



# Downtown Birmingham Recruitment Strategy

2023

City of Birmingham  
Birmingham Shopping District  
151 Martin Street  
Birmingham, MI 48009  
248-530-1200

[allinbirmingham.com](http://allinbirmingham.com)

# Welcome to Birmingham!

**The premiere destination for shopping, dining, events and tourism in Michigan**

- Top 20 Economically Prosperous Cities
- Easily Accessible in Metro Detroit and Located in the Heart of Oakland County
- One-of-a-kind national and local brands
- 10,000 Homes in Walking Distance
- 5,000 Public Parking Spaces with two-hour free parking in decks
- 3 Hotels - 2 Downtown Parks - 2 Movie Theaters



# BSD Overview

## The Birmingham Shopping District (BSD)

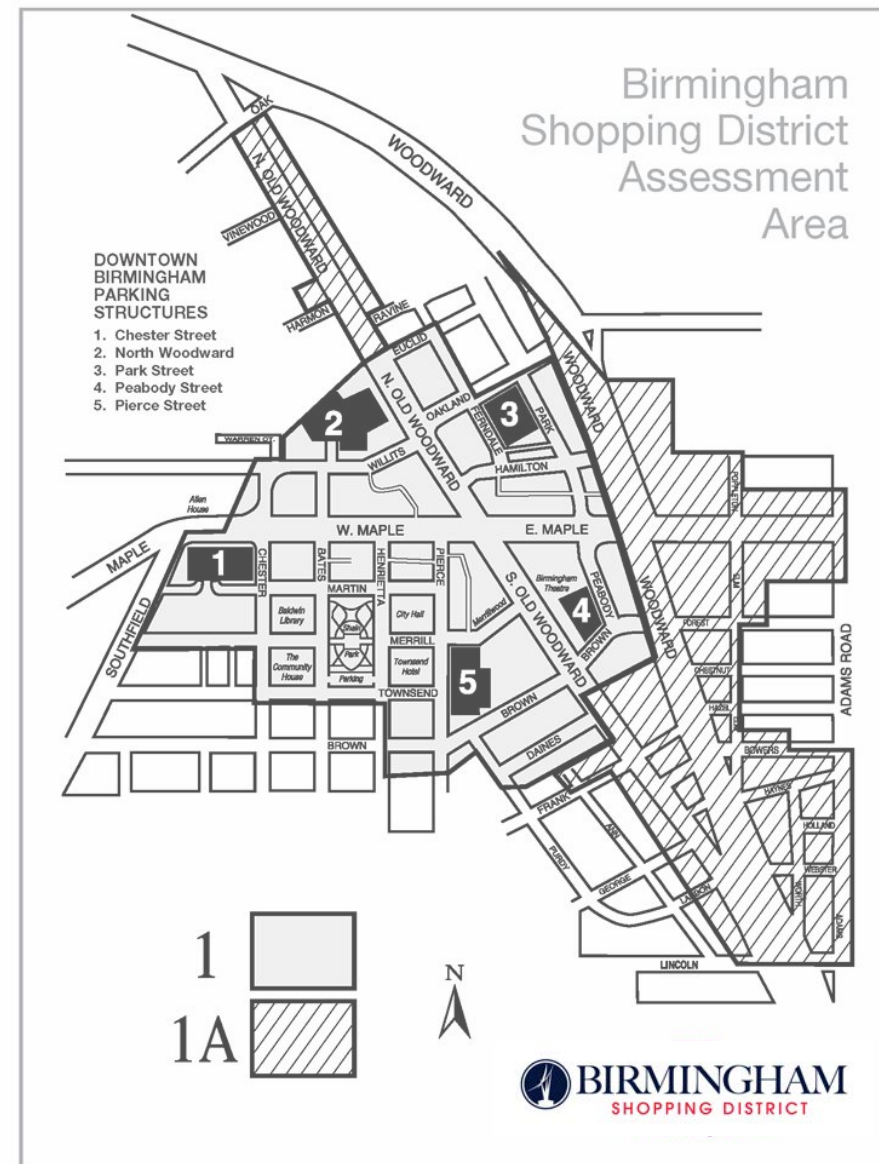
- 30+ Year Downtown Management Organization (established 1992)
- 12-Member Principal Shopping District Board (Public Act 126)
- 5 Committees - Over 30 Constant Volunteers

### Focused on:

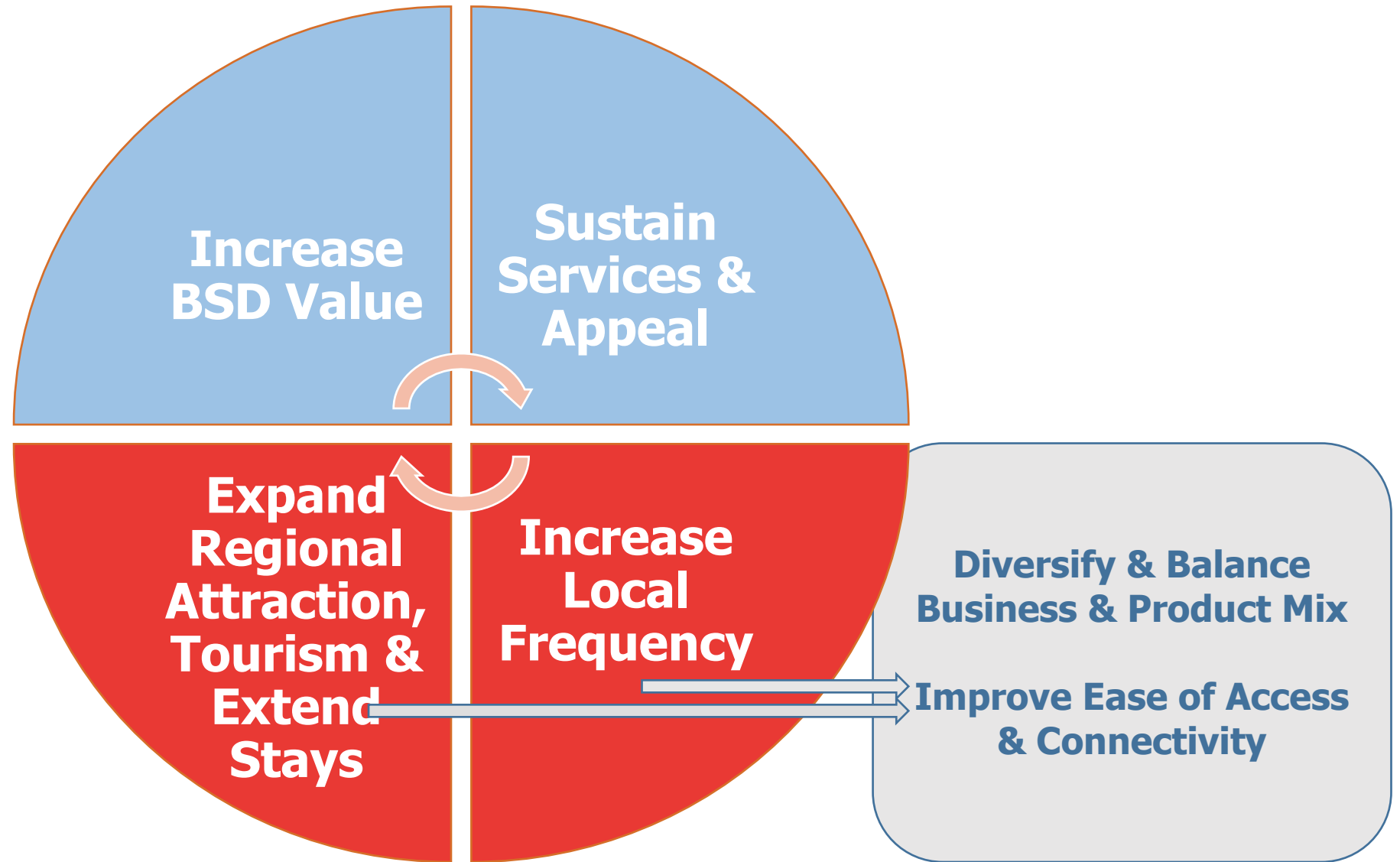
- Economic development
- Business recruitment and retention
- Marketing and promotion of the district
- Maintaining and enhancing the downtown

### Volunteer Opportunities

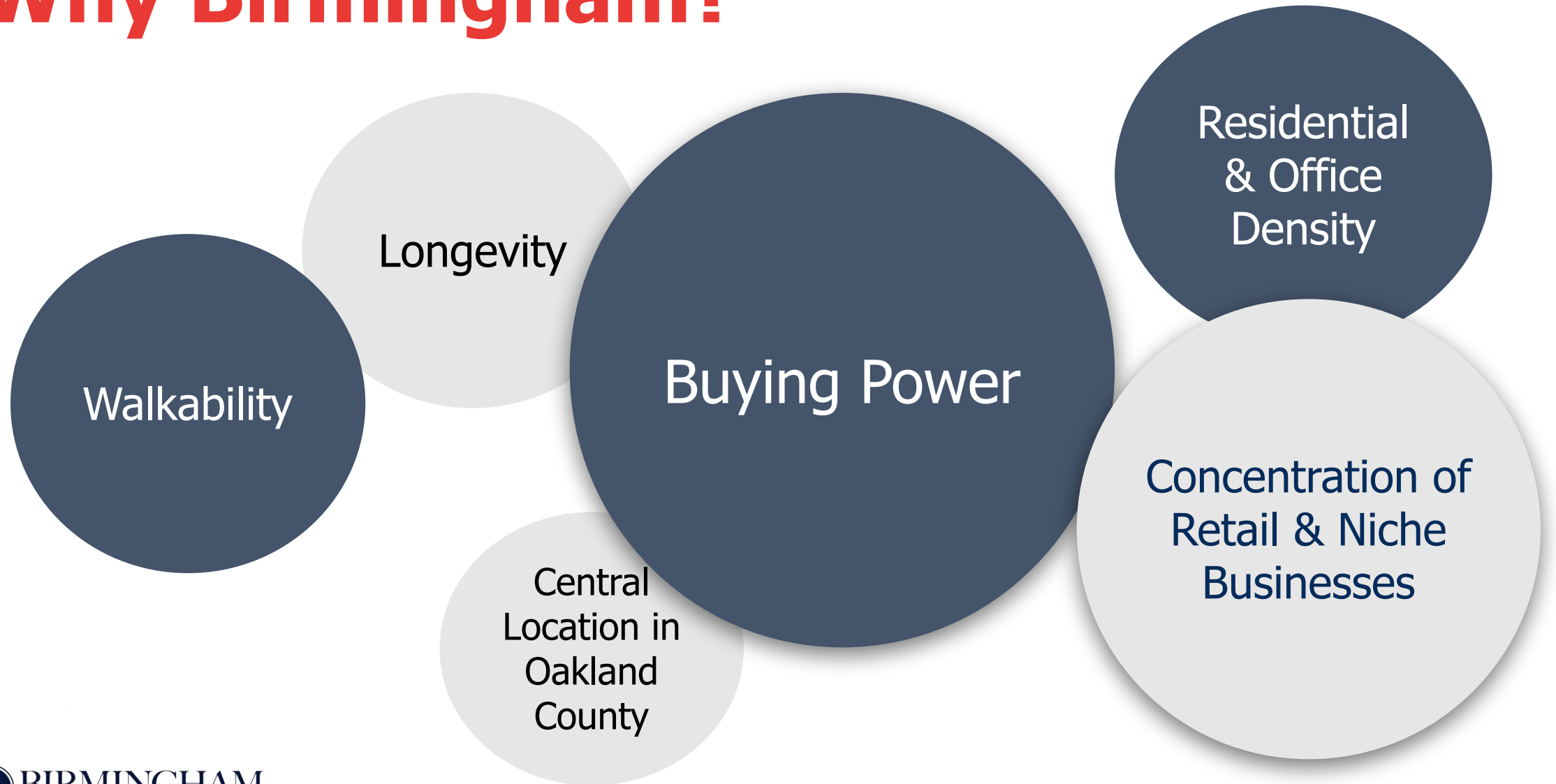
[www.allinbirmingham.com/about/bsd\\_committees](http://www.allinbirmingham.com/about/bsd_committees)



# BSD Strategic Plan



# Why Birmingham?



# Why Birmingham? First to Market & Long-standing Gems



# Why Birmingham?

## Market Reach & Destination Tourism

### SHOPPING, DINING & EVENTS

- ✓ 59 HOSTED EVENTS  
300,000+ ATTENDEES
- ✓ 600+ BUSINESSES  
PEAK TIMES: 12-2 & 6-8 P.M.
- ✓ 7 MILLION VISITORS  
2-HOUR AVERAGE STAY



### MARKET REACH & IMPACT

- ✓ 13 MILLION IMPRESSIONS  
TARGETED CAMPAIGNS
- ✓ 120,392 WEB VISITS  
5,632 PARTNER REFERRALS
- ✓ 569,371 SOCIAL MEDIA REACH  
17,790 FOLLOWERS
- ✓ 15 LIVE TV FEATURES  
LOCAL BUSINESS & EVENT

# 2023 Events



- April 15 – Birmingham Spring Stroll
- May 7 – Farmers Market 21st Annual Opening Day
- May 7- October 29 - Farmers Market, Every Sunday
- June 9 – Outdoor Movie Night
- June 25 – Farmers Market Super Farmer Day
- July 14 – Outdoor Movie Night
- July 29 – Day on the Town
- August 6 – Farmers Market Corn Festival
- August 11 – Outdoor Movie Night
- August 19 – Birmingham Cruise Event
- September 8 – Outdoor Movie Night
- September 10 – Farmers Market Harvest Festival
- October 12 – Birmingham Art Walk
- October 29 – Farmers Market End of Season Celebration
- November 25 – Small Business Saturday
- November 25 – Santa Walk, Santa House & Carriage Rides
- December 1 – Holiday Tree Lighting
- December 1 – 3 – Birmingham Winter Markt
- December Weekends – Santa House & Carriage Rides



# Why Birmingham?

## Service & Atmosphere

### DISTRICT MAINTENANCE

- ✓ 56,814 LINEAR FEET SIDEWALK SNOW REMOVAL & MAINTENANCE
- ✓ 230 FLOWER PLANTERS & BASKETS INSTALLED AND MAINTAINED
- ✓ 800,000+ HOLIDAY LIGHTS THROUGHOUT DOWNTOWN



# Why Birmingham?

## Public Investment

### Over \$22 million in the last 10 years with Old Woodward, Maple & Brown Streets

2022-23 South Old Woodward Reconstruction Project

- 5 block area - \$8.5 million investment
- 80-100 jobs created
- Outcomes:
  - ◆ greater sense of place
  - ◆ unity & connection
  - ◆ greater access for visitors and residents
- The BSD supported over \$100,000 in marketing, shopping promotions and alternative parking options to encourage visitors during construction



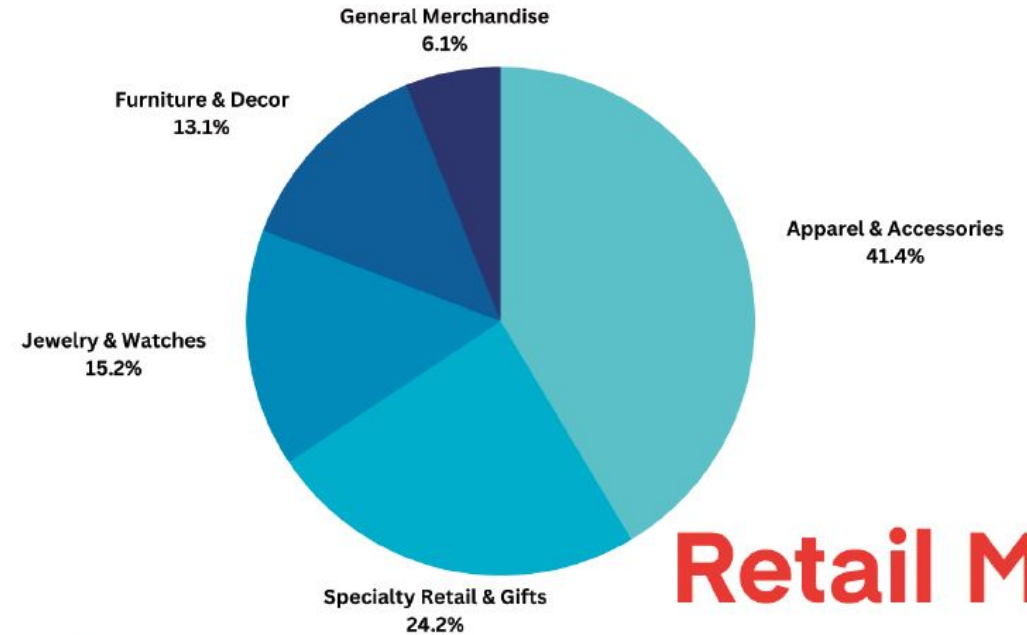
# Why Birmingham?

