



Target Market Analysis

Saginaw County

Michigan

2016

Prepared by:



Prepared for:

East Central Michigan Prosperity Region 5

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Executive Summary

Through the collaborative effort of a diverse team of public and private stakeholders, LandUse|USA has been engaged to conduct this Residential Target Market Analysis (TMA) for the East Central Michigan (ECM) Prosperity Region 5. This region includes eight counties, including Saginaw County plus Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, and Midland counties. Results are documented in separate reports for each county; and this document focuses mainly on Saginaw County.

This study has been made possible through the initiative and administrative support of the East Michigan Council of Governments (EMCOG), which assists communities with services in Economic and Community Development, Transportation, and Planning. Its members include 14 counties, plus the Saginaw Chippewa Indian Tribe. Its fourteen-county service area includes all of Prosperity Region 5 (East Central Michigan), and also spans portions of Prosperity Region 3 (Northeast Michigan) and Prosperity Region 6 (East Michigan).

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Northeast Region 3	East Central Region 5	East Region 6
Iosco	Arenac	Huron
Ogemaw	Bay	Sanilac
Roscommon	Clare	Tuscola
	Gladwin	
	Gratiot	
	Isabella	
	Midland	
	Saginaw	

This study has also been funded by each of the eight counties in Region 5, plus a matching grant under the State of Michigan's Place-based Planning Program. The program is funded through a matching grant provided by the Michigan State Housing Development Authority (MSHDA), and has also has the support of the state's Community Development division within the Michigan Economic Development Corporation (MEDC). The Regional Community Assistance Team (CATeam) specialists are available to help jurisdictions develop strategies for leveraging the local market potential and becoming redevelopment ready for reinvestment into downtown districts.

This Executive Summary highlights the results and provides comparisons across the eight counties in the East Central Michigan (ECM) Prosperity Region 5. It is followed by a more complete explanation of the market potential for attached units under conservative (minimum) and aggressive (maximum) scenarios, with a focus on Saginaw County. Results are based on internal migration within these places; movership rates by tenure and lifestyle cluster; and housing preferences among target market households.

The market potential model has been also been completed for 0.5 and 1.0 mile rings around downtown Saginaw, and around Old Town Saginaw (a.k.a., Old City Saginaw, or Old Saginaw City). Finally, the analysis has also been completed for the three largest cities and villages (and sometimes more) within each county across the region. For Saginaw County, this includes the City of Frankenmuth, three villages (Birch Run, Chesaning, and St. Charles), and two unincorporated census designated places (Buena Vista and Shields).

Maximum Market Potential – Based on the Target Market Analysis results for an aggressive scenario, there is a maximum annual market potential for up to 8,108 attached units throughout Saginaw County, plus 4,923 detached houses (for a total of 13,031 units). The market potential for 8,108 attached units includes 1,609 units among duplexes and triplexes (which may include subdivided houses); and 6,499 units among other formats like townhouses, row houses, lofts, flats, multiplexes, and midrise buildings.

About 31% of the maximum market potential for attached units throughout Saginaw County will be captured by the City of Saginaw. This includes 755 migrating households that will be seeking duplexes or triplexes in the city each year, plus 1,739 migrating households that will be seeking units in larger buildings. In addition, about 8% of the market potential for attached units will be collectively intercepted by the other places listed in the following Summary Table A.

The balance (61%) of migrating households will be intercepted by other locations throughout Saginaw County. Some will choose townships surrounding the City of Saginaw, and a few may seek other locations along the county's inland waterways, rivers, and commuter routes.

Summary Table A

Annual Market Potential – Attached and Detached Units
 Renters and Owners – Aggressive (Maximum) Scenario
 Saginaw County – East Central Michigan Prosperity Region 5 – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	<u>Attached</u>		Total Potential
		Duplex Triplex	Larger Formats	
The City of Saginaw	1,935	755	1,739	4,429
Downtown Saginaw				
0.5 Mile Ring	25	11	52	88
1.0 Mile Ring	270	118	296	684
Old City Saginaw				
0.5 Mile Ring	115	69	168	352
1.0 Mile Ring	455	223	492	1,170
The City of Frankenmuth	55	11	128	194
The Village of Birch Run	27	12	66	105
The Village of Chesaning	52	9	47	108
The Village of St. Charles	33	12	50	95
Buena Vista CDP	166	59	144	369
Shields CDP	104	6	76	186
Subtotal 6 Listed Places	437	109	511	1,057
<u>Townships & Other Places</u>	<u>2,551</u>	<u>745</u>	<u>4,249</u>	<u>7,545</u>
Saginaw County Total	4,923	1,609	6,499	13,031
Format as a Share of Total				
The City of Saginaw	44%	17%	39%	100%
Saginaw County	38%	12%	50%	100%

Missing Middle Typologies – Within the East Central Michigan (ECM) Prosperity Region 5, each county and place is unique with varying degrees of market potential across a range of building sizes and formats. Results of the analysis are intended to help communities and developers focus on Missing Middle Housing choices (see www.MissingMiddleHousing.com for building typologies), which include triplexes and fourplexes; townhouses and row houses; and other multiplexes like courtyard apartments, and flats/lofts above street-front retail.

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

Missing Middle Housing Formats – Recommended Strategies

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

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

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

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

Under the aggressive scenario, the aggregate market potential for Saginaw County is the highest among all counties in the region, and followed by Midland and Isabella counties. As shown in the following Summary Table B, 37% of Saginaw County's annual market potential will be generated by Upscale Target Markets; and 59% will be generated by Moderate Target Markets.

The relatively small balance of 4% will depend on other households that are also prevalent in the market. Households in this later group tend to be settled and are less inclined to choose attached formats – when they move at all.

Additional observations can be made from the data in Summary Table B. In general, the upscale target markets are gravitating toward the larger counties in larger numbers, and in higher proportions. Relatively small cities and villages will need to work the hardest at intercepting upscale target market households migrating throughout the region.

Summary Table B

Annual Market Potential – Attached Units Only
 Renters and Owners – Aggressive Scenario
 East Central Michigan Prosperity Region 5 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Other Prevalent Clusters	All 71 Lifestyle Clusters
5 Saginaw County	3,004	4,820	284	8,108
Share of County Total	37%	59%	4%	100%
5 Isabella County	1,506	6,436	43	7,985
Share of County Total	19%	80%	1%	100%
5 Midland County	1,957	1,193	113	3,263
Share of County Total	60%	37%	3%	100%
5 Bay County	1,021	2,250	156	3,427
Share of County Total	30%	66%	4%	100%
5 Gratiot County	239	926	81	1,246
Share of County Total	19%	74%	7%	100%
5 Clare County	122	483	45	650
Share of County Total	19%	74%	7%	100%
5 Gladwin County	84	382	48	514
Share of County Total	16%	75%	9%	100%
5 Arenac County	7	75	16	98
Share of County Total	7%	77%	16%	100%

Largest Places and Unique Targets – The following Summary Table C shows the region's three largest counties (and cities) because they are unique in attracting some of the target markets. For example, the majority of Colleges and Cafés moderate households are choosing Isabella County and the City of Mount Pleasant – the location of Central Michigan University. This group is accountable for the county's exceptionally high annual market potential.

In comparison, Midland is the only county that is intercepting affluent households in the Full Pockets Empty Nests group. The Status Seeking Singles are also relatively affluent households, and they also tend to migrate toward Midland County. Similarly, the Wired for Success and Hope for Tomorrow target markets are most inclined to choose the City of Saginaw.

Summary Table C

Three Largest Counties with Unique Target Markets
East Central Michigan Prosperity Region 5 – 2016

Region County	Largest <u>Places</u>	Target Markets that are Unique to the <u>Counties</u>
5 Isabella County	The City of Mt. Pleasant	O53 Colleges and Cafés
5 Midland County	The City of Midland	E19 Full Pockets Empty Nests G24 Status Seeking Singles
5 Saginaw County	The City of Saginaw	K37 Wired for Success R67 Hope for Tomorrow

These observations are only intended as an overview and to provide some regional perspective. The detailed market potential results for the cities and villages within each county are provided within their respective Market Strategy Report, independent from this document. The remainder of this document focuses mainly on the results for Saginaw County, the City of Saginaw, and the county's other largest cities, villages, and census designated places (CDPs).

Report Outline

This narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Saginaw County and its largest places (cities, villages, and census designated places). The outline and structure of this report are intentionally replicated for each of the eight counties in the East Central Michigan (ECM) Prosperity Region 5. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties in the region.

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

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

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

Table 1
TMA Market Strategy Report – Outline
Saginaw County – ECM Prosperity Region 5

The Market Strategy Report		Geography
Narrative	Executive Summary	County and Places
Narrative	Technical Report	County and Places
Narrative	Market Assessment	County and Places
Section A	Investment Opportunities	Places
Section B	Summary Tables and Charts	County
Section C	Conservative Scenario	County
Section D	Aggressive Scenario	County
Section E	Aggressive Scenario	Places
Section F1	Contract Rents	County and Places
Section F2	Home Values	County and Places
Section G	Existing Households	County and Places
Section H	Market Assessment	County and Places

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

The Regional Workbook is intended to be shared among all counties in the East Central Michigan (ECM) Prosperity Region 5, and it includes the following: a) advisory report of recommended next-steps, b) methods book with terminology and work approach; c) target market profiles, and d) real estate analysis of existing housing choices, which includes forecasts for new-builds and rehabs. An outline is provided in the following Table 2.

Table 2

TMA Regional Workbook – Outline
East Central Michigan Prosperity Region 5

The Regional Workbook

Narrative	The Advisory Report
Narrative	The Methods Book

Target Market Profiles

Section J	Formats by Target Market
Section K	Building Typologies
Section L	Lifestyle Profiles Charts
Section M	Lifestyle Profiles Narratives

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

The Target Markets

To complete the market potential, 8 upscale and 8 moderate target markets were selected based on their propensity to a) migrate throughout the State of Michigan; b) choose a place in East Central Michigan; and c) choose attached housing formats in small and large urban places. Most of the upscale and moderate target markets are migrating into and within Saginaw County, with the exception of the most affluent Full Pockets Empty Nests and Status Seeking Singles; and the relatively moderate Humble Beginnings.

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

Table 3
 Preferences of Upscale and Moderate Target Markets
 Saginaw County – ECM Prosperity Region 5 – Year 2016

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

Upscale Target Markets for Saginaw County

- K37 Wired for Success – About 80% of these households rent apartments in buildings that tend to be relatively new and that have at least 10 units. They are found in small cities that offer good-paying tech jobs and leisure-intensive lifestyles. These are upwardly mobile households, so they are highly transient. Head of householder's age: 60% are 45 year or less, including 34% who are between 36 and 45 years.
- K40 Bohemian Groove – Nearly eighty percent are renting units in low-rise multiplexes, garden apartments, and row houses of varying vintage. They are scattered across the nation and tend to live unassuming lifestyles in unassuming neighborhoods. Just in case they get the urge to move on, they don't like to accumulate possessions - including houses. Head of householder's age: 48% are between 51 and 65 years.

Upscale Target Markets for Saginaw County (continued)

- O50 Full Steam Ahead – Vertical lifestyles with 97% living in rental apartments, including garden-style complexes with at least 50 units in the building. These are young residents in second-tier cities, living in buildings that were built over recent decades to accommodate fast-growing economies in technology and communications industries. Today, their apartments are still magnets for transient singles who are drawn to good paying jobs. Head of householder's age: 67% are 45 years or less, including 42% who are between 36 and 45 years.
- O51 Digital Dependents – Widely scattered across the country, these households are found in a mix of urban and second-tier cities, and usually in transient neighborhoods. Many have purchased a house, townhouse, flat, or loft as soon as they could; and a high percent are first-time homeowners. Two-thirds are child-free; they are independent and upwardly mobile; and over two-thirds will move within the next three years. Head of householder's age: 90% are 19 to 35 years.
- O52 Urban Ambition – Living in dense neighborhoods surrounding the downtowns, most in rental units that include older houses and low-rise multiplexes built before 1960. While their peers may have chosen the suburbs or newer apartments in better neighborhoods, Urban Ambitions like renting in the downtown neighborhoods. Head of householder's age: 71% are 45 years or less; and 38% are 35 years or less.
- O54 Striving Single Scene – Young, unattached singles living in city apartments across the country, usually in relatively large cities and close to the urban action. They are living in compact apartments and older low-rise and mid-rise buildings that were built between 1960 and 1990 – some of which are beginning to decline. These are diverse households and most hope that they are just passing through on the way to better jobs and larger flats or lofts. Head of householder's age: 53% are 35 years or younger.

Moderate Target Markets for Saginaw County

- O53 Colleges and Cafes – Recent college grads and alums, graduate students, young faculty, and staff workers living in small transient college towns. Most are in older, inexpensive rental units, including houses and apartments. Those who have landed decent tech jobs might purchase a house in neighborhoods favored by young professors. However, most choose to live among a diversity of lifestyles. Head of householder's age: 70% are 45 years or less; and 44% are 35 years or less.
- O55 Family Troopers – Families living in small cities and villages, and many have jobs linked to national and state security, or to the military. In some markets they may even be living in barracks or older duplexes, ranches, and low-rise multiplexes located near military bases, airports, and water ports. They are among the most transient populations in the nation and may have routine deployments and reassignments – so renting makes smart sense. Head of householder's age: 85% are 35 years or younger.
- Q65 Senior Discounts – Seniors living throughout the country and particularly in metro communities, big cities, and inner-ring suburbs. They tend to live in large multiplexes geared for seniors, and prefer that security over living on their own. Many of them reside in independent and assisted living facilities. Head of householder's age: 98% are over 51 years, including 84% who are over 66 years.
- R66 Dare to Dream – Young households scattered in mid-sized cities across the country, particularly in the Midwest, and within older transient city neighborhoods. They are sharing crowded attached units to make ends meet; and in buildings built before 1925 that offer few amenities. Some are growing families living in older ranch-style houses and duplexes. Head of householder's age: 71% are younger than 45 years, and 32% are younger than 30 years.
- R67 Hope for Tomorrow – Concentrated in smaller cities throughout the Midwest, and crowded into rental apartment complexes, duplexes, and a variety of ranch houses on tiny lots. Three-quarters of the units were built before 1950, and half were built before 1925. These are transient neighborhoods where economic challenges can be overwhelming. They regard their housing as only a temporary stopping place on the road to something better. Head of householder's age: 73% are 45 years or younger.

Moderate Target Markets for Saginaw County (continued)

- S70 Tight Money – Centered in the Midwest and located in exurban and small cities and villages, including bedroom communities to larger metro areas, and in transitioning and challenging neighborhoods. They are living in low-rises and some in duplexes, but few can afford to own a house. Head of householder's age: 53% are between 36 and 50 years.
- S71 Tough Times – Living east of the Mississippi River and in aging city neighborhoods. They tend to live in multiplexes built in the urban renewal era of the 1960's to 1980's, when tenement row houses in downtowns were being bulldozed to create new housing for low income and disadvantaged households. Many of their buildings are declining and the tenants are intent on finding alternatives. Head of householder's age: 68% are between 51 and 65 years.

Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for Saginaw County, the model also measures the potential among other prevalent lifestyle clusters. The most prevalent lifestyle clusters for the county are documented in [Section G](#) attached to this report, plus details for the City of Saginaw and each of the county's other cities and villages.

The most prevalent lifestyle clusters in Saginaw County include Unspoiled Splendor, Town Elders, and Aging in Place households. Through their large numbers, households in these clusters collectively generate additional market potential for attached units in the county.

The following [Table 4](#) provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. The Hope for Tomorrow target market is also among the most prevalent lifestyle clusters. As shown in the previous section of this report, households in this cluster have exceptionally high movership rates, and a higher propensity to choose attached units. Although they represent a small share of existing households, they generate most of the market potential for attached units in Saginaw County.

Table 4
Most Prevalent Lifestyle Clusters
Saginaw County – ECM Prosperity Region 5 – Year 2016

Prevalent Target Markets	Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Saginaw County Hhlds.
R67 Hope for Tomorrow	37%	99%	30%	4,574
Other Prevalent Clusters				
S69 Urban Survivors	5%	28%	8%	7,733
J36 Settled and Sensible	2%	3%	4%	6,581
Q64 Town Elders	3%	4%	2%	6,153
J34 Aging in Place	1%	1%	1%	6,101
I30 Stockcars, State Parks	3%	3%	5%	4,495
E21 Unspoiled Splendor	2%	2%	2%	4,392
M45 Infants, Debit Cards	5%	30%	16%	3,736

Prevalent Lifestyle Clusters in Saginaw County

- S69** Urban Survivors – Concentrated in urban neighborhoods, particularly in cities throughout the Midwest. About nine out of ten households live in detached houses, including a mix of bungalows, craftsman style houses, and row houses. These units have seen better days and showing signs of wear. Head of householder's age: 59% are over the age of 50 years.
- J36** Settled and Sensible – Found in mid-sized cities that were traditionally dependent manufacturing-related industries; and concentrated in the Midwest. They tend to own modest houses in older neighborhoods, and nearly half were built before 1950. They are settled and close to paying off their mortgages. Head of householder's age: 75% are over 51 years, and 37% are over 66 years.
- Q64** Town Elders – Seniors living in small and rural communities; in detached ranch houses and bungalows typically situated on small lots and built more than half a century ago. Head of householder's age: 98% are over 66 years.

Prevalent Lifestyle Clusters in Saginaw County (continued)

- J34 Aging in Place – Scattered throughout the country and living in older suburban neighborhoods near metropolitan, second-tier cities. Many moved into detached houses as part of a flight to suburbia during the 1950s and 1960s, and the houses are now showing signs of wear. Most resist moving into retirement communities. Head of householder's age: 82% are over 65 years, and 37% are over 75 years.
- I30 Stockcars and State Parks – Scattered locations across the country and Midwest states, mostly in small cities, villages, and exurban suburbs. Neighborhoods are stable with settled residents that have put down roots. Houses are usually recently built on large lots with carefully tended gardens. Head of householder's age: 80% are between 36 and 65 years; and 22% are between 46 to 50 years.
- E21 Unspoiled Splendor – Scattered locations across small remote rural communities in the Midwest. Most live in detached houses that are relatively new and built since 1980, on sprawling properties with at least 2 acres. Head of householder's age: 87% are between 51 and 65 years.
- M45 Infants and Debit Cards – Young families just starting out, including single parents starting over on their own. They live in older neighborhoods of smaller cities and inner rings, often near small factories and industrial areas. They buy and rent small houses built before the 1960's, and most move again within five years. Head of householder's age: 57% are 35 years or younger; and 35% are 30 years or younger.

Conservative Scenario

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

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

Under the conservative scenario, Saginaw County has an annual market potential for at least 2,516 attached units (i.e., excluding detached houses), across a range of building sizes and formats. Of these 2,516 attached units, 998 (40%) will be occupied by households among the upscale target markets, and 1,440 (57%) will be occupied by moderate target market households.

The remainder of 78 units (3%) will be occupied by other lifestyle clusters that are prevalent in the county. However, they include households that tend to be settled and are more likely to choose detached houses - if they move at all.

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

Aggressive Scenario

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

Attached [Section D](#) of this report includes a series of tables that detail the market potential under the aggressive (maximum) scenario. The following [Table 5](#) provides a summary and comparison between the aggressive and conservative scenarios, with a focus on attached units only. In general, Saginaw County's annual market potential under the aggressive scenario is more than three times larger than the conservative scenario (+322%, or 8,108 v. 2,516 attached units).

Under the aggressive scenario, only 4% (284 units) of the annual market potential for Saginaw County will be generated by its most prevalent households. Although they are prevalent, they have low movership rates and are more inclined to choose houses – when they move at all.

The vast majority (96%) of Saginaw County's annual market potential will be generated by households that have a higher propensity to choose attached units (thus, they are the "Target Markets"). Relatively high numbers already reside in the county; they have high movership rates; and they are good targets for new housing formats.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Saginaw County – ECM Prosperity Region 5 – 2016

Renters and Owners Attached Units Only	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	998	4,990	3,004	15,020
Moderate Targets	1,440	7,200	4,820	24,100
Other Prevalent Clusters	78	390	284	1,420
71 Lifestyle Clusters	2,516	12,580	8,108	40,540

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

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

“Slide” by Building Format

All exhibits in the attached Section B through Section F of show the model results before any adjustments are made for the magnitude of market potential relative to building size. For example, under the aggressive scenario, the City of Saginaw has an annual market potential for up to 17 units among buildings with 50 or more units each, and within half a mile of its Downtown. This is not enough to support development of a 50+ unit building. However, the units can “slide” down into smaller buildings, and the following Table 6 demonstrates the adjusted results.

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

Table 6
Annual Market Potential – “Slide” along Formats (in Units)
71 Lifestyle Clusters – Aggressive Scenario
Downtown Rings – The City of Saginaw, Michigan – 2016

Number of Units by Building Format/Size	Downtown - 0.5 Mile		Downtown - 1.0 Mile	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 Detached Houses	25	25	270	270
2 Side-by-Side & Stacked	3	2	39	38
3 Side-by-Side & Stacked	8	6	79	78
4 Side-by-Side & Stacked	4	4	38	40
5-9 Townhouse, Live-Work	18	21	163	163
10+ Multiplex: Small	6	10	19	19
20+ Multiplex: Large	7	20	22	22
50+ Midrise: Small	6	.	20	54
100+ Midrise: Large	11	.	34	.
Subtotal Attached	63	63	414	414

The following Table 7 shows the city-wide results for Saginaw and the county's other largest places. Again, the table shows a) unadjusted model results for the aggressive scenario, and b) adjustments with a "slide" along building sizes. The conservative scenario (reflecting in-migration only) is not provided for the local places, but it can be safely assumed that results would be about 30% of the aggressive scenario.

Based on the magnitude and profile of households already moving into and within the entire City of Saginaw, it has an annual market potential for up to 2,494 attached units through the year 2020. This represents about 30% of the county-wide market potential. Results for the county's other largest cities and villages are also shown in Table 7, and details for other places are provided in Section E, attached to this report.

Intercepting Migrating Households – The market potential for each city is based on the known inclination for households to move into and within that place. When few if any households are moving into or within a given place, then the market potential will be similarly low.

To experience population growth, the smaller cities must compete with the City of Saginaw to intercept the migrating households. Some (albeit not all) of these households will be seeking townhouses and waterfront lofts/flats with balconies and vista views of inland rivers and waterways. Others will seek choices within active and vibrant downtowns and surrounding neighborhoods.

Table 7
 Annual Market Potential – “Slide” along Formats (in Units)
 71 Lifestyle Clusters – Aggressive Scenario
 Places in Saginaw County – ECM Prosperity Region 5 – 2016

Number of Units Unadjusted Model Results	The City of Saginaw	City of Franken- muth	The Village of Birch Run	The Village of Chesaning	Village of St. Charles
1 Detached Houses	1,935	55	27	52	33
2 Side-by-Side & Stacked	257	4	4	3	4
3 Side-by-Side & Stacked	498	7	8	6	8
4 Side-by-Side & Stacked	239	5	6	3	5
5-9 Townhouse, Live-Work	1,044	22	24	18	22
10+ Multiplex: Small	99	21	10	6	6
20+ Multiplex: Large	107	24	9	8	9
50+ Midrise: Small	91	20	6	5	4
100+ Midrise: Large	159	36	11	7	4
Subtotal Attached	2,494	139	78	56	62
Number of Units Adjusted for “Slide”	The City of Saginaw	City of Franken- muth	The Village of Birch Run	The Village of Chesaning	Village of St. Charles
1 Detached Houses	1,935	55	27	52	33
2 Side-by-Side & Stacked	256	4	4	2	4
3 Side-by-Side & Stacked	498	6	6	6	6
4 Side-by-Side & Stacked	236	4	4	4	4
5-9 Townhouse, Live-Work	1,048	24	28	18	24
10+ Multiplex: Small	99	21	10	26	10
20+ Multiplex: Large	107	24	26	.	20
50+ Midrise: Small	91	56	.	.	.
100+ Midrise: Large	159
Subtotal Attached	2,494	139	78	56	62

Rents and Square Feet

This section of the report focuses on contract rents and unit sizes, and stakeholders are encouraged to review the materials in [Section F1](#) for information on rents (see [Section F2](#) for home values). [Section F1](#) includes tables showing the general tolerance of the upscale and moderate target markets to pay across contract rent brackets, with averages for the State of Michigan. The exhibits also show the allocation of annual market potential across rent brackets for Saginaw County. Results are also shown in the following [Table 8](#), with a summary for the upscale and moderate target markets under the aggressive scenario.

Table 8
Annual Market Potential by Contract Rent Bracket
71 Lifestyle Clusters – Aggressive Scenario
Saginaw County – ECM Prosperity Region 5
(2016 Constant Dollars)

Renter Occupied Units (Attached & Detached)	Renter-Occupied Contract (Cash) Rent Brackets					Total Potential
	\$ 0- \$600	\$600- \$800	\$800- \$1,000	\$1,000- \$1,500	\$1,500- \$2,000+	
Upscale Targets	1,056	1,318	796	326	246	3,742
Moderate Targets	3,110	1,752	639	250	157	5,908
Other Clusters	809	471	137	45	10	1,472
Saginaw County	4,975	3,541	1,572	621	413	11,122
Share of Total	45%	32%	14%	6%	4%	100%

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

[Section F1](#) also includes tables showing the median contract rents for Saginaw County and its cities and villages, which can be used to make local level adjustments as needed. Also included is a table showing the relationships between contract rent (also known as cash rent) and gross rent (with utilities, deposits, and extra fees). For general reference, there is also a scatter plot showing the direct relationship between contract rents and median household incomes among all 71 lifestyle clusters.

Existing choices among attached-for-rent units are documented with scatter plots and tables in [Section F1](#). Scatter plots show the relationships between rents and square feet, and existing choices are listed after the scatter plots. Results are used to forecast unit sizes by rent bracket, as summarized in the following [Table 9](#).

Table 9
Typical Unit Sizes by Contract Rent Bracket
Attached Units Only
Saginaw County – ECM Prosperity Region 5
(2016 Constant Dollars)

Contract Rent Brackets (Attached Units Only)	Renter-Occupied Contract (Cash) Rent Brackets				
	\$ 0- \$ 600	\$ 600- \$ 700	\$ 700- \$ 800	\$ 800- \$ 900	\$ 900- \$1,000+
Minimum Square Feet	350	450	550	650	750 sq. ft.
Maximum Square Feet	500	600	700	800	1,250 sq. ft.

[Table 9](#) is only intended to demonstrate the general relationships between contract rents and unit sizes for Saginaw County. [Section F1](#) includes numerous charts and tables with far more detail. The materials can be used to gauge the appropriate rents for refurbished and remodeled units; and the appropriate sizes among new-builds.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in [Section F2](#) for those results. Again, additional explanations of the methodology and approach are also provided within the Methods Book included in the Regional Workbook.

Comparison to Supply

This last step of the TMA compares the market potential to Saginaw County's existing supply of housing by building format, and for all 71 lifestyle clusters. Histograms in the attached [Section B](#) display the results for Saginaw County and the City of Saginaw.

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

Although the seven years is the national average absorption rate, a significantly lower factor of three years is applied to the largest metropolitan places (Saginaw, Mt. Pleasant, Midland, and Bay City). Households in the City of Saginaw have exceptionally high movership rates attributed to the Hope for Tomorrow and Dare to Dream moderate target markets (see histograms in [Section G](#), attached). At least 25% of these households move each year and they represent a significant share of existing households in the city.

Results for the City of Saginaw are shown in the following [Table 10](#) and reveal that there is little or no need for building new detached houses. It is estimated that up to 5,805 households will be seeking existing houses to move into over the next three years – and it is assumed that most would prefer one that has been refurbished or significantly remodeled. However, the results indicate that net magnitude of existing detached houses exceeds the number of households that are migrating and seeking those choices (12,998 existing detached houses v. 5,805 migrating households).

(Note: Theoretically, it will take nearly 10 years for the City of Saginaw's existing supply of detached houses to turn-over.)

Similarly, results indicate that there is a surplus of detached houses that have been subdivided into duplexes. There are 2,401 units in duplexes (or 1,200 buildings), but only 771 of the migrating households will be seeking those formats over the next three years.

Although the City of Saginaw has a net surplus of detached houses, and duplexes (for the next three years), this is more than offset by a market potential for buildings with 5 to 9 units, which may include townhouses, row houses, or similar formats. The city currently has 792 units in this category, which falls short of meeting the expectations of 3,132 migrating households over the next three years. Similar conclusions can be deduced for the other cities by using the data tables provided in Section E and Section H, attached.

Table 10
Three-Year Cumulative Market Potential v. Existing Units
 71 Lifestyle Clusters – Aggressive Scenario
 The City of Saginaw – ECM Prosperity Region 5
 Years 2016 – 2018

Number of Units by Building Format	Potential 3-Year Total	Existing Housing Units	Implied Gap for New-Builds	
1 Detached Houses	5,805	18,803	-	<i>surplus</i>
2 Subdivided House, Duplex	771	2,401	-1,630	<i>surplus</i>
3-4 Side-by-Side, Stacked	2,211	825	1,386	<i>potential</i>
Subtotal Duplex – Fourplex	2,982	3,226	-244	<i>surplus (net)</i>
5-9 Townhouse, Live-Work	3,132	792	2,340	<i>potential</i>
10-19 Multiplex: Small	297	360	-63	<i>surplus</i>
20-49 Multiplex: Large	321	136	185	<i>potential</i>
50+ Midrise: Small, Large	750	856	-106	<i>potential</i>
Subtotal Multiplex & Midrise	1,368	1,352	16	<i>potential (net)</i>
Total Attached Units	7,482	5,370	2,112	<i>potential (net)</i>

Note: All histograms comparing the market potential to existing housing units are intended only to provide a general sense of magnitude. Direct comparisons will be imperfect for a number reasons described in the following list.

Comparisons to Supply – Some Cautions

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

Market Assessment – Introduction

The following section of this report provides a qualitative market assessment for Saginaw County and its largest City of Saginaw. It begins with an overview of countywide economic advantages, followed by a market assessment for the city. Materials attached to this report include Section A with a county-wide map and downtown aerials, plus some local materials.

Section A - Contents

- Saginaw County | Countywide Map
- The City of Saginaw | Aerial Photo, 0.5 and 1.0 Miles
- The City of Saginaw | Future Land Use Map
- The City of Saginaw | Map of Historic Districts and Sites
- Downtown Saginaw | Charrette Work-in-Progress
- Downtown Saginaw | Proposed Land Uses
- Downtown Saginaw | Photo Collages
- Old City Saginaw | Aerial Photo, 0.5 and 1.0 Miles
- Old City Saginaw | Location within the DDA Area
- Old City Saginaw | Photo Collages
- The City of Frankenmuth | Aerial Photo, 0.5 and 1.0 Miles
- The City of Frankenmuth | Photo Collages
- The Village of Birch Run | Aerial Photo, 0.5 and 1.0 Miles
- The Village of Chesaning | Aerial Photo, 0.5 and 1.0 Miles
- The Village of St. Charles | Aerial Photo, 0.5 and 1.0 Miles

Section H includes demographic profiles and a scatter plot of seasonal vacancies. It also includes two tables and two scatter plots demonstrating the results of a PlaceScore™ Analysis for the City of Saginaw, which are explained in the last section of this report.

Section H – Contents

- Tables with Demographic Profiles
- Scatter Plot of Seasonal Vacancies
- PlaceScore™ Analysis

The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

Saginaw County – Overview

Regional Overview – Saginaw County is located in the southeast corner of the East Central Michigan Prosperity Region 5. It shares boundaries with (in clockwise order) Gratiot County to the west, Midland County to the northwest, and Bay County to the northeast. It also shares its east, southeast, and south borders with Tuscola, Genesee, and Shiawassee counties, which are all part of neighboring East Michigan Prosperity Region 6.

Regional Transportation Networks – Saginaw County is ideally located along Interstate 75, which links southeast and northeast Michigan, the Upper Peninsula, and Canada. Interstate 75 and its connections with other important highways have significantly benefited the county's economy. Resident workers from throughout the region can easily commute to Saginaw for job choices.

Traffic Volumes – Within Saginaw County, 2014 traffic volumes peaked at 65,200 vehicles per day along Interstate 75 (see the following [Table 11](#) for county summaries) and in the City of Saginaw. Volumes along the interstate are also high near the neighboring cities of Zilwaukee (60,000 vehicles daily) and St. Charles (58,500). These surpass traffic volumes along every other highway within the region. (See the tables in [Section H](#) for details on the county's cities and villages).

Largest Industry Sectors – Saginaw County's largest industry sector includes educational services (public schools) combined with health care (hospitals). The second largest industry sector is manufacturing, followed by retail trade; arts, entertainment, and recreation; construction; and finance, insurance and real estate.

Note: Manufacturing is almost always the second largest industry sector across the region, with a few exceptions. Compared to other cities in the region, manufacturing represents an exceptionally large share of jobs in the City of Midland (and Midland County); and an exceptionally small share of jobs in the City of Mt. Pleasant (Isabella County).

Unemployment Rates – With 77,589 households in 2014, Saginaw County is by far the largest in Prosperity Region 5. Consistent with other counties across the region, unemployment is low at just 3.5 percent of the labor force. Unemployment rates are higher in the City of Saginaw (5.6%); and exceptionally low in the cities of St. Charles (2.4%) and Frankenmuth (1.2%).

Table 11
Selected Economic Indicators
8 Counties – ECM Prosperity Region 5

	2014 Number of Households	2014 Peak Daily Traffic Volume	2015 Average Unemployment Rate	2015 Number of Daytime Workers	Manufg. Share of Employment
Saginaw County	77,589	65,200	3.5%	111,683	15.5%
Bay County	43,712	50,900	3.5%	45,749	14.7%
Midland County	33,709	36,000	3.1%	43,423	21.6%
Isabella County	24,773	23,600	3.4%	31,522	8.2%
Gratiot County	14,705	21,100	3.3%	17,275	16.6%
Clare County	13,208	21,800	3.8%	9,587	13.1%
Gladwin County	10,827	8,500	3.4%	6,952	17.4%
Arenac County	6,409	21,500	3.8%	5,415	15.6%

Daytime Workers – Saginaw County had 111,683 daytime workers in 2015, which is exceptionally high when accounting for its large size. The county has net worker inflow from all of its neighbors, and exceptionally high inflow from Bay County. Only 30% of the county's daytime workers are filling jobs located in the City of Saginaw. Others are working in surrounding townships (particularly Saginaw, Buena Vista, Bridgeport, and Carrollton Townships); and to smaller cities and villages (Zilwaukee, Merrill, Frankenmuth, and etcetera).

Economic Assets – Saginaw County excels in attracting major employers with good-paying jobs; health care providers; colleges and universities; and other anchor institutions. It is the region's largest center for health care; home to a diverse mix of professional service firms; and at the forefront of growing high-tech industries.

Major employers and economic assets are clustered by general category within the following lists, and with a focus on brick-and-mortar and revenue-generating establishments. The lists are not intended to be all-inclusive; and they intentionally exclude local-level government administration and public school systems.

Saginaw County | Government and Advanced Education

- Saginaw County | Gov't. Administration
- US Social Security Admin. | Gov't. Administration
- Saginaw Valley State University | Advanced Education
- Davenport University | Advanced Education
- Synergy Medical Education Alliance | Advanced Education

Saginaw County | Medical Centers and Health Care

- St. Mary's of Michigan
- Field Neurosciences Institute
- Covenant Medical Ctr., Hospital
- HealthSource Rehab Center
- Michigan CardioVascular Institute
- Aleda Lutz Veteran Affairs Medical Ctr.
- Health Delivery, Inc.

