City of Ypsilanti
Downtown Development Authority
Market Analysis Report



Photos courtesy of Destination Ann Arbor & Ypsilanti DDA

2026 City of Ypsilanti Downtown Development Authority Market Analysis

DRAFT

This plan was prepared by the Ypsilanti Downtown Development Authority (YDDA) District Vitality Committee with support from the City of Ypsilanti Community Services Department.

YDDA District Vitality Committee: Colleen Kennedy, Kristine Nash Wong, Brian Jones Chance
YDDA Staff: Elize Jekabson, Danya Youssef-Agha
City of Ypsilanti Staff: Catherin Jones, Joe Meyers, Jeremiah Brown

Table of Contents

Analysis Overview — Page 3
Storefront Vacancy Overview — Page 4
Downtown Business Makeup — Page 5-7
Market Gap Analysis — Page 8-9
Concerns — Page 9
Goals — Page 10
Conclusion — Page 10
Future Action Blueprint — Page 10-11
Appendix — Page 13-15
Sources — Page 16

YPSILANTI DDA Downtown Development Authority

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Ypsilanti Downtown Development Authority (YDDA) Market Analysis Overview

Downtown Ypsilanti is a walkable urban commercial district comprising three unique DDA districts: the City of Ypsilanti's Downtown, West Cross Street, and Historic Depot Town. Based on an existing inventory of occupied storefronts, the downtown core supports 209 active businesses across 19 categories of use. The data demonstrates a lively, service-oriented district with a strong food and beverage culture, a growing arts and cultural scene, and deep roots in health and personal care. It also highlights significant gaps that, if targeted strategically, could boost daytime economic activity, retail identity, and overall market position. This plan is a vision for the future of the DDA districts and future business corridors. The recommendations in this analysis may require changes to zoning and other city regulations. This is one piece of building a vibrant business economy. Other factors such as population decline, crime, university enrollment numbers, addressing deffered maintenance, physical infrastructure restraints, and the broader economic landscape must also be taken into consideration to reach this vision.







This report analyzes parcels, storefront occupancy, vacancy conditions, second-floor utilization, and business mix across the three DDA Districts: Downtown, Depot Town, and West Cross. This report outlines a vision for what our DDA districts could be.

Ypsilanti's downtown districts have a strong restaurant, salon, and niche retail presence but are weak in daily-life infrastructure and high-frequency uses. It functions well as a destination, but not yet as a complete neighborhood. The goal is to fill storefronts and build businesses within the City of Ypsilanti growing a vibrant, diverse, and resilient local economy.

