

Development Opportunity NEC Pontiac Trail & Green Lake Rd West Bloomfield, Michigan

For Sale or Ground Lease

Lot Size:

.61 Acres (approximate)

Lot Dimensions:

335' x 115' (irregular)

Info:

Vacant Land

Available:

Immediately

Zoning:

B-1 (Local Business District)

Traffic Counts:

Green Lake 2-Way Pontiac Trail to
Richardson: 12,724 ADT

Pontiac 2-Way Green Lake to
Halsted: 18,391

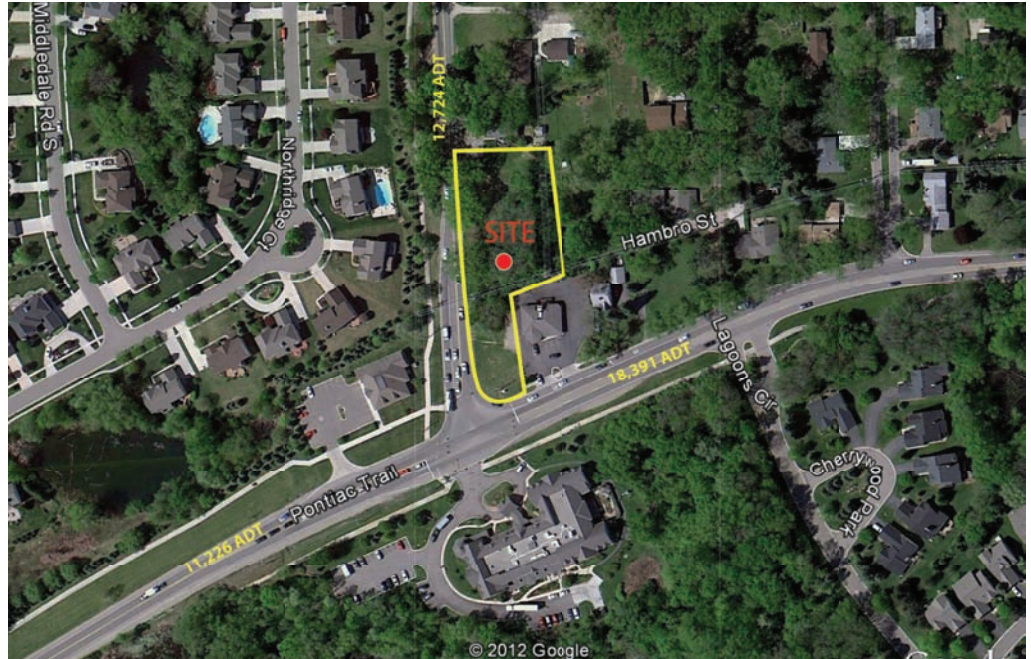
Pontiac West of Green Lake:
11,226 ADT



Contact:

Bryan Weiss

bweiss@ludwigseeley.com



**Great Opportunity for Retail, Office or Medical
Proposed Building/Site Plans Ready for Developer
High Income & Densely Populated**

Demographics	Category	1 Mile:	3 Mile:	5 Mile:
	Population	3,669	53,723	149,161
	Average Income	\$187,799	\$151,949	\$127,645
	Households	1,246	19,316	57,480

