



# Target Market Analysis

## Calhoun County

## Michigan

### 2016

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION





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Table of Contents	Page
Executive Summary	1
Report Outline	7
The Target Markets	10
Prevalent Lifestyle Clusters	14
Conservative Scenario	16
Aggressive Scenario	17
“Slide” by Building Format	18
The City of Marshall	20
Non-Residents and Seasonality	22
Rents and Square Feet	22
Comparison to Supply	24
Market Assessment – Introduction	27
Calhoun County – Overview	27
The City of Marshall Advantage	28
Analysis of PlaceScores™	30
Contact Information	31

## Executive Summary

Through the collaborative effort of a diverse team of public and private stakeholders, LandUse|USA has been engaged to conduct this Residential Target Market Analysis (TMA) for the Southwest Michigan Prosperity Region 8. This region includes seven counties, including Calhoun County plus Berrien, Branch, Calhoun, Cass, Kalamazoo, Saint Joseph, and Van Buren counties. Allegan County in Region 4 is also included with this regional study, for a total of eight counties. Results are documented in separate reports for each county; and this document focuses mainly on Calhoun County.

This study has been made possible through considerable support by Kinexus, a nonprofit agency working with regional organizations on maximizing investments for economic growth. Kinexus helps connect people, investments, organizations, and strategies to make the Southwest Michigan Prosperity Region a great place to live, work, and play.

Kinexus was instrumental in securing local matches, which were contributed by nine cities, one village, two townships, and one county. All participating jurisdictions include (in counter-clockwise order) the following: the cities of Allegan, Benton Harbor, New Buffalo (and New Buffalo Township), Bridgman (and Lake Charter Township), Niles, Marshall, Coldwater (and Branch County), Marshall, and Portage; plus the Village of Paw Paw.

This study has also been funded by a matching grant under the State of Michigan's Place-based Planning Program. The program has been made possible through the initiative and support of the state's Collaborative Community Development (CCD) team; the Michigan Economic Development Corporation (MEDC); and the Michigan State Housing Development Authority (MSHDA).

This study has involved rigorous data analysis and modeling, and is based on in-migration into the City of Marshall and Calhoun County. Results are also based on internal migration within these places, movership rates by tenure and lifestyle cluster, and housing preferences among target market households.

This Executive Summary highlights the results and provides comparisons across all eight counties in the study. It is then followed by a more complete explanation of the market potential under conservative (minimum) and aggressive (maximum) scenarios, with a focus on Calhoun County and the City of Marshall.

Maximum Market Potential – Based on the Target Market Analysis results for an aggressive scenario, there is a maximum annual market potential for up to 6,831 attached units throughout Calhoun County, plus 3,906 detached houses (for a total of 10,737 units). Among the 6,831 attached units, 417 units (about 6%) will be captured by the City of Marshall. The city’s annual market potential for up to 417 attached units includes 64 units among duplexes and triplexes (which may include subdivided houses); and 353 units among other formats like townhouses, multiplexes, lofts, and flats.

There will also be 6,396 migrating households in Calhoun County each year seeking attached units in other locations. Some will choose larger metropolitan areas like Battle Creek; some will choose Albion; and others will choose smaller places like Homer, Tekonsha, and Burlington. They will also seek locations around the county’s many inland lakes (like Stuart Lake, for example) and along the North Branch of the Kalamazoo River. Those who are working might commute to jobs in larger cities like Portage, Kalamazoo, Battle Creek, Jackson, and Lansing. Dual-income households may value locations with commutes in several directions.

Missing Middle Typologies – Within the Southwest Michigan Prosperity Region 8, each county, city, and village is unique with varying degrees of market potential across a range of building sizes and formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (see [www.MissingMiddleHousing.com](http://www.MissingMiddleHousing.com) for building typologies), which include triplexes and fourplexes; townhouses and row houses; and other multiplexes like courtyard apartments, and flats/lofts above street-front retail.

Summary Table A

Annual Market Potential – Attached and Detached Units  
 Renters and Owners – Aggressive (Maximum) Scenario  
 The City of Marshall and Calhoun County, Michigan - 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached		Total Potential
		Duplex Triplex	Other Formats	
The City of Marshall	241	64	353	658
The City of Battle Creek	1,976	704	3,211	5,891
The City of Albion	260	84	252	596
Other Places, Inland Lakes	1,429	450	1,713	3,592
Calhoun County Total	3,906	1,302	5,529	10,737
Format as a Share of Total				
The City of Marshall	37%	10%	53%	100%
Calhoun County	36%	12%	52%	100%

Implementation Strategies – Depending on the unique attributes and size of each city and village, a variety of strategies can be used to introduce new housing formats.

#### Missing Middle Housing Formats – Recommended Strategies

1. Conversion of high-quality, vacant buildings (such as schools, city halls, hospitals, hotels, theaters, and/or warehouses) into new flats and lofts.
2. New-builds among townhouses and row houses, particularly in infill locations near rivers and lakes (including inland lakes) to leverage waterfront amenities.
3. Rehab of upper level space above street-front retail within downtown districts.
4. New-builds with flats and lofts in mixed-use projects, above new merchant space with frontage along main street corridors.
5. New-builds among detached houses arranged around cottage courtyards, and within established residential neighborhoods.
6. The addition of accessory dwelling units like flats above garages, expansions to existing houses with attached or detached cottages, or other carriage-style formats.



Lifestyle Clusters and Target Markets – The magnitude of market potential among new housing formats is based on a study of 71 household lifestyle clusters across the nation, including 16 target markets that are most likely to choose attached units among new housing formats in the downtowns and urban places. Again, the target markets have been selected based on their propensity to choose b) attached building formats rather than detached houses; and a) urban places over relatively more suburban and rural settings.

Within any group of households sharing similar lifestyles, there are variances in their preferences across building sizes and formats. For example, 52% of the “Bohemian Grooves” households, but only 11% of the “Digital Dependent” households will choose attached housing formats. Both groups are among top target markets for Southwest Michigan.

In general, moderate-income renters tend to have higher movership rates, are more likely to live in compact urban places, and are more likely to choose attached units. However, there are many exceptions and better-income households and owners are also showing renewed interest in attached products. Across the nation, single householders now represent the majority (albeit by a narrow margin). Households comprised of unrelated members, and multi-generational households are also gaining shares. These diverse householders span all ages, incomes, and tenures; and many are seeking urban alternatives to detached houses.

Under the aggressive scenario, Calhoun County’s market potential among the upscale target markets is large and surpassed only by Kalamazoo County with Berrien County as a close rival. As shown in the following summary table, 40% of Calhoun County’s annual market potential will be generated by Upscale Target Markets, and 56% will be generated by Moderate Target Markets. The small balance (4%) will depend on other households that are also prevalent in the market. However, households in this later group tend to be settled and are less inclined to choose attached formats – when they move at all.

There are a few interesting observations that can be made from the data in the Summary Table B. In general, the upscale target markets are gravitating toward the larger counties in larger numbers and in higher proportions to the market size. Relatively small places will need to work the hardest at intercepting upscale target market households migrating throughout the region. Similarly, Marshall will need to intercept households that might otherwise migrate to Battle Creek and Albion.

Summary Table B

Annual Market Potential – Attached Units Only

Renters and Owners – Aggressive Scenario

Southwest Michigan Prosperity Region 8 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Other Prevalent Clusters	All 71 Lifestyle Clusters
8   Kalamazoo County	11,444	14,722	329	26,495
Share of County Total	43%	56%	1%	100%
8   Calhoun County	2,697	3,849	285	6,831
Share of County Total	40%	56%	4%	100%
8   Berrien County	2,341	4,454	168	6,963
Share of County Total	34%	64%	2%	100%
4   Allegan County	1,086	2,285	79	3,450
Share of County Total	32%	66%	2%	100%
8   Saint Joseph County	309	1,453	80	1,842
Share of County Total	17%	79%	4%	100%
8   Van Buren County	294	1,026	55	1,375
Share of County Total	21%	75%	4%	100%
8   Branch County	83	573	53	709
Share of County Total	12%	81%	7%	100%
8   Cass County	76	496	17	589
Share of County Total	13%	84%	3%	100%



Largest Places and Unique Targets – The following list shows the cities and villages that collaborated on this regional market study, and also shows the target markets that tend to be unique to some of the counties. The relatively large Berrien and Kalamazoo counties are doing the best job of attracting the most diverse mix of target markets. These are the only two counties where the “Full Pockets, Empty Nests” households are residing – which is the most affluent cluster among the 8 upscale targets.

### Summary Table C

#### Unique Target Markets by Collaborating Cities and Village Southwest Michigan Prosperity Region 8 – 2016

County Name	Collaborating <u>Places</u>	Target Markets that are Unique to the <u>County</u>
4   Allegan County	The City of Allegan	P61   Humble Beginnings
8   Berrien County	The City of Benton Harbor The City of Niles The City of Bridgman The City of New Buffalo	E19   Full Pocket Empty Nest G24   Status Seeking Singles O53   Colleges and Cafes P61   Humble Beginnings
8   Branch County	The City of Coldwater	..
8   Calhoun County	The City of Marshall	O53   Colleges and Cafes
8   Cass County	..	..
8   Kalamazoo County	The City of Portage	E19   Full Pocket Empty Nest G24   Status Seeking Singles O53   Colleges and Cafes
8   Saint Joseph County	The City of Sturgis	..
8   Van Buren County	The Village of Paw Paw	P61   Humble Beginnings G24   Status Seeking Singles

Berrien, Kalamazoo, and Van Buren are the only counties in the region that are attracting “Status Seeking Singles” households – and they too are relatively affluent. Similarly, Calhoun, Berrien, and Kalamazoo are the only counties attracting “Colleges and Cafes” households (which includes off-campus students, young alumni, and university faculty and staff). Allegan, Berrien, and Van Buren Counties are also attracting the “Humble Beginnings” households, who tend to have moderate incomes.

These observations are only intended as an overview and to provide some regional perspective. The detailed market potential results for the cities and village within each county are provided within their respective Market Strategy Report, independent from this document. The remainder of this document focuses on details for Calhoun County and the City of Marshall.

## Report Outline

This draft narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Calhoun County and the City of Marshall. The outline and structure of this report are intentionally replicated for each of the seven counties in the Southwest Michigan Prosperity Region 8 (plus Allegan County in Region 4). This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

Variable	General Description
Target Markets	Upscale and Moderate
Lifestyle Clusters	71 Total and Most Prevalent
Scenario	Conservative and Aggressive
Tenure	Renter and Owner Occupied
Building Sizes	Number of Units per Building
Building Formats	Missing Middle Housing, Attached and Detached
Places	Cities, Villages, Townships, and Census Designated Places (CDP)
Seasonality	Seasonal Non-Resident Households
Prices	Monthly Rents, Rent per Square Foot, Home Values
Unit Sizes	Square Feet and Number of Bedrooms

Results of the TMA and study are presented by lifestyle cluster (71 clusters across the nation), and target markets (8 upscale and 8 moderate), scenario (conservative and aggressive), tenure (renter and owner), building format (detached and missing middle housing), place (city, village, and census designated place), price point (rent and value), and unit sizes (square feet). These topics are also shown in the list on the preceding page and supported by attachments with tables and exhibits that detail the quantitative results.

This Market Strategy Report also includes a series of attached exhibits in Section A through Section H, and an outline is provided in the following Table 1.

Table 1

TMA Market Strategy Report – Outline  
Calhoun County – Southwest Michigan Prosperity Region 8

The Market Strategy Report		Geography
Narrative	Executive Summary	County and Places
Narrative	Technical Report	County and Places
Narrative	Market Assessment	County and Places
Section A	Investment Opportunities	Places
Section B	Summary Tables and Charts	County
Section C	Conservative Scenario	County
Section D	Aggressive Scenario	County
Section E	Aggressive Scenario	Places
Section F <sub>1</sub>	Contract Rents	County and Places
Section F <sub>2</sub>	Home Values	County and Places
Section G	Existing Households	County and Places
Section H	Market Assessment	County and Places

This Market Strategy Report is designed to focus on data results from the target market analysis. It does not include detailed explanations of the analytic methodology and approach, determination of the target markets, derivation of migration and movership rates, Missing Middle Housing typologies, or related terminology. Each of those topics is fully explained in the Methods Book, which is part of the Regional Workbook.

The Regional Workbook is intended to be shared among all counties in the Southwest Michigan Prosperity Region, and it includes the following: a) advisory report of recommended next-steps, b) methods book with terminology and work approach; c) target market profiles, and d) real estate analysis of existing housing choices, which includes forecasts for new-builds and rehabs. An outline is provided in the following [Table 2](#).

Table 2  
TMA Regional Workbook – Outline  
Southwest Michigan Prosperity Region 8

The Regional Workbook

Narrative	The Advisory Report
Narrative	The Methods Book

Target Market Profiles

Section J	Formats by Target Market
Section K	Building Typologies
Section L	Lifestyle Clusters
Section M	Narrative Descriptions

The Regional Workbook (including the Methods Book) is more than a supporting and companion document to this Market Strategy Report. Rather, it is essential for an accurate interpretation of the target market analysis and results, and should be carefully reviewed by every reader and interested stakeholder.

## The Target Markets

To complete the market potential, 8 upscale and 8 moderate target markets were selected based on their propensity to a) migrate throughout the State of Michigan; b) choose a place in Southwest Michigan; and c) choose attached housing formats in small and large urban places. Among the 8 upscale markets, those moving into and within Calhoun County are predominately Bohemian Groove, Full Steam Ahead, Digital Dependent, Urban Ambition, and Striving Single households; plus a smaller number of Wired for Success households. Most of the moderate target markets moving into and within the county include Family Troopers, Senior Discounts, Dare to Dream, Hope for Tomorrow, Tight Money, and Tough Times; plus a few households in the Colleges and Cafes group.

The following [Table 3](#) provides an overview of the target market inclinations for attached units, renter tenure, and average movership rate. Detailed profiles are included in [Section B](#) attached to this report and in the Regional Workbook.

### Upscale Target Markets for Calhoun County

- K37    Wired for Success – About 80% of these households rent apartments in buildings that tend to be relatively new and that have at least 10 units. They are found in small cities that offer good-paying tech jobs and leisure-intensive lifestyles. These are upwardly mobile households, so they are highly transient. Head of householder's age: 60% are 45 year or less, including 34% who are between 36 and 45 years.
- K40    Bohemian Groove – Nearly eighty percent are renting units in low-rise multiplexes, garden apartments, and row houses of varying vintage. They are scattered across the nation and tend to live unassuming lifestyles in unassuming neighborhoods. Just in case they get the urge to move on, they don't like to accumulate possessions - including houses. Head of householder's age: 48% are between 51 and 65 years.
- O50    Full Steam Ahead – Vertical lifestyles with 97% living in rental apartments, including garden-style complexes with at least 50 units in the building. These are young residents in second-tier cities, living in buildings that were built over recent decades to accommodate fast-growing economies in technology and communications industries. Today, their apartments are still magnets for transient singles who are drawn to good paying jobs. Head of householder's age: 67% are 45 years or less, including 42% who are between 36 and 45 years.

## Upscale Target Markets for Calhoun County (continued)

- O51 Digital Dependents – Widely scattered across the country, these households are found in a mix of urban and second-tier cities, and usually in transient neighborhoods. Many have purchased a house, townhouse, flat, or loft as soon as they could; and a high percent are first-time homeowners. Two-thirds are child-free; they are independent and upwardly mobile; and over two-thirds will move within the next three years. Head of householder's age: 90% are 19 to 35 years.

Table 3

Preference of Upscale and Moderate Target Markets  
Calhoun County – SW Michigan Prosperity Region 8 – Year 2016

Group	Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	K37 Wired for Success	76%	80%	40%
Upscale	K40 Bohemian Groove	52%	91%	17%
Upscale	O50 Full Steam Ahead	100%	98%	54%
Upscale	O51 Digital Dependents	11%	34%	36%
Upscale	O52 Urban Ambition	48%	95%	34%
Upscale	O54 Striving Single Scene	98%	96%	50%
Moderate	O53 Colleges and Cafes	49%	83%	25%
Moderate	O55 Family Troopers	64%	99%	40%
Moderate	Q65 Senior Discounts	100%	71%	13%
Moderate	R66 Dare to Dream	37%	98%	26%
Moderate	R67 Hope for Tomorrow	37%	99%	30%
Moderate	S70 Tight Money	92%	100%	36%
Moderate	S71 Tough Times	86%	95%	19%

## Upscale Target Markets for Calhoun County (continued)

- O52 Urban Ambition – Living in dense neighborhoods surrounding the downtowns, most in rental units that include older houses and low-rise multiplexes built before 1960. While their peers may have chosen the suburbs or newer apartments in better neighborhoods, Urban Ambitions like renting in the downtown neighborhoods. Head of householder's age: 71% are 45 years or less; and 38% are 35 years or less.
- O54 Striving Single Scene – Young, unattached singles living in city apartments across the country, usually in relatively large cities and close to the urban action. They are living in compact apartments and older low-rise and mid-rise buildings that were built between 1960 and 1990 – some of which are beginning to decline. These are diverse households and most hope that they are just passing through on the way to better jobs and larger flats or lofts. Head of householder's age: 53% are 35 years or younger.

## Moderate Target Markets for Calhoun County

- O53 Colleges and Cafes – Recent college grads and alums, graduate students, young faculty, and staff workers living in small transient college towns. Most are in older, inexpensive rental units, including houses and apartments. Those who have landed decent tech jobs might purchase a house in neighborhoods favored by young professors. However, most choose to live among a diversity of lifestyles. Head of householder's age: 70% are 45 years or less; and 44% are 35 years or less.
- O55 Family Troopers – Families living in small cities and villages, and many have jobs linked to national and state security, or to the military. In some markets they may even be living in barracks or older duplexes, ranches, and low-rise multiplexes located near military bases, airports, and water ports. They are among the most transient populations in the nation and may have routine deployments and reassignments – so renting makes smart sense. Head of householder's age: 85% are 35 years or younger.
- Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Many of them reside in independent and assisted living facilities. Head of householder's age: 98% are over 51 years, including 84% who are over 66 years.



## Moderate Target Markets for Calhoun County (continued)

- R66 Dare to Dream – Young households scattered in mid-sized cities across the country, particularly in the Midwest, and within older transient city neighborhoods. They are sharing crowded attached units to make ends meet; and in buildings built before 1925 that offer few amenities. Some are growing families living in older ranch-style houses and duplexes. Head of householder's age: 71% are younger than 45 years, and 32% are younger than 30 years.
- R67 Hope for Tomorrow – Concentrated in smaller cities throughout the Midwest, and crowded into rental apartment complexes, duplexes, and a variety of ranch houses on tiny lots. Three-quarters of the units were built before 1950, and half were built before 1925. These are transient neighborhoods where economic challenges can be overwhelming. They regard their housing as only a temporary stopping place on the road to something better. Head of householder's age: 73% are 45 years or younger.
- S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder's age: 53% are between 36 and 50 years.
- S71 Tough Times – Living east of the Mississippi River and in aging city neighborhoods. They tend to live in multiplexes built in the urban renewal era of the 1960's to 1980's, when tenement row houses in downtowns were being bulldozed to create new housing for low income and disadvantaged households. Many of their buildings are declining and the tenants are intent on finding alternatives. Head of householder's age: 68% are between 51 and 65 years.

## Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for Calhoun County, the model also measures the potential among other prevalent lifestyle clusters. The most prevalent lifestyle clusters for Calhoun County are documented in Section G of this report, with details for the City of Marshall. Exhibits are also provided for six other cities and villages in the county, mainly to provide Marshall with some additional perspective.

As shown in Exhibit G.1, the most prevalent lifestyle clusters in Calhoun County include Infants and Debit Cards, Unspoiled Splendor, Settled and Sensible, Town Elders, and Aging in Place households. Through their large numbers, households in these clusters collectively generate additional market potential for attached units in the county.

Several of the targets markets are also among the most prevalent lifestyle clusters, including Dare to Dream, Bohemian Groove, Hope for Tomorrow, Senior Discounts, Digital Dependents, Family Troopers, and Striving Single households. Households in these clusters have relatively high movership rates and are more likely to choose attached units. Collectively, they generate most of Calhoun County's annual market potential for attached units (details on the market potential are provided later in this report).

The following Table 4 provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. For example, about 30% of the Infants and Debit Card households are likely to be renters, and 16% are inclined to move each year. However, only 5% are likely to seek choices among attached housing units. Marketing attached units to these households is not likely to be very effective. Instead, developers should design new formats for the upscale and moderate targets that are far more inclined to choose them.

Table 4  
Most Prevalent Lifestyle Clusters  
Calhoun County – SW Michigan Prosperity Region 8 – Year 2016

Lifestyle Cluster Name	Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Calhoun County Hhlds.
M45 Infants, Debit Cards	5%	30%	16%	4,545
E21 Unspoiled Splendor	2%	2%	2%	4,312
J36 Settled and Sensible	2%	3%	4%	4,200
Q64 Town Elders	3%	4%	2%	3,575
J34 Aging in Place	1%	1%	1%	3,083
E20 No Place Like Home	2%	3%	7%	.

#### Prevalent Lifestyle Clusters – Calhoun County

- M45** Infants and Debit Cards – Young families just starting out, including single parents starting over on their own. They live in older neighborhoods of smaller cities and inner rings, often near small factories and industrial areas. They buy and rent small houses built before the 1960's, and most move again within five years. Head of householder's age: 57% are 35 years or younger; and 35% are 30 years or younger.
- E21** Unspoiled Splendor – Scattered locations across small remote rural communities in the Midwest. Most live in detached houses that are relatively new and built since 1980, on sprawling properties with at least 2 acres. Head of householder's age: 87% are between 51 and 65 years.
- J36** Settled and Sensible – Found in mid-sized cities that were traditionally dependent manufacturing-related industries; and concentrated in the Midwest. They tend to own modest houses in older neighborhoods, and nearly half were built before 1950. They are settled and close to paying off their mortgages. Head of householder's age: 75% are over 51 years, and 37% are over 66 years.
- Q64** Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.

### Prevalent Lifestyle Clusters – Calhoun County (continued)

- J34     Aging in Place – Scattered throughout the country and living in older suburban neighborhoods near metropolitan, second-tier cities. Many moved into detached houses as part of a flight to suburbia during the 1950s and 1960s, and the houses are now showing signs of wear. Most resist moving into retirement communities. Head of householder's age: 82% are over 65 years, and 37% are over 75 years.
- E20     No Place Like Home – Living in older, comfortable neighborhoods, typically in small cities and towns of the Midwest. They are living in detached houses built between 1950 and 1980, which are spacious enough to accommodate several generations. Compared to average, they are twice as likely to own a vacation or weekend home like a cottage, cabin, or small townhouse. Head of householder's age: 58% are over 50 years, and up to 65 years.

## Conservative Scenario

The TMA model for Calhoun County has been conducted for two scenarios, including a conservative (minimum) and aggressive (maximum) scenario. The conservative scenario is based on in-migration into the county and each of its local places, and is unadjusted for out-migration. It does not include households that are already living in and moving within the local communities.

Results of the conservative scenario are presented in three exhibits in [Section C](#) attached to this report, with a focus on county totals. [Exhibit C.1](#) is a summary table showing the county-wide, annual market potential for all 71 lifestyle clusters, the 8 upscale target markets, and the 8 moderate target markets. The 71 lifestyle clusters include all existing households currently living in Calhoun County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Calhoun County has an annual market potential for at least 2,540 attached units (i.e., excluding detached houses), across a range of building sizes and formats. Of these 2,540 attached units, 1,078 will be occupied by households among the upscale target markets, and 1,364 will be occupied by moderate target market households.

The relatively small remainder of 98 units will be occupied by other lifestyle clusters that are prevalent in the county. However, they include households that tend to be settled and have a propensity to choose attached housing formats – when they move at all.

Exhibit C.2 and Exhibit C.3 show these same figures with owners at the top of the table and renters at the bottom of the table. Also shown are the detailed results for each of the upscale target markets (Exhibit C.2) and moderate target markets (Exhibit C.3).

## **Aggressive Scenario**

The aggressive scenario represents a maximum or not-to-exceed threshold based on current migration patterns within and into Calhoun County, and unadjusted for out-migration. It also assumes that every household moving into and within the county would prefer to trade-up into a refurbished or new unit, rather than occupy a unit that needs a lot of work.

Attached Section D of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario. The following Table 5 provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. In general, the aggressive scenario for Calhoun County is more than twice as large as the conservative scenario (+269%, or 6,831 v. 2,540 attached units).

Under the aggressive scenario, only 4% of the annual market potential (285 units) will be generated by other households that are more prevalent in Calhoun County (ergo, they are the “Prevalent Lifestyle Clusters”). Although they are prevalent in the county, they have low movership rates and are more inclined to choose houses.

The vast majority (96%) of market potential will be generated by households that have a higher propensity to choose attached units (thus, they are the “Target Markets”). They are living in Calhoun County in relatively fewer numbers, but they have high movership rates and are good targets for new housing formats.

**Table 5**  
**Annual and Five-Year Market Potential – Attached Units Only**  
**71 Lifestyle Clusters by Scenario**  
**Calhoun County – SW Michigan Prosperity Region 8 – 2016**

Renters and Owners Attached Units Only	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	1,078	5,390	2,697	13,485
Moderate Targets	1,364	6,820	3,849	19,245
Other Prevalent Clusters	98	490	285	1,425
71 Lifestyle Clusters	2,540	12,700	6,831	34,155

All figures for the five-year timeline assume that the annual potential is fully captured in each year through the rehabilitation of existing units, plus conversions of vacant buildings (such as vacant warehouses or schools), and some new-builds. If the market potential is not captured in each year, then the balance does not roll-over to the next year. Instead, the market potential will dissipate into outlying areas or be intercepted by competing counties and places throughout the region.

Note: Additional narrative is included in the Methods Book within the Regional Workbook, with explanations of the conservative and aggressive scenarios, upscale and moderate target markets, and the annual and 5-year timelines.

### **“Slide” by Building Format**

All exhibits in the attached Section B through Section F of show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, under the aggressive scenario, the City of Marshall has an annual market potential for up to 68 units among buildings with 100 or more units each. This is not enough to support development of a 100+ unit building. However, the units can “slide” down into smaller buildings, and the following Table 7 demonstrates the adjusted results. Note: Table 7 is preceded by Table 6 with nominal adjustments for Calhoun County totals.

Table 6  
 Annual Market Potential – “Slide” along Formats (in Units)  
 71 Lifestyle Clusters – Conservative and Aggressive Scenarios  
 Calhoun County – SW Michigan Prosperity Region 8 – 2016

Number of Units by Building Format/Size	Conservative Scenario		Aggressive Scenario	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1   Detached Houses	1,283	1,283	3,906	3,906
2   Side-by-Side & Stacked	151	152	429	430
3   Side-by-Side & Stacked	311	312	873	873
4   Side-by-Side & Stacked	172	172	477	480
5-9   Townhouse, Live-Work	725	725	2,033	2,033
10+   Multiplex: Small	289	289	728	728
20+   Multiplex: Large	294	294	758	758
50+   Midrise: Small	194	194	509	509
100+   Midrise: Large	404	402	1,024	1,020
Subtotal Attached	2,540	2,540	6,831	6,831

Note: Additional explanations for “sliding” the market potential along building formats are provided in the Methods Book within the Regional Workbook. Significant narrative in the Methods Book is also dedicated to explanations of building formats, Missing Middle Housing typologies, and recommended branding strategies for developers and builders.



## The City of Marshall

Section E attached to this Market Strategy Report details the annual market potential and model results for the City of Marshall. Results are shown for the aggressive scenario only, which is based on both in-migration and internal movership within each community.

Table 7 on the following page shows the annual results for the city, including a) unadjusted model results for the aggressive scenario, and b) adjustments with a “slide” along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the local places, but it can be safely assumed that results would be about 40% of the aggressive scenario.

Intercepting Migrating Households – To experience population growth, the City of Marshall can strive to intercept Calhoun County’s migrating households among the target markets. This can best be accomplished with a combination of job creation, placemaking processes, and real estate investment.

Some (albeit not all) of Calhoun County’s migrating households will be seeking townhouses and waterfront lofts/flats with balconies and vista views of the Kalamazoo River (north branch) and inland lakes (such as Stuart Lake). Others may seek choices within and near downtown districts, and particularly if they are walkable to local amenities.

The City of Marshall – Based on the magnitude and profile of households already moving into and within Marshall, the city has an annual market potential for 358 attached units through the year 2020 (about 50% of the county-wide market potential). Again, additional units can be added if the city intercepts households that might choose other places in Calhoun and surrounding counties.

