

May 23, 2024

# BLUEBERRY FARMS REGION

## Residential TMA Handout

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

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

Prepared by:



**LandUseUSA**  
UrbanStrategies



**MARQUETTE COUNTY**  
  
**LAND BANK AUTHORITY**

# Section 1-I

## K. I. Sawyer AFB CDP

## Market Potential

Capture

- Throughout the K. I. Sawyer Census Designated Place (CDP), build 14 (fourteen) new for-sale units per year over the next five years, including 4 (four) detached houses or cottages; 6 (six) townhouses with porches and private entrances; and 4 (four) condominium-style apartments with shared entrances (attached formats will depend on sites with vista views).
- In addition, build 66 new for-lease units annually over the next five years, including 4 (four) lofts or apartments (preferably in buildings with shared courtyards); 12 (twelve) townhouses with private entrances; and up to 50 accessory dwellings, cottages, and units in small apartment houses.

Retention

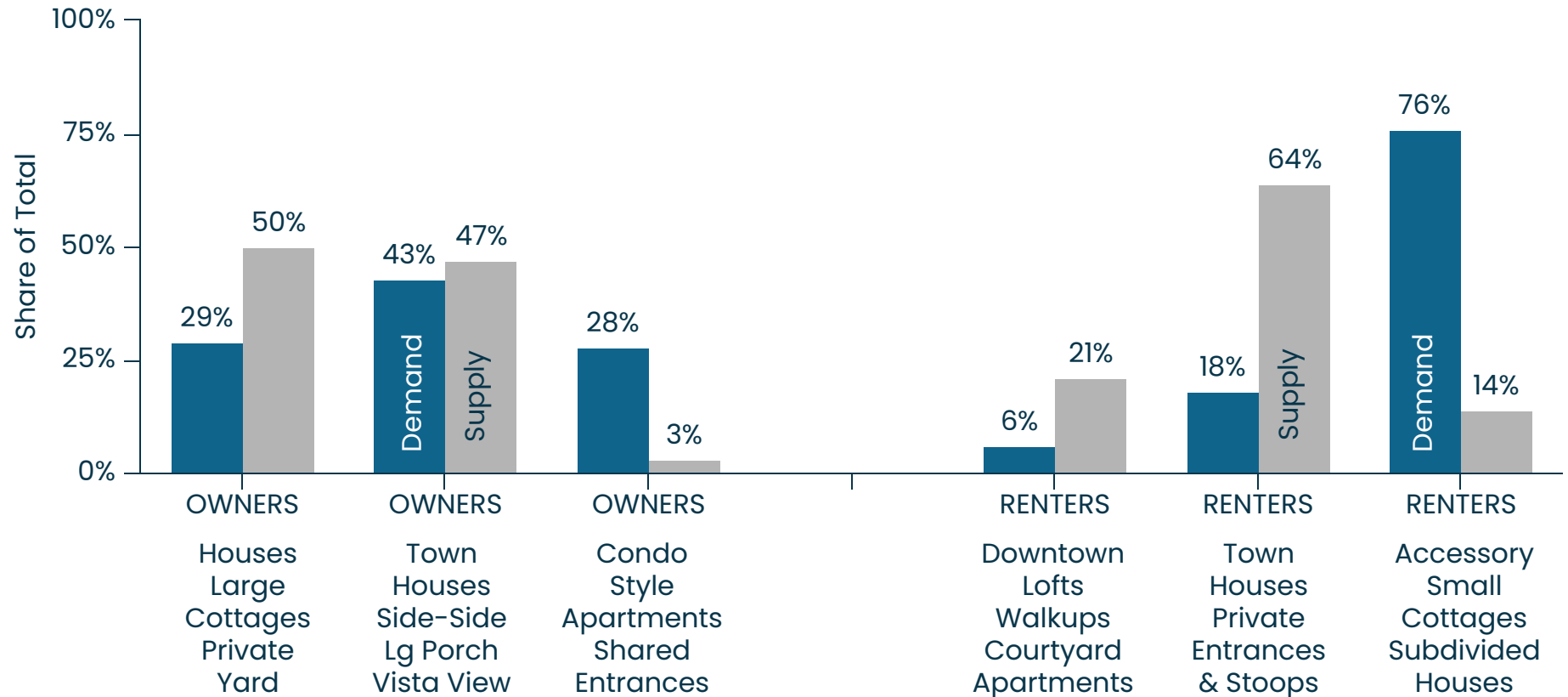
- Whenever they become available, renovate, remodel, or rehab up to 20 existing for-sale units per year over the next five years, including up to 5 (five) detached houses; 10 (ten) townhouses; and 5 (five) condominium-style apartments.
- In addition, renovate, remodel, or rehab 105 existing for-lease units annually over the next five years, including 5 (five) lofts or courtyard apartments; up to 20 townhouses; and up to 80 accessory dwellings, cottages, and subdivided houses – whenever they become available.

Interception – Bolster the market potential for new-builds by building an additional +3 (three) for-sale units and +13 (thirteen) for-lease units; and focus on missing housing formats that would most appeal to the migrating households. Those households would otherwise be inclined to bypass the K. I. Sawyer AFB for other places in Marquette County.

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

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# The Housing Mismatch | K. I. Sawyer AFB CDP Capture with New Builds v. Existing Units | 2025



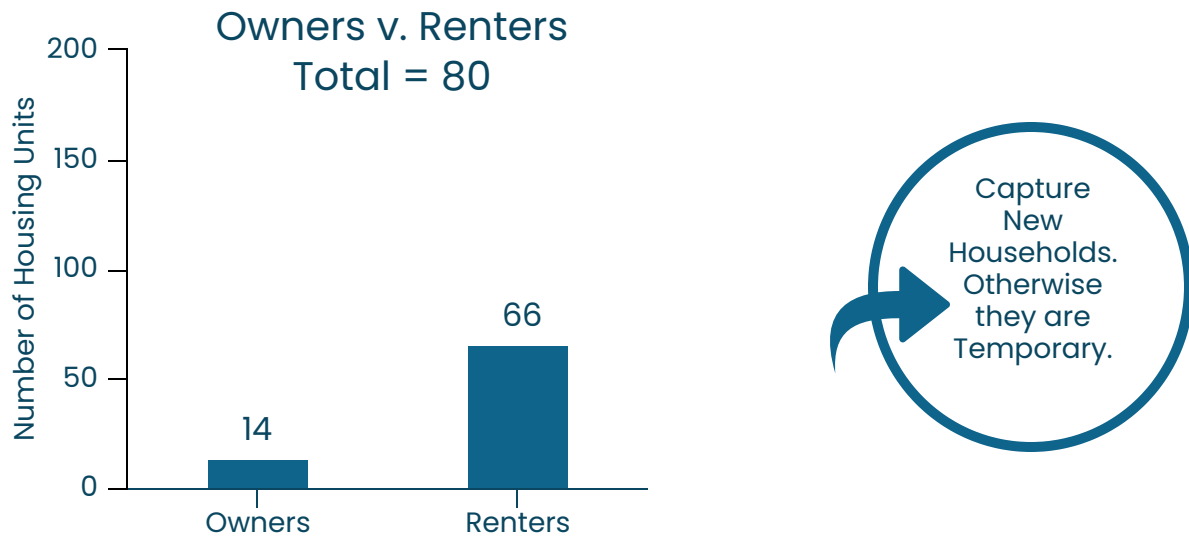
Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2022. Demand is based on the number of new households migrating into the K. I. Sawyer AFB CDP each year. All figures are unadjusted for out-migration; internal movership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



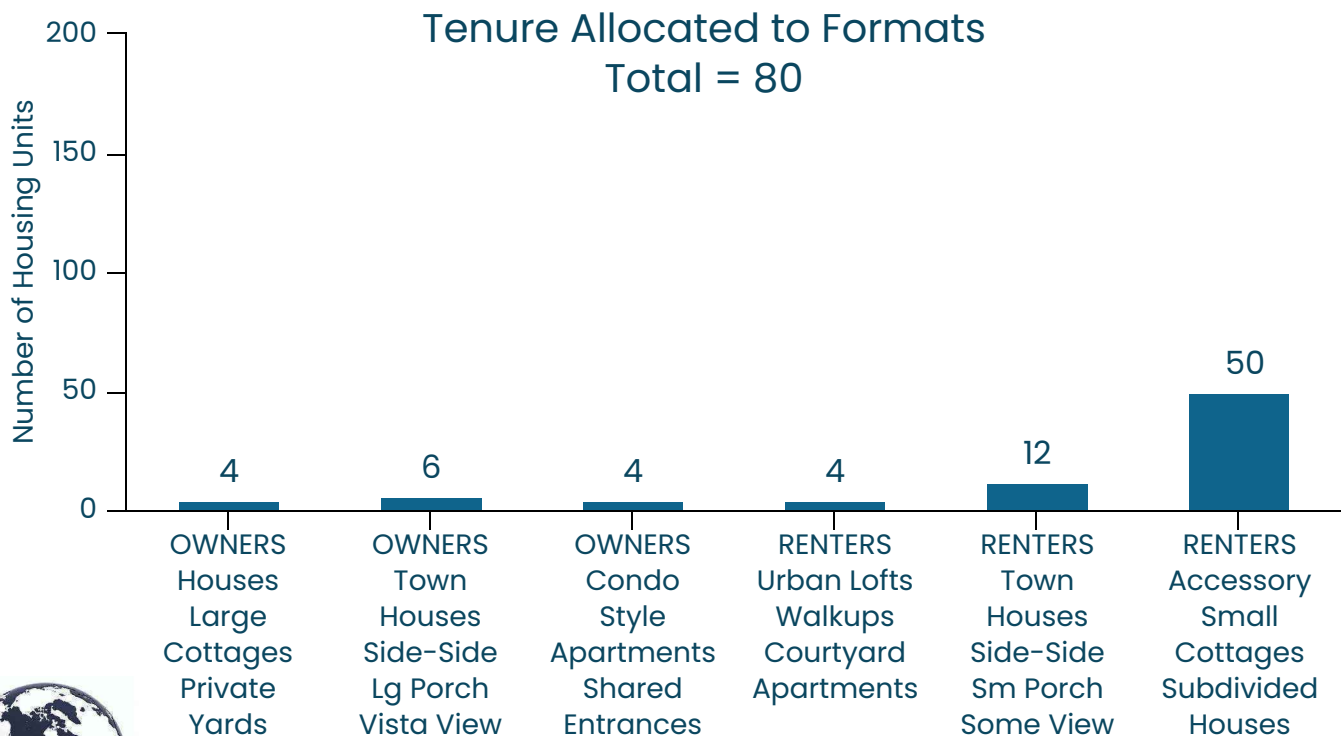
Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2023.

