

Downtown Wayne

WAYNE, MICHIGAN

2016 MARKET STUDY AND BUSINESS DEVELOPMENT STRATEGIES

Executive Summary



FAST FACTS



WAYNE ON DISPLAY

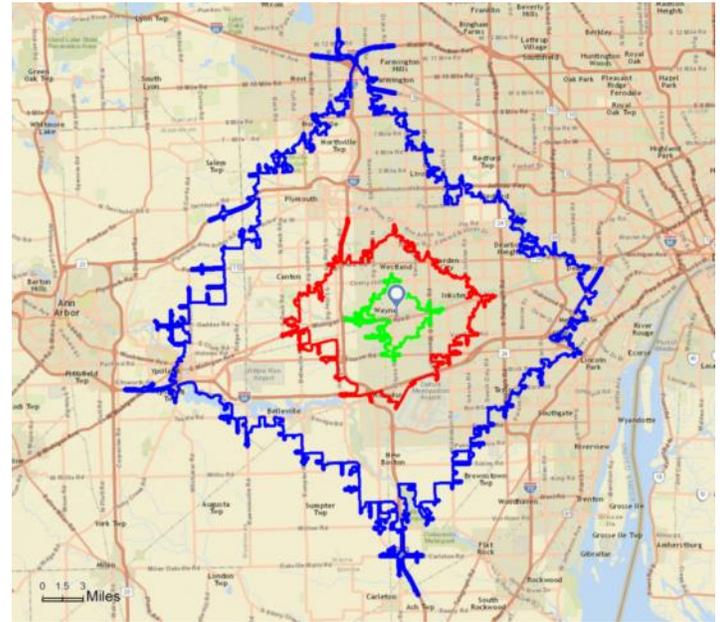
Wayne, Michigan is a hidden gem in the western suburbs of Detroit. Conveniently located between Detroit and Ann Arbor on US 12/Michigan Avenue just north of Detroit Metropolitan Airport, Wayne is in the middle of all the action. With a population of 17,000, this 6 square mile city is a small historic town rooted in tradition and community. Recreational access to the Rouge River, unique businesses, and small-town charm make our downtown a great place to live, work, and play.

Downtown Wayne is working towards becoming the heart of community activity once again. Visitors may find themselves in many of our retail establishments including our men’s and women’s boutiques, artisan market shop, jewelry store, and more. Professional businesses such as tax service companies, banks, doctor offices, and a career training school also call downtown home, helping one meet all of their needs in just one visit. The area attracts local residents through special events that involve both the community and local business owners. Whether it’s launching a canoe in the Rouge River at Goudy Park, doing your holiday shopping on Small Business Saturday, picking up your groceries at the farmer’s market, or watching your favorite local band perform during the summer concert series, there’s always something happening in downtown Wayne.

Wayne Main Street and the city of Wayne saw incredible progress during our initial two-year reign as a Select Level Michigan Main Street community with more than \$2.3 million in public and private reinvestment. Our collective actions are creating a ripple effect with far reaching impacts to touch the lives of all who have a stake in downtown Wayne today, and for generations to come.

What Lies Ahead

Downtown Wayne is in the midst of a resurgence and with a steady number of new businesses opening each year now is the time to take advantage of the great prices of our vacant commercial buildings. There are several investment opportunities with many large, historic buildings ready to be adaptively reused and vacant city-owned lots available for mixed-use development. With over 40,000 cars driving through the downtown daily and the possibility of being a major rail stop in a regional mass transit plan, Wayne is going to be the next place to be seen. Our downtown is full of opportunity. Come be a part of history in the making - we’re just getting started!



Population	5 Min	10 Min	20 Min
2000 Census	27,836	146,614	656,530
2010 Census	26,664	143,440	658,240
2015 Estimate	26,157	140,169	646,468
2020 Projection	25,764	137,699	637,667
Change 2015—2020	-1.5%	-1.8%	-1.4%
Households			
	5 Min	10 Min	20 Min
2000 Census	10,777	56,934	259,326
2010 Census	10,591	56,948	263,479
2015 Estimate	10,510	56,271	260,831
2020 Projection	10,398	55,541	258,119
Change 2015—2020	-1.1%	-1.3%	-1.0%
Median HH Income			
	5 Min	10 Min	20 Min
2015 Estimate	\$43,663	\$46,900	\$55,827
2020 Projection	\$50,992	\$54,247	\$65,284
Change 2015—2020	16.8%	15.7%	16.9%

Source: Esri



DOWNTOWN MARKETING

Consumer rankings of media preferences show the still growing influence of the Internet and social media applications as a resource for news, for researching products and services, and for communicating with clients. More than 52% of respondents selected Social Media as one of the top two sources they most rely on for Wayne area news and information, followed by Newspaper (38%) and Internet Websites (23%).

The Internet can be a particularly valuable resource because it provides the potential for businesses to expand their trade area well beyond local or regional geographies. Businesses with collectible, specialty, and custom merchandise lines, in particular, can use the Internet, and sites such as Amazon, eBay and Etsy, to market to the entire United States or even globally. Even traditional retailers and businesses carrying “staple” products are reaping benefits as, more and more, consumers use the Internet to “shop and compare” products and services, and then use it – in much the same way previous generations used the Yellow Pages – as a resource to find a local outlet or vendor where they can make their purchase.

