
Downtown Temperance Economic Development Study



Submitted to: the Bedford Township Economic
Development Corporation

Prepared by: ENP & Associates

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INTRODUCTION

This study begins with a look at how to create a more vibrant mix of businesses in Downtown Temperance. Here we will describe some of the basic characteristics of the Temperance community; examine the results of surveys of both business owners and the public; and suggest a sustainable mix of businesses. These businesses should be the target of future recruitment efforts by the EDC.

CHARACTERISTICS OF THE COMMUNITY

Temperance is a small, unincorporated area within Bedford Township, Monroe County, Michigan. While there are no official boundaries for Temperance, we have defined the Temperance study area as all parcels within a half-mile radius of the Village Center district from the Bedford Township Master Plan. The half-mile radius was selected because it is equal to an approximately 10 minute walking distance.

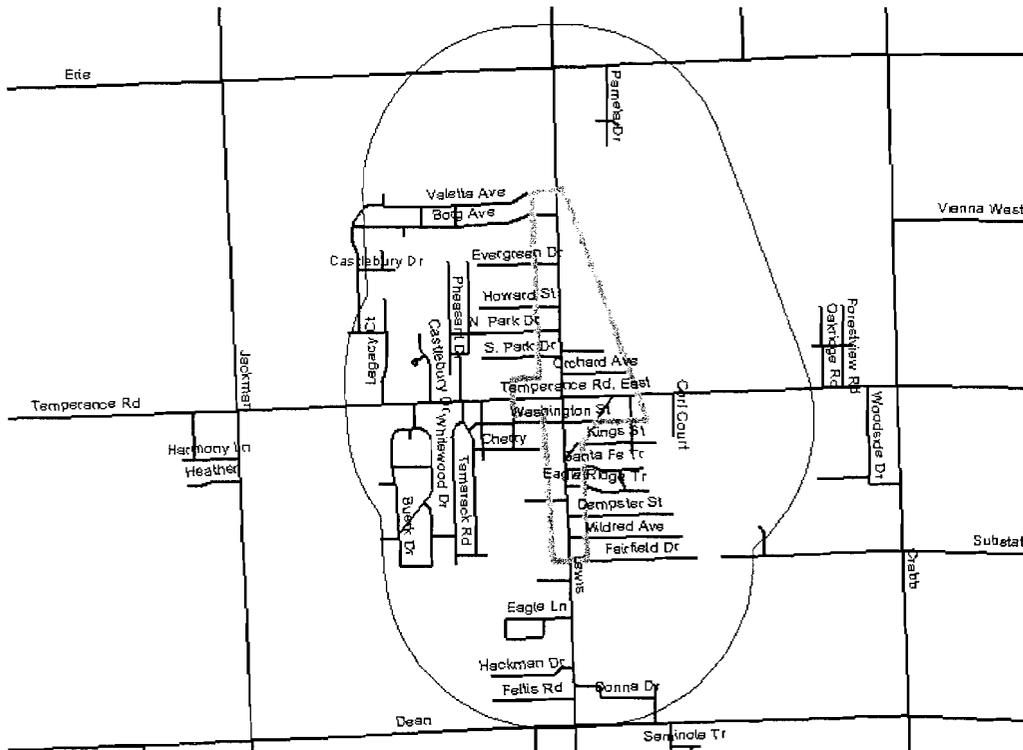


Figure 1: Downtown Temperance Study Area. Purple line represents the Village Center Master Plan District, the orange area a 1/2 mile walking radius.

Temperance was named after the Women's Christian Temperance Union

The Temperance area was first settled in the late 1800's because it was a railroad stop, originally called Bedford Center. A bank was the first business to be located here. The town founders then opened a general store. The founder's wife, Marietta Anstead, was a member of the Women's Christian Temperance Union (WTCU), and named the town "Temperance". Since its founding in the late 1800's, Temperance grew to a community with approximately 20 businesses and has continued to exist with approximately 20 businesses since the 1930s.