Saginaw County | Manufacturing Companies

- General Motors – Powertrain
- General Motors – Saginaw Metal Casting
- Dow Corning - Hemlock Semiconductor Corp.
- Mahar Tool Supply
- Eaton Corp. | Electrical Components
- Merrill Tool & Machine
- Merrill Fabricators, Inc.
- Orchard Unique Orthopedic Solutions
- Nexteer Automotive, Engineering

(Economic Assets are continued on the following page).

Saginaw County | Unique Amenities (Excludes Parks and Museums)

- Dow Event Ctr., Wendler Arena, Heritage Theater
- Temple Theatre (historic restoration)
- Pit & Balcony Community Theater
- Andersen Enrichment Center
- Japanese Cultural Center
- Children's Zoo
- Birch Run Outlet Malls | Retail Trade
- Frankenmuth Bavarian Inn | Traveler Accommodations
- The City of Frankenmuth | National Tourist Destination

Saginaw County | Other Industry Sectors

- Duro-Last Roofing, Inc. | Construction
- Michigan Sugar Company | Food Processing
- Hausbeck Pickle Company | Food Processing
- MBS International Airport (Freeland) | Aviation, Transportation
- Saginaw Co H W Browne Airport | Aviation
- AT&T | Telecommunications
- Rehmann Group | Accounting
- Garber Management Group | Auto Dealerships

East Saginaw – Downtown

Locational Advantages – The City of Saginaw is located in northeast Saginaw County, within a half-hour commute from Bay City and Midland (located to the north and northwest), and about 40 minutes north of Flint. All four cities contribute a significant labor force, and the City of Saginaw is ideally located to attract employers and good-paying jobs.

A number of townships surrounding the City of Saginaw also make important contributions to the county's economy, and to their own. As noted in the prior section and county overview, nearly 70% of the county's daytime workers are filling jobs outside of the City of Saginaw, and most are working in the surrounding Saginaw, Buena Vista, Bridgeport, and Carrollton Townships.

Great Lakes and Local Rivers – The City of Saginaw has two downtown districts that are usually referred to as 1) East Saginaw Downtown, and 2) Old City Saginaw Downtown. Both are aligned along the Saginaw River, which is arguably the city's most valuable economic asset. A succinct description of each district is provided below, and readers are also encouraged to study the exhibits enclosed in Section A of this report.

Downtown investment since the 1960's has focused on the East Saginaw district rather than Old City Saginaw. Reinvestment benefited the East Saginaw district economically, but it also included some redevelopment with impacts on its historic character. Even so, both districts are ideal locations for intercepting target markets seeking urban housing formats – particularly if new buildings and units include riverfront or river-breeze amenities.

East Saginaw Downtown – Downtown Saginaw's main commercial corridor is aligned along S. Washington Avenue. The downtown is geographically large and spans about one-half mile north and south; and about one-quarter mile east and west. It is also located on the eastern banks of the Saginaw River, and connected to the waterfront by trails and public greenspace.

East Saginaw Entertainment Hub – The City of Saginaw's entertainment hub pivots around the East Saginaw Downtown, which offers venues such as the Dow Event Center, restored Temple Theatre, and Andersen Enrichment Center. The Dow Event Center is home to the city's junior ice hockey team, the Saginaw Spirit of the Ontario Hockey League as well as the Saginaw Sting, an indoor football team.

East Saginaw Downtown Investment – East City Saginaw’s downtown is currently benefiting from a resurgence of reinvestment. Among recent developments, SVRC Industries has purchased a former Saginaw News Building (at 203 S. Washington Avenue). With community partners like the Saginaw Downtown Development Authority and Downtown Saginaw Farmers' Market, SVRC is now redeveloping the 100,000 sq. ft. facility into a mixed-use project, which is anticipated to open in 2017. Other events include the recent development of riverfront townhouses at the southern end of the district.

Old City Saginaw – Downtown

Old City Saginaw Overview – Of the city’s many historic districts, Old City Saginaw (officially the Old Saginaw Historic Business District) is the largest. Old City is located on the western banks of the Saginaw River and south of the East Saginaw downtown district. It includes 71 buildings and is located at the crossings of South Michigan Avenue, Court Street, and the Saginaw River.

Old City Saginaw Strategic Plan – A strategic plan was prepared in 2010 that identified a number of character zones within the district, including the Saginaw River, Warehouse District, Downtown, Commercial Corridor, Institutional Campus, and Neighborhoods. A succinct description of the river and downtown districts is provided below.

Old City Saginaw Downtown – The historic center of activity for Old City Saginaw is in its Downtown zone, which is reasonably active and vibrant with a moderate number of vacancies. Most buildings are two or three levels with residential “apartments” above street-front retail. The historic buildings are relatively intact with few alterations; but they would benefit from reinvestment, rehabilitation, restoration, and preservation efforts.

Old City Saginaw Riverfront – The riverfront zone is lightly used by a CSX rail line, so programming it for public access is somewhat problematic. There is a riverfront park with shoreline promenades, gangways to seasonal floating dock, paved path, and views across the river (and of Ojibway Island). Even so, the riverfront is underutilized and has higher potential for new placemaking amenities that would attract visitors and new residents.

Analysis of PlaceScores™

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

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

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

The City of Saginaw is the largest in the region, so should be expected to have an impressive score. It does have a relatively good score of 25 points, which is higher than Mt. Pleasant and Midland (22 points each); slightly higher than Bay City (24 points); and leaves some room for improvement.

Reinvestment and development of new projects within the downtown will present new opportunities to increase the score and address related criteria. Over the next few years, ongoing initiatives will ideally help the city achieve an exemplary score of 26 to 28 points. These initiatives should include a focus on the items listed below.

PlaceScore Strategies for the City of Saginaw

1. Preparing a downtown retail market study, posting it online, and following the strategy.
2. Working with state agencies to create and implement a façade improvement program.
3. Participating in the Michigan Main Street Program and following its 4-point approach.
4. Incorporating on-street, angle parking into the downtown district.
5. Increasing the downtown’s WalkScore, which is based on walkability to places that are added by that application’s user community (i.e., by pedestrian residents and visitors).

Contact Information

Electronic copies of all eight county Target Market Analysis county-wide studies and the accompanying Regional Workbook are available for download at www.emcog.org or by contacting Jane Fitzpatrick at the email or phone number shown below.

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

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Sections A - H

Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority





Prepared by:



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Section A

Investment Opportunities Places

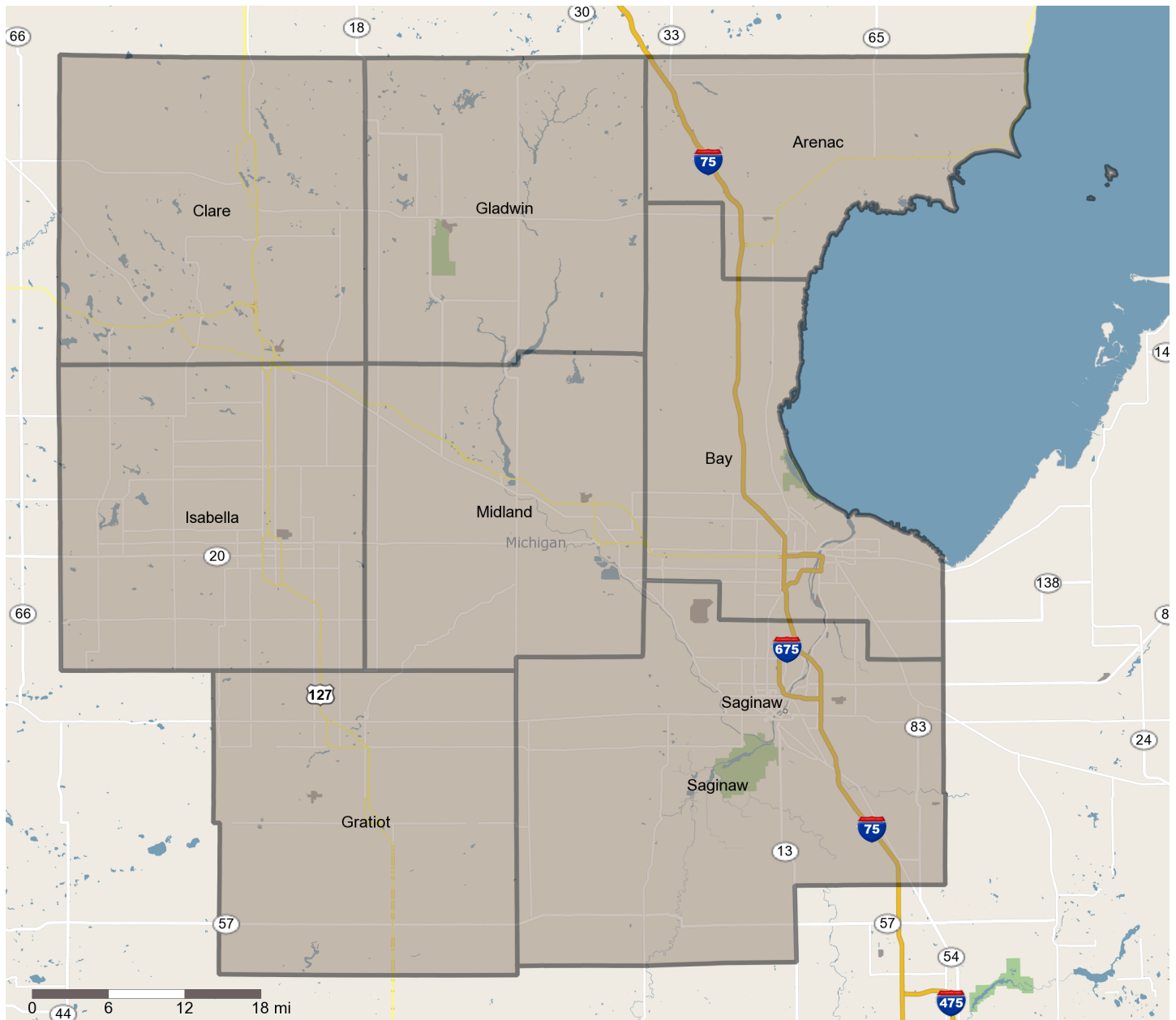
Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



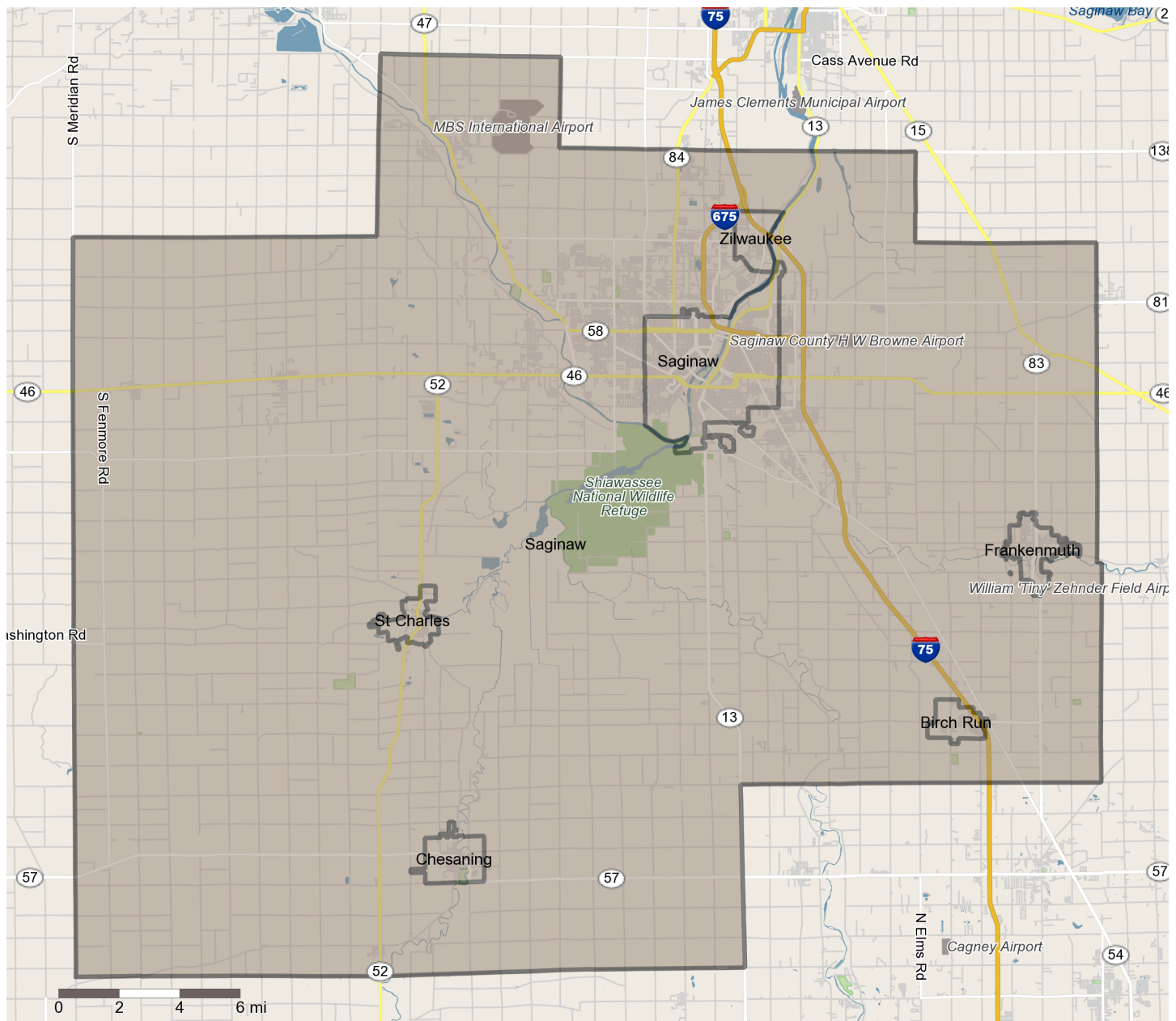
Regional Overview and Geographic Setting
8 Counties | East Central Michigan Prosperity Region 5



Source: Underlying Map by Alteryx, Inc.; Exhibit prepared by LandUseUSA, 2016.

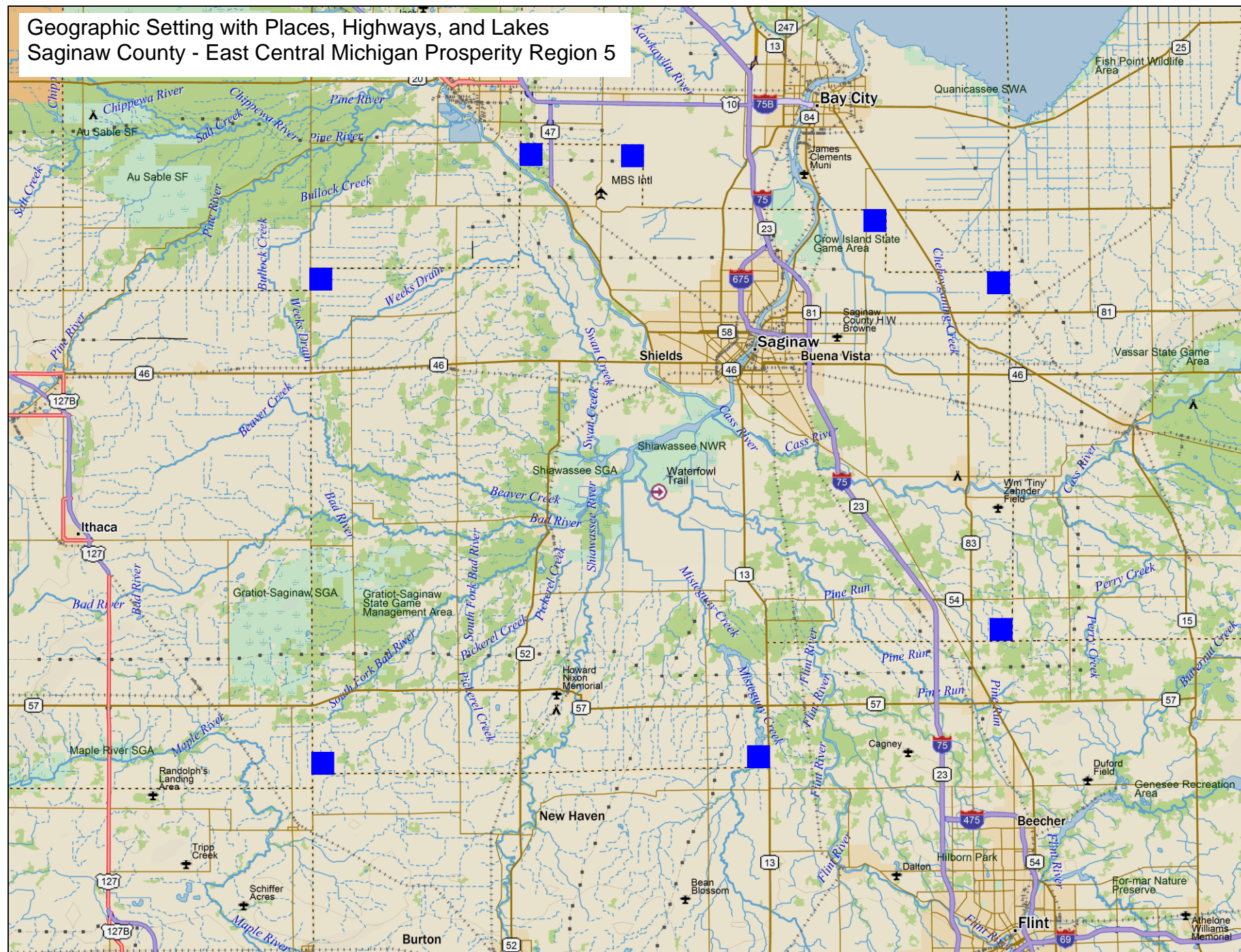
Regional Overview and Geographic Setting

Saginaw County | East Central Michigan Prosperity Region 5

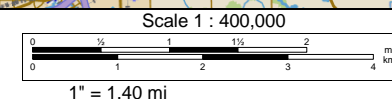


Source: Underlying Map by Alteryx, Inc.; Exhibit prepared by LandUseUSA, 2016.

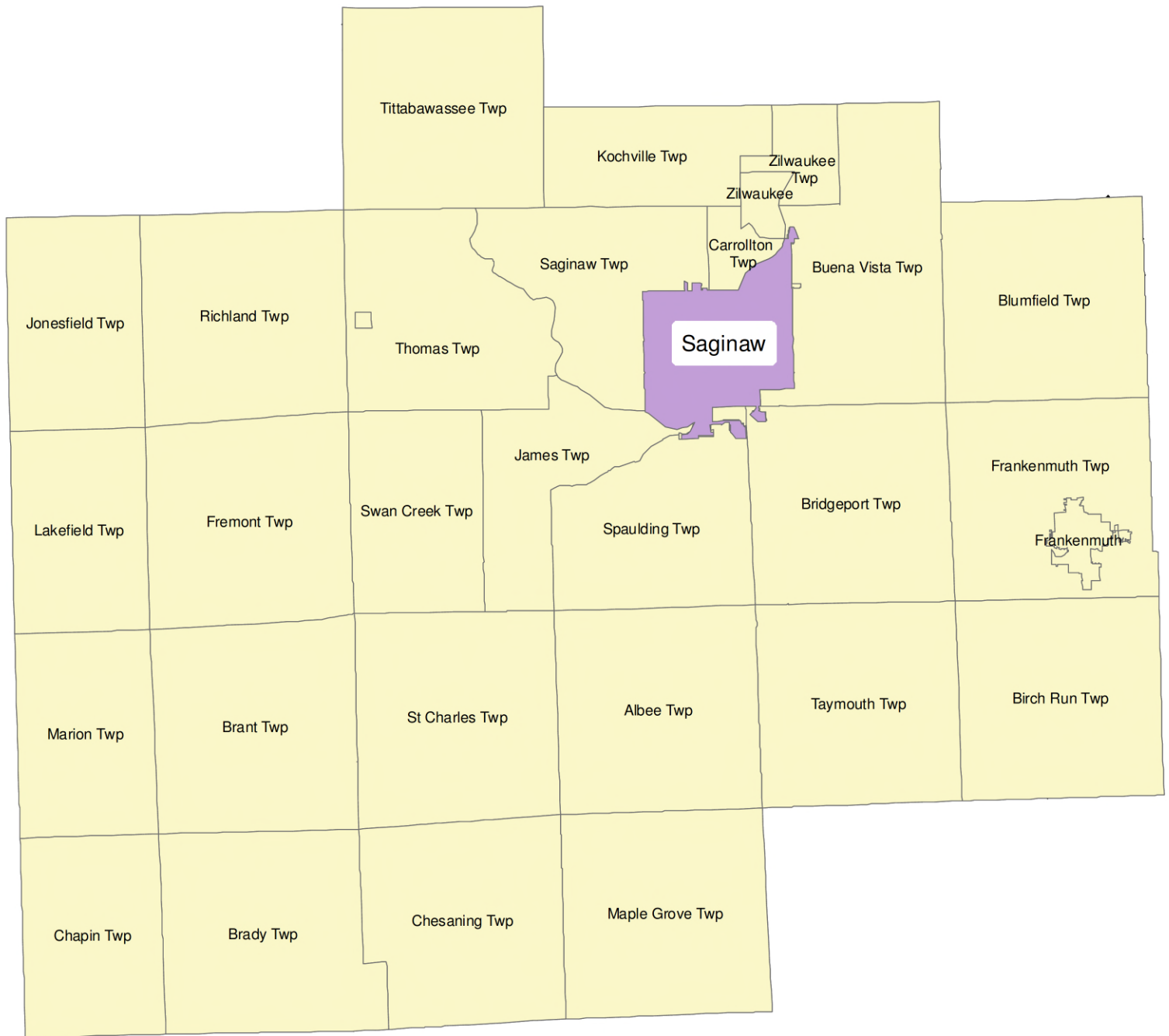
Geographic Setting with Places, Highways, and Lakes
Saginaw County - East Central Michigan Prosperity Region 5



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



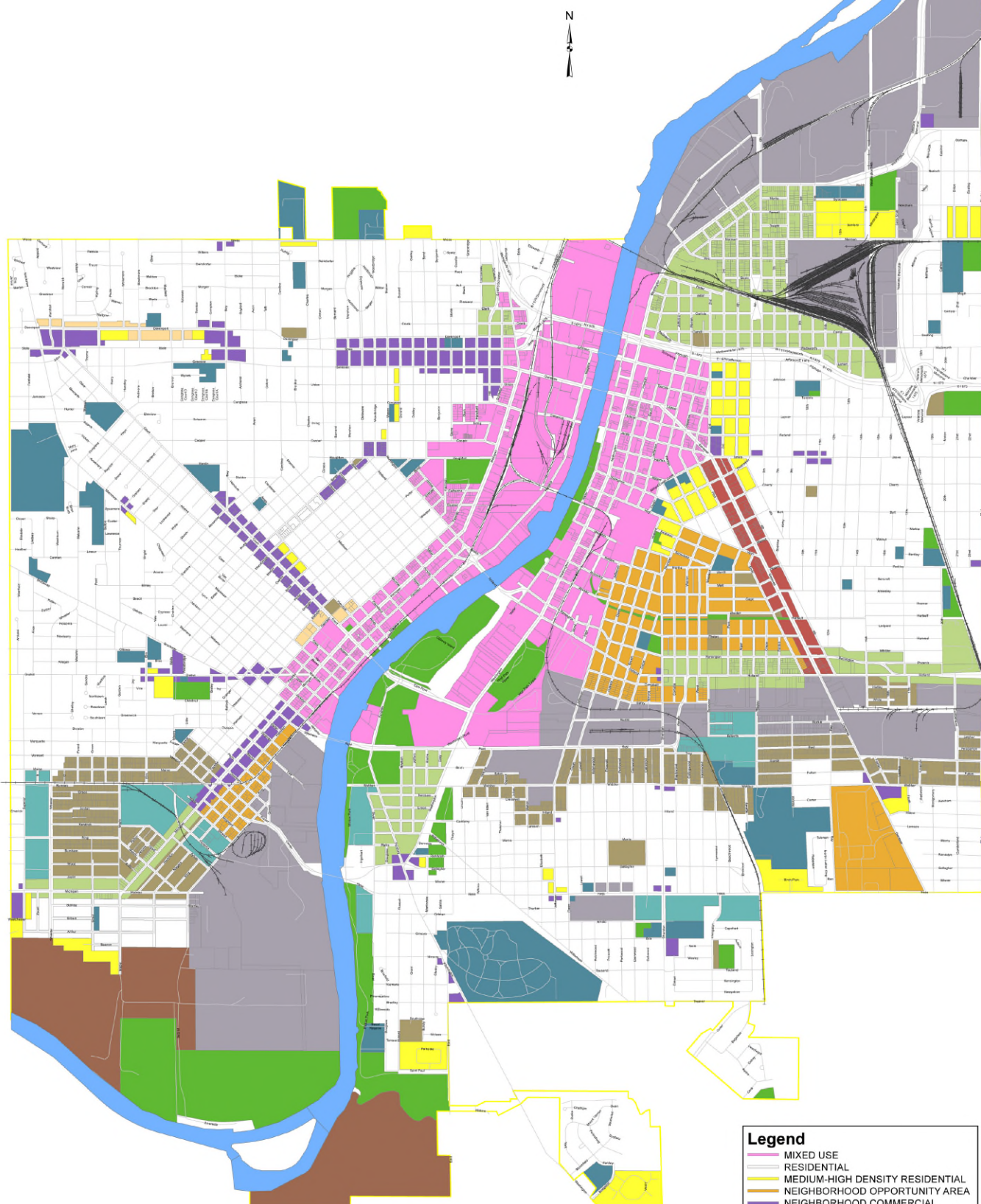
Townships and the Largest Metropolitan Area **The City of Saginaw, Michigan | 2011**



Source: The City of Saginaw Master Plan, 2011.

Future Land Use Map The City of Saginaw, Michigan | 2011

Exhibit A.5



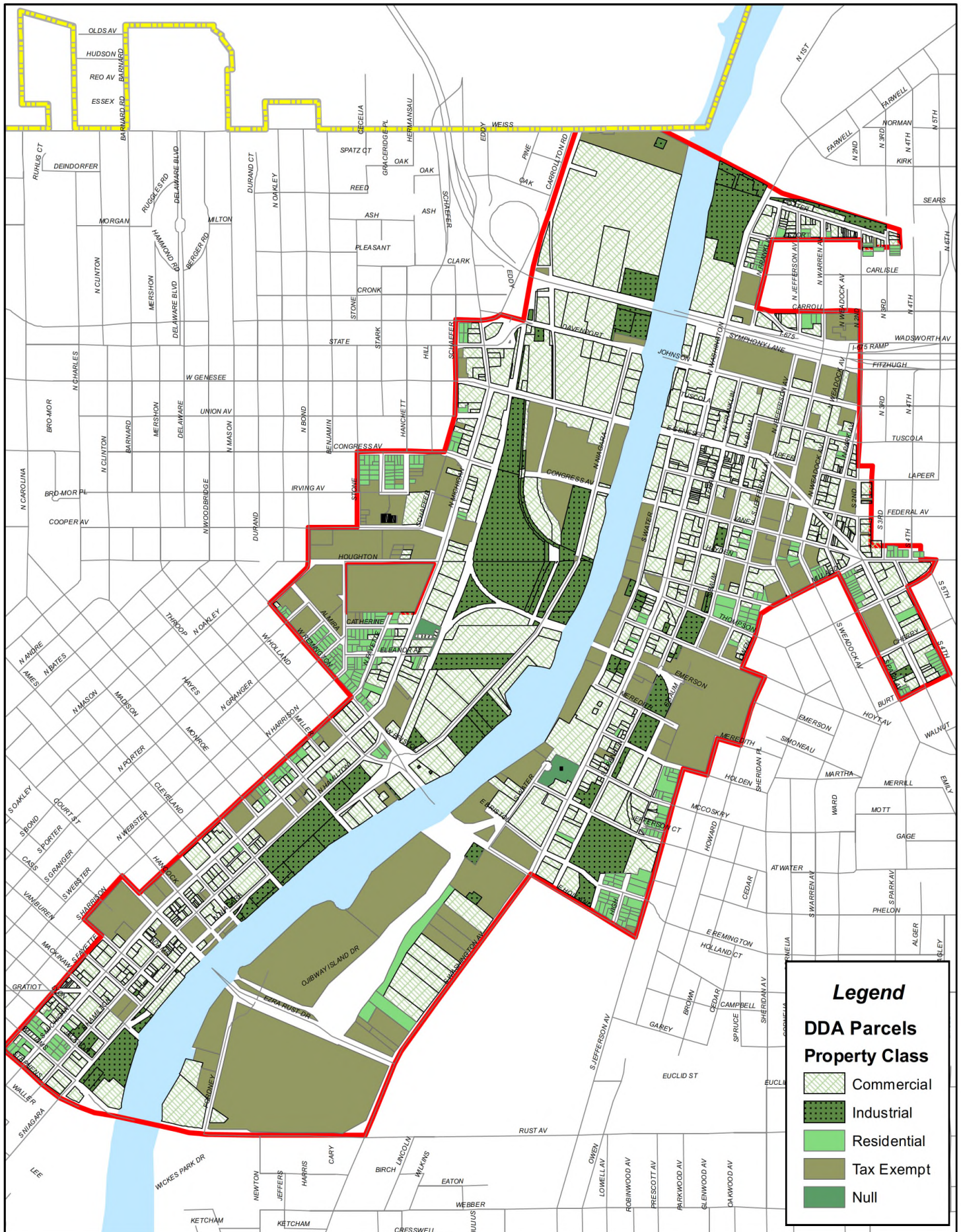
This Future Land Use Map is a component of the City of Saginaw Master Plan, which was adopted by resolution of the Saginaw City Council, by authority of the Michigan Planning Enabling Act, Public Act 33 of 2008, on September 26, 2011, after holding a public hearing for the Master Plan on August 23, 2011.

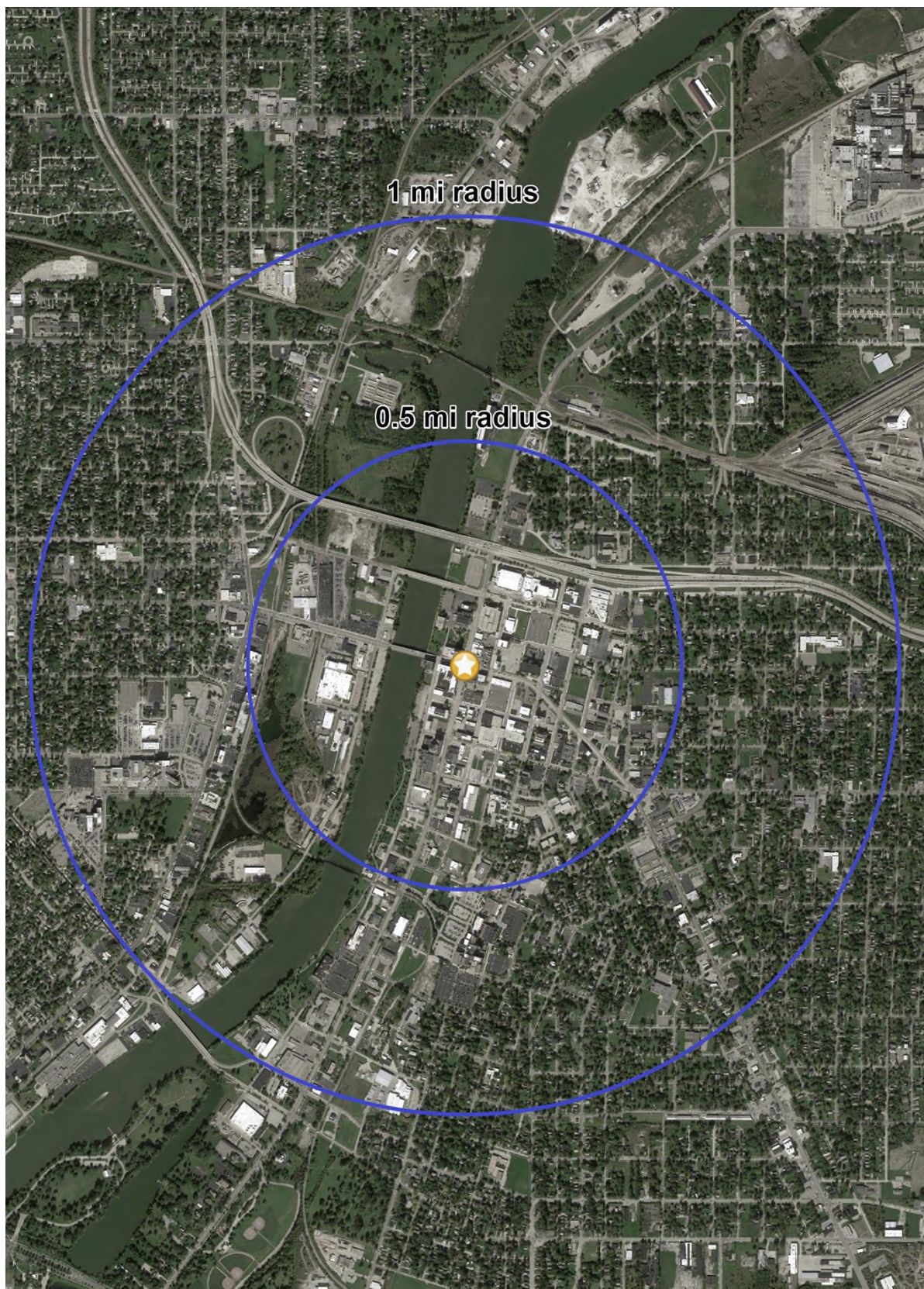
Diane Herman
Diane Herman
Clerk
City of Saginaw

Legend	
■	MIXED USE
■	RESIDENTIAL
■	MEDIUM-HIGH DENSITY RESIDENTIAL
■	NEIGHBORHOOD OPPORTUNITY AREA
■	NEIGHBORHOOD COMMERCIAL
■	GENERAL BUSINESS
■	OFFICE
■	URBAN VENTURE AREA
■	LIGHT INDUSTRY WAREHOUSE
■	INDUSTRIAL
■	PUBLIC/QUASI PUBLIC
■	PARK OPEN SPACE
■	GREEN RESERVE OPPORTUNITY AREA
■	RURAL OPPORTUNITY AREA
—	Saginaw River
—	RailRoad

Parcel Property Class | DDA and TIF Plan The City of Saginaw, Michigan | 2010

Exhibit A.6







Proposed Land Uses Downtown Saginaw, Michigan

Exhibit A.9



Downtown Scale, Possibly with Some Opportunities for Mixed-Use Projects Downtown Saginaw (East) | Saginaw Co. | ECM Prosperity Region 5



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are primarily intended to convey the scale and character of downtown buildings, with some opportunities for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations.

Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.

Downtown Scale, with Some Opportunities for Mixed-Use Projects
Downtown Saginaw (East) | Saginaw Co. | ECM Prosperity Region 5



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are only partly intended to convey the scale and character of downtown buildings, and many opportunities for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations.

Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.

