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Cool Cities Blueprints for Michigan's Downtowns

Romeo

Downtown
Blueprint
2006

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Blueprints *for* Michigan's Downtowns, part of the Cool Cities Initiative, is a partnership effort between the Michigan State Housing Development Authority (MSHDA), the Michigan Economic Development Corporation (MEDC), and the Michigan Municipal League (MML) to continue to assist communities and their Downtown revitalization efforts. Blueprint action plans are an investment in a community that creates new private jobs and investment.

MML originally brought this innovative planning concept to the attention of the MEDC and MSHDA. With MML's partnership in place, the MEDC and MSHDA have, for three rounds, each put \$100,000 into the program. Those funds pay for 50% of the Blueprint fee with the 50% match coming from the Blueprint communities. When housed in the MEDC, the Community Assistance Team (CATeam) designed the program. Now housed in MSHDA, the CATEam continues to manage the program. HyettPalma is the consultant for the Downtown Blueprint program, working directly with each community to define its Downtown Blueprint.

The 11 communities selected during the first round of the program in 2003 were: Adrian, Battle Creek, Brighton, Buchanan, Cheboygan, Davison, Grand Haven, Jonesville, Middleville, Mt. Pleasant, and Norway.

The 11 communities selected during the second round of the program in 2004 were: Charlotte, Fremont, Highland Park, Romeo, Howard City, Imlay City, Ionia, Linden, Menominee, Saline, and Wayland.

The 8 communities selected during the third round of the program in 2005 were: Big Rapids, East Tawas, Grass Lake, Iron River, Romeo, Utica, Vassar, and Whitehall.

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January 10, 2006

The Village of Romeo
and Members of the Process Committee
Romeo, MI 48768

RE: ***Romeo Downtown Blueprint 2006***

HyettPalma, Inc., is pleased to present to you the following report titled: ***Romeo Downtown Blueprint 2006***, completed under the program titled ***Cool Cities Blueprints for Michigan's Downtowns***.

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

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

Sincerely,



Doyle G. Hyett



Dolores P. Palma



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Process Committee Members

At the request of HyettPalma, Inc., a Process Committee was formed to oversee this project. HyettPalma would like to thank the members of the Downtown Romeo Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***Romeo Downtown Blueprint 2006***.

Paul Reiz, President, *Village of Romeo*
Matt Edwards, Council Trustee & DDA Board Member, *Village of Romeo*
Marian **McLaughlin**, Clerk-Administrator, *Village of Romeo*
Robert Lipka, Chairperson, *Romeo Downtown Development Authority*
Joe Beck, Superintendent, *Romeo Schools*
Tim Billo, President, *Romeo Historic Society*
Melvin Bleich, Owner, *Romeo Observer*
Stephen N. Cassin, Executive Director, *Macomb County Planning & Economic Development*
Mark Clark, Attorney, *Village of Romeo*
Nicole **Czajka**, Manager, *Thee Office Pub & Cookery*
Joyce Dych, Executive Director, *Romeo-Washington Chamber of Commerce*
Lori Hudson, *Romeo Historic District Commission*
Sue Kane, Downtown Merchant, *Kane's Town Hall Antiques, Antiques at the Corner*
Gary R. Kirsh, Supervisor, *Washington Township*
Sherri Maddox, Vice-President, *National City Bank, Romeo*
Michelle **Rebar**, Director, *Starkweather Art & Cultural Center*
Gary C. Schocke, Supervisor, *Bruce Township*

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Project Overview



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I. PROJECT OVERVIEW

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

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

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

The assignment was completed as part of the **Cool Cities Blueprints for Michigan's Downtowns** technical assistance program, a partnership of the Michigan Economic Development Corporation (NIEDC), the Michigan State Housing Development Authority (MSHDA), and the Michigan Municipal League (MML). The **Romeo Downtown Blueprint 2006** was completed by HyettPalma, Inc., with the involvement of the Process Committee formed by the Village to oversee the project.

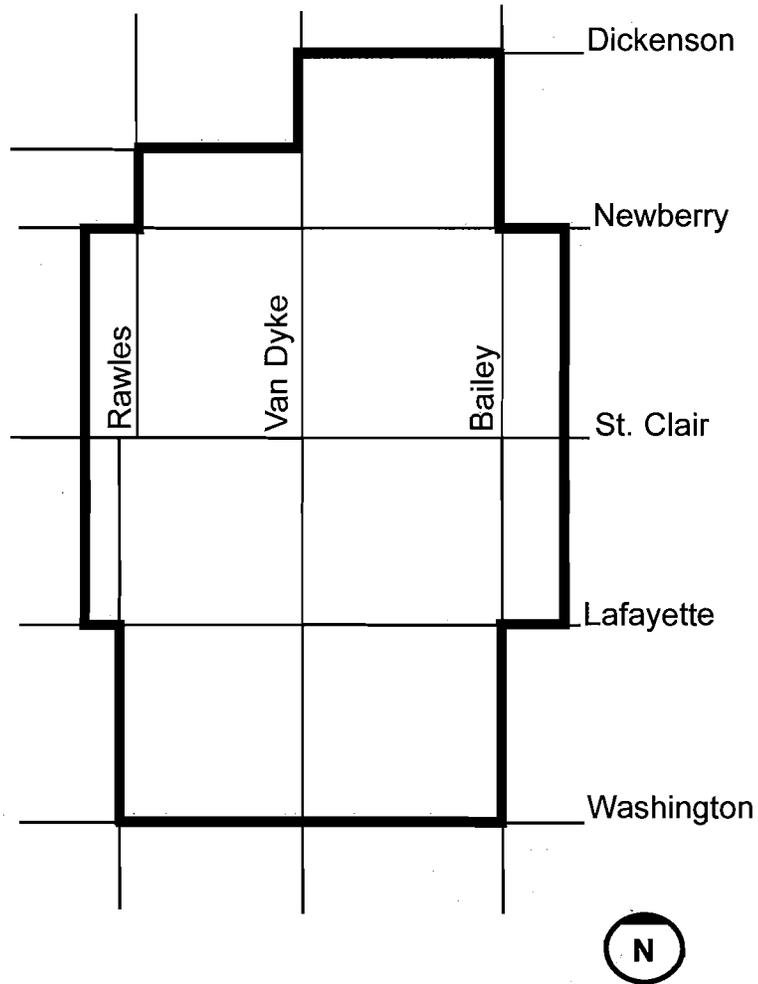
The methodology used to define the **Romeo Downtown Blueprint 2006** was developed by HyettPalma, Inc., and has been used extensively by the firm in Downtowns throughout the United States. To date, it forms the basis of the technical assistance programs titled:

- **America Downtown® -- New Thinking. New Life.**, created by the National League of Cities and HyettPalma in 1992;
- **Indiana Downtown@**, created by the Indiana Association of Cities and Towns with HyettPalma in 2001; and
- **Blueprints for Pennsylvania's Downtowns**, created by the Pennsylvania League of Cities and Municipalities and HyettPalma in 2004.

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Downtown Romeo



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***Downtown
Romeo
Today***

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II. DOWNTOWN ROMEO TODAY

Following is a summary of Downtown Romeo, as it stands today.

Strengths

Downtown is fortunate to have a number of strengths that can be leveraged for greater success. Among these are:

- Successful businesses;
- Traditional anchors, which remain in Downtown, such as Village Hall, the library, and post office;
- Newer and also important anchors, such as the Starkweather Art & Cultural Center;
- Historic architecture, which has warranted Downtown being designated as a National Register Historic District (1970), a State historic district (1970), and a local historic district (1971);
- Public improvements that have been made – such as pedestrian-scale streetlights and benches – which complement and reinforce Downtown's historic character and pedestrian-orientation;
- Village Park, which is the site of concerts and activities;
- Very popular and successful special events, such as the Michigan Peach Festival, Halloween in the Village Trick or Treating, the Village Christmas Tree Lighting and Santa Parade, and Midnight Madness; and
- The various organizations involved in Downtown's enhancement, such as the Romeo Downtown Development Authority (DDA), the Romeo-Washington Chamber of Commerce, the Romeo Historical Society, and the various commissions of the Village government.

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In addition, Downtown is fortunate to have three museums nearby, to be surrounded by quality neighborhoods, and to be located in a region that is experiencing growth. This growth includes both residential and commercial development. The former presents Downtown with the opportunity to attract additional area residents. The latter makes it all the more important for Downtown to retain its historic ambience and pedestrian-orientation, so that it remains different from newer commercial venues.

It is also in Downtown's favor that there appears to be a local appreciation for Downtown's – and the Village's – historic charm. And, that there is a local understanding that Downtown's health greatly impacts the quality-of-life enjoyed by the Village's residents.

Finally, Downtown is fortunate to be located in a Village that has a positive image – an image of being quaint, having in-demand historic homes and good schools, being safe, offering a relaxed pace of living, and being a community of warm people.

Concerns

Those participating in the *Downtown Blueprint* sessions were asked to discuss the concerns they hold for Downtown's future. The concerns raised repeatedly were:

- Parking;
- First floor retail vs. office;
- Lack of Downtown draws;
- Community loyalty;
- "What should we become;"
- Appearance (maintenance, buildings);
- Building vacancies (the right mix, how to recruit);
- The need for more action, less debating;
- Lack of leadership; and
- Resistance to change.

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Image

Those participating in the *Downtown Blueprint* process desired Downtown Romeo to have the following image by 2011.

*A beautiful, historic Downtown
That is filled with
Great shops, restaurants, and entertainment.*

*A safe Downtown where people come to
Relax, visit, and have fun with their friends.*

*A "cultural hot spot"
Where **there's** always something going on –
Great plays, art exhibits, concerts, workshops, and more.*

*A Downtown of warm people and
Friendly, helpful merchants.*

*A Downtown that makes people say,
"It's beautiful!"
"There are so many things to do!"
"I can't wait to come back!"
"We should move here!"*

Desires

Those participating in the *Downtown Blueprint* process were asked to express the outcomes they hope will be achieved as a result of the enhancement effort. The desires most frequently voiced were:

- Make Downtown a destination;
- Retain and build on Downtown's historic character;
- Make Downtown an economically profitable place to do business;
- Make Downtown satisfying for Romeo residents;
- Draw customers from beyond Romeo;
- Harness the energy of organizations, volunteers, and citizens;
- Increase cooperation, communication, and collaboration of those involved;

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"Show us how to be successful in getting from point A to point B;" and
"Show us how to do things better."

Guidelines

Based on Downtown's current strengths – and on the community's concerns, preferred image, and desires for Downtown – HyettPalma recommends that the following guidelines be embraced and kept in mind as the **Downtown Blueprint** is implemented.

1. "We've Done This Before"

It is true that a variety of projects have been implemented in Downtown through the years – such as streetscape improvements and a one-year marketing campaign – and that the Main Street approach was tried in Downtown for a brief amount of time. However, it must be recognized that never before has a comprehensive strategy been devised for Downtown Romeo. In that way, the **Downtown Blueprint** will be a first for Downtown. Plus, the **Downtown Blueprint** will present Romeo with a new way of doing business, since not only is it a comprehensive strategy, but:

It includes a very aggressive, implementation-oriented program of action, and not a plan or a study;

It addresses all of the issues facing Downtown and keeps all of those issues in perspective;

It was defined using an inclusive approach that involved hundreds of individuals;

It is based on a Downtown vision that was defined by the community;

It includes a market analysis for Downtown, which ensures that the vision and the recommended actions are grounded in economic realities;

The recommendations are pragmatic, designed to improve Downtown's economy so that the results are long-lasting; and

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- The methodology used to define the **Romeo Downtown Blueprint 2006** was developed by HyettPalma in 1985, has been used in hundreds of Downtowns nationwide, and has yielded tangible and quantifiable economic successes.

2. Necessary vs. Specialty Businesses

Some locally feel very strongly that Downtown cannot be of significance to the community's residents unless it contains "businesses we need" – a drugstore, hardware store, grocery store, and other basic convenience businesses. It must be realized that every Downtown has serious competition from strip malls, shopping centers, and big boxes, many of which offer "necessary businesses" with large inventories and corresponding prices. Therefore, it is unrealistic to expect Downtowns to be able to fill that role – in a primary manner – given modern commercial scenarios. Instead, Downtown can offer some degree of convenience businesses, such as hair salons, barber shops, and drycleaners. But, for the most part, Downtown must offer specialty businesses, great service, and a unique setting in order to co-exist with the giants. And, if it does, Downtown can certainly thrive and prosper despite the proximity and proliferation of newer commercial venues.

3. What Should Downtown Be

There is a question locally as to whether Downtown should offer "all antiques" or "all restaurants" or a mix of business types. It is in the community's best interest for Downtown to offer a broad range of specialty businesses, food, art, and entertainment along with services and professional offices. It is in this way that Downtown will be able to serve the broadest segment of the community.

4. Silver Bullets

Community members, and those spearheading the enhancement effort, must realize that there are no "silver bullets" or panaceas in the business of Downtown enhancement. Instead, all issues facing Downtown must be acknowledged, addressed, and kept in perspective if the community's vision is to be attained and if Downtown's economy is to be strengthened.

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5. Upper Floor Retail

Only in the most successful Downtowns of this nation are prosperous retail businesses found in upper floors. Rather than attempting to force the market into this tenuous position, the focus in Downtown Romeo should be placed on filling first floor vacancies with strong businesses – and keeping those spaces filled.

6. "We Need Tax Breaks"

A goal of the enhancement effort should be to attract additional customers to Downtown, by having strong existing businesses and attracting prosperous, well-managed, and well-capitalized businesses to Downtown Romeo. Downtown should not be a location for marginally successful businesses that require tax abatements or other subsidies to keep their doors open. Plus, offering tax abatements would end the capture of tax increments, thereby eliminating funds for Downtown improvements.

7. More Talk than Action

With the completion of the Downtown Blueprint, the time has come to reverse the pattern of "more talk than action" by all those involved in Downtown's enhancement pledging to:

- Demonstrate public and private sector leadership in implementing the Downtown Blueprint;
- Set aside self-interest and, instead, take actions that are in the best interest of Downtown as a whole;
- Realize that disagreements will arise from time to time, but they should not be allowed to get in the way of implementation – instead, the parties involved should agree to disagree and keep the enhancement of Downtown moving forward; and
- Realize that, in any community, there will always be nay sayers, but they must not be allowed to get in the way of moving Downtown toward the community's vision and economic sustainability.

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8. Downtown "Experts"

In any community, there tend to be self-proclaimed "experts" who espouse "truisms" about Downtown enhancement. And, often these pronouncements are incorrect and can be quite damaging to Downtown and its future success. Therefore, those leading the Downtown Romeo enhancement effort should adopt and follow the Downtown Blueprint, since it is based on tried and true methods that have resulted in Downtown success. And, the leadership of Romeo should seek the continued assistance of MSHDA's Community Assistance Team members, who also have great expertise in the field of Downtown enhancement.

9. Copying

Ordinances, policies, and projects being used by neighboring communities to revitalize their Downtown's should not be copied and applied to Downtown Romeo. This is important since Downtown Romeo is unique, having its own opportunities, issues, and needs. Due to this uniqueness, Downtown Romeo requires customized solutions if it is to flourish, which is exactly what the Romeo Downtown Blueprint **2006** contains.

