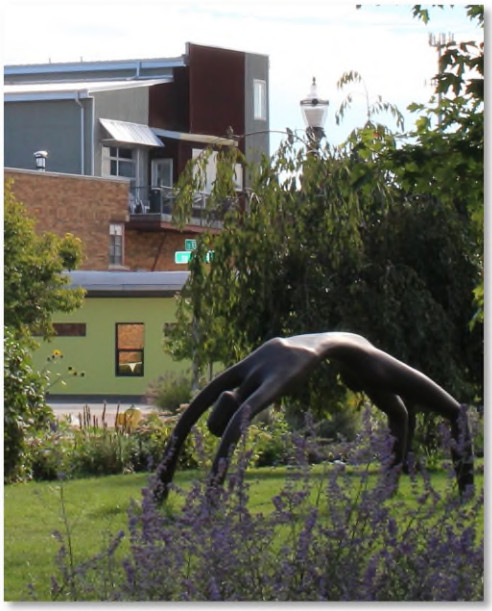

Target Market Analysis

Kalamazoo County Michigan

2016

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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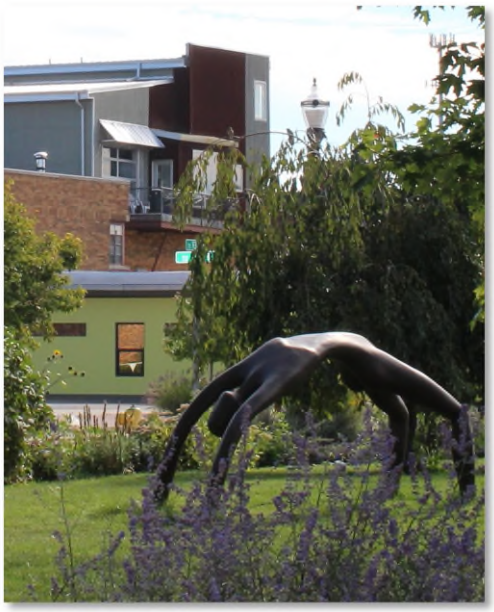

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Executive Summary

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 Southwest Michigan Prosperity Region 8. This region includes seven counties, including Kalamazoo County plus Berrien, Branch, Calhoun, Cass, Saint Joseph, and Van Buren counties. Allegan County in Region 4 is also included with this regional study, for a total of eight counties. Results are documented in separate reports for each county; and this document focuses mainly on Kalamazoo County.

This study has been made possible through considerable support by Kinexus, a nonprofit agency working with regional organizations on maximizing investments for economic growth. Kinexus helps connect people, investments, organizations, and strategies to make the Southwest Michigan Prosperity Region a great place to live, work, and play.

Kinexus was instrumental in securing local matches, which were contributed by nine cities, one village, two townships, and one county. All participating jurisdictions include (in counter-clockwise order) the following: the cities of Allegan, Benton Harbor, New Buffalo (and New Buffalo Township), Bridgman (and Lake Charter Township), Niles, Sturgis, Coldwater (and Branch County), Marshall, and Portage; plus the Village of Paw Paw.

This study for Kalamazoo is intentionally designed to focus on the City of Portage and its City Centre study area, which pivots around its city hall and high school. The analysis of market potential has been estimated for the county, city, and also 0.5 and 1.0 mile rings around this City Centre, which includes numerous investment opportunities for developers, investors, and property owners.

This study has also been funded by a matching grant under the State of Michigan's Place-based Planning Program. The program has been made possible through the initiative and support of the state's Collaborative Community Development (CCD) team; the Michigan Economic Development Corporation (MEDC); and the Michigan State Housing Development Authority (MSHDA).

This study has involved rigorous data analysis and modeling, and is based on in-migration into Kalamazoo County and the City of Portage. Results are also based on internal migration within these places, movership rates by tenure and lifestyle cluster, and housing preferences among target market households. This Executive Summary highlights the results and provides comparisons across all eight counties in the study. It is then followed by a more complete explanation of the market potential under conservative (minimum) and aggressive (maximum) scenarios, with a focus on Kalamazoo County.

Minimum Market Potential – Based on the Target Market Analysis results for a conservative scenario, there is a minimum annual market potential for at least 10,205 attached units throughout Kalamazoo County, plus 3,516 detached houses (for a total of 13,721 units). Among the 10,204 attached units, about 15% (1,500 units) will be captured by the City of Portage. This scenario is based on in-migration of new households only, and does not include in-migration within the city.

Maximum Market Potential – Based on the Target Market Analysis results for an aggressive scenario, there is a maximum annual market potential for up to 26,495 attached units throughout Kalamazoo County, plus 9,927 detached houses (for a total of 36,422 units). Among the 26,495 attached units, 13,479 units (about 50%) will be captured by the City of Kalamazoo, and 3,711 units (about 15%) will be captured by the City of Portage.

The City of Portage's annual market potential for up to 3,711 attached units includes 455 units among duplexes and triplexes (which may include subdivided houses); and 3,256 units among other formats like townhouses, row houses, lofts, and flats. This scenario is based on both in-migration of new households, and internal movership among existing households.

There is also market potential for the other places, scaled proportionate to their respective market sizes and location preferences of the migrating target markets. Based on the aggressive scenario, there is an annual market potential for up to 55 attached units in the Village of Schoolcraft, and 116 attached units in the Village of Vicksburg. Note: These two villages are included in the study because they are most proximate to the City of Portage and most closely linked to its economy.

There will also be 9,134 migrating households in Kalamazoo County each year seeking attached units in other locations. Up to 1,146 of these households will be inclined to choose duplexes and triplexes, and 7,988 households will gravitate toward larger building formats.

Among these households seeking choices in other places, some will choose places that are essentially bedroom communities to the Cities of Portage and Kalamazoo, and may be attracted by job opportunities in those urban centers. They will also look for options around the county's inland lakes in unincorporated places (such as the Gull, Sugarloaf, Barton, Long, and Indian Lakes).

Summary Table A
Annual Market Potential – Attached and Detached Units
Renters and Owners – Aggressive (Maximum) Scenario
Places in Kalamazoo County – SW Michigan Prosperity Region 8 – 2016

Annual Market Potential Aggressive Scenario	Detached Houses	Attached Duplex Triplex	Attached Other Formats	Total Potential
The City of Kalamazoo	4,443	2,440	11,039	17,922
The City of Portage	1,563	455	3,256	5,274
1.0 Mile Ring | City Centre	159	30	315	504
0.5 Mile Ring | City Centre	39	7	32	78
The Village of Schoolcraft	65	8	47	120
The Village of Vicksburg	114	16	100	233
Schoolcraft and Vicksburg	179	24	147	353
Other Places, Inland Lakes	3,742	1,146	7,988	12,873
Kalamazoo County Total	9,927	4,065	22,430	36,422
Format as a Share of Total				
The City of Portage	29%	9%	62%	100%
Kalamazoo County	27%	11%	62%	100%

Missing Middle Typologies – Within the Southwest Michigan Prosperity Region 8, each county, city, and village 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 city and village, 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 b) attached building formats rather than detached houses; and a) 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 Southwest Michigan.

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 Kalamazoo County is the highest among all counties in the region. As shown in the following summary table, 43% of its annual market potential will be generated by Upscale Target Markets, which is exceptional and reflects its large urban centers. In addition, 56% will be generated by Moderate Target Markets, and only one percent (1%) 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.

Summary Table B
Annual Market Potential – Attached Units Only
Renters and Owners – Aggressive Scenario
Southwest Michigan Prosperity Region 8 – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Other Prevalent Clusters	All 71 Lifestyle Clusters
8 | Kalamazoo County	11,444	14,722	329	26,495
Share of County Total	43%	56%	1%	100%
8 | Calhoun County	2,697	3,849	285	6,831
Share of County Total	40%	56%	4%	100%
8 | Berrien County	2,341	4,454	168	6,963
Share of County Total	34%	64%	2%	100%
4 | Allegan County	1,086	2,285	79	3,450
Share of County Total	32%	66%	2%	100%
8 | Saint Joseph County	309	1,453	80	1,842
Share of County Total	17%	79%	4%	100%
8 | Van Buren County	294	1,026	55	1,375
Share of County Total	21%	75%	4%	100%
8 | Branch County	83	573	53	709
Share of County Total	12%	81%	7%	100%
8 | Cass County	76	496	17	589
Share of County Total	13%	84%	3%	100%

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

Largest Places and Unique Targets – The following list shows the cities and villages that collaborated on this regional market study, and also shows the target markets that tend to be unique to some of the counties. The relatively large Kalamazoo and Berrien counties are doing the best job of attracting the most diverse mix of target markets. These are the only two counties where the "Full Pockets, Empty Nests" households are residing – which is the most affluent cluster among the 8 upscale targets.

Summary Table C
Counties and Cities with the Largest Market Potential
Southwest Michigan Prosperity Region 8 – 2016

County Name	Collaborating Places	Target Markets that are Unique to the County
4 | Allegan County	The City of Allegan	P61 | Humble Beginnings
8 | Berrien County	The City of Benton Harbor The City of Niles The City of Bridgman The City of New Buffalo	E19 | Full Pockets Empty Nests G24 | Status Seeking Singles O53 | Colleges and Cafes P61 | Humble Beginnings
8 | Branch County	The City of Coldwater	. .
8 | Calhoun County	The City of Marshall	O53 | Colleges and Cafes
8 | Cass County	. .	. .
8 | Kalamazoo County	The City of Portage	E19 | Full Pockets Empty Nests G24 | Status Seeking Singles O53 | Colleges and Cafes
8 | Saint Joseph County	The City of Sturgis	. .
8 | Van Buren County	The Village of Paw Paw	P61 | Humble Beginnings G24 | Status Seeking Singles

Aside from Kalamazoo and Berrien Counties, Van Buren County is the only other county in the region that is also attracting "Status Seeking Singles" households – and they too are relatively affluent. And, aside from Kalamazoo and Berrien Counties, Calhoun County is the only other county attracting "Colleges and Cafes" households (graduate students, young alumni, and university faculty and staff). Berrien County, Van Buren and Allegan Counties are also attracting the "Humble Beginnings" households, who tend to have moderate incomes.

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 on details for Kalamazoo County, the cities of Kalamazoo and Portage, and the Village of Schoolcraft and Vicksburg (which are within the Portage economic area).

Report Outline

This draft narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for Kalamazoo County and the City of Portage. The outline and structure of this report are intentionally replicated for each of the seven counties in the Southwest Michigan Prosperity Region 8 (plus Allegan County in Region 4). 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, Townships, 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
Kalamazoo County – Southwest Michigan Prosperity Region 8

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 F_1	Contract Rents	County and Places
Section F_2	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 Southwest Michigan Prosperity Region, 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
Southwest Michigan Prosperity Region 8

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 Clusters
Section M	Narrative Descriptions

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 Southwest Michigan; and c) choose attached housing formats in small and large urban places. All 16 of the upscale and moderate target markets are migrating into and within Kalamazoo County, although with some variation between the targets. The most affluent groups (Full Pockets Empty Nests and Status Seeking Singles) are also the least prevalent; and the largest groups are the Striving Singles and Colleges & Cafes.

Table 3 on the following page 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.

Upscale Target Markets for Kalamazoo County

E19 Full Pockets, Empty Nests – These households are found in some of the nation's most popular recreational playgrounds, including sprawling cities of all sizes. Housing formats vary from beachfront bungalows to hillside townhouses and older mansion-style houses. Many of the neighborhoods are sought-after addresses where the residents don't want to leave. However, an above-average share will also choose a second vacation home. Head of householder's age: 78% are 51 year or more, including 54% who are between 51 and 65 years.

G24 Status Seeking Singles – Tending to live in yuppie enclaves and inner-rings of larger cities. However, they are also scattered in other transient areas and typically own new houses and townhouses. Although they may be owners of well-appointed units, they are far from settled, and most will move within three years. Head of householder's age: 73% are 45 years or less, including 40% who are between 36 and 45 years.

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.

Table 3
Preference of Upscale and Moderate Target Markets
Kalamazoo County – SW Michigan Prosperity Region 8 – Year 2016

Group	Lifestyle Cluster Name		Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	E19	Full Pockets Empty Nest	33%	22%	8%
Upscale	G24	Status Seeking Singles	13%	30%	17%
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	Q61	Humble Beginnings	100%	97%	38%
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 Kalamazoo 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.

Upscale Target Markets for Kalamazoo County (continued)

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 Kalamazoo 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.

Moderate Target Markets for Kalamazoo County (continued)

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.

P61 Humble Beginnings – Child-rearing families located in large and second-tier cities, including downscale industrial areas. They are more likely than any other group to be renters, and tend to live in crowded, garden-style apartment complexes and mobile home parks that were built between 1960 and 1990. Head of householder's age: 83% are between 36 and 50 years.

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 Kalamazoo 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 Kalamazoo County, the model also measures the potential among other prevalent lifestyle clusters. The most prevalent lifestyle clusters for Kalamazoo County are documented in Section G of this report, with details for each of the two cities (Kalamazoo and Portage) and two villages (Schoolcraft and Vicksburg).

As shown in Exhibit G.1, several of the most prevalent lifestyle clusters in Kalamazoo County are also among the upscale and moderate target markets, including Colleges & Cafes (recent graduates, young alumni, and university faculty and staff); Striving Singles, Digital Dependents, Bohemian Groove, and Hope for Tomorrow. These groups all have relatively high movership rates so collectively generate most the county's market potential.

Other prevalent lifestyle clusters include Aging of Aquarius and Aging in Place; Unspoiled Splendor; and Rooted Flower Power. Only through their large numbers do these groups generate additional market potential. They tend to be more settled, and have higher inclinations to choose detached houses - when they move at all.

The following Table 4 provides a summary of these lifestyle clusters with their propensity to choose attached units, renter tenure, and renter movership rates. Many of the prevalent lifestyle clusters are also target market with relatively high movership rates. For example, 98% of the Striving Single households are likely to be renters and 50% are inclined to move each year, which is significantly higher than the national average of 30% for all renters.

Table 4
Most Prevalent Lifestyle Clusters
Kalamazoo County – SW Michigan Prosperity Region 8 – Year 2016

Prevalent Target Markets		Share in Attached Units	Renters as a Share of Total	Average Movership Rate	Kalamazoo County Hhlds.
O53	Colleges, Cafes	49%	83%	25%	10,408
O54	Striving Single Scene	98%	96%	50%	5,680
O51	Digital Dependents	11%	34%	36%	5,038
K40	Bohemian Groove	52%	91%	17%	4,201
R67	Hope for Tomorrow	37%	99%	30%	3,560
O55	Family Troopers	64%	99%	40%	2,914
Q65	Senior Discounts	100%	71%	13%	2,628
R66	Dare to Dream	37%	98%	26%	2,320
Other Prevalent Clusters					
C11	Aging of Aquarius	2%	1%	2%	6,392
J34	Aging in Place	1%	1%	1%	5,924
E21	Unspoiled Splendor	2%	2%	2%	5,778
L42	Rooted Flower Power	6%	8%	6%	4,551
Intermittently Prevalent					
E20	No Place Like Home	2%	3%	7%	.
B08	Babies and Bliss	3%	3%	3%	.

The table above also shows other prevalent lifestyle clusters that are not among the target markets because they tend to be settled into detached houses and have low movership rates. For example, the Aging of Aquarius households are the second largest cluster in the county, but only 2% are inclined to choose an attached housing format, and only 2% are inclined to move each year.

Marketing attached units to these households is not likely to be very effective. Instead, developers should design new formats for the upscale and moderate targets that are far more inclined to choose them.

Other Prevalent Lifestyle Clusters – Kalamazoo County

C11 Aging of Aquarius – Dispersed throughout the nation and living in large metros and mid-sized cities. Almost all own detached units built in the 1970s and 1980s. Many have settled in established neighborhoods on quiet streets that are within a reasonable commute to downtown jobs, restaurants, and entertainment venues. They are empty nesters but show no signs of moving; a majority have lived at the same address for over 15 years. Head of householder's age: 96% are between the ages of 51 and 75; 85% are between the ages of 51 and 65.

J34 Aging in Place – Scattered throughout the country and living in older suburban neighborhoods near metropolitan, second-tier cities. Many moved in to detached houses as part of a flight to suburbia during the 1950s and 1960s, and the houses are now showing signs of wear. Half have lived at the same residence for more than 25 years, and most resist moving into retirement communities. Head of householder's age: 82% are over 65 years, and 37% are over 75 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.

L42 Rooted Flower Power – Living in scattered locations throughout the nation and in older, more populated inner-ring suburbs that have been overtaken by metropolitan sprawl. They are original owners of detached houses, empty nesters, and approaching retirement. Home styles include Cape Cods, ranches, and ramblers on small lot. Head of householder's age: 85% are between the ages of 51 and 65.

Intermittently Prevalent Lifestyle Clusters – Kalamazoo County

E20 No Place Like Home – Living in older, comfortable neighborhoods, typically in small cities and towns of the Midwest. They are living in detached houses built between 1950 and 1980, which are spacious enough to accommodate several generations. They are slow to move and most have lived at the same address for more than 15 years. Compared to average residents, they are twice as likely to own a vacation or weekend home, such as a cottage, cabin, or small townhouse. Head of householder's age: 58% are over 50 years and no more than 65 years.

B08 Babies and Bliss – Living in detached houses and in locations scattered across the Midwest, many settled in new suburbs of the largest cities. Houses were built within the last 15 years and more likely than usual to include multiple generations with children and aging parents. They are still in the formative years of their careers, so are still relatively mobile. Head of householder's age: 83% are between the ages of 36 and 50; 66% are between the ages of 36 and 45.

Conservative Scenario

The TMA model for Kalamazoo 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 the local communities.

Results of the conservative scenario are presented in 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 Kalamazoo County, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Kalamazoo County has an annual market potential for at least 10,205 attached units (i.e., excluding detached houses), across a range of building sizes and formats. Of these 10,205 attached units, 5,138 will be occupied by households among the upscale target markets, and 4,969 will be occupied by moderate target market households.

The small remainder of 98 units will be occupied by other lifestyle clusters that are prevalent in the county. However, they include households that tend to be settled and have a propensity to choose attached housing formats - when they move at all.

Exhibit C.2 and Exhibit C.3 show these same figures 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 Kalamazoo 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, the aggressive scenario for Kalamazoo County is more than twice the size of the conservative scenario (+260%, or 26,494 v. 10,205 attached units).

Under the aggressive scenario, only 1% of the annual market potential (329 units) will be generated by other households that are prevalent in Kalamazoo County (ergo, they are the "Prevalent Lifestyle Clusters"). Although they are prevalent in the county, they have low movership rates and are more inclined to choose houses – when they move at all.

Nearly all (99%) of market potential will be generated by households that have a higher propensity to choose attached units (thus, they are the "Target Markets"). They are living in Kalamazoo County in relatively fewer numbers, but they have high movership rates and are good targets for new housing formats.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
Kalamazoo County – SW Michigan Prosperity Region 8 – 2016

	Conservative Scenario (Minimum)		Aggressive Scenario (Maximum)	
Renters and Owners Attached Units Only	Annual # Units	5 Years # Units	Annual # Units	5 Years # Units
Upscale Targets	5,138	25,690	11,444	57,220
Moderate Targets	4,969	24,845	14,722	73,610
Other Prevalent Clusters	98	490	329	1,645
71 Lifestyle Clusters	10,205	51,025	26,495	132,475

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 Portage has an annual market potential for up to 16 units among buildings with 20 or more units each, and within half a mile of its City Center. This is not enough to support development of a 20+ unit building. However, the units can "slide" down into smaller buildings, and the following Table 6 demonstrates the adjusted results.

Table 6
Annual Market Potential – "Slide" along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
City Center Rings – The City of Portage, Michigan – 2016

Number of Units by Building Format/Size	City Center - 0.5 Mile Unadjusted w/out Slide	City Center - 0.5 Mile Adjusted with Slide	City Center - 1.0 Miles Unadjusted w/out Slide	City Center - 1.0 Miles Adjusted with Slide
1 | Detached Houses	39	39	159	159
2 | Side-by-Side & Stacked	3	4	9	10
3 | Side-by-Side & Stacked	4	3	21	22
4 | Side-by-Side & Stacked	2	4	14	16
5-9 | Townhouse, Live-Work	10	10	65	65
10+| Multiplex: Small	4	18	58	58
20+ | Multiplex: Large	5	.	55	55
50+ | Midrise: Small	5	.	37	119
100+ | Midrise: Large	6	.	86	.
Subtotal Attached	39	39	345	345

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.

The City of Portage

Section E attached to this Market Strategy Report details the annual market potential and model results for each of two cities (Kalamazoo and Portage) and two villages (Schoolcraft and Vicksburg) within Kalamazoo County. Results for Schoolcraft and Vicksburg are included because they are part of the Portage economic region, and to provide perspective for Portage. Results are shown for the aggressive scenario only, which is based on both in-migration and internal movership within each place.

Table 7 on the following page shows the annual results for the City of Portage and two nearby villages, including 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 40% of the aggressive scenario.

Intercepting Migrating Households – The market potential for each place 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 Villages of Schoolcraft and Vicksburg must compete with the City of Portage by intercepting migrating households. This can best be accomplished with a combination of job creation, placemaking processes, and real estate investment.

Each of the local communities can compete for households that are migrating into and within the county and seeking those choices. Some (albeit not all) of these households will be seeking townhouses and waterfront lofts/flats with balconies and vista views of the county's inland lakes, and others will seek choices within active and vibrant downtowns and surrounding neighborhoods.

The City of Portage – Based on the magnitude and profile of households already moving into and within Portage, the city has an annual market potential for 3,711 attached units through the year 2020 (roughly 15% of the county-wide market potential). Again, additional units can be added if the city intercepts households that might choose cities in surrounding counties. The city has already demonstrated success with the creation of new jobs, placemaking, and downtown reinvestment – and these types of ongoing efforts are certain to pay off.

Table 7

Annual Market Potential – "Slide" along Formats (in Units)

71 Lifestyle Clusters – Aggressive Scenario

Places in Kalamazoo County – SW Michigan Prosperity Region 8 – 2016

Number of Units Unadjusted Model Results	The City of Portage	Village of Schoolcraft	Village of Vicksburg
1 | Detached Houses	1,563	65	117
2 | Side-by-Side & Stacked	146	3	5
3 | Side-by-Side & Stacked	309	5	11
4 | Side-by-Side & Stacked	191	3	7
5-9 | Townhouse, Live-Work	805	15	31
10+ | Multiplex: Small	557	7	17
20+ | Multiplex: Large	533	7	17
50+ | Midrise: Small	346	5	10
100+ | Midrise: Large	824	10	18
Subtotal Attached	3,711	55	116

Number of Units Adjusted for "Slide"	The City of Portage	Village of Schoolcraft	Village of Vicksburg
1 | Detached Houses	1,563	65	117
2 | Side-by-Side & Stacked	146	4	6
3 | Side-by-Side & Stacked	309	6	12
4 | Side-by-Side & Stacked	192	4	8
5-9 | Townhouse, Live-Work	805	14	31
10+ | Multiplex: Small	557	27	17
20+ | Multiplex: Large	533	.	42
50+ | Midrise: Small	346	.	.
100+ | Midrise: Large	823	,	.
Subtotal Attached	3,711	55	116

Note: For additional perspective, the analysis of market potential has also provided for 0.5 and 1.0 mile rings around Portage's City Center, and results are included in Section E, attached. Similar results have been generated for other larger cities in the region, including Benton Harbor (Berrien County) and Battle Creek (Calhoun County). Details for those cities are included in their respective county reports.

The Villages of Schoolcraft and Vicksburg – Based on the magnitude and profile of households already moving into and within Schoolcraft and Vicksburg, they share an annual market potential for 171 attached units through the year 2020 (55 and 116 units, respectively). These villages must both compete with the City of Portage and with each other to capture a higher share of the region's aggregate market potential.

Non-Residents and Seasonality

In many of Michigan's counties, seasonal residents and non-residents comprise a significant share of total households. Seasonal residents are captured in the market potential, but seasonal non-residents are not. So, in some unique markets with exceptionally high seasonality (such as the South Gull Lake CDP), even the aggressive scenario can be viewed as being more than reasonable.

In some unique markets, local developers may be particularly interested in understanding the upside market potential for new housing units that could be specifically designed for seasonal non-resident households. To provide some perspective, LandUse|USA has calculated an adjustment factor for each place in Kalamazoo County and based on data and assumptions that are described in the Methods Book (see narrative within the Regional Workbook).

Seasonal Non-Residents	Market Potential "Premium"
Kalamazoo County	+1%
The City of Kalamazoo	+0%
The City of Portage	+0%
The Village of Schoolcraft	+1%
The Village of Vicksburg	+0%
South Gull Lake CDP	+13%

Results may be applied to the market potential within most of Kalamazoo County's markets. With the exception of the South Gull Lake CDP, the premiums are negligible. For perspective, some places along Lake Michigan and closer to Chicago have premiums that approach and even exceed 50 percent.

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 F_1 for information on rents (see Section F_2 for home values). Section F_1 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 Kalamazoo 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
Kalamazoo County – SW Michigan Prosperity Region 8
(2016 Constant Dollars)

	Renter-Occupied Contract (Cash) Rent Brackets					
Renter Occupied Units Attached and Detached	$ 0 $600	$600 $800	$800 $1,000	$1,000 $1,500	$1,500- $2,000+	Total Potential
Upscale Targets	3,522	4,326	2,737	1,529	1,269	13,383
Moderate Targets	6,811	5,644	2,895	1,547	890	17,787
Other Clusters	597	490	243	150	74	1,554
Kalamazoo County	10,930	10,460	5,875	3,226	2,233	32,724
Share of Total	33%	32%	18%	10%	7%	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 F_1 also includes tables showing the median contract rents for Kalamazoo 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.

Forecast rents per square foot are based on existing choices throughout Kalamazoo County and used to estimate the typical unit size within each rent bracket. Existing choices are documented in Section F_1, including a scatter plot with the relationships between rents and square feet. The following Table 9 summarizes the results, with typical unit sizes by contract rent bracket.

Table 9
Typical Unit Sizes by Contract Rent Bracket
Attached Units Only
Kalamazoo County – SW Michigan Prosperity Region 8
(2016 Constant Dollars)

	Renter-Occupied Contract (Cash) Rent Brackets					
Contract Rent Brackets (Attached Units Only)	$ 0- $ 600	$ 600- $ 700	$ 700- $ 800	$ 800- $ 900	$ 900- $1,000+	
Minimum Square Feet	450	500	600	700	900	sq. ft.
Maximum Square Feet	550	650	750	950	1,000+	sq. ft.

The analysis is also conducted for owner-occupied choices, and stakeholders are encouraged to review the materials in Section F_2 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 Kalamazoo County's existing supply of housing by building format, and for all 71 lifestyle clusters. The attached Exhibit B.1 is a histogram displaying the results.

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 cities of Portage and Kalamazoo. Households in both cities have exceptionally high movership rates, and in Portage this is attributed to the Digital Dependent and Striving Single moderate target markets (see attached Exhibit G.5). These targets have high movership rates and collectively represent about 20% of all households in the city.

Results reveal that there is little or no need for building new detached houses in the City of Portage. It is estimated that up to 4,689 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 (4,689 existing detached houses v. 14,689 migrating households).

(Note: Theoretically, it will take about 9 years for all of Portage's existing detached houses to turn over and before a new market gap emerges for that product.)

Although there is a net surplus of detached houses in Portage, about 2,415 of the migrating households will be seeking townhouses, row houses, or similar formats over the next three years, which is significantly more than the existing supply (1,283 existing townhouses v. 2,415 migrating households). Similarly, there are 3,015 existing units among multiplexes and midrise buildings, which is insufficient to meet the needs of the 6,780 households seeking those formats over the next seven years. These comparisons are also detailed in Table 10 on the preceding page.

Table 10
Three-Year Cumulative Market Potential v. Existing Units
71 Lifestyle Clusters – Aggressive Scenario
The City of Portage | SWM Prosperity Region 8
Years 2016 – 2022

Number of Units by Building Format	Potential 3-Year Total	Existing Housing Units	Implied Gap for New-Builds	
1 | Detached Houses	4,689	14,236	--	*surplus*
2 | Subdivided House, Duplex	438	1,198	-760	*surplus*
3-4 | Side-by-Side, Stacked	1,500	582	918	potential
Subtotal Duplex – Fourplex	1,938	1,780	158	potential (net)
5-9 | Townhouse, Live-Work	2,415	1,283	1,132	potential
10-19 | Multiplex: Small	1,671	1,565	106	potential
20-49 | Multiplex: Large	1,599	875	724	potential
50+ | Midrise: Small, Large	3,510	575	2,935	potential
Subtotal Multiplex & Midrise	6,780	3,015	3,765	potential (sum)
Total Attached Units	11,133	6,078	5,055	potential (net)

The histogram comparing the 7-year (and 3-year) market potential with the City of Portage's existing housing units is 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 the Great Lakes.

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 7-year (and 3-year) market potential assumes that the market potential is fully met within each consecutive year. However, if Kalamazoo County cannot meet the market potential in any given year, then that opportunity will dissipate.

Market Assessment – Introduction

The following sections of this report provide a qualitative market assessment for Kalamazoo County and the City of Portage. It begins with an overview of countywide economic advantages, followed by a market assessment for Portage. The last section provides results of a PlaceScore™ analysis for Portage based on placemaking attributes relative to other cities and villages throughout the State of Michigan.

Materials attached to this report include Section A with downtown aerials, photo collages, and lists of investment materials. All lists with sites, addresses, and buildings include information that local stakeholders reported and have not been field-verified by the consultants. In contrast, the photo collages document what the consultants observed during independent market tours and field research.

Collages of Downtown Photos – Observations by the consultants during independent field work.

Lists of Investment Opportunities – Information that stakeholders provided to the consultants.

In addition, Section H includes demographic profiles, a table of traffic counts, and the comparative analysis of PlaceScores™. The following narrative provides a summary of some key observations, and stakeholders are encouraged to study the attachments for additional information.

Kalamazoo County – Overview

Regional Setting – Kalamazoo County is centrally located in southwest Michigan and is located east of Van Buren County, west of Calhoun County, and north of Saint Joseph County. Interstate 94 connects west to Chicago and east to Detroit to Chicago, and has the highest traffic counts in the county with an average of 84,200 vehicles daily. Highway 131 links north to Grand Rapids and south to the South Bend – Elkhart, Indiana metropolitan area.

Other Transportation – Two Amtrak lines, the Blue Water and the Wolverine, stop at the downtown Kalamazoo station. The Blue Water line connects to Chicago, Port Huron, Lansing, and Flint; and the Wolverine line connects to Chicago, Ann Arbor, Pontiac, and Detroit. Kalamazoo County is also served by the Kalamazoo/Battle Creek International Airport, which hosts regional services for three major airlines.

Economic Overview – Education, health and social services are the largest employment industries in Kalamazoo County, with a 27.2% share of countywide employment. The county's educational and medical institutions serve as regional employment hubs for these categories. Manufacturing is the county's second-largest employment sector and represents 17.2% of all jobs. A few of the county's major employers are listed below, and Portage's major employers are included in the following section of this report.

Kalamazoo County Major Employers | Industry Sector

- Kalamazoo County | Government
- Borgess Medical Center | Health Care
- Bronson Methodist Hospital | Health Care
- Western Michigan University | Education
- PNC Bank | Banking
- Meijer Inc. | Retail Trade

The City of Portage Advantage

Geographic Setting – The City of Portage is adjacent to and south of the City of Kalamazoo and they share the economic region. The city benefits from high traffic volumes along Interstate 94, which links west to Chicago and East to Battle Creek, Ann Arbor, and Detroit. It also benefits from access to Highway 131, which links north to Grand Rapids and south to the South Bend – Elkhart metro areas. Within the city, Westnedge Avenue is an important retail and commercial corridor with high traffic volumes.

Economic Profile – The City of Portage includes a variety of industrial and logistics firms that tend to be clustered in the northeast area of the city near the Kalamazoo-Battle Creek International Airport. This district is anchored by a major campus of the Stryker Corporation and a Pfizer manufacturing complex. These and other major employers are shown in the following list.

Job Growth – Pro Services provides skilled-trade and maintenance staff and is building a new headquarters and training facility in Portage, creating 175 new jobs. Expansions among other firms in the county also benefit the city's workers. Ziegler Auto Group is building a large showroom and test track for off-road vehicles in southeastern Kalamazoo that will create 45 jobs. Manufacturing firms Eimo Technologies, Stewart Sutherland, and Miniature Custom Manufacturing have also announced a combined 80 new skilled jobs (in Vicksburg) due to company expansions.