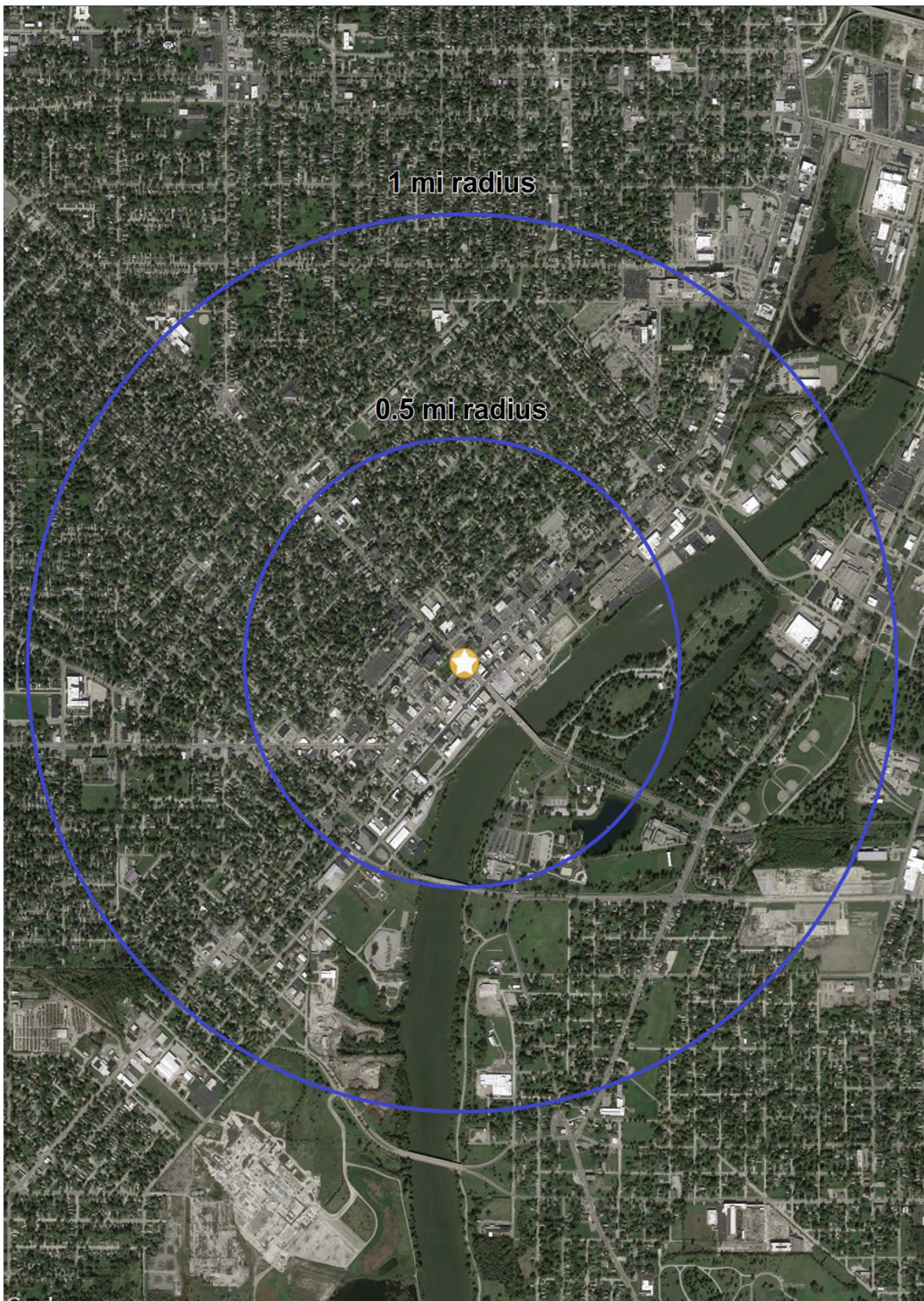
Downtown Scale, with Many Opportunities for Mixed-Use Projects Downtown Saginaw (East) | Saginaw Co. | ECM Prosperity Region 5



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are only partly intended to convey the scale and character of downtown buildings, and many opportunities for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations.

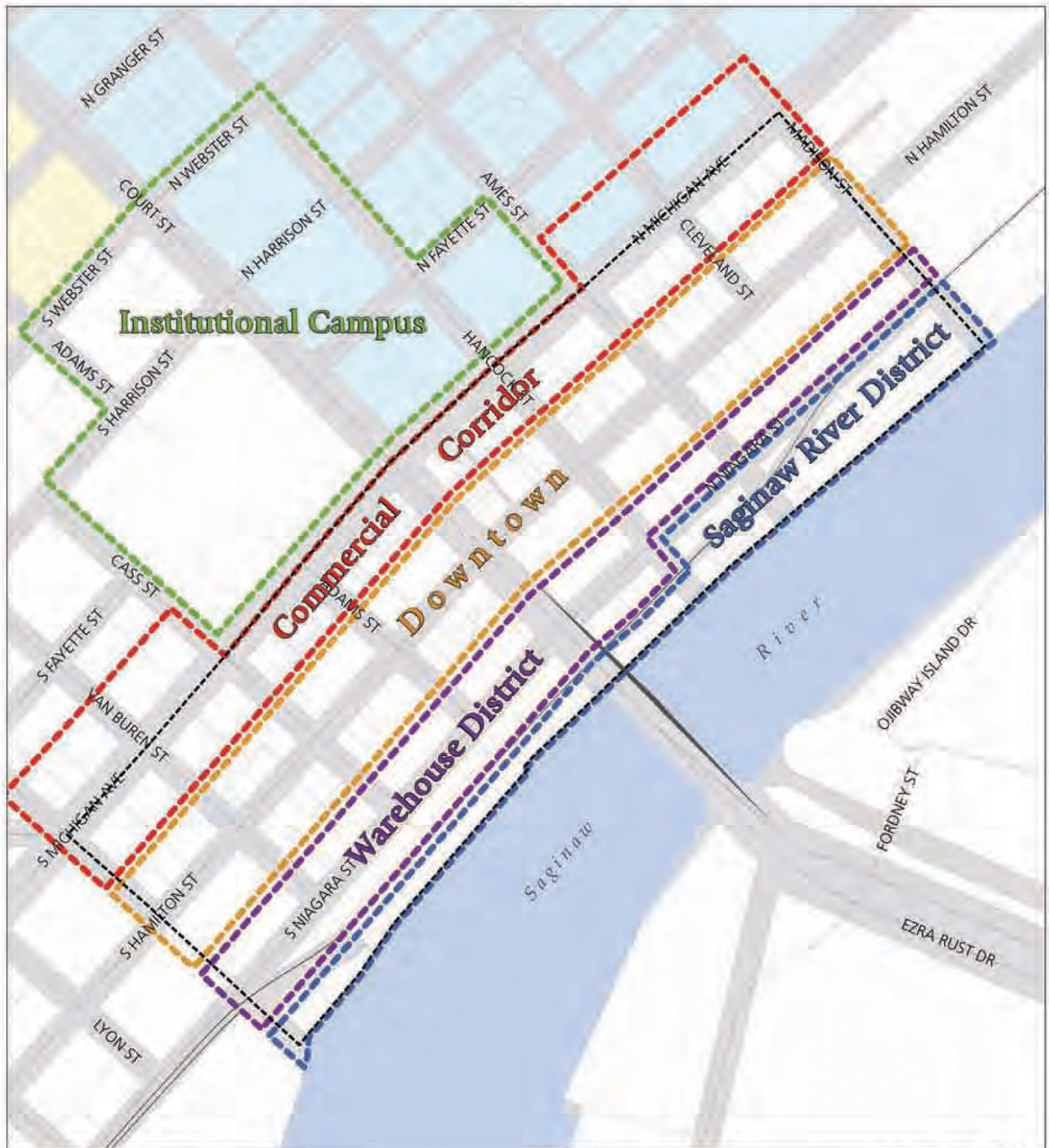
Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.



Old Town Saginaw Character Zones




The City of Saginaw, Michigan | 2010

Exhibit A.14



OLD TOWN SAGINAW

Character Zones

-  MSHDA Downtowns of Promise Study Area
 Covenant Neighborhood
 Heritage Square Neighborhood

Source: Old Town Strategic Plan, 2010.



Downtown Scale, Including Some Opportunities for Mixed-Use Projects
Old City Saginaw | Saginaw Co. | ECM Prosperity Region 5

Exhibit A.16



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are primarily intended to convey the scale and character of downtown buildings, with some opportunities for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations.

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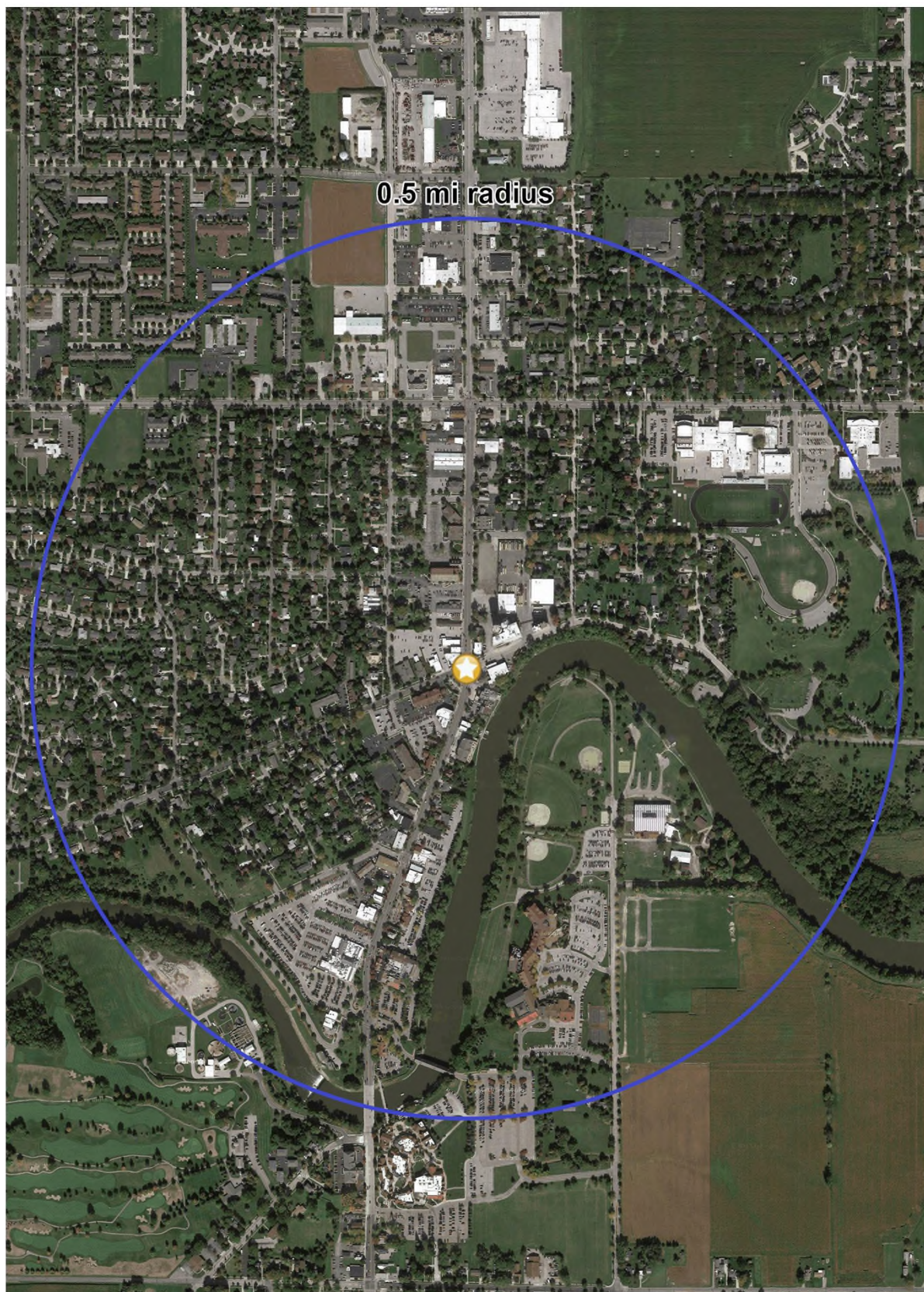
Downtown Scale, Including Some Opportunities for Mixed-Use Projects
Old City Saginaw | Saginaw Co. | ECM Prosperity Region 5



Source: All original Photos by LandUseUSA, 2015 - 2016.

Note: Images are primarily intended to convey the scale and character of downtown buildings, with some opportunities for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations.

Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.



Source: Underlying aerial provided to Google Earth and licensed to LandUseUSA through SitesUSA.

Exhibit prepared by LandUseUSA, 2016 © with all rights reserved.

Most Practical Downtown Buildings for Possible Expansion or Rehab
The City of Frankenmuth | Saginaw Co. | ECM Prosperity Region 5

Exhibit A.19



Source: Photos provided by Google and licensed through SitesUSA. May include some original photos by LandUseUSA, 2015 - 2015.

Note: Images are not intended to convey the character of the entire downtown, but rather to focus on a few buildings that might be most conducive for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations. Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.

Most Practical Downtown Buildings for Possible Expansion or Rehab
The City of Frankenmuth | Saginaw Co. | ECM Prosperity Region 5



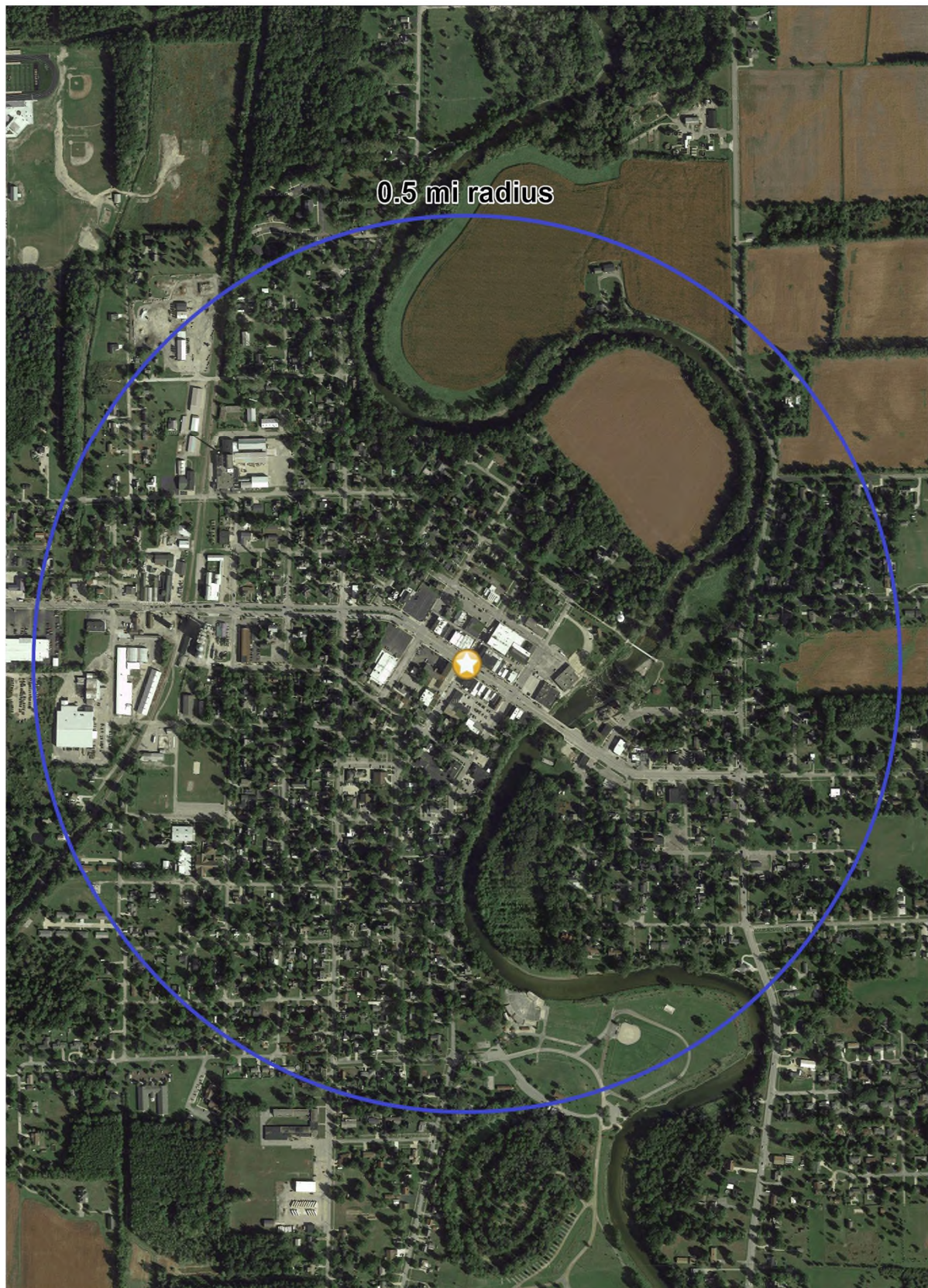
Source: Photos provided by Google and licensed through SitesUSA. May include some original photos by LandUseUSA, 2015 - 2015.

Note: Images are not intended to convey the character of the entire downtown, but rather to focus on a few buildings that might be most conducive for mixed-use projects with flats or lofts above street-front retail, rental rehabs, and/or façade restorations. Interested parties are encouraged to contact city staff and real estate brokers for details on specific buildings or properties.



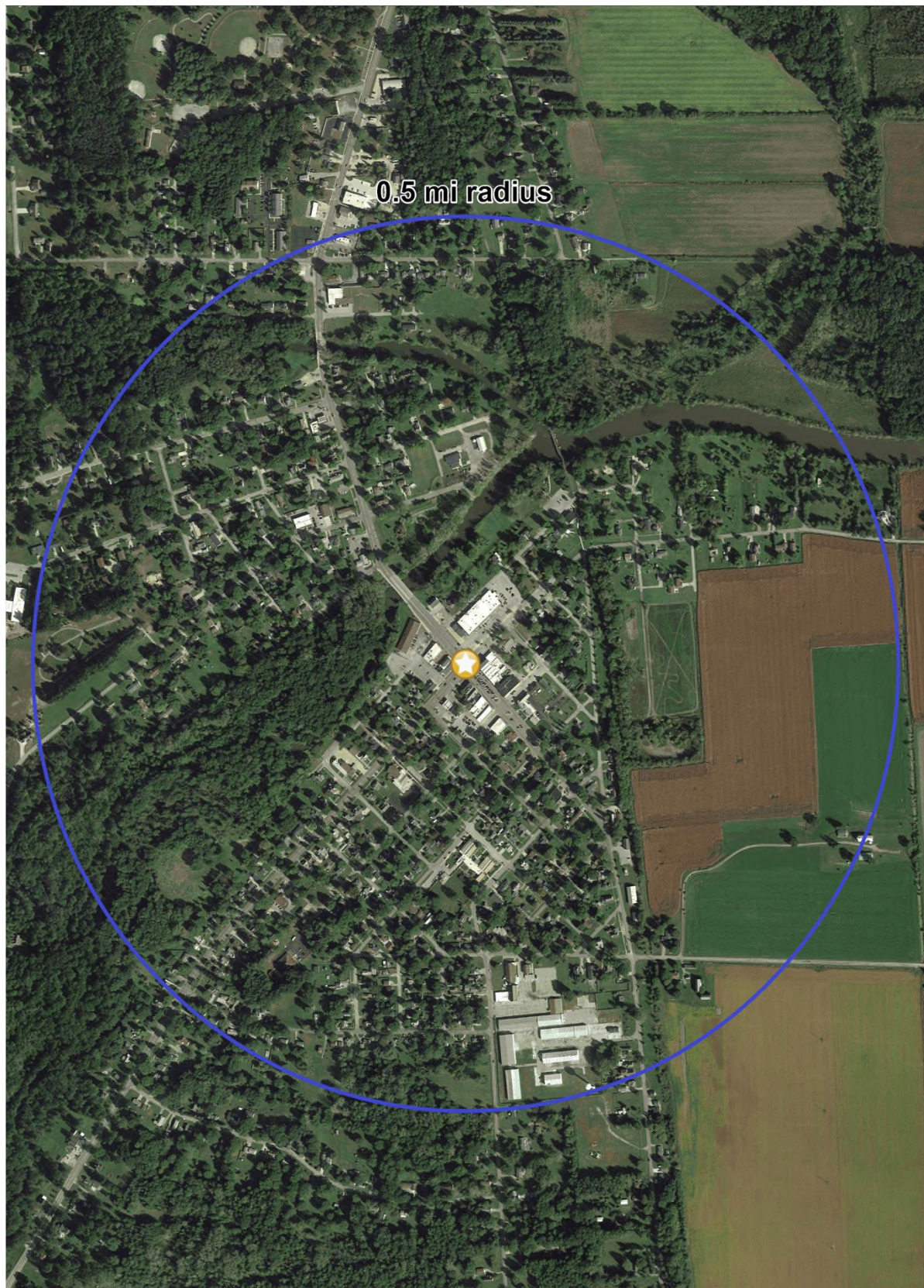
Source: Underlying aerial provided to Google Earth and licensed to LandUseUSA through SitesUSA.

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Source: Underlying aerial provided to Google Earth and licensed to LandUseUSA through SitesUSA.

Exhibit prepared by LandUseUSA, 2016 © with all rights reserved.



Source: Underlying aerial provided to Google Earth and licensed to LandUseUSA through SitesUSA.

Exhibit prepared by LandUseUSA, 2016 © with all rights reserved.



Section B

Summary Tables and Charts

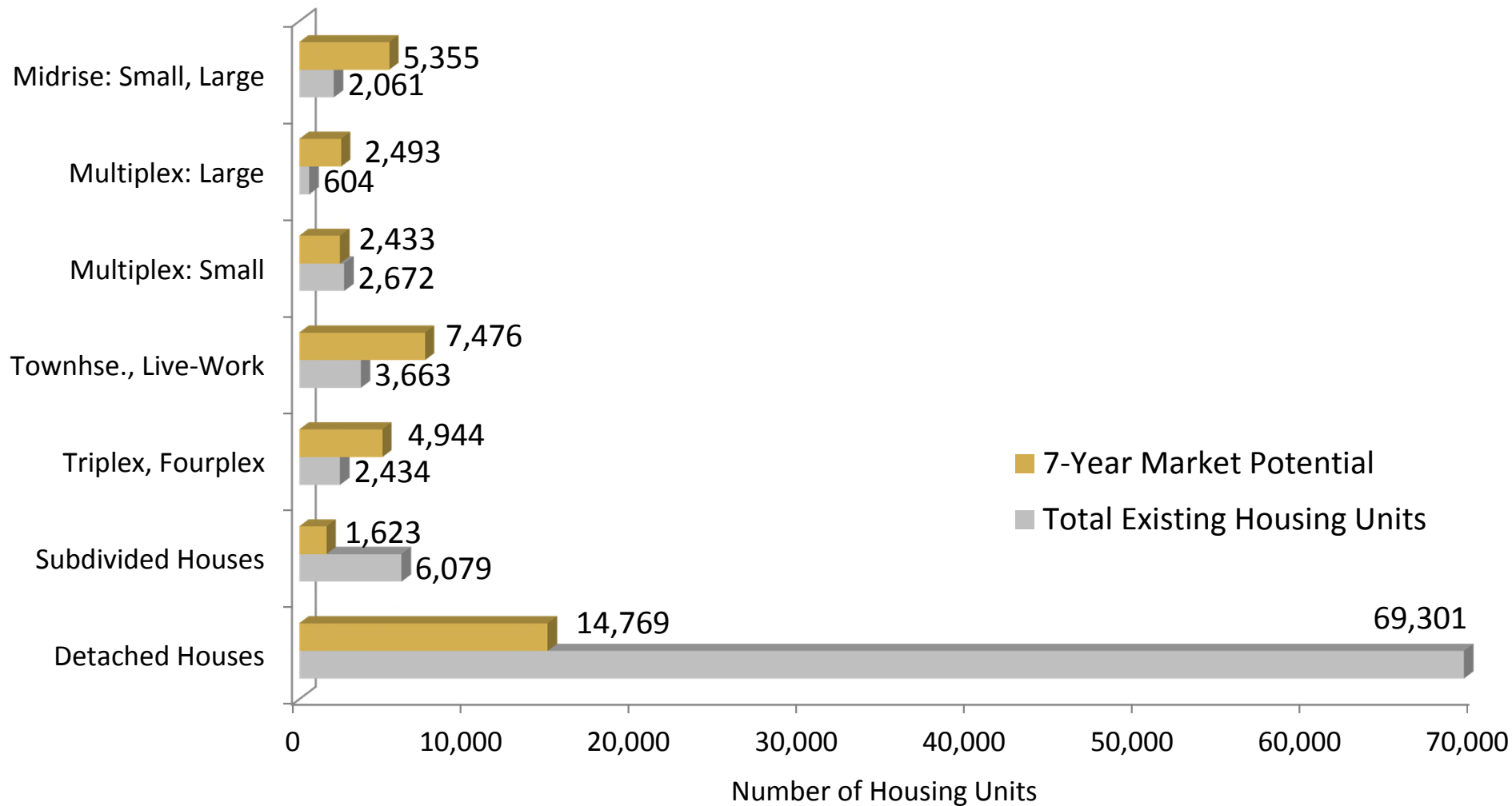
Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



3-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Saginaw County | ECM Prosperity Region 5 | 2016 - 2018

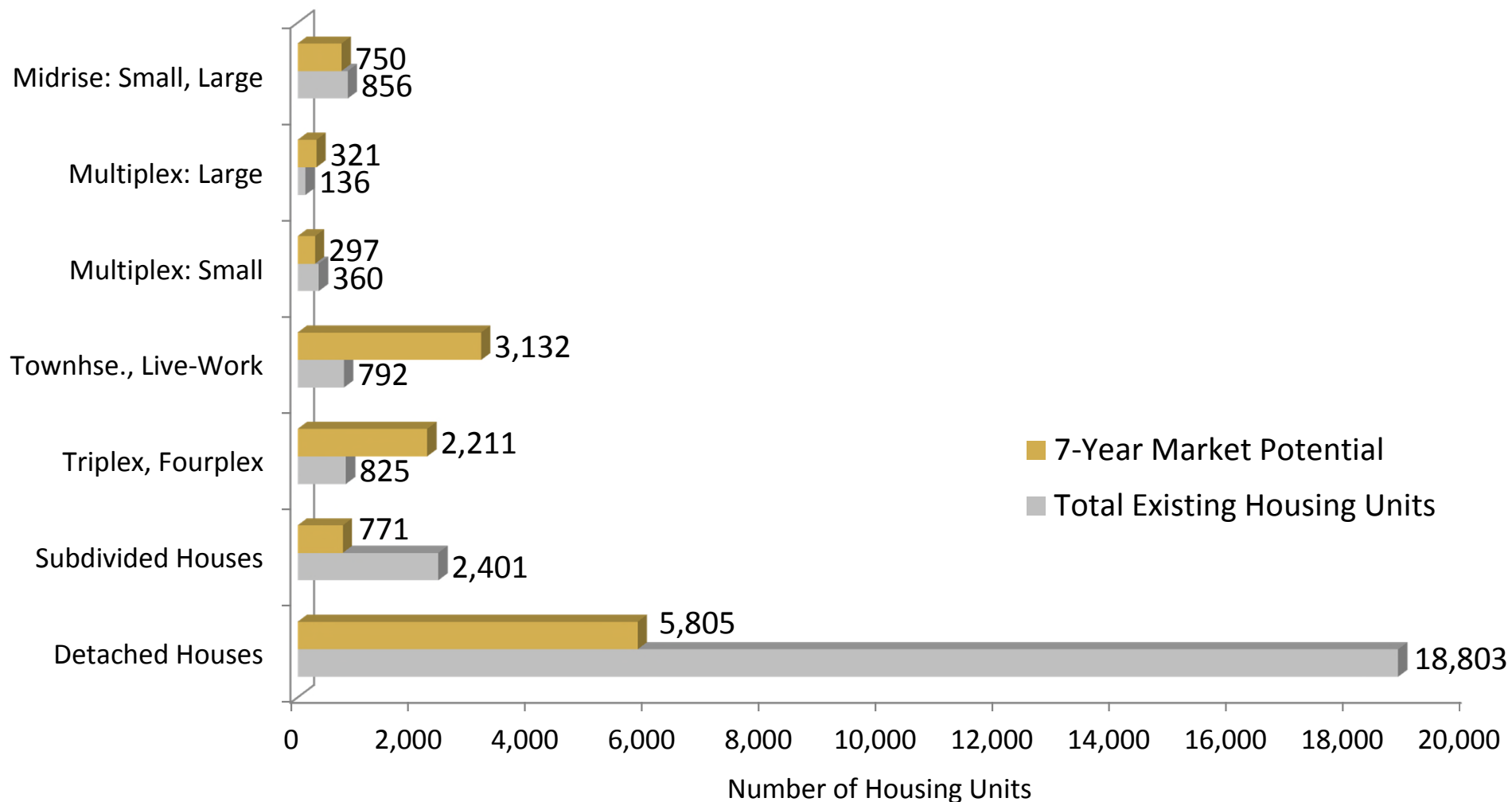


Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

3-Year Market Potential v. Total Existing Housing Units

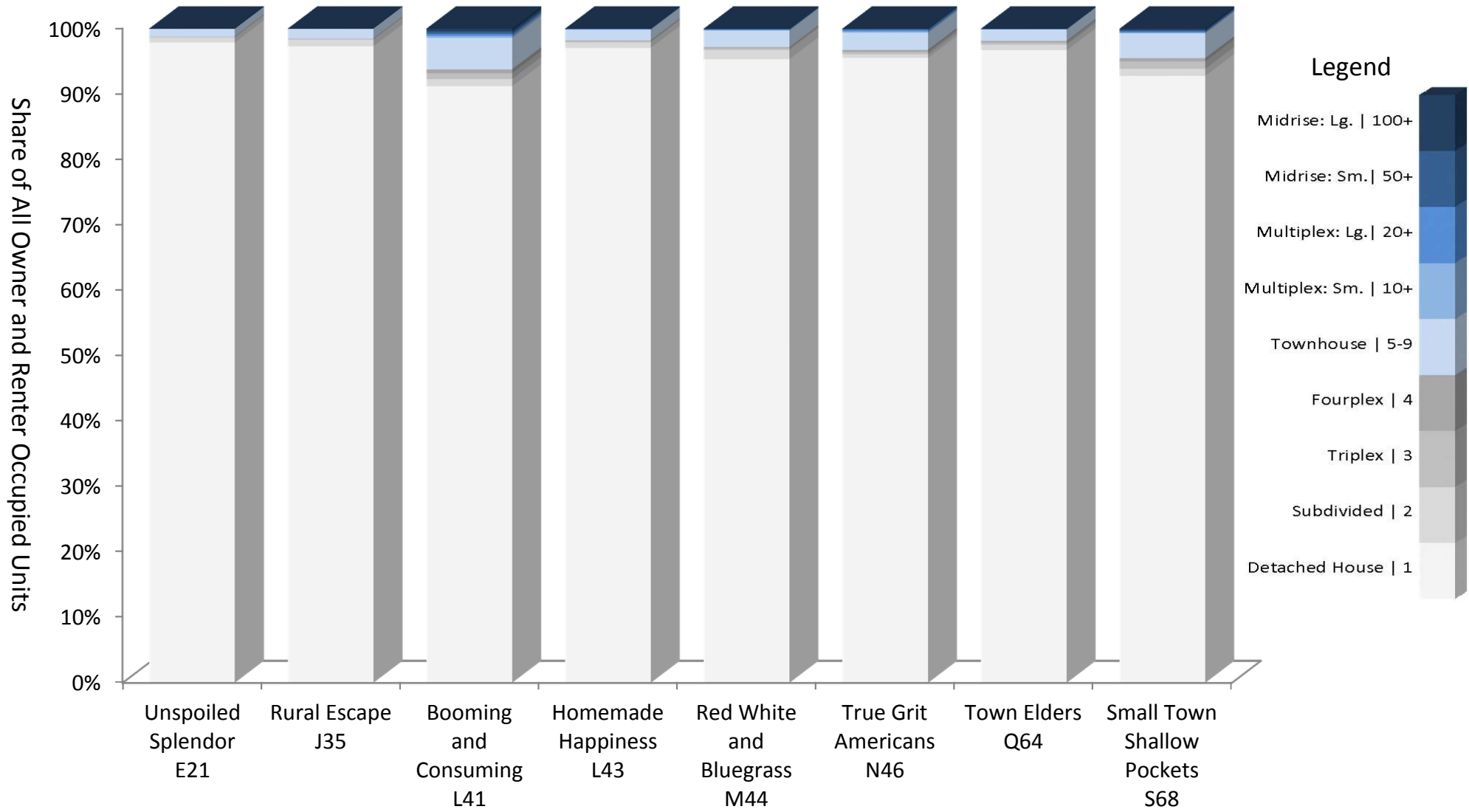
All 71 Lifestyle Clusters - Aggressive Scenario

The City of Saginaw | Saginaw County | 2016 - 2018



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

Missing Middle Housing Formats v. Detached Houses
 Preferences of Most Prevalent Lifestyle Clusters
 East Central Michigan Prosperity Region 5 | Year 2016



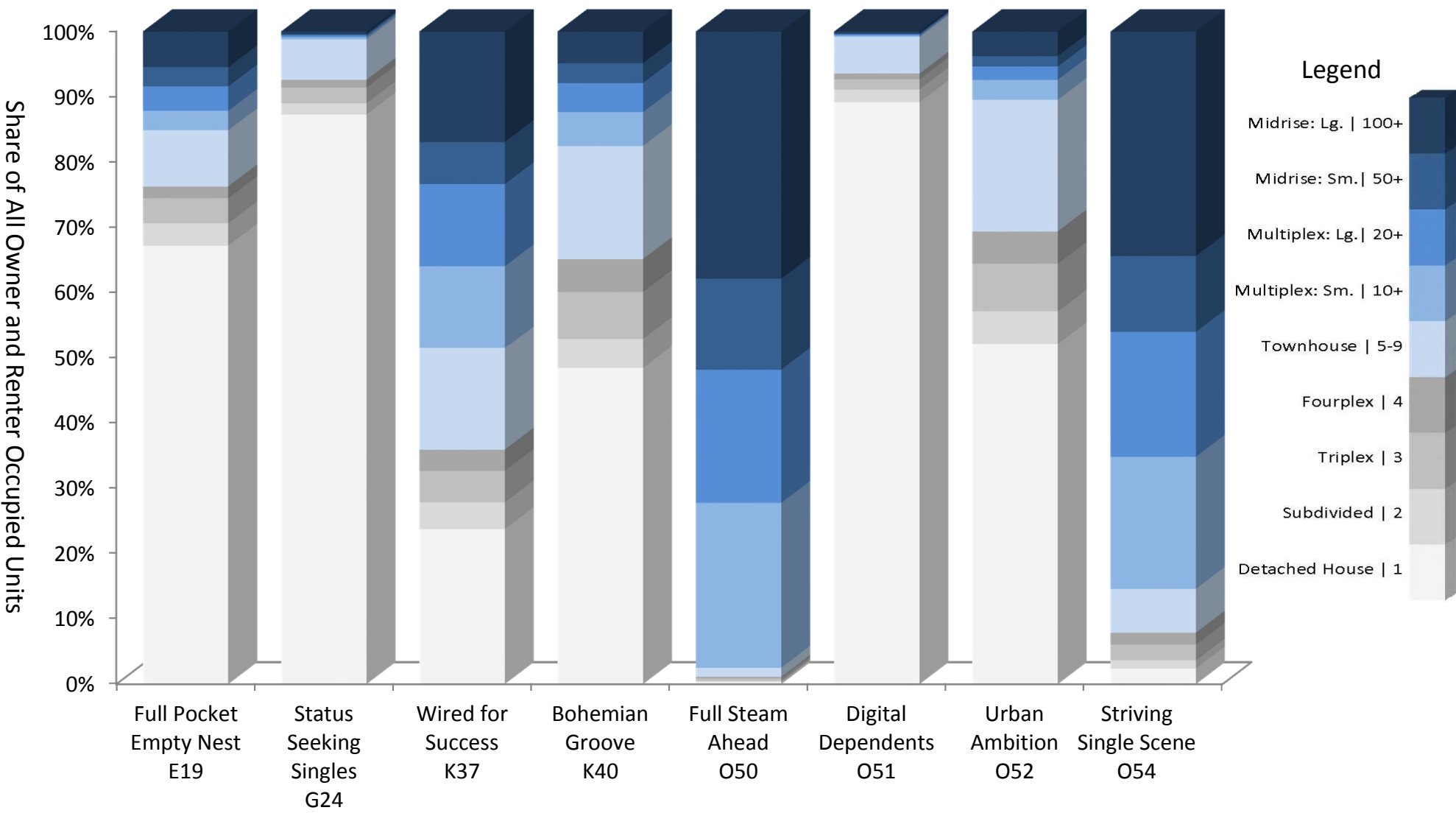
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and licensed to LandUse|USA through Sites|USA. Michigan estimates, analysis, and exhibit prepared exclusively by LandUse|USA © 2016; all rights reserved.

