

# Peacock Building Site Feasibility Study

**Client:**

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**Macomb County Department of Planning and Economic Development**

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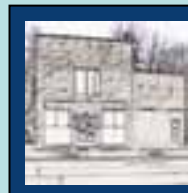
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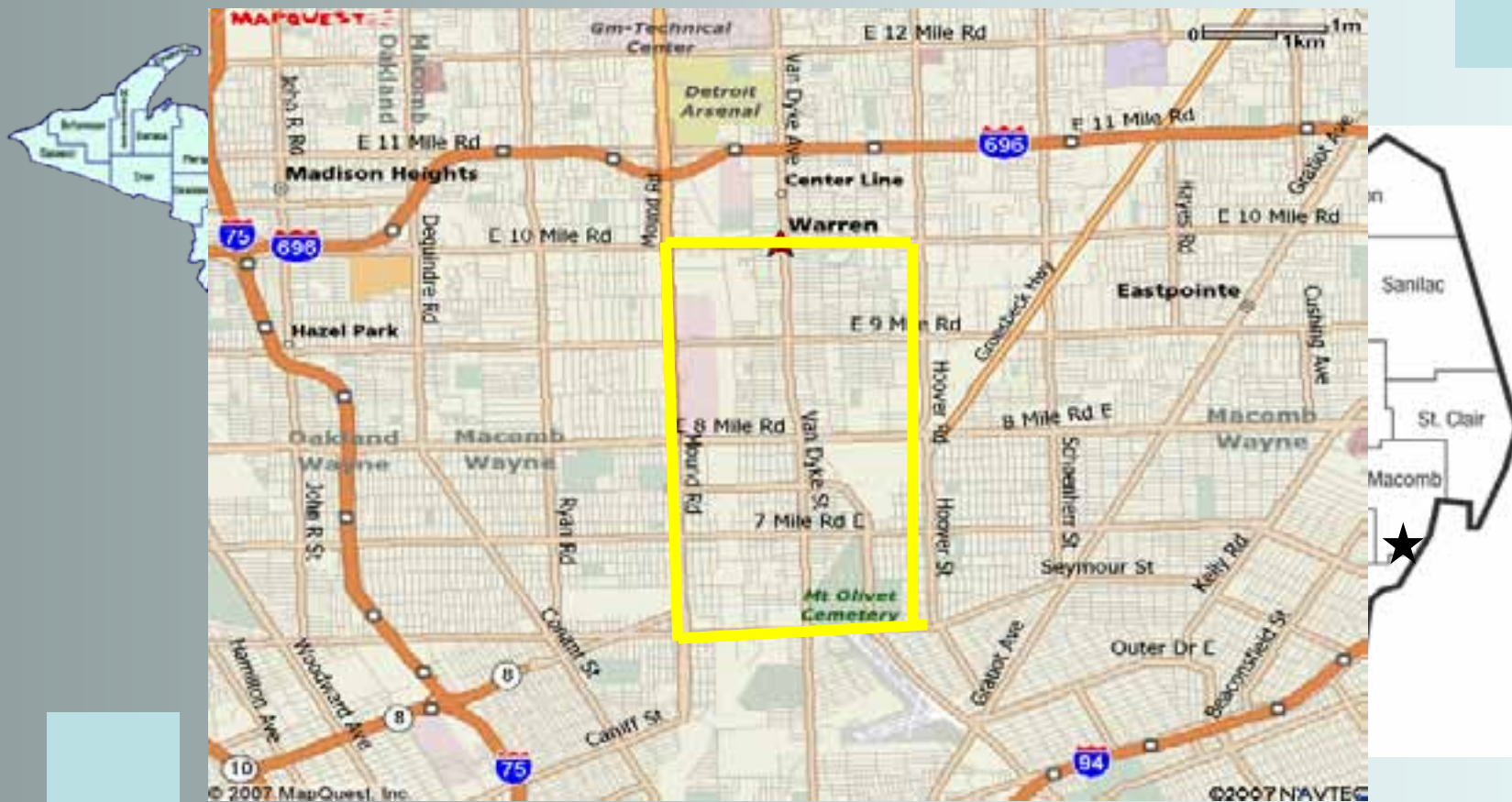
# Scope of Services

Determine “best use” for the Peacock Building Site located at 21035 & 21045 Van Dyke Avenue.