Portage Major Employers | Industry Sector

- Pfizer Pharmaceuticals | Manufacturing
- Stryker Pharmaceuticals | Manufacturing
- Summit Polymers Inc.| Plastic Manufacturing
- Bowers Manufacturing | Metal Manufacturing
- Pro Services Staffing | Business Services
- PNC Bank | Finance
- State Farm Insurance | Insurance
- Meijer Inc. | Retail Trade
- Walmart Corp. | Retail Trade

Investment Opportunities – The triangle-shaped block formed by Westnedge Avenue, Centre Avenue, and Shaver Road, shapes Portage's City Centre and is the center of municipal and civic facilities. The City Centre district presents compelling opportunities for designing and building a 21st century, walkable district in the heart of Portage.

Attractive opportunities include a 13.78-acre green-field site with frontage along Shaver Road. The property could be developed into a mixed-use, planned community with new housing formats that overlook Portage Creek. Other investment opportunities are listed in Section A, attached.

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient for achieving Kalamazoo County's full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the success of each city and village relative to other places 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 in Section H of this report.

PlaceScore v. Market Size – There tends to be a correlation between PlaceScore and the market size in population (Exhibit H.6). 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 (Exhibit H.7).

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.

As shown in Exhibit H.12, the City of Portage and has an overall PlaceScore of just 16 points, which is low relative to the city size. Investment and development of new projects within the City Centre present opportunities to increase the score and address related criteria. Ideally, ongoing initiatives will help the city achieve a higher score of at least 20 points over the next decade, with a focus on the items listed on the following page.

PlaceScore Strategies for the Portage City Centre

1. Modifying the City Centre "Floating District" so it reflects a true form-based or unified code.
2. Promoting the City Centre as a unique investment opportunity for mixed-use development.
3. Integrating civic space, a playhouse, and unique attractions into a mixed-use project.
4. Developing mixed-use projects with scale and critical mass conveyed by two-level buildings.
5. Developing mixed-use projects that with balanced scale on both sides of a main street.
6. Incorporating on-street, angle parking into new mixed-use projects.
7. Integrating wayfinding with clear directions into public parking decks and lots.
8. Providing maps and lists of shopping choices on the city website.
9. Creating a City Centre website that also lists maps and merchants.

Contact Information

This concludes the Draft Market Strategy Report for the Kalamazoo County Target Market Analysis. Questions regarding economic growth, downtown development initiatives, and implementation of these recommendations can be addressed to the following project managers.

Regional Project Manager	Local Project Manager
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(269) 927-1064 x1175	(269) 329-4477
Kinexus	The City of Portage
499 W. Main Street	7900 South Westnedge Avenue
Benton Harbor, Michigan 49022	Portage, Michigan 49002
www.kinexus.org	http://www.portagemi.gov/

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

Sharon M. Woods, CRE
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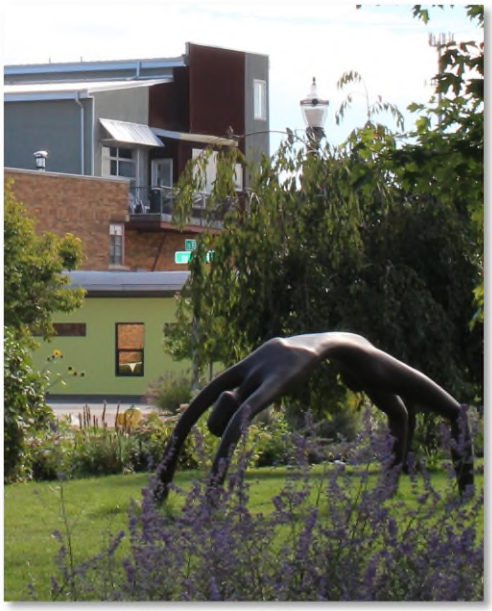


Sections

A - H

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

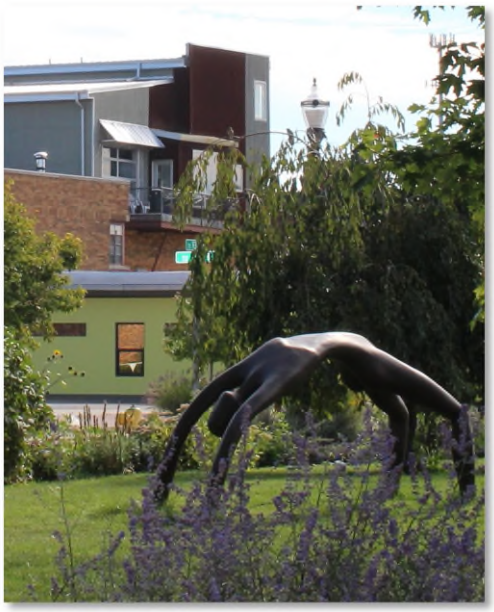
Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY



Prepared by:

LandUseUSA

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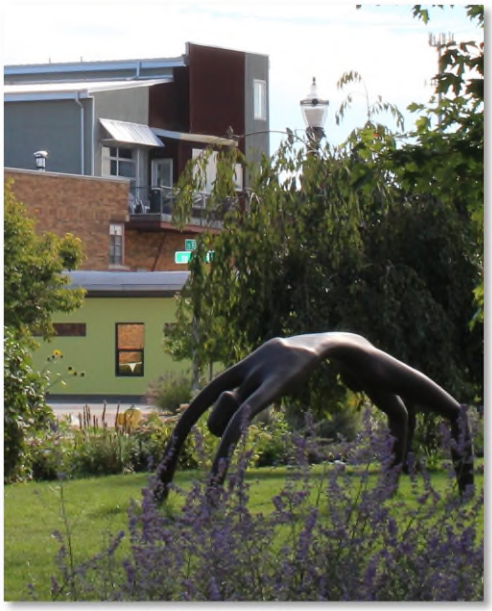

Section A

Investment Opportunities

Places

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LandUseUSA

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Southwest Michigan Prosperity Region 8

Collaborative Community Development

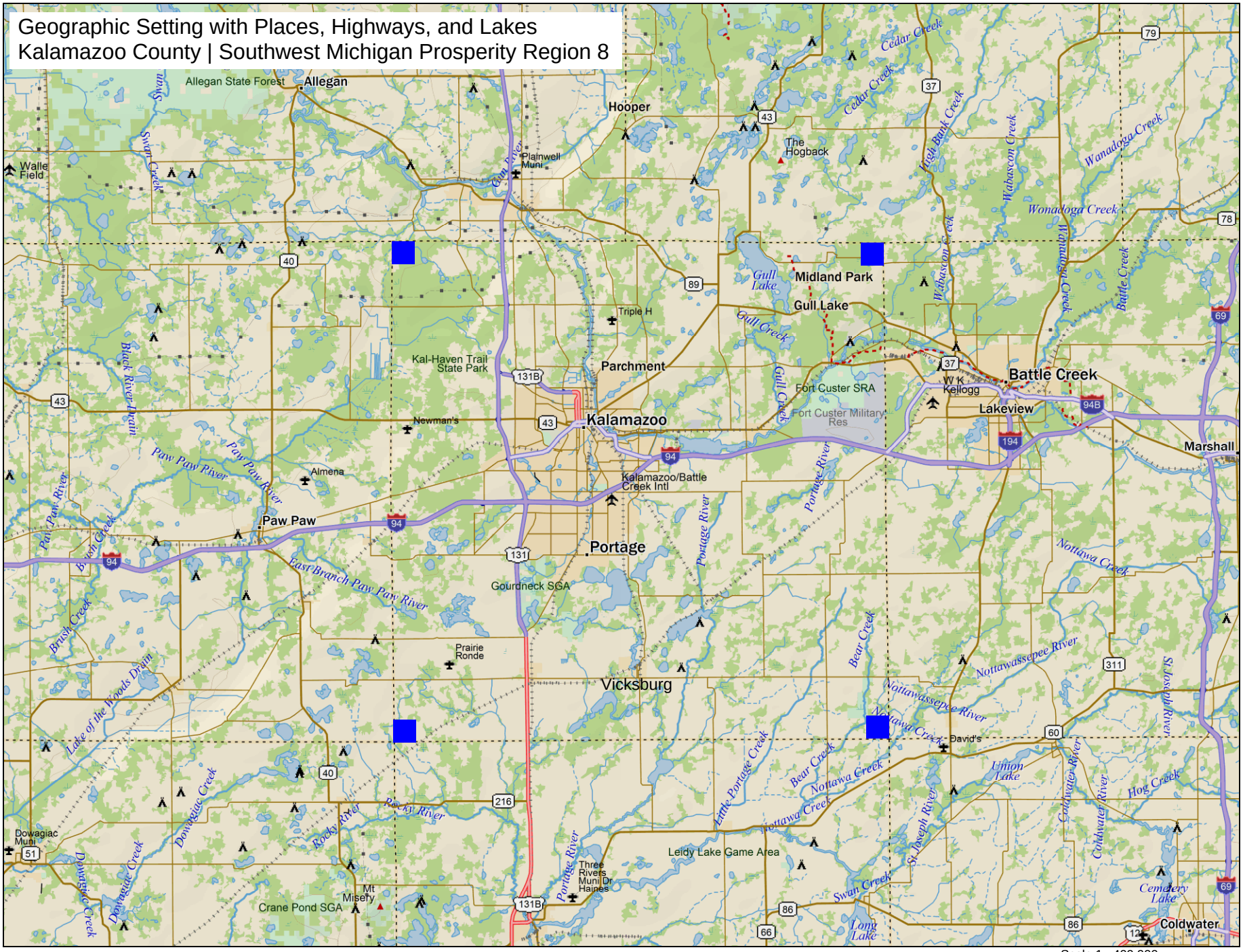
Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

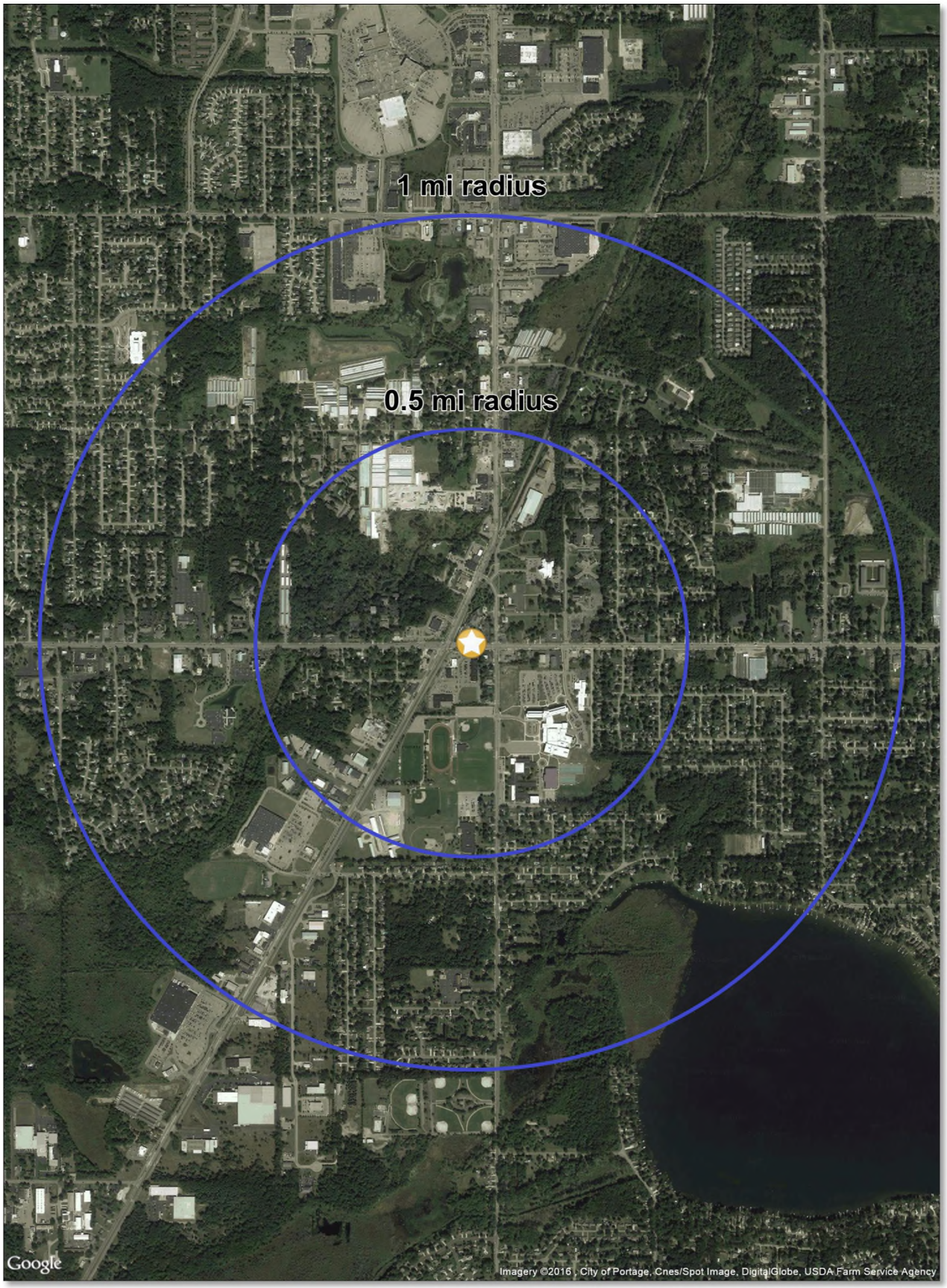
Exhibit A.1



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

Exhibit A.2

Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The City of Portage | Kalamazoo Co. | SW Michigan Prosperity Region 8



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

Scale and Form of Existing Buildings near the City Center - Will be Updated in Spring 2016

Exhibit A.3

The City of Portage | Kalamazoo County | Southwest MI Prosperity Region 8

City Hall

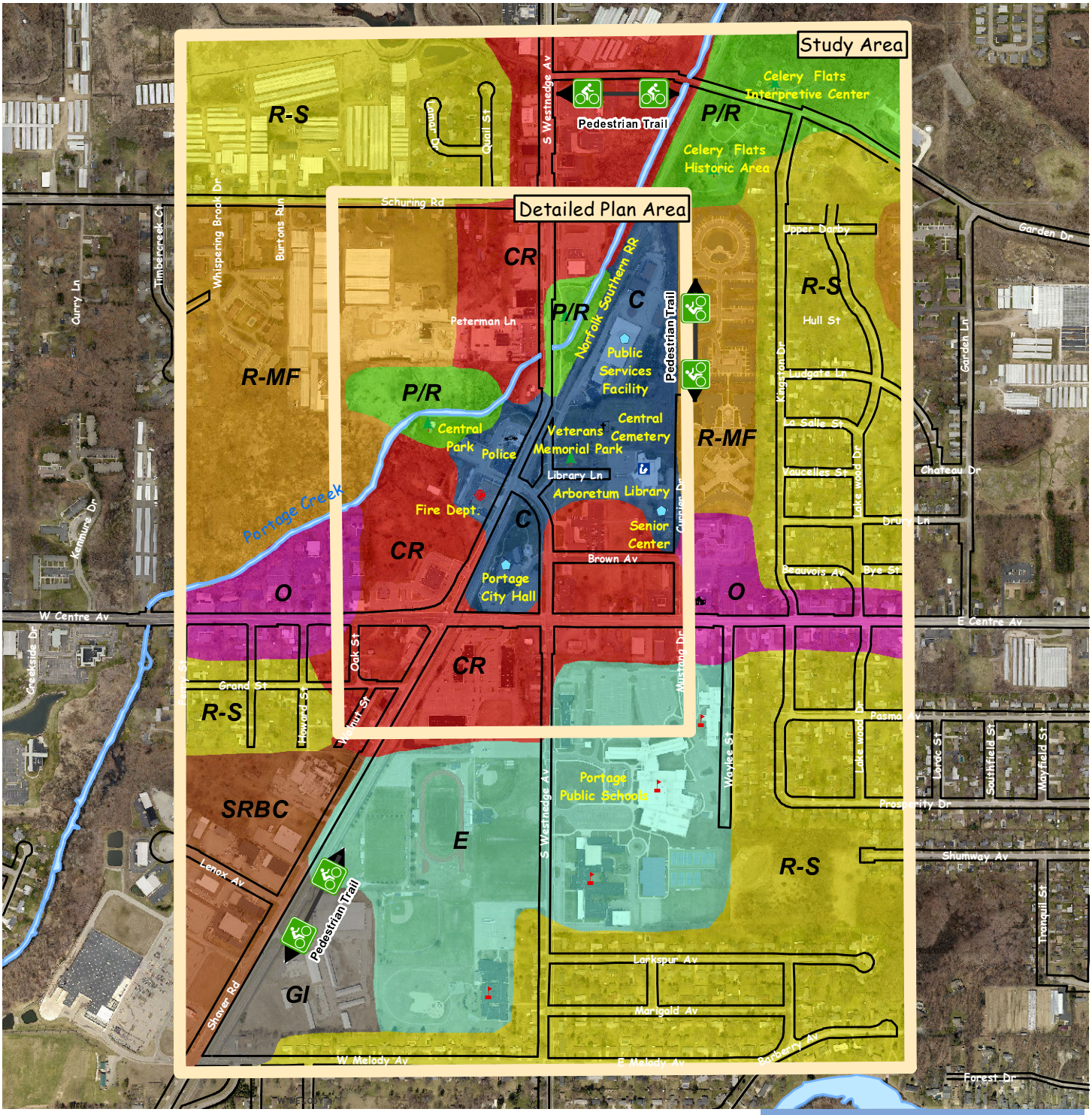
District Library
Source: Panoramio

Source: Original photos by LandUse|USA, 2013 © will all rights reserved.

Courtesy of
Portage Central
High School

New High School
Courtesy of Mlive

Panoramio and Google Earth images are licensed to LandUse|USA through Regis/SitesUSA.
Note: These are temporary photos and will be updated in Spring 2016.



- Civic (C)
- Commercial / Retail (C/R)
- Education (E)
- Office (O)
- Parks / Recreation (P/R)
- Residential - Single (R-S)
- Residential - Multi-family (R-MF)
- Shaver Road Business Corridor (SRBC)
- General Industrial (GI)

City Centre Area Future Land Use

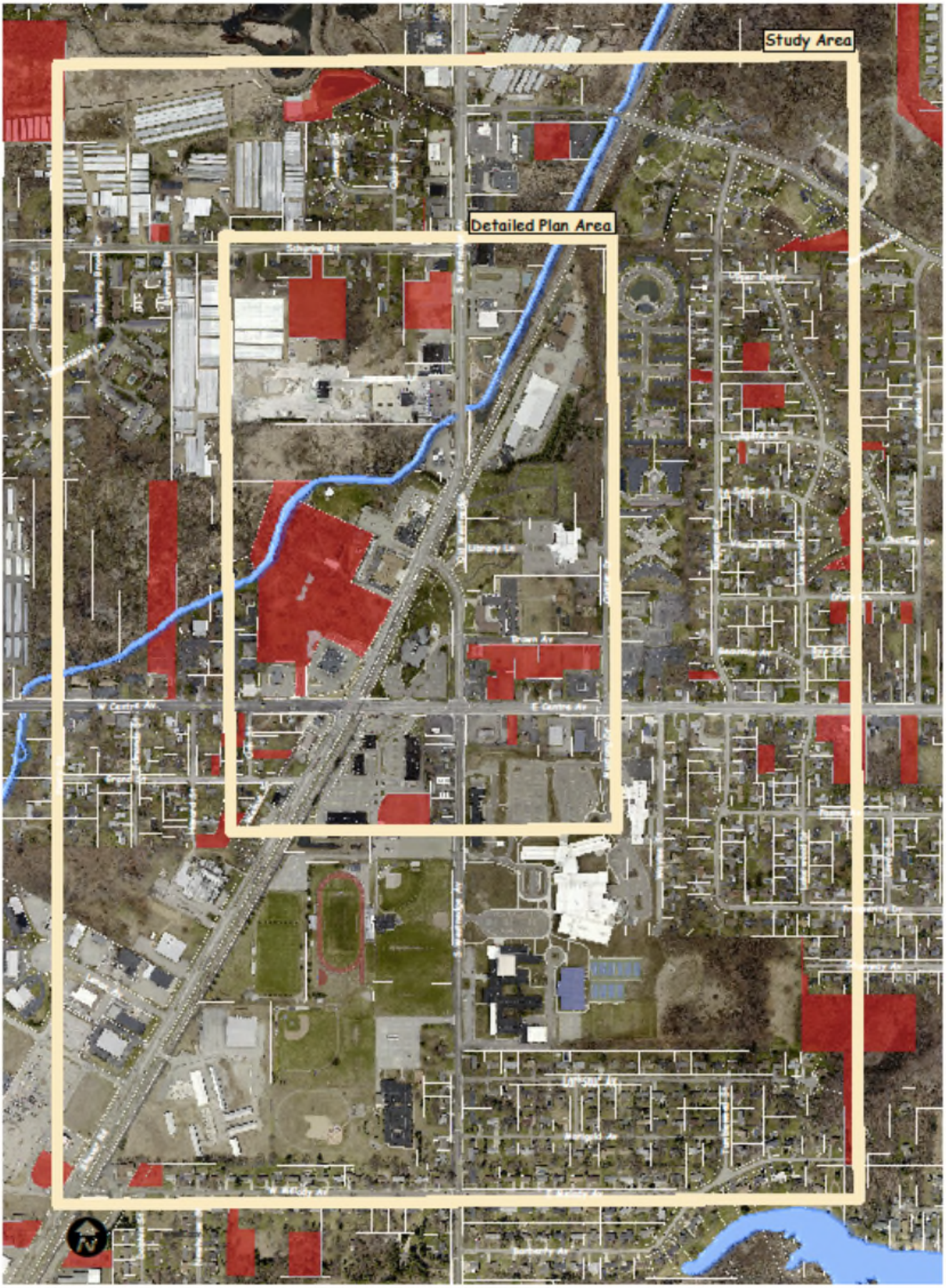
April 2014

0 250 500 1,000 Feet

Sources: City of Portage, MCGI

Reinvestment Opportunites Near the City Center
The City of Portage | Kalamazoo County, Michigan | 2016

Exhibit A.5



Source: The City of Portage, Michigan; 2016 (c). Shaded parcels are either vacant or under-utilized and represent potential development opportunities.

List of Investment Opportunities for Missing Middle Housing

Exhibit A.6

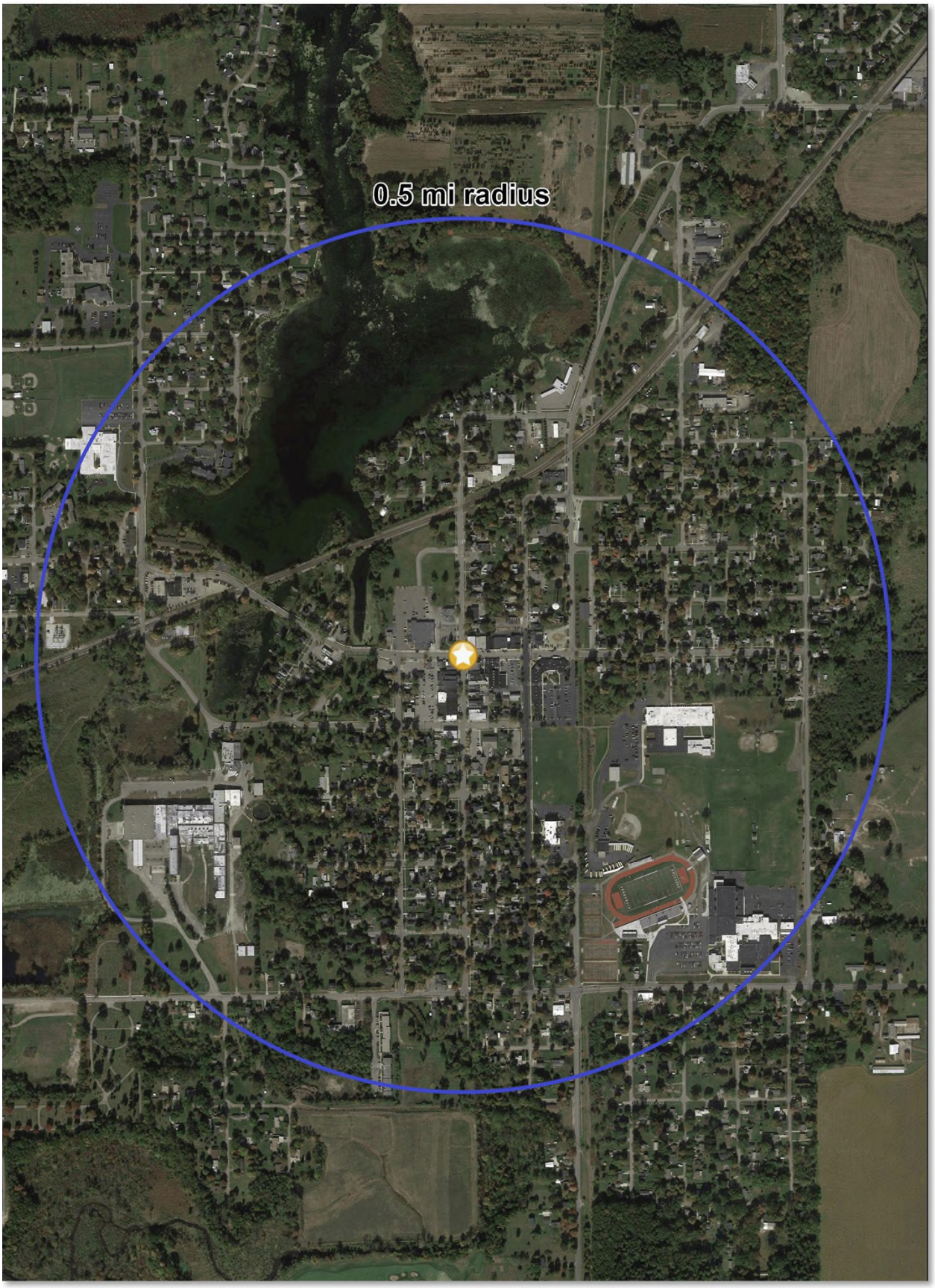
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

Count	City, Township	Water Front	Down Town	Existing Conditions/Current Use Notes and Comments	Investment Opp./Future Use Notes and Comments
1	The City of Portage	Creek-side	No	412 W. Centre Ave.; 13.78 acres; greenfield with frontage on Shaver Rd. and along Portage Creek.	Compelling opportunity for mixed-use and urban infill. Should include new housing formats with balconies and patios overlooking Portage Creek.
2-a	The City of Portage	No	No	7540 S. Westnedge Ave., 0.964 acres; greenfield with frontage along Westnedge; adjacent parking fields.	LandUseUSA recommends assembly and/or land trades with adjacent uses to knit together a larger mixed-use project (ideally with reconfigured and shared parking).
2-b	The City of Portage	No	Yes	7518 S. Westnedge, south of Schuring; vacant land.	Potential for new build of mixed-use to include upper condos, lofts, and flats.
3	The City of Portage	No	No	8120 S. Westnedge Ave.; 1.66 acres; greenfield surrounding by surface parking lots; access at S. Westnedge.	LandUseUSA recommends assembly and/or land trades with adjacent uses to knit together a larger mixed-use project (ideally with reconfigured and shared parking).
4	The City of Portage	No	Yes	125 - 203 E. Centre Ave. and 122 - 228 Brown Ave. Vacant lots, city owned.	Potential for some infille with mixed-uses that include new housing formats, such as townhouses or row houses.
5	The City of Portage	No	Yes	Rosedale subdivision. Southwest corner of Shaver/Centre Ave.	Potential for infill development of some new housing formats that step-down into surrounding detached houses.
6	The City of Portage	No	No	311 Schuring Rd; 2.86 acres; vacant greenfield; some access along Shuring Rd.; adjacent commercial uses (west and south) and detached houses (north and east.	Speculation on some residential infill.

Notes: This investment list focuses on the largest projects in Portage's City Centre, and only projects with a residential component.
The information has been provided by local stakeholders and internet research, and every project has not been field verified.
Source: Interviews with stakeholders and market research conducted by LandUse|USA, 2016.

Exhibit A.7

Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The Village of Vicksburg | Kalamazoo Co. | SW Michigan Prosperity Region 8



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

Scale and Form of Existing Downtown Buildings - Will be Updated in Spring 2016

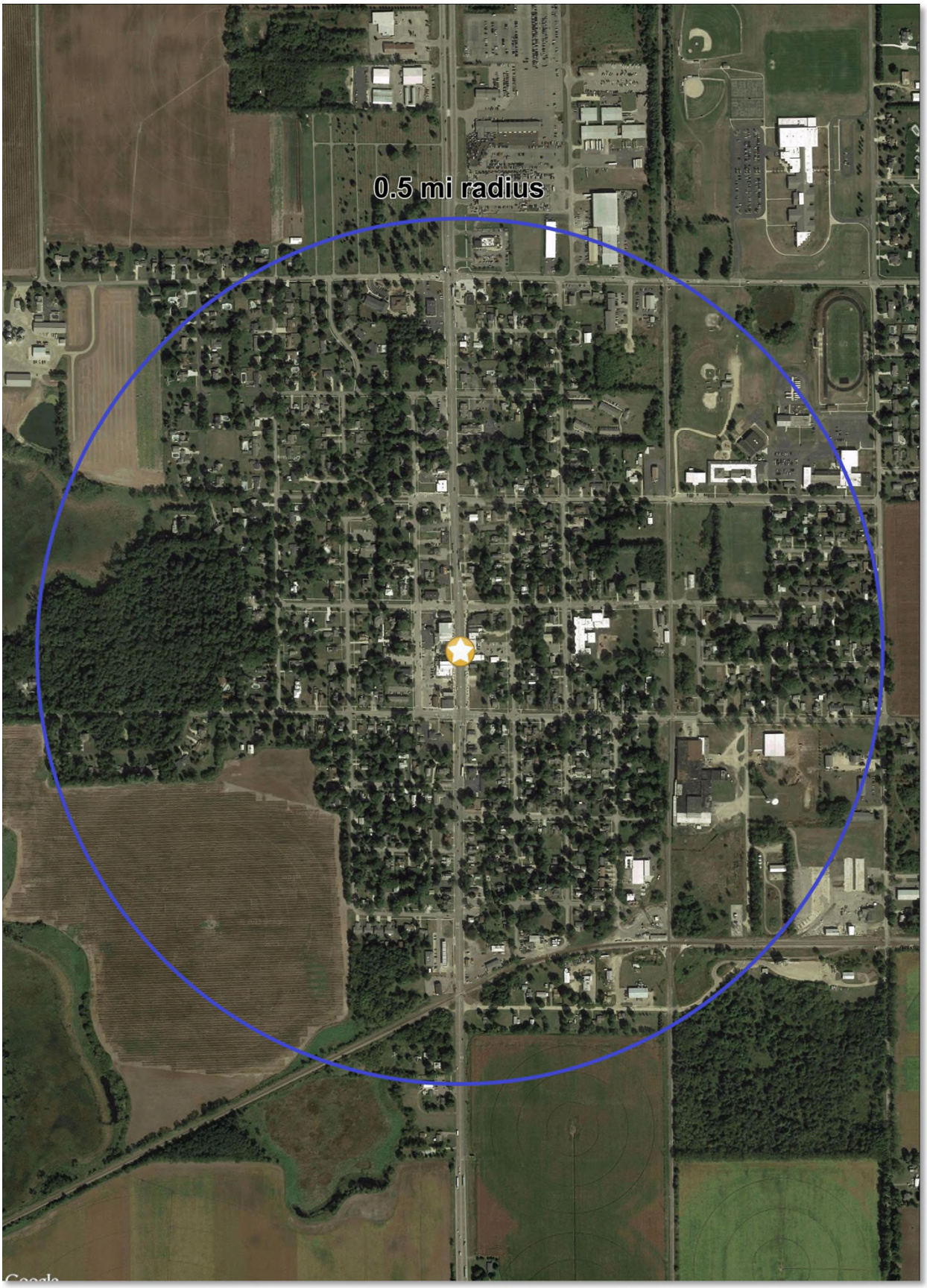
Exhibit A.8

The Village of Vicksburg | Kalamazoo County | Southwest Michigan Prosperity Region 8

Source: The Village of Vicksburg and Downtown Development Authority, retrieved online in 2016.