# Annual Market Potential | K. I. Sawyer AFB CDP

## Capture with New Builds | Year 2025



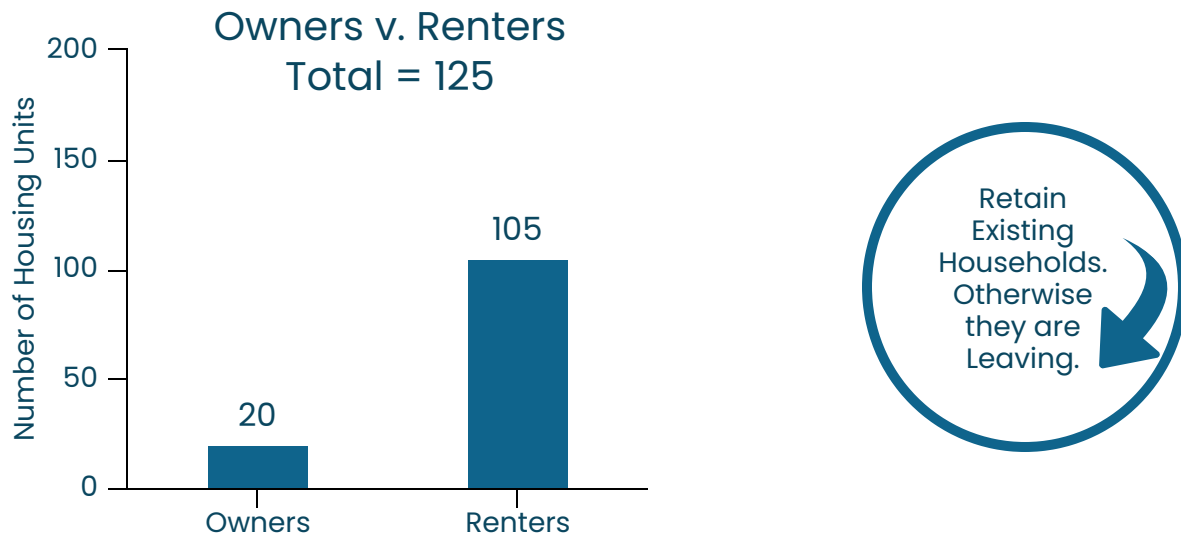
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the K. I. Sawyer AFB CDP by building new housing units every year.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



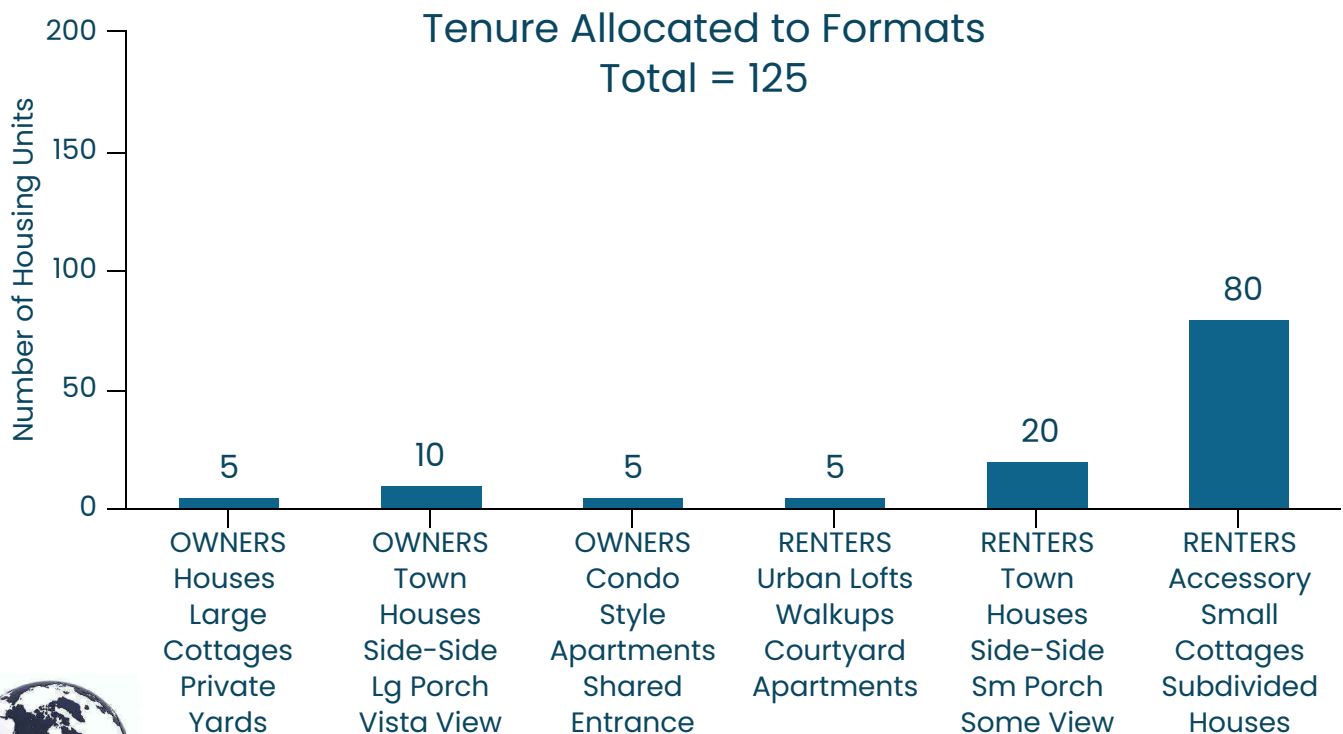
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the K. I. Sawyer AFB CDP.

# Annual Market Potential | K. I. Sawyer AFB CDP

## Retain with Rehabs | Year 2025



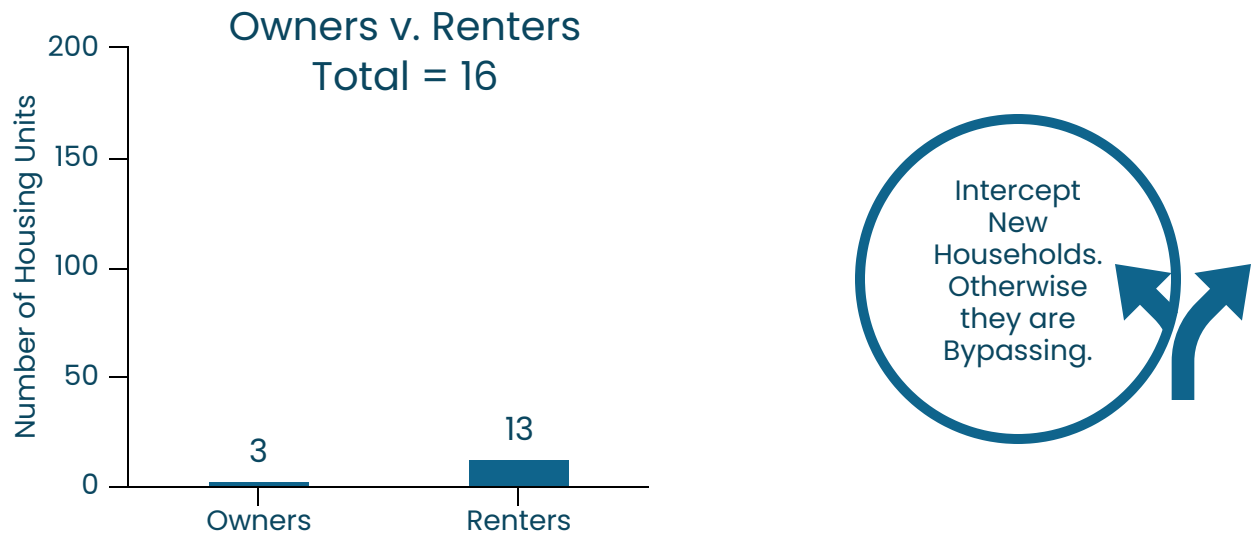
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the K. I. Sawyer AFB CDP rehabbing outdated units every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