The data presented in this section are based upon Census 2000 blocks, block groups and census defined places whose geography approximates the area shown in Figure 1.

Population

Temperance study area population: approximately 4,000

There are approximately 4,000 citizens of the Temperance study area (table 1). The household size is fairly small, which is indicative of the large number of retirees, single people and young couples with no children living at home within the study area. Both poverty and unemployment levels are low. A large majority of homeowners in the study area have lived in their house longer than five years, indicating a level of stability in the Temperance neighborhoods. The median age in the Temperance area is lower than the Monroe County median age of 36 years.

Table 1: Basic population statistics. Source: Census 2000. (a) = census block level, (b) = census defined place, (c) = census block group level

Total Population (a)	Median Age (a)	Number of households (a)	Average household size (a)	Households w/children (a)
3899	27.53	1444	2.06	36.50%

Median household income (dollars) (b)	Percent under poverty level (b)	Median family income in 1999 ©	Per capita income in 1999 ©	Percent Unemployed (b)	Percent in same house since 1995 (b)
\$61,090	3.60%	\$65,169	\$23,733	3.52%	63.3

Housing

While most housing is owner occupied, there are a significant number of renters in the study area (Table 2). The percentage of owner occupied units is higher in Temperance than in all of Monroe County (81%). The median housing value of \$138,300 in Temperance is somewhat higher than the Monroe County median of \$132,000.

Median housing value in Temperance: \$138,300

Table 2: Housing Characteristics. Source: Census 2000.

Housing units	Occupied housing units	Owner occupied housing units	Renter occupied housing units	Percent Owner Occupied	Vacant housing units	Median housing value
1,484	1,444	1,223	221	84.70%	40	\$138,300

The majority of houses in the Temperance Study Area were built in the 1950s, 1960s and 1970s (Table 3). However, there are also a significant number of homes (approximately 18%) that were built in the 1990s. This reflects new neighborhoods recently constructed (and still under construction) in the Temperance area.

Table 3: Age of housing. Source: Census 2000.

Housing units: Built 1999 to March 2000	Housing units: Built 1995 to 1998	Housing units: Built 1990 to 1994	Housing units: Built 1980 to 1989	Housing units: Built 1970 to 1979	Housing units: Built 1960 to 1969	Housing units: Built 1950 to 1959	Housing units: Built 1940 to 1949	Housing units: Built 1939 or earlier
3.99%	2.91%	10.94%	10.48%	13.68%	14.59%	18.35%	10.31%	14.76%

Employment and Commuting

The vast majority of Temperance area residents drive alone to work (Table 4). Travel time to work is slightly less than the Monroe County median (24

Table 4: Employment data and Commuting Patterns. Source: Census 2000.

Number of Workers (a)	Percent of Workers		Percent Unemployed (b)
	Driving Alone to Work (a)	Mean travel time to work (b)	
2155.00	97.77%	22.7	3.52%

Mean travel time to work: 22.7 minutes for Temperance residents

minutes) and less than the state average (24 minutes). Unemployment is slightly less than the state rate of 3.7% but higher than the Monroe County rate of 2.3%.

Existing Land Use

The map on the following page shows existing land uses for parcels along Lewis Road, the main commercial corridor in Downtown Temperance (Fig. 2). While the largest number of parcels contains commercial or office uses, there are still a large number of residential parcels. However, most of the

Approximately 20% of the parcels along Lewis Ave. are vacant or partially vacant

Land Use	Number of Parcels
Commercial	25
Residential	16
Vacant	12

residential parcels are located at the far northern or far southern portions of the business district. It is also

noteworthy that approximately 20% of the parcels along Lewis Ave. are vacant or contain partial vacancies. Thus, there is potential for a significant amount of infill development.



