

Draft
Retail Market Analysis
The City of Royal Oak
Oct 23, 2023

Prepared by:



LandUseUSA
UrbanStrategies

In Collaboration with:

DPZ
CODESIGN



Retail Market Analysis

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Section 2-A

Retail Market Analysis

Acknowledgements

This Retail Market Analysis for the City of Royal Oak is the result of a collaborative planning effort among public and private stakeholders led by the city's Planning Commission and with considerable support and dedication by staff within the city's Department of Planning and Economic Development. It supports a significant planning initiative underway by the city's consultants, DPZ CoDesign, and will be used as an economic foundation in DPZ's development of the new citywide Master Plan.

This document is one of four that have been prepared during the planning process. It focuses on the Retail Market Analysis (Document 02) and is complemented by a separate Real Estate Analysis (Document 03) and Demographic Analysis (Document 04). In addition, Document 01 is designed to focus on a separate but correlated Residential Market Analysis that focuses on the city's housing potential.

Four Documents	Industry
01 Residential Analysis	Housing
02 Retail Market Analysis	Retail Trade
03 Real Estate Analysis	Housing + Retail
04 Economic Analysis	All Industries

The market analyses listed above have all been prepared by Sharon Woods, President of LandUseUSA | Urban Strategies. The firm was founded in 2008 and is located within the Greater Lansing Metropolitan Area. Lansing also is home to the state's capital, department of treasury, land bank authority, economic development corporation (MEDC), housing and development authority (MSHDA), and community and economic development association (CEDAM). LandUseUSA's contact information is provided on the following page along with DPZ CoDesign's.

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Retail Market Analysis

Gaps and Opportunities

A detailed retail inventory has been used by LandUseUSA to conduct a deductive assessment of apparent gaps and opportunities by general retail category and for each of four general quadrants within the City of Royal Oak. In general, if a category is well-represented throughout the city but not in a specific quadrant, then deductive reasoning suggests a potential gap and opportunity. Note: Retail gaps for the city also have been verified through a market share analysis for total retail trade and subcategories.

The lists of retail gaps and opportunities detailed within the Retail Market Analysis are intended to provide a summary of recommendations for the primary retail categories for each quadrant, including some perspective on the typical size (in square feet). Most of the square footages have been tempered to reflect the downtown and walkable neighborhood nodes. The square footages are not intended to represent absolute minimums or maximums, and some flexibility can be applied within reason.

In general, there is a gap and retail market potential for about 165,000 square feet of new retail merchants, stores, and shops throughout the City of Royal Oak. As shown below, the market potential has been allocated to a variety of shopping areas, including four in the downtown, two in the northwest quadrant, three in the northeast quadrant, two in the southeast quadrant, and three in the southwest quadrants.

Submarket	Center Type	Location	Sq. Ft.
Downtown	Main Street	Core D.T.	20,000
Downtown	Activity Center	Near D.T.	29,000
Downtown	Activity Center	Near D.T.	12,000
Downtown	Activity Center	Near D.T.	<u>2,000</u>
		Subtotal	63,000
Northwest	Activity Center	Woodward	12,000
Northwest	Nbhd Node	Neighborhood	<u>4,000</u>
		Subtotal	16,000
Northeast	Activity Center	Regional Ctr	37,000
Northeast	Nbhd Node	Neighborhood	6,000
Northeast	Nbhd Node	Neighborhood	<u>3,000</u>
		Subtotal	46,000
Southeast	Nbhd Node	Neighborhood	8,000
Southeast	Nbhd Node	Neighborhood	<u>3,000</u>
		Subtotal	11,000
Southwest	Activity Ctr	Woodward	12,000
Southwest	Nbhd Node	Neighborhood	11,500
Southwest	Nbhd Node	Woodward	<u>5,500</u>
		Subtotal	29,000
		Grand Total	165,000

In general, independently owned and operated merchants and small businesses should strive to leverage the synergistic benefits of adjacencies with complementary types of stores, plus critical mass in the downtown. Complementary types of retail, businesses, and restaurants should always strive to cluster together into nodes rather than being scattered among fragmented locations along commercial corridors. Ideally, this will help businesses leverage the synergistic benefits of cross-marketing while also reducing shopper dependence on automobiles.

1. Downtown Main Street – Has a regional draw, exceptional service levels, convenient on-street parking, and high-quality and unique merchandise. Provides cultural arts, a sense of nostalgia, and experience that engages all the senses. Includes a good variety of discovery types of shops and lifestyle stores. For Downtown Royal Oak, new stores may include beauty supplies, art supplies, hobby shops, home furnishings and décor, consignment shops, pet supplies, and sporting goods. Ideally, shops will leverage synergistic benefits of critical mass, store adjacencies, cross-marketing, and omni-channel (i.e., internet) sales.
2. Downtown Activity Center – Has a city-wide draw, good service levels, quality merchandise, and typically depends on some convenient lot and/or deck parking. Can include some city-wide attractions that might not otherwise fit into the Downtown Main Street setting. For Royal Oak, new retailers may include a unique international grocer (and/or Aldi) and specialty home improvement (hardware, paint, appliances, patio / hearth, etc.) stores. A community rec center or family fun center with an indoor/outdoor pool would be well-received by resident stakeholders and could include a few vendors offering refreshments.
3. Quadrant Activity Center – Has a local and submarket draw with moderate stores that maintain reasonable service levels and quality merchandise, and drive-able convenience with both on-street and lot parking. For Royal Oak, new businesses may offer household essentials like automotive parts and supplies, specialty home improvement (flooring, lawn and garden supply), and small clusters of unique restaurants and eateries. In the right locations and settings, some restaurant patrons might be inclined to walk from the surrounding neighborhoods.

4. Neighborhood Node – Focuses on meeting the wants and needs of pedestrians living within the surrounding neighborhoods, plus some drive-by commuter traffic from within those same neighborhoods. Typically offers walkable convenience, ideally with some intimate sitting areas to meet with neighbors. For Royal Oak, new businesses, shops and services could include laundromats / drycleaners, personal care salons (hair, barber, nails, ink, tan), services (computer repair, traditional banks, insurance agents, cell phone stores, sign shops), fitness centers (martial arts, small gyms), convenience stores (snacks, liquor, take-away meals), and small eateries like ice cream parlors.

Note: In addition to adding new stores in Royal Oak, any retailers or businesses that close in future years also should be replaced by new proprietors and entrepreneurs. Established proprietors may close their business for any number of reasons, including life-changing events like retirements, moves to other states, challenges with business management, or operational challenges. Therefore, retail closures should not be misinterpreted as a lack of market support, and instead could create opportunities for new proprietors to fill gaps with establishments that are even better.

Retail Market Analysis

Business Inventory by Quadrant

This section of the narrative report explains the general work approach for a detailed retail inventory that has been prepared for each of four quadrants in the City of Royal Oak, plus the downtown core and vicinity. The four quadrants exclude the downtown core and have generally defined by Main Street (which runs north-south) and 12 Mile Road (east-west), resulting in approximate geographies that are dissimilar in size. The quadrants are not intended to be scientific, but rather serve only as a general directional guide for the retail inventory.

This narrative is not intended to describe every gap or opportunity for city. Instead, it serves as a general guide for the interpreting the attachments, so that readers can make some independent observations and identify gaps and opportunities across the full array of retail subcategories and complementary types of businesses.

The inventory is based on a combination of extensive in-person field work and market tours that took place in mid-2023, enhanced with observations from Google Street View maps. Although the inventory is about 95% accurate and complete, it is not intended to be all-inclusive. It is certain to have some imperfections that reflect human error and limitations of Google's Street View tool.

Therefore, the inventory undoubtedly includes some businesses that have closed since the economic crisis brought on by the recent Covid-19 pandemic. Similarly, it might overlook some new businesses that have since opened.

Each business in the inventory is assigned to only one single retail category – and that too may be imperfect. A wide range of retail categories is provided, including small businesses that may be complementary to traditional and urban retail districts. It includes grocery stores, pharmacies, and hardware stores, which generally should be represented in most retail districts in the region and across the nation.

The inventory also includes all soft goods (namely apparel) and most hardline categories, with the latter including sporting goods, pet supplies, appliances, electronics, furniture, office supplies, and much more. Food stores also are listed, including convenience stores (with or without gas stations) and specialty stores (butchers, bakers, candy stores, wine and cheese shops, etcetera).

In addition to conventional retail categories, the inventory also includes fitness and community centers; revenue-generating types of entertainment and recreational venues; restaurants, eateries, bars; and similar types of establishments. Finally, it includes non-retail services like personal care salons, massage therapy, marketing and media services, recording studios, agents (insurance, finance, real estate, etc.), educational services, home improvement contractors, lending institutions, and laundromats.

The inventory intentionally excludes nearly thirty (30) retail and other business subcategories that typically would not occupy retail, small tenant, or merchant space in a traditional or urban retail district or neighborhood node. Examples include all auto-related services (repair shops, car washes, tire stores, rental, and transportation services), funeral homes and crematoriums, offices of membership associations, governmental agencies, utilities and recycling services, storage facilities, health care and social services, daycare centers, law firms and attorney offices, real estate agents, and residential management companies.

Lastly, the inventory has been carefully color coded as a visual guide. In general, businesses in blue are existing and open; and businesses in green represent new opportunities based on a deductive assessment of the established choices. The gaps are addressed in the following section of this narrative report.

Green

Gaps and potential opportunities

Blue / Black

Existing businesses

Retail Market Analysis

Market Share Analysis

This Retail Market Analysis includes a Market Share Analysis that generally confirms that retail is generally under-represented in the City of Royal Oak. The basis for the analysis transacted retail sales compared to total personal income (population x per capita income = total personal income). A series of scatter plots are provided in the Retail Market Analysis to demonstrate the relationship between the two variables.

X-Axis Transacted Retail Sales / Total Personal Income = Market Share (%)
Y-Axis (Population) x (Per Capita Income) = Total Personal Income

In general, smaller cities should have a higher market share, and larger cities should have a lower market share. Furthermore, the two variables (shown on the x-axis and y-axis of each chart) tend to have an inverse logarithmic relationship. In other words, the relationship tends to decline at an increasing rate with city size.

Grocery Stores, Food Markets	Gap
Building Material, Garden Equipment Stores	Gap
Electronic, Appliance Stores	Gap
Automotive Parts, Supply Stores	Gap
Automotive Dealerships, New and Used	Gap
Sporting Goods, Hobby, Music, Books	Gap
Clothing and Accessories Stores	Gap
Home Furnishings Stores	Gap
Health, Personal Care Stores (not salons)	Gap
Hotels, Overnight Accommodations	Gap
General Merchandise Stores	Probable Gap
Furniture Stores	No Gap
Gas Stations, Convenience Stores	Saturation
Arts, Entertainment, Recreation	Saturation
Restaurant, Drinking Establishments	Saturation
Total Retail Trade	Gap

The City of Royal Oak's resident population generates a total personal income of \$3,000.0 million, or \$3.0 trillion. However, only \$1.5 trillion (50%) represent a potential for retail expenditures, and many of the resident shoppers will export those expenditures to competing places like Clawson. The comparison of transacted retail sales to total personal income reveals the following gaps and opportunities, and across most retail categories. There are only three categories where the market appears to be saturated, including gasoline stations (with and without convenience stores); arts, entertainment, and recreation; and restaurants and drinking establishments.

The market share analysis has not been used scientifically to measure the magnitude of retail recommendations for the City of Royal Oak. However, the results do provide some general support for the addition of new retail in the city – including the downtown core and neighborhood nodes within each of the four quadrants.

Retail Market Analysis

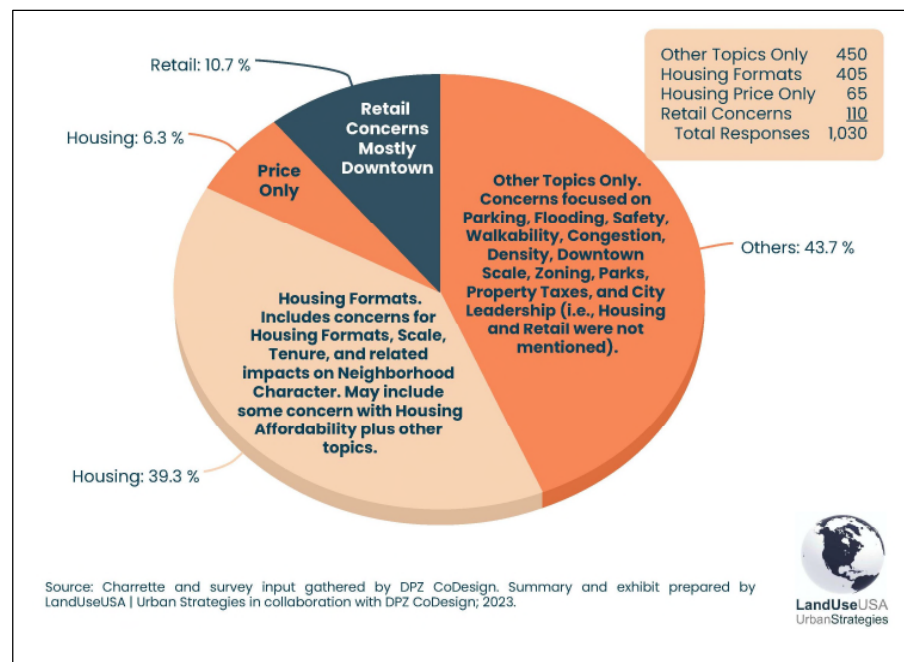
Charrette and Survey Input

This section of the narrative report provides some summary observations from stakeholder engagement during the master planning process. Public residents, businesses, and other participants in the stakeholder engagement were encouraged to share their “Primary Concerns” regarding living in the city. Some of the responses were garnered from post-it notes that were shared on story boards during a 7-day charrette; and others were shared through online and written surveys.

Over 1,030 responses were gathered from the participants, including some duplication by participants who shared their concerns more than once – and in some cases multiple times. In summarizing the responses, we have not attempted to remove any of the duplicated responses. To minimize possible double counting, this assessment excludes “Additional Input”, with about 790 additional responses contributed by the various respondents.

Based on the stakeholder input, LandUseUSA estimates that about 405 (39.3%) of the responses included some concerns over housing formats, scale, tenure, and related impacts on the character of established neighborhoods. About half of those responses also addressed other housing concerns, including housing price / cost / affordability, plus an array of other topics. Only 65 (6.3%) of the responses focused exclusively on housing price.

Of the 1,030 total responses, about 450 (43.7%) of them excluded any mention of retail or housing. Instead, they focused exclusively on other topics like parking, property flooding, safety, walkability, congestion, density (in general) and downtown scale (mixed use buildings and parking structures), zoning, parks, property taxes and cost of living, and city leadership. Note: The groupings of topics are not entirely discrete or exclusive. Many of the responses that mentioned of retail and/or housing concerns also mentioned some of these other topics.

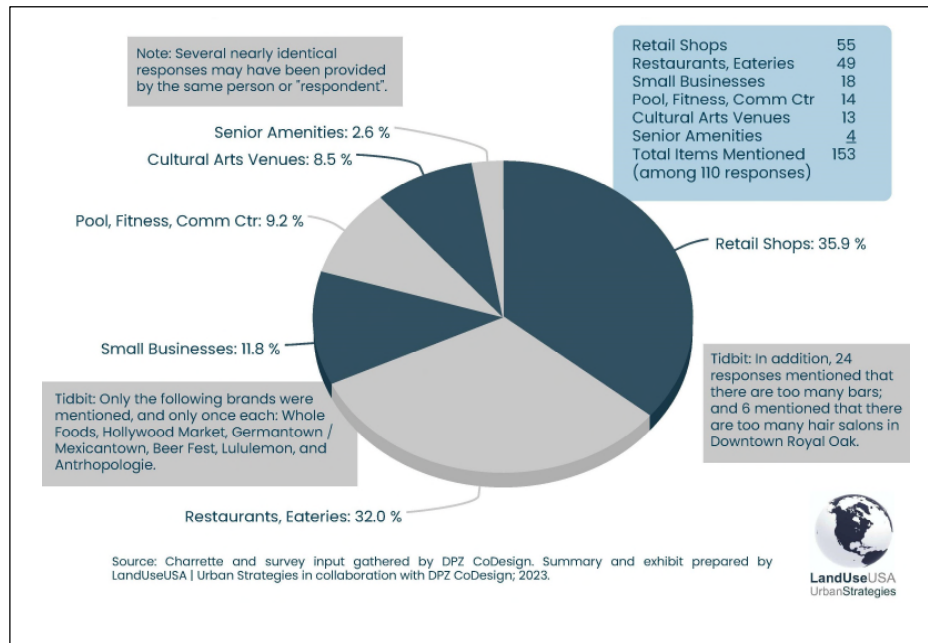


From these results, it is evident that housing and other topics are weighing more heavily on the minds of the respondents than “retail” concerns. Of the 1,030 total responses, about 110 (10.7%) of them mentioned of retail concerns; and some of them focused exclusively on retail. Most of the retail concerns pivoted around the downtown, and less than ten of the responses mentioned retail along Woodward Avenue or at neighborhood nodes.

Among the 110 “retail” responses, there were 153 mentions of various subcategories, and they have been translated by LandUseUSA into a list of evident stakeholder wants, needs, and preferences. A summary is provided below and in a four-page table within the Retail Market Analysis.

- 55 retail shops
- 49 restaurants and eateries
- 18 small businesses
- 14 pools, fitness, community ctrs
- 13 cultural arts venues
- 4 senior amenities

153 Total Mentions (Among 110 respondents)



DRAFT
October 23, 2023

Section 2-B

Summary of Opportunities by Retail Category

The City of Royal Oak, Michigan | July 3, 2023

Downtown Core and Nearby

Node Count	Retail Setting	City Quadrant	Primary Corridor	Square Feet	Retail Category	Business Description
8	Main Street	Core	Downtown	2,000	Apparel - Beauty Supply	beauty supply store
8	Main Street	Core	Downtown	2,000	Art - Supplies	art supply store
8	Main Street	Core	Downtown	2,000	Art - Framing Shops	framing shop
8	Main Street	Core	Downtown	1,000	Gifts - Florists	florist
8	Main Street	Core	Downtown	2,000	Toys, Games, Hobby	hobby shop
8	Main Street	Core	Downtown	2,000	Lawn, Garden Ctr, Supply	indoor garden gift shop
8	Main Street	Core	Downtown	2,000	Furnishings, Décor	kitchen, restaurant supply
8	Main Street	Core	Downtown	3,000	Antiques, Used Merch	antique store
8	Main Street	Core	Downtown	2,000	Pets, Pet Supplies	pet store, bakery, novelty
8	Main Street	Core	Downtown	<u>2,000</u>	Sporting Goods	sporting goods, bicycles
				20,000		
9	Activity Ctr	Core	Downtown	18,000	Grocery, Food Markets	Aldi
9	Activity Ctr	Core	Downtown	3,000	Specialty Food Stores	International Grocer
9	Activity Ctr	Core	Downtown	<u>8,000</u>	Dollar, Variety Stores	Family Dollar
				29,000		
10	Activity Ctr	Core	Downtown	6,000	Hardware and paint	hardware store
10	Activity Ctr	Core	Downtown	3,000	Appliances, Repair	appliance showroom
10	Activity Ctr	Core	Downtown	<u>3,000</u>	Patio, Pool, Spa, Hearth	fireplace, patio, hearth
				12,000		
11	Activity Ctr	Nearby	Downtown	nc	Recreational Venues	indoor / outdoor pool
11	Activity Ctr	Nearby	Downtown	1,000	Specialty Foods - Snacks	snack vendors at pool
11	Activity Ctr	Nearby	Downtown	<u>1,000</u>	Specialty Foods - Sweets	chocolatier (replacement)
				2,000		

Source: Based on an empirical and deductive retail market analysis prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; June 2023. Note: nc indicates not comparable for non-retail establishments.

Summary of Opportunities by Retail Category

The City of Royal Oak, Michigan | July 3, 2023

Northwest Quadrant

Node Count	Retail Setting	City Quadrant	Primary Corridor	Square Feet	Retail Category	Business Description
1	Activity Ctr	NWQ	Woodward Ave	6,000	Auto Parts, Supply Stores	auto parts store
1	Activity Ctr	NWQ	Woodward Ave	<u>6,000</u>	Flooring, Tile, Carpet	flooring store
				12,000		
2	Nbhd Node	NWQ	Neighborhood Node	3,000	Laundry, Dryclean	laundromat
2	Nbhd Node	NWQ	Neighborhood Node	<u>1,000</u>	Body Art, Piercing, Tattoos	ink, tattoo studio
				4,000		

Source: Based on an empirical and deductive retail market analysis prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; June 2023.

Summary of Opportunities by Retail Category
The City of Royal Oak, Michigan | July 3, 2023

Northeast Quadrant

Node Count	Retail Setting	City Quadrant	Primary Corridor	Square Feet	Retail Category	Business Description
3	Activity Ctr	NEQ	Regional Ctr	35,000	Entertainment Venues	bowling alley, arcade
3	Activity Ctr	NEQ	Regional Ctr	<u>2,000</u> 37,000	Restaurants - Seafood	seafood restaurant
4	Nbhd Node	NEQ	Neighborhood Node	1,000	Apparel - Tailor, Alterations	alteration, custom tailor
4	Nbhd Node	NEQ	Neighborhood Node	1,000	Eye brow, Lash, Electrolysis	electrolysis
4	Nbhd Node	NEQ	Neighborhood Node	1,000	Body Art, Piercing, Tattoos	ink, tattoo studio
4	Nbhd Node	NEQ	Neighborhood Node	1,000	Personal - Cosmetology	cosmetologist
4	Nbhd Node	NEQ	Neighborhood Node	<u>2,000</u> 6,000	Wellness Ctrs, Spas, Tan	day spa, medical spa
5	Nbhd Node	NEQ	Neighborhood Node	1,000	Computers, Electronics	computer repair svcs
5	Nbhd Node	NEQ	Neighborhood Node	1,000	Finance - Traditional Banks	bank other than Citizens
5	Nbhd Node	NEQ	Neighborhood Node	<u>1,000</u> 3,000	Insurance Agents	insurance agency

Source: Based on an empirical and deductive retail market analysis prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; June 2023.

Summary of Opportunities by Retail Category

The City of Royal Oak, Michigan | July 3, 2023

Southeast Quadrant

Node Count	Retail Setting	City Quadrant	Primary Corridor	Square Feet	Retail Category	Business Description
6	Nbhd Node	SEQ	Campbell Rd	4,000	Fitness Ctrs - Martial Arts	martial arts school
6	Nbhd Node	SEQ	Campbell Rd	2,000	Laundry, Dryclean	laundromat
6	Nbhd Node	SEQ	Campbell Rd	1,000	Tobacco Stores, Smoke	tobacco shop
6	Nbhd Node	SEQ	Campbell Rd	<u>1,000</u> 8,000	Ice Cream, Juice, Sweets	ice cream parlor
7	Nbhd Node	SEQ	Campbell Rd	1,000	Cell Phone Stores	AT&T
7	Nbhd Node	SEQ	Campbell Rd	1,000	Computers, Electronics	computer repair svcs
7	Nbhd Node	SEQ	Campbell Rd	<u>1,000</u> 3,000	Finance - Traditional Banks	bank

Source: Based on an empirical and deductive retail market analysis prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; June 2023.

Summary of Opportunities by Retail Category
The City of Royal Oak, Michigan | July 3, 2023

Southwest Quadrant

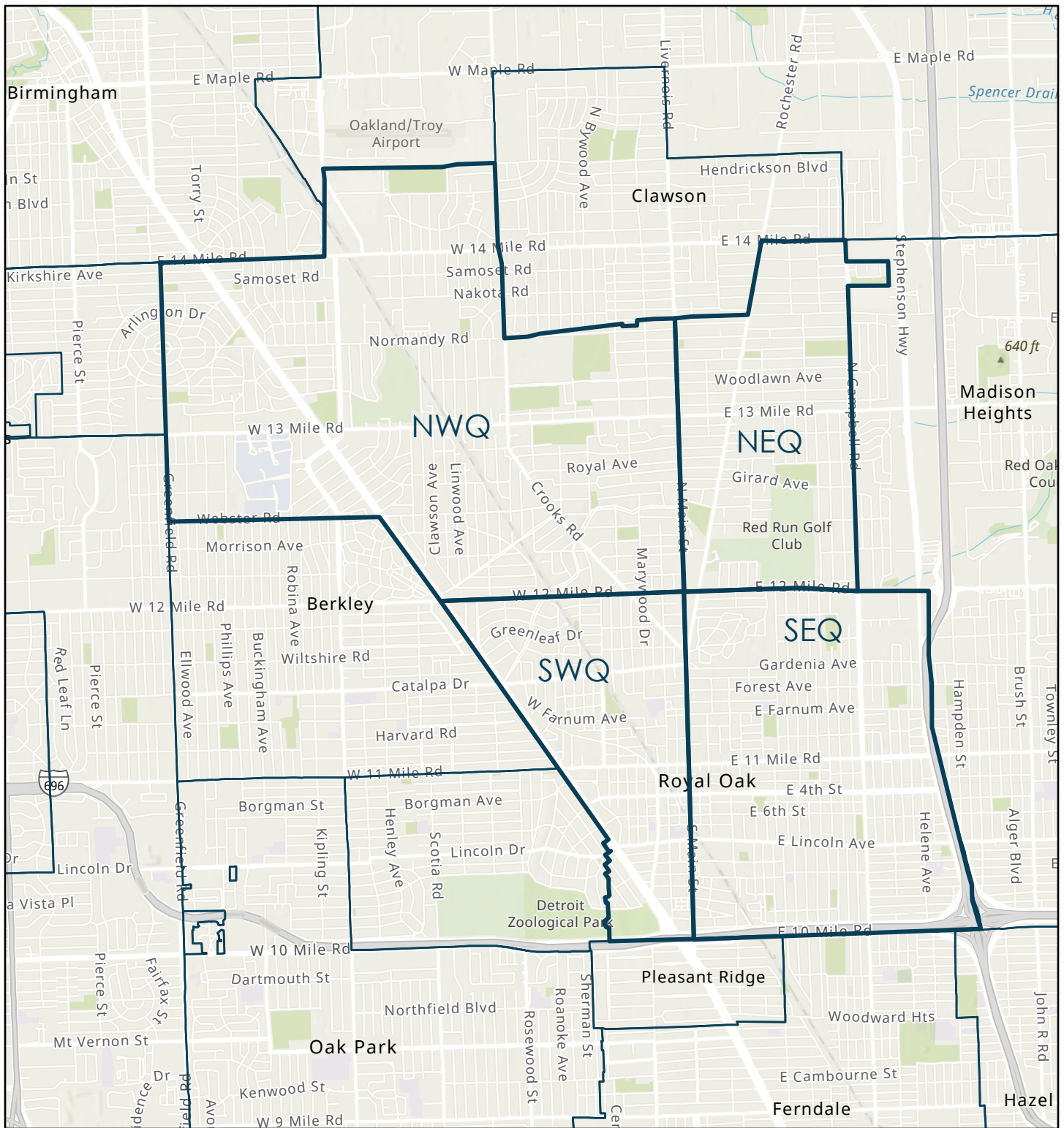
Node Count	Retail Setting	City Quadrant	Primary Corridor	Square Feet	Retail Category	Business Description
11	Activity Ctr	SWQ	Woodward Ave	3,000	Lawn, Garden Ctr, Supply	outdoor garden ctr
11	Activity Ctr	SWQ	Woodward Ave	3,000	Restaurants - Chicken	chicken restaurant
11	Activity Ctr	SWQ	Woodward Ave	3,000	Restaurants - Burgers	Sonic Restaurant
11	Activity Ctr	SWQ	Woodward Ave	<u>3,000</u> 12,000	Restaurants - BBQ	bbq restaurant
12	Nbhd Node	SWQ	Neighborhood Node	3,000	Laundry, Dryclean	laundromat
12	Nbhd Node	SWQ	Neighborhood Node	3,000	Dance, Yoga Studios	dance studio, academy
12	Nbhd Node	SWQ	Neighborhood Node	1,500	Eyeware (w/Opticians)	optician with eyewear
12	Nbhd Node	SWQ	Neighborhood Node	<u>4,000</u> 11,500	Pets - Veterinarians	veterinarian, pet resort
13	Nbhd Node	SWQ	Woodward Ave	3,000	Chain Convenience	7-Eleven - convenience
13	Nbhd Node	SWQ	Woodward Ave	1,000	Personal Care - Barber	barbershop
13	Nbhd Node	SWQ	Woodward Ave	<u>1,500</u> 5,500	Office - Sign Shops	sign shop
GRAND TOTAL =				165,000		

Source: Based on an empirical and deductive retail market analysis prepared by LandUseUSA | Urban Strategies
in collaboration with DPZ CoDesign; June 2023.

Section 2-C

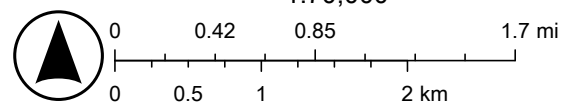
Regional Overview and Geographic Setting

Four Quadrants | The City of Royal Oak, Michigan



4/8/2023

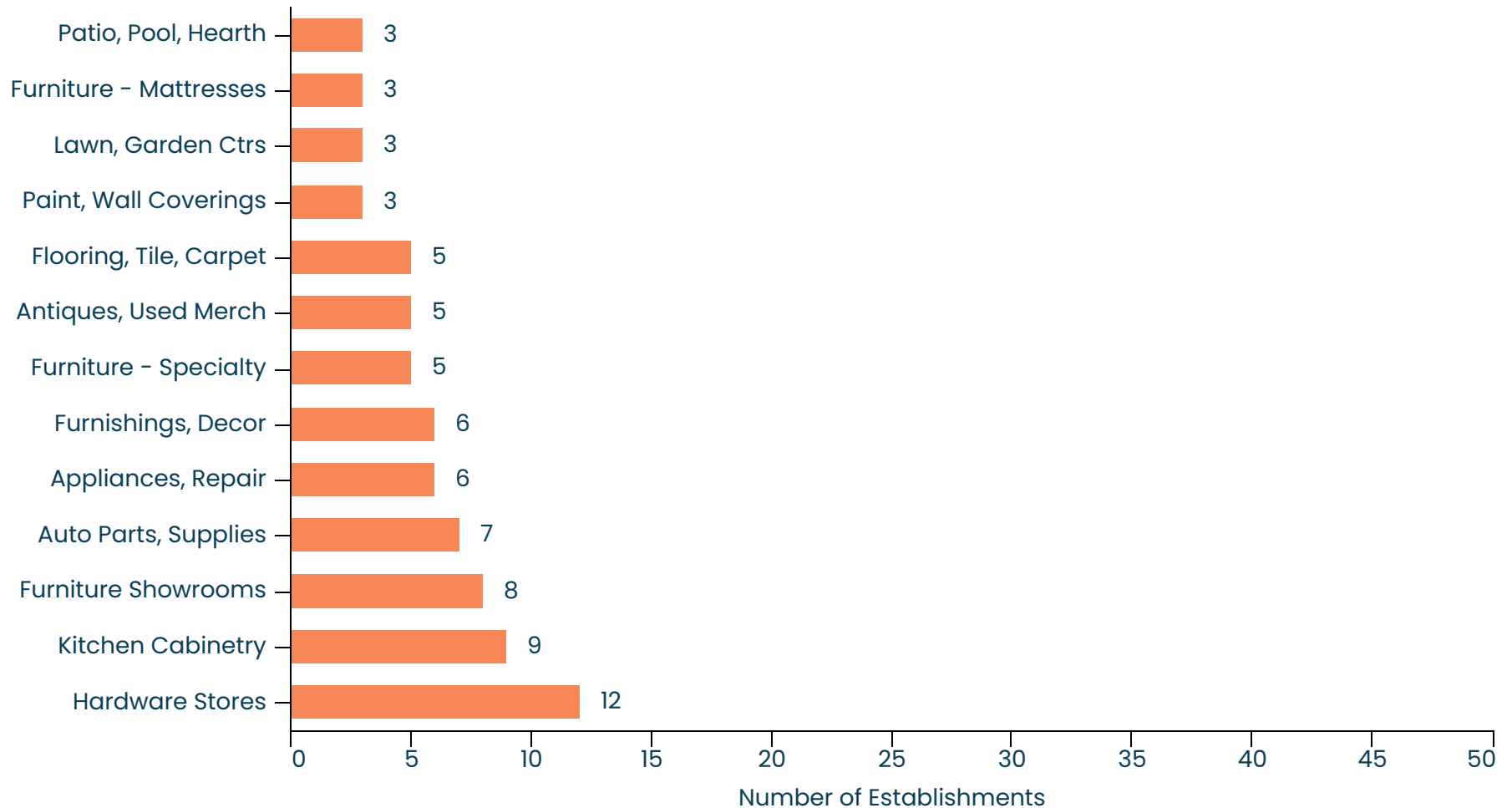
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Esri, NASA, NGA, USGS, Province of Ontario, Oakland County, Michigan, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA

Hardware, Furniture, Auto Parts | Royal Oak

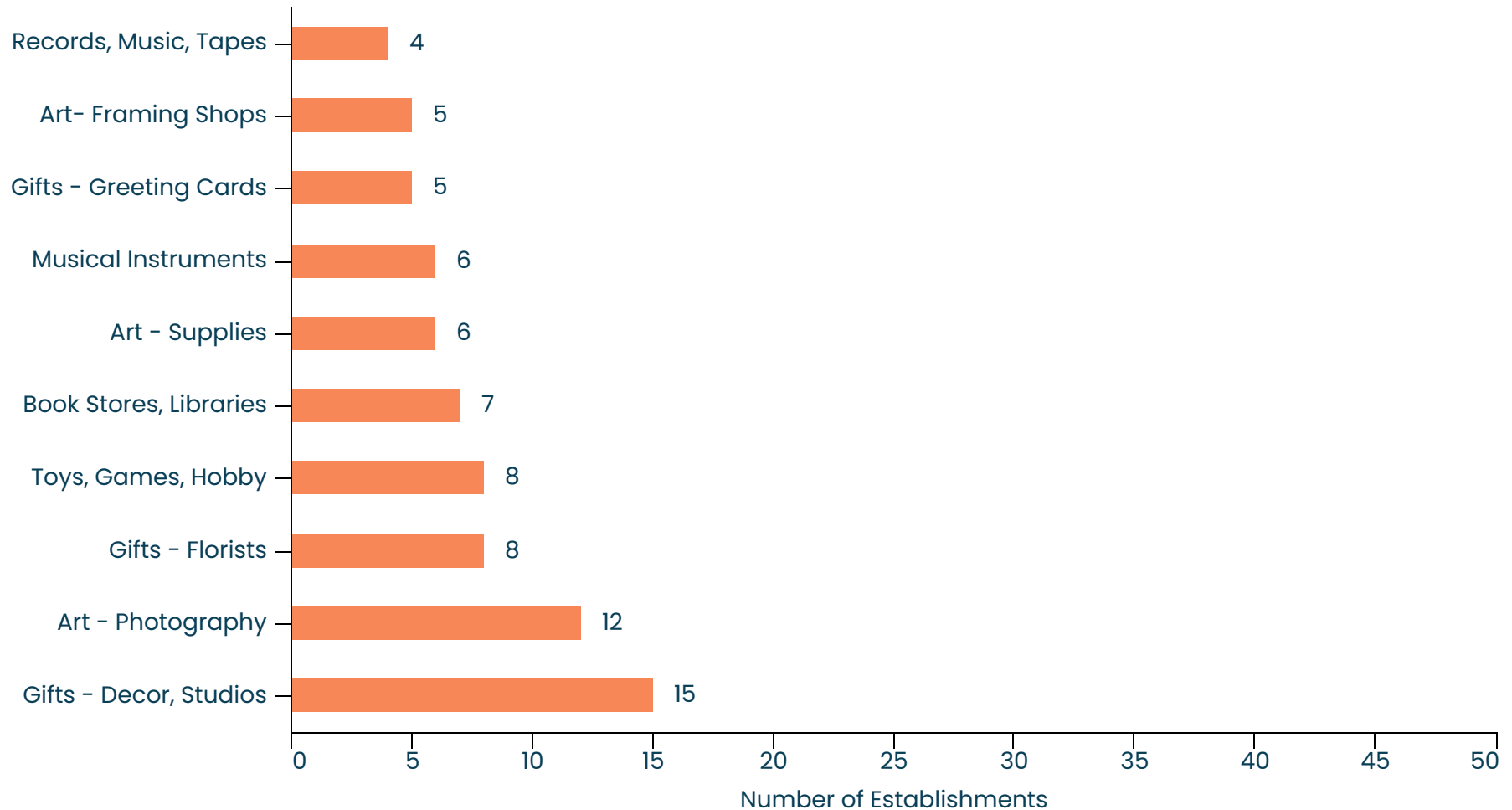
An inventory of most retailers and complementary small businesses based on Google Street View, Spring 2023.



All retail and business inventories, related analyses, and exhibits have been prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign, Spring 2023. Inventory is about 90% complete and accurate. It may include some businesses that closed since 2021; and it may exclude some that opened since 2021. The geography includes the cities of Royal Oak and Clawson plus a short reach into Madison Heights, Troy, and Berkley.

