



# TMA Summary Exhibits

## Isabella County Michigan

### 2016

Prepared by:



Prepared for:

East Central Michigan Prosperity Region 5

Michigan State  
Housing Development Authority



## Study Overview

This Residential Target Market Analysis (TMA) and study for Isabella 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.

## Isabella County Results

This short document summarizes the results for Isabella 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 and the City of Mt. Pleasant, plus the villages of Shepherd and Lake Isabella, and the Weidman CDP. By matching unique housing formats with the preferences of migrating target markets, these places can benefit through population retention and growth (albeit modestly for the smallest places).

Summary Table A

Annual Market Potential – Attached and Detached Units  
 Renters and Owners – Aggressive (Maximum) Scenario  
 Isabella 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 Mt. Pleasant	1,370	629	4,188	6,187
Downtown Mt. Pleasant				
0.5 Mile Ring	273	130	775	1,178
1.0 Mile Ring	745	334	2,040	2,374
The Village of Shepherd	48	11	41	100
The Village of Lake Isabella	39	.	2	41
Weidman CDP	27	.	2	29
Subtotal 3 Listed Places	114	11	45	170
<u>Townships &amp; Other Places</u>	<u>1,317</u>	<u>427</u>	<u>2,685</u>	<u>4,429</u>
Isabella County Total	2,801	1,067	6,918	10,786
Format as a Share of Total				
The City of Mt. Pleasant	22%	10%	68%	100%
Isabella County	26%	10%	64%	100%

**“Slide” by Building Format**

Summary Table B on the next page demonstrates the TMA results for downtown Mt. Pleasant, before and after some adjustments. The adjustments apply a “slide” to align the market potential with the most appropriate building sizes. For example, if there is a market potential for 4 units in a triplex (i.e., a building with only 3 units) then the extra unit can slide into another building.

In the following table, the market potential within half a mile of downtown Mt. Pleasant includes 92 units in triplexes, which has been adjusted down to 90 units. The excess of 2 units can slide up to slightly larger buildings, such as townhouses, row houses, or live-work units.

Summary Table B

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

71 Lifestyle Clusters – Aggressive Scenario

Downtown Rings – The City of Mount Pleasant, 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	273	273	745	745
2   Side-by-Side & Stacked	38	38	100	100
3   Side-by-Side & Stacked	92	90	234	234
4   Side-by-Side & Stacked	61	60	158	156
5-9   Townhouse, Live-Work	204	207	527	529
10+   Multiplex: Small	124	124	335	335
20+   Multiplex: Large	119	119	316	316
50+   Midrise: Small	85	85	216	216
100+   Midrise: Large	182	182	488	488
Subtotal Attached	905	905	2,374	2,374

The following page displays Summary Table C, which repeats the results for the City of Mt. Pleasant, plus the villages of Shepherd and Lake Isabella. The figures for Mt. Pleasant are shown in two ways, both with and without the ‘Colleges and Cafes’ target market. This group of households includes young alumni, university faculty and staff, and students. These households have exceptionally high movership data that tend to inflate the market potential results.

The annual market potential has also been reallocated to building sizes that are appropriate for each of the county’s two villages. For example, the Village of Shepherd’s annual market potential for 11 units in 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 Isabella County – ECM Prosperity Region 5 – 2016

Number of Units Unadjusted Model Results	Mount Pleasant <i>with O53</i>	Mount Pleasant <i>w/out O53</i>	Village of Shepherd	Village of Lake Isabella
1   Detached Houses	1,370	547	48	39
2   Side-by-Side & Stacked	187	61	4	.
3   Side-by-Side & Stacked	442	133	7	.
4   Side-by-Side & Stacked	300	85	5	.
5-9   Townhouse, Live-Work	1,011	350	20	2
10+   Multiplex: Small	707	241	5	.
20+   Multiplex: Large	670	235	4	.
50+   Midrise: Small	456	153	3	.
100+   Midrise: Large	1,044	358	4	.
Subtotal Attached	4,817	1,616	52	2
Number of Units Adjusted for “Slide”	Mount Pleasant <i>with O53</i>	Mount Pleasant <i>w/out O53</i>	Village of Shepherd	Village of Lake Isabella
1   Detached Houses	1,370	547	48	39
2   Side-by-Side & Stacked	186	60	4	2
3   Side-by-Side & Stacked	441	132	6	.
4   Side-by-Side & Stacked	300	84	4	.
5-9   Townhouse, Live-Work	1,013	352	22	.
10+   Multiplex: Small	707	241	16	.
20+   Multiplex: Large	670	235	.	.
50+   Midrise: Small	456	153	.	.
100+   Midrise: Large	1,044	358	.	.
Subtotal Attached	4,817	1,616	52	2

