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# BROWNSTOWN TOWN CENTER OPPORTUNITY

WAYNE COUNTY, MICHIGAN

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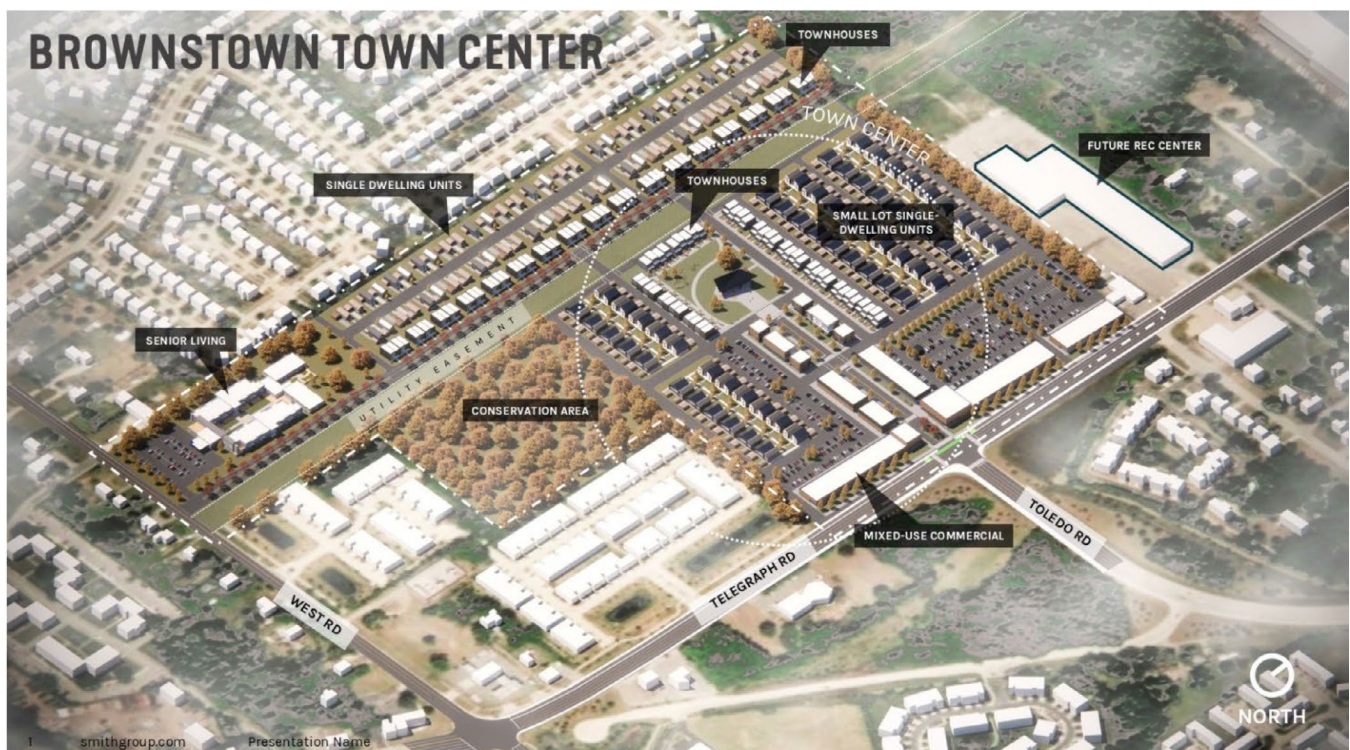




