RESIDENTIAL
Target Market Analysis
The City of Northville, MI
2016

Prepared by:

LandUseUSA

In Collaboration with:

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Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Methodology Endorsed by:

The State of Michigan | MSHDA and MEDC

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Executive Summary

The City of Northville has undertaken the development of a new Strategic Plan for its Downtown, and the initiative is supported through the collaborative efforts of the Downtown Development Authority, Planning Commission, and City Council. The city has retained Beckett & Raeder (www.bria2.com) to prepare the plan, who in turn has invited LandUseUSA to conduct a market study as part of the process. The objective of this study is to identify and measure the market potential for Missing Middle Housing throughout the city; and to guide the downtown plan.

This document presents the findings and recommendations from the residential study, and follows a Target Market Analysis approach that has been endorsed by the Michigan State Housing Development Authority. The work approach and statewide TMA initiatives are also supported by the Michigan Economic Development Corporation, its Community Development division, and its Redevelopment Ready Communities program. However, this study it has been entirely funded by the City of Northville, and has not been funded by a matching grant from the state.

This Executive Summary highlights the results for the City of Northville, with comparisons to neighboring places within Wayne, Oakland, and Livingston Counties. It is followed by a more complete explanation of the market potential for attached units under conservative (minimum) and aggressive (maximum) scenarios, with a focus on the City of Northville. Results are based on internal migration into and within the city; movership rates by tenure and lifestyle cluster; and housing preferences among target market households.

Maximum Market Potential – Based on the model results for an aggressive scenario, there is a maximum annual market potential for up to 50 attached units throughout the City of Northville, plus 129 detached houses (for a total of 179 units). The market potential for 50 attached units includes 4 units among duplexes (which may include subdivided houses); and 46 units among other formats like townhouses, row houses, lofts, flats, multiplexes, and midrise buildings.

Northville's near-term market potential for attached units is low and the city is caught in a paradoxical situation that will require proactive strategies for growth. Specifically, the city has relatively few choices among attached units, so is not intercepting migrating households that have a propensity to choose attached formats. However, it is important to acknowledge that migrating households would indeed choose attached housing units in Northville *if* more choices are developed and made available.

Northville is a desirable and attractive community for migrating households seeking a diverse range of housing formats, and for both owners and renters. However, developers have been mainly focused on building new owner-occupied, detached houses. There is now a profound need to diversify with reinvestment into and near the downtown; and with more variety that appeals to singles (of all ages) seeking socially connected and vibrant places like Downtown Northville.

Given the limited choices among attached housing units in Northville, migrating households are instead finding alternatives in neighboring places, including the City of Novi to the north, and Northville Township to the west, south, and east. Again, there is need for Northville to intercept more of these households, which can only be done by building Missing Middle Housing formats. New formats should span a variety of sizes and prices that appeal to diverse target markets.

Summary Table A
Annual Market Potential – Attached and Detached Units
Renters and Owners – Aggressive (Maximum) Scenario
The City of Northville and Nearby Places – 2016

		Attached		
Annual Market Potential Aggressive Scenario	Detached Houses	Duplex Triplex	Larger Formats	Total Potential
The City of Northville	129	4	46	179
The City of Novi	1,342	344	3,112	4,798
Northville Township	669	81	799	1,549
The City of Plymouth	205	39	341	585
Plymouth Township	618	77	486	1,181
Four Nearby Places	2,834	541	4,738	8,113
Format as a Share of Total				
The City of Northville	72%	2%	26%	100%
Four Nearby Places	35%	7%	58%	100%

A combination of strategies can be applied to help re-balance the market and add more choices among attached units and Missing Middle Housing formats for the City of Northville. First, the city should contact property owners, developers, investors, and lenders to communicate their interest in collaborating on new projects that would add townhouses, row houses, and flats or lofts above street front retail. This can be partly accomplished through outreach, including media articles, flyers, open houses, charrettes, and other public meetings.

City goals and objectives for adding Missing Middle Housing formats should also be clearly conveyed in the Downtown Strategic Plan, City-wide Master Plan, Zoning Ordinance, and other planning tools. Any new projects, developments, and mixed-use projects should be well-advertised throughout a large geographic area that includes Northville's municipal neighbors and competitive region.

Missing Middle Typologies – Throughout the Detroit Metro Region (i.e., Michigan Prosperity Region 10), each of its three counties and places is unique with varying degrees of market potential across a range of building sizes and formats. Results of the analysis are intended to help city leaders and developers focus on Missing Middle Housing choices (see www.MissingMiddleHousing.com for building typologies), and particularly fourplexes; townhouses and row houses; stacked flats arranged around courtyards; and lofts above street-front retail.

Implementation Strategies – Depending on the unique attributes and size of each place, a variety of strategies can be used to introduce new housing formats.

Missing Middle Housing Formats – Recommended Strategies

1. Remodels to any upper level apartments above street-front retail, as needed. Improvements to ensure that upper level space is filled by the highest and best use.
2. Conversions among any high-quality, vacant buildings (such as warehouses, schools, etc.) into new flats and lofts.
3. New-builds among townhouses and row houses, particularly in infill locations along the Middle Rouge River and urban neighborhoods surrounding the downtown. Note: Public access to the river should be preserved.
4. New-builds with flats and lofts in mixed-use projects, with horizontal (upward) expansions above existing buildings that have frontage along Main, Center, and Cady Streets.
5. New-builds among detached houses arranged around cottage courtyards, and particularly within established urban 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 the Detroit Metro Region.

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). Singles may include young householders deferring marriage; mature adults that have chosen not to marry; mature adults who are starting over; and those who have lost a spouse and are downsizing. Households comprised of unrelated members; and multi-generational households are also gaining in shares. These diverse householders span all ages, incomes, and tenures; and many are seeking urban alternatives to detached houses.

As shown in the following Summary Table B, 88% of Northville’s annual market potential for attached units will be generated by Upscale Target Markets. In comparison, only 12% will be generated by Moderate Target Markets. These results indicate a need for more attached units that are right-sized (i.e., smaller than conventional apartments), attainably priced, and marketed to the moderate target markets. Many of the moderate targets will also fill jobs in the service, retail, and related industry sectors, including independent merchants, artisans, and entrepreneurs.

None of the market potential will be generated by other households that are already most 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.

<u>Summary Table B</u>
Annual Market Potential – Attached Units Only
Renters and Owners – Aggressive Scenario
The City of Northville and Nearby Places – 2016

Renters and Owners Aggressive Scenario Attached Units Only	Upscale Target Markets	Moderate Target Markets	Other Prevalent Clusters	All 71 Lifestyle Clusters
The City of Northville	44	6	.	50
Share of City's Total	88%	12%	0%	100%
The City of Novi	2,529	645	282	3,456
Share of City's Total	73%	19%	8%	100%
Northville Township	682	125	73	880
Share of Township's Total	78%	14%	8%	100%
The City of Plymouth	295	61	24	380
Share of City's Total	78%	16%	6%	100%
Plymouth Township	390	159	14	563
Share of Township's Total	69%	28%	2%	100%

Report Outline

This narrative accompanies the Market Strategy Report with results of a Residential Target Market Analysis (TMA) for the City of Northville and a few nearby jurisdictions for comparison purposes. The outline and structure of this report are intentionally replicated for each target market analysis across the State of Michigan. This leverages work economies, helps keep the reports succinct, and enables easy comparisons between counties and places.

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
Prices	Monthly Rents, Rent per Square Foot
Unit Sizes	Total Square Feet per Unit

This Market Strategy Report also includes a series of attached exhibits in Section A through Section H, with an outline provided in the following Table 1.

Table 1
TMA Market Strategy Report – Outline
The City of Northville – Detroit Metro Prosperity Region 10

The Market Strategy Report		Geography
Narrative	Market Strategy Report	The City of Northville
Section A	Maps and Aerials	Counties and Places
Section B	Summary Tables and Charts	The City of Northville
Section C	Conservative Scenario	The City of Northville
Section D	Aggressive Scenario	The City of Northville
Section E	Aggressive Scenario	Other Nearby Places
Section F1	Contract Rents	Counties and Places
Section F2	Home Values	Counties and Places
Section G	Existing Households	Counties and Places
Section H	Market Assessment	Counties 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 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 conversions. An outline is provided in the following Table 2.

Table 2
TMA Regional Workbook – Outline
The City of Northville – Detroit Metro Prosperity Region 10

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 Profiles | Charts
Section M	Lifestyle Profiles | Narrative

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 Wayne, Oakland, and Livingston Counties; and c) choose attached housing formats in small and large urban places. Only a few of the target markets are migrating into and within the City of Northville, and namely the Wired for Success upscale target market.

The following Table 3 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.

Table 3
Preferences of Upscale and Moderate Target Markets
The City of Northville and Nearby Places – Year 2016

Group	Targets in Northville		Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	G24	Status Seeking Singles	13%	30%	17%
Upscale	K37	Wired for Success	76%	80%	40%
Moderate	Q65	Senior Discounts	100%	71%	13%

Group	Targets in Nearby Places		Share in Attached Units	Renters as a Share of Total	Average Movership Rate
Upscale	E19	Full Pockets Empty Nest	33%	22%	8%
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	O55	Family Troopers	64%	99%	40%
Moderate	R66	Dare to Dream	37%	98%	26%

Upscale Target Markets Living in Northville

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.

Moderate Target Markets Living in Northville

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.

Upscale Target Markets Living in Nearby Places

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.

K40 Bohemian Groove – Nearly eighty percent are renting units in low-rise multiplexes, garden apartments, and row houses of varying vintage. They are scattered across the nation and tend to live unassuming lifestyles in unassuming neighborhoods. Just in case they get the urge to move on, they don't like to accumulate possessions - including houses. Head of householder's age: 48% are between 51 and 65 years.

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.

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 Living in Nearby Places

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.

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.

Prevalent Lifestyle Clusters

While upscale and moderate target markets represent most of the annual market potential for the City of Northville, the model also measures the potential among other prevalent lifestyle clusters. The most prevalent lifestyle clusters for the county are documented in Section G attached to this report, with details for four counties, Northville, and each of four nearby places.

The most prevalent lifestyle clusters in Northville include Aging of Aquarius, Platinum Prosperity, Picture Perfect Families, Silver Sophisticates, American Royalty, Reaping Rewards, Couples with Clout, and Settled in Suburbia. Although they are living in the city in large numbers, they are all inclined to prefer detached houses and do not generate any market potential for attached units.

[Note: This report does not include a Table 4.]

Conservative Scenario

The TMA model for the City of Northville 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 city.

Results of the conservative scenario for the city are presented among the three exhibits in Section C attached to this report, with a focus on county totals. Exhibit C.1 is a summary table showing the 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 the city, whether they are prevalent or represent a small share of the total.

Under the conservative scenario, Northville has an annual market potential for at least 29 attached units (i.e., excluding detached houses), across a range of building sizes and formats. Of these 29 attached units, 25 (86%) will be occupied by households among the upscale target markets, and only 4 (14%) will be occupied by moderate target market households.

None of the units will be occupied by other lifestyle clusters that are most prevalent in the city. The city's most prevalent households tend to be settled and are more likely to choose detached houses - if they move at all.

Exhibit C.2 and Exhibit C.3 show more detailed data results, 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).

Under the conservative scenario and based on in-migration into the City of Northville, most of the market potential (76%) for attached rental units will be generated by the Wired for Success upscale target market. A few units will also be supported by the Senior Discounts moderate target market.

Aggressive Scenario

The aggressive scenario represents a maximum or not-to-exceed threshold based on current migration patterns within and into the City of Northville, 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 improvements.

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, Northville's annual market potential under the aggressive scenario is about 72% larger than the conservative scenario (50 v. 29 attached units).

Under the aggressive scenario, none of the annual market potential for Northville will be generated by its most prevalent households. Although they are prevalent, they have low movership rates and are more inclined to choose houses – when they move at all.

All (100%) of Northville's annual market potential will be generated by households that have a higher propensity to choose attached units (thus, they are the "Target Markets"), and namely by the Wired for Success upscale target market. A small number of these households already reside in the city; they have high movership rates; and they are good targets for new housing formats.

Table 5
Annual and Five-Year Market Potential – Attached Units Only
71 Lifestyle Clusters by Scenario
The City of Northville – Detroit Metro Prosperity Region 10 – 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	25	125	44	220
Moderate Targets	4	20	6	30
Other Prevalent Clusters	.	.	.	.
71 Lifestyle Clusters	29	145	50	250

All figures for the five-year timeline assume that the annual potential is fully captured in each year through the renovation and remodel of existing units, plus some new-builds in downtown Northville. 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 be intercepted by nearby places like Novi, Northville Township, and Plymouth.

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. If there is a mismatch between the market potential and building sizes, then adjustments can be made by "sliding" units into other building sizes. For example, if there is a market potential for 4 units in a triplex (i.e., a building with only 3 units) then the extra unit can slide into another building. The following Table 6 demonstrates the adjusted results for the City of Northville.

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.

Table 6
Annual Market Potential – "Slide" along Formats (in Units)
71 Lifestyle Clusters – Conservative and Aggressive Scenarios
The City of Northville – Detroit Metro Prosperity Region 10 – 2016

	Conservative Scenario		Aggressive Scenario	
Number of Units by Building Format/Size	Unadjusted w/out Slide	Adjusted with Slide	Unadjusted w/out Slide	Adjusted with Slide
1 | Detached Houses	96	96	129	129
2 | Side-by-Side & Stacked	1	.	1	.
3 | Side-by-Side & Stacked	1	3	3	3
4 | Side-by-Side & Stacked	1	.	2	4
5-9 | Townhouse, Live-Work	8	8	13	12
10+| Multiplex: Small	4	18	8	10
20+ | Multiplex: Large	5	.	8	21
50+ | Midrise: Small	3	.	4	.
100+ | Midrise: Large	6	.	11	.
Subtotal Attached	29	29	50	50

Intercepting Migrating Households – The market potential for the City of Northville 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. However, LandUseUSA is confident that if Northville and its downtown add more Missing Middle Housing choices, then they will succeed in intercepting a larger share of the target market households that are currently migrating to surrounding jurisdictions.

Some (albeit not all) of these households will be seeking townhouses and waterfront lofts/flats with balconies and vista views of inland rivers and waterways – including the Middle Rouge River. Others will seek choices within active and vibrant downtowns and surrounding neighborhoods. Some may be interested in units with balconies and patios that overlook the Northville Downs racetrack.

[Note: This report does not include a Table 7.]

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 F1 for information on rents (see Section F2 for home values). Section F1 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 the City of Northville. 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
The City of Northville – Detroit Metro Prosperity Region 10
(2016 Constant Dollars)

	Renter-Occupied Contract (Cash) Rent Brackets					
Renter Occupied Units (Attached & Detached)	$ 0- $600	$600- $800	$800- $1,000	$1,000- $1,500	$1,500- $2,000+	Total Potential
Upscale Targets	4	8	16	20	18	66
Moderate Targets	6	5	4	3	2	.
Other Clusters	.	.	.	.	.	.
The City of Northville	10	13	20	23	20	86
Share of Total	12%	15%	23%	27%	23%	100%

[Note: Figures shown above 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. Also, these figures are corrected to adjust for some rounding errors, and are refined by LandUseUSA. Therefore, they do not perfectly match the figures shown in Exhibit F1.5 and Exhibit F1.6.]

Section F1 also includes tables showing the median contract rents for the City of Northville, three counties, and nearby places. 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 the City of Northville and used to estimate the typical unit size within each rent bracket. Existing choices are documented in Section F1, including a scatter plot with the relationships between rents and square feet.

[Note: This report does not include a Table 9.]

Comparison to Supply

This last step of the TMA compares the market potential to the City of Northville's existing supply of housing by building format, and for all 71 lifestyle clusters. Histograms in the attached Section B display the results for the city, and for the City of Novi and Northville Township.

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.

Results for the City of Northville are shown in Exhibit B.1 (conservative scenario) and Exhibit B.2 (aggressive scenario). The comparisons indicate that there is little or no need for building new detached houses. Results also show that the seven-year market potential for attached units is less than the city's current supply. Even if 30% of the existing units are vacated each year and become available for new households, it appears that the supply is sufficient to meet the current demand.

The analysis also includes a comparison of the one-year market potential to the city's current supply of vacant units. As shown in attached Exhibit B.3, there are 8 new households moving into Northville each year and that would be highly inclined to choose townhouses, row houses, and live/work units. However, the census reports that there is only one (1) unit available. So, at least 7 new units would need to be added each year to keep up with the market potential.

The modest results reflect the fact that few of the migrating target markets are currently moving into and within the City of Northville. However, it can be reasonably assumed that more target markets would move into the city if more choices were available - particularly in the downtown and along the river.

In fact, LandUseUSA is confident that if Northville and its downtown add more Missing Middle Housing choices, then they will succeed in intercepting a larger share of the target market households that are currently migrating to surrounding jurisdictions. Recent and ongoing Placemaking initiatives will help secure Northville's role as a vibrant and desirable place to live for diverse households, ages, and incomes.

Evidence of the untapped market potential within the region can be found by studying the data for the neighboring Northville Township (Exhibit B.4) and the City of Novi (Exhibit B.5). Results indicate that the target markets are flocking to both places – and the City of Northville is in a good geographic location to intercept them and take a larger share of the market.

Additional Note: All histograms in Section B and comparing the market potential to existing housing units are 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.
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 market potential assumes that the market potential is fully met within each consecutive year. However, if the City of Northville cannot meet the market potential in any given year (and cannot intercept households migrating to nearby places), then that opportunity will dissipate.

Analysis of PlaceScores™

Introduction – Placemaking is a key ingredient in achieving the City of Northville's full residential market potential, particularly under the aggressive or maximum scenario. Extensive Internet research was conducted to evaluate the city's success relative to other communities 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. 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 (compare the scatter plots in Section H).

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.

The City of Northville has an overall PlaceScore of 22 points, which is higher than the City of Plymouth (18 points) but lower than the City of Ypsilanti (26 points). Reinvestment and development of new projects within the downtown will present new opportunities to increase the score and address related criteria. Ideally, ongoing initiatives will help the city achieve an exemplary score of 24 to 26 points over the next few years, with a focus on the items listed below.

PlaceScore Strategies for the City of Northville

1. Consider a form-based or unified code for the downtown.
2. Regardless of state agency assistance, create and implement a façade improvement program.
3. Participate in the MEDC's Redevelopment Ready Communities program.
4. Participate in the Michigan Main Street Program and following its 4-point approach.
5. Include downtown maps and merchant lists on the city website, overlapping the DDA.
6. Increase the downtown's WalkScore, which is based on walkability to places that are added by that application's user community (i.e., by pedestrian residents and visitors).

Contact Information

This concludes the Draft Market Strategy Report for the City of Northville's Target Market Analysis. Questions regarding economic growth, downtown development, planning, and implementation of these recommendations can be addressed to the following team leaders.

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Northville DDA	Beckett & Raeder, Inc.
215 West Main Street	535 West William, Ste. 101
Northville, Michigan 48167	Ann Arbor, Michigan 48013

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

Sharon M. Woods, CRE
Counselor of Real Estate
Principal, TMA Team Leader
LandUse|USA, LLC
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A - H

Prepared by:

LandUseUSA

In Collaboration with:

Beckett&Raeder

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Prepared by:

LandUseUSA

Table of Contents

Section A

Maps and Aerials

Prepared by:

LandUseUSA

Prepared for:

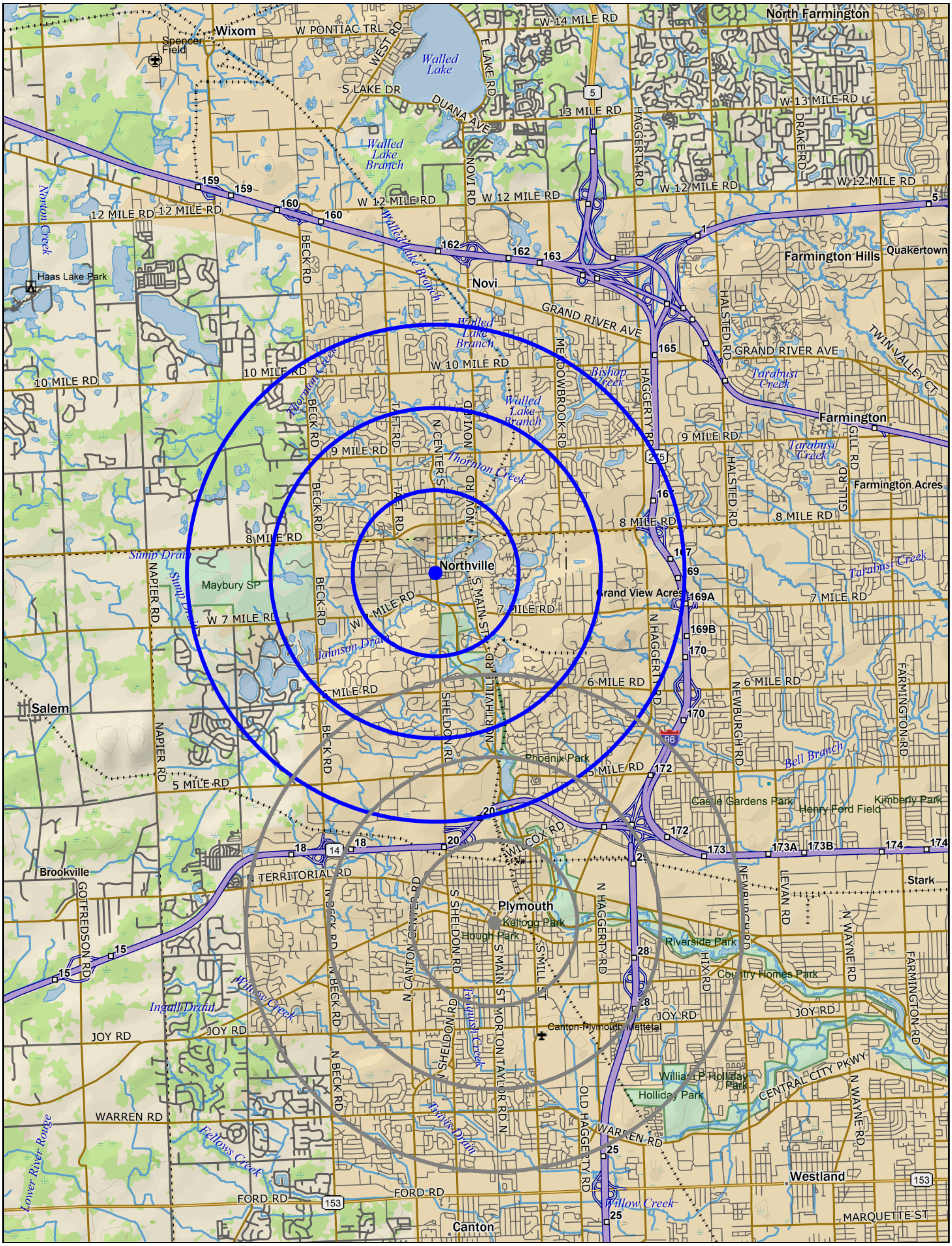
The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Regional Setting | 1, 3, 5 Mile Radii
The Cities of Northville and Plymouth | Detroit Metro

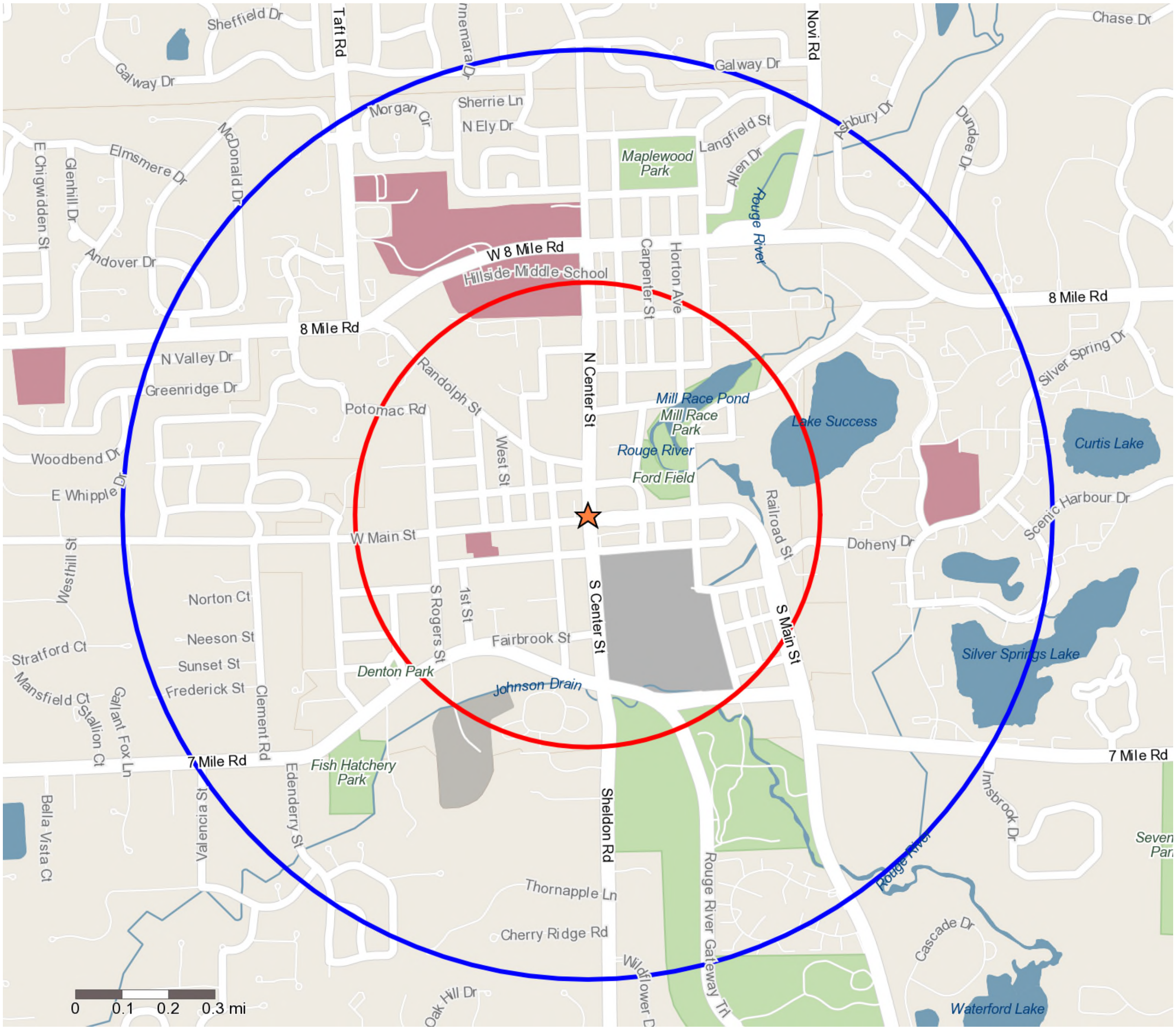
Exhibit A.1



Source: Underlying map by Delorme, exhibit prepared by LandUseUSA, 2016.