Vacancy and Parcel Use

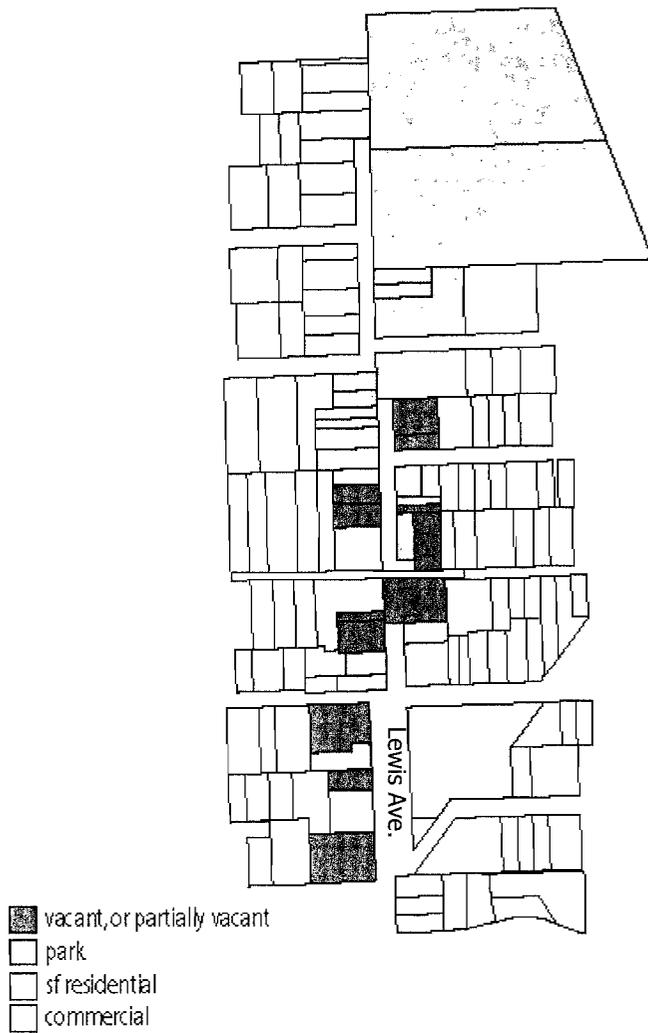
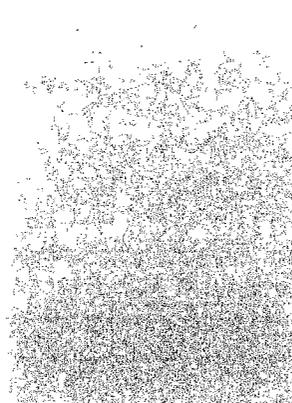


Figure 2: Existing land use for parcels along Lewis Ave. in the Downtown Temperance Business District

INVENTORY OF EXISTING BUSINESSES

Within the Downtown Temperance study area, there are approximately 23 active businesses. Their distribution is as follows:

- Retail: 7
- Services (cleaners, barber shops, etc.): 7



- Restaurants: 2
- Professional/Offices: 7

With Foodtown closing, it is imperative that a new grocery store be located in Temperance

Key businesses to the vitality of downtown Temperance include Foodtown (grocery store), Crary Drug (drug store), and Monroe Bank and Trust. Survey results indicate that these businesses are visited by Temperance residents on a daily or every-other-day basis. Recently Foodtown announced that it was closing the Temperance location. Thus, it is **crucial** that the EDC work to recruit a new grocery store into downtown Temperance.

As mentioned above, many of the existing parcels or buildings in the downtown area are vacant or partially vacant. This is also true of strip commercial centers located south of Downtown Temperance on Lewis Road.

There are several other commercial areas in Bedford Township that serve the needs of Temperance residents (Fig. 3). Village Center districts in the Township Master Plan, which contain commercial uses similar to those found in Downtown Temperance, are located in Samaria (north of Temperance) and Lambertville (west of Temperance). Lambertville contains small eateries, a country store, fast food establishments, and the unique Olde School House Commons shopping center.