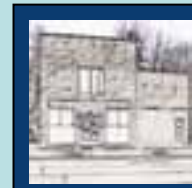
- Site Evaluation
- Demographic Analysis
- Market Study
- SWOT Analysis
- Best use Assessment
- Incubator Assessment



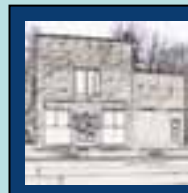
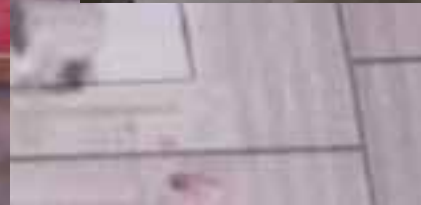
# Study Area Location



# Description of Surrounding Area

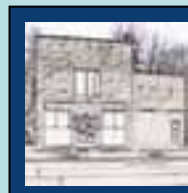


# Site Description



# Socioeconomic profile

2000 U.S. Census	Study Area	Center Line	Detroit	Warren	Macomb County	Wayne County	State of Michigan
<b>Population</b>	<b>54,472</b>	8,531	951,270	138,247	788,149	2,061,162	9,938,444
<b>Population Change (90-00)</b>	<b>1.0%</b>	-5.5%	-7.5%	-4.6%	9.9%	-2.4%	6.9%
<b>Age (Median)</b>	<b>31.9</b>	40	32.5	37	37.8	35.4	36.9
<b>Education (High School+)</b>	<b>37%</b>	37%	30%	36%	33%	31%	31%
<b>Unemployed Population (16+)</b>	<b>N/A</b>	4%	20%	10%	8%	13%	9%
<b>Med. Housing Value</b>	<b>\$68,700</b>	\$104,800	\$62,800	\$115,400	\$134,900	\$96,200	\$110,300
<b>Med. Household Income</b>	<b>\$33,878</b>	\$31,677	\$29,526	\$44,626	\$52,102	\$40,776	\$46,039
<b>Poverty Level</b>	<b>21%</b>	13%	26%	7%	5%	16%	10.5%



# Market Analysis

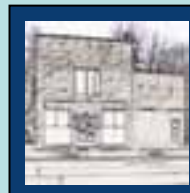
## Methods

### – Commercial

- Spending Potential Index (SPI)
- Market Potential Index (MPI)
- Surplus/Leakage factor

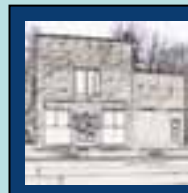
### – Industrial

- County Business Patterns
- Non-Employer Statistics
- Detroit MSA Employment Forecasts



