



**TMA Summary Exhibits**  
**Bay County**  
**Michigan**  
**2016**

**Prepared by:**



**LandUseUSA**

**Prepared for:**

**East Central Michigan Prosperity Region 5**

**Michigan State  
Housing Development Authority**



**MSHDA**  
MICHIGAN STATE HOUSING  
DEVELOPMENT AUTHORITY

## Study Overview

This Residential Target Market Analysis (TMA) and study for Bay County reflects a collaborative effort of a diverse team of stakeholders. It has been funded through a matching grant provided by the Michigan State Housing Development Authority (MSHDA); and has also benefited from administrative support from the East Michigan Council of Governments (EMCOG). Through this initiative, LandUseUSA (a MSHDA-approved TMA consultant) has been engaged to conduct the study, which was completed in late 2016.

The study spans the East Central Michigan Prosperity Region 5, which includes Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, Midland, and Saginaw Counties. Results for each county are detailed in individual reports that can be found online at [www.emcog.org](http://www.emcog.org), along with an accompanying Regional Workbook. Contact information for the EMCOG and LandUseUSA is provided on the last page of this summary; and stakeholders are encouraged to email or call with any questions.

Results of the TMA have been used to identify Missing Middle Housing formats for developers and to encourage the development of unique products within that building typology. A description of the typology can be found in the Regional Workbook, and additional resources are also available online at [www.MissingMiddleHousing.com](http://www.MissingMiddleHousing.com).

The market potential from the TMA has been carefully aligned with housing formats to reflect the preferences of migrating target markets (lifestyle clusters) and their propensity to choose attached units in a variety of building sizes. The TMA also focuses on migrating target markets that have a high propensity to choose urban places to live, including downtowns and compact neighborhoods. Recommendations also reflect results of a real estate analysis and observations of existing choices throughout the county.

## Bay County Results

This short document summarizes the results for Bay County and includes a selection of tables and exhibits from the complete report. Summary Table A on the following page summarizes the results for the county, plus the cities of Bay City, Auburn, Essexville, and Pinconning. By matching unique housing formats with the preferences of migrating target markets, these places can benefit through population retention and growth.

Summary Table A

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

Annual Market Potential Aggressive Scenario	Detached Houses	Attached		Total Potential
		Duplex Triplex	Larger Formats	
The City of Bay City	1,479	335	1,130	2,944
Downtown Bay City				
0.5 Mile Ring	79	24	96	199
1.0 Mile Ring	627	192	656	1,475
The City of Auburn	36	7	46	89
The City of Essexville	67	8	29	104
The City of Pinconning	29	3	19	51
Subtotal 3 Listed Cities	132	18	94	244
<u>Townships &amp; Other Places</u>	<u>1,232</u>	<u>289</u>	<u>1,561</u>	<u>3,082</u>
Bay County Total	2,843	642	2,785	6,270
Format as a Share of Total				
The City of Bay City	50%	11%	39%	100%
Bay County	45%	10%	45%	100%

**“Slide” by Building Format**

Summary Table B on the next page demonstrates the TMA results for Downtown Bay City by building size, before and after some adjustments. The adjustments apply a “slide” to align the market potential with the most appropriate building sizes. For example, within 0.5 miles of downtown Bay City, there is an annual market potential for 19 units in buildings with 100 or more units. Assuming that one large building can capture a 100% market share (which is unlikely), this implies that it would take at least five years to fill one 100-unit building.

Instead of waiting five years to fill one large building, the market potential can be fitted to several buildings that are smaller and more appropriately sized. These adjustments are shown in the following table.

Summary Table B

Annual Market Potential – “Slide” along Formats (in Units)

71 Lifestyle Clusters – Aggressive Scenario

Downtown Rings – The City of Bay City, 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	79	79	627	627
2   Side-by-Side & Stacked	7	6	61	60
3   Side-by-Side & Stacked	17	16	131	129
4   Side-by-Side & Stacked	7	8	65	64
5-9   Townhouse, Live-Work	36	37	269	273
10+   Multiplex: Small	10	10	67	67
20+   Multiplex: Large	13	43	78	78
50+   Midrise: Small	11	.	66	66
100+   Midrise: Large	19	.	111	111
Subtotal Attached	120	120	848	848

The following page displays Summary Table C, which demonstrates the results and adjustments for each of Bay County’s four cities. As shown, the annual market potential has been reallocated to building sizes that are most appropriate for each place. For example, the City of Pinconning’s annual market potential for 9 units in relatively over-sized buildings (i.e., buildings with 20+ units each) has been more appropriately fitted to smaller buildings with 10+ units each. Ideally, any new-builds will be developed with Missing Middle Housing formats, such as townhouses, row houses, or lofts/flats.

Summary Table C

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

Number of Units Unadjusted Model Results	The City of Bay City	The City of Auburn	The City of Essexville	The City of Pinconning
1   Detached Houses	1,479	36	67	29
2   Side-by-Side & Stacked	108	2	3	.
3   Side-by-Side & Stacked	227	5	5	3
4   Side-by-Side & Stacked	113	3	4	1
5-9   Townhouse, Live-Work	485	14	17	6
10+   Multiplex: Small	114	8	2	3
20+   Multiplex: Large	132	7	2	4
50+   Midrise: Small	108	5	1	2
100+   Midrise: Large	178	9	3	3
Subtotal Attached	1,465	53	37	22
Number of Units Adjusted for “Slide”	The City of Bay City	The City of Auburn	The City of Essexville	The City of Pinconning
1   Detached Houses	1,479	36	67	29
2   Side-by-Side & Stacked	108	2	2	.
3   Side-by-Side & Stacked	225	3	3	3
4   Side-by-Side & Stacked	112	4	4	.
5-9   Townhouse, Live-Work	488	14	16	7
10+   Multiplex: Small	114	10	10	12
20+   Multiplex: Large	132	20	.	.
50+   Midrise: Small	108	.	.	.
100+   Midrise: Large	178	.	.	.
Subtotal Attached	1,465	53	37	22

## Attachments

All of the exhibits attached to this summary are excerpts from the complete TMA report and document, and they include the following:

- a) Histograms comparing the market potential to current supply by building size.
- b) Tables showing the market potential among all 71 lifestyle clusters, and among two subsets that represent moderate and upscale target markets.
- c) Histograms demonstrating the most prevalent households living in each respective county and place, by lifestyle cluster.

