



TMA Summary Exhibits
Gladwin 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 Gladwin 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, 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.

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.

Gladwin County Results

This short document summarizes the results for Gladwin 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 Gladwin and Beaverton. 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
 Gladwin 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 Gladwin	67	16	111	194
The City of Beaverton	18	6	43	67
Subtotal 2 Listed Places	85	22	154	261
<u>Surrounding Townships</u>	<u>423</u>	<u>43</u>	<u>295</u>	<u>761</u>
Gladwin County Total	508	65	449	1,022
Format as a Share of Total				
Two Urban Places	33%	8%	59%	100%
Gladwin County	50%	6%	44%	100%

“Slide” by Building Format

Summary Table B on the next page demonstrates the TMA results for Gladwin County and the City of Clare 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, in the City of Gladwin, there is an annual market potential for 33 units in buildings with 50 or more units. Assuming that one large building can capture a 50% market share (which is exceptionally high), this implies that it would take at least three years to fill one 50+ unit building. Instead of waiting three 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

Gladwin County and the City of Gladwin, Michigan – 2016

Number of Units by Building Format/Size	Gladwin County		The City of Gladwin	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 Detached Houses	508	508	67	67
2 Side-by-Side & Stacked	25	24	5	4
3 Side-by-Side & Stacked	40	39	11	9
4 Side-by-Side & Stacked	24	24	5	4
5-9 Townhouse, Live-Work	140	142	34	38
10+ Multiplex: Small	68	68	16	16
20+ Multiplex: Large	98	98	23	56
50+ Midrise: Small	55	119	15	.
100+ Midrise: Large	64	.	18	.
Subtotal Attached	514	514	127	127

The following page displays Summary Table C, which repeats the results for the City of Gladwin, plus the City of Beaverton. As shown, the annual market potential has been reallocated to building sizes that are most appropriate for each place. For example, the City of Gladwin’s annual market potential for 33 units in relatively over-sized buildings (i.e., buildings with 50+ units each) has been more appropriately fitted to smaller buildings with 20+ 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 Gladwin County – ECM Prosperity Region 5 – 2016

Number of Units Unadjusted Model Results	Gladwin County	The City of Gladwin	The City of Beaverton
1 Detached Houses	508	67	18
2 Side-by-Side & Stacked	25	5	3
3 Side-by-Side & Stacked	40	11	3
4 Side-by-Side & Stacked	24	5	2
5-9 Townhouse, Live-Work	140	34	12
10+ Multiplex: Small	68	16	8
20+ Multiplex: Large	98	23	11
50+ Midrise: Small	55	15	6
100+ Midrise: Large	64	18	4
Subtotal Attached	514	127	49
Number of Units Adjusted for “Slide”	Gladwin County	The City of Gladwin	The City of Beaverton
1 Detached Houses	508	67	18
2 Side-by-Side & Stacked	24	4	2
3 Side-by-Side & Stacked	39	9	3
4 Side-by-Side & Stacked	24	4	4
5-9 Townhouse, Live-Work	142	38	11
10+ Multiplex: Small	68	16	8
20+ Multiplex: Large	98	56	21
50+ Midrise: Small	119	.	.
100+ Midrise: Large	.	.	.
Subtotal Attached	514	127	49

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, or by contacting Jane Fitzpatrick at the email or phone number shown below.

