

# The City of River Rouge, Michigan Residential Target Market Analysis

## The Final Market Study

August 16, 2021

Prepared by:



**LandUseUSA**  
UrbanStrategies



# Residential TMA

## The Narrative Report

Acknowledgements	page 1
General Work Approach	page 3
The Housing Mismatch	page 4
Step Buildings – Typology	page 5
Unit Amenities	page 9
Location Strategies	page 10
Potential – New For Sale	page 12
Potential – New For Lease	page 13
Total Potential - Summaries	page 14
Annual and Five Year Timelines	page 15
Internal Movership and Rehabs	page 17
Planning Implementation	page 20
Movership Rates, Migration	page 22
Existing Choices - Introduction	page 24
Existing Choices – For Sale	page 25
Existing Choices – For Lease	page 25
Building Permit Survey	page 26
Building Size by Tenure	page 27
Housing Vacancies	page 28
Conventional Gap Analysis	page 29
Reference Maps	page 31
Next Steps – Public Stakeholders	page 32
Next Steps – Private Developers	page 37

## Acknowledgements

Through a collaborative effort among public and private stakeholders, and with funding assistance from the State of Michigan, LandUseUSA | Urban Strategies has been engaged to conduct Target Market Analyses (TMA) for a total of six cities within Wayne County. This work has been funded by the Community Services Division within the Michigan Department of Treasury, and through a program designed to focus on some of the state's most economically distressed communities.

In order of completion, the cities analyzed in Wayne County include Hamtramck (2019), Inkster (2020), Harper Woods (2020 – 2021), and the three Downriver Communities of River Rouge, Ecorse, and Melvindale (2020 – 2021). A similar study is also underway for the City of Muskegon Heights (2020 – 2021), for a total of 7 cities.

Apart from the City of Hamtramck, the work on the other cities has included a Residential Target Market Analysis and a Retail Market Study. The Hamtramck work focused on housing only and did not include a retail study.



Most of the seven cities are also receiving technical support in the form of housing strategic plans; master plan updates; corridor or subarea plans; zoning code reviews; preparation of developer request for qualifications; and related types of consultation services. Some of these technical services have sponsored by the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) program; or with additional funding from the Department of Treasury's Community Services Division.

The Target Market Analyses for all seven cities, including River Rouge, have been prepared by Sharon Woods, President of LandUseUSA | Urban Strategies. The firm was founded in 2008 and is located in the Greater Lansing Metropolitan Area. Lansing is also home to the state capital, department of treasury, state land bank, and economic development corporation. LandUseUSA's contact information is provided below:

LandUseUSA | Urban Strategies  
Sharon Woods, CRE, CNUA, President  
(517) 290-5531  
[sharonwoods@landuseusa.com](mailto:sharonwoods@landuseusa.com)

This study has also been completed with considerable support and dedication by city staff and local ambassadors. The enclosed report has been prepared and customized for the City of River Rouge; and the local leadership team includes the following:

The City of River Rouge  
Administration  
Mayor Michael D. Bowdler  
(313) 842-4200  
[mbowdler@cityofriverrouge.org](mailto:mbowdler@cityofriverrouge.org)

The City of River Rouge  
Community Development  
Karl Laub, Director  
(313) 842-4203 x224  
[klaub@cityofriverrouge.org](mailto:klaub@cityofriverrouge.org)

## General Work Approach

## Introduction

The Target Market Analysis (TMA) approach focuses on identifying the magnitude of potential for adding missing housing formats and shopping choices within counties, cities, and urban places of all sizes. The Residential TMA involves rigorous data analysis and modeling that is generally based on in-migration into the City of River Rouge; internal migration within the city; movership rates by tenure and lifestyle cluster; and housing preferences among households that are on the move.

Most of the Target Market Analyses reports completed in Michigan in 2020 and 2021 share a similar structure and outline. This is intentional and designed to help keep the reports succinct and easy to navigate. It also enables easy comparisons between several cities within Wayne County and the State of Michigan.

The study results are documented in four reports that are customized for each unique city. Results of the [Residential TMA](#) are assembled into one report; and results of the [Retail Market Analysis](#) are assembled into a second and separate report. The residential and retail studies also share appendices, including [Appendix One](#) with TMA resources, and [Appendix Two](#) with demographics.

Target Market Analysis  
Four Documents for Each City

[Retail TMA](#) – Retail Market Analysis

[Residential TMA](#) – Target Market Analysis

[Appendix One](#) – TMA Resources

[Appendix Two](#) – Demographics

Results of this Residential TMA and study are presented by target market (lifestyle cluster), tenure (renter and owner), building format (detached and attached), price point (value and rent), and unit sizes (square feet). It is important for stakeholders to review the appendices alongside the market study reports because they help explain the work approach, process, and key terminology.

The following narrative focuses on data results from the Residential TMA for the City of River Rouge. It does not include detailed explanations of the analytic methodology and approach, determination of the target markets, derivation of migration and movership rates, typology or range of small and mid-sized building formats, and related terminology. Each of those topics is fully explained in Appendix One (TMA Resources) and Appendix Two (Demographics).

## The Housing Mismatch

## Section A

Housing Mismatch – Based on the results of the Target Market Analysis, about 70% of the households migrating into the City of River Rouge each year are inclined to seek detached houses (and some townhouses with private entrances) to either lease or buy. The remaining 30% of migrating households will seek attached alternatives to lease, including townhouses with shared entrances, apartment buildings, lofts, and other formats.

In comparison, only 28% of the existing housing stock is actually among attached formats, which suggests a minor mismatch or spread of about -2%. For perspective only, the housing mismatch in River Rouge is far less pronounced than that of Ecorse, where only 13% of the existing housing stock is among the attached formats.

If the housing preferences of migrating target markets are not met, then they might bypass the City of River Rouge altogether; and the cumulative effects of lost opportunity could be profound over time. Ideally, new-build projects will help stabilize established neighborhoods; sustain and uphold the city's unique character, culture, and identity; and support socio-economic diversity. In addition, new projects should include public spaces with an appropriate mix of placemaking amenities that help residents feel socially connected within their neighborhoods.

## Step Buildings (Typology of Formats)

## Section A

Introduction – The City of River Rouge has varying degrees of market potential for new housing units across a range of building sizes. The city can help retain and grow its households by matching those building sizes with the housing formats most preferred by the target markets.

Under-represented formats generally include townhouses with private entrances and porches, walkups, apartment buildings with central courtyard, and contemporary urban lofts. These formats generally align with recommendations provided in the West Jefferson Corridor Plan for duplexes (side-by-side and stacked), fourplexes, small multiplexes, and townhouses. In some locations and with consideration for the context of place, alternative formats like bungalow (cottage) courts and live/work units could also be considered.

Incremental Development Alliance – The non-profit organization of IncDev has prepared a typology of small to mid-sized building formats. Some of the step building formats are missing or under-represented in the City of River Rouge; so they could be considered as options for neighborhood infill, mixed-use developments, and downtown lofts. The following list summarizes some examples:

Typology of Small to Mid-Sized Step Buildings

Cottages – Skinny, Narrow, and Wide – Mostly Detached

Duplexes and Triplexes – Stacked and Side-by-Side

Rowhouses and Townhouses – Mostly Side-by-Side

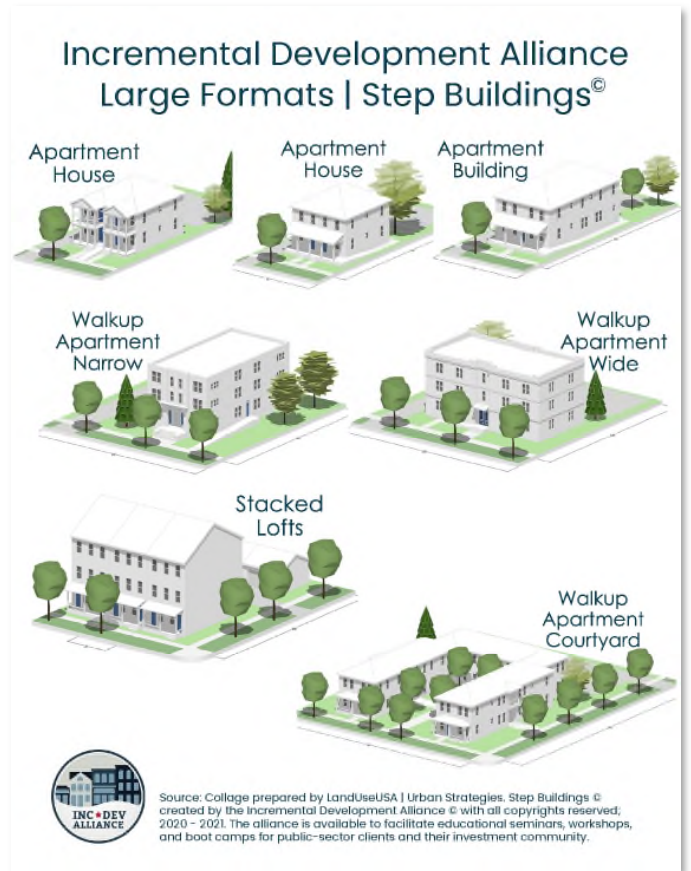
Co-Living Houses with Suites – Mostly Stacked, Targeted at Students

Apartment Houses, Buildings, and Walkups – Mostly Stacked

Flex, Live-Work, and Lofts over Street-front Retail – Mostly Stacked

Detached and Attached Formats – Conventional housing studies often use the terms single-family and multi-family when describing unit formats, and that nomenclature tends to be reinforced by municipal tracking of building permit data; use-based zoning ordinances; and the lending industry.

The Target Market Analysis intentionally avoids use-based nomenclature (including the terms single-family and multi-family) when referring to building formats. Instead, it differentiates between detached and attached formats in alignment with IncDev’s typology of step buildings.





Building Sizes – Townhouses and multiplexes should always have distinct façade articulations with no more than six (6) private entrances, porches, balconies, or stoops along any one side of each building. Some midrise and multiplex buildings could have back-to-back units, with up to 12 units on any given level.

Other buildings could include a combination of one-level and split-level lofts and townhouses that are stacked in any combination. Again, stacked lofts should have no more than six (6) units along any building side and regardless of the building format – but the units may have shared entrances.

Townhouses – The term townhouse may refer to units that share walls and that are side-by-side rather than stacked. Townhouses with private entrances are almost always included in detached or semi-detached nomenclature, which is predominated by traditional houses.

Townhouses with shared entrances are always included in the attached nomenclature; and they may be in sets of two (duplexes), three (triplexes), four (fourplexes), or more. Again, no more than six (6) townhouses should be developed along the side of any given building.

Accessory Dwellings – Flats and lofts above garages; cottages added behind existing houses; and secondary dwellings added onto main houses are generally referred to as accessory dwellings. In conventional zoning nomenclature, they are often designated as Accessory Dwelling Units (ADU), ancillary units, or secondary suites. They are also sometimes referred to as mother-in-law suites or granny flats, although these latter examples are more likely to include basement apartments.

Live-Work Units – The live-work building type is usually intended for units that are explicitly designed for the owner or renter to operate a business in the same townhouse that they live in. Usually the front half of the lower level is a small business; the back half of the lower level is a parking garage; and the upper level is the living quarters.

To broaden the definition, live-work units may also include mixed-use projects where the street-front levels are filled with retail merchants or small businesses; and the upper levels are occupied by other renters and/or owners. The business proprietor and the residential tenant do not necessarily need to be the same person.

Live-work units can also apply to a variety of other building formats where residential tenants are simply permitted to operate small home-based businesses. It is not necessary for these types of live-work units to have a traditional store front or a main street presence. However, they should be located adjacent to a downtown.

**Courtyards and Public Spaces** – Wherever possible, new multiplexes should include shared courtyards, plazas, or other types of common areas with open space and seating. This format is also referred to as Courtyard Apartments. Other housing formats like cottages, patio homes, duplexes, and accessory dwellings can also be arranged around courtyards. In mixed-use projects and downtown districts, street-level courtyards should be designed and integrated into the public realm. In some special cases, pocket parks and town squares can also serve as shared courtyards.

**Missing Middle Housing** – Opticos Design Group, an urban planning and architecture firm, has prepared a typology of housing formats that are often missing from cities and urban places. The typology includes: duplex, fourplex, courtyard building, cottage court, townhouse, medium multiplex, and live-work.

The Missing Middle Housing typology explicitly excludes traditional houses, accessory dwellings, and main street retail and mixed-use buildings (other than live-work units). Therefore, the nomenclature used within the Residential and Retail Target Market Analysis focuses on IncDev's typology of step buildings, which spans a wider spectrum of building sizes and also includes retail buildings.

## Unit Amenities

## Section A

Unit Formats – Recommendations within this Residential Target Market Analysis focus primarily on building formats rather than unit formats. Even so, some discussion on the topic is warranted and addressed in this section of the report. To begin, unit formats are usually described through an assortment of amenities, such as split-levels, vaulted ceilings, open floor plans, attached garages, live-work units, etc.

In most cities and urban places there is an unmet need for rental units that are attainably priced for singles with moderate incomes. Sometimes this need can be met with units that are uniquely designed for unrelated tenants who can share the rent, a kitchen, and a living room or common area.

This unit format could meet the needs of renters of all ages and incomes, including a mix of single householders, unmarried couples, two or more generations (with accommodations for single parents or siblings), and unrelated roommates. To meet the needs of these diverse groups, two-bedroom units should have the bedrooms placed on opposite sides of the kitchen and common areas (i.e., they should not share common walls.

Kitchens and common areas should serve as buffers for units with two bedrooms. The shared kitchens should be centrally located and facing outward onto common areas or living rooms, and with clear sightlines to patio doors or bay windows.

Each bedroom should have its own full private bath, and a ½ guest bath should be located near to the main entrance. All two-bedroom units should have balconies or patios that can accommodate at least two chairs. One-bedroom, studio, and efficiency units may have one bedroom; could be as small as 450 square feet; and do not necessarily need to include balconies or patios.

## Location Strategies

## Section A

Adding New-Build Units – A variety of strategies can be used to introduce new housing formats and choices within the City of River Rouge. New-builds can be added by converting vacant iconic buildings into flats and lofts; building townhouses overlooking the rivers; integrating new lofts into mixed-used projects within the downtown; building houses and cottages on scattered vacant sites; and adding accessory dwellings above garages or as cottages behind existing houses.

Locations Strategies – The building formats of new housing choices should also be refined based on the context of place or location within the city. As a general guide to optimal locations for residential infill, the city and prospective developers should reference the map of vacancies and redevelopment opportunities documented in the 2017 Master Plan (a copy is provided near the end of Section A attached to this report). A list of priorities is also provided below, based on a subjective assessment by LandUseUSA:

### Location Priorities for New Residential Units:

1. On the former Veteran's Memorial Ice Rink / Riney Hall Site.
2. In the Downtown core and shopping districts or nodes.
3. In vacant iconic buildings, such as former schools, churches, warehouses, etc.
4. On transitional sites located within one city block of the downtown core.
5. Along established mixed-use corridors like West Jefferson Avenue.
6. At the crosshairs of two secondary thoroughfares with potential to develop mixed-use projects that generate a new hub of daytime activity and nightlife.
7. In locations with vista views of the Detroit and Rouge Rivers; and within one block of the rivers.
8. On corner sites and larger parcels concentrated in established neighborhoods.
9. On mid-block sites and smaller scattered parcels in established neighborhoods.

Downtown River Rouge has also been identified in the 2019 West Jefferson Corridor Plan as an ideal location for second-floor residential units (see the last exhibit in Section A); and that concept is also supported by the market study results in this report.

The largest reinvestment opportunity is in the eastern half of the city and within the Memorial Park neighborhoods (see Section L for a map of all neighborhoods in the city), and specifically at the northeast quadrant of Genesee and Great Lakes Streets. The former Veteran's Memorial Ice Rink / Riney Hall located on the site will be razed in 2021, and it represents an ideal location for residential infill.

Assuming that the typology of step buildings is followed as a general guide, recommended building formats may also be refined to fit the appropriate context of place. For example, it usually is not advisable to build townhouses in the middle of a neighborhood block that is predominated by detached houses.

However, townhouses could be a good transitional use from houses to a main street. They could also be used to optimize views of the Detroit and Rouge Rivers; and they could also be a good alternative where detached houses might be relatively slower to sell – such as along railroad tracks or behind commercial strip centers.

For additional context, most of River Rouge's vacant residential sites are small and scattered throughout the city's established neighborhoods. Most of them represent ideal candidates for infill with traditional houses and cottages, rather than apartment buildings and townhouses.

## Potential – New For Sale

## Section B

Based on results of the Target Market Analysis, up to thirty-five (35) new home buyers could migrate into the City of River Rouge each year. This figure is based on the annual number of home buyers migrating into the city each year. It has also been boosted for the interception of some migrating households that might otherwise bypass the city for other parts of Wayne County – including Detroit and other Downriver Communities.

Recommended prices for new-build for-sale units are based on the income profiles of the target markets migrating into River Rouge. They are also based on local price averages for the city; with some refinement based on price recovery in nearby Detroit and averages for the State of Michigan.

Among the thirty-five (35) new home buyers potentially migrating into River Rouge each year, fifteen (15) of them will seek new-build houses with prices under \$175,000. Given this low and relatively affordable home value, the units should be at the smallest end of the range among the step building formats. Most of the new-builds should be cottage-sized houses; and a small number may also be townhouses that share walls – but that also have private entrances and porches.

In addition, twenty (20) new-build for-sale houses can be built each year with market-rate, attainable, and tolerable values. Five (5) of the units should be priced between \$175,000 and \$200,000; five (5) should be priced at \$200,000 to \$225,000; and the remaining ten (10) units can be priced above \$225,000, but no higher than \$350,000.

The new-build for-sale units will be purchased by a diverse group of target markets. The smallest cottage-size houses will probably be purchased by the Urban Survivors, Small Town Shallow Pocket, and Town Elders and Leaders households (see Appendix One for descriptions of these target markets).

New houses with market-rate prices are more likely to be purchased by the Expanding Horizons, Mid-Scale Medley, Digital Dependent, Rural Southern Bliss, and Infants and Debit Card households. Only a few upscale households like the Suburban Attainment will be able to afford houses priced at the high end of the spectrum.

## Potential – New For Lease

## Section C

Tenure (owner v. renter) is not a basis for identifying the target market households most inclined to move into the City of River Rouge. However, renters have much higher movership rates than owners, so they generate the vast majority of the market potential. (A movership rate is the share of households that moves in any given year.)

Based on results of the Target Market Analysis, up to 185 new renters could migrate into the City of River Rouge each year. This figure is based on the annual number of renters actually migrating into the city each year. It has also been boosted for the interception of some migrating households that might otherwise bypass the city for other parts of Wayne County.

Among the 185 new renters potentially migrating into River Rouge each year, 65 of them will seek new-build units with contract rents of \$600 or less per month. Given this low and relatively affordable price point, the units should be at the smallest end of the range among the step building formats, and may include micro lofts, studios, and accessory dwellings.

In addition, 120 of the new-build for-lease units can have market-rate, attainable, and tolerable prices. Fifty-five (55) of the units should be priced with rents between \$600 and \$700 per month; thirty-five (35) units can have rents between \$700 and \$800 per month; and twenty (20) units can have rents between \$800 and \$900 per month. Only ten (10) of the new for-lease units should have contract rents of \$900 or more.

The new-build for-lease units will be leased by a diverse group of target markets. The smallest units will probably be leased by the Tough Times, Urban Survivors, Small Towns Shallow Pockets, Hope for Tomorrow, Daring to Dream, and Senior Discount households. The market rate units are more likely to be leased by Family Troopers, Striving Singles, Urban Ambition, and Infants and Debit Card households. The units with the highest rents could be leased by the Bohemian Groove and Urban Edge households.

## Total Potential – Summaries

## Section D

The Target Market Analysis has been completed using a quantitative model that measures the number of households migrating into the City of River Rouge by tenure (owners and renters); and by building size (detached and attached). It should not be assumed that all detached houses and townhouses (with private entrances) will be occupied by buyers; or that all renters will want to lease attached lofts and apartments. In reality, over half of the renters will be inclined to rent a house instead.

For example, of the 185 new renter households migrating into the City of River Rouge each year, only 65 of them will be inclined to rent an attached unit – regardless of how many are available and for lease. The other 120 renters will search for detached houses and townhouses (with private entrances) to rent instead.

In contrast, all 35 of the new owners will be inclined to choose detached houses (and some townhouses with private entrances) to purchase. Simple deduction suggests that new-build attached units like luxury lofts should not be built for the owner market. If for-sale attached units are developed anyway, then they could exacerbate high vacancy rates among existing houses within the established neighborhoods.

It is recognized that some land along River Rouge's Detroit Riverfront could be conducive and even ideal for the development of new lofts and townhouses with vista views of the water. However, it is recommended that the vast majority of new-builds be designed for the for-lease or rental market, rather than for buyers and homeowners. A small number of townhouses could also be tested for the buyer market – but only if they have private entrances and porches with small gardens in the front.



## Annual and Five-Year Timelines

## Sections A - D

All values and rents reported in this Target Market Analysis are for the years 2020 through 2022; and they can also be generally applied through year-end 2025. The Target Market Analysis measures the market potential for one single year; and it can generally be forecast as an aggregate market potential that rolls-up over the next five years. Some flexibility can be applied to this timeline, depending on local market conditions, economic events, and transitioning demographics.

Cities experiencing little or no change may find that the annual market potential is still relevant in 2025 and through 2030. If the City of River Rouge begins to experience rapid transition or realizes significant benefits from market or economic events, then an update of the market study results should be considered.

If River Rouge's market potential is not met with new-builds in any given year, then that potential does not roll-over and should not be added to subsequent years. Instead, the migrating target markets will settle for existing housing choices (even if it doesn't meet their needs or expectations); or be intercepted by nearby cities in Wayne County.

On the other hand, regardless of whether the market potential is served within any given year, it is replenished with new households (and target markets) that are moving into River Rouge in each subsequent year. The table on the following page demonstrates several different timelines; assuming that the first project breaks ground and is completed in 2021; and alternate timelines where that first project is delayed until later years.

Conservative Scenario  
 New-Builds Only, by Tenure  
 Annual Market Potential with Five Year Cumulatives  
 The City of River Rouge, Michigan

For Sale	2021 Year 1	2022 Year 2	2023 Year 3	2024 Year 4	2025 Year 5	Cumulative Potential
Timeline 1	35	35	35	35	35	175
Timeline 2	--	35	35	35	35	140
Timeline 3	--	--	35	35	35	105
Timeline 2	--	--	--	35	35	70
Timeline 3	--	--	--	--	35	35

For Lease	2021 Year 1	2022 Year 2	2023 Year 3	2024 Year 4	2025 Year 5	Cumulative Potential
Timeline 1	185	185	185	185	185	925
Timeline 2	--	185	185	185	185	740
Timeline 3	--	--	185	185	185	555
Timeline 2	--	--	--	185	185	370
Timeline 3	--	--	--	--	185	185

## Internal Movership and Rehabs

## Sections A - D

The market potential numbers provided in all of the attached exhibits reflect a conservative scenario only; and they are based only on the in-migration of new households moving into the City of River Rouge. There is also a second component to migration, which is internal movership within the city. This is a larger group of households that already live in the city and that are swapping or trading addresses.

In general, there are twice as many households moving within the City of River Rouge compared to those migrating into the city. In other words, for every 35 new owner households migrating into the city, there are also about 70 existing owner households moving within the city. The latter figure is a good indicator of the number of for-sale rehabs that should be completed within the city each year.

Conservative Scenario  
New-Builds and Rehabs by Tenure  
Annual Market Potential with Five Year Cumulatives  
The City of River Rouge, Michigan

Detached For Sale	2021 Year 1	2022 Year 2	2023 Year 3	2024 Year 4	2025 Year 5	Cumulative Potential
New-Builds Only	35	35	35	35	35	175
Rehabs Only	<u>70</u>	<u>70</u>	<u>70</u>	<u>70</u>	<u>70</u>	<u>350</u>
Cumulative	105	105	105	105	105	525
Attached For Lease	2021 Year 1	2022 Year 2	2023 Year 3	2024 Year 4	2025 Year 5	Cumulative Potential
New-Builds Only	185	185	185	185	185	925
Rehabs Only	<u>370</u>	<u>370</u>	<u>370</u>	<u>370</u>	<u>370</u>	<u>1,850</u>
Cumulative	555	555	555	555	555	2,775

The annual market potential and figures in Section B and Section C are intended to convey conservative scenarios; and they focus only on new-builds and exclude rehabs. The conservative potential among for-lease rehabs can be derived by multiplying the potential for new-builds by a factor of two. In other words, for every new for-lease unit that is built, at least two existing for-lease units should also be rehabbed. Rehabs are shown again in the table below, and they are also included on the last exhibit in Section D.

Conservative and Aggressive Scenarios  
Nomenclature or Terminology  
The City of River Rouge, Michigan

Scenario	Market Strategy	Basis (Migration)	Owner	Renter
Conservative	New-Builds Only	In-Migration Only	35	185
Conservative	Rehabs Only	Internal Movership	<u>70</u>	<u>370</u>
Conservative	New-Builds + Rehabs	Total Movership	105	555
Aggressive	New-Builds Only	Total Movership	105	555

The conservative scenarios are pragmatic and assume business as usual (notwithstanding the temporary economic impacts of Covid-19 during the 2020-2021 health pandemic). They also assume that existing master plans, zoning ordinances, municipal policies, real estate conditions, lending practices, incentive programs, placemaking initiatives, and the overall business development climate will generally remain as-is, with little or no change.

The conservative scenarios also assume that existing households already living within the City of River Rouge will effectively swap or trade among existing housing choices. The vacated housing units will either be occupied (with or without improvements) by other resident households moving within the city; or they will remain vacant.

The conservative scenarios represent the most attainable goals with relatively low risks of over-building in the market. In comparison, the aggressive scenarios represent the not-to-exceed maximum threshold; and they assume that existing households moving internally within River Rouge will also trade into new and rehabbed housing formats – if enough new choices are available.

For example, if the conservative scenario indicates a market potential for 35 new-build houses plus 70 rehabbed houses (for a total of 105); then the aggressive scenario indicates a maximum of 105 new-build units. As another example, if the conservative scenario calls for 185 new-build for-lease units plus 370 rehabbed for-lease units (for a total of 555); then the aggressive scenario suggests a not-to-exceed maximum of 555 new-build for-lease units.

Boost for Benefit of Doubt – The conservative and aggressive scenarios both reflect a modest boost (a.k.a., bolster, lift, increase, or upward adjustment) to the number of existing households by lifestyle cluster. This bolstering of the numbers is intended to give communities some benefit-of-doubt in their ability to intercept households moving into and within the region and counties, and ability to increase their capture rate among the target markets.

The boost is about +10% and has already been integrated and reflected in the annual market potential for the City of River Rouge. All market potential numbers under both the conservative and aggressive scenarios include an identical boost.

The aggressive scenarios represent best-case scenario or not-to-exceed maximums; and they can be achieved only if all impediments to development are either removed or otherwise overcome. Developers should pursue an aggressive scenario only after testing the market to ensure that the targeted home prices, rents, and unit sizes can be absorbed efficiently.

## Planning Implementation

## Section A

The market potential for new-builds units could be boosted or bolstered to the aggressive scenario and beyond, but only if specific objectives outlined in the West Jefferson Avenue Corridor Plan are successfully implemented. The following list is a summary of some of the objectives outlined in that plan, along with some additional notes.

### Planning Implementation with Positive Trickle-Through Benefits

- *Regional Transportation Linkages – To the extent possible, economic opportunities created by the new Gordie Howe International Bridge<sup>1</sup> are capitalized upon for the Downtown and West Jefferson Avenue corridor (Objective 4.3).*
- *Alternative Modes of Transportation – The Downtown and West Jefferson Avenue corridor are connected to regional non-motorized trail systems (Objective 3.3). Transportation options along the West Jefferson Avenue corridor are improved to accommodate both motorized and non-motorized modes of public and private transportation (Objective 6.2).*
- *Walkable Main Streets – The West Jefferson Avenue corridor is transformed into an attractive main street (Objective 1.1). The Avenue becomes more pedestrian-friendly (Objective 1.2); and an inviting, walkable streetscape is created (Objective 1.3).*

Note: The list above is continued on the next page.

#### Footnote<sup>1</sup>

The Gordie Howe International Bridge is anticipated for completion in 2024. It will have a customs plaza located just one mile north in Detroit's Delray neighborhood and nearly two miles north of Downtown River Rouge. Total traffic volumes are forecast to be just 26,500; half (about 13,250 vehicles) will be west bound from Canada into the USA; and Downtown Detroit will be the primary destination for most of those visitors and commuters. The daily traffic volume of 26,500 is significantly less than traffic along Interstate 75, which is approaching 100,000 daily vehicles about 1.2 miles west of Downtown River Rouge. Based on this assessment, LandUseUSA anticipates that the bridge will generate a marginal benefit for Downtown River Rouge, and that the benefit will not be significant.

### Planning Implementation with Trickle-Through Benefits (continued)

- *Activated Waterfronts – Waterfronts along the Detroit and Rouge Rivers are incorporated into future developments (Objective 1.6). Existing river walks are expanded and access to the Detroit River is improved (Objective 3.2).*
- *Business Attraction – The City of River Rouge proactively collaborates with local developers and companies to attract and retain businesses and employees (Objective 4.4). Also: Existing or new employers create a significant number of new, skilled, and good-paying jobs; and a significant number of jobs are not lost through downsizing or cut-backs among existing employers.*
- *Population Growth – New context-appropriate housing formats are developed in the city and in ways that appeal to diverse target markets (Objective 5.2). Population growth is encouraged and attracted into the city (Objective 5.1). Also: Population growth can be bolstered by immigration from other countries.*

With successful implementation of reinvestment and community improvement projects, the City of River Rouge will be best prepared to attract, divert, and intercept, households that might otherwise choose other places in the region. When small cities are impacted by significant economic events, the impact on the market potential can be profound. However, some caution is recommended, and the development of new units beyond the conservative scenario should not be pursued on speculation alone.

## Movership Rates, Migration

## Section E

Under the Target Market Analysis approach, in-migration and internal movership are at the foundation of measuring the market potential for new and rehabbed units. Each household that moves in any given year is a candidate for renting or buying a new or refurbished unit in the City of River Rouge. If their preferences in housing units are not met, then they will effectively swap or trade among the existing choices. Or, they might also out-migrate and leave the city altogether.

Migration patterns are tracked at county and city levels of geography; and they include a combination of 1) internal migration within; 2) in-migration from beyond; 3) out-migration; and 4) net migration. Net migration is the difference between in-migration and out-migration. In-migration and internal migration are both integrated into the market potential model, unadjusted for out-migration.

The data is based on migration patterns reported by the U.S. Internal Revenue Service (IRS); and also based on the American Community Survey (ACS) conducted by the U.S. Census. The IRS data tends to be more accurate but is reported only at the county level. The ACS data tends to be less precise and more volatile, but it includes estimates for even the smallest of cities like River Rouge.

The share of households that move each year is also referred to as a movership rate. Movership rates can be determined for households moving into River Rouge; and also for households moving within the city. Movership rates can also be determined by tenure (owners and renters); household income bracket; age bracket; and marital status (married, single, etc.).

Finally, movership rates also vary considerably among the 71 lifestyle clusters. Movership rates tend to be higher among young single renters with relatively low incomes, and lower among mature couples and owners with dual incomes. Observations for the City of River Rouge compared to the State of Michigan are provided on the following page.



Movership by Tenure – Movership rates are almost always higher among renters than homeowners. About 11% of all existing owners in River Rouge moved into or within the city last year, which is higher than the average of 8% for the State of Michigan. About 32% of all renters in River Rouge moved into or within the city last year, which is higher than the statewide average of 29%.

Movership by Marital Status – Movership rates are almost always higher among singles when compared to couples. Singles may be of any age, and they may include widows and widowers (sole survivors); those who are starting over for any reason; and those who simply chose not to get married – again, for any reason.

About 10% of all married couples currently living in River Rouge moved into or within the city last year, which is higher than the Michigan average of 9%. About 26% of all singles currently living in River Rouge moved into or within the city last year, which is significantly higher than the state average of 19%.

Movership by Household Income – Movership rates are almost always higher among lower-income households; and lowest among the most affluent households. In River Rouge, local households with median incomes of \$15,000 to \$65,000 have exceptionally high movership rates compared to the State of Michigan. In particular, 32% of River Rouge's existing households earning \$50,000 to \$65,000 annually move each year, compared to just 11% for the statewide average.

Movership by Age – Movership rates are almost always higher among younger householders compared to more mature adults. Seniors living in rent-subsidized high-rise or tower apartments tend to have among the lowest movership rates; whereas college and university students tend to have exceptionally high movership rates.

Compared to averages for the State of Michigan, River Rouge's mature adults aged 40 to 70 years or better have high movership rates. The 60 to 70 age cohort has exceptionally high movership rates, with 23% moving each year compared to the statewide average of just 6%.

## Existing Choices – Introduction

## Sections F - G

This Target Market Analysis includes a real estate analysis that identifies current market conditions on prices (values and rents) per square foot. The results can also be used to deduce optimal unit sizes relative to total prices. The analysis is conducted for both attached for-sale choices (including some townhouses with private entrances); and for attached for-lease lofts, apartments buildings, and other formats. The study area includes the City of River Rouge, plus other Downriver communities in Wayne County.

Scatter plots are provided in this study to demonstrate the relationship between unit sizes in square feet; and the current (estimated) for-sale price and contract (cash or net) rent per square foot (psf). In general, there is almost always an inverse logarithmic relationship between the two variables. Smaller units usually command higher rents per square foot than larger units. This is almost always evident among attached for-lease housing choices. However, the relationship is weaker among detached for-sale houses because other variables erode the relationship – especially the age and quality of choices.

The relationships between unit size and price are important for developers to consider when planning new-builds. It might be tempting to super-size the new units to capture higher total rents and build fewer kitchens and bathrooms. However, a larger number of smaller units can actually be more productive and efficient, which can help offset the expense of additional kitchens and bathrooms. Smaller units will also be absorbed faster, which helps save time and money.

This study includes a Real Estate Analysis of existing choices using two discrete inventories from 2017 and for January 2021. A comparison of the two data sets can be used to identify general gains in prices per square foot over time. However, the 2021 data is more complete than the 2017 data set; so the scatter plots should not be used to gauge differences in the total number of available choices. The scatter plots are explained in more detail on the following page.

## Existing Choices – For Sale

## Section F

2017 For Sale Houses – In general, most of the for-sale houses in Wayne County had 2017 prices of \$125 per square foot (psf) or less. In particular, all units with less than 1,000 square feet had prices of \$100 psf or less. At the larger end of the size spectrum, some houses with 1,600 square feet achieved prices of \$150 psf; some of the larger houses with 2,100 square feet had prices of \$100 psf; and the largest units with 2,200 or more square feet had prices of \$75 psf or less.

2021 For Sale Houses – Most of the for-sale houses in Wayne County now have 2021 prices of \$150 psf or less, which is low but an improvement over 2017. There are about fourteen (14) houses available for purchase within the City of River Rouge, and all of them have prices of \$75 psf or less. Given that the prices are low even though there are few available choices, they are probably sub-par and not meeting the needs of migrating households seeking to buy a home in River Rouge. This is a good indication of the need to build new for-sale choices.

## Existing Choices – For Lease

## Section G

2017 For Lease Units – In general, most of the for-lease units in Wayne County had 2017 monthly contract (cash or net) rents of less than \$1.50 psf. The smallest units were more likely to achieve \$1.50 psf; whereas larger units were more likely to have rents of \$0.75 to \$1.25 psf. Rents for units in the City of River Rouge generally mirrored that of the region.