Ludwig & Seeley
REAL ESTATE

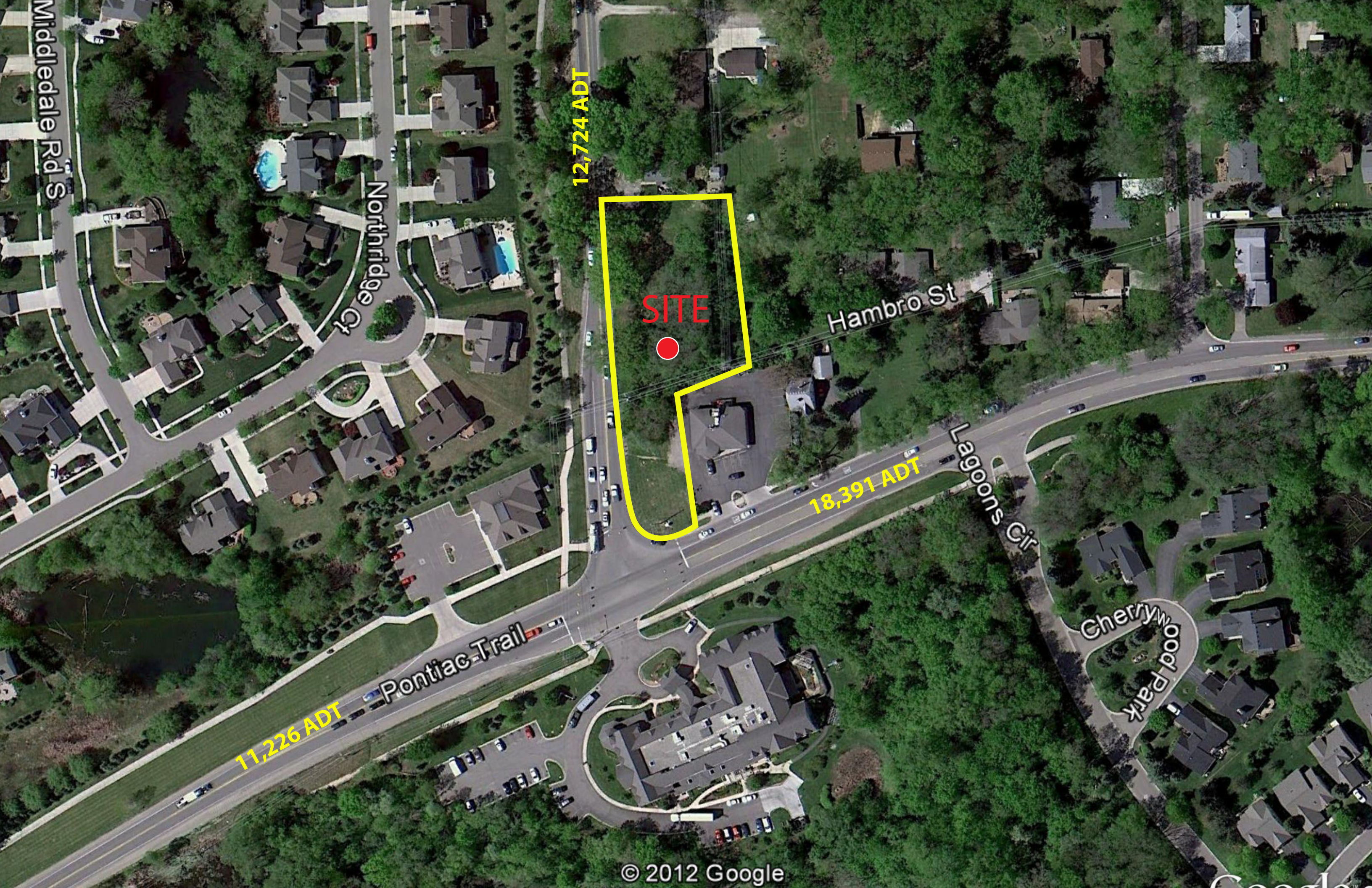
29580 Northwestern Hwy. Suite 110 Southfield MI 48034