Table 7  
 Annual Market Potential – “Slide” along Formats (in Units)  
 71 Lifestyle Clusters – Aggressive Scenario  
 Selected Cities in Calhoun County – SWM Prosperity Region 8 – 2016

Number of Units Unadjusted Model Results	The City of Marshall	The City of Battle Creek	The City of Albion
1   Detached Houses	241	1,976	260
2   Side-by-Side & Stacked	19	231	28
3   Side-by-Side & Stacked	45	473	56
4   Side-by-Side & Stacked	28	252	29
5-9   Townhouse, Live-Work	121	1,075	121
10+   Multiplex: Small	49	451	24
20+   Multiplex: Large	50	444	24
50+   Midrise: Small	37	302	18
100+   Midrise: Large	68	687	36
Subtotal Attached	658	5,891	596

Number of Units Adjusted for “Slide”	The City of Marshall	The City of Battle Creek	The City of Albion
1   Detached Houses	241	1,976	260
2   Side-by-Side & Stacked	20	232	28
3   Side-by-Side & Stacked	45	474	57
4   Side-by-Side & Stacked	28	252	32
5-9   Townhouse, Live-Work	121	1,075	121
10+   Multiplex: Small	49	451	24
20+   Multiplex: Large	50	444	24
50+   Midrise: Small	104	302	50
100+   Midrise: Large	.	685	.
Subtotal Attached	658	5,891	596

## Non-Residents and Seasonality

In many of Michigan’s counties, seasonal residents and non-residents comprise a significant share of total households. Seasonal residents are captured in the market potential, but seasonal non-residents are not. So, in some unique markets with exceptionally high seasonality (such as the City of South Haven in Allegan County, and the City of New Buffalo in Berrien County), even the aggressive scenario can be viewed as being more than reasonable.

In some unique markets, local developers may be particularly interested in understanding the upside market potential for new housing units that could be specifically designed for seasonal non-resident households. To provide some perspective, LandUse|USA has calculated an adjustment factor for each place in Calhoun County and based on data and assumptions that are described in the Methods Book (see narrative within the Regional Workbook).

Results may be applied to the market potential within most of Calhoun County’s markets. The premium for the City of Marshall is negligible and comparable to other places in the county. The county-wide average is 1%, which is lower than most other counties in the region. For perspective, some communities along the Lake Michigan shoreline have premiums of +20% and higher.

Seasonal Non-Residents	Market Potential “Premium”
Calhoun County	+1%
The City of Marshall	+1%
The City of Battle Creek	+0%
The City of Albion	+0%

## Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in [Section F<sub>1</sub>](#) for information on rents (see [Section F<sub>2</sub>](#) for home values). [Section F<sub>1</sub>](#) includes tables showing the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan. The exhibits also show the allocation of annual market potential across rent brackets for Calhoun County. Results are also shown in the following [Table 8](#), with a summary for the upscale and moderate target markets under the aggressive scenario.

Table 8

Annual Market Potential by Contract Rent Bracket  
 71 Lifestyle Clusters – Aggressive Scenario  
 Calhoun County – SW Michigan Prosperity Region 8  
 (2016 Constant Dollars)

Renter Occupied Units Attached and Detached	Renter-Occupied Contract (Cash) Rent Brackets					Total Potential
	\$ 0 \$600	\$600 \$800	\$800 \$1,000	\$1,000 \$1,500	\$1,500- \$2,000+	
Upscale Targets	860	1,172	722	245	196	3,195
Moderate Targets	2,257	1,551	580	169	104	4,661
Other Clusters	713	461	116	25	7	1,322
Calhoun County	3,830	3,184	1,418	439	307	9,178
Share of Total	.%	.%	.%	.%	.%	100%

Note: Figures in Table 8 are for renter-occupied units only, and might not perfectly match the figures in prior tables due to data splicing and rounding within the market potential model.

Section F<sub>1</sub> also includes tables showing the median contract rents for Calhoun County and its cities and villages, which can be used to make local level adjustments as needed. Also included is a table showing the relationships between contract rent (also known as cash rent) and gross rent (with utilities, deposits, and extra fees). For general reference, there is also a scatter plot showing the direct relationship between contract rents and median household incomes among all 71 lifestyle clusters.

Forecast rents per square foot are based on existing choices throughout Calhoun County and used to estimate the typical unit size within each rent bracket. Existing choices are documented in Section F<sub>1</sub>, including a scatter plot with the relationships between rents and square feet. The following Table 9 summarizes the results, with typical unit sizes by contract rent bracket.

**Table 9**  
**Typical Unit Sizes by Contract Rent Bracket**  
**Attached Units Only**  
**Calhoun County – SW Michigan Prosperity Region 8**  
**(2016 Constant Dollars)**

Contract Rent Brackets (Attached Units Only)	Renter-Occupied Contract (Cash) Rent Brackets				
	\$ 0- \$ 600	\$ 600- \$ 700	\$ 700- \$ 800	\$ 800- \$ 900	\$ 900- \$1,000+
Minimum Square Feet	450	500	600	1,000	1,300 sq. ft.
Maximum Square Feet	550	650	1,050	1,350	1,600 sq. ft.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in [Section F<sub>2</sub>](#) for those results. Again, additional explanations of the methodology and approach are also provided within the Methods Book included in the Regional Workbook.

## Comparison to Supply

This last step of the TMA compares the market potential to Calhoun County's existing supply of housing by building format, and for all 71 lifestyle clusters. The attached [Exhibit B.1](#) is a histogram displaying the results.

To complete the comparison, it is first determined that among all renters and owners in Michigan, a weighted average of about 14% will move each year. Theoretically, this suggests that it will take roughly seven years for 100% of the housing stock to turn-over. Therefore, the annual market potential is multiplied by seven before comparing it to the existing housing stock.

Although the seven years is the national average absorption rate, a significantly lower factor of three years is applied to the City of Marshall because its households have exceptionally high movership rates. High movership rates in Marshall are attributed to the Bohemian Groove and Digital Dependent households and upscale target markets (see attached [Exhibit G.2](#)), which collectively represent about 25% of the city's existing households.

Results reveal that there is little or no need for building new detached houses in the City of Marshall. It is estimated that up to 723 households will be seeking existing houses to move into over the next three years – and it is assumed that most would prefer one that has been refurbished or significantly remodeled. However, the results indicate that net magnitude of existing detached houses exceeds the number of households that are migrating and seeking those choices (2,261 existing detached houses v. 723 migrating households).

Although there is a net surplus of detached houses in Marshall, about 363 of the migrating households will be seeking townhouses, row houses, or similar formats over the next three years, which exceeds the existing supply of 215 units. There are also 626 existing units among multiplexes and midrise buildings, which is barely sufficient to meet the needs of the 612 households seeking those formats over the next three years. These comparisons are also detailed in the following Table 10.

Table 10  
Three-Year Cumulative Market Potential v. Existing Units  
 71 Lifestyle Clusters – Aggressive Scenario  
 The City of Marshall | SWM Prosperity Region 8  
 Years 2016 – 2018

Number of Units by Building Format	Potential 3-Year Total	Existing Housing Units	Implied Gap for New-Builds	
1   Detached Houses	723	2,261	- -	<i>surplus</i>
2   Subdivided House, Duplex	57	315	-258	<i>surplus</i>
3-4   Side-by-Side, Stacked	219	116	103	<i>potential</i>
Subtotal Duplex – Fourplex	276	431	-155	<i>surplus (net)</i>
5-9   Townhouse, Live-Work	363	215	148	<i>potential</i>
10-19   Multiplex: Small	147	299	-152	<i>surplus</i>
20-49   Multiplex: Large	150	189	-39	<i>surplus</i>
50+   Midrise: Small, Large	315	138	177	<i>potential</i>
Subtotal Multiplex & Midrise	612	626	-14	<i>surplus (net)</i>
Total Attached Units	1,251	1,272	-21	<i>surplus (net)</i>

(Note: Theoretically, it will take at least 9 years for all of Marshall’s existing detached houses to turn over and before a new market gap emerges for that product.)

The histogram comparing the 3-year market potential with the City of Marshall’s existing housing units is intended only to provide a general sense of magnitude. Direct comparisons will be imperfect for a number reasons described in the following list.

#### Comparisons to Supply – Some Cautions

1. The market potential has not been refined to account for the magnitude of market potential among building sizes, and is not adjusted for a “slide” along building formats.
2. The histogram relies on data for existing housing units as reported by the American Community Survey (ACS) and based on five-year estimates through 2013. The data and year for the market potential is different, so comparisons will be imperfect.
3. The number of existing housing units is not adjusted for vacancies, including units difficult to sell or lease because they do not meet household needs and preferences. Within the cities and villages, a small share may be reported vacant because they are seasonally occupied by non-residents. Seasonal occupancy rates tend to be significantly higher in places with vista views of lakes (Palmer Lake in the Village of Colon, for example).
4. On average, the existing housing stock should be expected to turnover every seven years, with variations by tenure and lifestyle cluster. However, owner-occupied units have a slower turn-over rate (about 15 years), whereas renter occupied units tend to turn-over at least every three years. Again, these differences mean that direct comparisons are imperfect.
5. The 7-year (and 3-year) market potential assumes that the market potential is fully met within each consecutive year. However, if Calhoun County cannot meet the market potential in any given year, then that opportunity will dissipate.



## Market Assessment – Introduction

The following sections of this report provide a qualitative market assessment for Calhoun County and the City of Marshall. It begins with an overview of countywide economic advantages, followed by a market assessment for Marshall. The last section provides results of a PlaceScore™ analysis for Marshall based on placemaking attributes relative to other cities and villages throughout the State of Michigan.

Materials attached to this report include Section A with downtown aerials, photo collages, and lists of investment materials. All lists with sites, addresses, and buildings include information that local stakeholders reported and have not been field-verified by the consultants. In contrast, the photo collages document what the consultants observed during independent market tours and field research.

Collages of Downtown Photos – Observations by the consultants during independent field work.

Lists of Investment Opportunities – Information that stakeholders provided to the consultants.

In addition, Section H includes demographic profiles, a table of traffic counts, and the comparative analysis of PlaceScores™. The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

## Calhoun County – Overview

Regional Setting – Calhoun County is centrally located in southern Michigan, and is west of Kalamazoo County and north of Branch County. Interstate 94 connects east to Detroit and west to Chicago, and has the highest traffic volumes in the county, averaging 53,000 vehicles daily. In addition, Interstate 69 links north to Lansing, and south to Fort Wayne, Indiana.

Other Transportation Linkages – The W.K. Kellogg Airport in Battle Creek serves general aviation uses. Amtrak passenger rail serves Calhoun County, with stations in downtown Battle Creek and Albion. The Blue Water and Wolverine Lines from Chicago diverge at the Battle Creek station. The former serves Lansing and Port Huron, and the latter serves Albion, Detroit, and Pontiac.

Economic Overview – Calhoun County has a diverse economy and manufacturing nearly ties the educational, health, and social services employment categories (22% of total employment, each). The retail and arts, entertainment, hospitality, and food service categories collectively account for an additional 22% share of employment.

**Battle Creek Major Employers | Industry Sector**

- Bronson Hospital | Health Care
- Duncan Aviation | Aircraft Maintenance
- Denso Manufacturing | Auto Air Conditioning
- I.I. Stanley Co. | Automotive Lighting
- Kellogg Co. (Battle Creek) | Breakfast Cereal
- Post Foods, LLC | Breakfast Cereal
- Firekeepers Casino (Emmett Twp.) | Entertainment

**The City of Albion Major Employers | Industry Sector**

- Albion College | Higher Education
- Continental Carbonic Products, Inc. | Dry Ice Manufacturing
- Viking Satcom | Satellite Equipment

Job Creation – The Kellogg Company, which maintains its global headquarters facility in Battle Creek, announced in early 2016 that 300 local positions would be eliminated over the next four years. Denso Manufacturing recently added 100 full-time, skilled positions to its Battle Creek operations. Firekeepers Casino in Emmett Township has announced a small expansion that could add another 12 full-time jobs.

## **The City of Marshall Advantage**

Geographic Setting – The City of Marshall is centrally located in Calhoun County and ideally located proximate to two interstate highways. Interstate 94 connects north to Lansing and south to Fort Wayne; and Interstate 69 connects west to Chicago and east to Detroit and Toledo. The Interstate 94 Business Loop and is the downtown’s main corridor. Resident workers have diverse local employment opportunities and within easy commute to other jobs in Kalamazoo, Portage, Battle Creek, Lansing, Coldwater, and Jackson.

Economic Overview – Marshall is also the Calhoun County seat and county government provides good paying jobs while supporting local businesses in diverse professions like finance, insurance, real estate (mortgage, title, and property surveying), legal (attorneys and lawyers), and related industries. Educational, health, and social services comprise nearly 29% of Marshall’s employment. The retail and arts, entertainment and recreation categories collectively comprise 28%. As shown in the following most of its largest employers are in the manufacturing sector.

Marshall Major Employers | Industry Sector

- Oaklawn Hospital | Health Care
- Tenneco, Inc. Automotive Parts | Manufacturing
- Eaton Corp. Systems, Torque Controls, Proving Grounds | Manufacturing
- Autocam Corp. Automotive Parts | Manufacturing
- Progressive Dynamics, Inc. Power Convertors | Manufacturing
- Tribal Manufacturing Co. Brass Fittings | Manufacturing
- Marshall Excelsior Co. Brass Fittings | Manufacturing

Job Creation – Autocam Corp. recently opened a new high-tech manufacturing facility in Marshall. The automotive components manufacturer announced the addition of 85 advanced manufacturing jobs for skilled workers. Marshall’s central location in Calhoun County will allow city residents to benefit from job growth in the Battle Creek area, discussed above.

Investment Opportunities – Marshall’s downtown spans one quarter-mile along Michigan Avenue, which is fronted by two- and three-story stone and brick buildings. The downtown offers a variety of development opportunities in prime locations. For example, the former Dreamer’s Furniture building (located at 112 N. Eagle Street) could be developed into townhomes or lofts over retail/restaurant space. Note: This particular example building has also been identified as an opportunity by the MEDC’s Redevelopment Ready Communities (RRC) team.

## Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving Calhoun County’s full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the success of each city and village relative to other places throughout Michigan. PlaceScore™ criteria are tallied for a possible 30 total points, and based on an approach that is explained in the Methods Book (see the Regional Workbook). Results are detailed in [Section H](#) of this report.

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population ([Exhibit H.6](#)). If the scores are adjusted for the market size (or calculated based on the score per 1,000 residents), then the results reveal an inverse logarithmic relationship ([Exhibit H.7](#)).

After adjusting for population size, the scores for most places tend to align with their size. Smaller markets may have lower scores, but their points per 1,000 residents tend to be higher. Larger markets have higher scores, but their points per 1,000 residents tend to be lower.

As shown in [Exhibit H.9](#), Marshall has an overall PlaceScore of 18 points, which is higher than Coldwater (16 points), Portage (15 points), and Sturgis (17 points); and is lower than the Village of Paw Paw (20 points). The city should aspire for a higher overall score in the range of 20 to 22 points, which could be achieved by addressing some of the items listed below.

### PlaceScore Strategies for the City of Marshall

1. Considering a form-based or unified code.
2. Preparing a master plan for its downtown subarea.
3. Developing a retail market strategy.
4. Participating in the MEDC’s Redevelopment Ready Communities program.
5. Participating in the MEDC’s Michigan Main Street (MMS) Program.
6. Providing downtown maps and merchant lists on the city or DDA websites.

## Contact Information

This concludes the Draft Market Strategy Report for the Calhoun County Target Market Analysis. Questions regarding economic growth, downtown development initiatives, and implementation of these recommendations can be addressed to the following project managers.

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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUse|USA.

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# Sections A - H

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION





Prepared by:



## Table of Contents

Investment Opportunities   Places	A
Summary Tables and Charts	B
Conservative Scenario   County	C
Aggressive Scenario   County	D
Aggressive Scenario   Places	E
Contract Rents   County and Places	F <sub>1</sub>
Home Values   County and Places	F <sub>2</sub>
Existing Households   County and Places	G
Market Assessment   County and Places	H





# Section A

## Investment Opportunities Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

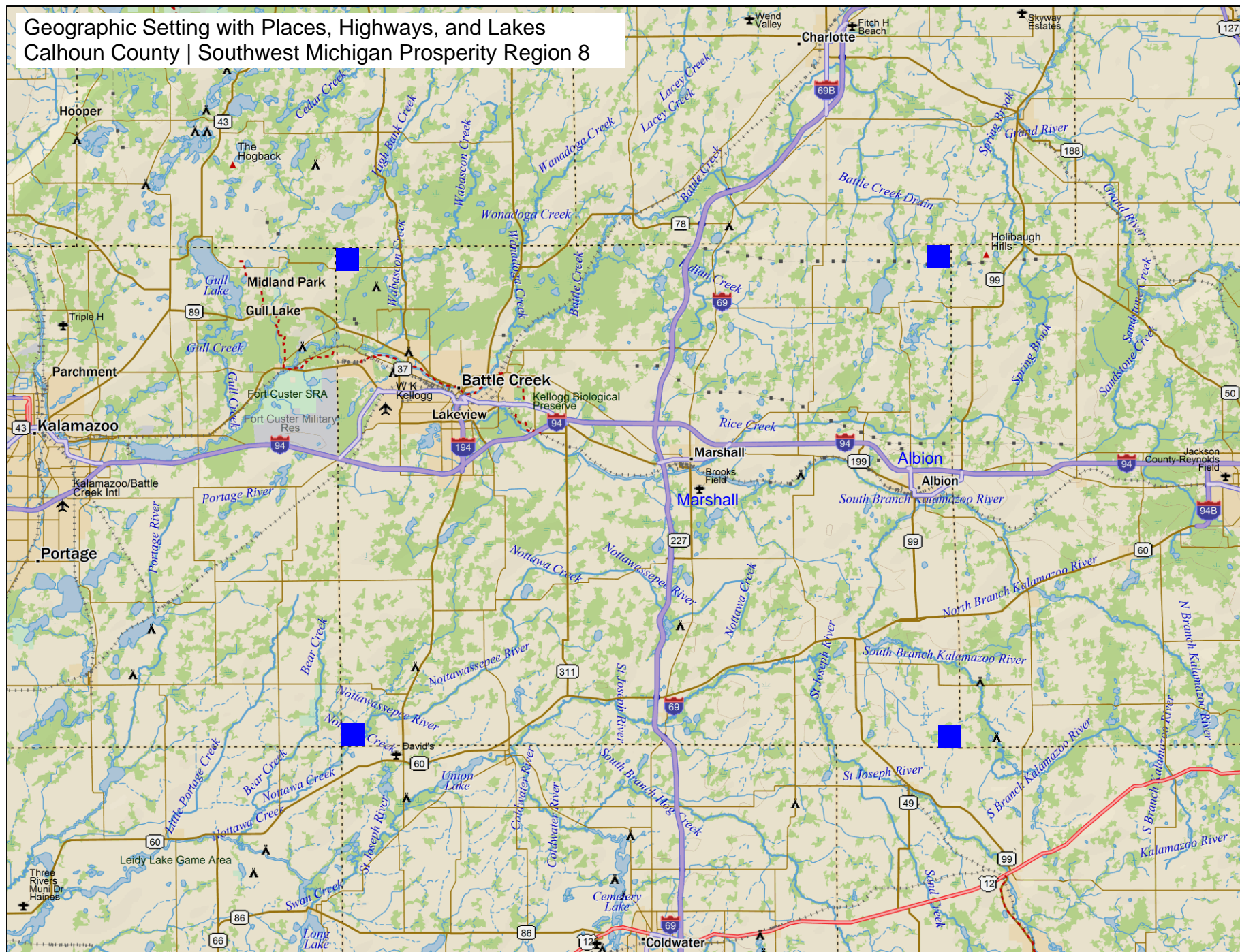
Michigan Economic Development Corporation

Michigan State Housing Development Authority

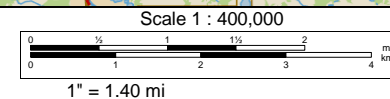
MICHIGAN ECONOMIC  
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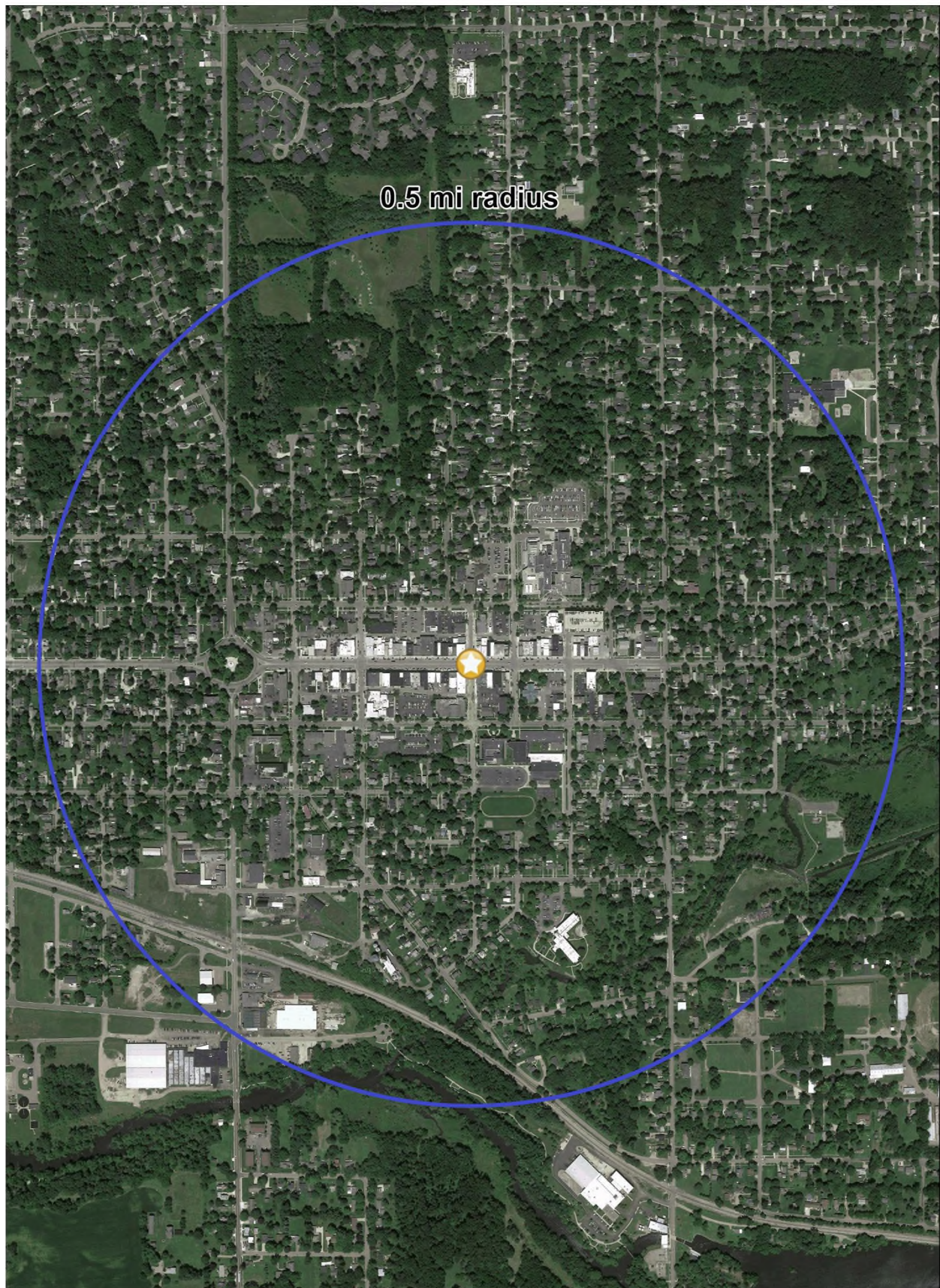
Geographic Setting with Places, Highways, and Lakes  
Calhoun County | Southwest Michigan Prosperity Region 8



Source: Mapping provided by DeLorme; exhibit prepared by LandUse|USA; 2016 ©.  
Blue squares indicate the inside corners of the county.









Scale and Form of Existing Downtown Buildings - Will be Updated in Spring 2016  
The City of Marshall - Calhoun County, Southwest MI Prosperity Region 8 - 2016

Exhibit A.3



Source: Courtesy of Sister Sarah, The Sisters of Saint Margaret; 2012.



Source: Panoramia and Google Earth 2014, licensed to LandUse|USA through Regis/SitesUSA.  
Note: These are temporary images and will be updated in Spring 2016.