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There are two other large commercial areas within the Township that serve Temperance residents: the Sterns/Secor Area and the South Lewis Corridor. Both of these commercial districts contain larger, chain stores and strip commercial centers. The Sterns/Secor Area is home to a large Kroger's store, a large Foodtown, fast food restaurants, gas stations, a Rite Aid, several banks and smaller chain stores located in strip malls.

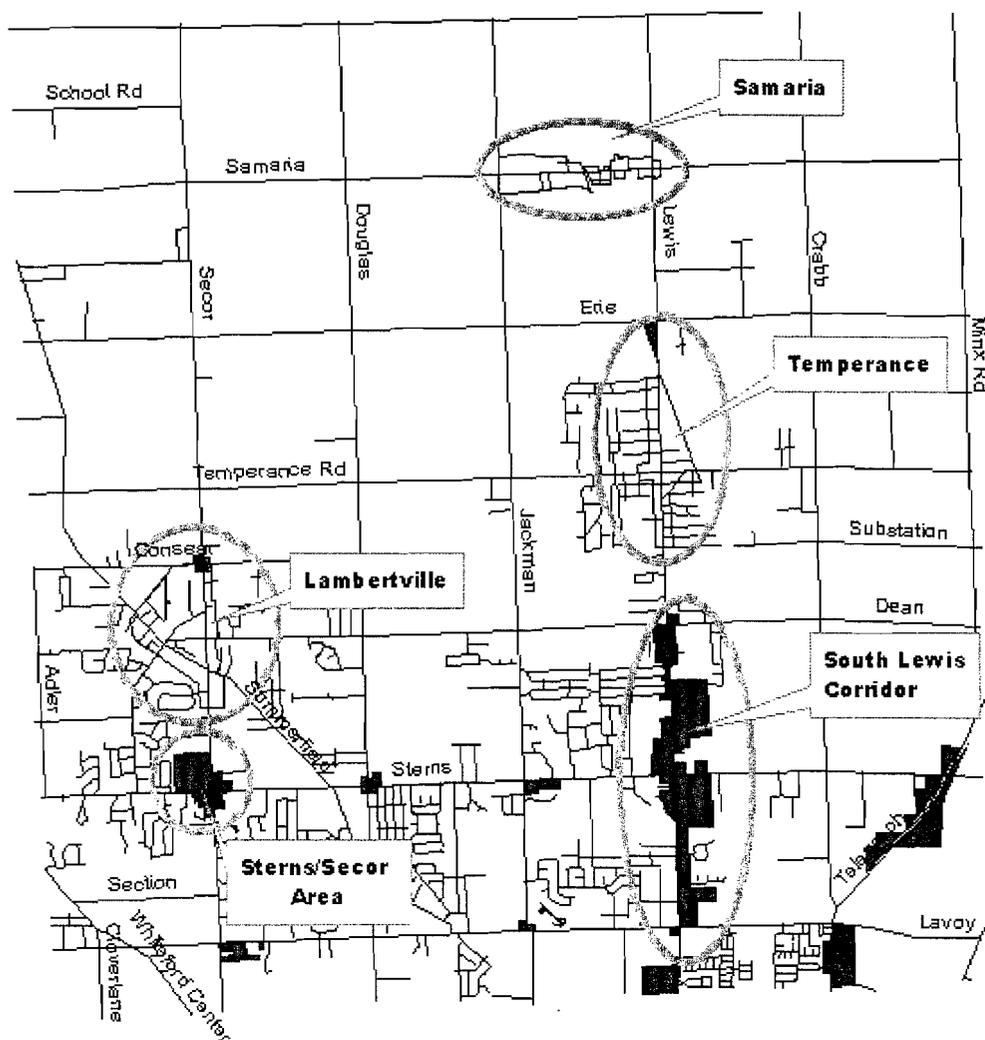
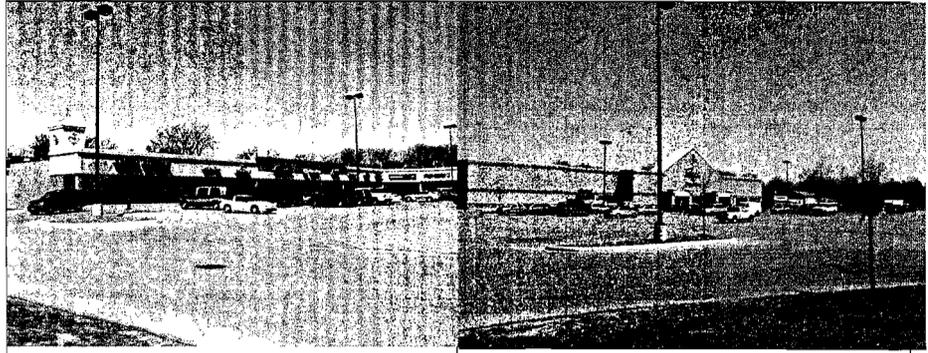