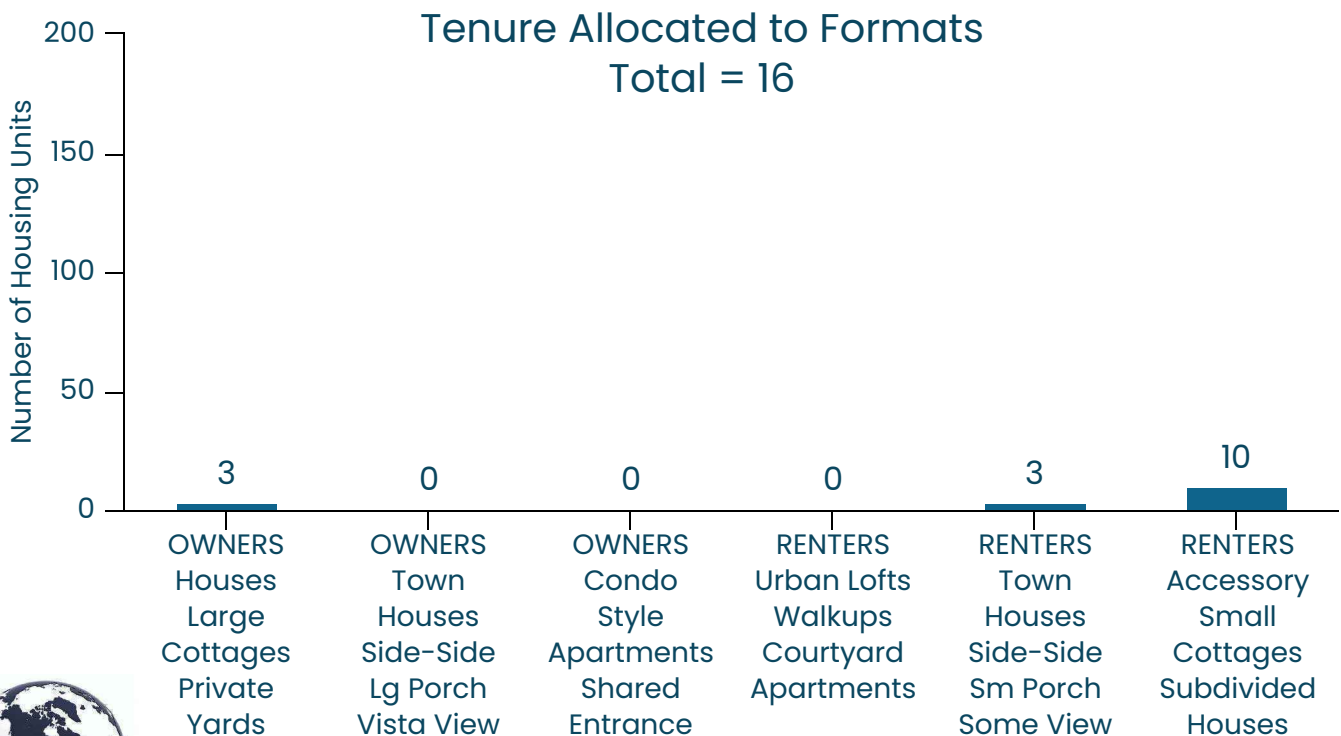
Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving within the K. I. Sawyer AFB CDP.

# Annual Market Potential | K. I. Sawyer AFB CDP

## Intercept with New Builds | Year 2025

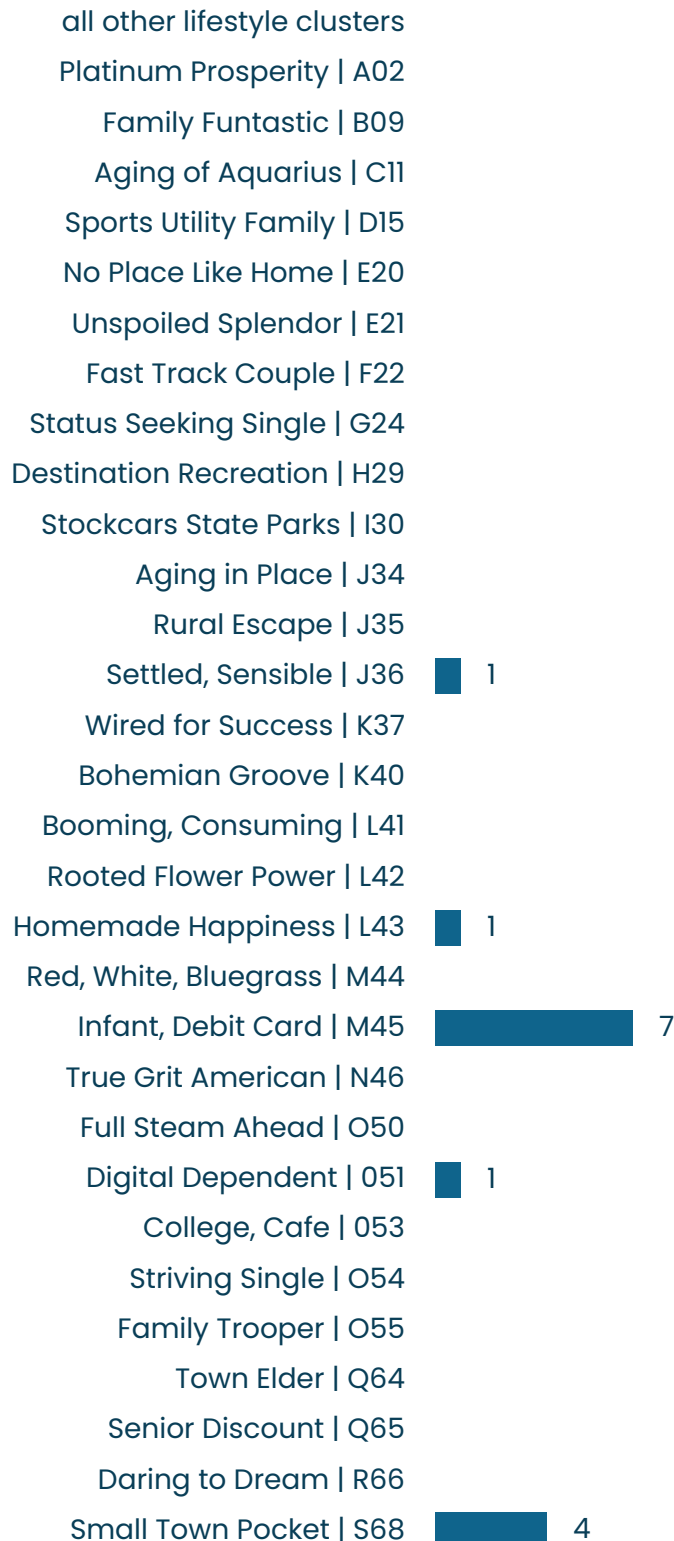


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the K. I. Sawyer AFB CDP. There is an upside potential to INTERCEPT these households by building new housing formats that are under-represented in the market.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



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

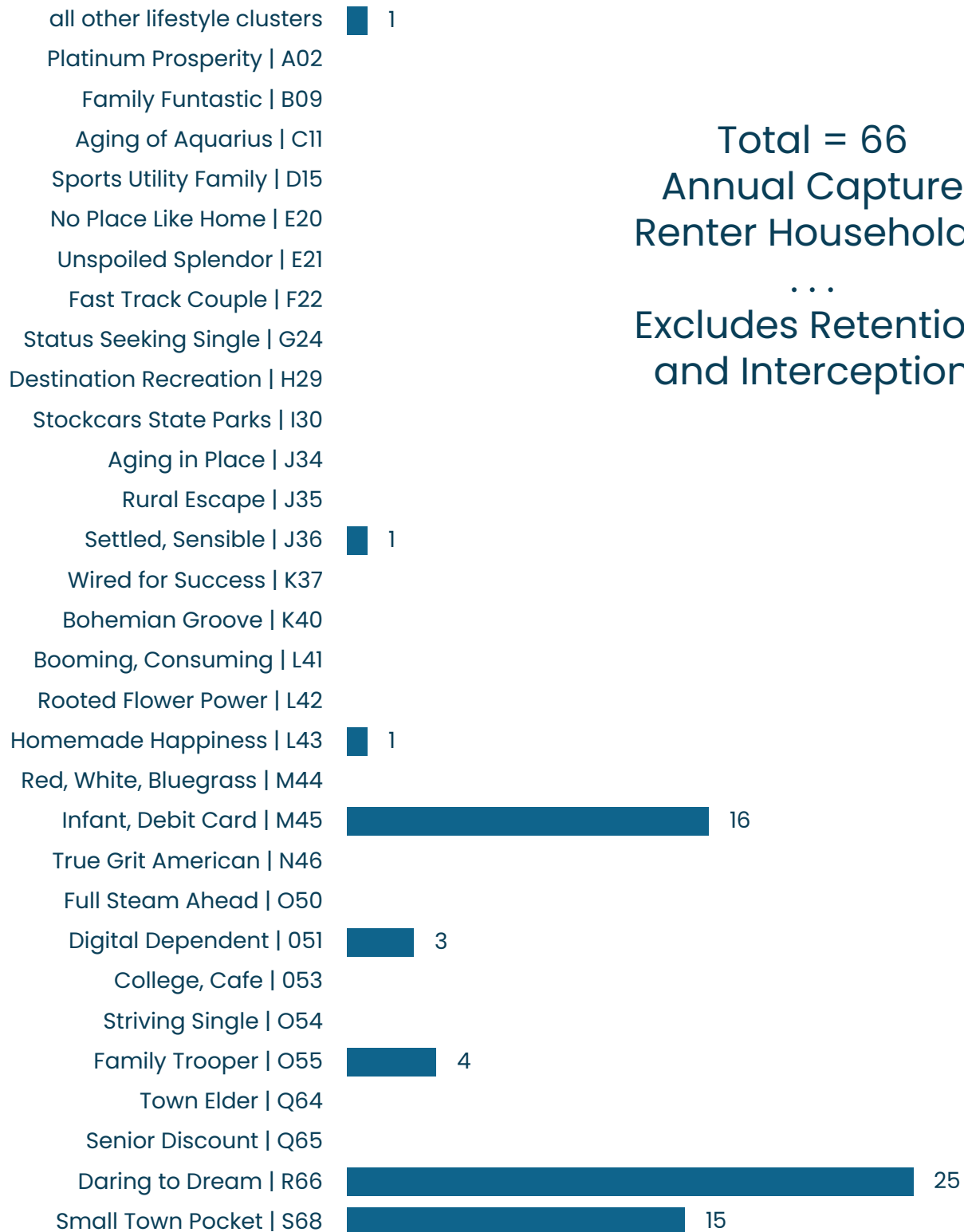
# Annual Market Potential | K. I. Sawyer AFB CDP Capture of New Owners | Year 2025



