Lenawee County Planning Commission

Staffed by the Region 2 Planning Commission (R2PC)
120 W. Michigan Avenue • Jackson, MI 49201
Phone (517) 788-4426 • Fax (517) 788-4635

MEETING NOTICE

CONTACT: Alissa Starling
Region 2 Planning Commission
Staff Planner

(517) 745-4293
astarling@mijackson.org

DATE: January 18, 2024

TIME: 6:00 pm

PLACE: Lenawee Room |Human Services Bldg
1040 S. Winter Street
Adrian, Michigan

MEETING AGENDA

Please note the next meeting will take place on February 15, 2024.

Lenawee County Planning Commission

Staffed by the Region 2 Planning Commission (R2PC)
120 W. Michigan Avenue • Jackson, MI 49201
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MEETING MINUTES

THURSDAY, DECEMBER 21ST, 2023

LENAWEE ROOM ● LENAWEE COUNTY HUMAN SERVICES BUILDING ● ADRIAN, MICHIGAN

Members Present:	LCPC Vice Chairperson Dersham; Commissioner Dillon, Education Representative; Commissioner Witt; Commissioner Tillotson, Board of Commissioners; and Commissioner Nickel.
Members Absent:	Ms. Rebecca Liedel, LCPC Chairperson & Commissioner Bolton, Board of Commissioners.
Public Present:	None.
Others Present:	Alissa Starling, LCPC Staff/Recording Secretary

ITEM 1 CALL TO ORDER.

Vice Chairperson Dersham called the meeting to order at 6:15 pm. Those in attendance joined in the Pledge of Allegiance.

ITEM 2 PUBLIC COMMENT.

None.

ITEM 3 APPROVAL OF AGENDA.

Staff submitted the December 21, 2023 regular meeting agenda for approval.

Commissioner Nickel commented that the exact dimensions of the parcels are incorrect in Agenda Item 2. Staff will modify this in the packet.

Annual LCPC Commissioner elections were added to the agenda.

Commissioner Tillotson made a motion, seconded by Commissioner Nickel, to *approve* the December 21, 2023 regular meeting agenda, as amended. *The motion passed 5-0.*

ITEM 4 APPROVAL OF MINUTES.

Staff submitted the November 16, 2023 regular meeting minutes for approval.

Commissioner Witt made a motion, seconded by Commissioner Dillon to *approve* the November 16, 2023 regular meeting minutes, as presented. *The motion passed 5-0.*

ITEM 5 REQUEST(S) FOR REVIEW, COMMENT, AND RECOMMENDATION.

A. CONSIDERATION OF TOWNSHIP ZONING AMENDMENT(S).

1. *#23-17 — Macon Township - Solar Ordinance*

   Commissioner Tillotson provided an explanation to the Board regarding carbon sequestration and its connection to agricultural properties.

At 6:28 pm, Commissioner Tillotson moved, seconded by Commissioner Nickel, to recommend the approval of the zoning amendment application to the Macon Township Board of Trustees (refer to staff report). The motion was unanimously passed with a 5-0 vote.*#23-18 — Cambridge Township*

2. *#23-17 — Cambridge Township – Rezoning Application*

   Commissioner Tillotson emphasized the need for additional studies or evidence in the submission documents to prioritize wetland protection. Subsequent discussion revolved around this critical matter.

   At 6:51 pm, Commissioner Tillotson proposed a motion, seconded by Commissioner Witt, to <u>*table*</u> the rezoning application. The motion was unanimously approved with a 5-0 vote.

B. **CONSIDERATION OF PA 116 FARMLAND AGREEMENT(S).**

None.

C. **CONSIDERATION OF MASTER PLAN(S).**

None.

ITEM 6 OTHER BUSINESS.

A. **OLD BUSINESS.**

None.

B. **NEW BUSINESS.**

1. *LCPC Yearly Calendar*

   Commissioner Whitt presented a motion at 7:05 pm to approve the meeting dates for 2024, which was seconded by Commissioner Dersham. The motion received unanimous approval with a 5-0 vote.

2. *Annual Commissioner Elections.*

   The annual commissioner elections commenced at 7:05 pm.
   At 7:07 pm, Chairperson Liedel was re-elected as Chair, and Vice-Chairperson Dersham was also re-elected.

ITEM 7 PUBLIC COMMENT.

None.

ITEM 8 COMMISSIONER COMMENT.

None.

ITEM 9 ADJOURNMENT.

The meeting adjourned at 7:08 pm.

Respectfully submitted,

Alissa Starling, LCPC Recording Secretary

December 18, 2023

RECEIVED
JAN 02 2024
By________

Lenawee County Planning Commission
Region 2
120 W Michigan Ave
Jackson, MI 49201

Subject: Notice of Intent to create a Master Plan Update for the Evans Street Corridor Plan

Dear Commissioners,

Please be advised that the City of Tecumseh has begun preparing a Master Plan Update for Evans Street Corridor, consistent with the provisions of the Michigan Planning Enabling Act, Public Act 33 of 2008, as amended.

The City will be working with its planning consultant, McKenna, to prepare the Master Plan Update. The City has prepared a draft plan and anticipates the 63-day public review period to begin on December 19.

Your comments and questions can be sent via email to eengle@tecumsehmi.gov or mailed to:

City of Tecumseh
Attention:
Ed Engle
Building Services Director
309 East Chicago Boulevard
Tecumseh, Michigan 49286

When the Evans Street Corridor Plan is approved for public distribution, a copy of the draft plan will be uploaded to the City's website (http://www.mytecumseh.org/) for your review and comment. This letter also serves as a notice that you may review the Evans Street Corridor Plan in electronic format. If you would prefer to receive the Evans Street Corridor Plan in paper form, please return one signed copy of this letter for the City's files as authorization.

We thank you in advance for your assistance with the City of Tecumseh's Master Plan Update.

Sincerely,

Ed Engle Digitally signed by Ed Engle Date: 2023.12.18 11:21:27 -05'00'

Ed Engle
Building Services Director
Tecumseh, Michigan

I/WE PREFER INFORMATION IN PAPER FORM ONLY

____
Signature Date

____
Date Name and Title

City of Tecumseh

December 19, 2023

Subject: Draft Evans Street Corridor Plan Available for Public Review

Please be advised that the City of Tecumseh has prepared a proposed Master Plan Update for the Evans Street Corridor. The City has been working with its planning consultant, McKenna Associates, to prepare the proposed Plan and has conducted several public input sessions and stakeholder meetings. At its meeting on December 18, the Tecumseh City Council authorized the Draft Plan for distribution and initiated the 63-day public review period in accordance with the Michigan Planning Enabling Act (Public Act 33 of 2008, as amended).

The Introduction section of the Draft Plan is enclosed with this letter, and a complete copy of the Plan is available on the City's website: https://www.mytecumseh.org/news_detail_T39_R153.php. If you would like a hard copy of the Draft Plan, one can be requested by contacting the Building Services Department at the e-mail listed below or by calling (517) 424-6547.

Your comments or questions regarding the Draft Evans Street Corridor Plan are welcomed at this time and can be sent via email to eengle@tecumsehmi.gov or mailed to:

> City of Tecumseh Building Services
> Attn: Ed Engle
> PO Box 396
> Tecumseh, Michigan 49286

Please submit comments on or before February 21, 2024. We thank you in advance for your assistance with the City of Tecumseh's Master Plan Update.

Sincerely,

Ed Engle
Building Services Director
Tecumseh, Michigan

Innovative • Timeless • Inviting

Lenawee County Planning Commission
January 18, 2024
004

City of Tecumseh

Evans Street Corridor Plan

City of Tecumseh, MI

December 6, 2023

ACKNOWLEDGMENTS

City Council

Jack Baker, Mayor
Austin See
Brent Gnodtke
Brian Radant, Mayor Pro-Tem
Gary Naugle
Ron Wimple
Vicki Riddle

Planning Commission

Bob Fox, Chairperson
Barbara Hammond
Calvin Smith
Charles See
Jessica Stretch
Peter White
Rick Ruhl
Sherri Tuckey
Tammy Drouillard

Administration

Dan Swallow, AICP, MPA, City Manager
Kelly Jo Gilmore, Economic Development Director
Ed Engle, Building Official and Zoning Administrator

Prepared by:

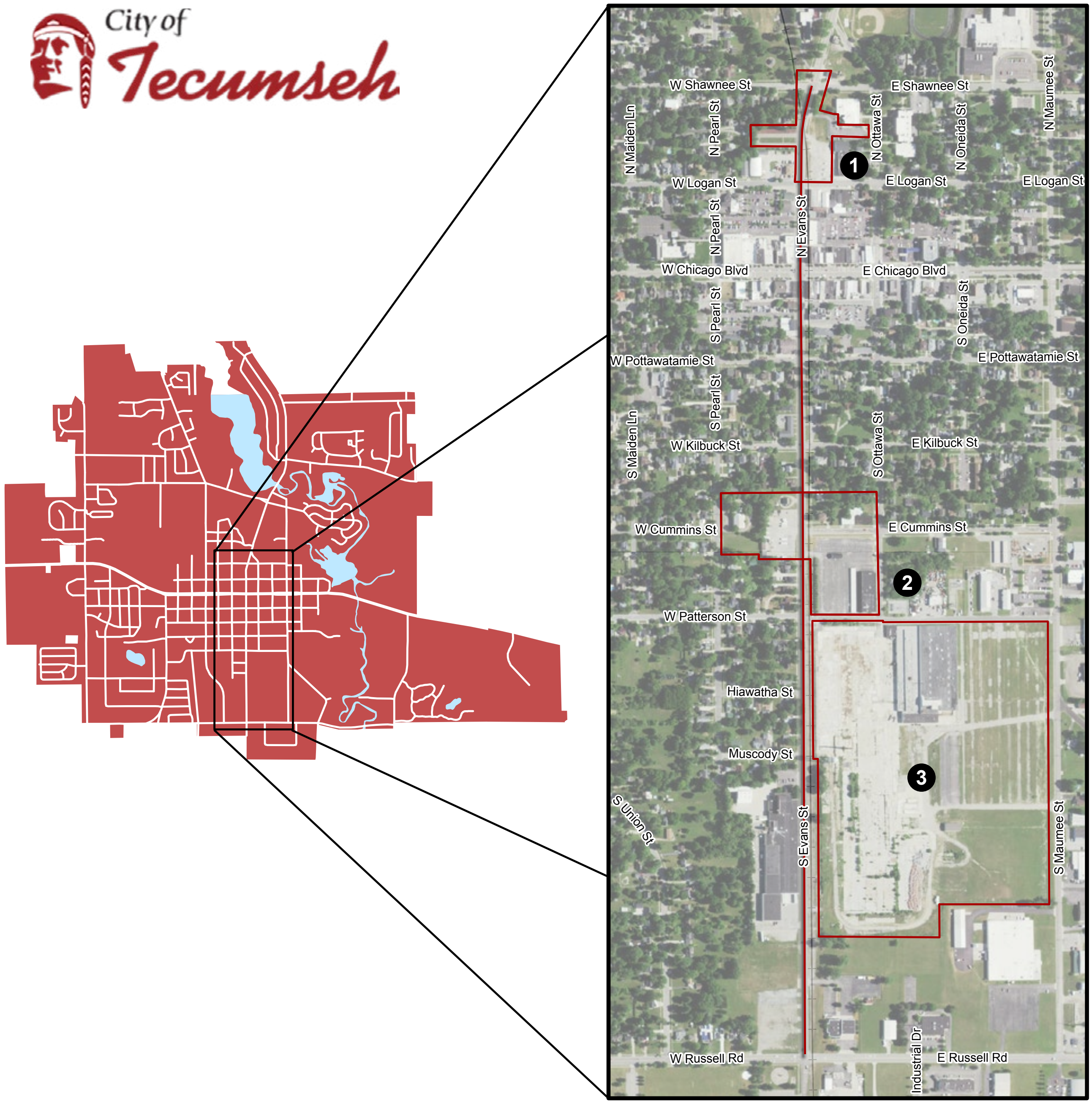
MCKENNA

235 East Main Street, Suite 105
Northville, MI 48167
mcka.com

TABLE OF CONTENTS

List of Maps

City of Tecumseh



Evans Street Corridor Location

City of Tecumseh
Lenawee County, Michigan

November 10, 2023

LEGEND

Evans Street Corridor

Focus Areas

0 500 1,000
Feet

Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: City of Tecumseh, 2023. McKenna, 2023.

MCKENNA

City of Tecumseh

Introduction

The Evans Street Corridor Plan is a comprehensive analysis and strategic action plan for Tecumseh's Downtown north-south corridor. This Plan will serve as an update to the 2017 South Evans Street Subarea plan, functionally replacing it. In addition to replacing the existing South Evans Subarea Plan, this plan expands the scope of the subarea to include a portion of North Evans Street. Evans Street is important corridor, and the subarea along Evans Street from Shawnee Street to Russell Road. This corridor intersects Downtown Tecumseh and is critical in providing connectivity throughout the community, as well as provide opportunities for future development and redevelopment.

The first focus area is along North Evans Street and encompasses the Farmer's Market (Market on Evans), Library parking lot, Shawnee Street intersection, and empty gravel lot that was previously linked to the Hamblin Building. Also in the vicinity is the former Hamblin Printing building, various commercial uses such as auto dealerships, consignment shops, and office uses.

The second focus area is north of the Tecumseh Products site and includes a current RV storage lot, City-owned vacant property, and a block of former Tecumseh Products Co. offices, and parking lot that is in the process of being converted into a mixed-use development.

Finally, the third and largest focus area is the former Tecumseh Products site. In 2013, Tecumseh Products moved its headquarters out of Tecumseh, vacating a 54-acre industrial campus on the south side of the City. The site is located south of downtown, approximately bound by Evans on the west, Cummins and Patterson on the north, Maumee on the east and Russell on the south. The Tecumseh Fire Department, an industrial warehouse, and two commercial developments (brewery and bank) are on the south end with frontage onto Russell Street. To the east, the uses are mainly industrial-commercial, while to the west, the uses are mainly residential.

The site has contamination issues, including groundwater plumes of Trichoroethene, cis-Dichloroethene, Vinyl Chloride, Chlorinated Ethenes, and VOC's in excess of Michigan's Part 201 Criteria, but is in the process of being remediated. In the interim, vapor mitigation systems may be required for new construction and redevelopment opportunities.

By using the focus areas as anchor points, the intent of this plan is to offer strategies and goals to provide more connectivity and usability of the Evans Street Corridor.

City of Tecumseh

Background

1. **Development Characteristics.** The South Evans Street Corridor and its existing development can be classified based on its existing land use alongside the physical character and quality of those uses.

    a) **Physical Form and Character.** As a part of the physical form and character, building type, size, and character are observed in addition to parcel size and setbacks. Corridor character, streetscape features, and right-of-way improvements are also a part of this analysis.

    Generally, from Logan Street to Pottawatamie, setbacks along Evans Street are limited and buildings are close to the rights-of-way. Side and rear setbacks are also smaller, meaning in general that the commercial buildings in this area are relatively close to each other. However, continuing southbound, the setbacks begin to increase, giving residential areas small front yards. These smaller setbacks provide the Evans Street Corridor with a small-town, intimate feeling, especially between Logan Street and Kilbuck Street.

    The industrial portion to the south serves as a gateway to the S. Evans Street Corridor. For many, the first impression of this corridor when traveling northbound involves the railway and the large, poorly screened industrial properties on either side of the road. Chain link fences are installed along the perimeter of there properties, contributing to the industrial feel. Additionally, one industrial building wall abuts Evans Street with limited landscaping. This large wall has the opportunity to be enhanced with additional screening or public art (Exp. murals). Some residential properties have chain-link fences in the front and side yards of the property, which either should be forbidden or replaced with decorative fences or landscaping.

    In contrast, the corridor's gateway to the north is marked by greenery and an athletic field. The church building on the west side of the corridor provides pleasant stone architecture. The chiropractic clinic and the white commercial building on the east side of the road are close to the right-of-way and therefore provide streetscape structure. However, these buildings lack architectural character but have the opportunity to be improved upon. Unlike the south corridor, there are houses with classic architecture, many of which have a brick façade and unique historical character.

b) **Condition and Value.** Many of the properties to the north are of better condition and higher value than those to the south of the corridor. Housing to the north, near the commercial district range from 200-300 thousand dollars, but houses near the industrial district are generally 100-200 thousand dollars. The commercial properties in the B-2 core area are of the highest value and condition, and to the north and south the architectural interest decreases.

c) **Ownership.** Many, if not all, of the residential properties along the Evans Street Corridor are owned rather than rented. On the other hand, many of the commercial and office properties are both owned and rented out. The same is true for the industrial properties. Lenawee County owns the largest amount of industrial property to the south, which provides a unique opportunity for redevelopment partnerships..

d) **Open Space, Natural & Civic Features.** For the most part, the Evans Street Corridor is built out, with some exceptions. The northernmost and southernmost portions of the corridor have empty, underdeveloped parcels that are either owned privately, by the city, or the county. There are very few natural features, as most empty parcels are cleared of trees. The northern entrance to the corridor is marked by a baseball field affiliated with Tecumseh Public Schools , which offers the opportunity for connections to the neighborhoods to the east. Hotrum Promenade Park and the Market on Evans Street are also nearby. South of Chicago Boulevard, the only open space is Elliott Park, which is located east of Evans Street. This park could serve as a key non-motorized node for the proposed Trail connection along S. Ottawa Street. Incorporation public open, natural and civic features into the redevelopment of the former Tecumseh Products Site could help address this current deficiency in the southern section of the corridor.

2. **Transportation Analysis**

a) **Transportation, Roads & Parking Assessment.** Evans Street itself is classified as a minor arterial road, with significant intersections on the more highly trafficked cross streets such as Patterson Street, Pottawatamie Street, and Logan Street. Its more major, signal controlled intersections are with other minor arterial roads including Chicago Boulevard and Russel Road. The primary mode of transportation in the area is the personal vehicle, however there is a relatively complete network of sidewalks alongside Evans Street, which enables people to walk or bike. In terms of parking, the downtown is serviced by publicly owned surface parking lots, which currently provide adequate coverage except for peak demand events. Some of the abandoned uses along the corridor include large historic parking lots, which are likely in excess of future needs and should be repurposed as redevelopment occurs. Evans Street and Chicago Boulevard have on-street parking available for those who wish to shop at nearby businesses.

b) **Multimodal & Mobility.** As previously mentioned, the personal vehicle is the main mode of transportation in the area, apart from the core downtown, where pedestrian traffic is more considerable. Bike lanes have been installed on Chicago Blvd., but are not well connected to the neighborhoods or the regional trail network. There is a complete sidewalk network, but no other reliable mode of transportation such as public transit. There is a railroad that runs along Evans Street; however, it is not utilized for short-distance public transportation.

c) **Walking and Bicycle Facility Condition.** Sidewalks are complete and relatively accessible except for the industrial area. Sidewalks begin where the residential is located. Detectable warning surfaces are placed appropriately, and adequately warn pedestrians that they are entering a railroad or road. However, except for Chicago Boulevard, there are no crosswalks. Crosswalks would be appropriate for pedestrians crossing the major arterial intersections. Stop bars for vehicles are appropriately placed where crosswalks are located as well. Pedestrian crossing buttons are available off of Evans and Chicago, and like crosswalks, could be placed elsewhere.

Public Engagement

Public Open House. August 16, 2023. Tecumseh City Hall.

From June to September, several community engagement events were held to elicit feedback and opinions on the Evans Street Corridor Plan. This section contains summaries of the following engagement events:

- Focus Groups
- Public Open House
- Stakeholder Phone Interviews
- Community Survey

Figure 1. Former concepts from the 2017 South Evans Subarea Plan.

FOCUS GROUPS

On June 21, 2023, two focus group meetings were held at City Hall. The first focus group is centered around the North Evans Corridor and the second focus group is centered around the South Evans Corridor. Both focus groups shared concerns over the railroad that runs along Evans Street. Concerns including the railroad limiting connectivity, the railroad not being properly maintained, and safety concerns about crossings. Both focus groups also indicated a desire for increased, higher-density housing and consistent design elements that mirror Chicago Boulevard.

The North Evans focus group emphasized the need for mixed-use development, increased density, cohesive streetscaping, and a diversity of retail options. Participants discussed the need for affordable housing and considerations towards the shifting housing demand for younger adults. Additionally, safety concerns regarding the Logan Street intersection were also discussed. When discussing the vacant lot at 109 E. Logan Street (Hamblin Site) participants had a variety of ideas from garden space, to mixed use development, to parking for the library and Farmer's Market.