Gifts, Art, Music, Games, Toys | Royal Oak

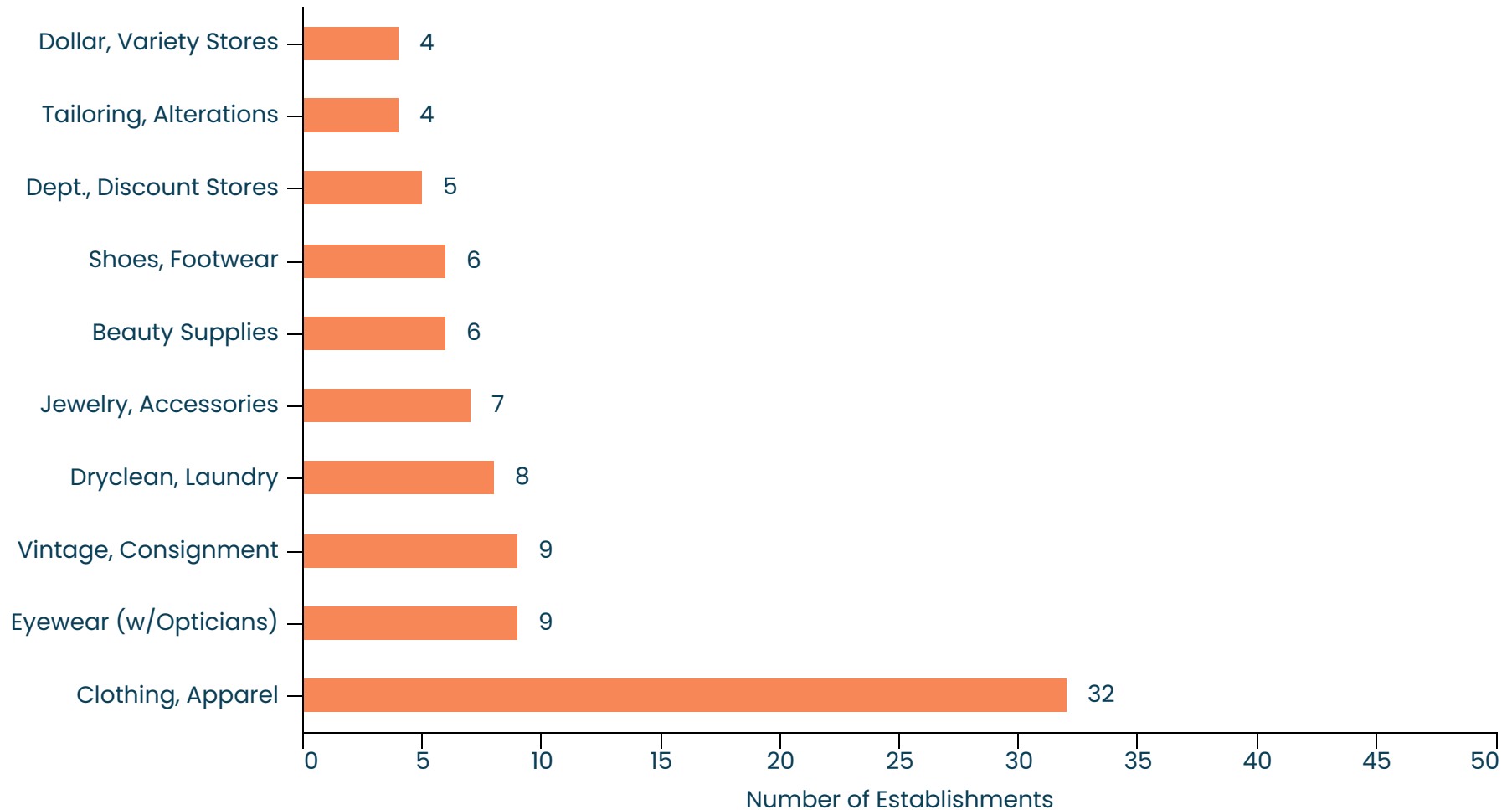
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Dept, Discount, Apparel Stores | Royal Oak

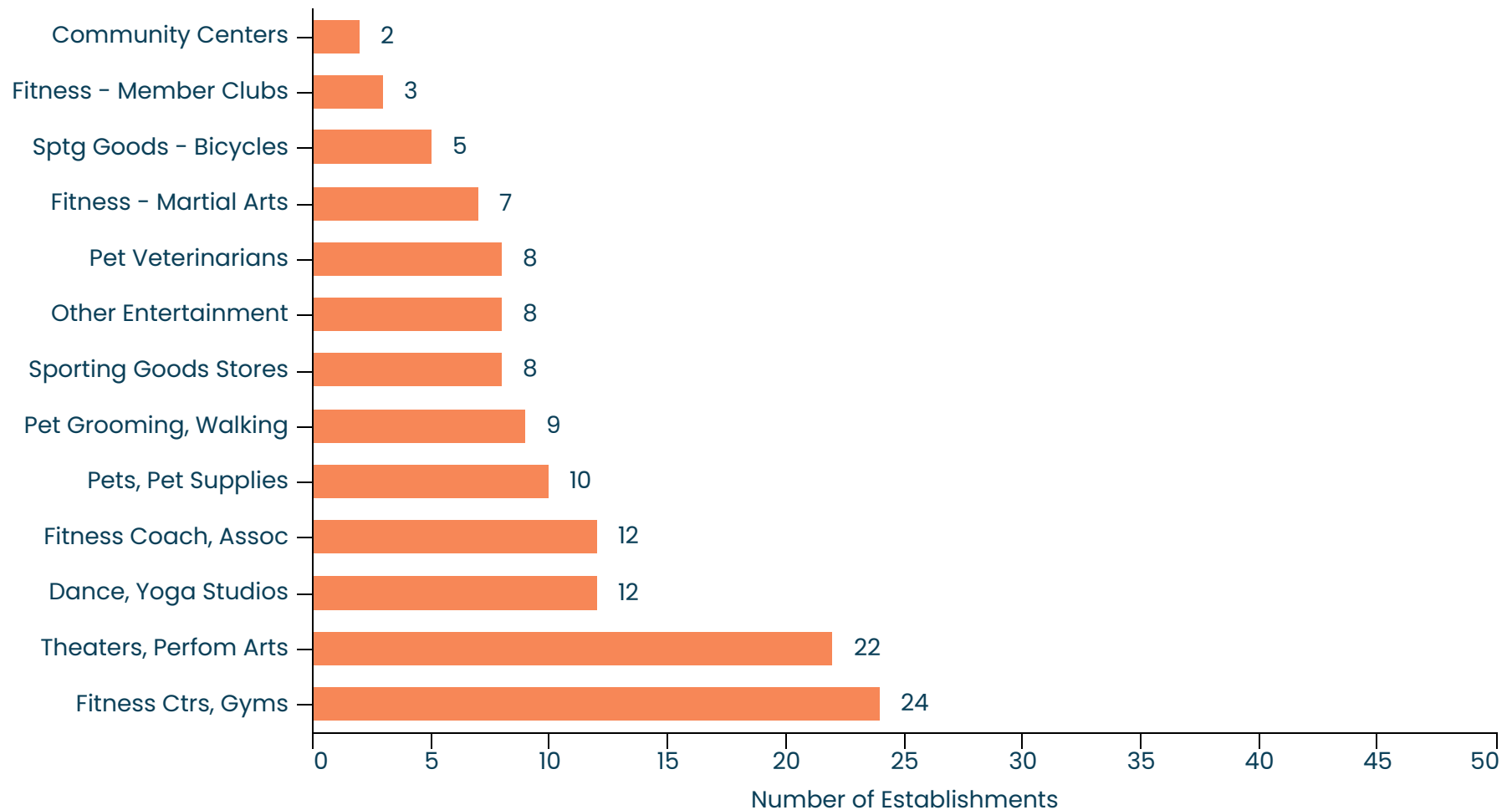
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Fitness, Pets, Entertainment | Royal Oak

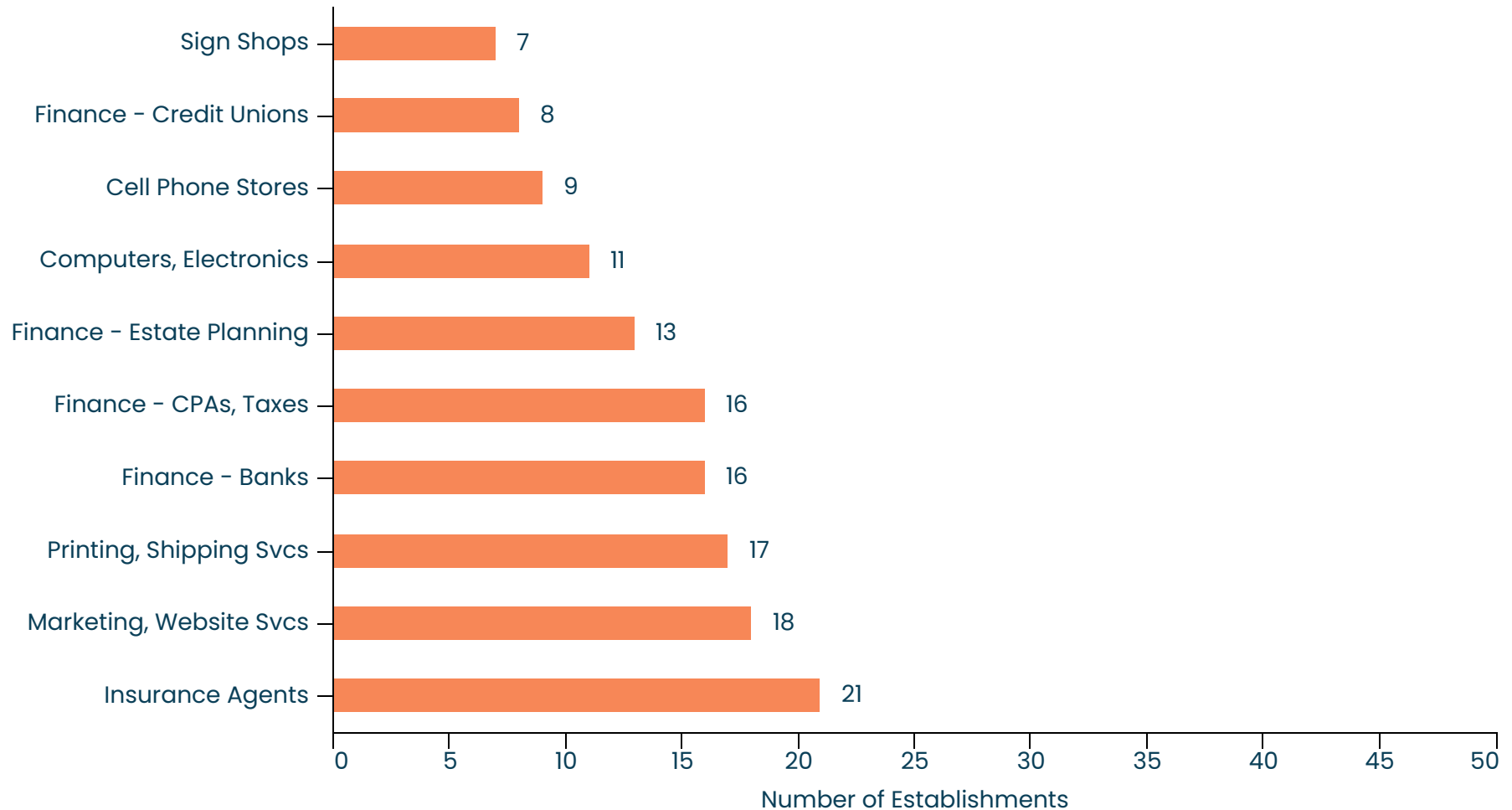
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Office, Finance, Insurance | Royal Oak

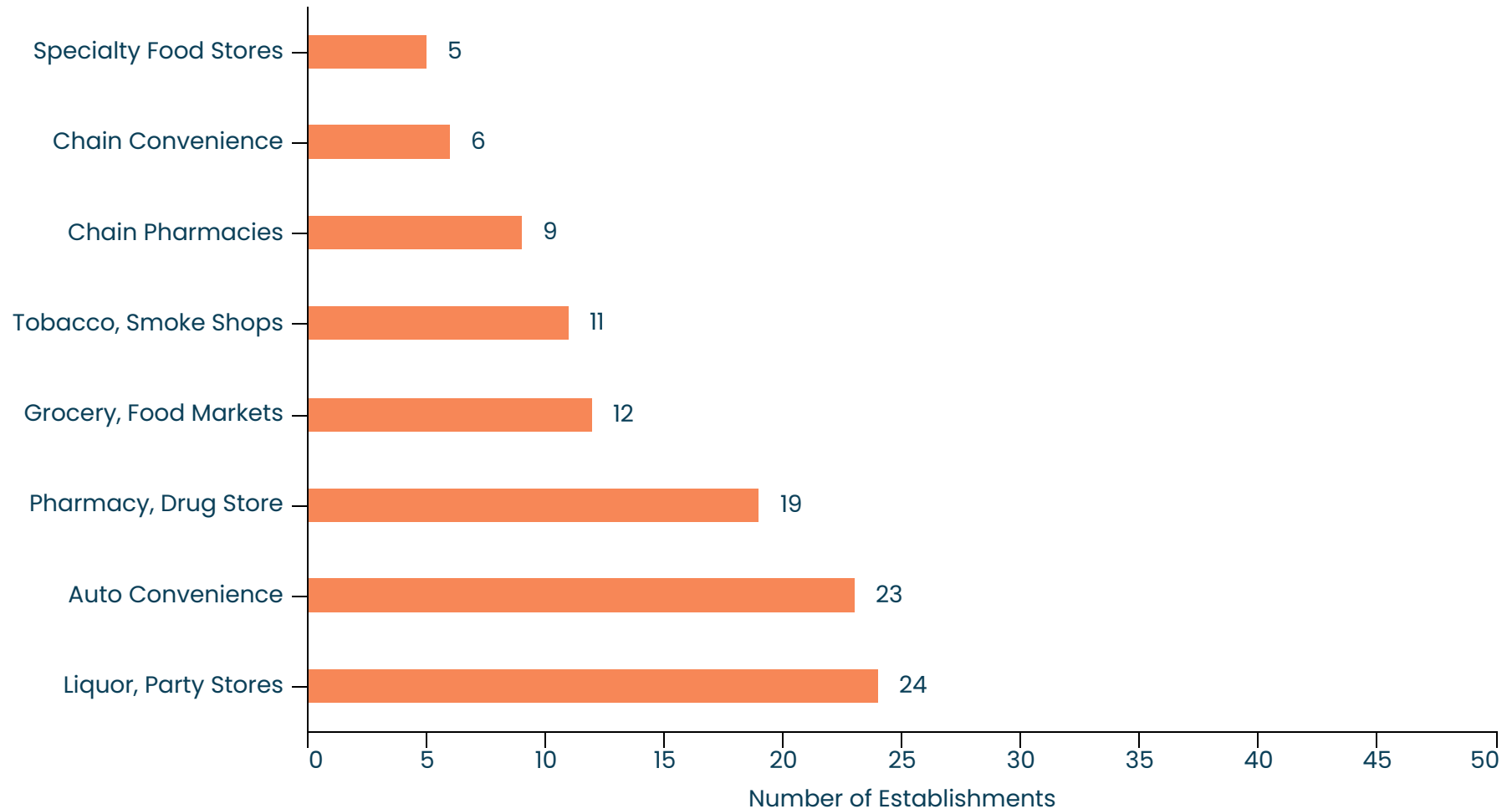
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Grocery, Pharmacy, Convenience | Royal Oak

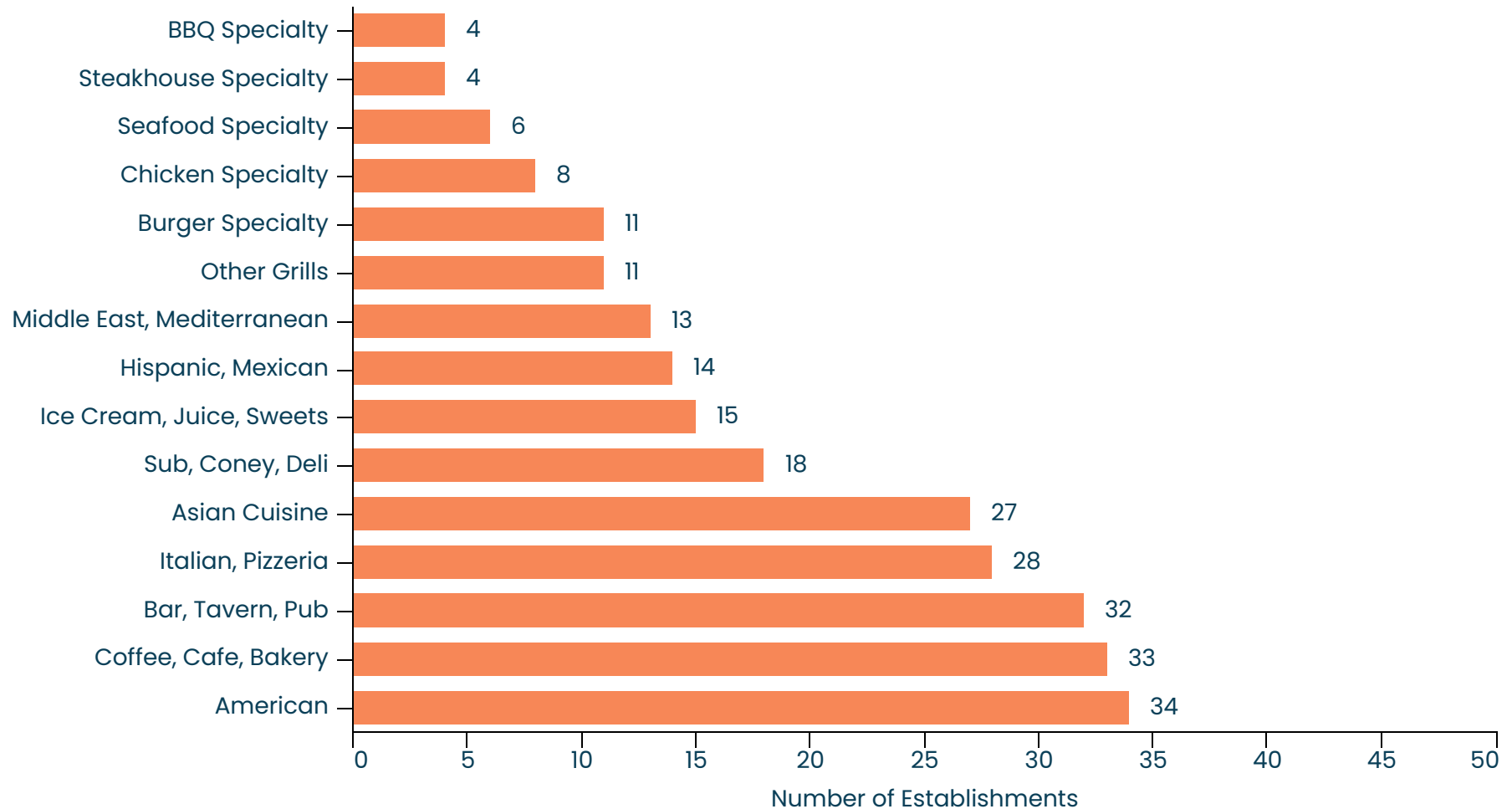
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Restaurants, Eateries, Taverns | Royal Oak

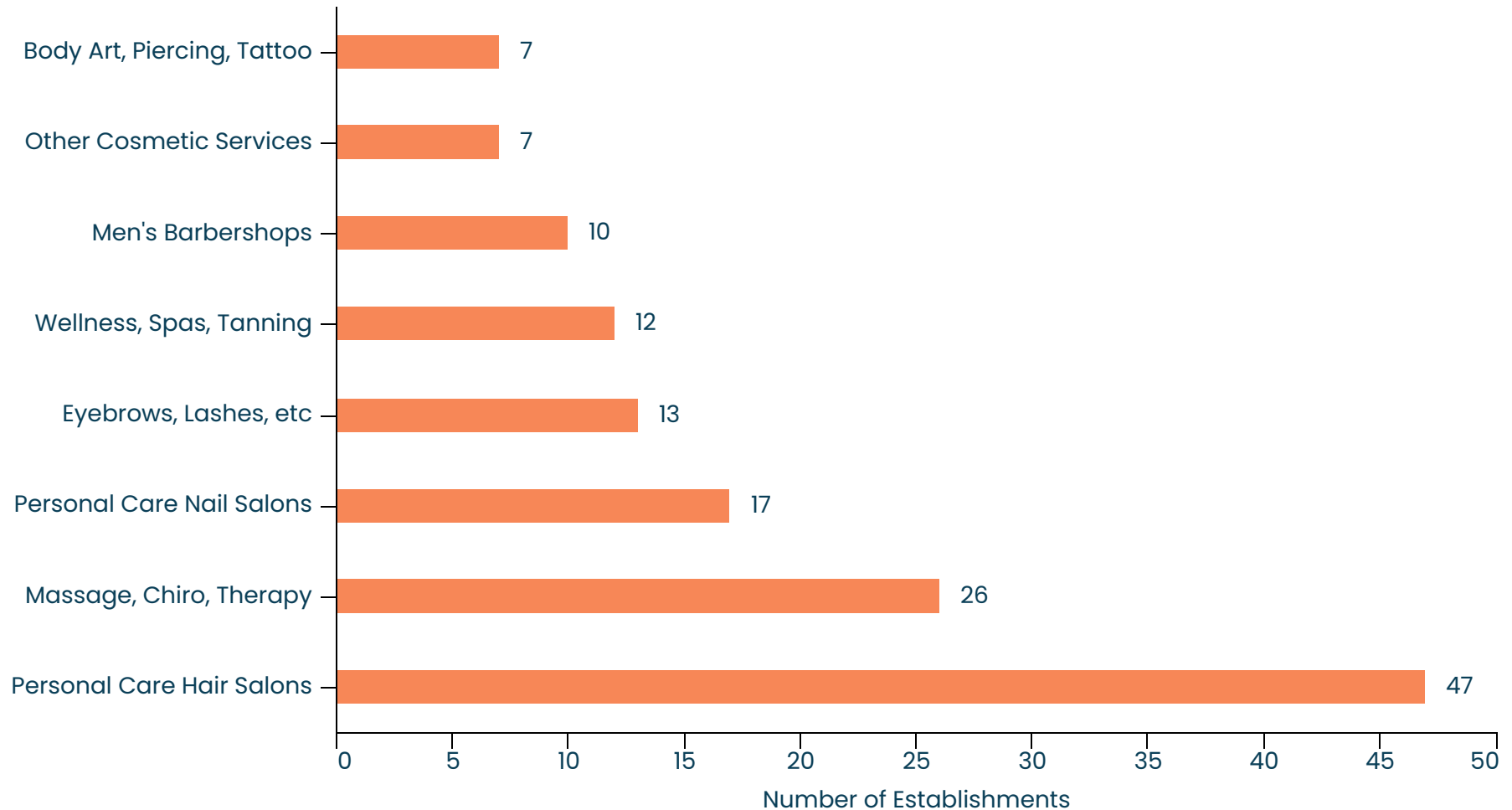
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Personal Care, Wellness, Massage | Royal Oak

An inventory of most retailers and complementary small businesses based on Google Street View, Spring 2023.



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Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	4481	Apparel - Clothing	Hermz Boutique - women's	
2	NWQ	Royal Oak	Woodward Ave	4481	Apparel - Clothing	Men's Wearhouse - clothing	
3	NWQ	Royal Oak	Woodward Ave	4481	Apparel - Clothing	Bra-vo Intimates - women's	
4	NWQ	Royal Oak	Woodward Ave	4481	Apparel - Clothing	LuxLife Brands - clothing	
5	NWQ	Royal Oak	13 Mile Rd	4481	Apparel - Clothing	Thrifty Boutique	
6	NWQ	Clawson	14 Mile Rd	4481	Apparel - Clothing	Joe's Army Navy Surplus	
7	NWQ	Clawson	Main St	4481	Apparel - Clothing	Liz Louize - plus size clothing	Temp Clsd
8	NEQ	Royal Oak	Rochester Rd	4481	Apparel - Clothing	Custom Swimwear Exelnt Design	
9	NEQ	Madison Hts	Stephenson Hwy	4481	Apparel - Clothing	Top Cat Sales - sportswear store	
10	NEQ	Madison Hts	Stephenson Hwy	4481	Apparel - Clothing	Ultra Stitch Embroidery	
11	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Blue Jean Blues	
12	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Saffron - women's	
13	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Joy Abendmode Bridal	
14	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Le Don Collection	
15	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Accessories Shop	
16	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Kitty LaRue Boutique - Women's	
17	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Joshua Gold Custom Clothier - Men's	
18	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Profit Brand - clothing store	
19	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Noir Leather - clothing store	
20	SWQ	Royal Oak	Downtown	4481	Apparel - Clothing	Chrome Clothing	
21	SWQ	Royal Oak	Main St	4481	Apparel - Clothing	B Jacklean - fashion designer	
22	SWQ	Royal Oak	Main St	4481	Apparel - Clothing	Oscuro Archive - clothing	
23	SWQ	Royal Oak	11 Mile Rd	4481	Apparel - Clothing	Former Vintage - clothing	
24	SWQ	Royal Oak	11 Mile Rd	4481	Apparel - Clothing	AYV x Fresher - clothing	
25	SWQ	Royal Oak	11 Mile Rd	4481	Apparel - Clothing	Todd's Menswear - clothing	
26	SWQ	Royal Oak	Woodward Ave	4481	Apparel - Clothing	Tall United - clothing store	
27	SEQ	Royal Oak	Downtown	4481	Apparel - Clothing	Seven 11 Fashion - women's	
28	SEQ	Royal Oak	Downtown	4481	Apparel - Clothing	Funky 7 - T-shirt store	
29	SEQ	Royal Oak	Downtown	4481	Apparel - Clothing	Shapes Dress Design Studio	
30	SEQ	Royal Oak	4th Street	4481	Apparel - Clothing	Studio Sandra - boutique	
31	SEQ	Royal Oak	Downtown	4481	Apparel - Clothing	Pitaya - women's clothing	
32	SEQ	Royal Oak	Irving Ave	4481	Apparel - Clothing	Dijana Design Studio - fashion design	Home

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Coolidge Hwy	45211	Dept, Discount Stores	Meijer - supercenter	
2	NWQ	Troy	Coolidge Hwy	45211	Dept, Discount Stores	Kohl's	
3	NWQ	Troy	Coolidge Hwy	45211	Dept, Discount Stores	Old Navy	
4	NWQ	Troy	Coolidge Hwy	45211	Dept, Discount Stores	Target Discount	
5	NEQ	Madison Hts	Stephenson Hwy	45211	Dept, Discount Stores	Costco Wholesale	
.	SWQ	Royal Oak	Downtown	45399	Dollar, Variety Stores	Family Dollar	
1	NWQ	Clawson	14 Mile Rd	45399	Dollar, Variety Stores	Dollar Tree	
2	NEQ	Royal Oak	13 Mile Rd	45399	Dollar, Variety Stores	Dollar Tree	
3	NEQ	Madison Hts	Campbell Rd	45399	Dollar, Variety Stores	Family Dollar	
4	SEQ	Madison Hts	12 Mile Rd	45399	Dollar, Variety Stores	Dollar Tree	
.	SWQ	Royal Oak	Downtown	44612	Beauty Supply	beauty supply store	
1	NWQ	Royal Oak	Woodward Ave	44612	Beauty Supply	Windsor Beauty Supply	
2	NWQ	Royal Oak	Aberdovey Dr	44612	Beauty Supply	Klier Janet - cosmetics store	Home
3	NWQ	Royal Oak	13 Mile Rd	44612	Beauty Supply	Merle Norman Cosmetic Studio	
4	NWQ	Clawson	14 Mile Rd	44612	Beauty Supply	CosmoProf - beauty supply	
5	NWQ	Troy	Coolidge Hwy	44612	Beauty Supply	Ulta Beauty - cosmetics store	
6	SWQ	Royal Oak	Woodward Ave	44612	Beauty Supply	Ulta Beauty - cosmetics store	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	45331	Vintage, Consign	Woodward Discount - consignment	
2	NWQ	Royal Oak	Woodward Ave	45331	Vintage, Consign	Slightly Pregnant Maternity - consign	
3	NEQ	Clawson	14 Mile Rd	45331	Vintage, Consign	Vintage Vault - clothing	
4	SWQ	Royal Oak	Downtown	45331	Vintage, Consign	Lost and Found Vintage	
5	SWQ	Royal Oak	Downtown	45331	Vintage, Consign	Vintage Freakazoid clothing	
6	SWQ	Royal Oak	11 Mile Rd	45331	Vintage, Consign	Leah's Closet / Tesoros	
7	SWQ	Royal Oak	Woodward Ave	45331	Vintage, Consign	New to You	
8	SEQ	Royal Oak	Downtown	45331	Vintage, Consign	Salvation Army - thrift store	
9	SEQ	Madison Hts	12 Mile Rd	45331	Vintage, Consign	St Vincent de Paul Thrift Store	
.	NWQ	Royal Oak	neighborhood ctr	8123	Laundry, Dryclean	laundromat	
.	SWQ	Royal Oak	neighborhood ctr	8123	Laundry, Dryclean	laundromat	
.	SEQ	Royal Oak	Campbell Rd	8123	Laundry, Dryclean	laundromat	
1	NWQ	Clawson	Main St	8123	Laundry, Dryclean	Laundry Palace	
2	SWQ	Royal Oak	11 Mile Rd	8123	Laundry, Dryclean	Rembrandt Dry Clean, Tailor	
3	SWQ	Berkley	Woodward Ave	8123	Laundry, Dryclean	220 Cleaners	
4	SWQ	Berkley	Woodward Ave	8123	Laundry, Dryclean	Janet Davis Cleaners	
5	SEQ	Royal Oak	Main St	8123	Laundry, Dryclean	Martinizing Dry Cleaning	
6	SEQ	Royal Oak	Lincoln Ave	8123	Laundry, Dryclean	Quality Cleaners	
7	SEQ	Royal Oak	Campbell Rd	8123	Laundry, Dryclean	Esquire Cleaners - drycleaning	
8	SEQ	Royal Oak	11 Mile Rd	8123	Laundry, Dryclean	Sylvia's Cleaners	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NEQ	Royal Oak	Rochester Rd	44831	Jewelry, Fashion Access	Miner's Den Jewelers	
2	SWQ	Royal Oak	Woodward Ave	44831	Jewelry, Fashion Access	Kramar Jewelry	
3	SWQ	Royal Oak	Downtown	44831	Jewelry, Fashion Access	Your Personal Jewelers	Apptmt
4	SWQ	Royal Oak	Downtown	44831	Jewelry, Fashion Access	Elements Custom Jewelry	
5	SWQ	Royal Oak	Washington Ave	44831	Jewelry, Fashion Access	Essbe Jewelry Store	
6	SWQ	Royal Oak	Catalpa Dr	44831	Jewelry, Fashion Access	Clock Specialists - Watch Store	
7	SEQ	Royal Oak	Downtown	44831	Jewelry, Fashion Access	Metals in Time - jeweler	
.	SWQ	Royal Oak	neighborhood ctr	44613	Eyewear (w/Opticians)	optician with eyewear	
1	NWQ	Royal Oak	Woodward Ave	44613	Eyewear (w/Opticians)	Fashion Eyeglass	
2	NWQ	Royal Oak	Woodward Ave	44613	Eyewear (w/Opticians)	America's Best Eyeglasses	
3	NWQ	Clawson	14 Mile Rd	44613	Eyewear (w/Opticians)	Feldman Optometrist	
4	NEQ	Madison Hts	Stephenson Hwy	44613	Eyewear (w/Opticians)	Chase Eyewear (in Costco)	
5	SWQ	Royal Oak	Main St	44613	Eyewear (w/Opticians)	Rudick Martin Optometrist	Home
6	SWQ	Royal Oak	Main St	44613	Eyewear (w/Opticians)	Main Street Eye Care	
7	SWQ	Royal Oak	Main St	44613	Eyewear (w/Opticians)	De'Twah Luxury Eyewear	
8	SWQ	Royal Oak	11 Mile Rd	44613	Eyewear (w/Opticians)	Schlosser Optometrist	
9	SWQ	Royal Oak	Downtown	44613	Eyewear (w/Opticians)	Prism Park Optical Studio	
1	NWQ	Troy	Coolidge Hwy	44821	Shoes, Footwear	Famous Footwear	
2	NEQ	Royal Oak	Rochester Rd	44821	Shoes, Footwear	Hanson's Running Shop	
3	NEQ	Clawson	14 Mile Rd	44821	Shoes, Footwear	Clawson Shoe Repair	
4	SWQ	Berkley	Woodward Ave	44821	Shoes, Footwear	Red Wing - shoe store	
5	SEQ	Royal Oak	Main St	44821	Shoes, Footwear	Burn Rubber Shoe Store	
6	SWQ	Royal Oak	Downtown	44821	Shoes, Footwear	Shoe Lady	
.	NEQ	Royal Oak	neighborhood ctr	8129	Tailoring, Alterations	alterations, custom tailoring	
1	NWQ	Royal Oak	Woodward Ave	8129	Tailoring, Alterations	Mike's Tailor Shop	
2	NWQ	Birmingham	14 Mile Rd	8129	Tailoring, Alterations	AA Tailoring, Bridal Alterations	
3	SWQ	Royal Oak	Catalpa Dr	8129	Tailoring, Alterations	Express Alterations	
4	SEQ	Royal Oak	11 Mile Rd	8129	Tailoring, Alterations	Eddie's Alterations - dressmaker	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Downtown	45113	Art - Supplies	art supply store	
1	NWQ	Clawson	14 Mile Rd	45113	Art - Supplies	Discount Fabric Outlet	
2	NWQ	Clawson	14 Mile Rd	45113	Art - Supplies	Haberman Fabrics	
3	NWQ	Troy	Coolidge Hwy	45113	Art - Supplies	Michael's Craft	
4	NEQ	Clawson	Main St	45113	Art - Supplies	Yarn Shop	
5	SWQ	Royal Oak	Woodward Ave	45113	Art - Supplies	Blick Art Materials - art supply	
6	SWQ	Royal Oak	Woodward Ave	45113	Art - Supplies	Sun's Crystal & Bead Supply Co	
.	SWQ	Royal Oak	Downtown	453	Art - Framing Shops	framing shop	
1	NWQ	Royal Oak	13 Mile Rd	453	Art - Framing Shops	Art Accents - framing shop	
2	NWQ	Royal Oak	14 Mile Rd	453	Art - Framing Shops	Fine Arts Framers & Yaw Framing	Temp Clsd
3	NWQ	Clawson	Cooks Rd	453	Art - Framing Shops	Bruce White Galleries	
4	NEQ	Madison Hts	13 Mile Rd	453	Art - Framing Shops	Briggs Gallery - frame shop	
5	SWQ	Royal Oak	Downtown	453	Art - Framing Shops	Rare Old Prints	
.	SWQ	Royal Oak	Woodward Ave	453	Art - Framing Shops	Super Simple Products LLC	Co Office
1	NWQ	Royal Oak	Woodward Ave	453	Art - Photography	Executive Photography Studio	
2	NWQ	Royal Oak	13 Mile Rd	453	Art - Photography	Mikes Reflections RE Photography	Home
3	NWQ	Royal Oak	Main St	453	Art - Photography	Adrienne and Amber Photography	
4	NWQ	Clawson	Main St	453	Art - Photography	Killer Creations Wedding Photo	
5	SWQ	Royal Oak	Downtown	453	Art - Photography	Heather Read Photography	
6	SWQ	Royal Oak	Crooks Rd	453	Art - Photography	Prestige Portraits	
7	SEQ	Royal Oak	4th Street	453	Art - Photography	CVS Photo	
8	SEQ	Royal Oak	Downtown	453	Art - Photography	Heather Gappi Photography	
9	SEQ	Royal Oak	11 Mile Rd	453	Art - Photography	Daisy Blue Photography	Home
10	SEQ	Royal Oak	11 Mile Rd	453	Art - Photography	Robert Bruce Photography	
11	SEQ	Royal Oak	Campbell Rd	453	Art - Photography	Grunewald & Co - photographer	
12	SEQ	Royal Oak	Rochester Rd	453	Art - Photography	Platinum Imagery Portraits	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Clawson Ave	453	Gifts - Greetings Cards	Brandon Couture Calligraphy	Home
2	NWQ	Clawson	14 Mile Rd	453	Gifts - Greetings Cards	Hallmark	
3	NWQ	Clawson	14 Mile Rd	453	Gifts - Greetings Cards	Little Green Apple - greeting cards	
4	SWQ	Royal Oak	Downtown	453	Gifts - Greetings Cards	Write Impressions - invitations	
5	SWQ	Royal Oak	Pleasant ST	453	Gifts - Greetings Cards	Deidre Ilinsky - pen store	Home
1	NWQ	Royal Oak	Woodward Ave	453	Gifts - Décor, Studios	Poesy - art gallery	
2	NWQ	Clawson	14 Mile Rd	453	Gifts - Décor, Studios	Cultivate Arts	
3	NWQ	Clawson	14 Mile Rd	453	Gifts - Décor, Studios	Don Sommer - art gallery	
4	NEQ	Troy	14 Mile Rd	453	Gifts - Décor, Studios	Unique Gifts, Collectibles	
5	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	hihi - collectibles	
6	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	Inkcourage - gifts	
7	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	Ewe-ique Knits	
8	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	Rail & Anchor - gifts	
9	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	La Roche - gifts	
10	SWQ	Royal Oak	Downtown	453	Gifts - Décor, Studios	Creative Arts Studio	
11	SWQ	Royal Oak	11 Mile Rd	453	Gifts - Décor, Studios	Butter Projects - art studio	
12	SWQ	Royal Oak	11 Mile Rd	453	Gifts - Décor, Studios	Iconic Detroit - art studio	
13	SEQ	Royal Oak	Main St	453	Gifts - Décor, Studios	Self USA European Marketplace	
14	SEQ	Royal Oak	4th Street	453	Gifts - Décor, Studios	Atelier School of Art	
15	SEQ	Royal Oak	4th Street	453	Gifts - Décor, Studios	Marcia Hovland Tile & Jewelry	
.	SWQ	Royal Oak	Downtown	45311	Gifts - Florists	florist	
1	NWQ	Royal Oak	Woodward Ave	45311	Gifts - Florists	Blossoms - florist	
2	SWQ	Royal Oak	Catalpa Dr	45311	Gifts - Florists	J Costello Designs - florist	
3	NWQ	Royal Oak	13 Mile Rd	45311	Gifts - Florists	Rangers Floral Garden - florist	
4	NWQ	Royal Oak	14 Mile Rd	45311	Gifts - Florists	EZPZ Plants - nursery	
5	NWQ	Royal Oak	Main St	45311	Gifts - Florists	Dynamic Flowers - florist	
6	NWQ	Royal Oak	14 Mile Rd	45311	Gifts - Florists	Dawn Owen Designs - florist	
7	NWQ	Birmingham	Woodward Ave	45311	Gifts - Florists	Affordable Flowers - florist	
8	SWQ	Berkley	Woodward Ave	45311	Gifts - Florists	Thrifty Florist	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Linwood Ave	45114	Musical Instruments	Duncans Highland Supply - bagpipes	Home
2	NEQ	Clawson	Rochester Rd	45114	Musical Instruments	Flute Specialists - musical instruments	
3	SWQ	Royal Oak	Downtown	45114	Musical Instruments	Guitar Hi-Fi Musical Instruments	
4	SWQ	Royal Oak	10 Mile Rd	45114	Musical Instruments	Penney Dennis Piano Tuning	
5	SWQ	Royal Oak	11 Mile Rd	45114	Musical Instruments	Phelps Piano Studio - instructor	
6	SEQ	Royal Oak	Main St	45114	Musical Instruments	Muramatsu Musical Instruments	
1	NWQ	Royal Oak	Woodward Ave	45114	Records, Music, Tapes	Solo Records & Tapes	
2	NWQ	Royal Oak	14 Mile Rd	45114	Records, Music, Tapes	Detroit Modular - music store	
3	SWQ	Royal Oak	Downtown	45114	Records, Music, Tapes	UHF Records store	
4	SWQ	Royal Oak	Woodward Ave	45114	Records, Music, Tapes	Detroit Record Club - store	
1	NWQ	Royal Oak	Woodward Ave	45121	Book Stores, Libraries	Classic Book Shop - used books	Temp Clsd
2	NWQ	Birmingham	14 Mile Rd	45121	Book Stores, Libraries	Steward Advisors - religious books	
3	SWQ	Royal Oak	Downtown	45121	Book Stores, Libraries	Paper Trail Book Store	
4	SWQ	Royal Oak	Downtown	45121	Book Stores, Libraries	Sidetrack Book Store	
5	SWQ	Royal Oak	Washington Ave	45121	Book Stores, Libraries	Library - Oakland CC	
6	SWQ	Royal Oak	Washington Ave	45121	Book Stores, Libraries	Raiders Books - Oakland CC	
7	SEQ	Royal Oak	Downtown	45121	Book Stores, Libraries	Royal Oak Public Library	
.	SWQ	Royal Oak	Downtown	45112	Toys, Games, Hobby	hobby shop	
1	NWQ	Birmingham	Woodward Ave	45112	Toys, Games, Hobby	Pasteiner's Auto Zone Hobbies	
2	NWQ	Clawson	Main St	45112	Toys, Games, Hobby	Warp9 Comics	
3	NWQ	Clawson	Main St	45112	Toys, Games, Hobby	Lewton's Sports Cards, Collectibles	
4	NWQ	Troy	Coolidge Hwy	45112	Toys, Games, Hobby	GameStop	
5	NWQ	Clawson	14 Mile Rd	45112	Toys, Games, Hobby	VIP Mobile Entertain - video game rental	
6	NWQ	Clawson	Main St	45112	Toys, Games, Hobby	American Flag and Banner	
7	SEQ	Royal Oak	Downtown	45112	Toys, Games, Hobby	Toyology Toy Store	
8	SEQ	Royal Oak	11 Mile Rd	45112	Toys, Games, Hobby	Toy Soldier & Figure Co - Toys	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	NWQ	Royal Oak	Woodward Ave	44131	Auto Parts, Supplies	auto parts store	
1	NWQ	Clawson	14 Mile Rd	44131	Auto Parts, Supplies	AutoZone - auto parts store	
2	NWQ	Clawson	14 Mile Rd	44131	Auto Parts, Supplies	Advance Auto Parts	
3	NWQ	Clawson	14 Mile Rd	44131	Auto Parts, Supplies	O'Reilly Auto Parts	
4	NEQ	Madison Hts	Stephenson Hwy	44131	Auto Parts, Supplies	Michigan Motorz - marine supply	
5	SWQ	Royal Oak	11 Mile Rd	44131	Auto Parts, Supplies	Joe's Auto Value	
6	SWQ	Royal Oak	Woodward Ave	44131	Auto Parts, Supplies	AutoZone - auto parts store	
7	SWQ	Royal Oak	Woodward Ave	44131	Auto Parts, Supplies	O'Reilly Auto Parts	
.	SWQ	Royal Oak	Downtown	44413	Hardware and paint	hardware store	
1	NWQ	Royal Oak	14 Mile Rd	.	Hardware Stores	Delwood Supply - plumbing supply	
2	NWQ	Royal Oak	14 Mile Rd	.	Hardware Stores	Carrie Long Interiors - design	
3	NWQ	Royal Oak	Woodward Ave	44314	Hardware Stores	Lampcraft - lighting store	
4	NWQ	Troy	Coolidge Hwy	44413	Hardware Stores	Home Depot - home supercenter	
5	NEQ	Clawson	14 Mile Rd	44413	Hardware Stores	Great Lakes Ace Hardware	
6	NEQ	Madison Hts	Stephenson Hwy	.	Hardware Stores	Crown Alloys Co - Welding Supply	
7	NEQ	Madison Hts	Stephenson Hwy	.	Hardware Stores	Cochrane Supply & Engineering	
8	SWQ	Royal Oak	Downtown	44229	Hardware Stores	It's Your Window - treatments	
9	SWQ	Royal Oak	Woodward Ave	.	Hardware Stores	Tigers Locksmith	
10	SEQ	Royal Oak	4th Street	44413	Hardware Stores	Great Lakes Ace Hardware	
11	SEQ	Royal Oak	Main St	.	Hardware Stores	ISCG - Interior Designer	
12	SEQ	Royal Oak	Main St	44413	Hardware Stores	Frentz & Son's Hardware	
1	NWQ	Royal Oak	Woodward Ave	44419	Kitchen Cabinetry	Executive Kitchen - remodeling	
2	NWQ	Royal Oak	14 Mile Rd	44419	Kitchen Cabinetry	Planet Marble & Granit - countertops	
3	NWQ	Royal Oak	Coolidge Hwy	44419	Kitchen Cabinetry	H J Oldenkamp Co - cabinets	
4	NWQ	Royal Oak	Woodward Ave	44419	Kitchen Cabinetry	Kurtis Kitchen & Bath Remoding	
5	NEQ	Royal Oak	Rochester Rd	44419	Kitchen Cabinetry	Classic Cabinets	
6	NEQ	Royal Oak	Rochester Rd	44419	Kitchen Cabinetry	Instyle by Ridge Cabinetry	
7	NEQ	Clawson	Main St	44419	Kitchen Cabinetry	Ryan Cabinetry	
8	NEQ	Clawson	Main St	44419	Kitchen Cabinetry	Visionary Cabinetry & Design	
9	SWQ	Royal Oak	7th Street	44419	Kitchen Cabinetry	Wolverine Cabinet Co	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	NWQ	Royal Oak	Woodward Ave	44419	Flooring, Tile, Carpet	flooring store	
1	NEQ	Royal Oak	13 Mile Rd	44419	Flooring, Tile, Carpet	Creative Carpets	
2	NEQ	Clawson	14 Mile Rd	44419	Flooring, Tile, Carpet	Fairway Tile & Carpet	
3	NWQ	Troy	Coolidge Hwy	44419	Flooring, Tile, Carpet	Superb Flooring & Design	
4	SWQ	Royal Oak	Main St	44419	Flooring, Tile, Carpet	Main Floor Carpet One Floor & Home	
5	SWQ	Royal Oak	Main St	44419	Flooring, Tile, Carpet	Contract Design Group	
1	NWQ	Royal Oak	14 Mile Rd	44412	Paint, Wall Coverings	Sherwin-Williams Paint Store	
2	SWQ	Royal Oak	Woodward Ave	44412	Paint, Wall Coverings	Sherwin-Williams Paint Store	
3	SWQ	Royal Oak	Woodward Ave	44412	Paint, Wall Coverings	PPG Paint Store	
.	SWQ	Royal Oak	Woodward Ave	44422	Lawn, Garden Centers	outdoor garden center	
.	SWQ	Royal Oak	Downtown	44422	Lawn, Garden Centers	indoor garden gift shop	
1	NWQ	Royal Oak	Coolidge Hwy	44422	Lawn, Garden Centers	English Gardens - garden center	
2	NWQ	Troy	Coolidge Hwy	44422	Lawn, Garden Centers	Home Depot - garden center	
3	NWQ	Clawson	14 Mile Rd	44422	Lawn, Garden Centers	Billings Lawn Equipment - mowers	
1	NWQ	Royal Oak	Woodward Ave	44211	Furniture Showrooms	Italmoda Modern Furniture	
2	NWQ	Royal Oak	Woodward Ave	44211	Furniture Showrooms	Everything Home Upscale Resale	
3	NWQ	Clawson	14 Mile Rd	44211	Furniture Showrooms	Leon & Lulu - furniture	
4	NWQ	Clawson	14 Mile Rd	44211	Furniture Showrooms	ModMart Vintage - furniture	
5	SWQ	Royal Oak	Downtown	44211	Furniture Showrooms	Space Care Interiors - office furniture	
6	SWQ	Royal Oak	Catalpa Dr	44211	Furniture Showrooms	House of Detroit Luxury Furniture	
7	NWQ	Royal Oak	13 Mile Rd	44211	Furniture Showrooms	Yardbird - outdoor furniture	
8	SEQ	Royal Oak	Main St	44211	Furniture Showrooms	Bright Ideas Furniture	
1	NWQ	Royal Oak	Woodward Ave	44211	Furniture - Mattresses	Mattresses & Beyond	
2	NWQ	Royal Oak	Woodward Ave	44211	Furniture - Mattresses	Majestic Beds - mattress	
3	NWQ	Royal Oak	Woodward Ave	44211	Furniture - Mattresses	TrueSleep Mattress Store	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Downtown	44229	Patio, Pool, Spa, Hearth	fireplace, patio, hearth supplies	
1	NWQ	Royal Oak	Woodward Ave	44229	Patio, Pool, Spa, Hearth	Bourlier's Barbecue Fireplace - store	
2	NWQ	Royal Oak	Woodward Ave	44229	Patio, Pool, Spa, Hearth	Fireside Hearth and Home	
3	NWQ	Royal Oak	Woodward Ave	44229	Patio, Pool, Spa, Hearth	Huntington Woods Pools & Spas	
.	SWQ	Royal Oak	Downtown	44314	Appliances, Repair Svc	appliance showroom	
1	NWQ	Clawson	14 Mile Rd	44314	Appliances, Repair Svc	Noble Appliance	Temp Clsd
2	NWQ	Birmingham	Woodward Ave	44314	Appliances, Repair Svc	Hawthorne Appliance	
3	NEQ	Royal Oak	Rochester Rd	44314	Appliances, Repair Svc	Maytag Home Appliance	
4	NEQ	Madison Hts	Stephenson Hwy	44314	Appliances, Repair Svc	Noble Appliance	
5	NEQ	Madison Hts	Stephenson Hwy	44314	Appliances, Repair Svc	AR Baker's Kneads - appliance repair	
6	SEQ	Royal Oak	11 Mile Rd	44314	Appliances, Repair Svc	Berkley Appliance	
1	NWQ	Clawson	14 Mile Rd	44229	Furniture - Specialty	Paint Bar - furniture restoration	
2	NWQ	Clawson	14 Mile Rd	44221	Furniture - Specialty	Creative Design Guild - upholstery	
3	NEQ	Royal Oak	Amelia St	44229	Furniture - Specialty	Valkyrie Fine Woodworking	Home
4	NEQ	Madison Hts	Stephenson Hwy	44229	Furniture - Specialty	Shelving Store	
5	SWQ	Royal Oak	Crooks Rd	44221	Furniture - Specialty	Roden Leather Co - wholesaler	
.	SWQ	Royal Oak	Downtown	44229	Furnishings, Décor	kitchen, restaurant supply store	
1	NWQ	Birmingham	Woodward Ave	44229	Furnishings, Décor	Kitchen Glamor	
2	NWQ	Birmingham	Woodward Ave	44229	Furnishings, Décor	California Closets	
3	NWQ	Clawson	14 Mile Rd	44229	Furnishings, Décor	Eclectic Home - home goods	
4	NWQ	Clawson	14 Mile Rd	44229	Furnishings, Décor	Dee Dee's Fine Vintage - home goods	
5	SWQ	Royal Oak	Woodward Ave	44229	Furnishings, Décor	Modern Supply - home goods	
6	SEQ	Royal Oak	Bellaire Ave	44229	Furnishings, Décor	Design House - home goods	
.	SWQ	Royal Oak	Downtown	45331	Antiques, Used Merch	antique store	
1	NWQ	Clawson	Main St	45331	Antiques, Used Merch	Clawson Antiques Etc	
2	NEQ	Clawson	Rochester Rd	45331	Antiques, Used Merch	Sinclair Antiques	
3	SWQ	Royal Oak	Downtown	45331	Antiques, Used Merch	Del Ciudice Antiques	
4	SWQ	Berkley	Woodward Ave	45331	Antiques, Used Merch	14K Pawn & Exchange	
5	SEQ	Royal Oak	11 Mile Rd	45331	Antiques, Used Merch	Antique & Flea Market	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	neighborhood ctr	5419	Pets - Veterinarians	veterinarian, pet resort, supplies	
1	NWQ	Royal Oak	Woodward Ave	5419	Pets - Veterinarians	Burrwood Veterinary	
2	NWQ	Royal Oak	Woodward Ave	5419	Pets - Veterinarians	Hartrick Veterinary Clinic	
3	NWQ	Royal Oak	Woodward Ave	5419	Pets - Veterinarians	PetWellClinic	
4	NWQ	Clawson	14 Mile Rd	5419	Pets - Veterinarians	Kimball Animal Hospital	
5	NWQ	Royal Oak	Main St	5419	Pets - Veterinarians	North Main Animal Hospital	
6	NEQ	Royal Oak	13 Mile Rd	5419	Pets - Veterinarians	Spartan Veterinary Clinic	
7	SWQ	Royal Oak	Main St	5419	Pets - Veterinarians	Royal Oak Animal Hospital	
8	SEQ	Royal Oak	11 Mile Rd	5419	Pets - Veterinarians	Blue Cross Animal Hospital	
1	NWQ	Royal Oak	Woodward Ave	.	Pets - Groom, Walking	Woofard Ave - pet grooming	
2	NWQ	Royal Oak	Woodward Ave	.	Pets - Groom, Walking	Catherine's Pet Parlor	
3	NWQ	Royal Oak	13 Mile Rd	.	Pets - Groom, Walking	Poochies of Beverly Hills - grooming	
4	NWQ	Clawson	14 Mile Rd	.	Pets - Groom, Walking	Clawson Paws Pet Grooming	
5	NWQ	Clawson	14 Mile Rd	.	Pets - Groom, Walking	Robins Wash N Wags	Home
6	NWQ	Clawson	14 Mile Rd	.	Pets - Groom, Walking	Robins Wash N Wags	
7	NWQ	Clawson	14 Mile Rd	.	Pets - Groom, Walking	Paws Around Motown - dog walker	
8	SEQ	Royal Oak	11 Mile Rd	.	Pets - Groom, Walking	Bingo Pet Salon	
9	SEQ	Royal Oak	Main St	.	Pets - Groom, Walking	Royal Pup Parlor - grooming	
.	SWQ	Royal Oak	Downtown	45391	Pets, Pet Supplies	pet supply store, bakery, novelty	
1	NWQ	Royal Oak	13 Mile Rd	45391	Pets, Pet Supplies	Pause With A Cause - support pets	
2	NWQ	Royal Oak	Woodward Ave	45391	Pets, Pet Supplies	Pet Supplies Plus	
3	NWQ	Troy	Coolidge Hwy	45391	Pets, Pet Supplies	Petco	
4	NWQ	Clawson	14 Mile Rd	45391	Pets, Pet Supplies	Atlantis Fish Shoppe	
5	NEQ	Royal Oak	Rochester Rd	45391	Pets, Pet Supplies	New Beginnings Animal Rescue	
6	NEQ	Clawson	Rochester Rd	45391	Pets, Pet Supplies	Val's Pet Supplies	
7	SWQ	Royal Oak	Woodward Ave	45391	Pets, Pet Supplies	PetSmart - pet store	
8	SWQ	Royal Oak	Woodward Ave	45391	Pets, Pet Supplies	Wild Birds Unlimited	
9	SWQ	Royal Oak	Woodward Ave	45391	Pets, Pet Supplies	Royal Tropical Fish & Bird	
10	SWQ	Berkley	Woodward Ave	45391	Pets, Pet Supplies	Puppygram - pet store	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Downtown	45111	Sporting Goods	sporting goods, bicycle shop	
1	NWQ	Royal Oak	Woodward Ave	45111	Sporting Goods	Orvis - outfitters	
2	NWQ	Royal Oak	Woodward Ave	45111	Sporting Goods	Motor City Scuba - dive shop	
3	NWQ	Royal Oak	Woodward Ave	45111	Sporting Goods	Target Sports & Gun Shop	
4	NWQ	Royal Oak	Woodward Ave	45111	Sporting Goods	Tennis & Golf Co	
5	NWQ	Royal Oak	Woodward Ave	45111	Sporting Goods	Discount Golf	
6	NWQ	Troy	Coolidge Hwy	45111	Sporting Goods	Dunham's Sports	
7	NWQ	Birmingham	Woodward Ave	45111	Sporting Goods	American Home Fitness Supply	
8	NWQ	Clawson	14 Mile Rd	45111	Sporting Goods	Play It Again Sports, Fitness	
1	NWQ	Royal Oak	Woodward Ave	45111	Bicycles, Skates	Trek Bicycle	
2	NWQ	Royal Oak	14 Mile Rd	45111	Bicycles, Skates	Sitto Motorsports	
3	NWQ	Clawson	Crooks Rd	45111	Bicycles, Skates	JC Wakes Ebike Warehouse	
4	SEQ	Royal Oak	Lincoln Ave	45111	Bicycles, Skates	Silly Skaterz - skateboards	
5	SEQ	Madison Hts	Stephenson Hwy	45111	Bicycles, Skates	Modern Skate & Surf - skate shop	
.	SWQ	Royal Oak	Woodward Ave	7139	Dance, Yoga Studios	dance studio, academy	
1	NWQ	Royal Oak	Woodward Ave	7139	Dance, Yoga Studios	Murray Dance Studio	
2	NWQ	Royal Oak	13 Mile Rd	7139	Dance, Yoga Studios	Royal Oak Dance Academy	
3	NWQ	Clawson	Crooks Rd	7139	Dance, Yoga Studios	Valentina's School of Ballet	
4	NEQ	Royal Oak	Rochester Rd	7139	Dance, Yoga Studios	Namaste Yoga Ctr	
5	NEQ	Madison Hts	Stephenson Hwy	7139	Dance, Yoga Studios	Celeste Aerial Arts	
6	NEQ	Clawson	14 Mile Rd	7139	Dance, Yoga Studios	Hotworx - Yoga Studio	
7	NEQ	Madison Hts	Campbell Rd	7139	Dance, Yoga Studios	Juliana's Academy of Dance	
8	NEQ	Clawson	Rochester Rd	7139	Dance, Yoga Studios	Borgo Sisters School of Dance	
9	SWQ	Royal Oak	Downtown	7139	Dance, Yoga Studios	Citizen Yoga	
10	SWQ	Royal Oak	Main St	7139	Dance, Yoga Studios	Floyd School of Dance	
11	SWQ	Royal Oak	Main St	7139	Dance, Yoga Studios	Jazzercise	
12	SEQ	Royal Oak	Main St	7139	Dance, Yoga Studios	Barre Code Metro Detroit	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SEQ	Royal Oak	Campbell Rd	7139	Fitness Ctrs - Martial Arts	martial arts school	
1	NWQ	Royal Oak	14 Mile Rd	7139	Fitness Ctrs - Martial Arts	Total Martial Arts	
2	NEQ	Royal Oak	Rochester Rd	7139	Fitness Ctrs - Martial Arts	PKSA Karate	
3	SEQ	Royal Oak	Main St	7139	Fitness Ctrs - Martial Arts	9Round Kickboxing Fitness	Temp Clsd
4	NEQ	Royal Oak	Stephenson Hwy	7139	Fitness Ctrs - Martial Arts	Celeste Martial Arts	
5	NWQ	Royal Oak	Woodward Ave	7139	Fitness Ctrs - Martial Arts	Premier Martial Arts	
6	NEQ	Clawson	Rochester Rd	7139	Fitness Ctrs - Martial Arts	10th Planet Jiu Jitsu	
7	SWQ	Berkley	Woodward Ave	7139	Fitness Ctrs - Martial Arts	School of Martial Arts	
1	NWQ	Royal Oak	Woodward Ave	7139	Fitness Coach, Assoc	Exercise Coach	
2	NWQ	Royal Oak	Woodward Ave	7139	Fitness Coach, Assoc	Move as a Human - coach	
3	NWQ	Royal Oak	13 Mile Rd	7139	Fitness Coach, Assoc	Body Slimming Solution - weight clinic	Home
4	NWQ	Royal Oak	14 Mile Rd	7139	Fitness Coach, Assoc	Stomping Grounds Training, Recovery	
5	NWQ	Clawson	14 Mile Rd	7139	Fitness Coach, Assoc	Clawson Barbell - personal trainer	
6	NWQ	Clawson	Main St	7139	Fitness Coach, Assoc	Willpower Fitness Group	
7	NWQ	Clawson	Main St	7139	Fitness Coach, Assoc	Twyfit - fitness program	
8	NEQ	Madison Hts	Stephenson Hwy	7139	Fitness Coach, Assoc	2 SP Pure Energy - fitness program	Temp Clsd
9	NEQ	Madison Hts	Stephenson Hwy	7139	Fitness Coach, Assoc	4D Hockey Training	
10	SWQ	Royal Oak	Woodward Ave	7139	Fitness Coach, Assoc	SafeSplash Swim School	
11	SEQ	Royal Oak	Main St	7139	Fitness Coach, Assoc	Sculpt Studios - trainers	
12	SEQ	Royal Oak	Main St	7139	Fitness Coach, Assoc	Nicole Nahed Trainer	

