

# **DDA ACTION PLAN**

## **CITY OF LINDEN, MICHIGAN**

**PREPARED BY:  
Wade Trim Associates  
Flint, Michigan**

**PREPARED FOR:  
City of Linden DDA  
Linden, Michigan**

**Draft Report  
September 14, 2012**

# WELCOME TO DOWNTOWN LINDEN

[reserved space for executive summary/ project highlights]





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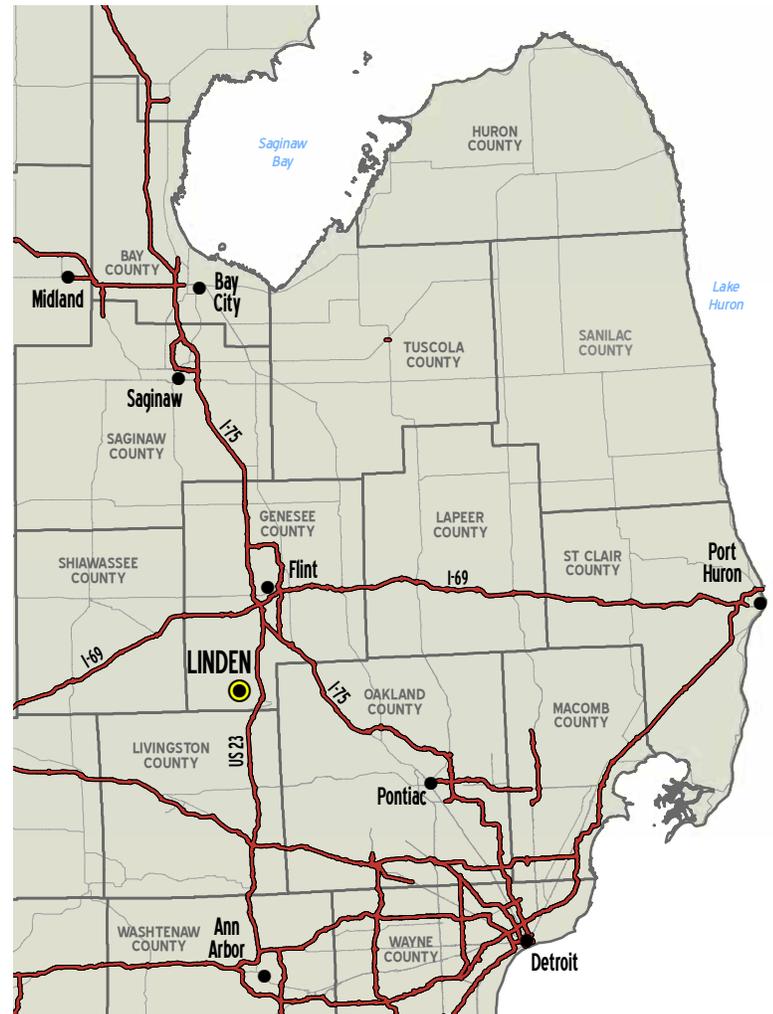
# INTRODUCTION

## SITE CONTEXT

The City of Linden is situated in southwestern Genesee County, Michigan, approximately 22 miles southwest of the City of Flint. The City is 2.4 square miles in size and has a population of 3,991 as of the 2010 Census. Located between the urban centers of Flint and Detroit, southern Genesee County has experienced considerable growth pressures in recent years. The City of Linden, in particular, has experienced considerable growth, increasing in population by 39.5 percent over the past decade, outpacing most of its neighbors and the State of Michigan as a whole. In fact, the City of Linden was the fifth fastest growing municipality (city or village) in the State of Michigan between 2000 and 2010. Among Linden's many desirable characteristics include its small town charm, a historic business district, stable residential neighborhoods, and close proximity to major transportation corridors.

Located strategically along the Shiawassee River, the City was incorporated as a village in 1871. The City has a proud history as a lumber town. Built in the 1850's, the Linden Mill still stands as the signature landmark in the community. The City features an officially registered Historic District (the Bridge Street/Broad Street Historic District) and has 52 registered properties. Two properties, the Linden Mill Building and the Linden Presbyterian Church are on the State Register of Historic Places.

Linden's downtown business district, centered at the intersection of Bridge and Broad streets, can be considered the City's greatest asset. Downtown Linden provides a range of commerce, dining, recreation, living, civic and employment opportunities. It is a place where people congregate and is a conduit for social interactions. Downtown Linden reflects the small-town, personal nature and overall spirit of the community.

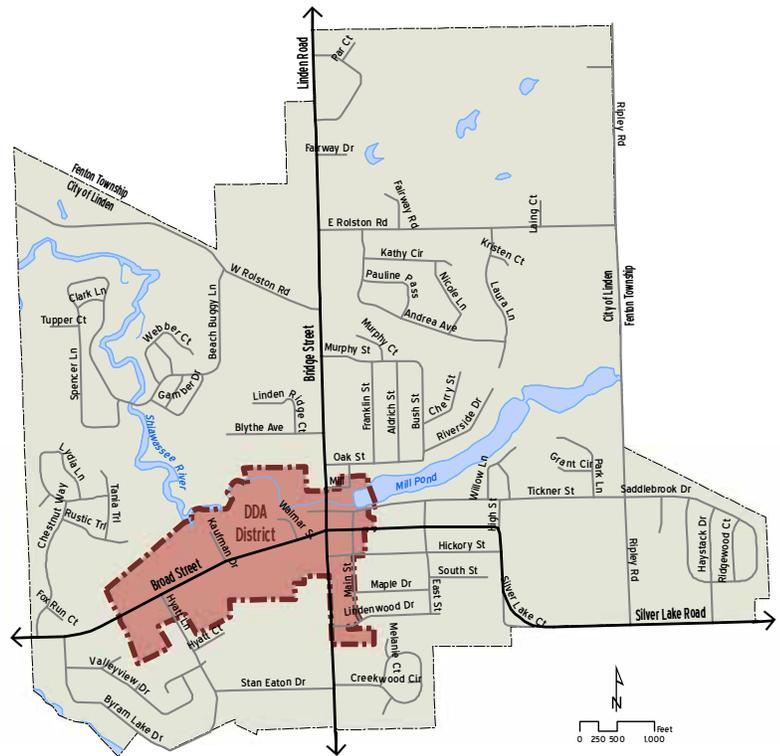


Site Context Map

## DOWNTOWN DEVELOPMENT DISTRICT

Recognizing the need to strengthen and facilitate public and private investments within Downtown Linden, a Downtown Development District and Authority was formed by the City in February of 2008. The Downtown District (or DDA District) encompasses 117.22 acres of land extending along Bridge and Broad Streets (see map at right). A nine member Downtown Development Authority was also established at that time to govern the activities within the DDA District. The Linden City Council, however, has final authority for establishing the annual budget of the Authority.

The adoption of a Downtown Development District and Authority enabled the capture of tax increment revenues as a means of financing public improvements. This was accomplished in September of 2008, when the City adopted a Development Plan and Tax Increment Financing Plan. The purpose of this plan was to provide for the acquisition, construction and financing of the necessary street, sidewalk, streetscape, parking improvements and other facilities needed in the Downtown District to achieve the objectives of the Authority. These objectives included: the prevention of further deterioration of the Downtown District; preserving the historic character of the District; and promoting the economic growth of the District.



**Downtown Development District Map**

## PLAN PURPOSE

Community leaders and business owners agree that the continued success of Linden's Downtown District is a critical priority for the overall quality of life of the City. However, no unifying vision or strategy for the revitalization of Downtown Linden has been established. Recognizing the need to establish this vision and strategy for action, the Linden City Council and Downtown Development Authority commissioned the development of this DDA Action Plan. The DDA Action Plan seeks to achieve the following objectives:

- Inventory and assess existing conditions, opportunities and constraints within the DDA District;
- Provide an overall vision for the future development and redevelopment of the DDA District as a whole;
- Provide a vision for the redevelopment of the former Union Block building, which was destroyed by fire in 2007;
- Identify, prioritize and develop a strategic action plan for improvement projects that will assist in the overall redevelopment of Downtown;

## RECENT & ONGOING PLANNING EFFORTS

Over the years, the City of Linden has proactively sought to reinvigorate its central business district through various planning efforts. This DDA Action Plan is but one component of this larger planning effort. A description of the various studies that have recently been completed and which have relevance to the DDA Action is provided below.

### DOWNTOWN LINDEN RETAIL MARKET ANALYSIS (2003)

This study was prepared by Gibbs Planning Group for the City in July of 2003. The primary goal of this study was to determine a viable retail mix for downtown that would better serve current residents while attracting new households yet maintain the small town charm of the City. Ultimately, the study determined that Linden could support additional retail development (up to 88,000 square feet) consisting primarily of neighborhood and convenience level operators, dining and entertainment. Specifically, the study indicated the following market potential by the year 2008:

- 14,500 square feet of apparel related categories
- 22,500 square feet of food-related categories
- 51,000 square feet of miscellaneous retailers
- 5,000 square feet of sporting goods
- 3,500 square feet of entertainment/recreation

### LINDEN HISTORIC DISTRICT DESIGN GUIDELINES (2005)

As noted above, the City of Linden has a state registered Historic District and a Historic District Commission (HDC). In 2005, the HDC prepared a Design Guidelines report to encourage high-quality development within the Historic District, safeguard the heritage of the City, stabilize and improve property values, foster civic beauty, strengthen the local economy, and promote historic preservation. The study outlined a variety of design and architectural parameters applying to existing non-residential buildings, existing residential buildings, residential to commercial conversions, and new construction.

### LINDEN DOWNTOWN BLUEPRINT (2005)

In 2005, as part of the larger Cool Cities Initiative in Michigan, a partnership effort between several State agencies, the City of Linden was selected to receive assistance in its downtown revitalization efforts. This included the development of a market study (Linden Downtown Blueprint) prepared by HyettPalma. The Blueprint was prepared to serve as a foundation for the development of an economic enhancement strategy for Downtown Linden. At that time, the study conservatively anticipated that Downtown Linden would have the potential to increase its share of retail sales in its primary trade area from the then level of approximately 2 percent to between 3 and 3.25 percent by the year 2010. This increase equated to approximately 20,000 to 27,000 square feet of additional retail space in the form of expansions or sales increases by existing businesses and/or the construction of some limited amount of new retail space. The study also indicated that approximately 10,000 to 15,000 square feet of additional office space could potentially be supported in Downtown Linden by 2010.

## DDA DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN (2008)

After the formation of a Downtown Development Authority in 2008, the DDA adopted a Development Plan and Tax Increment Financing Plan which outlined the various improvements needed in the Downtown District and established a means for financing those improvements (tax increment revenues). As part of the Development Plan, the following improvement projects were outlined:

- Creation of a DDA website
- Develop a marketing plan
- Create a business recruitment and retention program
- Purchase an installation of banners for light poles
- Provide assistance to private redevelopment of the Union Block
- Purchase and redevelopment of Evans Food Building
- Conduct study of redevelopment sites and assist private developers in correcting drainage issues
- Re-stripe parking spaces in off-street and on-street parking
- Promote environmental sustainability in new development and during promotional events
- Provide facade grants to be available to businesses in the DDA
- Purchase bike racks
- Create and install consistent signage in Downtown
- Conduct a parking study to determine future parking needs downtown
- Riverbank restoration and redevelopment
- Streetscape enhancement and beautification
- Design and creation of walking trails along the Shiawassee River
- Redevelopment of the DPW Garage site
- Develop a waterpark
- Redevelopment of amphitheatre

## WALKABILITY REPORT (2010)

In 2010, sponsored by the Michigan Municipal League, nationally recognized "walkability" expert Dan Burden conducted a walkability audit of the cities of Linden, Lapeer and Lathrup Village. The purpose of the audit and subsequent report was to identify various weaknesses and opportunities within the three communities and guide them in making future transportation decisions that would counteract the problems associated with urban sprawl and conventional road design while promoting walkability and quality of life. Specific to the City of Linden, nearly 40 opportunities were identified that would improve overall walkability. Some of these opportunities are listed below:

- Former Union Block should be replaced with a traditional built form building that provides mixed use design;
- Potential roundabout gateway at Bridge/Broad Street intersection;
- Add benches along the route from Caretel Inns to downtown;
- Consider angle parking on both sides of the side street near City Hall;
- Linden will benefit by careful selection of quality street trees and a streetscape that defines the character and personality of the community;
- Inconsistent signage -- need more "wayfinding" to make people feel welcome;

- Relax parking standards -- If not already achieved, go to a maximum parking allowed, versus a minimum required. There is plenty of opportunity to add to on-street parking;
- Over time, it will be helpful to add paved shoulders or bike lanes to Broad Street.

