



Prepared for:
Market Van Buren



Project Co-Funded by:
Van Buren County



Project Co-Funded by:
Mich. Dept. of Rural Dev.

MARKET POTENTIAL

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Residential Target Market Analysis

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Van Buren County Michigan

August 20, 2024
Prepared by:



LandUseUSA
UrbanStrategies

Van Buren County | Acknowledgements



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Residential Market Analysis

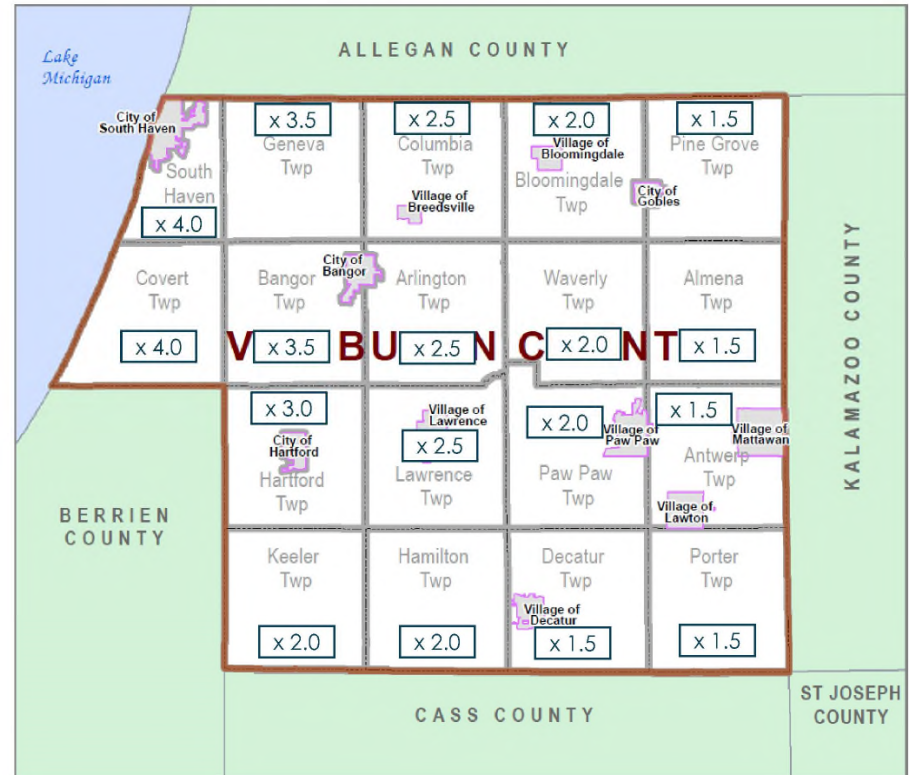
- Section 1-A Narrative or Slide Deck
- Section 1-B Van Buren County (summation)
- Section 1-C South Haven Township, South Haven City
- Section 1-D Geneva Township (no villages)
- Section 1-E Columbia Twp, Breedsville Village
- Section 1-F Bloomingdale Twp, Bloomingdale Village
- Section 1-G Pine Grove Township, Gobles City
- Section 1-H Covert Township (no villages)
- Section 1-I Bangor Township, Bangor City
- Section 1-J Arlington Township (no villages)
- Section 1-K Waverly Township (no villages)
- Section 1-L Almena Township (no villages)
- Section 1-M Hartford Township, Hartford City
- Section 1-N Lawrence Twp, Lawrence Village
- Section 1-O Paw Paw Township, Paw Paw Village
- Section 1-P Antwerp Twp, Mattawan, Lawton
- Section 1-Q Keeler Township (no villages)
- Section 1-R Hamilton Township (no villages)
- Section 1-S Decatur Township, Decatur Village
- Section 1-T Porter Township (no villages)

Section 1-A

Van Buren County | Assumptions

- The Van Buren Residential Target Market Analysis has been completed for each place in the county, including all townships, cities, and villages. With the county, they total 30 jurisdictions or entities. This narrative and slide deck focuses primarily on totals for Van Buren County. Stakeholders are encouraged to use this summary as a guide for twenty-nine (29) local places.
- The analysis has been completed for an Aggressive (i.e., growth) and Conservative (i.e., status quo) scenarios. The aggressive scenario assumes a significant increase in demand for new housing based on a significant gain in new job opportunities at a re-opened Palisades Power Plant in west Covert Township, with economic trickle-through benefits for the county and region.
- In general, the aggressive scenario assumes a multiplier effect of up to x4 (four times) that of the conservative scenario, applied to two inter-related variables. The multipliers have been applied to the movership rates (i.e., share of households that move in any given year); and the growth rate in the number of households.
- To ensure that the results are realistic, attainable, and not artificially inflated, maximum thresholds also are applied. The analysis also assumes that the multiplier erodes with increasing distance from the Palisades Power Plant.

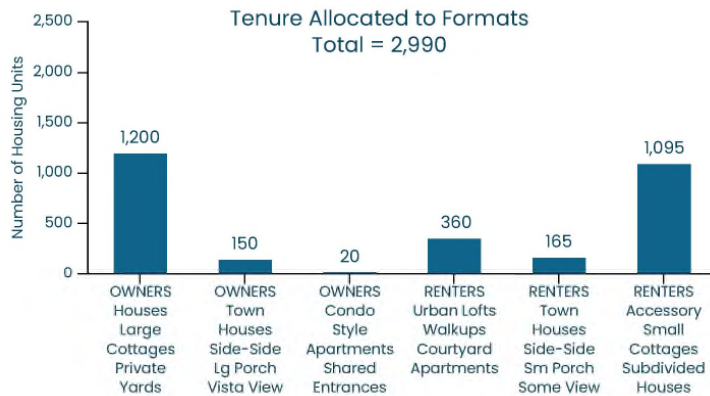
Multipliers on Growth & Movership Rates
Aggressive v. Conservative Scenarios
All Townships in Van Buren Co., Michigan



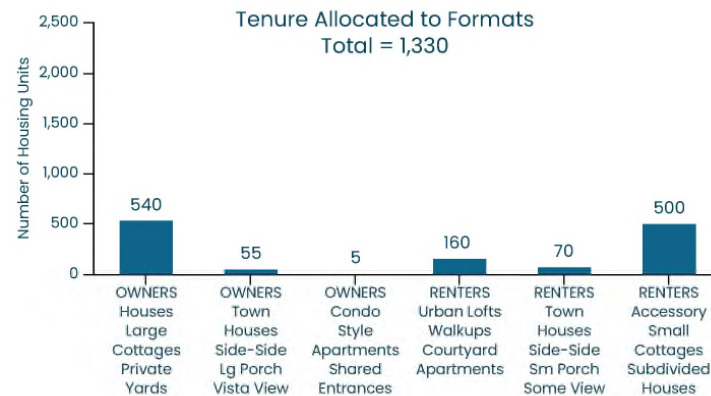
Van Buren Co | Total Market Potential



Annual Market Potential | Van Buren County
Aggressive New Builds | Year 2025



Annual Market Potential | Van Buren County
Conservative New Builds | Year 2025



Aggressive Scenario – Within the entire Van Buren County, there could be a future maximum market potential, opportunity, and need to build up to (and no more than) 2,990 new-build units annually for the next five years. However, less than half (45% or 1,370 units, or) should be built for the owner market, and the majority (55% or 1,620 units) should be built for the renter market.

This growth scenario assumes a significant increase in housing demand attributable to a significant increase in new job opportunities spurred by re-opening of Palisades.

Conservative Scenario – Within the entire Van Buren County, there currently is a minimum market potential, opportunity, and need to build at least 1,330 new-build units annually for the next five years. However, less than half (45% or 600 units) units should be built for the owner market, and the majority (55%, or 730 units) should be built for the renter market.

This status quo scenario assumes that Palisades remains closed and that there there is not a significant increase in housing demand spurred by new job opportunities.