2021 For Lease Units – In general, most of the choices in Wayne County have experienced modest increases in rents since 2017. Even so, most of the units still have rents of less than \$1.50 psf. Again, the smaller the unit, the higher the rent per square foot; and the largest units tend to have the lowest rents per square foot.

## Building Permit Survey

## Section H

Wayne County and Detroit – Activity among approved building permits throughout Wayne County and the City of Detroit slowed considerably during the housing slump that preceded and was exacerbated by the Great Recession. Since the recession, building permit activity has gradually increased for the region and even experienced a spike among attached units in Detroit.

The City of River Rouge – Data on approved building permits for River Rouge is sparse and not a good indicator of actual construction activity within the city. Local data aside, recent increases in building permit activity throughout Wayne County and in Detroit are encouraging. It is easy to theorize that the new activity could spill over into the Downriver communities – including the City of River Rouge.

Average Investment per Unit – In general, the average investment per unit tends to be much higher for detached units than for attached units. For example, the average reported investment per detached unit was approaching \$300,000 for Wayne County (between 2015 and 2019); and is now about \$275,000 for the City of Detroit. In comparison, the average investment per attached unit has historically hovered around \$150,000 in Wayne County; and \$125,000 for the City of Detroit.

Much of the difference can be attributed to detached units being relatively large houses with more bedrooms and bathrooms, larger kitchens, and more floor area overall. Some of it can also be attributed to some cost savings that comes with building attached units that share walls and that also tend to have fewer windows. Regardless, the data demonstrates some of the potential costs savings that could be realized in building attached for-lease alternatives to detached for-sale houses.

## Building Size by Tenure

## Section I

Introduction – Building sizes by tenure are provided for the City of River Rouge, and they to reinforce the Housing Mismatch that was described earlier in this report. Note: The Housing Mismatch chart includes all housing units regardless of whether they are occupied or vacant, and regardless of tenure. In comparison, the exhibits in this section of the report describe occupied units only, split by tenure (owner- and renter-occupied).

Units by Building Size (Owned) – Within the City of River Rouge, nearly all of the existing owner-occupied units are detached houses. Technically, this could include a small number of semi-attached townhouses that share walls but have private entrances. Only 7% of the owner-occupied units are duplexes, which may include rowhouses or townhouses that share walls and that also share main entrances into the building.

Units by Building Size (Rented) – Compared to owner-occupied units, River Rouge's renter-occupied units are far more likely to include attached formats other than detached units. About 14% of the existing renter-occupied units are duplexes; 17% are triplexes and fourplexes; 12% are in buildings with 5 to 9 units; and 8% are in larger buildings with at least 50 units each. The remaining 46% of renter-occupied units are detached formats like traditional-style houses and townhouses.

Renter Attached Units – Within the City of River Rouge, 40% of all renters are living in buildings with at least three units. This figure excludes renters in detached houses and duplexes, which may include subdivided houses. The figure of 40% is generally typical for other cities throughout Wayne County, with some exceptions. For example, renters are far more likely to be living in buildings with 3+ units in the cities of Trenton (65%), Southgate (79%), and Riverview (80%).

## Housing Vacancies

## Section J

Low and declining vacancy rates can be good indicators of unmet or pent-up demand for new-build housing choices. If vacancy rates are high, that could be attributed to the age or condition of the housing stock. It could also be attributed to a recent acceleration in construction activity, followed by new housing choices coming onto the market.

Inversely, if obsolete housing stock is removed through demolitions, then vacancy rates could decline. A closer study of vacancy rates and demolitions over time can provide additional insights into local market conditions for the City of River Rouge.

The number of residential vacancies in River Rouge has been slowly declining since the Great Recession, especially among for-sale choices (including units that have not yet sold; plus those that have been sold but not yet occupied). Again, recent declines could be partially attributed to housing demolitions within the city over the past decade.

Vacancies in the City of Detroit and throughout Michigan have also been steadily declining over the past decade and since the Great Recession. It is unlikely that the decline can be fully attributed to the demolitions or taking obsolete units off of the market. At least some of the decline can be attributed to growth in the number of households; combined with slow recovery in development, building, and construction activities.

In the City of River Rouge, the five-year average vacancy rate among all for-sale and for-lease units was 23%, which is high compared to many other cities in the region. For comparison only, the vacancy rate was 26% for the City of Detroit; 20% for the City of Ecorse; 10% for the City of Harper Woods; and only 5% for the City of Melvindale. In general, it is considered ideal to have an overall vacancy rate of 8% or less.

## Conventional Gap Analysis

## Section K

Introduction – Conventional approaches to housing studies involve direct comparisons of existing supply and demand for each city or county. Demand is measured from the attributes of households currently living within the City of River Rouge; and supply is measured from the attributes of existing housing units that have previously been developed within the city.

In the conventional approach, a direct comparison of demand with supply is made to gauge market gaps, such that  $\text{Gap} = (\text{Demand}) - (\text{Supply})$ . Market gap is usually measured by the number of housing units by tenure; and the price range (in values and rents). This methodology is replicated and described on the following pages for the City of River Rouge.

River Rouge's Owners – The income brackets of established homeowners living in the City of River Rouge follow a standard bell curve, with most households earning an annual income between \$25,000 and \$75,000. In general, most of the city's owner households should be able to afford a new house valued at \$100,000 or more. However, the vast majority of existing housing units are actually valued below \$100,000. This comparison indicates a mismatch between owner incomes and home values.

River Rouge's Renters – The income brackets of established renters in the City of River Rouge have a skewed bell curve. About 53% of the existing renter households have annual incomes of less than \$20,000; and 47% have incomes of \$20,000 or more. Households in the latter group should be able to afford contract rents of at least \$550 per month. Within the existing renter market, 38% of all renter-occupied units do indeed have prices of \$550 or more.

In general, there is not a price mismatch at the lower end of the income and rent spectrum. However, there is a mismatch at the higher end of the spectrum. About 17% of the city's renters are earning \$35,000 or more; and they are generally able to afford rents of \$900 or more per month.

In comparison, only 1% of River Rouge's existing supply has contract rents of \$900 or more, which points to a price mismatch. Recall that based on the results of the Target Market Analysis, at least ten (10) new for-lease units could be built in River Rouge every year with premium rents between \$900 and \$1,300 per month.

**Rents as a Share of Income** – The annual median household income is about \$35,000 for all renters in the State of Michigan. As a general guide, renters spending more than 30% of their income on housing costs are considered to be shelter over-burdened by the United States Department of Housing and Urban Development (HUD). Those spending 30.0% to 49.9% of their income on housing costs are “moderately” over-burdened; and those spending more than 50% are “severely” over-burdened.

**Mortgages as a Share of Income** - The annual median household income is about \$75,000 for all homeowners in the State of Michigan. As a general guide, owners spending more than 40% of their income on a mortgage (including interest and property taxes) are considered to be shelter over-burdened by the United States Department of Housing and Urban Development (HUD).

**Affordability Housing Criteria** – Conventional affordable housing studies usually align the market potential along county-level income limits established by the U.S. Housing and Urban Development Division (HUD). For example, an affordable housing study for the City of River Rouge would be based on income limits established for all of Wayne County. Typical brackets include market rate households earning 80% or more of Area Median Income (AMI); and low-income households earning less than 80% of AMI.

The conventional approach assumes that the tenure and format of existing units is a good indicator of what existing homeowners and renters want – and that therefore, they are also what new home buyers and renters want. In other words, it assumes that developers have accurately gauged market preferences and that what is built (and sold or rented) is an accurate reflection of what new and migrating households most prefer.



The conventional approach is also advocated by lending institutions, which often require local market comparables as evidence of a proposed project's market feasibility. However, this conventional approach is flawed because it fails to consider that migrating households would make other choices IF they were available.

In the conventional approach, apparent gaps are usually described only by price and building use, such as low-income, affordable, market rate, single-family, multi-family, and senior housing. Results are almost never qualified by building format, such as cottages, accessory dwellings, walkups, townhouses, and lofts. If the conventional approach is the only barometer for guiding new developments, then it can lead to redundancies in the housing market and missed opportunities altogether.

## Reference Maps

## Section L

This Target Market Analysis has been designed to focus on the six cities in Wayne County that have been funded by the Michigan Department of Treasury. The six cities include Harper Woods, Hamtramck, Inkster, Melvindale, River Rouge, and Ecorse. (Note: The City of Muskegon Heights in Muskegon County has also been funded for a similar study.)

To provide some sense of perspective, some of the data for the six cities have been compared to other places within Wayne County, including the City of Detroit. Detroit is of particular interest because River Rouge, Ecorse, and Melvindale could strive to intercept migrating households who are seeking attainably and tolerably priced alternatives to downtown Detroit.

Section L attached to this report includes several maps demonstrating the City of River Rouge's geographic setting relative to these other places. There are also four maps excerpted from the city's 2017 Master Plan, showing the neighborhoods, existing land use, future land use, and current zoning. Readers are also encouraged to review the city's complete master plan for additional context.

## Next Steps

This narrative describes steps that the City of River Rouge, its ambassadors, and stakeholders can take to help pave the road to success and help make real projects happen. Topics generally focus on a) becoming well-organized and collaborating; b) leveraging statewide programs; c) facilitating a process of stakeholder engagement; and d) getting some technical assistance with support from professional town and urban planners.

The following strategies are also intended to help with placemaking, talent and economic development, downtown development, and implementation of the TMA market potential. This narrative is also followed by additional recommendations for private developers, investors, and builders, with an emphasis on missing housing formats and shopping choices.

State Agency Outreach – Meet with the State of Michigan Community Development Specialist, CATeam Leader, and/or RRC Manager for the Detroit Metro region. The meeting agenda should include discussion of the TMA results and implications for economic growth; placemaking processes that help catalyze reinvestment; and implementation strategies for making real projects happen.

Redevelopment Ready Community (RRC) Program – Leverage the CCD's Redevelopment Ready Community (RRC) initiative. Regardless of whether they are seeking full certification in the program, local communities should follow the RRC process with some self-initiative. Following RRC steps will help demonstrate to prospective developers that appropriate due-diligence tasks are being completed to ease project review and permitting processes.

Department Collaboration – Have the city mayor, city manager, community development director, and/or downtown development authority work together as a team on shared initiatives for economic growth and prosperity. Organizational or policy changes should be considered if necessary to ensure collaboration between municipal departments, the city councils, the planning commission, and sub-committees.

## Public Stakeholders

In particular, community development divisions should always look for new opportunities to contribute to local planning efforts. In turn, municipal planners and consultants should actively seek input from community development staff in the planning process. Both divisions should be proactive in collaborating on common goals and objectives.

**Volunteer Recruitment** – Follow the National Main Street Center's Four Point Approach® (Organization, Promotion, Design, and Economic Restructuring) for recruiting and organizing volunteers who can assist with implementation. Volunteers with specialized skills and qualifications can help with the technical process of making sites shovel ready; pursuing grants and funding; and recruiting new developers.

**Public-Private Partnerships** – Public-private partnerships should be pursued and built by meeting with local developers to review the TMA results and discuss implementation strategies. Topics should include ways for both parties to help ease the process and help get real projects done. Developers should consider a variety of investment strategies outlined in this TMA, including rehabilitation of existing housing units; conversion and adaptive reuse of existing buildings; and development of new units across a range of small to medium-sized buildings.

**Stakeholder Engagement** – Cities should ensure that at least one municipal staff person is trained and certified by the National Charrette Institute (NCI) to facilitate stakeholder engagement, including forums, workshops, and/or design studios. Alternatively, cities should retain the services of urban planning firms (or town planners) with NCI-certified professionals to assist with the process.

**Public Open Houses** – Open houses should be facilitated for the general public and/or special interest groups. Events may include a combination of presentations, charrettes, workshops, focus groups, and interactive surveys. A variety of media tools can also be used to conduct preference services, either by phone, internet, or regular mail.

Outreach to the Investment Community – In addition to public open houses, one or more developer summits could also be hosted for the local real estate investment community. One-on-one meetings with local developers can also be facilitated to discuss the TMA results, implications, and next-steps. Again, developers are encouraged to use the TMA reports to help secure gap financing; and to customize and refine their individual development projects.

Hard and Soft Incentives – After receiving input during the developer forums and open houses, the city's hard and soft incentives should be re-evaluated and refined. Examples of hard incentives include tax credits, loans and other financial tools (revolving funds, bond programs, tax increment financing, etc.). Examples of soft incentives include flexible terms when buying publicly-owned land, infrastructure, brownfield remediation, technical assistance and educational resources, collaborative marketing, land bank assistance, and streamlined review and approval processes.

Financial Institutions – City leaders should also meet with financial institutions and local lenders, and ask them to offer low-interest loans and negotiable terms for developers that propose and plan projects in alignment with the TMA recommendations. Ask the lenders to advertise the incentives; and to also announce public open houses and other events on their electronic news boards.

Incremental Development Alliance – IncDev is a not-for-profit organization that helps cities strengthen their neighborhoods through small-scale real estate projects. The alliance focuses on training small developers through seminars, one-day workshops, and two-day boot camps.

IncDev's services also include a process of stress testing to identify impediments to small scale development. Impediments are often hidden within the fine print of master plans, zoning ordinances, design guidelines, strategic plans, TIF plans, fiscal budgets, and similar types of documents. The end goal with stress-testing is not to anti-regulate, but rather to make the rules clear and the process easier for local, small scale developers.



Disclaimer: Sharon Woods of LandUseUSA is a faculty member with the Incremental Development Alliance. The alliance is the creator of all step building diagrams used within the residential and retail Target Market Analysis. All step buildings images and renderings are copyright protected by the Incremental Development Alliance.

BuildMIPlace – Michigan’s professional planning firms are available to provide technical assistance with a variety of tools designed to promote reinvestment and support development. For example, an innovative BuildMIPlace system has been created by Community Image Builders (CIB Planning), with a focus on five steps:

1. Target Market Analysis
2. Strategic Planning
3. Funding and Incentives
4. Implementation and Development
5. Additional Technical Support

Professional Planning Services – Cities should also retain the professional services of urban planners, town planners, and/or landscape architects to prepare preliminary site plans or artist renderings for site-specific projects. Results can be integrated into developer Requests for Qualifications. Design competitions could also be hosted, with the winner being granted a contract for related consultation services.

Marketing Plan – Cities should also consider retaining the services of a local and professional marketing firm to prepare a municipal marketing plan. The plan should focus on reinvestment opportunities and transformative projects in downtowns and urban neighborhoods; with an emphasis on mixed-use projects, missing housing formats, and new shopping choices. (Note: Property listings by real estate brokers can help, but are not a substitute for municipal marketing strategies.)



Marketing firms can also prepare magazine-quality brochures, flyers, and other promotional materials that summarize and highlight the TMA results along with local community assets. They can also help create websites and online content promoting site-specific investment opportunities and incentives.

Email Outreach – City staff and/or volunteers should also gather and review existing email lists of local stakeholders in the real estate investment community. These stakeholders may include building and land owners, property managers, real estate agents and brokers, developers, builders, and investors. The TMA report should be emailed to all of these stakeholders as a .pdf electronic file; and they should be invited to use the report to secure gap financing with prospective lenders.

News Media Outreach – Media releases and event invitations should be created by city staff who can then ask the local media to print them as written. Writing media releases internally can help ensure thorough and accurate coverage of the TMA results, community-wide goals and objectives, stakeholder engagement processes, and success stories.

Internet and World Wide Web – An electronic .pdf copy of the TMA should be posted on local websites, including city planning and economic development departments, downtown development authorities (or similar downtown associations), chambers of commerce, and neighborhood associations.

Social Media Outreach – The TMA results should also be announced and promoted on social media websites, such as Facebook, LinkedIn, and Twitter. A staff person can be designated to help steer online discussions in a positive direction and to keep the content current and relevant.

Note: This narrative is intentionally generic and designed to be shared with cities and stakeholders throughout the State of Michigan and Wayne County, including the cities of River Rouge, Ecorse, Melvindale, and other Downriver Communities.

## Next Steps

## Private Developers

It is recommended that developers and investors align their projects with the market potential outlined in this Target Market Analysis for the City of River Rouge. Ideally, they will focus on a mix of traditional houses, missing housing formats, new shopping choices, and mixed-use projects.

### Recommended Project Strategies for Developers

- Mixed-use projects that include retail, shopping conveniences, and services.
- Projects designed for a spectrum of target markets and lifestyle clusters, and not just one.
- Projects designed for income integrated and multicultural communities.
- Projects that meet the needs of both low-income and market-rate households; and not just affluent households seeking luxury units.
- New building formats that align with IncDev's typology of small and mid-sized step buildings.
- Locations that support urban infill, redevelopment, and reinvestment.
- Locations in, adjacent to, and walkable to traditional downtown districts.
- Locations walkable to shopping destinations, public schools, health care, public transit centers, places of worship, and other community and civic institutions.
- Locations with vista views of waterfronts, downtowns, bridges, railroads, public plazas, town squares, and parks.
- Projects that involve public-private partnerships and regional collaboration.
- Projects that involve adaptive reuse and support the preservation of historic buildings, downtowns, and neighborhoods.
- Projects that include Placemaking amenities that help create and convey a sense of place.
- High-quality projects that support environmental sustainability.

Form-Based Branding – Developers should avoid labeling entire projects or entire buildings as “affordable”, “luxury”, “subsidized”, “multi-family”, “student”, or “worker” housing. Instead, projects and buildings should be described according to their format and size; and marketing should be customized to appeal to a diverse group of target markets (lifestyle clusters). This will help diversify project risks while also supporting socio-economic and cultural diversity.

#### Recommended Form-Based Approach to Project Branding

- Use: Residential, mixed-use; live/work; above retail, civic, and/or office space.
- Tenure: Renter-occupied, for-lease, owner-occupied, lease-to-own, and mixed tenures.
- Scale: Building height, footprint (square feet), number of levels, total number of units, and number of units along the sides of building.
- Format: Detached traditional houses, cottages, accessory dwellings, and townhouses or row houses with private entrances (i.e., “single-family”).
- Format: Attached townhouses with shared entrances, multiplexes, low-rises, lofts, walkups, and courtyard apartments (i.e., “multi-family”).

Site-Specific Feasibility Studies – The Target Market Analysis studies and reports are intended to serve as platform for more detailed studies, and are not intended to supersede them. Developers will inevitably and unavoidably need to prepare site-specific pro forma analyses for underwriting purposes and to qualify for loans, grants, tax rebates, or other incentive programs.

The underwriting requirements of lenders and grantors will probably include specifications on the following: a) building format, size, scale, height, mix of uses, and amenities; b) unit sizes, tenures, prices, and amenities; c) parking, access, and related impacts on infrastructure; d) ownership, zoning, land use regulations, and related planning implications; e) labor, materials, taxes and fees, and related costs; and f) taxes revenues and related fiscal impacts.



# Residential TMA

## The Market Study

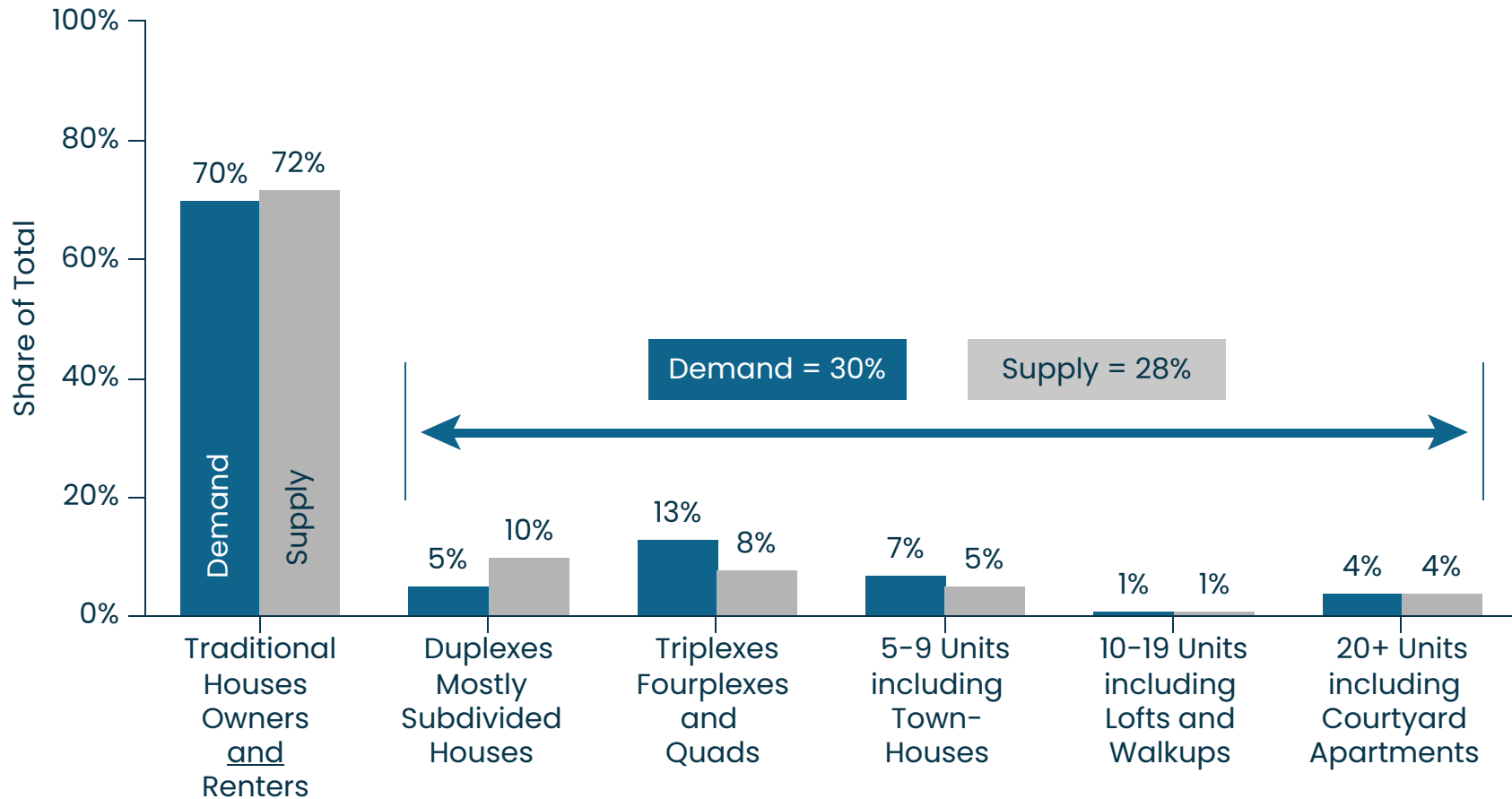
### Narrative Report

Section A	Location Strategies
Section B	Potential – New For Sale
Section C	Potential – New For Lease
Section D	Total Potential – Summaries
Section E	Movership Rates, Migration
Section F	Existing Choices – For Sale
Section G	Existing Choices – For Lease
Section H	Building Permit Survey
Section I	Building Size by Tenure
Section J	Housing Vacancies
Section K	Conventional Gap Analysis
Section L	Reference Maps

# Section A

# The Housing Mismatch | River Rouge

## In-Migration Demand v. Existing Units | 2022



Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2019. Demand is based on the number of new households migrating into the respective geography 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.

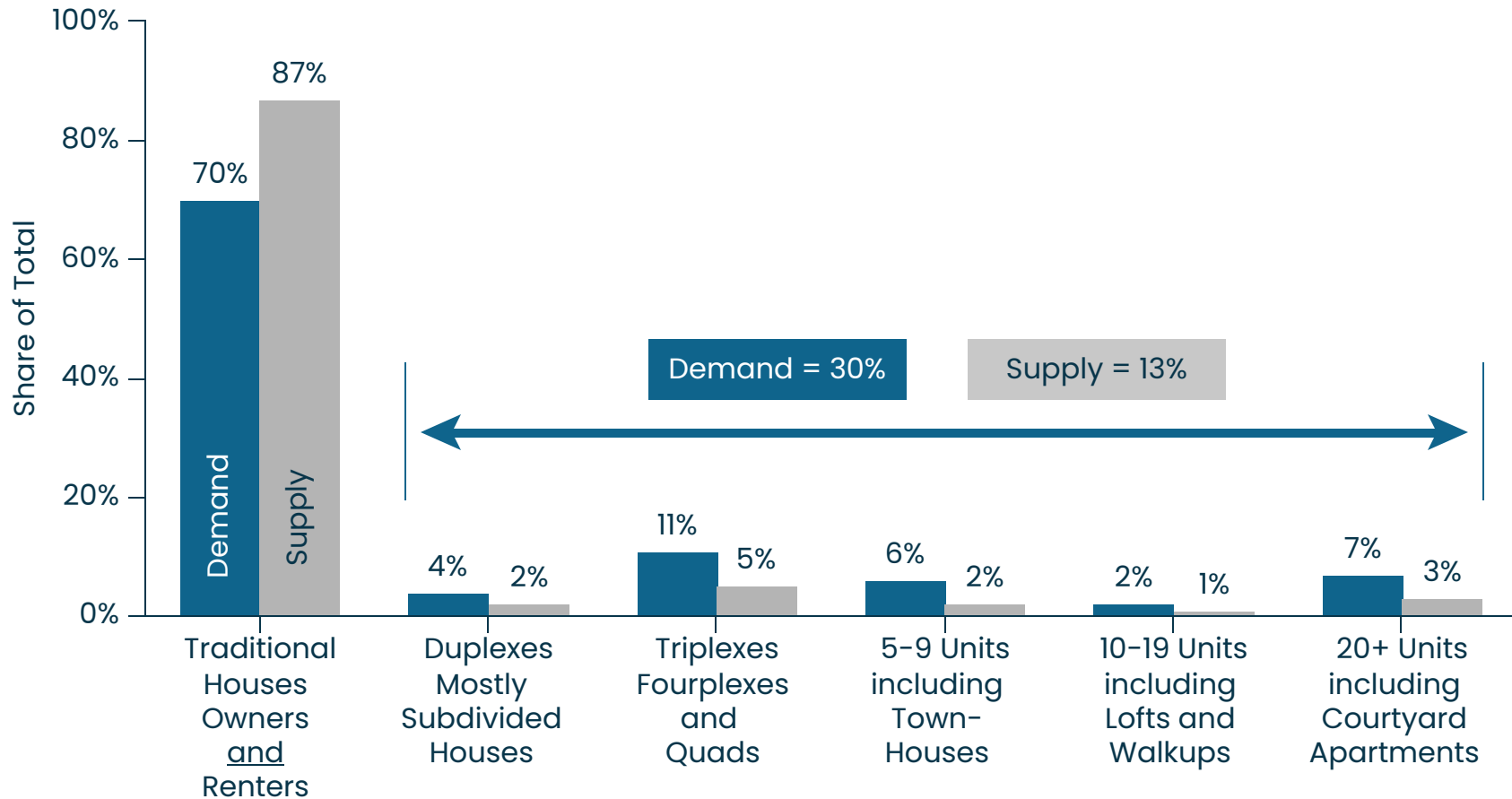


LandUseUSA  
UrbanStrategies

Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

# The Housing Mismatch | Ecorse

## In-Migration Demand v. Existing Units | 2022



Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2019. Demand is based on the number of new households migrating into the respective geography 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.

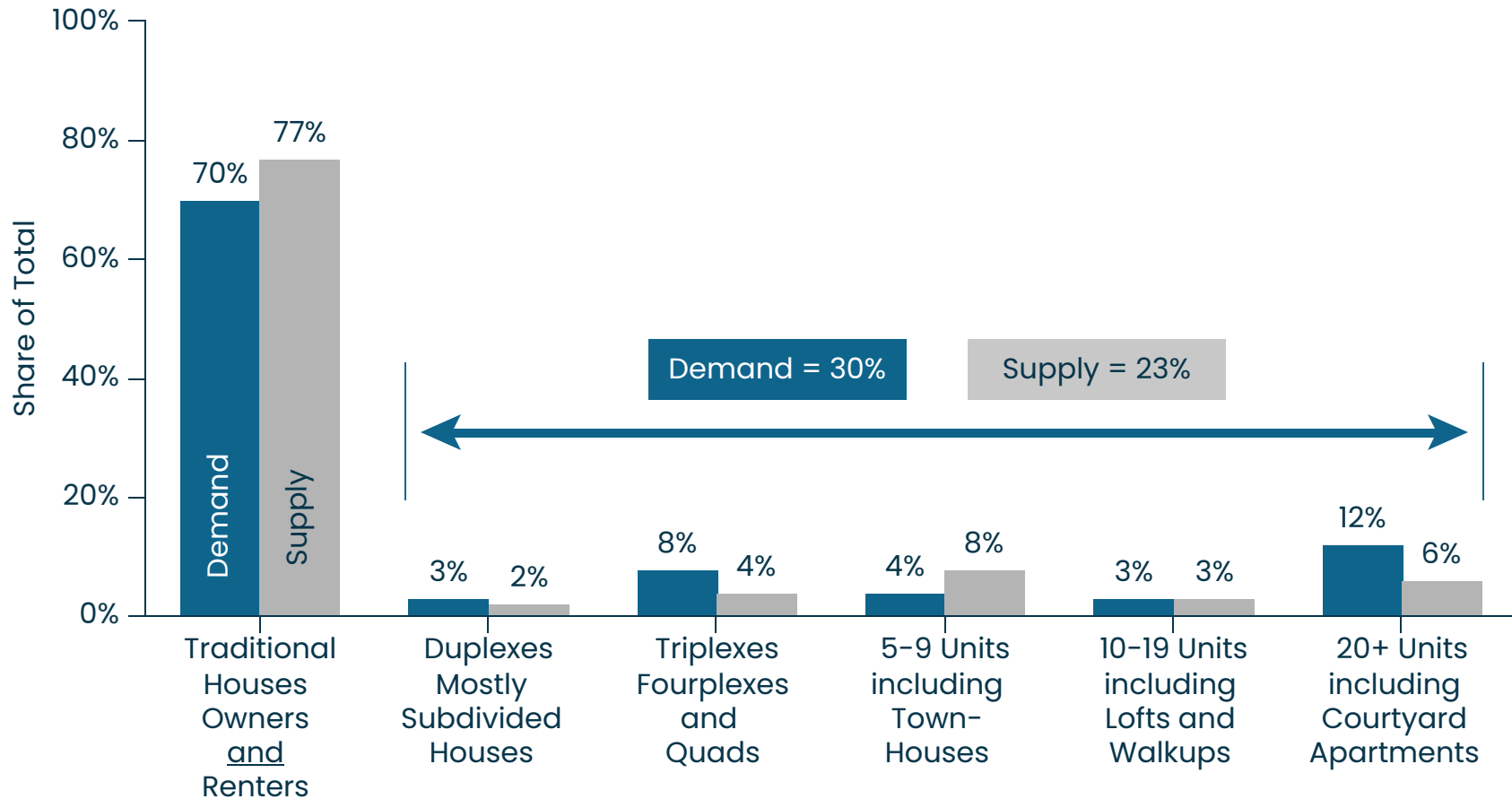


LandUseUSA  
UrbanStrategies

Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

# The Housing Mismatch | Melvindale

## In-Migration Demand v. Existing Units | 2022



Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2019. Demand is based on the number of new households migrating into the respective geography 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.



LandUseUSA  
UrbanStrategies

Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

## Recommended Housing Types West Jefferson Corridor | 2019

### Duplex: Side-By-Side

Side-by-side duplexes require lot sizes that are typical along the West Jefferson corridor (55-75 ft. wide by 100-150 ft. deep). Typical unit sizes range from 600 sq. ft. to upwards of 2,000 sq. ft., depending on the context and the market. These housing units are able to be parked by on-street parking spaces (which may require a local code adjustment); between two and three on-street spaces should be provided per unit.



### Duplex: Stacked

Stacked duplexes require the same lot sizes as side-by-side duplexes, which are typical along the corridor (55-75 ft. wide by 100-150 ft. deep). Typical unit sizes range from 600 sq. ft. to upwards of 2,000 sq. ft., depending on the context and the market. These housing units are able to be parked by on-street parking spaces (which may require a local code adjustment); between two and three on-street spaces should be provided per unit.



Source: West Jefferson Corridor Plan | November 2019.

## Recommended Housing Types West Jefferson Corridor | 2019

### Fourplex

Fourplexes require lots of a similar size, and are developed within footprints very similar to duplexes, with minimum lot requirements of 60 ft. by 100 ft. Typical unit sizes range from 500 to 1,200 sq. ft. These housing units are also able to be parked by on-street parking spaces (which may require a local code adjustment); two to three on-street spaces should be provided per unit.



### Small Multiplex

Small multiplexes are medium-sized structures consisting of five to 10 side-by-side or stacked dwelling units. Entryways are typically provided with one shared entry, or have individual entries along the front. Lot requirements are a minimum width of 60 ft. by a minimum depth of 100 ft., though larger lots may contain more units. Typically, there are between six and 10 units per multiplex, each between 500 and 1,200 sq. ft. in size. These housing units are also able to be parked by on-street parking spaces (which may require a local code adjustment); two to three on-street spaces should be provided per unit.



Source: West Jefferson Corridor Plan | November 2019.

## Recommended Housing Types West Jefferson Corridor | 2019

### Townhomes

Townhomes are already present along the West Jefferson corridor in Ecorse, and are appropriate along the corridor. These are small-to medium-sized structures consisting of between two and eight attached single-family homes placed side-by-side. These housing units are able to be parked by on-street parking spaces (which may require a local code adjustment); two to three on-street spaces should be provided per unit.



Source: West Jefferson Corridor Plan | November 2019.



## Alternative Housing Types West Jefferson Corridor | 2019

### Live/Work

Live/work spaces are small to medium-sized attached or detached structures consisting of one dwelling unit above or behind a flexible ground-floor space for residential, service, or retail uses. The home space, as well as the “work” space, are owned by one entity. Again, these housing units are able to be parked by on-street parking spaces (which may require a local code adjustment); two to three on-street spaces should be provided per unit.



Source: West Jefferson Corridor Plan | November 2019.

## Alternative Housing Types West Jefferson Corridor | 2019

### Bungalow Court

Bungalow courts require larger lots than duplexes, with minimum requirements of 100 ft. by 100 ft. (ranging from between .25 and .5 acres per site) and are a more dense development type, usually containing between five and 10 units in one court. Typical unit sizes have a smaller range than duplexes, and are usually between 500 and 800 sq. ft. These housing units are also able to be parked by on-street parking spaces (which may require a local code adjustment); between five and seven on-street spaces should be provided per development, dependent on the number of units.



Source: West Jefferson Corridor Plan | November 2019.

# Incremental Development Alliance Mainstreet Formats | Step Buildings<sup>©</sup>



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings<sup>©</sup> created by the Incremental Development Alliance<sup>©</sup> with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.

# Incremental Development Alliance Small Formats | Step Buildings<sup>©</sup>

Cottage  
Skinny



Cottage  
Narrow



Cottage  
Wide



Duplex  
Side by Side



Rowhouse



Duplex  
Stacked



Duplex  
Stacked



Double  
Duplex



Triplex  
Detached



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings<sup>©</sup> created by the Incremental Development Alliance<sup>©</sup> with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.

# Incremental Development Alliance Medium Formats | Step Buildings<sup>©</sup>

Duplex  
Side by Side



Co-living  
House w/Suites



Rowhouse



Rowhouse



Townhouse



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings<sup>©</sup> created by the Incremental Development Alliance<sup>©</sup> with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.

