

A Market-Wide Study The City of Portage, Michigan Residential Market Analysis



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Market Analysis
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LandUseUSA
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Planning Support
Provided by:



Farr Associates

Acknowledgements
Residential Market Study
The City of Portage, Michigan

Introduction – This 2020 Residential Market Study has been commissioned by the City of Portage, located in Kalamazoo County, Michigan and part of the Southwest Michigan region. This document focuses on housing for the entire City of Portage and each of five subareas (Northwest, Westnedge, Northeast, Southwest, and Lake Center). The materials presented in this study for the Lake Center Subarea are also replicated in a separate and abbreviated report.

Acknowledgements – Stakeholders are invited to contact LandUseUSA | Urban Strategies directly with any questions regarding the work approach, methodology, findings, and conclusions on this housing study. Similarly, the city's economic development and planning staff can be contacted directly with any questions regarding its plans or community vision; the stakeholder engagement process; planning for pilot projects; and next-steps for prospective developers and potential investors.

In addition, Farr Associates may be contacted directly about any planning related questions for the Lake Center Subarea and District. The team's contact information is provided below:

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Reporting Format | Infographics

Residential Market Study

The City of Portage, Michigan

Reporting Format – This narrative report for the City of Portage's residential market study is designed to be as succinct as possible, and it focuses on key observations and conclusions rather than methodologies, data sources, or analytic approach. This narrative also focuses on city-wide results and does not elaborate on the individual data for each of the five subsectors (Northwest, Westnedge, Northeast, Southwest, and Lake Center). However, the results for the Lake Center Subarea are described in a separate and abbreviated report; and that document may be used as a general guide for the other four subareas.

Any number of the enclosed Infographics may be extracted, shuffled, and printed to facilitate meetings and discussions. Developers are welcome to include a copy of the entire report and narrative in loan and/or grant applications. Individual graphs can also be converted into .jpg images, cropped, and inserted into slide presentations. However, we respectfully ask that all extracted Infographics, analytic results, and conclusions be fully credited to LandUseUSA | Urban Strategies and on behalf of the City of Portage.

For readers unfamiliar with the enclosed materials and Infographics, it is recommended that the Table of Contents be reviewed first. Then, the information on each page should be read in this order: main title, graph or chart title, x-axis title and labels, y-axis title and labels, the data shown in the chart, the footnote with the data source, and then any summary paragraphs on the page.

Data Correlations – Readers are encouraged to study all of the attached Infographics and strive to draw some conclusions on their own. They are also encouraged to identify direct and indirect relationships between the variables, because many of them are indeed correlated. For example, renters tend to be young singles with low-to-moderate incomes, and they are on the move. They also tend to seek attached housing formats (like lofts and townhouses) in urban places. In comparison, owners tend to be married couples; they have higher household incomes (with two wage earners); and they tend to be relatively settled into traditional houses.

Years, Numbers, and Percentages – The years of the data shown in the exhibits vary; usually with actual reported data for year-end 2019; estimates for 2020; and some forecasts for 2025. All estimates are based on market trends and data prior to the 2020 pandemic and economic crisis; and have not been adjusted for those unexpected events. Depending on the variable, the information might also be reported as actual numbers or as percentages. Footnotes at the bottom of each page also provide the data sources.

The Work Approach
Residential Market Study
The City of Portage, Michigan

Field Work and Stakeholder Interviews – LandUseUSA made several trips to the City of Portage and surrounding markets within Kalamazoo County in 2014 and 2020; and has toured the local market numerous times over the past two decades. During these trips we gathered photo inventories of existing housing choices; observed the choices among attached formats; noted the quality and mix of retailers; toured the neighborhoods, conducted a review of municipally owned lots with city staff; and considered the city's overall marketability to prospective developers, residents, and businesses.

Stakeholder Engagement – Due to the Michigan State Governor's Executive Orders during the health and economic crisis attributed to COVID-19, all stakeholder engagement for the project has been postponed until the summer of 2020. We will participate in events that will be coordinated and facilitated by Farr Associates. These will include video reviews of draft reports and a virtual workshop followed by an in-person workshop, design studio, and additional video reviews over the summer. Stakeholder input and questions will be documented during these events and used to refine this draft market study.

Analytic Approach – This housing study has involved quantitative data analysis and the application of empirical models to measure the annual market potential for new housing units. The work has also included a conventional supply-demand analysis, real estate analysis, Target Market Analysis (TMA), and study of the origins of in-migrating households.

Results from these various models have been triangulated to measure the magnitude of market potential for new and missing housing formats with prices and rents. The analyses have also been used to measure the market potential for attainably-priced choices among for-rent and for-sale units. Many other supporting analyses are also documented among the attached Sections (i.e., chapters) with numerous Infographics, maps, and other supporting exhibits.

Geographic Perspective – This analysis was completed for the City of Portage and each of five subareas; and we have also provided some data comparisons to Kalamazoo County. To help the reader navigate these geographies, we have included maps for the corresponding data. Wherever there is a map of Kalamazoo County, the data following that map pertains specifically to the county. Similarly, wherever there is a map of the City of Portage, the following data pertains to the entire city.

Four Geographic Levels – Listed Largest to Smallest

1. The State of Michigan = The Primary State
2. Kalamazoo County, Michigan = The Primary County
3. The City of Portage, Michigan = The Primary City
4. Five Subareas = Northwest, Westnedge, Northeast, Southwest, and Lake Center.

Target Market Analysis – The TMA analysis involves a study of lifestyle clusters that are moving into the City of Portage and each of five subareas (including the Lake Center Subarea); plus existing households that are moving within the city. The lifestyle cluster data has been used to study movership rates, tenure, income, and inclination to seek new urban housing formats like townhouses, urban lofts, cottages, and accessory dwellings like studios attached to houses or above garages.

Conservative v. Aggressive Scenarios – The TMA approach measures the annual market potential under a conservative scenario that reflects in-migration of new households; and an more aggressive scenario that reflects both in-migration and internal movership among existing households. This distinction is important and is restated several times in this narrative report.

In general, the annual market potential under the aggressive scenario is nearly three times larger than the conservative scenario. Developers may pursue the conservative scenario with confidence; and should pursue the aggressive scenario with caution and only after gaining some experience in the local market.

Michigan's Missing Middle – A four-page article is enclosed near the end of this report (see Section O, attached) for additional perspective on statewide trends over the past five years. The article explains the Target Market Analysis methodology, approach, results, and implications from a statewide perspective. Readers interested in learning more about missing middle housing formats are encouraged to visit the URL at www.MissingMiddleHousing.com

Incremental Development Alliance – Developers interested in small-scale projects and urban infill projects are also encouraged to attend workshops in Michigan conducted by the Incremental Development Alliance. These include some virtual events that are currently being planned for mid-to-late 2020. Additional information is available online at the URLs www.IncrementalDevelopment.org and <https://www.mismallbuildings.org>

The Housing Paradox – The migration of households into the City of Portage has resulted in a housing paradox – it is difficult to measure the in-migration of better income home buyers when they are not yet moving into the market. This housing paradox is adjusted for in the study and forecasts of annual market potential among both for-sale and for-rent units.

The adjustment has been made by measuring the market “bonus” that could be achieved by intercepting households that seem more inclined to choose other places in Kalamazoo County. In general, the “bonus” is about +10% of the annual market potential under each (conservative and aggressive) scenario.

Housing Mismatch – Based on national and statewide trends, most households migrating into and within Michigan are renters seeking new choices among for-lease, attached housing formats. Across the State of Michigan, there is a mismatch between the supply of detached houses and the demand among migrating singles of all ages seeking townhouses, lofts, and walk-ups. Again, see the four-page article in [Section Q](#) attached to this report.

With state-wide trends in mind, the housing mismatch is exacerbated in the City of Portage, and there are few for-lease choices among formats like townhouses, walkups, urban lofts, courtyard apartments, attached cottages around shared courtyards, and accessory dwellings. This mismatch is fully reflected in the forecasts of annual market potential for missing housing formats.

The Conclusion

Residential Market Study

The City of Portage, Michigan

Market Potential – This housing study and market analysis were conducted with a cautious, conservative, and pragmatic view of the City of Portage, the Lake Center Subarea, and each of city's other four submarkets (Northwest, Westnedge, Northeast, and Southwest). We have carefully weighed the evidence and concluded that there is solid and good merit in developing a significant number of new attached housing formats for renters.

There is also a smaller market potential for new-builds among for-sale detached houses. However, the market potential among for-lease units is nearly four times larger than that of for-sale units. This is partly defined by the moderate incomes of households moving into the city and seeking units to rent; and an abundance of existing houses available for sale. Even so, the quality of available houses do not always meet the wants, needs, expectations, or preferences of migrating owners seeking modern choices to buy.

In general, existing and new households can afford rents and home values that are higher than current market conditions. This can be partly attributed to outdated housing stock that needs to be remodeled. As new units with values of \$200,000+ and rents of \$900+ become available, some of the city's existing households will trade up, leaving vacancies behind that can be rehabbed or remodeled.

The following narrative focuses on for-sale owner-occupied units, with an annual market potential of at least 232 new-build houses, plus 565 rehabbed houses (for a total of 797 for-sale houses each year). These are ideal infill opportunities that could be added throughout the city's established neighborhoods and the five subareas.

This is followed by additional narrative on for-lease renter-occupied units, with a much larger annual market potential of at least 1,094 new-build units annually, plus 1,875 rehabbed units (for a total of 2,969 for-lease units). These represent excellent opportunities for adding a variety of attached and missing housing formats throughout the city and the five subareas.

Price Premiums
Residential Market Study
The City of Portage, Michigan

All values and rents documented in this report are for the current year 2020. They have not been adjusted for the hot real estate market spurred by the COVID-19 pandemic and corresponding low interest rates.

High construction material costs are also generating increases in home values and rents. New-build home values will probably gain +\$10,000 annually over the next five years; and new-build contract rents could gain +\$25 annually. For example, a new-build unit with a contract rent of \$750 in the year 2020 could easily reach \$900 by the year 2025.

In this real estate climate, the prices within this report are intended to be easily attainable and achievable by an average developer with an average project and at an average location. The prices are intentionally conservative and pragmatic to ensure that developers and home builders don't over-shoot the market with inordinately high prices linked to the high costs of over-sized units.

In general, the need for right-sized, compact, and moderately-priced units far over-shadows the need for large units with price premiums. Smaller units will have higher values and rents per square foot; and larger units will have lower prices per square foot. This relationship is important for right-sizing new units and offsetting high construction costs per square foot. It is also designed to ensure that new developments meet the needs of moderate-income, market-rate, and worker households; and not just luxury home buyers and renters.

That aside, it is understood that some development sites and projects will be truly unique to the market and might warrant price premiums. These projects will ideally be of the highest quality and designed in compact, walkable, mixed-use developments with a compelling mix of amenities. For example, they might be walkable to a lake shoreline; walkable to restaurants and entertainment; overlook a park, town square, or golf course; back up to a trail system; and/or have vista views of the surrounding terrain, built environment, and/or nightlife.

Prospective developers, builders, investors, and brokers are encouraged to contact LandUseUSA for qualitative assessments of individual site plans and to determine whether value and/or rent premiums would be warranted for their unique project.

For-Sale Houses | The Market Potential
Residential Market Study
The City of Portage, Michigan

Minimum For-Sale Market Potential – Throughout the City of Portage there is a minimum market potential for at least 232 new for-sale houses annually. This is also the number of new households moving into the city each year that are seeking houses to purchase.

The minimum market potential of 232 houses reflects the current migration of new households moving into the City of Portage. It has not been adjusted for out-migration. It also has not been adjusted downward to assume that all for-sale houses in the city are also absorbed. Vacancy rates are described in a later chapter of this narrative report, with two exhibits provided at the end of Section L.

Maximum For-Sale Market Potential – In addition to 232 new households moving into the City of Portage each year, there are also 565 existing households moving within that same city. In other words, a total of 797 households (232 + 565) households are moving into and within the City of Portage each year and seeking choices to buy. Among all of these households that are on the move, about 30% will be able to afford a minimum price of at least \$200,000; and the remaining 70% will seek lower prices.

For-Sale “Bonus” or Upside – There is also a possible “bonus” to the market potential that could add at least 25 for-sale houses annually; plus 58 existing remodeled houses. This bonus assumes that land owners and developers are very effective in attracting buyers that are otherwise more inclined to move into other parts of Kalamazoo County.

Recommended Formats – The vast majority of for-sale units may be developed as a traditional houses and cottages designed for one household each. Some may also be houses with attached or detached accessory dwellings (i.e., a studio or efficiency); or a larger building that has the appearance of a house with an attached “duplex” or sublet unit for lease. Additional accessory dwellings may be detached in the back yard or placed above the garages.

The property owner (i.e., the home buyer) should occupy the largest unit and may sublet the smaller duplex or accessory dwellings to generate rental income. The duplex or accessory dwelling may also be used to provide housing for extended family members, such as a grown child (and his/her family) or an aging parent. For example, the home owner could live in the lower half of the house, and a renter could sublet the upper half. The sublet unit(s) should have monthly rents that more than offset the higher mortgage.

Housing Typology – Section M attached to this report includes some diagrams that demonstrate the recommended housing typology, with image contributions from the Incremental Development. Exhibits show the allocation of recommended formats by tenure and to each of seven sites located in and near the Lake Center District and its “Hub”. These exhibits may be refined based on stakeholder input during upcoming workshops.

Owner Target Markets – Based on the profiles of home buyers moving into and within the City of Portage, there are four primary lifestyle clusters most inclined to buy new-build houses in the city. They include “Aging of Aquarius”, “No Place Like Home”, “Fast Track Couples”, and “Digital Dependents”. These four target markets are also shown on the first page of Section E, along with 10 secondary target markets.

Owner target market profiles are also provided among the other pages in Section E. For example, the very last page in that section is a profile for the “Digital Dependents”. The various charts on that last page demonstrate that 38% of these households are inclined to be renters; 68% of those renters move every year (which is exceptionally high); but only 10% will choose an attached unit over a detached house.

Lifestyle Clusters or Target Markets
For-Sale Units Only, Excluding Accessory Dwellings
Average Price Ranges for New-Builds Only
The City of Portage, Michigan | Year 2020

Market Rate and Above	Annual Market Potential		Average New-Build Price Ranges
	Minimum	Maximum	
C11 Aging of Aquarius	11 units	38 units	\$350 - \$500,000
E20 No Place Like Home	17 units	57 units	\$225 - \$350,000
F22 Fast Track Couples	34 units	111 units	\$200 - \$325,000
Moderate Prices			
O51 Digital Dependents	44 units	140 units	<\$200,000
... Secondary Targets	65 units	230 units	varies
... Tertiary Targets	<u>61 units</u>	<u>221 units</u>	varies
Total Target Markets	232 units	797 units	.

For-Sale Price Ranges – The five target markets among home buyers are listed in the table on the preceding page, along with the average price ranges for new-build houses. In general, most of the new households moving into the City of Portage will seek for-sale prices of \$200,000 or more. This includes at least 11 new households moving into the city each year seeking prices of \$350,000 or more; and at least 17 new households seeking prices in the range of \$225,000 to \$350,000. There is also a need to build some new houses with more modest prices of \$200,000 or less.

The relationships between price per square foot, total price, and unit size are also shown in attached Section C (see the last two pages of that section). The peak price per square foot would be \$300 for small cottages with about 700 square feet; and \$180 for larger mansion-style houses. Houses on the lakes will have significant price premiums, with peak prices of \$375 per square foot for small cottages; and about \$250 for larger mansion-style houses.

The potential rents for accessory dwellings (excluding short-term rentals) are also shown, and they have the potential to generate rental income for the home owners. All of the prices per square foot are based on current market conditions as documented in the Section I attached to this report).

For-Lease Units | The Market Potential Residential Market Study The City of Portage, Michigan

Minimum For-Lease Market Potential – The annual market potential described in the previous narrative of this report focused on for-sale houses only, with or without attached accessory dwellings or sublet duplexes. The following narrative shifts the focus onto other formats and for-lease units only.

Based on new renters moving into the city and adjusted for vacancies (but not adjusted for out-migration), there is a minimum market potential for 1,094 new-build and/or rehabbed for-lease units annually. It is assumed that all of these new renters will prefer units that are new and modern.

Maximum For-Lease Market Potential – In addition to in-migration by new renters, there is an even larger number of existing households who are moving from one address to another within the city. This internal movership generates a market potential that is almost twice as large as in-migration. The combination of in-migration and internal migration generates a maximum market potential for 2,969 new and/or rehabbed for-lease units annually.

For-Lease “Bonus” or Upside – There is also a possible “bonus” to the market potential that could add up to 287 for-lease units annually. This bonus assumes that land owners and developers are very effective in attracting renters that are otherwise more inclined to move into other parts of Kalamazoo County.

Caution on the Maximum – Adding internal movers in the market potential is an aggressive approach, and adding a bonus can amplify the risk. Success would depend on the development of new and missing housing formats that are truly unique to the City of Portage; plus aggressive advertisement throughout the Greater Kalamazoo metropolitan area. It is also a bold and riskier approach, so developers are advised to test its limits with caution.

Renter Target Markets – Compared to buyers of new houses, renters are a more diverse group of households, with at least ten primary target markets looking for places to lease in the City of Portage (with 30 or more households each). In addition, there are five secondary target markets; and 117 tertiary target markets (with less than 10 households each).

The most significant target market is the “Striving Singles” and they represent 276 of the new households moving into the City of Portage each year. They are followed by the “Digital Dependents” (140 households) and the “Family Troopers” (113 households). All ten of the primary target markets are shown below, and their profiles are also enclosed in attached Section F.

Recommended Rents – As shown in the table on the following page, many of the new-build for-lease housing units can have contract (cash or net) rents of at least \$700 per month. This includes a potential for at least 13 new-build units each year with rents of \$1,200 or more; at least 31 new units with monthly rents of \$1,100 or more; at least 47 new units with monthly rents of \$1,000 or more. There is also an annual market potential for at least 81 units with rents of at least \$800 per month.

Singles seeking lower rents may need to settle for an existing unit that is vacant and available (and hopefully remodeled or rehabbed within the past few years); or by sharing a new unit and rent with a roommate.

The rents will vary by building format and location as well as unit size. For example, lakefront townhouses will have higher rents than lofts overlooking Westnedge Avenue. Similarly, lofts and accessory dwellings located near the lakes will have higher rents than conventional apartments located within nearby neighborhoods. The last few pages of attached Section D include tables with the optimal unit sizes by rent and rent per square foot.

Lifestyle Clusters or Target Markets
For-Lease Units Only, Including Accessory Dwellings
Average Rent Ranges for New-Builds Only
The City of Portage, Michigan | Year 2020

Market Rate and Above	Annual Market Potential		Average New-Build Rent Ranges
	Minimum	Maximum	
E20 No Place Like Home	13 units	35 units	\$1,200 or more
F22 Fast Track Couples	31 units	85 units	\$1,100 - \$1,250
K37 Wired for Success	47 units	127 units	\$1,000 - \$1,150
K40 Bohemian Groove	81 units	218 units	\$ 800 - \$1,050
O50 Full Steam Ahead	79 units	192 units	\$ 700 - \$ 850
O51 Digital Dependents	140 units	377 units	\$ 650 - \$ 750
Moderate Rents			
O54 Striving Single Scene	276 units	769 units	< \$ 700
O55 Family Troopers	113 units	304 units	< \$ 700
Q65 Senior Discounts	61 units	165 units	< \$ 700
R66 Daring to Dream	41 units	111 units	< \$ 700
R67 Hope for Tomorrow	34 units	93 units	< \$ 700
... Secondary Targets	74 units	200 units	varies
... Tertiary Targets	117 units	328 units	varies
Total Target Markets	1,094 units	2,969 units	.

Caution on Prices – The for-rent and for-sale prices per square foot and total prices documented in this study are intended only as market-wide averages and as benchmarks. They should not be used as the sole basis for planning, locating, building, or developing site-specific projects. Site specific projects should include detailed cost-benefit, profit, and pro forma analyses that carefully consider all of its unique attributes, including location, views, and proximity to city amenities; land configuration and terrain; project design and architecture; and related considerations.

Supply and Demand – Based on an assessment of existing owner-occupied units, there is already an imbalance between household incomes, values, and rents; and that imbalance appears to be slightly in favor of the buyers and renters. Exhibits in Section K show that about 65% of Portage's existing owners are earning \$100,000 or less; whereas 70% of the existing owner-occupied units have values of \$200,000 or less.

Similarly, about 70% of existing renters have incomes of \$50,000 or less; whereas about 80% of the renter-occupied units have rents of \$900 or less. These figures demonstrate a mismatch among renter-occupied units and renting household incomes.

Ramping Up to the Year 2025
Residential Market Study
The City of Portage, Michigan

The market potential for new for-lease units is significantly larger than the market potential for new for-sale houses. The magnitude of risk generally increases with larger numbers. For example, building a few houses or duplexes would carry little if any risk – but building a large number of lofts all at once can be a riskier undertaking.

Some caution is recommended for the developers and investors, and they are advised to work closely with their builders to stage and sequence new developments carefully. Builders can be experts at gauging the success of formats, prices, and unit sizes; and most are talented at making refinements while stepping up incrementally into each build-out schedule.

It would be wise for each developer to test the market with fewer units in the first years, and then ramp up to more units in subsequent years. For example, the conservative or minimum market potential is for 232 new for-sale houses annually through the year 2025. However, it would be pragmatic to begin with 50 new houses in the first year (construction in 2020 and opening in 2021); constructing another 100 houses in the second year; and incrementally adding up to 232 houses by the fifth year.

Recommended Ramp-Up to the Year 2025
For-Sale Houses Only | New-Builds and Rehabs
The City of Portage, Michigan

	Annual Market Potential	
	Minimum	Maximum
2020 – Assumed First Partial Year of Investment	0 units	0 units
2021 – First Year of Completed Projects	50 units	100 units
2022 – Second Year of Completed Projects	100 units	200 units
2023 – Third Year of Completed Projects	150 units	300 units
2024 – Fourth Year of Completed Projects	200 units	500 units
2025 – Fifth Year of Completed Projects	232 units	797 units
Ramp up to Annual Market Potential	232 units	797 units

Building Sizes and Formats
Residential Market Study
The City of Portage, Michigan

Recommended Building Sizes – Although they may be correlated, building sizes are not the same as building formats. For example, duplexes (2 units) can include side-by-side townhouses, stacked lofts, a subdivided house, or an accessory to a main house. The full spectrum of building sizes includes the following: 1 unit; 2 units or duplex, 3 units or triplex, 4 units or fourplex, six units or sixplex, and twelve units or twelveplex.

Across the nation, building formats typically include traditional houses (for sale only); detached and attached cottages and accessory dwellings; townhouses and row houses; courtyard apartments; and urban lofts, including those above street-front retail.

Among larger buildings, six is the maximum number of private entrances or units that should be built along any single building façade. A row of two-level townhouses with private entrances, porches, stoops, or patios should have no more than six units in a row. If they are built back-to-back, then the building could have a maximum of twelve units.

A walk-up building (usually with a foyer inside of a main entrance) could have four units on each of three levels, for a total of twelve units. In walk-ups, every unit should have a corner of the building with windows on two sides – not just one. This is very different from lofts above street-front retail, which usually have large bay windows overlooking a main street (like Westnedge Avenue), a few smaller windows overlooking the rear alley, and neighbors on both sides that prevent any side windows.

Note: The maximum recommended building size of twelve units is intentional for aesthetics, providing sunshine into courtyards, and ensuring that the massing and scale of new buildings do not over-shadow nearby houses.

Recommended Formats – Based on the known preferences of renters moving into and within the City of Portage, it is recommended that a variety of housing formats be developed with no more than twelve units in any given building. The building types (listed in the table on the following page) are suggestions only, and they may include a variety of building sizes. For example, townhouses could be triplexes, cottages could be duplexes, and lofts over retail could be four-plexes.

The maximum market potential (subtotal) assumes that many of the existing households migrating within the city will trade-up as soon as new choices become available. Units vacated by those moving renters should be temporarily removed from the market and then rehabbed, refurbished, or remodeled. These additional rehabs would not count toward the annual market potential documented in the following table.

Annual Market Potential
New-Build and Rehab Units, All Formats
The City of Portage, Michigan

All New and Rehab Building Formats	Minimum In- Migration	Plus Internal Movers	Maximum Subtotal	Plus "Bonus" Intercept	Grand Total
Owners Detached – Duplex Houses, Detached Traditional Houses	232	565	797	83	880
Renters Detached – Duplex Houses, Cottages, Accessory Dwellings	417	696	1,113	107	1,220
Renters Attached – Townhouses, Urban Lofts, Courtyard Apartments	677	1,179	1,856	180	2,036
Renters - Subtotal	1,094	1,875	2,969	287	3,256
Grand Total	1,326	2,440	3,766	370	4,136

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Guide to Additional Attachments
Residential Market Study
The City of Portage, Michigan

Introduction – The balance of this narrative is intended as a guide to the remaining data analyses provided in attached [Section G](#) through [Section L](#). It does not include a detailed explanation of the data sources, methodologies, or analytic results. Rather, it focuses on key observations, relationships between the variables, conclusions, and possible implications for the market potential, rents, values, and building formats. Again, readers are encouraged to browse the attached Infographics, study the data, and strive to deduce the implications for the new housing in the City of Portage.

Section G – 71 Lifestyle Clusters

LandUseUSA subscribes to lifestyle cluster data that is provided by Experian Decision Analytics – the same company that provides credit reports to consumers and lenders. Each of 71 lifestyle clusters has a unique profile based on socio-economic, demographic, and locational data. In general, the clusters with the lowest numbers (like A01 – American Royalty) have the highest incomes and are most inclined to be settled into houses.

Lifestyle clusters with the highest numbers (like S71 – Tough Times) have the lowest incomes and are most likely to be on the move and seeking affordable housing choices. They are often forced to settle for conventional apartments in multiplexes, often located at city edges. In comparison, lifestyle clusters in the K, L, M, O groups have moderate incomes, relatively high movership rates, and are able to afford new-builds among townhouses and urban lofts.

Across all of Kalamazoo County, and among all owners and renters combined, the most prevalent existing lifestyle cluster is the “Colleges and Cafes” group, with 9,698 households. This group includes singles living outside of university dormitories; university faculty and staff; and recent alumni and other households with strong affiliations with the universities and their sports teams.

Within the City of Portage, the most prevalent existing lifestyle cluster is the “Aging in Place” group with 1,783 households, followed by “Aging of Aquarius” with 1,639 households. The third largest group is “No Place Like Home” (1,313 households), followed by “Picture Perfect Families” (1,083 households) and the “Digitally Dependent” (1,064 households). The majority of these households are settled into detached houses and are not very inclined to move. Therefore, they do not necessarily represent target markets for the development of new housing units.

Section H – Movership Rates

All existing renters living in the City of Portage have an annual movership rate of 18%, which is lower than the average movership rate for Kalamazoo County (25%), and similar to the average for the State of Michigan (19%). Said another way, an average 18% of the city's renters move each year. In comparison, only 7% of the city's home owners move each year.

Movership rates are correlated between tenure (owner v. renter), marital status, income, and head-of-householder's age. In general, young singles with low-to-moderate incomes have the highest movership rates and they are also more inclined to be renters. In comparison, mature couples with better incomes have lower movership rates; and they are also more inclined to purchase detached houses and then settle down.

Section H – Migration

Based only on survey data provided by the American Community Survey (through the U.S. Census) for the years 2013 through 2017, the City of Portage appears to have experienced an average net out-migration and loss of -1,000 residents annually. However, other data also provided by the American Community Survey reveals that the city actually gained population during that same period – albeit at a slow rate of about +250 residents annually.

Population growth aside, the more important observation is the geographic origins and sources of migration for the City of Portage. The neighboring City of Kalamazoo is the largest destination and origin of Portage's population migration, which can be attributed to its proximity and large size. The other leading destinations of out-migration are Oshtemo Township and Texas Township; and additional contributors of in-migration include Kalamazoo Township and Schoolcraft Township.

These geographic relationships can help developers and management companies focus their marketing strategies when advertising to prospective new home buyers and renters. In general, the advertisement of new projects should be focused on Kalamazoo County. Some secondary advertising could also be targeted at Calhoun, Van Buren, Oakland, and St. Joseph Counties; and in that order of importance.

Section I – Available Housing Choices | For-Sale Units

The estimates of market potential by home value, size in square feet, and value per square foot are based on a “real estate analysis” with results that are documented in attached Section I. The first page is a scatter plot demonstrating the relationship between asking prices per square foot (y-axis) and available square feet (x-axis) among attached and semi-attached units.

Each dot on the scatter plot represents one townhouse, condominium, or other attached unit that is available in the City of Portage and nearby parts of Kalamazoo County. The observations in Kalamazoo County include Texas Township, Oshtemo Township, and the western and southern portions of the City of Kalamazoo.

In general, the prices among available for-sale units in Portage are among the highest in the region. There appear to be two clusters of data within Portage, as follows:

- For-sale choices with 1,200 square feet or less, which tend to have asking prices of \$75 to \$175 per square foot. Most of these are probably pre-owned or relatively outdated home, or with limited amenities.
- For-sale choices with 1,300 square feet or more. The smaller units have prices of about \$225 per square foot; and the larger units having prices of about \$175 per square foot. Most of these are probably newer homes with relatively modern amenities.

All other pages in Section I are lists of the for-sale observations located throughout the City of Portage. These lists include the names of the projects; the years that the units were built; the number of included bedrooms and bathrooms; and the square feet, value, and price per square foot.

Section J – Available Housing Choices | For-Lease Units

The estimates of market potential by for-lease contract rent, size in square feet, and rent per square foot are also based on a “real estate analysis” with results that are documented in the attached Section J. Again, the first page is a scatter plot demonstrating the relationship between asking contract rent per square foot (y-axis) and available square feet (x-axis) among attached units.

Each dot on the scatter plot represents one townhouse, lofts, apartment, or other attached unit that is available in the City of Portage and nearby parts of Kalamazoo County. In general, the prices among for-lease units in Portage are among the highest in the region.

There is a clear inverse relationship between rent and available square feet. In general, smaller units have a higher rent per square foot; and larger units have a lower rent per square foot. In other words, smaller units are more “efficient” in generating rents.

Section K – Conventional Approach | Demand – Supply = Gap

Two pages of histograms in Section K are intended to provide a glimpse into the conventional approach to a supply, demand, and gap analysis for the existing housing market. In general, the first page demonstrates the income brackets of existing owner households (see the histogram at the top of the page); and the value brackets of existing owner-occupied housing units for the City of Portage (the bottom histogram).

The comparison suggests that some (but not all) owner households in the City of Portage could theoretically afford home values with higher prices than what currently exists throughout the market. This is generally a positive indicator to support the development of some new houses that have higher price points than the current median home value of about \$185,000. Said another way, the City of Portage's home values are relatively affordable compared to its owner incomes.

The second page demonstrates the income brackets of existing renter households and the contract rent brackets of existing renter-occupied housing units. In general, some (but not all) renter households in the City of Portage could theoretically afford higher rents than what currently exists throughout the market. Again, this is a positive indicator to support the development of some new attached units that have higher rents than the current median price of \$775 per month. Said another way, the City of Portage's contract rents are relatively affordable compared to its renter incomes.

This conventional approach should not be relied on as the only measure of market potential or opportunity. It does not take into account the different movership rates of households that are actually migrating into and within the city; and it has not been aligned with HUD's low-to-moderate income (LMI) brackets based on Kalamazoo County's Area Median Income (AMI). Therefore, the generalizations provided in this narrative do not fully consider the needs of the lowest income households who are seeking affordable choices.

Section L – Existing Households and Units | Market Parameters

An assortment of histograms and tables in Section L are intended to document the demographic parameters and forecasts among key variables used in this housing study and target market analysis. Key variables include a) number of households by tenure over time; b) household income by tenure over time; c) and values and rents over time.

Some of the demographic tables also provide additional variables that are interesting but not necessarily essential to the analysis. These include a) number of vehicles available to the households; b) educational attainment of the population aged 25 years or more; c) employment among the population aged 16 years or more; and d) white collar and blue collar employment.

Section L – Vacancies

The last two pages in Section L provide information on housing vacancies for the City of Portage, with comparisons to Kalamazoo County. The histograms demonstrate the number of for-sale and for-sale vacancies; and seasonal vacancies. In general, available vacancies reached a new low in 2014, 2015 and 2016; and then increased again in 2017 and 2018. Vacancy rates should also be expected to increase as new housing choices are developed and become available. The increases in vacancies are not alarming but should continue to be monitored over time.

...

Closing and Next-Steps – This concludes the draft, interim, and preliminary narrative report for the Residential Market Study and for the City of Portage and five subareas. This narrative will remain in draft format until Farr Associates has completed the process of stakeholder engagement. Some events have already taken place during the first week of August; and the timing of additional events may depend on the Governor's executive orders as they pertain to the current health and economic crisis.

LandUseUSA | Urban Strategies will participate in the stakeholder engagement process; listen to comments and questions; take notes; and then refine this narrative report. Until then, stakeholders are also welcome to contact LandUseUSA directly with any questions, information, or suggestions.

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Section B	Annual Market Potential Minimum and Maximum
Section C	Annual Market Potential Owners and Values
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Section G	Existing Households 71 Lifestyle Clusters
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Section K	Conventional Approach Demand-Supply=Gap
Section L	Existing Households and Units Market Parameters
Section M	Missing Middle Typology (Incremental Dev. Alliance)
Section N	2014 Comprehensive Plan (Reference)
Section O	Michigan's Missing Middle Here's the Scoop

Section A

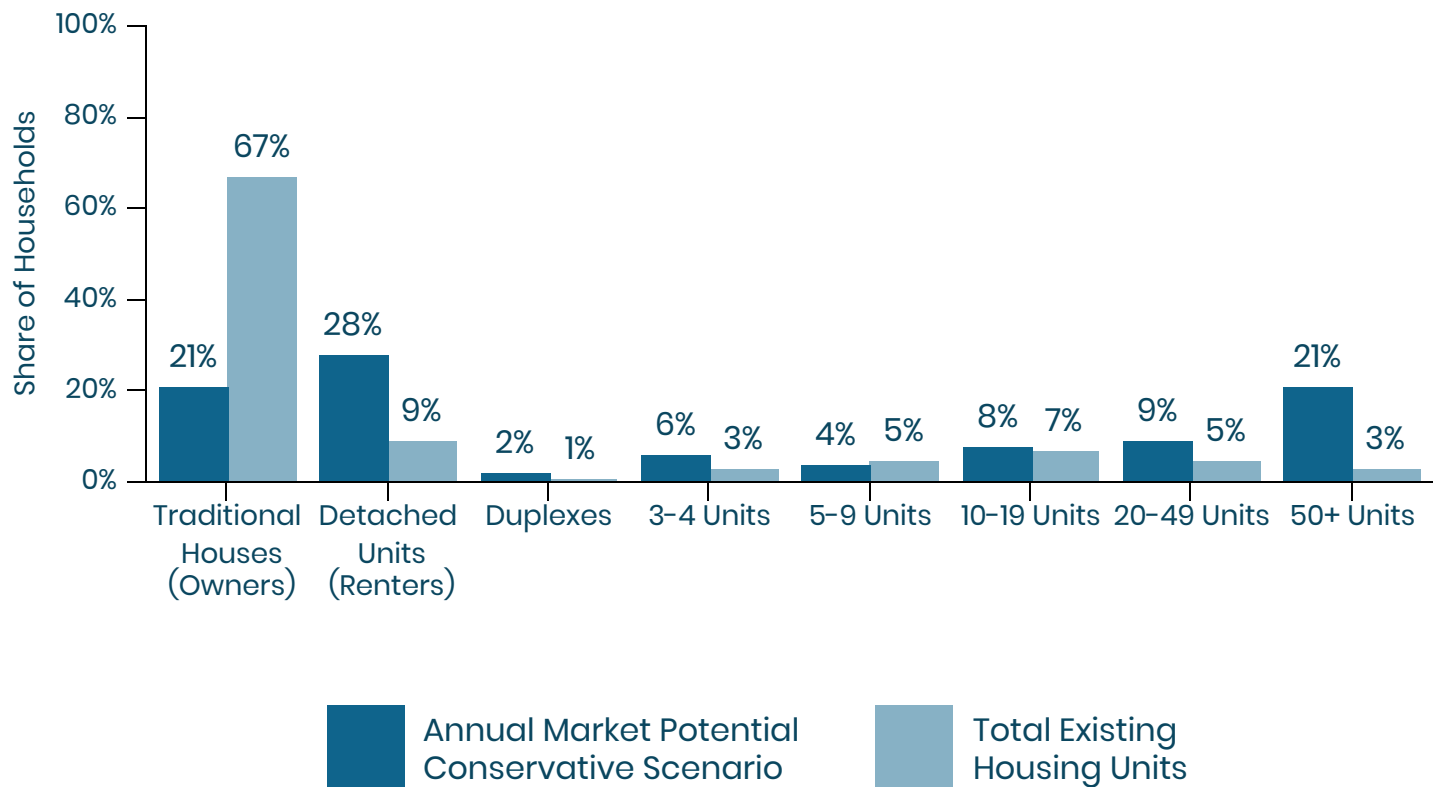
The Housing Mismatch



Housing Mismatch | Portage City

The minimum annual market potential compared to all existing housing units.

Conservative Market Potential versus Total Existing Housing Units The City of Portage | Percents



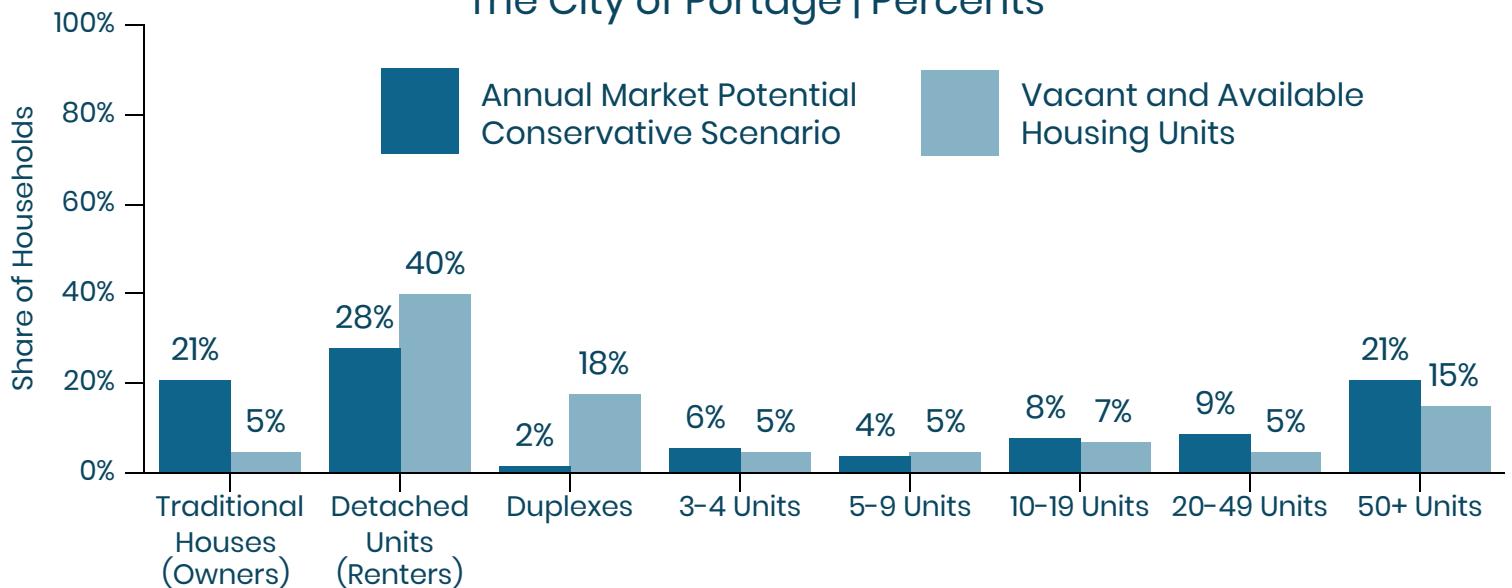
The minimum annual market potential numbers are based on in-migration only, and do not include households moving within the City of Portage or from one address to another. The market potential is also unadjusted for out-migration.

Overall, the comparison indicates that there is a need to develop more for-lease detached units, which could include small houses or cottages arranged around common courtyards, accessory dwellings units, detached "condos", and/or patio homes. There is also a need to develop more attached for-lease units, such as townhouses or urban lofts.

Housing Mismatch | Portage City

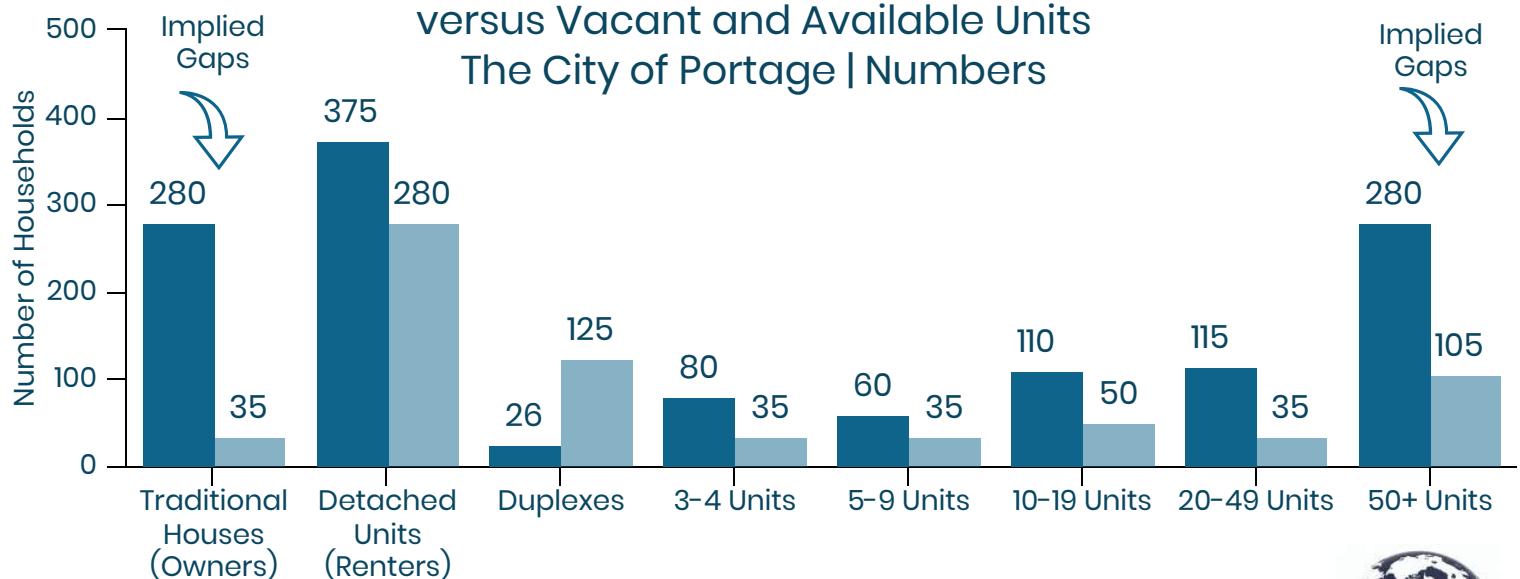
The minimum annual market potential compared to vacant and available housing units.

Conservative Market Potential versus Vacant and Available Units The City of Portage | Percents



The minimum annual market potential numbers are based on in-migration only, and do not include households moving within the City of Portage, or from one address to another. The market potential is also unadjusted for out-migration.

Conservative Market Potential versus Vacant and Available Units The City of Portage | Numbers



Underlying target market analysis and exhibit prepared by
LandUseUSA Urban Strategies for the City of Portage; May 2020.



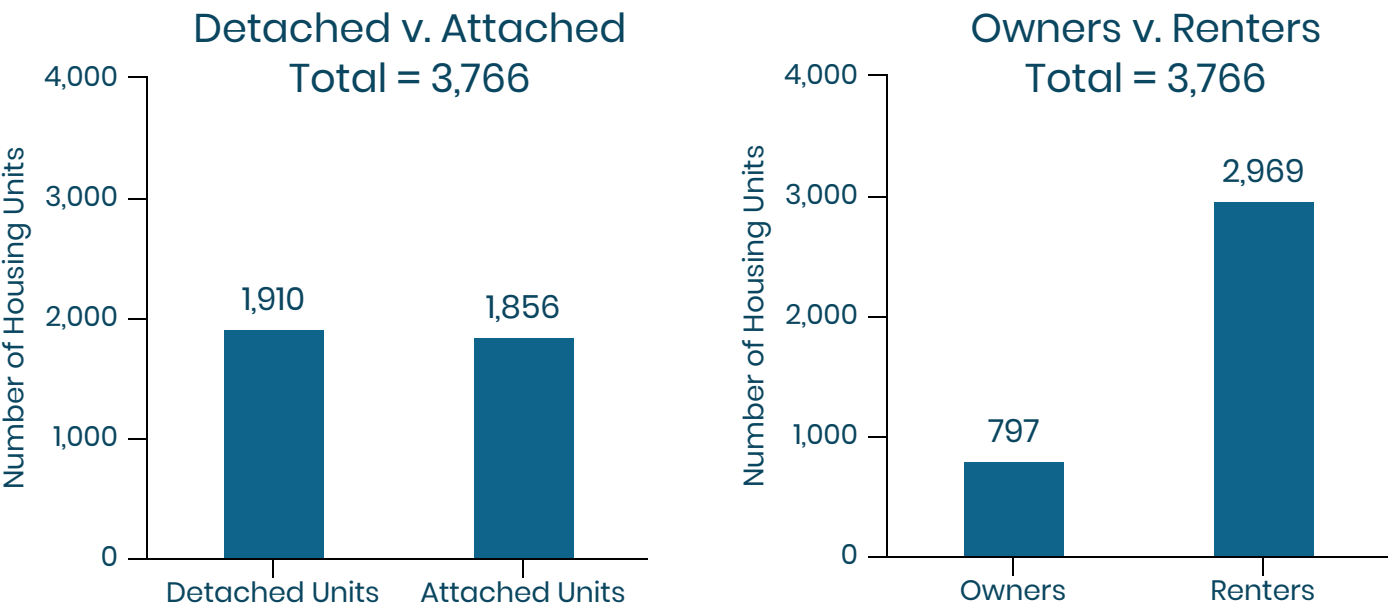
Section B

Annual Market Potential Minimum and Maximum

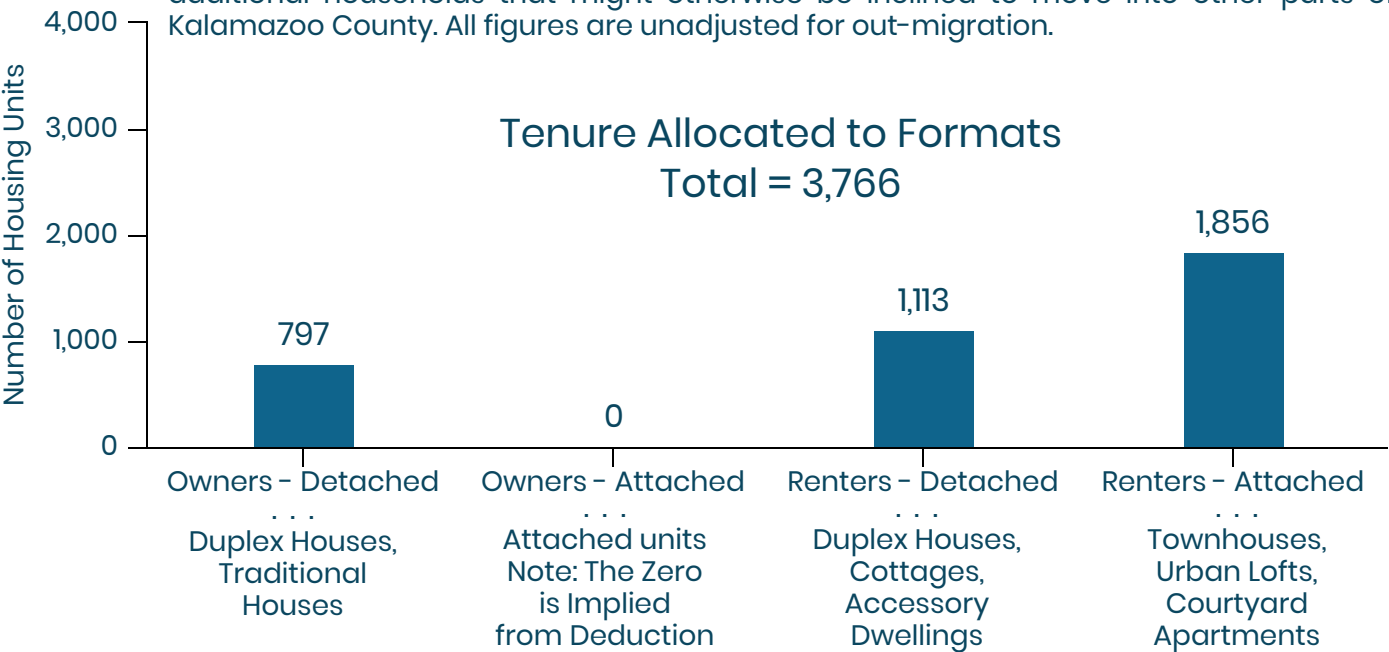


Annual Market Potential | Portage City

New Builds and Rehabs | Year 2020



All charts represent the maximum market potential based on in-migration and internal movership; and they represent an aggressive scenario. In general, they indicate a need to CAPTURE new households that are moving into the City of Portage by building new units every year. In addition, RETAIN existing households moving within the city by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Kalamazoo County. All figures are unadjusted for out-migration.

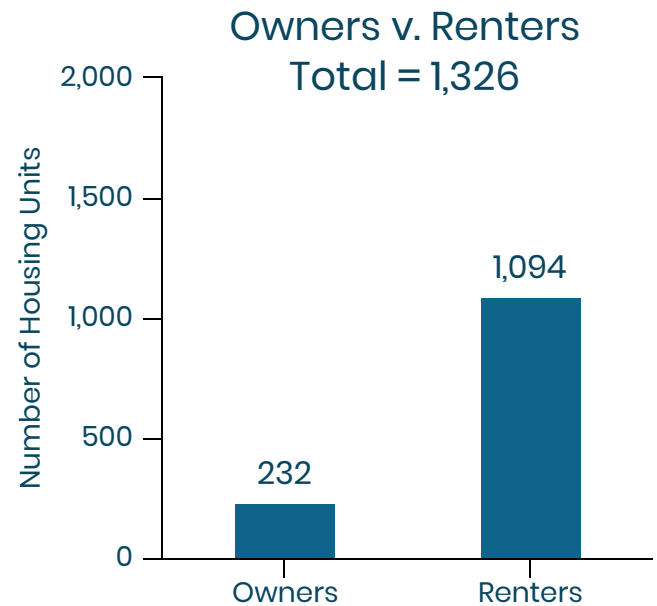
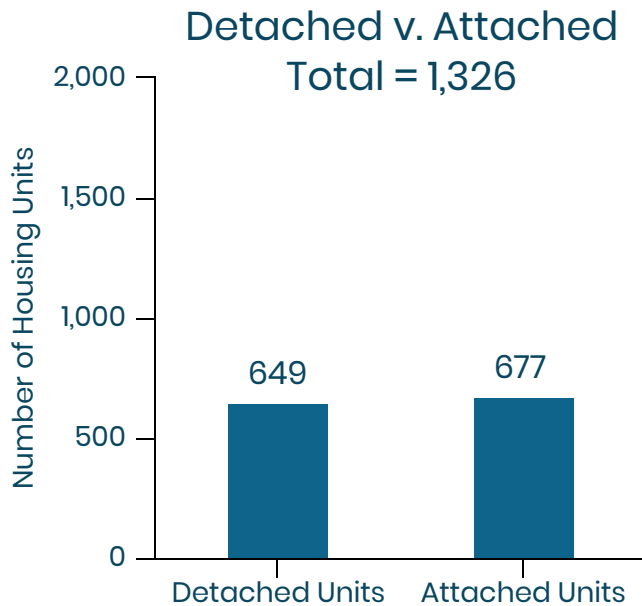


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

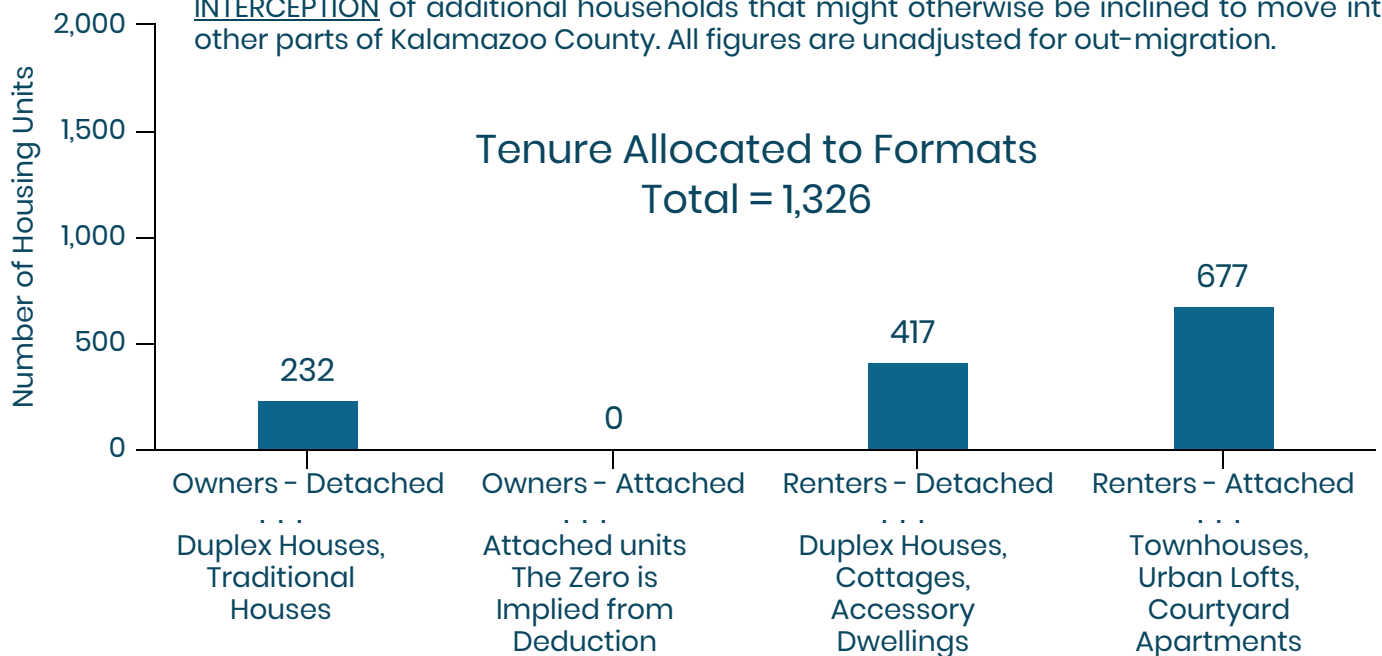


Annual Market Potential | Portage City

New Builds Only | Year 2020

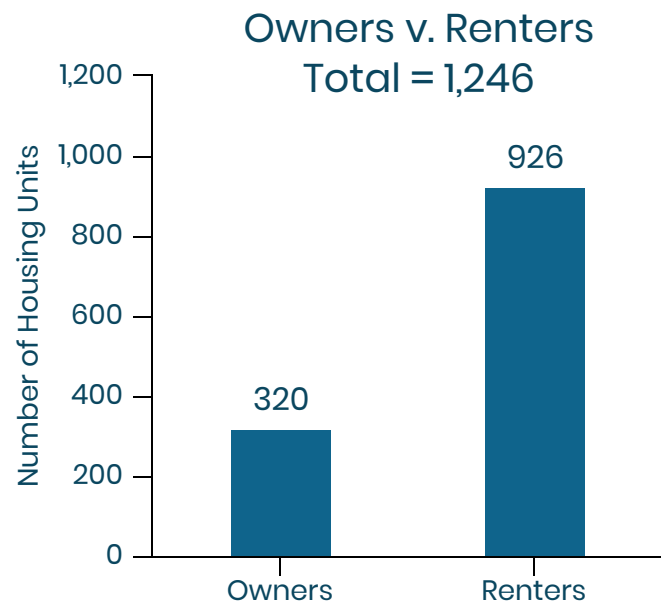
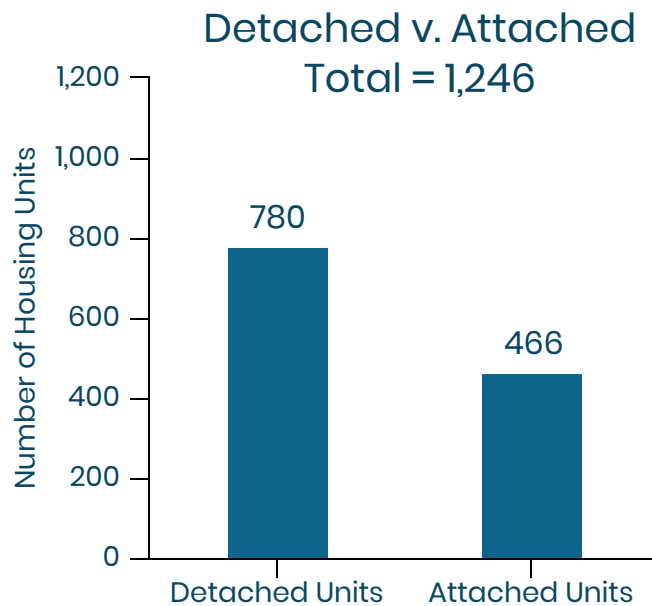


All charts represent the minimum and conservative market potential based on in-migration only, and excluding internal movership. There is a need to CAPTURE these new households that are moving into the City of Portage by building new units every year. The figures in these charts do not include additional units that may be needed to RETAIN existing households moving within the city, usually by rehabbing existing units that might or might not be vacant. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Kalamazoo County. All figures are unadjusted for out-migration.

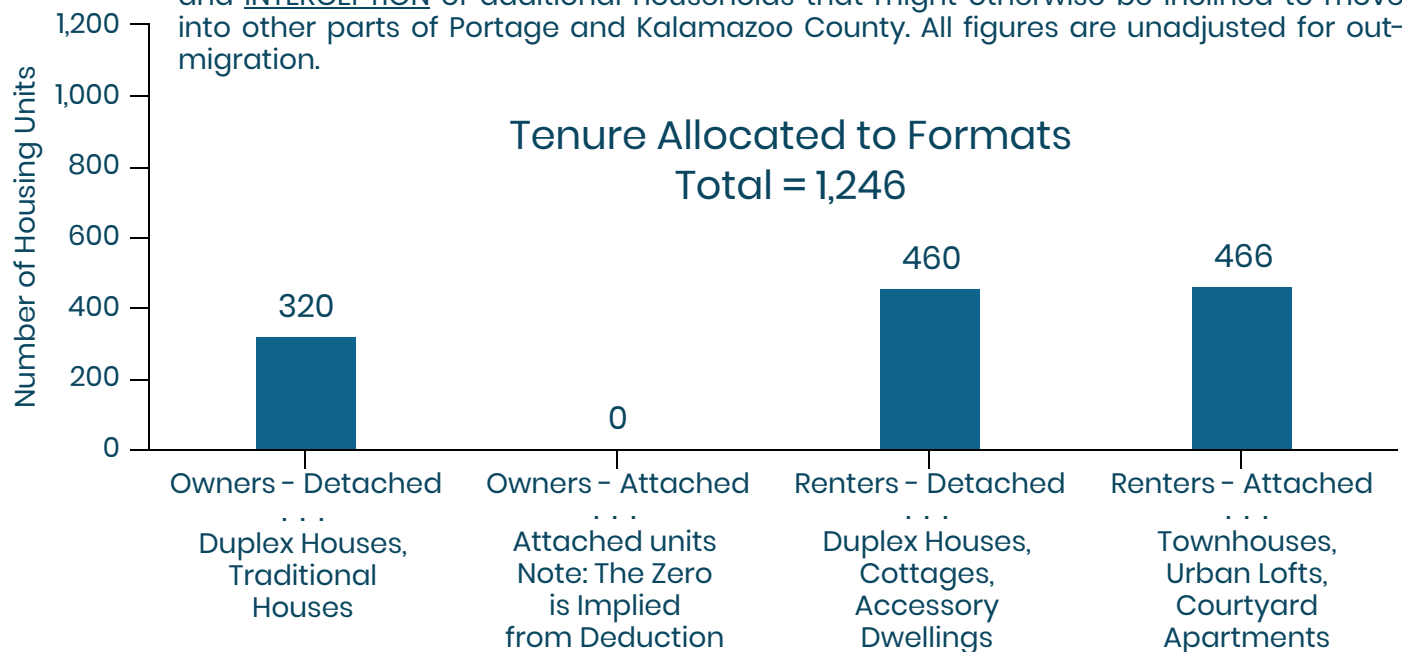


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Annual Market Potential | Northwest New Builds and Rehabs | Year 2020

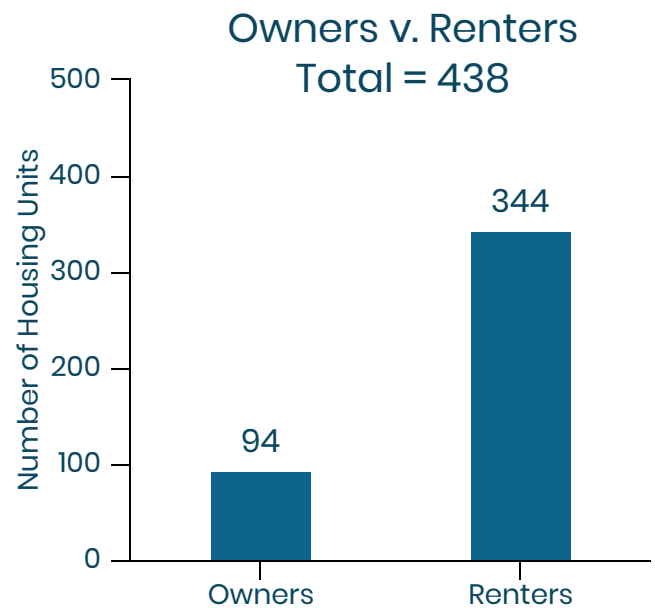
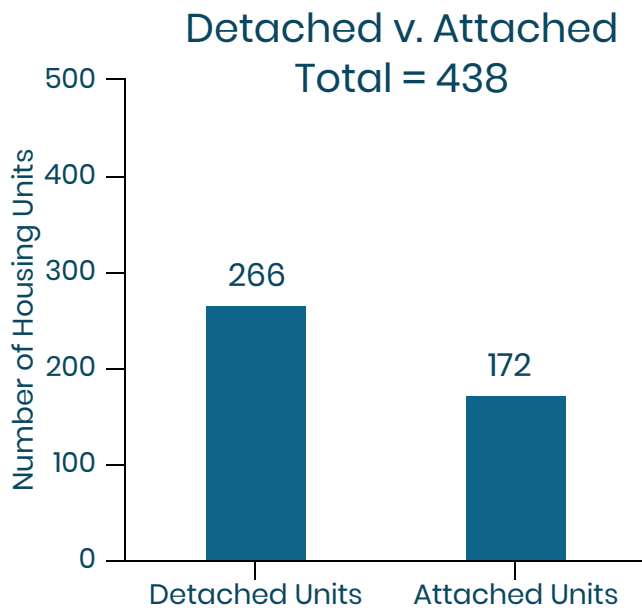


All charts represent the maximum market potential based on in-migration and internal movership; and they represent an aggressive scenario. In general, they indicate a need to CAPTURE new households that are moving into Portage's northwest quadrant by building new units every year. In addition, RETAIN existing households moving within the quadrant by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. All figures are unadjusted for out-migration.