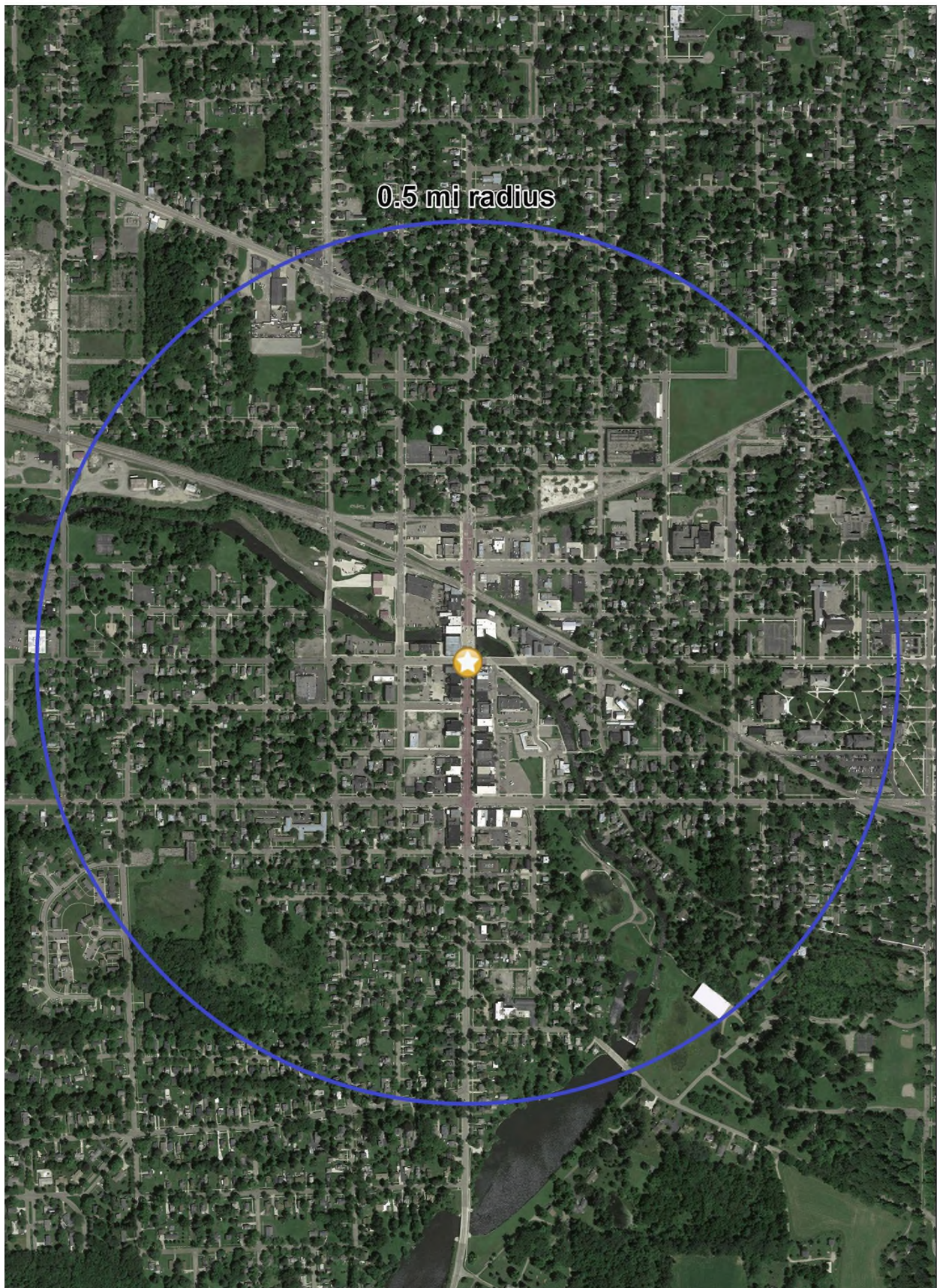
List of Investment Opportunities for Missing Middle Housing  
The City of Marshall | SW Michigan Prosperity Region 8 | Year 2016

Count	City, Township	Water Front	Down Town	Existing Conditions/Current Use Notes and Comments	Investment Opp./Future Use Notes and Comments
1	The City of Marshall	No	Yes	Built in 1875. Former Schlotzsky's restaurant. 104 W. Michigan Ave. 3,640 sq. ft. 2-level brick building. Two upper level apartments. For sale.	Potential conversion into a mixed-use project with new housing formats.
2	The City of Marshall	No	Yes	Built in 1892. Grannie's Attic. 136 W. Michigan Ave. 2-level, 4,752 sq. ft. Upper level rehabbed loft. For sale.	Potential conversion into a mixed-use project with new housing formats.
3	The City of Marshall	No	Yes	Built in 1890. 209 W. Michigan Ave. 2-level structure, 2,328 sq. ft. For sale.	Potential conversion into a mixed-use project with new housing formats.
4	The City of Marshall	No	Yes	Former Dreamer's Furniture building; 112 N. Eagle Street, north of Michigan Ave.	Potential conversion into a mixed-use project with townhouses or other new housing formats.
5	The City of Marshall				

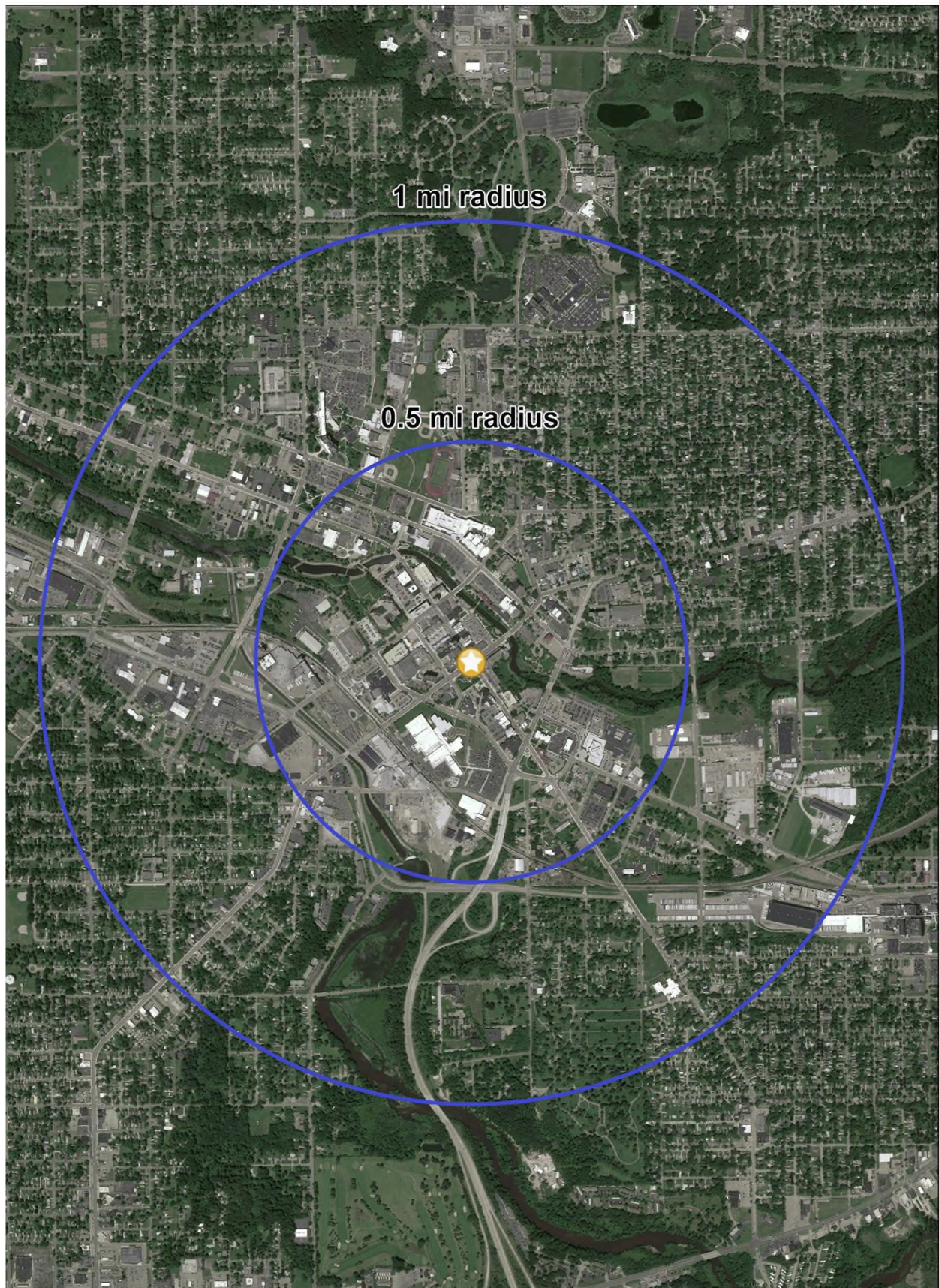
Notes: This investment list focuses on the region's largest projects that only include a residential component. The information has been provided by local stakeholders and internet research, and every project has not been field verified.

Source: Interviews with stakeholders and market research conducted by LandUse|USA, 2016.

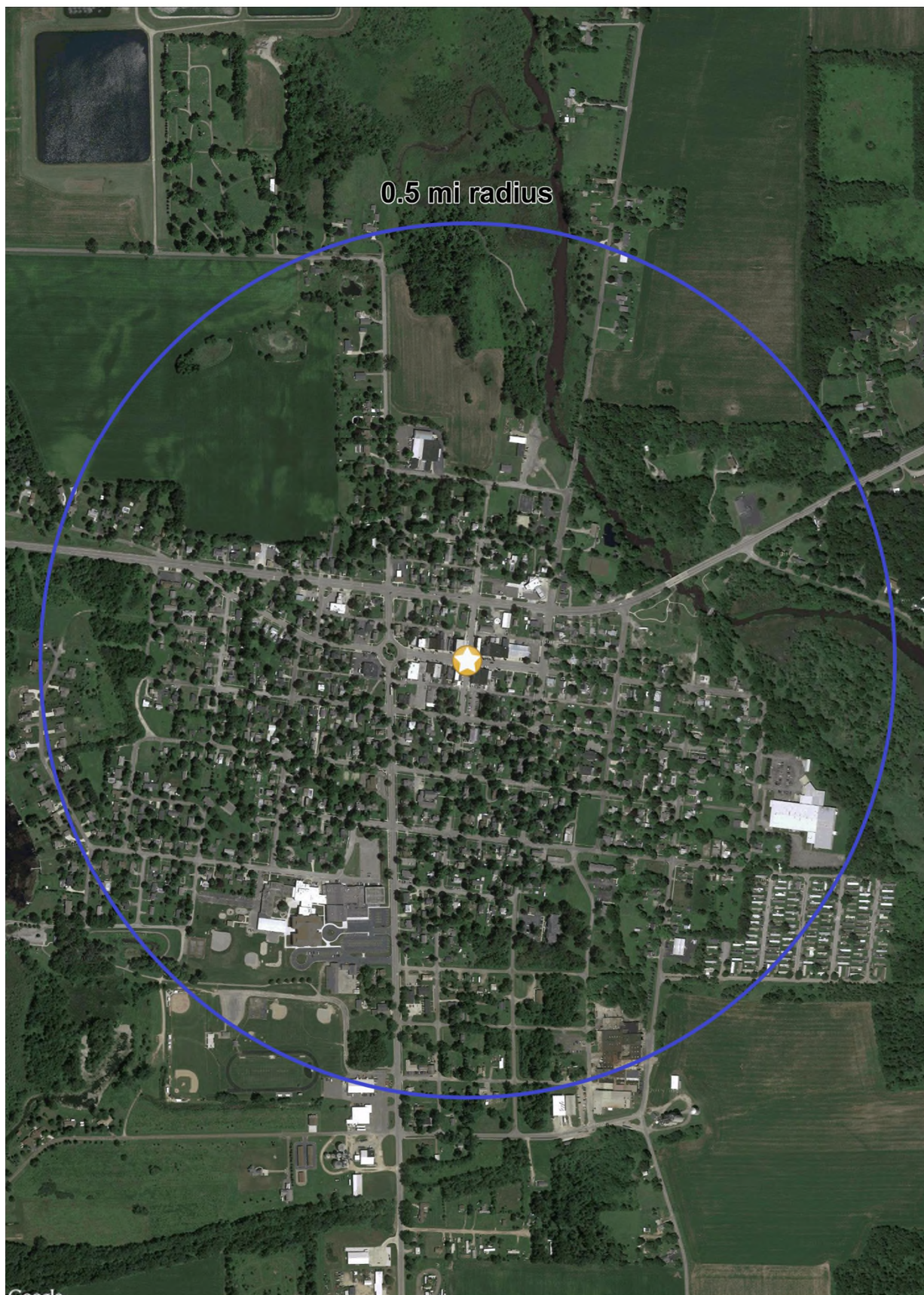




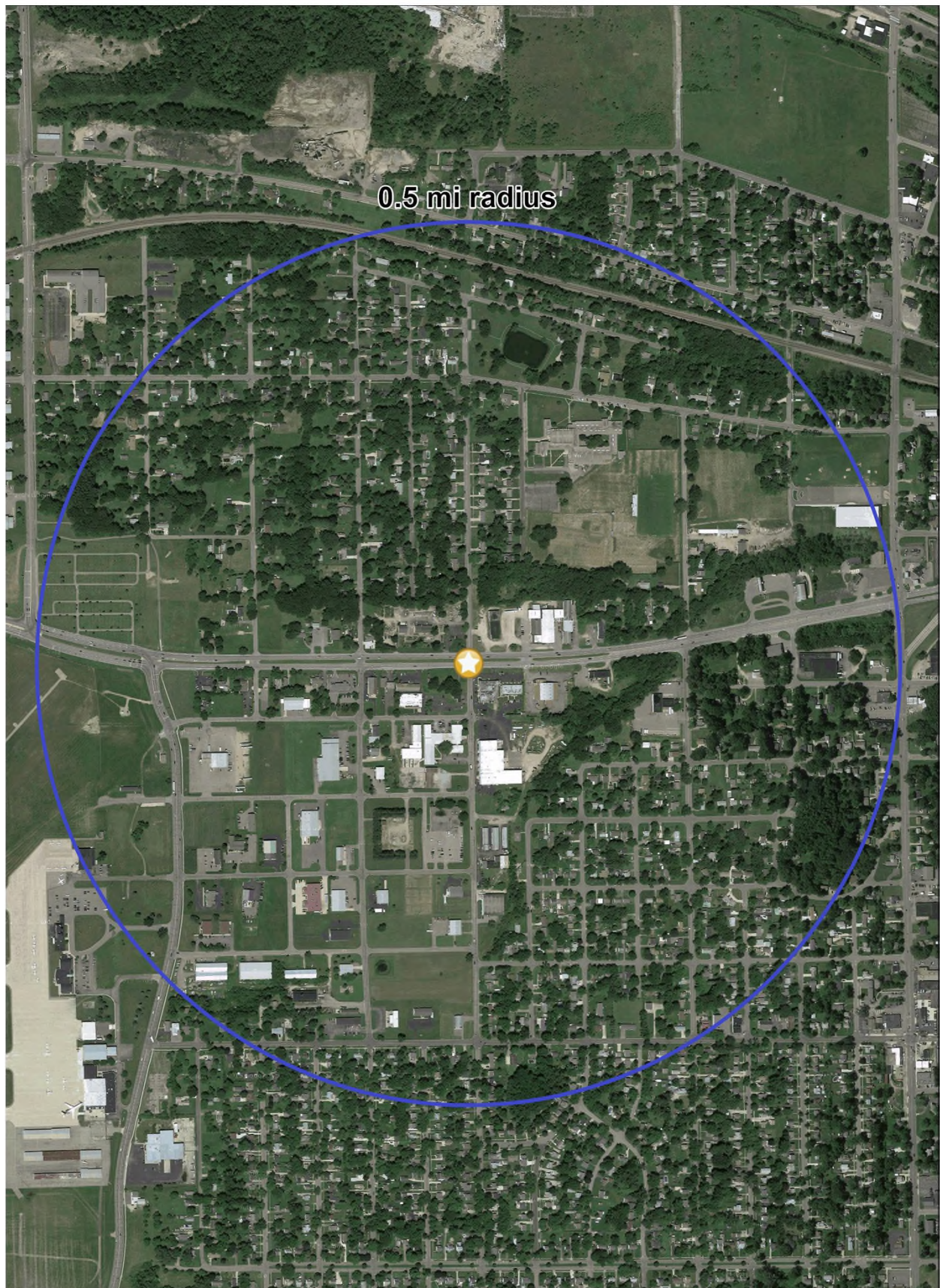
















# Section B

## Summary Tables and Charts

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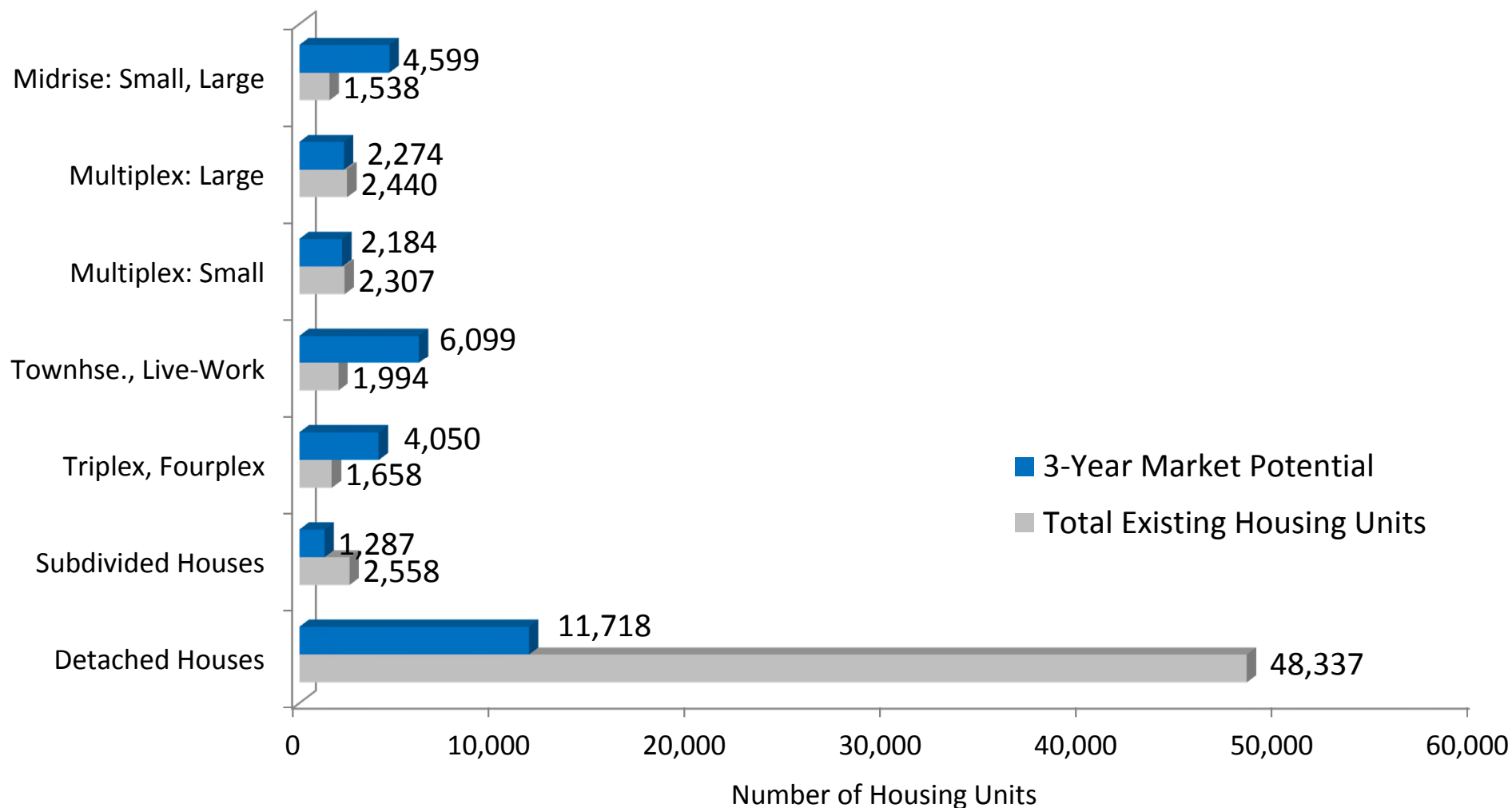
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3-Year Market Potential v. Total Existing Housing Units  
All 71 Lifestyle Clusters - Aggressive Scenario  
Calhoun County | SWM Prosperity Region 8 | 2016 - 2018

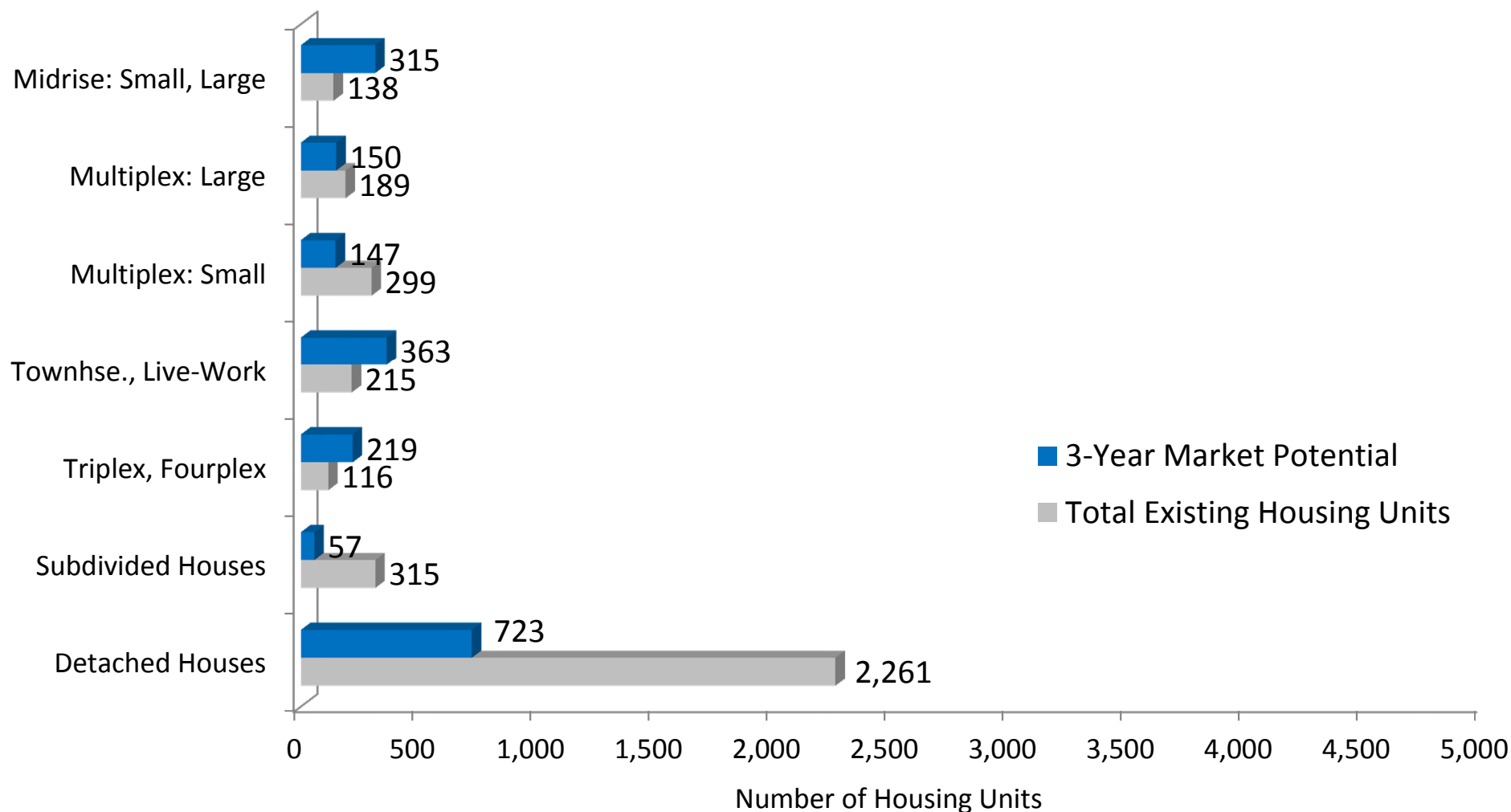


Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

3-Year Market Potential v. Total Existing Housing Units

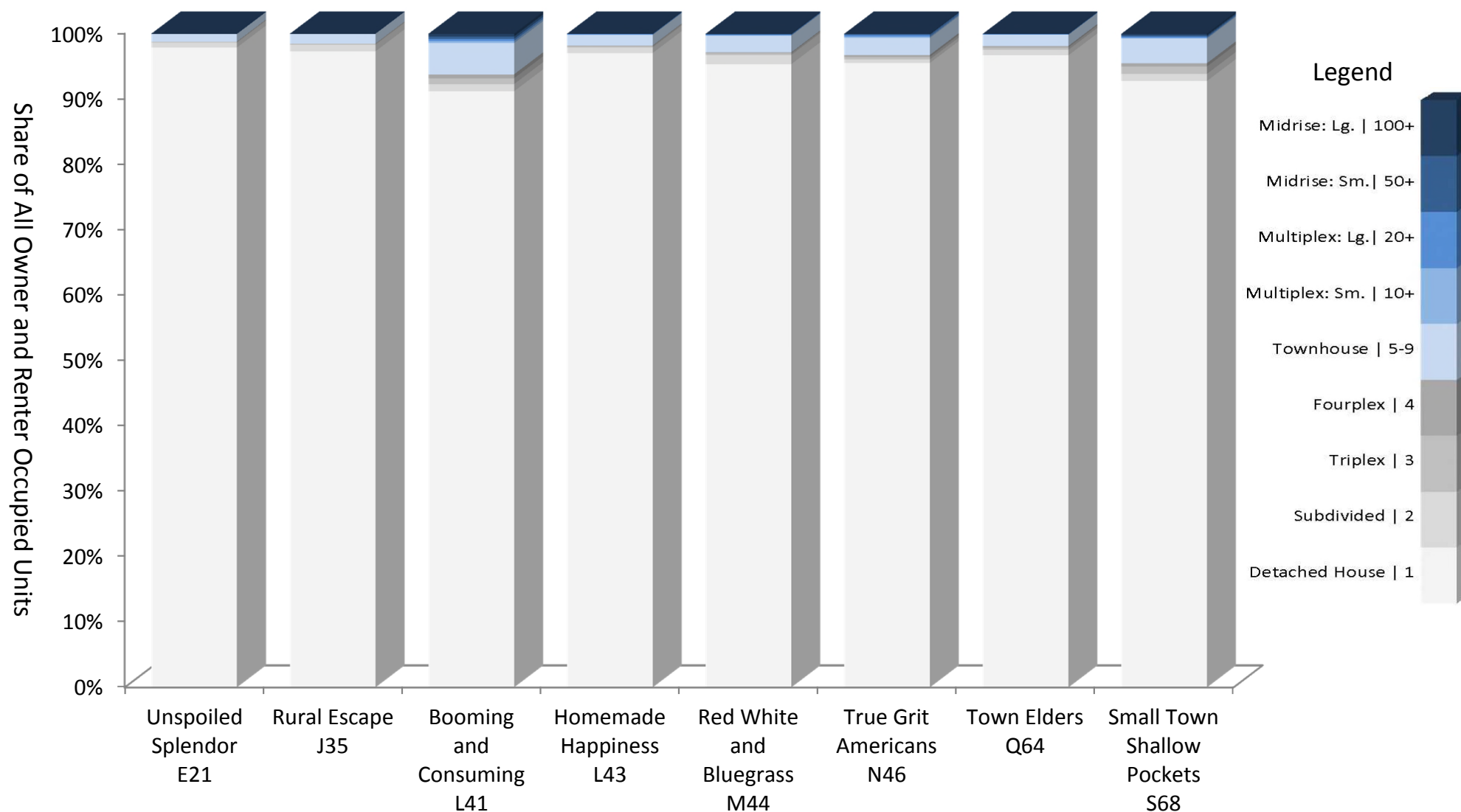
All 71 Lifestyle Clusters - Aggressive Scenario

The City of Marshall | Calhoun County | 2016 - 2018



Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Missing Middle Housing Formats v. Detached Houses  
 Preferences of Most Prevalent Lifestyle Clusters  
 Southwest Michigan Prosperity Region 8 | Year 2016



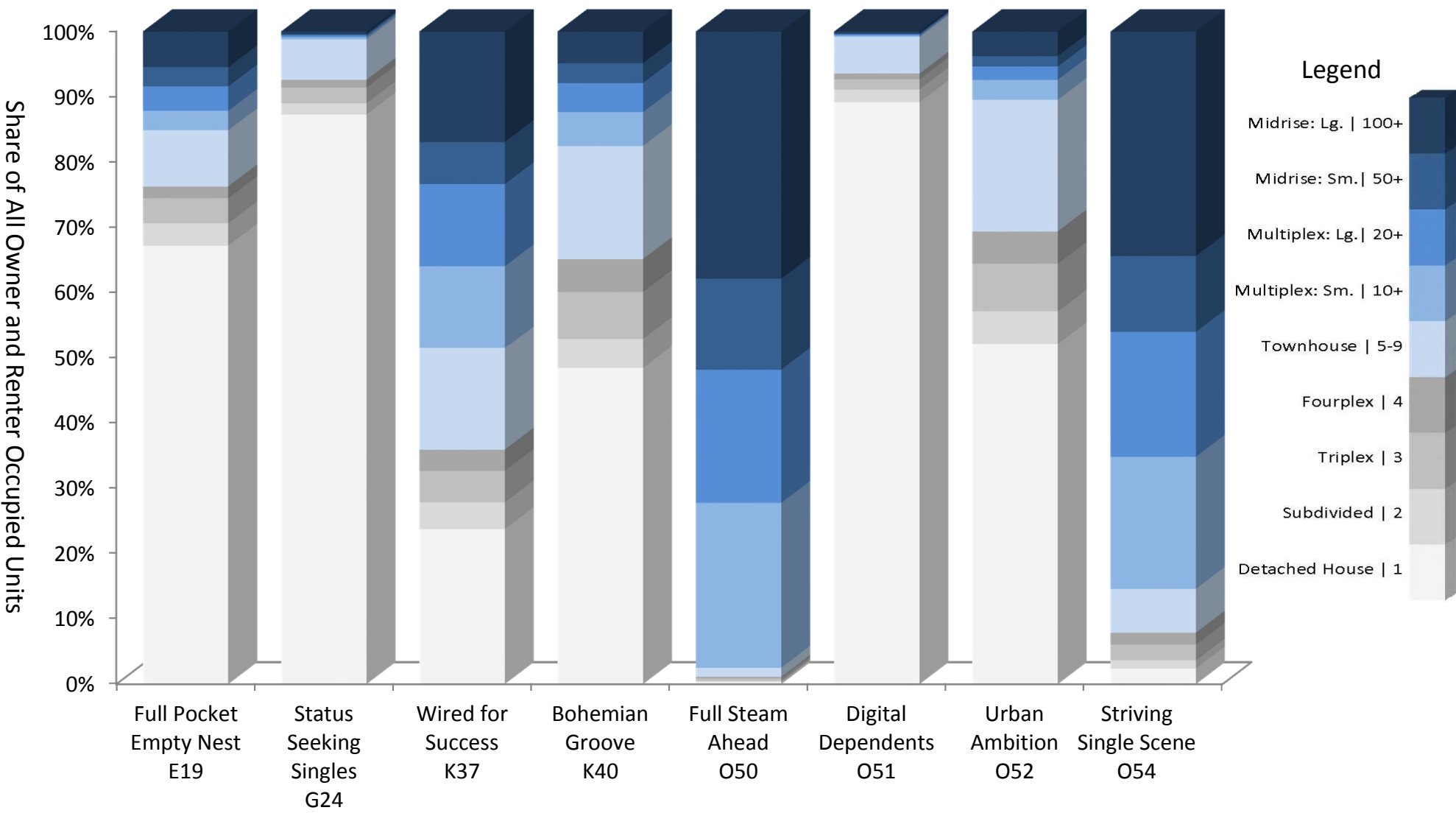
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016; all rights reserved.