The South Evans focus group discussions largely centered around the Tecumseh Products site. Participants indicated wanting connections from Russell Road to Downtown, smaller stores, and retail options along South Evans Street. Additionally, concerns about environmental contamination on the former Tecumseh Products site were raised, and the need for additional housing or park/ recreation uses were emphasized. Another discussion point during the South Evans focus group was ensuring that buildings in disrepair were demolished.

Public Open House. August 16, 2023.
Tecumseh City Hall.

PUBLIC OPEN HOUSE

A Public Open House was held at City Hall on August 16, 2023 from 6:00 to 7:00. Participants were able to visit three stations that asked about various aspects of the Corridor. Additionally, participants were able to interact with City Staff and voice their concerns. Boards from two of the stations were left at City Hall for additional feedback.

The first station asked participants what their vision for the Evans Street Corridor is. Community suggestions for improving the Evans Street corridor include mixed-use spaces, a community gathering area, bike-friendly infrastructure, an art gallery, traffic improvements, pedestrian connectivity, bike trail expansion, public facilities like a gym and restrooms, beautification with greenery, and railroad investment.

Station 2 asked participants to review the concept plans from the previous 2017 Subarea Plan and provide feedback on if these concepts are still relevant or how they can be improved. For the Traditional Grid plan, feedback included support for its layout but concerns about excess parking causing traffic congestion and issues with walkability. Regarding the Campus Plan, respondents suggested preserving the railroad as a valuable asset, ensuring retail fronts face Evans, increasing residential or mixed-use developments, enhancing walkability, and appreciating its easy accessibility. In general, there was a consensus that the site should be zoned for commercial and residential purposes, avoiding industrial or factory use. The focus was on making retail establishments face Evans and limiting industrial activity to maintain walkability, desirability, and safety for residents.

The third station included a large map of the Corridor. Participants were asked to identify assets and opportunities as well as concerns along the corridor. Common assets included the Farmer's Market, library, and walkability of Downtown. Opportunities included a wide range of suggestions from increased connectivity, more open space along the corridor, commercial development along South Evans and the Tecumseh Products site, tourism opportunities around the Farmer's Market, and mixed-use/housing along South Evans Street.

The railroad was frequently identified as a concern along the corridor. Additionally, the contamination of the Tecumseh Products site and potential for industrial uses were identified as concerns. Participants also wanted to see condemned buildings demolished, increased bike facilities, and noted that large industrial uses were not compatible with the corridor today.

STAKEHOLDER PHONE SURVEYS

The City identified 10 stakeholders along the Corridor for individual interviews. These allow for a more in-depth conversation with parties that may have a specialized interest in the Corridor. It also allows for early collaboration between the City and businesses//entities in the planning process. Throughout August and September, the stakeholders were contacted, however only five were able to provide input. Stakeholders included business owners along the corridor, public entities, and larger regional entities.

Of the 10 stakeholders the team reached out to, only 5 were available for conversations. These included representatives from the public school system, library, railroad, business owners, and developers. Overall, all of the stakeholders stated that there were very interested in collaborating with the City. These collaborations include corridor improvements such as streetscape elements, increased safety, and providing public amenities. In terms of land uses along the corridor, many stakeholders indicated they would like to see more housing and commercial uses, while some indicated that they think the corridor, particularly in the south, would benefit from industrial uses.

*Public Open House. August 16, 2023.
Tecumseh City Hall.*

COMMUNITY SURVEY

A community survey was available from August 7 to September 29, 2023, both online and in hard copy form. A total of **301** responses, **282** online and **19** hard copies, were captured. The results of the survey engagement are summarized below. The complete results can be found in the appendix.

Public Open House. August 16, 2023. Tecumseh City Hall.

Respondents were asked **how important each of the following priorities are for the Evans Street Corridor.** The top priority was improving safety at crossings and intersections, followed by improving sidewalk quality and connectivity and developing or redeveloping vacant land along the corridor.

Response	Weighted Average	Number of Responses
Improving safety at crossings and intersections	4.25	257
Improving sidewalk quality and connectivity	4.21	257
Developing/redeveloping vacant land along the corridor	3.98	255
Improving crosswalk visibility	3.94	256
Connecting people to parks and open spaces	3.93	256
Connecting people to shopping and commercial areas	3.92	254
Improving urban design elements (lighting, trees, benches)	3.73	255
Connecting people to local and regional trails	3.64	255
Adding/improving green space and open spaces for gathering	3.60	255
Increasing commercial and business uses along the corridor	3.51	253
Adding/improving off-street trails and paths	3.44	254
Connecting people to private and public schools	3.31	255
Connecting people to employment centers	3.16	255
Adding/improving wayfinding signage	3.00	251
Adding mid-block crossings	2.93	253
Increasing housing along the corridor	2.93	254
Adding/improving traffic calming elements (greenway treatments, lane narrowing, medians)	2.90	256
Adding/improving on-street bike lanes	2.74	255
Adding/improving bicycle parking	2.62	255
Adding electric vehicle charging stations	2.44	256
Adding ride-hail / drop-off spaces	2.20	254

When asked **what is the biggest need for new land uses along the corridor**, responded answered multi-family residential, including mixed use most frequently. Other common responses included retail and restaurants. Frequent "Other" responses include recreation for youth, upkeep of properties, keeping the small-town feel, green space, and leaving the corridor as is.

Response	# of Responses	Percentage
Multi-Family Residential, including Mixed-Use	61	24.0%
Retail Options	41	16.1%
Restaurants	39	15.4%
Trails and Trail Awareness (Non-Motorized Transportation Facilities)	33	13.0%
Other	30	11.8%
Public Open Space / Gathering Spaces	21	8.3%
Single Family Residential	19	7.5%
Parking Lots	10	3.9%
Total	254	100.0%

Respondents were asked **what the top destinations along or around the Evans Street Corridor are**, and the Farmer's Market, restaurants, and stores were identified. Frequent "Other" responses include Southern Michigan Railroad, housing, and parks along the corridor or nearby it.

Response	# of Responses	Percentage
Farmer's Market	195	75.9%
Restaurants/Dining Options	182	70.8%
Stores/Shops	160	62.3%
Library	124	48.3%
Parks (Hotrum Promenade, Elliot, Cal Zorn Recreation Center)	113	44.0%
The Trail System (Kiwanis Trial)	100	38.9%
Schools	47	18.3%
Other	6	2.3%

When asked **what should be done with the unpaved lot across from the Market on Evans**, respondents indicated that they would want several small businesses developed at that site. Frequent "Other" responses include public restrooms, covered parking, green space, keeping it as is, and food trucks.

Response	# of Responses	Percentage
Develop as a paved parking lot	126	50.2%
Develop as a mixed-use building	51	20.3%
Maintain as an open space	31	12.3%
Transfer or "swap" the property to develop a parking lot nearby, but not on the street frontage	25	10.0%
Other	18	7.2%
Total	251	100.0%

When asked **what should be done with the Tecumseh Products site**, respondents overwhelmingly replied that it should be a paved parking lot. Frequent "Other" responses include mixed-use, recreation centers/sports complex, park or green space, and solar panels.

Response	# of Responses	Percentage
Several small businesses (active lifestyle shops, convenience stores, markets, etc.)	99	39.5%
Other	58	23.1%
Housing	54	21.5%
Light industrial	40	15.9%
Total	251	100.0%

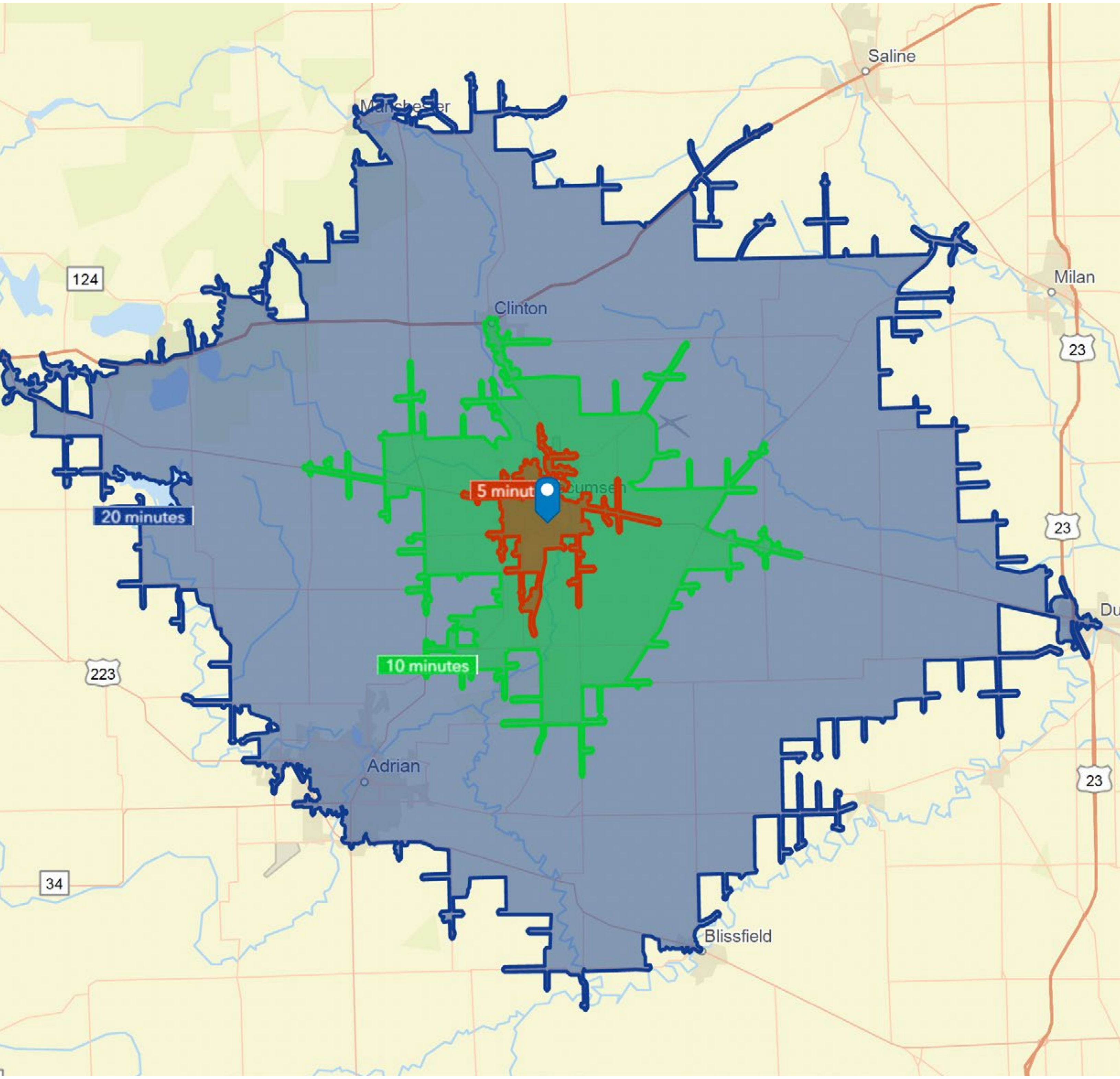
City of Tecumseh

Retail Analysis

In order to assess the potential retail attraction of the subarea, an analysis of the retail market was performed utilizing the ESRI Business Analyst tool. The analysis combines two important indices, the Market Potential Index (MPI) and the Spending Potential Index (SPI), to create a holistic understanding of the overall market potential of the area. These two indices serve different purposes and provide distinct insights into market and consumer dynamics. The MPI is designed to assess the overall market potential of a specific area and considers various factors such as population size, growth, income, and retail potential (for MPI data please reference the Appendix). Whereas the SPI focuses specifically on consumer spending potential, by analyzing demographic and socioeconomic factors such as income, education, employment, and age. It helps businesses understand the economic capacity of consumers in a particular area and their likelihood to spend. Often, there is a lack of sufficient demand in a use category for an entire new store, but a creative entrepreneur may be able to combine complementary retail uses to open a store with sufficient demand. The retail analysis was done for drive times of 5, 10, 20, and 30 minutes from the Tecumseh Products Site. These areas are shown in the map above.

A indicator score of 100 represents the nationwide average for spending or market potential. A higher value indicates greater consumer spending potential or market potential in the area, while a lower value suggests lower spending or market potential. In addition to these indicators, other factors should be considered, such as competition, local market conditions, and product or service offerings. These indicators are just one piece of the puzzle in determining a potential developer.

Figure 2. 5, 10, and 20-minute Drive Time Radii from the Old Tecumseh Products Site



Source: Esri Business Analyst

Within the 10-minute drive time there is a demand for general merchandising and grocery stores.

5-Minute Drive Radius

Within a 5-minute drive radius of Tecumseh, the Spending Potential Index (SPI) values for various retail categories generally range from the high 70s to the mid-90s. This suggests that the immediate vicinity has a moderate to strong consumer spending potential across various retail sectors. Notable categories with relatively high SPI values in this radius include "Lawn and Garden Equipment Stores" (SPI 97) and "Florists" (SPI 97). These sectors indicate strong spending potential, possibly due to seasonal demands and local preferences.

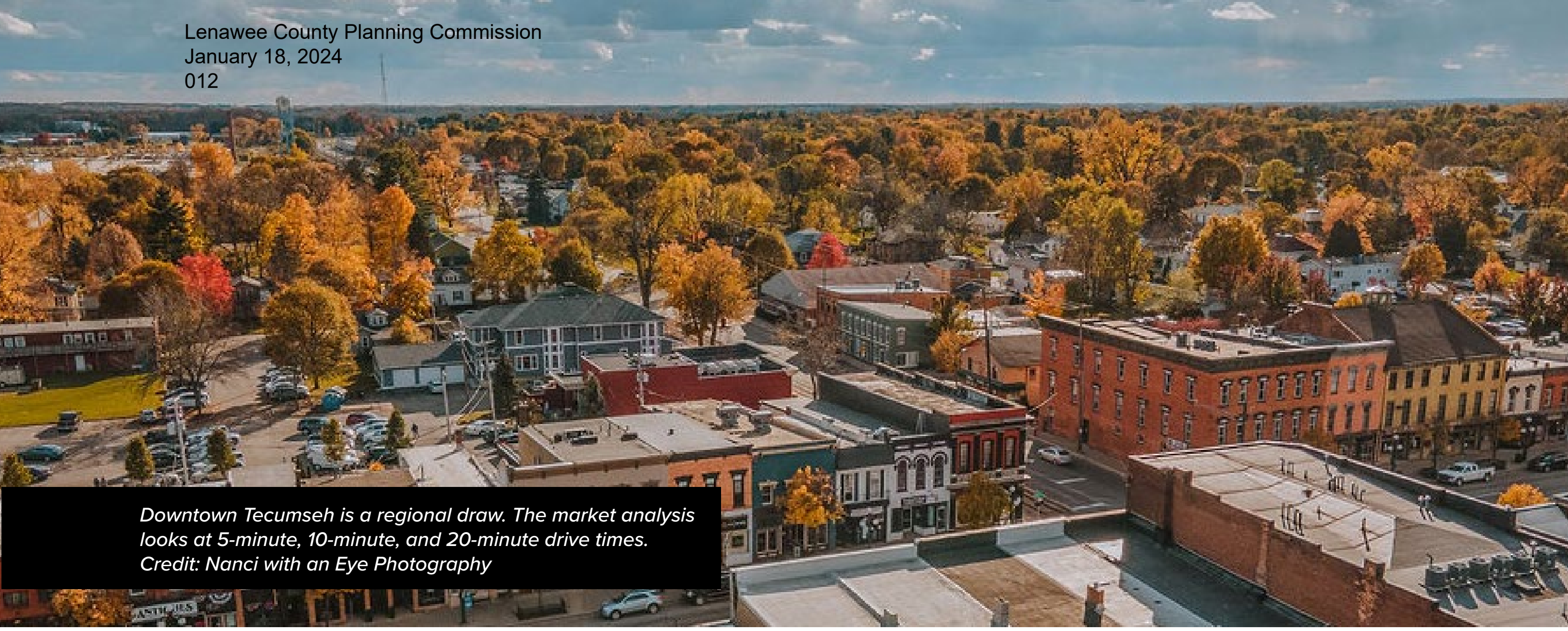
Categories like "Electronics and Appliance Stores," "Sporting Goods, Hobby, and Music Stores," and "Restaurants" also exhibit healthy SPI values in the low 80s, indicating promising opportunities for retailers in these segments. Some categories, such as "Book Stores" and "Bars," show slightly lower SPI values, but they still suggest a reasonable level of spending potential within the immediate area and may be supported if they do not already exist in the downtown.

10-Minute Drive Radius

Expanding the radius to a 10-minute drive, the SPI values increase, with more than 50% of the categories coming in at over 90. This indicates the potential to capture regional trips, that otherwise might be going to Adrian, Clinton, Or Dundee, within Tecumseh. "Lawn and Garden Equipment Stores" (SPI 107) continues to stand out as a category with a high SPI value, reinforcing its appeal within this extended radius. Other categories like "Florists," "Furniture Stores," "Grocery Stores," and "Gas Stations" maintain their strong SPI values, indicating stable market conditions. Even categories with lower SPI values, such as "Sporting Goods, Hobby, and Music Stores" and "Book Stores," show potential for attracting customers.

20-Minute and 30-Minute Drive Radius

Expanding the analysis to a 20-minute drive radius, the SPI values remain relatively high across most retail categories, with scores in the low 80s to mid-90s, indicating a consistent consumer spending potential. Categories like "Florists" (SPI 94) and "Lawn and Garden Equipment Stores" (SPI 94) still maintain strong appeal within this larger radius, suggesting regional demand for these products and services. Retail sectors such as "Department Stores," "Furniture Stores," "Specialty Food Stores, "Grocery Stores," "Health and Personal Care Stores," "General Merchandise Stores," and "Office Supply Stores" continue to demonstrate favorable SPI values, indicating market stability. The SPI values for categories like "Book Stores" and "Bars" remain competitive, signifying potential opportunities for retailers in these sectors to capture a broader audience within the 20-minute drive radius.



Downtown Tecumseh is a regional draw. The market analysis looks at 5-minute, 10-minute, and 20-minute drive times. Credit: Nanci with an Eye Photography

Table 1. Spending Potential Index for Various Retail Categories

Industry	5 Minutes	10 Minutes	20 Minutes
Automobile Dealers	89	**97**	86
Other Motor Vehicle Dealers	**94**	**105**	**92**
Auto Parts Stores	89	**96**	86
Furniture Stores	83	**92**	81
Home Furnishings Stores	83	**91**	82
Electronics and Appliance Stores	80	87	78
Building Materials and Supplies Dealers	**91**	**102**	89
Lawn and Garden Equipment Stores	**97**	**107**	**94**
Grocery Stores	84	**92**	82
Specialty Food Stores	82	**90**	80
Beer, Wine, and Liquor Stores	83	**92**	81
Health and Personal Care Stores	90	**99**	87
Gas Stations	87	**94**	84
Clothing Stores	82	89	80
Shoe Stores	81	89	79
Jewelry or Luggage Stores	82	88	80
Sporting Goods, Hobby, and Music Stores	81	89	80
Book Stores	79	89	80
Department Stores	81	89	79
General Merchandise Stores	85	**93**	83
Florists	**97**	**108**	**94**
Office Supplies Stores	84	**92**	82
Used Merchandise Stores	86	**95**	84
Direct Selling Establishment (non-store retailer)	**92**	**102**	**91**
Restaurants	80	88	79
Special Food Services	80	88	79
Bars	79	88	78

Note: Bold numbers indicate SPIs of 90 or higher.

