

June 1, 2024

# BOREALIS BEACH REGION

## Residential TMA Handout

Prepared for the  
**Marquette County  
Intergovernmental  
Housing Task Force**

Coordinated by the  
Lake Superior Community Partnership  
and  
Marquette County Land Bank Authority

Prepared by:



**LandUseUSA**  
UrbanStrategies



# Section 1-C

## The City of Marquette

## Market Potential

### Capture

- Throughout the City of Marquette, build 150 new for-sale units per year over the next five years, including 65 detached houses or cottages; 60 townhouses with porches and private entrances; and 25 condominium-style apartments with shared entrances (attached formats will depend on sites with vista views).
- In addition, build 680 new for-lease units annually over the next five years, including 290 lofts or apartments (preferably in buildings with shared courtyards); 95 townhouses with private entrances; and 295 accessory dwellings, cottages, and units in small apartment houses.
- New renters include about 420 student households; and removing them from the analysis reduces the market potential to about 260 new for-lease units (680 minus 420).

### Retention

- Whenever they become available, renovate, remodel, or rehab up to 155 existing for-sale units per year over the next five years, including 70 detached houses; 60 townhouses; and 25 condominium-style apartments.
- In addition, renovate, remodel, or rehab up to 950 existing for-lease units annually over the next five years, including 330 lofts or courtyard apartments; 150 townhouses; and 470 accessory dwellings, cottages, and subdivided houses – whenever they become available.
- Again, renters migrating within the city include about 495 student households. Removing them from the analysis reduces the market potential to about 455 rehabbed for-lease units annually (950 minus 495).

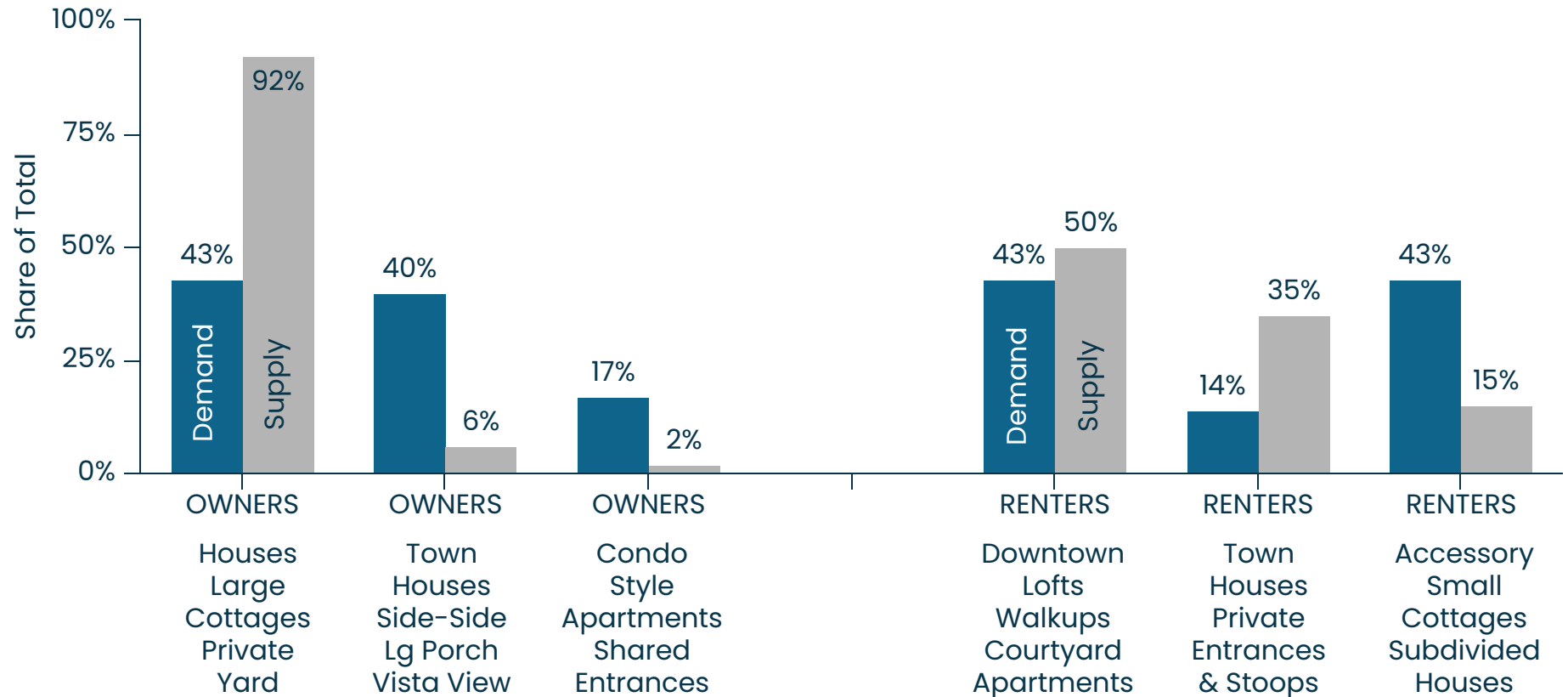
Interception – Bolster the market potential for new-builds by building an additional +30 for-sale units and +135 for-lease units; and focus on missing housing formats that would most appeal to the migrating households. Those households would otherwise be inclined to bypass the City of Marquette for other places in Marquette County.

Maximum – Adding the Capture, Retention, and Interception numbers together yields the maximum market potential for new-builds. This approach assumes that rather than renovating, remodeling, or rehabbing existing units, developers instead build new units for every household migrating either into or within the city.

---

# The Housing Mismatch | Marquette City

## Capture with New Builds v. Existing Units | 2025



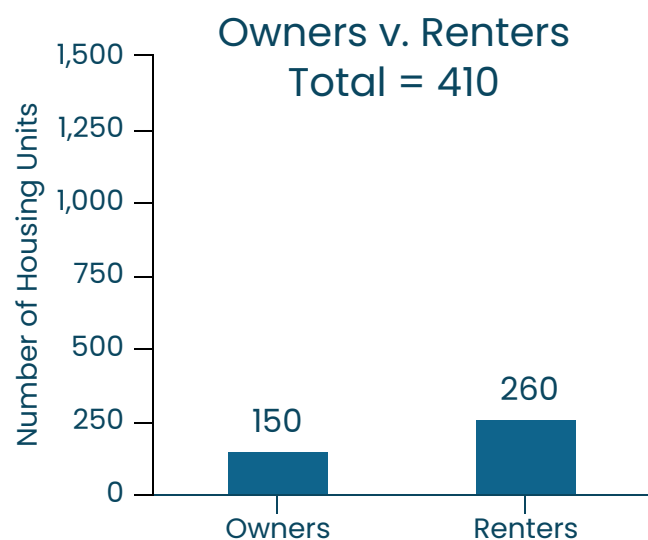
Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2022. Demand is based on the number of new households migrating into the City of Marquette each year. All figures are unadjusted for out-migration; internal movership among existing households; vacancies; and new projects that might be in pipeline for future development.



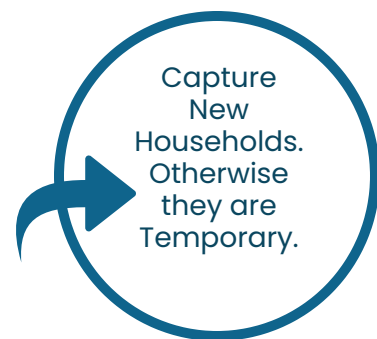
Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2023.

# Annual Market Potential | Marquette City

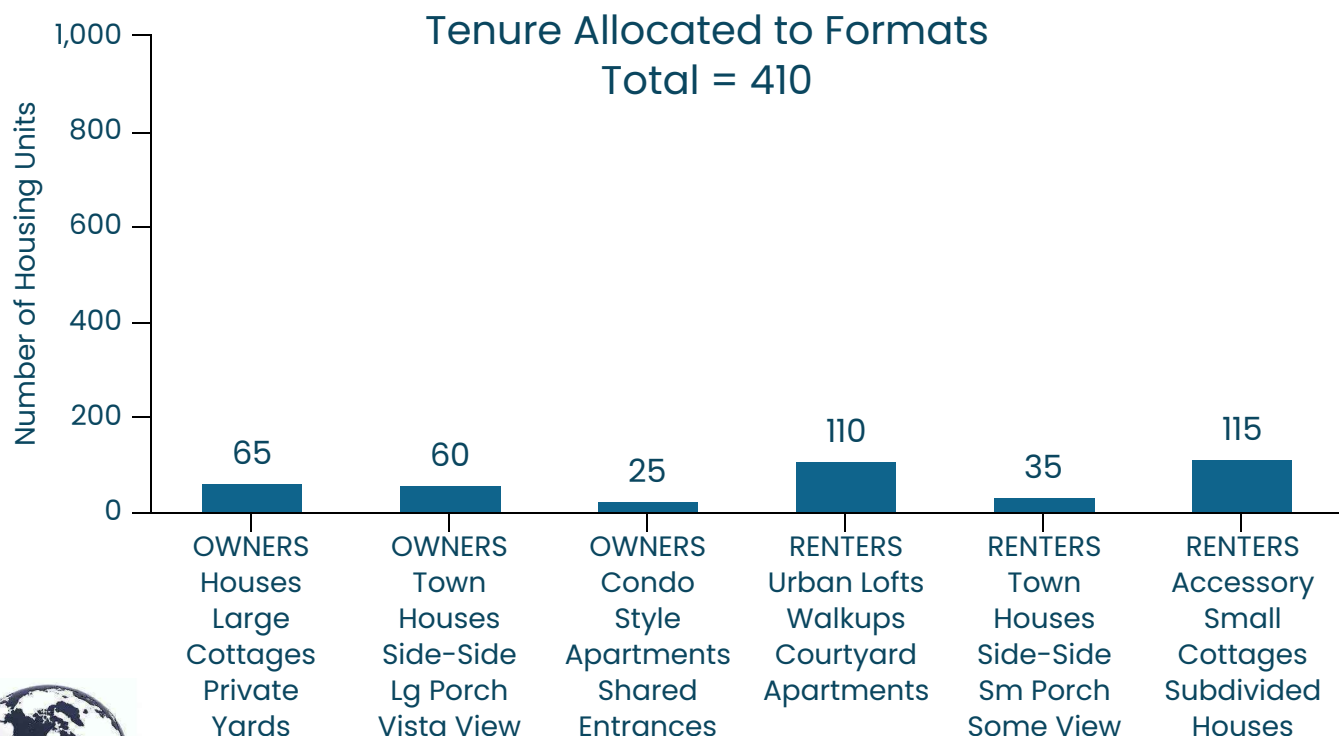
## Capture with New Builds | Year 2025



IMPORTANT NOTE:  
The 260 renter households exclude 420 student households



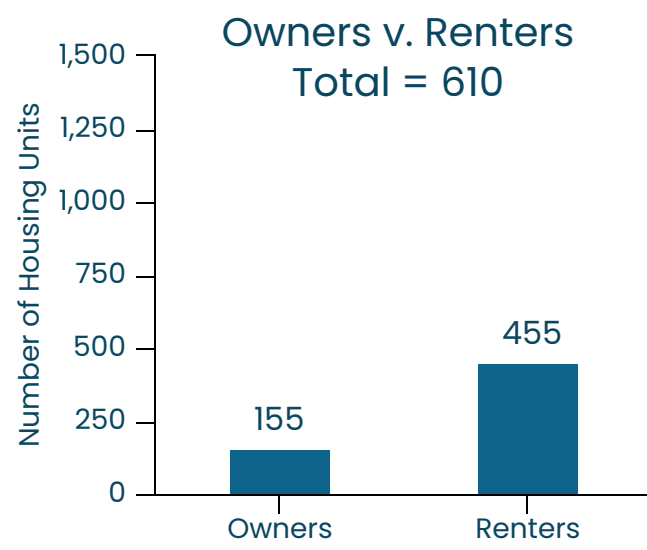
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Marquette by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the City of Marquette.

# Annual Market Potential | Marquette City

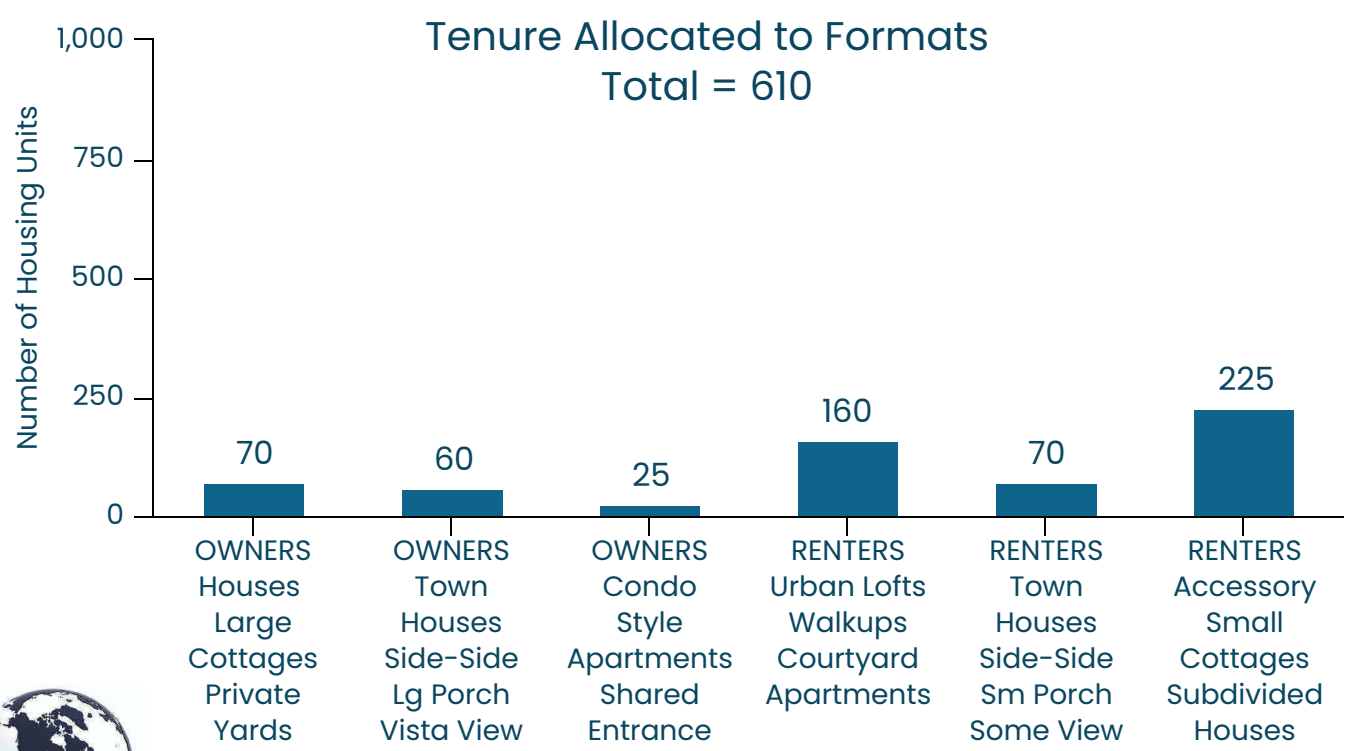
## Retain with Rehabs | Year 2025



IMPORTANT NOTE:  
The 455 renter households exclude 495 student households



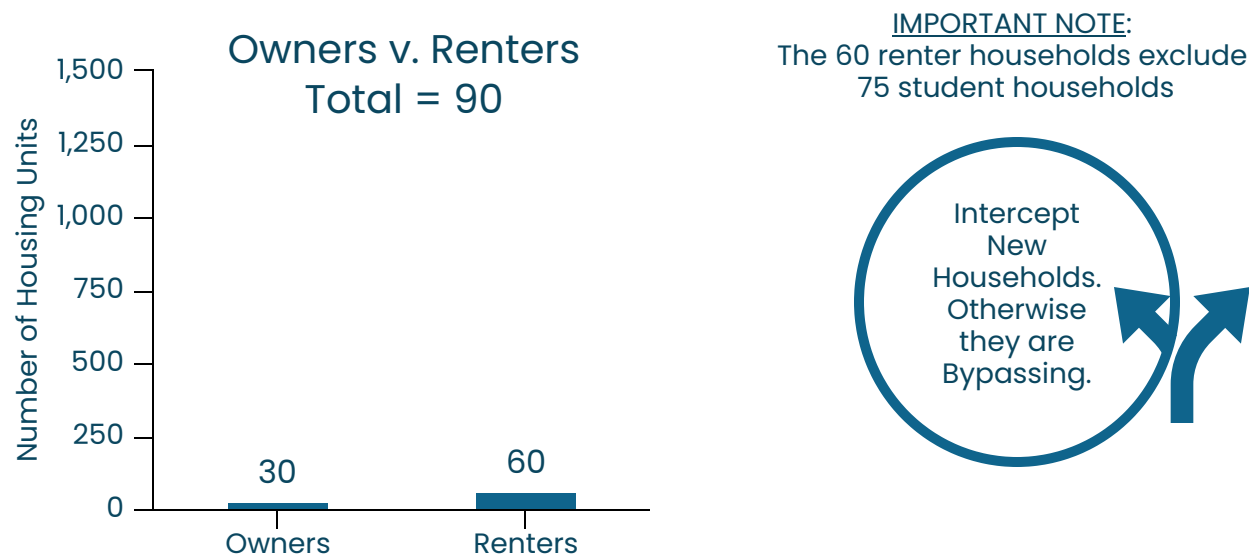
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Marquette by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