Figure 3: Major Commercial Areas within Bedford Township. Dark red areas are Local Commercial Districts in the Township Master Plan, the light red areas are Village Center Districts





Commercial development at the Sterns/Secor intersection.
 Left: A strip center, 17k8 Right: the large Kroger's store.

On Lewis Avenue south of Downtown Temperance are smaller, stand-alone commercial businesses like banks, video stores, restaurants, and various other retail establishments. Also along Lewis are several plots of land zoned commercial for sale.



Commercial development in the South Lewis Corridor. Left:
 Stand-alone businesses, Right: new strip center under
 construction.

Temperance should offer unique goods and services, not directly compete with other commercial areas.

For the Downtown Temperance Business district to be successful, it must establish itself as a **unique** provider of goods and services. Given the parcel sizes, large retail businesses will not fit in Downtown Temperance and should be left to the existing strip commercial areas in the Township. Large, "big box" retail is also found in Toledo, where many of the Temperance study area residents do their shopping. We believe that people will continue to shop at these big box discount and retail businesses near Toledo. Therefore, Temperance should not try to compete

with these areas, but rather establish a separate identity for itself.

WHAT PEOPLE WANT

Business Survey Results

As one of the first steps in the planning process, the 22 existing downtown business owners were surveyed. These face-to-face interviews provided insight into the current conditions in the downtown, what the major issues are, and what types of businesses would compliment existing businesses.

Downtown Temperance businesses generally fall into two categories: those that have been in existence for 50 years or longer, and those that have only been open for 5 years or less. The average time a business has been located in Downtown Temperance is just over 30 years, as exemplified by Crary Drug (Fig. 4). Most businesses are small, having only between 1 and 5 employees.



Figure 4: Crary Drug, one of the oldest and most successful businesses in Downtown Temperance.

Business owners reported that most of their customers are "regulars" (i.e. people that they know on a first name basis), and the vast majority of customers arrive by car. Many businesses stated that the reason they have been so successful is that they have a reputation for quality service, and have good relationships with their customers.

When asked about what types of businesses they would like to see in the Downtown area, restaurants were the most often mentioned. Specialty retail establishments (such as antiques, books, crafts, etc), coffee shops and other small eateries (such as ice cream shops and bakeries) were also popular alternatives. Figure 5 on the following page shows the complete responses to this question. When asked what

**Business owners:
Temperance needs
more restaurants and
specialty retail**

types of businesses they thought their employees would patronize, again the most popular responses were eating establishments and specialty retail.

Complete results of the business owners' survey can be found in Appendix A of this report.