Van Buren Co | Aggressive Scenario



1,200
OWNER
Houses and
Large Cottages



150
OWNER
Townhouses



20
OWNER
Condo-Style
Apartments



360
RENTER
Urban Lofts,
Walkups,
Courtyard Apts



165
RENTER
Townhouses

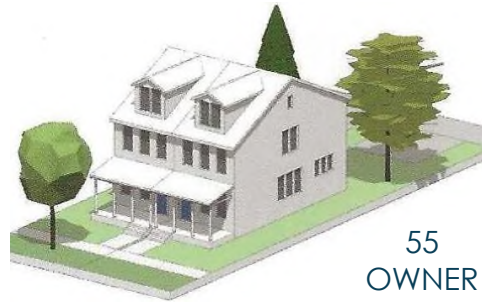


1,095
RENTER
Accessory Dwellings,
Small Cottages,
Subdivided Houses

Van Buren Co | Conservative Scenario



540
OWNER
Houses and
Large Cottages



55
OWNER
Townhouses



5
OWNER
Condo-Style
Apartments



160
RENTER
Urban Lofts,
Walkups,
Courtyard Apts



70
RENTER
Townhouses



500
RENTER
Accessory Dwellings,
Small Cottages,
Subdivided Houses

Van Buren Co | Rehabs, Remodels, Renovations



540
OWNER
Houses and
Large Cottages



55
OWNER
Townhouses



5
OWNER
Condo-Style
Apartments



160
RENTER
Urban Lofts,
Walkups,
Courtyard Apts



70
RENTER
Townhouses



500
RENTER
Accessory Dwellings,
Small Cottages,
Subdivided Houses

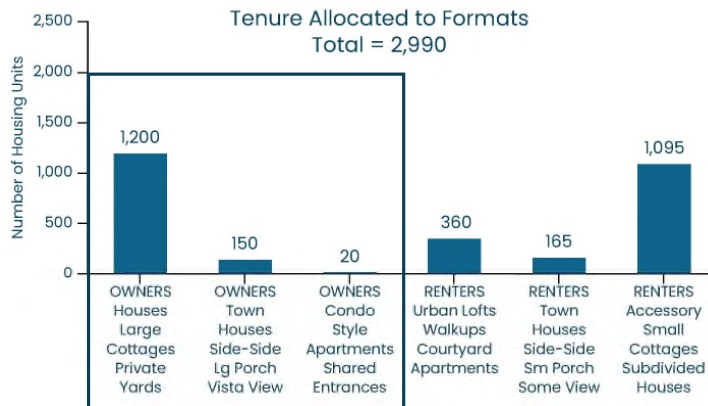
New-Builds – The conservative scenario shown on this and prior slide are based on recent and actual in-migration of new households moving into Van Buren County's townships, cities, and villages. In-migration is a reasonable representation of the number of new-build housing units that should be constructed each year.

Rehabs – In addition, there are an equal number of existing households moving within Van Buren County's various places. In other words, they are moving from one address to another within the same community that they currently live. This internal movership is a reasonable representation of the number of rehabs that should be undertaken each year. Rehabs may include house hacks or expansions to add for-lease suites, efficiencies, or studios onto existing houses. They may also include other types of renovations, remodels, or improvements to existing units, ideally improving the quality of life for residents.

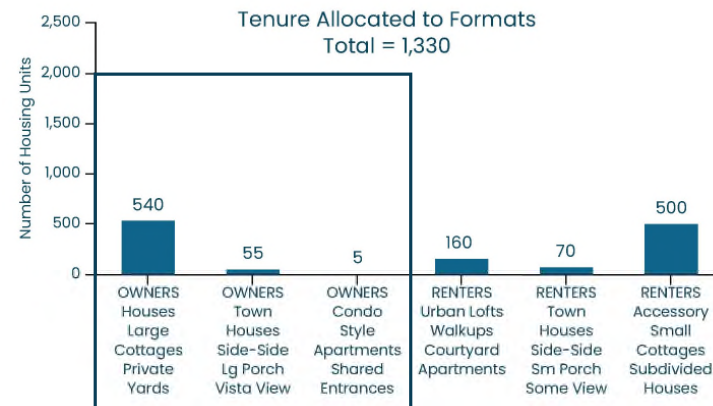
Van Buren Co | Owner Market Potential



Annual Market Potential | Van Buren County
Aggressive New Builds | Year 2025



Annual Market Potential | Van Buren County
Conservative New Builds | Year 2025



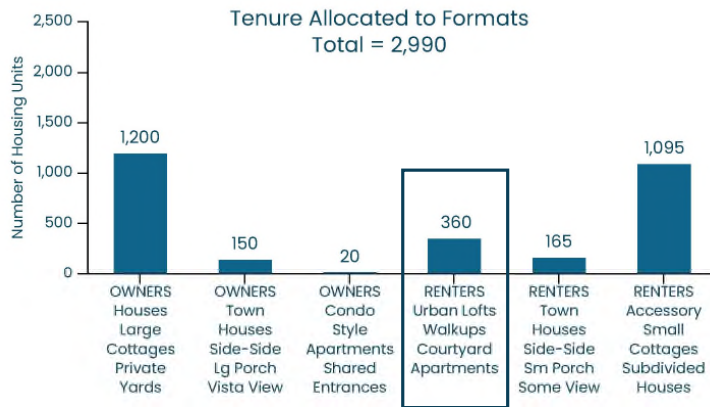
- Under the Aggressive Scenario, Van Buren County could have a future market potential to build up to 1,370 new residential units annually for the owner market. Among those new-builds, 1,200 units (nearly 90%) could be detached houses and/or cottages around shared courtyards.
- The other 170 new-builds for the owner market may include side-by-side townhouses with balconies with downtown or waterfront views (including Lake Michigan and inland lakes). Apartment-style condos are reserved for waterfront settings only.

- Under the Conservative Scenario, Van Buren County currently has a current market potential to build up to 600 new residential units annually for the owner market. Among these new-builds, all 540 units (90%) should be detached houses, and/or cottages around shared courtyards.
- The other 60 new-builds for the owner market may include side-by-side townhouses with balconies with downtown or waterfront views (including Lake Michigan and inland lakes). Apartment-style condos are reserved for waterfront settings only.

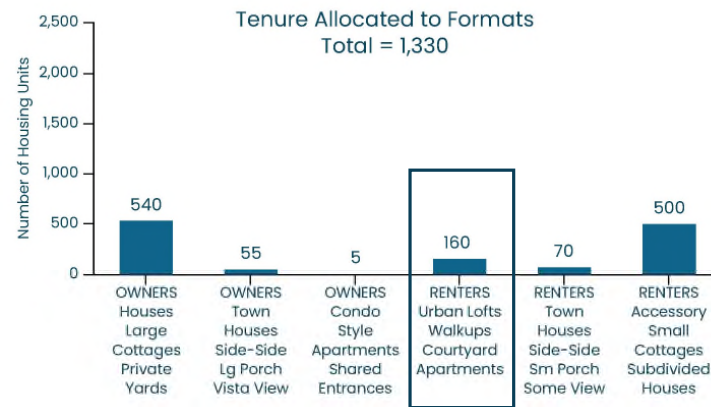
Van Buren Co | Renter Market Potential



Annual Market Potential | Van Buren County
Aggressive New Builds | Year 2025



Annual Market Potential | Van Buren County
Conservative New Builds | Year 2025



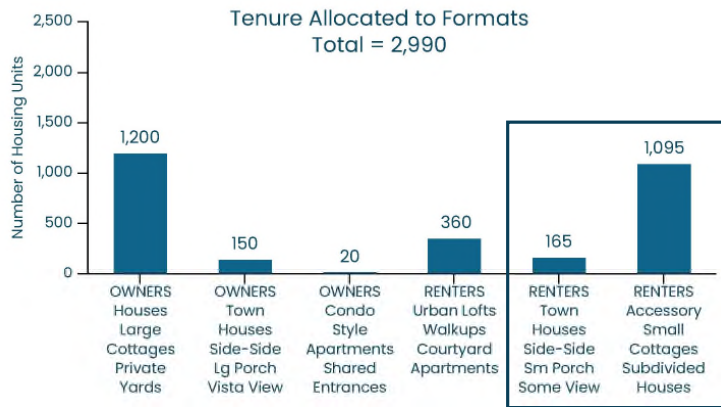
➤ Within Van Buren County, the aggressive or growth scenario indicates a future potential to build up to 360 new units in urban formats with shared entrances. Examples include small apartment buildings (preferably with shared courtyards), urban-styled lofts over street-front retail, and walk-up buildings. Walk-ups typically have four lofts on each of three levels.

➤ Within Van Buren County, the conservative or status quo scenario reveals a current potential to build up to 160 new units in urban formats with shared entrances. Examples include small apartment buildings (preferably with shared courtyards), urban-styled lofts over street-front retail, and walk-up buildings. Walk-ups typically have four lofts on each of three levels.