## 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.

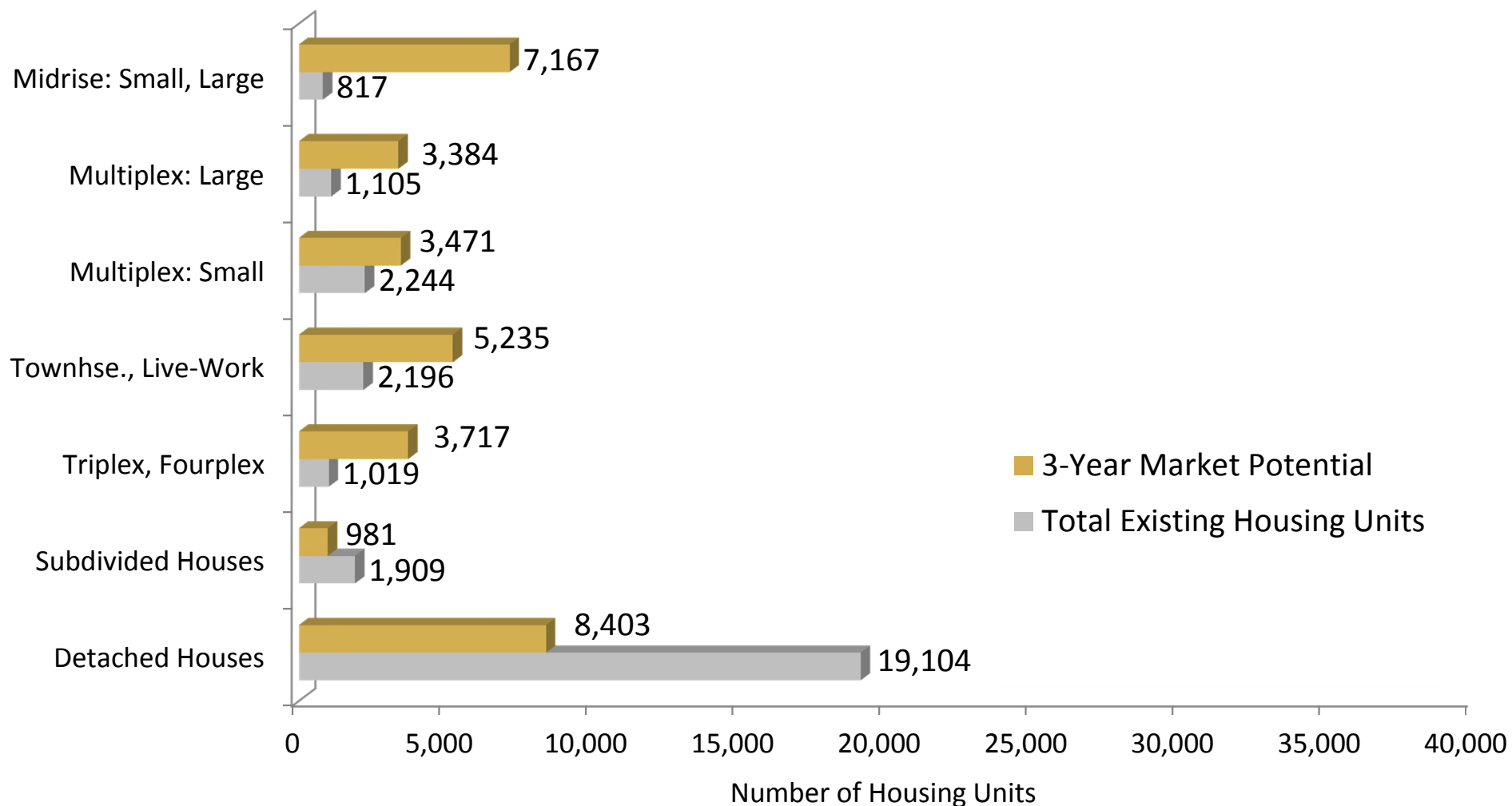
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Questions regarding the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications should be directed to Sharon Woods at LandUseUSA.