Residential Market Parameters and Movership Rates
 Prevalent Lifestyle Clusters - East Central Michigan Prosperity Region 5
 With Averages for the State of Michigan - 2015

OTHER PREVALENT LIFESTYLE CLUSTERS	Detached House 1 Unit	Renters Share of Total	Blended Mover- ship Rate	Predominant Counties
HIGH INCOMES				
Aging of Aquarius C11	98.4%	1.1%	1.7%	Midland
No Place Like Home E20	97.9%	2.9%	7.2%	Bay
Unspoiled Splendor E21	97.9%	2.0%	1.8%	- most -
Stockcars, State Parks I30	97.1%	3.3%	4.6%	- most -
BETTER INCOMES				
Aging in Place J34	99.2%	0.6%	1.3%	Saginaw, Midland, Bay
Rural Escape J35	97.3%	3.2%	3.9%	- most -
Settled and Sensible J36	97.8%	2.7%	4.4%	Saginaw, Bay
Booming, Consuming L41	91.2%	17.3%	14.5%	Gladwin
MODERATE INCOMES				
Homemade Happiness L43	97.0%	4.9%	5.8%	- most -
Red, White, Bluegrass M44	95.3%	11.3%	5.6%	- most -
Infants, Debit Cards M45	95.0%	29.7%	15.5%	- most -
True Grit Americans N46	95.5%	9.3%	11.4%	- most -
Touch of Tradition N49	97.6%	5.7%	9.8%	Clare, Gladwin, Arenac
LOWEST INCOMES				
Town Elders Q64	96.7%	4.4%	2.4%	- most -
Small Town, Shallow Pocket S68	92.8%	34.5%	14.9%	- most -
Urban Survivors S69	94.6%	27.8%	8.2%	Saginaw

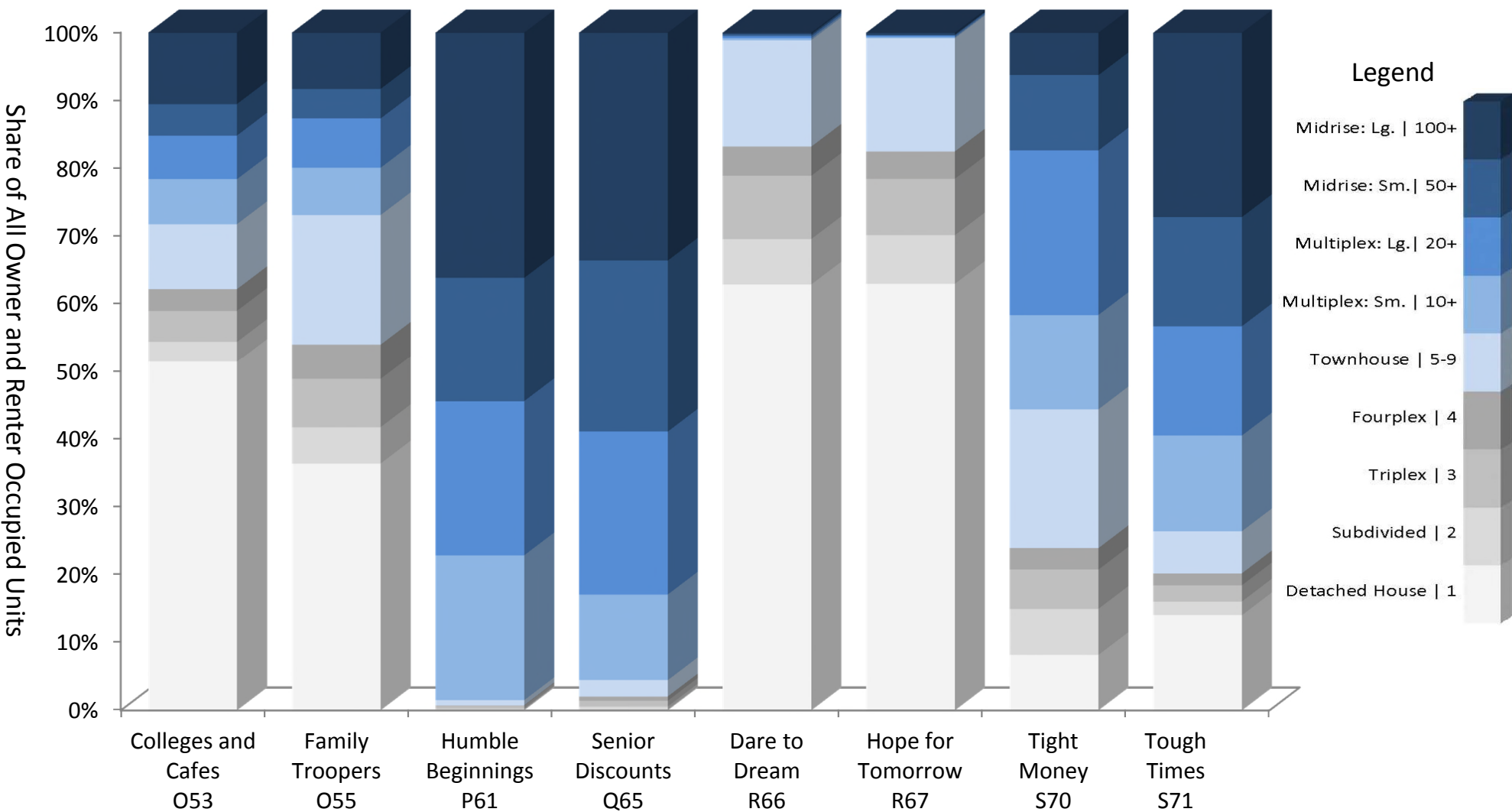
Source: Underlying data represents Mosaic|USA data provided by Experian, Powered by Regis and Sites|USA.
 Analysis and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.
 Intermittent lifestyle clusters tend to reside only in unique places and not across the entire county or region.

Missing Middle Housing Formats v. Houses Preferences of Upscale Target Markets East Central Michigan Prosperity Region 5 | Year 2016



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

Missing Middle Housing Formats v. Houses Preferences of Moderate Target Markets East Central Michigan Prosperity Region 5 | Year 2016



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

Exhibit B.7

Residential Market Parameters and Movership Rates

Upscale and Moderate Target Markets | East Central Michigan Prosperity Region 5

With Averages for the State of Michigan | Year 2015

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

Source: Underlying data represents Mosaic|USA data provided by Experian and Powered by Regis/Sites|USA.
Analysis and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.



Section C

Conservative Scenario

County

Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



Exhibit C.1

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO Number of Units (New and/or Rehab) by Tenure and Building Form Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

CONSERVATIVE SCENARIO	Saginaw COUNTY 71 Lifestyle Clusters			Saginaw COUNTY Upscale Target Markets			Saginaw COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,112	695	3,417	1,331	112	1,219	1,783	20	1,763
1 Detached Houses	1,596	676	920	333	108	225	343	6	337
2 Side-by-Side & Stacked	160	2	158	34	1	33	115	0	115
3 Side-by-Side & Stacked	317	0	317	73	0	73	230	0	230
4 Side-by-Side & Stacked	174	0	174	48	0	48	122	0	122
5-9 Townhse., Live-Work	746	1	745	209	1	208	491	0	491
10-19 Multiplex: Small	264	1	263	166	0	166	98	1	97
20-49 Multiplex: Large	271	4	267	144	1	143	126	3	123
50-99 Midrise: Small	189	4	185	88	0	88	101	4	97
100+ Midrise: Large	395	7	388	236	1	235	157	6	151
Total Units	4,112	695	3,417	1,331	112	1,219	1,783	20	1,763
Detached Houses	1,596	676	920	333	108	225	343	6	337
Duplexes & Triplexes	477	2	475	107	1	106	345	0	345
Other Attached Formats	2,039	17	2,022	891	3	888	1,095	14	1,081

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

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit C.2

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	4,112	1,331	0	3	22	232	184	339	165	393
Saginaw COUNTY - Owners	695	112	0	1	1	5	1	102	2	4
1 Detached Houses	676	108	0	1	1	4	0	99	2	1
2 Side-by-Side & Stacked	2	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	1	0	0	0	0	0	1	0	0
10-19 Multiplex: Small	1	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	4	1	0	0	0	0	0	0	0	1
50-99 Midrise: Small	4	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	7	1	0	0	0	0	0	0	0	1
Saginaw COUNTY - Renters	3,417	1,219	0	2	21	227	183	237	163	389
1 Detached Houses	920	225	0	1	1	38	0	152	31	2
2 Side-by-Side & Stacked	158	33	0	0	1	10	0	10	9	3
3 Side-by-Side & Stacked	317	73	0	0	1	27	1	13	21	10
4 Side-by-Side & Stacked	174	48	0	0	1	19	0	7	14	7
5-9 Townhse., Live-Work	745	208	0	0	4	67	3	48	59	27
10-19 Multiplex: Small	263	166	0	0	3	20	48	2	9	84
20-49 Multiplex: Large	267	143	0	0	3	17	38	2	6	77
50-99 Midrise: Small	185	88	0	0	2	11	25	1	4	45
100+ Midrise: Large	388	235	0	0	4	18	68	2	10	133

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

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

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

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit C.3

CONSERVATIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	4,112	1,783	98	298	0	174	273	767	47	129
Saginaw COUNTY - Owners	695	20	4	1	0	15	1	1	0	1
1 Detached Houses	676	6	3	1	0	0	1	1	0	0
2 Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	1	1	0	0	0	1	0	0	0	0
20-49 Multiplex: Large	4	3	0	0	0	3	0	0	0	0
50-99 Midrise: Small	4	4	0	0	0	4	0	0	0	0
100+ Midrise: Large	7	6	0	0	0	6	0	0	0	0
Saginaw COUNTY - Renters	3,417	1,763	94	297	0	159	272	766	47	128
1 Detached Houses	920	337	17	32	0	0	74	209	1	4
2 Side-by-Side & Stacked	158	115	3	14	0	0	23	71	2	2
3 Side-by-Side & Stacked	317	230	7	30	0	1	53	133	3	3
4 Side-by-Side & Stacked	174	122	5	22	0	1	24	65	2	3
5-9 Townhse., Live-Work	745	491	16	84	0	4	92	275	11	9
10-19 Multiplex: Small	263	97	11	31	0	21	2	3	8	21
20-49 Multiplex: Large	267	123	10	31	0	39	2	4	13	24
50-99 Midrise: Small	185	97	7	18	0	40	1	2	6	23
100+ Midrise: Large	388	151	16	34	0	53	1	5	3	39

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

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

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

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

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



Section D

Aggressive Scenario County

Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO	Saginaw COUNTY 71 Lifestyle Clusters			Saginaw COUNTY Upscale Target Markets			Saginaw COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	13,031	1,908	11,123	4,051	310	3,741	5,968	61	5,907
1 Detached Houses	4,923	1,846	3,077	1,047	293	754	1,148	21	1,127
2 Side-by-Side & Stacked	541	8	533	112	4	108	388	1	387
3 Side-by-Side & Stacked	1,068	1	1,067	238	1	237	779	0	779
4 Side-by-Side & Stacked	580	0	580	159	0	159	406	0	406
5-9 Townhse., Live-Work	2,492	5	2,487	683	2	681	1,645	1	1,644
10-19 Multiplex: Small	811	4	807	479	1	478	330	3	327
20-49 Multiplex: Large	831	11	820	410	3	407	418	8	410
50-99 Midrise: Small	588	12	576	253	1	252	333	11	322
100+ Midrise: Large	1,197	21	1,176	670	5	665	521	16	505
Total Units	13,031	1,908	11,123	4,051	310	3,741	5,968	61	5,907
Detached Houses	4,923	1,846	3,077	1,047	293	754	1,148	21	1,127
Duplexes & Triplexes	1,609	9	1,600	350	5	345	1,167	1	1,166
Other Attached Formats	6,499	53	6,446	2,654	12	2,642	3,653	39	3,614

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

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit D.2

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,031	4,051	0	9	75	774	480	1,074	551	1,096
Saginaw COUNTY - Owners	1,908	310	0	3	3	13	3	279	5	10
1 Detached Houses	1,846	293	0	3	2	11	0	272	4	1
2 Side-by-Side & Stacked	8	4	0	0	0	1	0	3	0	0
3 Side-by-Side & Stacked	1	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	5	2	0	0	0	0	0	2	0	0
10-19 Multiplex: Small	4	1	0	0	0	0	0	0	0	1
20-49 Multiplex: Large	11	3	0	0	0	0	1	0	0	2
50-99 Midrise: Small	12	1	0	0	0	0	0	0	0	1
100+ Midrise: Large	21	5	0	0	0	0	1	0	0	4
Saginaw COUNTY - Renters	11,123	3,741	0	6	72	761	477	795	546	1,086
1 Detached Houses	3,077	754	0	4	4	126	0	511	103	6
2 Side-by-Side & Stacked	533	108	0	0	2	35	0	33	30	8
3 Side-by-Side & Stacked	1,067	237	0	0	4	91	2	43	70	27
4 Side-by-Side & Stacked	580	159	0	0	3	63	1	24	47	21
5-9 Townhse., Live-Work	2,487	681	0	1	14	225	7	160	197	77
10-19 Multiplex: Small	807	478	0	0	12	68	126	6	31	235
20-49 Multiplex: Large	820	407	0	0	11	57	98	7	19	215
50-99 Midrise: Small	576	252	0	0	6	37	65	3	15	126
100+ Midrise: Large	1,176	665	0	0	15	59	176	8	35	372

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit D.3

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,031	5,968	327	997	0	574	916	2,569	157	432
Saginaw COUNTY - Owners	1,908	61	12	2	0	40	4	3	0	4
1 Detached Houses	1,846	21	10	2	0	0	4	3	0	2
2 Side-by-Side & Stacked	8	1	0	0	0	1	0	0	0	0
3 Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	5	1	0	0	0	1	0	0	0	0
10-19 Multiplex: Small	4	3	0	0	0	3	0	0	0	0
20-49 Multiplex: Large	11	8	0	0	0	8	0	0	0	0
50-99 Midrise: Small	12	11	0	0	0	11	0	0	0	0
100+ Midrise: Large	21	16	0	0	0	15	0	0	0	1
Saginaw COUNTY - Renters	11,123	5,907	315	995	0	534	912	2,566	157	428
1 Detached Houses	3,077	1,127	57	107	0	0	247	699	3	14
2 Side-by-Side & Stacked	533	387	10	47	0	1	78	238	7	6
3 Side-by-Side & Stacked	1,067	779	25	102	0	5	178	447	10	12
4 Side-by-Side & Stacked	580	406	17	73	0	3	82	217	5	9
5-9 Townhse., Live-Work	2,487	1,644	53	281	0	13	307	923	36	31
10-19 Multiplex: Small	807	327	38	105	0	71	6	10	25	72
20-49 Multiplex: Large	820	410	35	105	0	130	6	12	42	80
50-99 Midrise: Small	576	322	24	60	0	133	5	6	18	76
100+ Midrise: Large	1,176	505	55	115	0	177	4	15	10	129

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

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

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

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

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



Section E

Aggressive Scenario Places

Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



Exhibit E.1

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Saginaw 71 Lifestyle Clusters			City of Saginaw Upscale Target Markets			City of Saginaw Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,429	583	3,846	320	32	288	2,788	11	2,777
1 Detached Houses	1,935	575	1,360	114	32	82	660	7	653
2 Side-by-Side & Stacked	257	3	254	13	0	13	220	0	220
3 Side-by-Side & Stacked	498	0	498	29	0	29	436	0	436
4 Side-by-Side & Stacked	239	0	239	19	0	19	212	0	212
5-9 Townhse., Live-Work	1,044	1	1,043	84	0	84	872	0	872
10-19 Multiplex: Small	99	0	99	17	0	17	80	0	80
20-49 Multiplex: Large	107	1	106	13	0	13	92	1	91
50-99 Midrise: Small	91	1	90	9	0	9	81	1	80
100+ Midrise: Large	159	2	157	22	0	22	135	2	133
Total Units	4,429	583	3,846	320	32	288	2,788	11	2,777
Detached Houses	1,935	575	1,360	114	32	82	660	7	653
Duplexes & Triplexes	755	3	752	42	0	42	656	0	656
Other Attached Formats	1,739	5	1,734	164	0	164	1,472	4	1,468

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

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

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

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

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

Exhibit E.2

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Saginaw 71 Lifestyle Clusters			Saginaw DT - 0.5 Mile 71 Lifestyle Clusters			Saginaw DT - 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,429	583	3,846	88	5	83	684	68	616
1 Detached Houses	1,935	575	1,360	25	5	20	270	68	202
2 Side-by-Side & Stacked	257	3	254	3	0	3	39	0	39
3 Side-by-Side & Stacked	498	0	498	8	0	8	79	0	79
4 Side-by-Side & Stacked	239	0	239	4	0	4	38	0	38
5-9 Townhse., Live-Work	1,044	1	1,043	18	0	18	163	0	163
10-19 Multiplex: Small	99	0	99	6	0	6	19	0	19
20-49 Multiplex: Large	107	1	106	7	0	7	22	0	22
50-99 Midrise: Small	91	1	90	6	0	6	20	0	20
100+ Midrise: Large	159	2	157	11	0	11	34	0	34
Total Units	4,429	583	3,846	88	5	83	684	68	616
Detached Houses	1,935	575	1,360	25	5	20	270	68	202
Duplexes & Triplexes	755	3	752	11	0	11	118	0	118
Other Attached Formats	1,739	5	1,734	52	0	52	296	0	296

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

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

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

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

Exhibit E.3

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Saginaw 71 Lifestyle Clusters			Sag. Old City - 0.5 Mile 71 Lifestyle Clusters			Sag. Old City - 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	4,429	583	3,846	352	21	331	1,170	111	1,059
1 Detached Houses	1,935	575	1,360	115	21	94	455	111	344
2 Side-by-Side & Stacked	257	3	254	22	0	22	72	0	72
3 Side-by-Side & Stacked	498	0	498	47	0	47	151	0	151
4 Side-by-Side & Stacked	239	0	239	24	0	24	73	0	73
5-9 Townhse., Live-Work	1,044	1	1,043	94	0	94	304	0	304
10-19 Multiplex: Small	99	0	99	10	0	10	24	0	24
20-49 Multiplex: Large	107	1	106	12	0	12	27	0	27
50-99 Midrise: Small	91	1	90	10	0	10	23	0	23
100+ Midrise: Large	159	2	157	18	0	18	41	0	41
Total Units	4,429	583	3,846	352	21	331	1,170	111	1,059
Detached Houses	1,935	575	1,360	115	21	94	455	111	344
Duplexes & Triplexes	755	3	752	69	0	69	223	0	223
Other Attached Formats	1,739	5	1,734	168	0	168	492	0	492

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	Buena Vista CDP 71 Lifestyle Clusters			Shields CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	369	62	307	186	71	115
1 Detached Houses	166	62	104	104	68	36
2 Side-by-Side & Stacked	20	0	20	2	0	2
3 Side-by-Side & Stacked	39	0	39	4	0	4
4 Side-by-Side & Stacked	19	0	19	3	0	3
5-9 Townhse., Live-Work	82	0	82	16	0	16
10-19 Multiplex: Small	10	0	10	10	0	10
20-49 Multiplex: Large	10	0	10	16	1	15
50-99 Midrise: Small	7	0	7	12	1	11
100+ Midrise: Large	16	0	16	19	1	18
Total Units	369	62	307	186	71	115
Detached Houses	166	62	104	104	68	36
Duplexes & Triplexes	59	0	59	6	0	6
Other Attached Formats	144	0	144	76	3	73

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

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

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

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

Exhibit E.5

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

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

Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	Village of Birch Run 71 Lifestyle Clusters			Village of Chesaning 71 Lifestyle Clusters			City of Frankenmuth 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	105	0	105	108	21	87	194	35	159
1 Detached Houses	27	0	27	52	21	31	55	32	23
2 Side-by-Side & Stacked	4	0	4	3	0	3	4	0	4
3 Side-by-Side & Stacked	8	0	8	6	0	6	7	0	7
4 Side-by-Side & Stacked	6	0	6	3	0	3	5	0	5
5-9 Townhse., Live-Work	24	0	24	18	0	18	22	0	22
10-19 Multiplex: Small	10	0	10	6	0	6	21	0	21
20-49 Multiplex: Large	9	0	9	8	0	8	24	1	23
50-99 Midrise: Small	6	0	6	5	0	5	20	1	19
100+ Midrise: Large	11	0	11	7	0	7	36	1	35
Total Units	105	0	105	108	21	87	194	35	159
Detached Houses	27	0	27	52	21	31	55	32	23
Duplexes & Triplexes	12	0	12	9	0	9	11	0	11
Other Attached Formats	66	0	66	47	0	47	128	3	125

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

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

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

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

Exhibit E.6

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
 Number of Units (New and/or Rehab) by Tenure and Building Form
 Places in Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	Village of St. Charles 71 Lifestyle Clusters			City of Zilwaukee 71 Lifestyle Clusters			Village of Merrill 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	95	9	86	29	12	17	5	3	2
1 Detached Houses	33	9	24	27	12	15	4	3	1
2 Side-by-Side & Stacked	4	0	4	0	0	0	0	0	0
3 Side-by-Side & Stacked	8	0	8	0	0	0	0	0	0
4 Side-by-Side & Stacked	5	0	5	0	0	0	0	0	0
5-9 Townhse., Live-Work	22	0	22	2	0	2	0	0	0
10-19 Multiplex: Small	6	0	6	0	0	0	0	0	0
20-49 Multiplex: Large	9	0	9	0	0	0	1	0	1
50-99 Midrise: Small	4	0	4	0	0	0	0	0	0
100+ Midrise: Large	4	0	4	0	0	0	0	0	0
Total Units	95	9	86	29	12	17	5	3	2
Detached Houses	33	9	24	27	12	15	4	3	1
Duplexes & Triplexes	12	0	12	0	0	0	0	0	0
Other Attached Formats	50	0	50	2	0	2	1	0	1

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.7

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

City of Saginaw | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Saginaw - Total	4,429	320	0	0	0	23	0	102	170	22
City of Saginaw - Owners	583	32	0	0	0	0	0	31	2	0
1 Detached Houses	575	32	0	0	0	0	0	30	2	0
2 Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	2	0	0	0	0	0	0	0	0	0
City of Saginaw - Renters	3,846	288	0	0	0	23	0	71	168	22
1 Detached Houses	1,360	82	0	0	0	4	0	46	32	0
2 Side-by-Side & Stacked	254	13	0	0	0	1	0	3	9	0
3 Side-by-Side & Stacked	498	29	0	0	0	3	0	4	21	1
4 Side-by-Side & Stacked	239	19	0	0	0	2	0	2	15	0
5-9 Townhse., Live-Work	1,043	84	0	0	0	7	0	14	61	2
10-19 Multiplex: Small	99	17	0	0	0	2	0	1	9	5
20-49 Multiplex: Large	106	13	0	0	0	2	0	1	6	4
50-99 Midrise: Small	90	9	0	0	0	1	0	0	5	3
100+ Midrise: Large	157	22	0	0	0	2	0	1	11	8

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.8

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

City of Saginaw | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Moderate	Colleges	Family	Humble	Senior	Dare	Hope for	Tight	Tough
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle Clusters	Target Markets	Cafes O53	Troopers O55	Begin- nings P61	Discount Q65	to Dream R66	Tomor- row R67	Money S70	Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Saginaw - Total	4,429	2,788	0	93	0	38	620	1,710	0	326
City of Saginaw - Owners	583	11	0	0	0	3	3	3	0	3
1 Detached Houses	575	7	0	0	0	0	3	3	0	1
2 Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	1	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99 Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	2	2	0	0	0	1	0	0	0	1
City of Saginaw - Renters	3,846	2,777	0	93	0	35	617	1,707	0	323
1 Detached Houses	1,360	653	0	10	0	0	167	465	0	11
2 Side-by-Side & Stacked	254	220	0	4	0	0	53	158	0	5
3 Side-by-Side & Stacked	498	436	0	10	0	0	120	297	0	9
4 Side-by-Side & Stacked	239	212	0	7	0	0	55	144	0	6
5-9 Townhse., Live-Work	1,043	872	0	26	0	1	208	614	0	23
10-19 Multiplex: Small	99	80	0	10	0	5	4	7	0	54
20-49 Multiplex: Large	106	91	0	10	0	9	4	8	0	60
50-99 Midrise: Small	90	80	0	6	0	9	3	4	0	58
100+ Midrise: Large	157	133	0	11	0	12	3	10	0	97

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.9

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

Saginaw DT - 0.5 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw DT - 0.5 Mile - Total	88	0	0	0	0	0	0	0	0	0
Saginaw DT - 0.5 Mile - Owners	5	0	0	0	0	0	0	0	0	0
1 Detached Houses	5	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Saginaw DT - 0.5 Mile - Renters	83	0	0	0	0	0	0	0	0	0
1 Detached Houses	20	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	8	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	4	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	18	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	6	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	7	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	6	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	11	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.10

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

Saginaw DT - 0.5 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw DT - 0.5 Mile - Total	88	74	0	0	0	1	4	36	0	35
Saginaw DT - 0.5 Mile - Owners	5	0	0	0	0	0	0	0	0	0
1 Detached Houses	5	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Saginaw DT - 0.5 Mile - Renters	83	74	0	0	0	1	4	36	0	35
1 Detached Houses	20	12	0	0	0	0	1	10	0	1
2 Side-by-Side & Stacked	3	3	0	0	0	0	0	3	0	0
3 Side-by-Side & Stacked	8	8	0	0	0	0	1	6	0	1
4 Side-by-Side & Stacked	4	4	0	0	0	0	0	3	0	1
5-9 Townhse., Live-Work	18	17	0	0	0	0	1	13	0	3
10-19 Multiplex: Small	6	6	0	0	0	0	0	0	0	6
20-49 Multiplex: Large	7	7	0	0	0	0	0	0	0	7
50-99 Midrise: Small	6	6	0	0	0	0	0	0	0	6
100+ Midrise: Large	11	11	0	0	0	0	0	0	0	11

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.11

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

Saginaw DT - 1.0 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw DT - 1.0 Mile - Total	684	13	0	0	0	1	0	4	9	0
Saginaw DT - 1.0 Mile - Owners	68	1	0	0	0	0	0	1	0	0
1 Detached Houses	68	1	0	0	0	0	0	1	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Saginaw DT - 1.0 Mile - Renters	616	12	0	0	0	1	0	3	9	0
1 Detached Houses	202	4	0	0	0	0	0	2	2	0
2 Side-by-Side & Stacked	39	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	79	1	0	0	0	0	0	0	1	0
4 Side-by-Side & Stacked	38	1	0	0	0	0	0	0	1	0
5-9 Townhse., Live-Work	163	4	0	0	0	0	0	1	3	0
10-19 Multiplex: Small	19	1	0	0	0	0	0	0	1	0
20-49 Multiplex: Large	22	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	20	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	34	1	0	0	0	0	0	0	1	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.12

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

Saginaw DT - 1.0 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw DT - 1.0 Mile - Total	684	498	0	4	0	17	97	301	0	87
Saginaw DT - 1.0 Mile - Owners	68	1	0	0	0	1	1	0	0	1
1 Detached Houses	68	1	0	0	0	0	1	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Saginaw DT - 1.0 Mile - Renters	616	497	0	4	0	16	96	301	0	86
1 Detached Houses	202	111	0	0	0	0	26	82	0	3
2 Side-by-Side & Stacked	39	37	0	0	0	0	8	28	0	1
3 Side-by-Side & Stacked	79	73	0	0	0	0	19	52	0	2
4 Side-by-Side & Stacked	38	36	0	0	0	0	9	25	0	2
5-9 Townhse., Live-Work	163	147	0	1	0	0	32	108	0	6
10-19 Multiplex: Small	19	18	0	0	0	2	1	1	0	14
20-49 Multiplex: Large	22	22	0	0	0	4	1	1	0	16
50-99 Midrise: Small	20	20	0	0	0	4	0	1	0	15
100+ Midrise: Large	34	33	0	0	0	5	0	2	0	26

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.13

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

Sag. Old City - 0.5 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Sag. Old City - 0.5 Mile - Total	352	6	0	0	0	0	0	1	6	0
Sag. Old City - 0.5 Mile - Owners	21	0	0	0	0	0	0	0	0	0
1 Detached Houses	21	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Sag. Old City - 0.5 Mile - Renters	331	6	0	0	0	0	0	1	6	0
1 Detached Houses	94	2	0	0	0	0	0	1	1	0
2 Side-by-Side & Stacked	22	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	47	1	0	0	0	0	0	0	1	0
4 Side-by-Side & Stacked	24	1	0	0	0	0	0	0	1	0
5-9 Townhse., Live-Work	94	2	0	0	0	0	0	0	2	0
10-19 Multiplex: Small	10	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	12	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	10	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	18	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.14

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

Sag. Old City - 0.5 Mile | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Sag. Old City - 0.5 Mile - Total	352	295	0	7	0	1	110	125	0	50
Sag. Old City - 0.5 Mile - Owners	21	1	0	0	0	0	1	0	0	1
1 Detached Houses	21	1	0	0	0	0	1	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Sag. Old City - 0.5 Mile - Renters	331	294	0	7	0	1	109	125	0	49
1 Detached Houses	94	66	0	1	0	0	29	34	0	2
2 Side-by-Side & Stacked	22	22	0	0	0	0	9	12	0	1
3 Side-by-Side & Stacked	47	45	0	1	0	0	21	22	0	1
4 Side-by-Side & Stacked	24	23	0	1	0	0	10	11	0	1
5-9 Townhse., Live-Work	94	88	0	2	0	0	37	45	0	4
10-19 Multiplex: Small	10	10	0	1	0	0	1	0	0	8
20-49 Multiplex: Large	12	12	0	1	0	0	1	1	0	9
50-99 Midrise: Small	10	10	0	0	0	0	1	0	0	9
100+ Midrise: Large	18	18	0	1	0	0	1	1	0	15

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.15

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

Sag. Old City - 1.0 Mile - Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest E19	Singles G24	Success K37	Groove K40	Ahead O50	ents O51	ion O52	Scene O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Sag. Old City - 1.0 Mile - Total	1,170	60	0	0	0	2	0	14	46	1
Sag. Old City - 1.0 Mile - Owners	111	5	0	0	0	0	0	4	1	0
1 Detached Houses	111	5	0	0	0	0	0	4	1	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Sag. Old City - 1.0 Mile - Renters	1,059	55	0	0	0	2	0	10	45	1
1 Detached Houses	344	14	0	0	0	0	0	6	8	0
2 Side-by-Side & Stacked	72	2	0	0	0	0	0	0	2	0
3 Side-by-Side & Stacked	151	7	0	0	0	0	0	1	6	0
4 Side-by-Side & Stacked	73	4	0	0	0	0	0	0	4	0
5-9 Townhse., Live-Work	304	19	0	0	0	1	0	2	16	0
10-19 Multiplex: Small	24	3	0	0	0	0	0	0	3	0
20-49 Multiplex: Large	27	2	0	0	0	0	0	0	2	0
50-99 Midrise: Small	23	1	0	0	0	0	0	0	1	0
100+ Midrise: Large	41	3	0	0	0	0	0	0	3	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.16

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

Sag. Old City - 1.0 Mile - Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Sag. Old City - 1.0 Mile - Total	1,170	848	0	23	0	10	344	384	0	93
Sag. Old City - 1.0 Mile - Owners	111	3	0	0	0	1	2	1	0	1
1 Detached Houses	111	3	0	0	0	0	2	1	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Sag. Old City - 1.0 Mile - Renters	1,059	845	0	23	0	9	342	383	0	92
1 Detached Houses	344	202	0	2	0	0	93	104	0	3
2 Side-by-Side & Stacked	72	66	0	1	0	0	29	35	0	1
3 Side-by-Side & Stacked	151	138	0	2	0	0	67	67	0	2
4 Side-by-Side & Stacked	73	67	0	2	0	0	31	32	0	2
5-9 Townhse., Live-Work	304	266	0	6	0	0	115	138	0	7
10-19 Multiplex: Small	24	21	0	2	0	1	2	1	0	15
20-49 Multiplex: Large	27	25	0	2	0	2	2	2	0	17
50-99 Midrise: Small	23	22	0	1	0	2	2	1	0	16
100+ Midrise: Large	41	38	0	3	0	3	2	2	0	28

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.17

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

Buena Vista CDP | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Buena Vista CDP - Total	369	14	0	0	0	0	0	1	12	2
Buena Vista CDP - Owners	62	0	0	0	0	0	0	0	0	0
1 Detached Houses	62	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Buena Vista CDP - Renters	307	14	0	0	0	0	0	1	12	2
1 Detached Houses	104	3	0	0	0	0	0	1	2	0
2 Side-by-Side & Stacked	20	1	0	0	0	0	0	0	1	0
3 Side-by-Side & Stacked	39	2	0	0	0	0	0	0	2	0
4 Side-by-Side & Stacked	19	1	0	0	0	0	0	0	1	0
5-9 Townhse., Live-Work	82	4	0	0	0	0	0	0	4	0
10-19 Multiplex: Small	10	1	0	0	0	0	0	0	1	0
20-49 Multiplex: Large	10	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	7	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	16	2	0	0	0	0	0	0	1	1