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www.ludwigseeley.com



Proposed Site Plan NEC Pontiac Trail & Green Lake West Bloomfield, MI



Middledale Rd S

Northridge Ct

12,724 ADT

SITE

Hambro St

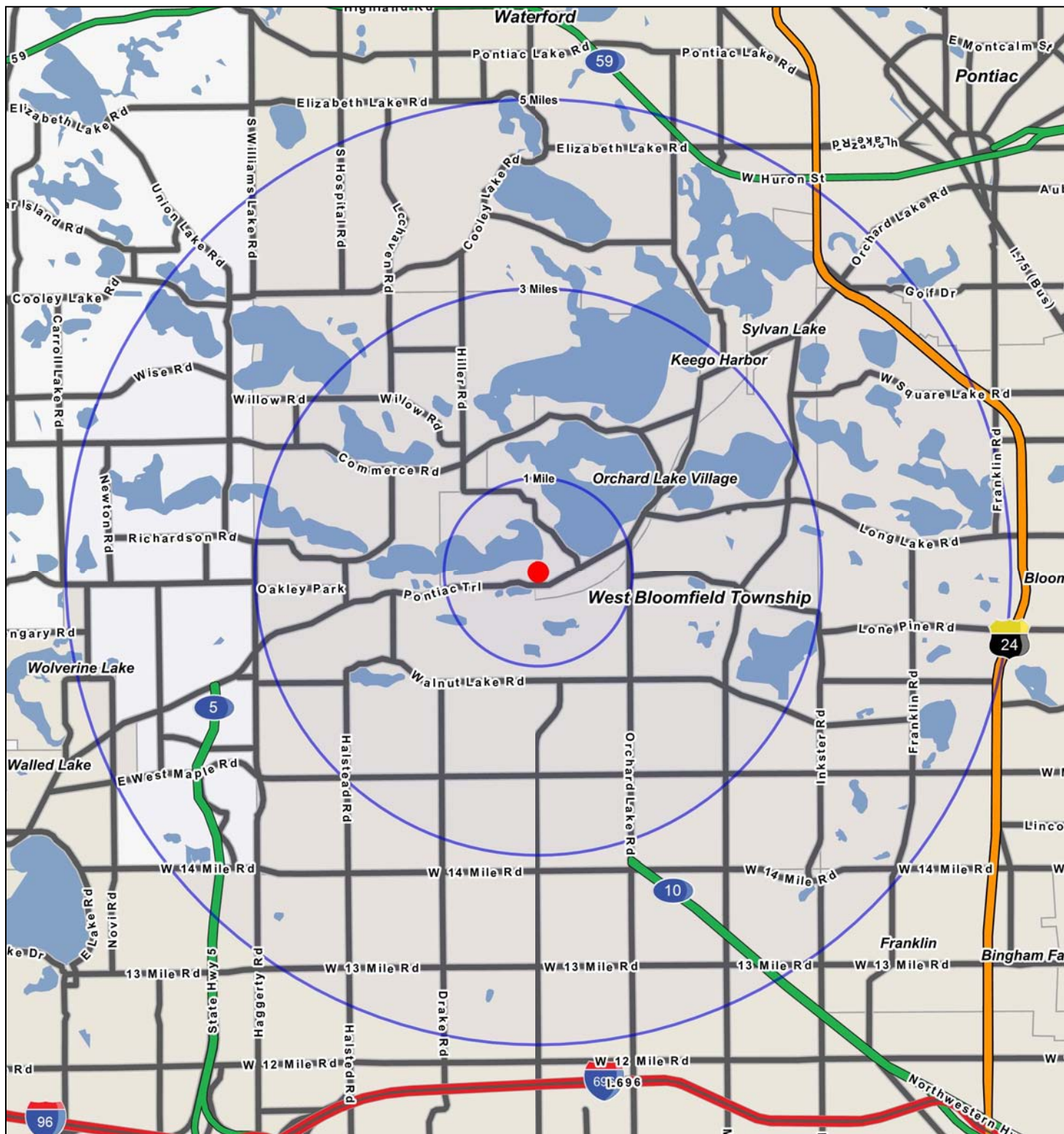
18,391 ADT

Lagoons Cir

11,226 ADT

Pontiac Trail

Cherrywood Park



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West Bloomfield, MI

April 2012

Ludwig & Seeley
REAL ESTATE



EXPANDED PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
Calculated using Proportional Block Groups