Total = 14  
Annual Capture  
Owner Households  
...  
Excludes Retention  
and Interception

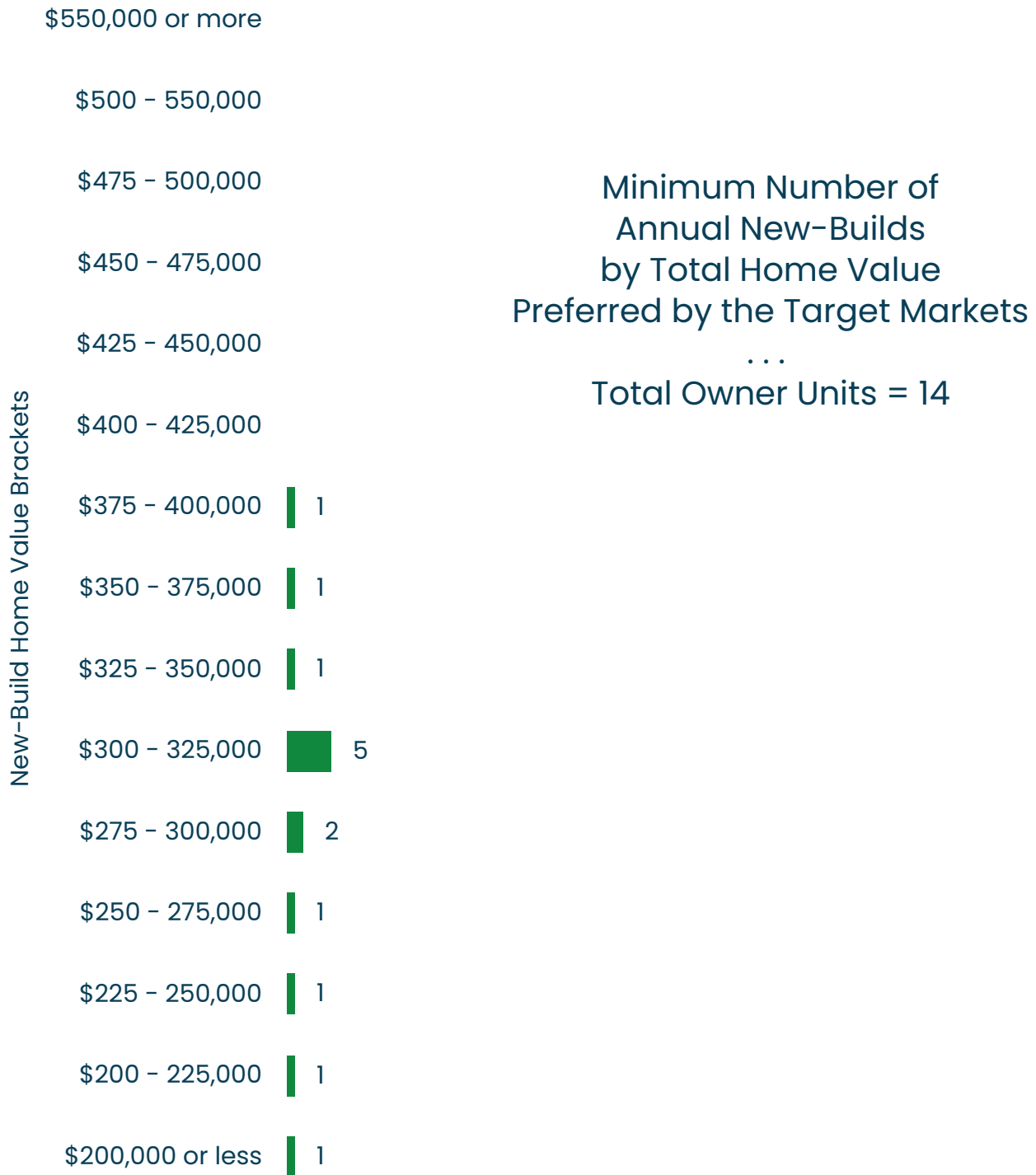


# Annual Market Potential | K. I. Sawyer AFB CDP Capture of New Renters | Year 2025



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

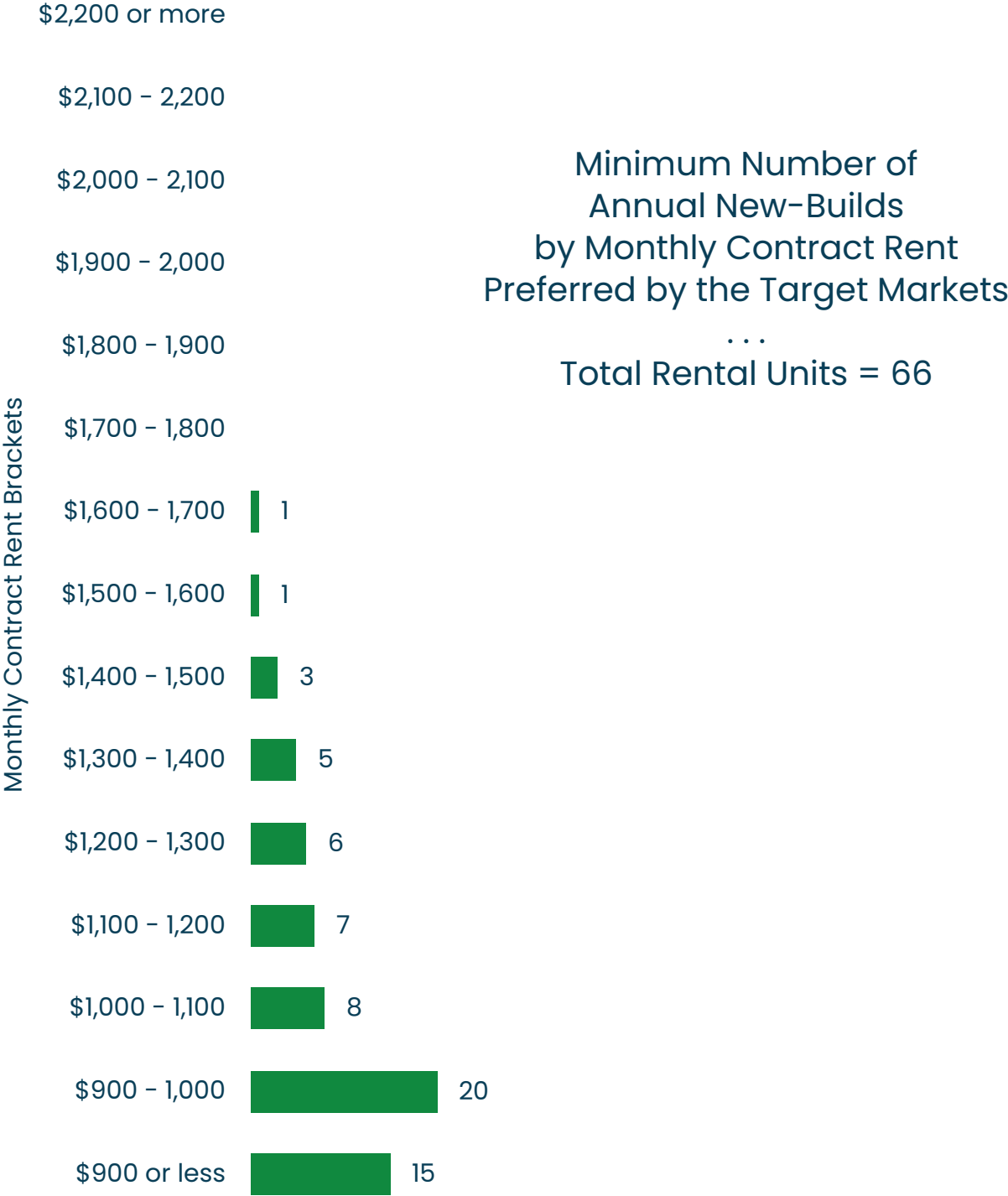
# Home Value Tolerance | K. I. Sawyer AFB Capture with New-Builds | Year 2025