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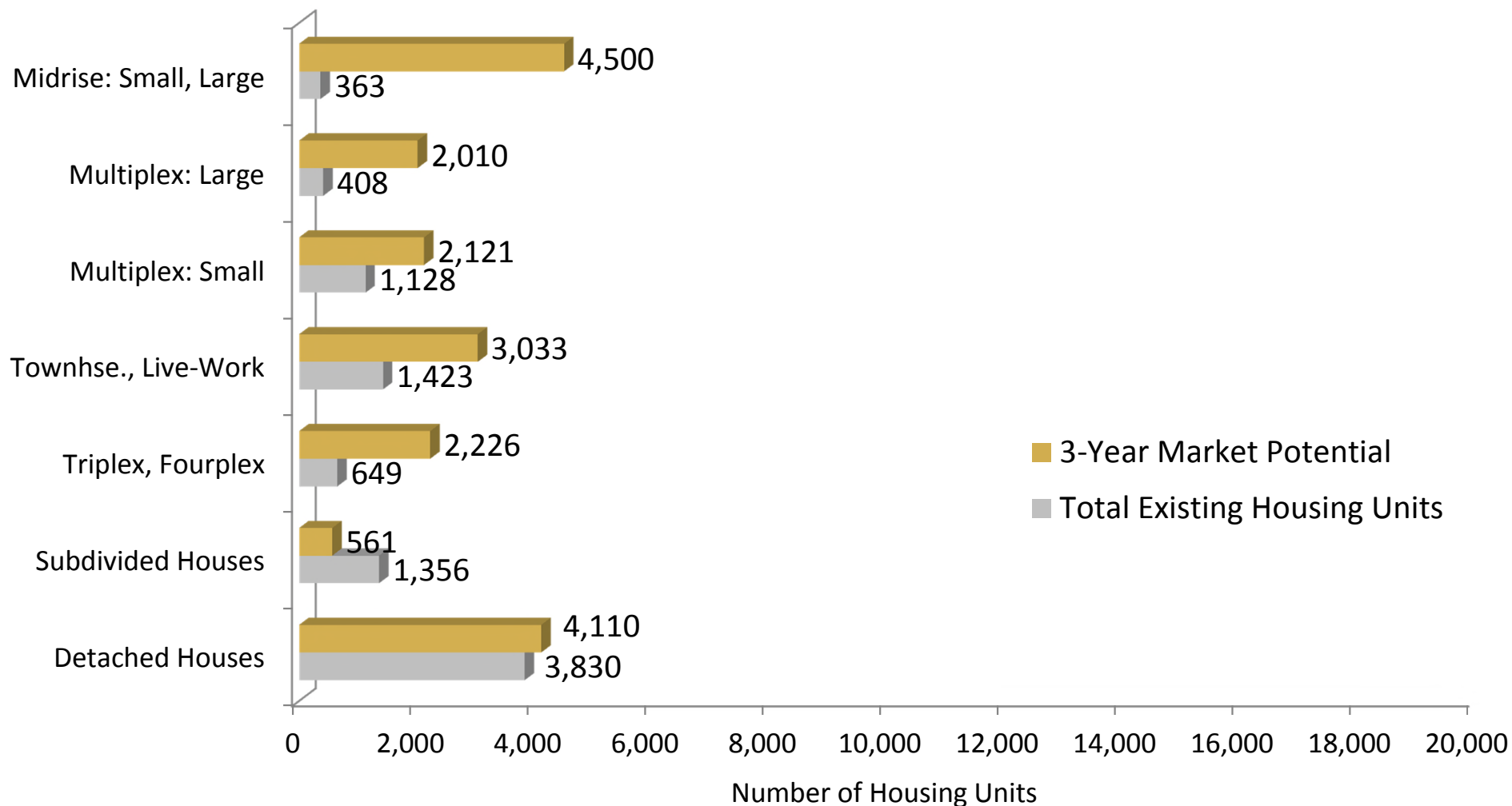
3-Year Market Potential v. Total Existing Housing Units  
All 71 Lifestyle Clusters - Aggressive Scenario  
Isabella County | ECM Prosperity Region 5 | 2016 - 2018