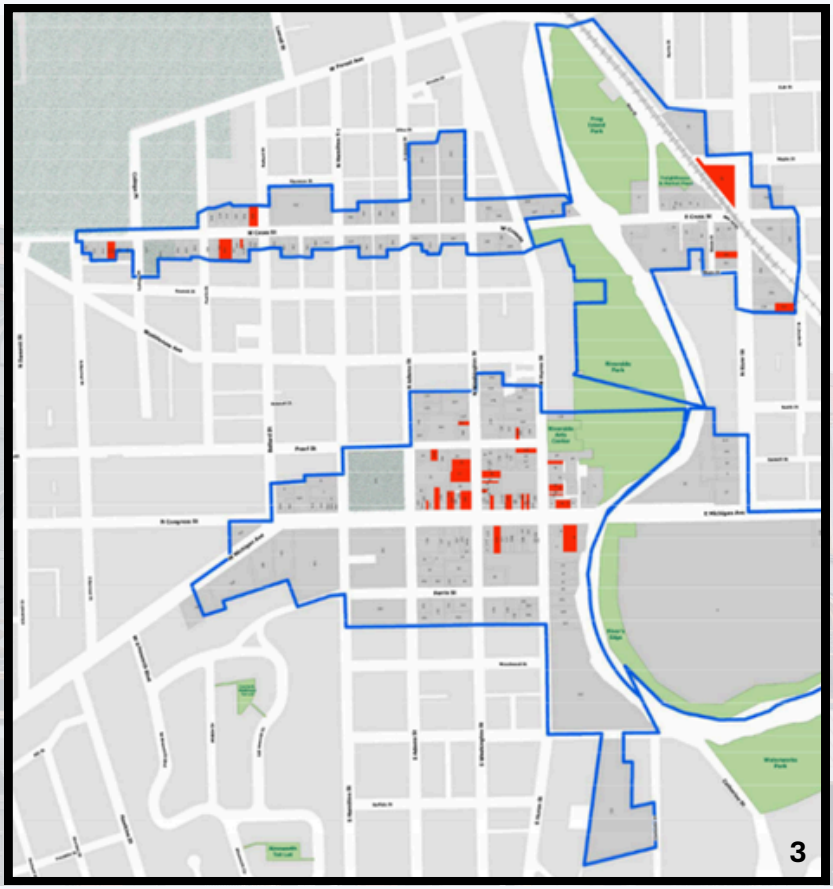
Total Parcels: 291

Total Storefronts: 209

Vacant Storefronts: 36

A mapped inventory of vacant storefront locations is available to support spatial analysis and redevelopment planning.

Source: City of Ypsilanti Building Department Records



Storefront Vacancy Overview

Vacancy Rate: 17.2%

A healthy downtown business vacancy rate is between 5% and 8%[1]. The City of Ypsilanti's vacancy rate is approximately 17.2%. The vacant storefronts vary significantly in readiness for occupancy. 22 are ready to lease. Four need some work, depending on their use for occupation. Eleven properties need extensive work for redevelopment, and there is one property that is in unknown condition. Given that this is the first concerted effort to comprehensively track vitality, staff will continue to monitor the properties to see what they become or whether they remain vacant in the coming years.

Vacancy Marketing

A majority of vacant spaces are not being actively marketed as available for occupancy:

- Listed Online (Sale/Lease): 6 (16.6%)
- Listed with Phone Number On-Site: 2 (5.6%)
- Recently Obtained (Ownership Transition): 4 (11.1%)
- Not Listed for Sale or Lease: 24 (66.7%)

Second-Floor Utilization

Second-floor space represents a significant opportunity to increase density and economic activity across all three of our DDA Districts. There are 170 second-floor spaces, and 75 buildings have no second floor.

Total Second-Floor Spaces: 170

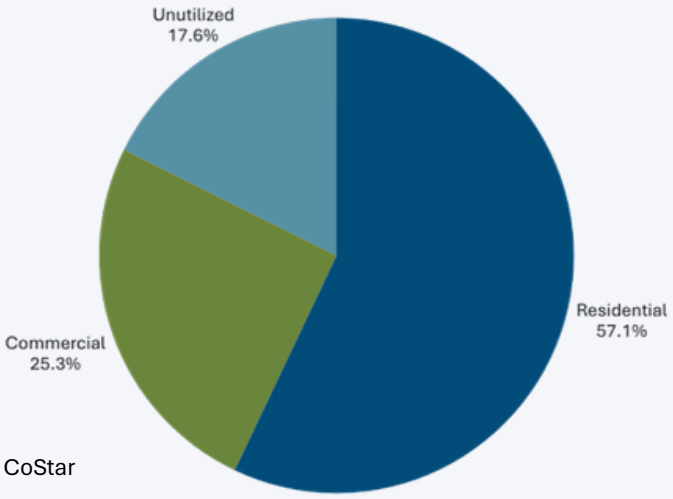
Usage Breakdown

Residential: 97 (57.1%)

Commercial: 43 (25.3%)

Unutilized: 30 (17.6%)

Source: City of Ypsilanti Building Department Records, CoStar



Key Insights

- Vacancy Rate (17.2%) indicates moderate opportunity for business and housing development
- High Share of Unlisted Vacancies (68.6%) suggests limited market transparency and potential barriers to entry for new businesses and residents, and the need for the promotion of reactivating unused space
- Strong Food & Beverage and Retail Presence support an active downtown environment
- Second-Floor Underutilization (17.6%) presents a clear opportunity for residential or commercial expansion
- The DDA districts contain a diverse makeup of businesses but may benefit from targeted recruitment
- Building daytime foot traffic through office tenants, fitness, breakfast concepts, and additional services to what already exists would stabilize weekday performance and improve the viability of all existing businesses