City of Tecumseh

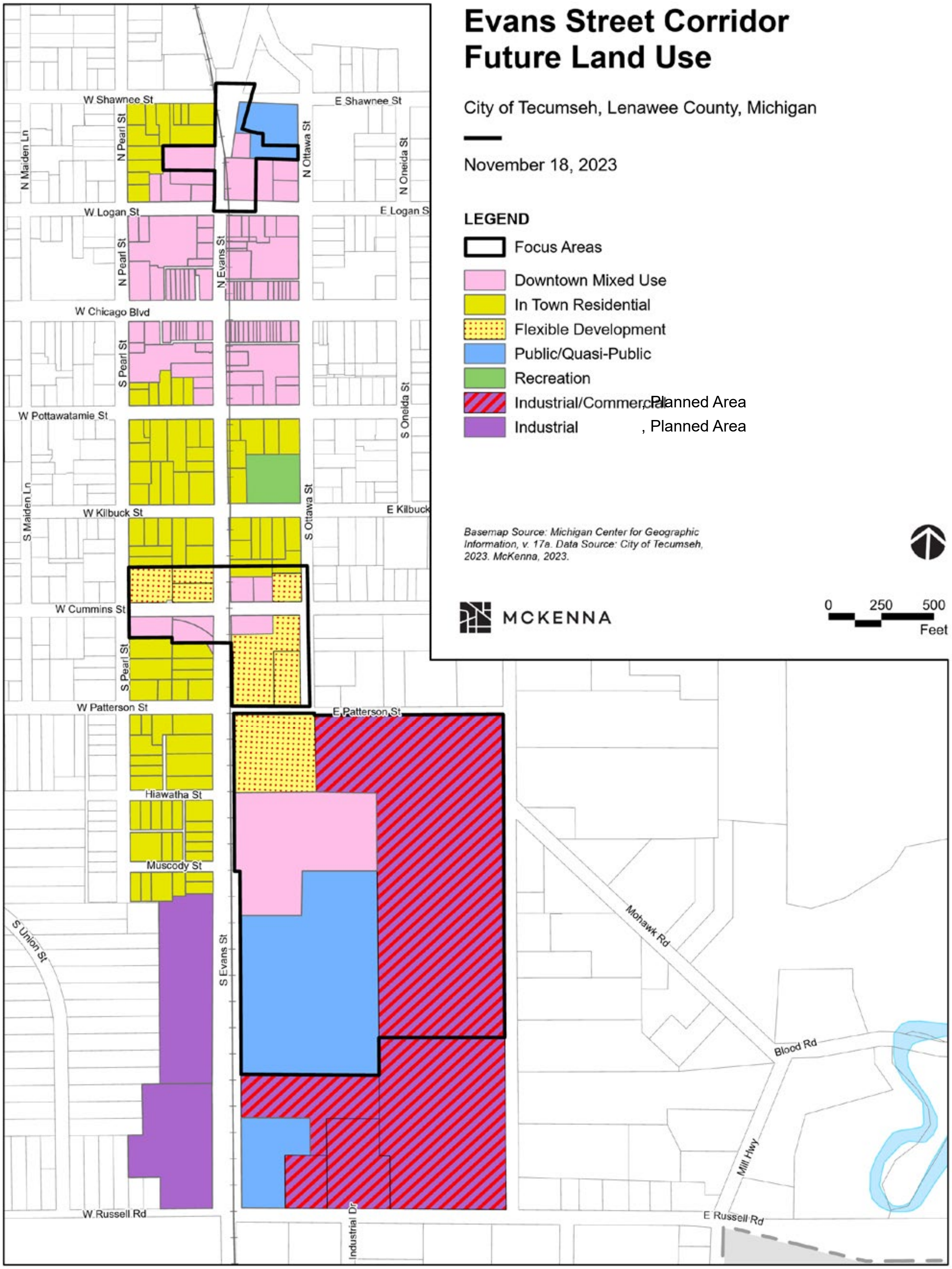
Evans Street Corridor Plan

FUTURE LAND USE

In the 2017 Subarea Plan for South Evans, the future land use designation of the Tecumseh Products site, as well as northwest block adjacent to the Tecumseh Products site, was changed from industrial to South Evans Subarea. This change designated the area as a special project with unique considerations, and a couple of alternative concepts were proposed in 2017.

This updated Future Land Use Map provides specific future land use designations for the South Evans Subarea to facilitate either City initiated rezoning or a rezoning application by a potential developer. Currently, the property is zoned Industrial, which is not consistent with this plan, or with the 2017 Subarea Plan. The Farmer's Market, and adjacent unpaved lot is designated downtown mixed use to facilitate redevelopment of North Evans Subarea. Each of these planned areas are appropriate for redevelopment through the City's PUD process. The concept plans and narratives provide design considerations for future development. These changes allow for these sites to have more flexibility as their development will be consistent with this Plan. The Design Framework, Transportation Framework, and Concept Plan will guide the principles applicable to each site, as well as provide potential ideas for development along the corridor.

The building development will likely be phased. Priority for initial development should be given to prominent corner structures and buildings that create terminus views. Using feedback from community surveys and engagement events, as well as feedback from stakeholders along the corridor, the following land uses are proposed within the North and South Evans Subareas.


Evans Street Corridor
Future Land Use
City of Tecumseh, Lenawee County, Michigan
November 18, 2023
LEGEND
Focus Areas
Downtown Mixed Use
In Town Residential
Flexible Development
Public/Quasi-Public
Recreation
Industrial/Commercial, Planned Area
Industrial, Planned Area
Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: City of Tecumseh, 2023. McKenna, 2023.
MCKENNA
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S Oneida St
S Maiden Ln
W Kilbuck St
E Kilbuck
S Ottawa St
W Cummins St
W Patterson St
E Patterson St
Hiawatha St
Muscody St
S Union St
S Evans St
Mohawk Rd
Blood Rd
Mill Hwy
W Russell Rd
E Russell Rd
Industrial Dr

Example of recent residential construction in Sault Ste. Marie with small retail market component on the first floor. This approach allows for the creation of new housing and maintaining a storefronts along the street without over saturating the retail market.

Flexible Residential

This plan envisions a third area of flexible residential development in the City in the South Evans Subarea. The residential uses along the Evans Street corridor vary in typology. A majority of the corridor is designated as In Town Residential. This use includes primarily single-family housing the existing and historic in nature, however two-family homes may also be appropriate. They can also be categorized by detached garages in the rear and porches in the front, as well as small front yard. This use is the primary housing typology along the corridor.

Within the North Evans Subarea, which is designated Downtown Mixed Use, residential uses would primarily be considered in a mixed use configuration, sharing a building or lot with commercial or office uses. The housing typologies would be attached dwellings including apartments, condos, or townhomes.

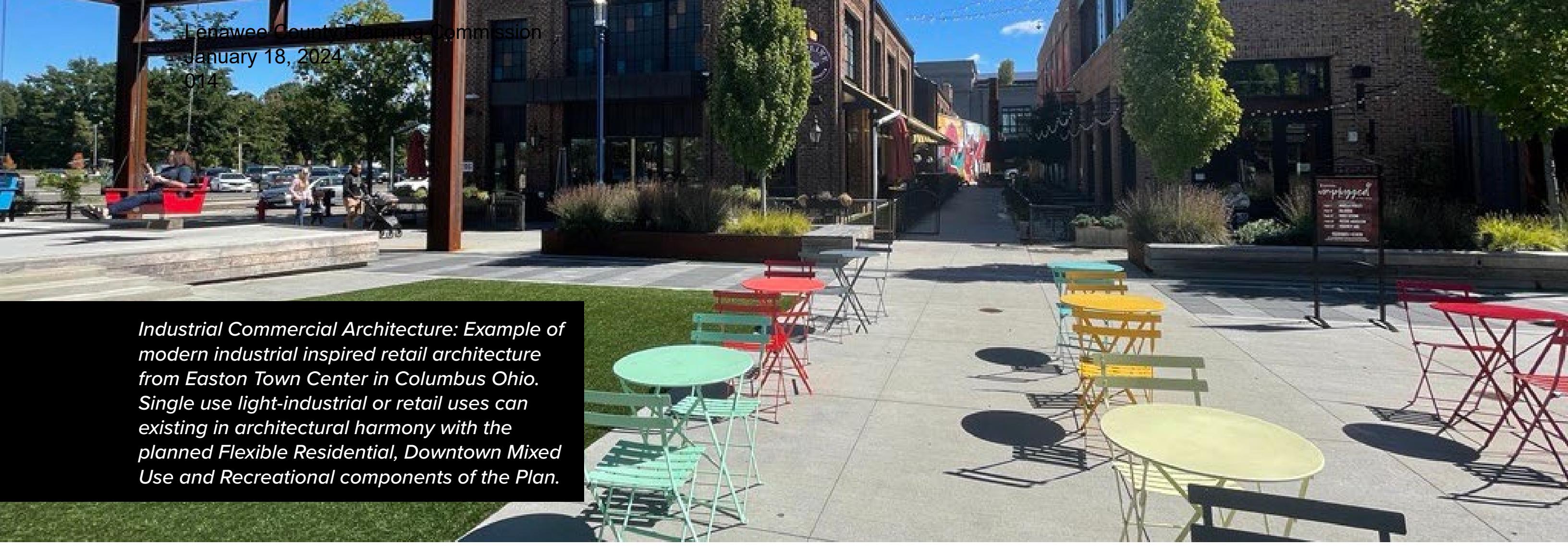
Within the South Evans Subarea, residential uses like townhomes, new apartments, and adaptive reuse apartments are envisioned in the areas designated as flexible residential. Mixed use buildings, with first floor office and retail, would be permitted but not required within these areas as the primary focus for these areas is providing new homes in a complementary manner to downtown and the in Town Residential areas. The housing in both Subareas is intended to provide missing middle housing, meaning it is affordable and meeting a housing need that is currently being overlooked.

Downtown Mixed Use

The Downtown Mixed Use category contains a mixture of several types of uses that would be found in a dense, walkable development. There are several configurations of mixed use development, and many would be appropriate along the Evans Street Corridor. The future land use plan indicates that about 2.5 blocks around Chicago Boulevard are intended to be Downtown Mixed Use. Within this district, mixed use would primarily be housing on second and third floors above first floor retail, office, or restaurants. This allows for a larger downtown population, contributing the viability of the businesses Downtown.

Within the North Evans Subarea, mixed use may also look like second and third floor residential with first floor commercial, depending on the development proposed, however, this type of mixed-use would be consistent with adjacent land uses. Within the North Evans Subarea, commercial development should be incorporated into mixed use projects, single story retail is not appropriate. Mixed use may also include live-work spaces for this site or integrated living and office spaces. The North Evans Subarea is flexible on the type of mixed use as long as development encourages pedestrian safety and City connectivity.

Within the South Evans Subarea, mixed use may include any of the previously discussed configurations. While mixed use buildings with apartments and office on uppers stories and retail on the first floor is desirable, single story retail and commercial uses placed in a manner that increases access by walking and biking, is appropriate in this area. Additionally, with the large lot size, recreation and entertainment would likely be incorporated into mixed-use configurations. Similar to the North Evans Subarea, the mixed use would be flexible to meet the demands of the Community.



Industrial Commercial Architecture: Example of modern industrial inspired retail architecture from Easton Town Center in Columbus Ohio. Single use light-industrial or retail uses can existing in architectural harmony with the planned Flexible Residential, Downtown Mixed Use and Recreational components of the Plan.

Industrial Commercial

The Industrial Commercial use category contains light industrial buildings similar to other buildings in the area. These would not be buildings for heavy industrial uses like Tecumseh Products, because this type of use is not in high demand and is not desired for this area. The Future Land Use Map shows industrial being concentrated at the Evans Street Subarea.

Within the South Evans Subarea, industrial commercial would be limited to the east sides of the site, toward Maumee Street. The area around Maumee Street and Mohawk Street is already industrial with limited residential adjacencies. The intent is to complement the light industrial uses, which do not have the harsh environmental, visual, or noise impacts that heavy industrial may have. It is important to include these uses for a couple reasons. Firstly, industrial uses contribute to the economic and tax base of communities. Secondly, the vast area of the South Evans Subarea lend itself well to larger developments, and industrial commercial uses work well with a campus-style layout. This can also be accomplished aesthetically with design standards.

While commercial uses are encompassed in mixed uses, and there are no specifically designated future land uses as solely commercial, it is important to distinguish the type of commercial development that is desirable in the Industrial Commercial area. Within the South Evans Subarea, commercial developments may exist independently from other uses. Commercial development including department stores, pharmacies, specialty grocers, and general grocery, would complement the character of the neighborhood. Additionally, commercial uses such as breweries and indoor entertainment (bowling, laser-tag, minigolf, ax throwing), should be allowed, even though these uses tend to require more space or have industrial-like considerations, such as screening or processing (breweries).

Recreation and Public/Quasi-Public

Private or public uses are envisioned for the recreation category on the Future Land Use Map. This currently includes parks, such as Elliot Park. Cal Zorn Park is not shown on the Future Land Use map, but should be noted nearby to the corridor. Within the North Evans Subarea, Public/Quasi-Public includes the Library and while the Market on Evans is shown in the Downtown Mixed Use classification, any future development should include considerations for open space. Recreation should have design considerations for pedestrians, such as landscaping, pathways, and amenities. Within the South Evans Subarea, Recreation may include larger scale developments, such as plazas, outdoor entertainment areas, and greenways. Again, these should consider pedestrians and non-motorized user appropriately, as well as the interaction between motorized and non-motorized users.

Public/Quasi-Public uses are public buildings, schools, and other land owned or used by the public to provide non-commercial cultural, recreational, and social services. Within the Future Land Use Map, the two public/quasi-public land uses are the fire department in the south, and the library in the north. In both Subareas, public/quasi-public land uses would be appropriate to include.

DEVELOPMENT AND CHARACTER FRAMEWORK

The Urban Design Framework is informed by site research, design constraints, and transportation system examination. This analysis will provide a basis for corresponding recommendations of preferred plan elements for the corridor.

Regional Trail Connections

The City of Tecumseh is situated in the northeast of Lenawee County. There are existing bike trails and bike lanes near Evans Street, but the Corridor itself remains a gap in the non-motorized system. Regional trail connections are intended to bridge gaps in trail and route connections.

In the fall of 2022, the City completed a road diet along Chicago Boulevard in the Downtown. The road diet included considerations for on street parking, pedestrian safety, as well as on-street bike lanes. This project improved the east-west connections within the Downtown. Another regional connection is the Connecting Lenawee Bike Route, which makes a loop around Downtown Tecumseh, traveling along Shawnee Street, Ottawa Street, Kilbuck Street, and Union Street, which continues north and south to provide regional connections. Cal Zorn Park, which is slightly south of the Evans Street Corridor, also provides off-street, trail connections to Adrian via the Kiwanis Trail. The creation of clear and convenient bicycle route or bicycle path connections that connect to these systems is a foundational objective of the corridor's design.

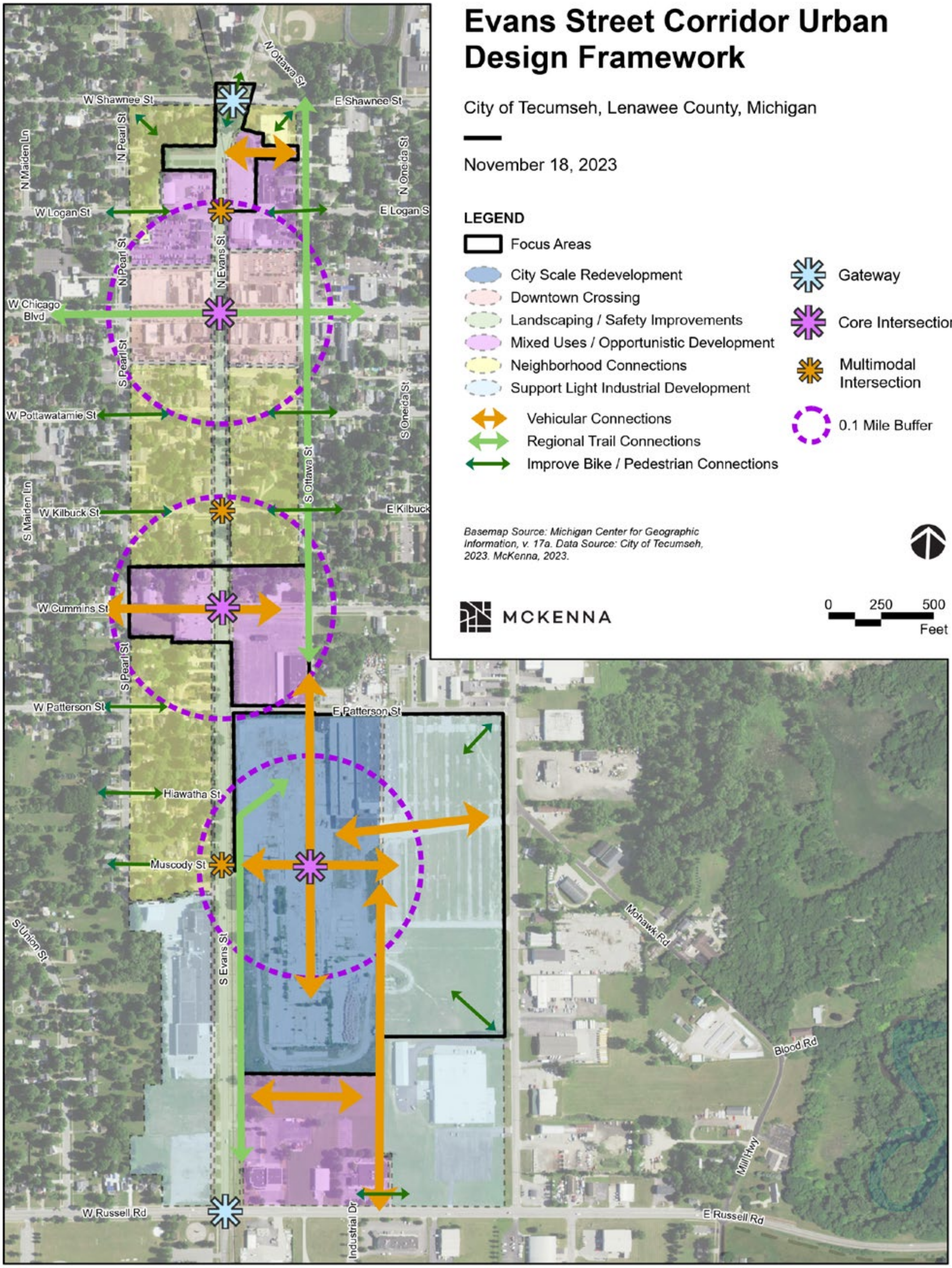
Improve Bike and Pedestrian Connections

Aside from the three blocks of Downtown, Evans Street is surrounded by neighborhoods that would benefit from additional connections to shopping and recreational destinations. While the street grid is already connected, these connections could be enhanced by safety, maintenance, and aesthetic improvements. Such opportunities have been illustrated on the Urban Design Framework Map with short dark green arrows.

Vehicular Connections

While the main emphasis of the design framework is non-motorized connections and facilities, there are areas along Evans Street that vehicular circulation could be improved. Vehicular connections are primarily areas that currently do not have any vehicular access. Opening these areas by either extending existing roadways or configuring new roadways will allow for increased vehicular connectivity along the Corridor. The main areas this treatment is proposed are:

- Near the Farmer's Market site to provide access to potential new development on the vacant lot east of the Farmer's Market
- Connecting Cummins Street between Pearl Street and Evans Street to connect to neighborhoods and provide greater access for the developments within Focus Area 2.
- Extending Ottawa Street into the Tecumseh Products site to reduce the need for railroad crossings, and creating a new roadway network to navigate the site.


Evans Street Corridor Urban Design Framework
City of Tecumseh, Lenawee County, Michigan
November 18, 2023
LEGEND
Focus Areas
City Scale Redevelopment
Downtown Crossing
Landscaping / Safety Improvements
Mixed Uses / Opportunistic Development
Neighborhood Connections
Support Light Industrial Development
Vehicular Connections
Regional Trail Connections
Improve Bike / Pedestrian Connections
Gateway
Core Intersection
Multimodal Intersection
0.1 Mile Buffer
Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: City of Tecumseh, 2023. McKenna, 2023.
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S Oneida St
S Ottawa St
S Maiden Ln
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Hiawatha St
Muscody St
S Union St
S Evans St
Mohawk Rd
Blood Rd
Mill Hwy
W Russell Rd
E Russell Rd
Industrial Dr

Example gateway from the City of Midland. Gateways can be developed either to enhance site-specific or citywide themes.

Gateways

The Shawnee Street and Russell Road intersection can serve as gateways for the corridor. These areas possess the capacity to shape the corridor's identity in the perception of both residents and visitors through the impressions they convey. The integration of monuments, pocket parks, and captivating corridor branding and design can effectively achieve this influence. When coupled with enhancements such as landscaping improvements, lighting upgrades, and upgraded furnishings, these impactful elements will metamorphose Evans Street from a mere through-street into a to-street.

Core Intersections

Core intersections are important focal points along the corridor. These nodes are significant in shaping the overall layout and functionality of the corridor. Core intersections are identified at Chicago Boulevard and Evans Street, Cummins Street and Evans Street, and along the potential Ottawa Street and Muscody Street extensions. Furthermore, a 1/10 mile buffer is shown to illustrate the immediate area surrounding these nodes.