Exhibit A.2

Geographic Setting and Street Overview | 0.5 and 1.0 Mile Radii
The City of Northville, Michigan | Detroit Metro Prosperity Region 10

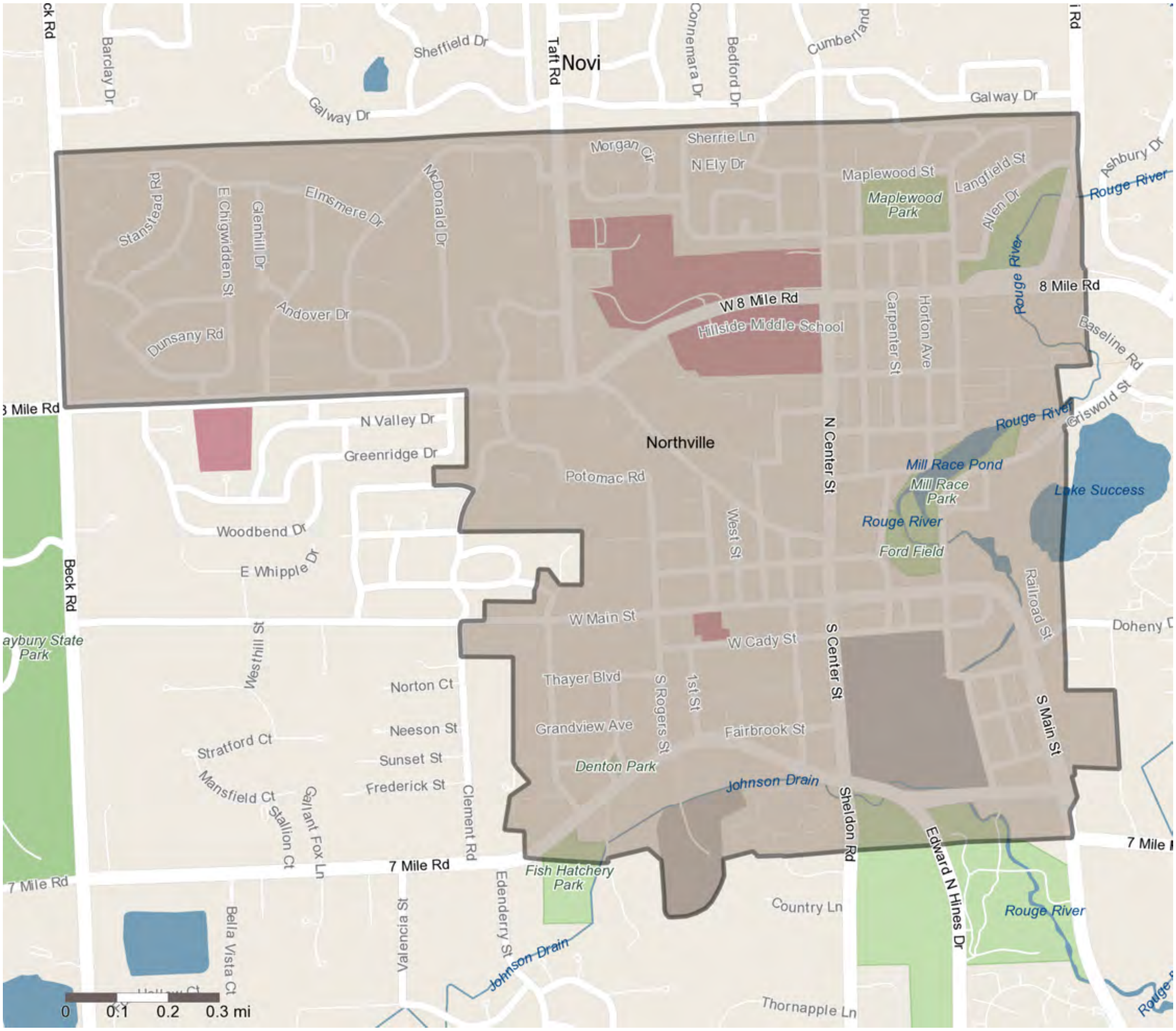


Source: Underlying map provided by Alteryx, Inc. and licensed to LandUseUSA; 2016.

0.5 Mile Radius
1.0 Mile Radius

Exhibit A.3

Municipal Boundary and Street Grid
The City of Northville, Michigan | 2016



Source: Underlying map provided by Alteryx, Inc.; exhibit prepared by LandUseUSA.

Exhibit A.4

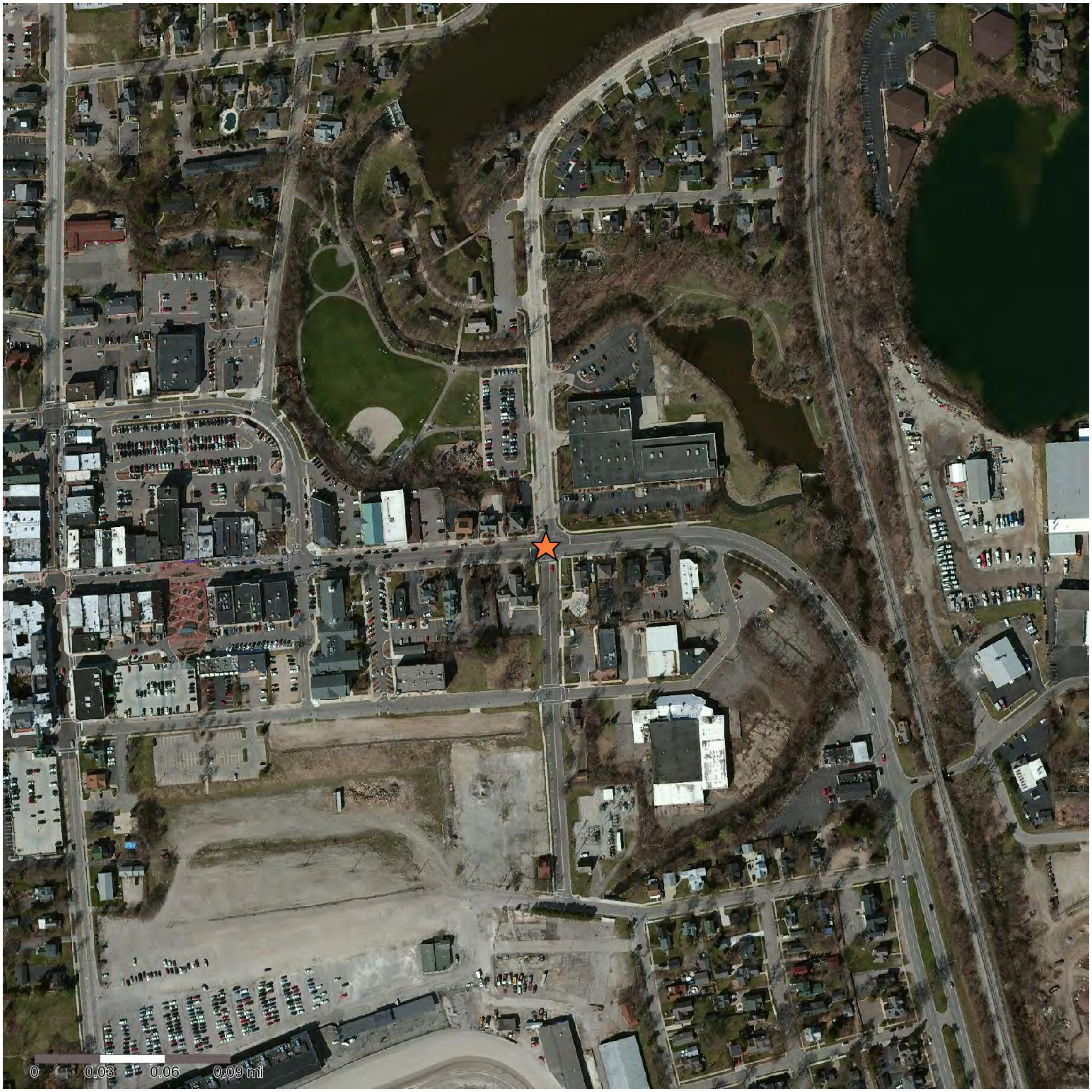
Aerial Map with Downtown Setting and Scale

The City of Northville | Detroit Metro Prosperity Region 10

Source: Aerial licensed by Digital Globe © 2013 and powered by Alteryx, Inc.
Exhibit prepared by LandUseUSA, 2016.

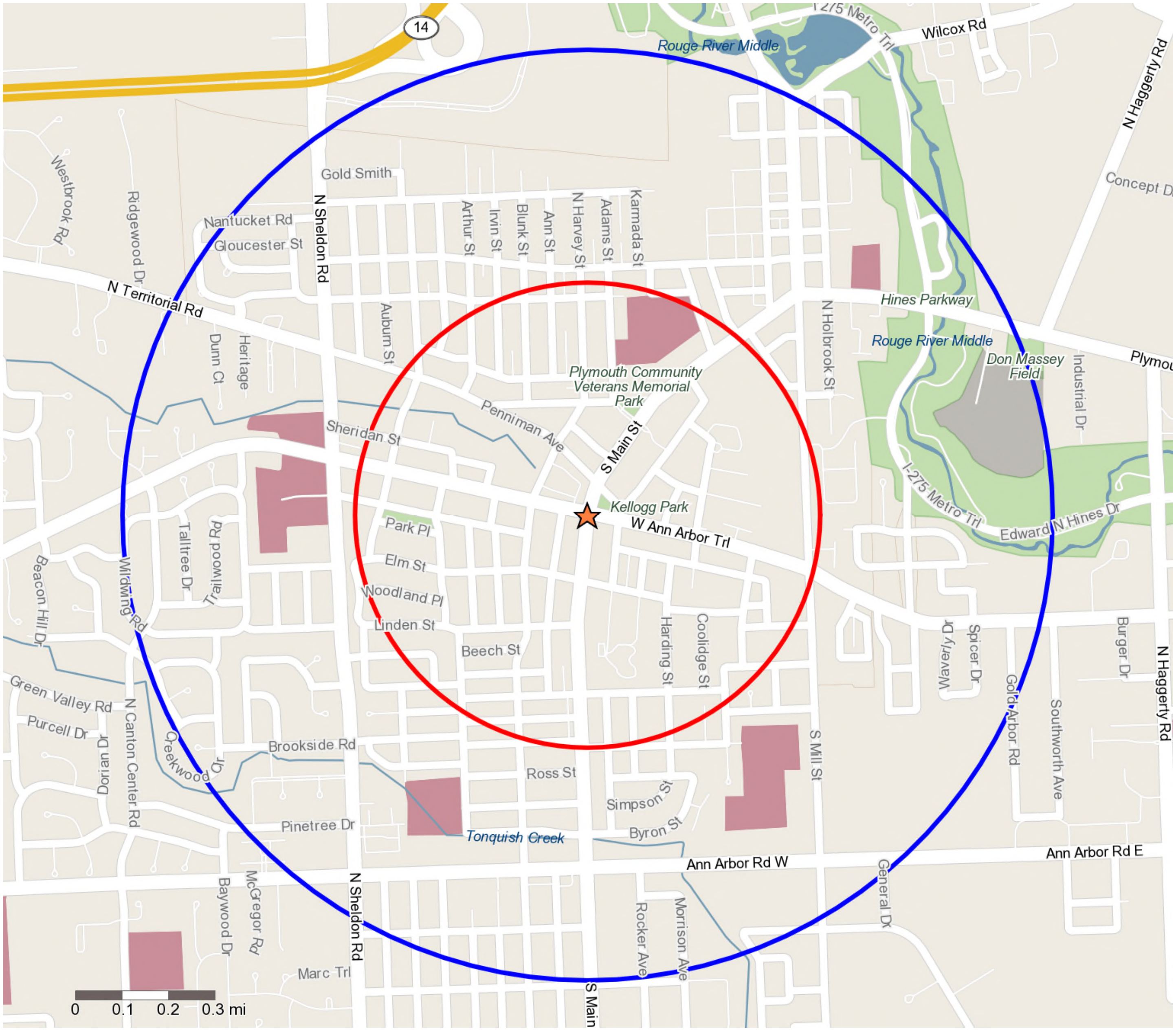
Exhibit A.5

Aerial Map with Downtown Setting and Scale
The City of Northville | Detroit Metro Prosperity Region 10



Downtown Setting | 0.5 and 1.0 Mile Radii
The City of Plymouth | Detroit Metro Prosperity Region 10

Exhibit A.6

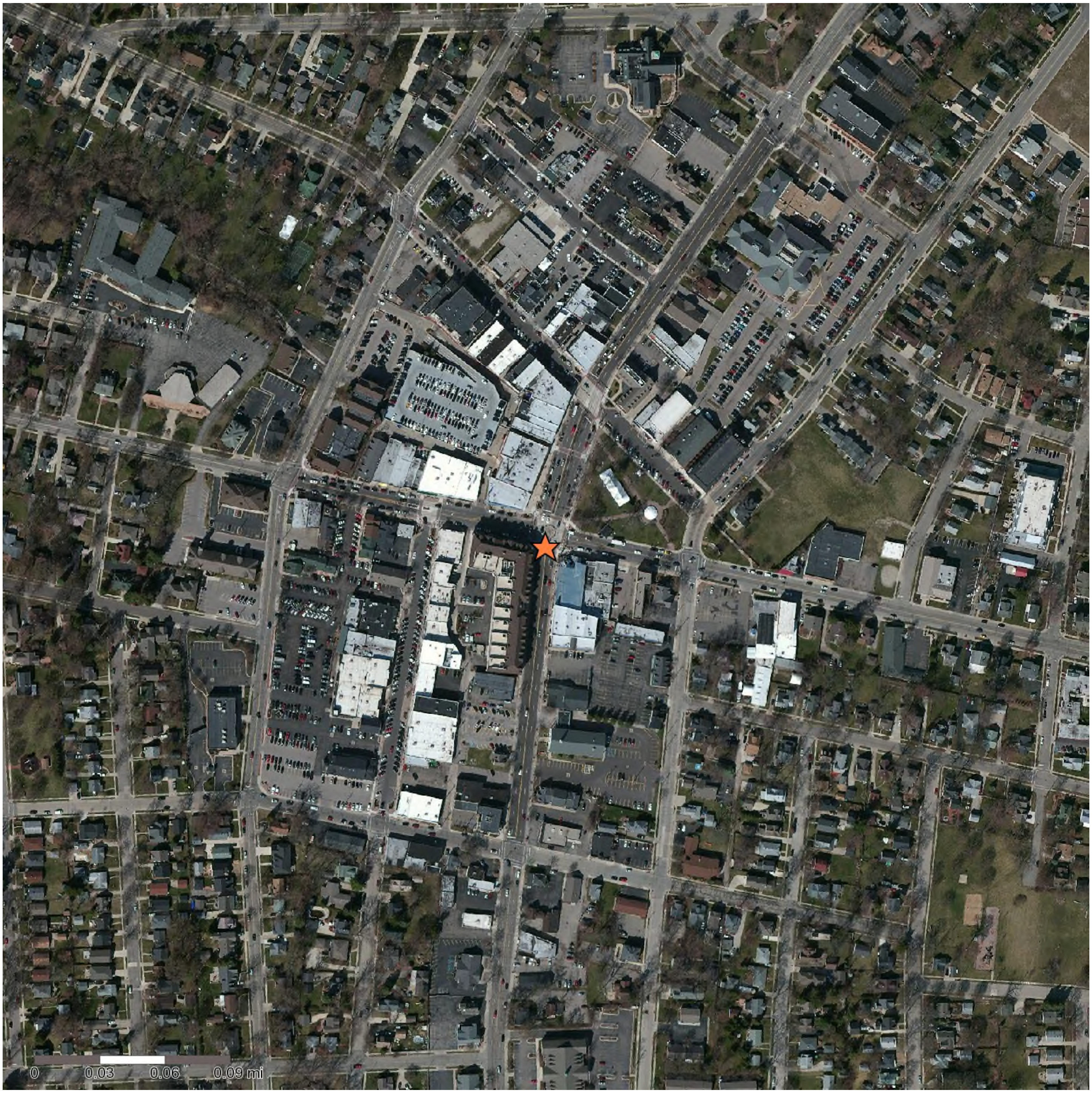


Source: Map provided by Alteryx, Inc.; exhibit prepared by LandUseUSA, 2016.

Trade Areas (in miles) - 0.5
Trade Areas (in miles) - 1.0

Aerial Map with Downtown Setting and Scale
The City of Plymouth | Detroit Metro Prosperity Region 10

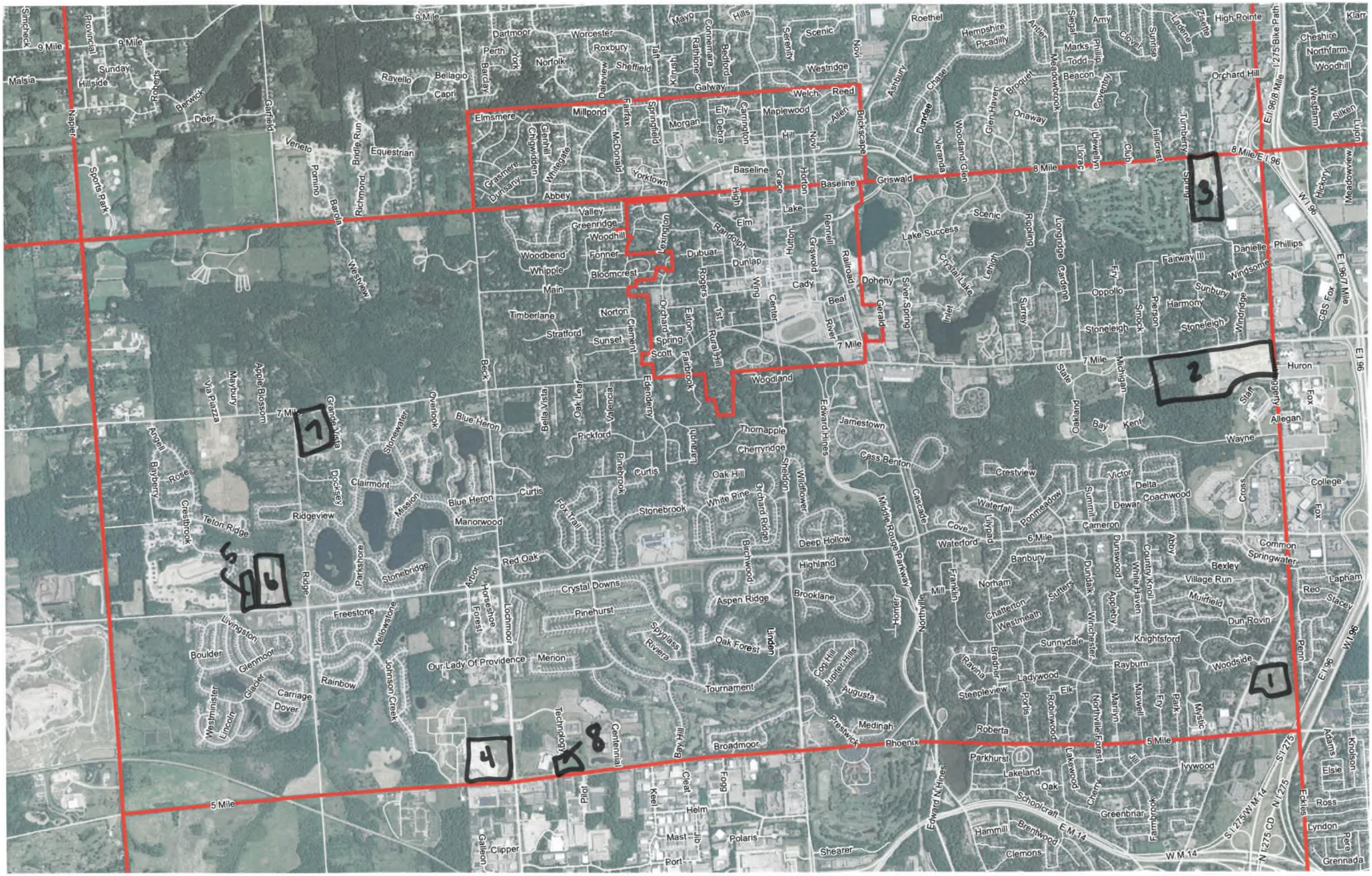
Exhibit A.7



Source: Aerial licensed by Digital Globe and powered by Alteryx, Inc.
Exhibit prepared by LandUseUSA, 2016.

Spatial Distribution of Anticipated Developments
Northville Township, Michigan | 2016

Exhibit A.8



Source: Beckett & Raeder, Inc.; August 11, 2016

Section B

Summary Tables and Charts

Prepared by:

LandUseUSA

Prepared for:

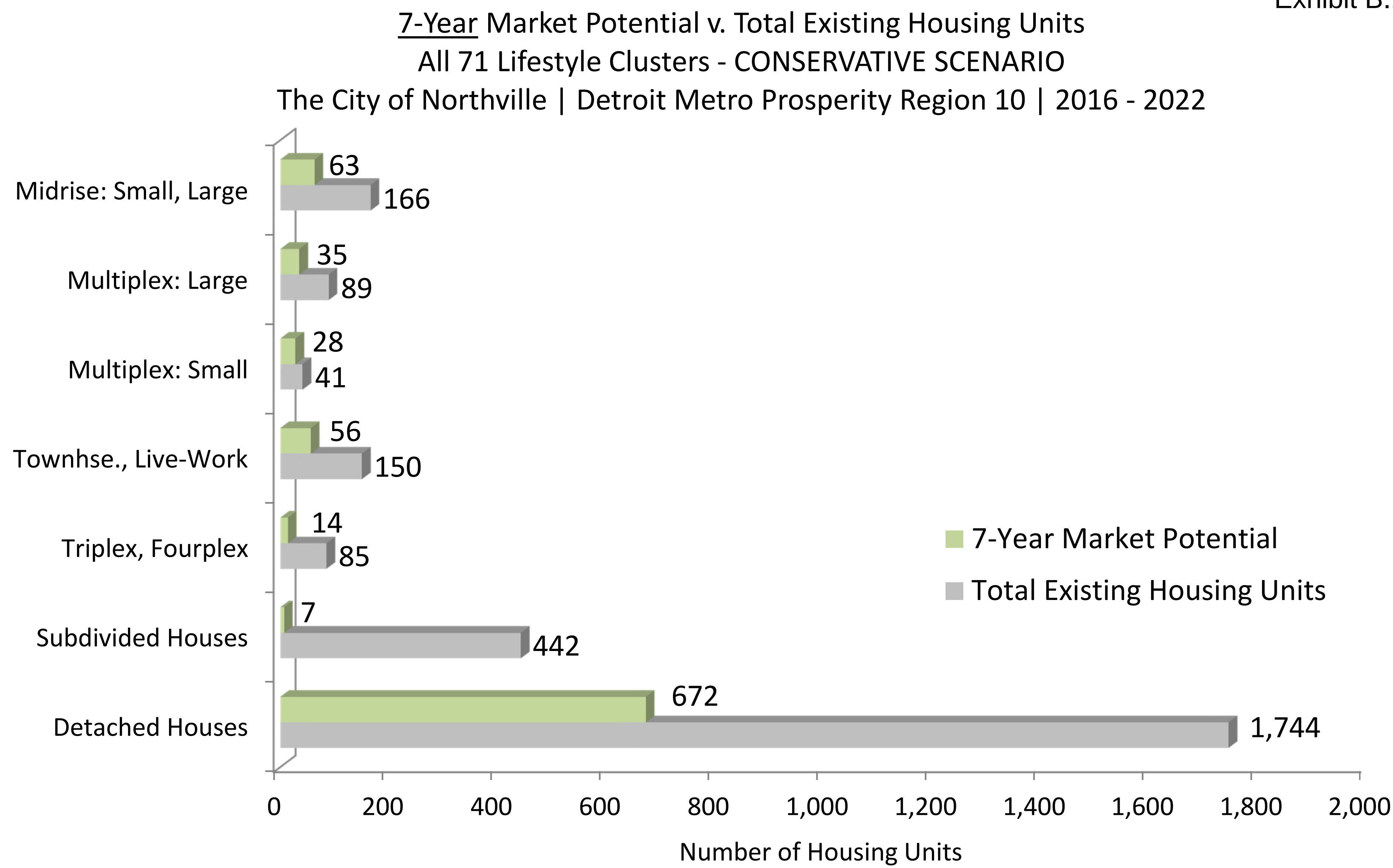
The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan