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.18

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

Buena Vista CDP | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Buena Vista CDP - Total	369	232	0	15	0	6	15	167	0	30
Buena Vista CDP - Owners	62	0	0	0	0	1	0	0	0	0
1 Detached Houses	62	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Buena Vista CDP - Renters	307	232	0	15	0	5	15	167	0	30
1 Detached Houses	104	52	0	2	0	0	4	45	0	1
2 Side-by-Side & Stacked	20	17	0	1	0	0	1	15	0	0
3 Side-by-Side & Stacked	39	35	0	2	0	0	3	29	0	1
4 Side-by-Side & Stacked	19	17	0	1	0	0	1	14	0	1
5-9 Townhse., Live-Work	82	71	0	4	0	0	5	60	0	2
10-19 Multiplex: Small	10	9	0	2	0	1	0	1	0	5
20-49 Multiplex: Large	10	10	0	2	0	1	0	1	0	6
50-99 Midrise: Small	7	7	0	1	0	1	0	0	0	5
100+ Midrise: Large	16	14	0	2	0	2	0	1	0	9

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.19

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

Shields CDP | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Shields CDP - Total	186	85	0	0	0	10	13	65	0	0
Shields CDP - Owners	71	22	0	0	0	0	0	23	0	0
1 Detached Houses	68	22	0	0	0	0	0	22	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	0	0	0	0	0	0	0	0
Shields CDP - Renters	115	63	0	0	0	10	13	42	0	0
1 Detached Houses	36	29	0	0	0	2	0	27	0	0
2 Side-by-Side & Stacked	2	2	0	0	0	0	0	2	0	0
3 Side-by-Side & Stacked	4	3	0	0	0	1	0	2	0	0
4 Side-by-Side & Stacked	3	2	0	0	0	1	0	1	0	0
5-9 Townhse., Live-Work	16	11	0	0	0	3	0	8	0	0
10-19 Multiplex: Small	10	4	0	0	0	1	3	0	0	0
20-49 Multiplex: Large	15	4	0	0	0	1	3	0	0	0
50-99 Midrise: Small	11	2	0	0	0	0	2	0	0	0
100+ Midrise: Large	18	6	0	0	0	1	5	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.20

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

Shields CDP | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Shields CDP - Total	186	49	0	8	0	36	0	0	7	0
Shields CDP - Owners	71	3	0	0	0	4	0	0	0	0
1 Detached Houses	68	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99 Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	1	0	0	0	1	0	0	0	0
Shields CDP - Renters	115	46	0	8	0	32	0	0	7	0
1 Detached Houses	36	1	0	1	0	0	0	0	0	0
2 Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	4	1	0	1	0	0	0	0	0	0
4 Side-by-Side & Stacked	3	1	0	1	0	0	0	0	0	0
5-9 Townhse., Live-Work	16	5	0	2	0	1	0	0	2	0
10-19 Multiplex: Small	10	6	0	1	0	4	0	0	1	0
20-49 Multiplex: Large	15	11	0	1	0	8	0	0	2	0
50-99 Midrise: Small	11	9	0	0	0	8	0	0	1	0
100+ Midrise: Large	18	12	0	1	0	11	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.21

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

Village of Birch Run | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Birch Run - Total	110	48	0	0	0	14	11	23	0	0
Village of Birch Run - Owners	5	3	0	0	0	0	0	3	0	0
1 Detached Houses	5	3	0	0	0	0	0	3	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Birch Run - Renters	105	45	0	0	0	14	11	20	0	0
1 Detached Houses	27	15	0	0	0	2	0	13	0	0
2 Side-by-Side & Stacked	4	2	0	0	0	1	0	1	0	0
3 Side-by-Side & Stacked	8	3	0	0	0	2	0	1	0	0
4 Side-by-Side & Stacked	6	2	0	0	0	1	0	1	0	0
5-9 Townhse., Live-Work	24	8	0	0	0	4	0	4	0	0
10-19 Multiplex: Small	10	4	0	0	0	1	3	0	0	0
20-49 Multiplex: Large	9	3	0	0	0	1	2	0	0	0
50-99 Midrise: Small	6	3	0	0	0	1	2	0	0	0
100+ Midrise: Large	11	5	0	0	0	1	4	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.22

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

Village of Birch Run | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Birch Run - Total	110	52	0	48	0	1	0	0	4	0
Village of Birch Run - Owners	5	0	0	0	0	0	0	0	0	0
1 Detached Houses	5	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Birch Run - Renters	105	52	0	48	0	1	0	0	4	0
1 Detached Houses	27	5	0	5	0	0	0	0	0	0
2 Side-by-Side & Stacked	4	2	0	2	0	0	0	0	0	0
3 Side-by-Side & Stacked	8	5	0	5	0	0	0	0	0	0
4 Side-by-Side & Stacked	6	4	0	4	0	0	0	0	0	0
5-9 Townhse., Live-Work	24	15	0	14	0	0	0	0	1	0
10-19 Multiplex: Small	10	6	0	5	0	0	0	0	1	0
20-49 Multiplex: Large	9	6	0	5	0	0	0	0	1	0
50-99 Midrise: Small	6	3	0	3	0	0	0	0	0	0
100+ Midrise: Large	11	6	0	6	0	0	0	0	0	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.23

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

Village of Chesaning | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Chesaning - Total	108	26	0	0	0	4	0	24	0	0
Village of Chesaning - Owners	21	5	0	0	0	0	0	5	0	0
1 Detached Houses	21	5	0	0	0	0	0	5	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Chesaning - Renters	87	21	0	0	0	4	0	19	0	0
1 Detached Houses	31	13	0	0	0	1	0	12	0	0
2 Side-by-Side & Stacked	3	1	0	0	0	0	0	1	0	0
3 Side-by-Side & Stacked	6	1	0	0	0	0	0	1	0	0
4 Side-by-Side & Stacked	3	1	0	0	0	0	0	1	0	0
5-9 Townhse., Live-Work	18	5	0	0	0	1	0	4	0	0
10-19 Multiplex: Small	6	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	8	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	5	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	7	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.24

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

Village of Chesaning | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Chesaning - Total	108	51	0	28	0	10	4	0	12	0
Village of Chesaning - Owners	21	0	0	0	0	0	0	0	0	0
1 Detached Houses	21	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Chesaning - Renters	87	51	0	28	0	10	4	0	12	0
1 Detached Houses	31	4	0	3	0	0	1	0	0	0
2 Side-by-Side & Stacked	3	2	0	1	0	0	0	0	1	0
3 Side-by-Side & Stacked	6	5	0	3	0	0	1	0	1	0
4 Side-by-Side & Stacked	3	2	0	2	0	0	0	0	0	0
5-9 Townhse., Live-Work	18	12	0	8	0	0	1	0	3	0
10-19 Multiplex: Small	6	6	0	3	0	1	0	0	2	0
20-49 Multiplex: Large	8	8	0	3	0	2	0	0	3	0
50-99 Midrise: Small	5	5	0	2	0	2	0	0	1	0
100+ Midrise: Large	7	7	0	3	0	3	0	0	1	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.25

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

City of Frankenmuth | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Frankenmuth - Total	194	83	0	0	15	20	30	19	0	0
City of Frankenmuth - Owners	35	6	0	0	1	0	0	5	0	0
1 Detached Houses	32	6	0	0	1	0	0	5	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	1	0	0	0	0	0	0	0	0	0
City of Frankenmuth - Renters	159	77	0	0	14	20	30	14	0	0
1 Detached Houses	23	13	0	0	1	3	0	9	0	0
2 Side-by-Side & Stacked	4	2	0	0	0	1	0	1	0	0
3 Side-by-Side & Stacked	7	4	0	0	1	2	0	1	0	0
4 Side-by-Side & Stacked	5	3	0	0	1	2	0	0	0	0
5-9 Townhse., Live-Work	22	12	0	0	3	6	0	3	0	0
10-19 Multiplex: Small	21	12	0	0	2	2	8	0	0	0
20-49 Multiplex: Large	23	9	0	0	2	1	6	0	0	0
50-99 Midrise: Small	19	6	0	0	1	1	4	0	0	0
100+ Midrise: Large	35	16	0	0	3	2	11	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.26

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

City of Frankenmuth | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Frankenmuth - Total	194	78	0	32	0	48	0	0	0	0
City of Frankenmuth - Owners	35	3	0	0	0	3	0	0	0	0
1 Detached Houses	32	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	1	0	0	0	0
50-99 Midrise: Small	1	1	0	0	0	1	0	0	0	0
100+ Midrise: Large	1	1	0	0	0	1	0	0	0	0
City of Frankenmuth - Renters	159	75	0	32	0	45	0	0	0	0
1 Detached Houses	23	3	0	3	0	0	0	0	0	0
2 Side-by-Side & Stacked	4	2	0	2	0	0	0	0	0	0
3 Side-by-Side & Stacked	7	3	0	3	0	0	0	0	0	0
4 Side-by-Side & Stacked	5	2	0	2	0	0	0	0	0	0
5-9 Townhse., Live-Work	22	10	0	9	0	1	0	0	0	0
10-19 Multiplex: Small	21	9	0	3	0	6	0	0	0	0
20-49 Multiplex: Large	23	14	0	3	0	11	0	0	0	0
50-99 Midrise: Small	19	13	0	2	0	11	0	0	0	0
100+ Midrise: Large	35	19	0	4	0	15	0	0	0	0

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.27

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

Village of Merrill | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

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

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.28

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

Village of Merrill | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of Merrill - Total	5	1	0	0	0	0	0	0	2	0
Village of Merrill - Owners	3	0	0	0	0	0	0	0	0	0
1 Detached Houses	3	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of Merrill - Renters	2	1	0	0	0	0	0	0	2	0
1 Detached Houses	1	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	1	1	0	0	0	0	0	0	1	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.29

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

Village of St. Charles - Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of St. Charles - Total	95	5	0	0	0	0	0	6	0	0
Village of St. Charles - Owners	9	1	0	0	0	0	0	1	0	0
1 Detached Houses	9	1	0	0	0	0	0	1	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of St. Charles - Renters	86	4	0	0	0	0	0	5	0	0
1 Detached Houses	24	3	0	0	0	0	0	3	0	0
2 Side-by-Side & Stacked	4	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	8	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	5	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	22	1	0	0	0	0	0	1	0	0
10-19 Multiplex: Small	6	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	9	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	4	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	4	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.30

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

Village of St. Charles - Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Village of St. Charles - Total	95	66	0	21	0	1	20	0	25	0
Village of St. Charles - Owners	9	0	0	0	0	0	0	0	0	0
1 Detached Houses	9	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
Village of St. Charles - Renters	86	66	0	21	0	1	20	0	25	0
1 Detached Houses	24	7	0	2	0	0	5	0	0	0
2 Side-by-Side & Stacked	4	4	0	1	0	0	2	0	1	0
3 Side-by-Side & Stacked	8	8	0	2	0	0	4	0	2	0
4 Side-by-Side & Stacked	5	5	0	2	0	0	2	0	1	0
5-9 Townhse., Live-Work	22	19	0	6	0	0	7	0	6	0
10-19 Multiplex: Small	6	6	0	2	0	0	0	0	4	0
20-49 Multiplex: Large	9	9	0	2	0	0	0	0	7	0
50-99 Midrise: Small	4	4	0	1	0	0	0	0	3	0
100+ Midrise: Large	4	4	0	2	0	0	0	0	2	0

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.31

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

City of Zilwaukee | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

	Total 71	Upscale	Full	Status	Wired	Bohem-	Full	Digital	Urban	Striving
AGGRESSIVE SCENARIO (Per In-Migration Only)	Lifestyle	Target	Pockets	Seeking	for	ian	Steam	Depend-	Ambit-	Single
	Clusters	Markets	Empty Nest	Singles	Success	Groove	Ahead	ents	ion	Scene
			E19	G24	K37	K40	O50	O51	O52	O54
Target Market - Level	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Zilwaukee - Total	29	8	0	0	0	0	0	9	0	0
City of Zilwaukee - Owners	12	2	0	0	0	0	0	2	0	0
1 Detached Houses	12	2	0	0	0	0	0	2	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
City of Zilwaukee - Renters	17	6	0	0	0	0	0	7	0	0
1 Detached Houses	15	5	0	0	0	0	0	5	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	1	0	0	0	0	0	1	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO

Exhibit E.32

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

City of Zilwaukee | Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market - Level	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
City of Zilwaukee - Total	29	0	0	0	0	0	0	0	0	0
City of Zilwaukee - Owners	12	0	0	0	0	0	0	0	0	0
1 Detached Houses	12	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	0	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0
City of Zilwaukee - Renters	17	0	0	0	0	0	0	0	0	0
1 Detached Houses	15	0	0	0	0	0	0	0	0	0
2 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
3 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
4 Side-by-Side & Stacked	0	0	0	0	0	0	0	0	0	0
5-9 Townhse., Live-Work	2	0	0	0	0	0	0	0	0	0
10-19 Multiplex: Small	0	0	0	0	0	0	0	0	0	0
20-49 Multiplex: Large	0	0	0	0	0	0	0	0	0	0
50-99 Midrise: Small	0	0	0	0	0	0	0	0	0	0
100+ Midrise: Large	0	0	0	0	0	0	0	0	0	0

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

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

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



Section F₁

Contract Rents County and Places

Prepared by:



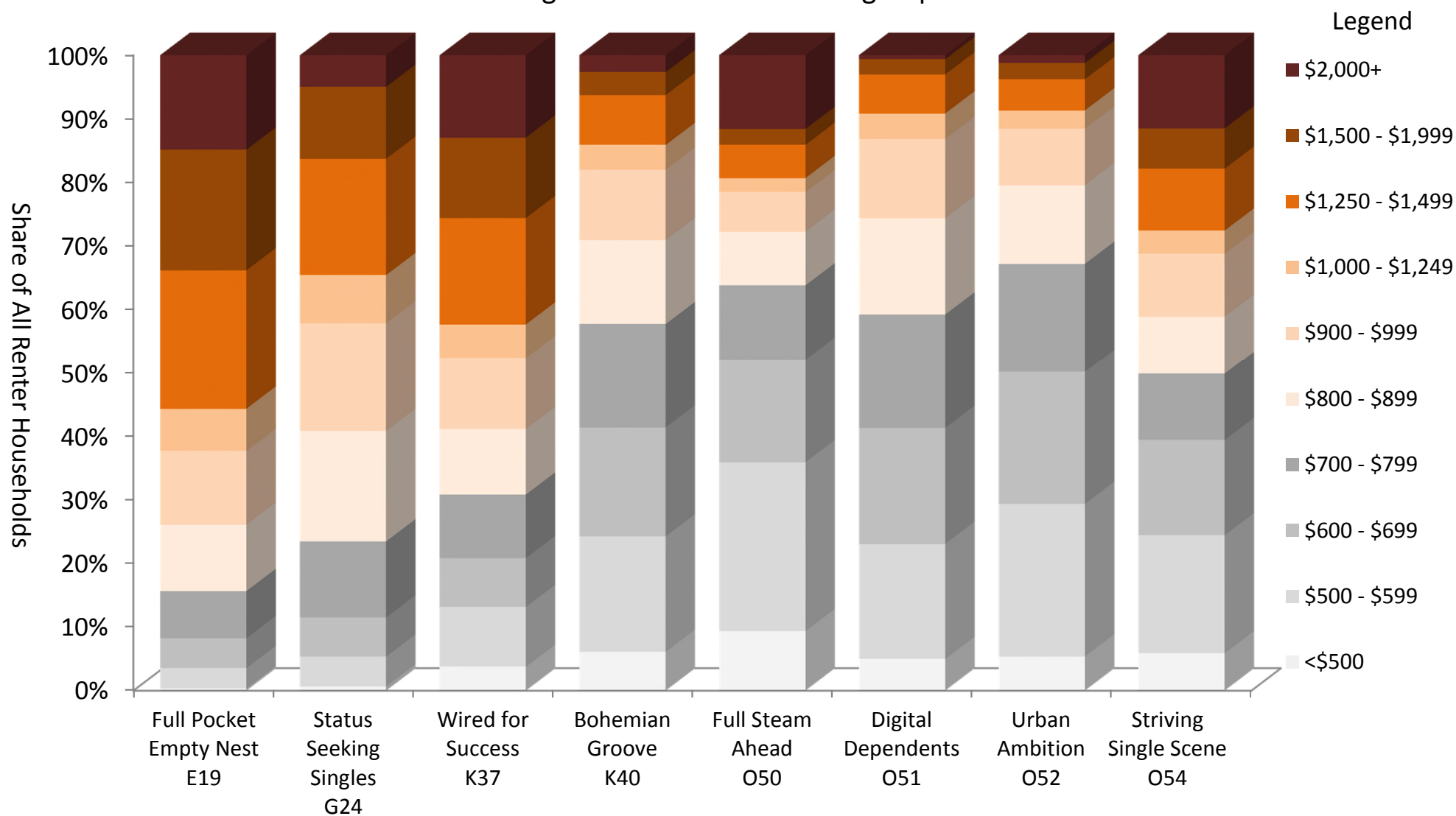
Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



Upscale Target Markets for Missing Middle Housing Formats

Stacked by Contract Rent Brackets

Averages for the State of Michigan | 2016



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

Current Contract Rent Brackets | Existing Households by Upscale Target Market
Saginaw County | East Central Michigan Prosperity Region 5 | Year 2016

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Full Pocket Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohemian Groove K40	Full Steam Ahead O50	Digital Dependents O51	Urban Ambition O52	Striving Single Scene O54
<\$500	6.0%	0.4%	0.8%	4.4%	6.3%	9.8%	5.0%	5.3%	6.4%
\$500 - \$599	15.3%	4.2%	5.6%	11.6%	19.6%	29.3%	19.2%	25.3%	21.3%
\$600 - \$699	11.8%	6.0%	7.1%	9.1%	17.8%	17.1%	18.6%	21.0%	16.6%
\$700 - \$799	12.8%	10.8%	15.9%	13.6%	19.7%	14.3%	21.1%	19.9%	13.3%
\$800 - \$899	11.0%	12.8%	19.5%	11.9%	13.4%	8.7%	15.0%	12.2%	9.7%
\$900 - \$999	10.2%	13.0%	17.4%	11.8%	10.2%	5.8%	11.2%	8.0%	9.7%
\$1,000 - \$1,249	4.6%	7.0%	7.2%	5.2%	3.3%	1.9%	3.4%	2.4%	3.3%
\$1,250 - \$1,499	11.9%	19.8%	15.1%	14.2%	5.8%	4.0%	4.5%	3.5%	7.7%
\$1,500 - \$1,999	8.2%	14.6%	7.9%	9.1%	2.3%	1.6%	1.5%	1.6%	4.3%
\$2,000+	8.3%	11.4%	3.5%	9.3%	1.7%	7.5%	0.4%	0.8%	7.7%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$553	\$841	\$724	\$735	\$566	\$563	\$551	\$529	\$629

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F1.3

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,011	4,048	0	9	75	774	480	1,074	551	1,096
Saginaw COUNTY - Renters	11,122	3,742	0	6	72	761	477	795	546	1,086
<\$500	1,507	237	0	0	3	48	47	40	29	70
\$500 - \$599	3,468	819	0	0	8	149	140	153	138	231
\$600 - \$699	2,058	667	0	0	7	135	82	148	115	180
\$700 - \$799	1,483	651	0	1	10	150	68	168	109	145
\$800 - \$899	903	445	0	1	9	102	41	120	67	105
\$900 - \$999	669	351	0	1	8	77	28	89	43	105
\$1,000 - \$1,249	222	114	0	0	4	25	9	27	13	36
\$1,250 - \$1,499	399	212	0	1	10	44	19	36	19	83
\$1,500 - \$1,999	180	99	0	0	7	17	8	12	9	46
\$2,000+	233	147	0	0	7	13	36	3	4	84
Summation	11,122	3,742	0	4	73	760	478	796	546	1,085
Med. Contract Rent	\$675	--	\$1,009	\$869	\$882	\$679	\$676	\$661	\$635	\$755

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

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

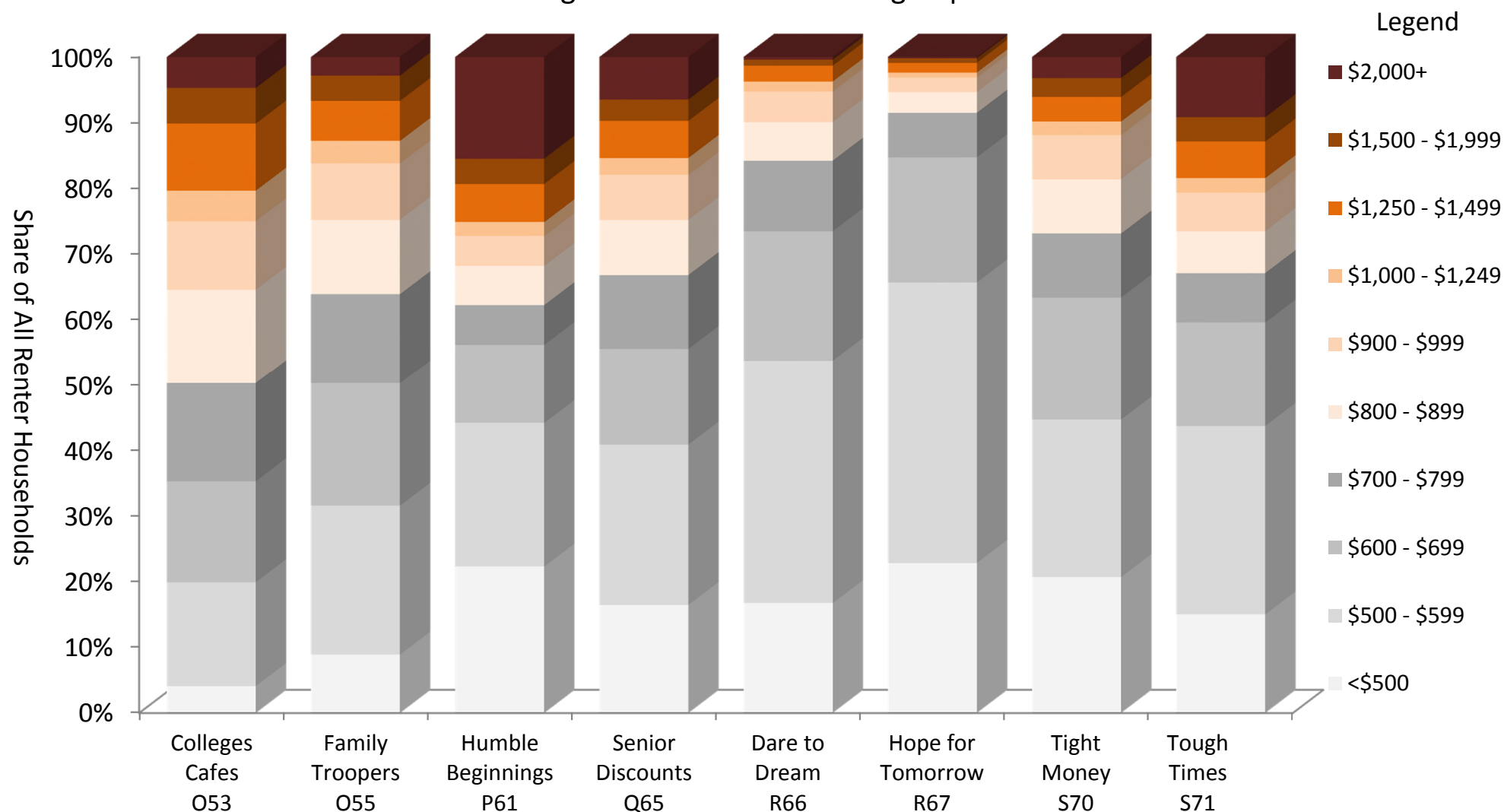
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.

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

Moderate Target Markets for Missing Middle Housing Formats

Stacked by Contract Rent Brackets

Averages for the State of Michigan | 2016



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

Current Contract Rent Brackets | Existing Households by Moderate Target Market
Saginaw County | East Central Michigan Prosperity Region 5 | Year 2016

Contract Rent Brackets	All 71 Mosaic Lifestyle Clusters	Colleges Cafes O53	Family Troopers O55	Humble Beginnings P61	Senior Discounts Q65	Dare to Dream R66	Hope for Tomorrow R67	Tight Money S70	Tough Times S71
<\$500	6.0%	4.3%	9.1%	24.1%	17.0%	16.4%	22.3%	20.9%	15.7%
\$500 - \$599	15.3%	17.6%	24.4%	25.0%	26.6%	38.2%	44.0%	25.7%	31.7%
\$600 - \$699	11.8%	16.4%	19.3%	13.1%	15.3%	19.6%	18.8%	19.2%	16.8%
\$700 - \$799	12.8%	18.5%	16.3%	7.7%	13.6%	12.3%	7.7%	11.6%	9.2%
\$800 - \$899	11.0%	14.8%	11.4%	6.4%	8.5%	5.7%	3.0%	8.3%	6.6%
\$900 - \$999	10.2%	9.9%	7.8%	4.4%	6.3%	4.1%	1.9%	6.1%	5.5%
\$1,000 - \$1,249	4.6%	4.1%	2.9%	1.9%	2.2%	1.3%	0.6%	1.7%	1.9%
\$1,250 - \$1,499	11.9%	7.8%	4.5%	4.6%	4.2%	1.7%	1.1%	2.8%	4.2%
\$1,500 - \$1,999	8.2%	3.5%	2.4%	2.6%	2.1%	0.5%	0.4%	1.8%	2.4%
\$2,000+	8.3%	3.1%	1.8%	10.3%	4.1%	0.3%	0.1%	2.0%	5.9%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	\$553	\$605	\$540	\$562	\$527	\$448	\$413	\$488	\$535

Source: Underlying data provided by Experian Decision Analytics and the American Community Survey (ACS) with 1-yr estimates through 2014. Analysis, forecasts, and exhibit prepared exclusively by LandUse|USA; 2016 © with all rights reserved.
Figures are current rents paid by existing households in 2016, and have not been "boosted" for the analysis of market potential.

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F1.6

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,011	5,967	327	997	0	574	916	2,569	157	432
Saginaw COUNTY - Renters	11,122	5,908	315	995	0	534	912	2,566	157	428
<\$500	1,507	1,015	14	90	0	91	149	571	33	67
\$500 - \$599	3,468	2,095	55	243	0	142	349	1,130	40	136
\$600 - \$699	2,058	1,090	52	192	0	82	179	483	30	72
\$700 - \$799	1,483	662	58	162	0	73	112	199	18	40
\$800 - \$899	903	377	47	113	0	46	52	78	13	28
\$900 - \$999	669	262	31	78	0	34	37	49	10	23
\$1,000 - \$1,249	222	92	13	29	0	12	11	16	3	8
\$1,250 - \$1,499	399	158	25	45	0	23	16	27	4	18
\$1,500 - \$1,999	180	74	11	24	0	11	5	10	3	10
\$2,000+	233	83	10	18	0	22	2	3	3	25
Summation	11,122	5,908	316	994	0	536	912	2,566	157	427
Med. Contract Rent	\$675	--	\$726	\$648	\$674	\$633	\$538	\$495	\$586	\$642

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

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

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

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

Market Parameters and Forecasts | Households in Renter-Occupied Units
All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
Order	East Central PR-5								
1	Arenac Co.	1,096	1,141	1,188	1,129	1,099	1,120	1,170	1,266
2	Bay Co.	9,918	9,374	9,519	10,034	10,300	10,178	10,353	10,353
3	Clare Co.	2,724	2,757	2,786	2,784	2,759	2,791	2,814	2,814
4	Gladwin Co.	1,646	1,728	1,763	1,786	1,800	1,783	1,814	1,814
5	Gratiot Co.	3,753	3,346	3,404	3,579	3,761	4,005	4,193	4,193
6	Isabella Co.	10,715	10,541	10,629	10,817	10,910	10,736	10,604	10,471
7	Midland Co.	7,663	8,212	8,102	8,429	8,826	8,927	8,992	8,992
8	Saginaw Co.	21,924	20,474	21,318	22,057	22,462	22,447	22,539	22,802

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

Market Parameters and Forecasts - Households in Renter-Occupied Units
Saginaw County by Place - East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.	Renter Hhlds.
	Saginaw Co.	21,924	20,474	21,318	22,057	22,346	22,094	21,945	21,965
1	Birch Run Village	--	320	324	300	271	270	282	320
2	Bridgeport CDP	--	731	732	773	769	746	776	907
3	Buena Vista CDP	--	1,160	1,182	1,277	1,221	1,168	1,211	1,211
4	Burt CDP	--	30	37	45	47	45	52	74
5	Chesaning Village	--	309	349	306	369	391	446	567
6	Frankenmuth City	--	566	542	656	662	755	879	1,060
7	Freeland CDP	--	266	314	349	357	429	551	762
8	Hemlock CDP	--	129	121	105	156	168	189	189
9	Merrill Village	--	48	59	70	78	76	82	82
10	Oakley Village	--	18	14	15	4	4	6	6
11	Robin Glen-Indiantown	--	9	47	71	89	86	88	96
12	Saginaw City	--	7,816	7,768	8,062	8,028	7,929	7,843	7,777
13	Shields CDP	--	373	455	436	501	532	583	665
14	Saint Charles Village	--	197	173	196	181	221	261	305
15	Zilwaukee City	--	88	81	98	108	114	138	138

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

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



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

Market Parameters and Forecasts | Median Contract Rent
All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Contract	Contract	Contract	Contract	Contract	Contract	Contract
		Rent	Rent	Rent	Rent	Rent	Rent	Rent
Order	East Central PR-5							
1	Arenac Co.	\$380	\$396	\$407	\$424	\$424	\$424	\$424
2	Bay Co.	\$470	\$482	\$500	\$507	\$515	\$531	\$562
3	Clare Co.	\$410	\$420	\$419	\$422	\$429	\$443	\$470
4	Gladwin Co.	\$415	\$425	\$437	\$428	\$428	\$428	\$428
5	Gratiot Co.	\$442	\$431	\$429	\$433	\$439	\$451	\$474
6	Isabella Co.	\$563	\$574	\$588	\$602	\$609	\$623	\$650
7	Midland Co.	\$529	\$547	\$576	\$590	\$611	\$655	\$743
8	Saginaw Co.	\$511	\$525	\$531	\$535	\$541	\$553	\$576

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

Market Parameters and Forecasts - Median Contract Rent
 Saginaw County by Place - East Central Michigan Prosperity Region 5

Order	County Name	2010 ACS 5-yr Median Contract Rent	2011 ACS 5-yr Median Contract Rent	2012 ACS 5-yr Median Contract Rent	2013 ACS 5-yr Median Contract Rent	2014 ACS 5-yr Median Contract Rent	2016 Forecast Median Contract Rent	2020 Forecast Median Contract Rent
	Saginaw Co.	\$511	\$525	\$531	\$535	\$541	\$553	\$576
1	Birch Run Village	\$545	\$575	\$590	\$596	\$596	\$596	\$596
2	Bridgeport CDP	\$486	\$497	\$512	\$512	\$512	\$512	\$512
3	Buena Vista CDP	\$509	\$518	\$518	\$518	\$518	\$518	\$518
4	Burt CDP	\$494	\$494	\$494	\$494	\$494	\$494	\$494
5	Chesaning Village	\$367	\$387	\$451	\$453	\$453	\$453	\$453
6	Frankenmuth City	\$572	\$613	\$626	\$626	\$626	\$626	\$626
7	Freeland CDP	\$706	\$706	\$714	\$726	\$810	\$893	\$1,065
8	Hemlock CDP	\$480	\$480	\$493	\$493	\$493	\$493	\$493
9	Merrill Village	\$438	\$455	\$455	\$455	\$455	\$455	\$455
10	Oakley Village	\$509	\$509	\$550	\$600	\$600	\$600	\$600
11	Robin Glen-Indiantown	\$370	\$374	\$393	\$393	\$393	\$393	\$393
12	Saginaw City	\$427	\$441	\$442	\$449	\$456	\$470	\$497
13	Shields CDP	\$646	\$646	\$646	\$646	\$646	\$646	\$646
14	Saint Charles Village	\$441	\$441	\$444	\$463	\$467	\$475	\$490
15	Zilwaukee City	\$528	\$541	\$541	\$548	\$568	\$610	\$694

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

Market Parameters - Contract and Gross Rents

All Counties in East Central Michigan Prosperity Region 5 | Year 2016

Geography		Median Household Income Renters	Monthly Median Contract Rent	Monthly Median Gross Rent	Gross v. Contract Rent Index	Monthly Utilities and Fees	Fees as a Share of Gross Rent	Gross Rent as a Share of Renter Income
The State of Michigan		\$28,834	\$658	\$822	1.25	\$164	20.0%	34.2%
East Central Michigan Prosperity Region 5								
1	Arenac County	\$21,007	\$448	\$614	1.37	\$166	27.1%	35.1%
2	Bay County	\$22,699	\$544	\$714	1.31	\$170	23.9%	37.7%
3	Clare County	\$18,241	\$442	\$623	1.41	\$181	29.0%	41.0%
4	Gladwin County	\$23,958	\$451	\$612	1.36	\$161	26.4%	30.6%
5	Gratiot County	\$21,639	\$453	\$627	1.38	\$174	27.7%	34.7%
6	Isabella County	\$22,631	\$640	\$730	1.14	\$90	12.4%	38.7%
7	Midland County	\$31,070	\$663	\$791	1.19	\$128	16.2%	30.6%
8	Saginaw County	\$26,987	\$558	\$739	1.32	\$181	24.5%	32.9%

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

Residential Building Permits | Average Investment per Unit
 Counties | East Central Michigan Prosperity Region 5 | Year 2015

Geography	Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
Arenac County	2015	18	\$201,000	.	.	.
Bay County	2015	49	\$208,000	98	\$73,000	0.35
Clare County	2015	24	\$144,000	4	.	.
Gladwin County	2015	54	\$201,000	.	.	.
Gratiot County	2015	23	\$184,000	.	.	.
Isabella County	2015	54	\$186,000	60	\$65,000	0.35
Midland County	2015	108	\$183,000	22	\$154,000	0.84
Saginaw County	2015	156	\$203,000	226	\$80,000	0.39

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.

Exhibit and analysis prepared by LandUseUSA, 2016.

Residential Building Permits | Average Investment per Unit
 Saginaw County | East Central Michigan Prosperity Region 5 | Through 2015

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	156	\$203,000	226	\$80,000	0.39
2014	104	\$194,000	110	\$84,000	0.43
2013	128	\$194,000	83	\$88,000	0.45
2012	109	\$197,000	103	\$89,000	0.45
2011	91	\$196,000	86	\$58,000	0.30
2010	113	\$210,000	24	\$63,000	0.30
2009	88	\$173,000	28	\$54,000	0.31
2008	142	\$167,000	2	\$183,000	1.10
2007	173	\$167,000	67	\$87,000	0.52
2006	236	\$144,000	34	\$47,000	0.33
2005	484	\$142,000	98	\$74,000	0.52
2004	604	\$132,000	14	\$147,000	1.11
2003	652	\$140,000	47	\$65,000	0.46
2002	605	\$131,000	25	\$90,000	0.69
2001	490	\$126,000	40	\$92,000	0.73
2000	630	\$119,000	342	\$32,000	0.27

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.

Exhibit and analysis prepared by LandUseUSA, 2016.