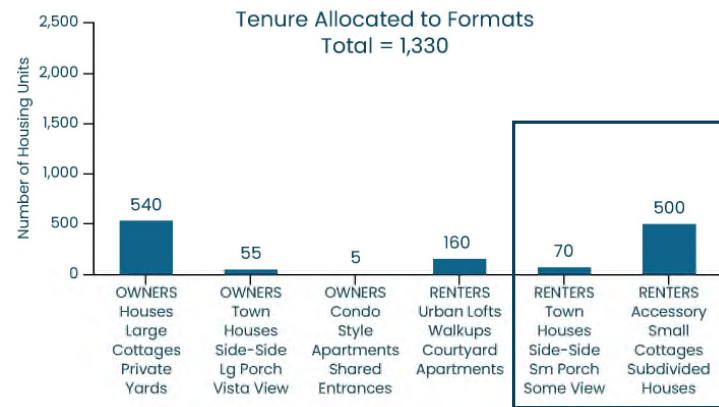
Van Buren Co | Renter Market Potential (continued)



Annual Market Potential | Van Buren County
Aggressive New Builds | Year 2025



Annual Market Potential | Van Buren County
Conservative New Builds | Year 2025



Sec
1-B

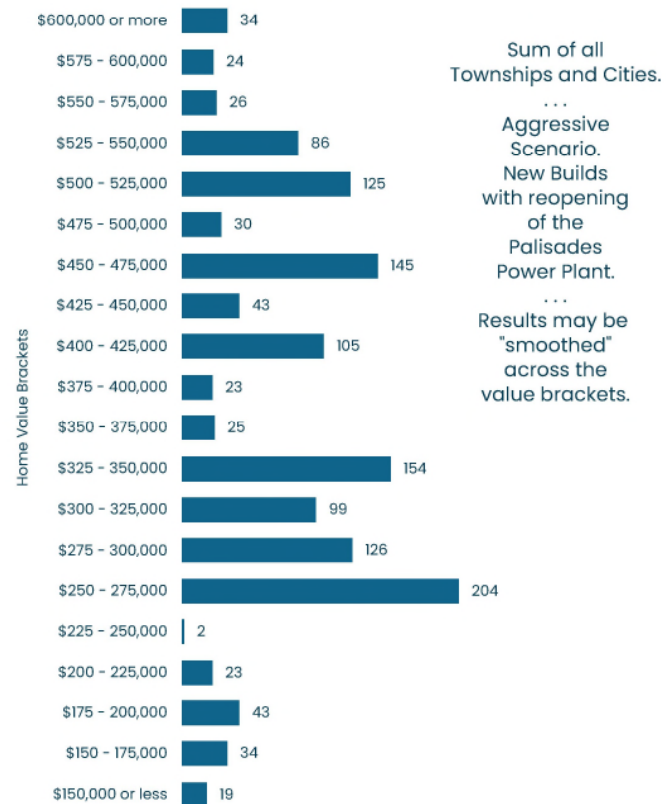
- Also in Van Buren County, the aggressive scenario suggests a future opportunity to build up to 165 new for-lease townhouses with private entrances, which may include side-by-side duplexes or triplexes with balconies and water views (or breezes); or townhouses with small porches overlooking traditional downtowns.
- In addition, there could be a future opportunity to build up to 1,095 new rental units in detached buildings like apartment houses, cottages, and/or accessory dwellings. Cottages are ideal for clustering around shared courtyards, town squares, and community parks.

- Also in Van Buren County, the conservative scenario indicates a current opportunity to build up to 70 new for-lease townhouses with private entrances, which may include side-by-side duplexes or triplexes with balconies and water views (or breezes); or townhouses with small porches overlooking traditional downtowns.
- In addition, there already is a current opportunity to build up to 500 new rental units in detached buildings like apartment houses, cottages, and/or accessory dwellings. Cottages are ideal for clustering around shared courtyards, town squares, and community parks.

Van Buren Co | Home Value Tolerance



Home Value Tolerance | Van Buren County Aggressive New Builds | Year 2025

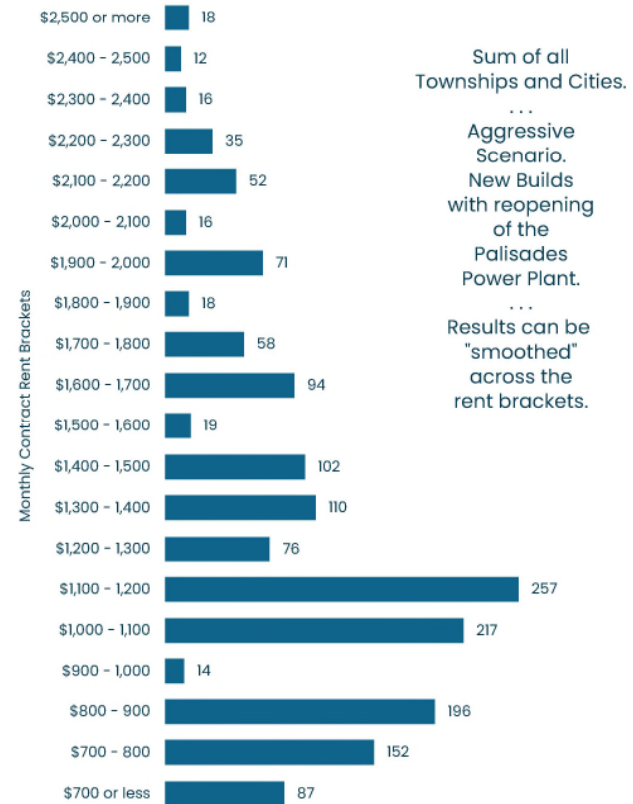


- Although there currently is an annual market potential for up to 1,370 new-build units for in-migrating owners (under the Aggressive Scenario), only a few of them will tolerate high prices. About one-third (1/3) will seek new-build choices that are priced at \$300,000 or less, and only one-third (1/3) will tolerate prices of \$450,000 or more.
- These same ratios may be applied to the Conservative Scenario, with one-third of the new buyers hoping to find something priced at \$325,000 or less, and one-third tolerating prices of \$400,000 or more.
- In general, detached houses with private yards, front porches, and garages should have the highest prices. In comparison, attached townhouses may have relatively lower prices than detached houses.
- Among the new townhouses, end units with windows on two sides, balconies, and views of shared courtyards, town squares, or community parks may have higher prices than the inside units with alley views.

Van Buren Co | Monthly Rent Tolerance



Monthly Rent Tolerance | Van Buren County Aggressive New Builds | Year 2025



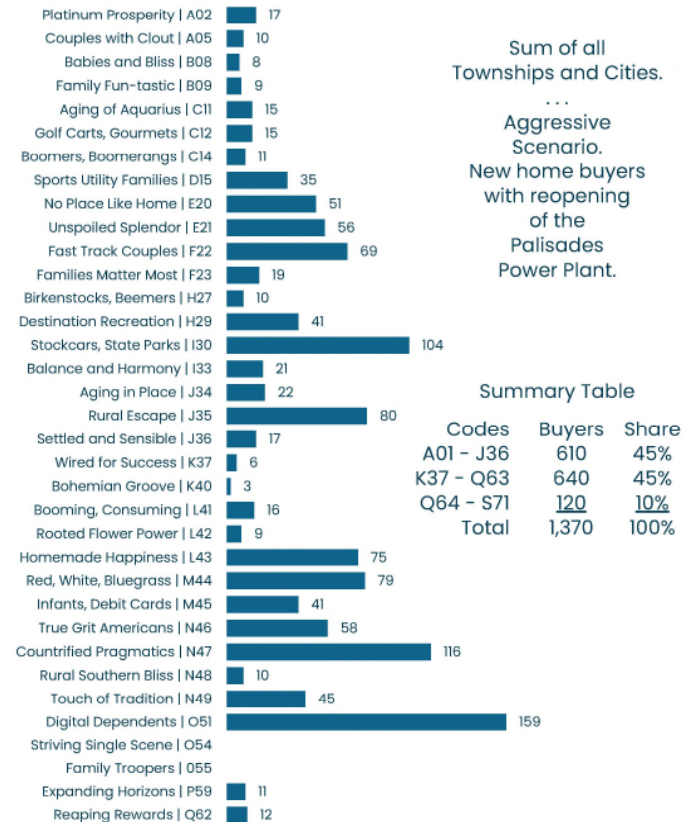
- Although there currently is an annual market potential for up to 1,620 new-build units for in-migrating renters, only a few of them will tolerate high prices. Roughly one-third (32%) of the new renters will seek new-build choices with monthly contract (cash or net) rents of \$900 or less, and only one-third (28%) will tolerate rents \$1,400 or more.
- In general, buildings like apartment houses, town houses, and cottages with private entrances and garages should have the highest prices. In comparison, courtyard apartments and lofts (including those over street-front retail) with uncovered parking should have relatively lower prices.
- However, some exceptions may apply, and a few luxury downtown lofts in historic buildings (i.e., above street-front retail) might capture exceptionally high rents.
- Again, units with balconies should have a price premium – especially if they include views or glimpses of the downtown (and/or nightlife), or shared courtyards or town squares.

Van Buren Co | Buyer Target Markets



- Among the 1,370 new owner households that could migrate into Van Buren County each year (i.e., under the Aggressive Scenario), 159 are likely to be Digital Dependents (reliant on hand-held devices like cell phones).
- In addition, 116 of the new owner households probably will be Countrified Pragmatics (living modestly and pragmatically in the countryside). Similar target markets will include Rural Escape (80 households), Red White Bluegrass (79), Homemade Happiness (75), True Grit Americans (58), and Unspoiled Splendor (56).
- In addition, about 104 households will align with Stock Cars and State Parks. Similar target markets will include Destination Recreation (41 households) and Sports Utility Families (35). All of these lifestyle clusters may be considered among the primary “target markets” for new-build units in Van Buren County.
- Note: The overall profile or composition of target markets is likely to be proportionately similar under both the Conservative and Aggressive Scenarios. In other words, it is unlikely that significant job creation in the market would significantly change the profile of the target markets.