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***Resident
&
Business
Surveys***

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III. RESIDENT & BUSINESS SURVEYS

As a part of this project, two surveys were conducted to gauge the health of Downtown Romeo, as perceived locally. These were a survey of owners/managers of all non-residential uses located in the project area and a telephone survey of residents living in the primary trade area. A summary of the survey responses follows.

Use of Downtown

Of primary trade area residents surveyed, just over three-fifths (61%) reported coming to Downtown Romeo with great frequency – between 1 and 7 times a week.

Another 15% said they come to Downtown with moderate frequency, defined as from 3 times a month to 6 times a year.

And, almost one-quarter (24%) said they seldom or never come to Downtown Romeo.

Purpose of Trips

Trade area residents were asked why they currently come to Downtown Romeo. The top two reasons given were "shopping" (24%) and "eating in restaurants" (20%). Therefore, Downtown is clearly a shopping and food destination at this time.

The third most often cited reason for coming to Downtown was "banking" (10%). This was followed closely by "using service businesses" (9%).

Therefore, the majority of residents surveyed (63%) said they now come to Downtown Romeo for one of the above four reasons.

The remaining reasons cited for Downtown trips were:

- Going to special events (6%);
- Visiting friends and family (6%);
- Going to the post office (4%);

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- Work there (4%);
- Entertainment (3%);
- Recreation (3%);
- Attending religious services (2%);
- Live there (2%);
- Conducting personal business (1%); and
- Using the library (1%).

In addition, 5% of residents surveyed said when they are in Downtown it is because they are just "passing through."

Shopping Area of Choice

Residents surveyed were asked where they currently do most of their family shopping. The most frequently mentioned area was the 26 Mile and Van Dyke area, cited by 50%. The next most frequently mentioned area was Lakeside Mall, cited by 29% of those surveyed. Therefore, the vast majority of trade area residents surveyed (79%) said they shop in these two areas.

The remaining responses to this question were:

- Wal-Mart at 23 Mile and M-53 (7%);
- K-Mart at 23 Mile and Van Dyke (6%);
- Downtown Rochester (2%);
- Downtown Richmond (2%);
- 23 Mile and Gratiot (2%);
- Downtown Romeo (1%); and
- Other – (1%) – Internet and television.

When asked why they choose to shop in a particular area, the top two reasons cited by residents were the variety/selection offered (38%) and convenience (35%).

The remaining reasons cited for choosing a particular shopping area were:

- Closeness to home (19%);
- Price (6%); and
- Closeness to work (2%).

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Downtown Characteristics

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

Nine characteristics were rated "good" by a majority of residents. Five characteristics were rated good by a majority of business owners. And, those five were among the nine rated "good" by a majority of residents.

The five characteristics rated "good" by a majority of both trade area residents and Downtown business owners were:

- Feeling of safety (97% residents, 93% business owners);
- Cleanliness of the area (89% residents, 53% business owners);
- Helpfulness of salespeople (84% residents, 81% business owners);
- Knowledge of salespeople (75% residents, 63% business owners); and
- Quality of service businesses (68% residents, 51% business owners).

It is interesting to note that residents were much more pleased with Downtown's cleanliness and the quality of its service businesses than were business owners.

The four characteristics rated "good" by a majority of residents, but not business owners, were:

- Attractiveness of the area (83% residents, 45% business owners);
- Attractiveness of buildings (76% residents, 36% business owners);
- Quality of retail goods (61% residents, 47% business owners); and
- Business hours (60% residents, 26% business owners).

In this case, business owners were much less pleased than residents with the attractiveness of Downtown buildings and its business hours.

Finally, a significant percentage of residents – although not a majority – rated four additional characteristics as being "good." These were:

- Traffic circulation (49% residents, 18% business owners);

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- Variety of service businesses (47% residents, 27% business owners);
- Prices at service businesses (46% residents, 38% business owners); and
- Quality of restaurants (46% residents, 26% business owners).

In this case, Downtown property owners were much less pleased with all of these characteristics, except for prices at service businesses.

Downtown Improvements

Trade area residents and Downtown business owners were asked to rate a list of 18 possible Downtown improvements as being "very important," "somewhat important," or "not important" at this time.

Five improvements were rated "very important" by a majority of residents. Seven improvements received this rating from a majority of business owners. And, the five improvements rated "very important" by a majority of residents were among the seven rated "very important" by a majority of Downtown business owners. These five improvements were:

- Increase the variety of restaurants (59% residents, 72% business owners);
- Increase retail variety (55% residents, 78% business owners);
- Recruit retail businesses (53% residents, 85% business owners);
- Improve parking convenience (52% residents, 79% business owners); and
- Improve parking availability (51% residents, 79% business owners).

It should be noted that all five possible improvements rated "very important" by a majority of trade area residents deal with variety/selection and convenience – the two factors residents said most influence where they choose to shop.

The two improvements rated "very important" by a majority of business owners, but not residents, were:

- Physically improve buildings (28% residents, 53% business owners); and
- Improve the quality of restaurants (44% residents, 51% business owners).

When asked if there was anything else that could be done to encourage their patronage of Downtown, residents reiterated the importance of increasing the variety and selection offered.

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When asked what specific types of businesses or activities they would personally use if they were to open in Downtown Romeo, residents expressed a preference for food and drink establishments, apparel stores, and entertainment.

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***Downtown
Romeo
Tomorrow***

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IV. DOWNTOWN ROMEO TOMORROW

A series of discussions, focus groups, and meetings were held to define the community's preferred vision of Downtown Romeo – as it would ideally exist in the year 2011. A compilation of the thoughts and preferences expressed during those sessions is shown below.

By the year 2011, Downtown Romeo would be a destination point for people living elsewhere and it would also be comfortable and appealing to those who live in Romeo.

Downtown's historic character, architecture, and qualities would be recognized as being Downtown's biggest draw and that which "makes us unique." Its historic buildings would be restored. New buildings would respect the old. Business signs would complement Downtown's architecture. And, Downtown's "old Romeo feel" would be promoted.

Downtown would be a great place to do business 365 days a year. All of Downtown's storefronts would be filled and there would be a waiting list for space. Downtown's businesses would strike a balance between attracting people who live out-of-town and also serving the needs of Romeo's residents.

Downtown would offer more retail shops and restaurants, as well as the arts, entertainment, and nightlife. The arts would be more heavily promoted. The opera house on Main Street would be reopened and offer entertainment on a regular basis. And, these venues too, would appeal to Romeo residents and to those from throughout the area.

Rounding out Downtown's mix of uses would be service businesses, professional offices, government services (such as the post office, library, and Village Hall), and quality upper floor apartments.

This mix of uses would enable Downtown to attract a broad range of users, including:

Romeo residents;

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- Visitors of the Village's three museums;
- Patrons of the Starkweather Art & Cultural Center;
- Those attending events at Romeo Community Schools;
- Visitors of the Village cemetery;
- Employees of businesses in the industrial park;
- Residents of the region;
- Those drawn to the area's orchards, golf courses, and local airport;
- M-53 travelers; and
- Those attending Romeo and area-wide special events.

Downtown would be more of a "walking community," meaning that it would be pedestrian-oriented, people would want to come and walk in Downtown, and pedestrians would feel safe crossing Downtown's streets. In addition – while there would be adequate parking in Downtown – people would be willing to park at one end of Downtown and stroll on its sidewalks, browsing and shopping along the way.

Downtown would be clean and well-maintained. This includes streets and sidewalks, as well as areas behind buildings. Downtown would be further beautified with more flowers and landscaping.

By the year 2011, Downtown Romeo would be on its way to having the following image.

***A beautiful, historic Downtown
That is filled with
Great shops, restaurants, and entertainment.***

***A safe Downtown where people come to
Relax, visit, and have fun with their friends.***

***A “cultural hot spot”
Where there's always something going on –
Great plays, art exhibits, concerts, workshops, and more.***

***A Downtown of warm people and
Friendly, helpful merchants.***

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*A Downtown that makes people say,
"It's beautiful!"
"There are so many things to do!"
"I can't wait to come back!"
"We should move here!"*

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Downtown Market Analysis



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V. DOWNTOWN MARKET ANALYSIS

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

Downtown Retail Opportunities

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

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

THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 72,961 – WITH AN ESTIMATED 25,718 HOUSEHOLDS (Source: ESRI estimate)

THE PRIMARY TRADE AREA POPULATION IS ESTIMATED TO INCREASE TO APPROXIMATELY 79,706 BY 2010 – WITH AN ESTIMATED 28,392 2010 ESTIMATED HOUSEHOLDS (Source: ESRI estimate)

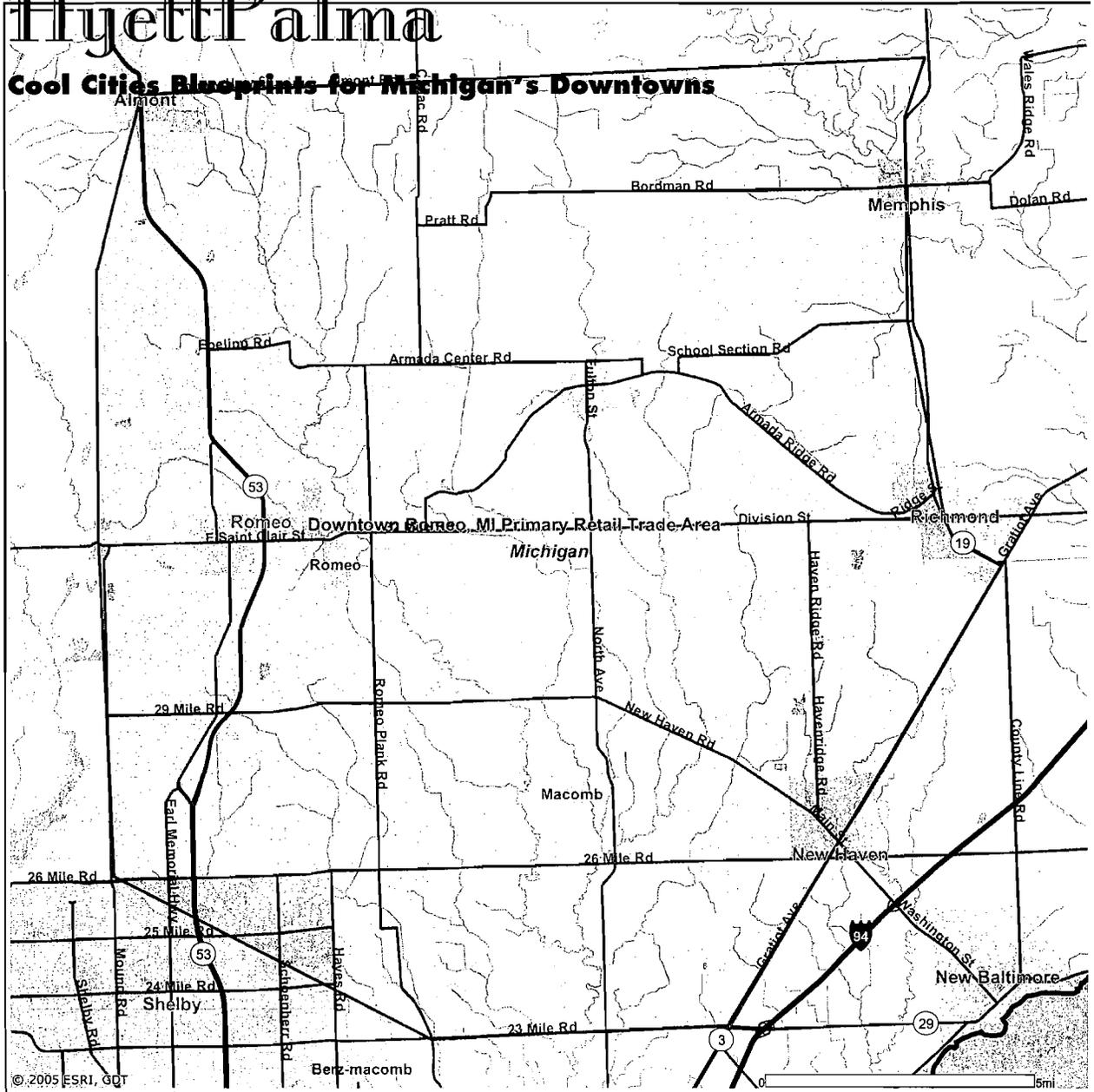
Site Map

Downtown Romeo, MI Primary Retail Trade Area

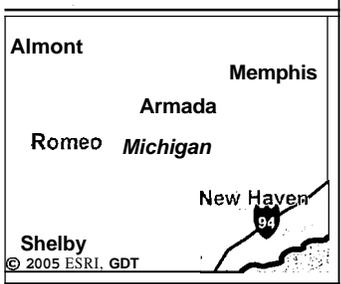
November 22, 2005

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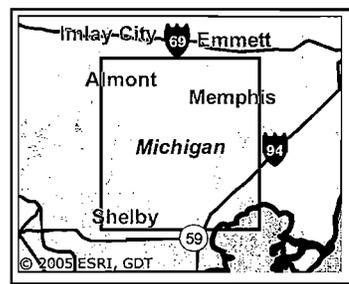
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THE AVERAGE HOUSEHOLD **SIZE** IS 2.80 PERSONS, WHICH IS SLIGHTLY LARGER THAN THE NATIONAL AVERAGE OF 2.59 (Source: ESRI estimate)

THE TOTAL COMBINED INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY \$2,287,000,000 PER YEAR (Source: ESRI estimate)

THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS APPROXIMATELY \$87,046 AND IS PROJECTED TO INCREASE TO \$100,509 ANNUALLY BY 2010 (Source: ESRI estimate)

Current Retail Businesses – Downtown Romeo currently contains 48 retail businesses, which occupy approximately 85,000 square feet of building space. The retail inventory was completed by the Downtown Romeo Process Committee and is shown on the following pages.

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SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>54</u>	<u>Food Store</u>		
5499	Miscellaneous Food	2	4,569
<u>55</u>	<u>Automotive Dealers and Service Stations</u>		
5521	Used Cars	1	7,020
5531	Auto/Home Supply	1	5,080
5541	Gas Service Station	2	4,605
<u>56</u>	<u>Apparel and Accessories</u>		
5632	Women's Accessories/Specialty	1	1,476
5699	Miscellaneous Apparel	1	1,428
<u>57</u>	<u>Furniture and Home Furnishings</u>		
5712	Furniture Store	1	920
5713	Floor Covering	1	460
5719	Misc. Home Furnishings	2	3,456
5731	Radio/TV/Electronics	1	920
<u>58</u>	<u>Eating/Drinking</u>		
5812	Eating Places	6	11,951
5813	Drinking Places	3	3,645
<u>59</u>	<u>Miscellaneous Retail</u>		
5921	Liquor Store	1	4,400
5932	Antiques	3	6,822
5945	Hobby/Toys/Games	1	1,666
5947	Gift/Novelty	8	3,174
5949	Sewing/Piece Goods	1	1,722
5993	Tobacco Stand	1	1,000
5999	Miscellaneous Retail	3	1,071
	<u>Select Support Services</u>		
7216	Dry Cleaners/Tailors	2	7,036
7231	Beauty Shops	2	3,427
7241	Barber Shops	1	1,000

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Downtown Romeo Retail Businesses

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
	<u>Amusement and Recreation</u>		
	<u>Services</u>		
7911	Dance Studios/Schools	2	4,724
7999	Mic. Amusement/Recreation	1	3,773

TOTAL NUMBER OF RETAIL BUSINESSES	48
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TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE	85,345
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Source: Downtown Romeo Process Committee

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Retail Potential – Currently, within Downtown's primary trade area, the total estimated demand for retail products is approximately \$367,000,000 per year. This demand is shown on the following graphs. A complete presentation of retail product demand for the primary trade area is shown in THE RETAIL REPORT®, contained in the Appendix of this document.