Residential Market Parameters for Lifestyle Clusters  
 For Missing Middle Housing - Southwest Michigan Prosperity Region 8  
 With Averages for the State of Michigan - 2015

Lifestyle Cluster   Code	Detached	Duplex	Townhse.,	Midplex	Renters	Owners	Blended
	House	Fourplex	Live-Work				
	1 Unit	2-4 Units	6+ Units	20+ Units	Share of	Share of	ship
					Total	Total	Rate
MOST PREVALENT CLUSTERS							
Unspoiled Splendor   E21	97.9%	0.9%	1.1%	0.1%	2.0%	98.0%	1.8%
Rural Escape   J35	97.3%	1.2%	1.5%	0.0%	3.2%	96.8%	3.9%
Booming and Consuming   L41	91.2%	2.6%	4.8%	1.4%	17.3%	82.7%	14.5%
Homemade Happiness   L43	97.0%	1.2%	1.6%	0.2%	4.9%	95.1%	5.8%
Red White and Bluegrass   M44	95.3%	1.8%	2.6%	0.3%	11.3%	88.7%	5.6%
True Grit Americans   N46	95.5%	1.2%	2.6%	0.6%	9.3%	90.7%	11.4%
Town Elders   Q64	96.7%	1.4%	1.7%	0.2%	4.4%	95.6%	2.4%
Small Town Shallow Pockets   S68	92.8%	2.7%	3.8%	0.7%	34.5%	65.5%	14.9%
INTERMITTENTLY PREVALENT							
Touch of Tradition   N49	97.6%	1.2%	1.1%	0.1%	5.7%	94.3%	9.8%
Settled and Sensible   J36	97.8%	1.0%	1.2%	0.1%	2.7%	97.3%	4.4%
Infants and Debit Cards   M45	95.0%	2.0%	2.6%	0.3%	29.7%	70.3%	15.5%
Stockcars and State Parks   I30	97.1%	1.1%	1.7%	0.1%	3.3%	96.7%	4.6%
Sports Utility Families   D15	97.7%	0.7%	1.5%	0.1%	2.8%	97.2%	2.3%

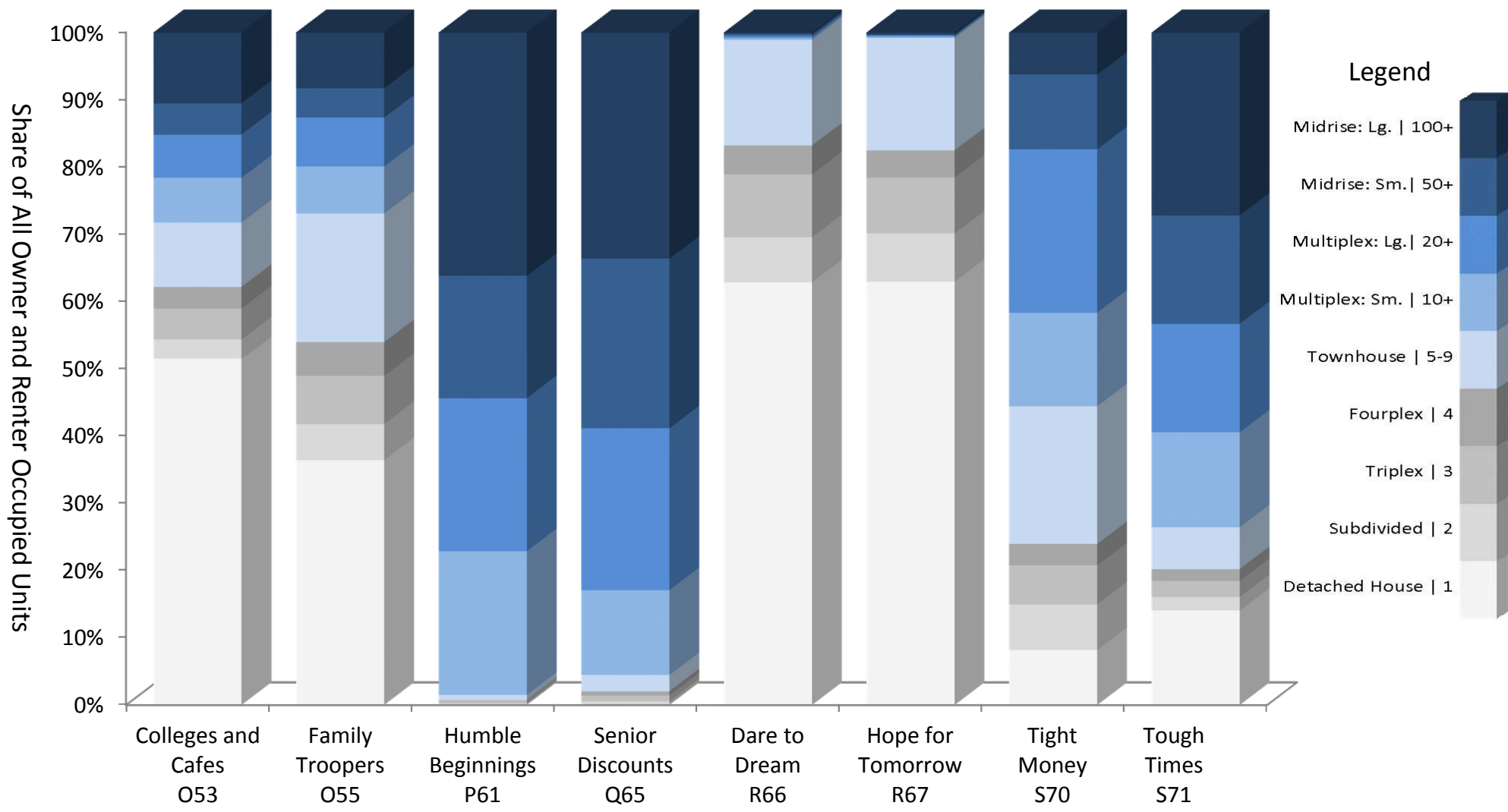
Source: Underlying data represents Mosaic|USA data provided by Experian and Powered by Regis/Sites|USA.  
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# Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets Southwest Michigan Prosperity Region 8 | Year 2016



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# Missing Middle Housing Formats v. Houses Preferences of Moderate Target Markets Southwest Michigan Prosperity Region 8 | Year 2016



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Residential Market Parameters for Upscale and Moderate Target Markets  
 For Missing Middle Housing - Southwest Michigan Prosperity Region 8  
 With Averages for the State of Michigan - 2015

Lifestyle Cluster   Code	Detached	Duplex	Townhse.,	Midplex	Renters Share of Total	Owners Share of Total	Blended Mover- ship Rate
	House 1 Unit	Triplex Fourplex 2-4 Units	Live-Work 6+ Units				
UPSCALE TARGET MARKETS							
Full Pockets - Empty Nests   E19	67.2%	9.1%	8.6%	15.1%	21.8%	78.2%	8.2%
Status Seeking Singles   G24	87.3%	5.3%	6.2%	1.2%	29.9%	70.1%	16.9%
Wired for Success   K37	23.7%	12.1%	15.6%	48.6%	80.2%	19.8%	39.7%
Bohemian Groove   K40	48.3%	16.8%	17.4%	17.5%	91.4%	8.6%	17.3%
Full Steam Ahead   O50	0.3%	0.8%	1.4%	97.5%	97.6%	2.4%	53.8%
Digital Dependents   O51	89.2%	4.4%	5.6%	0.9%	34.1%	65.9%	36.3%
Urban Ambition   O52	52.0%	17.3%	20.2%	10.5%	95.2%	4.8%	34.4%
Striving Single Scene   O54	2.4%	5.4%	6.7%	85.4%	96.0%	4.0%	50.2%
MODERATE TARGET MARKETS							
Colleges and Cafes   O53	51.3%	10.8%	9.6%	28.3%	83.1%	16.9%	25.1%
Family Troopers   O55	36.3%	17.6%	19.2%	26.9%	98.9%	1.1%	39.5%
Humble Beginnings   P61	0.1%	0.6%	0.7%	98.5%	97.3%	2.7%	38.1%
Senior Discounts   Q65	0.1%	1.9%	2.4%	95.6%	70.9%	29.1%	12.9%
Dare to Dream   R66	62.8%	20.3%	15.7%	1.1%	97.7%	2.3%	26.3%
Hope for Tomorrow   R67	62.9%	19.5%	16.7%	0.8%	99.3%	0.7%	29.7%
Tight Money   S70	8.2%	15.7%	20.4%	55.7%	99.6%	0.4%	35.5%
Tough Times   S71	14.0%	6.2%	6.2%	73.6%	95.4%	4.6%	18.9%

Source: Underlying data represents Mosaic|USA data provided by Experian and Powered by Regis/Sites|USA.  
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# Section C

## Conservative Scenario

### County

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



# Exhibit C.1

## Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO

Number of Units (New and/or Rehab) by Tenure and Building Form

Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

CONSERVATIVE SCENARIO	Calhoun COUNTY 71 Lifestyle Clusters			Calhoun COUNTY Upscale Target Markets			Calhoun COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	3,823	439	3,384	1,320	62	1,258	1,667	12	1,655
1   Detached Houses	1,283	428	855	242	59	183	303	4	299
2   Side-by-Side & Stacked	151	1	150	34	1	33	107	0	107
3   Side-by-Side & Stacked	311	0	311	73	0	73	220	0	220
4   Side-by-Side & Stacked	172	0	172	51	0	51	115	0	115
5-9   Townhse., Live-Work	725	0	725	211	0	211	461	0	461
10-19   Multiplex: Small	289	1	288	185	0	185	101	1	100
20-49   Multiplex: Large	294	3	291	160	1	159	131	2	129
50-99   Midrise: Small	194	2	192	98	0	98	94	2	92
100+   Midrise: Large	404	4	400	266	1	265	135	3	132
Total Units	3,823	439	3,384	1,320	62	1,258	1,667	12	1,655
Detached Houses	1,283	428	855	242	59	183	303	4	299
Duplexes & Triplexes	462	1	461	107	1	106	327	0	327
Other Attached Formats	2,078	10	2,068	971	2	969	1,037	8	1,029

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.

Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO

Exhibit C.2

Number of Units (New and/or Rehab) by Tenure and Building Form

Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest   E19	Status Seeking Singles   G24	Wired for Success   K37	Bohem- ian Groove   K40	Full Steam Ahead   O50	Digital Depend- ents   O51	Urban Ambit- ion   O52	Striving Single Scene   O54
CONSERVATIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	3,823	1,320	0	0	23	234	112	219	182	554
Calhoun COUNTY - Owners	439	62	0	0	1	4	0	53	2	4
1   Detached Houses	428	59	0	0	1	3	0	52	2	1
2   Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	1	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	3	1	0	0	0	0	0	0	0	1
50-99   Midrise: Small	2	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	4	1	0	0	0	0	0	0	0	1
Calhoun COUNTY - Renters	3,384	1,258	0	0	22	230	112	166	180	550
1   Detached Houses	855	183	0	0	1	38	0	107	34	3
2   Side-by-Side & Stacked	150	33	0	0	1	11	0	7	10	4
3   Side-by-Side & Stacked	311	73	0	0	1	27	0	9	23	13
4   Side-by-Side & Stacked	172	51	0	0	1	19	0	5	16	10
5-9   Townhse., Live-Work	725	211	0	0	4	68	2	33	65	39
10-19   Multiplex: Small	288	185	0	0	4	21	30	1	10	119
20-49   Multiplex: Large	291	159	0	0	3	17	23	1	6	109
50-99   Midrise: Small	192	98	0	0	2	11	15	1	5	64
100+   Midrise: Large	400	265	0	0	5	18	41	2	11	188

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO

Exhibit C.3

Number of Units (New and/or Rehab) by Tenure and Building Form

Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Moderate	Colleges	Family	Humble	Senior	Dare	Hope for	Tight	Tough
CONSERVATIVE SCENARIO (Per In-Migration Only)	Lifestyle Clusters	Target Markets	Cafes   O53	Troopers   O55	Begin- nings   P61	Discount   Q65	to Dream   R66	Tomor- row   R67	Money   S70	Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	3,823	1,667	29	344	1	123	526	399	123	124
Calhoun COUNTY - Owners	439	12	1	1	0	8	2	0	0	1
1   Detached Houses	428	4	1	1	0	0	2	0	0	0
2   Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	1	1	0	0	0	1	0	0	0	0
20-49   Multiplex: Large	3	2	0	0	0	2	0	0	0	0
50-99   Midrise: Small	2	2	0	0	0	2	0	0	0	0
100+   Midrise: Large	4	3	0	0	0	3	0	0	0	0
Calhoun COUNTY - Renters	3,384	1,655	28	343	1	115	524	399	123	123
1   Detached Houses	855	299	5	37	0	0	142	109	2	4
2   Side-by-Side & Stacked	150	107	1	16	0	0	45	37	6	2
3   Side-by-Side & Stacked	311	220	2	35	0	1	102	69	8	3
4   Side-by-Side & Stacked	172	115	2	25	0	1	47	34	4	2
5-9   Townhse., Live-Work	725	461	5	97	0	3	176	143	28	9
10-19   Multiplex: Small	288	100	3	36	0	15	3	2	20	21
20-49   Multiplex: Large	291	129	3	36	0	28	4	2	33	23
50-99   Midrise: Small	192	92	2	21	0	29	3	1	14	22
100+   Midrise: Large	400	132	5	40	0	38	2	2	8	37

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".





# Section D

## Aggressive Scenario

### County

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	Calhoun COUNTY 71 Lifestyle Clusters			Calhoun COUNTY Upscale Target Markets			Calhoun COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	10,737	1,550	9,187	3,409	215	3,194	4,703	41	4,662
1   Detached Houses	3,906	1,501	2,405	712	198	514	854	14	840
2   Side-by-Side & Stacked	429	6	423	92	3	89	301	0	301
3   Side-by-Side & Stacked	873	0	873	203	0	203	622	0	622
4   Side-by-Side & Stacked	477	0	477	139	0	139	323	0	323
5-9   Townhse., Live-Work	2,033	4	2,029	576	2	574	1,298	0	1,298
10-19   Multiplex: Small	728	4	724	440	2	438	282	2	280
20-49   Multiplex: Large	758	8	750	382	2	380	369	6	363
50-99   Midrise: Small	509	10	499	235	2	233	268	8	260
100+   Midrise: Large	1,024	17	1,007	630	6	624	386	11	375
Total Units	10,737	1,550	9,187	3,409	215	3,194	4,703	41	4,662
Detached Houses	3,906	1,501	2,405	712	198	514	854	14	840
Duplexes & Triplexes	1,302	6	1,296	295	3	292	923	0	923
Other Attached Formats	5,529	43	5,486	2,402	14	2,388	2,926	27	2,899

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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
Number of Units (New and/or Rehab) by Tenure and Building Form  
Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit D.2

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest   E19	Status Seeking Singles   G24	Wired for Success   K37	Bohem- ian Groove   K40	Full Steam Ahead   O50	Digital Depend- ents   O51	Urban Ambit- ion   O52	Striving Single Scene   O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market - Level	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	10,737	3,409	0	0	65	661	242	653	513	1,279
Calhoun COUNTY - Owners	1,550	215	0	0	3	12	2	185	5	13
1   Detached Houses	1,501	198	0	0	2	10	0	180	4	2
2   Side-by-Side & Stacked	6	3	0	0	0	1	0	2	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	4	2	0	0	0	0	0	1	0	1
10-19   Multiplex: Small	4	2	0	0	0	0	0	0	0	2
20-49   Multiplex: Large	8	2	0	0	0	0	0	0	0	2
50-99   Midrise: Small	10	2	0	0	0	0	0	0	0	2
100+   Midrise: Large	17	6	0	0	0	0	1	0	0	5
Calhoun COUNTY - Renters	9,187	3,194	0	0	62	649	240	468	508	1,266
1   Detached Houses	2,405	514	0	0	4	107	0	301	95	7
2   Side-by-Side & Stacked	423	89	0	0	2	30	0	20	27	10
3   Side-by-Side & Stacked	873	203	0	0	4	77	1	25	65	31
4   Side-by-Side & Stacked	477	139	0	0	2	54	1	14	44	24
5-9   Townhse., Live-Work	2,029	574	0	0	12	192	3	94	184	89
10-19   Multiplex: Small	724	438	0	0	10	58	64	3	29	274
20-49   Multiplex: Large	750	380	0	0	10	48	49	4	18	251
50-99   Midrise: Small	499	233	0	0	5	32	33	2	14	147
100+   Midrise: Large	1,007	624	0	0	13	51	89	5	32	434

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Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
Number of Units (New and/or Rehab) by Tenure and Building Form  
Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit D.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	10,737	4,703	82	967	3	350	1,481	1,125	345	350
Calhoun COUNTY - Owners	1,550	41	3	2	0	27	7	2	0	3
1   Detached Houses	1,501	14	3	2	0	0	6	2	0	1
2   Side-by-Side & Stacked	6	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	4	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	4	2	0	0	0	2	0	0	0	0
20-49   Multiplex: Large	8	6	0	0	0	6	0	0	0	0
50-99   Midrise: Small	10	8	0	0	0	8	0	0	0	0
100+   Midrise: Large	17	11	0	0	0	10	0	0	0	1
Calhoun COUNTY - Renters	9,187	4,662	79	965	3	323	1,474	1,123	345	347
1   Detached Houses	2,405	840	14	104	0	0	399	306	6	11
2   Side-by-Side & Stacked	423	301	2	46	0	1	127	104	16	5
3   Side-by-Side & Stacked	873	622	6	99	0	3	287	196	22	9
4   Side-by-Side & Stacked	477	323	4	71	0	2	132	95	12	7
5-9   Townhse., Live-Work	2,029	1,298	13	273	0	8	496	404	79	25
10-19   Multiplex: Small	724	280	9	101	1	43	9	4	55	58
20-49   Multiplex: Large	750	363	9	102	1	79	10	5	92	65
50-99   Midrise: Small	499	260	6	59	1	80	8	3	41	62
100+   Midrise: Large	1,007	375	14	112	1	107	7	7	23	104

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



# Section E

## Aggressive Scenario Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



# Exhibit E.1

## Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

### Number of Units (New and/or Rehab) by Tenure and Building Form

Places in Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Battle Creek 71 Lifestyle Clusters			Battle Ck. - 0.5 Mile 71 Lifestyle Clusters			Battle Ck. - 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	5,891	788	5,103	205	21	184	1,063	118	945
1   Detached Houses	1,976	751	1,225	77	21	56	387	115	272
2   Side-by-Side & Stacked	231	5	226	9	0	9	56	0	56
3   Side-by-Side & Stacked	473	0	473	21	0	21	118	0	118
4   Side-by-Side & Stacked	252	0	252	12	0	12	60	0	60
5-9   Townhse., Live-Work	1,075	3	1,072	50	0	50	255	0	255
10-19   Multiplex: Small	451	3	448	8	0	8	42	0	42
20-49   Multiplex: Large	444	6	438	8	0	8	45	1	44
50-99   Midrise: Small	302	7	295	7	0	7	38	1	37
100+   Midrise: Large	687	13	674	13	0	13	62	1	61
Total Units	5,891	788	5,103	205	21	184	1,063	118	945
Detached Houses	1,976	751	1,225	77	21	56	387	115	272
Duplexes & Triplexes	704	5	699	30	0	30	174	0	174
Other Attached Formats	3,211	32	3,179	98	0	98	502	3	499

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.

Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Exhibit E.2

## Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Number of Units (New and/or Rehab) by Tenure and Building Form

Places in Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Albion 71 Lifestyle Clusters			City of Albion Upscale Target Markets			City of Albion Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	596	107	489	75	14	61	360	5	355
1   Detached Houses	260	105	155	37	14	23	74	3	71
2   Side-by-Side & Stacked	28	0	28	3	0	3	23	0	23
3   Side-by-Side & Stacked	56	0	56	6	0	6	47	0	47
4   Side-by-Side & Stacked	29	0	29	4	0	4	25	0	25
5-9   Townhse., Live-Work	121	0	121	16	0	16	98	0	98
10-19   Multiplex: Small	24	0	24	3	0	3	21	0	21
20-49   Multiplex: Large	24	0	24	2	0	2	22	0	22
50-99   Midrise: Small	18	1	17	1	0	1	17	1	16
100+   Midrise: Large	36	1	35	3	0	3	33	1	32
Total Units	596	107	489	75	14	61	360	5	355
Detached Houses	260	105	155	37	14	23	74	3	71
Duplexes & Triplexes	84	0	84	9	0	9	70	0	70
Other Attached Formats	252	2	250	29	0	29	216	2	214

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.

Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Exhibit E.3

## Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Number of Units (New and/or Rehab) by Tenure and Building Form

Places in Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Marshall 71 Lifestyle Clusters			City of Marshall Upscale Target Markets			City of Marshall Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	658	93	565	359	31	328	178	3	175
1   Detached Houses	241	90	151	112	31	81	18	0	18
2   Side-by-Side & Stacked	19	0	19	11	0	11	7	0	7
3   Side-by-Side & Stacked	45	0	45	28	0	28	15	0	15
4   Side-by-Side & Stacked	28	0	28	19	0	19	9	0	9
5-9   Townhse., Live-Work	121	0	121	76	0	76	38	0	38
10-19   Multiplex: Small	49	0	49	32	0	32	17	0	17
20-49   Multiplex: Large	50	1	49	26	0	26	24	1	23
50-99   Midrise: Small	37	1	36	17	0	17	20	1	19
100+   Midrise: Large	68	1	67	38	0	38	30	1	29
Total Units	658	93	565	359	31	328	178	3	175
Detached Houses	241	90	151	112	31	81	18	0	18
Duplexes & Triplexes	64	0	64	39	0	39	22	0	22
Other Attached Formats	353	3	350	208	0	208	138	3	135

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.

Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.4

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Albion | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
(Per In-Migration Only)	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Albion - Total	596	75	0	0	0	5	0	40	29	4
City of Albion - Owners	107	14	0	0	0	0	0	14	0	0
1   Detached Houses	105	14	0	0	0	0	0	14	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	1	0	0	0	0	0	0	0	0	0
City of Albion - Renters	489	61	0	0	0	5	0	26	29	4
1   Detached Houses	155	23	0	0	0	1	0	17	5	0
2   Side-by-Side & Stacked	28	3	0	0	0	0	0	1	2	0
3   Side-by-Side & Stacked	56	6	0	0	0	1	0	1	4	0
4   Side-by-Side & Stacked	29	4	0	0	0	0	0	1	3	0
5-9   Townhse., Live-Work	121	16	0	0	0	1	0	5	10	0
10-19   Multiplex: Small	24	3	0	0	0	0	0	0	2	1
20-49   Multiplex: Large	24	2	0	0	0	0	0	0	1	1
50-99   Midrise: Small	17	1	0	0	0	0	0	0	1	0
100+   Midrise: Large	35	3	0	0	0	0	0	0	2	1

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.5

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Albion | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Albion - Total	596	360	60	55	2	18	49	151	0	29
City of Albion - Owners	107	5	3	0	0	2	0	0	0	0
1   Detached Houses	105	3	3	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+   Midrise: Large	1	1	0	0	0	1	0	0	0	0
City of Albion - Renters	489	355	57	55	2	16	49	151	0	29
1   Detached Houses	155	71	10	6	0	0	13	41	0	1
2   Side-by-Side & Stacked	28	23	2	3	0	0	4	14	0	0
3   Side-by-Side & Stacked	56	47	4	6	0	0	10	26	0	1
4   Side-by-Side & Stacked	29	25	3	4	0	0	4	13	0	1
5-9   Townhse., Live-Work	121	98	10	16	0	0	16	54	0	2
10-19   Multiplex: Small	24	21	7	6	0	2	0	1	0	5
20-49   Multiplex: Large	24	22	6	6	0	4	0	1	0	5
50-99   Midrise: Small	17	16	4	3	0	4	0	0	0	5
100+   Midrise: Large	35	32	10	6	1	5	0	1	0	9

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.6

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Battle Creek | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
(Per In-Migration Only)	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Battle Creek - Total	5,891	2,064	0	0	46	258	177	216	301	1,066
City of Battle Creek - Owners	788	97	0	0	3	6	1	72	4	14
1   Detached Houses	751	82	0	0	2	5	0	70	3	2
2   Side-by-Side & Stacked	5	2	0	0	0	0	0	1	0	1
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	3	2	0	0	0	0	0	1	0	1
10-19   Multiplex: Small	3	2	0	0	0	0	0	0	0	2
20-49   Multiplex: Large	6	2	0	0	0	0	0	0	0	2
50-99   Midrise: Small	7	2	0	0	0	0	0	0	0	2
100+   Midrise: Large	13	5	0	0	0	0	0	0	0	5
City of Battle Creek - Renters	5,103	1,967	0	0	43	252	176	144	297	1,052
1   Detached Houses	1,225	199	0	0	3	42	0	93	56	5
2   Side-by-Side & Stacked	226	43	0	0	1	12	0	6	16	8
3   Side-by-Side & Stacked	473	106	0	0	3	30	1	8	38	26
4   Side-by-Side & Stacked	252	73	0	0	2	21	0	4	26	20
5-9   Townhse., Live-Work	1,072	296	0	0	9	74	3	29	107	74
10-19   Multiplex: Small	448	323	0	0	7	23	47	1	17	228
20-49   Multiplex: Large	438	283	0	0	7	19	36	1	11	209
50-99   Midrise: Small	295	169	0	0	3	12	24	0	8	122
100+   Midrise: Large	674	475	0	0	9	20	65	2	19	360

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.7

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Battle Creek | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Battle Creek - Total	5,891	2,474	0	414	0	197	703	869	38	259
City of Battle Creek - Owners	788	25	0	1	0	19	4	1	0	3
1   Detached Houses	751	7	0	1	0	0	4	1	0	1
2   Side-by-Side & Stacked	5	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	3	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	3	1	0	0	0	1	0	0	0	0
20-49   Multiplex: Large	6	4	0	0	0	4	0	0	0	0
50-99   Midrise: Small	7	5	0	0	0	5	0	0	0	0
100+   Midrise: Large	13	8	0	0	0	7	0	0	0	1
City of Battle Creek - Renters	5,103	2,449	0	413	0	178	699	868	38	256
1   Detached Houses	1,225	479	0	45	0	0	189	236	1	8
2   Side-by-Side & Stacked	226	166	0	20	0	0	60	80	2	4
3   Side-by-Side & Stacked	473	340	0	42	0	2	136	151	2	7
4   Side-by-Side & Stacked	252	172	0	30	0	1	62	73	1	5
5-9   Townhse., Live-Work	1,072	696	0	117	0	4	235	312	9	19
10-19   Multiplex: Small	448	123	0	43	0	24	4	3	6	43
20-49   Multiplex: Large	438	153	0	43	0	43	5	4	10	48
50-99   Midrise: Small	295	125	0	25	0	44	4	2	4	46
100+   Midrise: Large	674	195	0	48	0	59	3	5	3	77

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.8

Number of Units (New and/or Rehab) by Tenure and Building Form

Battle Ck. - 0.5 Mile | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
(Per In-Migration Only)	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Battle Ck. - 0.5 Mile - Total	205	48	0	0	0	2	0	3	42	4
Battle Ck. - 0.5 Mile - Owners	21	2	0	0	0	0	0	1	1	0
1   Detached Houses	21	2	0	0	0	0	0	1	1	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0
Battle Ck. - 0.5 Mile - Renters	184	46	0	0	0	2	0	2	41	4
1   Detached Houses	56	9	0	0	0	0	0	1	8	0
2   Side-by-Side & Stacked	9	2	0	0	0	0	0	0	2	0
3   Side-by-Side & Stacked	21	5	0	0	0	0	0	0	5	0
4   Side-by-Side & Stacked	12	4	0	0	0	0	0	0	4	0
5-9   Townhse., Live-Work	50	16	0	0	0	1	0	0	15	0
10-19   Multiplex: Small	8	3	0	0	0	0	0	0	2	1
20-49   Multiplex: Large	8	2	0	0	0	0	0	0	1	1
50-99   Midrise: Small	7	1	0	0	0	0	0	0	1	0
100+   Midrise: Large	13	4	0	0	0	0	0	0	3	1