Ludwig & Seeley
Lat/Lon: 42.57362/-83.38113

Pontiac Trail and Green Lake Rd							
West Bloomfield, MI							
Population (2010)							
Estimated Population	3,669		53,723		149,161		
Census Population (1990)	3,283		45,487		132,711		
Census Population (2000)	3,792		53,609		149,225		
Projected Population (2015)	3,659		54,130		149,429		
Forecasted Population (2020)	3,584		54,409		149,502		
Historical Annual Growth (1990 to 2000)	509	1.55%	8,121	1.79%	16,514	1.24%	
Historical Annual Growth (2000 to 2010)	-123	-0.32%	115	0.02%	-63	-	
Projected Annual Growth (2010 to 2015)	-11	-0.06%	407	0.15%	268	0.04%	
Estimated Population Density	1,169 <i>psm</i>		1,901 <i>psm</i>		1,900 <i>psm</i>		
Trade Area Size	3.14 <i>sq mil</i>		28.26 <i>sq mil</i>		78.49 <i>sq mil</i>		
Households (2010)							
Estimated Households	1,246		19,316		57,480		
Census Households (1990)	1,060		15,825		48,607		
Census Households (2000)	1,275		19,090		56,987		
Projected Households (2015)	1,236		19,376		57,290		
Forecasted Households (2020)	1,214		19,522		57,414		
Households with Children	464	37.24%	7,028	36.38%	18,946	32.96%	
Average Household Size	2.92		2.75		2.57		
Average Household Income (2010)							
Est. Average Household Income	\$187,799		\$151,949		\$127,645		
Proj. Average Household Income (2015)	\$195,309		\$158,672		\$133,494		
Average Family Income	\$204,883		\$171,767		\$149,729		
Median Household Income (2010)							
Est. Median Household Income	\$132,362		\$113,956		\$96,856		
Proj. Median Household Income (2015)	\$137,610		\$119,303		\$101,060		
Median Family Income	\$144,880		\$130,229		\$116,019		
Per Capita Income (2010)							
Est. Per Capita Income	\$64,927		\$55,487		\$49,740		
Proj. Per Capita Income (2015)	\$67,197		\$57,679		\$51,754		
Per Capita Income Est. 5 year change	\$2,271	3.50%	\$2,192	3.95%	\$2,015	4.05%	
Other Income (2010)							
Est. Median Disposable Income	\$101,812		\$88,089		\$76,050		
Proj. Median Disposable Income (2015)	\$106,270		\$92,133		\$79,127		
Disposable Income Est. 5 year change	\$4,458	4.38%	\$4,045	4.59%	\$3,077	4.05%	
Est. Average Household Net Worth	\$567,902		\$491,214		\$410,735		
Daytime Demos (2010)							
Total Number of Businesses	106		1,917		6,758		
Total Number of Employees	826		16,046		60,187		
Company Headqtrs: Businesses	-	-	-	-	5	0.08%	
Company Headqtrs: Employees	-	-	-	-	125	0.21%	
Unemployment Rate	7.55%		7.00%		8.06%		
Employee Population per Business	7.8 to 1		8.4 to 1		8.9 to 1		
Residential Population per Business	34.8 to 1		28.0 to 1		22.1 to 1		

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EXPANDED PROFILE

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Ludwig & Seeley
Lat/Lon: 42.57362/-83.38113