As a conservative estimate, it is assumed that Downtown Romeo retail businesses now generate an average (blended figure) of approximately \$160 per year per square foot in retail sales.

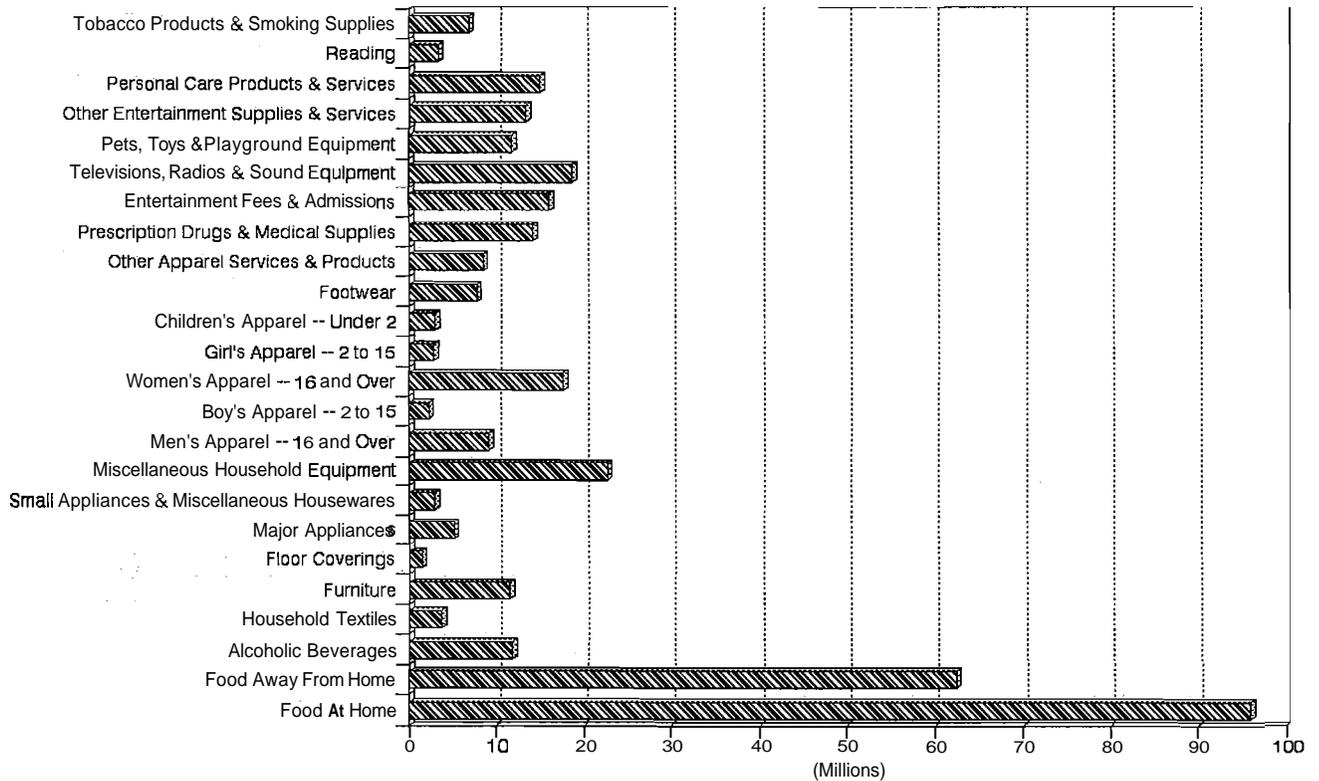
Since Downtown currently contains approximately 85,000 square feet of occupied retail space, Downtown Romeo should currently be generating approximately \$14,000,000 in retail sales per year.

By dividing the project area's estimated annual retail sales – \$14,000,000 – by the total estimated demand for retail products within the primary trade area – \$367,000,000 – it can be concluded that Downtown Romeo may currently be capturing approximately 3.8% of the retail sales potential within the primary trade area. And, the balance of the demand is being captured by businesses within other parts of the primary trade area and/or by businesses in other trade areas.

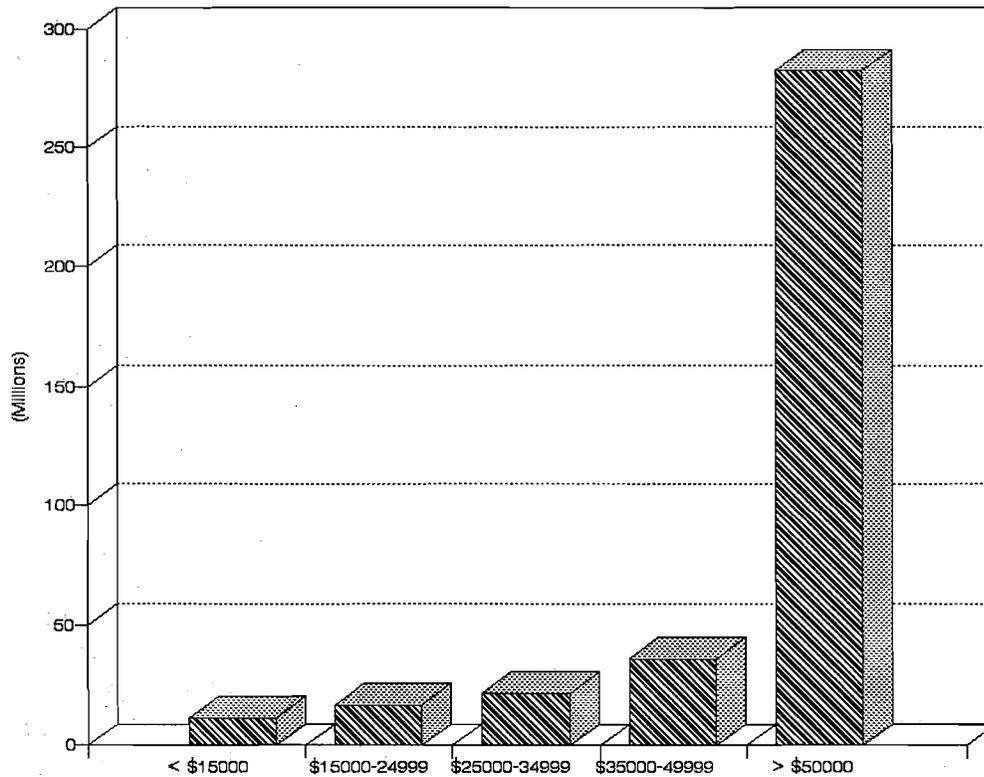
Taking steps to further enhance Downtown Romeo, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately 3.8% to between 4.25% and 4.5% by the year 2011. This should be considered a goal of the economic enhancement program.

If Downtown Romeo is able to increase its market share to between 4.25% and 4.5% by the year 2011, it is possible that the project area may be able to increase its total capture of retail sales to between \$15,600,000 and \$16,500,000 by the year 2011 – considered in constant 2006 dollars.

TOTAL PRODUCT DEMAND BY PRODUCT TYPE



TOTAL PRODUCT DEMAND BY INCOME GROUP



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This increase in total retail sales could potentially support the development of between approximately 10,000 and 16,000 net square feet of additional retail space by the year 2011 – which could include expansions or sales increases by existing Downtown Romeo retail businesses and/or the construction of some limited amount of new retail space.

It must be noted that Downtown's ability to gain a larger market share will be contingent on efforts to enhance its business climate, enhance and expand its existing businesses, and recruit additional retail businesses to the area. If such efforts are aggressively and diligently implemented – on an on-going basis – the actual growth in Downtown's market share could potentially be much higher than projected. Conversely, by the year 2011, Downtown Romeo's market share could be much less than projected above if efforts to enhance the area and expand/recruit businesses are not diligently and continually pursued.

NOTE:

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

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

Downtown Office Opportunities

Office Market Indicators – Several key economic indicators that characterize the current office operations within Downtown Romeo follow.

Downtown Romeo currently contains a total of 40 various office occupants occupying approximately 89,000 square feet of building space.

- Downtown Romeo is the traditional professional services center of the Village.

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- Downtown's occupied office space serves, primarily, the personal needs of those who live within the broader community.
- The most significant concentrations of offices include finance, real estate, health services, membership organizations, accounting/bookkeeping services, and government.

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

Office Potential – It is anticipated that most of Downtown's office market growth will continue to consist of office uses which serve, primarily, the personal needs of those who live in, or in proximity to, Downtown Romeo's primary trade area. Communities nationwide have experienced the fact that – as improvements are made in the overall economic and physical conditions of their Downtowns – an associated increase in demand for office space normally follows. This is also expected to hold true for Downtown Romeo. In addition, demand for office space is anticipated to increase due to natural household growth in the area, which is projected for the immediate future.

Therefore, it is estimated that approximately 12,000 to 18,000 square feet of additional office space could potentially be supported in Downtown Romeo between now and the year 2011. This should be considered an economic goal for the enhancement effort.

It must be noted that the actual growth in Downtown's office demand could be higher if Downtown is able to attract general offices, or back office operations from outside the area, to attract office occupants currently located elsewhere in the community; or to experience significant expansion by current Downtown office operations.

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Downtown Romeo Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>27</u>	<u>Publishing</u>		
271	Newspapers	1	4,964
<u>47</u>	<u>Transportation Services</u>		
472	Passenger Trans. Arrangement	1	905
<u>60</u>	<u>Depository Institutions</u>		
603	Savings Institutions	1	6,279
<u>61</u>	<u>Non-Depository Credit Institutions</u>		
616	Mortgage Bankers/Brokers	1	1,722
<u>62</u>	<u>Security and Commodity Brokers</u>		
621	Security Brokers	1	2,113
<u>63/64</u>	<u>Insurance</u>		
641	Insurance Agents/Brokers	2	2,784
<u>65</u>	<u>Real Estate</u>		
653	Real Estate Agents/Mgrs.	2	4,809
655	Subdividers/Developers	4	9,822
<u>73</u>	<u>Business Services</u>		
731	Advertising	1	1,332
737	Computer/Data Processing	1	1,544
<u>80</u>	<u>Health Services</u>		
801	Offices/Clinics of Doctors	1	1,597
802	Offices/Clinics of Dentists	3	7,332
804	Offices of Other Medical	3	2,899
<u>83</u>	<u>Social Services</u>		
836	Residential Care	1	2,475
<u>86</u>	<u>Membership Organizations</u>		
864	Civic/Social Organizations	1	6,292
866	Religious Organizations	1	10,150

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Downtown Romeo Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
87	<u>Engineering/Management Services</u>		
871	Engineering/Architecture	3	6,294
872	Accounting/Bookkeeping	4	1,332
874	Management/Public Relations	4	3,427
89	<u>Services Not Elsewhere Classified</u>		
899	Services	2	4,136
91	<u>General Government</u>		
919	General Government	2	6,592
TOTAL NUMBER OF OFFICE BUSINESSES		40	
TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE			88,800

Source: Downtown Romeo Process Committee

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NOTE:

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

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

Downtown Housing Opportunities

The ***Downtown Blueprint*** project area contains approximately 58 dwelling units at this time. And, Downtown Romeo is also fortunate to be completely surrounded by historic residential neighborhoods.

While Downtown Romeo currently has a sizable number of units in the upper floors of Downtown buildings, it appears to offer some limited opportunities in the immediate future for additional upper floor housing development – particularly if zoning modifications are made to enable more first floor office development in the fringe areas of Downtown. Due to the importance of maintaining Downtown's historic architecture, it is unlikely that opportunities for new housing construction will surface in the near future, unless housing is developed in association with mixed-use new projects.

As has been found throughout the nation during the past three decades – regardless of community size or location – as a Downtown's physical environment and mix of businesses is improved, it is very likely that the demand for housing in and near that Downtown will also increase. This can also be expected in Downtown Romeo.

Every effort should be made, consistent with the ***Downtown Blueprint***, to introduce more quality housing – both market-rate and affordable housing – in and in proximity to Downtown Romeo.

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

- More loft apartments in the upper floors of appropriate existing structures throughout Downtown – market rate and affordable;

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- Mixed-use projects – market-rate and affordable – if redevelopment takes place in or near Downtown; and
- Both owner-occupied and rental units.

Every effort should also be made to protect the extremely valuable housing at the edges of Downtown.

In addition, specific programs offered through the Michigan State Housing Development Authority should be considered to assist with the development of housing in and near Downtown Romeo.

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

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Course of Action

VI. COURSE OF ACTION

As was stated earlier, based on Downtown's current strengths – and on the community's concerns, preferred image, and desires for Downtown – HyettPalma recommends that the following guidelines be embraced and kept in mind as the **Downtown Blueprint** is implemented.

Immediately following the guidelines, this chapter includes the specific **Course of Action** designed to move Downtown Romeo towards the community's vision and enable Downtown Romeo to become economically self-sustaining.

1. "We've Done This Before"

It is true that a variety of projects have been implemented in Downtown through the years – such as streetscape improvements and a one-year marketing campaign – and that the Main Street approach was tried in Downtown for a brief amount of time. However, it must be recognized that never before has a comprehensive strategy been devised for Downtown Romeo. In that way, the **Downtown Blueprint** will be a first for Downtown. Plus, the **Downtown Blueprint** will present Romeo with a new way of doing business, since not only is it a comprehensive strategy, but:

- It includes a very aggressive, implementation-oriented program of action, and not a plan or a study;
- It addresses all of the issues facing Downtown and keeps all of those issues in perspective;
- It was defined using an inclusive approach that involved hundreds of individuals;
- It is based on a Downtown vision that was defined by the community;
- It includes a market analysis for Downtown, which ensures that the vision and the recommended actions are grounded in economic realities;

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- The recommendations are pragmatic, designed to improve Downtown's economy so that the results are long-lasting; and
- The methodology used to define the **Romeo Downtown Blueprint 2006** was developed by HyettPalma in 1985, has been used in hundreds of Downtowns nationwide, and has yielded tangible and quantifiable economic successes.