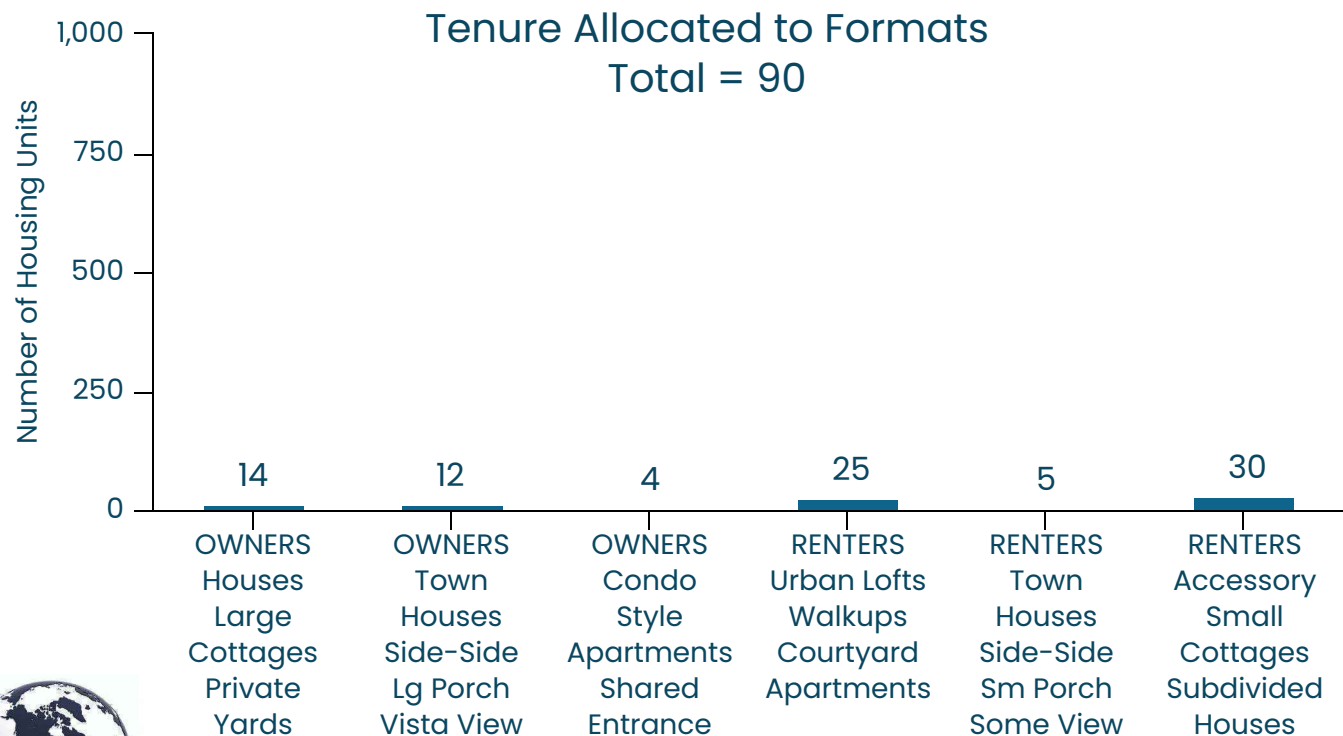
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving within the City of Marquette.

# Annual Market Potential | Marquette City

## Intercept with New Builds | Year 2025



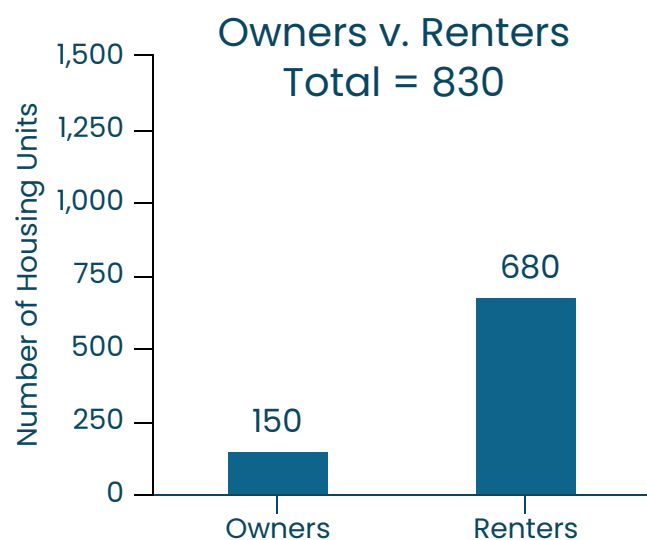
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Marquette. There is an upside potential to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



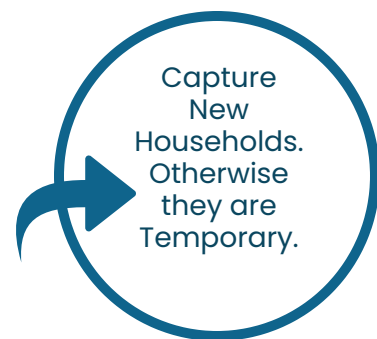
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving into Marquette County but bypassing the City of Marquette.

# Annual Market Potential | Marquette City

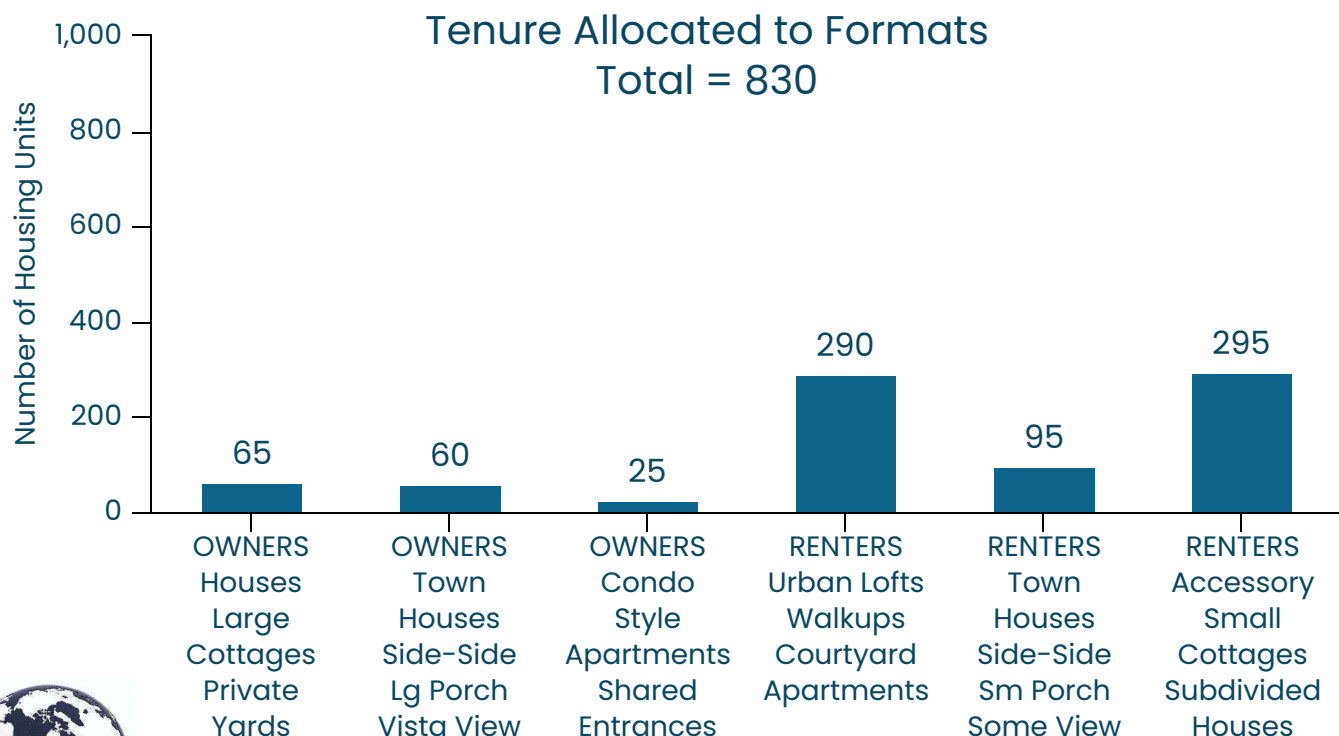
## Capture with New Builds | Year 2025



IMPORTANT NOTE:  
The 680 renter households include 420 student households



Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Marquette by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

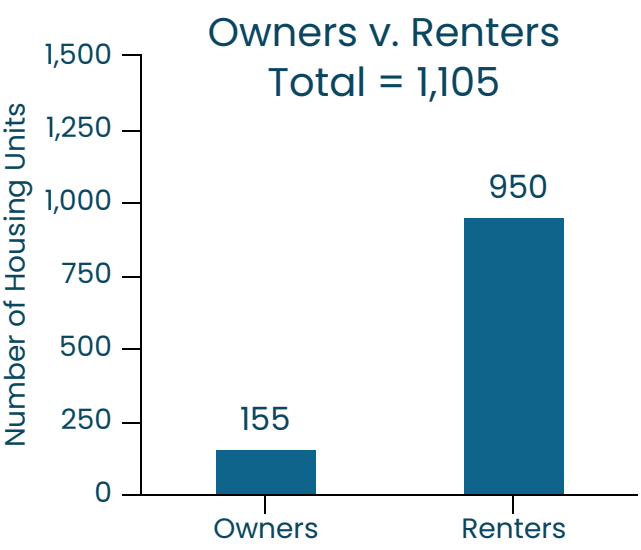


Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the City of Marquette.



# Annual Market Potential | Marquette City

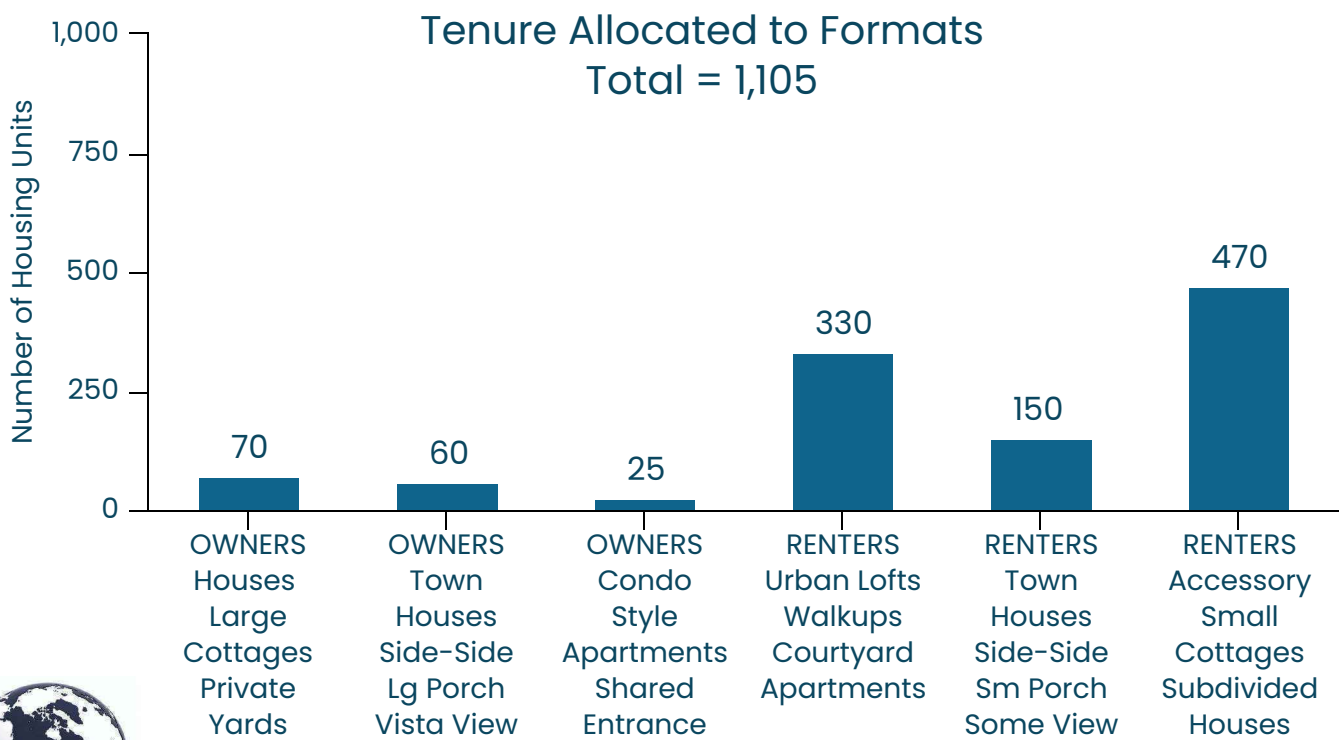
## Retain with Rehabs | Year 2025



IMPORTANT NOTE:  
The 950 renter households include 495 student households



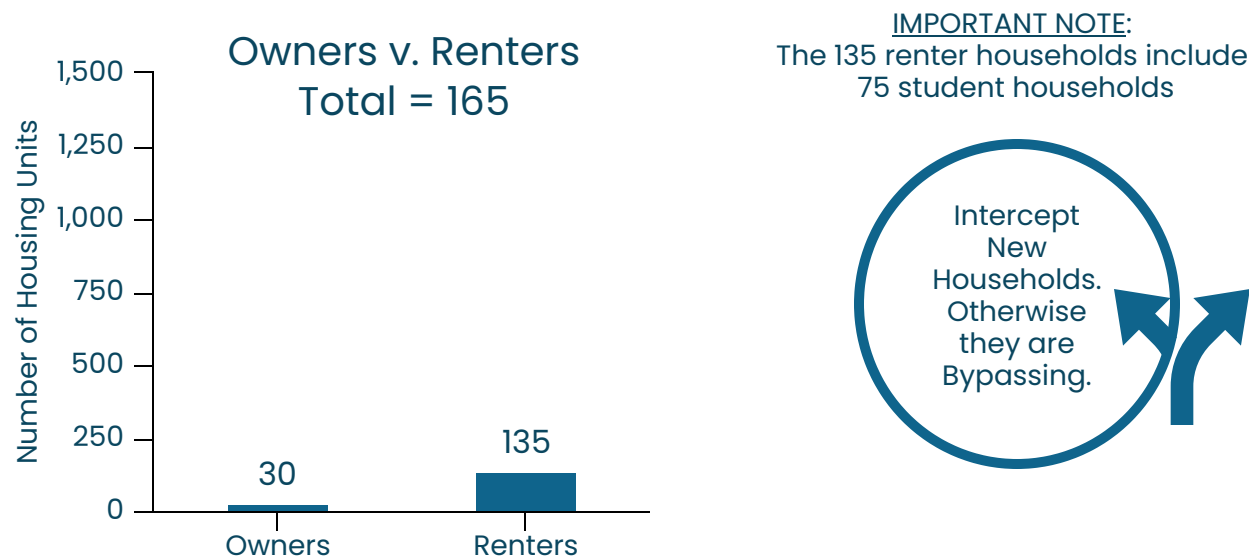
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Marquette by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