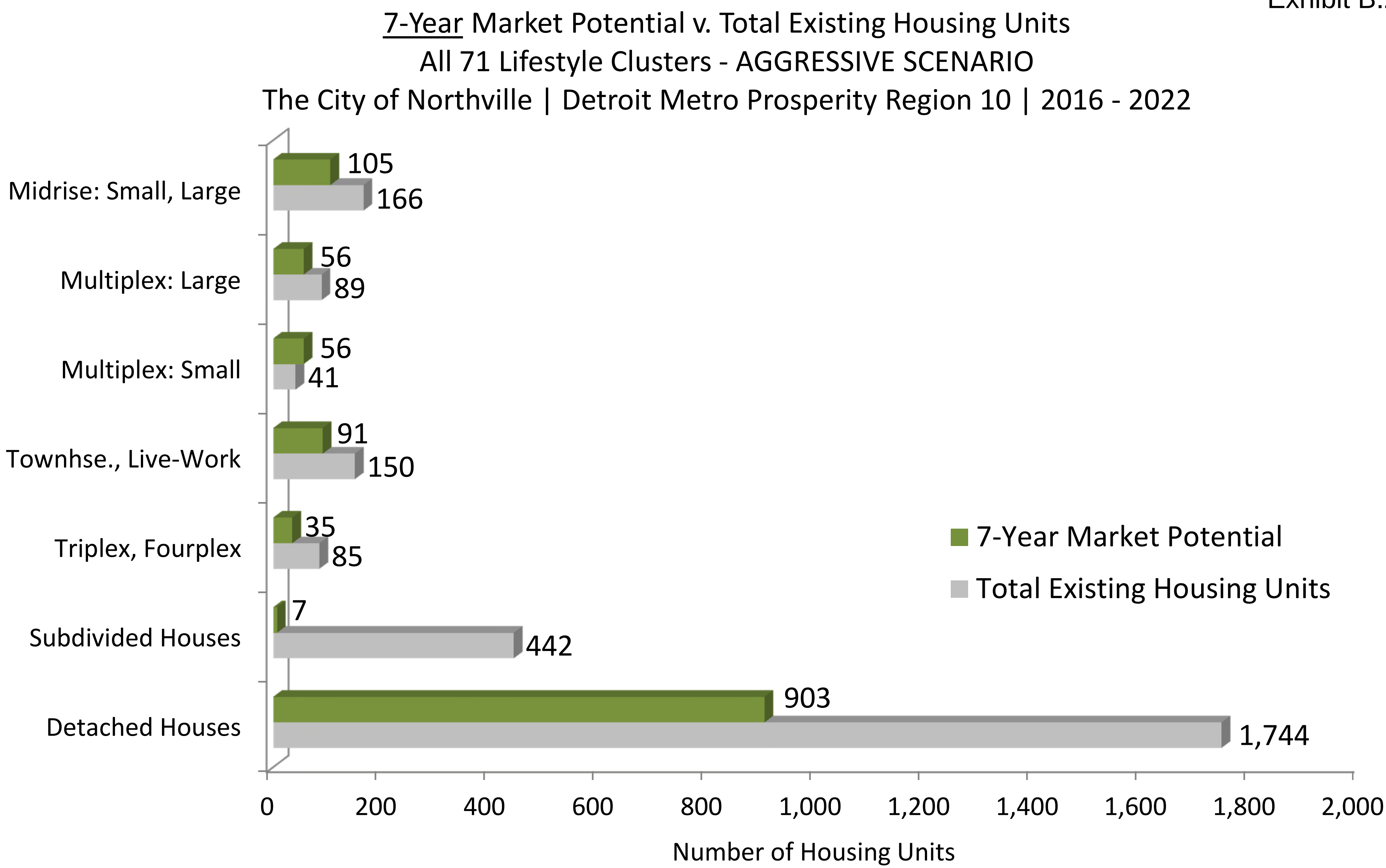
Historically Distinctive

Exhibit B.1



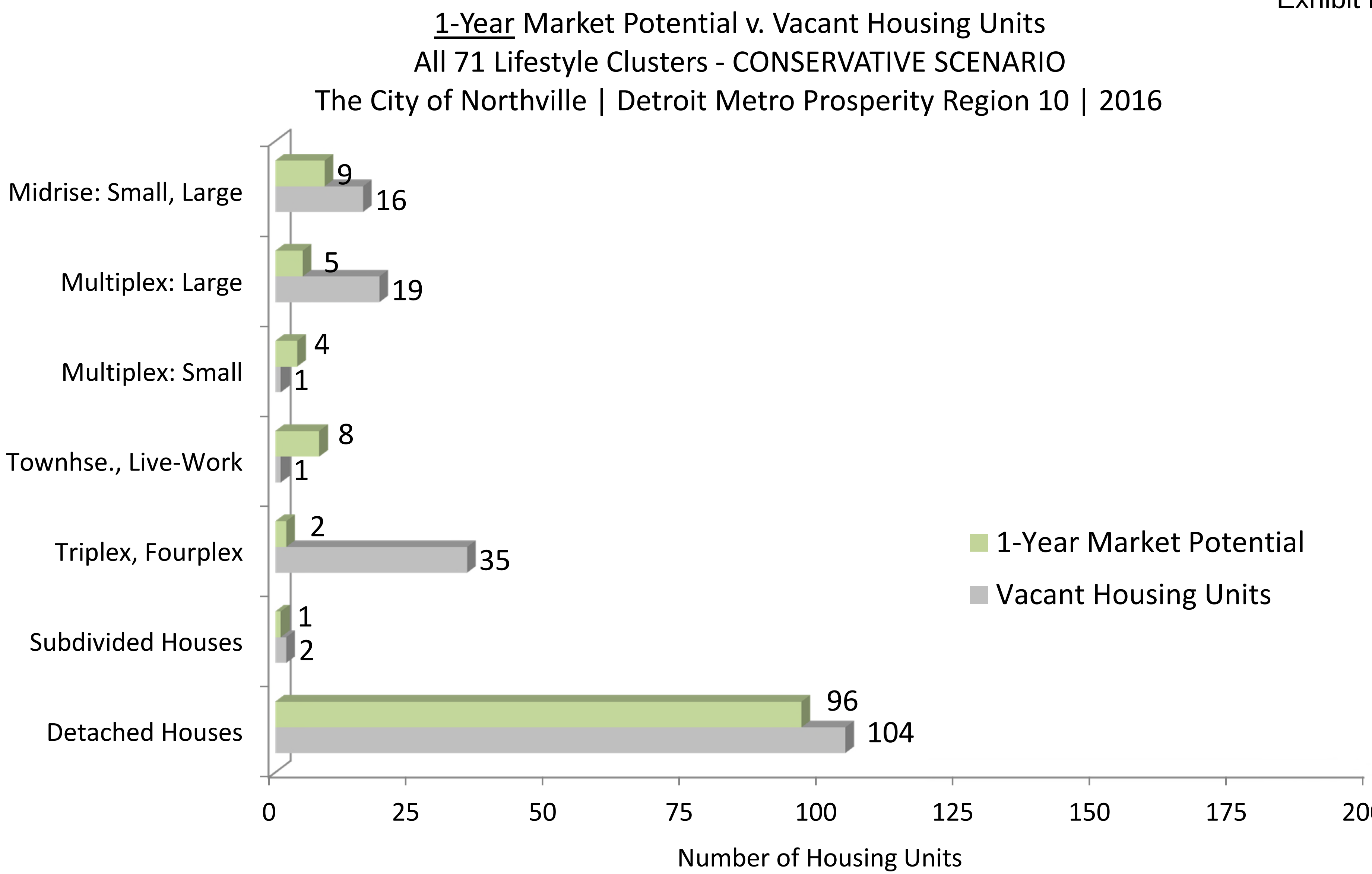
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Exhibit B.2



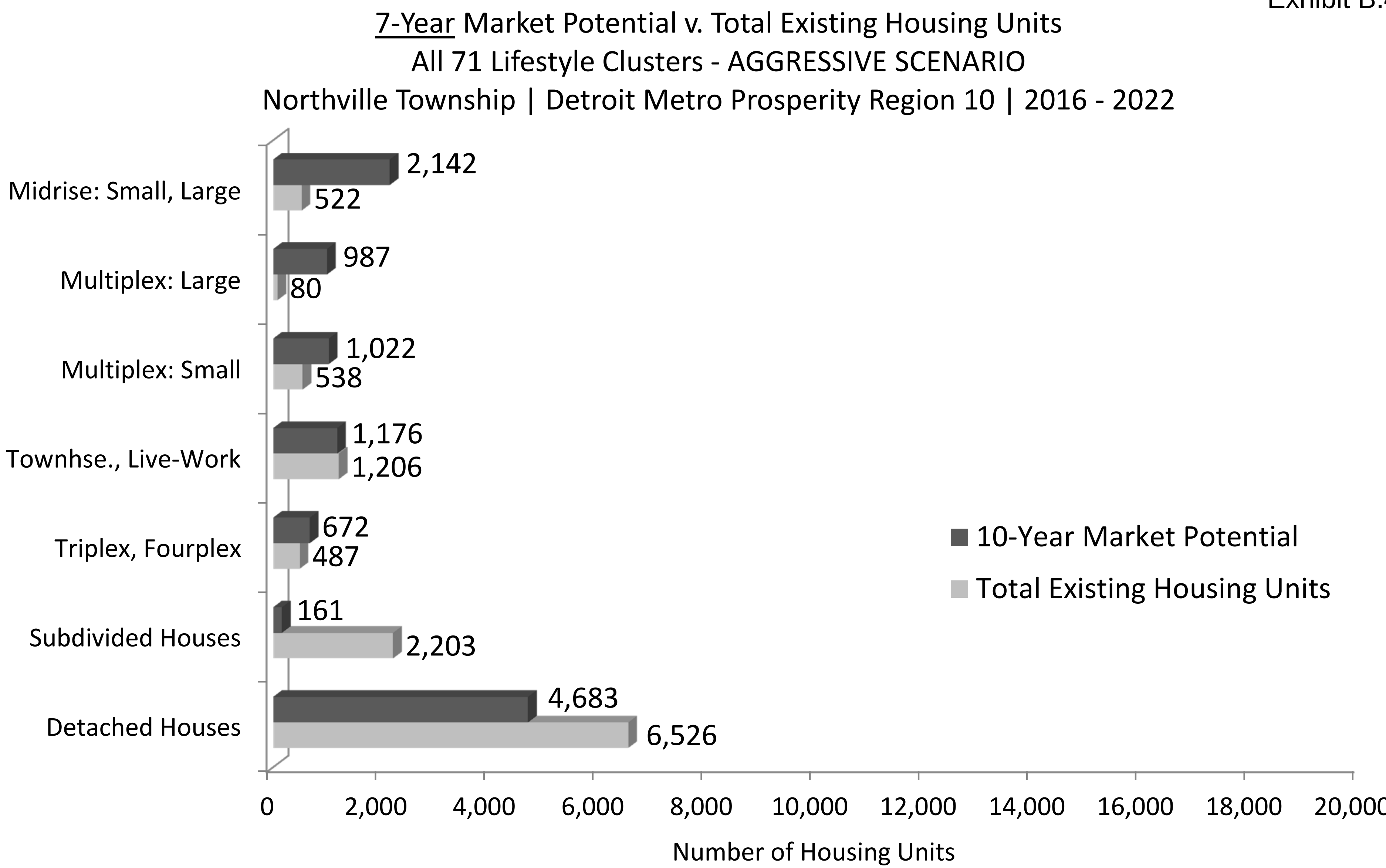
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Exhibit B.3



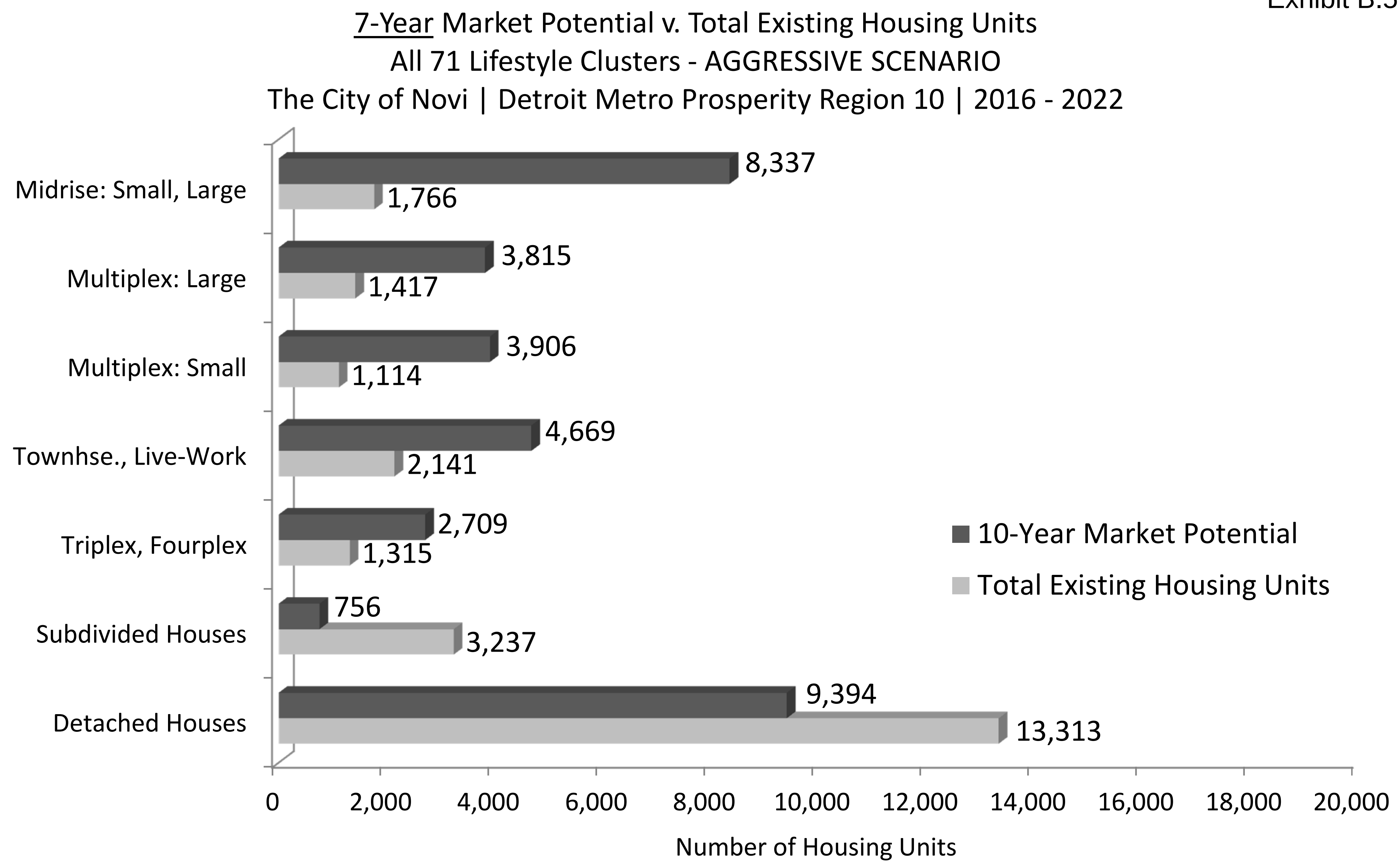
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Exhibit B.4



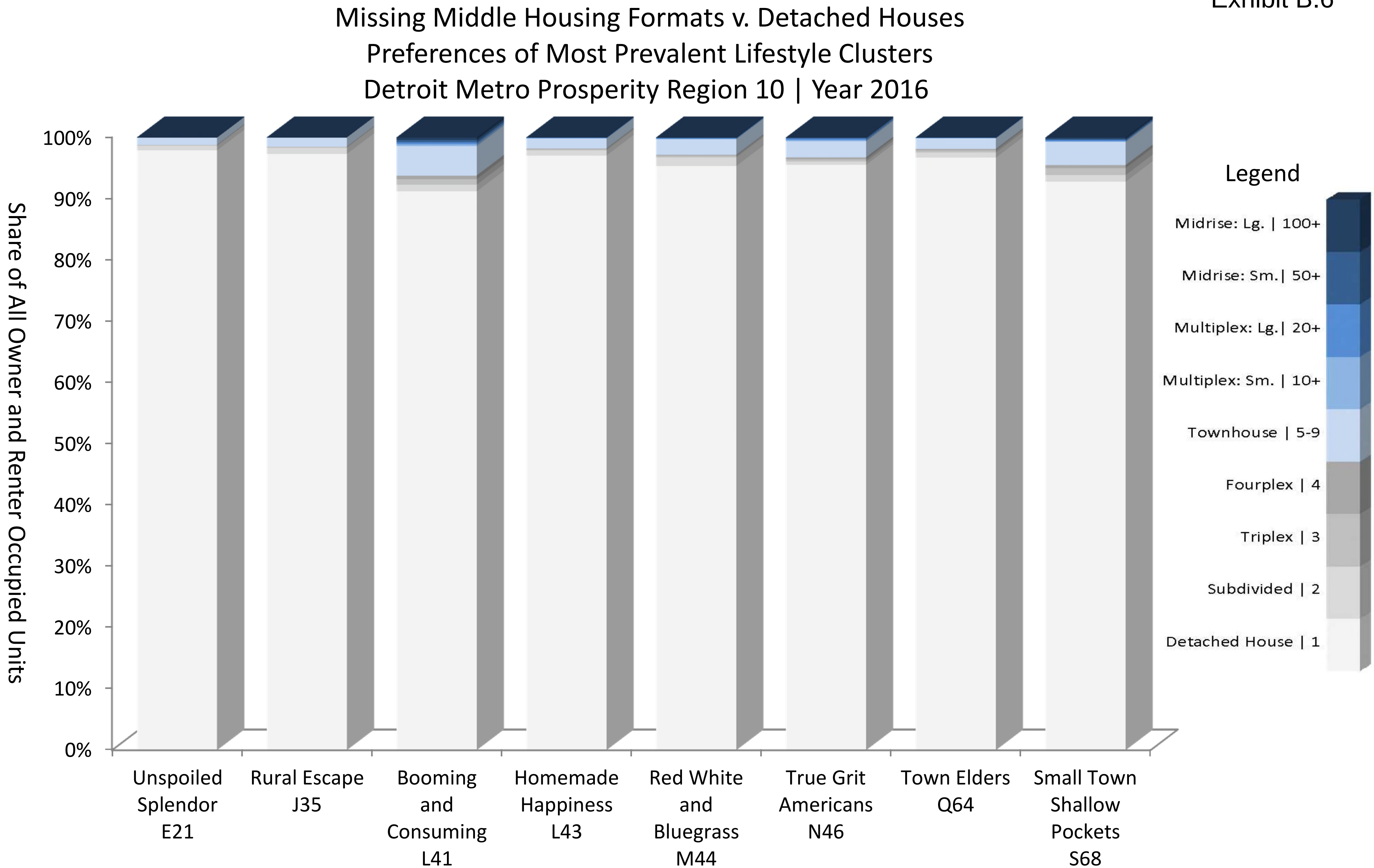
Source: Based on analysis and target market analysis modelling conducted exclusively by LandUse|USA; 2016 (c) with all rights reserved. Unadjusted for seasonal, non-resident households.

Exhibit B.5



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.6



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.

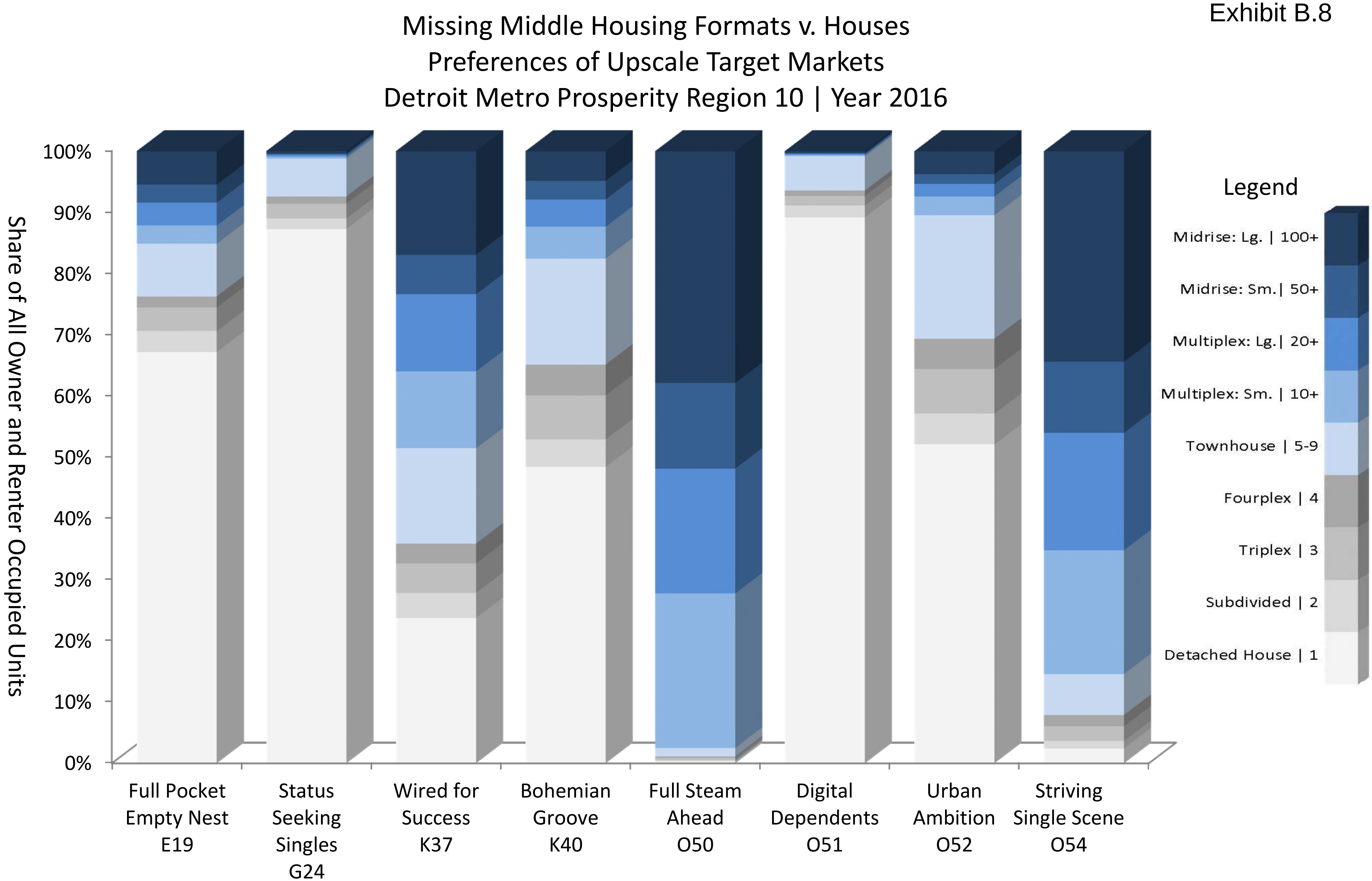
Exhibit B.7

Residential Market Parameters for Lifestyle Clusters
For Missing Middle Housing | Detroit Metro Prosperity Region 10
With Averages for the State of Michigan | Year 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
MOST PREVALENT CLUSTERS							
Unspoiled Splendor | E21	97.9%	0.9%	1.1%	0.1%	2.0%	98.0%	1.8%
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%
INTERMITTENTLY PREVALENT							
Touch of Tradition | N49	97.6%	1.2%	1.1%	0.1%	5.7%	94.3%	9.8%
Settled and Sensible | J36	97.8%	1.0%	1.2%	0.1%	2.7%	97.3%	4.4%
Infants and Debit Cards | M45	95.0%	2.0%	2.6%	0.3%	29.7%	70.3%	15.5%
Stockcars and State Parks | I30	97.1%	1.1%	1.7%	0.1%	3.3%	96.7%	4.6%
Sports Utility Families | D15	97.7%	0.7%	1.5%	0.1%	2.8%	97.2%	2.3%

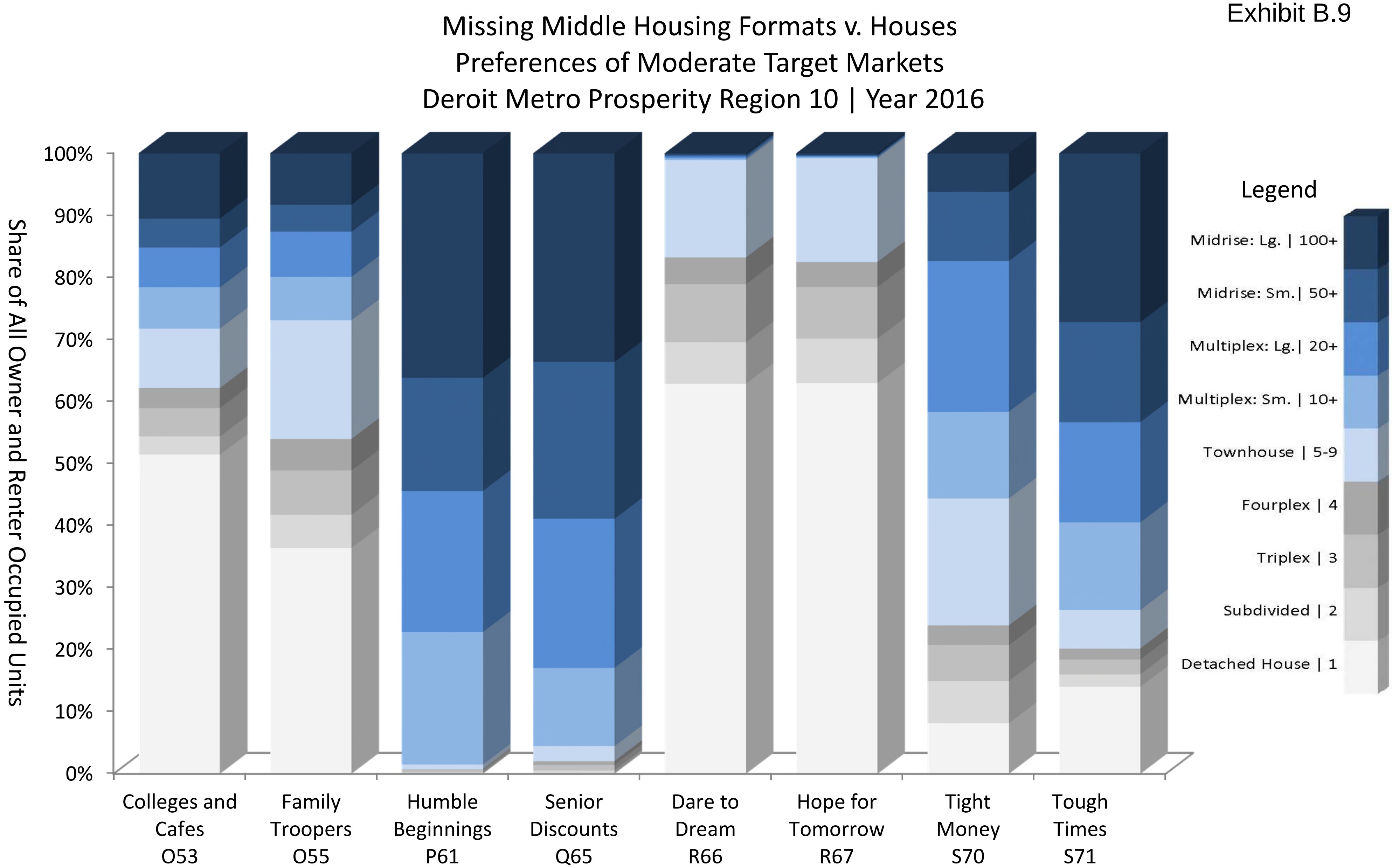
Source: Underlying data represents Mosaic|USA data provided by Experian and Powered by Regis/Sites|USA.

Exhibit B.8



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.9



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.10

Residential Market Parameters for Upscale and Moderate Target Markets
For Missing Middle Housing | Detroit Metro Prosperity Region 10
With Averages for the State of Michigan | Year 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.

Section C

Conservative Scenario City and Comparisons

Prepared by:

LandUseUSA

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Exhibit C.1

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

CONSERVATIVE SCENARIO	City of Northville 71 Lifestyle Clusters			City of Northville Upscale Target Markets			City of Northville Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	125	83	42	47	15	32	4	0	4
1 | Detached Houses	96	83	13	22	15	7	0	0	0
2 | Side-by-Side & Stacked	1	0	1	1	0	1	0	0	0
3 | Side-by-Side & Stacked	1	0	1	1	0	1	0	0	0
4 | Side-by-Side & Stacked	1	0	1	1	0	1	0	0	0
5-9 | Townhse., Live-Work	8	0	8	7	0	7	1	0	1
10-19 | Multiplex: Small	4	0	4	4	0	4	0	0	0
20-49 | Multiplex: Large	5	0	5	4	0	4	1	0	1
50-99 | Midrise: Small	3	0	3	2	0	2	1	0	1
100+ | Midrise: Large	6	0	6	5	0	5	1	0	1
Total Units	125	83	42	47	15	32	4	0	4
Detached Houses	96	83	13	22	15	7	0	0	0
Duplexes & Triplexes	2	0	2	2	0	2	0	0	0
Other Attached Formats	27	0	27	23	0	23	4	0	4

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
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	125	47	6	9	26	1	0	8	0	1
City of Northville - Owners	83	15	4	5	3	0	0	4	0	0
1 | Detached Houses	83	15	4	5	2	0	0	4	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
City of Northville - Renters	42	32	2	4	23	1	0	4	0	1
1 | Detached Houses	13	7	1	2	1	0	0	3	0	0
2 | Side-by-Side & Stacked	1	1	0	0	1	0	0	0	0	0
3 | Side-by-Side & Stacked	1	1	0	0	1	0	0	0	0	0
4 | Side-by-Side & Stacked	1	1	0	0	1	0	0	0	0	0
5-9 | Townhse., Live-Work	8	7	0	1	5	0	0	1	0	0
10-19 | Multiplex: Small	4	4	0	0	4	0	0	0	0	0
20-49 | Multiplex: Large	5	4	0	0	4	0	0	0	0	0
50-99 | Midrise: Small	3	2	0	0	2	0	0	0	0	0
100+ | Midrise: Large	6	5	0	0	5	0	0	0	0	0

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
Note: Due to data splicing and rounding, these figures might not sum exact or 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
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	125	4	0	2	0	4	0	0	0	0
City of Northville - Owners	83	0	0	0	0	1	0	0	0	0
1 | Detached Houses	83	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
City of Northville - Renters	42	4	0	2	0	3	0	0	0	0
1 | Detached Houses	13	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	1	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	8	1	0	1	0	0	0	0	0	0
10-19 | Multiplex: Small	4	0	0	0	0	0	0	0	0	0
20-49 | Multiplex: Large	5	1	0	0	0	1	0	0	0	0
50-99 | Midrise: Small	3	1	0	0	0	1	0	0	0	0
100+ | Midrise: Large	6	1	0	0	0	1	0	0	0	0

Note: Due to data splicing and rounding, these figures might not sum exact or 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".