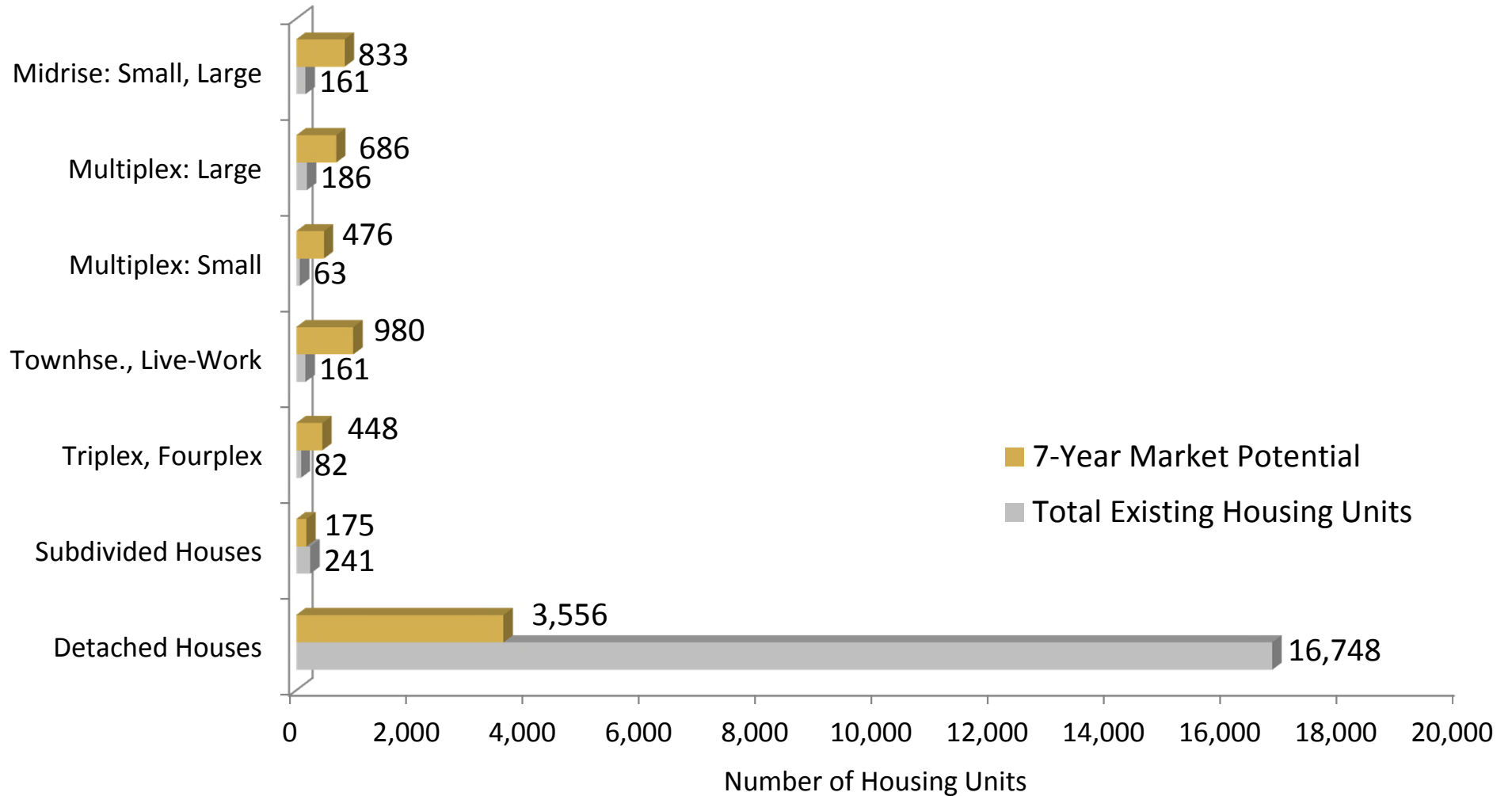
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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUseUSA.