The complete report and Regional Workbook both include additional information on the upscale and moderate target markets. Interested stakeholders are encouraged to review both documents to become familiar with the terminology and the preferences of these migrating households.

## 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](http://www.emcog.org), or by contacting Jane Fitzpatrick at the email or phone number shown below.

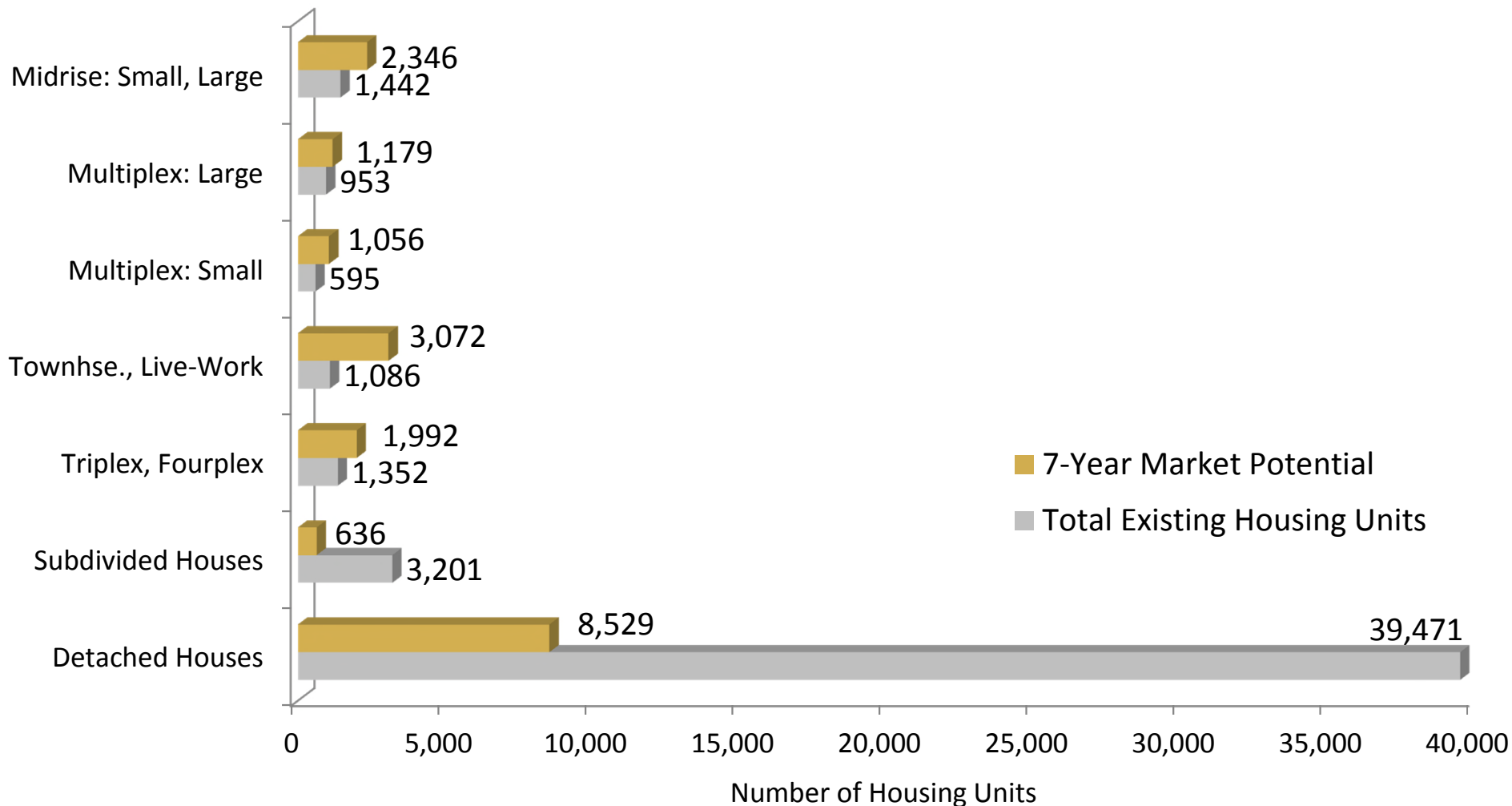
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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUseUSA.