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

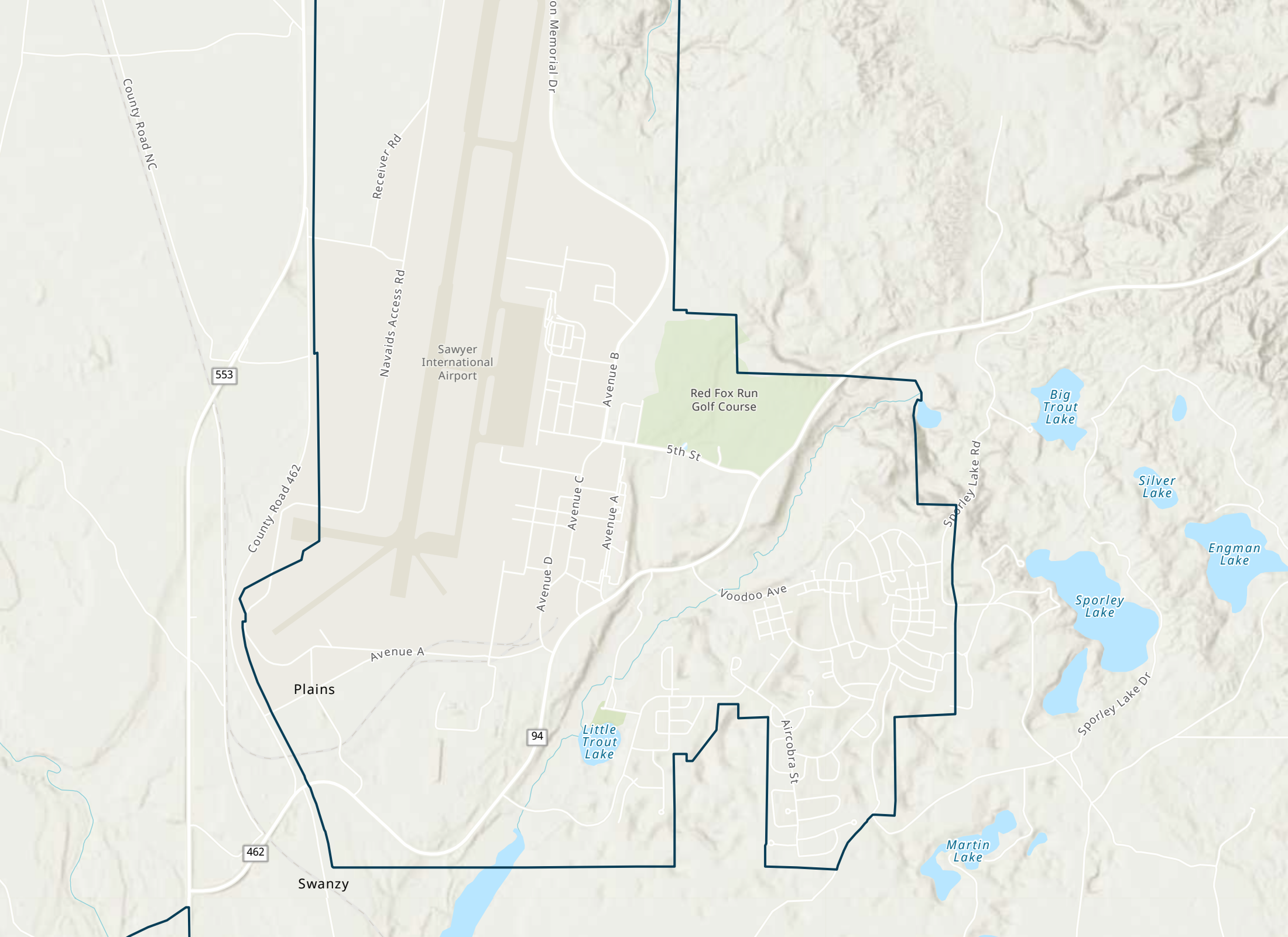


# Monthly Rent Tolerance | K. I. Sawyer AFB Capture with New Builds | Year 2025



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





County Road NC

553

County Road 462

Receiver Rd

Navalds Access Rd

Sawyer International Airport

on Memorial Dr

Avenue B

Red Fox Run Golf Course

5th St

Avenue C

Avenue A

Avenue D

Voodoo Ave

Big Trout Lake

Silver Lake

Engman Lake

Sporley Lake

Sporley Lake Rd

Sporley Lake Dr

Plains

Avenue A

94

Little Trout Lake

Aircoobra St

Martin Lake

462

Swanzo

# Section 1-J

## Gwinn CDP

## Market Potential

Capture

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

Retention

- Whenever they become available, renovate, remodel, or rehab 32 existing for-sale units per year over the next five years, including up to 24 detached houses; and 8 (eight) townhouses.
- In addition, renovate, remodel, or rehab 2 (two) existing for-lease units annually over the next five years, specifically among the accessory dwellings, cottages, or subdivided houses, and whenever they become available.

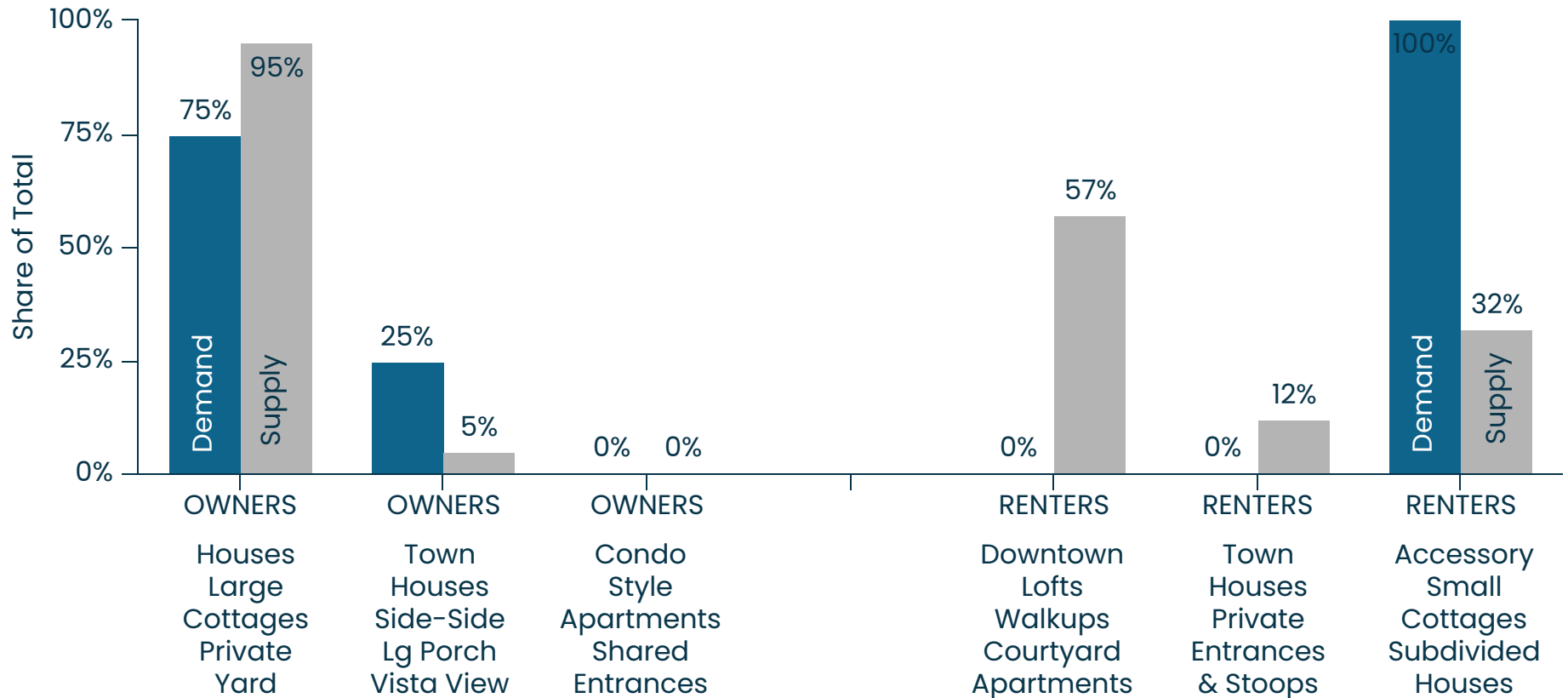
Interception – Bolster the market potential for new-builds by building an additional +2 (two) for-sale cottages to focus on missing housing formats that would most appeal to the migrating households. Those households would otherwise be inclined to bypass Gwinn for other places in Marquette County.

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

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# The Housing Mismatch | Gwinn CDP

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

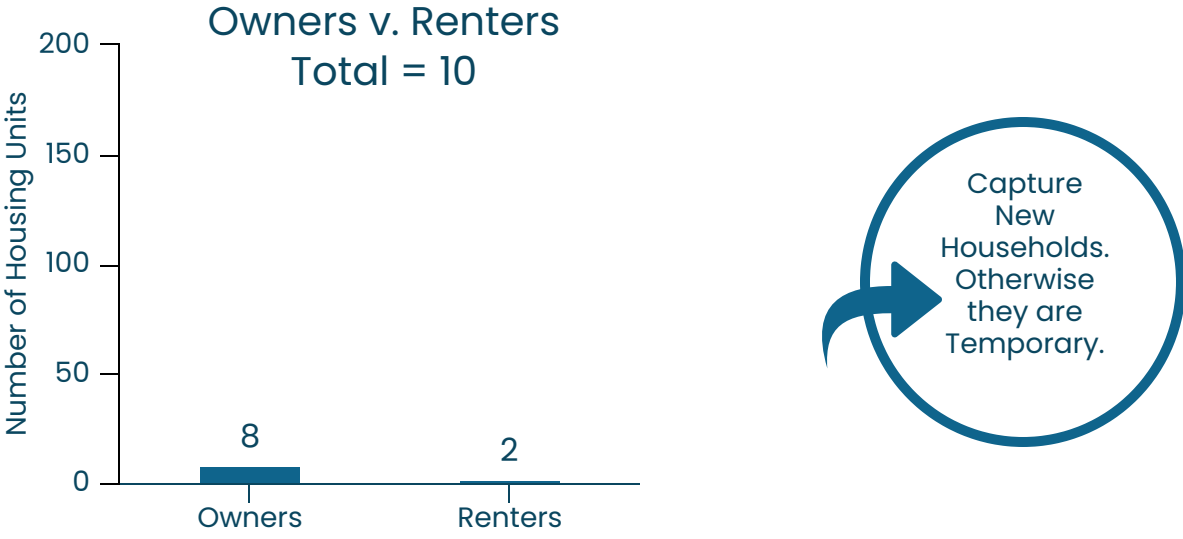


Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2022. Demand is based on the number of new households migrating into the Gwinn CDP each year. All figures are unadjusted for out-migration; internal movership among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