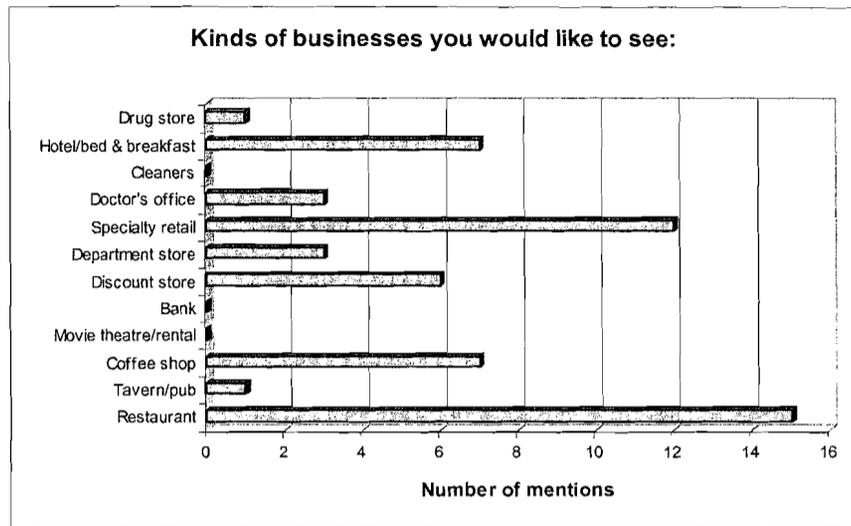


Figure 5: Business owners' responses to survey question on what types of businesses they would like to see in Downtown Temperance.

Citizen Survey Results

All citizens of the study area (totaling approximately 1,100 households) were also surveyed as a part of this process. The purpose of this survey was to gather information on:

- Where residents currently shop, and why
- What types of services people use on a daily and weekly basis
- What they would like Downtown Temperance to provide for them

373 surveys were returned, resulting in a 32% response rate. For a complete report of the citizen survey results, please refer to Appendix B.

Study area residents do most of their shopping in Toledo, or in the larger commercial areas in Bedford Township. Like most people, Temperance residents shop most often on their

way to and from work, and most Temperance residents work in and around Toledo. Thus, it is convenient for them to run their errands between work and home. However, a large number of respondents also indicated that they *do* shop in Downtown Temperance regularly, usually because it is convenient.

Temperance residents *would* shop in the downtown, except they can't find what they need there.

According to their survey responses, citizens of Temperance shop places *other* than downtown Temperance, even though it would be more convenient for them, largely because downtown Temperance does not offer the kinds of products and services that they need. When asked what types of businesses they visit at least twice a week, the overwhelming response was the grocery store (Fig. 6). Therefore, recruiting a new grocery store to replace Foodtown and the keeping the bank (Monroe Bank & Trust) in downtown Temperance are *crucial* to keeping nearby residents visiting the downtown area frequently.

Stores crucial to the vitality of Downtown Temperance: bank and grocery store

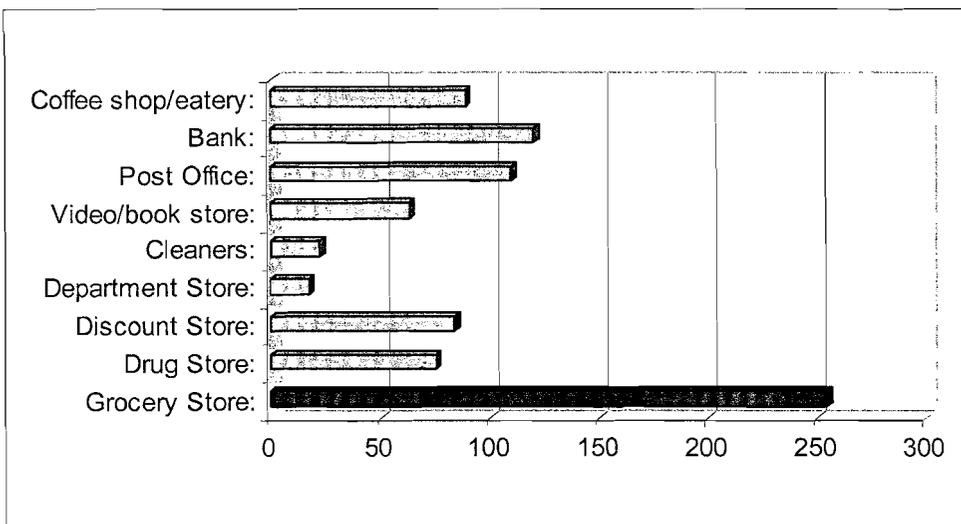
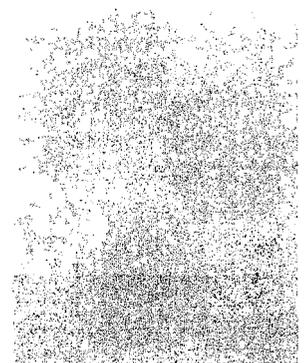