2. Necessary vs. Specialty Businesses

Some locally feel very strongly that Downtown cannot be of significance to the community's residents unless it contains "businesses we need" – a drugstore, hardware store, grocery store, and other basic convenience businesses. It must be realized that every Downtown has serious competition from strip malls, shopping centers, and big boxes, many of which offer "necessary businesses" with large inventories and corresponding prices. Therefore, it is unrealistic to expect Downtowns to be able to fill that role – in a primary manner – given modern commercial scenarios. Instead, Downtown can offer some degree of convenience businesses, such as hair salons, barber shops, and drycleaners. But, for the most part, Downtown must offer specialty businesses, great service, and a unique setting in order to co-exist with the giants. And, if it does, Downtown can certainly thrive and prosper despite the proximity and proliferation of newer commercial venues.

3. What Should Downtown Be

There is a question locally as to whether Downtown should offer "all antiques" or "all restaurants" or a mix of business types. It is in the community's best interest for Downtown to offer a broad range of specialty businesses, food, art, and entertainment along with services and professional offices. It is in this way that Downtown will be able to serve the broadest segment of the community.

4. Silver Bullets

Community members, and those spearheading the enhancement effort, must realize that there are no "silver bullets" or panaceas in the business of Downtown enhancement. Instead, all issues facing Downtown must be acknowledged, addressed, and kept in perspective if the community's vision is to be attained and if Downtown's economy is to be strengthened.

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5. Upper Floor Retail

Only in the most successful Downtowns of this nation are prosperous retail businesses found in upper floors. Rather than attempting to force the market into this tenuous position, the focus in Downtown Romeo should be placed on filling first floor vacancies with strong businesses – and keeping those spaces filled.

6. "We Need Tax Breaks"

A goal of the enhancement effort should be to attract additional customers to Downtown, by having strong existing businesses and attracting prosperous, well-managed, and well-capitalized businesses to Downtown Romeo. Downtown should not be a location for marginally successful businesses that require tax abatements or other subsidies to keep their doors open. Plus, offering tax abatements would end the capture of tax increments, thereby eliminating funds for Downtown improvements.

7. More Talk than Action

With the completion of the ***Downtown Blueprint***, the time has come to reverse the pattern of "more talk than action" by all those involved in Downtown's enhancement pledging to:

- Demonstrate public and private sector leadership in implementing the ***Downtown Blueprint***;
- Set aside self-interest and, instead, take actions that are in the best interest of Downtown as a whole;
- Realize that disagreements will arise from time to time, but they should not be allowed to get in the way of implementation – instead, the parties involved should agree to disagree and keep the enhancement of Downtown moving forward; and
- Realize that, in any community, there will always be nay sayers, but they must not be allowed to get in the way of moving Downtown toward the community's vision and economic sustainability.

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8. Downtown "Experts"

In any community, there tend to be self-proclaimed "experts" who espouse "truisms" about Downtown enhancement. And, often these pronouncements are incorrect and can be quite damaging to Downtown and its future success. Therefore, those leading the Downtown Romeo enhancement effort should adopt and follow the Downtown Blueprint, since it is based on tried and true methods that have resulted in Downtown success. And, the leadership of Romeo should seek the continued assistance of MSHDA's Community Assistance Team members, who also have great expertise in the field of Downtown enhancement and housing development.

9. Copying

Ordinances, policies, and projects being used by neighboring communities to revitalize their Downtown's should not be copied and applied to Downtown Romeo. This is important since Downtown Romeo is unique, having its own opportunities, issues, and needs. Due to this uniqueness, Downtown Romeo requires customized solutions if it is to flourish, which is exactly what the Romeo Downtown **Blueprint 2006** contains.

P Improvements

The following actions should be taken to make Downtown Romeo even more physically appealing than it is today. To do so, Downtown's historic character and pedestrian nature should be protected and amplified, as a way of ensuring that Downtown remains unique and distinct from newer commercial areas.

■ Streetscape

Substantial streetscape improvements have been made in Downtown Romeo, including new walks, streets, gutters, historic-style streetlights, benches, planters, and tree grates – as well as the creation of parking lots and of Village Park. And, these are of a design that is in keeping with, complements, and strengthens Downtown's historic and pedestrian-oriented ambience. Now, Downtown's streetscape should be beautified further by the following minor additions.

- More color should be introduced into Downtown by hanging flower baskets on streetlight poles.

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The currently hanging generic banners should be replaced with banners that are customized for Romeo, that reflect Downtown Romeo's historic character, and that are changed seasonally.

2. Maintenance

The maintenance of Downtown should be improved through the following actions.

The Village should examine all of its ordinances related to litter, trash storage and removal, and abandoned vehicles to ensure that they are strong enough to keep Downtown well-maintained. And, those ordinances should be uniformly enforced.

The Village is considering ways to lessen the unsightliness of dumpsters located in Downtown alleys. Given the tightness of the alleys, consideration should be given to using trash compactors (to lessen the number of dumpsters needed), consolidating dumpsters, and having the Village build dumpster enclosures that screen dumpsters but still allow access to them. Taking these steps will probably necessitate Downtown business owners all using the same vendor for trash removal.

Currently, snow removal on Downtown's sidewalks occurs in a sporadic manner. Because of this, the Village's Department of Public Works has expressed an interest in taking on this responsibility. Since doing so would result in consistency – and greater access and safety for customers – this change should be seriously considered.

3. Buildings

As was said earlier, Downtown is part of Romeo's National Register Historic District (which was created in 1970), Romeo's state historic district (also created in 1970), and Romeo's local historic district (created in 1971). With this last designation, the Village formed a Historic District Commission (HDC) in 1971, which reviews all exterior building changes that require a building permit. To conduct that review, the HDC uses the US Department of the Interior Secretary's Standards for Rehabilitation. Currently, the HDC is an advisory body, with its recommendations passed to the Village Clerk, except when demolitions are

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proposed. Currently, where applications for demolition are concerned, the HDC can stay a demolition for a period of six-months. However, the denied applicant can appeal this ruling within 45 days, with the appeal being heard by the Village's Board of Trustees.

It is clear that the preservation of Downtown's historic character, historic architecture, and historic ambience is very important to Village residents – as it should be. Therefore, to encourage historic preservation, and enable the HDC to fulfill its purpose to the best of its abilities, the following actions should be taken.

- Design guidelines should be prepared for Downtown by a qualified, experienced preservation architect or architectural historian. The guidelines should be customized to address the styles of architecture found in Downtown and should include illustrations of exterior changes that should be encouraged and those that should not be allowed. The guidelines should address façades visible from the public right-of-way, building additions, signs, awnings, fencing, and infill construction. New buildings proposed that are suburban in style – meaning set back from the sidewalk with parking in front – should not be allowed in the heart of Downtown.
- The HDC should base all reviews on the customized design guidelines and should issue Certificates of Appropriateness only for work that is consistent with those guidelines.
- When reviewing applications for Certificates of Appropriateness, the HDC should refer to the building inventory that was completed as part of the application to have the Romeo historic district listed in the National Register of Historic Places. This inventory differentiates between "contributing" and "non-contributing" structures. The HDC should be much more concerned with ensuring that contributing structures are saved and appropriately renovated, than with non-contributing structures.
- The Village of Romeo Historic District Ordinance should be updated to incorporate amendments to Michigan's Local Historic Districts Act, Public Act 169 of 1070 adopted in 1992, as recommended by the State

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Historic Preservation Officer on March 15, 2005. This should be done by following the recommendations of the Michigan Historical Center staff, written on March 13, 2005. Doing so will allow the HDC to operate in a manner and with the authority needed to fulfill its purpose and protect Downtown's historic character. And, doing so will allow Downtown property owners to take advantage of very appealing preservation incentives, which are available but cannot be accessed by those in Downtown Romeo until the local ordinance is updated.

- The DDA should create a façade grant program of between \$5,000 and \$7,500 per building. Those applying for grants should be required to provide at least a one-to-one match of funds and to follow the design guidelines.
- Preliminary design assistance should be provided to any owner interested in making exterior improvements to a Downtown building. This should be provided by a qualified preservation architect or architectural historian, and at no cost to the owner.
- Jointly, the HDC and the Romeo Historical Society should create an annual preservation awards program. The awards should recognize and honor quality, appropriate building renovations, as well as infill construction, in Downtown and throughout the Village. Ideally, each year a different preservationist of note – from outside the Village – would be brought in to select each year's award winners. The award ceremony itself should be highly publicized and include a speech by the judge.
- Business owners should strongly consider erecting perpendicular signs, rather than only flush mounted signs, that are in keeping with Downtown's historic architecture. Doing so will make Downtown, and its businesses, much more pedestrian-friendly.

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4. Old Service Station

Those reopening the old service station, located in the heart of Downtown, should be strongly encouraged to make improvements to the building, pumps, and grounds that bring a "Village feel" to the property. This could be done through façade improvements, signage, lighting, and landscaping.

If possible, a building permit should not be issued for the project unless it more closely conforms to community design standards and desires, or unless the resulting new operation is consistent with the historic fabric of Downtown Romeo. And, it is assumed that the owners will desire to be good neighbors in association with the Village's effort to further enhance Downtown Romeo.

Traffic & Parking

The following steps should be taken to make Downtown more pedestrian-friendly and to make its public parking supply more convenient and accessible for consumers.

1. Traffic

The community is concerned with pedestrian-safety on Van Dyke. However, it is understood that this road is under the control of Macomb County and, therefore, the Village of Romeo has little control over its management. To try to address the community's concerns, the following minimal steps should at least be taken:

The Village should continue to aggressively enforce speed limits along Van Dyke;

Consideration should be given to erecting walk/don't walk signs at the Van Dyke and St. Clair intersection that countdown the number of seconds pedestrians have to cross the street;

- Crosswalks should be made as visible as possible;
- Signs should be erected which state the Michigan regulation requiring motorists to yield to pedestrians in crosswalks; and

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- This regulation should be strictly enforced on Van Dyke.

2. Parking

Public parking facilities in a Downtown can be viewed in terms of management and supply. The former pertains to how spaces are used and regulated. The latter pertains to the number of spaces in existence. As far as a "parking problem" is concerned, it appears that management is the issue in Downtown – although the perception held by many locally is that Downtown has a shortage of parking supply.

First, before creating additional parking supply, parking management in Downtown should be fully addressed by retaining a qualified parking professional – who has experience with Downtowns – and asking them to advise the Village on the following.

- The maximum number of on-street parking spaces should be created in Downtown. In part, this should be done by allowing parking on one side of the street on all streets now signed as being "fire lanes," where doing so would still allow access by emergency vehicles. This restriction – the massive number of on-street spaces blocked for fire lanes – is a very unusual situation, particularly in a community so attuned to the need for parking spaces.
- Angled parking should be created on all streets wide enough to do so without impeding traffic flow.
- On Van Dyke, signs should be erected that read "Free 2-Hour Customer Parking," with signs made to look distinctive, colorful, and compatible with the new street name and parking directional signs.
- The Village should consider instituting a permit system to accommodate the needs of long-term parkers – specifically Downtown's business owners and their employees. This should be done by designating a percentage of spaces (possibly 25%) for their use in the remote portions of Downtown's public parking lots. Permits should be made available at a reasonable cost – such as \$15 to \$20 per month. And, the Village should use the funds generated for

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upkeep of the lots and to pay for a portion of parking enforcement costs. If additional spaces are needed to accommodate owners and employees, they should be designated in Downtown's more remote lots.

It is essential to enforce the two-hour on-street parking limit – and the use of designated spaces by long-term parkers. However, it is understood that the Village Police Department does not have an adequate number of personnel to do so. Therefore, it is suggested that the Village retain a part-time, unsworn officer to enforce Downtown's parking regulations, perhaps partially financed by the DDA.

Once the above actions have been taken to improve the management of Downtown parking, then attention should be turned to improving Downtown's parking supply. This should be done in the following manner.

- The Village has established an in-lieu of parking fee – requiring payment for parking spaces by those who cannot meet the Village's parking requirements on-site. While enacted, this regulation has never been used, making its effectiveness unknown.

With this regulation in place, the Village should define a plan showing how and when and, if possible, where parking spaces will be created using in-lieu of fees.

If such a plan cannot be created, the Village should consider rescinding this requirement, since it appears unfair to require payment for parking that might or might not be created.

It should be realized that – in most communities – parking requirements do not apply to Downtowns. This is particularly true in Downtowns with historic architecture, and in communities that value and do not want to lose that architecture to parking lots.

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- If future additional public parking is to be created in Downtown, consideration should be given to doing so in the district's southeast quadrant, which appears to have the least public parking at this time.

Under no circumstances should Downtown's contributing historic structures – particularly those along Van Dyke and St. Clair – be demolished to create parking.

Business Development

The following actions should be implemented to create a clear economic orientation for Downtown that enables it to attract additional customers.

7. Niche

Downtown Romeo should be further developed and positioned as a historic, quaint Village Downtown with: a quality assortment of products for the home, gifts, art, entertainment, and food; a collection of professional services which make Downtown the professional office center of Romeo; and quality housing in upper floors and adjacent to Downtown.

2. Zoning

When the Village of Romeo zoned the first floors of Downtown buildings for retail uses only, this move was (and still is) considered very progressive in the business of Downtown revitalization. However, while the restriction is appropriate for some areas of Downtown, it is inappropriate to impose on the entire Downtown.

Instead, the area zoned for first floor retail only should be contracted to reflect and reinforce natural market development patterns. At this time, retail is clustered on Van Dyke. Due to the visibility and accessibility of Van Dyke, this is and will continue to be Downtown's most valuable retail property.

Therefore, it is suggested that the prohibition of placing non-retail uses in first floor space on Van Dyke remain in place. And, it is further recommended that the balance of Downtown be allowed to develop with both retail and office uses located on first floors.

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Doing so will have the affect of clustering retail uses on Van Dyke – creating a more pronounced and viable pedestrian-oriented destination and draw – rather than encouraging such uses to be dispersed throughout Downtown. And, modification of the current ordinance will likely result in the development of more office space throughout Downtown.

3. Retention

Every effort should be made to assist existing Downtown businesses in their efforts to remain profitable and better serve the marketplace.

- Business Hours – It must be understood by all of Downtown's business owners that the marketplace within which they work – meaning the broad trade area which includes Downtown Romeo – has a plethora of quality businesses which operate during hours convenient for those who work; specifically the chains, big boxes, discounters, and malls. These contemporary establishments are conditioning the consumer to expect merchants who care for their business to be open during convenient hours, which in most cases means evening hours. While all or even most of Downtown Romeo's businesses will never likely be open for greatly extended evening hours, those who desire to gain business from those who eat in Downtown's restaurants, drink in Downtown's bars, and families who have only the evenings to shop and play together should make their business as convenient as possible by staying open a little later during the evening hours. The best way to determine appropriate business hours for each particular business is for each business owner to talk to their customers about the most convenient hours of operation. And, smart business owners will make adjustments necessary to operate during the most profitable hours. It is not suggested that Downtown attempt to maintain uniform business hours, which has proven fruitless in most traditional business districts throughout the nation.
- Customer Service – To continue making Downtown Romeo special in the minds and hearts of customers, every business should attempt to offer the highest levels of customer service possible. This is one business practice which will continue to distinguish Downtown Romeo's businesses from those located in larger, newer, outlying commercial venues.