Opportunities & Recommendations

- **Activate Vacant Storefronts:** Encourage property owners to list spaces and improve visibility through centralized listings or DDA-supported platforms
- **Second-Floor & Storefront Development Incentives:** Promote residential and commercial buildouts to increase density and foot traffic
- **Targeted Recruitment:** Focus on underrepresented categories or complementary uses to strengthen district cohesion
- **Vacancy Condition Improvements:** Prioritize the rehabilitation of problem spaces to expedite activation
- **Data Enhancement:** Continue tracking vacant properties, including previous tenants, to inform recruitment strategies

DDA Business Make-up



The City of Ypsilanti has a solid, diverse mix of businesses, with a few notable gaps and underrepresented categories.

An opportunity exists to utilize upper-floor units for various purposes, such as pop-ups/temporary retail, artist residencies, small-business incubators, or live-work units. Continued effort is needed to encourage the redevelopment of upper-story units.

The Ypsilanti downtown corridors have businesses but lack the right mix to fill time-of-day gaps. It bears mentioning here that the districts need both.



Here is a detailed breakdown of what exists in Ypsilanti's three downtown districts:

Food & Beverage - 44 Businesses



Food and Beverage is the largest sector, followed by retail, then health, beauty, and wellness. Together, these three categories account for 67% of all occupied ground-floor commercial space in the downtowns. Food and beverage is the backbone of the district's evening and weekend economy. The districts have genuine dining density. The restaurant roster is notably diverse. The coffee shop cluster provides daytime traffic anchors. Many bars and venues add evening and local-music draw. The food ecosystem is mature and locally owned, a genuine differentiator to surrounding suburban corridors. A strength of the food and beverage mix is its multicultural, independent nature. This is a strong competitive advantage and a core part of downtown Ypsilanti's identity.

Ypsilanti is still missing a few formats and portions of the day, including breakfast/brunch-focused restaurants, Fast-casual lunch spots, Late-night food (non-bar), and a Food Hall. Cuisines that are not currently represented are Japanese, Mediterranean, & a deli or sandwich shop.



Retail - 39 Businesses

Retail is the district's second-largest sector but also its most fragmented. Antique and vintage stores lead all retail subtypes, reflecting Ypsilanti's strong vintage identity. Bookstores, gift shops, and thrift stores round out the retail environment and fill some stated gaps. Specialty retail includes novelty, clothing, and shoe stores, as well as a fishing supply store — signaling a downtown that skews toward the niche and independent. Some gaps include electronics or technology stores, home goods or furniture, kitchen supply or cooking stores, and kids and baby retail. People still have to leave the districts for basic shopping needs.

Fitness, Beauty & Wellness - 30 Businesses



Hair salons and barbershops make up over half of this category. This is the most concentrated sector in downtown by individual business type. Tattoo shops, pharmacies, and specialty health services round out the sector. The sector generates foot traffic but is dominated by appointment-based services with limited spillover retail effect. A single boutique gym and a few medical facilities suggest limited primary care or fitness infrastructure for the cities's residential and working population. However, the recent opening of the Ypsilanti Health Center by Michigan Medicine at MIHQ has filled much of the need for primary care. A gym with extended hours is a gap. There are no physical therapy, rehabilitation, or nutrition services. This misses out on high-frequency repeat visits from residents and visitors alike.

Everyday Convenience & Daily Needs

These are critical for making downtown a live-work-play community, not just a place people visit occasionally. Without these conveniences, residents will still need to leave downtown for basic needs. There are two grocery stores and a pet supply store. This is a notable area for growth.

Art, Culture, & Entertainment — 20 Businesses

Ypsilanti's arts sector punches above its weight for a city of its size. The district has galleries, artist studios, museums, dance studios, interactive entertainment venues, a library, and a nonprofit community art center. The interactive entertainment cluster draws regional visitors and adds a participatory dimension to the evening economy.