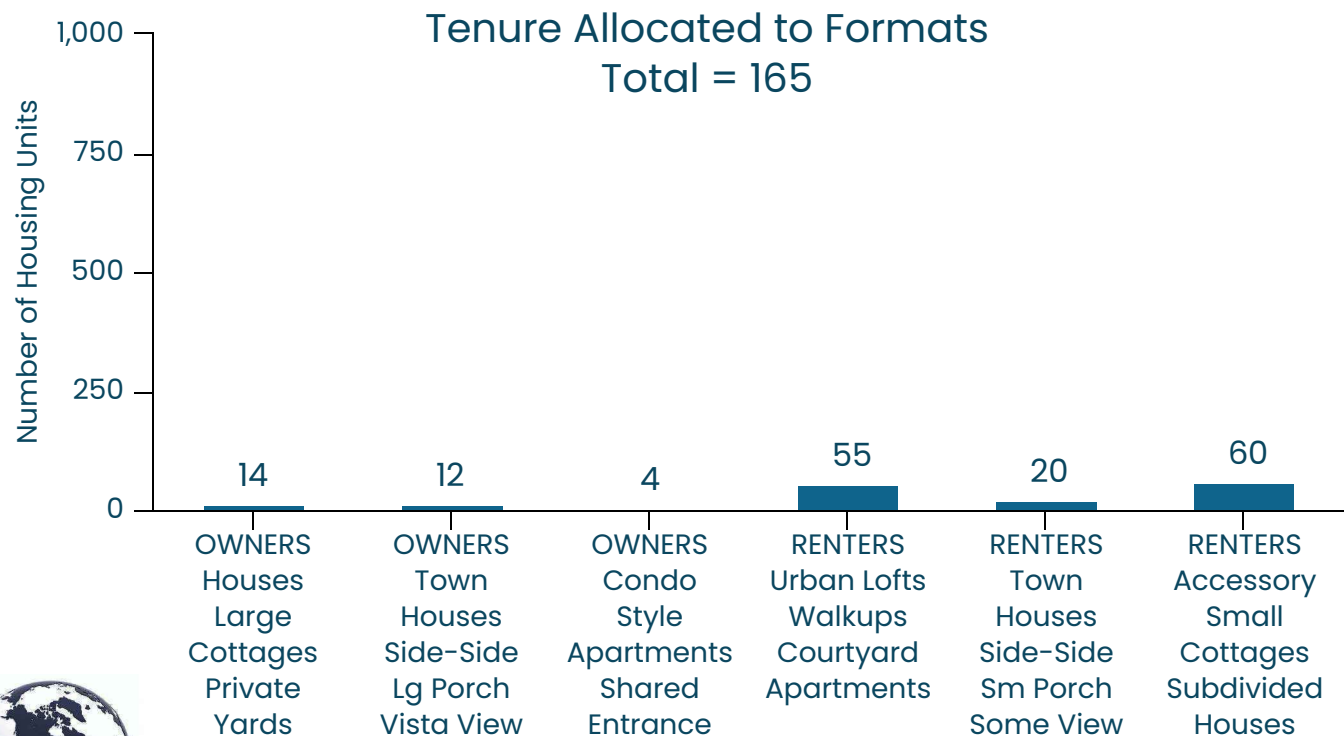
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving within the City of Marquette.

# Annual Market Potential | Marquette City

## Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Marquette. There is an upside potential to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving into Marquette County but bypassing the City of Marquette.

# Annual Market Potential | Marquette City Capture of New Owners | Year 2025

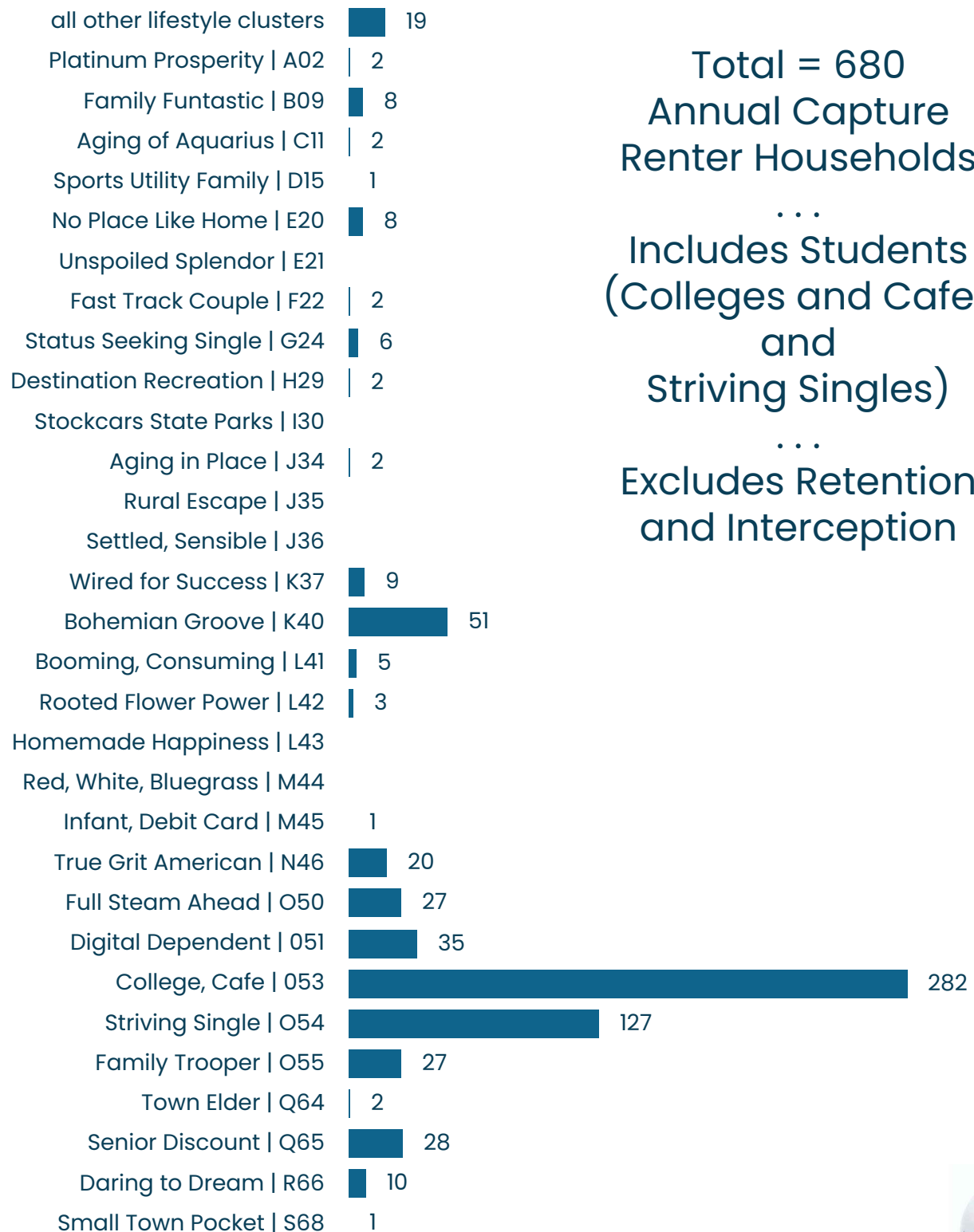
all other lifestyle clusters	13
Platinum Prosperity   A02	4
Family Funtastic   B09	13
Aging of Aquarius   C11	4
Sports Utility Family   D15	1
No Place Like Home   E20	13
Unspoiled Splendor   E21	
Fast Track Couple   F22	4
Status Seeking Single   G24	4
Destination Recreation   H29	2
Stockcars State Parks   I30	
Aging in Place   J34	4
Rural Escape   J35	
Settled, Sensible   J36	
Wired for Success   K37	1
Bohemian Groove   K40	2
Booming, Consuming   L41	5
Rooted Flower Power   L42	5
Homemade Happiness   L43	
Red, White, Bluegrass   M44	
Infant, Debit Card   M45	1
True Grit American   N46	25
Full Steam Ahead   O50	
Digital Dependent   O51	19
College, Cafe   O53	22
Striving Single   O54	1
Family Trooper   O55	
Town Elder   Q64	3
Senior Discount   Q65	4
Daring to Dream   R66	
Small Town Pocket   S68	

Total = 150  
Annual Capture  
Owner Households

...  
Includes Students  
(Colleges and Cafes  
and  
Striving Singles)

...  
Excludes Retention  
and Interception

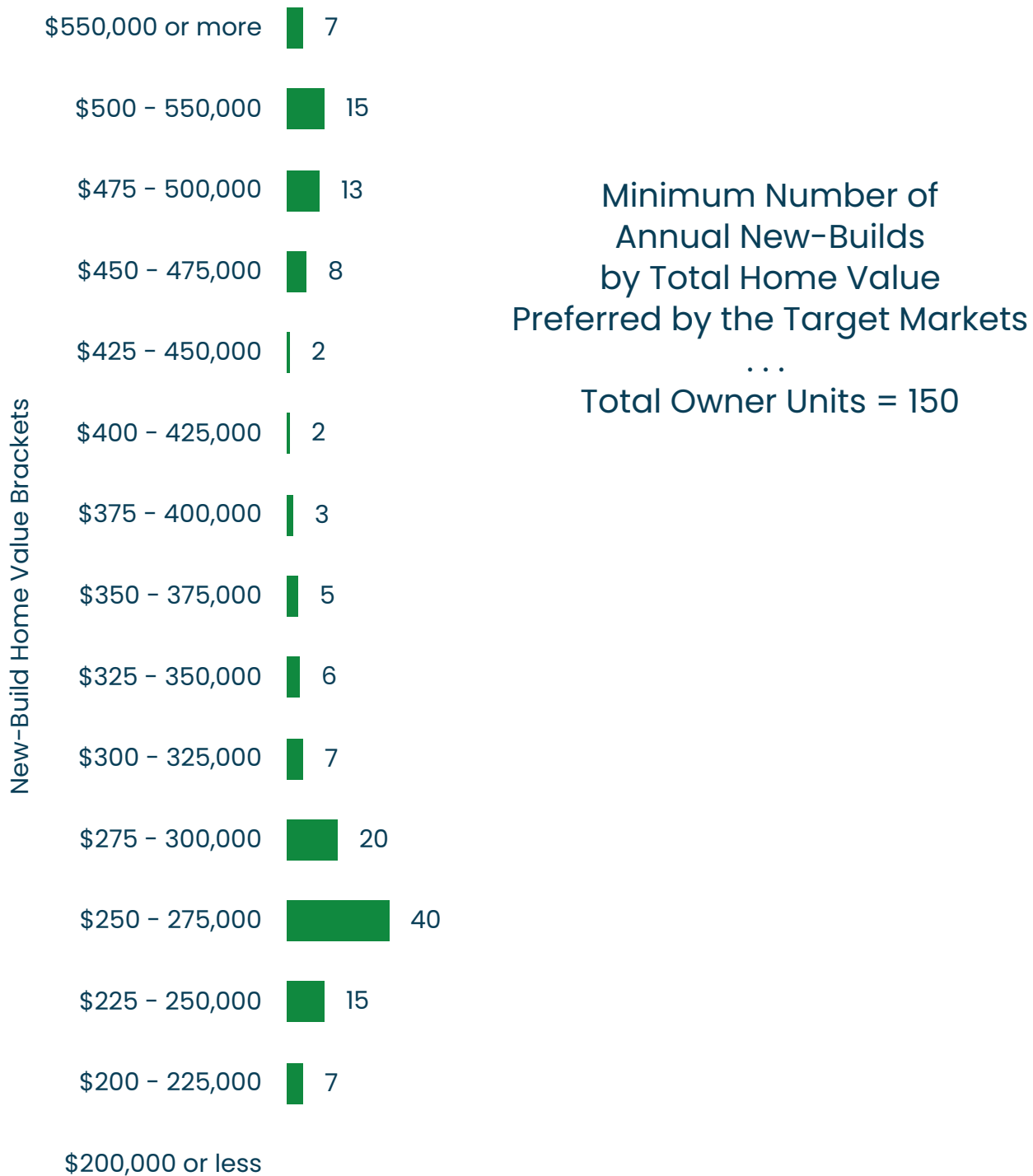
# Annual Market Potential | Marquette City Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.