Annual Buyer Potential | Van Buren County Aggressive New Builds | Year 2025

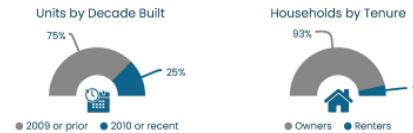


Van Buren Co | Buyer Target Markets



- Among the 1,370 new owner households that could migrate into Van Buren County each year (under the Aggressive Scenario), sixty-nine (69) of them are likely to be Fast Track Couples. Therefore, this lifestyle cluster is a primary target market for new-builds.
- Based on national averages, about 93% of Fast Track Couples tend to be home owners, and only 7% are renters. Among the owners, 18% move every year. Side note: 18% is high compared to the national average of 5% for all owner households.
- Among the 1,370 new owners households that could migrate into Van Buren County each year (under the Aggressive Scenario), 104 of them are likely to be affiliated with the Stockcars & State Parks target market. In this group, 96% are likely to be owners, but only three percent (3%) are likely to move in any given year. Side note: 3% is low compared to the national average of 5% for all owner households.
- These differences in behavioral attributes among the target markets have been fully integrated into the housing analysis and gap model.

Fast Track Couples | F22
Lifestyles and Housing Preferences | National Averages



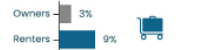
Stockcars & State Parks | I30
Lifestyles and Housing Preferences | National Averages



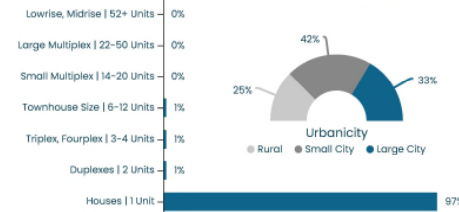
Share that Moves each Year



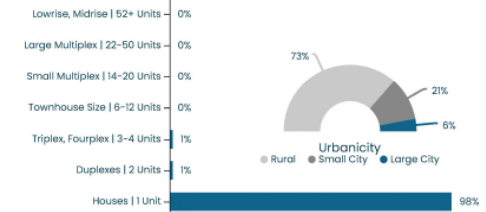
Share that Moves each Year



Inclination for Units by Building Size and Urbanicity



Inclination for Units by Building Size and Urbanicity



➤ Note: larger images are provided on the next slide.

Van Buren Co | Buyer Target Markets

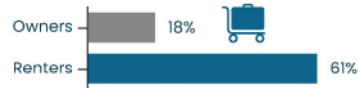


Fast Track Couples | F22

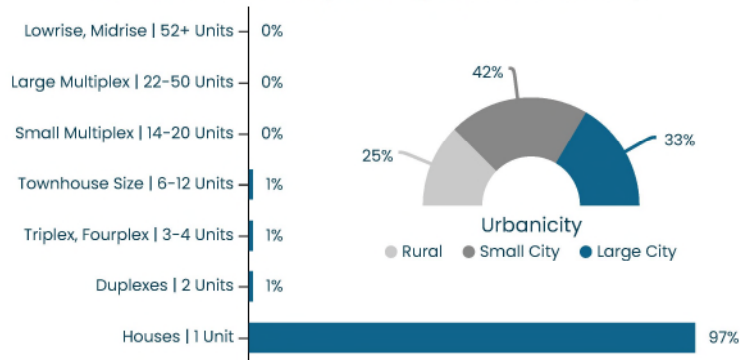
Lifestyles and Housing Preferences | National Averages



Share that Moves each Year

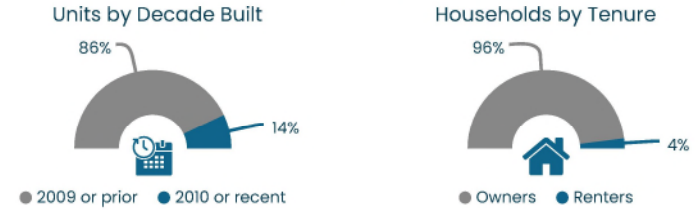


Inclination for Units by Building Size and Urbanicity

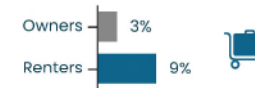


Stockcars & State Parks | I30

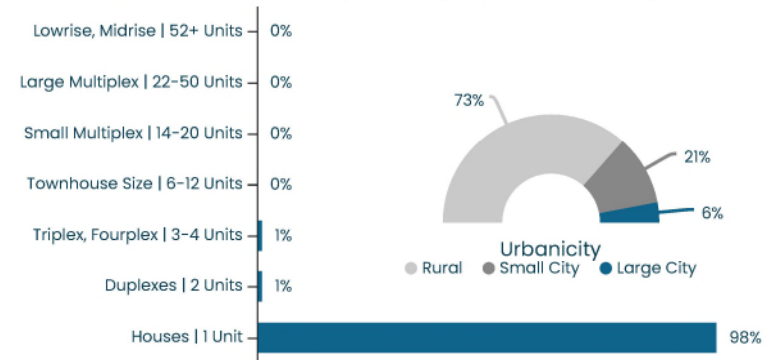
Lifestyles and Housing Preferences | National Averages



Share that Moves each Year



Inclination for Units by Building Size and Urbanicity

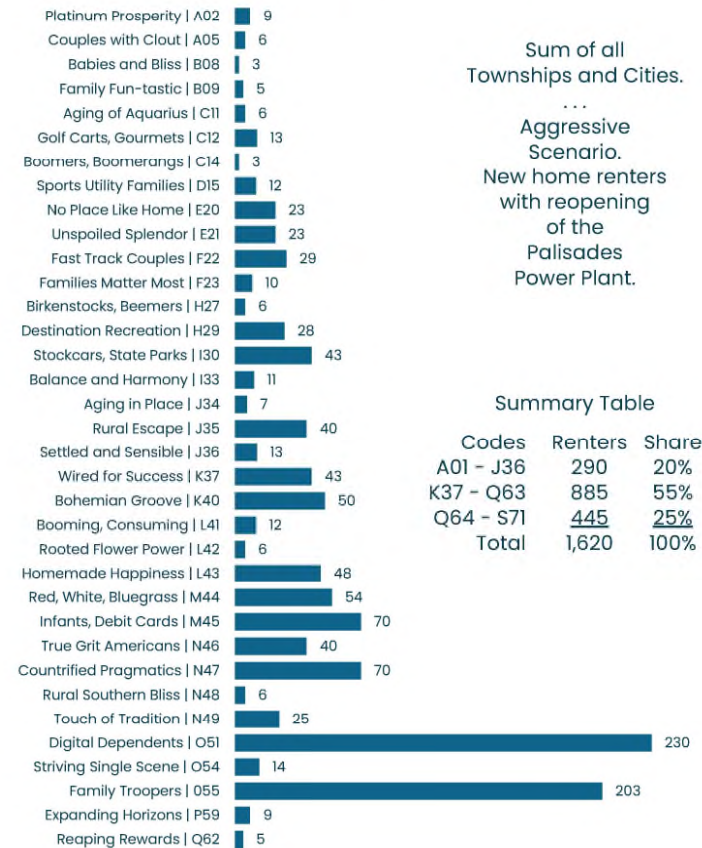


Van Buren Co | Renter Target Markets



- Among the 1,620 new renter households that could migrate into Van Buren County each year (under the Aggressive Scenario), about 230 are likely to be affiliated with the Digital Dependent target market. In addition, 203 are likely to be Family Troopers (i.e., military, security, and safety workers).
- Smaller numbers of new households are likely to be among the Infants and Debit Cards (70), Countrified Pragmatic (70), Red White Bluegrass (54), Bohemian Groove (50), and Homemade Happiness (48) target markets. They all are among the primary target markets for new-build rental units in Van Buren County.
- Again, the overall profile or composition of target markets is likely to be proportionately similar under both the Conservative and Aggressive Scenarios. In other words, it is unlikely that significant job creation in the market would significantly change the profile of target markets.