# Incremental Development Alliance Large Formats | Step Buildings<sup>©</sup>

Apartment  
House



Apartment  
House



Apartment  
Building



Walkup  
Apartment  
Narrow



Walkup  
Apartment  
Wide



Stacked  
Lofts



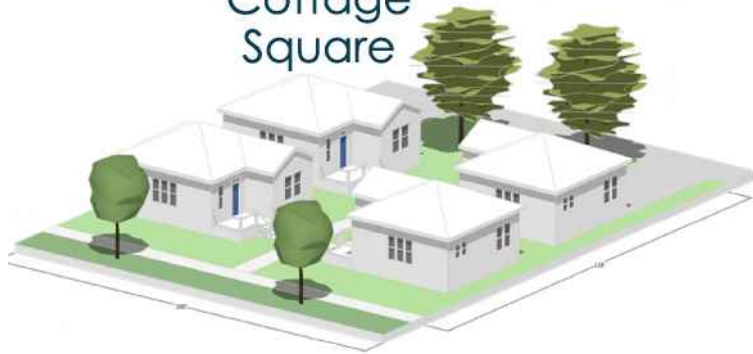
Walkup  
Apartment  
Courtyard



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings<sup>©</sup> created by the Incremental Development Alliance<sup>©</sup> with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.

# Incremental Development Alliance Courtyards | Step Buildings<sup>©</sup>

Cottage  
Square



Cottage  
Court



Accessory  
Dwelling  
Alley



Accessory  
Dwelling  
Court



Duplex  
Court



Walkup  
Apartment  
Courtyard



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings<sup>©</sup> created by the Incremental Development Alliance<sup>©</sup> with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.

# Incremental Development Alliance Accessory Dwellings | Step Buildings<sup>©</sup>

Accessory Dwelling Renovation



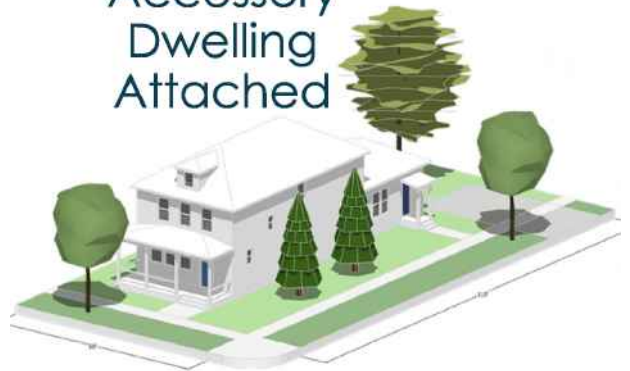
Accessory Dwelling Court



Accessory Dwelling Attached



Accessory Dwelling Attached



Accessory Dwelling Detached



Accessory Dwelling Carriage



Accessory Dwelling Alley



Accessory Dwelling Alley



Source: Collage prepared by LandUseUSA | Urban Strategies. Step Buildings © created by the Incremental Development Alliance © with all copyrights reserved; 2020 - 2021. The alliance is available to facilitate educational seminars, workshops, and boot camps for public-sector clients and their investment community.



# Vacancies and Redevelopment Opportunities

## The City of River Rouge, Michigan | 2017



RIVER ROUGE MASTER PLAN

# Redevelopment Opportunities

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, City of River Rouge

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds
- Large, Vacant Residential Properties, many with Multiple Adjacent Vacant Lots
- Redevelopment Sites as Identified by the City
- Vacant Commercial Properties
- Vacant Industrial Properties



## Downtown River Rouge, Michigan | 2019



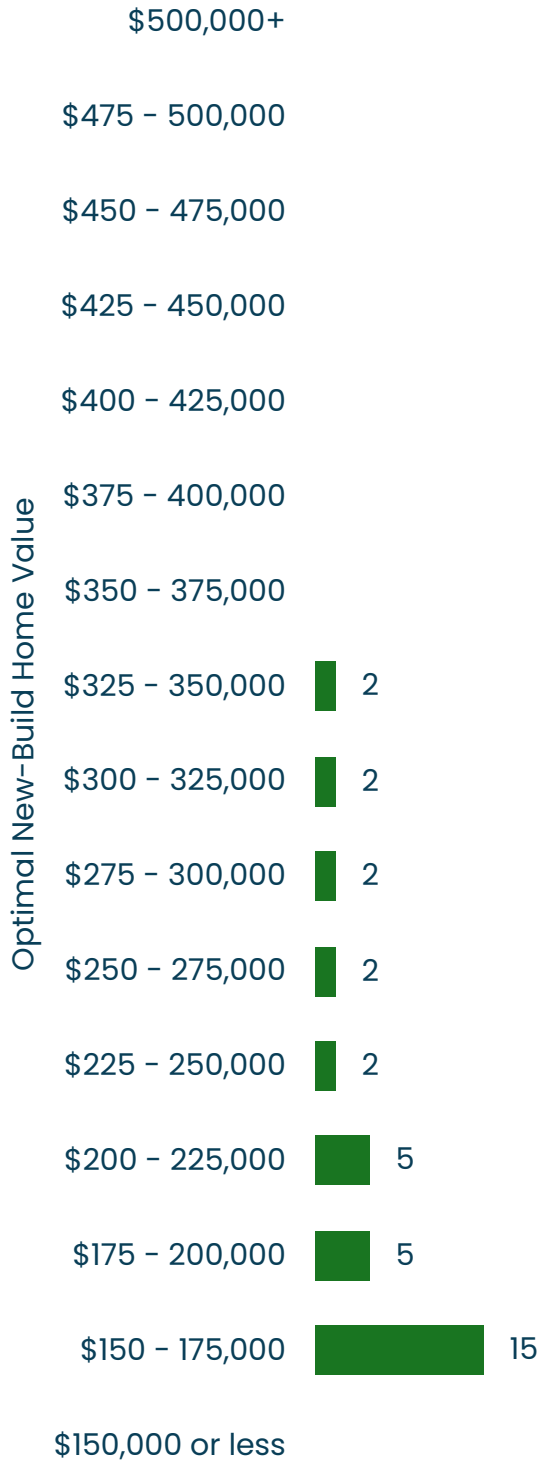
Source: West Jefferson Corridor Plan | November 2019.

### **SECOND-FLOOR RESIDENTIAL**

The Second-Floor Residential site is located just south of the Northern West Jefferson Industrial/Commercial site, stretching down to Coolidge Highway in downtown River Rouge. The key advantage of this site is its proximity to downtown River Rouge and the presence of existing or potential second-story residential units. Renovating or upgrading existing housing along the West Jefferson corridor is important in growing the populations and appeal of Ecorse and River Rouge, as well as providing the tax and consumer base to support economic development efforts nearby and in the cities as a whole.

# Section B

# Detached Housing Units | River Rouge Owners and Values | Year 2020



Maximum Number of Annual New-Builds Only by Home Value

...

Traditional Houses, detached "Condos", Patio Homes, and/or Cottages.

...

Total New-Build Owner Units = 35

Up to 35 new buyers could migrate into the City of River Rouge each year, and they are good candidates for new-build houses, patio homes, duplexes, and cottages. Figures have been "boosted" for the interception of some households that might otherwise bypass the city for other parts of Wayne County. However, figures are not adjusted for out-migration, current vacancies, or competing developments that might be in the pipeline.

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; 2020 - 2021.



# Annual Market Potential | River Rouge

## New Owner Target Markets | Yr 2022



Total = 35 new owner households are migrating into the City of River Rouge each year. These new households represent ideal targets for new-builds among detached formats like traditional houses. For target markets with moderate incomes like the Urban Survivors, new-builds should include small cottages or patio homes with less than 1,000 square feet.

# Annual Market Potential | Detroit

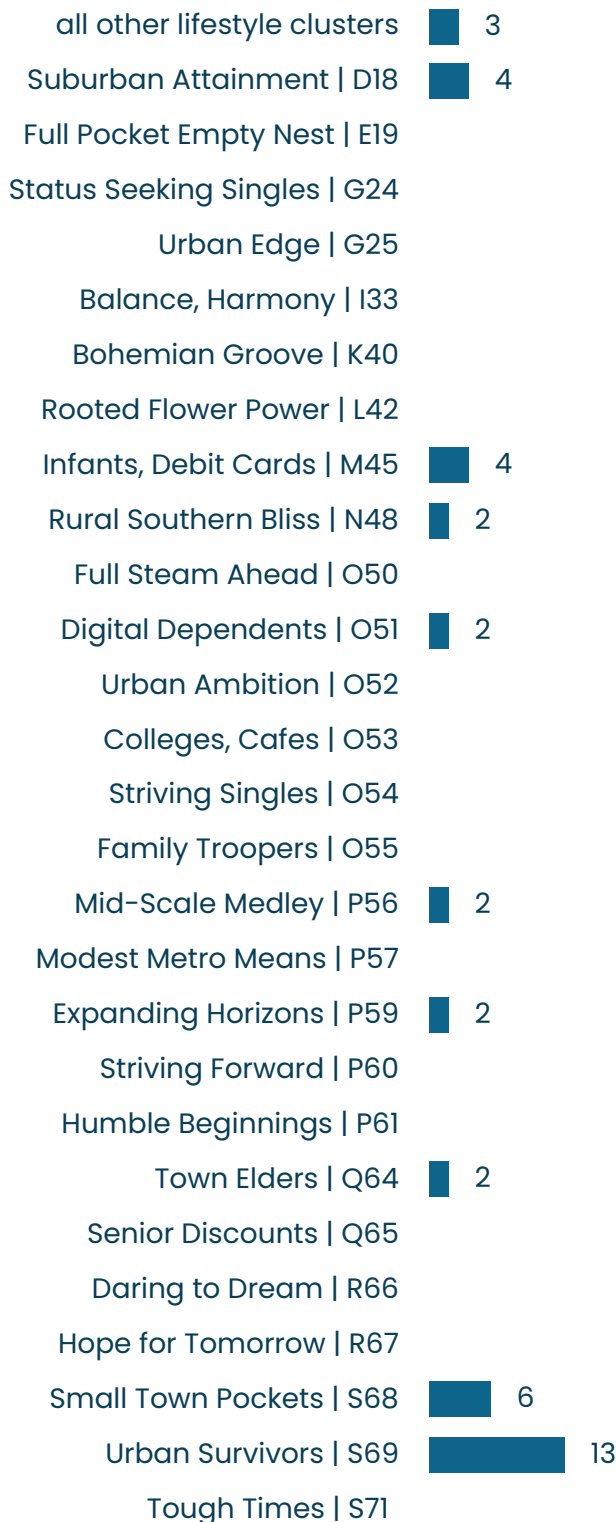
## New Owner Target Markets | Yr 2022

all other lifestyle clusters	6
Suburban Attainment   D18	220
Full Pocket Empty Nest   E19	20
Status Seeking Singles   G24	10
Urban Edge   G25	6
Balance, Harmony   I33	22
Bohemian Groove   K40	3
Rooted Flower Power   L42	24
Infants, Debit Cards   M45	43
Rural Southern Bliss   N48	118
Full Steam Ahead   O50	0
Digital Dependents   O51	49
Urban Ambition   O52	9
Colleges, Cafes   O53	8
Striving Singles   O54	13
Family Troopers   O55	1
Mid-Scale Medley   P56	23
Modest Metro Means   P57	1
Expanding Horizons   P59	121
Striving Forward   P60	1
Humble Beginnings   P61	1
Town Elders   Q64	50
Senior Discounts   Q65	23
Daring to Dream   R66	5
Hope for Tomorrow   R67	12
Small Town Pockets   S68	22
Urban Survivors   S69	774
Tough Times   S71	15

Total = 1,600 new owner households are migrating into the City of Detroit each year. These new households represent ideal targets for new-builds among detached formats like traditional houses. For target markets with moderate incomes like the Urban Survivors, new-builds should include small cottages or patio homes with less than 1,000 square feet.

# Annual Market Potential | Ecorse

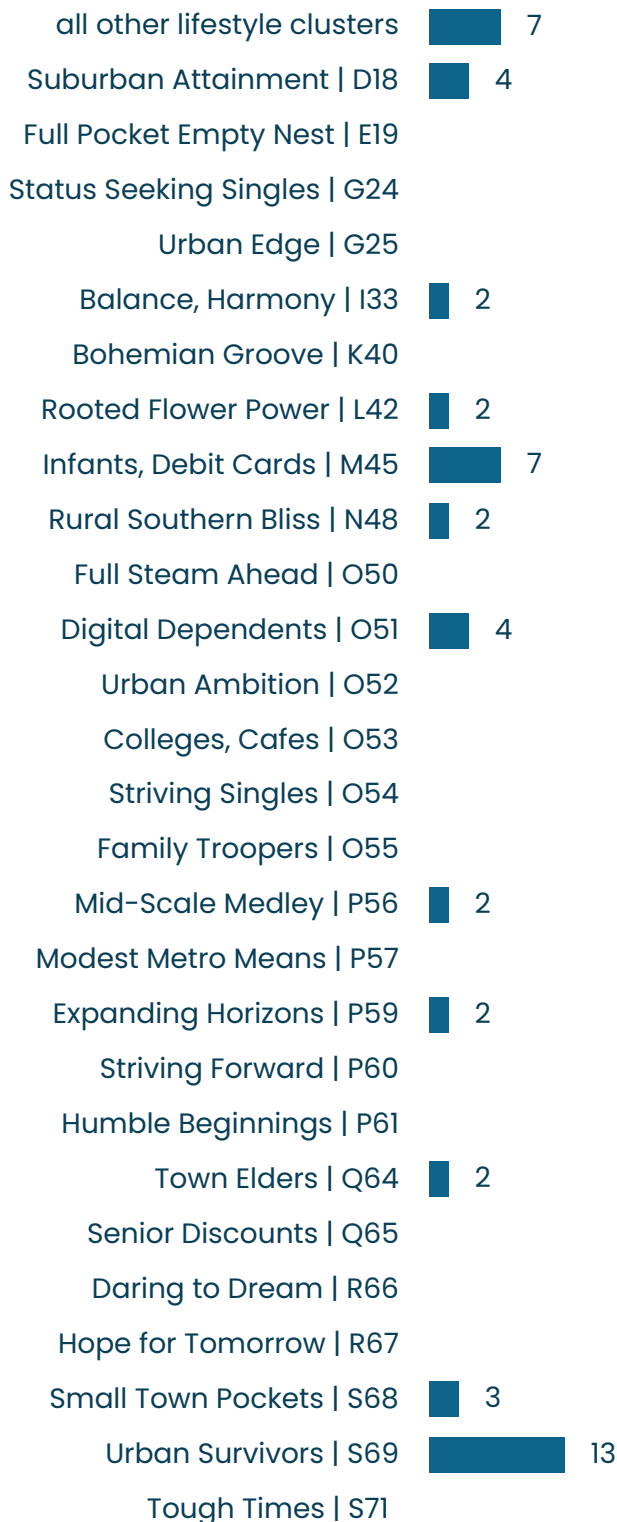
## New Owner Target Markets | Yr 2022



Total = 40 new owner households are migrating into the City of Ecorse each year. These new households represent ideal targets for new-builds among detached formats like traditional houses. For target markets with moderate incomes like the Urban Survivors, new-builds should include small cottages or patio homes with less than 1,000 square feet.

# Annual Market Potential | Melvindale

## New Owner Target Markets | Yr 2022

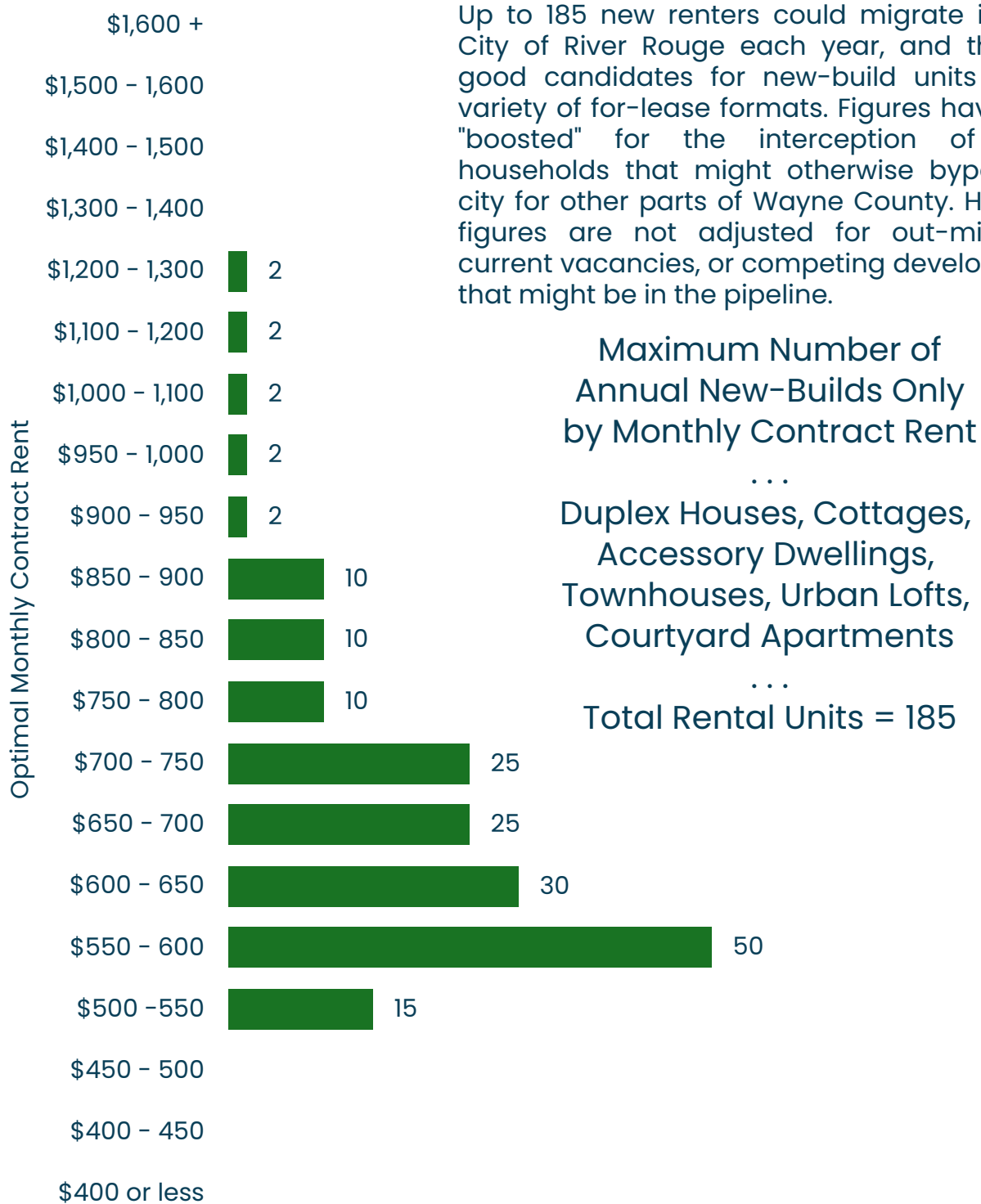


Total = 50 new owner households are migrating into the City of Melvindale each year. These new households represent ideal targets for new-builds among detached formats like traditional houses. For target markets with moderate incomes like the Urban Survivors, new-builds should include small cottages or patio homes with less than 1,000 square feet.



# Section C

# All Housing Formats | River Rouge Renters and Rents | Year 2020

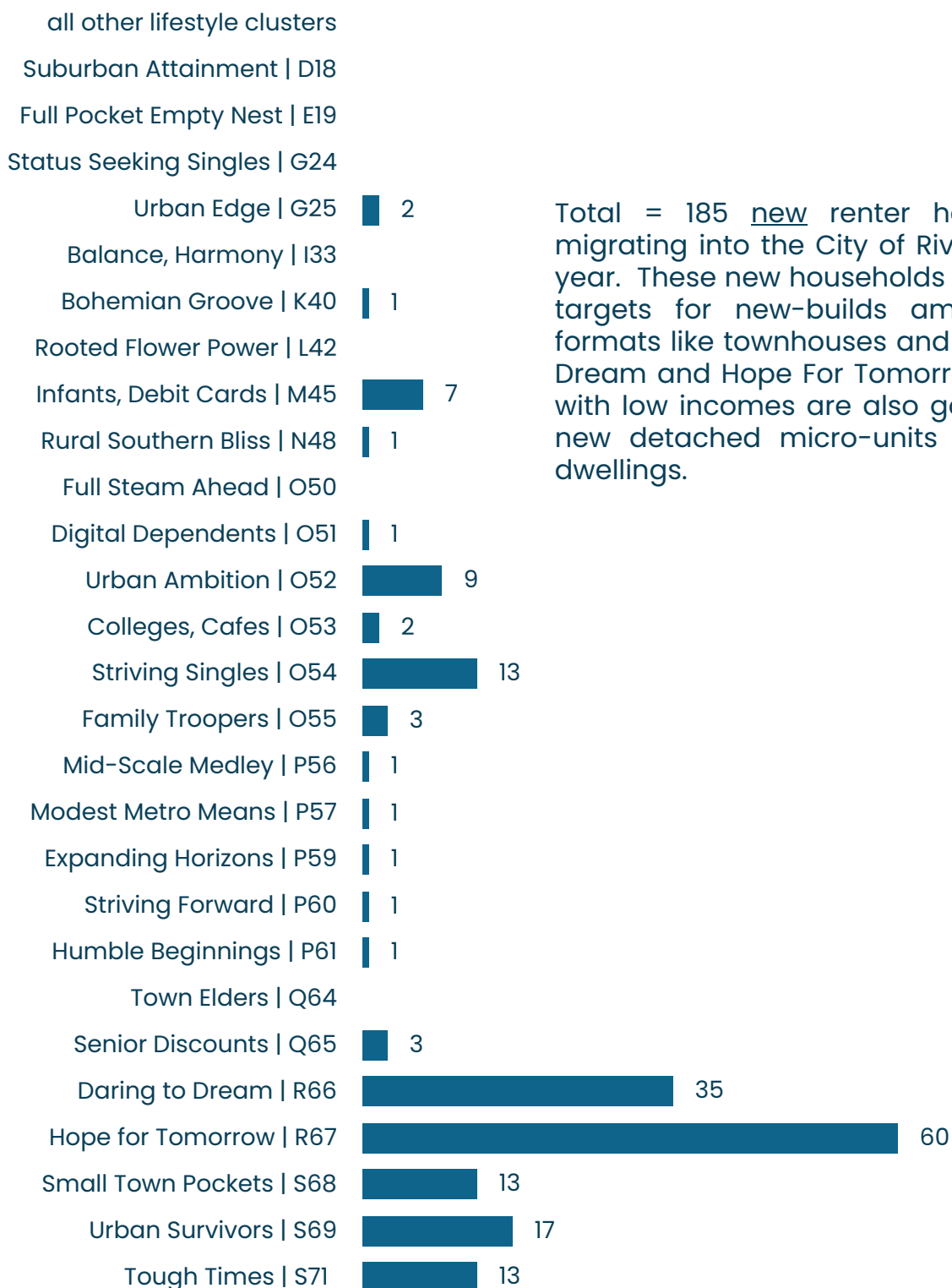


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Annual Market Potential | River Rouge

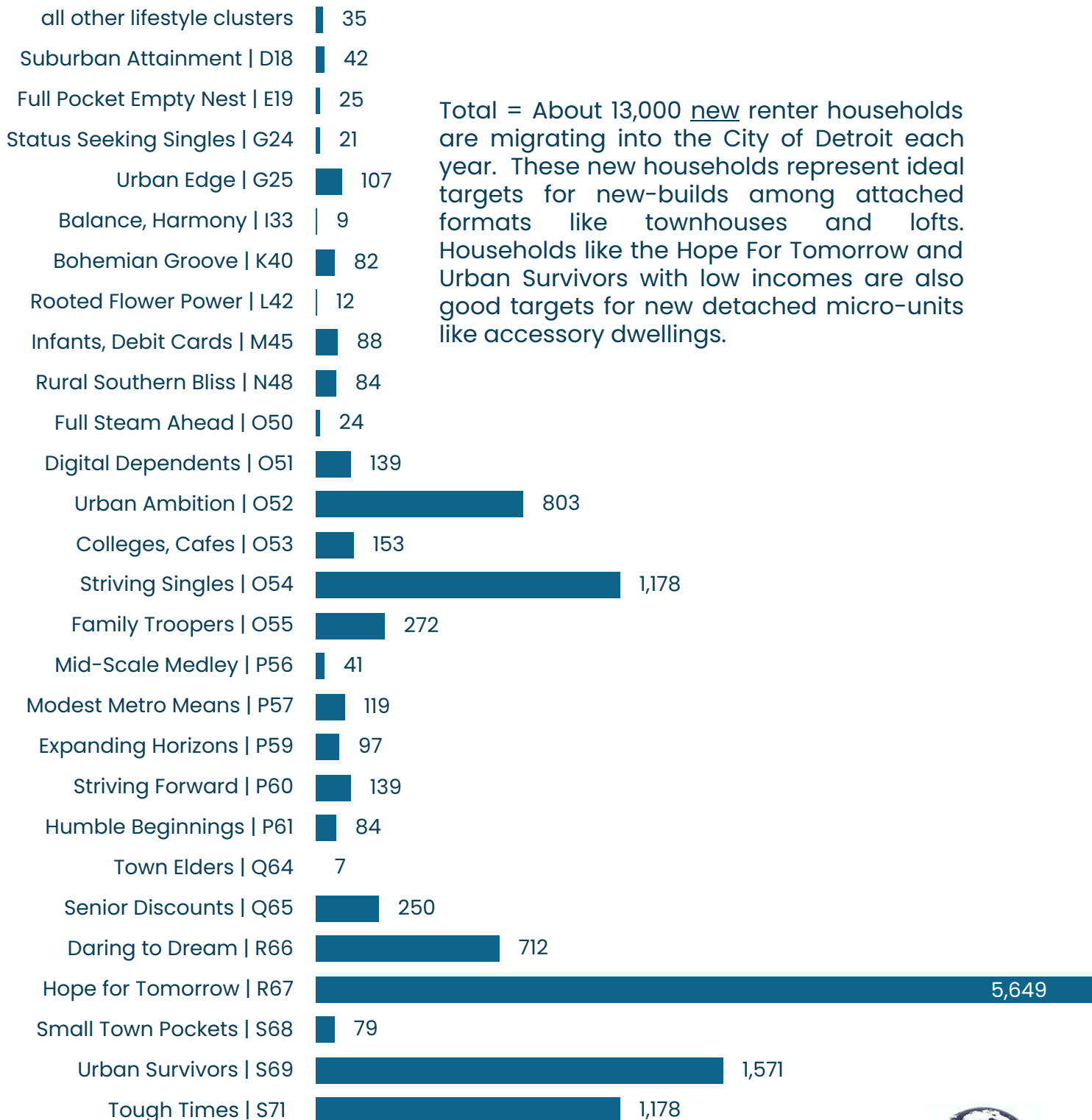
## New Renter Target Markets | Yr 2022



Total = 185 new renter households are migrating into the City of River Rouge each year. These new households represent ideal targets for new-builds among attached formats like townhouses and lofts. Daring to Dream and Hope For Tomorrow households with low incomes are also good targets for new detached micro-units like accessory dwellings.

# Annual Market Potential | Detroit

## New Renter Target Markets | Yr 2022

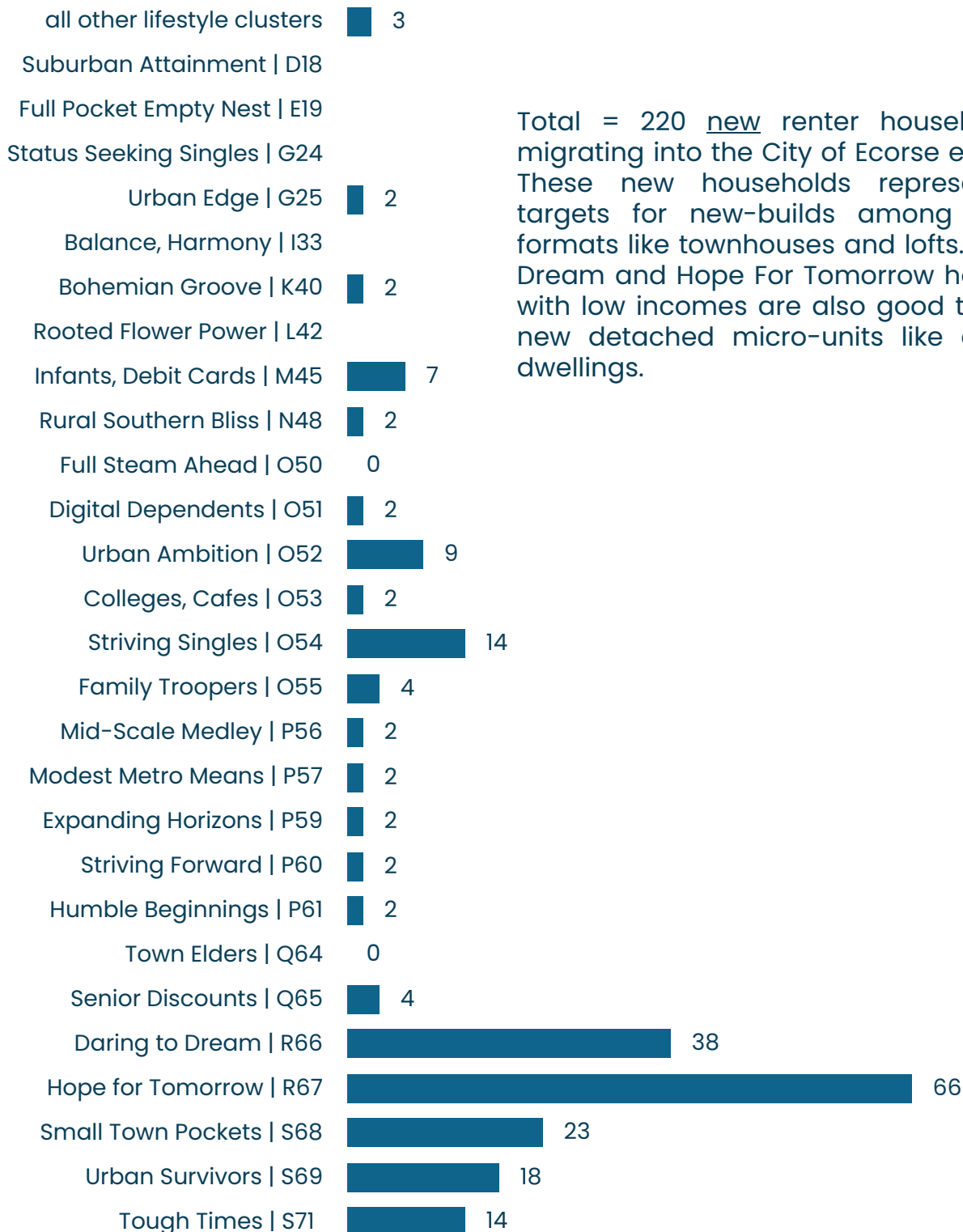


Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 1Q 2020 (pre-Covid 19). Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Annual Market Potential | Ecorse

## New Renter Target Markets | Yr 2022



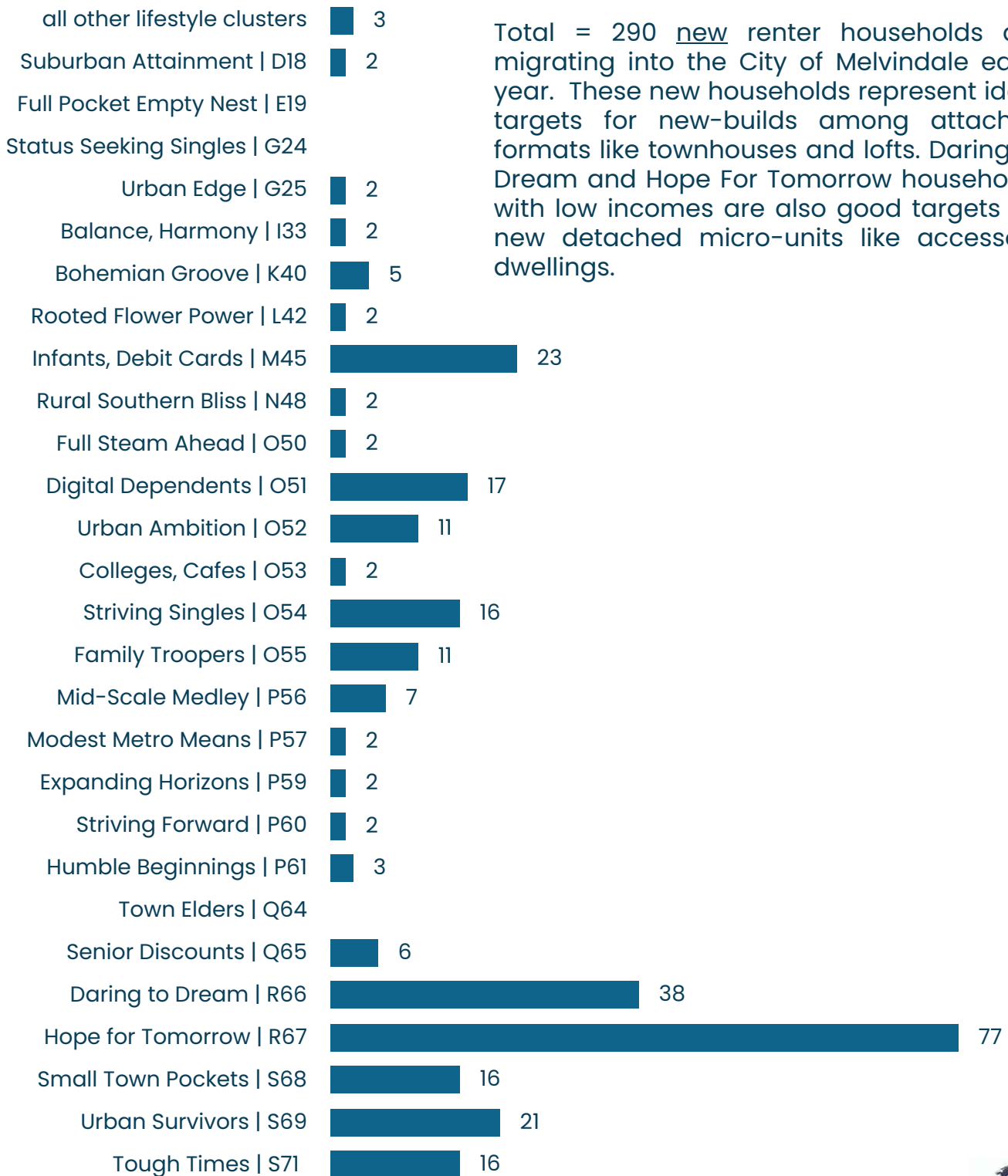
Total = 220 new renter households are migrating into the City of Ecorse each year. These new households represent ideal targets for new-builds among attached formats like townhouses and lofts. Daring to Dream and Hope For Tomorrow households with low incomes are also good targets for new detached micro-units like accessory dwellings.