Cash or Contract Rents by Square Feet | Attached Units Only
 Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
 East Central Michigan Prosperity Region 5 | Year 2016

	County-Wide Bay County		City of Midland Midland County		City Mt. Pleasant Isabella County		City of Saginaw Saginaw County	
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	\$1.41	\$705	\$1.60	\$800	\$1.36	\$680	\$1.41	\$705
600	\$1.29	\$775	\$1.50	\$895	\$1.29	\$775	\$1.31	\$785
700	\$1.19	\$835	\$1.41	\$985	\$1.23	\$860	\$1.22	\$855
800	\$1.10	\$880	\$1.33	\$1,065	\$1.17	\$940	\$1.15	\$920
900	\$1.02	\$920	\$1.26	\$1,135	\$1.12	\$1,010	\$1.08	\$975
1,000	\$0.96	\$955	\$1.20	\$1,200	\$1.08	\$1,080	\$1.02	\$1,025
1,100	\$0.89	\$980	\$1.15	\$1,260	\$1.04	\$1,145	\$0.97	\$1,065
1,200	\$0.83	\$1,000	\$1.10	\$1,315	\$1.01	\$1,210	\$0.92	\$1,105
1,300	\$0.78	\$1,015	\$1.05	\$1,365	\$0.97	\$1,265	\$0.88	\$1,140
1,400	\$0.73	\$1,025	\$1.01	\$1,410	\$0.94	\$1,320	\$0.83	\$1,170
1,500	\$0.69	\$1,030	\$0.97	\$1,450	\$0.92	\$1,375	\$0.80	\$1,195
1,600	<i>\$0.85</i>	<i>\$1,035</i>	\$0.93	\$1,485	\$0.89	\$1,420	\$0.76	\$1,215
1,700	<i>\$0.84</i>	<i>\$1,040</i>	\$0.89	\$1,520	\$0.86	\$1,470	\$0.73	\$1,235
1,800	<i>\$0.84</i>	<i>\$1,045</i>	\$0.86	\$1,550	\$0.84	\$1,515	\$0.69	\$1,250
1,900	<i>\$0.83</i>	<i>\$1,050</i>	\$0.83	\$1,580	\$0.82	\$1,555	\$0.66	\$1,260
2,000	<i>\$0.83</i>	<i>\$1,055</i>	\$0.80	\$1,600	\$0.80	\$1,595	\$0.63	\$1,270

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

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

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

Cash or Contract Rents by Square Feet | Attached Units Only
 Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
 East Central Michigan Prosperity Region 5 | Year 2016

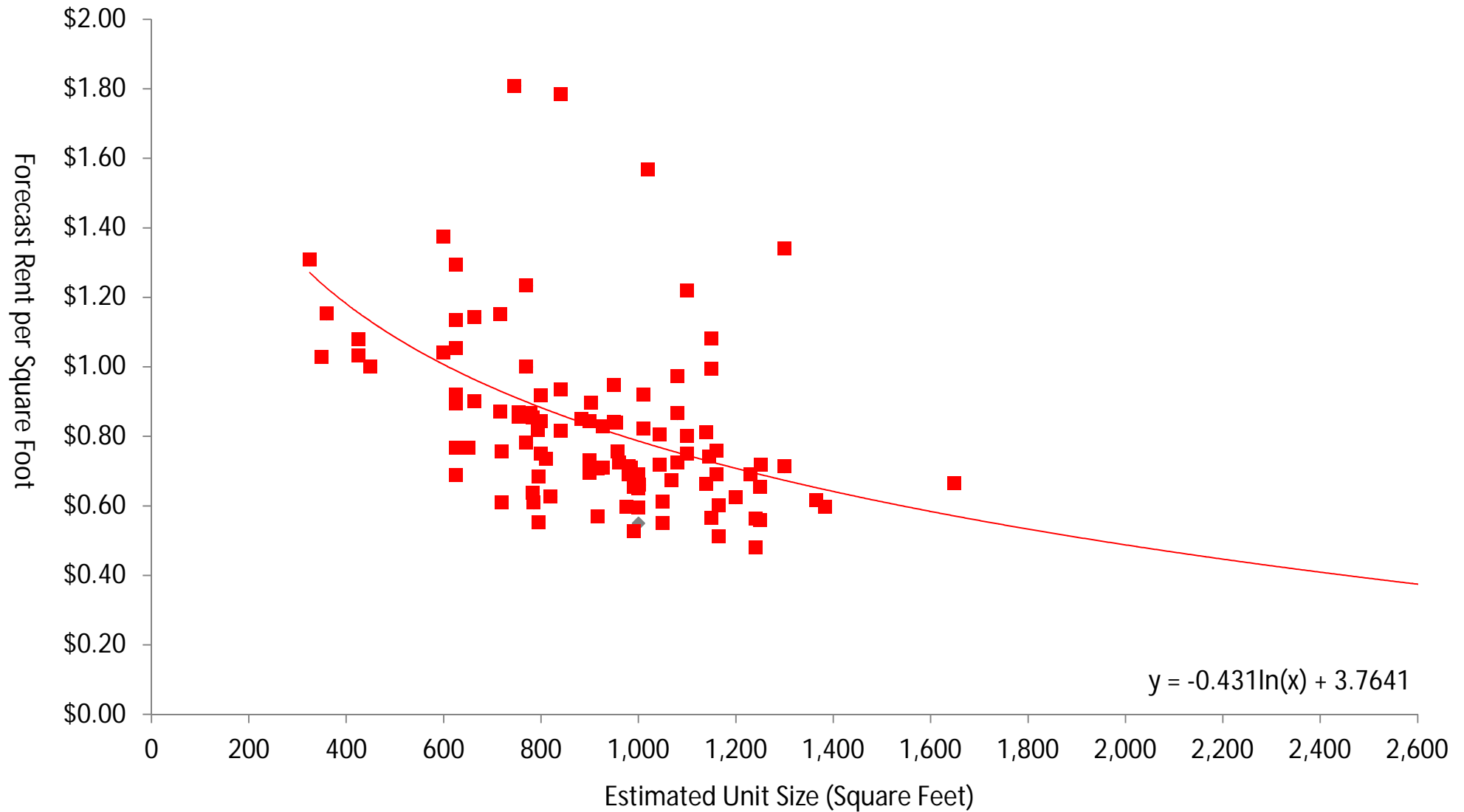
	County-Wide Arenac County		County-Wide Clare County		County-Wide Gladwin County		County-Wide Gratiot County	
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	\$1.47	\$735	\$1.50	\$750	\$1.25	\$625	\$1.42	\$710
600	\$1.31	\$785	\$1.33	\$800	\$1.11	\$665	\$1.25	\$745
700	\$1.18	\$825	\$1.18	\$830	\$0.99	\$690	\$1.10	\$770
800	\$1.06	\$850	\$1.06	\$845	\$0.88	\$705	\$0.97	\$775
900	\$0.96	\$865	\$0.95	\$850	\$0.79	\$715	\$0.87	\$780
1,000	\$0.87	\$870	\$0.98	\$855	\$0.67	\$720	\$0.79	\$785
1,100	\$1.11	\$875	\$0.98	\$860	\$0.63	\$725	\$0.72	\$790
1,200	\$1.11	\$880	\$0.98	\$865	\$0.60	\$730	\$0.66	\$795
1,300	\$1.11	\$885	\$0.98	\$870	\$0.58	\$735	\$0.62	\$800
1,400	\$1.11	\$890	\$0.98	\$875	\$0.56	\$740	\$0.58	\$805
1,500	\$1.10	\$895	\$0.98	\$880	\$0.54	\$745	\$0.54	\$810
1,600	\$1.10	\$900	\$0.98	\$885	\$0.53	\$750	\$0.51	\$815
1,700	\$1.10	\$905	\$0.98	\$890	\$0.51	\$755	\$0.48	\$820
1,800	\$1.10	\$910	\$0.98	\$895	\$0.50	\$760	\$0.46	\$825
1,900	\$1.10	\$915	\$0.98	\$900	\$0.49	\$765	\$0.44	\$830
2,000	\$1.10	\$920	\$0.98	\$905	\$0.48	\$770	\$0.42	\$835

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

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

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

Forecast Contract Rent per Square Foot v. Unit Size
Attached Renter-Occupied Units
The City of Saginaw | ECM Michigan Prosperity Region 5 | Year 2016



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

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Country Ridge	6710 Shady Pine Ln	Twnhse. 2 Levels	1975 2003	170	3	1.5	1,300	\$1,745	\$1.34
									2	1.5	1,100	\$1,345	\$1.22
									3	1.5	1,300	\$930	\$0.72
									2	1.5	1,100	\$885	\$0.80
Swanhaven Manor	300 Kennely Rd	Aptmt. 3 Levels	.	.	1	1	2001	150	2	2	1,020	\$1,600	\$1.57
									2	1	840	\$1,500	\$1.79
									1	1	746	\$1,350	\$1.81
									1	1	600	\$1,300	\$2.17
Township Square	5095 Bennington Dr	Aptmt. 3 Levels	1974	288	3	2	1,150	\$1,245	\$1.08
									3	2	1,150	\$1,145	\$1.00
									2	1.5	1,010	\$930	\$0.92
									2	1	950	\$900	\$0.95
									2	1.5	1,010	\$830	\$0.82
									1	1	625	\$810	\$1.30
									2	1	950	\$800	\$0.84
									1	1	625	\$710	\$1.14

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Brookshire	8918 N Brookshire Dr	Duplex	3	1.5	1,648	\$1,095	\$0.66
Township Court	295 N Colony Dr	Aptmt.	2	1.5	1,080	\$1,050	\$0.97
									2	1.5	1,080	\$935	\$0.87
									2	1.5	1,140	\$925	\$0.81
									1	1	840	\$785	\$0.93
									2	1.5	1,140	\$755	\$0.66
									1	1	840	\$685	\$0.82
Bancroft	107 S Washington Ave	Aptmt. 6 Levels	.	1			1916	152	2	1	770	\$950	\$1.23
									1	1	600	\$825	\$1.38
									2	1	770	\$770	\$1.00
									1	1	600	\$625	\$1.04

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Castle Way	5955 Weiss St	Twnhse. 2 Levels	1984	224	2	1.5	1,252	\$900	\$0.72
									2	2	1,146	\$850	\$0.74
									2	1.5	1,100	\$825	\$0.75
									1	1	778	\$675	\$0.87
									1	1	794	\$650	\$0.82
Camelot Place	141 Camelot Dr	Aptmt. 3 Levels	.	1	1	.	1971	283	3	1.5	1,160	\$880	\$0.76
									2	1.5	1,044	\$840	\$0.80
									2	1	928	\$770	\$0.83
									2	1.5	1,044	\$750	\$0.72
									1	1	760	\$655	\$0.86
									1	1	664	\$600	\$0.90
Pheasant Run	5075 Pheasant Run Dr	Twnhse. 2 Levels	.	.	1	.	1979	137	3	1.5	1,365	\$840	\$0.62
									2	1.5	1,068	\$720	\$0.67

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Anchor Bay	3926 Hermansau Dr	Twnhse. 2 Levels	1997	80	4	2	1,384	\$830	\$0.60
									3	2.5	1,200	\$750	\$0.63
									2	1.5	1,002	\$665	\$0.66
Third Ave	456 N 3rd Ave	Duplex	.	.	1	.	.	.	3	1	.	\$825	.
Mapleview	1180 Genei Ct	Aptmt.	.	.	1	.	2003	160	3	2	1,250	\$820	\$0.66
									3	2	1,250	\$700	\$0.56
									2	2	1,050	\$645	\$0.61
									2	2	1,050	\$580	\$0.55
Green Acres Village	4545 Colonial Dr	Aptmt. 2 Levels	.		1	.	1965	224	2	2	903	\$810	\$0.90
									2	1.5	883	\$750	\$0.85
									2	1	800	\$735	\$0.92
									1	1	784	\$670	\$0.85
									1	1	754	\$655	\$0.87
									1	1	754	\$645	\$0.86

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Sterling Crest	1307 Titabawassee Rd	Aptmt. 1 Level	.	.	1	.	1999	144	2	2	1,080	\$785	\$0.73
									2	2	980	\$680	\$0.69
Fox Glen	6301 Fox Glen Dr	Aptmt. 3 Levels	1977	366	2	1	900	\$760	\$0.84
									1	1	625	\$660	\$1.06
									2	1	900	\$660	\$0.73
									1	1	625	\$560	\$0.90
									0.5	1	425	\$460	\$1.08
									0.5	1	425	\$440	\$1.04
Saginaw Pointe	3289 Schust Rd	Aptmt. 2 Levels	.	.	1	.	2001	147	2	2	957	\$725	\$0.76
									1	1	770	\$605	\$0.79
									3	2	1,159		
									4	3	1,459		
State	2302 State St	Aptmt.	2	1	984	\$700	\$0.71

Source: Based on market observations, surveys, and assessors records.

Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Paris Place I	2113 N Carolina St	2 Levels	.	1	2	1	980	\$700	\$0.71
Country Way	113 Parkside Ct	Twnhse. 2 Levels	.	.	1	1	1968	140	3	1	960	\$700	\$0.73
									2	1	810	\$600	\$0.74
									1	1	651	\$500	\$0.77
Crossings Buena Vista I, II	3670 Hess Ave	Aptmt.	.	.	1	.	1997	128	3	2	1,165	\$700	\$0.60
									3	2	1,241	\$700	\$0.56
									2	1	991	\$650	\$0.66
									3	2	1,241	\$600	\$0.48
									1	1	795	\$545	\$0.69
									2	1	991	\$525	\$0.53

Source: Based on market observations, surveys, and assessors records.

Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address		Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
Cabaret Trail	3909 Cabaret Trail W	Aptmt.						4	2	1	1,000	\$690	\$0.69
									2	1	1,000	\$670	\$0.67
									2	1	1,000	\$650	\$0.65
S Colony Place I S Colony Place II	180 S Colony Dr	Aptmt. 9 Levels	.	.	1	1	.	298	3	1.5	1,150	\$650	\$0.57
									2	1.5	975	\$585	\$0.60
									1	1	785	\$480	\$0.61
Olivarez Prop.	310 Perry St	Duplex	.	1	1	.	.	.	2	1	.	\$650	.
Northwest	3219 Northwest Dr	Duplex	2	1	.	\$625	.
Bernice	3703 Bernice Dr	Aptmt.	2	1	.	\$625	.
Shields	8338 Shields Dr	Aptmt.	2	2	900	\$625	\$0.69

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached For-Rent Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Rent per Sq. Ft.
LizaChrist Prop. 903 Court St	Duplex	.	1	.	.	1874	2	2	1	2,800	\$620	\$0.22
Bond 2203 Bond St	Attached	1	1	.	\$600	.
Bay 1621 Bay St	Twnehse.	2	2	1	800	\$600	\$0.75
Carlisle 504+ Carlisle St	Duplex	3	1.5	.	\$600	.
Michigan 1009 S Michigan Ave	Aptmt.	2	1.5	1,000	\$595	\$0.60
Hamilton 201 N Hamilton St	Loft	1900	.	1	1	625	\$575	\$0.92
Southfield 3121 Southfield Dr	Aptmt.	.	.	1	.	.	.	2	1	.	\$575	.

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.



Section F₂

Home Values County and Places

Prepared by:



Prepared for:

East Central Michigan Prosperity Region 5

Michigan State
Housing Development Authority



Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F2.1

	Total 71 Lifestyle Clusters	Upscale Target Markets	Full Pockets Empty Nest E19	Status Seeking Singles G24	Wired for Success K37	Bohem- ian Groove K40	Full Steam Ahead O50	Digital Depend- ents O51	Urban Ambit- ion O52	Striving Single Scene O54
AGGRESSIVE SCENARIO (Per In-Migration Only)	All 71	Upscale	U	U	U	U	U	U	U	U
Target Market	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,011	4,048	0	9	75	774	480	1,074	551	1,096
Saginaw COUNTY - Owners	1,889	306	0	3	3	13	3	279	5	10
< \$50,000	414	43	0	0	0	2	1	37	1	2
\$50 - \$74,999	380	56	0	0	0	2	1	50	1	2
\$75 - \$99,999	329	62	0	0	0	2	1	56	1	2
\$100 - \$149,999	235	52	0	0	0	2	0	48	1	1
\$150 - \$174,999	171	37	0	1	0	1	0	34	0	1
\$175 - \$199,999	138	27	0	0	0	1	0	25	0	1
\$200 - \$249,999	96	15	0	0	0	1	0	14	0	0
\$250 - \$299,999	54	7	0	0	0	0	0	7	0	0
\$300 - \$349,999	31	3	0	0	0	0	0	3	0	0
\$350 - \$399,999	26	3	0	0	0	0	0	3	0	0
\$400 - \$499,999	10	1	0	0	0	0	0	1	0	0
\$500 - \$749,999	2	0	0	0	0	0	0	0	0	0
\$750,000+	3	0	0	0	0	0	0	0	0	0
Summation	1,889	306	0	1	0	11	3	278	4	9
Med. Home Value	\$102,676	--	\$254,020	\$197,880	\$192,097	\$113,909	\$109,285	\$109,297	\$96,702	\$140,455

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

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

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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
Saginaw COUNTY | East Central Michigan Prosperity Region 5 | Years 2016 - 2020

Exhibit F2.2

AGGRESSIVE SCENARIO (Per In-Migration Only)	Total 71 Lifestyle Clusters	Moderate Target Markets	Colleges Cafes O53	Family Troopers O55	Humble Begin- nings P61	Senior Discount Q65	Dare to Dream R66	Hope for Tomor- row R67	Tight Money S70	Tough Times S71
Target Market	All 71	Moderate	M	M	M	M	M	M	M	M
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Saginaw COUNTY - Total	13,011	5,967	327	997	0	574	916	2,569	157	432
Saginaw COUNTY - Owners	1,889	59	12	2	0	40	4	3	0	4
< \$50,000	414	19	1	0	0	15	1	1	0	1
\$50 - \$74,999	380	13	2	0	0	8	1	1	0	1
\$75 - \$99,999	329	10	2	0	0	6	1	0	0	1
\$100 - \$149,999	235	6	2	0	0	4	0	0	0	0
\$150 - \$174,999	171	4	2	0	0	2	0	0	0	0
\$175 - \$199,999	138	3	1	0	0	2	0	0	0	0
\$200 - \$249,999	96	2	1	0	0	1	0	0	0	0
\$250 - \$299,999	54	1	0	0	0	1	0	0	0	0
\$300 - \$349,999	31	0	0	0	0	0	0	0	0	0
\$350 - \$399,999	26	0	0	0	0	0	0	0	0	0
\$400 - \$499,999	10	0	0	0	0	0	0	0	0	0
\$500 - \$749,999	2	0	0	0	0	0	0	0	0	0
\$750,000+	3	1	0	0	0	1	0	0	0	0
Summation	1,889	59	11	0	0	40	3	2	0	3
Med. Home Value	\$102,676	--	\$132,030	\$99,951	\$102,584	\$92,326	\$60,709	\$48,566	\$78,668	\$92,567

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

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

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

Market Parameters and Forecasts | Households in Owner-Occupied Units
All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
Order	East Central PR-5								
1	Arenac Co.	5,605	5,545	5,338	5,306	5,264	5,289	5,314	5,339
2	Bay Co.	34,685	34,971	34,486	33,884	33,827	33,534	33,359	33,359
3	Clare Co.	10,242	10,388	10,384	10,517	10,456	10,417	10,394	10,394
4	Gladwin Co.	9,107	9,593	9,563	9,325	9,095	9,044	9,013	9,013
5	Gratiot Co.	11,099	11,372	11,313	11,142	11,026	10,700	10,512	10,512
6	Isabella Co.	14,871	14,263	14,117	13,935	13,907	14,037	14,169	14,302
7	Midland Co.	25,774	25,350	25,556	25,267	24,891	24,782	24,717	24,717
8	Saginaw Co.	57,087	56,290	55,510	55,369	54,950	55,142	55,334	55,528

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

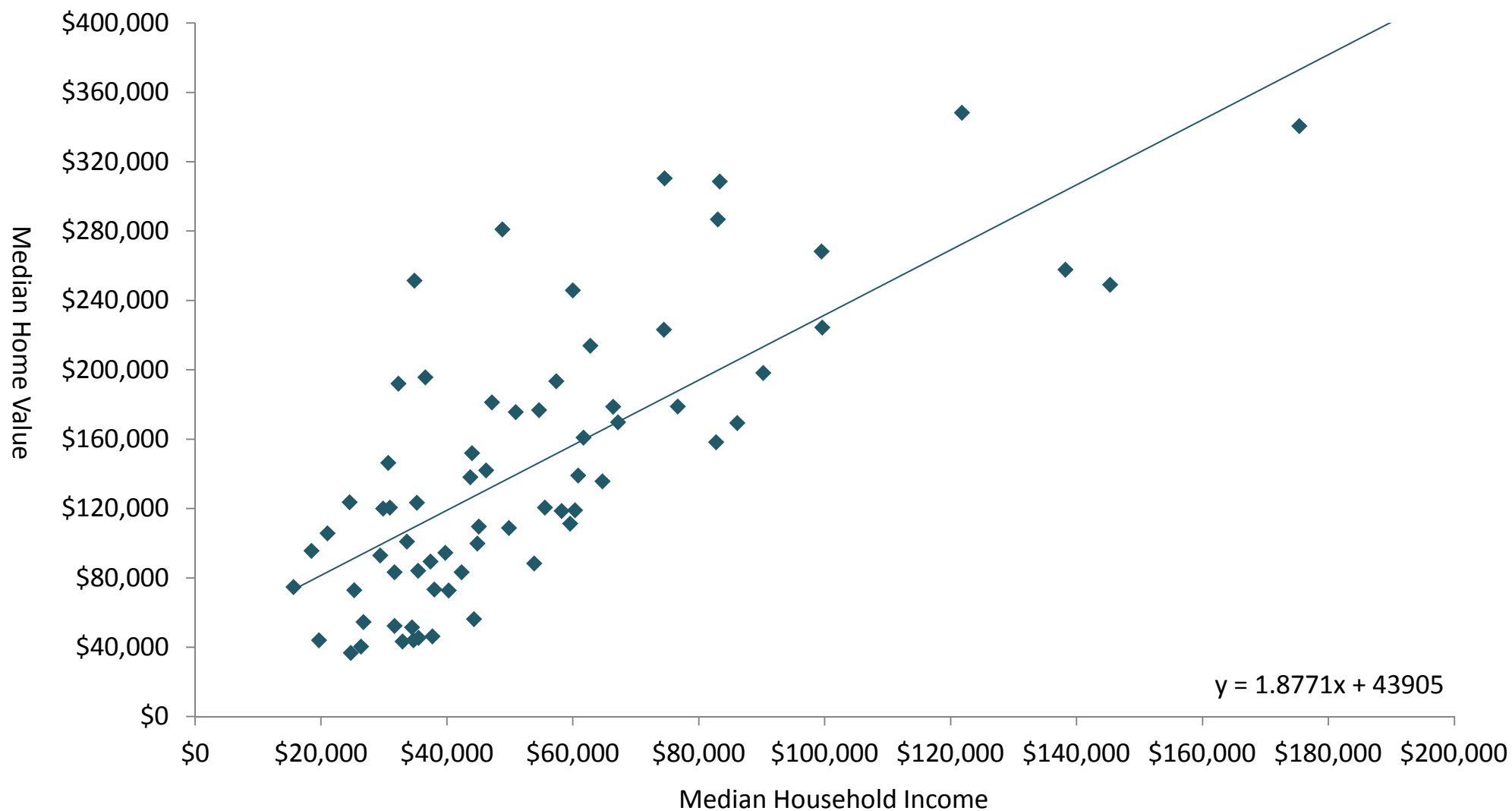
Exhibit F2.4

Market Parameters and Forecasts - Households in Owner-Occupied Units Saginaw County by Place - East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
Order	County Name	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.	Owner Hhlds.
	Saginaw Co.	57,087	56,290	55,510	55,369	55,066	55,495	55,928	56,365
1	Birch Run Village	--	347	327	345	322	345	370	397
2	Bridgeport CDP	--	1,869	1,926	1,898	1,935	2,049	2,172	2,303
3	Buena Vista CDP	--	1,721	1,584	1,554	1,517	1,440	1,397	1,397
4	Burt CDP	--	279	325	301	270	285	300	317
5	Chesaning Village	--	641	586	623	601	629	660	692
6	Frankenmuth City	--	1,380	1,421	1,490	1,581	1,552	1,535	1,535
7	Freeland CDP	--	1,677	1,764	1,772	1,802	1,803	1,803	1,803
8	Hemlock CDP	--	420	421	461	426	385	363	363
9	Merrill Village	--	227	214	190	194	183	177	177
10	Oakley Village	--	80	73	71	79	75	73	73
11	Robin Glen-Indiantown	--	295	216	222	233	243	253	264
12	Saginaw City	--	12,027	11,635	11,440	11,325	11,447	11,570	11,695
13	Shields CDP	--	2,160	2,167	2,157	2,074	2,074	2,074	2,074
14	Saint Charles Village	--	613	627	631	625	601	587	587
15	Zilwaukee City	--	611	605	600	639	596	571	571

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

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



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

Market Parameters and Forecasts | Median Home Value
All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Median	Median	Median	Median	Median	Median	Median
		Home	Home	Home	Home	Home	Home	Home
		Value	Value	Value	Value	Value	Value	Value
Order	East Central PR-5							
1	Arenac Co.	\$99,000	\$94,900	\$90,900	\$90,200	\$87,800	\$89,565	\$91,370
2	Bay Co.	\$107,800	\$104,600	\$99,200	\$93,800	\$93,300	\$95,175	\$97,093
3	Clare Co.	\$92,500	\$87,000	\$84,100	\$80,000	\$79,300	\$80,894	\$82,524
4	Gladwin Co.	\$117,700	\$112,100	\$108,300	\$103,300	\$99,000	\$100,990	\$103,025
5	Gratiot Co.	\$93,600	\$90,300	\$88,200	\$86,600	\$87,300	\$89,055	\$90,849
6	Isabella Co.	\$128,000	\$124,100	\$122,100	\$119,800	\$120,600	\$123,024	\$125,503
7	Midland Co.	\$132,800	\$131,900	\$130,200	\$128,600	\$128,000	\$130,573	\$133,204
8	Saginaw Co.	\$110,000	\$106,400	\$101,600	\$97,800	\$94,800	\$96,705	\$98,654

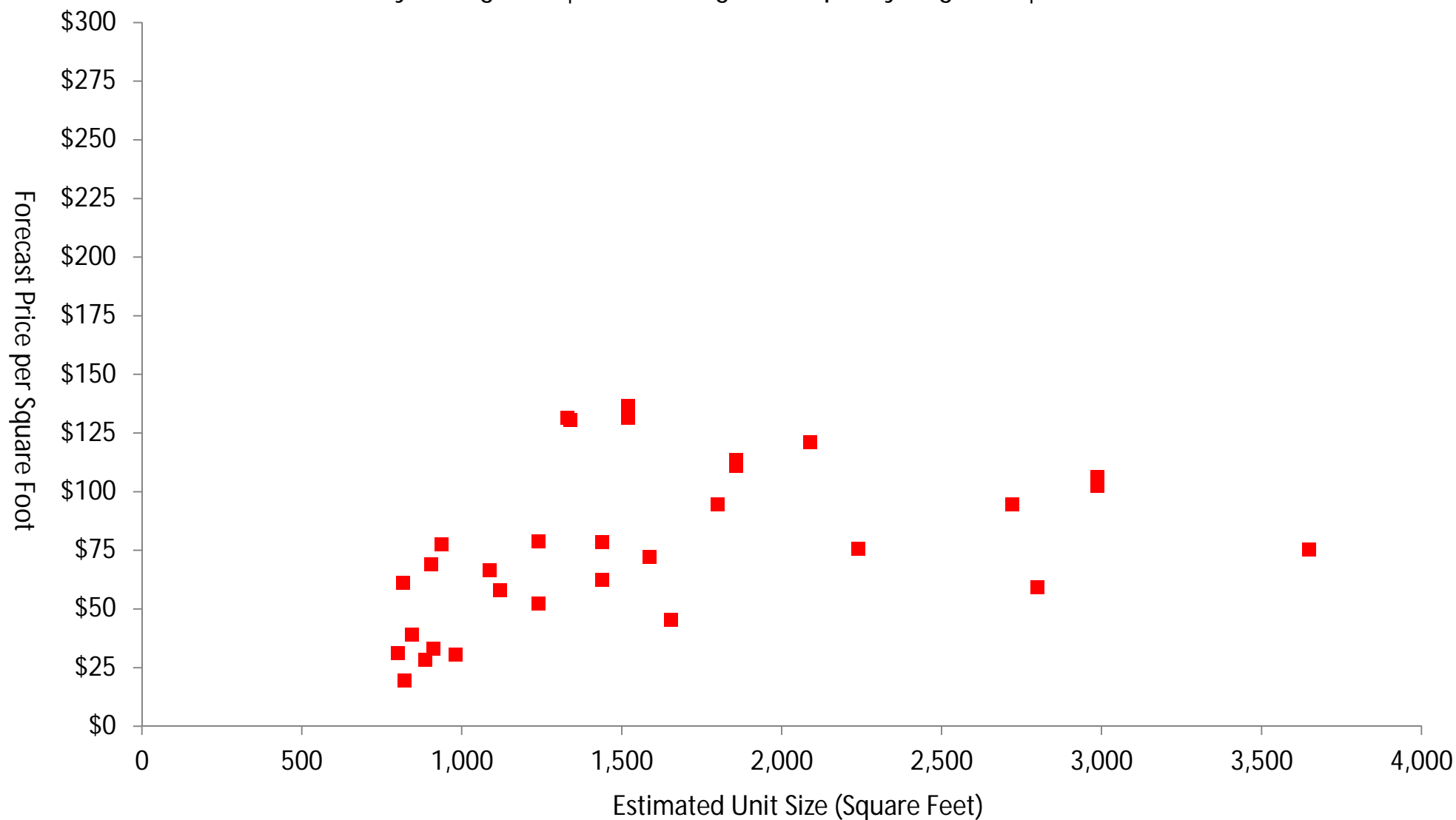
Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Market Parameters and Forecasts - Median Home Value
Saginaw County by Place - East Central Michigan Prosperity Region 5

Order	County Name	2010 Census Median Home Value	2011 ACS 5-yr Median Home Value	2012 ACS 5-yr Median Home Value	2013 ACS 5-yr Median Home Value	2014 ACS 5-yr Median Home Value	2016 Forecast Median Home Value	2020 Forecast Median Home Value
	Saginaw Co.	\$110,000	\$106,400	\$101,600	\$97,800	\$94,800	\$94,800	\$94,800
1	Birch Run Village	\$108,500	\$104,600	\$101,900	\$94,000	\$94,700	\$94,700	\$94,700
2	Bridgeport CDP	\$86,100	\$77,200	\$76,300	\$73,100	\$71,900	\$71,900	\$71,900
3	Buena Vista CDP	\$49,700	\$47,500	\$44,500	\$39,800	\$34,600	\$34,600	\$34,600
4	Burt CDP	\$129,400	\$97,800	\$91,400	\$93,300	\$90,900	\$90,900	\$90,900
5	Chesaning Village	\$107,500	\$103,500	\$97,500	\$92,600	\$88,300	\$88,300	\$88,300
6	Frankenmuth City	\$173,900	\$170,100	\$166,600	\$164,100	\$164,200	\$164,200	\$164,200
7	Freeland CDP	\$159,900	\$152,400	\$157,800	\$158,400	\$157,500	\$157,500	\$157,500
8	Hemlock CDP	\$121,100	\$117,900	\$114,600	\$123,800	\$120,500	\$120,500	\$120,500
9	Merrill Village	\$83,200	\$80,900	\$75,100	\$75,800	\$71,300	\$71,300	\$71,300
10	Oakley Village	\$78,400	\$76,100	\$73,800	\$63,900	\$70,000	\$70,000	\$70,000
11	Robin Glen-Indiantown	\$12,300	\$33,300	\$24,300	\$11,800	\$15,400	\$15,400	\$15,400
12	Saginaw City	\$64,100	\$59,300	\$55,600	\$49,200	\$46,800	\$46,800	\$46,800
13	Shields CDP	\$126,300	\$121,500	\$124,100	\$119,000	\$115,700	\$115,700	\$115,700
14	Saint Charles Village	\$93,600	\$89,600	\$83,600	\$80,800	\$82,800	\$82,800	\$82,800
15	Zilwaukee City	\$87,700	\$86,100	\$83,300	\$77,600	\$73,100	\$73,100	\$73,100

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

Forecast Home Value per Square Foot v. Unit Size
Attached Owner-Occupied Units
The City of Saginaw | ECM Michigan Prosperity Region 5 | Year 2016



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

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

Exhibit F2.9

Existing Choices by Place | Attached for-Sale Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Autumn Ridge	3670 Hess Road	Entire Building	.	.	.	240	.	.	1,058,940	\$7,700,000 investment	\$7
Covington Cove	2163 N. Center Rd	Entire Building	.	.	1950	48	.	.	34,750	\$1,650,000 investment	\$47
Squire	1830 Squire Dr	Entire Building	.	.	1972	44	.	.	30,570	\$1,180,000 investment	\$39
McDivitt Court	1260 McDivitt Ct	Entire Building	.	.	.	12	.	.	10,420	\$425,000 investment	\$41
Kochville	2821 Kochville Rd	Duplex	.	.	1966	6	2	1	.	\$395,000	.
Riverview	406 N Hamilton	Attached Brown-Stone	.	1	.	.	3	2.5	2,988	\$315,000	\$105
							3	2.5	2,988	\$305,000	\$102
							3	2.5	2,721	\$260,000	\$96
							3	2.5	1,858	\$210,000	\$113
							2	2.5	1,858	\$205,000	\$110

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached for-Sale Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Venetian Place	625 Owen St	Aptmt.	.	.	1941	7	.	.	3,650	\$275,000	\$75
Oak Meadow	8924 Oak Meadow	Duplex	.	.	2001	2	3	3	2,090	\$255,000	\$122
Rosemont	6649+ Rosemont Dr	Side by Side	.	.	1999	2	3	2	1,587	\$230,000	\$145
Churchill	2762+ Churchill	Side by Side	.	.	.	2	3	2	.	\$210,000	.
Tuscany Villas	Tuscany 4 - 90	Attached	.	.	2016	.	2 2	2 2	1,520 1,340	\$205,000	\$135
Silverwood	3188+ Silverwood	Duplex	.	.	1998	2	2	2	1,440	\$180,000	\$125
Rose Cottage	4 Rose Cottage	Attached	.	.	2003	.	3	2.5	1,330	\$175,000	\$132
Millpond	11 Millpond	Side by Side	1	.	2015	2	2-3	2	1,800	\$170,000	\$94
Dutch	6610 Dutch Rd	Side by Side	.	.	1992	2	2	2	2,240	\$170,000	\$76

Source: Based on market observations, surveys, and assessors records.

Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached for-Sale Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Stroebe	6521+ Stroebe Rd	Side by Side	.	.	1992	2	2	1	.	\$170,000	.
Weiss	5517 Weiss	Fiveplex	.	.	.	5	5	5	2,800	\$165,000	\$59
Lutzke	757+ Lutzke	Side by Side	.	.	1995	2	1	1	1,088	\$145,000	\$133
Whitney	7878+ Whitney	Side by Side	.	.	1994	2	2	2	1,088	\$145,000	\$133
Berkshire	2481+ N Berkshire	Side by Side	.	.	1980	2	2	1	936	\$145,000	\$155
Birch	8190 Birch Rd	Side by Side	.	.	1966	2	.	.	1,120	\$130,000	\$116
Hermansau	3991+ Hermansau	Side by Side	.	.	1970	2	2	1.5	904	\$125,000	\$138
Michigan	916 S Michigan	Sixplex	.	.	1890	6	.	.	4,266	\$120,000	\$28
Normandy	6091 Normandy	Twnehse.	.	.	1996	.	3	1.5	1,440	\$115,000	\$80

Source: Based on market observations, surveys, and assessors records.