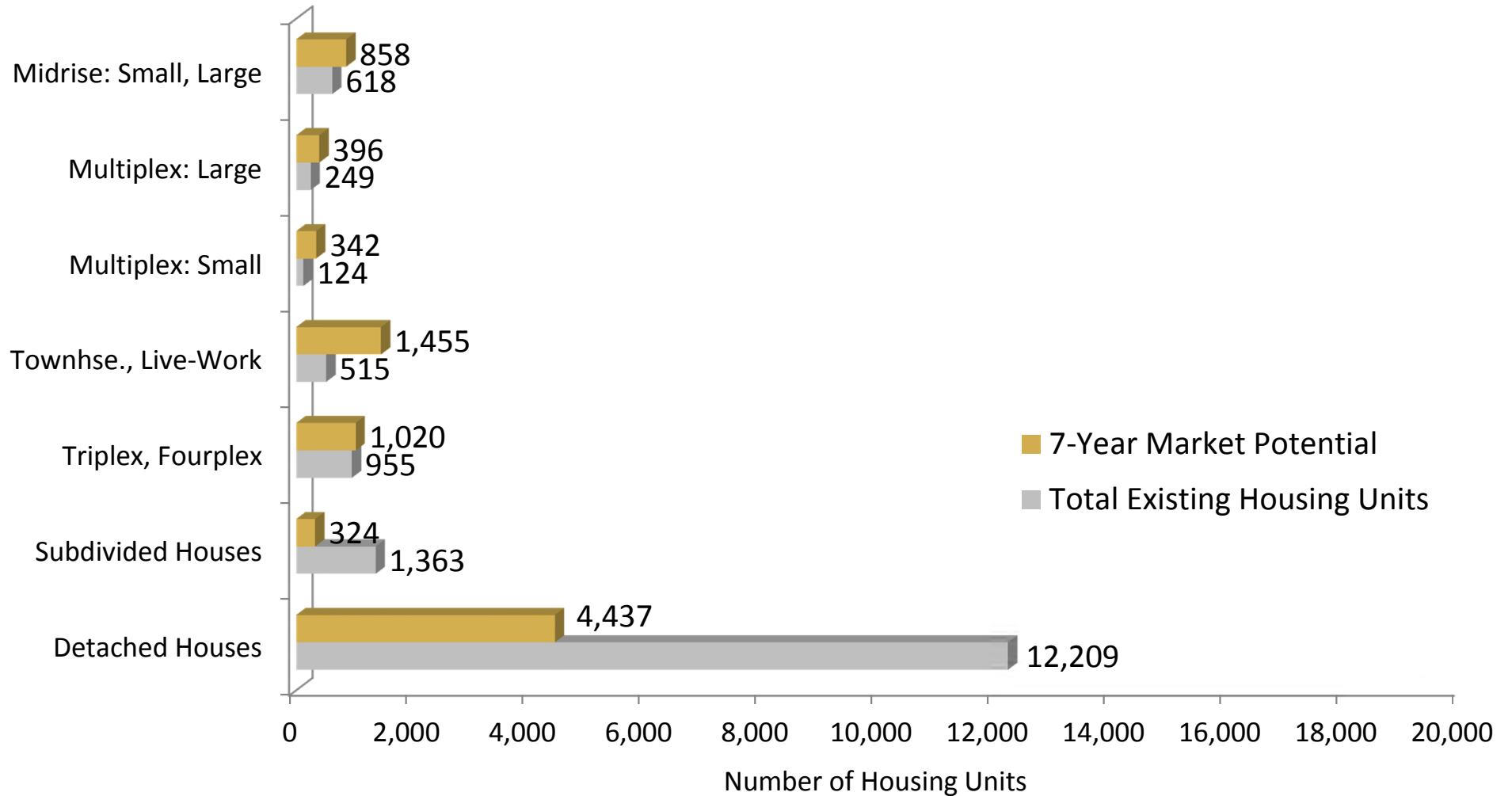
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3-Year Market Potential v. Total Existing Housing Units  
 All 71 Lifestyle Clusters - Aggressive Scenario  
 Bay County | ECM Prosperity Region 5 | 2016 - 2018



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 Bay City | Bay 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.



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

AGGRESSIVE SCENARIO	City of Bay City 71 Lifestyle Clusters			Bay City - 0.5 Mi. Ring 71 Lifestyle Clusters			Bay City - 1.0 Mi. Ring 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	2,944	711	2,233	199	32	167	1,475	255	1,220
1   Detached Houses	1,479	692	787	79	29	50	627	245	382
2   Side-by-Side & Stacked	108	3	105	7	0	7	61	1	60
3   Side-by-Side & Stacked	227	0	227	17	0	17	131	0	131
4   Side-by-Side & Stacked	113	0	113	7	0	7	65	0	65
5-9   Townhse., Live-Work	485	2	483	36	0	36	269	0	269
10-19   Multiplex: Small	114	1	113	10	0	10	67	1	66
20-49   Multiplex: Large	132	3	129	13	1	12	78	2	76
50-99   Midrise: Small	108	4	104	11	1	10	66	3	63
100+   Midrise: Large	178	6	172	19	1	18	111	3	108
Total Units	2,944	711	2,233	199	32	167	1,475	255	1,220
Detached Houses	1,479	692	787	79	29	50	627	245	382
Duplexes & Triplexes	335	3	332	24	0	24	192	1	191
Other Attached Formats	1,130	16	1,114	96	3	93	656	9	647

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

AGGRESSIVE SCENARIO	City of Bay City 71 Lifestyle Clusters			City of Bay City Upscale Target Markets			City of Bay City Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	2,944	711	2,233	401	90	311	1,407	21	1,386
1   Detached Houses	1,479	692	787	200	88	112	255	7	248
2   Side-by-Side & Stacked	108	3	105	11	1	10	83	0	83
3   Side-by-Side & Stacked	227	0	227	19	0	19	188	0	188
4   Side-by-Side & Stacked	113	0	113	13	0	13	94	0	94
5-9   Townhse., Live-Work	485	2	483	62	1	61	359	0	359
10-19   Multiplex: Small	114	1	113	26	0	26	86	1	85
20-49   Multiplex: Large	132	3	129	22	0	22	108	3	105
50-99   Midrise: Small	108	4	104	14	0	14	93	4	89
100+   Midrise: Large	178	6	172	34	0	34	141	6	135
<b>Total Units</b>	<b>2,944</b>	<b>711</b>	<b>2,233</b>	<b>401</b>	<b>90</b>	<b>311</b>	<b>1,407</b>	<b>21</b>	<b>1,386</b>
Detached Houses	1,479	692	787	200	88	112	255	7	248
Duplexes & Triplexes	335	3	332	30	1	29	271	0	271
Other Attached Formats	1,130	16	1,114	171	1	170	881	14	867

