

# Harbor Study

Stakeholder Steering Committee Meeting | October 2, 2015



# Kick-Off | Site Analysis

September 24

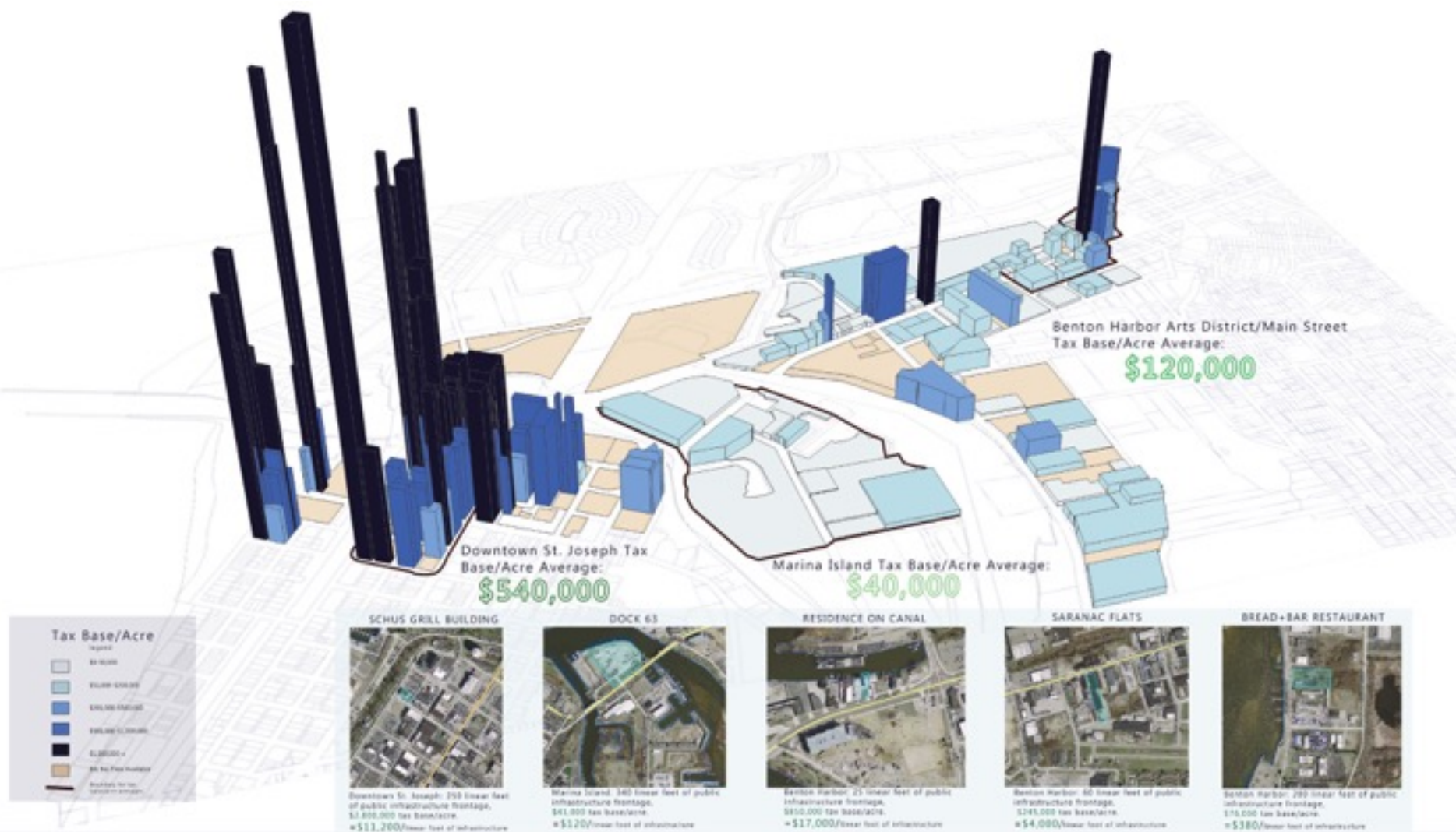




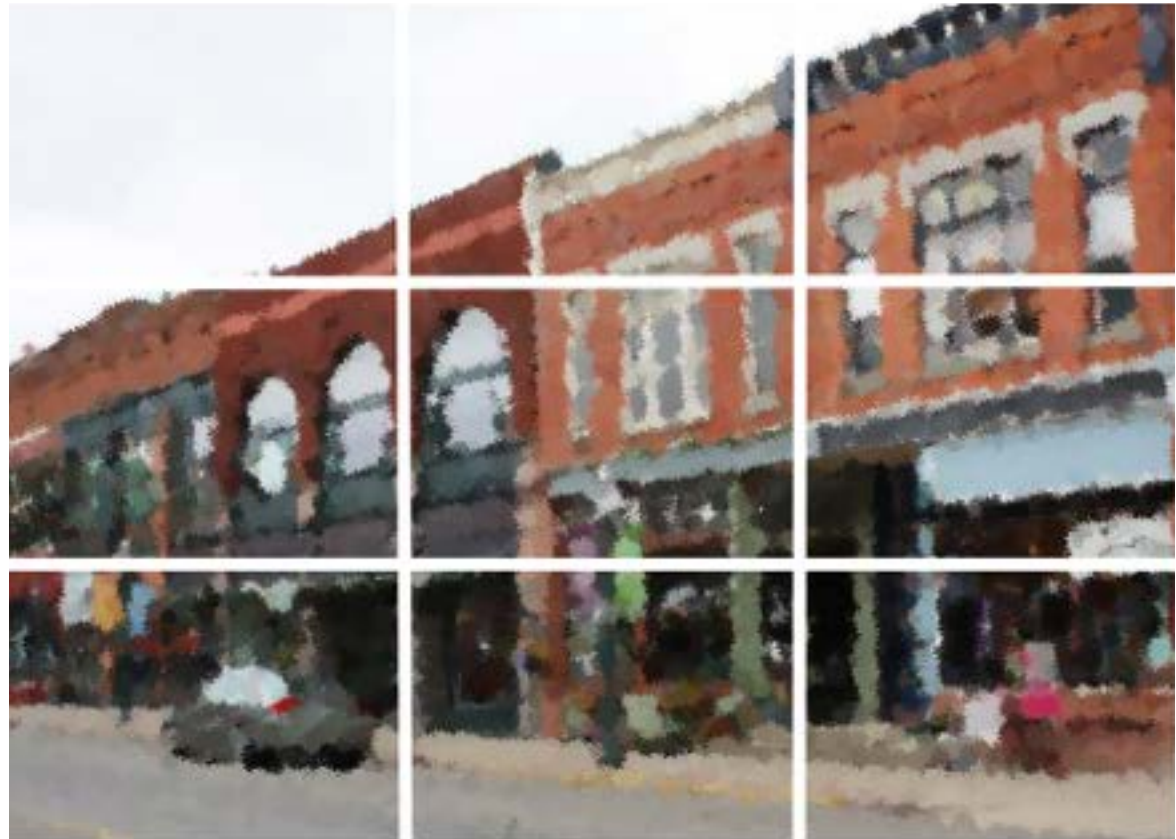


Mini-Charrette  
September 30-October 1





## Twin Cities Harbor Retail Market Analysis





# Retail Analysis 2015 Supportable Retail

66,500 (sf) - \$19.2 million in sales

*Limited Service Eating - 6,000 sf*



*Apparel & Shoes - 8,200 sf*



*General Merchandise Stores - 12,200 sf*



*Full Service Restaurants-7,800 sf*



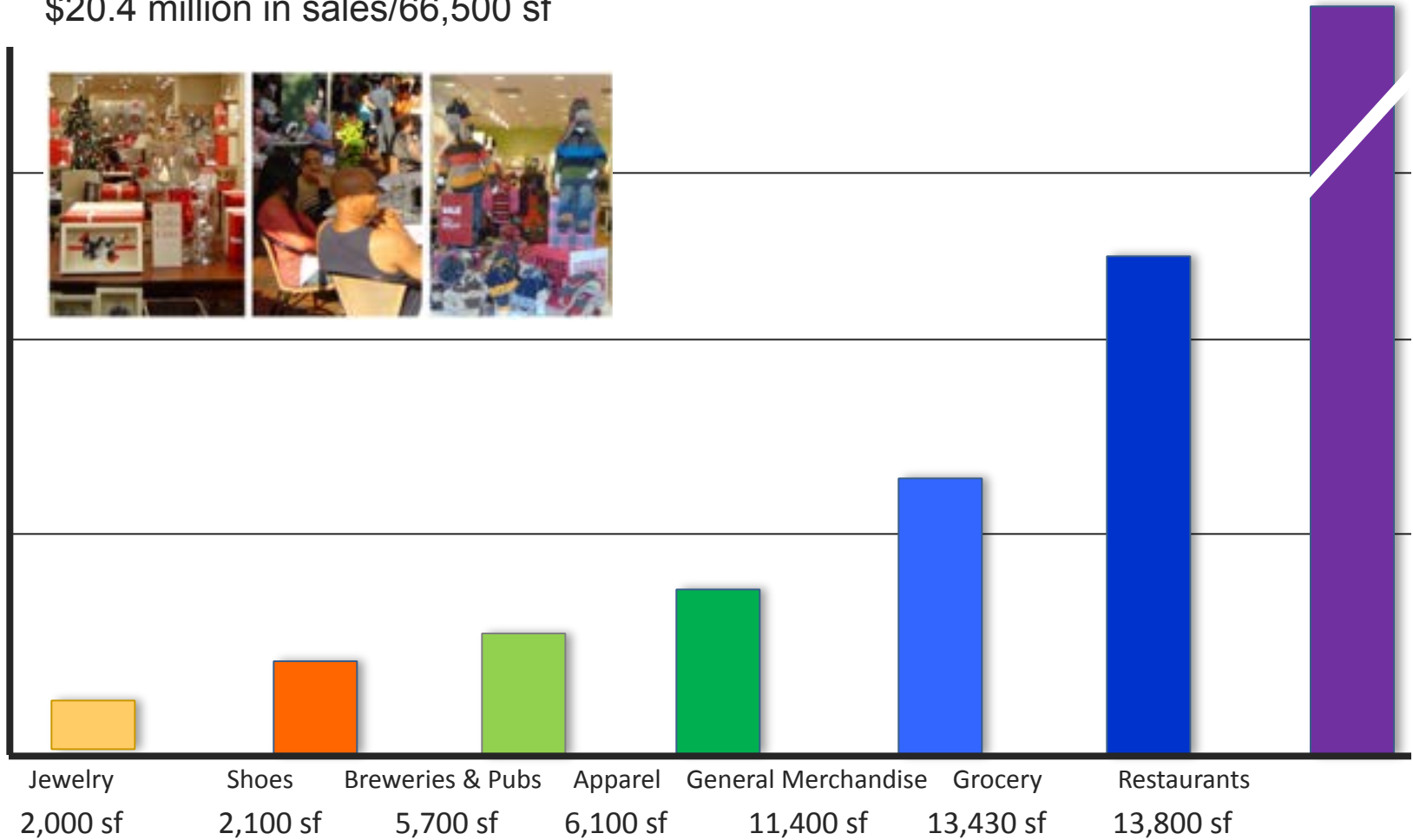
*Gifts - 1,000 sf*



*Grocery Stores - 14,200 sf*

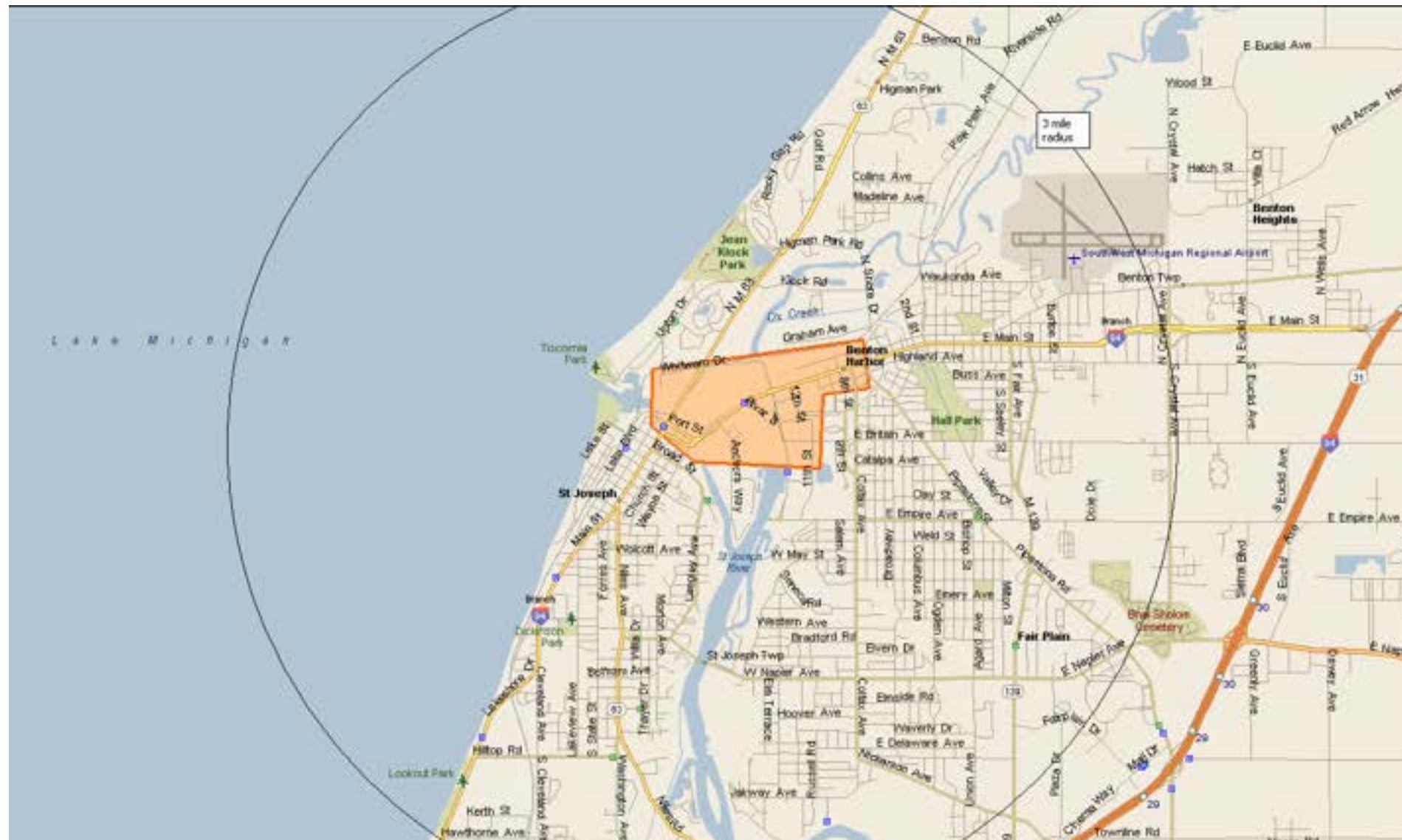
## Supportable Retail by 2020

\$20.4 million in sales/66,500 sf















[illegible]




## Trade Area Demographic Comparison

Demographic Characteristic	Primary Trade Area	Niles-Benton Harbor MSA	State of Michigan
2015 Population	85,500	155,600	9,870,800
2015 Households	34,900	63,100	3,902,600
2020 Population	85,100	155,200	9,944,000
2020 Households	34,800	63,000	3,902,600
2015-2020 Annual Population Growth Rate	-0.09%	-0.05%	0.15%
2015-2020 Annual HH Growth Rate	-0.05%	-0.01%	0.21%
2015 Average Household Income	\$61,300	\$59,100	\$66,500
2015 Median Household Income	\$43,000	\$43,000	\$49,400
2020 Average Household Income	\$71,200	\$68,500	\$76,300
2020 Median Household Income	\$51,800	\$51,400	\$56,700
% Households w. incomes \$75,000 or higher	29.3%	27.3%	31.5%
% Bachelor's Degree	16.3%	15.1%	16.7%
% Graduate or Professional Degree	10.3%	10.6%	10.8%
Average Household Size	2.4	2.4	2.47
Median Age	42.8	43.1	39.9

# Trade Area Tapestry Lifestyles

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Comfortable Empty Nesters (5A)	12.5%	12.5%	2.5%	2.5%	501
2	Modest Income Homes (12D)	9.2%	21.7%	1.4%	3.9%	679
3	Midlife Constants (5E)	9.0%	30.7%	2.5%	6.4%	353
4	Salt of the Earth (6B)	8.1%	38.8%	2.9%	9.3%	275
5	City Commons (11E)	7.1%	45.9%	0.9%	10.2%	789
	<b>Subtotal</b>	<b>45.9%</b>		<b>10.2%</b>		



**LifeMode Group: GenXurban**

## Comfortable Empty Nesters

**5A**

Households: 2,973,000  
 Average Household Size: 2.50  
 Median Age: 46.8  
 Median Household Income: \$68,000

**WHO ARE WE?**  
 Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefiting from years of prudent investing and saving. Their net worth is well above average (Index 363). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

**OUR NEIGHBORHOOD**

- Married couples, some with children, but most without (Index 149).
- Average household size slightly lower at 2.50.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 129).
- Households generally have one or two vehicles.