## Business Climate

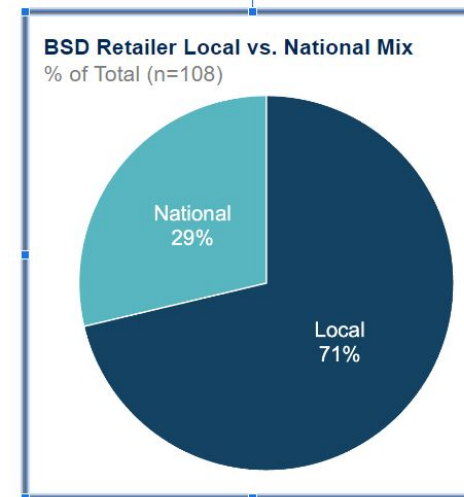
### BUSINESS DEVELOPMENT



**30 NEW BUSINESSES**  
AND 10 MORE IN PROGRESS!



**Retail Mix**



# Development In Progress

**15 Projects**

**\$500 Million Investment**

**@1 Million+SF in Development**

**563 Residential Units**

**Over 350,000 in Commercial & Office SF**



## PROJECT LIST

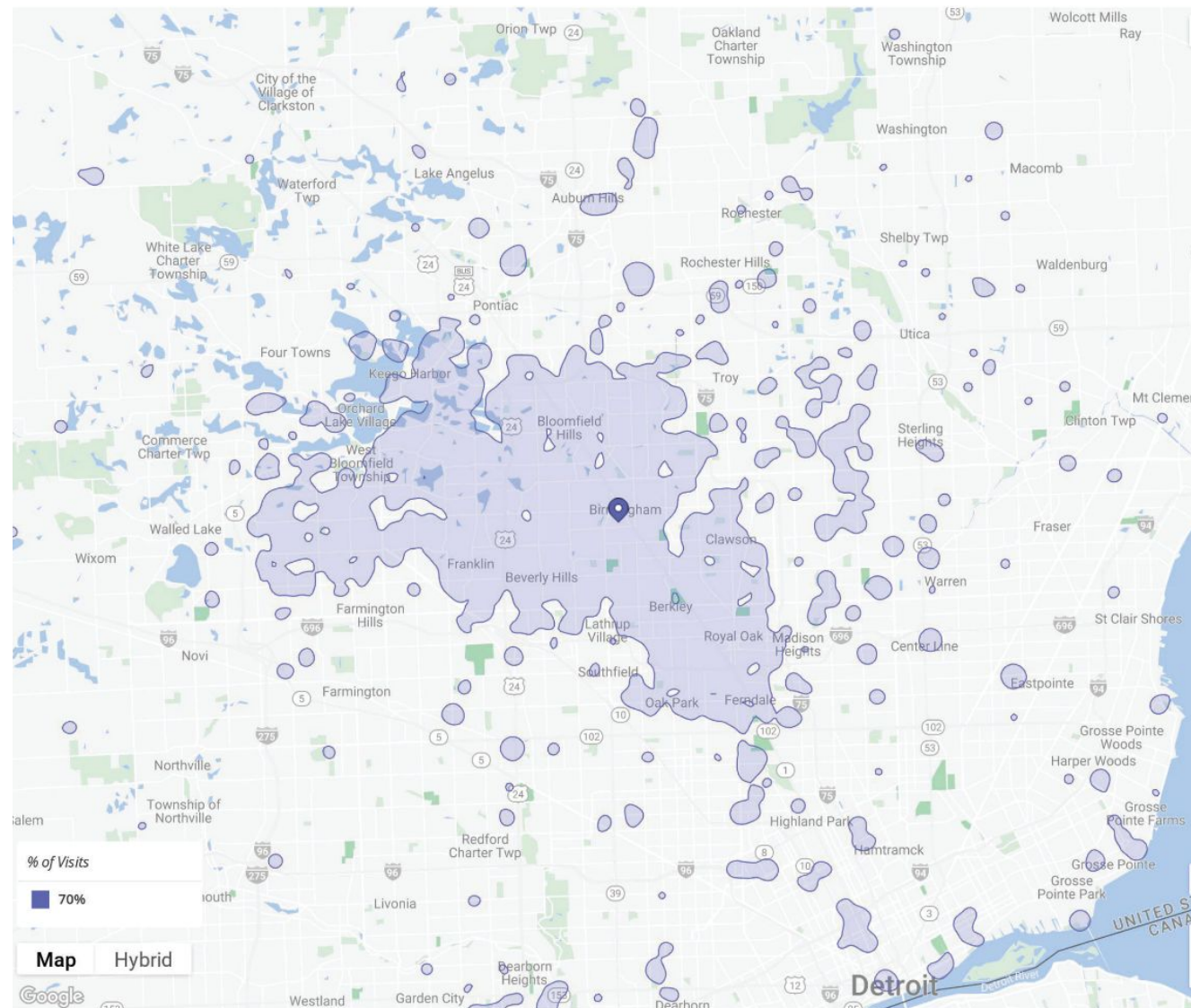
1. 320 Martin - Mixed Use
2. 380 S. Bates - Community Institution
3. 294 E. Brown - Mixed Use
4. 300 S. Old Woodward - RH
5. 479 S. Old Woodward - Birmingham Tower
6. 588 S. Old Woodward - Phoenicia - Addition
7. 239 N. Old Woodward - Bloom Bistro
8. 460 N. Old Woodward - Parkview/Wilders
9. 34952 Woodward - Mixed Use
10. 34965 Woodward - Mixed Use
11. 35001 Woodward - Mixed Use
12. 34350 Woodward - Commercial
13. 707 S. Worth - Birmingham Pointe
14. 720 S. Adams - Mixed Use
15. 219 Elm - All Seasons 2

# Development In Progress



# Target Market Area

- 500K+ Consumer Trade Area
- 154 Square Miles
- 41.75 Median Age
- \$200k Average Income



# Consumer Persona



- Affluent & Upscale
- Active and Healthy
- Urban & Sophisticated
- Tech Savvy & Connected
- Engage in Community, Arts & Culture

## **Shops for**

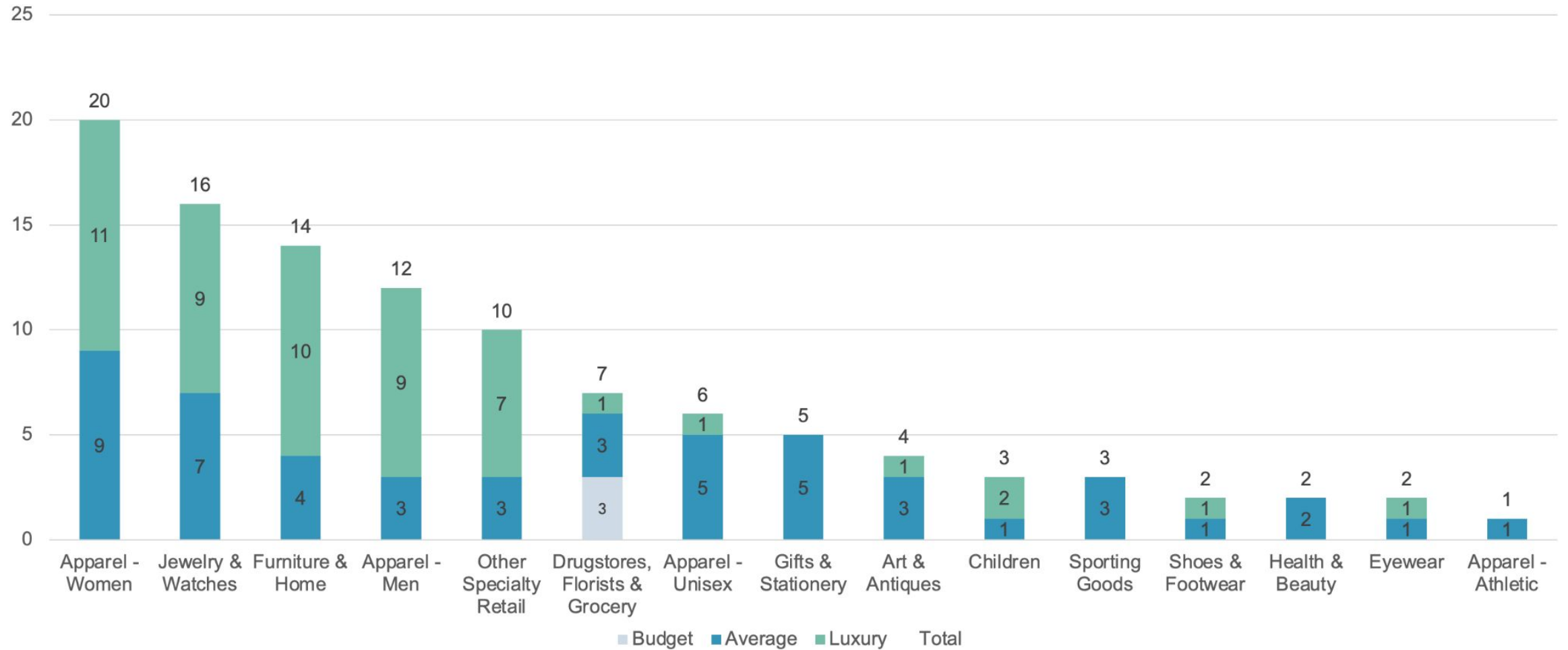
- Home Furnishings
- Fashion
- Arts
- Media
- Entertainment
- Luxury Products
- Personal Care

## **Devours**

- Gourmet Foods & Wine
- Needs Quick Serve Options Daily

# Price Points

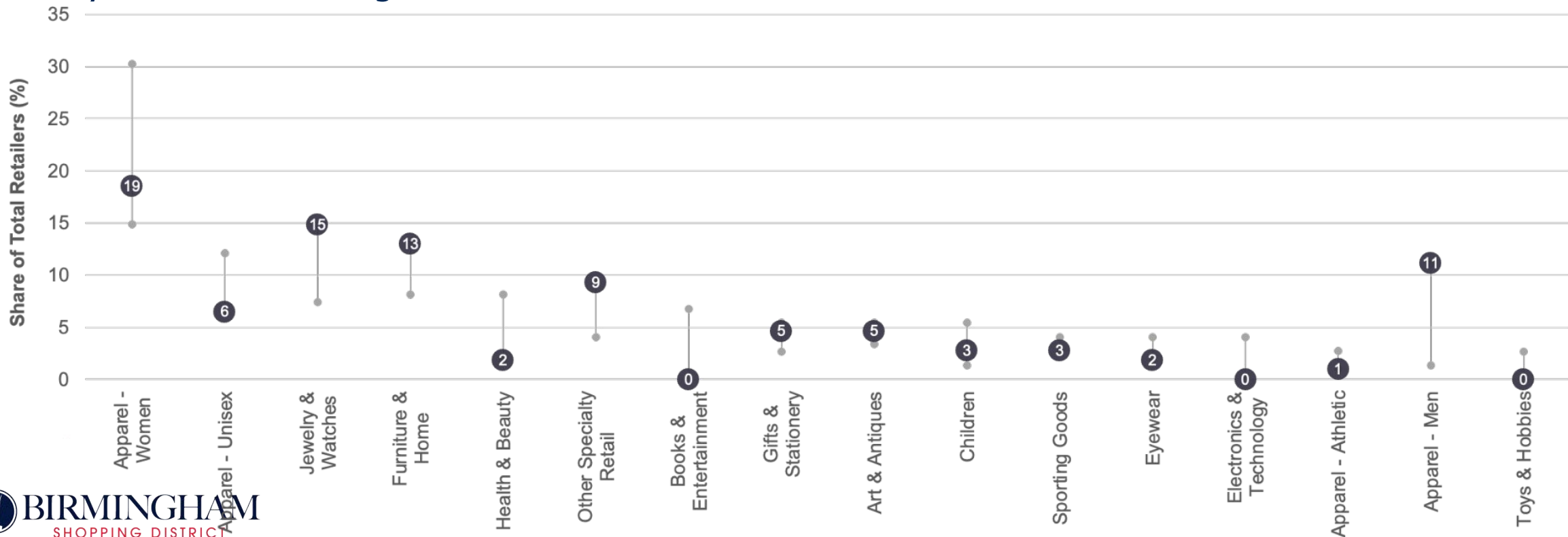
## 50% Luxury Retailers





# Gap Analysis & Trends

- Underweight in Apparel
- Missing Books & Entertainment, Electronics & Technology, or Toys & Hobbies categories
- The retail industry bifurcation - consumer spending increasingly polarized between high-end and value-oriented retailers
- Middle market struggling - declining sales and store closures



# Recruitment Strategy



**LOCAL DRAW:** Recruit businesses that will appeal to office workers and residents to drive daily foot traffic, such as healthy fast casual restaurants and family-friendly offerings



**CHARACTER:** Identify and recruit unique entrepreneurs and regional small businesses to fill gaps in product segments not currently available to maintain the local character