Opportunities with Existing Inventory by Retail Category
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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	DT	Royal Oak	Near Downtown	7139	Community Centers	Indoor / Outdoor Swimming Pool	
1	SEQ	Royal Oak	12 Mile Rd	7139	Community Centers	Royal Oak Recreation Center	
2	SEQ	Royal Oak	Lincoln Ave	7139	Community Centers	Salter Community Center	
1	NEQ	Royal Oak	Rochester Rd	7139	Membership Clubs	Michigan Int'l Cricket Assoc	
2	NEQ	Royal Oak	Rochester Rd	7139	Membership Clubs	Red Run Tennis - private courts	
3	NEQ	Royal Oak	Rochester Rd	7139	Membership Clubs	Red Run Golf Club	
1	NWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	Rev Fitness	
2	NWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	Stretch Zone Fitness Wellness	
3	NWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	Orangetheory Fitness	
4	NWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	Lean Body Studio	
5	NWQ	Royal Oak	Crooks Rd	7139	Fitness Centers, Gyms	Planet Fitness	
6	NWQ	Beverly Hills	13 Mile Rd	7139	Fitness Centers, Gyms	Get Some Fitness	
7	NWQ	Clawson	14 Mile Rd	7139	Fitness Centers, Gyms	GPC Fitness Studio	
8	NWQ	Clawson	14 Mile Rd	7139	Fitness Centers, Gyms	Motor City Barbell Club	
9	NWQ	Clawson	14 Mile Rd	7139	Fitness Centers, Gyms	Burn Fitness	
10	NEQ	Madison Hts	Stephenson Hwy	7139	Fitness Centers, Gyms	Planet Rock Climbing Gym	
11	NEQ	Madison Hts	Stephenson Hwy	7139	Fitness Centers, Gyms	CrossFit Athletic Group	
12	NEQ	Madison Hts	14 Mile Rd	7139	Fitness Centers, Gyms	Powerhouse Gym	
13	NEQ	Madison Hts	Campbell Rd	7139	Fitness Centers, Gyms	Dannofit - fitness ctr	
14	NEQ	Madison Hts	Campbell Rd	7139	Fitness Centers, Gyms	Anytime Fitness	
15	NEQ	Clawson	Rochester Rd	7139	Fitness Centers, Gyms	Clawson Fit	
16	SWQ	Royal Oak	Main St	7139	Fitness Centers, Gyms	Nafas Fitness	
17	SWQ	Royal Oak	Main St	7139	Fitness Centers, Gyms	Go Cycle Studios / Cyclebar	
18	SWQ	Royal Oak	11 Mile Rd	7139	Fitness Centers, Gyms	South Oakland Family YMCA	
19	SWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	LA Fitness	
20	SWQ	Royal Oak	Woodward Ave	7139	Fitness Centers, Gyms	Body20	
21	SEQ	Royal Oak	Main St	7139	Fitness Centers, Gyms	9Round Fitness	Temp Clsd
22	SEQ	Royal Oak	Main St	7139	Fitness Centers, Gyms	Orangetheory Fitness	
23	SEQ	Royal Oak	11 Mile Rd	7139	Fitness Centers, Gyms	Retrofit Studio	
24	SEQ	Madison Hts	Stephenson Hwy	7139	Fitness Centers, Gyms	One Fit Joker - Royal Oak Gym	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	14 Mile Rd	7111	Theater, Performing Arts	Royal House Recording - studio	
2	NEQ	Royal Oak	Rochester Rd	7111	Theater, Performing Arts	Soundscape Studio Recording Arts	
3	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Soaring Eagle Arts Beats	
4	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Stagecrafters Baldwin Theater	
5	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Royal Oak Music Theater	
6	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Tune Study Music School	
7	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	00 Bar Nightclub	
8	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Simone Vitale Band - musician	
9	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Drag Queen Bingo	
10	SWQ	Royal Oak	Washington Ave	7111	Theater, Performing Arts	Detroit School Rock Pop Music	
11	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	526 Main Piano Bar	
12	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Tequila Blue Nightclub	
13	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Dueling Piano Bar	
14	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Singles Speed Dating	
15	SWQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Icon Pix Studios Karaoke	
16	SWQ	Royal Oak	11 Mile Rd	7111	Theater, Performing Arts	Elliott Voice Over Artist, Singer	
17	SEQ	Royal Oak	Main St	7111	Theater, Performing Arts	Actors Loft - performing arts group	
18	SEQ	Royal Oak	Main	7111	Theater, Performing Arts	Platform 19 - event venue	
19	SEQ	Royal Oak	Main	7111	Theater, Performing Arts	Rustbelt Studios - recording	
20	SEQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Ridley's Comedy Club / Castle	
21	SEQ	Royal Oak	11 Mile Rd	7111	Theater, Performing Arts	o2 Creative Solutions entertain agency	
22	SEQ	Royal Oak	Downtown	7111	Theater, Performing Arts	Star Emagine - movie theater	
.	NEQ	Royal Oak	neighborhood ctr	7139	Entertainment Venues	bowling alley, arcade	
1	NWQ	Royal Oak	14 Mile Rd	7139	Entertainment Venues	Design of Mine - art school	Temp Clsd
2	NWQ	Royal Oak	Coolidge Hwy	7139	Entertainment Venues	Infatable Playspaces	
3	NWQ	Royal Oak	Marais Ave	7139	Entertainment Venues	Meininger Senior Center	
4	NWQ	Royal Oak	Coolidge Hwy	7139	Entertainment Venues	Bowlero Lanes & Lounge	
5	NEQ	Clawson	Rochester Rd	7139	Entertainment Venues	GOB Retail - game store	
6	SEQ	Royal Oak	4th Street	7139	Entertainment Venues	Breakout Escape Rooms	
7	SEQ	Royal Oak	Downtown	7139	Entertainment Venues	Star Lanes - bowling	
8	SEQ	Royal Oak	Symes Ave	7139	Entertainment Venues	Primrose Event Planning	Home