Exhibit C.4

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Owner and Renter Occupancy
Selected Places | Detroit Metro Prosperity Region 10 | Year 2016

	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
1	City of Northville	131	51	6	9	26	1	0	8	0	1
	Owners	85	16	4	5	3	0	0	4	0	0
	Renters	46	35	2	4	23	1	0	4	0	1
2	Novi Twp.	0	0	0	0	0	0	0	0	0	0
	Owners	0	0	0	0	0	0	0	0	0	0
	Renters	0	0	0	0	0	0	0	0	0	0
3	City of Novi	2,972	1,921	55	157	365	138	125	73	202	806
	Owners	486	125	23	51	17	3	1	21	2	7
	Renters	2,486	1,796	32	106	348	135	124	52	200	799
4	Northville Twp.	931	598	16	61	93	75	45	24	16	268
	Owners	161	29	5	14	3	1	0	5	0	1
	Renters	770	569	11	47	90	74	45	19	16	267
5	City of Plymouth	302	214	11	45	27	44	17	16	0	54
	Owners	59	24	4	14	1	1	0	4	0	0
	Renters	243	190	7	31	26	43	17	12	0	54
6	Plymouth Twp.	348	184	3	13	23	58	17	46	0	24
	Owners	104	20	1	4	1	1	0	13	0	0
	Renters	244	164	2	9	22	57	17	33	0	24

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All figures are imprecise due to data splicing and rounding, and might not perfectly match detailed tables with building sizes.

Exhibit C.5

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Owner and Renter Occupancy
Selected Places | Detroit Metro Prosperity Region 10 | Year 2016

	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
1	City of Northville	131	6	0	2	0	4	0	0	0	0
	Owners	85	1	0	0	0	1	0	0	0	0
	Renters	46	5	0	2	0	3	0	0	0	0
2	Novi Twp.	0	0	0	0	0	0	0	0	0	0
	Owners	0	0	0	0	0	0	0	0	0	0
	Renters	0	0	0	0	0	0	0	0	0	0
3	City of Novi	2,972	419	4	260	4	131	16	0	0	4
	Owners	486	11	0	1	0	10	0	0	0	0
	Renters	2,486	408	4	259	4	121	16	0	0	4
4	Northville Twp.	931	88	1	60	1	23	3	0	0	0
	Owners	161	1	0	0	0	1	0	0	0	0
	Renters	770	87	1	60	1	22	3	0	0	0
5	City of Plymouth	302	30	0	12	0	18	0	0	0	0
	Owners	59	1	0	0	0	1	0	0	0	0
	Renters	243	29	0	12	0	17	0	0	0	0
6	Plymouth Twp.	348	53	0	39	0	11	1	0	0	2
	Owners	104	1	0	0	0	1	0	0	0	0
	Renters	244	52	0	39	0	10	1	0	0	2

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA © 2016 with all rights reserved.
All figures are imprecise due to data splicing and rounding, and might not perfectly match detailed tables with building sizes.

Exhibit C.6

Annual Movership Rates - INMIGRATION ONLY (CONSERVATIVE SCENARIO)
Selected Places | Detroit Metro Prosperity Region 10 | Year 2015

	Movership Rates CONSERVATIVE SCENARIO (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
1	City of Northville	8.6%	12.9%	4.9%	10.3%	24.1%	10.5%	32.6%	22.0%	20.9%	30.5%
	Owners	7.4%	8.7%	4.3%	8.9%	20.9%	9.1%	28.3%	19.1%	18.1%	26.4%
	Renters	12.8%	25.3%	7.4%	15.3%	36.0%	15.7%	48.7%	32.9%	31.1%	45.5%
2	Novi Twp.	3.0%	6.8%	1.7%	3.6%	8.5%	3.7%	11.4%	7.7%	7.3%	10.7%
	Owners	2.7%	4.3%	1.6%	3.2%	7.6%	3.3%	10.3%	7.0%	6.6%	9.6%
	Renters	5.0%	13.0%	2.9%	6.0%	14.1%	6.1%	19.1%	12.9%	12.2%	17.8%
3	City of Novi	8.0%	15.6%	4.6%	9.6%	22.5%	9.8%	30.5%	20.6%	19.5%	28.5%
	Owners	3.9%	4.7%	2.2%	4.6%	10.9%	4.7%	14.7%	10.0%	9.4%	13.8%
	Renters	18.9%	46.2%	10.9%	22.7%	53.4%	23.3%	72.2%	48.8%	46.2%	67.5%
4	Northville Twp.	6.3%	11.5%	3.7%	7.6%	17.8%	7.8%	24.1%	16.3%	15.4%	22.5%
	Owners	2.8%	3.4%	1.6%	3.4%	8.0%	3.5%	10.8%	7.3%	6.9%	10.1%
	Renters	23.0%	52.2%	13.3%	27.6%	64.7%	28.2%	87.6%	59.2%	56.0%	81.8%
5	City of Plymouth	7.1%	10.3%	4.1%	8.5%	19.9%	8.7%	26.9%	18.2%	17.2%	25.2%
	Owners	2.9%	3.3%	1.7%	3.5%	8.3%	3.6%	11.2%	7.6%	7.1%	10.4%
	Renters	15.6%	28.1%	9.0%	18.7%	43.9%	19.2%	59.5%	40.2%	38.0%	55.6%
6	Plymouth Twp.	3.3%	6.0%	1.9%	4.0%	9.4%	4.1%	12.7%	8.6%	8.1%	11.9%
	Owners	2.2%	3.7%	1.3%	2.6%	6.1%	2.7%	8.3%	5.6%	5.3%	7.8%
	Renters	10.7%	19.6%	6.2%	12.8%	30.1%	13.1%	40.7%	27.5%	26.0%	38.0%

Source: Based on data provided by the American Community Survey (ACS) with 1-yr (counties) and 5-yr (places) estimates through 2014.
 Averages are weighted.

Exhibit C.7

Annual Movership Rates - INMIGRATION ONLY (CONSERVATIVE SCENARIO)
Selected Places | Detroit Metro Prosperity Region 10 | Year 2015

	Movership Rates CONSERVATIVE SCENARIO (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
1	City of Northville	8.6%	9.9%	15.2%	24.0%	23.1%	7.8%	16.0%	18.0%	21.6%	11.4%
	Owners	7.4%	6.9%	13.2%	20.8%	20.0%	6.8%	13.8%	15.6%	18.7%	9.9%
	Renters	12.8%	15.7%	22.7%	35.7%	34.5%	11.7%	23.8%	26.9%	32.2%	17.1%
2	Novi Twp.	3.0%	6.0%	5.3%	8.4%	8.1%	2.7%	5.6%	6.3%	7.6%	4.0%
	Owners	2.7%	3.7%	4.8%	7.6%	7.3%	2.5%	5.0%	5.7%	6.8%	3.6%
	Renters	5.0%	10.3%	8.9%	14.0%	13.5%	4.6%	9.3%	10.5%	12.6%	6.7%
3	City of Novi	8.0%	12.4%	14.2%	22.4%	21.6%	7.3%	14.9%	16.8%	20.1%	10.7%
	Owners	3.9%	3.7%	6.9%	10.8%	10.4%	3.5%	7.2%	8.1%	9.7%	5.2%
	Renters	18.9%	32.1%	33.8%	53.1%	51.1%	17.3%	35.4%	39.9%	47.7%	25.3%
4	Northville Twp.	6.3%	10.5%	11.3%	17.7%	17.1%	5.8%	11.8%	13.3%	15.9%	8.5%
	Owners	2.8%	2.7%	5.1%	8.0%	7.7%	2.6%	5.3%	6.0%	7.2%	3.8%
	Renters	23.0%	41.5%	41.0%	64.3%	62.0%	21.0%	42.9%	48.4%	57.9%	30.7%
5	City of Plymouth	7.1%	8.3%	12.6%	19.8%	19.1%	6.5%	13.2%	14.9%	17.8%	9.4%
	Owners	2.9%	2.7%	5.2%	8.2%	7.9%	2.7%	5.5%	6.2%	7.4%	3.9%
	Renters	15.6%	19.6%	27.8%	43.7%	42.1%	14.3%	29.1%	32.8%	39.3%	20.8%
6	Plymouth Twp.	3.3%	6.1%	6.0%	9.4%	9.0%	3.1%	6.2%	7.0%	8.4%	4.5%
	Owners	2.2%	2.1%	3.9%	6.1%	5.9%	2.0%	4.1%	4.6%	5.5%	2.9%
	Renters	10.7%	20.9%	19.0%	29.9%	28.8%	9.8%	19.9%	22.5%	26.9%	14.3%

Source: Based on data provided by the American Community Survey (ACS) with 1-yr (counties) and 5-yr (places) estimates through 2014.
 Averages are weighted.

Section D

Aggressive Scenario
City and Comparisons

Prepared by:

LandUseUSA

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Exhibit D.1

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

AGGRESSIVE SCENARIO	City of Northville 71 Lifestyle Clusters			City of Northville Upscale Target Markets			City of Northville Moderate Target Markets		
	Total	Owners	Renters	Total	Owners	Renters	Total	Owners	Renters
Total Housing Units	179	107	72	76	20	56	6	0	6
1 | Detached Houses	129	107	22	32	20	12	0	0	0
2 | Side-by-Side & Stacked	1	0	1	1	0	1	0	0	0
3 | Side-by-Side & Stacked	3	0	3	3	0	3	0	0	0
4 | Side-by-Side & Stacked	2	0	2	2	0	2	0	0	0
5-9 | Townhse., Live-Work	13	0	13	12	0	12	1	0	1
10-19 | Multiplex: Small	8	0	8	7	0	7	1	0	1
20-49 | Multiplex: Large	8	0	8	7	0	7	1	0	1
50-99 | Midrise: Small	4	0	4	3	0	3	1	0	1
100+ | Midrise: Large	11	0	11	9	0	9	2	0	2
Total Units	179	107	72	76	20	56	6	0	6
Detached Houses	129	107	22	32	20	12	0	0	0
Duplexes & Triplexes	4	0	4	4	0	4	0	0	0
Other Attached Formats	46	0	46	40	0	40	6	0	6

Source: Target Market Analysis and exhibit prepared exclusively by LandUses|USA © 2016, all rights reserved.
Notes: Not intended to imply absolutes or exclusive building formats, and may be qualified for unique projects.
Qualifiers: Houses may include rehabs of existing mansion-style houses, carriage-style expansions, and accessory dwelling units.
Duplexes (2), triplexes (3), and fourplexes (4) may include units that are either stacked or side-by-side, and may be subdivided houses.
Townhouses may include row houses and brownstones; and multiplexes may include bungalow courts and courtyard "apartments".

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	179	76	9	14	45	2	0	11	1	2
City of Northville - Owners	107	20	5	7	4	0	0	5	0	0
1 | Detached Houses	107	20	5	7	3	0	0	5	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
City of Northville - Renters	72	56	4	7	41	2	0	6	1	2
1 | Detached Houses	22	12	1	4	3	0	0	4	0	0
2 | Side-by-Side & Stacked	1	1	0	0	1	0	0	0	0	0
3 | Side-by-Side & Stacked	3	3	0	1	2	0	0	0	0	0
4 | Side-by-Side & Stacked	2	2	0	0	2	0	0	0	0	0
5-9 | Townhse., Live-Work	13	12	1	1	8	1	0	1	0	0
10-19 | Multiplex: Small	8	7	0	0	7	0	0	0	0	0
20-49 | Multiplex: Large	8	7	0	0	7	0	0	0	0	0
50-99 | Midrise: Small	4	3	0	0	3	0	0	0	0	0
100+ | Midrise: Large	11	9	0	0	8	0	0	0	0	1

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.
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
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	179	6	0	4	0	7	0	0	0	0
City of Northville - Owners	107	0	0	0	0	1	0	0	0	0
1 | Detached Houses	107	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
City of Northville - Renters	72	6	0	4	0	6	0	0	0	0
1 | Detached Houses	22	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	1	0	0	0	0	0	0	0	0	0
3 | Side-by-Side & Stacked	3	0	0	0	0	0	0	0	0	0
4 | Side-by-Side & Stacked	2	0	0	0	0	0	0	0	0	0
5-9 | Townhse., Live-Work	13	1	0	1	0	0	0	0	0	0
10-19 | Multiplex: Small	8	1	0	0	0	1	0	0	0	0
20-49 | Multiplex: Large	8	1	0	0	0	1	0	0	0	0
50-99 | Midrise: Small	4	1	0	0	0	1	0	0	0	0
100+ | Midrise: Large	11	2	0	0	0	2	0	0	0	0

Note: Due to data splicing and rounding, these figures might not sum exact or 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".

Exhibit D.4

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Owner and Renter Occupancy
Selected Places | Detroit Metro Prosperity Region 10 | Year 2016

	AGGRESSIVE SCENARIO (Based on All Movers)	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
1	City of Northville	193	84	9	14	45	2	0	11	1	2
	Owners	109	21	5	7	4	0	0	5	0	0
	Renters	84	63	4	7	41	2	0	6	1	2
2	Novi Twp.	0	0	0	0	0	0	0	0	0	0
	Owners	0	0	0	0	0	0	0	0	0	0
	Renters	0	0	0	0	0	0	0	0	0	0
3	City of Novi	4,825	3,043	94	266	617	232	172	123	343	1,196
	Owners	830	213	40	87	30	4	1	35	4	12
	Renters	3,995	2,830	54	179	587	228	171	88	339	1,184
4	Northville Twp.	1,572	862	31	115	147	120	51	43	25	330
	Owners	473	82	14	40	8	3	0	13	0	4
	Renters	1,099	780	17	75	139	117	51	30	25	326
5	City of Plymouth	593	419	22	90	56	90	29	33	0	99
	Owners	113	46	8	26	2	1	0	8	0	1
	Renters	480	373	14	64	54	89	29	25	0	98
6	Plymouth Twp.	1,201	600	13	44	77	199	42	162	0	63
	Owners	405	79	6	15	4	4	0	49	0	1
	Renters	796	521	7	29	73	195	42	113	0	62

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All figures are imprecise due to data splicing and rounding, and might not perfectly match detailed tables with building sizes.

Exhibit D.5

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Owner and Renter Occupancy
Selected Places | Detroit Metro Prosperity Region 10 | Year 2016

	AGGRESSIVE SCENARIO (Based on All Movers)	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
1	City of Northville	193	11	0	4	0	7	0	0	0	0
	Owners	109	1	0	0	0	1	0	0	0	0
	Renters	84	10	0	4	0	6	0	0	0	0
2	Novi Twp.	0	0	0	0	0	0	0	0	0	0
	Owners	0	0	0	0	0	0	0	0	0	0
	Renters	0	0	0	0	0	0	0	0	0	0
3	City of Novi	4,825	705	6	438	6	222	26	0	0	7
	Owners	830	18	0	1	0	17	0	0	0	0
	Renters	3,995	687	6	437	6	205	26	0	0	7
4	Northville Twp.	1,572	138	1	93	1	38	4	0	0	1
	Owners	473	3	0	0	0	3	0	0	0	0
	Renters	1,099	135	1	93	1	35	4	0	0	1
5	City of Plymouth	593	64	0	24	0	39	0	0	0	1
	Owners	113	3	0	0	0	3	0	0	0	0
	Renters	480	61	0	24	0	36	0	0	0	1
6	Plymouth Twp.	1,201	177	0	132	0	36	3	0	0	6
	Owners	405	3	0	0	0	3	0	0	0	0
	Renters	796	174	0	132	0	33	3	0	0	6

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All figures are imprecise due to data splicing and rounding, and might not perfectly match detailed tables with building sizes.

Exhibit D.6

Annual Movership Rates - TOTAL MIGRATION (AGGRESSIVE SCENARIO)
Places in Southeast Michigan | Detroit Metro Prosperity Region 10 | Year 2015

	Movership Rates AGGRESSIVE SCENARIO (Based on All Movers)	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
	United States	14.1%	25.2%	8.2%	16.9%	39.7%	17.3%	53.8%	36.3%	34.4%	50.2%
1	City of Northville	12.1%	18.2%	7.0%	14.5%	34.0%	14.8%	46.0%	31.1%	29.4%	42.9%
	Owners	9.2%	10.7%	5.3%	11.0%	25.8%	11.2%	34.9%	23.6%	22.3%	32.6%
	Renters	22.7%	45.1%	13.1%	27.3%	64.1%	28.0%	86.7%	58.6%	55.5%	81.0%
2	Novi Twp.	5.0%	11.4%	2.9%	6.0%	14.1%	6.1%	19.1%	12.9%	12.2%	17.8%
	Owners	4.0%	6.4%	2.3%	4.9%	11.4%	5.0%	15.4%	10.4%	9.9%	14.4%
	Renters	10.0%	26.0%	5.8%	12.0%	28.2%	12.3%	38.1%	25.8%	24.4%	35.6%
3	City of Novi	13.6%	26.4%	7.8%	16.3%	38.2%	16.7%	51.7%	34.9%	33.1%	48.3%
	Owners	6.6%	8.1%	3.8%	7.9%	18.6%	8.1%	25.2%	17.0%	16.1%	23.5%
	Renters	32.0%	72.9%	18.5%	38.4%	90.2%	39.3%	100.0%	82.4%	78.0%	100.0%
4	Northville Twp.	13.2%	24.0%	7.7%	15.9%	37.3%	16.3%	50.5%	34.1%	32.3%	47.2%
	Owners	8.4%	10.0%	4.8%	10.0%	23.5%	10.3%	31.9%	21.5%	20.4%	29.8%
	Renters	36.6%	71.8%	21.2%	43.9%	100.0%	45.0%	100.0%	94.3%	89.2%	100.0%
5	City of Plymouth	14.3%	20.8%	8.3%	17.2%	40.4%	17.6%	54.6%	36.9%	34.9%	51.0%
	Owners	5.6%	6.4%	3.2%	6.7%	15.7%	6.9%	21.3%	14.4%	13.6%	19.9%
	Renters	32.4%	55.1%	18.7%	38.9%	91.3%	39.8%	100.0%	83.4%	79.0%	100.0%
6	Plymouth Twp.	12.1%	21.5%	7.0%	14.5%	34.0%	14.8%	46.0%	31.1%	29.4%	43.0%
	Owners	8.2%	13.9%	4.7%	9.8%	23.0%	10.0%	31.2%	21.1%	19.9%	29.1%
	Renters	36.5%	62.7%	21.1%	43.8%	100.0%	44.9%	100.0%	94.1%	89.1%	100.0%

Source: Based on data provided by the American Community Survey (ACS) with 1-yr (counties) and 5-yr (places) estimates through 2014.
 Averages are weighted.

Exhibit D.7

Annual Movership Rates - TOTAL MIGRATION (AGGRESSIVE SCENARIO)
Places in Southeast Michigan | Detroit Metro Prosperity Region 10 | Year 2015

	Movership Rates AGGRESSIVE SCENARIO (Based on All Movers)	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
	United States	14.1%	23.2%	25.1%	39.5%	38.1%	12.9%	26.3%	29.7%	35.5%	18.9%
1	City of Northville	12.1%	14.5%	21.5%	33.8%	32.5%	11.0%	22.5%	25.4%	30.4%	16.1%
	Owners	9.2%	8.7%	16.3%	25.6%	24.7%	8.4%	17.1%	19.3%	23.1%	12.2%
	Renters	22.7%	53.2%	40.6%	63.7%	61.4%	20.8%	42.5%	47.9%	57.3%	30.4%
2	Novi Twp.	5.0%	8.5%	8.9%	14.0%	13.5%	4.6%	9.3%	10.5%	12.6%	6.7%
	Owners	4.0%	5.2%	7.2%	11.3%	10.9%	3.7%	7.5%	8.5%	10.2%	5.4%
	Renters	10.0%	19.7%	17.8%	28.0%	27.0%	9.1%	18.7%	21.1%	25.2%	13.4%
3	City of Novi	13.6%	25.2%	24.2%	38.0%	36.6%	12.4%	25.3%	28.6%	34.2%	18.1%
	Owners	6.6%	8.3%	11.8%	18.5%	17.8%	6.0%	12.3%	13.9%	16.6%	8.8%
	Renters	32.0%	71.2%	57.0%	89.6%	86.4%	29.3%	59.8%	67.4%	80.6%	42.8%
4	Northville Twp.	13.2%	21.5%	23.6%	37.1%	35.8%	12.1%	24.7%	27.9%	33.4%	17.7%
	Owners	8.4%	9.7%	14.9%	23.4%	22.6%	7.6%	15.6%	17.6%	21.1%	11.2%
	Renters	36.6%	78.7%	65.2%	100.0%	98.8%	33.5%	68.4%	77.1%	92.2%	48.9%
5	City of Plymouth	14.3%	21.7%	25.5%	40.1%	38.7%	13.1%	26.8%	30.2%	36.1%	19.1%
	Owners	5.6%	6.6%	9.9%	15.6%	15.1%	5.1%	10.4%	11.7%	14.0%	7.5%
	Renters	32.4%	71.5%	57.7%	90.7%	87.5%	29.6%	60.5%	68.2%	81.6%	43.3%
6	Plymouth Twp.	12.1%	17.3%	21.5%	33.8%	32.6%	11.0%	22.5%	25.4%	30.4%	16.1%
	Owners	8.2%	8.9%	14.6%	22.9%	22.1%	7.5%	15.3%	17.2%	20.6%	10.9%
	Renters	36.5%	90.4%	65.1%	100.0%	98.6%	33.4%	68.2%	76.9%	92.0%	48.8%

Source: Based on data provided by the American Community Survey (ACS) with 1-yr (counties) and 5-yr (places) estimates through 2014.
 Averages are weighted.

Section E

Aggressive Scenario Details for Comparisons

Prepared by:

LandUseUSA

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Tenure and Building Form
The City of Novi | Detroit Metro Prosperity Region 10 | Year 2016

Exhibit E.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 - 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 Novi - Total	4,798	3,036	94	266	617	232	172	123	343	1,196
City of Novi - Owners	819	209	40	87	30	4	1	35	4	12
1 | Detached Houses	774	183	37	85	19	3	0	34	3	2
2 | Side-by-Side & Stacked	4	4	1	1	2	0	0	0	0	0
3 | Side-by-Side & Stacked	1	1	0	0	1	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	5	5	1	1	2	0	0	0	0	1
10-19 | Multiplex: Small	3	2	0	0	1	0	0	0	0	1
20-49 | Multiplex: Large	8	4	0	0	2	0	0	0	0	2
50-99 | Midrise: Small	7	2	0	0	1	0	0	0	0	1
100+ | Midrise: Large	17	8	1	0	3	0	0	0	0	4
City of Novi - Renters	3,979	2,827	54	179	587	228	171	88	339	1,184
1 | Detached Houses	568	324	16	107	36	38	0	57	64	6
2 | Side-by-Side & Stacked	104	69	3	6	18	11	0	4	18	9
3 | Side-by-Side & Stacked	235	159	5	14	35	27	1	5	43	29
4 | Side-by-Side & Stacked	151	106	2	7	24	19	0	3	29	22
5-9 | Townhse., Live-Work	662	457	10	38	117	67	2	18	122	83
10-19 | Multiplex: Small	555	444	4	2	97	20	45	1	19	256
20-49 | Multiplex: Large	537	399	4	2	93	17	35	1	12	235
50-99 | Midrise: Small	340	230	3	1	46	11	23	0	9	137
100+ | Midrise: Large	827	639	6	2	121	18	63	1	22	406

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.
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
The City of Novi | Detroit Metro Prosperity Region 10 | Year 2016

Exhibit E.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 - 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 Novi - Total	4,798	701	6	438	6	222	26	0	0	7
City of Novi - Owners	819	17	0	1	0	17	0	0	0	0
1 | Detached Houses	774	1	0	1	0	0	0	0	0	0
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	5	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	8	4	0	0	0	4	0	0	0	0
50-99 | Midrise: Small	7	5	0	0	0	5	0	0	0	0
100+ | Midrise: Large	17	6	0	0	0	6	0	0	0	0
City of Novi - Renters	3,979	684	6	437	6	205	26	0	0	7
1 | Detached Houses	568	55	1	47	0	0	7	0	0	0
2 | Side-by-Side & Stacked	104	24	0	21	0	1	2	0	0	0
3 | Side-by-Side & Stacked	235	52	0	45	0	2	5	0	0	0
4 | Side-by-Side & Stacked	151	35	0	32	0	1	2	0	0	0
5-9 | Townhse., Live-Work	662	139	1	123	0	5	9	0	0	1
10-19 | Multiplex: Small	555	76	1	46	1	27	0	0	0	1
20-49 | Multiplex: Large	537	99	1	46	1	50	0	0	0	1
50-99 | Midrise: Small	340	80	0	27	1	51	0	0	0	1
100+ | Midrise: Large	827	124	1	51	2	68	0	0	0	2

Note: Due to data splicing and rounding, these figures might not sum exact or 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
Northville Twp. | Detroit Metro Prosperity Region 10 | Year 2016

Exhibit E.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 - 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
Northville Twp. - Total	1,549	860	31	115	147	120	51	43	25	330
Northville Twp. - Owners	465	78	14	40	8	3	0	13	0	4
1 | Detached Houses	458	74	13	39	5	3	0	13	0	1
2 | Side-by-Side & Stacked	1	1	0	0	1	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	2	1	0	0	0	0	0	0	0	1
50-99 | Midrise: Small	1	0	0	0	0	0	0	0	0	0
100+ | Midrise: Large	3	2	0	0	1	0	0	0	0	1
Northville Twp. - Renters	1,084	782	17	75	139	117	51	30	25	326
1 | Detached Houses	211	104	5	45	9	19	0	19	5	2
2 | Side-by-Side & Stacked	22	17	1	3	4	5	0	1	1	2
3 | Side-by-Side & Stacked	58	42	1	6	8	14	0	2	3	8
4 | Side-by-Side & Stacked	38	29	1	3	6	10	0	1	2	6
5-9 | Townhse., Live-Work	168	121	3	16	28	35	1	6	9	23
10-19 | Multiplex: Small	146	121	1	1	23	10	14	0	1	71
20-49 | Multiplex: Large	139	110	1	1	22	9	11	0	1	65
50-99 | Midrise: Small	86	64	1	0	11	6	7	0	1	38
100+ | Midrise: Large	216	174	2	1	29	9	19	0	2	112

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
Note: Due to data splicing and rounding, these figures might not sum exact or 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
Northville Twp. | Detroit Metro Prosperity Region 10 | Year 2016