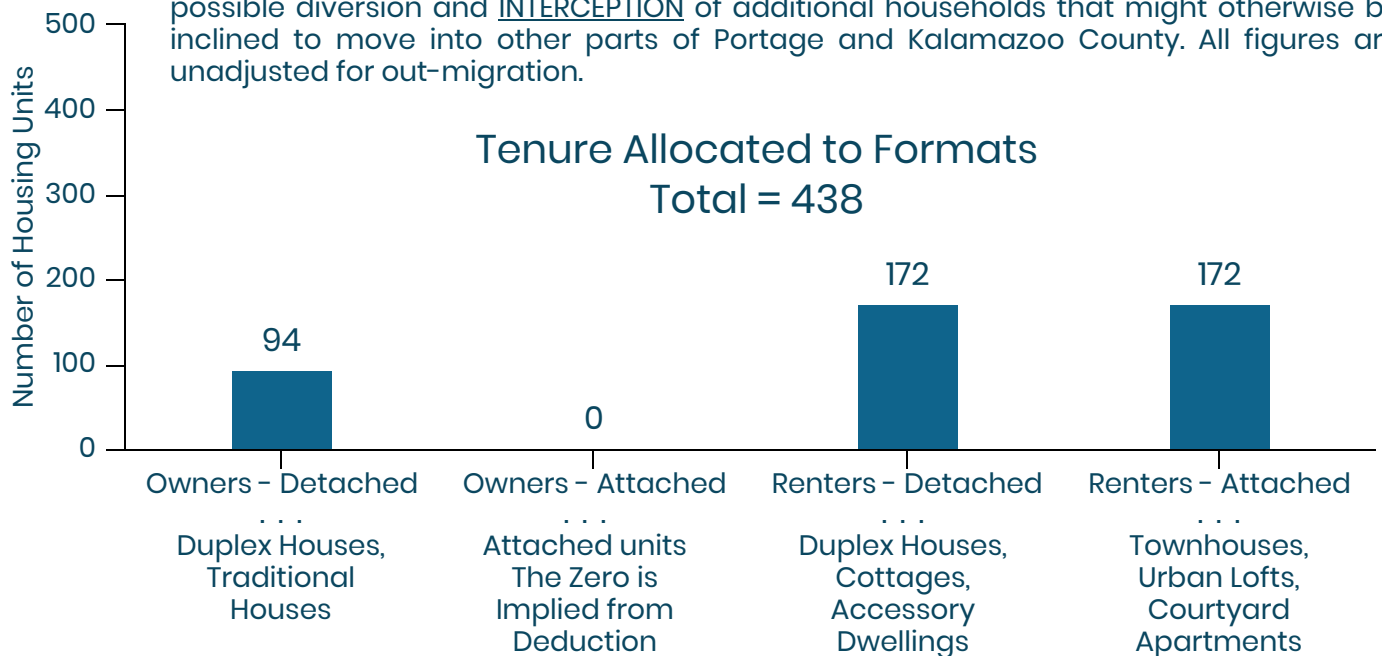


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Annual Market Potential | Northwest New Builds Only | Year 2020

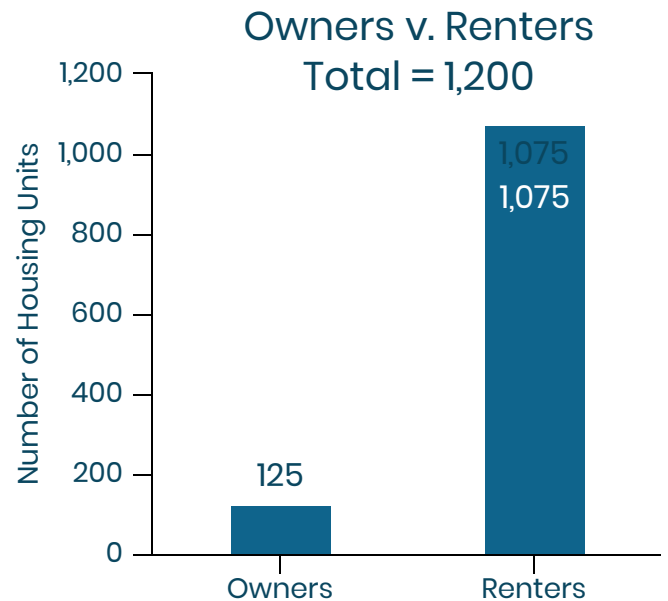
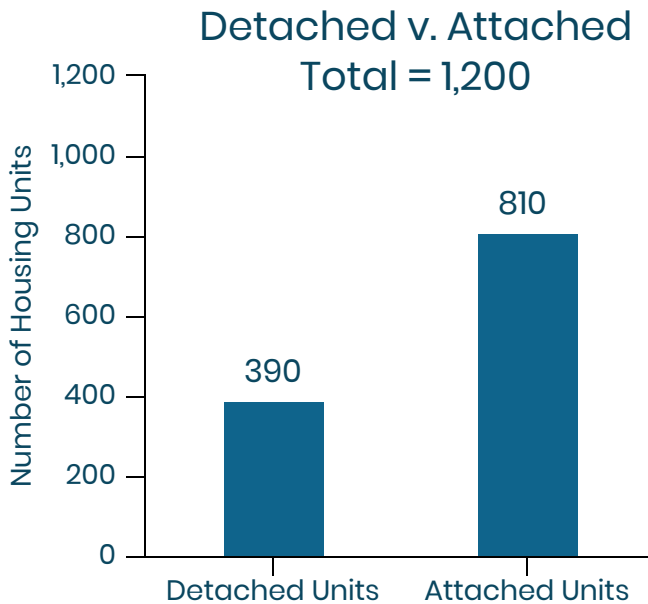


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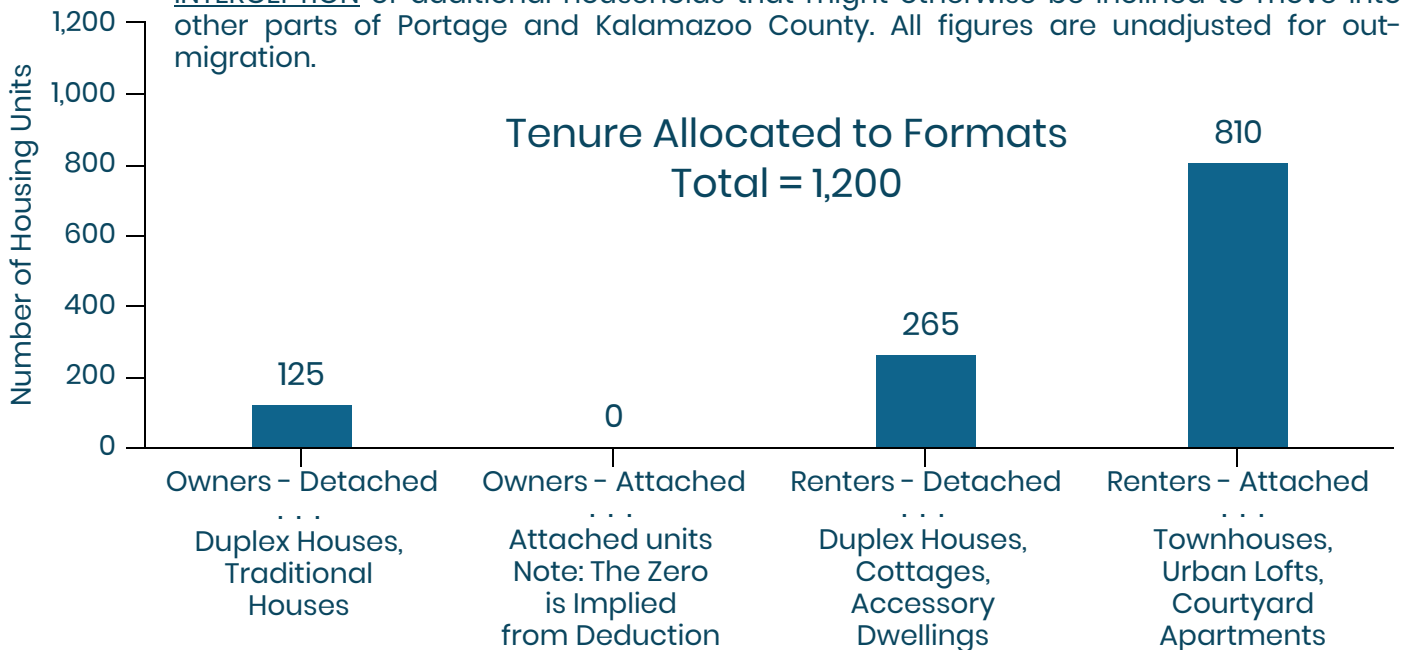


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Annual Market Potential | Westnedge New Builds and Rehabs | Year 2020



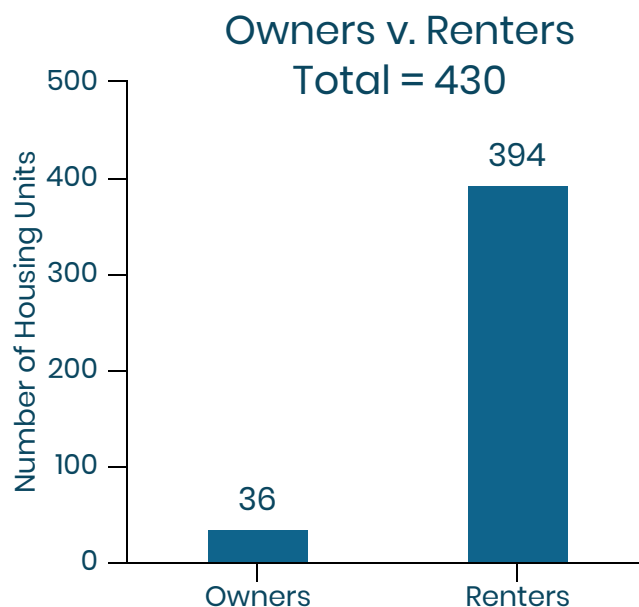
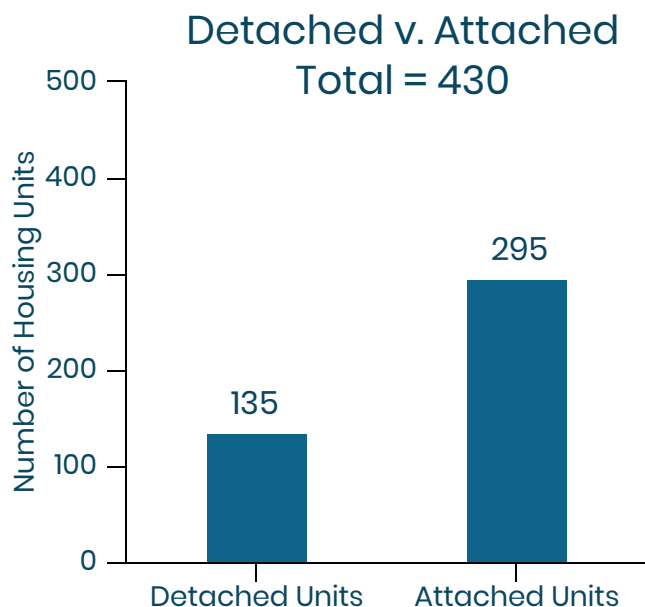
All charts represent the maximum market potential based on in-migration and internal movership; and they represent an aggressive scenario. In general, they indicate a need to CAPTURE new households that are moving into the Westnedge Corridor District by building new units every year. In addition, RETAIN existing households moving within the district by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. All figures are unadjusted for out-migration.



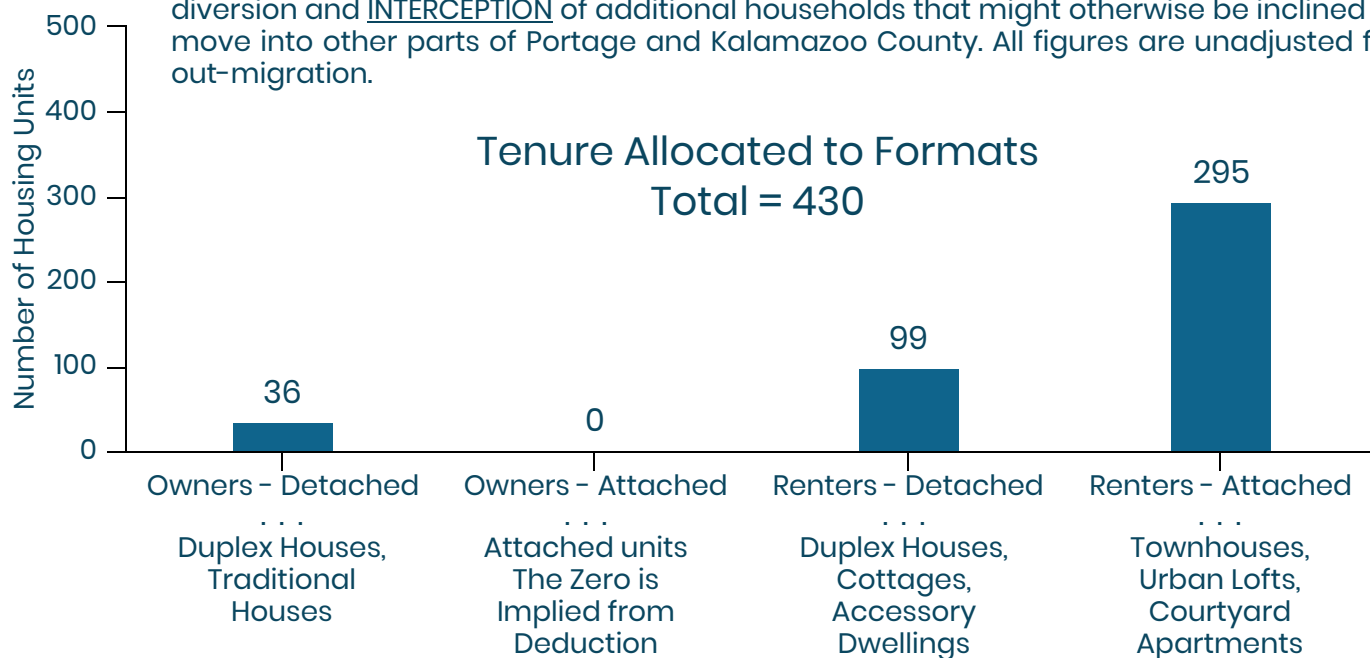
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Annual Market Potential | Westnedge

New Builds Only | Year 2020

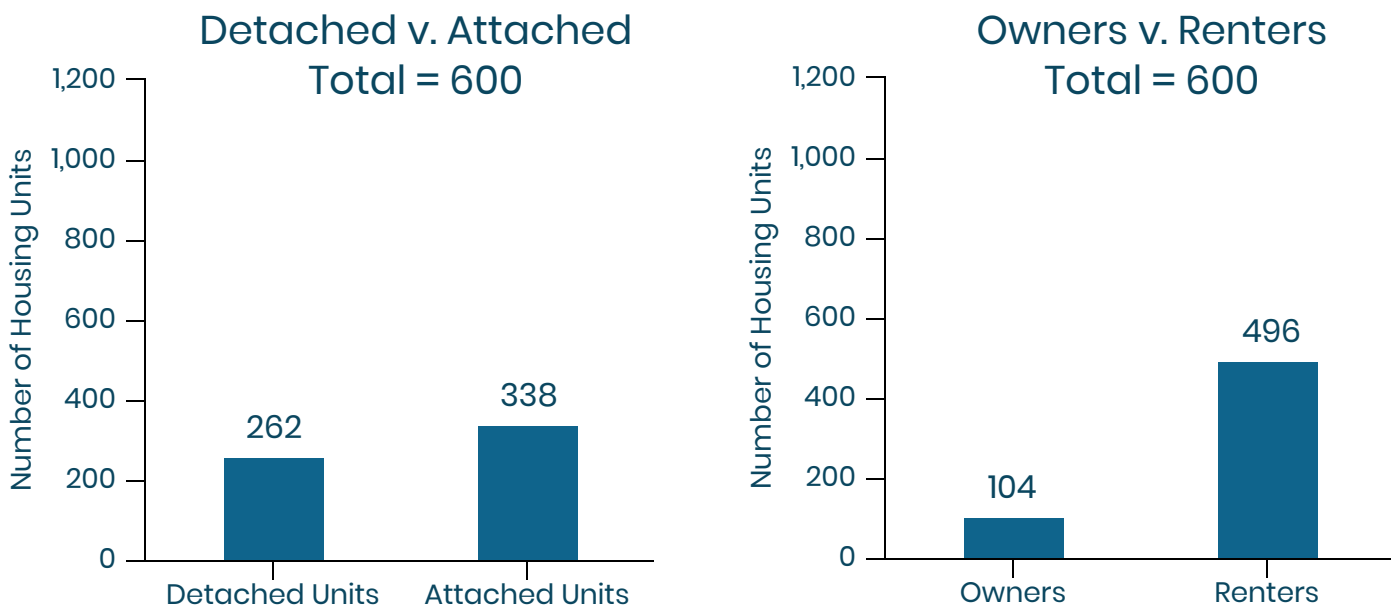


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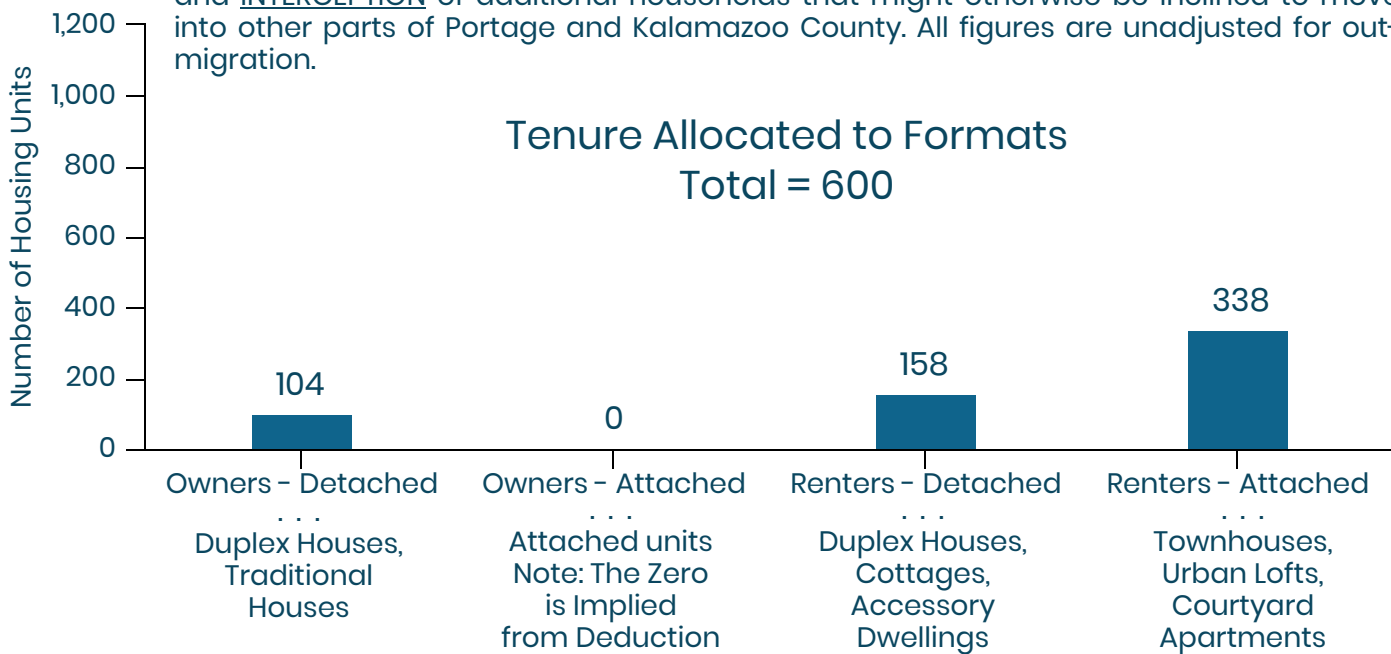


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Annual Market Potential | Northeast New Builds and Rehabs | Year 2020

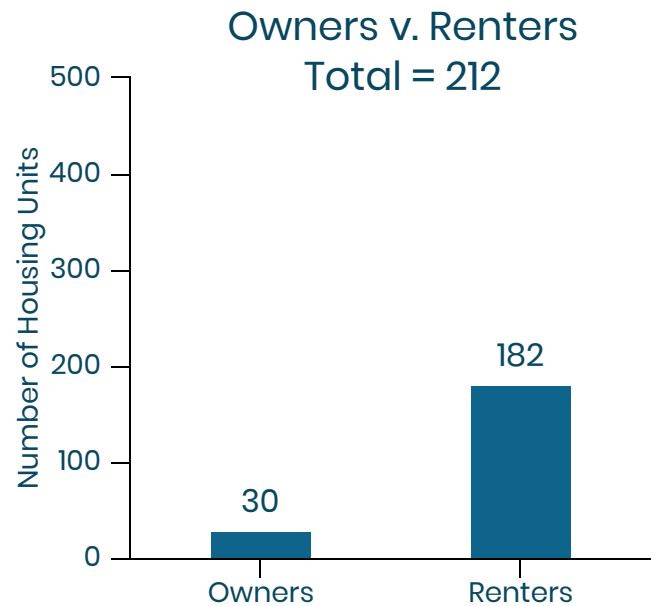
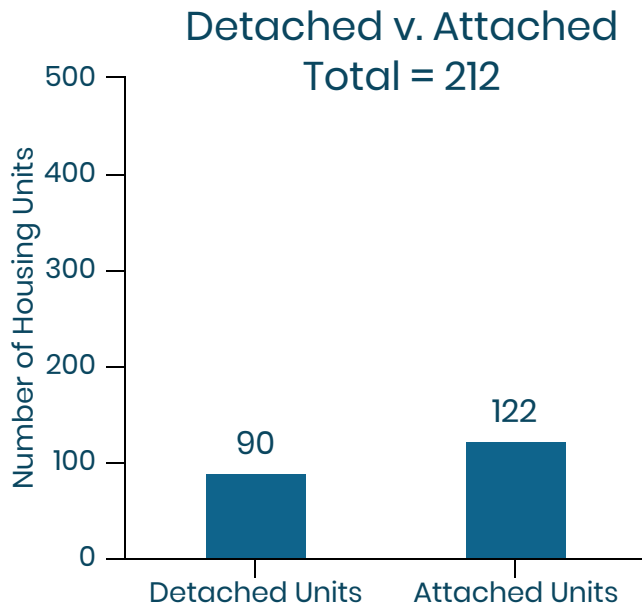


All charts represent the maximum market potential based on in-migration and internal movership; and they represent an aggressive scenario. In general, they indicate a need to CAPTURE new households that are moving into Portage's northeast quadrant by building new units every year. In addition, RETAIN existing households moving within the quadrant by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. All figures are unadjusted for out-migration.

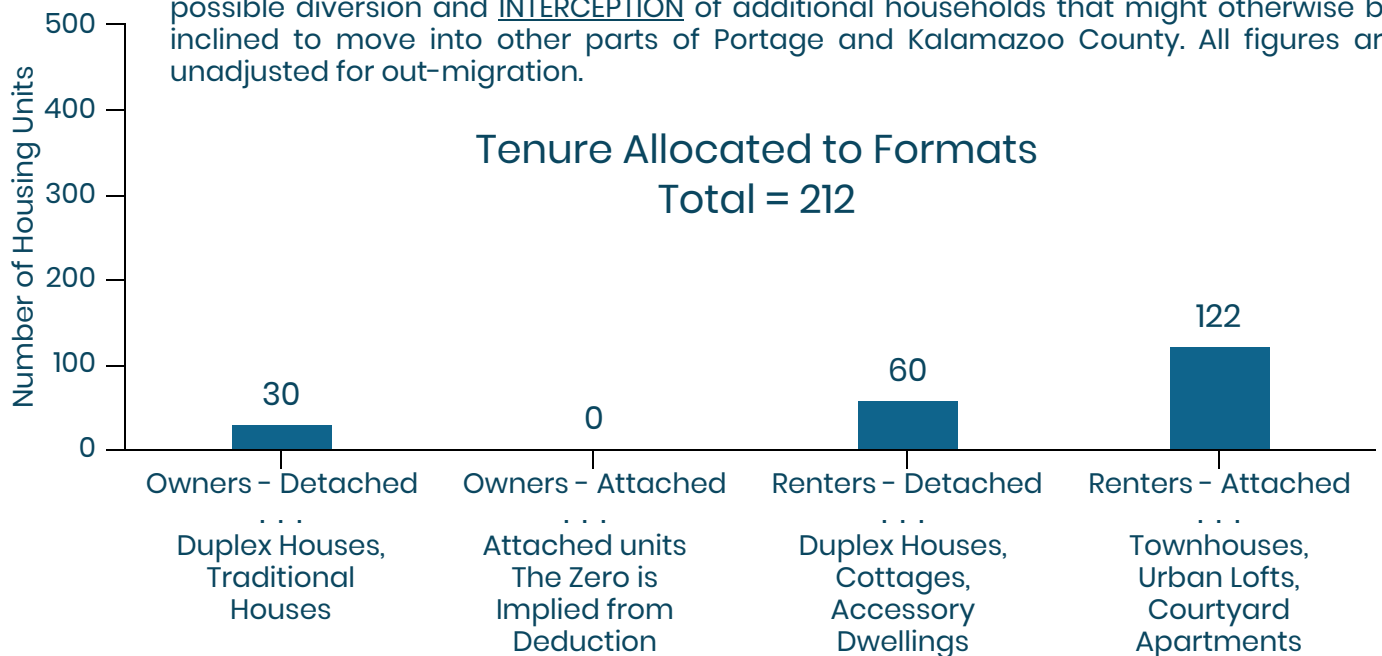


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Annual Market Potential | Northeast New Builds Only | Year 2020

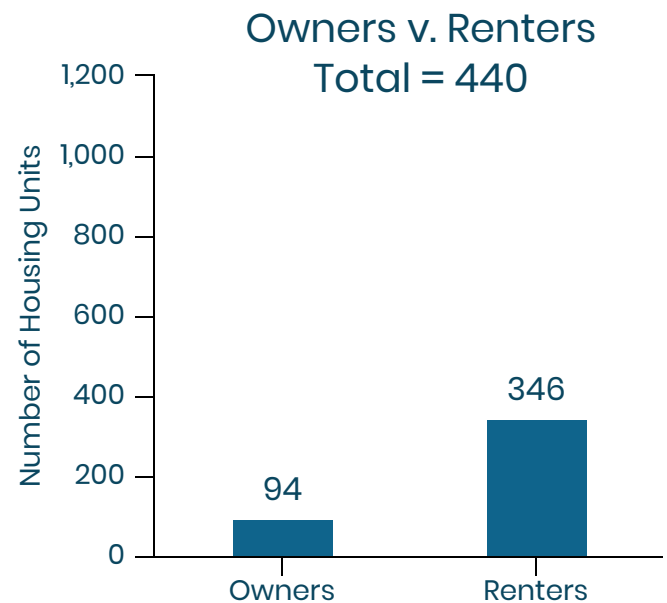
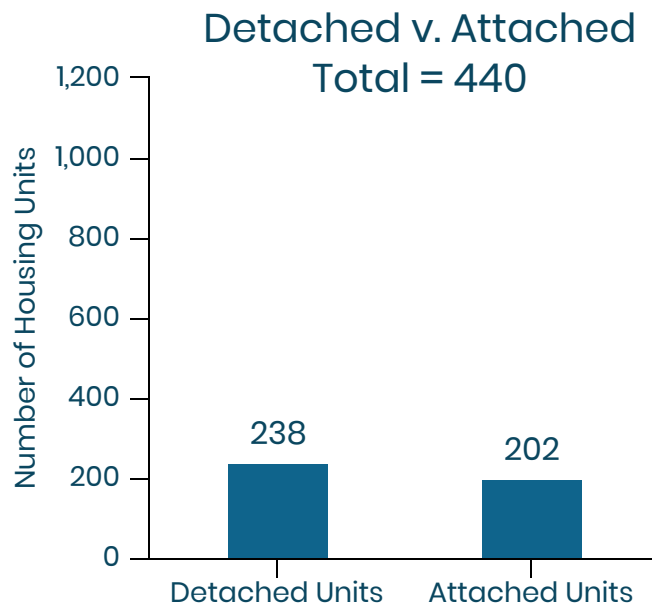


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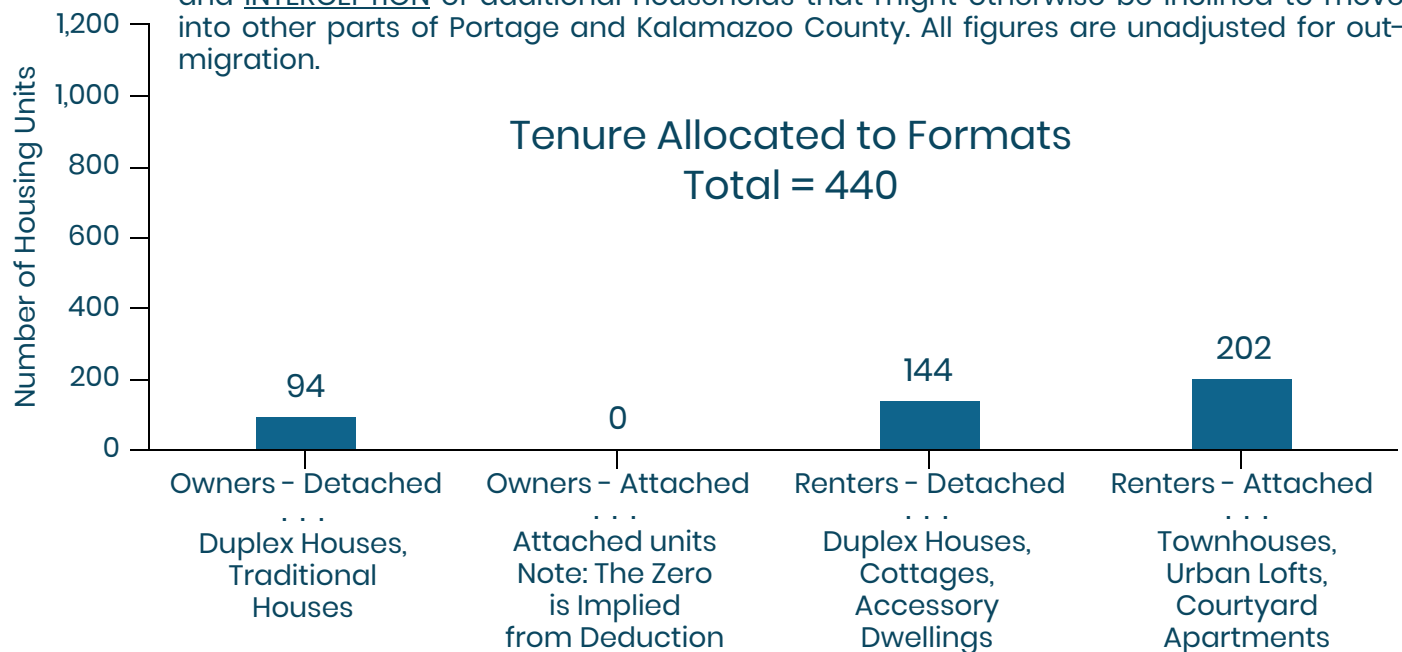


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Annual Market Potential | Southwest New Builds and Rehabs | Year 2020

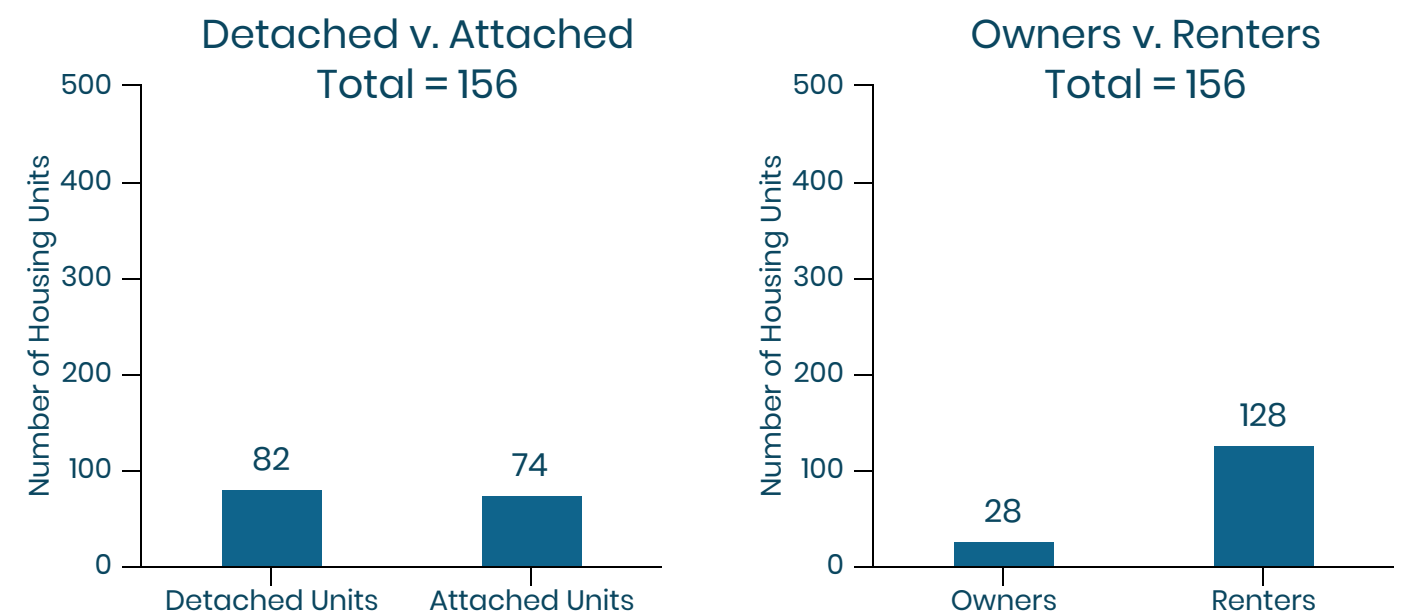


All charts represent the maximum market potential based on in-migration and internal movership; and they represent an aggressive scenario. In general, they indicate a need to CAPTURE new households that are moving into Portage's southwest quadrant by building new units every year. In addition, RETAIN existing households moving within the quadrant by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. All figures are unadjusted for out-migration.

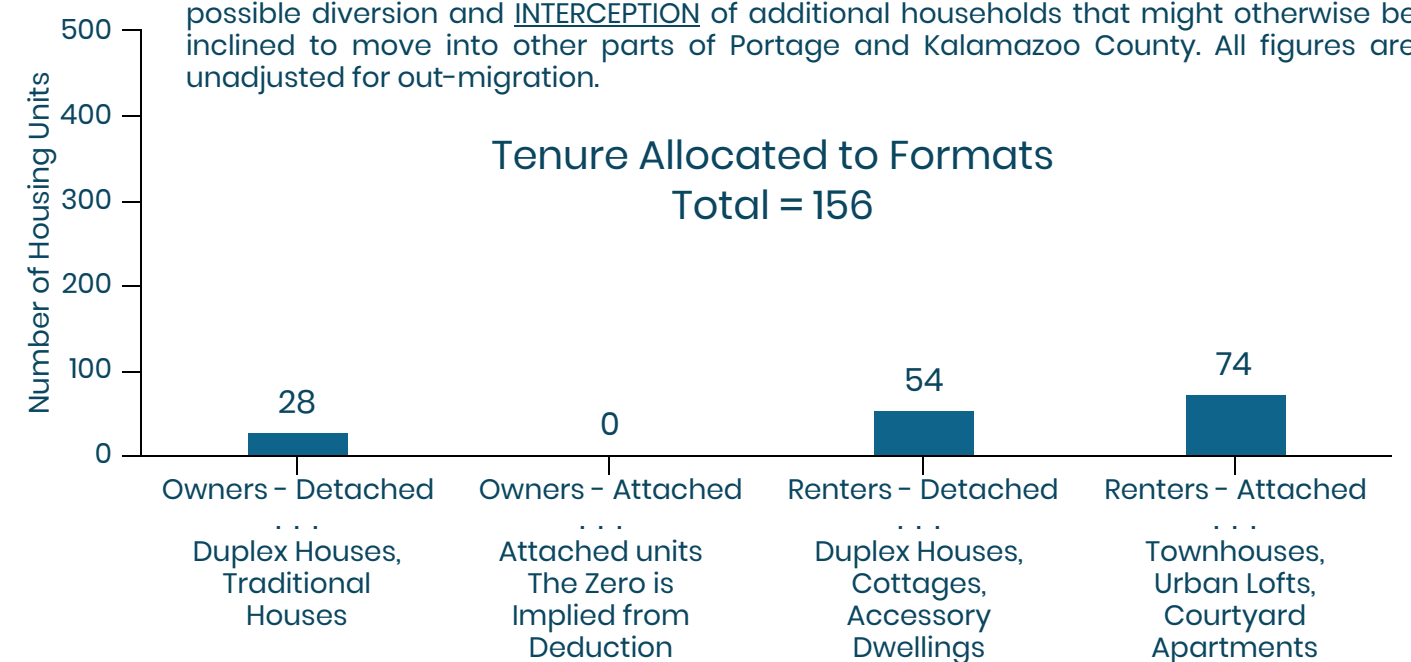


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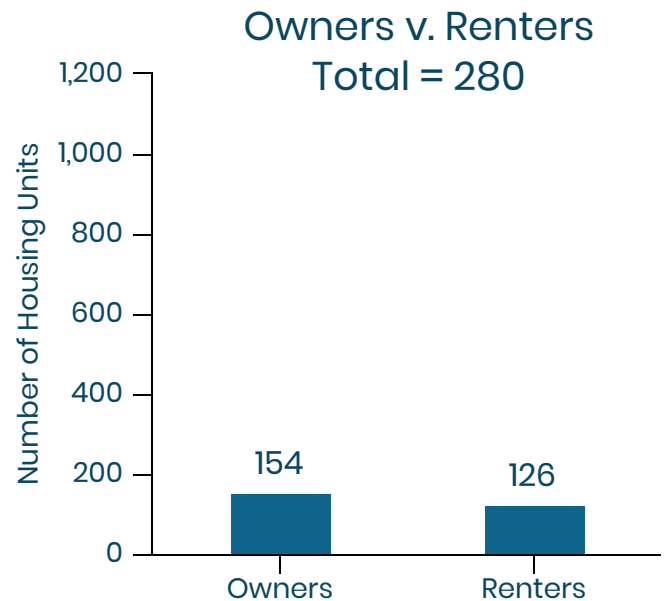
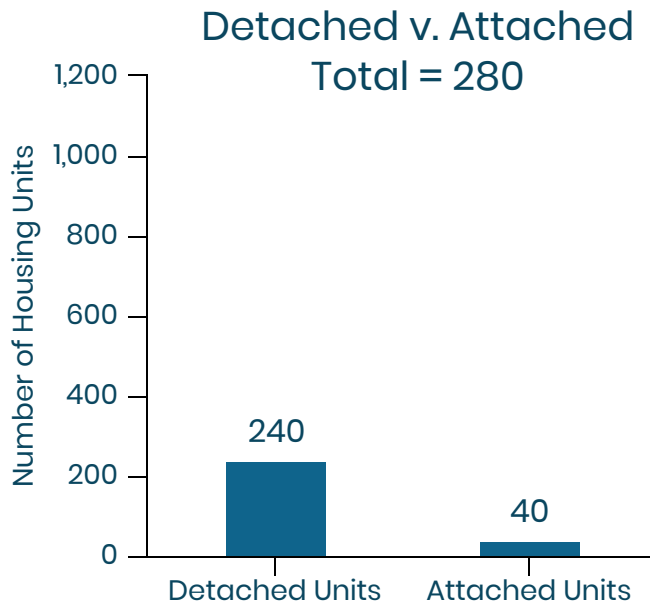
Annual Market Potential | Southwest New Builds Only | Year 2020



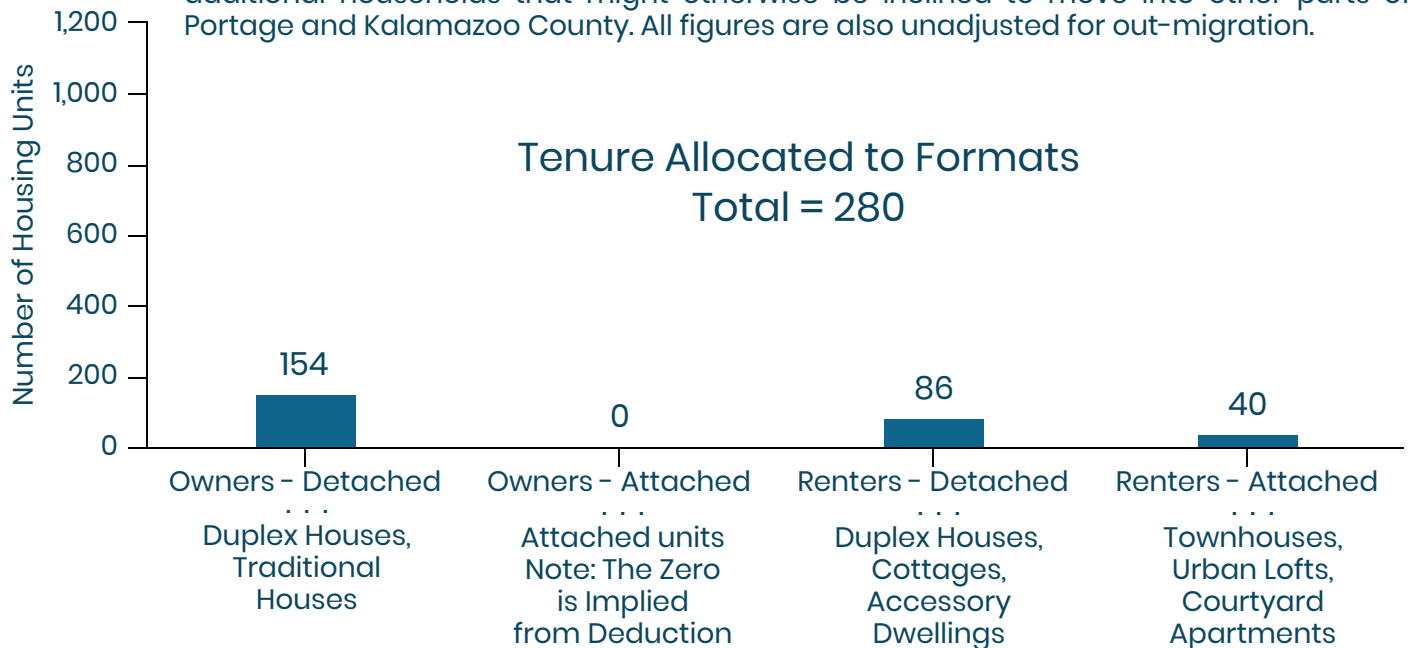
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Annual Market Potential | Lake Center New Builds and Rehabs | Year 2020

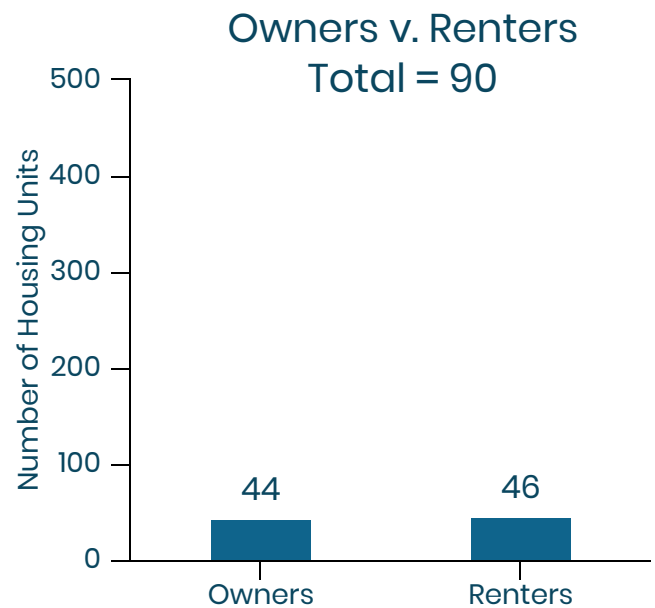
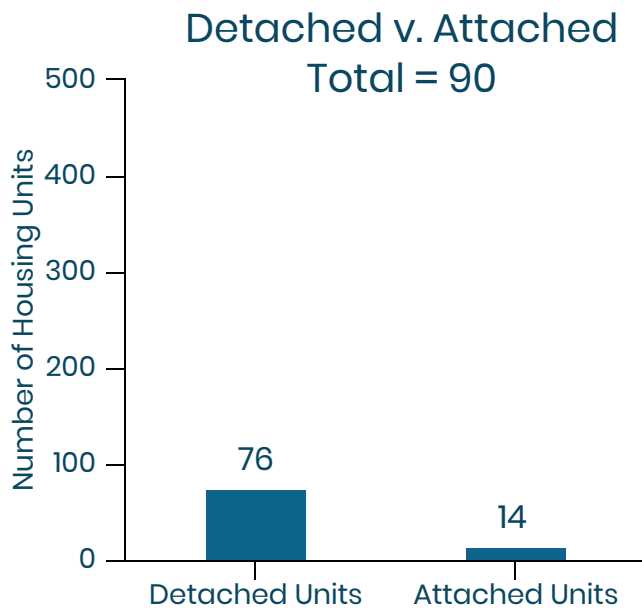


All figures represent the maximum market potential based on in-migration and internal movership; and they also represent an aggressive scenario. There is a need to CAPTURE new households that are moving into the Lake Center District by building new units every year. In addition, RETAIN existing households moving within the district by adding new choices each year. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. All figures are also unadjusted for out-migration.

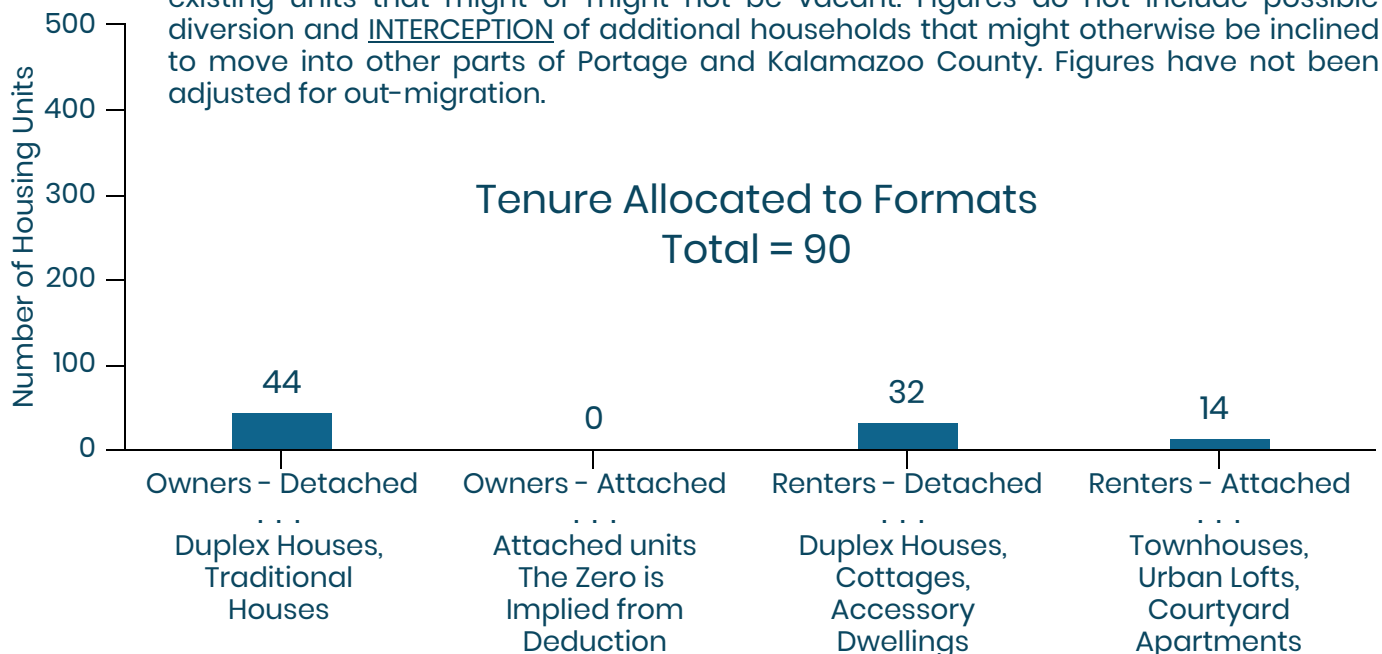


All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Annual Market Potential | Lake Center New Builds Only | Year 2020



All figures represent the minimum and conservative market potential based on in-migration only, and excluding internal movership. There is a need to CAPTURE these new households that are moving into the Lake Center District by building new units every year. The figures in these charts do not include additional units that may be needed to RETAIN existing households moving within the district, usually by rehabbing existing units that might or might not be vacant. Figures do not include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into other parts of Portage and Kalamazoo County. Figures have not been adjusted for out-migration.



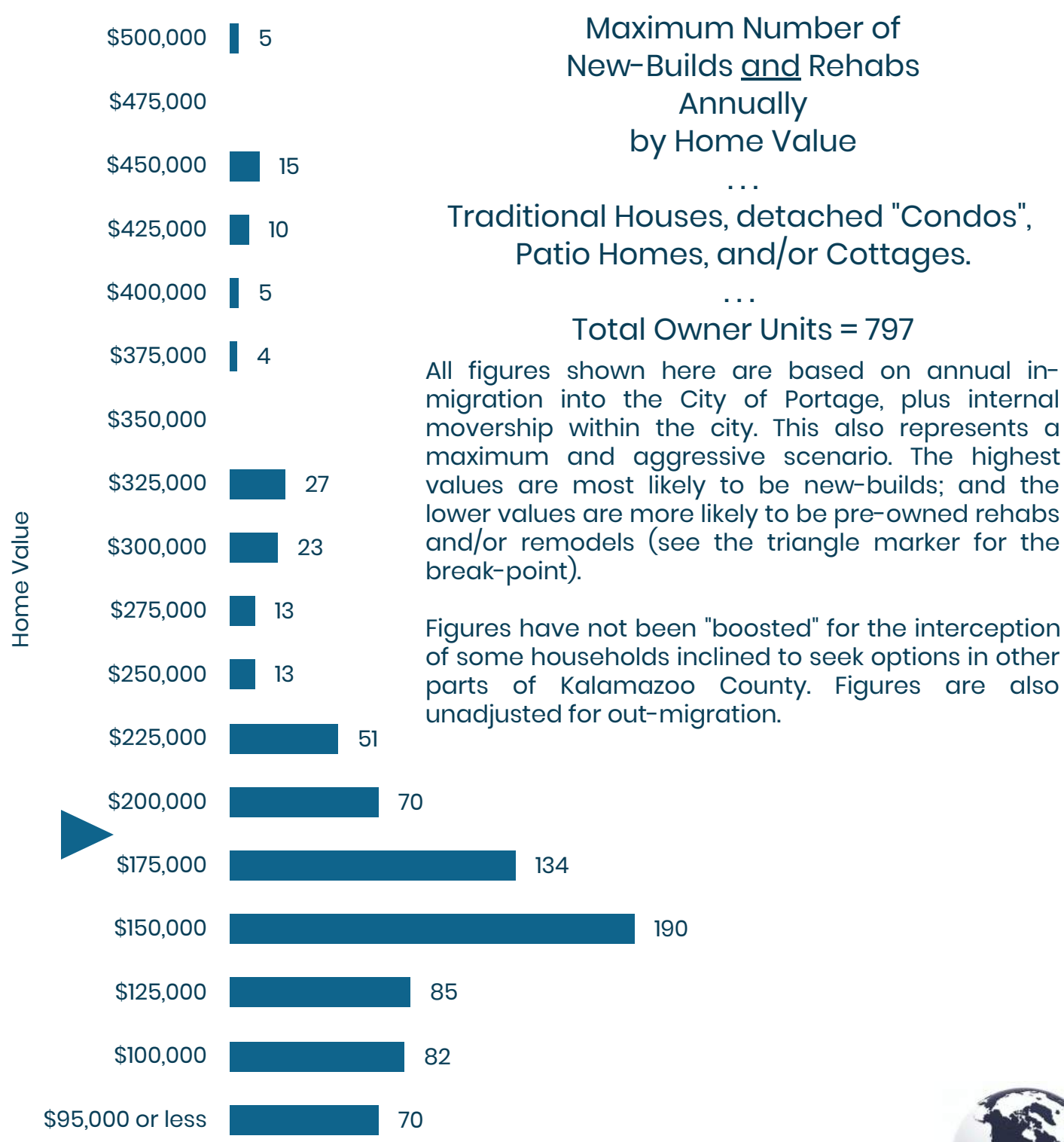
All figures have not been adjusted downward for existing vacancies, and they also have not been adjusted for out-migration. Underlying target market analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Section C

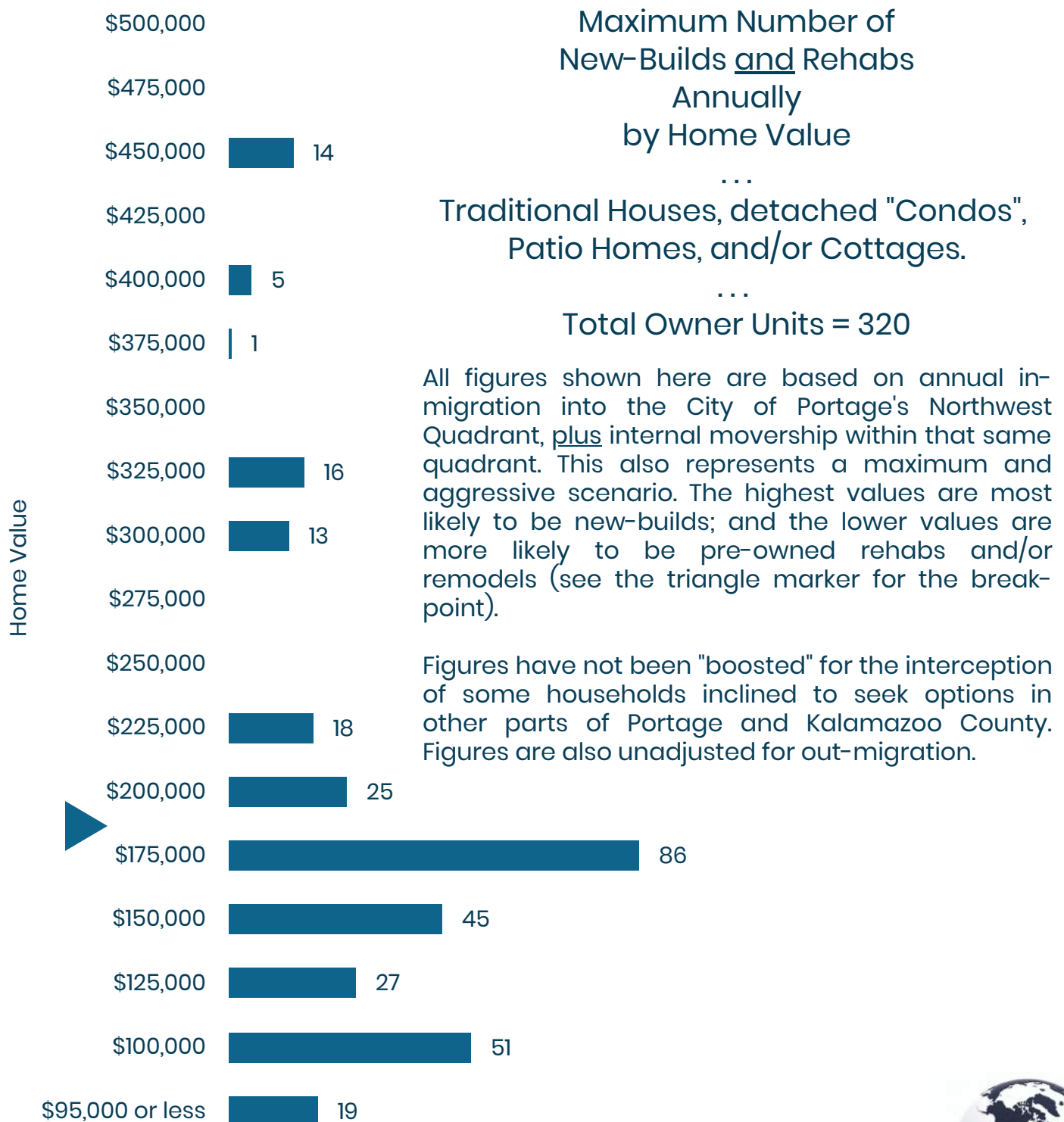
Annual Market Potential Owners and Values



Owners & Values | Portage City-Wide Annual Market Potential | Year 2020



Owners & Values | Northwest Annual Market Potential | Year 2020

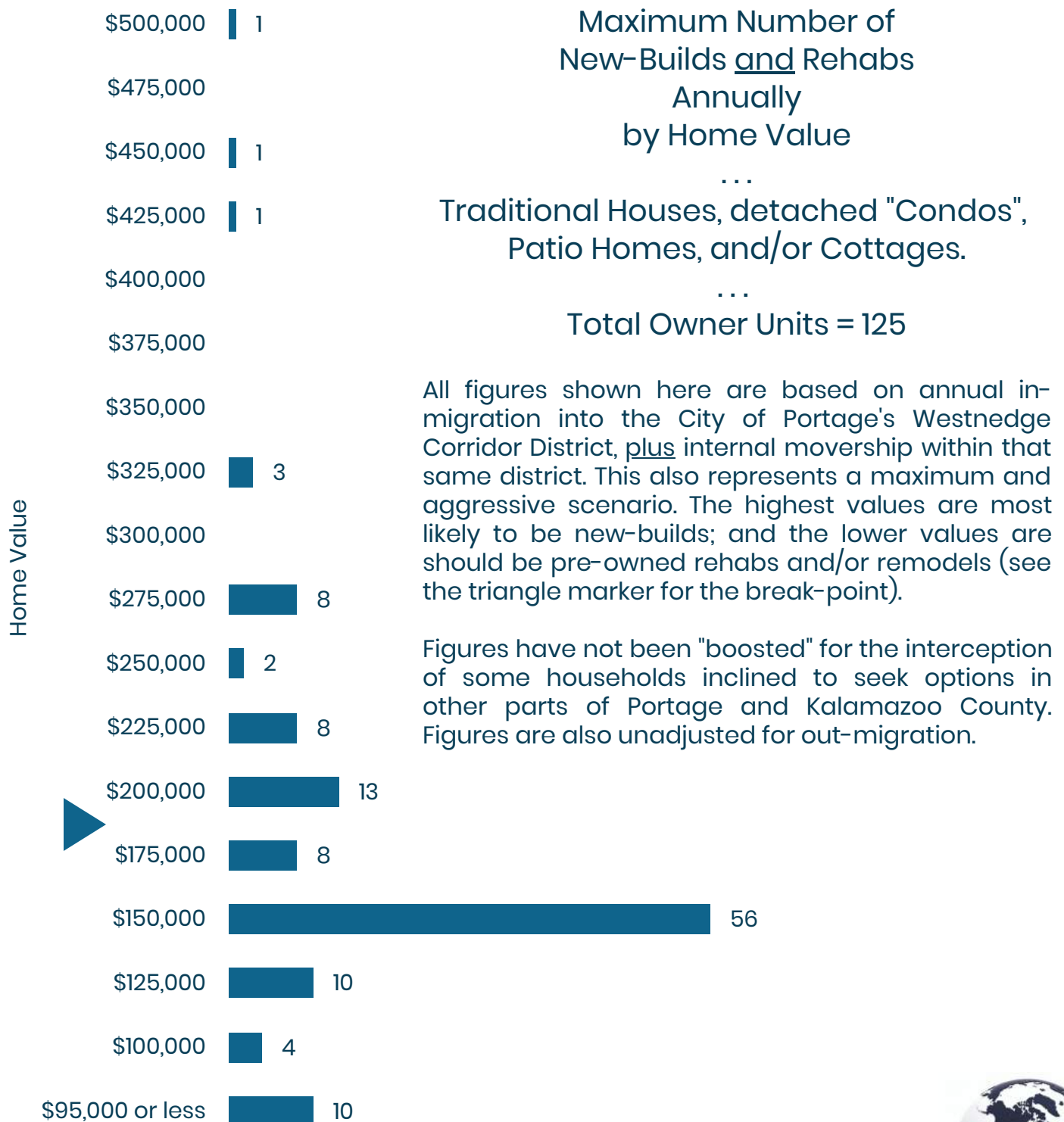


Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; May 2020.



LandUseUSA
UrbanStrategies

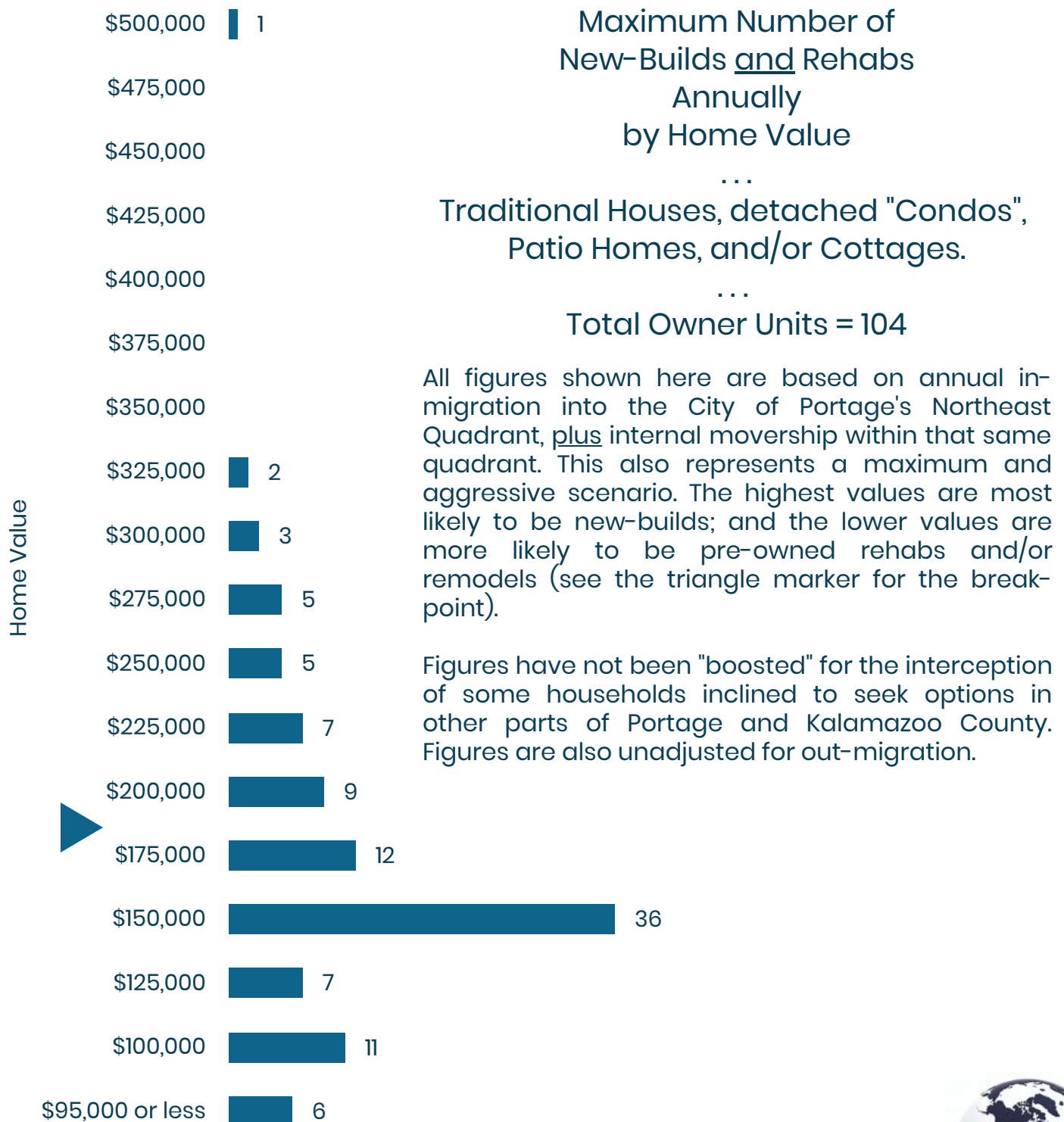
Owners & Values | Westnedge Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; May 2020.



Owners & Values | Northeast Annual Market Potential | Year 2020

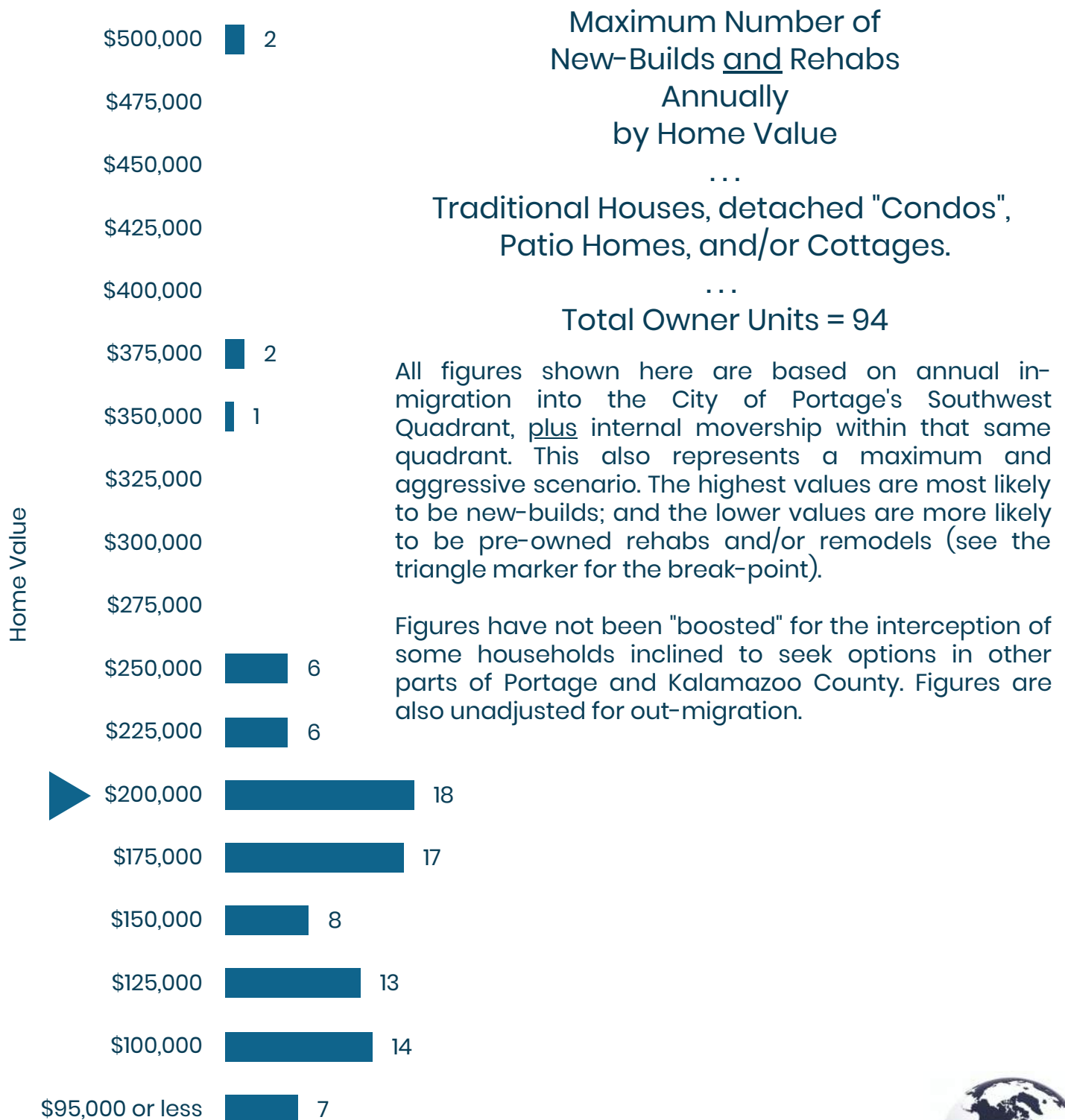


Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; May 2020.



LandUseUSA
UrbanStrategies

Owners & Values | Southwest Annual Market Potential | Year 2020

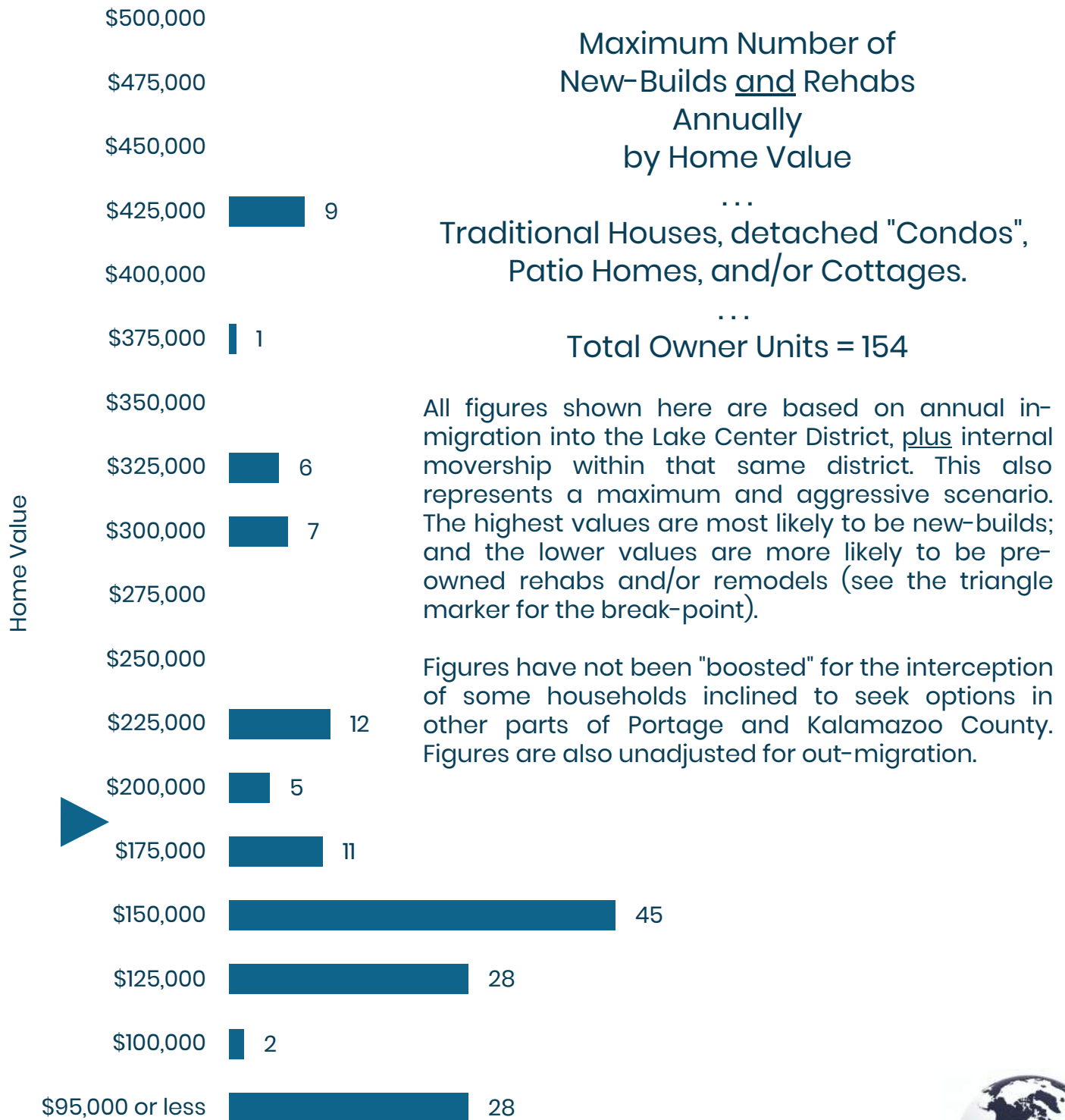


Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; May 2020.



LandUseUSA
UrbanStrategies

Owners & Values | Lake Center District Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; May 2020.