Pontiac Trail and Green Lake Rd			1 Mile		3 Miles		5 Miles	
West Bloomfield, MI								
Race & Ethnicity (2010)								
White	2,938	80.07%	42,552	79.21%	121,974	81.77%		
Black or African American	340	9.26%	4,534	8.44%	11,771	7.89%		
American Indian & Alaska Native	4	0.12%	113	0.21%	338	0.23%		
Asian	277	7.56%	4,858	9.04%	10,615	7.12%		
Hawaiian & Pacific Islander	2	0.04%	13	0.02%	35	0.02%		
Other Race	13	0.35%	267	0.50%	1,010	0.68%		
Two or More Races	95	2.60%	1,385	2.58%	3,418	2.29%		
Not Hispanic or Latino Population	3,617	98.57%	52,592	97.89%	145,029	97.23%		
Hispanic or Latino Population	53	1.43%	1,131	2.11%	4,132	2.77%		
Not of Hispanic Origin Population (1990)	3,244	98.81%	44,925	98.76%	130,822	98.58%		
Hispanic Origin Population (1990)	39	1.19%	562	1.24%	1,888	1.42%		
Not Hispanic or Latino Population (2000)	3,753	98.98%	52,809	98.51%	146,305	98.04%		
Hispanic or Latino Population (2000)	39	1.02%	800	1.49%	2,920	1.96%		
Not Hispanic or Latino Population (2015)	3,601	98.42%	52,875	97.68%	144,860	96.94%		
Hispanic or Latino Population (2015)	58	1.58%	1,255	2.32%	4,569	3.06%		
Hist. Hispanic Ann Growth (1990 to 2010)	13	1.72%	568	5.05%	2,244	5.94%		
Proj. Hispanic Ann Growth (2015 to 2010)	5	1.98%	125	2.20%	437	2.11%		
Age Distribution (2010)								
0 to 4 yrs	145	3.95%	2,894	5.39%	8,265	5.54%		
5 to 9 yrs	221	6.02%	3,509	6.53%	9,126	6.12%		
10 to 14 yrs	287	7.81%	3,855	7.18%	9,872	6.62%		
15 to 19 yrs	280	7.63%	3,665	6.82%	9,483	6.36%		
20 to 24 yrs	165	4.49%	2,300	4.28%	7,037	4.72%		
25 to 29 yrs	83	2.26%	1,816	3.38%	6,590	4.42%		
30 to 34 yrs	109	2.97%	2,339	4.35%	7,479	5.01%		
35 to 39 yrs	168	4.58%	3,185	5.93%	9,318	6.25%		
40 to 44 yrs	270	7.37%	3,838	7.14%	10,708	7.18%		
45 to 49 yrs	321	8.74%	4,588	8.54%	12,317	8.26%		
50 to 54 yrs	381	10.39%	5,028	9.36%	13,329	8.94%		
55 to 59 yrs	363	9.88%	4,584	8.53%	12,049	8.08%		
60 to 64 yrs	323	8.81%	3,868	7.20%	10,458	7.01%		
65 to 74 yrs	363	9.88%	4,650	8.66%	13,230	8.87%		
75 to 84 yrs	130	3.55%	2,261	4.21%	6,820	4.57%		
85 yrs plus	61	1.66%	1,342	2.50%	3,079	2.06%		
Median Age	45.85 yrs		43.52 yrs		42.55 yrs			
Gender Age Distribution (2010)								
Female Population	1,844	50.26%	27,160	50.55%	75,602	50.68%		
0 to 19 yrs	468	25.40%	6,728	24.77%	17,904	23.68%		
20 to 64 yrs	1,121	60.77%	16,096	59.26%	45,449	60.12%		
65 yrs plus	255	13.83%	4,335	15.96%	12,248	16.20%		
Female Median Age	45 yrs		44 yrs		43 yrs			
Male Population	1,825	49.74%	26,564	49.45%	73,560	49.32%		
0 to 19 yrs	464	25.43%	7,196	27.09%	18,842	25.61%		
20 to 64 yrs	1,062	58.21%	15,450	58.16%	43,837	59.59%		
65 yrs plus	299	16.37%	3,918	14.75%	10,881	14.79%		
Male Median Age	46.91 yrs		43.13 yrs		42.04 yrs			

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EXPANDED PROFILE

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Ludwig & Seeley
Lat/Lon: 42.57362/-83.38113