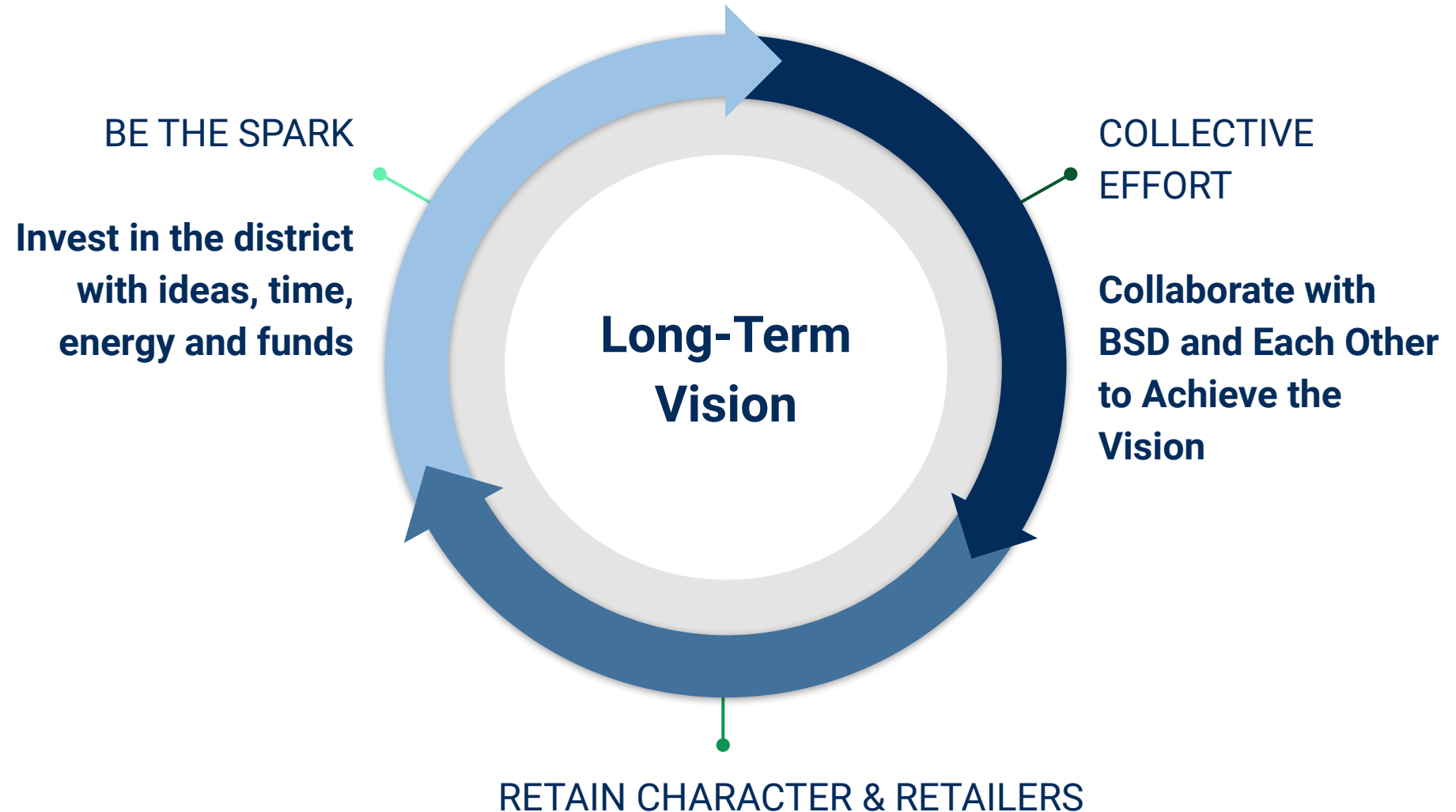


**REGIONAL ATTRACTION:** Influence national retailer attraction, especially in apparel categories, toward higher-end, sophisticated, and experiential retailers

# Market Demand

- **Affordable and Approachable**
  - Casual/Fresh Dining
  - Everyday Essentials & Convenience
  - Women & Teen Apparel
- **Well-known Brands & Luxury Items**
  - Outdoor/Athletic Apparel
  - Accessories
- **Family-friendly Everything**
- **Local Entrepreneurs**
- **Social & Cultural Gathering Spaces**
- **Diverse Options**
  - Books, Media & Technology
  - Healthy Foods & Stores
  - Authentic Cuisine & Specialty Markets
  - Sweet Treats
  - A Balance in the Types of Service Businesses
- **Longer & More Hours**
  - Consistency

# What You Can Do



# Business Assistance



- Market Data Materials
- Business Marketing
- Recruitment & Retention
- Business Entry Process
- Potential Incentives

# Introductions



## **Cristina Sheppard-Decius, CMSM Executive Director Birmingham Shopping District**

Over 20 years of downtown economic development and management experience

Chair of the Michigan Downtown Association

Founder & Owner of POW! Strategies, Inc. providing strategic planning and communications

Crain's Detroit Business 40 Under 40 for work in Downtown Ferndale

# Connect with the us!



# BIRMINGHAM

## SHOPPING DISTRICT

Cristina Sheppard-Decius, CMSM

Executive Director

Birmingham Shopping District

[www.allinbirmingham.com](http://www.allinbirmingham.com)

[csdecius@bhamgov.org](mailto:csdecius@bhamgov.org)

248-530-1250





## DOWNTOWN OVERVIEW

Nationally ranked as one of the top 20 economically prosperous cities, Birmingham is a highly sought after community in Michigan to live, work and visit. Located in the heart of Oakland County, a county of over one million residents, Birmingham is easily accessible from major transportation arteries in the Metro Detroit region and attracts visitors throughout Southeast Michigan and beyond. Recognized for its vibrant, walkable downtown, the Birmingham Shopping District (BSD) features national and local fashion boutiques, home furnishing retailers, galleries, salons and award-winning restaurants. Its affluent clientele outpaces the country's income and education levels, making it an ideal location to market and grow your business.

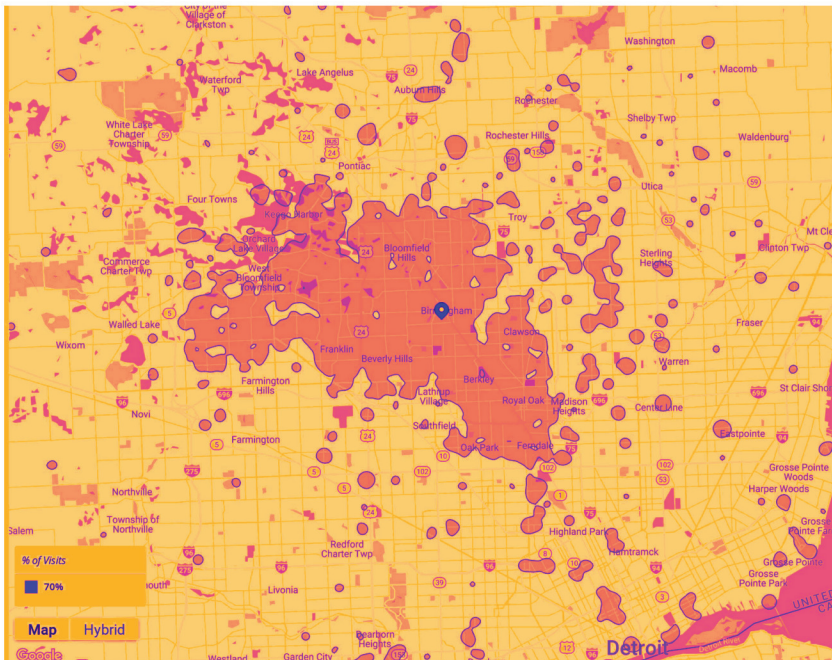
## Market Area

- ✓ 500K+ CONSUMER TRADE AREA  
154 SQUARE MILES
- ✓ 41.75 MEDIAN AGE  
AFFLUENT & EDUCATED
- ✓ \$727K MEDIAN HOME VALUE  
ACTIVE, SOPHISTICATED & CONNECTED
- ✓ \$200K LOCAL AVERAGE INCOME  
\$113K - TRADE AREA AVERAGE INCOME



## CONSUMER TRAITS

- Affluent & Upscale
- Tech Savvy & Connected
- Urban & Sophisticated
- Engaged in Community, Arts & Culture
- Seeks Healthy Foods & Activities
- Shops Home Furnishings, Fashion, Arts, Media, Entertainment, Luxury Products & Personal Care
- Devours Gourmet Foods & Wine While Needing Quick Serve Options Daily







## DOWNTOWN PROFILE

# Economic Dashboard



**106 RETAILERS/65 RESTAURANTS**  
**600+ BUSINESSES**



**30 NEW BUSINESSES SINCE 2022**  
**10 MORE IN PROGRESS**



**RETAIL OCCUPANCY**  
**1.5 MILLION SQ. FT. OF SPACE**

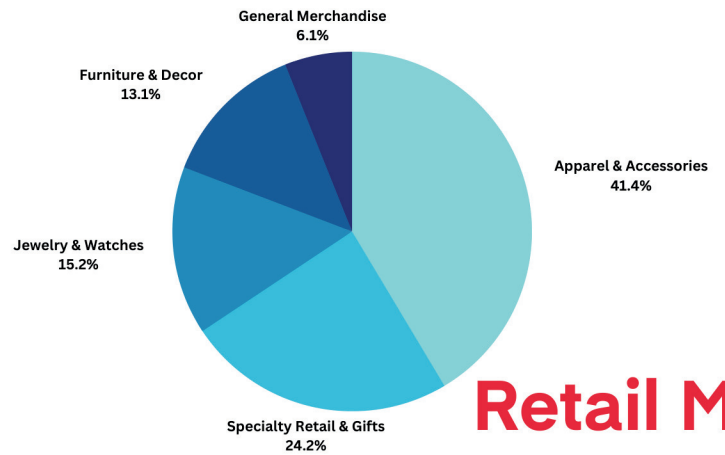


**OFFICE OCCUPANCY**  
**2 MILLION SQ. FT. OF SPACE**

## MARKET REACH & IMPACT

- 13 MILLION IMPRESSIONS**  
**TARGETED CAMPAIGNS**
- 250,050 WEB VISITS**  
**7,816 PARTNER REFERRALS**
- 569,400 SOCIAL MEDIA REACH**  
**19,816 FOLLOWERS**
- 59 EVENTS**  
**300,000+ ATTENDEES**
- 7 MILLION VISITORS**  
**2-HOUR AVERAGE STAY**  
(data provided by placer.ai)

For more market insights and available properties, contact the Birmingham Shopping District.



## Retail Mix

Downtown Birmingham is a premiere destination for shopping, dining, events and tourism in Michigan, offering one-of-a kind national and local brands. Notable apparel and accessory retailers include Faherty, Anthropologie, lululemon, Roots, Evereve, St. Croix Shop, Moosejaw, Lucido Fine Jewelry, and Brilliant Earth, as well as exclusive fashions from Tender, Barbara Boz and more. The downtown is a regional hotspot for home furnishings, including CB2, RH, Serena & Lily, West Elm, Ethan Allen and the list goes on. Food connoisseurs frequent the downtown cafes, high-quality restaurants, fine dining and fast-fresh fare from national brands like Hyde Park Steakhouse, sweetgreen and Starbucks to local award-winning favorites such as Market North End, Forest, Hazel's, Rugby Grille, Phoenecia, Madam and many more.

The luxurious Townsend and Daxton hotels welcome thousands of visitors annually. Over 300 professional offices, two movie theaters, two active parks and more than 10,000 homes within walking distance all contribute to the bustling foot traffic downtown. Ample parking with over 5,000 spaces is conveniently located throughout downtown offering two-hour free parking in five public decks daily.



## CONSUMER SURVEY INSIGHTS

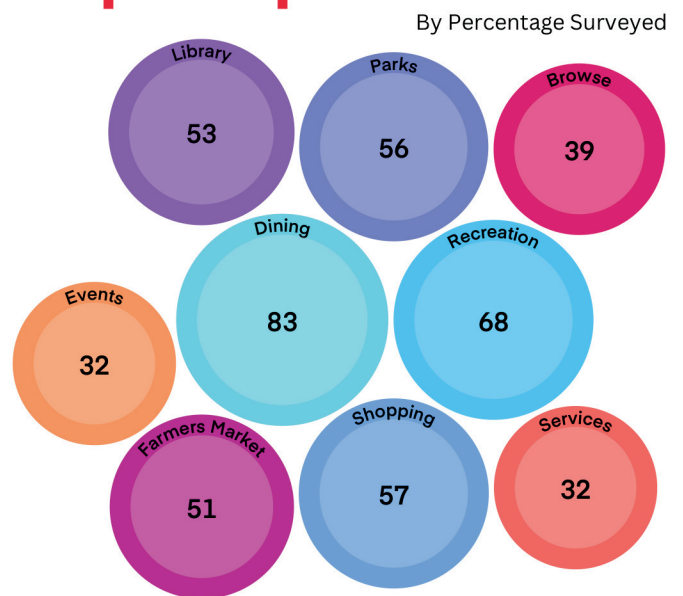
The Birmingham Shopping District (BSD) surveyed residents, business owners, downtown employees and visitors of their typical usage of Downtown Birmingham. As well as ideas to continue fostering a vibrant and engaging downtown experience that will grow their patronage. The survey was conducted online from August - September 2023 with almost 300 participants, a majority being residents and female between the ages of 30-79.

The following information provides a summary of those results that will be used in the economic strategy for Downtown Birmingham in regards to business development, physical and environmental design, community programming and promotions. Overall, the survey reveals a strong desire for a balanced mix of affordable, unique and family-friendly retail offerings, as well as community design ideals that grow connections, outdoor experiences and social gathering. Peak downtown visit times were between 11 a.m. - 2 p.m. and 5 - 8 p.m. Thursday - Sunday.