### CITY OF LINDEN MASTER PLAN (2011)

The City of Linden Master Plan, prepared with the assistance of Carlisle/Wortman Associates, was adopted by the City in January of 2011. The Master Plan is the City's official policy guide with regard to the future growth, land use, and development. The plan provides a general statement of the City's goals and objectives and provides a comprehensive view of the City's desires for the future. As part of the plan, a Vision Statement was developed and is as follows:

"We endeavor to maintain the traditional, small-town atmosphere of the community; create a vibrant, active downtown that attracts visitors; develop additional recreation facilities for people of all ages; and improve the overall appearance of the City."

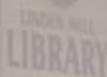
This community-wide vision statement serves as a foundation for the vision and recommendations established in this DDA Action Plan.

Because of its importance to the City, the Master Plan paid considerable attention to the redevelopment of Downtown. The Master Plan specifically outlined three redevelopment opportunities in Downtown as follows:

- Evans Food Building -- It was recommended that the dilapidated building be renovated or demolished to establish a new mixed use facility (residential/commercial/restaurant) at the site. Parking was recommended in the northern portion of the site.
- Union Block -- The former Union Block was destroyed by fire in 2007 and is not a vacant site. The Master Plan recommends that the site be redeveloped as a mixed use building to include residential, commercial, retail and dining with a deck overlooking the mill pond. A new public parking area is recommended to the rear of the site.
- W. Broad Street Commercial Properties -- The Master Plan recommended that several properties zoned general commercial be combined into one cohesive commercial development.



# EXISTING CONDITIONS ANALYSIS



LINDEN HILL  
LIBRARY

100 W. 2nd St. 2nd Fl.  
Lind. Ill. 618  
618-235-7100



LINDEN HILL  
MUSEUM

100 W. 2nd St. 2nd Fl.  
Lind. Ill. 618  
618-235-7100

In order to provide an understanding of Downtown Linden and a benchmark for future decisions aimed at revitalizing the district, an existing conditions analysis has been prepared. Made possible through various site visits, technical research, and statistical analysis, this existing conditions analysis includes an assessment of the physical conditions of the District, opportunities and constraints, and market opportunities.

The study area for this DDA Action Plan is the City of Linden Downtown Development District (see map on page 3). As noted above, this District encompasses 117.22 acres of land extending along Bridge and Broad Streets in the City of Linden. However, the primary focus of the study and its recommendations is the historic “central core” of the District, represented by the area generally bounded by Mill, Main, Hickory and Walmar Streets.

## PHYSICAL CONDITIONS

The key physical conditions of the DDA District are described below.

### BUILDING CHARACTER

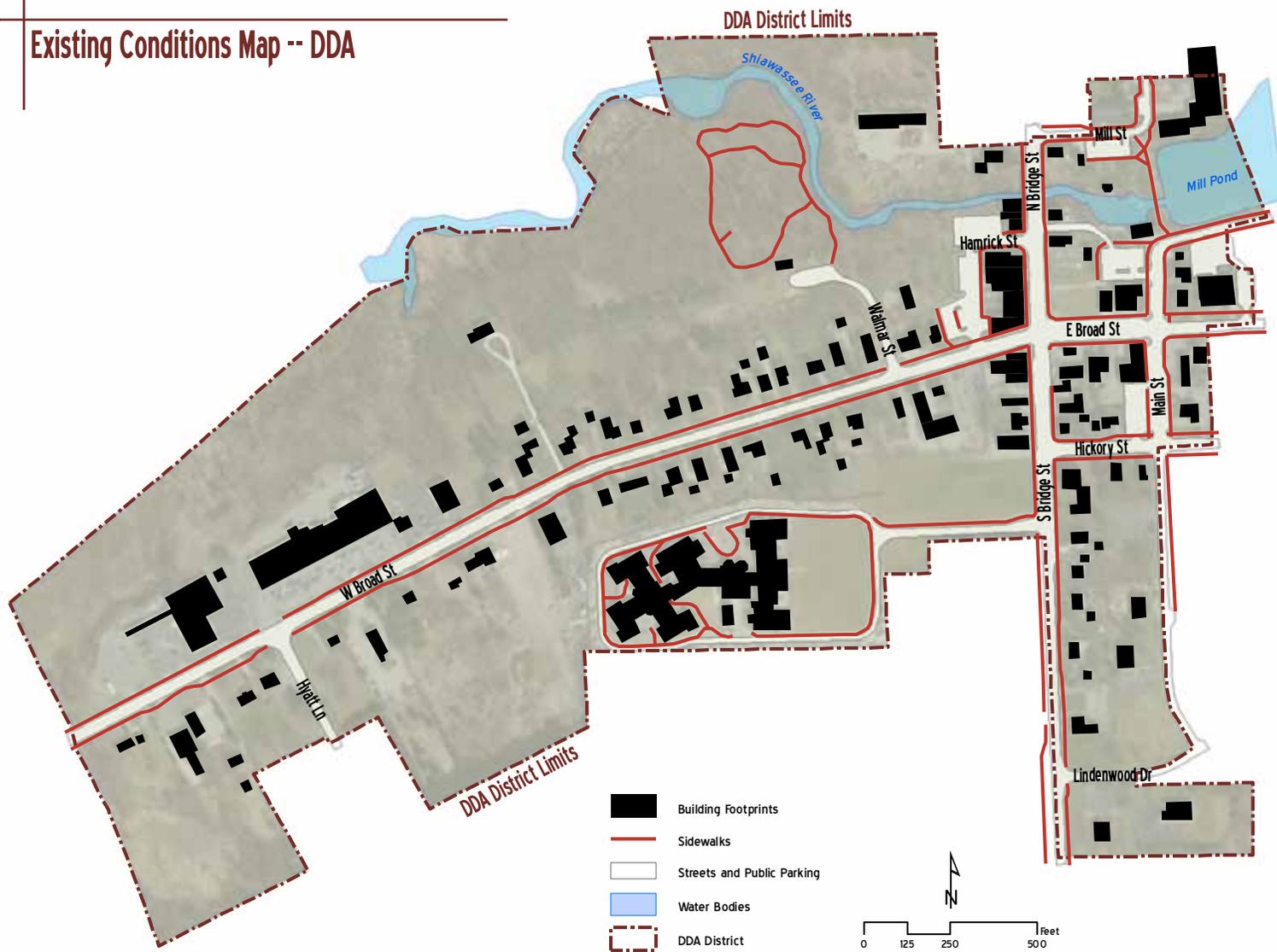
The existing buildings and building footprints within the DDA District and downtown core are illustrated on the Existing Conditions Maps in this section. As can be seen, the highest intensity of building development has occurred within the downtown core, along Bridge and Main Streets, between Mill and Hickory, and along Broad Street, between Main and Walmar. However, a major “void” in this density of buildings is at the northeast corner of Bridge and Broad where the former Union Block building once stood.

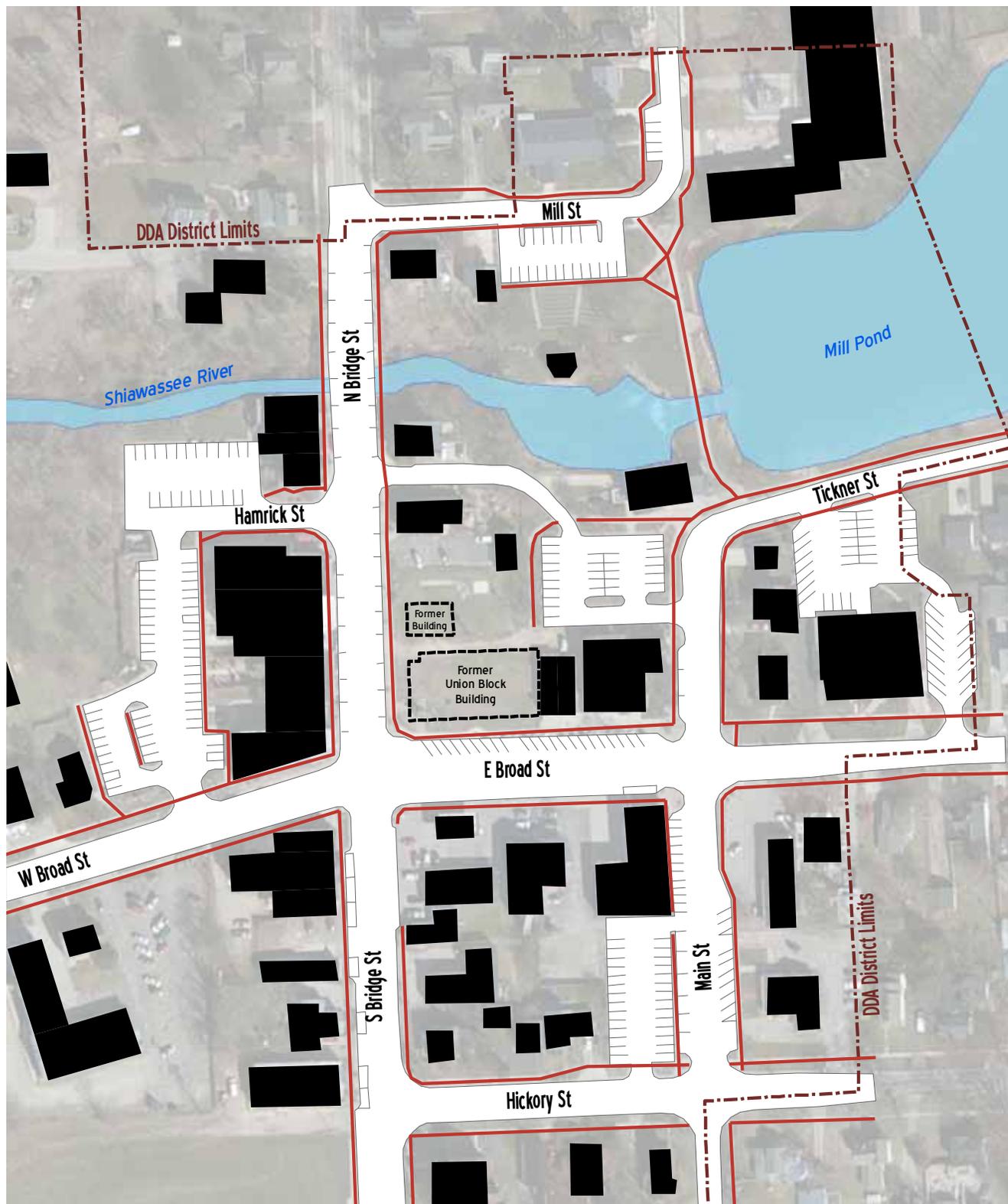
The majority of buildings within this downtown core are historic, having been built between 1830 and 1925. This includes the fairly continuous wall of commercial buildings on the west side of Bridge Street, which were constructed between 1900 and 1925. The Linden Mills Building, Linden Presbyterian Church, and the former Union Block building were all constructed between 1850 and 1875.

In terms of height, the majority of buildings in the central core of Downtown are two-story; however, many one-story commercial structures are also found. The Linden Mills Building is the only three-story structure in the central core (see Building Height Map on page 11).

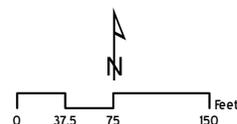
Outside of the central core of Downtown, the density of buildings and building coverage is generally less intensive. Extending west along West Broad Street, smaller residential structures eventually give way to several large, general commercial buildings. These larger commercial buildings include a strip commercial shopping center and a hardware store. Extending south along South Bridge Street, a mixture of residential buildings and mid-sized office build-

Existing Conditions Map -- DDA





- Building Footprints
- DDA District
- Sidewalks
- Streets and Public Parking
- Water Bodies



Existing Conditions Map -- Downtown Core

ings are found. The largest building within the DDA District in terms of footprint is the Caretel Inns senior living facility, located west of South Bridge Street.