These street-level hub accommodate diverse pedestrian activities with well-designed sidewalks and crosswalks and often emerges as a thriving commercial center with various businesses and retail establishments. Noteworthy landmarks or civic elements, including public art installations, can contribute to Evans Street's visual appeal and community identity. The potential for mixed-use development along Evans Street is significant, fostering a dynamic environment that combines residential, commercial, and cultural spaces.

Multimodal Intersections

Multimodal intersections are designed to accommodate various modes of transportation, providing a safe and efficient environment for pedestrians, cyclists, public transit, and motor vehicles. These intersections prioritize pedestrian safety through well-marked crosswalks, while dedicated bicycle lanes, bike boxes, and specialized signals encourage cycling as a viable means of transport. Traffic signals and signage are meticulously planned to guide all users safely through the intersection, with advanced stop lines for cyclists improving visibility and safety. Islands and medians provide refuge for pedestrians and cyclists, allowing staged crossings and reducing exposure to vehicular traffic. Multimodal intersections are proposed at Logan Street, Kilbuck Street, and Muscody Street.

Example of historic mixed use buildings from Downtown Canal Winchester, showing similar character to downtown Tecumseh. This style can required for new construction as well as adaptive reuse and facade improvement projects.

Planned City Scale Redevelopment

Locations identified as city-scale redevelopment sites possess the potential for significant community-wide impact due to the scale or nature of their potential development. These areas encompass underutilized shopping zones and various greenfields. Integrating civic uses, such as a community center or recreation center can play a pivotal role in anchoring retail centers and restaurants within these emerging city-scale developments. The Tecumseh Products site is identified as a planned city scale development. The site is around 47 acres, and a variety of uses are needed to redevelop the site. The Concept Plan breaks out the potential uses and configuration.

Downtown Crossing

Downtown crossing includes the block surrounding the Evans Street and Chicago Boulevard Crossing. The design elements will largely focus on carrying the existing furnishing palette of Chicago Boulevard onto Evans Street. This will connect the cross streets and provide for Evans Street to transition into a continuation of Downtown. This area is also centered around pedestrian mobility and is an important business, entertainment, and tourism hub.

Landscaping and Safety Improvements

The areas fronting the corridor should be prioritized for softening with trees, plantings, benches, lighting enhancements, and other design amenities. The furnishing palette will be consistent with the City's existing design palette. Pedestrian and non-motorized safety will be improved with rail crossing improvements, intersection improvements, and traffic calming elements. The Transportation and Multimodal Connectivity Framework addresses these improvements more specifically.

Accentuating traditional neighborhood design: Neighborhood connections can create better services and recreation opportunities for the existing people who live in close proximity to downtown and the Evans Street corridor.

Mixed Uses and Opportunistic Redevelopment

Locations marked for mixed uses and opportunistic redevelopment are potential candidates for transformation through mixed-use or residential redevelopment, incorporating elements like row houses or loft-style apartments. Many of these areas are poised for change, driven by their inherent development potential. The existing uses of these sites align with the redevelopment vision, and their appeal could be further heightened with additional design enhancements along the corridor. The realization of untapped potential at any of these locations presents a significant opportunity for the respective property owners or developers, and this achievement can be pursued incrementally through developer-initiated projects.

Neighborhood Connections

Walkable and connected neighborhoods with access to parks, shopping, and employment destinations will support the vision for the transformation of the Evans Street Corridor. Residential uses contribute to the economic vitality of an area by supporting businesses, so supporting neighborhoods by creating and improving connections allows for the continued economic success of the Corridor.

Support Light Industrial Development

While industrial development is often considered undesirable, it is important to a City's economic base as it supplies jobs as well as increased the tax base. Along the Evans Street Corridor, only light industrial and warehousing uses are appropriate due to the proximity to Downtown and residential uses. Supporting the development of light industrial industry in certain areas of the corridor, such as the existing industrial on the southwest side of Evans Street, and along Maumee Street, will be beneficial for the City, and this can be done in an aesthetically pleasing way by enforcing design standards and open space requirements.

TRANSPORTATION AND MULTIMODAL CONNECTIVITY FRAMEWORK

The transportation and multimodal connectivity framework details the proposed transportation and intersection improvements. This framework is important when considering connectivity, not only along the corridor, but also to citywide and regional destinations.

Future Bike Lane

Dedicated spaces for cyclists on roadways are established by the implementation of bike lanes. These lanes are suitable for streets experiencing moderate to heavy traffic. On-street markings, accompanied by signs and sharrows as needed, delineate these bike lanes. Serving to reinforce appropriate roadway behavior, bike lanes enhance the visibility of bicyclists and contribute to predictable interactions between cyclists and drivers sharing the road. Ensuring safe cycling practices, it is recommended that bike lanes be 5 - 6 feet wide, with a concession to 4-foot widths in constrained conditions for shorter distances.

Dedicated bike lanes are proposed along Ottawa Street, Kilbuck Street, and Shawnee Street. The highlighted streets are currently included in the Connecting Lenawee Bike Route, which links communities throughout the county; however, there is currently no markings to indicate the route. Adding signage, as well as a dedicated bike lane will allow for increased awareness, which will also result in safety improvements.

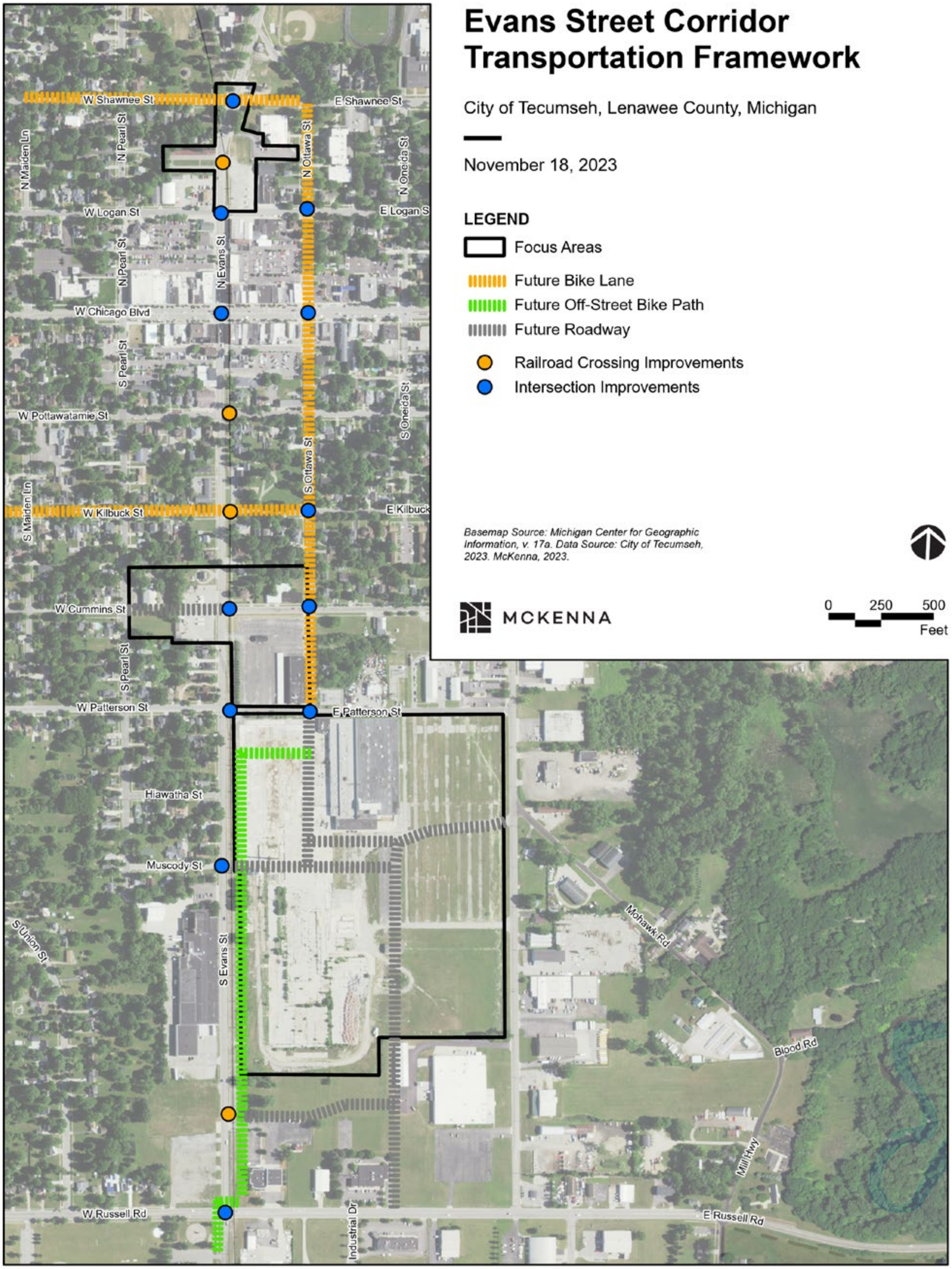
Future Off-Street Bike Path

Off-street bike paths or multi-use paths are designed to be wide enough for both pedestrians and cyclists, typically measuring a minimum of 8 feet in width with 2 feet of clearance on each side. Serving as a secure space for cyclists when on-street bike lanes are not feasible or unsafe, these paths are ideally situated parallel to arterial and collector streets, particularly in areas with a restricted number of driveways.

An off-street bike path is proposed along the eastern side of Evans Street primarily within the Tecumseh Products Site. The proposed alignment would be located within the parcels fronting Evans Street to eliminate conflict with the rail line. This bike path would connect Kiwanis Trail to the Tecumseh Products site, as well as Downtown.

Future Roadway

Future roadways are locations that vehicle access could be improved. The majority of proposed new roadways are located within the Tecumseh Products site. These segments are proposed to help mitigate the safety concerns of rail crossings, as well as to provide access to the large Tecumseh Products site. Additionally, the proposed roadways within the Tecumseh Products site can provide physical definition of the three focus areas, and provide buffers between the proposed land uses in these areas. The other area is connecting Cummins Street. When realigning existing streets or creating new streets, engineering configuration and review should be a key step. Additionally designing the connections with Complete Street principles, that is, consideration to pedestrians and non-motorized users, should be emphasized.


Evans Street Corridor Transportation Framework
City of Tecumseh, Lenawee County, Michigan
November 18, 2023
LEGEND
Focus Areas
Future Bike Lane
Future Off-Street Bike Path
Future Roadway
Railroad Crossing Improvements
Intersection Improvements
Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: City of Tecumseh, 2023. McKenna, 2023.
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W Patterson St
E Patterson St
Hiawatha St
Muscody St
S Union St
S Evans St
Mohawk Rd
Blood Rd
Mill Hwy
W Russell Rd
E Russell Rd
Industrial Dr

Rapid Rectangular Flashing Beacon on the Huron Valley Trail in Oakland County.

Railroad Crossing Improvements

Enhancing the safety of railroad crossings involves considering various elements, and their implementation should be evaluated on a case-by-case basis due to cost variations. A primary safety concern for bicyclists navigating these crossings is the risk of wheels getting stuck in the tracks, leading to falls. Whenever feasible, adjusting the angle of the intersecting sidewalk or shared-use path to meet the tracks at a 90-degree angle is recommended. While 60 degrees is considered the minimum safe angle, a 90-degree alignment is preferred. It is crucial to ensure an unobstructed travel way for pedestrians and/or cyclists through the crossing area, and the use of tactile warning textures is advised to assist individuals with visual impairments. Railroad crossing improvements are identified as orange dots on the Transportation Framework Map.

Intersection Improvements

Enhancing intersection crossings for both bikes and pedestrians involves a multifaceted approach to prioritize safety and accessibility. First and foremost, the design should incorporate clearly marked crosswalks with high visibility, and traffic signals should allow sufficient time for pedestrians and cyclists to cross safely. Bike lanes should be strategically positioned and clearly demarcated, providing dedicated spaces for cyclists. The inclusion of refuge islands and medians can offer pedestrians a safe haven mid-crossing, especially on wider roads. Tactile paving and audible signals cater to individuals with visual impairments, ensuring they can navigate intersections confidently. Intersection improvements are identified as blue dots on the Transportation Framework Map.

Example of improved railroad crossing to reduce tripping and crashing hazards for walking and biking (top right)

Example of multiuse path with landscaping to improve comfort and buffer from adjacent uses (bottom right).

City of Tecumseh

Concept Plans

Current Conditions of N. Evans Street and Logan Street Intersection

The concept plan, shown on the following pages, for the corridor represents potential development that is feasible. While this is not a finalized site plan, it allows for residents and developers to conceptualize the future of the corridor. The concept plan was created using feedback from residents, developers, stakeholders, and the City. Additionally, retail demand and what industries the area could support also factored into the concept plan

NORTH EVANS REDEVELOPMENT VISION

On North Evans, utilizing the site known as the “Hamblin” site, an extension of the character of downtown is envisioned north of Logan Street between Evans and Ottawa. The off-street parking areas currently service the Market on Evans Farmers Market and the Tecumseh Library will be linked and redesigned to create greater efficiency. Two new three-story mixed-use buildings are envisioned to front on North Evans and take up approximately 330 feet with parking access and improved pedestrian crossing directly across from the Market entrance. These buildings could accommodate six new retail tenants and 18 apartments, with a mixture of 1-bedroom and 2-bedroom units. Alternatively, building massing of higher intensity could be considered, up to five stories, with a residential focus and limited retail space could be appropriate. Bicycle transportation would primarily be directed on Ottawa street, continuing from the Tecumseh Products site, north through downtown.

Site Program for North Evans Corridor:

A

North Building
3 stories, 60 x 60, 3,600 sf per floor = 10,800 sf

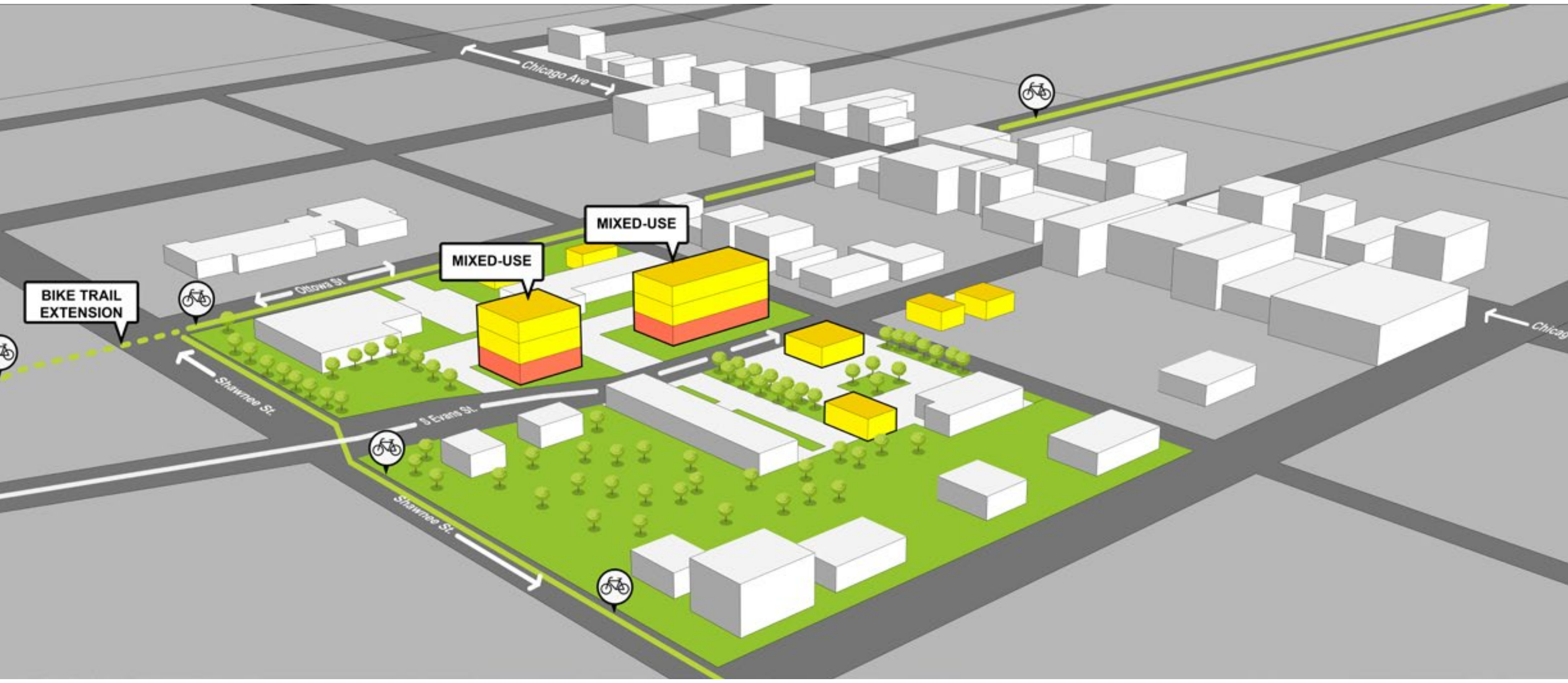
- First Floor: 2 - Retail bays at 1,800 sf
- Second Floor: 4 - One bedroom apartment at 900 sf
- Third Floor: 2 - Two bedroom apartments at 1,800 sf

B

South Building
3 stories, 60 x 120, 7,200 sf per floor = 21,600 sf

- First Floor: 4 - Retail bays at 1,800 sf
- Second Floor: 8 - One bedroom apartment at 900 sf
- Third Floor: 4 - Two bedroom apartments at 1,800 sf
- Total new parking: 32 spaces

Total Residential Units:	**18 apartments**
Total Retail units:	**3 tenant spaces**



LCPC - January 18, 2024

Current Conditions of the Tecumseh Product Site

ENVISIONING A REVITALIZED TECUMSEH PRODUCTS SITE: A VIBRANT HUB FOR LIVING, WORKING AND PLAYING

The Tecumseh Products site was once a bustling industrial hub and a source of employment and prosperity for the City of Tecumseh and the region. The City of Tecumseh and Lenawee County are invested, along with community residents, in revitalizing the 47 acre site to once again be a productive and attractive space for people to live, work, and play. The site as it now stands is encumbered with environmental contamination. It is fenced-off from neighborhoods, functionally obsolete and inaccessible. Several concepts for redevelopment in the past decade have stalled. None the less residents, business owners and community officials remain optimistic about the potential for investment and productivity.

One of the key design elements in the concept plan is re-envisioning the Transportation Framework. This plan proposes extending Ottawa Street south into the site and connecting into the traditional street grid system. To compensate for the limited access points across the existing railroad right of-way, access would be enhanced off the new Ottawa Street extension. An additional benefit to this configuration would be the creation of a nearly uninterrupted corridor just east of the railroad, which could be utilized for the planned non-motorized trail connection.

The opportunity for transformation of the Tecumseh Products site represents a chance to breathe a new life into this underutilized space and recognize its historic significance within the community. By embracing human-scale design principles for neighborhoods,, a re-imagined Tecumseh Products site will become a place with aesthetic integrity. The design themes will take cues from the best architectural examples within the City while bravely embracing modern materials and industrial utility. The concept plan represents a vibrant tapestry of mixed-use development, fostering a thriving community that seamlessly blends residential, industrial, retail and recreational elements.