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 Mt. Pleasant | Isabella 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.



# 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 Isabella COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	City of Mt. Pleasant 71 Lifestyle Clusters			City of Mt. Pleasant Upscale Target Markets			City of Mt. Pleasant Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	6,187	356	5,831	1,294	107	1,187	4,702	141	4,561
1   Detached Houses	1,370	323	1,047	278	99	179	913	116	797
2   Side-by-Side & Stacked	187	5	182	26	1	25	160	4	156
3   Side-by-Side & Stacked	442	2	440	58	0	58	383	2	381
4   Side-by-Side & Stacked	300	1	299	40	0	40	260	1	259
5-9   Townhse., Live-Work	1,011	4	1,007	168	1	167	833	3	830
10-19   Multiplex: Small	707	3	704	184	1	183	523	2	521
20-49   Multiplex: Large	670	4	666	166	1	165	504	3	501
50-99   Midrise: Small	456	5	451	100	1	99	356	4	352
100+   Midrise: Large	1,044	9	1,035	274	3	271	770	6	764
Total Units	6,187	356	5,831	1,294	107	1,187	4,702	141	4,561
Detached Houses	1,370	323	1,047	278	99	179	913	116	797
Duplexes & Triplexes	629	7	622	84	1	83	543	6	537
Other Attached Formats	4,188	26	4,162	932	7	925	3,246	19	3,227

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

AGGRESSIVE SCENARIO	City of Mt. Pleasant 71 Lifestyle Clusters			Mt. Pleasant 0.5 Mile 71 Lifestyle Clusters			Mt. Pleasant 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	6,187	356	5,831	1,178	60	1,118	3,119	186	2,933
1   Detached Houses	1,370	323	1,047	273	55	218	745	171	574
2   Side-by-Side & Stacked	187	5	182	38	1	37	100	3	97
3   Side-by-Side & Stacked	442	2	440	92	0	92	234	1	233
4   Side-by-Side & Stacked	300	1	299	61	0	61	158	1	157
5-9   Townhse., Live-Work	1,011	4	1,007	204	1	203	527	1	526
10-19   Multiplex: Small	707	3	704	124	0	124	335	1	334
20-49   Multiplex: Large	670	4	666	119	0	119	316	2	314
50-99   Midrise: Small	456	5	451	85	1	84	216	2	214
100+   Midrise: Large	1,044	9	1,035	182	2	180	488	4	484
Total Units	6,187	356	5,831	1,178	60	1,118	3,119	186	2,933
Detached Houses	1,370	323	1,047	273	55	218	745	171	574
Duplexes & Triplexes	629	7	622	130	1	129	334	4	330
Other Attached Formats	4,188	26	4,162	775	4	771	2,040	11	2,029

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.

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# 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 Isabella COUNTY | East Central Michigan Prosperity Region 5 | Year 2015

AGGRESSIVE SCENARIO	Village of Lk. Isabella 71 Lifestyle Clusters			Village of Shepherd 71 Lifestyle Clusters			Weidman CDP 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	41	28	13	100	11	89	29	17	12
1   Detached Houses	39	28	11	48	11	37	27	17	10
2   Side-by-Side & Stacked	0	0	0	4	0	4	0	0	0
3   Side-by-Side & Stacked	0	0	0	7	0	7	0	0	0
4   Side-by-Side & Stacked	0	0	0	5	0	5	0	0	0
5-9   Townhse., Live-Work	2	0	2	20	0	20	2	0	2
10-19   Multiplex: Small	0	0	0	5	0	5	0	0	0
20-49   Multiplex: Large	0	0	0	4	0	4	0	0	0
50-99   Midrise: Small	0	0	0	3	0	3	0	0	0
100+   Midrise: Large	0	0	0	4	0	4	0	0	0
Total Units	41	28	13	100	11	89	29	17	12
Detached Houses	39	28	11	48	11	37	27	17	10
Duplexes & Triplexes	0	0	0	11	0	11	0	0	0
Other Attached Formats	2	0	2	41	0	41	2	0	2