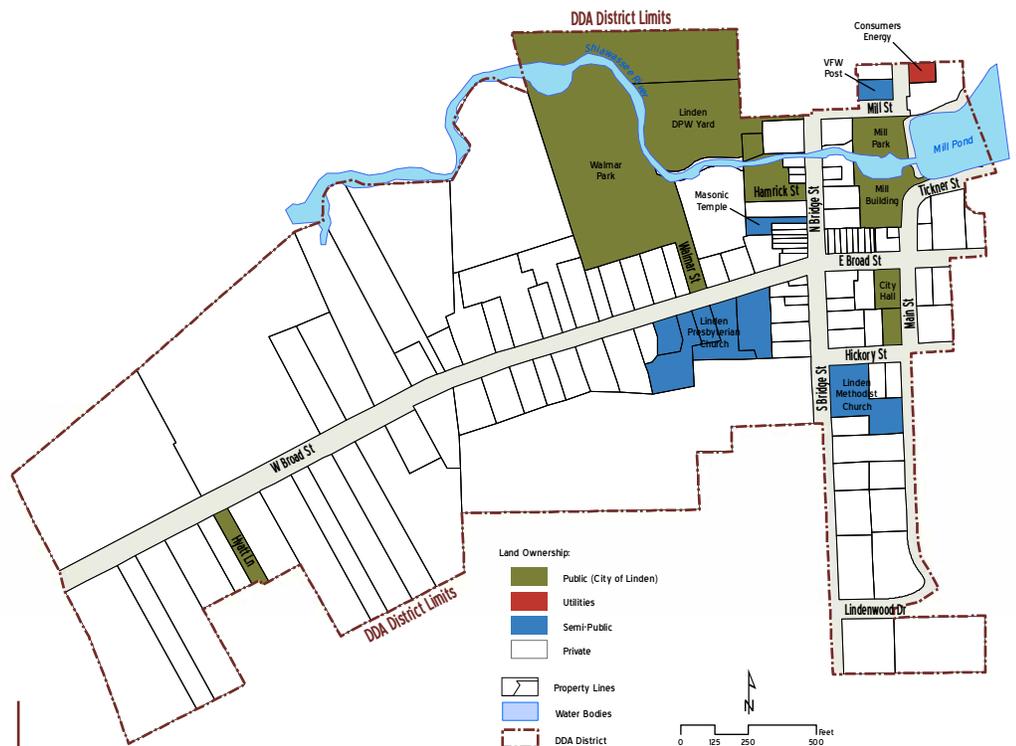
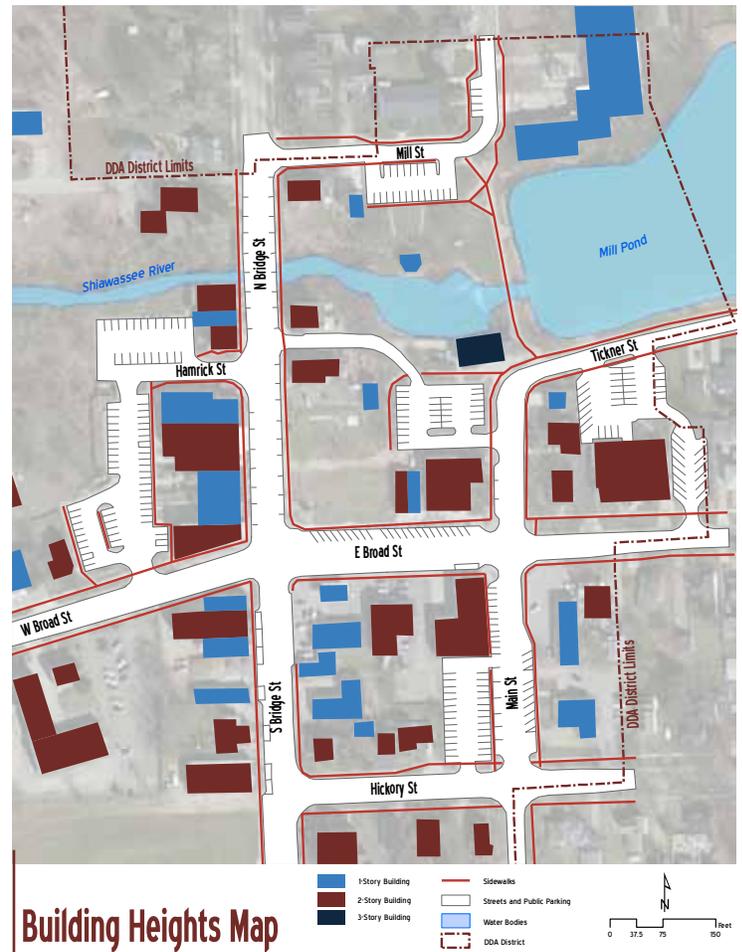
LAND OWNERSHIP

Parcelization and land ownership within the DDA District is shown on the Parcel and Ownership Map below. Several large properties in the DDA District are owned by the City of Linden. These include the Walmart Park property which extends across both sides of the Shiawassee River, the Linden DPW Yard, and the Linden Mills Park property on both sides of the river. Semi-public land owners include several churches and fraternal organizations. One utility property, an electric substation, is owned by Consumers Energy. The remaining properties in the DDA are under private ownership.

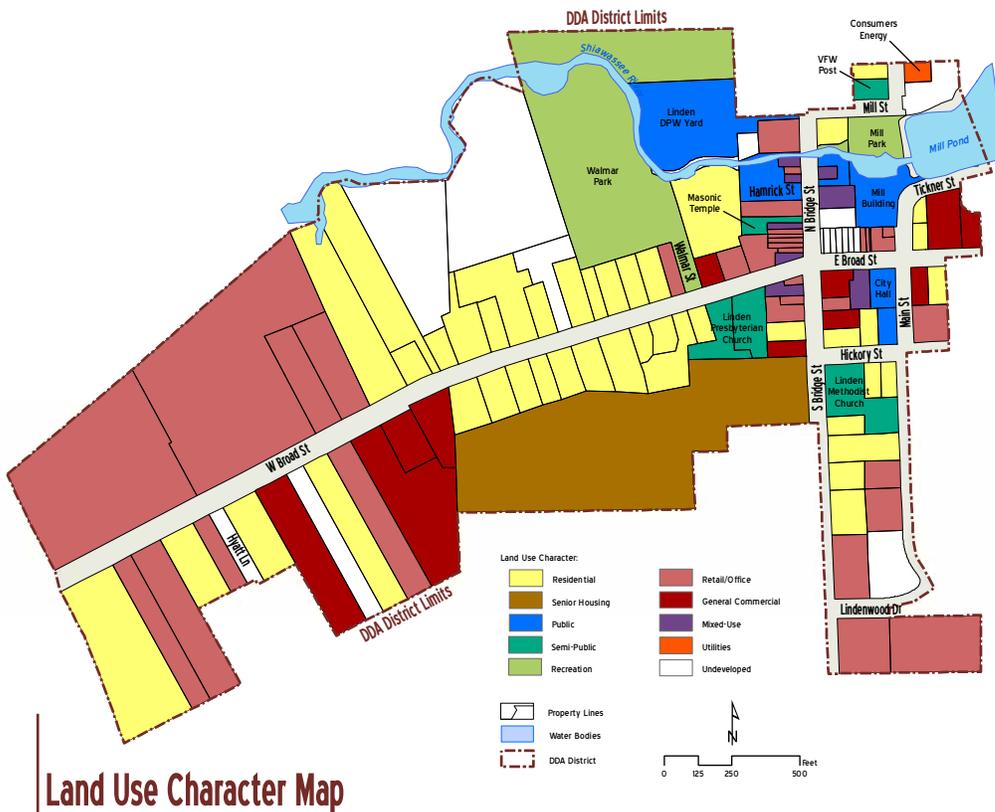
LAND USE

Existing land use character types within the DDA District are illustrated on the Land Use Character Map on the following page. In the central core of the District, a diverse mixture of land uses are found. These include mixed-use buildings (typically consisting of ground floor retail and/or office space with residential above), retail/office uses, semi-public uses, public uses, and recreational uses. The southern arm of the District along S. Bridge Street features single-family homes along with mid-sized office buildings. The western portion of the district is dominated by retail, office and general commercial uses.

These include a commercial shopping center, hardware store, fast food restaurant, auto parts center, landscape nursery, and medical offices. Along W. Broad Street, between the commercial uses to the west and the central business district to the east, lies a well-established single-family residential area. To the south of these homes is the large, Caretel Inns senior housing facility.



Parcel and Ownership Map



**Land Use Character Map**

## ROAD NETWORK

Primary vehicular access to Downtown Linden from the north and south is provided by Bridge Street (Linden Road outside the City). Access to downtown from the east and west is provided by Broad Street (Silver Lake Road outside the City). These roads are all two lane roads, with some sections expanding to three lanes to accommodate turn lanes (i.e., at the Bridge and Broad Street intersection). Approximately 3 miles to the east, Silver Lake Road connects to U.S. 23, the nearest freeway to Linden. Within downtown, both Bridge Street and Broad Street have approximate right-of-way widths of 66 feet. In the western portion of the DDA, the Broad Street right-of-way expands to approximately 80 feet in width.

## TRAFFIC VOLUMES

According to the most recent traffic counts (ADT - average daily traffic) from the Genesee County Metropolitan Planning Commission (GCMPC), the following traffic volumes are present in the vicinity of Linden's DDA:

- W. Broad Street, west of Hyatt Ln -- 18,416 ADT (2010)
- Silver Lake Road, west of Restwood Dr -- 8,954 ADT (2011)
- Hickory Street, between Main and East -- 2,035 ADT (2010)
- Silver Lake Road, west of Curtwood Dr -- 8,780 ADT (2011)
- Linden Road, south of city limits -- 5,988 ADT (2011)
- Linden Road, north of city limits -- 6,624 ADT (2012)

## ROAD CONDITIONS

Road conditions for selected streets within the DDA have also been inventoried by the GC-MPC as part of their region-wide Transportation Improvement Program (TIP). The GCMPC uses a three-tiered rating system to classify road conditions, as follows:

- Routine Maintenance (rating 8-10)
- Capital Preventive Maintenance (rating 5-7)
- Structural Improvements (rating 1-4)

Within Downtown Linden, as of 2011, no road segments have been given a rating of "routine maintenance." The following road segments have been evaluated as needing "capital preventative maintenance":

- W. Broad Street
- E. Broad Street
- N. Bridge Street
- Hickory Street, between S. Bridge and Main
- S. Bridge Street, between Broad and Hickory

The following road segments have been evaluated as needing "structural improvements":

- S. Bridge Street, south of Hickory
- Hickory Street, east of Main

## PARKING

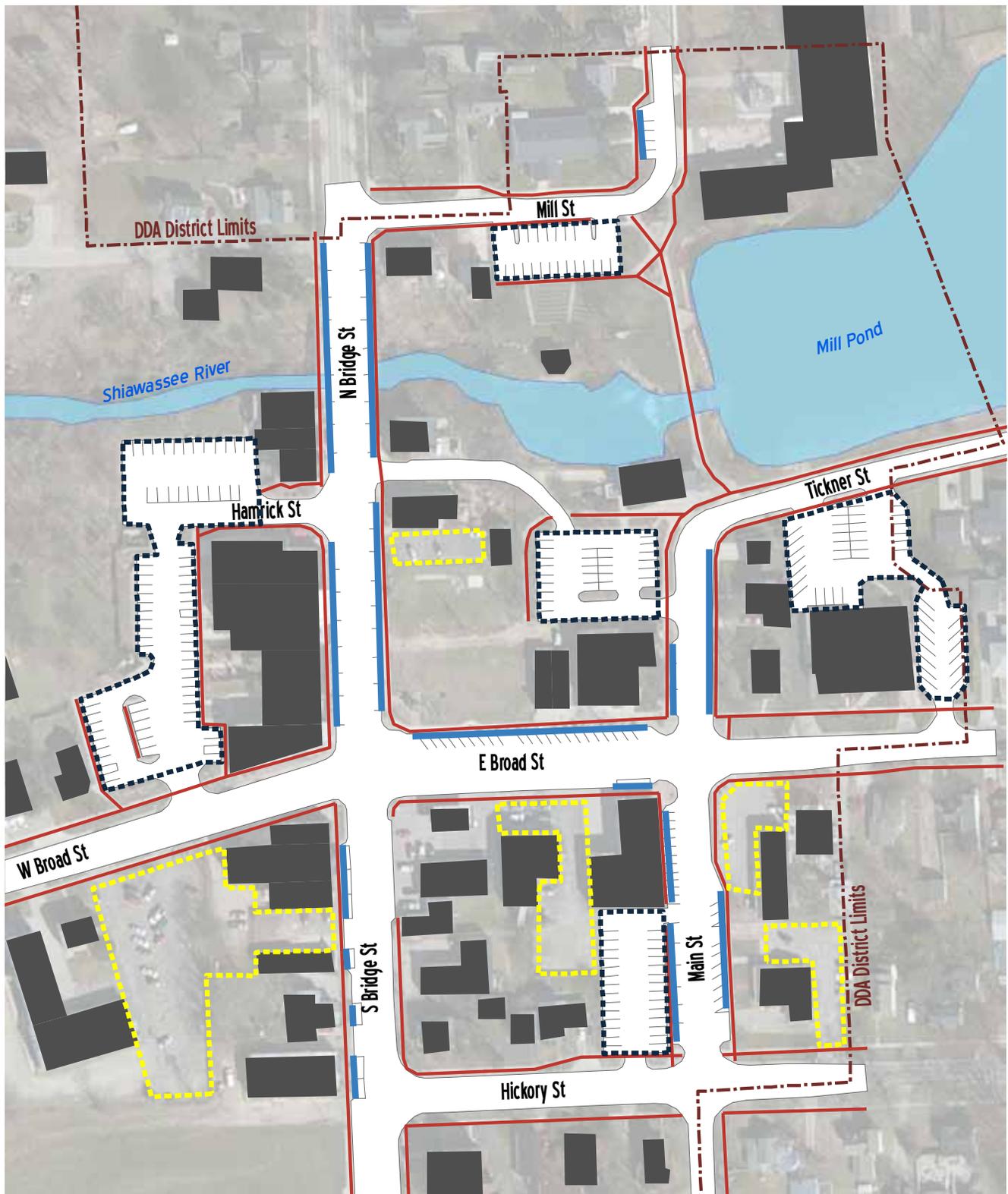
The location of existing on-street parking zones, public off-street parking lots, and the larger private off-street parking lots within the central core of Downtown is shown on the Existing Parking Map on the next page. Presently, several City streets provide on-street parking locations. These include the following (counts are approximate):

- Mill Street - 5 spaces
- N. Bridge Street - 32 spaces
- S. Bridge Street - 7 spaces
- E. Broad Street - 23 spaces
- Main Street - 25 spaces

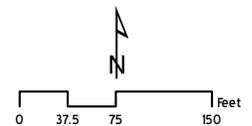
Presently, the City owns (or leases) and operates several public parking lots within the central core. Constructed over the course of the last several decades, these lots are critical to the success of Downtown Linden and take the burden of providing customer parking away from the business owners. In total, approximately 190 parking spaces are provided in these public parking lots. Several large privately-owned parking lots are found in the central core. The largest private parking lot serves the Linden Presbyterian Church.

