



TMA Summary Exhibits
Gratiot 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 Gratiot 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.

Gratiot County Results

This short document summarizes the results for Gratiot 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 Alma, St. Louis, and Ithaca; and the Village of Breckenridge. 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
 Gratiot 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 Alma	340	101	507	948
The City of St. Louis	183	31	106	320
The Village of Breckenridge	39	11	50	100
The City of Ithaca	109	18	99	226
Subtotal 4 Listed Places	671	161	762	1,594
Townships & Other Places	269	49	274	592
Gratiot County Total	940	210	1,036	2,186
Format as a Share of Total				
Four Urban Places	42%	10%	48%	100%
Gratiot County	43%	10%	47%	100%

“Slide” by Building Format

Summary Table B on the next page demonstrates the TMA results for Gratiot County and the City of Alma 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 Alma, there is an annual market potential for 90 units in buildings with 100 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 two years to fill one 100-unit building. Instead of waiting two 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

Gratiot County and the City of Alma, Michigan – 2016

Number of Units by Building Format/Size	Gratiot County		The City of Alma	
	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 Detached Houses	940	940	340	340
2 Side-by-Side & Stacked	71	70	32	32
3 Side-by-Side & Stacked	139	138	69	69
4 Side-by-Side & Stacked	83	80	39	36
5-9 Townhouse, Live-Work	377	382	173	176
10+ Multiplex: Small	142	142	71	71
20+ Multiplex: Large	163	163	82	82
50+ Midrise: Small	100	100	52	142
100+ Midrise: Large	171	171	90	.
Subtotal Attached	1,246	1,246	608	608

The following page displays Summary Table C, which repeats the results for the City of Alma, plus the cities of St. Louis and Ithaca; and the Village of Breckenridge. As shown, the annual market potential has been reallocated to building sizes that are most appropriate for each place. For example, the City of Ithaca’s annual market potential for 29 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 Gratiot County – ECM Prosperity Region 5 – 2016

Number of Units Unadjusted Model Results	The City of Alma	The City of St. Louis	Brecken- ridge Village	The City of Ithaca
1 Detached Houses	340	183	39	109
2 Side-by-Side & Stacked	32	10	4	7
3 Side-by-Side & Stacked	69	21	7	11
4 Side-by-Side & Stacked	39	11	3	7
5-9 Townhouse, Live-Work	173	55	20	32
10+ Multiplex: Small	71	10	7	15
20+ Multiplex: Large	82	11	8	16
50+ Midrise: Small	52	7	4	11
100+ Midrise: Large	90	12	8	18
Subtotal Attached	608	137	61	117
Number of Units Adjusted with “Slide”	The City of Alma	The City of St. Louis	Brecken- ridge Village	The City of Ithaca
1 Detached Houses	340	183	39	109
2 Side-by-Side & Stacked	32	10	4	6
3 Side-by-Side & Stacked	69	21	6	9
4 Side-by-Side & Stacked	36	8	4	4
5-9 Townhouse, Live-Work	176	58	20	38
10+ Multiplex: Small	71	10	7	15
20+ Multiplex: Large	82	30	20	45
50+ Midrise: Small	142	.	.	.
100+ Midrise: Large
Subtotal Attached	608	137	61	117

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.