## Market Demand

- ✓ **AFFORDABILITY**
  - Casual & Fresh Dining Options
  - Convenience & Everyday Essentials
  - Women & Teen Apparel
- ✓ **WELL-KNOWN BRANDS & LUXURY**  
Conversely Still in Demand
- ✓ **DIVERSE OPTIONS**
  - Bookstores, Media & Technology
  - Family-friendly & Health-related Shops & Food
  - Interactive & Entertainment-based Retail
  - Wider Variety of Authentic Cuisine
  - Specialty Markets
  - Sweet Treats (ie: Ice Cream & Desserts)
  - Balance of Service Businesses
- ✓ **LOCAL ENTREPRENEURS**
  - Specialty Stores & Boutiques
  - Artisans and Makers
  - Unique Products
- ✓ **SOCIAL & CULTURAL GATHERING SPACES**
  - Wine Bars, Distilleries & Breweries
  - Music Venues & Rooftop Cafes/Bars
  - Creative Centers
- ✓ **OPEN LONGER/MORE HOURS**
  - 16% for Retail & 9% for Restaurants

## Trip Purpose



## COMMUNITY DESIGN

- Grow activation of parks, community spaces and events
- Recreational and family activity spaces
- Bike infrastructure
- Trail access and green space extensions
- Walking tours
- Public art
- Parking circulation and easy access

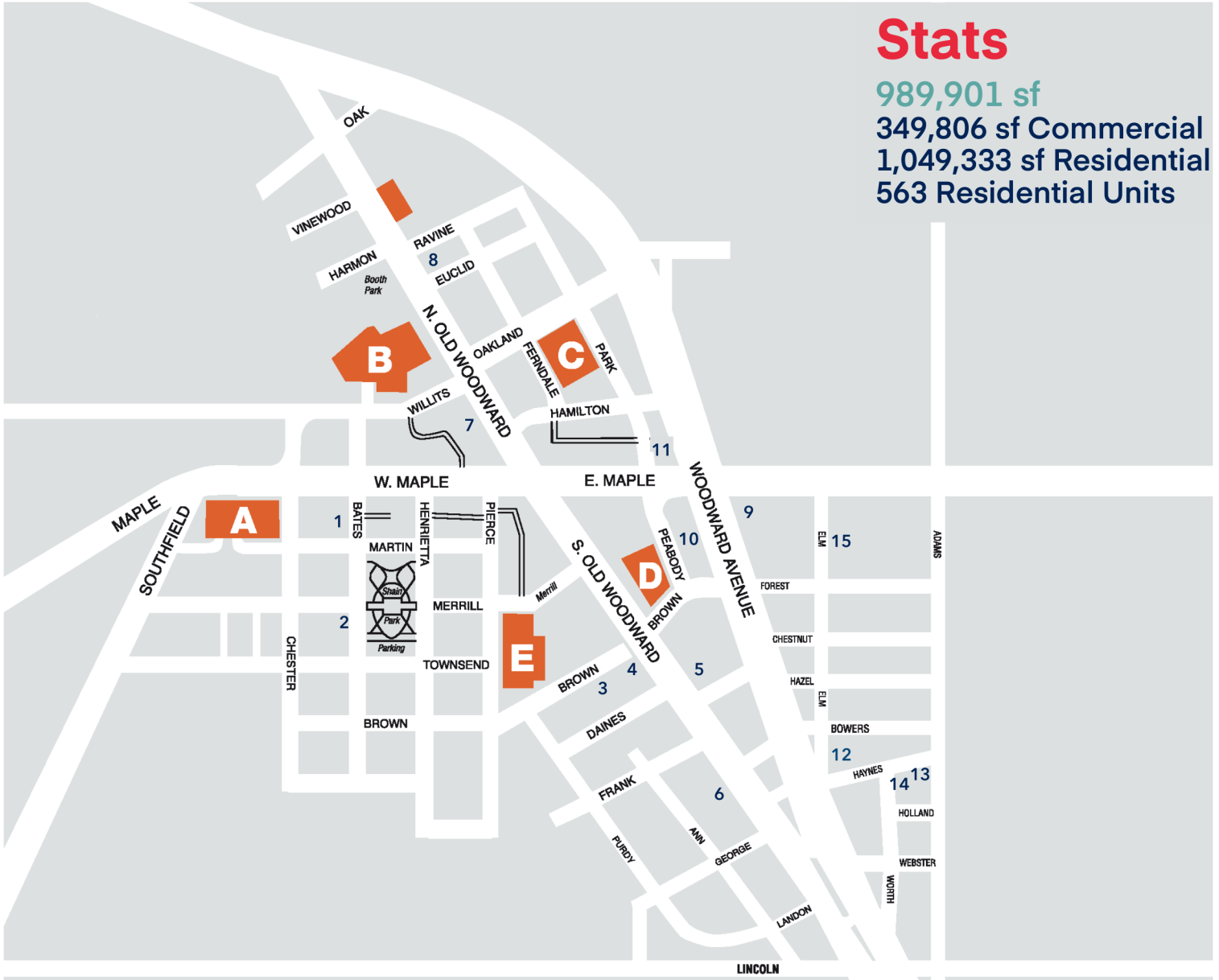


# DEVELOPMENT PROJECTS

**2023**

## Stats

989,901 sf  
349,806 sf Commercial  
1,049,333 sf Residential  
563 Residential Units



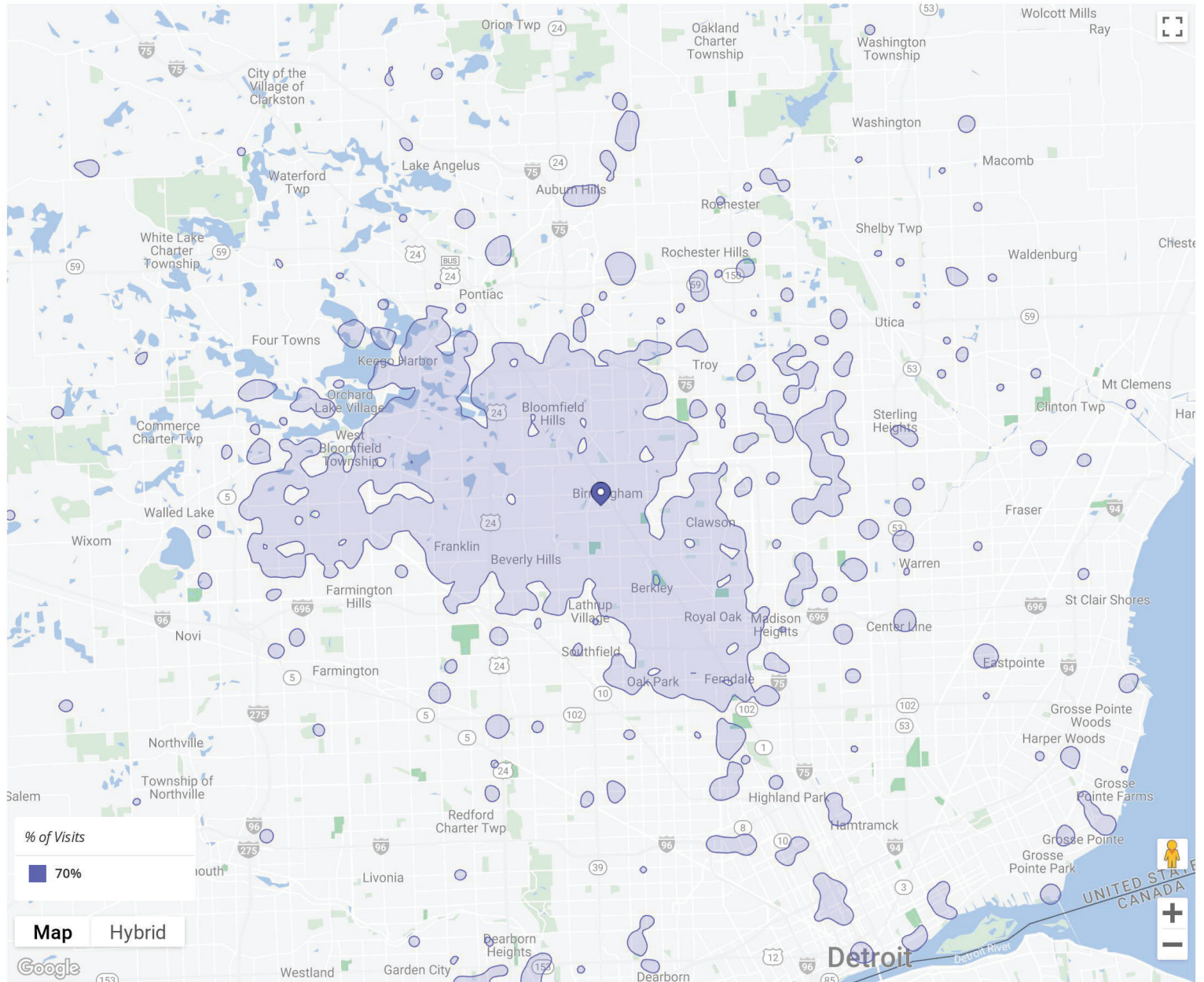
## PROJECT LIST

- |   |                                      |
|---|--------------------------------------|
| 1. 320 Martin - Mixed Use                     | 9. 34952 Woodward - Mixed Use        |
| 2. 380 S. Bates - Community Institution       | 10. 34965 Woodward - Mixed Use       |
| 3. 294 E. Brown - Mixed Use                   | 11. 35001 Woodward - Mixed Use       |
| 4. 300 S. Old Woodward - RH                   | 12. 34350 Woodward - Commercial      |
| 5. 479 S. Old Woodward - Birmingham Tower     | 13. 707 S. Worth - Birmingham Pointe |
| 6. 588 S. Old Woodward - Phoenicia - Addition | 14. 720 S. Adams - Mixed Use         |
| 7. 239 N. Old Woodward - Bloom Bistro         | 15. 219 Elm - All Seasons 2          |
| 8. 460 N. Old Woodward - Parkview/Wilders     |                                      |

# Trade Area Profile

Mar 1, 2022 - Feb 28, 2023

Birmingham PSD 2 / 270 W Merrill St, Birmingham, MI 48009





# BIRMINGHAM

## SHOPPING DISTRICT

### BUSINESS MIX ANALYSIS

BSD Business Development Committee  
June 2023\_Final

# Recommendations to increase local frequency and regional attraction through our business mix

---

1

Recruit businesses that will appeal to office workers and residents to drive daily foot traffic, such as healthy fast casual restaurants

2

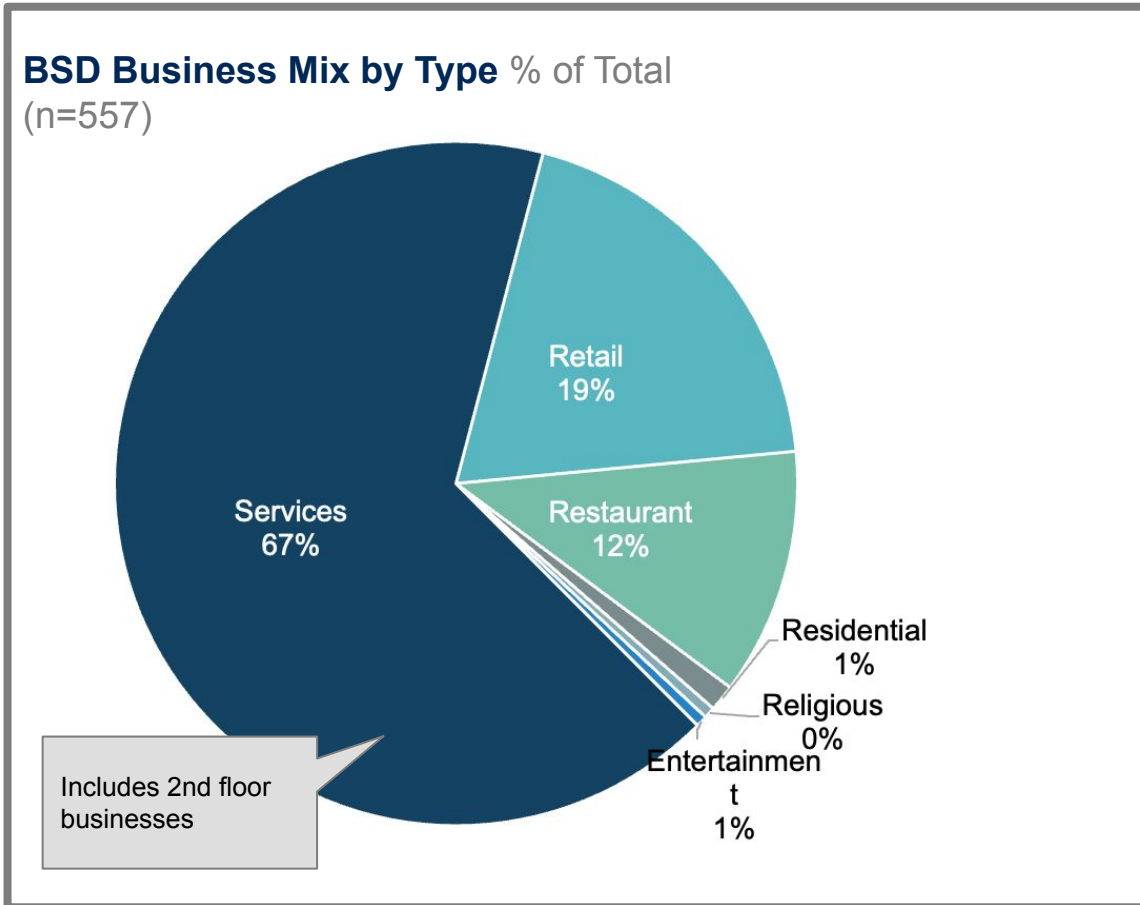
Identify and recruit regional small businesses with incentives and resources to fill gaps in product segments not currently available (e.g., bookstores) and help curate the attraction of unique retailers with well curated offerings to maintain the local feel of Birmingham

3

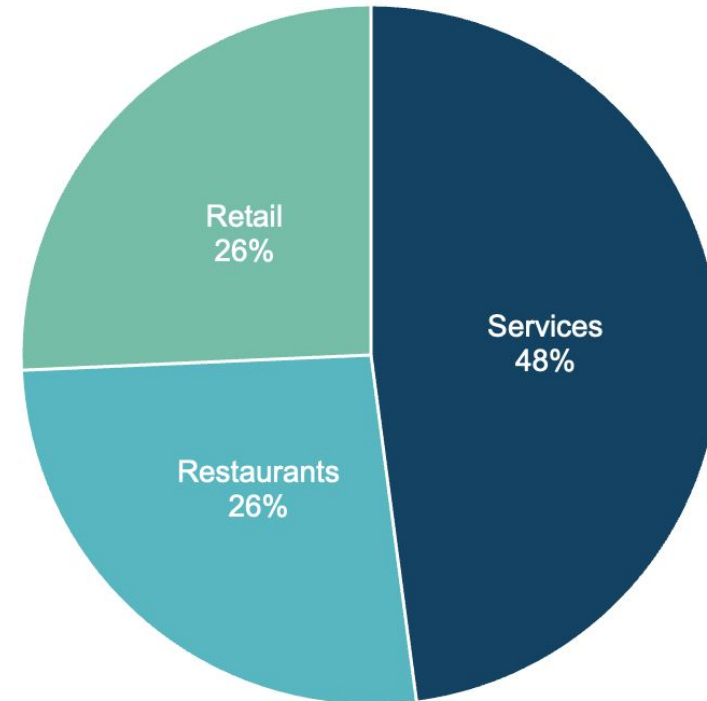
Influence national retailer attraction, especially in apparel categories, by developing retail attraction assets and building landlord/broker relationships to rebalance our business mix toward higher-end, sophisticated, and experiential retailers who have a high pull-factor

# There is an opportunity to fine tune the business mix in the BSD to increase our community's vibrancy, sense of place, and attract world-class retailers

31% of the businesses in the BSD are either retailers or restaurants compared to 52% in downtown Naperville, IL