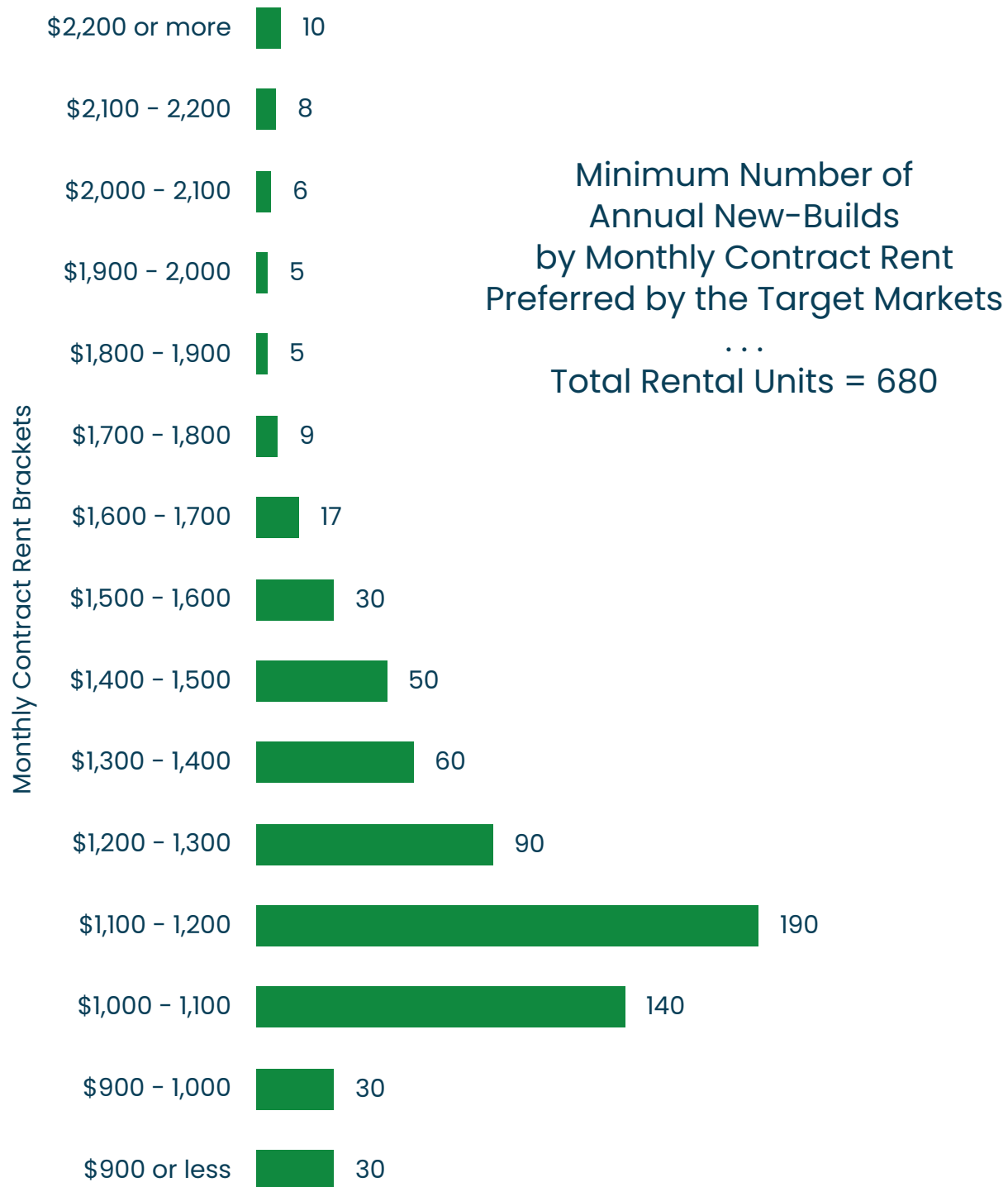
# Home Value Tolerance | Marquette City Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.



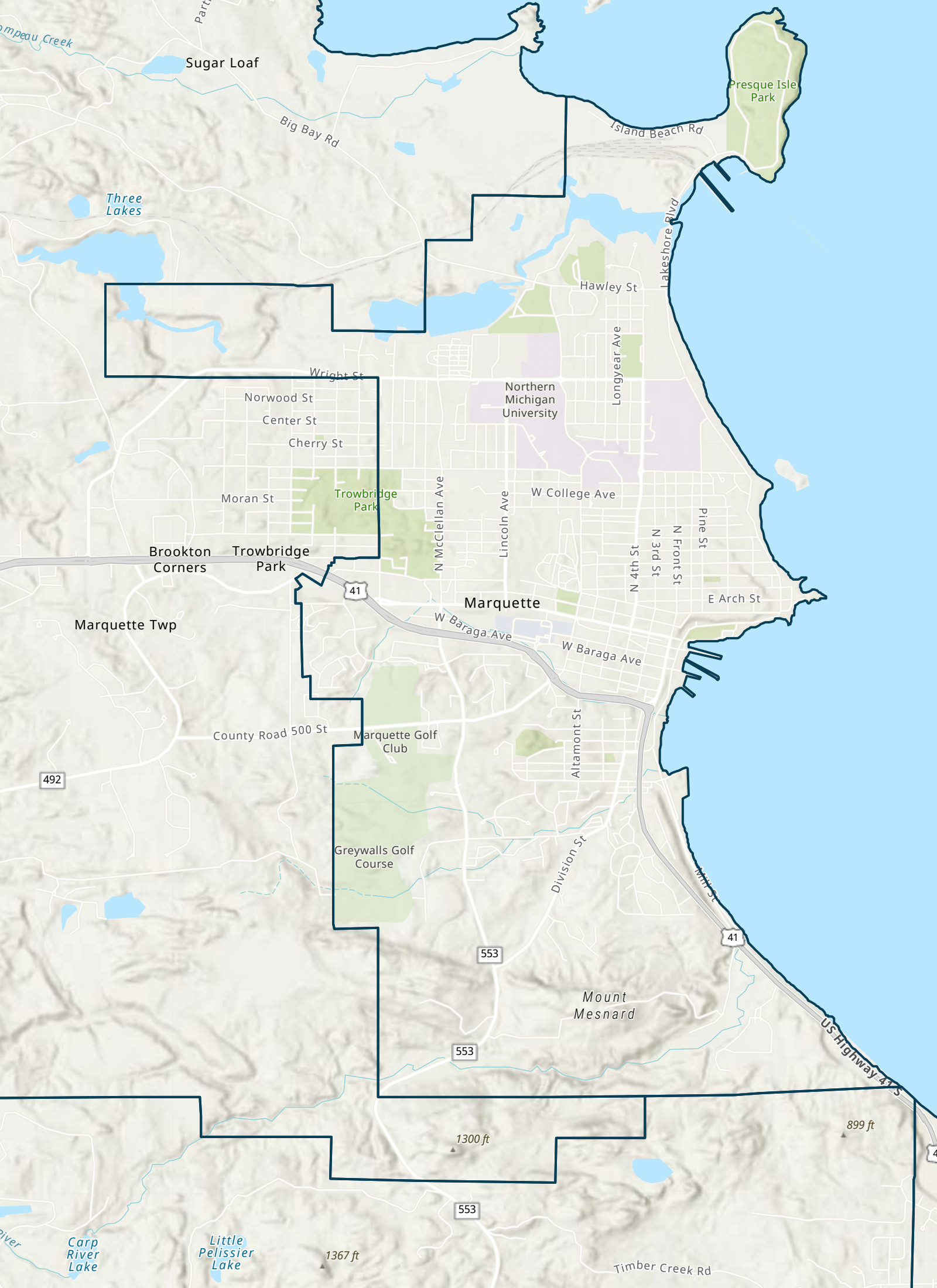
# Monthly Rent Tolerance | Marquette City Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.







# Section 1-D



## Trowbridge Park CDP

## Market Potential

Capture

- Throughout the Trowbridge Park Census Designated Place (CDP), build 8 (eight) new for-sale units per year over the next five years, including 6 (six) detached houses or cottages; and 2 (two) units in a duplex with porches and private entrances (attached formats will depend on sites with vista views).
- In addition, build 40 new for-lease units annually over the next five years, including 10 (ten) lofts or apartments (preferably in buildings with shared courtyards); 6 (six) townhouses with private entrances; and 24 accessory dwellings, cottages, and units in small apartment houses.

Retention

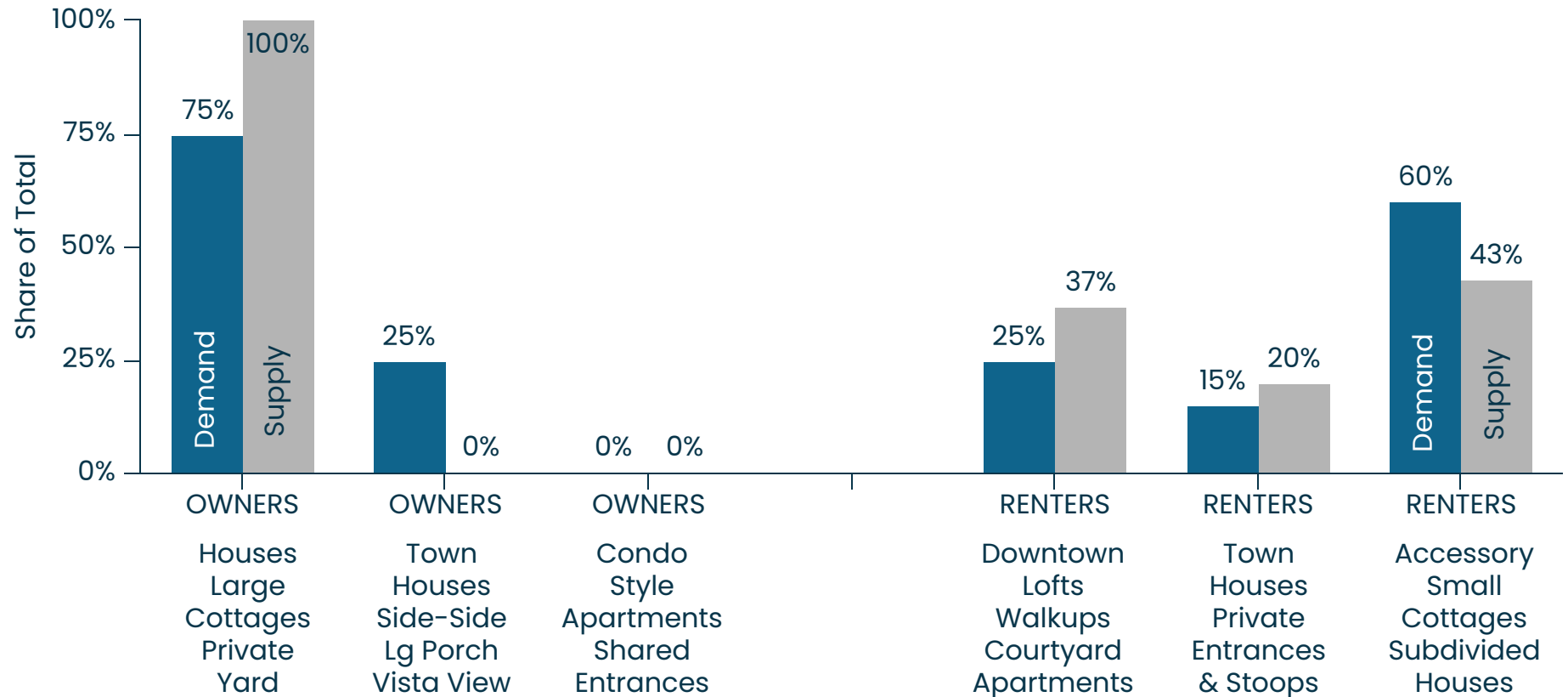
- Whenever they become available, renovate, remodel, or rehab 6 (six) existing for-sale units per year over the next five years, including 4 (four) detached houses; and 2 (two) units in a duplex.
- In addition, renovate, remodel, or rehab up to 30 existing for-lease units annually over the next five years, including 6 (six) lofts or courtyard apartments; 4 (four) townhouses; and up to 20 accessory dwellings, cottages, and subdivided houses – whenever they become available.

Interception – Bolster the market potential for new-builds by building an additional +2 (two) for-sale units and +8 (eight) for-lease units; and focus on missing housing formats that would most appeal to the migrating households. Those households would otherwise be inclined to bypass Trowbridge Park for other places in Marquette County.

Maximum – Adding the Capture, Retention, and Interception numbers together yields the maximum market potential for new-builds. This approach assumes that rather than renovating, remodeling, or rehabbing existing units, developers instead build new units for every household migrating either into or within Trowbridge Park.

---

# The Housing Mismatch | Trowbridge Park CDP Capture with New Builds v. Existing Units | 2025



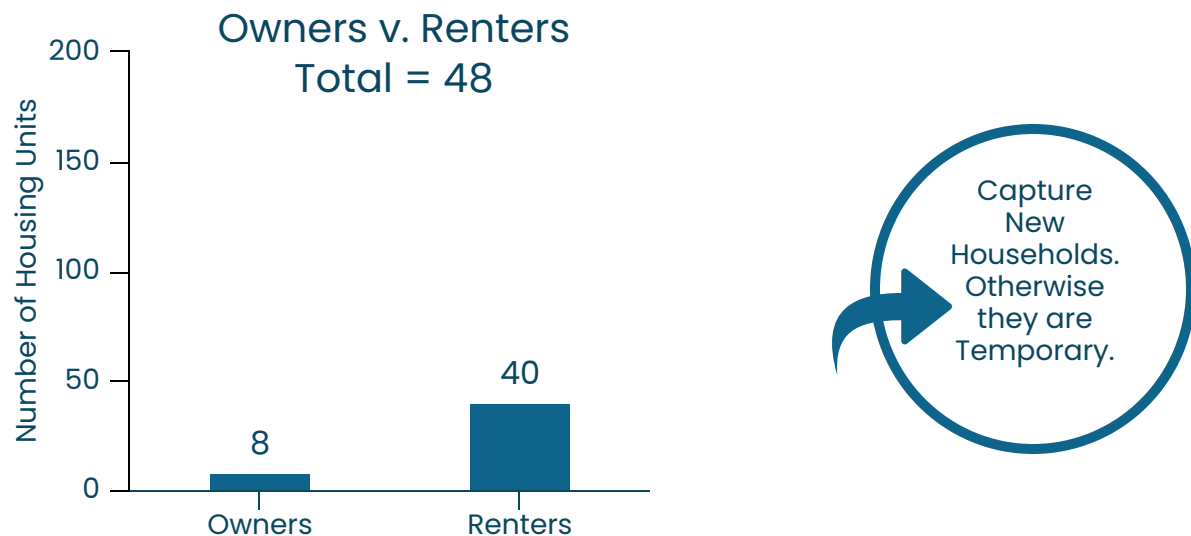
Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2022. Demand is based on the number of new households migrating into the Trowbridge Park CDP each year. All figures are unadjusted for out-migration; internal movership among existing households; vacancies; and new projects that might be in pipeline for future development.



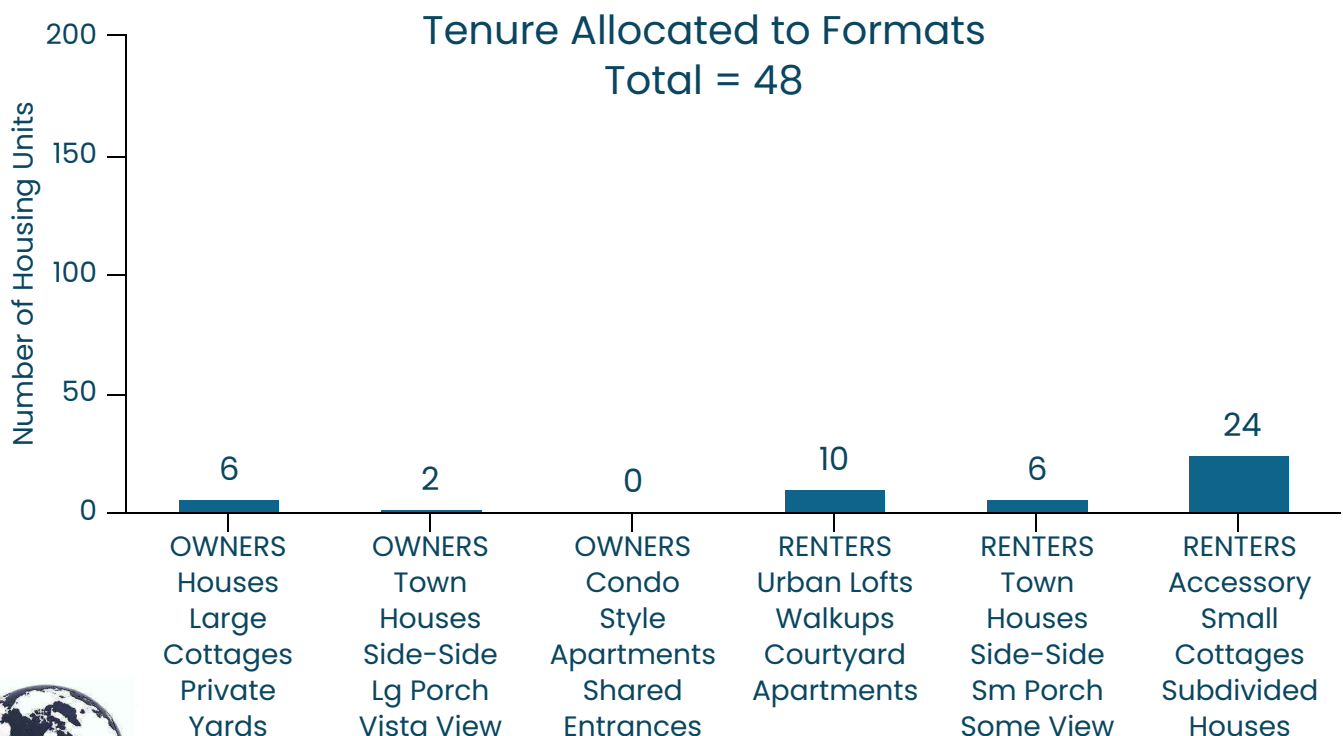
Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2023.