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.9

Number of Units (New and/or Rehab) by Tenure and Building Form

Battle Ck. - 0.5 Mile | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Battle Ck. - 0.5 Mile - Total	205	109	0	12	1	9	40	36	1	18
Battle Ck. - 0.5 Mile - Owners	21	0	0	0	0	1	0	0	0	0
1   Detached Houses	21	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	0	0	0	0	0	0	0	0	0	0
Battle Ck. - 0.5 Mile - Renters	184	109	0	12	1	8	40	36	1	18
1   Detached Houses	56	23	0	1	0	0	11	10	0	1
2   Side-by-Side & Stacked	9	7	0	1	0	0	3	3	0	0
3   Side-by-Side & Stacked	21	15	0	1	0	0	8	6	0	0
4   Side-by-Side & Stacked	12	8	0	1	0	0	4	3	0	0
5-9   Townhse., Live-Work	50	30	0	3	0	0	13	13	0	1
10-19   Multiplex: Small	8	5	0	1	0	1	0	0	0	3
20-49   Multiplex: Large	8	6	0	1	0	2	0	0	0	3
50-99   Midrise: Small	7	6	0	1	0	2	0	0	0	3
100+   Midrise: Large	13	9	0	1	0	3	0	0	0	5

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Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.10

Number of Units (New and/or Rehab) by Tenure and Building Form

Battle Ck. - 1.0 Mile | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
(Per In-Migration Only)	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Battle Ck. - 1.0 Mile - Total	1,063	205	0	0	0	11	0	20	150	23
Battle Ck. - 1.0 Mile - Owners	118	9	0	0	0	0	0	7	2	0
1   Detached Houses	115	9	0	0	0	0	0	7	2	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	1	0	0	0	0	0	0	0	0	0
Battle Ck. - 1.0 Mile - Renters	945	196	0	0	0	11	0	13	148	23
1   Detached Houses	272	38	0	0	0	2	0	8	28	0
2   Side-by-Side & Stacked	56	10	0	0	0	1	0	1	8	0
3   Side-by-Side & Stacked	118	22	0	0	0	1	0	1	19	1
4   Side-by-Side & Stacked	60	14	0	0	0	1	0	0	13	0
5-9   Townhse., Live-Work	255	61	0	0	0	3	0	3	53	2
10-19   Multiplex: Small	42	14	0	0	0	1	0	0	8	5
20-49   Multiplex: Large	44	11	0	0	0	1	0	0	5	5
50-99   Midrise: Small	37	8	0	0	0	1	0	0	4	3
100+   Midrise: Large	61	18	0	0	0	1	0	0	9	8

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.11

Number of Units (New and/or Rehab) by Tenure and Building Form

Battle Ck. - 1.0 Mile | Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Battle Ck. - 1.0 Mile - Total	1,063	622	0	51	0	31	204	240	16	83
Battle Ck. - 1.0 Mile - Owners	118	4	0	0	0	3	1	0	0	1
1   Detached Houses	115	1	0	0	0	0	1	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99   Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+   Midrise: Large	1	1	0	0	0	1	0	0	0	0
Battle Ck. - 1.0 Mile - Renters	945	618	0	51	0	28	203	240	16	82
1   Detached Houses	272	128	0	5	0	0	55	65	0	3
2   Side-by-Side & Stacked	56	43	0	2	0	0	17	22	1	1
3   Side-by-Side & Stacked	118	90	0	5	0	0	40	42	1	2
4   Side-by-Side & Stacked	60	45	0	4	0	0	18	20	1	2
5-9   Townhse., Live-Work	255	179	0	14	0	1	68	86	4	6
10-19   Multiplex: Small	42	28	0	5	0	4	1	1	3	14
20-49   Multiplex: Large	44	33	0	5	0	7	1	1	4	15
50-99   Midrise: Small	37	29	0	3	0	7	1	1	2	15
100+   Midrise: Large	61	43	0	6	0	9	1	1	1	25

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

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# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.12

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Marshall - Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
(Per In-Migration Only)	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Marshall - Total	658	359	0	0	15	142	19	107	37	41
City of Marshall - Owners	93	31	0	0	1	2	0	29	0	0
1   Detached Houses	90	31	0	0	1	2	0	28	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99   Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+   Midrise: Large	1	0	0	0	0	0	0	0	0	0
City of Marshall - Renters	565	328	0	0	14	140	19	78	37	41
1   Detached Houses	151	81	0	0	1	23	0	50	7	0
2   Side-by-Side & Stacked	19	11	0	0	0	6	0	3	2	0
3   Side-by-Side & Stacked	45	28	0	0	1	17	0	4	5	1
4   Side-by-Side & Stacked	28	19	0	0	1	12	0	2	3	1
5-9   Townhse., Live-Work	121	76	0	0	3	41	0	16	13	3
10-19   Multiplex: Small	49	32	0	0	2	13	5	1	2	9
20-49   Multiplex: Large	49	26	0	0	2	10	4	1	1	8
50-99   Midrise: Small	36	17	0	0	1	7	3	0	1	5
100+   Midrise: Large	67	38	0	0	3	11	7	1	2	14

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.

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# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.13

Number of Units (New and/or Rehab) by Tenure and Building Form

City of Marshall - Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Marshall - Total	658	178	0	87	0	54	33	0	3	5
City of Marshall - Owners	93	3	0	0	0	3	0	0	0	0
1   Detached Houses	90	0	0	0	0	0	0	0	0	0
2   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4   Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9   Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19   Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49   Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99   Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+   Midrise: Large	1	1	0	0	0	1	0	0	0	0
City of Marshall - Renters	565	175	0	87	0	51	33	0	3	5
1   Detached Houses	151	18	0	9	0	0	9	0	0	0
2   Side-by-Side & Stacked	19	7	0	4	0	0	3	0	0	0
3   Side-by-Side & Stacked	45	15	0	9	0	0	6	0	0	0
4   Side-by-Side & Stacked	28	9	0	6	0	0	3	0	0	0
5-9   Townhse., Live-Work	121	38	0	25	0	1	11	0	1	0
10-19   Multiplex: Small	49	17	0	9	0	7	0	0	0	1
20-49   Multiplex: Large	49	23	0	9	0	12	0	0	1	1
50-99   Midrise: Small	36	19	0	5	0	13	0	0	0	1
100+   Midrise: Large	67	29	0	10	0	17	0	0	0	2

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

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Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



# Section F<sub>1</sub>

## Contract Rents County and Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

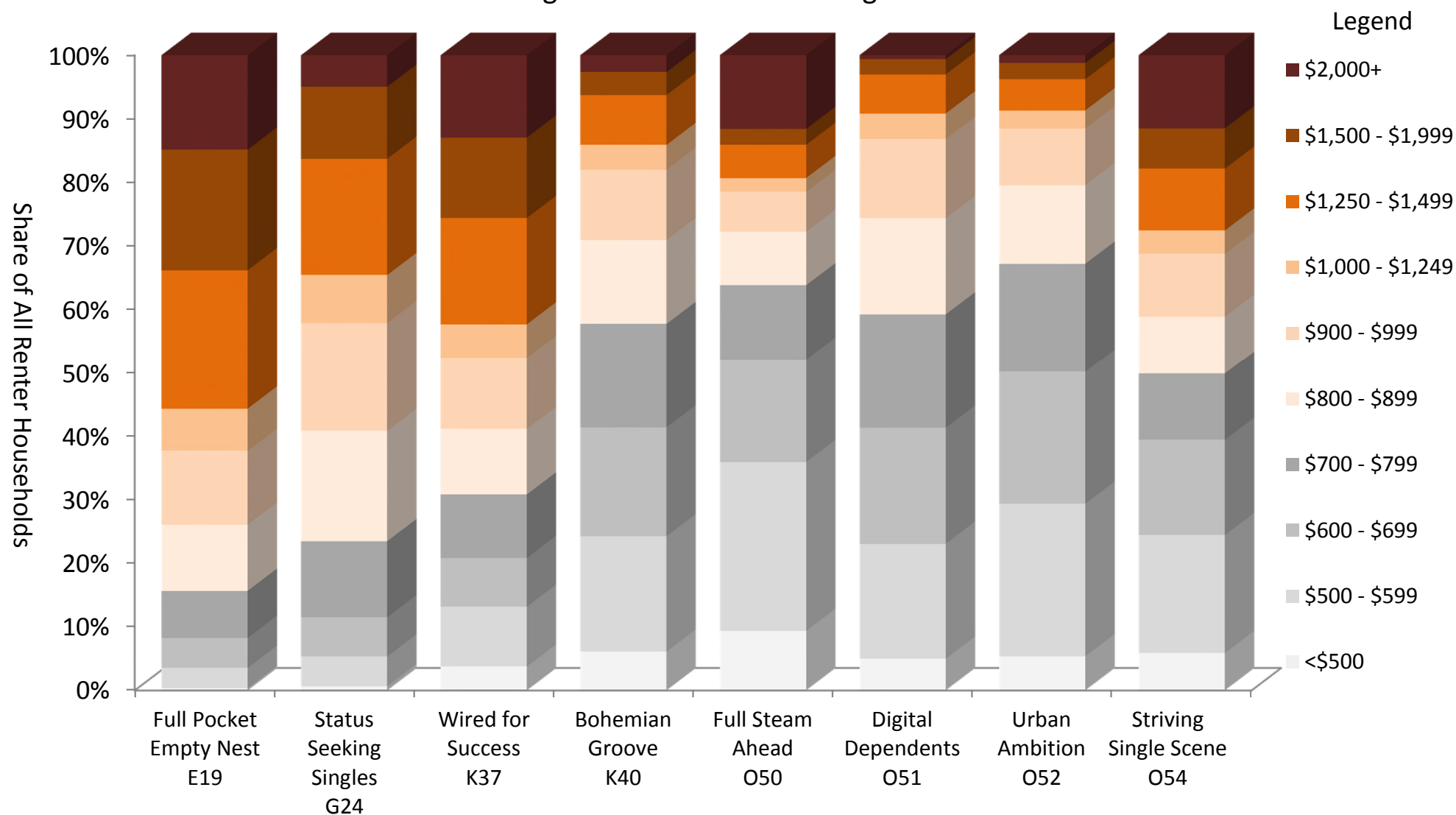
Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION





Upscale Target Markets for Missing Middle Housing Formats  
Stacked by Contract Rent Brackets  
Averages for the State of Michigan - 2016



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA.  
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Current Contract Rent Brackets | Existing Households by Upscale Target Market  
Calhoun County | Southwest Michigan Prosperity Region 8 | Year 2016

	All 71		Status						
Contract Rent	Mosaic	Full Pocket	Seeking	Wired for	Bohemian	Full Steam	Digital	Urban	Striving
Brackets	Lifestyle	Empty Nest	Singles	Success	Groove	Ahead	Dependents	Ambition	Single Scene
	Clusters	E19	G24	K37	K40	O50	O51	O52	O54
<\$500	5.9%	0.5%	0.8%	4.5%	6.1%	9.6%	4.8%	5.2%	6.4%
\$500 - \$599	14.6%	4.3%	5.6%	11.6%	18.7%	28.2%	18.2%	23.8%	20.7%
\$600 - \$699	14.4%	7.8%	9.0%	11.6%	21.6%	21.0%	22.4%	25.2%	20.5%
\$700 - \$799	11.7%	10.4%	14.8%	12.8%	17.5%	12.9%	18.7%	17.6%	12.1%
\$800 - \$899	12.7%	15.5%	22.7%	14.0%	15.0%	9.8%	16.7%	13.5%	11.1%
\$900 - \$999	10.6%	14.0%	18.0%	12.4%	10.1%	5.9%	11.1%	7.8%	9.8%
\$1,000 - \$1,249	4.1%	6.4%	6.3%	4.6%	2.8%	1.6%	2.8%	2.0%	2.9%
\$1,250 - \$1,499	10.7%	17.8%	13.0%	12.4%	4.8%	3.3%	3.7%	2.9%	6.5%
\$1,500 - \$1,999	7.5%	13.1%	6.8%	7.9%	1.9%	1.3%	1.2%	1.3%	3.6%
\$2,000+	7.8%	10.2%	3.0%	8.1%	1.4%	6.3%	0.3%	0.6%	6.5%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$561	\$846	\$732	\$737	\$577	\$569	\$566	\$543	\$632

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

Figures are current rents paid by existing households in 2016, and have not been "boosted" for the analysis of market potential.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
 Number of Units (New and/or Rehab) by Contract Rent Bracket  
 Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit F1.3

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest   E19	Status Seeking Singles   G24	Wired for Success   K37	Bohem- ian Groove   K40	Full Steam Ahead   O50	Digital Depend- ents   O51	Urban Ambit- ion   O52	Striving Single Scene   O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	10,708	3,409	0	0	65	661	242	653	513	1,279
Calhoun COUNTY - Renters	9,178	3,195	0	0	62	649	240	468	508	1,266
<\$500	1,178	196	0	0	3	40	23	23	26	81
\$500 - \$599	2,652	664	0	0	7	121	68	85	121	262
\$600 - \$699	2,075	689	0	0	7	140	50	105	128	259
\$700 - \$799	1,109	483	0	0	8	114	31	88	89	153
\$800 - \$899	846	417	0	0	9	97	24	78	69	140
\$900 - \$999	572	305	0	0	8	66	14	52	40	125
\$1,000 - \$1,249	161	84	0	0	3	18	4	13	10	36
\$1,250 - \$1,499	278	161	0	0	8	31	8	17	15	82
\$1,500 - \$1,999	133	79	0	0	5	12	3	6	7	46
\$2,000+	174	117	0	0	5	9	15	2	3	83
Summation	9,178	3,195	0	0	63	648	240	469	508	1,267
Med. Contract Rent	\$671	--	\$1,015	\$878	\$884	\$693	\$683	\$679	\$652	\$759

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Contract rent typically excludes some or all utilities and extra fees for deposits, parking, pets, security, memberships, etc.

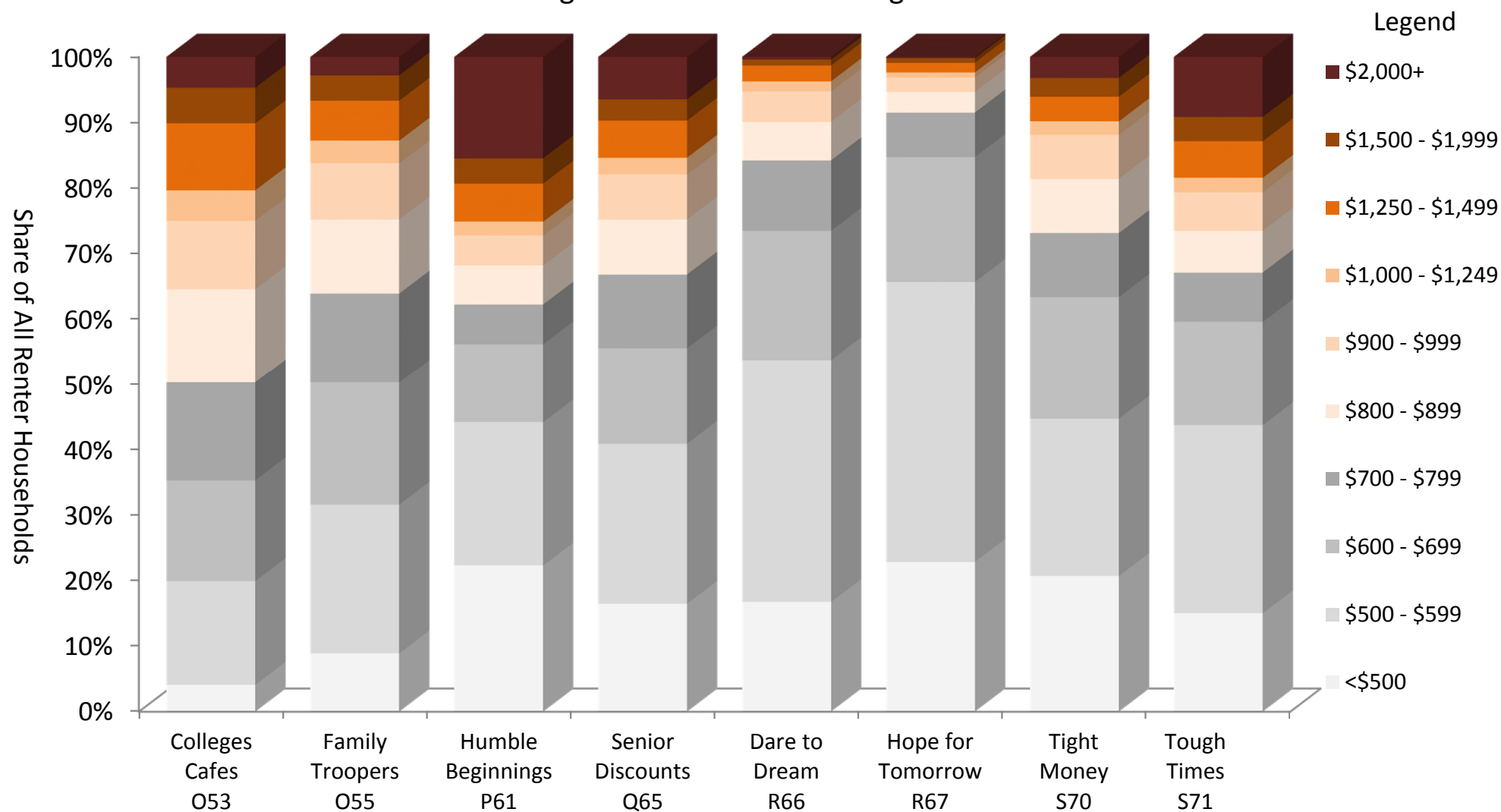
Note: Due to data splicing and rounding, these figures might not sum exact or perfectly match summary tables in the narrative report.

Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

# Moderate Target Markets for Missing Middle Housing Formats

Stacked by Contract Rent Brackets

Averages for the State of Michigan - 2016



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA.  
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Current Contract Rent Brackets | Existing Households by Moderate Target Market  
Calhoun County | Southwest Michigan Prosperity Region 8 | Year 2016

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Colleges Cafes O53	Family Troopers O55	Humble Beginnings P61	Senior Discounts Q65	Dare to Dream R66	Hope for Tomorrow R67	Tight Money S70	Tough Times S71
<\$500	5.9%	4.3%	8.8%	24.1%	16.7%	15.9%	21.6%	20.3%	15.5%
\$500 - \$599	14.6%	16.9%	23.2%	24.4%	25.6%	36.2%	41.7%	24.3%	30.5%
\$600 - \$699	14.4%	20.1%	23.3%	16.3%	18.8%	23.6%	22.7%	23.1%	20.6%
\$700 - \$799	11.7%	16.6%	14.5%	7.0%	12.3%	10.9%	6.9%	10.2%	8.3%
\$800 - \$899	12.7%	16.7%	12.7%	7.3%	9.7%	6.3%	3.4%	9.2%	7.4%
\$900 - \$999	10.6%	9.9%	7.8%	4.5%	6.4%	4.0%	1.9%	6.0%	5.5%
\$1,000 - \$1,249	4.1%	3.5%	2.5%	1.7%	1.9%	1.1%	0.5%	1.5%	1.7%
\$1,250 - \$1,499	10.7%	6.5%	3.7%	3.9%	3.5%	1.4%	0.9%	2.3%	3.5%
\$1,500 - \$1,999	7.5%	2.9%	2.0%	2.2%	1.7%	0.4%	0.3%	1.5%	2.0%
\$2,000+	7.8%	2.6%	1.5%	8.7%	3.4%	0.2%	0.1%	1.6%	5.0%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$561	\$613	\$551	\$563	\$537	\$465	\$429	\$501	\$541

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.

Figures are current rents paid by existing households in 2016, and have not been "boosted" for the analysis of market potential.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
Number of Units (New and/or Rehab) by Contract Rent Bracket  
Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit F1.6

	Total 71	Moderate	Colleges	Family	Humble	Senior	Dare	Hope for	Tight	Tough
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Cafes	Troopers	Begin-	Discount	to	Tomor-	Money	Times
Target Market	Clusters	Markets	O53	O55	P61	Q65	R66	R67	S70	S71
Year of Data	All 71	Moderate	M	M	M	M	M	M	M	M
Calhoun COUNTY - Total	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Renters	10,708	4,698	82	967	3	350	1,481	1,125	345	350
<\$500	9,178	4,661	79	965	3	323	1,474	1,123	345	347
\$500 - \$599	1,178	744	3	85	1	54	234	243	70	54
\$600 - \$699	2,652	1,513	13	224	1	83	533	469	84	106
\$700 - \$799	2,075	1,056	16	225	0	61	348	255	80	71
\$800 - \$899	1,109	495	13	140	0	40	161	77	35	29
\$900 - \$999	846	356	13	123	0	31	93	38	32	26
\$1,000 - \$1,249	572	224	8	75	0	21	59	21	21	19
\$1,250 - \$1,499	161	66	3	24	0	6	16	6	5	6
\$1,500 - \$1,999	278	103	5	36	0	11	21	10	8	12
\$2,000+	133	50	2	19	0	6	7	4	5	7
Summation	174	54	2	14	0	11	3	1	6	17
Med. Contract Rent	9,178	4,661	78	965	2	324	1,475	1,124	346	347
	\$671	--	\$736	\$661	\$676	\$644	\$558	\$515	\$601	\$650

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Contract rent typically excludes some or all utilities and extra fees for deposits, parking, pets, security, memberships, etc.

Note: Due to data splicing and rounding, these figures might not sum exact or perfectly match summary tables in the narrative report.

Median Contract Rents include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

# Exhibit F1.7

## Market Parameters and Forecasts - Households in Renter-Occupied Units All Counties in Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
Order	West PR-4								
1	Allegan Co.	7,966	7,397	7,598	7,909	8,004	7,994	8,005	8,005
Order	Southwest PR-8								
1	Berrien Co.	17,991	17,831	17,348	17,819	17,845	17,721	17,692	17,662
2	Branch Co.	3,886	3,322	3,529	3,624	3,700	3,701	3,702	3,704
3	Calhoun Co.	16,309	15,724	16,291	16,730	17,161	16,686	16,752	16,752
4	Cass Co.	4,096	3,643	3,502	3,494	3,405	3,501	3,683	4,008
5	Kalamazoo Co.	36,356	36,234	36,426	36,938	37,377	37,589	37,733	37,733
6	Saint Joseph Co.	5,721	5,172	5,100	5,311	5,582	5,865	6,490	7,710
7	Van Buren Co.	6,395	6,021	6,314	6,454	6,599	6,451	6,479	6,479

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.



Market Parameters and Forecasts - Households in Renter-Occupied Units  
Calhoun County by Place - Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
	Calhoun Co.	16,309	15,724	16,291	16,730	17,161	16,686	16,752	16,752
1	Albion City	--	1,457	1,543	1,453	1,562	1,515	1,536	1,536
2	Athens Village	--	82	68	78	80	78	88	88
3	Battle Creek City	--	7,923	8,088	8,557	8,449	8,435	8,421	8,406
4	Brownlee Park CDP	--	249	263	200	260	252	270	270
5	Burlington Village	--	12	11	10	10	13	17	17
6	Homer Village	--	170	224	214	219	240	258	274
7	Level Park-Oak Park CDP	--	145	155	193	218	211	234	234
8	Marshall City	--	840	950	975	1,000	1,052	1,117	1,117
9	Springfield City	--	1,125	1,165	1,125	1,176	1,140	1,160	1,160
10	Tekonsha Village	--	56	39	49	57	62	72	72

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Owner- and renter-occupied households have been adjusted by LandUse|USA.

Market Parameters and Forecasts - Median Contract Rent  
 All Counties in Southwest Michigan Prosperity Region 8

		2010	2011	2012	2013	2014	2016	2020
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Contract	Contract	Contract	Contract	Contract	Contract	Contract
		Rent	Rent	Rent	Rent	Rent	Rent	Rent
Order	West PR-4							
1	Allegan Co.	\$548	\$569	\$585	\$592	\$612	\$654	\$737
Order	Southwest PR-8							
1	Berrien Co.	\$484	\$497	\$511	\$518	\$528	\$549	\$588
2	Branch Co.	\$482	\$497	\$503	\$510	\$518	\$534	\$565
3	Calhoun Co.	\$516	\$524	\$533	\$540	\$547	\$561	\$588
4	Cass Co.	\$450	\$489	\$499	\$514	\$515	\$517	\$521
5	Kalamazoo Co.	\$591	\$607	\$610	\$614	\$624	\$644	\$683
6	Saint Joseph Co.	\$487	\$490	\$507	\$517	\$522	\$532	\$551
7	Van Buren Co.	\$460	\$479	\$501	\$501	\$514	\$541	\$593

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Median Contract Rent  
 Calhoun County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 ACS 5-yr Median Contract Rent	2011 ACS 5-yr Median Contract Rent	2012 ACS 5-yr Median Contract Rent	2013 ACS 5-yr Median Contract Rent	2014 ACS 5-yr Median Contract Rent	2016 Forecast Median Contract Rent	2020 Forecast Median Contract Rent
	Calhoun Co.	\$516	\$524	\$533	\$540	\$547	\$561	\$588
1	Albion City	\$405	\$408	\$413	\$436	\$436	\$436	\$436
2	Athens Village	\$508	\$508	\$536	\$536	\$558	\$605	\$699
3	Battle Creek City	\$541	\$549	\$554	\$558	\$563	\$573	\$592
4	Brownlee Park CDP	\$430	\$521	\$533	\$541	\$541	\$541	\$541
5	Burlington Village	\$475	\$475	\$475	\$475	\$475	\$475	\$475
6	Homer Village	\$375	\$375	\$375	\$390	\$406	\$440	\$509
7	Level Park-Oak Park CDP	\$537	\$614	\$647	\$648	\$701	\$773	\$922
8	Marshall City	\$530	\$574	\$574	\$618	\$623	\$633	\$652
9	Springfield City	\$477	\$503	\$507	\$507	\$507	\$507	\$507
10	Tekonsha Village	\$471	\$471	\$471	\$471	\$471	\$471	\$471

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Contract rent excludes utilities and extra fees (security deposits, pets, storage, etc.)

Median Contract Rent v. Median Household Income  
71 Lifestyle Clusters (Mosaic|USA)  
The State of Michigan - 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared by LandUse|USA (c) 2016 with all rights reserved.

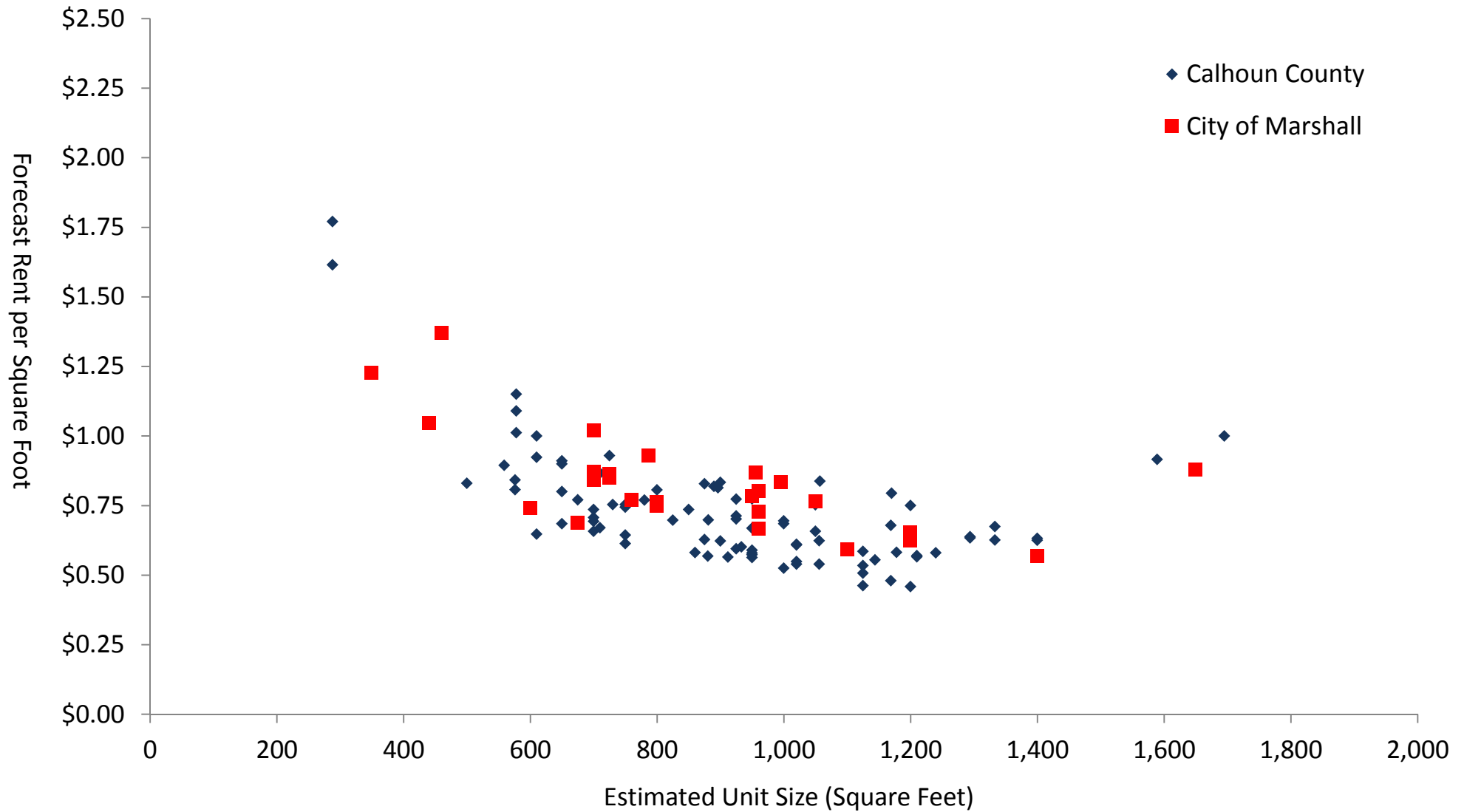
## Market Parameters - Contract and Gross Rents

## All Counties in Southwest Michigan Prosperity Region 8 | Year 2016

Geography		Median Household Income (Renters)	Monthly Median Contract Rent	Monthly Median Gross Rent	Gross v. Contract Rent Index	Monthly Utilities and Fees	Fees as a Share of Gross Rent	Gross Rent as a Share of Renter Income
The State of Michigan		\$28,834	\$658	\$822	1.25	\$164	20.0%	34.2%
Prosperity Region 4								
1	Allegan County	\$33,258	\$649	\$818	1.26	\$169	20.7%	29.5%
Prosperity Region 8								
1	Berrien County	\$24,671	\$555	\$711	1.28	\$156	21.9%	34.6%
2	Branch County	\$26,177	\$538	\$703	1.31	\$165	23.4%	32.2%
3	Calhoun County	\$29,509	\$569	\$725	1.28	\$157	21.6%	29.5%
4	Cass County	\$31,371	\$539	\$714	1.33	\$175	24.6%	27.3%
5	Kalamazoo County	\$27,966	\$643	\$760	1.18	\$117	15.3%	32.6%
6	St. Joseph County	\$28,629	\$550	\$681	1.24	\$131	19.2%	28.5%
7	Van Buren County	\$28,819	\$544	\$723	1.33	\$179	24.8%	30.1%

Source: Underlying data provided by the U.S. Census and American Community Survey (ACS) through 2014.  
 Analysis, forecasts, and exhibit prepared by LandUse|USA; 2016 ©.