Exhibit A.9

Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius
The Village of Schoolcraft | Kalamazoo Co. | SW Michigan Prosperity Region 8

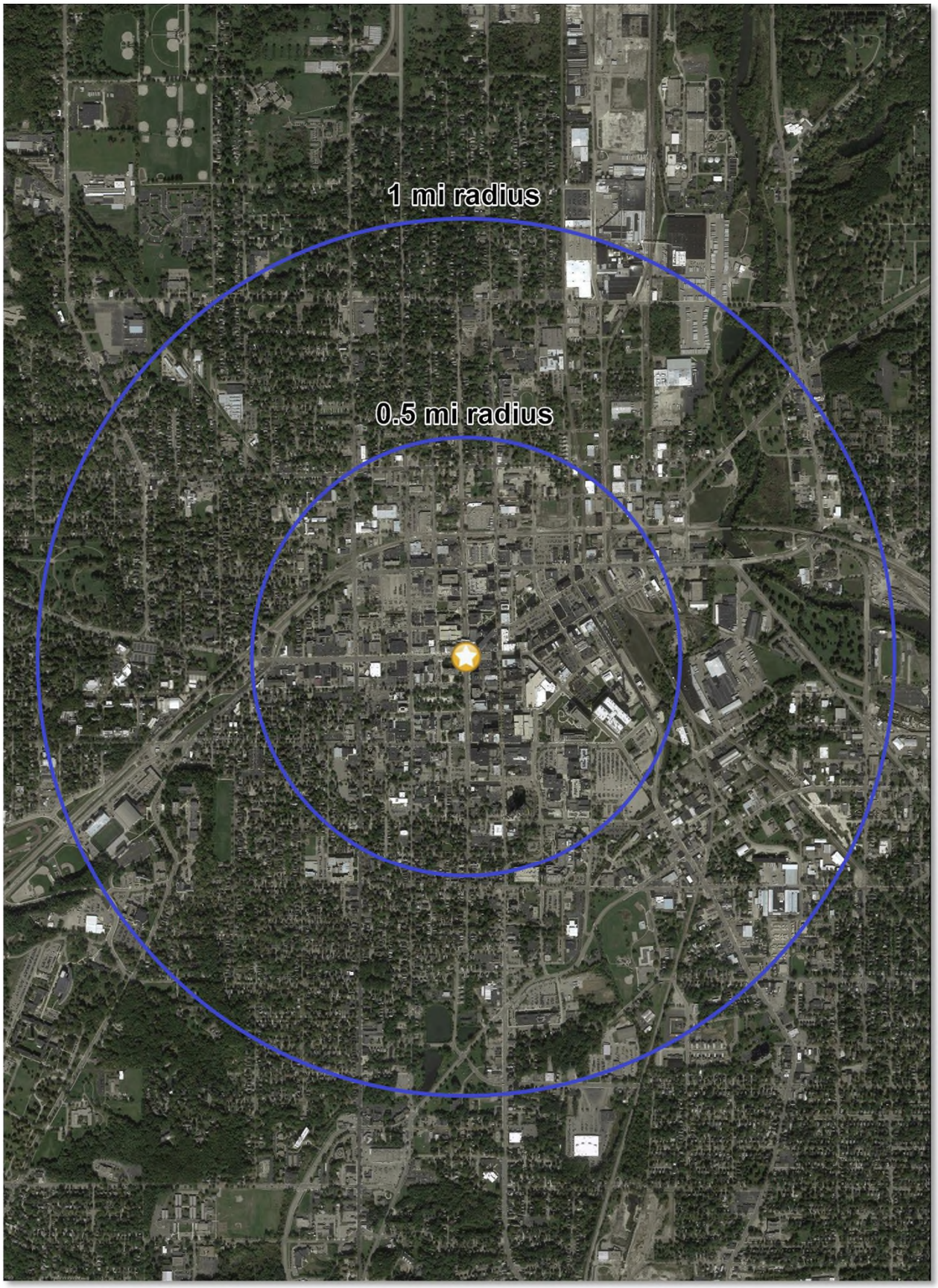


Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.

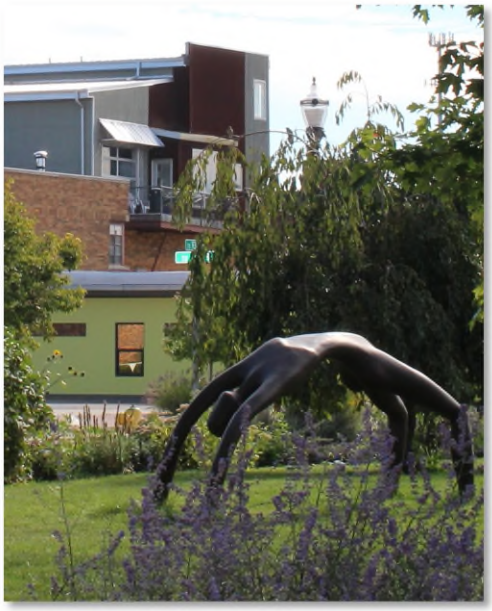
Exhibit A.10

Aerial Photo | Urban and Downtown Perspective with 0.5 Mile Radius

The City of Kalamazoo | Kalamazoo Co. | SW Michigan Prosperity Region 8



Source: Underlying aerial provided to Google Earth and licensed to LandUse|USA through Sites|USA.
Exhibit prepared by LandUse|USA; 2016 ©.



Section B

Summary Tables and Charts

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

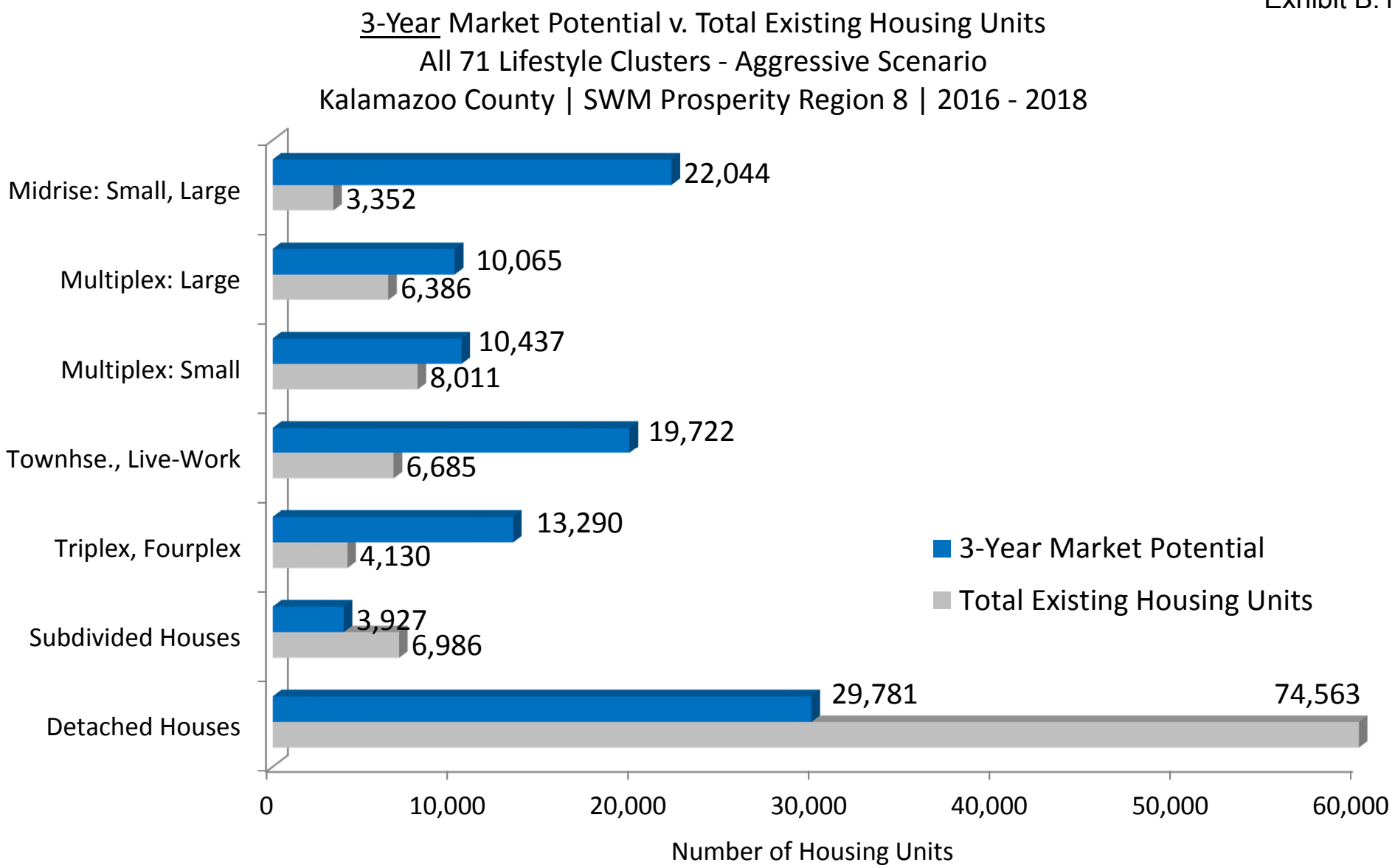
Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

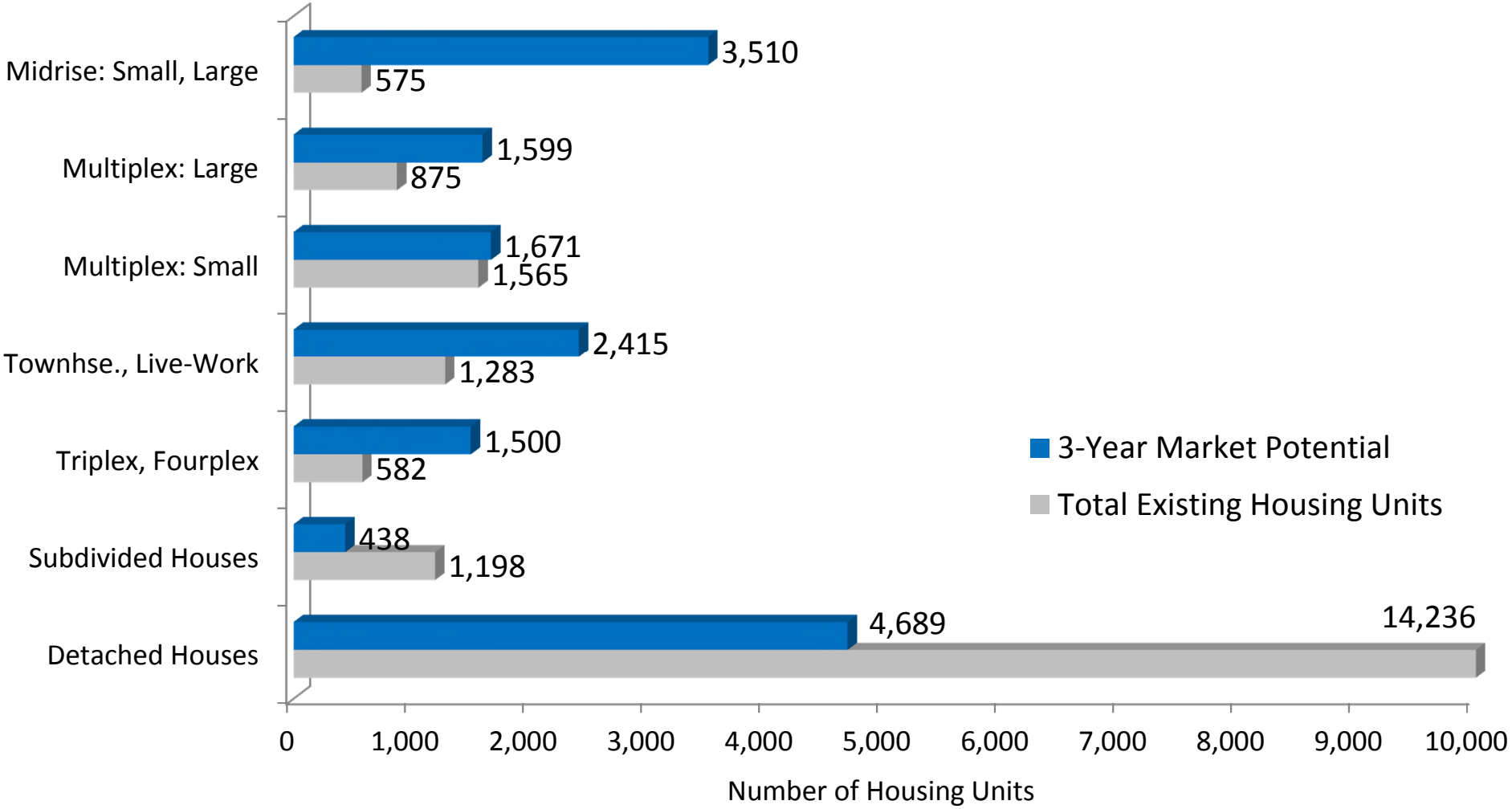
Exhibit B.1



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 B.2

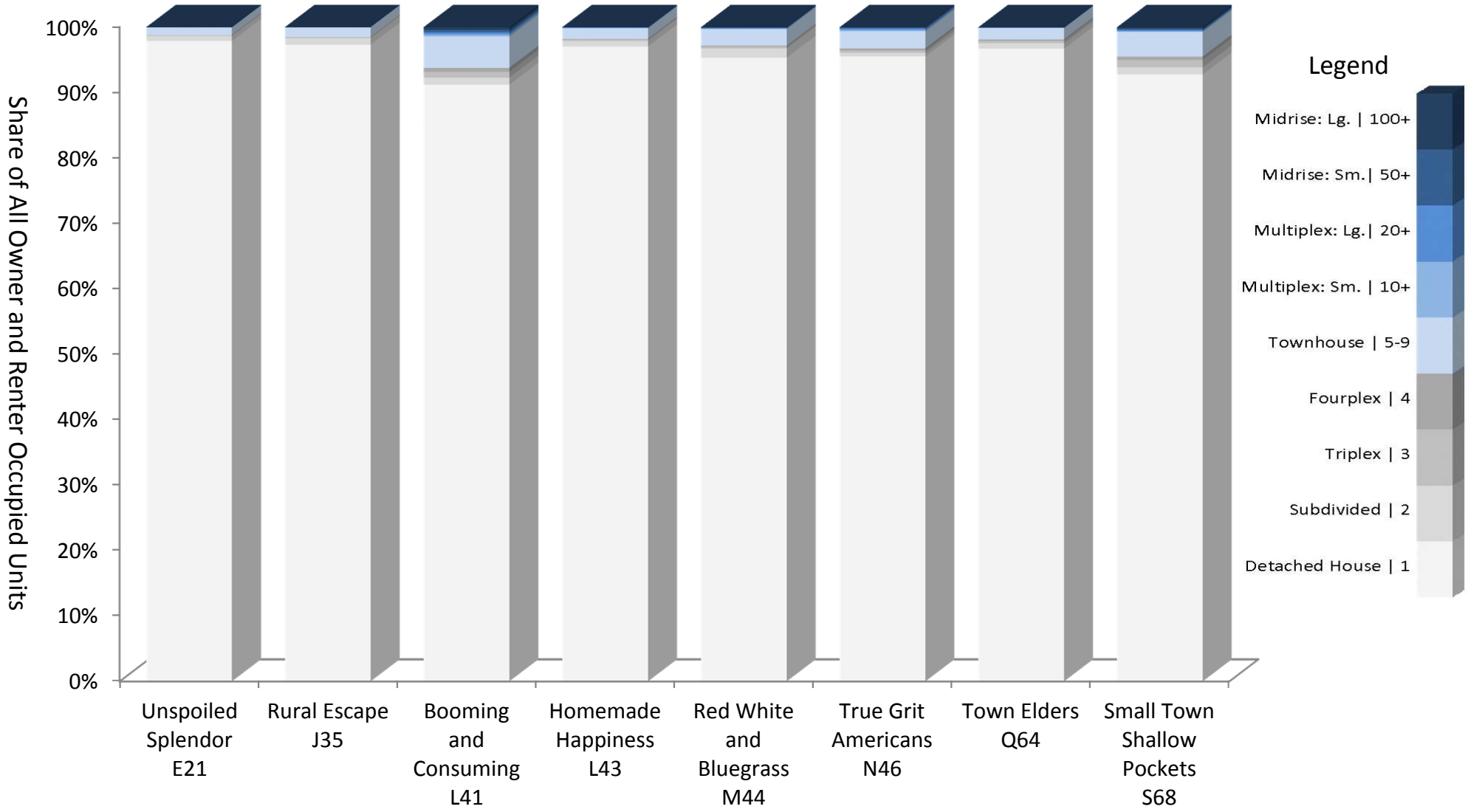
3-Year Market Potential v. Total Existing Housing Units
All 71 Lifestyle Clusters - Aggressive Scenario
The City of Portage | Kalamazoo County | 2016 - 2018



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 B.3

Missing Middle Housing Formats v. Detached Houses
Preferences of Most Prevalent Lifestyle Clusters
Southwest Michigan Prosperity Region 8 | 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.4

Residential Market Parameters and Movership Rates
Other Prevalent Lifestyle Clusters - SWM Prosperity Region 8
With Averages for the State of Michigan - 2015

Other Prevalent Clusters	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Total	Owners Share of Total	Blended Mover-ship Rate
UPSCALE AND MODERATE							
Unspoiled Splendor | E21	97.9%	0.9%	1.1%	0.1%	2.0%	98.0%	1.8%
Aging in Place | J34	99.2%	0.3%	0.5%	0.0%	0.6%	99.4%	1.3%
Rural Escape | J35	97.3%	1.2%	1.5%	0.0%	3.2%	96.8%	3.9%
Booming and Consuming | L41	91.2%	2.6%	4.8%	1.4%	17.3%	82.7%	14.5%
Homemade Happiness | L43	97.0%	1.2%	1.6%	0.2%	4.9%	95.1%	5.8%
Red White and Bluegrass | M44	95.3%	1.8%	2.6%	0.3%	11.3%	88.7%	5.6%
True Grit Americans | N46	95.5%	1.2%	2.6%	0.6%	9.3%	90.7%	11.4%
Town Elders | Q64	96.7%	1.4%	1.7%	0.2%	4.4%	95.6%	2.4%
Small Town Shallow Pockets | S68	92.8%	2.7%	3.8%	0.7%	34.5%	65.5%	14.9%

Source: Underlying data represents Mosaic|USA data provided by Experian, Powered by Regis and Sites|USA.
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Exhibit B.5

Residential Market Parameters and Movership Rates
Intermittently Prevalent Lifestyle Clusters - SWM Prosperity Region 8
With Averages for the State of Michigan - 2015

Intermittently Prevalent	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Total	Owners Share of Total	Blended Mover-ship Rate
DECIDEDLY UPSCALE							
Platinum Prosperity | A02	96.6%	1.0%	2.1%	0.2%	4.8%	95.2%	5.6%
Babies and Bliss | B08	97.4%	0.4%	2.2%	0.1%	3.1%	96.9%	2.5%
Family Fun-tastic | B09	97.5%	0.8%	1.7%	0.1%	3.4%	96.6%	3.6%
Aging of Aquarius | C11	98.4%	0.4%	1.1%	0.0%	1.1%	98.9%	1.7%
Golf Carts and Gourmets | C12	75.8%	4.1%	5.7%	14.4%	12.2%	87.8%	7.7%
Sports Utility Families | D15	97.7%	0.7%	1.5%	0.1%	2.8%	97.2%	2.3%
RELATIVELY UPSCALE							
No Place Like Home | E20	97.9%	0.7%	1.3%	0.1%	2.9%	97.1%	7.2%
Families Matter Most | F23	96.6%	1.1%	2.1%	0.2%	11.9%	88.1%	7.7%
Stockcars and State Parks | I30	97.1%	1.1%	1.7%	0.1%	3.3%	96.7%	4.6%
Settled and Sensible | J36	97.8%	1.0%	1.2%	0.1%	2.7%	97.3%	4.4%
Rooted Flower Power | L42	94.4%	2.2%	2.6%	0.8%	7.9%	92.1%	6.3%
DECIDEDLY MODERATE							
Infants and Debit Cards | M45	95.0%	2.0%	2.6%	0.3%	29.7%	70.3%	15.5%
Rural Southern Bliss | N48	96.9%	1.2%	1.8%	0.1%	8.7%	91.3%	7.1%
Touch of Tradition | N49	97.6%	1.2%	1.1%	0.1%	5.7%	94.3%	9.8%
Reaping Rewards | Q62	84.4%	4.7%	5.9%	5.1%	9.7%	90.3%	3.7%
Urban Survivors | S69	94.6%	2.9%	2.5%	0.0%	27.8%	72.2%	8.2%

Source: Underlying data represents Mosaic|USA data provided by Experian, Powered by Regis and Sites|USA.
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Intermittent lifestyle clusters tend to reside only in unique places and not across the entire county.

Exhibit B.6

Missing Middle Housing Formats v. Houses
Preferences of Upscale Target Markets
Southwest Michigan Prosperity Region 8 | Year 2016

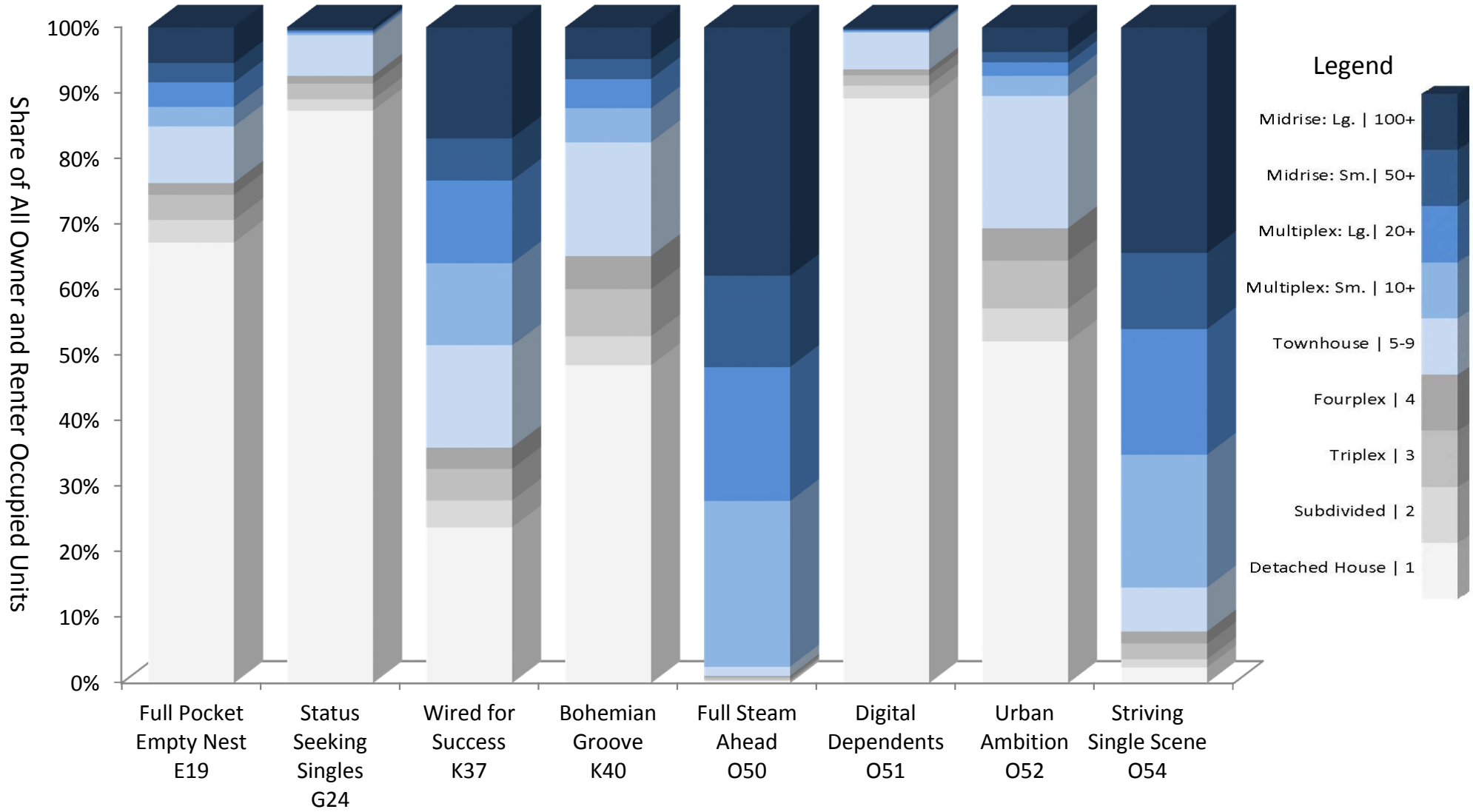

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Exhibit B.7

Missing Middle Housing Formats v. Houses
Preferences of Moderate Target Markets
Southwest Michigan Prosperity Region 8 | Year 2016

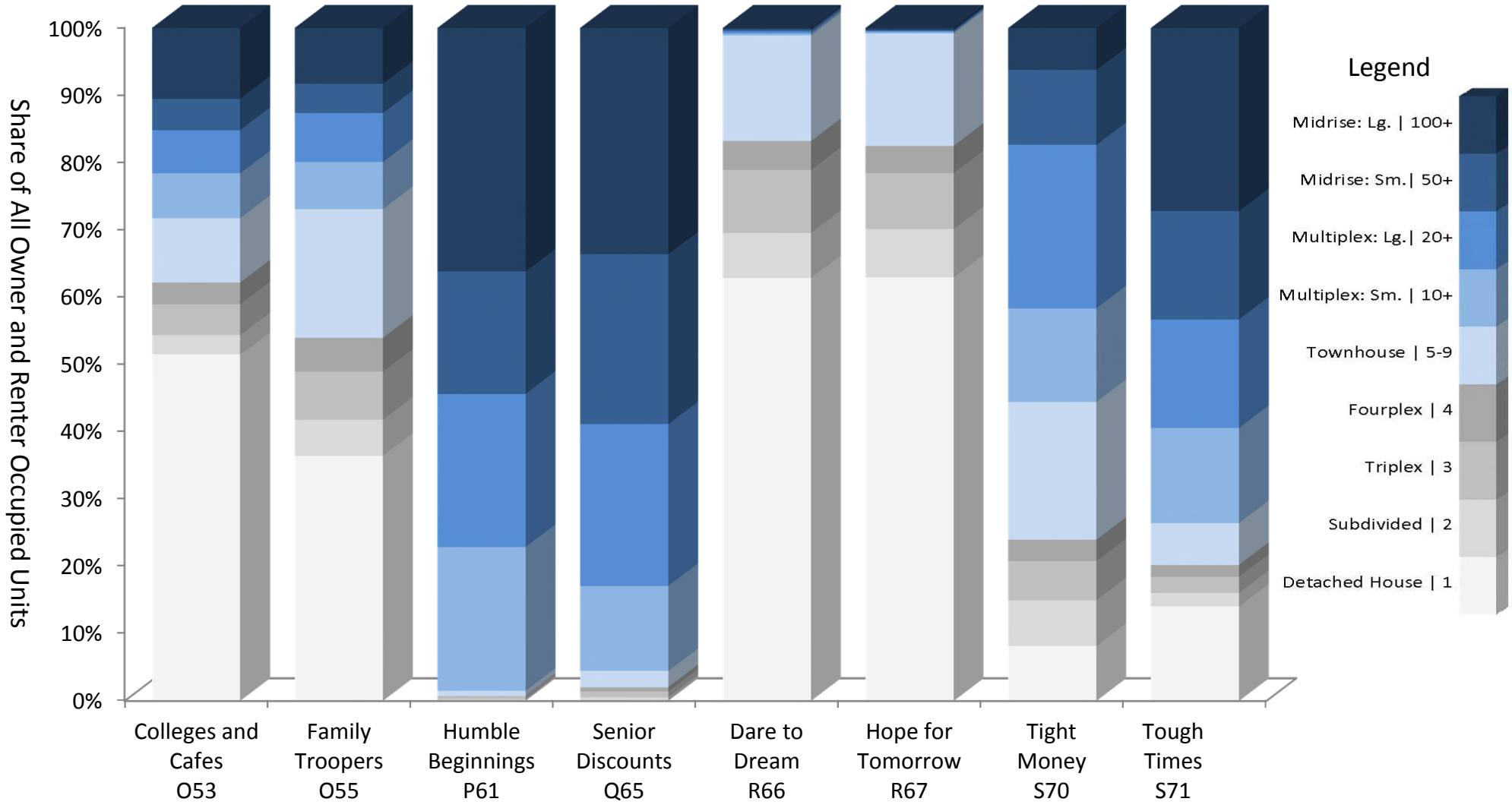

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Exhibit B.8

Residential Market Parameters for Upscale and Moderate Target Markets
For Missing Middle Housing - Southwest Michigan Prosperity Region 8
With Averages for the State of Michigan - 2015

Lifestyle Cluster | Code	Detached House 1 Unit	Duplex Triplex Fourplex 2-4 Units	Townhse., Live-Work 6+ Units	Midplex 20+ Units	Renters Share of Total	Owners Share of Total	Blended Mover-ship Rate
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.
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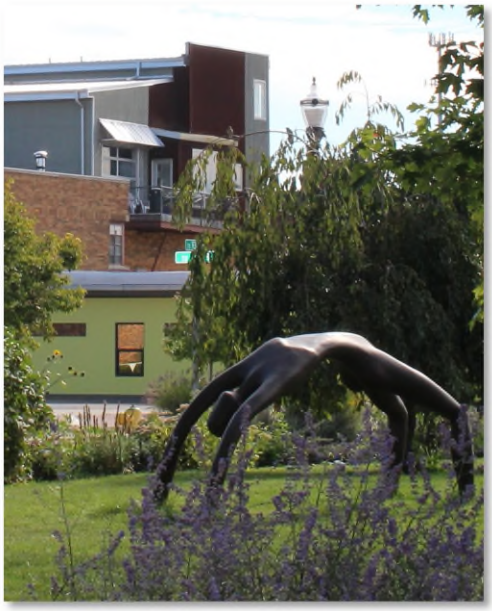


Section C

Conservative Scenario

County

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA 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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

CONSERVATIVE SCENARIO	Kalamazoo COUNTY 71 Lifestyle Clusters			Kalamazoo COUNTY Upscale Target Markets			Kalamazoo COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	13,721	1,412	12,309	6,243	407	5,836	6,122	138	5,984
1 | Detached Houses	3,516	1,333	2,183	1,105	367	738	1,153	99	1,054
2 | Side-by-Side & Stacked	445	10	435	129	7	122	306	3	303
3 | Side-by-Side & Stacked	955	3	952	287	2	285	652	1	651
4 | Side-by-Side & Stacked	588	1	587	196	0	196	387	1	386
5-9 | Townhse., Live-Work	2,316	6	2,310	828	4	824	1,433	2	1,431
10-19 | Multiplex: Small	1,458	7	1,451	943	4	939	513	3	510
20-49 | Multiplex: Large	1,386	13	1,373	840	6	834	542	7	535
50-99 | Midrise: Small	893	13	880	500	4	496	391	9	382
100+ | Midrise: Large	2,164	26	2,138	1,415	13	1,402	745	13	732
Total Units	13,721	1,412	12,309	6,243	407	5,836	6,122	138	5,984
Detached Houses	3,516	1,333	2,183	1,105	367	738	1,153	99	1,054
Duplexes & Triplexes	1,400	13	1,387	416	9	407	958	4	954
Other Attached Formats	8,805	66	8,739	4,722	31	4,691	4,011	35	3,976

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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | 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
Kalamazoo COUNTY - Total	13,721	6,243	11	64	241	622	366	1,056	569	3,321
Kalamazoo COUNTY - Owners	1,412	407	5	22	13	13	2	321	6	31
1 | Detached Houses	1,333	367	5	21	8	11	0	313	5	4
2 | Side-by-Side & Stacked	10	7	0	0	1	1	0	4	0	1
3 | Side-by-Side & Stacked	3	2	0	0	0	0	0	1	0	1
4 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	6	4	0	0	1	0	0	2	0	1
10-19 | Multiplex: Small	7	4	0	0	0	0	0	0	0	4
20-49 | Multiplex: Large	13	6	0	0	1	0	0	0	0	5
50-99 | Midrise: Small	13	4	0	0	0	0	0	0	0	4
100+ | Midrise: Large	26	13	0	0	1	0	1	0	0	11
Kalamazoo COUNTY - Renters	12,309	5,836	6	42	228	609	364	735	563	3,290
1 | Detached Houses	2,183	738	2	25	14	101	0	473	106	17
2 | Side-by-Side & Stacked	435	122	0	1	7	28	0	31	30	25
3 | Side-by-Side & Stacked	952	285	1	3	14	73	1	40	72	81
4 | Side-by-Side & Stacked	587	196	0	2	9	51	1	22	49	62
5-9 | Townhse., Live-Work	2,310	824	1	9	46	180	5	148	203	232
10-19 | Multiplex: Small	1,451	939	0	0	38	55	96	5	32	713
20-49 | Multiplex: Large	1,373	834	0	0	36	45	75	6	20	652
50-99 | Midrise: Small	880	496	0	0	18	30	50	2	15	381
100+ | Midrise: Large	2,138	1,402	1	1	47	47	135	8	36	1,127

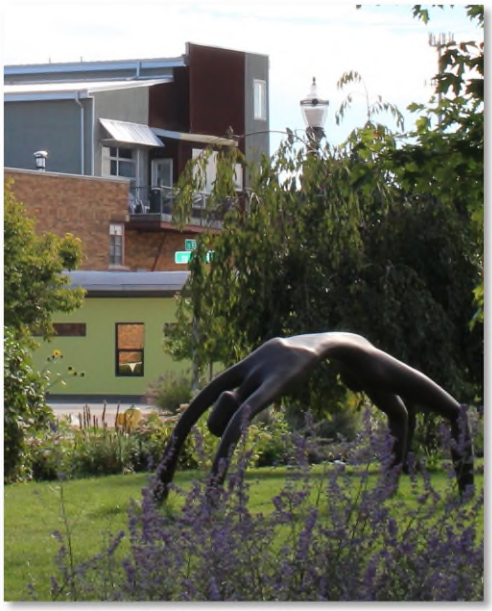
Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due only to rounding, these figures might not sum exact and might not perfectly match summary tables in the narrative report.
Qualifiers: Houses may include rehabs of existing mansion-style 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".

