Market Insights
Howell, a Great American Main Street Award-winning community, has already achieved a level of success that communities aspire for. A long track record of results and positive changes occurring in the downtown area have positioned the community well. Still, recognizing that change is inevitable and with growth occurring in the community and surrounding region, Howell Main Street, Inc., along with community partners and stakeholders, is taking a pro-active planning approach and applying sound market principles, community engagement practices and creative thinking to guide future initiatives.

Market study findings and input offered by community and downtown stakeholders serve as a great starting point—not for physical change, but for the necessary dialog that should occur as the community plans downtown’s evolution.

Opportunities Ahead
Findings from the 2018 Top Prospects and Strategies Survey, based on responses from 774 participants, provide insights for eating & drinking places and retail establishments that could be candidates for expansion and recruitment in Downtown Howell, as well as specific features, products and services most likely to appeal to the Howell market.

Eating and Drinking Establishments | Top Selections
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Top Features | Restaurant | Drinking Place
Deli/Sandwich Shop | Causal, family-friendly | Outdoor seating
Sandwiches/salads | Homemades | Dinner salads
Homemade soups | Full-service | Dinner menu
Grilled sandwiches | Dinner menu | Beer garden
Grab-and-go items | Outdoor dining | Craft beers

Retail Establishments | Top Selections
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Top Features | Specialty Foods | Kitchen, Home & Gifts | Books, Toys & Games
Locally-sourced foods | Home furnishings & decor | New books
Artisan foods | Demo kitchens & classes | Used books
Organic foods | Made in Howell/MI | Educational toys/games
Ethnic foods | Tasting/sampling events | Book signing events

Potential Market Traction
| Q: How likely would you be to patronize the following types of business in Downtown Howell? | Average Score Given | 5.00 = Definitely Would
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4. Ice Cream & Sweets | 3.45 | 4. Arts, Crafts & Hobbies | 3.44

Potential Downtown Housing Appeal
Of those surveyed would or might consider living in Downtown Howell
55%
All or portions of three blocks comprise the core redevelopment opportunities in the Northwest Quadrant, with each containing new parking and public spaces. Those blocks include:

- **Block NW-1**: the northerly half of the 200 block between Grand River Avenue and Clinton Street, which is currently occupied by the “pit” parking lot;
- **Block NW-2**: the entire block bounded by Clinton Street, Walnut Street, Wetmore Street, and Center Street which is currently occupied by a small building at 214 North Walnut Street and an associated parking area, with large areas of the block being vacant;
- **Block NW-3**: the entire block bounded by Walnut Street, Clinton Street, Grand River Avenue, and the railroad, which is currently occupied by a public parking area, two small buildings (118 West Clinton Street and 122 West Clinton Street), and a convenience store/gas station, all of which may or may not be a part of the redevelopment.

Potential development at NW-1 and NW-2 blocks shows an integrated pattern of public and private uses, including a significant parking structure, a market hall, and an expansive linear park as public features.

Purchasing below grade is important in the development of NW-1 and NW-2 blocks, particularly when the need for private parking serving new uses is recognized.

**Potential Development**

- **A market hall, in two parts, parallels Walnut Street and the cross-quadrant corridor, with spaces at street level matching the activity of a farmers’ market and other uses occupying upper story spaces.**

- **A place to play or gather.** One side of a parking reservoir in the Northwest Quadrant is faced with a play structure, attracting people to downtown and encouraging them to stay longer.

A mix of uses is possible in an evolution of the Southeast Quadrant, made possible largely through the creation of parking on a portion of one block. The parking would be lined by residential uses and capped with a public park.

**Potential Development**

- **Wide walks achieved through the elimination of parking on one side of Walnut Street create the promenade along the market hall, which stretches across portions of two blocks, and reaching to the Depot.**

- **A market hall, in two parts, parallels Walnut Street and the cross-quadrant corridor, with spaces at street level matching the activity of a farmers’ market and other uses occupying upper story spaces.**

- **A new building replaces a part of the public parking area along Court Street, creating a more active link between Grand River Avenue and Sibley Street.**

- **The Court Street Promenade provides a public space connection to new development in the Southeast Quadrant other than retail and other activities along Grand River Avenue.**

- **Intensive Housing.** A parking reservoir is lined by residential uses and capped with a public space.

- **Most parking for the quadrant is located below a green roof extending along the length of a residential liner, made into a panklike space for this part of Downtown Howell.**

**Potential Development**

- **A parking reservoir is lined by residential uses and capped with a public space.**

- **Most parking for the quadrant is located below a green roof extending along the length of a residential liner, made into a panklike space for this part of Downtown Howell.**

- **Portions of four blocks comprise the Southeast Quadrant, with a parking reservoir created on the most southerly block and public spaces on each block.**

The Southeast Quadrant holds all or portions of four blocks that might, under the right conditions, be appropriate for redevelopment. Those blocks include:

- **Block SE-1**: the easterly portion of the block bounded by Sibley Street, Court Street, Grand River Avenue, and Michigan Avenue, and containing a single-story commercial building (100 South Court Street) and a portion of a public parking area;
- **Block SE-2**: the northerly portion of the block bounded by Washington Street, Barnard Street, Sibley Street, and McCarthy Street, and containing a parking area at its westerly end, a vacant lot (215 East Sibley Street), and commercial and residential buildings at its easterly end (233 East Sibley Street, 239 East Sibley Street, and 296 South Barnard Street); and
- **Block SE-3**: portions of the block bounded by Sibley Street, Barnard Street, Grand River Avenue, and Court Street, and containing two structures facing Grand River Avenue and one along Court Street (303 East Grand River Avenue, 323 East Grand River Avenue and 121 South Court Street); and
- **Block SE-4**: the northeasterly portion of the block bounded by Michigan Avenue, Sibley Street, McCarthy Street, and Washington Street containing two residential structures (204 McCarthy Street and 210 McCarthy Street).