Site Program for South Evans Corridor:

Total Housing Proposed
130,000 sq ft

Total New Housing Units:	144
1 Bedroom Units:	59
2 Bedroom Units:	85
Townhouses:	12

Total Retail Planned
223,800 sq ft

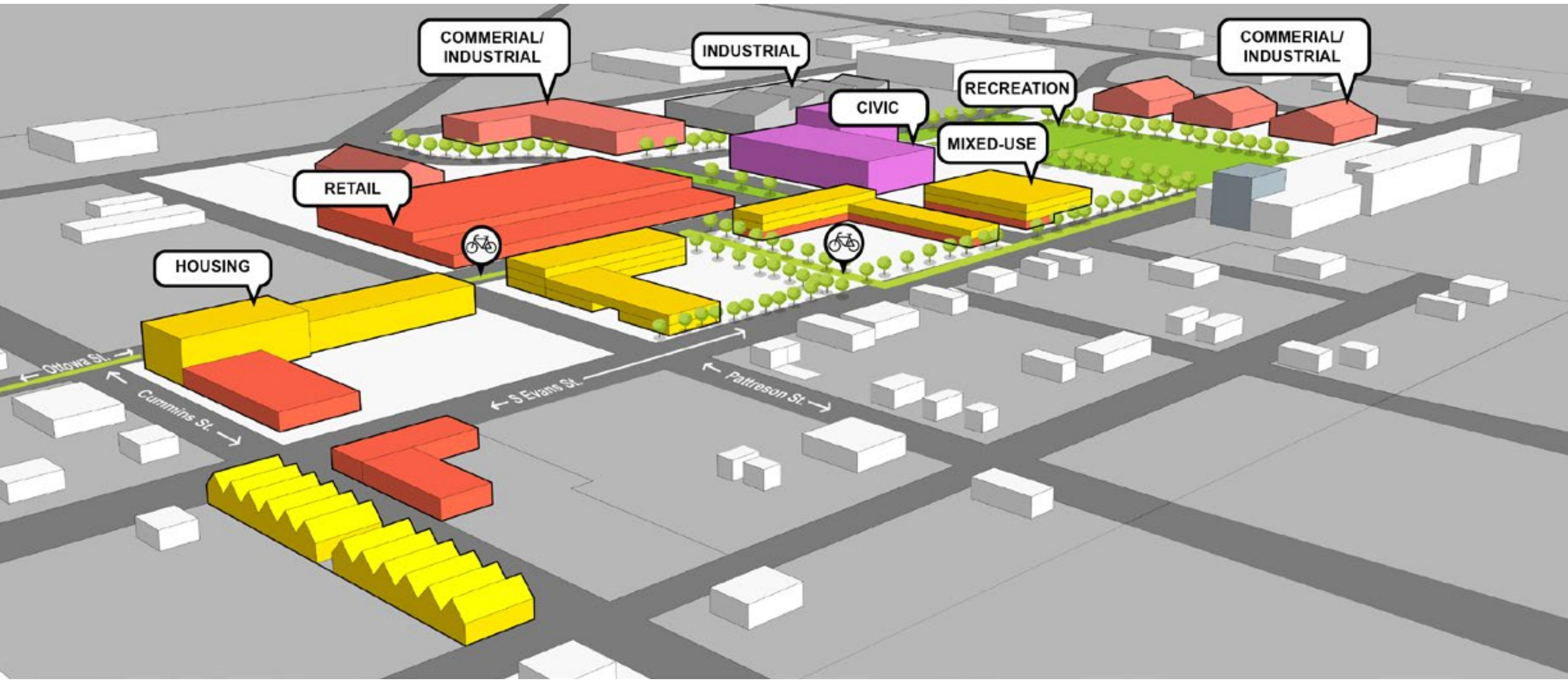
Total New Retail Units:	31
Gross Area:	1,800 sf each
Adaptive Re-Use:	1
Gross Area:	116,800 sq ft

Total Industrial Planned
235,000 sq ft

Dedicated Industrial Units:	1
Gross Area:	88,000 sq ft
Industrial/Commercial Units:	5
Gross Area:	149,000 sq ft

Total Civic/Recreational Planned
340,000 sq ft

Indoor Recreation/Civic Units:	1
Gross Area:	124,000 sq ft
Outdoor Recreation Spaces:	4
Soccer Field:	120,700 sq ft
Footbal Field	69,600 sq ft
Pickle Ball Courts:	4,800 sq ft
Multi-Purpose Field:	6,000 sq ft



1

Downtown Extension: A Catalyst for Connection

We propose the Tecumseh Products site southern hub for walkable development complementing and mirroring the quality and scale of development within the City's downtown core. A carefully curated retail cluster will attract residents and visitors alike with a mix of shops, restaurants and entertainment venues. Residential uses will require environmental mitigation; however, investing in cleanup will also help support economic growth and attract businesses to make the area vibrant and active. The existing industrial building on Patterson could be reused as a grocery or department store (example Meijer, Trader Joe, Target, Aldis, or Walgreens etc).

2

New Ottawa and Mohawk Townsquare and Townabout*

Ottawa Street will be extended south to Russel Road and Mohawk Street will be extended east to S. Evans Street. In the center, a “townabout” with one-way traffic encircling a town square will be the civic center for the new Tecumseh Products mixed use hub. A civic prominent civic building will front on the square, this is envisioned to be a recreation complex. Industrial uses to the east and mixed use and residential uses to the west will also front on the square. A new façade can be placed on the south side of the existing industrial building so that the new retail / grocery use can also have frontage on the square.

**Townabout is a term coined by M. Paul Lippens.*

3

Recreation Center with Indoor and Outdoor Fields

On the South end of the town square, a recreation complex is envisioned at a scale that can support significant indoor fields and features, like tennis, swimming, running, basketball, pickleball, and even indoor soccer. South of the recreation building outdoor fields are envisioned which will help transition to the industrial / commercial campus elements on the southern and eastern edges of the site. Civic buildings are a vitally important element of any neighborhood design. If the City or County were to have facility needs, or the need to modernize City offices, or police fire activities, this location could also be considered for new civic / institutional uses.

4

Housing

Interwoven with the retail cluster the plan proposes dense residential typology from cozy apartments to townhouse catering to variety of lifestyles and fostering a sense of lively urban community and belonging.

5

Brownfield Repurposed

The site's industrial legacy will be thoughtfully repurposed, transforming the once-polluted brownfield into a haven for recreation and relaxation. Green spaces and parks will provide ample opportunities for outdoor enjoyment.

3

Vibrant Biking Trail: A Pathway to Connectivity.

A meandering biking trail along the east side of the rail corridor will buffer rail corridor from the interior uses. The trail will enter the site at the existing City easement north of the Fire Station and traverse through site, connecting onto the Ottawa street on the north, where the bicycle connection will become on street bike lanes or marked shared lanes. This verdant pathway will not only encourage active transportation but also serve as a unifying element, stitching together the various components of development.

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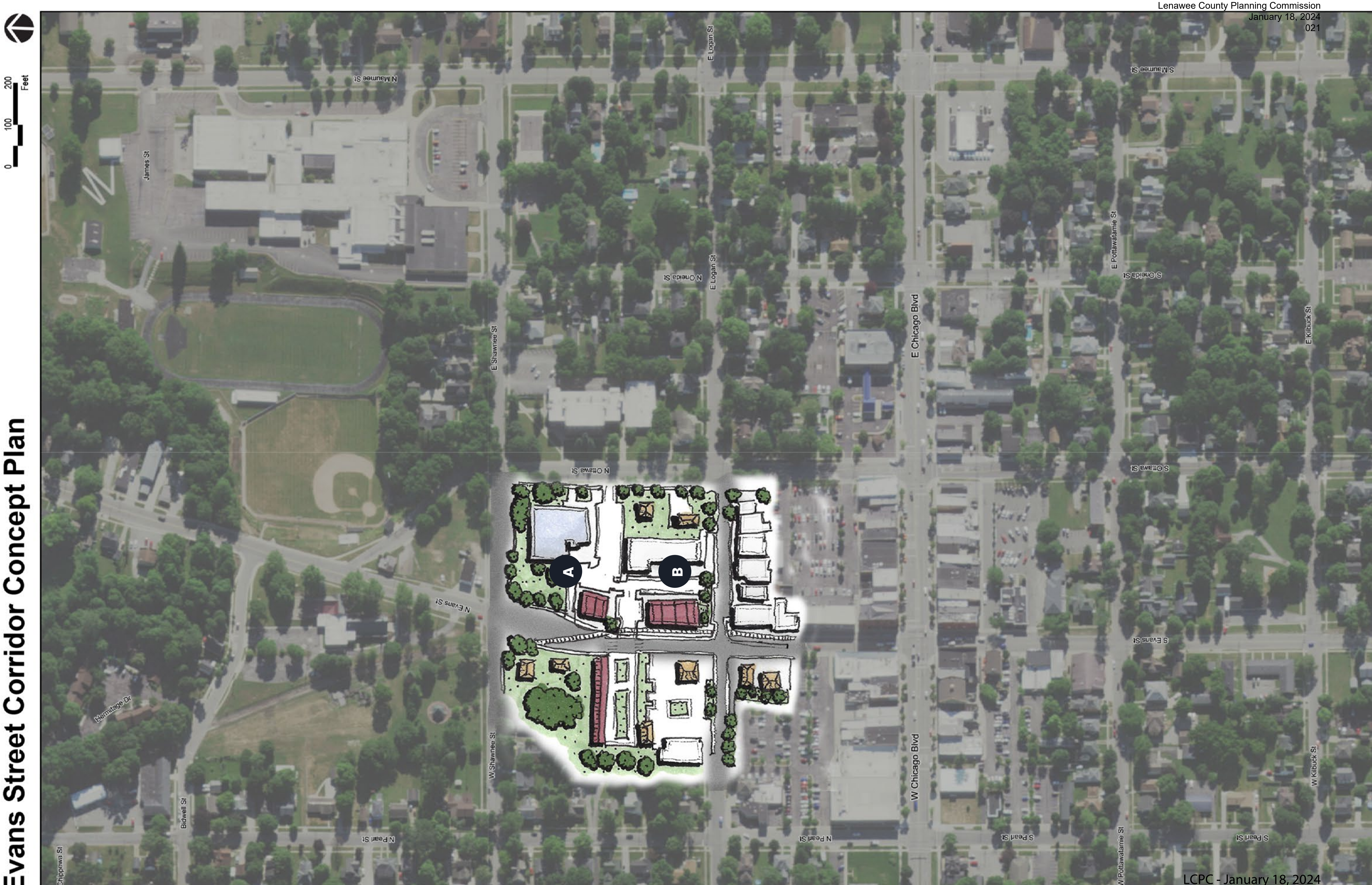
Evans Street Corridor Concept Plan




MCKENNA
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LCPC - January 18, 2024

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City of Tecumseh

Action Plan


A call to action: to create great places, the community will need partners and sense of urgency.

The Action Plan serves as a comprehensive guide, delineating a systematic, step-by-step outline of implementation tasks meticulously crafted to propel the overarching goals of the Evans Street Corridor Plan forward. Each identified step within the plan is timebound, introducing a strategic timeline to ensure efficient execution of the outlined initiatives. Moreover, the plan keenly identifies and collaborates with key partners at each phase, fostering a collaborative approach that draws on the strengths and expertise of various stakeholders. By intertwining time-sensitive actions with strategic partnerships, the intent is to provide a robust roadmap to navigate the complexities of the implementation process. The Action Plan is an instrumental tool, not only guiding but also coordinating a cohesive and dynamic strategy aimed at accomplishing the comprehensive vision laid out in the Evans Street Corridor Plan.

ACTION	DETAILS	LEAD/PARTNER	TIMEFRAME
Step 1: Adopt Adopting the Evans Street Corridor Plan as a subarea plan within the City's Comprehensive Plan and replacing the 2017 South Evans Subarea Plan.	» Staff and Planning Commission accept Plan and recommend Plan for adoption. » City Council reviews and adopt.	CA PC CC	Month 1
Step 2: Refine Narrow development preferences and determine feasibility of alternatives working with local, regional, and state representatives to determine infrastructure needs and ownership of sites. Work with County to determine redevelopment process.	» Establish a series of working sessions with Lenawee County, MDOT, and MEDC » Develop scenarios. Select preferred alternatives.	PC CC CA EGLE EPA LC SR MEDC	Months 1 - 6
Step 3: Regulate Develop and adopt new form-based code and zoning ordinance provisions for the study area.	» Develop Form Based Code regulations. » Develop design standards that mixed use development with architectural standards, nonmotorized transportation access, site landscaping and durable materials. » Adopt into Zoning Code by Planning Commission and City Council.	PC CC CA	Months 6 - 12
Step 4: Partner Work with MDOT, Lenawee County, and MEDC to develop a Request for Proposals to design and develop focus area sites along Evans Street Corridor.	» Create and RFQ that includes the development vision, objectives, and evaluation process. » Select a preferred design team.	CA PC CC SR LC MEDC DE RE	Months 12-24
Step 5: Design/Mitigate Work with design team and partners on design drawings. Work with Planning Commission to evaluate TIF projections for key redevelopment sides and prepare local, regional, federal construction source financing plan financing.	» Establish a timeframe for developing and reviewing design drawings. » Evaluate draft plans based on the Evans Street Corridor Plan and the established design objectives. » Evaluate financial considerations, including fiscal impacts to the City and partner agencies.	CA PC CC SR MEDC RE DE EGLE EPA	Months 24-48
Step 6: Build Approve design drawing and secure financing sources. Work with private developers to time corridor improvements with site redevelopment. Release construction bids and manage and inspect construction processes to ensure consistency with the vision and design objectives of the Evans Street Corridor Plan	» Secure financing and assess reporting requirements to meet all funding expectations. » Establish the project manager or designee responsible for construction oversight and interpretations of design objectives and Evans Street Corridor Plan requirements, land acquisition, permitting, and ground breaking, and construction management. » Inspect all materials and plantings prior to installation and upon installation.	PC CC SR LC CA MEDC DE RE	Months 48-120

Partners:

CA	City Administration
CC	City Council
DE	Developers
EGLE	Michigan Department of Environment, Great Lakes, and Energy
EPA	Environmental Protection Agency
SR	State and Region (MDOT & Region 2 Planning Commission)
LC	Lenawee County
MEDC	Michigan Economic Development Corporation
PC	Planning Commission
RE	Residents

City of Tecumseh

Appendix A:
Retail Market Data

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 5 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Demographic Summary	2023	2028
Population	6,609	6,852
Population 18+	5,101	5,285
Households	2,874	3,007
Median Household Income	$63,187	$70,620

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,169	62.1%	101
Bought Women`s Clothing/12 Mo	2,675	52.4%	101
Bought Shoes/12 Mo	3,795	74.4%	100
Bought Fine Jewelry/12 Mo	994	19.5%	95
Bought Watch/12 Mo	657	12.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,706	94.2%	103
HH Bought or Leased New Vehicle/12 Mo	275	9.6%	95
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,764	93.4%	103
Bought or Changed Motor Oil/12 Mo	2,902	56.9%	111
Had Vehicle Tune-Up/12 Mo	1,187	23.3%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,979	38.8%	105
Drank Beer or Ale/6 Mo	1,988	39.0%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	595	11.7%	106
Own Digital SLR Camera or Camcorder	514	10.1%	93
Printed Digital Photos/12 Mo	1,435	28.1%	104
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,792	35.1%	100
Have a Smartphone	4,698	92.1%	98
Have Android Phone (Any Brand) Smartphone	2,299	45.1%	117
Have Apple iPhone Smartphone	2,452	48.1%	85
HH Owns 1 Cell Phone	954	33.2%	109
HH Owns 2 Cell Phones	1,131	39.4%	101
HH Owns 3+ Cell Phones	746	26.0%	90
HH Has Cell Phone Only (No Landline Telephone)	2,024	70.4%	103
Computers (Households)			
HH Owns Computer	2,381	82.8%	97
HH Owns Desktop Computer	1,155	40.2%	100
HH Owns Laptop or Notebook	1,919	66.8%	95
HH Owns Apple/Mac Brand Computer	505	17.6%	73
HH Owns PC/Non-Apple Brand Computer	2,083	72.5%	102
HH Purchased Most Recent Home Computer at Store	1,108	38.6%	99
HH Purchased Most Recent Home Computer Online	747	26.0%	95
HH Spent $1-499 on Most Recent Home Computer	528	18.4%	116
HH Spent $500-999 on Most Recent Home Computer	591	20.6%	101
HH Spent $1K-1499 on Most Recent Home Computer	304	10.6%	87
HH Spent $1500-1999 on Most Recent Home Computer	100	3.5%	76
HH Spent $2K+ on Most Recent Home Computer	111	3.9%	72

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 5 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	3,519	69.0%	108
Bought Brewed Coffee at C-Store/30 Days	689	13.5%	112
Bought Cigarettes at C-Store/30 Days	412	8.1%	132
Bought Gas at C-Store/30 Days	2,414	47.3%	120
Spent $1-19 at C-Store/30 Days	353	6.9%	94
Spent $20-39 at C-Store/30 Days	544	10.7%	108
Spent $40-50 at C-Store/30 Days	441	8.6%	111
Spent $51-99 at C-Store/30 Days	384	7.5%	123
Spent $100+ at C-Store/30 Days	1,292	25.3%	121
Entertainment (Adults)			
Attended Movie/6 Mo	1,696	33.2%	90
Went to Live Theater/12 Mo	296	5.8%	85
Went to Bar or Night Club/12 Mo	847	16.6%	102
Dined Out/12 Mo	2,698	52.9%	101
Gambled at Casino/12 Mo	583	11.4%	107
Visited Theme Park/12 Mo	478	9.4%	81
Viewed Movie (Video-on-Demand)/30 Days	449	8.8%	79
Viewed TV Show (Video-on-Demand)/30 Days	328	6.4%	85
Used Internet to Download Movie/30 Days	215	4.2%	70
Downloaded Individual Song/6 Mo	889	17.4%	87
Used Internet to Watch Movie/30 Days	1,437	28.2%	82
Used Internet to Watch TV Program/30 Days	983	19.3%	87
Played (Console) Video or Electronic Game/12 Mo	653	12.8%	100
Played (Portable) Video or Electronic Game/12 Mo	369	7.2%	109
Financial (Adults)			
Have 1st Home Mortgage	1,954	38.3%	101
Used ATM or Cash Machine/12 Mo	3,086	60.5%	96
Own Any Stock	646	12.7%	85
Own U.S. Savings Bonds	380	7.4%	105
Own Shares in Mutual Fund (Stocks)	637	12.5%	91
Own Shares in Mutual Fund (Bonds)	404	7.9%	92
Have Interest Checking Account	2,039	40.0%	102
Have Non-Interest Checking Account	2,046	40.1%	106
Have Savings Account	3,737	73.3%	99
Have 401(k) Retirement Savings Plan	1,246	24.4%	100
Own or Used Any Credit/Debit Card/12 Mo	4,716	92.5%	100
Avg $1-110 Monthly Credit Card Expenditures	681	13.4%	117
Avg $111-225 Monthly Credit Card Expenditures	388	7.6%	99
Avg $226-450 Monthly Credit Card Expenditures	515	10.1%	109
Avg $451-700 Monthly Credit Card Expenditures	451	8.8%	96
Avg $701-1000 Monthly Credit Card Expenditures	386	7.6%	93
Avg $1001-2000 Monthly Credit Card Expenditures	510	10.0%	85
Avg $2001+ Monthly Credit Card Expenditures	414	8.1%	73
Did Banking Online/12 Mo	2,890	56.7%	97
Did Banking by Mobile Device/12 Mo	2,270	44.5%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,744	95.5%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,046	71.2%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	464	16.1%	109
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,673	58.2%	97
HH Used Fresh Fruit or Vegetables/6 Mo	2,536	88.2%	100
HH Used Fresh Milk/6 Mo	2,485	86.5%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,673	58.2%	76
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,285	44.8%	91
Exercise at Club 2+ Times/Wk	488	9.6%	82
Visited Doctor/12 Mo	4,184	82.0%	103
Used Vitamins or Dietary Supplements/6 Mo	3,318	65.0%	98
Home (Households)			
HH Did Home Improvement/12 Mo	1,241	43.2%	110
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	827	28.8%	94
HH Purchased Low Ticket HH Furnishing/12 Mo	704	24.5%	100
HH Purchased Big Ticket HH Furnishing/12 Mo	782	27.2%	95
HH Bought Small Kitchen Appliance/12 Mo	725	25.2%	97
HH Bought Large Kitchen Appliance/12 Mo	486	16.9%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,750	53.9%	105
Personally Carry Any Med/Hosp/Accident Insur	4,443	87.1%	102
Homeowner Carries Home/Personal Property Insurance	3,505	68.7%	111
Renter Carries Home/Pers Property Insurance	504	9.9%	83
HH Has 1 Vehicle Covered w/Auto Insurance	900	31.3%	102
HH Has 2 Vehicles Covered w/Auto Insurance	918	31.9%	97
HH Has 3+ Vehicles Covered w/Auto Insurance	830	28.9%	109
Pets (Households)			
HH Owns Cat	841	29.3%	127
HH Owns Dog	1,351	47.0%	119
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	791	15.5%	83
Buying American Is Important: 4-Agr Cmpl	1,971	38.6%	120
Buy Based on Quality Not Price: 4-Agr Cmpl	690	13.5%	90
Buy on Credit Rather Than Wait: 4-Agr Cmpl	573	11.2%	88
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	562	11.0%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	505	9.9%	81
Buy Based on Price Not Brands: 4-Agr Cmpl	1,419	27.8%	102
Am Interested in How to Help Env: 4-Agr Cmpl	791	15.5%	83
Reading (Adults)			
Bought Digital Book/12 Mo	857	16.8%	89
Bought Hardcover Book/12 Mo	1,345	26.4%	97
Bought Paperback Book/12 Mo	1,696	33.2%	98
Read Daily Newspaper (Paper Version)	878	17.2%	112
Read Digital Newspaper/30 Days	2,135	41.9%	83
Read Magazine (Paper/Electronic Vers)/6 Mo	4,280	83.9%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	3,517	68.9%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,092	21.4%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	4,659	91.3%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,012	39.4%	101
Ordered Eat-In Fast Food/6 Mo	1,122	22.0%	107
Ordered Home Delivery Fast Food/6 Mo	568	11.1%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,300	64.7%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	966	18.9%	85
Television & Electronics (Adults/Households)			
Own Tablet	2,876	56.4%	96
Own E-Reader	612	12.0%	84
Own E-Reader/Tablet: Apple iPad	1,550	30.4%	81
HH Owns Internet Connectable TV	1,247	43.4%	101
Own Portable MP3 Player	581	11.4%	102
HH Owns 1 TV	493	17.2%	94
HH Owns 2 TVs	802	27.9%	99
HH Owns 3 TVs	714	24.8%	108
HH Owns 4+ TVs	675	23.5%	104
HH Subscribes to Cable TV	962	33.5%	99
HH Subscribes to Fiber Optic TV	89	3.1%	59
HH Owns Portable GPS Device	715	24.9%	120
HH Purchased Video Game System/12 Mo	151	5.3%	66
HH Owns Internet Video Device for TV	1,492	51.9%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,643	51.8%	96
Took 3+ Domestic Non-Business Trips/12 Mo	646	12.7%	91
Spent $1-999 on Domestic Vacations/12 Mo	701	13.7%	100
Spent $1K-1499 on Domestic Vacations/12 Mo	277	5.4%	85
Spent $1500-1999 on Domestic Vacations/12 Mo	213	4.2%	109
Spent $2K-2999 on Domestic Vacations/12 Mo	204	4.0%	101
Spent $3K+ on Domestic Vacations/12 Mo	308	6.0%	91
Used Intrnt Travel Site for Domestic Trip/12 Mo	224	4.4%	79
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,162	22.8%	69
Took 3+ Foreign Trips by Plane/3 Yrs	206	4.0%	55
Spent $1-999 on Foreign Vacations/12 Mo	271	5.3%	68
Index: Spent $1K-2999 on Foreign Vacations/12 Mo	101	2.0%	65
Spent $3K+ on Foreign Vacations/12 Mo	118	2.3%	55
Used General Travel Site: Foreign Trip/3 Yrs	181	3.5%	56
Spent Night at Hotel or Motel/12 Mo	2,276	44.6%	98
Took Cruise of More Than One Day/3 Yrs	394	7.7%	76
Member of Frequent Flyer Program	1,038	20.3%	74
Member of Hotel Rewards Program	1,381	27.1%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 10 minute radius