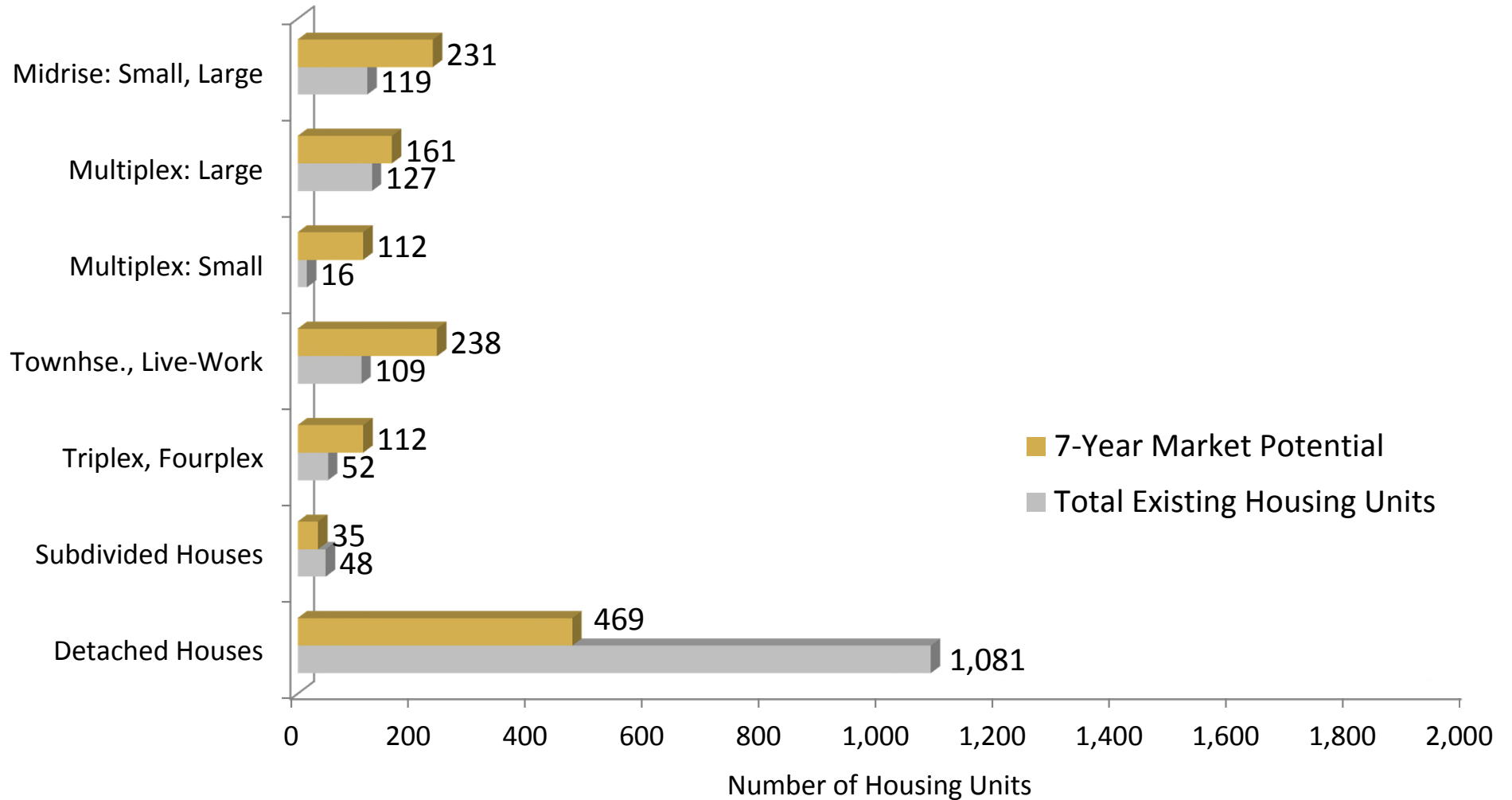
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7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Gladwin County | ECM Prosperity Region 5 | 2016 - 2022