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.  
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Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO  
 Number of Units (New and/or Rehab) by Tenure and Building Form  
 Places in Bay COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Auburn 71 Lifestyle Clusters			City of Essexville 71 Lifestyle Clusters			City of Pinconning 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	89	15	74	104	17	87	51	13	38
1   Detached Houses	36	15	21	67	17	50	29	13	16
2   Side-by-Side & Stacked	2	0	2	3	0	3	0	0	0
3   Side-by-Side & Stacked	5	0	5	5	0	5	3	0	3
4   Side-by-Side & Stacked	3	0	3	4	0	4	1	0	1
5-9   Townhse., Live-Work	14	0	14	17	0	17	6	0	6
10-19   Multiplex: Small	8	0	8	2	0	2	3	0	3
20-49   Multiplex: Large	7	0	7	2	0	2	4	0	4
50-99   Midrise: Small	5	0	5	1	0	1	2	0	2
100+   Midrise: Large	9	0	9	3	0	3	3	0	3
Total Units	89	15	74	104	17	87	51	13	38
Detached Houses	36	15	21	67	17	50	29	13	16
Duplexes & Triplexes	7	0	7	8	0	8	3	0	3
Other Attached Formats	46	0	46	29	0	29	19	0	19

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

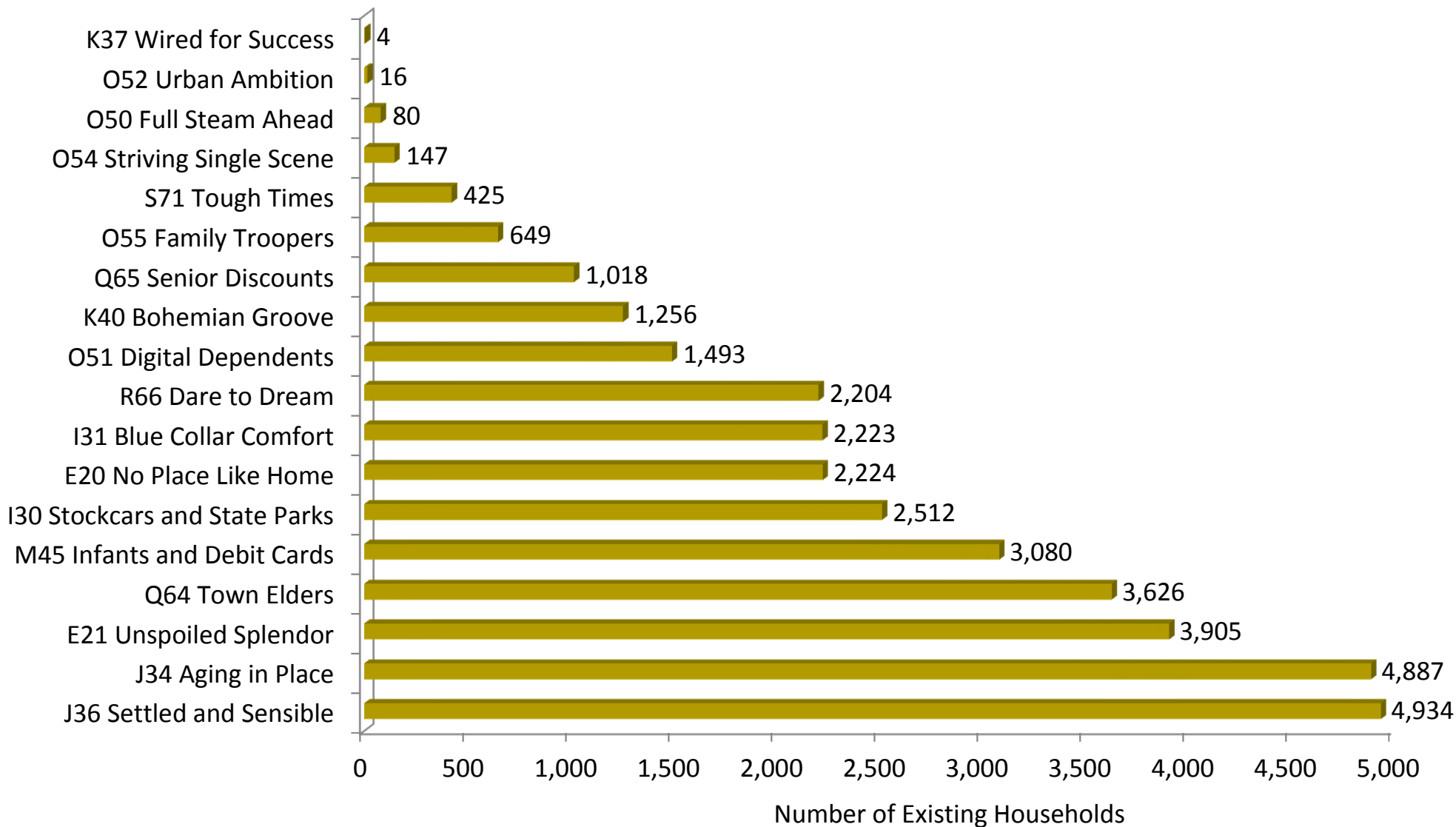
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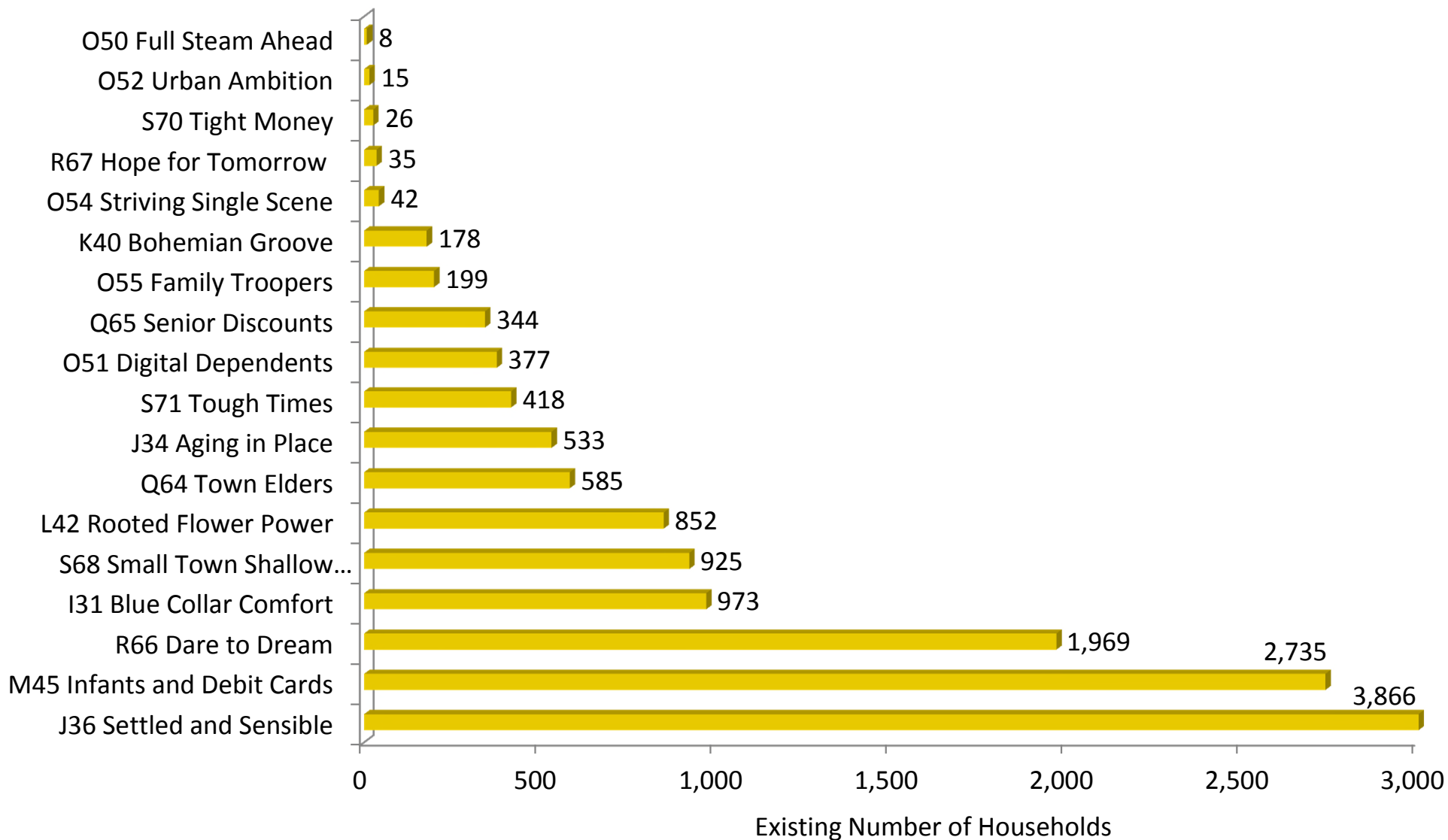
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Existing Households by Predominant Lifestyle Cluster  
 Bay COUNTY | ECM Prosperity Region 5 | Year 2015