LandUseUSA
UrbanStrategies

New For-Sale Houses and Sublet Accessory Dwellings
 Square Feet and Prices for Market Rate New-Builds
 Lakefront Locations in the City of Portage | Year 2020

Total Sq. Ft.	For-Sale New Houses Lakefront \$ / Sq. Ft.	For-Sale New Houses Lakefront Values	Total Sq. Ft.	For-Lease Accessory Dwellings \$ / Sq. Ft.	For-Lease Accessory Dwellings Rents
700	\$375	\$263,000	300	.	.
800	\$360	\$288,000	350	.	.
900	\$346	\$311,000	400	\$2.25	\$900
1,000	\$333	\$333,000	450	\$2.03	\$915
1,100	\$321	\$353,000	500	\$1.86	\$930
1,200	\$310	\$372,000	550	\$1.72	\$945
1,300	\$300	\$390,000	600	\$1.60	\$960
1,400	\$291	\$407,000	650	\$1.50	\$975
1,500	\$283	\$425,000	700	\$1.41	\$990
1,600	\$276	\$442,000	750	\$1.34	\$1,005
1,700	\$270	\$459,000	800	\$1.28	\$1,020
1,800	\$265	\$477,000	850	\$1.22	\$1,035
1,900	\$261	\$496,000	900	\$1.17	\$1,050
2,000	\$258	\$516,000	950	\$1.12	\$1,065
2,100	\$256	\$538,000	1,000	.	.
2,200	\$255	\$561,000	1,050	.	.
2,300	\$254	\$584,000	1,100	.	.
2,400	\$253	\$607,000	1,150	Larger	Larger
2,500	\$252	\$630,000	1,200	ADU's	ADU's
2,600	\$251	\$653,000	1,250	are not	are not
2,700	\$250	\$675,000	1,300	recomm-	recomm-
2,800	\$249	\$697,000	1,350	ended	ended
2,900	\$248	\$719,000	1,400	.	.
3,000	\$247	\$741,000	1,450	.	.
3,100	\$246	\$763,000	1,500	.	.
3,200	\$245	\$784,000	1,550	.	.
3,300	\$244	\$805,000	1,600	.	.

Estimates and forecasts prepared by LandUseUSA | Urban Strategies; May 2020. Based on field observations, phone interviews, assessor's records, and some internet research. Intended for demonstrative purposes only, and not to be used or appraisals pricing of individual properties.

New For-Sale Houses and Sublet Accessory Dwellings
 Square Feet and Prices for Market Rate New-Builds
 Others (not Lakefront) in the City of Portage | Year 2020

Total Sq. Ft.	For-Sale New Houses not Lakefront \$/ Sq. Ft.	For-Sale New Houses not Lakefront Values	Total Sq. Ft.	For-Lease Accessory Dwellings \$/ Sq. Ft.	For-Lease Accessory Dwellings Rents
700	\$300	\$210,000	300	.	.
800	\$286	\$229,000	350	.	.
900	\$273	\$246,000	400	\$2.00	\$800
1,000	\$261	\$261,000	450	\$1.81	\$815
1,100	\$250	\$275,000	500	\$1.66	\$830
1,200	\$240	\$288,000	550	\$1.54	\$845
1,300	\$231	\$300,000	600	\$1.43	\$860
1,400	\$223	\$312,000	650	\$1.35	\$875
1,500	\$216	\$324,000	700	\$1.27	\$890
1,600	\$210	\$336,000	750	\$1.21	\$905
1,700	\$205	\$349,000	800	\$1.15	\$920
1,800	\$201	\$362,000	850	\$1.10	\$935
1,900	\$198	\$376,000	900	\$1.06	\$950
2,000	\$196	\$392,000	950	\$1.02	\$965
2,100	\$195	\$410,000	1,000	.	.
2,200	\$194	\$427,000	1,050	.	.
2,300	\$193	\$444,000	1,100	.	.
2,400	\$192	\$461,000	1,150	Larger	Larger
2,500	\$191	\$478,000	1,200	ADU's	ADU's
2,600	\$190	\$494,000	1,250	are not	are not
2,700	\$189	\$510,000	1,300	recomm-	recomm-
2,800	\$188	\$526,000	1,350	ended	ended
2,900	\$187	\$542,000	1,400	.	.
3,000	\$186	\$558,000	1,450	.	.
3,100	\$185	\$574,000	1,500	.	.
3,200	\$184	\$589,000	1,550	.	.
3,300	\$183	\$604,000	1,600	.	.

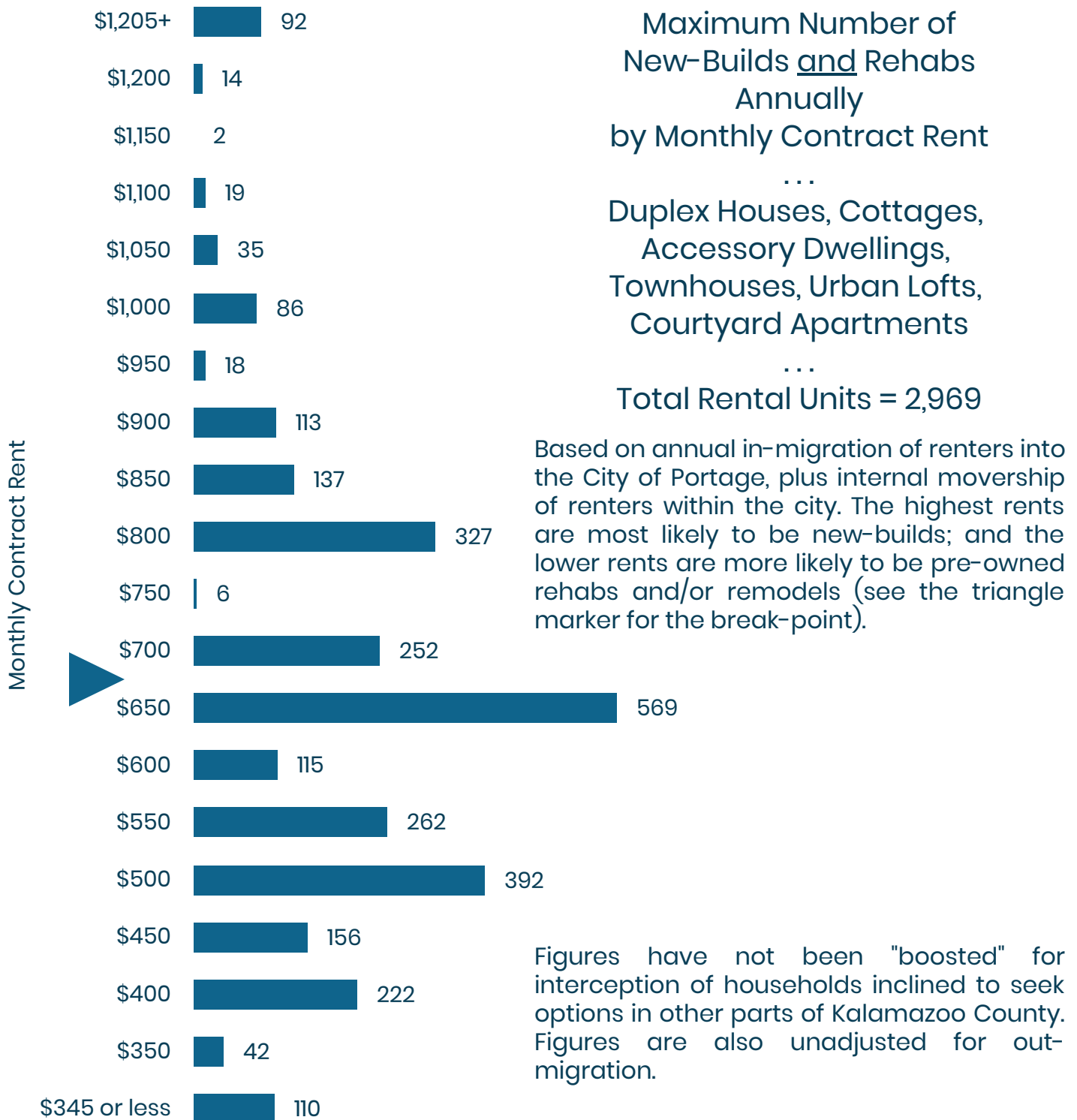
Estimates and forecasts prepared by LandUseUSA | Urban Strategies; May 2020. Based on field observations, phone interviews, assessor's records, and some internet research. Intended for demonstrative purposes only, and not to be used or appraisals pricing of individual properties.

Section D

Annual Market Potential Renters and Rents

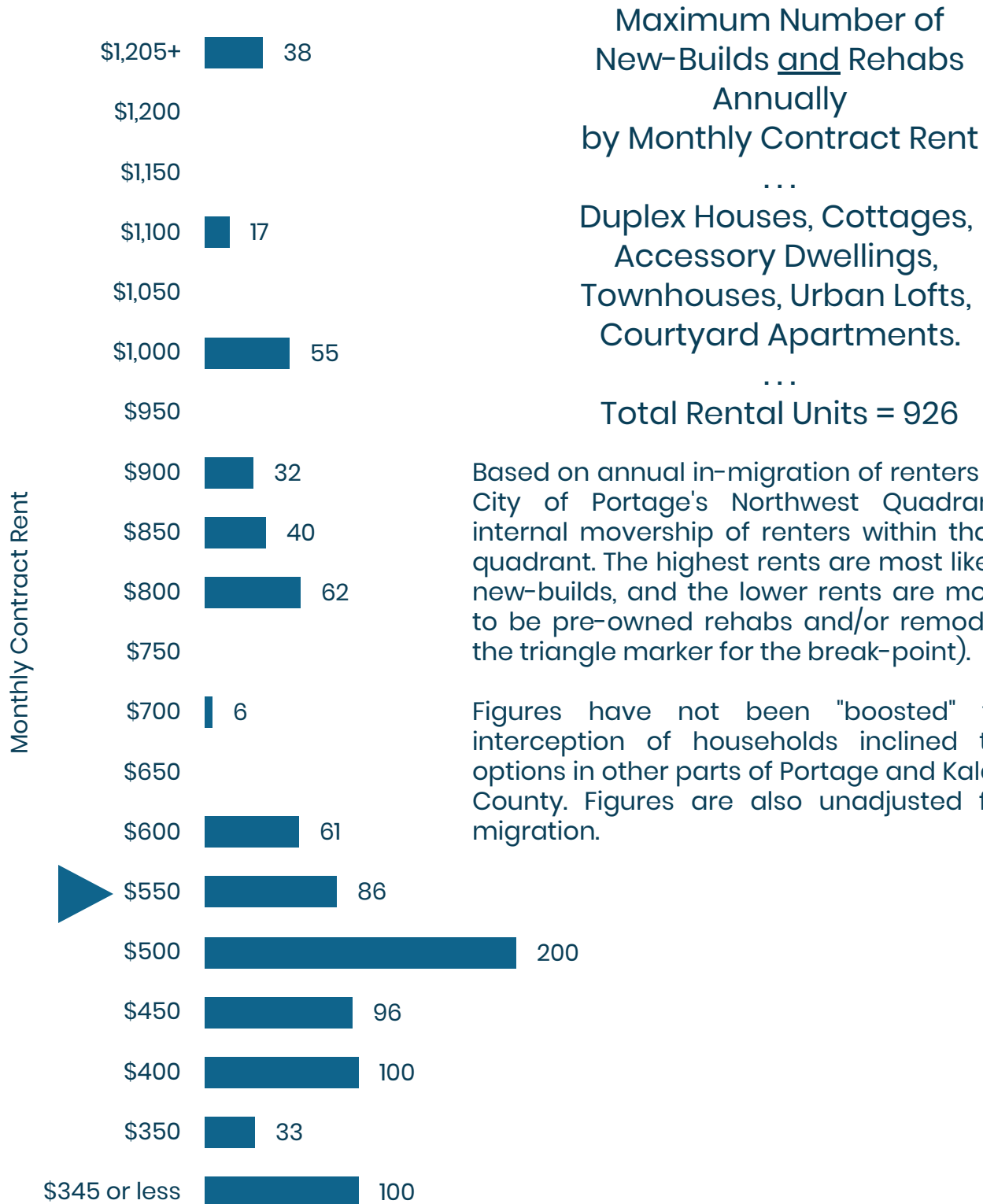


Renters & Rents | Portage City-Wide Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.

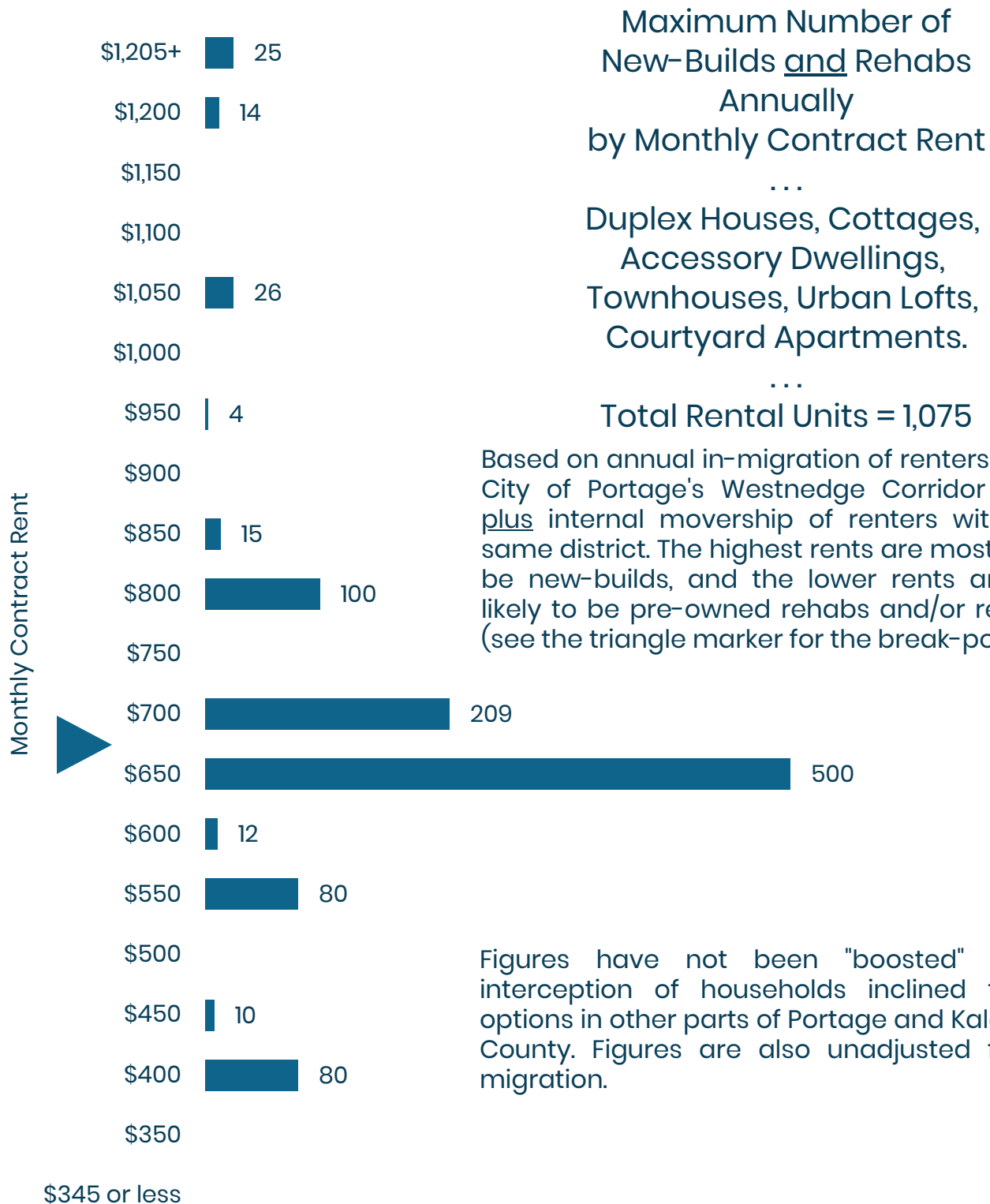
Renters & Rents | Northwest Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.

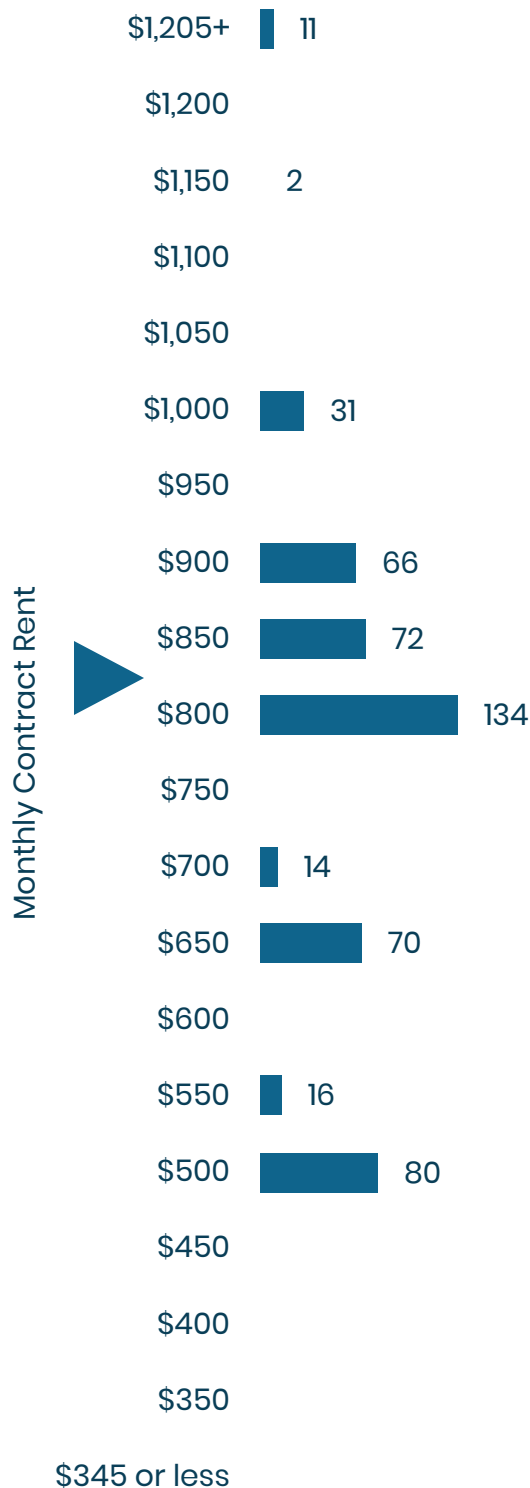
Renters & Rents | Westnedge

Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.

Renters & Rents | Northeast Annual Market Potential | Year 2020



Maximum Number of
New-Builds and Rehabs
Annually
by Monthly Contract Rent

...
Duplex Houses, Cottages,
Accessory Dwellings,
Townhouses, Urban Lofts,
Courtyard Apartments.

...
Total Rental Units = 496

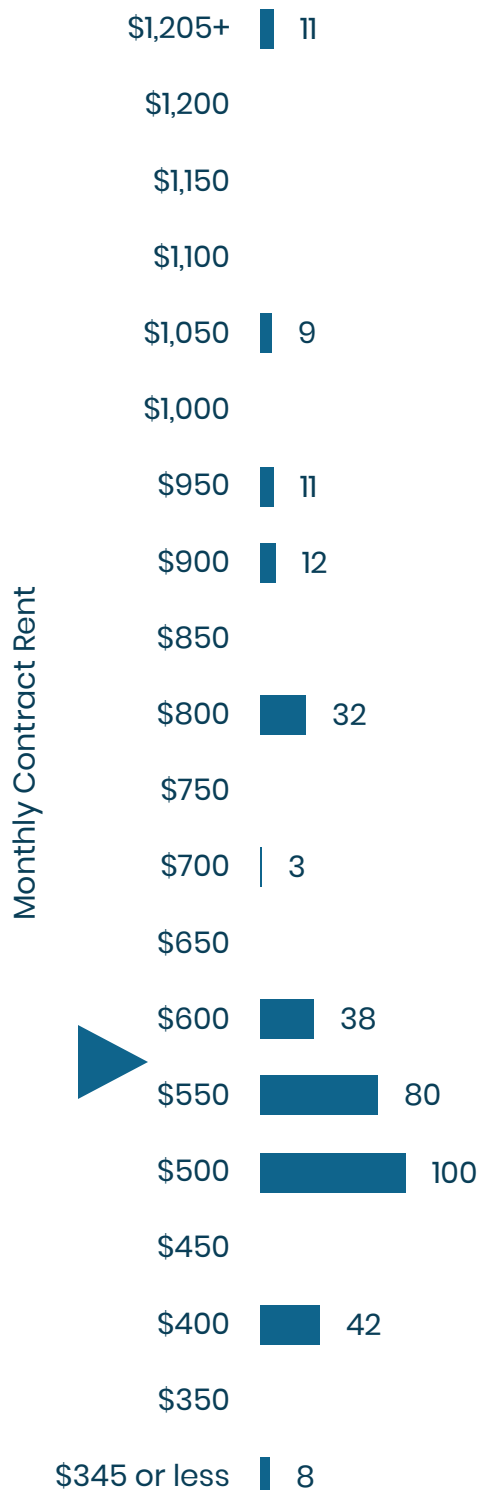
Based on annual in-migration of renters into the City of Portage's Northeast Quadrant, plus internal movership of renters within that same quadrant. The highest rents are most likely to be new-builds, and the lower rents are more likely to be pre-owned rehabs and/or remodels (see the triangle marker for the break-point).

Figures have not been "boosted" for the interception of households inclined to seek options in other parts of Portage and Kalamazoo County. Figures are also unadjusted for out-migration.

Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.



Renters & Rents | Southwest Annual Market Potential | Year 2020



Maximum Number of
New-Builds and Rehabs
Annually
by Monthly Contract Rent

...

Duplex Houses, Cottages,
Accessory Dwellings,
Townhouses, Urban Lofts,
Courtyard Apartments.

...

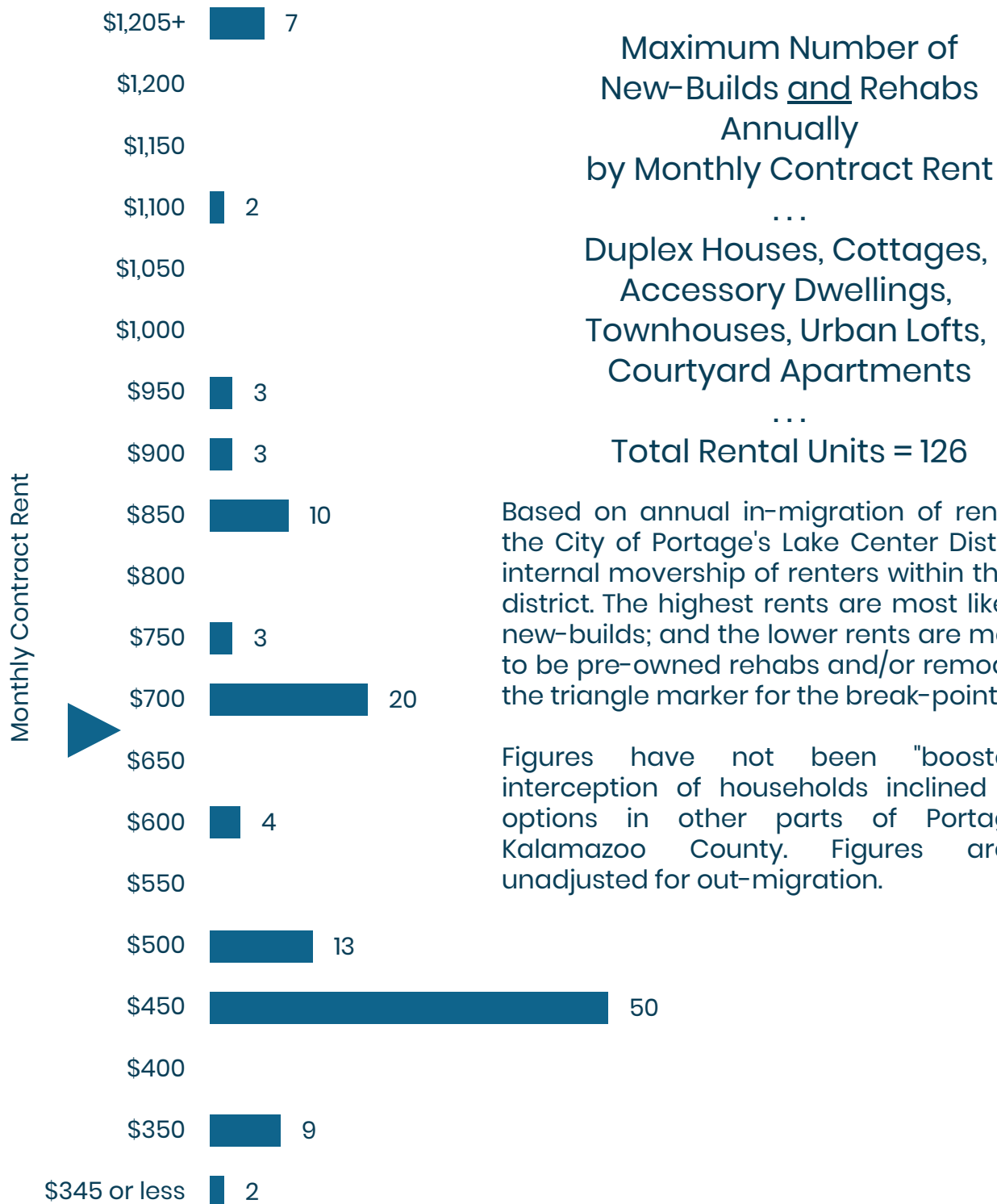
Total Rental Units = 346

Based on annual in-migration of renters into the City of Portage's Southwest Quadrant, plus internal movership of renters within that same quadrant. The highest rents are most likely to be new-builds, and the lower rents are more likely to be pre-owned rehabs and/or remodels (see the triangle marker for the break-point).

Figures have not been "boosted" for the interception of households inclined to seek options in other parts of Portage and Kalamazoo County. Figures are also unadjusted for out-migration.

Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.

Renters & Rents | Lake Center District Annual Market Potential | Year 2020



Based on the results of a Target Market Analysis and study of households moving into the City of Portage. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; 2020.

New For-Lease Residential Units | Cottages, Townhouses, Lofts
 Square Feet and Rents for Market Rate New-Builds
 Lakefront Locations in the City of Portage | Year 2020

Total Sq. Ft.	For-Lease Cottages Lakefront \$/ Sq. Ft.	For-Lease Cottages Lakefront Rents	Town- Houses Lakefront \$/ Sq. Ft.	Town- Houses Lakefront Rents	Urban Lofts Lakefront \$/ Sq. Ft.	Urban Lofts Lakefront Rents
300
350
400	\$3.00	\$1,200	\$2.75	\$1,100	\$2.50	\$1,000
450	\$2.70	\$1,215	\$2.48	\$1,115	\$2.26	\$1,015
500	\$2.46	\$1,230	\$2.26	\$1,130	\$2.06	\$1,030
550	\$2.26	\$1,245	\$2.08	\$1,145	\$1.90	\$1,045
600	\$2.10	\$1,260	\$1.93	\$1,160	\$1.77	\$1,060
650	\$1.96	\$1,275	\$1.81	\$1,175	\$1.65	\$1,075
700	\$1.84	\$1,290	\$1.70	\$1,190	\$1.56	\$1,090
750	\$1.74	\$1,305	\$1.61	\$1,205	\$1.47	\$1,105
800	\$1.65	\$1,320	\$1.53	\$1,220	\$1.40	\$1,120
850	\$1.57	\$1,335	\$1.45	\$1,235	\$1.34	\$1,135
900	\$1.50	\$1,350	\$1.39	\$1,250	\$1.28	\$1,150
950	\$1.44	\$1,365	\$1.33	\$1,265	\$1.23	\$1,165
1,000	\$1.38	\$1,380	\$1.28	\$1,280	\$1.18	\$1,180
1,050	\$1.33	\$1,395	\$1.23	\$1,295	\$1.14	\$1,195
1,100	\$1.28	\$1,410	\$1.19	\$1,310	\$1.10	\$1,210
1,150	\$1.24	\$1,425	\$1.15	\$1,325	\$1.07	\$1,225
1,200	\$1.20	\$1,440	\$1.12	\$1,340	\$1.03	\$1,240
1,250	\$1.16	\$1,455	\$1.08	\$1,355	.	.
1,300	\$1.13	\$1,470	\$1.05	\$1,370	.	.
1,350	\$1.10	\$1,485	\$1.03	\$1,385	larger	larger
1,400	\$1.07	\$1,500	\$1.00	\$1,400	Lofts	Lofts
1,450	\$1.04	\$1,515	\$0.98	\$1,415	are not	are not
1,500	\$1.02	\$1,530	\$0.95	\$1,430	recomm-	recomm-
1,550	\$1.00	\$1,545	\$0.93	\$1,445	ended	ended
1,600	\$0.98	\$1,560	\$0.91	\$1,460	.	.

Estimates and forecasts prepared by LandUseUSA | Urban Strategies; May 2020. Based on field observations, phone interviews, assessor's records, and some internet research. Intended for demonstrative purposes only, and not to be used or appraisals pricing of individual properties.

New For-Lease Residential Units | Cottages, Townhouses, Lofts
 Square Feet and Rents for Market Rate New-Builds
 Other Locations (not Lakefront) in the City of Portage | Year 2020

Total Sq. Ft.	For-Lease Cottages \$ / Sq. Ft.	For-Lease Cottages Rents	Town- Houses \$ / Sq. Ft.	Town- Houses Rents	Urban Lofts \$ / Sq. Ft.	Urban Lofts Rents
300
350
400	\$2.25	\$900	\$2.00	\$800	\$1.75	\$700
450	\$2.03	\$915	\$1.81	\$815	\$1.59	\$715
500	\$1.86	\$930	\$1.66	\$830	\$1.46	\$730
550	\$1.72	\$945	\$1.54	\$845	\$1.35	\$745
600	\$1.60	\$960	\$1.43	\$860	\$1.27	\$760
650	\$1.50	\$975	\$1.35	\$875	\$1.19	\$775
700	\$1.41	\$990	\$1.27	\$890	\$1.13	\$790
750	\$1.34	\$1,005	\$1.21	\$905	\$1.07	\$805
800	\$1.28	\$1,020	\$1.15	\$920	\$1.03	\$820
850	\$1.22	\$1,035	\$1.10	\$935	\$0.98	\$835
900	\$1.17	\$1,050	\$1.06	\$950	\$0.94	\$850
950	\$1.12	\$1,065	\$1.02	\$965	\$0.91	\$865
1,000	\$1.08	\$1,080	\$0.98	\$980	\$0.88	\$880
1,050	\$1.04	\$1,095	\$0.95	\$995	\$0.85	\$895
1,100	\$1.01	\$1,110	\$0.92	\$1,010	\$0.83	\$910
1,150	\$0.98	\$1,125	\$0.89	\$1,025	\$0.80	\$925
1,200	\$0.95	\$1,140	\$0.87	\$1,040	\$0.78	\$940
1,250	\$0.92	\$1,155	\$0.84	\$1,055	.	.
1,300	\$0.90	\$1,170	\$0.82	\$1,070	.	.
1,350	\$0.88	\$1,185	\$0.80	\$1,085	larger	larger
1,400	\$0.86	\$1,200	\$0.79	\$1,100	Lofts	Lofts
1,450	\$0.84	\$1,215	\$0.77	\$1,115	are not	are not
1,500	\$0.82	\$1,230	\$0.75	\$1,130	recomm-	recomm-
1,550	\$0.80	\$1,245	\$0.74	\$1,145	ended	ended
1,600	\$0.79	\$1,260	\$0.73	\$1,160	.	.

Estimates and forecasts prepared by LandUseUSA | Urban Strategies; May 2020. Based on field observations, phone interviews, assessor's records, and some internet research. Intended for demonstrative purposes only, and not to be used or appraisals pricing of individual properties.

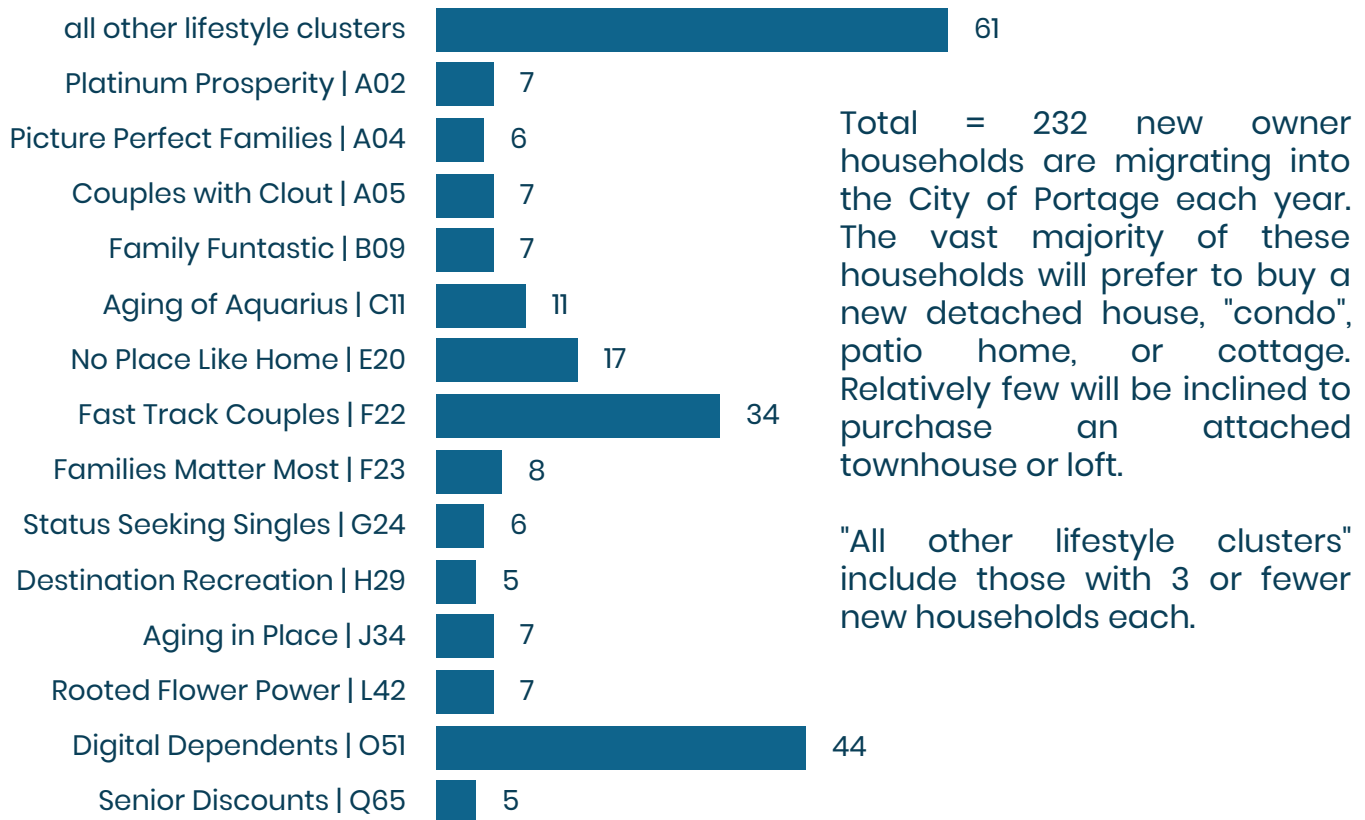
Section E

Annual Market Potential Owner Target Markets



Annual Market Potential | Portage City

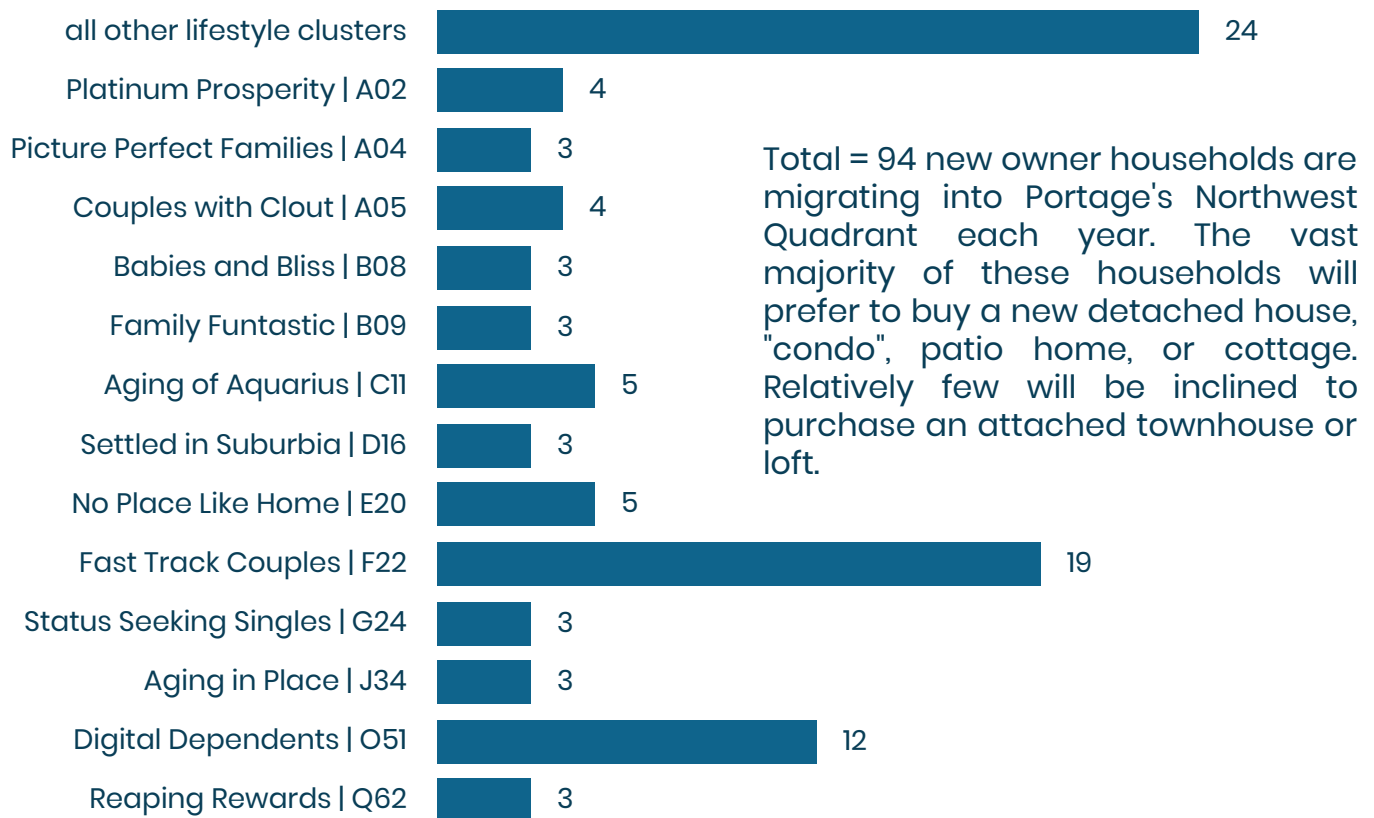
Owner Target Markets | Year 2020



Figures in the exhibit above include owner households moving into the City of Portage each year; and exclude owner household moving within the city. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 232 New Owners Moving into the City of Portage Each Year	+	<u>RETAIN</u> 565 Existing Owners Moving within the City of Portage Each Year	=	<u>SUBTOTAL</u> 797 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 797 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 83 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 880 Owners with "Upside" Annual Market Potential

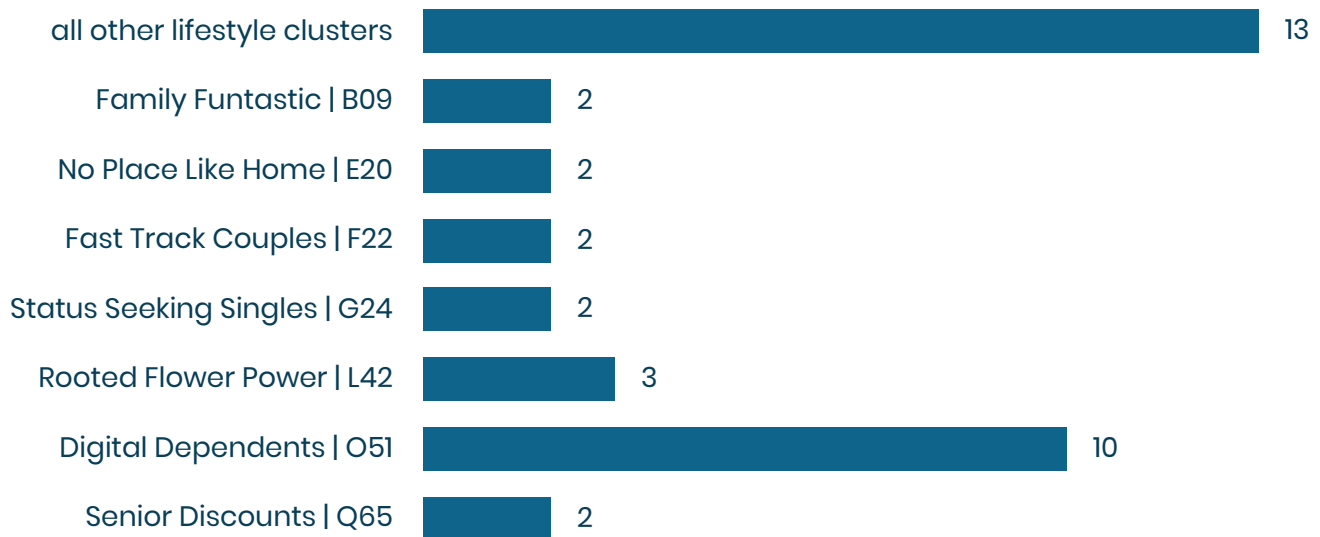
Annual Market Potential | Northwest Owner Target Markets | Year 2020



Figures in the exhibit above include owner households moving into the Northwest Quadrant annually; and exclude owner household moving within the quadrant. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Portage or Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 94 New Owners Moving into the NW Quadrant Each Year	+	<u>RETAIN</u> 226 Existing Owners Moving within the NW Quadrant Each Year	=	<u>SUBTOTAL</u> 320 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 320 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 30 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 350 Owners with "Upside" Annual Market Potential

Annual Market Potential | Westnedge Owner Target Markets | Year 2020

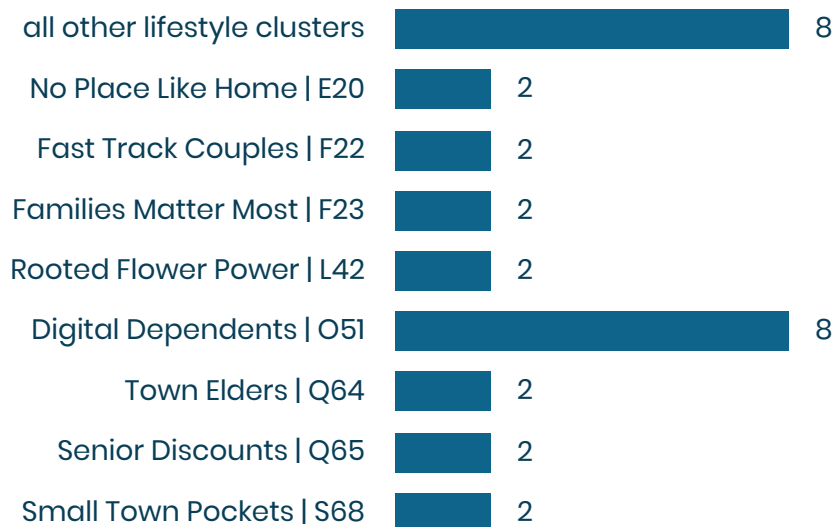


Total = 36 new owner households are migrating into Portage's Westnedge Corridor District each year. The vast majority of these households will prefer to buy a new detached house, "condo", patio home, or cottage. Relatively few will be inclined to purchase an attached townhouse or loft.

Figures in the exhibit above include owner households moving into the Westnedge Corridor District annually; and exclude owner household moving within the district. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Portage or Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 36 New Owners Moving into the Westnedge District Each Year	+	<u>RETAIN</u> 122 Existing Owners Moving within the Westnedge District Each Year	=	<u>SUBTOTAL</u> 125 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 125 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 15 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 140 Owners with "Upside" Annual Market Potential

Annual Market Potential | Northeast Owner Target Markets | Year 2020



Total = 30 new owner households are migrating into City of Portage's Northeast Quadrant each year. The vast majority of these households will prefer to buy a new detached house, "condo", patio home, or cottage. Relatively few will be inclined to purchase an attached townhouse or loft.

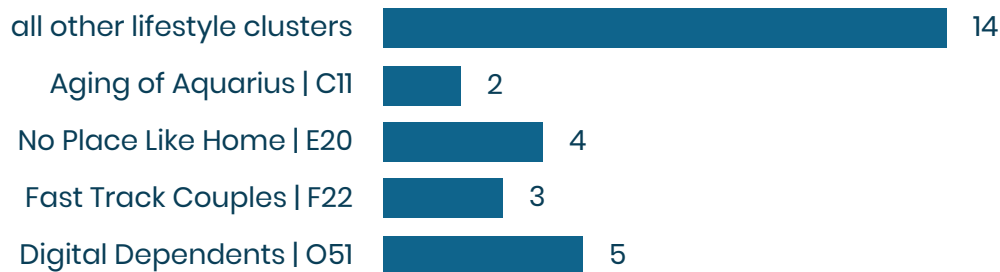
Figures in the exhibit above include owner households moving into the City of Portage's Northeast Quadrant annually; and exclude owner household moving within the district. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 30 New Owners Moving into the NE Quadrant Each Year	+	<u>RETAIN</u> 74 Existing Owners Moving within the NE Quadrant Each Year	=	<u>SUBTOTAL</u> 104 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 104 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 11 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 115 Owners with "Upside" Annual Market Potential

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.



Annual Market Potential | Southwest Owner Target Markets | Year 2020



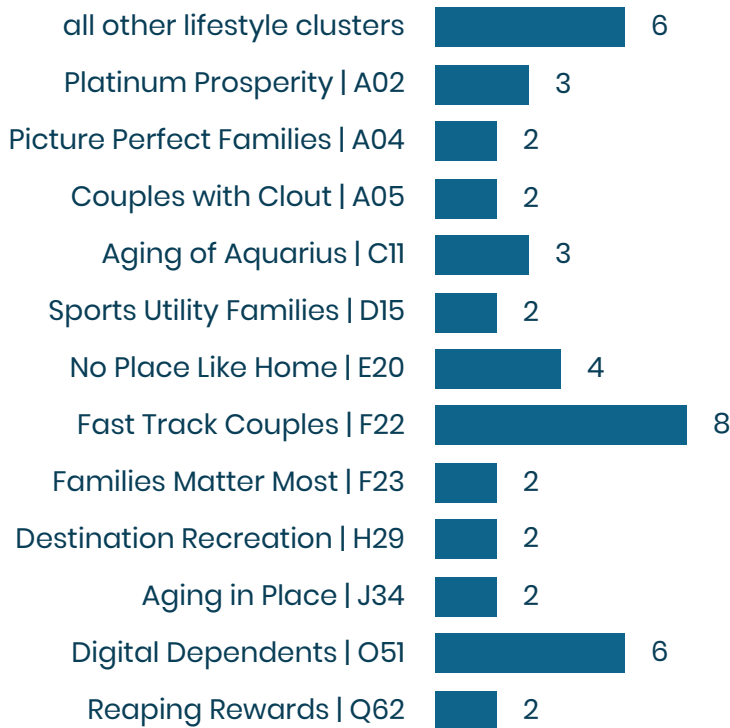
Total = 28 new owner households are migrating into City of Portage's Southwest Quadrant each year. The vast majority of these households will prefer to buy a new detached house, "condo", patio home, or cottage. Relatively few will be inclined to purchase an attached townhouse or loft.

Figures in the exhibit above include owner households moving into the City of Portage's Southwest Quadrant annually; and exclude owner household moving within the district. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 28 New Owners Moving into the SW Quadrant Each Year	+	<u>RETAIN</u> 66 Existing Owners Moving within the SW Quadrant Each Year	=	<u>SUBTOTAL</u> 94 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 94 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 11 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 105 Owners with "Upside" Annual Market Potential

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; May 2020.

Annual Market Potential | Lake Center Owner Target Markets | Year 2020



Total = 44 new owner households are migrating into the Lake Center District each year. The vast majority of these households will prefer to buy a new detached house, "condo", patio home, or cottage. Relatively few will be inclined to purchase an attached townhouse or loft.

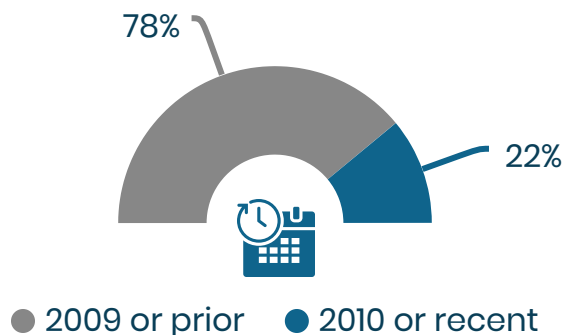
Figures in the exhibit above include owner households moving into the City of Portage's Lake Center District annually; and exclude owner household moving within the district. The figures above also do not include some possible diversion and interception of households inclined to seek homes to buy in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures are unadjusted for out-migration.)

<u>CAPTURE</u> 44 New Owners Moving into the Lake Ctr District Each Year	+	<u>RETAIN</u> 110 Existing Owners Moving within the Lake Ctr District Each Year	=	<u>SUBTOTAL</u> 154 Owners "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 154 Owners "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 16 New Owners Considering Other Places Each Year	=	<u>GRAND TOTAL</u> 170 Owners with "Upside" Annual Market Potential

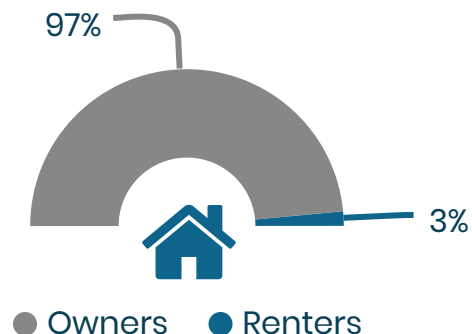
Platinum Prosperity | A02

Lifestyles and Housing Preferences | National Averages

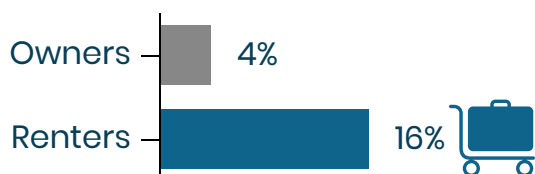
Units by Decade Built



Households by Tenure



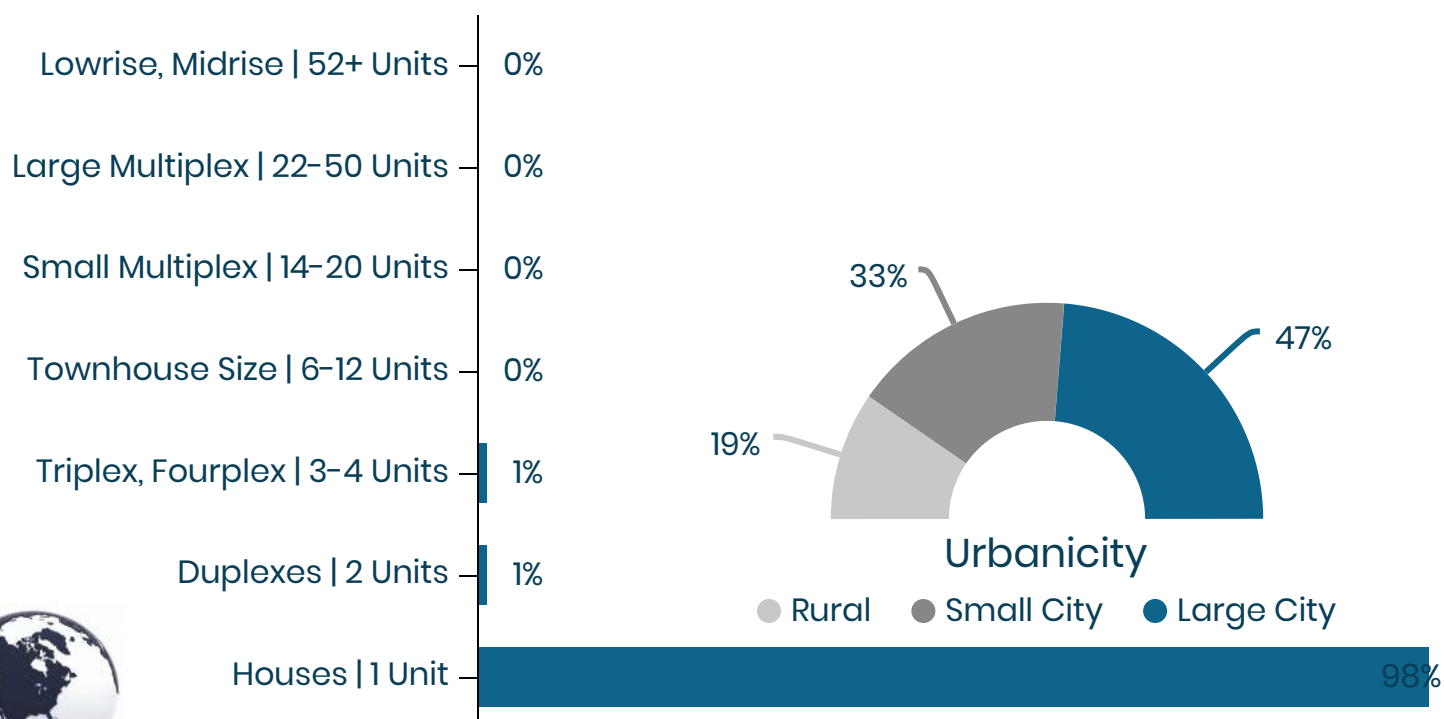
Share that Moves each Year



Median Household Income



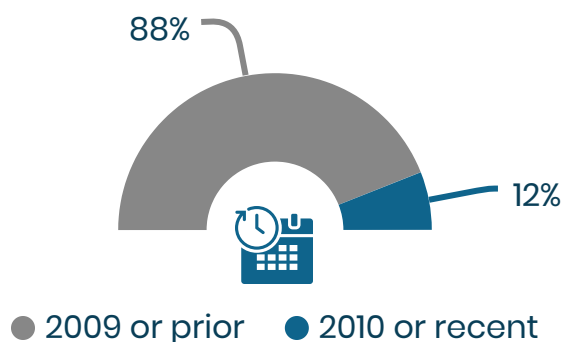
Inclination for Units by Building Size and Urbanicity



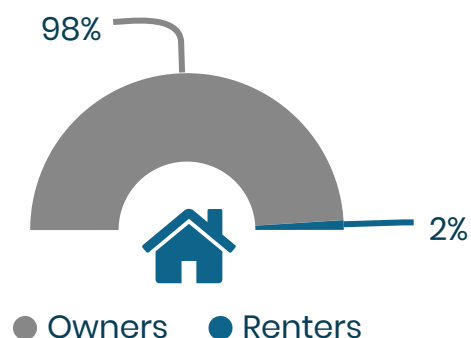
Aging of Aquarius, Settled | C11

Lifestyles and Housing Preferences | National Averages

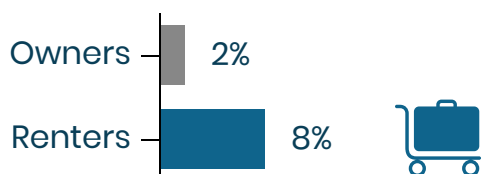
Units by Decade Built



Households by Tenure



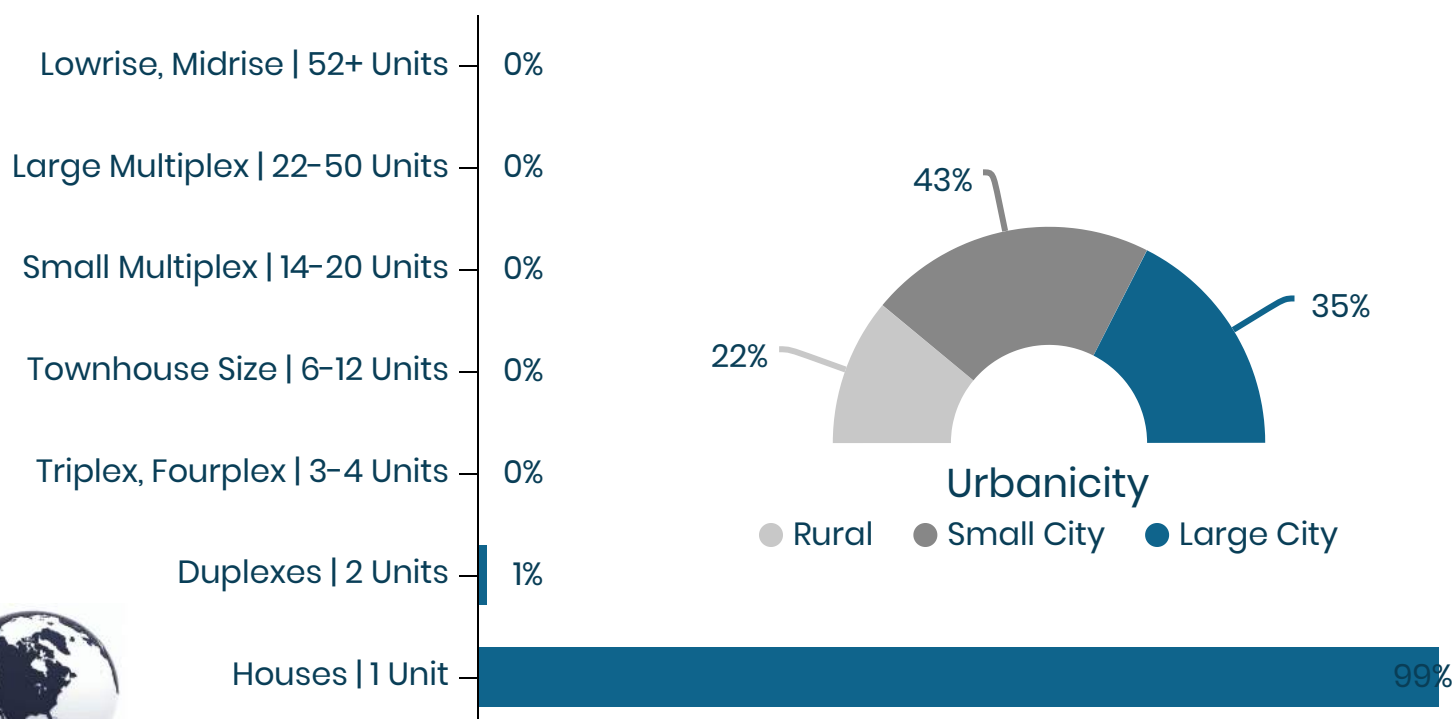
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



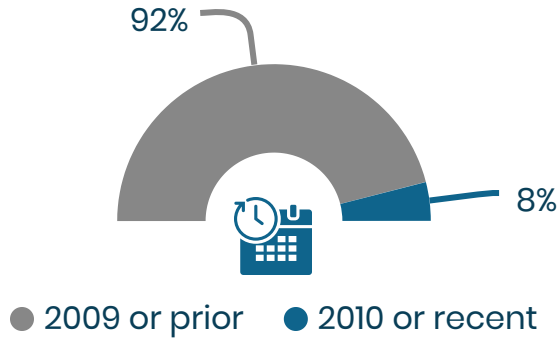
LandUseUSA
UrbanStrategies

Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

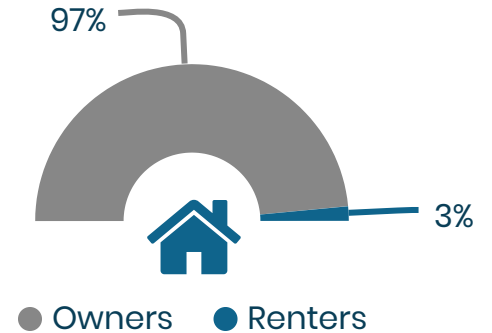
No Place Like Home | E20

Lifestyles and Housing Preferences | National Averages

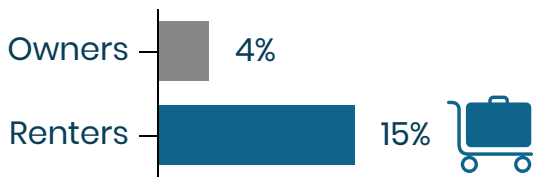
Units by Decade Built



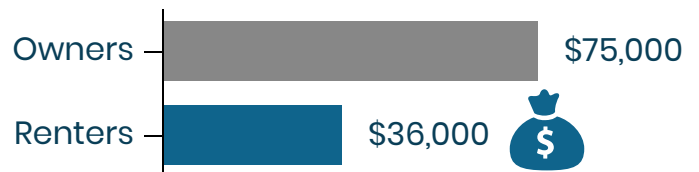
Households by Tenure



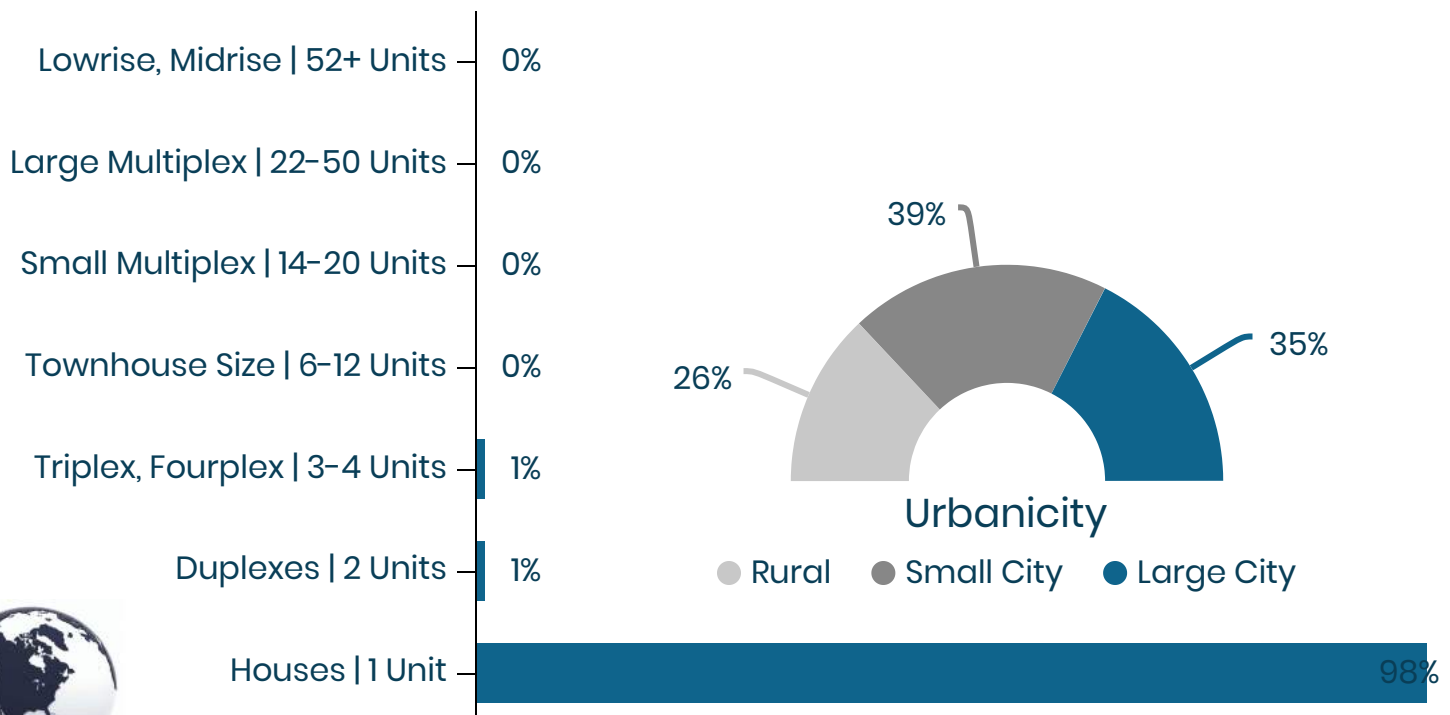
Share that Moves each Year



Median Household Income



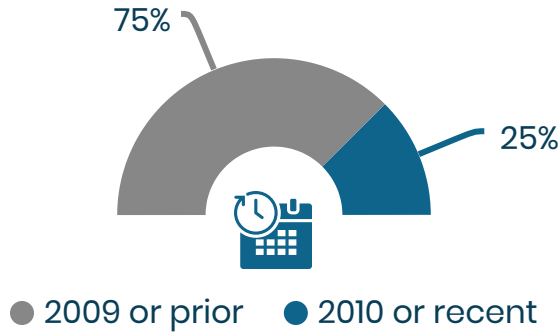
Inclination for Units by Building Size and Urbanicity



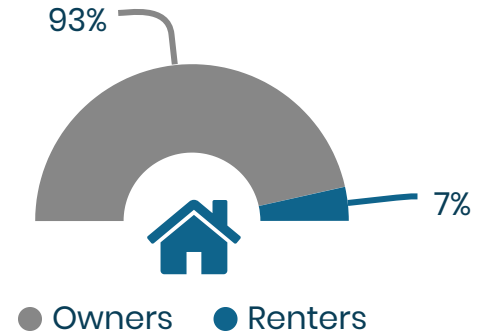
Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

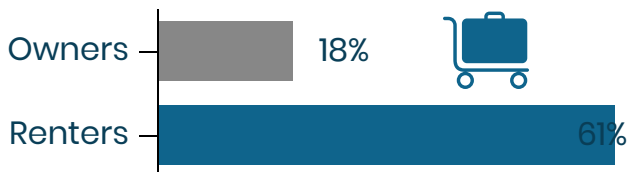
Units by Decade Built



Households by Tenure



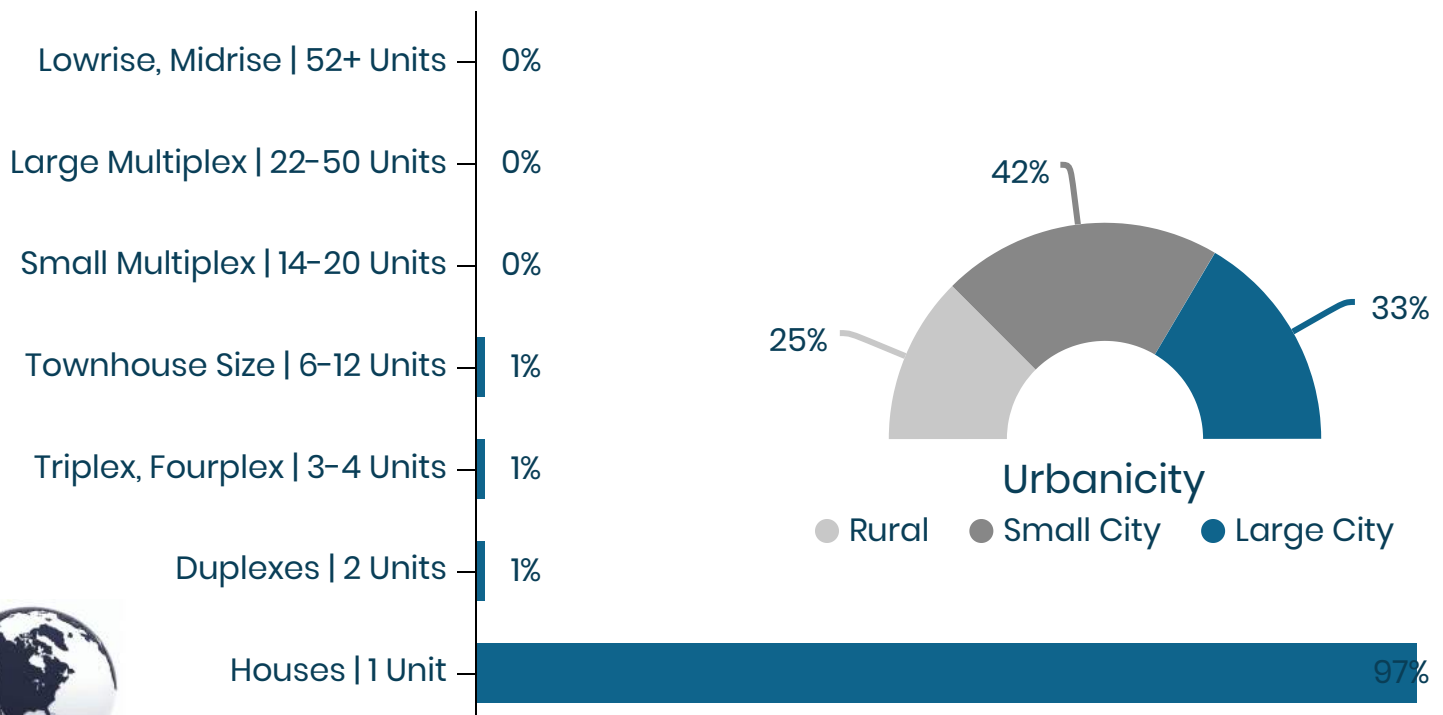
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



