

Main Street Village

ZBA Application Attachment

Real Estate Development Sign

Main Street Village is located in the southeast quadrant of Grand River Avenue and Novi Road. There are only two entries to this project. The main entry is off of Grand River Avenue and a secondary entry is off the intersection of Market Street and Main Street. A significant amount of market exposure from Grand River Avenue was lost when the real estate development sign in that location was required to be removed. The only remaining visual market exposure for phase 2 of Main Street Village is now the existing real estate development sign on Potomac, just south of the intersection of Main and Market Streets. In addition, the Grand River Avenue entry monument sign is somewhat obscured by the Belle Tire and Andiamos buildings, which further decreases the market visibility of our project.

Due to the high-end nature of Main Street Village, transferees became a large part of our market and tenant base. Unfortunately, with the downsizing of the auto industry, a significant amount of the transferee market has dried up. The occupancy rates have not improved over the past year and current economic conditions have caused the lease-up on our apartment developments to become slow.

The real estate sign substantially aids in the exposure of our project to the public and is essential to maintaining and, hopefully, increasing occupancy levels. We respectfully request keeping the sign for an additional two (2) year period so that we may benefit from traffic exposure from the Main Street area.

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