**Downtown Naperville Business Mix by Type % of Total**  
(n=288)

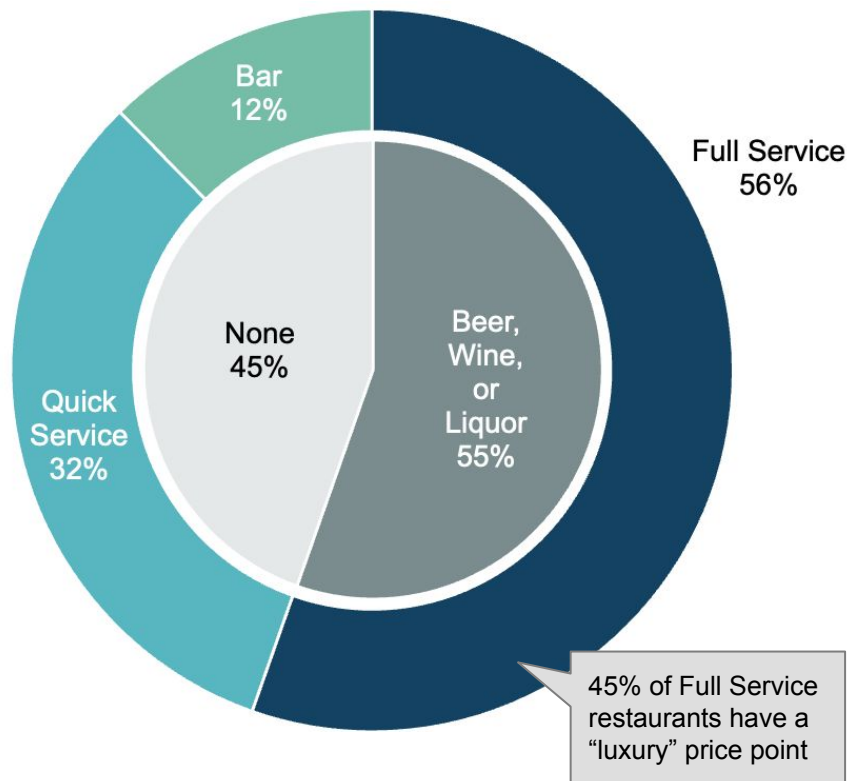


Source: Downtown Naperville Business Directory (02/15/23)

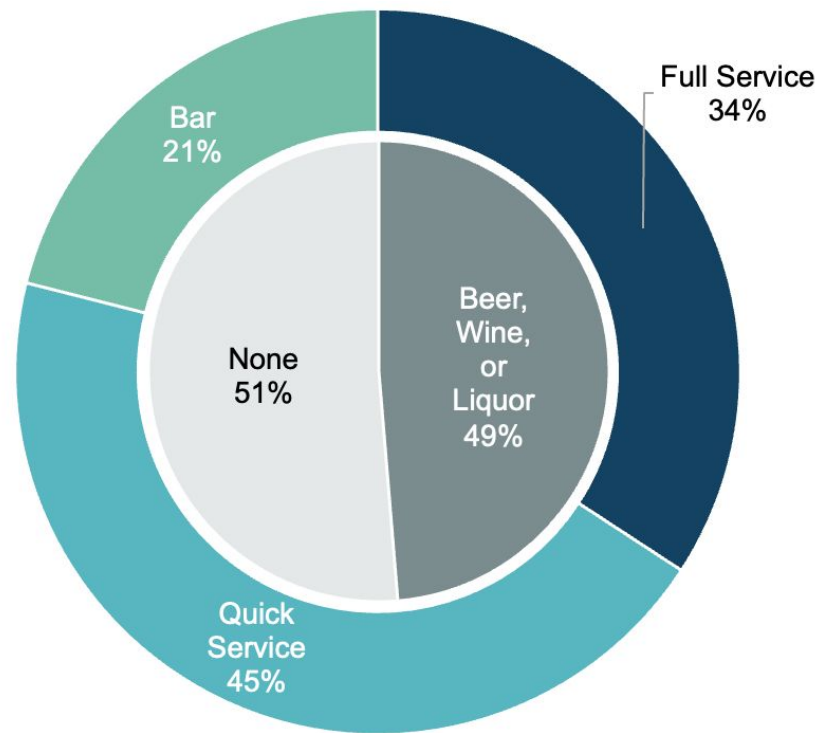
\*Excludes vacancies

# Better meeting the lunchtime needs of office workers and residents by recruiting healthy fast casual options would help drive increased daily foot traffic – especially as employers begin to embrace return to office policies

**BSD Restaurant Mix & Liquor License % of Total (n=65)**



**Downtown Naperville Restaurant Mix & Liquor License % of Total (n=76)**



- Naperville’s higher share of quick service offerings may be instructive in how we want to augment our existing mix of dining options in the BSD
- Birmingham’s unique sense of place and vibrant downtown positions our community well to capitalize on the increasing momentum behind return to office or hybrid work policies
- Sweetgreen’s performance demonstrates the unmet need for healthy, fast casual dining options in the BSD. National fresh food purveyors include: **Cava, Freshii, and True Food Kitchen**

Source: BSD Business Mix Analysis, Downtown Naperville Business Directory (02/15/23)

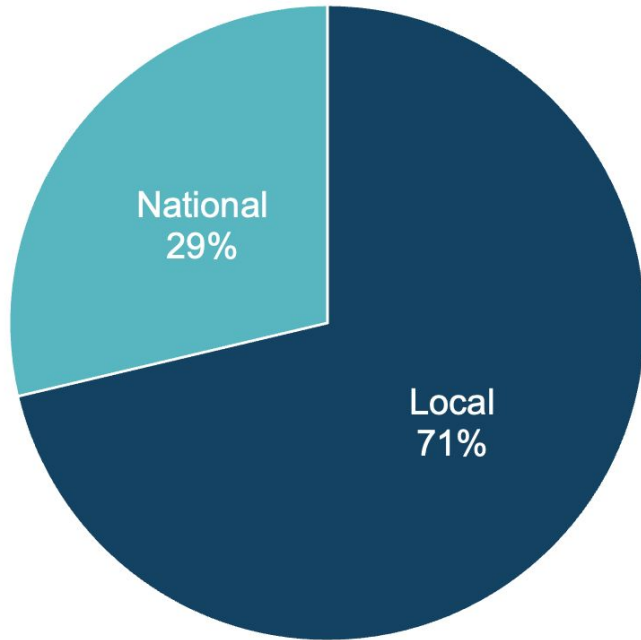
\*Excludes vacancies



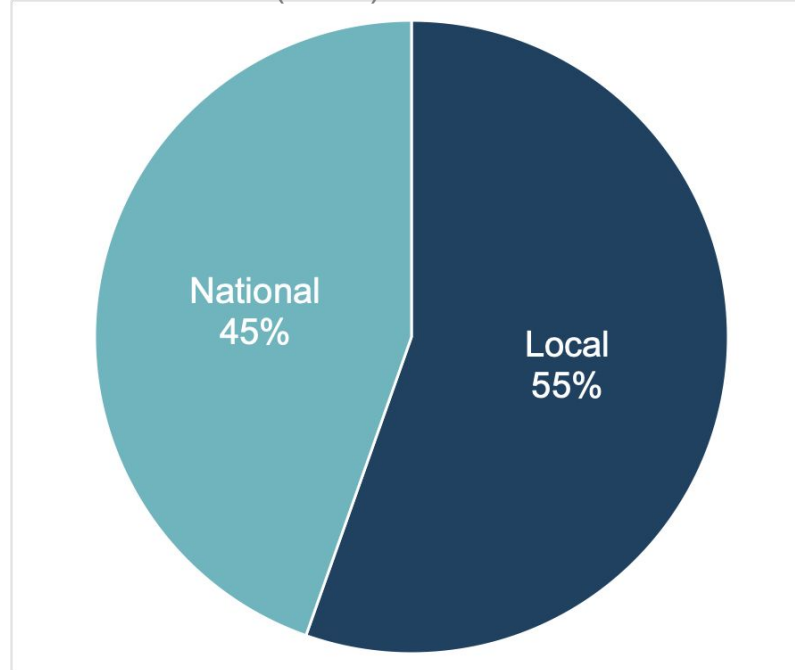
# There is likely additional headroom for the recruitment of national retailers without affecting the local community feel of the BSD

71% of retailers in the BSD are local which is greater than both Naperville and Greenwich at 55% and 48%, respectively

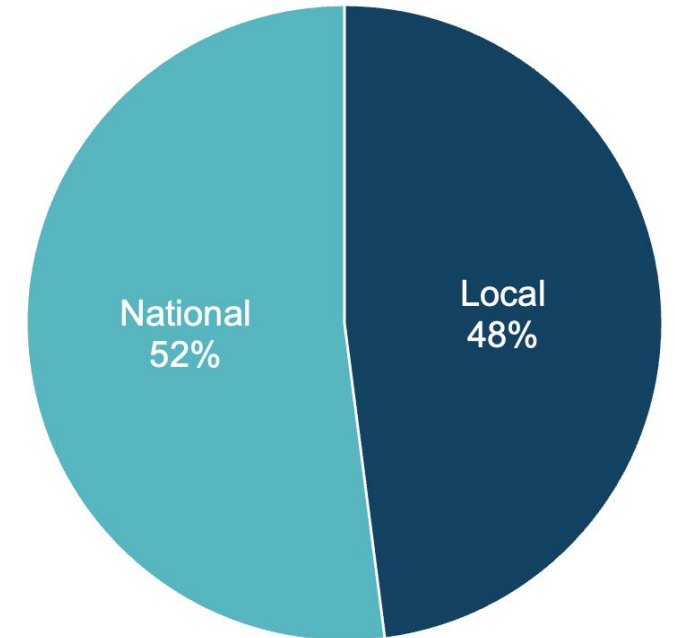
**BSD Retailer Local vs. National Mix**  
% of Total (n=108)



**Downtown Naperville Local vs. National Mix**  
% of Total (n=74)



**Greenwich, CT Local vs. National Mix**  
% of Total (n=149)



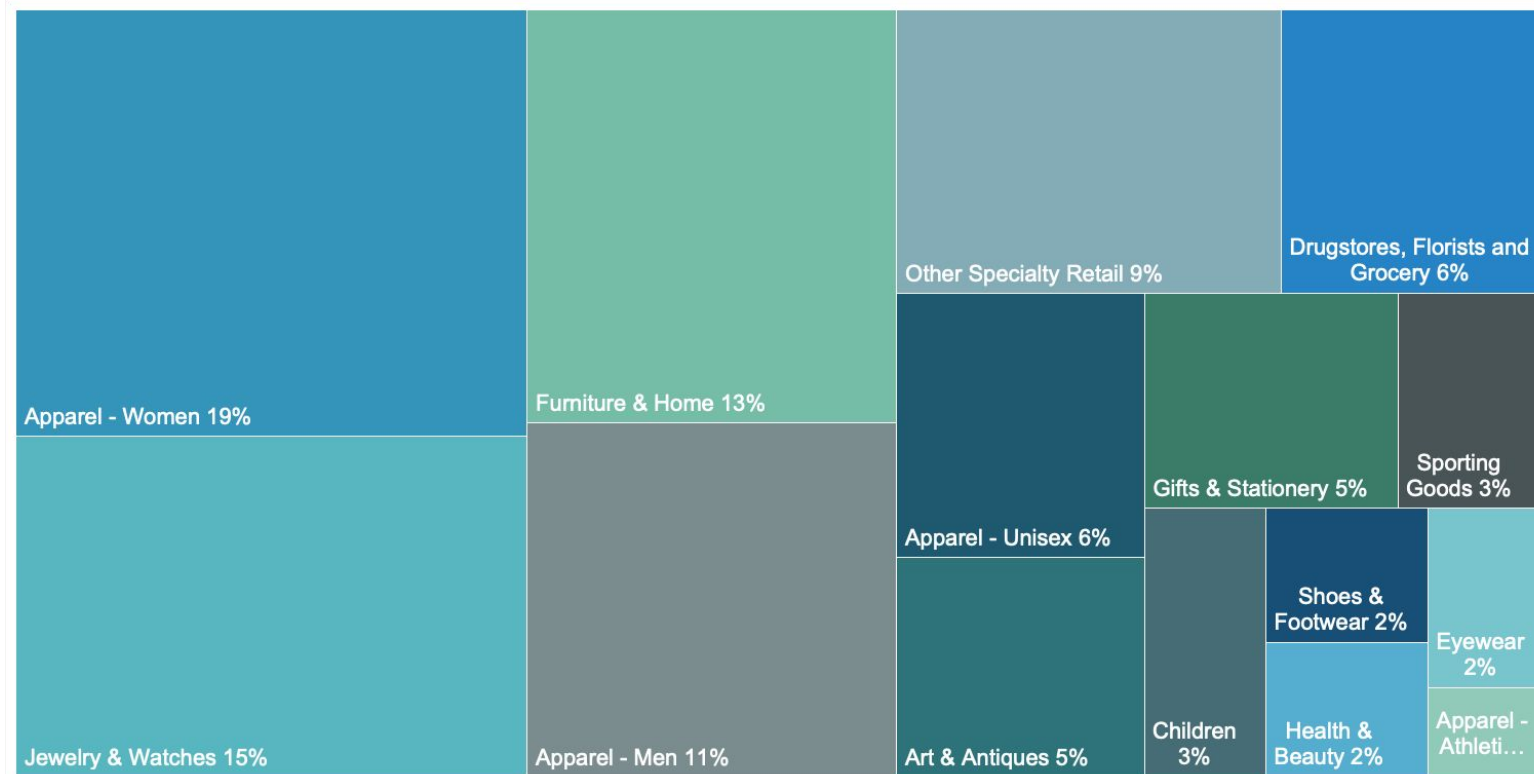
Source: BSD Business Mix Analysis, Downtown Naperville Business Directory, Greenwich Chamber of Commerce, (02/15/23)

\*Excludes vacancies

# The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

## Birmingham Shopping District Retail Composition by Category

% of Total (n=108)

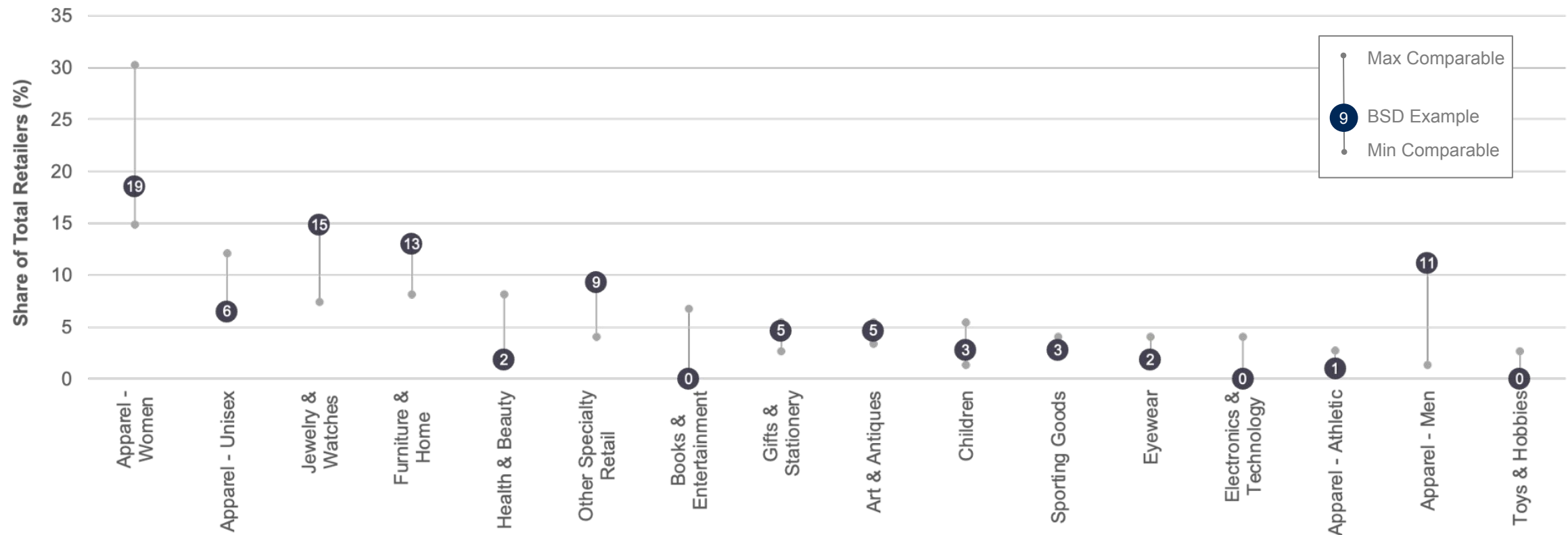


- The BSD does not currently have any retailers in the Books & Entertainment, Electronics & Technology, or Toys & Hobbies categories

