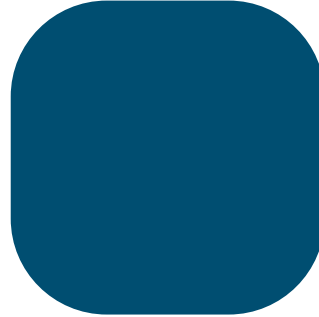
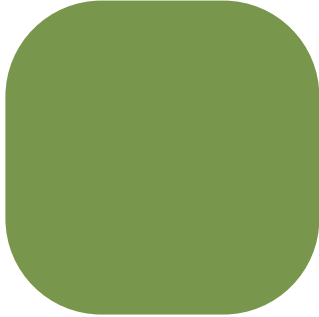


Community



Energy



Join Us!

## downtown farmington community

Life isn't just good here in Farmington - it's great! With festivities all year long, assorted restaurants to satisfy your appetite, super shopping and enviable schools and public safety, Farmington reflects the perfect conditions for growing your business.

Founded more than 180 years ago, Farmington is the result of generations of people seeking – and finding - a better place to work, live and raise families. The downtown has grown up around a hub of commercial activity along Grand River Avenue.

Downtown Farmington has retained many of its classic, historic buildings. The landmark Farmington Civic Theater is one of the few old-fashioned movie houses still in operation in the region. Our unique blend of timeless architecture and trendy shops make strolling through Downtown Farmington a truly enjoyable experience.

Our first-rate public schools, together with our community, engage every student in the highest quality learning experience, empowering each student to become a thoughtful, contributing citizen in this fast-changing world.

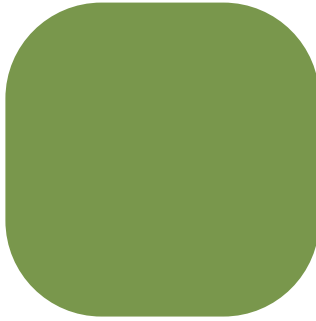
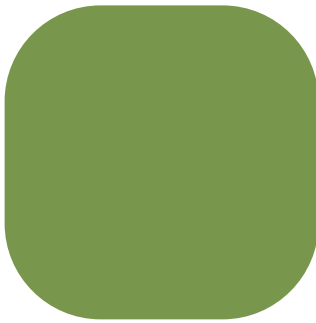
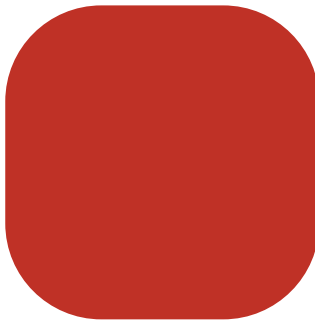
In Farmington, we feel the comfort of knowing we live in one of the safest towns in southeastern Michigan. The Farmington Public Safety Department embraces a partnership of community-based police and fire services. A multitude of special services and programs focus on youth, neighborhoods, roadways and the business owners of our community.

With its small town warmth and modern urban amenities, **Downtown Farmington is bursting with potential.** It's our spirit and energy that will bring this potential to fruition.

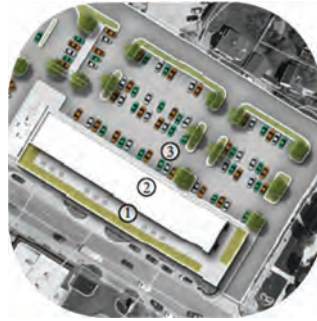
**Join us!**



Master Plan



Growth



Opportunity

# downtown farmington master plan

Downtown Farmington is ripe with growth opportunities as outlined in the Downtown Master Plan, updated in 2016. The community's strategy for a pedestrian-friendly, higher-density future will be realized as these components are implemented. The plan highlights and builds on existing successes and serves as a road-map for change.