Annual Renter Potential | Van Buren County Aggressive New Builds | Year 2025



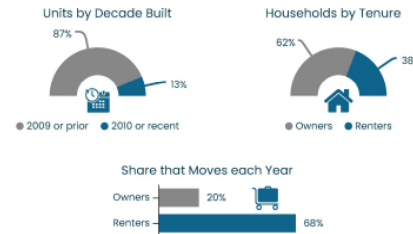
Van Buren Co | Renter Target Markets



- Again, 230 of the new renter households that could potentially migrate into Van Buren County (under the Aggressive Scenario) are likely to be Digital Dependents. Based on national averages, about one-third (38%) of Digital Dependent households are likely to be renters, and 68% of those renters move each year. This is exceptionally high compared to the national average of about 25% for all renters combined.
- However, only 10% of the Family Trooper households will choose an attached unit that shares a building entrance. The vast majority (90%) will prefer to rent a unit with a private entrance, such as a townhouse, cottage, apartment house, or accessory dwelling.
- For another comparison, nearly all (99%) of the Family Trooper households are inclined to be renters, and about 64% of them are likely to move in any given year. However, only one-third (33%) would search for a detached unit with a private entrance, and two-thirds (66%) are more likely to search for other formats.
- Again, these differences in behavioral attributes among the target markets have been fully integrated into the housing analysis and gap model.

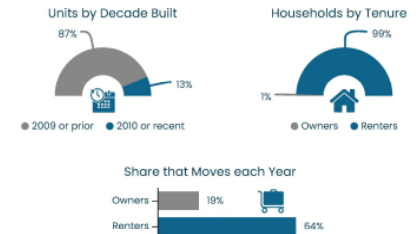
Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

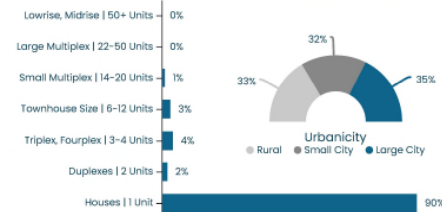


Family Troopers | O55

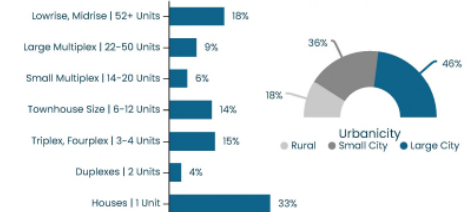
Lifestyles and Housing Preferences | National Averages



Inclination for Units by Building Size and Urbanicity



Inclination for Units by Building Size and Urbanicity



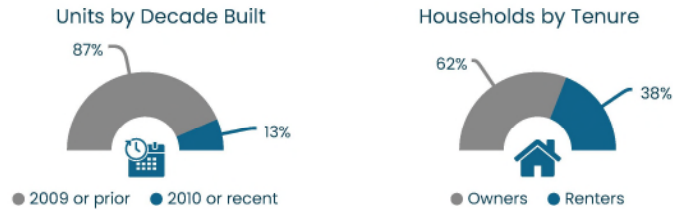
➤ Note: larger images are provided on the next slide.

Van Buren Co | Renter Target Markets



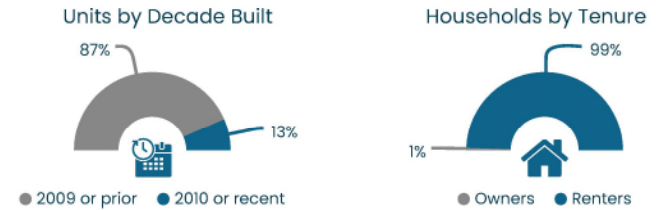
Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

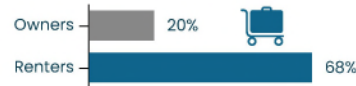


Family Troopers | O55

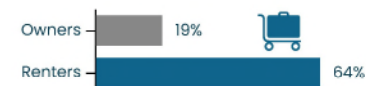
Lifestyles and Housing Preferences | National Averages