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

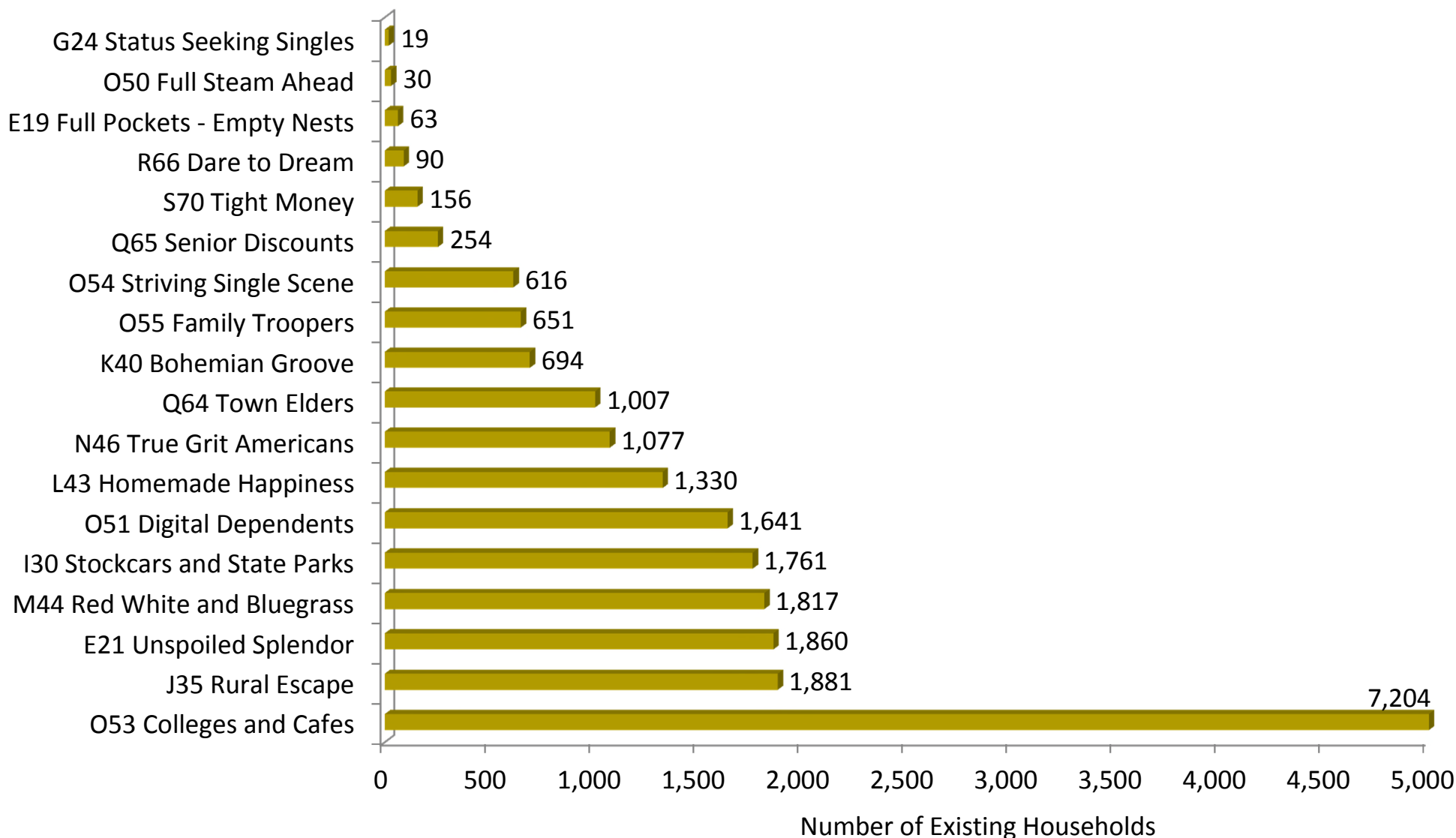
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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.