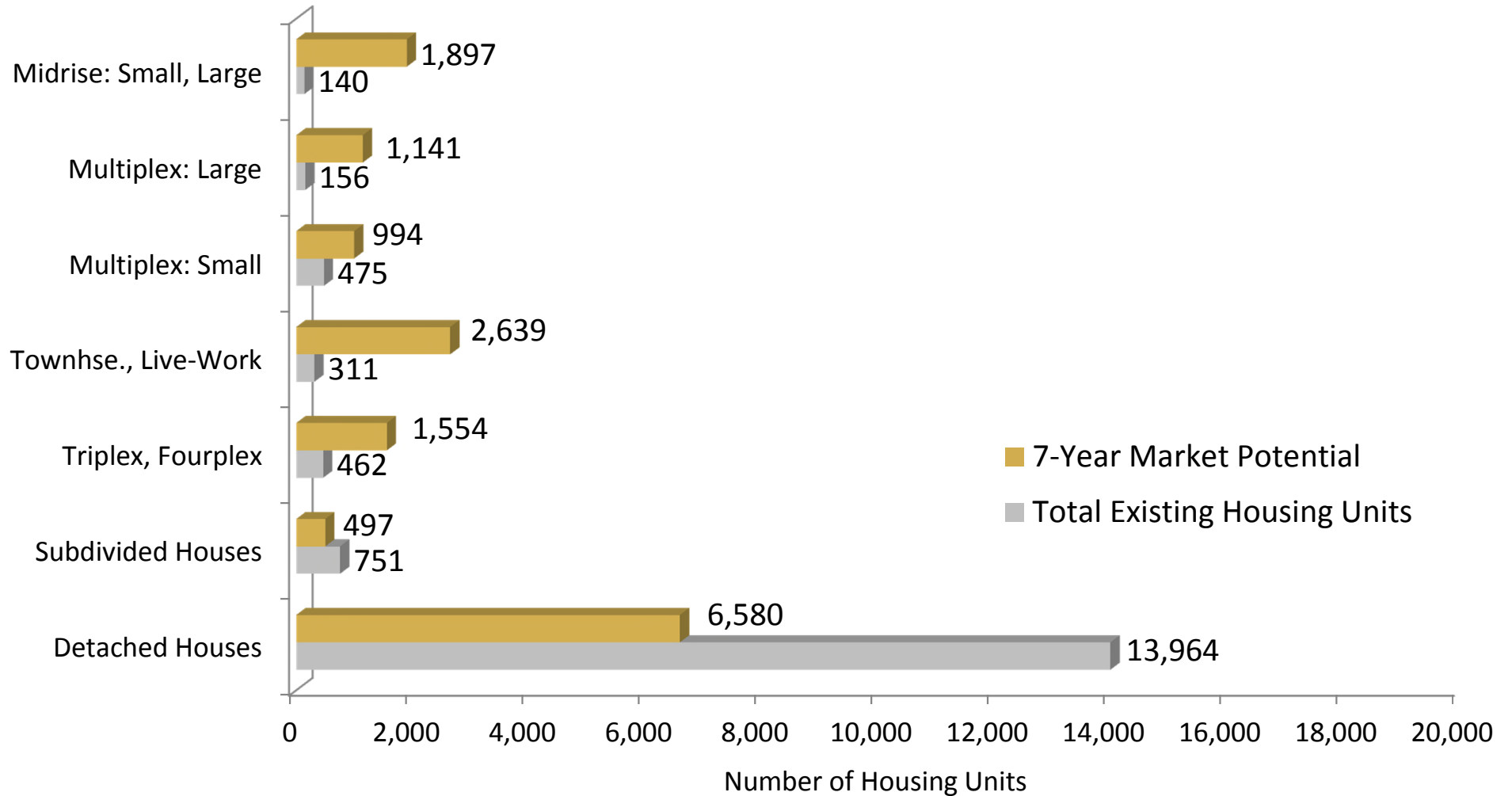
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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUseUSA.