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 1Q 2020 (pre-Covid 19). Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Annual Market Potential | Melvindale

## New Renter Target Markets | Yr 2022

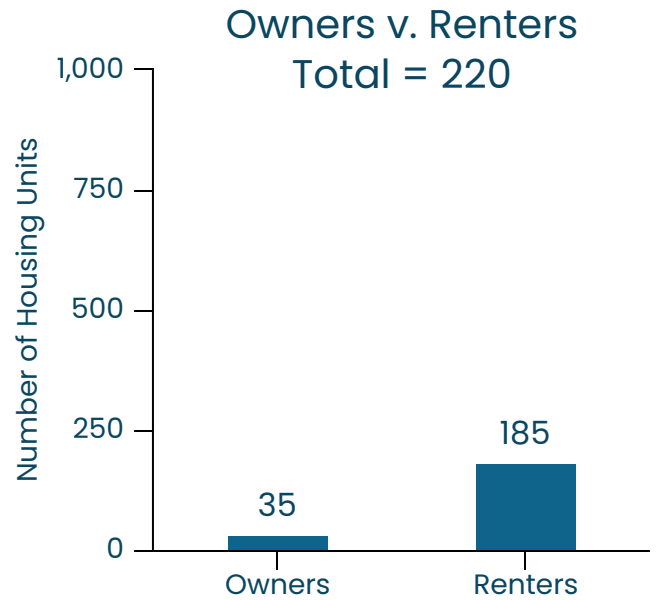
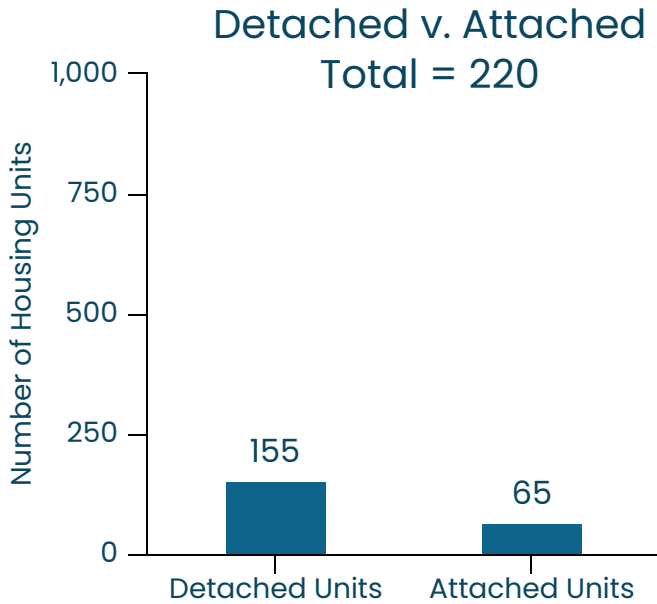


Total = 290 new renter households are migrating into the City of Melvindale each year. These new households represent ideal targets for new-builds among attached formats like townhouses and lofts. Daring to Dream and Hope For Tomorrow households with low incomes are also good targets for new detached micro-units like accessory dwellings.

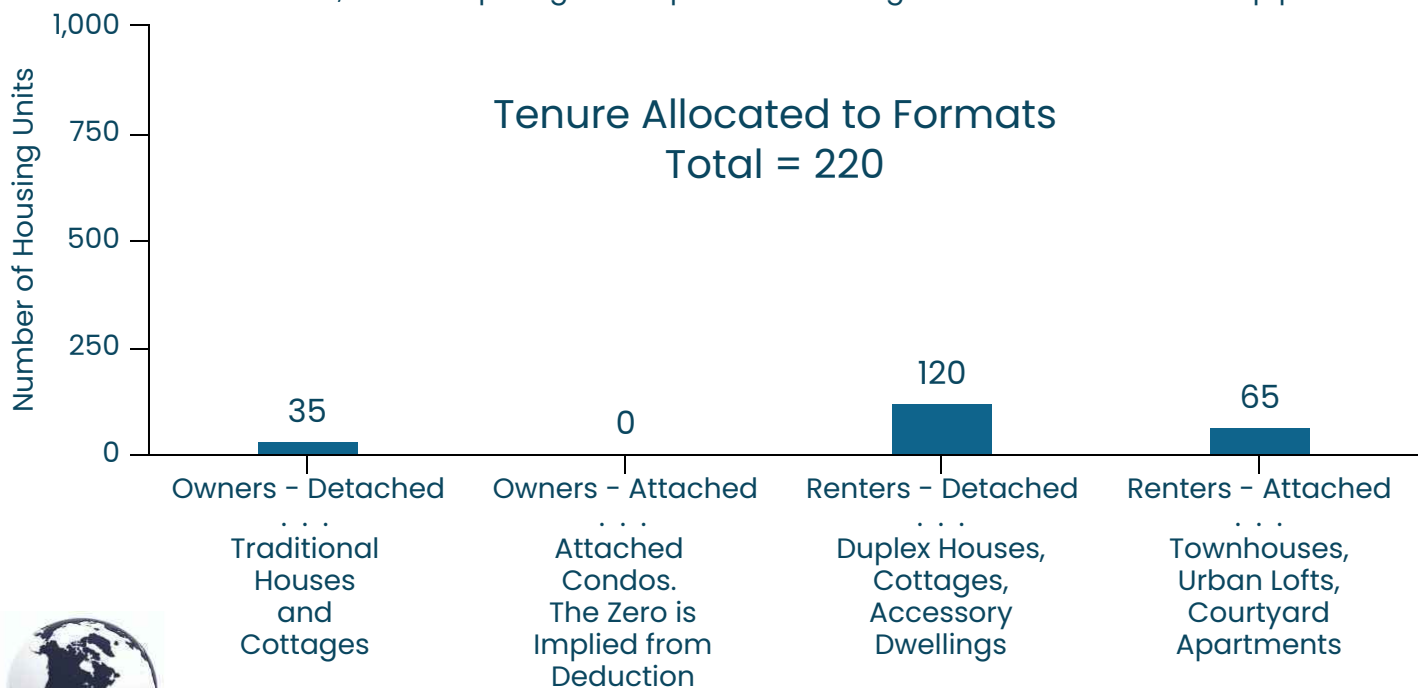
# Section D

# Annual Market Potential | River Rouge

## New Builds Only | Year 2022



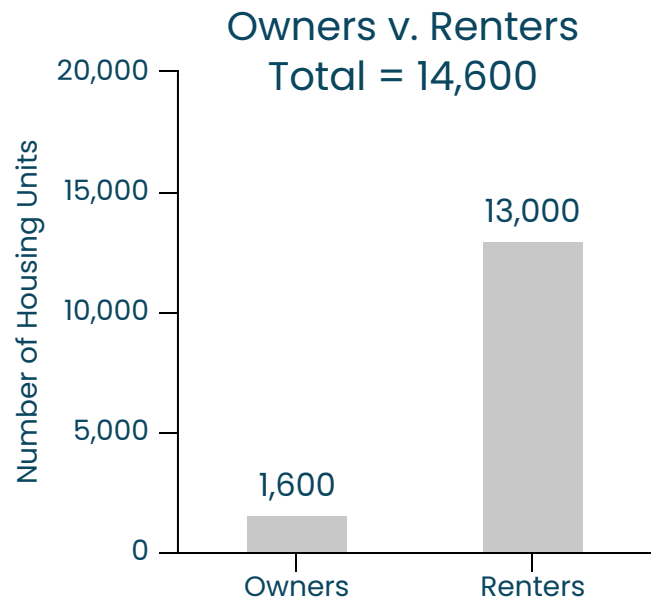
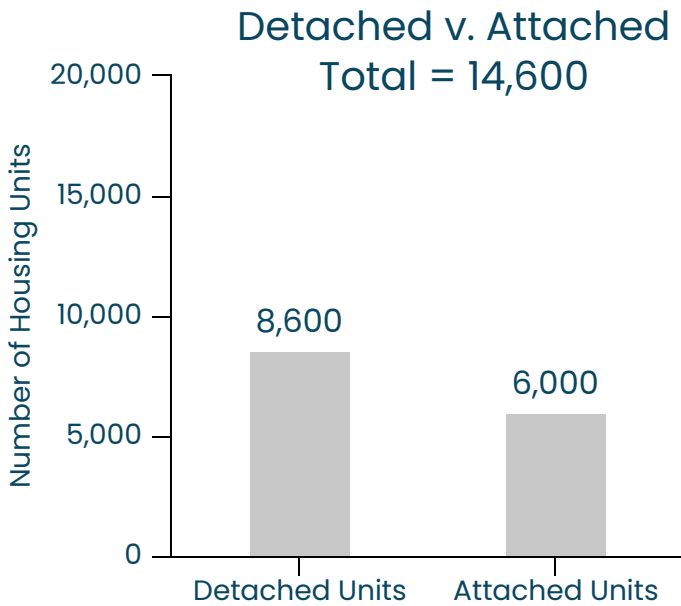
All charts represent the minimum and conservative market potential based on in-migration only, and excluding internal movership. There is a need to CAPTURE these new households that are moving into the City of River Rouge by building new units every year. The figures in the charts include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into surrounding sub-markets within Wayne County. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



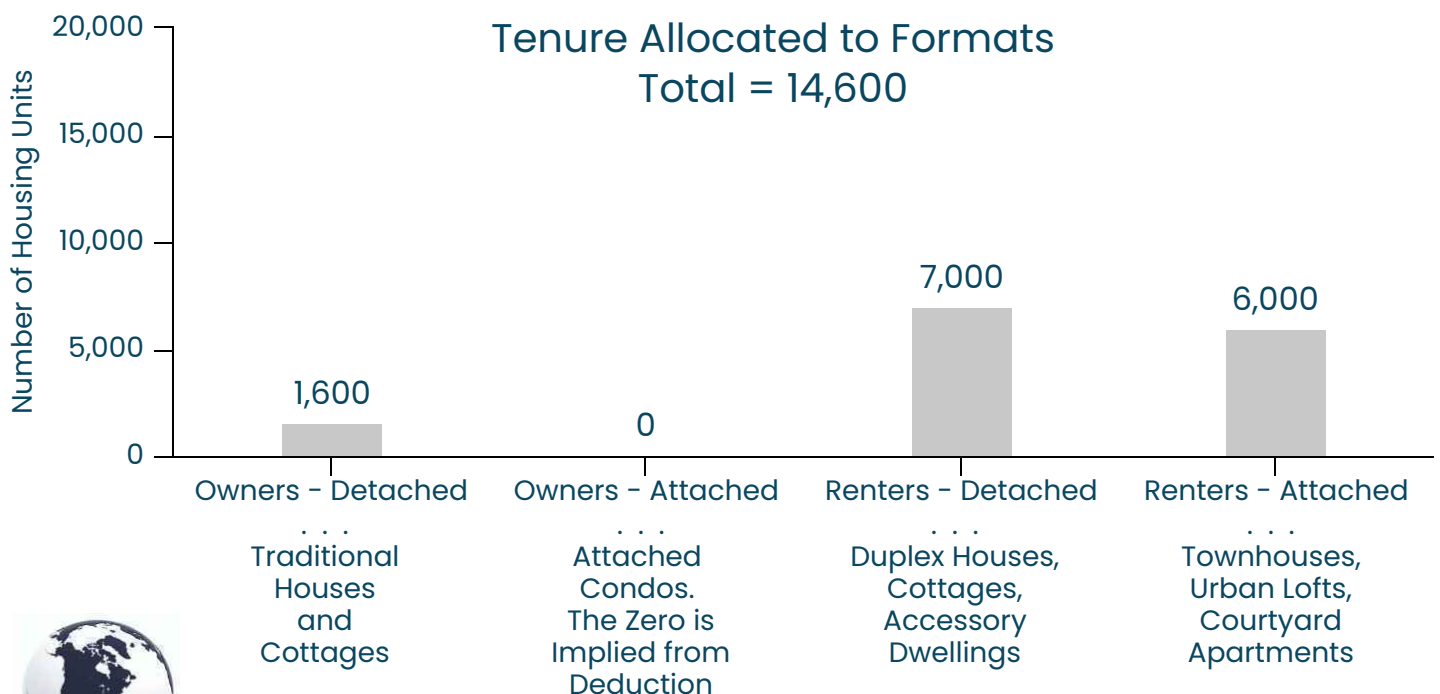


# Annual Market Potential | Detroit

## New Builds Only | Year 2022

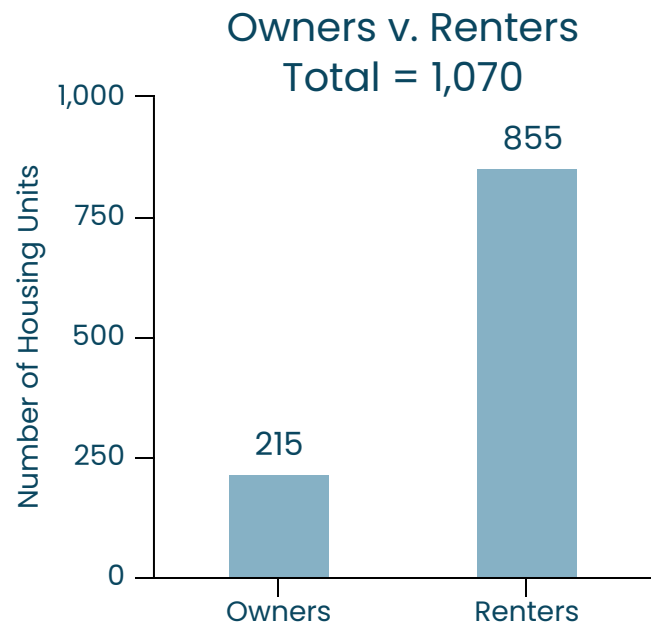
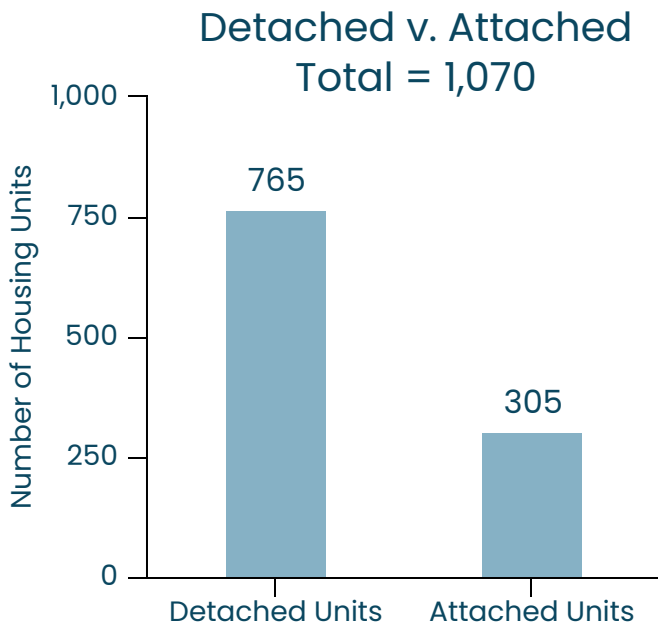


All charts represent the minimum and conservative market potential based on in-migration only, and excluding internal movership. There is a need to CAPTURE these new households that are moving into the City of Detroit by building new units every year. All figures are unadjusted for out-migration, current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

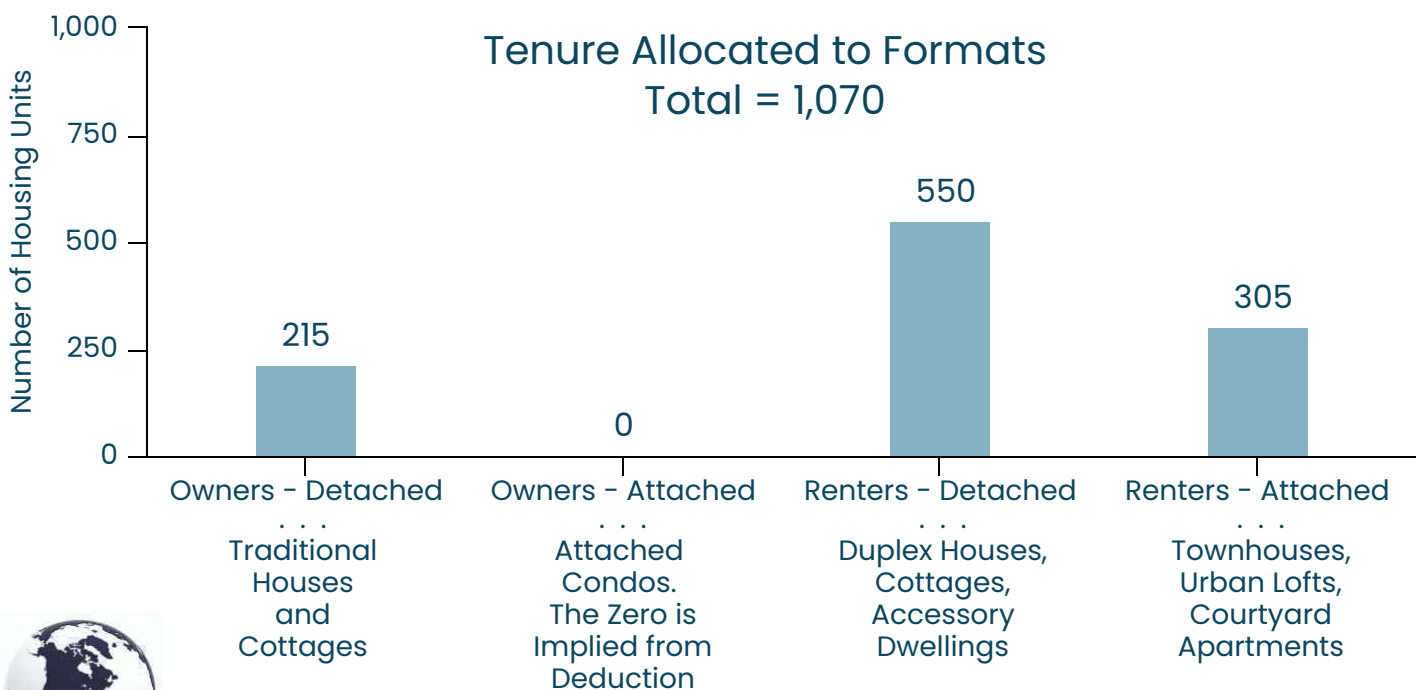


# Annual Market Potential | River Rouge

## New Builds and Rehabs | Year 2022



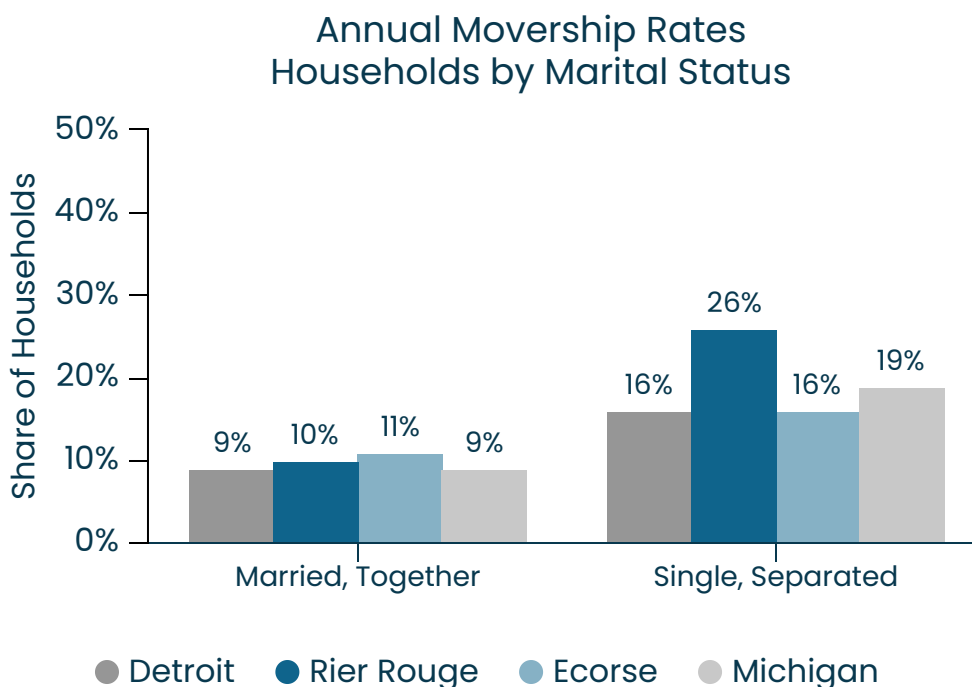
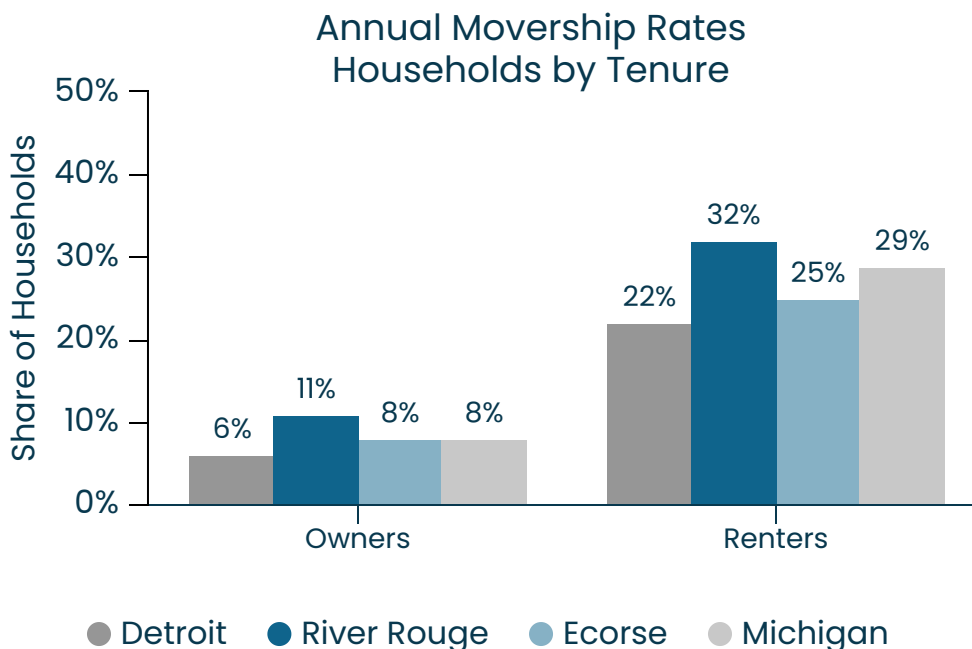
All charts represent the minimum and conservative market potential based on in-migration, plus internal movership. There is a need to CAPTURE new households that are moving into the City of River Rouge; and there is also a need to RETAIN existing households that are moving within the city. The figures in these chart include possible diversion and INTERCEPTION of additional households that might otherwise be inclined to move into surrounding submarkets of Wayne County. All figures are unadjusted for out-migration, current vacancies, and new developments that are already in the construction pipeline.



# Section E

# Movership of Renters, Singles | River Rouge

Movership rates by tenure and marital status; with geographic comparisons.  
(A movership rate is the share of households that move in any given year.)



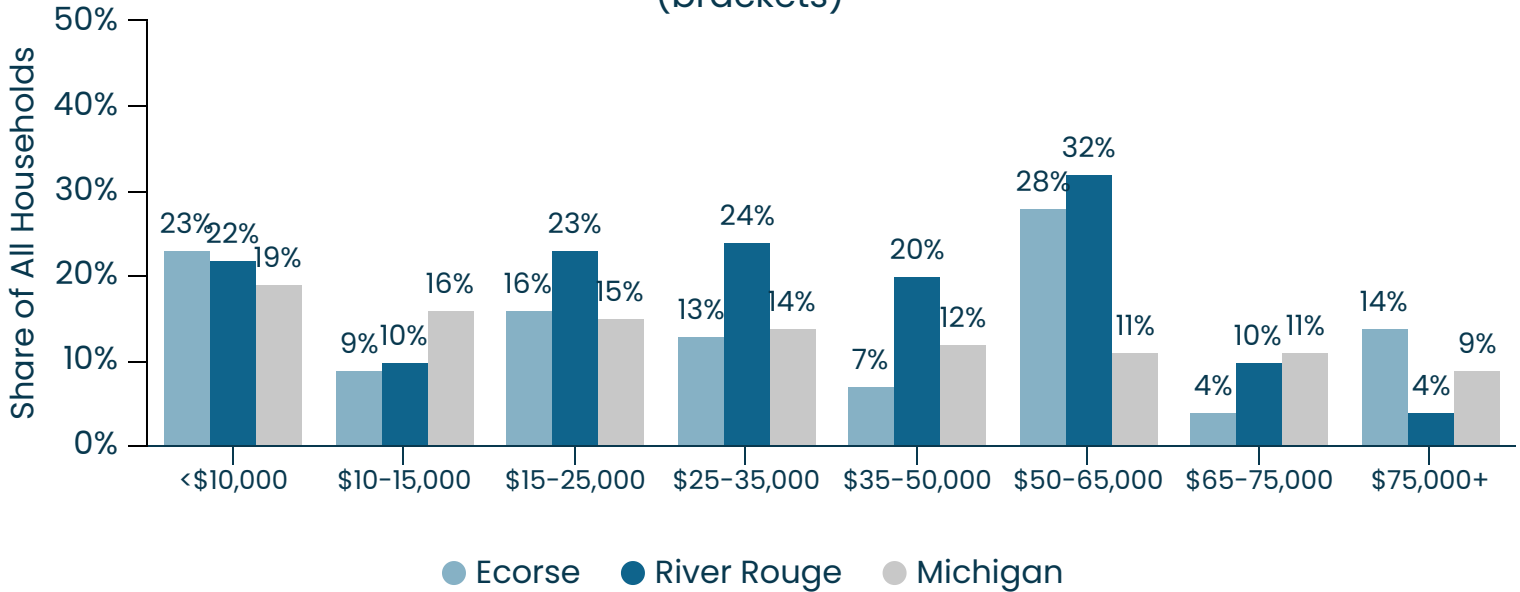
Underlying data based on tax filings reported by the Internal Revenue Service (IRS) through 2018 and the American Community Survey through 2019. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020-2021.



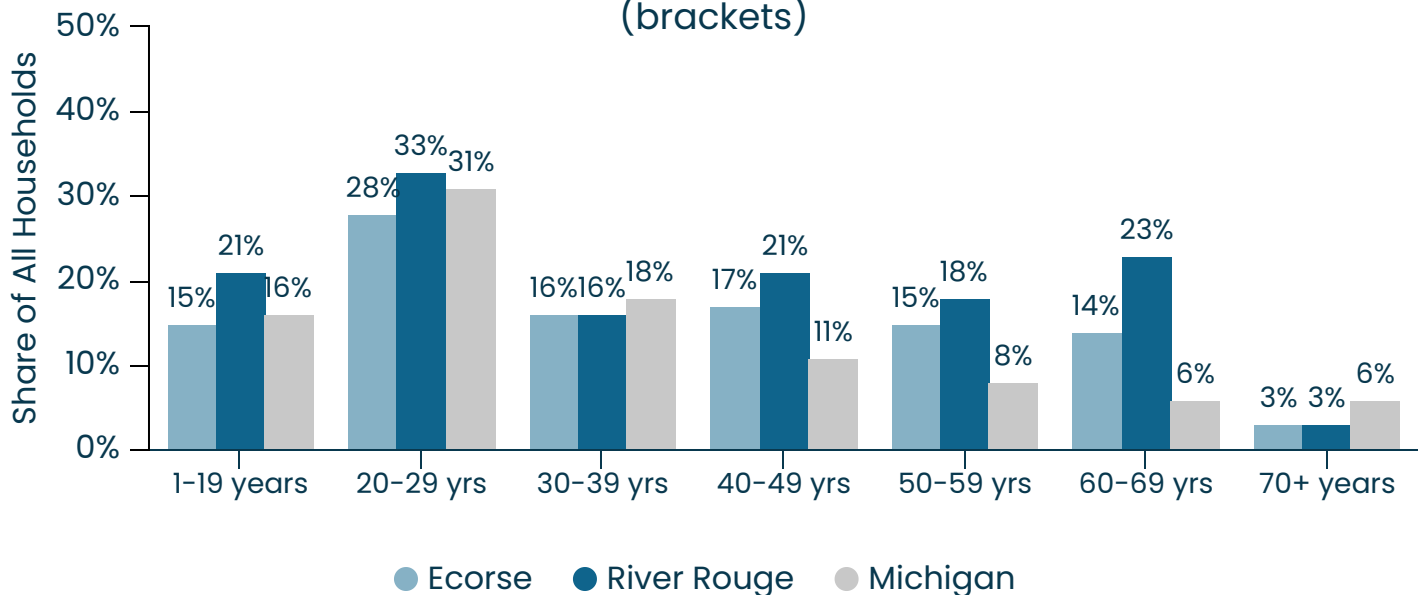
# Movership by Income, Age | River Rouge

Average annual movership rates by and age income bracket; and by geography  
 (A movership rate is the share of households that move in any given year.)

Annual Movership Rates  
 Head-of-Householder's Individual Income  
 (brackets)



Annual Movership Rates  
 Head-of-Householder's Median Age  
 (brackets)

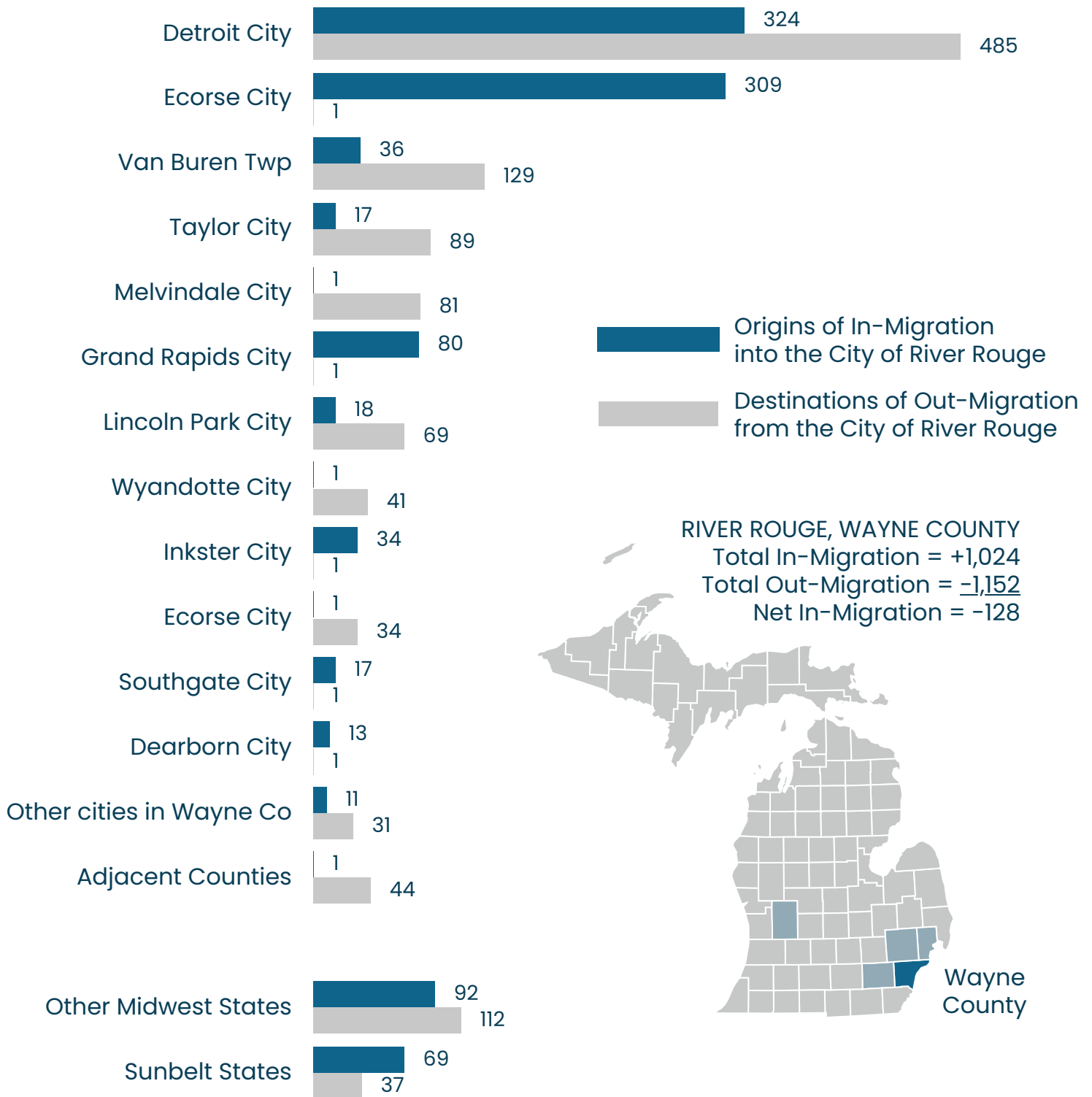


Underlying data based on tax filings reported by the Internal Revenue Service (IRS) through 2018, and the American Community Survey through 2019. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020-2021.



# Net Out-Migration | River Rouge

Origins of population In-Migration and destinations of Out-Migration, with net losses.

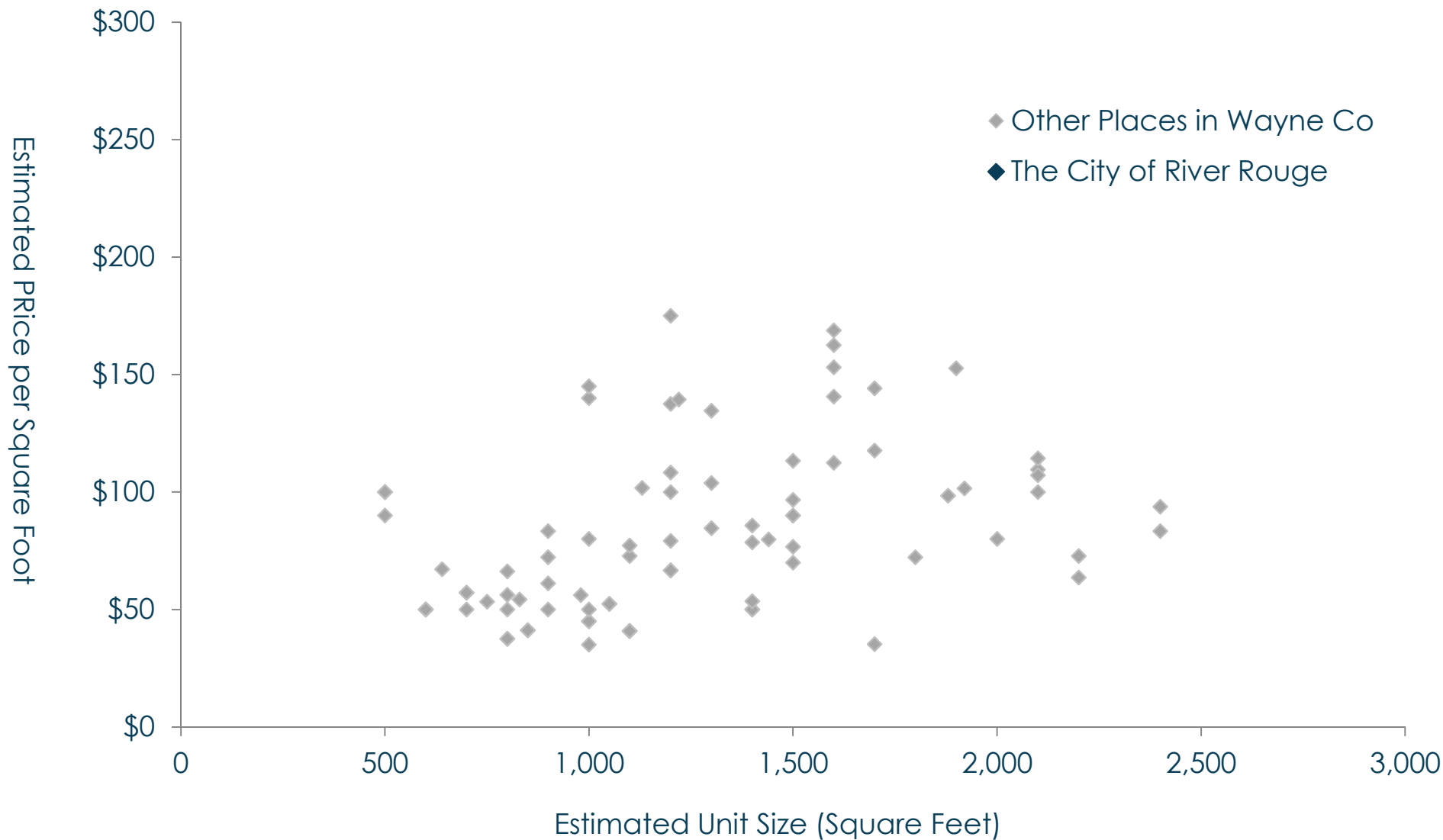


Underlying data based on individual tax returns as reported by the American Community Survey with five-year estimates through 2018. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; October 2020.



