



The City of Howell, Michigan, is a growing city with exciting development opportunities. Located in Livingston County, Howell is an award-winning downtown situated on M-59 and I-96, two major highways in the State of Michigan. We are just a 30 minute trip to Ann Arbor, 30 minutes to Lansing, and 1 hour to Detroit, giving us easy access to the resources available in these three major cities. Between new businesses coming to our downtown, completing significant expansion projects in our industrial park, and Cleary University expanding their programs and housing space just down the road, the City of Howell is ready for investment.

I would like to take a moment to share with you three reasons to consider locating in Howell:

**Vibrant Business Community** – The business community in Howell is diverse, including businesses of all sizes from every industry sector. The City of Howell has successful relationships with businesses of all sized, from corporations like Thai Summit America Corporation to locally owned businesses like the Heart of Howell, a recently completed redevelopment project now home to six local businesses.

**Economic Incentives** – Howell is in the process of becoming a Redevelopment Ready Community, and as such we are able to offer incentives through our Downtown Development Authority and Main Street Program, Community Development Block Grants, PA 198, and more.

**Form-Based Code Zoning** – Howell recently adopted a Form-Based Zoning Districts into our Master Plan in order to promote new investment opportunities in the city.

Howell’s population has risen 20% since 1990. This steady population increase has made downtown space highly desirable. For example, Frontal Lobe Coworking opened its doors downtown in 2014 in response to the city’s need for a collaborative, open concept work environment. Frontal Lobe is now at capacity with a waiting list after recent renovations to their space. There isn’t a vacant residential rental property in our downtown, and we continue to receive more and more requests for mixed use development buildings.

Lastly, businesses that locate in the City of Howell will enjoy the support of an energetic and experienced business service provider community. The logos of those organizations are listed below to signify their support of our efforts.

Please contact Tim Schmitt at the City of Howell with your development proposals. Tim can be reached at (517) 546-3861 or [TSchmitt@cityofhowell.org](mailto:TSchmitt@cityofhowell.org) . Thank you for your time, and we look forward to meeting you.

Sincerely,

Nick Proctor  
Mayor, City of Howell





# Life in Howell

The City of Howell offers a fantastic quality of life. Downtown Howell is honored to be named as a Nationally-Accredited Main Street Program, as well as a semi-finalist in the 2018 Great Main Street Awards. From our farmers market, to the Melon Festival, to our internationally renowned Michigan Challenge Balloonfest, there is always something to do in Howell.



Interested in the arts? Howell From downtown's regular music events and art exhibits to the Community Theatre of Howell's high-quality productions, the arts take center stage in Howell. The historic Howell Opera House—home to the Livingston Arts Council—serves as downtown's arts hub, regularly hosting artists and performers.

Ready to get outdoors? Howell is situated in the midst of an abundance of recreational land and water. The Tour de Livingston bike ride starts and ends downtown, and attracts more than 750 participants every year. There are over 20,000 acres of state parks, Metro parks, recreational areas, game areas and high-quality natural areas, and 12,300 of rivers and lakes, including Lake Thomson right downtown.



# 214 NORTH WALNUT

## FORMER HOLKINS PROPERTY

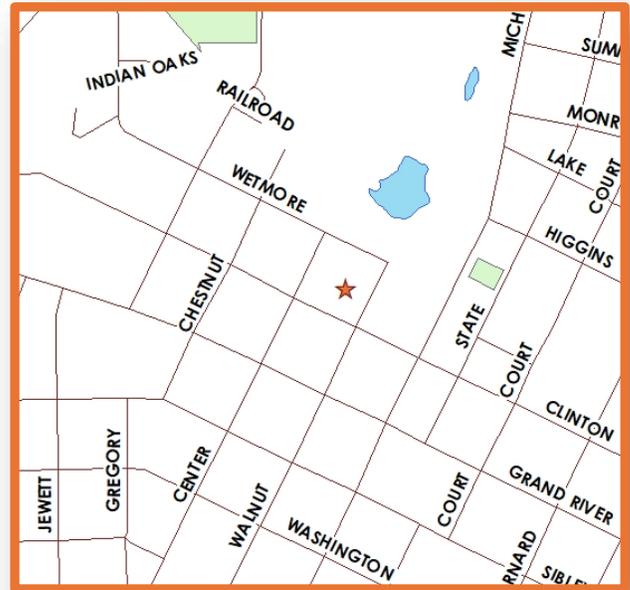
**Zoning:** B-2, General Business. Site will likely be rezoned as CBD, Central Business District

**Lot Size:** 264 x 264 (1.6 acres)

**Owner Information:**

*Eastern Half*  
Joe Parker, Howell Land Development  
[jparker@cbmachinery.com](mailto:jparker@cbmachinery.com)  
(248) 264-9800

*Western Half*  
Kathleen Zaenger, Howell Carnegie District Library  
[zaenger@howelllibrary.org](mailto:zaenger@howelllibrary.org)  
(517) 546-0720 ext 112



[Click for Additional Site Information](#)