Five characterizing goals, each with corresponding objectives and strategies, set the course for the continuous revitalization of Downtown Farmington:

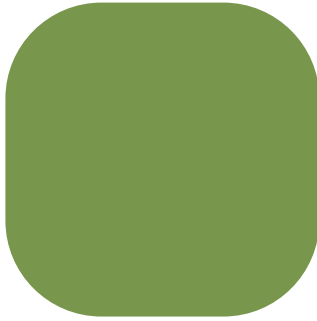
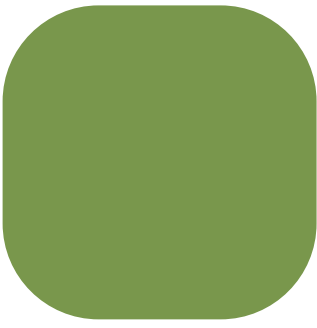
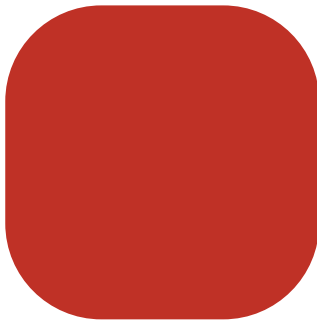
1. Connected to adjacent amenities and neighborhoods, with non-motorized pathways and walkways
2. Accessible, easy to reach and explore, with improved public parking, public transportation, pedestrian improvements and wayfinding
3. Vibrant and active with people living, working, playing and doing businesses, through development of downtown residences and mixed-use buildings and new public spaces
4. High-tech, utilizing smart infrastructure and the latest technological applications, with expanded public WIFI, electric vehicle charging stations and interactive business directories
5. Beautiful, attractive and eye-catching, with efforts that reinforce the historic character, extend streetscape enhancements and integrate public art



Private development is critical to achieving the vision of the Downtown Master Plan. While the Plan contains illustrative concepts, actual development will hinge on developer interest. Come discuss your ideas with city planning staff for feedback and project facilitation.



Business Services



Growth



Attract

# downtown farmington business services

## COMPREHENSIVE MAINTENANCE

We strive to maintain a highly-polished, pleasant environment for guests to Downtown Farmington. In public and common areas, we provide waste receptacles, litter pickup, landscape maintenance, seasonal decorations and other programs.

## DOWNTOWN MARKETING

Every business in Downtown Farmington is listed on the DDA web site in the business directory. We promote Downtown Farmington to the greater community through print, web-based and other advertising methods. We hope to expand our marketing efforts and reach as opportunities permit. We support efforts that promote local consumerism.

## MARKET ANALYSIS

Information is available to help identify new retail and other opportunities. Get a head start on your research by consulting our summary report.

A vibrant downtown attracts growth and development, enriching the quality of life for the greater community. The Downtown Development Authority's mission is to promote and enrich a vigorous downtown business and residential district while retaining and enhancing our Main Street atmosphere through activities that strengthen its business base, foster community interaction, enhance its functionality and visual appearance, and ensure walkability to and within the downtown district.

## PERSONAL COUNSELING/REFERRAL SERVICES

We partner with the Oakland County One-Stop-Shop Business Center and other organizations to provide business support services.

We provide educational forums to help bring expert advice to our business owners about a variety of topics. We visit individually with business owners to discuss issues and to try to connect them with the resources they need to help solve problems.

We work in tandem with our local Chamber of Commerce on programs that benefit our downtown.

## INFORMATION CLEARINGHOUSE

We serve our business and property owners by helping to connect them to resources they need to help build success.



Resources



Assistance

Opportunity

# downtown farmington incentive details

## **INCENTIVES**

Property and business owners in Downtown Farmington have available to them a wealth of financial resources. In all cases, contact the DDA Office for more information or to apply.

## **DESIGN ASSISTANCE**

Generate ideas with free design assistance from Main Street Oakland County. Includes schematic façade drawings with recommendations notes, technical information, on-site consultation, cost estimates and referrals.

## **FAÇADE INCENTIVE PROGRAM**

Funds may be used to improve exterior components of commercial buildings that are consistent with the Design Standards for Downtown Farmington.