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	8121	Personal - Hair Salons	Salon Fuse	
2	NWQ	Royal Oak	Woodward Ave	8121	Personal - Hair Salons	Annette's Hair Studio	
3	NWQ	Royal Oak	Woodward Ave	8121	Personal - Hair Salons	Ella Rae Salon	
4	NWQ	Royal Oak	13 Mile Rd	8121	Personal - Hair Salons	Vibe Spa	
5	NWQ	Royal Oak	13 Mile Rd	8121	Personal - Hair Salons	Changez Salon & Spa	
6	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	Hair Razors	
7	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	Silver Shears Salon	
8	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	Great Clips	
9	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	CM Beauty - salon	
10	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	My Salon	
11	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	J Devonne's Hair Today	
12	NWQ	Clawson	14 Mile Rd	8121	Personal - Hair Salons	Kathy's Kuts	
13	NWQ	Clawson	Main St	8121	Personal - Hair Salons	R Collective Salon	
14	NWQ	Clawson	Main St	8121	Personal - Hair Salons	Studio 3	
15	NWQ	Clawson	Crooks Rd	8121	Personal - Hair Salons	Trac's Hair Designs	
16	NEQ	Royal Oak	Campbell Rd	8121	Personal - Hair Salons	Katty Salon	
17	NEQ	Royal Oak	Rochester Rd	8121	Personal - Hair Salons	Cookie Cutters Haircuts for Kids	
18	NEQ	Royal Oak	Rochester Rd	8121	Personal - Hair Salons	Salon Nero	
19	NEQ	Clawson	Main St	8121	Personal - Hair Salons	Salon Oggi	
20	NEQ	Clawson	Main St	8121	Personal - Hair Salons	Tease - beauty salon	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
21	NEQ	Clawson	Main St	8121	Personal - Hair Salons	Biland Cashmere Beauty Co	
22	NEQ	Clawson	Main St	8121	Personal - Hair Salons	Binael - beauty salon	
23	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Studio 804 Hair Salon	
24	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Tricho Hair Salon	
25	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Rene's Hair Shoppe Salon	
26	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Alchemy Color Lab	
27	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	6 Salon	
28	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Gold Room	
29	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Curewell IV Haus	
30	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Douglas J Aveda Institute	
31	SWQ	Royal Oak	Main St	8121	Personal - Hair Salons	Bianchi's Salon	
32	SWQ	Royal Oak	Main St	8121	Personal - Hair Salons	Helena's Hair Salon	
33	SWQ	Royal Oak	Main St	8121	Personal - Hair Salons	Bleach Hair Studio	
34	SWQ	Royal Oak	11 Mile Rd	8121	Personal - Hair Salons	Percity Beauty Salon	
35	SWQ	Royal Oak	Woodward Ave	8121	Personal - Hair Salons	P La Salon - hair salon	
36	SWQ	Royal Oak	Catalpa Dr	8121	Personal - Hair Salons	Beauty Collective Hair Salon	
37	SWQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Bout Face Beauty Spa	
38	SWQ	Royal Oak	Woodward Ave	8121	Personal - Hair Salons	Esthetics, Treasure'd Spa	
39	SWQ	Berkley	Woodward Ave	8121	Personal - Hair Salons	Great Clips	
40	SEQ	Royal Oak	Downtown	8121	Personal - Hair Salons	Alex Emilio Salon	
41	SEQ	Royal Oak	4th Street	8121	Personal - Hair Salons	Wink Beauty Lounge	
42	SEQ	Royal Oak	4th Street	8121	Personal - Hair Salons	Hart & Harlow Salon	
43	SEQ	Royal Oak	11 Mile Rd	8121	Personal - Hair Salons	Craft Salon	
44	SEQ	Royal Oak	11 Mile Rd	8121	Personal - Hair Salons	Beauty Defined Salon	
45	SEQ	Royal Oak	11 Mile Rd	8121	Personal - Hair Salons	Rebel: Royal Oak Hair Co	
46	SEQ	Royal Oak	Main St	8121	Personal - Hair Salons	Sola Salon Studios	
47	SEQ	Royal Oak	Main St	8121	Personal - Hair Salons	Salon Z	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	8121	Personal Care - Nails	Angel Nails	
2	NWQ	Royal Oak	Woodward Ave	8121	Personal Care - Nails	Vin Beauty Nails & Spa	
3	NWQ	Royal Oak	Woodward Ave	8121	Personal Care - Nails	US Nails	
4	NWQ	Royal Oak	Woodward Ave	8121	Personal Care - Nails	VIP Nails & Spa	
5	NWQ	Clawson	14 Mile Rd	8121	Personal Care - Nails	Magic Nails	
6	NWQ	Clawson	14 Mile Rd	8121	Personal Care - Nails	Luxury Nails	
7	NWQ	Clawson	14 Mile Rd	8121	Personal Care - Nails	Paris Nail & Spa	
8	NWQ	Clawson	Main St	8121	Personal Care - Nails	Jolie Nails	
9	NWQ	Clawson	Main St	8121	Personal Care - Nails	Side Street Nail Salon	
10	NEQ	Royal Oak	Campbell Rd	8121	Personal Care - Nails	Annie's Nail	
11	NEQ	Royal Oak	Rochester Rd	8121	Personal Care - Nails	Royal Touch Nails & Spa	
12	NEQ	Madison Hts	14 Mile Rd	8121	Personal Care - Nails	T & Q Nail Salon	
13	SWQ	Royal Oak	Downtown	8121	Personal Care - Nails	Royal Oak Nails	
14	SWQ	Berkley	Woodward Ave	8121	Personal Care - Nails	Great Nails	
15	SWQ	Berkley	Woodward Ave	8121	Personal Care - Nails	TD Nails	
16	SEQ	Royal Oak	Parent Ave	8121	Personal Care - Nails	Phalanges Manicure Studio	
17	SEQ	Royal Oak	Downtown	8121	Personal Care - Nails	Nails 07	
.	NEQ	Royal Oak	nbhd ctr / 14 Mi Rd	8121	Brow, Lash, Electrolysis	electrolysis	
1	NWQ	Royal Oak	Woodward Ave	8121	Brow, Lash, Electrolysis	Christine's Electrolysis	
2	NWQ	Clawson	Main St	8121	Brow, Lash, Electrolysis	Vinnie & June / Microblading	
3	SWQ	Royal Oak	Downtown	8121	Brow, Lash, Electrolysis	Gentle Touch Electrolysis, Sola Salon	
4	SWQ	Royal Oak	Downtown	8121	Brow, Lash, Electrolysis	Perfect Arch Eyebrow Microblading	
5	SWQ	Royal Oak	Downtown	8121	Brow, Lash, Electrolysis	Pash Aesthetic - eyebrows	
6	SWQ	Royal Oak	Downtown	8121	Brow, Lash, Electrolysis	Skinphorea Facial Bar	
7	SWQ	Royal Oak	Main St	8121	Brow, Lash, Electrolysis	DC Electrolysis	
8	SWQ	Royal Oak	11 Mile Rd	8121	Brow, Lash, Electrolysis	Alisa Marie Brows & Spa	
9	SWQ	Royal Oak	Woodward Ave	8121	Brow, Lash, Electrolysis	Lunar Lash Bar - eyelashes	
10	SWQ	Royal Oak	Woodward Ave	8121	Brow, Lash, Electrolysis	Benefit Cosmetics BrowBar	
11	SEQ	Royal Oak	Parent Ave	8121	Brow, Lash, Electrolysis	LashFien Eyelash Extensions	
12	SEQ	Royal Oak	Downtown	8121	Brow, Lash, Electrolysis	Georgi's Waxing Studio	
13	SEQ	Royal Oak	11 Mile Rd	8121	Brow, Lash, Electrolysis	Shay Esthetician - hair removal	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Woodward Ave	8121	Barbershops	barbershop	
1	NWQ	Royal Oak	Woodward Ave	8121	Barbershops	Lady Jane's Haircuts for Men	
2	NWQ	Clawson	14 Mile Rd	8121	Barbershops	Marc Josephs - barber shop	
3	NEQ	Royal Oak	Rochester Rd	8121	Barbershops	Royal Clips Barber Shop	
4	NEQ	Clawson	14 Mile Rd	8121	Barbershops	Brand - barber shop	
5	SWQ	Royal Oak	Downtown	8121	Barbershops	Major Tom's Unisex Barber	
6	SWQ	Royal Oak	Main St	8121	Barbershops	Sands Barber Stylists	
7	SEQ	Royal Oak	Main St	8121	Barbershops	Skull Cap Bar - hair replacement	
8	SWQ	Royal Oak	Woodward Ave	8121	Barbershops	Goodfellows Barber Shop	
9	SEQ	Royal Oak	Lincoln Ave	8121	Barbershops	Reds Salon and Barber	
10	SEQ	Royal Oak	Lincoln Ave	8121	Barbershops	Pat's Barber Shop	
.	NWQ	Royal Oak	Woodward Ave	8121	Body Art, Piercing, Ink	ink, tattoo studio	
.	NEQ	Royal Oak	neighborhood ctr	8121	Body Art, Piercing, Ink	ink, tattoo studio	
1	NWQ	Clawson	14 Mile Rd	8121	Body Art, Piercing, Ink	Eternal Tattoos	
2	NWQ	Royal Oak	Woodward Ave	8121	Body Art, Piercing, Ink	Removery Tattoo Removal	
3	SWQ	Royal Oak	4th St	8121	Body Art, Piercing, Ink	Tattoos by Dotmatrixx	
4	SWQ	Royal Oak	4th St	8121	Body Art, Piercing, Ink	Inkcourage	
5	SWQ	Royal Oak	Main St	8121	Body Art, Piercing, Ink	Shoppe Tattoo Co	
6	NEQ	Clawson	14 Mile Rd	8121	Body Art, Piercing, Ink	Green Light Body Piercing	
7	NWQ	Clawson	14 Mile Rd	8121	Body Art, Piercing, Ink	Joey G Tattoos	
.	NEQ	Royal Oak	neighborhood ctr	8121	Cosmetology	cosmetologist	
1	NWQ	Royal Oak	Woodward Ave	8121	Cosmetology	Makeup Mavens	
2	NWQ	Clawson	14 Mile Rd	8121	Cosmetology	Ahtemu Tia Williams - cosmetology	
3	NEQ	Royal Oak	Rochester Rd	8121	Cosmetology	Roman Beauty - makeup artist	
4	SWQ	Royal Oak	Downtown	8121	Cosmetology	Heidi D. Cosmetics	
5	SWQ	Royal Oak	Washington Ave	8121	Cosmetology	Pressley School of Cosmetology	
6	SWQ	Royal Oak	Woodward Ave	8121	Cosmetology	Gemini Skin Studio	
7	SEQ	Royal Oak	Downtown	8121	Cosmetology	Casablanca Modeling Acting Ctr	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	NEQ	Royal Oak	neighborhood ctr	8121	Wellness Ctr, Spa, Tan	day spa, medical spa	
1	NWQ	Royal Oak	Woodward Ave	8121	Wellness Ctr, Spa, Tan	Cryospa Medical Spa	
2	NWQ	Royal Oak	14 Mile Rd	8121	Wellness Ctr, Spa, Tan	Beaumont Health Wellness Ctr	
3	NWQ	Clawson	14 Mile Rd	8121	Wellness Ctr, Spa, Tan	Motor City Float - wellness spa	
4	NWQ	Birmingham	14 Mile Rd	8121	Wellness Ctr, Spa, Tan	Truth Beauty & Wellness	
5	NWQ	Clawson	Main St	8121	Wellness Ctr, Spa, Tan	Studio Sculpt - medical spa	
6	SWQ	Royal Oak	Woodward Ave	8121	Wellness Ctr, Spa, Tan	Restore Hyper Wellness	
7	SWQ	Berkley	Woodward Ave	8121	Wellness Ctr, Spa, Tan	Serenity Massage Therapy & Spa	
8	SEQ	Royal Oak	11 Mile Rd	8121	Wellness Ctr, Spa, Tan	Protégé Agewell Spa	
9	NWQ	Royal Oak	Woodward Ave	8121	Wellness Ctr, Spa, Tan	Chili Pepper's Tanning	
10	NWQ	Royal Oak	Nakota Rd	8121	Wellness Ctr, Spa, Tan	Natural Bronze Tan	
11	NEQ	Madison Hts	14 Mile Rd	8121	Wellness Ctr, Spa, Tan	Club Soleil Tanning Salon	
12	SEQ	Royal Oak	11 Mile Rd	8121	Wellness Ctr, Spa, Tan	Advanced Aesthetics - medical spa	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	8121	Massage, Chiropractic	Wiercigroch Physical Therapy	
2	NWQ	Royal Oak	Woodward Ave	8121	Massage, Chiropractic	Athletico Physical Therapy	
3	NWQ	Royal Oak	13 Mile Rd	8121	Massage, Chiropractic	Wiater Physical Therapy	
4	NWQ	Royal Oak	13 Mile Rd	8121	Massage, Chiropractic	Optimal Wellness Family Chiro	
5	NWQ	Clawson	14 Mile Rd	8121	Massage, Chiropractic	Thrive Rehab, Physical Therapy	
6	NWQ	Clawson	14 Mile Rd	8121	Massage, Chiropractic	Orlanski Massage Therapist	
7	NWQ	Clawson	14 Mile Rd	8121	Massage, Chiropractic	Embodiment Massage	
8	NWQ	Clawson	14 Mile Rd	8121	Massage, Chiropractic	Absolute Wellness Chiropractic	
9	NEQ	Royal Oak	Rochester Rd	8121	Massage, Chiropractic	Back to You Physical Therapy Rehab	
10	NEQ	Royal Oak	Lawrence Ave	8121	Massage, Chiropractic	Body Mechanics Physical Therapy	
11	NEQ	Royal Oak	Rochester Rd	8121	Massage, Chiropractic	Upchurch Chiropractic	
12	NEQ	Royal Oak	Rochester Rd	8121	Massage, Chiropractic	Van Every Chiropractic	
13	SWQ	Royal Oak	Downtown	8121	Massage, Chiropractic	Royal Oak Psychic	
14	SWQ	Royal Oak	11 Mile Rd	8121	Massage, Chiropractic	Body Balance Massage Therapy	
15	SWQ	Royal Oak	11 Mile Rd	8121	Massage, Chiropractic	Live Well Chiropractic	
16	SWQ	Royal Oak	Catalpa Dr	8121	Massage, Chiropractic	Kuratomi Jomon Shindo Massage	Temp Clsd
17	SWQ	Berkley	Woodward Ave	8121	Massage, Chiropractic	Redpath Physical Therapy	
18	SWQ	Berkley	Woodward Ave	8121	Massage, Chiropractic	Palmer Bodywork & Massage	
19	SWQ	Berkley	Woodward Ave	8121	Massage, Chiropractic	Sole Encounters Reflexology	
20	SWQ	Berkley	Woodward Ave	8121	Massage, Chiropractic	Lash Physical Therapy	
21	SWQ	Berkley	Woodward Ave	8121	Massage, Chiropractic	Level 1 Physical Therapy	
22	SWQ	Royal Oak	Woodward Ave	8121	Massage, Chiropractic	Alpha Ctr Holistic Health	
23	SEQ	Royal Oak	Campbell Rd	8121	Massage, Chiropractic	Massage Bodywork by Jules	
24	SEQ	Royal Oak	Campbell Rd	8121	Massage, Chiropractic	Complete Spine Join Center	
25	SEQ	Royal Oak	4th Street	8121	Massage, Chiropractic	Dickerson Chiropractic	
26	SEQ	Royal Oak	4th Street	8121	Massage, Chiropractic	Sullivan Chiropractic Clinic	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	44531	Liquor, Party Stores	Barrels & Vines - liquor store	
2	NWQ	Royal Oak	13 Mile Rd	44531	Liquor, Party Stores	Tip-Top Liquor Store	
3	NWQ	Royal Oak	Woodward Ave	44531	Liquor, Party Stores	Woodward Corner Market	
4	NWQ	Royal Oak	13 Mile Rd	44531	Liquor, Party Stores	Starr Market Liquor Store	
5	NWQ	Birmingham	Woodward Ave	44531	Liquor, Party Stores	Kakos Fine Wine, Beer, Spirits	
6	NWQ	Beverly Hills	13 Mile Rd	44531	Liquor, Party Stores	Beverage Warehouse	
7	NWQ	Clawson	14 Mile Rd	44531	Liquor, Party Stores	Palace Liquor & Deli	
8	NWQ	Birmingham	Woodward Ave	44531	Liquor, Party Stores	Elie Wine - wine store	
9	NEQ	Royal Oak	13 Mile Rd	44531	Liquor, Party Stores	Campbell Party Liquor Store	
10	NEQ	Royal Oak	Rochester Rd	44531	Liquor, Party Stores	Royal Spirits & Wine	
11	NEQ	Madison Hts	13 Mile Rd	44531	Liquor, Party Stores	Madison Discount Beverage	
12	NEQ	Madison Hts	12 Mile Rd	44531	Liquor, Party Stores	Marathon / M&N Liquor	
13	NEQ	Clawson	14 Mile Rd	44531	Liquor, Party Stores	Main Street Liquor	
14	NEQ	Clawson	Main St	44531	Liquor, Party Stores	Michael's Liquor Store	
15	NEQ	Clawson	Rochester Rd	44531	Liquor, Party Stores	Beverage House Liquor Store	
16	SWQ	Royal Oak	Main St	44531	Liquor, Party Stores	Late Nite Party Store - liquor	
17	SWQ	Royal Oak	Main St	44531	Liquor, Party Stores	Cloverleaf Acquisition - wine	
18	SWQ	Royal Oak	Woodward Ave	44531	Liquor, Party Stores	GS Market - liquor store	
19	SWQ	Royal Oak	Woodward Ave	44531	Liquor, Party Stores	Premier Selection Craft Beer, Spirits	Temp Clsd
20	SWQ	Berkley	Woodward Ave	44531	Liquor, Party Stores	Silver Tower Liquor	
21	SEQ	Royal Oak	11 Mile Rd	44531	Liquor, Party Stores	Wilson's Liquor Store	
22	SEQ	Royal Oak	11 Mile Rd	44531	Liquor, Party Stores	Royal Liquor Store	
23	SEQ	Royal Oak	Campbell Rd	44531	Liquor, Party Stores	Trents Party Shoppe - liquor store	
24	SEQ	Royal Oak	Lincoln Ave	44531	Liquor, Party Stores	Lincoln Party Store	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Woodward Ave	44512	Chain Convenience	7-Eleven - convenience	
1	NWQ	Royal Oak	13 Mile Rd	44512	Chain Convenience	7-Eleven - convenience	
2	NWQ	Royal Oak	Main St	44512	Chain Convenience	7-Eleven - convenience	
3	NWQ	Royal Oak	Crooks Rd	44512	Chain Convenience	7-Eleven - convenience	
4	NEQ	Royal Oak	13 Mile Rd	44512	Chain Convenience	7-Eleven - convenience	
5	NEQ	Clawson	Rochester Rd	44512	Chain Convenience	7-Eleven - convenience	
6	SEQ	Royal Oak	Campbell Rd	44512	Chain Convenience	7-Eleven - convenience	
.	SEQ	Royal Oak	Campbell Rd	44512	Tobacco, Smoke Shops	tobacco shop	
1	NWQ	Royal Oak	12 Mile Rd	44512	Tobacco, Smoke Shops	Wild Bill's Tobacco	
2	NEQ	Royal Oak	Rochester Rd	44512	Tobacco, Smoke Shops	Vape Hut Kratom CBD	
3	NEQ	Royal Oak	Rochester Rd	44512	Tobacco, Smoke Shops	Exotic Cloudz smoke shop	
4	NEQ	Madison Hts	Stephenson Hwy	44512	Tobacco, Smoke Shops	Liberty Cannabis	
5	NEQ	Madison Hts	14 Mile Rd	44512	Tobacco, Smoke Shops	Smokers Planet	
6	NEQ	Madison Hts	Campbell Rd	44512	Tobacco, Smoke Shops	A1 Tobacco	
7	NEQ	Madison Hts	Campbell Rd	44512	Tobacco, Smoke Shops	Northern Lights Hydroponic	
8	SWQ	Royal Oak	Washington Ave	44512	Tobacco, Smoke Shops	Hookah Joe	
9	SWQ	Royal Oak	Downtown	44512	Tobacco, Smoke Shops	Smokerz Depot	
10	SWQ	Berkley	Woodward Ave	44512	Tobacco, Smoke Shops	Smoky's Fine Cigars	
11	SEQ	Royal Oak	Downtown	44512	Tobacco, Smoke Shops	Smoky's Cigar Bar & Bistro	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	44711	Traveler Convenience	Exxon Gas & Convenience	
2	NWQ	Royal Oak	13 Mile Rd	44711	Traveler Convenience	Exxon Gas Tiger Mart - convenience	
3	NWQ	Royal Oak	13 Mile Rd	44711	Traveler Convenience	Sunoco Gas & Convenience	
4	NWQ	Royal Oak	14 Mile Rd	44711	Traveler Convenience	Speedway Gas, Convenience	
5	NWQ	Royal Oak	Coolidge Hwy	44711	Traveler Convenience	BP Gas & Coolidge Mart	
6	NWQ	Beverly Hills	13 Mile Rd	44711	Traveler Convenience	BP Gas, Convenience	
7	NWQ	Clawson	14 Mile Rd	44711	Traveler Convenience	Exxon Gas & Convenience	
8	NEQ	Royal Oak	Rochester Rd	44711	Traveler Convenience	Sunoco Gas & Convenience	
9	NEQ	Madison Hts	13 Mile Rd	44711	Traveler Convenience	Marathon Gas & Convenience	
10	NEQ	Madison Hts	Stephenson Hwy	44711	Traveler Convenience	Costco Gasoline Station	
11	NEQ	Madison Hts	Stephenson Hwy	44711	Traveler Convenience	Exxon Gas, Snakmore24 Convenience	
12	NEQ	Clawson	Rochester Rd	44711	Traveler Convenience	BP Gas, Tubby's Convenience	
13	SWQ	Royal Oak	Main St	44711	Traveler Convenience	Shell Gasoline Station	
14	SWQ	Royal Oak	11 Mile Rd	44711	Traveler Convenience	Shell Gasoline & Convenience	
15	SWQ	Royal Oak	Woodward Ave	44711	Traveler Convenience	BP Gas Mart	
16	SWQ	Royal Oak	Woodward Ave	44711	Traveler Convenience	BP / Exxon / Citgo, Convenience	
17	SWQ	Royal Oak	Woodward Ave	44711	Traveler Convenience	Amoco Gas, To-Go Convenience	
18	SWQ	Royal Oak	Woodward Ave	44711	Traveler Convenience	Marathon, Jax Mini Mart	
19	SWQ	Royal Oak	Crooks Rd	44711	Traveler Convenience	Marathon Gas & Convenience	
20	SEQ	Royal Oak	11 Mile Rd	44711	Traveler Convenience	Marathon Gas & Convenience	
21	SEQ	Royal Oak	11 Mile Rd	44711	Traveler Convenience	Exxon Gas & Convenience	
22	SEQ	Royal Oak	Rochester Rd	44711	Traveler Convenience	Speedway Gas, Convenience	
23	SEQ	Madison Hts	Stephenson Hwy	44711	Traveler Convenience	Kroger Fuel Center	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Downtown	44511	Grocery, Food Markets	Aldi	
1	NWQ	Royal Oak	14 Mile Rd	44511	Grocery, Food Markets	Gordon Food Service	
2	NWQ	Clawson	14 Mile Rd	44511	Grocery, Food Markets	Aldi	
3	NWQ	Troy	Coolidge Hwy	44511	Grocery, Food Markets	Kroger	
4	NEQ	Madison Hts	14 Mile Rd	44511	Grocery, Food Markets	Value Center Marketplace	
5	NEQ	Madison Hts	Campbell Rd	44511	Grocery, Food Markets	Hollywood Markets	
6	SWQ	Royal Oak	Woodward Ave	44511	Grocery, Food Markets	Trader Joe's	
7	SWQ	Berkley	Woodward Ave	44511	Grocery, Food Markets	Westborn Market	
8	SEQ	Royal Oak	Downtown	44511	Grocery, Food Markets	Royal Oak Farmers' Market	
9	SEQ	Royal Oak	Main St	44511	Grocery, Food Markets	Hollywood Markets	
10	SEQ	Royal Oak	Main St	44511	Grocery, Food Markets	Holiday Market	
11	SEQ	Royal Oak	Lincoln Ave	44511	Grocery, Food Markets	Fresh Approach	
12	SEQ	Madison Hts	Stephenson Hwy	44511	Grocery, Food Markets	Kroger Marketplace	
.	SWQ	Royal Oak	Downtown	445	Specialty Food Stores	International Grocery Store	
1	NWQ	Royal Oak	14 Mile Rd	445	Specialty Food Stores	Mushroom Hub - gourmet grocery	
2	NEQ	Royal Oak	Rochester Rd	445	Specialty Food Stores	Oasis Gourmet Cuisine - grocery	
3	NEQ	Clawson	Rochester Rd	445	Specialty Food Stores	Julian Bros - bakery	
4	SWQ	Royal Oak	Downtown	445	Specialty Food Stores	Nutri-Foods - health food store	
5	SWQ	Royal Oak	Woodward Ave	445	Specialty Food Stores	Open Hands Food Pantry	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	44611	Chain Pharmacies	CVS	
2	NWQ	Royal Oak	Woodward Ave	44611	Chain Pharmacies	Walgreens	
3	NWQ	Clawson	14 Mile Rd	44611	Chain Pharmacies	CVS	
4	NWQ	Clawson	Crooks Rd	44611	Chain Pharmacies	Rite Aid	
5	NEQ	Royal Oak	Rochester Rd	44611	Chain Pharmacies	Rite Aid	
6	NEQ	Royal Oak	Rochester Rd	44611	Chain Pharmacies	Walgreens	
7	NEQ	Royal Oak	Rochester Rd	44611	Chain Pharmacies	CVS	
8	NEQ	Clawson	Rochester Rd	44611	Chain Pharmacies	CVS	
9	SEQ	Royal Oak	4th Street	44611	Chain Pharmacies	CVS	
1	NWQ	Royal Oak	Coolidge Hwy	44611	Other Pharmacies	Meijer - pharmacy	
2	NWQ	Royal Oak	Woodward Ave	44619	Other Pharmacies	Vitamin Shoppe	
3	NWQ	Royal Oak	13 Mile Rd	44611	Other Pharmacies	Beyond Care Pharmacy	
4	NWQ	Royal Oak	13 Mile Rd	44611	Other Pharmacies	Village Pharmacy + Compounding	
5	NWQ	Troy	Coolidge Hwy	44611	Other Pharmacies	Kroger Pharmacy	
6	NWQ	Clawson	14 Mile Rd	44611	Other Pharmacies	Clawson Care Pharmacy	
7	NWQ	Clawson	14 Mile Rd	44611	Other Pharmacies	ASP Cares - pharmacy	
8	NEQ	Madison Hts	Stephenson Hwy	44611	Other Pharmacies	Medshop Pharmacy	
9	NEQ	Madison Hts	14 Mile Rd	44619	Other Pharmacies	Miracle Ear - Hearing Aids	
10	NEQ	Madison Hts	14 Mile Rd	44611	Other Pharmacies	Value Center Pharmacy	
11	NEQ	Madison Hts	14 Mile Rd	44611	Other Pharmacies	Mills Pharmacy	
12	NEQ	Clawson	14 Mile Rd	44611	Other Pharmacies	Sure Medical Equipment	
13	SWQ	Royal Oak	Forestdale Rd	44619	Other Pharmacies	HedgeHog Health Education Supply	Home
14	SEQ	Royal Oak	Main St	44611	Other Pharmacies	ZMC Pharmacy	
15	SEQ	Royal Oak	Lincoln Ave	44619	Other Pharmacies	Medkinect Medical Supplies	
16	SEQ	Royal Oak	Downtown	44619	Other Pharmacies	MI Nutrition Vitamin & Supplement	
17	SEQ	Royal Oak	4th Street	44611	Other Pharmacies	Marty Lemire & Assoc - medic supply	
18	SEQ	Royal Oak	Downtown	44611	Other Pharmacies	Henry Ford Medical Ctr Pharmacy	
19	SEQ	Royal Oak	11 Mile Rd	44619	Other Pharmacies	Advanced Therapy - medical supply	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Bars, Taverns, Pubs	Redcoat Tavern - American	
2	NWQ	Royal Oak	Woodward Ave	722	Bars, Taverns, Pubs	Duggan's Irish Pub	
3	NWQ	Royal Oak	Woodward Ave	722	Bars, Taverns, Pubs	Michigan by the Bottle Tasting	
4	NWQ	Troy	Coolidge Hwy	722	Bars, Taverns, Pubs	Grand Tavern Troy - American	
5	NWQ	Clawson	14 Mile Rd	722	Bars, Taverns, Pubs	Hideout - bar	
6	NEQ	Royal Oak	Rochester Rd	722	Bars, Taverns, Pubs	Royal Inn Bar	
7	NEQ	Clawson	14 Mile Rd	722	Bars, Taverns, Pubs	Weiss Distilling Co	
8	NEQ	Madison Hts	Campbell Rd	722	Bars, Taverns, Pubs	Irish Tavern Madison Hts	
9	NEQ	Madison Hts	Stephenson Hwy	722	Bars, Taverns, Pubs	Madison Club Bar - grill	
10	NEQ	Madison Hts	Stephenson Hwy	722	Bars, Taverns, Pubs	Madhouse Bar & Grill	
11	NEQ	Madison Hts	Stephenson Hwy	722	Bars, Taverns, Pubs	Twin Peaks - sports bar	
12	NEQ	Clawson	14 Mile Rd	722	Bars, Taverns, Pubs	Renshaw Lounge - grill	
13	NEQ	Clawson	Main St	722	Bars, Taverns, Pubs	Tavern on the Main	
14	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Goodnight Gracie - bar	
15	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Fifth Avenue - bar	
16	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	O'Tooles - bar	
17	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Five15 - bar	
18	SWQ	Royal Oak	Washington Ave	722	Bars, Taverns, Pubs	Taphouse Royal Oak	
19	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Gusiline Alley - bar	
20	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Pinky's Rooftop - bar	
21	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Bar Louie Grill	
22	SWQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Ale Mary's Beer Hall	
23	SWQ	Berkley	Woodward Ave	722	Bars, Taverns, Pubs	CrisPELLI's Bar & Club Room	
24	SWQ	Berkley	Woodward Ave	722	Bars, Taverns, Pubs	Blarney Stone Pub	
25	SEQ	Royal Oak	Lincoln Ave	722	Bars, Taverns, Pubs	Lincoln Tap - beer hall	
26	SEQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Jolly Pumpkin Restaur Taphouse	
27	SEQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Commune Lounge & Bar	
28	SEQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Royal Oak Brewery	
29	SEQ	Royal Oak	4th Street	722	Bars, Taverns, Pubs	Motor City Gas Whiskey Distillery	
30	SEQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	Johnny's - bar	
31	SEQ	Royal Oak	Downtown	722	Bars, Taverns, Pubs	City Tavern Kitchen & Bar	
32	SEQ	Royal Oak	Main St	722	Bars, Taverns, Pubs	Ye Olde Saloon - Grill	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Daily Dozen Donuts	
2	NWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Starbucks	
3	NWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Ihop - breakfast, brunch	
4	NWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Crumbl Cookies	
5	NWQ	Royal Oak	14 Mile Rd	722	Coffee, Café, Bakery	Dunkin'	
6	NWQ	Clawson	14 Mile Rd	722	Coffee, Café, Bakery	Barry Bagels Clawson	
7	NWQ	Clawson	14 Mile Rd	722	Coffee, Café, Bakery	Tim Hortons	
8	NWQ	Clawson	Main St	722	Coffee, Café, Bakery	Kahve - coffee shop	
9	NEQ	Madison Hts	14 Mile Rd	722	Coffee, Café, Bakery	Dunkin'	
10	NEQ	Madison Hts	14 Mile Rd	722	Coffee, Café, Bakery	Mia's Bakery & Coffee Shop	
11	NEQ	Clawson	14 Mile Rd	722	Coffee, Café, Bakery	Biggby Coffee	
12	NEQ	Clawson	14 Mile Rd	722	Coffee, Café, Bakery	Sabbath Coffee Roasters	
13	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Office Coffee Shop	
14	SWQ	Royal Oak	Main St	722	Coffee, Café, Bakery	Main Donut Shop	
15	SWQ	Royal Oak	Main / Woodward	722	Coffee, Café, Bakery	Royal Oak Roast Café	
16	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Goldfish Tea - café	
17	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Cacao Tree Café	
18	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Astoria Pastry Shop	
19	SWQ	Royal Oak	Main St	722	Coffee, Café, Bakery	Crispelli's Bakery	
20	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Starbucks	
21	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Café Muse	
22	SWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Zoe's House of Pancakes - brunch	
23	SWQ	Royal Oak	Woodward Ave	722	Coffee, Café, Bakery	Royal Oak Roast Café	
24	SWQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Le Crepe Creperia	
25	SWQ	Berkley	Woodward Ave	722	Coffee, Café, Bakery	Einstein Bros Bagels	
26	SWQ	Berkley	Woodward Ave	722	Coffee, Café, Bakery	Donut Cutter	
27	SEQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Atomic Coffee	
28	SEQ	Royal Oak	4th Street	722	Coffee, Café, Bakery	Fern Café	
29	SEQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Give Thanks Bakery	
30	SEQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Brueger's Bagels	
31	SEQ	Royal Oak	Downtown	722	Coffee, Café, Bakery	Dessert Oasis Coffe Roasters	
32	SEQ	Royal Oak	11 Mile Rd	722	Coffee, Café, Bakery	Tim Hortons	
33	SEQ	Madison Hts	Stephenson Hwy	722	Coffee, Café, Bakery	Starbucks (in Kroger)	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Restaurant - Other Grills	Bucharest Grill Express	
2	NWQ	Royal Oak	Woodward Ave	722	Restaurant - Other Grills	Mt. Chalet II - grill	
3	NEQ	Clawson	14 Mile Rd	722	Restaurant - Other Grills	54 West - grill	
4	SWQ	Royal Oak	Woodward Ave	722	Restaurant - Other Grills	Monty's Grill - breakfast	
5	SWQ	Royal Oak	Downtown	722	Restaurant - Other Grills	HopCat Royal Oak Grill	
6	SWQ	Royal Oak	Downtown	722	Restaurant - Other Grills	Oak City Grille	
7	SWQ	Royal Oak	Downtown	722	Restaurant - Other Grills	Side Bar - grill	
8	SWQ	Berkley	Woodward Ave	722	Restaurant - Other Grills	Vinsetta Garage - grill	
9	SEQ	Royal Oak	Downtown	722	Restaurant - Other Grills	Grille at Emagine	
10	SEQ	Royal Oak	Downtown	722	Restaurant - Other Grills	Rock on 3rd - grill	
11	SEQ	Royal Oak	11 Mile Rd	722	Restaurant - Other Grills	Village Grill Café & Restaurant	
.	SEQ	Royal Oak	Campbell Rd	722	Ice Cream, Juice, Sweets	ice cream parlor	
.	DT	Royal Oak	Washington Ave	722	Ice Cream, Juice, Sweets	Gayle's Chocolates (replace)	
1	NWQ	Royal Oak	Woodward Ave	722	Ice Cream, Juice, Sweets	Custard Cup	
2	NWQ	Royal Oak	Woodward Ave	722	Ice Cream, Juice, Sweets	Oberweis Ice Cream, Dairy	
3	NWQ	Royal Oak	13 Mile Rd	722	Ice Cream, Juice, Sweets	Smoothie King - juice bar	
4	NWQ	Birmingham	Woodward Ave	722	Ice Cream, Juice, Sweets	Dairy Deluxe - ice cream	
5	NWQ	Clawson	Main St	722	Ice Cream, Juice, Sweets	Dairy-O	Temp Clsd
6	NWQ	Royal Oak	Coolidge Hwy	722	Ice Cream, Juice, Sweets	Ray's Ice Cream	
7	NEQ	Royal Oak	Lawrence Ave	722	Ice Cream, Juice, Sweets	Dairy Queen Store	
8	NEQ	Clawson	Rochester Rd	722	Ice Cream, Juice, Sweets	Dairy Bar - Ice Cream	
9	NEQ	Clawson	Rochester Rd	722	Ice Cream, Juice, Sweets	Doc's Sweets' Candy Co	
10	SWQ	Royal Oak	Downtown	722	Ice Cream, Juice, Sweets	Pagos Ice Cream Rolls, Bubble Tea	
11	SWQ	Royal Oak	Downtown	722	Ice Cream, Juice, Sweets	Golden Cone Custard Ice Cream	
12	SWQ	Royal Oak	Main St	722	Ice Cream, Juice, Sweets	Laura's Candy & Nuts	
13	SWQ	Royal Oak	Downtown	722	Ice Cream, Juice, Sweets	Yogurt City Fro-Yo	
14	SWQ	Royal Oak	Downtown	722	Ice Cream, Juice, Sweets	Mrs. Mason's Co - candy store	
15	SEQ	Royal Oak	11 Mile Rd	722	Ice Cream, Juice, Sweets	Jim's Frostie Treats - ice cream	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Restaur - Italian, Pizzeria	Buddy's Pizza	
2	NWQ	Royal Oak	Woodward Ave	722	Restaur - Italian, Pizzeria	MOD Pizza	
3	NWQ	Royal Oak	Woodward Ave	722	Restaur - Italian, Pizzeria	Toarmina's Pizza	
4	NWQ	Royal Oak	13 Mile Rd	722	Restaur - Italian, Pizzeria	Tania's Pizza - takeout	
5	NWQ	Royal Oak	Crooks Rd	722	Restaur - Italian, Pizzeria	Marco's Pizza	
6	NWQ	Troy	Coolidge Hwy	722	Restaur - Italian, Pizzeria	Pizza Hut Express (inside Target)	
7	NWQ	Clawson	14 Mile Rd	722	Restaur - Italian, Pizzeria	Jet's Pizza	
8	NWQ	Clawson	14 Mile Rd	722	Restaur - Italian, Pizzeria	Hungry Howie's Pizza	
9	NWQ	Clawson	Main St	722	Restaur - Italian, Pizzeria	Barb's Pasties & Pizza	
10	NEQ	Royal Oak	13 Mile Rd	722	Restaur - Italian, Pizzeria	Hippie's Pizza	
11	NEQ	Royal Oak	13 Mile Rd	722	Restaur - Italian, Pizzeria	Little Caesars Pizza	
12	NEQ	Clawson	14 Mile Rd	722	Restaur - Italian, Pizzeria	Cloverleaf Pizza of Clawson	
13	NEQ	Clawson	14 Mile Rd	722	Restaur - Italian, Pizzeria	Zeoli's Modern Italian	
14	NEQ	Clawson	Main St	722	Restaur - Italian, Pizzeria	Perry's Pizza	
15	NEQ	Clawson	Rochester Rd	722	Restaur - Italian, Pizzeria	Green Lantern Pizza	
16	SWQ	Royal Oak	Downtown	722	Restaur - Italian, Pizzeria	Trattoria Da Luigi Italian	
17	SWQ	Royal Oak	Downtown	722	Restaur - Italian, Pizzeria	Pastaio Handmade Pasta, Pizza	
18	SWQ	Royal Oak	Main St	722	Restaur - Italian, Pizzeria	Bigalora Wood Fired Cucina Italian	
19	SWQ	Royal Oak	Downtown	722	Restaur - Italian, Pizzeria	Noodles and Co - Italian	
20	SWQ	Royal Oak	Downtown	722	Restaur - Italian, Pizzeria	D'Amato's Italian	
21	SWQ	Berkley	Woodward Ave	722	Restaur - Italian, Pizzeria	Uncle Andy's Pizza	
22	SWQ	Berkley	Woodward Ave	722	Restaur - Italian, Pizzeria	Crispelli's Pizzeria	
23	SEQ	Royal Oak	Downtown	722	Restaur - Italian, Pizzeria	Milan Pizzeria	
24	SEQ	Royal Oak	11 Mile Rd	722	Restaur - Italian, Pizzeria	Domino's Pizza	
25	SEQ	Royal Oak	11 Mile Rd	722	Restaur - Italian, Pizzeria	Palaqzzo Di Pizza	
26	SEQ	Royal Oak	11 Mile Rd	722	Restaur - Italian, Pizzeria	Hungry Howie's Pizza	
27	SEQ	Royal Oak	Campbell Rd	722	Restaur - Italian, Pizzeria	Two Guys from Italy - pizza	
28	SEQ	Royal Oak	Rochester Rd	722	Restaur - Italian, Pizzeria	Benito's Pizza	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Asian	Bahdah Sushi	
2	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Asian	Thai 101	
3	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Asian	Bangkok Cuisine - Thai	
4	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Asian	Panda Express	
5	NWQ	Royal Oak	13 Mile Rd	722	Restaurants - Asian	Edo Ramen - Asian Fusion	
6	NWQ	Royal Oak	13 Mile Rd	722	Restaurants - Asian	Sake Sushi - Asian	
7	NWQ	Royal Oak	14 Mile Rd	722	Restaurants - Asian	Penn's Thai Kitchen	
8	NWQ	Royal Oak	14 Mile Rd	722	Restaurants - Asian	Kyoto Royal Oak	
9	NWQ	Clawson	14 Mile Rd	722	Restaurants - Asian	Sozai - Japanese	
10	NWQ	Clawson	14 Mile Rd	722	Restaurants - Asian	Mui's Chinese Food Carry Out	
11	NEQ	Royal Oak	Rochester Rd	722	Restaurants - Asian	Chinatown	
12	NEQ	Clawson	14 Mile Rd	722	Restaurants - Asian	White Wolf Japanese Patisserie - bakery	
13	NEQ	Madison Hts	14 Mile Rd	722	Restaurants - Asian	Sushi Gallery	
14	NEQ	Clawson	14 Mile Rd	722	Restaurants - Asian	Noble Fish - Sushi	
15	NEQ	Clawson	Main St	722	Restaurants - Asian	Noori Chicken - Clawson	
16	NEQ	Madison Hts	Campbell Rd	722	Restaurants - Asian	LC's Asian Kitchen	
17	SWQ	Royal Oak	Downtown	722	Restaurants - Asian	Roni Sushi - Asian	
18	SWQ	Royal Oak	Downtown	722	Restaurants - Asian	Saab Sis Thai - Asian	
19	SWQ	Royal Oak	Washington Ave	722	Restaurants - Asian	SHINthai - Asian	
20	SWQ	Royal Oak	Downtown	722	Restaurants - Asian	Sake Sushi - Asian	
21	SWQ	Royal Oak	Downtown	722	Restaurants - Asian	Ahan Thai - Asian	
22	SWQ	Royal Oak	Downtown	722	Restaurants - Asian	Tokyo Sushi & Grill	
23	SEQ	Royal Oak	Downtown	722	Restaurants - Asian	Vera Asian	
24	SEQ	Royal Oak	Downtown	722	Restaurants - Asian	City Ramen - Asian	
25	SEQ	Royal Oak	11 Mile Rd	722	Restaurants - Asian	Young's Chinese Carryout	
26	SEQ	Madison Hts	12 Mile Rd	722	Restaurants - Asian	Panda Express	
27	SEQ	Madison Hts	Stephenson Hwy	722	Restaurants - Asian	SnowFox - Sushi (in Kroger)	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Restaur - Hispanic, Mex	Chipotle Mexican Grill	
2	NWQ	Clawson	Main St	722	Restaur - Hispanic, Mex	Whisky Taco Foxtrot	
3	NWQ	Clawson	14 Mile Rd	722	Restaur - Hispanic, Mex	Mojave Cantina - Mexican	
4	NWQ	Clawson	14 Mile Rd	722	Restaur - Hispanic, Mex	Del Taco - fast food	
5	NWQ	Clawson	Crooks Rd	722	Restaur - Hispanic, Mex	Taco Bell	
6	NWQ	Royal Oak	Woodward Ave	722	Restaur - Hispanic, Mex	Qdoba Mexican Eats	
7	SWQ	Royal Oak	Downtown	722	Restaur - Hispanic, Mex	Condado Tacos - Hispanic	
8	SWQ	Royal Oak	Downtown	722	Restaur - Hispanic, Mex	Mesa Tacos and Tequila	
9	SWQ	Royal Oak	Downtown	722	Restaur - Hispanic, Mex	Cantina Diablo - Hispanic	Temp Clsd
10	SWQ	Royal Oak	11 Mile Rd	722	Restaur - Hispanic, Mex	Chipotle Mexican Grill	
11	SWQ	Royal Oak	Woodward Ave	722	Restaur - Hispanic, Mex	O W L Diner - Mexican	
12	SEQ	Royal Oak	11 Mile Rd	722	Restaur - Hispanic, Mex	Camelia's Mexican Grill	
13	SEQ	Royal Oak	Main St	722	Restaur - Hispanic, Mex	Cataritos Mexican Bar Grill	
14	SEQ	Royal Oak	11 Mile Rd	722	Restaur - Hispanic, Mex	Taco Bell	
1	NWQ	Royal Oak	Woodward Ave	722	Middle East, Mediterr	Princess Grill - Mediterranean	
2	NWQ	Royal Oak	Woodward Ave	722	Middle East, Mediterr	Olga's Kitchen - Mediterranean	
3	NWQ	Royal Oak	Woodward Ave	722	Middle East, Mediterr	Falafel King - Mediterranean	
4	NEQ	Madison Hts	14 Mile Rd	722	Middle East, Mediterr	Royal Grill Mediterranean	
5	SWQ	Royal Oak	Washington Ave	722	Middle East, Mediterr	Joe's Grill - Mediterranean	
6	SWQ	Royal Oak	Main St	722	Middle East, Mediterr	KouZina Greek Street Food	
7	SWQ	Royal Oak	11 Mile Rd	722	Middle East, Mediterr	Shish Kabob Grill - Mediterranean	
8	SWQ	Royal Oak	Downtown	722	Middle East, Mediterr	Masala Royal Oak - Mediterr	
9	SWQ	Royal Oak	Downtown	722	Middle East, Mediterr	Noorjahan Indian Cuisine	
10	SEQ	Royal Oak	Downtown	722	Middle East, Mediterr	Boukie's Mediterranean Grill	
11	SEQ	Royal Oak	11 Mile Rd	722	Middle East, Mediterr	Grecian House - Greek	
12	SEQ	Royal Oak	Gardenia Ave	722	Middle East, Mediterr	Wow Mediterranean Cuisine Express	
13	SEQ	Madison Hts	Stephenson Hwy	722	Middle East, Mediterr	Steve's Mediterranean Express - Lebanese	

Opportunities with Existing Inventory by Retail Category

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Woodward Ave	722	Restaurants - Chicken	chicken restaurant	
1	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Chicken	Chicken Shack	
2	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Chicken	Gus's World Famous Fried Chicken	
3	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Chicken	Wingstop Chicken Wings	
4	NWQ	Clawson	14 Mile Rd	722	Restaurants - Chicken	Chicken Shack	
5	NWQ	Beverly Hills	13 Mile Rd	722	Restaurants - Chicken	KFC Chicken	
6	SWQ	Royal Oak	Downtown	722	Restaurants - Chicken	Buffalo Wild Wings	
7	SEQ	Royal Oak	11 Mile Rd	722	Restaurants - Chicken	Chicken Shack	
8	SEQ	Ferndale	Hilton Rd	722	Restaurants - Chicken	Krispy Krunchy Chicken	
.	NEQ	Royal Oak	Regional Ctr	722	Restaurants - Seafood	seafood restaurant	
1	NWQ	Beverly Hills	14 Mile Rd	722	Restaurants - Seafood	Bill's Streetside Seafood	
2	NWQ	Royal Oak	13 Mile Rd	722	Restaurants - Seafood	Super Crab - seafood	
3	SWQ	Royal Oak	Downtown	722	Restaurants - Seafood	Lily's Seafood Grill & Brewery	
4	SWQ	Royal Oak	Downtown	722	Restaurants - Seafood	Pearl's Deep Dive - seafood	
5	SWQ	Royal Oak	Woodward Ave	722	Restaurants - Seafood	Kruse & Muer - seafood	
6	SWQ	Royal Oak	Downtown	722	Restaurants - Seafood	Tom's Oyster Bar	
.	SWQ	Royal Oak	Woodward Ave	722	Restaurants - Burgers	Sonic Restaurant	
1	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Burgers	Arby's - fast food	
2	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Burgers	Burger King - fast food	
3	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Burgers	McDonald's - fast food	
4	NWQ	Royal Oak	14 Mile Rd	722	Restaurants - Burgers	McDonald's - fast food	
5	NWQ	Troy	Coolidge Hwy	722	Restaurants - Burgers	Five Guys - burgers	
6	NEQ	Royal Oak	Rochester Rd	722	Restaurants - Burgers	McDonald's - fast food	
7	NEQ	Madison Hts	Stephenson Hwy	722	Restaurants - Burgers	McDonald's - fast food	
8	NEQ	Clawson	14 Mile Rd	722	Restaurants - Burgers	Old Detroit Burger Bar	
9	SWQ	Royal Oak	11 Mile Rd	722	Restaurants - Burgers	McDonald's - fast food	
10	SWQ	Royal Oak	Downtown	722	Restaurants - Burgers	Little Brothers Burgers	
11	SEQ	Royal Oak	Downtown	722	Restaurants - Burgers	Comet Burgers	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SWQ	Royal Oak	Woodward Ave	722	Restaur - BBQ by name	bbq restaurant	
1	NWQ	Clawson	Main St	722	Restaur - BBQ by name	House of Barbecue	
2	NWQ	Royal Oak	Woodward Ave	722	Restaur - BBQ by name	Bourlier's Barbecue Fireplace	
3	NEQ	Clawson	Main St	722	Restaur - BBQ by name	Woodpile BBQ Shack	
4	SEQ	Royal Oak	Downtown	722	Restaur - BBQ by name	Lockhart's BBQ	
1	NWQ	Royal Oak	Crooks Rd	722	Subs, Coneys, Deli	Subway - sandwiches	Temp Clsd
2	NWQ	Royal Oak	Coolidge Hwy	722	Subs, Coneys, Deli	Subway (inside Meijer)	
3	NWQ	Royal Oak	14 Mile Rd	722	Subs, Coneys, Deli	Tubby's Sub Shop	
4	NWQ	Royal Oak	Woodward Ave	722	Subs, Coneys, Deli	Nicky D's Coney Island	
5	NWQ	Royal Oak	Woodward Ave	722	Subs, Coneys, Deli	Potbelly - sandwiches	
6	NWQ	Royal Oak	Woodward Ave	722	Subs, Coneys, Deli	Bread Basket Deli - sandwiches	
7	NWQ	Beverly Hills	13 Mile Rd	722	Subs, Coneys, Deli	Tubby's Sub Shop	
8	NWQ	Clawson	14 Mile Rd	722	Subs, Coneys, Deli	Jimmy John's - sandwiches	
9	NEQ	Royal Oak	Rochester Rd	722	Subs, Coneys, Deli	Subway - sandwiches	
10	NEQ	Clawson	Rochester Rd	722	Subs, Coneys, Deli	Tubby's Sub Shop	
11	SWQ	Royal Oak	Downtown	722	Subs, Coneys, Deli	Leo's Coney Island - American	
12	SWQ	Royal Oak	Downtown	722	Subs, Coneys, Deli	Oak House Deli	
13	SWQ	Berkley	Woodward Ave	722	Subs, Coneys, Deli	Subway - sandwiches	
14	SEQ	Royal Oak	11 Mile Rd	722	Subs, Coneys, Deli	Subway - sandwiches	
15	SEQ	Royal Oak	11 Mile Rd	722	Subs, Coneys, Deli	Tubby's Sub Shop	
16	SEQ	Royal Oak	Downtown	722	Subs, Coneys, Deli	Jimmy John's - Sandwich Shop	
17	SEQ	Royal Oak	Downtown	722	Subs, Coneys, Deli	PrimoHoagies	Temp Clsd
18	SEQ	Royal Oak	11 Mile Rd	722	Subs, Coneys, Deli	Royal Coney Express	
1	NWQ	Royal Oak	Woodward Ave	722	Restaurants - Steakhouse	Lefty's Cheesesteak	
2	NEQ	Madison Hts	14 Mile Rd	722	Restaurants - Steakhouse	Outback Steakhouse	
3	NEQ	Clawson	Rochester Rd	722	Restaurants - Steakhouse	Clawson Steakhouse	
4	SWQ	Royal Oak	Woodward Ave	722	Restaurants - Steakhouse	Sign of the Beefcarver - American	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	722	Restaur - American, etc.	2941 Street Food	
2	NWQ	Royal Oak	Woodward Ave	722	Restaur - American, etc.	Nautical Bowls	
3	NWQ	Royal Oak	Woodward Ave	722	Restaur - American, etc.	Avenue - American	
4	NWQ	Royal Oak	Woodward Ave	722	Restaur - American, etc.	Breakfast Club - brunch	
5	NWQ	Royal Oak	14 Mile Rd	722	Restaur - American, etc.	Col's Place - family restaur	
6	NWQ	Royal Oak	Woodward Ave	722	Restaur - American, etc.	Panera Bread	
7	NWQ	Clawson	Crooks Rd	722	Restaur - American, etc.	Checkers - fast food	
8	NWQ	Clawson	Main St	722	Restaur - American, etc.	Downtown Charlie's - brunch	
9	NWQ	Clawson	14 Mile Rd	722	Restaur - American, etc.	Mangiamo - catering, classes	
10	NWQ	Clawson	14 Mile Rd	722	Restaur - American, etc.	Nick's Country Oven	
11	NWQ	Clawson	14 Mile Rd	722	Restaur - American, etc.	Red Olive Restaurant	
12	NWQ	Clawson	14 Mile Rd	722	Restaur - American, etc.	Three Cats at Leon & Lulu - sm plates	
13	NEQ	Royal Oak	Rochester Rd	722	Restaur - American, etc.	Blenderz - smoothies & bowls	
14	NEQ	Madison Hts	Campbell Rd	722	Restaur - American, etc.	Charlie's - family restaur	
15	NEQ	Madison Hts	12 Mile Rd	722	Restaur - American, etc.	Col's Place - family restaur	
16	NEQ	Madison Hts	Stephenson Hwy	722	Restaur - American, etc.	Costco Food Court	
17	NEQ	Madison Hts	Stephenson Hwy	722	Restaur - American, etc.	JVS Culinary Group	
18	NEQ	Clawson	14 Mile Rd	722	Restaur - American, etc.	Old Port Family Dining	
19	SWQ	Royal Oak	Main St	722	Restaur - American, etc.	Beppe	
20	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Bohemia - European	
21	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Detroit Eatery	
22	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Freshii Fast Food	
23	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	ImaginATE Fine Dining	
24	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Iron Horse - American	
25	SWQ	Royal Oak	Main St	722	Restaur - American, etc.	Jim Brady's Detroit - American	
26	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Morrie Royal Oak	
27	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Pronto! Diner - brunch	
28	SWQ	Royal Oak	Downtown	722	Restaur - American, etc.	Soaring Eagle Eats	
29	SWQ	Royal Oak	Washington Ave	722	Restaur - American, etc.	Student Cafeteria Lounge - CC	
30	SEQ	Royal Oak	Downtown	722	Restaur - American, etc.	Alchemi	
31	SEQ	Royal Oak	Main St	722	Restaur - American, etc.	Holiday Market Carryout, Catering	
32	SEQ	Royal Oak	Downtown	722	Restaur - American, etc.	KAL's Lunch Bowl	
33	SEQ	Royal Oak	Main St	722	Restaur - American, etc.	Mirepoix French Cook School	
34	SEQ	Royal Oak	Campbell Rd	722	Restaur - American, etc.	Oak Diner - brunch	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	5418	Office - Print, Ship Svcs	Signs N Designs - print shop	
2	NWQ	Royal Oak	Crooks Rd	5418	Office - Print, Ship Svcs	Image Printing - commercial print	
3	NWQ	Royal Oak	14 Mile Rd	5418	Office - Print, Ship Svcs	PDQ Printing, Inc	
4	NWQ	Birmingham	Woodward Ave	5418	Office - Print, Ship Svcs	FedEx Office Print & Ship	
5	NWQ	Clawson	14 Mile Rd	5418	Office - Print, Ship Svcs	Minuteman Press - commercial print	
6	NWQ	Clawson	14 Mile Rd	5418	Office - Print, Ship Svcs	UPS Alliance Shipping	
7	NEQ	Madison Hts	Stephenson Hwy	5418	Office - Print, Ship Svcs	D2print / Maple Press Print Graphic	
8	NEQ	Madison Hts	Stephenson Hwy	5418	Office - Print, Ship Svcs	Dazzle / DigiTrade Printing	
9	SWQ	Royal Oak	Main St	5418	Office - Print, Ship Svcs	Graphics Factory Inc	
10	SWQ	Royal Oak	11 Mile Rd	5418	Office - Print, Ship Svcs	Dunlop Printing	
11	SWQ	Royal Oak	Downtown	5418	Office - Print, Ship Svcs	Rocket Printing	
12	SWQ	Royal Oak	Downtown	5418	Office - Print, Ship Svcs	PrintWithMe Kiosk - Printing	
13	SWQ	Royal Oak	11 Mile Rd	5418	Office - Print, Ship Svcs	US Postal Service	
14	SEQ	Royal Oak	4th Street	5418	Office - Print, Ship Svcs	Echo Publications - graphic design	
15	SEQ	Royal Oak	Lincoln Ave	5418	Office - Print, Ship Svcs	Empire Commercial Printing	
16	SEQ	Royal Oak	Downtown	5418	Office - Print, Ship Svcs	FedEx Office Print & Ship Ctr	
17	SEQ	Royal Oak	Lincoln Ave	5418	Office - Print, Ship Svcs	Empire Printing - commercial print	
.	NEQ	Royal Oak	Neighborhood Ctr	44314	Computers, Electronics	computer repair services	
.	SEQ	Royal Oak	Neighborhood Ctr	44314	Computers, Electronics	computer repair services	
1	NWQ	Royal Oak	Woodward Ave	44314	Computers, Electronics	Computer Svcs of Michigan	
2	NWQ	Royal Oak	Woodward Ave	44314	Computers, Electronics	Synergies Tech - data recovery	
3	NWQ	Royal Oak	Woodward Ave	44314	Computers, Electronics	Enco Systems - electronics	
4	NWQ	Clawson	14 Mile Rd	44314	Computers, Electronics	Staples	
5	NWQ	Royal Oak	Highland Ave	44314	Computers, Electronics	Ken Eads Computer Repair	Home
6	NEQ	Madison Hts	Stephenson Hwy	44314	Computers, Electronics	Computer Explorers	
8	SEQ	Royal Oak	Bellaire Ave	44314	Computers, Electronics	Modern Computer Solutions	
9	SEQ	Royal Oak	4th Street	44314	Computers, Electronics	Granite Networks - computer svcs	
10	SEQ	Madison Hts	12 Mile Rd	44314	Computers, Electronics	US Computer Exchange - store	
11	SEQ	Madison Hts	Stephenson Hwy	44314	Computers, Electronics	Computing Express	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	SEQ	Royal Oak	Campbell Rd	44314	Cell Phone Stores	AT&T	
1	NWQ	Royal Oak	Woodward Ave	44314	Cell Phone Stores	Verizon	
2	NWQ	Royal Oak	Woodward Ave	44314	Cell Phone Stores	uBreakiFix - repair	
3	NWQ	Royal Oak	Woodward Ave	44314	Cell Phone Stores	AT&T	
4	NWQ	Royal Oak	14 Mile Rd	44314	Cell Phone Stores	AT&T	
5	NEQ	Madison Hts	Stephenson Hwy	44314	Cell Phone Stores	Go Wireless	
6	NEQ	Madison Hts	14 Mile Rd	44314	Cell Phone Stores	Mobile City Wireless	
7	NEQ	Royal Oak	13 Mile Rd	44314	Cell Phone Stores	Mobile 1	
8	SWQ	Royal Oak	Downtown	44314	Cell Phone Stores	Verizon	
9	SWQ	Berkley	Woodward Ave	44314	Cell Phone Stores	T-Mobile	
.	SWQ	Royal Oak	Woodward Ave	45321	Office - Sign Shops	sign shop	
1	NWQ	Royal Oak	Woodward Ave	45321	Office - Sign Shops	Signs by Tomorrow	
2	NWQ	Royal Oak	14 Mile Rd	45321	Office - Sign Shops	Blue Designs	
3	NWQ	Royal Oak	14 Mile Rd	45321	Office - Sign Shops	Supersine Co	
4	NWQ	Birmingham	14 Mile Rd	45321	Office - Sign Shops	Skoop	
5	NWQ	Birmingham	Woodward Ave	45321	Office - Sign Shops	FastSigns	
6	NWQ	Royal Oak	Woodward Ave	45321	Office - Sign Shops	Signs N Designs	
7	SEQ	Royal Oak	11 Mile Rd	45321	Office - Sign Shops	Exclusive Imagery Signs Graphics	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	13 Mile Rd	5418	Marketing, Websites	Digital Ink Web Creations	
2	NWQ	Clawson	Main St	5418	Marketing, Websites	HashRate Services - website design	
3	NWQ	Royal Oak	Delemere Ave	5418	Marketing, Websites	Ultra Marketing	
4	NEQ	Madison Hts	Stephenson Hwy	5418	Marketing, Websites	Integrated Concepts Group	
5	NEQ	Madison Hts	Stephenson Hwy	5418	Marketing, Websites	Ad Local - advertising agency	
6	NEQ	Madison Hts	Stephenson Hwy	5418	Marketing, Websites	Maple Press Print, Graphic Comm	
7	NEQ	Royal Oak	Woodlawn Ave	5418	Marketing, Websites	OMA Comp Marketing Agency	
8	SWQ	Royal Oak	Downtown	5418	Marketing, Websites	Siren - public relations firm	
9	SWQ	Royal Oak	Lafayette Ave	5418	Marketing, Websites	Ron Rose Milagro - media house	Home
10	SWQ	Royal Oak	Downtown	5418	Marketing, Websites	Factory Detroit Ad Agency	
11	SWQ	Royal Oak	11 Mile Rd	5418	Marketing, Websites	Envision Brand Marketing	
12	SWQ	Royal Oak	Downtown	5418	Marketing, Websites	Gravy Studio - website designer	
13	SWQ	Royal Oak	Woodward Ave	5418	Marketing, Websites	Virtual Design Consultants	
14	SWQ	Royal Oak	Woodward Ave	5418	Marketing, Websites	Long Point Capital - marketing	
15	SWQ	Berkley	Woodward Ave	5418	Marketing, Websites	Key Code Media	
16	SEQ	Royal Oak	Parent Ave	5418	Marketing, Websites	Career Now Brands Internet	
17	SEQ	Royal Oak	11 Mile Rd	5418	Marketing, Websites	Optimized Digital Marketing	Temp Clsd
18	SEQ	Royal Oak	11 Mile Rd	5418	Marketing, Websites	PNG Marketing Agency	