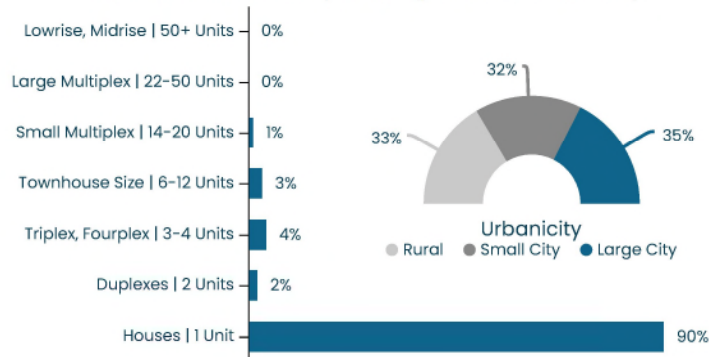
Share that Moves each Year



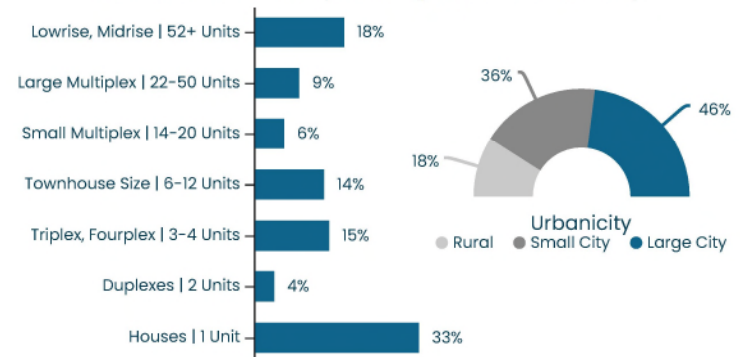
Share that Moves each Year



Inclination for Units by Building Size and Urbanicity

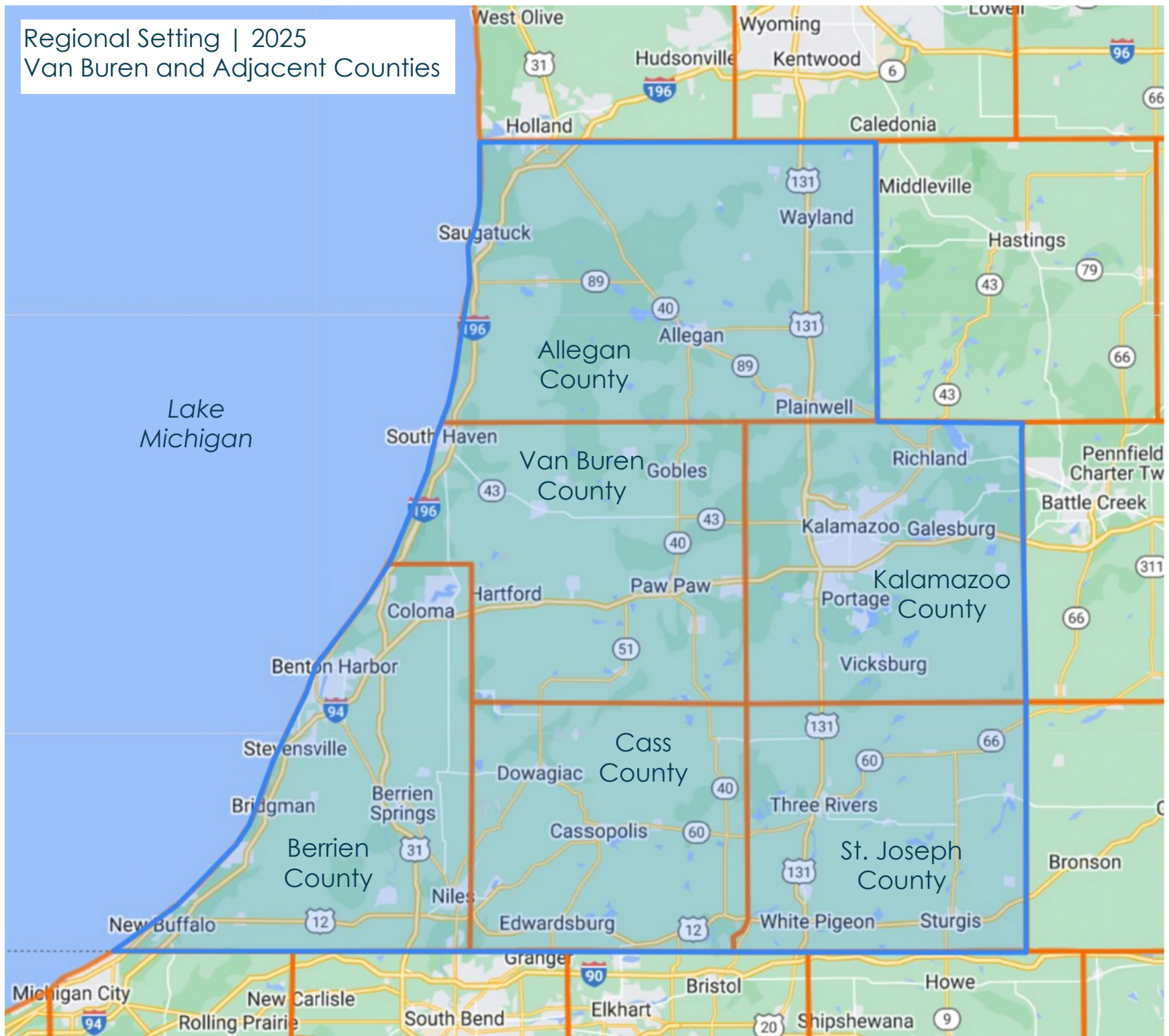


Inclination for Units by Building Size and Urbanicity

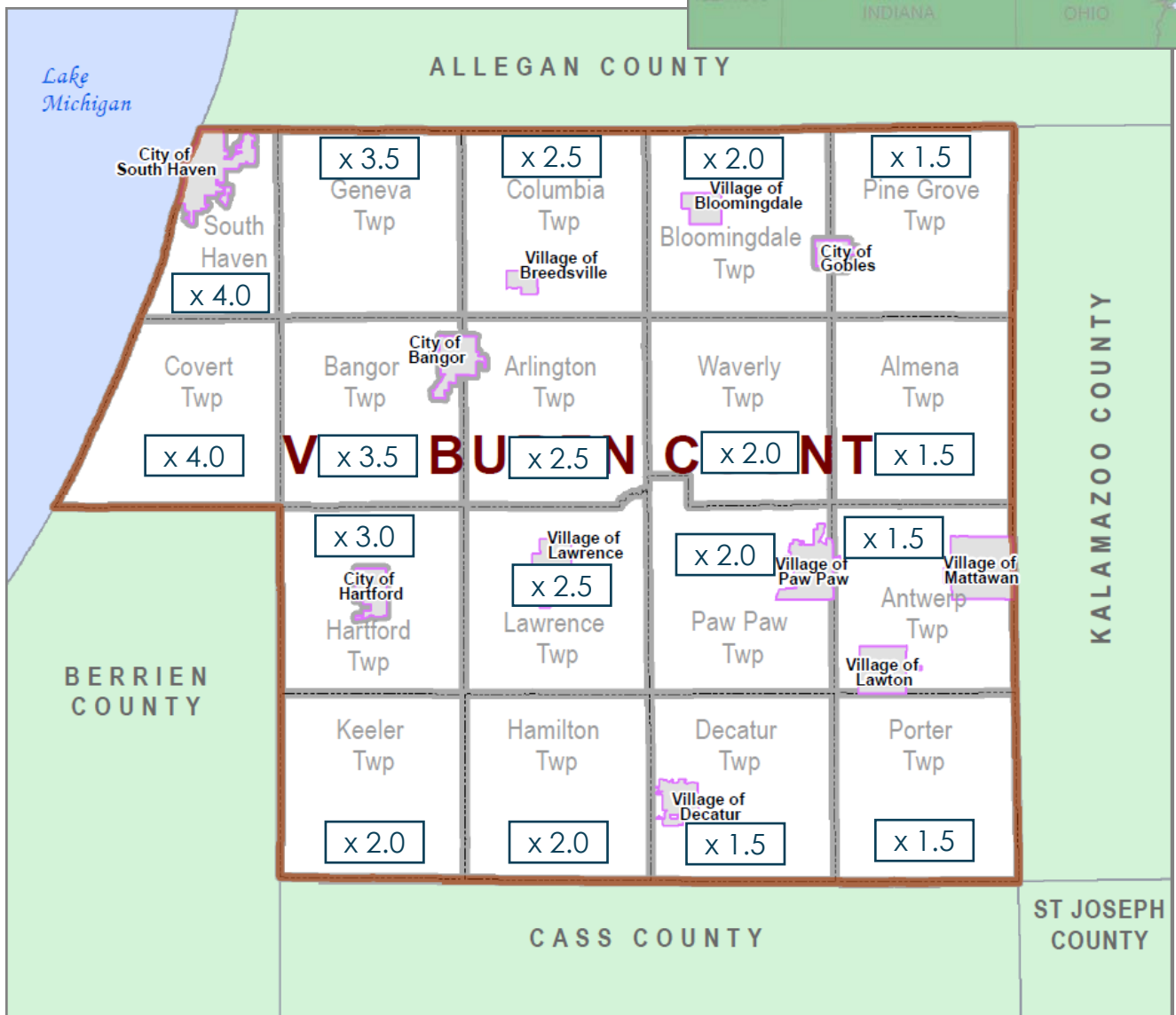


Section 1-B

Regional Setting | 2025
Van Buren and Adjacent Counties

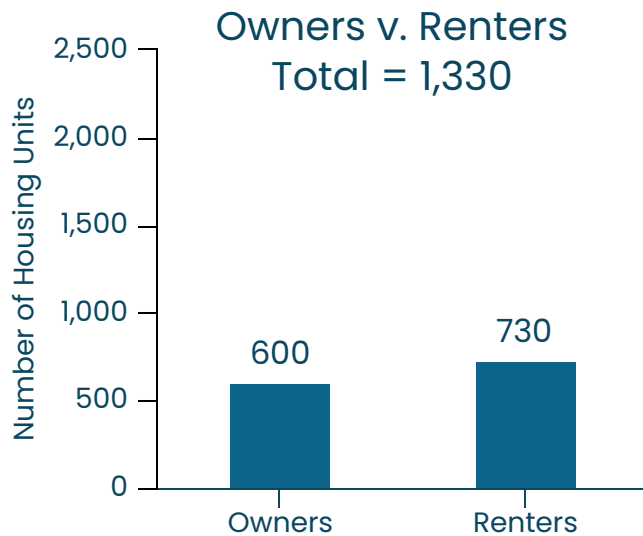


Multipliers on Growth & Movership Rates
 Aggressive v. Conservative Scenarios
 All Townships in Van Buren Co., Michigan



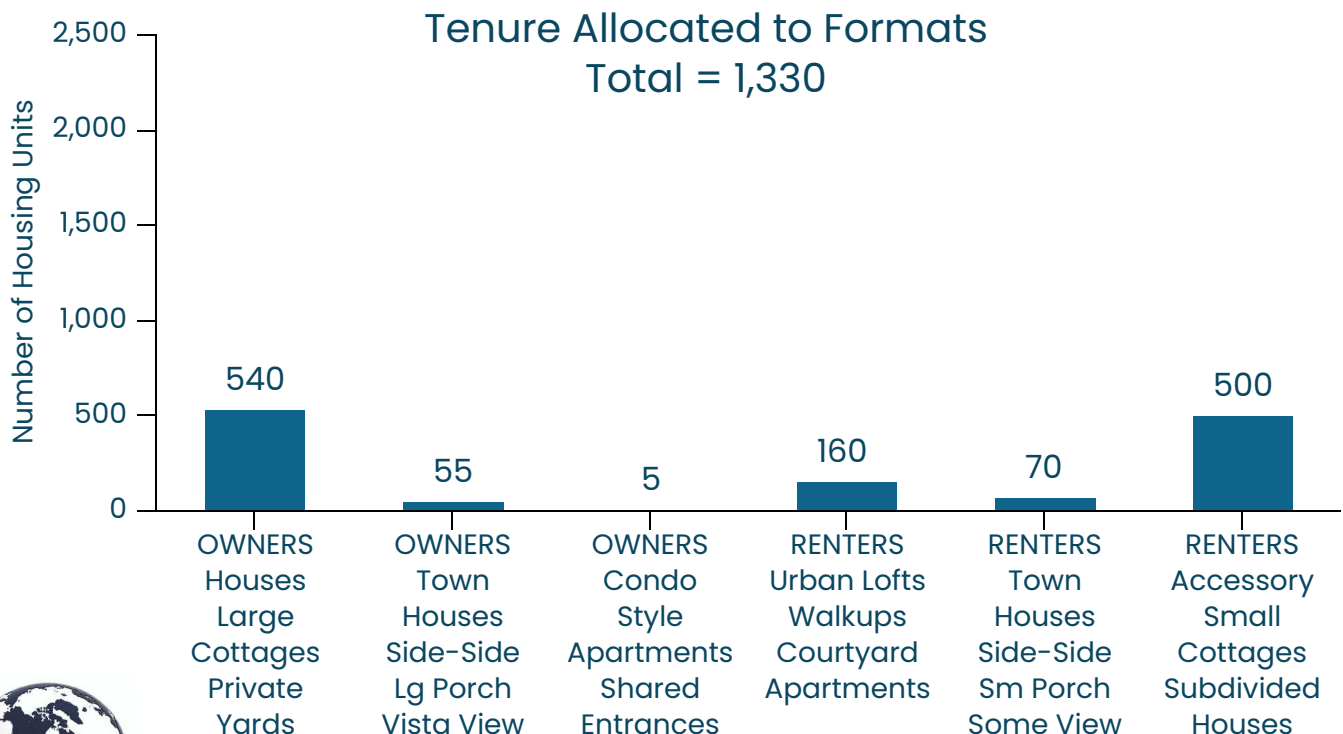
Annual Market Potential | Van Buren County

Conservative New Builds | Year 2025



Sum of Townships and Cities.
...
Conservative Scenario.
New Builds without reopening of the Palisades Power Plant.