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

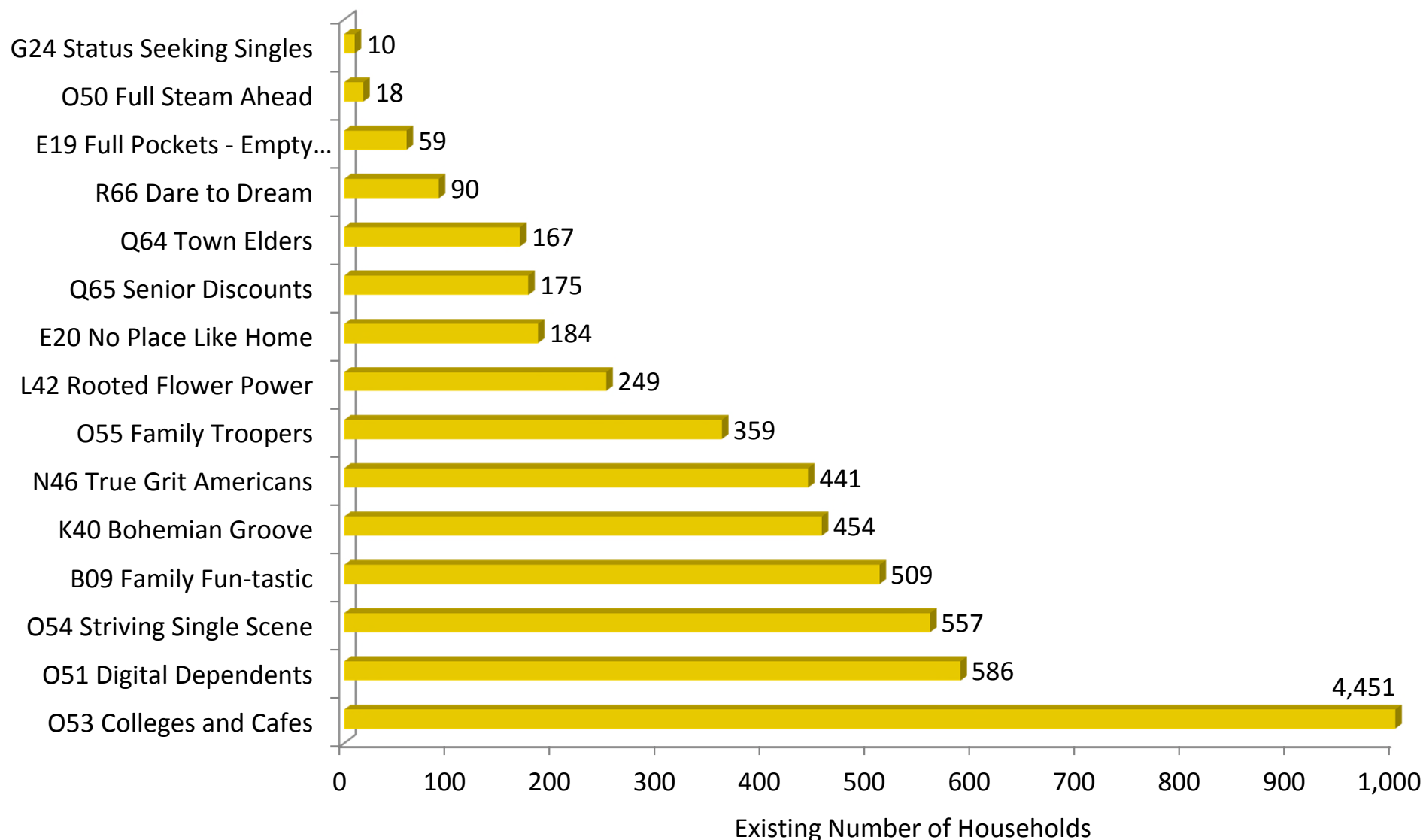
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