Pontiac Trail and Green Lake Rd			1 Mile		3 Miles		5 Miles	
West Bloomfield, MI								
Household Income Distribution (2010)								
\$200,000 or More	326	26.13%	3,569	18.48%	7,775	13.53%		
\$150,000 to \$199,999	190	15.23%	2,804	14.51%	6,630	11.53%		
\$100,000 to \$149,999	312	25.07%	4,318	22.35%	11,315	19.68%		
\$75,000 to \$99,999	135	10.86%	2,503	12.96%	7,803	13.57%		
\$50,000 to \$74,999	129	10.38%	2,498	12.93%	8,951	15.57%		
\$35,000 to \$49,999	48	3.85%	1,440	7.46%	5,777	10.05%		
\$25,000 to \$34,999	41	3.32%	789	4.08%	3,399	5.91%		
\$15,000 to \$24,999	21	1.69%	634	3.28%	2,812	4.89%		
\$0 to \$14,999	43	3.46%	761	3.94%	3,018	5.25%		
\$35,000+	1,140	91.53%	17,132	88.69%	48,251	83.94%		
\$75,000+	963	77.30%	13,194	68.31%	33,522	58.32%		
Housing (2010)								
Total Housing Units	1,362		21,192		62,954			
Housing Units, Occupied	1,246	91.44%	19,316	91.15%	57,480	91.30%		
<i>Housing Units, Owner-Occupied</i>	1,200	96.34%	16,640	86.15%	47,889	83.32%		
<i>Housing Units, Renter-Occupied</i>	46	3.66%	2,676	13.85%	9,590	16.68%		
Housing Units, Vacant	117	8.56%	1,876	8.85%	5,474	8.70%		
Median Years in Residence	5 yrs		5 yrs		5 yrs			
Marital Status (2010)								
Never Married	623	20.72%	8,642	19.90%	25,485	20.91%		
Now Married	2,078	69.15%	28,732	66.15%	77,337	63.45%		
Separated	52	1.74%	904	2.08%	2,416	1.98%		
Widowed	117	3.89%	2,359	5.43%	6,870	5.64%		
Divorced	135	4.50%	2,797	6.44%	9,778	8.02%		
Household Type (2010)								
Population Family	3,439	93.72%	48,249	89.81%	129,564	86.86%		
Population Non-Family	202	5.51%	4,812	8.96%	18,432	12.36%		
Population Group Qtrs	28	0.77%	663	1.23%	1,166	0.78%		
Family Households	1,045	83.86%	14,749	76.35%	40,915	71.18%		
<i>Married Couple With Children</i>	407	19.58%	5,835	20.31%	15,097	19.52%		
<i>Average Family Household Size</i>	3.3		3.3		3.2			
Non-Family Households	201	16.14%	4,567	23.65%	16,565	28.82%		
Household Size (2010)								
1 Person Household	177	14.21%	4,067	21.06%	14,504	25.23%		
2 Person Households	438	35.20%	6,253	32.37%	18,931	32.93%		
3 Person Households	209	16.80%	3,118	16.14%	8,874	15.44%		
4 Person Households	247	19.80%	3,483	18.03%	9,355	16.28%		
5 Person Households	112	8.95%	1,593	8.25%	4,014	6.98%		
6+ Person Households	63	5.04%	800	4.14%	1,801	3.13%		
Household Vehicles (2010)								
Total Vehicles Available	2,895		41,018		115,374			
Household: 0 Vehicles Available	17	1.34%	437	2.26%	1,574	2.74%		
Household: 1 Vehicles Available	170	13.68%	4,432	22.94%	15,872	27.61%		
Household: 2+ Vehicles Available	1,059	84.98%	14,447	74.80%	40,033	69.65%		
Average Vehicles Per Household	2.3		2.1		2.0			

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EXPANDED PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
Calculated using Proportional Block Groups