A small music venue anchors the live performance segment. Its limited capacity relative to the district's creative identity and its proximity to the campuses of Eastern Michigan University, and the University of Michigan leaves room for growth.

An expansion opportunity is experiential and entertainment destinations such as a movie theater, bowling alley, arcade/barcade, live performance theater, comedy club, and indoor recreation (climbing gym, pickleball, etc.) These gaps limit Ypsilanti's evening and regional draw, aside from its vibrant bar scene.





Family & Youth

The mix of businesses in the districts is heavily adult-oriented. An increase in family & youth-oriented uses, such as an indoor play space, a family entertainment center, additional youth programming, and museums or learning spaces, would make our downtown spaces more attractive to families during the daytime and on weekends. Families are key to the stability of a thriving downtown and can increase both daytime and weekend traffic.

Professional & Business Services — 20 Businesses

The professional services sector is functional but modest. Printing services, financial services, and real estate agencies are the leading subtypes. Two co-working spaces (BOS and SPARK) provide early-stage support infrastructure for businesses, and now, with a third at the MIHQ innovation campus, the expansion is attracting life sciences and technology startups. Two banks and one credit union provide basic access to financial services. The overall concentration of professional services is limited, suggesting a lack of daytime office worker density. Daytime density typically increases lunch, coffee, and errand traffic. Ypsilanti has few foot-traffic generators. There are also not many major employers in the DDA districts of the City. Attracting mid-size office tenants, tech/startup offices, and corporate or institutional satellite offices could improve this.

Housing-Supporting Services

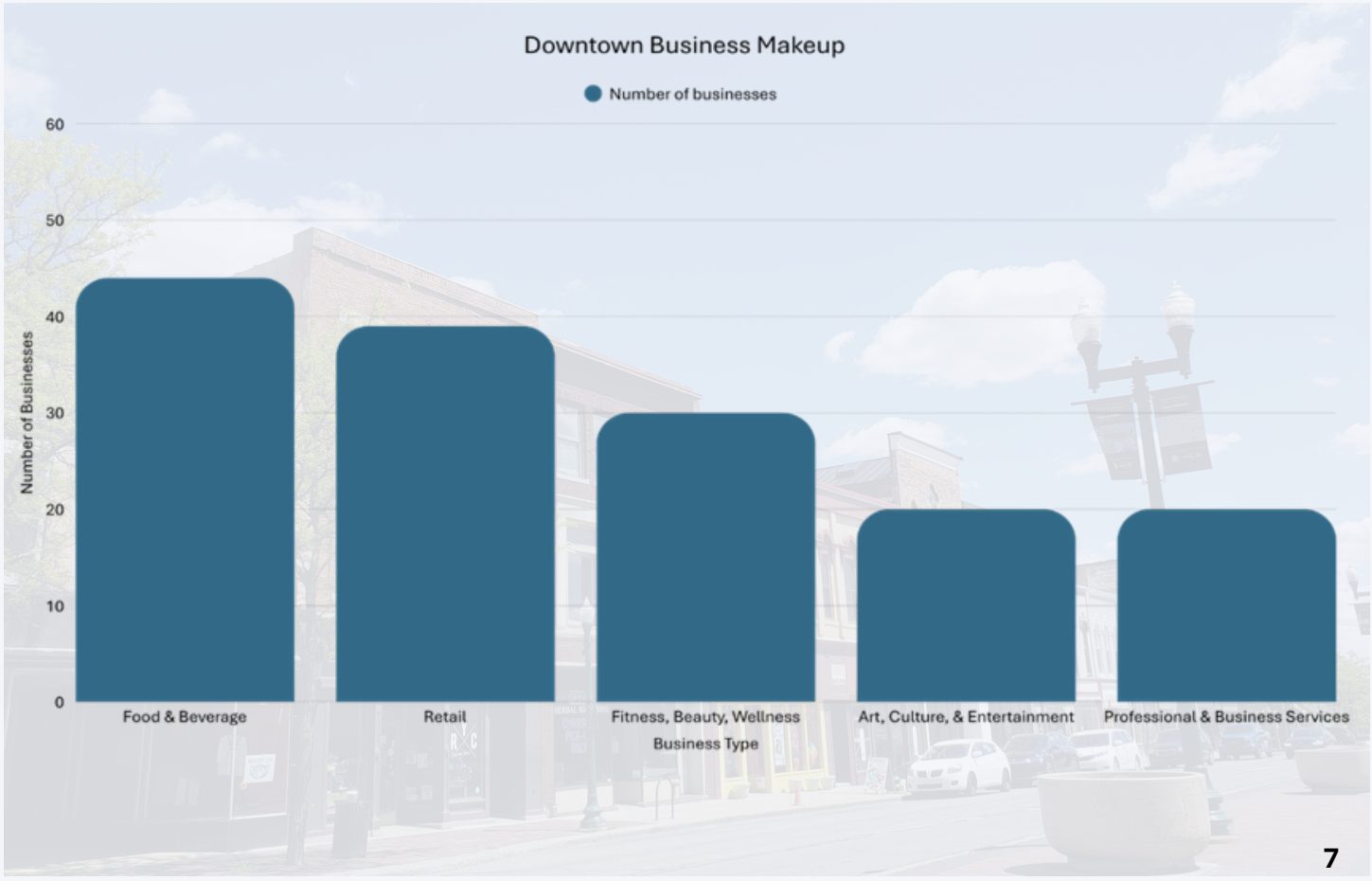
There is a strong residential presence in and around the districts. There is a great opportunity to rehabilitate underutilized and deteriorating upper-story units for both residential and business uses. Given there are 30 unutilized units and 97 residential units, downtown housing would benefit from the addition of furniture, electronics, and home improvement storefronts.