# Section F

## For-Sale Units (All Formats including Houses) River Rouge vs. Wayne Co | Year 2017



Source: Market observations, surveys, assessors records, and licensed CoStar data. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.



# For-Sale Units (All Formats including Houses) River Rouge vs. Wayne Co | January 2021



Source: Market observations, surveys, assessors records, and licensed CoStar data. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.

Existing For-Sale Choices | All Formats, including Houses  
 The City of River Rouge | Detroit Metro Area

Community Name Full Address	Building Type	Levels	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	1/2021 Estimated Selling Price	1/2021 Selling Price per Sq. Ft.
River Rouge	House	.	.	1	3	1	1,000	\$80,000	\$80
River Rouge	House	.	.	1	4	2	1,295	\$75,000	\$58
River Rouge	House	.	.	1	3	1	995	\$70,000	\$70
River Rouge	House	.	.	1	3	2	1,020	\$60,000	\$59
River Rouge	House	.	.	1	2	1	680	\$50,000	\$74
River Rouge	House	.	.	1	2	1	1,190	\$45,000	\$38
River Rouge	House	.	.	1	3	2	1,045	\$30,000	\$29
26 E Cicotte River Rouge	Duplex Stacked	2	1900	2	3 3	1 1	1,000 1,000	\$34,000 \$34,000	\$34 \$34
24 Alexander St River Rouge	Triplex Stacked	2	1928	3	1 1 2	1 1 2	600 600 1,000	\$25,000 \$25,000 \$25,000	\$42 \$42 \$25
142 Charles St River Rouge	Triplex Stacked	2	1927	3	1 1 1	1 1 1	800 800 800	\$27,000 \$27,000 \$27,000	\$34 \$34 \$34
153 Charles St River Rouge	Duplex Stacked	2	1934	2	1 1	1 1	1,100 1,100	\$30,000 \$30,000	\$27 \$27
120 E Pleasant St River Rouge	Duplex Stacked	2	1916	2	2 2	1 1	600 600	\$24,000 \$24,000	\$40 \$40
1079 Coolidge Hwy River Rouge	Duplex Stacked	2	1918	2	1 2	1 1	2,000 2,000	\$48,000 \$48,000	\$24 \$24

Source: Market observations, surveys, assessors records, and licensed CoStar data.

Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.

# Section G

# For-Lease Attached Formats (excludes Houses) River Rouge vs. Wayne Co | Year 2017



Source: Market observations, surveys, assessors records, and licensed CoStar data. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.

# For-Lease Attached Formats (excludes Houses) River Rouge vs. Wayne Co | January 2021



Source: Market observations, surveys, assessors records, and licensed CoStar data. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.

Existing For-Lease Choices | Attached Units Only  
 The City of River Rouge | Detroit Metro Area

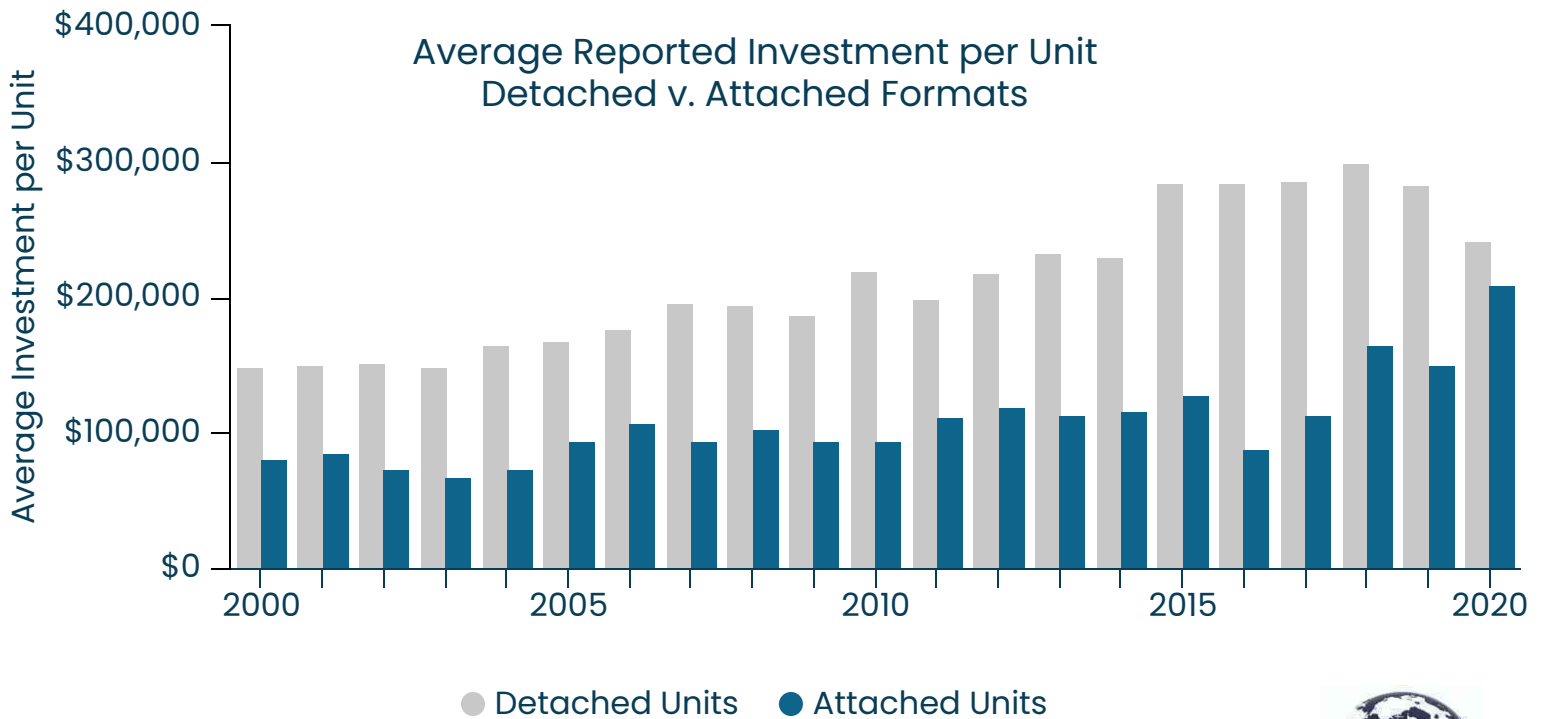
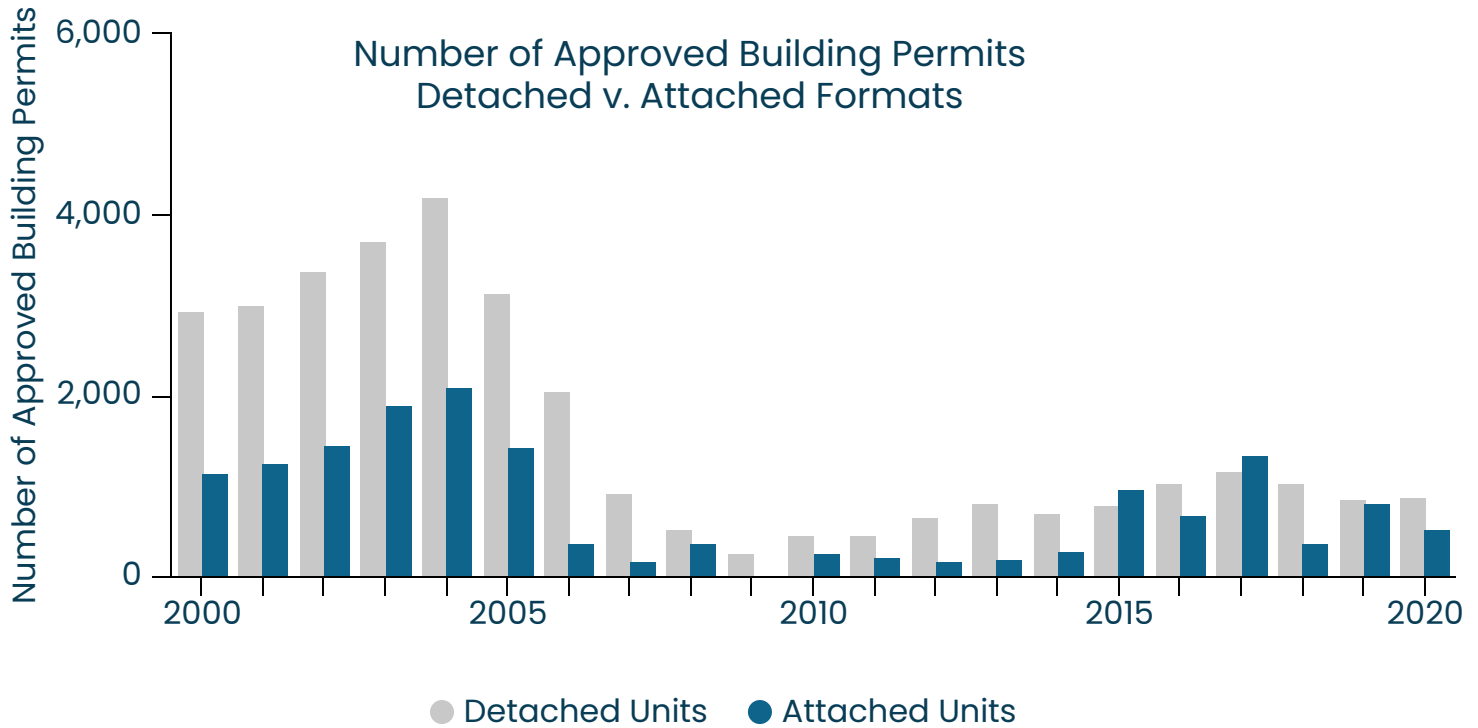
Property Name Full Address	Building Type	Levels	Year Open	Units in Bldg.	Bed Rooms	Bath Rooms	Estimated Sq. Ft.	1/2021 Contract (Cash) Rent	1/2021 Contract Rent per Sq. Ft.
43 Hill St	Duplex	2	.	2	2	1	700	\$1,020	\$1.46
31-67 Stoner St Harper Woods	Detached House	1	.	1	3	1	1,055 1,100	\$1,000 \$800	\$0.95 \$0.73
4003 19th St Harper Woods	Detached House	1	.	1	3	1.5	1,013	\$1,000	\$0.99
160 Goodell St	Detached	1	.	1	2	1	810	\$950	\$1.17
79 E Pleasant St	Duplex	2	1910	2	2	1	600	\$750	\$1.25
92 Walnut St	Fourplex	2	.	4	2	1	850	\$650	\$0.76
413 Holford St	Duplex	2	.	2	3	1	800	\$650	\$0.81
137 Batavia St	Triplex	2	.	3	1	1	600	\$550	\$0.92
81 E Pleasant St	Sm Plex	2	.	6	1	1	400	\$500	\$1.25
90 Oak St	Duplex	2	.	2	1	1	500	\$450	\$0.90
Wells Apts 248 Richter St	Ranch Rambler	2	1957	5	1	1	.	.	.
Sumbly Senior Hsg 240 Visger Road	Low-Rise Apts	3	2006	55	1	1	.	.	.

Source: Market observations, surveys, assessors records, and licensed CoStar data.  
 Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2017, 2020, and 2021.

# Section H

# Building Permit Survey | Wayne Co

Approved building permits and reported investment per unit over time.



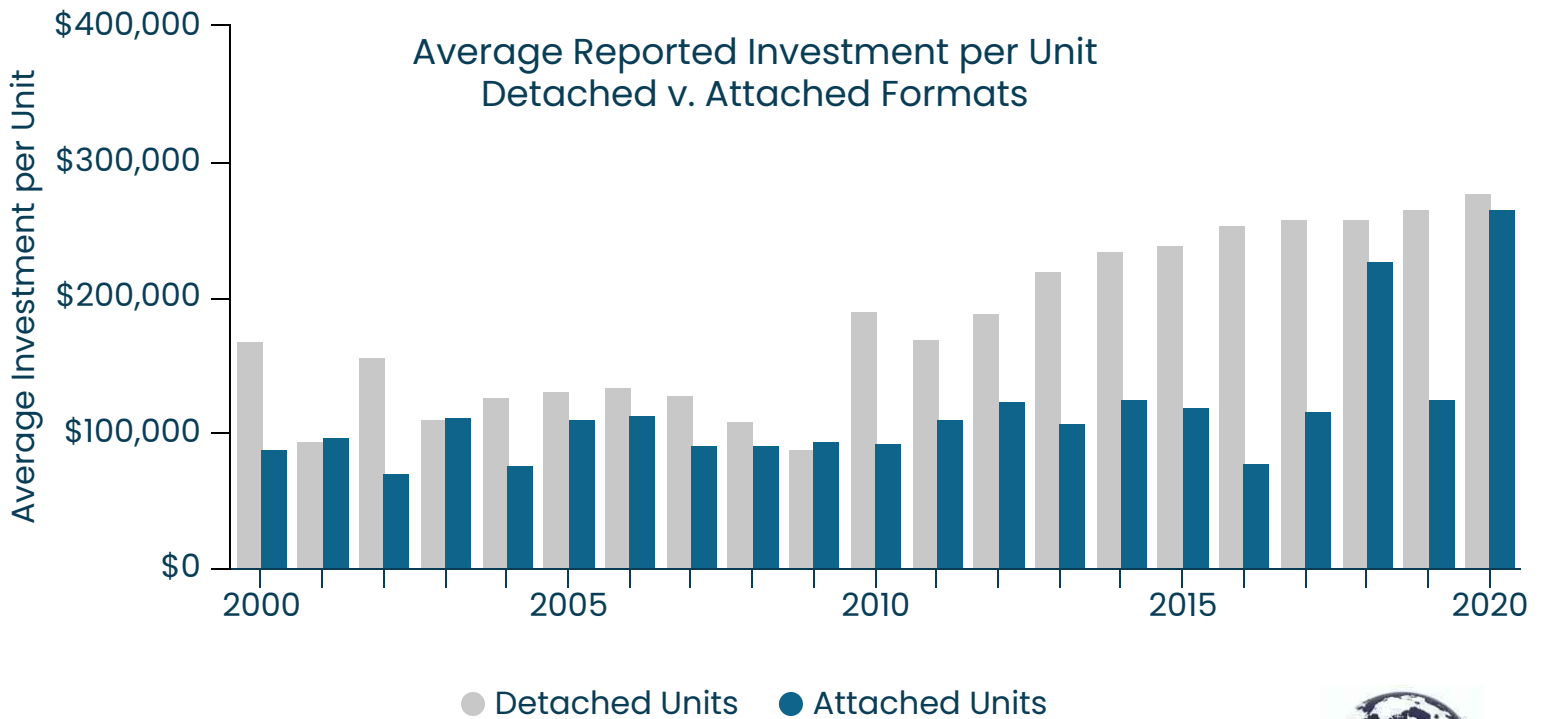
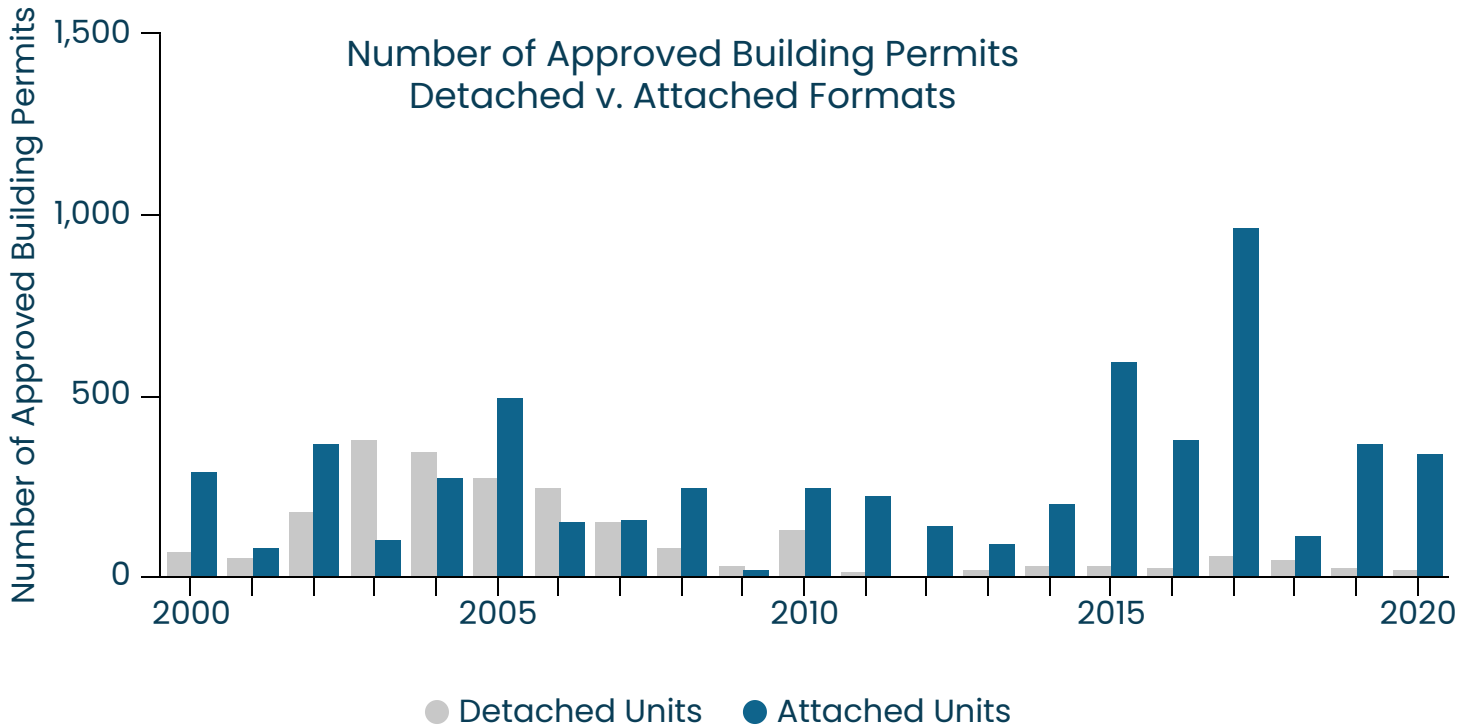
Underlying data by the Census Bureau's Building Permits Survey through the year 2020. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.





# Building Permit Survey | Detroit

Approved building permits and reported investment per unit over time.

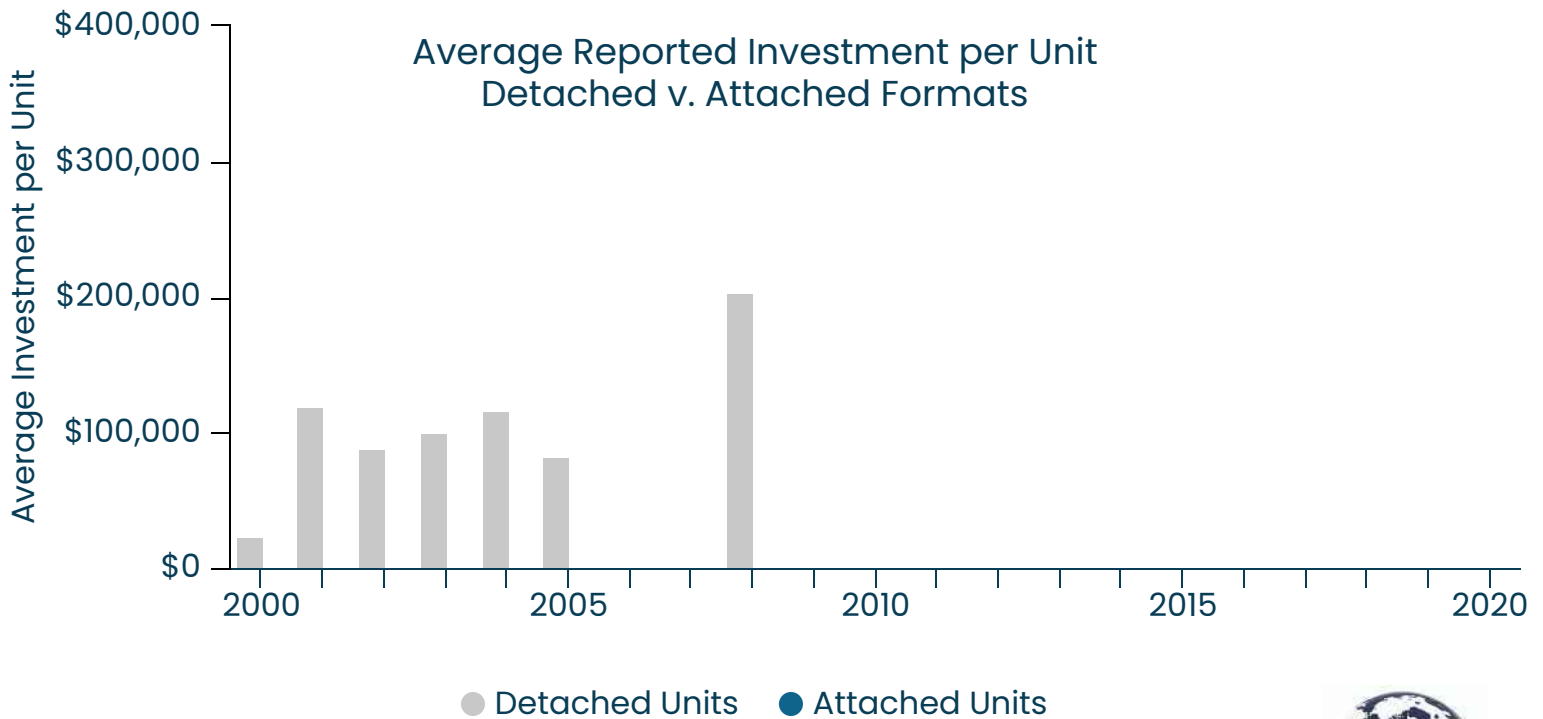
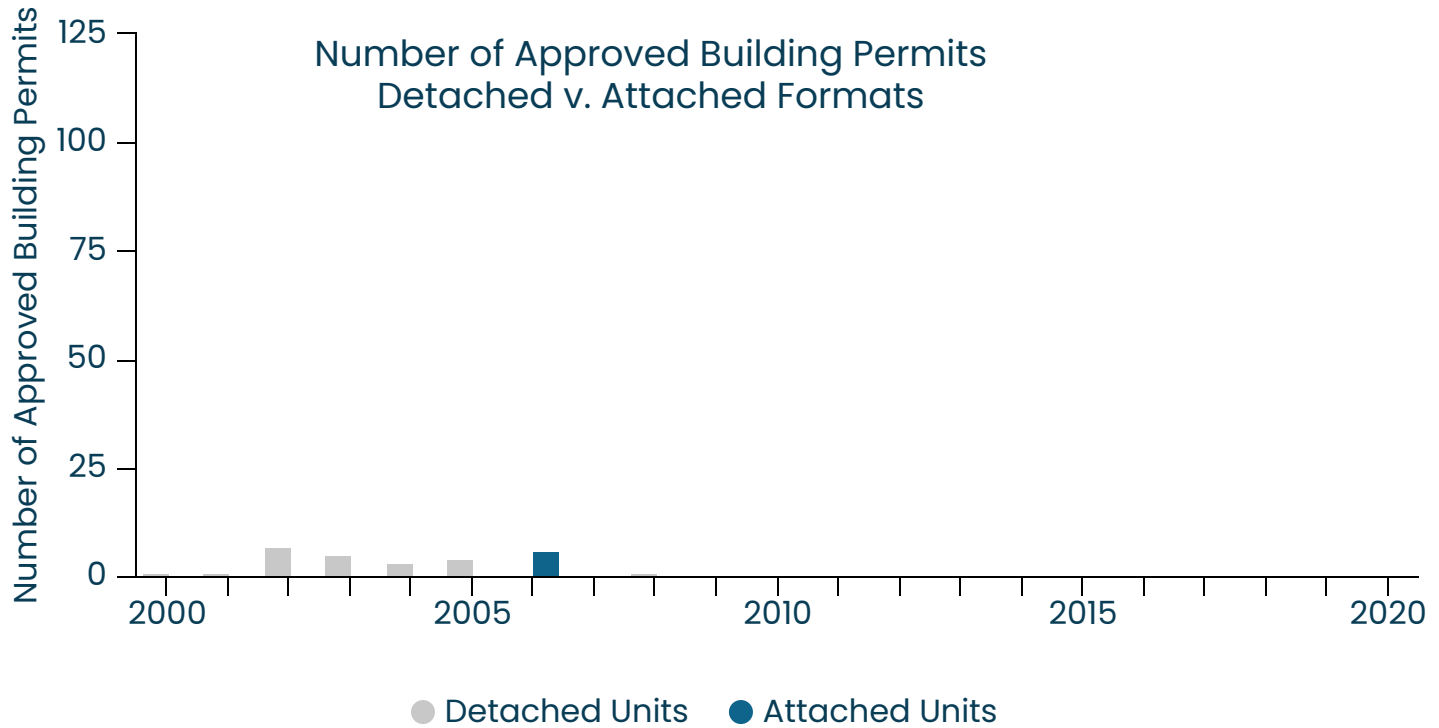


Underlying data by the Census Bureau's Building Permits Survey through the year 2019. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Building Permit Survey | River Rouge

Approved building permits and reported investment per unit over time.

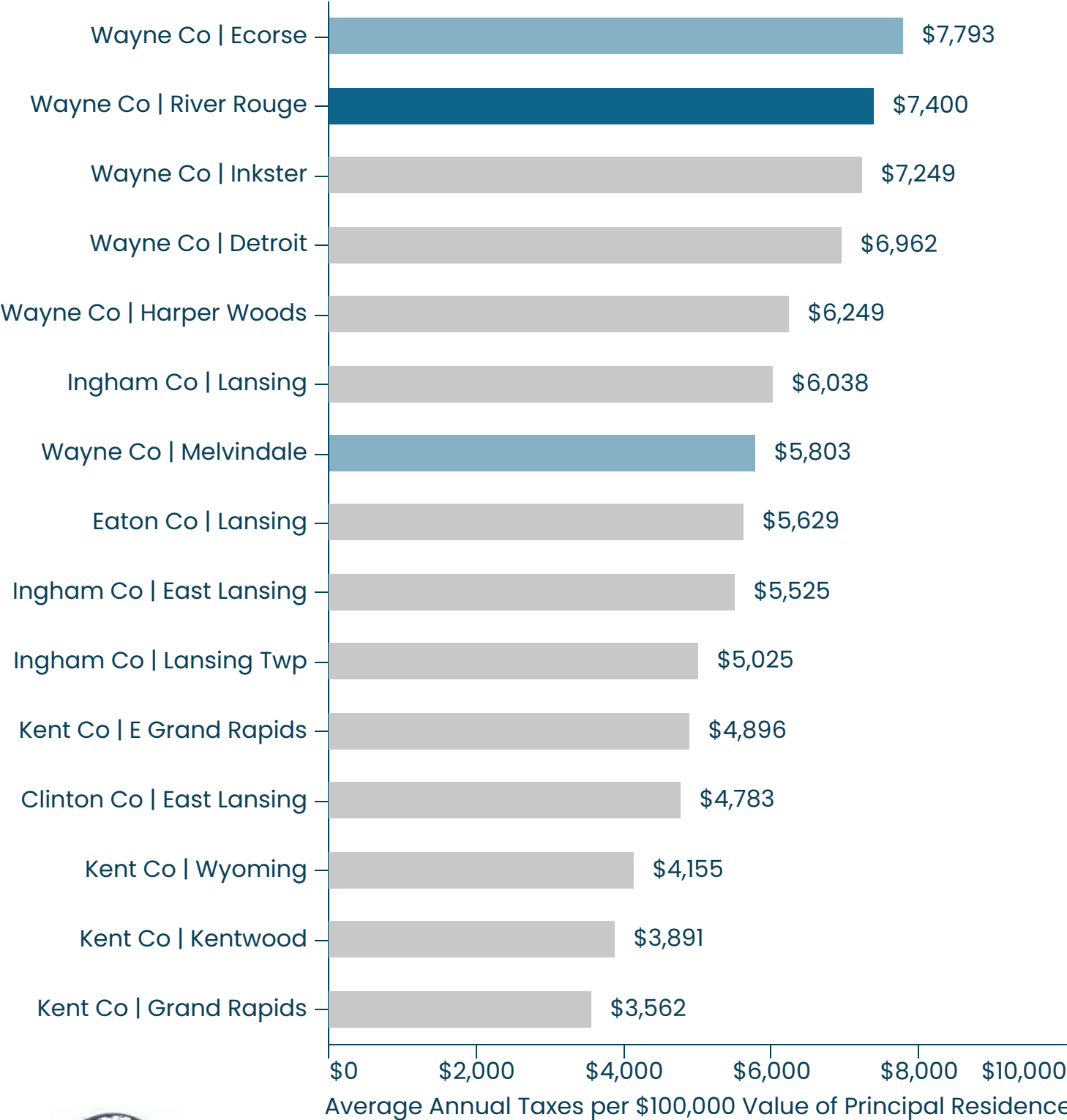


Underlying data by the Census Bureau's Building Permits Survey through the year 2019. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Annual Property Taxes | River Rouge

Comparison of average annual local taxes for principal residence in 2019.



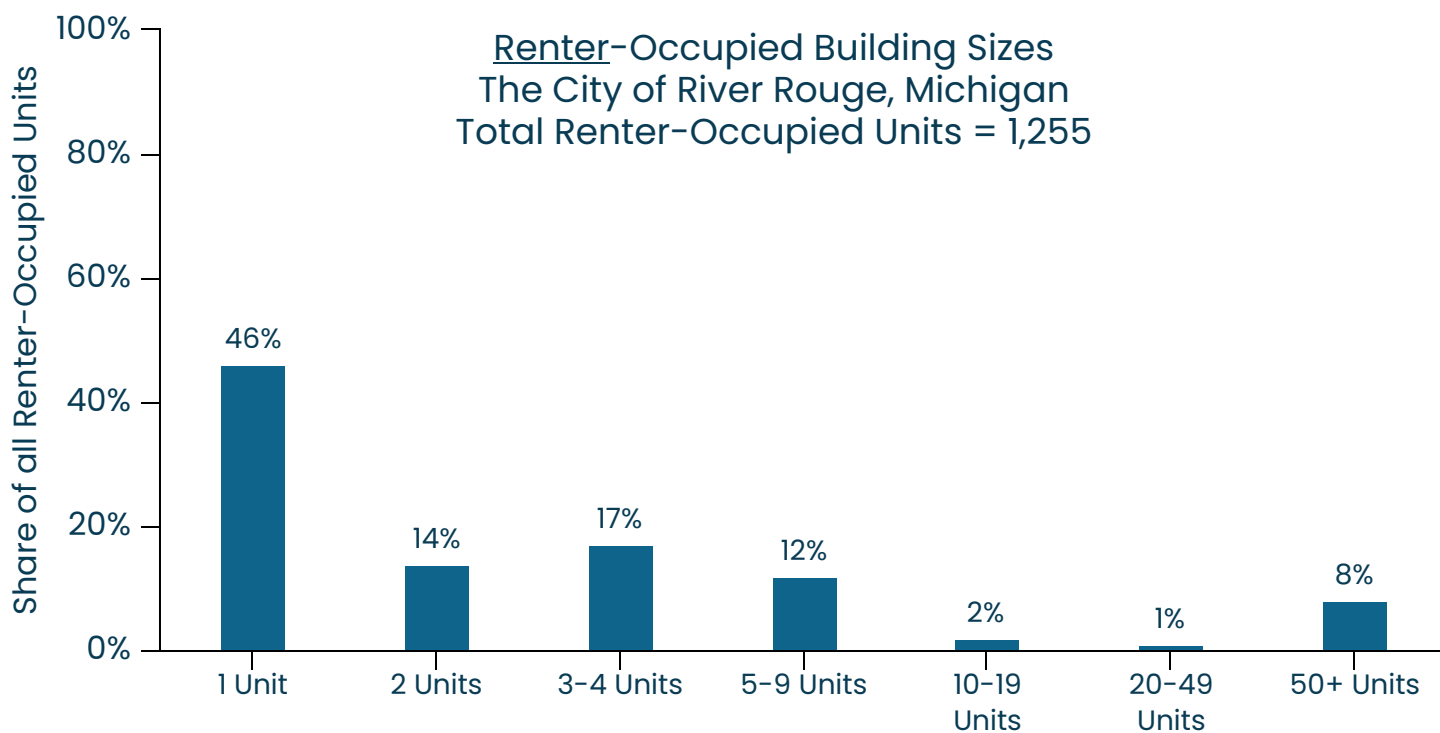
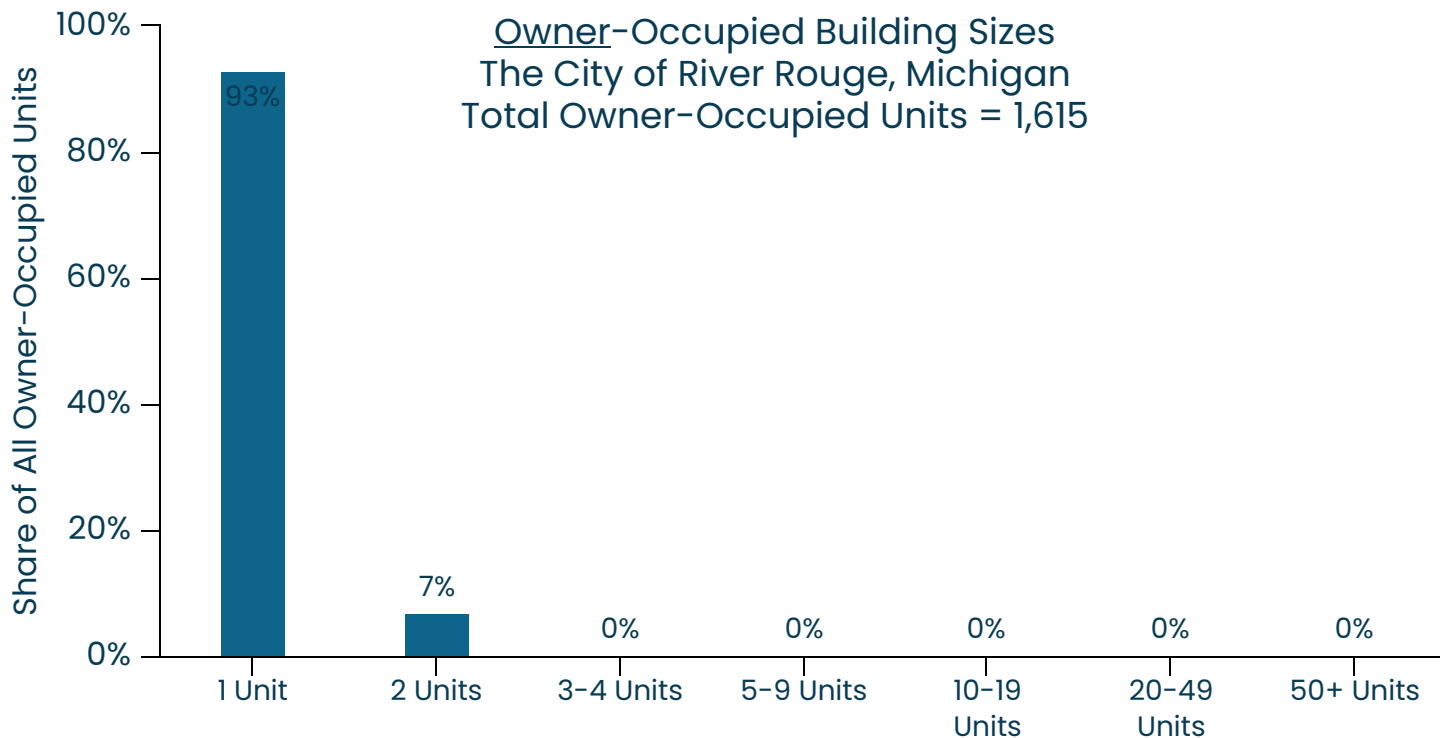
LandUseUSA  
UrbanStrategies

Underlying data provided by the State of Michigan, 2020. The data is for the year 2019. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

# Section I

# Units by Building Size | River Rouge

The share of existing number of existing units by tenure and by building size.