Analysis and exhibit prepared by LandUseUSA; 2016.

Existing Choices by Place | Attached for-Sale Units Only
The City of Saginaw | Saginaw Co. | ECM Region 5 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Michigan	1202 S Michigan	Fiveplex	.	.	1859	5	.	.	4,104	\$105,000	\$26
South River	422+ South River	Side by Side	.	.	1970	2	2	1	816	\$100,000	\$123
Fairlane	800 Fairlane Ct	Attached	.	.	1979	.	2	2	1,240	\$100,000	\$81
Hamilton	721 N Hamilton	Sixplex	.	1	.	6	.	.	4,644	\$90,000	\$19
Carolina	1509 N Carolina St	Duplex	.	.	1964	2	.	.	1,655	\$75,000	\$45
Greenway	9030 Greenway	Attached	2	2	1,240	\$65,000	\$52
Wexford	2870+ Wexford	Side by Side	.	.	1971	2	2	1	912	\$60,000	\$66

Source: Based on market observations, surveys, and assessors records.

Analysis and exhibit prepared by LandUseUSA; 2016.



Section G

Existing Households County and Places

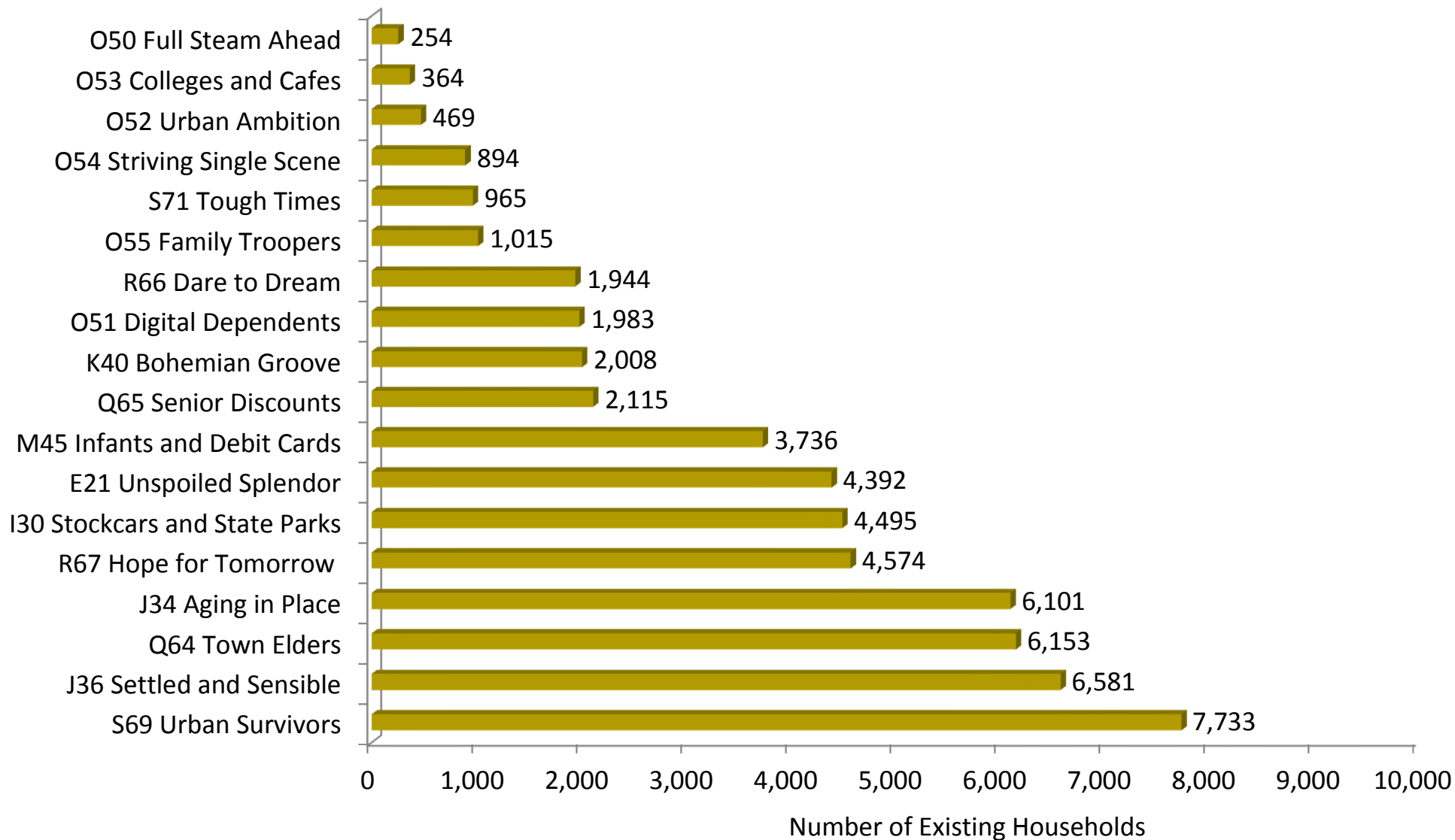
Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority

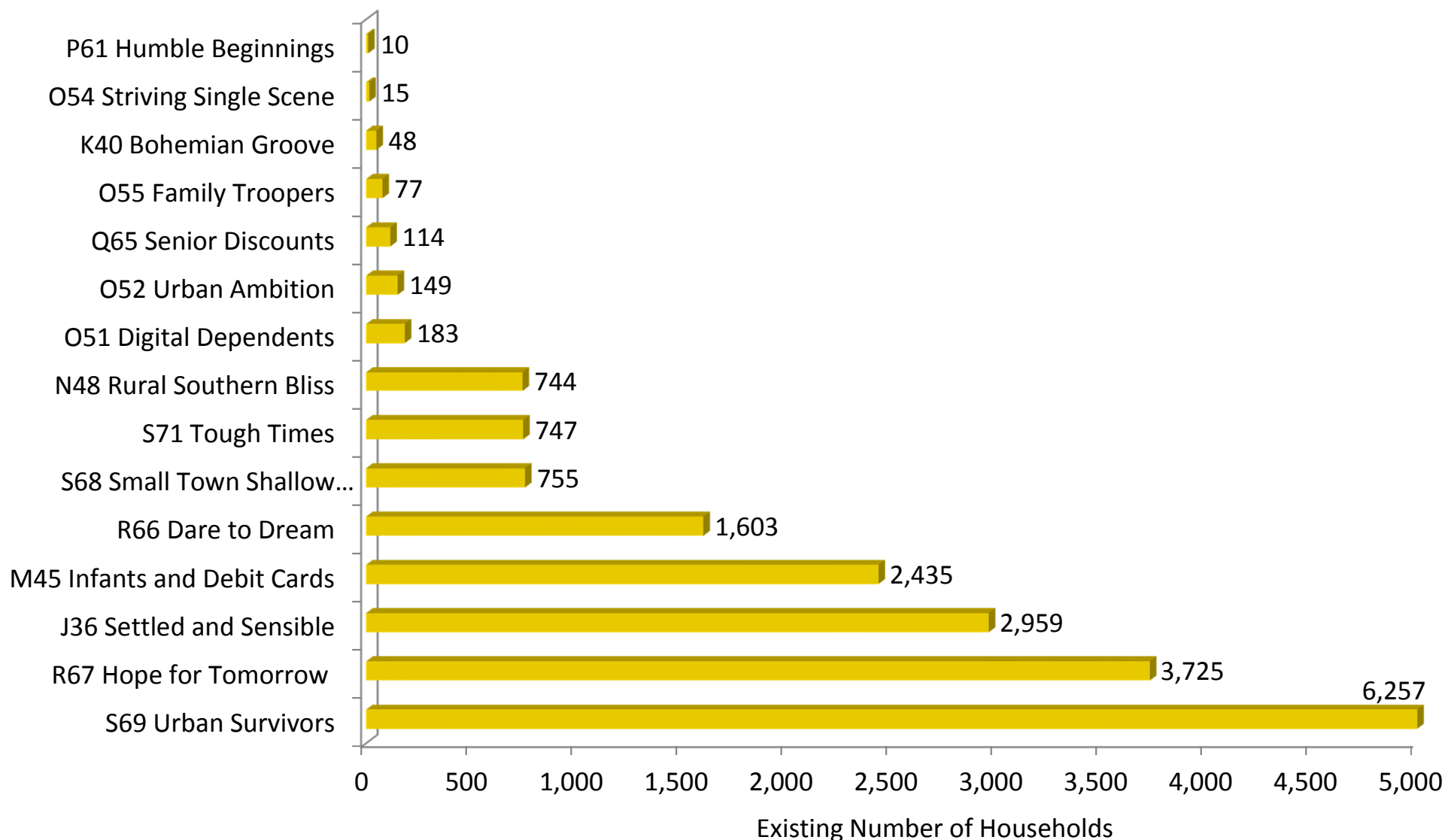


Existing Households by Predominant Lifestyle Cluster
Saginaw COUNTY | ECM Prosperity Region 5 | Year 2015



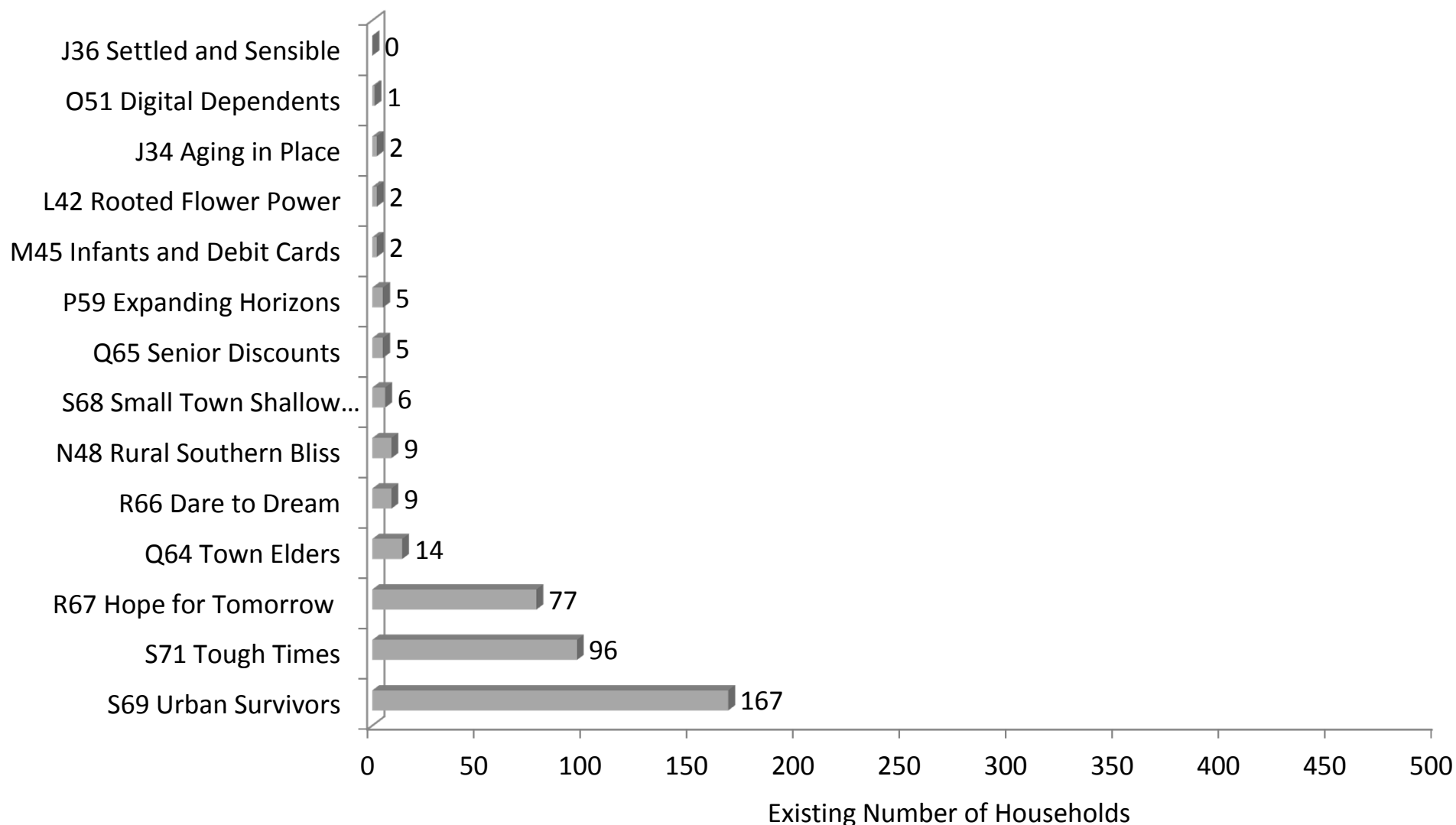
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



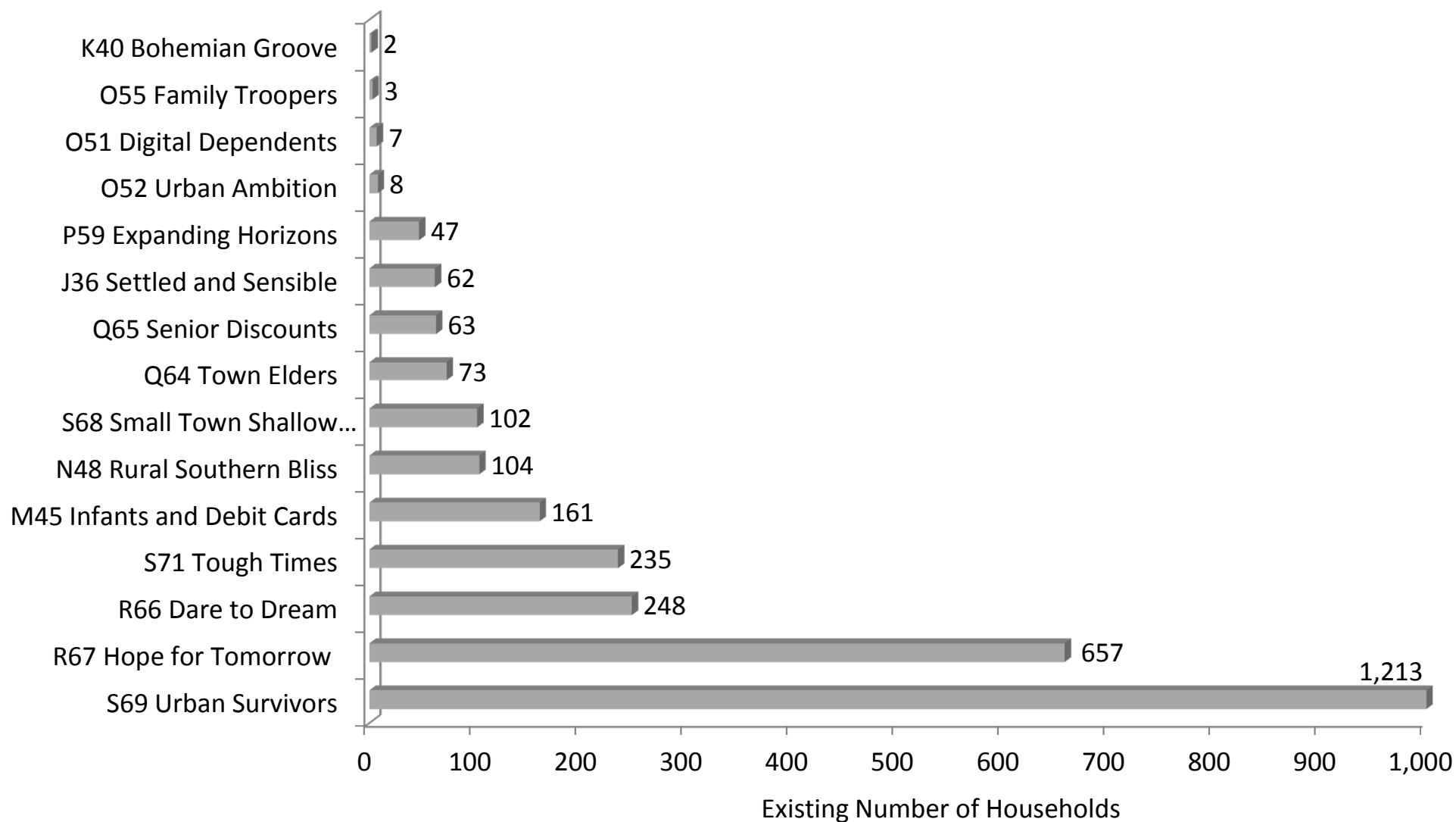
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
0.5 Mile Radius Around the Downtown
The City of Saginaw, Michigan | Year 2015



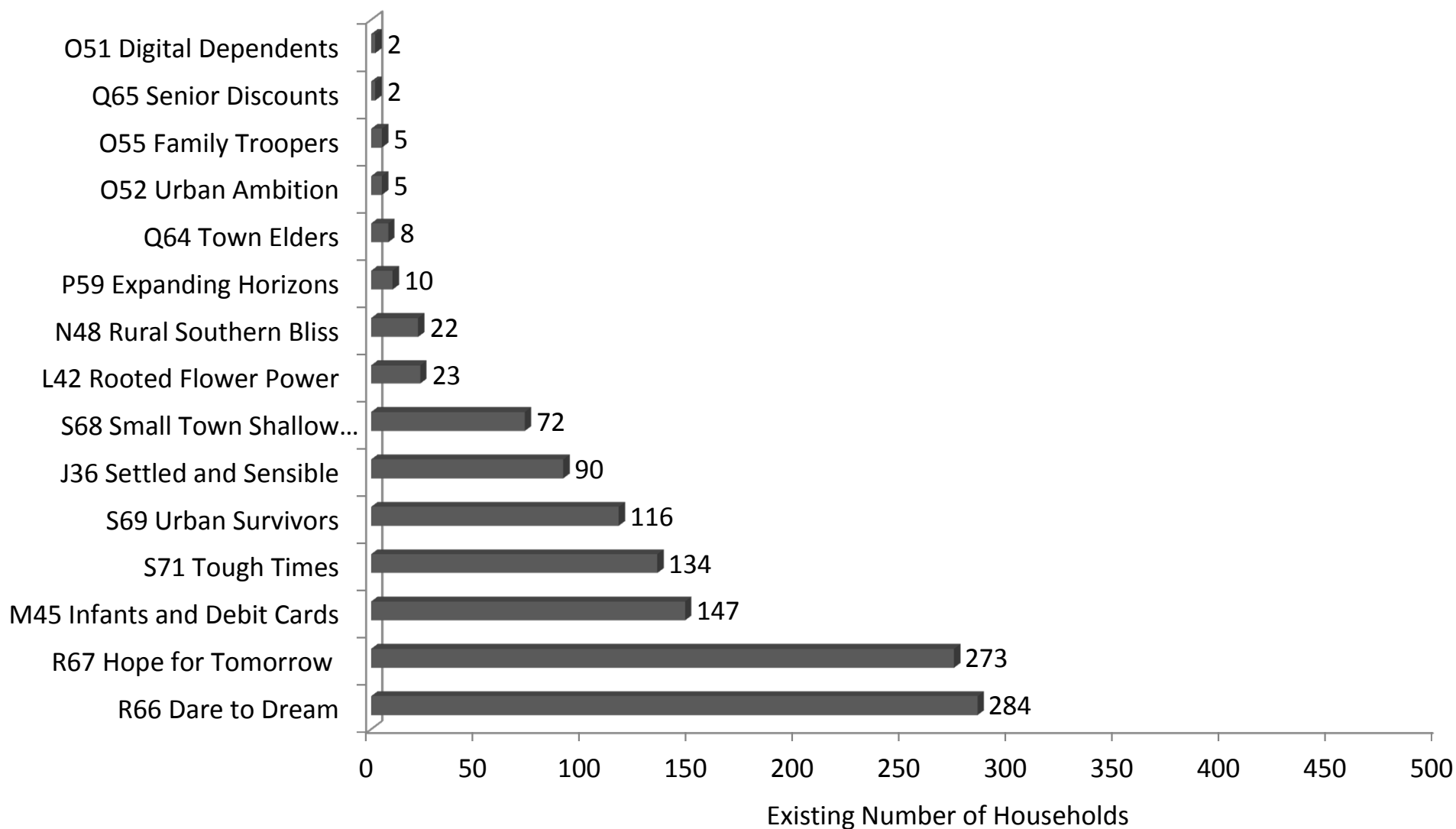
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
1.0 Mile Radius Around the Downtown
The City of Saginaw, Michigan | Year 2015



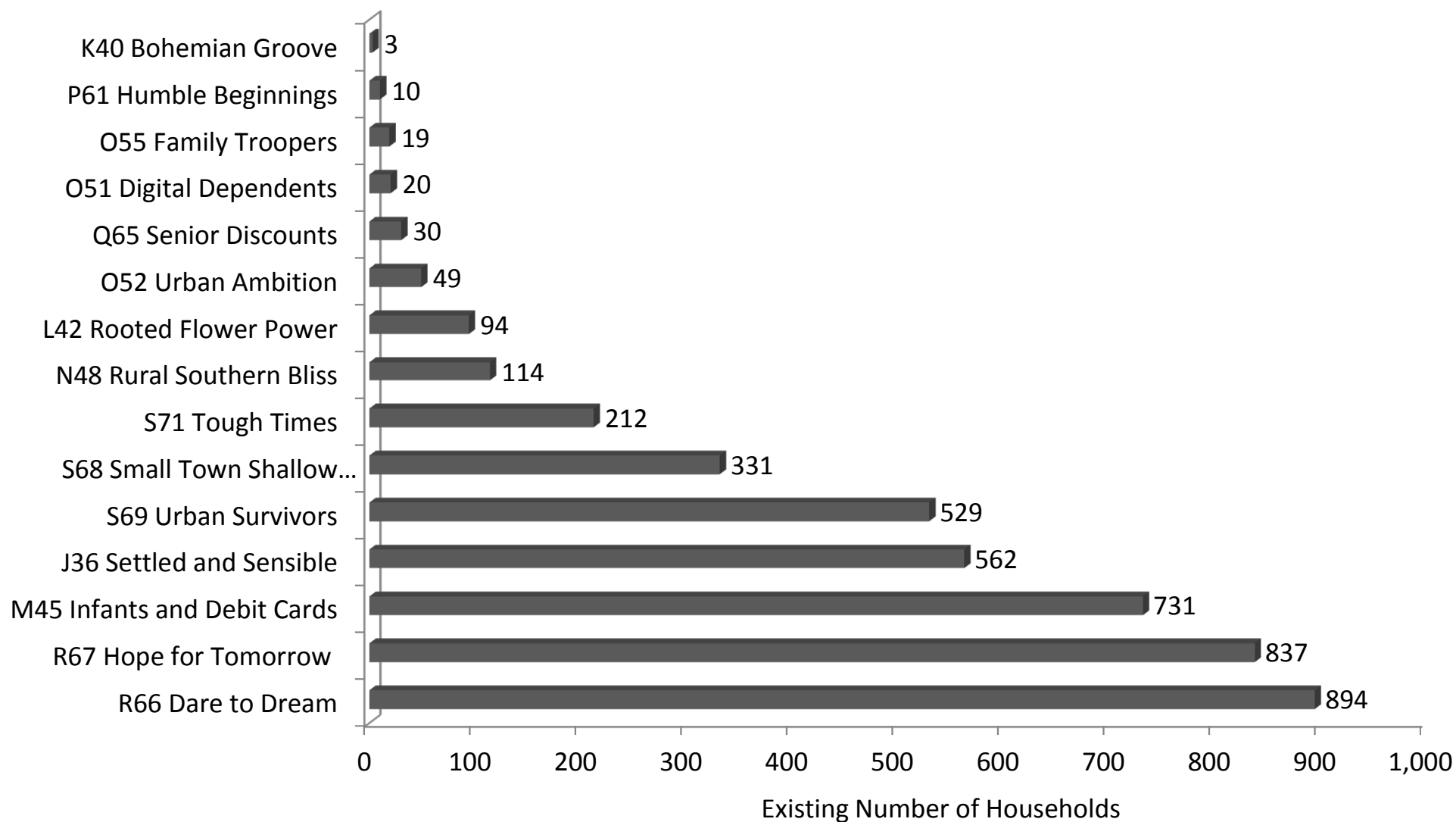
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
0.5 Mile Radius Around the Old City District
The City of Saginaw, Michigan | Year 2015



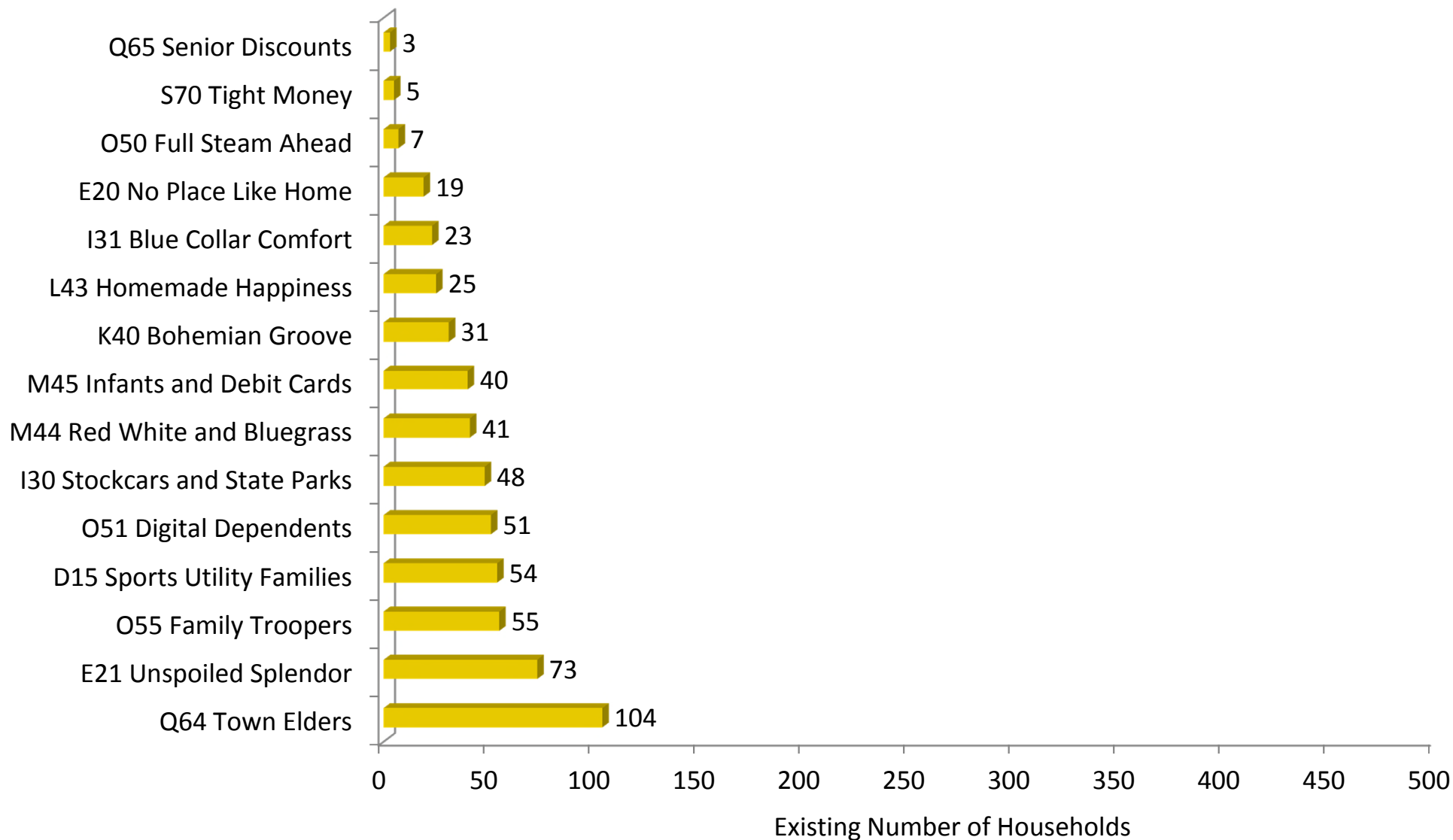
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
1.0 Mile Radius Around the Old City District
The City of Saginaw, Michigan | Year 2015



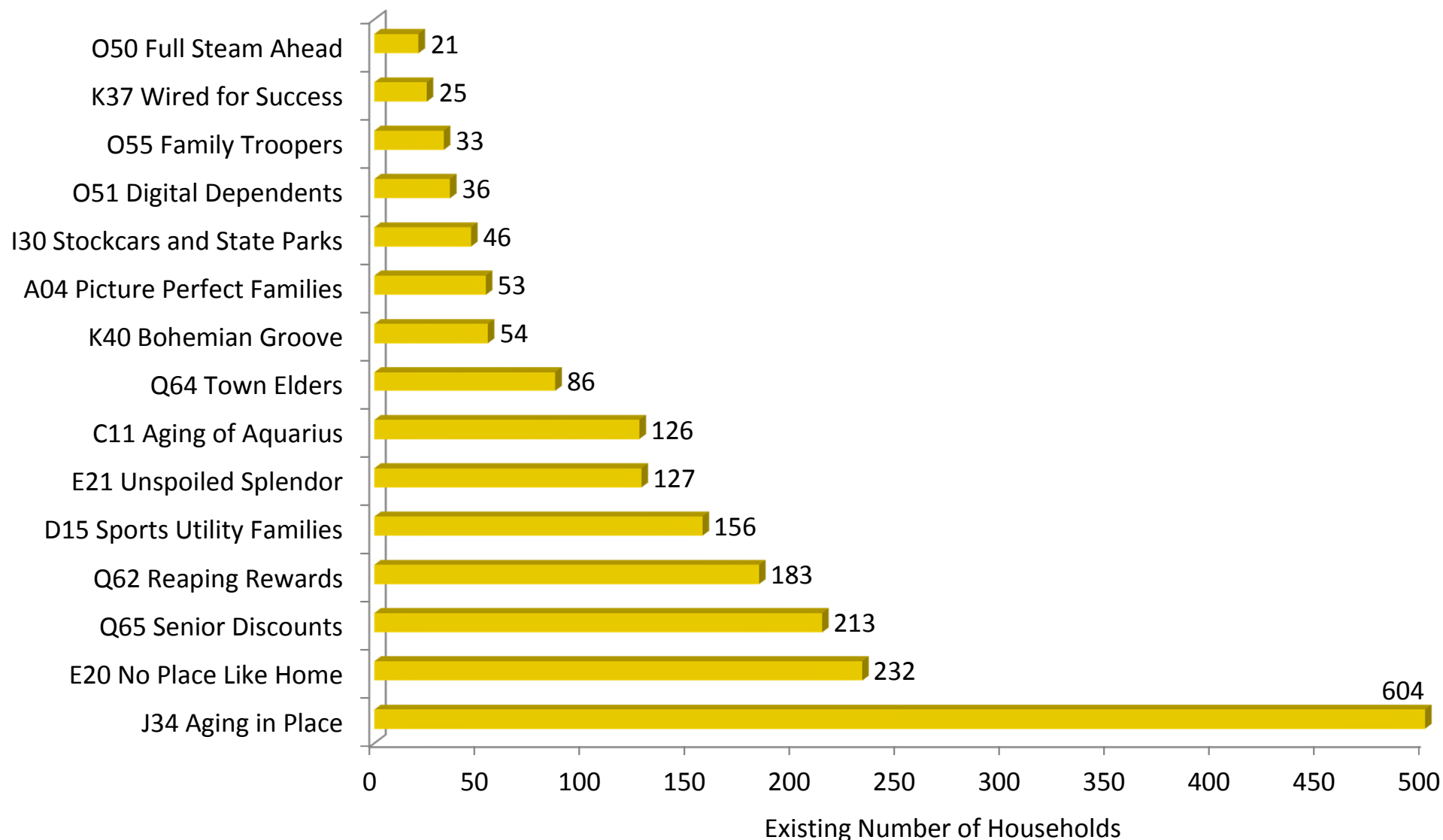
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
The Village of Birch Run | Saginaw County, Michigan | Year 2015



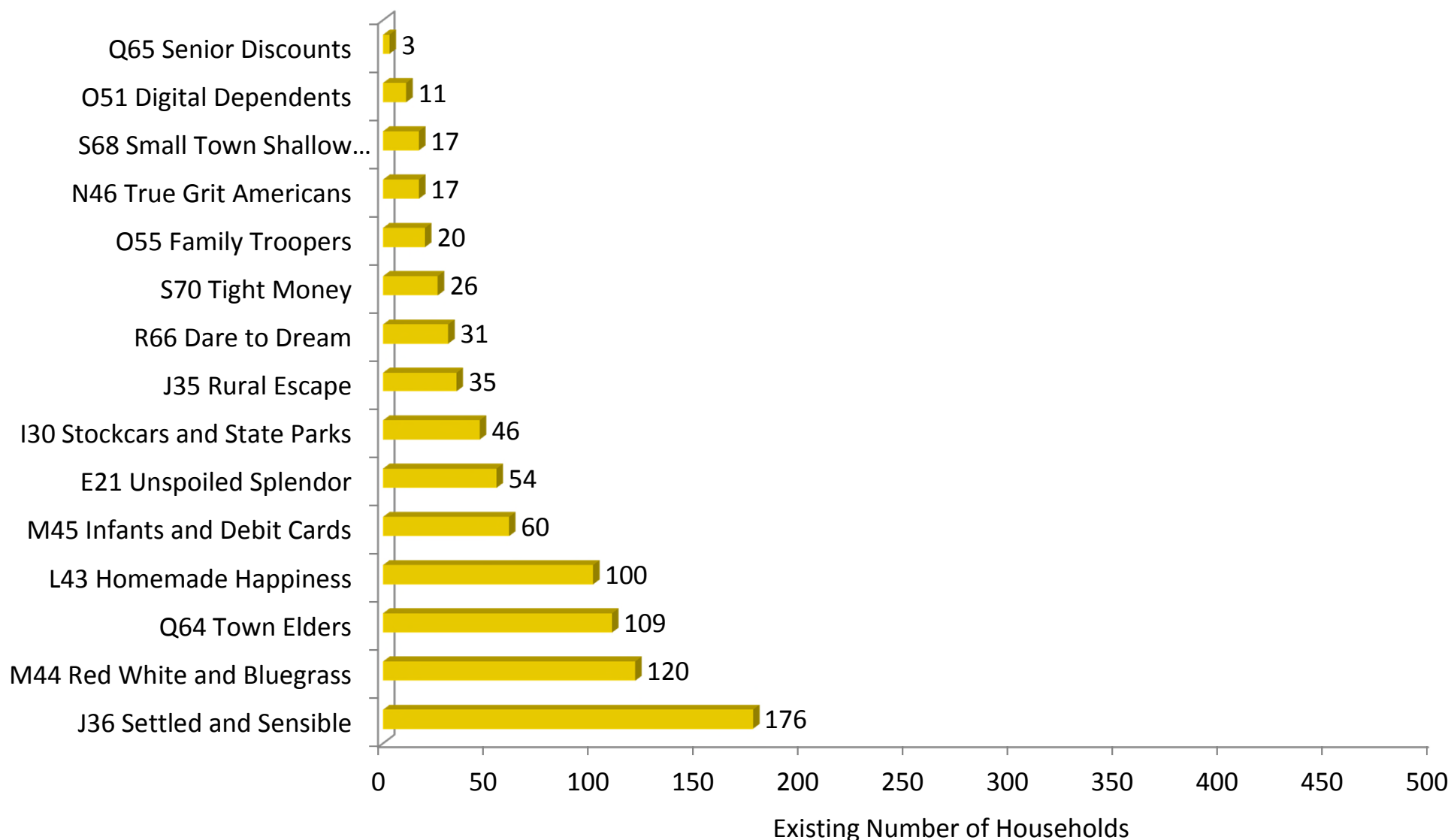
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
The City of Frankenmuth | Saginaw County, Michigan | Year 2015