Clear gaps are shipping/mailing center, expanded home improvement options, an appliance or electronics store/repair, and interior design services.



Transportation & Mobility Support

The City has a downtown bus station but limited additional transportation options for mobility. There is no bike shop/repair, no car share and no other parking-related services.



Market Gap Analysis

The following gaps are identified based on the inventory and concentrations that exist in Ypsilanti's DDA districts with consideration of Ypsilanti's scale and demographics. Priority ratings reflect both market feasibility and the degree to which filling the gap would strengthen the district's economy.

Retail Gaps

Gap / Need	Priority	Rationale
Clothing / Apparel	HIGH	Only two clothing stores and two custom apparel shops are in the inventory.[2]
Sporting Goods / Outdoor	HIGH	Given proximity to the Huron River, trail systems, and student/young adult population, this is a notable void.
Home Goods / Décor	HIGH	No home goods, furniture, or décor retail despite a strong antique and vintage presence. A modern home goods concept would attract a complementary customer demographic.
Grocery / Fresh Food	MED	A Mexican market and a food co-op exist, but daily access to groceries remains limited. A mid-size grocery or specialty food market would support downtown residential growth and increase the frequency of daily visits.
Children's/Baby Retail	MED	Limited children's retail exists. As the downtown residential population grows and the city's investment in Rx Kids, family-oriented retail becomes increasingly viable and supports longer shopping trips.
Small Manufacturing & Retail Space	MED	Spaces for artisans/makers/innovators to both produce and sell their products in the same location.
Electronics/Tech Repair	LOW	No electronics retail or repair services. A phone and device repair shop meets demonstrated urban demand at a low startup cost and generates consistent walk-in traffic.

Food & Beverage Gaps

Gap / Need	Priority	Rationale
Breakfast / Brunch Anchor	HIGH	No dedicated breakfast or brunch concept despite four coffee shops. A full-service morning restaurant would extend the daytime economy and capture weekend brunch traffic currently leaving downtown.
Fast Casual / Quick Lunch	HIGH	Lunch options are limited for people who need a healthy, quick meal between 11 am and 2 pm. A fast-casual salad, bowl, or sandwich concept would address this gap and drive foot traffic.
Wine Bar / Bottle Shop	MED	No wine-focused concept in a district with multiple bars and a distillery. A wine bar or bottle shop would attract a new demographic.
Juice / Smoothie Bar	MED	Daytime wellness-oriented beverage concepts perform well in college-adjacent urban markets.[3]
Food Hall / Vendor Market	LOW	No shared retail food market concept. A small food hall or rotating vendor market would support emerging food entrepreneurs and generate consistent destination traffic.