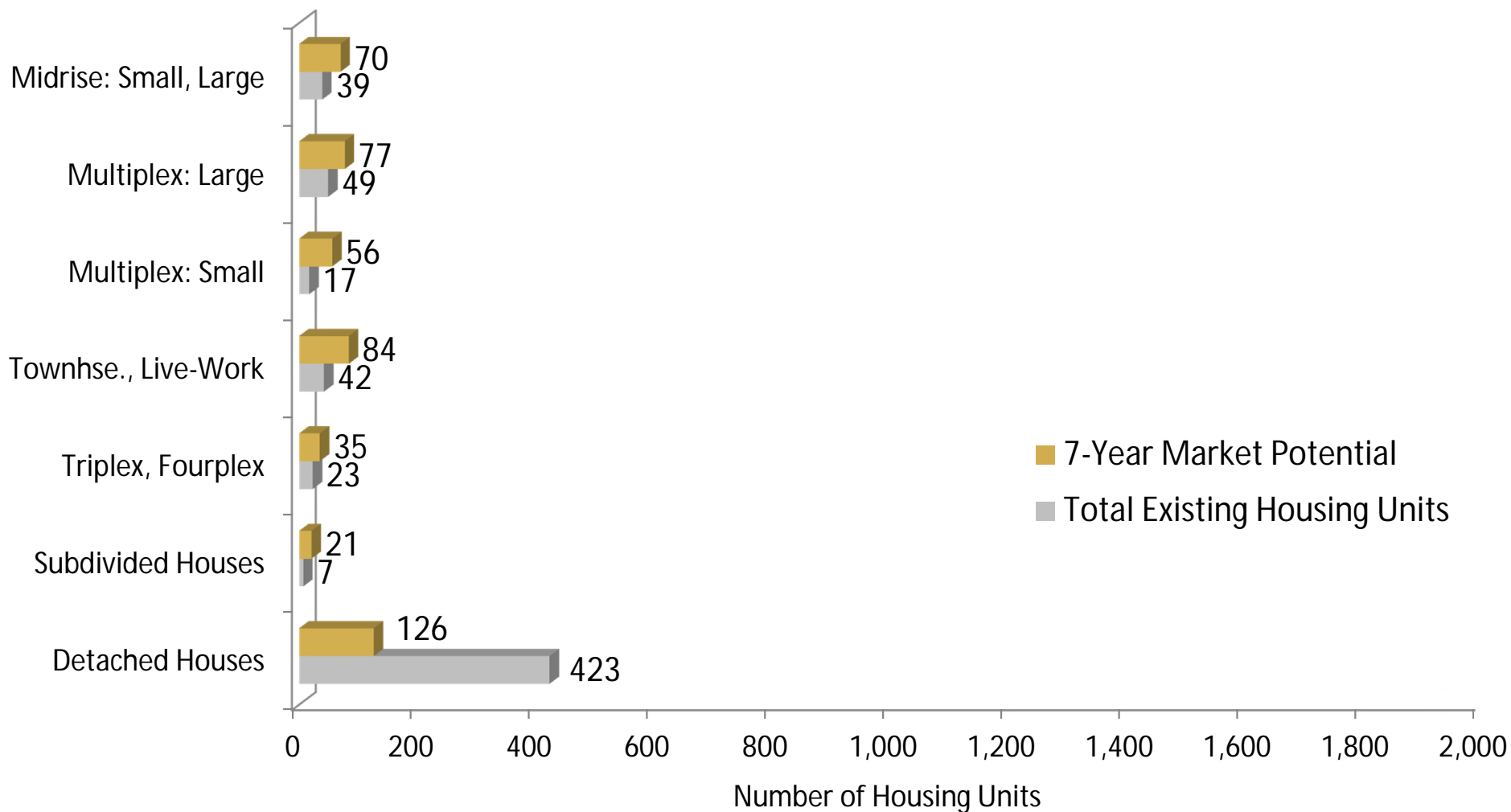
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 The City of Gladwin | Gladwin County | 2016 - 2022



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.

7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 The City of Beaverton | Gladwin County | 2016 - 2022



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 Gladwin COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Beaverton 71 Lifestyle Clusters			City of Beaverton Upscale Target Markets			City of Beaverton Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	67	7	60	7	2	5	50	0	50
1 Detached Houses	18	7	11	6	2	4	2	0	2
2 Side-by-Side & Stacked	3	0	3	0	0	0	3	0	3
3 Side-by-Side & Stacked	3	0	3	0	0	0	3	0	3
4 Side-by-Side & Stacked	2	0	2	0	0	0	2	0	2
5-9 Townhse., Live-Work	12	0	12	1	0	1	11	0	11
10-19 Multiplex: Small	8	0	8	0	0	0	8	0	8
20-49 Multiplex: Large	11	0	11	0	0	0	11	0	11
50-99 Midrise: Small	6	0	6	0	0	0	6	0	6
100+ Midrise: Large	4	0	4	0	0	0	4	0	4
Total Units	67	7	60	7	2	5	50	0	50
Detached Houses	18	7	11	6	2	4	2	0	2
Duplexes & Triplexes	6	0	6	0	0	0	6	0	6
Other Attached Formats	43	0	43	1	0	1	42	0	42

