



Market Study Requirements



Planning & Zoning Department, 395 Third St., Manistee, MI 49660 | 231.723.6041 (phone)

Special Studies or Research		
For complex site plans and/or for land uses that may generate significant impacts on surrounding land uses or public facilities, the Zoning Administrator or Planning Commission may require any or all of the following reports or studies as a part of a complete site plan.		
Property Information		
Address:		Parcel #
Applicant/Preparer Information		
Name of Owner or Lessee:		
Address:		
Phone #:	Cell#:	e-mail:
Name of Preparer		
Address:		
Phone #:	Cell#:	e-mail:
License Number:		Expiration Date:
Market Study		
For unique development proposals, projects that may entail some financial expense or risk on the part of the City and/or projects that may, in the judgment of the Planning Commission, fundamentally alter the character of the community, the Planning Commission may require a market study to demonstrate a reasonable expectation that a market exists for a proposed development. Such a study shall be prepared in accord with the following:		
Description		
A market study shall be a detailed and documented analysis of the existing and projected economic conditions in the community that may impact both the proposed demand for the products or services to be generated on a site and the impact on other potentially competing businesses and services in the community that may result from the proposed development.		
Content		
Waived Initials	Included	
		The following material shall be included and/or addressed in the Market Study, unless specifically waived by the Zoning Administrator or Planning Commission as not applicable:
	<input type="checkbox"/>	A description of the site in its current condition. This shall indicate any buildings to be preserved and those to be removed along with an indication of what will be done with the demolition debris. This must also include information on:
	<input type="checkbox"/>	An executive summary which outlines the key findings of the study.
	<input type="checkbox"/>	The background for the study including both project background and the methodology and approach used.
	<input type="checkbox"/>	An overview of the market area including area demographic information and a description of the transportation and service infrastructure that would serve the proposed development.
	<input type="checkbox"/>	A trade area delineation describing the likely geographic area that may be influenced by the proposed development along with detail on the methodology used in defining the trade area.
	<input type="checkbox"/>	A market feasibility analysis that defines the supply of competing facilities existing and planned in the marketplace, the inventory of alternative sources of supply or services that may compete with the proposed development and the demand for the products and services to be provided by the proposed development. This shall include a supply/demand gap analysis and a description of the ways in which the proposed development may address the gap defined.
	<input type="checkbox"/>	The credentials of the author(s) of the market study.
Evaluation: The Zoning Administrator and Planning Commission shall review the market study to be satisfied that there is a reasonable expectation that the proposed development will meet with economic success without creating excessive dislocations within the existing marketplace.		
Preparers Signature: _____		Date: _____