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | 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
Kalamazoo COUNTY - Total	13,721	6,122	2,405	1,337	0	294	603	1,178	70	240
Kalamazoo COUNTY - Owners	1,412	138	106	3	0	25	3	2	0	3
1 | Detached Houses	1,333	99	91	2	0	0	3	2	0	1
2 | Side-by-Side & Stacked	10	3	3	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	3	1	1	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	1	1	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	6	2	2	0	0	0	0	0	0	0
10-19 | Multiplex: Small	7	3	1	0	0	2	0	0	0	0
20-49 | Multiplex: Large	13	7	2	0	0	5	0	0	0	0
50-99 | Midrise: Small	13	9	2	0	0	7	0	0	0	0
100+ | Midrise: Large	26	13	3	0	0	9	0	0	0	1
Kalamazoo COUNTY - Renters	12,309	5,984	2,299	1,334	0	269	600	1,176	70	237
1 | Detached Houses	2,183	1,054	419	144	0	0	162	320	1	8
2 | Side-by-Side & Stacked	435	303	72	63	0	1	52	109	3	3
3 | Side-by-Side & Stacked	952	651	181	136	0	2	117	205	4	6
4 | Side-by-Side & Stacked	587	386	126	98	0	2	54	99	2	5
5-9 | Townhse., Live-Work	2,310	1,431	389	377	0	7	202	423	16	17
10-19 | Multiplex: Small	1,451	510	274	140	0	36	4	5	11	40
20-49 | Multiplex: Large	1,373	535	256	140	0	66	4	6	19	44
50-99 | Midrise: Small	880	382	178	81	0	67	3	3	8	42
100+ | Midrise: Large	2,138	732	403	154	0	89	3	7	5	71

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:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit D.1

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	Kalamazoo COUNTY 71 Lifestyle Clusters			Kalamazoo COUNTY Upscale Target Markets			Kalamazoo COUNTY Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	36,422	3,698	32,724	14,462	1,077	13,385	18,151	365	17,786
1 | Detached Houses	9,927	3,465	6,462	3,018	960	2,058	3,449	258	3,191
2 | Side-by-Side & Stacked	1,309	35	1,274	352	19	333	913	10	903
3 | Side-by-Side & Stacked	2,756	10	2,746	755	6	749	1,948	4	1,944
4 | Side-by-Side & Stacked	1,674	4	1,670	512	2	510	1,143	2	1,141
5-9 | Townhse., Live-Work	6,574	25	6,549	2,173	15	2,158	4,222	7	4,215
10-19 | Multiplex: Small	3,479	19	3,460	1,964	11	1,953	1,505	8	1,497
20-49 | Multiplex: Large	3,355	35	3,320	1,747	16	1,731	1,592	19	1,573
50-99 | Midrise: Small	2,216	35	2,181	1,045	12	1,033	1,161	23	1,138
100+ | Midrise: Large	5,132	70	5,062	2,896	36	2,860	2,218	34	2,184
Total Units	36,422	3,698	32,724	14,462	1,077	13,385	18,151	365	17,786
Detached Houses	9,927	3,465	6,462	3,018	960	2,058	3,449	258	3,191
Duplexes & Triplexes	4,065	45	4,020	1,107	25	1,082	2,861	14	2,847
Other Attached Formats	22,430	188	22,242	10,337	92	10,245	11,841	93	11,748

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.
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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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit D.2

AGGRESSIVE 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
Kalamazoo COUNTY - Total	36,422	14,462	34	190	601	1,929	674	2,839	1,636	6,561
Kalamazoo COUNTY - Owners	3,698	1,077	14	58	33	34	5	836	17	81
1 | Detached Houses	3,465	960	13	56	21	29	0	815	15	11
2 | Side-by-Side & Stacked	35	19	0	1	2	2	0	10	1	3
3 | Side-by-Side & Stacked	10	6	0	0	1	1	0	2	0	2
4 | Side-by-Side & Stacked	4	2	0	0	0	0	0	1	0	1
5-9 | Townhse., Live-Work	25	15	0	1	2	1	0	6	1	4
10-19 | Multiplex: Small	19	11	0	0	1	0	1	0	0	9
20-49 | Multiplex: Large	35	16	0	0	2	0	1	0	0	13
50-99 | Midrise: Small	35	12	0	0	1	0	1	0	0	10
100+ | Midrise: Large	70	36	0	0	3	1	2	1	0	29
Kalamazoo COUNTY - Renters	32,724	13,385	20	132	568	1,895	669	2,003	1,619	6,480
1 | Detached Houses	6,462	2,058	6	79	35	313	0	1,288	304	33
2 | Side-by-Side & Stacked	1,274	333	1	5	18	87	1	84	88	49
3 | Side-by-Side & Stacked	2,746	749	2	11	34	226	3	108	206	159
4 | Side-by-Side & Stacked	1,670	510	1	5	23	157	1	60	140	123
5-9 | Townhse., Live-Work	6,549	2,158	4	28	113	559	10	402	585	457
10-19 | Multiplex: Small	3,460	1,953	1	2	94	170	177	14	91	1,404
20-49 | Multiplex: Large	3,320	1,731	2	1	90	141	138	17	57	1,285
50-99 | Midrise: Small	2,181	1,033	1	1	45	93	92	7	44	750
100+ | Midrise: Large	5,062	2,860	2	2	117	148	247	21	103	2,220

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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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | 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
Kalamazoo COUNTY - Total	36,422	18,151	7,425	3,351	0	903	1,875	3,662	196	743
Kalamazoo COUNTY - Owners	3,698	365	275	9	0	65	8	5	0	7
1 | Detached Houses	3,465	258	236	7	0	1	7	4	0	3
2 | Side-by-Side & Stacked	35	10	8	1	0	1	0	0	0	0
3 | Side-by-Side & Stacked	10	4	3	0	0	1	0	0	0	0
4 | Side-by-Side & Stacked	4	2	2	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	25	7	6	0	0	1	0	0	0	0
10-19 | Multiplex: Small	19	8	3	0	0	5	0	0	0	0
20-49 | Multiplex: Large	35	19	4	0	0	14	0	0	0	1
50-99 | Midrise: Small	35	23	4	0	0	18	0	0	0	1
100+ | Midrise: Large	70	34	9	0	0	24	0	0	0	1
Kalamazoo COUNTY - Renters	32,724	17,786	7,150	3,342	0	838	1,867	3,657	196	736
1 | Detached Houses	6,462	3,191	1,302	360	0	0	505	996	4	24
2 | Side-by-Side & Stacked	1,274	903	224	158	0	2	161	339	9	10
3 | Side-by-Side & Stacked	2,746	1,944	563	342	0	7	363	637	12	20
4 | Side-by-Side & Stacked	1,670	1,141	393	245	0	5	167	309	7	15
5-9 | Townhse., Live-Work	6,549	4,215	1,209	944	0	21	628	1,315	45	53
10-19 | Multiplex: Small	3,460	1,497	853	351	0	112	12	14	31	124
20-49 | Multiplex: Large	3,320	1,573	797	352	0	205	13	17	52	137
50-99 | Midrise: Small	2,181	1,138	554	203	0	208	10	9	23	131
100+ | Midrise: Large	5,062	2,184	1,254	387	0	277	9	22	13	222

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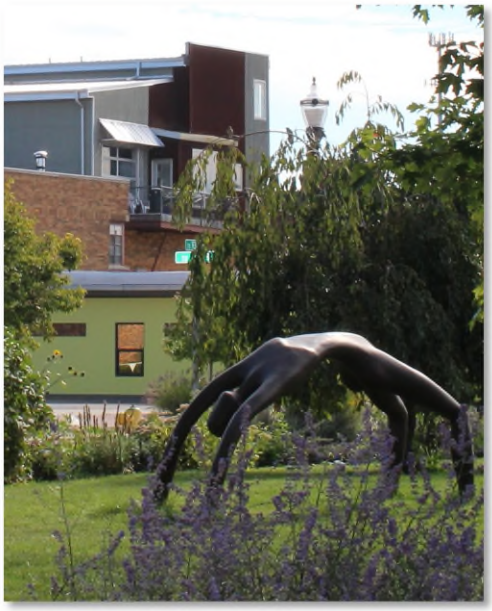
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



Section E

Aggressive Scenario

Places

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA 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 Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Kalamazoo 71 Lifestyle Clusters			Kalamazoo - 0.5 Mile 71 Lifestyle Clusters			Kalamazoo - 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	17,922	1,114	16,808	625	10	615	4,027	124	3,903
1 | Detached Houses	4,443	1,015	3,428	84	7	77	855	105	750
2 | Side-by-Side & Stacked	775	14	761	21	0	21	186	2	184
3 | Side-by-Side & Stacked	1,665	5	1,660	47	0	47	401	1	400
4 | Side-by-Side & Stacked	980	2	978	26	0	26	232	1	231
5-9 | Townhse., Live-Work	3,704	11	3,693	102	0	102	846	1	845
10-19 | Multiplex: Small	1,537	8	1,529	80	0	80	358	2	356
20-49 | Multiplex: Large	1,481	15	1,466	79	0	79	348	3	345
50-99 | Midrise: Small	1,034	15	1,019	59	1	58	251	3	248
100+ | Midrise: Large	2,303	29	2,274	127	2	125	550	6	544
Total Units	17,922	1,114	16,808	625	10	615	4,027	124	3,903
Detached Houses	4,443	1,015	3,428	84	7	77	855	105	750
Duplexes & Triplexes	2,440	19	2,421	68	0	68	587	3	584
Other Attached Formats	11,039	80	10,959	473	3	470	2,585	16	2,569

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 Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Portage 71 Lifestyle Clusters			Portage - 0.5 Mile 71 Lifestyle Clusters			Portage - 1.0 Mile 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	5,274	788	4,486	78	19	59	504	83	421
1 | Detached Houses	1,563	750	813	39	19	20	159	79	80
2 | Side-by-Side & Stacked	146	4	142	3	0	3	9	0	9
3 | Side-by-Side & Stacked	309	1	308	4	0	4	21	0	21
4 | Side-by-Side & Stacked	191	0	191	2	0	2	14	0	14
5-9 | Townhse., Live-Work	805	3	802	10	0	10	65	0	65
10-19 | Multiplex: Small	557	3	554	4	0	4	58	0	58
20-49 | Multiplex: Large	533	6	527	5	0	5	55	1	54
50-99 | Midrise: Small	346	6	340	5	0	5	37	1	36
100+ | Midrise: Large	824	15	809	6	0	6	86	2	84
Total Units	5,274	788	4,486	78	19	59	504	83	421
Detached Houses	1,563	750	813	39	19	20	159	79	80
Duplexes & Triplexes	455	5	450	7	0	7	30	0	30
Other Attached Formats	3,256	33	3,223	32	0	32	315	4	311

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".

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 Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	City of Portage 71 Lifestyle Clusters			City of Portage Upscale Target Markets			City of Portage Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	5,274	788	4,486	3,087	294	2,793	1,533	18	1,515
1 | Detached Houses	1,563	750	813	724	270	454	210	4	206
2 | Side-by-Side & Stacked	146	4	142	66	4	62	78	0	78
3 | Side-by-Side & Stacked	309	1	308	140	1	139	165	0	165
4 | Side-by-Side & Stacked	191	0	191	94	0	94	97	0	97
5-9 | Townhse., Live-Work	805	3	802	402	3	399	384	0	384
10-19 | Multiplex: Small	557	3	554	426	2	424	131	1	130
20-49 | Multiplex: Large	533	6	527	379	3	376	154	3	151
50-99 | Midrise: Small	346	6	340	226	2	224	120	4	116
100+ | Midrise: Large	824	15	809	630	9	621	194	6	188
Total Units	5,274	788	4,486	3,087	294	2,793	1,533	18	1,515
Detached Houses	1,563	750	813	724	270	454	210	4	206
Duplexes & Triplexes	455	5	450	206	5	201	243	0	243
Other Attached Formats	3,256	33	3,223	2,157	19	2,138	1,080	14	1,066

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

Exhibit E.4

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Places in Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

AGGRESSIVE SCENARIO	Village Schoolcraft 71 Lifestyle Clusters			Village of Vicksburg 71 Lifestyle Clusters		
	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	120	38	82	233	78	155
1 | Detached Houses	65	38	27	117	78	39
2 | Side-by-Side & Stacked	3	0	3	5	0	5
3 | Side-by-Side & Stacked	5	0	5	11	0	11
4 | Side-by-Side & Stacked	3	0	3	7	0	7
5-9 | Townhse., Live-Work	15	0	15	31	0	31
10-19 | Multiplex: Small	7	0	7	17	0	17
20-49 | Multiplex: Large	7	0	7	17	0	17
50-99 | Midrise: Small	5	0	5	10	0	10
100+ | Midrise: Large	10	0	10	18	0	18
Total Units	120	38	82	233	78	155
Detached Houses	65	38	27	117	78	39
Duplexes & Triplexes	8	0	8	16	0	16
Other Attached Formats	47	0	47	100	0	100

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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
City of Kalamazoo | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.5

AGGRESSIVE 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
City of Kalamazoo - Total	17,922	4,731	25	96	57	840	111	642	1,076	1,888
City of Kalamazoo - Owners	1,114	307	10	30	4	15	1	210	13	27
1 | Detached Houses	1,015	274	9	29	3	13	0	205	11	4
2 | Side-by-Side & Stacked	14	6	0	0	0	1	0	3	1	1
3 | Side-by-Side & Stacked	5	2	0	0	0	0	0	1	0	1
4 | Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	11	5	0	0	0	1	0	2	1	1
10-19 | Multiplex: Small	8	3	0	0	0	0	0	0	0	3
20-49 | Multiplex: Large	15	4	0	0	0	0	0	0	0	4
50-99 | Midrise: Small	15	3	0	0	0	0	0	0	0	3
100+ | Midrise: Large	29	10	0	0	0	0	0	0	0	10
City of Kalamazoo - Renters	16,808	4,424	15	66	53	825	110	432	1,063	1,861
1 | Detached Houses	3,428	671	5	39	3	136	0	278	200	10
2 | Side-by-Side & Stacked	761	132	1	2	2	38	0	18	57	14
3 | Side-by-Side & Stacked	1,660	312	1	5	3	99	0	23	135	46
4 | Side-by-Side & Stacked	978	214	1	3	2	68	0	13	92	35
5-9 | Townhse., Live-Work	3,693	875	3	14	11	243	2	87	384	131
10-19 | Multiplex: Small	1,529	580	1	1	9	74	29	3	60	403
20-49 | Multiplex: Large	1,466	505	1	1	8	61	23	4	38	369
50-99 | Midrise: Small	1,019	305	1	0	4	40	15	1	29	215
100+ | Midrise: Large	2,274	830	2	1	11	64	41	5	68	638

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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
City of Kalamazoo | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.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 - 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 Kalamazoo - Total	17,922	12,062	5,997	777	0	395	1,301	2,965	0	628
City of Kalamazoo - Owners	1,114	271	225	2	0	29	6	4	0	6
1 | Detached Houses	1,015	207	193	2	0	0	5	4	0	3
2 | Side-by-Side & Stacked	14	6	6	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	5	3	3	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	2	2	2	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	11	6	5	0	0	1	0	0	0	0
10-19 | Multiplex: Small	8	5	3	0	0	2	0	0	0	0
20-49 | Multiplex: Large	15	11	4	0	0	6	0	0	0	1
50-99 | Midrise: Small	15	12	3	0	0	8	0	0	0	1
100+ | Midrise: Large	29	19	7	0	0	11	0	0	0	1
City of Kalamazoo - Renters	16,808	11,791	5,772	775	0	366	1,295	2,961	0	622
1 | Detached Houses	3,428	2,312	1,051	84	0	0	350	806	0	21
2 | Side-by-Side & Stacked	761	613	181	37	0	1	111	274	0	9
3 | Side-by-Side & Stacked	1,660	1,322	455	79	0	3	252	516	0	17
4 | Side-by-Side & Stacked	978	755	318	57	0	2	116	250	0	12
5-9 | Townhse., Live-Work	3,693	2,750	976	219	0	9	436	1,065	0	45
10-19 | Multiplex: Small	1,529	942	689	81	0	49	8	11	0	104
20-49 | Multiplex: Large	1,466	953	643	82	0	89	9	14	0	116
50-99 | Midrise: Small	1,019	710	447	47	0	91	7	7	0	111
100+ | Midrise: Large	2,274	1,434	1,012	90	0	121	6	18	0	187

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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".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
Kalamazoo - 0.5 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.7

AGGRESSIVE 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
Kalamazoo - 0.5 Mile - Total	625	224	0	0	0	28	0	1	11	188
Kalamazoo - 0.5 Mile - Owners	10	1	0	0	0	0	0	0	0	3
1 | Detached Houses	7	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	1	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	2	1	0	0	0	0	0	0	0	1
Kalamazoo - 0.5 Mile - Renters	615	223	0	0	0	28	0	1	11	185
1 | Detached Houses	77	9	0	0	0	5	0	1	2	1
2 | Side-by-Side & Stacked	21	3	0	0	0	1	0	0	1	1
3 | Side-by-Side & Stacked	47	9	0	0	0	3	0	0	1	5
4 | Side-by-Side & Stacked	26	6	0	0	0	2	0	0	1	3
5-9 | Townhse., Live-Work	102	25	0	0	0	8	0	0	4	13
10-19 | Multiplex: Small	80	44	0	0	0	3	0	0	1	40
20-49 | Multiplex: Large	79	39	0	0	0	2	0	0	0	37
50-99 | Midrise: Small	58	22	0	0	0	1	0	0	0	21
100+ | Midrise: Large	125	66	0	0	0	2	0	0	1	63

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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
Kalamazoo - 0.5 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.8

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
Kalamazoo - 0.5 Mile - Total	625	381	50	10	0	30	93	65	0	135
Kalamazoo - 0.5 Mile - Owners	10	4	2	0	0	2	0	0	0	1
1 | Detached Houses	7	2	2	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	1	1	0	0	0	1	0	0	0	0
100+ | Midrise: Large	2	1	0	0	0	1	0	0	0	0
Kalamazoo - 0.5 Mile - Renters	615	377	48	10	0	28	93	65	0	134
1 | Detached Houses	77	57	9	1	0	0	25	18	0	4
2 | Side-by-Side & Stacked	21	18	2	0	0	0	8	6	0	2
3 | Side-by-Side & Stacked	47	38	4	1	0	0	18	11	0	4
4 | Side-by-Side & Stacked	26	20	3	1	0	0	8	5	0	3
5-9 | Townhse., Live-Work	102	76	8	3	0	1	31	23	0	10
10-19 | Multiplex: Small	80	35	6	1	0	4	1	0	0	23
20-49 | Multiplex: Large	79	39	5	1	0	7	1	0	0	25
50-99 | Midrise: Small	58	36	4	1	0	7	0	0	0	24
100+ | Midrise: Large	125	58	8	1	0	9	0	0	0	40

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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
Kalamazoo - 1.0 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.9

AGGRESSIVE 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
Kalamazoo - 1.0 Mile - Total	4,027	500	0	0	0	72	0	7	79	343
Kalamazoo - 1.0 Mile - Owners	124	10	0	0	0	1	0	2	1	5
1 | Detached Houses	105	5	0	0	0	1	0	2	1	1
2 | Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	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	2	1	0	0	0	0	0	0	0	1
20-49 | Multiplex: Large	3	1	0	0	0	0	0	0	0	1
50-99 | Midrise: Small	3	1	0	0	0	0	0	0	0	1
100+ | Midrise: Large	6	2	0	0	0	0	0	0	0	2
Kalamazoo - 1.0 Mile - Renters	3,903	490	0	0	0	71	0	5	78	338
1 | Detached Houses	750	32	0	0	0	12	0	3	15	2
2 | Side-by-Side & Stacked	184	10	0	0	0	3	0	0	4	3
3 | Side-by-Side & Stacked	400	26	0	0	0	8	0	0	10	8
4 | Side-by-Side & Stacked	231	19	0	0	0	6	0	0	7	6
5-9 | Townhse., Live-Work	845	74	0	0	0	21	0	1	28	24
10-19 | Multiplex: Small	356	83	0	0	0	6	0	0	4	73
20-49 | Multiplex: Large	345	75	0	0	0	5	0	0	3	67
50-99 | Midrise: Small	248	44	0	0	0	3	0	0	2	39
100+ | Midrise: Large	544	127	0	0	0	6	0	0	5	116

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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
Kalamazoo - 1.0 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.10

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
Kalamazoo - 1.0 Mile - Total	4,027	3,413	1,810	39	0	53	309	923	0	282
Kalamazoo - 1.0 Mile - Owners	124	75	68	0	0	4	1	1	0	3
1 | Detached Houses	105	61	58	0	0	0	1	1	0	1
2 | Side-by-Side & Stacked	2	2	2	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	1	1	1	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	1	1	1	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	1	1	1	0	0	0	0	0	0	0
10-19 | Multiplex: Small	2	1	1	0	0	0	0	0	0	0
20-49 | Multiplex: Large	3	2	1	0	0	1	0	0	0	0
50-99 | Midrise: Small	3	2	1	0	0	1	0	0	0	0
100+ | Midrise: Large	6	4	2	0	0	1	0	0	0	1
Kalamazoo - 1.0 Mile - Renters	3,903	3,338	1,742	39	0	49	308	922	0	279
1 | Detached Houses	750	664	317	4	0	0	83	251	0	9
2 | Side-by-Side & Stacked	184	172	55	2	0	0	26	85	0	4
3 | Side-by-Side & Stacked	400	370	137	4	0	0	60	161	0	8
4 | Side-by-Side & Stacked	231	211	96	3	0	0	28	78	0	6
5-9 | Townhse., Live-Work	845	762	295	11	0	1	104	331	0	20
10-19 | Multiplex: Small	356	272	208	4	0	7	2	4	0	47
20-49 | Multiplex: Large	345	268	194	4	0	12	2	4	0	52
50-99 | Midrise: Small	248	203	135	2	0	12	2	2	0	50
100+ | Midrise: Large	544	416	305	5	0	16	1	5	0	84

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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
City of Portage | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.11

AGGRESSIVE 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
City of Portage - Total	5,274	3,087	8	60	109	492	216	738	77	1,397
City of Portage - Owners	788	294	4	21	7	10	2	235	1	19
1 | Detached Houses	750	270	4	20	5	8	0	229	1	3
2 | Side-by-Side & Stacked	4	4	0	0	0	0	0	3	0	1
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	3	3	0	0	0	0	0	2	0	1
10-19 | Multiplex: Small	3	2	0	0	0	0	0	0	0	2
20-49 | Multiplex: Large	6	3	0	0	0	0	0	0	0	3
50-99 | Midrise: Small	6	2	0	0	0	0	0	0	0	2
100+ | Midrise: Large	15	9	0	0	1	0	1	0	0	7
City of Portage - Renters	4,486	2,793	4	39	102	482	214	503	76	1,378
1 | Detached Houses	813	454	1	23	6	80	0	323	14	7
2 | Side-by-Side & Stacked	142	62	0	1	3	22	0	21	4	11
3 | Side-by-Side & Stacked	308	139	0	3	6	58	1	27	10	34
4 | Side-by-Side & Stacked	191	94	0	2	4	40	0	15	7	26
5-9 | Townhse., Live-Work	802	399	1	8	20	142	3	101	27	97
10-19 | Multiplex: Small	554	424	0	0	17	43	57	4	4	299
20-49 | Multiplex: Large	527	376	0	0	16	36	44	4	3	273
50-99 | Midrise: Small	340	224	0	0	8	24	29	2	2	159
100+ | Midrise: Large	809	621	0	1	21	38	79	5	5	472

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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
City of Portage | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.12

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 Portage - Total	5,274	1,533	0	753	0	178	205	240	10	149
City of Portage - Owners	788	18	0	2	0	15	1	0	0	2
1 | Detached Houses	750	4	0	2	0	0	1	0	0	1
2 | Side-by-Side & Stacked	4	0	0	0	0	0	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	3	0	0	0	0	0	0	0	0	0
10-19 | Multiplex: Small	3	1	0	0	0	1	0	0	0	0
20-49 | Multiplex: Large	6	3	0	0	0	3	0	0	0	0
50-99 | Midrise: Small	6	4	0	0	0	4	0	0	0	0
100+ | Midrise: Large	15	6	0	0	0	6	0	0	0	0
City of Portage - Renters	4,486	1,515	0	751	0	163	204	240	10	147
1 | Detached Houses	813	206	0	81	0	0	55	65	0	5
2 | Side-by-Side & Stacked	142	78	0	36	0	0	18	22	0	2
3 | Side-by-Side & Stacked	308	165	0	77	0	1	40	42	1	4
4 | Side-by-Side & Stacked	191	97	0	55	0	1	18	20	0	3
5-9 | Townhse., Live-Work	802	384	0	212	0	4	69	86	2	11
10-19 | Multiplex: Small	554	130	0	79	0	22	1	1	2	25
20-49 | Multiplex: Large	527	151	0	79	0	40	1	1	3	27
50-99 | Midrise: Small	340	116	0	46	0	41	1	1	1	26
100+ | Midrise: Large	809	188	0	87	0	54	1	1	1	44

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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
Portage - 0.5 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.13

AGGRESSIVE 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
Portage - 0.5 Mile - Total	78	25	0	0	1	5	0	22	0	0
Portage - 0.5 Mile - Owners	19	7	0	0	0	0	0	7	0	0
1 | Detached Houses	19	7	0	0	0	0	0	7	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
Portage - 0.5 Mile - Renters	59	18	0	0	1	5	0	15	0	0
1 | Detached Houses	20	11	0	0	0	1	0	10	0	0
2 | Side-by-Side & Stacked	3	1	0	0	0	0	0	1	0	0
3 | Side-by-Side & Stacked	4	2	0	0	0	1	0	1	0	0
4 | Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	10	4	0	0	0	1	0	3	0	0
10-19 | Multiplex: Small	4	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	5	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	6	0	0	0	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.
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
Portage - 0.5 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.14

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
Portage - 0.5 Mile - Total	78	34	0	11	0	14	6	0	0	3
Portage - 0.5 Mile - Owners	19	0	0	0	0	1	0	0	0	0
1 | Detached Houses	19	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
Portage - 0.5 Mile - Renters	59	34	0	11	0	13	6	0	0	3
1 | Detached Houses	20	3	0	1	0	0	2	0	0	0
2 | Side-by-Side & Stacked	3	2	0	1	0	0	1	0	0	0
3 | Side-by-Side & Stacked	4	2	0	1	0	0	1	0	0	0
4 | Side-by-Side & Stacked	2	2	0	1	0	0	1	0	0	0
5-9 | Townhse., Live-Work	10	5	0	3	0	0	2	0	0	0
10-19 | Multiplex: Small	4	4	0	1	0	2	0	0	0	1
20-49 | Multiplex: Large	5	5	0	1	0	3	0	0	0	1
50-99 | Midrise: Small	5	5	0	1	0	3	0	0	0	1
100+ | Midrise: Large	6	6	0	1	0	4	0	0	0	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.
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
Portage - 1.0 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.15

AGGRESSIVE 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
Portage - 1.0 Mile - Total	504	317	2	9	4	54	52	81	0	120
Portage - 1.0 Mile - Owners	83	31	1	3	0	1	0	26	0	2
1 | Detached Houses	79	30	1	3	0	1	0	25	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	2	1	0	0	0	0	0	0	0	1
Portage - 1.0 Mile - Renters	421	286	1	6	4	53	52	55	0	118
1 | Detached Houses	80	49	0	4	0	9	0	35	0	1
2 | Side-by-Side & Stacked	9	5	0	0	0	2	0	2	0	1
3 | Side-by-Side & Stacked	21	12	0	0	0	6	0	3	0	3
4 | Side-by-Side & Stacked	14	8	0	0	0	4	0	2	0	2
5-9 | Townhse., Live-Work	65	38	0	1	1	16	1	11	0	8
10-19 | Multiplex: Small	58	46	0	0	1	5	14	0	0	26
20-49 | Multiplex: Large	54	39	0	0	1	4	11	0	0	23
50-99 | Midrise: Small	36	24	0	0	0	3	7	0	0	14
100+ | Midrise: Large	84	65	0	0	1	4	19	1	0	40

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
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Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
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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
Portage - 1.0 Mile | Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit E.16

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
Portage - 1.0 Mile - Total	504	116	0	71	0	31	10	0	0	8
Portage - 1.0 Mile - Owners	83	3	0	0	0	3	0	0	0	0
1 | Detached Houses	79	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	2	1	0	0	0	1	0	0	0	0
Portage - 1.0 Mile - Renters	421	113	0	71	0	28	10	0	0	8
1 | Detached Houses	80	11	0	8	0	0	3	0	0	0
2 | Side-by-Side & Stacked	9	4	0	3	0	0	1	0	0	0
3 | Side-by-Side & Stacked	21	9	0	7	0	0	2	0	0	0
4 | Side-by-Side & Stacked	14	6	0	5	0	0	1	0	0	0
5-9 | Townhse., Live-Work	65	25	0	20	0	1	3	0	0	1
10-19 | Multiplex: Small	58	12	0	7	0	4	0	0	0	1
20-49 | Multiplex: Large	54	15	0	7	0	7	0	0	0	1
50-99 | Midrise: Small	36	12	0	4	0	7	0	0	0	1
100+ | Midrise: Large	84	19	0	8	0	9	0	0	0	2

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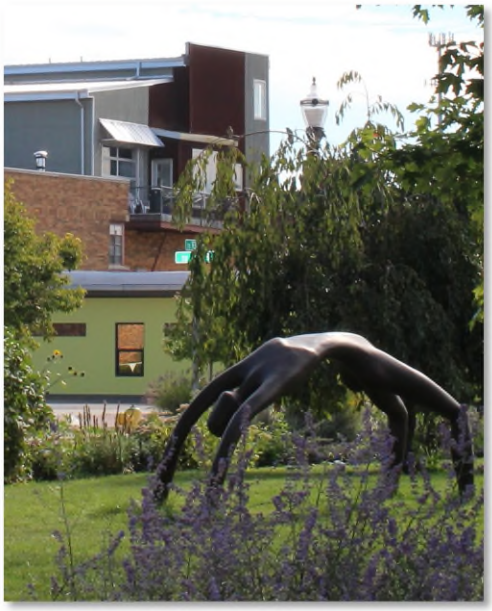
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".