**SOCIOECONOMIC TRAITS**

- Education: 38% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 154) and retirement (Index 144).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



# Retail Analysis 2015 Supportable Retail

66,500 (sf) - \$19.2 million in sales

*Limited Service Eating - 6,000 sf*



*Apparel & Shoes - 8,200 sf*



*General Merchandise Stores - 12,200 sf*



*Full Service Restaurants-7,800 sf*



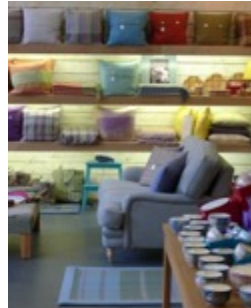
*Gifts - 1,000 sf*



*Grocery Stores - 14,200 sf*

## 2015 & 2020 Supportable Retailers

Retail Category	Estimated Supportable SF	2015 Sales/SF	2015 Estimated Retail Sales	2020 Sales/SF	2020 Estimated Retail Sales	No. of Stores
<b>Retailers</b>						
Apparel Stores	6,080	\$255	\$1,550,400	\$270	\$1,641,600	3 - 4
Beer, Wine & Liquor Stores	730	\$275	\$200,750	\$290	\$211,700	1
Book & Music Stores	680	\$215	\$146,200	\$230	\$156,400	1
Florists	620	\$195	\$120,900	\$205	\$127,100	1
Furniture Stores	970	\$225	\$218,250	\$240	\$232,800	1
General Merchandise Stores	11,360	\$295	\$3,351,200	\$315	\$3,578,400	3 - 4
Grocery Stores	13,430	\$305	\$4,096,150	\$325	\$4,364,750	1 - 2
Home Furnishings Stores	1,050	\$235	\$246,750	\$250	\$262,500	1
Jewelry Stores	2,000	\$315	\$630,000	\$335	\$670,000	1 - 2
Lawn & Garden Supply Stores	770	\$205	\$157,850	\$220	\$169,400	1
Miscellaneous Store Retailers	1,880	\$245	\$460,600	\$260	\$488,800	1 - 2
Office Supplies & Gift Stores	1,040	\$250	\$260,000	\$265	\$275,600	1
Shoe Stores	2,100	\$260	\$546,000	\$275	\$577,500	1 - 2
Sporting Goods & Hobby Stores	1,210	\$225	\$272,250	\$240	\$290,400	1
<b>Retailer Totals</b>	<b>43,920</b>	<b>\$250</b>	<b>\$12,257,300</b>	<b>\$266</b>	<b>\$13,046,950</b>	<b>18 - 24</b>



## 2015 & 2020 Supportable Restaurants

Retail Category	Estimated Supportable SF	2015 Sales/SF	2015 Estimated Retail Sales	2020 Sales/SF	2020 Estimated Retail Sales	No. of Stores
<b>Restaurants</b>						
Bars, Breweries & Pubs	5,730	\$300	\$1,719,000	\$320	\$1,833,600	2 - 3
Full-Service Restaurants	7,830	\$320	\$2,505,600	\$340	\$2,662,200	2 - 3
Limited-Service Eating Places	6,010	\$310	\$1,863,100	\$330	\$1,983,300	2 - 3
Special Food Services	2,990	\$295	\$882,050	\$315	\$941,850	2 - 3
<b>Restaurant Totals</b>	<b>22,560</b>	<b>\$306</b>	<b>\$6,969,750</b>	<b>\$326</b>	<b>\$7,420,950</b>	<b>7 - 11</b>







Southampton, NY







**Town Serving Merchants**  
***Seeking Your Support ...***



*Langan's Bistro*

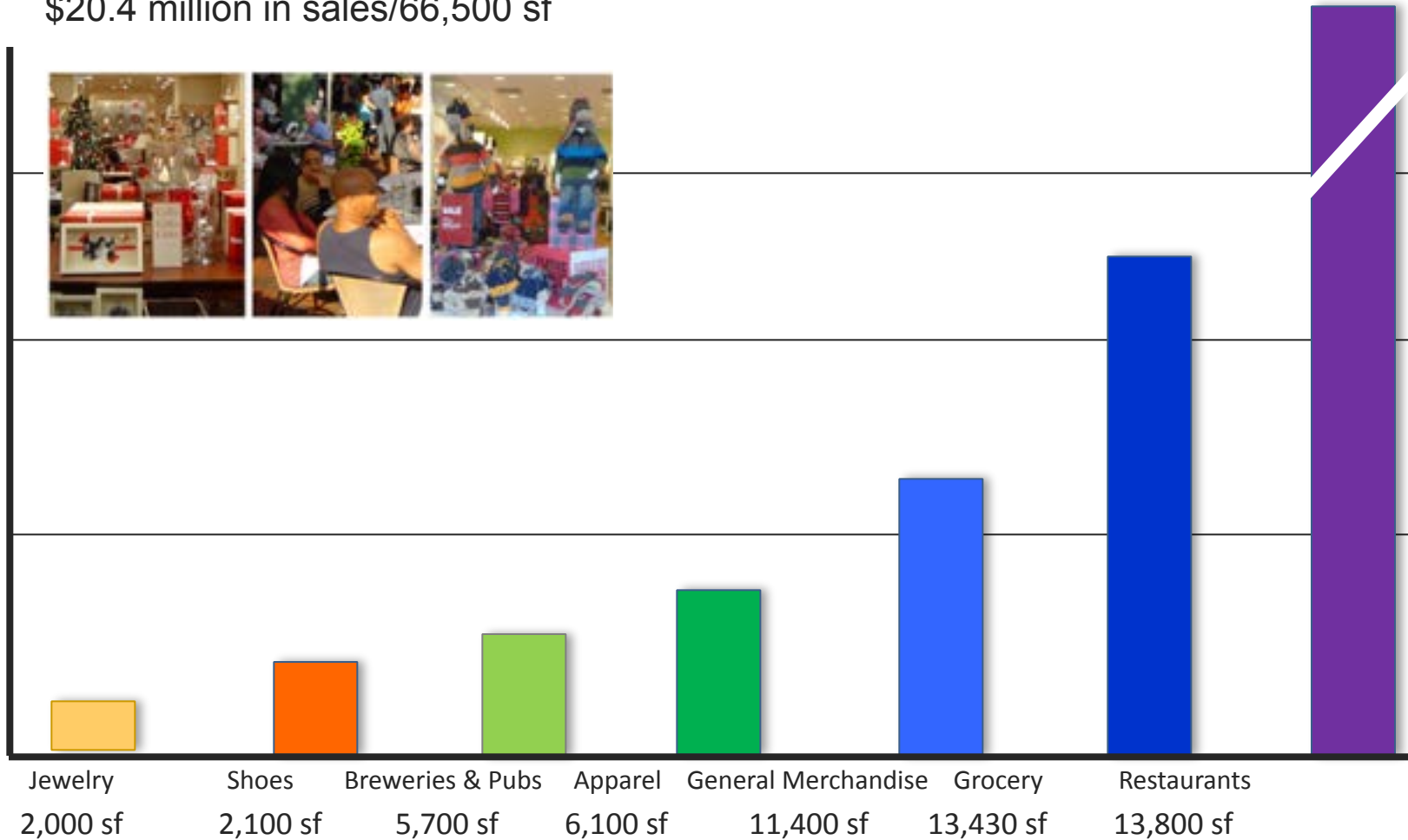
*25 Focus Fine Arts*

BENCHMARK  
COURT



## Supportable Retail by 2020

\$20.4 million in sales/66,500 sf





# The 'Starbucks effect': Higher home prices

By Katie Lobosco [KatieLobosco](#)



Starbucks brews up delivery, but not for free

Living near a Starbucks has its benefits for homeowners, whether you're a coffee drinker or not.