Forecast Contract Rent per Square Foot v. Unit Size  
Attached Renter-Occupied Units  
The City of Marshall | SW Michigan Prosperity Region 8 | Year 2016



Source: Estimates and forecasts by LandUse|USA, 2016.  
Based on market observations, phone surveys, and assessors records.

Selected Inventory of Rental Housing Choices | Attached Units Only  
The City of Marshall | SW Michigan Prosperity Region 8 | Year 2016

Name and Address	Building Type	Water-front	Down-town	HCV	Sen-iors	Min. Month	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Rent Range	Rent per Sq. Ft.
1 Pratt Park Marshall	Townhse.	--	--	--	--	--	2009	10	3	2	1,650	\$1,450	\$0.88
2 McClellan I, II 1120 Arms St. Marshall	Apts.	--	--	--	--	1	1995	72	2 2 1	2 1 1	955 - 995 960 725 - 785	\$830 \$640 - \$700 \$615 - \$730	\$0.83 - \$0.87 \$0.67 - \$0.73 \$0.77 - \$0.93
3 Polo Club Apts. 861 E Michigan Ave. Marshall	Apts. Townhse.	--	--	--	--	--	1964	80	2 1 0	1 1 1	950 - 1,050 700 350	\$745 - \$805 \$590 - \$610 \$430	\$0.78 \$0.84 - \$0.87 \$1.23
4 Riverside 312 Crary St. Marshall	Apts.	--	--	--	--	12	1968	34	4 3 2	1.5 1.5 1	1,400 1,200 800	\$795 \$785 \$610	\$0.57 \$0.65 \$0.76
5 McClellan III Marshall	Apts.	--	--	--	--	12	1987	72	2 1	1 1	960 700	\$770 \$715	\$0.80 \$1.02
6 Fairway Meadows I, II 408 Fairway Mdws. Marshall	Apts.	--	--	1	--	12	2006	12	3 2 1	2 2 1	1,200 1,100 950	\$750 \$650 --	\$0.63 \$0.59 --
7 Mead Apts. Marshall	Apts.	--	--	--	--	12	1979	24	2	1	440 - 460	\$460 - \$630	\$1.05 - \$1.37
8 Village Green Marshall	Apts.	--	--	--	--	--	--	54	2 1	1 1	800 630	-- --	-- --

Source: Estimates and forecasts by LandUse|USA, 2016.

Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.

Numbers in the leftmost column list the number of observations by community name, alphabetically.

HCV indicates that Housing Choice Vouchers are available for qualifying low-income tenants.



Cash or Contract Rents by Square Feet | Attached Units Only  
 Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats  
 Southwest Michigan Prosperity Region 8 | Year 2016

Total Sq. Ft.	Forecast Cast Rent For New Formats in Berrien County		Forecast Cast Rent For New Formats in Calhoun County		Forecast Cast Rent For New Formats in Kalamazoo County	
	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	\$1.27	\$635	\$1.18	\$590	\$1.25	\$625
600	\$1.13	\$675	\$1.09	\$655	\$1.20	\$720
700	\$1.01	\$705	\$1.01	\$705	\$1.16	\$810
800	\$0.90	\$720	\$0.94	\$750	\$1.12	\$895
900	\$0.81	\$790	\$0.88	\$790	\$1.09	\$980
1,000	.	<i>\$795</i>	\$0.82	\$820	\$1.06	\$1,060
1,100	.	<i>\$800</i>	\$0.77	\$845	\$1.03	\$1,135
1,200	.	<i>\$805</i>	\$0.72	\$870	\$1.01	\$1,210
1,300	.	<i>\$810</i>	\$0.68	\$885	\$0.99	\$1,285
1,400	.	<i>\$815</i>	\$0.64	\$900	\$0.97	\$1,355
1,500	.	<i>\$820</i>	\$0.61	\$910	\$0.95	\$1,425
1,600	.	<i>\$825</i>	\$0.57	\$920	\$0.93	\$1,490
1,700	.	<i>\$830</i>	.	<i>\$925</i>	\$0.92	\$1,555
1,800	.	<i>\$835</i>	.	<i>\$930</i>	\$0.90	\$1,620
1,900	.	<i>\$840</i>	.	<i>\$935</i>	\$0.88	\$1,680
2,000	.	<i>\$845</i>	.	<i>\$940</i>	\$0.87	\$1,740

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.

Underlying data gathered by LandUse|USA; 2015.

Based on market observations, phone surveys, and assessor's records.

Figures that are italicized with small fonts have relatively high variances in statistical reliability.



# Section F<sub>2</sub>

## Home Values County and Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
Number of Units (New and/or Rehab) by Home Value Bracket  
Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit F2.1

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest   E19	Status Seeking Singles   G24	Wired for Success   K37	Bohem- ian Groove   K40	Full Steam Ahead   O50	Digital Depend- ents   O51	Urban Ambit- ion   O52	Striving Single Scene   O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	10,708	3,409	0	0	65	661	242	653	513	1,279
Calhoun COUNTY - Owners	1,530	214	0	0	3	12	2	185	5	13
< \$50,000	315	25	0	0	0	2	0	20	1	2
\$50 - \$74,999	382	45	0	0	0	2	1	38	1	3
\$75 - \$99,999	294	45	0	0	0	2	0	40	1	2
\$100 - \$149,999	173	34	0	0	0	2	0	30	1	1
\$150 - \$174,999	108	22	0	0	0	1	0	20	0	1
\$175 - \$199,999	83	17	0	0	0	1	0	15	0	1
\$200 - \$249,999	55	10	0	0	0	1	0	8	0	1
\$250 - \$299,999	57	9	0	0	0	1	0	7	0	1
\$300 - \$349,999	25	3	0	0	0	0	0	3	0	0
\$350 - \$399,999	21	2	0	0	0	0	0	2	0	0
\$400 - \$499,999	10	1	0	0	0	0	0	1	0	0
\$500 - \$749,999	4	0	0	0	0	0	0	0	0	0
\$750,000+	3	1	0	0	0	0	0	0	0	1
Summation	1,530	214	0	0	0	12	1	184	4	13
Med. Home Value	\$99,150	--	\$284,887	\$214,890	\$224,123	\$121,983	\$132,650	\$111,644	\$99,388	\$165,963

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due to data splicing and rounding, these figures might not sum exact or perfectly match summary tables in the narrative report.

Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

# Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit F2.2

Number of Units (New and/or Rehab) by Home Value Bracket

Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes   O53	Family Troopers   O55	Humble Begin- nings   P61	Senior Discount   Q65	Dare to Dream   R66	Hope for Tomor- row   R67	Tight Money   S70	Tough Times   S71
Target Market	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Calhoun COUNTY - Total	10,708	4,698	82	967	3	350	1,481	1,125	345	350
Calhoun COUNTY - Owners	1,530	37	3	2	0	27	7	2	0	3
< \$50,000	315	12	0	0	0	8	2	1	0	1
\$50 - \$74,999	382	11	1	0	0	6	2	1	0	1
\$75 - \$99,999	294	6	1	0	0	4	1	0	0	0
\$100 - \$149,999	173	3	0	0	0	2	1	0	0	0
\$150 - \$174,999	108	1	0	0	0	1	0	0	0	0
\$175 - \$199,999	83	1	0	0	0	1	0	0	0	0
\$200 - \$249,999	55	1	0	0	0	1	0	0	0	0
\$250 - \$299,999	57	1	0	0	0	1	0	0	0	0
\$300 - \$349,999	25	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	21	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	10	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	4	0	0	0	0	0	0	0	0	0
\$750,000+	3	1	0	0	0	1	0	0	0	0
Summation	1,530	37	2	0	0	25	6	2	0	2
Med. Home Value	\$99,150	--	\$144,224	\$108,402	\$135,772	\$109,063	\$63,461	\$51,630	\$89,652	\$112,436

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.

Note: Due to data splicing and rounding, these figures might not sum exact or perfectly match summary tables in the narrative report.

Median Home Values include a +20% boost and assumes new-builds; quality rehabs; and housing market recovery.

## Exhibit F2.3

### Market Parameters and Forecasts - Households in Owner-Occupied Units All Counties in Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
Order	West PR-4								
1	Allegan Co.	34,052	34,681	34,316	34,049	33,790	33,773	33,762	33,762
Order	Southwest PR-8								
1	Berrien Co.	45,063	44,781	44,330	43,467	42,569	42,599	42,628	42,658
2	Branch Co.	12,533	13,028	12,549	12,412	12,162	12,162	12,163	12,163
3	Calhoun Co.	37,707	38,201	37,190	36,560	36,267	36,156	36,090	36,090
4	Cass Co.	16,508	16,558	16,411	16,307	16,258	16,303	16,349	16,394
5	Kalamazoo Co.	64,254	63,222	63,177	62,782	62,695	62,453	62,309	62,309
6	Saint Joseph Co.	17,523	17,306	17,219	16,947	16,744	16,991	17,242	17,498
7	Van Buren Co.	22,533	23,075	22,532	21,924	21,775	21,727	21,699	21,699

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

# Exhibit F2.4

## Market Parameters and Forecasts - Households in Owner-Occupied Units Calhoun County by Place - Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
	Calhoun Co.	37,707	38,201	37,190	36,560	36,267	36,156	36,090	36,090
1	Albion City	--	1,902	1,668	1,598	1,636	1,599	1,578	1,578
2	Athens Village	--	323	321	339	332	314	304	304
3	Battle Creek City	--	13,067	12,476	12,160	12,053	12,067	12,081	12,096
4	Brownlee Park CDP	--	549	538	573	537	505	487	487
5	Burlington Village	--	105	112	113	104	96	91	91
6	Homer Village	--	369	412	412	409	394	386	386
7	Level Park-Oak Park CDP	--	1,290	1,261	1,266	1,285	1,246	1,223	1,223
8	Marshall City	--	2,159	2,146	2,159	2,089	1,975	1,910	1,910
9	Springfield City	--	1,050	973	992	1,026	991	971	971
10	Tekonsha Village	--	274	262	236	223	204	194	194

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016. Owner- and renter-occupied households have been adjusted by LandUse|USA.

Market Parameters and Forecasts - Median Home Value  
All Counties in Southwest Michigan Prosperity Region 8

		2010 Census Median Home Value	2011 ACS 5-yr Median Home Value	2012 ACS 5-yr Median Home Value	2013 ACS 5-yr Median Home Value	2014 ACS 5-yr Median Home Value	2016 Forecast Median Home Value	2020 Forecast Median Home Value
Order	West PR-4							
1	Allegan Co.	\$149,400	\$147,600	\$142,400	\$140,200	\$137,500	\$137,500	\$137,500
Order	Southwest PR-8							
1	Berrien Co.	\$135,600	\$135,400	\$135,100	\$129,300	\$130,700	\$133,546	\$137,641
2	Branch Co.	\$111,800	\$109,800	\$104,700	\$98,000	\$94,800	\$94,800	\$94,800
3	Calhoun Co.	\$110,300	\$107,000	\$102,800	\$98,300	\$97,100	\$97,100	\$97,100
4	Cass Co.	\$133,700	\$131,800	\$133,000	\$124,800	\$121,100	\$121,100	\$121,100
5	Kalamazoo Co.	\$145,900	\$144,200	\$141,200	\$136,700	\$135,400	\$135,400	\$135,400
6	Saint Joseph Co.	\$116,200	\$113,800	\$110,900	\$108,900	\$105,800	\$105,800	\$105,800
7	Van Buren Co.	\$125,600	\$122,300	\$122,300	\$118,700	\$119,200	\$120,206	\$121,630

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

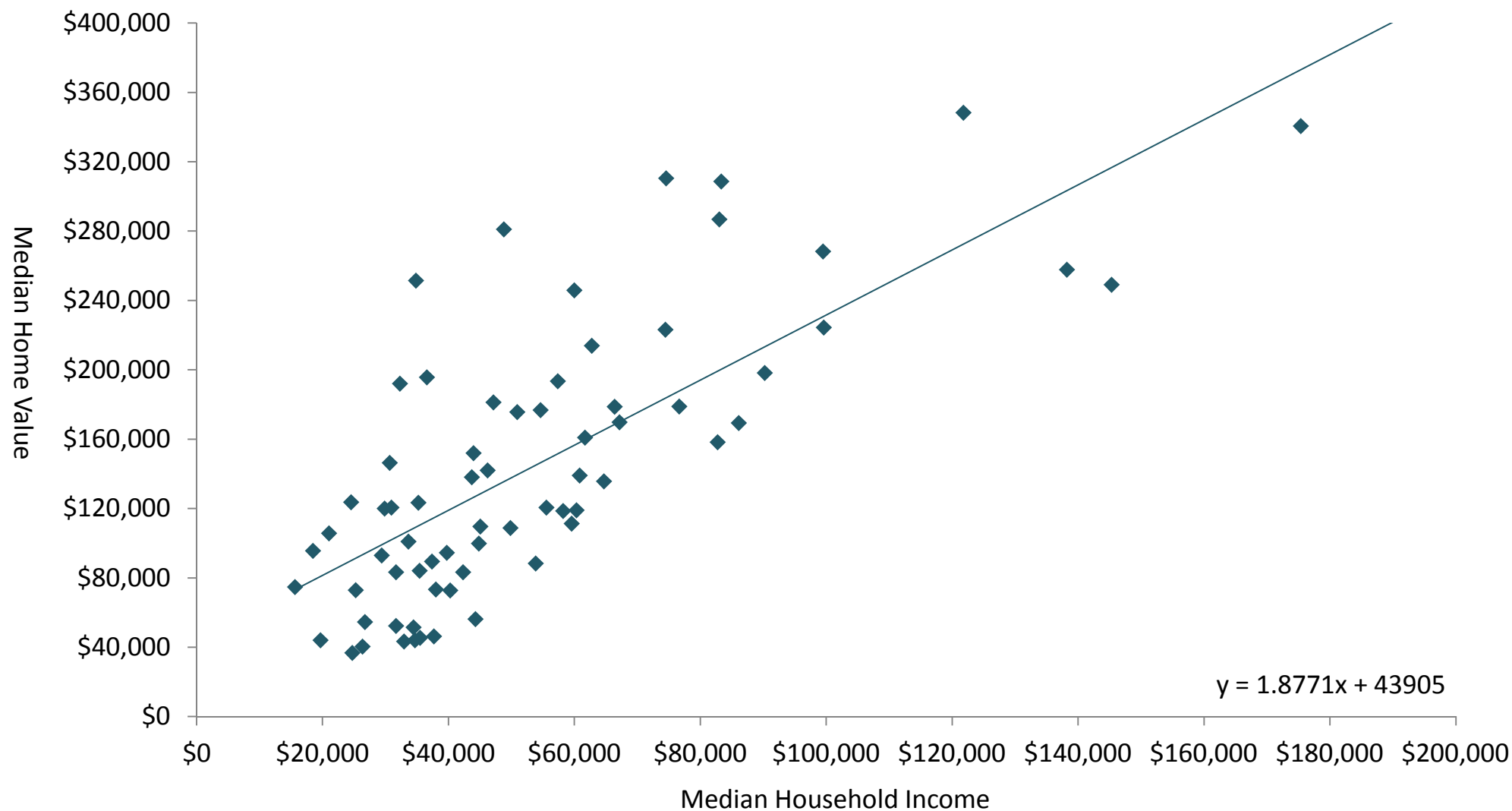


Market Parameters and Forecasts - Median Home Value  
 Calhoun County by Place - Southwest Michigan Prosperity Region 8

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Home	Home	Home	Home	Home	Home	Home
Order	County Name	Value	Value	Value	Value	Value	Value	Value
	Calhoun Co.	\$110,300	\$107,000	\$102,800	\$98,300	\$97,100	\$97,100	\$97,100
1	Albion City	\$81,500	\$78,300	\$73,000	\$63,700	\$60,100	\$60,100	\$60,100
2	Athens Village	\$89,700	\$89,900	\$88,100	\$87,200	\$84,100	\$84,100	\$84,100
3	Battle Creek City	\$95,700	\$91,800	\$88,500	\$84,400	\$81,300	\$81,300	\$81,300
4	Brownlee Park CDP	\$62,600	\$61,400	\$55,500	\$53,900	\$49,500	\$49,500	\$49,500
5	Burlington Village	\$60,000	\$53,900	\$53,300	\$50,500	\$54,300	\$54,300	\$54,300
6	Homer Village	\$80,000	\$81,100	\$84,200	\$74,000	\$71,300	\$71,300	\$71,300
7	Level Park-Oak Park CDP	\$100,700	\$96,500	\$93,200	\$90,300	\$91,900	\$91,900	\$91,900
8	Marshall City	\$122,400	\$118,800	\$114,500	\$110,800	\$108,600	\$108,600	\$108,600
9	Springfield City	\$77,100	\$72,400	\$70,900	\$65,400	\$62,600	\$62,600	\$62,600
10	Tekonsha Village	\$84,900	\$81,800	\$65,600	\$66,500	\$63,500	\$63,500	\$63,500

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Median Home Value v. Median Household Income  
71 Lifestyle Clusters (Mosaic|USA)  
The State of Michigan - 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared by LandUse|USA (c) 2016 with all rights reserved.

# Exhibit F2.8

## Market Parameters and Forecasts - Median Household Income All Counties in Southwest Michigan Prosperity Region 8

		2010	2011	2012	2013	2014	2016	2020	2014	2014
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast	ACS 5-yr	ACS 5-yr
		Median	Median	Median	Median	Median	Median	Median	Owner	Renter
		Household	Household	Household	Household	Household	Household	Household	Household	Household
		Income	Income	Income	Income	Income	Income	Income	Income	Income
Order	West PR-4									
1	Allegan Co.	\$50,240	\$51,232	\$51,232	\$52,061	\$52,472	\$53,054	\$53,879	\$58,502	\$30,536
Order	Southwest PR-8									
1	Berrien Co.	\$42,625	\$42,625	\$43,471	\$43,633	\$44,701	\$46,246	\$48,505	\$57,049	\$22,394
2	Branch Co.	\$42,133	\$42,505	\$42,995	\$41,856	\$42,538	\$43,514	\$44,920	\$50,221	\$23,634
3	Calhoun Co.	\$42,568	\$42,568	\$42,568	\$42,110	\$43,199	\$44,777	\$47,090	\$52,938	\$26,081
4	Cass Co.	\$45,177	\$45,432	\$45,462	\$44,346	\$45,166	\$46,343	\$48,045	\$51,569	\$28,442
5	Kalamazoo Co.	\$44,794	\$46,019	\$46,019	\$45,775	\$46,356	\$47,183	\$48,368	\$63,605	\$25,183
6	Saint Joseph Co.	\$44,392	\$44,433	\$44,433	\$44,051	\$44,145	\$44,277	\$44,462	\$51,169	\$25,289
7	Van Buren Co.	\$44,435	\$44,435	\$44,435	\$45,129	\$46,536	\$48,589	\$51,627	\$53,645	\$24,197

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

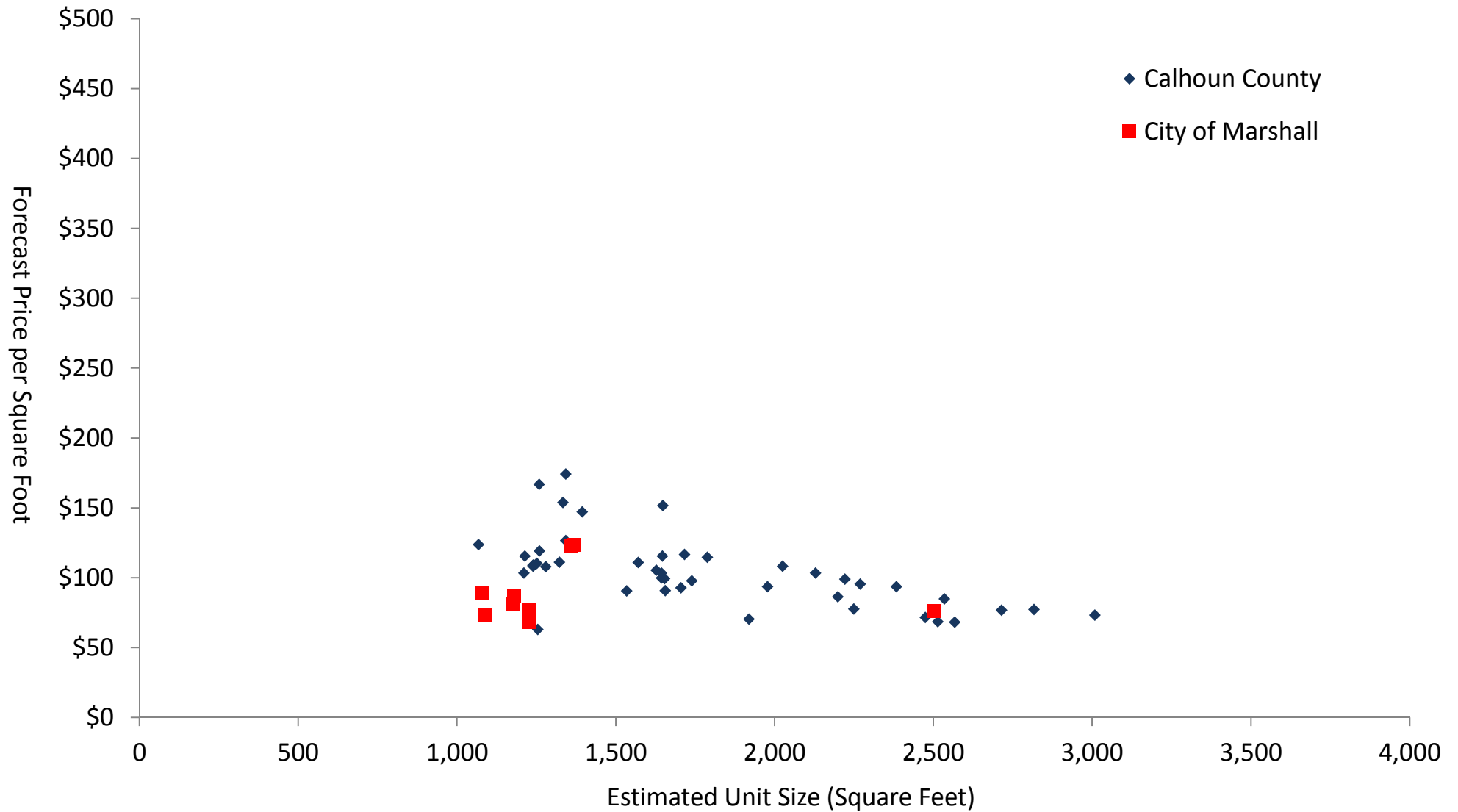
# Exhibit F2.9

## Market Parameters and Forecasts - Median Household Income Calhoun County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
	Calhoun Co.	\$42,568	\$42,568	\$42,568	\$42,110	\$43,199	\$44,777	\$47,090	\$52,938	\$26,081
1	Albion City	\$27,614	\$26,428	\$25,977	\$25,382	\$25,197	\$26,118	\$27,467	\$37,245	\$15,322
2	Athens Village	\$46,719	\$45,096	\$43,375	\$46,406	\$46,833	\$48,544	\$51,052	\$52,500	\$32,500
3	Battle Creek City	\$38,926	\$38,760	\$37,699	\$37,814	\$37,885	\$39,269	\$41,298	\$49,396	\$24,628
4	Brownlee Park CDP	\$22,703	\$25,110	\$28,470	\$29,042	\$33,723	\$34,955	\$36,761	\$34,423	\$33,456
5	Burlington Village	\$33,125	\$36,250	\$39,531	\$38,889	\$40,000	\$41,461	\$43,603	\$41,000	\$32,500
6	Homer Village	\$38,229	\$33,500	\$39,423	\$35,700	\$38,000	\$39,388	\$41,423	\$48,917	\$20,417
7	Level Park-Oak Park CD	\$44,625	\$44,225	\$43,356	\$44,805	\$48,428	\$50,197	\$52,790	\$50,025	\$47,717
8	Marshall City	\$44,771	\$45,643	\$49,167	\$46,886	\$43,809	\$45,409	\$47,755	\$50,205	\$38,762
9	Springfield City	\$33,822	\$35,748	\$31,929	\$32,500	\$37,038	\$38,391	\$40,374	\$47,406	\$27,399
10	Tekonsha Village	\$35,000	\$38,672	\$35,781	\$36,923	\$36,080	\$37,398	\$39,330	\$41,667	\$25,375

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Forecast Home Value per Square Foot v. Unit Size  
Attached Owner-Occupied Units  
The City of Marshall | SW Michigan Prosperity Region 8 | Year 2016



Source: Estimates and forecasts by LandUse | USA, 2016.

Based on market observations, phone surveys, and assessors records.

Selected Inventory of Owner Housing Choices | Attached Units Only  
The City of Marshall | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water- front	Down- town	Year Built	Units in		Bath Rooms	Estimated Sq. Ft.	Value Range	Value per Sq. Ft.
						Bldg.	Bed Rooms				
1	Brew Farms Condos 229 Chauncey Ct. Marshall	Side-by-Side Townhse.	--	--	1996	--	3	3	1,365 - 2,500	\$169 - \$190,000	\$76- \$124
							2	2	1,080 - 1,360	\$80 - \$167,000	\$68 - \$123
2	1133 Cathedral Marshall	Townhse.	--	--	2005	--	3	2.5	1,420	--	--
3	Brewer Wood 115 Eastman Ct. Marshall	--	--	--	2000	--	--	--	--	--	--

Source: Estimates and forecasts by LandUse|USA, 2016.

Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.

Numbers in the leftmost column list the number of observations by community name, alphabetically.