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Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Clawson	Main St	5412	Finance - Tax, CPA	Liberty Tax	
2	NEQ	Royal Oak	Rochester Rd	5412	Finance - Tax, CPA	Beard & Assoc - tax preparation	
3	SWQ	Royal Oak	Downtown	5412	Finance - Tax, CPA	Hilltop Wealth Tax Solutions	
4	SWQ	Royal Oak	Washington Ave	5412	Finance - Tax, CPA	My Hybrid CPA accountant	
5	SWQ	Royal Oak	Main St	5412	Finance - Tax, CPA	Elandt Svc - Tax Consultant	
6	SWQ	Royal Oak	Main St	5412	Finance - Tax, CPA	Definity Tax, Account, Consult	
7	SWQ	Royal Oak	11 Mile Rd	5412	Finance - Tax, CPA	Better Way Bankruptcy	Home
8	SWQ	Royal Oak	Woodward Ave	5412	Finance - Tax, CPA	B2B Capital Funding - loan agency	
9	SWQ	Royal Oak	Woodward Ave	5412	Finance - Tax, CPA	Grifo & Co - accounting	
10	SWQ	Berkley	Woodward Ave	5412	Finance - Tax, CPA	Roseann Accountant	
11	SEQ	Royal Oak	4th Street	5412	Finance - Tax, CPA	LPL Financial	
12	SEQ	Royal Oak	11 Mile Rd	5412	Finance - Tax, CPA	ATS Advisors - CPA Firm	
13	SEQ	Royal Oak	11 Mile Rd	5412	Finance - Tax, CPA	Reinert & Co Accountants	
14	SEQ	Royal Oak	Main St	5412	Finance - Tax, CPA	Income Tax Wizard	
15	SWQ	Royal Oak	Downtown	5412	Finance - Tax, CPA	Philmore Solutions	
16	SWQ	Royal Oak	11 Mile Rd	5412	Finance - Tax, CPA	Martin PLLC	
1	NWQ	Royal Oak	Woodward Ave	5239	Finance - Estate Planning	Edward Jones	
2	NWQ	Royal Oak	Woodward Ave	5239	Finance - Estate Planning	Block Advisors	
3	NWQ	Royal Oak	Crooks Rd	5239	Finance - Estate Planning	Hoover & Associates - financial plan	
4	SWQ	Royal Oak	Downtown	5239	Finance - Estate Planning	Financial Planning Co	
5	SWQ	Royal Oak	Downtown	5239	Finance - Estate Planning	Rbc Wealth Management	
6	SWQ	Royal Oak	11 Mile Rd	5239	Finance - Estate Planning	Gudeman & Assoc estate plan	
7	SWQ	Royal Oak	Crooks Rd	5239	Finance - Estate Planning	Royal Oak Financial Advisors	
8	SWQ	Berkley	Woodward Ave	5239	Finance - Estate Planning	H&R Block	
9	SWQ	Berkley	Woodward Ave	5239	Finance - Estate Planning	AFB Investments	
10	SEQ	Royal Oak	Main St	5239	Finance - Estate Planning	H&R Block	
11	SEQ	Royal Oak	Downtown	5239	Finance - Estate Planning	Shannon Investment	
12	SEQ	Royal Oak	11 Mile Rd	5239	Finance - Estate Planning	Advance America Financial	
13	SEQ	Royal Oak	Main St	5239	Finance - Estate Planning	M3 Investment Services	

Opportunities with Existing Inventory by Retail Category

The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
1	NWQ	Royal Oak	Woodward Ave	521	Finance - Credit Unions	Cornerstone Community CU	
2	NEQ	Royal Oak	Rochester Rd	521	Finance - Credit Unions	Mich Educational Credit Union	
3	SWQ	Royal Oak	Washington Ave	521	Finance - Credit Unions	OUR Credit Union	
4	SWQ	Royal Oak	Downtown	521	Finance - Credit Unions	Vibe Credit Union eCenter	
5	SWQ	Royal Oak	12 Mile Rd	521	Finance - Credit Unions	Community Choice CU	
6	SWQ	Berkley	Woodward Ave	521	Finance - Credit Unions	Credit Union One	
7	SEQ	Royal Oak	Main St	521	Finance - Credit Unions	Genisys Credit Union	
8	SEQ	Madison Hts	Stephenson Hwy	521	Finance - Credit Unions	Michigan First Credit Union	
.	NEQ	Royal Oak	Neighborhood Ctr	521	Finance - Traditional Bank	bank other than Citizens	
.	SEQ	Royal Oak	Campbell Rd	521	Finance - Traditional Bank	bank	
1	NWQ	Royal Oak	Woodward Ave	521	Finance - Traditional Bank	Citizens State Bank	
2	NWQ	Royal Oak	Woodward Ave	521	Finance - Traditional Bank	Huntington Bank	
3	NWQ	Royal Oak	Woodward Ave	521	Finance - Traditional Bank	Fifth Third Bank	
4	NWQ	Royal Oak	Crooks Rd	521	Finance - Traditional Bank	Huntington Bank	
5	NWQ	Birmingham	Woodward Ave	521	Finance - Traditional Bank	Comerica Bank	
6	NWQ	Clawson	14 Mile Rd	521	Finance - Traditional Bank	Key Bank	
7	NWQ	Clawson	14 Mile Rd	521	Finance - Traditional Bank	H&R Block	
8	NEQ	Madison Hts	14 Mile Rd	521	Finance - Traditional Bank	Citizens Bank	
9	SWQ	Royal Oak	Main St	521	Finance - Traditional Bank	Huntington Bank	
10	SWQ	Royal Oak	Downtown	521	Finance - Traditional Bank	Citizens Bank	
11	SWQ	Royal Oak	Lafayette Ave	521	Finance - Traditional Bank	PNC Bank	
12	SWQ	Royal Oak	Woodward Ave	521	Finance - Traditional Bank	Bank of America	
13	SWQ	Berkley	Woodward Ave	521	Finance - Traditional Bank	Flagstar Bank	
14	SWQ	Berkley	Woodward Ave	521	Finance - Traditional Bank	Chase Bank	
15	SEQ	Royal Oak	Main	521	Finance - Traditional Bank	Fifth Third Bank	
16	SEQ	Royal Oak	Downtown	521	Finance - Traditional Bank	Comerica Bank	

Opportunities with Existing Inventory by Retail Category
The City of Royal Oak, Michigan | June-July 2023

Count	City Quad	City Name	Primary Corridor	NAICS Code	Retail Category	Business Name	Notes
.	NEQ	Royal Oak	Neighborhood Ctr	524	Insurance Agents	insurance agency	
1	NWQ	Royal Oak	Woodward Ave	524	Insurance Agents	Goosehead Insurance	
2	NWQ	Royal Oak	Woodward Ave	524	Insurance Agents	Farm Bureau Insurance	
3	NWQ	Royal Oak	13 Mile Rd	524	Insurance Agents	Mourtada Allstate Insurance	
4	NWQ	Birmingham	Woodward Ave	524	Insurance Agents	Consolidated Agencies	
5	NWQ	Clawson	14 Mile Rd	524	Insurance Agents	Tack-West Allstate Insurance	
6	NWQ	Clawson	Main St	524	Insurance Agents	Oltion Kadiu Farmers Insurance	
7	SWQ	Royal Oak	Main St	524	Insurance Agents	Benson Allstate Insurance	
8	SWQ	Royal Oak	Main St	524	Insurance Agents	Assured Partners of Michigan	
9	SWQ	Royal Oak	Main St	524	Insurance Agents	Luke State Farm Insurance	
10	SWQ	Royal Oak	11 Mile Rd	524	Insurance Agents	State Farm Insurance Agent	
11	SWQ	Royal Oak	Woodward Ave	524	Insurance Agents	Fisher State Farm Insurance	
12	SWQ	Berkley	Woodward Ave	524	Insurance Agents	Enustun AAA Insurance	
13	SEQ	Royal Oak	4th Street	524	Insurance Agents	Khousakoun State Farm Insurance	
14	SEQ	Royal Oak	4th Street	524	Insurance Agents	Mapp State Farm Insurance	
15	SEQ	Royal Oak	4th Street	524	Insurance Agents	Atlas Insurance Co	
16	SEQ	Royal Oak	Downtown	524	Insurance Agents	Valiant Insurance Agency	Temp Clsd
17	SEQ	Royal Oak	11 Mile Rd	524	Insurance Agents	Vitale Farm Bureau Insurance	
18	SEQ	Royal Oak	11 Mile Rd	524	Insurance Agents	Ploskonka / Meemic Insurance	
19	SEQ	Royal Oak	Lincoln Ave	524	Insurance Agents	Royal Oak Insurance Group	
20	SEQ	Royal Oak	Campbell Rd	524	Insurance Agents	Lantzy State Farm Insurance	
21	NEQ	Royal Oak	14 Mile Rd	524	Insurance Agents	Avery-Hasler & Assoc	

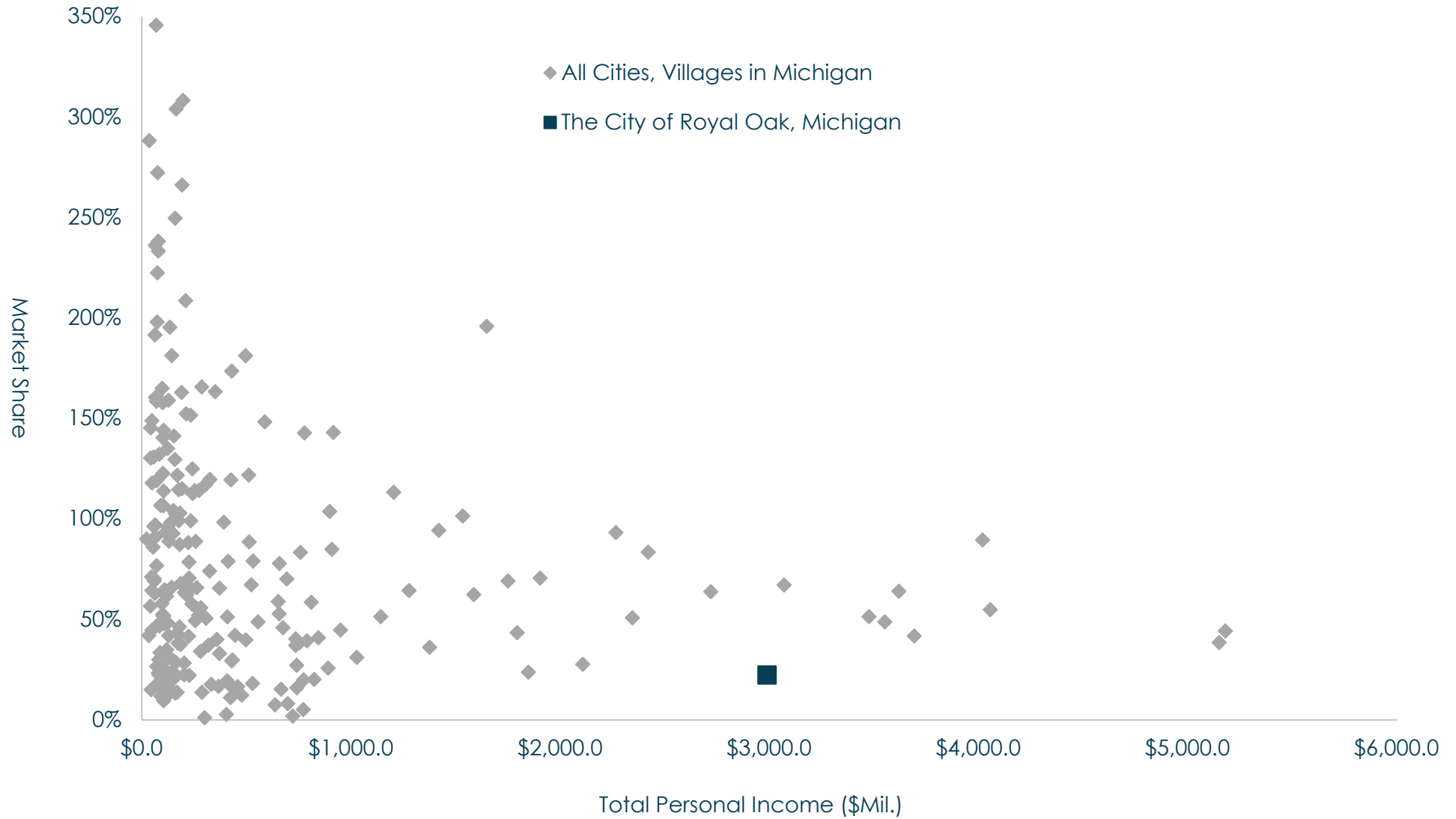
Excluded Retail and Business Categories

The City of Royal Oak, Michigan | May 2023

Count	City Quadrant	City Name	Primary Corridor	Excluded Business Categories	Business Name
1	.	.	.	Automotive Dealerships	.
2	.	.	.	Auto Services, Repair Shops	.
3	.	.	.	Transportation Services	.
4	.	.	.	Car / Truck Rental Svcs	.
5	.	.	.	Tire, Battery, Stereo Stores	.
6	.	.	.	Car Washes	.
7	.	.	.	Home Improv Contractors	.
8	.	.	.	Electricians, Plumbers, HVAC	.
9	.	.	.	Places of Worship	.
10	.	.	.	Public Open Space, Parks	.
11	.	.	.	Outdoor Recreation, Ice Rink	.
12	.	.	.	Medical, Health Care Svcs	.
13	.	.	.	Social Services	.
14	.	.	.	Funeral Homes	.
15	.	.	.	Light, Heavy Industrial	.
16	.	.	.	Cable Cos, Internet Providers	.
17	.	.	.	Monument, Stone Suppliers	.
18	.	.	.	Travel Agents, Fishing Charters	.
19	.	.	.	Law Firms, Attorneys	.
20	.	.	.	Real Estate Agents	.
21	.	.	.	Mortgage, Title Cos	.
22	.	.	.	Architects, Engineers	.
23	.	.	.	Storage Facilities	.
24	.	.	.	Membership Clubs	.
25	.	.	.	Employment Agencies	.
26	.	.	.	Child Day Care Svcs	.
27	.	.	.	Adult Day Care Svcs	.
28	.	.	.	Universities, Colleges	.
29	.	.	.	Overnight Accommodations	.
30	.	.	.	Closed businesses, Main Theatre	.

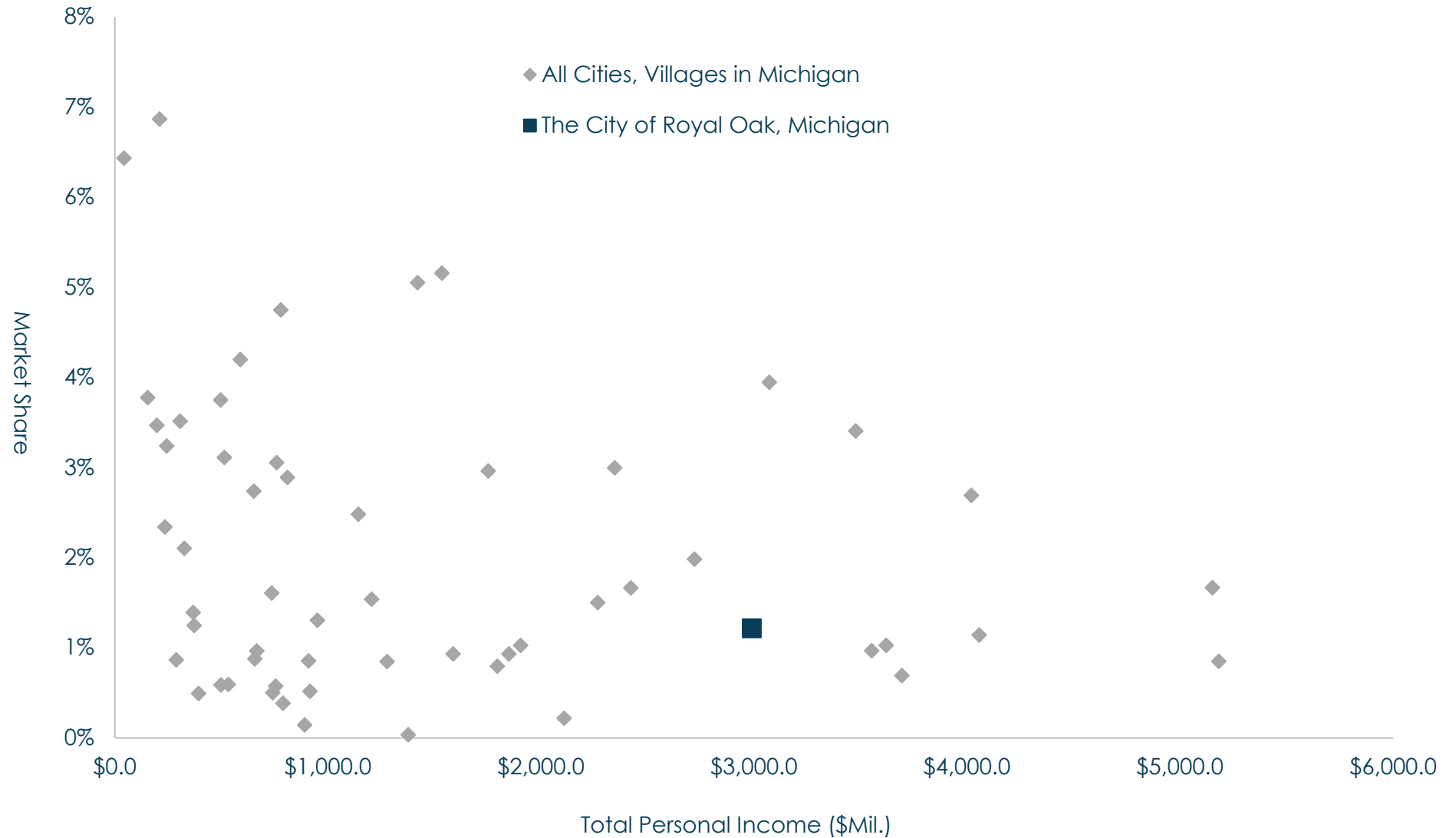
Section 2-D

Market Share v. Total Personal Income Total Retail Trade | NAICS 44-45 Selected Places in the State of Michigan



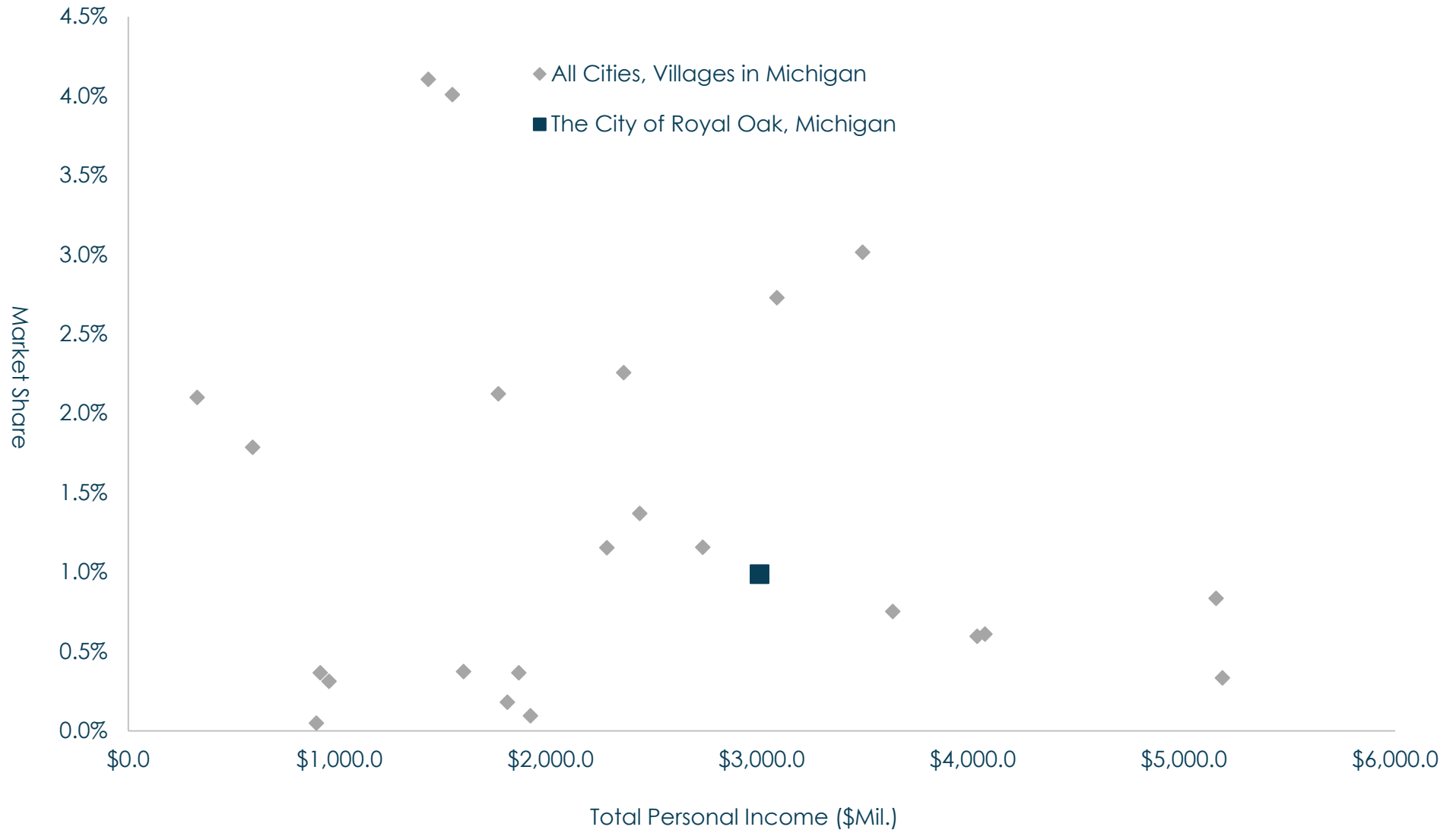
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Market Share v. Total Personal Income Furniture and Home Furnishings Stores | NAICS 442 Selected Places in the State of Michigan



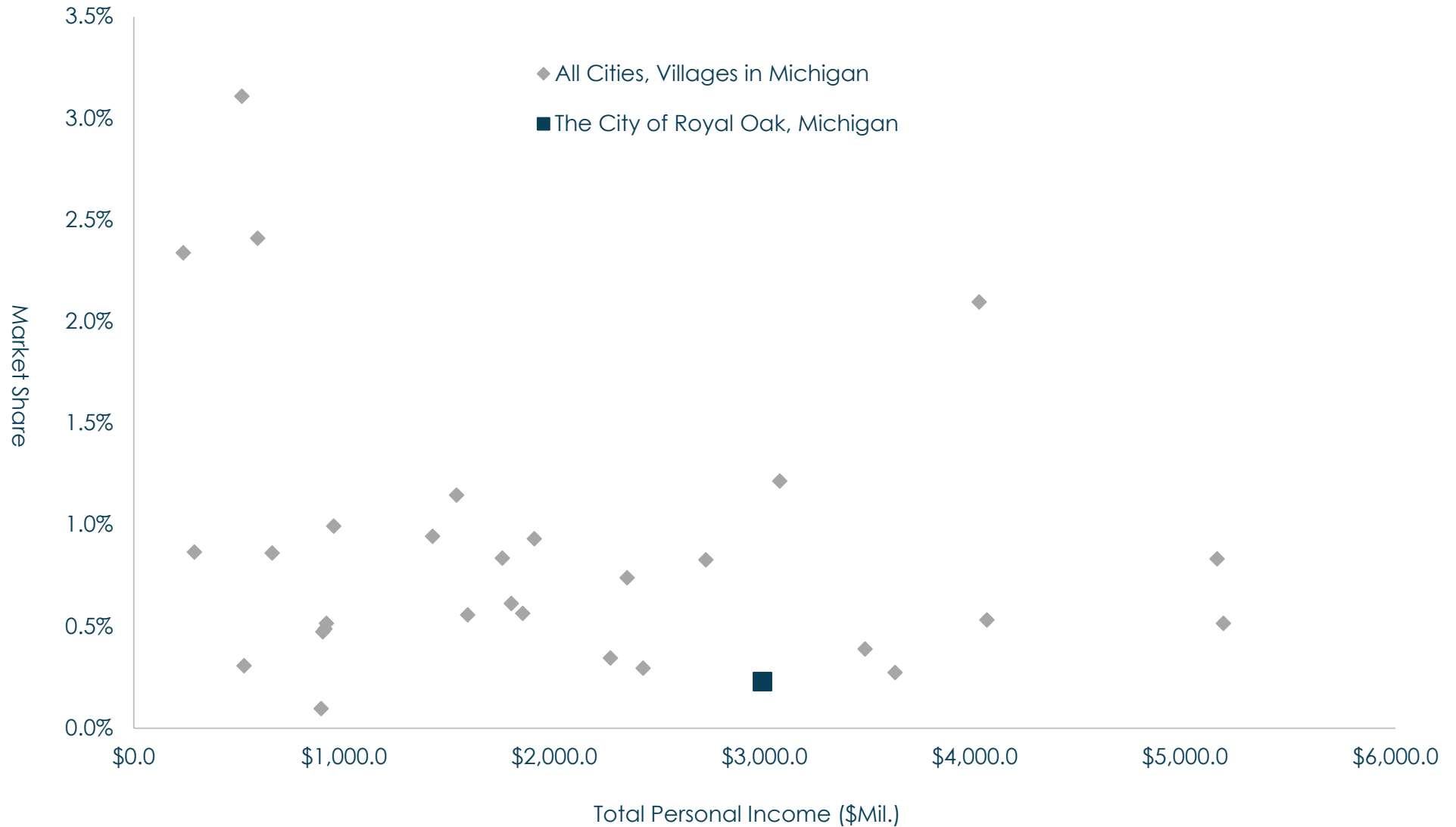
Methodology, analysis, and exhibit prepared by LandUseUSA | Urban Strategies © 2023 with all rights reserved. Market share is a measure of sales (or revenues) as a share of Total Personal Income for each respective level of geography. Underlying data from the 2017 U.S. Economic Census; 2020 Decennial Census; and 2019 (5-yr) American Community Survey.

Market Share v. Total Personal Income Furniture Stores | NAICS 4421 Selected Places in the State of Michigan



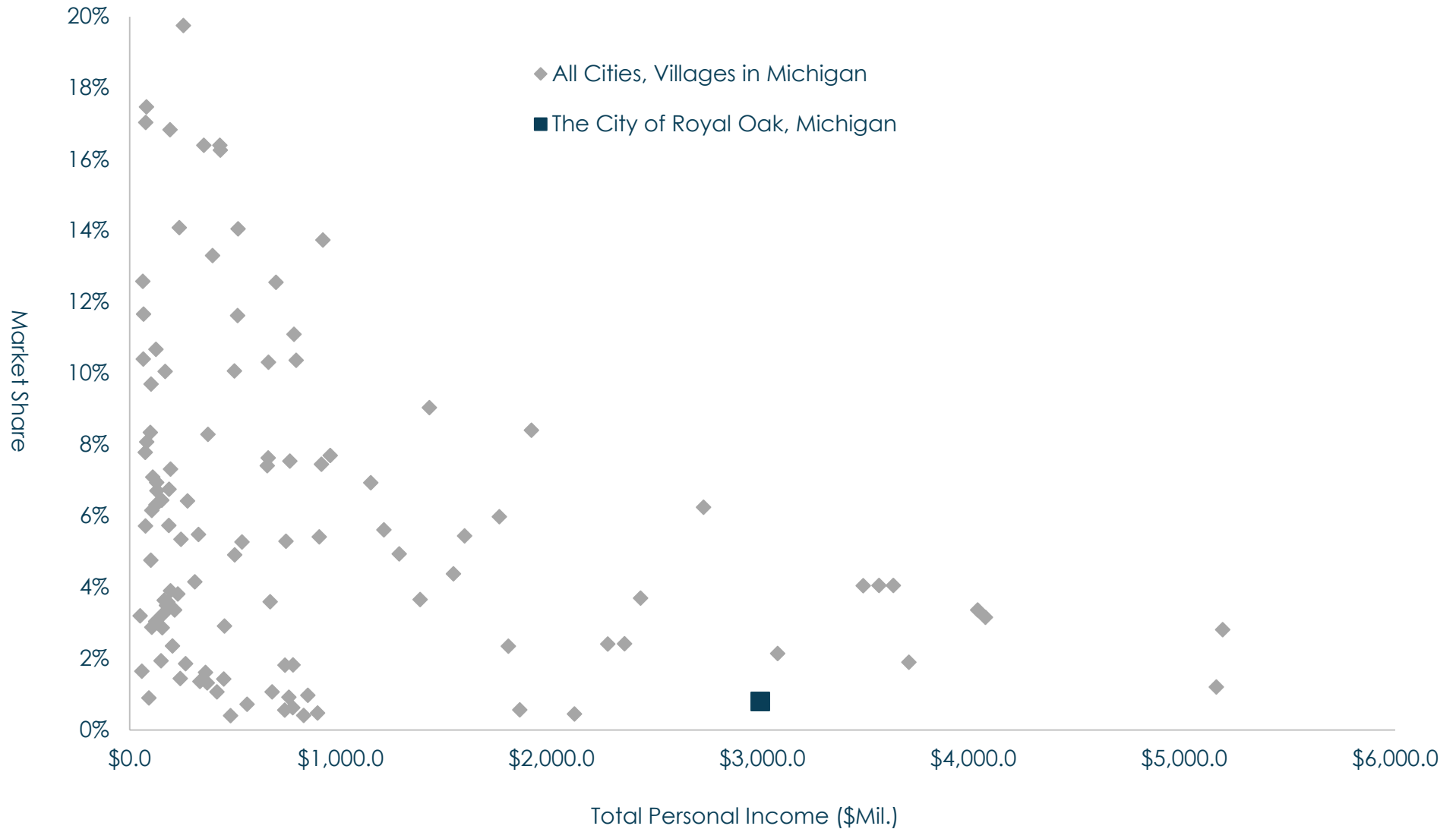
Methodology, analysis, and exhibit prepared by LandUseUSA | Urban Strategies © 2023 with all rights reserved. Market share is a measure of sales (or revenues) as a share of Total Personal Income for each respective level of geography. Underlying data from the 2017 U.S. Economic Census; 2020 Decennial Census; and 2019 (5-yr) American Community Survey.

Market Share v. Total Personal Income Home Furnishings Stores | NAICS 4422 Selected Places in the State of Michigan



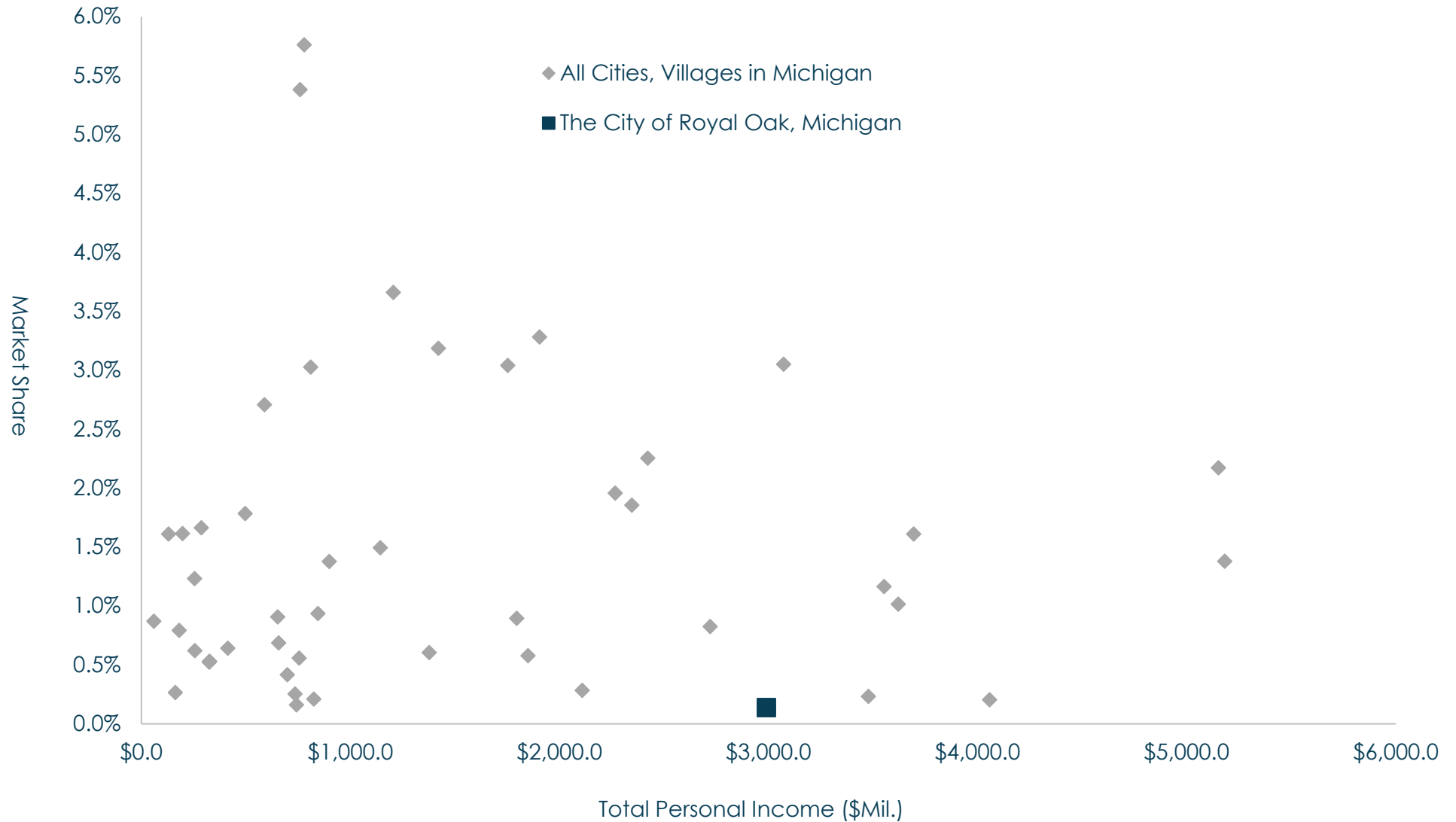
Methodology, analysis, and exhibit prepared by LandUseUSA | Urban Strategies © 2023 with all rights reserved. Market share is a measure of sales (or revenues) as a share of Total Personal Income for each respective level of geography. Underlying data from the 2017 U.S. Economic Census; 2020 Decennial Census; and 2019 (5-yr) American Community Survey.

Market Share v. Total Personal Income
Building Material, Garden Equipment Stores | NAICS 444
Selected Places in the State of Michigan



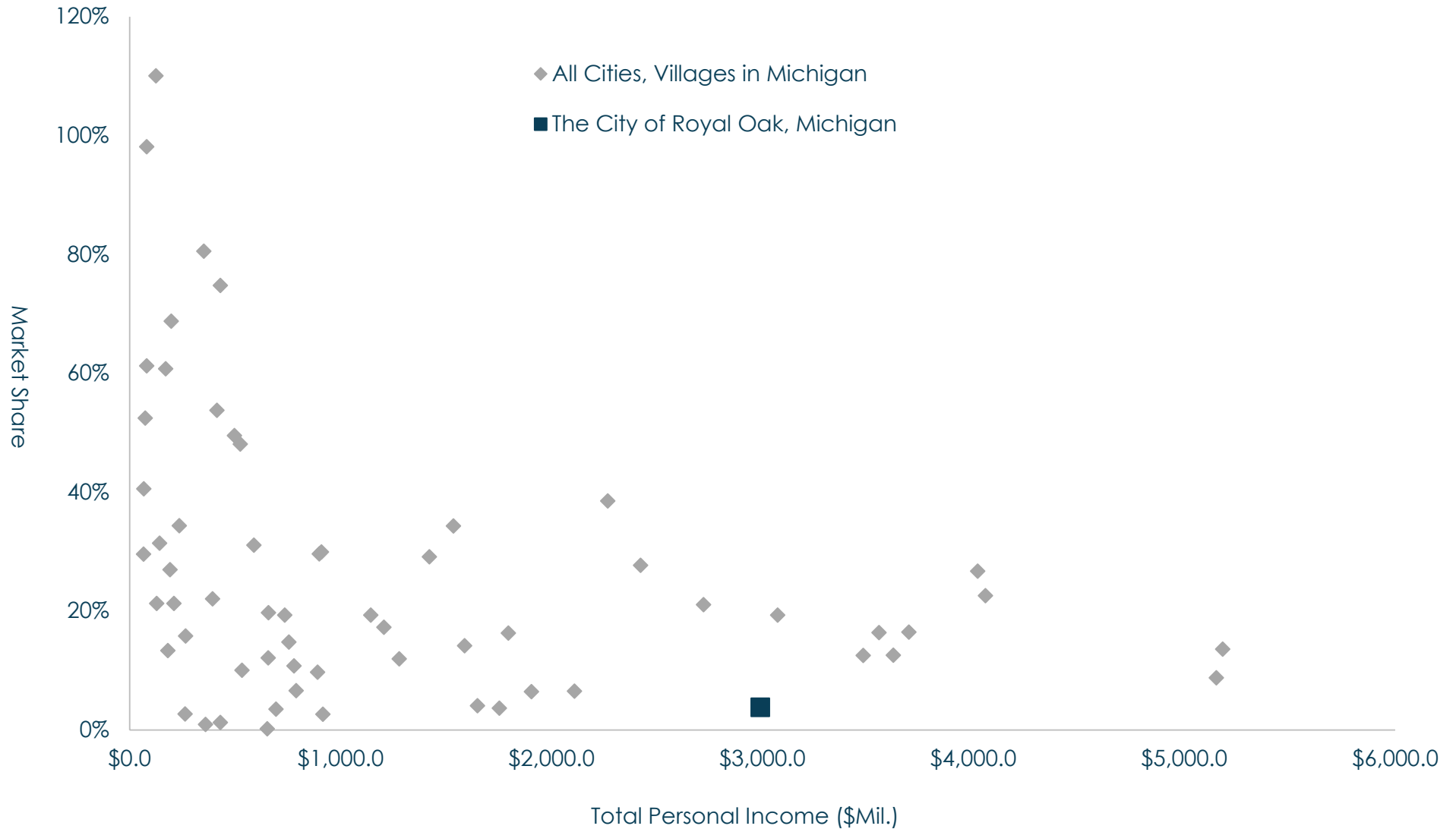
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Market Share v. Total Personal Income
Electronic, Appliance Stores | NAICS 443
Selected Places in the State of Michigan



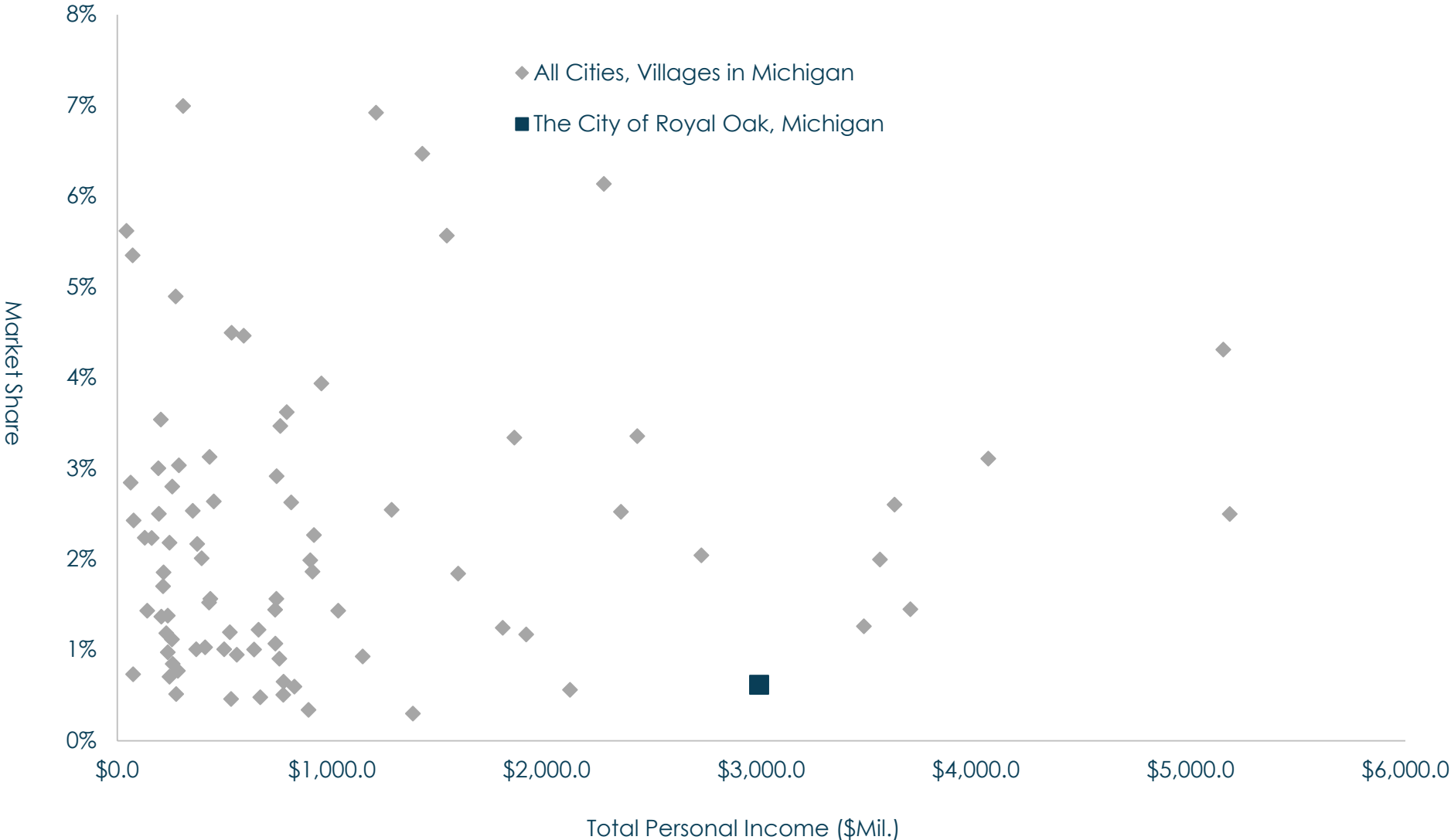
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Market Share v. Total Personal Income Automotive Dealerships | NAICS 4411 Selected Places in the State of Michigan