# Brownstown Township Town Center THE OPPORTUNITY

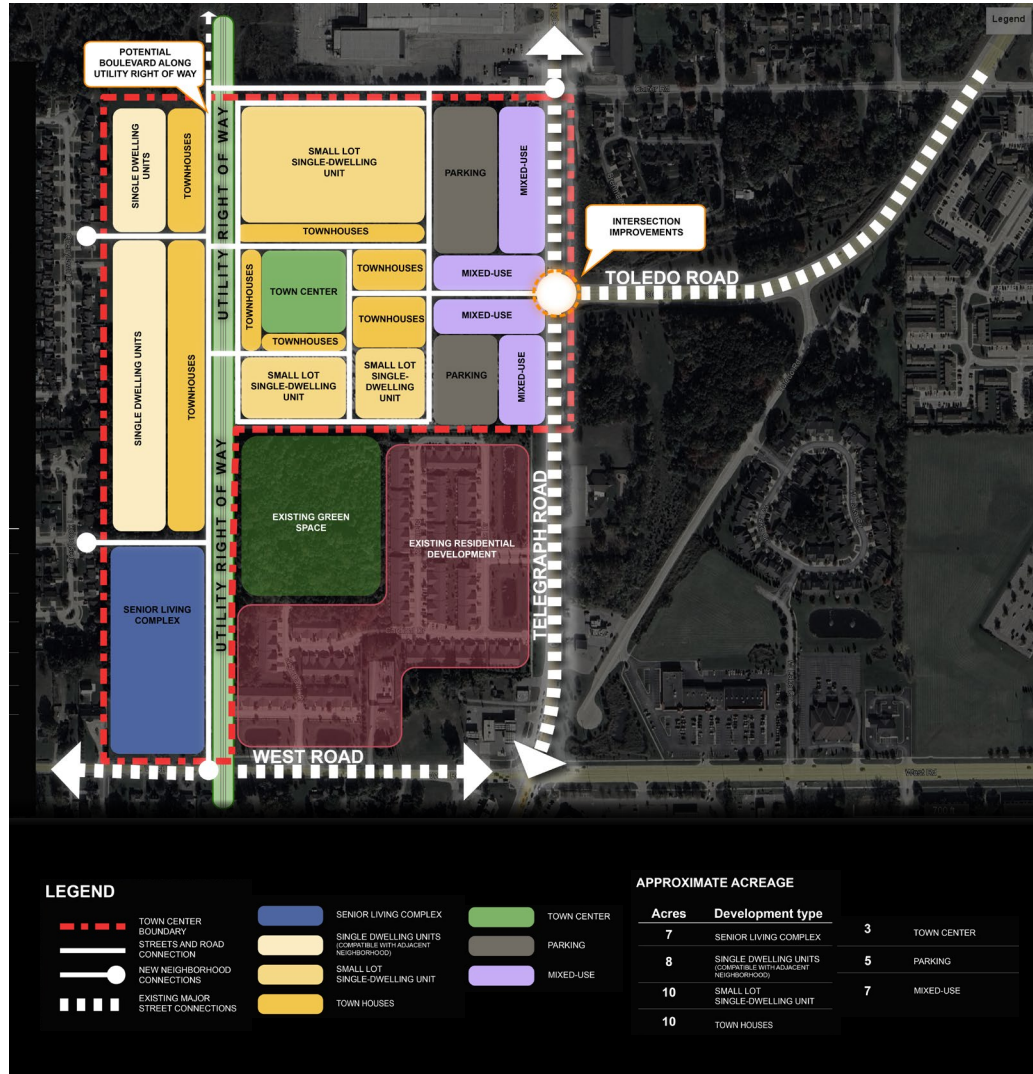
*Brownstown Township invites visionary development partners to participate in an exciting opportunity to help shape the future of our Town Center – a dynamic, pedestrian-oriented mixed-use destination at the intersection of Telegraph Road, West Road, and Dix-Toledo Highway.*

Backed by strong public support and comprehensive market research, this planned Town Center is poised to become a vibrant hub of commerce, community, and housing. Market studies conducted by LandUseUSA indicate robust demand for approximately 135,000 square feet of retail and 305 residential units, ranging from cottage-style homes to multi-family formats.