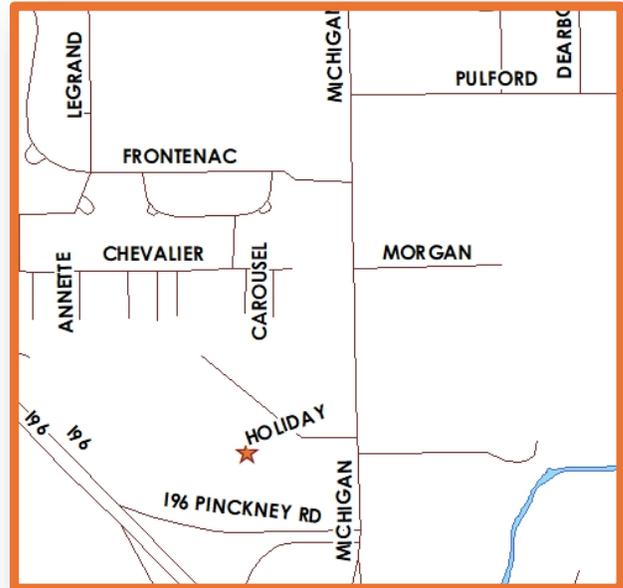
# 125 HOLIDAY LANE FORMER HOLIDAY INN EXPRESS

**Zoning:** SMD, South Michigan Avenue  
Form Based Code District

**Lot Size:** 13.85 Acres (Irregularly  
shaped)

**Owner Information:**  
Jappaya Development  
Kevin Jappaya  
[kjappaya@kjcr.com](mailto:kjappaya@kjcr.com)  
(248) 851-8900

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# 251 MASON ROAD

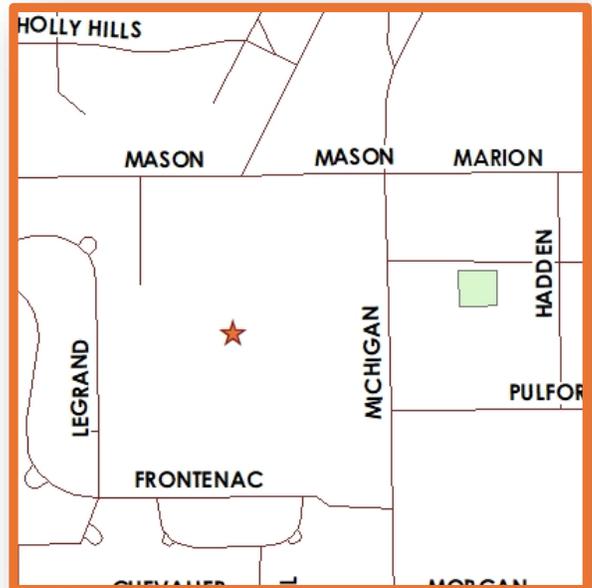
## FORMER ALPHA TECH

**Zoning:** I-1, Light Industrial. *Site will likely be rezoned as SMD, South Michigan Avenue Form Based Code District*

**Lot Size:** 14.12 Acres (Irregularly shaped)

**Owner Information:**  
Brio Development  
Stan Brish  
[stan@briodevelopment.com](mailto:stan@briodevelopment.com)

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**Vision:** The site is adjacent to a mobile home park and the City's form based code district for South Michigan Avenue. It is currently zoned I-1, Light Industrial to allow the limited warehousing uses to continue on site. However, given the location of the property and the adjoining uses, future development on the site could consist of residential, commercial, or even modern light industry/technology uses. An ideal scenario would be a mixed use project, incorporating additional properties along Michigan Avenue, with retail and residential sharing the same site and/or buildings. Design must be consistent with the City's Form Based Code district.



# 904 EAST CLINTON

## FORMER CAR WASH

**Zoning:** B-2 General Business Site has potential to be rezoned for residential

**Lot Size:** 1.25 Acres  
(Irregularly shaped)

**Owner Information:**  
Russell Springborn

**Contact:**  
Sam Gerardi  
(810) 626-8839

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## City of Howell Marketing Strategy

The City of Howell’s marketing efforts are spearheaded by the work in our award winning downtown. Howell Main Street, Inc. and the Downtown Development Authority lead the efforts to promote the City through downtown events, business recruitment, and beautification efforts in the core downtown and two of the main commercial corridors in the City, South Michigan Avenue and East Grand River Avenue. The efforts of the Main Street and DDA are more specifically outlined in the Economic Development Strategy white paper, and in the attached marketing documents.

In conjunction with Ann Arbor SPARK, the City’s economic development partner, and the Michigan Economic Development Corporation, additional marketing of specific sites occurs as needed. We have included two sites outside of the DDA district in our Priority Sites listing and will continue to utilize this opportunity through the MEDC for sites that are somewhat less prominent in the City. SPARK brings up the City of Howell sites and opportunities as needed and possible in their meetings with potential new corporate citizens. Our current Priority Sites include the [Alpha Tech site](#), the [Clinton Street Carwash](#), the [Holiday Inn](#), and the [Holkins/Library](#) Property.

Outside of the DDA areas, marketing needs are less pressing at this time, as the City has a low vacancy rate. The remaining commercial sites on M-59 on the north side of town are under construction and the residential properties are strongly selling after having undergone a substantial downturn in the Great Recession. The City will continue to monitor commercial occupancies on the north side of town and assist properties where we can in terms of attracting new tenants, but at this time, there are no specific efforts underway in that portion of town.

Industrial areas in Howell are almost 100% built out as well and contain several large property owners taking up the majority of the space. As buildings have vacancies, the City can assist property owners with attracting tenants as necessary. As discussed in the Economic Development strategy, the City does have some tools available to assist new industrial tenants.