Downtown Wayne promotion and collaborative marketing efforts should continue to employ social media as avenues to communicate with consumers and to further downtown promotional goals. Expressed interest on the part of businesses in collaborative marketing for suggests the timing for a campaign that employs and experiments with a variety of medium could be opportune.

Question | Consumer Surveys

Of the following, which two (2) media and information sources do you most rely on for Wayne area news and information?

Top Consumer Surveys Responses

Social Media (Facebook, Twitter, etc.)	52.4%
Newspaper	37.8%
Internet Website(s)	22.8%
Television	11.4%
Radio	8.0%

Source: 2016 Downtown Wayne Consumer Surveys.

HOUSING OPPORTUNITIES

Survey results reveal interest in potential downtown housing options. The findings could lend support for the rehabilitation of existing housing and the development of new, mixed-use concepts in Downtown Wayne and the surrounding area.

Q: Would you consider living in Downtown Wayne?

Responses

Yes	18.4%
Maybe	25.8%

Those indicating they would consider living in the downtown expressed interest in a variety of housing styles, and in both owner- and renter-occupied units.

Q: What style of housing in Downtown Wayne would you look for or consider?

Responses

Loft	54.3%
Condo	43.2%
Townhouse	42.0%
Apartment	23.5%
Senior Housing	7.4%

Source: 2016 Downtown Wayne Consumer Online Survey.

The best prospects for new downtown housing might be directed toward the development of units that are quite different from the current inventory of housing options available in the broader community – including styles that might take advantage of the unique dimensions, layouts and materials found in the upper levels of downtown commercial buildings to create distinguishable and even “funky” living or live/work spaces; and for higher-density mixed-use development at potential redevelopment sites in the downtown district and immediate surrounding area.





VALUES AND PRIORITIES

Consumer and business survey participants both place a high priority on business expansion and recruitment efforts—including proposals for creating incentives for new and expanding businesses in the downtown area. Efforts to stage additional festivals and events in the downtown area and to restore and preserve the downtown’s historic character are also viewed favorably by consumers and businesses alike.

Q: Would you place a high, moderate or low priority on possible Downtown Wayne enhancement efforts to...

Consumers (C) and Businesses (B) Rating as a “High Priority”

Enhancement Efforts	(C)	(B)
Create incentives for new and expanding downtown businesses	67% (1)	73% (1)
Stage additional festivals and special events in the downtown area	55% (2)	65% (2)
Restore and preserve the downtown’s historic character	46% (3)	51% (3)
Improve the downtown’s streets, sidewalks, lighting, furnishings, green spaces, trails, etc.	43% (4)	49% (4)
Improve and/or create more housing in the downtown area	31% (5)	35% (5)

Source: 2016 Downtown Wayne Consumer and Business Surveys.

When asked to cite the things they love most or would never change about Downtown Wayne, consumers survey participants most often identified with special features and attractions including State Wayne Theatre, Goudy Park, Farmers Market and the library. Business survey respondents frequently listed many of these same features, but were also somewhat more likely to identify with attributes revolving around the downtown area’s environment, character and feel.

Consumer and business survey findings regarding priorities and those things most loved about Downtown Wayne lend direction for business development strategies, local design improvements and preservation efforts, and marketing and branding strategies that connect with the downtown’s special features and attractions, and which help to distinguish Downtown Wayne in the regional marketplace

BUSINESS EMPOWERMENT

Retail Targets

Market research findings provide general direction for various retail business types and merchandise lines that could be prime candidates and appropriate for expansion and recruitment in Downtown Wayne. The implementation of business empowerment and development strategies is part of a comprehensive, long-term enhancement program that emphasizes business retention efforts and a series of initiatives that will make Downtown Wayne an even more attractive place to do business and invest.

Retail expansion and recruitment targets capitalize and expand upon the downtown’s retail sector strengths and traffic generated by existing businesses. Examples of business types and merchandise lines showing potential for expansion and recruitment in Downtown Wayne include:

- ▶ **Food Services and Drinking Places**
 - Full-Service Restaurants
 - Limited-Service Eating Places
 - Drinking Places (Alcoholic Beverages)
- ▶ **Food and Beverage Stores**
 - Grocery Stores
 - Specialty Food Stores
 - Beer, Wine & Liquor Stores
- ▶ **Miscellaneous Store Retailers**
 - Gift, Novelty and Souvenir Stores
 - Used Merchandise Stores
 - Other Miscellaneous (Specialty) Store Retailers

Downtown Office and Service Uses

Civic, office and service uses in Downtown Wayne already play an important role in generating consistent traffic to support the district’s economy and sense of vitality. Predictably, civic, office and service uses will continue to be important to downtown in the future. These uses should continue to be encouraged to locate within the downtown district and, where appropriate and applicable, Wayne Main Street and community development partners should work to locate these uses in buildings and spaces that are conducive to creating and maintaining a strong sense of retail vibrancy throughout the downtown district.

For more information contact



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