## UTILITIES

The City of Linden operates and maintains the water system in the City. A new water plant was constructed in 2007 and there are currently two (2) water towers. The Department of Public Works has long range plans to construct an additional water tower on the northern portion of the City to provide better water pressure.



- Public Parking Lots
- Private Parking Lots
- On-Street Parking Zones
- Building Footprints
- Sidewalks
- Streets and Public Parking
- Water Bodies
- DDA District



Existing Parking Map -- Downtown Core

The City of Linden is also a member of Sewer District #3 in Genesee County. The sewer district was established by the Genesee County Drain Commission. There are three (3) jurisdictions included in District #3, the City of Linden, City of Fenton and Fenton Township.

All of the properties located in the Downtown District have sanitary sewer and City water service.

### NON-MOTORIZED NETWORK AND RIVER ACCESS

The non-motorized network within Downtown Linden consists of multi-use pathways, sidewalks, and the Shiawassee River Heritage Water Trail.

Presently, a fairly complete network of sidewalks is found throughout the DDA District. This includes existing sidewalks along both sides of the primary transportation routes: Broad Street and Bridge Street. Critical sidewalk gaps include:

- Hyatt Lane. No sidewalks currently existing along Hyatt Lane, a critical route for pedestrian access as the street connects to both Linden and Hyatt Elementary Schools.
- Walmar Street. No sidewalks are found along Walmar Street; thus, no pedestrian link is provided between the multi-use trails at Walmar Park with the downtown business district.
- Between Caretel Inns and West Broad Street. Although the residents of Caretel Inns have sidewalk access to S. Bridge Street and the central downtown core, a potential sidewalk connection to the businesses along West Broad Street is missing.
- Lindenwood Drive
- Main Street, south of Hickory

The Shiawassee River Heritage Water Trail is a regional recreational water route extending through the cities of Holly, Fenton and Linden and beyond. The trail provides the opportunity for canoers and kayakers to enjoy the natural habitat of the Shiawassee River. The volunteer organization Headwaters Trails has added mile markers, interpretive signage, launch sites and trailhead parking along the water trail route. Informal canoe/kayak access sites in Downtown Linden are found along Tickner Street at the Mill Pond and along the Shiawassee River at Walmar Park.

## ZONING REQUIREMENTS AUDIT

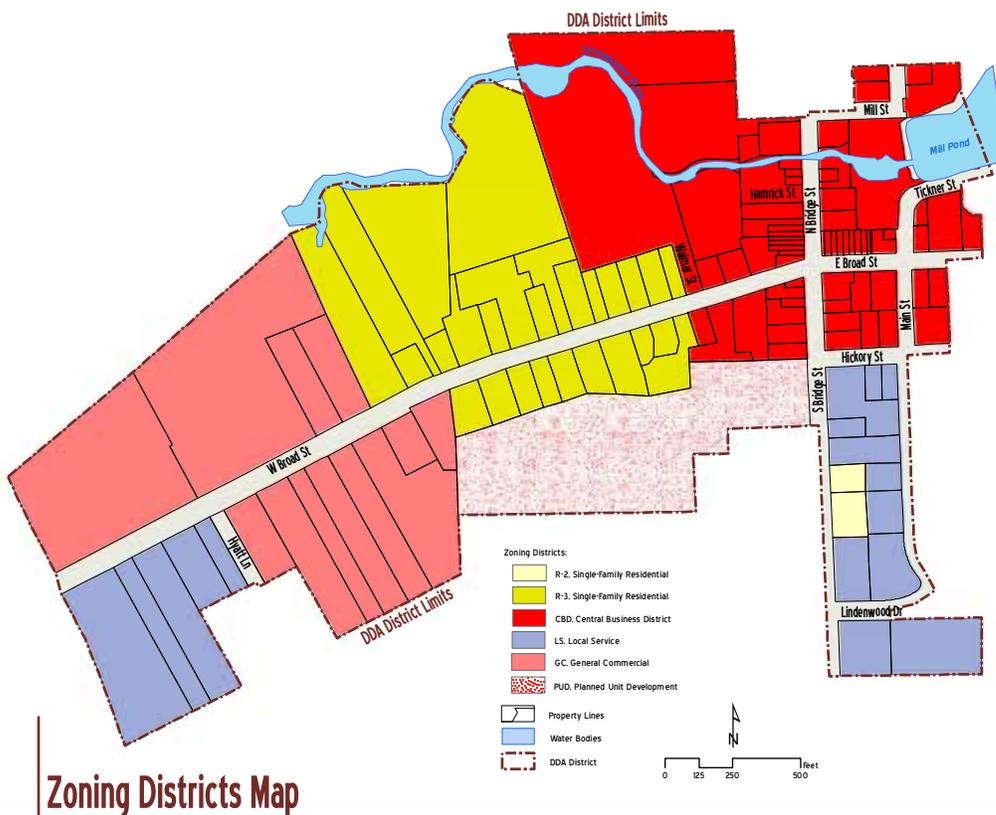
Zoning and land use regulations are the most powerful tool that communities have to shape the physical environment. These policies, standards, procedures and ordinances set up the boundaries within which development can occur. Prescriptive and proactive zoning and land use policy in themselves, while not a guarantee of creating an optimal downtown, help to create a more predictable and orderly physical environment that meets the vision of the community. Conversely, traditional suburban zoning ordinance language is perhaps the biggest obstacle to creating a distinctive, historic and special downtown that is reflective of the context and history of Linden .

The City of Linden DDA is a unique and exceptional place. Therefore, it is critical to ensure that the City's Zoning Ordinance is a tool that promotes community vibrancy and does not hinder the character that its citizens cherish. Common weaknesses in zoning codes is that they: are more complex than they need to be; actually prevent many types of development that cities would like to approve; do not provide housing at prices that citizens can afford; adjust poorly to changed circumstances; and, reflect and encourage poor systems of city governance. For this reason, a preliminary audit of the City of Linden Zoning Ordinance has been undertaken to identify weaknesses and potential barriers to future growth and development of the DDA District.

The existing zoning districts within the DDA are shown on the Zoning Districts Map below.

**PARKING REQUIREMENTS**

The City of Linden Zoning Ordinance "exempts" all properties within the CBD District from the requirement to provide off-street customer parking spaces. Instead, the existing public parking lots and on-street parking spaces are used to provide the necessary customer parking. From a business growth and recruitment perspective, this parking exemption is a significant incentive, as the cost to provide off-street parking are often significant. Additionally, this allows property owners to maximize the amount of developable space on their properties, where off-street parking would need to be provided otherwise.



**Zoning Districts Map**

The parking standards applicable to the remaining zoning districts within the DDA are conventional, somewhat auto-centric parking standards. However, outside of the central core, where the existing businesses rely heavily on automobile traffic and visibility, such standards are more appropriate. It should be noted that parking standards are sometimes based on “outdated” projections and are designed to accommodate peak customer volumes which may only be occur on a handful of days out of the year (i.e., Black Friday). Therefore, the City should explore such measures as shared parking for adjacent businesses whose operating hours do no overlap. This is currently not an option in the Zoning Ordinance.

## BUILDING DESIGN AND PLACEMENT

Section 5.11 of the City Zoning Ordinance establishes a Downtown Linden Historic District Overlay. This overlay district is coterminous with the CBD District zoning boundary. The purpose of this overlay, in conjunction with the Historic District Commission’s Design Guidelines, is to define the physical elements necessary for new developments to enhance the character of Downtown. For all developments within the Historic Development that have an impact on the exterior of the site, review by the Historic District Commission (HDC) is required. To protect historic character and promote compatible design, the current design regulations and review process should remain in place.

Within the CBD District, zero lot line setbacks are allowed by the Zoning Ordinance. However, within a traditional downtown such as Linden, an ordinance should be designed to maintain the historic character of the district by establishing “build-to” lines. Although allowed by the Ordinance, zero lot line setbacks are not required in Linden’s CBD. A prime example is the former Union Block site. Whereas the previous Union Block building established a continuous street wall along Broad Street, the current Ordinance would allow a new development at the site to have a deeper setback. Thus, the City may want to consider adopting more prescriptive building placement standards such as build-to lines.

## USES ALLOWED

Traditional business districts have historically allowed a wide variety of land uses, including residential, retail, office, civic, dining, entertainment and recreation. This broad mixture of uses promoted a significant intensity of activities and interactions between those who were at home, work and play, all of which combined to create a unique and vibrant district. Over the years, with the division of communities into numerous use-specific zoning districts, traditional mixed-use development became much less common. Within downtown business districts, many communities disincentivized or even prohibited mixed-use developments through zoning regulations.

For the most part, the City of Linden Zoning Ordinance allows for a broad mixture of use within the CBD District. Uses permitted by right include retail stores, service businesses, offices, theaters, lodges, restaurants, public facilities, and parks. As a use permitted by right, the CBD District allows multiple-family housing and/or apartments, but only on the second floor of buildings above ground floor non-residential uses. To facilitate the potential for additional residential development, which may or may not be located above ground floor commercial uses, the City may consider allowing apartments, townhouses or similar multiple-family dwellings as a special land use in the CBD District.

Similarly, non-traditional land uses such as food trucks, farmers' markets, sidewalk sales and outdoor dining are becoming more common and are typically seen as key contributors to successful business districts. Presently, outdoor dining places, including those which extend into the public sidewalk, are allowed within the CBD District only after special approval. The special approval process in Linden can be lengthy and includes a public hearing. To encourage outdoor dining, the City should consider allowing sidewalk cafes, with reasonable requirements, as a use by right. Additionally, the City should consider developing specific standards that address and allow uses such as food trucks, farmers' markets and sidewalk sales.

## SIGN REQUIREMENTS

Recently, the City of Linden adopted a new sign ordinance. This new ordinance was developed to expedite the sign approval process, allow for additional sign allowances for businesses, and correct deficiencies in the previous code.

## USER FRIENDLY CODE IMPROVEMENTS

To citizens and business owners not familiar with regulatory codes, navigation through a municipal zoning ordinance can be a difficult process. Therefore, communities should continuously strive to improve their codes to promote ease of understandability. This may consist of the addition of visual illustrations and graphics that supplement the text, tables that summarize important information, and color coding schemes that highlight related information. Additionally, various guides, flow-charts and/or "how-to" manuals can be developed and made available to interested citizens and property owners to assist them in finding and understanding the relevant components of the zoning ordinance.

## MARKET OPPORTUNITIES

As was noted in Section A, two market studies have been prepared for Downtown Linden, the first in 2003 and the second in 2005. These market studies provided a comprehensive analysis of Downtown Linden's commercial market opportunities. Because of the age of these studies, and the changes that have occurred within the DDA District in recent years, this component of the DDA Action Plan provides updated market data for Downtown Linden.

The market data included in this analysis was obtained from Esri, Inc. and includes a Retail MarketPlace Profile (2010), Retail Goods and Services Expenditures Profile (2011), and Tapestry Segmentation Area Profile (2011) for the Downtown Linden Primary Retail Trade Area. The limits of this retail trade area are shown on the Primary Retail Trade Area Map on the next page. Approximately 131 square miles in size, the trade area for used for this DDA Action Plan is the same as that which was used in the Linden Downtown Blueprint market study in 2005. The trade area includes most of the City of Fenton and large rural portions of southern Genesee County and northern Livingston County.

For reference, the Esri market profiles for the Linden Retail Trade Area are included in the Appendix.