Entertainment & Nighlife Gaps

Gap / Need	Priority	Rationale
Dedicated Live Music Venue	HIGH	Only Ziggy's functions as a dedicated bar/music venue. A city with Ypsilanti's music heritage and two major universities nearby should support at least one dedicated multi-genre live music venue. [4]
Movie Theater / Screening Room	HIGH	No cinema or screening concept of any kind. A boutique theater or cinema bar would generate significant destination traffic and extend the evening economy into an underserved format.
Interactive Gaming Venue	MED	Limited interactive entertainment exists. Gaming bars perform strongly by driving up group visits and repeat traffic.[5]
Comedy/Performance Venue	LOW	No dedicated comedy club or performance space beyond event-venue rentals. A comedy residency or cabaret-style concept would add nighttime vibrancy and attract a new customer segment.

Service & Amenity Gaps

Gap / Need	Priority	Rationale
Fitness	HIGH	Only one fitness studio exists in the entire downtown area. A full-service gym with extended hours would serve the growing, health-conscious residential and daytime populations and generate consistent morning traffic.
Childcare / Drop-In Care	HIGH	No childcare services in or near the downtown. As residential density increases, proximity to childcare becomes a critical amenity for downtown households and a factor in workforce retention for downtown employers.
Hotel / Hospitality	MED	No hotel, inn, or short-stay accommodation in any district. Visitors to events, EMU, and downtown businesses must currently leave the district to find lodging, resulting in lost economic activity.
Pet-Friendly Services	MED	No grooming, daycare, or pet-focused services beyond one pet supply store. Dense urban areas with young adult residents typically support multiple pet service businesses with strong repeat visit frequency.
Packing/Shipping Services	MED	These services support small retail and manufacturers maintaining online sales. Residents benefit from neighborhood drop off and pick up points, with additional digital services.

Concerns

The business inventory has several concentration patterns that present risks to the district's long-term health and sustainability.



Hair Salon Saturation

With 17 total personal hair care businesses, the downtown districts risk market saturation. Without growth in other corresponding sectors the risk is that such concentration reduces the viability of any individual business viability and crowds out higher traffic uses from prime storefronts. Its important to note that Ypsilanti's population creates a need for diverse hair services that will increase the overall amount of hair care establishments in the City.

Food & Beverage Dependency

At 26% of all occupied businesses, food and beverages are a strong economic driver but could also lead to a vulnerability. The district's evening and weekend economy is disproportionately reliant on this sector's performance. A sustained downturn in dining demand, rising food costs, or a high-profile closure culd have outsized ripple effects on the district.

Goals

Immediate Priority

- Breakfast/brunch restaurant (independent, locally owned preferred)
- Dedicated live music venue
- Full-service gym
- Clothing/lifestyle apparel retailer
- Fast casual lunch concept targeting daytime worker traffic



Short-Term

- Wine bar or bottle shop
- Movie theater or cinema bar (micro-format viable)
- Home goods or décor retail
- Additional co-working and private office space



Longer Term

- Boutique hotel or bed and breakfast
- Childcare or drop-in family services
- Specialty grocery or prepared food market
- Gaming venue
- Pet grooming or daycare services

Conclusion

Downtown Ypsilanti's commercial inventory reflects a diverse district, with 173 occupied businesses across 19 categories. Ypsilanti has locally owned food, a distinctive arts and culture scene, and strong personal services offerings, all of which are great assets. The district has energy, identity, and available space to grow.

The gaps identified in this analysis are opportunities, not deficits. A focused recruitment effort targeting breakfast and brunch, fitness, live music, apparel, and daytime services would shift the district's economic profile by extending active hours, broadening the customer base, and reducing overreliance on food-and-beverage performance in the evenings and on weekends.

The City and DDA are well-positioned to act on these priorities through targeted business recruitment, small business development support, programming, and placemaking investments that lower barriers to entry for the business types the district most needs.