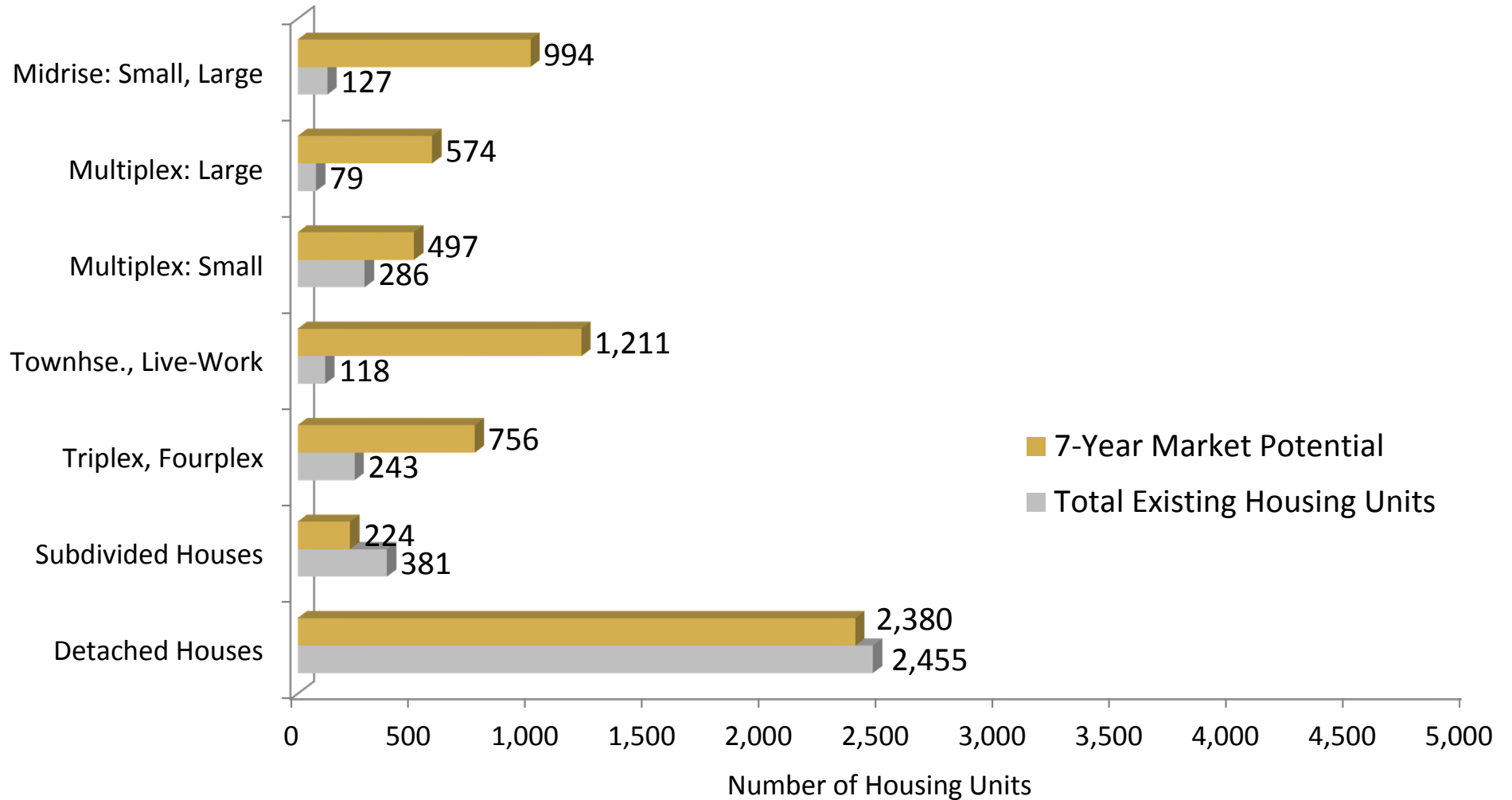
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7-Year Market Potential v. Total Existing Housing Units
 All 71 Lifestyle Clusters - Aggressive Scenario
 Gratiot County | ECM Prosperity Region 5 | 2016 - 2022



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 Alma | Gratiot 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 Gratiot COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Alma 71 Lifestyle Clusters			City of Alma Upscale Target Markets			City of Alma Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	948	123	825	131	11	120	548	5	543
1 Detached Houses	340	120	220	35	11	24	67	2	65
2 Side-by-Side & Stacked	32	0	32	3	0	3	26	0	26
3 Side-by-Side & Stacked	69	0	69	6	0	6	57	0	57
4 Side-by-Side & Stacked	39	0	39	4	0	4	33	0	33
5-9 Townhse., Live-Work	173	0	173	17	0	17	137	0	137
10-19 Multiplex: Small	71	0	71	17	0	17	54	0	54
20-49 Multiplex: Large	82	1	81	15	0	15	67	1	66
50-99 Midrise: Small	52	1	51	9	0	9	43	1	42
100+ Midrise: Large	90	1	89	25	0	25	64	1	63
Total Units	948	123	825	131	11	120	548	5	543
Detached Houses	340	120	220	35	11	24	67	2	65
Duplexes & Triplexes	101	0	101	9	0	9	83	0	83
Other Attached Formats	507	3	504	87	0	87	398	3	395