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Latitude: 41.99665
Longitude: -83.94240

Demographic Summary	2023	2028
Population	18,883	19,293
Population 18+	14,771	15,155
Households	7,640	7,904
Median Household Income	$74,291	$80,713

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	9,491	64.3%	105
Bought Women`s Clothing/12 Mo	7,653	51.8%	100
Bought Shoes/12 Mo	11,124	75.3%	101
Bought Fine Jewelry/12 Mo	2,851	19.3%	94
Bought Watch/12 Mo	1,868	12.6%	91
Automobiles (Households)			
HH Owns or Leases Any Vehicle	7,308	95.7%	105
HH Bought or Leased New Vehicle/12 Mo	831	10.9%	108
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	14,029	95.0%	105
Bought or Changed Motor Oil/12 Mo	8,449	57.2%	111
Had Vehicle Tune-Up/12 Mo	3,527	23.9%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	5,608	38.0%	103
Drank Beer or Ale/6 Mo	5,965	40.4%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,851	12.5%	114
Own Digital SLR Camera or Camcorder	1,618	11.0%	101
Printed Digital Photos/12 Mo	4,402	29.8%	110
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	5,001	33.9%	97
Have a Smartphone	13,633	92.3%	99
Have Android Phone (Any Brand) Smartphone	6,322	42.8%	111
Have Apple iPhone Smartphone	7,439	50.4%	89
HH Owns 1 Cell Phone	2,169	28.4%	93
HH Owns 2 Cell Phones	3,308	43.3%	111
HH Owns 3+ Cell Phones	2,045	26.8%	93
HH Has Cell Phone Only (No Landline Telephone)	5,300	69.4%	101
Computers (Households)			
HH Owns Computer	6,531	85.5%	100
HH Owns Desktop Computer	3,177	41.6%	104
HH Owns Laptop or Notebook	5,259	68.8%	98
HH Owns Apple/Mac Brand Computer	1,389	18.2%	75
HH Owns PC/Non-Apple Brand Computer	5,700	74.6%	105
HH Purchased Most Recent Home Computer at Store	3,100	40.6%	104
HH Purchased Most Recent Home Computer Online	2,008	26.3%	96
HH Spent $1-499 on Most Recent Home Computer	1,406	18.4%	116
HH Spent $500-999 on Most Recent Home Computer	1,635	21.4%	105
HH Spent $1K-1499 on Most Recent Home Computer	820	10.7%	89
HH Spent $1500-1999 on Most Recent Home Computer	303	4.0%	86
HH Spent $2K+ on Most Recent Home Computer	315	4.1%	76

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	10,209	69.1%	108
Bought Brewed Coffee at C-Store/30 Days	2,001	13.5%	112
Bought Cigarettes at C-Store/30 Days	1,061	7.2%	118
Bought Gas at C-Store/30 Days	7,000	47.4%	120
Spent $1-19 at C-Store/30 Days	1,116	7.6%	102
Spent $20-39 at C-Store/30 Days	1,526	10.3%	105
Spent $40-50 at C-Store/30 Days	1,304	8.8%	114
Spent $51-99 at C-Store/30 Days	1,108	7.5%	123
Spent $100+ at C-Store/30 Days	3,668	24.8%	119
Entertainment (Adults)			
Attended Movie/6 Mo	4,875	33.0%	89
Went to Live Theater/12 Mo	938	6.4%	93
Went to Bar or Night Club/12 Mo	2,459	16.6%	103
Dined Out/12 Mo	8,060	54.6%	105
Gambled at Casino/12 Mo	1,692	11.5%	107
Visited Theme Park/12 Mo	1,488	10.1%	87
Viewed Movie (Video-on-Demand)/30 Days	1,460	9.9%	89
Viewed TV Show (Video-on-Demand)/30 Days	1,064	7.2%	95
Used Internet to Download Movie/30 Days	698	4.7%	78
Downloaded Individual Song/6 Mo	2,573	17.4%	87
Used Internet to Watch Movie/30 Days	4,037	27.3%	80
Used Internet to Watch TV Program/30 Days	2,834	19.2%	87
Played (Console) Video or Electronic Game/12 Mo	1,812	12.3%	96
Played (Portable) Video or Electronic Game/12 Mo	971	6.6%	99
Financial (Adults)			
Have 1st Home Mortgage	6,079	41.2%	108
Used ATM or Cash Machine/12 Mo	8,984	60.8%	96
Own Any Stock	2,099	14.2%	95
Own U.S. Savings Bonds	1,167	7.9%	111
Own Shares in Mutual Fund (Stocks)	2,179	14.8%	108
Own Shares in Mutual Fund (Bonds)	1,404	9.5%	111
Have Interest Checking Account	6,374	43.2%	110
Have Non-Interest Checking Account	5,889	39.9%	105
Have Savings Account	11,206	75.9%	103
Have 401(k) Retirement Savings Plan	3,884	26.3%	108
Own or Used Any Credit/Debit Card/12 Mo	13,788	93.3%	101
Avg $1-110 Monthly Credit Card Expenditures	1,919	13.0%	113
Avg $111-225 Monthly Credit Card Expenditures	1,077	7.3%	95
Avg $226-450 Monthly Credit Card Expenditures	1,335	9.0%	98
Avg $451-700 Monthly Credit Card Expenditures	1,365	9.2%	100
Avg $701-1000 Monthly Credit Card Expenditures	1,277	8.6%	106
Avg $1001-2000 Monthly Credit Card Expenditures	1,709	11.6%	99
Avg $2001+ Monthly Credit Card Expenditures	1,535	10.4%	94
Did Banking Online/12 Mo	8,666	58.7%	100
Did Banking by Mobile Device/12 Mo	6,791	46.0%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	7,277	95.2%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	5,532	72.4%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	1,300	17.0%	115
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,521	59.2%	98
HH Used Fresh Fruit or Vegetables/6 Mo	6,806	89.1%	101
HH Used Fresh Milk/6 Mo	6,627	86.7%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,521	59.2%	79
Health (Adults)			
Exercise at Home 2+ Times/Wk	6,907	46.8%	95
Exercise at Club 2+ Times/Wk	1,437	9.7%	83
Visited Doctor/12 Mo	12,222	82.7%	104
Used Vitamins or Dietary Supplements/6 Mo	9,735	65.9%	100
Home (Households)			
HH Did Home Improvement/12 Mo	3,506	45.9%	117
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,348	30.7%	101
HH Purchased Low Ticket HH Furnishing/12 Mo	1,929	25.2%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	2,191	28.7%	101
HH Bought Small Kitchen Appliance/12 Mo	1,961	25.7%	98
HH Bought Large Kitchen Appliance/12 Mo	1,369	17.9%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	8,348	56.5%	111
Personally Carry Any Med/Hosp/Accident Insur	13,093	88.6%	104
Homeowner Carries Home/Personal Property Insurance	10,856	73.5%	119
Renter Carries Home/Pers Property Insurance	1,290	8.7%	73
HH Has 1 Vehicle Covered w/Auto Insurance	2,053	26.9%	88
HH Has 2 Vehicles Covered w/Auto Insurance	2,600	34.0%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	2,497	32.7%	124
Pets (Households)			
HH Owns Cat	2,343	30.7%	133
HH Owns Dog	3,733	48.9%	124
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,141	14.5%	78
Buying American Is Important: 4-Agr Cmpl	5,665	38.4%	119
Buy Based on Quality Not Price: 4-Agr Cmpl	1,991	13.5%	90
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,628	11.0%	86
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,580	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,375	9.3%	76
Buy Based on Price Not Brands: 4-Agr Cmpl	3,987	27.0%	99
Am Interested in How to Help Env: 4-Agr Cmpl	2,141	14.5%	78
Reading (Adults)			
Bought Digital Book/12 Mo	2,576	17.4%	92
Bought Hardcover Book/12 Mo	3,940	26.7%	98
Bought Paperback Book/12 Mo	5,041	34.1%	100
Read Daily Newspaper (Paper Version)	2,491	16.9%	110
Read Digital Newspaper/30 Days	6,351	43.0%	85
Read Magazine (Paper/Electronic Vers)/6 Mo	12,638	85.6%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 10 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	10,310	69.8%	106
Went to Family Restrnt/SteakHse 4+ Times/30 Days	3,242	21.9%	107
Went to Fast Food/Drive-In Restaurant/6 Mo	13,555	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,604	37.9%	97
Ordered Eat-In Fast Food/6 Mo	3,335	22.6%	110
Ordered Home Delivery Fast Food/6 Mo	1,400	9.5%	71
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,684	65.6%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,899	19.6%	88
Television & Electronics (Adults/Households)			
Own Tablet	8,513	57.6%	98
Own E-Reader	1,902	12.9%	90
Own E-Reader/Tablet: Apple iPad	4,838	32.8%	88
HH Owns Internet Connectable TV	3,382	44.3%	103
Own Portable MP3 Player	1,677	11.4%	102
HH Owns 1 TV	1,179	15.4%	85
HH Owns 2 TVs	2,162	28.3%	100
HH Owns 3 TVs	1,896	24.8%	108
HH Owns 4+ TVs	1,952	25.5%	113
HH Subscribes to Cable TV	2,442	32.0%	94
HH Subscribes to Fiber Optic TV	236	3.1%	59
HH Owns Portable GPS Device	1,984	26.0%	125
HH Purchased Video Game System/12 Mo	366	4.8%	60
HH Owns Internet Video Device for TV	3,998	52.3%	100
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	8,235	55.8%	104
Took 3+ Domestic Non-Business Trips/12 Mo	2,182	14.8%	106
Spent $1-999 on Domestic Vacations/12 Mo	2,070	14.0%	102
Spent $1K-1499 on Domestic Vacations/12 Mo	891	6.0%	95
Spent $1500-1999 on Domestic Vacations/12 Mo	700	4.7%	124
Spent $2K-2999 on Domestic Vacations/12 Mo	690	4.7%	118
Spent $3K+ on Domestic Vacations/12 Mo	1,117	7.6%	114
Used Intrnt Travel Site for Domestic Trip/12 Mo	679	4.6%	83
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,800	25.7%	78
Took 3+ Foreign Trips by Plane/3 Yrs	634	4.3%	59
Spent $1-999 on Foreign Vacations/12 Mo	894	6.1%	78
Index: Spent $1K-2999 on Foreign Vacations/12 Mo	285	1.9%	63
Spent $3K+ on Foreign Vacations/12 Mo	456	3.1%	73
Used General Travel Site: Foreign Trip/3 Yrs	619	4.2%	66
Spent Night at Hotel or Motel/12 Mo	6,919	46.8%	103
Took Cruise of More Than One Day/3 Yrs	1,349	9.1%	90
Member of Frequent Flyer Program	3,306	22.4%	81
Member of Hotel Rewards Program	4,395	29.8%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 15 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Demographic Summary	2023	2028
Population	30,588	30,854
Population 18+	24,170	24,477
Households	12,226	12,490
Median Household Income	$75,187	$81,427

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	15,649	64.7%	106
Bought Women`s Clothing/12 Mo	12,483	51.6%	100
Bought Shoes/12 Mo	18,271	75.6%	102
Bought Fine Jewelry/12 Mo	4,663	19.3%	94
Bought Watch/12 Mo	3,023	12.5%	90
Automobiles (Households)			
HH Owns or Leases Any Vehicle	11,709	95.8%	105
HH Bought or Leased New Vehicle/12 Mo	1,350	11.0%	109
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	22,990	95.1%	105
Bought or Changed Motor Oil/12 Mo	13,877	57.4%	112
Had Vehicle Tune-Up/12 Mo	5,806	24.0%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	9,255	38.3%	104
Drank Beer or Ale/6 Mo	9,744	40.3%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	2,999	12.4%	113
Own Digital SLR Camera or Camcorder	2,656	11.0%	102
Printed Digital Photos/12 Mo	7,260	30.0%	111
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	8,200	33.9%	97
Have a Smartphone	22,300	92.3%	99
Have Android Phone (Any Brand) Smartphone	10,319	42.7%	110
Have Apple iPhone Smartphone	12,188	50.4%	89
HH Owns 1 Cell Phone	3,343	27.3%	90
HH Owns 2 Cell Phones	5,388	44.1%	113
HH Owns 3+ Cell Phones	3,302	27.0%	94
HH Has Cell Phone Only (No Landline Telephone)	8,465	69.2%	101
Computers (Households)			
HH Owns Computer	10,469	85.6%	100
HH Owns Desktop Computer	5,085	41.6%	104
HH Owns Laptop or Notebook	8,424	68.9%	98
HH Owns Apple/Mac Brand Computer	2,191	17.9%	74
HH Owns PC/Non-Apple Brand Computer	9,157	74.9%	106
HH Purchased Most Recent Home Computer at Store	4,958	40.6%	104
HH Purchased Most Recent Home Computer Online	3,218	26.3%	96
HH Spent $1-499 on Most Recent Home Computer	2,254	18.4%	116
HH Spent $500-999 on Most Recent Home Computer	2,604	21.3%	105
HH Spent $1K-1499 on Most Recent Home Computer	1,296	10.6%	88
HH Spent $1500-1999 on Most Recent Home Computer	510	4.2%	91
HH Spent $2K+ on Most Recent Home Computer	490	4.0%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 15 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	16,692	69.1%	108
Bought Brewed Coffee at C-Store/30 Days	3,268	13.5%	112
Bought Cigarettes at C-Store/30 Days	1,752	7.2%	119
Bought Gas at C-Store/30 Days	11,444	47.3%	120
Spent $1-19 at C-Store/30 Days	1,821	7.5%	102
Spent $20-39 at C-Store/30 Days	2,460	10.2%	103
Spent $40-50 at C-Store/30 Days	2,149	8.9%	114
Spent $51-99 at C-Store/30 Days	1,823	7.5%	123
Spent $100+ at C-Store/30 Days	5,999	24.8%	119
Entertainment (Adults)			
Attended Movie/6 Mo	7,999	33.1%	90
Went to Live Theater/12 Mo	1,515	6.3%	92
Went to Bar or Night Club/12 Mo	4,012	16.6%	102
Dined Out/12 Mo	13,133	54.3%	104
Gambled at Casino/12 Mo	2,770	11.5%	107
Visited Theme Park/12 Mo	2,472	10.2%	88
Viewed Movie (Video-on-Demand)/30 Days	2,395	9.9%	89
Viewed TV Show (Video-on-Demand)/30 Days	1,720	7.1%	94
Used Internet to Download Movie/30 Days	1,167	4.8%	80
Downloaded Individual Song/6 Mo	4,187	17.3%	86
Used Internet to Watch Movie/30 Days	6,640	27.5%	80
Used Internet to Watch TV Program/30 Days	4,597	19.0%	86
Played (Console) Video or Electronic Game/12 Mo	3,011	12.5%	97
Played (Portable) Video or Electronic Game/12 Mo	1,581	6.5%	99
Financial (Adults)			
Have 1st Home Mortgage	9,889	40.9%	108
Used ATM or Cash Machine/12 Mo	14,707	60.8%	96
Own Any Stock	3,444	14.2%	95
Own U.S. Savings Bonds	1,865	7.7%	109
Own Shares in Mutual Fund (Stocks)	3,527	14.6%	106
Own Shares in Mutual Fund (Bonds)	2,263	9.4%	109
Have Interest Checking Account	10,426	43.1%	110
Have Non-Interest Checking Account	9,581	39.6%	104
Have Savings Account	18,346	75.9%	103
Have 401(k) Retirement Savings Plan	6,371	26.4%	108
Own or Used Any Credit/Debit Card/12 Mo	22,546	93.3%	101
Avg $1-110 Monthly Credit Card Expenditures	3,120	12.9%	113
Avg $111-225 Monthly Credit Card Expenditures	1,742	7.2%	94
Avg $226-450 Monthly Credit Card Expenditures	2,160	8.9%	97
Avg $451-700 Monthly Credit Card Expenditures	2,218	9.2%	100
Avg $701-1000 Monthly Credit Card Expenditures	2,162	8.9%	109
Avg $1001-2000 Monthly Credit Card Expenditures	2,806	11.6%	99
Avg $2001+ Monthly Credit Card Expenditures	2,536	10.5%	95
Did Banking Online/12 Mo	14,165	58.6%	100
Did Banking by Mobile Device/12 Mo	11,159	46.2%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Retail Market Potential