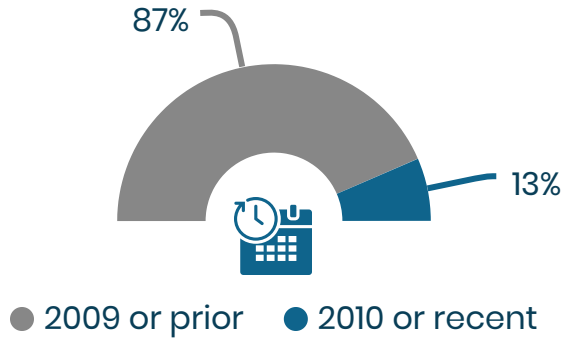
LandUseUSA
UrbanStrategies

Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

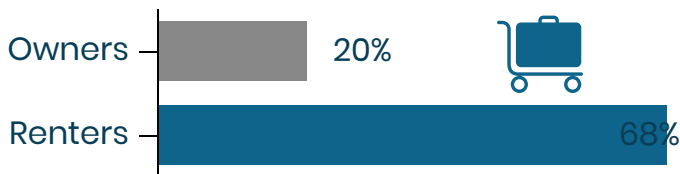
Units by Decade Built



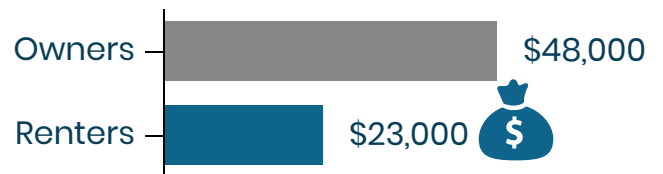
Households by Tenure



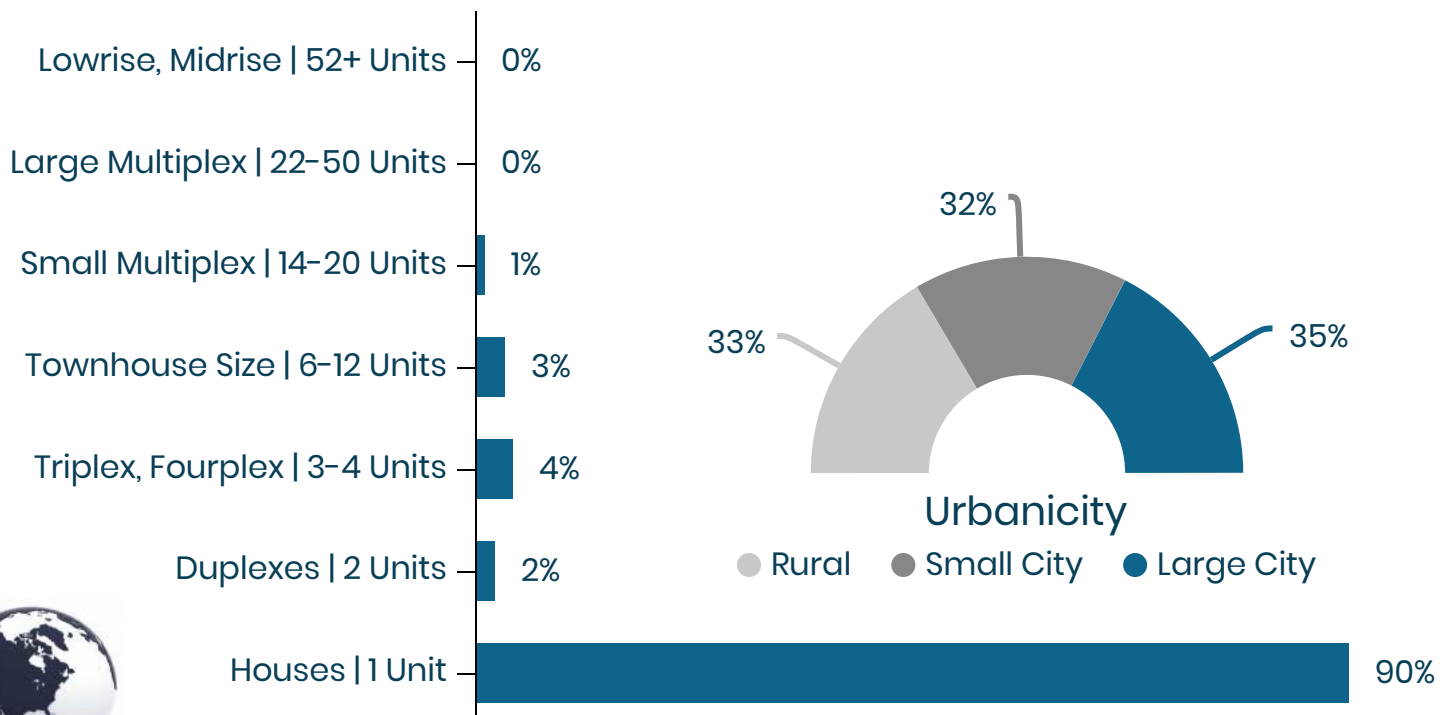
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



LandUseUSA
UrbanStrategies

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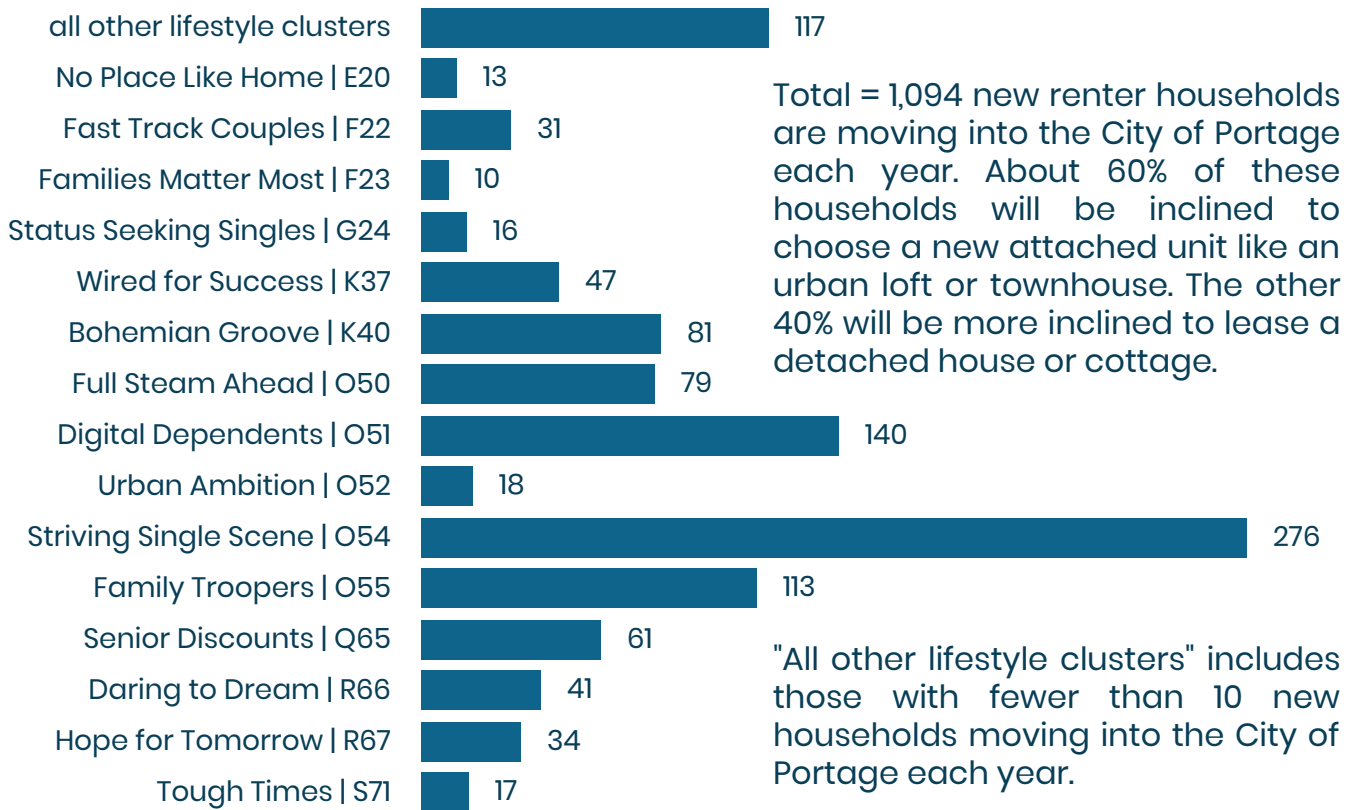
Section F

Annual Market Potential Renter Target Markets



Annual Market Potential | Portage City

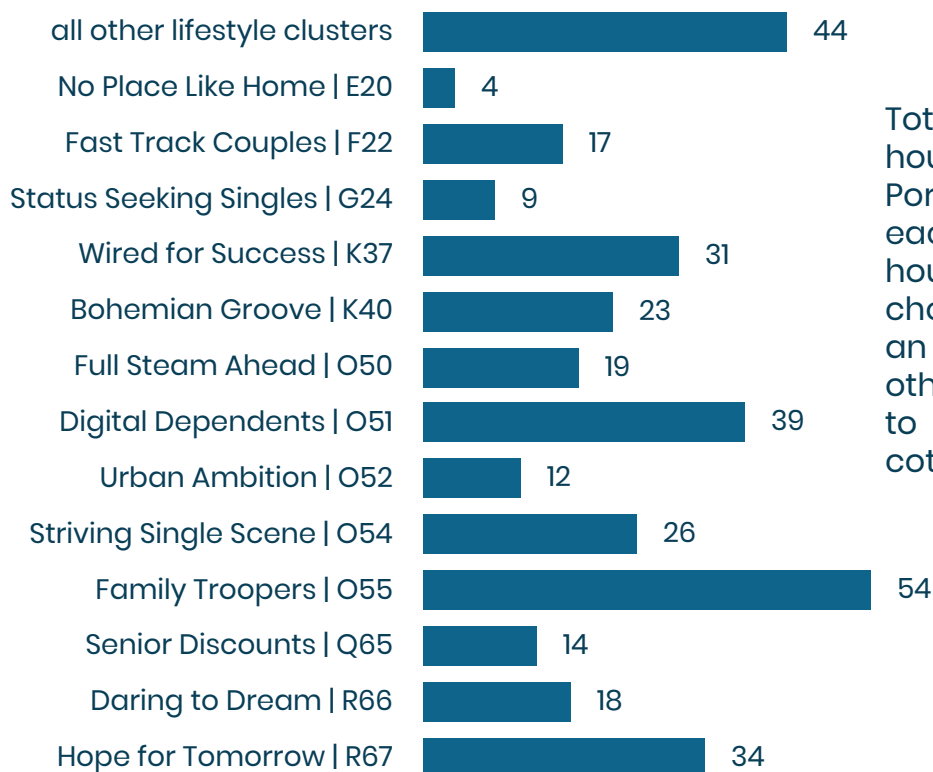
Renter Target Markets | Year 2020



Figures in the exhibit above include renter households moving into the City of Portage annually; and exclude renter household moving within the city. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 1,094 New Renters Moving into the City of Portage Each Year	+	<u>RETAIN</u> 1,875 Existing Renters Moving within the City of Portage Each Year	=	<u>SUBTOTAL</u> 2,969 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 2,969 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 287 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 3,256 Renters with "Upside" Annual Market Potential

Annual Market Potential | Northwest Renter Target Markets | Year 2020

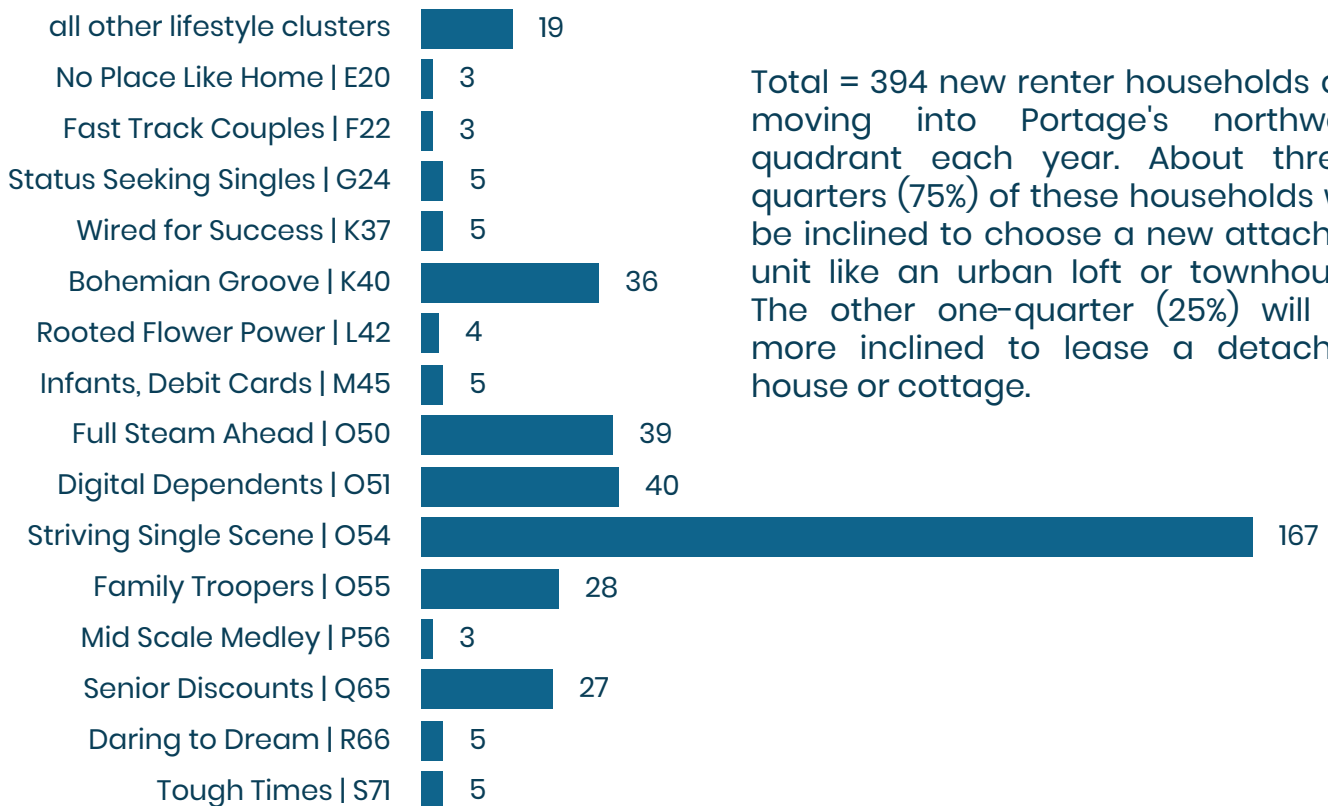


Total = 344 new renter households are moving into Portage's Northwest Quadrant each year. Only half of these households will be inclined to choose a new attached unit like an urban loft or townhouse. The other half will be more inclined to lease a detached house or cottage.

Figures in the exhibit above include renter households moving into the Northwest Quadrant annually; and exclude renter household moving within that same quadrant. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Portage or Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 344 New Renters Moving into the NW Quadrant Each Year	+	<u>RETAIN</u> 582 Existing Renters Moving within the NW Quadrant Each Year	=	<u>SUBTOTAL</u> 926 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 926 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 90 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 1,016 Renters with "Upside" Annual Market Potential

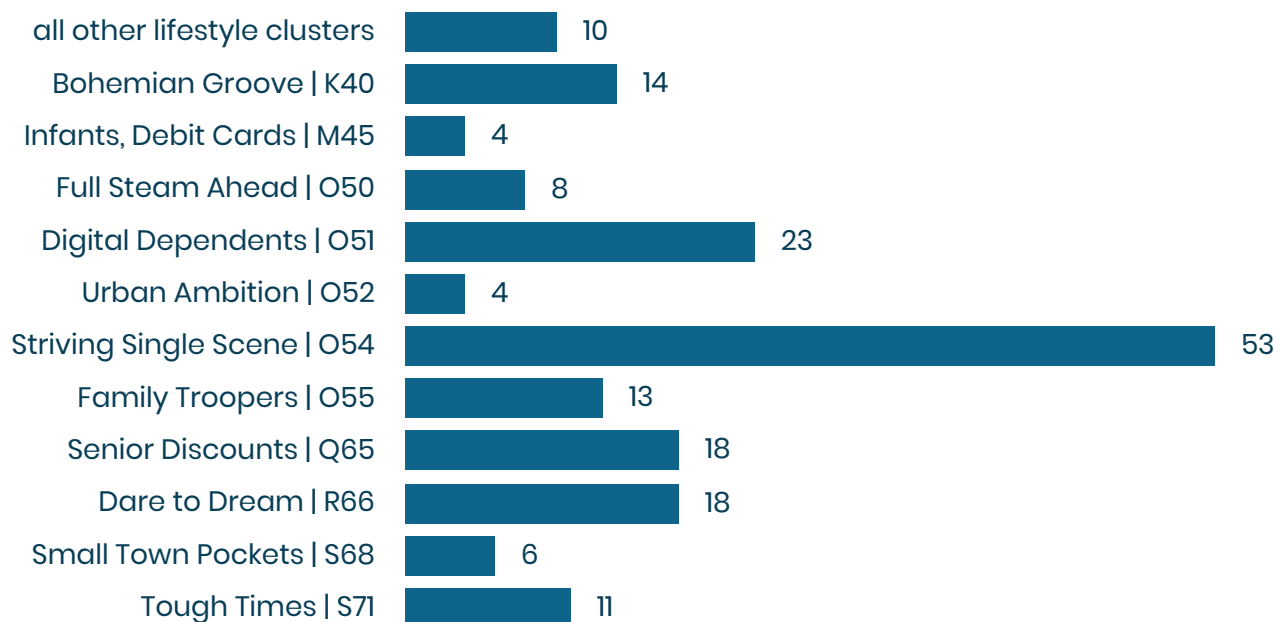
Annual Market Potential | Westnedge Renter Target Markets | Year 2020



Figures in the exhibit above include renter households moving into the Westnedge Corridor District annually; and exclude renter household moving within that same district. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Portage or Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 394 New Renters Moving into the Westnedge District Each Year	+	<u>RETAIN</u> 681 Existing Renters Moving within the Westnedge District Each Year	=	<u>SUBTOTAL</u> 1,075 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 1,075 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 100 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 1,175 Renters with "Upside" Annual Market Potential

Annual Market Potential | Northeast Renter Target Markets | Year 2020

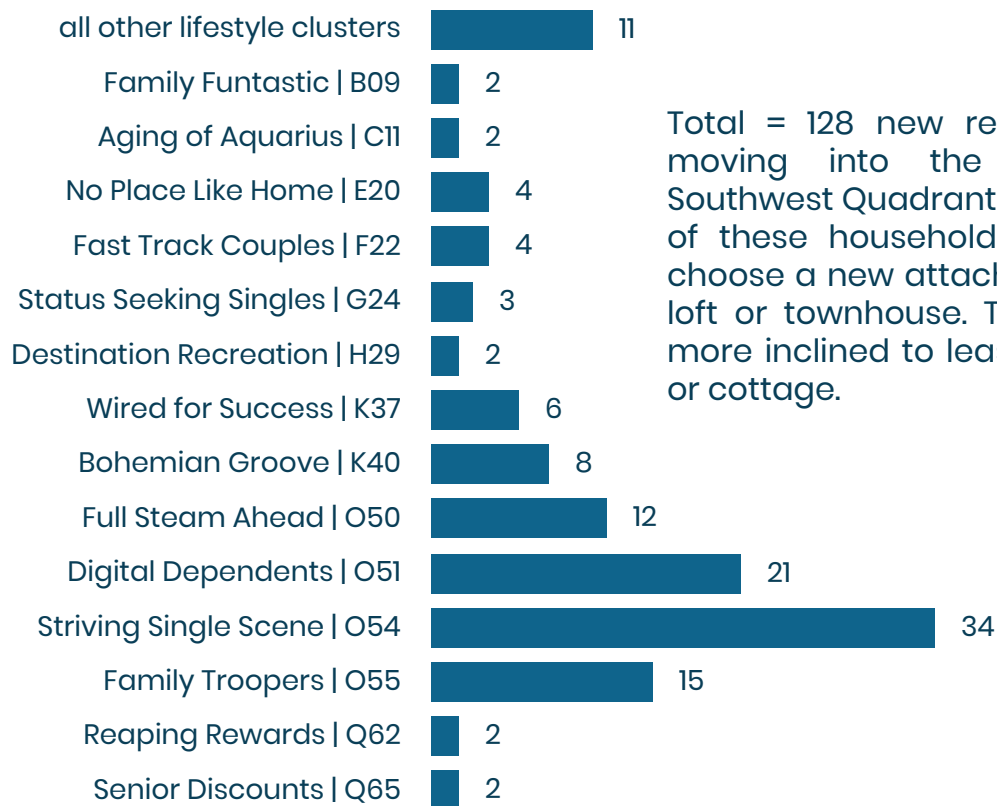


Total = 182 new renter households are moving into the City of Portage's Northeast Quadrant each year. About two-thirds (67%) of these households will be inclined to choose a new attached unit like an urban loft or townhouse. The other one-third (33%) will be more inclined to lease a detached house or cottage.

Figures in the exhibit above include renter households moving into the Northeast Quadrant annually; and exclude renter household moving within the district. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 182 New Renters Moving into the NE Quadrant Each Year	+	<u>RETAIN</u> 314 Existing Renters Moving within the NE Quadrant Each Year	=	<u>SUBTOTAL</u> 496 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 496 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 49 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 545 Renters with "Upside" Annual Market Potential

Annual Market Potential | Southwest Renter Target Markets | Year 2020

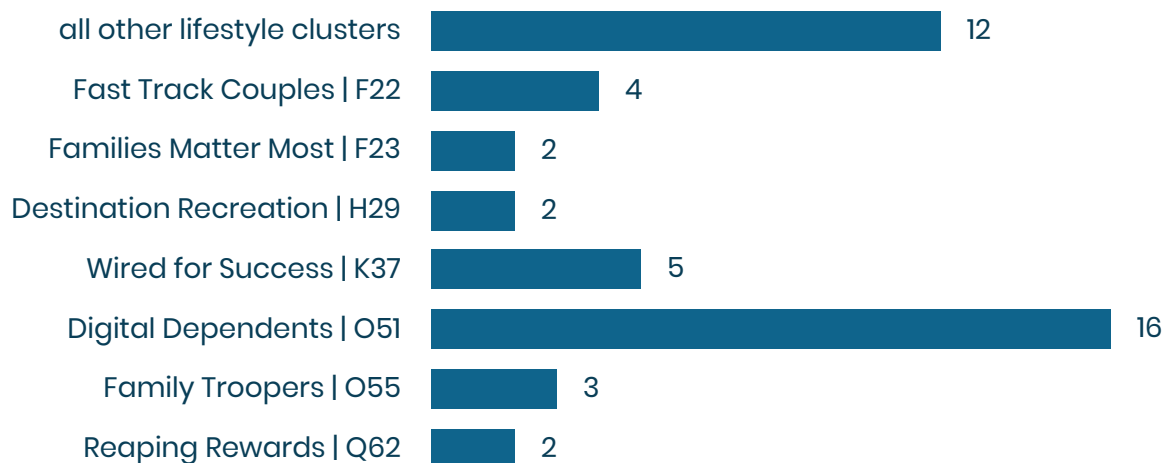


Total = 128 new renter households are moving into the City of Portage's Southwest Quadrant each year. About 60% of these households will be inclined to choose a new attached unit like an urban loft or townhouse. The other 40% will be more inclined to lease a detached house or cottage.

Figures in the exhibit above include renter households moving into the Southwest Quadrant annually; and exclude renter household moving within the district. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 128 New Renters Moving into the SW Quadrant Each Year	+	<u>RETAIN</u> 314 Existing Renters Moving within the SW Quadrant Each Year	=	<u>SUBTOTAL</u> 346 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 346 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 34 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 380 Renters with "Upside" Annual Market Potential

Annual Market Potential | Lake Center Renter Target Markets | Year 2020



Total = 46 new renter households are moving into the City of Portage's Lake Center District each year. Only 30% of these households will be inclined to choose a new attached unit like an urban loft or townhouse. The majority (70%) will be more inclined to lease a detached house or cottage.

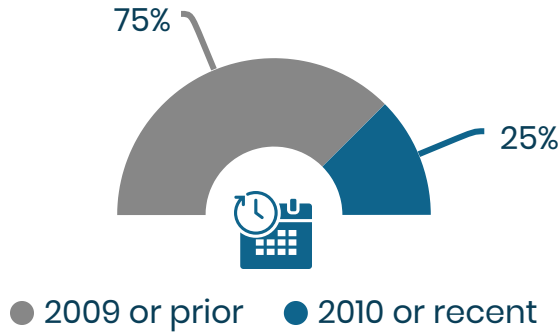
Figures in the exhibit above include renter households moving into the district annually; and exclude renter household moving within the district. The figures above also have not been "boosted" for possible interception of households inclined to seek units to lease in other parts of Portage and Kalamazoo County. The boxes below demonstrate possible adjustments for internal movership and interception. (All figures also are unadjusted for out-migration.)

<u>CAPTURE</u> 46 New Renters Moving into the Lake Ctr District Each Year	+	<u>RETAIN</u> 80 Existing Renters Moving within the Lake Ctr District Each Year	=	<u>SUBTOTAL</u> 126 Renters "Maximum" Annual Market Potential
<u>SUBTOTAL</u> 126 Renters "Maximum" Annual Market Potential	+	<u>INTERCEPT</u> 14 New Renters Considering Other Places Each Year	=	<u>GAND TOTAL</u> 140 Renters with "Upside" Annual Market Potential

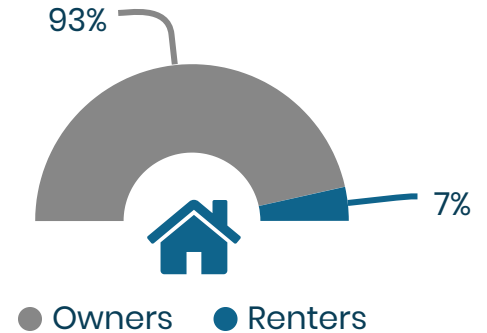
Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

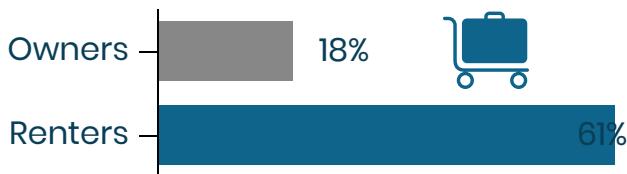
Units by Decade Built



Households by Tenure



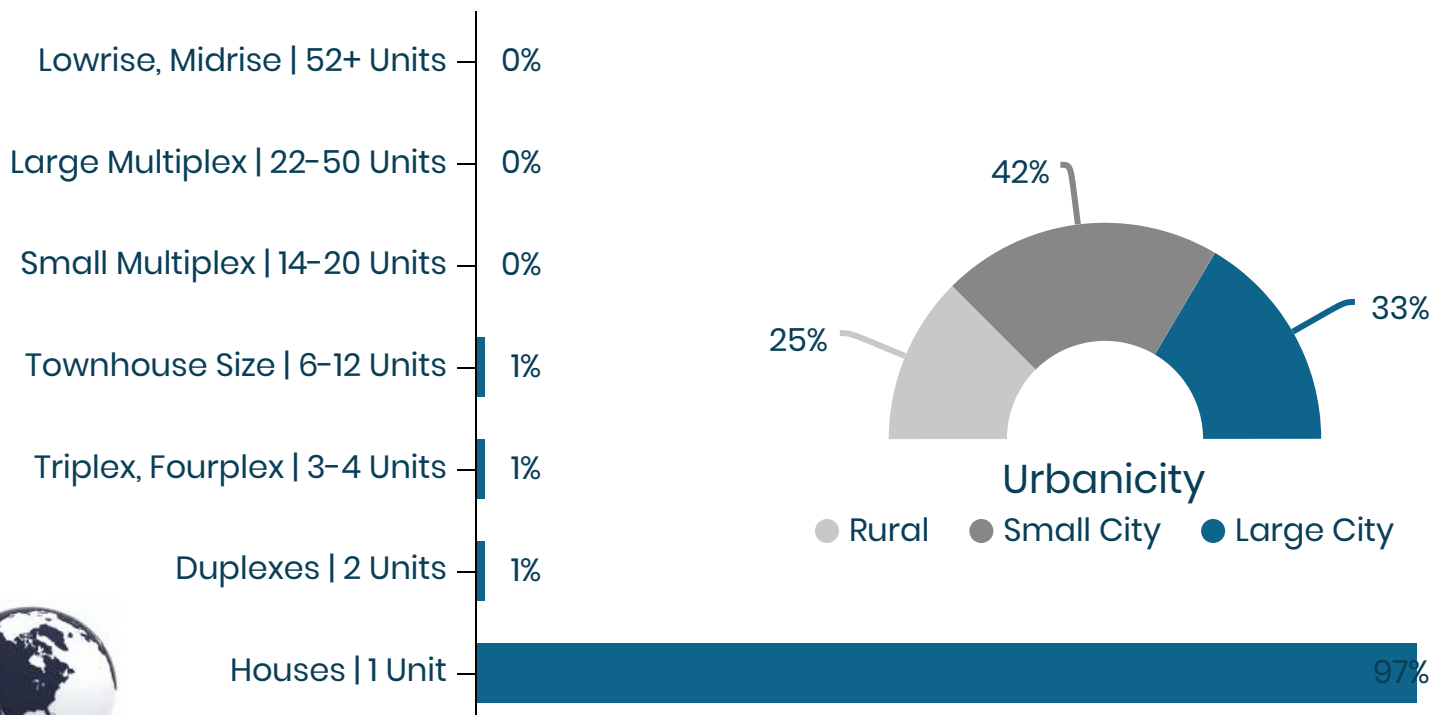
Share that Moves each Year



Median Household Income



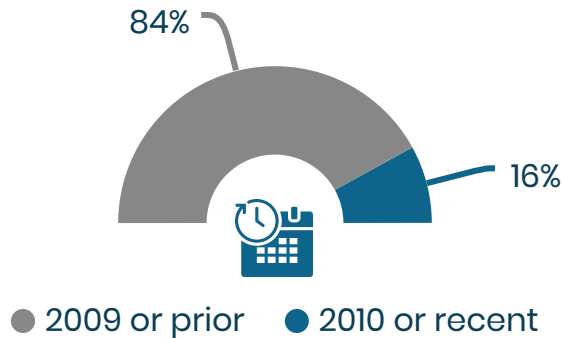
Inclination for Units by Building Size and Urbanicity



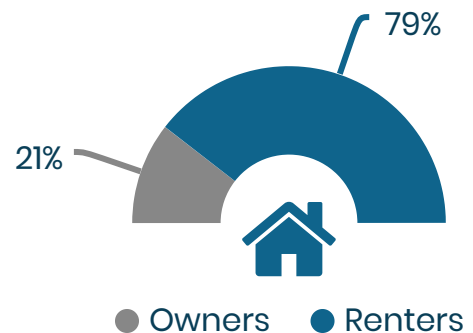
Wired for Success | K37

Lifestyles and Housing Preferences | National Averages

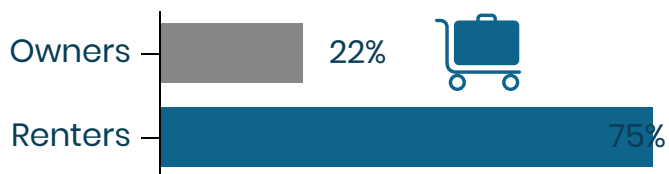
Units by Decade Built



Households by Tenure



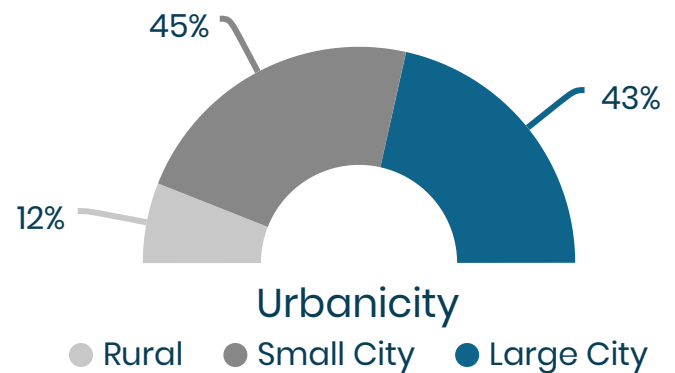
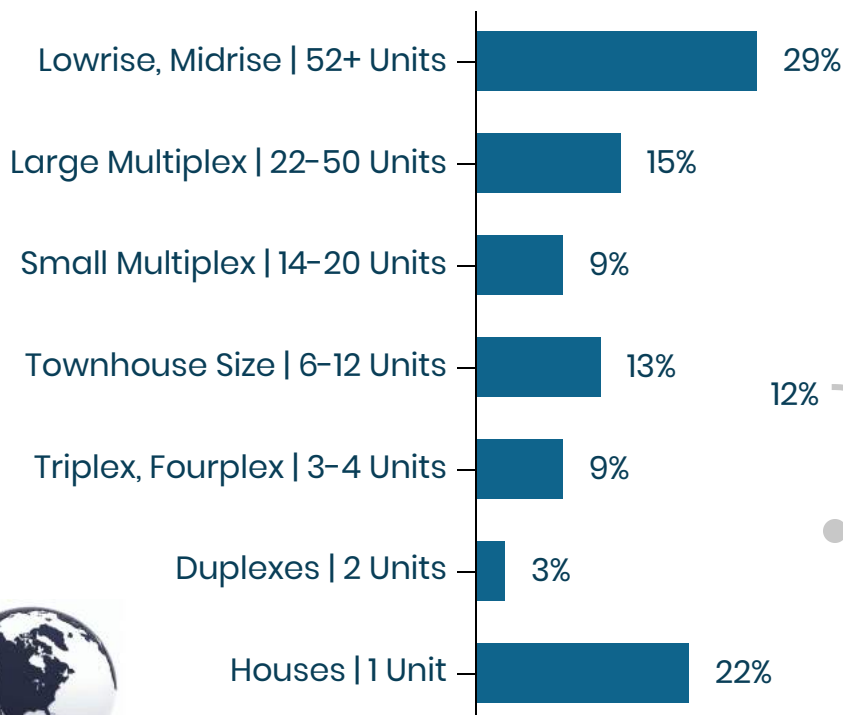
Share that Moves each Year



Median Household Income



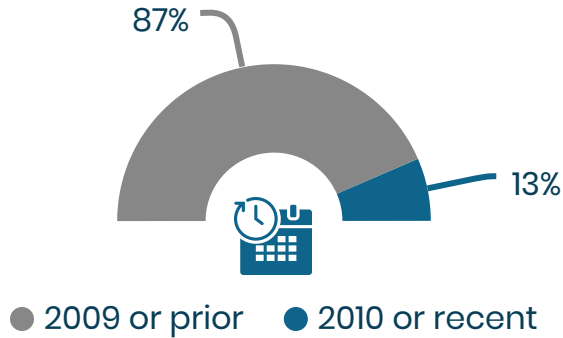
Inclination for Units by Building Size and Urbanicity



Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

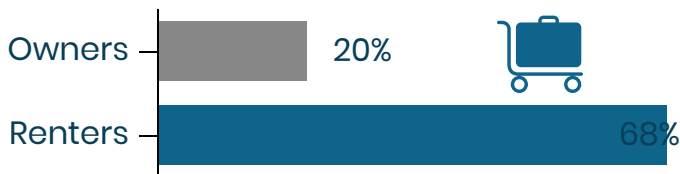
Units by Decade Built



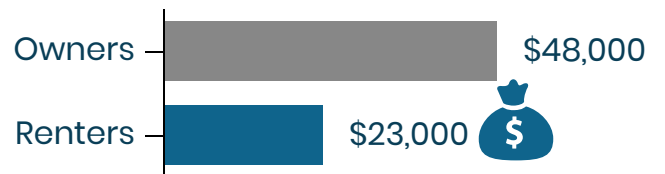
Households by Tenure



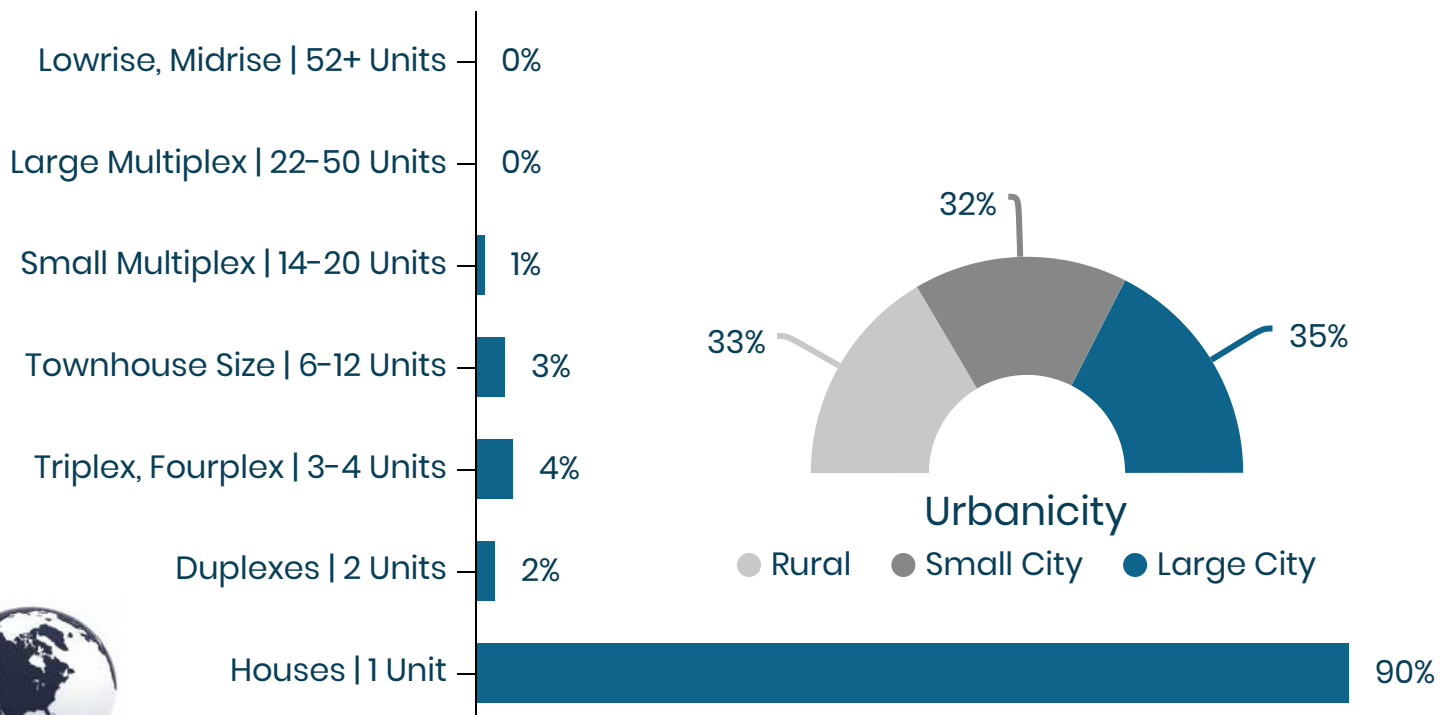
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



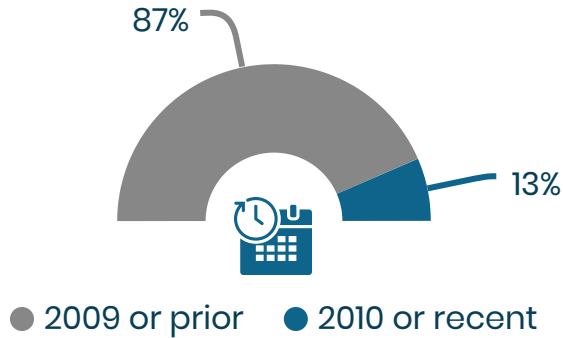
LandUseUSA
UrbanStrategies

Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

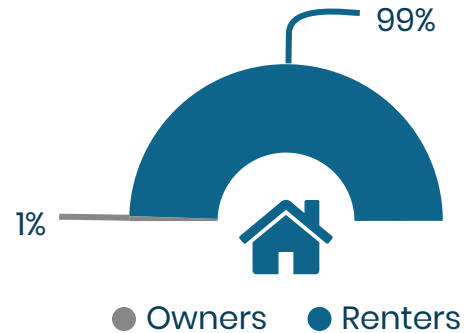
Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

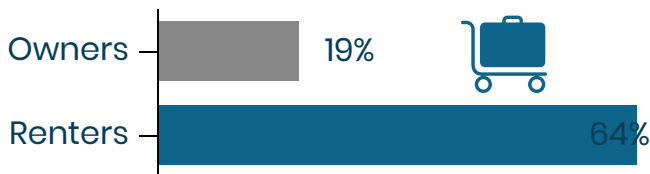
Units by Decade Built



Households by Tenure



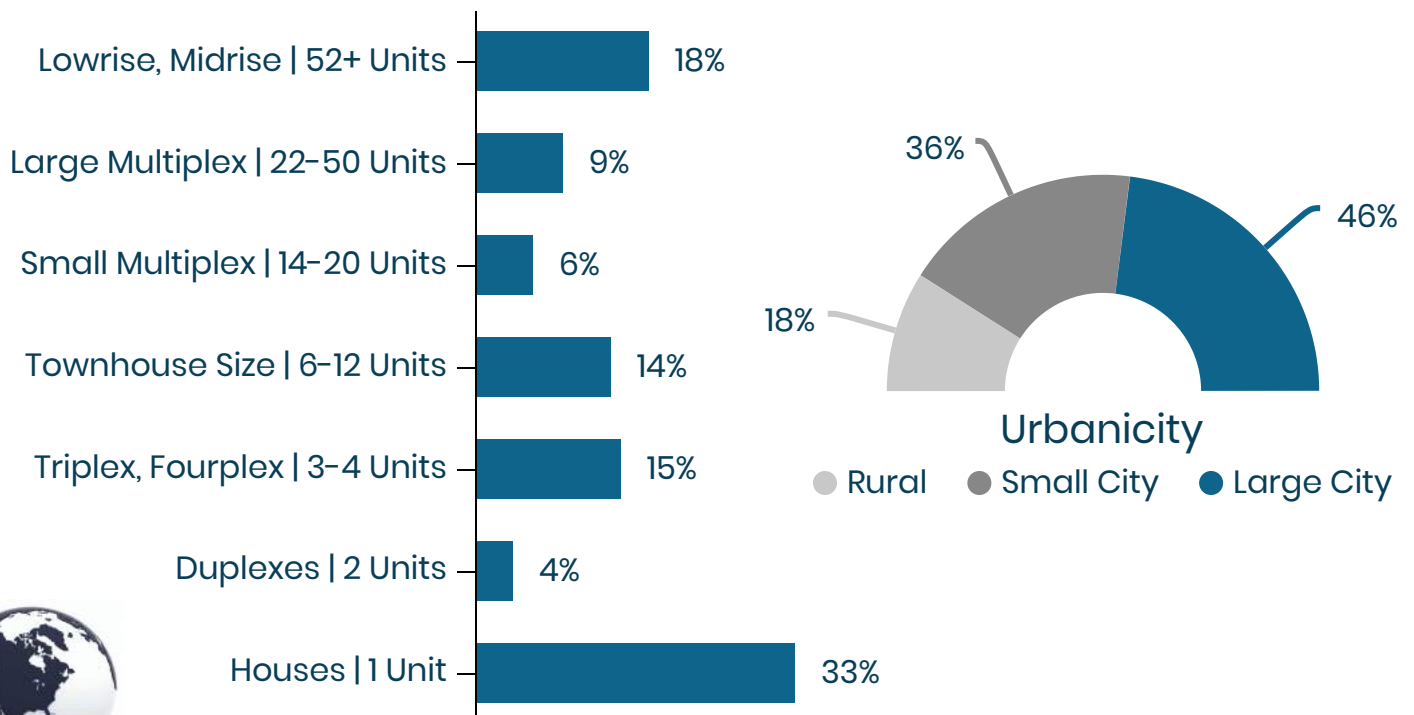
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity

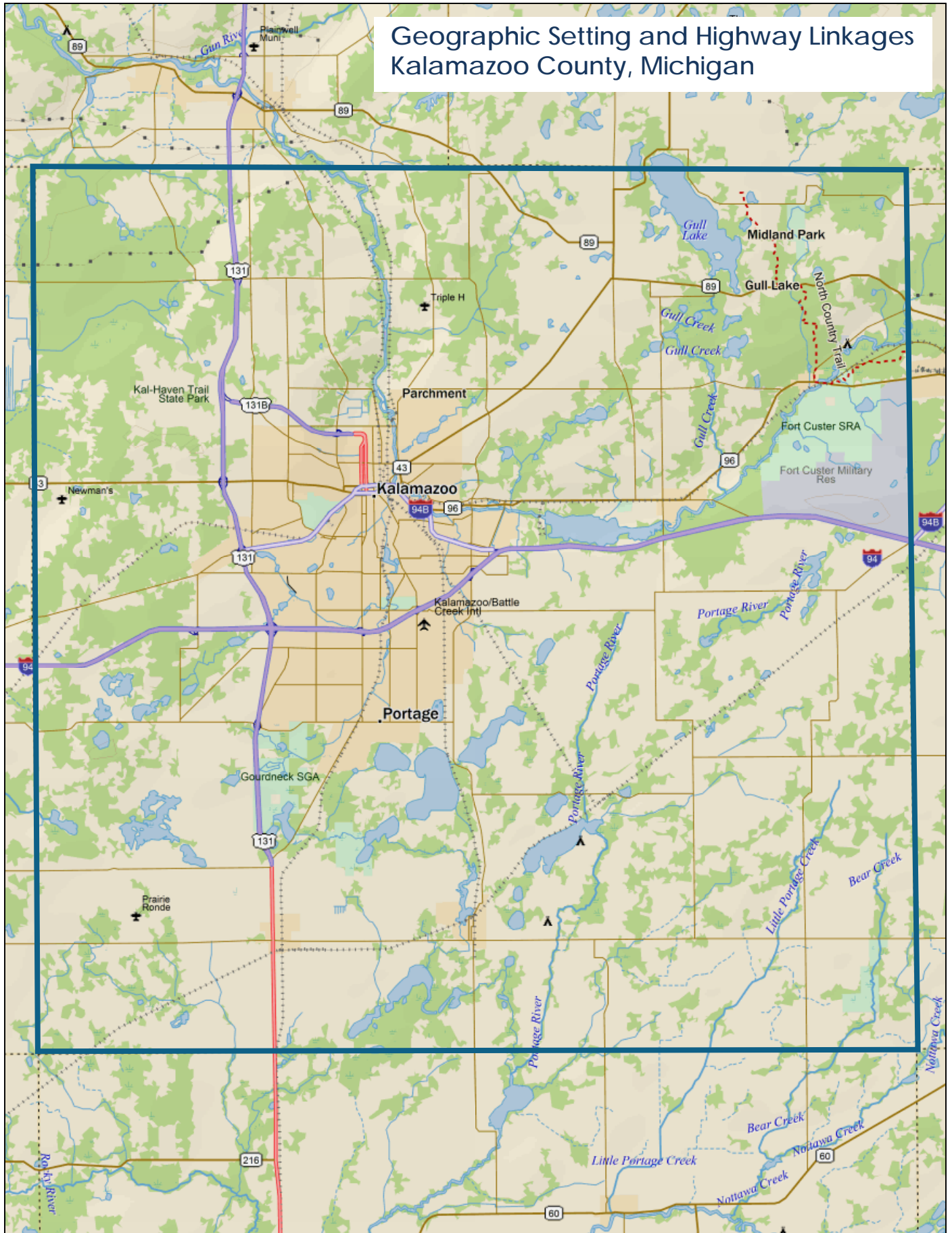


Section G

Existing Households 71 Lifestyle Clusters



Geographic Setting and Highway Linkages Kalamazoo County, Michigan



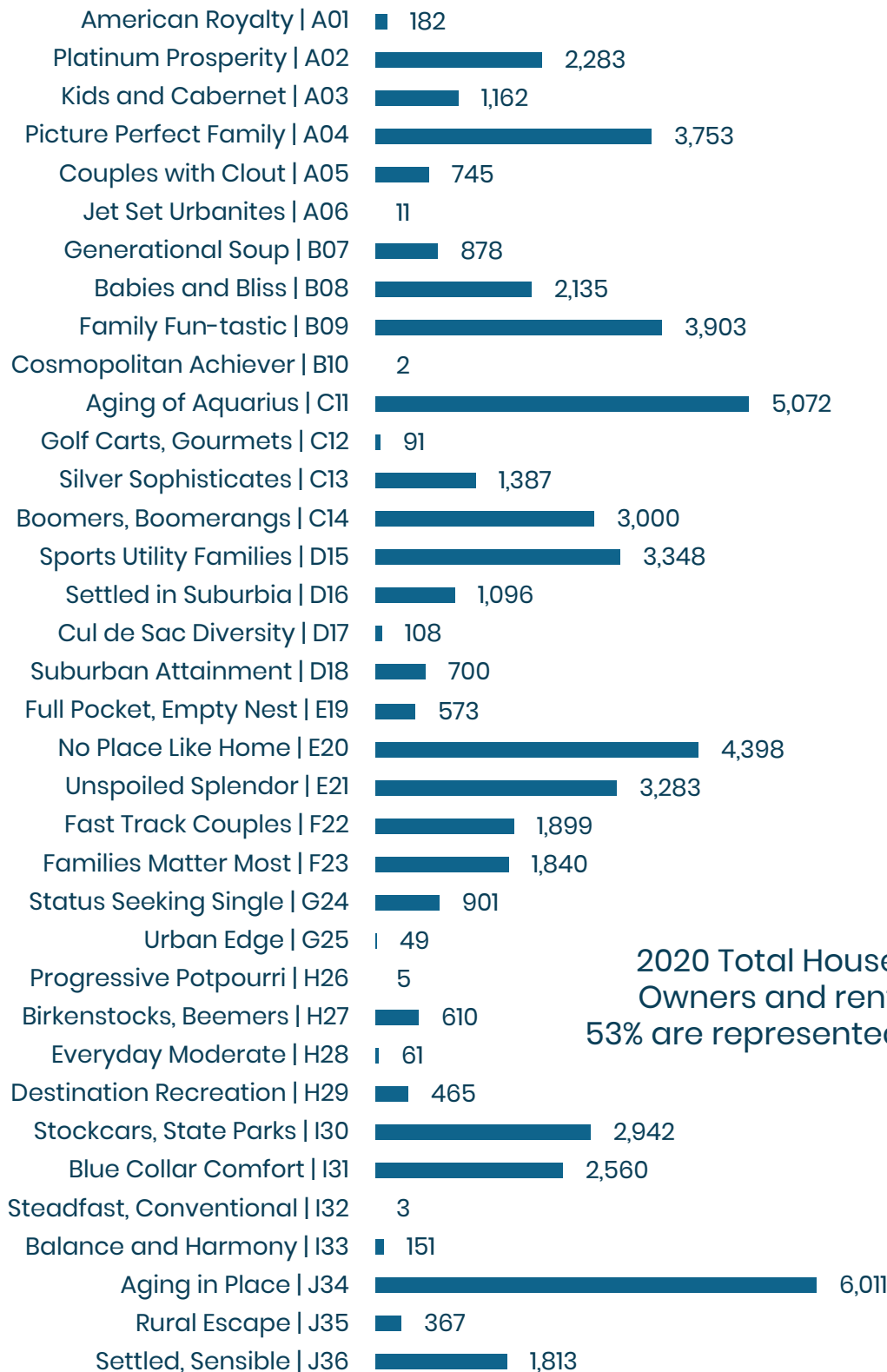
Underlying map provided by Delorme; exhibit prepared by LandUseUSA
Urban Strategies for the City of Portage; March, 2020.



1" = 4,155 ft

1-36 Lifestyle Clusters | Kalamazoo County

The number of existing households living in Kalamazoo County by lifestyle cluster.



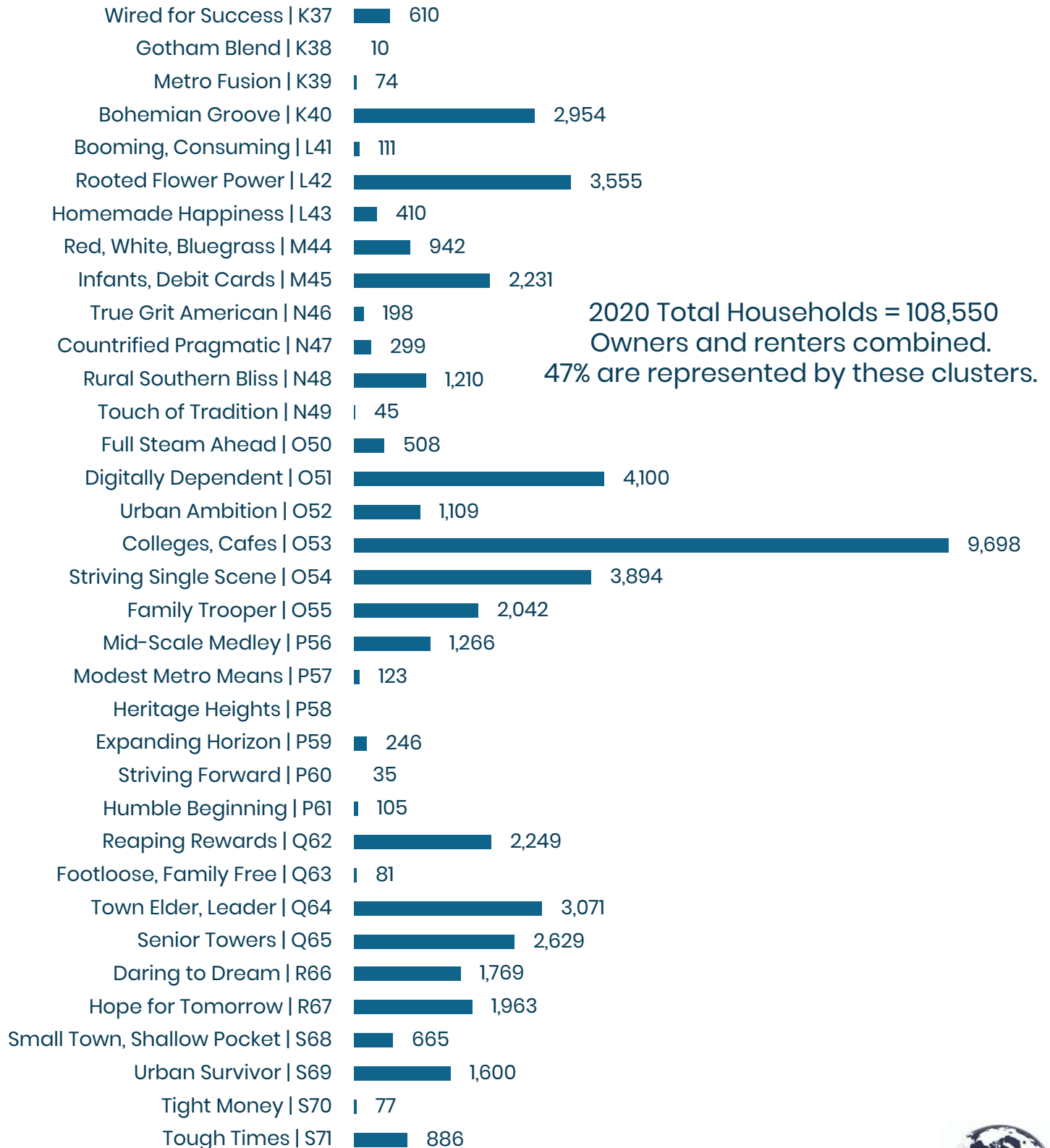
2020 Total Households = 108,550
 Owners and renters combined.
 53% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



37-71 Lifestyle Clusters | Kalamazoo County

The number of existing households living in Kalamazoo County by lifestyle cluster.

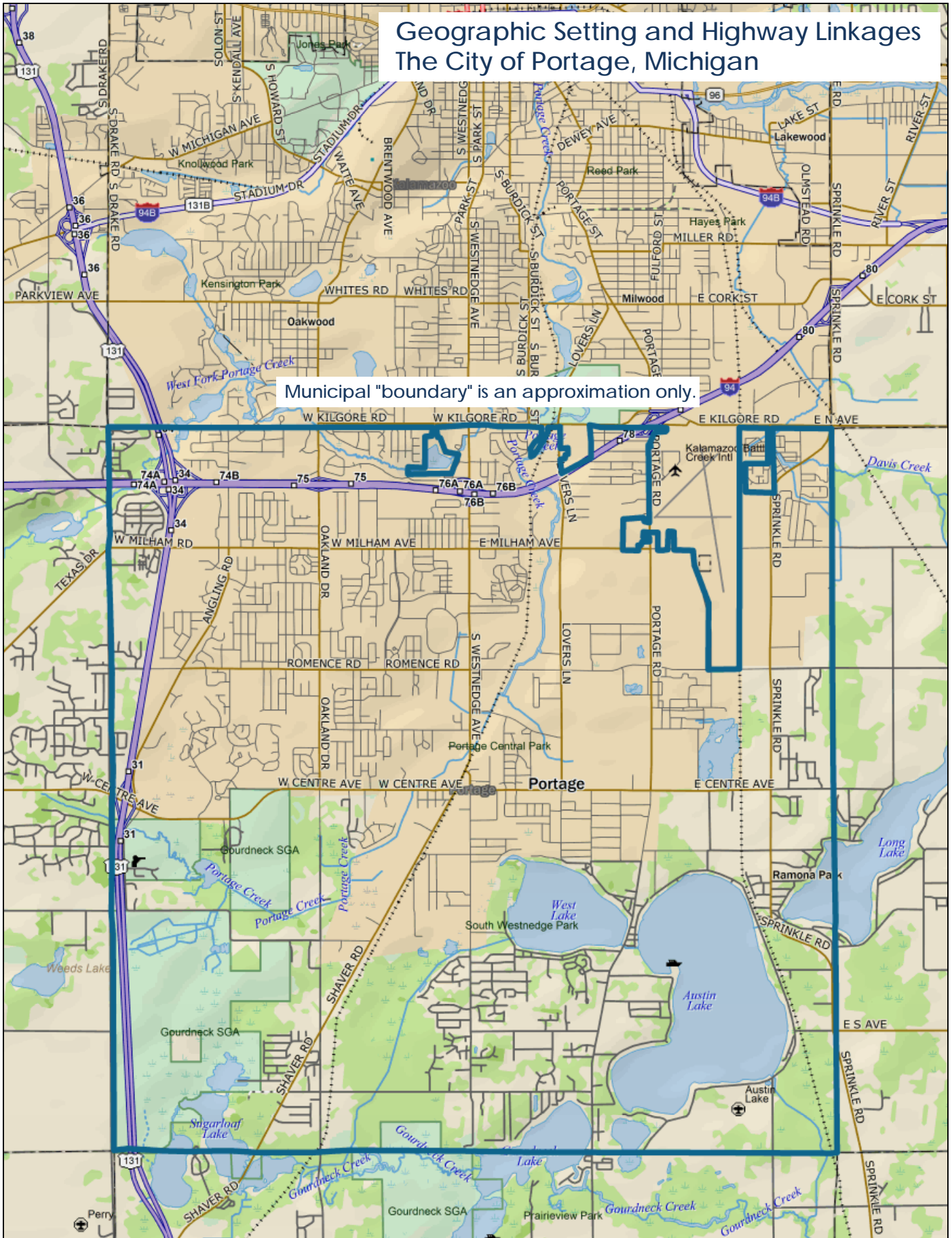


Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.

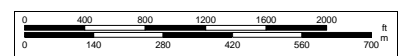


Geographic Setting and Highway Linkages The City of Portage, Michigan

Municipal "boundary" is an approximation only.



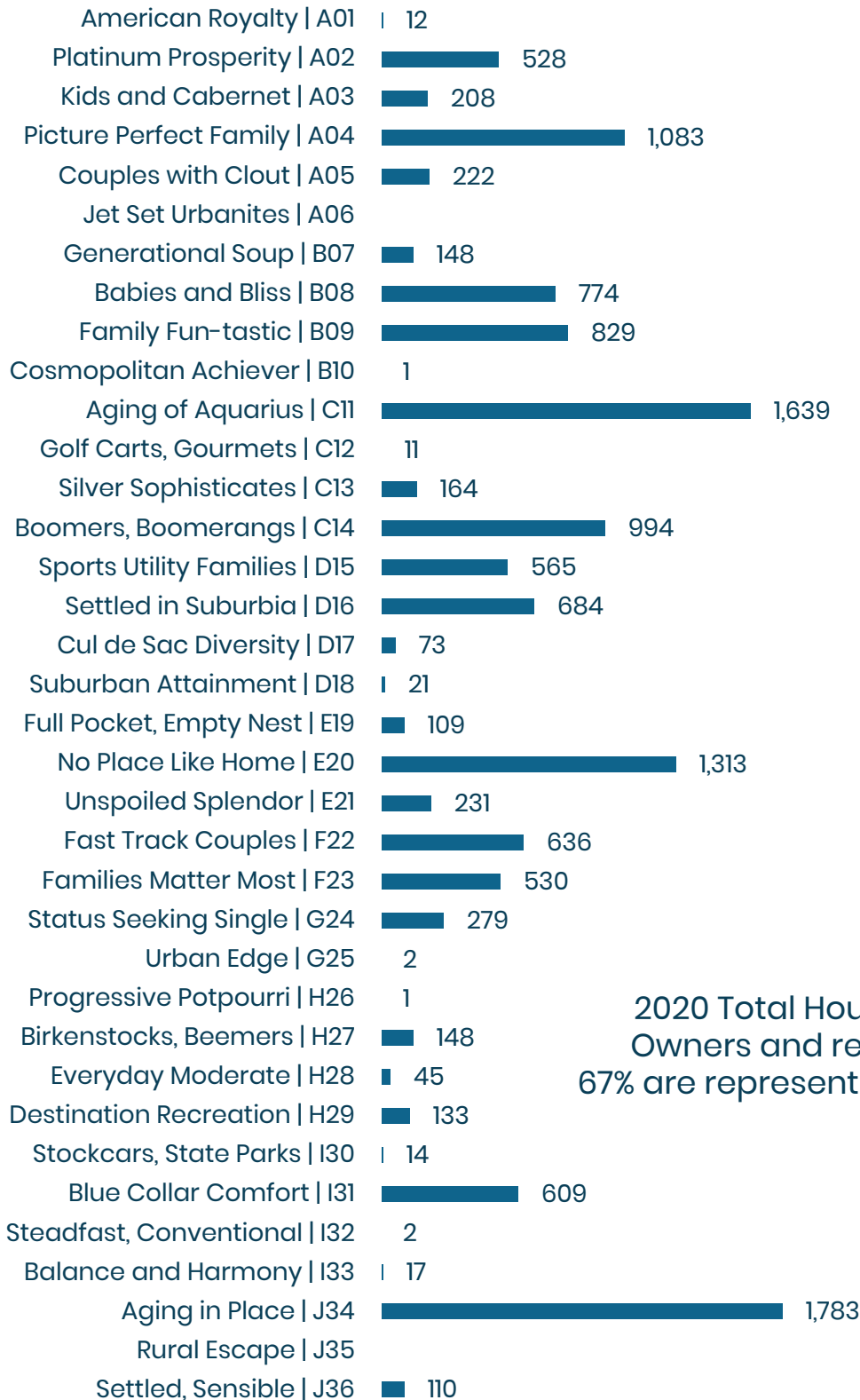
Underlying map provided by Delorme; exhibit prepared by LandUseUSA
Urban Strategies for the City of Portage; March, 2020.



1" = 1,270 ft

1-36 Lifestyle Clusters | Portage City

The number of existing households living in the City of Portage by lifestyle cluster.



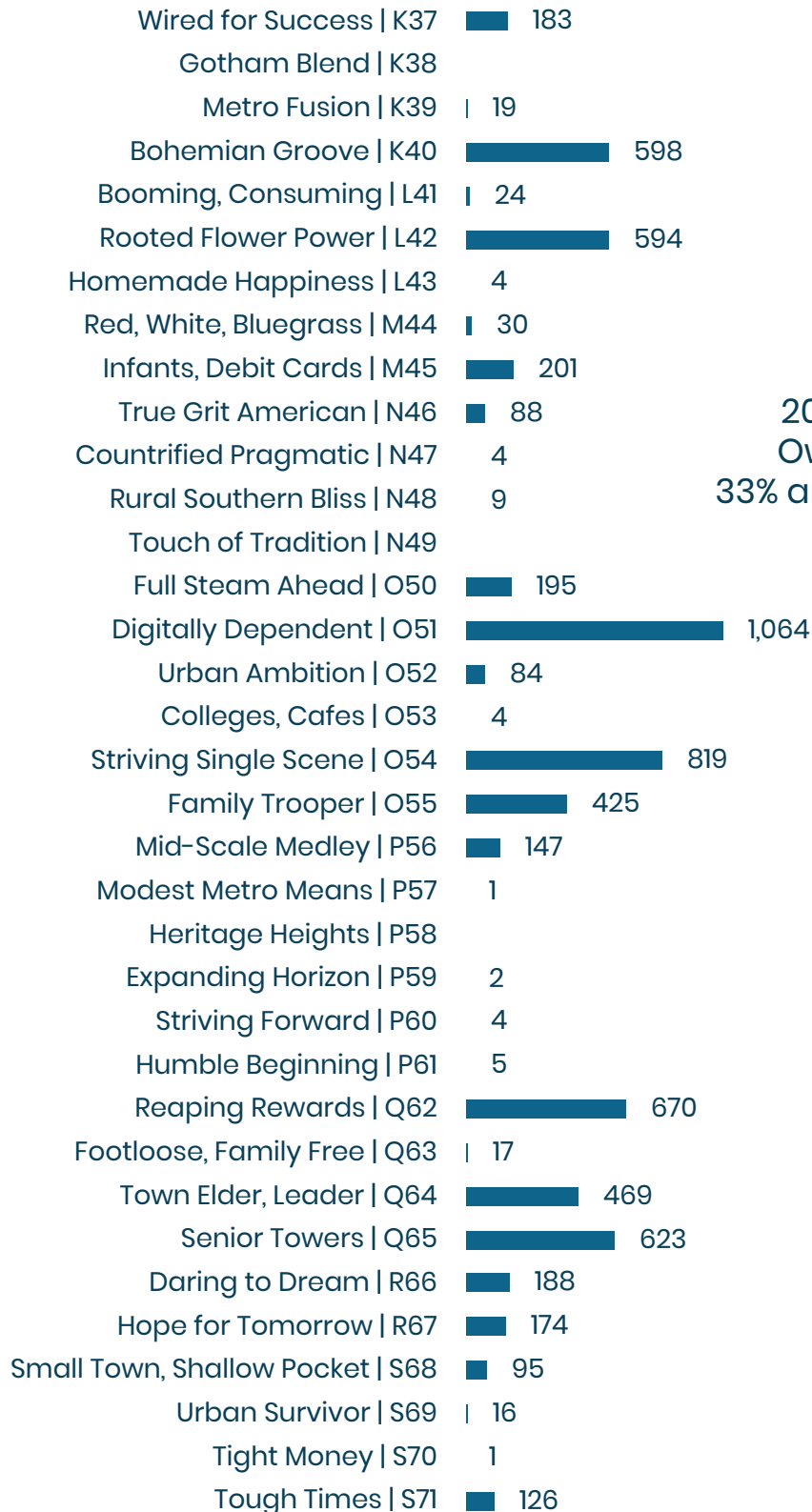
2020 Total Households = 20,800
Owners and renters combined.
67% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



37-71 Lifestyle Clusters | Portage City

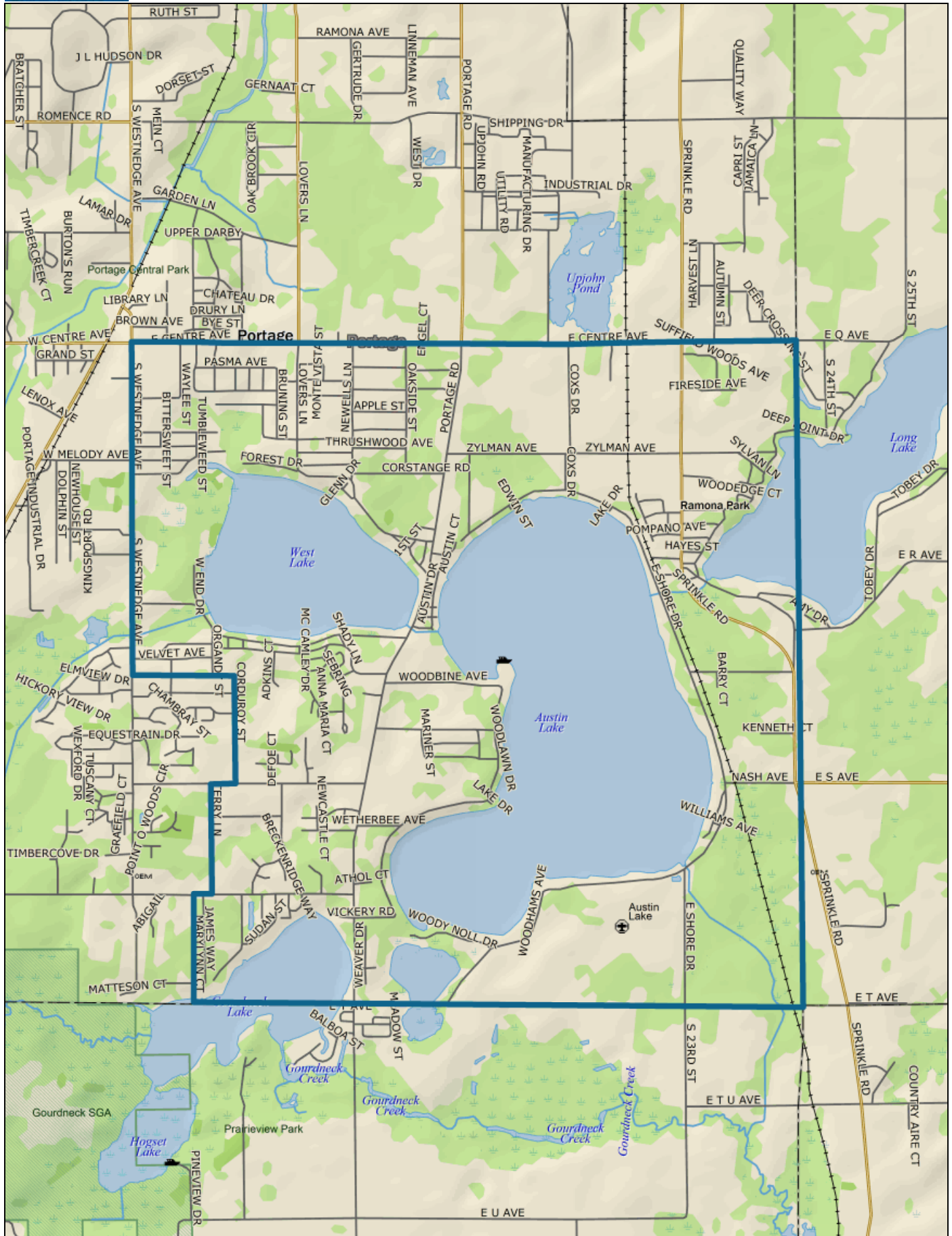
The number of existing households living in the City of Portage by lifestyle cluster.