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 Gladwin COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Gladwin 71 Lifestyle Clusters			City of Gladwin Upscale Target Markets			City of Gladwin Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	194	15	179	31	1	30	104	0	104
1 Detached Houses	67	15	52	10	1	9	5	0	5
2 Side-by-Side & Stacked	5	0	5	1	0	1	3	0	3
3 Side-by-Side & Stacked	11	0	11	3	0	3	7	0	7
4 Side-by-Side & Stacked	5	0	5	2	0	2	3	0	3
5-9 Townhse., Live-Work	34	0	34	8	0	8	21	0	21
10-19 Multiplex: Small	16	0	16	2	0	2	14	0	14
20-49 Multiplex: Large	23	0	23	2	0	2	21	0	21
50-99 Midrise: Small	15	0	15	1	0	1	14	0	14
100+ Midrise: Large	18	0	18	2	0	2	16	0	16
Total Units	194	15	179	31	1	30	104	0	104
Detached Houses	67	15	52	10	1	9	5	0	5
Duplexes & Triplexes	16	0	16	4	0	4	10	0	10
Other Attached Formats	111	0	111	17	0	17	89	0	89

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

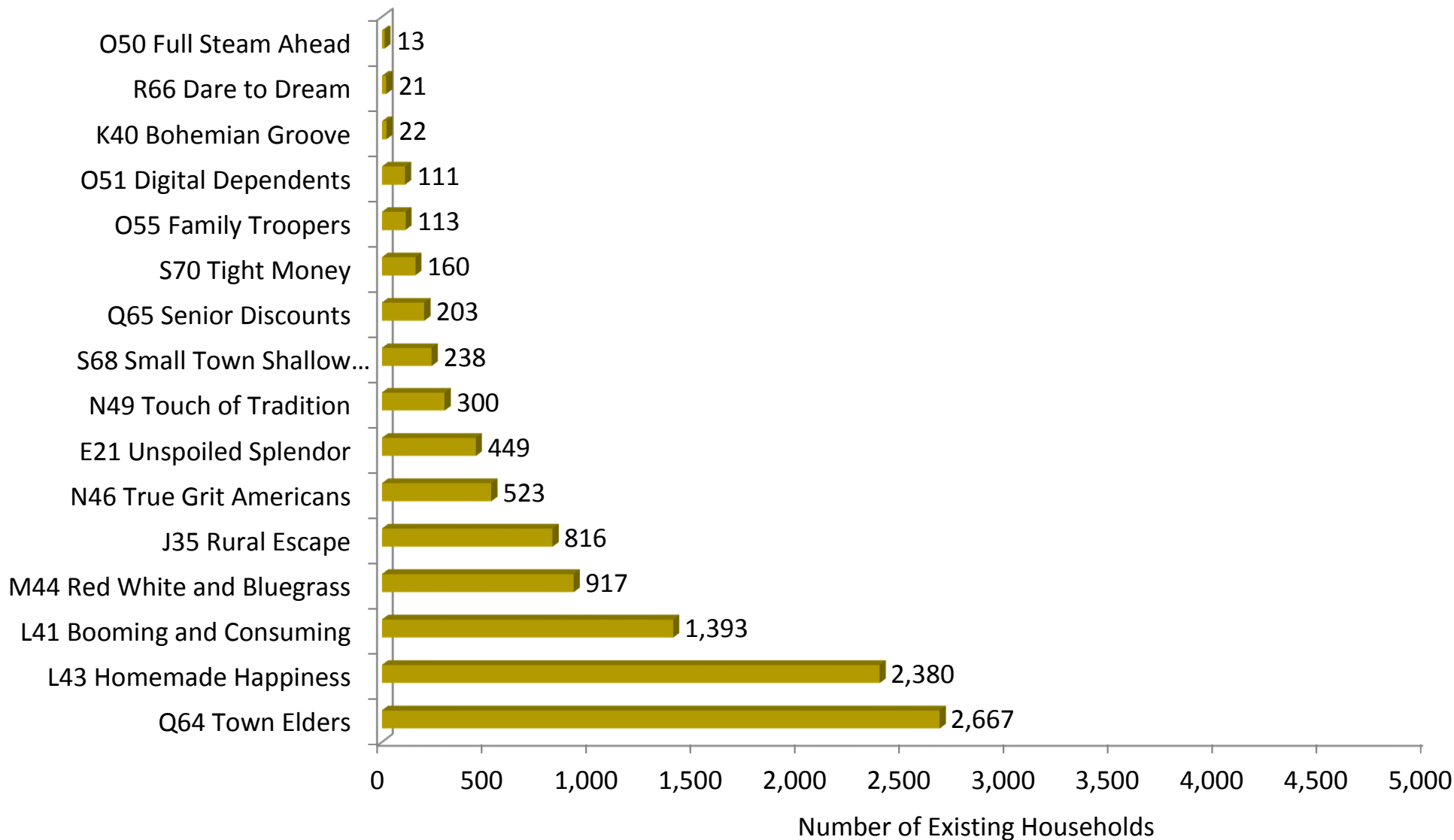
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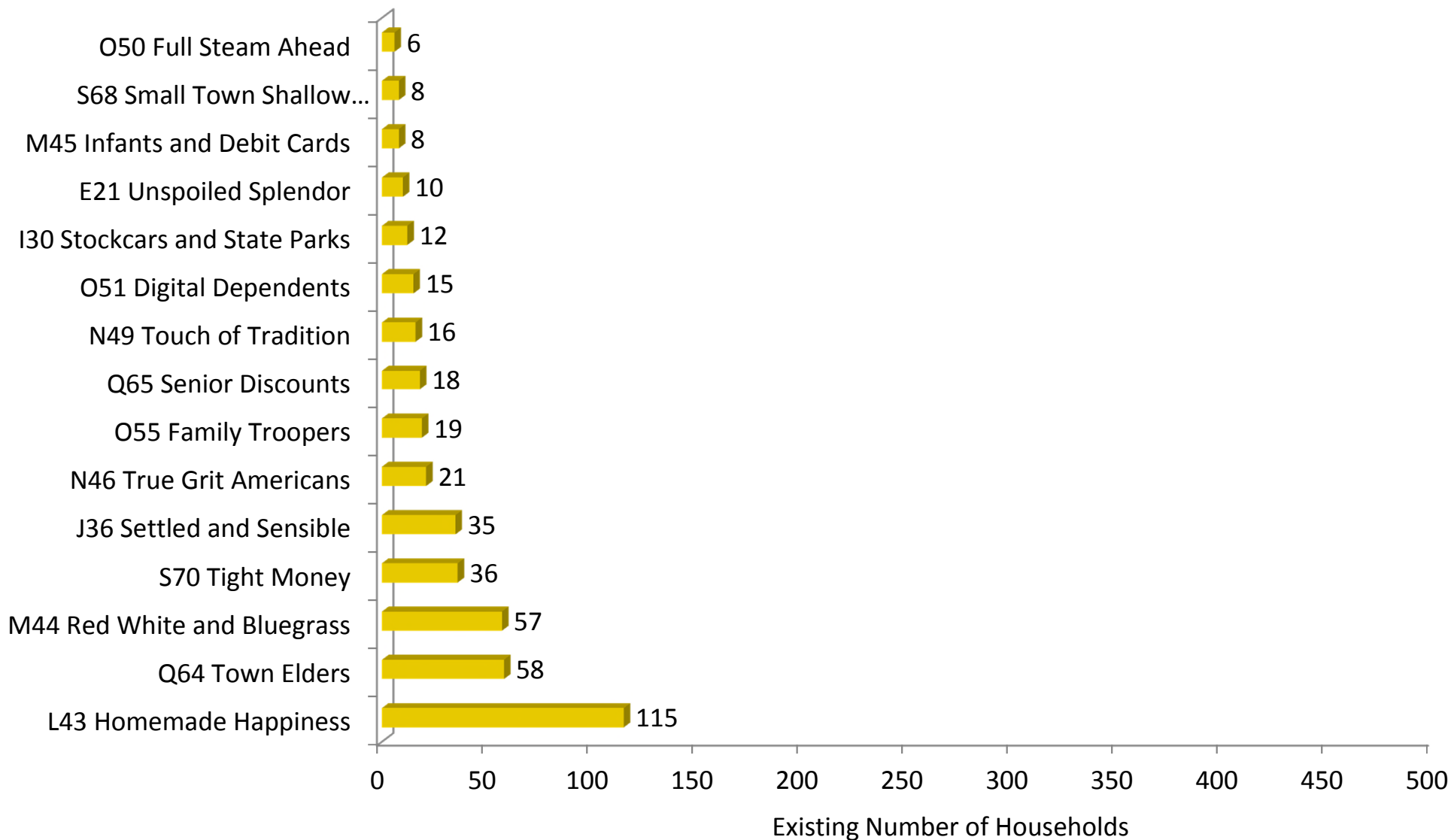
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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