Ludwig & Seeley
Lat/Lon: 42.57362/-83.38113

Pontiac Trail and Green Lake Rd						
			1 Mile		3 Miles	
					5 Miles	
West Bloomfield, MI						
Labor Force (2010)						
Est. Labor: Population Age 16+	2,953		42,672		119,946	
Est. Civilian Employed	1,719	58.21%	25,103	58.83%	70,606	58.86%
Est. Civilian Unemployed	223	7.55%	2,989	7.00%	9,663	8.06%
Est. in Armed Forces	1	0.05%	12	0.03%	46	0.04%
Est. not in Labor Force	1,010	34.19%	14,568	34.14%	39,631	33.04%
Occupation (2000)						
Occupation: Population Age 16+	1,865		26,357		75,594	
Mgmt, Business, & Financial Operations	443	23.76%	6,149	23.33%	15,969	21.12%
Professional and Related	639	34.26%	8,798	33.38%	23,203	30.69%
Service	159	8.54%	2,095	7.95%	6,617	8.75%
Sales and Office	483	25.89%	7,177	27.23%	20,810	27.53%
Farming, Fishing, and Forestry	-	-	2	0.01%	25	0.03%
Construct, Extraction, & Maintenance	73	3.91%	979	3.72%	3,930	5.20%
Production, Transp. & Material Moving	68	3.64%	1,156	4.38%	5,041	6.67%
<i>Percent White Collar Workers</i>	83.91%		83.94%		79.35%	
<i>Percent Blue Collar Workers</i>	16.09%		16.06%		20.65%	
Consumer Expenditure (2010)						
Total Household Expenditure	\$138 M		\$1.84 B		\$4.82 B	
<i>Total Non-Retail Expenditures</i>	\$80.1 M	58.11%	\$1.07 B	58.04%	\$2.79 B	57.93%
<i>Total Retail Expenditures</i>	\$57.7 M	41.89%	\$774 M	41.96%	\$2.03 B	42.07%
Apparel	\$6.74 M	4.89%	\$89.8 M	4.87%	\$233 M	4.85%
Contributions	\$6.83 M	4.96%	\$87.5 M	4.75%	\$219 M	4.54%
Education	\$4.32 M	3.14%	\$55.6 M	3.01%	\$139 M	2.88%
Entertainment	\$7.91 M	5.74%	\$105 M	5.72%	\$274 M	5.69%
Food And Beverages	\$19.5 M	14.18%	\$265 M	14.36%	\$700 M	14.54%
Furnishings And Equipment	\$6.53 M	4.74%	\$86.6 M	4.70%	\$224 M	4.64%
Gifts	\$4.47 M	3.25%	\$57.9 M	3.14%	\$147 M	3.05%
Health Care	\$7.34 M	5.33%	\$101 M	5.45%	\$270 M	5.60%
Household Operations	\$5.90 M	4.28%	\$76.8 M	4.17%	\$195 M	4.04%
Miscellaneous Expenses	\$2.10 M	1.53%	\$28.6 M	1.55%	\$76.1 M	1.58%
Personal Care	\$1.94 M	1.41%	\$26.1 M	1.42%	\$68.5 M	1.42%
Personal Insurance	\$1.74 M	1.26%	\$22.5 M	1.22%	\$56.8 M	1.18%
Reading	\$454 K	0.33%	\$6.08 M	0.33%	\$15.9 M	0.33%
Shelter	\$27.3 M	19.85%	\$364 M	19.74%	\$946 M	19.64%
Tobacco	\$625 K	0.45%	\$8.96 M	0.49%	\$25.0 M	0.52%
Transportation	\$25.7 M	18.65%	\$348 M	18.90%	\$922 M	19.14%
Utilities	\$8.30 M	6.03%	\$114 M	6.19%	\$306 M	6.35%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	2,572		37,500		105,378	
Elementary (0 to 8)	63	2.44%	720	1.92%	1,754	1.66%
Some High School (9 to 11)	70	2.70%	1,118	2.98%	3,902	3.70%
High School Graduate (12)	334	13.00%	5,149	13.73%	17,992	17.07%
Some College (13 to 16)	400	15.57%	6,284	16.76%	19,289	18.30%
Associate Degree Only	133	5.16%	2,087	5.57%	6,551	6.22%
Bachelor Degree Only	712	27.70%	10,867	28.98%	28,781	27.31%
Graduate Degree	860	33.43%	11,274	30.06%	27,108	25.72%

