



North Shore Market Analysis & Request for Qualifications (RFQ) Gladstone, MI

In 2018, Place + Main Advisors were contracted with the City of Gladstone and the Gladstone Downtown Development Authority (DDA) to create a market analysis and marketing materials for the city's premiere redevelopment property, the North Shore. Place + Main Advisors created two-stage market analysis for the City of Gladstone which included general demographics, market conditions and trends, and a retail gap analysis to benefit the entire DDA area. The analysis also included specific recommendations for the North Shore property itself, including a mix of residential uses ranging from single family to stacked condos to senior housing or multi-family apartments. Additionally, Place + Main Advisors created several specific marketing pieces for the city to use for recruiting a qualified developer to the site. These materials included a two-page flier format, an eleven-page Request for Qualifications (RFQ), and a promotional video using drone footage of the site.