Exhibit E.4

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
Northville Twp. - Total	1,549	136	1	93	1	38	4	0	0	1
Northville Twp. - Owners	465	3	0	0	0	3	0	0	0	0
1 | Detached Houses	458	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	1	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	2	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	3	1	0	0	0	1	0	0	0	0
Northville Twp. - Renters	1,084	133	1	93	1	35	4	0	0	1
1 | Detached Houses	211	11	0	10	0	0	1	0	0	0
2 | Side-by-Side & Stacked	22	4	0	4	0	0	0	0	0	0
3 | Side-by-Side & Stacked	58	11	0	10	0	0	1	0	0	0
4 | Side-by-Side & Stacked	38	7	0	7	0	0	0	0	0	0
5-9 | Townhse., Live-Work	168	28	0	26	0	1	1	0	0	0
10-19 | Multiplex: Small	146	15	0	10	0	5	0	0	0	0
20-49 | Multiplex: Large	139	19	0	10	0	9	0	0	0	0
50-99 | Midrise: Small	86	15	0	6	0	9	0	0	0	0
100+ | Midrise: Large	216	23	0	11	0	12	0	0	0	0

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
Note: Due to data splicing and rounding, these figures might not sum exact or 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
The City of Plymouth | Detroit Metro Prosperity Region 10 | Year 2016

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 Plymouth - Total	585	414	22	90	56	90	29	33	0	99
City of Plymouth - Owners	109	42	8	26	2	1	0	8	0	1
1 | Detached Houses	106	42	7	25	1	1	0	8	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	1	0	0	0	0	0	0	0	0	0
City of Plymouth - Renters	476	372	14	64	54	89	29	25	0	98
1 | Detached Houses	99	77	4	38	3	15	0	16	0	1
2 | Side-by-Side & Stacked	13	11	1	2	2	4	0	1	0	1
3 | Side-by-Side & Stacked	26	23	1	5	3	11	0	1	0	2
4 | Side-by-Side & Stacked	18	15	1	2	2	7	0	1	0	2
5-9 | Townhse., Live-Work	78	65	3	13	11	26	0	5	0	7
10-19 | Multiplex: Small	59	48	1	1	9	8	8	0	0	21
20-49 | Multiplex: Large	59	43	1	1	9	7	6	0	0	19
50-99 | Midrise: Small	37	24	1	0	4	4	4	0	0	11
100+ | Midrise: Large	87	66	2	1	11	7	11	0	0	34

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
Note: Due to data splicing and rounding, these figures might not sum exact or 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
The City of Plymouth | Detroit Metro Prosperity Region 10 | Year 2016

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 Plymouth - Total	585	64	0	24	0	39	0	0	0	1
City of Plymouth - Owners	109	3	0	0	0	3	0	0	0	0
1 | Detached Houses	106	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	1	1	0	0	0	1	0	0	0	0
City of Plymouth - Renters	476	61	0	24	0	36	0	0	0	1
1 | Detached Houses	99	3	0	3	0	0	0	0	0	0
2 | Side-by-Side & Stacked	13	1	0	1	0	0	0	0	0	0
3 | Side-by-Side & Stacked	26	2	0	2	0	0	0	0	0	0
4 | Side-by-Side & Stacked	18	2	0	2	0	0	0	0	0	0
5-9 | Townhse., Live-Work	78	8	0	7	0	1	0	0	0	0
10-19 | Multiplex: Small	59	8	0	3	0	5	0	0	0	0
20-49 | Multiplex: Large	59	12	0	3	0	9	0	0	0	0
50-99 | Midrise: Small	37	10	0	1	0	9	0	0	0	0
100+ | Midrise: Large	87	15	0	3	0	12	0	0	0	0

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.
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
Plymouth Twp. | Detroit Metro Prosperity Region 10 | Year 2016

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
Plymouth Twp. - Total	1,181	592	13	44	77	199	42	162	0	63
Plymouth Twp. - Owners	401	75	6	15	4	4	0	49	0	1
1 | Detached Houses	397	74	5	15	3	3	0	48	0	0
2 | Side-by-Side & Stacked	1	1	0	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0
Plymouth Twp. - Renters	780	517	7	29	73	195	42	113	0	62
1 | Detached Houses	221	128	2	17	4	32	0	73	0	0
2 | Side-by-Side & Stacked	23	17	0	1	2	9	0	5	0	0
3 | Side-by-Side & Stacked	53	38	1	2	4	23	0	6	0	2
4 | Side-by-Side & Stacked	34	24	0	1	3	16	0	3	0	1
5-9 | Townhse., Live-Work	155	108	1	6	15	58	1	23	0	4
10-19 | Multiplex: Small	74	54	0	0	12	17	11	1	0	13
20-49 | Multiplex: Large	74	50	1	0	12	15	9	1	0	12
50-99 | Midrise: Small	47	29	0	0	6	10	6	0	0	7
100+ | Midrise: Large	99	69	1	0	15	15	16	1	0	21

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
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
Plymouth Twp. | Detroit Metro Prosperity Region 10 | Year 2016

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
Plymouth Twp. - Total	1,181	174	0	132	0	36	3	0	0	6
Plymouth Twp. - Owners	401	3	0	0	0	3	0	0	0	0
1 | Detached Houses	397	0	0	0	0	0	0	0	0	0
2 | Side-by-Side & Stacked	1	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	1	1	0	0	0	1	0	0	0	0
Plymouth Twp. - Renters	780	171	0	132	0	33	3	0	0	6
1 | Detached Houses	221	15	0	14	0	0	1	0	0	0
2 | Side-by-Side & Stacked	23	6	0	6	0	0	0	0	0	0
3 | Side-by-Side & Stacked	53	14	0	13	0	0	1	0	0	0
4 | Side-by-Side & Stacked	34	10	0	10	0	0	0	0	0	0
5-9 | Townhse., Live-Work	155	39	0	37	0	1	1	0	0	0
10-19 | Multiplex: Small	74	19	0	14	0	4	0	0	0	1
20-49 | Multiplex: Large	74	23	0	14	0	8	0	0	0	1
50-99 | Midrise: Small	47	17	0	8	0	8	0	0	0	1
100+ | Midrise: Large	99	28	0	15	0	11	0	0	0	2

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
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 F1

Contract Rents
City and Comparisons

Prepared by:

LandUseUSA

Prepared for:

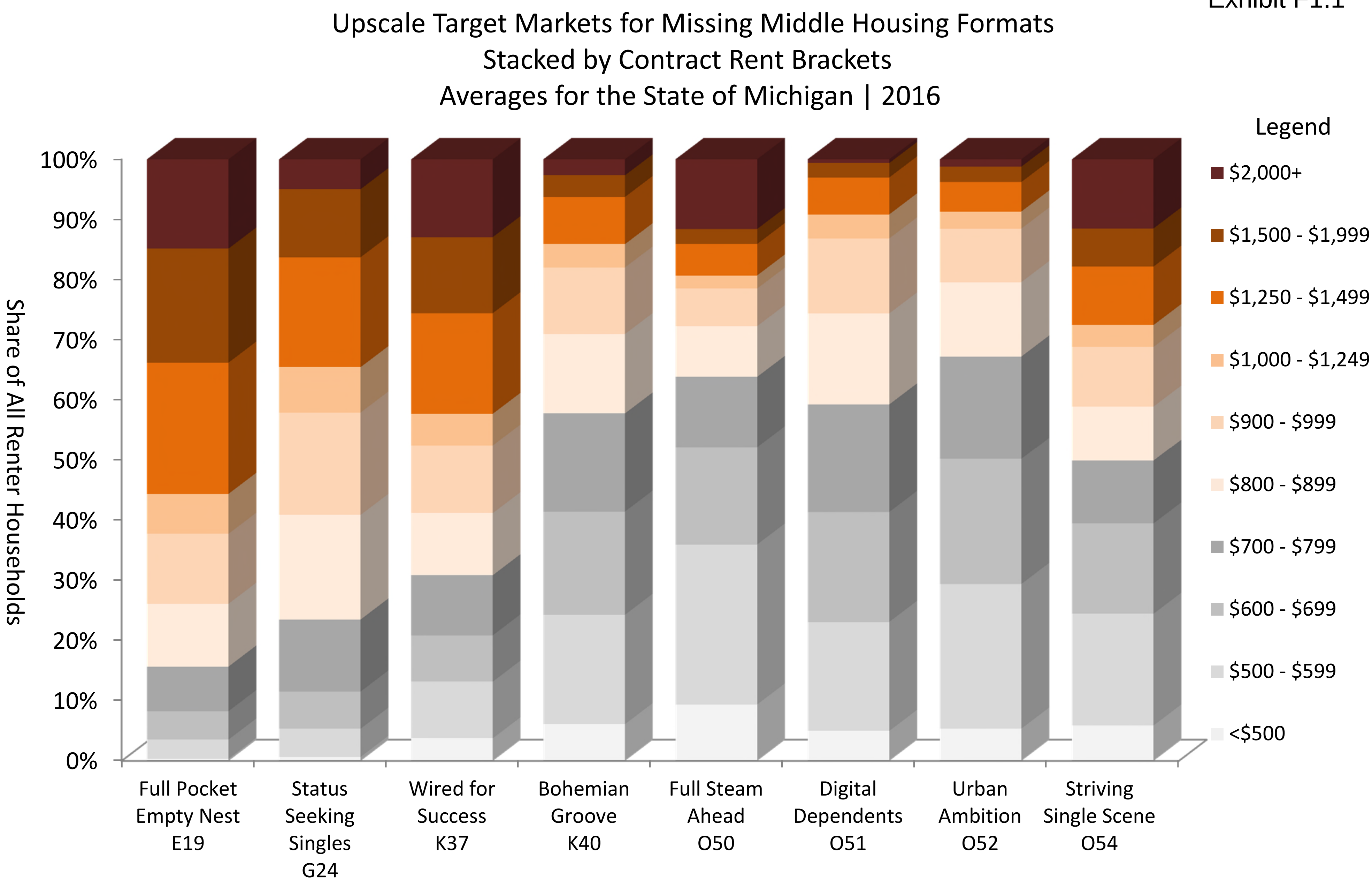
The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan

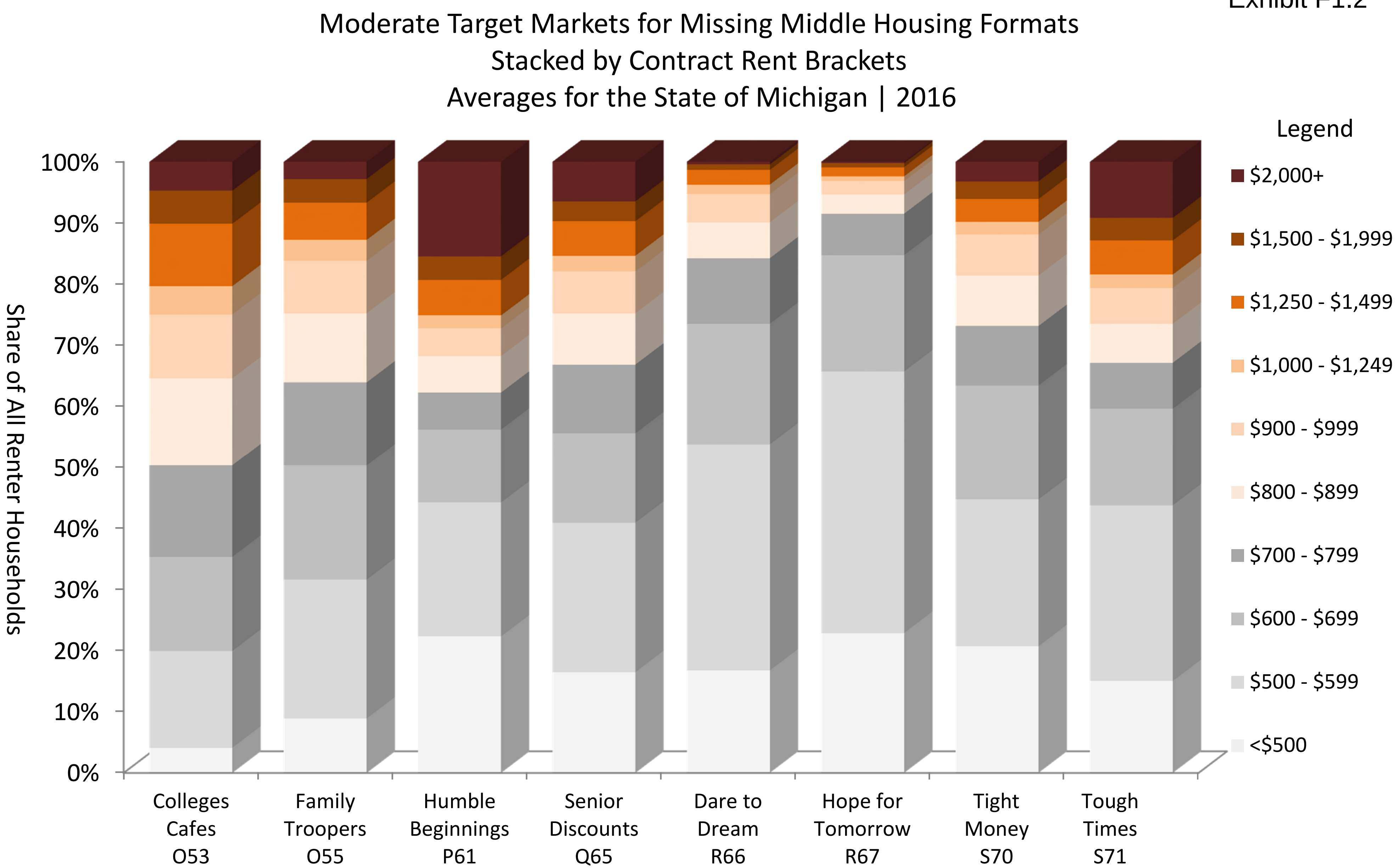
Historically Distinctive

Exhibit F1.1



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

Exhibit F1.2



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

Exhibit F1.3

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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	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 Northville - Total	131	51	6	9	26	1	0	8	0	1
City of Northville - Renters	46	35	2	4	23	1	0	4	0	1
<$500	1	1	0	0	1	0	0	0	0	0
$500 - $599	4	3	0	0	2	0	0	1	0	0
$600 - $699	3	2	0	0	1	0	0	1	0	0
$700 - $799	4	3	0	0	2	0	0	1	0	0
$800 - $899	5	4	0	1	2	0	0	1	0	0
$900 - $999	6	5	0	1	3	0	0	1	0	0
$1,000 - $1,249	3	2	0	0	2	0	0	0	0	0
$1,250 - $1,499	9	7	1	1	5	0	0	0	0	0
$1,500 - $1,999	6	4	0	0	3	0	0	0	0	0
$2,000+	5	3	0	0	3	0	0	0	0	0
Summation	46	35	2	4	23	1	0	4	0	1
Med. Contract Rent	$1,081	--	$1,441	$1,258	$1,313	$1,002	$1,029	$957	$920	$1,151

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

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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	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 Northville - Total	131	6	0	2	0	4	0	0	0	0
City of Northville - Renters	46	5	0	2	0	3	0	0	0	0
<$500	1	1	0	0	0	0	0	0	0	0
$500 - $599	4	1	0	0	0	1	0	0	0	0
$600 - $699	3	1	0	0	0	0	0	0	0	0
$700 - $799	4	1	0	0	0	0	0	0	0	0
$800 - $899	5	1	0	0	0	0	0	0	0	0
$900 - $999	6	0	0	0	0	0	0	0	0	0
$1,000 - $1,249	3	0	0	0	0	0	0	0	0	0
$1,250 - $1,499	9	0	0	0	0	0	0	0	0	0
$1,500 - $1,999	6	0	0	0	0	0	0	0	0	0
$2,000+	5	0	0	0	0	0	0	0	0	0
Summation	46	5	0	2	0	3	0	0	0	0
Med. Contract Rent	$1,081	--	$1,082	$962	$1,064	$960	$763	$687	$871	$989

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 F1.5

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	195	84	9	14	45	2	0	11	1	2
City of Northville - Renters	86	63	4	7	41	2	0	6	1	2
<$500	3	2	0	0	1	0	0	0	0	0
$500 - $599	7	5	0	0	3	0	0	1	0	0
$600 - $699	6	4	0	0	2	0	0	1	0	0
$700 - $799	7	6	0	1	3	0	0	1	0	0
$800 - $899	9	7	0	1	4	0	0	1	0	0
$900 - $999	11	9	0	1	5	0	0	1	0	0
$1,000 - $1,249	6	4	0	1	3	0	0	0	0	0
$1,250 - $1,499	17	13	1	2	9	0	0	1	0	0
$1,500 - $1,999	11	8	1	1	6	0	0	0	0	0
$2,000+	9	6	0	0	5	0	0	0	0	0
Summation	84	63	4	7	41	2	0	6	1	2
Med. Contract Rent	$1,099	--	$1,441	$1,258	$1,313	$1,002	$1,029	$957	$920	$1,151

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 F1.6

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Contract Rent Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	195	11	0	4	0	7	0	0	0	0
City of Northville - Renters	86	10	0	4	0	6	0	0	0	0
<$500	3	1	0	0	0	1	0	0	0	0
$500 - $599	7	2	0	1	0	1	0	0	0	0
$600 - $699	6	1	0	1	0	1	0	0	0	0
$700 - $799	7	1	0	1	0	1	0	0	0	0
$800 - $899	9	1	0	0	0	1	0	0	0	0
$900 - $999	11	1	0	0	0	1	0	0	0	0
$1,000 - $1,249	6	0	0	0	0	0	0	0	0	0
$1,250 - $1,499	17	1	0	0	0	1	0	0	0	0
$1,500 - $1,999	11	0	0	0	0	0	0	0	0	0
$2,000+	9	1	0	0	0	0	0	0	0	0
Summation	84	10	0	4	0	6	0	0	0	0
Med. Contract Rent	$1,099	--	$1,082	$962	$1,064	$960	$763	$687	$871	$989

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 - Contract and Gross Rents
All Counties in Michigan Prosperity Regions 9 and 10 | 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%
Southeast Michigan | Prosperity Region 9								
1	Livingston County	$44,160	$785	$956	1.22	$171	17.9%	26.0%
2	Washtenaw County	$36,864	$868	$998	1.15	$130	13.0%	32.5%
3	Monroe County	$34,633	$675	$832	1.23	$157	18.9%	28.8%
4	Lenawee County	$27,693	$594	$782	1.32	$188	24.1%	33.9%
5	Hillsdale County	$25,027	$523	$686	1.31	$163	23.8%	32.9%
6	Jackson County	$25,588	$622	$762	1.23	$140	18.4%	35.7%
Detroit Metro | Prosperity Region 10								
1	Oakland County	$41,356	$812	$981	1.21	$168	17.2%	28.5%
2	Macomb County	$33,670	$746	$921	1.24	$175	19.0%	32.8%
3	Wayne County	$23,820	$641	$830	1.29	$188	22.7%	41.8%

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 ©.

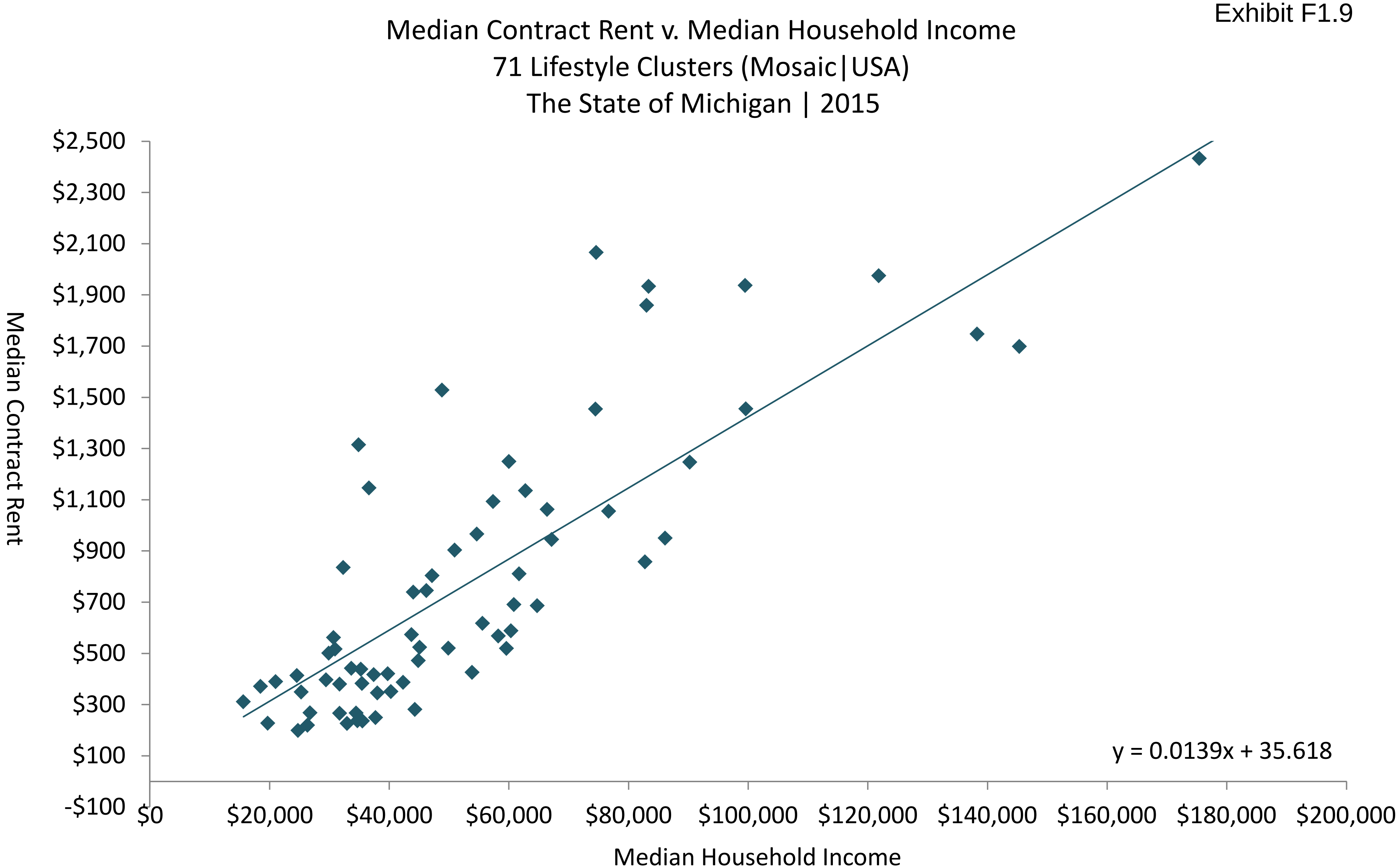
Exhibit F1.8

Market Parameters and Forecasts | Households in Renter-Occupied Units
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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.
	Northville and Others								
1	City of Northville	646	667	660	820	789	769	731	747
2	Novi Township	2	0	1	1	1	2	11	16
3	City of Novi	7,280	7,319	7,972	8,323	8,409	8,355	8,121	8,589
4	Northville Twp.	2,702	2,376	2,636	2,782	2,887	2,874	3,036	3,500
5	City of Plymouth	1,566	1,393	1,592	1,760	1,786	1,789	1,724	1,809
6	Plymouth Twp.	1,880	1,712	1,898	1,936	1,915	2,104	2,192	2,506
	Clockwise								
1	Livingston Co.	9,877	9,025	9,750	10,141	10,742	11,089	12,281	14,726
2	Oakland Co.	132,710	128,036	133,979	141,648	147,427	151,827	159,390	173,700
3	Wayne Co.	248,043	236,731	240,005	247,381	251,632	256,546	264,114	269,492

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



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.

Market Parameters and Forecasts | Median Contract Rent
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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
	Northville and Others							
1	City of Northville	$675	$698	$803	$827	$841	$855	$922
2	Novi Township	$1,900	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
3	City of Novi	$833	$833	$860	$880	$899	$918	$1,011
4	Northville Twp.	$876	$886	$921	$932	$989	$1,049	$1,372
5	City of Plymouth	$693	$715	$715	$736	$743	$750	$783
6	Plymouth Twp.	$689	$703	$705	$711	$716	$721	$744
	Clockwise							
1	Livingston Co.	$729	$746	$760	$761	$761	$761	$796
2	Oakland Co.	$747	$760	$768	$777	$786	$795	$837
3	Wayne Co.	$599	$611	$614	$618	$622	$626	$644

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

Residential Building Permits | Average Investment per Unit
The City of Northville | Detroit Metro Prosperity Region 10

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	7	$413,000	.	.	.
2014	16	$317,000	.	.	.
2013	11	$277,000	.	.	.
2012	9	$229,000	.	.	.
2011	8	$296,000	.	.	.
2010	2	$361,000	.	.	.
2009	2	$343,000	.	.	.
2008	1	$225,000	.	.	.
2007	6	$361,000	.	.	.
2006	10	$310,000	.	.	.
2005	5	$268,000	.	.	.
2004	8	$274,000	.	.	.
2003	8	$260,000	.	.	.
2002	3	$268,000	.	.	.
2001	6	$343,000	3	$167,000	0.49
2000	4	$236,000	.	.	.

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.
Exhibit and analysis prepared by LandUseUSA, 2016.

Exhibit F1.12

Residential Building Permits | Average Investment per Unit
Oakland County | Detroit Metro Prosperity Region 10 | Through 2015

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	2,180	$285,000	3,110	$241,000	0.85
2014	2,114	$281,000	2,802	$238,000	0.85
2013	2,296	$273,000	3,114	$228,000	0.84
2012	1,880	$236,000	1,922	$232,000	0.98
2011	1,266	$236,000	1,288	$233,000	0.99
2010	959	$230,000	1,501	$169,000	0.73
2009	443	$283,000	469	$272,000	0.96
2008	667	$246,000	935	$202,000	0.82
2007	1,135	$237,000	1,301	$220,000	0.93
2006	1,984	$241,000	2,940	$192,000	0.80
2005	4,050	$213,000	5,226	$185,000	0.87
2004	5,017	$198,000	7,713	$165,000	0.83
2003	4,728	$191,000	6,418	$163,000	0.85
2002	4,386	$191,000	6,630	$158,000	0.83
2001	4,205	$187,000	6,265	$152,000	0.81
2000	4,654	$188,000	6,264	$157,000	0.84

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.
Exhibit and analysis prepared by LandUseUSA, 2016.

Exhibit F1.13

Residential Building Permits | Average Investment per Unit
Wayne County | Detroit Metro Prosperity Region 10 | Through 2015

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	799	$285,000	969	$129,000	0.45
2014	700	$231,000	300	$116,000	0.50
2013	819	$233,000	206	$113,000	0.48
2012	672	$218,000	185	$120,000	0.55
2011	476	$199,000	229	$112,000	0.56
2010	470	$220,000	265	$94,000	0.43
2009	264	$188,000	24	$94,000	0.50
2008	524	$195,000	371	$103,000	0.53
2007	919	$197,000	176	$95,000	0.48
2006	2,056	$177,000	378	$108,000	0.61
2005	3,138	$169,000	1436	$94,000	0.56
2004	4,211	$165,000	2106	$74,000	0.45
2003	3,729	$149,000	1909	$68,000	0.46
2002	3,328	$155,000	1454	$74,000	0.48
2001	3,006	$151,000	1255	$85,000	0.56
2000	2,939	$149,000	1143	$81,000	0.54

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.
Exhibit and analysis prepared by LandUseUSA, 2016.