Section F_1

Contract Rents
County and Places

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

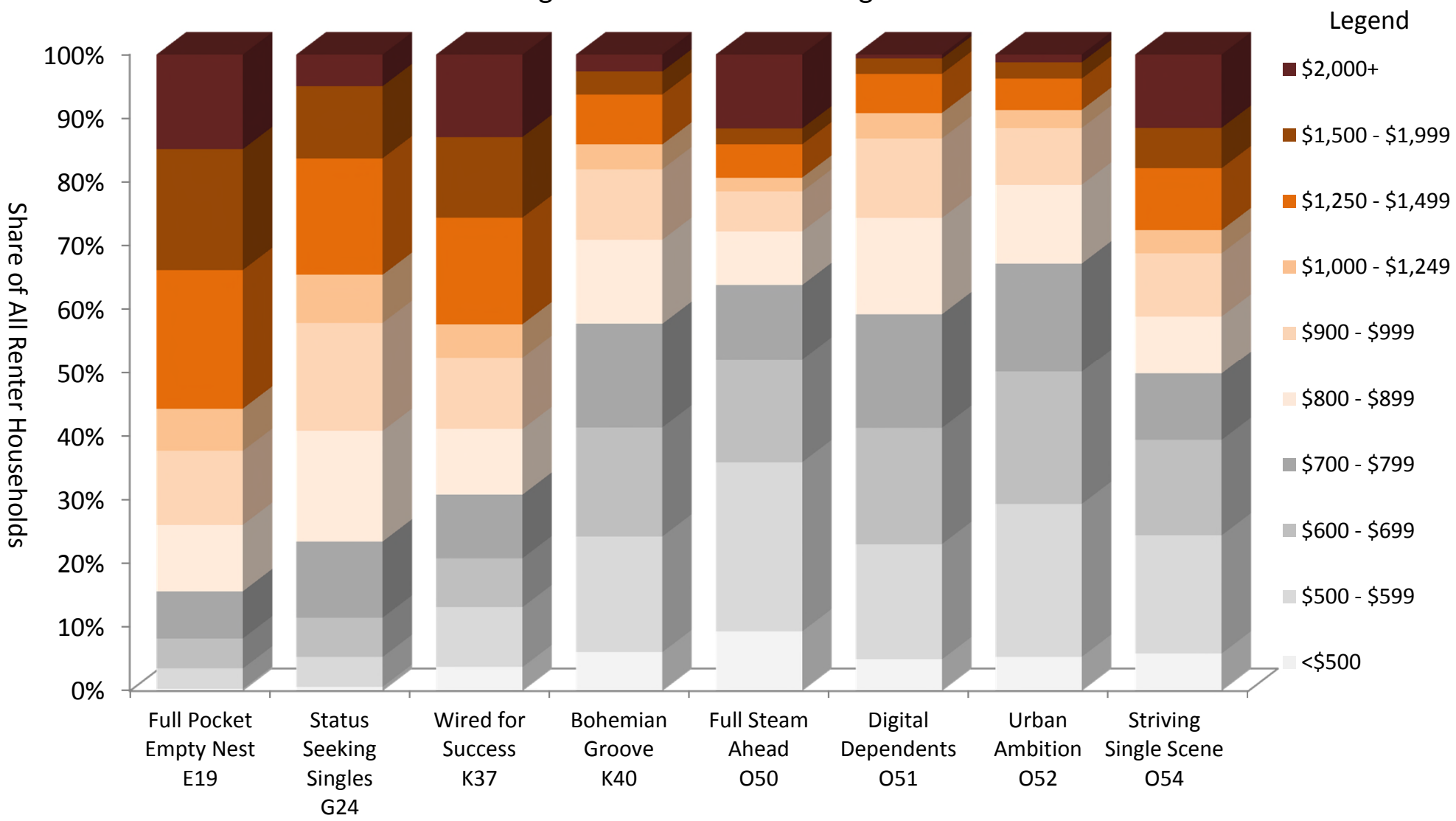
Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit F1.1

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.
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Exhibit F1.2

Current Contract Rent Brackets | Existing Households by Upscale Target Market
Kalamazoo County | Southwest Michigan Prosperity Region 8 | 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	6.5%	0.5%	0.8%	4.6%	6.8%	10.5%	5.5%	5.9%	6.8%
$500 - $599	14.4%	3.7%	5.2%	10.6%	18.8%	27.6%	18.5%	24.3%	19.7%
$600 - $699	13.6%	6.5%	8.1%	10.2%	20.9%	19.8%	22.0%	24.8%	18.8%
$700 - $799	9.7%	7.8%	12.0%	10.1%	15.2%	10.9%	16.5%	15.5%	10.0%
$800 - $899	9.8%	10.9%	17.4%	10.4%	12.2%	7.8%	13.9%	11.2%	8.6%
$900 - $999	10.3%	12.7%	17.8%	11.8%	10.7%	6.1%	11.9%	8.4%	9.9%
$1,000 - $1,249	5.2%	7.7%	8.3%	5.9%	4.0%	2.2%	4.0%	2.8%	3.8%
$1,250 - $1,499	13.0%	21.7%	17.2%	15.9%	6.8%	4.6%	5.3%	4.2%	8.7%
$1,500 - $1,999	8.8%	16.0%	9.1%	10.2%	2.7%	1.9%	1.8%	1.9%	4.8%
$2,000+	8.7%	12.5%	4.0%	10.4%	2.0%	8.6%	0.5%	0.9%	8.8%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	$644	$856	$737	$750	$567	$569	$549	$526	$638

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.

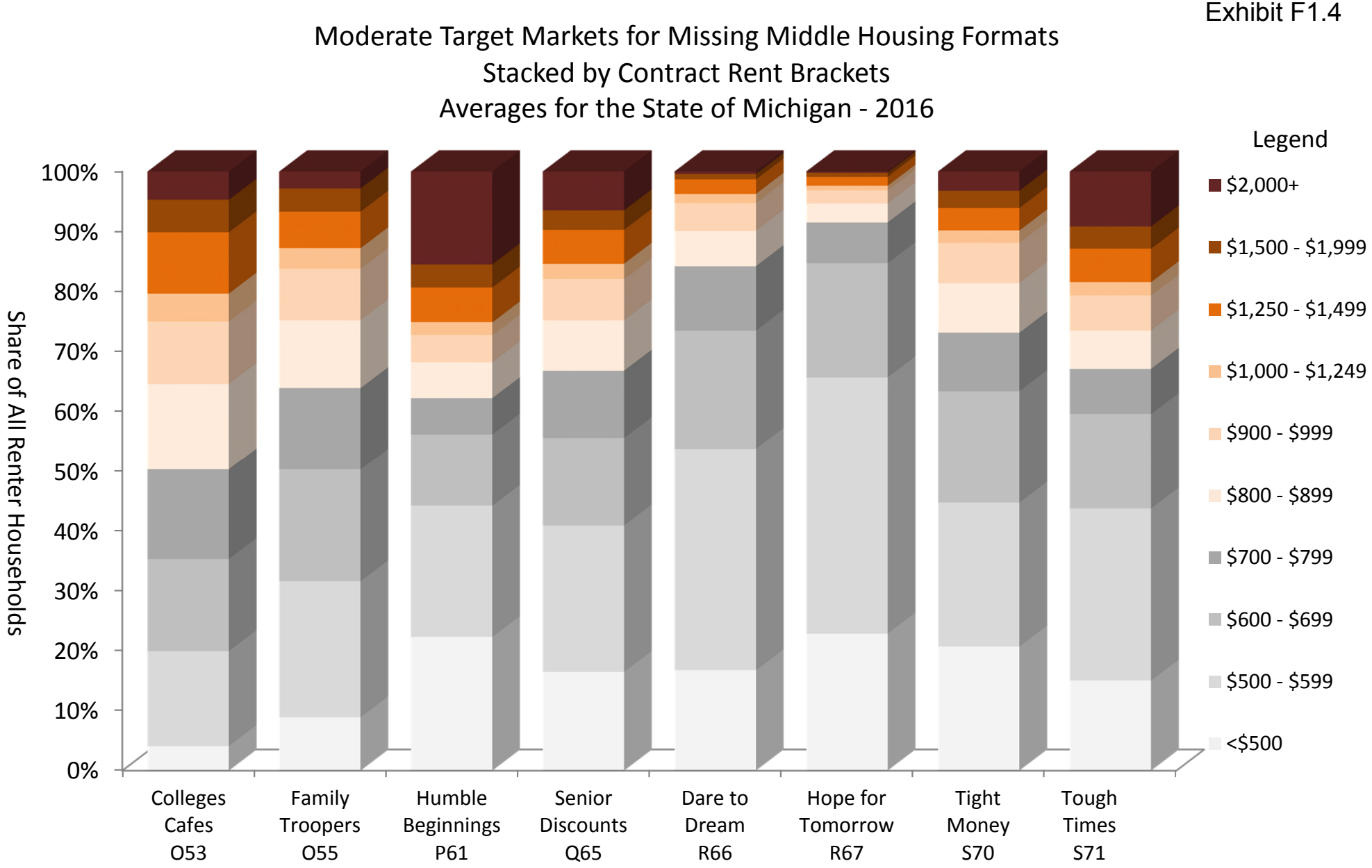
Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit F1.3

AGGRESSIVE 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	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Kalamazoo COUNTY - Total	36,411	14,458	34	190	601	1,929	674	2,839	1,636	6,561
Kalamazoo COUNTY - Renters	32,724	13,383	20	132	568	1,895	669	2,003	1,619	6,480
<$500	3,249	870	0	1	26	129	70	110	95	439
$500 - $599	7,681	2,652	1	7	60	356	184	371	394	1,279
$600 - $699	6,654	2,661	1	11	58	395	133	441	402	1,220
$700 - $799	3,806	1,665	2	16	57	288	73	330	251	648
$800 - $899	3,138	1,386	2	23	59	232	52	278	182	558
$900 - $999	2,737	1,351	3	24	67	203	40	239	136	639
$1,000 - $1,249	1,121	511	2	11	33	75	15	81	46	248
$1,250 - $1,499	2,105	1,018	4	23	90	130	31	106	68	566
$1,500 - $1,999	1,023	515	3	12	58	51	12	35	30	314
$2,000+	1,210	754	2	5	59	38	58	9	14	569
Summation	32,724	13,383	20	133	567	1,897	668	2,000	1,618	6,480
Med. Contract Rent	$755	--	$1,027	$884	$900	$680	$683	$659	$631	$766

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due to data splicing and rounding, these figures might not sum exact or 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.

Exhibit F1.4



Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by SItes|USA.
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Exhibit F1.5

Current Contract Rent Brackets | Existing Households by Moderate Target Market
Kalamazoo County | Southwest Michigan Prosperity Region 8 | 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	6.5%	4.7%	9.8%	25.1%	18.2%	17.7%	23.8%	22.3%	16.6%
$500 - $599	14.4%	16.7%	23.1%	22.8%	25.0%	36.2%	41.3%	23.9%	29.4%
$600 - $699	13.6%	19.1%	22.5%	14.7%	17.7%	22.8%	21.7%	21.9%	19.1%
$700 - $799	9.7%	14.2%	12.5%	5.7%	10.3%	9.4%	5.9%	8.7%	6.9%
$800 - $899	9.8%	13.5%	10.3%	5.6%	7.7%	5.2%	2.7%	7.4%	5.9%
$900 - $999	10.3%	10.3%	8.2%	4.4%	6.5%	4.2%	2.0%	6.2%	5.6%
$1,000 - $1,249	5.2%	4.8%	3.5%	2.2%	2.6%	1.5%	0.7%	2.0%	2.2%
$1,250 - $1,499	13.0%	9.1%	5.2%	5.1%	4.9%	2.0%	1.2%	3.2%	4.8%
$1,500 - $1,999	8.8%	4.1%	2.8%	2.9%	2.4%	0.6%	0.5%	2.1%	2.7%
$2,000+	8.7%	3.6%	2.1%	11.5%	4.7%	0.3%	0.1%	2.3%	6.7%
Summation		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median	$644	$610	$539	$568	$529	$442	$407	$485	$539

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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | 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
Kalamazoo COUNTY - Total	36,411	18,154	7,425	3,351	0	903	1,875	3,662	196	743
Kalamazoo COUNTY - Renters	32,724	17,787	7,150	3,342	0	838	1,867	3,657	196	736
<$500	3,249	2,185	335	328	0	153	331	872	44	122
$500 - $599	7,681	4,626	1,192	773	0	209	677	1,512	47	216
$600 - $699	6,654	3,667	1,365	751	0	148	426	793	43	141
$700 - $799	3,806	1,977	1,014	417	0	87	176	215	17	51
$800 - $899	3,138	1,627	964	346	0	64	96	100	14	43
$900 - $999	2,737	1,268	736	273	0	55	79	72	12	41
$1,000 - $1,249	1,121	559	346	116	0	22	28	27	4	16
$1,250 - $1,499	2,105	988	649	175	0	41	37	45	6	35
$1,500 - $1,999	1,023	461	293	95	0	20	12	17	4	20
$2,000+	1,210	429	255	69	0	40	6	5	4	50
Summation	32,724	17,787	7,149	3,343	0	839	1,868	3,658	195	735
Med. Contract Rent	$755	--	$732	$647	$682	$634	$531	$488	$582	$647

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Contract rent typically excludes some or all utilties and extra fees for deposits, parking, pets, security, memberships, etc.
Note: Due to data splicing and rounding, these figures might not sum exact or 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.

Exhibit F1.7

Market Parameters and Forecasts - Households in Renter-Occupied Units
All Counties in Southwest Michigan Prosperity Region 8

		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	West PR-4								
1	Allegan Co.	7,966	7,397	7,598	7,909	8,004	7,994	8,005	8,005
Order	Southwest PR-8								
1	Berrien Co.	17,991	17,831	17,348	17,819	17,845	17,721	17,692	17,662
2	Branch Co.	3,886	3,322	3,529	3,624	3,700	3,701	3,702	3,704
3	Calhoun Co.	16,309	15,724	16,291	16,730	17,161	16,686	16,752	16,752
4	Cass Co.	4,096	3,643	3,502	3,494	3,405	3,501	3,683	4,008
5	Kalamazoo Co.	36,356	36,234	36,426	36,938	37,377	37,589	37,733	37,733
6	Saint Joseph Co.	5,721	5,172	5,100	5,311	5,582	5,865	6,490	7,710
7	Van Buren Co.	6,395	6,021	6,314	6,454	6,599	6,451	6,479	6,479

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 F1.8

Market Parameters and Forecasts - Households in Renter-Occupied Units
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 Census Renter Hhlds.	2010 ACS 5-yr Renter Hhlds.	2011 ACS 5-yr Renter Hhlds.	2012 ACS 5-yr Renter Hhlds.	2013 ACS 5-yr Renter Hhlds.	2014 ACS 5-yr Renter Hhlds.	2016 Forecast Renter Hhlds.	2020 Forecast Renter Hhlds.
	Kalamazoo Co.	36,356	36,234	36,426	36,938	37,377	37,589	37,733	37,733
1	Augusta Village	--	104	101	118	123	119	120	120
2	Climax Village	--	59	61	67	48	50	67	116
3	Comstock Northwest CDP	--	1,308	1,322	1,309	1,315	1,415	1,557	1,776
4	Eastwood CDP	--	887	986	1,045	1,116	1,214	1,326	1,326
5	Galesburg City	--	274	253	242	233	260	279	290
6	Kalamazoo City	--	16,297	16,125	16,129	15,987	16,020	16,189	16,189
7	Parchment City	--	373	313	352	325	358	391	391
8	Portage City	--	5,993	5,959	6,078	6,412	6,507	6,739	7,200
9	Richland Village	--	51	60	53	61	67	78	78
10	Schoolcraft Village	--	169	181	210	223	253	315	438
11	South Gull Lake CDP	--	71	57	84	86	99	159	333
12	Vicksburg Village	--	317	323	320	326	316	344	344
13	Westwood CDP	--	2,008	2,009	2,118	2,179	2,113	2,172	2,172

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.

Exhibit F1.9

Market Parameters and Forecasts - Median Contract Rent
All Counties in Southwest Michigan Prosperity Region 8

		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
Order	West PR-4							
1	Allegan Co.	$548	$569	$585	$592	$612	$654	$737
Order	Southwest PR-8							
1	Berrien Co.	$484	$497	$511	$518	$528	$549	$588
2	Branch Co.	$482	$497	$503	$510	$518	$534	$565
3	Calhoun Co.	$516	$524	$533	$540	$547	$561	$588
4	Cass Co.	$450	$489	$499	$514	$515	$517	$521
5	Kalamazoo Co.	$591	$607	$610	$614	$624	$644	$683
6	Saint Joseph Co.	$487	$490	$507	$517	$522	$532	$551
7	Van Buren Co.	$460	$479	$501	$501	$514	$541	$593

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.

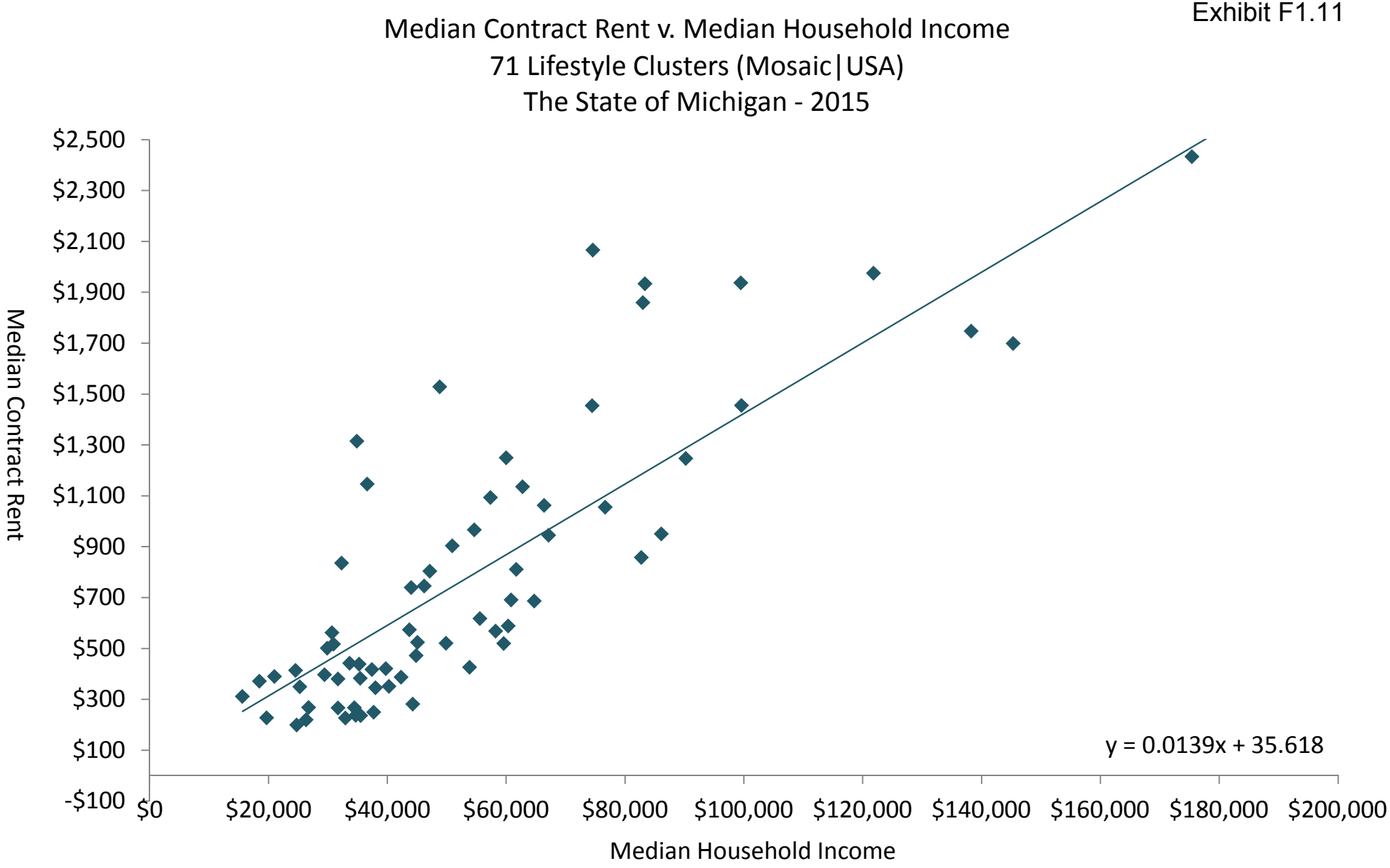
Exhibit F1.10

Market Parameters and Forecasts - Median Contract Rent
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

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
	Kalamazoo Co.	$591	$607	$610	$614	$624	$644	$683
1	Augusta Village	$569	$600	$606	$606	$606	$606	$606
2	Climax Village	$491	$512	$512	$512	$512	$512	$512
3	Comstock Northwest CDP	$608	$616	$627	$643	$643	$643	$643
4	Eastwood CDP	$588	$624	$624	$624	$624	$624	$624
5	Galesburg City	$437	$459	$485	$490	$528	$582	$694
6	Kalamazoo City	$578	$592	$593	$600	$617	$652	$722
7	Parchment City	$511	$525	$565	$574	$599	$652	$761
8	Portage City	$610	$621	$631	$631	$631	$631	$631
9	Richland Village	$728	$733	$733	$733	$733	$733	$733
10	Schoolcraft Village	$539	$539	$541	$541	$541	$541	$541
11	South Gull Lake CDP	$787	$788	$817	$831	$843	$868	$914
12	Vicksburg Village	$488	$517	$517	$530	$606	$668	$797
13	Westwood CDP	$618	$635	$652	$656	$656	$656	$656

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.)

Exhibit F1.11



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.

Exhibit F1.12

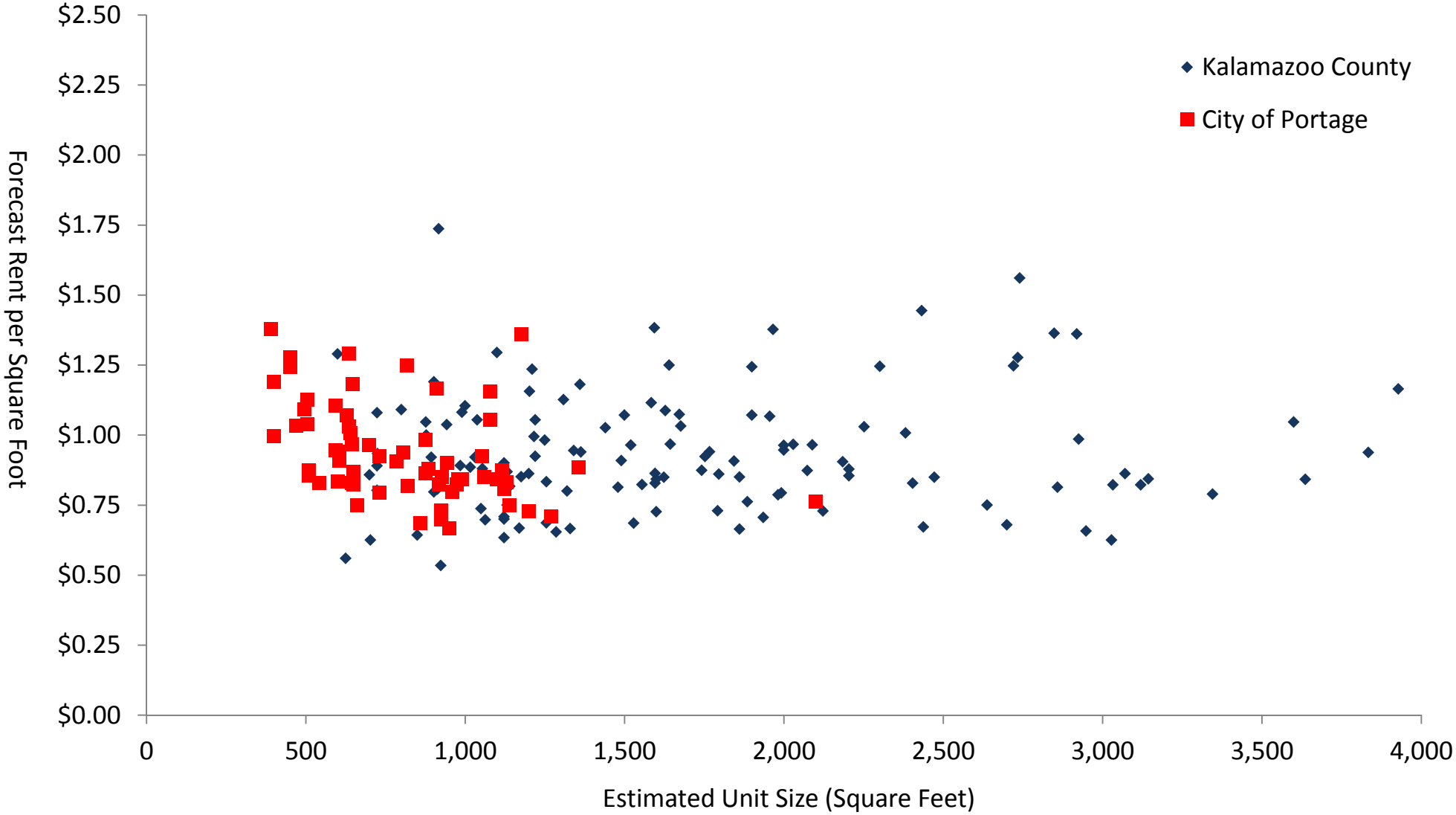
Market Parameters - Contract and Gross Rents
All Counties in Southwest Michigan Prosperity Region 8 | Year 2016

	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%
	Prosperity Region 4							
1	Allegan County	$33,258	$649	$818	1.26	$169	20.7%	29.5%
	Prosperity Region 8							
1	Berrien County	$24,671	$555	$711	1.28	$156	21.9%	34.6%
2	Branch County	$26,177	$538	$703	1.31	$165	23.4%	32.2%
3	Calhoun County	$29,509	$569	$725	1.28	$157	21.6%	29.5%
4	Cass County	$31,371	$539	$714	1.33	$175	24.6%	27.3%
5	Kalamazoo County	$27,966	$643	$760	1.18	$117	15.3%	32.6%
6	St. Joseph County	$28,629	$550	$681	1.24	$131	19.2%	28.5%
7	Van Buren County	$28,819	$544	$723	1.33	$179	24.8%	30.1%

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 ©.

Exhibit F1.13

Forecast Contract Rent per Square Foot v. Unit Size
Attached Renter-Occupied Units
The City Portage | SW Michigan Prosperity Region 8 | Year 2016



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

Exhibit F1.14

Selected Inventory of Rental Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	HCV	Sen-iors	Min. Month	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Rent Range	Rent per Sq. Ft.
1	9279 Woodlands Trl.	Condos	--	--	--	--	12	2006	--	3	2.5	2,100	$1,600	$0.76
	Portage													
2	Lakes of Woodbridge	Condo	--	--	--	--	12	1990	--	2	2	1,175	$1,600	$1.36
	Portage													
3	Anna's Vineyard	--	--	--	--	--	--	--	--	3	2	1,130	$945	$0.84
	6020 Applegrove									2	2	915 - 960	$755 - $765	$0.83 - $0.80
	Portage									2	1	1,080	$1,140 - $1,250	$1.06 - $1.16
4	Centre Street Village	Townhse.	--	--	--	--	6	1996	--	3	1.5	1,355	$1,200	$0.89
	Portage									2	1.5	1,115	$975	$0.87
5	The Reserve	--	--	--	--	--	--	--	--	2	2	1,080	$1,140	$1.06
	Portage													
6	Centre Meadows Apts.	Garden	--	--	1	--	6	2012	--	2	1	815 - 910	$1,020 - $1,060	$1.16 - $1.25
	Portage	Style								1	1	645	$765	$1.19
7	Prinwood Place	--	--	--	--	--	--	--	--	2	1.5	1,050	$975	$0.93
	Portage													

Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.
HCV indicates that Housing Choice Vouchers are available for qualifying low-income tenants.

Exhibit F1.15

Selected Inventory of Rental Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	HCV	Sen-iors	Min. Month	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Rent Range	Rent per Sq. Ft.
8	Foxwoods Hills	--	--	--	--	--	12	--	--	2	1.5	1,100	$925	$0.84
	Portage													
9	Marsh Pointe	--	--	--	--	--	6	--	--	2	2	1,120	$905	$0.81
	Portage									2	2	1,140	$855	$0.75
10	7075 Austrian Pn Way	Townhse.	--	--	--	--	12	--	--	3	1.5	1,060	$900	$0.85
	Portage									2	1.5	980	$825	$0.84
11	1623 Friendly Ave.	Duplex	--	--	--	--	12	1960	--	3	1½	1,200	$875	$0.73
	Portage													
12	Briargate Apts.	--	--	--	1	--	2	--	--	2	1	875	$755 - $860	$0.86 - $0.98
	316 Tudor Cir.									1	1	635	$655 - $820	$1.03 - $1.29
	Portage									0	1	390 - 450	$540 - $580	$1.26 - $1.38
13	3354 Scots Pine Way	--	--	--	--	--	--	--	--	2	1.5	940	$850	$0.90
	Portage													
14	Spruce Creek Apts.	Apts.	--	--	--	--	6	1989	--	2	2	970 - 990	$800 - $835	$0.82 - $0.84
	Portage									1	1	805	$755	$0.94

Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.
HCV indicates that Housing Choice Vouchers are available for qualifying low-income tenants.

Exhibit F1.16

Selected Inventory of Rental Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	HCV	Sen-iors	Min. Month	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Rent Range	Rent per Sq. Ft.
15	Crossroads Village Apts.	--	--	--	--	1	12	--	--	1	1	640 - 925	$645 - $790	$0.85 - $1.01
	Portage													
16	Spring Manor	--	--	--	--	1	12	1996	--	2	1	885	$780	$0.88
	610 Mall Dr.									1	1	590	$560 - $655	$0.95 - $1.11
	Portage									0	1	495	$540	$1.09
17	Timberwood Crossing	Flats	--	--	1	--	6	--	--	2	1	785 - 925	$645 - $710	$0.70 - $0.90
	6285 Ivywood Dr.									1	1	605 - 650	$535 - $570	$0.82 - $0.94
	Portage									0	1	470	$485	$1.03
18	Davis Creek Apts.	Flats	--	--	--	--	3	1968	--	2	1	645 - 730	$625 - $675	$0.92 - $0.97
	5419 Meredith St.									1	1	505	$525 - $570	$1.04 - $1.13
	Portage									0	1	400	$475	$1.19
19	Austin View	--	--	--	1	--	12	--	--	2	1	630 -700	$675	$0.96 - $1.07
	Portage									1	1	600	$500	$0.83
20	310 Admiral Ave.	--	--	--	--	--	--	--	--	2	1	820	$670	$0.82
	Portage													
21	Milham Meadows Apts.	Townhse.	--	--	--	--	12	1975	--	3	1.5	1,050	--	--
	6103 Mallard Cir.									2	1	950	$635	$0.67
	Portage									1	1	615	--	--

Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.
HCV indicates that Housing Choice Vouchers are available for qualifying low-income tenants.

Exhibit F1.17

Selected Inventory of Rental Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	HCV	Sen-iors	Min. Month	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Rent Range	Rent per Sq. Ft.
22	Briarwood Apts.	Garden	--	--	1	--	2	1976	--	2	1	860	$590	$0.69
	Portage	Style								1	1	660	$495	$0.75
23	Maple Ridge Apts.	--	--	--	1	--	4	1967	--	2	1	645 - 730	$535 - $580	$0.79 - $0.83
	5419 Meredith Dr.									1	1	510	$435 - $445	$0.85 - $0.87
	Portage									0	1	400	$400	$1.00
24	Sprinkle Ridge Apts.	--	--	--	1	--	12	1966	--	1	1	540	$450	$0.83
	Portage													
25	Timbercreek Townhse.	4plex	--	--	--	--	8	1976	--	2	1.5	950	--	--
	Portage	Townhse.								2	1	875 - 1,050	--	--
26	Hearthside Sr. Comm.	Townhse.	--	--	--	1	12	1990	--	2	1	830	--	--
	Portage									1	1	660 - 700	--	--
27	Oakland Drive Apts.	Flats	--	--	--	--	12	1978	--	2	1	735	--	--
	Portage									1	1	625	--	--
28	Portage Pines	--	--	--	--	--	12	1980	--	1	1	540	--	--
	Portage													
29	Barrington Woods	Garden	--	--	--	--	12	2006	--	--	--	--	--	--
	Portage	Style												

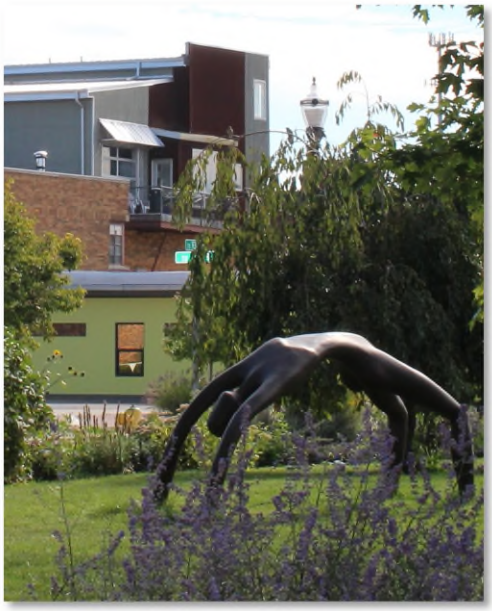
Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.
HCV indicates that Housing Choice Vouchers are available for qualifying low-income tenants.