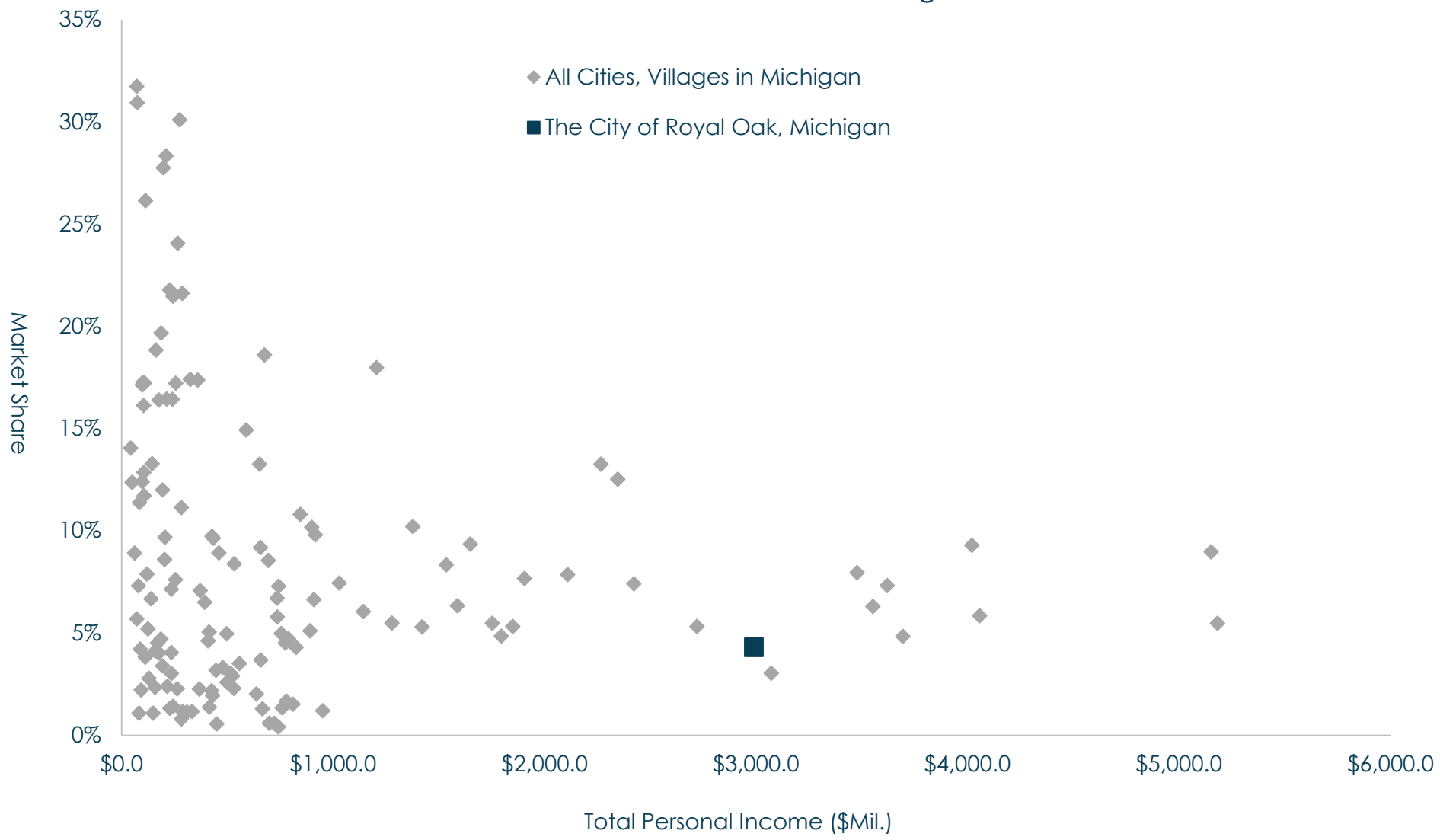
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Market Share v. Total Personal Income
Clothing, Accessories Stores | NAICS 448
Selected Places in the State of Michigan



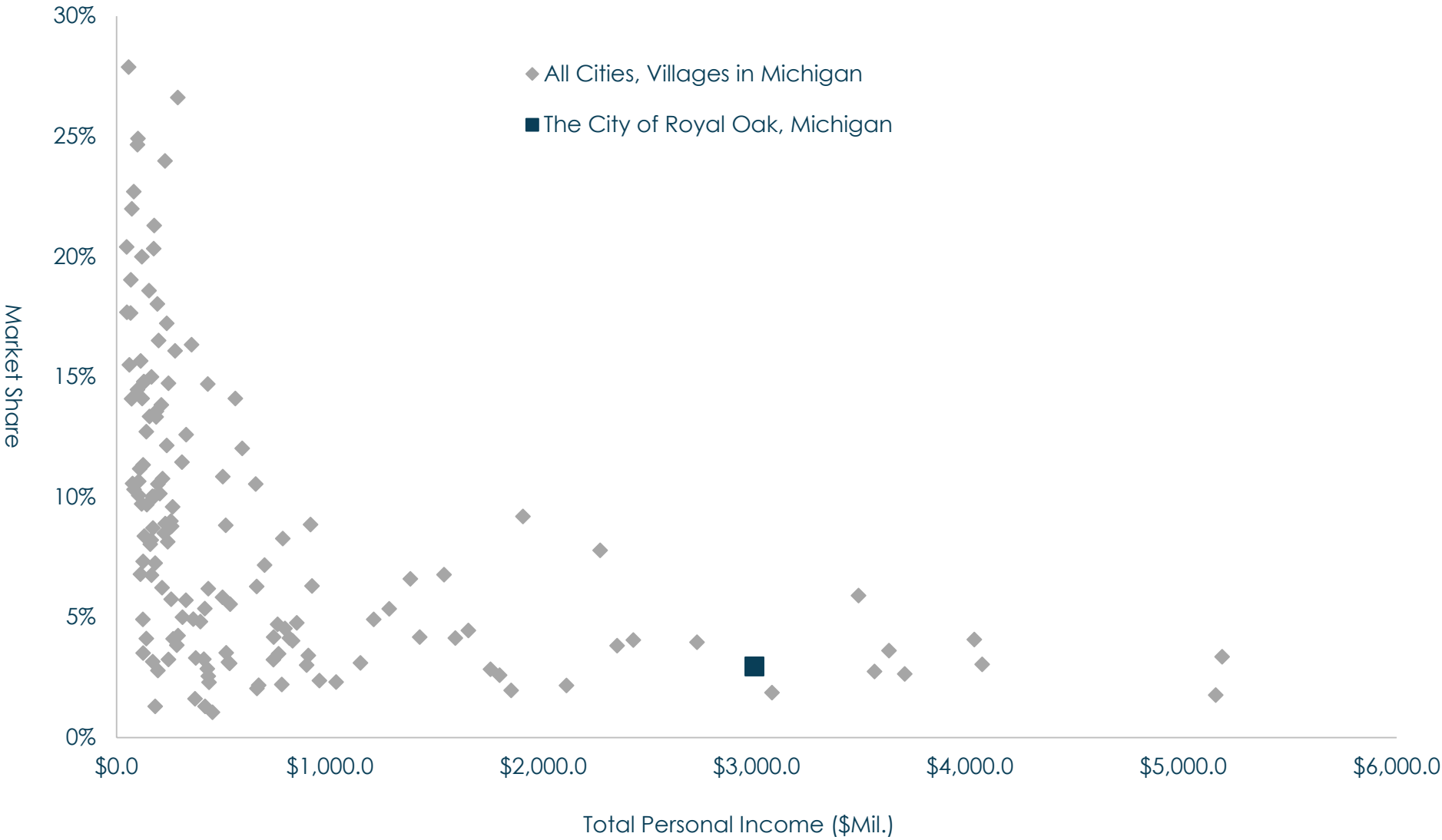
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Market Share v. Total Personal Income
Grocery Stores, Food Markets | NAICS 445
Selected Places in the State of Michigan



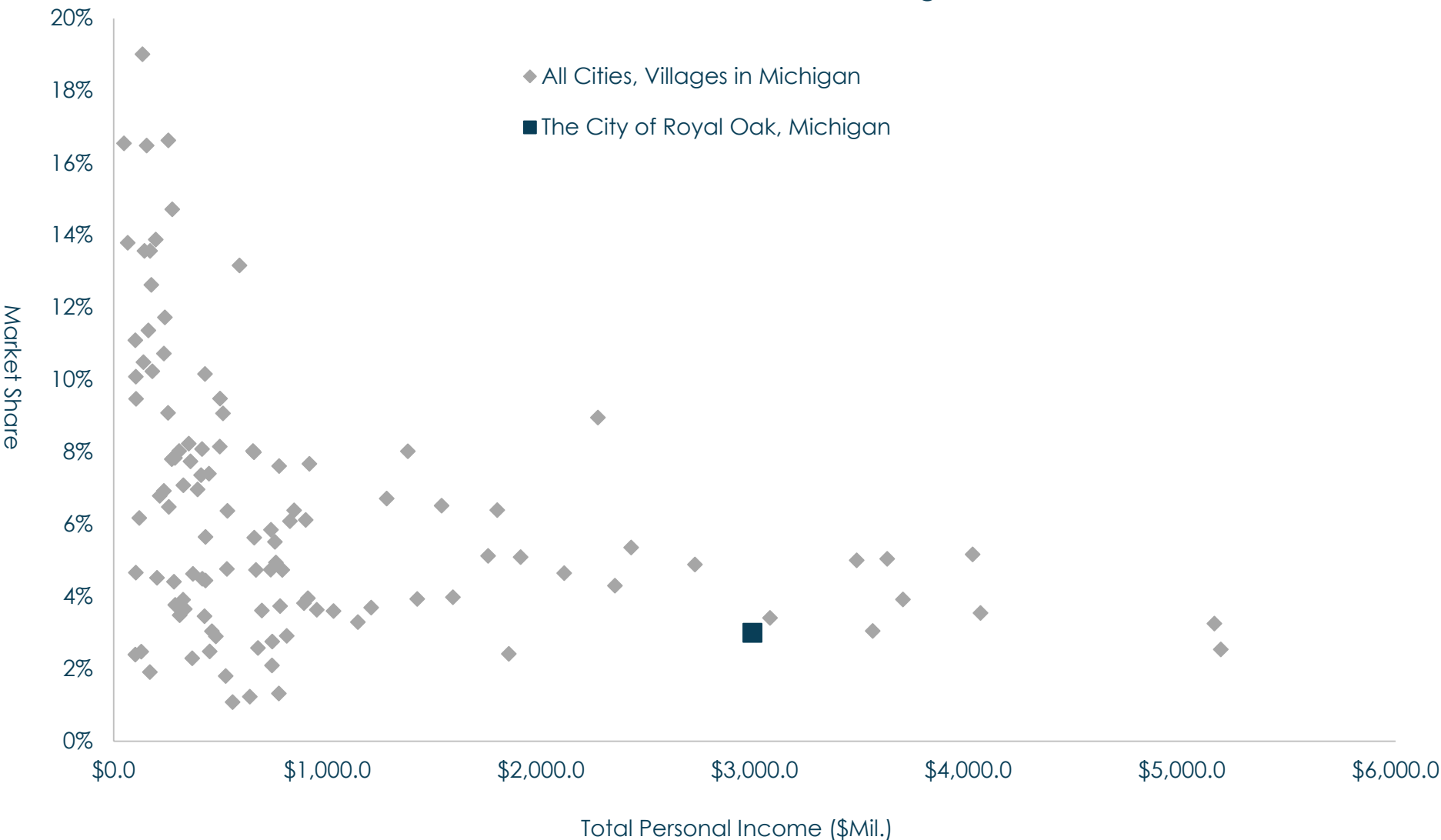
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Market Share v. Total Personal Income
Gas Stations with or without Convenience Stores | NAICS 447
Selected Places in the State of Michigan



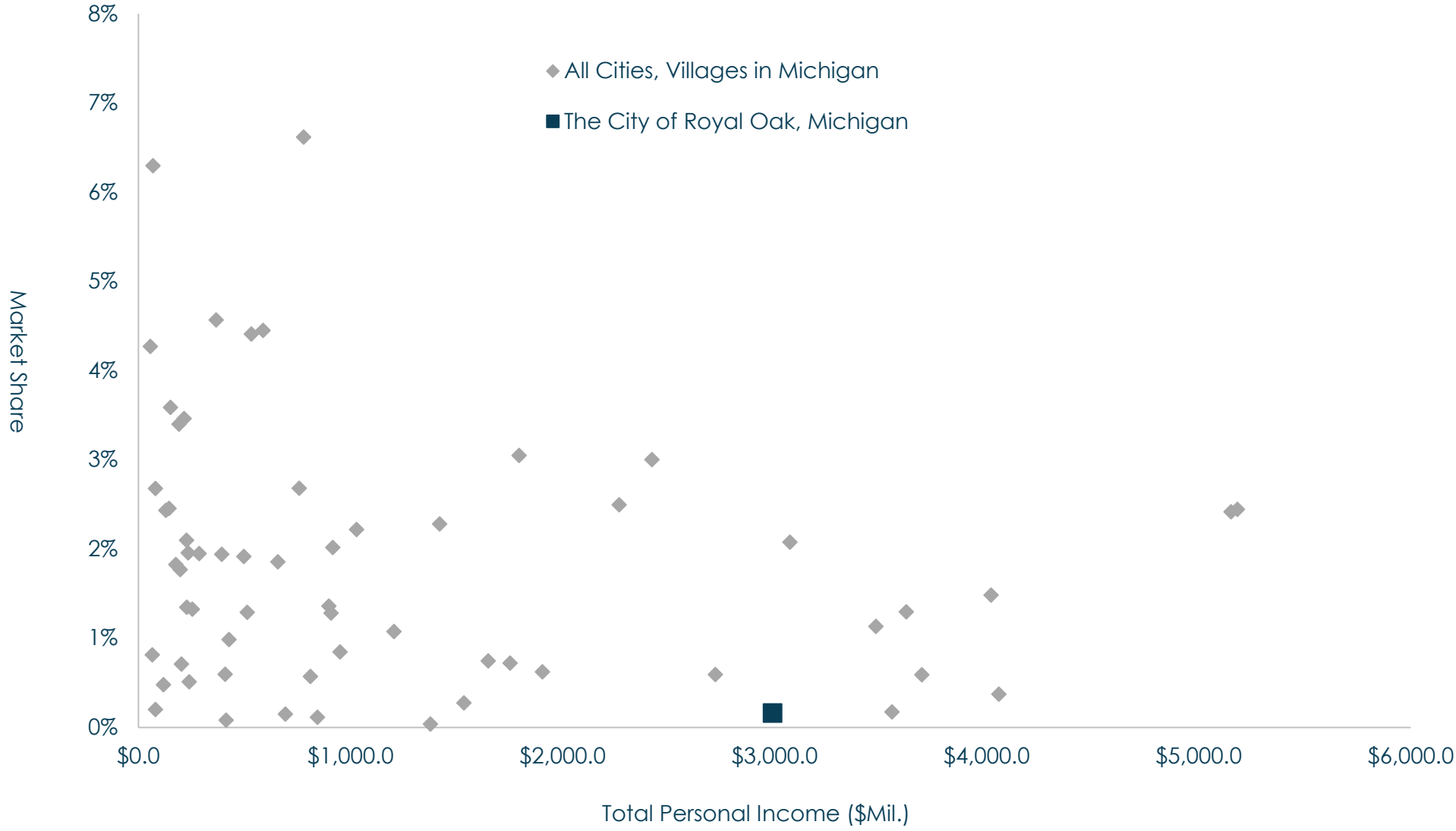
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Market Share v. Total Personal Income
Health, Personal Care Stores | NAICS 446
Selected Places in the State of Michigan



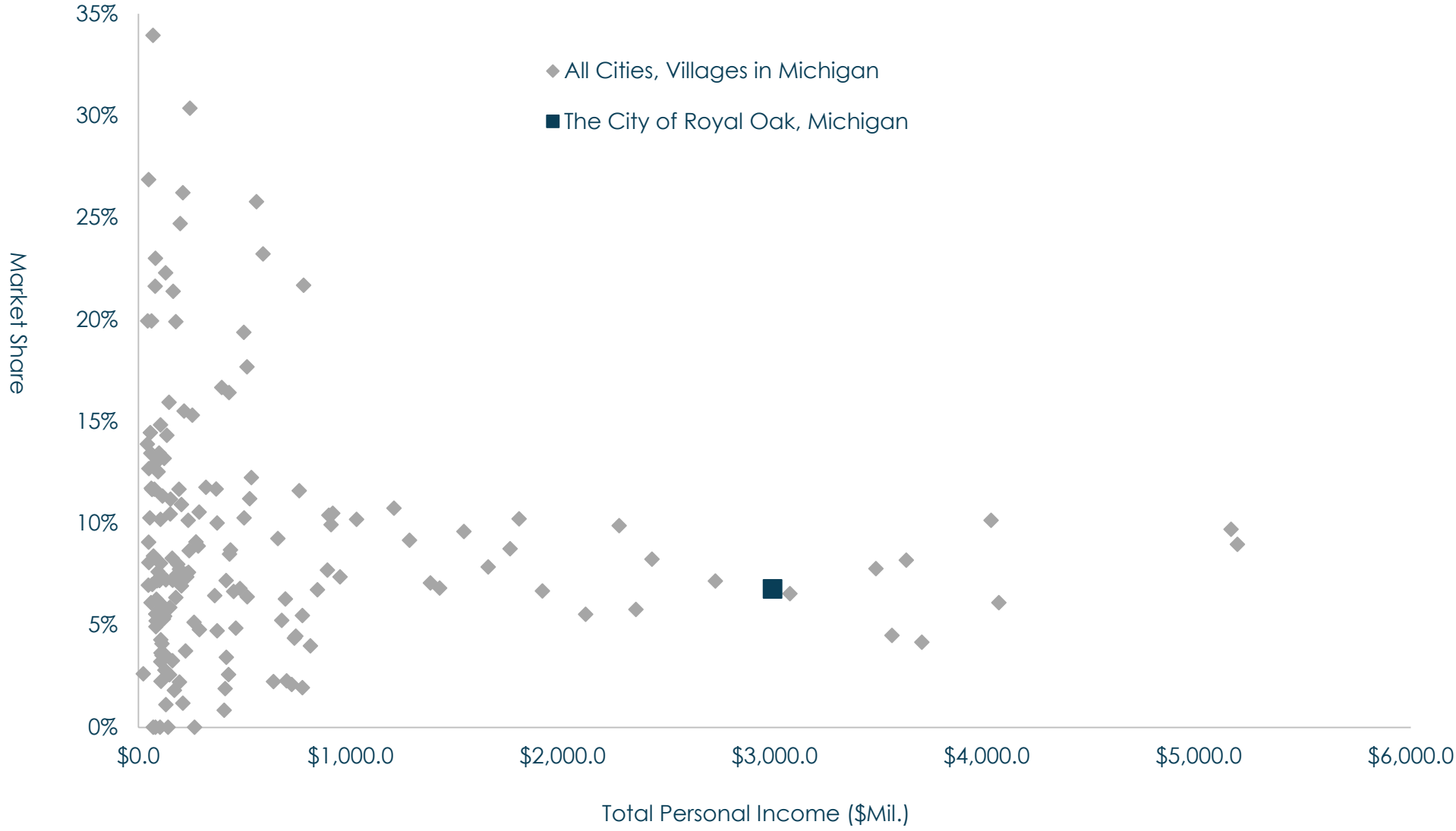
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Market Share v. Total Personal Income
Hotels, Overnight Accommodations | NAICS 721
Selected Places in the State of Michigan



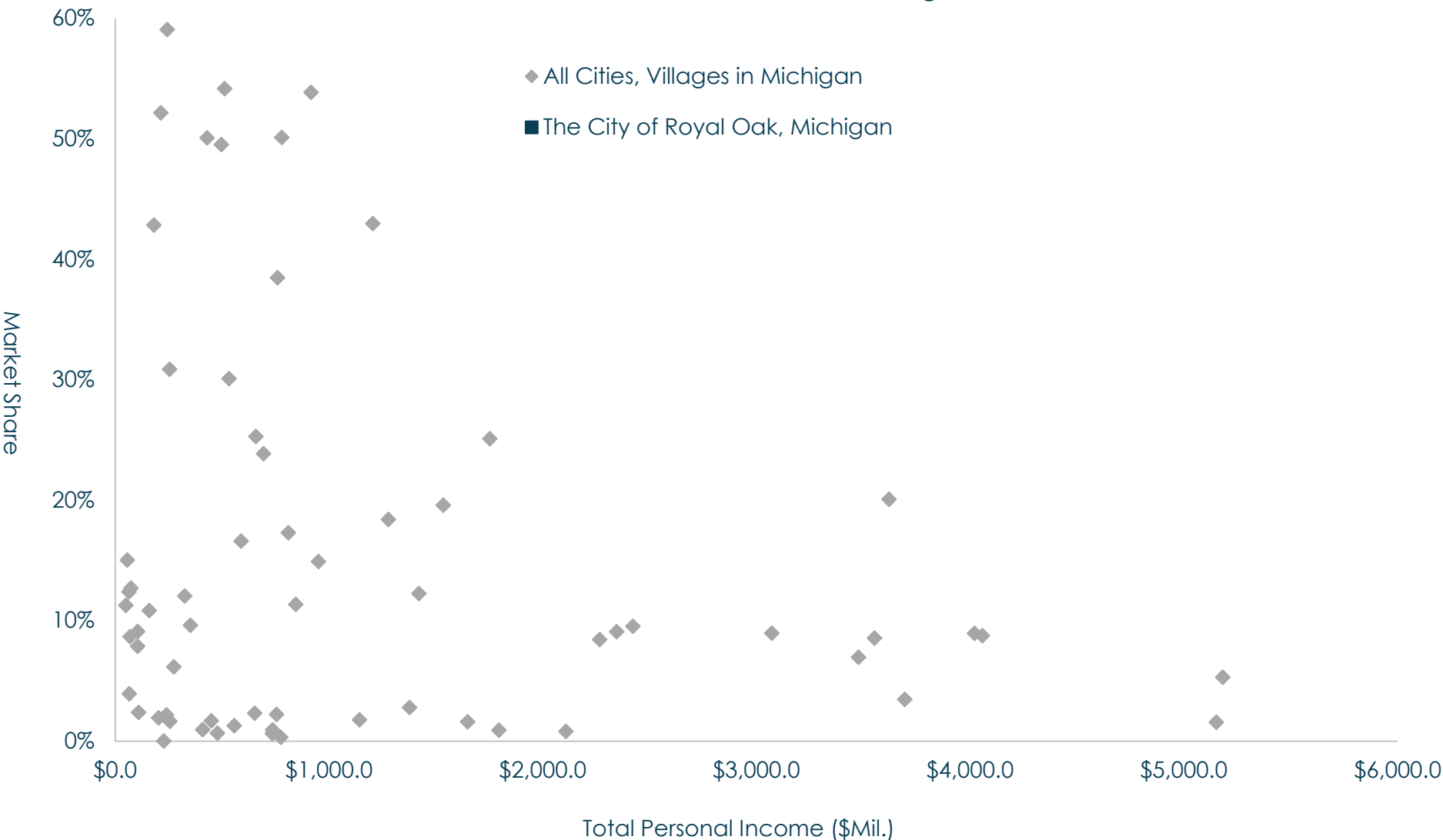
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Market Share v. Total Personal Income
Restaurants, Drinking Establishments | NAICS 722
Selected Places in the State of Michigan



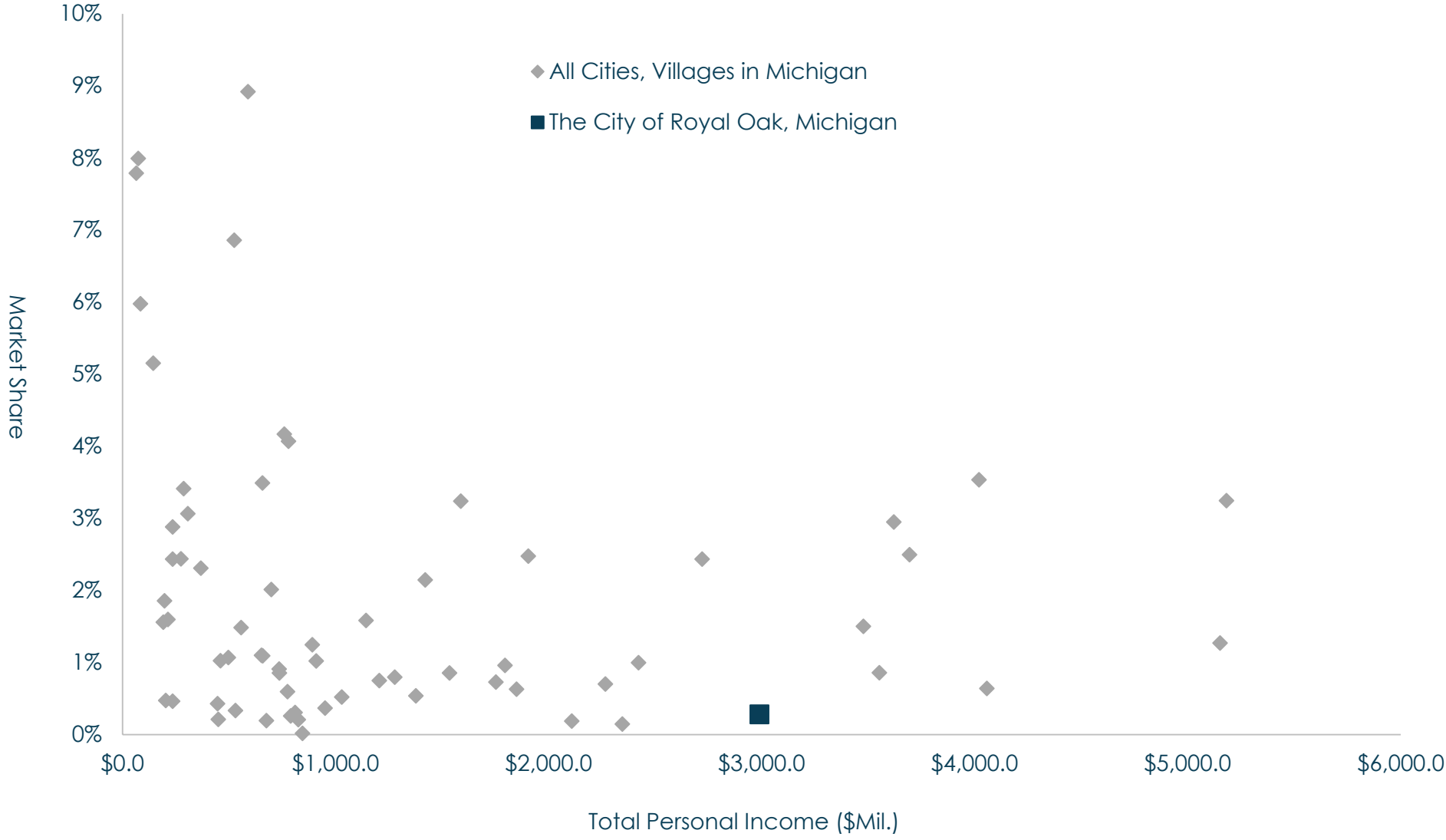
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Market Share v. Total Personal Income
General Merch, Dept, Discount Stores | NAICS 452
Selected Places in the State of Michigan



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Market Share v. Total Personal Income
Catalog, Internet Retail Companies | NAICS 454
Selected Places in the State of Michigan



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Section 2-E

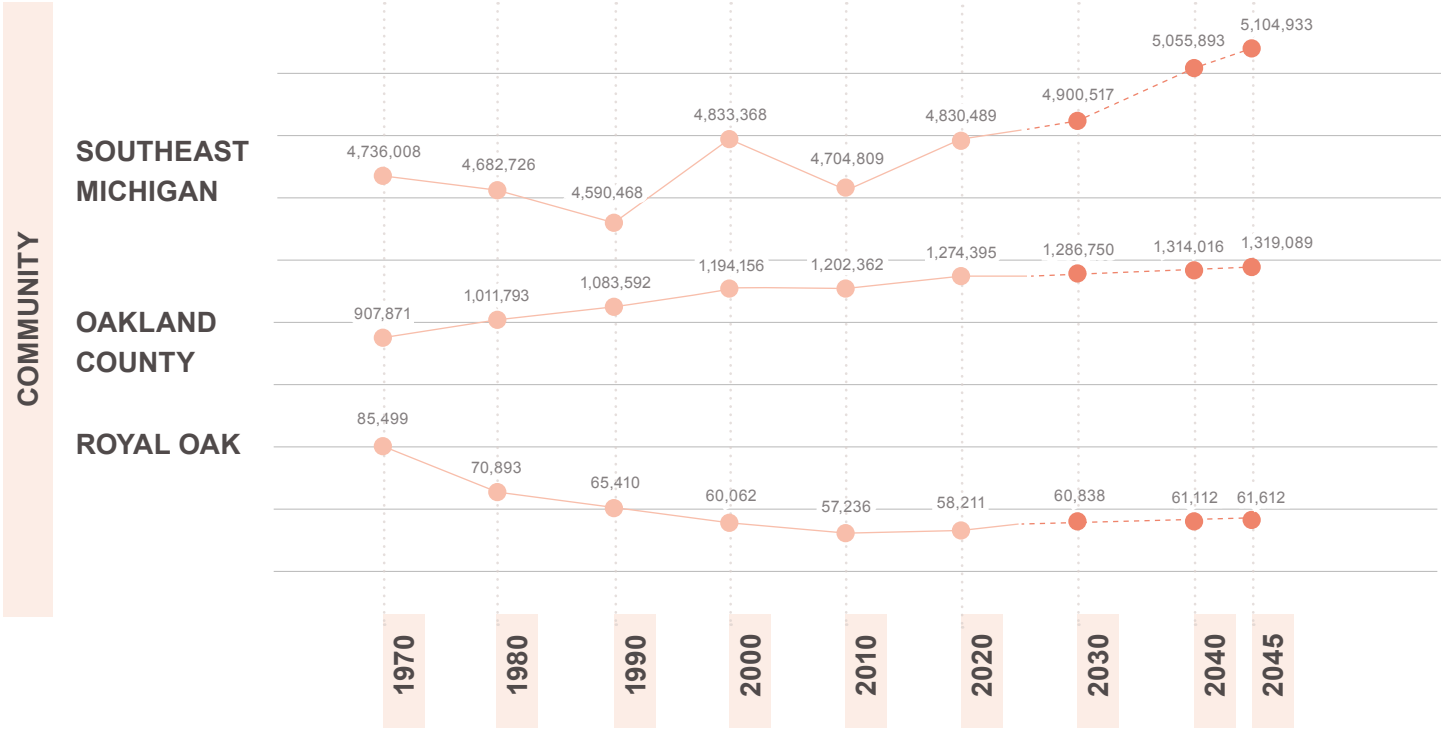
Regional Context Analysis

Demographics



Population Over Time

Decennial Census SEMCOG 2045 Forecast



Source: U.S. Census Bureau Decennial Census + SEMCOG 2045 Forecast - Community Profile

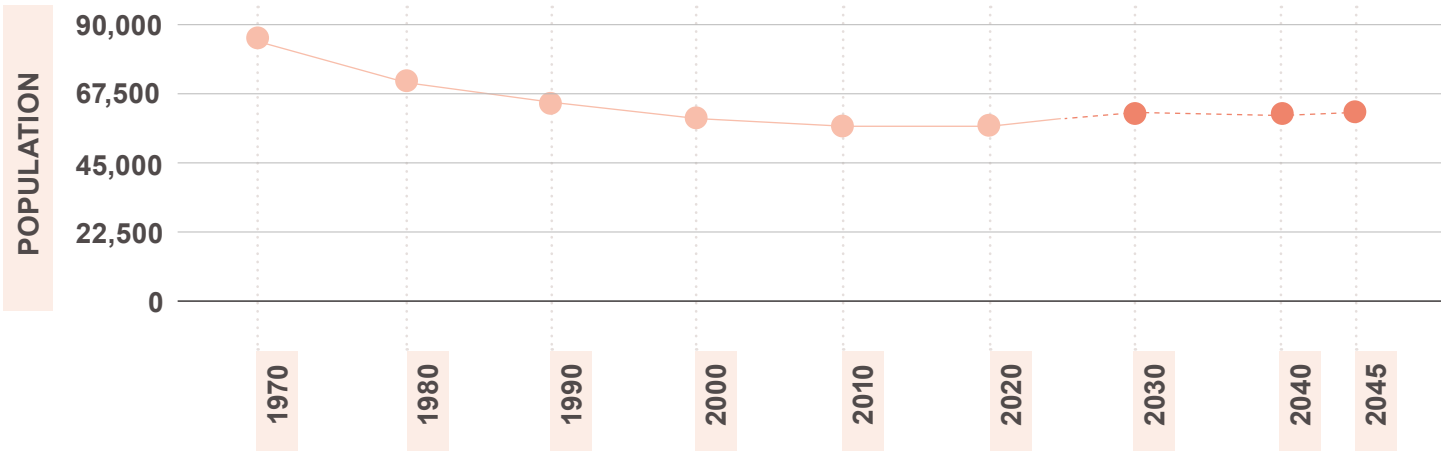
Royal Oak Context Analysis

Demographics



Population Over Time

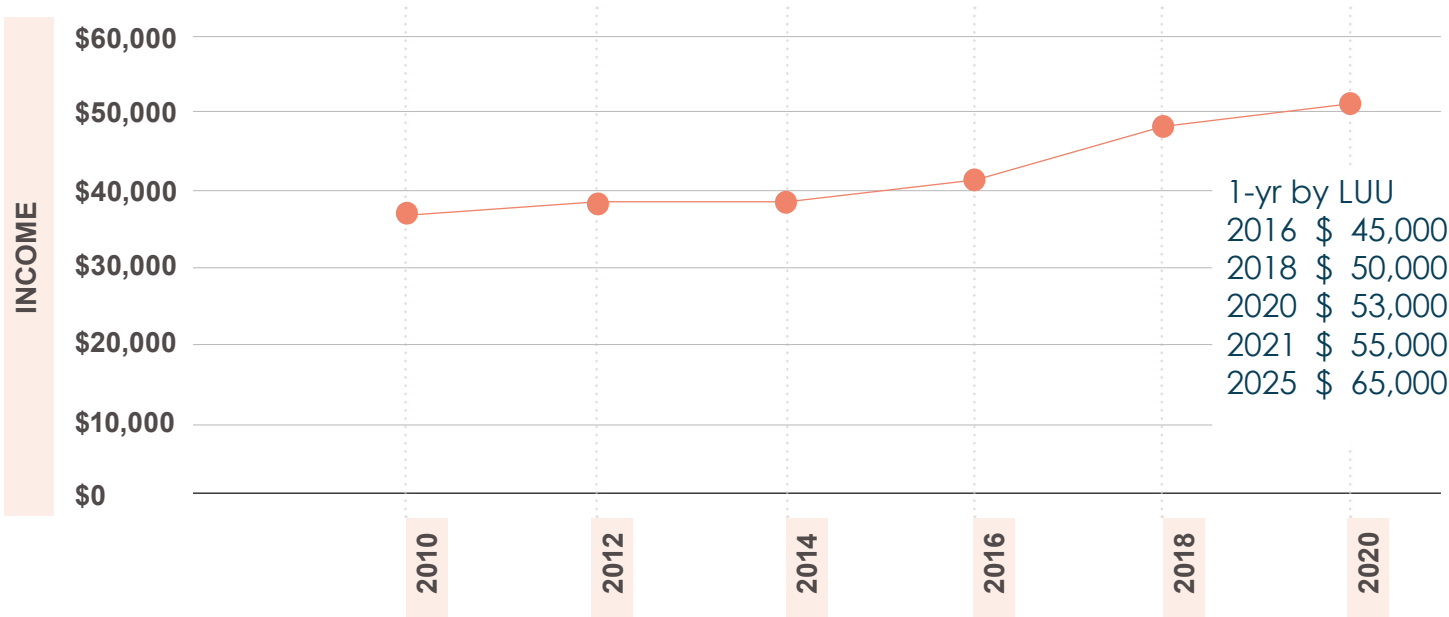
Decennial Census SEMCOG 2045 Forecast



Source: U.S. Census Bureau Decennial Census + SEMCOG 2045 Forecast - Community Profile



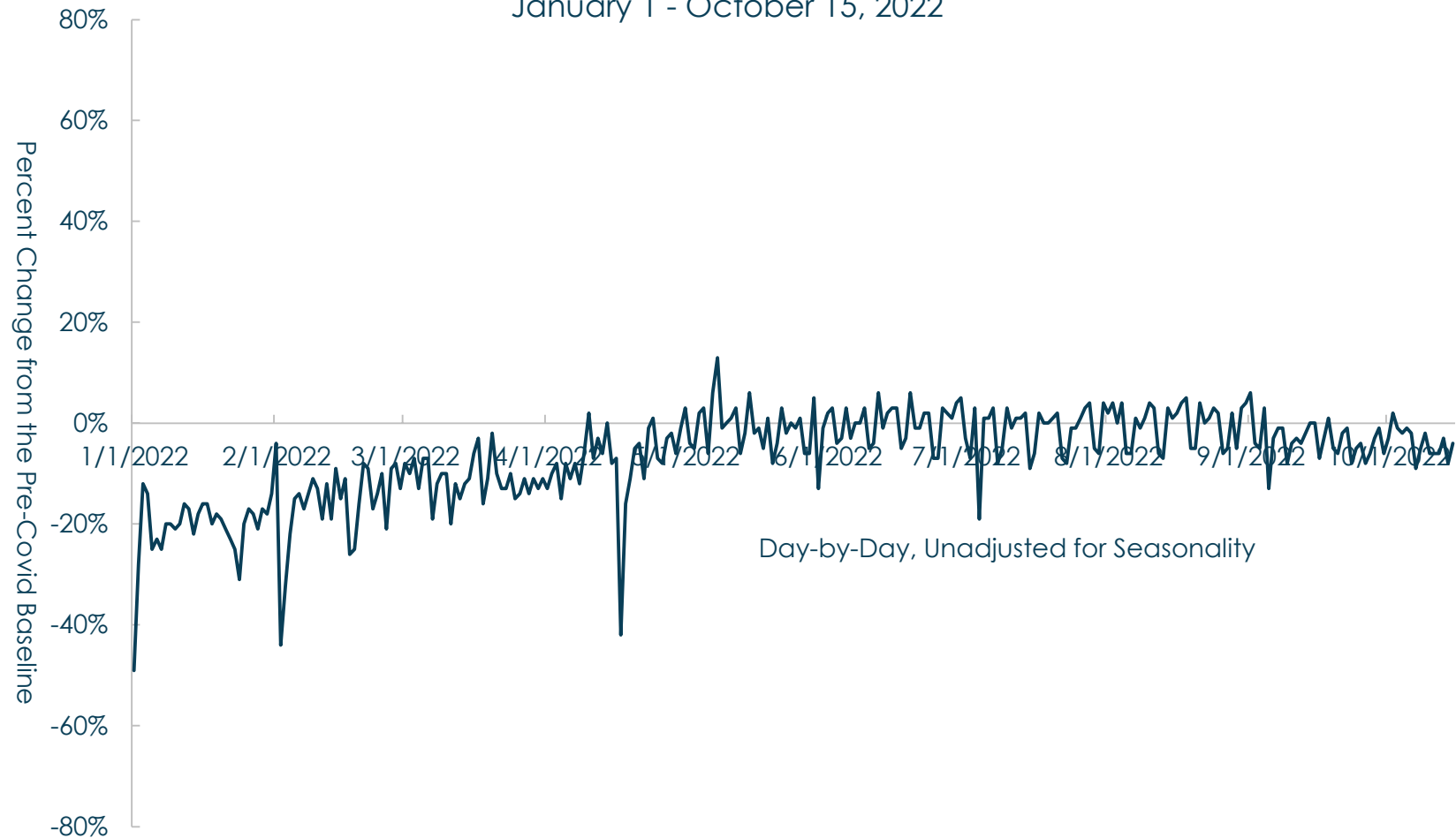
Per Capita Income Over Time



Source: 2021 ACS 5-Year Estimates, U.S. Census Bureau

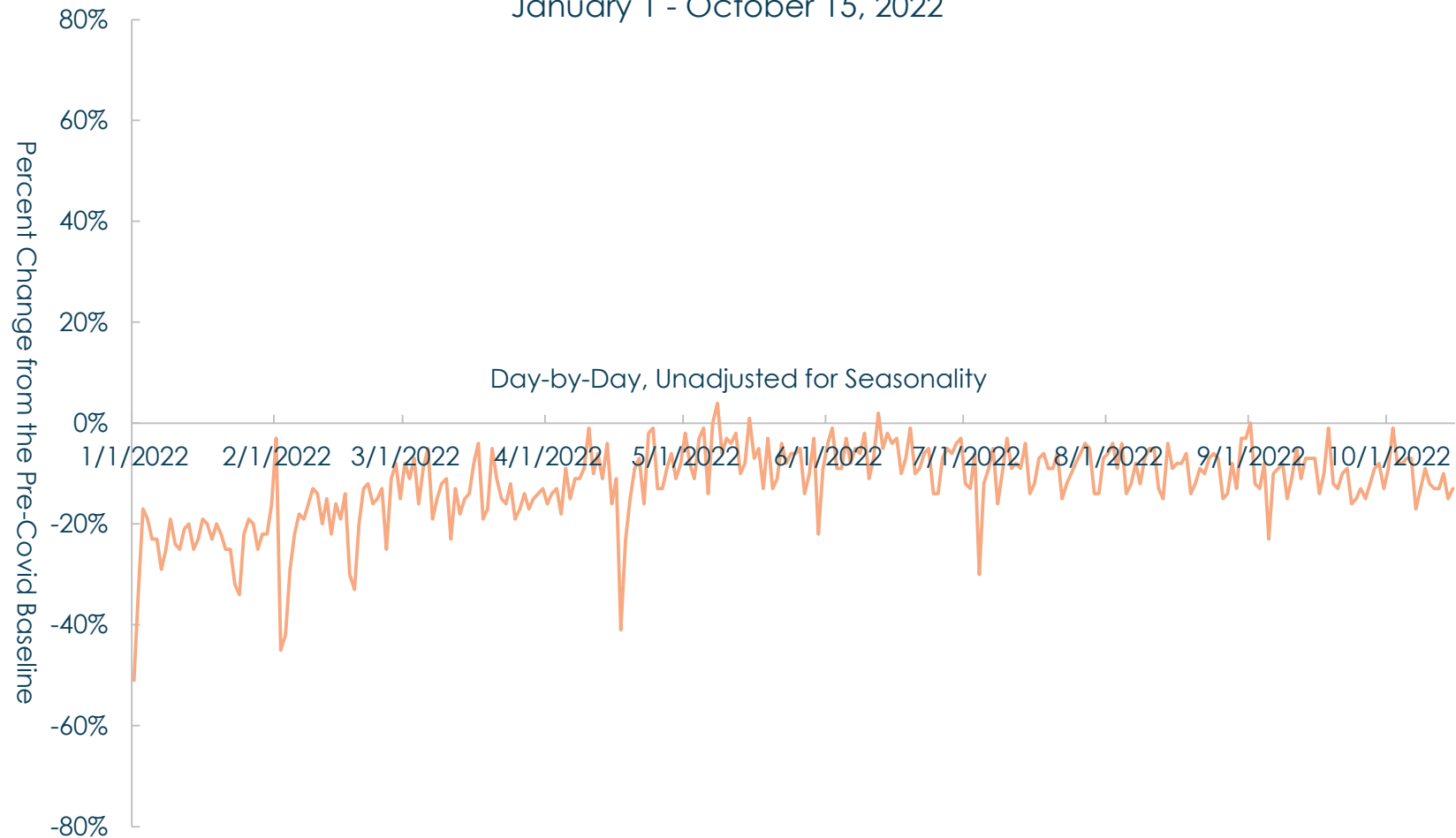
Section 2-F

Retail and Recreational Places
Change in Place Visits v. Pre-Covid Baseline
Michigan State Averages
January 1 - October 15, 2022



