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**BIRMINGHAM SHOPPING DISTRICT EXPERIENCES EXTRAORDINARY  
NEW BUSINESS GROWTH IN 2021**

**BIRMINGHAM, MI**, November 23, 2021 – Downtown Birmingham is experiencing extraordinary new business growth, in various industries including retail, restaurant, service and more.

Throughout the pandemic, the Birmingham Shopping District has maintained a steady and high retail occupancy rate and remained a popular destination for new businesses. The walkable and vibrant public spaces, continuous infrastructure investments, and co-tenancy opportunities are only a few factors contributing to the attraction of new and retention of current businesses downtown.

This year, the Birmingham Shopping District has welcomed over 20 new national and local businesses. Several business expansions and many high-profile developments are also currently underway. New business application growth is a leading indicator of recovery and often observed after times of economic hardship.

In 2021, the City of Birmingham approved 31 new business license applications, up from 26 in 2020 and 20 in 2019. In 2021, 23 of the 31 business license applications were from businesses within the boundaries of the Birmingham Shopping District. In 2021 alone, more than 30,000 square feet of retail space was activated inside the Shopping District. This does not include the 159,000 square feet of the Daxton Hotel, which opened in April, 2021 at the corner of Brown Street and South Old Woodward.

“Birmingham has traditionally been a major shopping and dining destination, but now we are getting national attention,” said Sean Kammer, Executive Director of the Birmingham Shopping District. “The Daxton Hotel and Restoration Hardware has only intensified downtown Birmingham’s appeal.”

The Birmingham Shopping District cultivates an economically resilient environment that is conducive to local business growth. The BSD also manages robust attraction and retention efforts. The creation of a distinct sense of place further contributes to Birmingham’s appeal as an ideal marketplace to shoppers and business owners alike.

“Birmingham buzzes with activity all four seasons, a fitting backdrop for flexibility and work/life balance,” said Sam Surnow, owner of the Surnow Company based at 320 Martin Street. The

Surnow Company owns several commercial office and retail properties in downtown Birmingham.

Birmingham Shopping District continues to solidify its position as a premier destination for shopping, dining and events, not only for the surrounding communities, but also the wider region. The newly built Daxton Hotel, part of the luxury brand Aparium Hotel Group, opened this spring, and has served as one of the largest developments along South Old Woodward Avenue.

International retailer Restoration Hardware is expected to break ground on a new RH Gallery, the brand's exclusive 4-story concept with rooftop restaurant and other experiential features, adjacent to the new hotel's location.

"Birmingham has always been a desirable location for retail, but with the recent development surge and announcement of a 50,000 sqft Restoration Hardware store, Birmingham is receiving national attention from retailers across the board. We currently have a waiting list of prospective tenants," said Cindy Caira, the retail recruiting consultant for the BSD.

The mix of current home furnishing retailers include local staples such as Area Rug Co. and The Italian Dish, along with national brands west elm and Ethan Allen. Circa Lighting has already advertised that it will be going into a space at 250 East Merrill Street.

The Birmingham Shopping District has seen an increase in interest from apparel retailers as well, with several brands opening their doors or expanding recently. Pierce Street is home to local Michigan menswear retailer, Craig Ryan Fine Clothiers, which opened last winter. This month, national menswear retailer State & Liberty, opened its second Michigan location. In many ways, State & Liberty is a success story of a local Michigan company expanding into a major national brand. The brand specializes in men's athletic wear with locations in New York, Boston, Chicago, and many other locations, which can be found on their website at [stateandliberty.com](http://stateandliberty.com). Their first store opened in Ann Arbor in 2015.

"We are excited about Birmingham as a vibrant downtown area with great foot traffic and a perfect customer base for our brand," said Steven Fisher, owner of State and Liberty. Their downtown Birmingham store opened at 141 West Maple Road last week. "With a home base in Michigan, we already have a ton of customers in the area and we are excited to have a place where they can come in person to see the product and engage with the brand," said Fisher.

The Great Eros, a women's luxury apparel brand with locations in New York and now Birmingham, also opened this month, along Maple Road. Women's retailer Evereve expanded to a neighboring space along South Old Woodward, becoming one of only a few of the national retailer's locations to house its new, modern design concept.

Retail isn't the only industry seeing a spike in new businesses. The service sector, which encompassing a large array of businesses, has seen significant growth this past year. With several new health and beauty establishments including Rore Method and The Lash Lounge on

the north side of Old Woodward and Beauty Fusion Aesthetics on the south. Michigan-owned Sun Medical selected its new Birmingham location along Woodward Avenue in the Triangle District, in part, because of its convenient access to medical facilities and area population. Popular Mandy Rose Makeup salon opened its second Southeast Michigan location along Merrill Street, near the new mixed-use development at 277 Pierce, expected to be complete early next year.

The dining scene added three new restaurants this year. Birmingham Pub and Sushi Japan, both along South Old Woodward Avenue, began serving customers late-summer. Modern seafood restaurant, Mare Mediterranean opened this month on Willits street, and will be the second Birmingham Restaurant for owner Nino Cutraro, who also owns local favorite, Bella Piatti. Bakehouse 46 will be relocating to 250 West Maple Road in downtown Birmingham in 2022. Paris Baguette, the first location in Michigan, is expected to go into 183 N. Old Woodward Ave.

Office firms are also drawn in by Birmingham's strong sense of place. In July, 2021, OneStream Software announced it would be relocating a major part of its operations to 191 North Chester Street in downtown Birmingham, to a building owned by the Surnow Company. OneStream would invest between 2 and 3 million dollars into the building's redevelopment that is expected to house about 100 workers.

"A rich urban mix of dining, culture and recreation is essential to attracting and retaining the next generation of knowledge workers," said Surnow, which owns 191 North Chester Street. "This is the type of setting they demand." It is clear that these new developments and businesses are transforming downtown Birmingham from what has always been a local destination to a national one.

For more information on the Birmingham Shopping District, visit [www.ALLINBirmingham.com](http://www.ALLINBirmingham.com).

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*Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.*