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

AGGRESSIVE SCENARIO	Breckenridge Village 71 Lifestyle Clusters			City of Ithaca 71 Lifestyle Clusters			City of St. Louis 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	100	16	84	226	41	185	320	70	250
1 Detached Houses	39	16	23	109	41	68	183	70	113
2 Side-by-Side & Stacked	4	0	4	7	0	7	10	0	10
3 Side-by-Side & Stacked	7	0	7	11	0	11	21	0	21
4 Side-by-Side & Stacked	3	0	3	7	0	7	11	0	11
5-9 Townhse., Live-Work	20	0	20	32	0	32	55	0	55
10-19 Multiplex: Small	7	0	7	15	0	15	10	0	10
20-49 Multiplex: Large	8	0	8	16	0	16	11	0	11
50-99 Midrise: Small	4	0	4	11	0	11	7	0	7
100+ Midrise: Large	8	0	8	18	0	18	12	0	12
Total Units	100	16	84	226	41	185	320	70	250
Detached Houses	39	16	23	109	41	68	183	70	113
Duplexes & Triplexes	11	0	11	18	0	18	31	0	31
Other Attached Formats	50	0	50	99	0	99	106	0	106

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

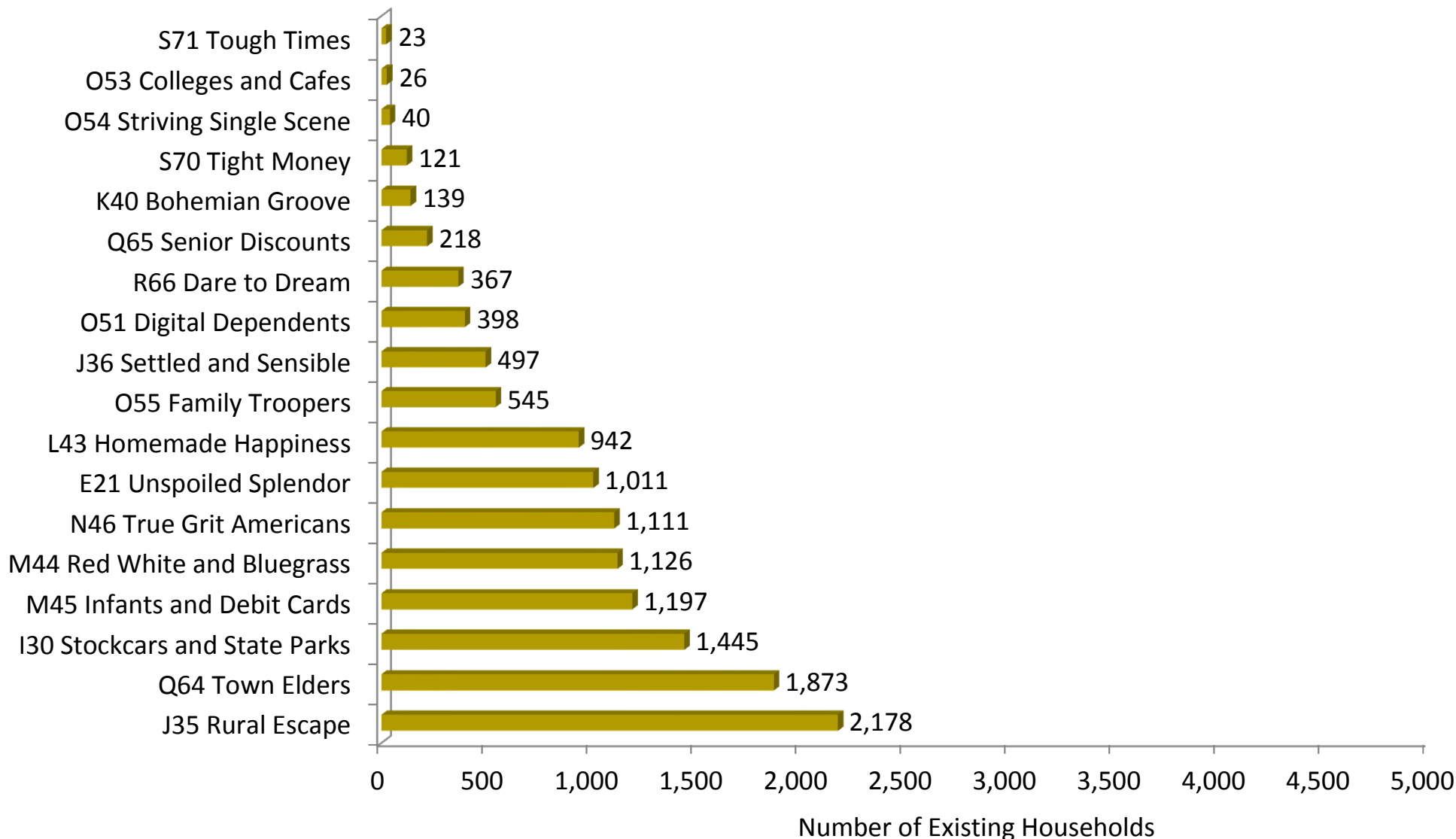
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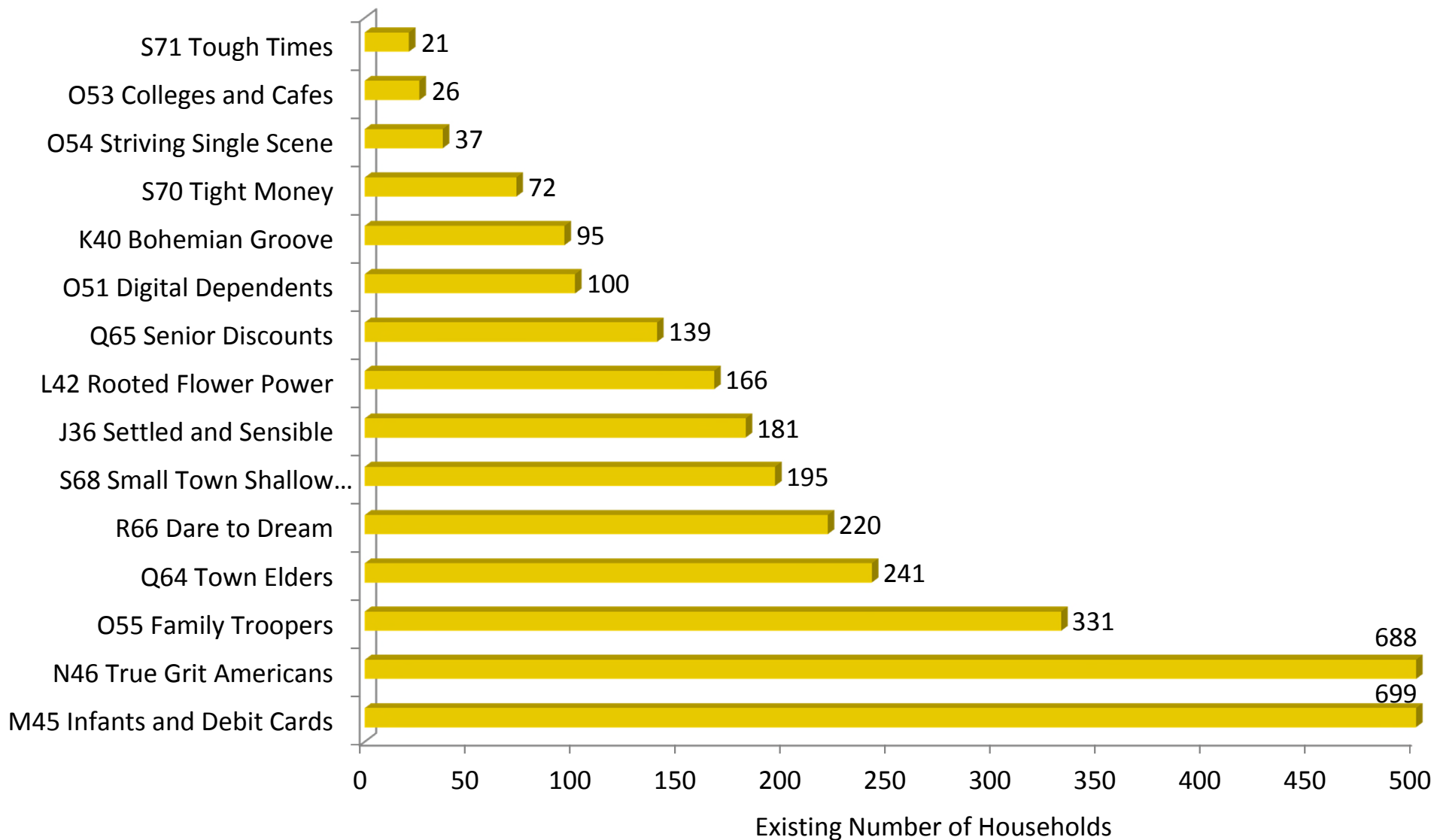
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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