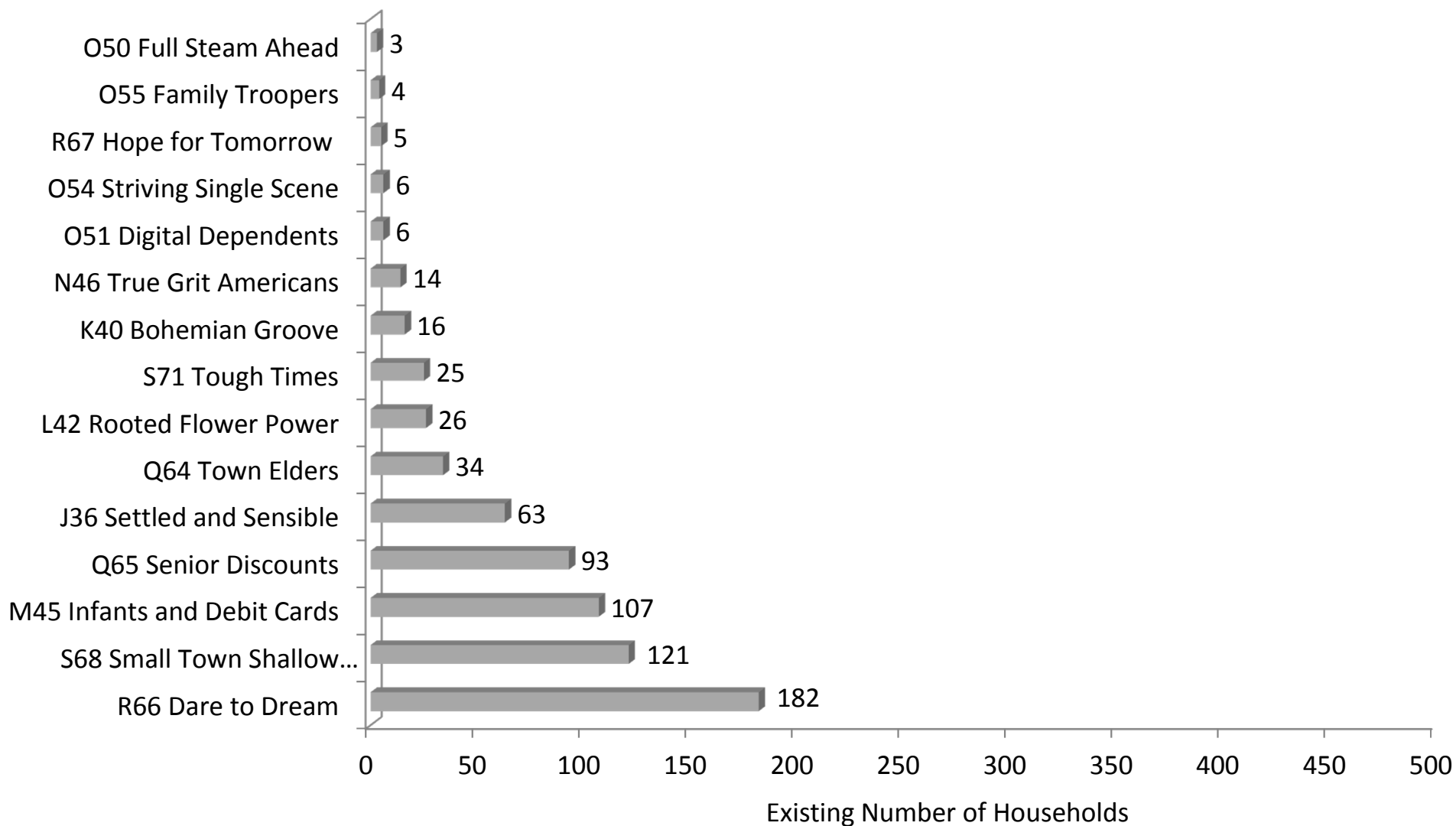
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