Eligible improvements include: window and door repair and installation, masonry work and, in certain cases, awnings, painting and other repairs.

Maximum amount is \$500 per lineal foot of the façade, per story, not to exceed twenty percent (20%) of the total project cost.

Funds are dispersed as a reimbursement.

## **SIGN INCENTIVE PROGRAM**

Funds may be used to improve the quality and appearance of signage by installing three-dimensional, symbolic, projecting signs.

All building signage must comply with the Sign Ordinance Maximum amount is \$500 per sign.

Funds are dispersed as a reimbursement.

## **REDEVELOPMENT LIQUOR LICENSE**

The DDA district is an ideal eligible location for redevelopment liquor licenses.

A qualified establishment must seat not less than twenty-five (25) persons, be open to the general public and be engaged in dining, entertainment or recreation. Applicants must commit to spend \$75,000 on capital investment or be able to document that \$75,000 was expended for the rehabilitation or restoration of a building over the preceding five (5) years.

## **HISTORIC TAX CREDITS – FEDERAL**

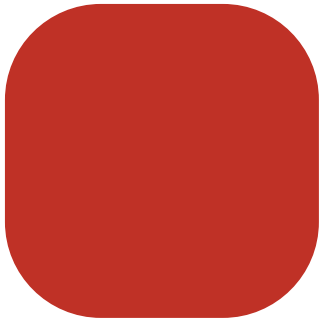
Buildings constructed prior to 1936 are eligible for a ten percent (10%) Federal historic tax credit. Additional Federal historic tax credits are available for certified rehabilitations to certified historic structures. Federal tax credits of up to twenty percent (20%) are available only to commercial, income-producing properties.

## **MISCELLANEOUS**

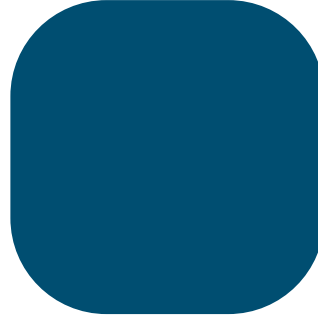
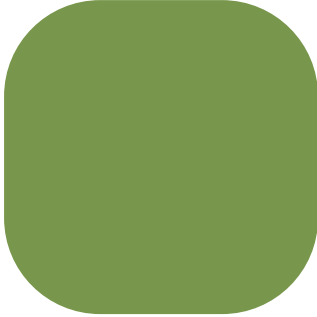
Other incentives may be available from the State of Michigan, Oakland County and/or the City of Farmington. Let us help you cultivate more resources to move your project forward.



Market Data



Your Business



Analysis

# downtown farmington market data

## MARKET DATA/DEMOGRAPHICS

The following data reflects figures obtained from the 2010 U.S. Census, obtained through the Southeast Michigan Council of Governments (SEMCOG) and ESRI.

The primary trade area, as identified in the 2014 Retail Market Analysis, completed by the Gibbs Planning Group, is bounded by I-696 to the north, I-275 to the west, 7 Mile Road to the south and Middlebelt Road to the east.

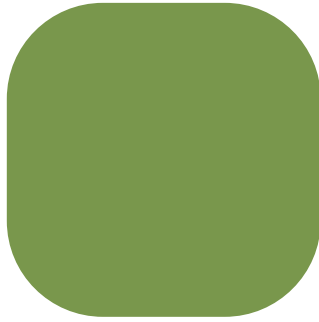
	City of Farmington	Primary Trade Area
Population	10,423	61,400
Households	4,825	26,470
Median Household Income	\$56,442	\$59,700
Median Age	43.3	42
Median Home Value	173,900	192,600
Adult Population (18+)	6,203	49,500
% of Population with College Degree	53.5	46.9

Downtown Farmington represents a good bet for your new business. The expenditure potential in the trade area is substantial, according to the Gibbs Planning Group.