2020 Total Households = 20,800
Owners and renters combined.
33% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.

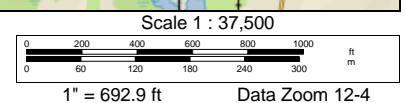
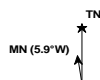




Data use subject to license.

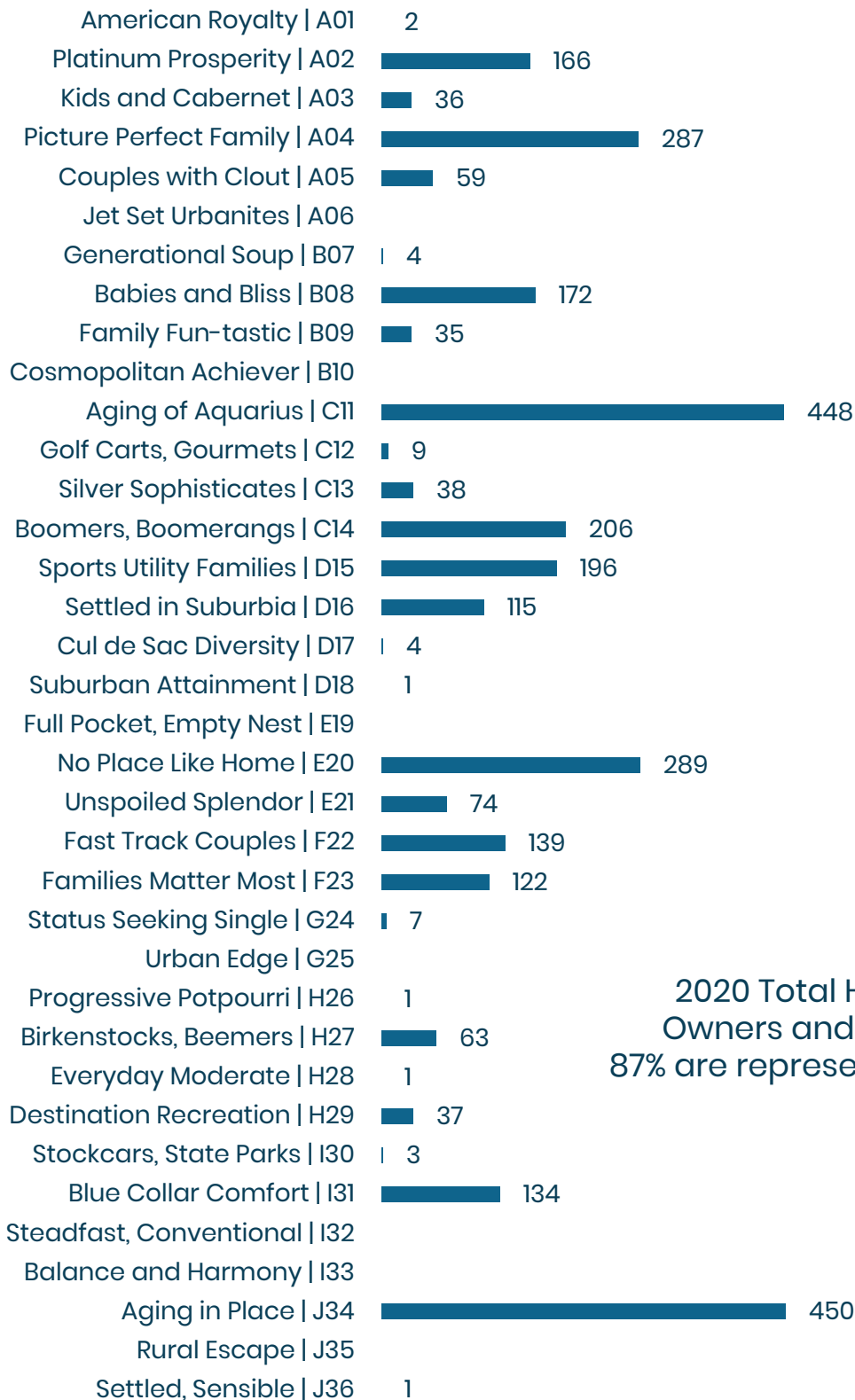
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1-36 Lifestyle Clusters | Lake Center District

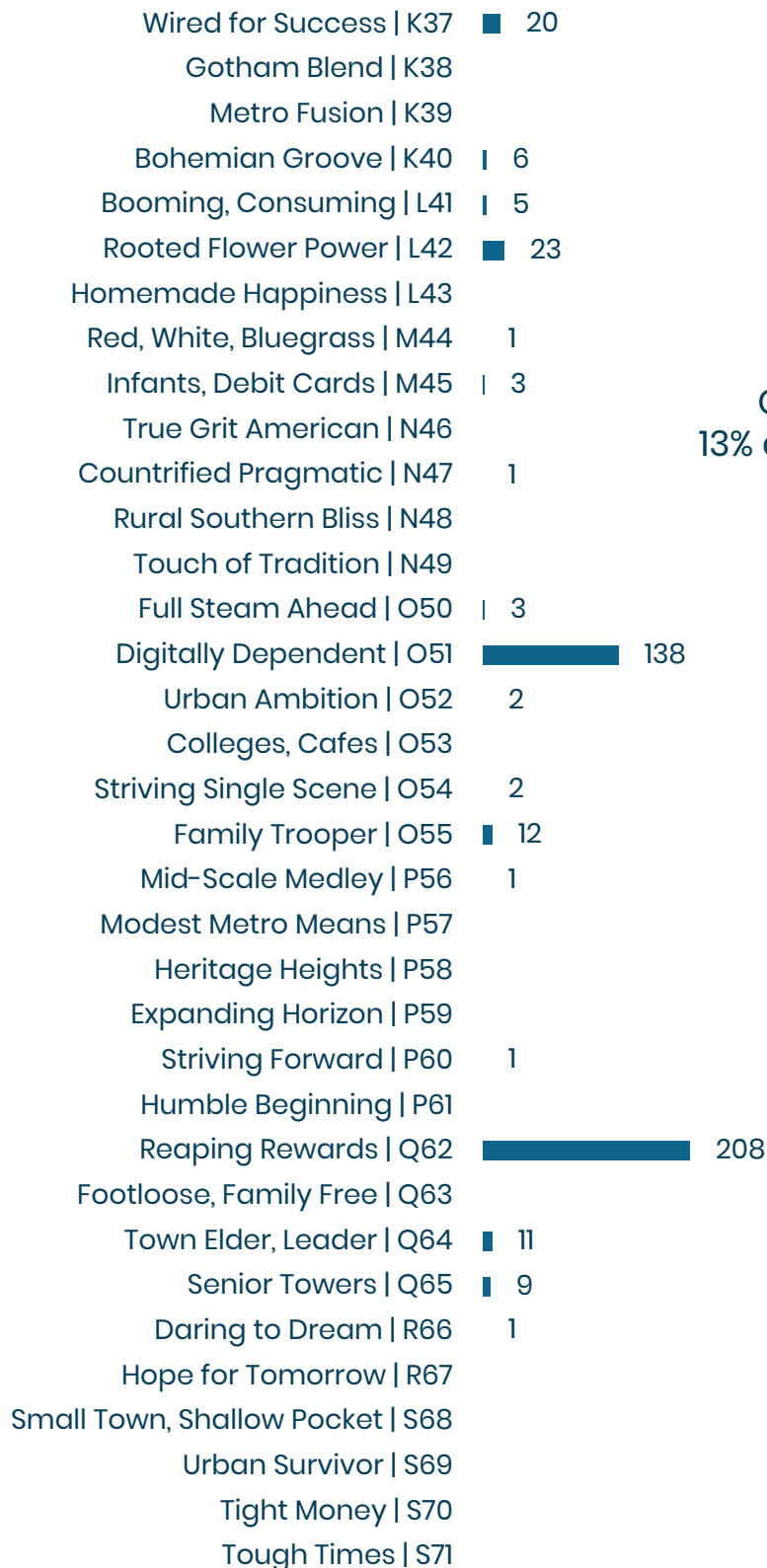
The number of existing households living within the Lake Center District ("Southeast").



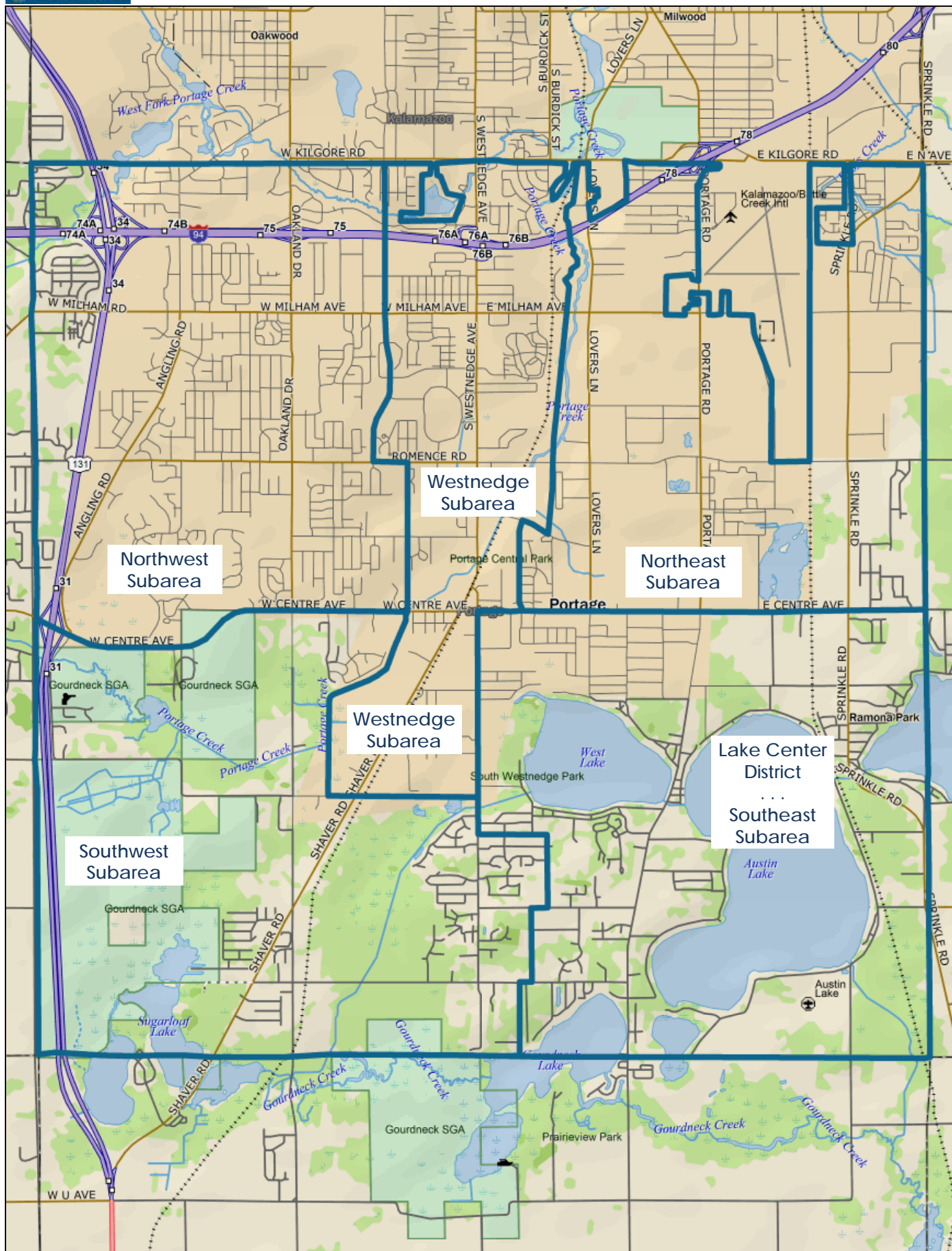
2020 Total Households = 3,546
Owners and renters combined.
87% are represented by these clusters.

37-71 Lifestyle Clusters | Lake Center District

The number of existing households living within the Lake Center District ("Southeast").



2020 Total Households = 3,546
Owners and renters combined.
13% are represented by these clusters.



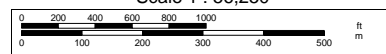
Data use subject to license.

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Scale 1 : 56,250

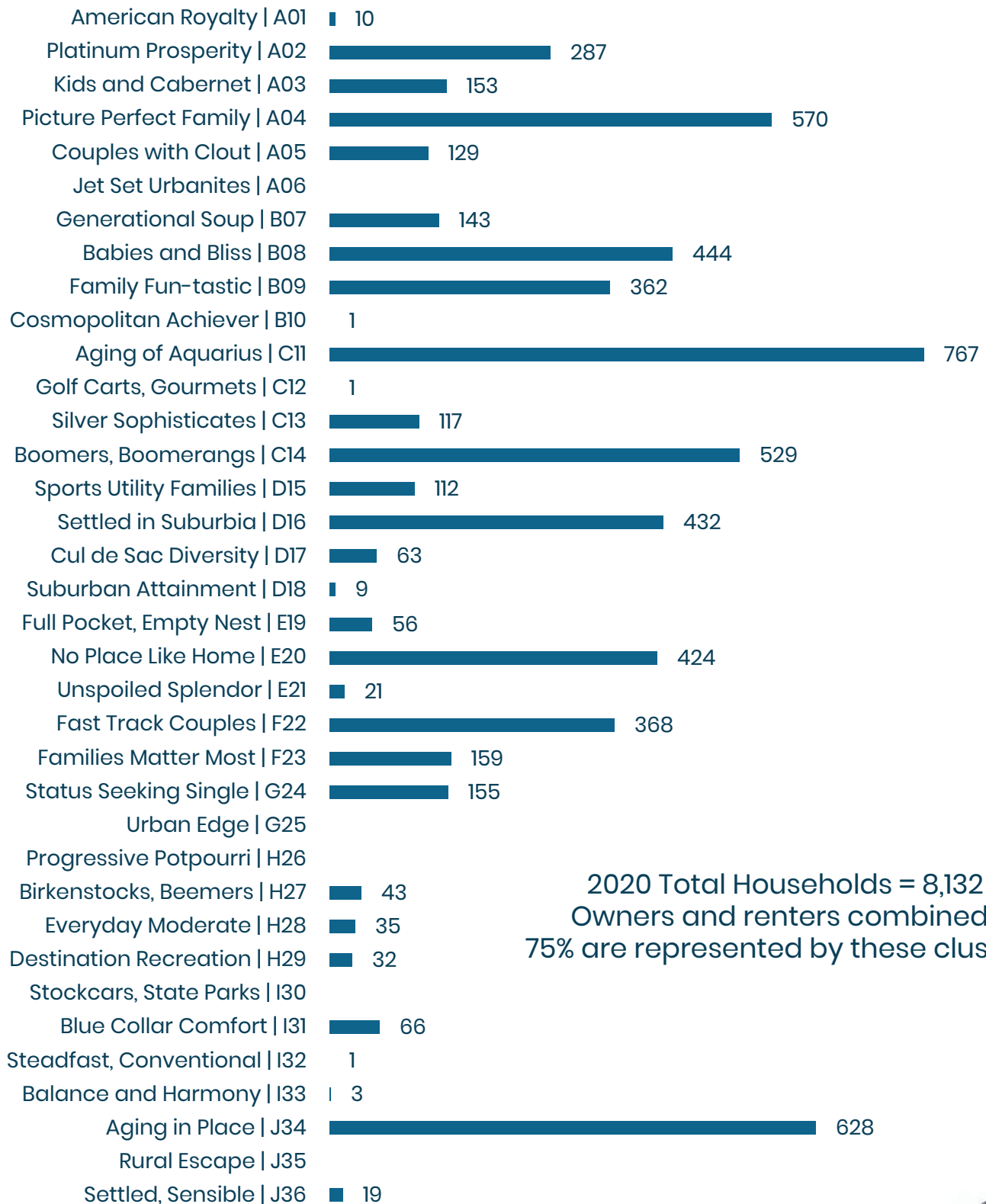


1" = 1,039.3 ft

Data Zoom 11-7

1-36 Lifestyle Clusters | Northwest Subarea

The number of existing households living within Portage's Northwest Subarea.



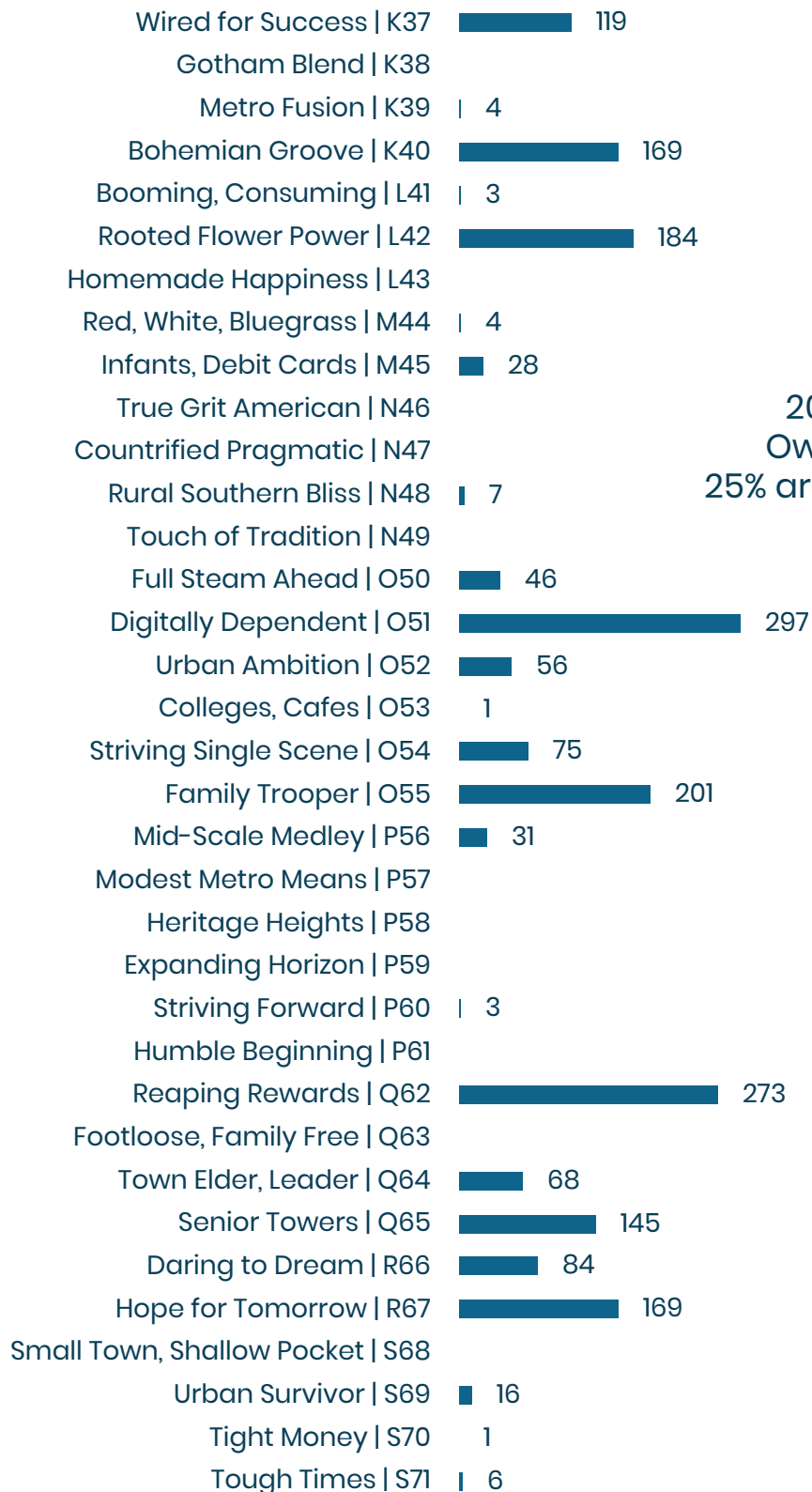
2020 Total Households = 8,132
Owners and renters combined.
75% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



37-71 Lifestyle Clusters | Northwest Subarea

The number of existing households living within Portage's Northwest Subarea.



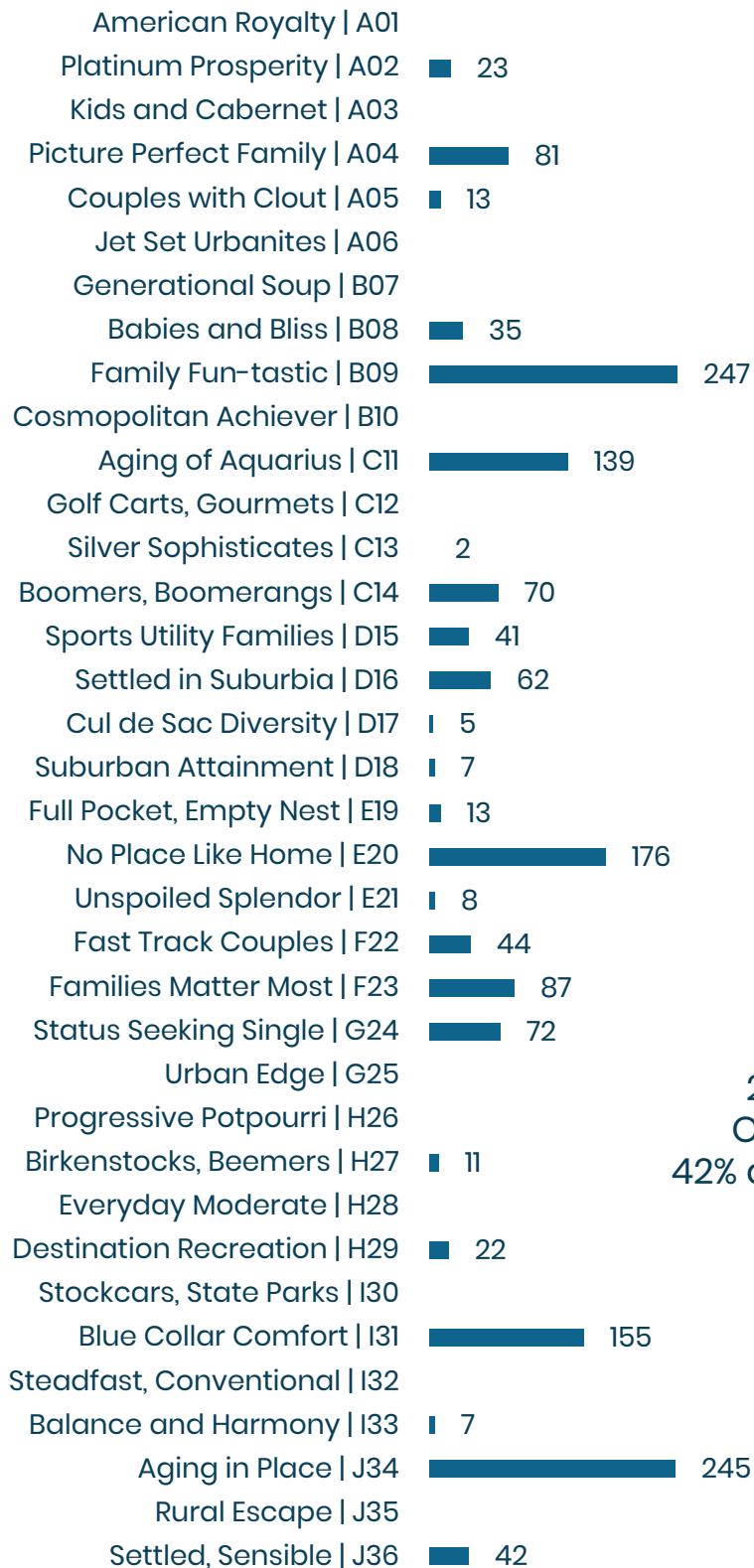
2020 Total Households = 8,132
 Owners and renters combined.
 25% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



1-36 Lifestyle Clusters | Westnedge Subarea

The number of existing households living within Portage's Westnedge Subarea.

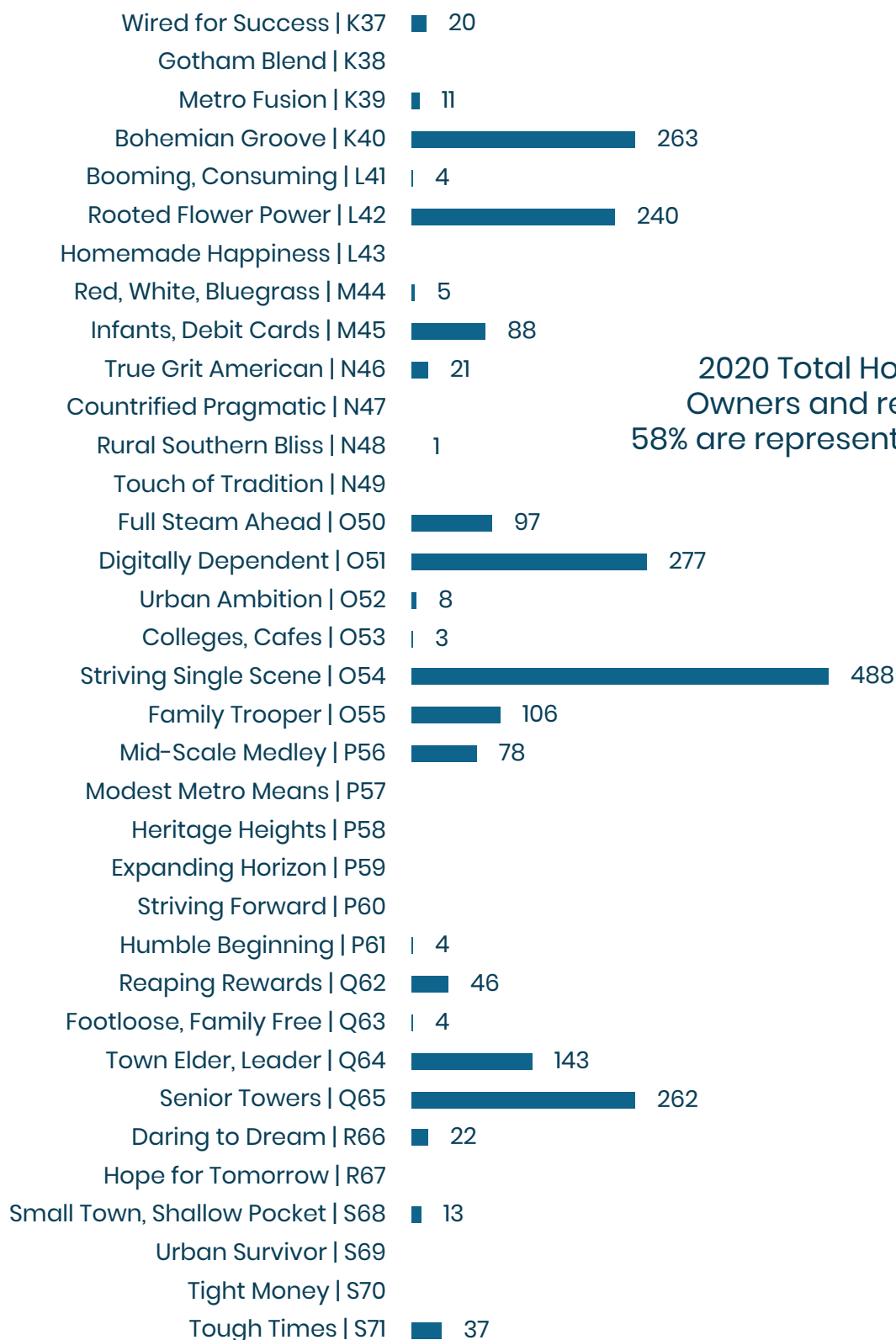


2020 Total Households = 3,849
 Owners and renters combined.
 42% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.

37-71 Lifestyle Clusters | Westnedge Subarea

The number of existing households living within Portage's Westnedge Subarea.



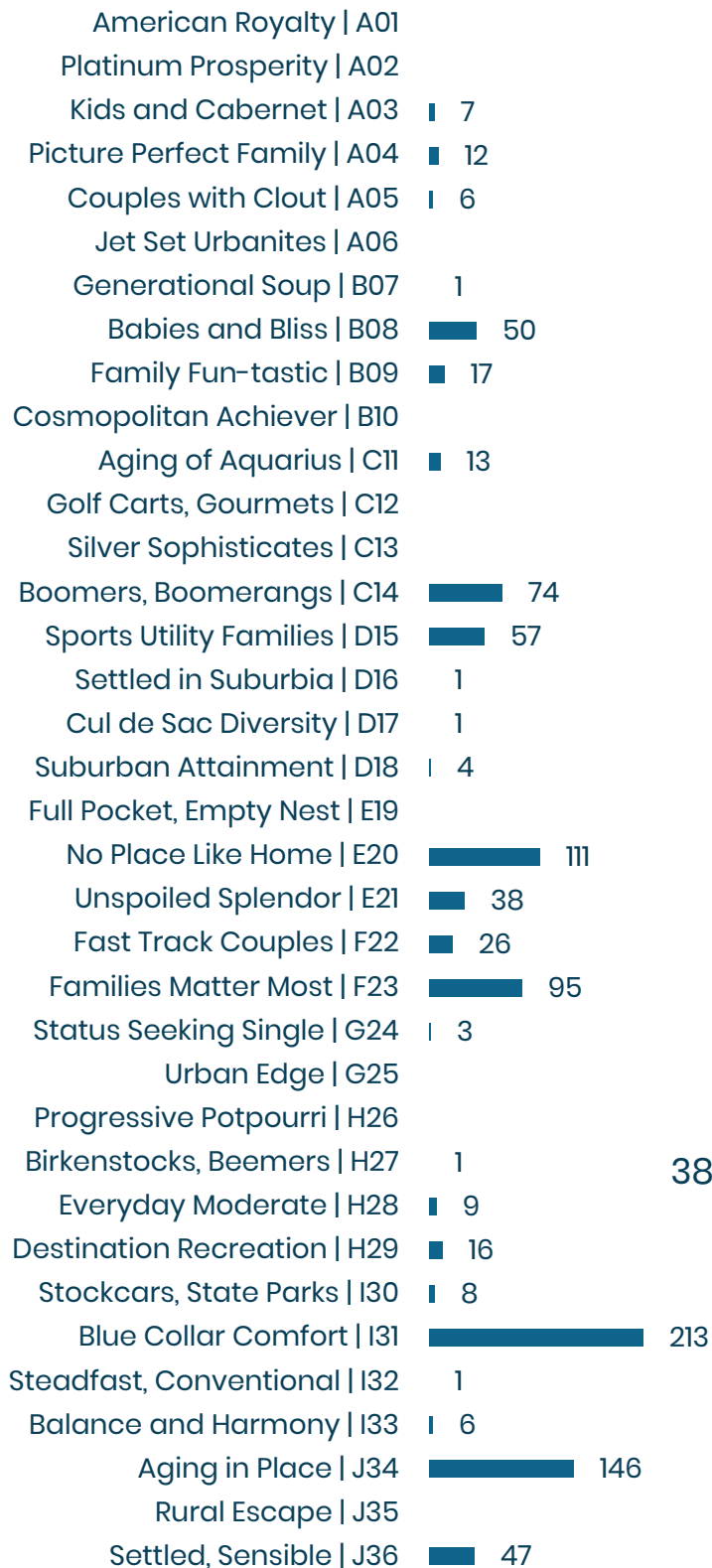
2020 Total Households = 3,849
Owners and renters combined.
58% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



1-36 Lifestyle Clusters | Northeast Subarea

The number of existing households living within Portage's Northeast Subarea.



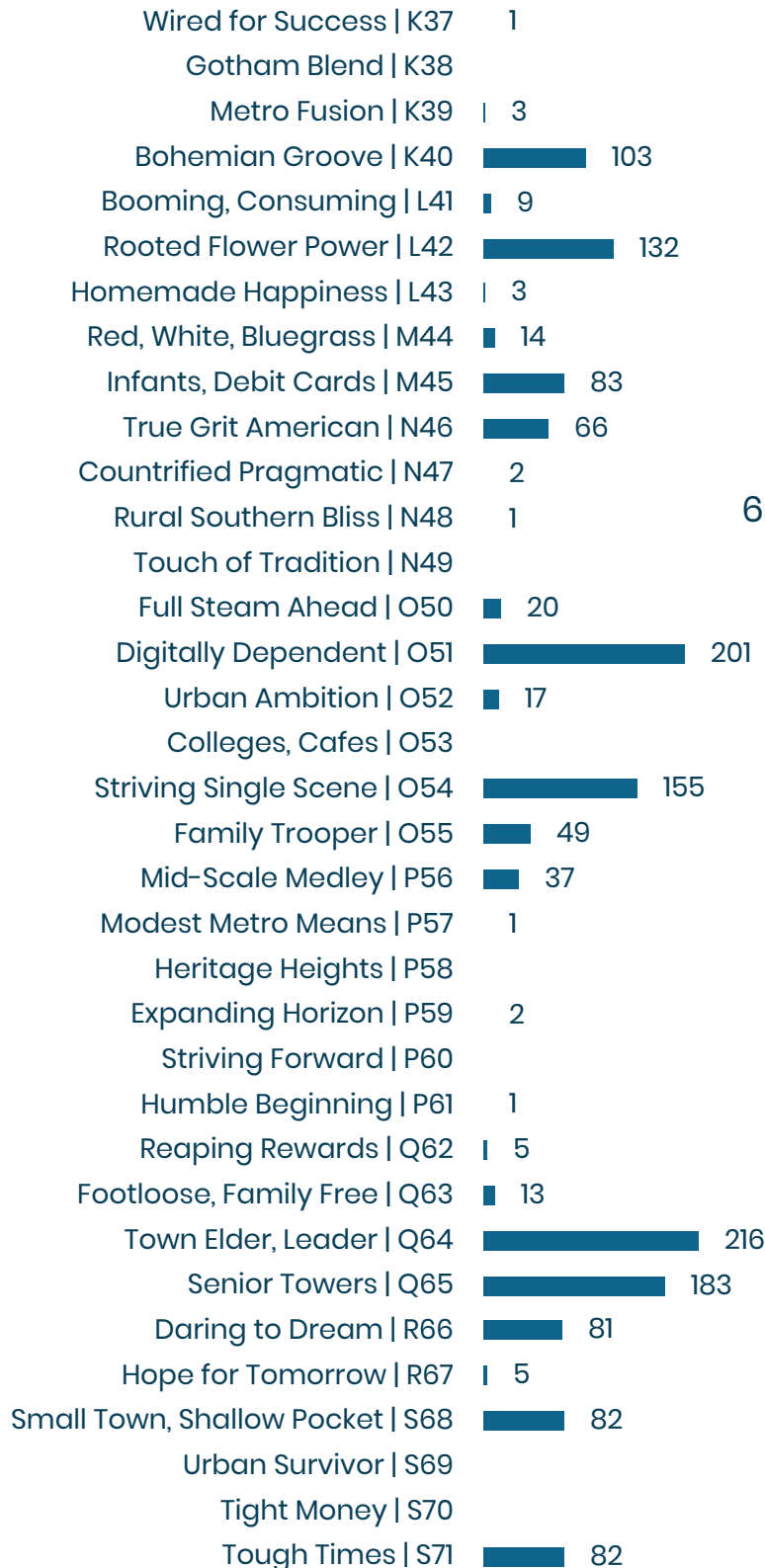
2020 Total Households = 2,527
Owners and renters combined.
38% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



37-71 Lifestyle Clusters | Northeast Subarea

The number of existing households living within Portage's Northeast Subarea.



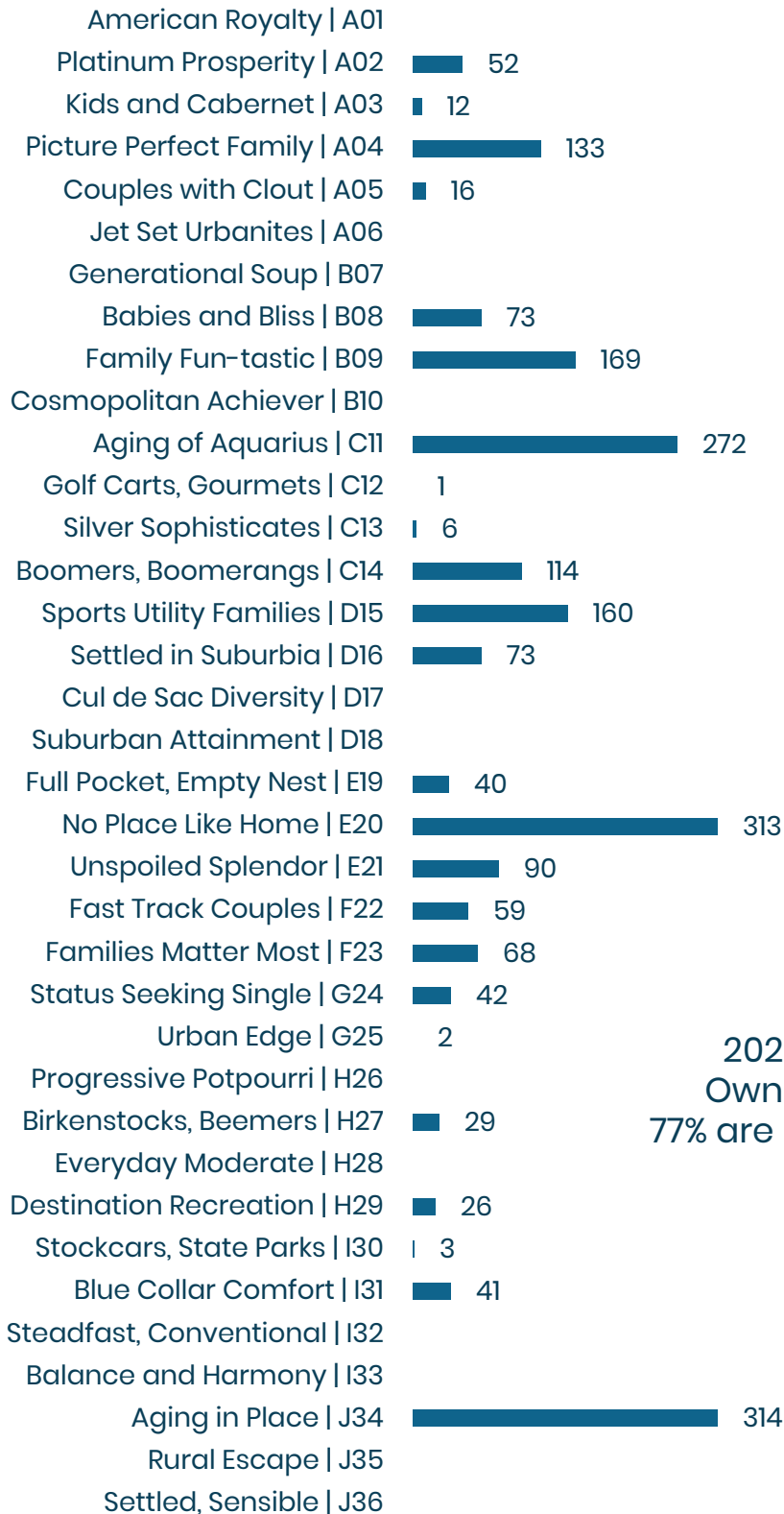
2020 Total Households = 2,527
Owners and renters combined.
62% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



1-36 Lifestyle Clusters | Southwest Subarea

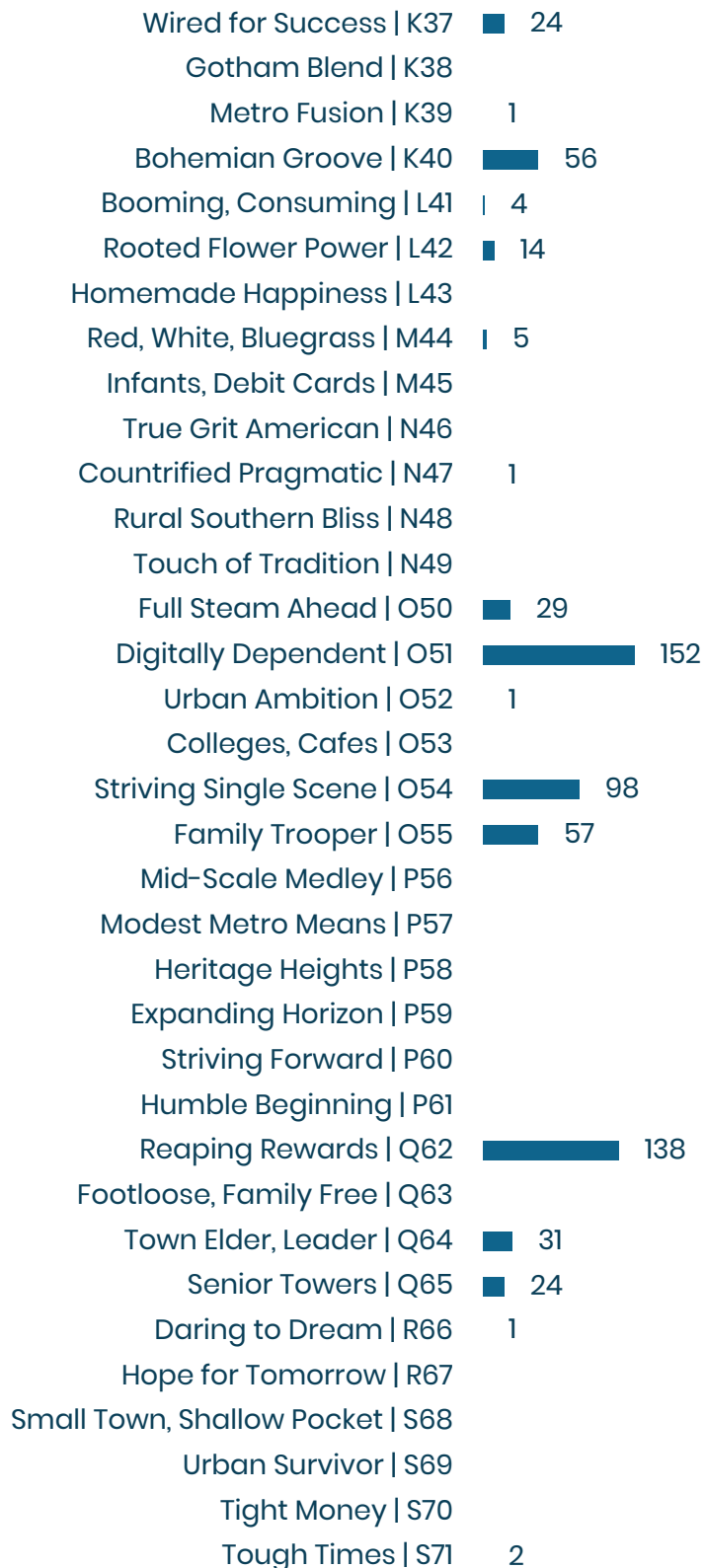
The number of existing households living within Portage's Southwest Subarea.



2020 Total Households = 2,747
Owners and renters combined.
77% are represented by these clusters.

37-71 Lifestyle Clusters | Southwest Subarea

The number of existing households living within Portage's Southwest Subarea.



2020 Total Households = 2,747
Owners and renters combined.
23% are represented by these clusters.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019 and forecast to 2020 by LandUseUSA | Urban Strategies. Analysis & exhibit prepared by LandUseUSA for the City of Portage; February 2020.



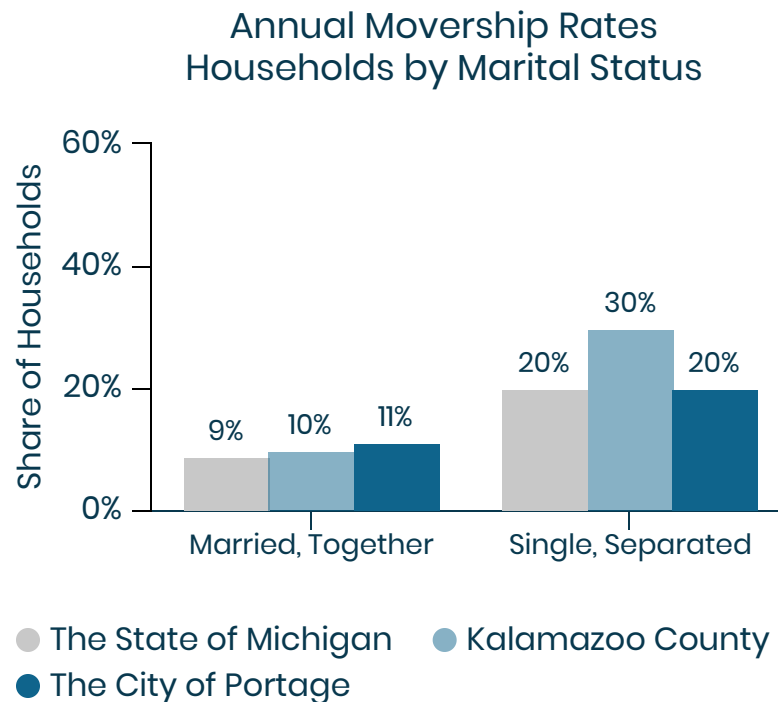
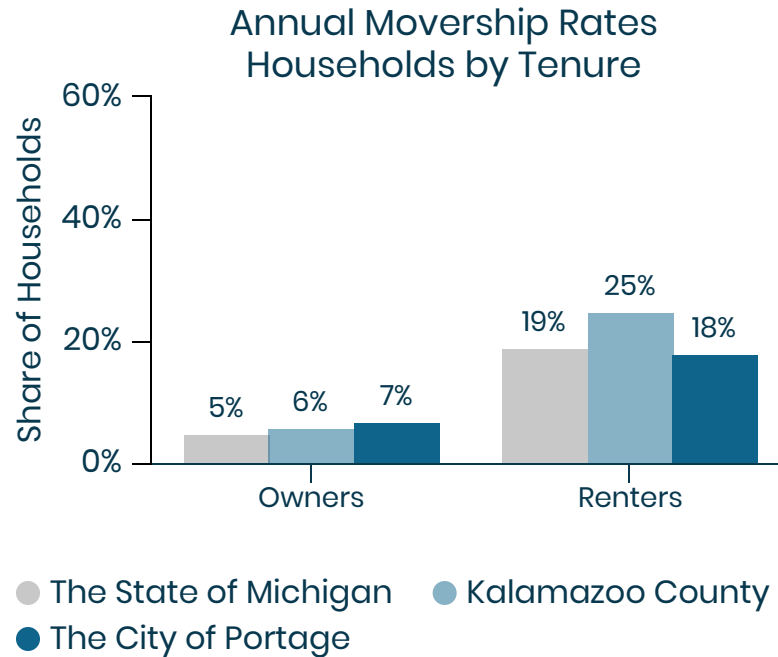
Section H

Movership Rates and Migration



Annual Movership Rates | Portage

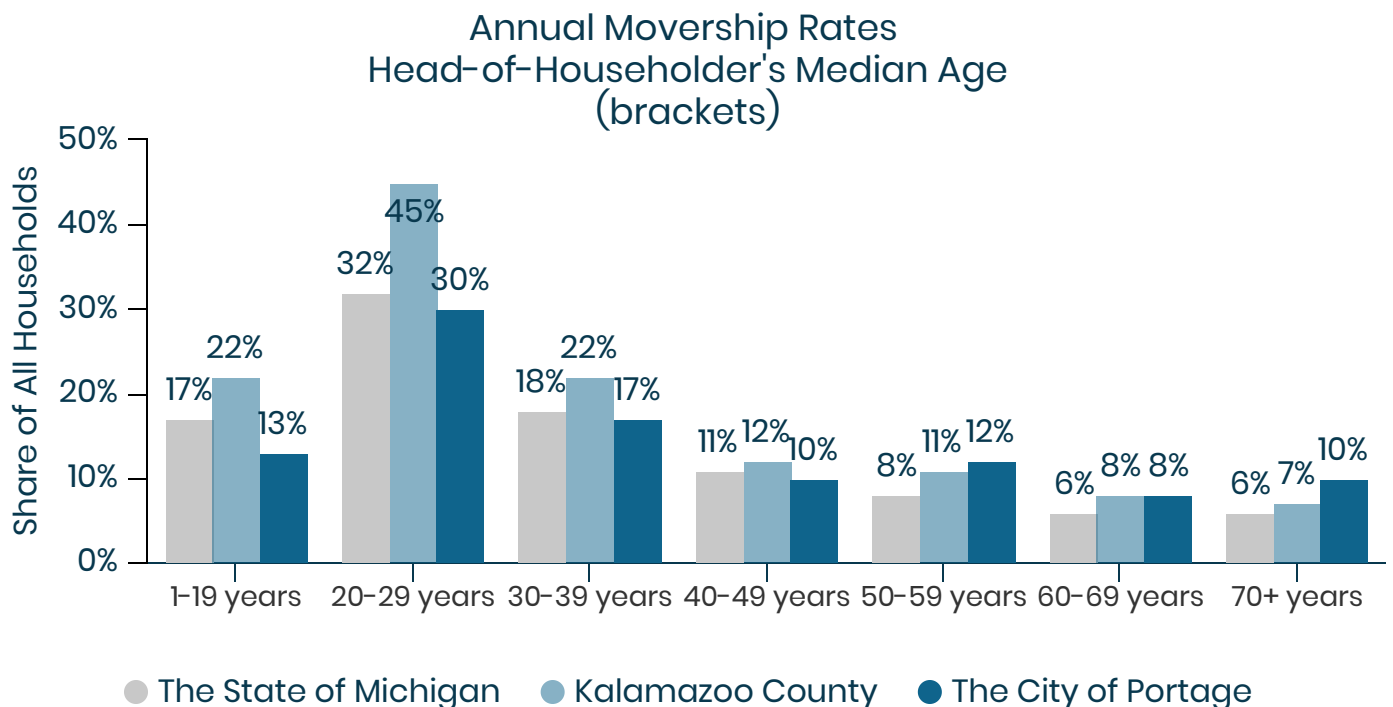
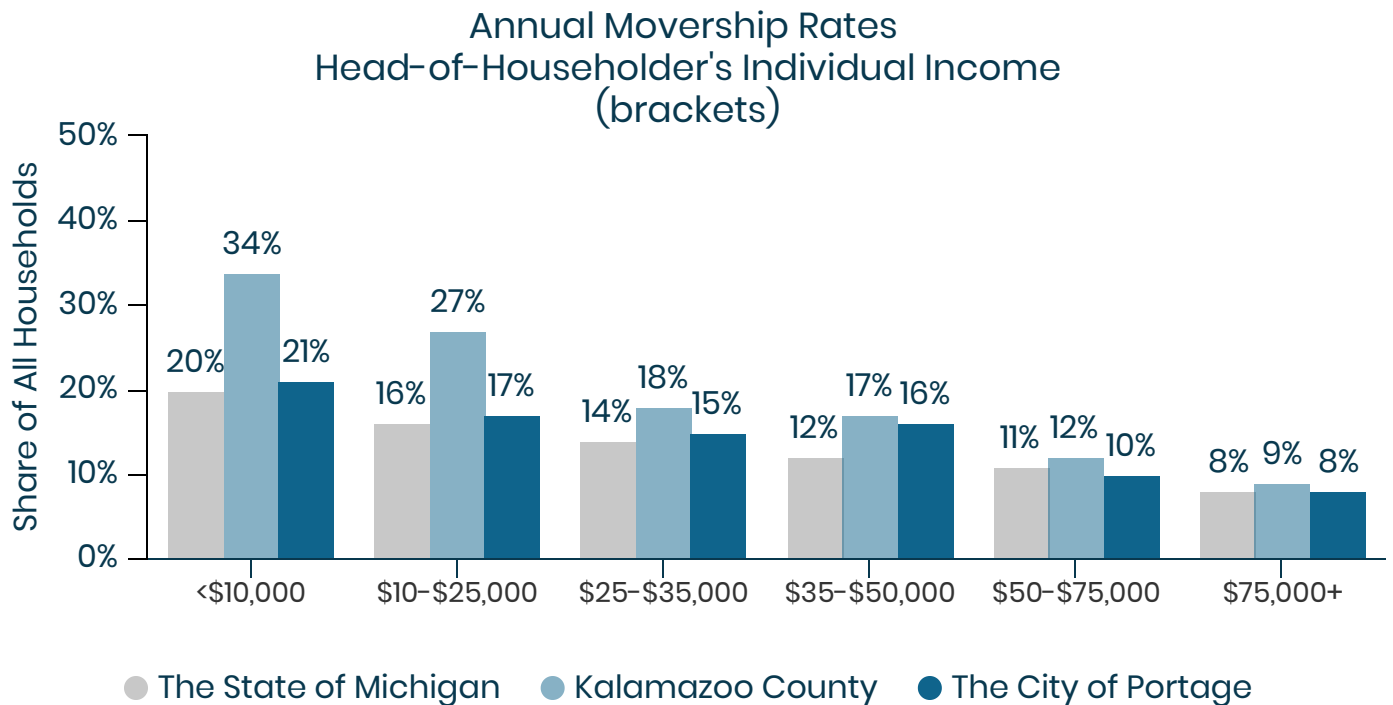
Movership rates by tenure and marital status; with geographic comparisons.
(A movership rate is the share of households that move in any given year.)



Underlying data based on tax filings reported by the Internal Revenue Service (IRS) through 2018 and the American Community Survey through 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.

Movership by Income, Age | Portage

Average annual movership rates by and age income bracket; and by geography
(A movership rate is the share of households that move in any given year.)

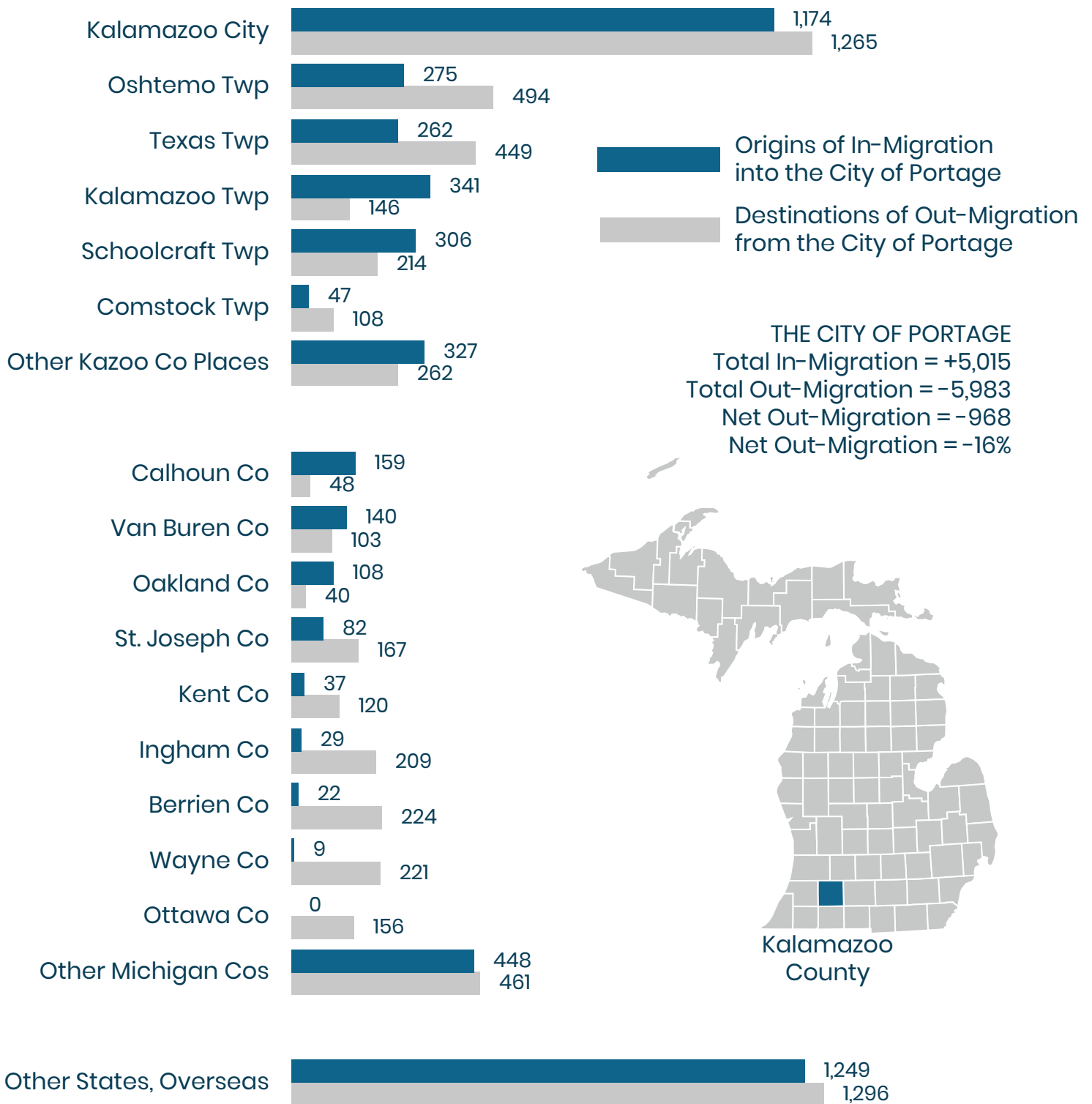


Underlying data based on tax filings reported by the Internal Revenue Service (IRS) through 2018, and the American Community Survey through 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.



Net Out Migration | Portage

Origins of population In-Migration and destinations of Out-Migration, with net losses.

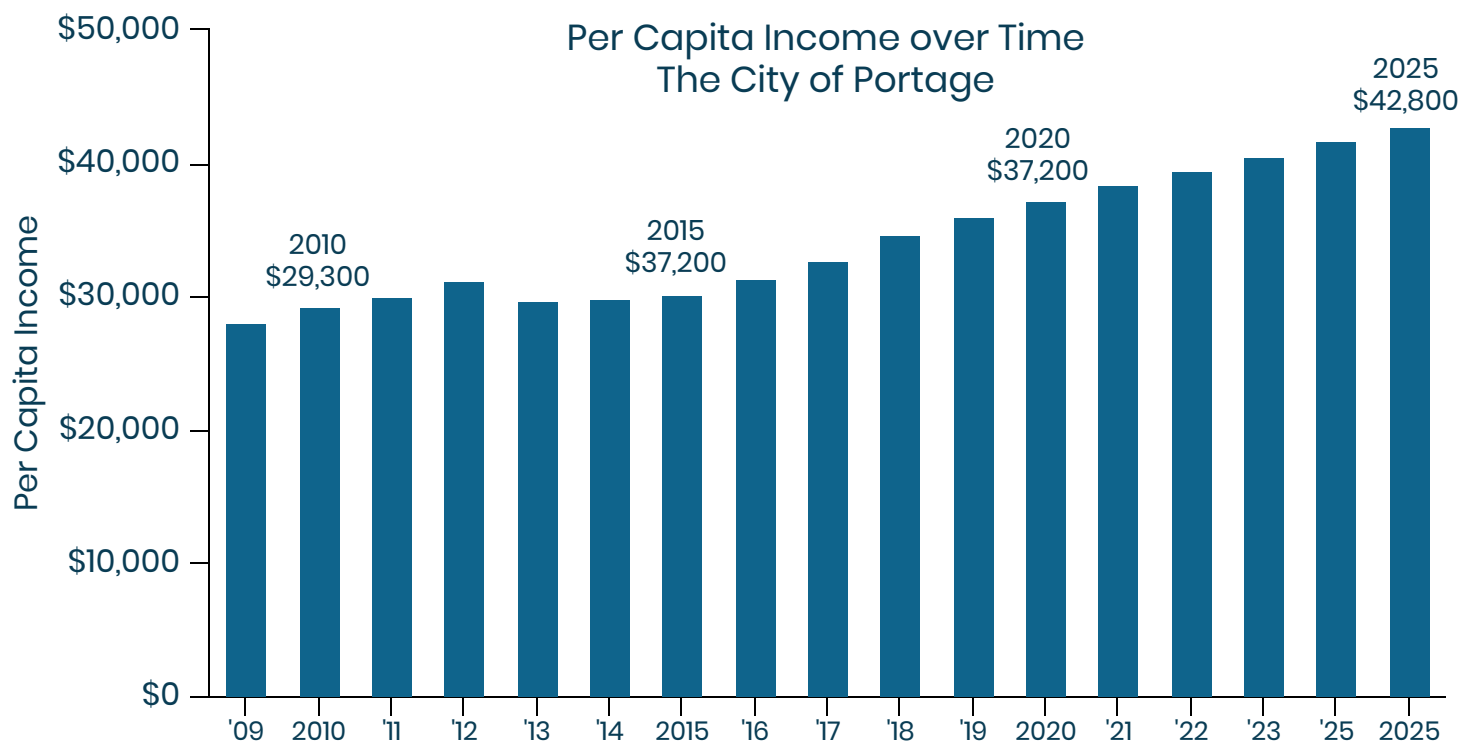
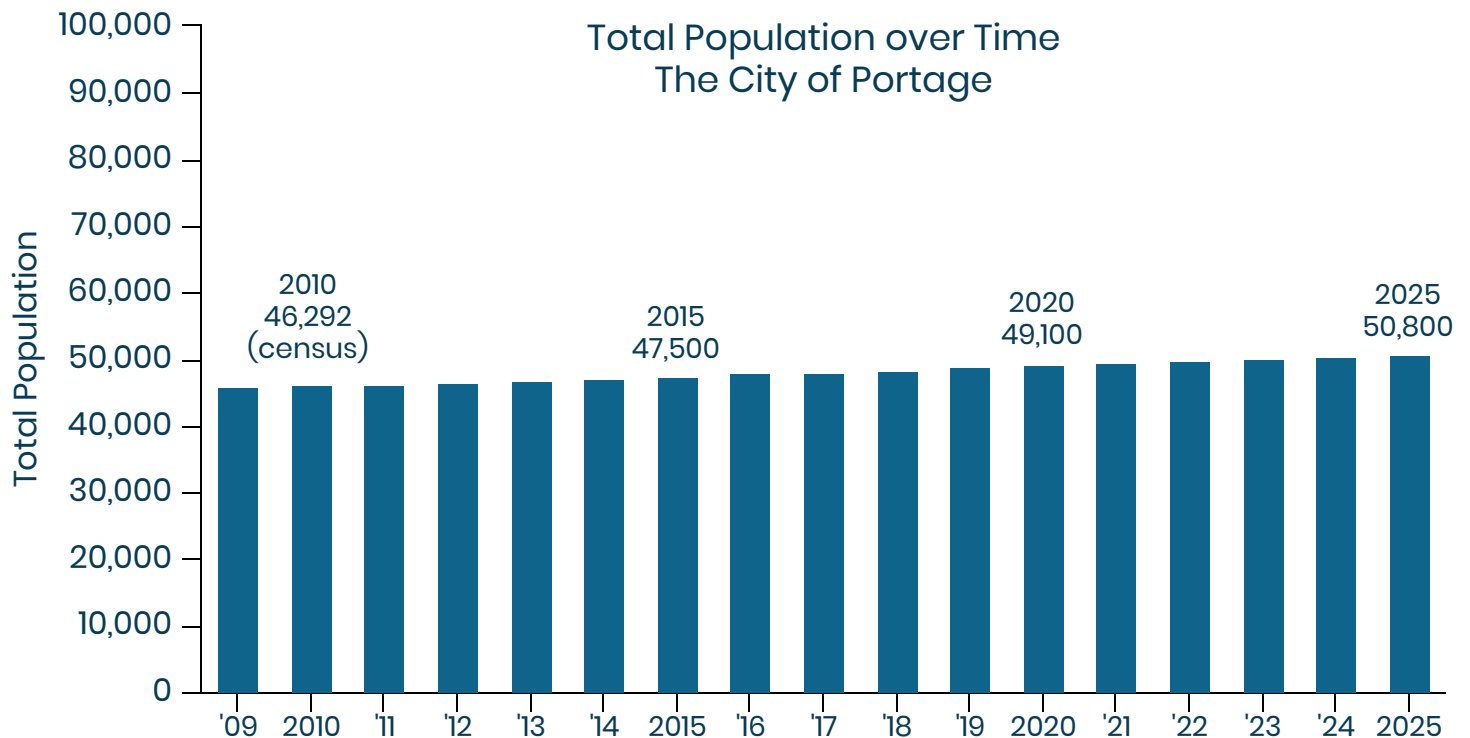


Underlying data based on individual tax returns as reported by the American Community Survey with five-year estimates through 2017. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.



