



City of Plymouth Corridor Improvement Authority Regular Meeting Agenda

Tuesday, September 1, 2026 – 4:00 p.m.

City Commission Chambers 2nd Floor Plymouth City Hall

City of Plymouth
201 S. Main

www.plymouthmi.gov
Phone 734-453-1234

Join: <https://us02web.zoom.us/j/86044843126>

Webinar ID: 860 4484 3126

Passcode: 697496

- 1) **Call To Order**
 - a) Roll Call
- 2) **Citizen Comments**
- 3) **Board Comments**
- 4) **Approval of the Agenda**
- 5) **Approval of the Minutes**
 - a) Approval of August 4, 2026 regular meeting minutes
- 6) **Old Business**
 - a) One-Year Tasks Update
- 7) **New Business**
 - a) Branding Discussion
 - b) Pride Fest & Bumpers, Bike, and Bands Placer Data
- 8) **Reports and Correspondence - None**
- 9) **Adjournment**

Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Commission, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.

Meetings of the City of Plymouth are open to all without regard to race, sex, color, age, national origin, religion, height, weight, marital status, disability, or any other trait protected under applicable law. Any individual planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) should submit a request to the ADA Coordinator at 734-453-1234 ext. 234 at least two working days in advance of the meeting. The request may also be submitted via mail at 201 S. Main St. Plymouth, MI 48170, or email to clerk@plymouthmi.gov.

City of Plymouth Strategic Plan 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35th District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION

OBJECTIVES

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

GOAL AREA THREE - COMMUNITY CONNECTIVITY

OBJECTIVES

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

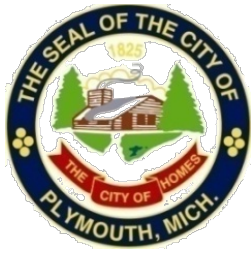
GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY

OBJECTIVES

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan

“The government in this community is small and accessible to all concerned.”

-Plymouth Mayor Joe Bida November 1977



Corridor Improvement Authority Board

Regular Meeting Minutes

Tuesday, August 4, 2026 – 4:00 p.m.
City Commission Chambers– 2nd Floor Plymouth City Hall

City of Plymouth
201 S. Main Street
Plymouth, Michigan 48170

www.plymouthmi.gov
734-453-1234

1. CALL TO ORDER

Chair Alex Sugg called the meeting to order at 4:00 p.m.

Present: Mayor Linda Filipczak, Chair Sugg, Vice Chair Mark Waller, Members Nikki Johnson, Rebecca Nicholson, and Kyle Sinkus

Also present: Economic Development Director John Buzvuis and Community Development Coordinator Haley Hall

2. CITIZENS COMMENTS

None.

3. BOARD MEMBER COMMENTS

None.

4. APPROVAL OF AGENDA

Nicholson offered a motion, seconded by Waller, to approve the agenda for the August 4, 2026 meeting.

There was a voice vote.

MOTION PASSED UNANIMOUSLY.

5. APPROVAL OF MEETING MINUTES

Waller offered a motion, seconded by Mayor Filipczak, to approve the minutes of the June 2, 2026 meeting.

There was a voice vote.

MOTION PASSED UNANIMOUSLY.

6. OLD BUSINESS

a. Potential One-Year Tasks Update

Director Buzvuis reported that the City has no precedent for installing convex traffic mirrors on public property, and that insurance, liability, and maintenance considerations are still being evaluated. The board acknowledged that near-term options include the mirror or removing parking spaces to improve sight lines, while a formal traffic study was identified as a longer-term solution. Sinkus requested that staff obtain a cost estimate for a traffic study so the board could plan accordingly.

Director Buzvuis confirmed that DTE has granted permission to hang banners on their light poles. Staff noted that banner hardware and holiday light hardware are not interchangeable, and placement would need to be coordinated carefully. The board also discussed working with the Old Village Association on banner ownership and management.

Director Buzuvis reported that a county subcommittee has approved a draft intergovernmental agreement under which Wayne County will fund up to \$160,000 for concept design and preliminary engineering of a multimodal connector between Old Village and Hines Drive. Three congressional grant applications totaling approximately \$850,000 are also pending. The board requested that this item be added as a standing update on future agendas.

Coordinator Hall reviewed the July 29, 2026 Administrative Update, summarizing progress on the business directory, social media and web presence, branding and marketing, infrastructure cost research, and baseline data collection. Staff noted that infrastructure cost information from vendors is expected to be available for the September meeting, and the board identified trash cans as a near-term priority.

7. NEW BUSINESS

a. ArcGIS Field Maps Demonstration

Coordinator Hall presented a demonstration of the ArcGIS Field Maps tool, which staff has begun using to map existing street furniture—including trash cans, benches, and light poles—across the district, starting with Pointe Park, Starkweather Park, and Liberty Street. Data points include photographs and condition notes. The board expressed support for the effort and offered to assist with field data collection as the mapping expands to cover the full district.

b. Placer.AI Demonstration

Director Buzuvis presented a brief overview of the Placer.AI platform, which uses anonymized mobile device data to generate foot traffic analytics including visitor counts, dwell time, visitor origins, and demographic breakdowns. The board discussed potential applications including tracking year-over-year visitor trends, informing marketing and targeted outreach efforts, supporting sponsorship proposals, and attracting new commercial investment to the district.

8. REPORTS AND CORRESPONDENCE

a. Implementation Cost

Director Buzuvis reported that the final implementation cost for establishing the Corridor Improvement Authority came in at approximately \$21,000, under the budgeted amount of \$36,000. A tentative payback schedule to the City for startup costs is expected to be presented at the September meeting.

b. Notification of Board Seat Vacancy

Director Buzuvis informed the board that Member Michael Burkey has stepped down to focus on personal and business matters, creating a vacancy. The City will review previously submitted applications and interested business owners within the district are encouraged to submit a volunteer application through the City's website.

9. ADJOURNMENT

Sinkus offered a motion, seconded by Johnson, to adjourn the meeting at 5:07 p.m.

There was a voice vote.

MOTION PASSED UNANIMOUSLY.



CITY OF PLYMOUTH

201 S. Main
Plymouth, Michigan 48170

www.plymouthmi.gov

Phone 734-453-1234
Fax 734-455-1892

ADMINISTRATIVE UPDATE

To: CIA Board
From: CIA Staff
Date: August 26, 2026
Re: Administrative Tasks

At the June 2, 2026 CIA meeting, the board discussed potential one-year tasks. Discussion included branding and marketing, developing a business directory, and establishing CIA presence on the City website and social media. Further discussion covered staff preparing a Placer.ai demonstration, continued review of potential infrastructure costs, and gathering baseline infrastructure data. The following table outlines these discussion points and their current status. Highlighted boxes indicate that there is a new update since the last discussion.

Task	Status
Business directory	Staff are drafting an introduction to the survey to explain what the CIA is, a general description of the TIF, and a brief summary of the development plan.
CIA online and social media presence	The recommended course of action from staff is to leverage the City's social media presence until the CIA is more established. The CIA page on the City website will be updated to include a published version of the directory and a map of the district.
Branding and marketing	CIA staff have had branding and marketing collaboration discussions with City staff and the DDA.
Placer.ai	Reports for Bumpers, Bikes, and Bands and Plymouth Pride with comparison from last three years included for your review.
Potential infrastructure costs	Several vendors have been contacted to review various infrastructure brands and price estimates for benches, bike racks, trash cans, etc. Costs and recommendations will be presented when available.
Baseline infrastructure data	Staff utilized ArcGIS Field Maps to start gathering field data of benches, trash cans, light poles, etc.

	to establish a baseline. The data included pictures, condition, and nearby addresses.
Hines Park Connection	Intergovernmental Agreement Approved by Wayne County. Administration met with engineering/design consultants to discuss proposals for the work. Anticipate design/engineering work to begin this fall.

Staff will continue to work on these tasks. Should you have any questions, please contact John or Haley.



CITY OF PLYMOUTH

201 S. Main
Plymouth, Michigan 48170

www.plymouthmi.gov

Phone 734-453-1234
Fax 734-455-1892

MEMORANDUM

To: CIA Board
From: CIA Staff
Date: August 27, 2026
Re: Collaborative Branding and Marketing Initiative

As you are aware, one of the proposed CIA projects in the Development Plan is Branding and Marketing, which is included below.

Branding and Marketing	2026 - 2027 / 2038 - 2039	\$75,000 - \$100,000
A branding process creates a distinct identity to be established for the District as the City of Plymouth and CIA promote the area as a community center and an area of regional appeal and business attraction. Branding of the District will also set the themes of other visual improvements, gateway signage, websites, social media, marketing, advertising, and wayfinding so that a consistent message is conveyed. While branding the District should be distinct, it should also be tied into the identity of the Old Village and City of Plymouth. Budget includes branding refresh and updated marketing midterm of the plan.		

During the CIA's first year, there is an important opportunity to invest in and establish a clear and recognizable identity for the CIA and the corridor it serves. Through recent discussions with the Downtown Development Department (DDA) Director and other City staff, there is broad agreement that the CIA, DDA, and City can be more effective by working together on a coordinated branding and marketing effort. The City of Plymouth Strategic Plan and DDA Five-Year Action Plan identify branding and marketing as key objectives/tasks. The goal would be to develop a shared strategy and pool resources to create a cohesive City of Plymouth brand with coordinating, yet distinct identities for DDA and CIA Districts.

We believe that starting with branding/marketing efforts establish a strong foundation for the CIA as the organization develops. As the CIA makes its first investments and undertakes new initiatives, it is important that the community recognizes these efforts as part of the CIA's work. A clear and recognizable identity will provide the foundation for communicating that impact and building awareness from the outset.

There is also value in establishing the CIA's identity early in its development. By doing so now, future projects, investments, and communications can be developed with a consistent identity from the beginning, rather than requiring the CIA to retrofit branding and messaging into those efforts later.

Establishing this foundation at the outset can help create greater consistency, recognition, and value across the CIA's future activities.

This is particularly relevant as the CIA considers investments in physical improvements throughout the corridor. While amenities such as trash receptacles, benches, and other street furnishings can provide value, these are highly visible and longer-term investments. Establishing the corridor's identity and design direction first will allow future investments in these types of improvements to be selected with a clear and cohesive vision in mind, rather than purchasing items now and later finding that they do not align with the established brand or design direction. The CIA can continue to make targeted investments while establishing a broader identity and design framework that can guide future investments in other streetscape elements.

The intent of a collaborative approach is to complimentary but distinctive branding and marketing strategies to be used collectively and individually by the CIA, DDA, and City to communicate the investment, activity, and opportunities. Coordinating the initial effort and pooling resources is a cost-effective way for the CIA to achieve early tasks in a fiscally responsible manner.

Staff is happy to answer any questions or input from the Board as we continue to develop the scope, approach, and potential investment associated with this initiative. The Board will be updated regularly as this project progresses.

Examples of Coordinated Branding and Marketing





Howell
Main Street

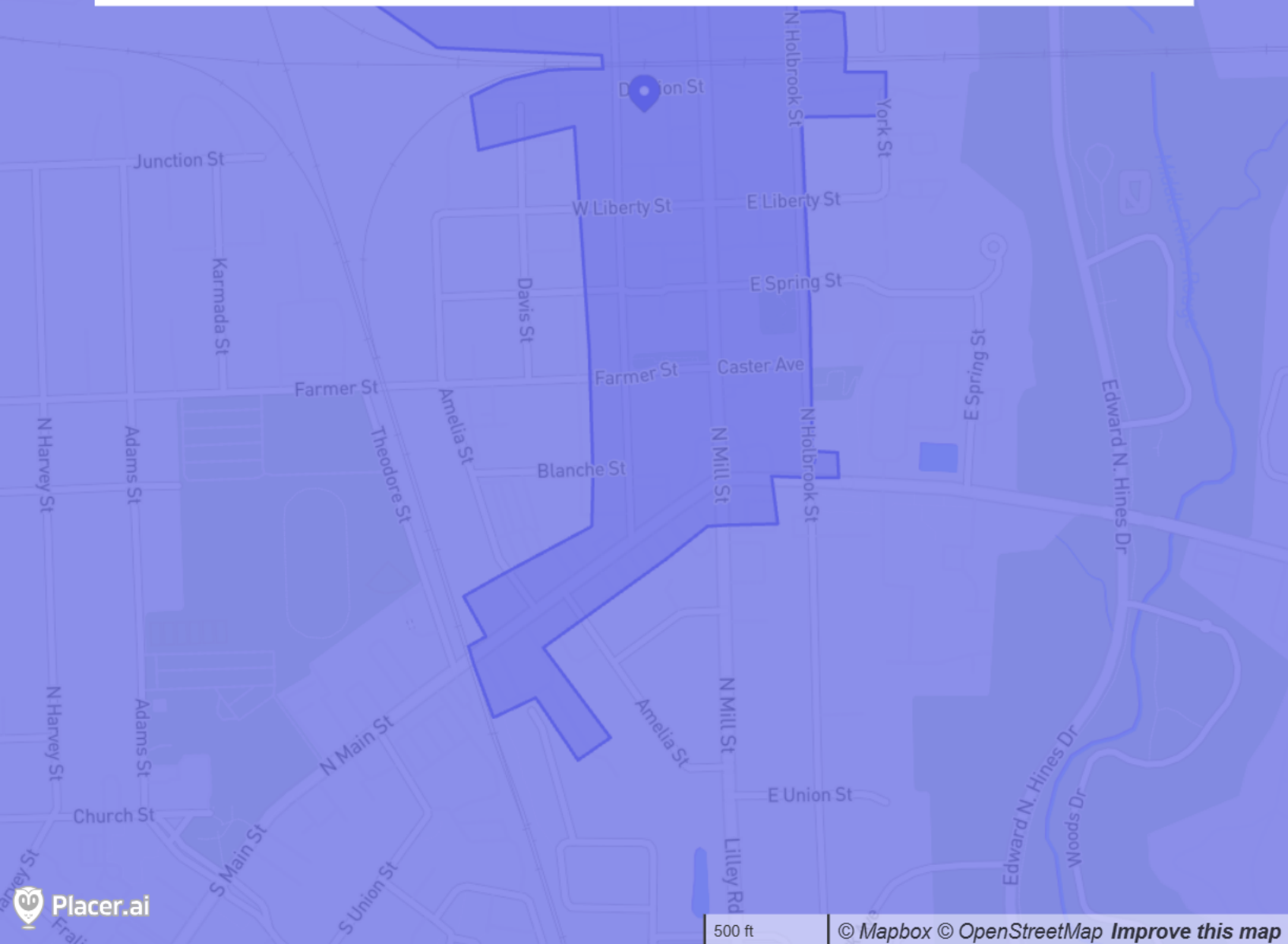
Bumpers, Bikes, and Bands 24-26

Property:

OV	Old Village CIA Boundary 1165 Starkweather St, Plymouth, MI 48170	Jul 19 - Jul 19, 2026
OV	Old Village CIA Boundary 1165 Starkweather St, Plymouth, MI 48170	Jul 20 - Jul 20, 2025
OV	Old Village CIA Boundary 1165 Starkweather St, Plymouth, MI 48170	Jul 21 - Jul 21, 2024



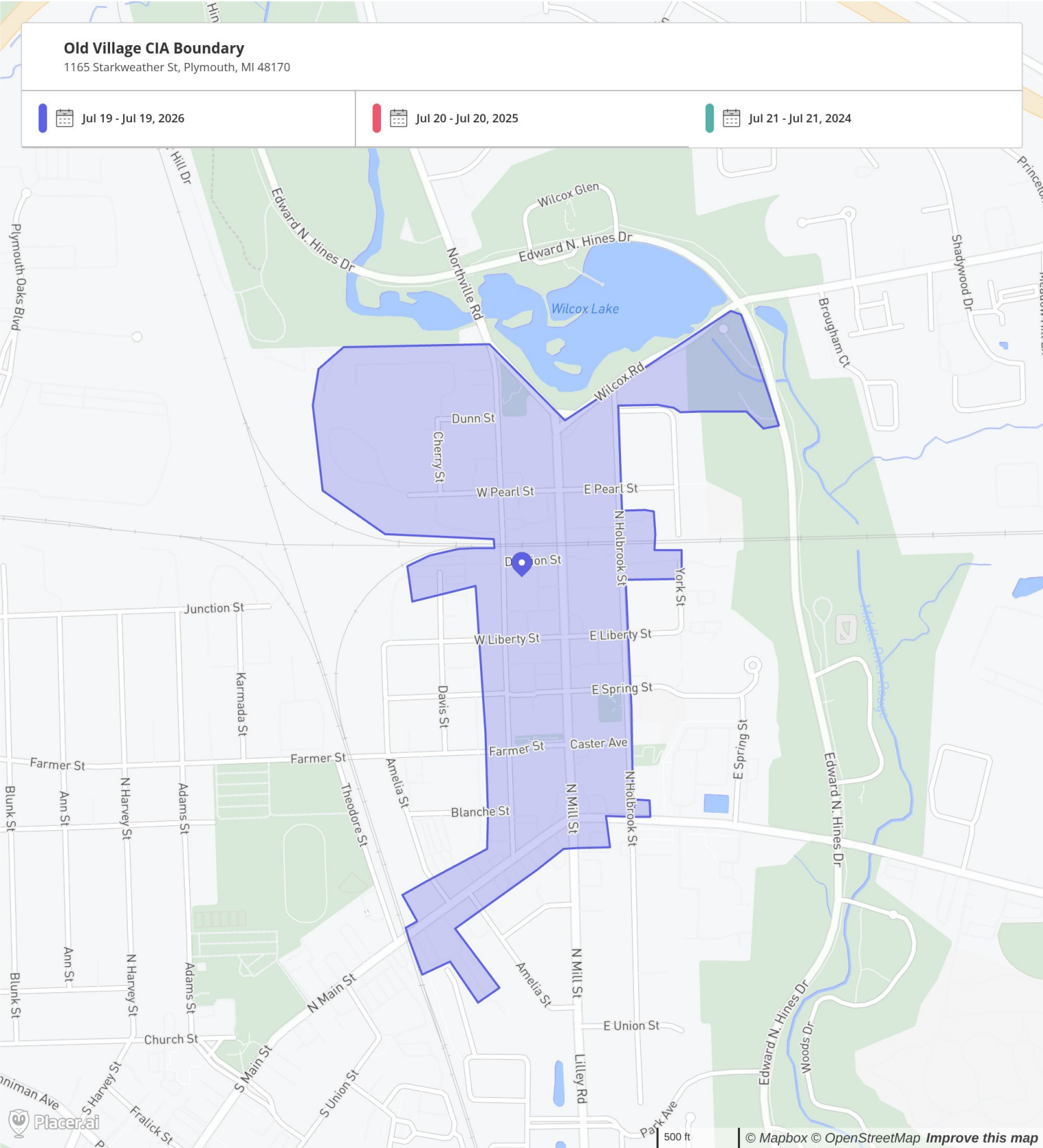
Scan to view on placer.ai platform





Bumpers, Bikes, and Bands 24-26

Time Compare





Metrics

Metric Name	Old Village CIA Boundary Starkweather St, Plymouth, MI	Old Village CIA Boundary Starkweather St, Plymouth, MI	Old Village CIA Boundary Starkweather St, Plymouth, MI
Visits	2.7K	2.4K	2.1K
Visitors	2.7K	2.4K	2.1K
Visit Frequency	--	--	--
Avg. Dwell Time	81 Min	80 Min	73 Min
Panel Visits	213	147	112

Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Audience Overview

Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Old Village CIA Boundary Starkweather St, Plymouth,...	\$75.4K	46.4%	39.7	White (80.8%)	2.56
Old Village CIA Boundary Starkweather St, Plymouth,...	\$74.8K	43.6%	41.0	White (80.6%)	2.48
Old Village CIA Boundary Starkweather St, Plymouth,...	\$72K	42.0%	41.9	White (85.4%)	2.46
Michigan	\$53.2K	28.1%	39.1	White (75.5%)	2.55

Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



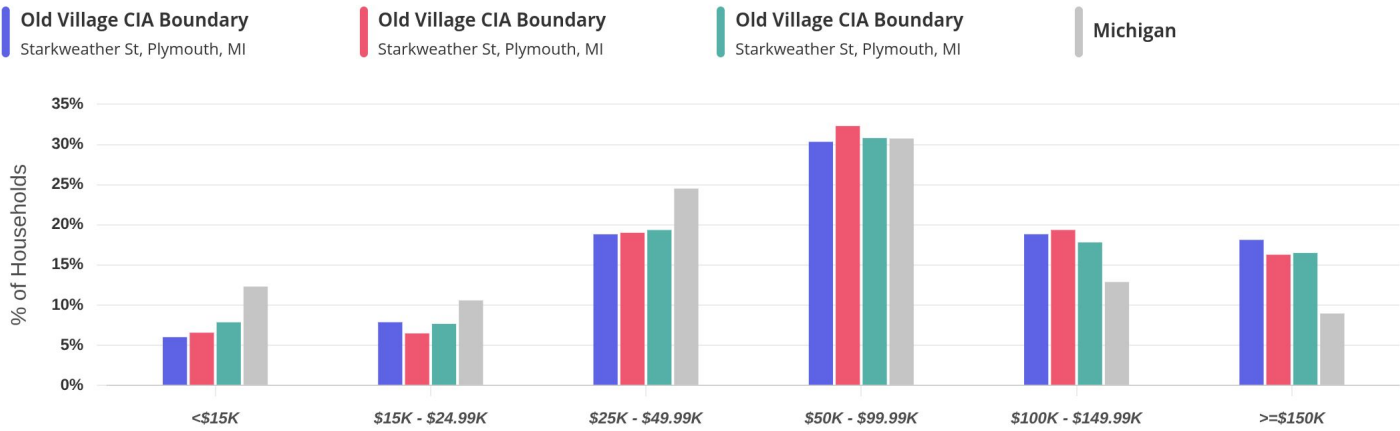


Bumpers, Bikes, and Bands 24-26

Time Compare



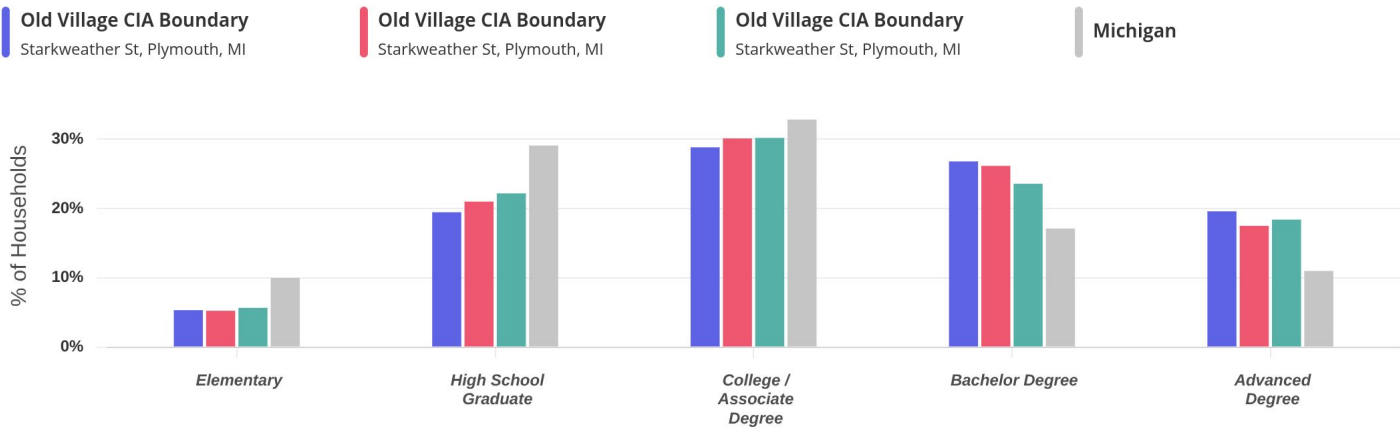
Household Income



Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



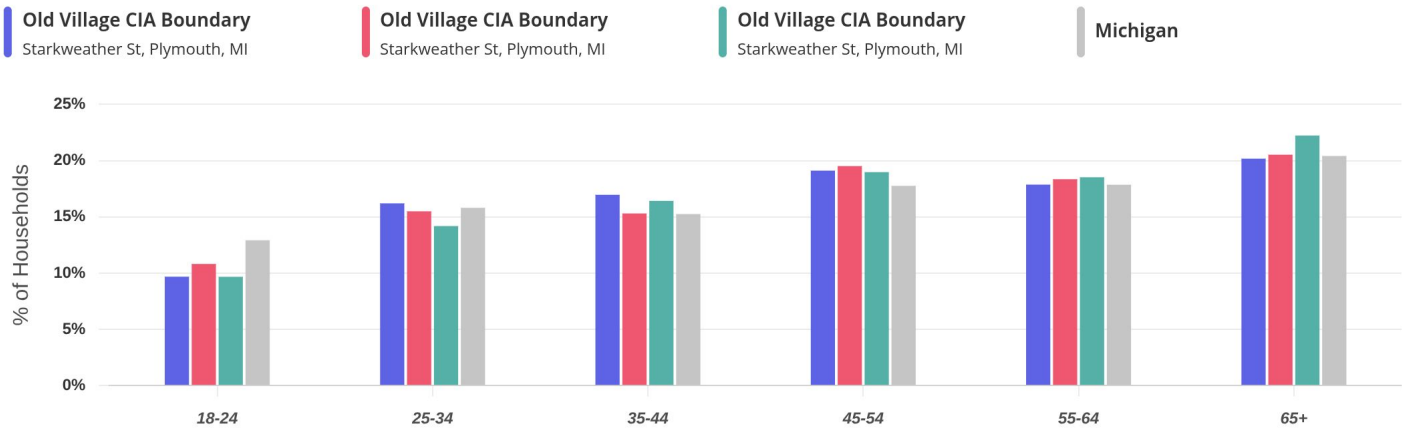


Bumpers, Bikes, and Bands 24-26

Time Compare



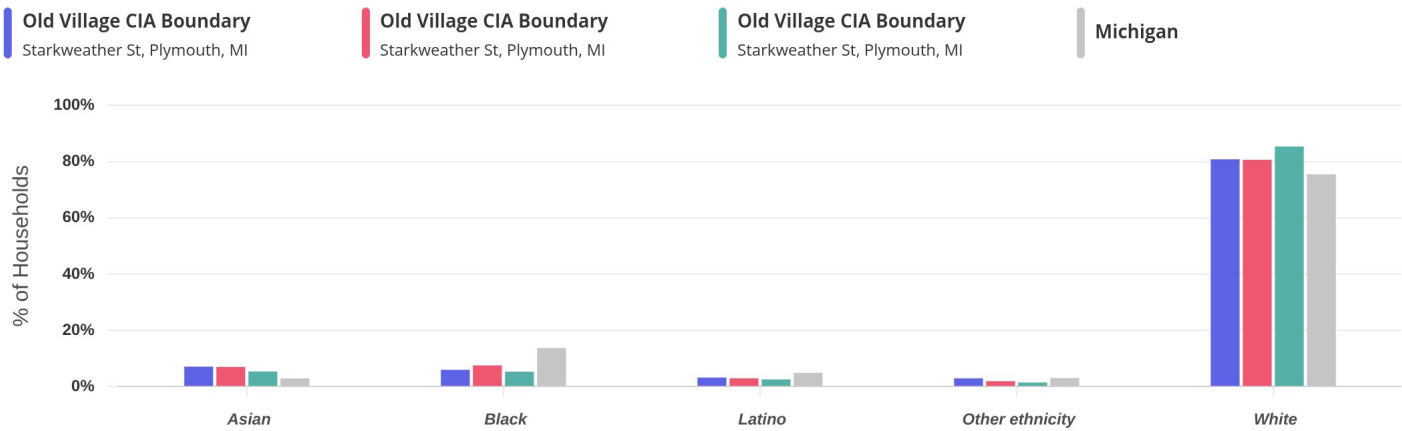
Age



Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

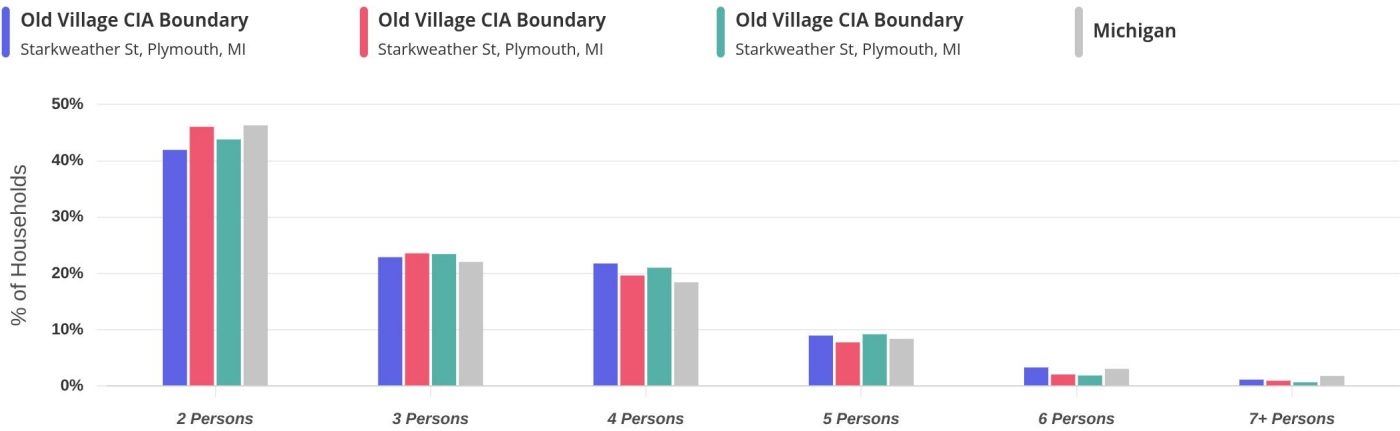


Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Household Size

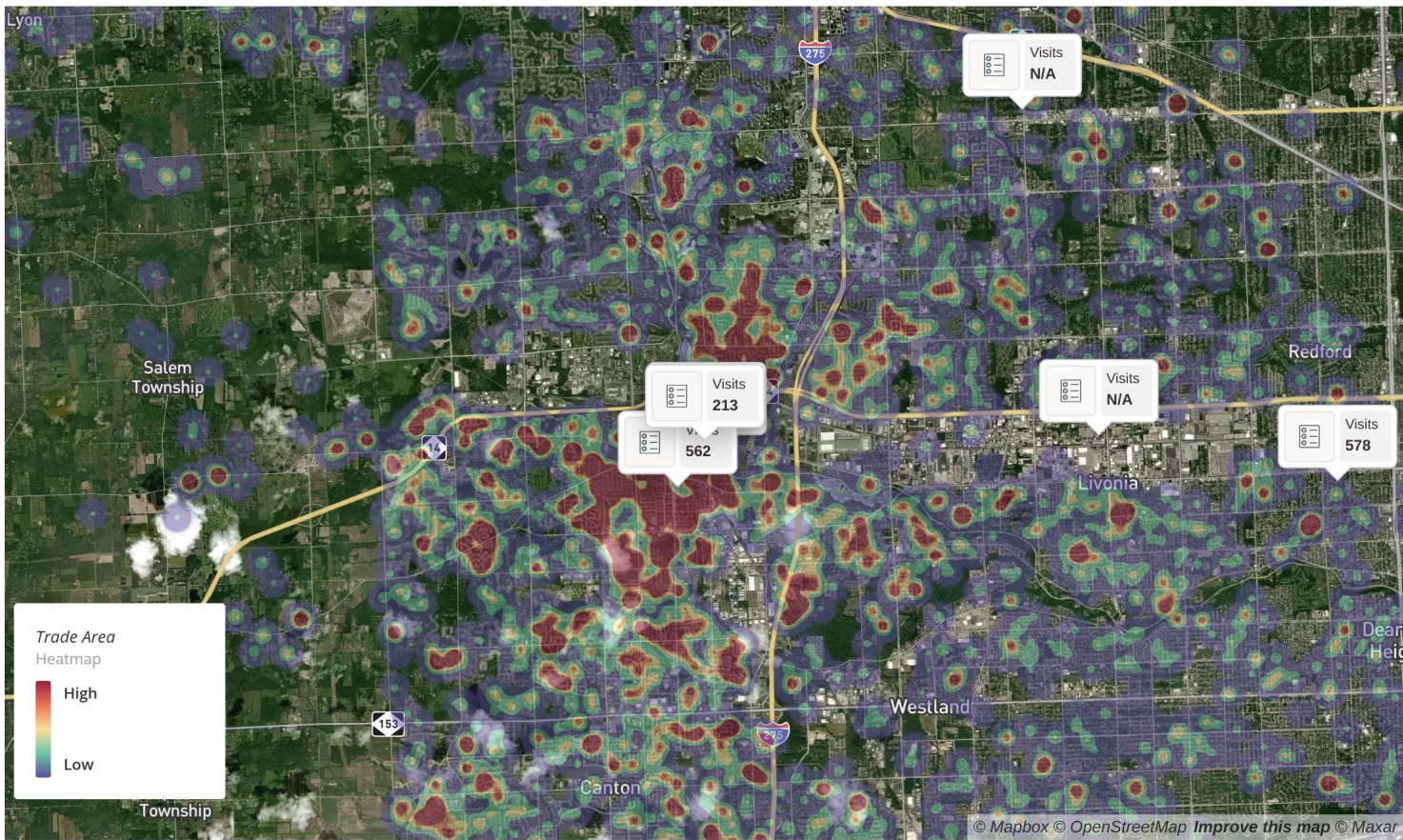


Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



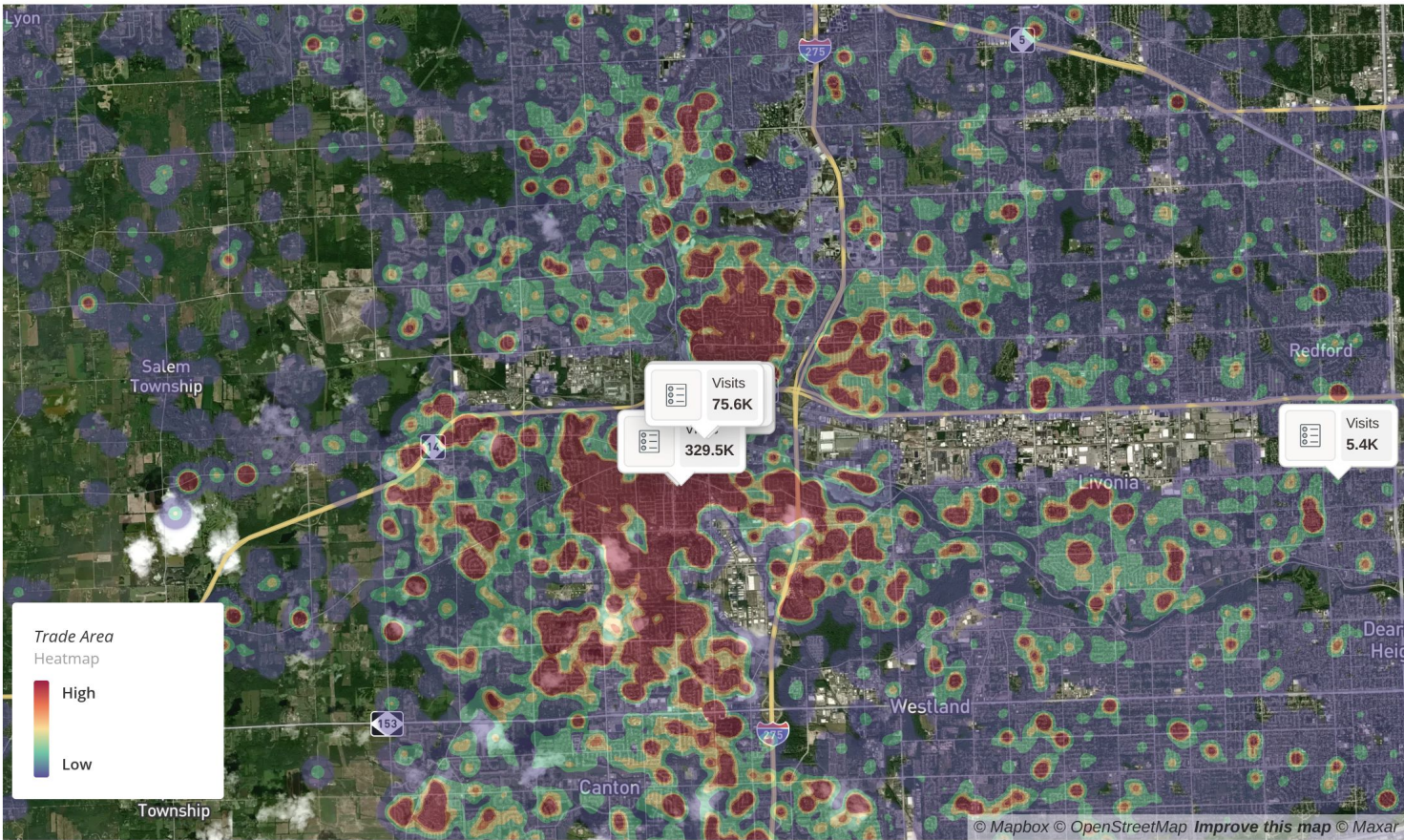
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jul 1st, 2026 - Jul 31st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



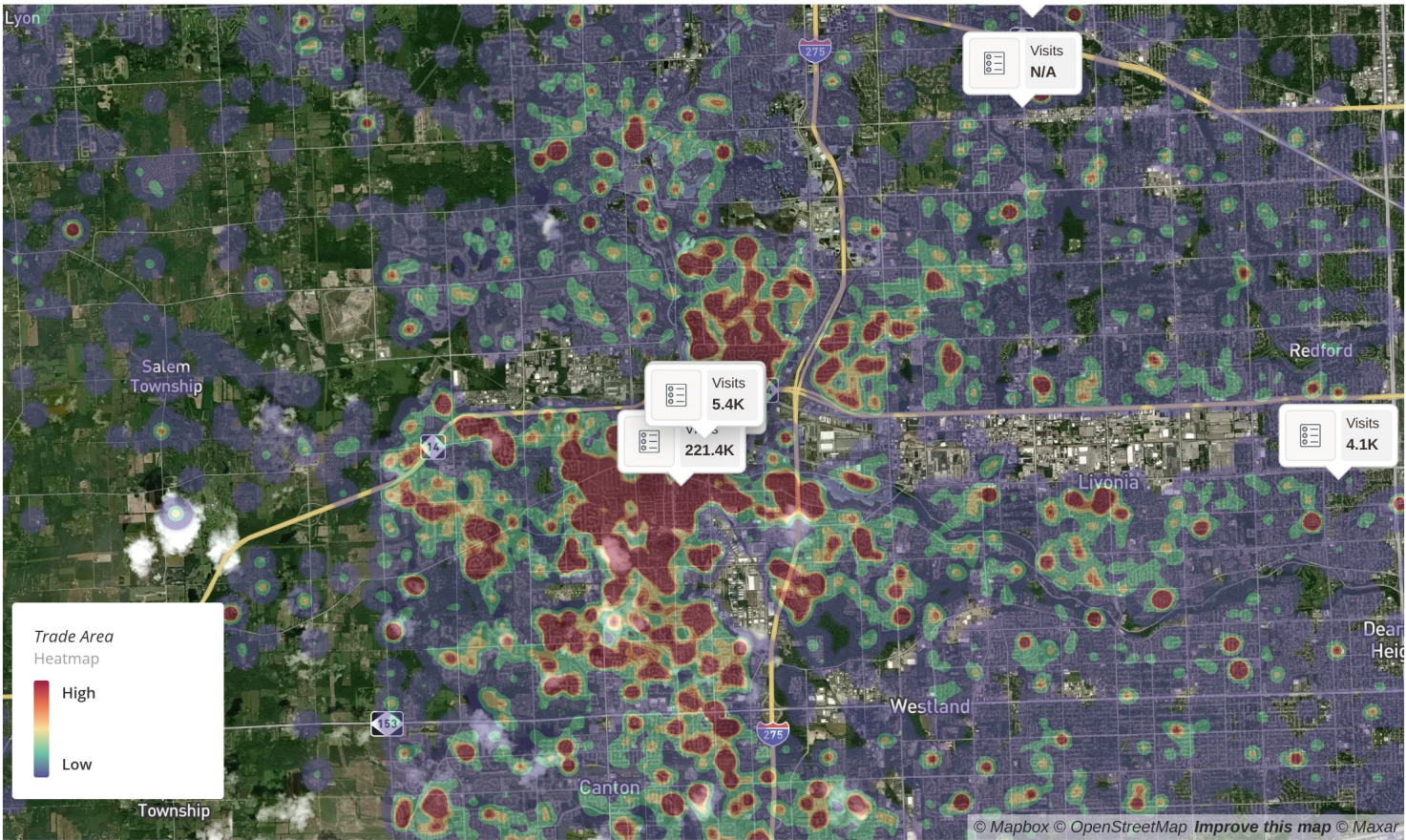
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



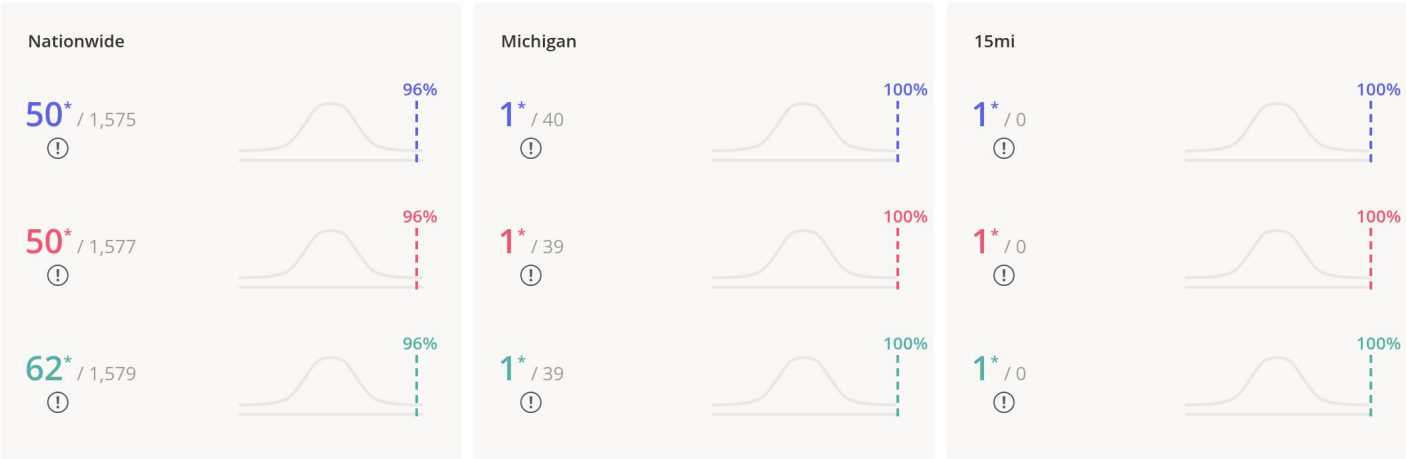


Ranking Overview

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Old Village CIA Boundary Jul 1st, 2026 - Jul 31st, 2026, Old Village CIA Boundary Jul 1st, 2025 - Jul 31st, 2025, Old Village CIA Boundary Jul 1st, 2024 - Jul 31st, 2024

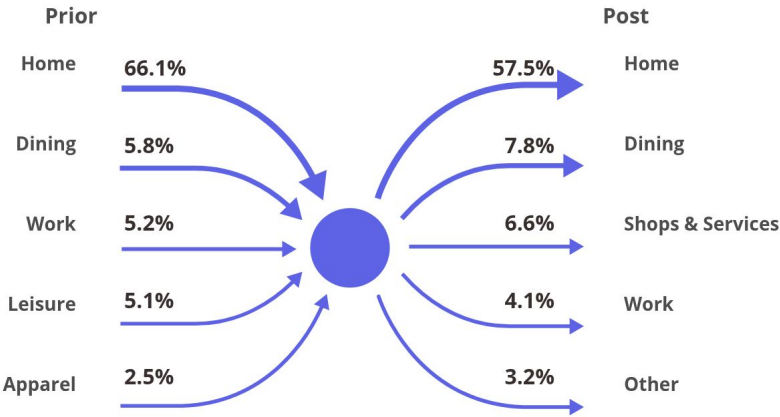
Category: Other | Visits
Old Village CIA Boundary - Jul 1st, 2026 - Jul 31st, 2026
Old Village CIA Boundary - Jul 1st, 2025 - Jul 31st, 2025
Old Village CIA Boundary - Jul 1st, 2024 - Jul 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI

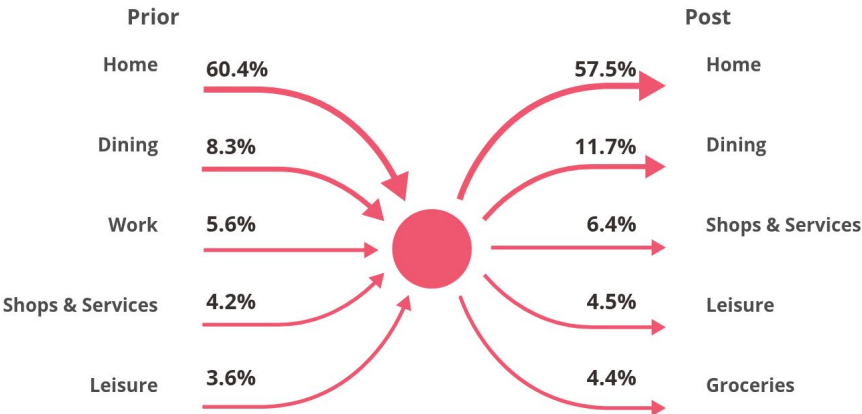


Show by: | Jul 19th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI



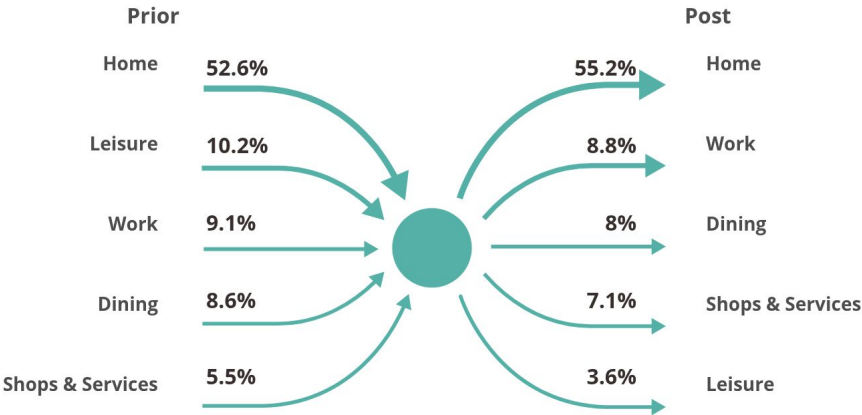
Show by: | Jul 20th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI



Show by: | Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

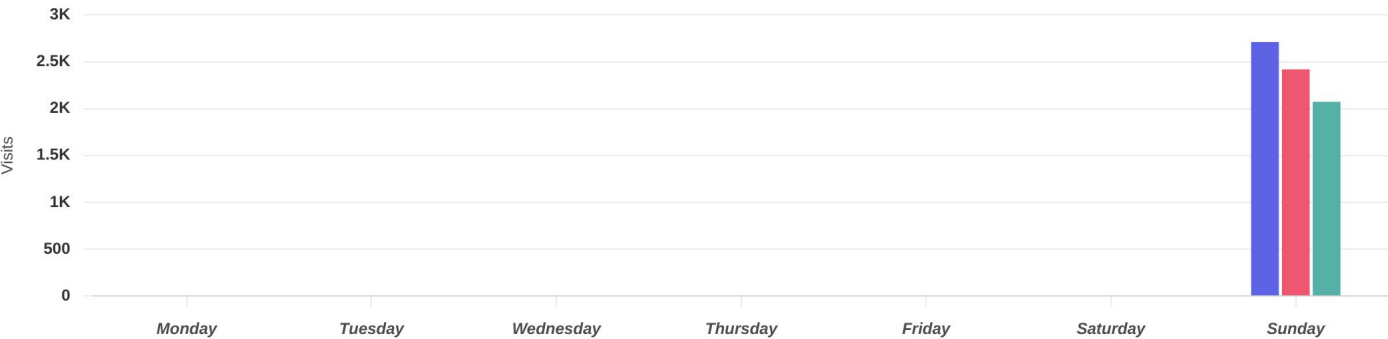


Daily Visits

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI



Visits
Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



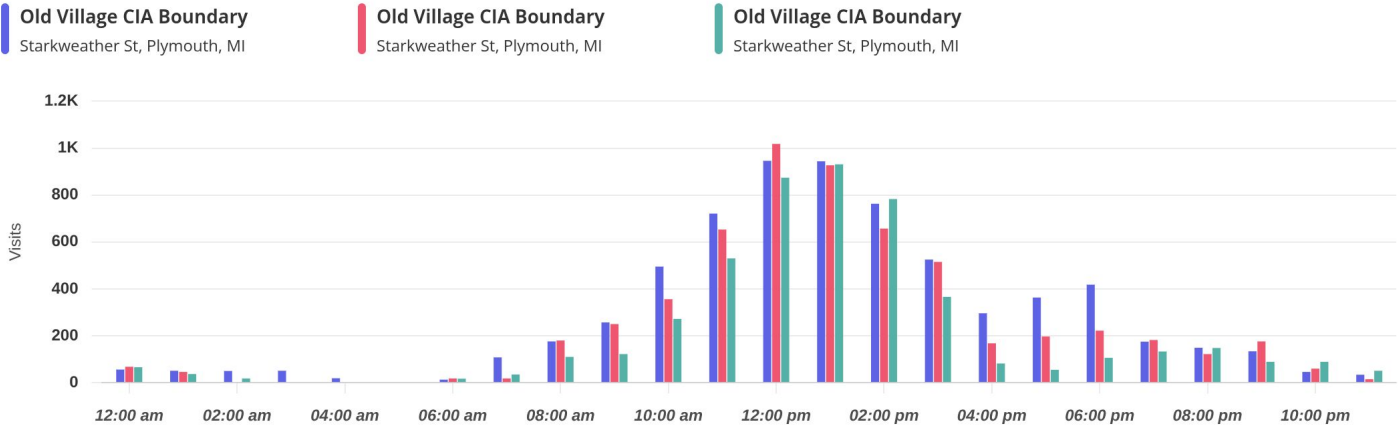


Bumpers, Bikes, and Bands 24-26

Time Compare



Hourly Visits



Visits

Old Village CIA Boundary - Jul 19th, 2026

Old Village CIA Boundary - Jul 20th, 2025

Old Village CIA Boundary - Jul 21st, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Rank	Name	Distance	Visitors (%)
1	 Crawford's 542 Starkweather St, Plymouth, MI 48170	0.2 mi	330 (12.3%)
2	 Taco Bell 409 N Main St, Plymouth, MI 48170	0.2 mi	276 (10.3%)
3	 Finders Keepers Vintage & Vinyl Store 192 W Liberty St, Plymouth, MI 48170	0.1 mi	169 (6.3%)
4	 Cannon Park Plymouth, MI, United States	0.2 mi	145 (5.4%)
5	 VaporFi 640 Starkweather St, Plymouth, MI 48170	0.1 mi	145 (5.4%)
6	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	126 (4.7%)
7	 Tim Hortons 150 Plymouth Rd, Plymouth, MI 48170	0.3 mi	115 (4.3%)
8	 The Gathering Penniman Ave, Plymouth, MI 48170	0.8 mi	96 (3.6%)
9	 Bodes Corned Beef House 280 N Main St, Plymouth, MI 48170	0.4 mi	94 (3.5%)
10	 Greco Title 340 N Main St, Plymouth, MI 48170	0.4 mi	91 (3.4%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jul 19th, 2026
[Old Village CIA Boundary](#) - Jul 20th, 2025
[Old Village CIA Boundary](#) - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Rank	Name	Distance	Visitors (%)
1	 Crawford's 542 Starkweather St, Plymouth, MI 48170	0.2 mi	647 (26.8%)
2	 Taco Bell 409 N Main St, Plymouth, MI 48170	0.2 mi	261 (10.8%)
3	 VaporFi 640 Starkweather St, Plymouth, MI 48170	0.1 mi	260 (10.8%)
4	 Studio Neue 384 Starkweather St Unit A, Plymouth, MI 48170	0.2 mi	151 (6.3%)
5	 Plymouth Square 44421-44525 Ann Arbor Rd, Plymouth, MI 48170	1.9 mi	98 (4.1%)
6	 45001 Ford Rd Shopping Center 45001 Ford Rd, Canton, MI 48187	4.3 mi	98 (4.1%)
7	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	96 (4%)
8	 Jcw Properties Llc 416 N Main St, Plymouth, MI 48170	0.3 mi	96 (4%)
9	 Beneficial Skin and Body Care 640 Starkweather Road STE C, Plymouth, MI 48170	0.1 mi	87 (3.6%)
10	 Finders Keepers Vintage & Vinyl Store 192 W Liberty St, Plymouth, MI 48170	0.1 mi	86 (3.6%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jul 19th, 2026
[Old Village CIA Boundary](#) - Jul 20th, 2025
[Old Village CIA Boundary](#) - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

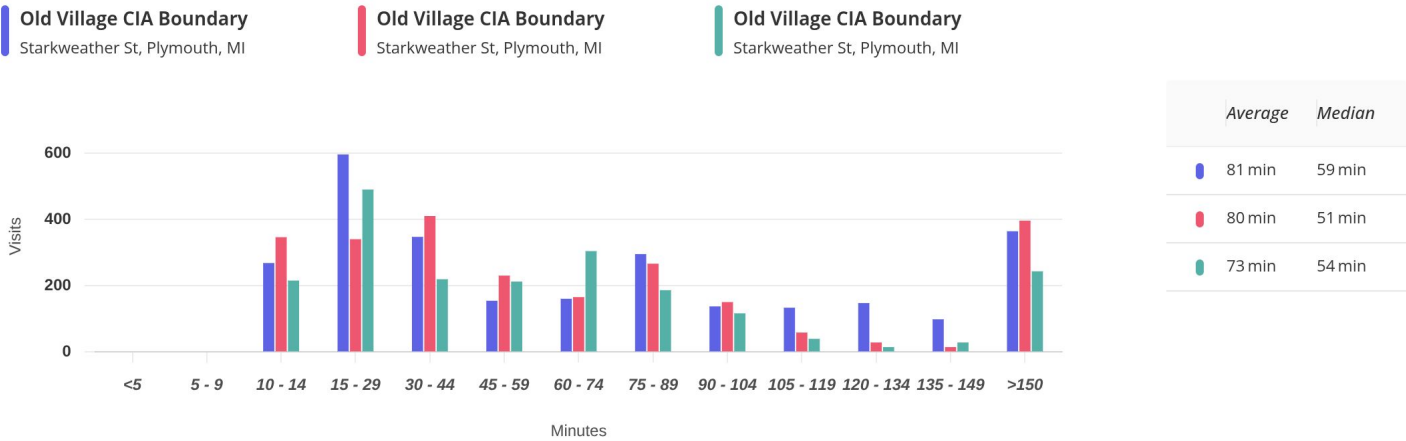
Rank	Name	Distance	Visitors (%)
1	 Crawford's 542 Starkweather St, Plymouth, MI 48170	0.2 mi	331 (15.9%)
2	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	180 (8.6%)
3	 Finders Keepers Vintage & Vinyl Store 192 W Liberty St, Plymouth, MI 48170	0.1 mi	177 (8.5%)
4	 VaporFi 640 Starkweather St, Plymouth, MI 48170	0.1 mi	166 (8%)
5	 Taco Bell 409 N Main St, Plymouth, MI 48170	0.2 mi	161 (7.7%)
6	 Dairy King 232 S Main St, Plymouth, MI 48170	0.7 mi	100 (4.8%)
7	 Tim Hortons 150 Plymouth Rd, Plymouth, MI 48170	0.3 mi	93 (4.5%)
8	 Barkers Pet Salon 746 N Mill St, Plymouth, MI 48170	0.1 mi	92 (4.4%)
9	 Marathon 402 N Mill St, Plymouth, MI 48170	0.2 mi	73 (3.5%)
10	 Emagine Entertainment 39535 Ford Rd, Canton, MI 48187	4.4 mi	72 (3.5%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jul 19th, 2026
[Old Village CIA Boundary](#) - Jul 20th, 2025
[Old Village CIA Boundary](#) - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visit Duration



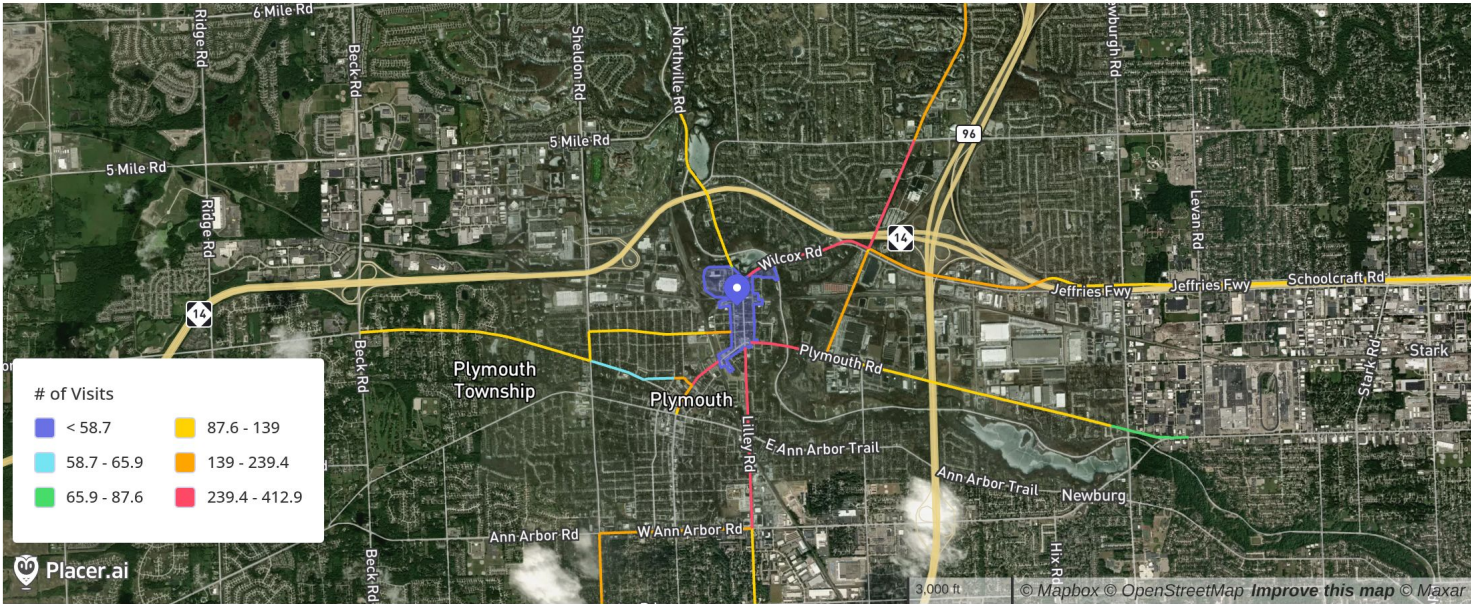
Visits
Old Village CIA Boundary - Jul 19th, 2026
Old Village CIA Boundary - Jul 20th, 2025
Old Village CIA Boundary - Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