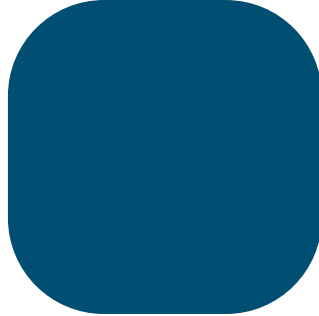
The Retail Market Analysis found that Downtown Farmington is presently supportable with over 100,000 square feet of additional retail space, capturing \$36 million of expenditures, growing to 125,000 square feet and \$44.7 million by 2019. Retail development could include a corner store, one or two 12,000-20,000 square foot convenience centers along Grand River Avenue or Farmington Road and one 60,000 square foot neighborhood center along Grand River Avenue.



Events



Art On The Grand



Harvest Moon

# downtown farmington events

## LADIES NIGHT OUT LAST THURSDAY IN APRIL

Ladies, gather your girl pals! Downtown Farmington businesses stays open late to welcome you with special activities, complimentary food & drink, and more!

## ART ON THE GRAND FIRST WEEKEND IN JUNE

Art on the Grand brings a variety of high-quality artists to lovely Downtown Farmington. This juried fine art fair has found its way into the heart of Michigan art lovers. It's known for being "art-focused" and having a desirable size and a wonderful, hands-on approach!

## RHYTHMZ IN RILEY PARK FRIDAYS, JUNE THROUGH AUGUST

RhythMZ in Riley Park fills the downtown with lively music on Friday nights from June through August. All kinds of bands play with one goal – to put you in a fun, summertime mood. Join the crowd of hundreds for these free concerts. Bring your dancing shoes.

## HARVEST MOON CELEBRATION THIRD WEEK IN SEPTEMBER

Find yourself in our small town celebrating Michigan's most glorious season during the Harvest Moon Celebration. Enjoy great bands, hand-crafted beers and delectable wines, and a taste of Downtown Farmington restaurant fare.

## OTHER ANNUAL EVENTS

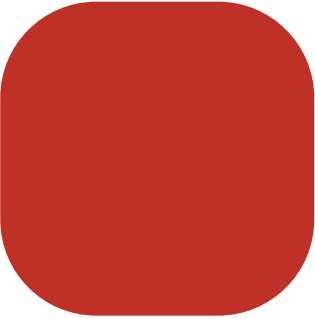
Annual events hosted by others in Downtown Farmington include the lively Greater Farmington Founders Festival, whimsical Holly Days and the wholesome Farmington Farmers & Artisans Market.



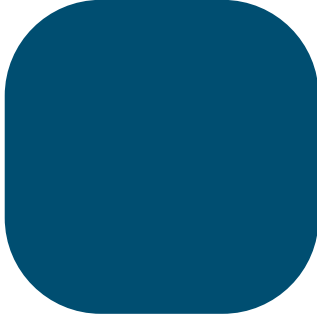
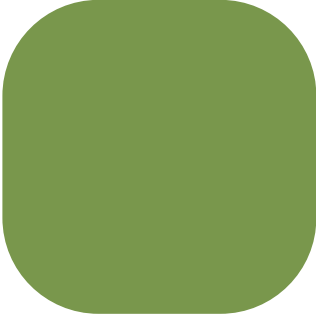
Find your fun place during our robust annual calendar of events. Farmington comes together to celebrate great times all year long. There is much to experience – food, shopping, music, art and culture!



Contact



Questions?



Help

# downtown farmington contact us

Farmington is ideally located approximately 30 miles from Detroit or Ann Arbor. With easy access to four major freeways – I-96, I-275, I-696 and M-14 – and only a 25 minute drive to Detroit Metropolitan Airport, traveling is a breeze!

Questions? We'd love to help find the answers! For more information, contact:

**Kate Knight, Executive Director**  
kknight@farmgov.com



[www.DowntownFarmington.org](http://www.DowntownFarmington.org)  
[www.facebook.com/DowntownFarmington](https://www.facebook.com/DowntownFarmington)

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Development Authority**  
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