The value of homes within a quarter-mile of a Starbucks rise faster than those that aren't, according to real estate research group Zillow (Z).

Sponsored Link

With tens of thousands of Starbucks locations in the U.S., there's

## Social Surge - What's Trending



Dunkin' Donuts to close 100 stores



Tesla has delivered the first Model X SUVs



Chick-fil-A is coming to New York City

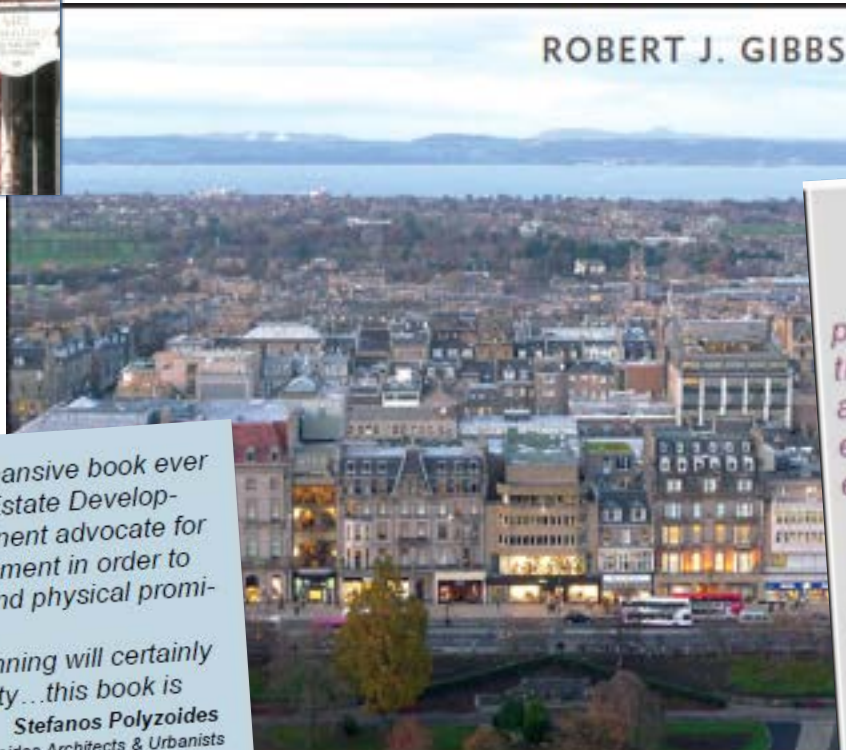
DALLAS



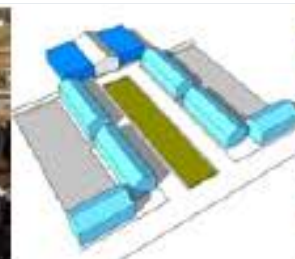








ROBERT J. GIBBS



"...the most comprehensive and expansive book ever written on the subject of Retail Real Estate Development. Gibbs is by far the most prominent advocate for reforming retail planning and development in order to return American cities to economic and physical prominence. ...

Gibbs' insights on urban retail planning will certainly improve the quality of your community...this book is essential reading..."

Stefanos Polyzoides  
Moule & Polyzoides Architects & Urbanists

"...Extraordinary: Gibbs has popped the hood and taken apart the engine of commercial design and development, showing us each individual part and explaining fit, form and function.

The first time that someone has seamlessly integrated the complex variables of modern retail into the place-making equation..."

Yaromir Steiner  
Founder, Chief Executive Officer  
Steiner + Associates

# PRINCIPLES OF URBAN RETAIL PLANNING AND DEVELOPMENT

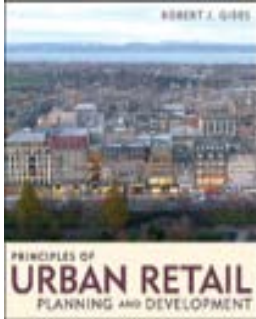






# Gibbs

Planning Group







# Benton Harbor

Residential, Retail, Restaurants

Midwest University



## Central Dock & Main Street



### LEGEND

- Restaurant : 15, 000 SF
- Retail: 42, 000 SF
- Residential: 30, 000 SF

## Art District







Main + Riverview  
Birdseye looking East Today





# Main + Riverview

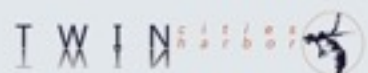
Birdseye Concept



Waterfronts

Urban Architecture

Food Shed



# Benton Harbor Mixed Use Inspiration





Central Dock  
Birdseye Today



Central Dock  
Birdseye Concept





# Saint Joseph River Watershed

Contributing to a Healthy Watershed

*"Minimum Measure Objective: Reduce the volume and improve the quality of storm water runoff by disconnecting impervious surfaces and installing and maintaining structural storm water controls."*