**OUR VISION**

- » A walkable, well-connected community blending neighborhood services, locally owned businesses, and diverse housing options including live/work units, upper-floor apartments, and “missing middle” formats such as bungalow courts, tri-plexes, and flats.
- » A high-density town square with townhomes overlooking lush public greenspace and plazas.
- » Complete streets with safe sidewalks, inviting architecture, and thoughtfully integrated parks that promote active, inclusive living.



**HIGHLIGHTS OF THE SITE PLAN:**

- » A north-south connector street from West Road to King Road
- » Gateway entrance at Dix-Toledo and Telegraph
- » Concentrated commercial corridors with residential integration

This area is zoned TC – Town Center, allowing for mixed-use buildings, compact residential development, and integrated commercial frontages — all designed to reinforce a strong sense of place and community identity.

Partnering with Township leaders, planning officials, and the Downtown Development Authority, we have crafted detailed design standards for land use, neighborhood form, architecture, and streetscape. Your proposal will bring this blueprint to life.

We are seeking development partners that reflect innovation, placemaking excellence, and alignment with our community’s vision. The Township will evaluate submissions based on their ability to deliver compelling design, economic vitality, and long-term sustainability.

**Be part of the transformation.**

**Help us build a landmark Town Center that sets the standard for thoughtful, high-impact development.**



# EXECUTIVE SUMMARY

<b>Location:</b>	<ul style="list-style-type: none"> <li>» South of King Road, North of West Road, on the West side of Telegraph. The Center of Brownstown!</li> <li>» This location is ideal as it is connected to highly traffic count on major thoroughfares.</li> </ul>
<b>Conservation, Wetland and Storm Management:</b>	Of the total land, approximately 6 acres have been dedicated to conservation areas, public trails, preserved wetlands, and overall storm management, serving almost the entire Town Center project area.
<b>Site Improvements:</b>	<ul style="list-style-type: none"> <li>» Sewer line with available taps run along Telegraph serving the entire development area</li> <li>» City water line with available taps run along Telegraph serving the entire development area</li> <li>» Note, franchise utilities are not in place and must be brought in by developer</li> <li>» Master storm management plan in place servicing most of the DDA development area</li> <li>» Site has been balanced for most of the commercial development area; topography and natural features remain for the residential areas</li> <li>» Site is shovel-ready and qualifies for FastTrack Process for site plan approval</li> </ul>
<b>Price Per Acre:</b>	Commercial, outlot and residential pricing will vary according to use, quality of development and potential tax revenue basis. Call Sue Trussell for specific information 734-675-5911
<b>Land Earmarked for Commercial:</b>	Approximately 10-15 acres
<b>Total Development Size:</b>	50 acre
<b>School District:</b>	Woodhaven-Brownstown School District
<b>Traffic Counts:</b>	Over 27,000 cars pass the site along Telegraph, according to a 2023 study.
<b>Zoning:</b>	TC, Town Center: See enclosed ordinance
<b>Site Plan Process:</b>	See Fast Track Process
<b>Demographics:</b>	<ul style="list-style-type: none"> <li>» Primary trade area within a 30-minute drive includes 355,000 people.</li> <li>» The Brownstown Township population is projected to continue to grow by 6.5% by 2050.</li> </ul>



# REGIONAL CONTEXT

## WOODHAVEN

Located approximately one mile east of I-75, the City of Woodhaven has successfully cultivated a vibrant retail node anchored by national retailers such as Walmart, Meijer, Target, Home Depot, Office Depot, PetSmart, Aldi, and Gordon Food Service (GFS). While this area represents an established shopping destination, it also strengthens the regional draw of the broader corridor.

Rather than presenting a challenge, Woodhaven's commercial strength reinforces the viability of West Road as a key east-west corridor. This established pattern of consumer movement creates an opportunity for the Brownstown New Town Center to benefit from spillover traffic, regional visibility, and the potential for cross-shopping. Together, these destinations can create a dynamic, complementary retail ecosystem that bolsters Downriver's reputation as a growing regional hub for shopping, dining, and leisure.