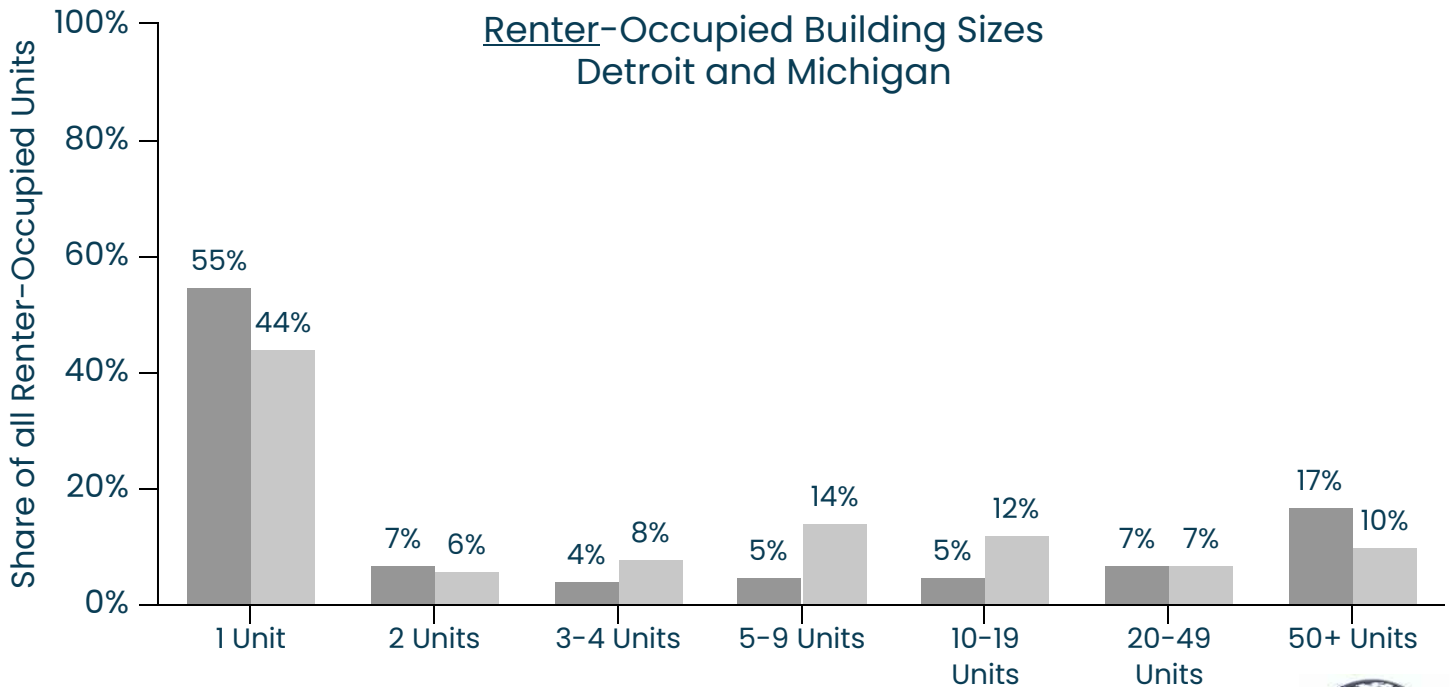
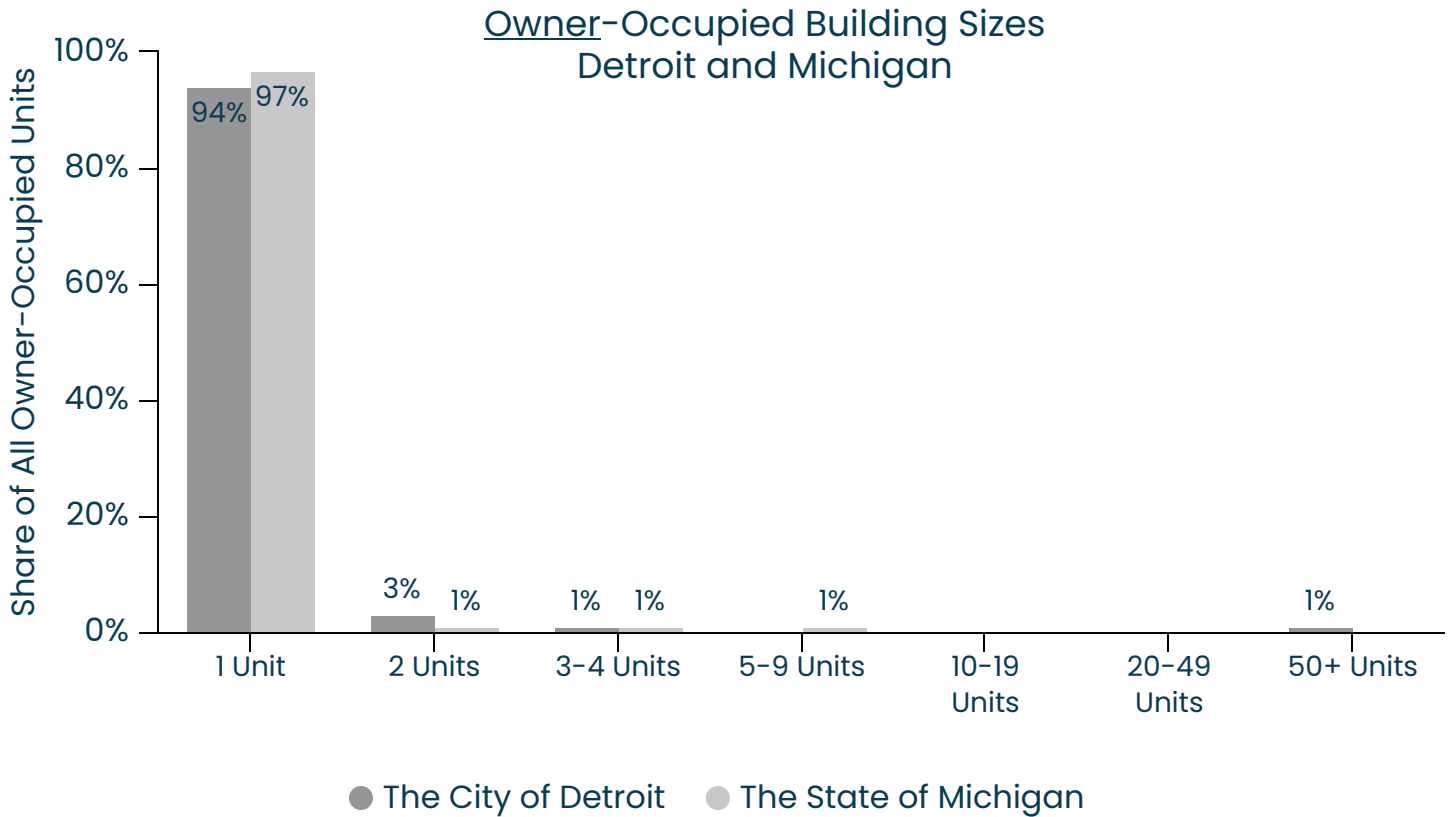


Underlying data by the Decennial Census and American Community Survey (ACS) with five-year estimates through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Units by Building Size | Detroit

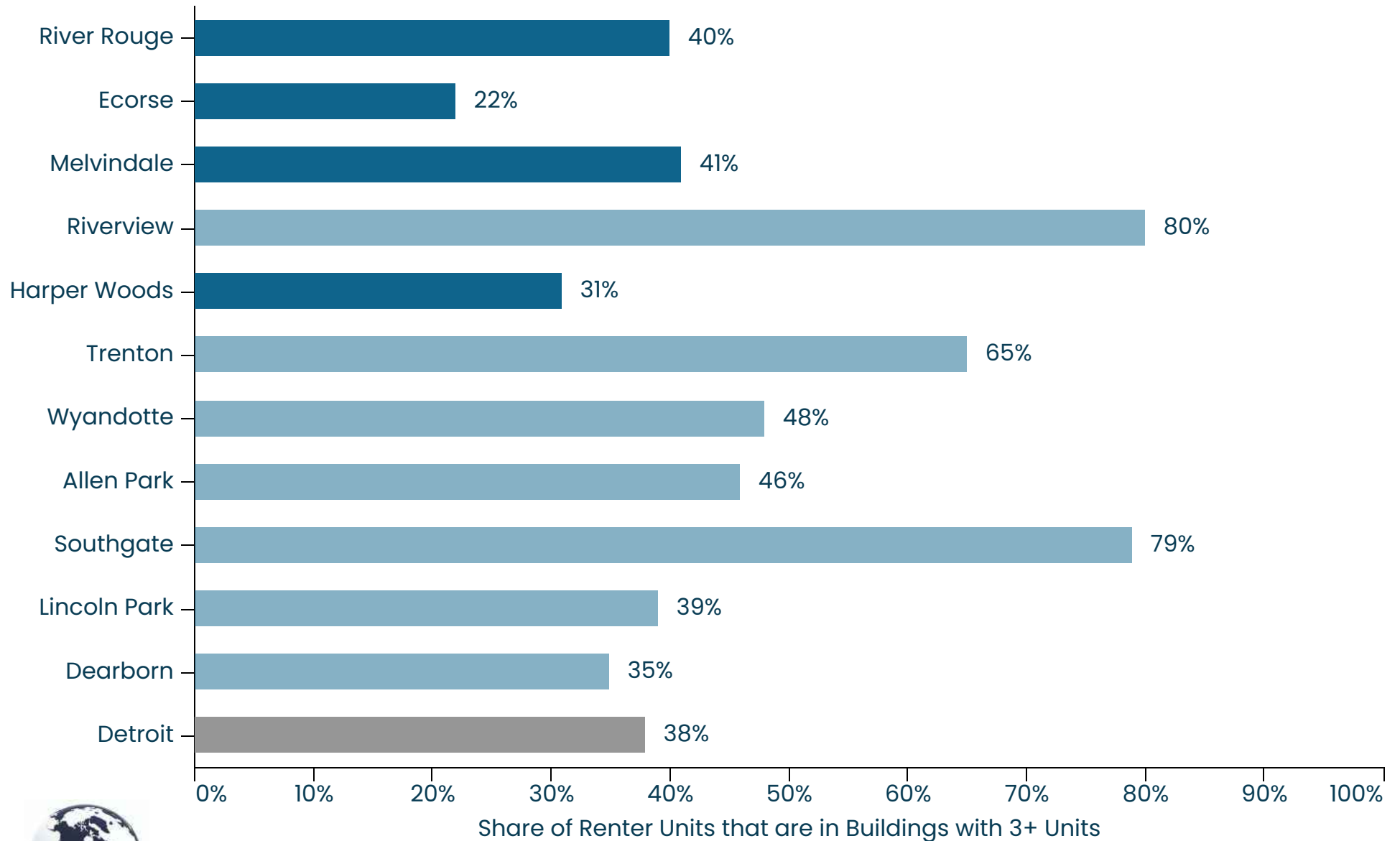
The share of existing number of existing units by tenure and by building size.



Underlying data by the Decennial Census and American Community Survey (ACS) with five-year estimates through the year 2018. Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Renter Attached Units | Selected Cities in Wayne Co



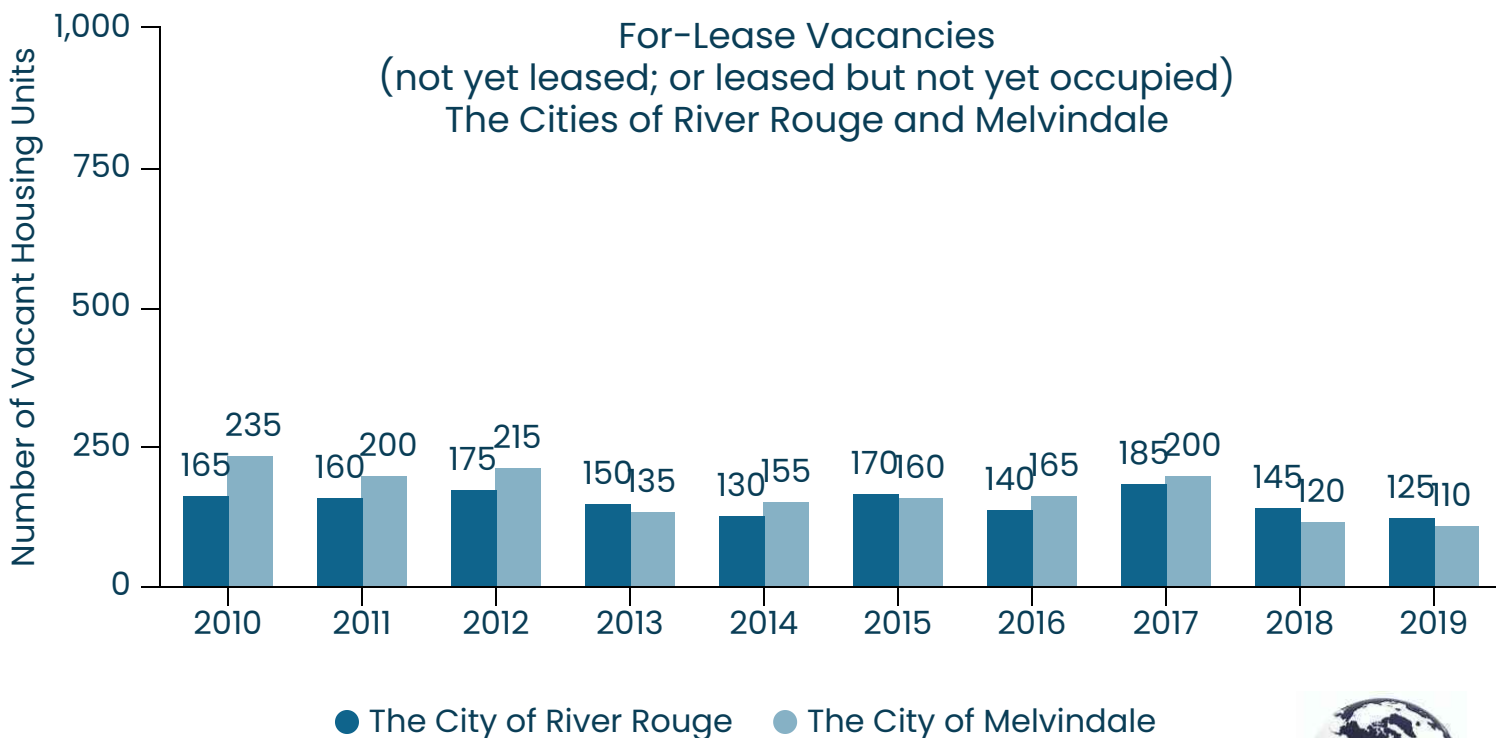
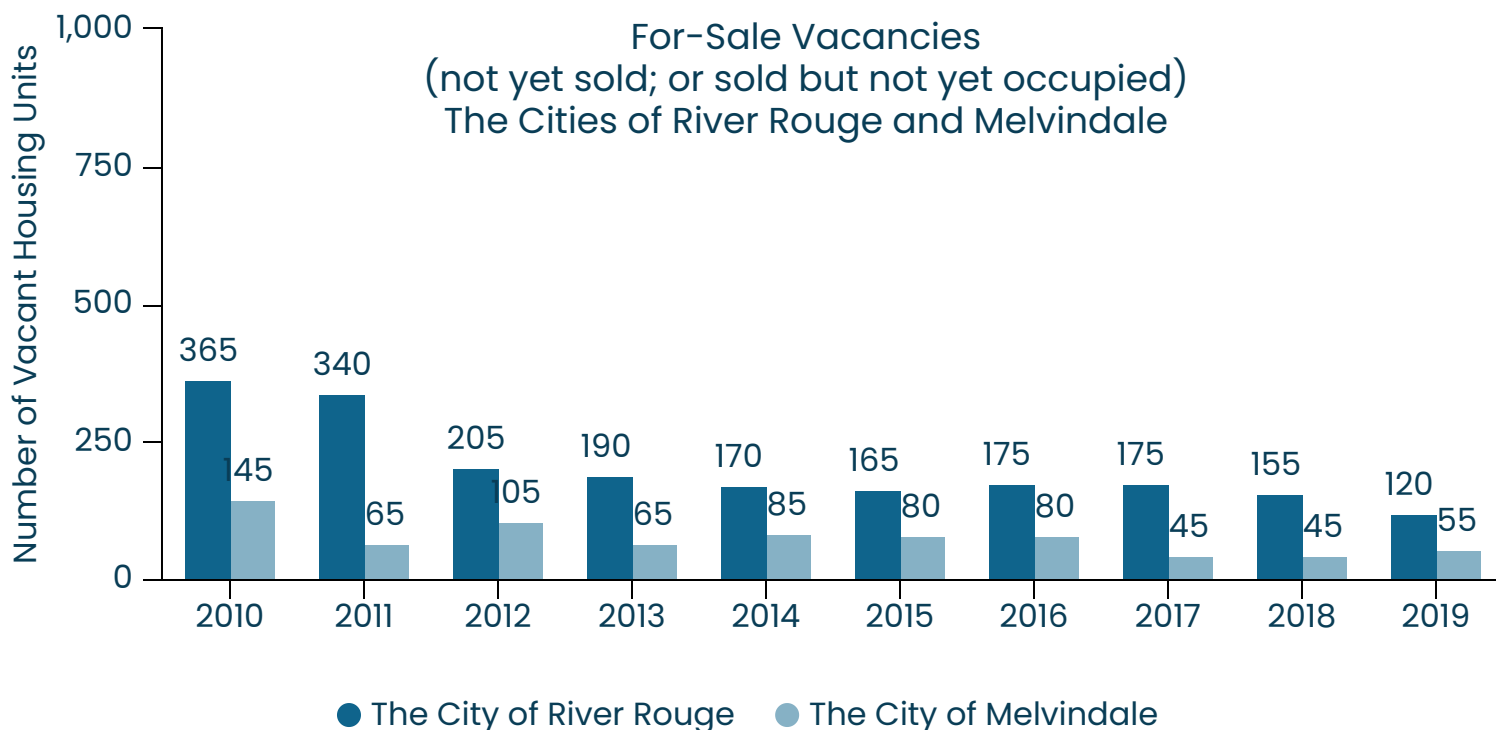
Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2019. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

# Section J



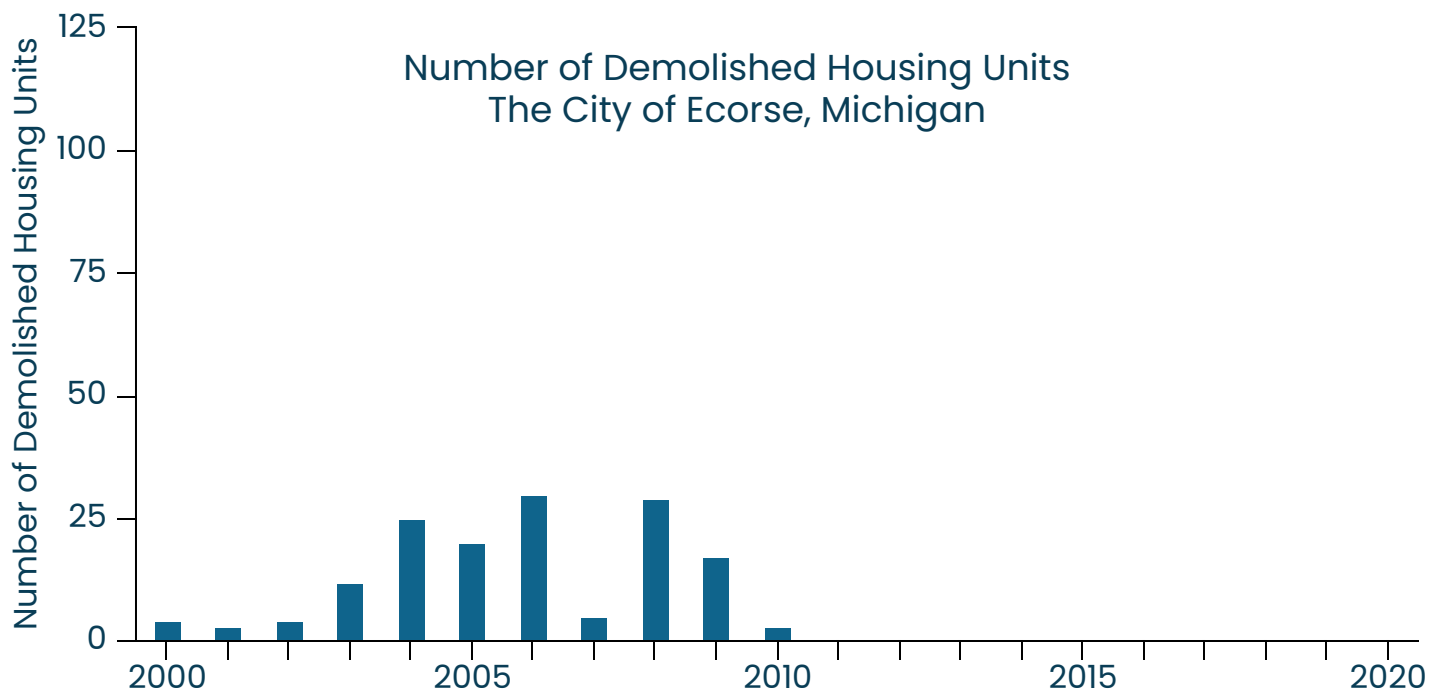
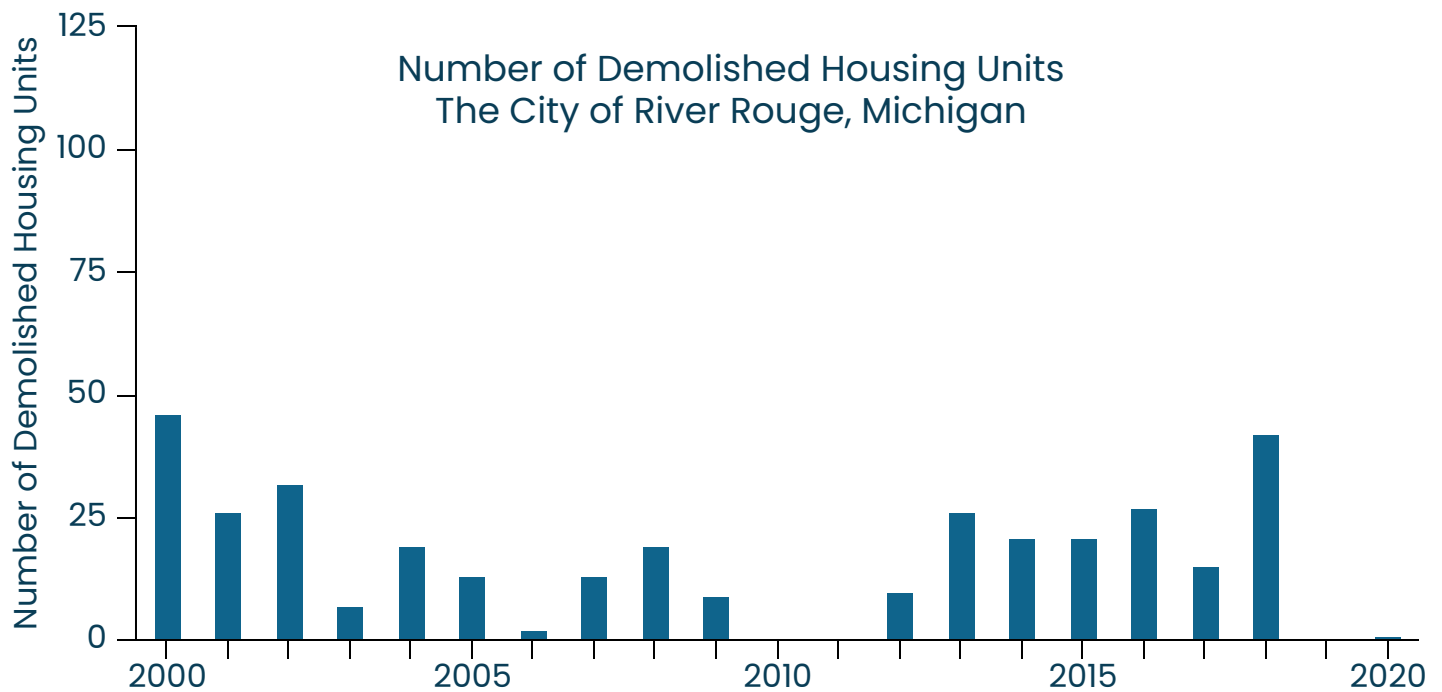
# Vacancy by Tenure | River Rouge

A geographic comparison of housing vacancies by tenure and over time.



# Housing Demolitions | River Rouge

The number of residential units demolished over time according to the SEMCOG.

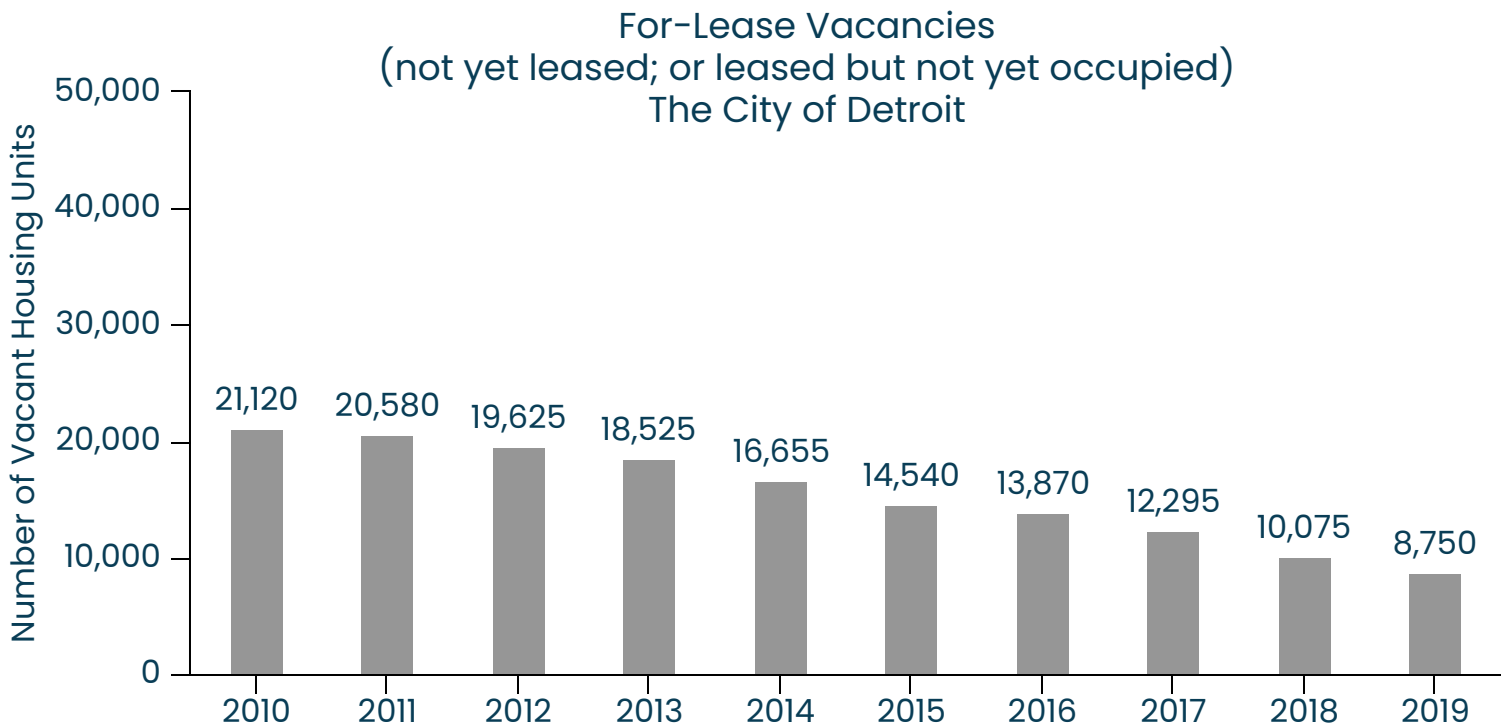
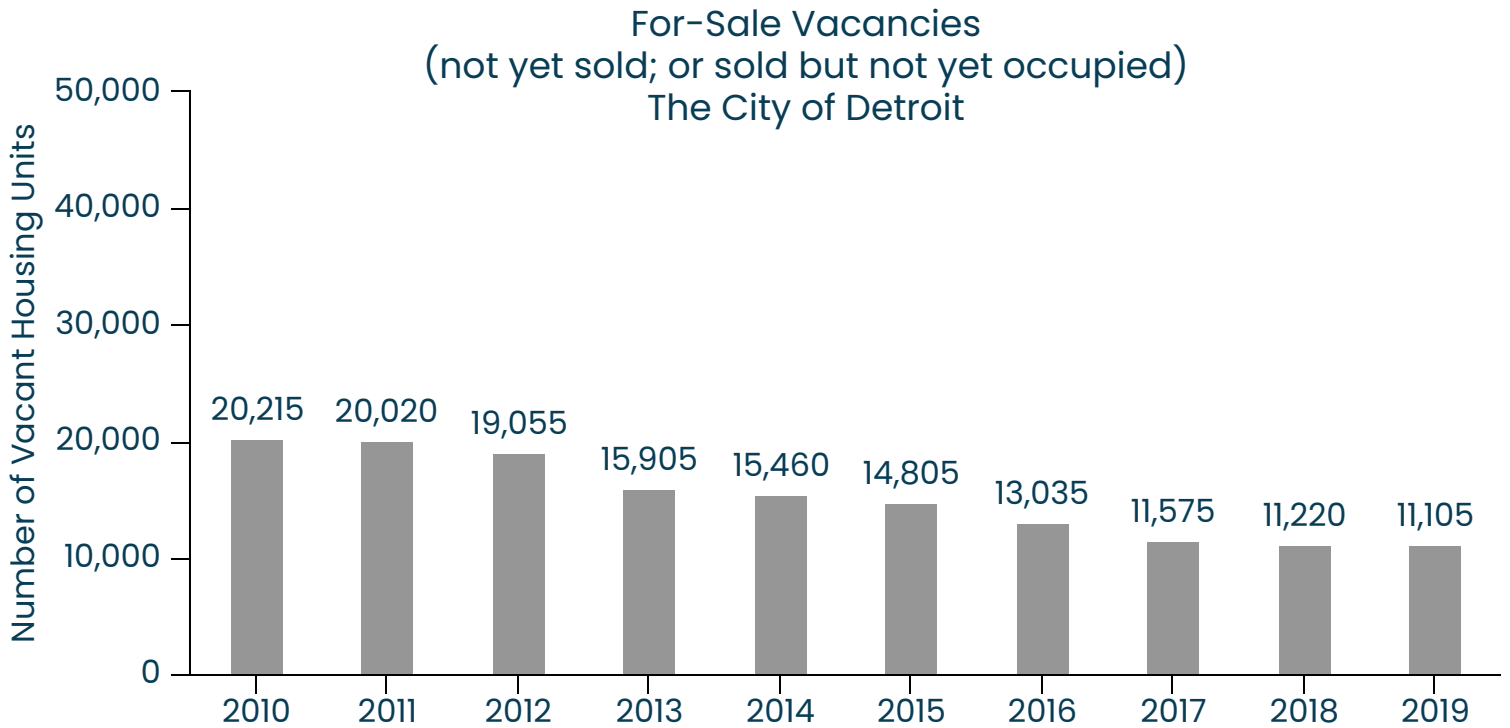


Underlying data provided by the Southeast Michigan Council of Governments; 2020.  
Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.



# Vacancy by Tenure | Detroit

A geographic comparison of housing vacancies by tenure and over time.