*– p. 18, EPA MEASURABLE GOALS GUIDANCE FOR PHASE II SMALL MS4s*



## Conventional Stormwater Management

Benton Harbor, Michigan





# Infiltration-based Stormwater Management

## Stormwater Concepts





# Best Management Practices + Value

## Stormwater Concepts





Foot Bridges



Water Taxis



Floating Bridges/Boardwalks



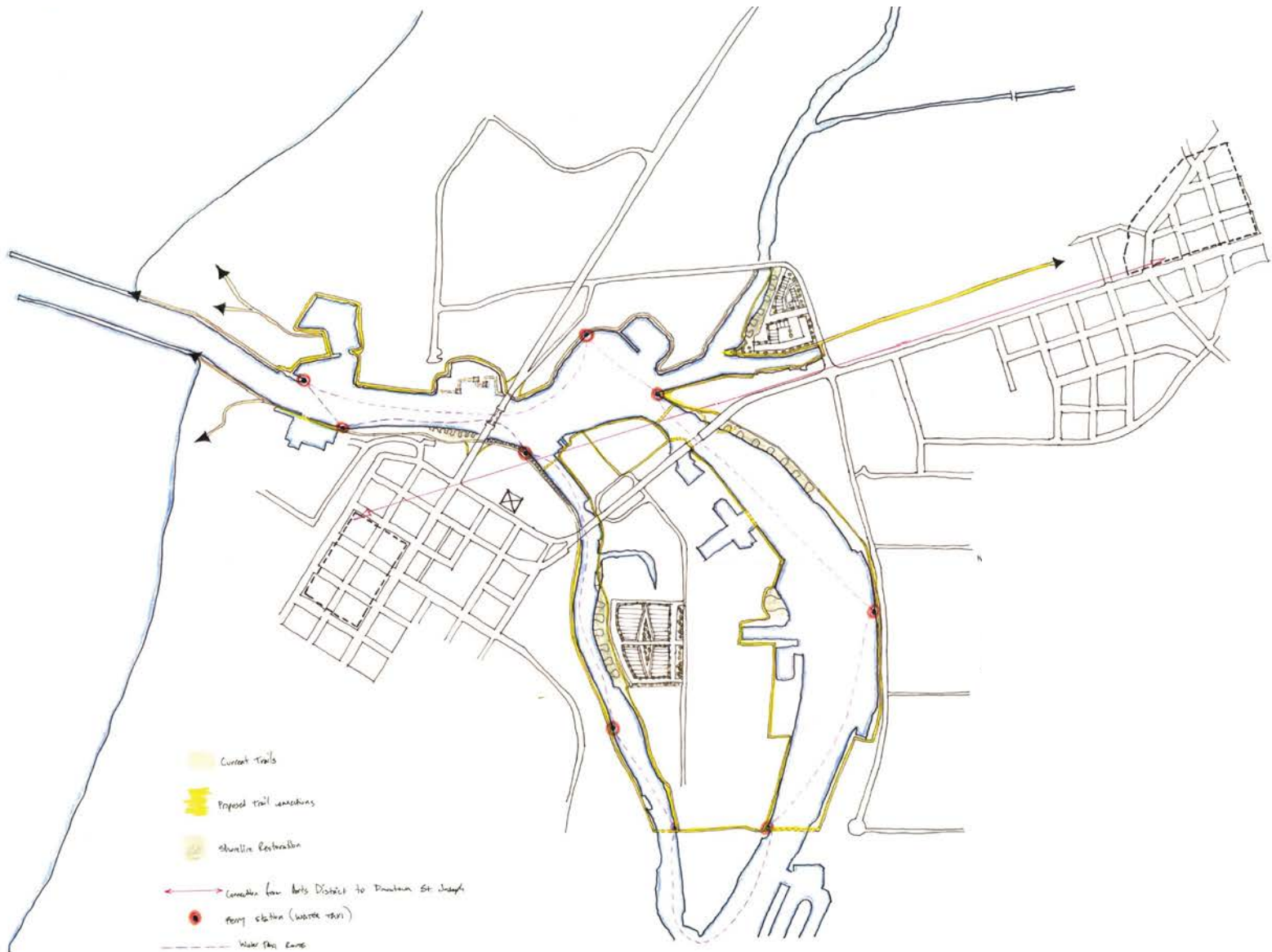
Hard Edge



Soft Edge





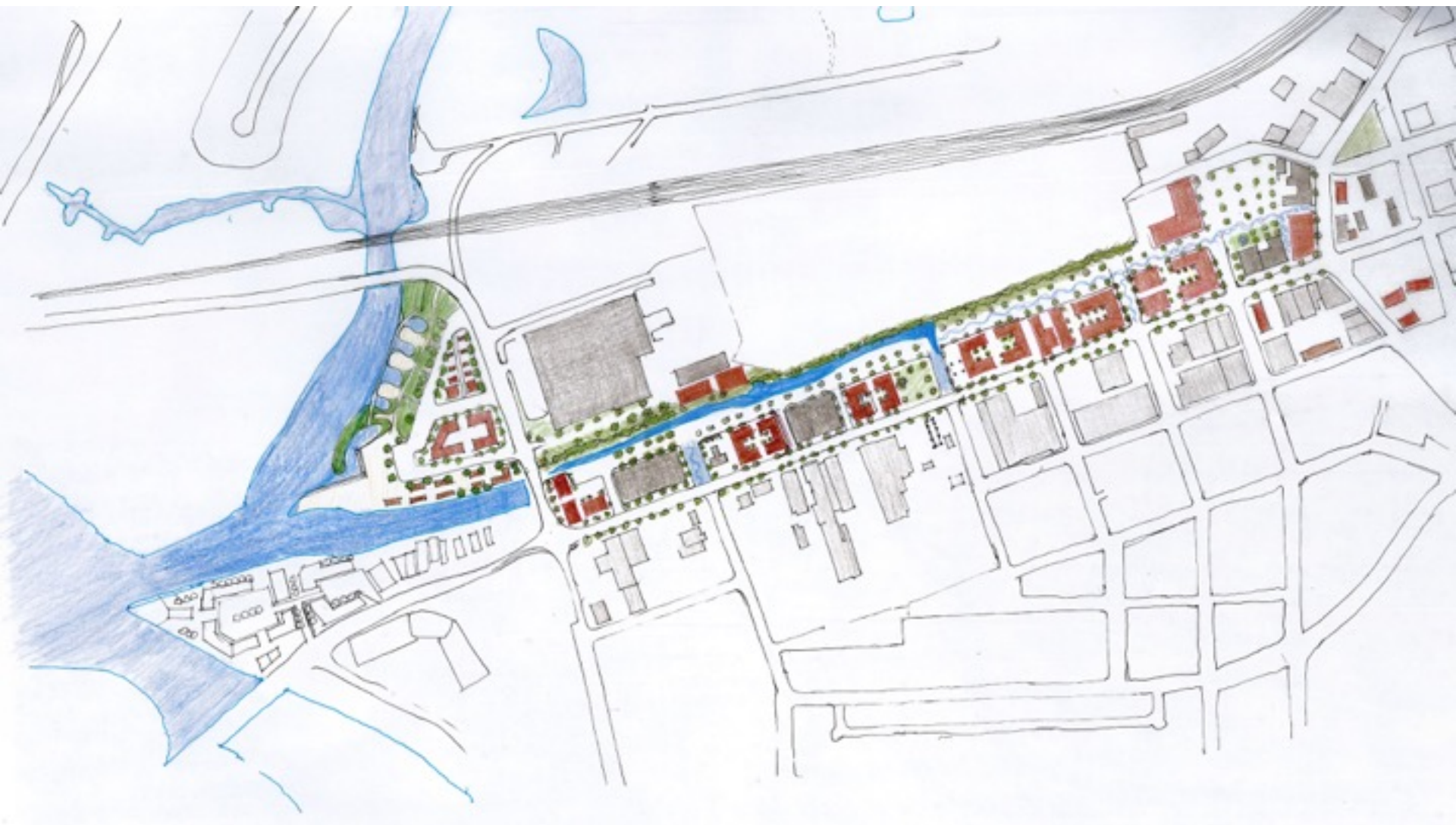






Benton Harbor Canal  
Today





Arts Canal Walk  
Concept Plan

# ARCHITECTURE



A juxtaposition in the order of current Benton Harbor urban Texture



Repurposing of older buildings



Create intimate alley space



Making use of undesignated vacant space



Innovative reuse of resources

# WATERFRONT



Encourage interaction of the public with the water



Close proximity and protection from the water



Harmony of soft edge and hard edge



Integrate boating to town life



Subtle placement of activity in soft edge



Reconcile the commercial port

# PUBLIC SPACE



Casual integrated water connecting the downtown and the waterfront



Create traffic through open space



Initially small scale commercial public realm



Encourage comfortable outdoor use



Permeable and pleasant parking



Parking Plaza



Urbanised Parking structure





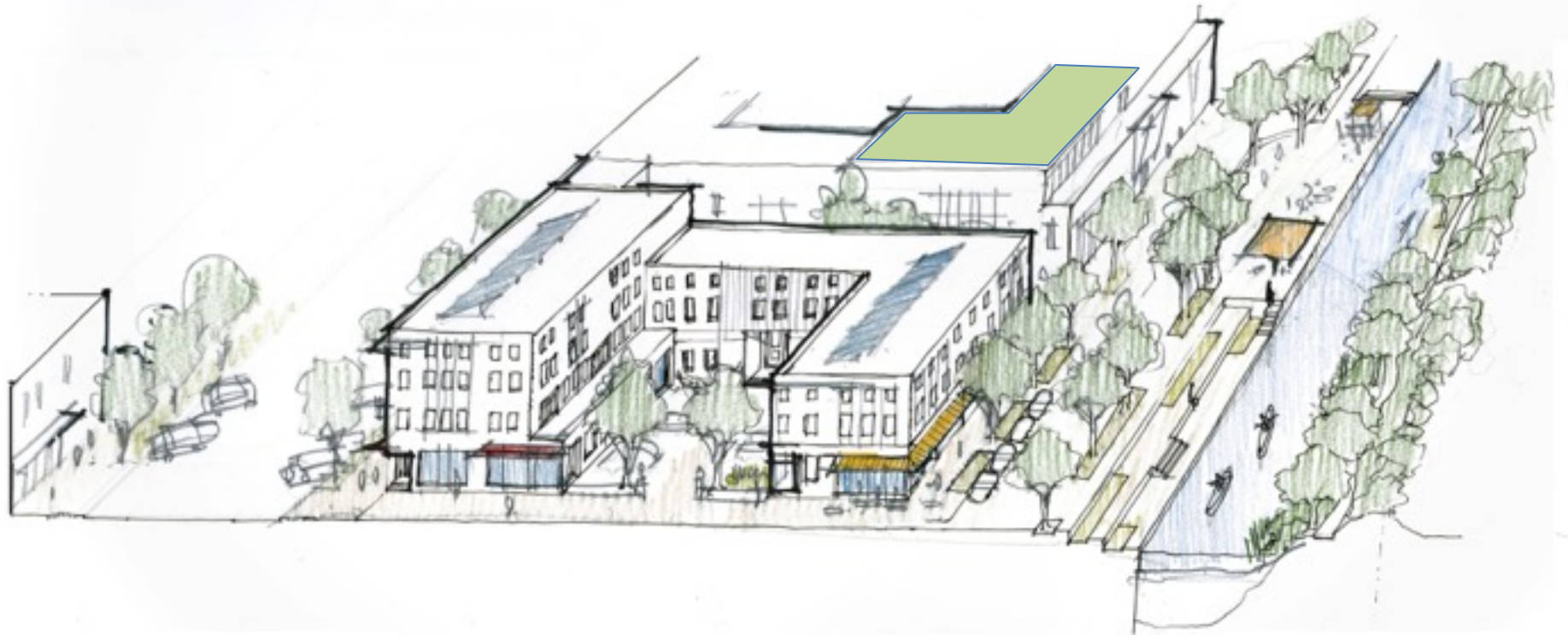
# Benton Harbor Canal


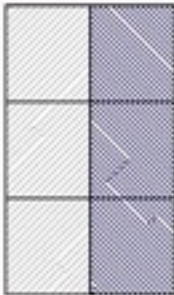

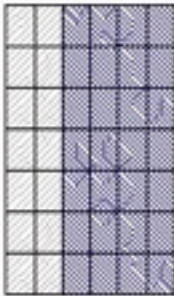
Looking West



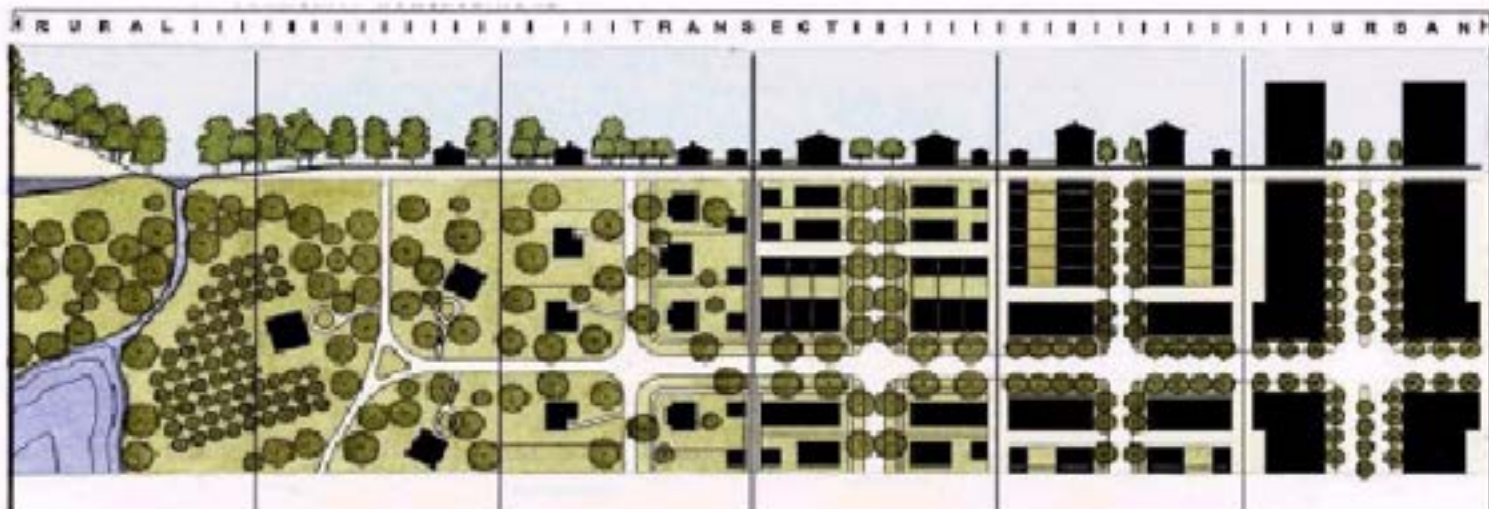
Arts Canal Walk  
Concept looking West





CSD	<div><div>Arterial</div><div>Collector</div><div>Local</div></div> <div></div>	<div>Rural Urban</div> <div></div>
TND	<div>Type 1</div> <div>↓</div> <div>Type 7</div> <div></div>	<div>Rural T1, T2Urban T3...T6</div> <div>Type 1</div> <div>↓</div> <div>Type 7</div> <div></div>





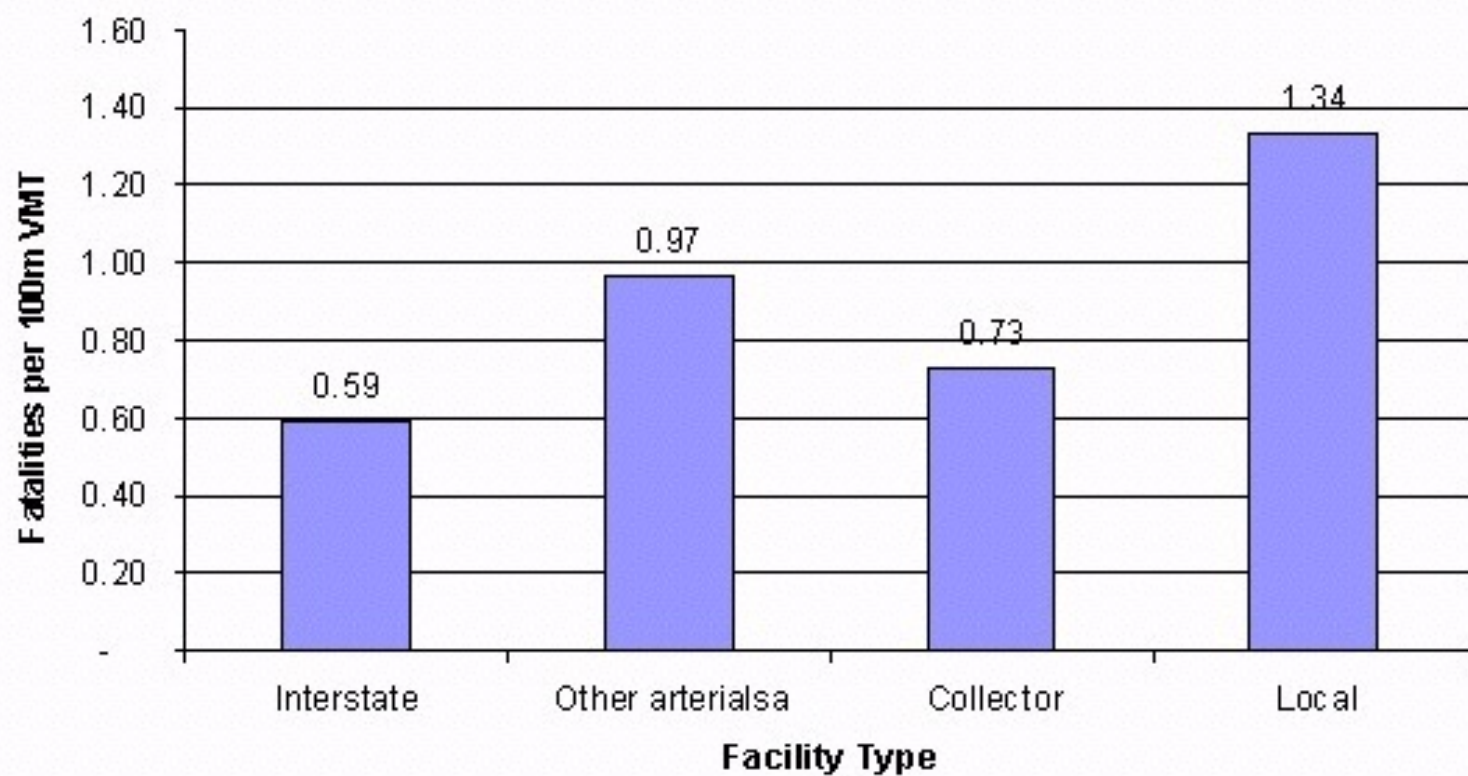
Facility Type	T1 Rural Preserve	T2 Rural Reserve	T3 Sub-Urban	T4 General Urban	T5 Urban Center	T6 Urban Core	D Special District
Interstate Highway							
Parkway							
Boulevard							
Avenue							
Main Street							
Street							
Yield Street							
Couplet							
Road							
Lane							
Alley							