# Section G

## Existing Households County and Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

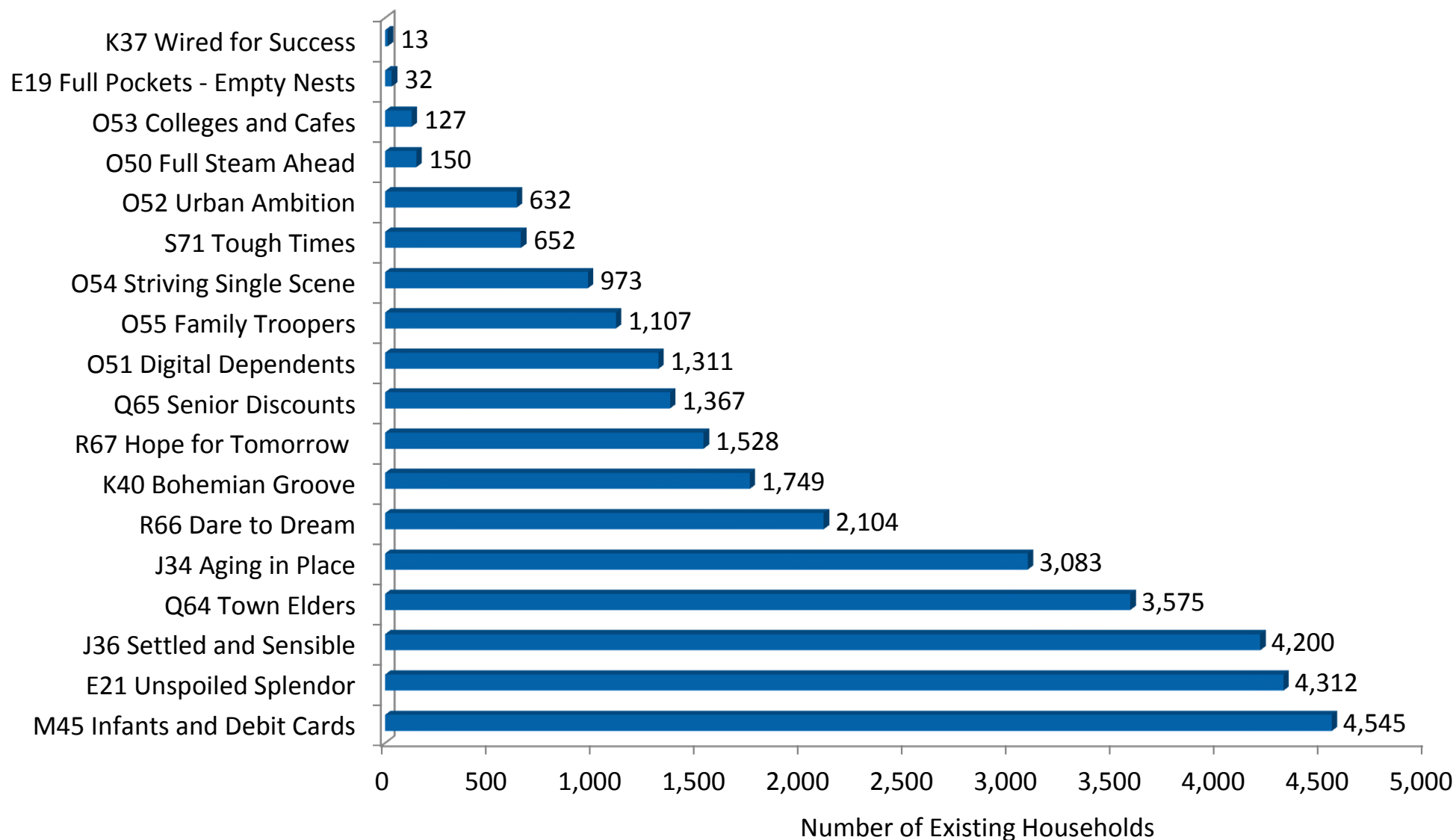
Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

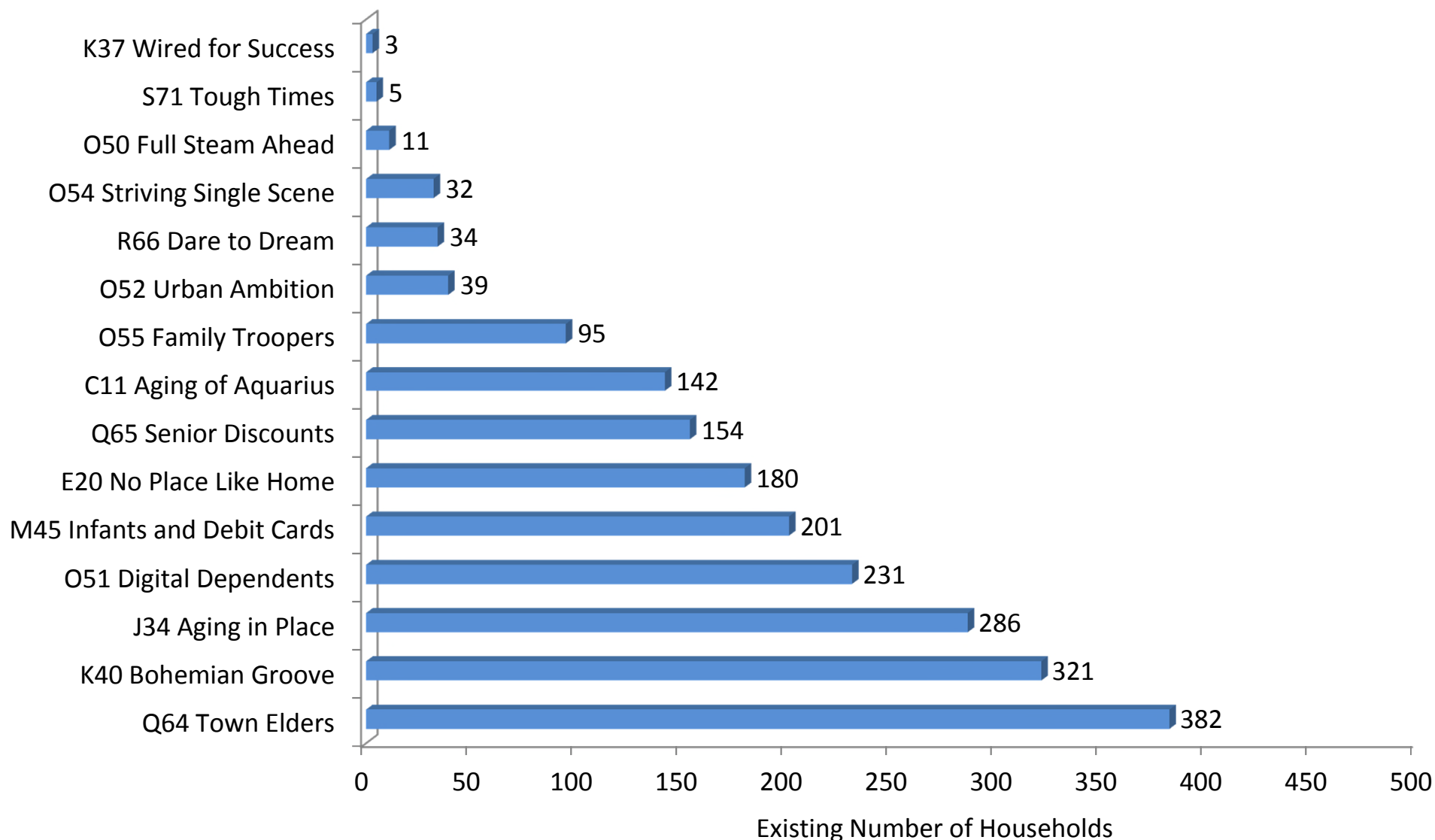


Existing Households by Predominant Lifestyle Cluster  
Calhoun COUNTY | Southwest Michigan Prosperity Region 8 | Year 2015



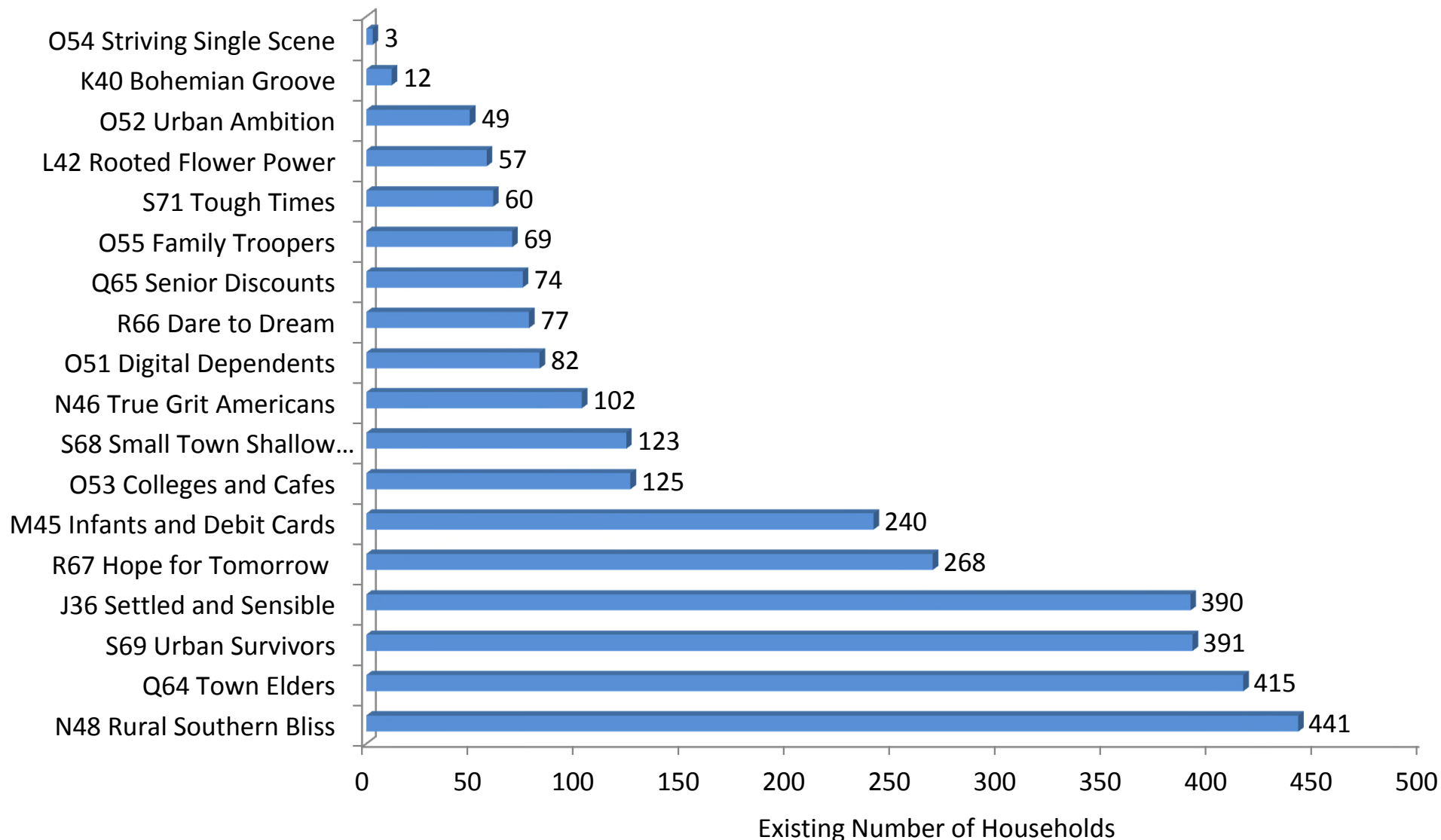
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The City of Marshall | Calhoun County, Michigan | Year 2015



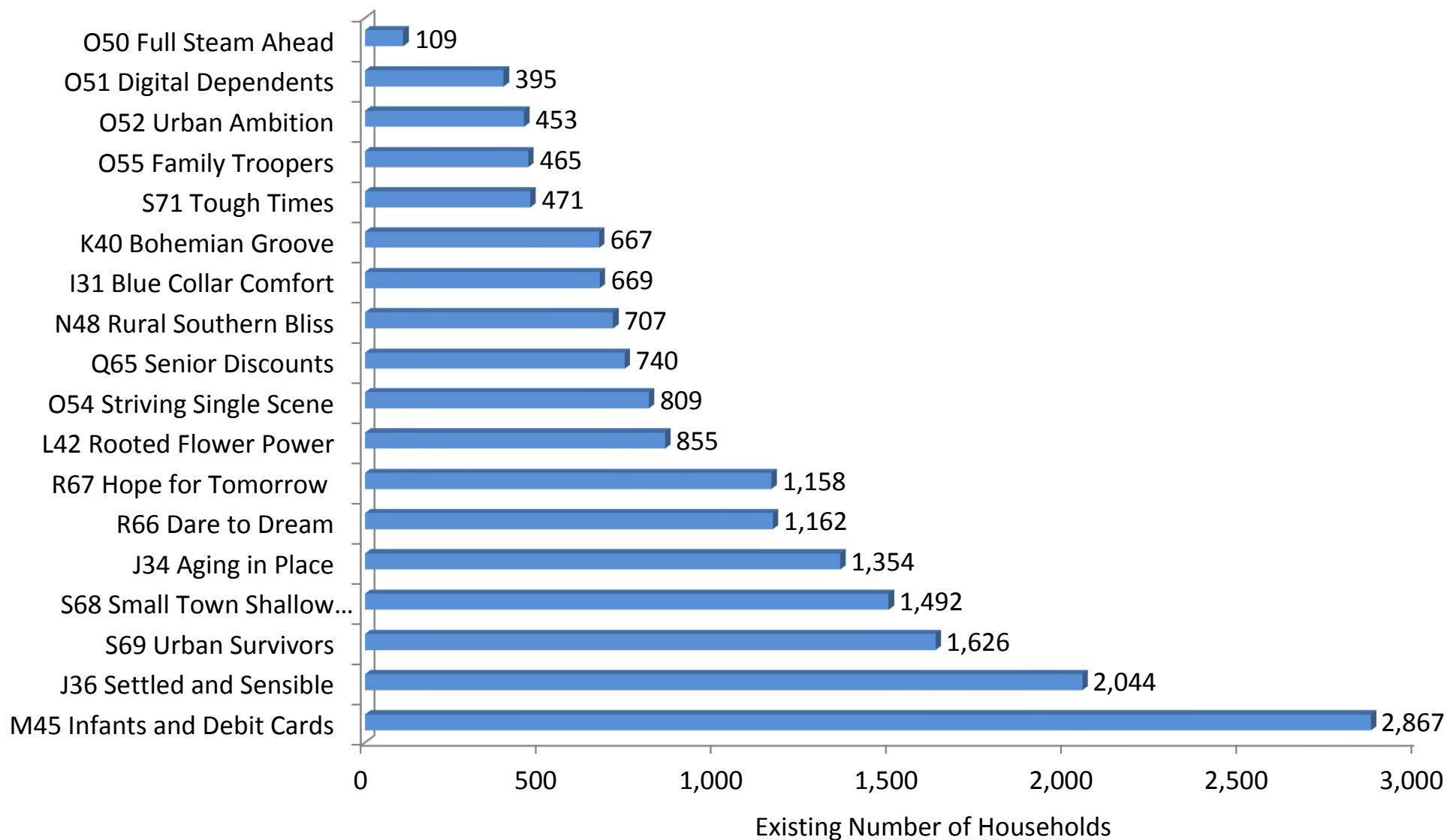
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The City of Albion | Calhoun County, Michigan | Year 2015



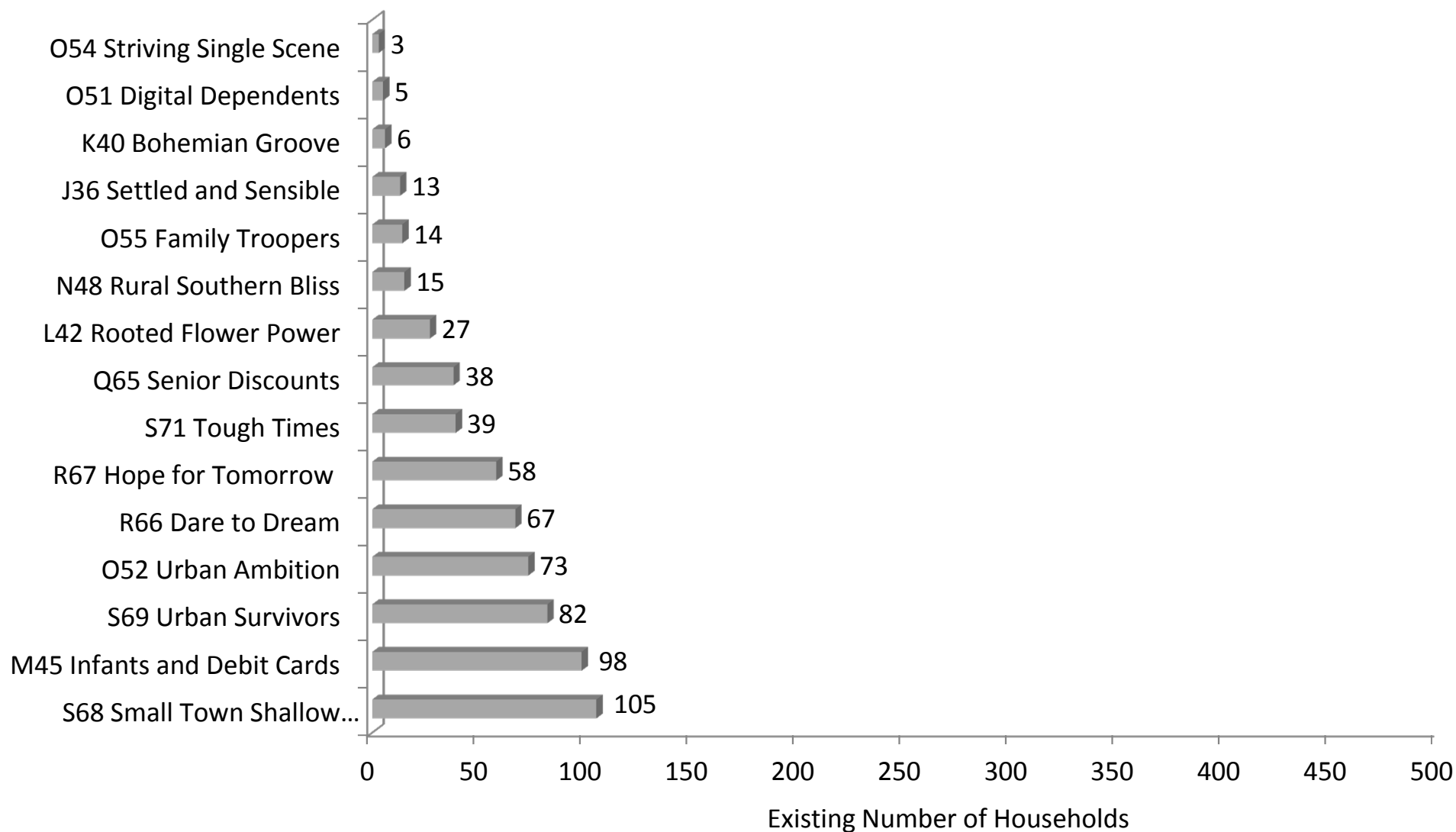
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The City of Battle Creek | Calhoun County, Michigan | Year 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

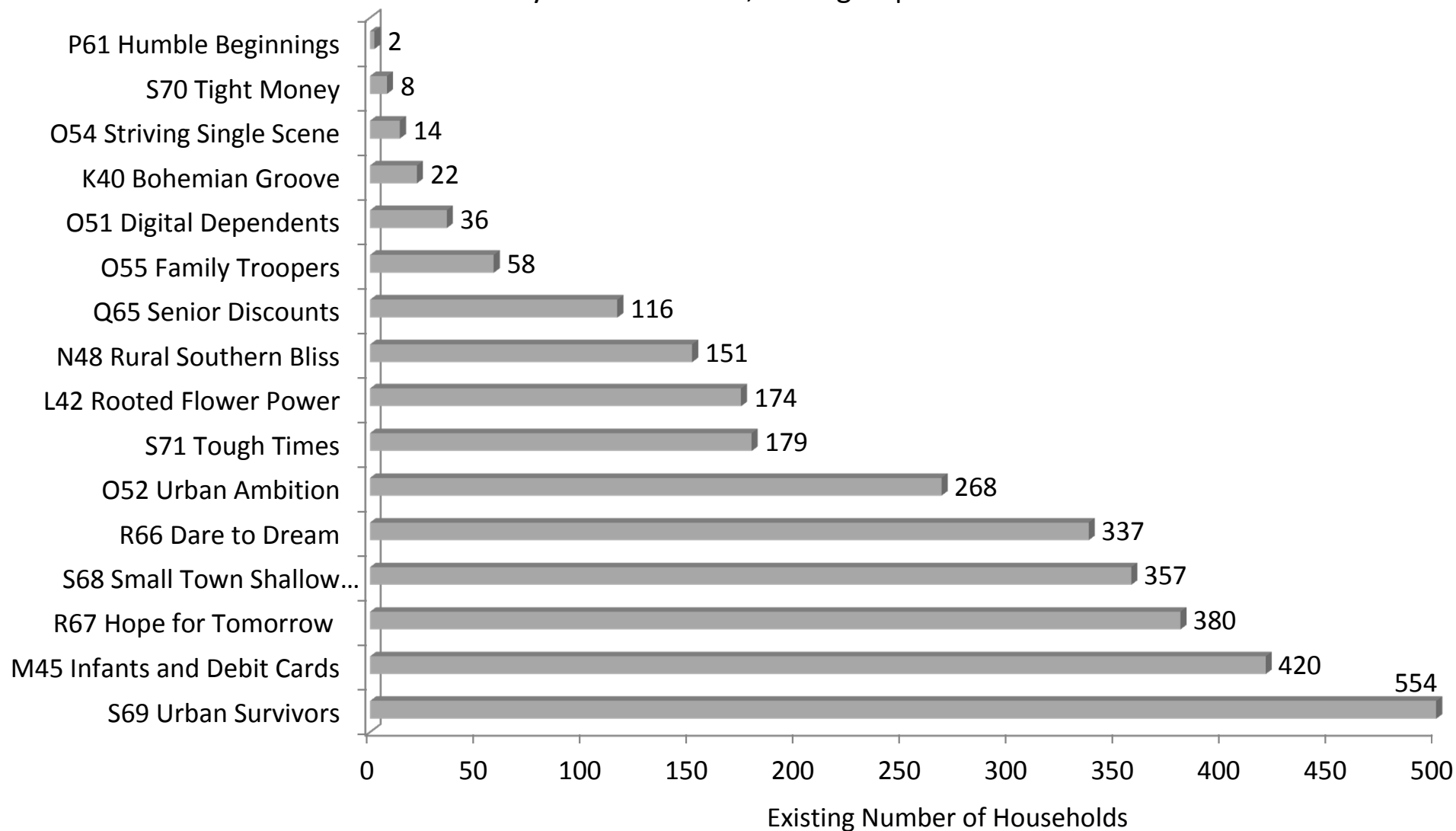
Existing Households by Predominant Lifestyle Cluster  
0.5 Mile Radius at Downtown  
The City of Battle Creek, Michigan | Year 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

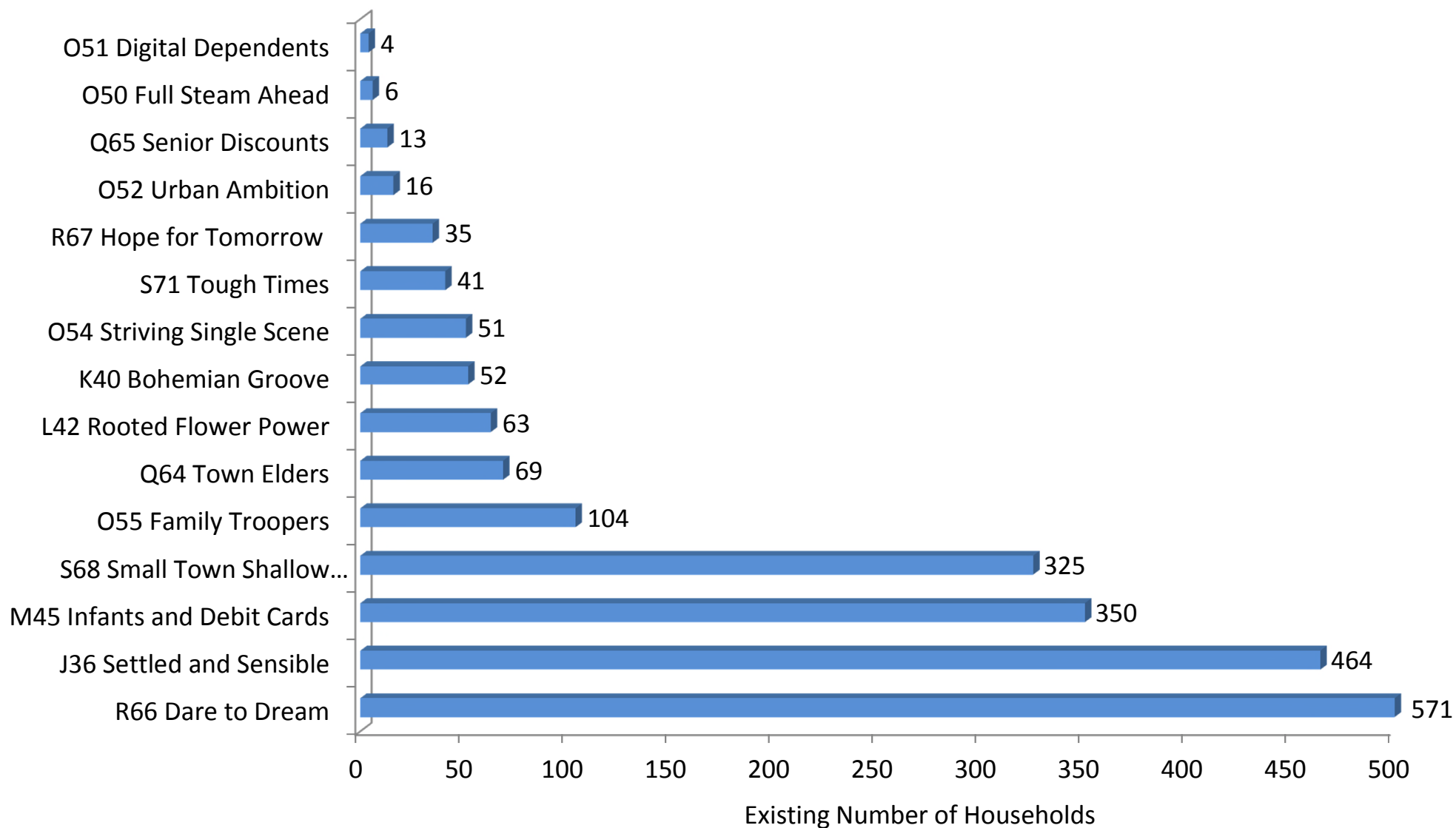


Existing Households by Predominant Lifestyle Cluster  
1.0 Mile Radius at Downtown  
The City of Battle Creek, Michigan | Year 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The City of Springfield | Calhoun County, Michigan | Year 2015



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

## Exhibit G.8

Market Parameters and Forecasts - Population  
All Counties in Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast	2014 ACS 5-yr
		Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Persons per Hhld.
Order	West PR-4									
1	Allegan Co.	111,408	111,385	111,405	111,589	111,742	112,266	113,321	115,462	2.7
Order	Southwest PR-8									
1	Berrien Co.	156,813	157,232	157,109	156,759	156,290	155,992	155,992	155,992	2.6
2	Branch Co.	45,248	46,083	45,765	44,920	44,398	43,965	43,965	43,965	2.8
3	Calhoun Co.	136,146	137,112	136,554	136,063	135,534	135,150	135,150	135,150	2.6
4	Cass Co.	52,293	52,429	52,373	52,412	52,212	52,001	52,001	52,001	2.6
5	Kalamazoo Co.	250,331	247,246	248,810	250,704	252,763	254,870	259,137	267,886	2.5
6	Saint Joseph Co.	61,295	61,848	61,630	61,314	61,111	60,998	60,998	60,998	2.8
7	Van Buren Co.	76,258	76,585	76,410	76,149	75,897	75,569	75,569	75,569	2.7

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Population  
Calhoun County by Place - Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast	2014 ACS 5-yr
Order	County Name	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Persons per Hhld.
	Calhoun Co.	136,146	137,112	136,554	136,063	135,534	135,150	135,150	135,150	2.6
1	Albion City	--	--	--	--	--	8,416	--	--	2.7
2	Athens Village	--	--	--	--	--	1,071	--	--	2.7
3	Battle Creek City	--	--	--	--	--	51,963	--	--	2.5
4	Brownlee Park CDP	--	--	--	--	--	2,016	--	--	2.7
5	Burlington Village	--	--	--	--	--	273	--	--	2.5
6	Homer Village	--	--	--	--	--	1,793	--	--	2.8
7	Level Park-Oak Park CD	--	--	--	--	--	3,438	--	--	2.4
8	Marshall City	--	--	--	--	--	7,054	--	--	2.3
9	Springfield City	--	--	--	--	--	5,231	--	--	2.5
10	Tekonsha Village	--	--	--	--	--	672	--	--	2.5

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Households  
All Counties in Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
Order	West PR-4								
1	Allegan Co.	42,018	42,078	41,914	41,958	41,794	41,767	41,767	41,767
Order	Southwest PR-8								
1	Berrien Co.	63,054	62,612	61,678	61,286	60,414	60,320	60,320	60,320
2	Branch Co.	16,419	16,350	16,078	16,036	15,862	15,863	15,865	15,867
3	Calhoun Co.	54,016	53,925	53,481	53,290	53,428	52,842	52,842	52,842
4	Cass Co.	20,604	20,201	19,913	19,801	19,663	19,804	20,032	20,402
5	Kalamazoo Co.	100,610	99,456	99,603	99,720	100,072	100,042	100,042	100,042
6	Saint Joseph Co.	23,244	22,478	22,319	22,258	22,326	22,856	23,732	25,208
7	Van Buren Co.	28,928	29,096	28,846	28,378	28,374	28,178	28,178	28,178

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

# Exhibit G.11

## Market Parameters and Forecasts - Households Calhoun County by Place - Southwest Michigan Prosperity Region 8

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
	Calhoun Co.	54,016	53,925	53,481	53,290	53,428	52,842	52,842	52,842
1	Albion City	--	3,359	3,211	3,051	3,198	3,114	3,114	3,114
2	Athens Village	--	405	389	417	412	392	392	392
3	Battle Creek City	--	20,990	20,564	20,717	20,502	20,502	20,502	20,502
4	Brownlee Park CDP	--	798	801	773	797	757	757	757
5	Burlington Village	--	117	123	123	114	108	108	108
6	Homer Village	--	539	636	626	628	634	644	660
7	Level Park-Oak Park CDP	--	1,435	1,416	1,459	1,503	1,457	1,457	1,457
8	Marshall City	--	2,999	3,096	3,134	3,089	3,027	3,027	3,027
9	Springfield City	--	2,175	2,138	2,117	2,202	2,131	2,131	2,131
10	Tekonsha Village	--	330	301	285	280	266	266	266

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.



