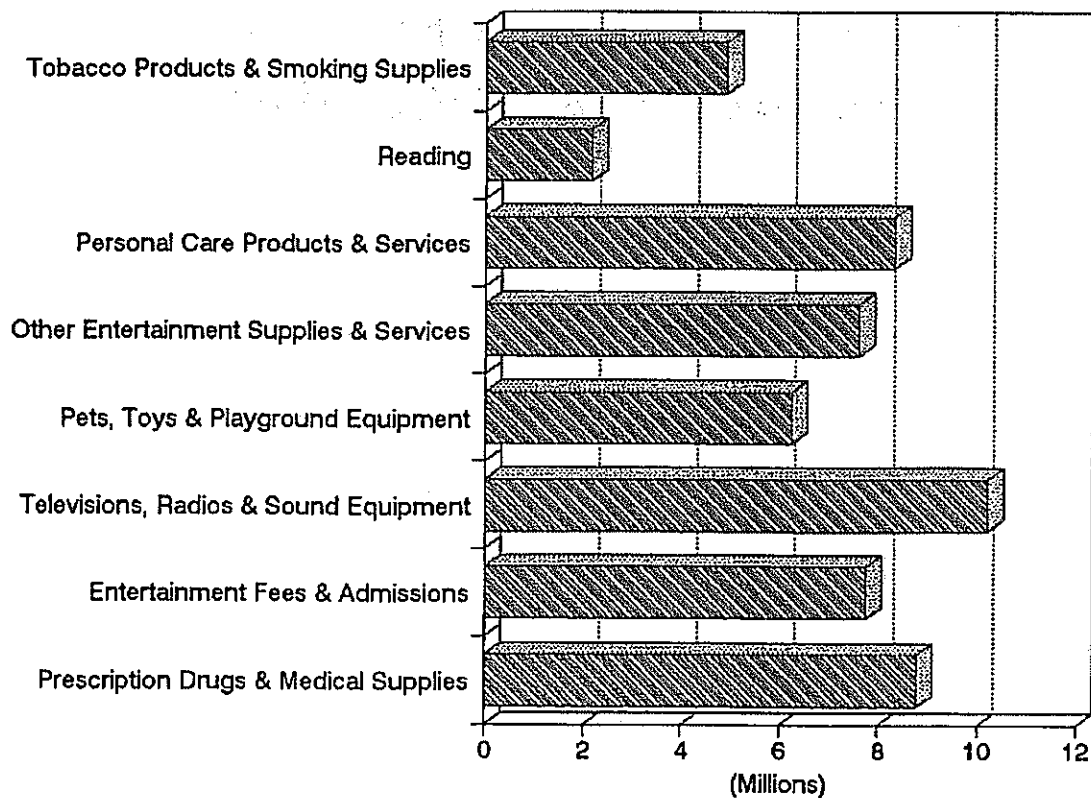
SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

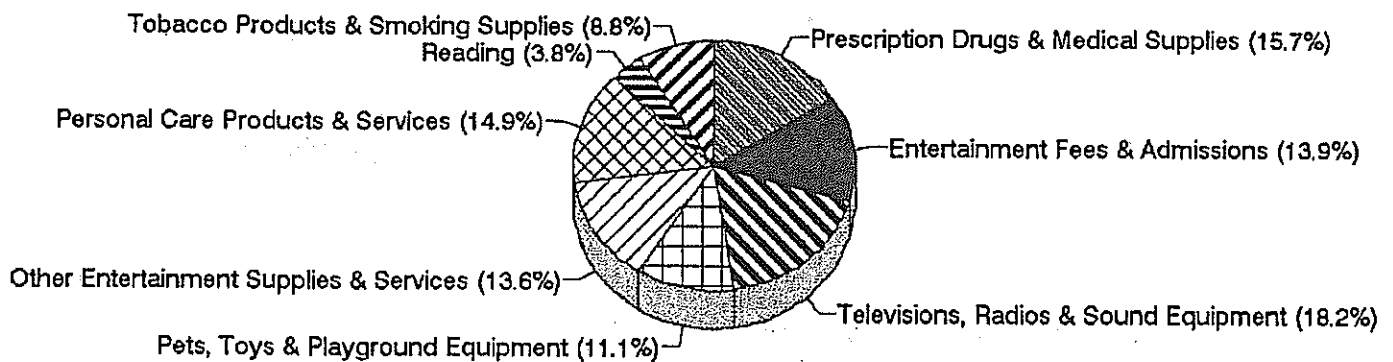
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR





DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	455	878,605
\$15000-24999	1,823	708	1,290,684
\$25000-34999	1,747	701	1,224,647
\$35000-49999	2,774	639	1,772,586
> \$50000	5,195	700	3,636,500
TOTAL DEMAND FOR PRODUCT =			\$8,803,022

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	204	393,924
\$15000-24999	1,823	233	424,759
\$25000-34999	1,747	281	490,907
\$35000-49999	2,774	410	1,137,340
> \$50000	5,195	1,027	5,335,265
TOTAL DEMAND FOR PRODUCT =			\$7,782,195

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Admissions to sporting events, movies, concerts, plays,
and movie rentals.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	400	772,400
\$15000-24999	1,823	512	933,376
\$25000-34999	1,747	621	1,084,887
\$35000-49999	2,774	730	2,025,020
> \$50000	5,195	1,043	5,418,385
TOTAL DEMAND FOR PRODUCT =			\$10,234,068

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Television sets, video recorders, tapes, video game hardware
and cartridges, radios, phonographs and components, records
and tapes, musical instruments, and rental of the same
equipment.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	162	312,822
\$15000-24999	1,823	280	510,440
\$25000-34999	1,747	330	576,510
\$35000-49999	2,774	419	1,162,306
> \$50000	5,195	708	3,678,060
TOTAL DEMAND FOR PRODUCT =			\$6,240,138

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and
playground equipment.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	125	241,375
\$15000-24999	1,823	176	320,848
\$25000-34999	1,747	283	494,401
\$35000-49999	2,774	361	1,001,414
> \$50000	5,195	1,074	5,579,430
TOTAL DEMAND FOR PRODUCT =			\$7,637,468

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Indoor exercise equipment, athletic shoes, bicycles, camping
equipment, sporting goods, and photographic equipment and
supplies.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	331	639,161
\$15000-24999	1,823	450	820,350
\$25000-34999	1,747	490	856,030
\$35000-49999	2,774	555	1,539,570
> \$50000	5,195	864	4,488,480
TOTAL DEMAND FOR PRODUCT =			\$8,343,591

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Services and products for hair, oral hygiene products,
cosmetics, and electric personal care appliances.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	75	144,825
\$15000-24999	1,823	101	184,123
\$25000-34999	1,747	115	200,905
\$35000-49999	2,774	135	374,490
> \$50000	5,195	240	1,246,800
TOTAL DEMAND FOR PRODUCT =			\$2,151,143

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.



DOWNTOWN JONESVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,931	240	463,440
\$15000-24999	1,823	350	638,050
\$25000-34999	1,747	396	691,812
\$35000-49999	2,774	415	1,151,210
> \$50000	5,195	380	1,974,100
TOTAL DEMAND FOR PRODUCT =			\$4,918,612

SOURCE: U.S. Department of Labor, Consumer Expenditure
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.



The Retail Report®

USER GUIDE

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

HyettPalma

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2004.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products — products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included — both a snapshot of their characteristics today and a five year projection of their changing characteristics.

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.



How Can Downtown Directors and Economic Development Professionals Use The Retail Report ?

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

- showing existing business owners what trade area residents are spending their money on;

- helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and

- enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

- showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;

- showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and

- targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.



To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

How Can Business Owners Use The Retail Report ?

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

How Can Entrepreneurs Use The Retail Report ?

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

- compare the markets for a variety of different retail products;
- determine what type of retail business to open;
- complete a realistic business plan before opening that business; and
- persuade bankers and investors that a strong market exists for the type of retail business being opened.