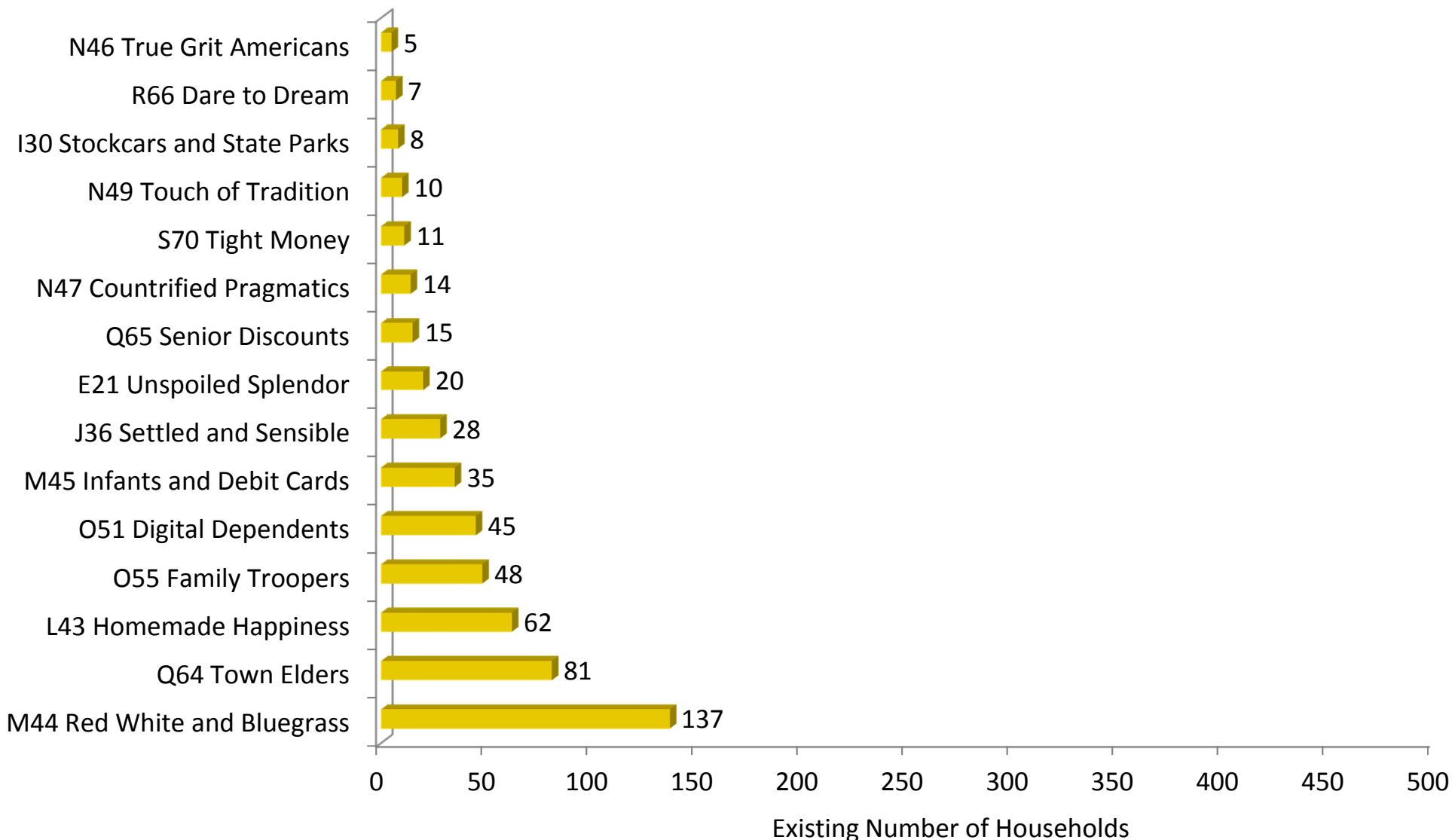
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
 The Village of Alma | Gratiot County, Michigan | Year 2015