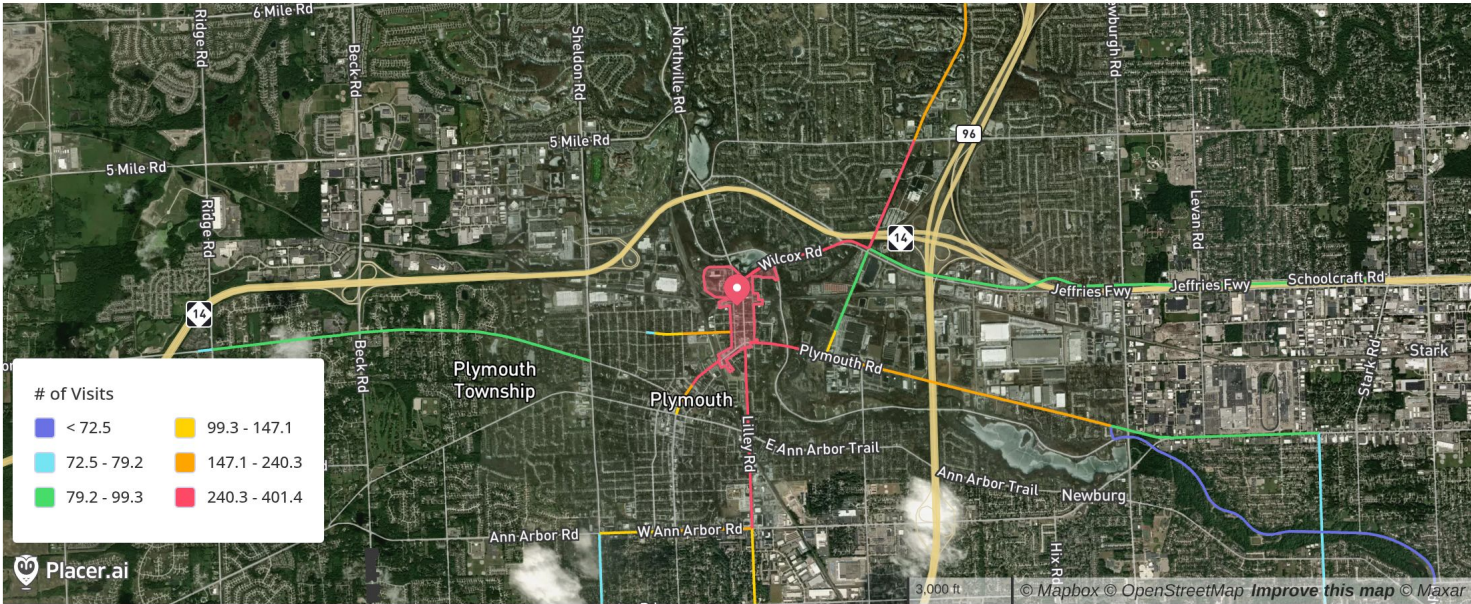
Journey Direction: To Property | Jul 19th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

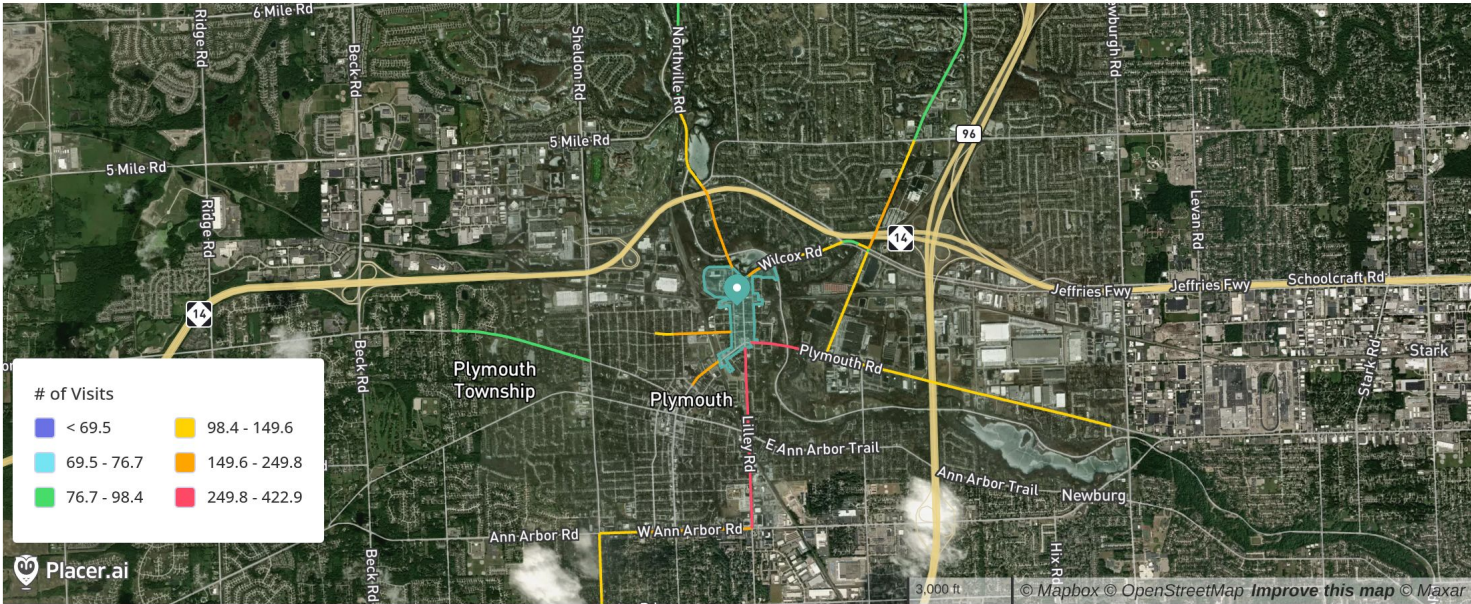
Journey Direction: To Property | Jul 20th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 21st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Plymouth Pride 24-26

Property:

OV

Old Village CIA Boundary

1165 Starkweather St, Plymouth, MI 48170

Jun 14 - Jun 14, 2026

OV

Old Village CIA Boundary

1165 Starkweather St, Plymouth, MI 48170

Jun 22 - Jun 22, 2025

OV

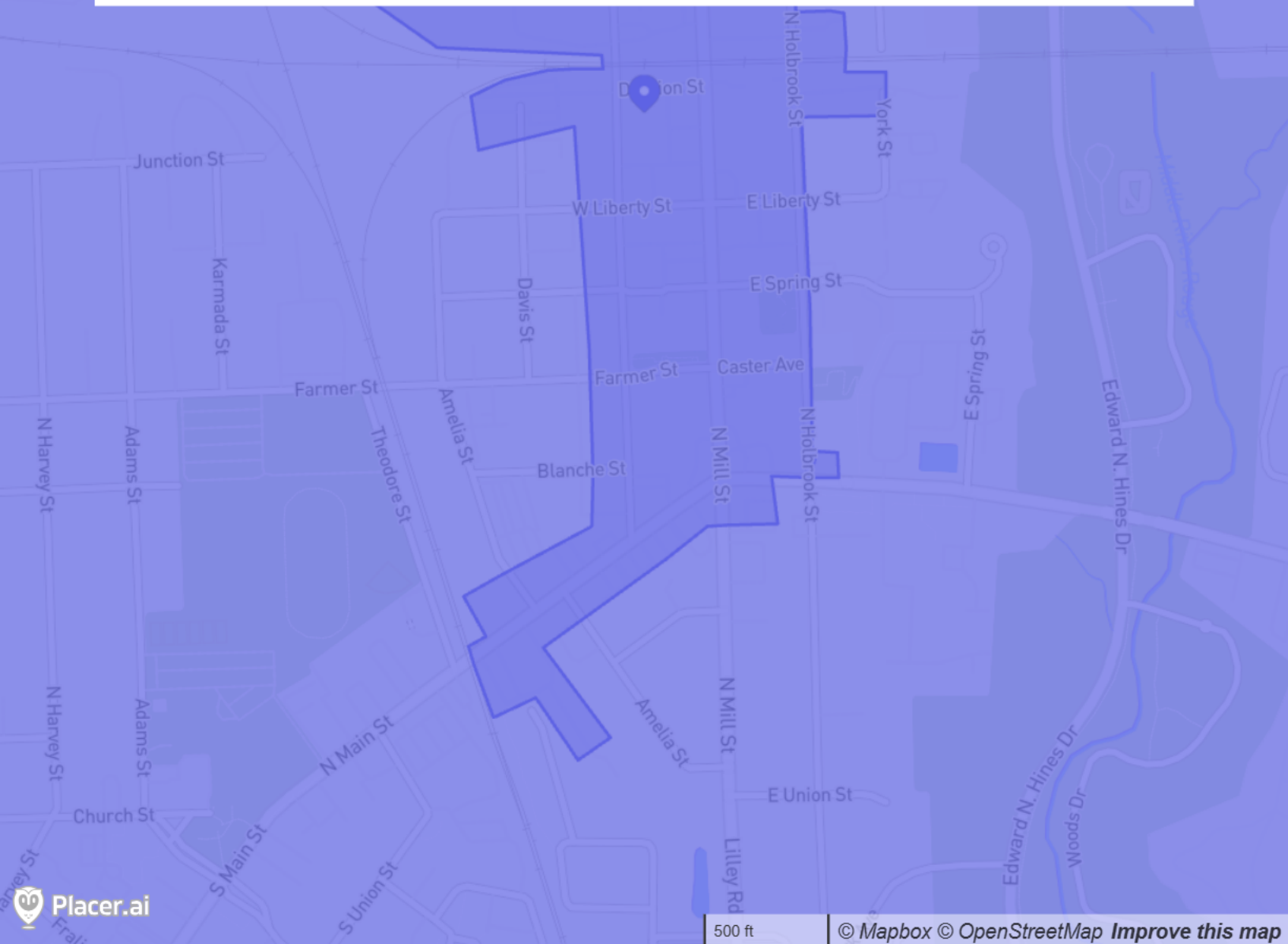
Old Village CIA Boundary

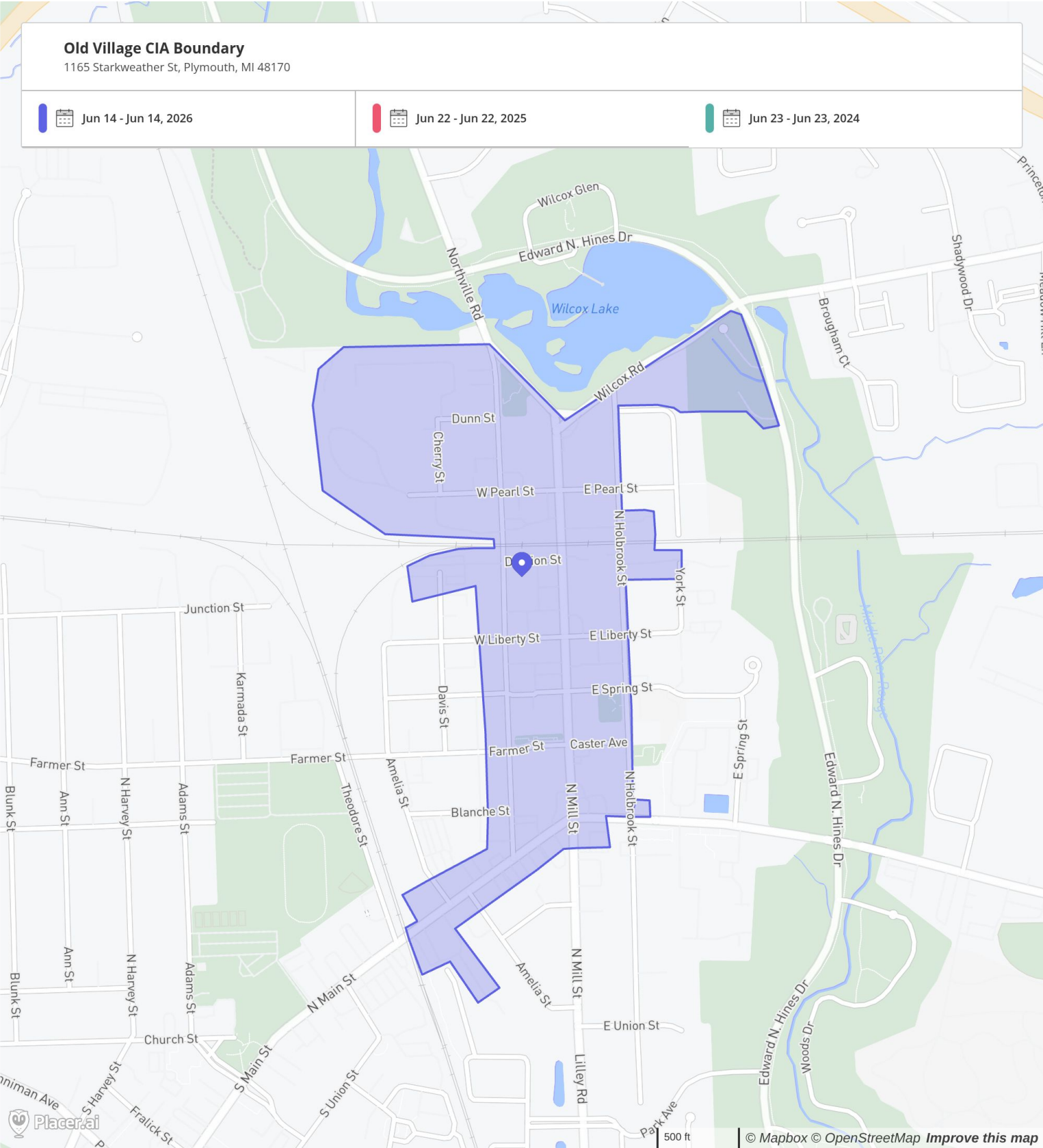
1165 Starkweather St, Plymouth, MI 48170

Jun 23 - Jun 23, 2024



Scan to view on placer.ai platform







Metrics

Metric Name	Old Village CIA Boundary Starkweather St, Plymouth, MI	Old Village CIA Boundary Starkweather St, Plymouth, MI	Old Village CIA Boundary Starkweather St, Plymouth, MI
Visits	3.7K	2.5K	1.8K
Visitors	3.7K	2.5K	1.8K
Visit Frequency	--	--	--
Avg. Dwell Time	82 Min	89 Min	79 Min
Panel Visits	279	154	92

Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Audience Overview

Summary

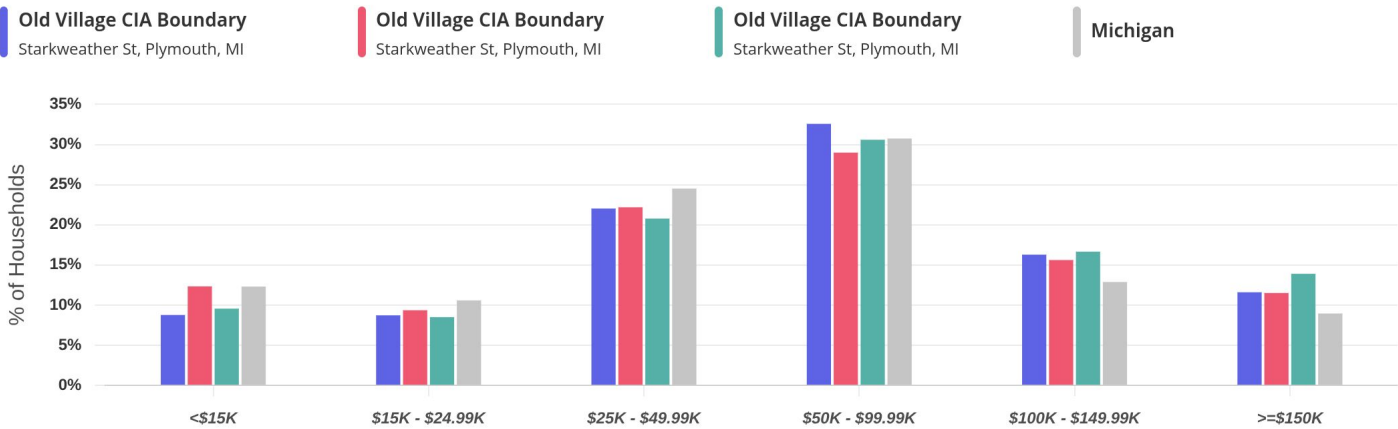
Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Old Village CIA Boundary Starkweather St, Plymouth,...	\$63.6K	40.2%	38.1	White (69.8%)	2.51
Old Village CIA Boundary Starkweather St, Plymouth,...	\$58K	37.8%	38.4	White (75.2%)	2.42
Old Village CIA Boundary Starkweather St, Plymouth,...	\$66.3K	41.1%	39.2	White (72.5%)	2.41
Michigan	\$53.2K	28.1%	39.1	White (75.5%)	2.55

Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





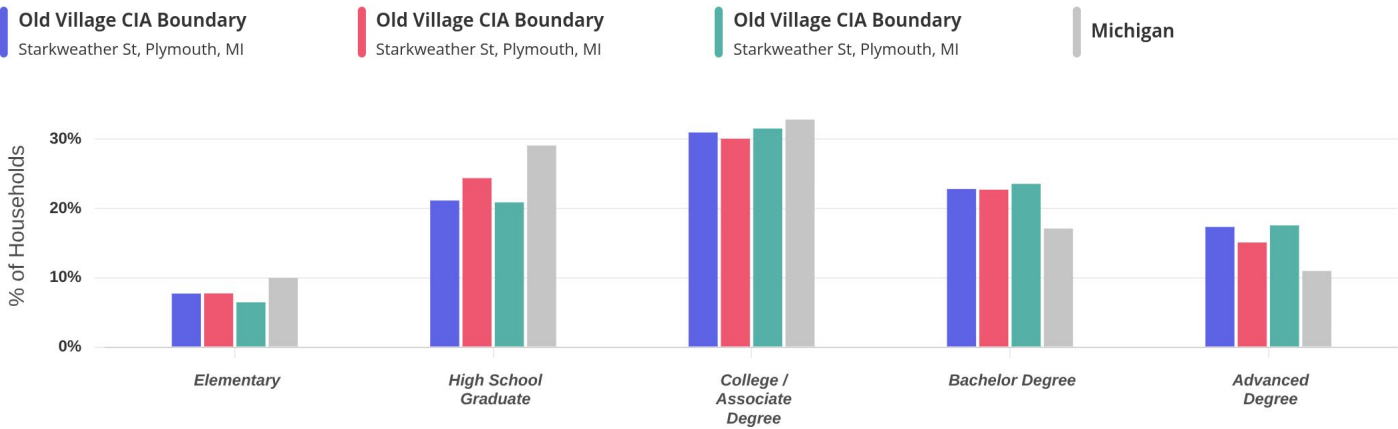
Household Income



Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Education

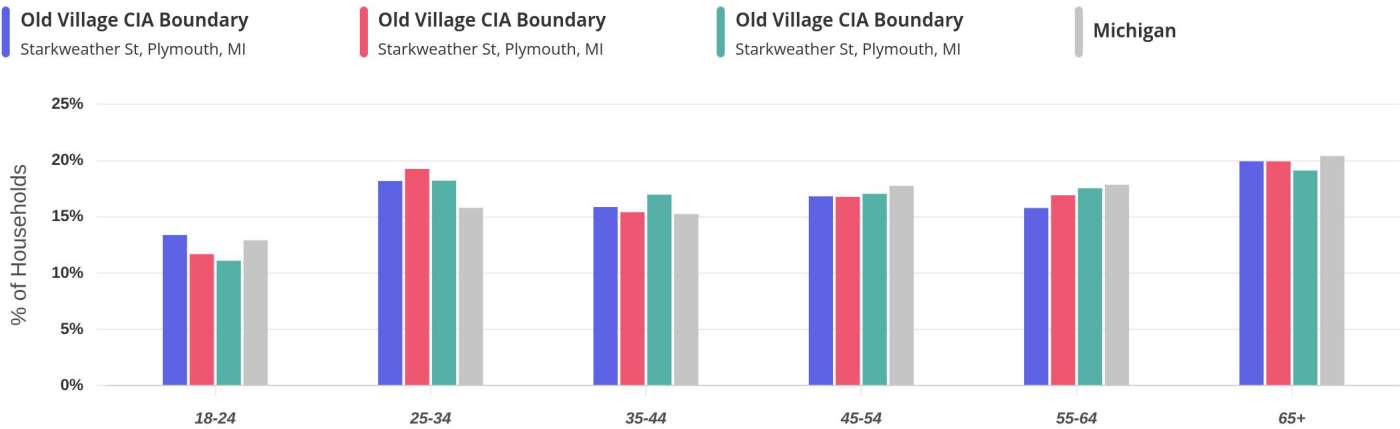


Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





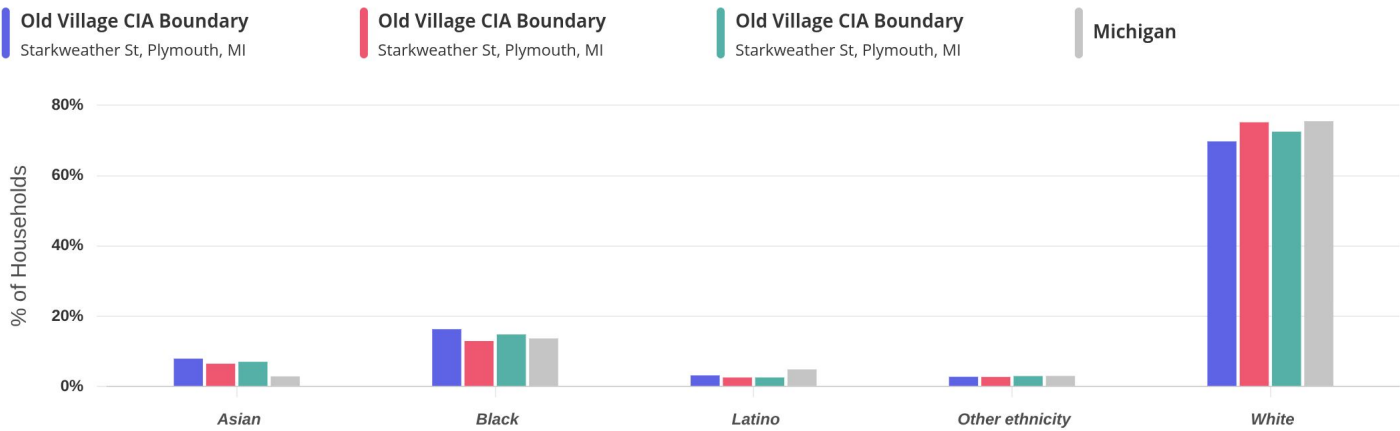
Age



Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

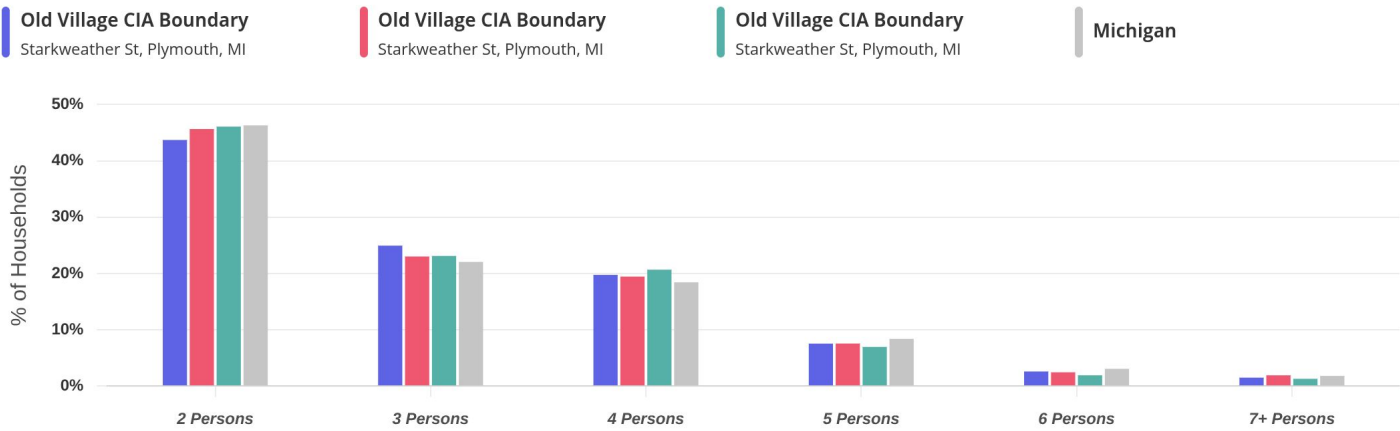


Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Household Size

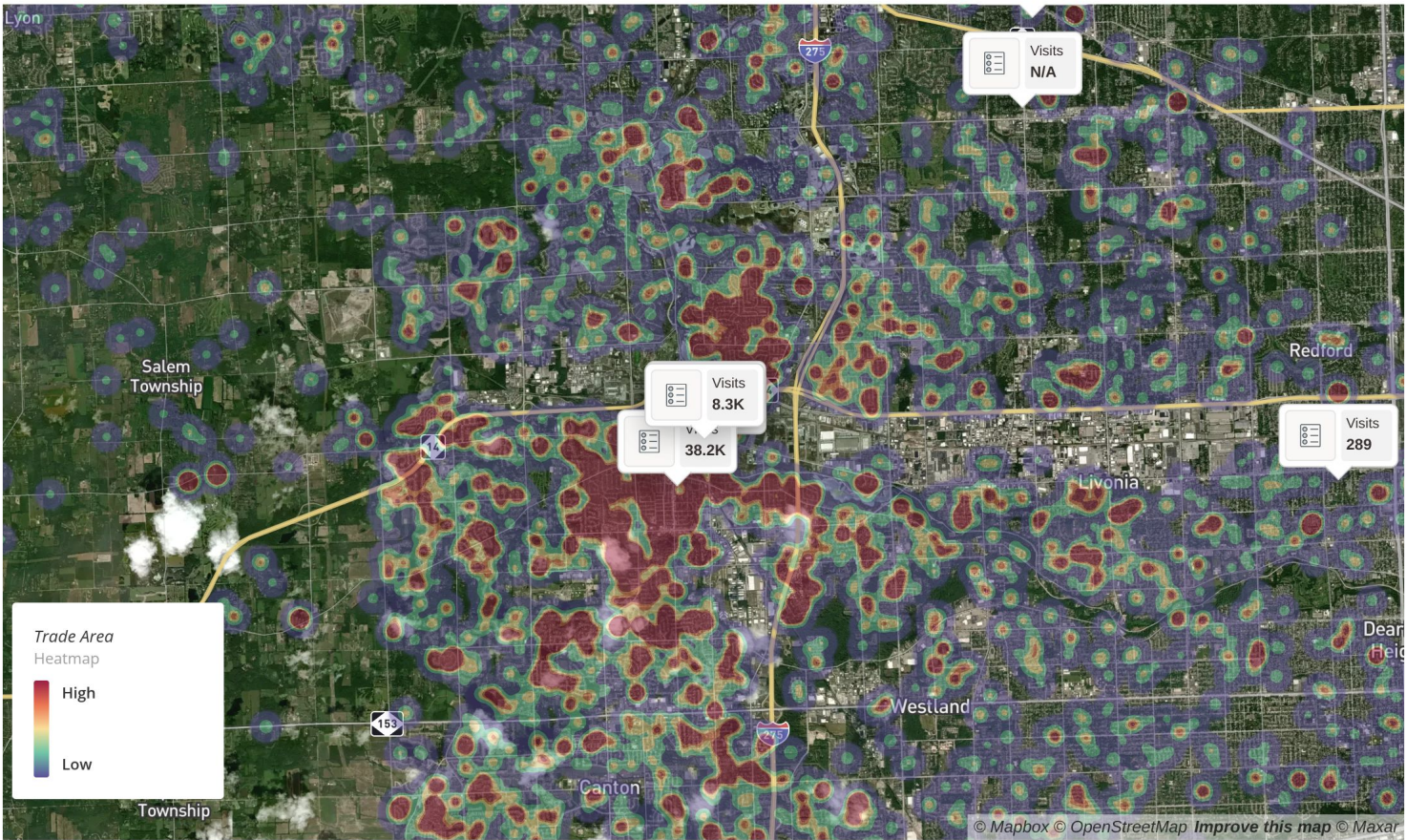


Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025 | Data Source: Census 2017
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