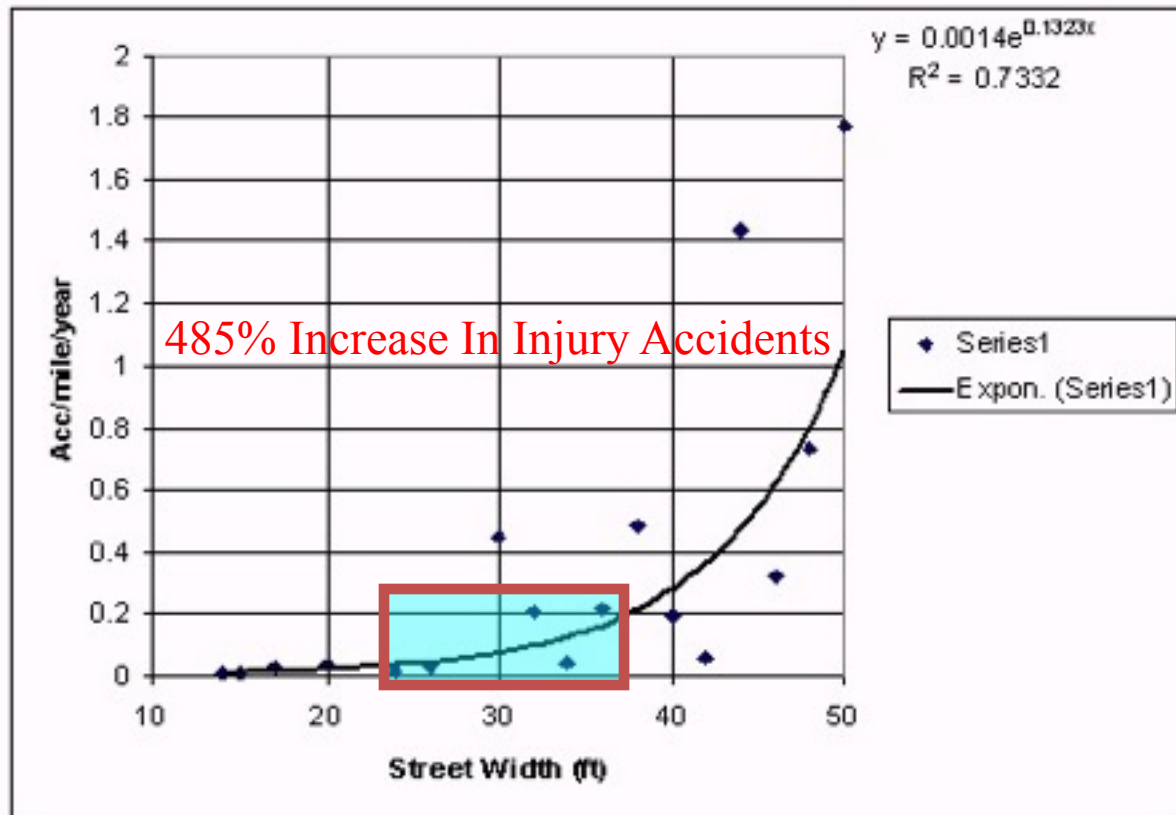
## COMPARISON OF MAXIMUM PASSBY NOISE ESTIMATES

SPEED, MPH	PEAK PASSBY dBA AT A DISTANCE OF 50 FEET							
	FHWA TRAFFIC NOISE PREDICTION MODEL					HEAVY CONSTRUCTION EQUIPMENT, DOZERS, TRUCKS	ESTIMATE FOR STYKER LAV	CERL DATA, BRADLEY FIGHTING VEHICLE
	AUTOS, PICKUPS, SUVs	2-AXLE HMMWV, LMTV	3-AXLE TRUCK: MTV	4-AXLE TRUCK: HEMTT	5+ AXLE TRUCK: HET, PLS			
12	47.0	62.8	75.5	76.9	76.9	85.0	83.0	88.8
15	50.7	65.3	77.0	78.2	78.2	85.0	84.0	
20	55.6	68.5	79.0	80.0	80.0	85.0	85.0	
25	59.4	71.0	80.5	81.3	81.3	85.0	86.0	89.3
30	62.4	73.0	81.8	82.4	82.8	85.0	87.0	
35	65.0	74.7	82.9	83.3	84.1	85.0	88.0	93.7
40	67.3	76.2	83.8	84.1	85.2	85.0	89.0	
45	69.3	77.5	84.6	84.8	86.1	85.0	90.0	
50	71.0	78.7	85.3	85.4	87.0	85.0	91.0	
55	72.6	79.7	86.0	86.0	87.8	85.0	92.0	
60	74.1	80.7	86.6	86.5	88.5	85.0		
65	75.5	81.6	87.1	87.0	89.2	85.0		
70	76.7	82.4	87.6	87.4	89.8	85.0		
75	77.9	83.2	88.1	87.8	90.3	85.0		



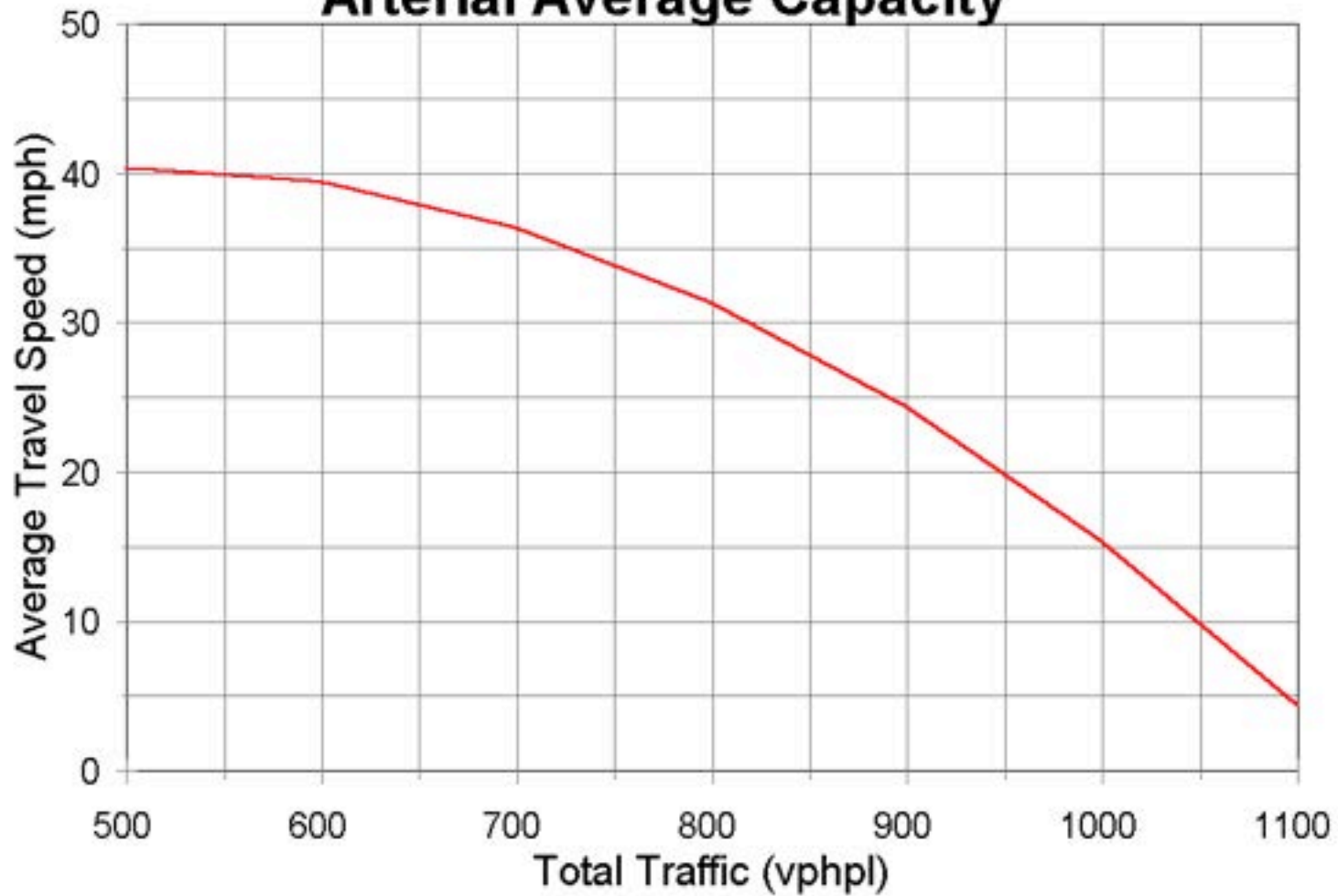
**Fatalities per Facility Type and VMT (2001 data)**