Figure 6: Services used at least twice a week by survey respondents. Red bars indicate the most popular responses.



When asked what types of services they use on a weekly basis, the results were more diverse (Fig. 7). In addition to grocery stores, banks and post offices, discount stores, drug stores, and eateries were important components of Temperance residents' weekly shopping routine.

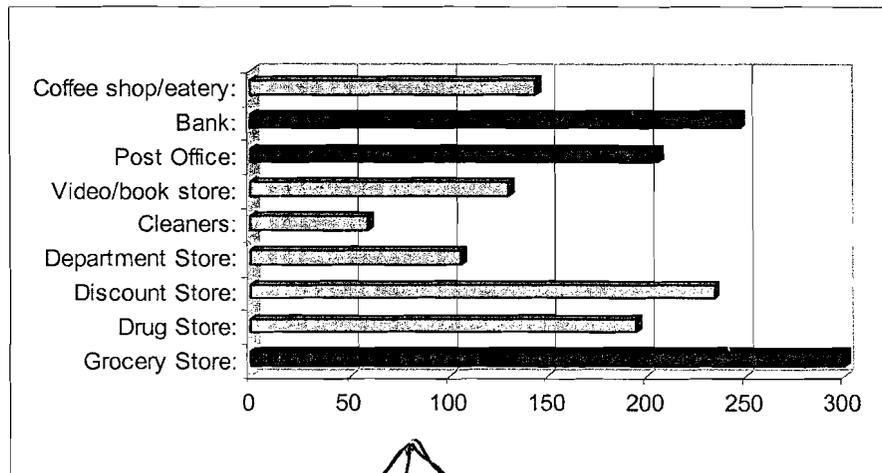


Figure 7: Services used weekly by survey respondents. Red bars indicate the most popular responses,

Visioning Session Results

At the Downtown Temperance Community Visioning Session, held at the Carr Park Community Center on April 30, 2003, participants were asked about different types of business mixes for the downtown area. This provided feedback on what types of businesses residents wanted as well as what character of businesses they thought would best suit the neighborhood. For complete results, please see Appendix C.

Attendees were given three different business mixes, each having the same *type* of goods and services (based on input from the written survey results), but with different *character* of businesses. For example, each mix included a bakery, ice cream shop or coffee shop, but different options included an old-fashioned ice cream parlor, a Starbucks Coffee, an independent bakery, or a Tim Horton's.

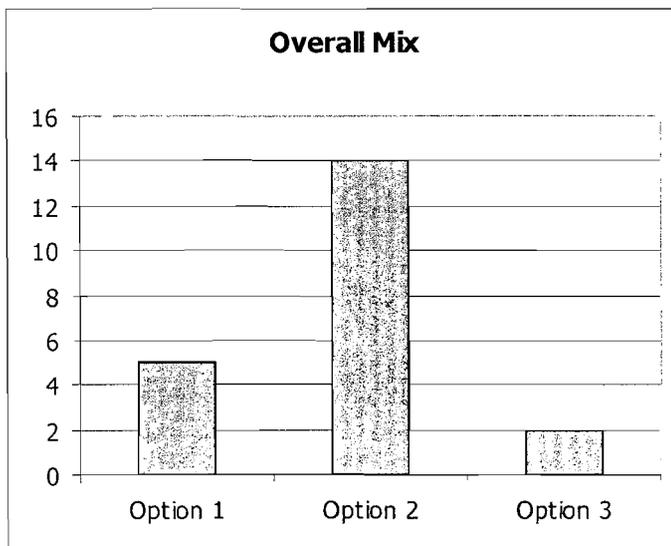
Overall, participants preferred the mix presented in Option 2 which centered around an "olde town" theme, with small, independently owned businesses. Some of these included

antique shops, a general store, a coffee shop/bakery, and an elegant, old fashioned restaurant.