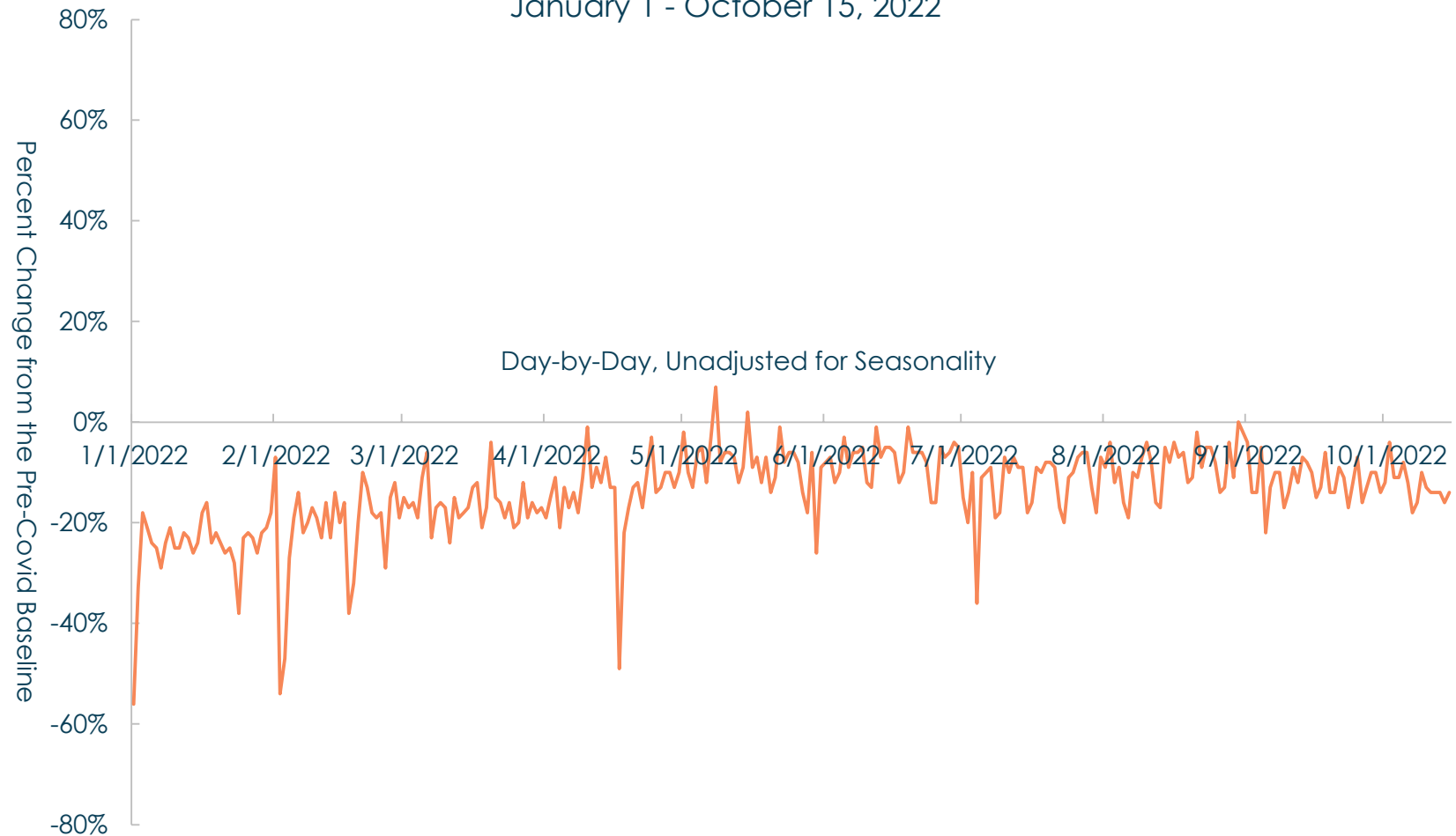
This data shows how visitors spent time in retail and recreational places compared to the baseline days, and based on data that Google gathers from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Retail and Recreational Places
Change in Place Visits v. Pre-Covid Baseline
Wayne County, Michigan
January 1 - October 15, 2022



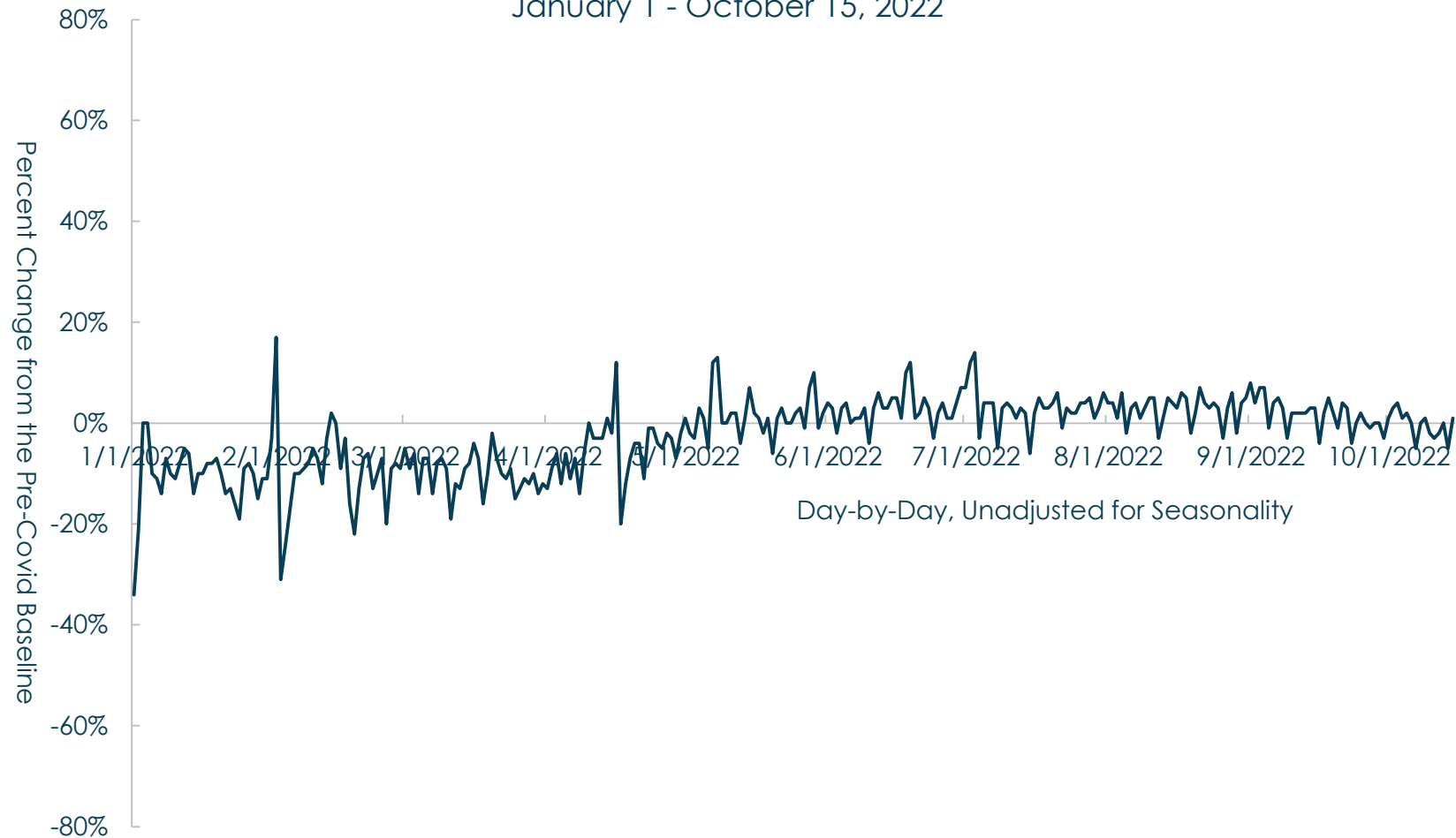
This data shows how visitors spent time in retail and recreational places compared to the baseline days, and based on data that Google gathers from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Retail and Recreational Places
Change in Place Visits v. Pre-Covid Baseline
Oakland County, Michigan
January 1 - October 15, 2022



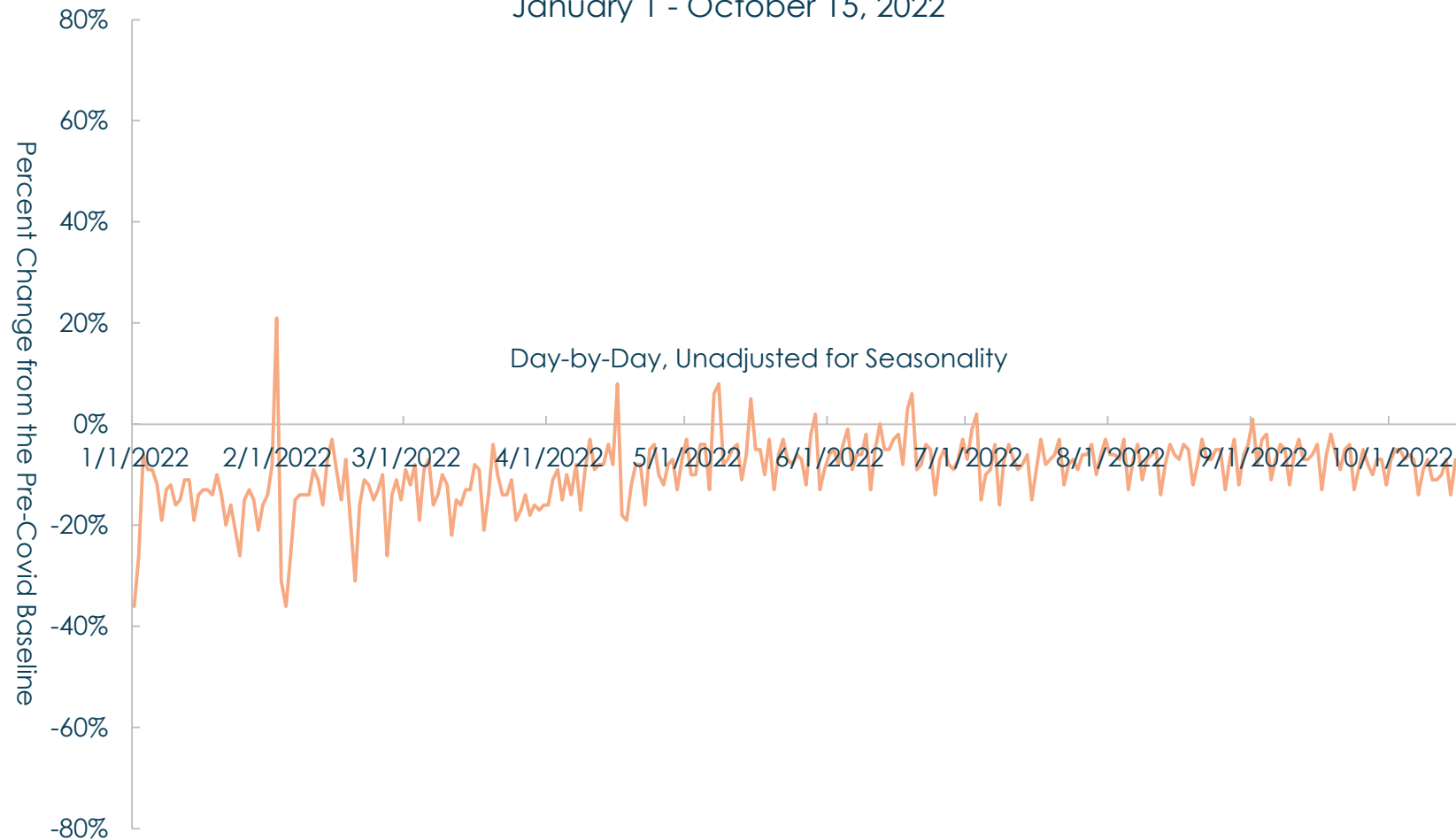
This data shows how visitors spent time in retail and recreational places compared to the baseline days, and based on data that Google gathers from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Grocery and Pharmacy Places
Change in Place Visits v. Pre-Covid Baseline
Michigan State Averages
January 1 - October 15, 2022



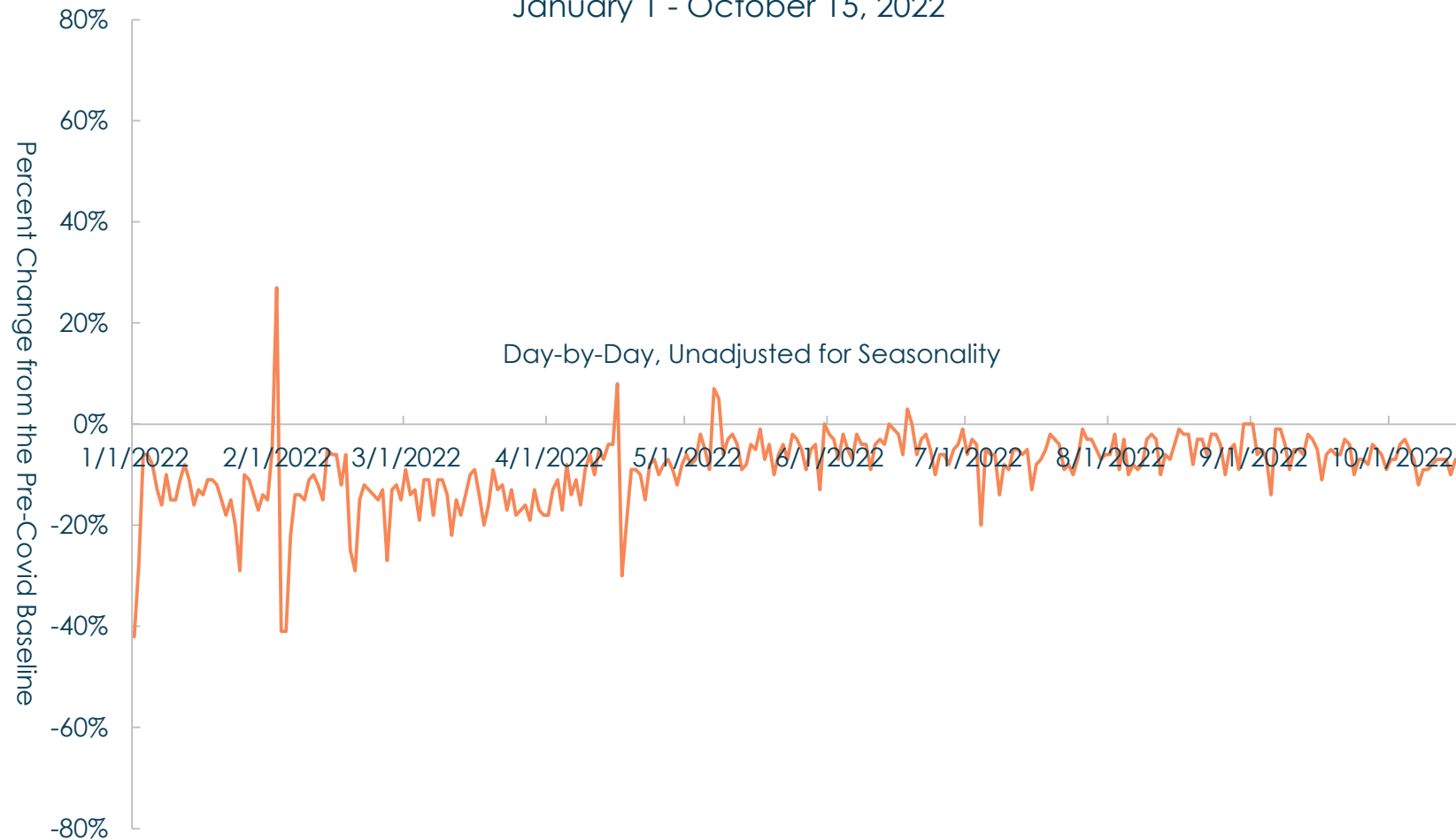
This data shows how visitors spent time in grocery and pharmacy places compared to the baseline days, and based on data that Google gathers from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Grocery and Pharmacy Places
Change in Place Visits v. Pre-Covid Baseline
Wayne County, Michigan
January 1 - October 15, 2022



This data shows how visitors spent time in grocery and pharmacy places compared to the baseline days, and based on data that Google gathers from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Grocery and Pharmacy Places
Change in Place Visits v. Pre-Covid Baseline
Oakland County, Michigan
January 1 - October 15, 2022



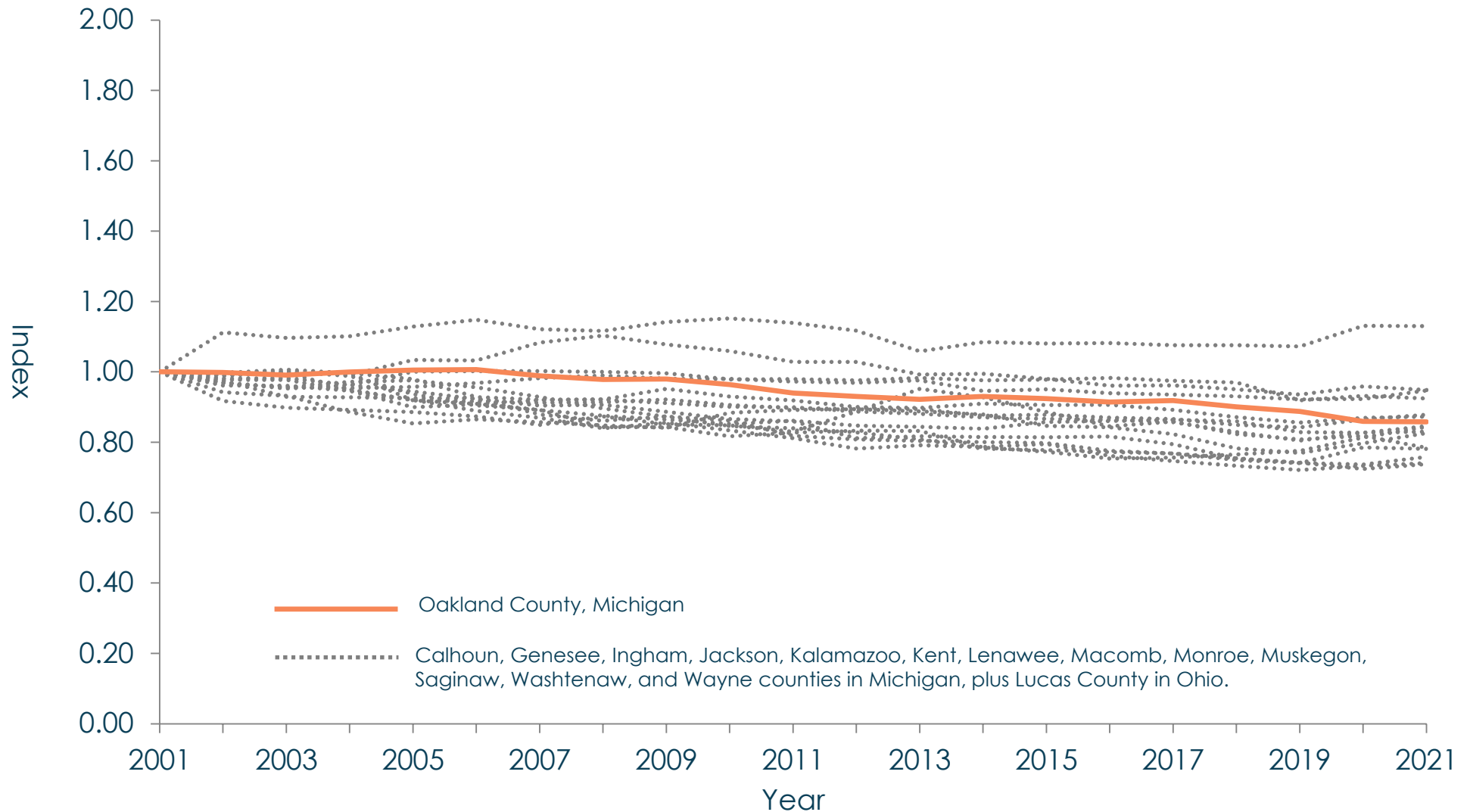
This data shows how visitors spent time in grocery and pharmacy compared to the baseline days, and based on data that Google garners from handheld devices like mobile phones and ipads. The baseline day is based on the normal or median time spent between January 3 and February 6, 2020 (i.e., over five weeks preceding the economic crisis brought on by the Covid-19 pandemic). Source: Google Community Mobility Reports through October 2022; analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023.

Section 2-G

Retail Trade

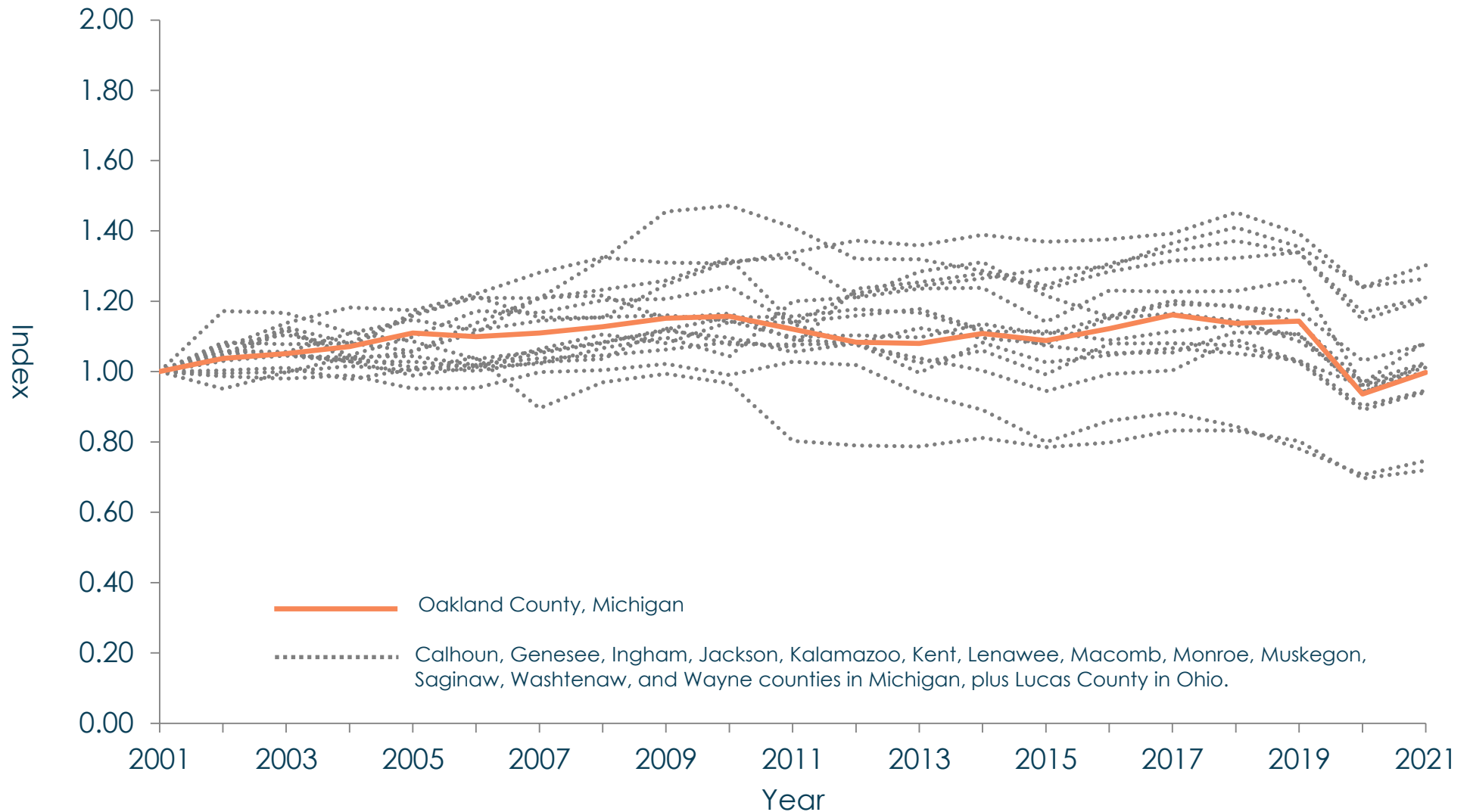
Change in Share of Total Employment (Index)

Oakland County v. Selected Others



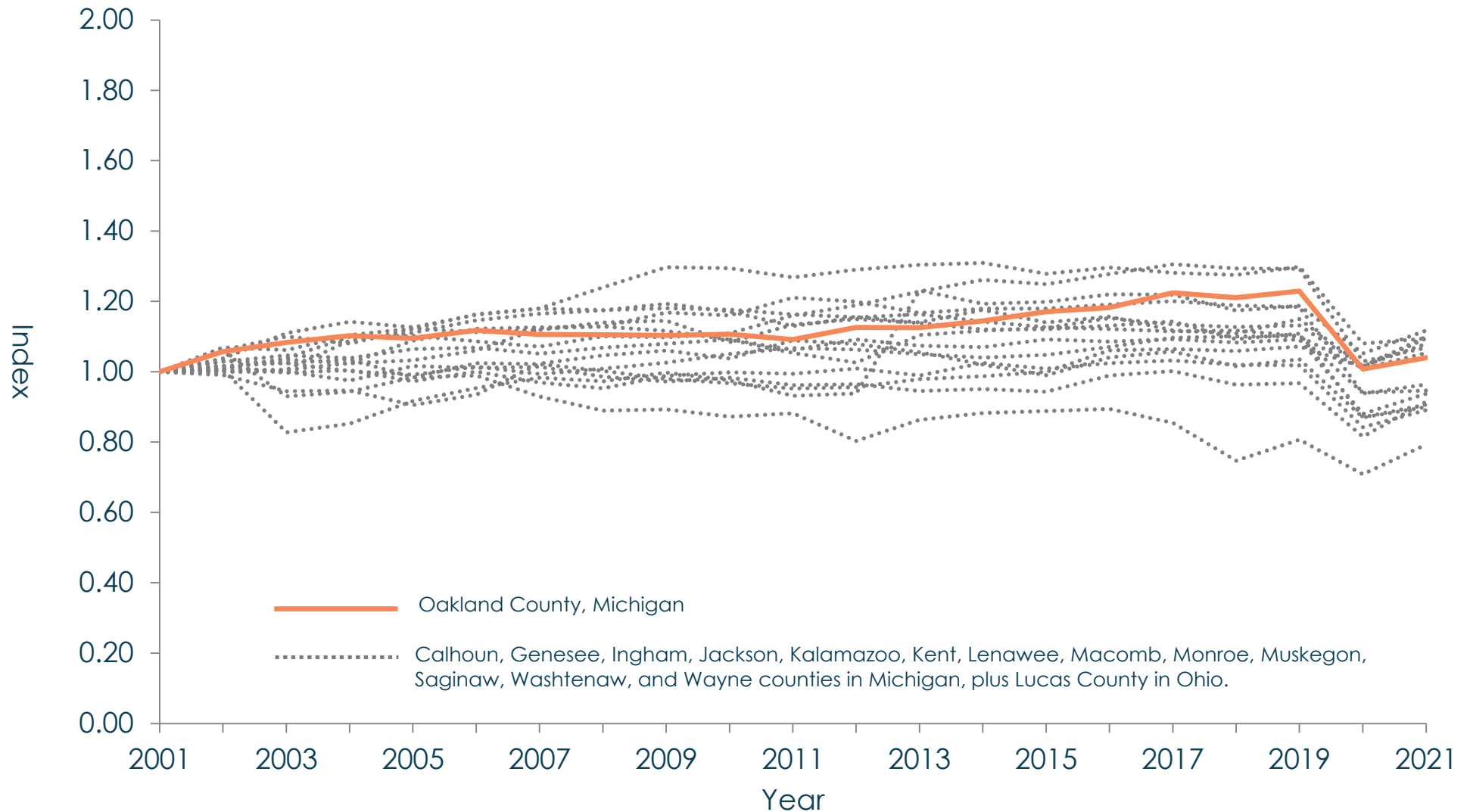
Source: Underlying data provided by the Bureau of Economic Analysis. Calculations, interpolations, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign, 2023.

Arts, Entertainment, Recreation Change in Share of Total Employment (Index) Oakland County v. Selected Others



Source: Underlying data provided by the Bureau of Economic Analysis. Calculations, interpolations, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign, 2023.

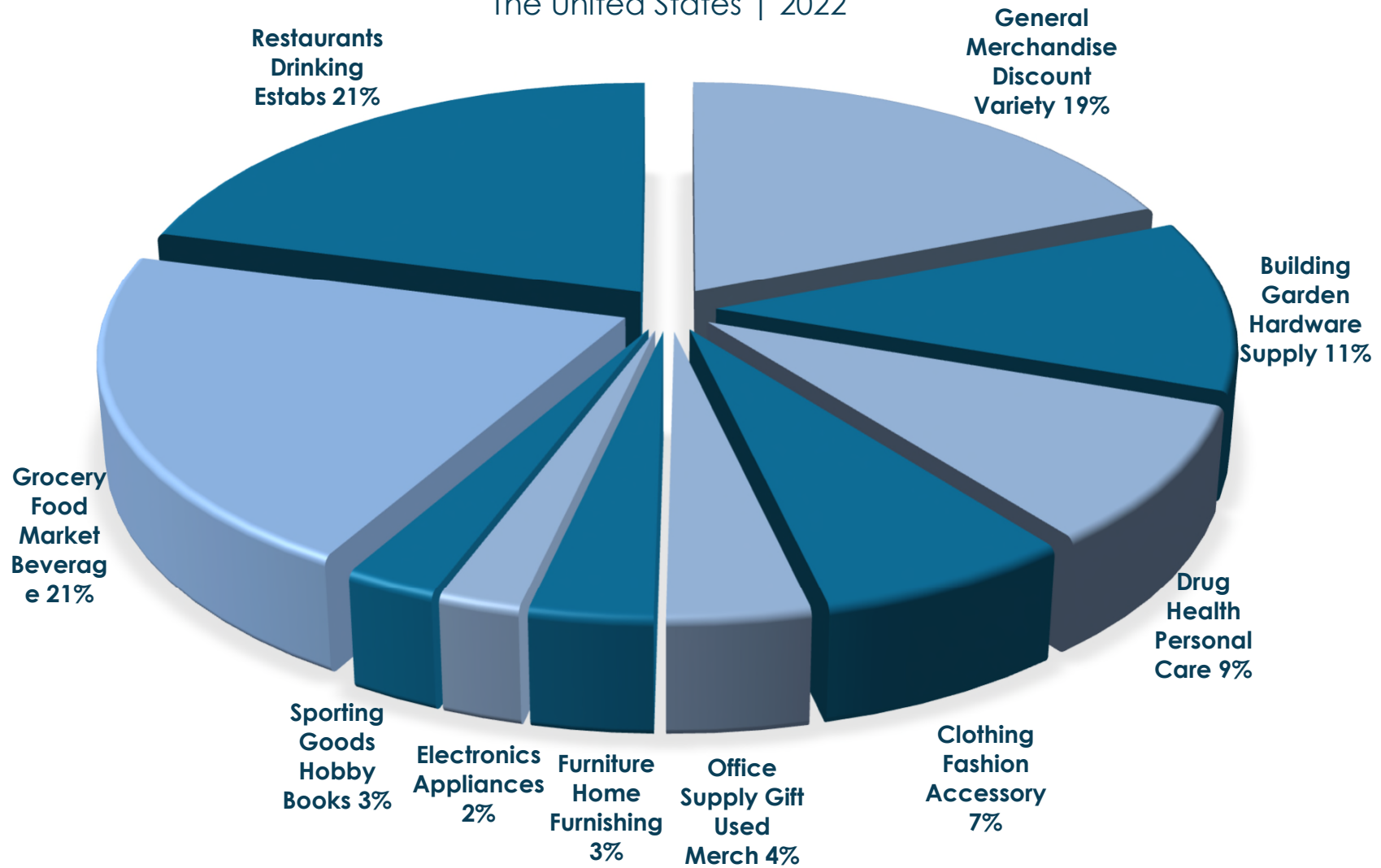
Overnight Accommodations, Food Services Change in Share of Total Employment (Index) Oakland County v. Selected Others



Source: Underlying data provided by the Bureau of Economic Analysis. Calculations, interpolations, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign, 2023.

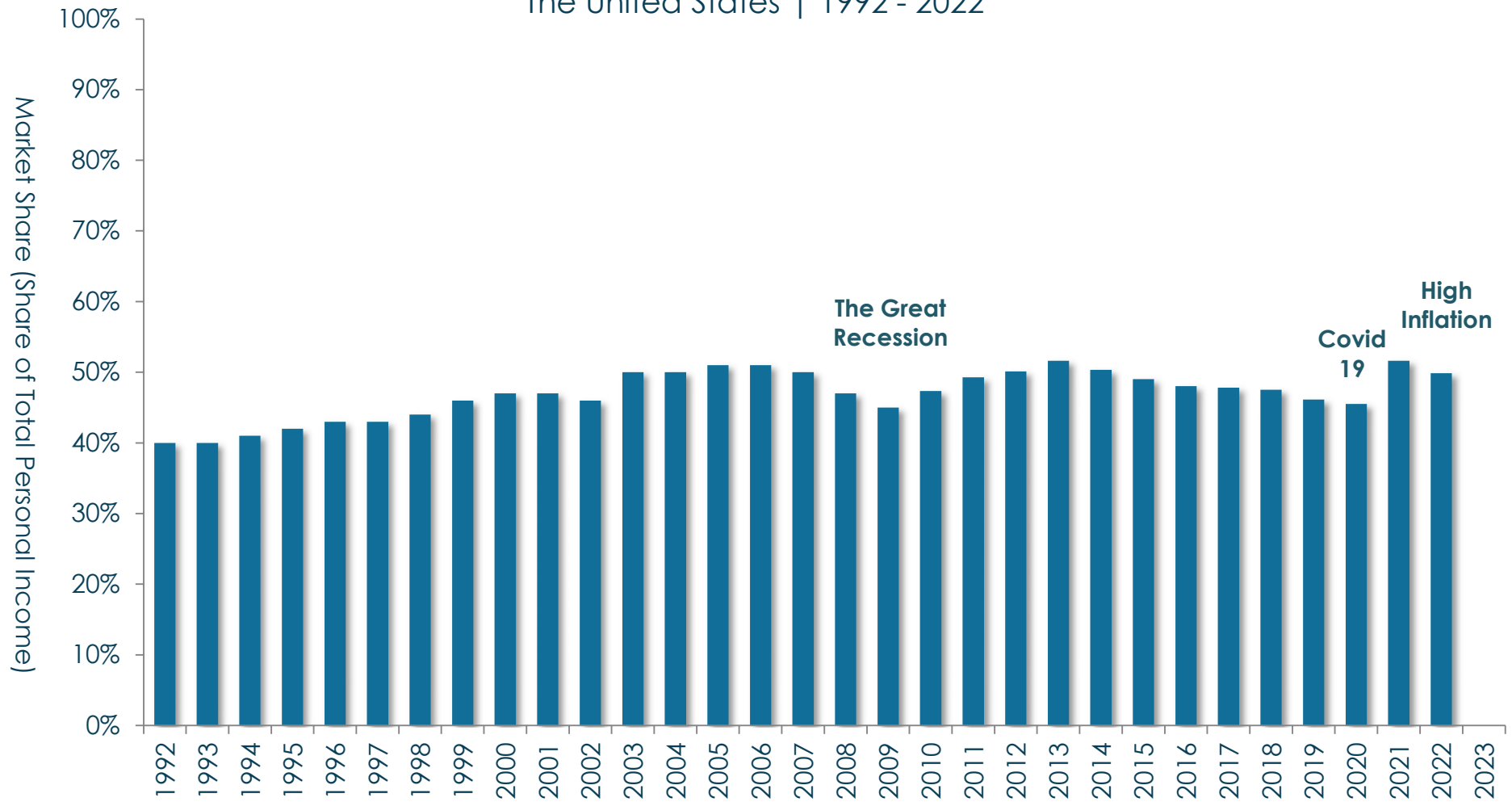
Section 2-H

Brick & Mortar Retail Sales
by General Subcategory
The United States | 2022



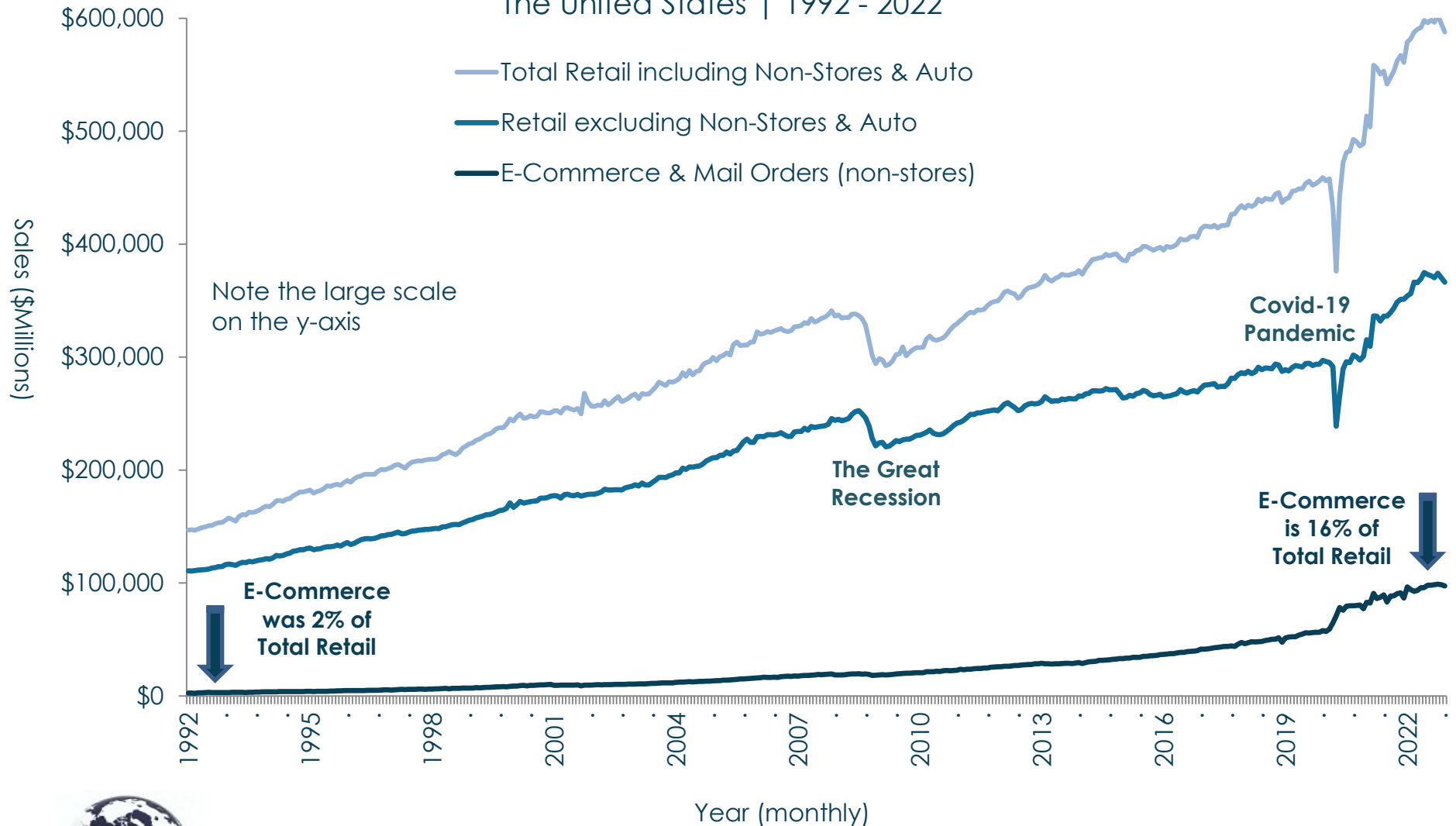
Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA Urban Strategies (c), 2022 - 2023.