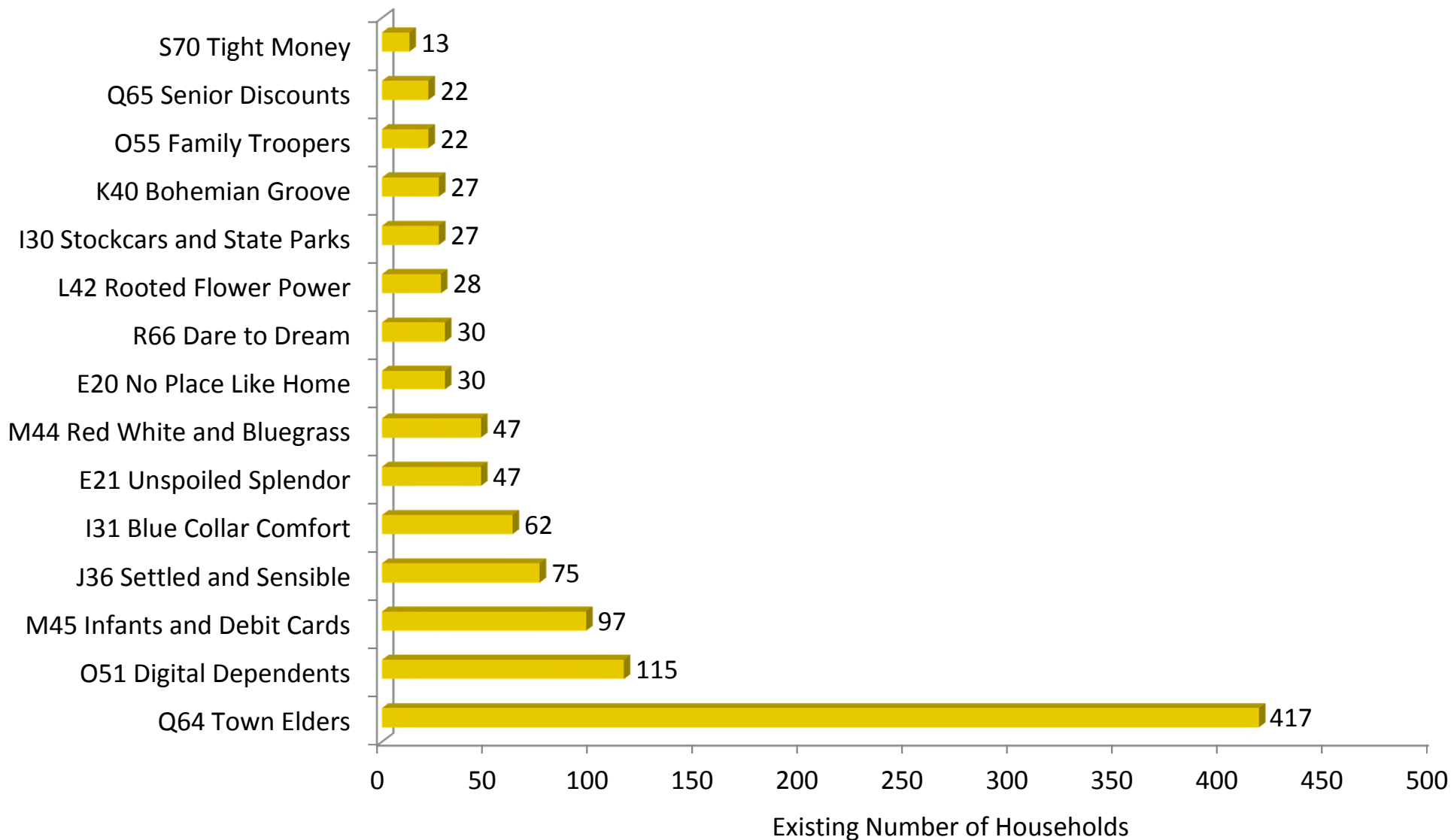
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster The Village of Breckenridge | Gratiot County, Michigan | Year 2015