# Annual Market Potential | Trowbridge Park

## Capture with New Builds | Year 2025



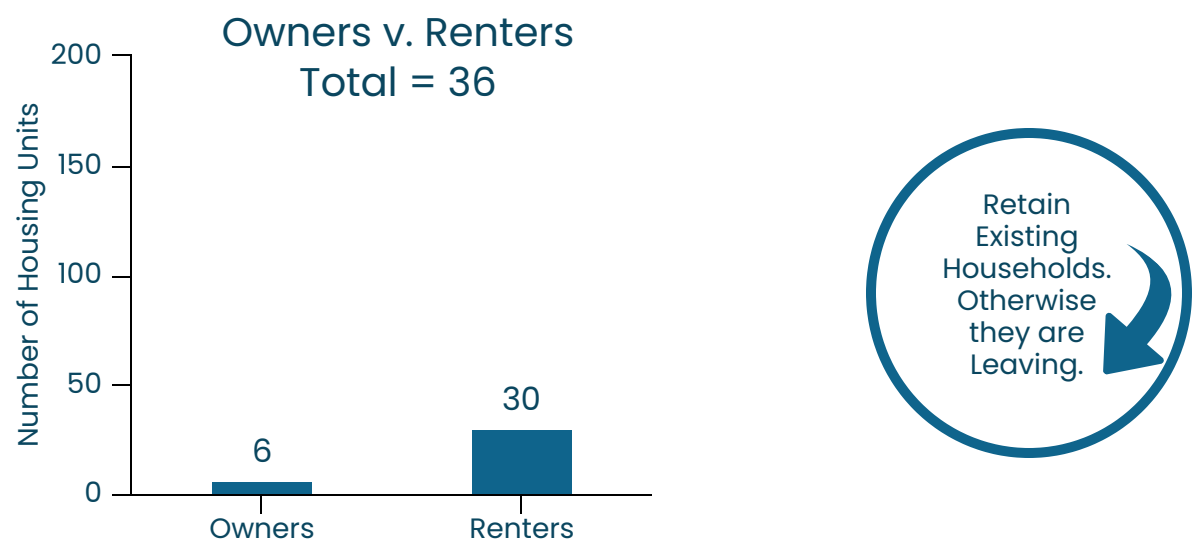
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Trowbridge Park CDP by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



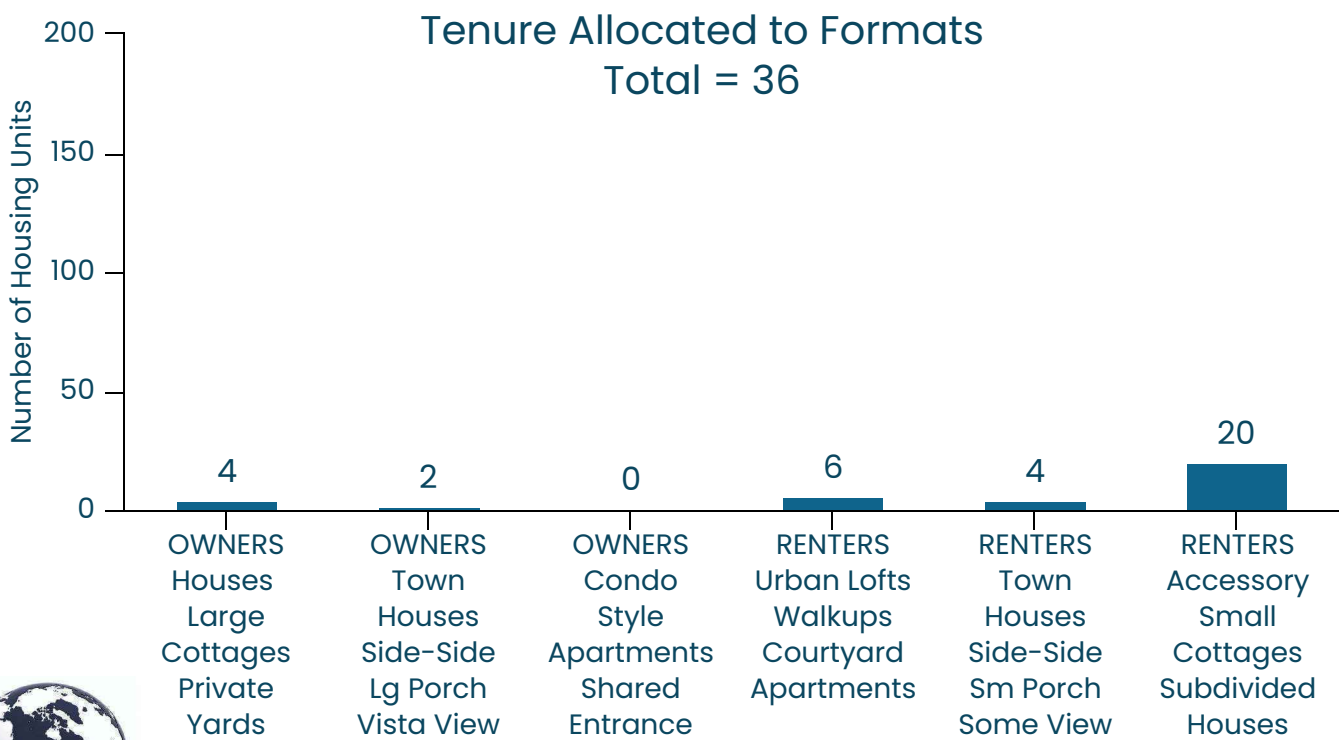
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the Trowbridge Park CDP.

# Annual Market Potential | Trowbridge Pk CDP

## Retain with Rehabs | Year 2025



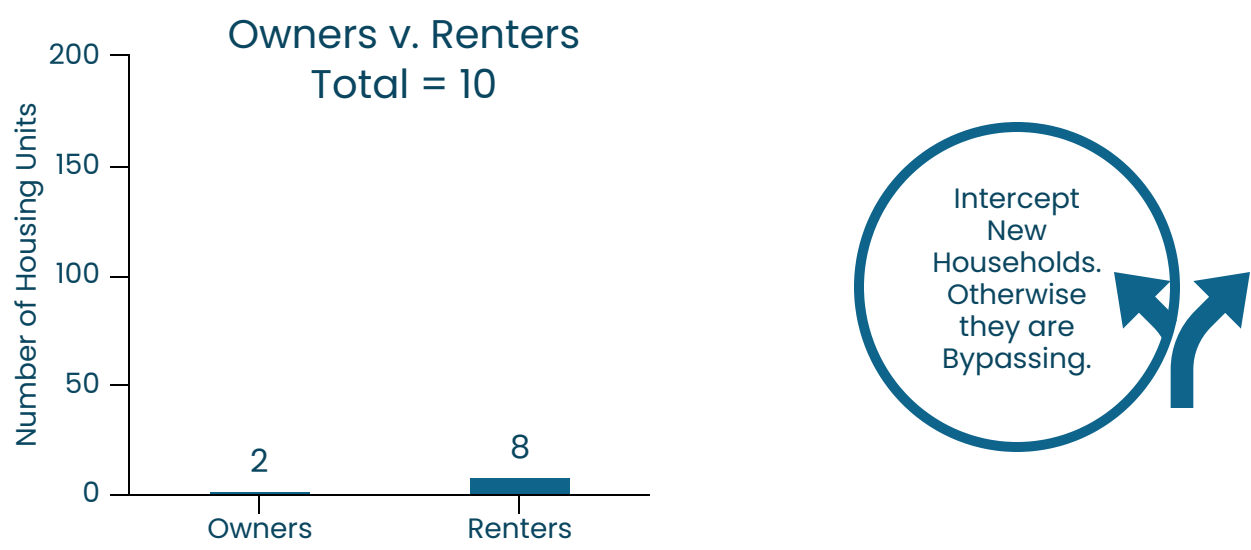
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Trowbridge Park CDP by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



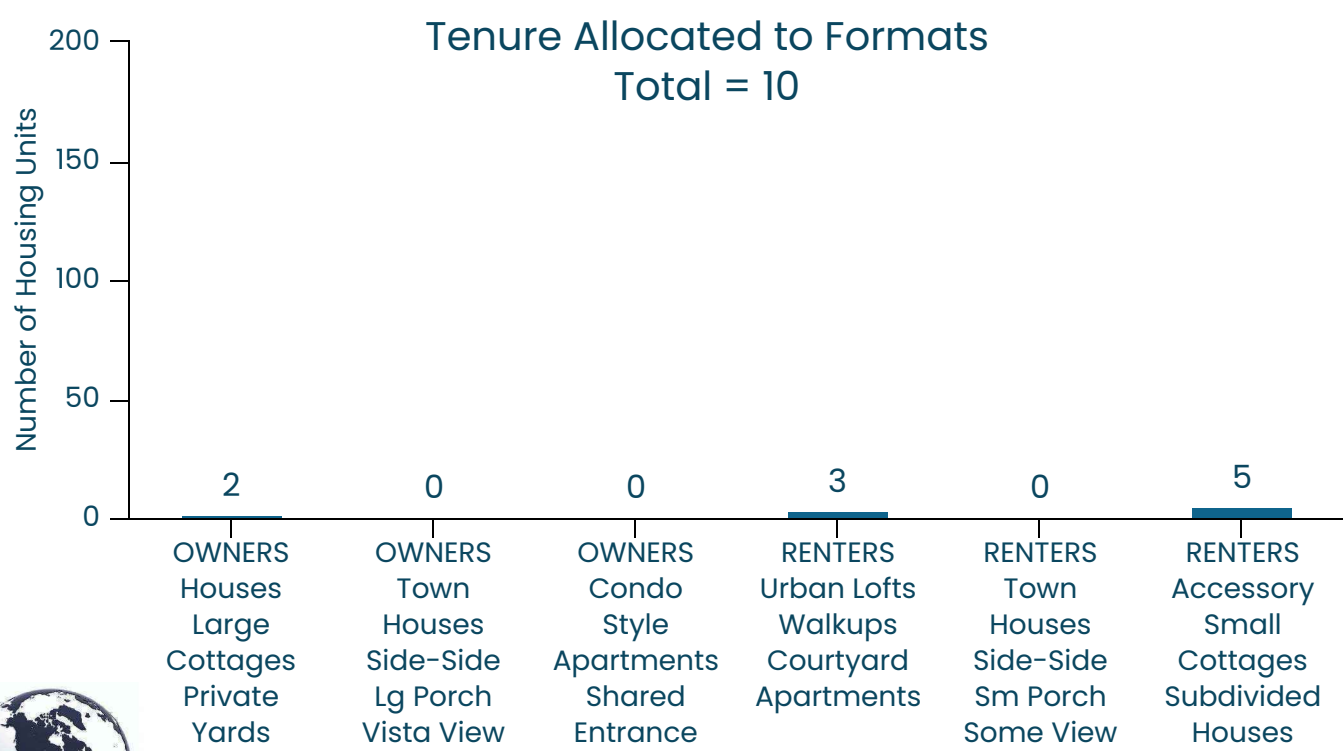
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving within the Trowbridge Park CDP.

# Annual Market Potential | Trowbridge Pk CDP

## Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Trowbridge Park CDP. There is an upside potential to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving into Marquette County but bypassing the Trowbridge Park CDP.

# Annual Market Potential | Trowbridge Pk CDP

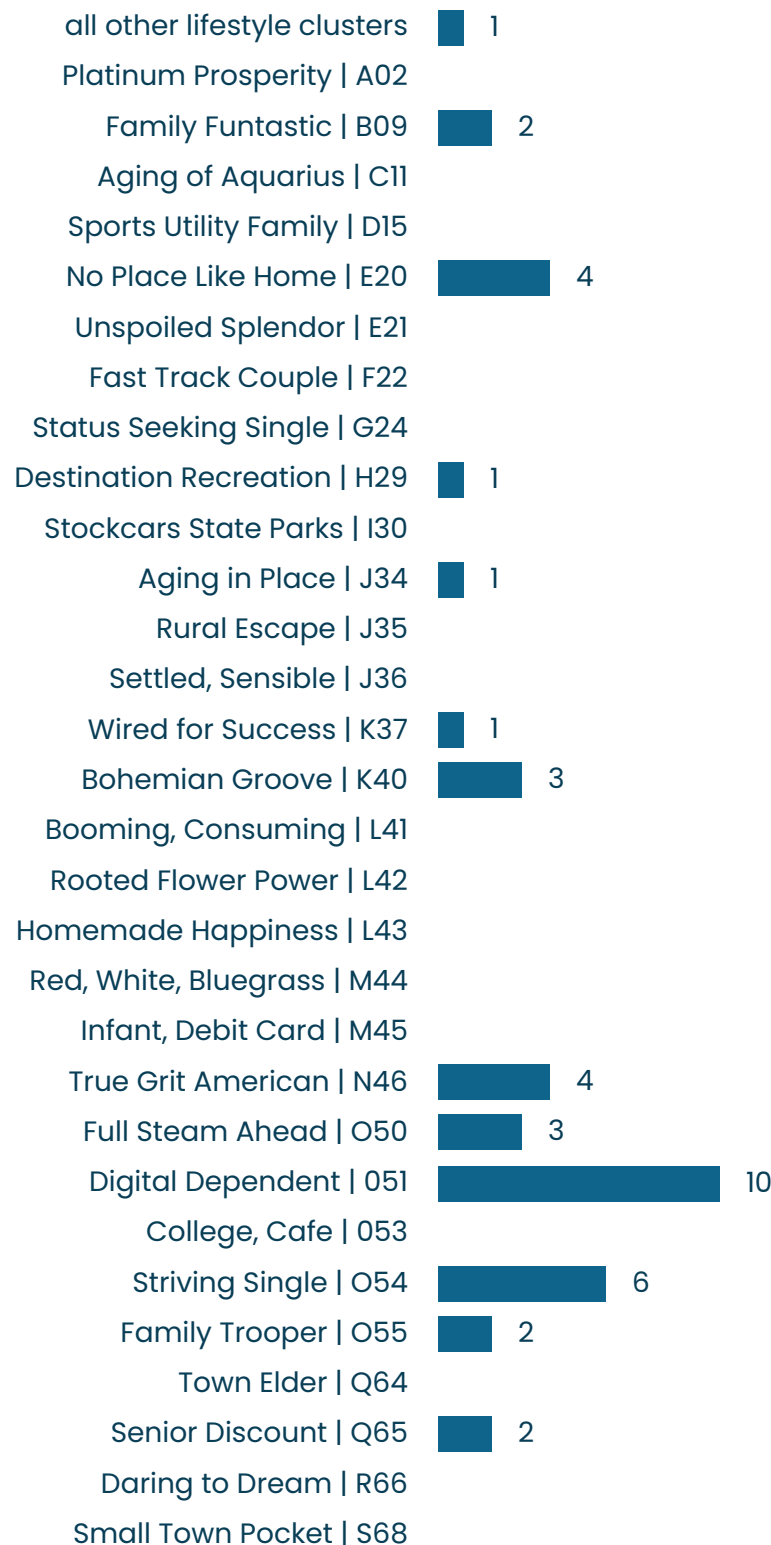
## Capture of New Owners | Year 2025



Total = 8  
Annual Capture  
Owner Households  
...  
Excludes Retention  
and Interception