Market Parameters and Forecasts - Total Housing Units, Including Vacancies  
All Counties in Southwest Michigan Prosperity Region 8

		2010 Census Total Housing Units	2011 ACS 5-yr Total Housing Units	2012 ACS 5-yr Total Housing Units	2013 ACS 5-yr Total Housing Units	2014 ACS 5-yr Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
Order	West PR-4							
1	Allegan Co.	49,049	49,250	49,388	49,379	49,541	49,801	50,168
Order	Southwest PR-8							
1	Berrien Co.	76,824	76,842	76,908	76,769	76,810	76,876	76,968
2	Branch Co.	20,857	20,864	20,806	20,730	20,682	20,682	20,682
3	Calhoun Co.	61,102	61,064	60,997	60,837	60,832	60,832	60,832
4	Cass Co.	25,755	25,867	25,854	25,849	25,896	25,971	26,077
5	Kalamazoo Co.	109,233	109,715	109,871	109,911	110,113	110,437	110,892
6	Saint Joseph Co.	27,795	27,763	27,741	27,698	27,700	27,703	27,708
7	Van Buren Co.	36,757	36,766	36,756	36,711	36,714	36,719	36,726

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Total Housing Units, Including Vacancies  
Calhoun County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 Census Total Housing Units	2011 ACS 5-yr Total Housing Units	2012 ACS 5-yr Total Housing Units	2013 ACS 5-yr Total Housing Units	2014 ACS 5-yr Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
	Calhoun Co.	61,102	61,064	60,997	60,837	60,832	60,832	60,832
1	Albion City	4,012	3,898	3,782	3,822	3,926	3,926	3,926
2	Athens Village	439	416	458	455	447	447	447
3	Battle Creek City	24,449	24,306	24,465	24,245	24,256	24,256	24,256
4	Brownlee Park CDP	950	914	877	949	919	919	919
5	Burlington Village	157	154	153	130	115	115	115
6	Homer Village	610	728	709	703	708	708	708
7	Level Park-Oak Park CDP	1,557	1,532	1,549	1,534	1,487	1,487	1,487
8	Marshall City	3,413	3,534	3,657	3,549	3,533	3,533	3,533
9	Springfield City	2,448	2,398	2,420	2,508	2,473	2,473	2,473
10	Tekonsha Village	366	334	309	320	306	306	306

Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.



# Section H

## Market Assessment County and Places

Prepared by:



Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



## Demographic Profiles - Population and Employment

## Calhoun County - Southwest Michigan Prosperity Region 8 | Years 2010-2015

	Calhoun County	The City of Albion	Village of Athens	City of Battle Creek	CDP Brownlee Park	Village of Burlington
Households Census (2010)	54,016	2,923	387	21,118	801	96
Households ACS (2014)	52,842	3,114	392	20,502	750	102
Population Census (2010)	136,146	8,616	1,024	52,347	2,108	261
Population ACS (2014)	135,150	8,416	1,071	51,963	2,016	273
Group Quarters Population (2014)	3,670	1,248	0	1,282	1	0
Correctional Facilities	636	4	0	572	0	0
Nursing/Mental Health Facilities	728	38	0	218	0	0
College/University Housing	1,180	1,050	0	0	0	0
Military Quarters	70	0	0	0	0	0
Other	1,056	156	0	492	0	0
Daytime Employees Ages 16+ (2015)	74,002	3,975	216	35,922	1,033	19
Unemployment Rate (2015)	3.4%	5.4%	3.4%	4.1%	3.9%	3.1%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	0.0%	0.0%	0.6%	1.0%	0.8%
Arts, Ent. Rec., Accom., Food Service	9.9%	11.4%	9.5%	11.0%	8.2%	9.9%
Construction	4.0%	1.6%	6.7%	3.6%	12.5%	7.6%
Educ. Service, Health Care, Soc. Asst.	22.3%	35.6%	21.4%	20.5%	21.5%	13.7%
Finance, Ins., Real Estate	3.8%	2.1%	1.9%	4.1%	3.5%	0.8%
Information	0.9%	0.5%	1.0%	1.1%	2.6%	0.0%
Manufacturing	21.7%	18.8%	21.4%	23.0%	17.6%	25.2%
Other Services, excl. Public Admin.	5.0%	5.8%	1.7%	4.6%	1.9%	3.1%
Profess. Sci. Mngmt. Admin. Waste	6.9%	7.7%	4.3%	7.8%	12.7%	7.6%
Public Administration	5.1%	2.9%	6.2%	4.7%	2.0%	0.8%
Retail Trade	12.9%	12.2%	19.0%	13.0%	13.2%	13.7%
Transpo., Wrhse., Utilities	4.6%	1.4%	4.0%	4.5%	2.9%	14.5%
Wholesale Trade	1.6%	0.0%	3.1%	1.5%	0.3%	2.3%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and  
Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

## Demographic Profiles - Population and Employment

## Calhoun County - Southwest Michigan Prosperity Region 8 | Years 2010-2015

	Calhoun County	Village of Homer	CDP Level Park Oak Park	The City of Marshall	The City of Springfield	Village of Tekonsha
Households Census (2010)	54,016	615	1,395	3,092	2,156	282
Households ACS (2014)	52,842	634	1,457	3,027	2,131	257
Population Census (2010)	136,146	1,668	3,409	7,088	5,260	717
Population ACS (2014)	135,150	1,793	3,438	7,054	5,231	672
Group Quarters Population (2014)	3,670	3	6	132	113	0
Correctional Facilities	636	0	6	0	0	0
Nursing/Mental Health Facilities	728	0	0	108	87	0
College/University Housing	1,180	0	0	0	0	0
Military Quarters	70	0	0	0	0	0
Other	1,056	0	0	24	26	0
Daytime Employees Ages 16+ (2015)	74,002	675	323	5,547	8,353	343
Unemployment Rate (2015)	3.4%	4.7%	3.6%	2.0%	3.5%	5.3%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	2.4%	0.5%	1.0%	1.5%	0.0%
Arts, Ent. Rec., Accom., Food Service	9.9%	10.5%	9.7%	12.7%	9.2%	22.3%
Construction	4.0%	3.9%	5.3%	5.6%	3.8%	4.0%
Educ. Service, Health Care, Soc. Asst.	22.3%	20.6%	24.8%	28.9%	15.8%	16.2%
Finance, Ins., Real Estate	3.8%	2.4%	0.9%	2.3%	6.1%	4.9%
Information	0.9%	1.3%	0.0%	1.2%	0.8%	0.0%
Manufacturing	21.7%	24.7%	17.1%	13.7%	31.9%	22.3%
Other Services, excl. Public Admin.	5.0%	4.2%	4.2%	6.8%	3.7%	1.2%
Profess. Sci. Mngmt. Admin. Waste	6.9%	6.0%	8.1%	6.8%	4.8%	1.2%
Public Administration	5.1%	6.7%	5.2%	3.1%	3.2%	4.5%
Retail Trade	12.9%	9.4%	19.0%	15.1%	15.5%	15.8%
Transpo., Wrhse., Utilities	4.6%	6.3%	4.1%	2.4%	3.3%	7.7%
Wholesale Trade	1.6%	1.6%	1.0%	0.5%	0.4%	0.0%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and  
Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

# Demographic Profiles - Total and Vacant Housing Units

Calhoun County - Southwest Michigan Prosperity Region 8 | Years 2009-2014 Exhibit H.3

	Calhoun County	The City of Albion	Village of Athens	City of Battle Creek	CDP Brownlee Park	Village of Burlington
Total Housing Units (2014)	60,832	3,926	447	24,256	919	115
1, mobile, other	48,337	2,789	406	17,482	874	115
1 attached, 2	2,558	426	13	1,235	45	0
3 or 4	1,658	263	26	1,044	0	0
5 to 9	1,994	176	2	984	0	0
10 to 19	2,307	80	0	1,301	0	0
20 to 49	2,440	118	0	1,238	0	0
50 or more	1,538	74	0	972	0	0
Premium for Seasonal Households	1%	0%	0%	0%	0%	3%
Vacant (incl. Seasonal, Rented, Sold)	7,990	812	55	3,754	169	13
1, mobile, other	5,458	553	39	2,209	137	13
1 attached, 2	646	156	9	295	32	0
3 or 4	476	31	7	420	0	0
5 to 9	340	36	0	148	0	0
10 to 19	436	0	0	295	0	0
20 to 49	462	14	0	263	0	0
50 or more	172	22	0	124	0	0
Avail. (excl. Seasonal, Rented, Sold)	6,319	656	49	3,183	152	7
1, mobile, other	4,317	447	35	1,873	123	7
1 attached, 2	511	126	8	250	29	0
3 or 4	376	25	6	356	0	0
5 to 9	269	29	0	125	0	0
10 to 19	345	0	0	250	0	0
20 to 49	365	11	0	223	0	0
50 or more	136	18	0	105	0	0
Total by Reason for Vacancy (2014)	7,990	812	55	3,754	169	13
Available, For Rent	1,730	197	25	937	73	0
Available, For Sale	1,108	52	14	591	17	0
Available, Not Listed	<u>3,481</u>	<u>407</u>	<u>10</u>	<u>1,655</u>	<u>62</u>	<u>7</u>
Total Available	6,319	656	49	3,183	152	7
Seasonal, Recreation	738	37	0	109	0	6
Migrant Workers	10	0	0	0	0	0
Rented, Not Occupied	378	76	0	196	17	0
Sold, Not Occupied	<u>545</u>	<u>43</u>	<u>6</u>	<u>266</u>	<u>0</u>	<u>0</u>
Not Yet Occupied	923	119	6	462	17	0

Source: American Community Survey (ACS) 2009 - 2014. Analysis and exhibit prepared by LandUse|USA; 2016.



# Demographic Profiles - Total and Vacant Housing Units

Calhoun County - Southwest Michigan Prosperity Region 8 | Years 2009-2014 Exhibit H.4

	Calhoun County	Village of Homer	CDP Level Park Oak Park	The City of Marshall	The City of Springfield	Village of Tekonsha
Total Housing Units (2014)	60,832	708	1,487	3,533	2,473	306
1, mobile, other	48,337	521	1,487	2,261	1,505	283
1 attached, 2	2,558	24	0	315	101	23
3 or 4	1,658	29	0	116	50	0
5 to 9	1,994	58	0	215	172	0
10 to 19	2,307	48	0	299	222	0
20 to 49	2,440	28	0	189	358	0
50 or more	1,538	0	0	138	65	0
Premium for Seasonal Households	1%	0%	0%	1%	2%	0%
Vacant (incl. Seasonal, Rented, Sold)	7,990	74	30	506	342	49
1, mobile, other	5,458	63	30	266	192	34
1 attached, 2	646	11	0	99	0	15
3 or 4	476	0	0	18	0	0
5 to 9	340	0	0	17	32	0
10 to 19	436	0	0	60	26	0
20 to 49	462	0	0	20	92	0
50 or more	172	0	0	26	0	0
Avail. (excl. Seasonal, Rented, Sold)	6,319	55	30	389	233	43
1, mobile, other	4,317	47	30	204	131	30
1 attached, 2	511	8	0	76	0	13
3 or 4	376	0	0	14	0	0
5 to 9	269	0	0	13	22	0
10 to 19	345	0	0	46	18	0
20 to 49	365	0	0	15	63	0
50 or more	136	0	0	20	0	0
Total by Reason for Vacancy (2014)	7,990	74	30	506	342	49
Available, For Rent	1,730	0	0	112	124	0
Available, For Sale	1,108	17	0	76	0	2
Available, Not Listed	<u>3,481</u>	<u>38</u>	<u>30</u>	<u>201</u>	<u>109</u>	<u>41</u>
Total Available	6,319	55	30	389	233	43
Seasonal, Recreation	738	7	0	63	80	0
Migrant Workers	10	0	0	0	0	0
Rented, Not Occupied	378	0	0	20	0	0
Sold, Not Occupied	<u>545</u>	<u>12</u>	<u>0</u>	<u>34</u>	<u>29</u>	<u>6</u>
Not Yet Occupied	923	12	0	54	29	6

Source: American Community Survey (ACS) 2009 - 2014. Analysis and exhibit prepared by LandUse|USA; 2016.

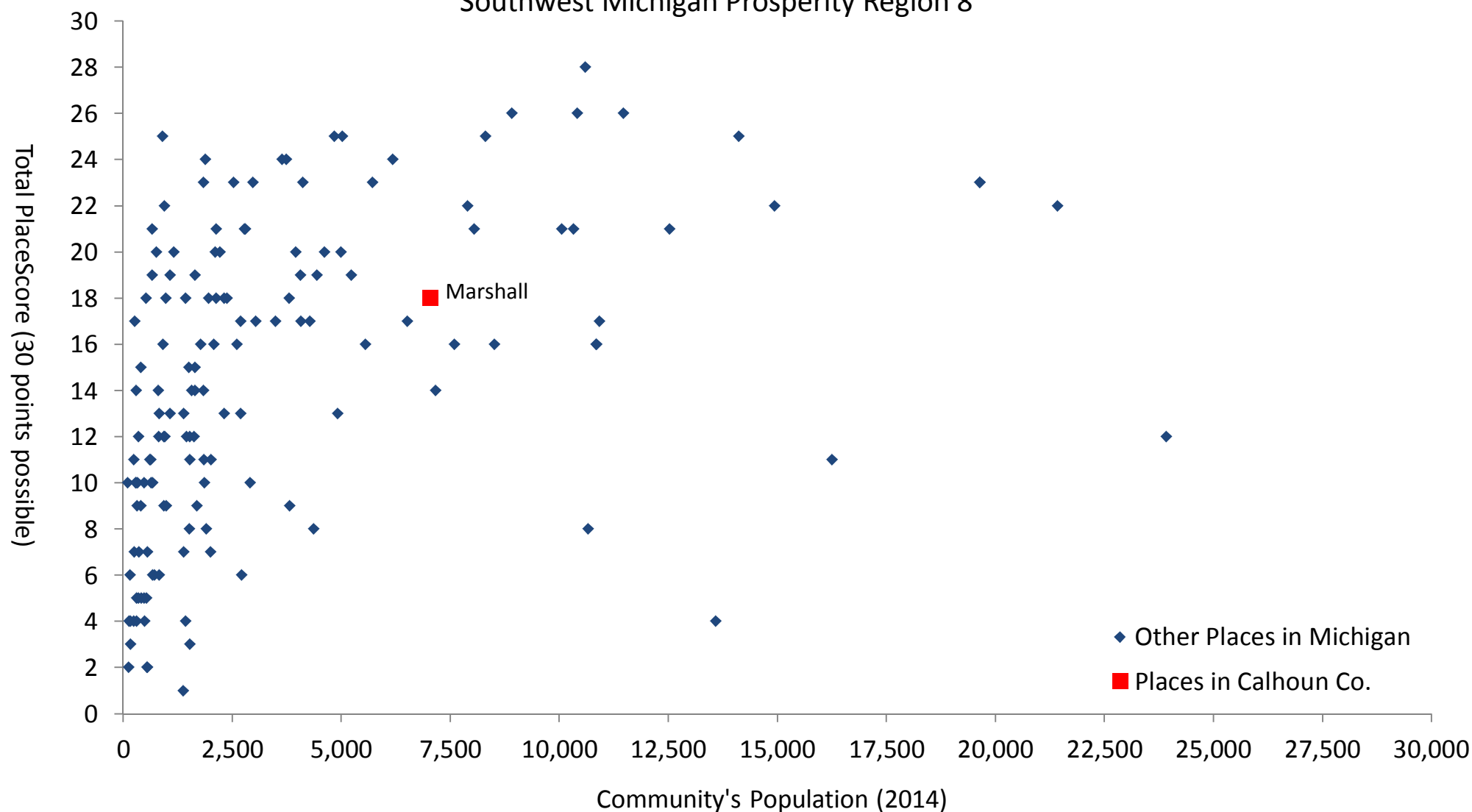
## Annual Average Daily Traffic Counts and Connectivity Southwest Michigan Prosperity Region 8 | Year 2014

Highway Number	Annual Avg. Daily Traffic	Highway Directionals and Links	Other Major Cities on Route
Van Buren County			
I-94	43,900	East to Van Buren Co.   West to Indiana	Detroit   Chicago
I-196	21,300	East to Grand Rapids   West to I-94	Grand Rapids   South Haven
M-40	18,400	North to Van Buren Co.   South to US-12	Paw Paw   Holland
M-43	8,000	North to Barry Co.   Southwest to Van Buren	--
M-51	6,600	North to I-94   South to Berrien Co.	Niles
Kalamazoo County			
I-94	84,200	East to Calhoun Co.   West to Van Buren Co.	Detroit   Chicago
US-131	57,900	North to Allegan Co.   South to St Joseph Co.	Grand Rapids   Cadillac
M-331	27,000	North to Kalamazoo   South to Portage	Kalamazoo   Portage
M-43	19,500	North to Barry Co.   Southwest to Van Buren	--
M-89	13,000	East to Battle Creek   West to M-43	Battle Creek
Calhoun County			
I-94	53,400	East to Jackson Co.   West to Indiana	Detroit   Chicago
I-194	28,000	North to Battle Creek   South to I-94	Battle Creek
I-69	19,500	North to Eaton Co.   South to Indiana	Sarnia, ON   Ft. Wayne, IN
M-66	15,600	North to Barry Co.   South to Indiana	Sturgis   Battle Creek
M-60	9,200	East to Jackson Co.   West to St. Joseph Co.	Niles   Three Rivers   Jackson
Branch County			
US-12	20,000	East to Hillsdale Co.   West to St. Joseph Co.	Michigan City, IN   Detroit
I-69	19,500	North to Calhoun Co.   South to Indiana	Sarnia, ON   Ft. Wayne, IN
M-60	3,500	East to Calhoun Co.   West to St. Joseph Co.	Niles   Three Rivers   Jackson
M-66	2,600	North to Calhoun Co.   South to Indiana	Sturgis   Battle Creek
St. Joseph County			
US-131	18,100	North to Kalamazoo Co.   South to Indiana	Grand Rapids   Cadillac
M-60	10,100	East to Branch Co.   West to Cass Co.	Niles   Three Rivers   Jackson
US-12	9,600	East to Branch Co.   West to Cass Co.	Michigan City, IN   Detroit
M-66	6,600	North to Branch Co.   South to Indiana	Sturgis   Battle Creek
Cass County			
US-12	14,100	East to St. Joseph Co.   West to St. Berrien	Michigan City, IN   Detroit
M-51	10,700	North to Van Buren Co.   South to Berrien	Niles
M-62	8,900	North to M-51   South to Indiana	Dowagiac
M-60	8,500	East to St. Joseph Co.   West to St. Berrien	Niles   Three Rivers   Jackson
M-40	4,900	North to Van Buren Co.   South to US-12	Paw Paw   Holland

Source: Michigan Department of Transportation 2014 Annual Average Daily Traffic Counts (ADT).

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Total PlaceScore™ v. Total Population  
 Places in Calhoun County v. Others in Michigan  
 Southwest Michigan Prosperity Region 8

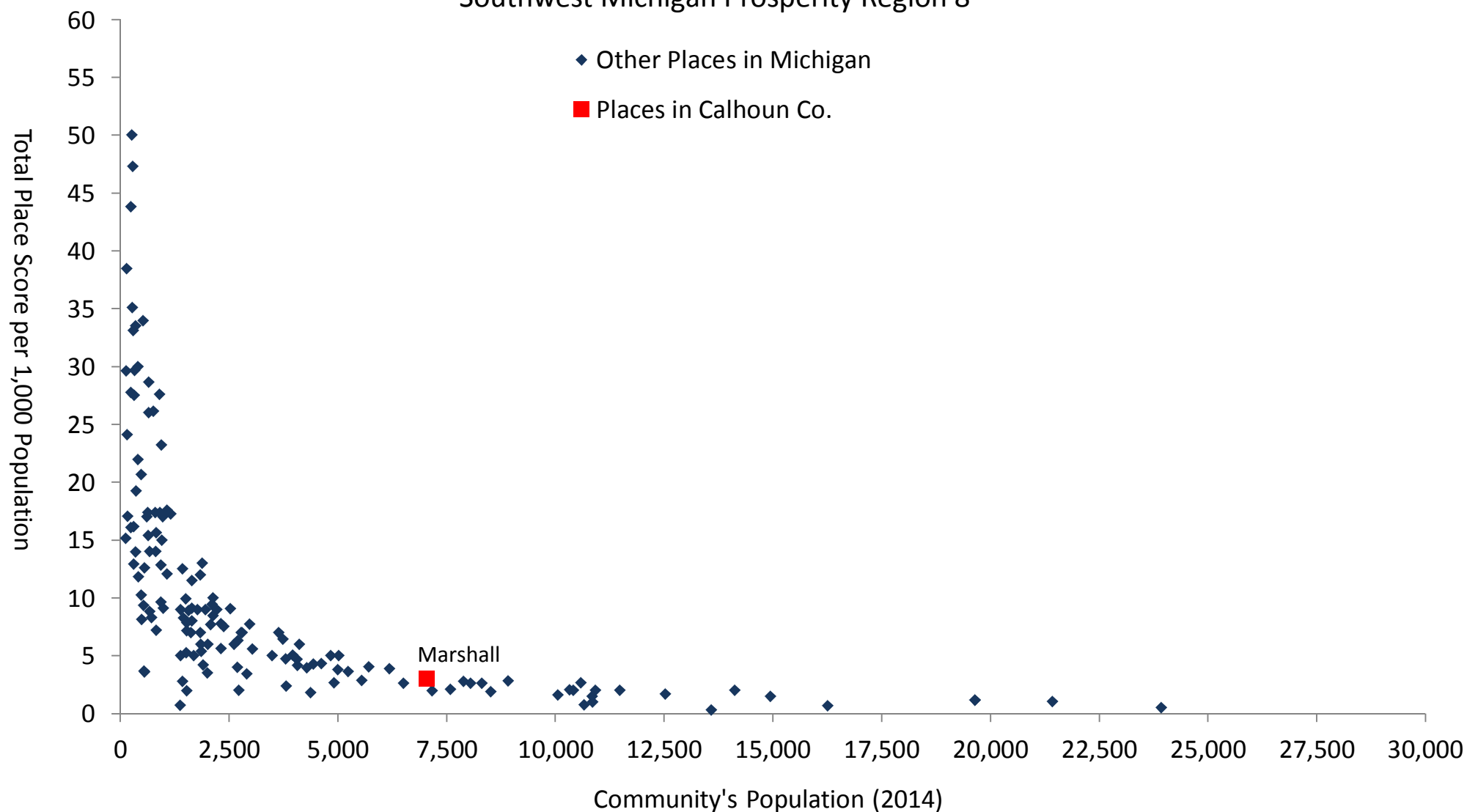


Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.

Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2010 - 2014.

The PlaceScore term and methodology is trademarked by LandUse|USA as-of January 2014, with all rights reserved.

Total PlaceScore™ per 1,000 Population  
Places in Calhoun County v. Others in Michigan  
Southwest Michigan Prosperity Region 8



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## PlaceScores™ - Local Placemaking Initiatives and Amenities

(As evident through Online Search Engines)

## Selected Places | West and Southwest Michigan Prosperity Regions

Primary County	Branch	Calhoun	Kalamazoo	St. Joseph	Van Buren
Jurisdiction Name	City of Coldwater	City of Marshall	City of Portage	City of Sturgis	Village of Paw Paw
2010 Population (Decennial Census)	10,945	7,088	46,292	10,994	3,534
2014 Population (5-yr ACS 2009-2014)	10,863	7,054	47,137	10,923	3,494
City/Village-Wide Planning Documents					
1 City-Wide Master Plan (not county)	1	1	1	1	1
2 Has a Zoning Ordinance Online	1	1	1	1	1
3 Considering a Form Based Code	0	0	0	0	1
4 Parks & Rec. Plan and/or Commiss.	0	1	1	1	0
Downtown Planning Documents					
5 Established DDA, BID, or Similar	1	1	1	1	1
6 DT Master Plan, Subarea Plan	1	0	1	0	1
7 Streetscape, Transp. Improv. Plan	0	1	1	0	1
8 Retail Market Study or Strategy	0	0	1	0	0
9 Residential Market Study, Strategy	0	0	0	0	0
10 Façade Improvement Program	1	1	0	0	1
Downtown Organization and Marketing					
11 Designation: Michigan Cool City	0	1	0	0	0
12 Member of Michigan Main Street	0	0	0	0	0
13 Main Street 4-Point Approach	0	0	0	0	0
14 Facebook Page	1	1	1	1	1
Listing or Map of Merchants and Amenities					
15 City/Village Main Website	0	0	0	0	1
16 DDA, BID, or Main Street Website	0	0	0	1	1
17 Chamber or CVB Website	1	1	1	1	1
Subtotal Place Score (17 points possible)	7	9	9	7	11

This PlaceScore assessment is based only on internet research, and has not been field verified.

Analysis and assessment by LandUse|USA © 2016, and may reflect some input from local stakeholders.

If a community's amenities and resources are not listed, then the challenge is to improve marking efforts, and ensure that the resources are available and easy to find through mainstream online search engines.

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Unique Downtown Amenities					
1 Cinema/Theater, Playhouse	1	1	0	1	1
2 Waterfront Access/Parks	1	1	1	1	1
3 Established Farmer's Market	1	1	1	1	0
4 Summer Music in the Park	1	0	1	1	1
5 National or Other Major Festival	0	0	0	0	0
Downtown Street and Environment					
6 Angle Parking (not parallel)	0	0	0	0	0
7 Reported Walk Score is 50+	1	1	1	1	1
8 Walk Score/1,000 Pop is 40+	0	0	0	0	0
9 Off Street Parking is Evident	1	1	0	1	1
10 2-Level Scale of Historic Buildings	1	1	0	1	1
11 Balanced Scale 2 Sides of Street	1	1	0	1	1
12 Pedestrian Crosswalks, Signaled	0	1	1	1	1
13 Two-way Traffic Flow	1	1	1	1	1
Subtotal Place Score (13 points possible)	9	9	6	10	9
Total Place Score (30 Points Possible)	16	18	15	17	20
Total Place Score per 1,000 Population	1	3	0	2	6
Reported Walk Score (avg. = 42)	79	65	53	80	71
Walk Score per 1,000 Population	7	9	1	7	20

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