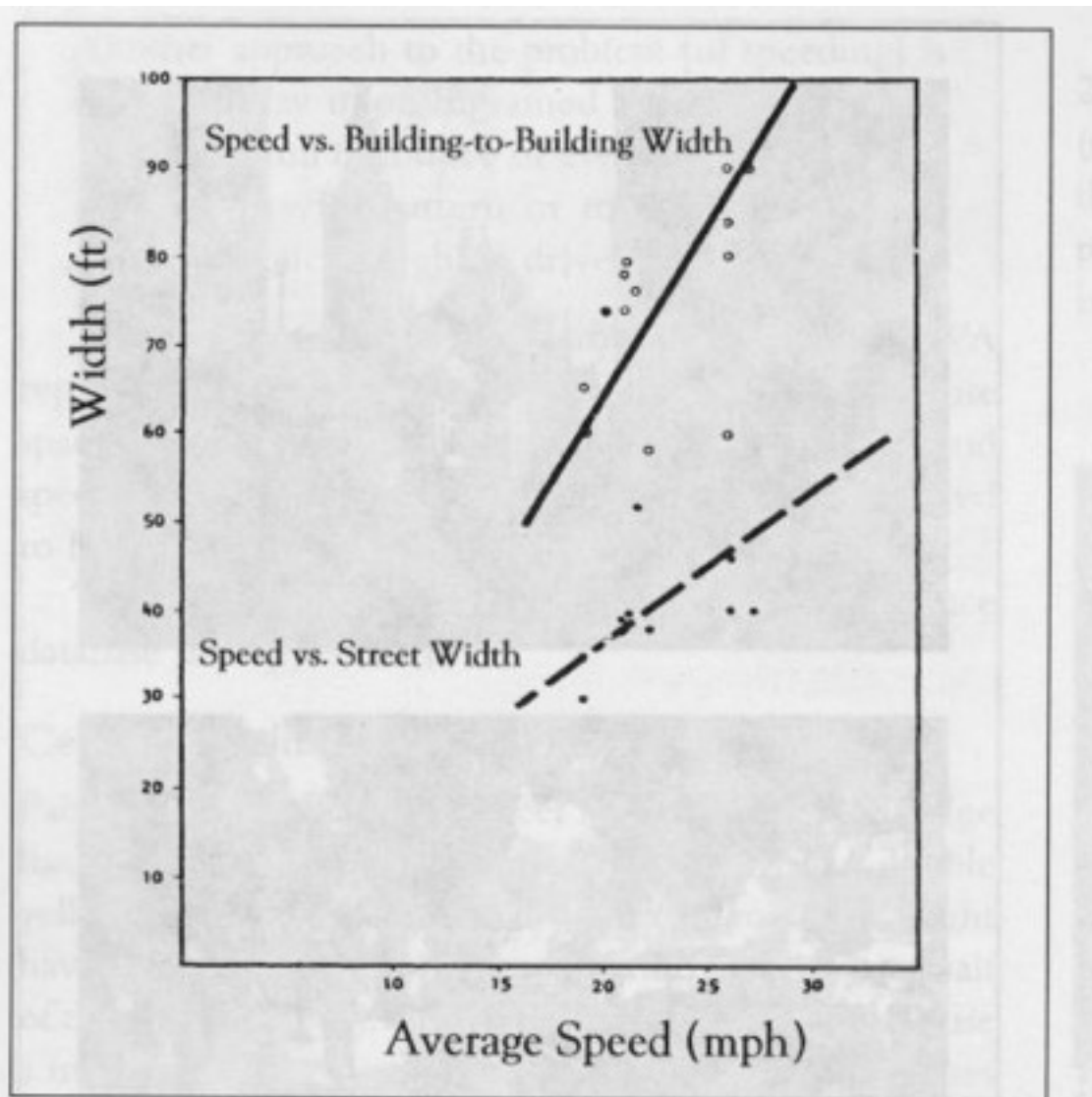






## Arterial Average Capacity



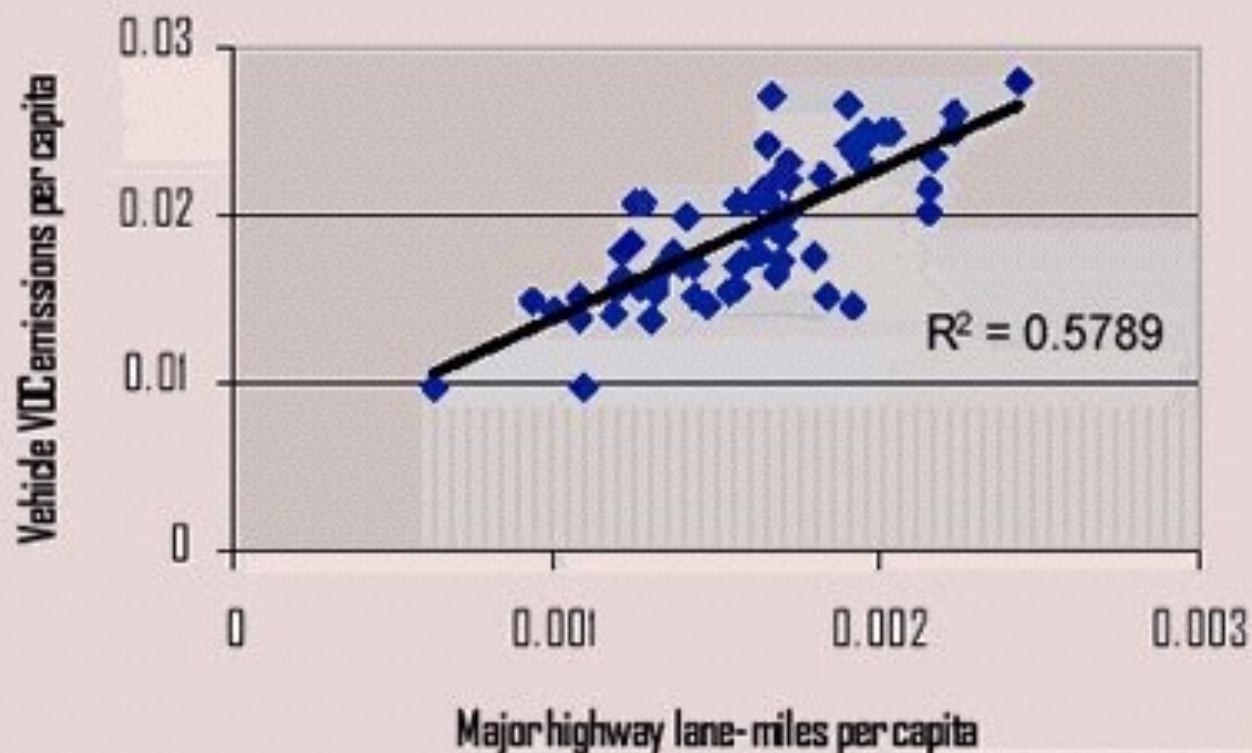


**Figure 5.51. Speed versus Pavement Width and Pavement Width Plus Setbacks.**

Source: D.T. Smith and D. Appleyard, *Improving the Residential Street Environment—Final Report*, Federal Highway Administration, Washington, DC, 1981, p. 127.

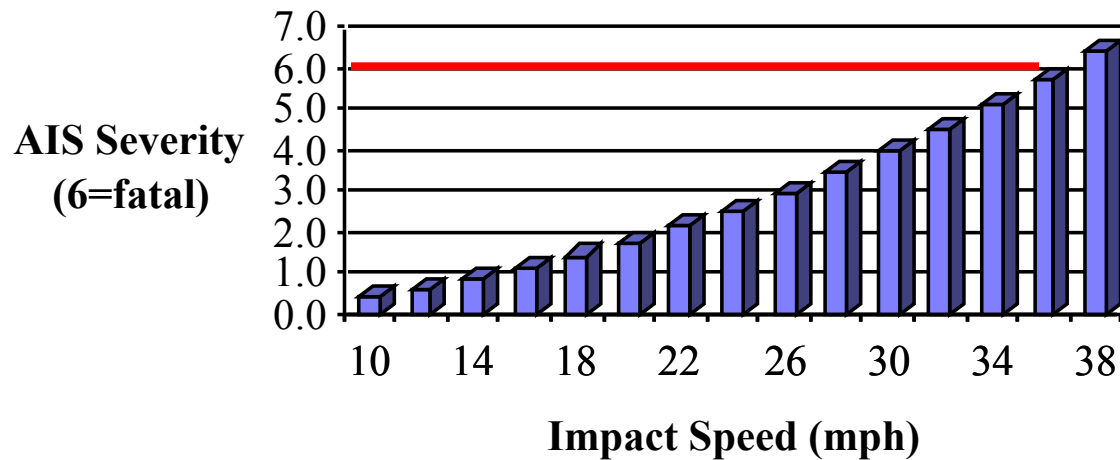


**ES-2. VOC Emissions Per Capita Versus Major  
Highway Lane-Miles Per Capita, 1999: Metro  
Areas > 1 Million People**



# Safety

## Impact Speed vs. Pedestrian Injury (impact only)

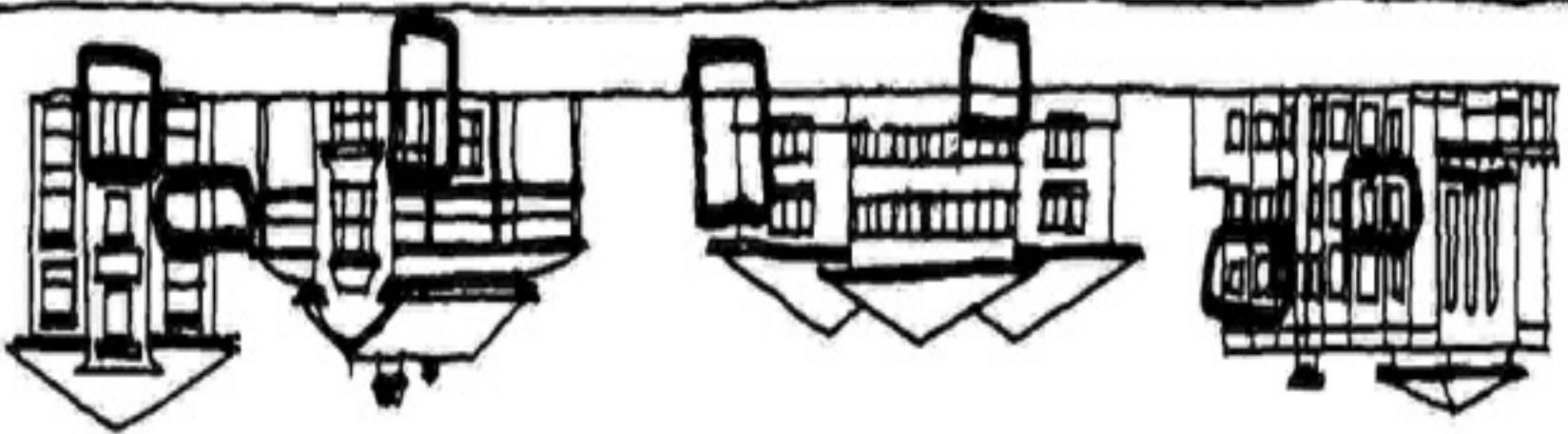
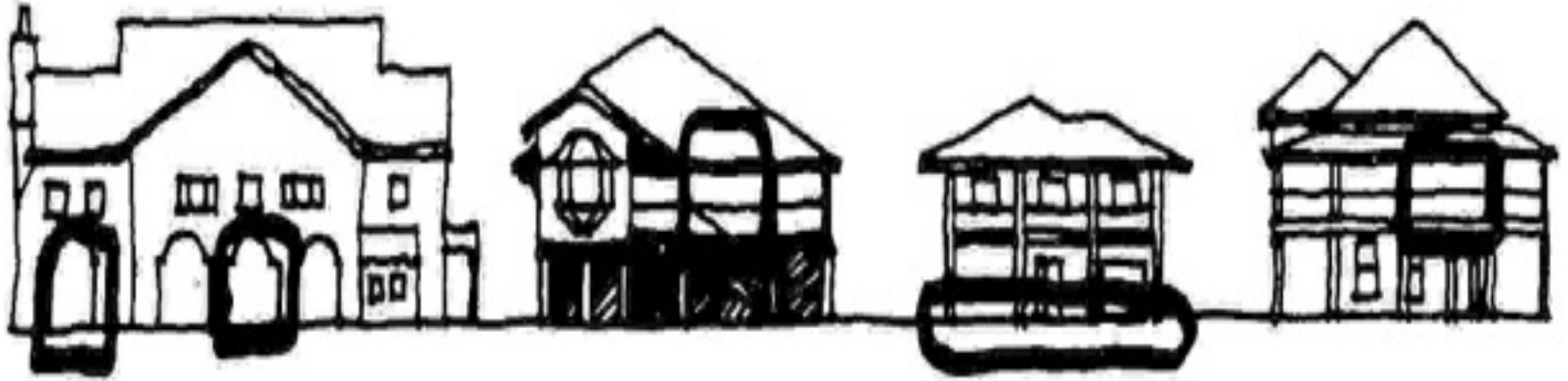