Exhibit F1.18

Cash or Contract Rents by Square Feet | Attached Units Only
Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
Southwest Michigan Prosperity Region 8 | Year 2016

	Forecast Cast Rent For New Formats in Berrien County		Forecast Cast Rent For New Formats in Calhoun County		Forecast Cast Rent For New Formats in Kalamazoo County	
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent	Rent per Sq. Ft.	Cash Rent
500	$1.27	$635	$1.18	$590	$1.25	$625
600	$1.13	$675	$1.09	$655	$1.20	$720
700	$1.01	$705	$1.01	$705	$1.16	$810
800	$0.90	$720	$0.94	$750	$1.12	$895
900	$0.81	$790	$0.88	$790	$1.09	$980
1,000	.	*$795*	$0.82	$820	$1.06	$1,060
1,100	.	*$800*	$0.77	$845	$1.03	$1,135
1,200	.	*$805*	$0.72	$870	$1.01	$1,210
1,300	.	*$810*	$0.68	$885	$0.99	$1,285
1,400	.	*$815*	$0.64	$900	$0.97	$1,355
1,500	.	*$820*	$0.61	$910	$0.95	$1,425
1,600	.	*$825*	$0.57	$920	$0.93	$1,490
1,700	.	*$830*	.	*$925*	$0.92	$1,555
1,800	.	*$835*	.	*$930*	$0.90	$1,620
1,900	.	*$840*	.	*$935*	$0.88	$1,680
2,000	.	*$845*	.	*$940*	$0.87	$1,740

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.
Underlying data gathered by LandUse|USA; 2015.
Based on market observations, phone surveys, and assessor's records.
Figures that are italicized with small fonts have relatively high variances in statistical reliability.



Section F_2

Home Values

County and Places

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA 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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Years 2016 - 2020

Exhibit F2.1

AGGRESSIVE 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	All 71	Upscale	U	U	U	U	U	U	U	U
Year of Data	2015	2015	2015	2015	2015	2015	2015	2015	2015	2015
Kalamazoo COUNTY - Total	36,411	14,458	34	190	601	1,929	674	2,839	1,636	6,561
Kalamazoo COUNTY - Owners	3,687	1,075	14	58	33	34	5	836	17	81
< $50,000	269	65	0	0	1	3	1	53	1	6
$50 - $74,999	334	101	0	1	2	3	1	84	2	8
$75 - $99,999	492	168	1	3	2	5	1	142	3	11
$100 - $149,999	537	193	1	7	3	6	1	163	3	9
$150 - $174,999	518	171	1	10	3	5	0	142	2	8
$175 - $199,999	404	125	1	8	3	4	0	100	2	7
$200 - $249,999	320	81	1	7	3	2	0	62	1	5
$250 - $299,999	241	53	1	6	3	2	0	36	1	4
$300 - $349,999	167	33	1	4	3	1	0	20	0	4
$350 - $399,999	157	32	2	5	3	1	0	17	0	4
$400 - $499,999	121	24	2	4	3	1	0	11	0	3
$500 - $749,999	66	12	1	2	2	0	0	4	0	3
$750,000+	61	17	1	1	3	1	1	2	0	8
Summation	3,687	1,075	13	58	34	34	5	836	15	80
Med. Home Value	$169,312	--	$264,030	$199,480	$234,071	$134,722	$175,000	$118,321	$111,666	$197,993

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due to data splicing and rounding, these figures might not sum exact or 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
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | 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
Kalamazoo COUNTY - Total	36,411	18,154	7,425	3,351	0	903	1,875	3,662	196	743
Kalamazoo COUNTY - Owners	3,687	367	275	9	0	65	8	5	0	7
< $50,000	269	34	14	1	0	14	2	2	0	1
$50 - $74,999	334	37	23	1	0	9	2	1	0	1
$75 - $99,999	492	53	38	2	0	9	2	1	0	1
$100 - $149,999	537	54	43	1	0	8	1	0	0	1
$150 - $174,999	518	52	43	1	0	6	1	0	0	1
$175 - $199,999	404	32	27	1	0	4	0	0	0	0
$200 - $249,999	320	27	23	1	0	3	0	0	0	0
$250 - $299,999	241	19	17	0	0	2	0	0	0	0
$300 - $349,999	167	15	13	0	0	2	0	0	0	0
$350 - $399,999	157	12	10	0	0	2	0	0	0	0
$400 - $499,999	121	12	11	0	0	1	0	0	0	0
$500 - $749,999	66	8	7	0	0	1	0	0	0	0
$750,000+	61	12	7	0	0	4	0	0	0	1
Summation	3,687	367	276	8	0	65	8	4	0	6
Med. Home Value	$169,312	--	$158,111	$126,598	$188,702	$138,258	$72,488	$55,228	$108,327	$153,449

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
Note: Due to data splicing and rounding, these figures might not sum exact or 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.

Exhibit F2.3

Market Parameters and Forecasts - Households in Owner-Occupied Units
All Counties in Southwest Michigan Prosperity Region 8

		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	West PR-4								
1	Allegan Co.	34,052	34,681	34,316	34,049	33,790	33,773	33,762	33,762
Order	Southwest PR-8								
1	Berrien Co.	45,063	44,781	44,330	43,467	42,569	42,599	42,628	42,658
2	Branch Co.	12,533	13,028	12,549	12,412	12,162	12,162	12,163	12,163
3	Calhoun Co.	37,707	38,201	37,190	36,560	36,267	36,156	36,090	36,090
4	Cass Co.	16,508	16,558	16,411	16,307	16,258	16,303	16,349	16,394
5	Kalamazoo Co.	64,254	63,222	63,177	62,782	62,695	62,453	62,309	62,309
6	Saint Joseph Co.	17,523	17,306	17,219	16,947	16,744	16,991	17,242	17,498
7	Van Buren Co.	22,533	23,075	22,532	21,924	21,775	21,727	21,699	21,699

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
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 Census Owner Hhlds.	2010 ACS 5-yr Owner Hhlds.	2011 ACS 5-yr Owner Hhlds.	2012 ACS 5-yr Owner Hhlds.	2013 ACS 5-yr Owner Hhlds.	2014 ACS 5-yr Owner Hhlds.	2016 Forecast Owner Hhlds.	2020 Forecast Owner Hhlds.
	Kalamazoo Co.	64,254	63,222	63,177	62,782	62,695	62,453	62,309	62,309
1	Augusta Village	--	252	289	263	237	236	235	235
2	Climax Village	--	195	188	205	212	231	251	274
3	Comstock Northwest CDP	--	1,393	1,311	1,244	1,261	1,238	1,225	1,225
4	Eastwood CDP	--	1,748	1,724	1,640	1,611	1,389	1,277	1,277
5	Galesburg City	--	505	441	502	476	453	440	440
6	Kalamazoo City	--	12,750	12,399	12,192	12,335	12,044	11,875	11,875
7	Parchment City	--	505	541	493	509	445	412	412
8	Portage City	--	12,918	13,028	12,980	12,660	12,786	12,913	13,042
9	Richland Village	--	266	255	268	288	267	256	256
10	Schoolcraft Village	--	408	436	443	406	418	430	443
11	South Gull Lake CDP	--	419	398	383	406	453	505	566
12	Vicksburg Village	--	826	878	850	869	819	791	791
13	Westwood CDP	--	2,508	2,463	2,455	2,337	2,234	2,175	2,175

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.

Exhibit F2.5

Market Parameters and Forecasts - Median Home Value
All Counties in Southwest Michigan Prosperity Region 8

Order		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
Order	West PR-4							
1	Allegan Co.	$149,400	$147,600	$142,400	$140,200	$137,500	$137,500	$137,500
Order	Southwest PR-8							
1	Berrien Co.	$135,600	$135,400	$135,100	$129,300	$130,700	$133,546	$137,641
2	Branch Co.	$111,800	$109,800	$104,700	$98,000	$94,800	$94,800	$94,800
3	Calhoun Co.	$110,300	$107,000	$102,800	$98,300	$97,100	$97,100	$97,100
4	Cass Co.	$133,700	$131,800	$133,000	$124,800	$121,100	$121,100	$121,100
5	Kalamazoo Co.	$145,900	$144,200	$141,200	$136,700	$135,400	$135,400	$135,400
6	Saint Joseph Co.	$116,200	$113,800	$110,900	$108,900	$105,800	$105,800	$105,800
7	Van Buren Co.	$125,600	$122,300	$122,300	$118,700	$119,200	$120,206	$121,630

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.

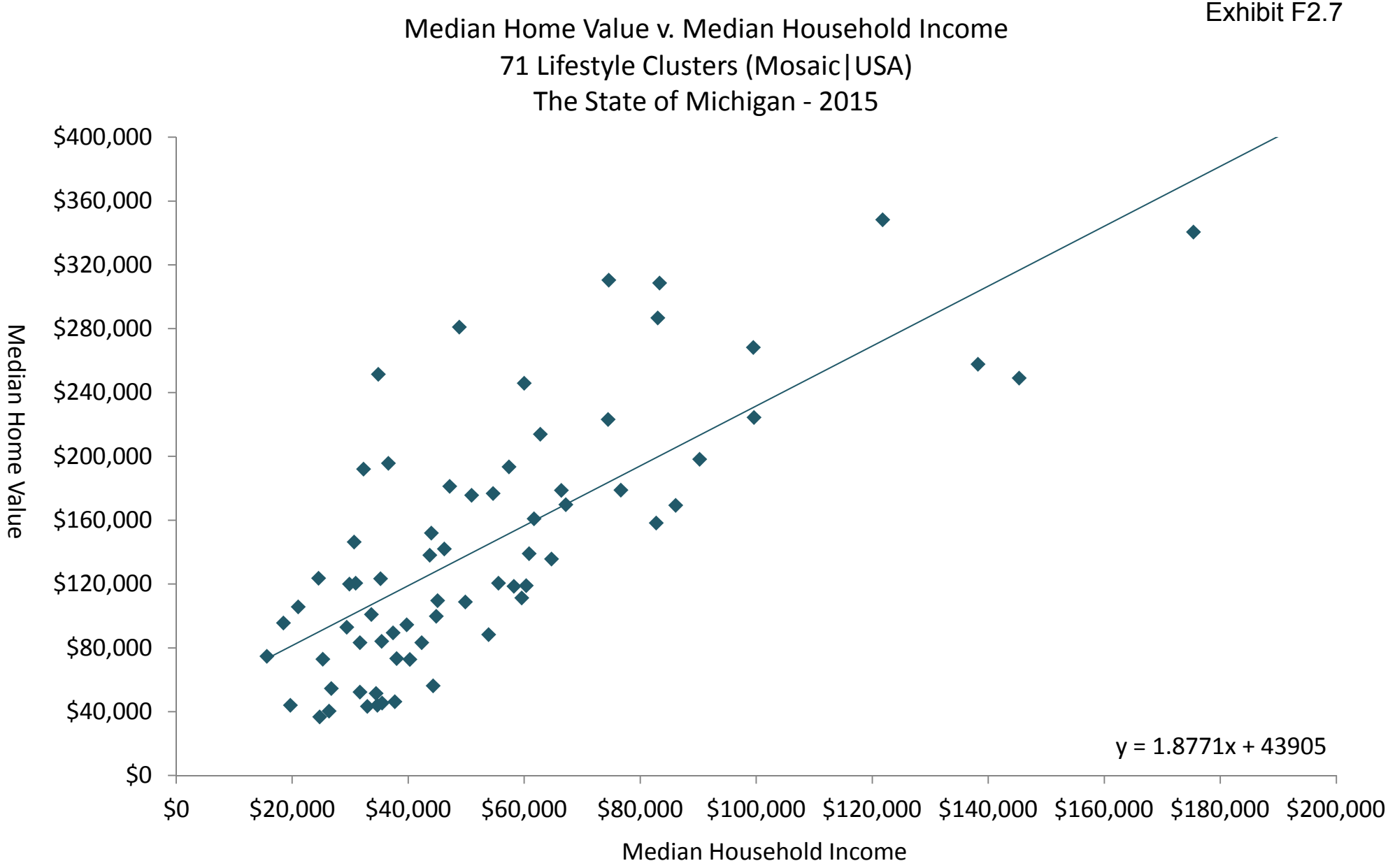
Exhibit F2.6

Market Parameters and Forecasts - Median Home Value
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

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
	Kalamazoo Co.	$145,900	$144,200	$141,200	$136,700	$135,400	$135,400	$135,400
1	Augusta Village	$111,400	$105,000	$102,400	$91,300	$86,100	$86,100	$86,100
2	Climax Village	$120,700	$118,000	$109,000	$106,800	$104,200	$104,200	$104,200
3	Comstock Northwest CDP	$145,600	$145,800	$144,600	$132,200	$138,900	$138,900	$138,900
4	Eastwood CDP	$87,900	$86,100	$82,000	$78,500	$79,500	$79,500	$79,500
5	Galesburg City	$92,600	$95,200	$84,600	$79,700	$72,500	$72,500	$72,500
6	Kalamazoo City	$107,500	$105,200	$99,900	$97,600	$98,000	$98,000	$98,000
7	Parchment City	$122,200	$116,000	$108,200	$104,200	$99,300	$99,300	$99,300
8	Portage City	$156,600	$155,900	$152,200	$148,100	$147,300	$147,300	$147,300
9	Richland Village	$176,000	$176,300	$173,300	$163,200	$159,600	$159,600	$159,600
10	Schoolcraft Village	$127,200	$124,500	$113,500	$107,800	$102,600	$102,600	$102,600
11	South Gull Lake CDP	$486,000	$625,000	$651,000	$466,200	$469,000	$469,000	$469,000
12	Vicksburg Village	$129,500	$128,300	$125,300	$119,300	$119,700	$119,700	$119,700
13	Westwood CDP	$123,800	$119,400	$117,400	$114,300	$114,000	$114,000	$114,000

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 F2.7



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.

Exhibit F2.8

Market Parameters and Forecasts - Median Household Income
All Counties in Southwest Michigan Prosperity Region 8

Order		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	West PR-4									
1	Allegan Co.	$50,240	$51,232	$51,232	$52,061	$52,472	$53,054	$53,879	$58,502	$30,536
Order	Southwest PR-8									
1	Berrien Co.	$42,625	$42,625	$43,471	$43,633	$44,701	$46,246	$48,505	$57,049	$22,394
2	Branch Co.	$42,133	$42,505	$42,995	$41,856	$42,538	$43,514	$44,920	$50,221	$23,634
3	Calhoun Co.	$42,568	$42,568	$42,568	$42,110	$43,199	$44,777	$47,090	$52,938	$26,081
4	Cass Co.	$45,177	$45,432	$45,462	$44,346	$45,166	$46,343	$48,045	$51,569	$28,442
5	Kalamazoo Co.	$44,794	$46,019	$46,019	$45,775	$46,356	$47,183	$48,368	$63,605	$25,183
6	Saint Joseph Co.	$44,392	$44,433	$44,433	$44,051	$44,145	$44,277	$44,462	$51,169	$25,289
7	Van Buren Co.	$44,435	$44,435	$44,435	$45,129	$46,536	$48,589	$51,627	$53,645	$24,197

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 F2.9

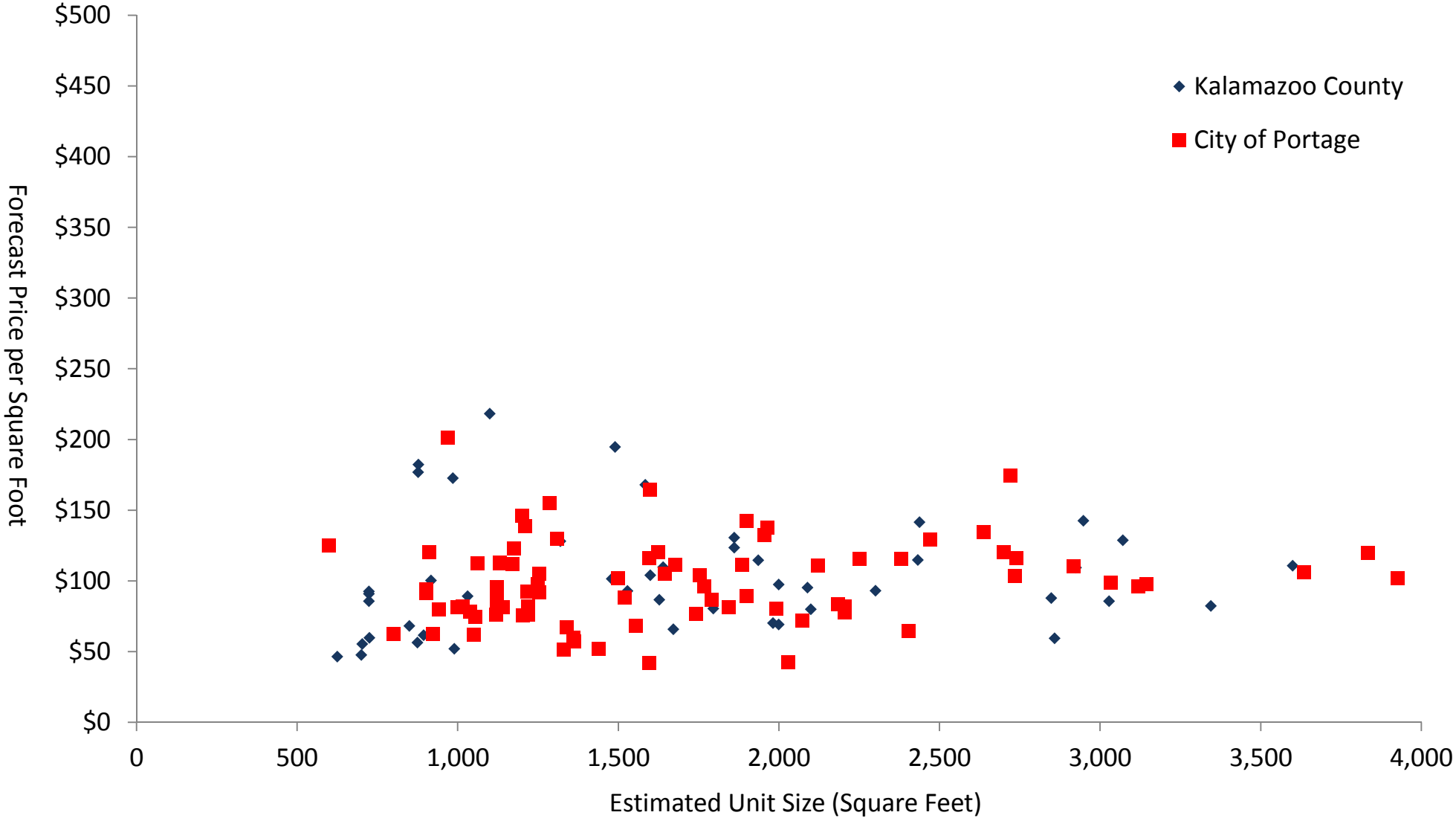
Market Parameters and Forecasts - Median Household Income
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

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
	Kalamazoo Co.	$44,794	$46,019	$46,019	$45,775	$46,356	$47,183	$48,368	$63,605	$25,183
1	Augusta Village	$42,500	$42,214	$42,171	$40,238	$42,411	$43,168	$44,252	$48,281	$22,000
2	Climax Village	$44,306	$44,539	$49,643	$53,393	$54,479	$55,451	$56,844	$61,016	$34,167
3	Comstock Northwest C	$48,909	$50,036	$51,371	$48,098	$47,056	$47,896	$49,099	$62,061	$33,683
4	Eastwood CDP	$37,601	$43,804	$40,989	$40,318	$39,770	$40,480	$41,496	$50,179	$23,189
5	Galesburg City	$39,917	$40,833	$40,463	$39,076	$36,343	$36,992	$37,921	$49,125	$22,328
6	Kalamazoo City	$29,919	$31,291	$31,189	$31,893	$32,959	$33,547	$34,390	$54,817	$21,327
7	Parchment City	$35,806	$40,000	$38,008	$39,375	$37,169	$37,832	$38,782	$50,521	$18,698
8	Portage City	$55,936	$56,330	$56,895	$55,036	$55,050	$56,033	$57,440	$72,651	$27,768
9	Richland Village	$69,653	$62,813	$77,750	$67,019	$60,938	$62,026	$63,583	$70,833	$27,500
10	Schoolcraft Village	$45,461	$48,125	$48,990	$42,721	$40,337	$41,057	$42,088	$60,655	$21,190
11	South Gull Lake CDP	$111,500	$113,646	$102,019	$84,342	$90,500	$92,115	$94,428	$115,642	$34,531
12	Vicksburg Village	$46,496	$50,352	$52,719	$56,583	$57,577	$58,605	$60,076	$62,019	$33,977
13	Westwood CDP	$40,900	$41,536	$36,910	$38,578	$43,016	$43,784	$44,883	$59,213	$26,938

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 F2.10

Forecast Home Value per Square Foot v. Unit Size
Attached Owner-Occupied Units
The City of Portage | SW Mchigan Prosperity Region 8 | Year 2016



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

Exhibit F2.11

Selected Inventory of Owner Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	Year Built	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Value Range	Value per Sq. Ft.
1	Oakland Hills	Side-by-Side	--	--	2016	--	3	3	2,380 - 3,925	$275 - $475,000	$100 - $175
	Portage				2006		3	2.5	1,600	$263,000	$164
2	Woodbridge Hills	Townhse.	--	--	1983	--	4	4	2,400	$155,000	$65
	7675 Blackmar Cir.						3	3	1,600 - 3,030	$134 - $355,000	$77 - $135
	Portage						1	1	910	$110,000	$121
3	Sterling Oaks West Condo	Townhse.	--	--	2009	--	3	3	1,285 - 3,140	$195 - $325,000	$98 - $155
	1011 Coral Springs Dr.						2	2	2,200	$180,000	$82
	Portage						2	1	1,210	$168,000	$139
4	Woodland Trails	Side-by-Side	1	--	2014	--	3	2.5	2,120 - 2,730	$235 - $283,000	$104 - $111
	9279 The Woodlands Trl.				2006		3	2	1,900	$270,000	$142
	Portage						2	2	1,955	$259,000	$132
5	The Woodlands at Austin Lk.	--	1	--	2015	--	2	3	2,250	$260,000	$116
	Portage				2008		2	2	1,965	$271,000	$138
6	Sterling Oaks	--	--	--	2007	--	3	3	1,885	$210,000	$111
	Portage										

Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.

Exhibit F2.12

Selected Inventory of Owner Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	Year Built	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Value Range	Value per Sq. Ft.
7	605 Schuring Rd.	--	--	--	1978	--	2	1.5	970	$195,000	$201
	Portage						2	1	1,050	$65,000	$62
8	1918 Brighton Ln.	--	--	--	2005	--	3	3	1,640 - 1,750	$173 - $187,000	$104 - $112
	Portage						2	2	1,309	$170,000	$130
9	The Lakes of Woodbridge Hills	Townhse.	--	--	1990	--	4	3	2,185	$182,000	$83
	7606 Woodbridge Ln.						3	3	1,555 - 1,840	$106 - $170,000	$68 - $96
	Portage						2	2	1,255 - 1,790	$115 - $155,000	$87 - $123
							2	1	1,060 - 1,215	$113 - $120,000	$93 - $113
10	11038 Portage Rd.	Stacked 6plex	1	--	2008	--	2	1	1,200	$175,000	$146
	Portage										
11	Foxwood Hills	--	--	--	1982	--	3	3	1,900 - 2,070	$149 - $170,000	$72 - $89
	4568 Foxfire Trl.						3	2.5	1,250	$122,000	$98
	Portage						2	2	1,015	$83,000	$82
12	11074 Portage Rd.	Brick Complex	1	--	1972	--	1	1	600	$75,000	$125
	Portage										

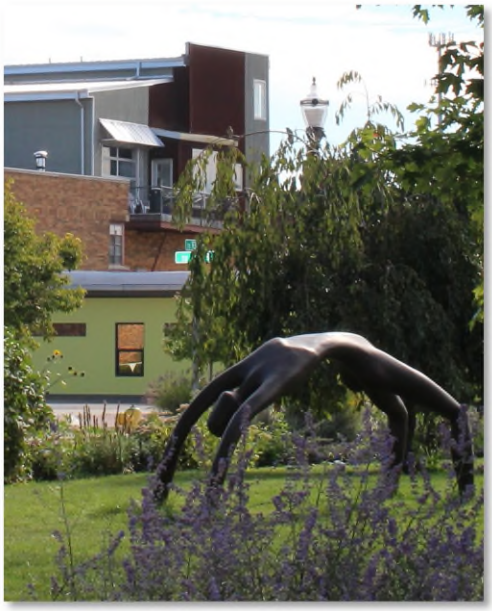
Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.

Exhibit F2.13

Selected Inventory of Owner Housing Choices | Attached Units Only
The City of Portage | SW Michigan Prosperity Region 8 | Year 2016

	Name and Address	Building Type	Water-front	Down-town	Year Built	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Value Range	Value per Sq. Ft.
13	Marsh Pointe	--	--	--	1990	--	3	3	1,500	$153,000	$102
	4076 W Centre Ave.						3	2	1,520	$134,000	$88
	Portage						2	2	1,120 - 1,220	$93 - $131,000	$82 - $112
14	3262 Wimbledon Dr.	Side-by-Side	--	--	1983	--	2	2	1,120	$85,000	$76
	Portage						2	1	900 - 1,200	$81 - $91,000	$76 - $94
15	Harbors of Portage	--	--	--	1981	--	2	1.5	900 - 940	$83 - $76,000	$81 - $92
	Portage										
16	3525 Scots Pine Way	Townhse.	--	--	1979	--	3	2	1,340 - 1,360	$81 - $90,000	$60 - $67
	Portage						2	2	1,000 - 1,050	$79 - $82,000	$75 - $82
17	8048 S Westnedge Ave.	Brick	--	--	1962	--	2	1	800	$50,000	$63
	Portage	Duplex									
18	1726 Valleywood Ct.	Complex	--	--	1974	--	2	1.5	920	$58,000	$63
	Portage										
19	10072 Pepperell Ct.	Ranch Style	--	--	1979	--	3	2.5	1,440 - 2,030	$67 - $86,000	$42 - $52
	Portage	Townhse.					2	2	1,330	$68,000	$51
							2	1	1,360	$78,000	$57

Source: Estimates and forecasts by LandUse|USA, 2016.
Based on market observations, phone surveys, and assessors records. Under attributes, "1" is an affirmation.
Numbers in the leftmost column list the number of observations by community name, alphabetically.



Section G

Existing Households County and Places

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

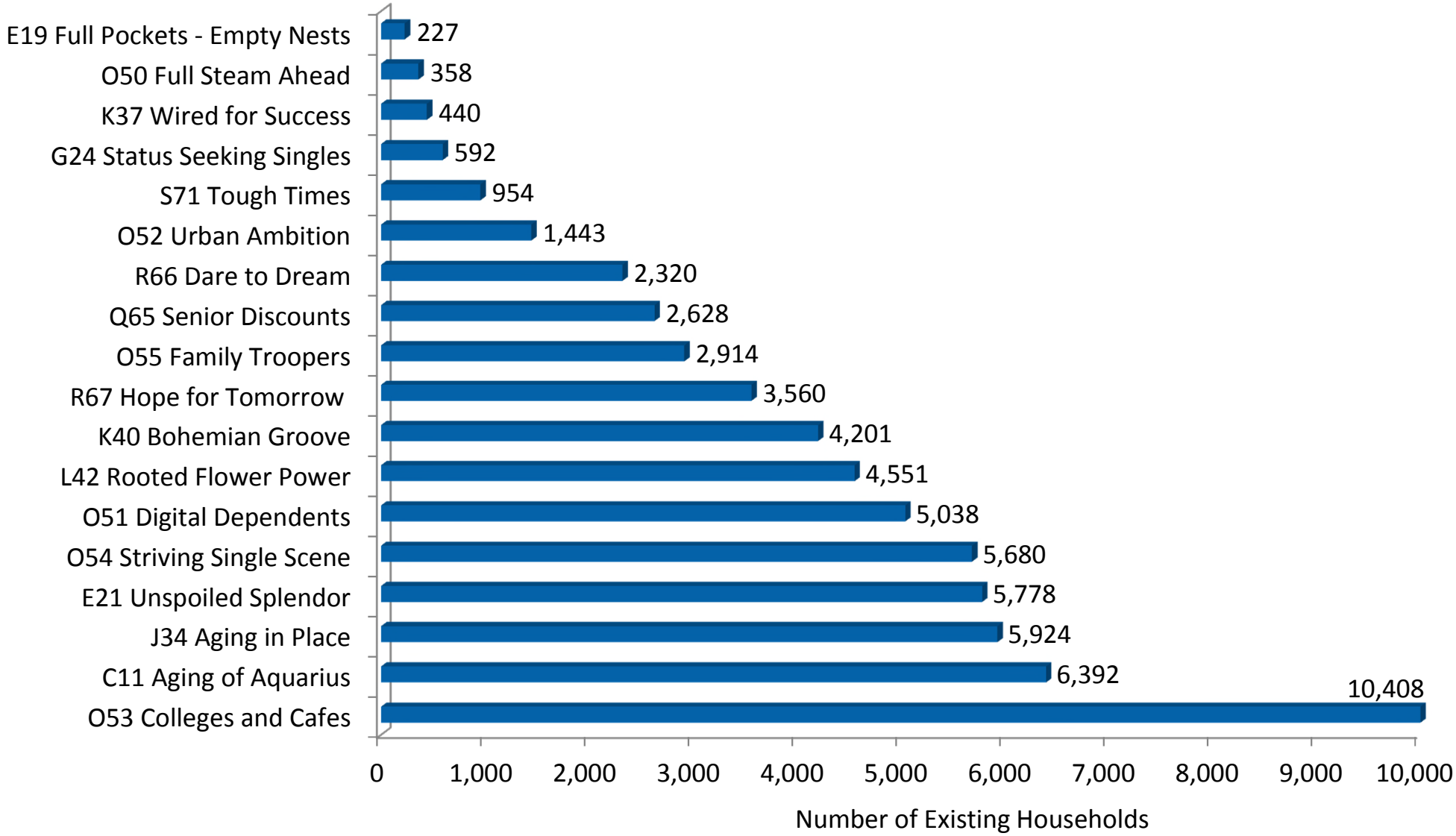
Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit G.1

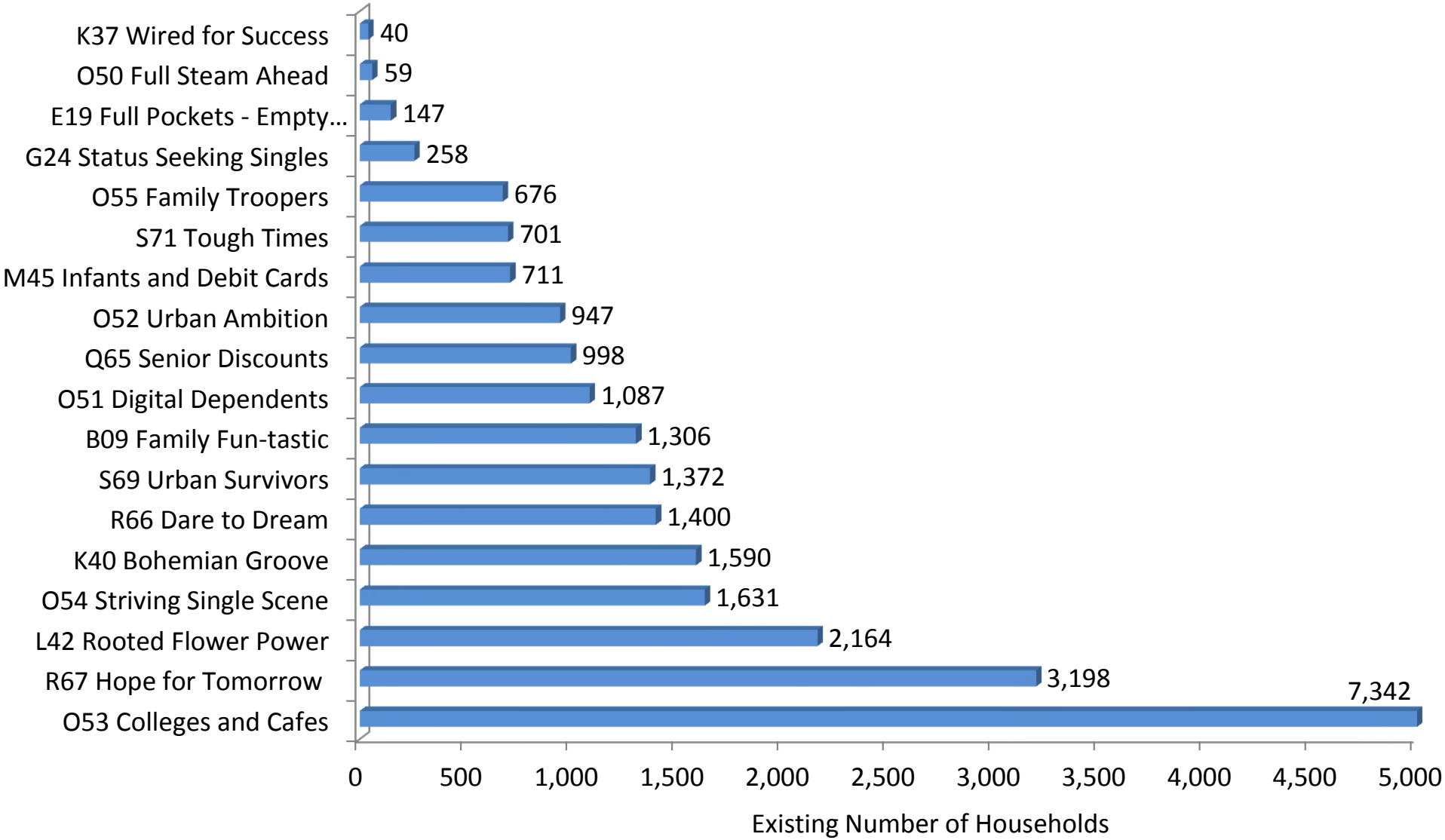
Existing Households by Predominant Lifestyle Cluster
Kalamazoo COUNTY | Southwest Michigan Prosperity Region 8 | Year 2015



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.