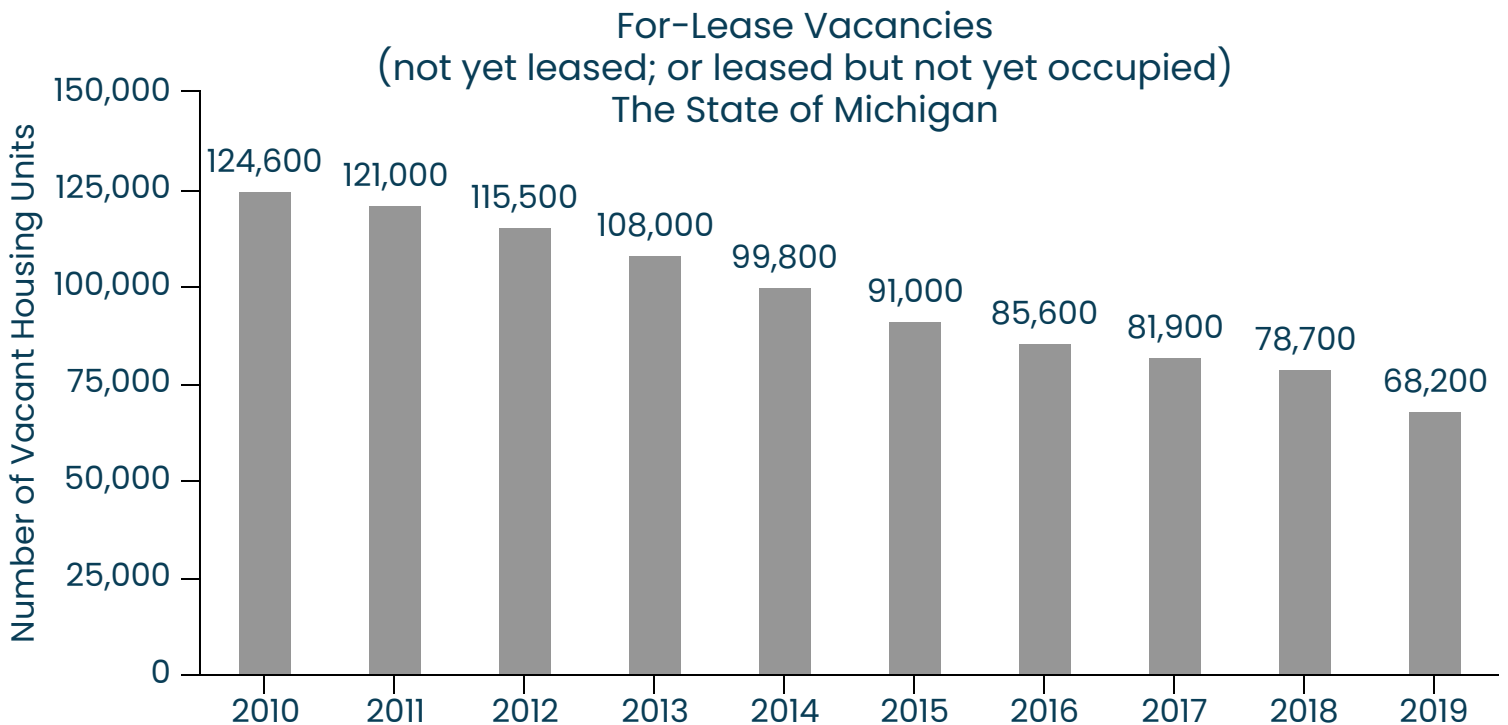
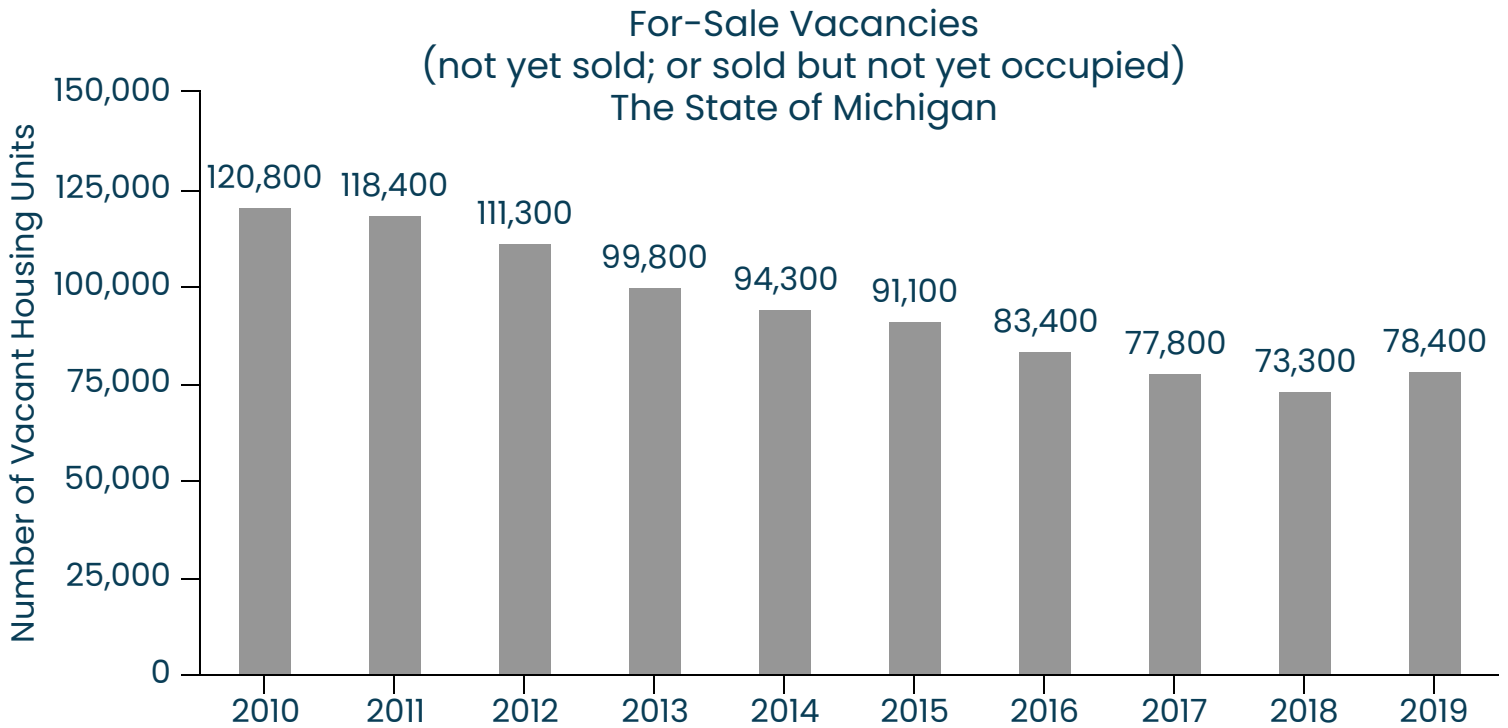


Underlying data by the Decennial Census and American Community Survey through the year 2019. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

LandUseUSA  
UrbanStrategies

# Vacancy by Tenure | Michigan

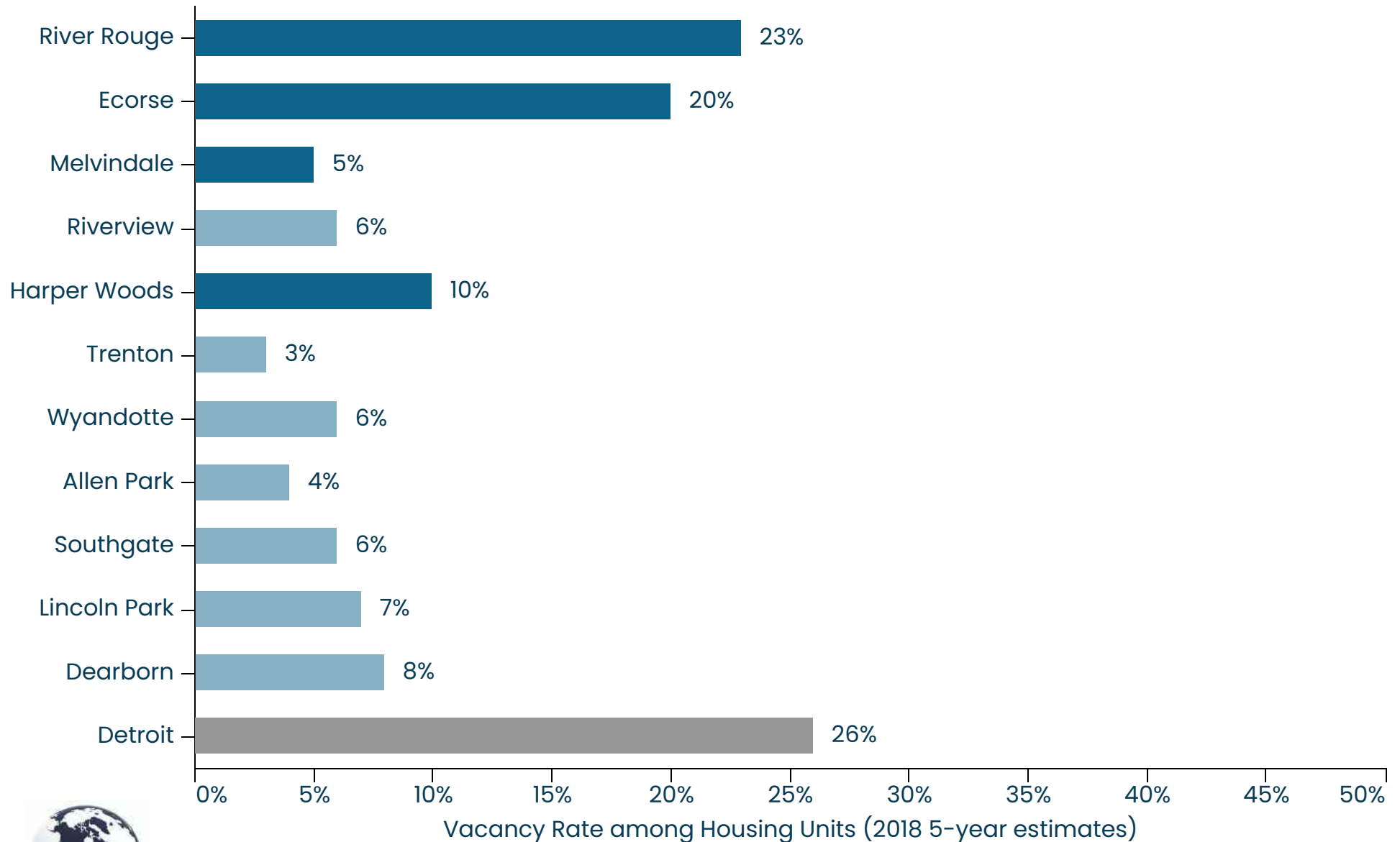
A geographic comparison of housing vacancies by tenure and over time.



Underlying data by the Decennial Census and American Community Survey through the year 2019. Analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

LandUseUSA  
UrbanStrategies

# 2018 Vacancy Rate | Selected Cities in Wayne Co

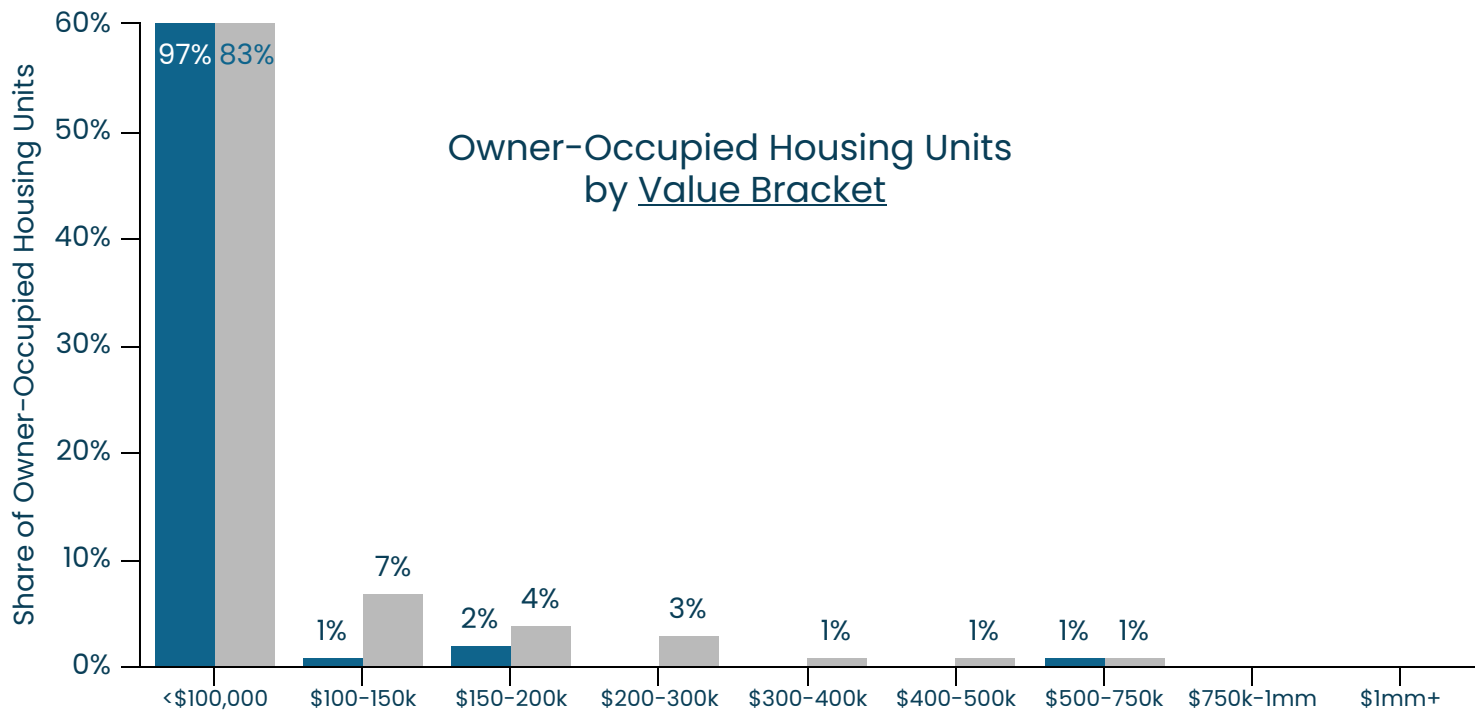
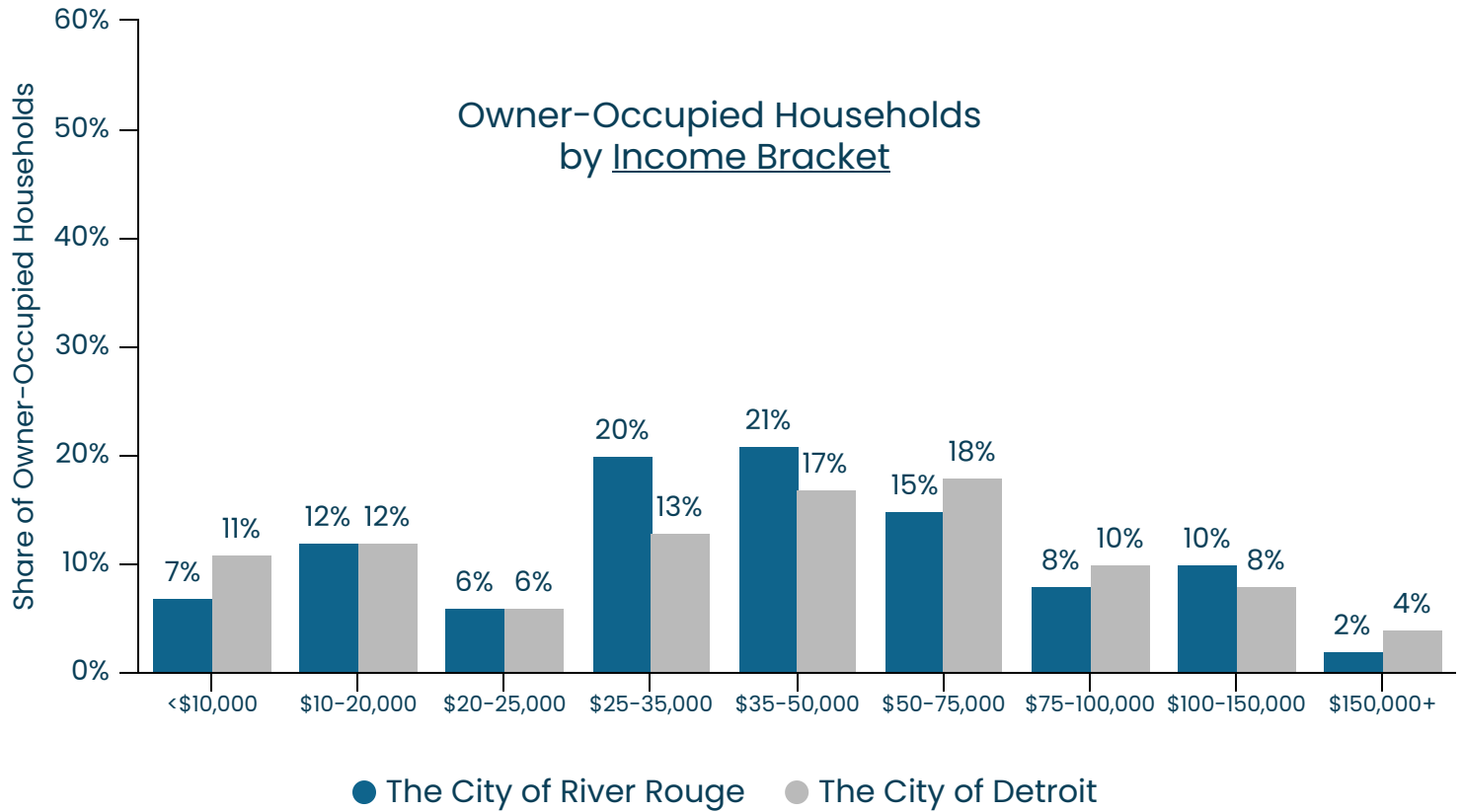


Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2018 (five-year estimates). Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021.

# Section K

# Owner Incomes & Values | River Rouge

A comparison of owner-occupied household incomes and home values by bracket.

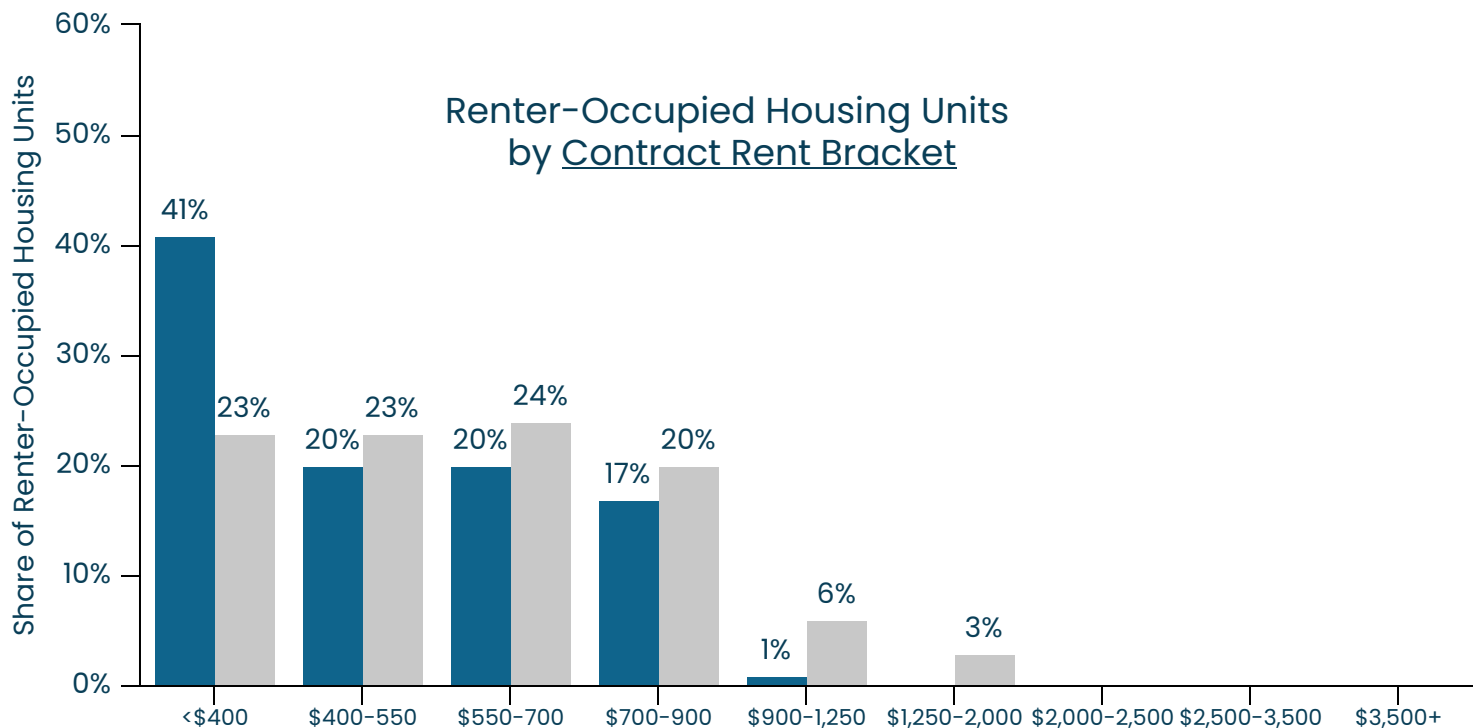
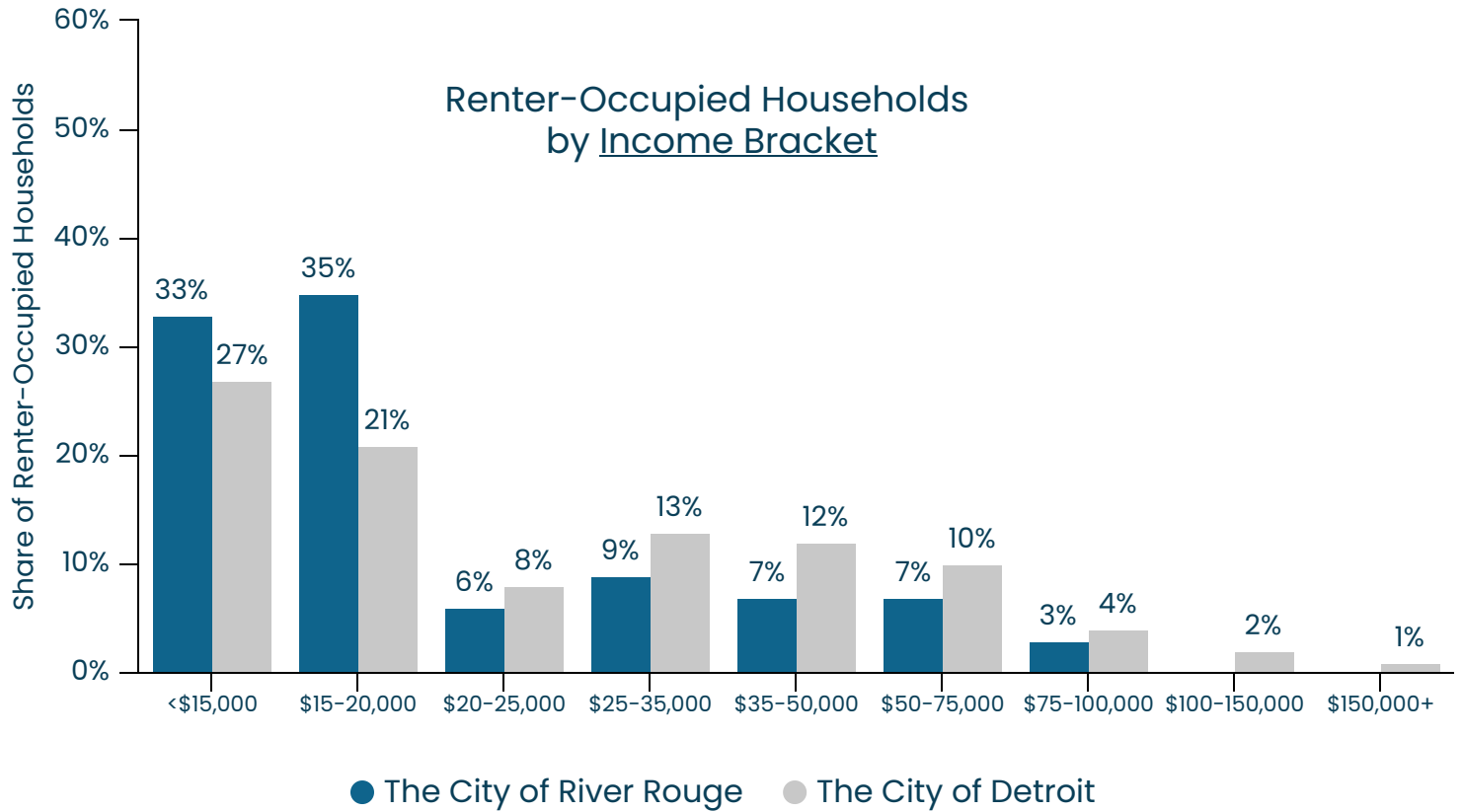


Underlying data by the Decennial Census and American Community Survey through the year 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021. Categories might not sum to 100% due to minor rounding.



# Renter Incomes & Prices | River Rouge

A comparison of renter-occupied household incomes and contract rents by bracket.



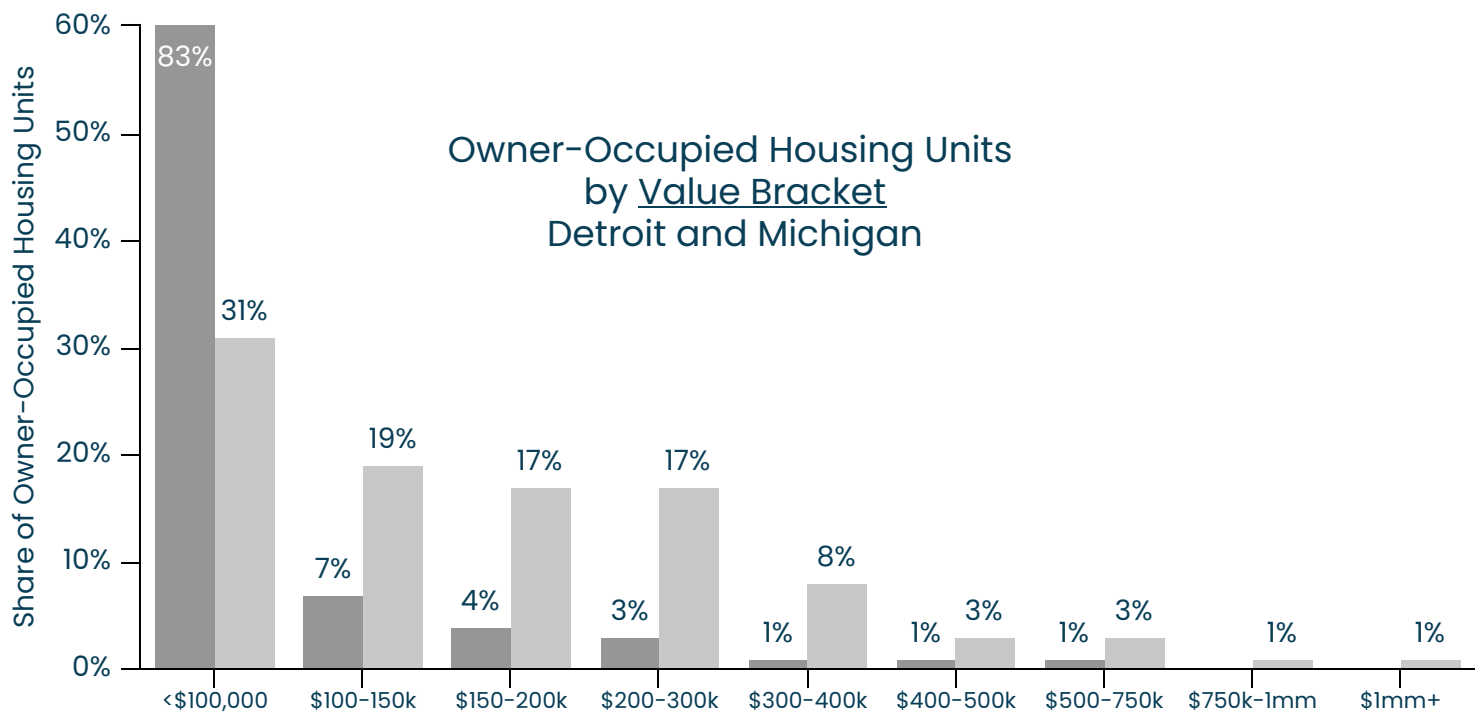
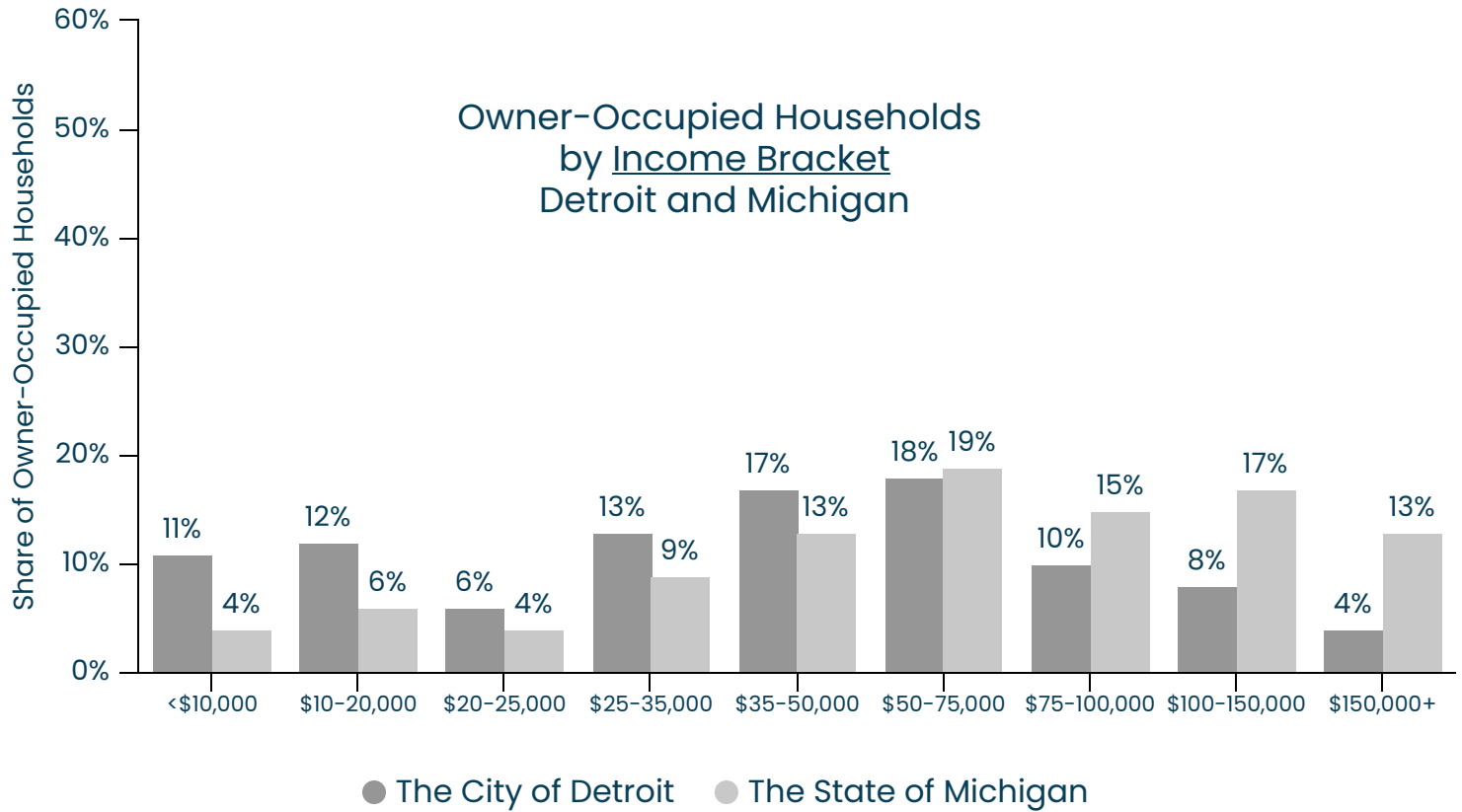
Underlying data by the Decennial Census and American Community Survey through the year 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021. Categories might not sum to 100% due to minor rounding.





# Owner Incomes & Values | Detroit

A comparison of owner-occupied household incomes and home values by bracket.

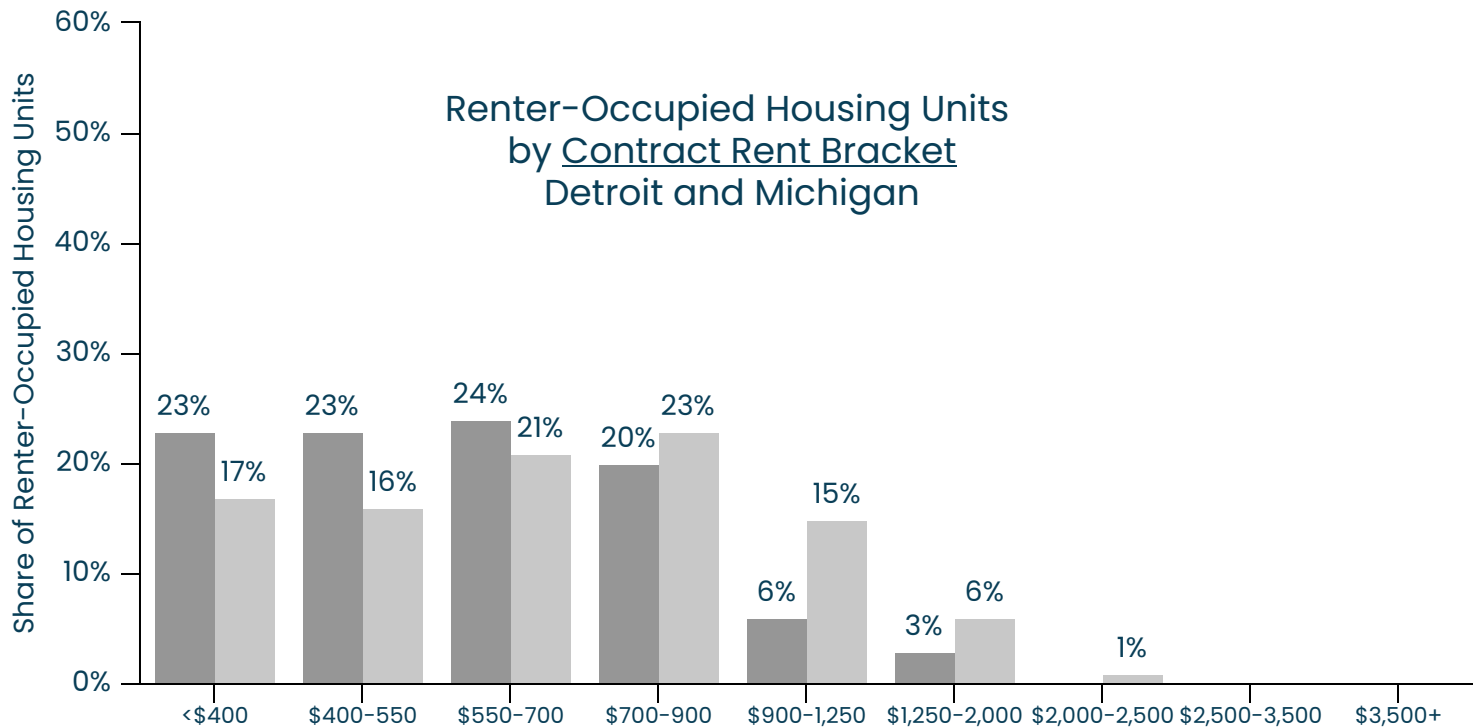
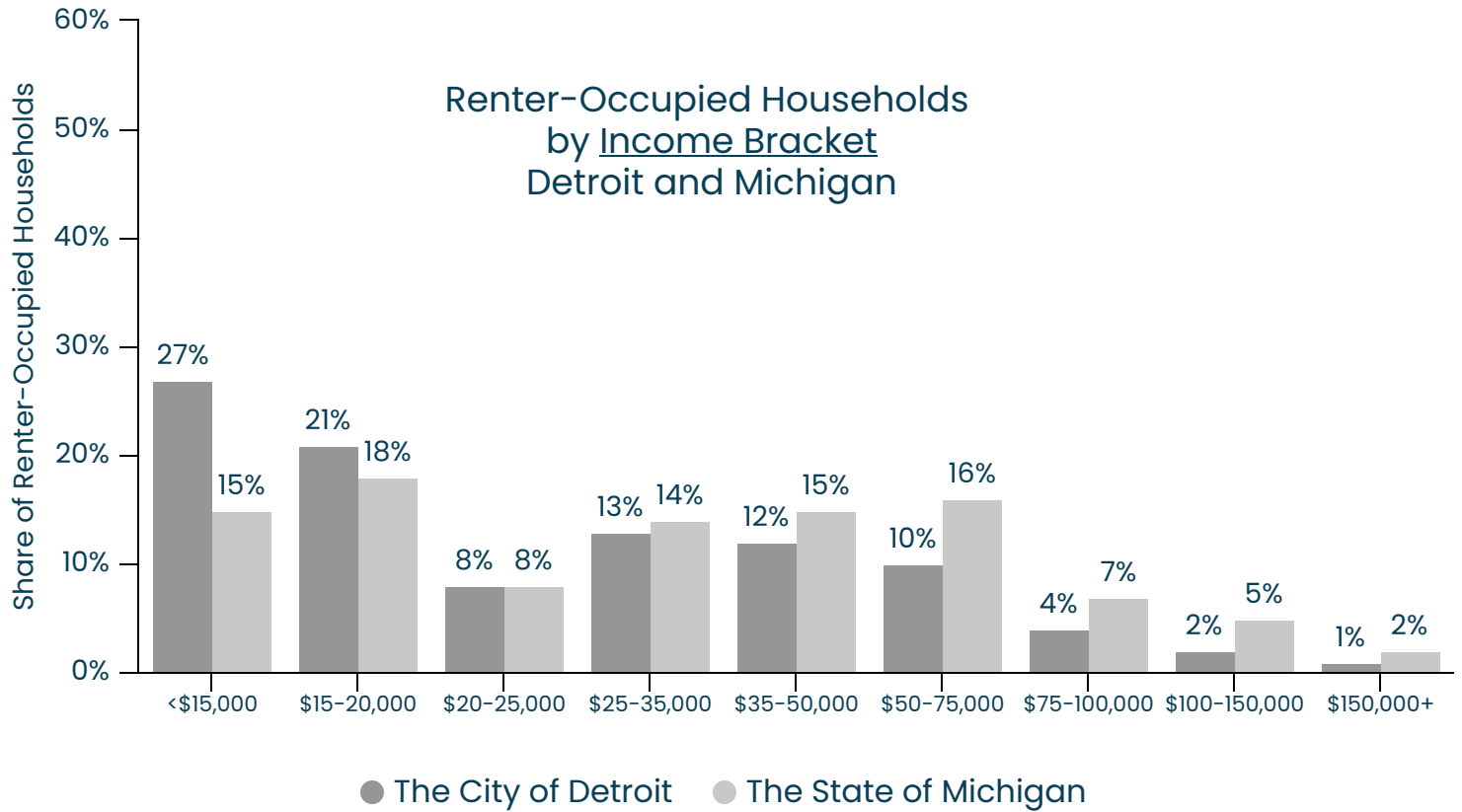


Underlying data by the Decennial Census and American Community Survey through the year 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021. Categories might not sum to 100% due to minor rounding.