100 E Patterson St, Tecumseh, Michigan, 49286
Drive time: 15 minute radius

Prepared by Esri
Latitude: 41.99665
Longitude: -83.94240

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	11,624	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	8,859	72.5%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	2,093	17.1%	116
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	7,251	59.3%	99
HH Used Fresh Fruit or Vegetables/6 Mo	10,899	89.1%	101
HH Used Fresh Milk/6 Mo	10,593	86.6%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	7,251	59.3%	79
Health (Adults)			
Exercise at Home 2+ Times/Wk	11,237	46.5%	94
Exercise at Club 2+ Times/Wk	2,315	9.6%	82
Visited Doctor/12 Mo	19,917	82.4%	103
Used Vitamins or Dietary Supplements/6 Mo	15,855	65.6%	99
Home (Households)			
HH Did Home Improvement/12 Mo	5,612	45.9%	117
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	3,729	30.5%	100
HH Purchased Low Ticket HH Furnishing/12 Mo	3,092	25.3%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	3,543	29.0%	102
HH Bought Small Kitchen Appliance/12 Mo	3,167	25.9%	99
HH Bought Large Kitchen Appliance/12 Mo	2,212	18.1%	111
Insurance (Adults/Households)			
Currently Carry Life Insurance	13,655	56.5%	110
Personally Carry Any Med/Hosp/Accident Insur	21,386	88.5%	104
Homeowner Carries Home/Personal Property Insurance	17,678	73.1%	119
Renter Carries Home/Pers Property Insurance	2,173	9.0%	75
HH Has 1 Vehicle Covered w/Auto Insurance	3,192	26.1%	85
HH Has 2 Vehicles Covered w/Auto Insurance	4,182	34.2%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	4,081	33.4%	126
Pets (Households)			
HH Owns Cat	3,822	31.3%	135
HH Owns Dog	6,055	49.5%	125
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,505	14.5%	78
Buying American Is Important: 4-Agr Cmpl	9,202	38.1%	119
Buy Based on Quality Not Price: 4-Agr Cmpl	3,232	13.4%	89
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,675	11.1%	87
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,557	10.6%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,216	9.2%	75
Buy Based on Price Not Brands: 4-Agr Cmpl	6,589	27.3%	100
Am Interested in How to Help Env: 4-Agr Cmpl	3,505	14.5%	78
Reading (Adults)			
Bought Digital Book/12 Mo	4,234	17.5%	93
Bought Hardcover Book/12 Mo	6,367	26.3%	97
Bought Paperback Book/12 Mo	8,230	34.1%	100
Read Daily Newspaper (Paper Version)	3,989	16.5%	107
Read Digital Newspaper/30 Days	10,348	42.8%	85
Read Magazine (Paper/Electronic Vers)/6 Mo	20,712	85.7%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Retail Market Potential

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Drive time: 15 minute radius

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Latitude: 41.99665
Longitude: -83.94240

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	16,851	69.7%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	5,298	21.9%	107
Went to Fast Food/Drive-In Restaurant/6 Mo	22,236	92.0%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	9,088	37.6%	97
Ordered Eat-In Fast Food/6 Mo	5,492	22.7%	111
Ordered Home Delivery Fast Food/6 Mo	2,270	9.4%	70
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	15,856	65.6%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,767	19.7%	88
Television & Electronics (Adults/Households)			
Own Tablet	13,859	57.3%	97
Own E-Reader	3,093	12.8%	89
Own E-Reader/Tablet: Apple iPad	7,867	32.5%	87
HH Owns Internet Connectable TV	5,388	44.1%	102
Own Portable MP3 Player	2,709	11.2%	100
HH Owns 1 TV	1,879	15.4%	84
HH Owns 2 TVs	3,468	28.4%	100
HH Owns 3 TVs	3,006	24.6%	107
HH Owns 4+ TVs	3,137	25.7%	114
HH Subscribes to Cable TV	3,766	30.8%	91
HH Subscribes to Fiber Optic TV	375	3.1%	58
HH Owns Portable GPS Device	3,149	25.8%	124
HH Purchased Video Game System/12 Mo	579	4.7%	59
HH Owns Internet Video Device for TV	6,368	52.1%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	13,545	56.0%	104
Took 3+ Domestic Non-Business Trips/12 Mo	3,612	14.9%	107
Spent $1-999 on Domestic Vacations/12 Mo	3,403	14.1%	103
Spent $1K-1499 on Domestic Vacations/12 Mo	1,451	6.0%	94
Spent $1500-1999 on Domestic Vacations/12 Mo	1,188	4.9%	129
Spent $2K-2999 on Domestic Vacations/12 Mo	1,122	4.6%	117
Spent $3K+ on Domestic Vacations/12 Mo	1,865	7.7%	116
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,090	4.5%	81
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	6,381	26.4%	80
Took 3+ Foreign Trips by Plane/3 Yrs	1,075	4.4%	61
Spent $1-999 on Foreign Vacations/12 Mo	1,500	6.2%	80
Index: Spent $1K-2999 on Foreign Vacations/12 Mo	469	1.9%	63
Spent $3K+ on Foreign Vacations/12 Mo	814	3.4%	79
Used General Travel Site: Foreign Trip/3 Yrs	1,038	4.3%	68
Spent Night at Hotel or Motel/12 Mo	11,339	46.9%	104
Took Cruise of More Than One Day/3 Yrs	2,258	9.3%	92
Member of Frequent Flyer Program	5,343	22.1%	80
Member of Hotel Rewards Program	7,152	29.6%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

November 02, 2023

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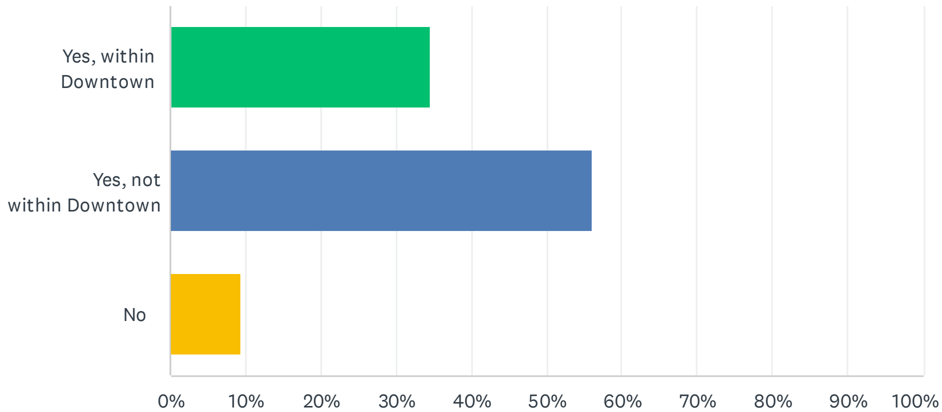
City of Tecumseh

Appendix B: **Community Survey Results**

Q1 Do you live in Tecumseh?

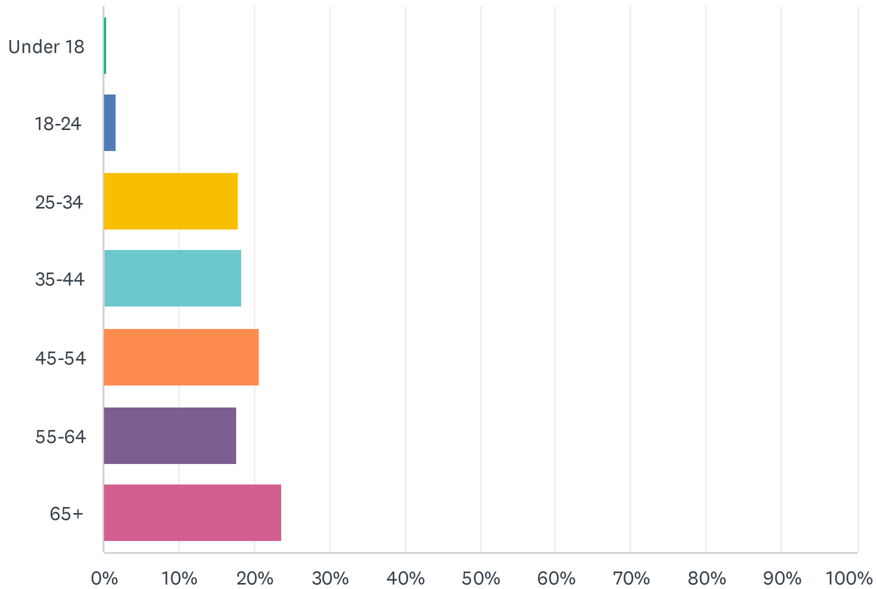
Answered: 301   Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, within Downtown	34.55%	104
Yes, not within Downtown	56.15%	169
No	9.30%	28
TOTAL		301

Q2 What is your age?

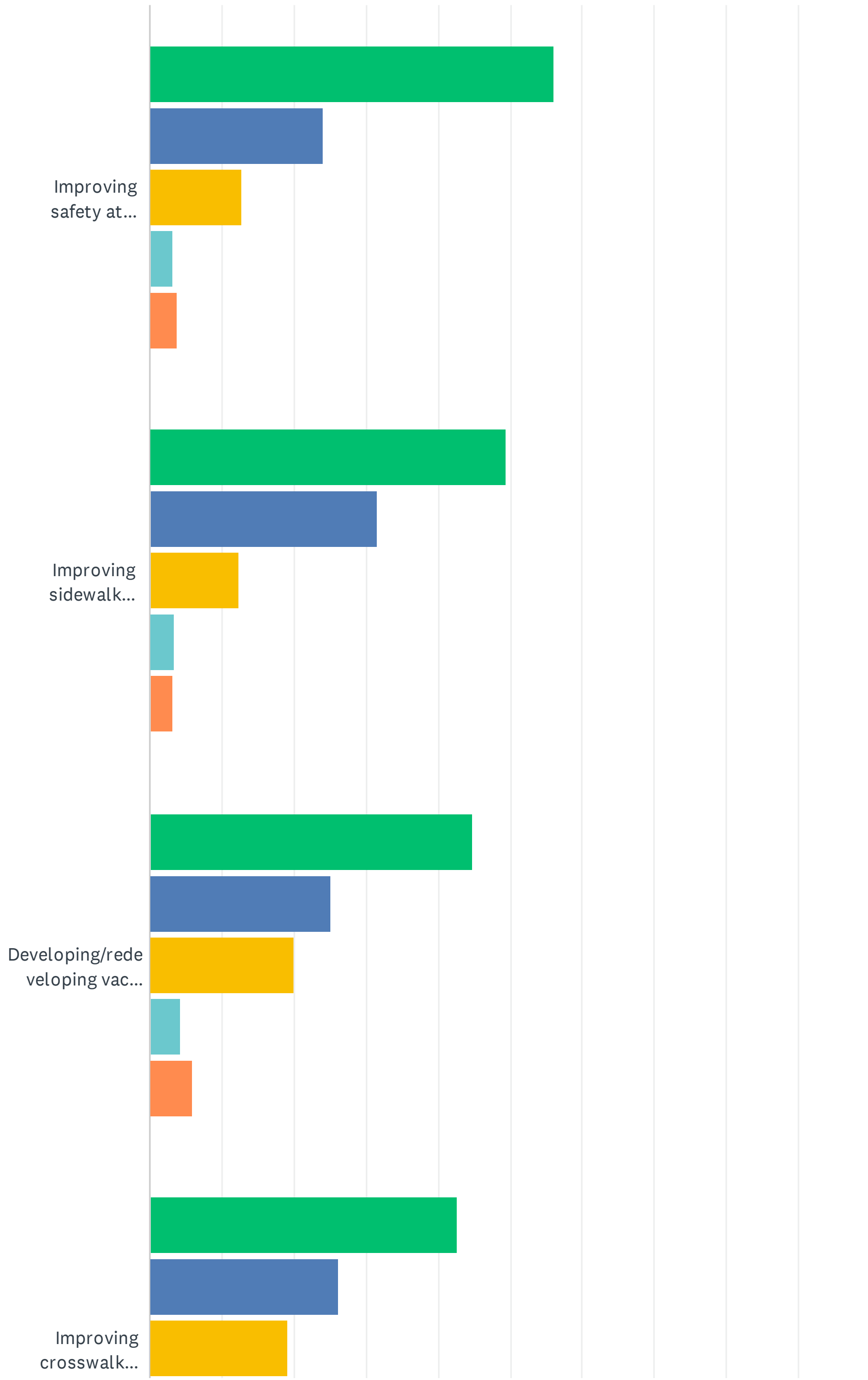
Answered: 301 Skipped: 0



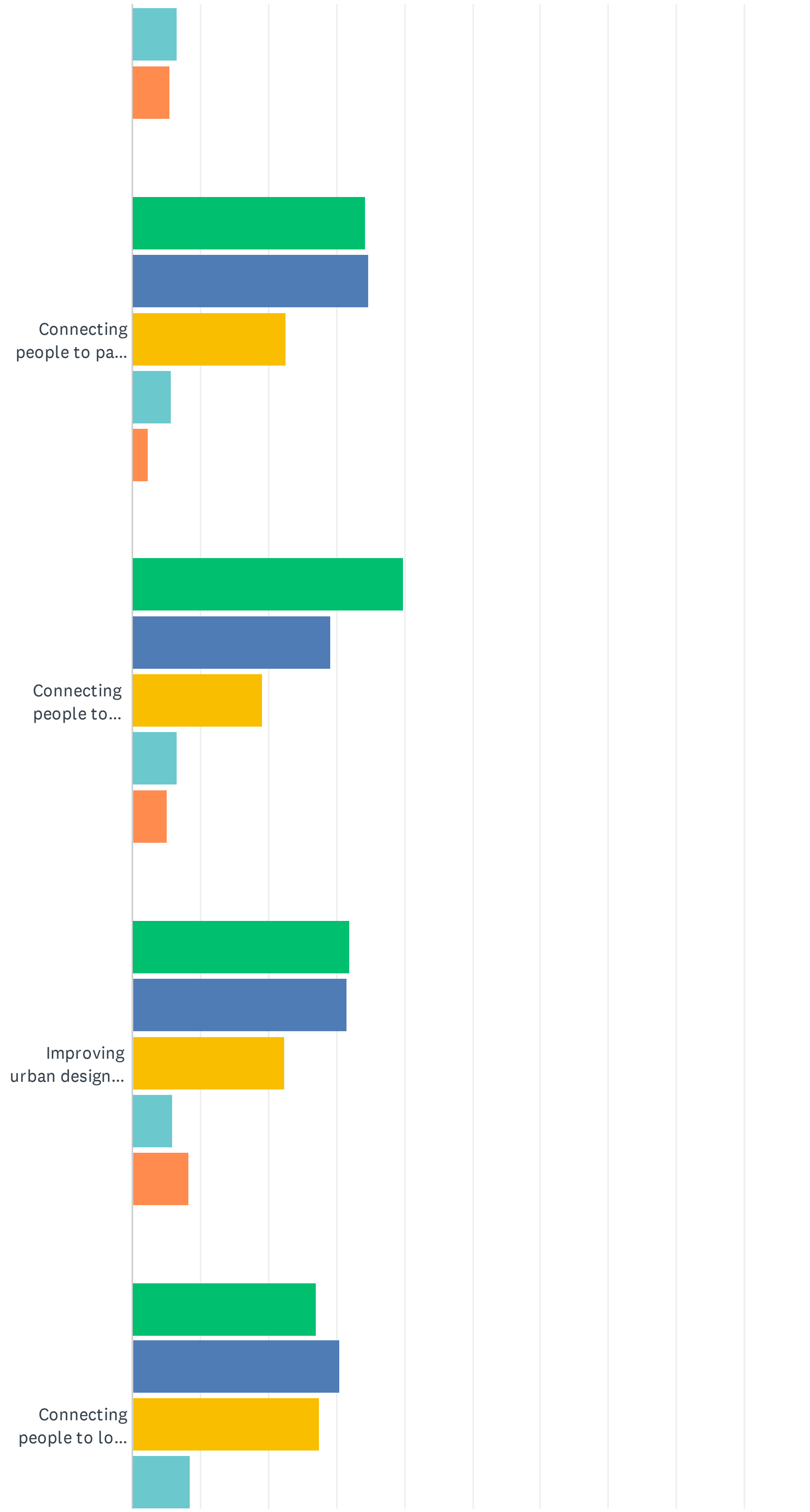
ANSWER CHOICES	RESPONSES	
Under 18	0.33%	1
18-24	1.66%	5
25-34	17.94%	54
35-44	18.27%	55
45-54	20.60%	62
55-64	17.61%	53
65+	23.59%	71
TOTAL		301

Q3 How important are each of the following priorities for the Evans Street Corridor?