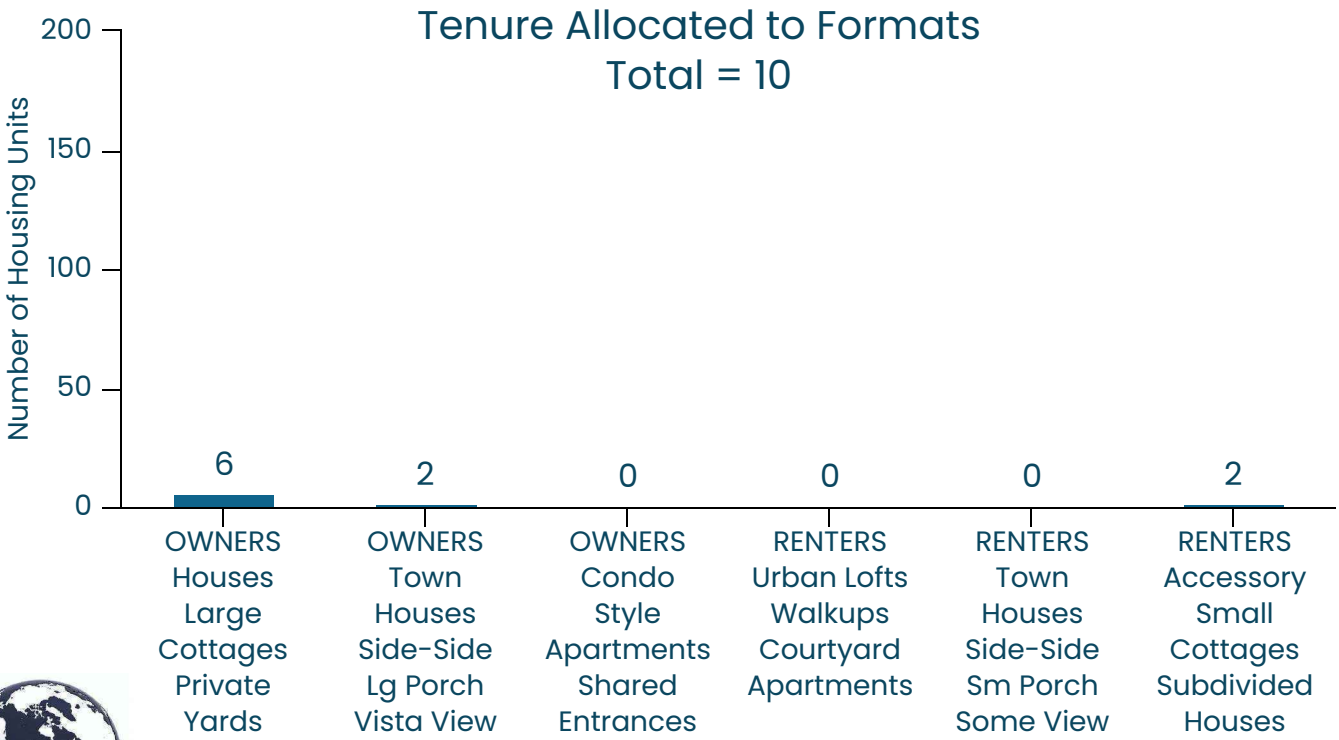


Based on the results of a comprehensive Residential Target Market Analysis and analysis prepared by LandUseUSA | Urban Strategies; 2023.

# Annual Market Potential | Gwinn CDP Capture with New Builds | Year 2025



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

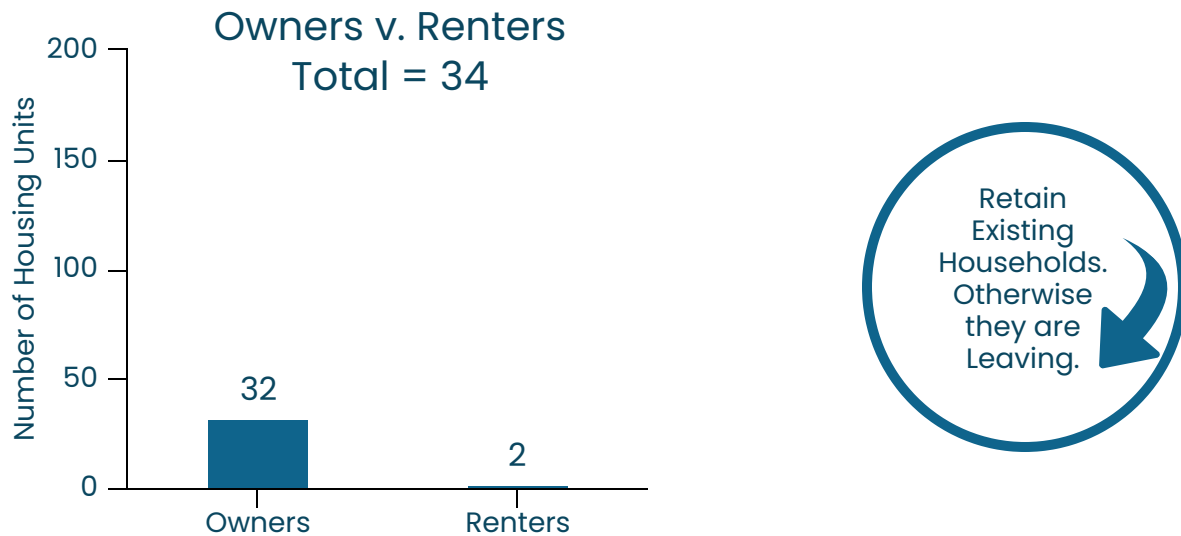


Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households migrating into the Gwinn CDP.