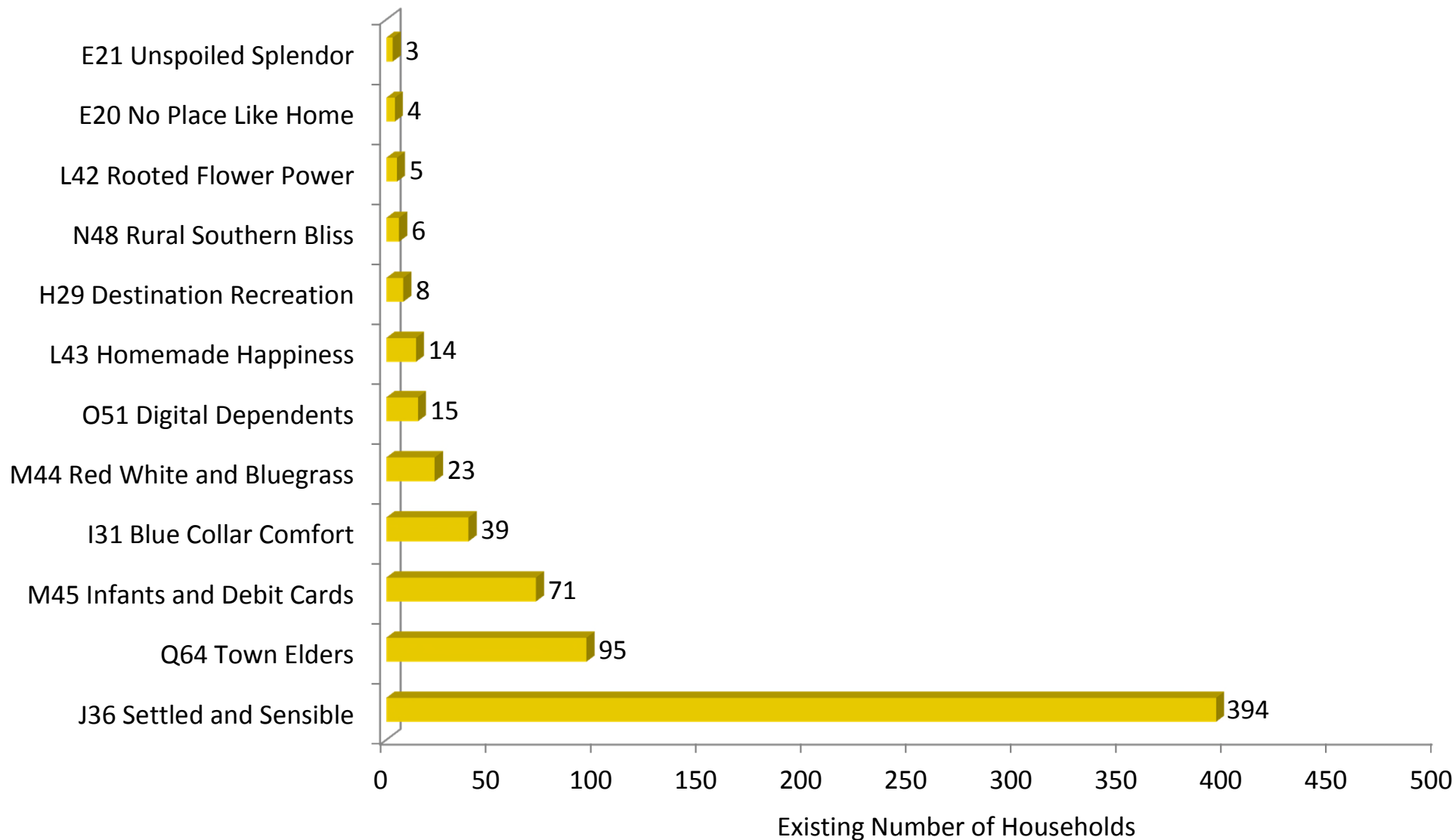
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
The Village of St. Charles | Saginaw County, Michigan | Year 2015



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

Existing Households by Predominant Lifestyle Cluster
The City of Zilwaukee | Saginaw County, Michigan | Year 2015



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

Market Parameters and Forecasts | Total Housing Units, Including Vacancies
All Counties in East Central Michigan Prosperity Region 5

		2010	2011	2012	2013	2014	2016	2020
		Census	ACS 5-yr	ACS 5-yr	ACS 5-yr	ACS 5-yr	Forecast	Forecast
		Total	Total	Total	Total	Total	Total	Total
		Housing	Housing	Housing	Housing	Housing	Housing	Housing
		Units	Units	Units	Units	Units	Units	Units
Order	East Central PR-5							
1	Arenac Co.	9,871	9,807	9,824	9,785	9,771	9,771	9,771
2	Bay Co.	48,216	48,238	48,184	48,104	48,100	48,100	48,100
3	Clare Co.	23,259	23,248	23,218	23,175	23,169	23,169	23,169
4	Gladwin Co.	17,825	17,712	17,717	17,610	17,642	17,693	17,765
5	Gratiot Co.	16,321	16,353	16,326	16,268	16,259	16,259	16,259
6	Isabella Co.	28,409	28,403	28,393	28,309	28,394	28,531	28,723
7	Midland Co.	35,865	35,947	35,975	35,961	36,095	36,311	36,615
8	Saginaw Co.	87,292	87,089	86,953	86,778	86,814	86,872	86,952

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

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
Saginaw County by Place - East Central Michigan Prosperity Region 5

Order	County Name	2010 Census Total Housing Units	2011 ACS 5-yr Total Housing Units	2012 ACS 5-yr Total Housing Units	2013 ACS 5-yr Total Housing Units	2014 ACS 5-yr Total Housing Units	2016 Forecast Total Housing Units	2020 Forecast Total Housing Units
	Saginaw Co.	87,292	87,089	86,953	86,778	86,814	86,872	86,952
1	Birch Run Village	721	694	688	639	682	682	683
2	Bridgeport CDP	2,775	2,828	2,920	2,955	3,081	3,083	3,086
3	Buena Vista CDP	3,424	3,233	3,327	3,410	3,266	3,268	3,271
4	Burt CDP	309	362	394	357	375	375	376
5	Chesaning Village	1,017	1,016	1,035	1,092	1,166	1,167	1,168
6	Frankenmuth City	2,158	2,194	2,321	2,474	2,505	2,507	2,509
7	Freeland CDP	1,987	2,139	2,218	2,259	2,325	2,327	2,329
8	Hemlock CDP	607	599	638	631	585	585	586
9	Merrill Village	293	292	281	294	274	274	274
10	Oakley Village	110	99	101	108	111	111	111
11	Robin Glen-Indiantown	352	324	337	364	369	369	370
12	Saginaw City	25,357	24,760	24,516	24,171	24,173	24,189	24,212
13	Shields CDP	2,745	2,766	2,732	2,697	2,740	2,742	2,744
14	Saint Charles Village	897	889	917	856	886	887	887
15	Zilwaukee City	737	724	750	807	722	722	723

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

Market Parameters and Forecasts | Households
All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast
		Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
Order	East Central PR-5								
1	Arenac Co.	6,701	6,686	6,526	6,435	6,363	6,409	6,483	6,604
2	Bay Co.	44,603	44,345	44,005	43,918	44,127	43,712	43,712	43,712
3	Clare Co.	12,966	13,145	13,170	13,301	13,215	13,208	13,208	13,208
4	Gladwin Co.	10,753	11,321	11,326	11,111	10,895	10,827	10,827	10,827
5	Gratiot Co.	14,852	14,718	14,717	14,721	14,787	14,705	14,705	14,705
6	Isabella Co.	25,586	24,804	24,746	24,752	24,817	24,773	24,773	24,773
7	Midland Co.	33,437	33,562	33,658	33,696	33,717	33,709	33,709	33,709
8	Saginaw Co.	79,011	76,764	76,828	77,426	77,412	77,589	77,873	78,330

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

Exhibit G.14

Market Parameters and Forecasts - Households
 Saginaw County by Place - East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 5-yr	2011 ACS 5-yr	2012 ACS 5-yr	2013 ACS 5-yr	2014 ACS 5-yr	2015 Forecast	2020 Forecast
Order	County Name	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.	Total Hhlds.
	Saginaw Co.	79,011	76,764	76,828	77,426	77,412	77,589	77,873	78,330
1	Birch Run Village	--	667	651	645	593	615	652	716
2	Bridgeport CDP	--	2,600	2,658	2,671	2,704	2,795	2,948	3,210
3	Buena Vista CDP	--	2,881	2,766	2,831	2,738	2,608	2,608	2,608
4	Burt CDP	--	309	362	346	317	330	352	390
5	Chesaning Village	--	950	935	929	970	1,020	1,106	1,259
6	Frankenmuth City	--	1,946	1,963	2,146	2,243	2,307	2,414	2,595
7	Freeland CDP	--	1,943	2,078	2,121	2,159	2,232	2,354	2,565
8	Hemlock CDP	--	549	542	566	582	553	553	553
9	Merrill Village	--	275	273	260	272	259	259	259
10	Oakley Village	--	98	87	86	83	79	79	79
11	Robin Glen-Indiantown	--	304	263	293	322	329	341	360
12	Saginaw City	--	19,843	19,403	19,502	19,353	19,376	19,413	19,472
13	Shields CDP	--	2,533	2,622	2,593	2,575	2,606	2,656	2,739
14	Saint Charles Village	--	810	800	827	806	822	848	892
15	Zilwaukee City	--	699	686	698	747	710	710	710

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

Market Parameters and Forecasts | Median Household Income
All Counties in East Central Michigan Prosperity Region 5

		2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
Order	PR-5									
1	Arenac Co.	\$36,689	\$36,689	\$36,937	\$38,874	\$38,129	\$38,129	\$38,129	\$42,658	\$18,861
2	Bay Co.	\$44,659	\$45,962	\$46,068	\$45,376	\$45,715	\$46,194	\$46,875	\$53,194	\$21,174
3	Clare Co.	\$34,399	\$34,431	\$34,431	\$32,668	\$33,264	\$34,119	\$35,356	\$37,648	\$17,016
4	Gladwin Co.	\$37,936	\$38,160	\$38,571	\$37,626	\$37,725	\$37,864	\$38,060	\$42,683	\$19,129
5	Gratiot Co.	\$40,114	\$40,114	\$40,224	\$40,359	\$41,833	\$43,999	\$47,234	\$50,525	\$20,185
6	Isabella Co.	\$36,880	\$36,880	\$36,880	\$36,372	\$37,615	\$39,436	\$42,145	\$56,212	\$19,447
7	Midland Co.	\$51,103	\$52,465	\$52,947	\$53,076	\$52,613	\$52,613	\$52,613	\$63,793	\$27,572
8	Saginaw Co.	\$42,954	\$43,258	\$43,258	\$42,331	\$43,566	\$45,364	\$48,014	\$53,069	\$23,394

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

Exhibit G.16

Market Parameters and Forecasts - Median Household Income Saginaw County by Place - East Central Michigan Prosperity Region 5

Order	County Name	2010 ACS 5-yr Median Household Income	2011 ACS 5-yr Median Household Income	2012 ACS 5-yr Median Household Income	2013 ACS 5-yr Median Household Income	2014 ACS 5-yr Median Household Income	2016 Forecast Median Household Income	2020 Forecast Median Household Income	2014 ACS 5-yr Owner Household Income	2014 ACS 5-yr Renter Household Income
	Saginaw Co.	\$42,954	\$43,258	\$43,258	\$42,331	\$43,566	\$45,364	\$48,014	\$53,069	\$23,394
1	Birch Run Village	\$45,990	\$41,620	\$49,083	\$43,393	\$45,250	\$47,117	\$49,870	\$56,083	\$37,500
2	Bridgeport CDP	\$38,841	\$36,366	\$34,899	\$33,845	\$34,745	\$36,179	\$38,292	\$44,320	\$20,714
3	Buena Vista CDP	\$26,289	\$26,111	\$25,383	\$21,950	\$21,471	\$22,357	\$23,663	\$34,063	\$14,461
4	Burt CDP	\$45,189	\$43,333	\$36,538	\$44,702	\$55,481	\$57,770	\$61,145	\$57,292	\$19,250
5	Chesaning Village	\$30,547	\$32,450	\$34,350	\$35,000	\$31,690	\$32,998	\$34,925	\$43,125	\$21,992
6	Frankenmuth City	\$58,990	\$61,985	\$55,357	\$49,983	\$46,157	\$48,062	\$50,869	\$58,148	\$31,583
7	Freeland CDP	\$73,622	\$63,182	\$67,225	\$73,628	\$71,380	\$74,325	\$78,667	\$77,727	\$37,069
8	Hemlock CDP	\$36,386	\$39,310	\$57,361	\$53,889	\$53,214	\$55,410	\$58,647	\$62,917	\$18,026
9	Merrill Village	\$43,906	\$44,688	\$41,042	\$41,250	\$43,438	\$45,230	\$47,873	\$45,568	\$30,000
10	Oakley Village	\$42,500	\$40,250	\$38,750	\$45,208	\$39,375	\$41,000	\$43,395	\$39,500	\$38,750
11	Robin Glen-Indiantown	\$45,610	\$45,607	\$37,240	\$26,250	\$31,406	\$32,702	\$34,612	\$42,857	\$31,094
12	Saginaw City	\$27,051	\$27,445	\$27,658	\$27,701	\$29,049	\$30,248	\$32,015	\$38,688	\$15,431
13	Shields CDP	\$52,457	\$52,256	\$50,964	\$53,069	\$52,500	\$54,666	\$57,860	\$60,918	\$28,698
14	Saint Charles Village	\$50,183	\$47,375	\$42,355	\$43,190	\$42,258	\$44,002	\$46,572	\$47,303	\$32,589
15	Zilwaukee City	\$42,961	\$43,214	\$43,816	\$42,992	\$47,115	\$49,059	\$51,925	\$51,528	\$29,327

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

Market Parameters and Forecasts | Population
All Counties in East Central Michigan Prosperity Region 5

		2010 Census	2010 ACS 1-yr	2011 ACS 1-yr	2012 ACS 1-yr	2013 ACS 1-yr	2014 ACS 5-yr	2016 Forecast	2020 Forecast	2014 ACS 5-yr
		Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Pop- ulation	Persons per Hhld.
Order	East Central PR-5									
1	Arenac Co.	15,899	16,487	16,226	15,952	15,753	15,564	15,564	15,564	2.5
2	Bay Co.	107,771	108,156	107,838	107,633	107,312	107,074	107,074	107,074	2.5
3	Clare Co.	30,926	31,162	31,058	30,924	30,823	30,786	30,786	30,786	2.3
4	Gladwin Co.	25,692	26,076	25,906	25,736	25,664	25,599	25,599	25,599	2.3
5	Gratiot Co.	42,476	42,612	42,495	42,340	42,148	42,057	42,057	42,057	2.9
6	Isabella Co.	70,311	69,451	69,861	70,186	70,400	70,506	70,718	71,145	2.8
7	Midland Co.	83,629	83,626	83,708	83,744	83,842	83,620	83,620	83,620	2.5
8	Saginaw Co.	200,169	202,336	200,998	200,017	198,841	197,727	197,727	197,727	2.6

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



Section H

Market Assessment County and Places

Prepared by:



Prepared for:
East Central Michigan Prosperity Region 5
Michigan State
Housing Development Authority



Demographic Profiles - Population and Employment
Saginaw County, Michigan with Selected Communities - 2010 - 2015

	Saginaw County	The City of Saginaw	The Village of St. Charles	The City of Zilwaukee
Households Census (2010)	79,011	19,799	864	671
Households ACS (2014)	77,589	19,376	822	668
Population Census (2010)	200,169	51,508	2,054	1,658
Population ACS (2014)	197,727	50,700	2,016	1,699
Group Quarters Population (2014)	5,905	1,271	149	0
Correctional Facilities	1,810	398	0	0
Nursing/Mental Health Facilities	984	260	135	0
College/University Housing	2,133	0	0	0
Military Quarters	0	0	0	0
Other	978	613	14	0
Daytime Employees Ages 16+ (2015)	111,683	35,564	694	1,056
Unemployment Rate (2015)	3.5%	5.6%	2.4%	3.1%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	0.5%	1.1%	1.6%
Arts, Ent. Rec., Accom., Food Service	9.9%	13.5%	9.4%	5.0%
Construction	4.4%	2.3%	5.7%	5.8%
Educ. Service, Health Care, Soc. Asst.	25.7%	26.8%	27.4%	17.3%
Finance, Ins., Real Estate	5.1%	4.4%	3.4%	5.8%
Information	1.6%	1.6%	2.0%	0.2%
Manufacturing	15.5%	12.5%	11.7%	11.7%
Other Services, excl. Public Admin.	5.1%	5.4%	5.8%	10.0%
Profess. Sci. Mngmt. Admin. Waste	7.9%	9.9%	11.8%	10.9%
Public Administration	3.7%	4.2%	3.1%	4.0%
Retail Trade	13.6%	13.7%	10.6%	21.6%
Transpo., Wrhse., Utilities	3.9%	3.6%	4.6%	4.4%
Wholesale Trade	2.5%	1.5%	3.5%	1.6%
Avg. Daily Traffic Peak Highway	65,200	65,200	9,400	60,000

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Average Daily Traffic (ADT) reported by the Michigan Dept. of Transportation, 2014.

Demographic Profiles - Population and Employment
Saginaw County, Michigan with Selected Communities - 2010 - 2015

	Saginaw County	The Village of Birch Run	The Village of Chesaning	The City of Frankenmuth
Households Census (2010)	79,011	655	1,015	2,200
Households ACS (2014)	77,589	615	1,020	2,307
Population Census (2010)	200,169	1,555	2,394	4,944
Population ACS (2014)	197,727	1,537	2,412	4,934
Group Quarters Population (2014)	5,905	0	60	226
Correctional Facilities	1,810	0	0	0
Nursing/Mental Health Facilities	984	0	53	214
College/University Housing	2,133	0	0	0
Military Quarters	0	0	0	0
Other	978	0	7	12
Daytime Employees Ages 16+ (2015)	111,683	2,117	1,195	4,846
Unemployment Rate (2015)	3.5%	3.7%	3.2%	1.2%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	1.2%	0.5%	0.0%
Arts, Ent. Rec., Accom., Food Service	9.9%	14.7%	13.6%	13.3%
Construction	4.4%	8.3%	4.6%	0.8%
Educ. Service, Health Care, Soc. Asst.	25.7%	21.7%	14.3%	23.7%
Finance, Ins., Real Estate	5.1%	4.9%	8.5%	11.4%
Information	1.6%	0.9%	1.2%	0.0%
Manufacturing	15.5%	17.6%	23.8%	12.8%
Other Services, excl. Public Admin.	5.1%	0.5%	7.9%	5.1%
Profess. Sci. Mngmt. Admin. Waste	7.9%	6.6%	4.0%	8.4%
Public Administration	3.7%	3.1%	6.3%	0.6%
Retail Trade	13.6%	14.9%	10.8%	18.3%
Transpo., Wrhse., Utilities	3.9%	3.5%	3.9%	1.5%
Wholesale Trade	2.5%	2.1%	0.5%	4.0%
Avg. Daily Traffic Peak Highway	65,200	58,500	9,900	12,900

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Average Daily Traffic (ADT) reported by the Michigan Dept. of Transportation, 2014.

Demographic Profiles - Total and Vacant Housing Units
Saginaw County, Michigan with Selected Communities - 2014

Exhibit H.3

	Saginaw County	The City of Saginaw	The Village of St. Charles	The City of Zilwaukee
Total Housing Units (2014)	86,814	24,173	2,740	722
1, mobile, other	69,301	18,803	1,938	674
1 attached, 2	6,079	2,401	256	41
3 or 4	2,434	825	114	7
5 to 9	3,663	792	145	0
10 to 19	2,672	360	100	0
20 to 49	604	136	40	0
50 or more	2,061	856	147	0
Premium for Seasonal Households	0%	0%	0%	0%
Vacant (incl. Seasonal, Rented, Sold)	9,225	4,797	134	54
1, mobile, other	6,684	3,412	80	40
1 attached, 2	933	680	0	7
3 or 4	374	256	30	7
5 to 9	463	159	24	0
10 to 19	478	84	0	0
20 to 49	65	9	0	0
50 or more	228	197	0	0
Avail. (excl. Seasonal, Rented, Sold)	6,303	3,411	27	21
1, mobile, other	4,567	2,426	16	16
1 attached, 2	637	484	0	3
3 or 4	256	182	6	3
5 to 9	316	113	5	0
10 to 19	327	60	0	0
20 to 49	44	6	0	0
50 or more	156	140	0	0
Total by Reason for Vacancy (2014)	9,225	4,797	134	54
Available, For Rent	1,342	672	0	7
Available, For Sale	1,120	479	0	0
Available, Not Listed	<u>3,841</u>	<u>2,260</u>	<u>27</u>	<u>14</u>
Total Available	6,303	3,411	27	21
Seasonal, Recreation	430	37	0	0
Migrant Workers	0	0	0	0
Rented, Not Occupied	298	108	30	0
Sold, Not Occupied	<u>2,194</u>	<u>1,241</u>	<u>77</u>	<u>33</u>
Not Yet Occupied	2,492	1,349	107	33

Source: American Community Survey (ACS) 2009 - 2014 (5-yr estimates).
Analysis and exhibit prepared by LandUse|USA; 2016.

Demographic Profiles - Total and Vacant Housing Units
Saginaw County, Michigan with Selected Communities - 2014

Exhibit H.4

	Saginaw County	The Village of Birch Run	The Village of Chesaning	The City of Frankenmuth
Total Housing Units (2014)	86,814	682	1,166	2,505
1, mobile, other	69,301	427	825	1,503
1 attached, 2	6,079	36	103	362
3 or 4	2,434	42	66	99
5 to 9	3,663	103	104	239
10 to 19	2,672	69	27	33
20 to 49	604	5	41	50
50 or more	2,061	0	0	219
Premium for Seasonal Households	0%	0%	1%	1%
Vacant (incl. Seasonal, Rented, Sold)	9,225	67	146	198
1, mobile, other	6,684	20	86	142
1 attached, 2	933	0	24	56
3 or 4	374	8	13	0
5 to 9	463	15	10	0
10 to 19	478	24	0	0
20 to 49	65	0	13	0
50 or more	228	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	6,303	38	98	0
1, mobile, other	4,567	11	58	0
1 attached, 2	637	0	16	0
3 or 4	256	5	9	0
5 to 9	316	9	7	0
10 to 19	327	14	0	0
20 to 49	44	0	9	0
50 or more	156	0	0	0
Total by Reason for Vacancy (2014)	9,225	67	146	198
Available, For Rent	1,342	23	27	0
Available, For Sale	1,120	0	19	0
Available, Not Listed	<u>3,841</u>	<u>15</u>	<u>52</u>	<u>0</u>
Total Available	6,303	38	98	0
Seasonal, Recreation	430	3	17	69
Migrant Workers	0	0	0	0
Rented, Not Occupied	298	24	0	0
Sold, Not Occupied	<u>2,194</u>	<u>2</u>	<u>31</u>	<u>129</u>
Not Yet Occupied	2,492	26	31	129

Source: American Community Survey (ACS) 2009 - 2014 (5-yr estimates).
Analysis and exhibit prepared by LandUse|USA; 2016.

PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Selected Places | East Michigan Prosperity Region 5

Primary County	Isabella The City of Mt. Pleasant	Midland The City of Midland	Bay The City of Bay City	Saginaw The City of Saginaw
Jurisdiction Name				
2010 Population (Decennial Census)	26,016	41,863	34,932	51,508
2014 Population (5-yr ACS 2009-2014)	26,095	42,067	34,578	50,700
City/Village-Wide Planning Documents				
1 City-Wide Master Plan (not county)	1	1	1	1
2 Has a Zoning Ordinance Online	1	1	1	1
3 Considering a Form Based Code	1	1	1	1
4 Parks & Rec. Plan and/or Commiss.	1	1	1	1
Downtown Planning Documents				
5 Established DDA, BID, or Similar	1	1	1	1
6 DT Master Plan, Subarea Plan	1	1	1	1
7 Streetscape, Transp. Improv. Plan	1	1	0	1
8 Retail Market Study or Strategy	0	0	0	0
9 Residential Market Study, Strategy	0	0	1	1
10 Façade Improvement Program	1	1	0	0
Downtown Organization and Marketing				
11 Redevelopment Ready Community	1	1	0	1
12 Designation: Michigan Cool City	0	0	1	1
13 Member of Michigan Main Street	0	0	0	0
14 Facebook Page	1	1	1	1
Listing or Map of Merchants and Amenities				
15 City/Village Main Website	0	0	1	1
16 DDA, BID, or Main Street Website	0	1	1	1
17 Chamber or CVB Website	1	1	1	1
Subtotal Place Score (17 points possible)	11	12	12	14

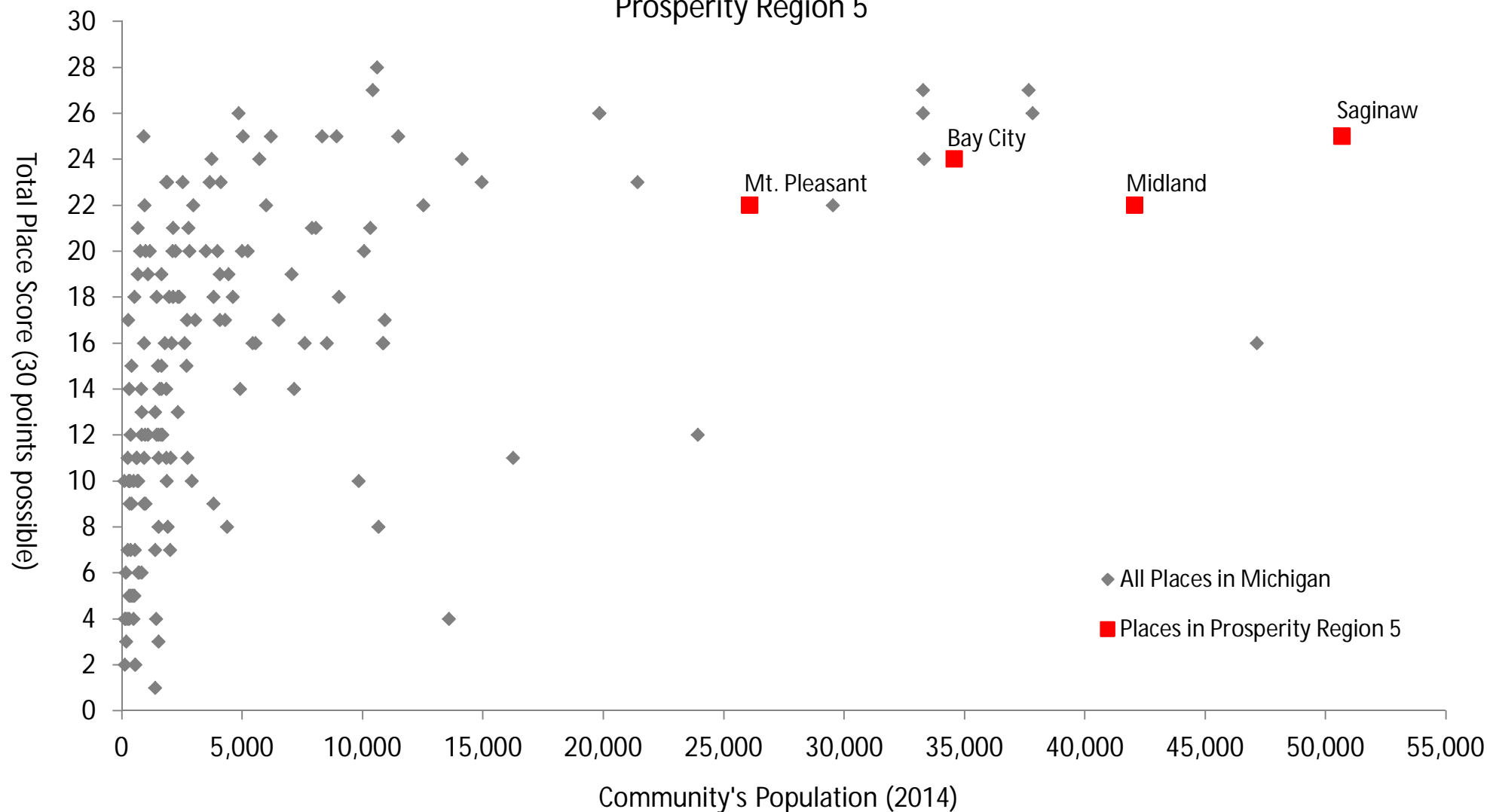
This PlaceScore assessment is based only on internet research, and has not been field verified. Analysis and assessment by LandUse|USA © 2016, and may reflect some input from local stakeholders. If a community's amenities and resources are not listed, then the challenge is to improve marking efforts, and ensure that the resources are available and easy to find through mainstream online search engines. The PlaceScore term and methodology is trademarked by LandUse|USA with all rights reserved.

PlaceScores™ - Local Placemaking Initiatives and Amenities
 (As evident through Online Search Engines)
 Selected Places | East Michigan Prosperity Region 5

Primary County	Isabella	Midland	Bay	Saginaw
Jurisdiction Name	The City of Mt. Pleasant	The City of Midland	The City of Bay City	The City of Saginaw
2010 Population (Decennial Census)	26,016	41,863	34,932	51,508
2014 Population (5-yr ACS 2009-2014)	26,095	42,067	34,578	50,700
Unique Downtown Amenities				
1 Cinema/Theater, Playhouse	1	0	1	1
2 Waterfront Access/Parks	1	1	1	1
3 Established Farmer's Market	1	1	1	1
4 Summer Music in the Park	1	1	1	1
5 National or Other Major Festival	0	0	1	1
Downtown Street and Environment				
6 Angle Parking (not parallel)	1	1	1	0
7 Reported Walk Score is 50+	1	1	1	1
8 Walk Score/1,000 Pop is 40+	0	0	0	0
9 Off Street Parking is Evident	1	1	1	1
10 2-Level Scale of Historic Buildings	1	1	1	1
11 Balanced Scale 2 Sides of Street	1	1	1	1
12 Pedestrian Crosswalks, Signaled	1	1	1	1
13 Two-way Traffic Flow	1	1	1	1
Subtotal Place Score (13 points possible)	11	10	12	11
Total Place Score (30 Points Possible)	22	22	24	25
Total Place Score per 1,000 Population	0.8	0.1	0.7	0.5
Reported Walk Score (avg. = 42)	88	70	84	78
Walk Score per 1,000 Population	3.4	1.7	2.4	1.5

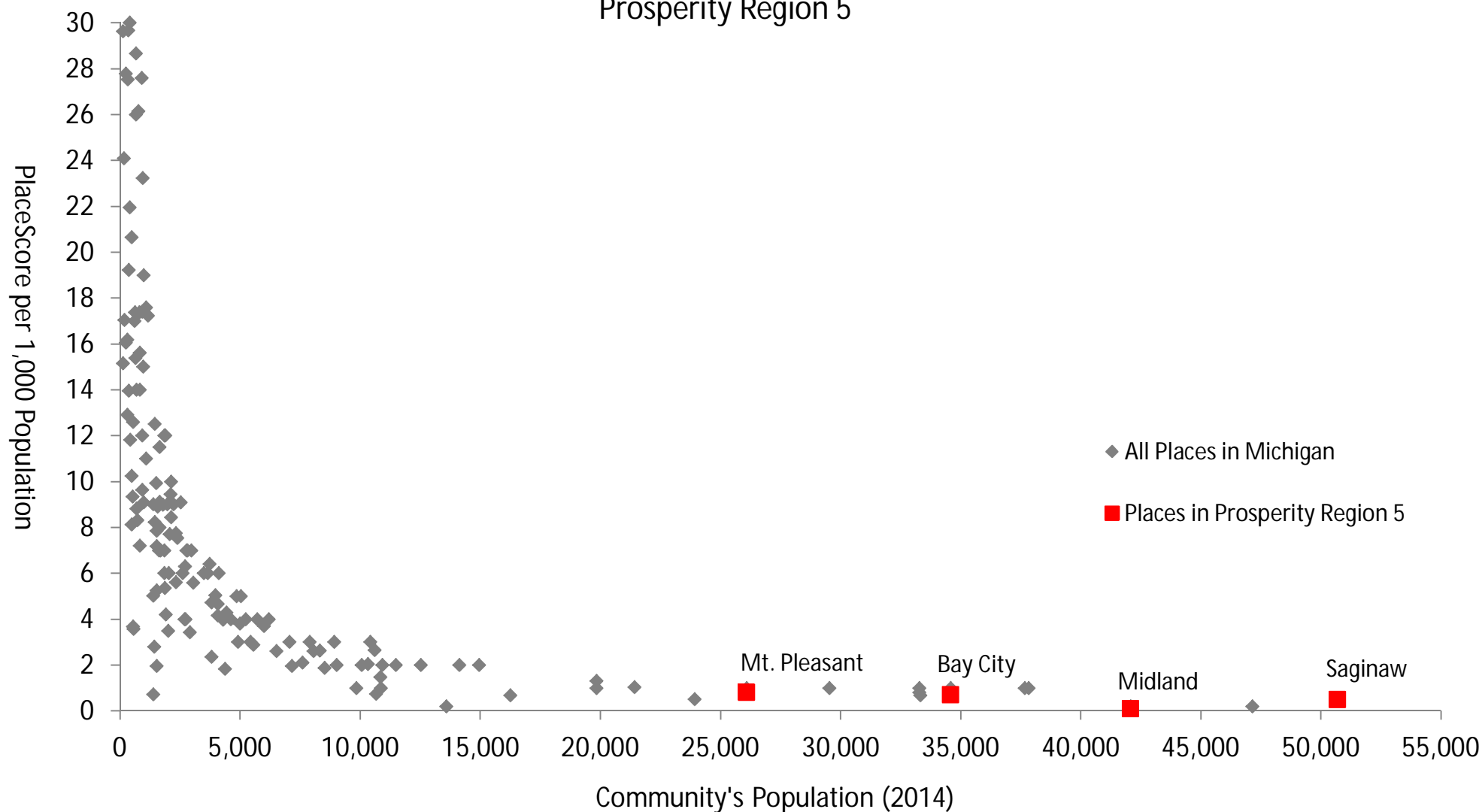
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Total PlaceScore™ v. Total Population
Places in East Central Michigan v. Others in Michigan
Prosperity Region 5



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.
Population is ACS 5-year estimates for 2010-2014. PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.

PlaceScore™ per 1,000 Population
Places in East Central Michigan v. Others in Michigan
Prosperity Region 5



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.
Population is ACS 5-year estimates for 2010-2014. PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.