# Annual Market Potential | Trowbridge Pk CDP

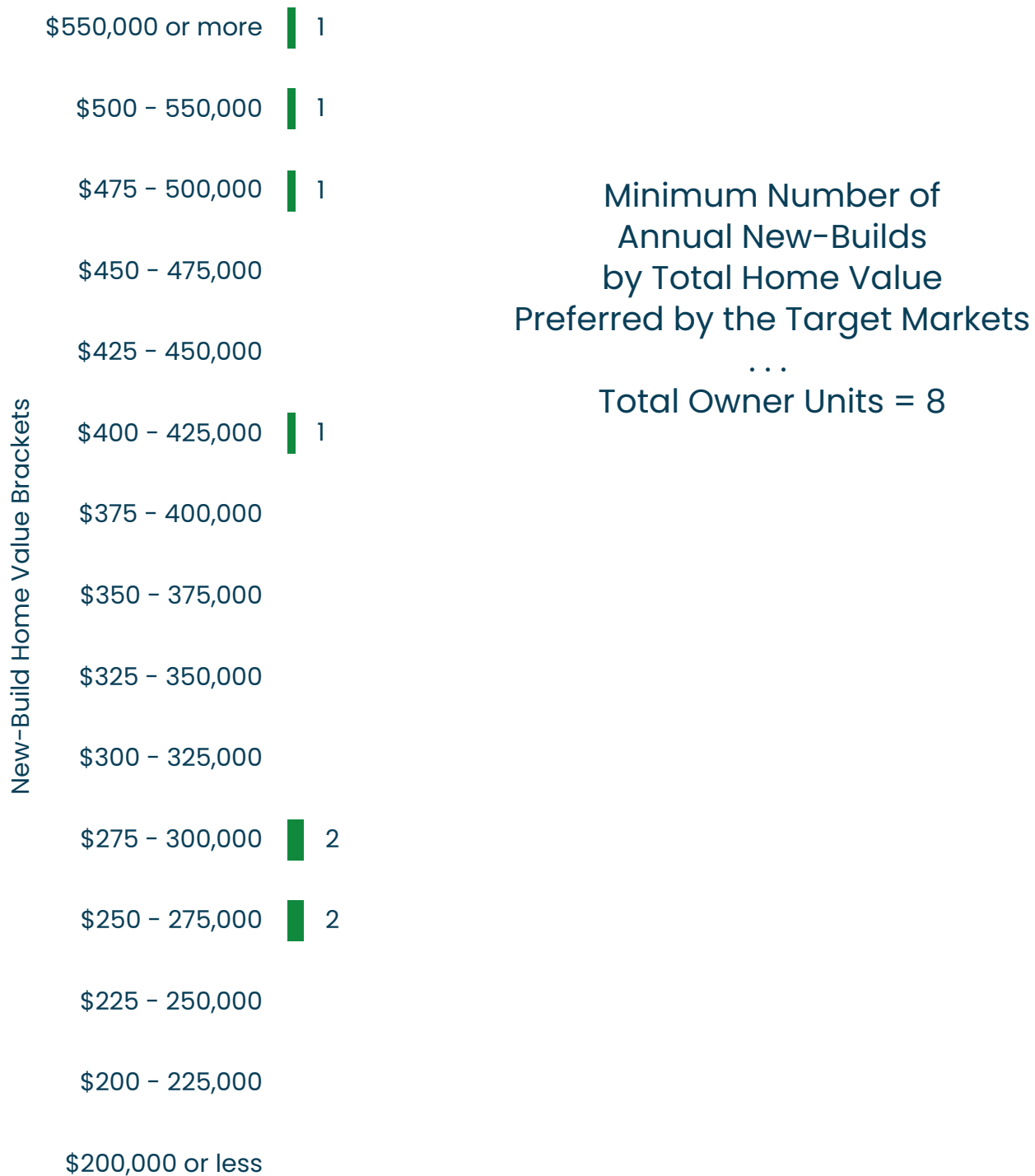
## Capture of New Renters | Year 2025



Total = 40  
Annual Capture  
Renter Households

...  
Excludes Retention  
and Interception

# Home Value Tolerance | Trowbridge Park Capture with New-Builds | Year 2025

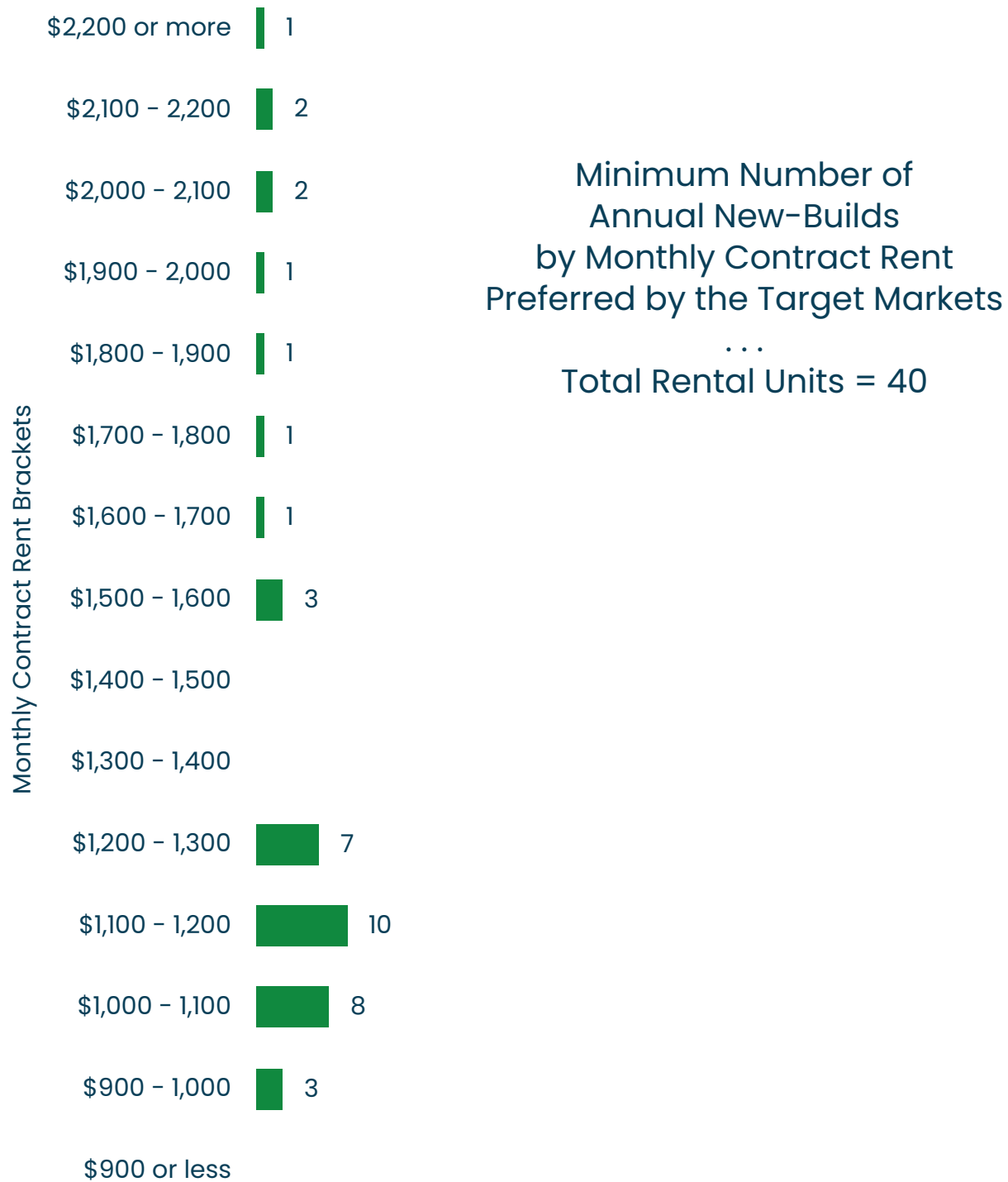


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.



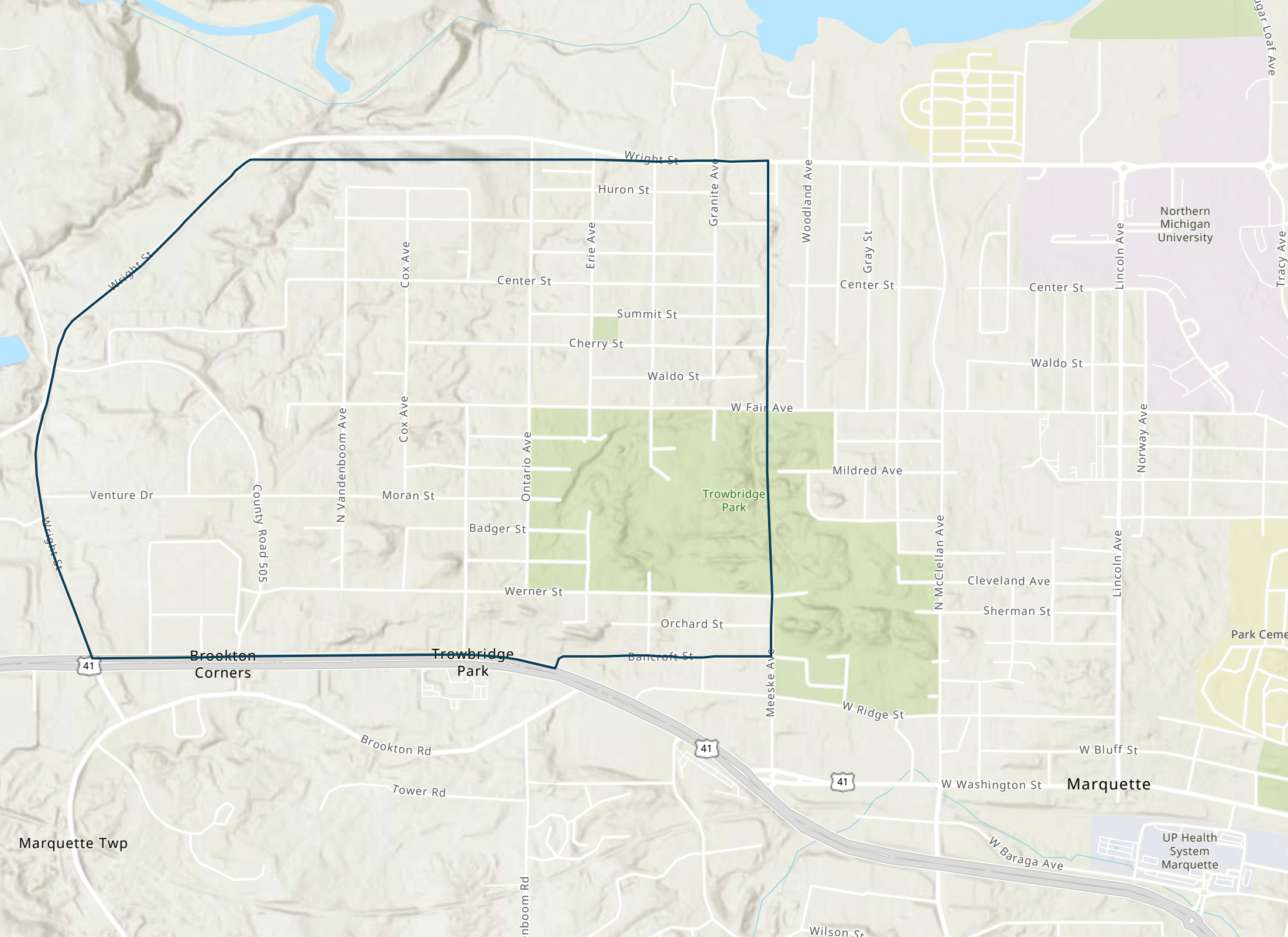


# Monthly Rent Tolerance | Trowbridge Park Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.





Marquette Twp

Brookton  
Corners

Trowbridge  
Park

Marquette

Northern  
Michigan  
University

UP Health  
System  
Marquette

Trowbridge  
Park

# Section 1-E

## Harvey CDP

## Market Potential

Capture

- Throughout the Harvey Census Designated Place (CDP), build 30 new for-sale units per year over the next five years, including 26 detached houses or cottages; and 4 (four) townhouses with porches and private entrances (attached formats will depend on sites with vista views).
- In addition, build 8 (eight) new for-lease units annually over the next five years, including 4 (four) lofts or apartments (preferably in buildings with shared courtyards); and 4 (four) accessory dwellings, cottages, or units in small apartment houses.

Retention

- Whenever they become available, renovate, remodel, or rehab 30 existing for-sale units per year over the next five years, including up to 26 detached houses; and 4 (four) attached townhouses.
- In addition, renovate, remodel, or rehab 30 existing for-lease units annually over the next five years, including 10 (ten) lofts or courtyard apartments; 5 (five) townhouses; and up to 15 (fifteen) accessory dwellings, cottages, and subdivided houses – whenever they become available.