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- Variety – Business owners should visit each other's Downtown businesses – often – to learn what is being offered and to ensure that the same merchandise is not offered in multiple locations throughout Downtown. The goal should be to offer a greater variety of goods and services, not to simply present the same or very similar offerings at each establishment.
- Referral Cards – In 2004, the Romeo-Washington Chamber of Commerce conducted a merchant-to-merchant stroll in Downtown Romeo. To take this to the next level, consideration should be given to creating "referral cards" that can be used by Downtown employees to refer customers to other Downtown shops. The cards should list each Downtown business, its address, phone number, and the types of merchandise it carries.
- Technical Assistance – In conjunction with the Romeo DDA, National City Bank is interested in creating a "Business Assistance Team" for Downtown Romeo, as has been done for Downtown Rochester, Royal Oak, and Birmingham. According to literature provided by National City Bank, the Business Assistance Team mission is to "provide actionable information to merchants, expanding their business knowledge and resource base offering opportunities to build a stronger business and in turn an energized business community." This is done by the Business Assistance Team serving "as a resource in linking small business owners with organizations that can provide meaningful assistance." This is an excellent idea that should be aggressively pursued.

4. Pro-Business/Pro-Quality

To make Downtown as user- and developer-friendly as possible, all Village application and review processes should be reviewed and modified as needed to ensure they are as easy as possible to navigate. The Village should consider the creation of a "how-to" handbook for those interested in opening a business or investing in commercial property in Downtown Romeo. A single entity – such as Village Hall or the Chamber of Commerce or the DDA – should be designated as

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a clearinghouse for information related to doing business in Downtown Romeo. And, the word should be broadcast widely that Romeo is an easy place to do business and is welcoming to quality investors.

5. Recruitment

A concerted effort should be mounted to purposively attract appropriate businesses to Downtown Romeo, consistent with the ***Downtown Blueprint***.

- Top List – While all businesses listed on the "Full List" below are appropriate for Downtown Romeo, a special effort should be made in the initial phases of the enhancement effort to attract the following types of additional businesses to Downtown Romeo:
 - Fine- and casual-dining restaurants with evening hours and outdoor seating;
 - Small gourmet market;
 - Bakery, with coffee house;
 - Small variety store;
 - Antiques;
 - Florist;
 - Art galleries, framing, classes;
 - Optical products and services;
 - Jewelry – traditional and custom; and
 - Professional offices.

- Full List – The following businesses and uses are appropriate for Downtown Romeo.

Prepared Food

- Fine Dining Restaurants;
- Moderate Priced Restaurants;
- Sandwich Shops;
- Bistros;
- Coffee Houses;
- Bakeries;
- Candy/Ice Cream/Yogurt Shops;
- Pubs/Taverns -- with Atmosphere/Operation Welcoming to Families; and Ethnic Foods -- i.e., Italian, Greek, French, Chinese, Mexican, etc.

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Food for Home

- Convenience Grocery;
- Green Grocer;
- Gourmet Grocer; and
- Health Foods.

Entertainment

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

Specialty Retail

- Antiques;
- Art Galleries, Framing and Supplies;
- Bike Shop;
- Books;
- Cameras and Photo Supplies;
- Casual Apparel and Accessories;
- Computers/Software;
- Florist;
- Gifts, Stationery and Cards;
- Hardware;
- Home Decorating Products and Design Services;
- Newsstand;
- Office/School Supplies;
- Optical Products;
- Radio/TV/Electronics;
- Sewing Supplies;
- Small Variety Store;
- Sporting Goods;
- Tobacco Shop;
- Toys, Games and Crafts;
- Traditional and Costume Jewelry;
- Wall Coverings and Paint; and
- Women's Apparel and Accessories.

Convenience **Retail/Select** Services

- Auto/Home Supply;
- Barber Shops;
- Beauty Shops;
- Dance Studio;
- Dry Cleaners/Tailor Shop;
- Gas Service Station;

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- Pharmacy;
- Physical Fitness Facility;
- Shoe Repair/Shine; and
- Video Rental.

Offices

- Accounting, Auditing, Bookkeeping;
- Advertising;
- Child Care Services;
- Commercial Banks;
- Computer and Data Processing;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices and Clinics;
- Doctors Offices and Clinics;
- Engineering, Architectural Services;
- Fire, Marine Casualty Insurance;
- General Government;
- Health and Allied Services;
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Library;
- Life Insurance;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers and Other Media Outlets;
- Passenger Transportation Arrangement;
- Personnel Supply Services;
- Photographic Studios;
- Post Office;
- Print Shops;
- Public Order and Safety;
- Real Estate Agents and Managers;
- Residential Care;
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

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Housing and Other Uses

- Housing above first floor uses;
Housing as infill on redeveloped lots, underutilized lots and surface parking lots;
Museums; and
Churches in buildings designed as churches, not storefronts.
- Internal Business Recruitment – Every Downtown business owner should be given a copy of the **Downtown Blueprint** and encouraged to expand lines or open new doors to provide the full range of goods and services sought for Downtown Romeo. This form of business creation is known as "internal recruitment."
- Space-Sharing – The sharing of business space is now occurring with multiple business owners operating in a single storefront in several locations throughout Downtown Romeo. This is obviously beneficial to the owners, since they can share overhead and store staffing. However, it is also advantageous for customers, since it affords increased variety and inventory. Therefore, the recruitment effort should include introducing interested prospects to each other, who have complementary businesses, so that they can discuss the possibility of sharing space.
- External Business Recruitment – Actions taken to market Downtown should stress the successes of the overall enhancement effort and disclose additional businesses desired for Downtown. This outreach effort – combined with successes in the revitalization initiative – should result in business prospect generation. However, even in the best of times, it will likely be necessary in the near future for the enhancement effort to focus some attention on attracting businesses through a purposive outreach effort. When sufficient or appropriate business prospects are not forthcoming, business prospects should be sought through field search from throughout the trade area, southeast Michigan, and The Thumb area of Michigan.

5. Farmers Market

It is understood that a farmers market was in operation in Romeo until the late 1980s and that the market experienced dwindling participation from growers. And, it is also understood that area orchards serve a portion of the market interested in purchasing fresh produce. However, Downtown farmers markets

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are enjoying the renewed support of the buying public and have become very popular Downtown destinations and draws. Therefore, consideration should be given to recreating a Downtown farmers market in Romeo. However, the market should be turned into a weekly community celebration, rather than just a produce market, by adding food, art, and entertainment to its mix. And, the market should be held in Village Park.

6. Masonic Temple Opera House

The historic Masonic Temple in Downtown Romeo, by all local accounts, has a beautiful assembly space which could accommodate more cultural offerings in Downtown Romeo in the near future. While it is not known if the Masons desire an alternate location for their use, if possible and practical, every effort should be made to turn the Temple's assembly space into a viable performing arts space in the heart of Downtown Romeo.

Marketing

The following marketing campaign should be implemented to communicate with – and attract – consumers and investors to Downtown.

1. Website

Currently, the DDA maintains an attractive and easy to use Web site. Information included on this site should continue to be externally oriented, so that it serves to attract additional customers and investors to Downtown Romeo.

2. Home Tour

Currently, the Romeo Historical Commission conducts an annual home tour. For 2006, consideration should be given to including a Downtown loft apartments on that tour.

3. Story Placement

Four newspapers now cover Romeo and have done a thorough and excellent job of keeping area residents apprised of the **Downtown Blueprint** process. These are the Romeo *Observer*, Suburban Lifestyle, *Macomb* Daily, and The Source. Those leading the Downtown enhancement effort should continue to work with these papers to keep the public informed about and aware of Downtown's progress.

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In addition, a concerted effort should be made to get positive stories about Downtown placed with all major print and electronic media throughout southeast Michigan and The Thumb – on a regular and on-going basis. Doing so will pique the interest of area residents, visitors, and investors alike, enticing them to "check out" Downtown Romeo.

4. Ads

There are five types of ads that should be considered for Downtown. These are:

- Individual business ads, which every business owner should run regularly and all year long;
- Joint ads, in which Downtown businesses should participate as a group to demonstrate Downtown's variety;
- Category ads, in which businesses of the same type should participate (such as antique shops) to demonstrate Downtown's depth;
- Cross-marketing, in which business that can share customers should participate (such as a restaurant and a performance space); and
- Image ads, which should be run for Downtown as a whole to depict Downtown's quaint, distinctive image and the unique "experience" it offers.

The marketing campaign conducted for Downtown should include all of these ad types.

5. Events

A number of events are now held in Downtown Romeo, including the Michigan Peach Festival and its three Downtown parades, Valentines Romeo Romantic Days, Sidewalk Sales, Moonflowers & Music Artistic Afterglow, Halloween Trick or Treating, Holiday Open House, Christmas Tree Lighting and Santa Parade, and Midnight Madness, plus the variety of events and opening receptions held at Downtown's Starkweather Art & Cultural Center. By far, the community's – and Downtown's – signature event and biggest draw is the Michigan Peach Festival, held for the 74th year in 2005.

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It is the norm that too few volunteers participate in staging a Downtown's events and that event days are not very good for business, except in the case of food and drink establishments. For these reasons, consideration should be given to holding a few, annual Downtown special events – in addition to the Michigan Peach Festival and its parades – that are truly special, draw large crowds, attract financial sponsors, grow in attendance and sponsorships each year, convey Downtown's unique ambience and economic niche, and become signature events for which Downtown Romeo becomes widely known.

In selecting and creating such events, consideration should be given to:

Making Downtown THE place to celebrate traditional family holidays, such as Christmas;

Reflecting Downtown's food, art, and entertainment niche with a HUGE art, food, and entertainment festival; and

- Playing off Romeo's name, by making Downtown a not-to-be-missed destination for Valentine's Day, possibly by holding an EXTRAVAGANT chocolate festival.

Every Downtown business owner should make their storefront and display windows look eye-catching and irresistible during events, in an attempt to attract event-goers back to their shop long after the event is over.

6. Brochure

The DDA has produced a Downtown brochure titled, "Romeo Map & Guide." In its next iteration, this brochure should:

- More fully reflect the coziness and historic ambience of Downtown Romeo – in both its text and photos;
- More clearly be about solely "the heart of Romeo;"

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- Stress that all of Downtown is listed on the National Register of Historic Places as a historic district – which is a huge draw for heritage tourists and should be a big source of pride for Village residents;
- Reverse the tag line from "live dine play shop" to "shop dine play live;" and
- More clearly indicate the location of Downtown's public parking lots.

As always, the brochure should list all of Downtown's businesses and attractions at no charge. This could be done by creating an insert to the brochure, which could be updated, as needed and far less expensively, than reprinting the entire brochure.

The brochure should be widely distributed by placing it at:

- All Downtown businesses, attractions, and anchors;
- All area lodging facilities – ideally in guest rooms;
- The employee break rooms of all area industries and major employers;
- The Romeo-Washington Chamber of Commerce;
- Area churches;
- Area orchards;
- Area golf courses;
- The local airport;
- Information racks found in major, national retail stores in the area;
- All area visitor information centers; and
- All other venues that are heavily frequented by area residents and visitors – such as restaurants, gas stations, school events, and special events.

7. Wayfinding

A coordinated system of creative and distinctive signs is needed to direct motorists to Romeo, its Downtown, and Downtown's attractions. The wayfinding signs should be of the same design used for Downtown's signs that direct motorists to public parking.

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The Romeo wayfinding system should include:

Signs at the Village's boundaries that welcome motorists to Romeo;

- Signs that direct motorists to "Historic Downtown Romeo," rather than to the "Romeo Business District;"
- Signs at Downtown's entrances that welcome motorists to "Historic Downtown Romeo;" and
- Signs that direct motorists to Downtown's – and the community's – major attractions.

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***Partnership
for
Success***

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VII. PARTNERSHIP FOR SUCCESS

The most successful Downtown enhancement efforts nationwide are those that are implemented by a partnership between the public, business, non-profit, and residential sectors. For Downtown Romeo to reach its full potential, Downtown's key leaders and constituents from those sectors **must** continue to:

Plan together and implement together – in partnership;

- Embrace a shared direction and a unified voice;

Provide the strong and persistent leadership needed for implementation to occur; and

Take effective and quality **action** – and stimulate others to take such action – that is in the best interest of Downtown as a whole.

This is essential for Downtown success. The following actions are recommended to allow this to occur in and for Downtown Romeo.

Existing Entities

There are a number of entities now involved in Downtown's enhancement. These include:

- The Romeo DDA;
- The Romeo-Washington Chamber of Commerce;
- The Romeo Historic District Commission;
- The Romeo Historical Society;
- The Starkweather Art & Cultural Center;
- Macomb County Planning & Economic Development;
- Romeo-Washington-Bruce Parks and Recreation;
- The Village government;
- Bruce Township; and
- Washington Township.

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Lead Role

The Romeo DDA should play the lead role in overseeing, spearheading, and ensuring the implementation of the **Downtown Blueprint**. Doing so should entail:

Adopting the **Romeo Downtown Blueprint 2006** as the DDA's plan for Downtown;

Using the **Downtown Blueprint** as a common Downtown agenda;

Demonstrating cohesiveness and leadership;

Leading by example; and

Seeking the assurance of each and every DDA member that they will support, promote, and work toward the aggressive implementation of the **Downtown Blueprint**; and

- Asking members who cannot pledge to do so to resign from the board.

Staff

The DDA and Village have discussed hiring a professional who would serve as DDA director and would also perform other responsibilities for the Village government. This is an excellent idea that should be pursued immediately. In doing so, it is suggested that:

The retained professional should have experience in Downtown enhancement and a background in city planning;

As DDA director, the **Downtown Blueprint** should serve as this person's job description;

This professional should also serve as staff to the HDC; and

The DDA and Village should share the cost of retaining this professional.

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Consortium

A Downtown Consortium should be formed to increase coordination, communication, and collaboration among all entities involved in Downtown's enhancement – and to ensure that the **Downtown Blueprint** is implemented as aggressively as possible. The consortium should include:

- The Village President;
- A Village Trustee;
- The Village Clerk-Administrator;
- The chair of the Romeo DDA;
- Any other interested members of the DDA;
- The Village attorney;
- The executive director of the Romeo-Washington Chamber of Commerce;
- The chair of the Romeo Historic District Commission;
- The president of the Romeo Historical Society;
- The director of the Starkweather Art & Cultural Center;
- The superintendent of Romeo Community Schools;
- The executive director of Macomb County Planning & Economic Development;
- The Romeo-Washington-Bruce Parks and Recreation staff person responsible for holding events in Downtown;
- The Bruce Township supervisor;

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- The Washington Township supervisor;
- A Downtown bank representative; and
- One or two additional community leaders.

The consortium should meet quarterly. At its first meeting, members of the consortium should determine which portions of the ***Downtown Blueprint*** are to be implemented by each of the participating entities. This should be done by each entity volunteering to assume responsibility for those portions related to its mission. Subsequent meetings of the consortium should be used to ensure that implementation is occurring on schedule, that any obstacles to timely implementation are addressed, that the leadership necessary for progress is in place, and to address any issues that arise and require attention.

Funding

The Romeo DDA is well-capitalized, with the TIFA generating approximately \$125,000 per year.

If at some point additional funds are needed to implement the ***Downtown Blueprint*** in a timely and quality manner – above and beyond DDA and Village revenues – it is suggested that funds be sought from a wide variety of both private and public sources.

