



Workshop Exercise One: A Look Inside Downtown Wayne

Compiled Responses

1. List the three best or most exciting things about Downtown Wayne.

- Available properties/parking
- Concerts/Events
- Goudy Park
- Main Street organization/volunteers
- New stores
- Opportunities - business
- Rouge River/Goudy Park
- Small-town feel
- State Wayne (Phoenix)
- Walkability
- We have a downtown where surrounding communities don't

2. List three obstacles or challenges to business development efforts in Downtown Wayne.

- Businesses not open late (need businesses to stay open later)
- City image/perceptions
- Empty buildings due to unrealistic property owners
- Getting people to stop (visibility)
- Household median income
- Michigan Avenue split – “the island” – traffic flow
- Ordinance obstacles/outdated
- Parking
- Perception of city not being business-friendly
- Prices or leases too high
- Speed



Downtown Wayne Market Study GROW Public Meeting & Workshop

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3. List 3 reasons for someone to expand, open a business, or invest in Downtown Wayne.

- Affordability
- Business owners/Main Street support
- Good value price point/lease rates
- Less competition
- Location
- Location to expressway – traffic volume
- Proximity to home
- Security
- Supportive existing businesses
- Surrounding community draw
- Visibility to traffic
- Walkability

4. List three things you would do within the next three years in order to make Downtown Wayne an even better place to start a business and/or invest (be realistic and specific).

- Become a Redevelopment Ready Community
- Commercial property tax tiers for compliance/non-compliance
- Events downtown/shutdown block/things for kids and families
- Getting residents investing in community and being third eye
- Government and community organizations demonstrate support for each other and businesses
- Promote financial incentives
- Shop local businesses
- Signage ordinance specific to downtown – add protruding signs
- Streamline approval process for businesses
- Vacant commercial property code enforcement



Workshop Exercise Two: Business Opportunities

Group A

1. List three specific types of new or expanded businesses that have the best chance to succeed in Downtown Wayne.

- a. Bakery
- b. Restaurant/Brew Pub
- c. Florist

2. From the list above, select the one business you feel has the very best chance to succeed in Downtown Wayne.

Selection: Restaurant/Brew Pub/National Chain

3. For the business selected above, briefly describe:

a. Why you believe the business has the best chance to succeed:

— More affordable food choices

b. Products and/or services offered at this business – and/or – what will make it special:

— Unique/trendy food items

c. Your selected business' target market (i.e., age, gender, visitor vs. local, etc.)

— 20 – 50; people in 30-mile radius

4. List three specific businesses or attractions currently located in the downtown area that are complementary, or that will help support, the business you selected.

- a. Ford Motor Company
- b. Schools - Dorsey
- c. Theatre



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Workshop Exercise Two: Business Opportunities

Group B

1. List three specific types of new or expanded businesses that have the best chance to succeed in Downtown Wayne.

- a. Bakery/Restaurants
- b. Kids-themed Place
- c. Microbrewery

2. From the list above, select the one business you feel has the very best chance to succeed in Downtown Wayne.

Selection: Microbrewery

3. For the business selected above, briefly describe:

a. Why you believe the business has the best chance to succeed:

— Walkability/Destination place

b. Products and/or services offered at this business – and/or – what will make it special:

— Specialty beers; entertainment; market city history through beers

c. Your selected business' target market (i.e., age, gender, visitor vs. local, etc.)

— 21 – 60; multi ages; different times of day attracts different age groups

4. List three specific businesses or attractions currently located in the downtown area that are complementary, or that will help support, the business you selected.

- a. Avenue
- b. Theater
- c. Helium



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Workshop Exercise Two: Business Opportunities

Group C

1. List three specific types of new or expanded businesses that have the best chance to succeed in Downtown Wayne.

- a. Restaurant – not Coney, not coffee – full-service
- b. Bakery
- c. Technology Store

2. From the list above, select the one business you feel has the very best chance to succeed in Downtown Wayne.

Selection: Full-service Restaurant

3. For the business selected above, briefly describe:

a. Why you believe the business has the best chance to succeed:

— Void in the city, need for it; people are asking for it

b. Products and/or services offered at this business – and/or – what will make it special:

— Microbrewery and live Jazz music

c. Your selected business' target market (i.e., age, gender, visitor vs. local, etc.)

— 20+; want it all

4. List three specific businesses or attractions currently located in the downtown area that are complementary, or that will help support, the business you selected.

- a. Dinner and a movie
- b. Shopping and dinner
- c. Bowling and dinner