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Pontiac Trail and Green Lake Rd						
			1 Mile		3 Miles	
			5 Miles			
West Bloomfield, MI						
Units In Structure (2000)						
1 Detached Unit	1,191	89.80%	15,312	76.86%	44,126	74.33%
1 Attached Unit	105	7.95%	2,010	10.09%	5,093	8.58%
2 to 4 Units	16	1.19%	765	3.84%	2,224	3.75%
5 to 9 Units	-	0.02%	903	4.53%	3,341	5.63%
10 to 19 Units	-	-	400	2.01%	2,327	3.92%
20 to 49 Units	9	0.65%	81	0.41%	631	1.06%
50 or more Units	5	0.38%	403	2.02%	1,146	1.93%
Mobile Home or Trailer	-	-	47	0.24%	477	0.80%
Other Structure	-	-	-	-	2	-
Homes Built By Year						
1999 to 2000	45	3.40%	545	2.74%	1,397	2.35%
1995 to 1998	98	7.36%	1,838	9.22%	4,596	7.74%
1990 to 1994	121	9.09%	1,586	7.96%	4,823	8.12%
1980 to 1989	351	26.47%	4,863	24.41%	12,771	21.51%
1970 to 1979	413	31.16%	5,473	27.47%	13,010	21.92%
1960 to 1969	177	13.32%	2,704	13.57%	8,981	15.13%
1950 to 1959	53	3.98%	1,562	7.84%	8,041	13.54%
Built Before 1949	69	5.22%	1,351	6.78%	5,747	9.68%
Home Values (2000)						
\$1,000,000 or More	59	5.04%	451	2.93%	1,068	2.45%
\$500,000 to \$999,999	175	14.94%	1,576	10.24%	3,302	7.56%
\$400,000 to \$499,999	151	12.82%	1,700	11.05%	3,447	7.89%
\$300,000 to \$399,999	237	20.22%	2,608	16.96%	6,388	14.63%
\$200,000 to \$299,999	432	36.77%	5,348	34.77%	13,261	30.36%
\$150,000 to \$199,999	77	6.57%	2,157	14.02%	7,708	17.65%
\$100,000 to \$149,999	31	2.60%	1,151	7.48%	6,101	13.97%
\$70,000 to \$99,999	12	1.04%	288	1.87%	1,858	4.25%
\$50,000 to \$69,999	-	-	39	0.25%	315	0.72%
\$25,000 to \$49,999	-	-	30	0.19%	160	0.37%
\$0 to \$24,999	-	-	34	0.22%	71	0.16%
Owner Occupied Median Home Value	\$358,854		\$292,684		\$262,126	
Renter Occupied Median Rent	\$847		\$1,006		\$855	
Transportation To Work (2000)						
Drive to Work Alone	1,633	87.57%	23,555	89.37%	68,065	90.03%
Drive to Work in Carpool	130	6.99%	1,500	5.69%	4,160	5.50%
Travel to Work - Public Transportation	3	0.14%	36	0.14%	93	0.12%
Drive to Work on Motorcycle	-	-	-	-	11	0.01%
Walk or Bicycle to Work	3	0.18%	151	0.57%	464	0.61%
Other Means	14	0.76%	86	0.33%	193	0.26%
Work at Home	81	4.36%	1,028	3.90%	2,613	3.46%
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	279	15.65%	3,637	14.36%	12,701	17.40%
Travel to Work in 14 to 29 Minutes	620	34.76%	8,945	35.31%	26,051	35.69%
Travel to Work in 30 to 59 Minutes	796	44.62%	11,419	45.08%	30,325	41.55%
Travel to Work in 60 Minutes or More	89	4.97%	1,328	5.24%	3,910	5.36%
Average Travel Time to Work	27.3 mins		27.7 mins		26.8 mins	

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