

## Summary of Target Market Analysis for Grand Traverse County\*

\*Note: This summary was prepared by the Grand Traverse County Planning & Development Department based on data provided in the Grand Traverse County Target Market Analysis prepared by LandUseUSA and Networks Northwest. For the complete reports, go to [www.networksnorthwest.org/rpi](http://www.networksnorthwest.org/rpi)

### Conservative Scenario for 12 Targeted Clusters

#### **Annually through 2020**

	Owners			Renters		
	Owner Units	Owner Values	Owner Sq Ft	Renter Units	Net Cash Rent	Renter Sq Ft
<\$15,000 Extreme	14	\$70,000-\$130,000	400-750	208	\$375 - \$700	250-700
<\$25,000 Very Low	32	\$90,000-\$165,000	550-1,100	423	\$425-\$775	350-850
<\$35,000 Low	53	\$105,000-\$200,000	750-1,650	570	\$450-\$850	450-1,100
<\$50,000 Below Avg	87	\$135,000-\$250,000	1,150-2,500	731	\$525-\$975	550-1,500
\$50,000+ Above Avg	133	\$165,000-\$200,000	1,650-3,750	265	\$625-\$1,150	850-1,750
<b>TOTAL</b>	<b>219</b>			<b>996</b>		

Annual Total Renter and Owner Units	<b>1,215</b>
2015-2020 Total Renter and Owner Units	<b>7,290</b>

By Unit Type			
Unit Types	Owner Units	Renter Units	Total
Houses	208	164	372
Duplexes	4	42	46
Triplexes	2	132	134
Quads	1	68	69
Rowhouses	2	255	257
Small plexes	2	82	84
Large plexes	0	87	87
Mid-rises	0	67	67
High-rises	0	98	98
<b>Total</b>	<b>219</b>	<b>996</b>	<b>1,215</b>

Detached Units	208	164	372
Attached Units	11	832	843

By Selected Communities			
Community	Owner Units	Renter Units	Total
Traverse City	116	524	640
Garfield Township	88	394	482
East Bay Township	4	28	32
Acme Township	2	22	24
Grawn (Blair Twp)	2	8	10
Chums Corner (Blair Twp)	0	4	4
Kingsley	0	4	4
Interlochen (Green Lake Twp)	0	2	2
Fife Lake	0	0	0
<b>Total for County</b>	<b>219</b>	<b>996</b>	<b>1,215</b>