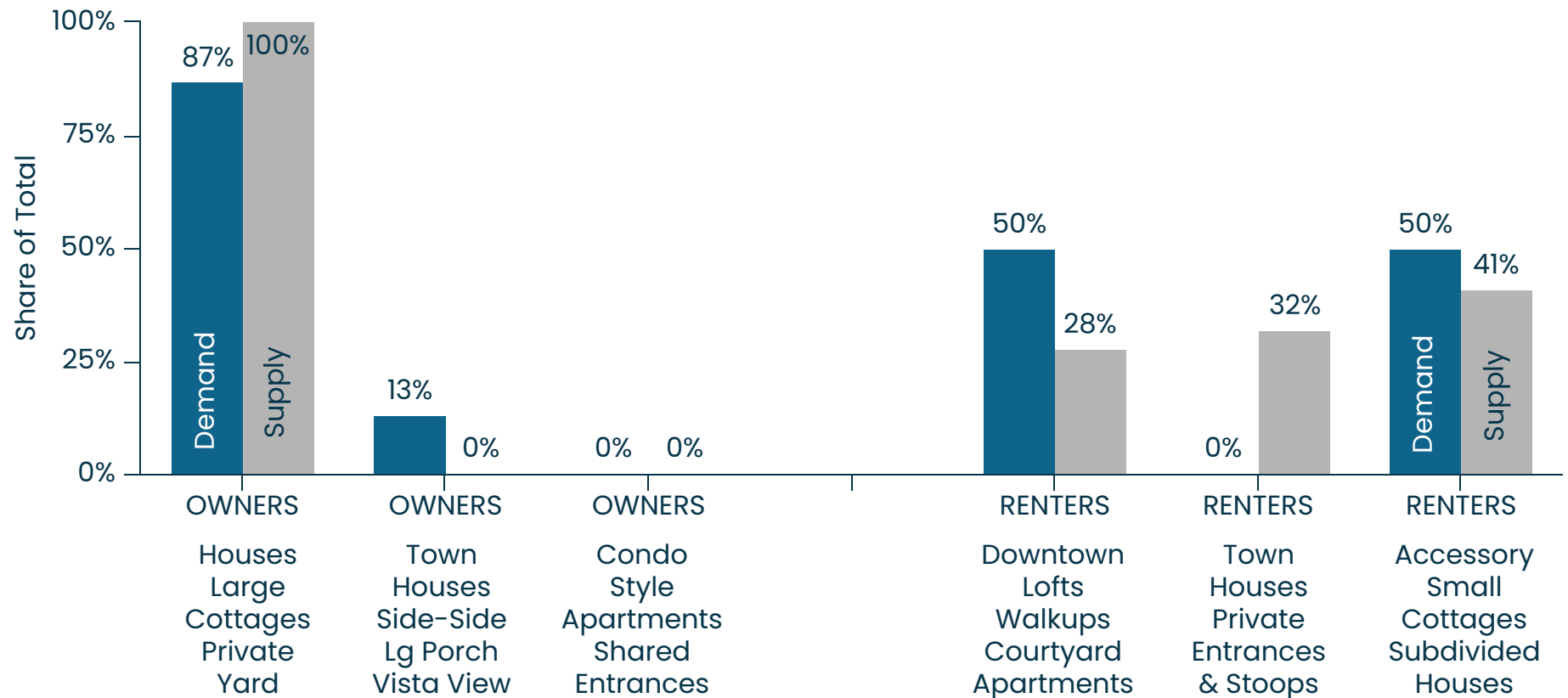
Interception – Bolster the market potential for new-builds by building an additional +6 (six) for-sale units and +2 (two) for-lease units; and focus on missing housing formats that would most appeal to the migrating households. Those households would otherwise be inclined to bypass Harvey for other places in Marquette County.

Maximum – Adding the Capture, Retention, and Interception numbers together yields the maximum market potential for new-builds. This approach assumes that rather than renovating, remodeling, or rehabbing existing units, developers instead build new units for every household migrating either into or within Harvey.

---

# The Housing Mismatch | Harvey CDP

## Capture with New Builds v. Existing Units | 2025



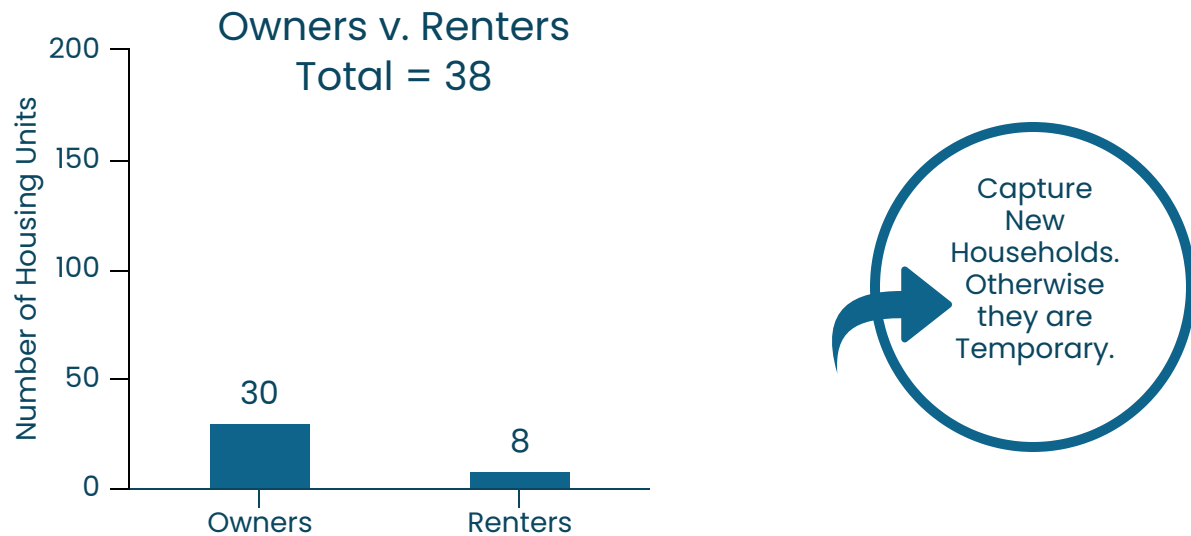
Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2022. Demand is based on the number of new households migrating into the Harvey CDP each year. All figures are unadjusted for out-migration; internal movership among existing households; vacancies; and new projects that might be in pipeline for future development.



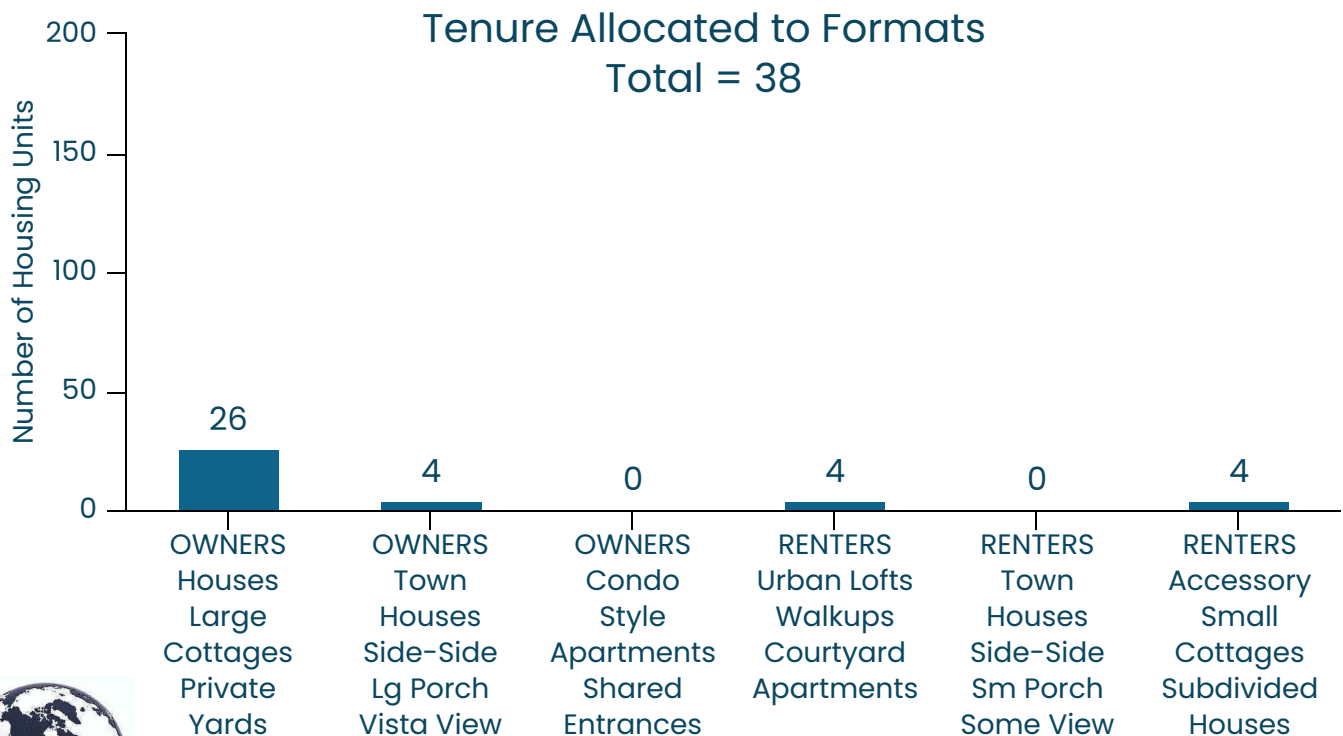
Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2023.

# Annual Market Potential | Harvey CDP

## Capture with New Builds | Year 2025



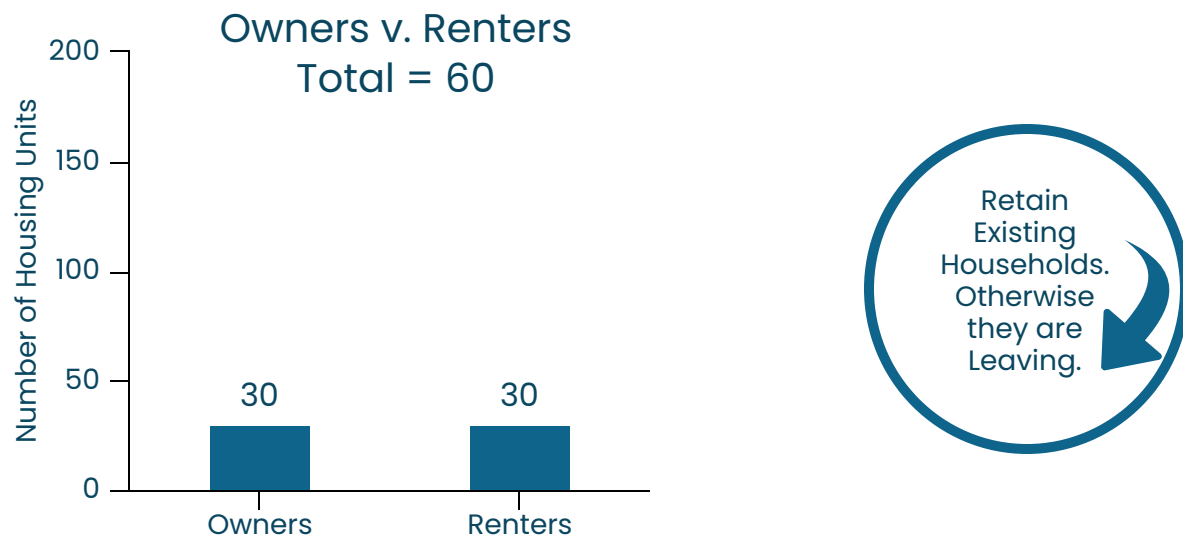
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Harvey CDP by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



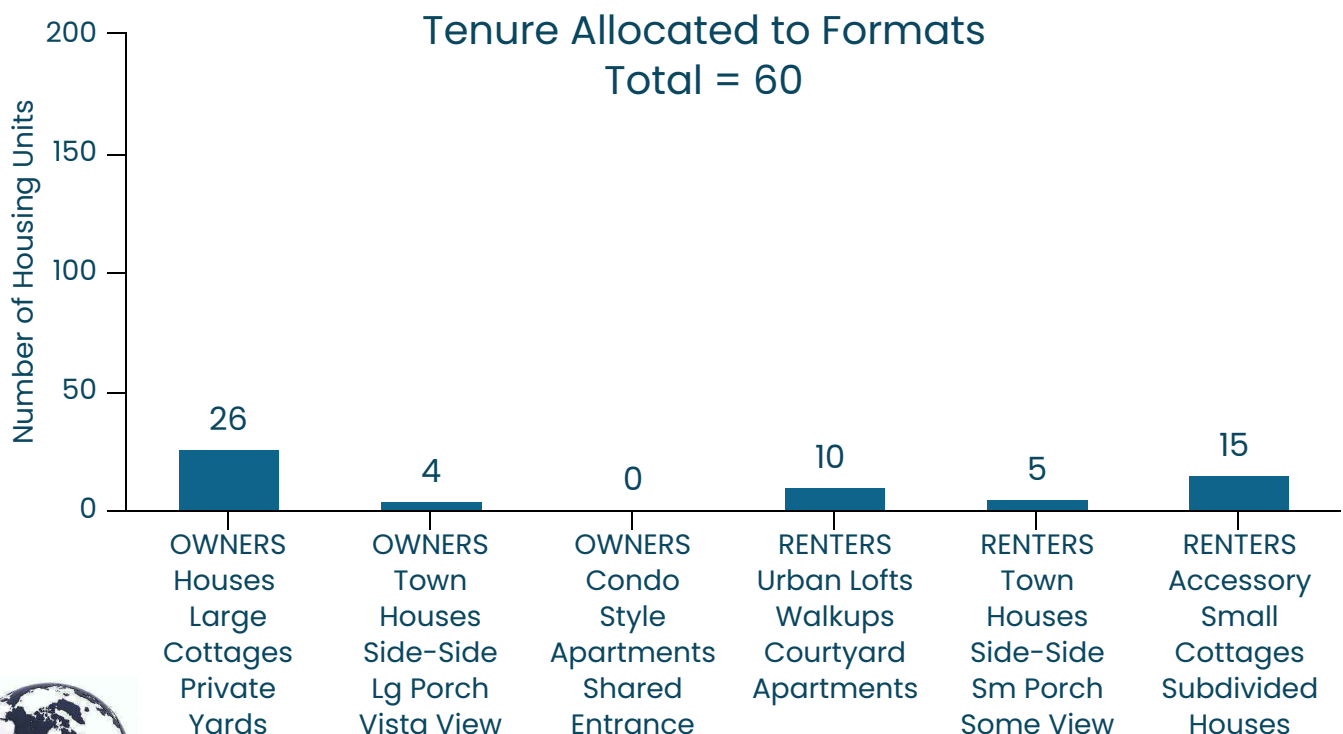
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the Harvey CDP.