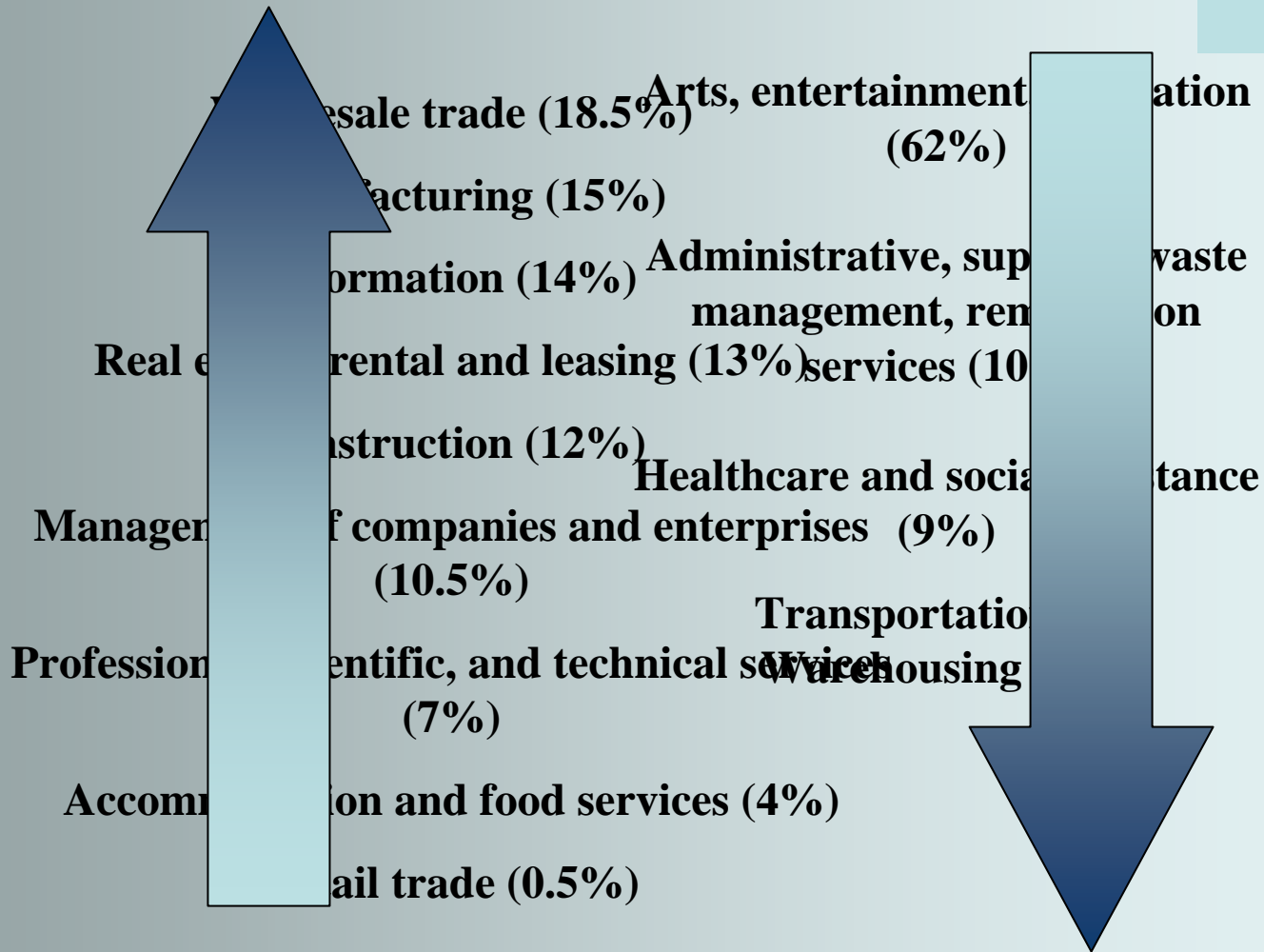
# Market Analysis: Commercial

- Spending Potential Index (SPI):  
Point Scale=100 National Average  
Project area average = low 70s
- Market Potential Index (MPI):  
Point Scale=100 National Average
- Surplus/Leakage data given in ESRI illustrates:
  - 1.0 mile radius has a high leakage and low surplus factor
  - 3.0 and 5.0 mile radius low leakage and low surplus factor
  - Existing commercial serving study area residents, but not attracting outside consumers.





# Market Analysis: Industrial



# Strengths and Weaknesses

## Strengths

- Location
- Access to highways
- Active community organizations
- Increase of household income in past 10 years
- Accessibility to wide range of consumers/users
- Increase in residential and nonresidential building permits

VS.

## Weaknesses

- Parking
- Poverty higher in study area compared to City of Warren
- Numerous vacant buildings
- Traffic noise
- High rate of property crime in adjacent City of Detroit.
- Area consumers spend less than national average



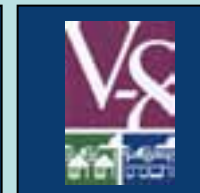
# Best Use Assessment

## Uses

- Residential
- Commercial/Retail
- Industrial
- Community Resource/Third Place
- Open Space
- Office

## Criteria

- Infrastructure
- Visibility
- Accessibility
- Strength of economic development
- Meets needs of demographic and market analysis
- Compatibility with surrounding land use



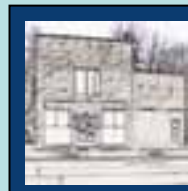
# Best Use Assessment

Criteria Factors	Criteria Weights	Reasoning for Weights
Infrastructure	1	Low weight - funds available for renovation
Visibility	2	Moderate weight - site needs adequate visibility for certain uses, but not all (retail v. residential)
Accessibility	2	Moderate weight - uses require different types of accessibility such as sufficient parking, alley size for service/delivery trucks, ease of entrance/exit for customers
Strength of economic development in the Area	3	Highest weight - it is a stated goal by the client and viewed as very important for the surrounding area
Needs of socioeconomic profile and market study	3	Highest weight - community assessments depict existing conditions for the area and community
Surrounding land use compatibility	2	Moderate weight - use option should merge with the existing characteristics of the area, but should be adaptable to the possibility of change



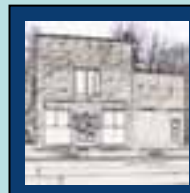
# Best Use Assessment

Criteria	Site Use Assessment					
	Residential	Office	Industrial Manufacturing	Commercial Retail	Community Resource Center	Open Space
Infrastructure	1	3	1	3	2	1
Visibility	2	6	6	6	6	6
Access	6	4	2	4	6	4
Strength of economic development	3	9	9	9	6	3
Meets needs of socioeconomic profile	9	6	3	9	9	3
Surrounding land use compatibility	4	4	2	6	6	2
<b>Total Points</b>	<b>25</b>	<b>32</b>	<b>23</b>	<b>37</b>	<b>35</b>	<b>19</b>



# Best Use Assessment

1. Commercial/Retail
2. Community Resource Center/Third Place
3. Office
4. Residential
5. Industrial/Manufacturing
6. Open Space



# Business Incubator

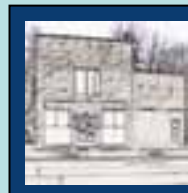
**Commercial/Retail**

**Community Resource Center/Third Place**

TechOne



Affinity Lab



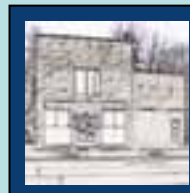
# Conclusion

Assessments show

- No evidence in support of a need for specific goods or services
- Potential to serve a large number of consumers

Best use

- Commercial/Retail
- Community Resource/Third Place





# Recommended Actions

- Conduct financial feasibility study for rehabilitation and use of the building
- Hold a community visioning session
- Target developing businesses or organizations for potential partnerships for an incubator
- Contact local religious and community organizations for possible assistance
- Follow V-8 Corridor Design Guidelines for renovations



Thank You