Exhibit G.2

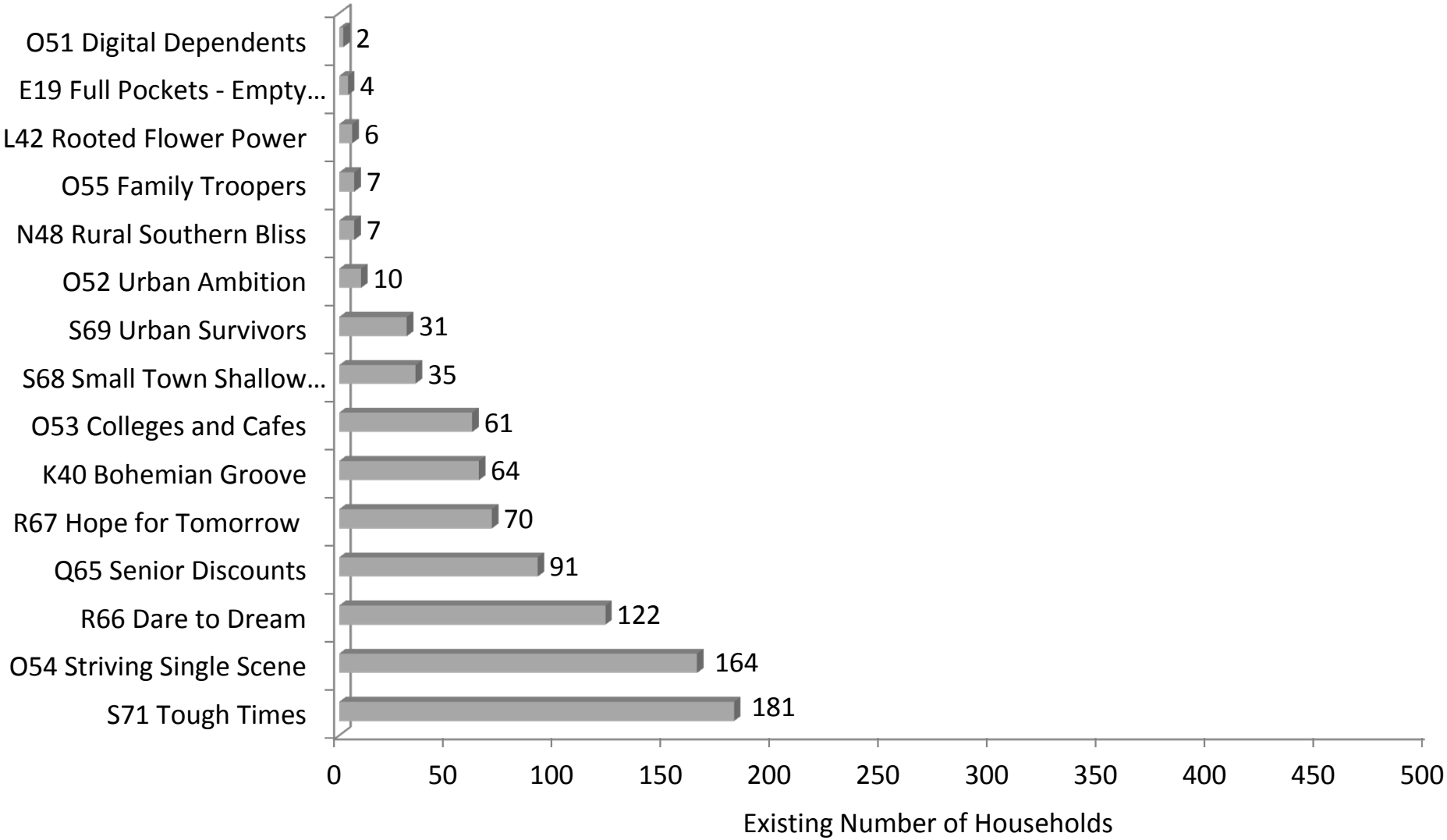
Existing Households by Predominant Lifestyle Cluster
The City of Kalamazoo | Kalamazoo County, Michigan | Year 2015



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.

Exhibit G.3

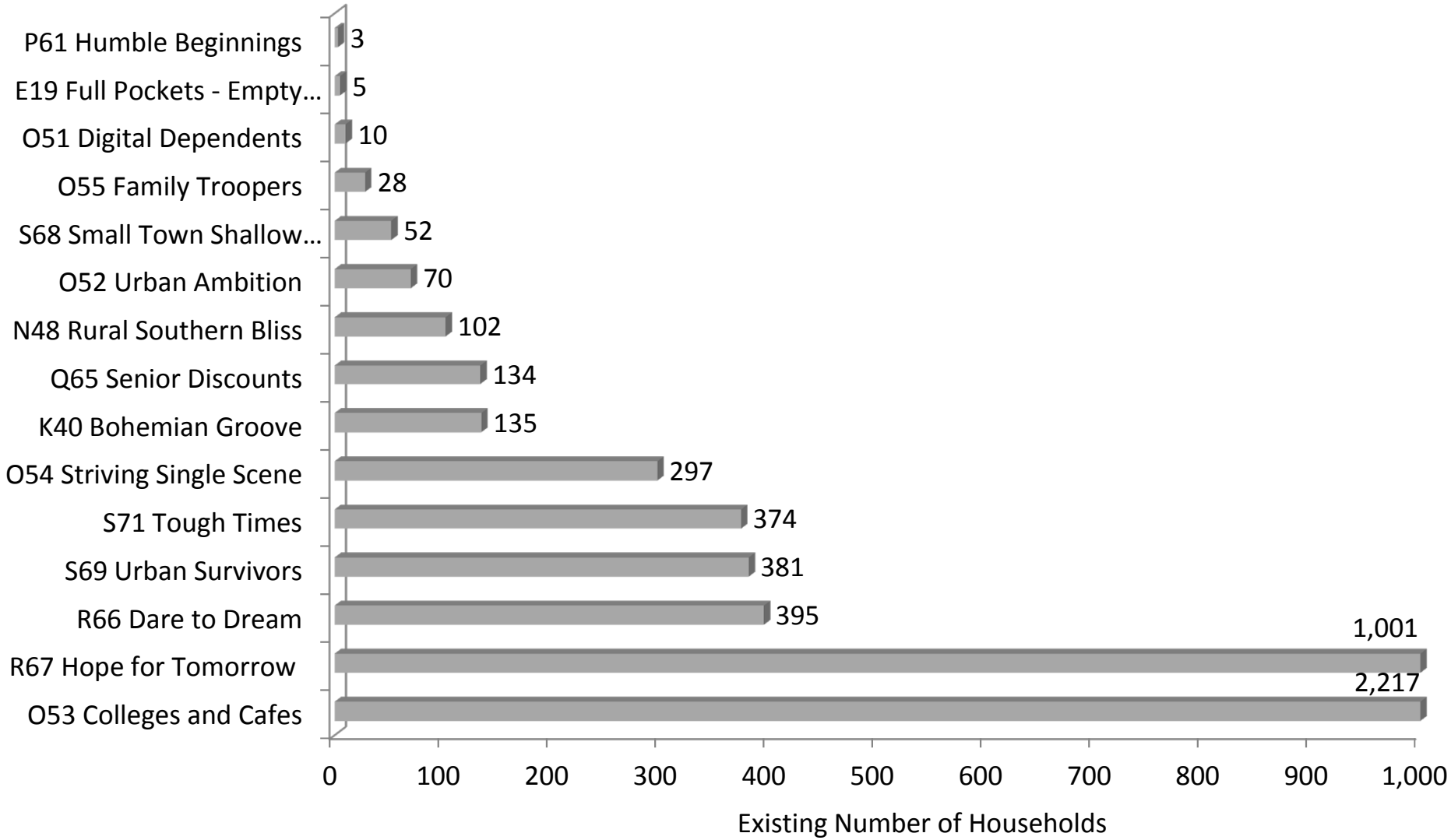
Existing Households by Predominant Lifestyle Cluster
0.5 Mile Radius Around the Downtown
The City of Kalamazoo, Michigan | Year 2015



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.

Exhibit G.4

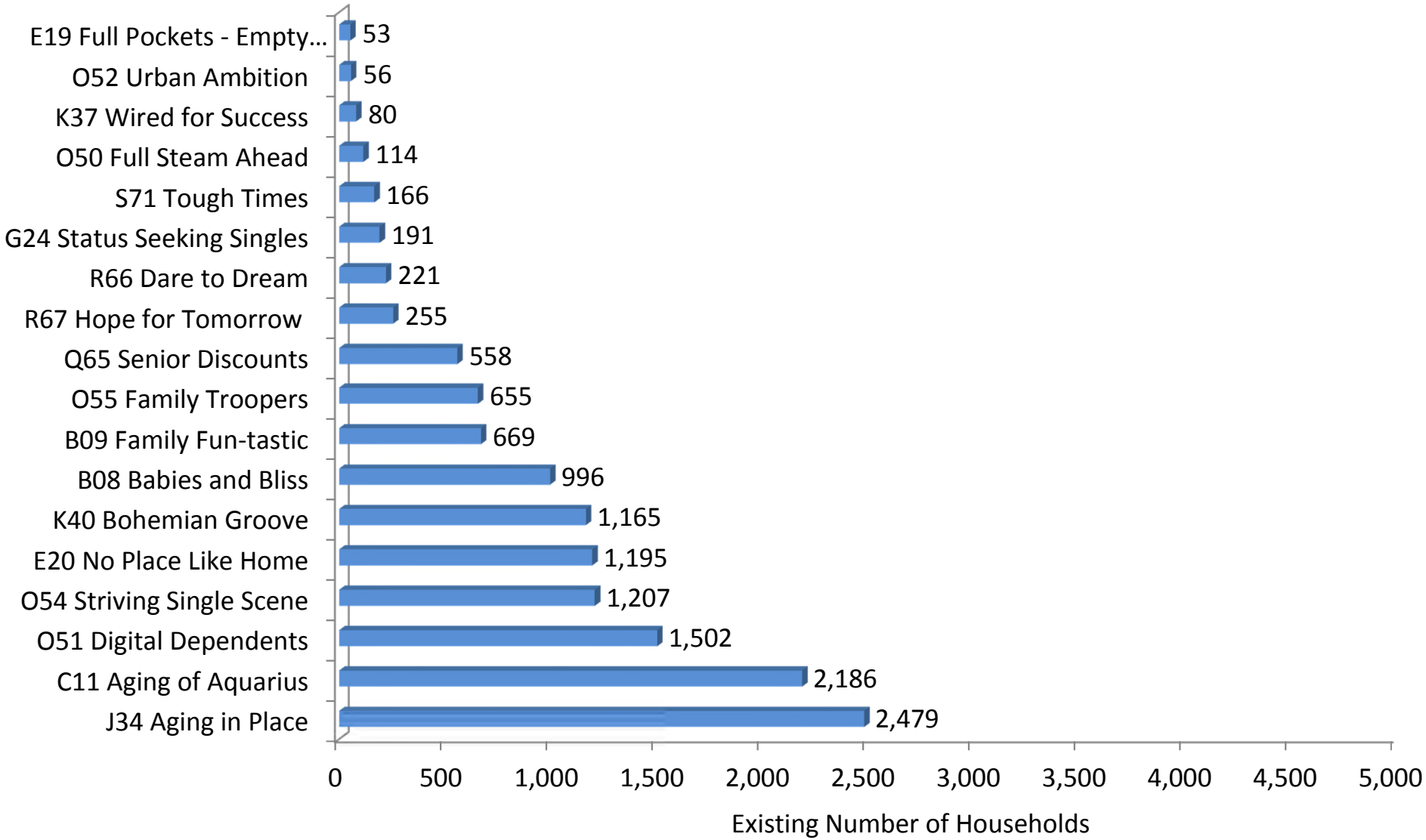
Existing Households by Predominant Lifestyle Cluster
1.0 Mile Radius Around the Downtown
The City of Kalamazoo, Michigan | Year 2015



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.

Exhibit G.5

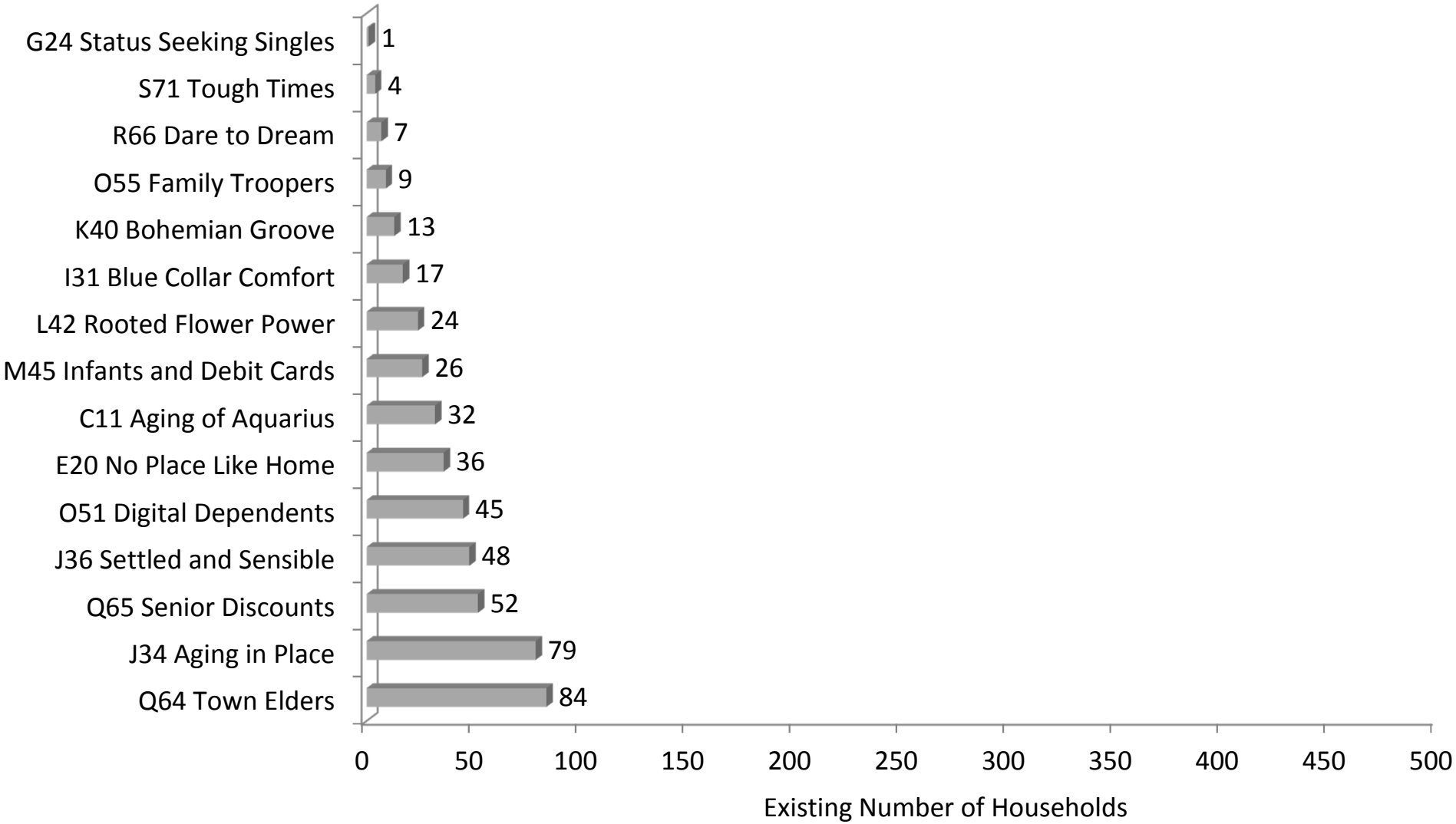
Existing Households by Predominant Lifestyle Cluster
The City of Portage | Kalamazoo County, Michigan | Year 2015



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.

Exhibit G.6

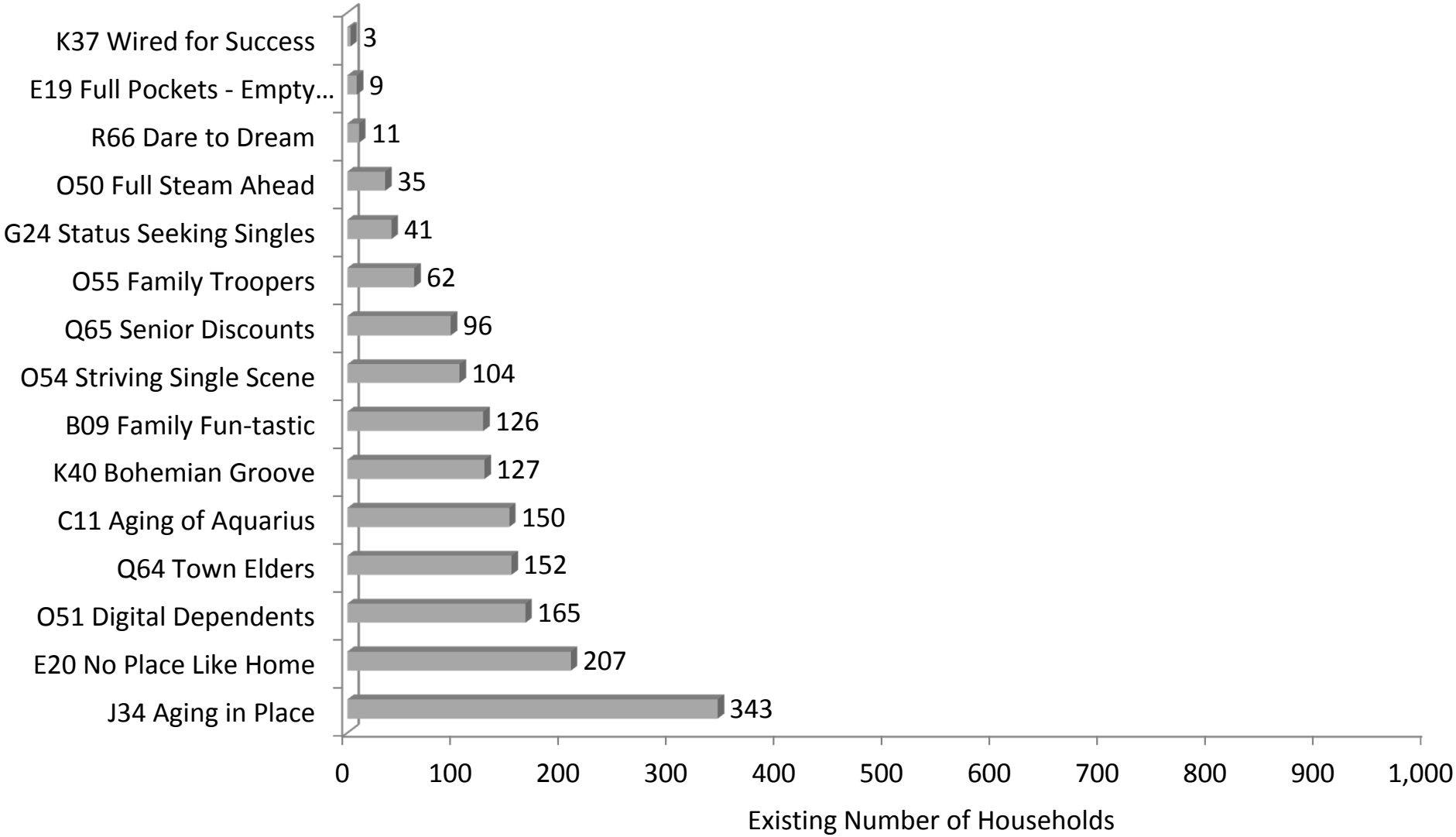
Existing Households by Predominant Lifestyle Cluster
0.5 Mile Radius Around the City Center
The City of Portage, Michigan | Year 2015



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.

Exhibit G.7

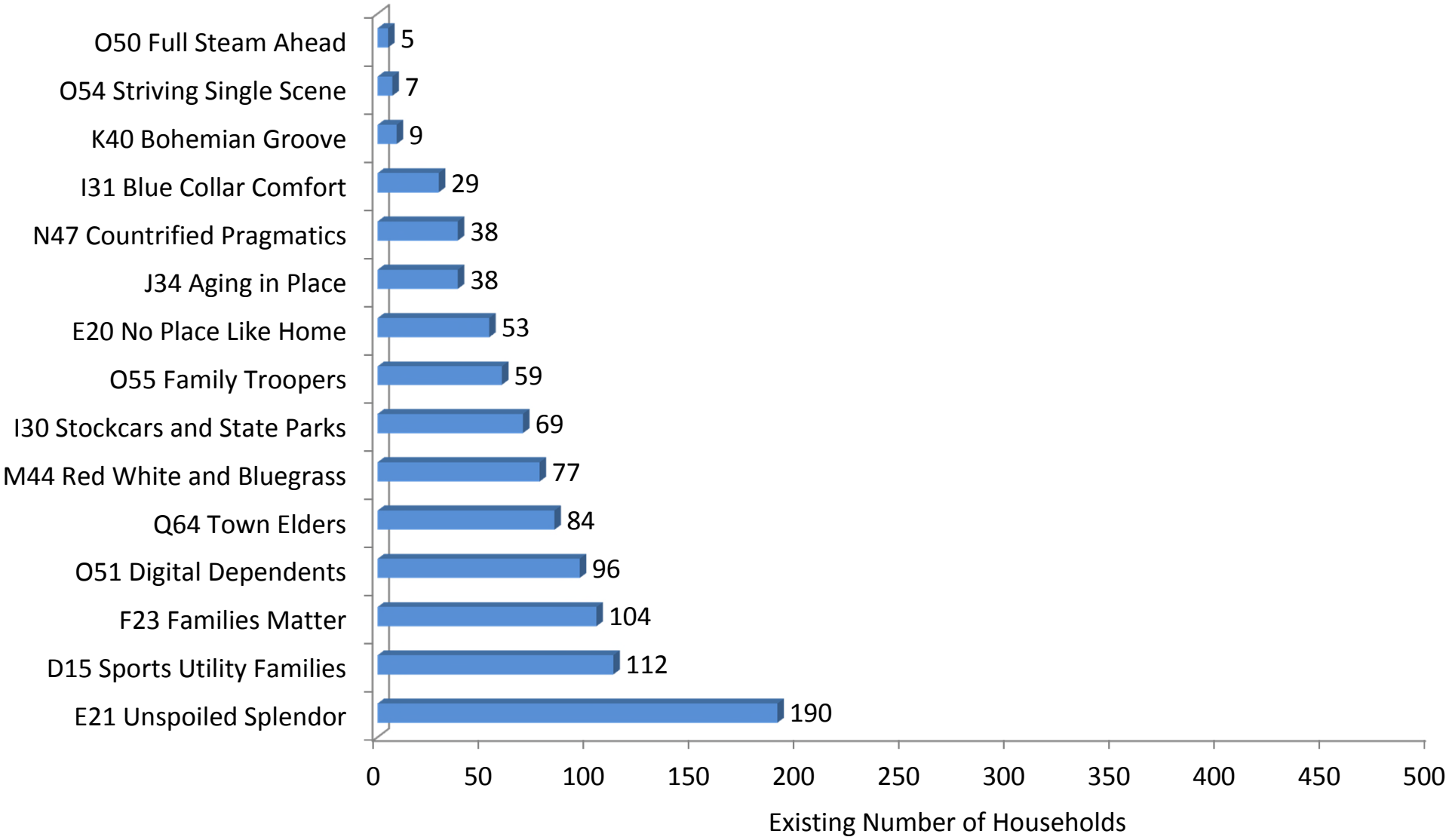
Existing Households by Predominant Lifestyle Cluster
1.0 Mile Radius Around the City Center
The City of Portage, Michigan | Year 2015



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.

Exhibit G.8

Existing Households by Predominant Lifestyle Cluster
The Village of Vicksburg | Kalamazoo 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.

Exhibit G.9

Market Parameters and Forecasts - Population
All Counties in Southwest Michigan Prosperity Region 8

		2010 Census Population	2010 ACS 1-yr Population	2011 ACS 1-yr Population	2012 ACS 1-yr Population	2013 ACS 1-yr Population	2014 ACS 5-yr Population	2016 Forecast Population	2020 Forecast Population	2014 ACS 5-yr Persons per Hhld.
Order	West PR-4									
1	Allegan Co.	111,408	111,385	111,405	111,589	111,742	112,266	113,321	115,462	2.7
Order	Southwest PR-8									
1	Berrien Co.	156,813	157,232	157,109	156,759	156,290	155,992	155,992	155,992	2.6
2	Branch Co.	45,248	46,083	45,765	44,920	44,398	43,965	43,965	43,965	2.8
3	Calhoun Co.	136,146	137,112	136,554	136,063	135,534	135,150	135,150	135,150	2.6
4	Cass Co.	52,293	52,429	52,373	52,412	52,212	52,001	52,001	52,001	2.6
5	Kalamazoo Co.	250,331	247,246	248,810	250,704	252,763	254,870	259,137	267,886	2.5
6	Saint Joseph Co.	61,295	61,848	61,630	61,314	61,111	60,998	60,998	60,998	2.8
7	Van Buren Co.	76,258	76,585	76,410	76,149	75,897	75,569	75,569	75,569	2.7

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.10

Market Parameters and Forecasts - Population
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 Census Population	2010 ACS 1-yr Population	2011 ACS 1-yr Population	2012 ACS 1-yr Population	2013 ACS 1-yr Population	2014 ACS 5-yr Population	2016 Forecast Population	2020 Forecast Population	2014 ACS 5-yr Persons per Hhld.
	Kalamazoo Co.	250,331	247,246	248,810	250,704	252,763	254,870	259,137	267,886	2.5
1	Augusta Village	--	--	--	--	--	870	--	--	2.5
2	Climax Village	--	--	--	--	--	785	--	--	2.8
3	Comstock Northwest C	--	--	--	--	--	5,769	--	--	2.2
4	Eastwood CDP	--	--	--	--	--	6,734	--	--	2.6
5	Galesburg City	--	--	--	--	--	1,876	--	--	2.6
6	Kalamazoo City	--	--	--	--	--	75,190	--	--	2.7
7	Parchment City	--	--	--	--	--	1,867	--	--	2.3
8	Portage City	--	--	--	--	--	47,137	--	--	2.4
9	Richland Village	--	--	--	--	--	858	--	--	2.6
10	Schoolcraft Village	--	--	--	--	--	1,657	--	--	2.5
11	South Gull Lake CDP	--	--	--	--	--	1,357	--	--	2.5
12	Vicksburg Village	--	--	--	--	--	2,894	--	--	2.5
13	Westwood CDP	--	--	--	--	--	9,091	--	--	2.1

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.11

Market Parameters and Forecasts - Households
All Counties in Southwest Michigan Prosperity Region 8

		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	West PR-4								
1	Allegan Co.	42,018	42,078	41,914	41,958	41,794	41,767	41,767	41,767
Order	Southwest PR-8								
1	Berrien Co.	63,054	62,612	61,678	61,286	60,414	60,320	60,320	60,320
2	Branch Co.	16,419	16,350	16,078	16,036	15,862	15,863	15,865	15,867
3	Calhoun Co.	54,016	53,925	53,481	53,290	53,428	52,842	52,842	52,842
4	Cass Co.	20,604	20,201	19,913	19,801	19,663	19,804	20,032	20,402
5	Kalamazoo Co.	100,610	99,456	99,603	99,720	100,072	100,042	100,042	100,042
6	Saint Joseph Co.	23,244	22,478	22,319	22,258	22,326	22,856	23,732	25,208
7	Van Buren Co.	28,928	29,096	28,846	28,378	28,374	28,178	28,178	28,178

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.12

Market Parameters and Forecasts - Households
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

Order	County Name	2010 Census Total Hhlds.	2010 ACS 5-yr Total Hhlds.	2011 ACS 5-yr Total Hhlds.	2012 ACS 5-yr Total Hhlds.	2013 ACS 5-yr Total Hhlds.	2014 ACS 5-yr Total Hhlds.	2016 Forecast Total Hhlds.	2020 Forecast Total Hhlds.
	Kalamazoo Co.	100,610	99,456	99,603	99,720	100,072	100,042	100,042	100,042
1	Augusta Village	--	356	390	381	360	355	355	355
2	Climax Village	--	254	249	272	260	281	318	390
3	Comstock Northwest CDP	--	2,701	2,633	2,553	2,576	2,653	2,781	3,000
4	Eastwood CDP	--	2,635	2,710	2,685	2,727	2,603	2,603	2,603
5	Galesburg City	--	779	694	744	709	713	719	730
6	Kalamazoo City	--	29,047	28,524	28,321	28,322	28,064	28,064	28,064
7	Parchment City	--	878	854	845	834	803	803	803
8	Portage City	--	18,911	18,987	19,058	19,072	19,293	19,652	20,242
9	Richland Village	--	317	315	321	349	334	334	334
10	Schoolcraft Village	--	577	617	653	629	671	745	880
11	South Gull Lake CDP	--	490	455	467	492	552	665	898
12	Vicksburg Village	--	1,143	1,201	1,170	1,195	1,135	1,135	1,135
13	Westwood CDP	--	4,516	4,472	4,573	4,516	4,347	4,347	4,347

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.13

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
All Counties in Southwest Michigan Prosperity Region 8

		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
Order	West PR-4							
1	Allegan Co.	49,049	49,250	49,388	49,379	49,541	49,801	50,168
Order	Southwest PR-8							
1	Berrien Co.	76,824	76,842	76,908	76,769	76,810	76,876	76,968
2	Branch Co.	20,857	20,864	20,806	20,730	20,682	20,682	20,682
3	Calhoun Co.	61,102	61,064	60,997	60,837	60,832	60,832	60,832
4	Cass Co.	25,755	25,867	25,854	25,849	25,896	25,971	26,077
5	Kalamazoo Co.	109,233	109,715	109,871	109,911	110,113	110,437	110,892
6	Saint Joseph Co.	27,795	27,763	27,741	27,698	27,700	27,703	27,708
7	Van Buren Co.	36,757	36,766	36,756	36,711	36,714	36,719	36,726

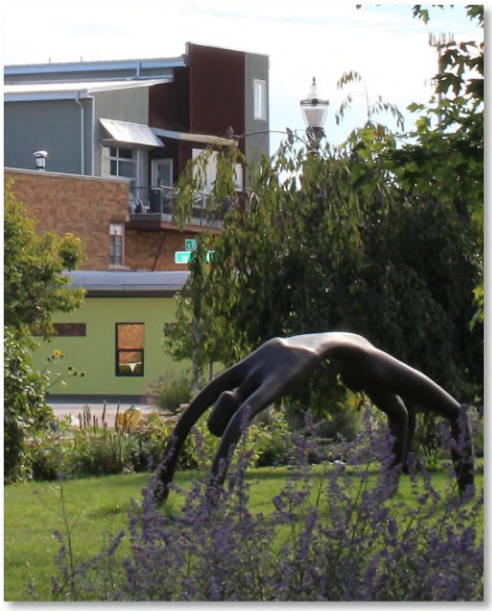
Source: Underlying data provided by the U.S. Decennial Census and the American Community Survey for 2010 - 2014 (1- and 5-year estimates). Analysis, interpolations, and forecasts by LandUse|USA; 2016.