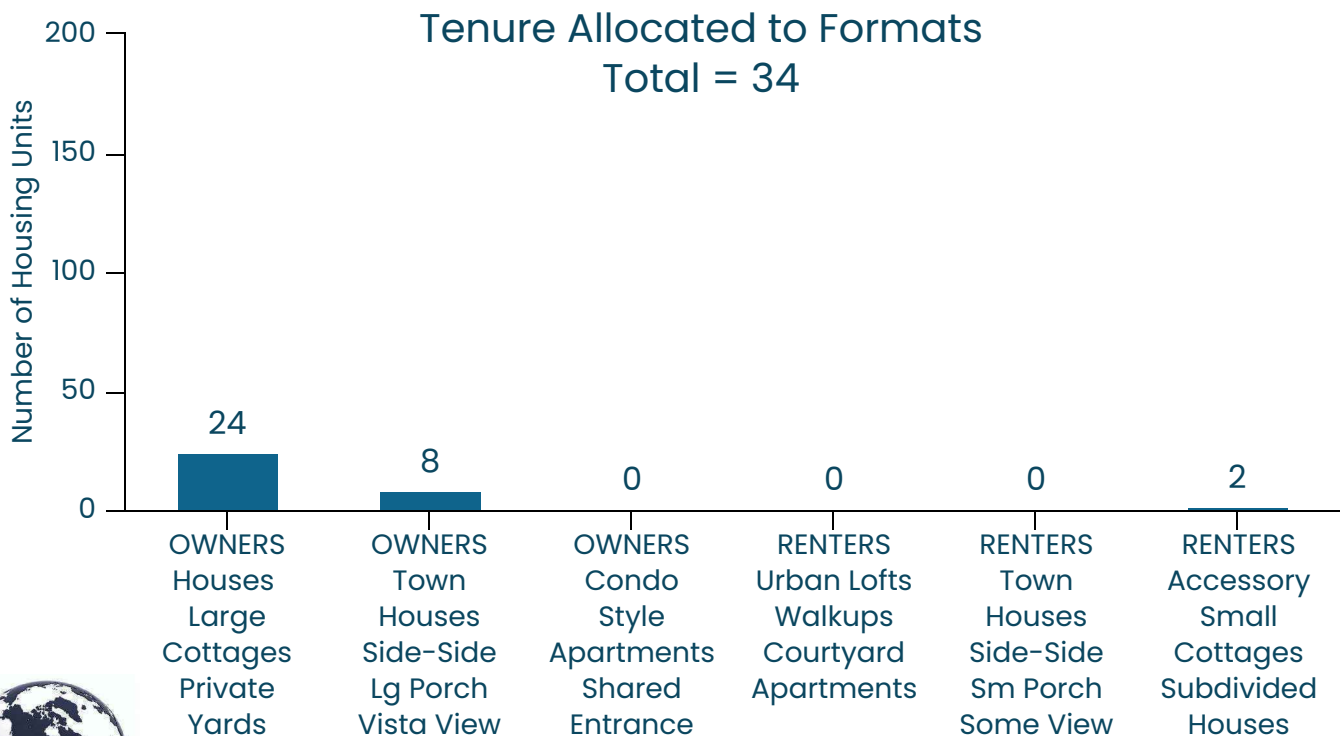


# Annual Market Potential | Gwinn CDP

## Retain with Rehabs | Year 2025

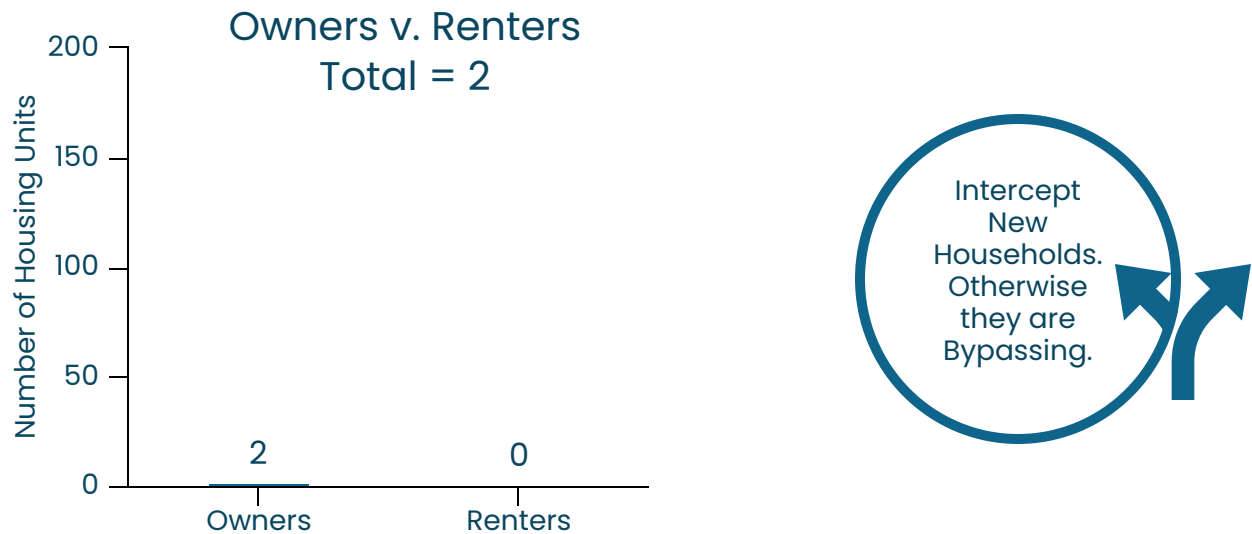


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Gwinn CDP rehabbing outdated units every year. All figures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

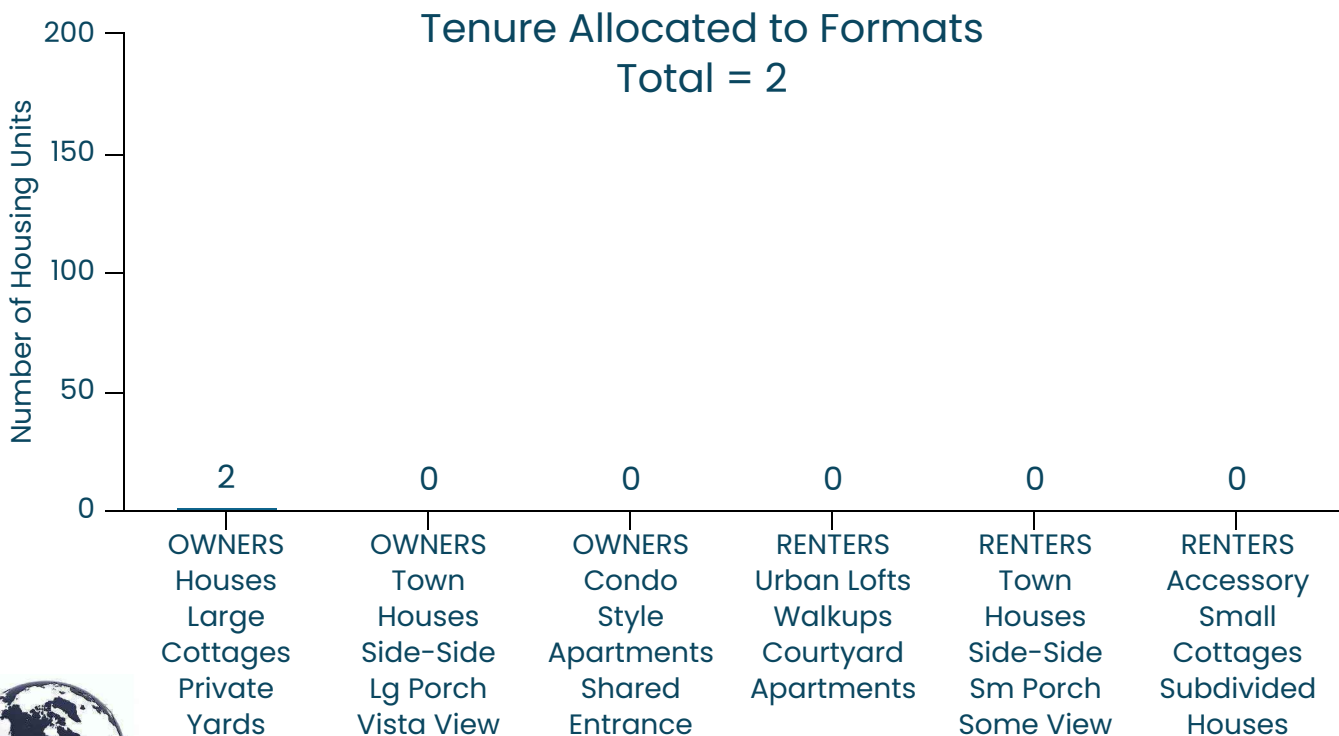


Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2023. Based on the 2022 actual migration of households moving within the Gwinn CDP.

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



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



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

# Annual Market Potential | Gwinn CDP Capture of New Owners | Year 2025

all other lifestyle clusters	
Platinum Prosperity   A02	
Family Funtastic   B09	
Aging of Aquarius   C11	
Sports Utility Family   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couple   F22	
Status Seeking Single   G24	
Destination Recreation   H29	■ 1
Stockcars State Parks   I30	
Aging in Place   J34	
Rural Escape   J35	
Settled, Sensible   J36	■ 1
Wired for Success   K37	
Bohemian Groove   K40	
Booming, Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	■ 1
Red, White, Bluegrass   M44	
Infant, Debit Card   M45	■ 1
True Grit American   N46	■ 1
Full Steam Ahead   O50	
Digital Dependent   051	■ 1
College, Cafe   053	
Striving Single   O54	
Family Trooper   O55	
Town Elder   Q64	■ 1
Senior Discount   Q65	
Daring to Dream   R66	
Small Town Pocket   S68	■ 1

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

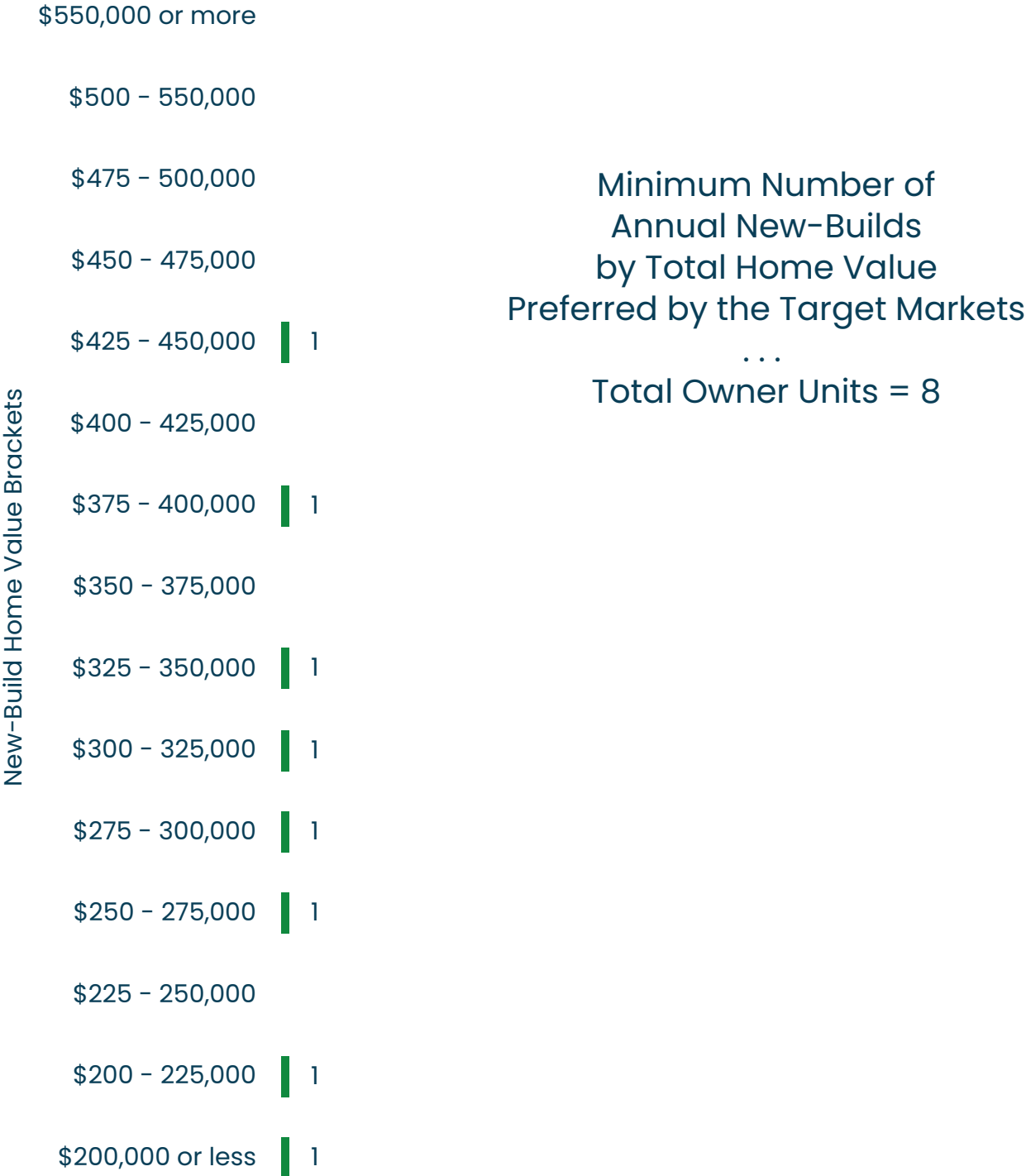
# Annual Market Potential | Gwinn CDP Capture of New Renters | Year 2025