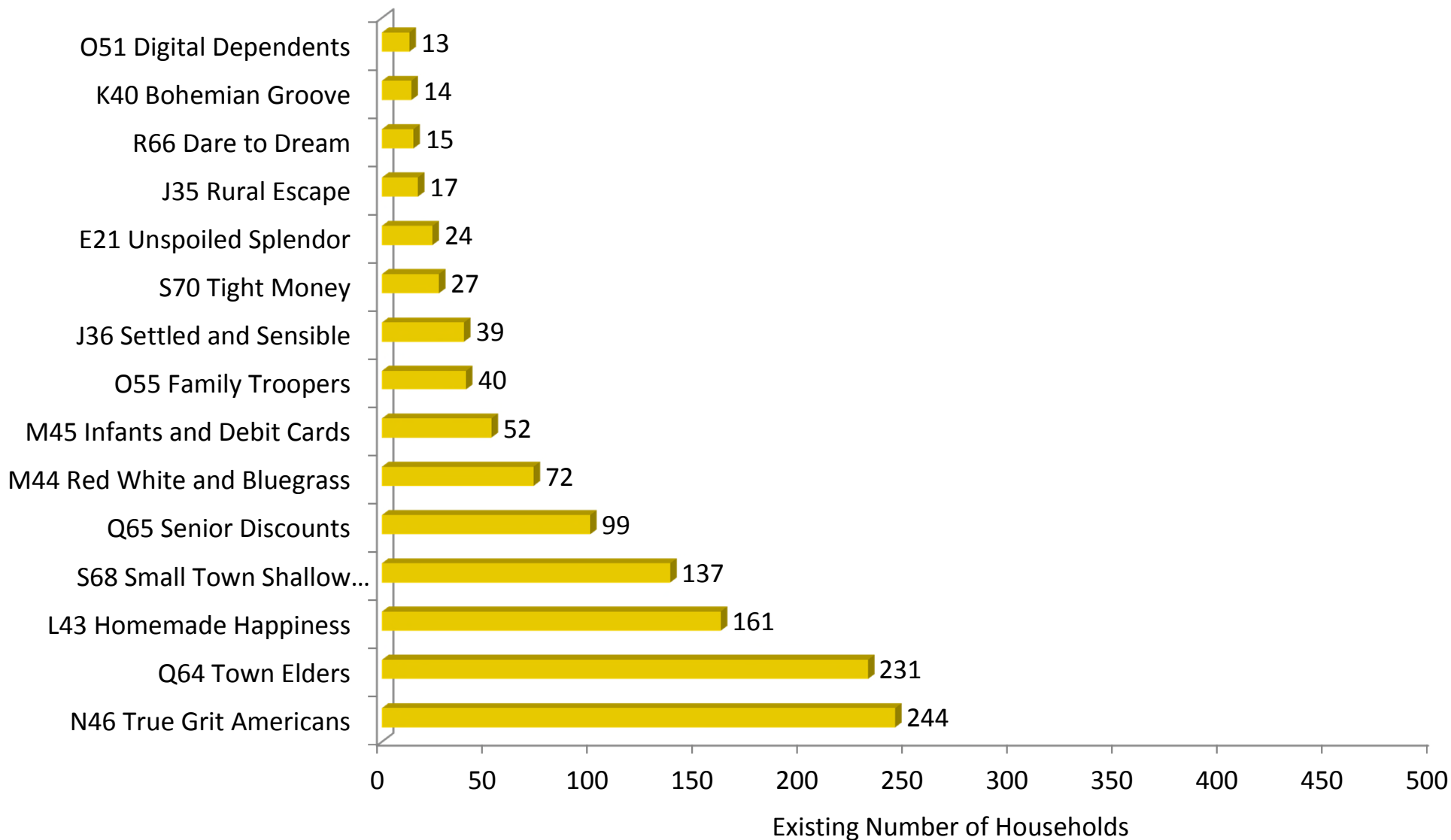
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster The City of Beaverton | Gladwin 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 Gladwin | Gladwin 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.