Exhibit G.14

Market Parameters and Forecasts - Total Housing Units, Including Vacancies
Kalamazoo County by Place - Southwest Michigan Prosperity Region 8

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
	Kalamazoo Co.	109,233	109,715	109,871	109,911	110,113	110,437	110,892
1	Augusta Village	393	424	406	380	375	376	378
2	Climax Village	299	299	322	312	327	328	329
3	Comstock Northwest CDP	2,804	2,764	2,698	2,758	2,813	2,821	2,833
4	Eastwood CDP	2,980	3,044	3,041	3,007	2,925	2,934	2,946
5	Galesburg City	937	809	851	800	770	772	775
6	Kalamazoo City	33,161	32,698	32,609	32,441	32,411	32,506	32,640
7	Parchment City	907	889	894	897	880	883	886
8	Portage City	20,104	20,221	20,198	20,194	20,314	20,374	20,458
9	Richland Village	323	325	329	360	348	349	350
10	Schoolcraft Village	624	663	705	677	735	737	740
11	South Gull Lake CDP	786	686	740	741	805	807	811
12	Vicksburg Village	1,331	1,338	1,322	1,283	1,206	1,210	1,215
13	Westwood CDP	4,852	4,699	4,727	4,657	4,496	4,509	4,528

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.



Section H

Market Assessment
County and Places

Prepared by:

LandUseUSA

Prepared for:

Southwest Michigan Prosperity Region 8

Collaborative Community Development

Michigan Economic Development Corporation

Michigan State Housing Development Authority

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Investing in People. Investing in Places. MSHDA MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Exhibit H.1

Demographic Profiles - Population and Employment
Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2010-2015

	Kalamazoo County	Village of Augusta	Village of Climax	CDP Comstock Northwest	CDP Eastwood	The City of Galesburg
Households Census (2010)	100,610	362	280	2,483	2,541	766
Households ACS (2014)	100,042	355	281	2,653	2,603	713
Population Census (2010)	250,331	885	767	5,455	6,340	2,009
Population ACS (2014)	254,870	870	785	5,769	6,734	1,876
Group Quarters Population (2014)	8,483	0	0	0	97	114
Correctional Facilities	470	0	0	0	0	0
Nursing/Mental Health Facilities	1,352	0	0	0	68	86
College/University Housing	5,569	0	0	0	0	0
Military Quarters	0	0	0	0	0	0
Other	1,092	0	0	0	29	28
Daytime Employees Ages 16+ (2015)	164,797	257	147	2,980	5,331	574
Unemployment Rate (2015)	3.2%	3.0%	2.1%	2.1%	4.6%	3.7%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	0.0%	0.6%	1.2%	0.0%	1.1%
Arts, Ent. Rec., Accom., Food Service	10.3%	11.5%	8.8%	6.0%	10.3%	12.5%
Construction	3.8%	5.2%	2.8%	1.5%	3.8%	2.0%
Educ. Service, Health Care, Soc. Asst.	27.2%	19.4%	19.3%	30.7%	31.6%	17.8%
Finance, Ins., Real Estate	5.8%	0.5%	4.8%	6.6%	5.9%	3.1%
Information	1.0%	0.9%	3.7%	0.0%	2.8%	0.0%
Manufacturing	17.2%	24.8%	22.9%	20.6%	17.3%	25.1%
Other Services, excl. Public Admin.	4.6%	6.6%	4.5%	2.6%	6.2%	0.8%
Profess. Sci. Mngmt. Admin. Waste	8.7%	7.7%	5.1%	10.0%	6.7%	12.3%
Public Administration	2.9%	7.5%	3.4%	3.9%	1.9%	1.8%
Retail Trade	12.0%	10.1%	9.9%	7.1%	7.9%	13.3%
Transpo., Wrhse., Utilities	2.8%	2.8%	10.2%	6.1%	3.8%	5.3%
Wholesale Trade	2.4%	3.0%	4.0%	3.7%	1.9%	4.9%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and
Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit H.2

Demographic Profiles - Population and Employment
Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2010-2015

	Kalamazoo County	The City of Kalamazoo	The City of Parchment	The City of Portage	Village of Richland
Households Census (2010)	100,610	29,141	786	19,199	347
Households ACS (2014)	100,042	28,064	803	19,293	334
Population Census (2010)	250,331	74,262	1,804	46,292	751
Population ACS (2014)	254,870	75,190	1,867	47,137	858
Group Quarters Population (2014)	8,483	7,389	1	177	0
Correctional Facilities	470	416	0	0	0
Nursing/Mental Health Facilities	1,352	699	0	126	0
College/University Housing	5,569	5,491	0	0	0
Military Quarters	0	0	0	0	0
Other	1,092	783	0	51	0
Daytime Employees Ages 16+ (2015)	164,797	69,820	1,186	39,587	348
Unemployment Rate (2015)	3.2%	3.9%	4.1%	3.1%	1.8%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	0.7%	0.0%	1.0%	2.5%
Arts, Ent. Rec., Accom., Food Service	10.3%	14.9%	14.9%	7.2%	5.7%
Construction	3.8%	2.6%	1.5%	3.9%	8.2%
Educ. Service, Health Care, Soc. Asst.	27.2%	30.0%	27.3%	24.6%	28.9%
Finance, Ins., Real Estate	5.8%	5.1%	5.9%	8.4%	4.4%
Information	1.0%	1.5%	1.4%	1.3%	1.1%
Manufacturing	17.2%	12.2%	12.3%	20.1%	18.5%
Other Services, excl. Public Admin.	4.6%	4.4%	6.9%	4.6%	6.3%
Profess. Sci. Mngmt. Admin. Waste	8.7%	8.2%	9.4%	9.5%	9.8%
Public Administration	2.9%	2.4%	4.6%	3.3%	7.6%
Retail Trade	12.0%	14.1%	10.1%	11.6%	3.8%
Transpo., Wrhse., Utilities	2.8%	2.3%	4.2%	2.2%	1.1%
Wholesale Trade	2.4%	1.7%	1.4%	2.3%	2.2%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and
Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit H.3

Demographic Profiles - Population and Employment
Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2010-2015

	Kalamazoo County	Village of Schoolcraft	CDP South Gull Lake	Village of Vicksburg	CDP Westwood
Households Census (2010)	100,610	616	512	1,120	4,171
Households ACS (2014)	100,042	671	552	1,111	4,347
Population Census (2010)	250,331	1,525	1,182	2,906	8,653
Population ACS (2014)	254,870	1,657	1,357	2,894	9,091
Group Quarters Population (2014)	8,483	0	14	0	9
Correctional Facilities	470	0	0	0	0
Nursing/Mental Health Facilities	1,352	0	0	0	0
College/University Housing	5,569	0	14	0	0
Military Quarters	0	0	0	0	0
Other	1,092	0	0	0	9
Daytime Employees Ages 16+ (2015)	164,797	597	516	1,372	1,995
Unemployment Rate (2015)	3.2%	2.6%	2.6%	3.5%	2.6%
Employment by Industry Sector (2014)	100.0%	100.0%	100.0%	100.0%	100.0%
Agric., Forest, Fish, Hunt, Mine	1.2%	2.3%	7.3%	0.6%	0.4%
Arts, Ent. Rec., Accom., Food Service	10.3%	13.4%	14.1%	5.1%	15.5%
Construction	3.8%	3.1%	4.5%	6.7%	2.6%
Educ. Service, Health Care, Soc. Asst.	27.2%	18.1%	18.3%	25.6%	28.0%
Finance, Ins., Real Estate	5.8%	4.8%	5.7%	6.6%	2.6%
Information	1.0%	1.1%	0.0%	0.7%	0.5%
Manufacturing	17.2%	21.2%	8.4%	23.8%	13.3%
Other Services, excl. Public Admin.	4.6%	2.9%	8.4%	2.5%	8.7%
Profess. Sci. Mngmt. Admin. Waste	8.7%	7.1%	15.3%	6.1%	7.7%
Public Administration	2.9%	2.8%	3.9%	1.5%	3.5%
Retail Trade	12.0%	15.7%	12.1%	14.0%	13.7%
Transpo., Wrhse., Utilities	2.8%	4.5%	2.1%	4.1%	2.4%
Wholesale Trade	2.4%	2.9%	0.0%	2.7%	0.9%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and
Applied Geographic Solutions (AGS) for 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit H.4

Demographic Profiles - Total and Vacant Housing Units
Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2009-2014

	Kalamazoo County	Village of Augusta	Village of Climax	CDP Comstock Northwest	CDP Eastwood	The City of Galesburg
Total Housing Units (2014)	110,113	375	327	2,813	2,925	770
1, mobile, other	74,563	297	292	1,475	2,029	544
1 attached, 2	6,986	34	10	70	143	51
3 or 4	4,130	4	10	42	133	77
5 to 9	6,685	28	0	535	43	89
10 to 19	8,011	7	15	120	239	0
20 to 49	6,386	5	0	362	269	3
50 or more	3,352	0	0	209	69	6
Premium for Seasonal Households	1%	0%	0%	0%	0%	1%
Vacant (incl. Seasonal, Rented, Sold)	10,071	20	46	160	322	57
1, mobile, other	5,411	13	34	34	167	31
1 attached, 2	1,177	0	7	16	35	0
3 or 4	367	0	0	0	0	8
5 to 9	571	7	0	92	0	18
10 to 19	1,035	0	5	0	66	0
20 to 49	1,030	0	0	18	54	0
50 or more	480	0	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	7,367	18	46	160	266	45
1, mobile, other	3,958	12	34	34	138	24
1 attached, 2	861	0	7	16	29	0
3 or 4	268	0	0	0	0	6
5 to 9	418	6	0	92	0	14
10 to 19	757	0	5	0	55	0
20 to 49	753	0	0	18	45	0
50 or more	351	0	0	0	0	0
Total by Reason for Vacancy (2014)	10,071	20	46	160	322	57
Available, For Rent	2,121	0	5	92	71	0
Available, For Sale	1,394	0	21	0	37	9
Available, Not Listed	3,852	18	20	68	158	36
Total Available	7,367	18	46	160	266	45
Seasonal, Recreation	1,666	0	0	0	0	12
Migrant Workers	0	0	0	0	0	0
Rented, Not Occupied	867	0	0	0	56	0
Sold, Not Occupied	171	2	0	0	0	0
Not Yet Occupied	1,038	2	0	0	56	0

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

Exhibit H.5

Demographic Profiles - Total and Vacant Housing Units
Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2009-2014

	Kalamazoo County	The City of Kalamazoo	The City of Parchment	The City of Portage	Village of Richland
Total Housing Units (2014)	110,113	32,411	880	20,314	348
1, mobile, other	74,563	16,436	512	14,236	305
1 attached, 2	6,986	3,256	128	1,198	9
3 or 4	4,130	2,148	32	582	31
5 to 9	6,685	2,912	182	1,283	2
10 to 19	8,011	2,922	14	1,565	0
20 to 49	6,386	2,981	12	875	1
50 or more	3,352	1,756	0	575	0
Premium for Seasonal Households	1%	0%	0%	0%	1%
Vacant (incl. Seasonal, Rented, Sold)	10,071	4,347	77	1,021	14
1, mobile, other	5,411	1,599	9	644	14
1 attached, 2	1,177	872	16	84	0
3 or 4	367	224	0	47	0
5 to 9	571	351	52	13	0
10 to 19	1,035	408	0	145	0
20 to 49	1,030	573	0	0	0
50 or more	480	320	0	88	0
Avail. (excl. Seasonal, Rented, Sold)	7,367	3,477	77	797	9
1, mobile, other	3,958	1,279	9	503	9
1 attached, 2	861	697	16	66	0
3 or 4	268	179	0	37	0
5 to 9	418	281	52	10	0
10 to 19	757	326	0	113	0
20 to 49	753	458	0	0	0
50 or more	351	256	0	69	0
Total by Reason for Vacancy (2014)	10,071	4,347	77	1,021	14
Available, For Rent	2,121	979	49	359	3
Available, For Sale	1,394	467	0	89	6
Available, Not Listed	3,852	2,031	28	349	0
Total Available	7,367	3,477	77	797	9
Seasonal, Recreation	1,666	301	0	115	5
Migrant Workers	0	0	0	0	0
Rented, Not Occupied	867	505	0	66	0
Sold, Not Occupied	171	64	0	43	0
Not Yet Occupied	1,038	569	0	109	0

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

Demographic Profiles - Total and Vacant Housing Units

Exhibit H.6

Kalamazoo County - Southwest Michigan Prosperity Region 8 | Years 2009-2014

	Kalamazoo County	Village of Schoolcraft	CDP South Gull Lake	Village of Vicksburg	CDP Westwood
Total Housing Units (2014)	110,113	735	805	1,206	4,496
1, mobile, other	74,563	521	790	997	2,613
1 attached, 2	6,986	79	15	31	368
3 or 4	4,130	25	0	60	145
5 to 9	6,685	74	0	31	232
10 to 19	8,011	32	0	35	822
20 to 49	6,386	4	0	52	241
50 or more	3,352	0	0	0	75
Premium for Seasonal Households	1%	1%	13%	0%	0%
Vacant (incl. Seasonal, Rented, Sold)	10,071	64	253	95	149
1, mobile, other	5,411	44	253	55	130
1 attached, 2	1,177	9	0	0	0
3 or 4	367	0	0	22	0
5 to 9	571	0	0	4	0
10 to 19	1,035	11	0	14	19
20 to 49	1,030	0	0	0	0
50 or more	480	0	0	0	0
Avail. (excl. Seasonal, Rented, Sold)	7,367	43	64	91	149
1, mobile, other	3,958	30	64	53	130
1 attached, 2	861	6	0	0	0
3 or 4	268	0	0	21	0
5 to 9	418	0	0	4	0
10 to 19	757	7	0	13	19
20 to 49	753	0	0	0	0
50 or more	351	0	0	0	0
Total by Reason for Vacancy (2014)	10,071	64	253	95	149
Available, For Rent	2,121	11	0	46	19
Available, For Sale	1,394	12	56	31	40
Available, Not Listed	3,852	20	8	14	90
Total Available	7,367	43	64	91	149
Seasonal, Recreation	1,666	12	189	4	0
Migrant Workers	0	0	0	0	0
Rented, Not Occupied	867	9	0	0	0
Sold, Not Occupied	171	0	0	0	0
Not Yet Occupied	1,038	9	0	0	0

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

Exhibit H.7

Average Daily Traffic Counts and Regional Connectivity
Southwest Michigan Prosperity Region 8, plus Allegan Co. | Year 2014

Highway Number	Annual Avg. Daily Traffic	Highway Directionals and Links	Other Major Cities on Route
Allegan Co. (Region 4)			
US-131	45,300	North to Kent Co. | South to Kalamazoo Co.	Grand Rapids | Cadillac
I-196	26,800	East to Kent Co. | West to Van Buren Co.	Grand Rapids | South Haven
M-89	16,900	East to US-131 | West to I-196	--
US-31	16,000	North to Grand Haven | South to I-196	Holland | Muskegon
M-40	15,800	North to Holland | South to Van Buren Co.	Holland | Paw Paw
M-222	9,200	East to US-131 | West to Allegan	--
M-179	7,700	East to Hastings | West to US-131	--
Van Buren County			
I-94	43,900	East to Van Buren Co. | West to Indiana	Detroit | Chicago
I-196	21,300	East to Grand Rapids | West to I-94	Grand Rapids | South Haven
M-40	18,400	North to Van Buren Co. | South to US-12	Paw Paw | Holland
M-43	8,000	North to Barry Co. | Southwest to Van Buren	--
M-51	6,600	North to I-94 | South to Berrien Co.	Niles
Kalamazoo County			
I-94	84,200	East to Calhoun Co. | West to Van Buren Co.	Detroit | Chicago
US-131	57,900	North to Allegan Co. | South to St Joseph Co.	Grand Rapids | Cadillac
M-331	27,000	North to Kalamazoo | South to Portage	Kalamazoo | Portage
M-43	19,500	North to Barry Co. | Southwest to Van Buren	--
M-89	13,000	East to Battle Creek | West to M-43	Battle Creek
Berrien County			
I-94	123,600	East to Van Buren Co. | West to Indiana	Detroit | Chicago
I-196	21,300	East to Grand Rapids | West to I-94	Grand Rapids | South Haven
US-12	17,200	East to Indiana | West to Cass Co.	Michigan City, IN | Detroit
US-31	16,300	North to I-94 | South to Indiana	--
M-139	13,100	North to I-94 | South to Niles	--
M-63	7,700	North to I-196 | South to I-94	--
Cass County			
US-12	14,100	East to St. Joseph Co. | West to St. Berrien	Michigan City, IN | Detroit
M-51	10,700	North to Van Buren Co. | South to Berrien	Niles
M-62	8,900	North to M-51 | South to Indiana	Dowagiac
M-60	8,500	East to St. Joseph Co. | West to St. Berrien	Niles | Three Rivers | Jackson
M-40	4,900	North to Van Buren Co. | South to US-12	Paw Paw | Holland

Source: Michigan Department of Transportation 2014 Annual Average Daily Traffic Counts (ADT).
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Exhibit H.8

Annual Average Daily Traffic Counts and Connectivity
Southwest Michigan Prosperity Region 8 | Year 2014

Highway Number	Annual Avg. Daily Traffic	Highway Directionals and Links	Other Major Cities on Route
Van Buren County			
I-94	43,900	East to Van Buren Co. | West to Indiana	Detroit | Chicago
I-196	21,300	East to Grand Rapids | West to I-94	Grand Rapids | South Haven
M-40	18,400	North to Van Buren Co. | South to US-12	Paw Paw | Holland
M-43	8,000	North to Barry Co. | Southwest to Van Buren	--
M-51	6,600	North to I-94 | South to Berrien Co.	Niles
Kalamazoo County			
I-94	84,200	East to Calhoun Co. | West to Van Buren Co.	Detroit | Chicago
US-131	57,900	North to Allegan Co. | South to St Joseph Co.	Grand Rapids | Cadillac
M-331	27,000	North to Kalamazoo | South to Portage	Kalamazoo | Portage
M-43	19,500	North to Barry Co. | Southwest to Van Buren	--
M-89	13,000	East to Battle Creek | West to M-43	Battle Creek
Calhoun County			
I-94	53,400	East to Jackson Co. | West to Indiana	Detroit | Chicago
I-194	28,000	North to Battle Creek | South to I-94	Battle Creek
I-69	19,500	North to Eaton Co. | South to Indiana	Sarnia, ON | Ft. Wayne, IN
M-66	15,600	North to Barry Co. | South to Indiana	Sturgis | Battle Creek
M-60	9,200	East to Jackson Co. | West to St. Joseph Co.	Niles | Three Rivers | Jackson
Branch County			
US-12	20,000	East to Hillsdale Co. | West to St. Joseph Co.	Michigan City, IN | Detroit
I-69	19,500	North to Calhoun Co. | South to Indiana	Sarnia, ON | Ft. Wayne, IN
M-60	3,500	East to Calhoun Co. | West to St. Joseph Co.	Niles | Three Rivers | Jackson
M-66	2,600	North to Calhoun Co. | South to Indiana	Sturgis | Battle Creek
St. Joseph County			
US-131	18,100	North to Kalamazoo Co. | South to Indiana	Grand Rapids | Cadillac
M-60	10,100	East to Branch Co. | West to Cass Co.	Niles | Three Rivers | Jackson
US-12	9,600	East to Branch Co. | West to Cass Co.	Michigan City, IN | Detroit
M-66	6,600	North to Branch Co. | South to Indiana	Sturgis | Battle Creek
Cass County			
US-12	14,100	East to St. Joseph Co. | West to St. Berrien	Michigan City, IN | Detroit
M-51	10,700	North to Van Buren Co. | South to Berrien	Niles
M-62	8,900	North to M-51 | South to Indiana	Dowagiac
M-60	8,500	East to St. Joseph Co. | West to St. Berrien	Niles | Three Rivers | Jackson
M-40	4,900	North to Van Buren Co. | South to US-12	Paw Paw | Holland

Source: Michigan Department of Transportation 2014 Annual Average Daily Traffic Counts (ADT).
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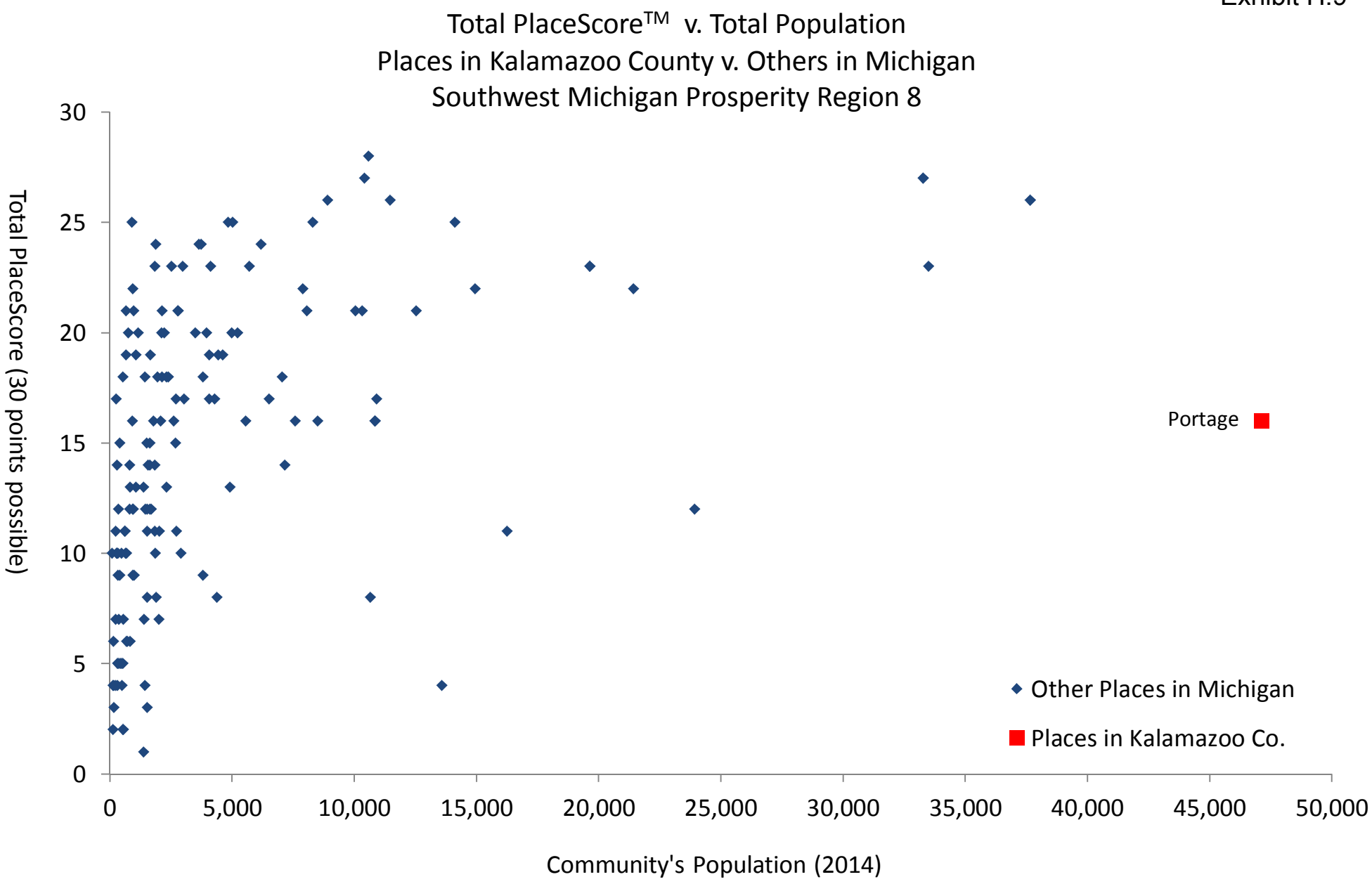
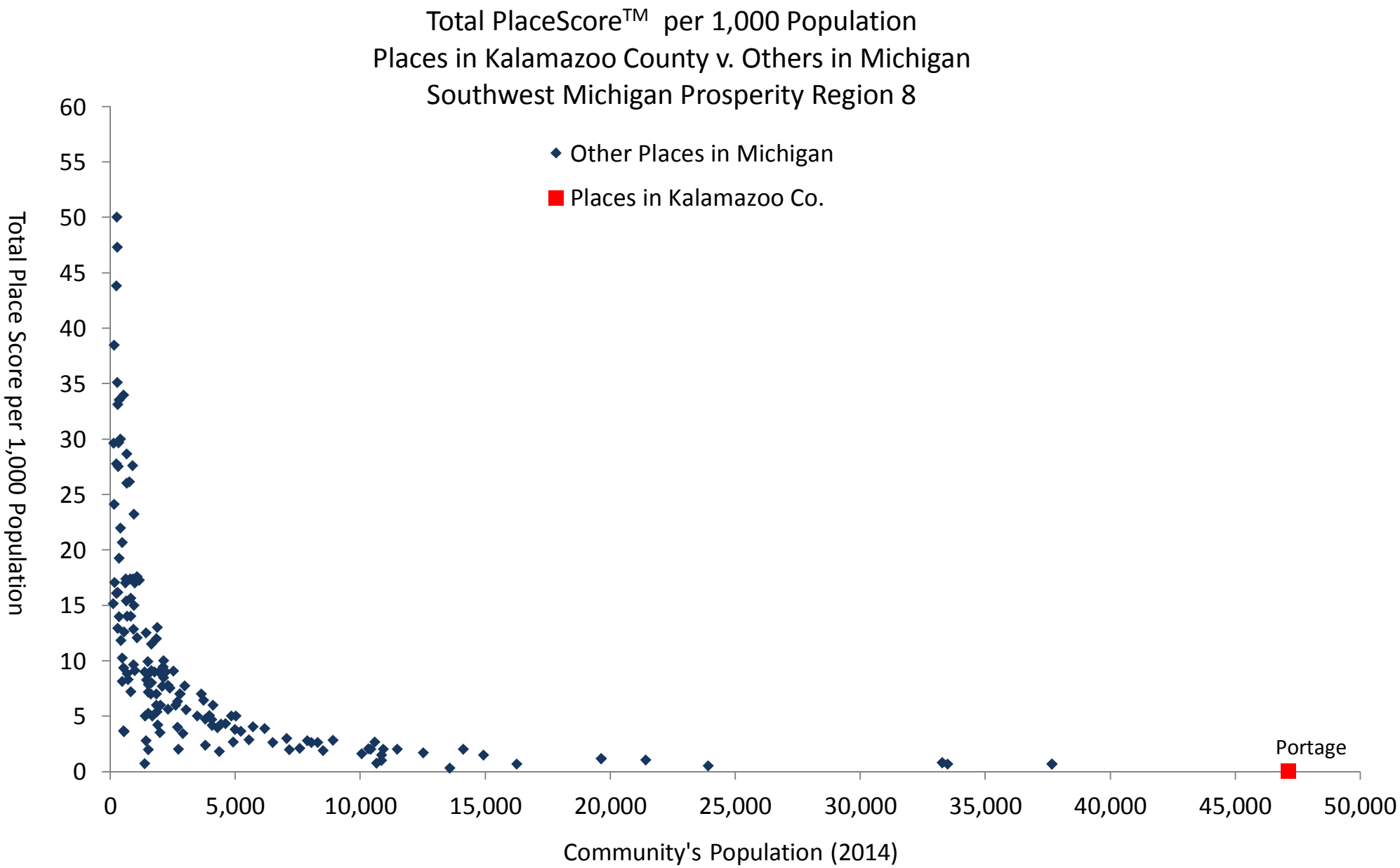
Exhibit H.9



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.
Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2010 - 2014.
PlaceScore term and methodology are trademarked by LandUse|USA as-of January 2014, with all rights reserved.

Exhibit H.10



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified.
Analysis by LandUse|USA, 2016. Population is ACS 5-year estimates for 2010 - 2014.
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Exhibit H.11

PlaceScores™ - Local Placemaking Initiatives and Amenities
(As evident through Online Search Engines)
Selected Places | West and Southwest Michigan Prosperity Regions

	Primary County	Allegan	Calhoun	Kalamazoo	St. Joseph	Van Buren
	Jurisdiction Name	City of Allegan	City of Marshall	City of Portage	City of Sturgis	Village of Paw Paw
2010 Population (Decennial Census)		4,998	7,088	46,292	10,994	3,534
2014 Population (5-yr ACS 2009-2014)		5,030	7,054	47,137	10,923	3,494
City/Village-Wide Planning Documents						
1	City-Wide Master Plan (not county)	1	1	1	1	1
2	Has a Zoning Ordinance Online	1	1	1	1	1
3	Considering a Form Based Code	1	0	0	0	1
4	Parks & Rec. Plan and/or Commiss.	1	1	1	1	0
Downtown Planning Documents						
5	Established DDA, BID, or Similar	1	1	1	1	1
6	DT Master Plan, Subarea Plan	1	0	1	0	1
7	Streetscape, Transp. Improv. Plan	1	1	1	0	1
8	Retail Market Study or Strategy	1	0	1	0	0
9	Residential Market Study, Strategy	0	0	0	0	0
10	Façade Improvement Program	1	1	0	0	1
Downtown Organization and Marketing						
11	Designation: Michigan Cool City	0	1	0	0	0
12	Member of Michigan Main Street	1	0	0	0	0
13	Main Street 4-Point Approach	1	0	0	0	0
14	Facebook Page	1	1	1	1	1
Listing or Map of Merchants and Amenities						
15	City/Village Main Website	0	0	0	0	1
16	DDA, BID, or Main Street Website	1	0	0	1	1
17	Chamber or CVB Website	1	1	1	1	1
Subtotal Place Score (17 points possible)		14	9	9	7	11

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.

Exhibit H.12

PlaceScores™ - Local Placemaking Initiatives and Amenities
(As evident through Online Search Engines)
Selected Places | West and Southwest Michigan Prosperity Regions

	Primary County	Allegan	Calhoun	Kalamazoo	St. Joseph	Van Buren
	Jurisdiction Name	City of Allegan	City of Marshall	City of Portage	City of Sturgis	Village of Paw Paw
2010 Population (Decennial Census)		4,998	7,088	46,292	10,994	3,534
2014 Population (5-yr ACS 2009-2014)		5,030	7,054	47,137	10,923	3,494
Unique Downtown Amenities						
1	Cinema/Theater, Playhouse	1	1	0	1	1
2	Waterfront Access/Parks	1	1	1	1	1
3	Established Farmer's Market	1	1	1	1	0
4	Summer Music in the Park	1	0	1	1	1
5	National or Other Major Festival	0	0	0	0	0
Downtown Street and Environment						
6	Angle Parking (not parallel)	1	0	0	0	0
7	Reported Walk Score is 50+	1	1	1	1	1
8	Walk Score/1,000 Pop is 40+	0	0	0	0	0
9	Off Street Parking is Evident	1	1	1	1	1
10	2-Level Scale of Historic Buildings	1	1	0	1	1
11	Balanced Scale 2 Sides of Street	1	1	0	1	1
12	Pedestrian Crosswalks, Signaled	1	1	1	1	1
13	Two-way Traffic Flow	1	1	1	1	1
Subtotal Place Score (13 points possible)		11	9	7	10	9
Total Place Score (30 Points Possible)		25	18	16	17	20
Total Place Score per 1,000 Population		5	3	0	2	6
Reported Walk Score (avg. = 42)		63	65	53	80	71
Walk Score per 1,000 Population		13	9	1	7	20

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.