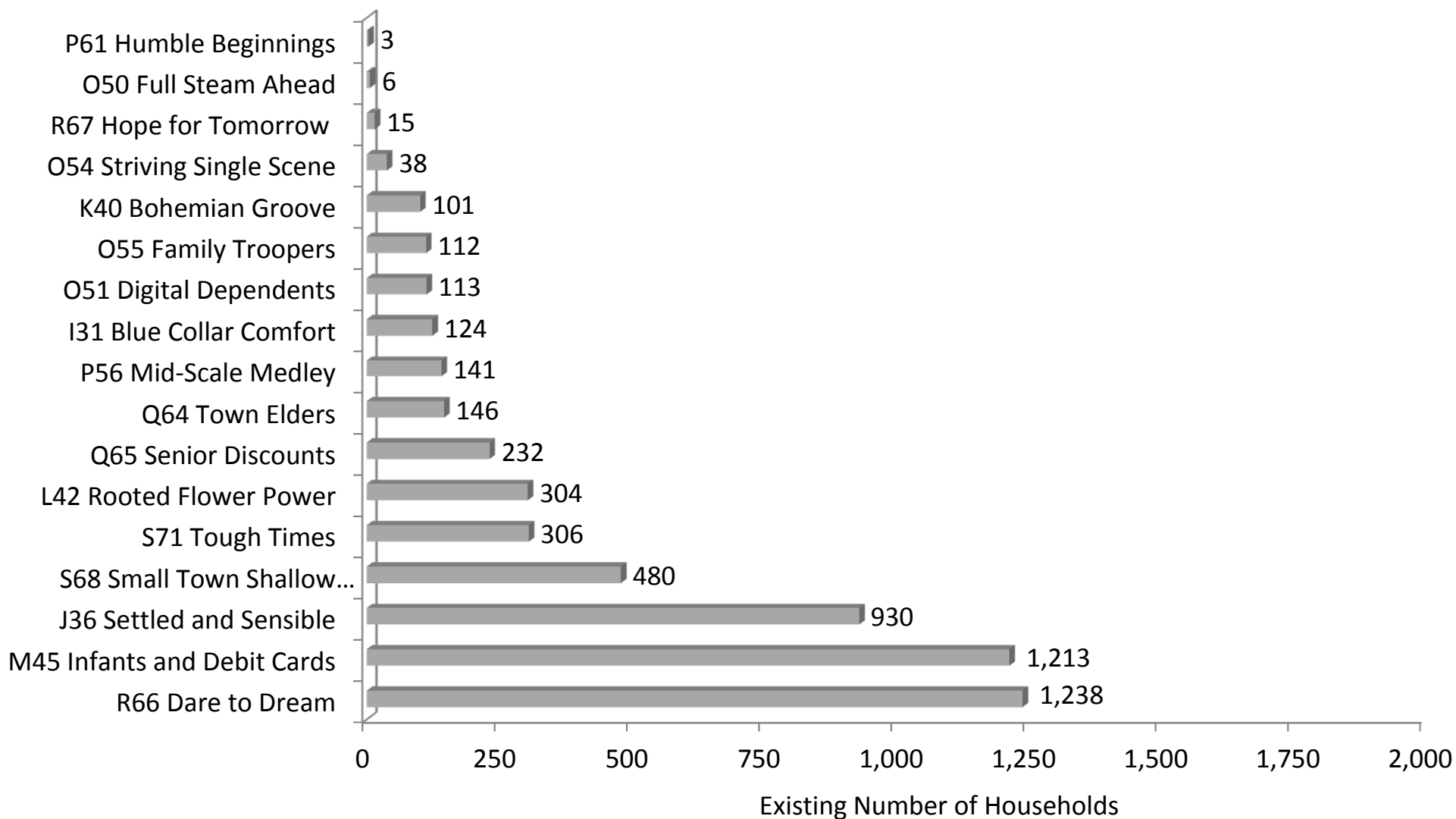
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