# Annual Market Potential | Harvey CDP

## Retain with Rehabs | Year 2025

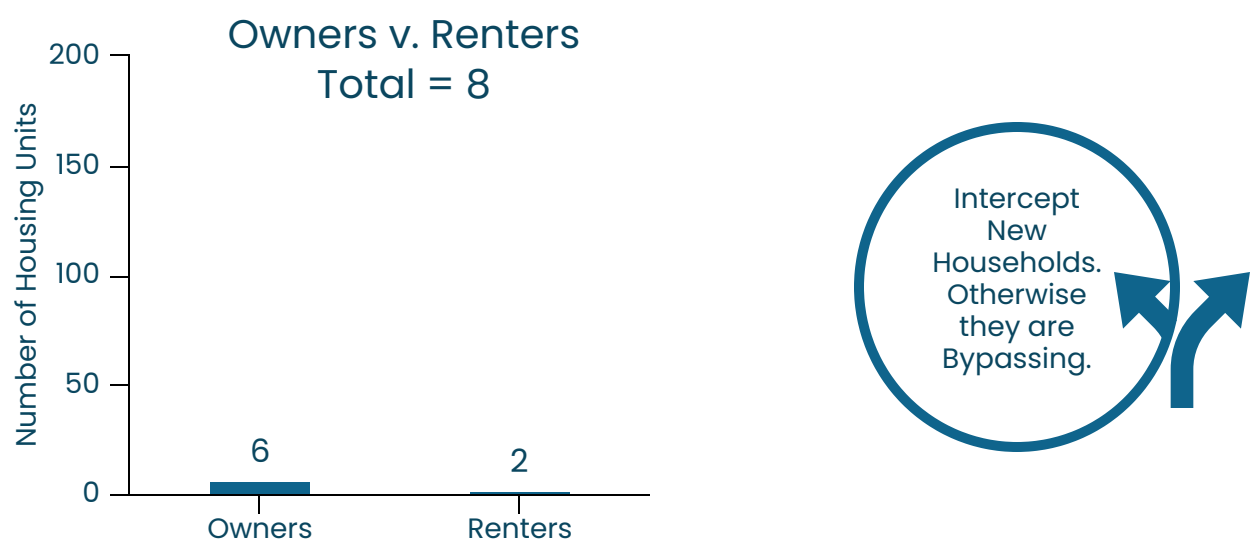


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Harvey CDP by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

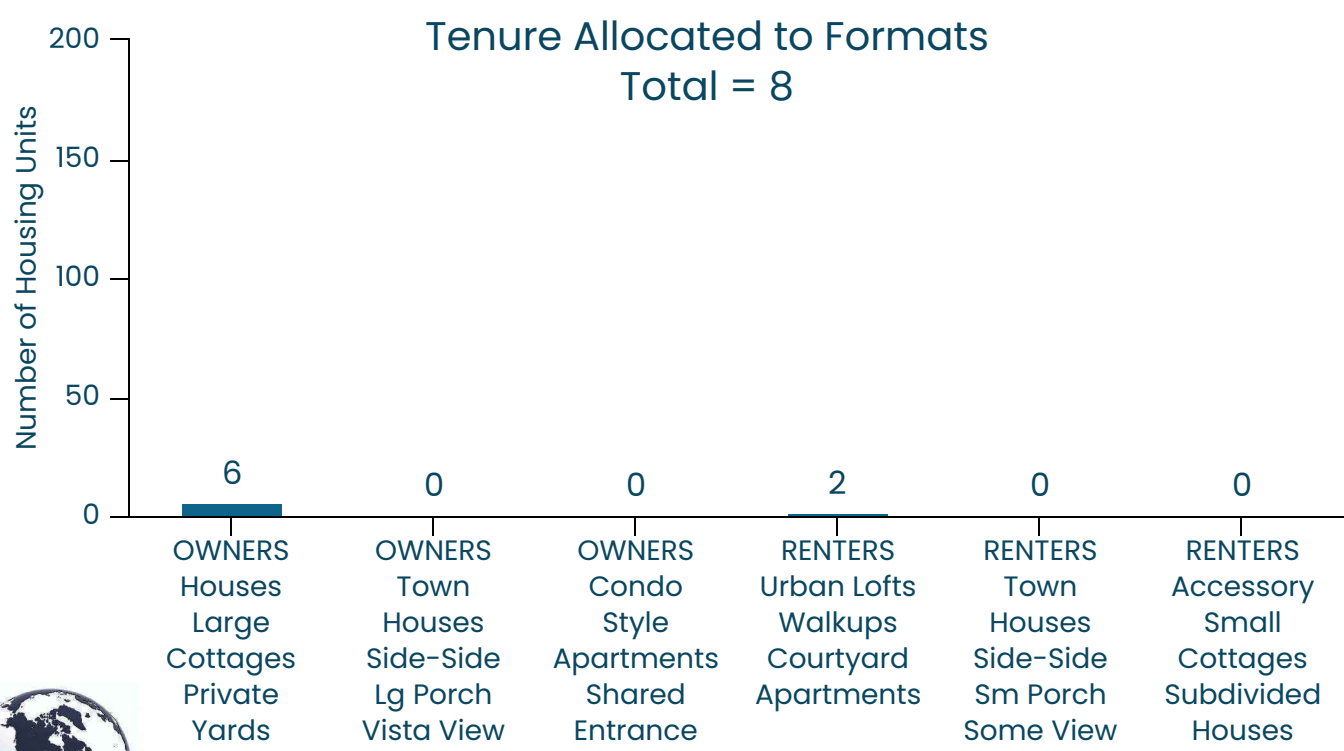




# Annual Market Potential | Harvey CDP Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Harvey CDP. There is an upside potential to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

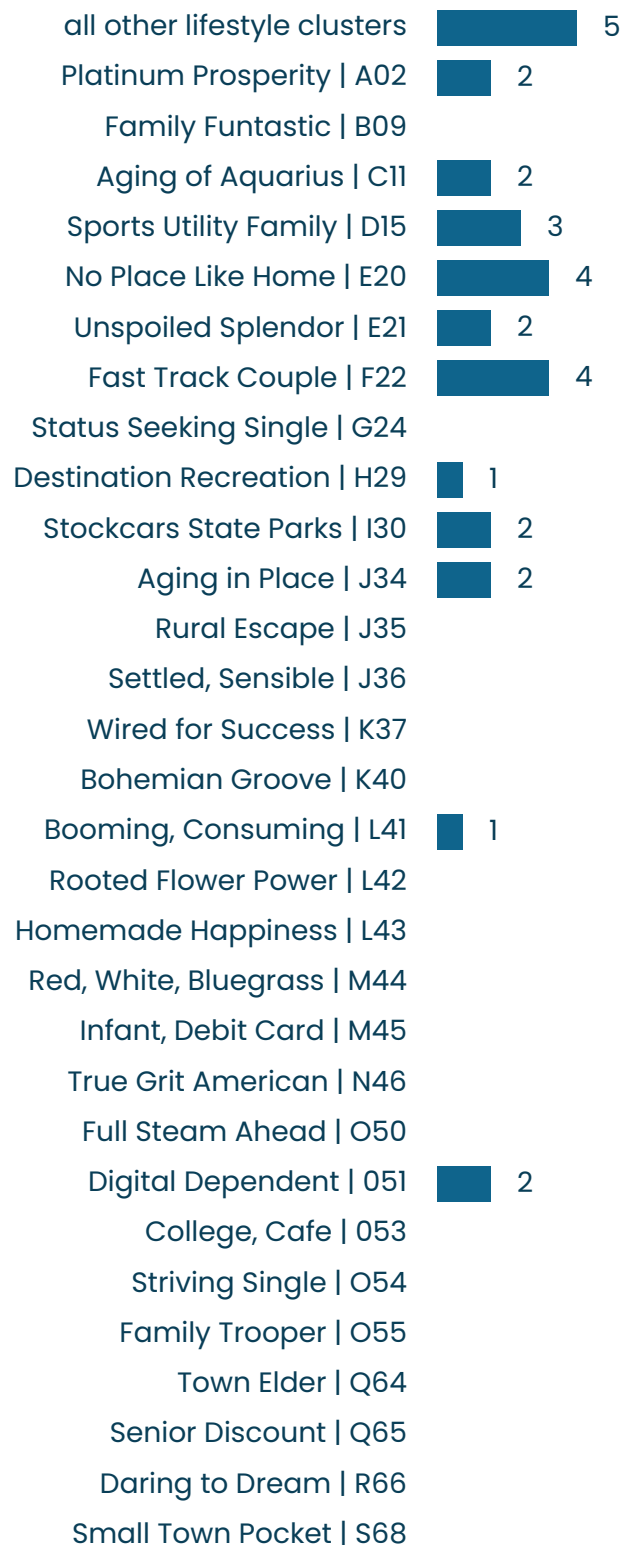


Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving into Marquette County but bypassing the Harvey CDP.



# Annual Market Potential | Harvey CDP

## Capture of New Owners | Year 2025



Total = 30  
Annual Capture  
Owner Households  
...  
Excludes Retention  
and Interception

# Annual Market Potential | Harvey CDP

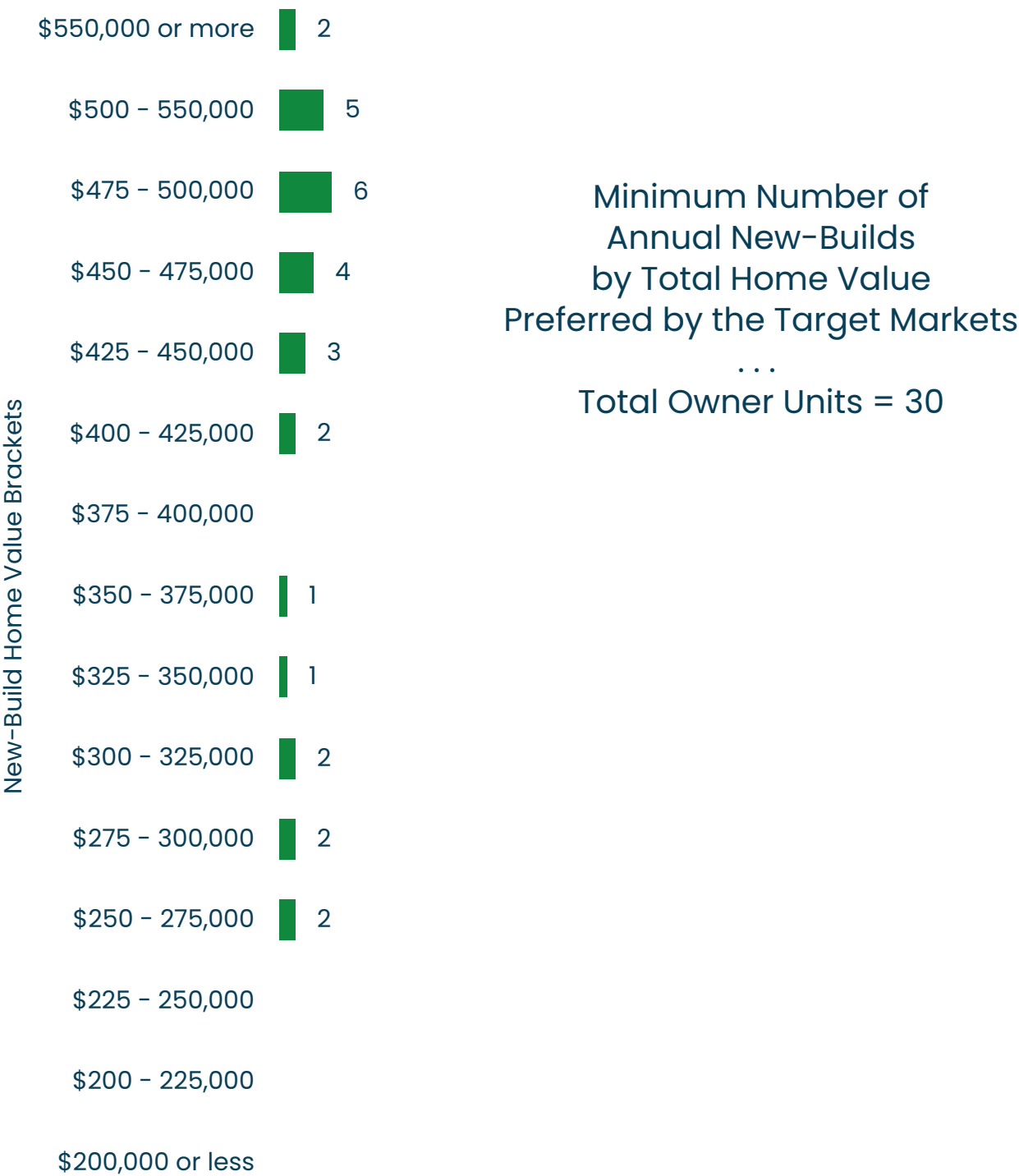
## Capture of New Renters | Year 2025

all other lifestyle clusters	
Platinum Prosperity   A02	
Family Funtastic   B09	
Aging of Aquarius   C11	
Sports Utility Family   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couple   F22	
Status Seeking Single   G24	
Destination Recreation   H29	
Stockcars State Parks   I30	
Aging in Place   J34	
Rural Escape   J35	
Settled, Sensible   J36	
Wired for Success   K37	1
Bohemian Groove   K40	
Booming, Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red, White, Bluegrass   M44	
Infant, Debit Card   M45	
True Grit American   N46	
Full Steam Ahead   O50	3
Digital Dependent   O51	1
College, Cafe   O53	
Striving Single   O54	1
Family Trooper   O55	1
Town Elder   Q64	
Senior Discount   Q65	1
Daring to Dream   R66	
Small Town Pocket   S68	

Total = 8  
Annual Capture  
Renter Households

...  
Excludes Retention  
and Interception

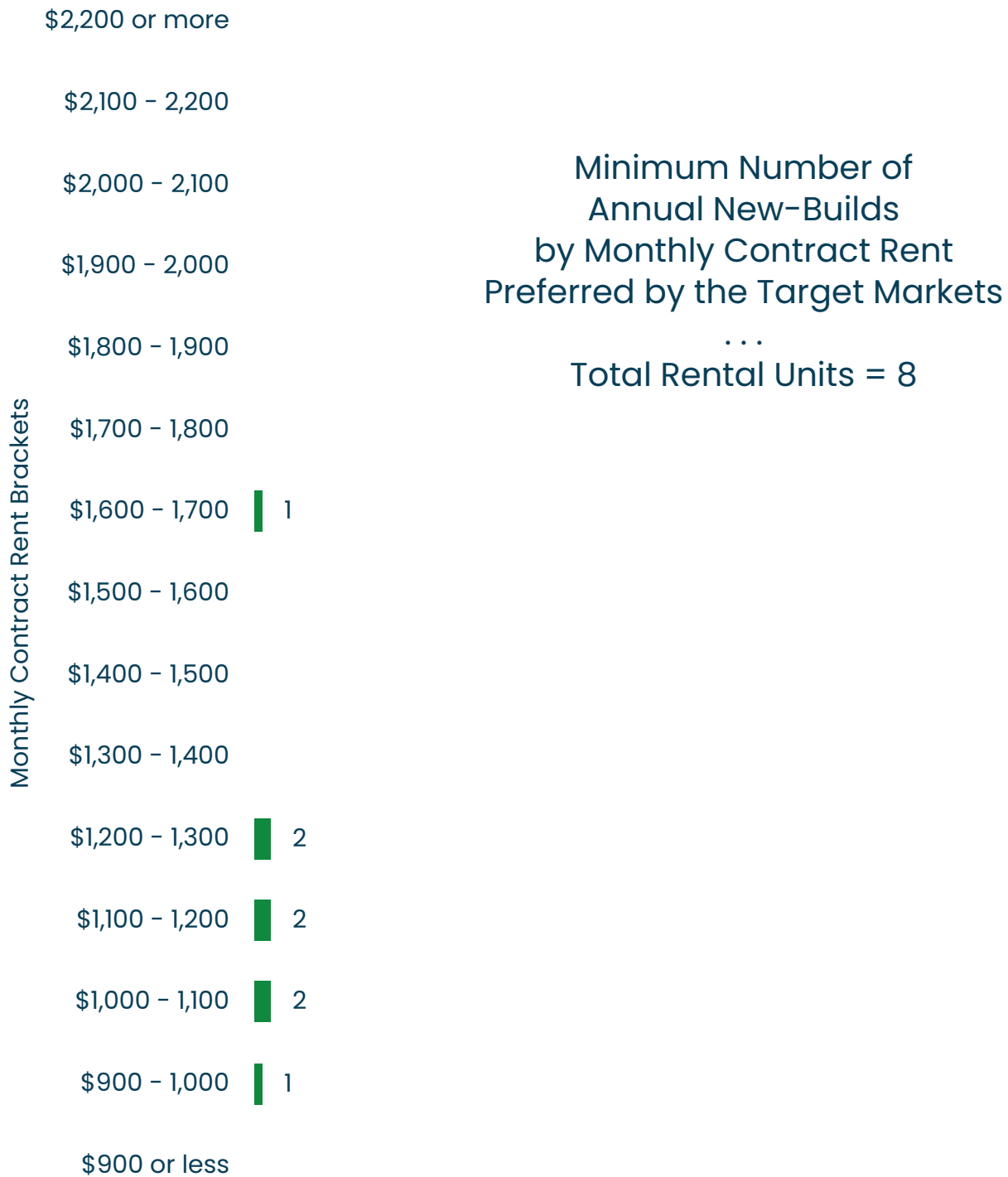
# Home Value Tolerance | Harvey CDP Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.



# Monthly Rent Tolerance | Harvey CDP Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2023.



