

# Bloomfield Township's 1980 Commercial Floor Area Needs

Store Group	Store Type	Percent of Expenditures	Dollars Available	% Expected for Bloomfield	Dollars Expected Locally	Dollar Volumes per Sq. Ft. Standard	1980 Floor Area Need (In Sq. Ft.)	1980 Floor Area Need (In Acres)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Convenience	Food	17.1%	\$21,815,300	70%	\$15,270,700	\$150	101,800	4.6 ac.
	Drugs	3.8	4,847,850	70%	3,393,500	100	33,940	
	Hardware	2.4	3,061,800	70%	2,143,250	40	53,580	
	Liquor	1.0	1,275,750	70%	893,000	100	8,930	
Service	Personal	2.5	3,189,400	70%	2,232,600	45	49,610	1.5
	Minor Repair	0.7	893,900	70%	625,100	45	13,890	
	Commercial Recreation	2.0	2,551,500	*	*	*	*	
	Hotel, Motel	0.8	1,020,600	*	*	*	*	
Comparison	General Merchandise	10.5	13,395,400	25%	3,348,850	40	83,720	6.2
	Apparel	9.3	11,864,500	25%	2,966,100	50	59,320	
	Furniture & Appliances	5.7	7,271,800	25%	1,817,950	50	36,360	
	Eating & Drinking	7.4	9,440,550	25%	2,360,150	55	42,910	
	Other	6.2	7,909,650	25%	1,977,400	40	49,430	
Automobile	Sales & Accessories	17.0	21,687,750	25%	5,421,950	35	154,910	8.8
	Gas Stations	5.5	7,016,600	100%	7,016,600	35	200,470	
	Repair	0.8	1,020,600	100%	1,020,600	35	29,160	
Miscellaneous	Lumber, Farm, Bldg. Mat.	5.0	6,378,750	0%	0	0	0	0.0
	Nonstore Retail	2.3	2,934,200	0%	0	0	0	
<b>TOTAL</b>		<b>100.0%</b>	<b>\$127,575,000</b>		<b>\$50,487,750</b>		<b>918,030</b>	<b>21.1 ac.</b>

## Looking Ahead to Future Needs

Four years ago the average family income in Bloomfield Township was \$17,200, according to a survey made by a reputable Detroit firm. Assuming a 10 per cent increase, the expected 1980 average family income will probably be somewhere near \$18,900.

Detroit Regional Planning Commission predicts there will be 51,000 persons in the township in 1980 with a total of 15,000 families—3.4 persons per family.

The total income in 1980 using these figures would amount to \$283,500,000 with a retail and service potential of \$27,575,000 or 45 per cent of the total income.

**WHERE AND ON** what will this money be spent? That was one of the key questions the Township Planning Com-

### Civic Center Demand Seen By Planners

In the late 1930's Bloomfield Township built its present township hall. The township had six employes working in the building. Last year the township hall was expanded for the first time. There were more than 60 employes in the building when it was enlarged.

As the township grows, as the number of employes grows, as the demand for services grows too—there will be a need for more space.

**THE MOST LOGICAL** way to meet these needs will be a civic center, planners suggest. "If correctly located," the planners say, "it acts as the central focal point for the community it serves and, to a large degree, reflects the civic pride and character of the community."

**RECENTLY** THE township's Planning Commission recommended the community service complex be located southwest of Long Lake and Telegraph, with the existing Bloomfield Hills High School and Township Hall serving as the nucleus for eventual development.

**EXISTING FACILITIES** in the "community service complex" now includes the Township Hall, fire and police station, a new maintenance building, the Board of Education offices and the high school.

The Planning Commission proposed that a combined cultural and civic center eventually be built to provide a number of activities to serve the growing township.