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



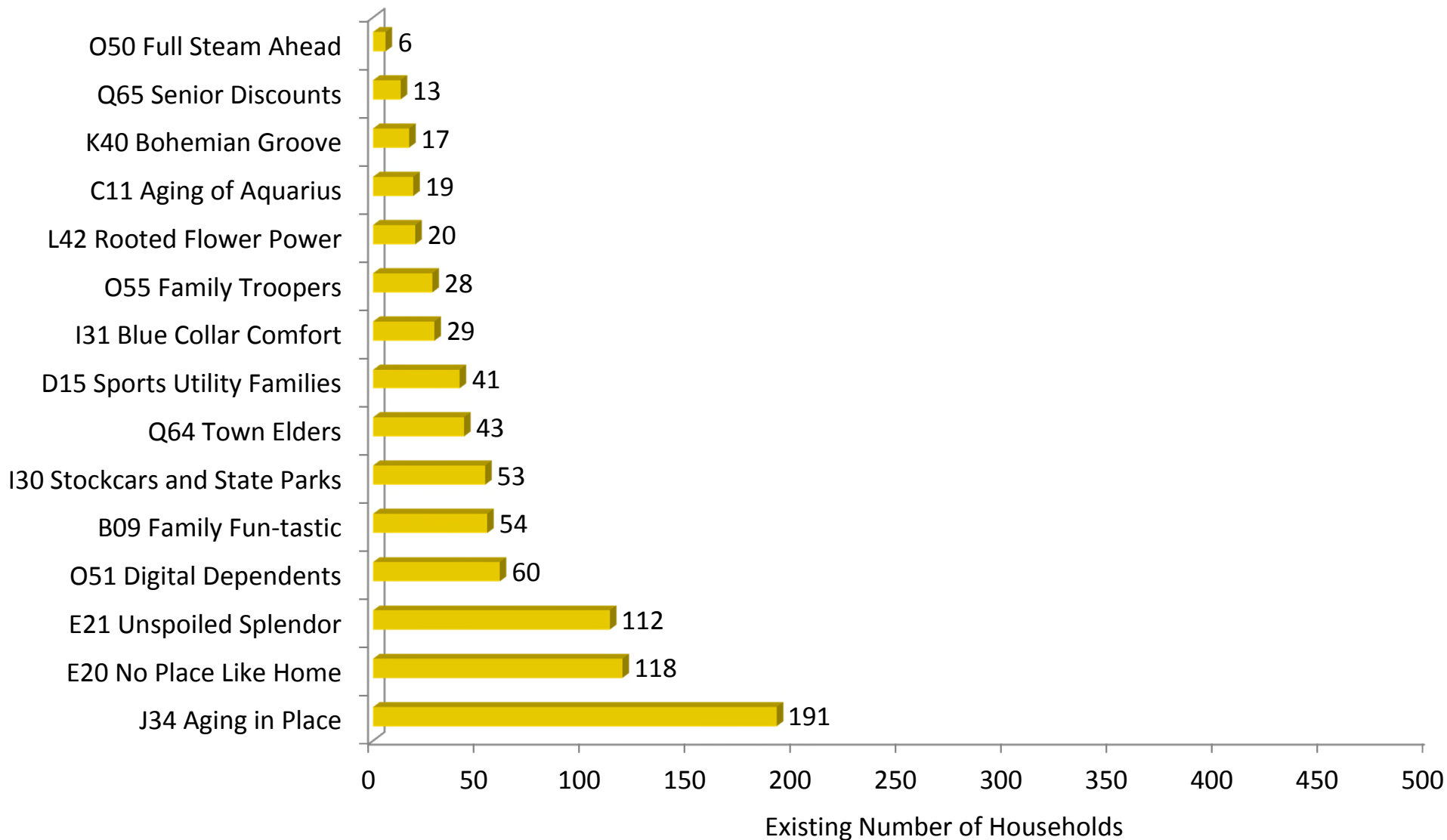
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
 1.0 Mile Radius Around the Downtown  
 The City of Bay City, 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.

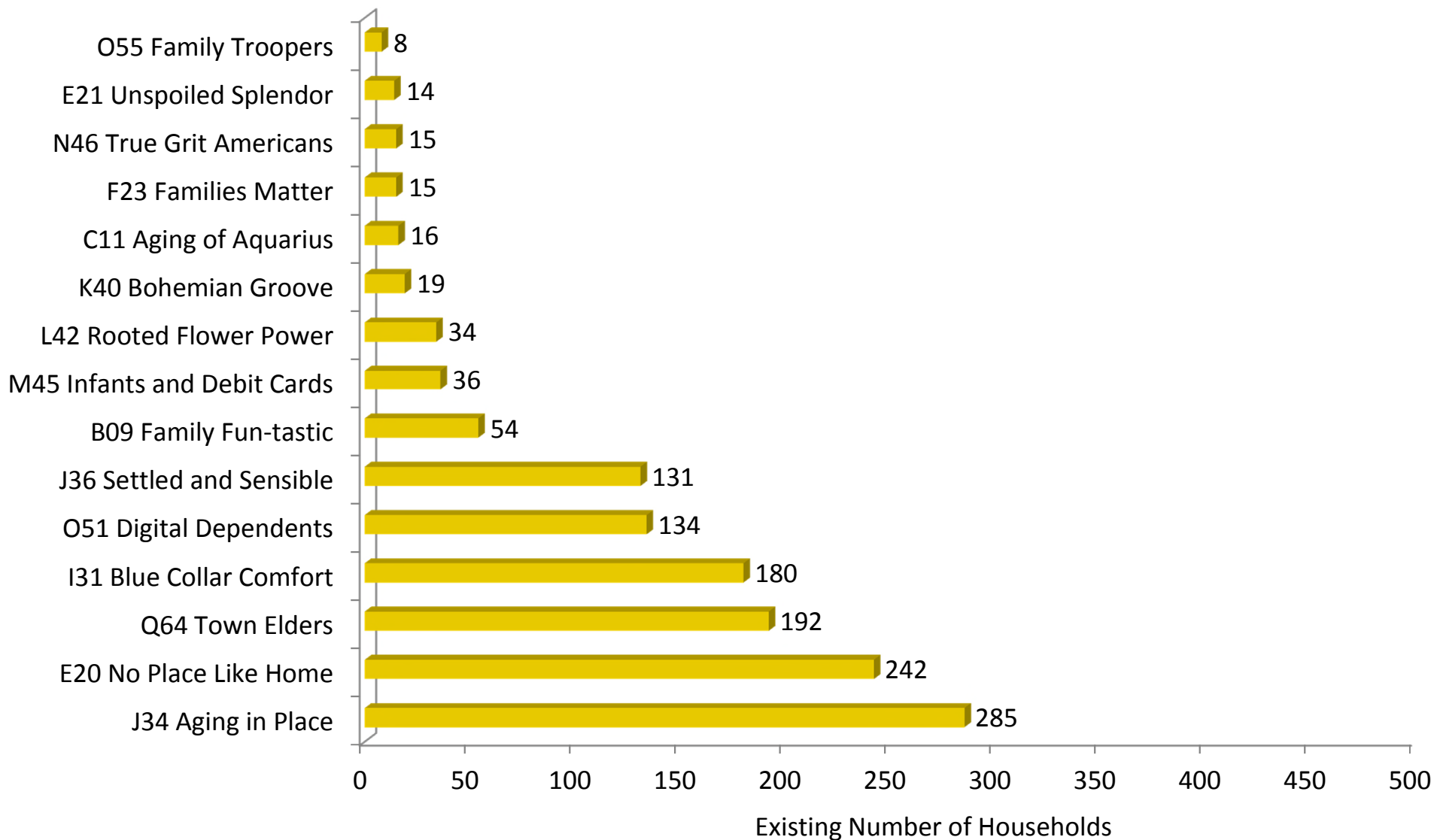
Existing Households by Predominant Lifestyle Cluster  
 The City of Auburn | Bay County, Michigan | Year 2015