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



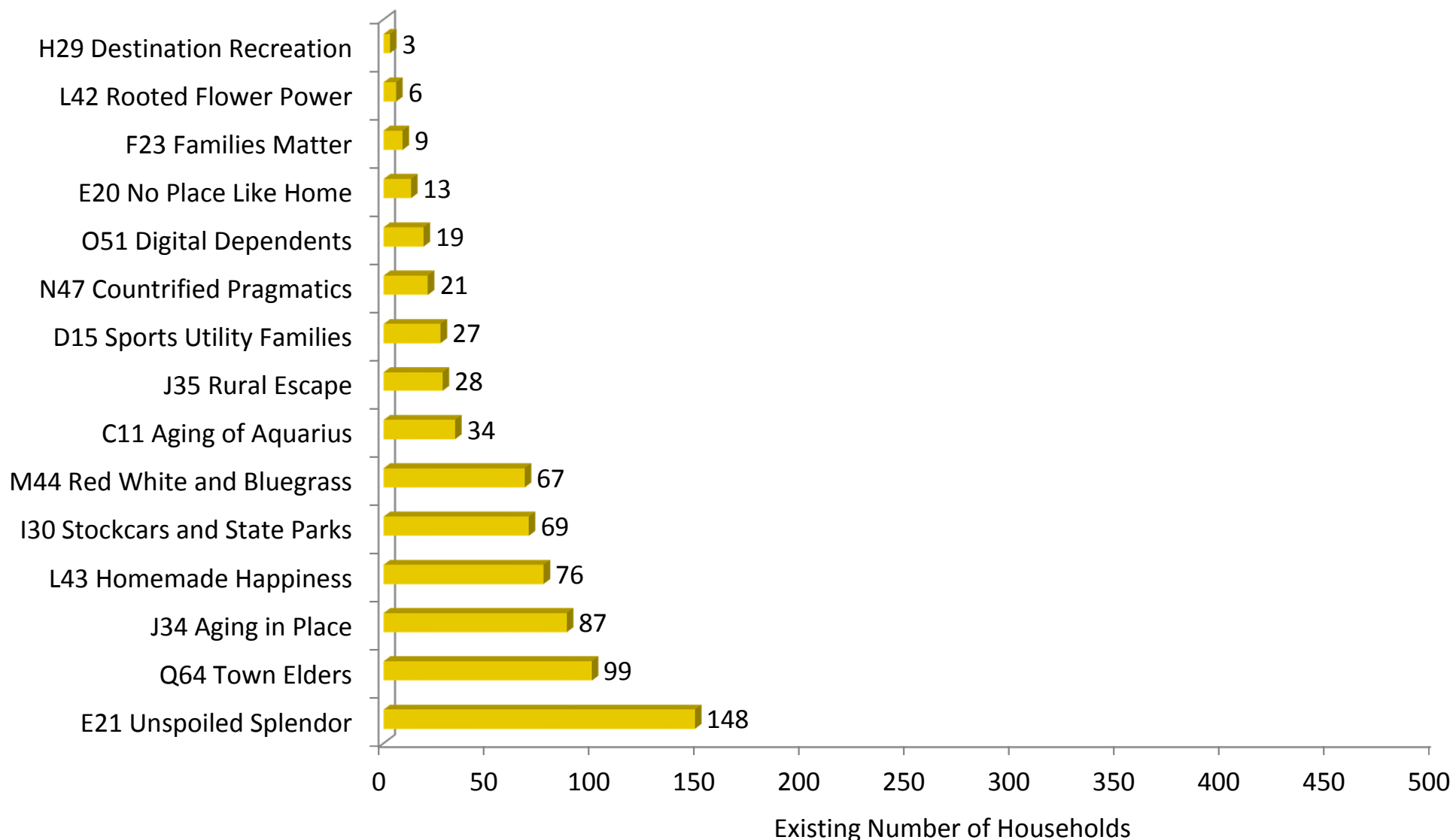
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The City of Mount Pleasant | Isabella County, Michigan | Year 2015