## POPULATION AND INCOME CHARACTERISTICS

The City of Linden is a fast growing community. Between 2000 and 2010, the City's population grew at a rate of nearly 40 percent. As of the 2010 Census, the City's population stands at 3,991 residents. Similar to Linden, the adjoining communities and surrounding areas (southern Genesee County and northern Livingston County) have also experienced significant population growth in recent years.

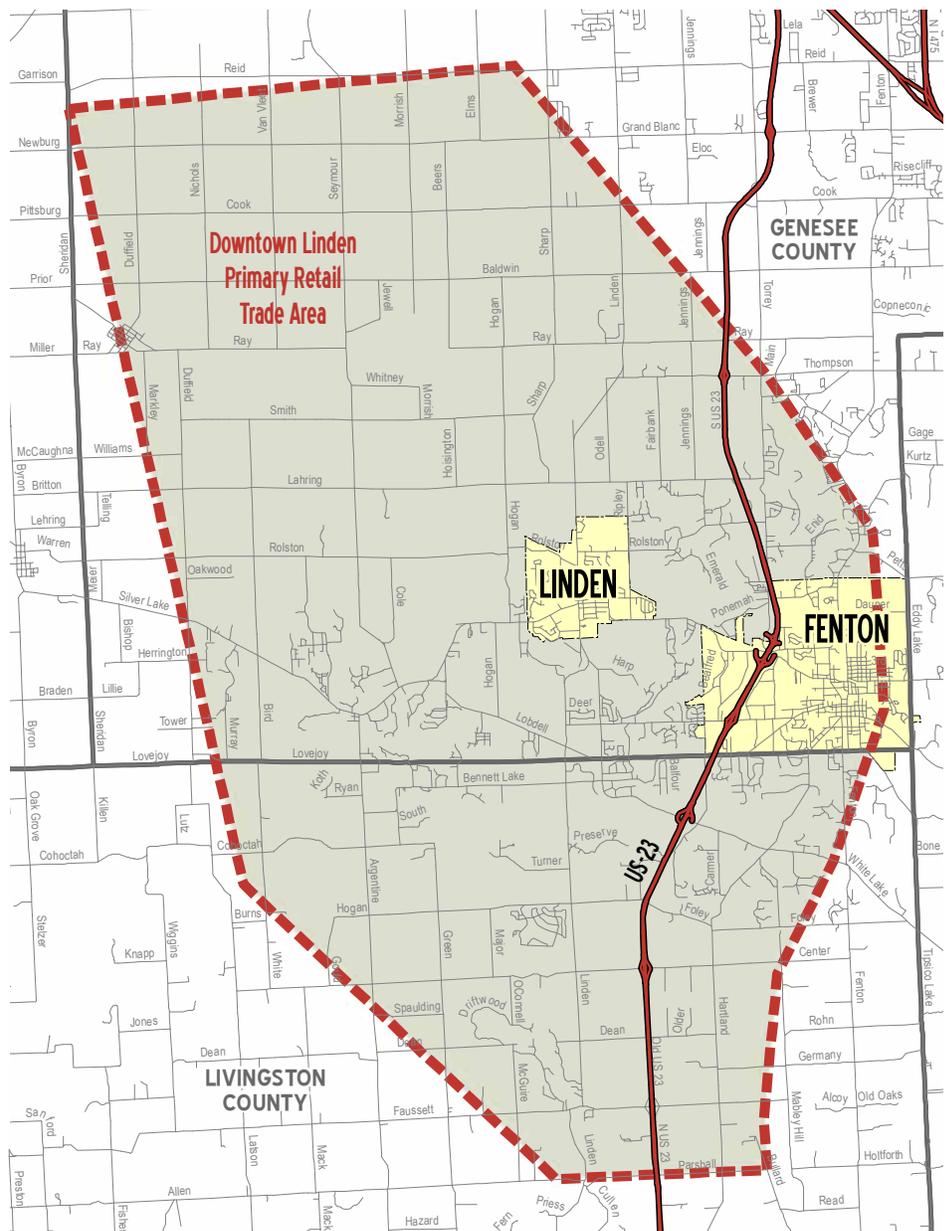
According to Esri, the 2010 population of the Linden Primary Retail Trade Area is 47,635 citizens. As of 2011, the population of the Primary Retail Trade Area is projected at 48,945 citizens, which represents a 2.8 percent growth from 2010. By 2016, Esri projects that the population of the trade area will continue to increase to 49,368 residents. This represents a 3.6 percent growth from the 2010 population and a 12.9 percent growth from the 2005 population of the trade area (see 2005 Linden Downtown Blueprint report).

The number of households in the Primary Retail Trade Area is also projected to grow in the short-term, increasing from 18,204 in 2010 to 18,904 in 2011 to 19,193 by 2016 (5.4 percent increase).

Median household incomes in the Primary Retail Trade Area are on the rise. As of 2010, the median household income was \$52,448. This has increased to \$56,908 in 2011 and will continue to increase to \$64,331 by 2011. This represents a 22.7 percent increase over the 6 year span. On the average, median household incomes in the trade area are higher than those found in the State. As of 2010, the median household income of the State of Michigan was \$45,413 (US Census American Community Survey 1-Year Estimates).

As of 2011, the median age of the Primary Retail Trade Area is 40.4 years. This median age is fairly high when compared to the State-wide median age of 38.9 years (2010 Census). Esri projects that the median age of the Primary Retail Trade Area will increase to 40.9 years by 2016.

In summary, the population of the City and the Linden Primary Retail Trade Area is increasing at a steady rate. Similarly, the number of households is on the rise. Median household incomes in the trade area are higher than State averages and are



**Primary Retail Trade Area Map**

continuing to increase. The age of the citizens in the trade area is somewhat higher than State averages and is projected to increase in the short-term.

## LIFESTYLE CHARACTERISTICS

Various commercial data services including Esri provide demographic analyses which identify certain lifestyle characteristics from traditional demographic data. These analyses go beyond income, age and employment and assess the lifestyle characteristics of populations and address subjects like housing type preferences, spending habits, leisure preferences and family associations. An understanding of the lifestyle characteristics of the local population helps to determine the type of businesses, recreational facilities, housing styles and other facilities and services that might be appropriate within the local area.

Esri's Tapestry Segmentation provides a portrait of the 65 Tapestry Segments (consumer markets) within the United States. The top 5 Tapestry Segments found within the Linden Primary Retail Trade Area, ranked by percentage of the population, are listed below:

- Green Acres - 24.6%
- Exurbanites - 10.9%
- Cozy and Comfortable - 10.4%
- Midlife Junction - 8.4%
- Sophisticated Squires - 7.3%

In total, these 5 tapestry segments make up more than 60 percent of the population in the retail trade area. Based on information provided by Esri, a summary description of each of these Tapestry Segments is provided below.

### Green Acres

- Many families are blue-collar baby boomers, many with children aged 6-17 years.
- The median age is 41 years.
- Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college.
- Residents are most commonly employed in the manufacturing, construction, health care, and retail trade industry sectors.
- A "little bit country," these residents live in pastoral settings of developing suburban fringe areas.
- These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation.
- Pet dogs or cats are considered part of the family.
- For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. Residents also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling.

### Exurbanites

- Residents prefer an affluent lifestyle in open spaces beyond the urban fringe.
- Half of the householders are aged between 45 and 64 years.
- Approximately half work in substantive professional or management positions.
- The median net worth is \$368,532, approximately four times the national figure.

## All Tapestry Segments

### Downtown Linden Primary Retail Trade Area

Name	Percent
Green Acres	24.6
Exurbanites	10.9
Cozy and Comfortable	10.4
Midlife Junction	8.4
Sophisticated Squires	7.3
Prosperous Empty Nesters	6.3
Midland Crowd	5.8
Old and Newcomers	4.8
Up and Coming Families	4.4
Aspiring Young Families	3.8
Suburban Splendor	3.3
Senior Sun Seekers	3.0
Boomburbs	2.0
Rustbelt Traditions	1.9
Milk and Cookies	1.4
In Style	1.1
Salt of the Earth	0.7
<b>TOTALS</b>	<b>100.1</b>

For a detailed description of each Tapestry Segment, visit: [www.esri.com/data/esri\\_data/tapestry](http://www.esri.com/data/esri_data/tapestry)

Source: Downtown Linden Primary Retail Trade Area Tapestry Segmentation Area Profile, 2011.

- Most live in single-family homes. The median home value is \$248,490.
- Residents consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track their investments online.
- To improve their properties, residents work on their homes, lawns, and gardens.
- They are very physically active; they lift weights, practice yoga, and jog to stay fit.
- They also go boating, hiking, and kayaking; play Frisbee; take photos; and go bird watching. When vacationing in the United States, they hike, downhill ski, play golf, attend live theater, and see the sights.
- They participate in civic activities, serve on committees of local organizations, address public meetings, and help with fund-raising.

### Cozy and Comfortable

- Cozy and Comfortable residents are middle-aged married couples who are comfortably settled in their single-family homes in older neighborhoods.
- The median age of 42.3 years is five years older than the US median of 37 years.
- Although the labor force is older, they are in no hurry to retire.
- Employed residents work in professional, managerial, and service occupations in a variety of industry sectors.
- Their median net worth is \$181,850.
- Many residents are still living in the homes in which they raised their children. Single-family structures make up 88 percent of the household inventory.
- Residents typically hold a second mortgage, a new car loan, a home equity line of credit, and a universal life insurance policy.
- Home improvement and remodeling projects are important to them. Although they will contract for some work, they attempt many projects, especially painting and lawn care.
- Depending on the season, they play golf or ice skate for exercise. They attend ice hockey games, watch science fiction movies on DVD, and take domestic vacations.
- They eat at family restaurants such as Bob Evans and Big Boy.

### Midlife Junction

- Households are a mix of family types and singles who live alone or share housing.
- Nearly half are married-couple families; 31 percent are singles.
- The median household income of \$48,161 is slightly below the US median.
- The median net worth is \$80,220.
- Sixty-five percent of residents own their homes, close to the US rate. Nearly two-thirds of the housing is single family; the remainder are primarily apartments in multiunit buildings.
- The median home value of \$131,464 is lower than the US median of \$157,913.
- To finance their retirement, they own certificates of deposit, savings bonds, and IRAs.
- On weekends, they eat fast food or go to family restaurants such as Big Boy or Perkins.
- They go fishing, take walks, work crossword puzzles, play board games, do wood-working, and read science fiction or romance novels.

### Sophisticated Squires

- Residents of enjoy cultured country life on the urban fringe.
- More than 40 percent of the households are married couples with children that range from toddlers to young adults.
- Occupations range from management to unskilled labor positions. Most work in white-collar jobs.
- Nearly 90 percent of the households earn wage or salary income; nearly half supplement their wages and salaries with interest, dividends, or rental income.
- The median net worth is \$287,727.
- Approximately 90 percent of the housing is single-family homes; the median home value is \$230,333.
- Do-it-yourselfers, these residents take on a variety of home improvement and remodeling projects.
- They go power boating, play board and word games, do woodworking projects, and attend football and baseball games.
- Adults also take photos, play golf, and ride their motorcycles. Children play games on the home personal computer and typically own a video game system.

### RETAIL POTENTIAL

Currently, within the Downtown Linden Primary Trade Area, the total estimated demand for retail products (retail trade and food & drink) is approximately \$540,000,000 per year. This is compared to a current estimated supply of \$360,000,000 from an estimated 314 businesses. This leaves a retail gap of more than \$180,000,000 in the trade area.

The current estimated retail demand, supply, and gap for the various industry groups is provided in the table on the following page. The fully detailed table with market data for industry sub-groups is provided in the Appendix.

As shown the table, Esri estimates that every industry group with the exception of “building materials, garden equipment & supply stores” has a retail demand that exceeds the current supply. The largest gaps in demand versus supply, as indicated by the highest leakage/surplus factors, include:

- Nonstore Retailers (mail-order, vending, etc.) - 85.3 leakage/surplus factor
- Clothing & Clothing Accessories Stores - 76.7
- Electronics & Appliance Stores - 58.8
- Furniture & Home Furnishings Stores - 52.1
- Health & Personal Care Stores - 37.4

**Retail Potential****Downtown Linden Primary Retail Trade Area**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	\$109,564,213	\$81,341,630	\$28,222,583	14.8	27
Furniture & Home Furnishings Stores	\$12,605,290	\$3,974,624	\$8,630,666	52.1	8
Electronics & Appliance Stores	\$13,944,880	\$3,613,994	\$10,330,886	58.8	12
Bldg. Materials, Garden Equip. & Supply Stores	\$19,258,310	\$21,795,025	\$2,536,715	6.2	25
Food & Beverage Stores	\$67,562,787	\$60,870,043	\$6,692,744	5.2	24
Health & Personal Care Stores	\$20,470,250	\$9,332,839	\$11,137,411	37.4	19
Gasoline Stations	\$71,978,398	\$48,515,996	\$23,462,402	19.5	15
Clothing & Clothing Accessories Stores	\$16,984,121	\$2,237,276	\$14,746,845	76.7	14
Sporting Goods, Hobby, Book & Music Stores	\$7,236,466	\$5,364,182	\$1,872,284	14.9	22
General Merchandise Stores	\$106,049,694	\$56,829,780	\$49,219,914	30.2	11
Miscellaneous Store Retailers	\$9,693,668	\$8,692,555	\$1,001,113	5.4	52
Nonstore Retailers	\$6,998,684	\$556,167	\$6,442,517	85.3	2
Food Services & Drinking Places	\$78,117,614	\$57,281,678	\$20,835,936	15.4	83

Source: Esri Retail MarketPlace Profile

**POTENTIAL ADDITIONAL RETAIL SPACE**

We estimate that the entire DDA District contains approximately 100,000 square feet of occupied retail space. This estimate is based on a combination of GIS building footprint calculations, field surveys, and usable floor area assumptions. However, within the central core of the DDA District, we estimate approximately 42,000 square feet of occupied retail space exists presently.