Funding sources that should be considered include:

- State, County, and Township governments;
- Federal programs;
- Non-profit groups;
- Industry, corporations, and major employers;
- Business owners, commercial property owners, and real estate developers;

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- Banks, utilities, and other institutions;
Area foundations;
- Service clubs (to sponsor projects recommended in the enhancement strategy); and
Any individual, entity, or institution that stands to benefit from an enhanced Downtown Romeo.

Documentation

To build confidence in the enhancement effort, its results and successes must be documented and communicated to all constituencies – including business owners, property owners, investors, volunteers, citizens, government officials, and potential funders.

This should be accomplished by:

Tracking benchmarks, as required by the MEDC and listed below, on an annual basis;

Producing an on-line DDA newsletter as part of the DDA's Web site;

Requesting that the *Romeo Observer* run a weekly "news from Downtown" column that is written by the DDA; and

- Having the DDA produce an annual report.

The benchmarks that must be tracked annually, by contract between the Village of Romeo and the MEDC, are:

Total taxable value of property in Downtown;

Number of new jobs created;

- Dollar amount of new private investment;

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- Public improvements and their costs;
- Economic development tools utilized;
- List of business openings;
- List of business closings;
- Total number of businesses in Downtown;
- Total number of housing units;
- Occupied retail space (sq. ft.);
- Vacant retail space (sq. ft.);
- Occupied office space (sq. ft.);
- Vacant office space (sq. ft.);
- Occupied residential space (sq. ft.); and
- Vacant residential space (sq. ft.).

Adopt

As was stated earlier, the DDA should adopt the ***Romeo Downtown Blueprint 2006*** as its official plan. And, it is hoped that the Village Board of Trustees will adopt it as well as the Downtown element of the Village's comprehensive plan.

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Implementation Sequence

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VIII. IMPLEMENTATION SEQUENCE

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

Toward the end of each year, the implementation sequence should be updated. And, within four to five years, consideration should be given to updating the entire ***Romeo Downtown Blueprint 2006***, depending on the level of program accomplishments realized.



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Year-1 Implementation Sequence Romeo Downtown Blueprint 2006

Partnership and Management Actions

1. Formal adoption by the Village Council and DDA of the **Romeo Downtown Blueprint 2006** as the official guide for the further economic enhancement of Downtown Romeo.
2. Formal adoption by the Village Council of the **Downtown Blueprint** as the Downtown element of the Village's comprehensive plan.
3. DDA assumes aggressive lead role in **Downtown Blueprint** implementation.
4. Hire a DDA director and part-time parking enforcement person.
5. Form Downtown Consortium.
6. Document results of enhancement effort via benchmarks, newsletter, weekly newspaper column, and annual report.

Physical Improvements Actions

1. Add hanging flower baskets to streetlight poles and acquire and place customized banners.
2. Enhance Downtown maintenance as per **Downtown Blueprint**.
3. Prepare and use Downtown design guidelines.
4. HDC uses building inventory to differentiate between "contributing" and "non-contributing" structures.
5. Update Historic District Ordinance to incorporate state amendments and staff 2005 recommendations.
6. Create and promote use of façade grant program.
7. Offer preliminary design assistance for building enhancement.
8. Create and present annual preservation awards.
9. Encourage and assist business owners in erecting more perpendicular business signs.
10. Work with owners of old service station to ensure that it is in keeping with the Village's historic character.

Year-1 Implementation Sequence Romeo Downtown Blueprint 2006 (Continued)

Traffic & Parking Actions

1. Working cooperatively with Macomb County, address traffic concerns recommended in ***Downtown Blueprint***.
2. Have parking management initiatives addressed by a qualified parking professional, as recommended in ***Downtown Blueprint***.

Business Development Actions

1. Modify retail vs. office provisions of Zoning Ordinance.
2. Initiate business retention initiatives, as recommended in ***Downtown Blueprint***.
3. Village reviews all building review and application processes to ensure maximum user- and developer-friendly systems.
4. Prepare "how-to" handbook and designate clearinghouse for information.
5. Encourage and assist, as appropriate, the placement and opening of new businesses in Downtown Romeo.
6. Re-create Downtown farmers market.

Marketing Actions

1. Continue to upgrade and update DDA Web site.
2. Include Downtown loft apartment in home tour.
3. Aggressively seek story placements.
4. Aggressively create and place Downtown ads.
5. Enhance Downtown events, as per recommendations of ***Downtown Blueprint***.
6. Prepare and distribute Downtown brochure.
7. Design and install wayfinding system.

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Appendix

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MEDC Memo



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

MEMORANDUM

DATE: December 5, 2005

TO: Village of Romeo
Village of Romeo Downtown Development Authority

FROM: Kent W. Kukuk
Community Assistance Team Specialist
Michigan Economic Development Corporation

RE: Village of Romeo Blueprint Implementation Strategy

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

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

Community Development Block Grants (CDBG)-Grants are available for public infrastructure improvement projects that create private jobs and private investment in the downtown. These grants can be used for public infrastructure improvements, but not limited to, public parking, water/sewer upgrades, public alley improvements, public utility relocation, and streetscape enhancements. Typically, these funds are allotted at \$10,000 - \$20,000 per new full-time job created, a funding ratio of 2 to 1/private to CDBG funds with a minimum local match of 10% and of the new jobs created 51% must be held by low and moderate income people. Being located in an entitlement district the CDBG program is available to the Village of Romeo through Macomb County.

Downtown Development Authority Tax Increment Financing (TIF)-The CA Team is available to answer specific questions on uses of Downtown Development Authority TIF revenues. Programs funded by TIF revenues can be developed to support the downtown development efforts and downtown businesses. Specifically, the DDA TIF could be used for streetscape improvements, maintenance, marketing, façade and signage improvements as well as other public projects included in the DDA work plan.

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

300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER
CONTACT CENTER
517 373 9808

WWW.MICHIGAN.ORG

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General Motors

PHILIP H. POWER
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UAW International

S. MARTIN TAYLOR
DTE Energy Company

GARY TORGOW
Sterling Group

PETER S. WALTERS
Guardian Industries Corp.



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December 5, 2005

this agency, as well. The CATeam works very closely with SHPO and would be available to assist the Village with these endeavors.

Brownfield Redevelopment- The Michigan Brownfield Redevelopment program has been a vital component in the state's economic development efforts to reuse Brownfield sites and revitalize Michigan's downtowns. The Brownfield Redevelopment program is a resource that may use Tax Increment Financing (TIF) to clean the site and allow developers to apply for Single Business Tax (SBT) Credit Incentives. These resources promote the redevelopment of Brownfield sites. If you feel a project may qualify for this program, the CATeam is available to provide assistance on how to use these effective tools in your downtown revitalization efforts.

Other Agency Programs and Funding-Programs and grant funding sources are available through other state agencies including the History, Arts and Libraries (HAL), and the Michigan Department of Transportation (MDOT). In the event the Village pursues these, the CATeam is available to research the availability of these resources to support any efforts related to the enhancement efforts of the downtown area.

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

Kent W. Kukuk
Community Assistance Team
Michigan Economic Development Corporation
300 N. Washington Square
Lansing, MI 48913
Office: 810 265-3345
kukukk@michigan.gov

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The Retail Report®

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Making Downtown Renaissance a Reality

THE RETAIL REPORT®

**Downtown Romeo
Primary Retail Trade Area**



Making Downtown Renaissance a Reality

1600 Prince Street • Suite 110
Alexandria, Virginia 22314
Phone 703 683 5125
E-Mail: info@hyettpalma.com

THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Romeo, Michigan. This document presents information concerning the characteristics of the Downtown Romeo primary retail trade area. The report was prepared in 2005 by HyettPalma, Inc.

THE RETAIL REPORT presents:

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

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Making Downtown Renaissance a Reality

DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

Downtown Romeo, MI Primary Retail Trade Area

Study Area: Custom Shapes

Shape: 1

Summary	2000	2005	2010
Population	64,078	72,961	79,706
Households	22,217	25,718	28,392
Families	17,758	20,313	22,089
Average Household Size	2.84	2.80	2.77
Owner Occupied HUs	19,787	23,098	25,653
Renter Occupied HUs	2,430	2,620	2,739
Median Age	35.9	37.3	38.4

Trends: 2005-2010 Annual Rate	Area	State	National
Population	1.78%	0.66%	1.22%
Households	2%	0.94%	1.27%
Families	1.69%	0.76%	1.00%
Owner HHs	2.12%	1.07%	1.46%
Median Household Income	2.25%	2.27%	3.25%

Households by Income	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,502	6.7%	1,495	5.8%	1,404	4.9%
\$15,000 - \$24,999	1,571	7.0%	1,597	6.2%	1,517	5.3%
\$25,000 - \$34,999	1,882	8.4%	1,832	7.1%	1,721	6.1%
\$35,000 - \$49,999	2,487	11.1%	2,625	10.2%	2,691	9.5%
\$50,000 - \$74,999	5,238	23.5%	5,272	20.5%	5,080	17.9%
\$75,000 - \$99,999	4,006	18.0%	4,553	17.7%	4,150	14.6%
\$100,000 - \$149,999	4,257	19.1%	5,789	22.5%	7,505	26.4%
\$150,000 - \$199,000	791	3.5%	1,506	5.9%	2,403	8.5%
\$200,000+	576	2.6%	1,050	4.1%	1,923	6.8%
Median Household Income	\$66,857		\$75,148		\$83,994	
Average Household Income	\$75,868		\$87,046		\$100,509	
Per Capita Income	\$26,546		\$30,792		\$35,897	

Population by Age	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,709	7.3%	5,389	7.4%	5,851	7.3%
5 - 14	10,391	16.2%	11,712	16.1%	12,341	15.5%
15 - 19	4,351	6.8%	4,834	6.6%	5,539	6.9%
20 - 24	3,131	4.9%	3,503	4.8%	3,747	4.7%
25 - 34	8,297	12.9%	8,186	11.2%	8,420	10.6%
35 - 44	12,022	18.8%	13,070	17.9%	13,108	16.4%
45 - 54	9,444	14.7%	11,307	15.5%	13,200	16.6%
55 - 64	6,001	9.4%	7,890	10.8%	9,220	11.6%
65 - 74	3,370	5.3%	4,157	5.7%	4,901	6.1%
75 - 84	1,781	2.8%	2,175	3.0%	2,469	3.1%
85+	579	0.9%	738	1.0%	912	1.1%

Race and Ethnicity	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
White Alone	61,371	95.8%	69,451	95.2%	75,365	94.6%
Black Alone	1,116	1.7%	1,360	1.9%	1,582	2.0%
American Indian Alone	185	0.3%	211	0.3%	239	0.3%
Asian Alone	355	0.6%	584	0.8%	867	1.1%
Pacific Islander Alone	12	0.0%	19	0.0%	28	0.0%
Some Other Race Alone	341	0.5%	446	0.6%	551	0.7%
Two or More Races	697	1.1%	892	1.2%	1,075	1.3%
Hispanic Origin (Any Race)	1,290	2.0%	1,712	2.3%	2,161	2.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



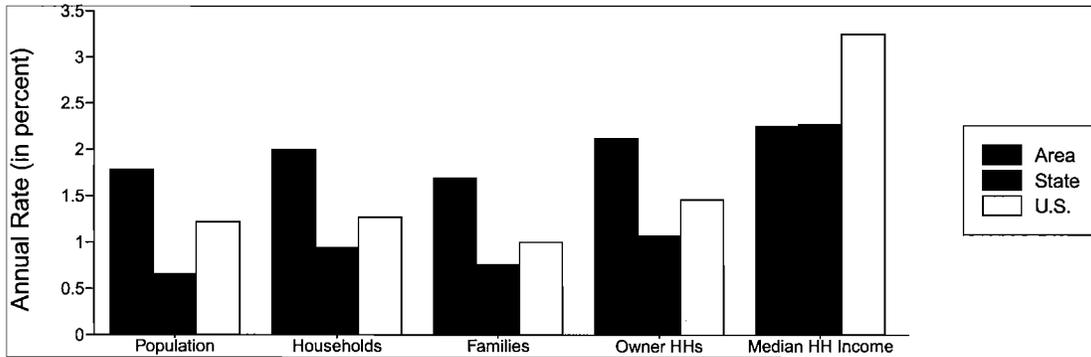
Demographic and Income Profile

Downtown Romeo, MI Primary Retail Trade Area

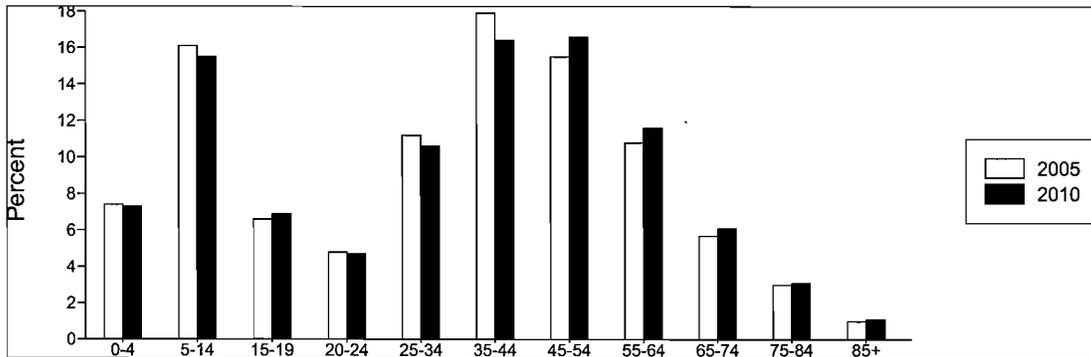
Study Area: Custom Shapes

Shape: 1

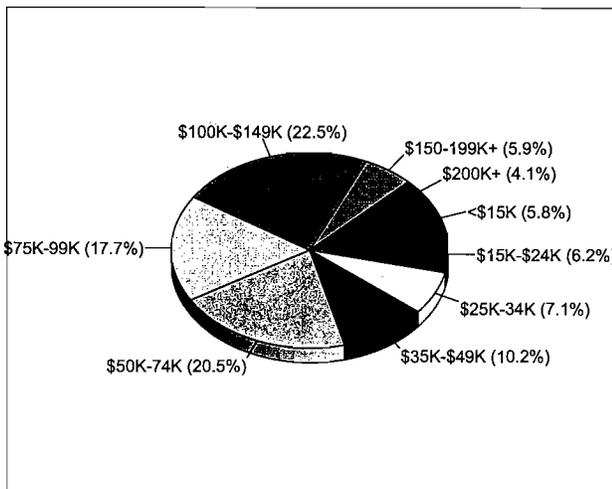
Trends 2005-2010



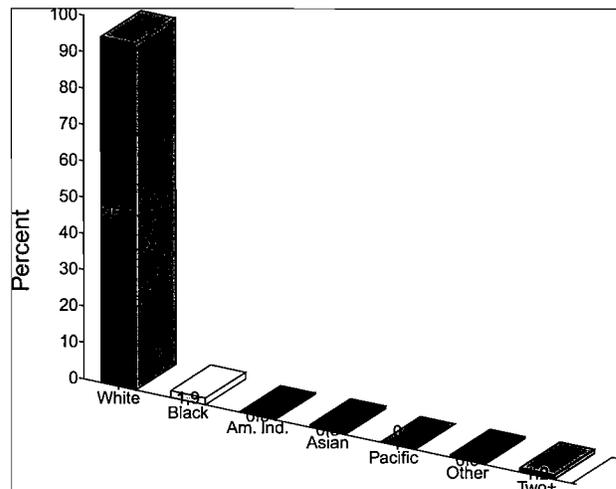
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 2.3%