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 county by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

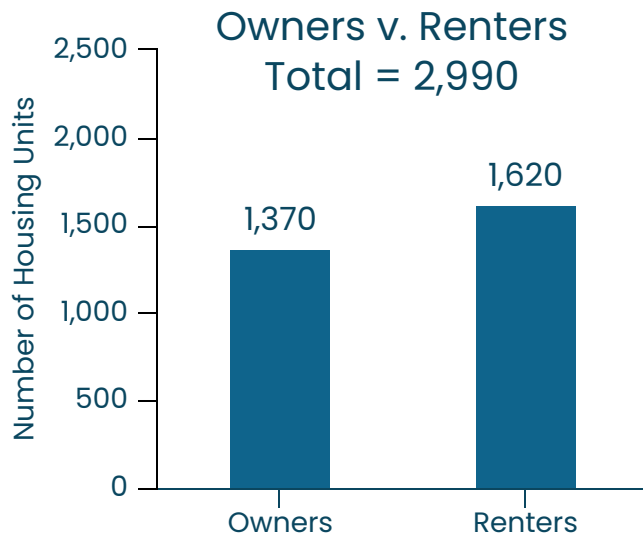
Conservative Market Potential | Precise Submarkets
 All Places in Van Buren County, Michigan | 2025

	<u>Summation by Tenure</u>		<u>Conservative Scenario - OWNERS</u>			<u>Conservative Scenario - RENTERS</u>		
	<u>OWNERS</u>	<u>RENTERS</u>	<u>Houses</u>	<u>Townhouse</u>	<u>Condos</u>	<u>Apts, Lofts</u>	<u>Townhouse</u>	<u>Cottages</u>
Discrete Geographies								
. So Haven Twp	60	158	50	8	2	65	21	72
. So Haven City	39	27	33	4	2	12	2	13
. Geneva Twp	30	2	28	2	0	0	0	2
1 Columbia Twp	20	18	18	2	0	2	0	16
2 Bloomingdale Twp	7	38	7	0	0	5	0	33
. Pine Grove Twp	34	4	31	3	0	0	0	4
. Gobles City	0	2	0	0	0	0	0	2
. Covert Twp	5	1	5	0	0	0	0	1
. Bangor Twp	4	17	4	0	0	2	0	15
. Bangor City	3	70	3	0	0	15	9	46
. Arlington Twp	7	1	7	0	0	0	0	1
. Waverly Twp	22	5	20	2	0	2	0	3
. Alma Twp	41	3	38	3	0	0	0	3
. Hartford Twp	14	19	14	0	0	6	2	11
. Hartford City	24	104	22	2	0	23	16	65
3 Lawrence Twp	16	2	16	0	0	0	0	2
4 Paw Paw Twp	39	75	37	2	0	15	10	50
5 Antwerp Twp	154	126	132	22	0	10	9	107
. Keeler Twp	21	17	18	3	0	2	0	15
. Hamilton Twp	12	0	12	0	0	0	0	0
6 Decatur Twp	47	30	42	5	0	2	0	28
. Porter Twp	3	10	3	0	0	0	0	10
Van Buren County Totals	602	729	540	58	4	161	69	499
Subset Geographies								
1 Breedsville Village	0	2	0	0	0	0	0	2
2 Bloomingdale Village	0	6	0	0	0	2	0	4
3 Lawrence Village	9	2	9	0	0	0	0	2
4 Paw Paw Village	3	75	3	0	0	15	10	50
5 Mattawan Village	64	96	56	8	0	10	9	77
5 Lawton Village	13	3	13	0	0	0	0	3
6 Decatur Village	21	18	21	0	0	2	0	16

Source: Target Market Analysis and modeling by LandUseUSA | Urban Strategies; 2024.

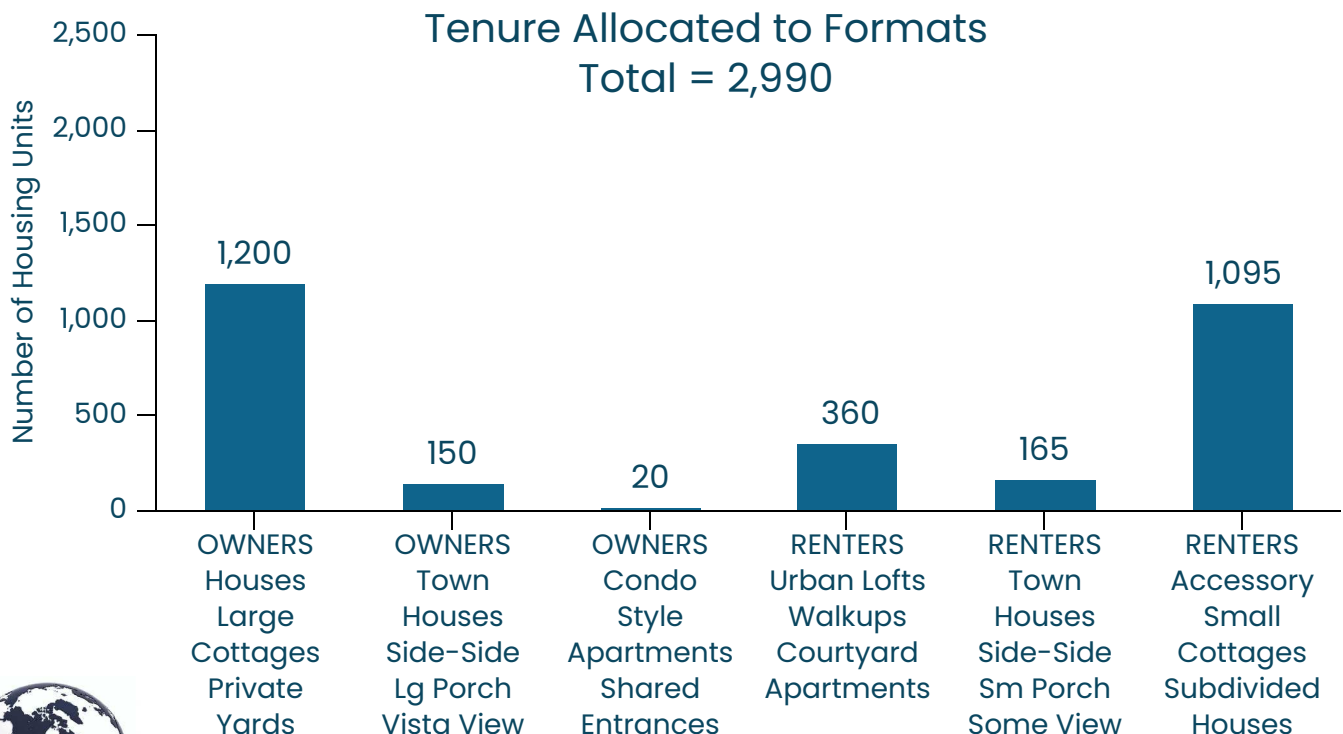
Annual Market Potential | Van Buren County

Aggressive New Builds | Year 2025



Sum of Townships and Cities.
...
Aggressive Scenario.
New Builds with reopening of the Palisades Power Plant.

Both charts on this page represent an aggressive 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 could move into the county by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