Exhibit F1.14

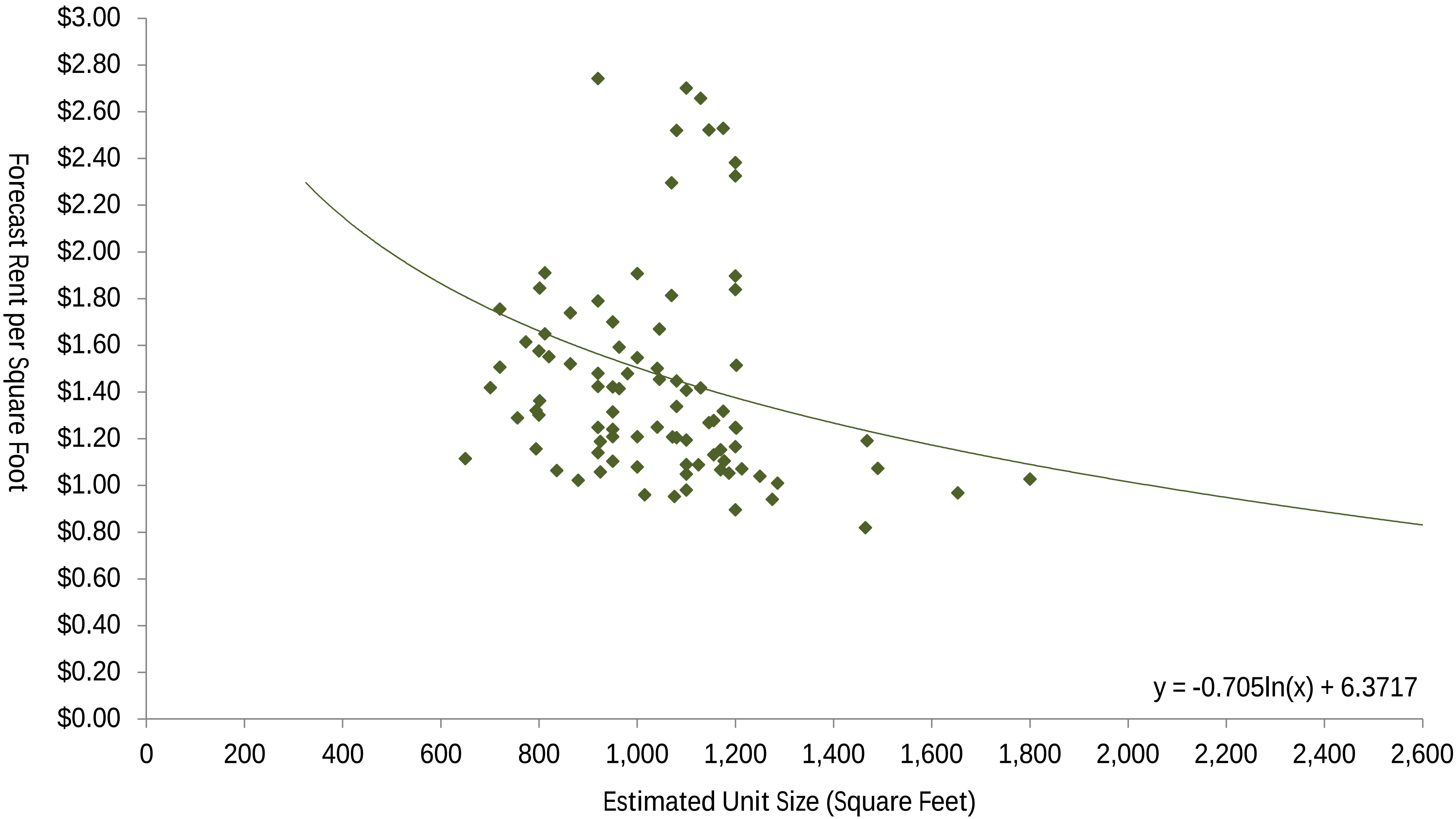
Residential Building Permits | Average Investment per Unit
Washtenaw County | SEM Prosperity Region 9 | Through 2015

Year	Units Detached (Single-Fam.)	Invest./Unit Detached (Single-Fam.)	Units Attached (Multi-Fam.)	Invest./Unit Attached (Multi-Fam.)	Index Attached v. Detached
2015	390	$264,000	30	$66,000	0.25
2014	385	$259,000	185	$97,000	0.37
2013	394	$253,000	364	$94,000	0.37
2012	262	$223,000	14	$78,000	0.35
2011	200	$241,000	277	$63,000	0.26
2010	317	$168,000	51	$69,000	0.41
2009	210	$194,000	43	$74,000	0.38
2008	278	$191,000	69	$72,000	0.38
2007	490	$184,000	75	$68,000	0.37
2006	627	$198,000	148	$72,000	0.36
2005	1,441	$186,000	235	$73,000	0.39
2004	1,994	$184,000	714	$71,000	0.39
2003	2,153	$164,000	374	$76,000	0.46
2002	2,285	$145,000	48	$78,000	0.54
2001	1,813	$159,000	292	$63,000	0.40
2000	1,863	$163,000	117	$142,000	0.87

Source: Underlying data collected by the U.S. Bureau of the Census with some imputation.
Exhibit and analysis prepared by LandUseUSA, 2016.

Exhibit F1.15

Forecast Contract Rent per Square Foot v. Unit Size
Attached Renter-Occupied Units
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016



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

Exhibit F1.16

Cash or Contract Rents by Square Feet | Attached Units Only
Forecasts for New Formats | Townhouses, Row Houses, Lofts, and Flats
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

	The City of Northville	
Total Sq. Ft.	Rent per Sq. Ft.	Cash Rent
500	$2.59	$1,295
600	$2.42	$1,450
700	$2.28	$1,595
800	$2.16	$1,725
900	$2.05	$1,845
1,000	$1.95	$1,950
1,100	$1.86	$2,050
1,200	$1.79	$2,140
1,300	$1.71	$2,225
1,400	$1.64	$2,300
1,500	$1.58	$2,370
1,600	$1.52	$2,435
1,700	$1.47	$2,490
1,800	$1.41	$2,545
1,900	$1.36	$2,590
2,000	$1.32	$2,635

Source: Estimates and forecasts prepared exclusively by LandUse|USA; 2016 ©.
Based on market observations, phone surveys, and assessor's records.

Existing For-Rent Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Exhibit F1.17

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Contract (Cash) Rent/Sq Ft
Park Place	43001 Northville Place	Aptmt.	.	.	.	.	1985	736	2	2	1,130	$3,000	$2.65
		2 Levels							2	2	1,100	$2,970	$2.70
									2	2	1,175	$2,970	$2.53
									2	2	1,080	$2,720	$2.52
									1	1	820	$2,605	$3.18
									2	1	920	$2,525	$2.74
									2	2	1,200	$1,820	$1.52
									2	2	1,130	$1,600	$1.42
									2	2	1,080	$1,565	$1.45
									2	2	1,100	$1,550	$1.41
									2	2	1,000	$1,545	$1.55
									1	1	865	$1,505	$1.74
									1	1	800	$1,480	$1.85
									2	2	1,145	$1,455	$1.27
									2	2	965	$1,365	$1.41
									1	1	810	$1,340	$1.65
									2	1	920	$1,310	$1.42
									2	2	1,040	$1,300	$1.25
									1	1	820	$1,270	$1.55
									1	1	775	$1,250	$1.61
									1	1	800	$1,040	$1.30

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing For-Rent Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Exhibit F1.18

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Contract (Cash) Rent/Sq Ft
Glens of Northville	20969 Woodland Glen	Aptmt.	.	.	.	.	1985	304	2	2	1,100	$1,315	$1.20
		2 Levels							2	2	1,000	$1,210	$1.21
									2	1	950	$1,180	$1.24
									2	2	1,100	$1,155	$1.05
									2	2	1,000	$1,080	$1.08
									1	1	795	$1,050	$1.32
									2	1	950	$1,050	$1.11
									1	1	795	$920	$1.16
Maincentre	150 Maincentre	Lofts	.	1	.	.	1988	75	2	2	1,200	$2,860	$2.38
		4 Levels							2	2	1,200	$2,790	$2.33
									2	2	1,070	$2,455	$2.29
									2	2	1,200	$2,275	$1.90
									2	2	1,200	$2,205	$1.84
									2	2	1,070	$1,940	$1.81
									1+	1+	700+		
Swan Harbour I, II	42824 Swan Lake Dr	Aptmt.	1	1	.	.	1979	266	2	2	1,100	$1,200	$1.09
		3 Levels							1	1	925	$1,100	$1.19
									2	2	1,100	$1,080	$0.98
									1	1	925	$980	$1.06

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing For-Rent Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Exhibit F1.19

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Contract (Cash) Rent/Sq Ft
Harbour Village	19200 W Harbour V Dr	Aptmt.	1	.	.	.	1987	168	2	2	1,200	$1,500	$1.25
		3 Levels							2	2	1,200	$1,400	$1.17
									2	2	1,170	$1,350	$1.15
									1	1	950	$1,250	$1.32
									2	2	1,170	$1,250	$1.07
									1	1	950	$1,150	$1.21
									1	1	920	$1,150	$1.25
									1	1	920	$1,050	$1.14
Cedar Lake	17400 Cedar Lake Cir	Twnhse.	1	.	.	.	1987	176	2	2	1,045	$1,745	$1.67
		2 Levels							2	2	920	$1,645	$1.79
									2	2	1,045	$1,520	$1.45
									2	2	920	$1,360	$1.48
									1	1	720	$1,265	$1.76
									1	1	720	$1,085	$1.51

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Exhibit F1.20

Existing For-Rent Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Contract (Cash) Rent/Sq Ft
Northville Woods	18800 Innsbrook Dr	Aptmt.	.	.	.	.	1988	274	3	2	1,285	$1,300	$1.01
		2 Levels							2	2	1,185	$1,250	$1.05
									2	2	1,125	$1,225	$1.09
									2	2	1,075	$1,025	$0.95
									1	1	700	$995	$1.42
									1	1	755	$975	$1.29
									2	1	1,015	$975	$0.96
									1	1	835	$890	$1.07
Northridge Meadow	19439 Northridge Dr	Aptmt.	.	.	.	.	.	112	2	1	880	$900	$1.02
		2 Levels							1	2	650	$725	$1.12
Millstream	430+ E Main St	3 Levels	.	.	.	.	1935	13	1	1	900	.	.
Beck	22000 Beck Rd	1 Level	.	.	.	.	.	6	1+	1		.	.
Northridge	19242+ Northridge Dr	.	.	.	.	.	1986	.	2	2	980	$1,450	$1.48
									2	2.5	1,250	$1,300	$1.04
									2	2	1,175	$1,300	$1.11
									2	2	1,200	$1,075	$0.90

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Exhibit F1.21

Existing For-Rent Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Income Limits	Sen-iors	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Contract (Cash) Rent	Contract (Cash) Rent/Sq Ft
Northridge Farms	19283+ Surrey Ln	.	.	.	.	.	1986	.	2	2	1,175	$1,300	$1.11
									2	2	1,215	$1,300	$1.07
Rockcrest	39759+ Rockcrest Cir	Twnhse.					2004		2	3	1,470	$1,750	$1.19
									2	2.5	1,475	$1,650	$1.12
Center	101 N Center St	.	.	1	.	.	.	.	0.5	1		.	.
Surrey	19139 Surrey Ln	.	.	.	.	.	.	.	2	2	1,275	$1,200	$0.94
Corlina	42407+ Corlina Dr	.	.	.	.	.	2002	.	2	2.5+	1,800	$1,850	$1.03
Morningside	16012+ Morningside	.	.	.	.	.	2006	.	2	2	1,490	$1,600	$1.07
									2	2	1,655	$1,600	$0.97
Glen Haven Circle	20903 E Glen Haven	.	.	.	.	.	.	.	2	2.5	1,070	$1,295	$1.21
Taft	20996 Taft Rd	.	.	.	.	.	.	.	2	2.5	1,465	$1,200	$0.82

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Section F2

Home Values
City and Comparisons

Prepared by:

LandUseUSA

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Exhibit F2.1

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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	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 Northville - Total	131	51	6	9	26	1	0	8	0	1
City of Northville - Owners	85	16	4	5	3	0	0	4	0	0
< $50,000	1	1	0	0	0	0	0	0	0	0
$50 - $74,999	1	1	0	0	0	0	0	0	0	0
$75 - $99,999	1	1	0	0	0	0	0	0	0	0
$100 - $149,999	2	1	0	0	0	0	0	0	0	0
$150 - $174,999	4	1	0	0	0	0	0	1	0	0
$175 - $199,999	6	2	0	1	0	0	0	1	0	0
$200 - $249,999	7	2	0	1	0	0	0	0	0	0
$250 - $299,999	9	2	0	1	0	0	0	0	0	0
$300 - $349,999	9	2	0	1	0	0	0	0	0	0
$350 - $399,999	12	2	1	1	0	0	0	0	0	0
$400 - $499,999	11	1	1	0	0	0	0	0	0	0
$500 - $749,999	10	1	0	0	0	0	0	0	0	0
$750,000+	12	1	0	0	0	0	0	0	0	0
Summation	85	16	4	5	3	0	0	4	0	0
Med. Home Value	$364,353	--	$338,113	$263,597	$317,027	$186,074	$272,782	$151,801	$149,384	$290,913

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 F2.2

Annual Market Potential for Selected Target Markets - CONSERVATIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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	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 Northville - Total	131	6	0	2	0	4	0	0	0	0
City of Northville - Owners	85	1	0	0	0	1	0	0	0	0
< $50,000	1	0	0	0	0	0	0	0	0	0
$50 - $74,999	1	0	0	0	0	0	0	0	0	0
$75 - $99,999	1	0	0	0	0	0	0	0	0	0
$100 - $149,999	2	0	0	0	0	0	0	0	0	0
$150 - $174,999	4	0	0	0	0	0	0	0	0	0
$175 - $199,999	6	0	0	0	0	0	0	0	0	0
$200 - $249,999	7	0	0	0	0	0	0	0	0	0
$250 - $299,999	9	0	0	0	0	0	0	0	0	0
$300 - $349,999	9	0	0	0	0	0	0	0	0	0
$350 - $399,999	12	0	0	0	0	0	0	0	0	0
$400 - $499,999	11	0	0	0	0	0	0	0	0	0
$500 - $749,999	10	0	0	0	0	0	0	0	0	0
$750,000+	12	0	0	0	0	0	0	0	0	0
Summation	85	1	0	0	0	1	0	0	0	0
Med. Home Value	$364,353	--	$224,385	$175,919	$272,535	$198,879	$84,847	$62,133	$145,764	$228,246

Source: Results of a Target Market Analysis prepared exclusively by LandUse|USA
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

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	195	84	9	14	45	2	0	11	1	2
City of Northville - Owners	109	21	5	7	4	0	0	5	0	0
< $50,000	1	1	0	0	0	0	0	1	0	0
$50 - $74,999	1	1	0	0	0	0	0	0	0	0
$75 - $99,999	2	1	0	0	0	0	0	1	0	0
$100 - $149,999	3	1	0	0	0	0	0	1	0	0
$150 - $174,999	5	2	0	1	0	0	0	1	0	0
$175 - $199,999	7	2	0	1	0	0	0	1	0	0
$200 - $249,999	9	2	0	1	0	0	0	0	0	0
$250 - $299,999	12	2	1	1	0	0	0	0	0	0
$300 - $349,999	12	2	1	1	0	0	0	0	0	0
$350 - $399,999	15	2	1	1	0	0	0	0	0	0
$400 - $499,999	14	2	1	1	0	0	0	0	0	0
$500 - $749,999	13	1	1	0	0	0	0	0	0	0
$750,000+	15	1	0	0	0	0	0	0	0	0
Summation	109	21	5	7	4	0	0	5	0	0
Med. Home Value	$362,569	--	$338,113	$263,597	$317,027	$186,074	$272,782	$151,801	$149,384	$290,913

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 F2.4

Annual Market Potential for Selected Target Markets - AGGRESSIVE SCENARIO
Number of Units (New and/or Rehab) by Home Value Bracket
The City of Northville | Detroit Metro Prosperity Region 10 | Year 2016

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
City of Northville - Total	195	11	0	4	0	7	0	0	0	0
City of Northville - Owners	109	1	0	0	0	1	0	0	0	0
< $50,000	1	0	0	0	0	0	0	0	0	0
$50 - $74,999	1	0	0	0	0	0	0	0	0	0
$75 - $99,999	2	0	0	0	0	0	0	0	0	0
$100 - $149,999	3	0	0	0	0	0	0	0	0	0
$150 - $174,999	5	0	0	0	0	0	0	0	0	0
$175 - $199,999	7	0	0	0	0	0	0	0	0	0
$200 - $249,999	9	0	0	0	0	0	0	0	0	0
$250 - $299,999	12	0	0	0	0	0	0	0	0	0
$300 - $349,999	12	0	0	0	0	0	0	0	0	0
$350 - $399,999	15	0	0	0	0	0	0	0	0	0
$400 - $499,999	14	0	0	0	0	0	0	0	0	0
$500 - $749,999	13	0	0	0	0	0	0	0	0	0
$750,000+	15	0	0	0	0	0	0	0	0	0
Summation	109	1	0	0	0	1	0	0	0	0
Med. Home Value	$362,569	--	$224,385	$175,919	$272,535	$198,879	$84,847	$62,133	$145,764	$228,246

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.

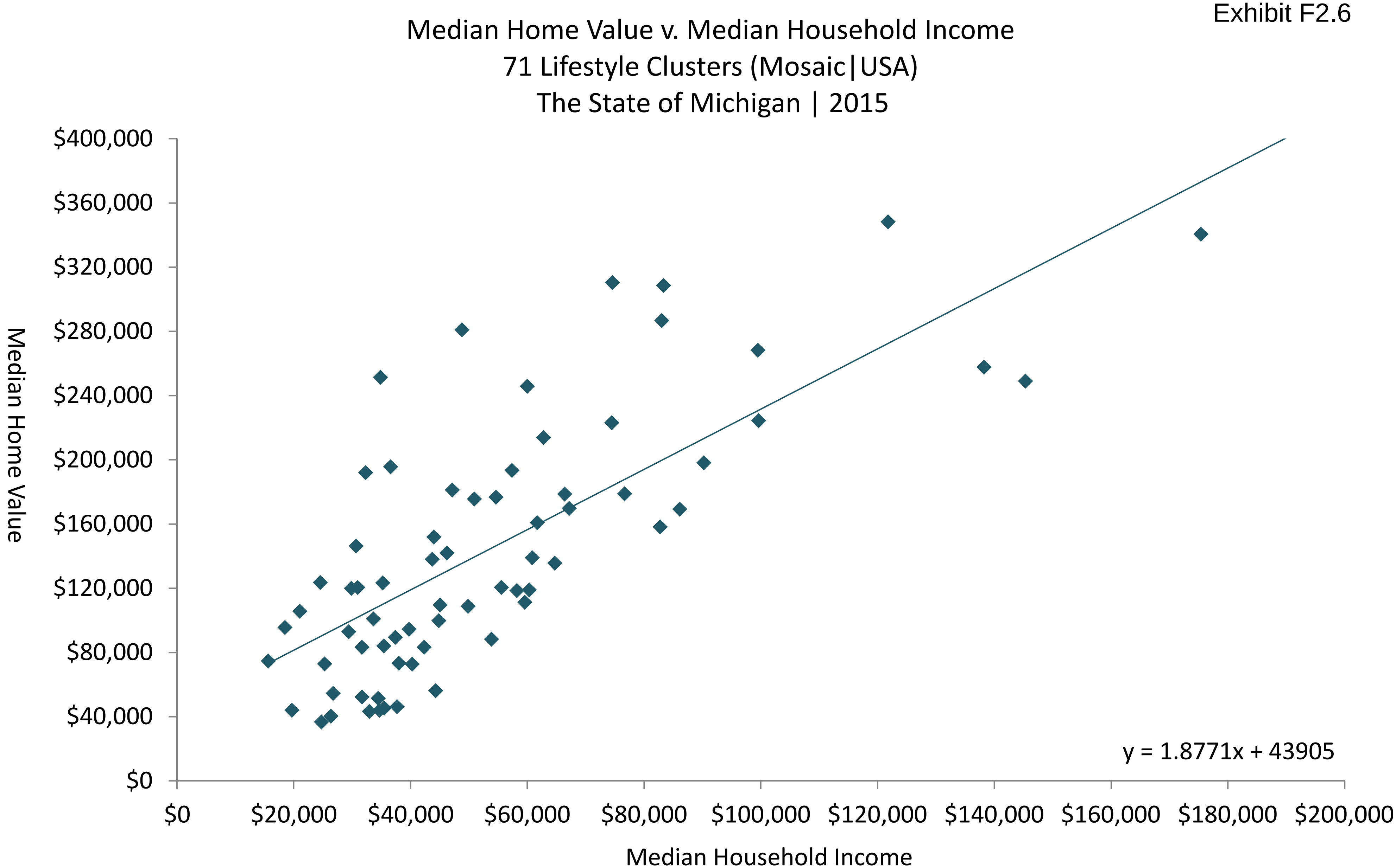
Exhibit F2.5

Market Parameters and Forecasts | Households in Owner-Occupied Units
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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.
	Northville and Others								
1	City of Northville	1,950	1,961	1,893	1,774	1,801	1,824	1,824	1,824
2	Novi Township	57	52	62	62	69	58	53	53
3	City of Novi	14,978	15,049	14,874	15,210	15,210	15,148	15,111	15,111
4	Northville Twp.	8,818	7,839	7,661	7,981	8,144	8,385	8,385	8,385
5	City of Plymouth	2,748	2,796	2,588	2,563	2,491	2,488	2,488	2,488
6	Plymouth Twp.	9,323	8,870	8,780	8,698	8,722	8,620	8,560	8,560
	Clockwise								
1	Livingston Co.	57,503	58,240	57,647	57,258	56,949	57,190	57,190	57,190
2	Oakland Co.	350,988	353,004	347,470	341,330	338,905	337,970	337,412	337,412
3	Wayne Co.	454,706	454,212	441,669	426,882	419,355	411,007	406,112	406,112

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 F2.6



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.

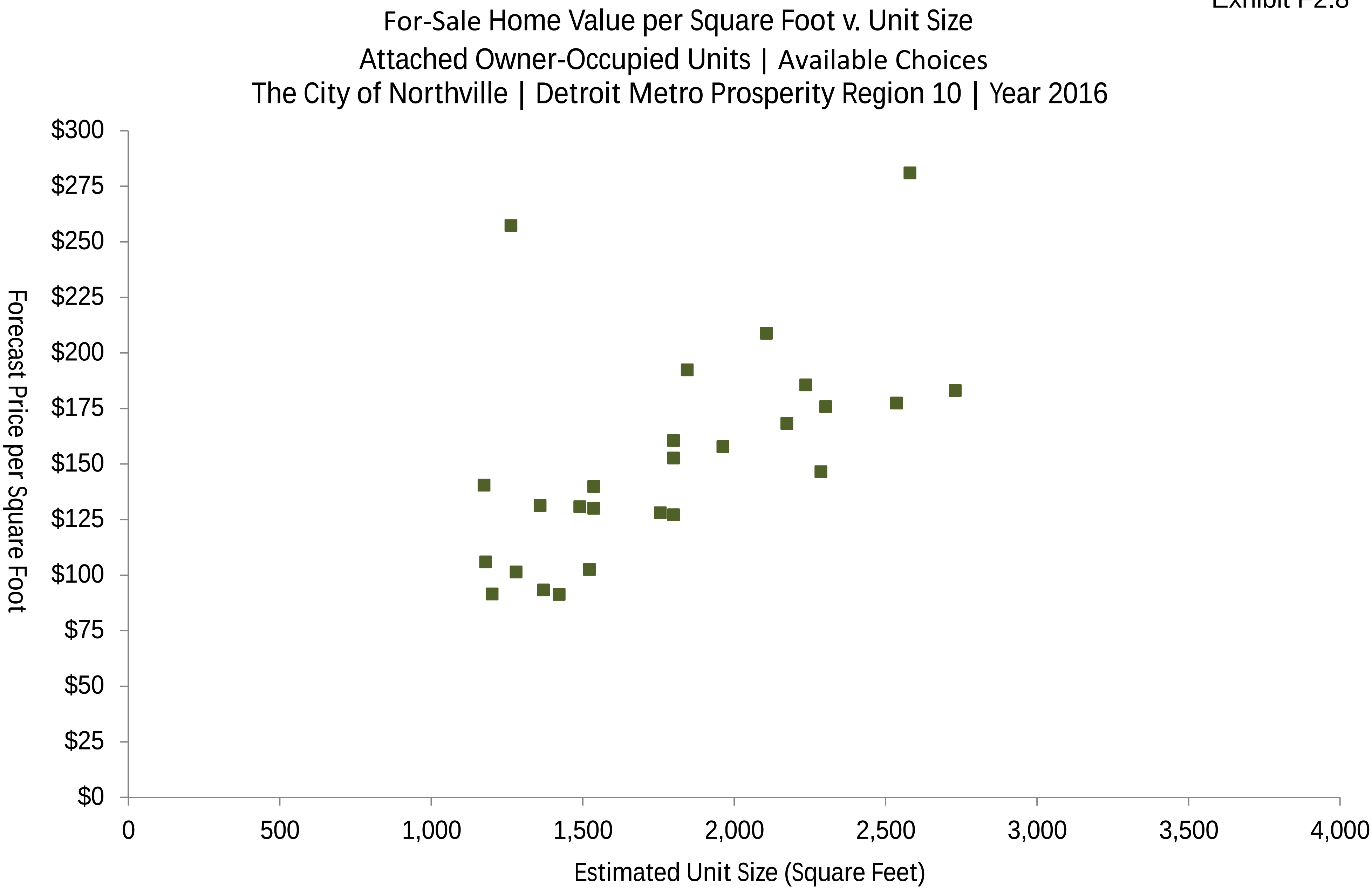
Exhibit F2.7

Market Parameters and Forecasts | Median Home Value
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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 Total Hhlds.	2020 Forecast Total Hhlds.
	Northville and Others							
1	City of Northville	$272,300	$265,100	$245,300	$238,300	$243,300	$248,405	$261,076
2	Novi Township	$350,000	$337,500	$313,600	$321,200	$319,000	$322,190	$330,326
3	City of Novi	$259,200	$250,200	$242,600	$235,800	$235,600	$237,956	$243,965
4	Northville Twp.	$350,300	$340,900	$323,600	$315,900	$323,400	$331,078	$347,966
5	City of Plymouth	$212,600	$212,300	$194,400	$195,700	$205,100	$211,253	$222,029
6	Plymouth Twp.	$253,300	$251,900	$247,600	$240,400	$238,600	$240,986	$247,071
	Clockwise							
1	Livingston Co.	$216,400	$203,200	$191,000	$183,100	$183,800	$185,638	$190,326
2	Oakland Co.	$204,300	$190,500	$177,600	$170,500	$170,600	$172,306	$172,200
3	Wayne Co.	$121,100	$110,000	$97,100	$86,800	$83,200	$84,032	$86,154

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 F2.8



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

Existing For-Sale Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Exhibit F2.9

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Year Built	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Corner House	225 E Cady St	.	.	1	2016	.	2	2.5	2,580	$ 725,000	$281
Villas Northville Hills	44407+ Broadmoor Blvd	.	.	.	2011	.	4	4	2,730	$ 500,000	$183
							3	3	2,535	$ 450,000	$178
Blue Heron Pt	18185+ Blue Heron Dr	.	.	.	1989	.	2	3.5	2,105	$ 440,000	$209
							3	3.5	2,300	$ 405,000	$176
Glacier	49414 Glacier	.	.	.	2004	.	3	4	2,235	$ 415,000	$186
Dun Rovin	39561 Dun Rovin	.	.	.	1994	.	2	3	2,175	$ 365,000	$168
Arbor Trail	47436 Arbor Trail	.	.	.	1992	.	2	3	1,845	$ 355,000	$192
Village Run	39576 Village Run Dr	.	.	.	1990	.	3	2	2,285	$ 335,000	$147
Cady	300 E Cady St	.	.	1	2002	8	2	2	1,265	$ 325,000	$257
Country Club Village	39764 Glenview Ct	.	.	.	1989	.	3	3	1,965	$ 310,000	$158

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Existing For-Sale Choices | Attached Units Only
The City of Northville | Detroit Metro Region 10 | Year 2016

Exhibit F2.10

Bldg., Street Name	Full Address	Building Type	Water-front	Down-town	Year Built	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	Estimated Selling Price	Estimated Selling Price/Sq Ft
Corlina of Northville	42407+ Corlina Dr	.	.	.	2002	.	2	3.5	1,800	$ 290,000	$161
							3	3.5	1,800	$ 275,000	$153
							2	2.5	1,800	$ 230,000	$128
Rockcrest	39516 Rockcrest Ln	.	.	.	2002	.	2	2	1,755	$ 225,000	$128
Springwater	39438+ Springwater Dr	Twnhse.	.	.	2001	.	2	2.5	1,535	$ 215,000	$140
							2	2.5	1,535	$ 200,000	$130
Morningside	15942 Morningside	.	.	.	2004	.	2	2	1,490	$ 195,000	$131
Sharp Highland Lakes	42170 Farragut Ct	.	.	.	1971	.	2	2.5	1,360	$ 180,000	$132
New Haven	942 New Haven Ct	.	.	.	1979	.	2	1.5	1,175	$ 165,000	$140
Glen Haven	20872+ E Glen Haven Cir	.	.	.	1977	.	3	2.5	1,520	$ 155,000	$102
							2	1	1,200	$ 110,000	$92
Ironwood	19665 Ironwood Ct	.	.	.	1971	.	2	1.5	1,280	$ 130,000	$102
Aqueduct	19644 Aqueduct Ct	.	.	.	1971	.	3	1.5	1,420	$ 130,000	$92
Bryn Mawr	20046 Bryn Mawr Ct	Twnhse.	.	.	1971	.	3	2	1,370	$ 130,000	$95
Northridge	19278 Northridge Dr	.	.	.	1981	.	2	2	1,180	$ 125,000	$106

Source: Based on market observations, surveys, and assessors records.
Analysis and exhibit prepared by LandUseUSA; 2016.