# Renter Incomes & Prices | Detroit

A comparison of renter-occupied household incomes and contract rents by bracket.

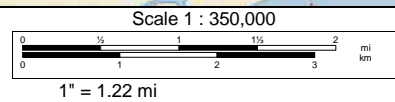
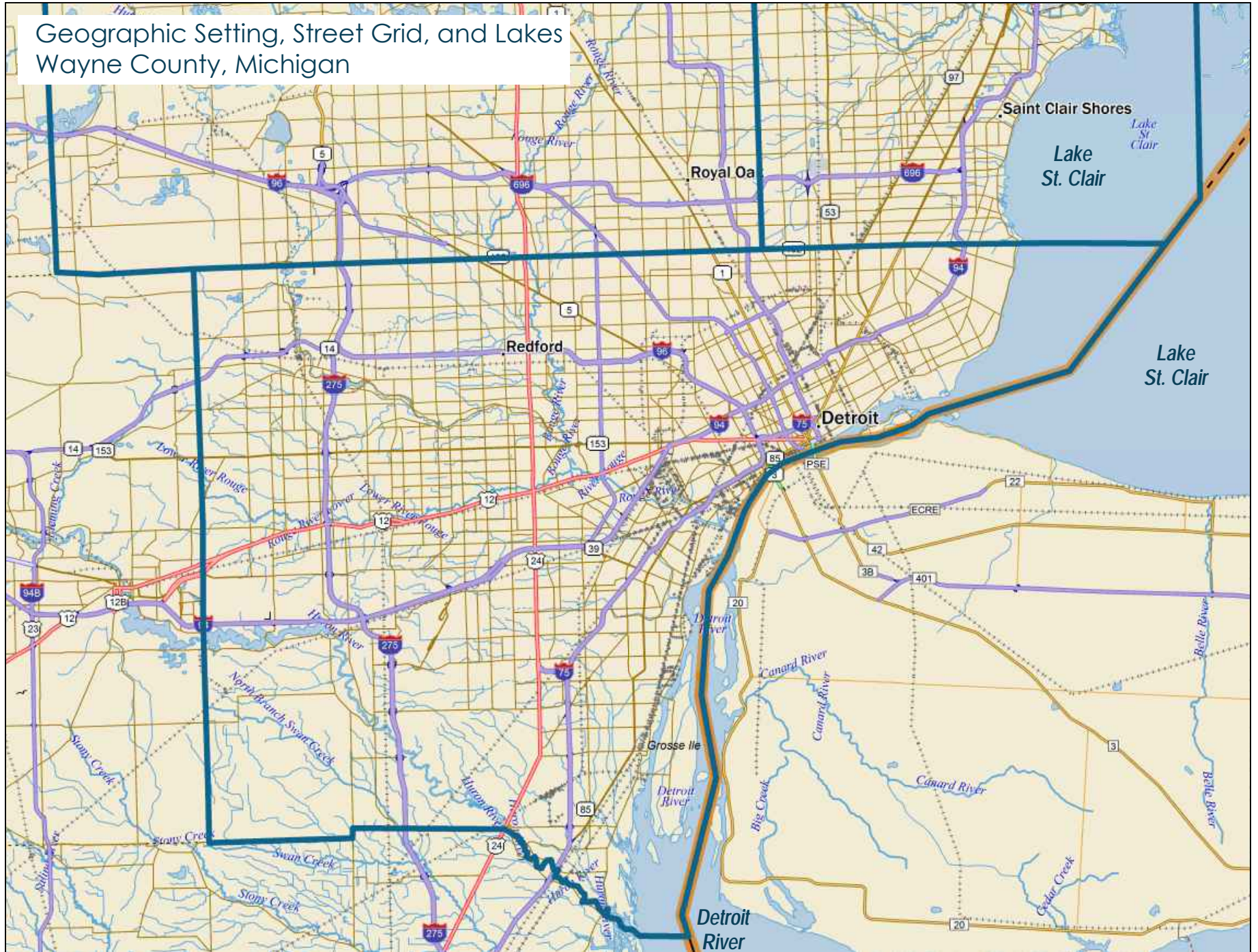


Underlying data by the Decennial Census and American Community Survey through the year 2018. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021. Categories might not sum to 100% due to minor rounding.

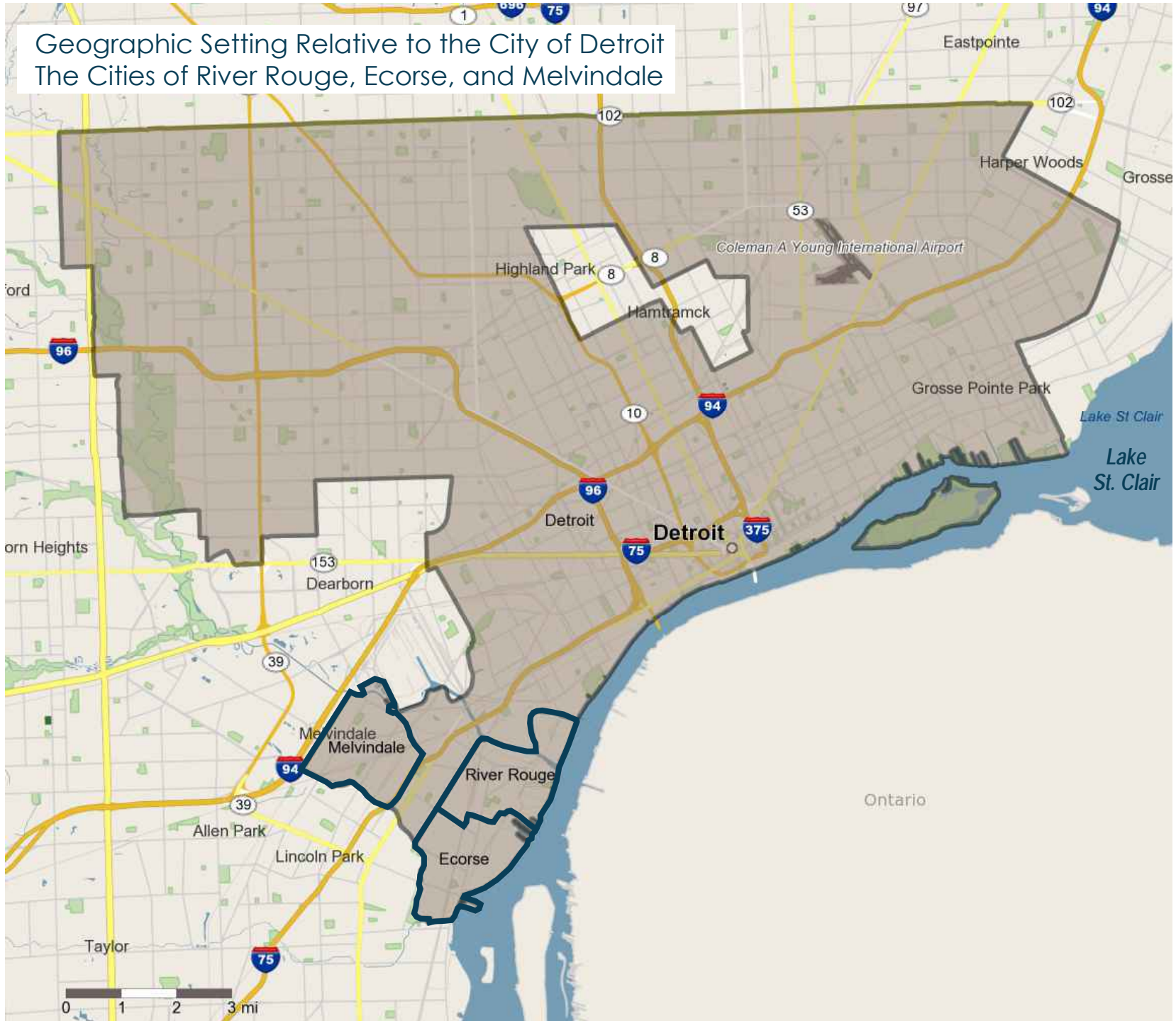


# Section L

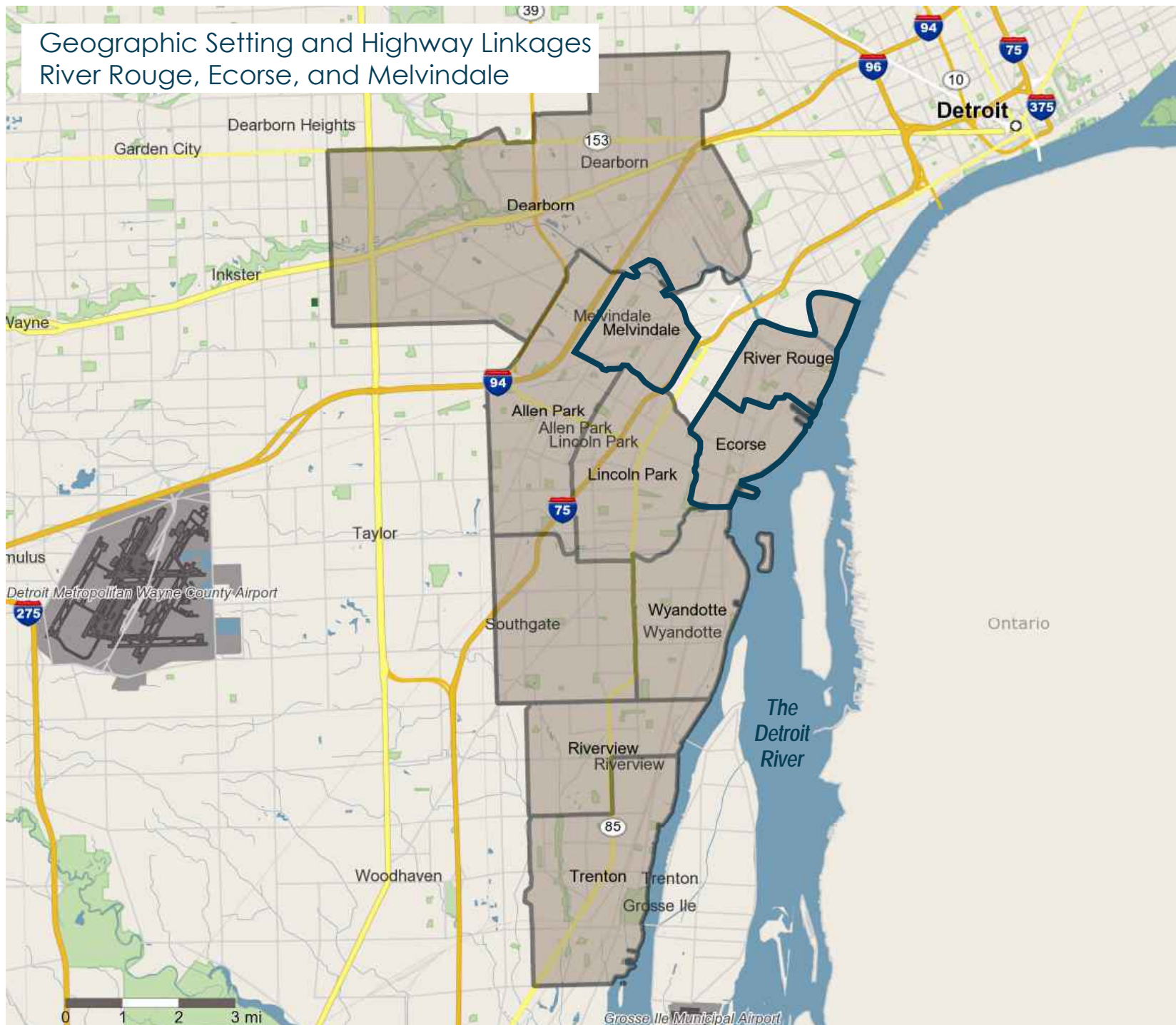
Geographic Setting, Street Grid, and Lakes  
Wayne County, Michigan



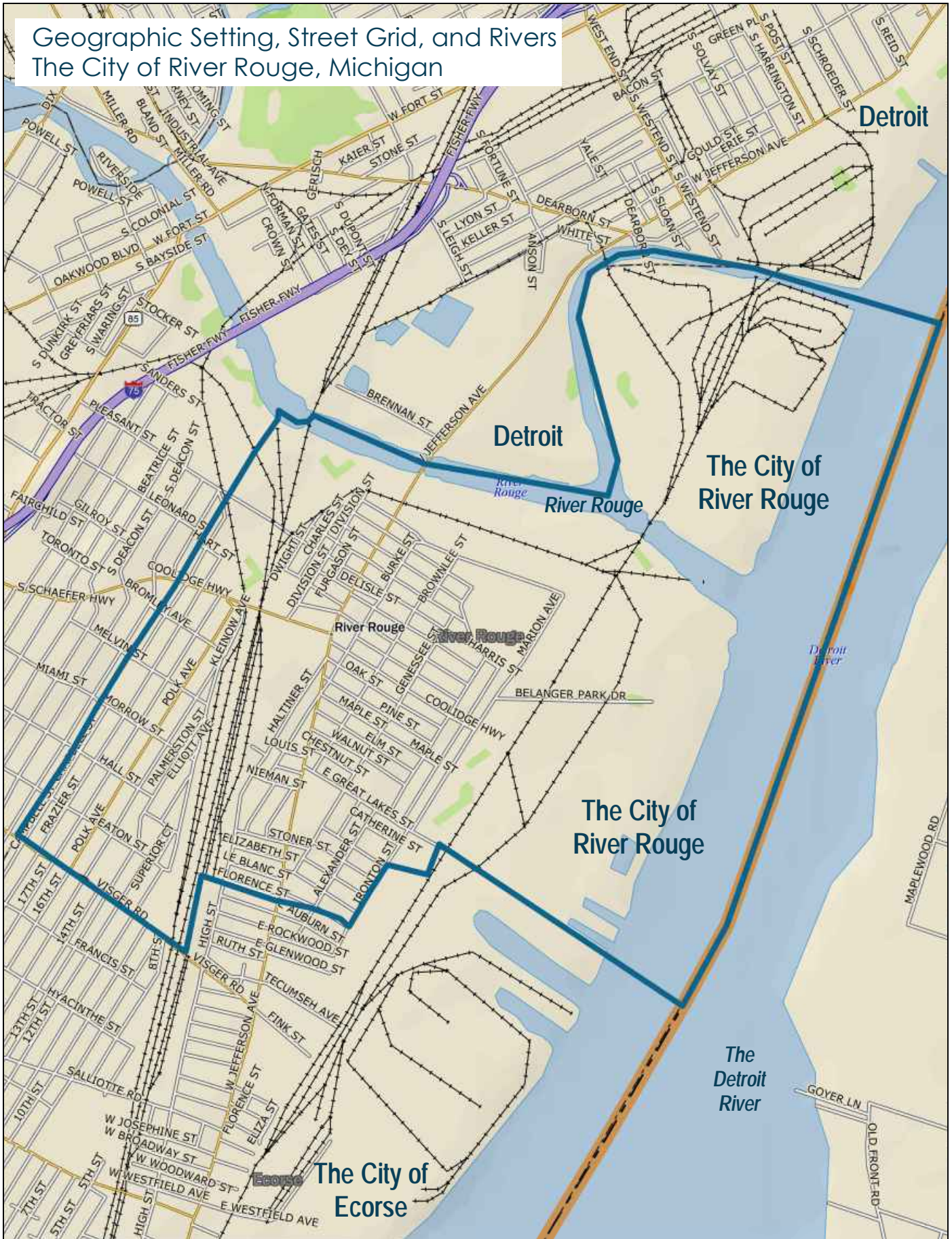
Geographic Setting Relative to the City of Detroit  
The Cities of River Rouge, Ecorse, and Melvindale



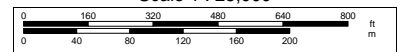
Geographic Setting and Highway Linkages  
River Rouge, Ecorse, and Melvindale



# Geographic Setting, Street Grid, and Rivers The City of River Rouge, Michigan

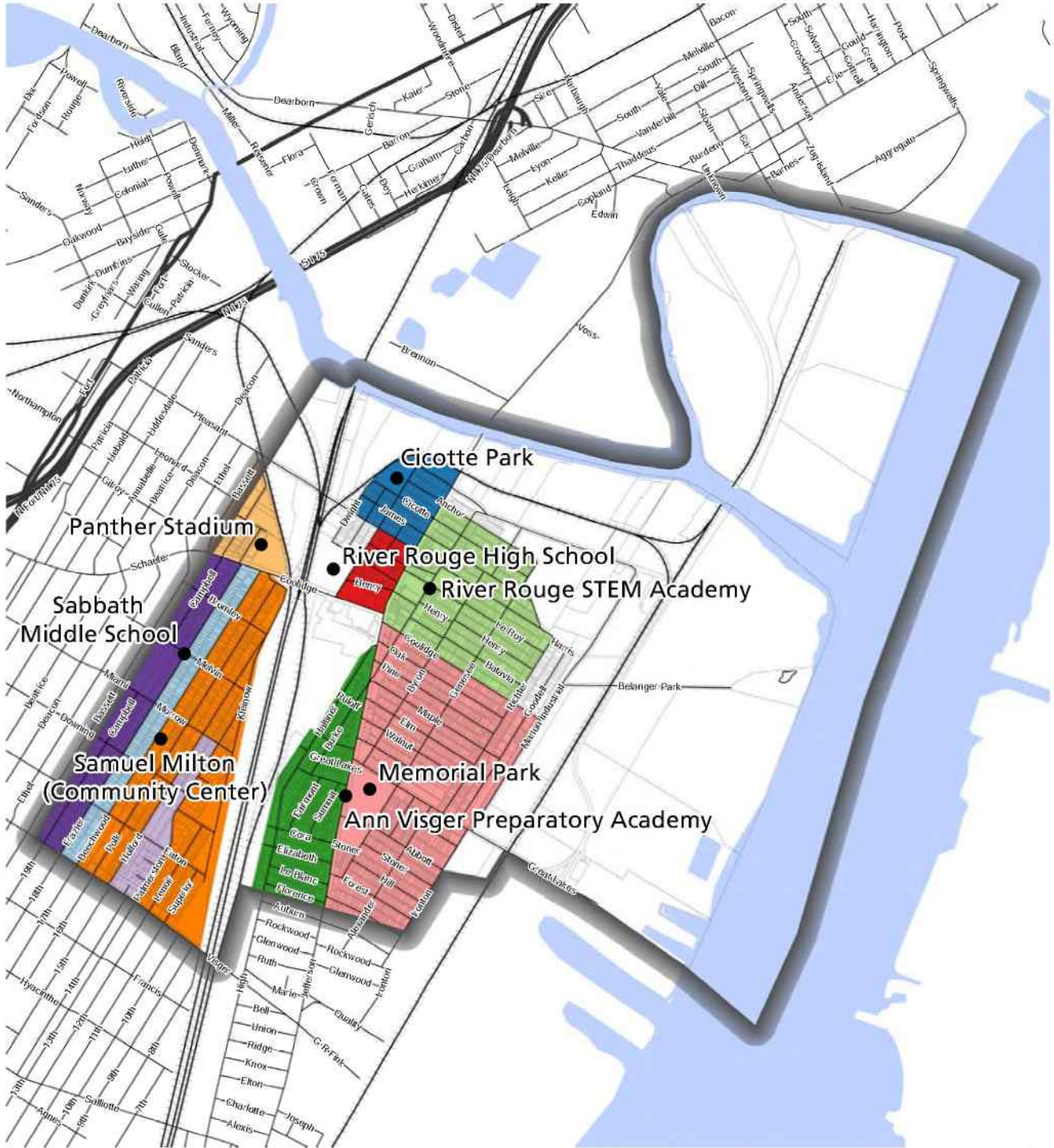


Scale 1 : 25,000



1" = 475 ft

# Names of Neighborhoods The City of River Rouge, Michigan | 2017



RIVER ROUGE MASTER PLAN

## Neighborhood Typologies

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, City of River Rouge

City Boundary

State Roads

All Roads

Railroads

Rivers / Streams

Neighborhood Centers

Neighborhoods:

Beechwood Center Area

Cicotte Park Area

Dunn Park Area

Haltiner Triangle

Memorial Park Area

Pleasant Area

Stadium Area

The Backstreet

The Circle

The Front Street

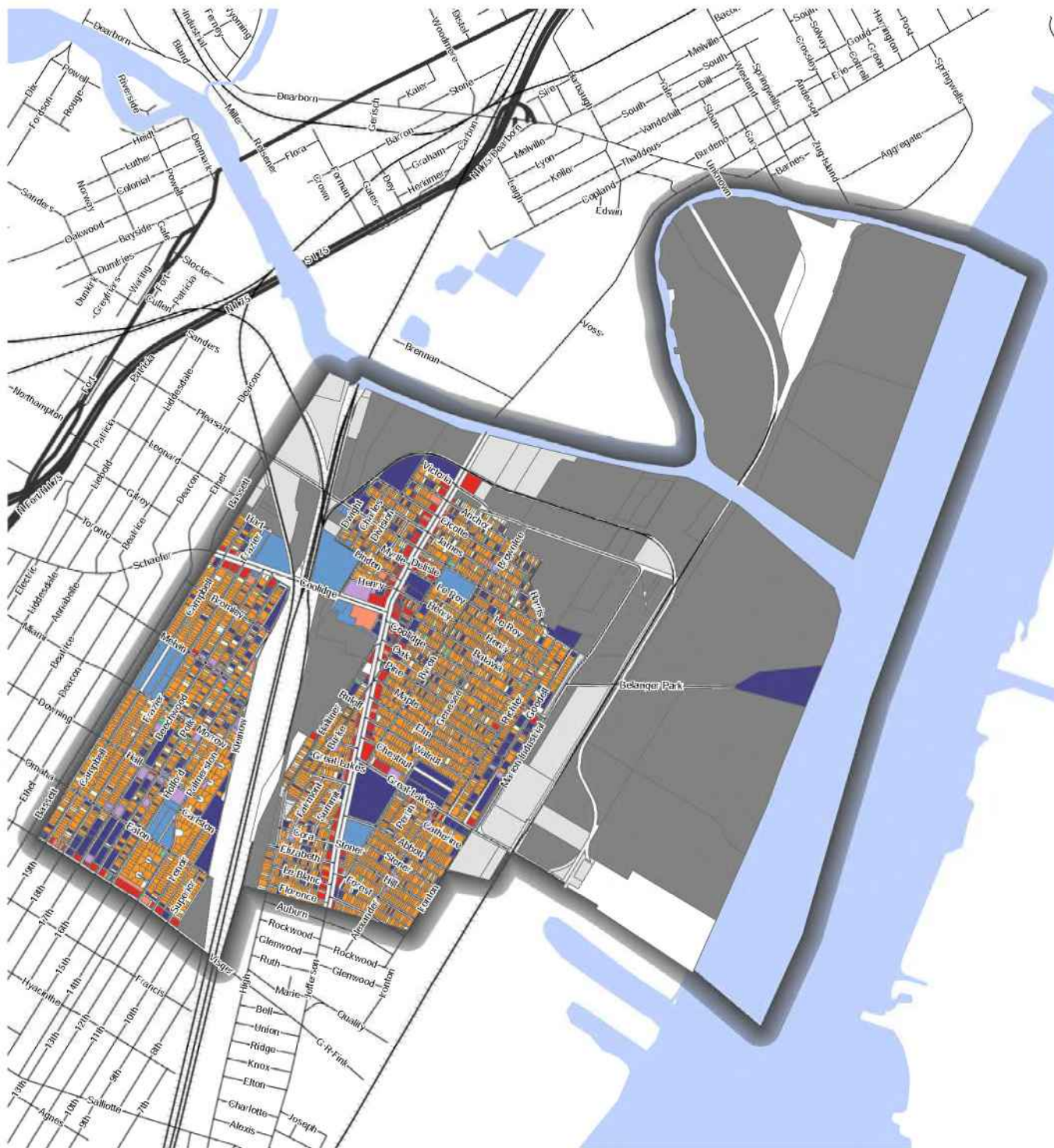
0 0.5 1 Miles





# Existing Land Use Map

## The City of River Rouge, Michigan | 2017



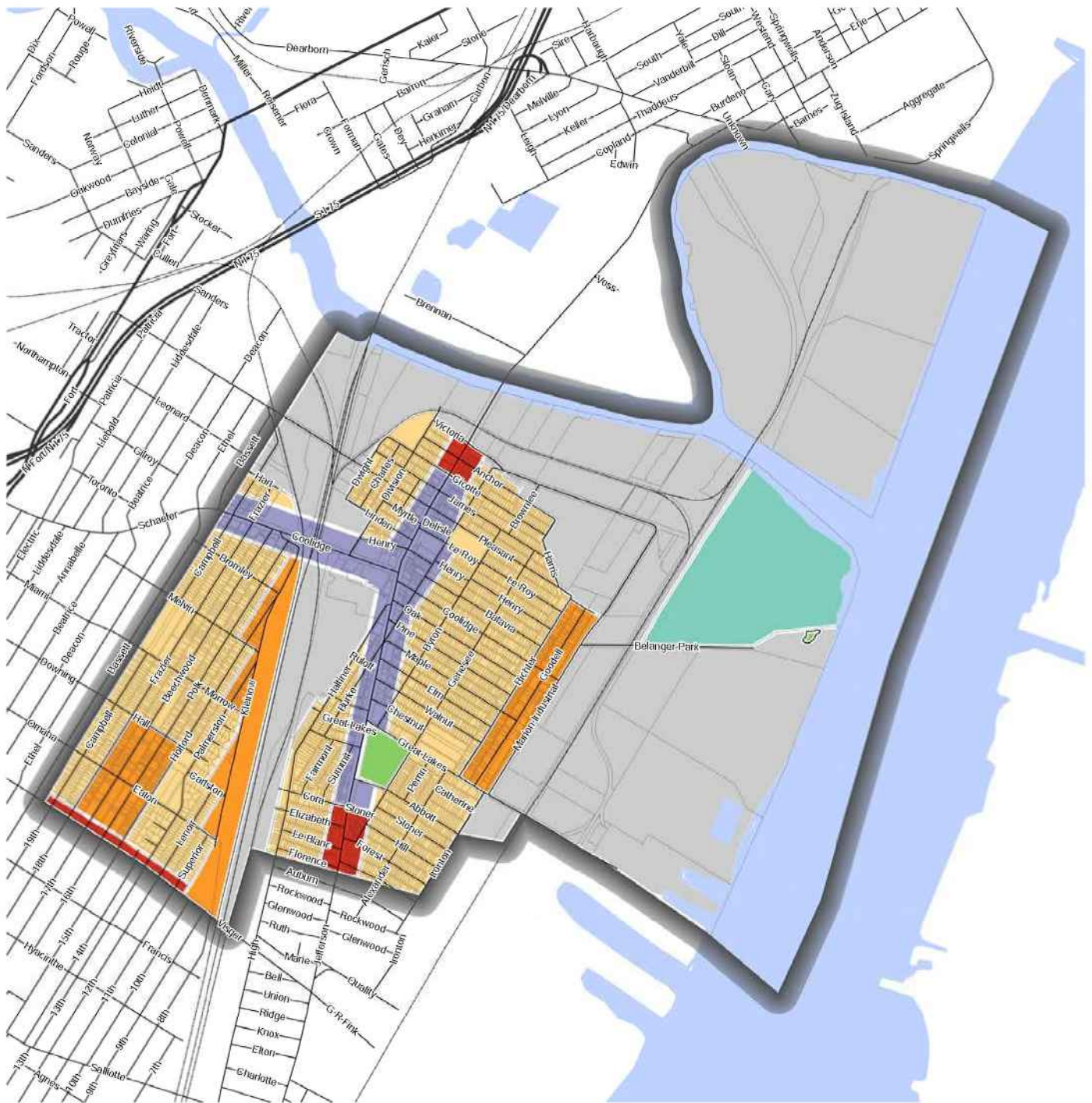
### RIVER ROUGE MASTER PLAN

## Existing Land Use

Data Sources: State of Michigan Geographic Data Library; ESRI Basemap; Wayne County GIS; City of River Rouge

- |                  |                        |   |
|------------------|------------------------|---|
| City Boundary    | Residential - Improved | Industrial - Improved                     |
| State Roads      | Residential - Vacant   | Industrial - Vacant                       |
| All Roads        | Commercial - Improved  | Land Bank Properties                      |
| Railroads        | Commercial - Vacant    | Government (City, County, State, Federal) |
| Rivers / Streams | Schools / Colleges     | Unknown                                   |
| Lakes / Ponds    | Religious / Churches   |   |

# Future Land Use Map The City of River Rouge, Michigan | 2017



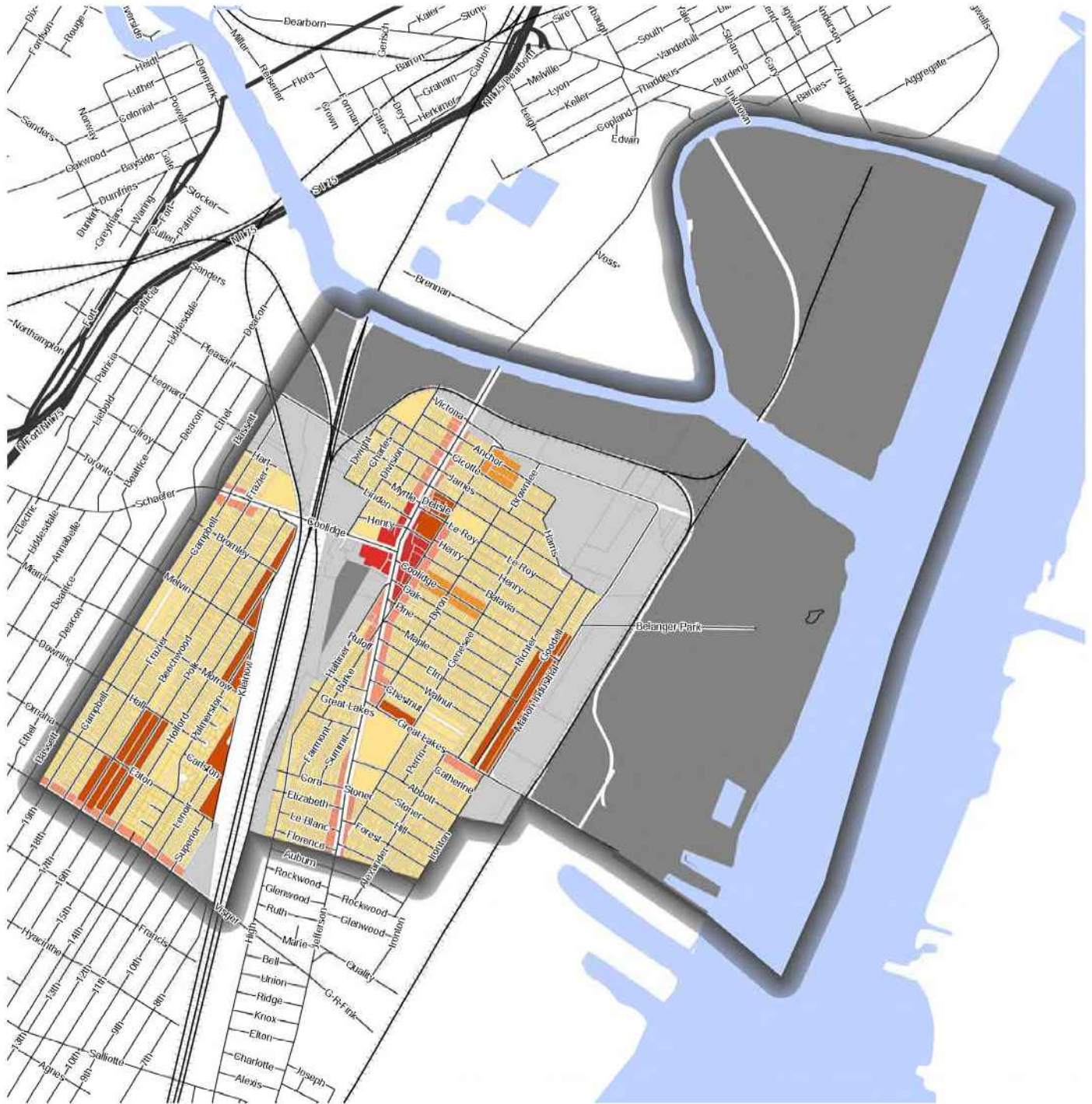
## RIVER ROUGE MASTER PLAN Future Land Use Map

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, City of River Rouge

- |                  |                          |                  |
|------------------|--------------------------|------------------|
| City Boundary    | Low Density Residential  | General Business |
| State Roads      | High Density Residential | Industrial       |
| All Roads        | Mixed Use                |                  |
| Railroads        | Redevelopment Area       |                  |
| Rivers / Streams | Recreation Conservation  |                  |
| Lakes / Ponds    |                          |                  |

# Zoning Map

## The City of River Rouge, Michigan | 2017



### RIVER ROUGE MASTER PLAN

## Zoning Map

Data Sources: State of Michigan Geographic Data Library, ESRI Baseemap, Wayne County GIS, City of River Rouge

-  City Boundary
-  State Roads
-  All Roads
-  Railroads
-  Rivers / Streams
-  Lakes / Ponds
-  R-1: One Family
-  R-2: Two Family
-  RM-1: Multiple Family
-  B-1: Central Business District
-  B-2: General Commercial

-  M-1: Light Industrial
-  M-2: Heavy Industrial

Disclaimer: This map was created following the districts of the 1996 Zoning Map. Parcel boundaries have, however, changed during the following 30 years, and therefore this map is meant to be used as a guide and any specific zoning information must be confirmed with the City of River Rouge.