As a conservative estimate, it is assumed that retail businesses in the DDA new generate an average of approximately \$150 per year per square foot in retail sales (this figure was used in the Linden Downtown Blueprint report). Thus, with 100,000 square feet of occupied retail space, Downtown Linden should currently be generating approximately \$15,000,000 in retail sales per year. By dividing the DDA District's estimated annual retail sales (\$15 million) by the total estimated supply for retail products within the Primary Retail Trade Area (\$360 million), it can be concluded that the DDA District may currently be capturing approximately 4.2 percent of the current retail sales within the trade area. The remainder of the retail supply is being provided by other businesses within the primary trade area.

However, because of the above noted gap in the retail demand versus supply in the Primary Retail Trade Area (\$180 million), it is clear that Linden's DDA District has the potential to increase its retail sales. If the DDA District can capture 4.2 percent of the \$180 million retail gap, this amounts to an additional \$7,500,000 in retail sales. Using the \$150 per square foot figure, this would equate to approximately 50,000 square feet in additional occupied retail space in the DDA District.

## OFFICE POTENTIAL

As was concluded in the Linden Downtown Blueprint report, additional demand for office space is anticipated to continue within Linden's DDA District over the short-term. This conclusion is primarily drawn from the continued population growth within the City and surrounding region. Simply put, more offices which serve the personal needs of those who live in, or in proximity to, Downtown Linden will be needed. Additionally, as improvements and investments are made within Downtown Linden, such as the various enhancements outlined in this DDA Action Plan, an associated increase in demand for office space normally follows.

Currently, it is estimated that approximately 60,000 square feet of occupied office space is found in the DDA District. This includes commercial banks, governmental offices, libraries, funeral homes, fraternal organizations, medical and professional offices, and religious organizations. Therefore, based on the office demand factors described above, it is estimated that the DDA District can expand its current office space by an additional 10 to 20 percent, or approximately 6,000 to 12,000 square feet of space.

## RESIDENTIAL POTENTIAL

A nation-wide decline in the housing market over the past 5 years has resulted in lower housing values, high foreclosure rates, reduced housing sales and a generally unstable housing market. At the peak of the housing market decline, partially completed residential developments throughout the Nation were abandoned and remain half-finished to this day. However, signs of a housing recovery are beginning at the National, State and local level.

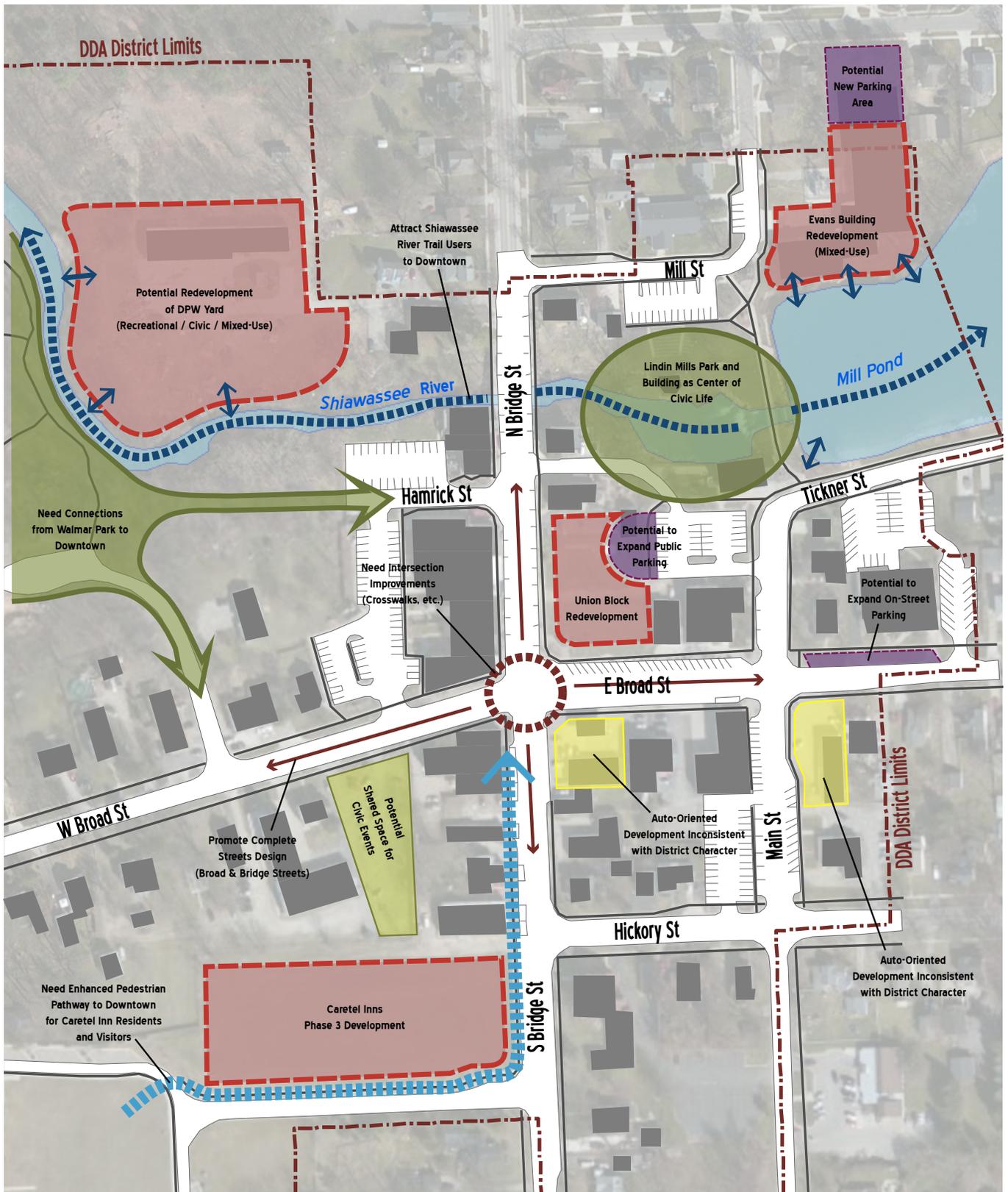
In spite of the recent housing market decline, because of Linden's small town charm and high quality of life, the potential to accommodate additional housing within the City of Linden and the DDA District over the long-term is strong. Continued population growth, along with new housing developments in the DDA District (Caretel Inns is currently in the process of expanding their facility with 40 new beds), demonstrate that Linden is a desirable place to live. Therefore, every effort should be made, consistent with the vision established in this DDA Action Plan, to introduce more quality housing, both market-rate and affordable, within and in proximity to Downtown Linden. In particular, the following housing types would be most appropriate within and near Downtown Linden:

- Apartments and loft-style condominiums above ground floor retail/office.
- Apartments, townhouses and other smaller units as part of larger mixed-use commercial developments.
- Multiple-family units, townhouse and limited single-family units at the edge of Downtown.
- Senior housing units and care facilities.

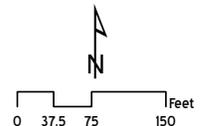
## OPPORTUNITIES AND CONSTRAINTS

The various opportunities and constraints within the central core of Downtown Linden are illustrated on graphic on the following page and summarized below. Of critical concern is facilitating the redevelopment of the former Union Block site in a manner that contributes to the vibrancy and uniqueness of Downtown and is consistent with district character. Thus, this project represents the most significant opportunity, as well as challenge, for the future of Downtown Linden. Other opportunities and constraints include, in no particular order:

- No connections are provided between the DDA and Walmar Park. An opportunity exists to provide pedestrian connections to the Downtown sidewalk system via Walmar Street or Hamrick Street.
- To facilitate connections between Downtown Linden and the Caretel Inns facility, an enhanced and accessible pedestrian route, with streetcape amenities and benches, should be provided.
- The Shiawassee River is a key Downtown asset. The DDA should capitalize on this asset by providing both visual and physical connections to the water. This could include the development of formal access sites, fishing docks, and other facilities. Additionally, with an increasing community of river recreational users, the DDA should make attempts to draw users into Downtown through marketing materials, signage, etc.
- In addition to the Union Block redevelopment, several additional redevelopment opportunities exist, including: the existing DPW Yard property; the Evans Building property; a new phase of development at Caretel Inns; and various infill commercial development sites.
- Various opportunities exist to expand parking within Downtown, including potential parking lots that could be constructed in conjunction with the redevelopment of the Union Block and the Evans Building.
- Intersection and safety improvements at the Broad and Bridge Street intersection are needed. These could include textured or raised crosswalks, crosswalk "refuge islands," and signalization improvements.
- Consistent with the City of Linden's recently adopted Complete Streets policy, the City and DDA should seek to incorporate complete streets design principles where opportunities arise. This would include improvements such as on-street bicycle lanes or sharrows and the installation of bike racks.
- Two, highly visible, automobile-oriented developments within the central core detract from the historic character of the District. Design treatments, such as screening walls should be provided to better integrate these properties into the DDA and mitigate their negative impacts.



- Building Footprints
- Sidewalks
- DDA District
- Streets and Public Parking
- Water Bodies



## Opportunities and Constraints



# APPENDIX

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# Retail MarketPlace Profile

Downtown Linden Primary Retail Trade Area  
Area: 131.09 Square Miles

## Summary Demographics

2010 Population	47,635
2010 Households	18,204
2010 Median Disposable Income	\$52,448
2010 Per Capita Income	\$30,790

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$540,464,373	\$360,405,791	\$180,058,582	20.0	314
Total Retail Trade	44-45	\$462,346,759	\$303,124,113	\$159,222,646	20.8	231
Total Food & Drink	722	\$78,117,614	\$57,281,678	\$20,835,936	15.4	83