Population and Income | Portage

Population and per capita income are used to forecast retail expenditure potential.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Section I

Available Housing Choices For-Sale Units



Asking Price per Square Feet v. Unit Size
Townhouses, Condos, Attached | Owner Units
The City of Portage | May 2020



Source: Underlying data garnered from field observations, phone surveys, assessor's records, and some internet reserach.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020. Townhouses and condominiums may include some detached units like traditional mansion-style cottages and houses.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimate Sq Ft	2020 Value	2020 \$/Sq. Ft.
Dogwood	2020	2	2	2,130	\$407,500	\$191
Aster		2	2	1,985	\$390,000	\$196
Clover		2	2	1,975	\$395,000	\$200
Foxglove		2	2	1,880	\$387,500	\$206
Elderberry		2	2	1,830	\$384,500	\$210
Kousa		2	2	1,675	\$370,000	\$221
Magnolia		2	2	1,625	\$363,500	\$224
Lily		2	2	1,545	\$327,500	\$212
Juniper		2	2	1,500	\$321,500	\$214
Daisy		2	2	1,475	\$345,000	\$234
Bluebell		2	2	1,390	\$293,500	\$211
Bluebell		2	2	1,390	\$310,000	\$223
Iris		2	2	1,285	\$307,500	\$239
Whisper Rock models						
8166 Flat Rock Rdg	2020	3	3.5	3,065	\$500,000	\$163
		3	3	2,560	\$475,000	\$186
		3	3	1,510	\$340,000	\$225
		2	2	1,390	\$300,000	\$216
8328 Boulder Crk Point	2020	3	3	3,120	\$500,000	\$160
8299 Boulder Crk Point	2020	3	3.5	2,975	\$550,000	\$185
9362 Sassafras Trl	2020	2	2	1,875	\$362,000	\$193
10420 Hammock Cir	2019	2	2	1,210	\$220,000	\$182
10424 Hammock Cir	2019	2	2	1,210	\$223,000	\$184

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUS Urban Strategies for the City of Portage; 2020.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimate Sq Ft	2020 Value	2020 \$/Sq. Ft.
2056 Hailey Ct	2019	2	2	1,190	\$220,000	\$185
2062 Hailey Ct	2019	2	2	1,190	\$225,000	\$189
10621 Gracie Ln	2019	2	2	1,550	\$349,000	\$225
10631 Gracie Ln	2019	2	2	1,305	\$295,000	\$226
781 Janelle Ct	2019	2	2	1,550	\$360,000	\$232
800 Janelle Ct	2019	2	2	1,360	\$349,000	\$257
2260 Whisper Rock Trl	2018	2	2	1,655	\$380,000	\$230
2179 Whisper Rock Trl	2018	2	2	1,390	\$320,000	\$230
Oakland Hills	2012	3	3	3,835	\$475,000	\$172
2155 Hollow Creek Trl		3	3	3,635		
Portage	2006	3	3	3,120		
	2006	3	3	2,930		
		3	3	2,920		
		3	3	2,765		
	2016	3	3	2,720		
		3	3	2,470		
		2	3	2,380		
		3	2.5	1,600		
14338 Bridgeview	2005	4	4	3,345	\$340,000	\$183
Vicksburg	2015	3	3	2,950		
		2	2	1,860		

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUS Urban Strategies for the City of Portage; 2020.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimat Sq Ft	2020 Value	2020 \$/Sq. Ft.
Woodlands Austin Lake	2009	2	2	2,425	\$375,000	\$155
9365 Brianna Tr	2008	2	3	2,250		
9385 Brianna Tr	2015	2	2	1,965	\$308,000	\$157
The Woodlands	2006	3	3	2,125	\$239,000	\$112
9435 Woodlands Trl	2014	2	2	1,955		
9279 Woodlands Trl		2	2	1,945	\$305,000	\$157
2400 Shady Oak Cv	2012	3	3	2,715	\$399,000	\$147
8858 Silver Oak Cv	2010	2	3	2,380	\$325,000	\$137
11038 Portage Rd	2008	2	1	1,200	\$157,900	\$132
11074 Portage Rd	1972	1	1	600	\$70,000	\$117
8687 Oakland Cills Cir	2007	3	3	2,330	\$320,000	\$137
Sterling Oaks	2007	3	3	1,885	\$232,500	\$123
9693 Palmetto Ct		2	3	1,230	\$210,000	\$171
Woodland Trails	2006	3	2.5	2,735		
9279 The Woodlands Trl		3	3	2,120	\$240,000	\$113
		3	2	1,900		
9861 Fort Myers Pkwy	2005	2	2	1,460	\$235,000	\$161

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUS Urban Strategies for the City of Portage; 2020.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimate Sq Ft	2020 Value	2020 \$/Sq. Ft.
Sterling Oaks West 1011 Coral Springs Dr	2009	3	3	3,145	\$320,000	\$174
		3	3	2,740		
		3	3	2,700		
		2	2	2,205		
		3	2	1,840		
		3	2	1,625		
		3	3	1,285		
		2	1	1,210		
1918 Brighton Ln	2005	3	3	1,755	\$212,000	\$162
		3	3	1,675		
		3	3	1,645		
		2	2	1,310		
3739 Tartan Cir	1992	2	2	1,225	\$200,000	\$163
3762 Tartan Cir	1983	2	1	925	\$142,000	\$154
Lakes of Woodbridge 3773 Tartan Cir	1991	2	2	1,175	\$167,000	\$142
Lakes Woodbridge Hills 7606 Woodbridge Ln	1990	4	3	2,185	\$211,000	\$141
		3	3	1,845		
		2	2.5	1,790		
		3	3	1,765		
		3	2.5	1,555		
		3	2.5	1,500		
		2	2	1,255		
		2	2	1,255		
		2	1	1,215		
		2	2	1,130		
		2	2	1,130		
		2	1	1,065		

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseU's Urban Strategies for the City of Portage; 2020.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimat Sq Ft	2020 Value	2020 \$/Sq. Ft.
Marsh Pointe 4076 W Centre Ave	1990	3	2	1,520		
		3	3	1,500		
		2	2	1,220		
		2	2	1,220		
		2	2	1,170		
		2	2	1,140		
		2	2	1,120	\$100,000	\$89
		2	2	1,120		
		2	2	1,120	\$115,000	\$103
		2	2	1,120		
Woodbridge Hills 7675 Blackmar Cir	1983	3	2.5	3,035		
		3	2.5	2,640		
		4	4	2,405		
		3	3	2,205		
		3	3	1,990		
		3	2.5	1,740		
		3	3	1,595		
		2	1	1,215	\$149,000	\$123
		2	2	1,132	\$143,000	\$126
		1	1	915		
3262 Wimbledon Dr	1983	2	1	1,200		
		2	2	1,120		
		2	1	1,040		
		2	1	900	\$105,000	\$117
Foxwood Hills 4568 Foxfire Trl	1982	3	3	2,075		
		3	3	1,900		
		3	2.5	1,250		
			2	1,170	\$122,000	\$104
		2	2	1,015		

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUS Urban Strategies for the City of Portage; 2020.

Townhouses, Condos, Attached | Owner Units

The City of Portage | May 2020

Name and Address	Year Built	Bed Rooms	Bath Rooms	Estimate Sq Ft	2020 Value	2020 \$/Sq. Ft.
7648 E St Andrews Cir	1981	5	3	3,265	\$260,000	\$80
Harbors of Portage 5570 Grand Traverse Ln	1981	2 2	1.5 1.5	940 900	\$124,000	\$138
3525 Scots Pine Way	1979	3 3 . . 2 2	2 2 2 2 2	1,360 1,340 1,235 1,055 1,000	\$128,000	\$104
10072 Pepperell Ct	1979	3 3 3 2 2 1	2.5 1.5 1.5 1 2 1	2,030 1,595 1,440 1,365 1,330 880		
605 Schuring Rd	1978	2 2	1 1.5	1,050 970	\$85,000	\$81
10207 Cricklewood Ct	1974	3 2	2 2	1,440 960	\$119,000 \$130,000	\$83 \$135
1726 Valleywood Ct	1974	2 2	1.5 1.5	925 880	\$75,000 \$97,500	\$81 \$111
8048 S Westnedge Ave	1962	2	1	800	\$98,000	\$123

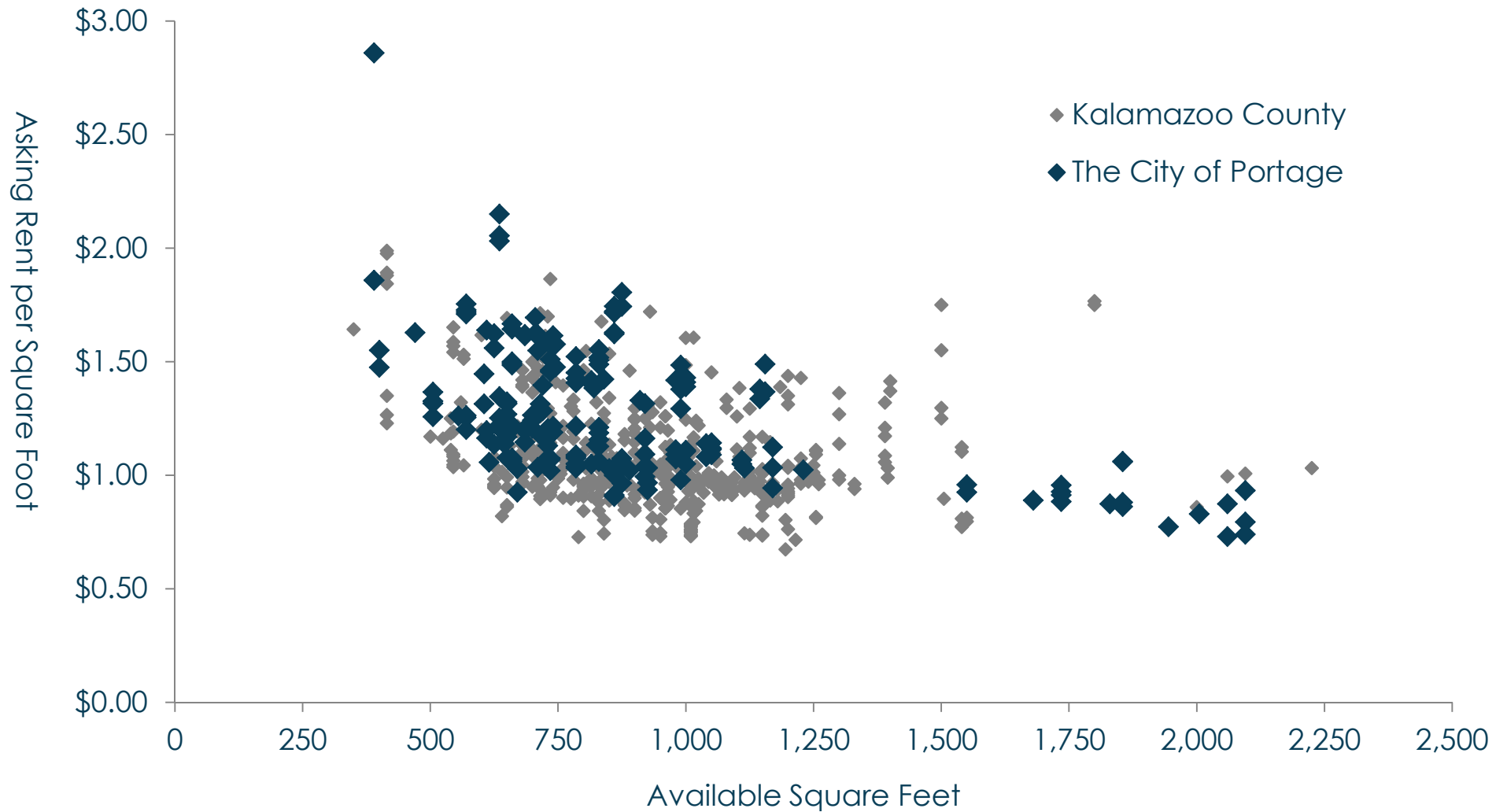
Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUS Urban Strategies for the City of Portage; 2020.

Section J

Available Housing Choices For-Lease Units

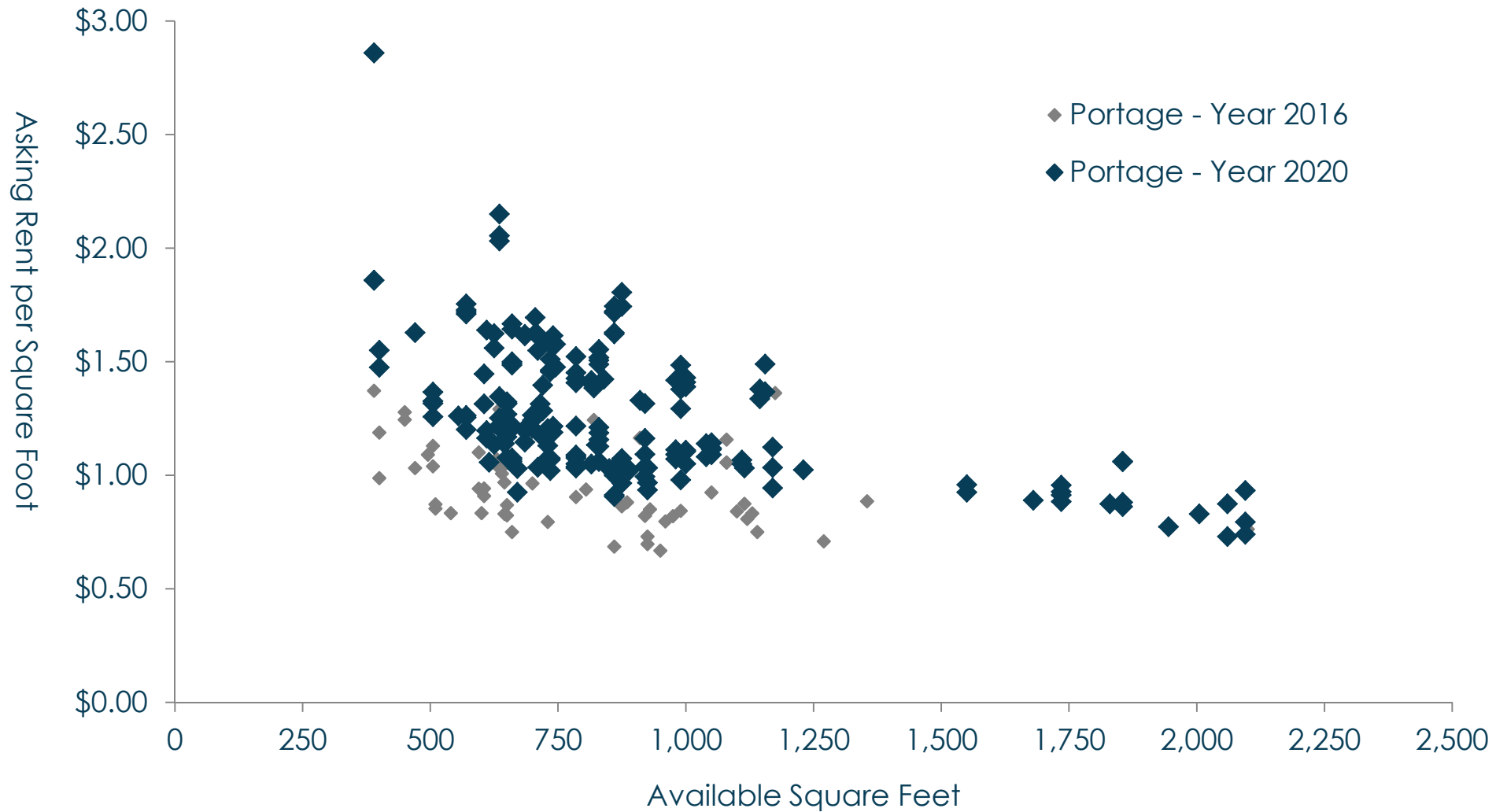


Asking Rent per Square Foot v. Unit Size
Townhouses, Lofts, Apartments | Renter Units
The City of Portage | Year 2020



Source: Underlying data garnered from field observations, phone surveys, assessor's records, and some internet reserach.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Asking Rent per Square Foot v. Unit Size
Townhouses, Lofts, Apartments | Renter Units
The City of Portage | 2020 v. 2016



Source: Underlying data garnered from field observations, phone surveys, assessor's records, and some internet reserach.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Greenspire Apts 8380 Greenspire Dr Portage	2020	616	1	1	705	\$1,145	\$1.62
			1	1	705	\$1,195	\$1.70
			1	1	710	\$1,100	\$1.55
			1	1	710	\$1,150	\$1.62
			1	1	745	\$1,100	\$1.48
			1	1	745	\$1,175	\$1.58
			2	2	990	\$1,280	\$1.29
			2	2	990	\$1,365	\$1.38
			2	2	990	\$1,405	\$1.42
			2	2	990	\$1,470	\$1.48
			2	2	1,145	\$1,530	\$1.34
			2	2	1,145	\$1,580	\$1.38
			2	2	1,155	\$1,580	\$1.37
			2	2	1,155	\$1,720	\$1.49
Centre Meadows Apts 1503 E Centre Ave Portage	2012	122	1	1	650	\$860	\$1.32
			2	1	820	\$1,135	\$1.38
			2	1	910	\$1,210	\$1.33
Pinefield Condos 6219 Silver Fir St Portage	2003	211	2	1.5	1,040	\$1,125	\$1.08
			3	2.5	1,550	\$1,435	\$0.93
			3	2.5	1,735	\$1,535	\$0.88
			3	2.5	1,735	\$1,610	\$0.93
			2	1.5	1,110	\$1,165	\$1.05
			2	1.5	1,110	\$1,185	\$1.07
			2	2	1,680	\$1,495	\$0.89
			2	1.5	1,040	\$1,185	\$1.14
			3	2.5	1,550	\$1,485	\$0.96
			3	2.5	1,735	\$1,585	\$0.91
			3	2.5	1,735	\$1,660	\$0.96

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units

The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Foxwood Apts	1999	252	1	1	730	\$870	\$1.19
Hermitage Townhomes			1	1	730	\$880	\$1.21
4805 Fox Valley Drive			1	1	730	\$1,160	\$1.59
Portage			1	1	740	\$880	\$1.19
			1	1	740	\$900	\$1.22
			1	1	740	\$1,170	\$1.58
			1	1	740	\$1,195	\$1.61
			1	1	785	\$1,195	\$1.52
			1	1	825	\$935	\$1.13
			1	1	830	\$880	\$1.06
			1	1	830	\$935	\$1.13
			1	1	830	\$960	\$1.16
			1	1	830	\$985	\$1.19
			1	1	830	\$1,005	\$1.21
			1	1	830	\$1,235	\$1.49
			1	1	830	\$1,250	\$1.51
			1	1	830	\$1,260	\$1.52
			1	1	830	\$1,290	\$1.55
			1	1	840	\$1,195	\$1.42
			2	2	980	\$1,050	\$1.07
			2	2	980	\$1,070	\$1.09
			2	2	980	\$1,090	\$1.11
			2	2	980	\$1,390	\$1.42
			2	2	1,000	\$1,050	\$1.05
			2	2	1,000	\$1,105	\$1.11
			2	2	1,000	\$1,110	\$1.11
			2	2	1,000	\$1,390	\$1.39
			2	2	1,000	\$1,410	\$1.41
			2	2	1,000	\$1,430	\$1.43
			2	2	1,830	\$1,600	\$0.87
			2	2	1,855	\$1,600	\$0.86
			2	2	1,855	\$1,635	\$0.88
			2	2	1,855	\$1,965	\$1.06
			2	2	1,855	\$1,970	\$1.06
			2	2	1,945	\$1,505	\$0.77
			3	2.5	2,005	\$1,665	\$0.83
			2	2	2,060	\$1,505	\$0.73
			2	2	2,060	\$1,800	\$0.87
			3	2.5	2,095	\$1,550	\$0.74
			3	2.5	2,095	\$1,665	\$0.79
			3	2.5	2,095	\$1,955	\$0.93

Townhouses, Lofts, Apartments | Renter Units The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Prinwood Place 2195 Captiva Island Portage	1997	115	1	1	700	\$845	\$1.21
			1	1	700	\$870	\$1.24
			1	1	700	\$885	\$1.26
			2	1.5	1,050	\$1,145	\$1.09
			2	1.5	1,050	\$1,170	\$1.11
			2	1.5	1,050	\$1,175	\$1.12
			2	1.5	1,050	\$1,200	\$1.14
Spring Manor 610 Mall Drive Portage	1996 renov. 2006	107	0	1	495		
			1	1	595		
			1	1	595		
			2	1	885		
			1	1	670	\$620	\$0.93
			1	1	670	\$690	\$1.03
Centre Street Village 2011 E Centre Ave	1996	65	2	1.5	1,115	\$1,150	\$1.03
			3	2.5	1,355		
Spruce Creek Apts 7702 Kenmure Dr Portage	1989	60	1	1	785		
			1	1	805		
			2	1.5	975		
			2	2	990	\$970	\$0.98
Pines West Apts 3550 Austrian Pine Way Portage	1980	168	1	1	710	\$735	\$1.04
			2	1	850	\$875	\$1.03
Mallard Cove 2185 Albatross Ct	1978	100	1	1	615	\$650	\$1.06
			2	1	735	\$750	\$1.02

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units The City of Portage | Year 2020

Name and Address	Year Opened	Units in Buildin g	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Briarwood Apts 7640 Whispering Brook Dr Portage	1976	170	1	1	650	\$700	\$1.08
			1	1	660	\$700	\$1.06
			1	1	660	\$705	\$1.07
			1	1	660	\$710	\$1.08
			1	1	660	\$805	\$1.22
			1	1	660	\$980	\$1.48
			1	1	660	\$985	\$1.49
			1	1	660	\$990	\$1.50
			1	1	660	\$1,085	\$1.64
			1	1	660	\$1,100	\$1.67
			2	1	860	\$780	\$0.91
			2	1	860	\$785	\$0.91
			2	1	860	\$860	\$1.00
			2	1	860	\$865	\$1.01
			2	1	860	\$890	\$1.03
			2	1	860	\$1,395	\$1.62
			2	1	860	\$1,400	\$1.63
			2	1	860	\$1,475	\$1.72
			2	1	860	\$1,480	\$1.72
			2	1	860	\$1,500	\$1.74
Timberwood Crossing 6285 Ivywood Dr Portage	1973	254	0.5	1	470	\$765	\$1.63
			1	1	605	\$875	\$1.45
			1	1	605	\$795	\$1.31
			1	1	650	\$770	\$1.18
			1	1	650	\$825	\$1.27
			1	1	650	\$855	\$1.32
			1	1	650	\$855	\$1.32
			1	1	650	\$760	\$1.17
			2	1	785	\$955	\$1.22
			2	1	925	\$865	\$0.94
			2	1	925	\$955	\$1.03
			2	1	925	\$955	\$1.03
			2	1	925	\$895	\$0.97

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units

The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Walnut Trail 601 Alfa Court Portage	1970	798	1	1	555	\$700	\$1.26
			1	1	570	\$685	\$1.20
			1	1	570	\$715	\$1.25
			1	1	570	\$720	\$1.26
			1	1	570	\$975	\$1.71
			1	1	570	\$980	\$1.72
			1	1	570	\$985	\$1.73
			1	1	570	\$1,000	\$1.75
			1	1	610	\$710	\$1.16
			1	1	610	\$730	\$1.20
			1	1	610	\$1,000	\$1.64
			1	1	625	\$710	\$1.14
			1	1	625	\$975	\$1.56
			1	1	625	\$1,015	\$1.62
			2	1	685	\$785	\$1.15
			2	1	685	\$820	\$1.20
			2	1	685	\$825	\$1.20
			2	1	685	\$1,105	\$1.61
			2	1	685	\$1,110	\$1.62
			2	1	735	\$785	\$1.07
			2	1	735	\$790	\$1.07
			2	1	735	\$1,070	\$1.46
			2	1	735	\$1,075	\$1.46
			2	1	735	\$1,110	\$1.51
			2	1	785	\$810	\$1.03
			2	1	785	\$815	\$1.04
			2	1	785	\$825	\$1.05
			2	1	785	\$845	\$1.08
			2	1	785	\$850	\$1.08
			2	1	785	\$855	\$1.09
			2	1	785	\$1,105	\$1.41
			2	1	785	\$1,120	\$1.43
			2	1	785	\$1,140	\$1.45
			2	1	815	\$855	\$1.05
			2	1	815	\$1,145	\$1.40
			2	1	815	\$1,155	\$1.42
			2	1.5	920	\$955	\$1.04
			2	1.5	920	\$1,210	\$1.32

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Davis Creek Apts 5419 Meredith Street Portage	1970	407	0.5	1	400	\$590	\$1.48
			0.5	1	400	\$620	\$1.55
			1	1	505	\$635	\$1.26
			1	1	505	\$665	\$1.32
			1	1	505	\$670	\$1.33
			1	1	505	\$690	\$1.37
			2	1	645	\$735	\$1.14
			2	1	645	\$765	\$1.19
			2	1	645	\$770	\$1.19
			2	1	645	\$790	\$1.22
			2	1	730	\$785	\$1.08
			2	1	730	\$825	\$1.13
Austin View Apts 1605 Bacon Ave Portage	1970s		1	1	600		
			2	1	630		
			2	1	700		
			1	1	715	\$940	\$1.31
			1	1	720	\$840	\$1.17
			1	1	720	\$925	\$1.28
			1	1	720	\$1,005	\$1.40
			2	1.5	890	\$910	\$1.02
			2	1.5	920	\$915	\$0.99
			2	1.5	920	\$1,005	\$1.09
			2	1.5	920	\$1,070	\$1.16
			3	1.5	1,050	\$1,200	\$1.14
			2	1.5	1,170	\$1,105	\$0.94
			2	1.5	1,170	\$1,210	\$1.03
			2	1.5	1,170	\$1,315	\$1.12
			3	1.5	1,230	\$1,260	\$1.02

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Townhouses, Lofts, Apartments | Renter Units The City of Portage | Year 2020

Name and Address	Year Opened	Units in Building	Bed Rooms	Bath Rooms	Square Feet	2020 Rent	2020 \$/Sq. Ft.
Briargate Apts 316 Tudor Cir Portage	1964	75	0.5	1	390	\$725	\$1.86
			0.5	1	390	\$725	\$1.86
			0.5	1	390	\$1,115	\$2.86
			0.5	1	390	\$1,115	\$2.86
				1	390		
			0.5	1	450		
			0.5	1	450		
			1	1	635	\$775	\$1.22
			1	1	635	\$795	\$1.25
			1	1	635	\$855	\$1.35
			1	1	635	\$1,290	\$2.03
			1	1	635	\$1,305	\$2.06
			1	1	635	\$1,365	\$2.15
			2	1	875	\$845	\$0.97
			2	1	875	\$940	\$1.07
			2	1	875	\$1,525	\$1.74
			2	1	875	\$1,580	\$1.81
			2	1	875		
			2	1	875		

Source: Underlying data garnered from field work, phone surveys, assessor's records, and some internet research. Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; 2020.

Section K

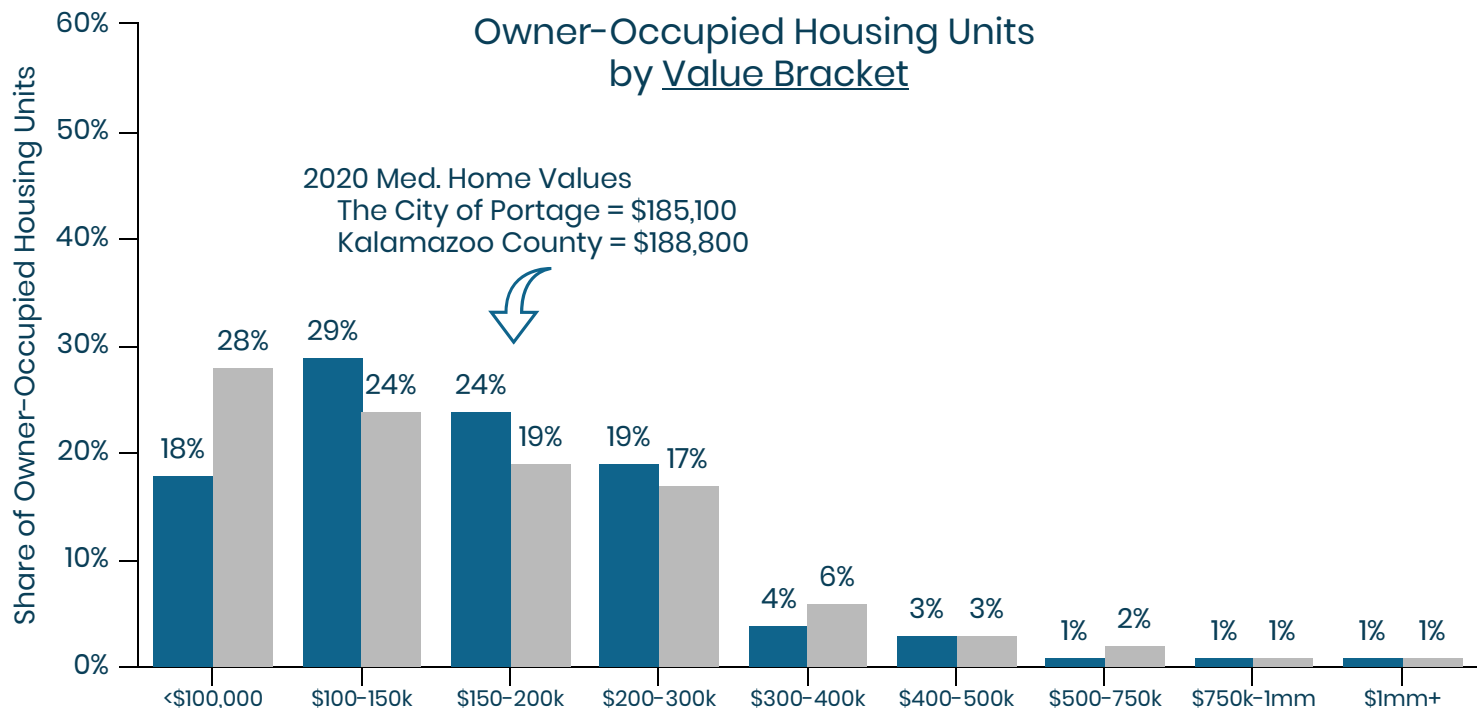
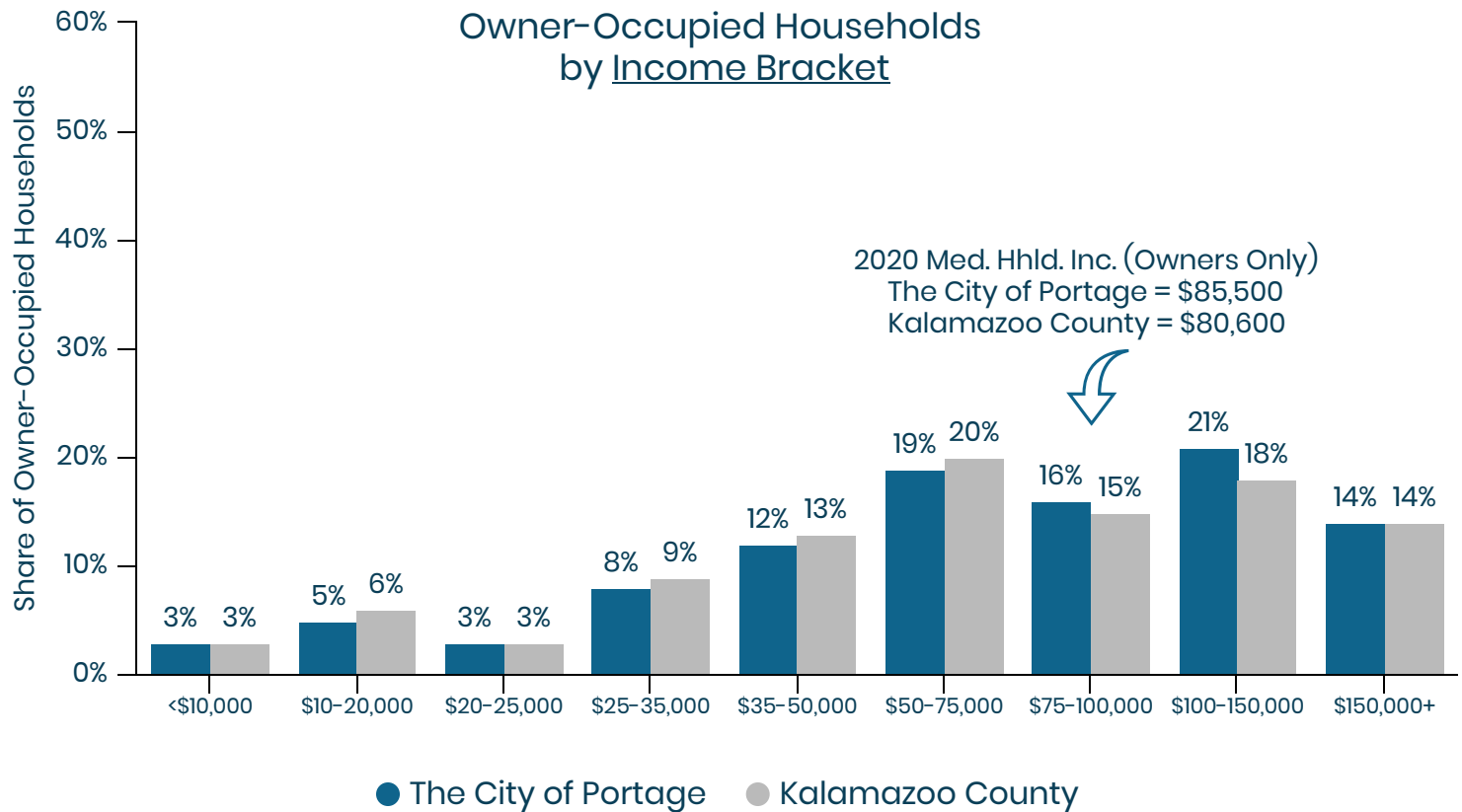
Conventional Approach

Demand – Supply = Gap



Owner Incomes & Values | Portage

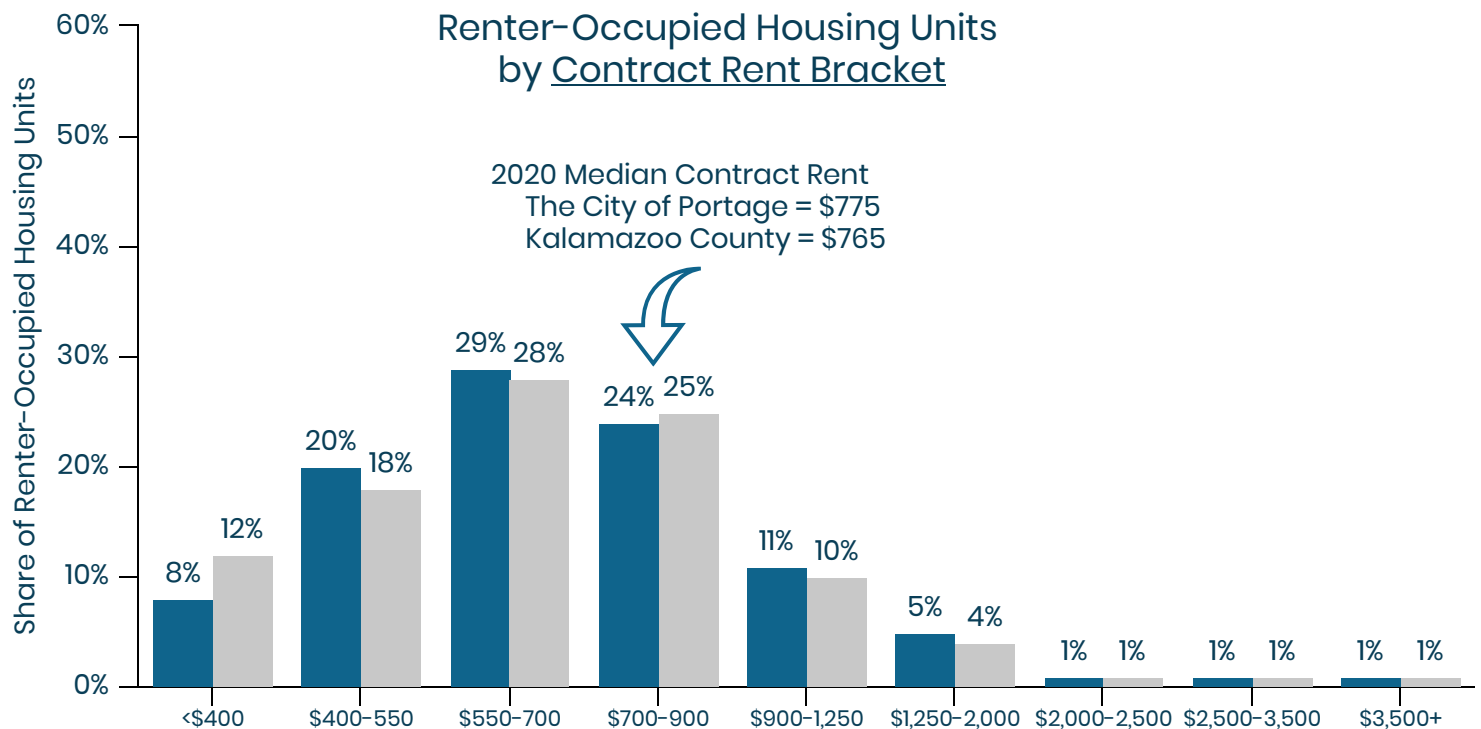
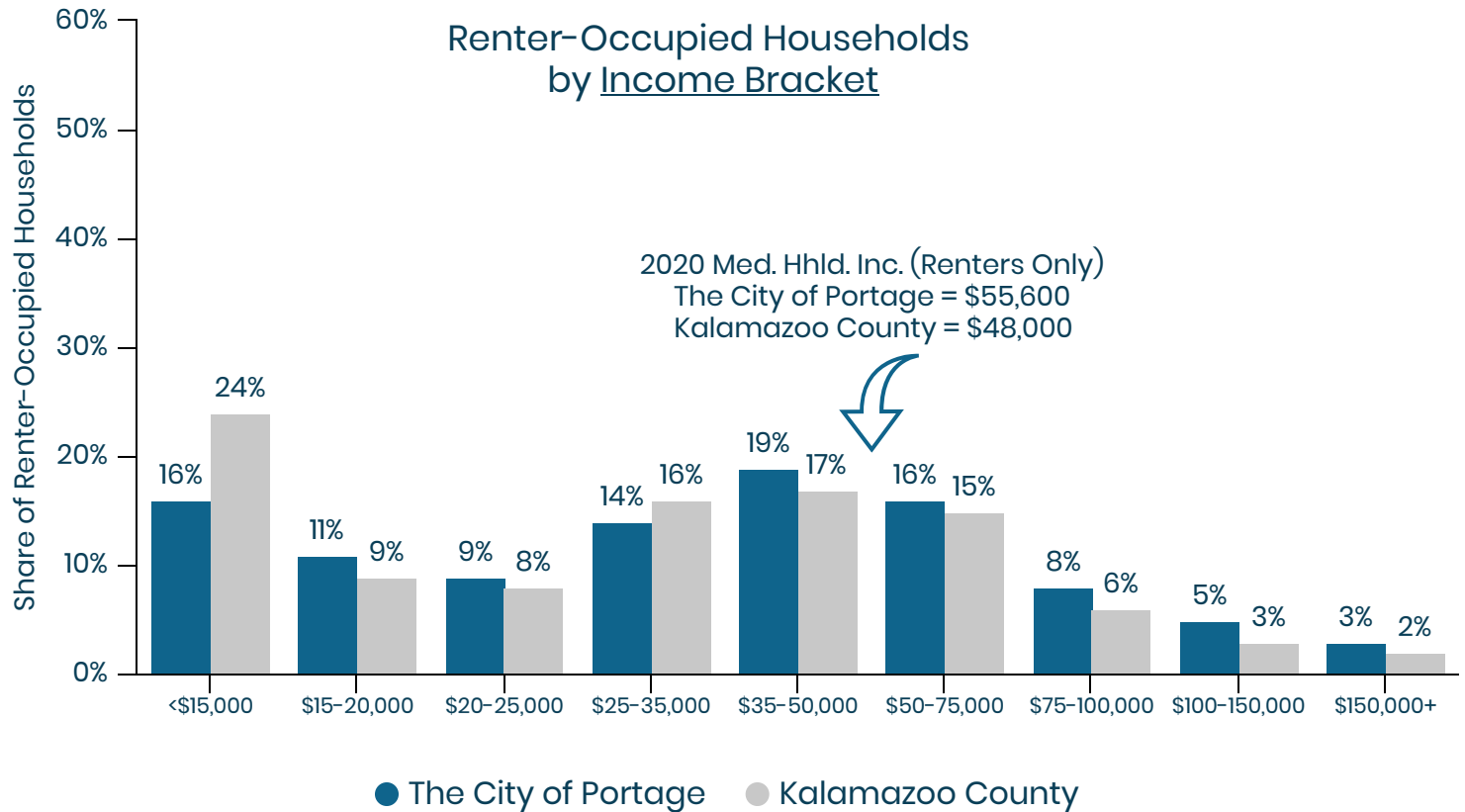
A comparison of owner-occupied household incomes and home values.



Underlying data by the Decennial Census and American Community Survey through the year 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.

Renter Incomes & Prices | Portage

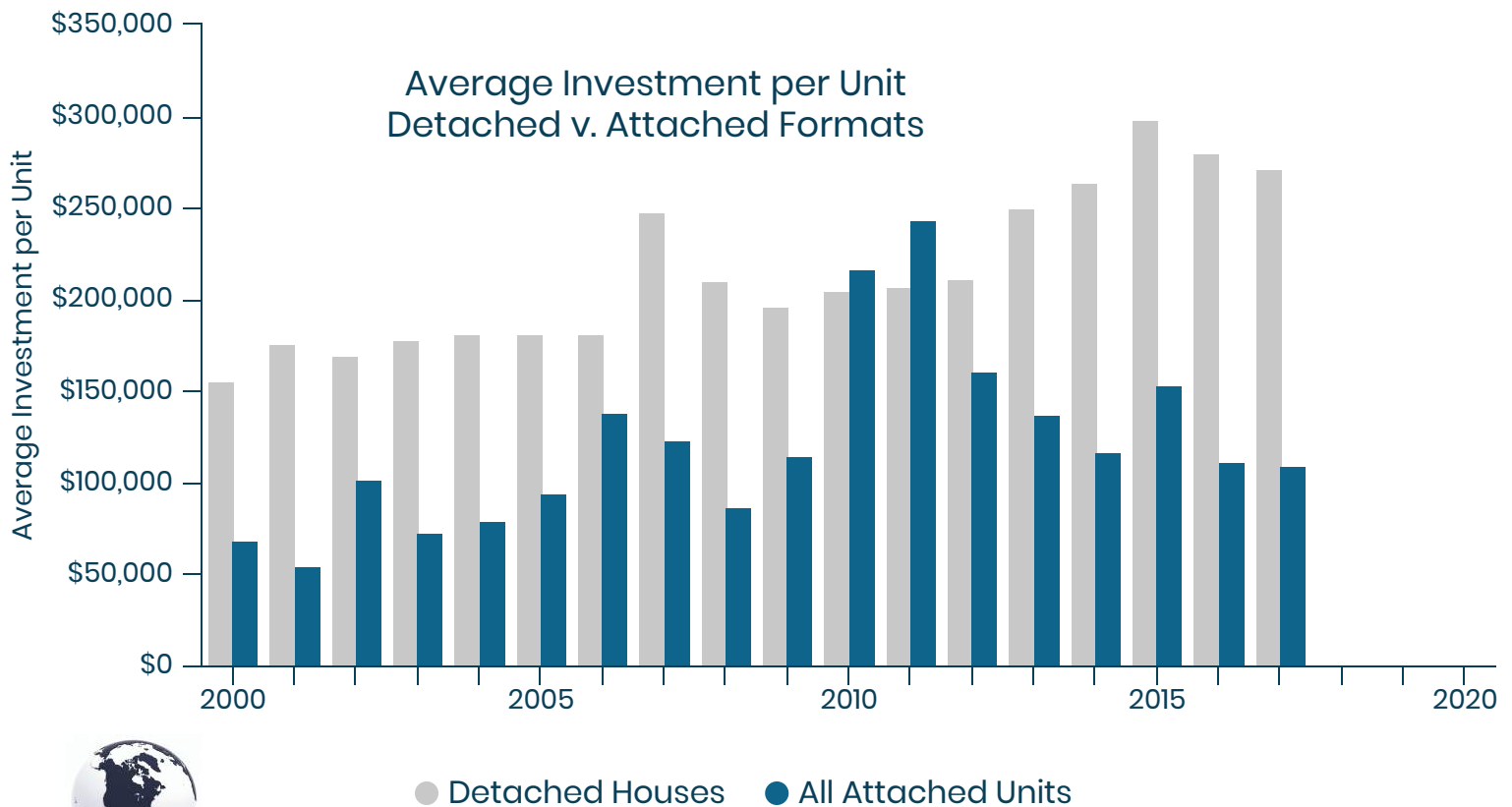
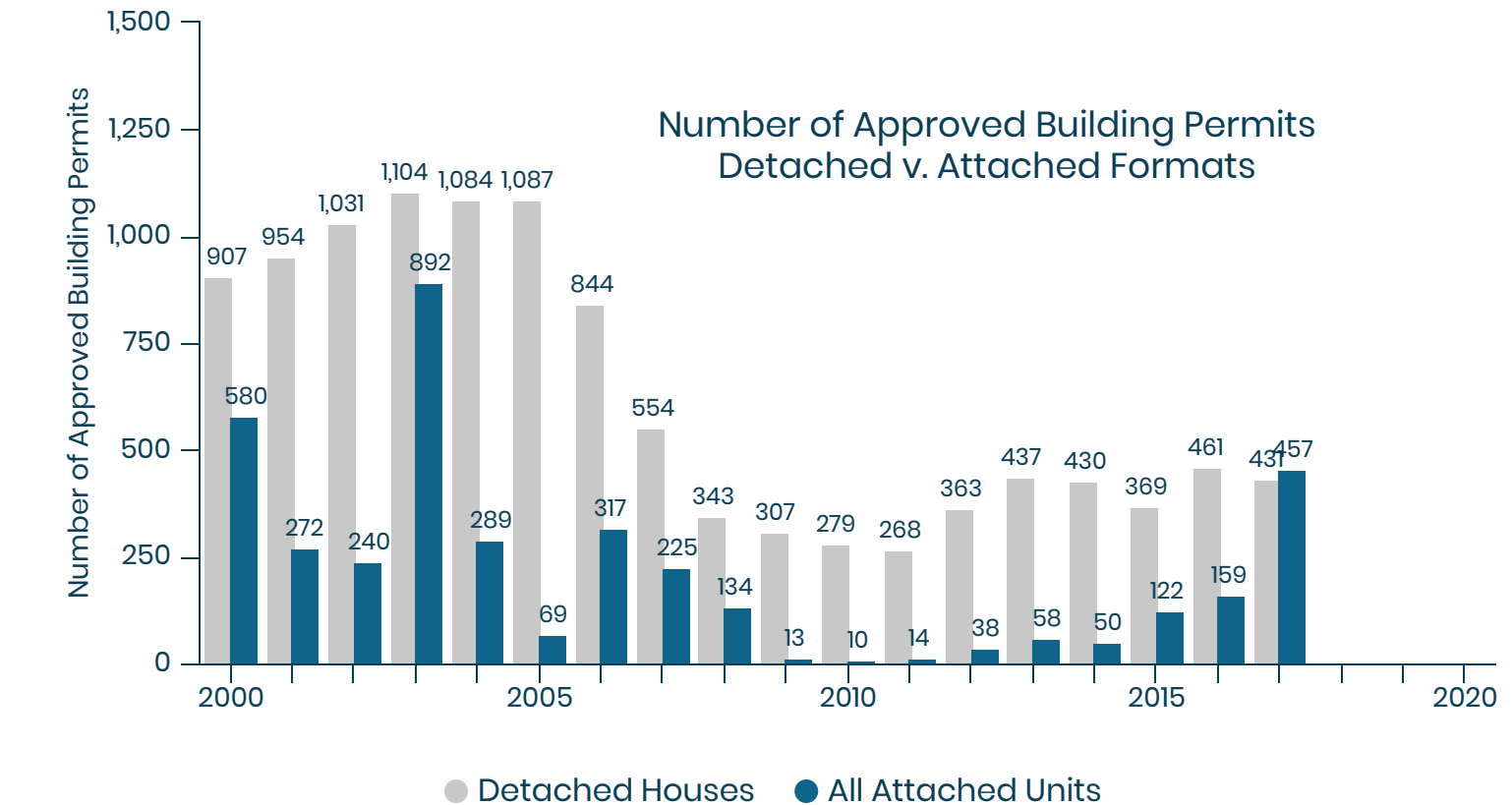
A comparison of renter-occupied household incomes and contract rents.



Underlying data by the Decennial Census and American Community Survey through the year 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.

Building Permit Survey | Kalamazoo Co

An assessment of approved building permits and investment per unit over time.

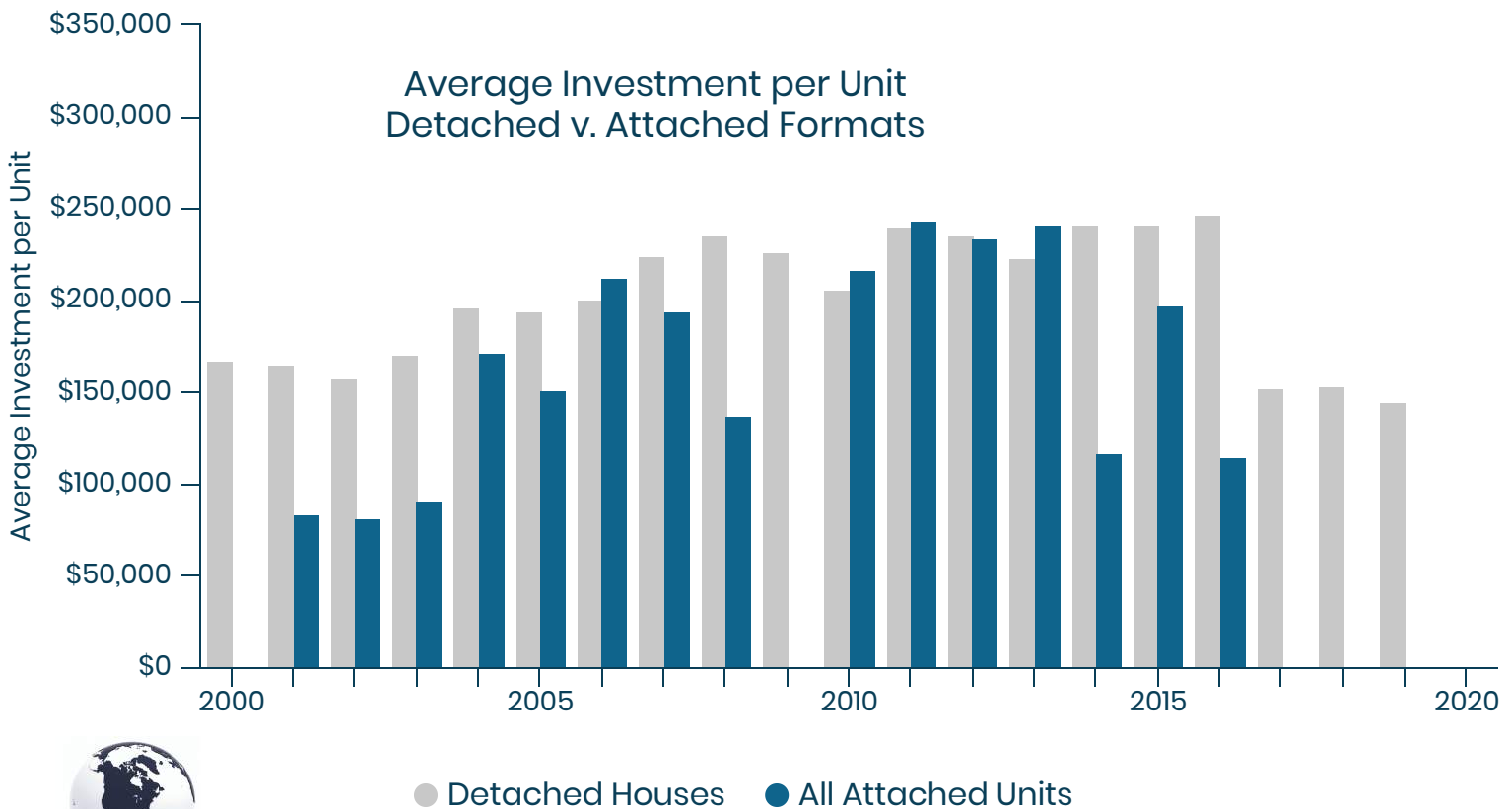
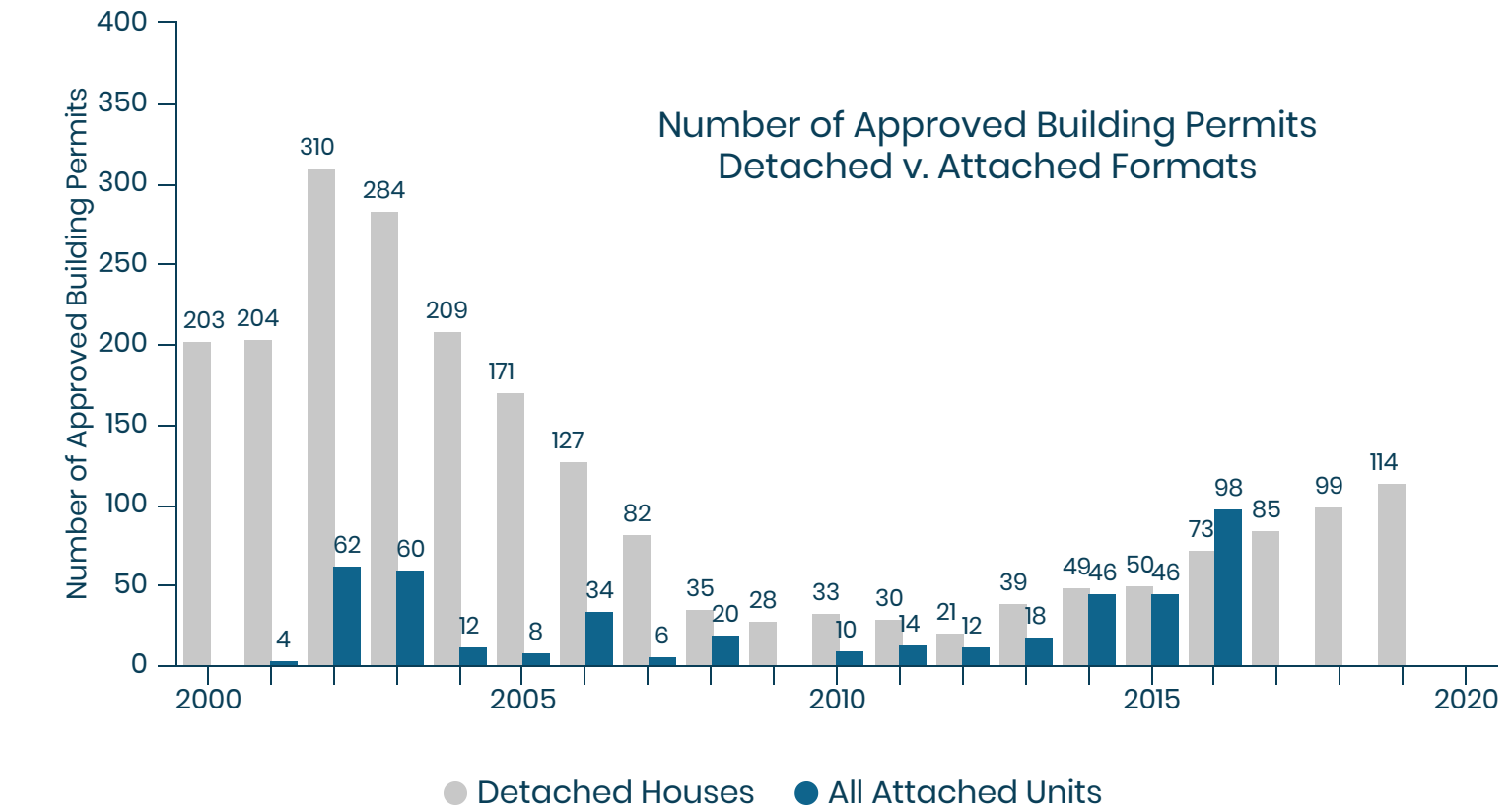


LandUseUSA
UrbanStrategies

Underlying data by the Census Bureau's Building Permits Survey through the year 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; June 2020.

Building Permit Survey | Portage

An assessment of approved building permits and investment per unit over time.



LandUseUSA
Urban Strategies

Underlying data by the Census Bureau's Building Permits Survey through the year 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage; June 2020.

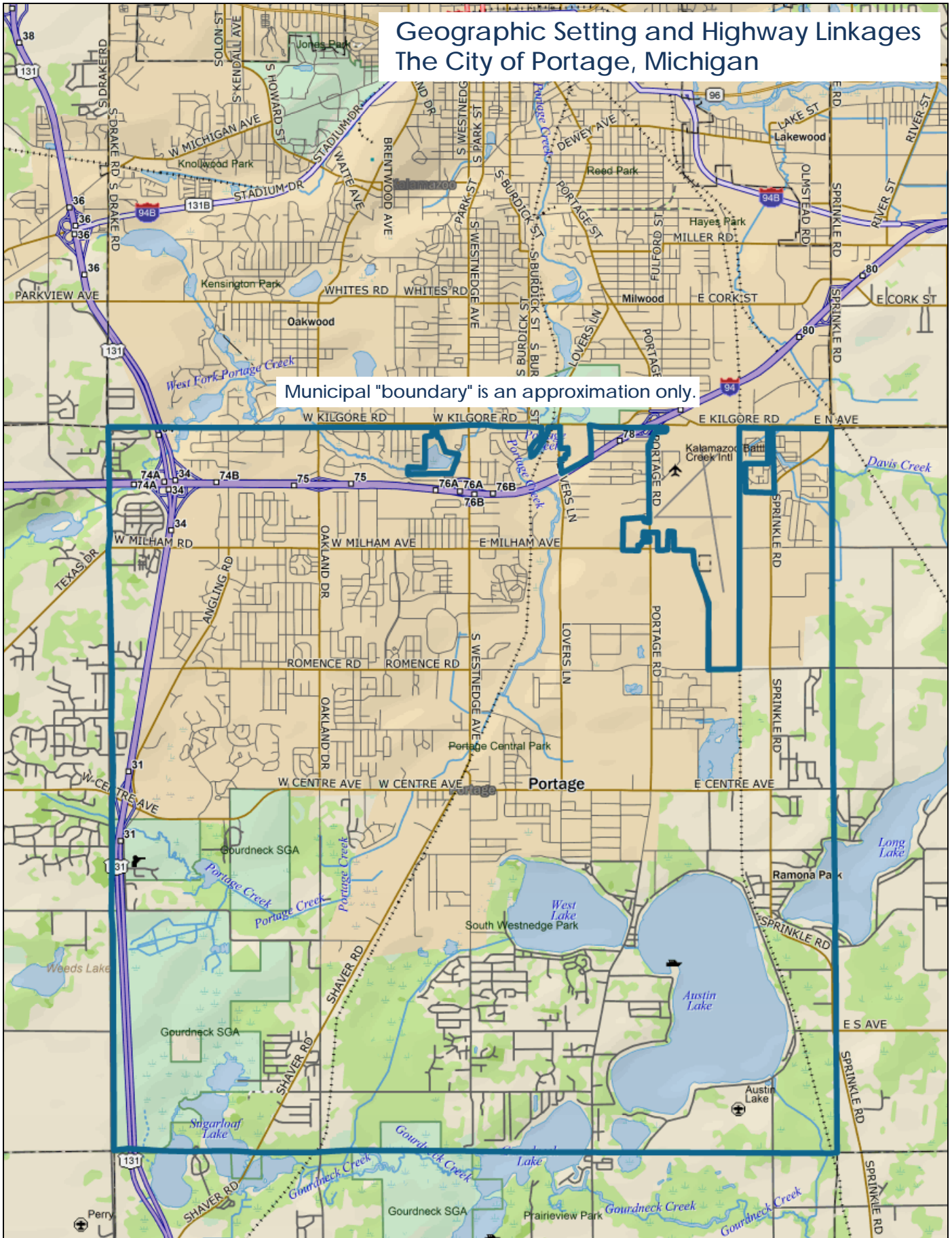
Section L

Existing Households and Units Market Parameters



Geographic Setting and Highway Linkages The City of Portage, Michigan

Municipal "boundary" is an approximation only.



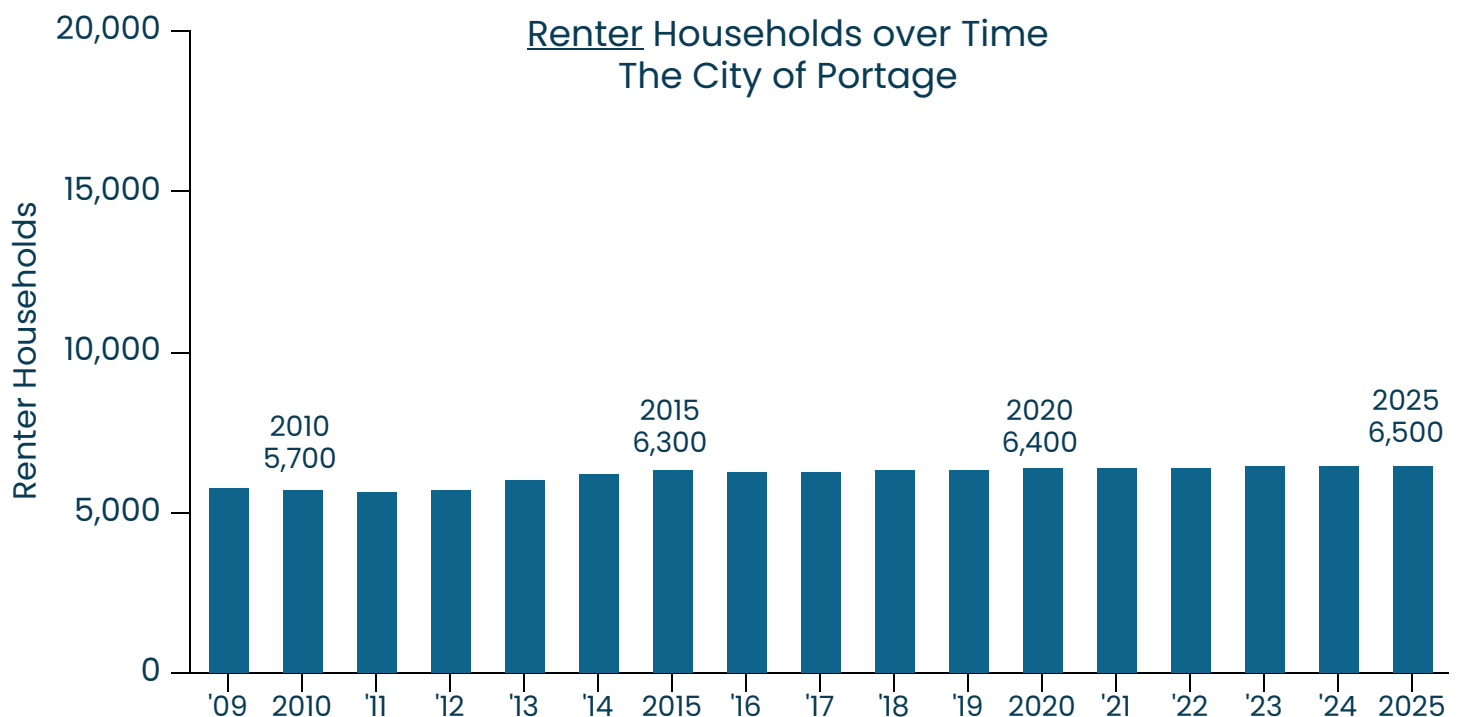
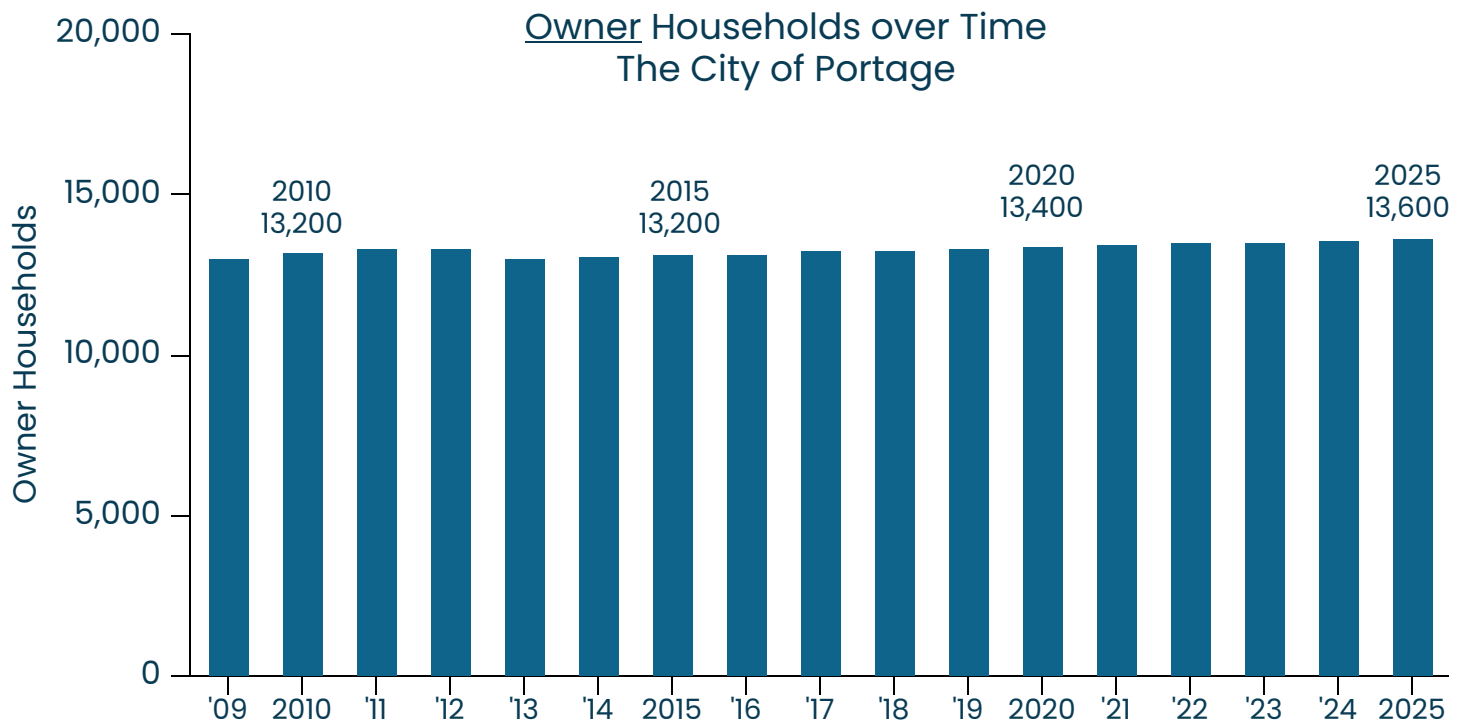
Underlying map provided by Delorme; exhibit prepared by LandUseUSA
Urban Strategies for the City of Portage; March, 2020.