HyettPalma

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PRODUCT DEMAND BY INCOME GROUP



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

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	7,545	11,279,775
\$15000-24999	1,597	10,179	16,255,863
\$25000-34999	1,832	11,847	21,703,704
\$35000-49999	2,625	13,655	35,844,375
> \$50000	12,898	21,880	282,208,240

TOTAL DEMAND FOR PRODUCT = \$367,291,957

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

DEFINITION OF PRODUCT:

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

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PRODUCT DEMAND BY PRODUCT TYPE

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

PRODUCT	DEMAND
Food At Home	95,918,880
Food Away From Home	62,369,282
Alcoholic Beverages	11,798,460
Household Textiles	3,724,505
Furniture	11,381,896
Floor Coverings	1,438,807
Major Appliances	5,158,575
Small Appliances & Miscellaneous Housewares	3,117,062
Miscellaneous Household Equipment	22,657,875
Men's Apparel -- 16 and Over	9,137,695
Boy's Apparel -- 2 to 15	2,312,987
Women's Apparel -- 16 and Over	17,605,975
Girl's Apparel -- 2 to 15	2,851,257
Children's Apparel -- Under 2	3,035,127
Footwear	7,706,484
Other Apparel Services & Products	8,497,061
Prescription Drugs & Medical Supplies	13,980,579
Entertainment Fees & Admissions	15,883,880
Televisions, Radios & Sound Equipment	18,595,669
Pets, Toys & Playground Equipment	11,745,652
Other Entertainment Supplies & Services	13,308,071
Personal Care Products & Services	14,884,105
Reading	3,368,454
Tobacco Products & Smoking Supplies	6,813,619
TOTAL DEMAND BY PRODUCT TYPE	= \$367,291,957

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

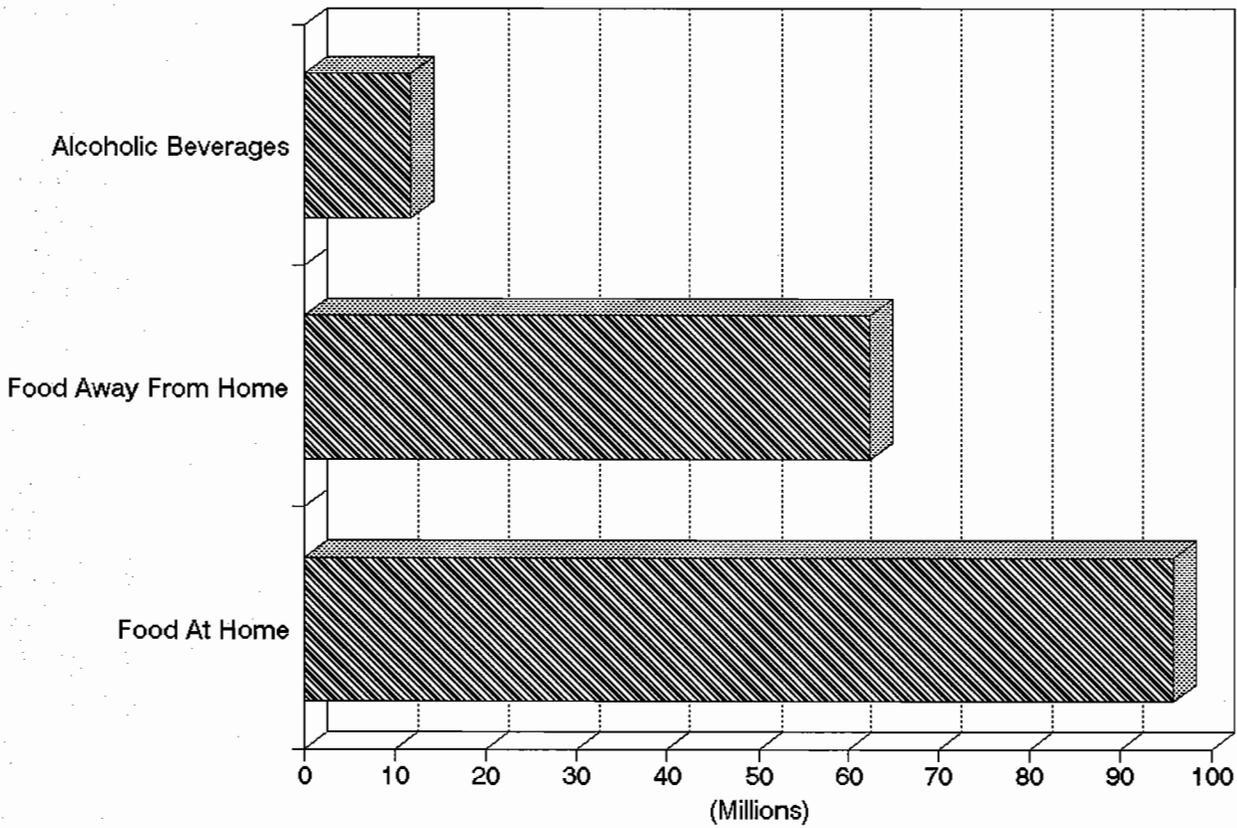
HyettPalma

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DEMAND FOR FOOD PRODUCTS

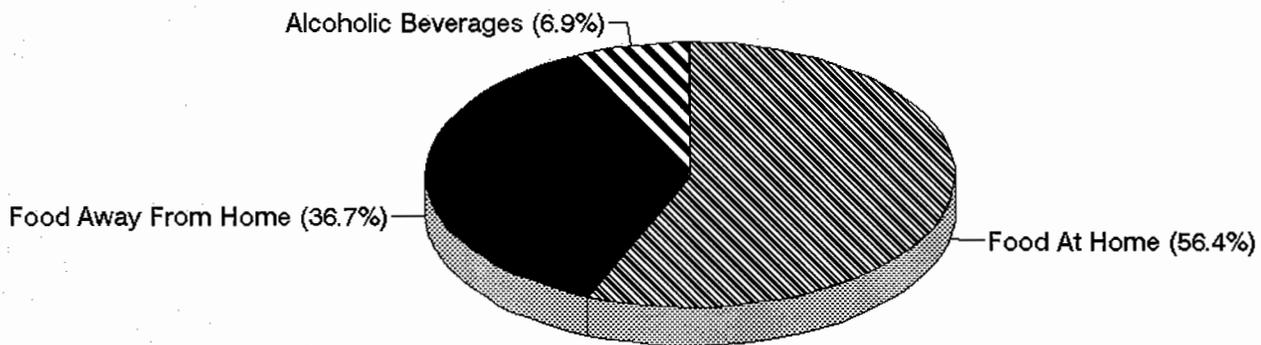
FOOD PRODUCTS

\$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS

% DEMAND FOR EACH DOLLAR





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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	2,580	3,857,100
\$15000-24999	1,597	3,340	5,333,980
\$25000-34999	1,832	3,690	6,760,080
\$35000-49999	2,625	3,980	10,447,500
> \$50000	12,898	5,390	69,520,220
TOTAL DEMAND FOR PRODUCT =			\$95,918,880

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

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	1,160	1,734,200
\$15000-24999	1,597	1,481	2,365,157
\$25000-34999	1,832	1,825	3,343,400
\$35000-49999	2,625	2,253	5,914,125
> \$50000	12,898	3,800	49,012,400
TOTAL DEMAND FOR PRODUCT =			\$62,369,282

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

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	216	322,920
\$15000-24999	1,597	240	383,280
\$25000-34999	1,832	292	534,944
\$35000-49999	2,625	376	987,000
> \$50000	12,898	742	9,570,316
TOTAL DEMAND FOR PRODUCT =			\$11,798,460

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

DEFINITION OF PRODUCT:

All alcoholic beverages.

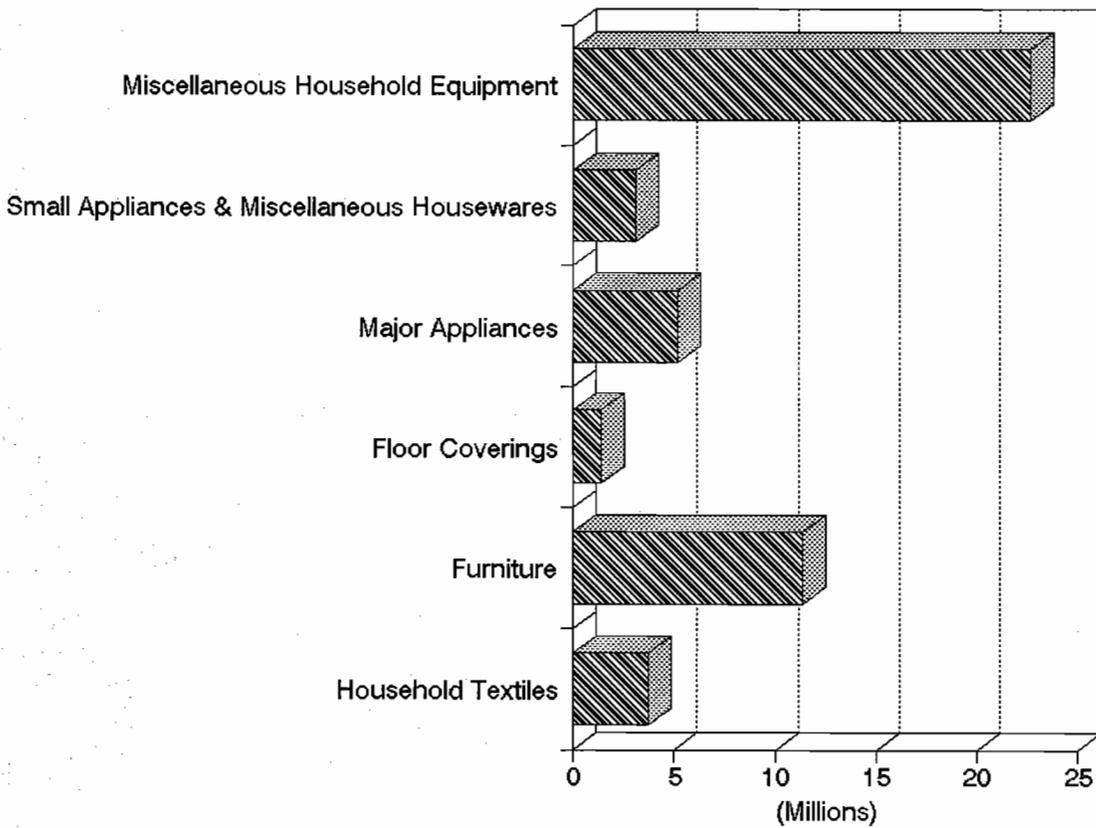
HyettPalma

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DEMAND FOR HOME PRODUCTS

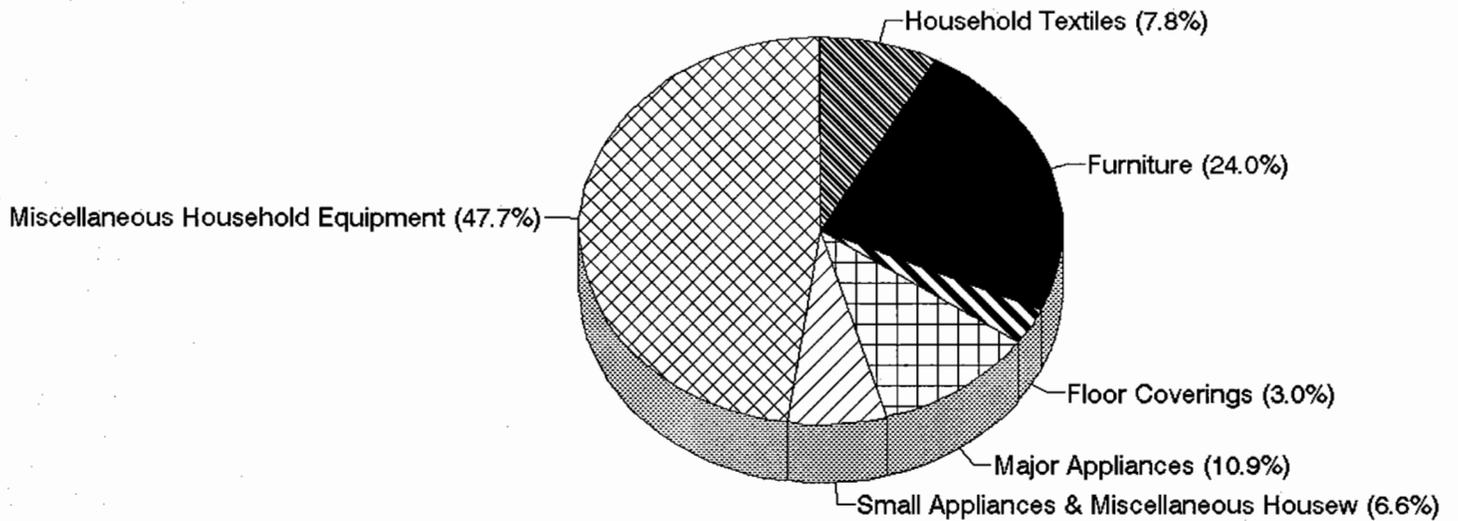
HOME PRODUCTS

\$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS

% DEMAND FOR EACH DOLLAR





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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	55	82,225
\$15000-24999	1,597	90	143,730
\$25000-34999	1,832	125	229,000
\$35000-49999	2,625	140	367,500
> \$50000	12,898	225	2,902,050
TOTAL DEMAND FOR PRODUCT =			\$3,724,505

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	127	189,865
\$15000-24999	1,597	183	292,251
\$25000-34999	1,832	263	481,816
\$35000-49999	2,625	318	834,750
> \$50000	12,898	743	9,583,214
TOTAL DEMAND FOR PRODUCT =			\$11,381,896

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

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	25	37,375
\$15000-24999	1,597	14	22,358
\$25000-34999	1,832	24	43,968
\$35000-49999	2,625	32	84,000
> \$50000	12,898	97	1,251,106
TOTAL DEMAND FOR PRODUCT =			\$1,438,807

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

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	79	118,105
\$15000-24999	1,597	137	218,789
\$25000-34999	1,832	188	344,416
\$35000-49999	2,625	207	543,375
> \$50000	12,898	305	3,933,890
TOTAL DEMAND FOR PRODUCT =			\$5,158,575

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	60	89,700
\$15000-24999	1,597	85	135,745
\$25000-34999	1,832	96	175,872
\$35000-49999	2,625	101	265,125
> \$50000	12,898	190	2,450,620
TOTAL DEMAND FOR PRODUCT =			\$3,117,062