Blueprint

Step 1: Reframe the vacancies by economic role

Based on inventory, 36 vacant storefronts break into functional types:

- 22 buildings are immediately leasable if the sites are actively marketed
- 4 buildings need a small amount of work to be operable

Total, this means there are 26 spaces that could be activated in 12–24 months. That is enough to fix the daytime gap if filled with the appropriate needs and gaps within the DDA corridors.

Step 2: Cluster the vacancies

1. Michigan Ave Core
   - Highest foot traffic potential
   - Most visible vacancies
   - Where failure is most noticeable
2. Depot Town
   - Strong identity, destination retail
   - Lower weekday daytime demand
3. Cross Street (EMU-facing)
   - Your biggest unrealized daytime opportunity
4. Edge blocks (on edge or just outside of districts)
   - Vacancies compound perception

Step 3: Assign Exact Tenant Types by Cluster

Michigan Ave Core (10 vacancies)
Goal: Fix lunch + daytime immediately

1. Fast-casual lunch anchors (2–3 spaces)
· Bowls/salads
· Sandwich + soup concept

2. Breakfast/brunch anchor (1–2 spaces)
· sit-down concept (not coffee)
· 7 am–2 pm hours

3. Clothing/Apperal retail (2–3 spaces)
· Fashion / student-oriented clothing
· vintage-adjacent but modern

Depot Town (5–7 vacancies)
Goal: Strengthen destination

1. Home goods/décor anchor (1–2)
Modern + vintage-adjacent

2. Children /retail (1–2)
Toys, clothes, books, and necessities

3. Wine bar/bottle shop (1–2)
Different demographic than current bars

4. Sporting Goods/Outdoor (1–2)
(Fits location and fills a gap)

Cross Street EMU Zone (6–10 vacancies)

Goal: Capture students during the daytime

1. Student-targeted fast (2–3)
· Cheap, repeat late afternoon

2. Hybrid study/café spaces (1–2)
· Coffee + seating + long dwell time
· Library alternative

3. Fitness/wellness cluster (2–3)
· Gym
· 24-hour access
· Activate morning hours and generate foot traffic

4. Interactive Gaming Venue (1–2)
· Tabletop gaming café
· Small gaming/e-sports
· Keeps students in the district longer

Edge Blocks (6–8 vacancies)

Goal: Stabilization. These are problematic when filled incorrectly and should avoid salons or appointment only uses.

1. Small Manufacturing & Retail spaces (2–3)
2. Childcare/daycare (1–2)
3.Nonprofit/community (1–2)

Appendix

Appendix 1: Vacant Property List - July 2026

Address	Condition	Previous use(s)	Suggested Uses
10 N. Washington St. Ste 101-102	Good	Embroidery Shop, Hair Salon	Clothing/Apparel Retail, Electronic/Tech Repair, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Pet Grooming
104 W. Michigan Ave	Good	CVB Office	Professional & Business Services
108 W. Michigan Ave	Good	Putt-Putt Shop	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Pet Services, Light Manufacturing/Retail, Home Goods/Decor, Interactive Gaming Venue, Packing/Shipping Services
11 W. Michigan Ave	Good	Office, Hair Salon	Professional & Business Services, Childcare/Drop In Care, Vendor Market
110 Pearl St.	Good	Office	Clothing/Apparel Retail, Wine Bar/Bottle Shop
116-118 W. Michigan Ave. (3 storefronts)	Shell	Bicycle shop	Clothing/Apparel Retail, Sporting Goods/Outdoor, Home Goods/Decor, Grocery/Fresh Food, Children/Baby Retail, Vendor Market, Interactive Gaming Venue, Gym
12-16 N. Huron St. (2 Storefronts)	Unsure	Bar	Full Services Breakfast/Brunch, Fast Casual Lunch
121 N. Washington St.	Unsure	Unpermitted Storage	Small Manufacturing & Retail, Clothing/Apparel Retail, Children/Baby Retail, Electronic/Tech Repair, Juice/Smoothie Bar, Pet Grooming
123 W. Michigan Ave.	Good	Bank	Small Manufacturing & Retail, Clothing/Apparel Retail, Children/Baby Retail, Electronic/Tech repair, Home Goods/Decor Retail
126 W. Michigan Ave.	Good	Shoe Store, Retail	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Pet Services, Small Manufacturing & Retail, Home Goods/Decor, Interactive Gaming Venue, Packing/Shipping Services
14 N. Washington St.	Good	Cake Shop, Event Space	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Pet Services, Small Manufacturing &Retail, Home Goods/Decor, Packing/Shipping Services
17 N . Washington St.	Shell	Club, Bar	Fast-Casual Lunch Anchor, Breakfast/Brunch Anchor, Food Hall/Vendor Market, Interactive Gaming Venue
18 W. Michigan Ave.	Condemned	Restaurant	Fast-Casual Lunch Anchor, Breakfast/Brunch Anchor, Interactive Gaming Venue