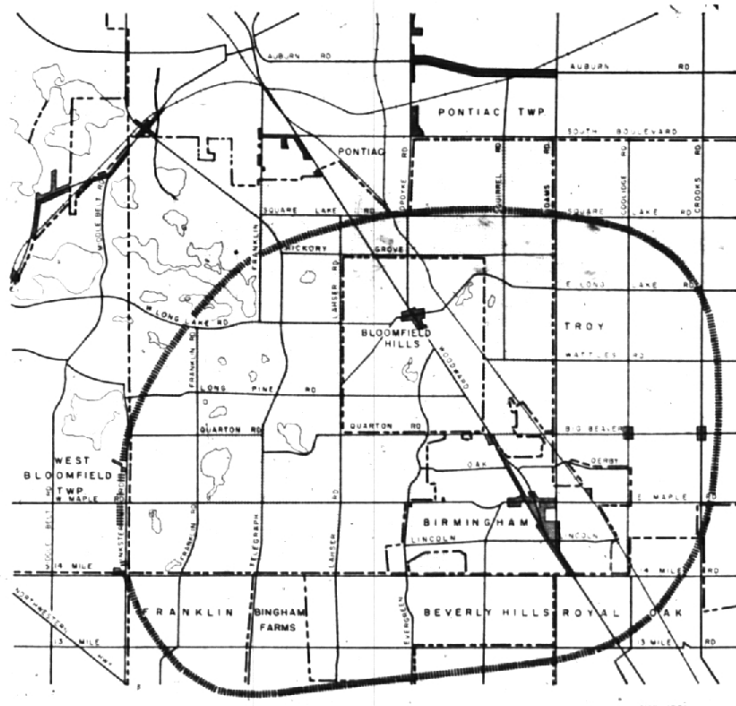
mission wanted to know for a commercial study in the master plan. The table above shows the expected breakdown.

To define the it, **Column 1**—store group—includes the major kinds of shopping categories. **Column 2**—store type—gives an idea of what would be sold at that store. **Column 3**—per cent of expenditures—was adapted from the Bureau of Labor Statistics data. This is how the retail and service dollar would be distributed among various stores. **Column 4**—dollars available—means the amount of money avail-

able to Bloomfield Township residents in 1980 for retail and service spending. **Column 5**—per cent expected for Bloomfield—The amount of the locally available money which is expected to be retained by township businesses. This is largely based on an analysis of a 1955 survey of shoppers habits done by the University of Michigan in conjunction with the Birmingham Chamber of Commerce and the Oakland County Planning Commission. **By stores**, the reasoning was: Convenience and Service—normally a community should plan for

retaining 100 per cent of these neighborhood level expenditures. It is doubtful the township will attain a 100 per cent expectation in this category because a certain amount of such spending will be outside the township figuring the closeness of shopping centers, Troy, Birmingham and West Bloomfield Township. This is why 70 per cent represents a logical convenience and service expectation. Comparison—There is no "normal" expectation for this retail group. In 1955—before Miracle Mile and Telegraph-Maple—North-

land, Detroit and Birmingham were realizing between 76 to 95 per cent of such purchases by persons in the Birmingham market area (see map). It was a conservative estimate to expect 25 per cent of the local dollars to be retained. Miracle Mile is mainly supported by non-residents. **Automotive**—Auto sales and services most closely resemble comparison goods in terms of being a "shop around" type of purchase. In 1955, 78 per cent of such sales were captured by Detroit and Birmingham. Lacking a more definitive figure, 25 per cent was used as the long range expectation for the township. This is a difficult use to plan because of its "auto row" nature. Gas stations and auto repair should be neighborhood serving in character, but the township's inter-city location increases the need for gas stations. By using a 100 per cent figure, it would allow for the number of gas stations that could be supported by the community. **Miscellaneous**—Planners and the consultants felt that lumber, farm equipment and building material outlets should be located in industrial districts. This type of outlet is shown as attracting zero per cent of sales—there are no building material outlets in the community. If such a zoning category were established, allowance could be made then for such uses. Non-store retail outlets require no space; therefore, zero per cent is indicated here. **Column 6**—This was derived simply by figuring Column 4 times Column 5. **Column 7**—The dollar volumes per gross square foot that represent a reasonable annual business expectation for the various store types. This standard was derived from a number of sources including both developers and retail merchants groups. **Column 8**—The 1980 gross floor area needs are derived by dividing Column 6 by Column 7. **Column 9**—Acreage needs by store groups were determined by dividing square footage subtotals by 43,560—the number of square feet in an acre. This market analysis was made to determine acreage needs in the township's commercial zoning.



BLOOMFIELD TOWNSHIP  
 ADJACENT COMMERCIAL ZONING  
 BIRMINGHAM TRADE AREA

**BIRMINGHAM TRADE AREA AND REGIONAL COMMERCIAL ZONING**