Source: BSD Business Mix Analysis (02/15/23)

# Birmingham appears to be underweight in most apparel categories, but overweight in Furniture & Home and Jewelry & Watch retailers compared to Greenwich and Naperville

**Retail Mix Analysis Naperville/Greenwich vs. Birmingham Shopping District**  
 % Share of Total Retailers



Source: Downtown Naperville Business Directory, Greenwich Chamber of Commerce, BSD Analysis (02/15/23)

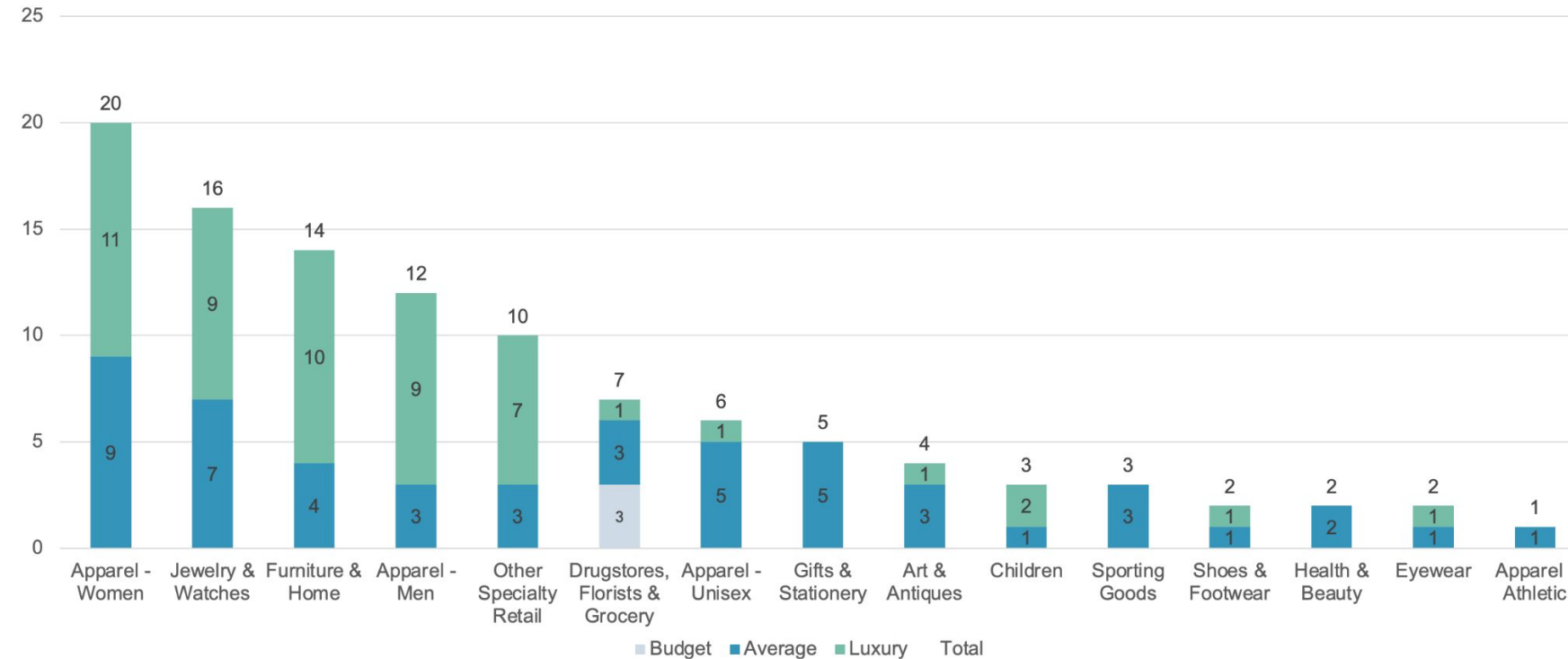
Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

# The future of retail is bifurcating, and the BSD is best positioned to lean into recruiting higher-end, sophisticated, and experiential retailers

On a relative basis, at least 50% of retailers in the BSD have a luxury price point

## Birmingham Shopping District Retail Composition by Price Point

(n=108)



- The retail industry is experiencing a bifurcation, with consumer spending increasingly polarized between high-end, premium retailers and value-oriented retailers
- Those in the middle are struggling with declining sales and store closures
- Our market area is composed of affluent and educated consumers who are active, sophisticated, and connected

Source: BSD Business Mix Analysis (02/15/23), Deloitte “The Great Retail Bifurcation”

# Appendix

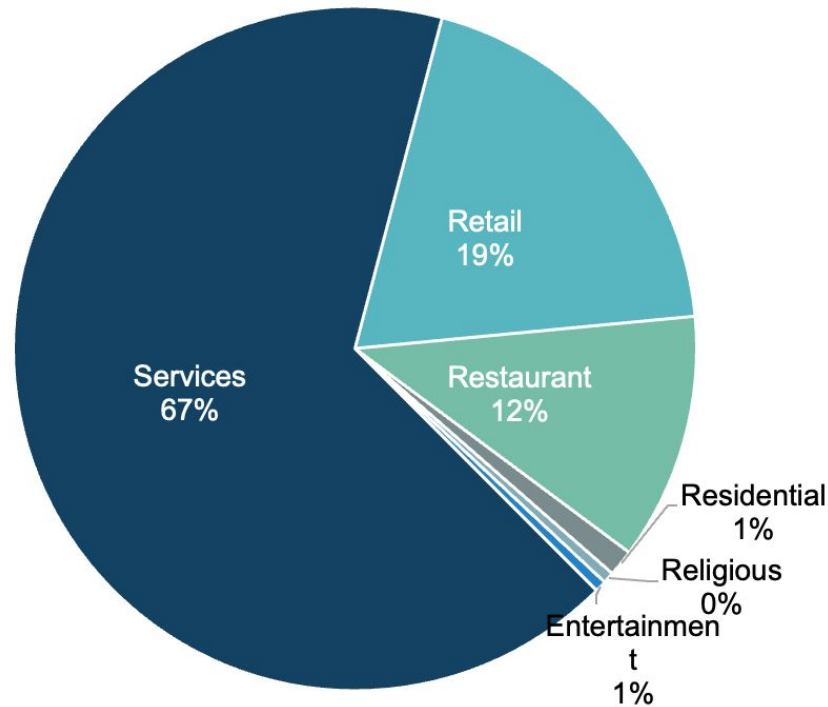
---

Source: BSD Business Mix Analysis, Downtown Naperville Business Directory (02/15/23)

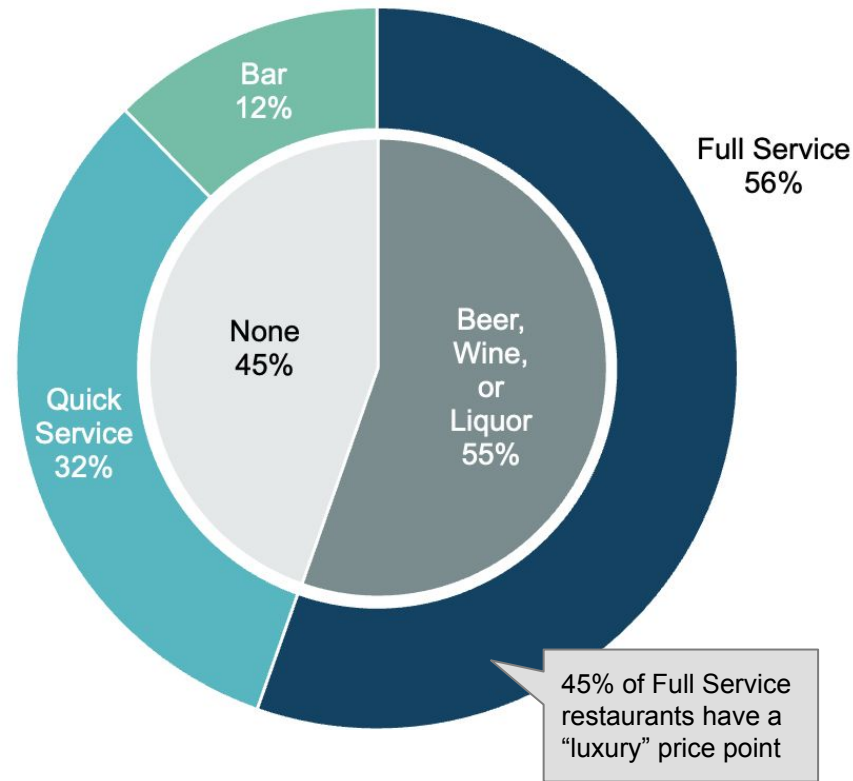
\*Excludes vacancies

# Birmingham Shopping District

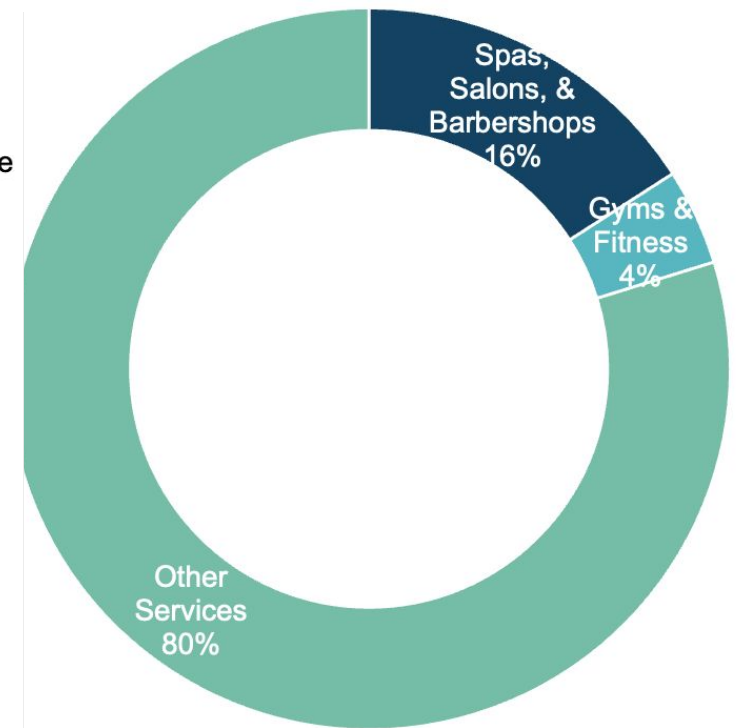
**BSD Business Mix by Type** % of Total  
(n=557)



**BSD Restaurant Mix & Liquor License** % of Total  
(n=65)



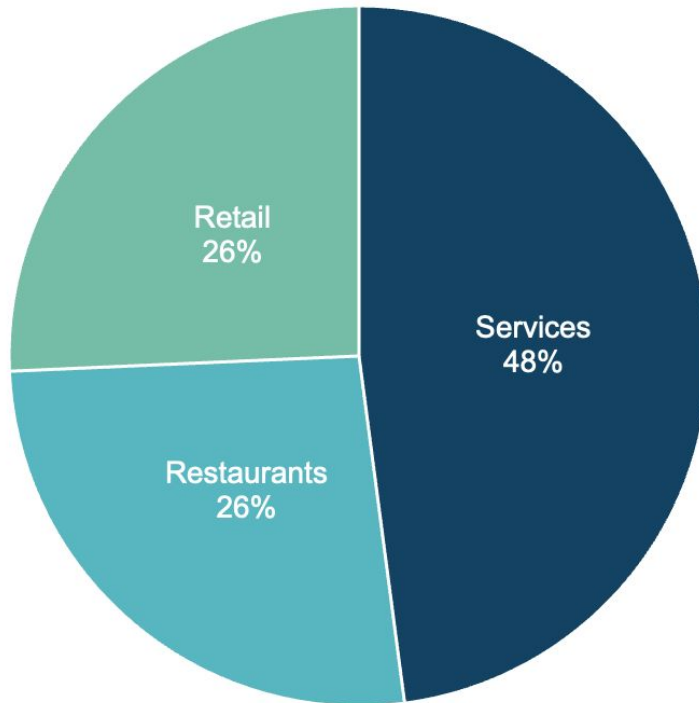
**BSD Service Mix** % of Total  
(n=371)



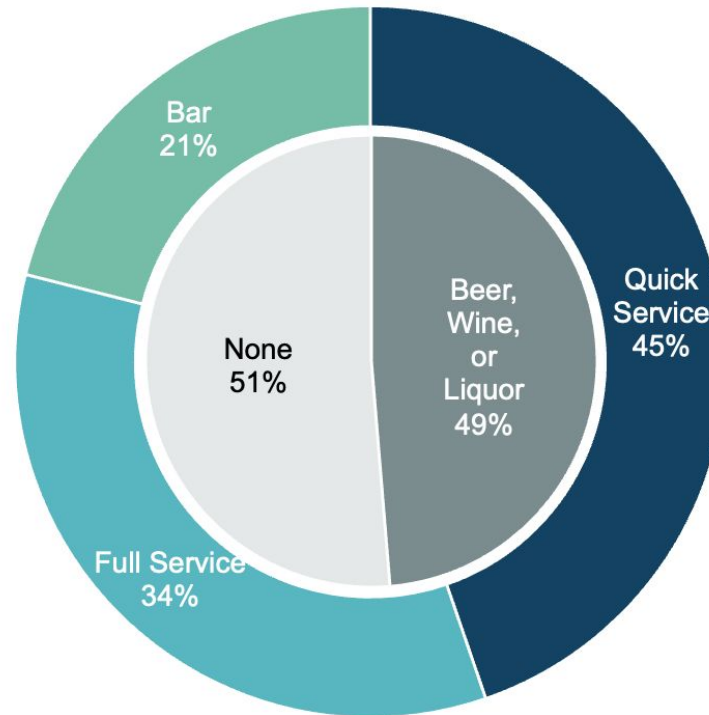
Source: Downtown Naperville Business Directory (02/15/23)  
\*Excludes vacancies