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$109,564,213	\$81,341,630	\$28,222,582	14.8	27
Automobile Dealers	4411	\$92,086,000	\$68,569,050	\$23,516,949	14.6	7
Other Motor Vehicle Dealers	4412	\$8,907,444	\$9,176,962	\$-269,517	-1.5	9
Auto Parts, Accessories & Tire Stores	4413	\$8,570,769	\$3,595,618	\$4,975,150	40.9	10
Furniture & Home Furnishings Stores	442	\$12,605,290	\$3,974,624	\$8,630,665	52.1	8
Furniture Stores	4421	\$9,090,433	\$3,535,345	\$5,555,088	44.0	4
Home Furnishings Stores	4422	\$3,514,856	\$439,279	\$3,075,577	77.8	4
Electronics & Appliance Stores	4431	\$13,944,880	\$3,613,994	\$10,330,886	58.8	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,258,310	\$21,795,025	\$-2,536,715	-6.2	25
Bldg Material & Supplies Dealers	4441	\$17,481,693	\$21,050,924	\$-3,569,231	-9.3	21
Lawn & Garden Equip & Supply Stores	4442	\$1,776,616	\$744,101	\$1,032,515	41.0	4
Food & Beverage Stores	445	\$67,562,787	\$60,870,043	\$6,692,743	5.2	24
Grocery Stores	4451	\$60,293,618	\$50,864,578	\$9,429,040	8.5	14
Specialty Food Stores	4452	\$1,403,029	\$1,203,536	\$199,493	7.7	5
Beer, Wine & Liquor Stores	4453	\$5,866,139	\$8,801,929	\$-2,935,790	-20.0	5
Health & Personal Care Stores	446,4461	\$20,470,250	\$9,332,839	\$11,137,410	37.4	19
Gasoline Stations	447,4471	\$71,978,398	\$48,515,996	\$23,462,402	19.5	15
Clothing & Clothing Accessories Stores	448	\$16,984,121	\$2,237,276	\$14,746,845	76.7	14
Clothing Stores	4481	\$12,087,035	\$1,166,622	\$10,920,413	82.4	7
Shoe Stores	4482	\$2,166,260	\$342,891	\$1,823,370	72.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,730,826	\$727,763	\$2,003,063	57.9	5
Sporting Goods, Hobby, Book & Music Stores	451	\$7,236,466	\$5,364,182	\$1,872,284	14.9	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,332,226	\$4,636,893	\$-1,304,667	-16.4	20
Book, Periodical & Music Stores	4512	\$3,904,240	\$727,290	\$3,176,951	68.6	2
General Merchandise Stores	452	\$106,049,694	\$56,829,780	\$49,219,913	30.2	11
Department Stores Excluding Leased Depts.	4521	\$41,830,810	\$35,654,837	\$6,175,973	8.0	6
Other General Merchandise Stores	4529	\$64,218,884	\$21,174,943	\$43,043,940	50.4	5
Miscellaneous Store Retailers	453	\$9,693,668	\$8,692,555	\$1,001,113	5.4	52
Florists	4531	\$839,694	\$1,774,338	\$-934,644	-35.8	7
Office Supplies, Stationery & Gift Stores	4532	\$4,937,879	\$2,477,891	\$2,459,988	33.2	12
Used Merchandise Stores	4533	\$562,291	\$525,257	\$37,034	3.4	14
Other Miscellaneous Store Retailers	4539	\$3,353,804	\$3,915,069	\$-561,264	-7.7	19
Nonstore Retailers	454	\$6,998,684	\$556,167	\$6,442,516	85.3	2
Electronic Shopping & Mail-Order Houses	4541	\$1,839,338	\$0	\$1,839,338	100.0	0
Vending Machine Operators	4542	\$3,002,331	\$356,365	\$2,645,966	78.8	1
Direct Selling Establishments	4543	\$2,157,015	\$199,802	\$1,957,213	83.0	1
Food Services & Drinking Places	722	\$78,117,614	\$57,281,678	\$20,835,936	15.4	83
Full-Service Restaurants	7221	\$30,286,393	\$20,349,030	\$9,937,362	19.6	45
Limited-Service Eating Places	7222	\$40,454,976	\$33,448,473	\$7,006,503	9.5	30
Special Food Services	7223	\$4,978,213	\$2,804,943	\$2,173,271	27.9	4
Drinking Places - Alcoholic Beverages	7224	\$2,398,032	\$679,232	\$1,718,799	55.9	5

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

May 14, 2012

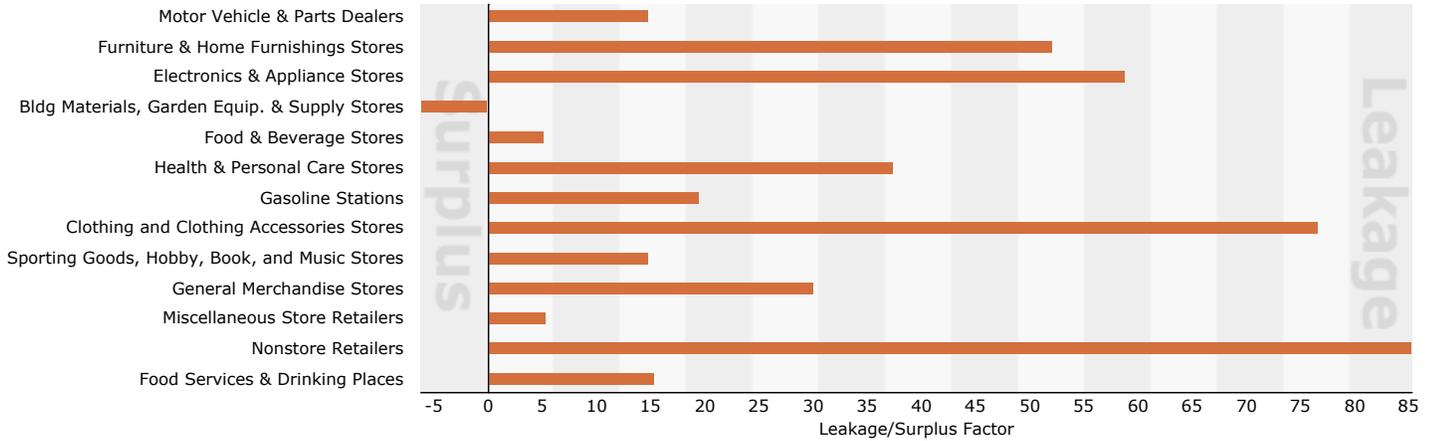
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# Retail MarketPlace Profile

Downtown Linden Primary Retail Trade Area  
 Area: 131.09 Square Miles

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

May 14, 2012



# Retail Goods and Services Expenditures

Downtown Linden Primary Retail Trade Area  
Area: 131.09 Square Miles

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Green Acres	24.6%	Population	48,945	49,368
Exurbanites	10.9%	Households	18,904	19,193
Cozy and Comfortable	10.4%	Families	13,559	13,635
Midlife Junction	8.4%	Median Age	40.4	40.9
Sophisticated Squires	7.3%	Median Household Income	\$56,908	\$64,331
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		73	\$1,690.64	\$31,959,078
Men's		69	\$306.34	\$5,790,827
Women's		66	\$530.96	\$10,036,933
Children's		77	\$298.55	\$5,643,680
Footwear		50	\$203.79	\$3,852,384
Watches & Jewelry		106	\$200.45	\$3,789,117
Apparel Products and Services (1)		166	\$150.56	\$2,846,139
<b>Computer</b>				
Computers and Hardware for Home Use		105	\$194.60	\$3,678,609
Software and Accessories for Home Use		106	\$29.30	\$553,900
<b>Entertainment &amp; Recreation</b>		109	\$3,400.06	\$64,273,130
Fees and Admissions		111	\$668.84	\$12,643,378
Membership Fees for Clubs (2)		112	\$178.57	\$3,375,582
Fees for Participant Sports, excl. Trips		112	\$115.99	\$2,192,589
Admission to Movie/Theatre/Opera/Ballet		107	\$156.78	\$2,963,697
Admission to Sporting Events, excl. Trips		115	\$66.25	\$1,252,319
Fees for Recreational Lessons		114	\$150.58	\$2,846,467
Dating Services		90	\$0.67	\$12,724
TV/Video/Audio		104	\$1,248.18	\$23,594,929
Community Antenna or Cable TV		104	\$724.55	\$13,696,487
Televisions		108	\$201.97	\$3,817,847
VCRs, Video Cameras, and DVD Players		103	\$20.31	\$383,915
Video Cassettes and DVDs		101	\$51.67	\$976,649
Video and Computer Game Hardware and Software		108	\$58.42	\$1,104,331
Satellite Dishes		107	\$1.31	\$24,698
Rental of Video Cassettes and DVDs		103	\$41.24	\$779,619
Streaming/Downloaded Video		106	\$1.44	\$27,279
Audio (3)		98	\$139.89	\$2,644,360
Rental and Repair of TV/Radio/Sound Equipment		100	\$7.39	\$139,743
Pets		133	\$553.57	\$10,464,440
Toys and Games (4)		105	\$148.60	\$2,809,041
Recreational Vehicles and Fees (5)		106	\$330.91	\$6,255,412
Sports/Recreation/Exercise Equipment (6)		85	\$149.98	\$2,835,132
Photo Equipment and Supplies (7)		108	\$108.83	\$2,057,232
Reading (8)		109	\$163.40	\$3,088,771
Catered Affairs (9)		116	\$27.76	\$524,795
<b>Food</b>		104	\$7,736.89	\$146,254,615
Food at Home		103	\$4,464.35	\$84,391,970
Bakery and Cereal Products		104	\$599.20	\$11,327,039
Meats, Poultry, Fish, and Eggs		102	\$1,028.49	\$19,442,146
Dairy Products		103	\$496.91	\$9,393,431
Fruits and Vegetables		103	\$780.57	\$14,755,514
Snacks and Other Food at Home (10)		103	\$1,559.17	\$29,473,839
Food Away from Home		105	\$3,272.54	\$61,862,645
Alcoholic Beverages		105	\$581.96	\$11,001,131
Nonalcoholic Beverages at Home		102	\$434.74	\$8,218,055

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 14, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Downtown Linden Primary Retail Trade Area  
 Area: 131.09 Square Miles

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	107	\$1,803.41	\$34,090,804
Vehicle Loans	105	\$5,005.18	\$94,615,688
<b>Health</b>			
Nonprescription Drugs	104	\$103.79	\$1,961,944
Prescription Drugs	107	\$518.16	\$9,795,031
Eyeglasses and Contact Lenses	111	\$82.75	\$1,564,339
<b>Home</b>			
Mortgage Payment and Basics (11)	115	\$10,462.07	\$197,770,261
Maintenance and Remodeling Services	116	\$2,237.99	\$42,305,962
Maintenance and Remodeling Materials (12)	111	\$399.78	\$7,557,217
Utilities, Fuel, and Public Services	105	\$4,626.54	\$87,457,911
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	107	\$137.61	\$2,601,284
Furniture	107	\$621.85	\$11,755,227
Floor Coverings	115	\$83.53	\$1,579,067
Major Appliances (14)	108	\$318.42	\$6,019,206
Housewares (15)	92	\$76.98	\$1,455,114
Small Appliances	106	\$33.65	\$636,017
Luggage	111	\$9.98	\$188,567
Telephones and Accessories	69	\$28.68	\$542,174
<b>Household Operations</b>			
Child Care	106	\$476.76	\$9,012,380
Lawn and Garden (16)	112	\$453.81	\$8,578,675
Moving/Storage/Freight Express	96	\$56.67	\$1,071,252
Housekeeping Supplies (17)	106	\$718.51	\$13,582,394
<b>Insurance</b>			
Owners and Renters Insurance	114	\$512.22	\$9,682,743
Vehicle Insurance	105	\$1,190.54	\$22,505,432
Life/Other Insurance	114	\$459.27	\$8,681,837
Health Insurance	108	\$2,017.74	\$38,142,465
Personal Care Products (18)	105	\$405.93	\$7,673,413
School Books and Supplies (19)	102	\$105.63	\$1,996,729
Smoking Products	98	\$405.40	\$7,663,465
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	106	\$4,497.57	\$85,020,062
Gasoline and Motor Oil	104	\$2,902.56	\$54,868,748
Vehicle Maintenance and Repairs	106	\$967.37	\$18,286,664
<b>Travel</b>			
Airline Fares	110	\$487.61	\$9,217,500
Lodging on Trips	112	\$472.51	\$8,932,096
Auto/Truck/Van Rental on Trips	112	\$40.10	\$758,033
Food and Drink on Trips	109	\$461.02	\$8,714,970

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Goods and Services Expenditures

Downtown Linden Primary Retail Trade Area

Area: 131.09 Square Miles

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 14, 2012

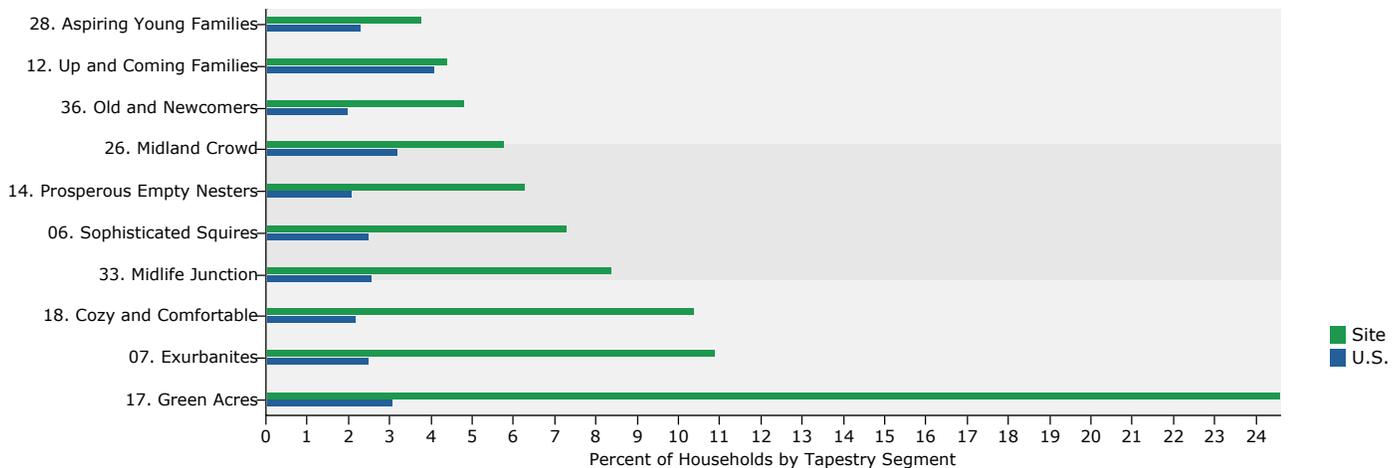


# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	17. Green Acres	24.6%	24.6%	3.1%	3.1%	794
2	07. Exurbanites	10.9%	35.5%	2.5%	5.6%	436
3	18. Cozy and Comfortable	10.4%	45.9%	2.2%	7.8%	473
4	33. Midlife Junction	8.4%	54.3%	2.6%	10.4%	323
5	06. Sophisticated Squires	7.3%	61.6%	2.5%	12.9%	292
<b>Subtotal</b>		<b>61.6%</b>		<b>12.9%</b>		
6	14. Prosperous Empty Nesters	6.3%	67.9%	2.1%	15.0%	300
7	26. Midland Crowd	5.8%	73.7%	3.2%	18.2%	181
8	36. Old and Newcomers	4.8%	78.5%	2.0%	20.2%	240
9	12. Up and Coming Families	4.4%	82.9%	4.1%	24.3%	107
10	28. Aspiring Young Families	3.8%	86.7%	2.3%	26.6%	165
<b>Subtotal</b>		<b>25.1%</b>		<b>13.7%</b>		
11	02. Suburban Splendor	3.3%	90.0%	1.7%	28.3%	194
12	49. Senior Sun Seekers	3.0%	93.0%	1.1%	29.4%	273
13	04. Boomburbs	2.0%	95.0%	2.4%	31.8%	83
14	32. Rustbelt Traditions	1.9%	96.9%	2.4%	34.2%	78
15	19. Milk and Cookies	1.4%	98.3%	2.2%	36.4%	64
<b>Subtotal</b>		<b>11.6%</b>		<b>9.8%</b>		
16	13. In Style	1.1%	99.4%	2.3%	38.7%	48
17	25. Salt of the Earth	0.7%	100.1%	2.7%	41.4%	26
<b>Subtotal</b>		<b>1.8%</b>		<b>5.0%</b>		
<b>Total</b>		<b>100.1%</b>		<b>41.4%</b>		<b>242</b>

Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

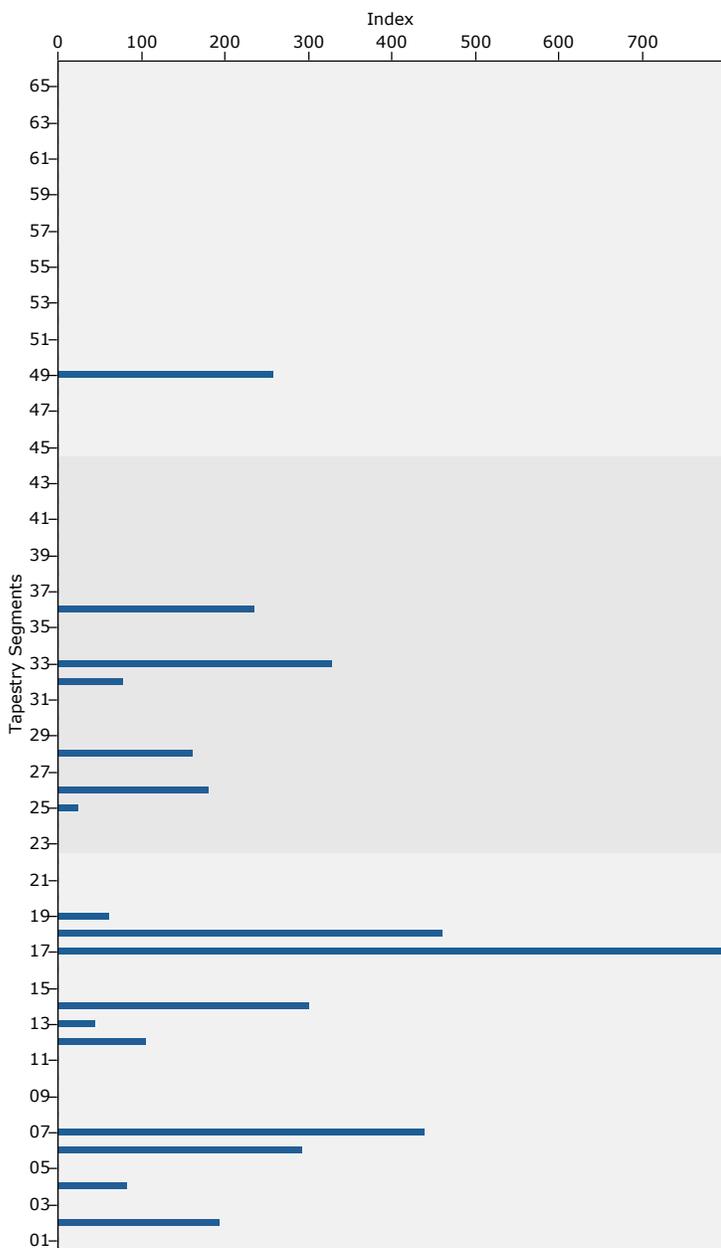
Source: Esri



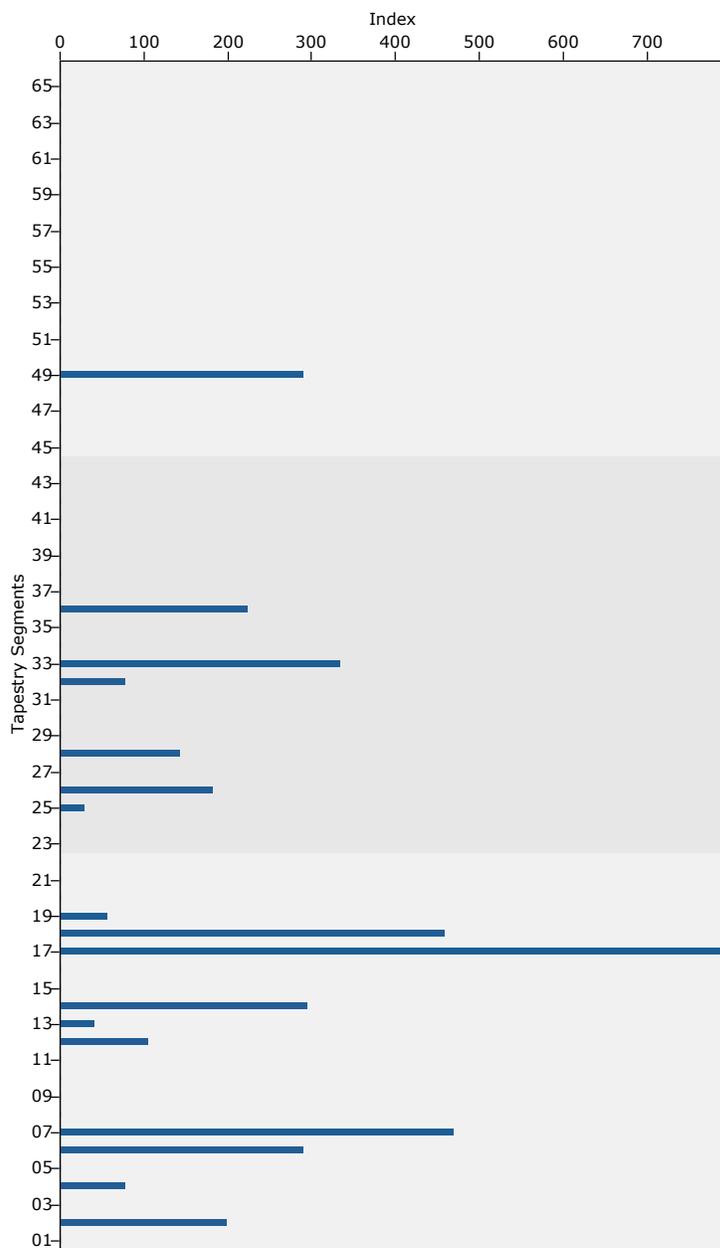
# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

### Tapestry Indexes by Households



### Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,902	100.0%		48,943	100.0%	
<b>L1. High Society</b>	<b>4,437</b>	<b>23.5%</b>	<b>187</b>	<b>12,468</b>	<b>25.5%</b>	<b>187</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	626	3.3%	196	1,848	3.8%	201
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	374	2.0%	84	1,066	2.2%	79
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,384	7.3%	295	3,920	8.0%	292
07 Exurbanites	2,053	10.9%	441	5,634	11.5%	471
<b>L2. Upscale Avenues</b>	<b>6,811</b>	<b>36.0%</b>	<b>272</b>	<b>17,759</b>	<b>36.3%</b>	<b>277</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	202	1.1%	46	446	0.9%	43
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	4,652	24.6%	798	12,358	25.3%	795
18 Cozy and Comfortable	1,957	10.4%	463	4,955	10.1%	460
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>906</b>	<b>4.8%</b>	<b>66</b>	<b>1,745</b>	<b>3.6%</b>	<b>65</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	906	4.8%	236	1,745	3.6%	225
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>1,756</b>	<b>9.3%</b>	<b>74</b>	<b>4,174</b>	<b>8.5%</b>	<b>80</b>
14 Prosperous Empty Nesters	1,193	6.3%	302	2,779	5.7%	297
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	563	3.0%	259	1,395	2.9%	292
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,902	100.0%		48,943	100.0%	
<b>L7. High Hopes</b>	<b>725</b>	<b>3.8%</b>	<b>95</b>	<b>1,631</b>	<b>3.3%</b>	<b>87</b>
28 Aspiring Young Families	725	3.8%	164	1,631	3.3%	145
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>1,085</b>	<b>5.7%</b>	<b>65</b>	<b>3,143</b>	<b>6.4%</b>	<b>62</b>
12 Up and Coming Families	827	4.4%	107	2,448	5.0%	107
19 Milk and Cookies	258	1.4%	62	695	1.4%	58
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>1,957</b>	<b>10.4%</b>	<b>128</b>	<b>4,655</b>	<b>9.5%</b>	<b>123</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	367	1.9%	80	909	1.9%	79
33 Midlife Junction	1,590	8.4%	330	3,746	7.7%	336
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>132</b>	<b>0.7%</b>	<b>7</b>	<b>383</b>	<b>0.8%</b>	<b>8</b>
25 Salt of the Earth	132	0.7%	26	383	0.8%	30
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>1,093</b>	<b>5.8%</b>	<b>67</b>	<b>2,985</b>	<b>6.1%</b>	<b>71</b>
26 Midland Crowd	1,093	5.8%	181	2,985	6.1%	184
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,902	100.0%		48,943	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>258</b>	<b>1.4%</b>	<b>11</b>	<b>695</b>	<b>1.4%</b>	<b>12</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	258	1.4%	62	695	1.4%	58
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>1,631</b>	<b>8.6%</b>	<b>78</b>	<b>3,376</b>	<b>6.9%</b>	<b>69</b>
28 Aspiring Young Families	725	3.8%	164	1,631	3.3%	145
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	906	4.8%	236	1,745	3.6%	225
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>741</b>	<b>3.9%</b>	<b>37</b>	<b>1,975</b>	<b>4.0%</b>	<b>36</b>
04 Boomburbs	374	2.0%	84	1,066	2.2%	79
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	367	1.9%	80	909	1.9%	79
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile

Downtown Linden  
Area: 131.09 Square Miles

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,902	100.0%		48,943	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>6,285</b>	<b>33.3%</b>	<b>206</b>	<b>17,075</b>	<b>34.9%</b>	<b>210</b>
02 Suburban Splendor	626	3.3%	196	1,848	3.8%	201
06 Sophisticated Squires	1,384	7.3%	295	3,920	8.0%	292
07 Exurbanites	2,053	10.9%	441	5,634	11.5%	471
12 Up and Coming Families	827	4.4%	107	2,448	5.0%	107
13 In Style	202	1.1%	46	446	0.9%	43
14 Prosperous Empty Nesters	1,193	6.3%	302	2,779	5.7%	297
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>3,547</b>	<b>18.8%</b>	<b>209</b>	<b>8,701</b>	<b>17.8%</b>	<b>213</b>
18 Cozy and Comfortable	1,957	10.4%	463	4,955	10.1%	460
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,590	8.4%	330	3,746	7.7%	336
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>563</b>	<b>3.0%</b>	<b>64</b>	<b>1,395</b>	<b>2.9%</b>	<b>65</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	563	3.0%	259	1,395	2.9%	292
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>5,877</b>	<b>31.1%</b>	<b>292</b>	<b>15,726</b>	<b>32.1%</b>	<b>303</b>
17 Green Acres	4,652	24.6%	798	12,358	25.3%	795
25 Salt of the Earth	132	0.7%	26	383	0.8%	30
26 Midland Crowd	1,093	5.8%	181	2,985	6.1%	184
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Florida • Indiana • Michigan • Nebraska  
North Carolina • Ohio • Pennsylvania  
Tennessee • Texas

555 South Saginaw Street  
Suite 201  
Flint, MI 48502  
810.235.2555  
[www.WadeTrim.com](http://www.WadeTrim.com)