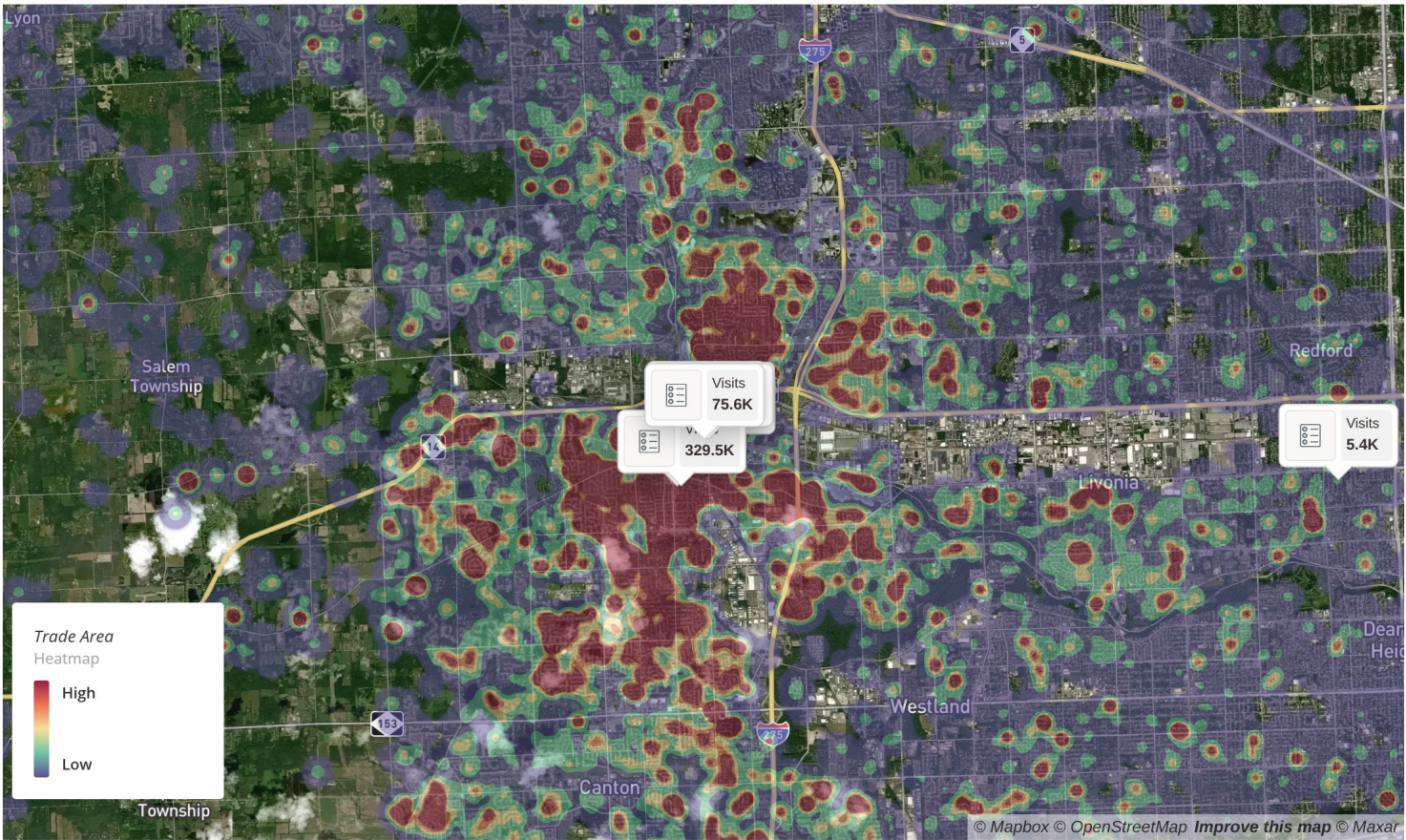
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jun 1st, 2026 - Jun 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



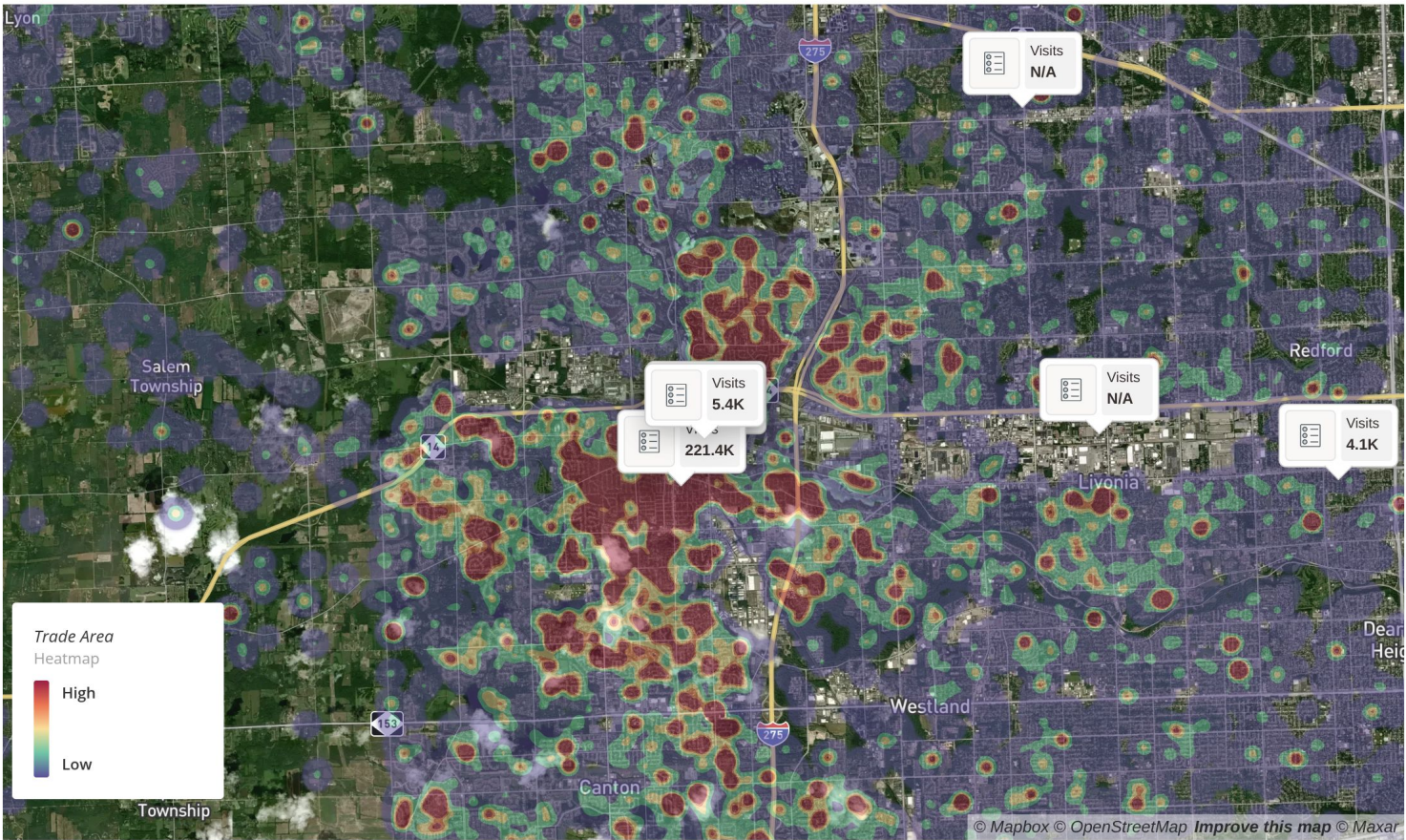
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



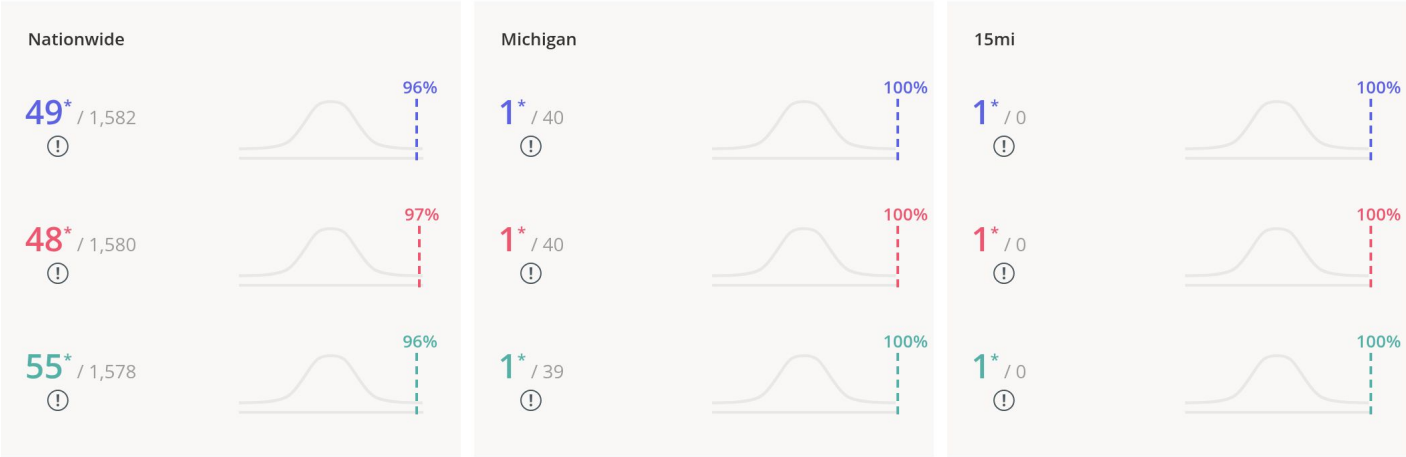


Ranking Overview

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Old Village CIA Boundary Jun 1st, 2026 - Jun 30th, 2026, Old Village CIA Boundary Jun 1st, 2025 - Jun 30th, 2025, Old Village CIA Boundary Jun 1st, 2024 - Jun 30th, 2024

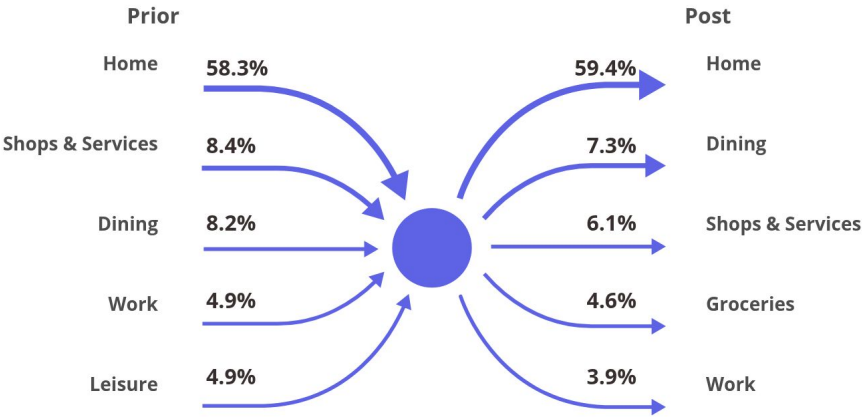
Category: Other | Visits
Old Village CIA Boundary - Jun 1st, 2026 - Jun 30th, 2026
Old Village CIA Boundary - Jun 1st, 2025 - Jun 30th, 2025
Old Village CIA Boundary - Jun 1st, 2024 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI

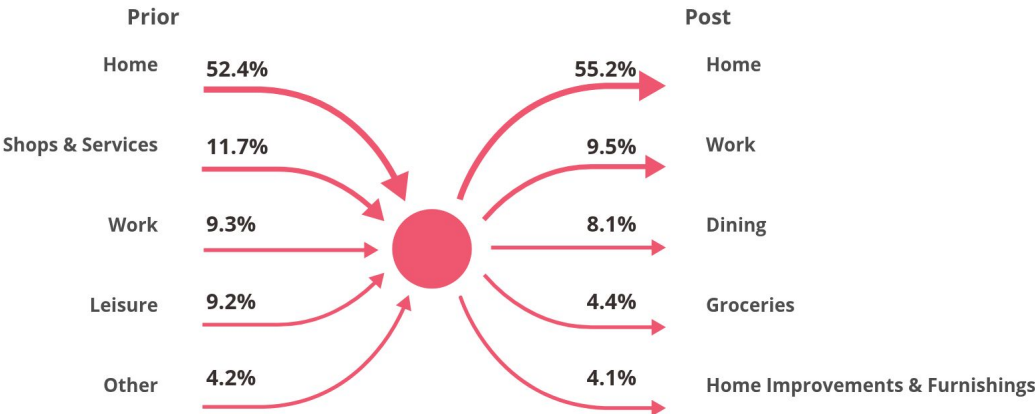


Show by: | Jun 14th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI



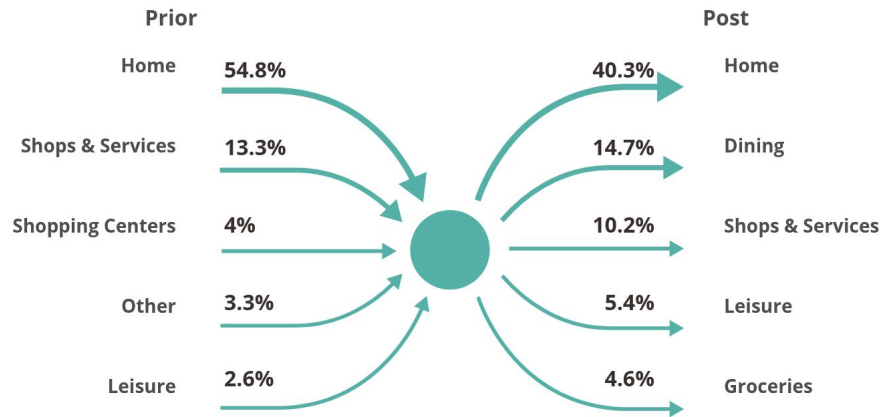
Show by: | Jun 22nd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Old Village CIA Boundary
Starkweather St, Plymouth, MI