# Downtown Naperville, Illinois

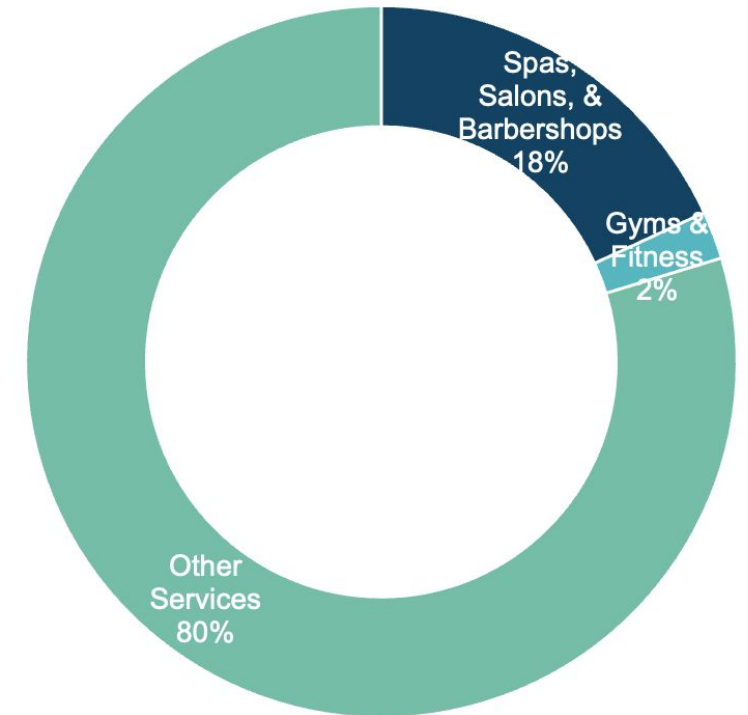
**Downtown Naperville Business Mix by Type** % of Total (n=288)



**Downtown Naperville Restaurant Mix & Liquor License** % of Total (n=76)



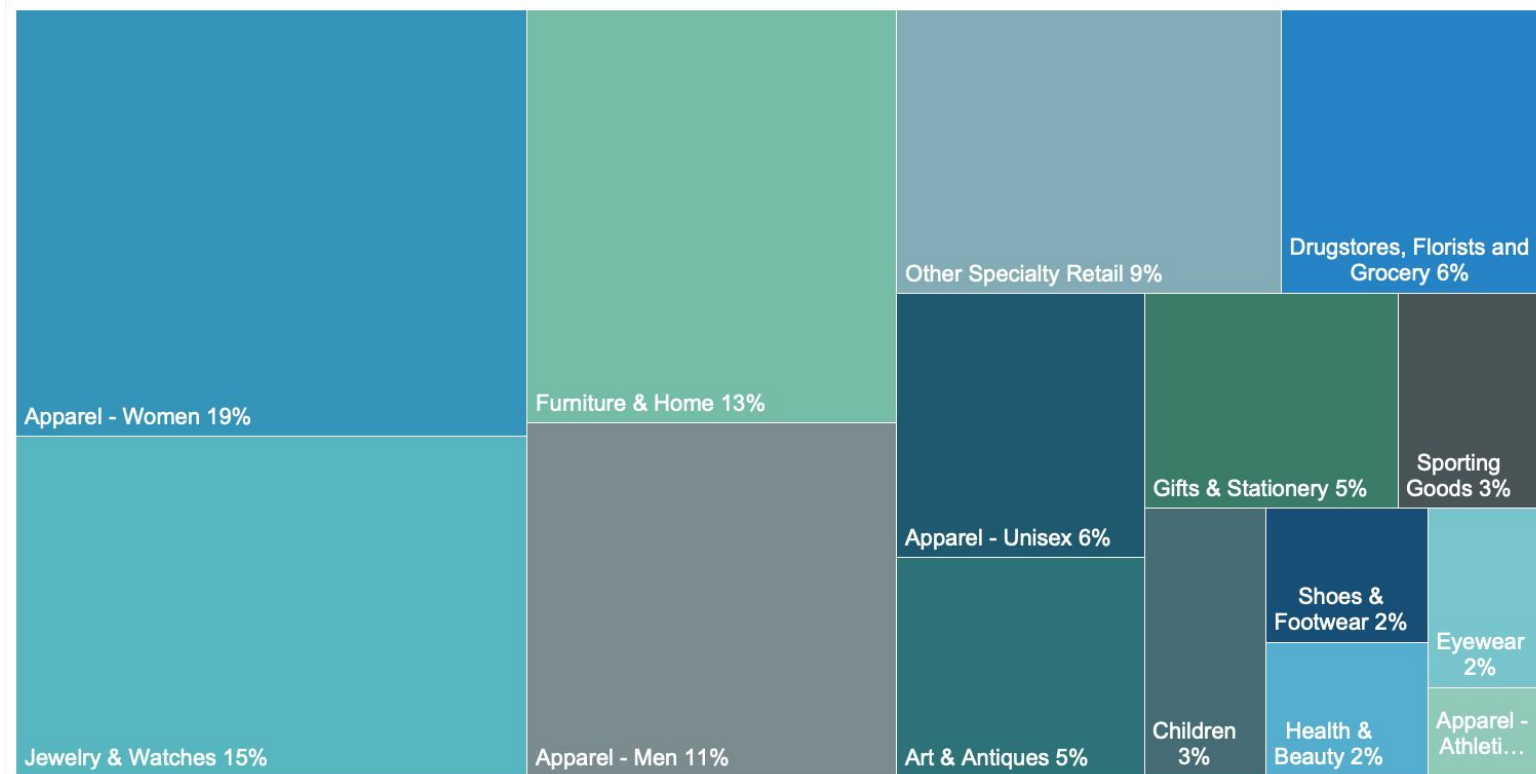
**Downtown Naperville Service Mix** % of Total (n=138)



Source: Downtown Naperville Business Directory (02/15/23)

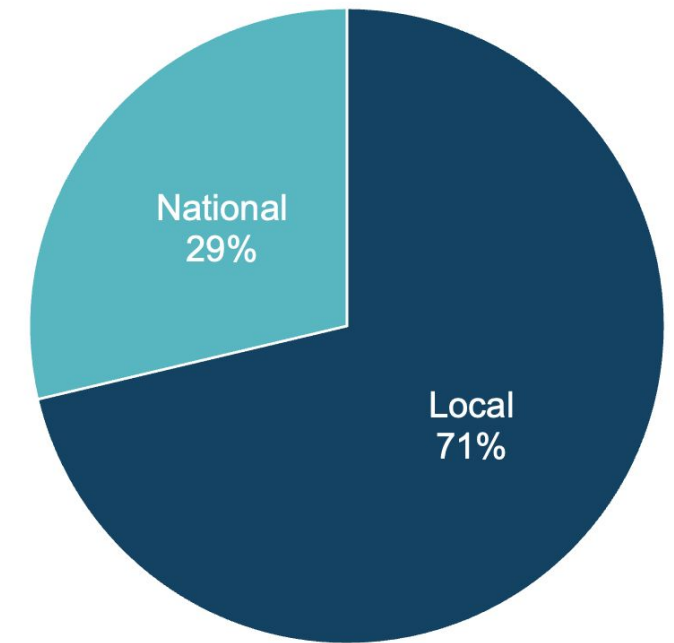
# Birmingham Shopping District

**Birmingham Shopping District Retail Composition by Category**  
% of Total (n=108)



Source: BSD Business Mix Analysis (02/15/23)

**BSD Local vs. National Mix**  
% of Total (n=108)

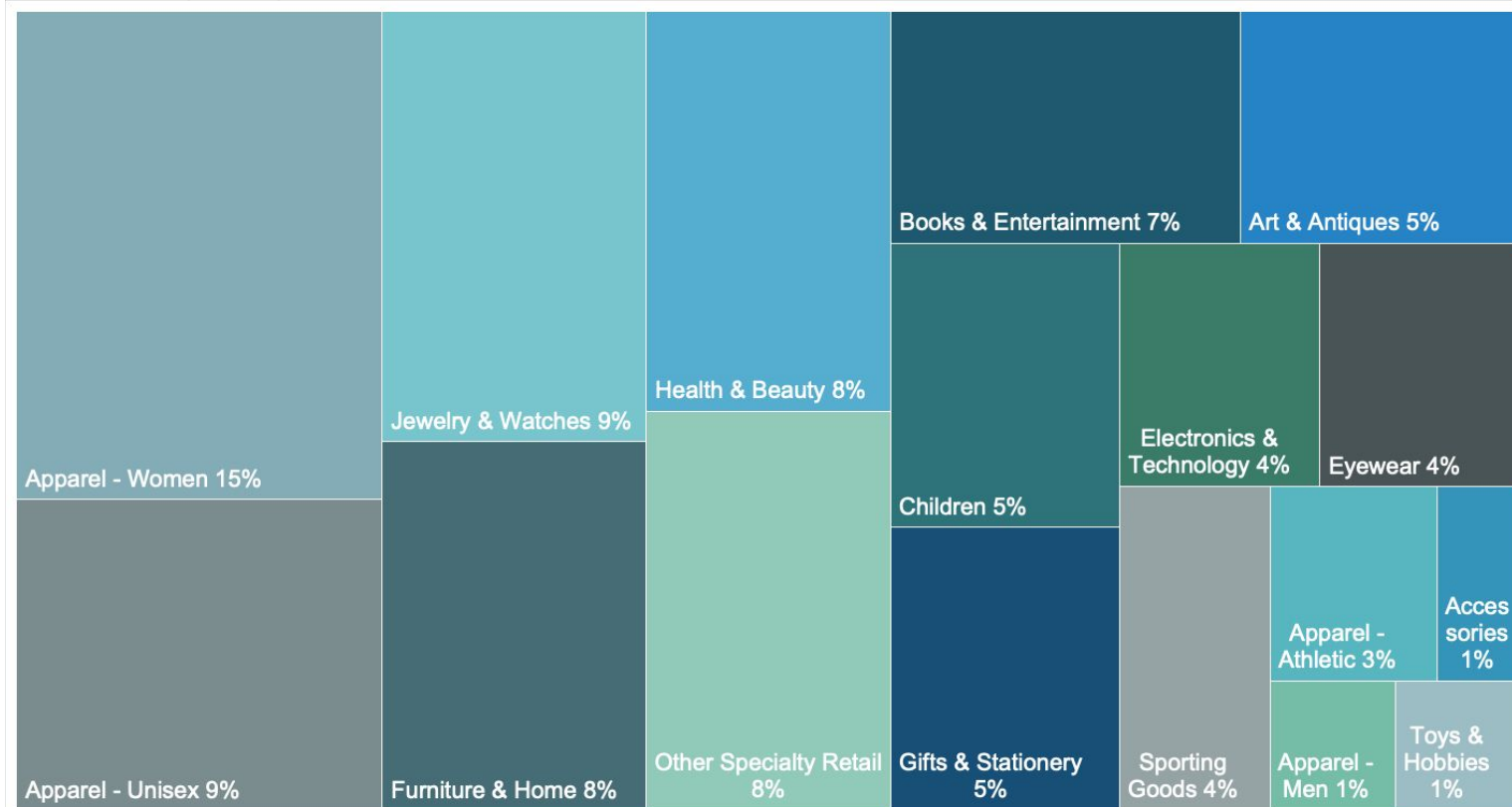




# Downtown Naperville, Illinois

## Downtown Naperville Retail Composition by Category

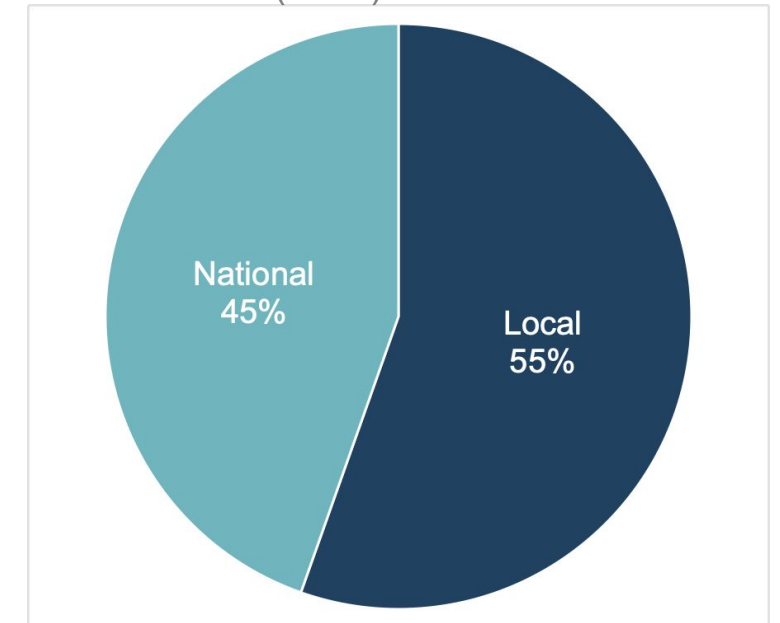
% of Total (n=74)



Source: Downtown Naperville Business Directory (02/15/23)

## Downtown Naperville Local vs. National Mix

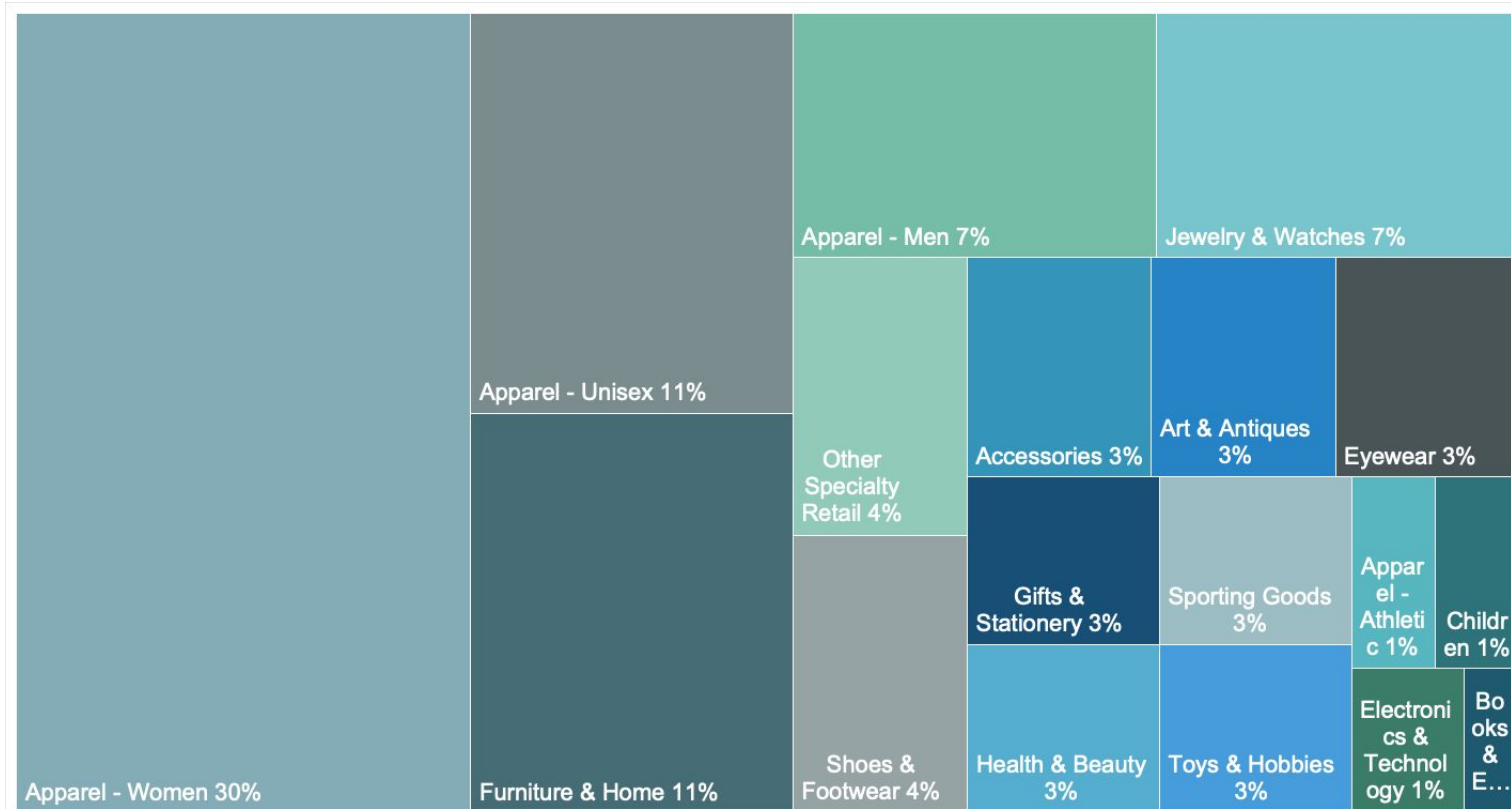
% of Total (n=74)