Additionally, Woodhaven's success demonstrates that retail destinations can thrive without immediate I-75 frontage. With the Brownstown New Town Center strategically located on Telegraph Road—a higher-capacity and more prominent north-south corridor than Allen Road—it is well-positioned to capitalize on this proven pattern.

## SOUTHLAND CENTER (TAYLOR):

Four miles north of the proposed New Town Center, Southland Center serves as a long-standing retail destination within Taylor. Originally opened in 1970, it continues to attract visitors with major tenants like Macy's, JCPenney, Best Buy, and surrounding big-box anchors such as Kohl's, Meijer, Target, Home Depot, Hobby Lobby, Burlington, and Dick's Sporting Goods.

The endurance of Southland Center underscores the resilience of the local retail market and confirms consumer demand across the Downriver area. However, the Brownstown New Town Center offers a unique counterpoint: rather than simply duplicating big-box formats, it is envisioned as an engaging, walkable environment where people can live, work, and play—not just shop. This distinction positions it as a modern alternative that appeals to changing demographics, lifestyle preferences, and emerging market trends.

## DIX-TOLEDO ROAD & ACCESS:

Dix-Toledo Road plays a key role within Brownstown Township's North Sector, acting as a connector between I-75 and Telegraph Road. With the development of the New Town Center, this corridor could become a gateway funneling regional traffic directly into the project site from the interstate.

Dix-Toledo Road currently terminates at Telegraph and may be designed to flow into the new development. There is a robust network of alternative access routes, including King and West Roads. With thoughtful marketing, signage, and branding strategies, the New Town Center can ensure strong visibility and convenient access for visitors arriving from all directions.

## CONCLUSION:

The Brownstown New Town Center is uniquely poised to complement, not compete with, surrounding commercial districts. Its emphasis on placemaking, mixed-use development, and experiential design differentiates it from traditional retail centers in Woodhaven and Taylor. By aligning with regional traffic patterns and leveraging nearby commercial momentum, the New Town Center can emerge as a distinct and magnetic destination within Southeast Michigan's evolving retail landscape.



# RETAIL MARKET OPPORTUNITIES

*The Brownstown Town Center presents several strategic opportunities to deliver a vibrant and distinctive destination that complements, rather than competes with, existing retail nodes in the region. Key opportunities include:*

## ATTRACTING A MID-SIZED ANCHOR WITH UNIQUE APPEAL

Introducing a mid-sized anchor—such as a grocery store, performing arts center, culinary arts center with a commercial kitchen, or family-oriented arcade/fun center—can provide a consistent draw to the site. To avoid duplicating offerings from existing grocers, the new market can differentiate itself with a curated mix of specialty merchandise, including local produce, organic foods, international imports, vitamins and supplements, and artisan products like meats, cheeses, baked goods, flowers, and wine. This creates an opportunity to serve unmet niche demand and attract a broad customer base seeking specialty items.



## CREATING DESTINATION DINING WITH ENTERTAINMENT VALUE

There is a strong opportunity to introduce restaurants that go beyond typical dining to offer immersive and entertaining experiences. Concepts such as sushi bars, hibachi grills, build-your-own burger venues, outdoor pig roasts, or dining combined with interactive elements like bocce, fowling, or arcade games would set the Town Center apart. A cluster of three or more high-quality, distinctive eateries could become a powerful anchor in their own right, driving repeat visits and enhancing the Center’s identity as a social and culinary hub.

## TAPPING INTO DEMAND FOR EXPERIENCE-DRIVEN DESTINATIONS

Today’s consumers increasingly seek places that blend shopping, dining, and entertainment into a cohesive experience. By thoughtfully integrating these uses, the Brownstown Town Center can become a go-to gathering place for families, young professionals, and regional visitors. The project has the opportunity to capitalize on national trends favoring experiential destinations over traditional retail formats.

**These opportunities support the Town Center’s broader vision: a place not just to shop, but to connect, explore, and enjoy—a true community focal point for Brownstown Township and the Downriver region.**