# Home Territory - Light traffic

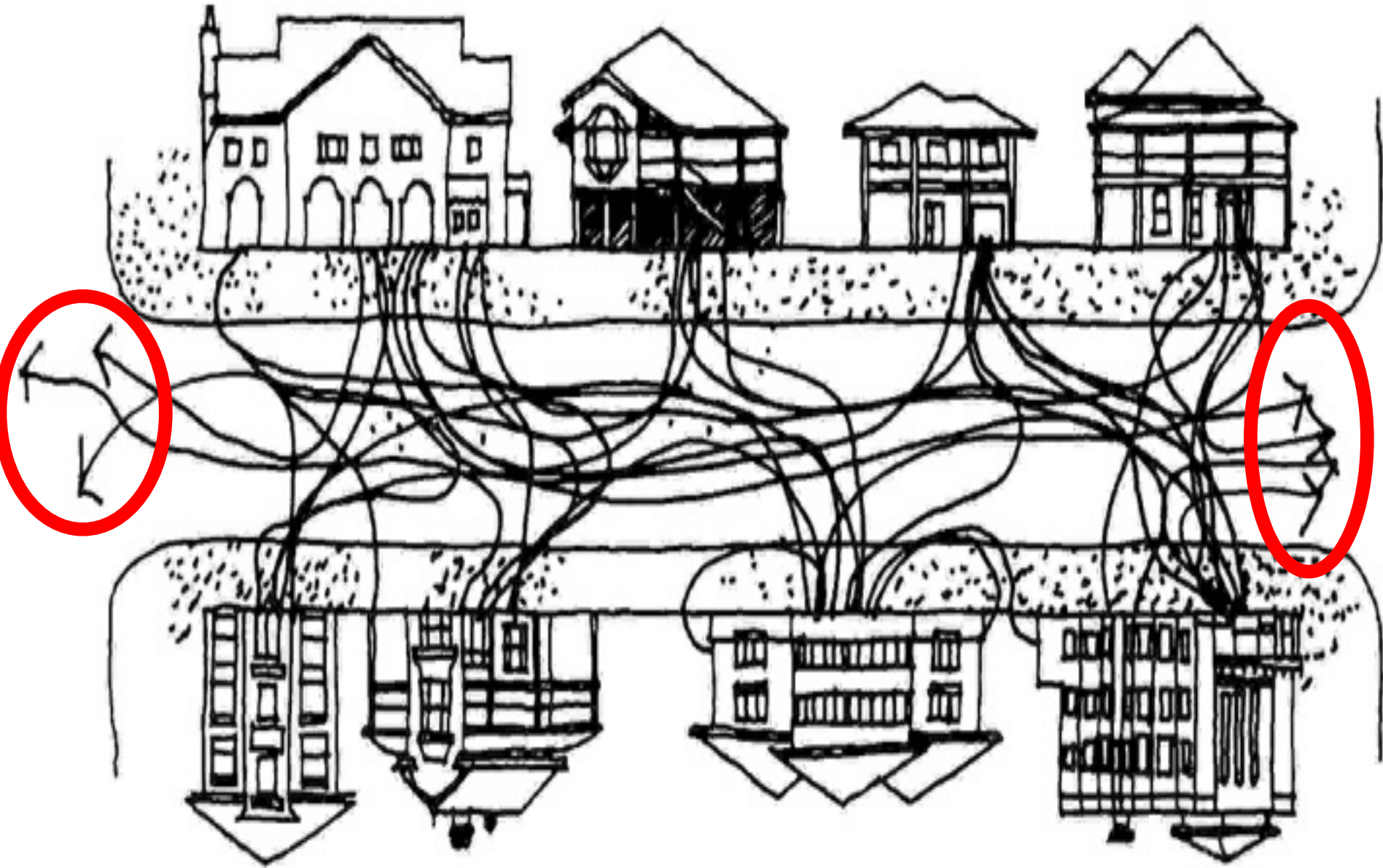


# Home Territory - *Heavy traffic*

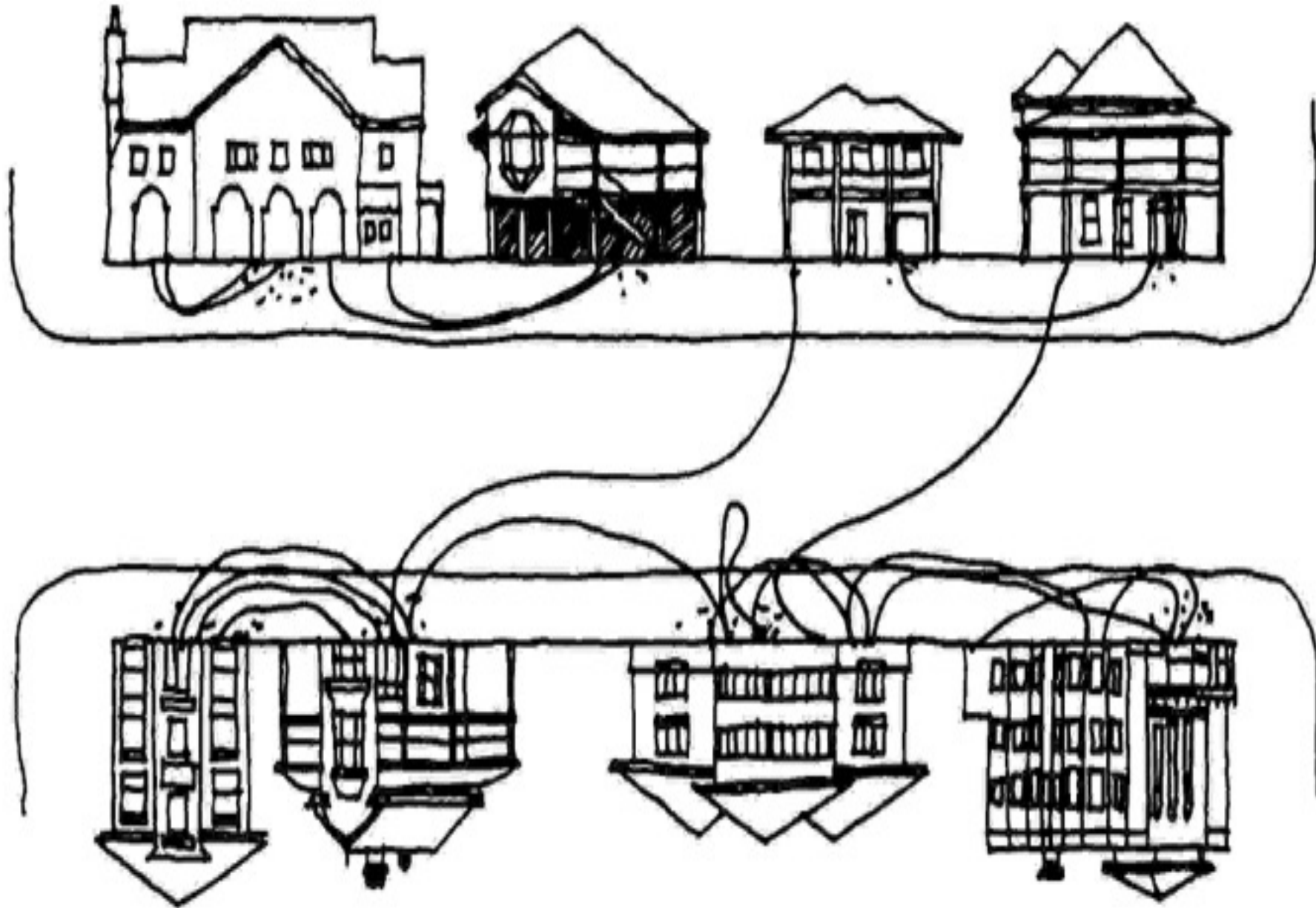




# Friends & Acquaintances - Light traffic



# Friends & Acquaintances - *Heavy traffic*

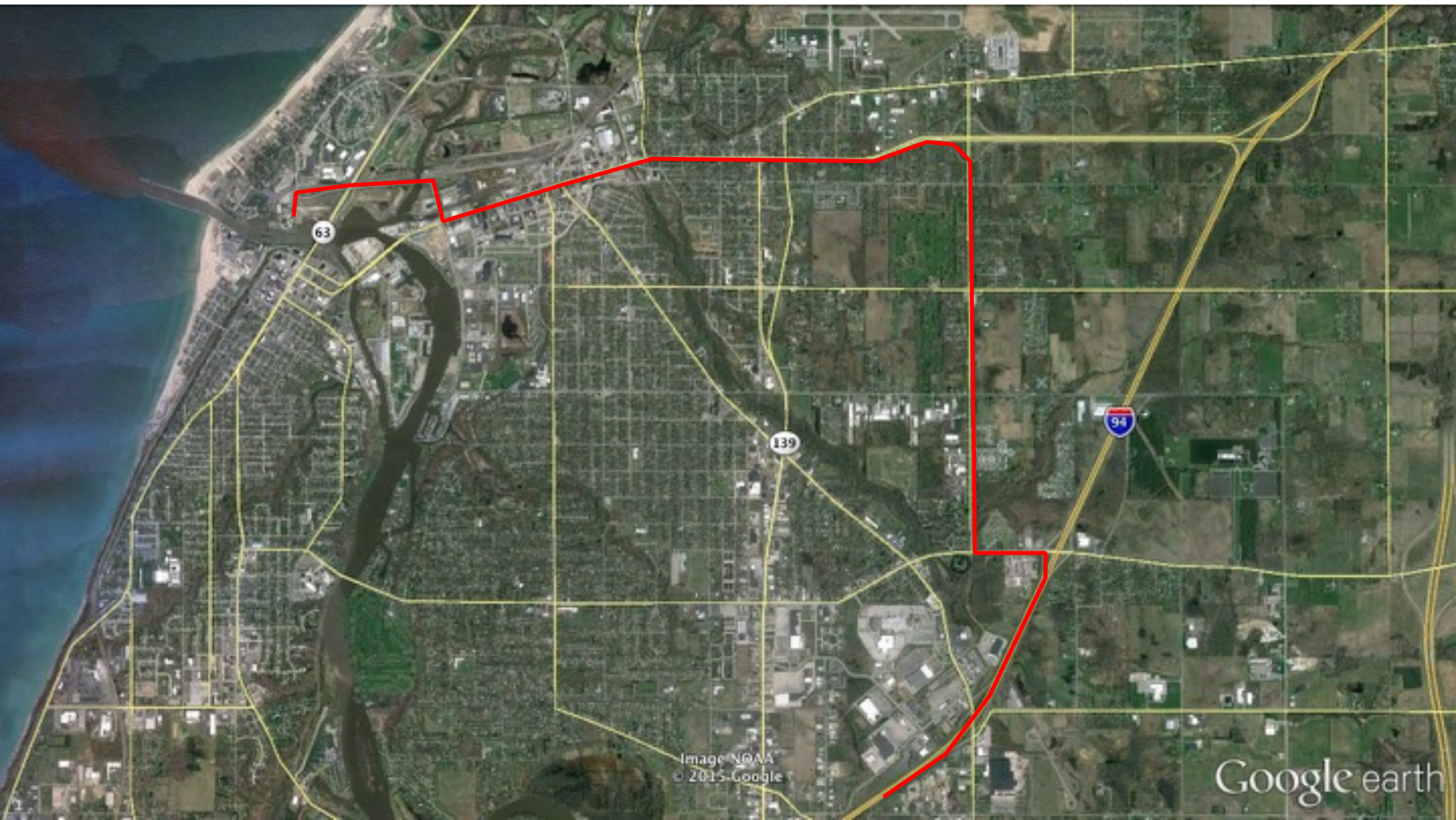




Roadway Location	Date Change	ADT Before	ADT After	Collision Reduction
Greenwood Ave N N 80th St to N 50th	Apr-95	11872	12427	24 to 10 58%
N 45th Street Wallingford Area	Dec-72	19421	20274	45 to 23 49%
8th Ave NW Ballard Area	Jan-94	10549	11858	18 to 7 61%
Martin Luther King Jr W North of I 90	Jan-94	12336	13161	15 to 6 60%
Dexter Ave N Queen Ann Area	Jun-91	13606	14949	19 to 16 59%
24th Ave NW NW 85th to NW 65th	Oct-95	9727	9754	14 to 10 28%