# Greenwich, Connecticut

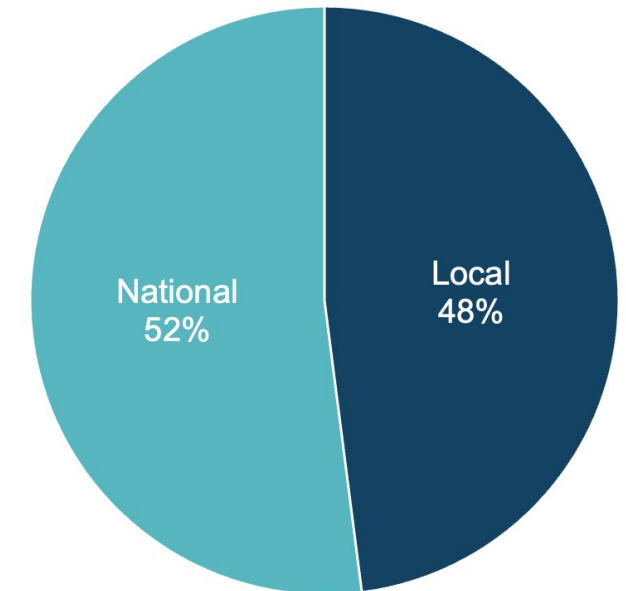
## Greenwich, CT Retail Composition by Category

% of Total (n=149)



## Greenwich, CT Local vs. National Mix

% of Total (n=149)



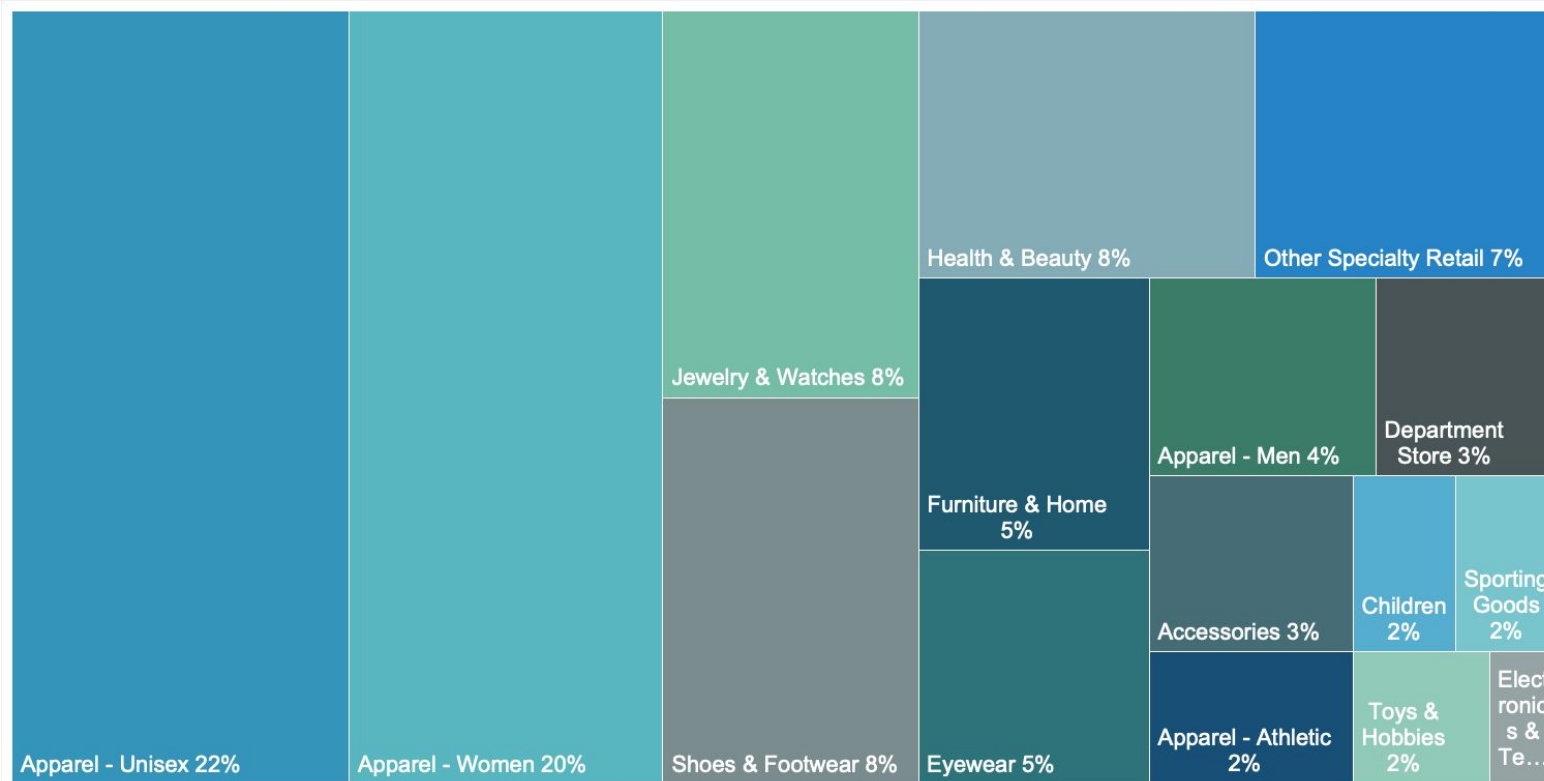
Source: Greenwich Chamber of Commerce, BSD Analysis (02/15/23)

Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

# Somerset Mall

## Somerset Mall Retail Composition by Category

% of Total (n=135)



Source: Somerset Directory (02/15/23)

# Appendix: Retailer List

BSD Category	Company	Square Footage	Price Point	Region
Apparel - Athletic	lululemon	3,500	Average	National
Apparel - Men	Cicchini Custom Clothier	6,062	Luxury	Local
Apparel - Men	Claymore Shop	1,600	Luxury	Local
Apparel - Men	Craig Ryan Fine Clothing	1,700	Luxury	Local
Apparel - Men	David Abraham Custom Clothiers		Luxury	Local
Apparel - Men	Jos. A. Bank	6,116	Average	National
Apparel - Men	Parks Tailoring		Luxury	Local
Apparel - Men	REVIVE	1,400	Luxury	Local
Apparel - Men	St. Croix Shop	1,600	Luxury	National
Apparel - Men	State & Liberty	1,700	Average	National
Apparel - Men	Sterr & Doon	1,450	Luxury	Local
Apparel - Men	The Suit Bar		Luxury	Local
Apparel - Men	UnTied on Woodward	300	Average	Local
Apparel - Unisex	ABC Vintage	800	Average	Local
Apparel - Unisex	Caruso Caruso	6,158	Average	Local
Apparel - Unisex	dolce MODA		Luxury	Local
Apparel - Unisex	Faherty		Average	National
Apparel - Unisex	Roots	4,300	Average	National
Apparel - Unisex	Woodward Standard Print House		Average	Local
Apparel - Women	Anthropologie	6,933	Average	National
Apparel - Women	B.May Bags	1,200	Luxury	Local
Apparel - Women	Christina's Consignments	500	Luxury	Local
Apparel - Women	Chrysalis Couture		Luxury	Local
Apparel - Women	DessiS	1,000	Average	Local
Apparel - Women	Evereve	3,067	Average	National
Apparel - Women	fab'rik		Average	National
Apparel - Women	Harp's Lingerie		Average	Local
Apparel - Women	jarbo		Luxury	Local
Apparel - Women	JAUS		Average	Local
Apparel - Women	Johnny Was	1,200	Luxury	National
Apparel - Women	LolaB. Couture	1,200	Luxury	Local
Apparel - Women	Lori Karbal	1,612	Luxury	Local
Apparel - Women	Rotate Boutique		Luxury	Local
Apparel - Women	Steele Angel		Average	Local
Apparel - Women	Supernatural	1,200	Luxury	Local

02/15/23

# Appendix: Retailer List

BSD Category	Company	Square Footage	Price Point	Region
Apparel - Women	Tender	2,500	Luxury	Local
Apparel - Women	Via Manzoni		Luxury	Local
Apparel - Women	VIGA USA	1,360	Average	Local
Apparel - Women	VOILA Boutique	1,400	Average	Local
Art & Antiques	Crimson Rose Antiques	1,400	Average	Local
Art & Antiques	David Klein Gallery	3,326	Luxury	Local
Art & Antiques	Dede and Jim Taylor Antiques	1,500	Average	Local
Art & Antiques	Robert Kidd Gallery	2,700	Average	Local
Children	Egg New York	1,000	Luxury	National
Children	Lil' Rascals	600	Average	Local
Children	Petite Cabane	800	Luxury	Local
Drugstores, Florists and Grocery	CVS/Pharmacy	19,792	Budget	National
Drugstores, Florists and Grocery	Forster & Laidlaw Florists, Inc.	601	Average	Local
Drugstores, Florists and Grocery	Kroger	56,357	Budget	National
Drugstores, Florists and Grocery	Papa Joe's Gourmet Market	30,000	Luxury	Local
Drugstores, Florists and Grocery	Thrifty Flowers	2,458	Average	Local
Drugstores, Florists and Grocery	Tiffany Florist	1,185	Average	Local
Drugstores, Florists and Grocery	Walgreens	20,065	Budget	National
Furniture & Home	Area Rugs		Average	Local
Furniture & Home	Birmingham Furniture & Design Studio		Luxury	Local
Furniture & Home	CB2	-	Average	National
Furniture & Home	Circa Lighting		Luxury	National
Furniture & Home	Cristions Fine Linen & Down	2,000	Luxury	Local
Furniture & Home	Ethan Allen Design Center	8,357	Luxury	National
Furniture & Home	Hagopian World of Rugs	6,096	Average	Local
Furniture & Home	Hastens	2,255	Luxury	National
Furniture & Home	Restoration Hardware	-	Luxury	National
Furniture & Home	Scandia Home	1,803	Luxury	National
Furniture & Home	Serena and Lily	-	Luxury	National
Furniture & Home	The Shade Store	1,080	Luxury	National
Furniture & Home	Vestalia Home	500	Luxury	Local
Furniture & Home	west elm	16,000	Average	National
Gifts & Stationery	Found Objects		Average	Local
Gifts & Stationery	Paper Source	3,187	Average	National
Gifts & Stationery	Teacups & Toys, a Pet Boutique	1,570	Average	Local

# Appendix: Retailer List

BSD Category	Company	Square Footage	Price Point	Region
Gifts & Stationery	The Italian Dish	1,200	Average	Local
Gifts & Stationery	Urban Wick Candle Bar	1,360	Average	Local
Health & Beauty	bluemercury	2,000	Average	National
Health & Beauty	Zahra	1,400	Average	Local
Jewelry & Watches	Astrein's Creative Jewelers	3,699	Luxury	Local
Jewelry & Watches	Barbara Boz Boutique	1,200	Average	Local
Jewelry & Watches	Brilliant Earth	3,170	Average	National
Jewelry & Watches	Darakjian Jewelers	1,500	Luxury	Local
Jewelry & Watches	David Wachler & Sons	830	Luxury	Local
Jewelry & Watches	DiMaggio Fine Art & Jewelry	1,800	Luxury	Local
Jewelry & Watches	Greenstone's Fine Jewelry	1,500	Average	Local
Jewelry & Watches	Grinstein Jewelry & Design	1,000	Luxury	Local
Jewelry & Watches	Legacy Jewelry	400	Luxury	Local
Jewelry & Watches	Lucido Fine Jewelry	2,842	Luxury	Local
Jewelry & Watches	Majda Diamond Vault	1,040	Luxury	Local
Jewelry & Watches	Mount-N-Repair	1,703	Average	Local
Jewelry & Watches	My House of Style	1,200	Average	Local
Jewelry & Watches	Tappers Gold Exchange		Average	Local
Jewelry & Watches	Universal Watch Repair	1,644	Average	Local
Jewelry & Watches	Wachler Estate Collection		Luxury	Local
Other Specialty Retail	Antonio's Bridal	764	Luxury	Local
Other Specialty Retail	Birmingham Bridal		Luxury	Local
Other Specialty Retail	Birmingham Wine Shop		Average	Local
Other Specialty Retail	Bridal Couture of Birmingham	3,000	Luxury	Local
Other Specialty Retail	Ceresnie & Offen Furs	2,000	Luxury	Local
Other Specialty Retail	Detroit Guitar	1,400	Average	Local
Other Specialty Retail	Old Woodward Cellar	2,200	Luxury	Local
Other Specialty Retail	Roma Sposa	558	Luxury	Local
Other Specialty Retail	Sherwin-Williams	5,141	Average	National
Other Specialty Retail	Sposa Bella Couture	1,377	Luxury	Local
Shoes & Footwear	Allen Edmonds	1,500	Luxury	National
Shoes & Footwear	Sundance Shoes	2,159	Average	Local
Sporting Goods	Gazelle Sports	3,305	Average	Local
Sporting Goods	Moosejaw Bike & Snow	1,650	Average	National
Sporting Goods	Moosejaw Mountaineering	2,500	Average	National

# Strategic Planning Survey - Desired Businesses

- Several survey respondents suggested specialty food related retailers: Small grocery, coffee shop, deli, and mediterranean QSR
- There was a desire to fill categories where we currently have no retailers: toy store, candy store, bookstore
- From a price point, several people recommended targeting businesses that are less high-end and more approachable to encourage more visitors
- No clear consensus on preference to attract national or locally owned boutiques. However there was consensus for more retail variety and less hair and nail salons

## Desired Retailers from Survey Respondents:

Aesop	Aviator Nation	Jeni's Splendid Ice Cream
Alice + Olivia	Benefit Cosmetics	Kendra Scott
All Saints	Billy Reid	Le Labo
alo	CAVA	MM LaFleur
Amazon Go	Filson	Patagonia
Arc'teryx	Foxtrot Market	Travis Mathew
Apple	Indochino/Suit Supply	Yeti

This list excludes retailers with a presence at Somerset (e.g., Madewell, Moncler, Ralph Lauren, Warby Parker) though we may want to consider a second list of retailers we would like to potentially recruit.