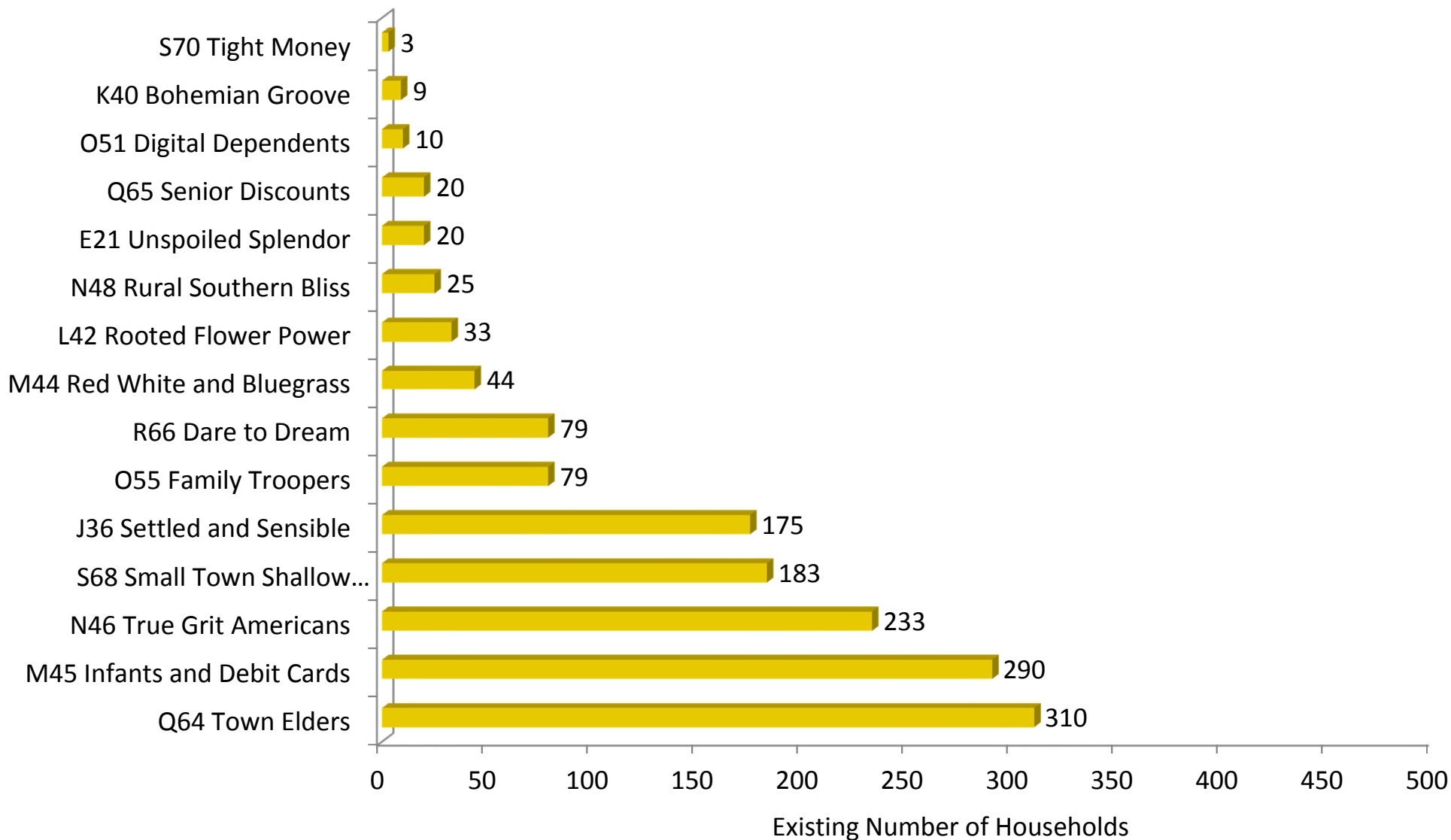
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster
 The City of Ithaca | Gratiot 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 St. Louis | Gratiot 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.