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

Total = 2  
Annual Capture  
Renter Households  
...  
Excludes Retention  
and Interception

■ 2

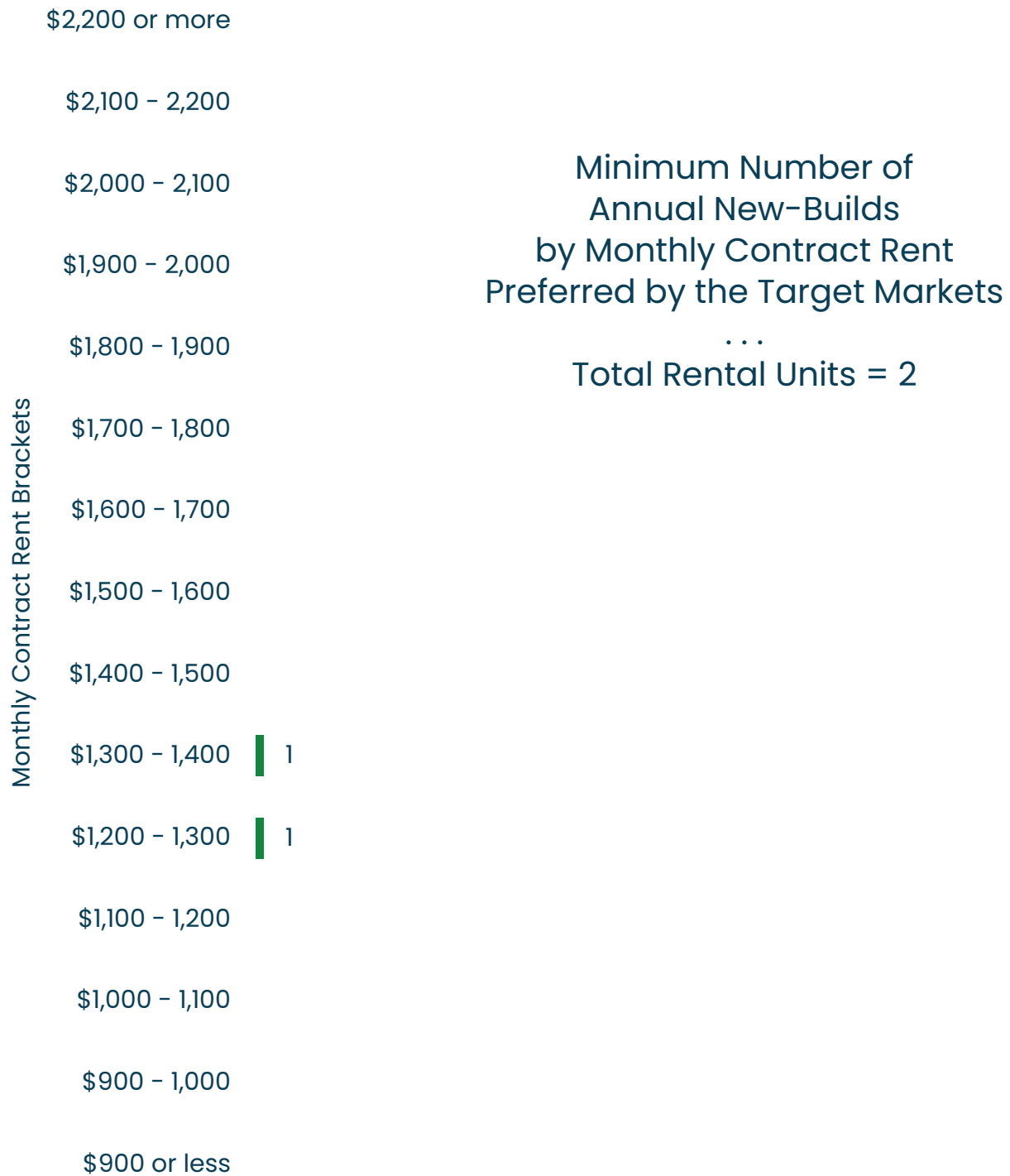
# Home Value Tolerance | Gwinn CDP Capture with New-Builds | Year 2025



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

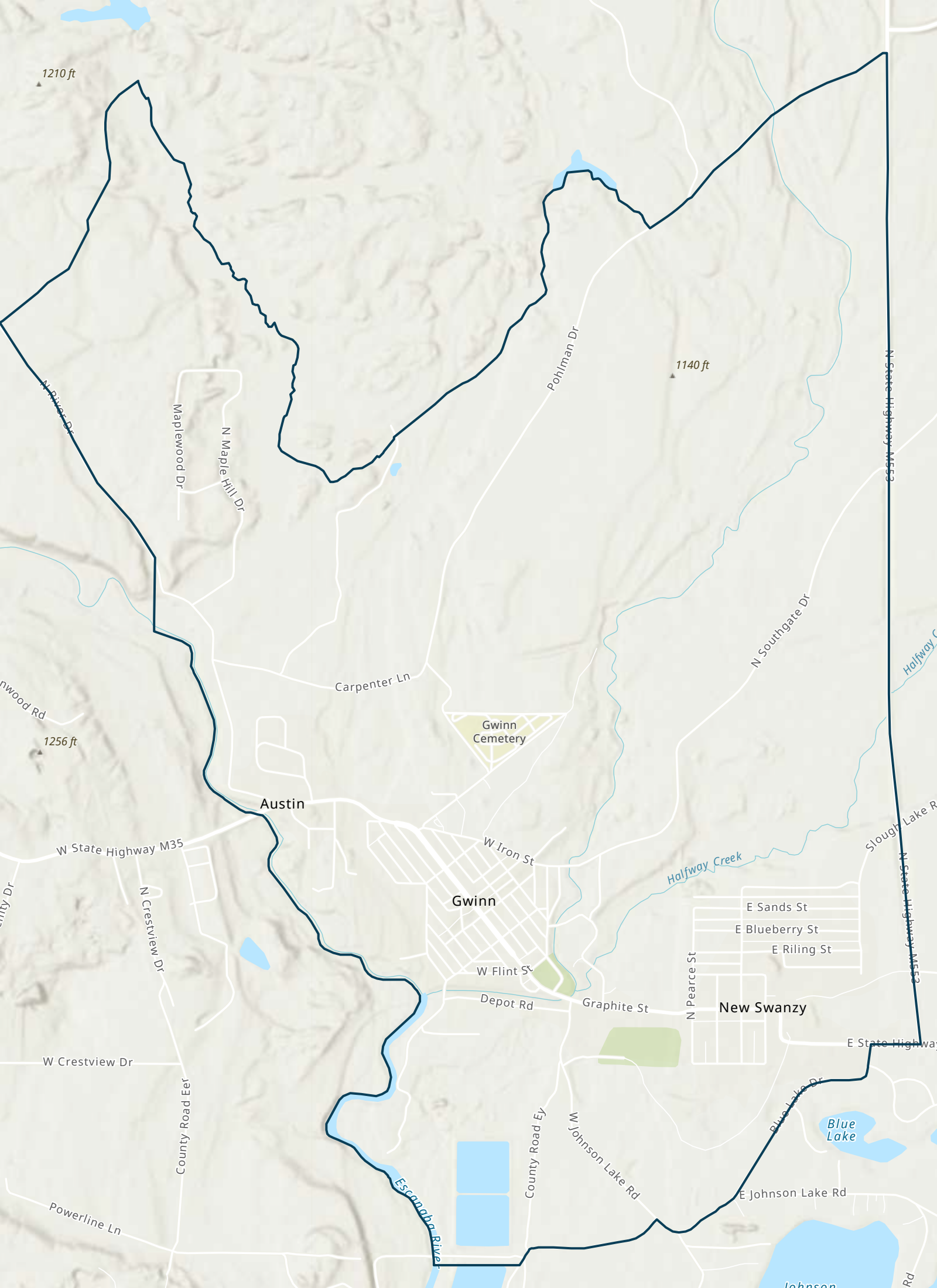


# Monthly Rent Tolerance | Gwinn CDP Capture with New Builds | Year 2025



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





1210 ft

1140 ft

1256 ft

Austin

Gwinn

New Swanzy

W State Highway M35

N State Highway M553

N State Highway M553

E State Highway

W Crestview Dr

N Crestview Dr

County Road Ee

Powerline Ln

County Road Ee

W Johnson Lake Rd

E Johnson Lake Rd

Carpenter Ln

Pohlman Dr

N Southgate Dr

Gwinn Cemetery

W Iron St

W Flint St

Depot Rd

Graphite St

N Pearce St

E Sands St

E Blueberry St

E Riling St

Halfway Creek

Escanaba River

Blue Lake

Johnson