Total Retail Market Share
Sales as a Share of Total Personal Income
The United States | 1992 - 2022



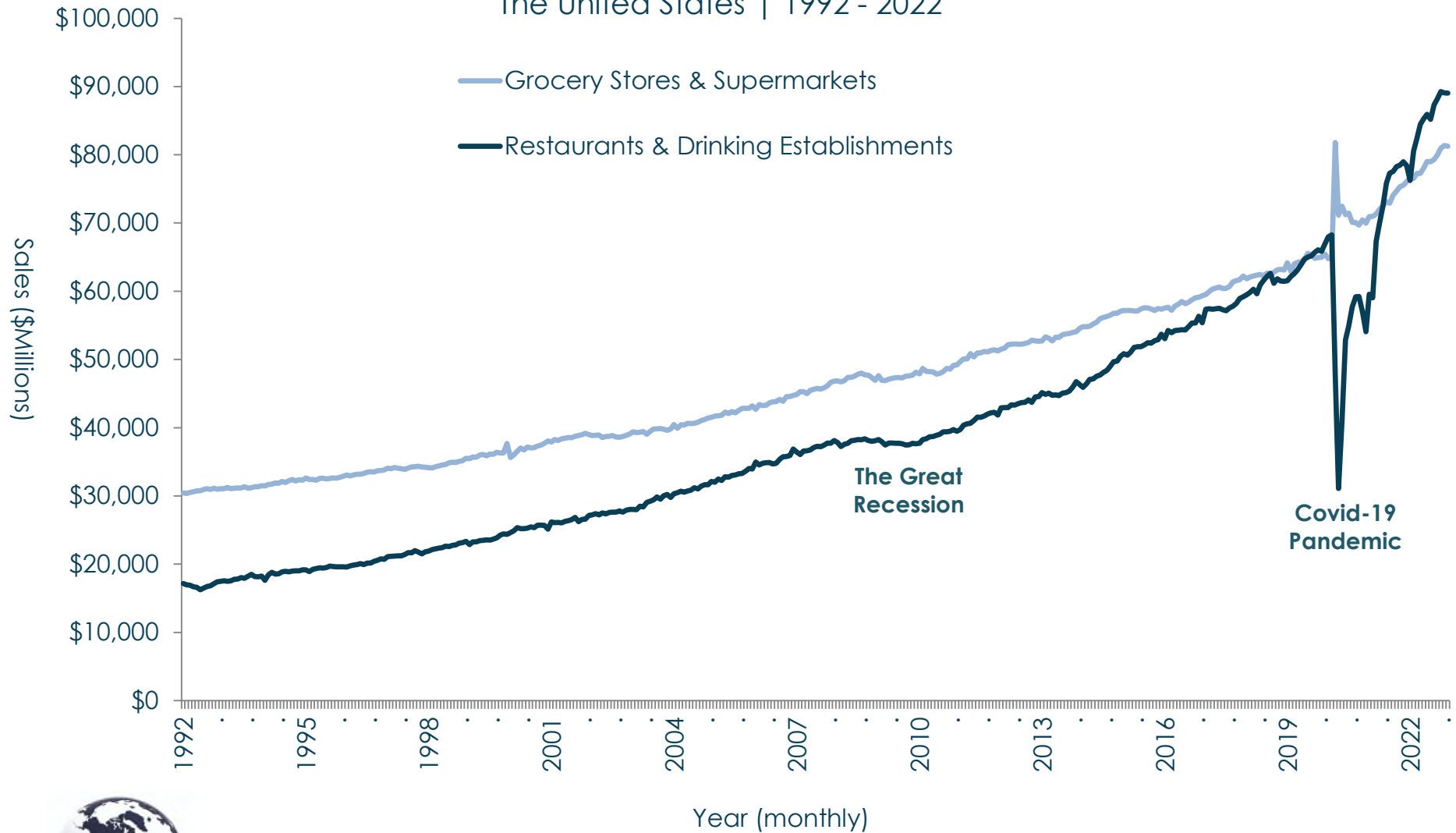
Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022 - 2023. All figures are seasonally adjusted, but they are not adjusted for inflation.

Brick & Mortar Retail | Monthly Sales Total Retail Trade v. E-Commerce The United States | 1992 - 2022



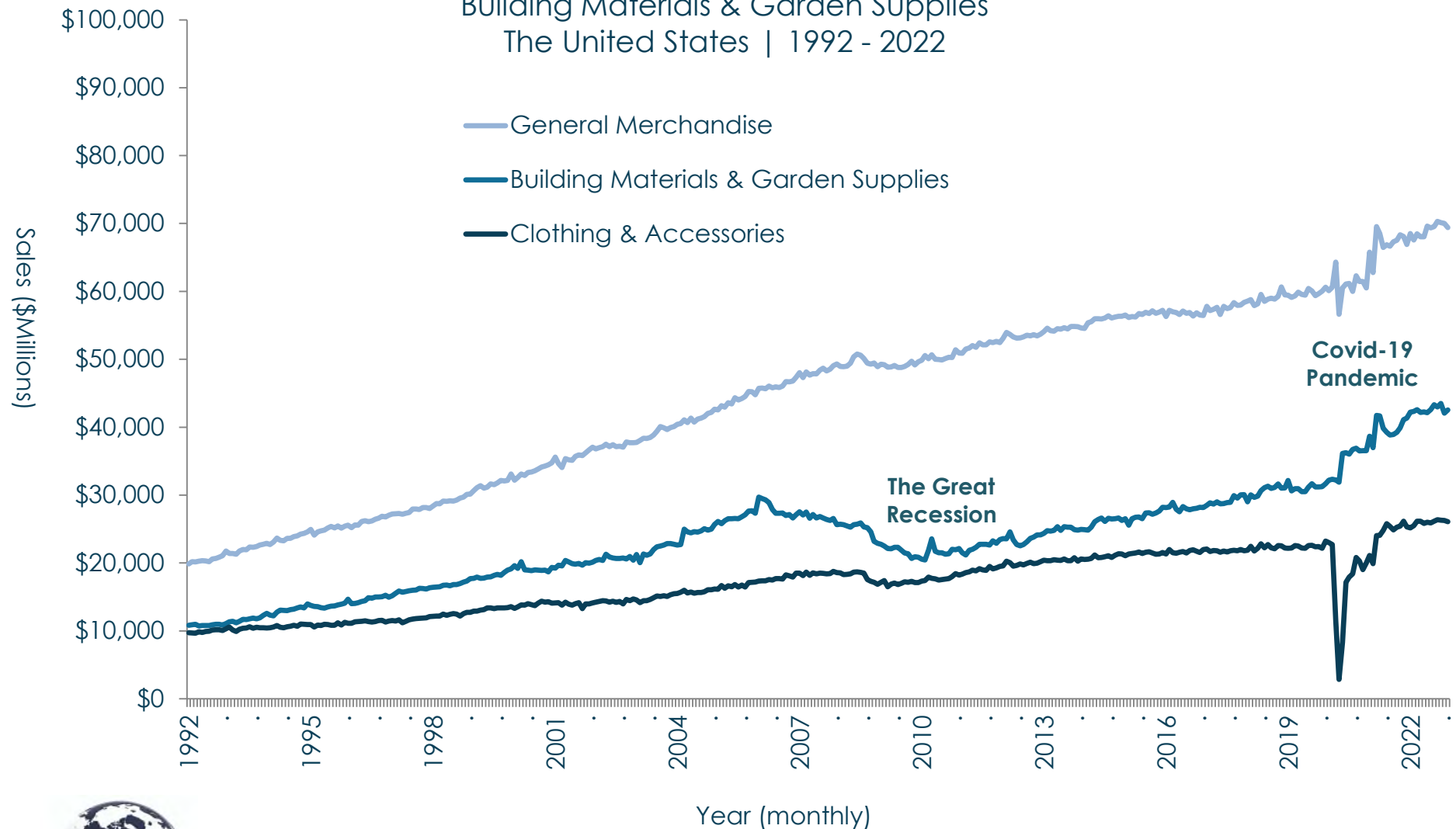
Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022 - 2023. Non-Stores include all electronic shopping (e-commerce), mail order houses (catalogs), and miscellaneous vendors. All figures are seasonally adjusted, but they are not adjusted for inflation.

Brick & Mortar Retail | Monthly Sales Grocery Stores v. Restaurants The United States | 1992 - 2022



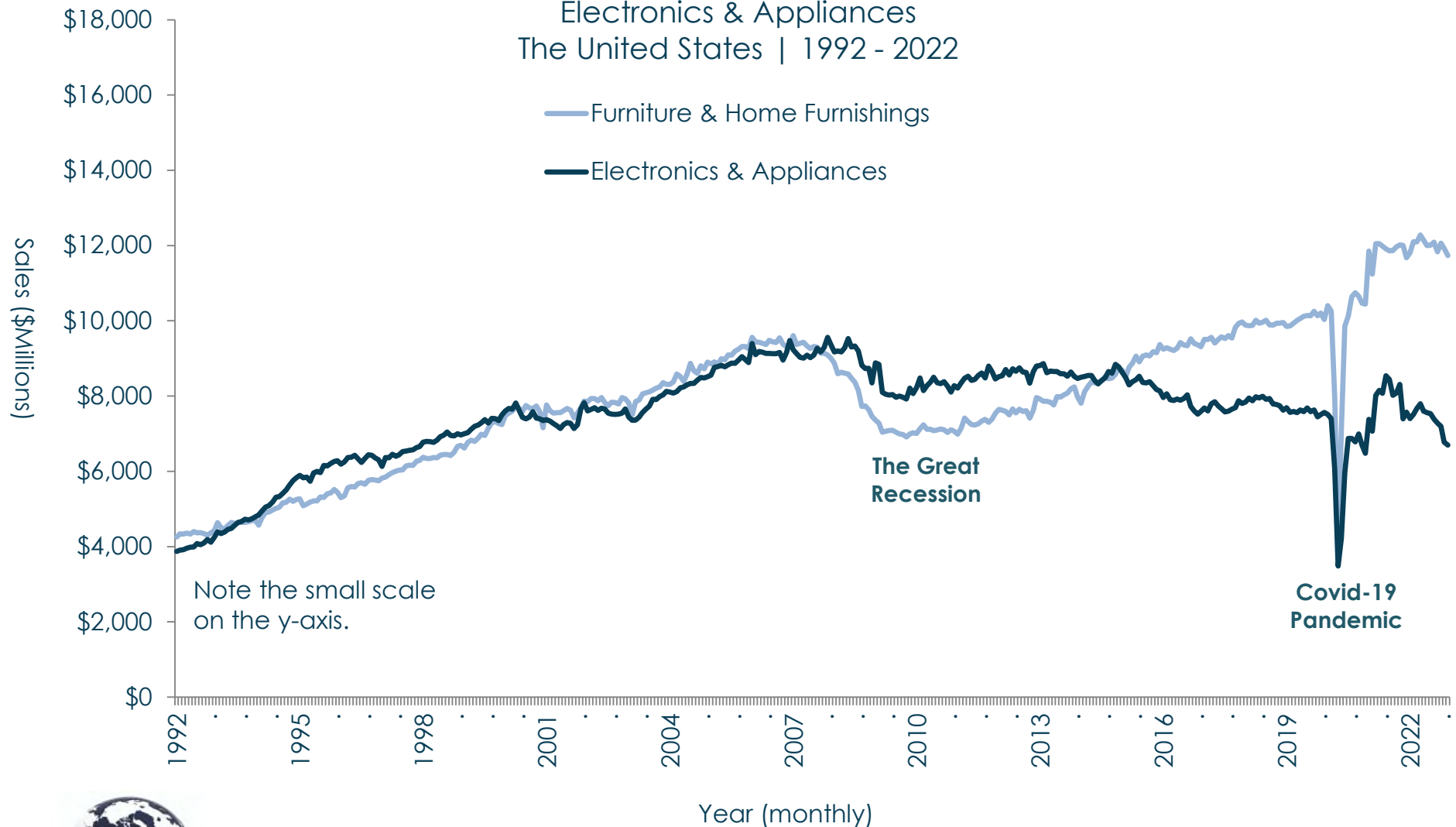
Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022 - 2023. Grocery stores and supermarkets include liquor stores. All figures are seasonally adjusted, but they are not adjusted for inflation.

Brick & Mortar Retail | Monthly Sales
General Merchandise v. Clothing
Building Materials & Garden Supplies
The United States | 1992 - 2022



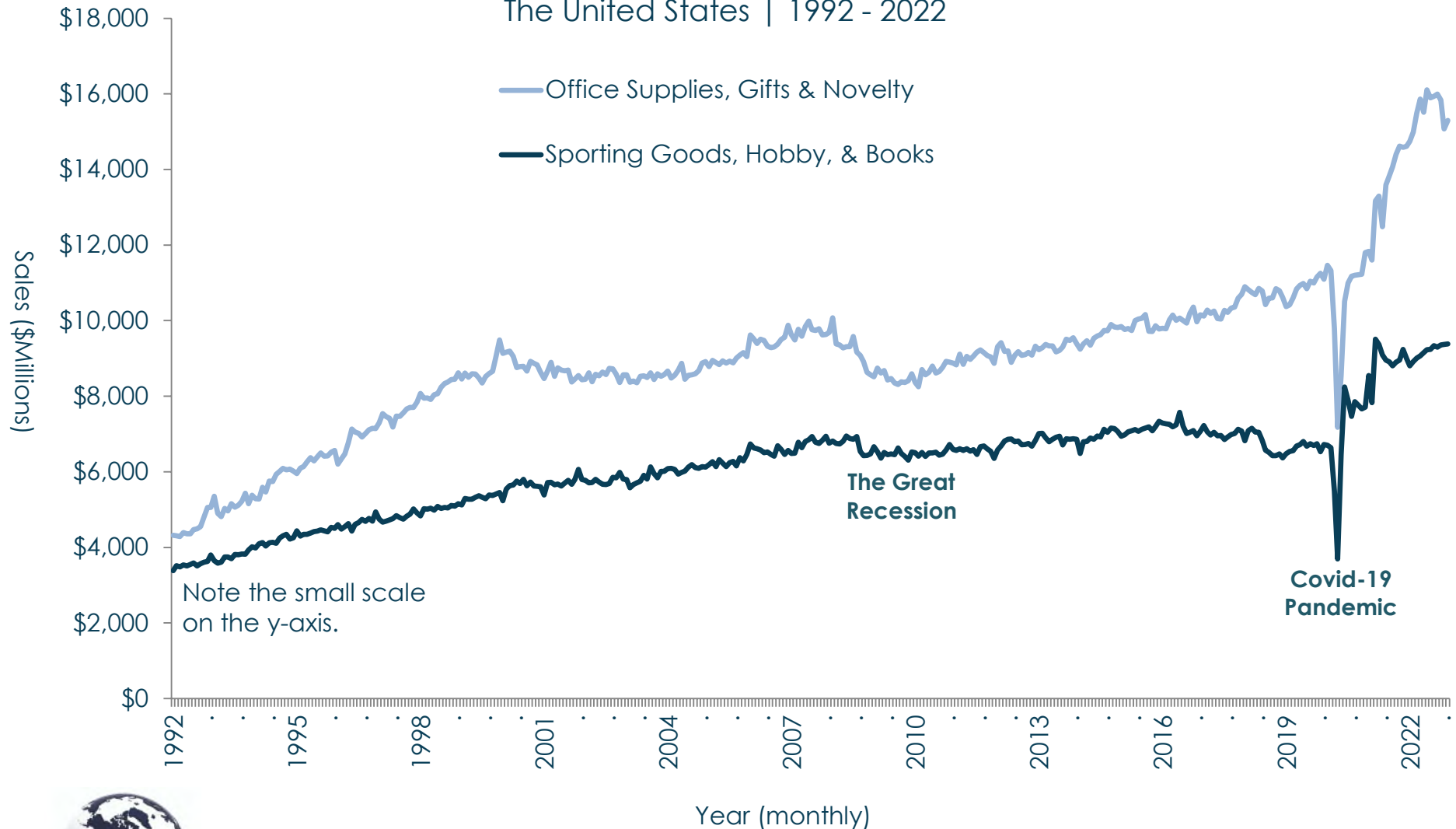
Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022-2023. General Merchandise includes all department, discount, dollar, membership warehouse, and other stores. All figures are seasonally adjusted, but they are not adjusted for inflation.

Brick & Mortar Retail | Monthly Sales
Furniture & Home Furnishings
Electronics & Appliances
The United States | 1992 - 2022



Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022 - 2023. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted, but they are not adjusted for inflation.

Brick & Mortar Retail | Monthly Sales
Small Retail Categories
The United States | 1992 - 2022



Source: United States Census of Monthly Retail Sales through December 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022 - 2023. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted, but they are not adjusted for inflation.

Average Retail Sales Productivity | Sales per Square Foot
 By Shopping Center Format, including Neighborhood Centers
 The Great Lakes Region | Year-End 2021 Estimates

		Lower to Upper Range		
	Weighted Average	Lower Decile	Median of Range	Upper Decile
Neighborhood Centers				
Anchors (excl. Dept. Stores)	\$355	\$135	\$360	\$625
Total Anchors & Tenants	\$305	\$110	\$320	\$535
Super Regional Destination Malls				
Traditional Department Stores	\$175	\$115	\$160	\$260
Discount Department Stores	\$145	\$120	\$160	\$260
Anchors (excl. Dept. Stores)	\$335	\$210	\$325	\$530
Total Anchors & Tenants	\$285	\$165	\$265	\$440
Open Air Town Centers				
Total Anchors & Tenants	\$280	\$130	\$270	\$485
Enclosed Shopping Centers				
Traditional Department Stores	\$165	\$105	\$155	\$245
Discount Department Stores	\$175	\$125	\$185	\$290
Anchors (excl. Dept. Stores)	\$330	\$195	\$315	\$510
Total Anchors & Tenants	\$275	\$160	\$260	\$440
Community Shopping Centers				
Anchors (excl. Dept. Stores)	\$315	\$150	\$300	\$520
Total Anchors & Tenants	\$270	\$125	\$265	\$445
Mainstream Regional Malls				
Traditional Department Stores	\$150	\$90	\$150	\$225
Discount Department Stores	\$125	\$90	\$155	\$230
Anchors (excl. Dept. Stores)	\$300	\$160	\$285	\$450
Total Anchors & Tenants	\$260	\$135	\$250	\$385
Convenience Centers				
Anchors (excl. Dept. Stores)	\$300	\$120	\$200	\$655
Total Anchors & Tenants	\$255	\$105	\$180	\$560

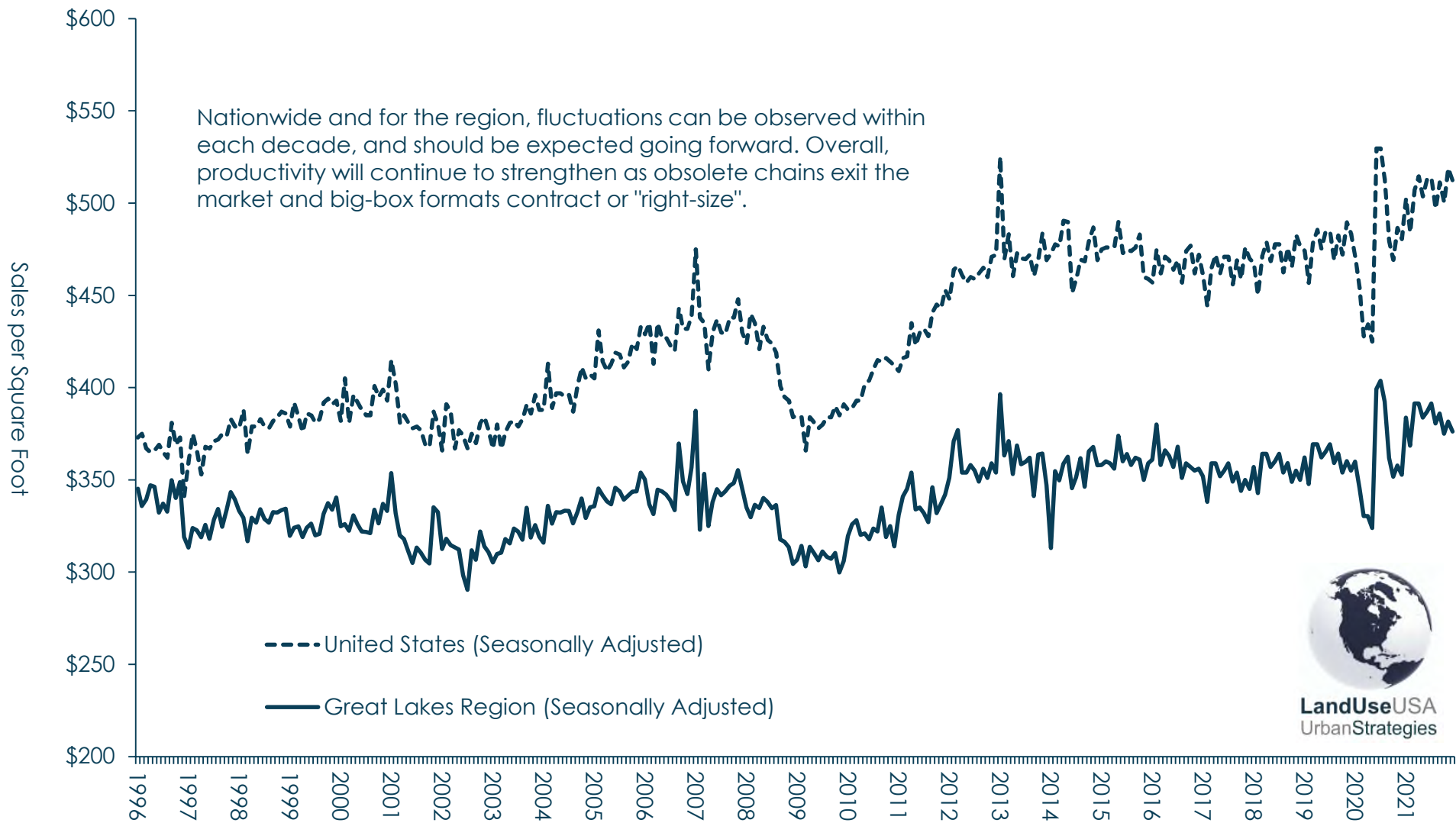
Underlying data based on market trend reports provided by CoStar (2021), the International Council of Shopping Centers (data discontinued in 2017), and the Score - Dollars and Cents of Shopping Centers (discontinued in 2008). The Great Lakes Division includes Michigan, Wisconsin, Illinois, Indiana, and Ohio. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2022 - 2023.

Sales Productivity or Sales per Square Foot
By Retail Subcategory or Store Type
USA and Great Lakes Region | Year 2021

	USA Average 2021	Great Lakes Region 2021
Apparel and Shoes	\$397	\$318
Women's Apparel	\$268	\$223
Accessories, Specialty	\$687	\$566
Men's Apparel	\$321	\$220
Children's Apparel	\$326	\$274
Family Apparel	\$369	\$284
Women's Shoes	\$854	\$230
Men's Shoes	\$671	\$879
Family Shoes	\$367	\$263
Athletic Shoes	\$536	\$476
Children's Shoes	\$614	\$471
Furnishings	\$1,603	\$874
Home Furniture, Furnishings	\$480	\$330
Home Entertainment, Electronics	\$3,024	\$1,802
Other GAFO Types	\$650	\$459
Stationary, Gifts, Cards, Novelty	\$315	\$279
Books	\$178	\$175
Sporting Goods, Bicycles	\$332	\$244
Toys, Educational, Hobby	\$446	\$436
Personal Care	\$1,008	\$819
Jewelry	\$1,280	\$980
Other GAFO Types - Misc.	\$460	\$249
Total GAFO Types	\$541	\$392
Food Services	\$701	\$586
Fast Food	\$680	\$559
Food Courts	\$1,133	\$894
Restaurants	\$622	\$549
Other Non-GAFO Categories	\$350	\$263
Specialty Foods	\$672	\$573
Drug, HBA, Pharmacies	\$506	\$396
Personal Services	\$397	\$343
Theaters	\$108	\$85
Mall Entertainment	\$197	\$152
Other Non-GAFO Types - Misc.	\$318	\$230
Total Non-GAFO Types	\$495	\$397
GAFO Types + Food Service	\$564	\$414
Grand Total	\$529	\$393

Underlying data based on market trend reports provided by CoStar (2021), the International Council of Shopping Centers (data discontinued in 2017), and the Score - Dollars and Cents of Shopping Centers (discontinued in 2008). The Great Lakes Division includes Michigan, Wisconsin, Illinois, Indiana, and Ohio. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2022 - 2023.

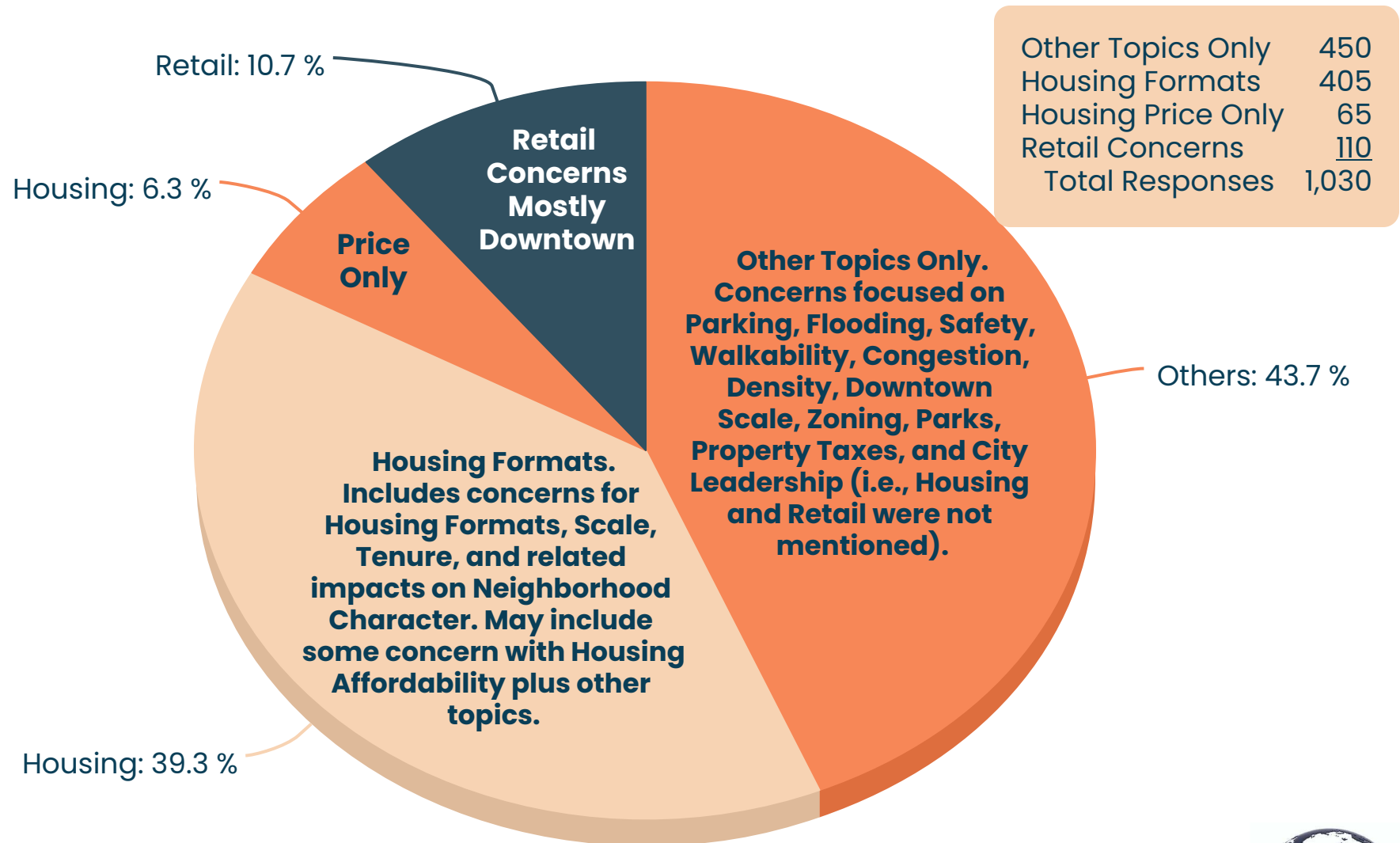
Month-to-Month Sales per Square Foot
Non-Anchor Retail Tenants | Through the Year 2021
The Great Lakes Region including Michigan



The USA and Michigan data are seasonally adjusted. Underlying data provided by the International Council of Shopping Centers and CoStar through 2021. The Great Lakes States include Michigan, Illinois, Indiana, Ohio, and Wisconsin. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2022-2023 with all rights reserved.

Section 2-1

Summary of Charrette and Survey Input | Royal Oak

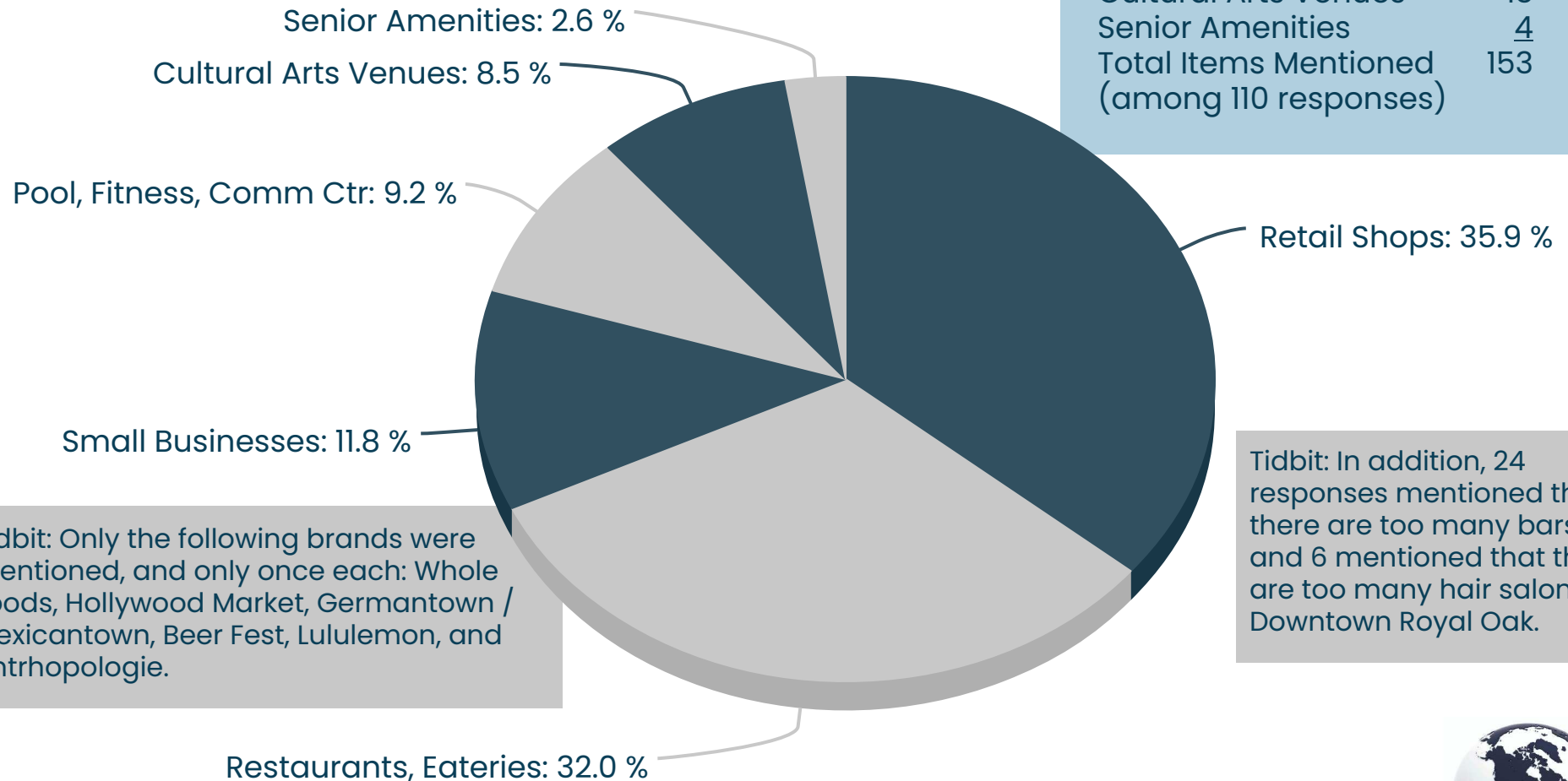


Source: Charrette and survey input gathered by DPZ CoDesign. Summary and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; 2023.

Summary of Charrette and Survey Input | Royal Oak

Note: Several nearly identical responses may have been provided by the same person or "respondent".

Retail Shops	55
Restaurants, Eateries	49
Small Businesses	18
Pool, Fitness, Comm Ctr	14
Cultural Arts Venues	13
Senior Amenities	4
Total Items Mentioned (among 110 responses)	153



Tidbit: Only the following brands were mentioned, and only once each: Whole Foods, Hollywood Market, Germantown / Mexicantown, Beer Fest, Lululemon, and Anthropologie.

Tidbit: In addition, 24 responses mentioned that there are too many bars; and 6 mentioned that there are too many hair salons in Downtown Royal Oak.

Source: Charrette and survey input gathered by DPZ CoDesign. Summary and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with DPZ CoDesign; 2023.



LandUseUSA
UrbanStrategies

Stakeholder Charrette and Survey Input The City of Royal Oak, Michigan | Summer 2023

Page 1

		55	49	18	14	13	4
		Retail Shops	Restaurants Eateries	Small Business	Pool, Fitness Community Ctr	Cultural Arts Venues	Senior Amenities
Count	Total Responses focused on Retail and Complementary Topics						
1	franchises (on Woodward)	1	1	1	.	.	.
2	independent shops and restaurants, incubator, anchor businesses	1	1	1	.	.	.
3	small businesses, unique places to shop and eat	1	1	1	.	.	.
4	variety of retail and restaurants, lunch options, variety of food and cultural cuisine	1	1	.	.	1	.
5	fun retail, multicultural, retail and dining options, local independent restaurants	1	1	.	.	1	.
6	shops and restaurants	1	1
7	diversity of food and shopping	1	1
8	stores and restaurants	1	1
9	destination restaurants and shops	1	1
10	little shops, book stores, bakeries, family friendly eateries	1	1
11	strips of shops, village of shops, German Town or Mexican Town	1	1
12	unique shops, privately owned restaurants	1	1
13	good restaurants, everyday needs types of shops	1	1
14	shops and restaurants	1	1
15	downtown restaurants and shops	1	1
16	unique original restaurants and shops	1	1
17	inexpensive food and shops	1	1
18	more restaurants and shops	1	1
19	more stores and night life	1	1
20	more shopping, stores, restaurants	1	1
21	better retail and restaurants	1	1
22	more restaurants and shops	1	1
23	more diverse shopping, restaurants, boutiques	1	1
24	non-chain restaurants, shops with a niche vibe	1	1
25	more restaurants and shops	1	1
26	more restaurants and shops	1	1
27	recreational and entertainment venues, hobby stores, arcades, sports clubs	1	.	.	1	.	.
28	record shop, galleries, second-hand furniture, live music, sports stadium	1	.	.	1	.	.

Stakeholder Charrette and Survey Input The City of Royal Oak, Michigan | Summer 2023

		55	49	18	14	13	4
		Retail Shops	Restaurants Eateries	Small Business	Pool, Fitness Community Ctr	Cultural Arts Venues	Senior Amenities
Count	Total Responses focused on Retail and Complementary Topics						
29	fun, diverse, feel good stores, and art fairs	1	.	.	.	1	.
30	variety of stores	1
31	Whole Foods	1
32	shops	1
33	shops	1
34	downtown services and shopping	1
35	an anchor store or two	1
36	more retail shopping	1
37	Mom and Pop types of stores	1
38	clothing, home goods	1
39	more retail selection	1
40	more retail shopping	1
41	more shopping	1
42	more shopping like Lululemon and Anthropologie	1
43	more shopping	1
44	more retail	1
45	more retail	1
46	more activewear, sporting goods, children's clothing shops	1
47	more diverse and varied retail	1
48	more shops	1
49	more shopping	1
50	more fun funky places	1
51	more unique retail, more retail in general	1
52	more variety in retail	1
53	more specialty retail	1
54	more niche shops	1
55	more places to shop	1

Stakeholder Charrette and Survey Input
The City of Royal Oak, Michigan | Summer 2023

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Count	Total Responses focused on Retail and Complementary Topics	55 Retail Shops	49 Restaurants Eateries	18 Small Business	14 Pool, Fitness Community Ctr	13 Cultural Arts Venues	4 Senior Amenities
56	balance in entertainment, restaurants, businesses	.	1	1	.	1	.
57	restaurants and small businesses	.	1	1	.	.	.
58	small businesses, boutiques, and restaurants	.	1	1	.	.	.
59	cultural and dining options	.	1	.	.	1	.
60	cafes, bakeries, restaurants	.	1
61	quality restaurants and stores	.	1
62	nicer restaurants	.	1
63	smaller restaurants and bars	.	1
64	cool restaurants	.	1
65	family and higher end restaurants	.	1
66	higher quality restaurants	.	1
67	Beer Fest - return to the Farmers' Market	.	1
68	higher quality restaurants and dining	.	1
69	higher quality dining, fresh ingredients with experimentation, unique independent shops	.	1
70	better restaurants	.	1
71	interesting restaurants	.	1
72	higher quality restaurants	.	1
73	better restaurants, cultural arts venues	.	1
74	more nicer and intimate restaurants	.	1
75	more tenants in the Farmers' Market	.	1
76	nicer restaurants	.	1
77	more dining choices	.	1
78	affordable bars	.	1
79	Arts and quality new businesses	.	.	1	.	1	.
80	arts, culture, and local businesses	.	.	1	.	1	.
81	businesses	.	.	1	.	.	.
82	small businesses	.	.	1	.	.	.
83	new businesses	.	.	1	.	.	.
84	businesses	.	.	1	.	.	.
85	more businesses	.	.	1	.	.	.

Stakeholder Charrette and Survey Input
The City of Royal Oak, Michigan | Summer 2023

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		55	49	18	14	13	4
		Retail Shops	Restaurants Eateries	Small Business	Pool, Fitness Community Ctr	Cultural Arts Venues	Senior Amenities
Count	Total Responses focused on Retail and Complementary Topics						
86	family or independently owned businesses	.	.	1	.	.	.
87	small businesses	.	.	1	.	.	.
88	new businesses	.	.	1	.	.	.
89	better quality of businesses (Woodward)	.	.	1	.	.	.
90	neighborhood services	.	.	1	.	.	.
91	events for active seniors and multigenerational activities and events	.	.	.	1	.	1
92	recreational center for kids and adults, place to workout, exercis, track or pool	.	.	.	1	.	.
93	community pools	.	.	.	1	.	.
94	community pools	.	.	.	1	.	.
95	community gym / facilities, dance, fitness center	.	.	.	1	.	.
96	community center with swimming	.	.	.	1	.	.
97	outdoor pool	.	.	.	1	.	.
98	community pool	.	.	.	1	.	.
99	pools	.	.	.	1	.	.
100	community space	.	.	.	1	.	.
101	more family entertainment options	.	.	.	1	.	.
102	normal things to do	.	.	.	1	.	.
103	concerts, movies	1	.
104	family friendly, free things to do	1	.
105	art, museum, Hollywood Market grocery	1	.
106	arts and a variety of entertainment venues	1	.
107	cultural arts venues like theater	1	.
108	cultural venues, more music, films, museum, art	1	.
109	senior amenities	1
110	better services for seniors	1
111	adult day care options	1

Public Engagement Overview

Access to Services

Favorite Retailers

The following word clouds represent open-ended respondent input. The data has not been modified and as a result contains some redundancy and occasional common words and out of place responses.

What are your favorite shops and restaurants in Royal Oak?



What are your favorite shops and restaurants outside of Royal Oak?