Section G

Existing Households
Counties and Places

Prepared by:

LandUseUSA

Prepared for:

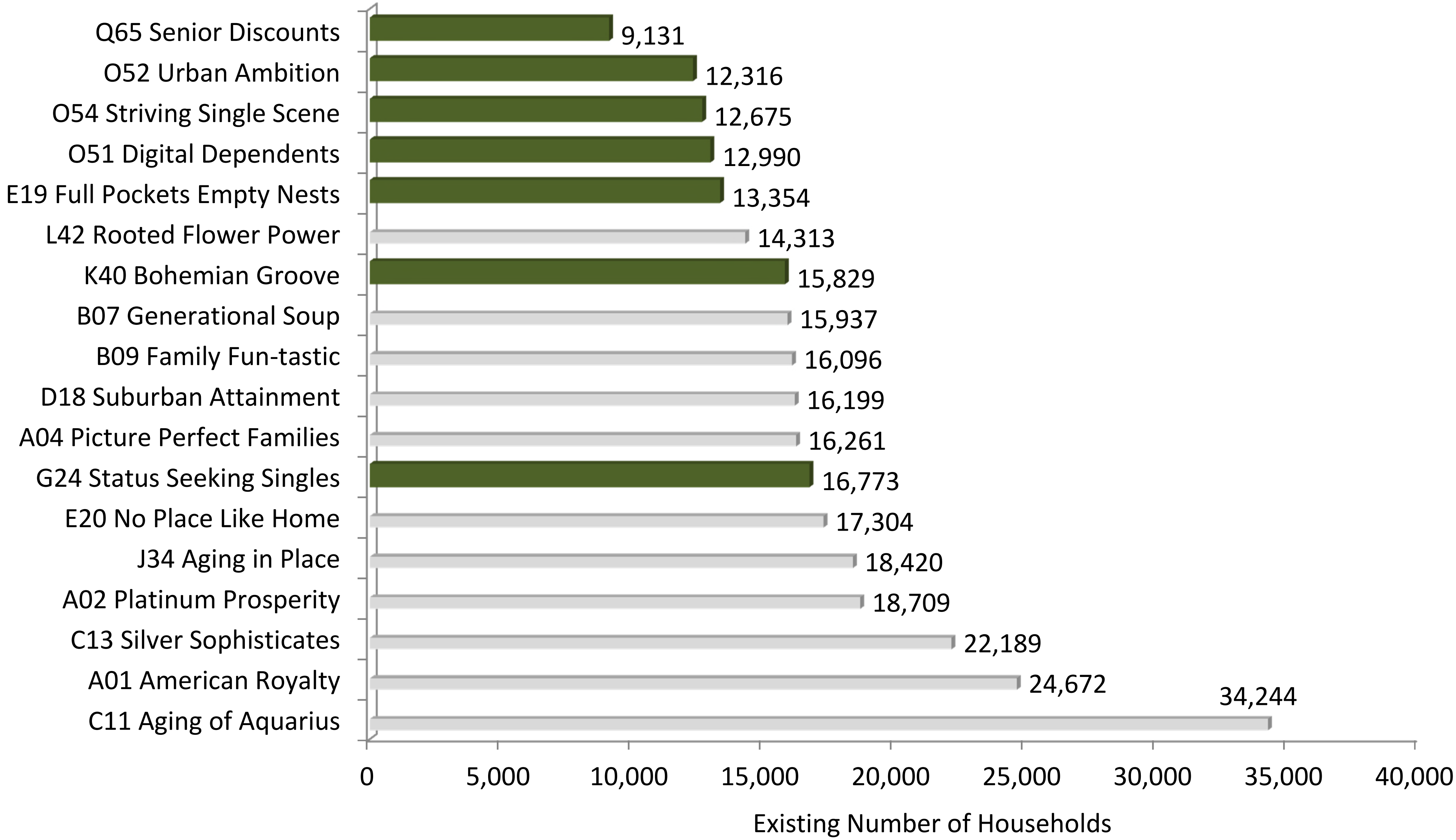
The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Exhibit G.1

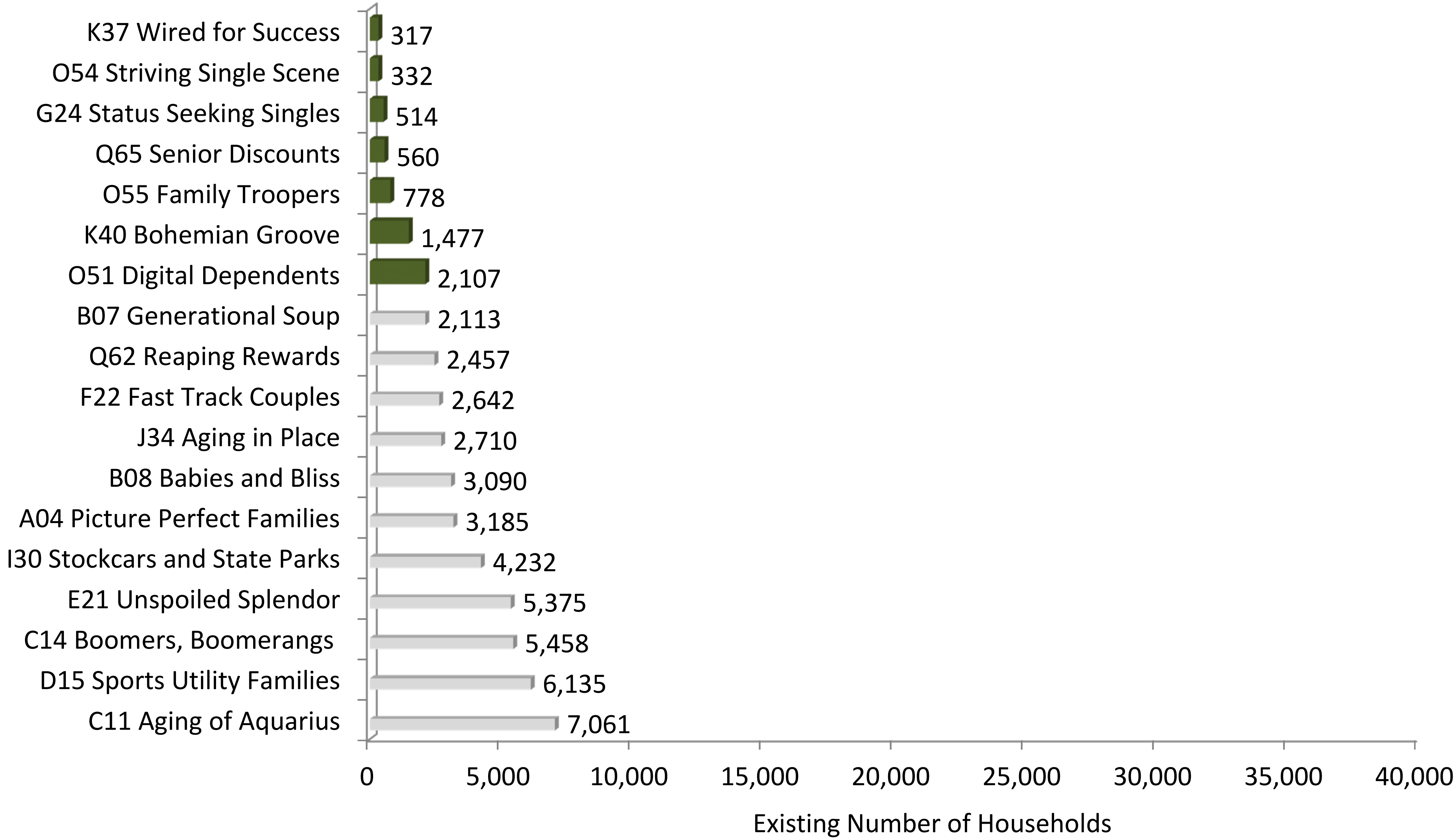
Existing Households by Predominant Lifestyle Cluster
Oakland COUNTY | Detroit Metro Prosperity Region 10 | Year 2015



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

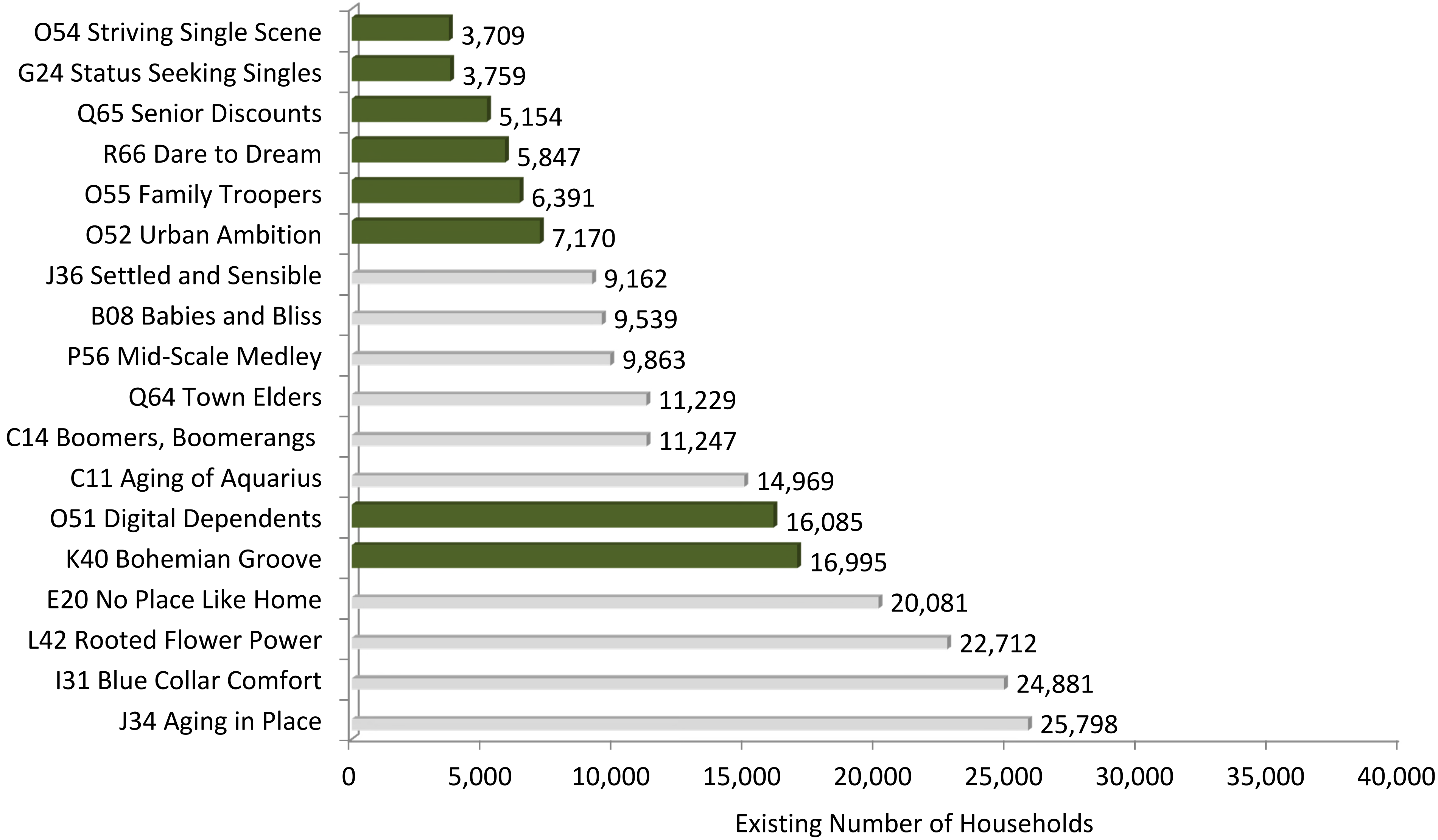
Existing Households by Predominant Lifestyle Cluster
Livingston COUNTY | Detroit Metro Prosperity Region 10 | Year 2015



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

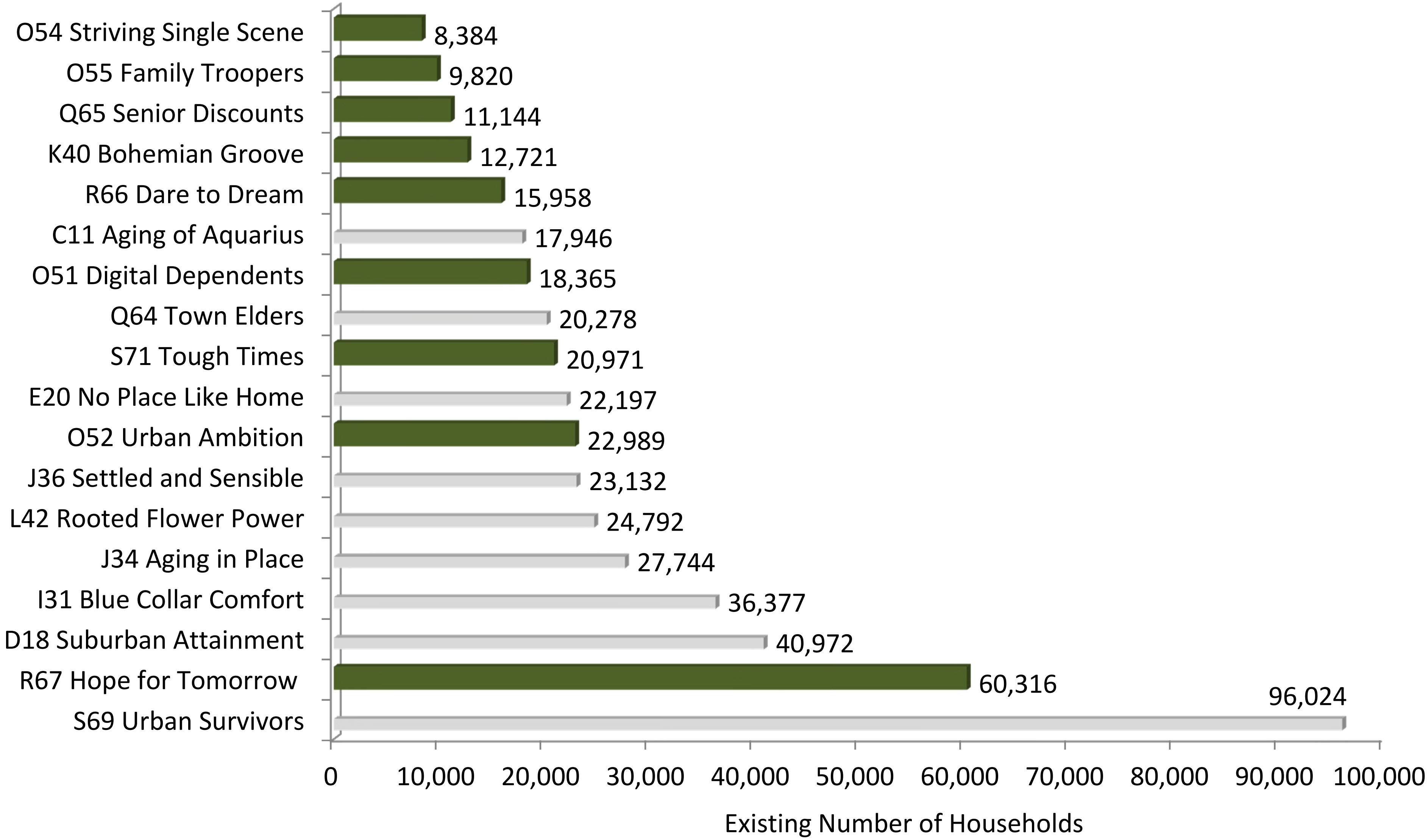
Existing Households by Predominant Lifestyle Cluster
Macomb COUNTY | Detroit Metro Prosperity Region 10 | Year 2015



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.

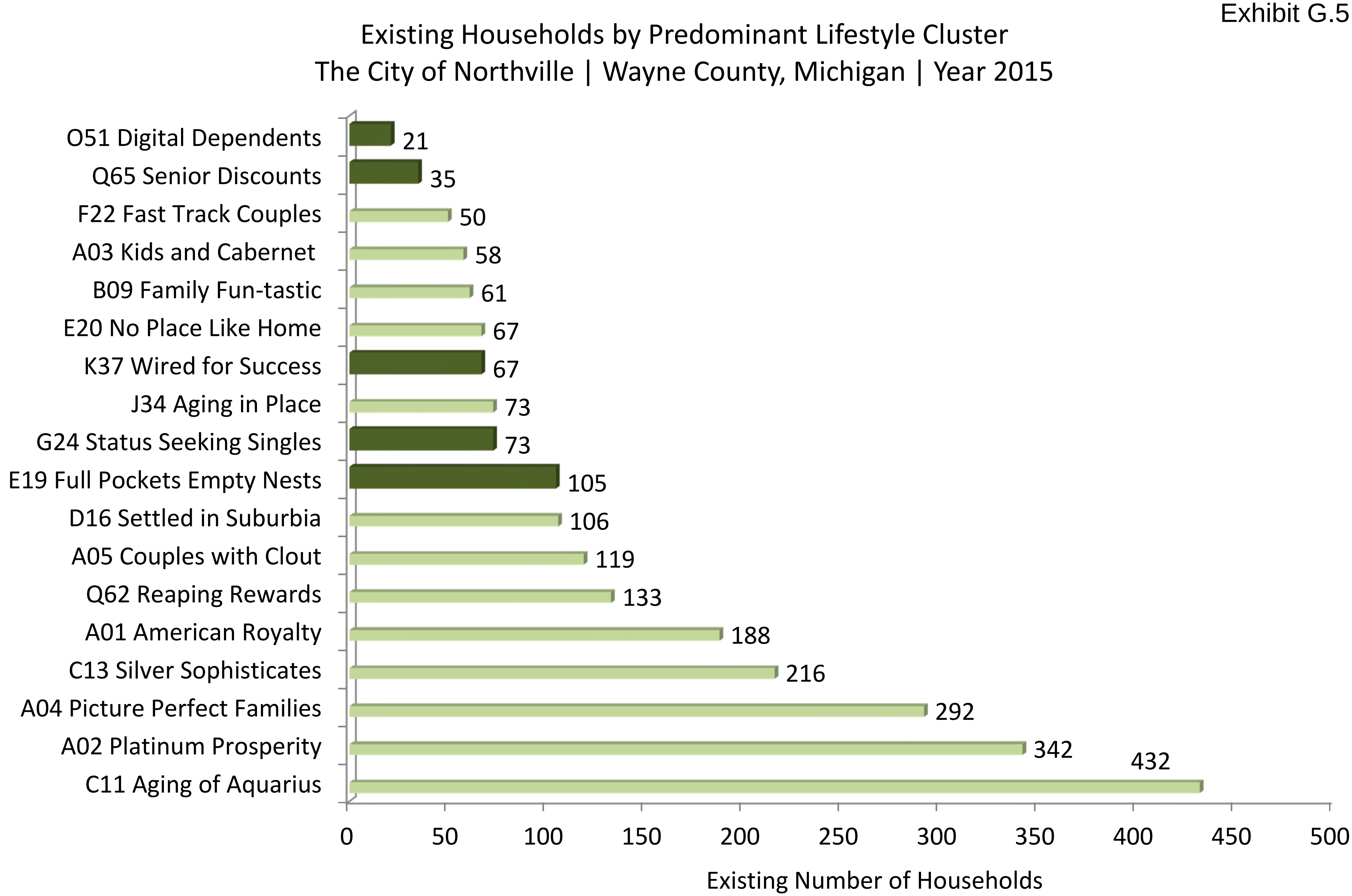
Exhibit G.4

Existing Households by Predominant Lifestyle Cluster
Wayne COUNTY | Detroit Metro Prosperity Region 10 | Year 2015



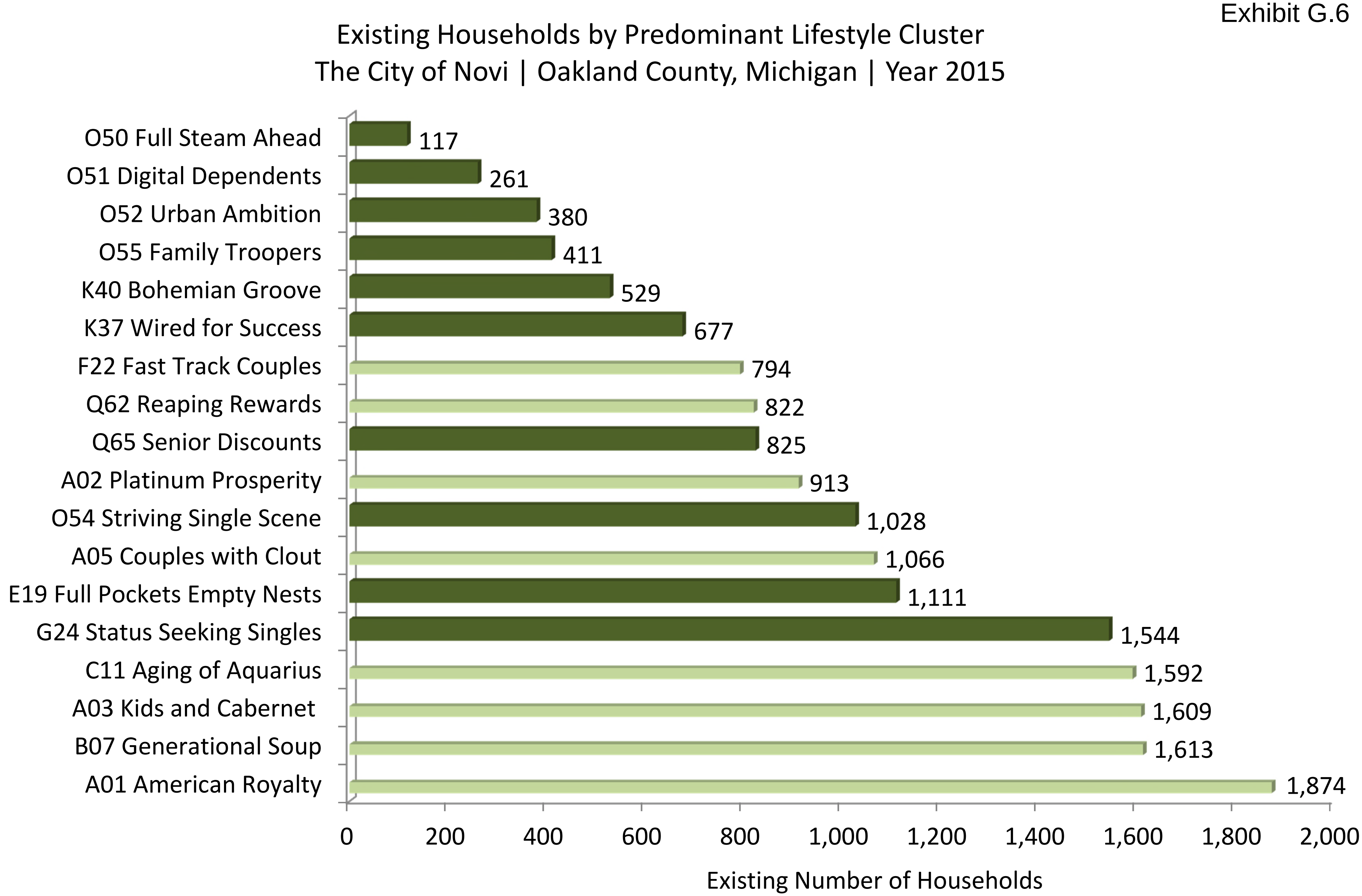
Source: Underlying Mosaic|USA data provided by Experian Decision Analytics and powered by Sites|USA, with results through year-end 2015. Analysis and exhibit prepared by LandUse|USA; 2016.

Exhibit G.5



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.