1" = 1,270 ft

Hhld Tenure over Time | Portage

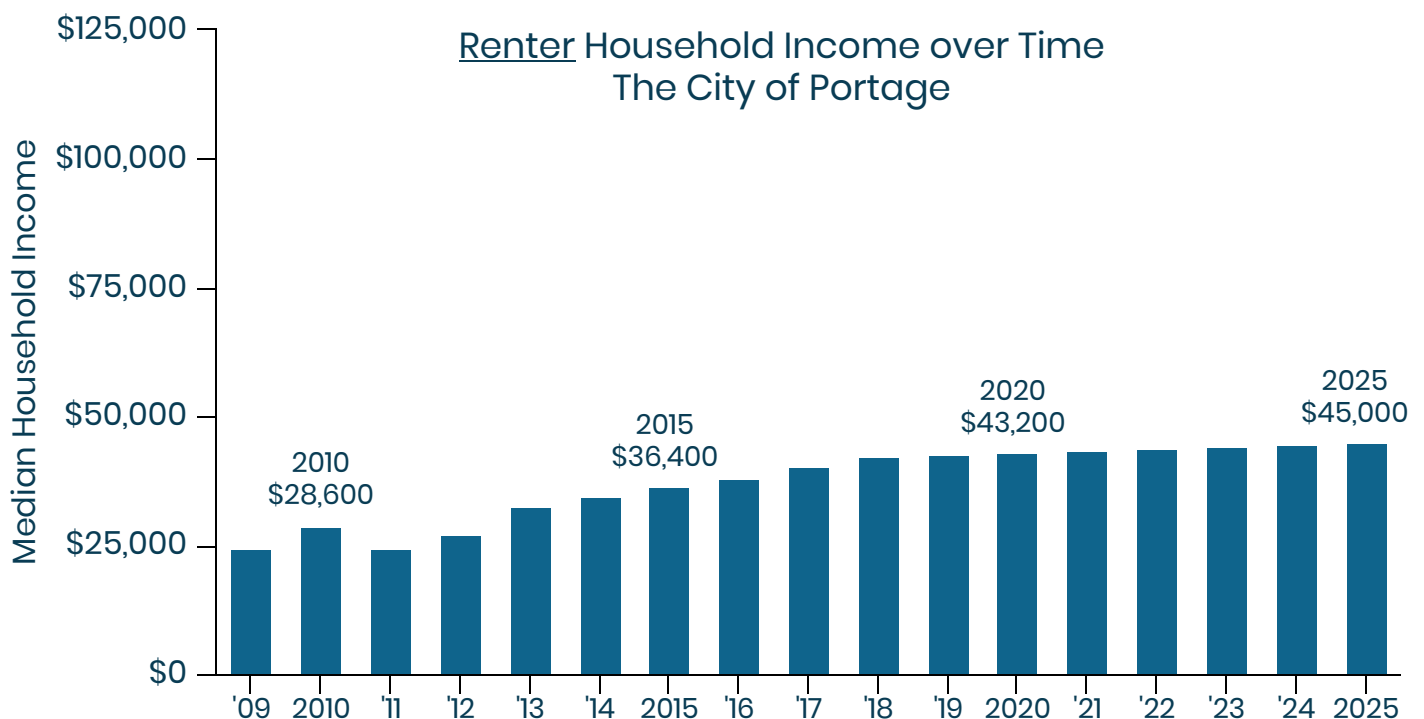
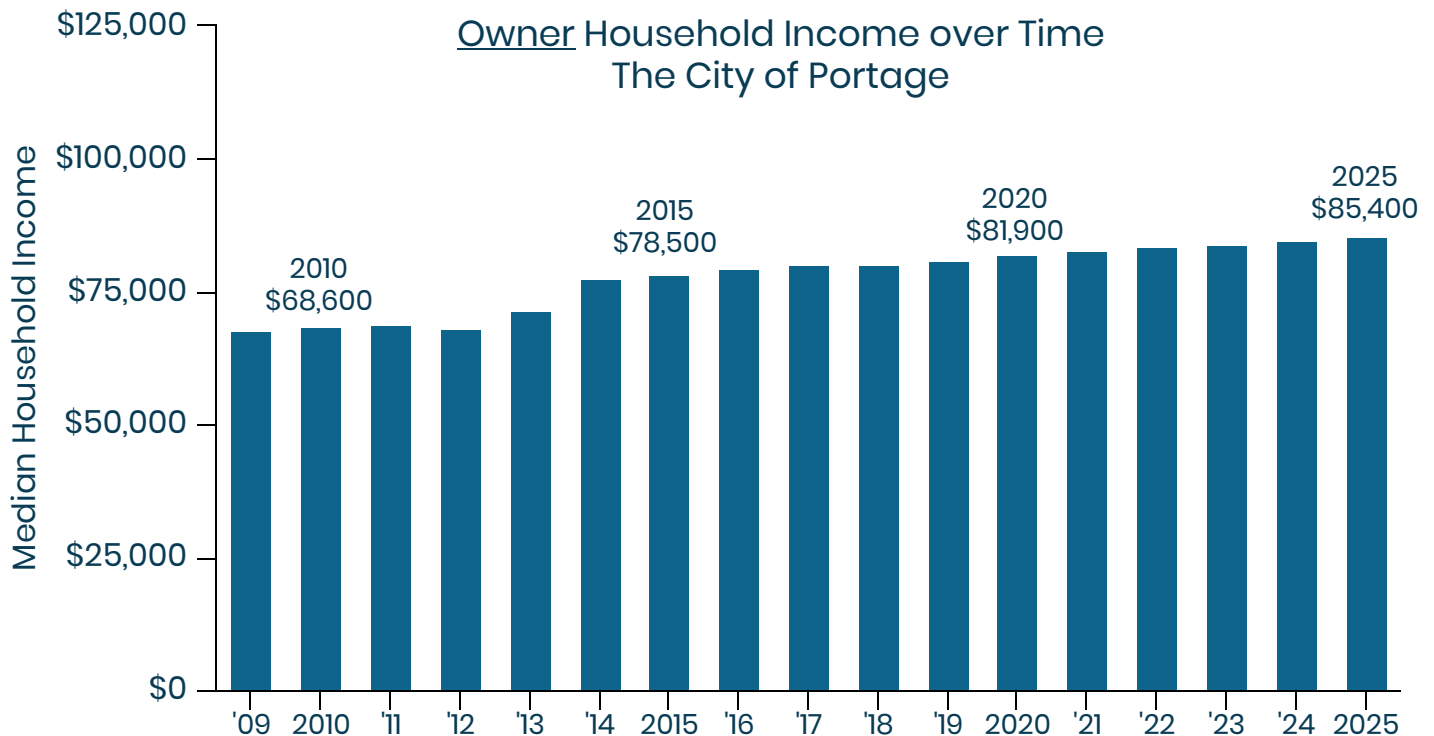
Households by tenure are used to forecast future demand for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.

Hhld Income over Time | Portage

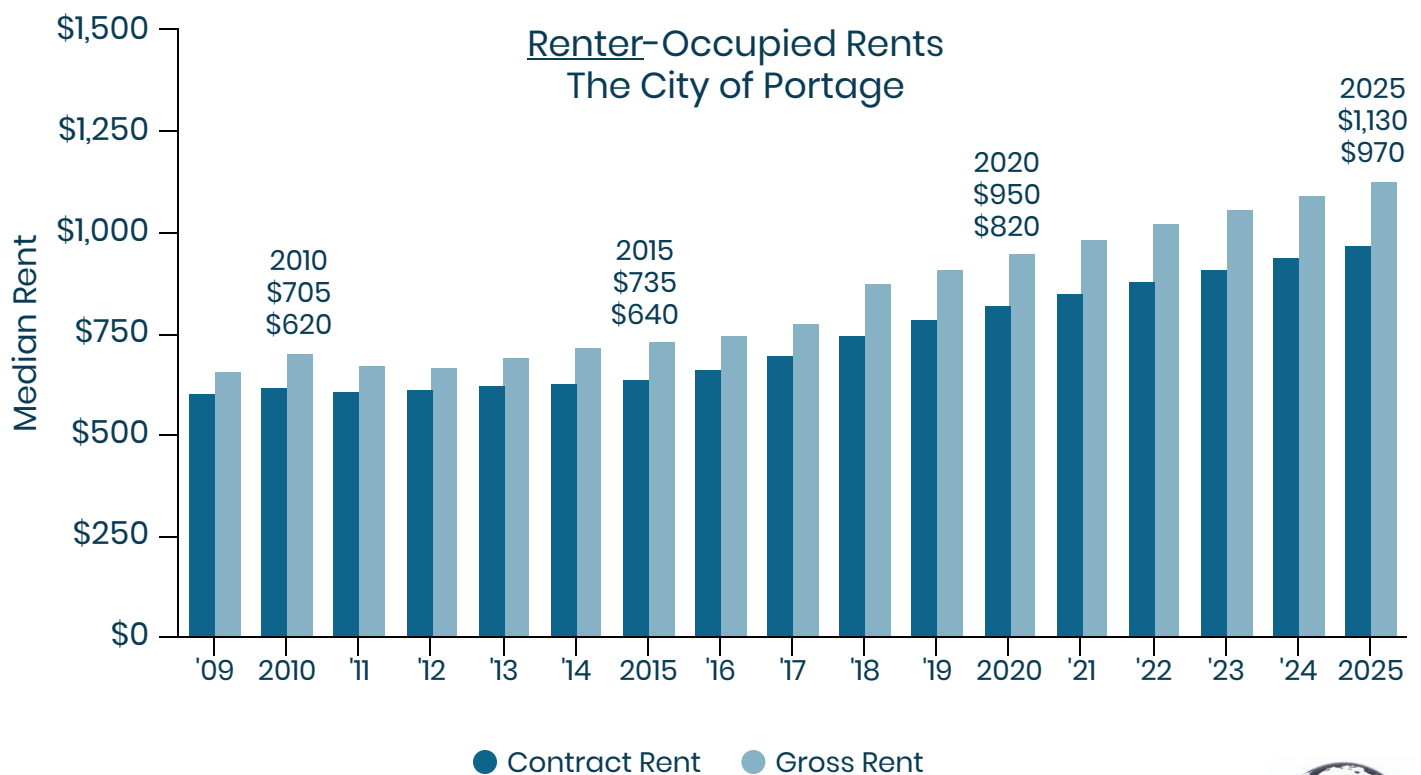
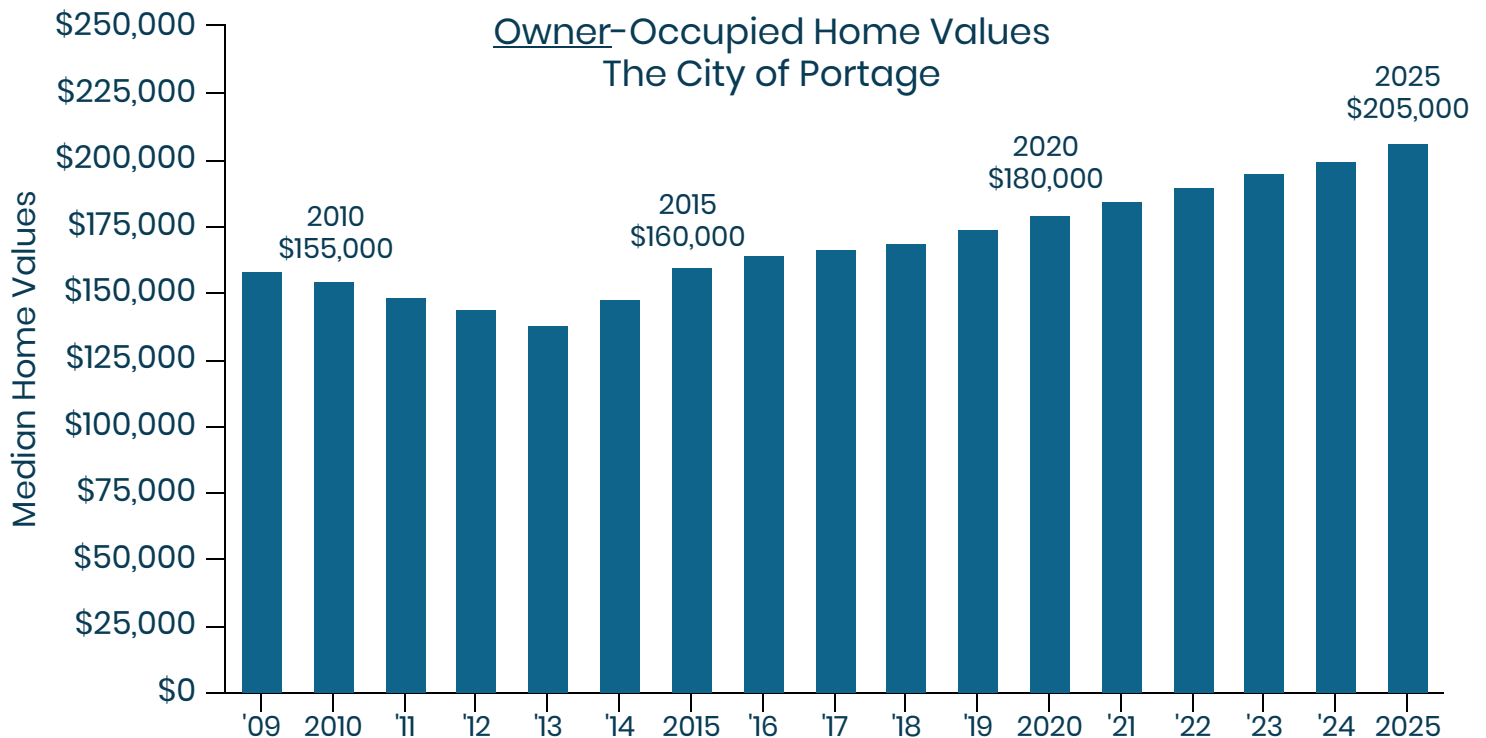
Household income by tenure is used to forecast price tolerances for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Values, Rents over Time | Portage

Household prices are used to forecast future price tolerances for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Residential Market Parameters | Income, Tenure, Vehicles

The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
	Census	Share	Census	Share	Estimates	Share
Households by Income						
\$0 - \$15,000	1,629	9%	2,073	11%	1,416	7%
\$15,000 - \$24,999	2,244	13%	2,220	12%	1,595	8%
\$25,000 - \$34,999	2,097	12%	2,219	12%	1,914	9%
\$35,000 - \$49,999	2,992	17%	2,790	15%	2,669	13%
\$50,000 - \$74,999	3,866	22%	3,612	19%	4,351	21%
\$75,000 - \$99,999	2,313	13%	2,639	14%	3,195	16%
\$100,000 - \$149,999	1,878	10%	2,499	13%	3,142	15%
\$150,000 +	817	5%	1,146	6%	2,153	11%
Total Households (sum)	17,834	100%	19,197	100%	20,435	100%
Census Households	17,893	100%	19,196	100%	20,435	100%
Average Hhld Income	\$62,619	.	\$69,611	.	\$85,819	.
Median Hhld Income	\$49,775	.	\$52,007	.	\$65,404	.
	2000	2000	2010	2010	2019	2019
	Census	Share	Census	Share	Estimates	Share
Housing Units						
Total Occupied Units	.	.	19,196	93%	20,433	97%
Owned w/Mortgage	.	.	9,652	50%	9,243	45%
Owner Free and Clear	.	.	3,565	19%	4,842	24%
Renter Occupied	.	.	5,978	31%	6,347	31%
Vacant	718	3.9%	1,360	6.6%	666	3.2%
Total Housing Units (sum)	18,611	100%	20,556	100%	21,099	100%
	2000	2000	2010	2010	2019	2019
	Census	Share	Census	Share	Estimates	Share
Vehicles Available						
0 Vehicles Available	768	4%	781	4%	1,007	5%
1 Vehicle Available	5,914	33%	7,367	38%	7,373	36%
2+ Vehicles Available	11,210	63%	11,048	58%	12,053	59%
Total Households (sum)	17,892	100%	19,196	100%	20,433	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Education, Employment, Professions

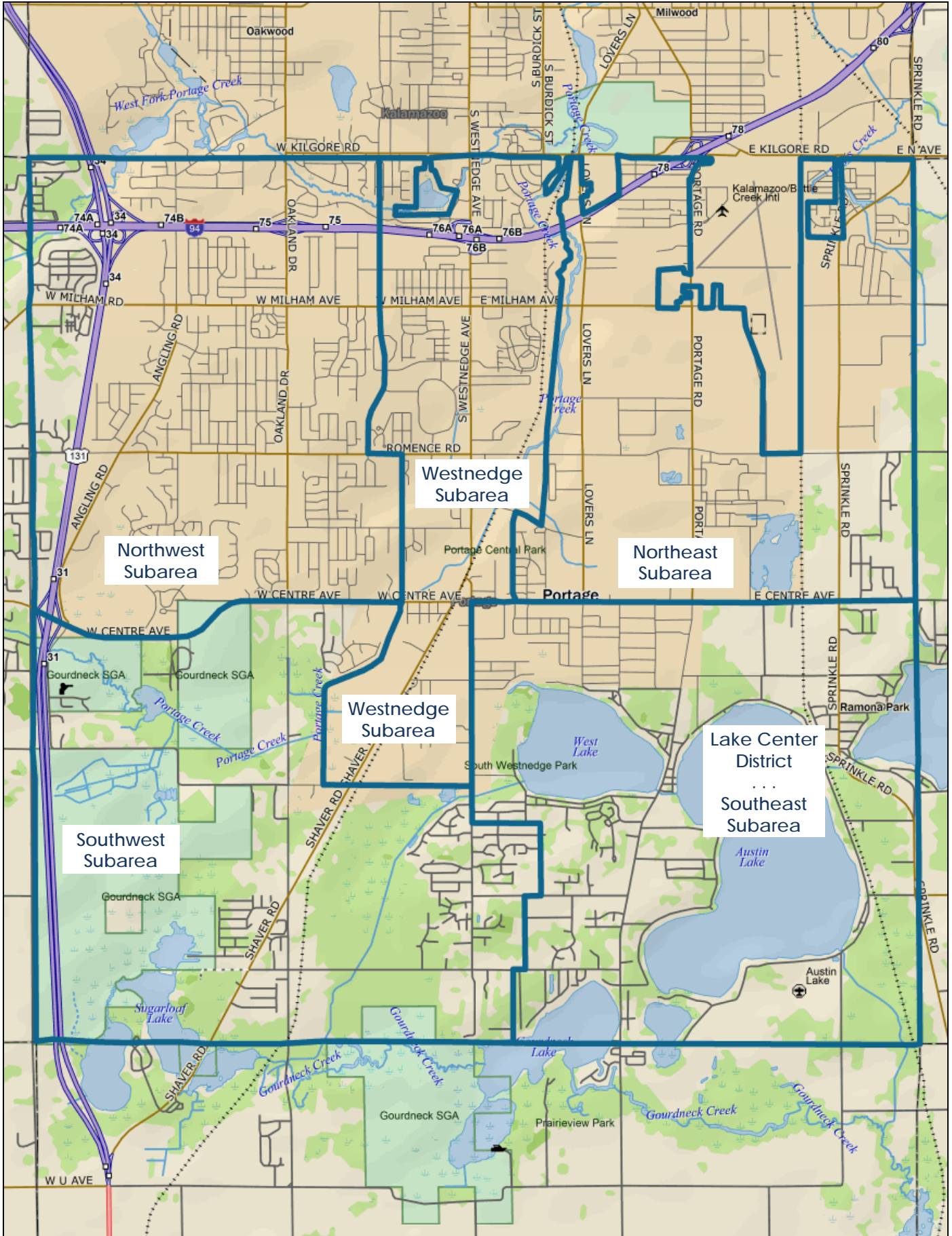
The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	502	2%	210	1%	181	1%
Grade 9 - 11	1,524	5%	1,154	4%	1,103	3%
High School Graduate	6,853	24%	6,620	21%	6,606	20%
Some College, No Degree	6,798	23%	7,243	23%	7,554	23%
Associates Degree	2,470	9%	3,172	10%	3,619	11%
Bachelor's Degree	6,835	24%	8,716	28%	8,771	27%
Graduate Degree	3,943	14%	3,946	13%	5,142	16%
No Schooling Completed	128	0%	79	0%	96	0%
Total Pop Ages 25+ (sum)	29,053	100%	31,140	100%	33,071	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	24,173	71%	24,108	67%	25,519	66%
Civilian, Employed	23,276	96%	22,316	93%	24,886	98%
Civilian, Unemployed	887	4%	1,756	7%	596	2%
In Armed Forces	10	0%	36	0%	37	0%
Not In Labor Force	9,838	29%	12,024	33%	13,065	34%
Total Pop Ages 16+ (sum)	34,011	100%	36,132	100%	38,584	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	7,155	31%	5,955	27%	7,043	28%
% White Collar	16,143	69%	16,361	73%	17,843	72%
Employed Ages 16+ (sum)	23,298	100%	22,316	100%	24,886	100%

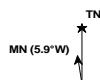
Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.



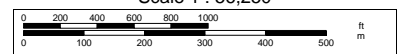
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Scale 1 : 56,250



1" = 1,039.3 ft

Data Zoom 11-7

Residential Market Parameters | Income, Tenure, Vehicles

The Northwest Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	620	9%	826	11%	524	7%
\$15,000 - \$24,999	672	10%	703	9%	497	6%
\$25,000 - \$34,999	614	9%	742	10%	579	7%
\$35,000 - \$49,999	993	14%	966	13%	875	11%
\$50,000 - \$74,999	1,490	22%	1,374	18%	1,532	19%
\$75,000 - \$99,999	989	14%	1,134	15%	1,355	17%
\$100,000 - \$149,999	984	14%	1,163	15%	1,420	18%
\$150,000 +	532	8%	656	9%	1,207	15%
Total Households (sum)	6,893	100%	7,565	100%	7,988	100%
Average Hhld Income	\$74,678	.	\$80,425	.	\$101,377	.
Median Hhld Income	\$58,075	.	\$59,416	.	\$74,802	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	7,565	95%	7,988	98%
Owned w/Mortgage	.	.	4,113	54%	3,956	50%
Owned Free, Clear	.	.	1,320	17%	1,800	23%
Rented	.	.	2,133	28%	2,233	28%
Vacant	230	3.2%	416	5.2%	155	1.9%
Total Housing Units (sum)	7,119	100%	7,981	100%	8,143	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	313	5%	211	3%	268	3%
1 Vehicle Available	1,975	29%	2,678	35%	2,634	33%
2+ Vehicles Available	4,601	67%	4,677	62%	5,086	64%
Total Households (sum)	6,889	100%	7,566	100%	7,988	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Age, Income, Marital Status

The Northwest Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	114	1%	63	0%	54	0%
Grade 9 - 11	488	4%	341	3%	324	2%
High School Graduate	2,237	19%	2,280	18%	2,195	16%
Some College, No Degree	2,362	20%	2,583	20%	2,659	20%
Associates Degree	936	8%	1,209	10%	1,358	10%
Bachelor's Degree	3,455	29%	4,174	33%	4,144	31%
Graduate Degree	2,245	19%	2,036	16%	2,601	19%
No Schooling Completed	46	0%	18	0%	23	0%
Total Pop Ages 25+ (sum)	11,883	100%	12,704	100%	13,357	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	9,922	72%	10,005	67%	10,600	67%
Civilian, Employed	9,635	97%	9,369	94%	10,382	98%
Civilian, Unemployed	287	3%	629	6%	211	2%
In Armed Forces	0	0%	7	0%	7	0%
Not In Labor Force	3,941	28%	4,859	33%	5,282	33%
Total Pop Ages 16+ (sum)	13,863	100%	14,864	100%	15,882	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	2,389	25%	2,099	22%	2,435	23%
% White Collar	7,241	75%	7,270	78%	7,948	77%
Employed Ages 16+ (sum)	9,630	100%	9,369	100%	10,382	100%

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Residential Market Parameters | Income, Tenure, Vehicles

The Westnedge Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	486	13%	558	16%	379	10%
\$15,000 - \$24,999	702	19%	627	17%	486	13%
\$25,000 - \$34,999	530	14%	507	14%	513	14%
\$35,000 - \$49,999	679	18%	546	15%	561	15%
\$50,000 - \$74,999	688	19%	534	15%	704	19%
\$75,000 - \$99,999	334	9%	350	10%	480	13%
\$100,000 - \$149,999	238	6%	356	10%	477	13%
\$150,000 +	65	2%	108	3%	181	5%
Total Households (sum)	3,722	101%	3,586	100%	3,781	100%
Average Hhld Income	\$47,637	.	\$53,882	.	\$64,384	.
Median Hhld Income	\$38,155	.	\$37,446	.	\$48,156	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	3,586	92%	3,781	95%
Owned w/Mortgage	.	.	1,297	36%	1,211	32%
Owned Free, Clear	.	.	496	14%	641	17%
Rented	.	.	1,793	50%	1,928	51%
Vacant	153	4.0%	328	8.4%	195	4.9%
Total Housing Units (sum)	3,851	100%	3,914	100%	3,976	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	240	6%	248	7%	294	8%
1 Vehicle Available	1,591	43%	1,731	48%	1,731	46%
2+ Vehicles Available	1,867	50%	1,607	45%	1,756	46%
Total Households (sum)	3,698	100%	3,586	100%	3,781	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Age, Income, Marital Status

The Westnedge Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	148	3%	58	1%	45	1%
Grade 9 - 11	320	6%	210	4%	196	4%
High School Graduate	1,235	25%	1,207	25%	1,230	24%
Some College, No Degree	1,122	23%	1,292	26%	1,346	26%
Associates Degree	377	8%	509	10%	585	11%
Bachelor's Degree	1,224	25%	1,113	23%	1,160	22%
Graduate Degree	512	10%	484	10%	640	12%
No Schooling Completed	33	1%	39	1%	30	1%
Total Pop Ages 25+ (sum)	4,971	100%	4,913	100%	5,233	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	4,381	71%	4,015	68%	4,165	67%
Civilian, Employed	4,134	94%	3,581	89%	4,006	96%
Civilian, Unemployed	237	5%	413	10%	137	3%
In Armed Forces	10	0%	21	1%	22	1%
Not In Labor Force	1,762	29%	1,891	32%	2,013	33%
Total Pop Ages 16+ (sum)	6,143	100%	5,906	100%	6,178	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	1,378	33%	1,185	33%	1,405	35%
% White Collar	2,773	67%	2,396	67%	2,601	65%
Employed Ages 16+ (sum)	4,151	100%	3,581	100%	4,006	100%

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Residential Market Parameters | Income, Tenure, Vehicles

The Northeast Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	327	13%	390	16%	318	12%
\$15,000 - \$24,999	427	17%	379	15%	287	11%
\$25,000 - \$34,999	408	16%	364	15%	321	12%
\$35,000 - \$49,999	411	17%	384	15%	380	14%
\$50,000 - \$74,999	500	20%	514	21%	695	26%
\$75,000 - \$99,999	255	10%	223	9%	286	11%
\$100,000 - \$149,999	129	5%	183	7%	242	9%
\$150,000 +	7	0%	55	2%	105	4%
Total Households (sum)	2,463	100%	2,491	100%	2,634	100%
Average Hhld Income	\$46,054	.	\$51,062	.	\$61,619	.
Median Hhld Income	\$38,834	.	\$38,442	.	\$50,553	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	2,492	89%	2,634	93%
Owned w/Mortgage	.	.	1,011	41%	975	37%
Owned Free, Clear	.	.	540	22%	679	26%
Rented	.	.	941	38%	979	37%
Vacant	132	5.1%	308	11.0%	210	7.4%
Total Housing Units (sum)	2,608	100%	2,800	100%	2,844	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	134	5%	225	9%	298	11%
1 Vehicle Available	1,071	43%	1,135	46%	1,110	42%
2+ Vehicles Available	1,270	51%	1,132	45%	1,226	47%
Total Households (sum)	2,475	100%	2,492	100%	2,634	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Age, Income, Marital Status

The Northeast Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	158	4%	66	2%	54	1%
Grade 9 - 11	354	9%	295	7%	266	6%
High School Graduate	1,354	35%	1,243	31%	1,237	30%
Some College, No Degree	999	26%	1,209	30%	1,236	30%
Associates Degree	258	7%	415	10%	514	12%
Bachelor's Degree	554	14%	536	14%	594	14%
Graduate Degree	193	5%	185	5%	239	6%
No Schooling Completed	24	1%	18	0%	28	1%
Total Pop Ages 25+ (sum)	3,894	100%	3,967	100%	4,167	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	3,053	68%	2,972	65%	3,038	64%
Civilian, Employed	2,888	95%	2,677	90%	2,938	97%
Civilian, Unemployed	165	5%	291	10%	96	3%
In Armed Forces	0	0%	4	0%	4	0%
Not In Labor Force	1,468	32%	1,601	35%	1,721	36%
Total Pop Ages 16+ (sum)	4,521	100%	4,573	100%	4,759	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	1,213	42%	1,151	43%	1,322	45%
% White Collar	1,682	58%	1,526	57%	1,616	55%
Employed Ages 16+ (sum)	2,895	100%	2,677	100%	2,938	100%

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Residential Market Parameters | Income, Tenure, Vehicles

The Southwest Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	84	4%	136	6%	91	3%
\$15,000 - \$24,999	201	9%	226	9%	161	6%
\$25,000 - \$34,999	250	11%	319	13%	273	10%
\$35,000 - \$49,999	425	20%	378	16%	390	14%
\$50,000 - \$74,999	514	24%	540	22%	680	25%
\$75,000 - \$99,999	342	16%	393	16%	495	18%
\$100,000 - \$149,999	206	9%	323	13%	412	15%
\$150,000 +	83	4%	100	4%	198	7%
Total Households (sum)	2,105	97%	2,415	100%	2,699	100%
Average Hhld Income	\$60,703	.	\$66,968	.	\$77,936	.
Median Hhld Income	\$53,910	.	\$57,835	.	\$66,752	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	2,415	95%	2,699	99%
Owned w/Mortgage	.	.	1,187	49%	1,157	43%
Owned Free, Clear	.	.	471	20%	673	25%
Rented	.	.	756	31%	868	32%
Vacant	98	4.3%	122	4.8%	40	1.4%
Total Housing Units (sum)	2,273	100%	2,537	100%	2,739	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	16	1%	70	3%	85	3%
1 Vehicle Available	647	30%	836	35%	937	35%
2+ Vehicles Available	1,513	70%	1,509	62%	1,677	62%
Total Households (sum)	2,176	100%	2,415	100%	2,699	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Age, Income, Marital Status

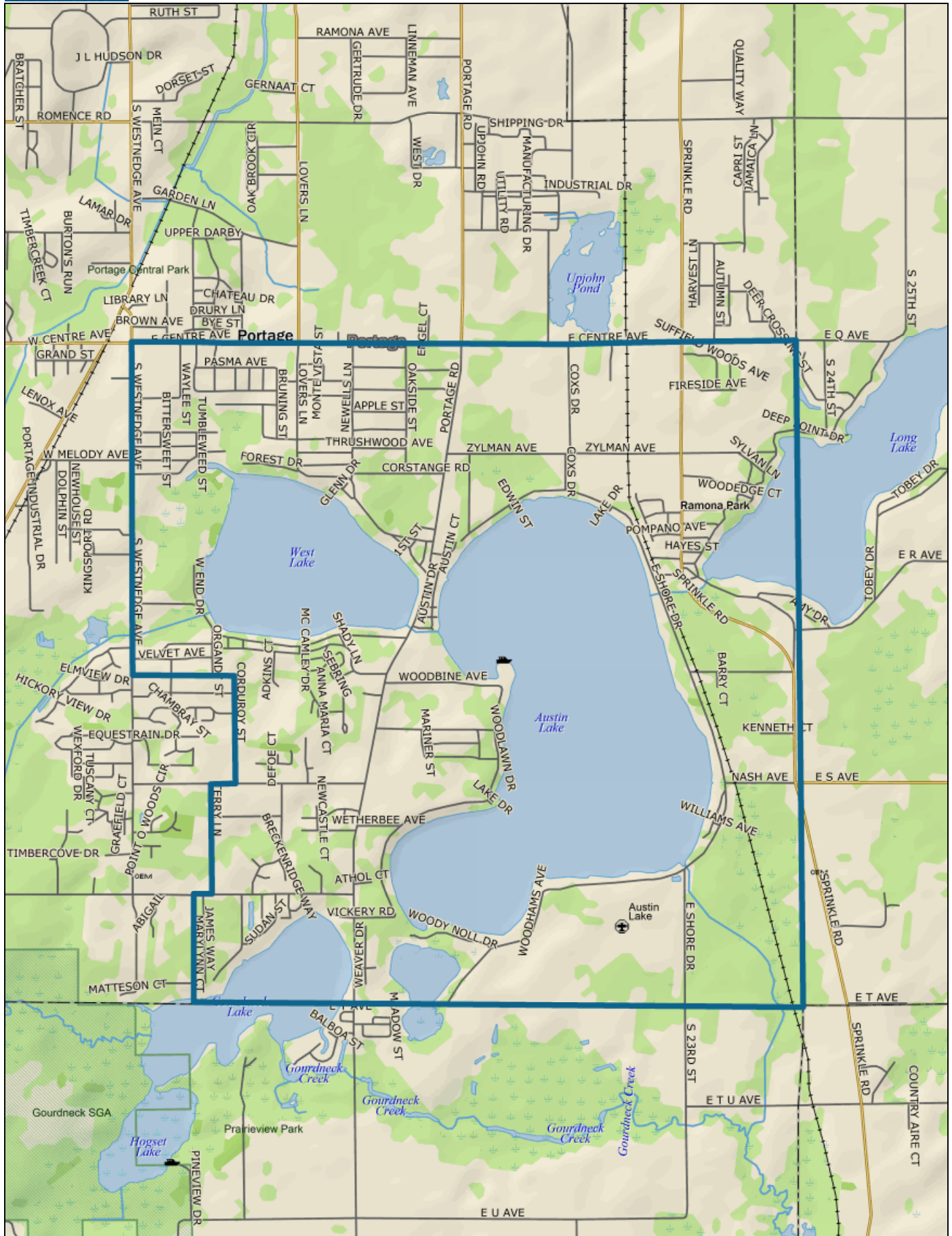
The Southwest Subarea | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	20	1%	16	0%	13	0%
Grade 9 - 11	162	4%	134	3%	126	3%
High School Graduate	802	22%	797	20%	857	19%
Some College, No Degree	954	26%	928	23%	1,025	23%
Associates Degree	429	12%	378	9%	441	10%
Bachelor's Degree	702	19%	1,262	31%	1,312	29%
Graduate Degree	530	15%	562	14%	770	17%
No Schooling Completed	11	0%	4	0%	10	0%
Total Pop Ages 25+ (sum)	3,610	100%	4,081	100%	4,554	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	2,998	73%	3,102	67%	3,460	66%
Civilian, Employed	2,880	96%	2,883	93%	3,379	98%
Civilian, Unemployed	118	4%	219	7%	81	2%
In Armed Forces	0	0%	0	0%	0	0%
Not In Labor Force	1,136	27%	1,551	33%	1,756	34%
Total Pop Ages 16+ (sum)	4,134	100%	4,653	100%	5,216	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	867	30%	749	26%	942	28%
% White Collar	2,015	70%	2,134	74%	2,438	72%
Employed Ages 16+ (sum)	2,882	100%	2,883	100%	3,379	100%

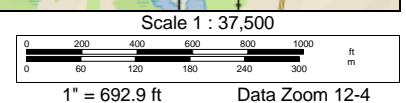
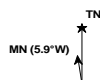
Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.



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Residential Market Parameters | Income, Tenure, Vehicles

The Lake Center District | The City of Portage, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	143	5%	182	6%	114	3%
\$15,000 - \$24,999	271	10%	310	9%	181	5%
\$25,000 - \$34,999	325	12%	313	10%	248	7%
\$35,000 - \$49,999	514	18%	537	16%	490	14%
\$50,000 - \$74,999	717	25%	689	21%	791	23%
\$75,000 - \$99,999	407	14%	546	17%	592	17%
\$100,000 - \$149,999	327	12%	479	15%	604	17%
\$150,000 +	132	5%	228	7%	463	13%
Total Households (sum)	2,837	100%	3,284	100%	3,483	100%
Average Hhld Income	\$67,762	.	\$76,649	.	\$96,392	.
Median Hhld Income	\$56,287	.	\$60,242	.	\$72,271	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	3,284	94%	3,483	98%
Owned w/Mortgage	.	.	2,105	64%	2,006	58%
Owned Free, Clear	.	.	775	24%	1,088	31%
Rented	.	.	404	12%	389	11%
Vacant	112	3.8%	199	5.7%	74	2.1%
Total Housing Units (sum)	2,940	100%	3,483	100%	3,557	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	77	3%	35	1%	69	2%
1 Vehicle Available	719	25%	1,066	32%	1,029	30%
2+ Vehicles Available	2,033	72%	2,183	66%	2,385	68%
Total Households (sum)	2,829	100%	3,284	100%	3,483	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Age, Income, Marital Status

The Lake Center District | The City of Portage, Michigan

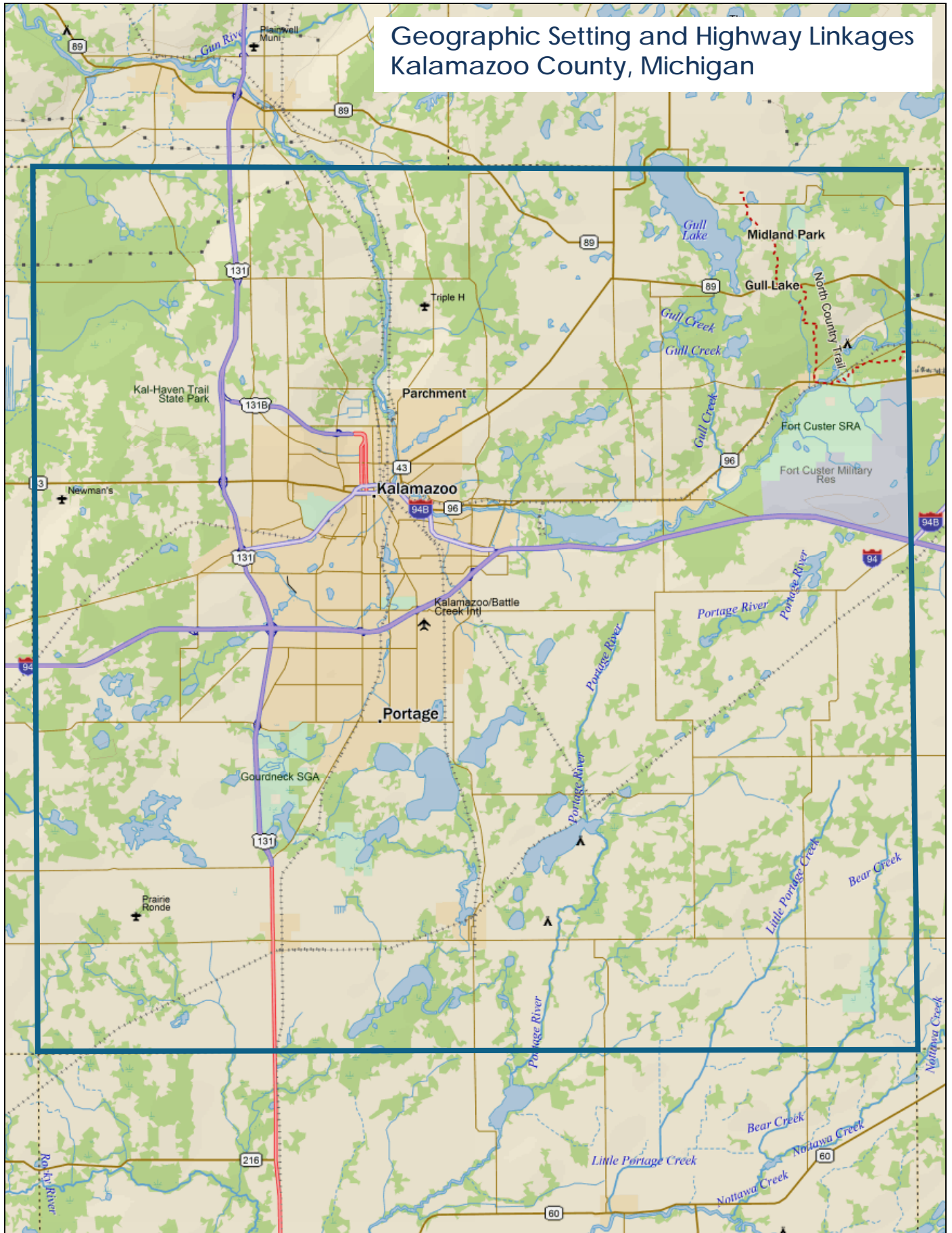
	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	67	1%	7	0%	16	0%
Grade 9 - 11	219	4%	178	3%	195	3%
High School Graduate	1,296	26%	1,148	20%	1,136	19%
Some College, No Degree	1,417	29%	1,279	23%	1,339	22%
Associates Degree	482	10%	676	12%	740	12%
Bachelor's Degree	946	19%	1,677	30%	1,609	27%
Graduate Degree	478	10%	695	12%	913	15%
No Schooling Completed	14	0%	0	0%	5	0%
Total Pop Ages 25+ (sum)	4,919	100%	5,660	100%	5,953	100%

	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	4,026	72%	4,177	66%	4,419	65%
Civilian, Employed	3,935	98%	3,952	95%	4,339	98%
Civilian, Unemployed	91	2%	221	5%	76	2%
In Armed Forces	0	0%	4	0%	4	0%
Not In Labor Force	1,590	28%	2,178	34%	2,350	35%
Total Pop Ages 16+ (sum)	5,616	100%	6,355	100%	6,769	100%

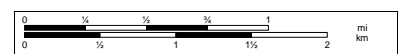
	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	1,374	35%	818	21%	999	23%
% White Collar	2,565	65%	3,135	79%	3,340	77%
Employed Ages 16+ (sum)	3,939	100%	3,952	100%	4,339	100%

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Geographic Setting and Highway Linkages Kalamazoo County, Michigan



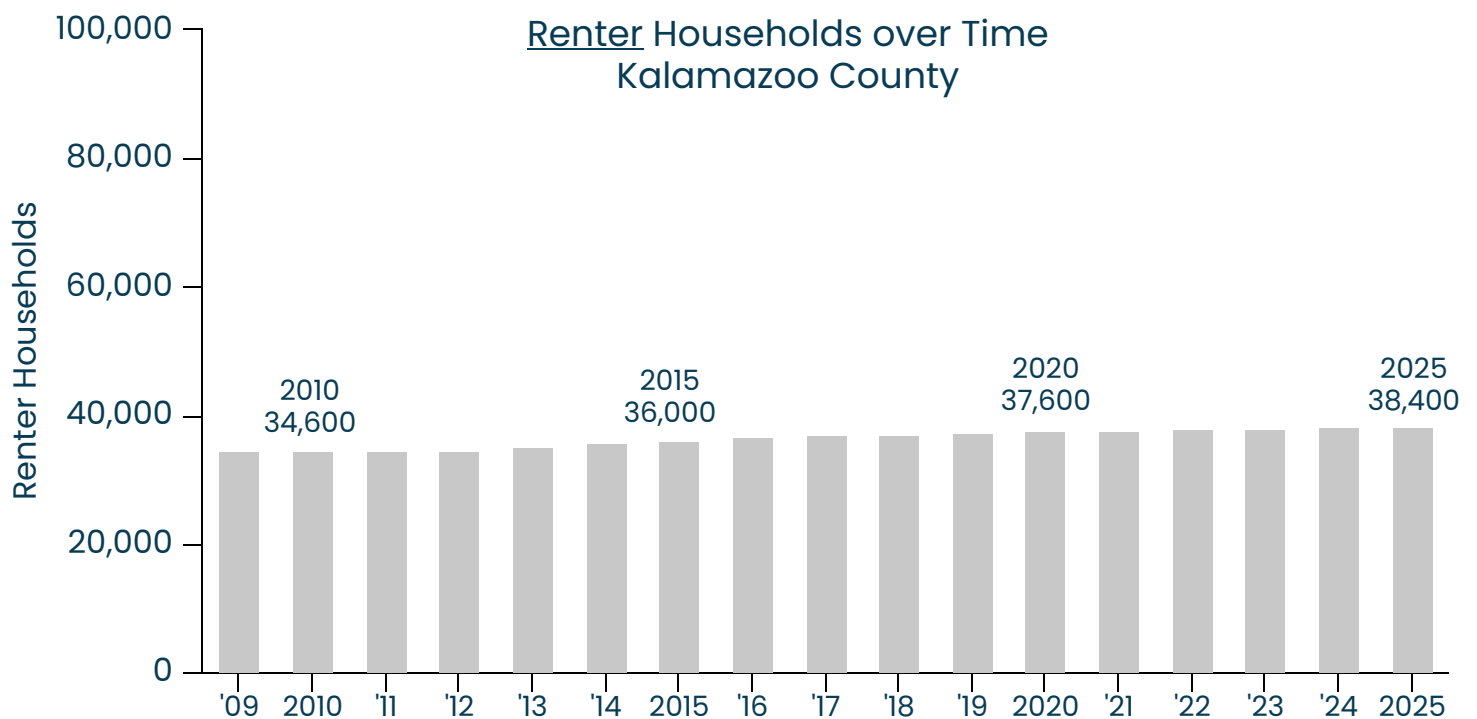
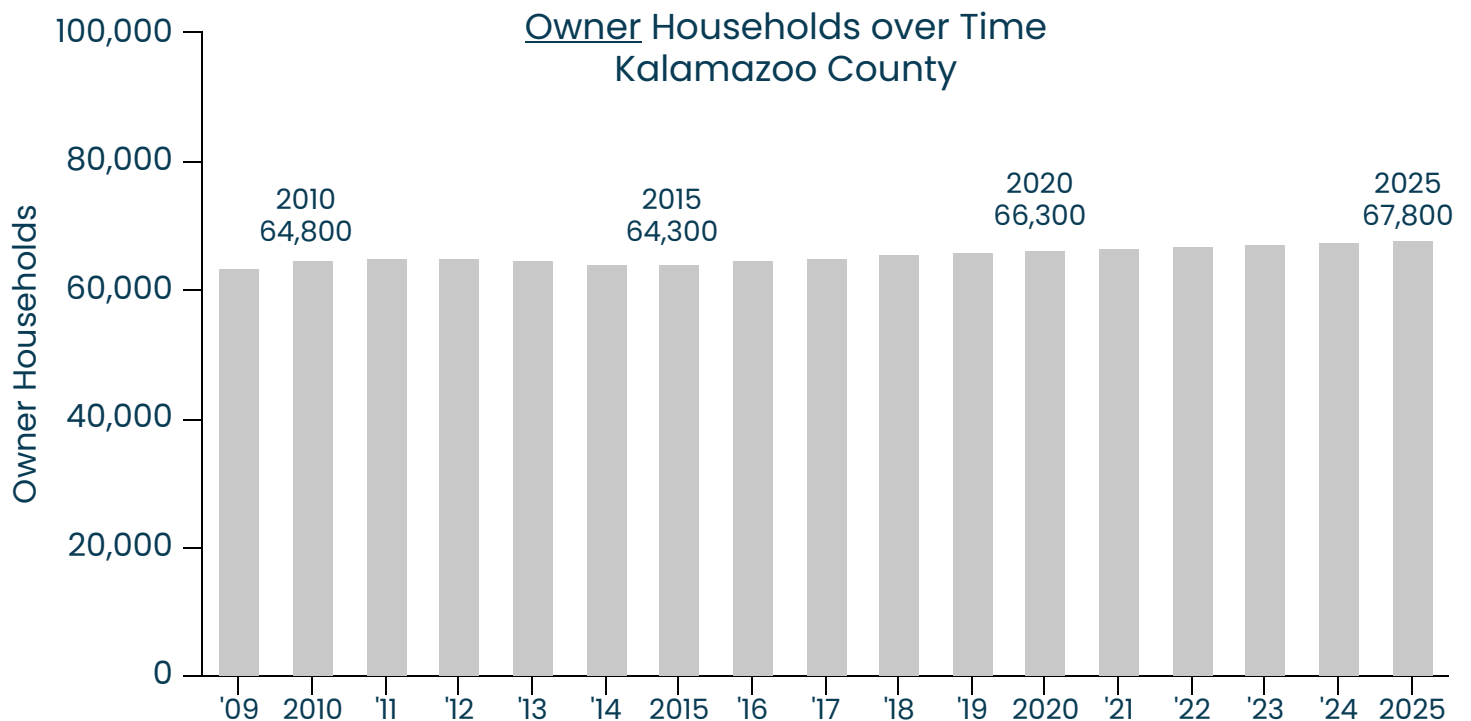
Underlying map provided by Delorme; exhibit prepared by LandUseUSA
Urban Strategies for the City of Portage; March, 2020.



1" = 4,155 ft

Hhld Tenure over Time | Kazoo Co

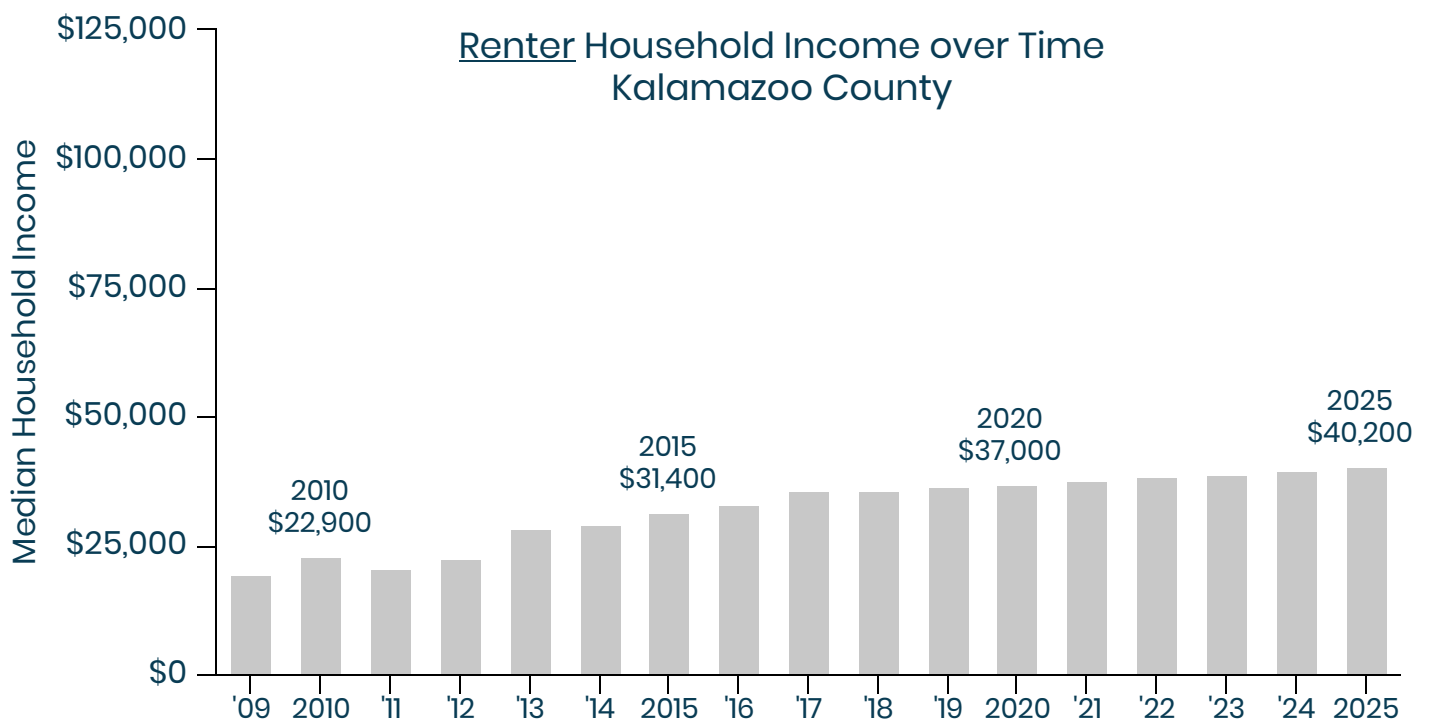
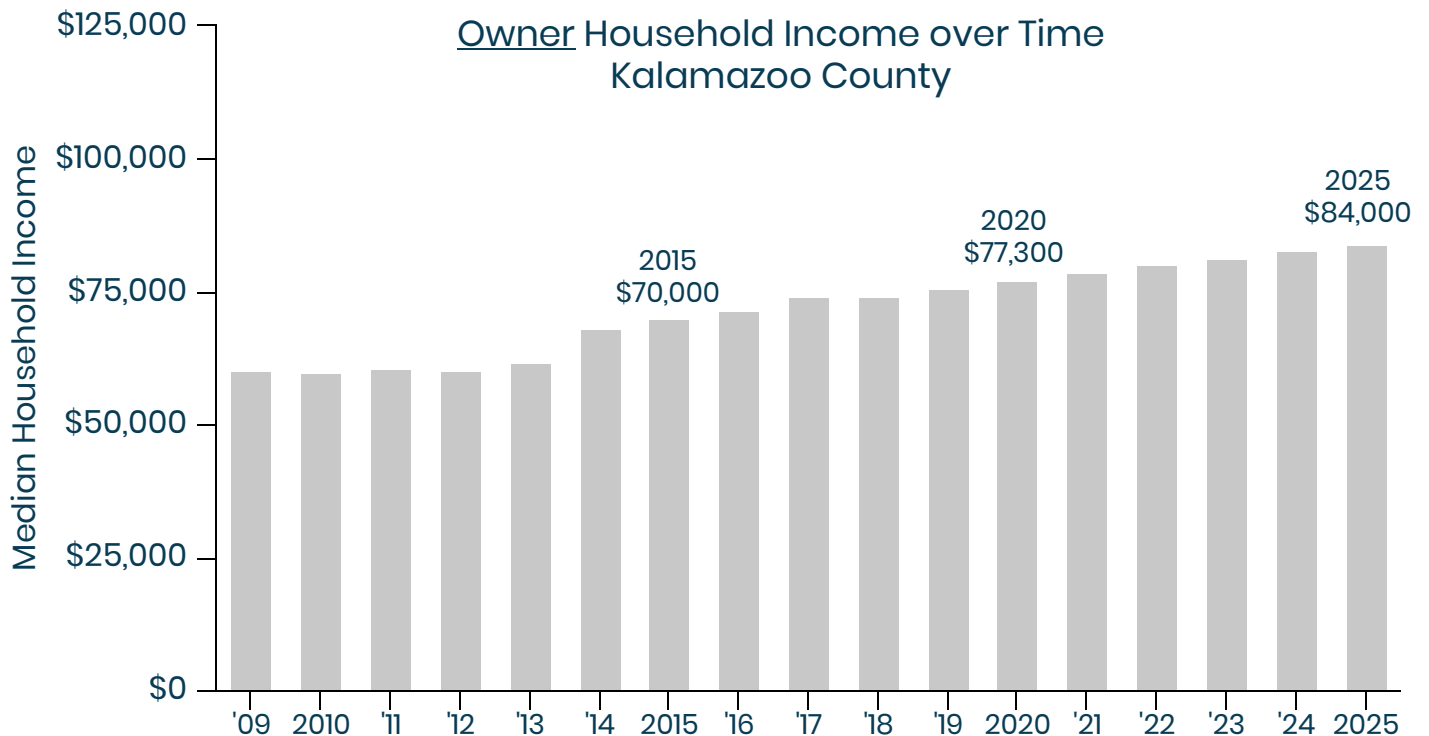
Households by tenure are used to forecast future demand for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; March 2020.

Hhld Income over Time | Kazoo Co

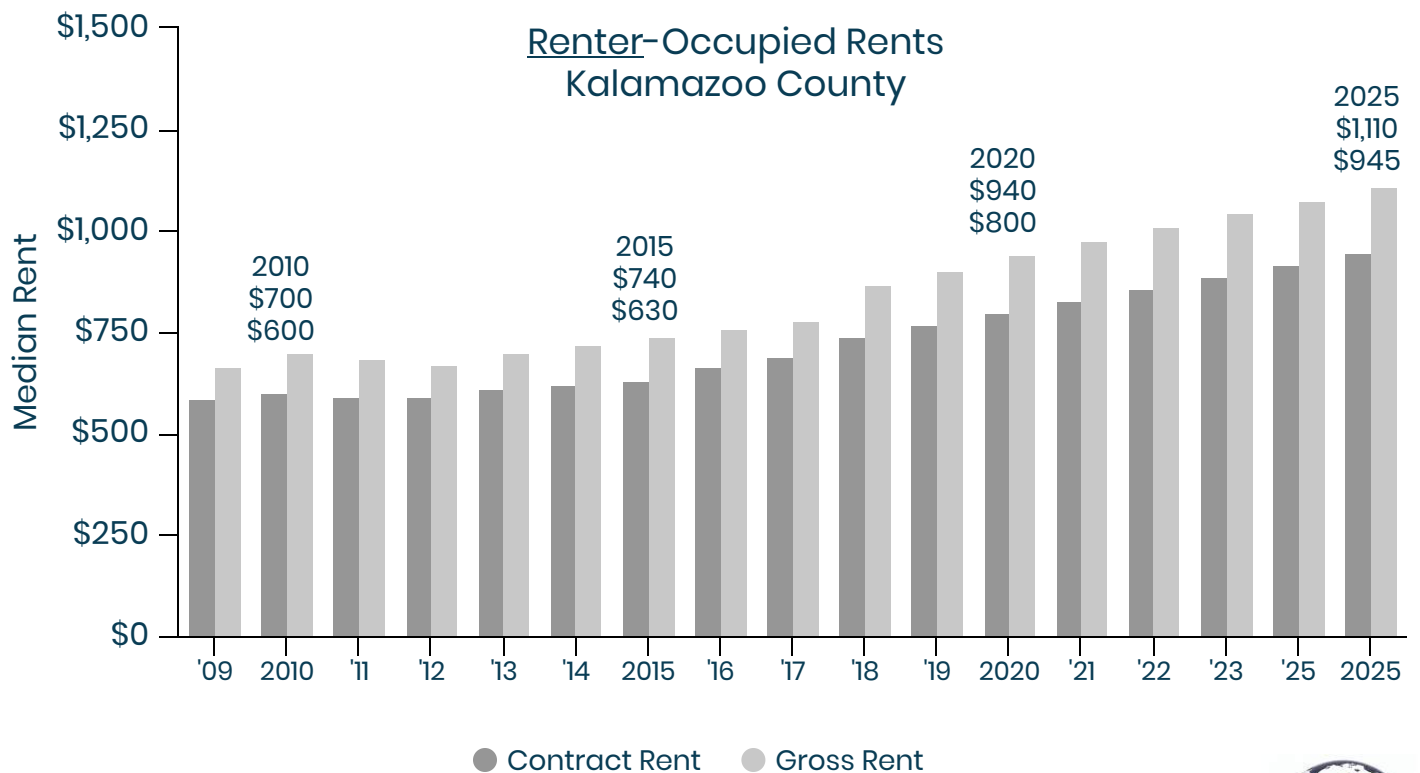
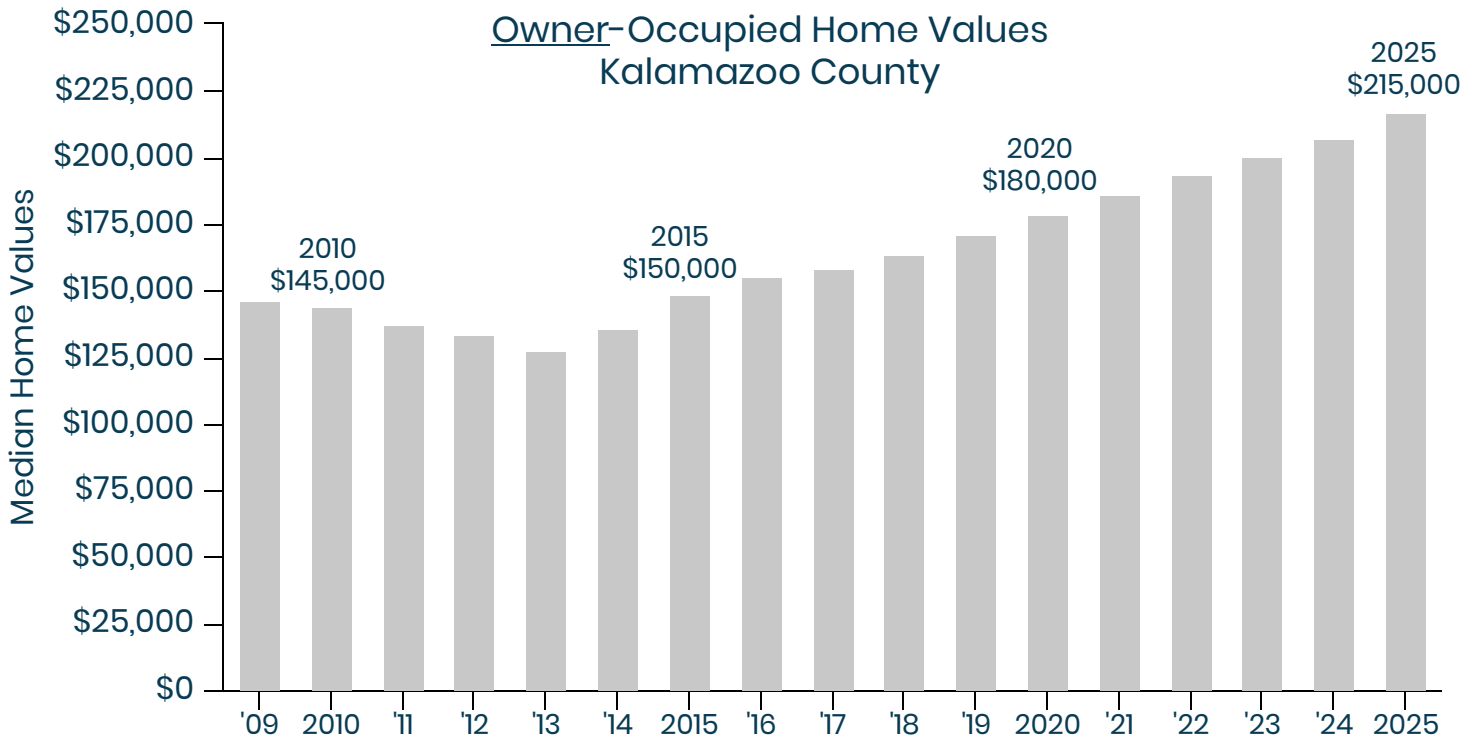
Household income by tenure is used to forecast price tolerances for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Values, Rents over Time | Kazoo Co

Household prices are used to forecast future price tolerances for housing units.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Residential Market Parameters | Income, Tenure, Vehicles Geographic Comparison - Kalamazoo County, Michigan

	2000	2000	2010	2010	2019	2019
Households by Income	Census	Share	Census	Share	Estimates	Share
\$0 - \$15,000	14,010	15%	16,779	17%	12,185	11%
\$15,000 - \$24,999	12,663	14%	13,733	14%	10,363	10%
\$25,000 - \$34,999	11,819	13%	12,462	12%	11,140	10%
\$35,000 - \$49,999	16,183	17%	14,123	14%	14,105	13%
\$50,000 - \$74,999	18,687	20%	16,875	17%	20,760	19%
\$75,000 - \$99,999	9,480	10%	11,022	11%	13,612	13%
\$100,000 - \$149,999	7,152	8%	10,187	10%	13,818	13%
\$150,000 +	3,494	4%	5,429	5%	10,512	10%
Total Households (sum)	93,488	100%	100,611	100%	106,495	100%
Census Households	93,485	100%	100,611	100%	106,495	100%
Average Hhld Income	\$54,424	.	\$61,571	.	\$78,552	.
Median Hhld Income	\$42,286	.	\$42,218	.	\$56,318	.
	2000	2000	2010	2010	2019	2019
Housing Units	Census	Share	Census	Share	Estimates	Share
Total Occupied Units	.	.	100,611	91%	106,496	95%
Owned w/Mortgage	.	.	45,682	45%	43,854	41%
Owner Free and Clear	.	.	18,572	18%	24,060	23%
Renter Occupied	.	.	36,356	36%	38,581	36%
Vacant	5,769	5.8%	9,397	8.5%	5,598	5.0%
Total Housing Units (sum)	99,254	100%	110,008	100%	112,094	100%
	2000	2000	2010	2010	2019	2019
Vehicles Available	Census	Share	Census	Share	Estimates	Share
0 Vehicles Available	6,464	7%	6,733	7%	8,210	8%
1 Vehicle Available	32,523	35%	37,233	37%	37,755	35%
2+ Vehicles Available	54,497	58%	56,644	56%	60,530	57%
Total Households (sum)	93,484	100%	100,610	100%	106,495	100%
Vehicles Per Household	2	.	2	.	2	.

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Economic Market Parameters | Education, Employment, Professions Geographic Comparison - Kalamazoo County, Michigan

	2000	2000	2010	2010	2019	2019
Educational Attainment	Census	Share	Census	Share	Estimates	Share
Grade K - 8	3,633	3%	2,022	1%	1,874	1%
Grade 9 - 11	11,962	8%	8,831	6%	7,938	5%
High School Graduate	37,620	26%	39,310	25%	37,473	23%
Some College, No Degree	35,148	24%	37,545	24%	39,440	24%
Associates Degree	10,765	7%	13,568	9%	15,609	10%
Bachelor's Degree	27,587	19%	34,115	22%	36,338	22%
Graduate Degree	17,602	12%	19,502	13%	24,333	15%
No Schooling Completed	674	0%	977	1%	914	1%
Total Pop Ages 25+ (sum)	144,991	100%	155,870	100%	163,919	100%

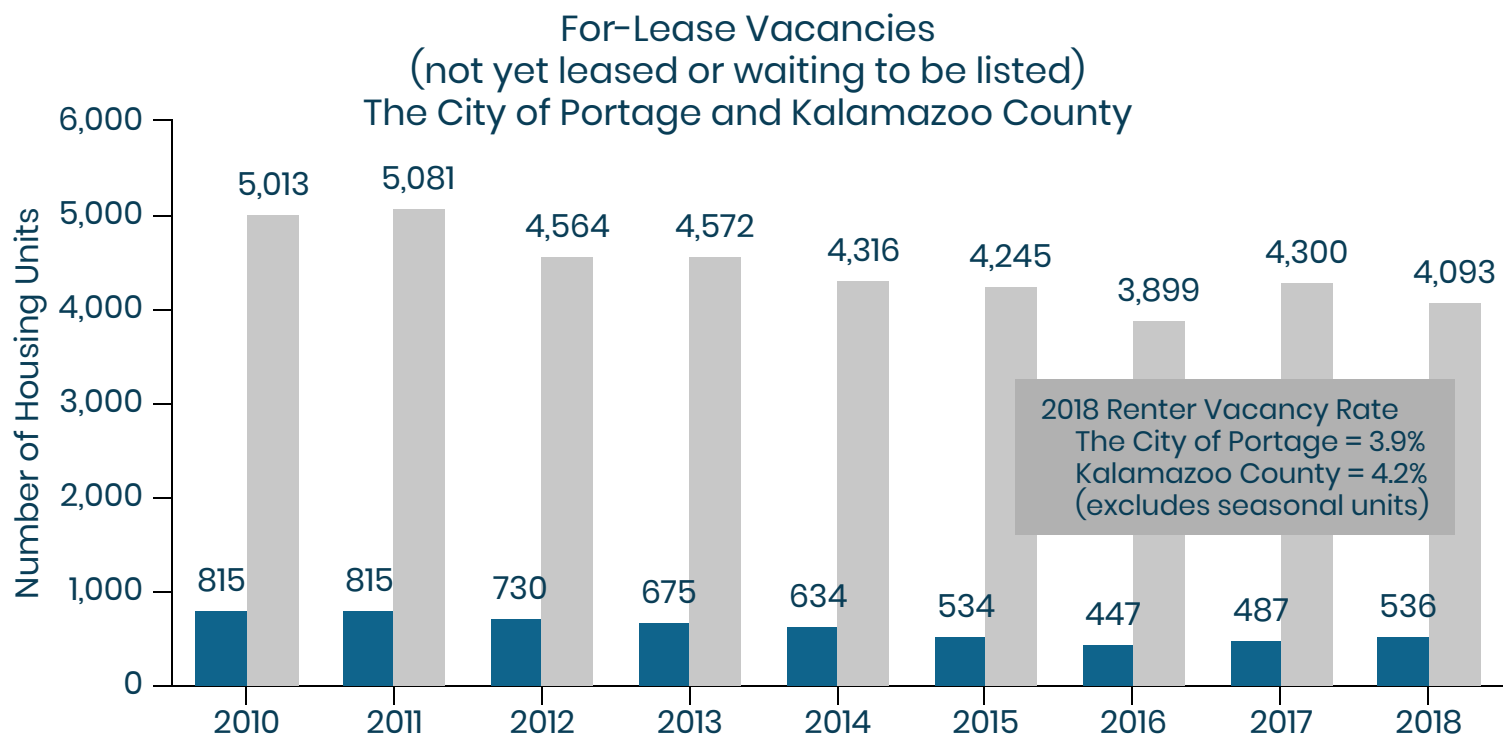
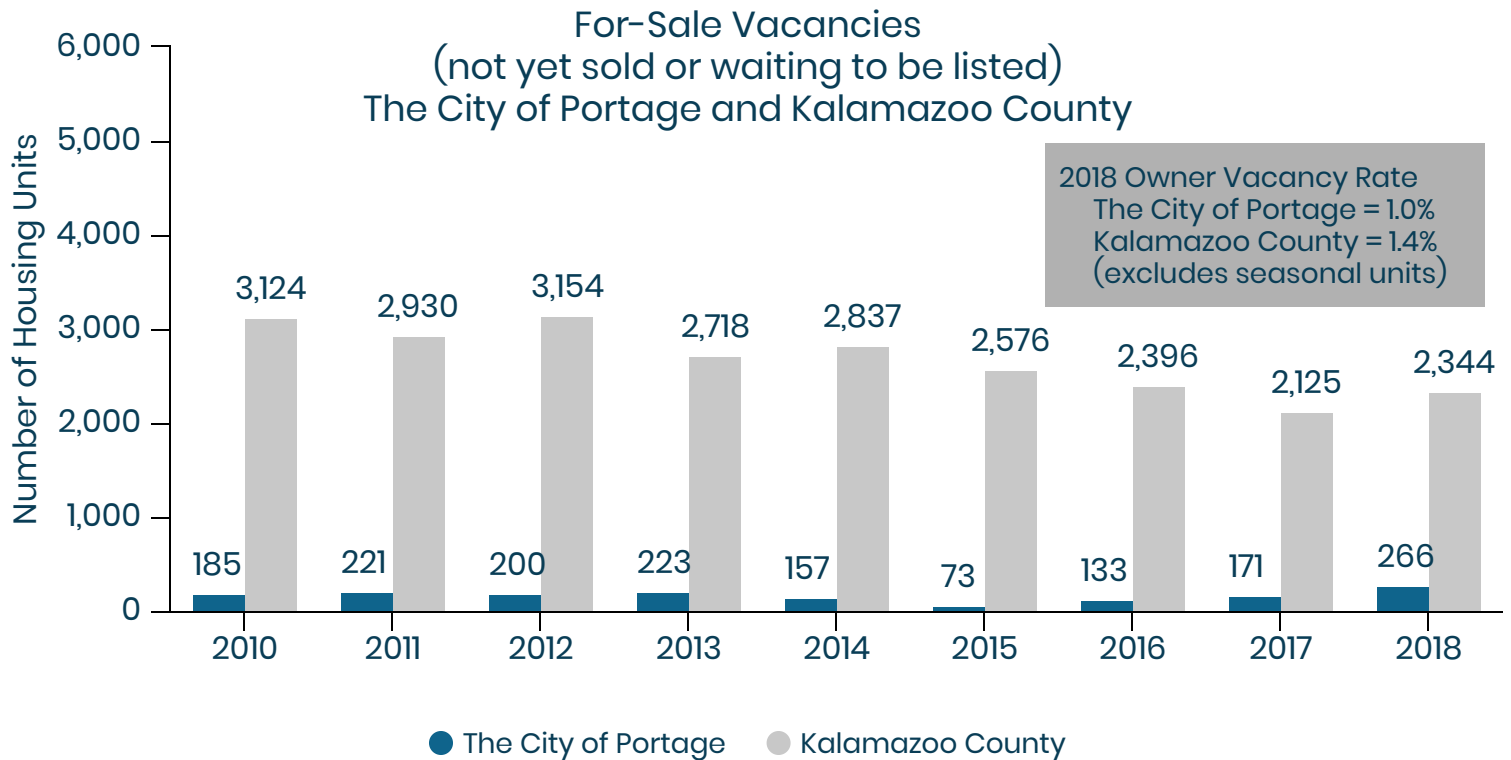
	2000	2000	2010	2010	2019	2019
Employment	Census	Share	Census	Share	Estimates	Share
Total Labor Force	129,372	69%	131,205	66%	136,520	65%
Civilian, Employed	120,721	93%	117,407	89%	131,566	96%
Civilian, Unemployed	8,565	7%	13,478	10%	4,604	3%
In Armed Forces	86	0%	320	0%	350	0%
Not In Labor Force	58,125	31%	68,758	34%	74,541	35%
Total Pop Ages 16+ (sum)	187,497	100%	199,963	100%	211,061	100%

	2000	2000	2010	2010	2019	2019
Professions	Census	Share	Census	Share	Estimates	Share
% Blue Collar	45,033	37%	42,881	37%	49,147	37%
% White Collar	75,685	63%	74,526	63%	82,419	63%
Employed Ages 16+ (sum)	120,718	100%	117,407	100%	131,566	100%

Source: Underlying data provided by the 2000 and 2010 Decennial Census with 2019 Estimates provided by Experian Decision Analytics. Exhibit and analysis prepared by LandUseUSA | Urban Strategies on behalf of the City of Portage, Michigan; March 2020.