Address	Condition	Previous use(s)	Suggested Uses
210 W. Michigan Ave.	Good	Vintage Store	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor, Packing/Shipping Services
212 W. Michigan Ave	Good	Music Store	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Pet Services, Small Manufacturing/Retail, Home Goods/Decor, Packing/Shipping Services
213 Pearl St.	Unsure	Party store	Small Manufacturing & Retail
24 N. Huron St.	Unsure	Dry Cleaner	Clothing/Apparel Retail, Small Manufacturing & Retail
25 N. Washington St.	Good	Hair Salon	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor, Packing/Shipping Services
30 N. Huron St.	Fair	Tattoo Shop	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor
301 N. Lincoln St.	Unsure	Artist Studio	Small Manufacturing & Retail, Vendor Market
315 N. River St.	Unsure	Residential	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor
523 W. Cross St.	Fair	Book Store	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor, Hybrid Study/Cafe Space
525 W. Cross St.	Unsure	Unpermitted Storage	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Juice/Smoothie Bar, Small Manufacturing & Retail, Home Goods/Decor, Hybrid Study/Cafe Space
529 W. Cross St.	Unsure	Restaurant	Breakfast or Fast Casual Lunch Anchor, Juice/Smoothie Bar
56 N. Huron St.	Good	Vintage Store	Clothing/Apparel Retail, Wine Bar/Bottle Shop, Home Goods/Decor
707 W. Cross St.	Good	Retail, Bookstore	Clothing/Apparel Retail, Juice/Smoothie Bar, Small Manufacturing & Retail, Packing/Shipping Services, Hybrid Study/Cafe Space, Interactive Gaming Venue, Gym
711 W. Cross St.	Good	Retail, bookstore	Clothing/Apparel Retail, Juice/Smoothie Bar, Small Manufacturing & Retail, Packing/Shipping Services, Hybrid Study/Cafe Space, Interactive Gaming Venue, Gym

Address	Condition	Previous use(s)	Potential Uses
90 Maple St.	Shell	Train Station	Food Hall/Vendor Market
200 W. Michigan Ave.	Good	Restaurant	Fast-Casual Lunch Anchor, Breakfast/Brunch Anchor, Interactive Gaming Venue
224.5 W. Michigan Ave.	Unsure	Vintage Store	Clothing/Apparel Retail
729 W. Cross St.	Good	Restaurant	Student targeted Lunch Anchor, Juice/Smoothie Bar
513 W. Cross St.	Good	Rec/Medical Cannabis	Clothing/Apparel Retail, Juice/Smoothie Bar, Small Manufacturing & Retail, Hybrid Study/Cafe Space, Interactive Gaming Venue, Gym
500 W. Cross St.	Unsure	Party Store	Clothing/Apparel Retail, Grocery, Juice/Smoothie Bar, Small Manufacturing/Retail, Packing/Shipping Services, Hybrid Study/Cafe Space, Interactive Gaming Venue, Gym

These recommendations may require changes to zoning and other city regulations.

Sources:

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All of the building/vacancy data compiled in this analysis was obtained from the City of Ypsilanti Building Department BS&A software and CoStar.