In terms of entertainment and restaurants, Option 1 also ranked highly. Option 1 included a video store, a dinner theatre, a comedy club, an art gallery and a gym. Eating opportunities in Option 1 included a Starbucks (chain) coffee house, a Dairy Queen (chain) ice cream shop, and a deli.

These results show that small, specialty, independent retail businesses are desired. However, along with these "quaint" establishments, residents desire the convenience of a few mainstream businesses, and diverse entertainment is a high priority for nearby residents.

Residents prefer a business mix with an "olde town" theme, but with a few of the conveniences of chain stores



Downtown Temperance's Niche

Downtown Temperance should function as a quaint social center for the community. It should also be a more vibrant commercial area that fulfills a range of daily commercial needs for surrounding residents. The first priority for recruiting businesses for the downtown should be to get businesses to serve the local market first. A mix of residential and commercial uses should be allowed within the downtown area; a resident population will add to the market for downtown businesses.

Downtown Temperance businesses should serve two populations: surrounding neighborhoods and people coming from the Township and beyond

In order for Downtown Temperance to succeed, it must have a mix of businesses that serves two populations. First, the businesses must provide essential services to residents of the surrounding neighborhoods; this is the highest priority. It is these residents that will sustain the downtown area on a daily basis. Second, the downtown area should provide unique shopping and entertainment opportunities for residents of Bedford Township and beyond, including day vacationers to Lake Erie.

To accomplish this, we are recommending a variety of businesses for the downtown area, including retail, eating establishments, entertainment, and recreation. This commercial mix will compliment existing businesses in the downtown and other commercial areas in the Township, as opposed to being overly competitive. This should help to focus the market on increasing the activity level downtown. The businesses we recommend for the downtown will not correspond exactly to every type of businesses residents wanted to see or use frequently in the survey. Rather, our list is tailored to those businesses that:

- Are sustainable given the demographics of the area,
- can compete with surrounding commercial areas,
- will fit with the existing physical characteristics of the downtown area.
- and are seen in successful nearby communities and national business mix samples.

People are increasingly searching for a "third space", in addition to home and work; a social place. We will also suggest some community events that could be held in Temperance to make it more of a "third space" for nearby residents.

Temperance should function as a social "third space" for nearby residents



Retail Businesses and Services

Retail businesses are the key to making the downtown area a vital shopping area. Currently there is a very limited amount of retail activity in the downtown area. The majority of businesses are service oriented or professional offices.

Downtown Temperance is not an appropriate location for big box retail

We recognize that discount stores, such as Wal-Mart, Target and the like, are an important part of the shopping menu for consumers in the Temperance area. However, we feel that given the character and scale of downtown Temperance, it is not the appropriate location for these "big box" establishments. These large chain stores should be located in larger strip commercial areas in the township and near Toledo.

We recommend the following types of retail businesses to better serve the daily/weekly needs of residents within the 1/2 mile radius of downtown:

- grocery store (the EDC will need to recruit a new one to replace Foodtown)
- drug store (keeping the existing Crary Drug, and possibly expanding it)
- bookstore
- clothing store (small, independently owned)
- general store or country store
- hardware store (renovated Hachman's or another small hardware store)

Specialty retail establishments, should be included in the downtown business mix to provide interesting shopping opportunities for residents of outside of the immediately surrounding neighborhoods:

- Antiques
- Crafts/yarn shop
- Clothier