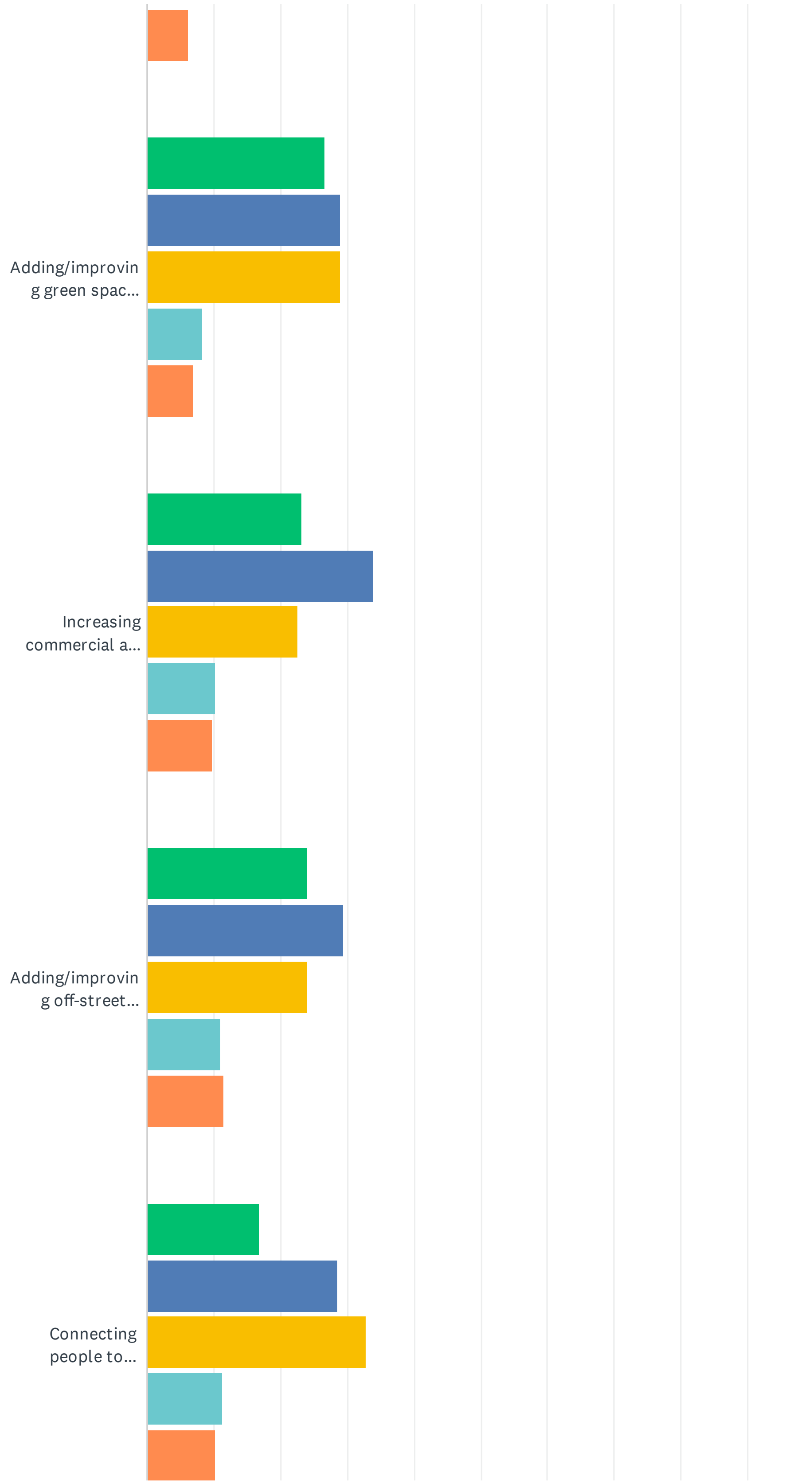
Answered: 257 Skipped: 44



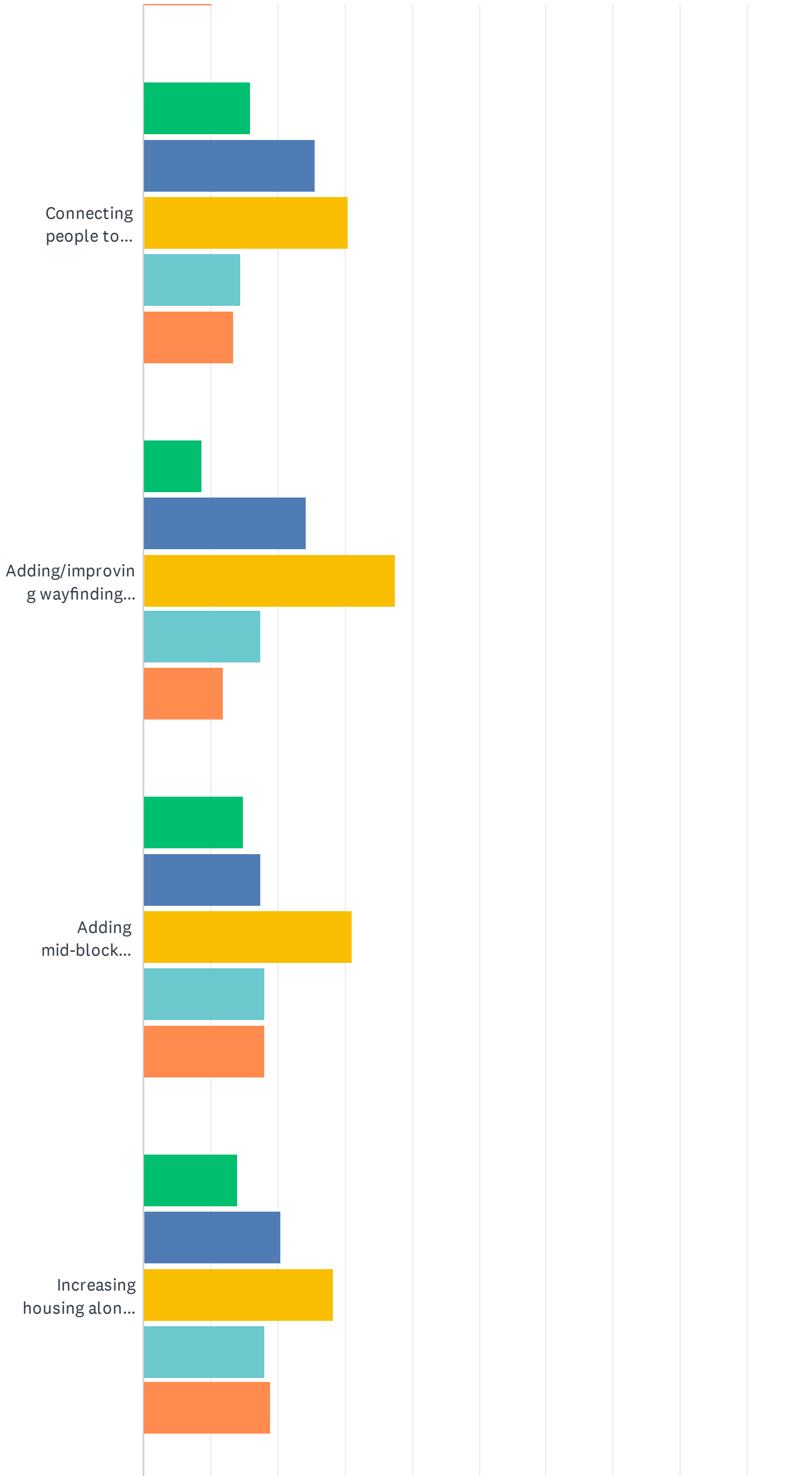
Evans Street Corridor Plan



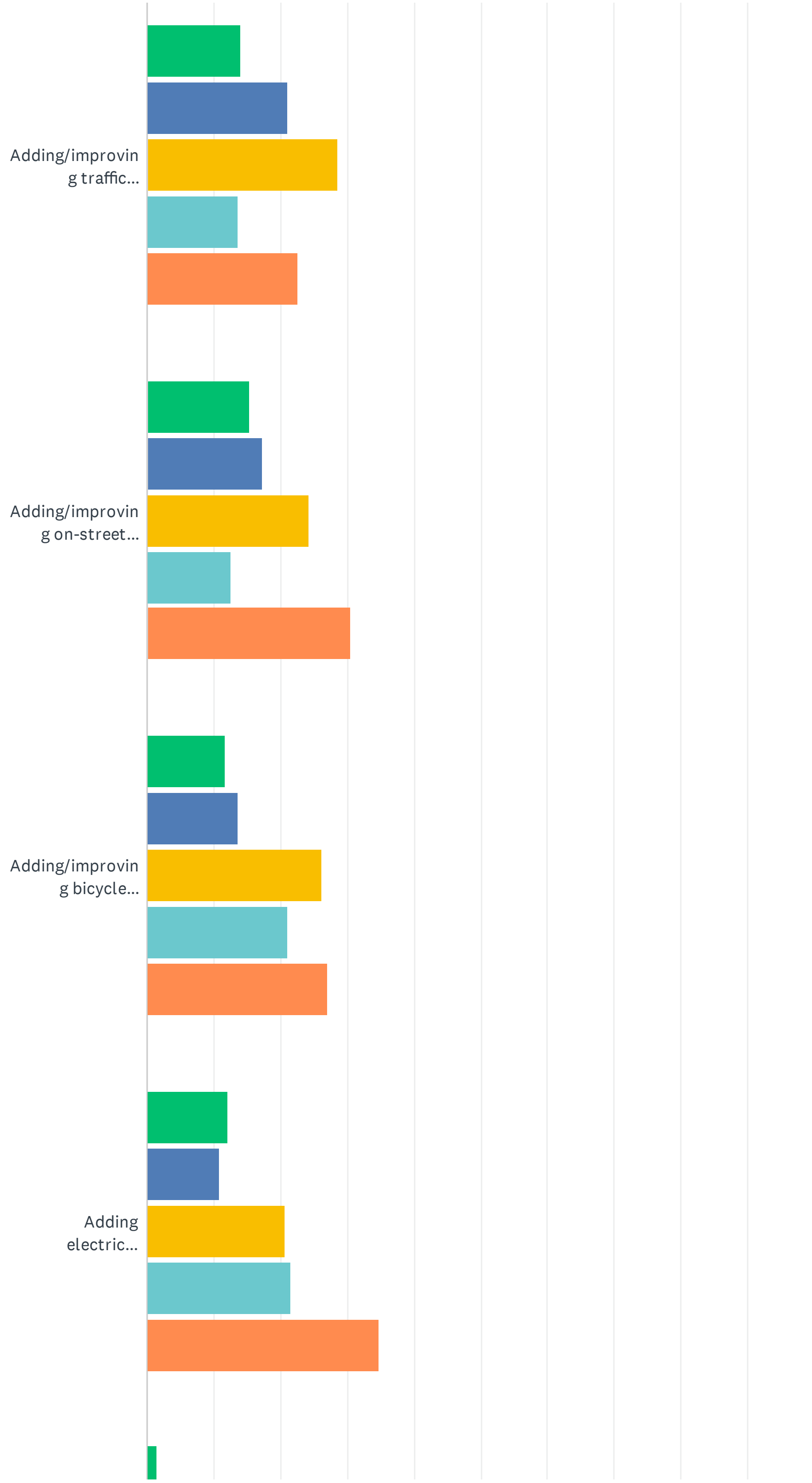
Evans Street Corridor Plan

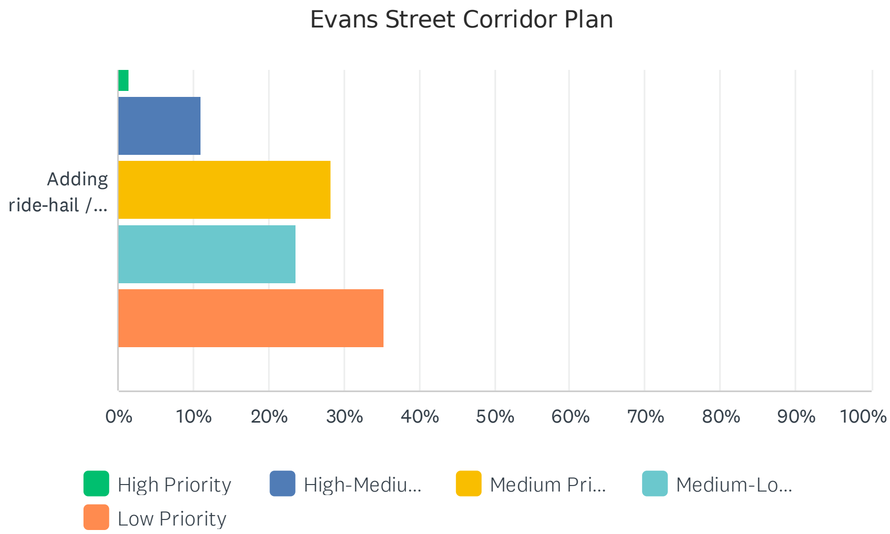


Evans Street Corridor Plan



Evans Street Corridor Plan



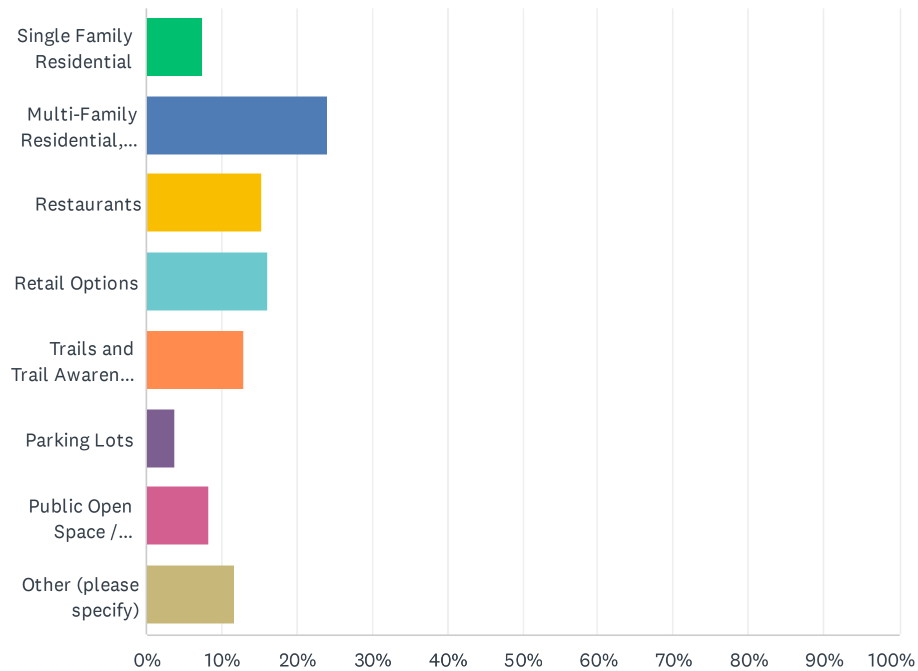

Evans Street Corridor Plan
Adding ride-hail /...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
High Priority
High-Mediu...
Medium Pri...
Medium-Lo...
Low Priority

Evans Street Corridor Plan

	HIGH PRIORITY	HIGH-MEDIUM PRIORITY	MEDIUM PRIORITY	MEDIUM-LOW PRIORITY	LOW PRIORITY	TOTAL	WEIGHTED AVERAGE
Improving safety at crossings and intersections	56.03% 144	24.12% 62	12.84% 33	3.11% 8	3.89% 10	257	4.25
Improving sidewalk quality and connectivity	49.42% 127	31.52% 81	12.45% 32	3.50% 9	3.11% 8	257	4.21
Developing/redeveloping vacant land along the corridor	44.71% 114	25.10% 64	20.00% 51	4.31% 11	5.88% 15	255	3.98
Improving crosswalk visibility	42.58% 109	26.17% 67	19.14% 49	6.64% 17	5.47% 14	256	3.94
Connecting people to parks and open spaces	34.38% 88	34.77% 89	22.66% 58	5.86% 15	2.34% 6	256	3.93
Connecting people to shopping and commercial areas	39.84% 102	29.30% 75	19.14% 49	6.64% 17	5.08% 13	256	3.92
Improving urban design elements (lighting, trees, benches)	31.89% 81	31.50% 80	22.44% 57	5.91% 15	8.27% 21	254	3.73
Connecting people to local and regional trails	27.06% 69	30.59% 78	27.45% 70	8.63% 22	6.27% 16	255	3.64
Adding/improving green space and open spaces for gathering	26.67% 68	29.02% 74	29.02% 74	8.24% 21	7.06% 18	255	3.60
Increasing commercial and business uses along the corridor	23.32% 59	33.99% 86	22.53% 57	10.28% 26	9.88% 25	253	3.51
Adding/improving off-street trails and paths	24.02% 61	29.53% 75	24.02% 61	11.02% 28	11.42% 29	254	3.44
Connecting people to private and public schools	16.86% 43	28.63% 73	32.94% 84	11.37% 29	10.20% 26	255	3.31
Connecting people to employment centers	16.08% 41	25.49% 65	30.59% 78	14.51% 37	13.33% 34	255	3.16
Adding/improving wayfinding signage	8.76% 22	24.30% 61	37.45% 94	17.53% 44	11.95% 30	251	3.00
Adding mid-block crossings	15.02% 38	17.39% 44	31.23% 79	18.18% 46	18.18% 46	253	2.93
Increasing housing along the corridor	14.17% 36	20.47% 52	28.35% 72	18.11% 46	18.90% 48	254	2.93
Adding/improving traffic calming elements (greenway treatments, lane narrowing, medians)	14.06% 36	21.09% 54	28.52% 73	13.67% 35	22.66% 58	256	2.90
Adding/improving on-street bike lanes	15.29% 39	17.25% 44	24.31% 62	12.55% 32	30.59% 78	255	2.74
Adding/improving bicycle parking	11.76% 30	13.73% 35	26.27% 67	21.18% 54	27.06% 69	255	2.62
Adding electric vehicle charging stations	12.11% 31	10.94% 28	20.70% 53	21.48% 55	34.77% 89	256	2.44
Adding ride-hail / drop-off spaces	1.57% 4	11.02% 28	28.35% 72	23.62% 60	35.43% 90	254	2.20

Q4 What is the biggest need for new land uses along the corridor?

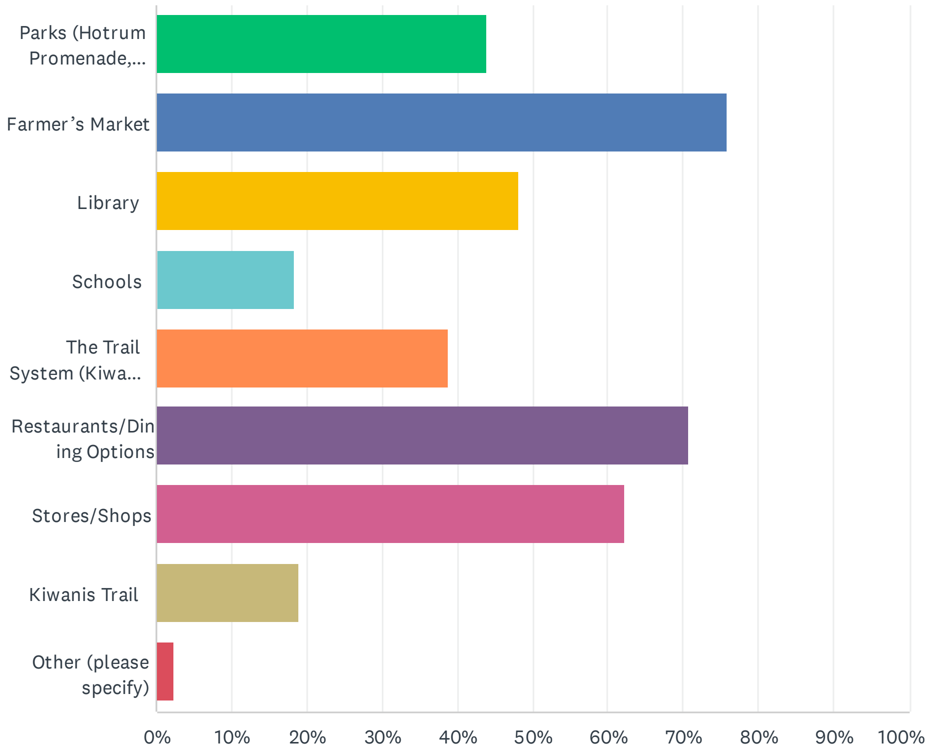
Answered: 254   Skipped: 47



ANSWER CHOICES	RESPONSES	
Single Family Residential	7.48%	19
Multi-Family Residential, Including Mixed-Use	24.02%	61
Restaurants	15.35%	39
Retail Options	16.14%	41
Trails and Trail Awareness (Non-Motorized Transportation Facilities)	12.99%	33
Parking Lots	3.94%	10
Public Open Space / Gathering Spaces	8.27%	21
Other (please specify)	11.81%	30
TOTAL		254

Q5 What are the top destinations along or around the Evans Street Corridor. Check all that apply.

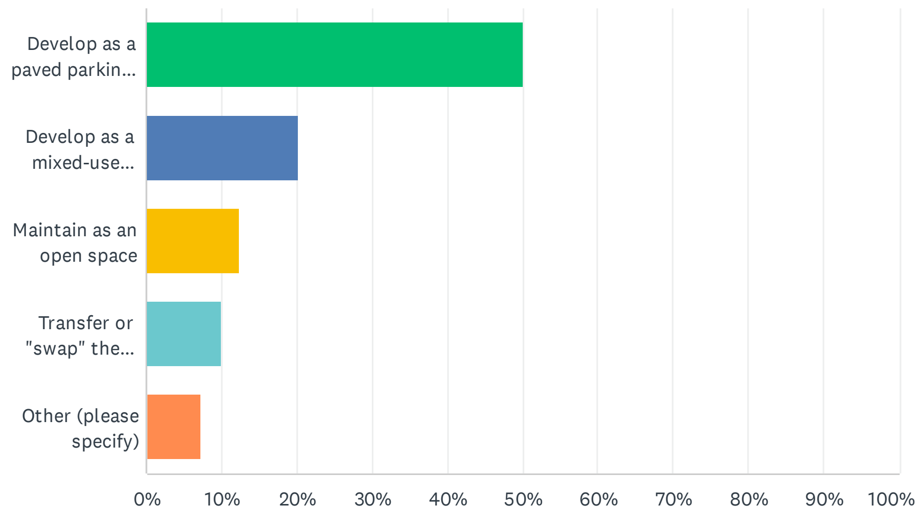
Answered: 257 Skipped: 44



ANSWER CHOICES	RESPONSES	
Parks (Hotrum Promenade, Elliot, Cal Zorn Recreation Center)	43.97%	113
Farmer's Market	75.88%	195
Library	48.25%	124
Schools	18.29%	47
The Trail System (Kiwanis Trail)	38.91%	100
Restaurants/Dining Options	70.82%	182
Stores/Shops	62.26%	160
Kiwanis Trail	19.07%	49
Other (please specify)	2.33%	6
Total Respondents: 257		

Q6 What should be done with this Site?

Answered: 251 Skipped: 50



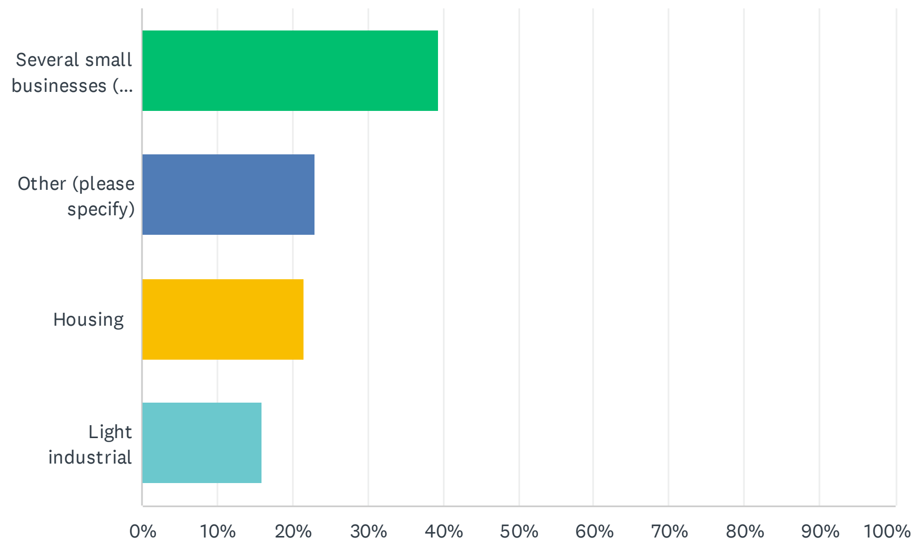
ANSWER CHOICES	RESPONSES	
Develop as a paved parking lot	50.20%	126
Develop as a mixed-use building	20.32%	51
Maintain as an open space	12.35%	31
Transfer or "swap" the property to develop a parking lot nearby, but not on the street frontage	9.96%	25
Other (please specify)	7.17%	18
TOTAL		251

Q7 What concerns do you have regarding this Site?

Answered: 103 Skipped: 198

Q8 What should be done with the Tecumseh Products Site?

Answered: 251 Skipped: 50



ANSWER CHOICES	RESPONSES	
Several small businesses (active lifestyle shops, convenience stores, markets, etc.)	39.44%	99
Other (please specify)	23.11%	58
Housing	21.51%	54
Light industrial	15.94%	40
TOTAL		251

Q9 What concerns do you have regarding the Tecumseh Products Site?

Answered: 133 Skipped: 168

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