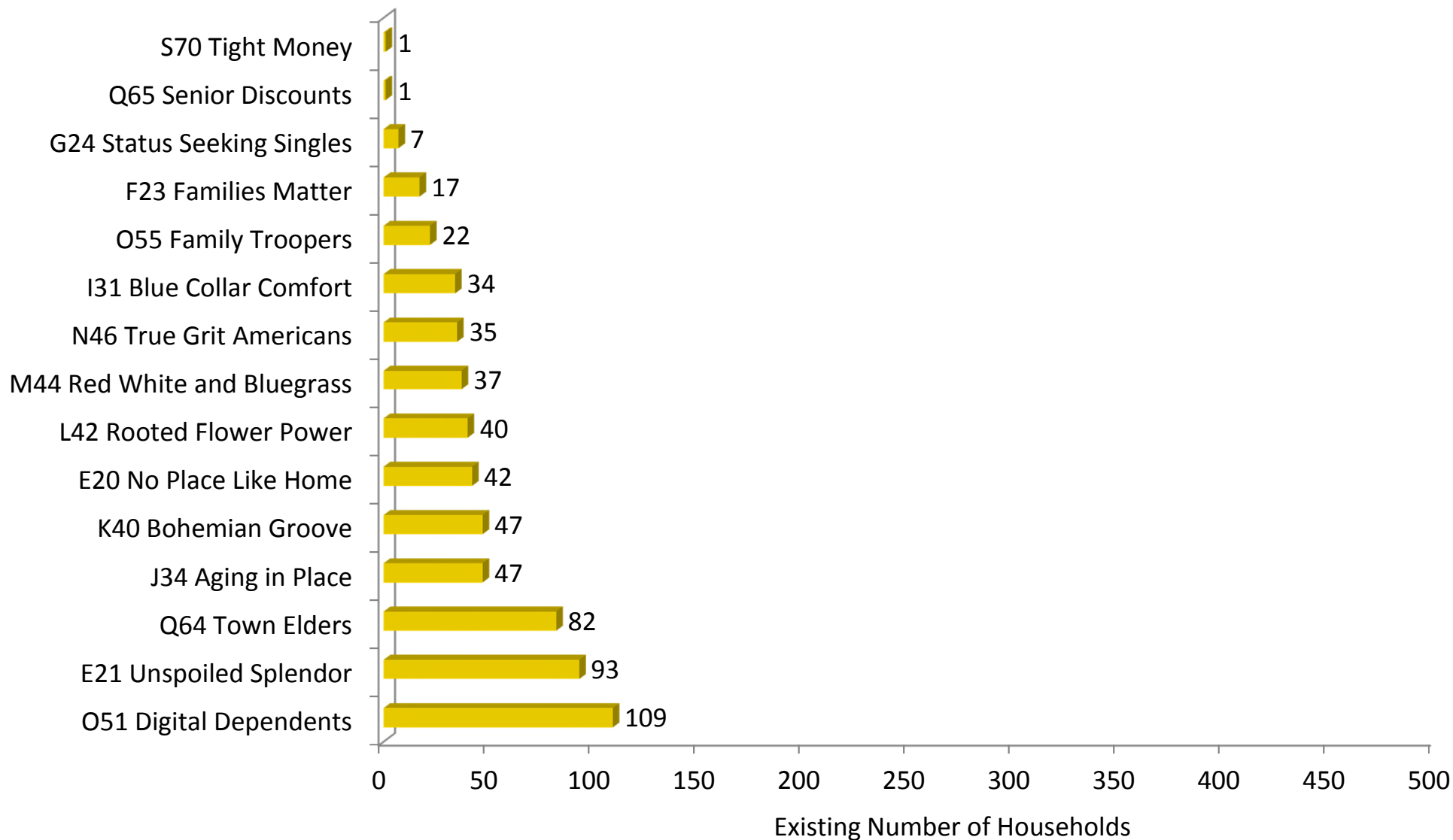
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Existing Households by Predominant Lifestyle Cluster  
The Village of Lake Isabella | Isabella 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 Shepherd | Isabella 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.