# Regional Transportation

Truck Routes from Consolidated Port



# Major Thoroughfares

## Preliminary Capacity Assessment





Port Street at County Jail, St Joseph



Wayne Street, Marina Island



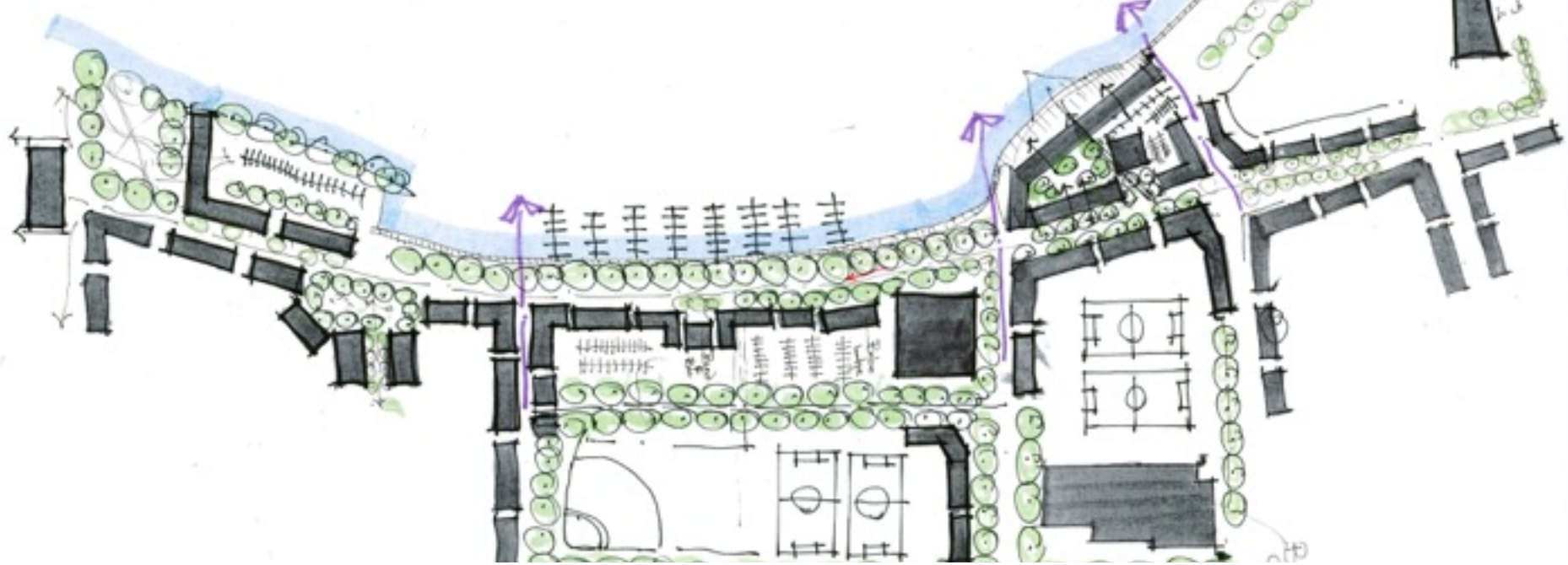
Riverview Drive, Benton Harbor



Main Street, Benton Harbor

# Complete Streets

Low Operating Speeds and Connectivity



Complete Streets  
Case Study Concept on Riverview Drive











Port Street  
Looking East Today



Port Street  
Concept Looking East



Building Arrangement / Formation



Public Space Relationships



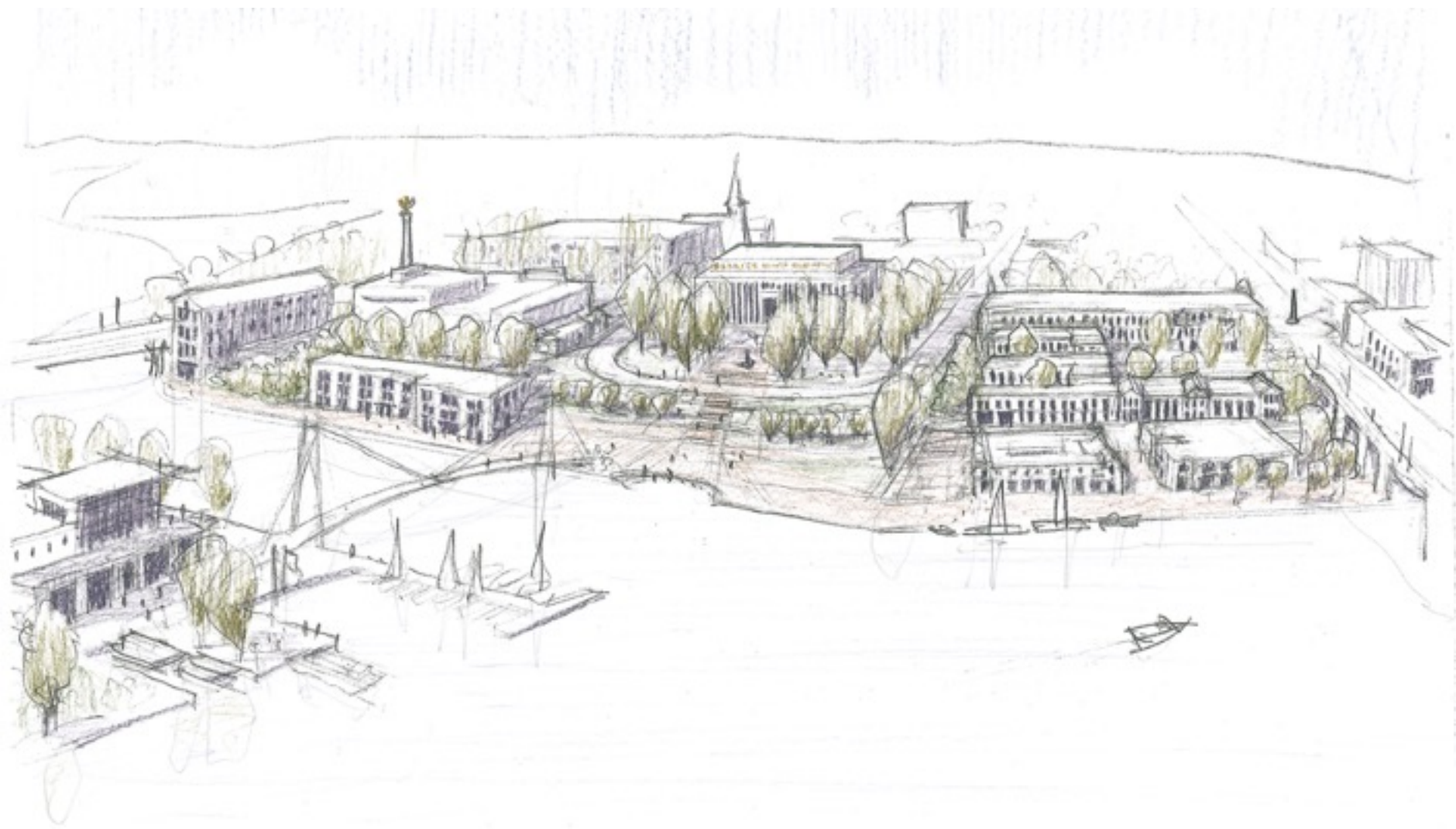
Cascading Landscapes





Courthouse District  
Birdseye View Today





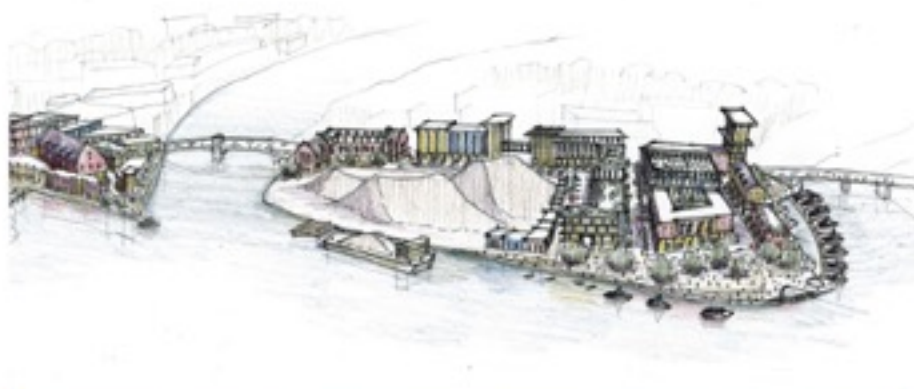
Courthouse District  
Concept Birdseye View



# Commercial Ports

Case Study: Portsmouth, NH

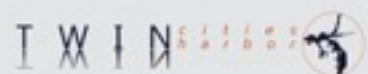
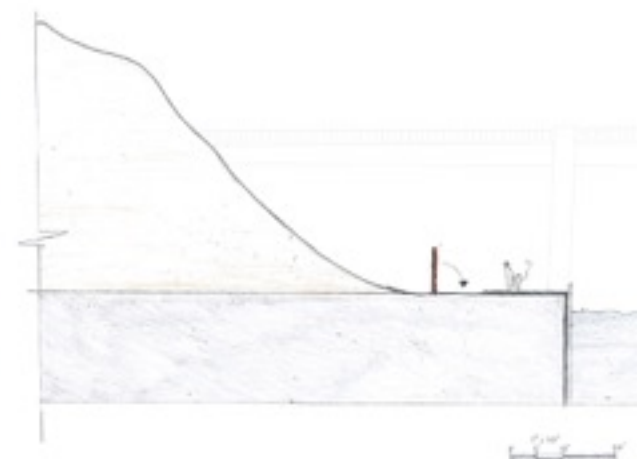




Bird's Eye



Waterfront



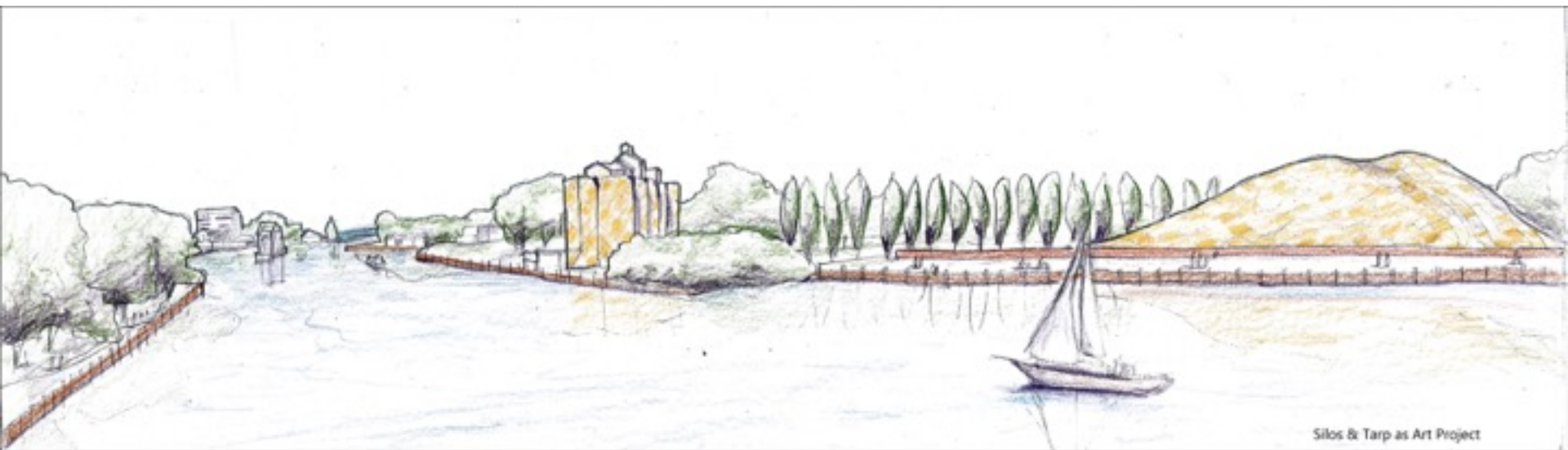
# Commercial Port as Art

Concept View looking West of M63

Andrew University







- Economic Value of Commercial Shipping
- Zoning / Regulation / PUDs
- Multi-Jurisdictional Implementation
- Flood Zone Design Strategies



## Other Items for Further Study

Next Meeting: End of October / Beginning of November