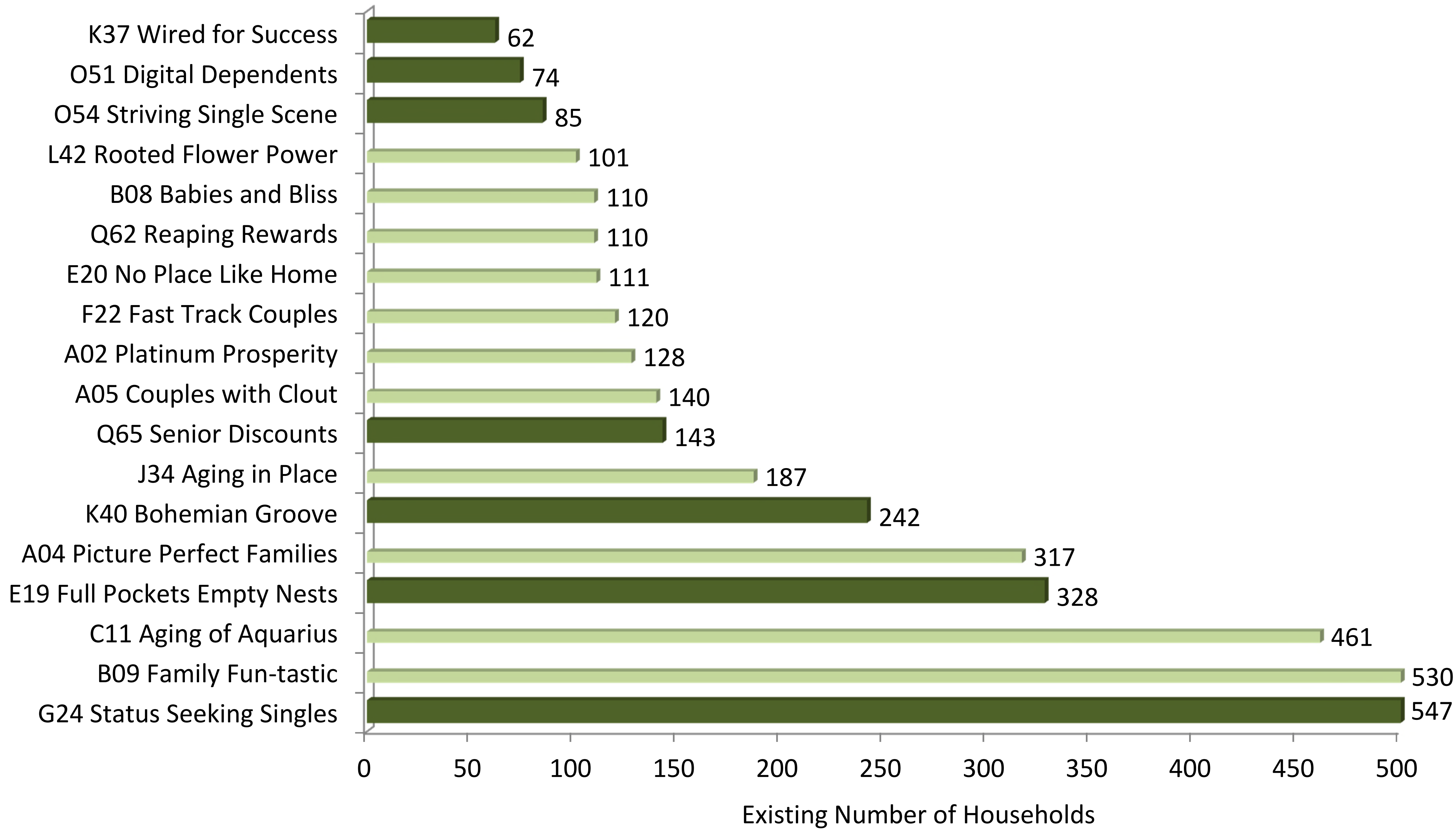
Exhibit G.6



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

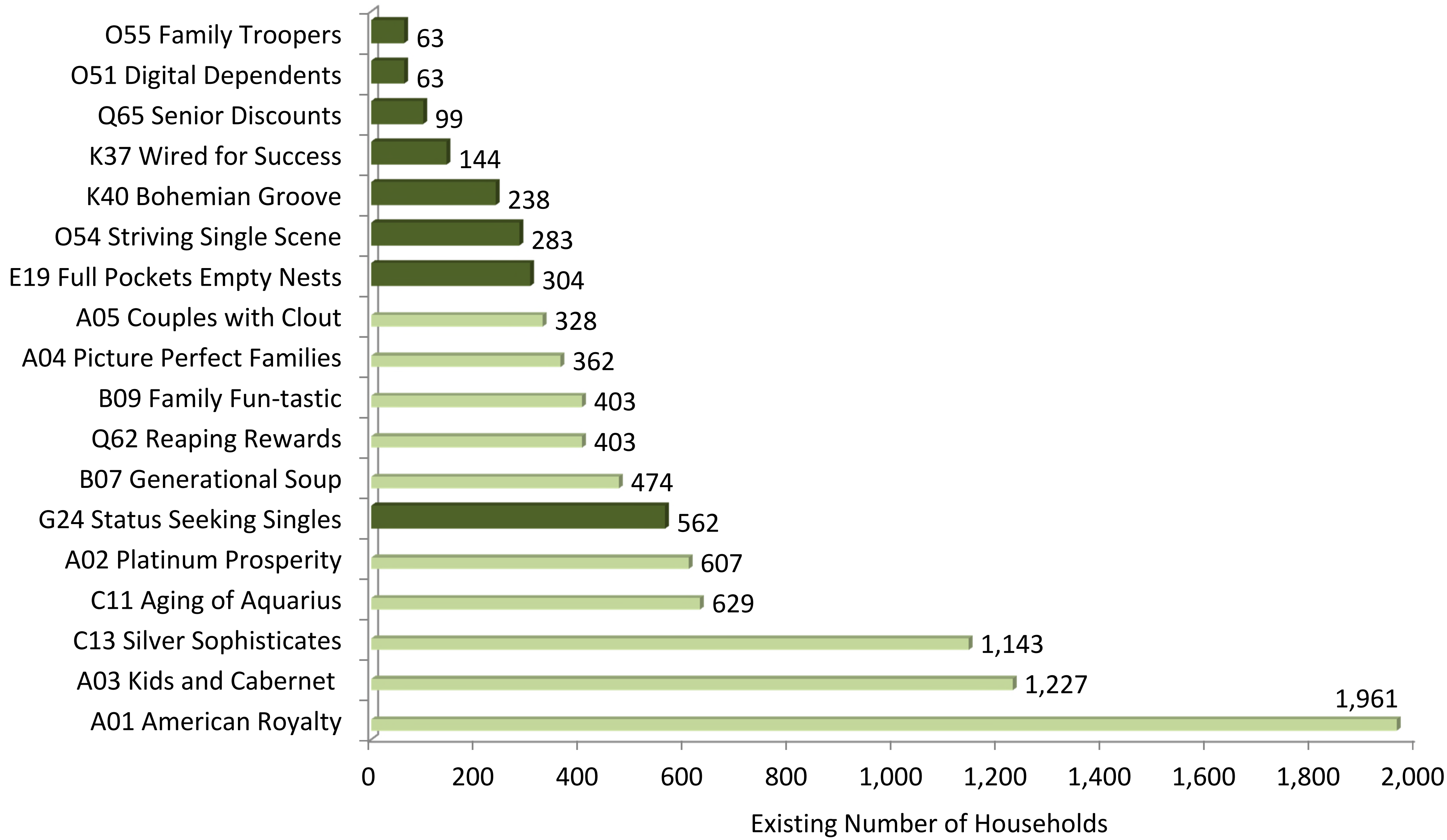
Existing Households by Predominant Lifestyle Cluster
The City of Plymouth | Wayne County, Michigan | Year 2015



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.8

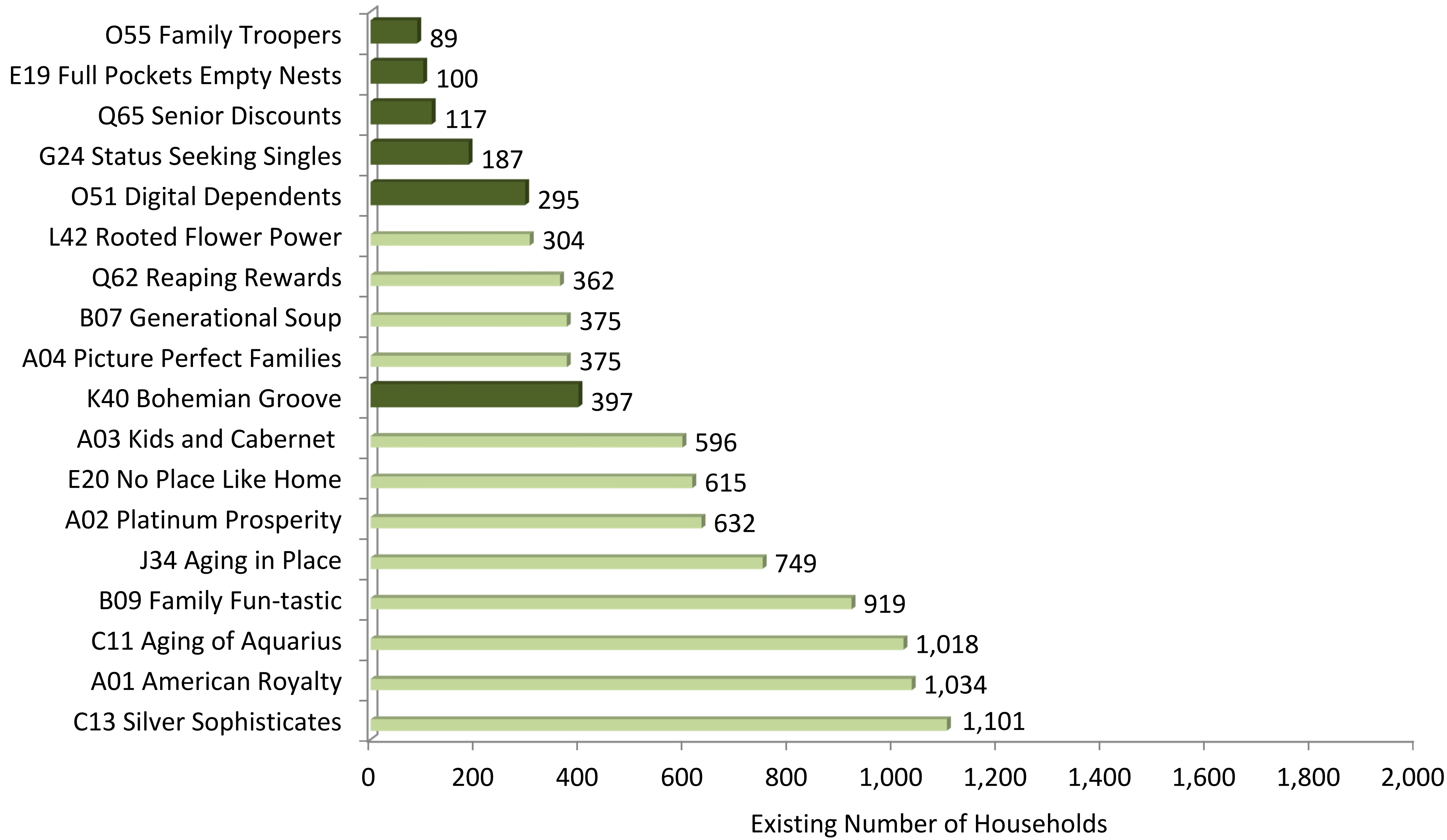
Existing Households by Predominant Lifestyle Cluster
Northville Township | Wayne County, Michigan | Year 2015



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

Existing Households by Predominant Lifestyle Cluster
Plymouth Township | Wayne 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.10

Market Parameters and Forecasts | Total Housing Units, Including Vacancies
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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
	Northville and Others							
1	City of Northville	2,858	2,748	2,808	2,761	2,717	2,717	2,717
2	Novi Township	52	65	65	72	62	62	62
3	City of Novi	24,112	24,199	24,658	24,562	24,303	24,303	24,303
4	Northville Twp.	10,879	10,940	11,276	11,281	11,562	12,029	13,021
5	City of Plymouth	4,437	4,435	4,536	4,504	4,531	4,585	4,696
6	Plymouth Twp.	11,021	11,129	11,048	11,112	11,118	11,130	11,154
	Clockwise							
1	Livingston Co.	72,551	72,756	72,845	73,080	73,359	73,920	75,056
2	Oakland Co.	526,693	527,145	527,464	528,388	529,670	532,243	537,428
3	Wayne Co.	826,328	823,853	821,990	819,932	817,106	817,106	817,106

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. Some estimates for 2014 are provided by the Southeast Michigan Council of Governments (SEMCOG).

Exhibit G.11

Market Parameters and Forecasts | Households
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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.
	Northville and Others								
1	City of Northville	2,596	2,599	2,520	2,545	2,543	2,547	2,555	2,571
2	Novi Township	59	52	63	63	70	60	64	69
3	City of Novi	22,258	22,047	22,445	23,033	23,114	23,001	23,232	23,700
4	Northville Twp.	11,520	10,111	10,165	10,596	10,858	11,086	11,421	11,885
5	City of Plymouth	4,314	4,128	4,100	4,217	4,170	4,170	4,212	4,297
6	Plymouth Twp.	11,203	10,507	10,583	10,518	10,522	10,598	10,752	11,066
	Clockwise								
1	Livingston Co.	67,380	67,265	67,397	67,399	67,691	68,279	69,470	71,916
2	Oakland Co.	483,698	481,040	481,449	482,978	486,332	489,797	496,801	511,112
3	Wayne Co.	702,749	690,943	681,674	674,263	670,987	667,553	670,226	675,604

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. Some of the estimates for 2014 are provided by the Southeast Michigan Council of Governments (SEMCOG).

Exhibit G.12

Market Parameters and Forecasts | Median Household Income
The City of Northville and Other Places | Detroit Metro Prosperity Region 10

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
	Northvile and Others									
1	City Northville	$101,943	$104,583	$88,237	$89,116	$91,270	$94,385	$98,936	$109,956	$54,410
2	Novi Township	$98,750	$104,063	$93,750	$108,125	$125,000	$133,645	$146,944	$138,333	$57,000
3	City of Novi	$80,151	$76,561	$78,430	$80,108	$80,299	$81,913	$85,239	$105,657	$55,074
4	Northville Twp.	$101,761	$99,458	$97,470	$97,161	$101,949	$109,104	$120,030	$125,581	$53,111
5	City of Plymouth	$70,045	$69,038	$63,875	$73,389	$67,350	$68,704	$71,493	$88,284	$39,026
6	Plymouth Twp.	$91,087	$87,846	$86,156	$86,217	$80,806	$82,430	$85,777	$96,757	$40,417
	Clockwise									
1	Livingston Co.	$72,129	$72,129	$72,396	$72,359	$73,694	$75,610	$78,680	$79,971	$39,369
2	Oakland Co.	$66,390	$66,456	$66,456	$65,594	$66,436	$67,771	$70,523	$82,351	$37,875
3	Wayne Co.	$42,241	$42,241	$42,241	$41,184	$41,421	$42,254	$43,969	$55,780	$22,220

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

Demographic Assessment
City and Comparisons

Prepared by:

LandUseUSA

Prepared for:

The City of Northville, Michigan

Detroit Metro Prosperity Region 10

City of Northville Michigan
Historically Distinctive

Exhibit H.1

Selected Demographic Variables and Economic Indicators
The City of Northville | Detroit Metro Prosperity Region 10

	City of North-ville	Novi Twp.	The City of Novi	Northville Twp.	The City of Plymouth	Plymouth Twp.	Livingston County	Oakland County	Wayne County
2010 | Households	2,596	59	22,258	11,520	4,314	11,203	67,380	483,698	702,749
2014 | Households	2,547	60	23,001	11,086	4,170	10,598	68,279	489,797	667,553
compound annual rate	-0.5%	0.4%	0.8%	-1.0%	-0.8%	-1.4%	0.3%	0.3%	-1.3%
2010 | Population	5,970	150	55,224	28,497	9,132	27,524	180,967	1,202,362	1,820,584
2014 | Population	6,001	157	56,887	28,682	9,029	27,255	183,264	1,220,798	1,790,078
compound annual rate	0.1%	1.1%	0.7%	0.2%	-0.3%	-0.2%	0.3%	0.4%	-0.4%
Group Quarters 2014	34	0	334	206	138	36	1,182	11,375	21,141
Correction, Detention, Prison	0	0	0	11	0	1	320	1,796	3,571
Nursing and Special Care	34	0	293	0	118	5	530	3,724	7,267
College/University Housing	0	0	0	0	0	0	1	2,433	2,248
Military Quarters	0	0	0	0	0	0	0	0	0
Other Organized Groups	0	0	41	195	20	30	330	3,422	8,055
Total Population 18+ years	5,186	137	47,287	23,565	7,510	22,746	152,654	1,040,905	1,526,494
Less Than High School Grad.	3%	2%	5%	4%	5%	4%	6%	7%	16%
High School Grad or Equiv.	13%	11%	16%	14%	16%	17%	27%	21%	30%
Some College, Assoc. Degree	24%	16%	26%	24%	27%	30%	36%	31%	34%
Bachelor's Degree or Higher	60%	71%	53%	58%	52%	49%	31%	41%	20%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014; and the Bureau of Labor Statistics (BLS), 2015. Analysis and exhibit prepared by LandUseUSA, 2016. Traffic counts as reported by the Michigan Dept. of Transportation, 2014.

Exhibit H.2

Housing Units and Vacancies by Building Size

The City of Northville | Detroit Metro Prosperity Region 10

	City of North-ville	Novi Twp.	The City of Novi	Northville Twp.	The City of Plymouth	Plymouth Twp.	Livingston County	Oakland County	Wayne County
2014 | Total Housing Units	2,717	62	24,303	11,562	4,531	11,118	73,359	529,670	817,106
1, mobile, other	1,744	62	13,313	6,526	2,432	8,486	62,941	377,407	583,574
1, attached, 2	442	0	3,237	2,203	549	752	4,503	39,436	87,706
3 or 4	85	0	1,315	487	497	440	837	17,228	21,032
5 to 9	150	0	2,141	1,206	421	810	1,845	35,931	32,677
10 to 19	41	0	1,114	538	177	372	2,259	24,605	27,954
20 to 49	89	0	1,417	80	164	65	409	13,028	21,428
50 or more	166	0	1,766	522	291	193	565	22,035	42,735
"Vacant" (w/Seasonal Rented, Sold)	170	2	1,302	476	361	520	5,080	39,873	149,553
1, mobile, other	101	2	416	207	121	337	4,219	23,269	90,922
1, attached, 2	0	0	239	10	43	6	311	3,352	26,112
3 or 4	34	0	137	41	79	41	106	2,180	5,067
5 to 9	0	0	75	146	28	90	116	3,365	5,955
10 to 19	0	0	160	72	0	22	153	3,275	6,131
20 to 49	17	0	111	0	30	0	88	1,669	6,506
50 or more	18	0	164	0	60	24	87	2,763	8,860

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014.

Analysis and exhibit prepared by LandUseUSA, 2016.

Exhibit H.3

Reasons for Vacancies and Indicators of Seasonality
The City of Northville | Detroit Metro Prosperity Region 10

	City of North-ville	Novi Twp.	The City of Novi	Northville Twp.	The City of Plymouth	Plymouth Twp.	Livingston County	Oakland County	Wayne County
2014 | Total "Vacant" Units	170	2	1,302	476	361	520	5,080	39,873	149,553
Available, For Rent	35	0	385	132	81	130	474	10,600	23,716
Available, For Sale	22	0	178	14	39	44	601	5,430	14,075
Vacant, Not Listed	96	2	486	207	140	194	1,644	12,780	94,246
Available (subtotal)	153	2	1,049	353	260	368	2,719	28,810	132,037
Seasonal, Recreation	0	0	51	71	36	85	2,068	5,493	4,611
Migrant Workers	0	0	0	0	0	0	0	27	39
Seasonal (subtotal)	0	0	51	71	36	85	2,068	5,520	4,650
Rented, Not Occupied	17	0	146	52	0	26	127	1,715	2,949
Sold, Not Occupied	0	0	56	0	65	41	166	3,828	9,917
Not Available (subtotal)	17	0	202	52	65	67	293	5,543	12,866
2014 | Vacancy Rate unadjusted	6.3%	3.2%	5.4%	4.1%	8.0%	4.7%	6.9%	7.5%	18.3%
2014 | Vacancy Rate adjusted	5.6%	3.2%	4.3%	3.1%	5.7%	3.3%	3.7%	5.4%	16.2%
Premium | Seasonal Non-Residents	0%	0%	0%	1%	1%	1%	3%	1%	1%

Source: U.S. Census 2010; American Community Survey (ACS) 2009 - 2014.
Analysis and exhibit prepared by LandUseUSA, 2016.

Exhibit H.4

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

	Primary County	Wayne	Oakland	Wayne	Washtenaw
	Jurisdiction Name	The City of Northville	The City of Novi	The City of Plymouth	City of Ypsilanti
2010 Population (Decennial Census)		5,970	55,224	9,132	20,191
2013 Population (5-yr ACS 2009-2013)		6,001	56,887	9,029	19,844
City/Village-Wide Planning Documents					
1	City-Wide Master Plan (not county)	1	1	1	1
2	Has a Zoning Ordinance Online	1	1	0	1
3	Considering a Form Based Code	0	0	0	1
4	Parks & Rec. Plan and/or Commiss.	1	1	1	1
Downtown Planning Documents					
5	Established DDA, BID, or Similar	1	0	1	1
6	DT Master Plan, Subarea Plan	1	0	0	1
7	Streetscape, Transp. Improv. Plan	1	0	0	1
8	Retail Market Study or Strategy	1	0	0	1
9	Residential Market Study, Strategy	1	0	0	1
10	Façade Improvement Program	0	0	0	1
Downtown Organization and Marketing					
11	Redevelopment Ready Community	0	1	0	1
12	Designation: Michigan Cool City	0	0	1	1
13	Member of Michigan Main Street	0	0	0	1
14	Facebook Page	1	0	1	1
Listing or Map of Merchants and Amenities					
15	City/Village Main Website	0	0	0	0
16	DDA, BID, or Main Street Website	1	0	1	1
17	Chamber or CVB Website	1	1	1	1
Subtotal Place Score (17 points possible)		11	5	7	16

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.

Exhibit H.5

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

	Primary County	Wayne	Oakland	Wayne	Washtenaw
	Jurisdiction Name	The City of Northville	The City of Novi	The City of Plymouth	City of Ypsilanti
2010 Population (Decennial Census)		5,970	55,224	9,132	20,191
2013 Population (5-yr ACS 2009-2013)		6,001	56,887	9,029	19,844
Unique Downtown Amenities					
1	Cinema/Theater, Playhouse	1	0	1	1
2	Waterfront Access/Parks	1	0	1	1
3	Established Farmer's Market	1	0	1	1
4	Summer Music in the Park	1	0	1	0
5	National or Other Major Festival	0	0	1	1
Downtown Street and Environment					
6	Angle Parking (not parallel)	1	0	1	0
7	Reported Walk Score is 50+	1	1	1	1
8	Walk Score/1,000 Pop is 40+	0	0	0	0
9	Off Street Parking is Evident	1	0	1	1
10	2-Level Scale of Historic Buildings	1	0	0	1
11	Balanced Scale 2 Sides of Street	1	0	1	1
12	Pedestrian Crosswalks, Signaled	1	0	1	1
13	Two-way Traffic Flow	1	0	1	1
Subtotal Place Score (13 points possible)		11	1	11	10
Total Place Score (30 Points Possible)		22	6	18	26
Total Place Score per 1,000 Population		3.7	0.1	2.0	1.3
Reported Walk Score (avg. = 42)		74	52	77	87
Walk Score per 1,000 Population		12	1	9	4

This PlaceScore assessment is based only on internet research, and has not been field verified.
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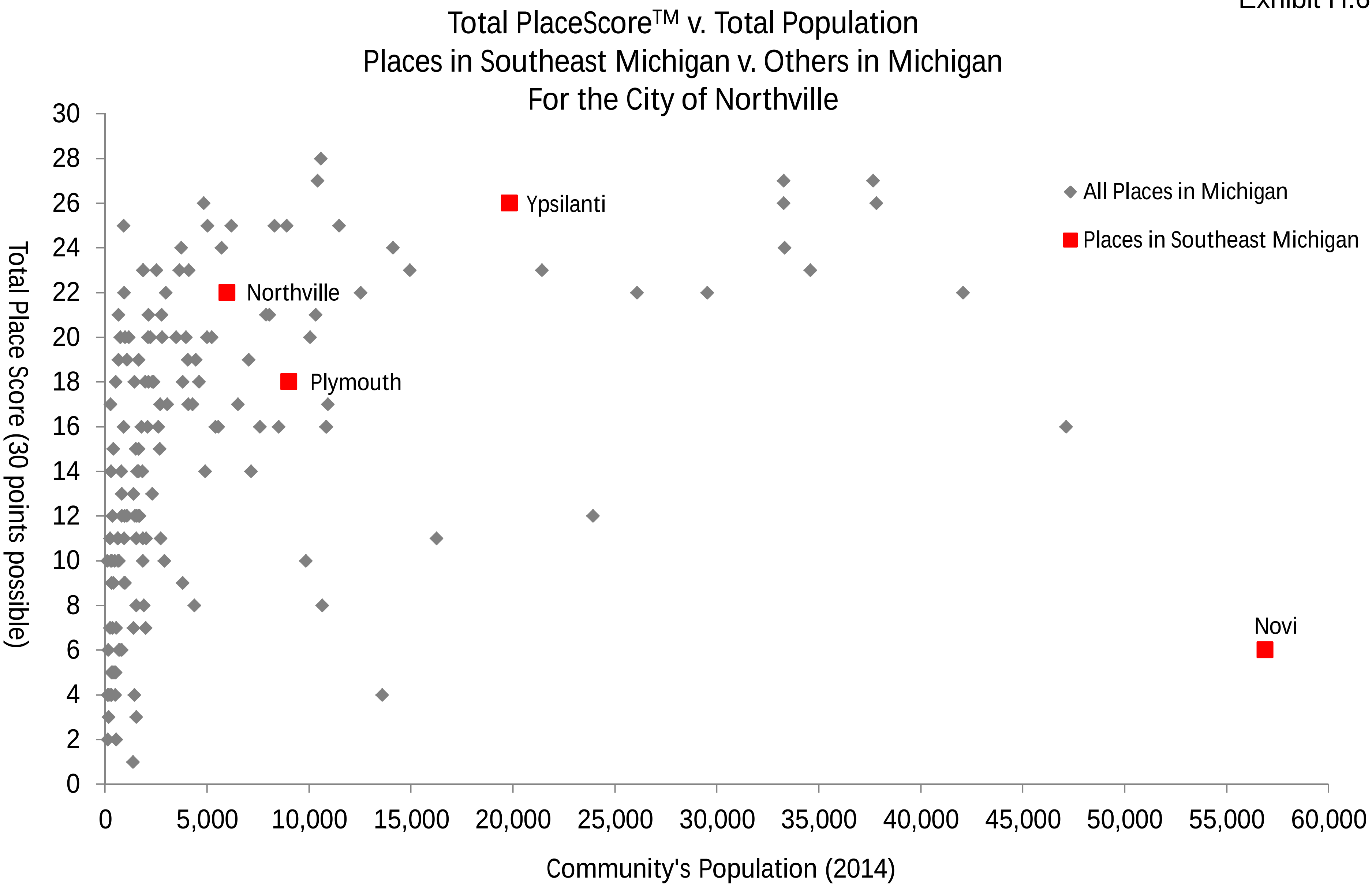
Exhibit H.6



Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Population is ACS 5-year estimates for 2010-2014. The PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.

Exhibit H.7

Source: Based on a subjective analysis of 30 Placemaking criteria using internet research only, and have not been field-verified. Population is ACS 5-year estimates for 2010-2014. PlaceScore terms and methodologies are trademarked by LandUse|USA (c) 2016.