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	285	426,075
\$15000-24999	1,597	400	638,800
\$25000-34999	1,832	575	1,053,400
\$35000-49999	2,625	700	1,837,500
> \$50000	12,898	1,450	18,702,100
TOTAL DEMAND FOR PRODUCT =			\$22,657,875

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

DEFINITION OF PRODUCT:

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

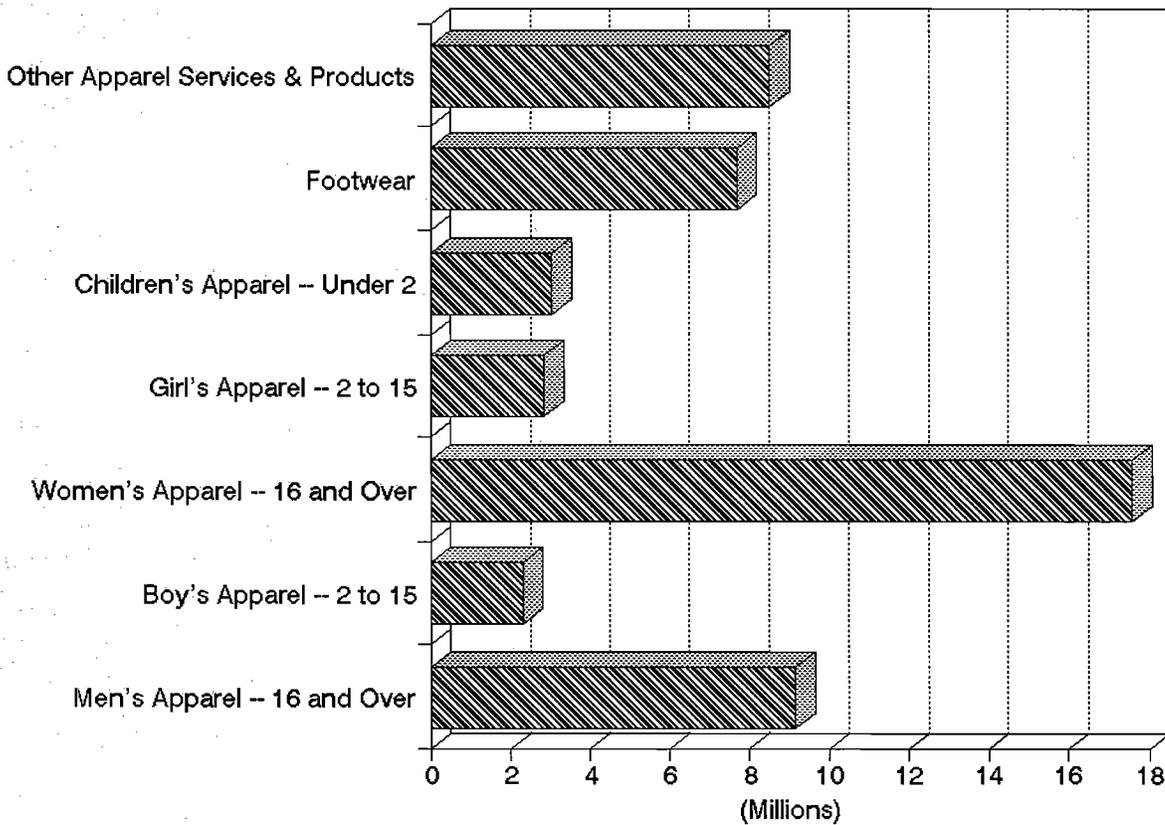
HyettPalma

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DEMAND FOR APPAREL PRODUCTS

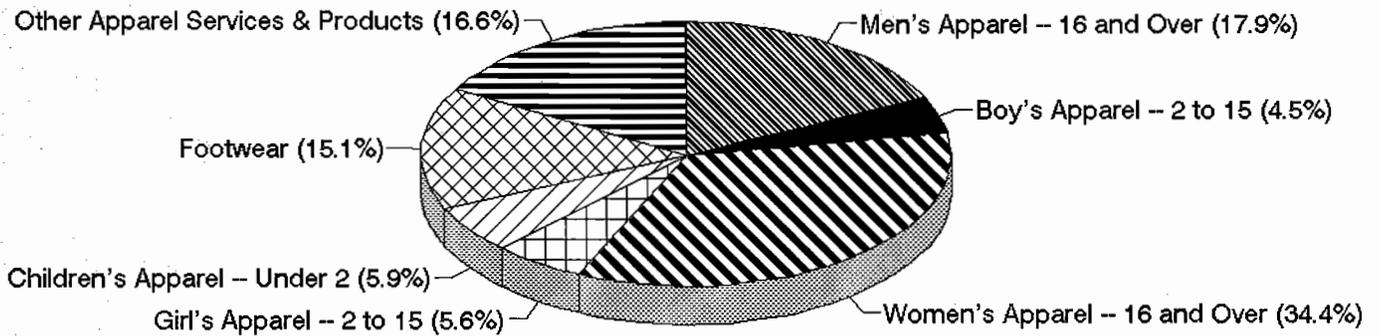
APPAREL PRODUCTS

\$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	200	299,000
\$15000-24999	1,597	210	335,370
\$25000-34999	1,832	275	503,800
\$35000-49999	2,625	345	905,625
> \$50000	12,898	550	7,093,900
TOTAL DEMAND FOR PRODUCT =			\$9,137,695

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

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	51	76,245
\$15000-24999	1,597	60	95,820
\$25000-34999	1,832	78	142,896
\$35000-49999	2,625	88	231,000
> \$50000	12,898	137	1,767,026
TOTAL DEMAND FOR PRODUCT =			\$2,312,987

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

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	350	523,250
\$15000-24999	1,597	425	678,725
\$25000-34999	1,832	350	641,200
\$35000-49999	2,625	600	1,575,000
> \$50000	12,898	1,100	14,187,800
TOTAL DEMAND FOR PRODUCT =			\$17,605,975

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

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	47	70,265
\$15000-24999	1,597	76	121,372
\$25000-34999	1,832	85	155,720
\$35000-49999	2,625	94	246,750
> \$50000	12,898	175	2,257,150
TOTAL DEMAND FOR PRODUCT =			\$2,851,257

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

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	60	89,700
\$15000-24999	1,597	85	135,745
\$25000-34999	1,832	101	185,032
\$35000-49999	2,625	140	367,500
> \$50000	12,898	175	2,257,150
TOTAL DEMAND FOR PRODUCT =			\$3,035,127

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

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	244	364,780
\$15000-24999	1,597	278	443,966
\$25000-34999	1,832	280	512,960
\$35000-49999	2,625	290	761,250
> \$50000	12,898	436	5,623,528
TOTAL DEMAND FOR PRODUCT =			\$7,706,484

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

DEFINITION OF PRODUCT:

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

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	165	246,675
\$15000-24999	1,597	193	308,221
\$25000-34999	1,832	245	448,840
\$35000-49999	2,625	275	721,875
> \$50000	12,898	525	6,771,450
TOTAL DEMAND FOR PRODUCT =			\$8,497,061

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

DEFINITION OF PRODUCT:

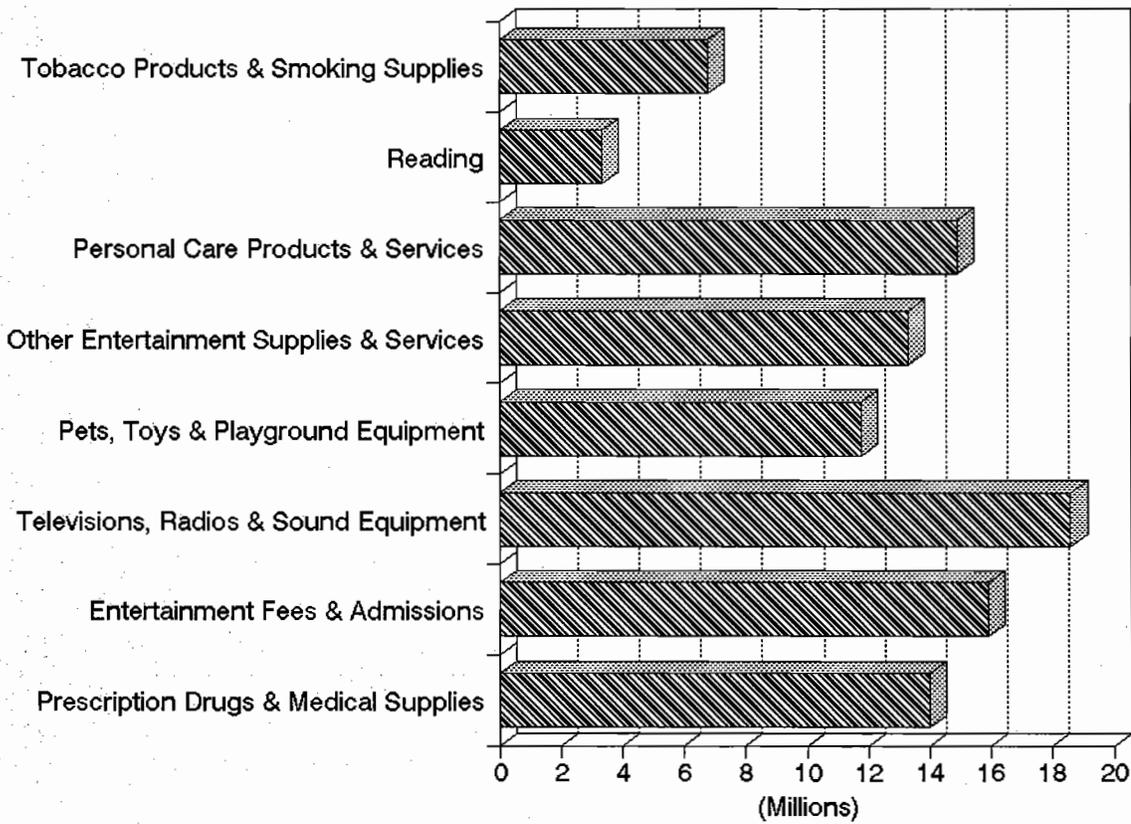
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

HyettPalma

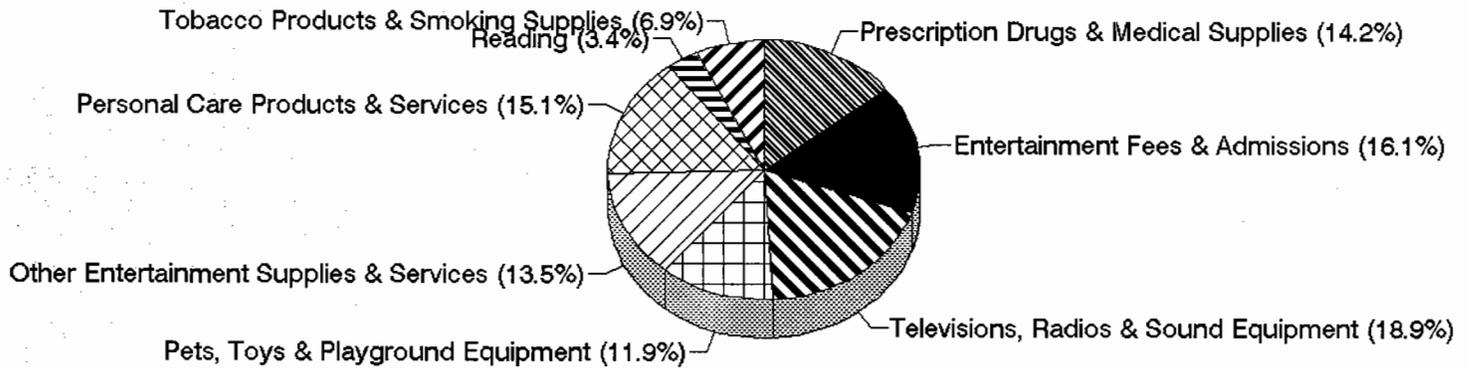
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DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR





Making Downtown Renaissance a Reality

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	428	639,860
\$15000-24999	1,597	667	1,065,199
\$25000-34999	1,832	654	1,198,128
\$35000-49999	2,625	638	1,674,750
> \$50000	12,898	729	9,402,642
TOTAL DEMAND FOR PRODUCT =			\$13,980,579

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	165	246,675
\$15000-24999	1,597	240	383,280
\$25000-34999	1,832	325	595,400
\$35000-49999	2,625	425	1,115,625
> \$50000	12,898	1,050	13,542,900
TOTAL DEMAND FOR PRODUCT =			\$15,883,880

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

DEFINITION OF PRODUCT:

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



Making Downtown Renaissance a Reality

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	386	577,070
\$15000-24999	1,597	547	873,559
\$25000-34999	1,832	641	1,174,312
\$35000-49999	2,625	748	1,963,500
> \$50000	12,898	1,086	14,007,228
TOTAL DEMAND FOR PRODUCT =			\$18,595,669

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	160	239,200
\$15000-24999	1,597	385	614,845
\$25000-34999	1,832	415	760,280
\$35000-49999	2,625	425	1,115,625
> \$50000	12,898	699	9,015,702
TOTAL DEMAND FOR PRODUCT =			\$11,745,652

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

DEFINITION OF PRODUCT:

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

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	80	119,600
\$15000-24999	1,597	208	332,176
\$25000-34999	1,832	410	751,120
\$35000-49999	2,625	435	1,141,875
> \$50000	12,898	850	10,963,300
TOTAL DEMAND FOR PRODUCT =			\$13,308,071

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	325	485,875
\$15000-24999	1,597	415	662,755
\$25000-34999	1,832	465	851,880
\$35000-49999	2,625	535	1,404,375
> \$50000	12,898	890	11,479,220
TOTAL DEMAND FOR PRODUCT =			\$14,884,105

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

DEFINITION OF PRODUCT:

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



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**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	61	91,195
\$15000-24999	1,597	90	143,730
\$25000-34999	1,832	105	192,360
\$35000-49999	2,625	123	322,875
> \$50000	12,898	203	2,618,294
TOTAL DEMAND FOR PRODUCT =			\$3,368,454

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

DEFINITION OF PRODUCT:

Books, newspapers and magazines.

**DOWNTOWN ROMEO'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,495	236	352,820
\$15000-24999	1,597	330	527,010
\$25000-34999	1,832	340	622,880
\$35000-49999	2,625	387	1,015,875
> \$50000	12,898	333	4,295,034
TOTAL DEMAND FOR PRODUCT =			\$6,813,619

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

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.

The Retail Report®

USER GUIDE

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

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

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

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

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

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2005.

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

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

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

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

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

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

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

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

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

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

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

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

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

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

To strengthen existing businesses and lessen business closings by:

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

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

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

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

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

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

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

To attract additional businesses to the business district by:

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

How Can Business Owners Use The Retail Report ?

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

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

what the market is for particular retail products;

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

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

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

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

set an annual budget based on their gross receipts benchmarks;

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

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

How Can Entrepreneurs Use The Retail Report ?

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

compare the markets for a variety of different retail products;

determine what type of retail business to open;

complete a realistic business plan before opening that business; and

persuade bankers and investors that a strong market exists for the type of retail business being opened.