Available Vacancies | Portage

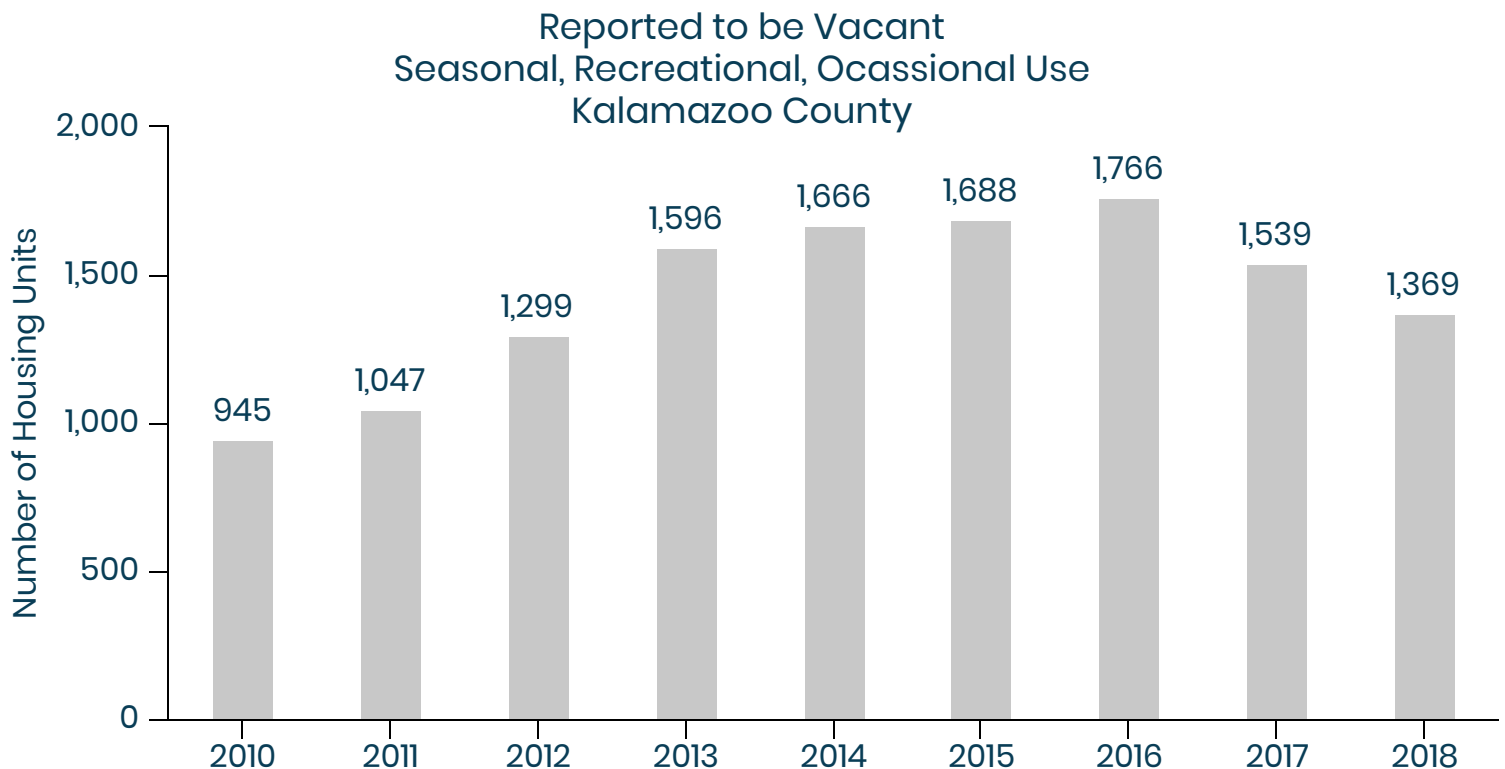
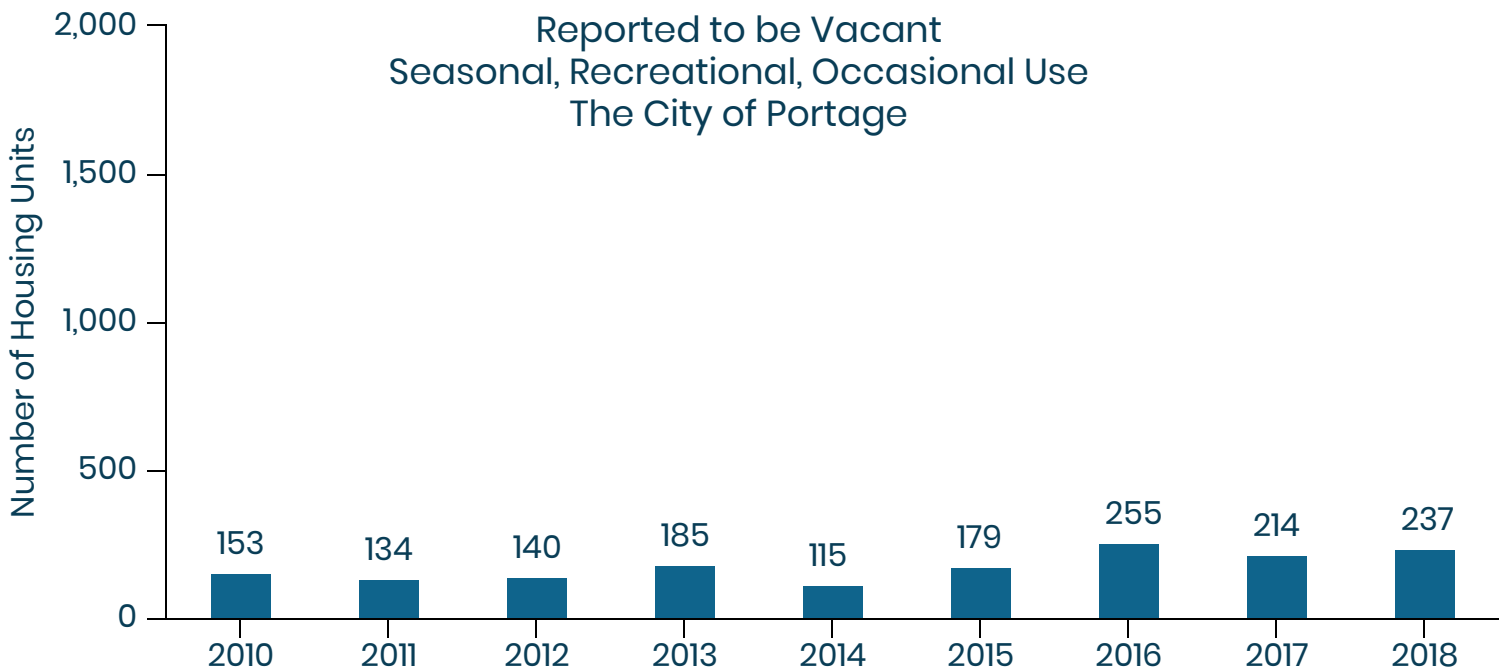
A geographic comparison of available housing vacancies by tenure over time.



Underlying data by the Decennial Census and American Community Survey through the year 2018.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Seasonal Vacancies | Portage

A geographic comparison of vacancies due to housing seasonality over time.



Underlying data by the Decennial Census and American Community Survey through the year 2018.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage; April 2020.

Section M

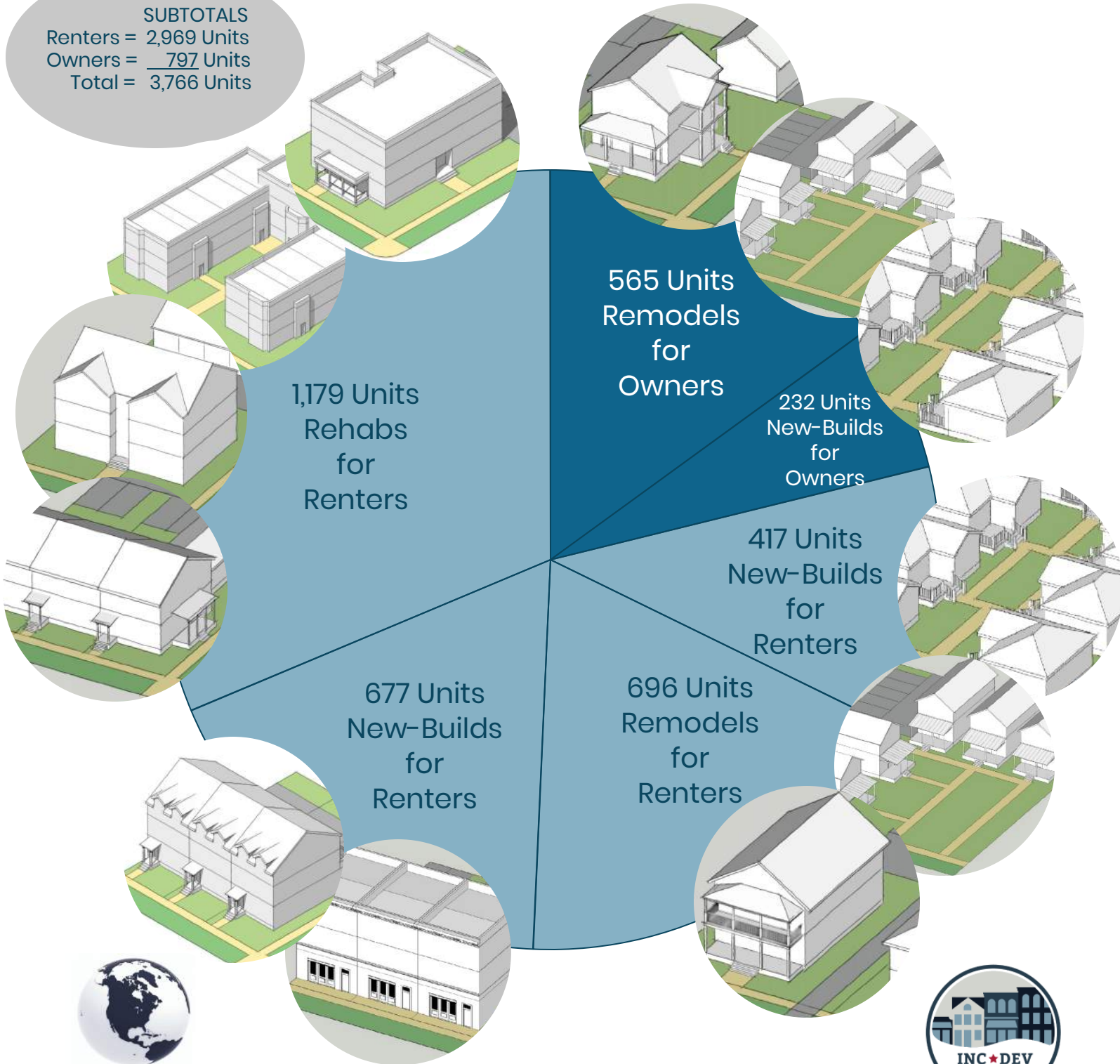
Housing Typology by the Incremental Development Alliance



Annual Market Potential Remodels & New-Builds | Portage

SUBTOTALS

Renters = 2,969 Units
Owners = 797 Units
Total = 3,766 Units

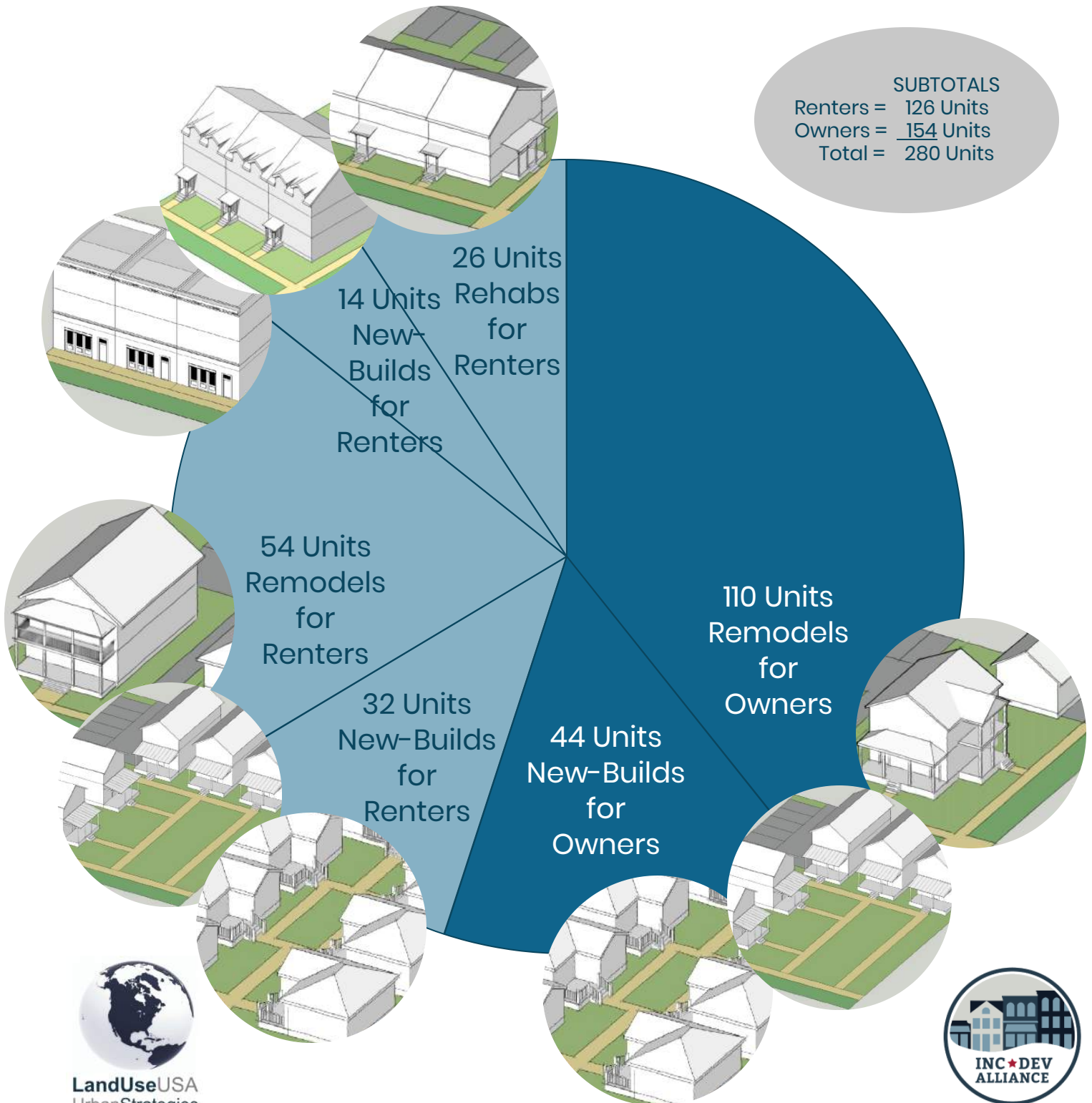


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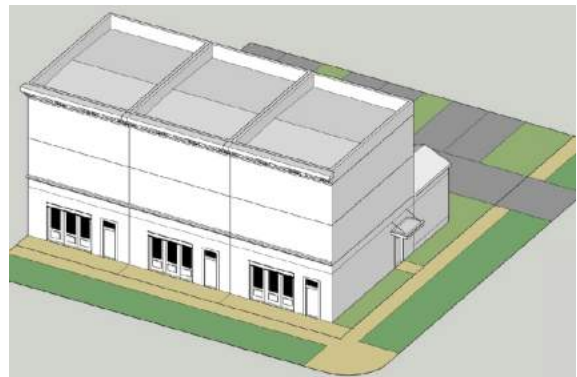
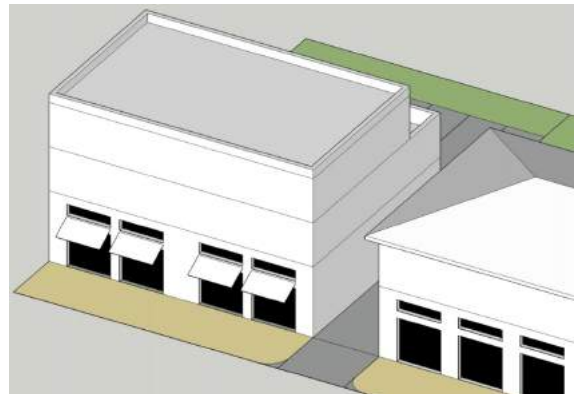
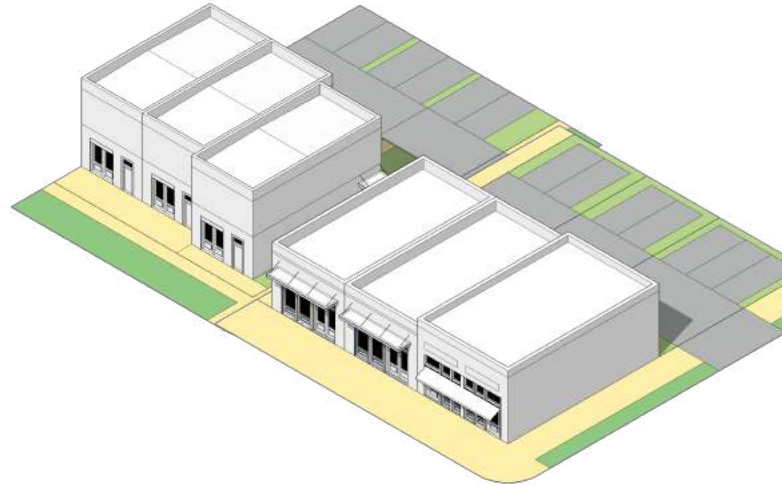
Underlying target market analysis analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage, May 2020. Building types provided with permission from the Incremental Development Alliance.

Annual Market Potential Remodels & New-Builds | Lake Center



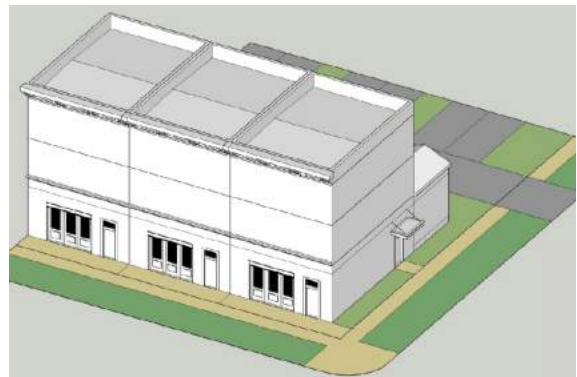
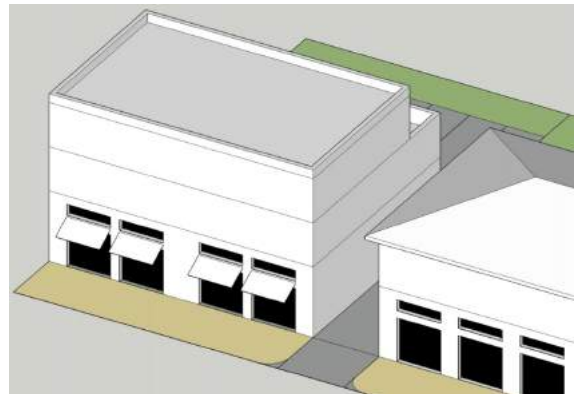
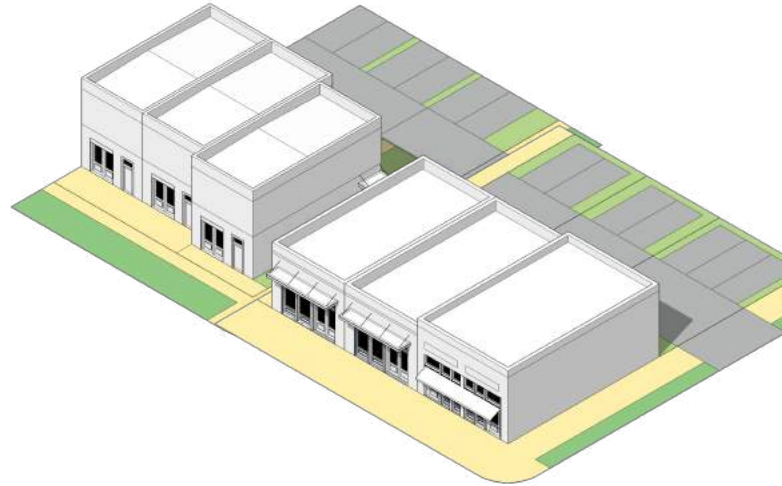
Underlying target market analysis analysis and exhibit prepared by LandUseUSA | Urban Strategies for the City of Portage, May 2020. Building types provided with permission from the Incremental Development Alliance.

Retail and Mixed-Use Site Number 5 | Lake Center



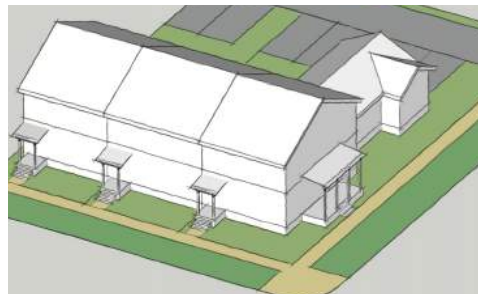
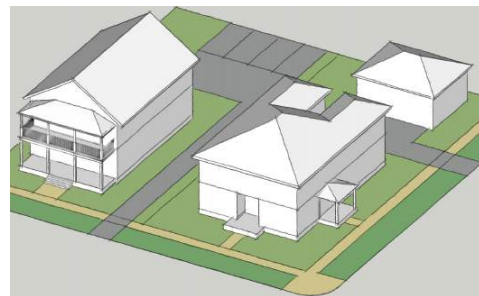
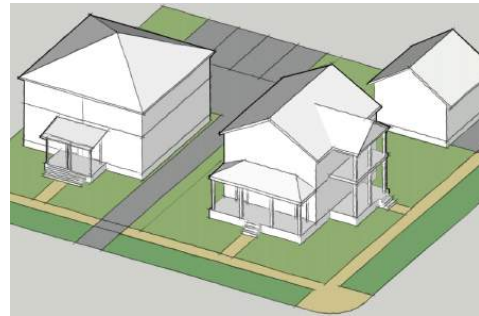
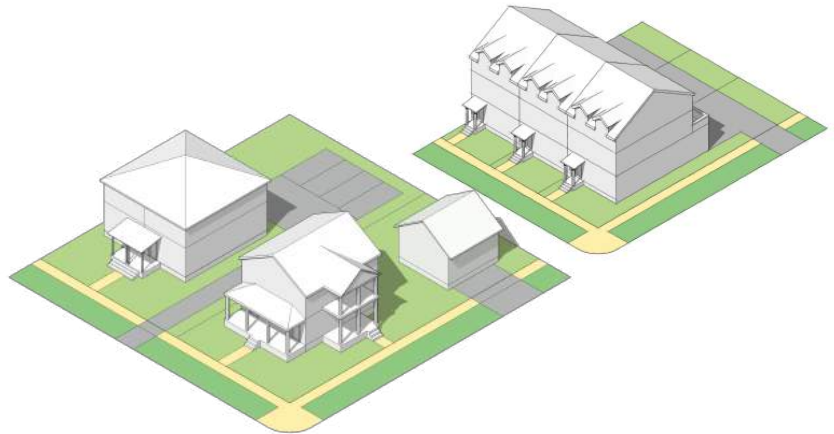
Source: Exhibit prepared by LandUseUSA | Urban Strategies with permission from the Incremental Development Alliance and Opticos Design; May 2020.

Retail and Mixed-Use Sites 1a, 2, 3, and 4 | Lake Center



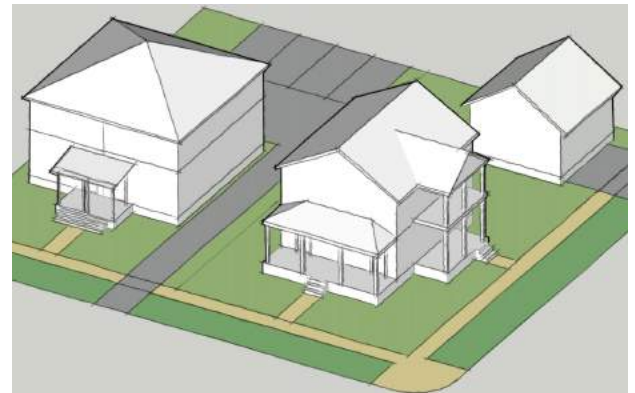
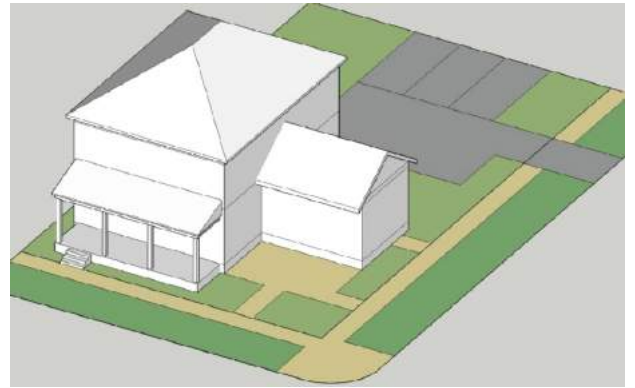
Source: Exhibit prepared by LandUseUSA | Urban Strategies with permission from the Incremental Development Alliance and Opticos Design; May 2020.

Duplexes, Triplexes, Four-Plexes Sites 1b, 6, and 7b | Lake Center

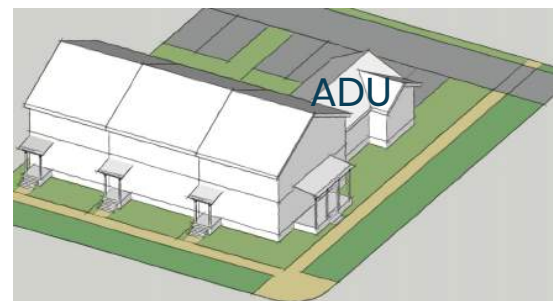
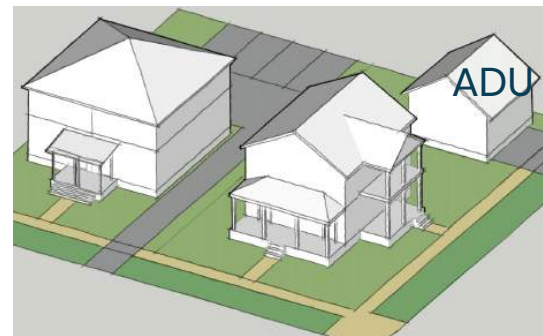
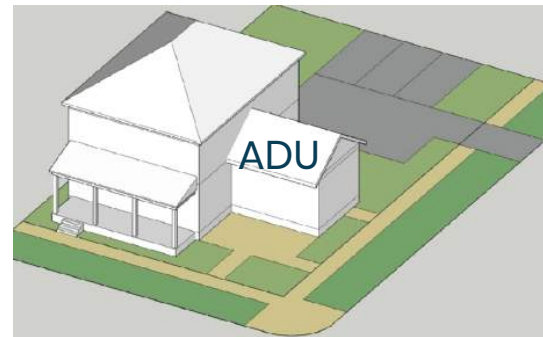
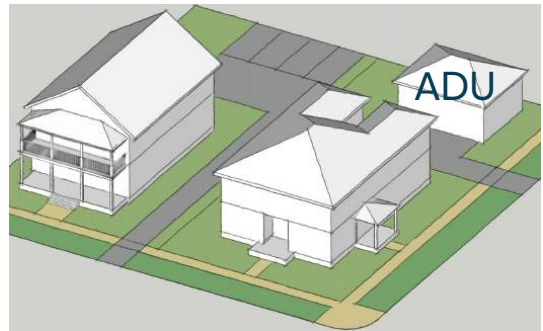


Traditional Detached Houses

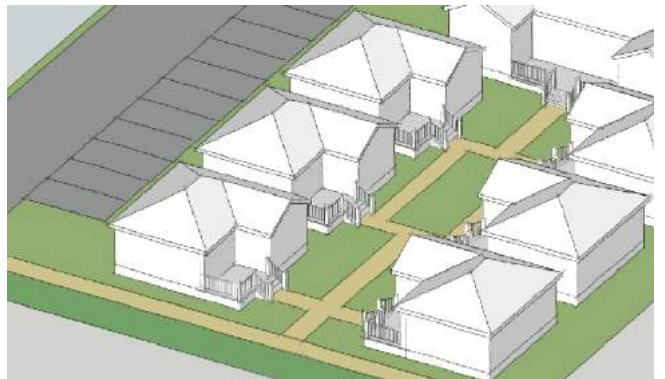
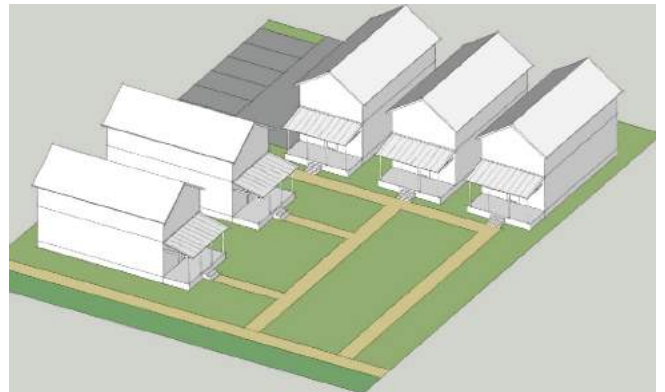
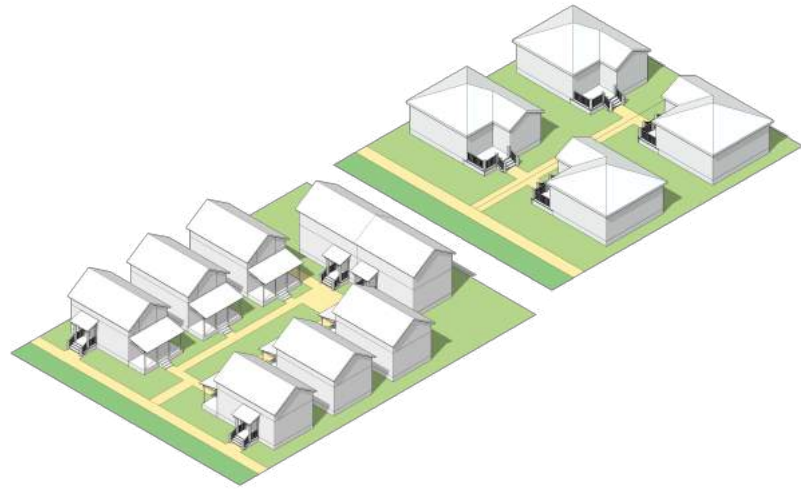
Site 7a | Lake Center



Accessory Dwelling Units Sites 6, 7a, and 7b | Lake Center



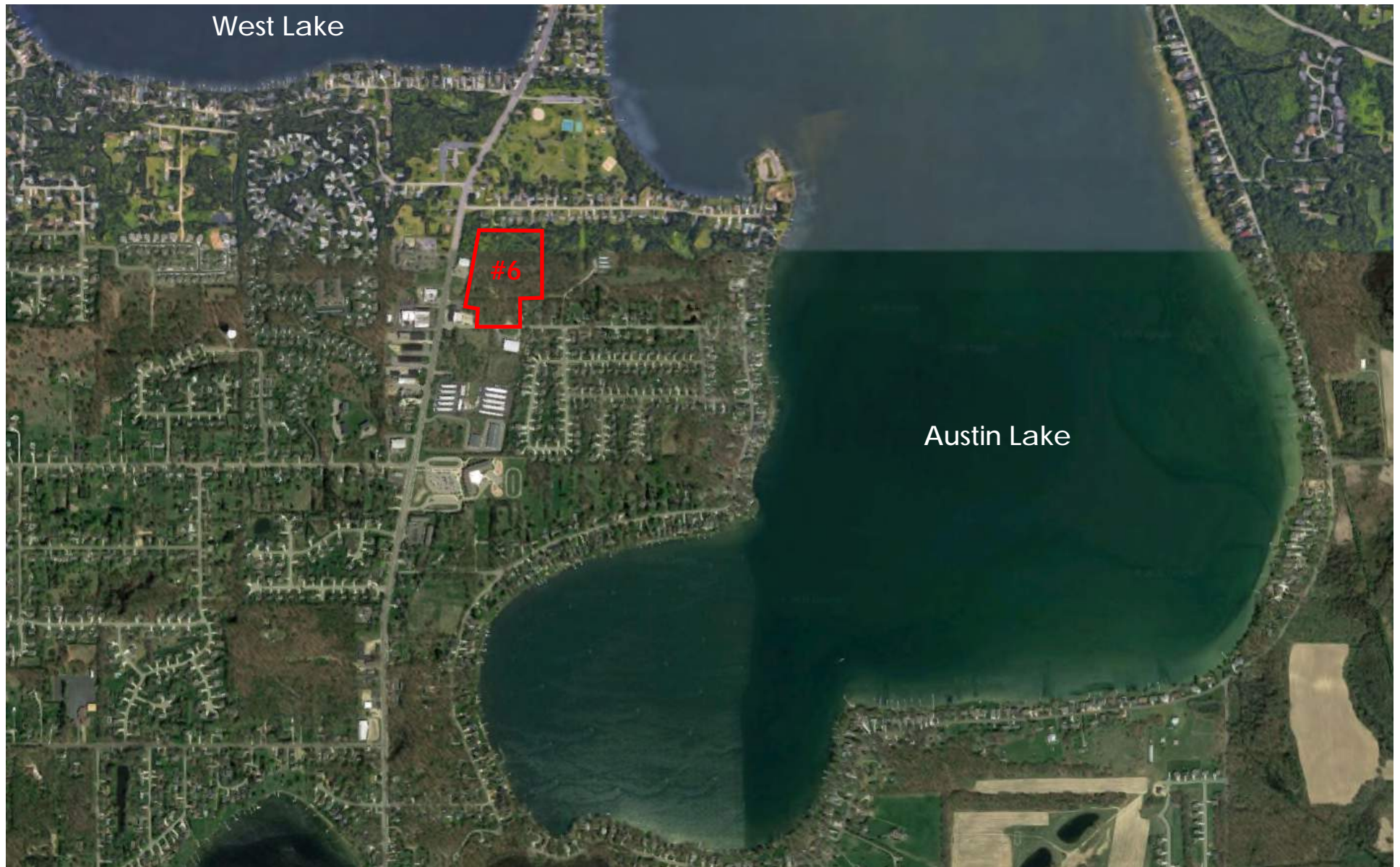
Cottage Courtyards Site 7a | Lake Center



Source: Exhibit prepared by LandUseUSA | Urban Strategies with permission from the Incremental Development Alliance and Opticos Design; May 2020.



Lake Center District - Available Development Sites
Exhibit prepared by LandUseUSA with input from the City of Portage, May 2020.

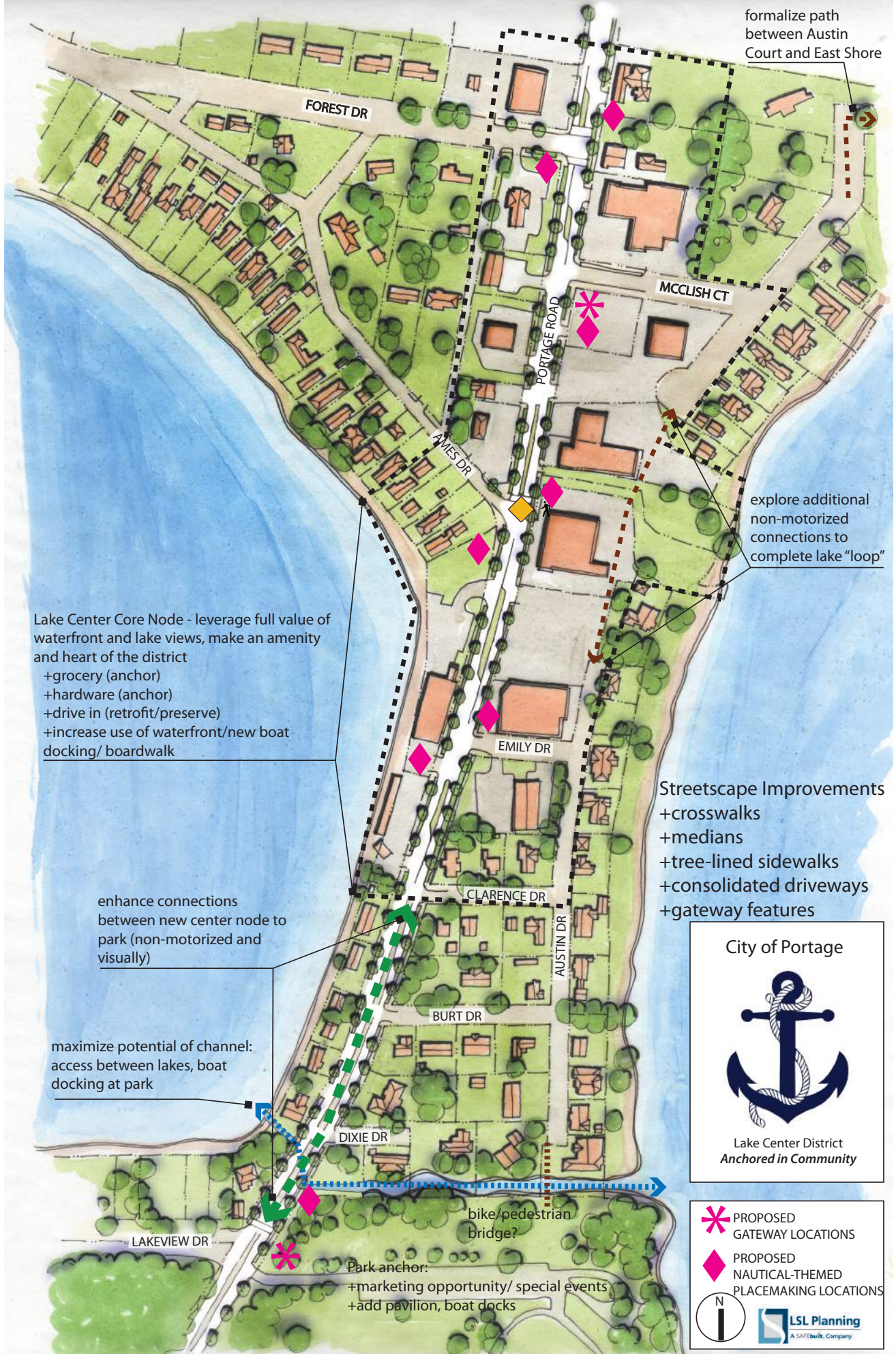


Lake Center District - Available Development Sites
Exhibit prepared by LandUseUSA with input from the City of Portage, May 2020.

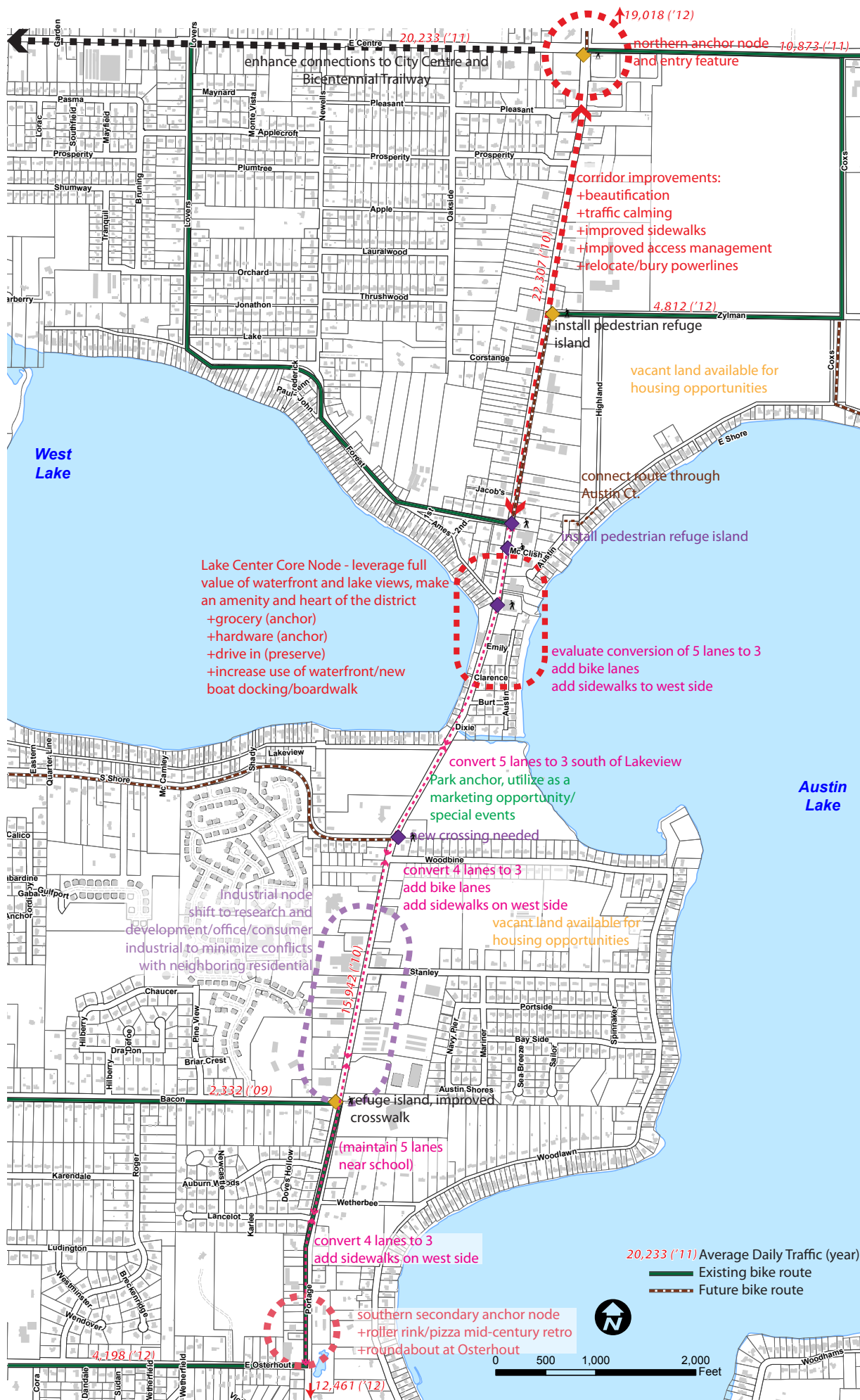
Section N

2014 Comprehensive Plan (Reference)

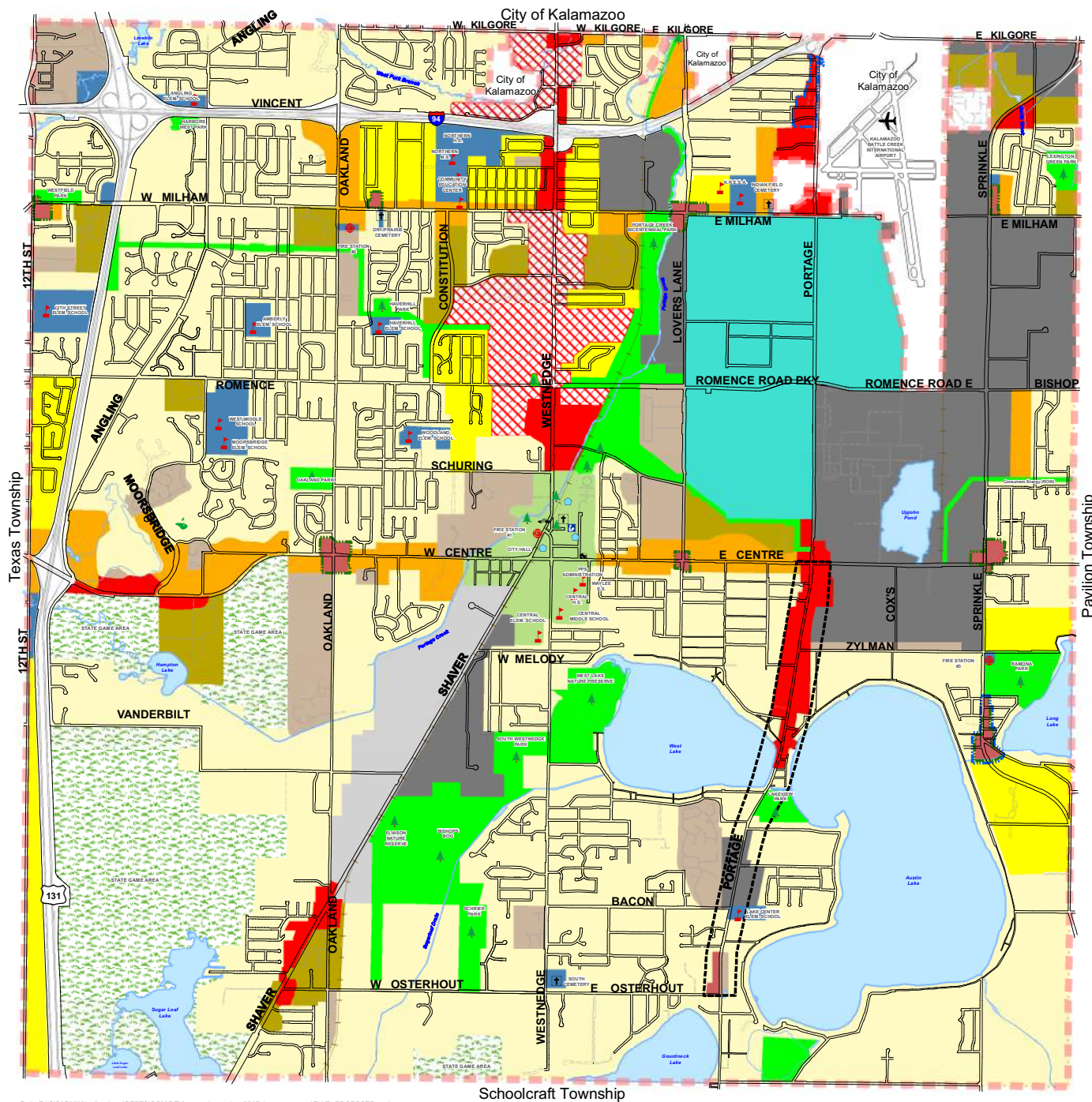




Lake Center Corridor Recommendations; 2014.






















Lake Center Corridor Recommendations; 2014.



Future Land Use Map

Legend

- | | |
|---|---|
|  | Low Density Residential |
|  | Single-Family Detached-Medium Density Residential |
|  | Medium-Density Residential |
|  | High Density Residential |
|  | Local Business |
|  | Regional Business |
|  | General Business |
|  | General Industrial |
|  | Shaver Road Business Corridor |
|  | Research, Development & Technology |
|  | Office |
|  | Park / Recreation |
|  | Gourdneek State Game Area |
|  | Public |
|  | City Centre |
|  | Secondary Commercial Node |
|  | Commercial Revitalization Area |
|  | Lake Center Subarea |
|  | Airport |
|  | Cemetery |
|  | City Park |
|  | Court |
|  | Fire Station |
|  | Golf Course |
|  | Library |
|  | Municipal |
|  | P.C.O.C. |
|  | Police |
|  | Public School |
|  | CITY BOUNDARY |
- 

1 inch = 3,200 feet

Section O

Michigan's Missing Middle Here's the Scoop



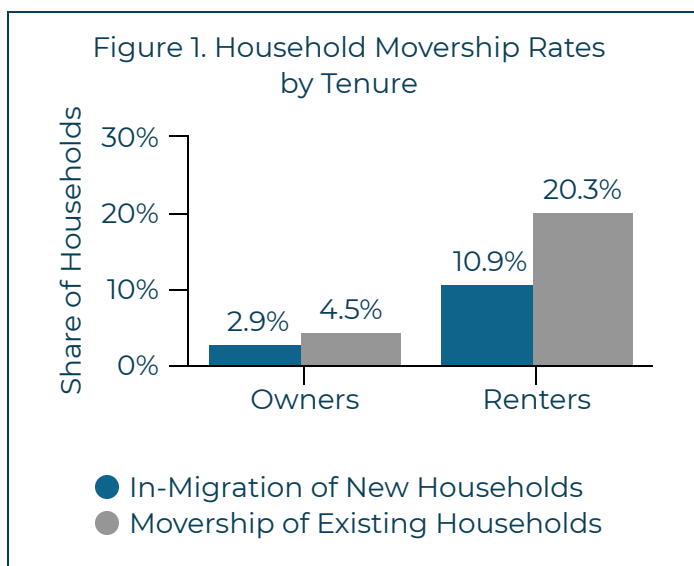
Michigan's Missing Housing - Here's the Scoop

Across the state, cities and developers are beginning to respond to the market gaps and missing housing formats – particularly in urban places and waterfront settings. Analytic results from countless studies across the state support what most developers know instinctively – the demand for new housing is being driven by singles of all ages who are on the move and seeking for-lease, attached formats located in downtowns and urban neighborhoods.

The following information is provided for state-wide averages and generally applies to individual cities, villages, and townships. However, each place has a unique profile, including geographic setting, household composition, tenure, migration, lifestyle clusters (target markets), and existing housing formats. Therefore, the magnitude of market gaps by will vary place to place.

Movership by Tenure – Renters are four times more likely to move than home owners. Home owners are more inclined to choose detached houses in rural settings, and they tend to be quite settled. Migrating renters across Michigan have high movership rates and are turning-over the existing supply of rental units about every three years. In comparison, it can take 10 to 15 years for migrating home owners to turn-over the stock among detached houses.

See Figure 1 shown below.



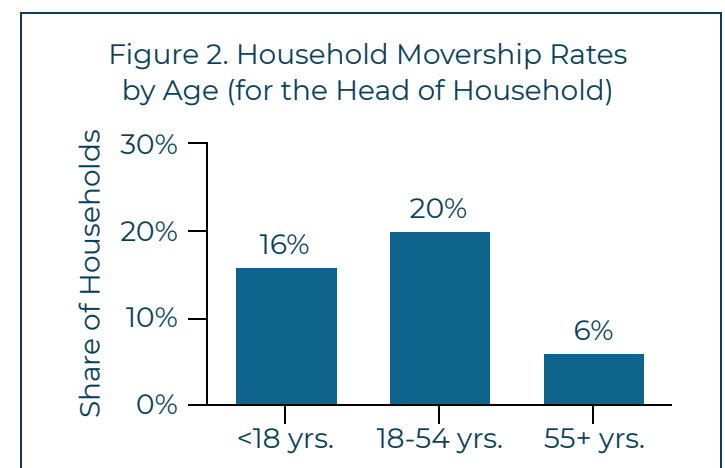
Compared to home owners, renters are more likely to choose attached units in urban places. And, because they have high movership rates, they are generating most of the demand for lofts, townhouses, and other formats in traditional downtowns.

Caution is advised against over-planning and over-building attached formats (like new townhouses and lofts) for owner-occupied households unless they are clearly supported by market demand and offer vista views of waterfronts and/or vibrant downtown districts.

Movership by Origin – About half of all households moving into Michigan are actually new residents for the state; and the other half are moving from one address to another within the state. Among all renters, almost 11% are in-migrating from beyond Michigan; and over 20% are moving within (unadjusted for out-migration). Within each unique place, in-migration is used to estimate the minimum annual market potential (the “conservative scenario”). In comparison, total migration should be used more cautiously and as an estimate of the maximum market potential (“aggressive scenario”).

Movership by Age – Stakeholder discussions on housing often gravitate toward the topic of Michigan’s aging residents. The theory is that senior households are gaining as a share of total, and they are seeking low-maintenance “age in place” formats like patio homes, courtyard cottages, and townhouses. In reality, seniors still represent a relatively small group; and they tend to be very settled into detached houses.

See Figure 2 shown below.



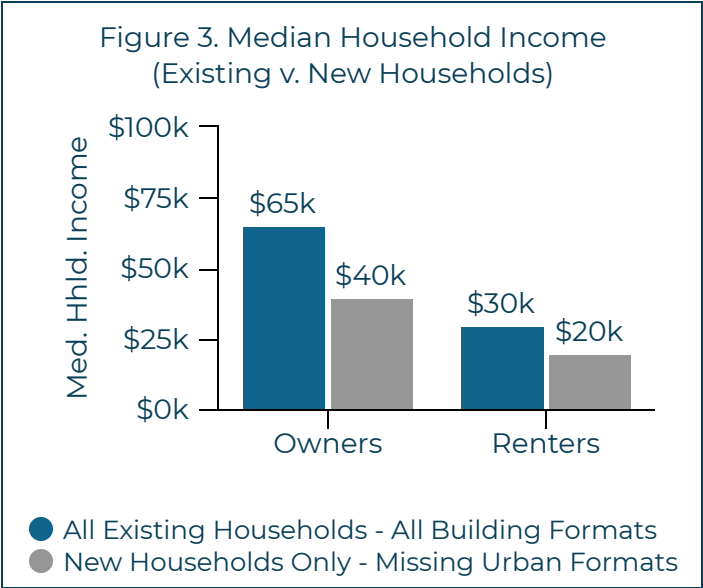
Michigan's Missing Housing – Here's the Scoop

Movership by Age – Only 6% of all senior-headed households move each year, compared to 20% among younger households. Used as a basis for calculating market gaps, the data consistently shows that the need for new “age in place” choices is small. Rather than building senior apartments, there is a much greater need to improve and modify existing houses to be barrier-free; deliver new services to seniors in their existing homes; and build new formats for single renters of all ages.

Affordability v. Tolerance – Housing affordability, attainability and tolerance are important topics that must be addressed within each unique place. Measures of affordability are usually aligned with HUD’s Low-Moderate-Income (LMI) limits, with parameters for 80% or less of Area Median Income (AMI). Attainability softens the rules to include units that are priced in alignment with market rates. Tolerance recognizes that shifts in supply and demand can result in price jumps that residents will tolerate – even if they are over-burdened by HUD’s standards.

Income of Migrating Households – Regardless of these qualifiers, migrating renters generally have half the income of owners. Furthermore, new households migrating into Michigan have lower incomes than established households. Statewide, there is a need for more income-integrated choices across all building formats, including townhouses or high-rise lofts targeted too often at the “luxury” market.

See Figure 3 shown below.



Mismatch by Building Format – With remarkable consistency between places and across the state, there is a mismatch between the preferences of migrating households and the formats of available housing choices. Renters in particular are seeking new housing formats in urban places, and particularly attached units that offer spectacular views of a downtown, river, and/or lake. When they are unable to find choices, then they compromise by renting detached houses.

See Figure 4 on the next page.

Statewide, only 65% of migrating households are seeking detached houses, and 35% are seeking attached units. However, attached choices represent only 15% of the housing supply. This reinforces the need for more attached renter-occupied housing formats in urban places. This does not mean that there is a need for more “apartments” at the fringe of the community. Rather, there is a need for ongoing reinvestment into downtowns with the rehab of lofts above street-front retail, and the addition of townhouses and other transitional formats nearby.

Experian Decision Analytics – 71 lifestyle clusters have been defined within Experian's Mosaic of all households across the nation. Households are aggregated by block groups, and then the block groups are assigned to lifestyle clusters. The clusters are based on demographics and socio-economic data; financial, debt, and property characteristics; and geographic location – including metro places by urbanicity.

Urban Target Markets – The Striving Singles target market represents an amazing 28% of all migrating households seeking buildings with four or more units in urban places. The second largest group is Family Troopers, followed by Full Steam Ahead and Senior Towers (low-income seniors living in high-rise towers).

See Figure 5 on the next page.

The Striving Singles group has a code of O54, which generally means that it is 54th in income among 71 lifestyle clusters living across the nation. The most affluent urban target market migrating within Michigan is the Wired for Success group, with the 37th highest income among the group. The lowest income urban target market is Tough Times with a code of S71.

Michigan's Missing Housing - Here's the Scoop

Figure 4. Michigan's Housing Mismatch (Demand v. Supply)

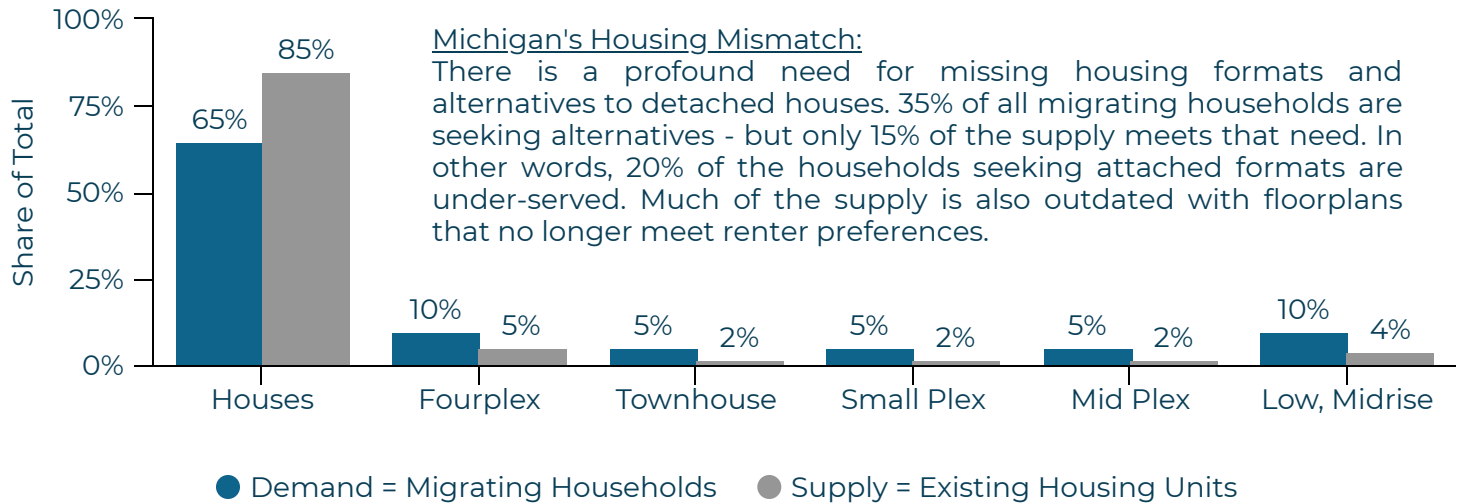
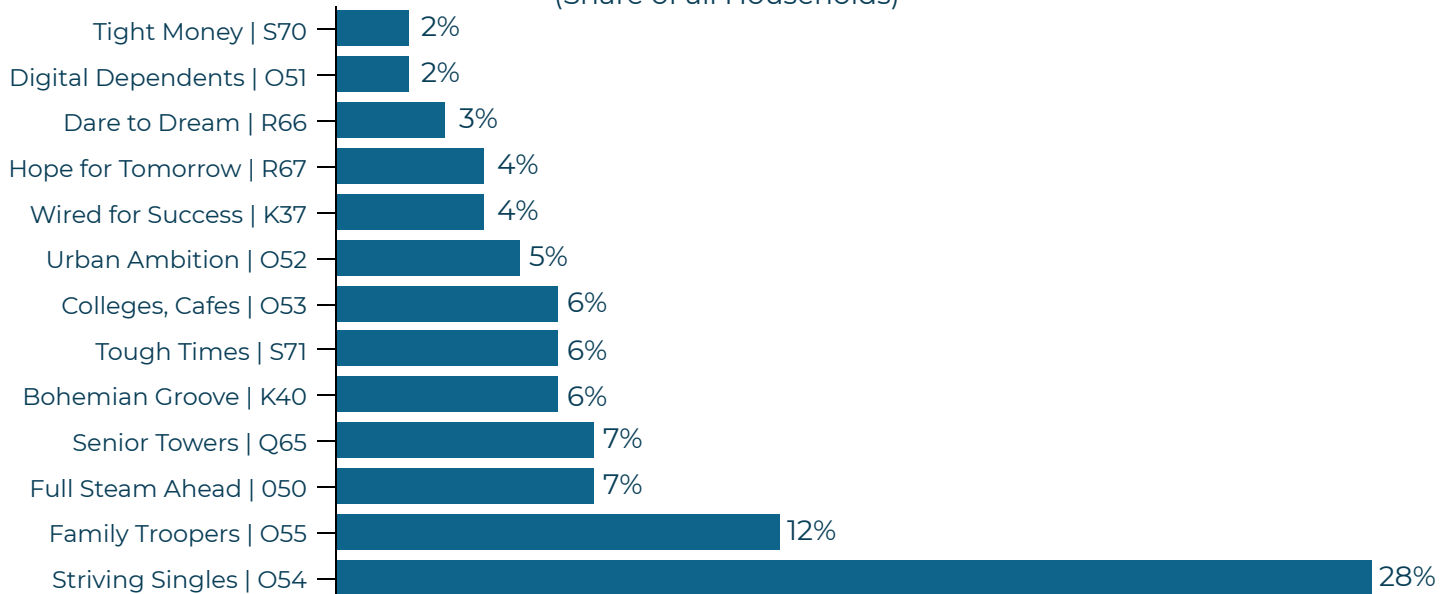


Figure 5. Urban Target Markets for Michigan
(Share of all Households)



Target Markets – The lifestyle clusters shown in **Figure 5 (above)** represent good targets for new housing formats in urban places. However, new developments should not be targeted exclusively at any single target market. Rather, income-mixed buildings are needed for migrating singles of all ages. New developments can achieve the highest possible absorption rates and bring demographic diversity by avoiding exclusive formats and brands like “affordable housing”, “worker housing”, “senior housing”, “student housing”, and “luxury living”.

Michigan's Missing Housing - Here's the Scoop

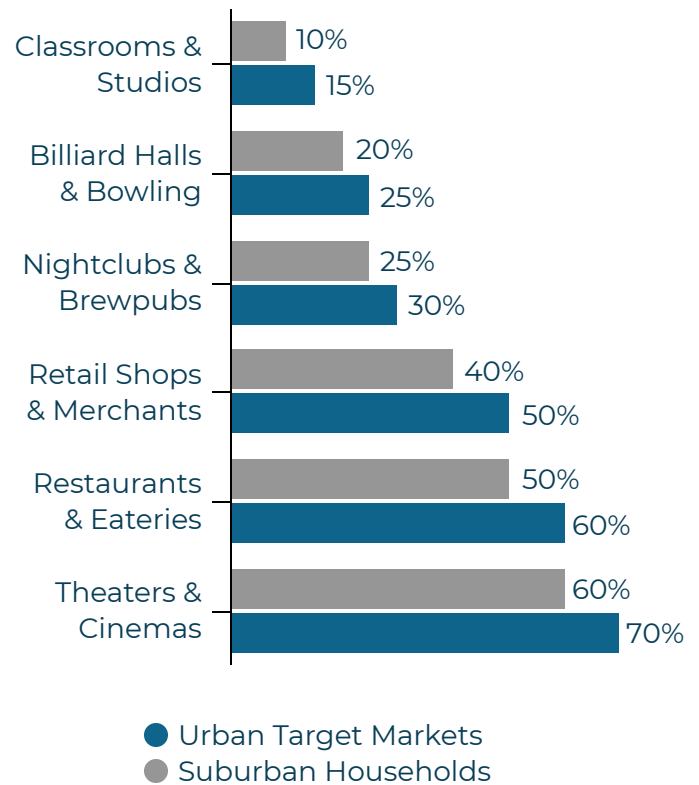
Downtown Amenities – The target markets are also more inclined to seek the same lifestyle amenities that make downtowns and urban places great. For example, compared to national averages, the target markets are more inclined to visit theaters, restaurants, nightclubs, and billiard halls, as well as studios and merchants.

See Figure 6 to the right.

Urban target markets are also more likely to shop among downtown merchants; and they have higher participation rates in educational classes and studio demonstrations. Similarly, they also have higher participation rates in waterfront attractions (beaches, marinas, and boating), trails, fitness centers, and other recreational venues.

Together with a smart placemaking process, all of these amenities can be integrated into each downtown to help intercept urban target market who are on the move.

Figure 6. Share of Households Inclined to Visit Retail and Entertainment Venues



Prepared on behalf of
The Incremental Development Alliance



About the Author – Sharon Woods is a certified Counselor of Real Estate advising communities, professional planners, and developers on market-wide opportunities and the highest and best use of land. She develops residential and retail market strategies for urban places; serves as a faculty member with the Incremental Development Alliance; and also serves on the board of directors for the Michigan chapter of the Congress for the New Urbanism.

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