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.

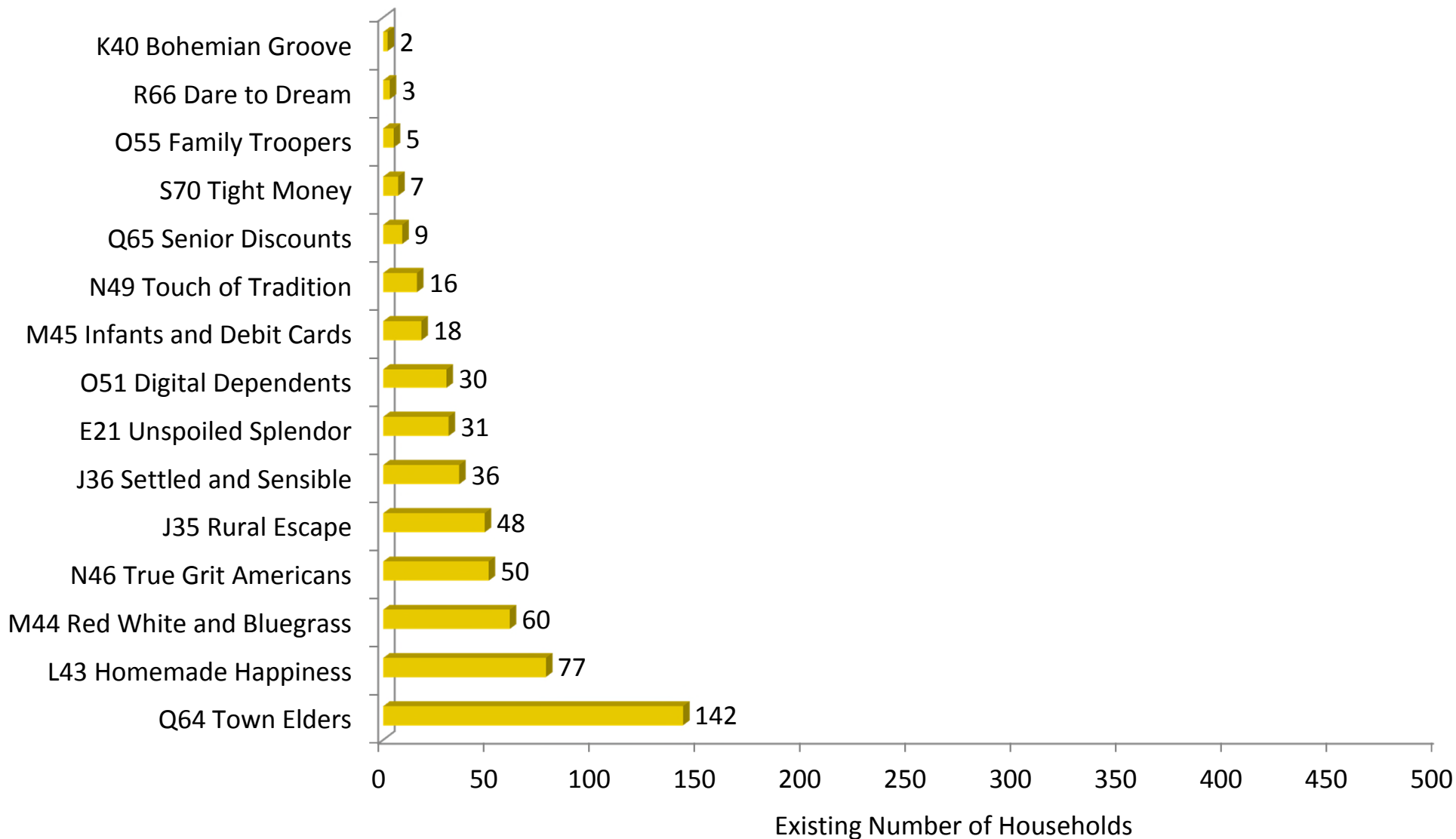


Existing Households by Predominant Lifestyle Cluster  
 The City of Essexville | Bay County, Michigan | Year 2015



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 Pinconning | Bay 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.