Show by: | Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

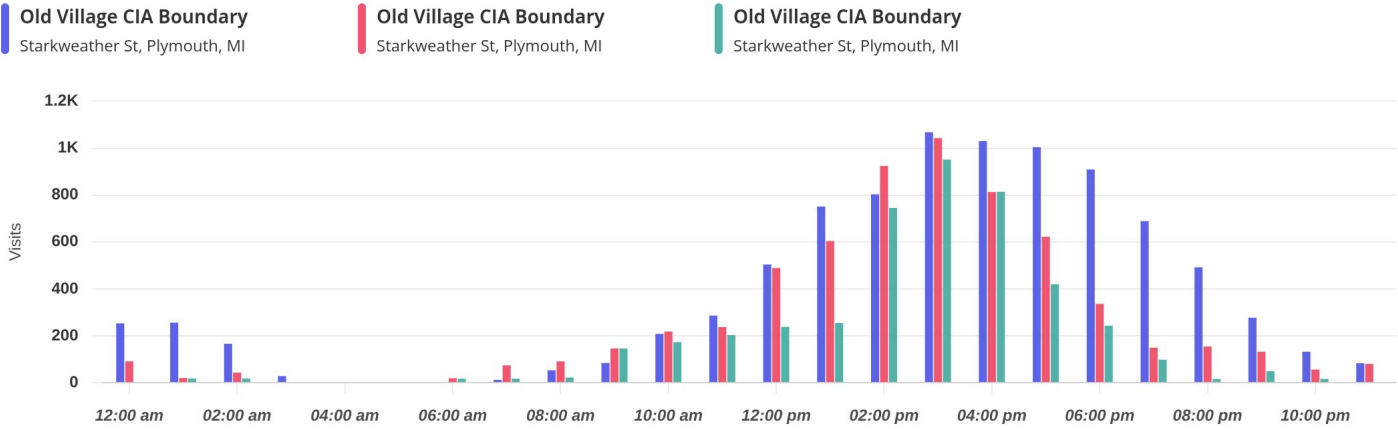


Visits
Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Hourly Visits



Visits

Old Village CIA Boundary - Jun 14th, 2026

Old Village CIA Boundary - Jun 22nd, 2025

Old Village CIA Boundary - Jun 23rd, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Rank	Name	Distance	Visitors (%)
1	 Taco Bell 409 N Main St, Plymouth, MI 48170	0.2 mi	399 (10.8%)
2	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	282 (7.6%)
3	 Crawford's 542 Starkweather St, Plymouth, MI 48170	0.2 mi	211 (5.7%)
4	 Studio Neue 384 Starkweather St Unit A, Plymouth, MI 48170	0.2 mi	185 (5%)
5	 Northville Village Center Shopping Center 17943 Haggerty Rd, Northville, MI 48168	2.7 mi	151 (4.1%)
6	 Ur World Studio 957 N Holbrook St, Plymouth, MI 48170	0.1 mi	148 (4%)
7	 VaporFi 640 Starkweather St, Plymouth, MI 48170	0.1 mi	141 (3.8%)
8	 Greco Title 340 N Main St, Plymouth, MI 48170	0.4 mi	133 (3.6%)
9	 Tim Hortons 150 Plymouth Rd, Plymouth, MI 48170	0.3 mi	122 (3.3%)
10	 Plymouth Square 44421-44525 Ann Arbor Rd, Plymouth, MI 48170	1.9 mi	117 (3.2%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jun 14th, 2026
[Old Village CIA Boundary](#) - Jun 22nd, 2025
[Old Village CIA Boundary](#) - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Rank	Name	Distance	Visitors (%)
1	 Crawford's 542 Starkweather St, Plymouth, MI 48170	0.2 mi	256 (10.2%)
2	 Taco Bell 409 N Main St, Plymouth, MI 48170	0.2 mi	224 (8.9%)
3	 Studio Neue 384 Starkweather St Unit A, Plymouth, MI 48170	0.2 mi	186 (7.4%)
4	 Marathon 402 N Mill St, Plymouth, MI 48170	0.2 mi	173 (6.9%)
5	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	142 (5.7%)
6	 Tim Hortons 150 Plymouth Rd, Plymouth, MI 48170	0.3 mi	128 (5.1%)
7	 Westborn Market 860 Penniman Ave, Plymouth, MI 48170	0.7 mi	128 (5.1%)
8	 Plymouth Square 44421-44525 Ann Arbor Rd, Plymouth, MI 48170	1.9 mi	119 (4.7%)
9	 VaporFi 640 Starkweather St, Plymouth, MI 48170	0.1 mi	105 (4.2%)
10	 J Dillon Realty 1175 Starkweather St, Plymouth, MI 48170	0.2 mi	98 (3.9%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jun 14th, 2026
[Old Village CIA Boundary](#) - Jun 22nd, 2025
[Old Village CIA Boundary](#) - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Rank	Name	Distance	Visitors (%)
1	 Ur World Studio 957 N Holbrook St, Plymouth, MI 48170	0.1 mi	105 (5.9%)
2	 Falcon Film Studios 340 N Main St, Plymouth, MI 48170	0.4 mi	104 (5.8%)
3	 Barkers Pet Salon 746 N Mill St, Plymouth, MI 48170	0.1 mi	103 (5.8%)
4	 Wilcox Recreation Area Plymouth, MI, United States	0.4 mi	86 (4.8%)
5	 Comari's On the Park 350 S Main St, Plymouth, MI 48170	0.8 mi	83 (4.7%)
6	 Building at 775 Davis St 775 Davis St, Plymouth, MI 48170	0.1 mi	83 (4.7%)
7	 McDonald's 220 Ann Arbor Road, Plymouth, MI 48170	1.4 mi	73 (4.1%)
8	 IKEA 41640 Ford Road, Canton, MI 48187	3.8 mi	73 (4.1%)
9	 Speedway 1066 N Mill St, Plymouth, MI 48170	0.1 mi	73 (4.1%)
10	 Meijer 37201 Warren Rd, Westland, MI 48185	4.4 mi	68 (3.8%)

Category: All Categories | Min. Visits: 1
[Old Village CIA Boundary](#) - Jun 14th, 2026
[Old Village CIA Boundary](#) - Jun 22nd, 2025
[Old Village CIA Boundary](#) - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



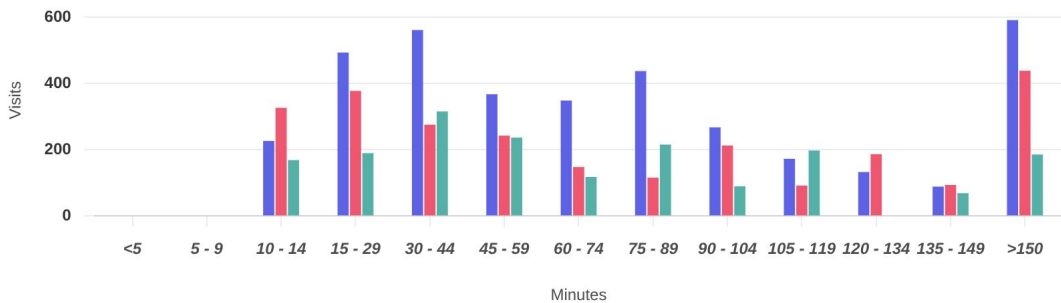


Visit Duration

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI

Old Village CIA Boundary
Starkweather St, Plymouth, MI



	Average	Median
Old Village CIA Boundary (Jun 14th, 2026)	82 min	68 min
Old Village CIA Boundary (Jun 22nd, 2025)	89 min	62 min
Old Village CIA Boundary (Jun 23rd, 2024)	79 min	59 min

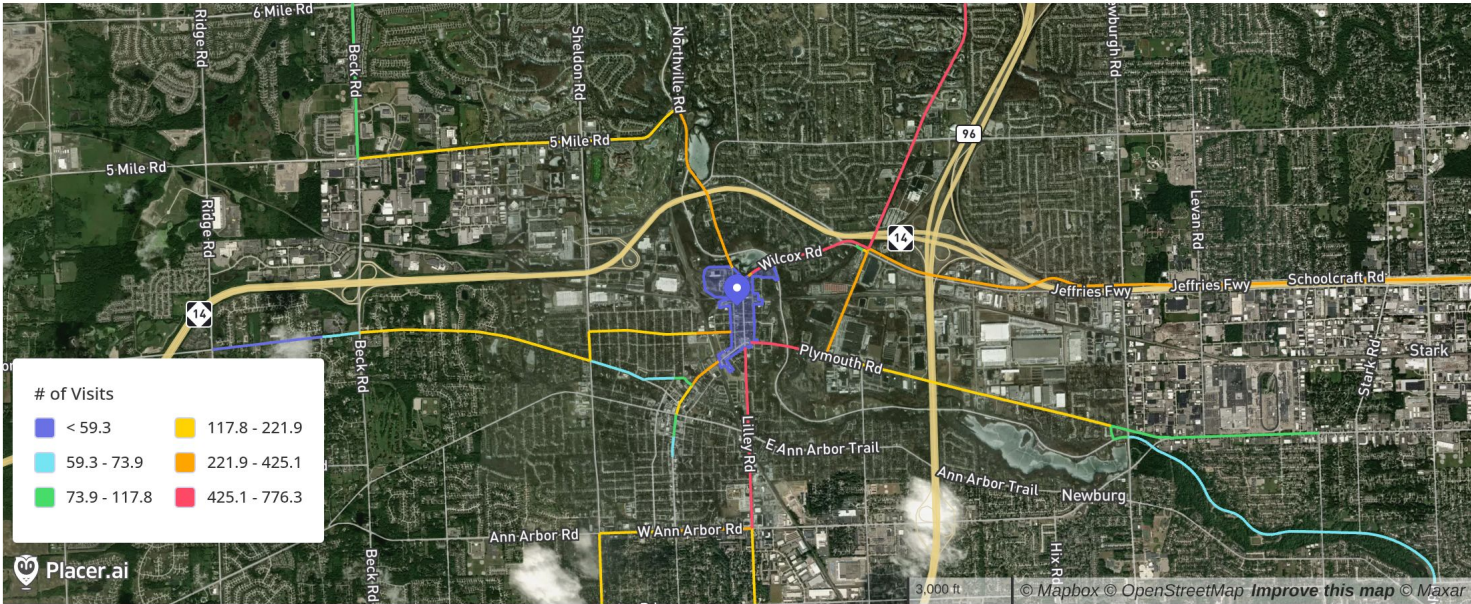
Visits
Old Village CIA Boundary - Jun 14th, 2026
Old Village CIA Boundary - Jun 22nd, 2025
Old Village CIA Boundary - Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

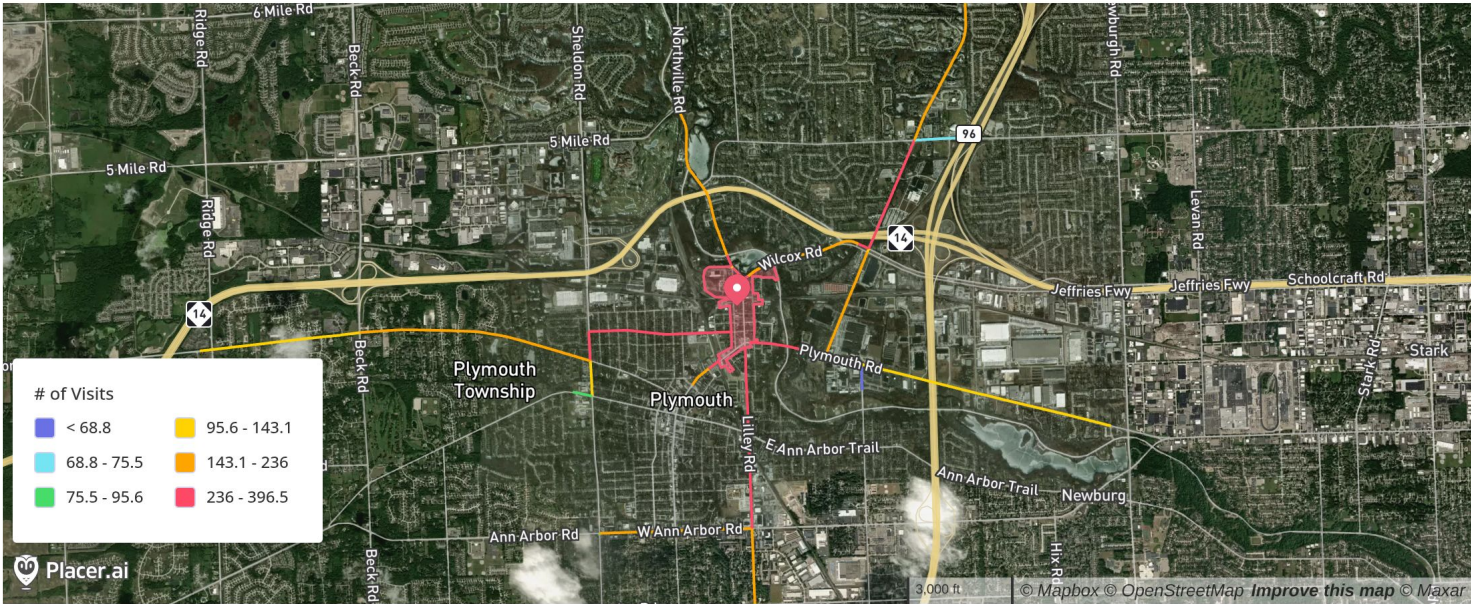
Journey Direction: To Property | Jun 14th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

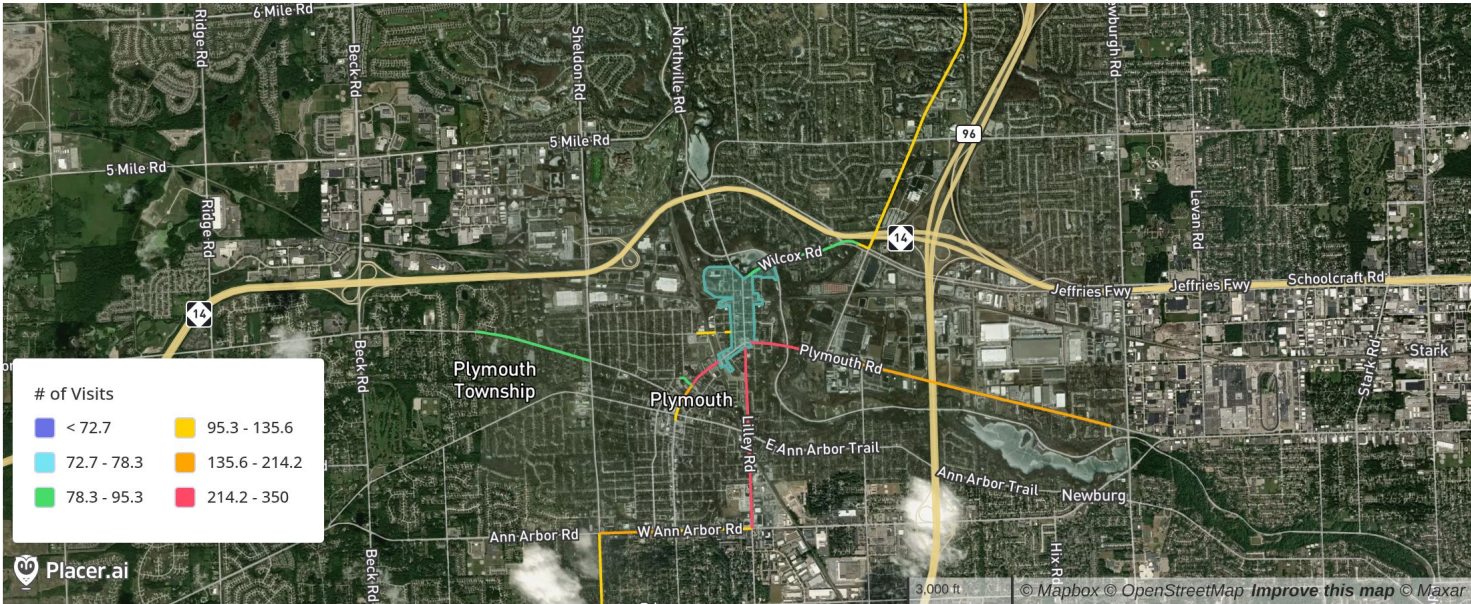
Journey Direction: To Property | Jun 22nd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Old Village CIA Boundary
Starkweather St, Plymouth, MI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jun 23rd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