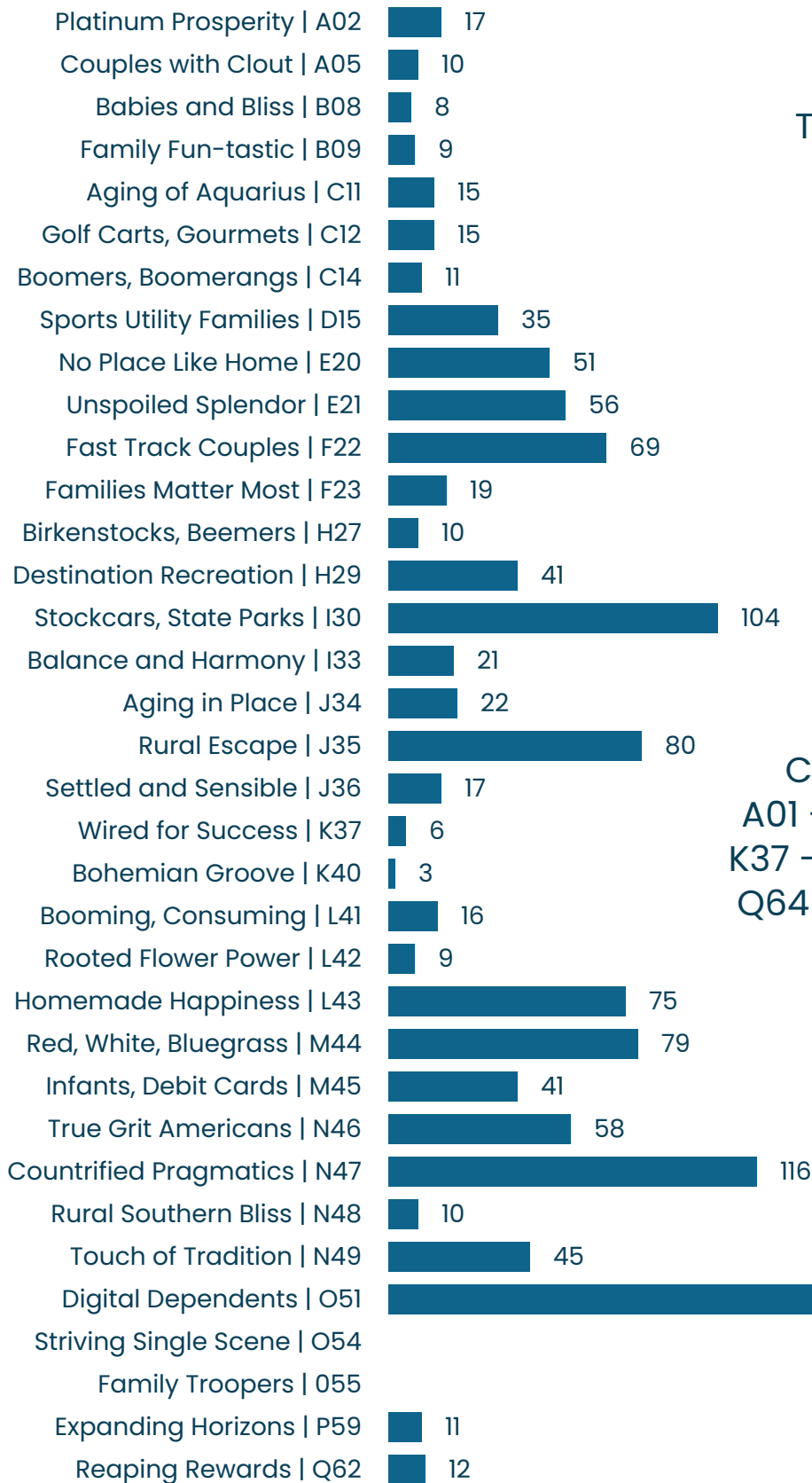
Aggressive Market Potential | Precise Submarkets

All Places in Van Buren County, Michigan | 2025

	<u>Summation by Tenure</u>		<u>Aggressive Scenario - OWNERS</u>			<u>Aggressive Scenario - RENTERS</u>		
	<u>OWNERS</u>	<u>RENTERS</u>	<u>Houses</u>	<u>Townhouse</u>	<u>Condos</u>	<u>Apts, Lofts</u>	<u>Townhouse</u>	<u>Cottages</u>
Discrete Geographies								
. So Haven Twp	100	195	86	10	4	79	23	93
. So Haven City	134	222	115	15	4	90	23	109
. Geneva Twp	84	23	73	11	0	6	2	15
1 Columbia Twp	61	48	54	7	0	5	0	43
2 Bloomingdale Twp	21	64	21	0	0	6	5	53
. Pine Grove Twp	56	11	48	8	0	0	0	11
. Gobles City	2	6	2	0	0	0	0	6
. Covert Twp	36	23	31	5	0	2	0	21
. Bangor Twp	17	39	17	0	0	6	2	31
. Bangor City	17	132	15	2	0	28	17	87
. Arlington Twp	28	10	25	3	0	0	0	10
. Waverly Twp	51	22	45	6	0	3	0	19
. Alma Twp	63	6	58	5	0	0	0	6
. Hartford Twp	58	100	49	9	0	23	13	64
. Hartford City	63	175	55	8	0	36	29	110
3 Lawrence Twp	57	28	49	8	0	4	2	22
4 Paw Paw Twp	107	205	95	12	0	41	32	132
5 Antwerp Twp	255	204	219	27	9	18	14	172
. Keeler Twp	50	39	45	5	0	5	0	34
. Hamilton Twp	26	2	24	2	0	0	0	2
6 Decatur Twp	77	49	68	9	0	6	2	41
. Porter Twp	6	17	6	0	0	2	0	15
Van Buren County Totals	1,369	1,620	1,200	152	17	360	164	1,096
Subset Geographies								
1 Breedsville Village	6	2	6	0	0	0	0	2
2 Bloomingdale Village	4	13	4	0	0	2	0	11
3 Lawrence Village	15	23	15	0	0	8	2	13
4 Paw Paw Village	10	205	10	0	0	41	32	132
5 Mattawan Village	68	106	59	9	0	10	10	86
5 Lawton Village	20	7	18	2	0	0	0	7
6 Decatur Village	35	41	31	4	0	3	0	38

Source: Target Market Analysis and modeling by LandUseUSA | Urban Strategies; 2024.

Annual Buyer Potential | Van Buren County Aggressive New Builds | Year 2025



Sum of all
Townships and Cities.

...

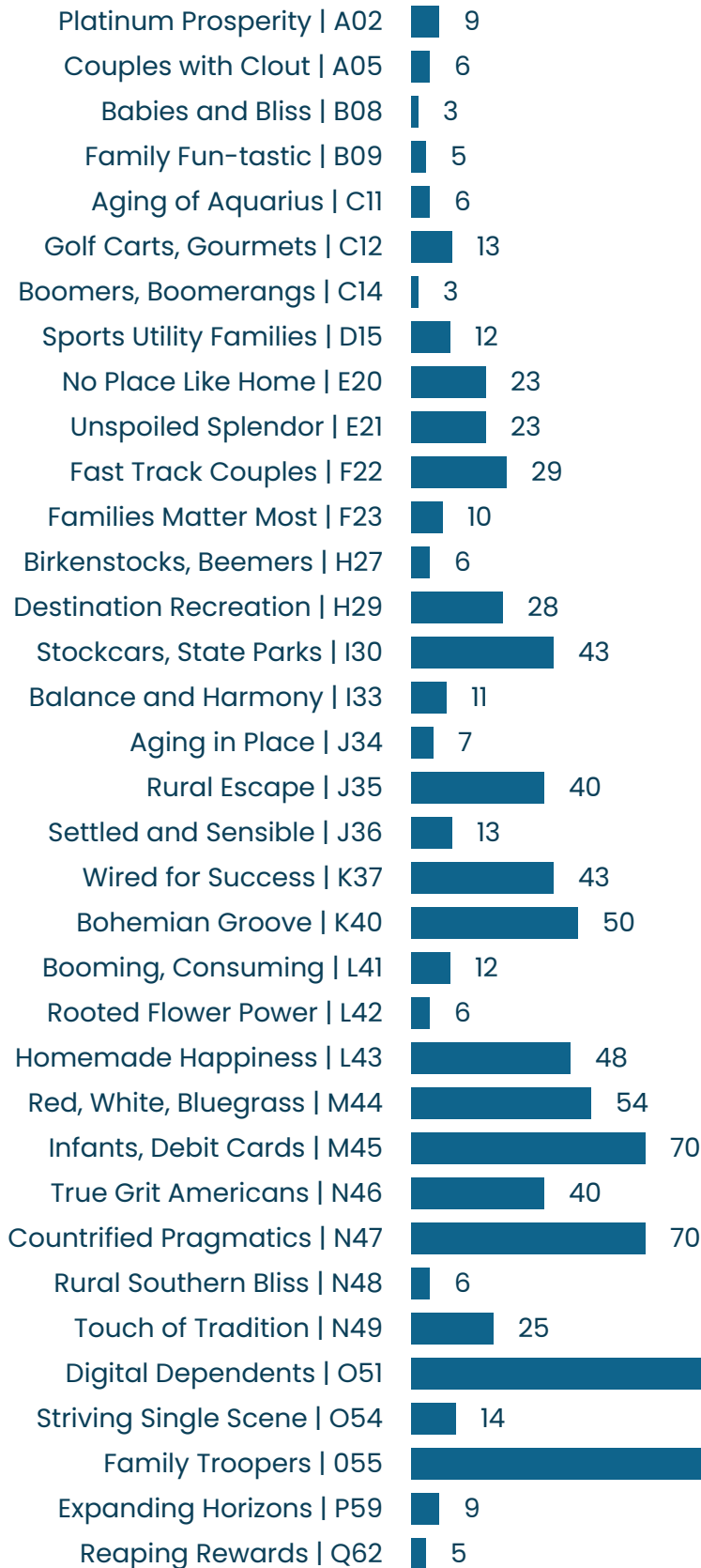
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	610	45%
K37 - Q63	640	45%
Q64 - S71	<u>120</u>	<u>10%</u>
Total	1,370	100%

Annual Renter Potential | Van Buren County

Aggressive New Builds | Year 2025



Sum of all
Townships and Cities.

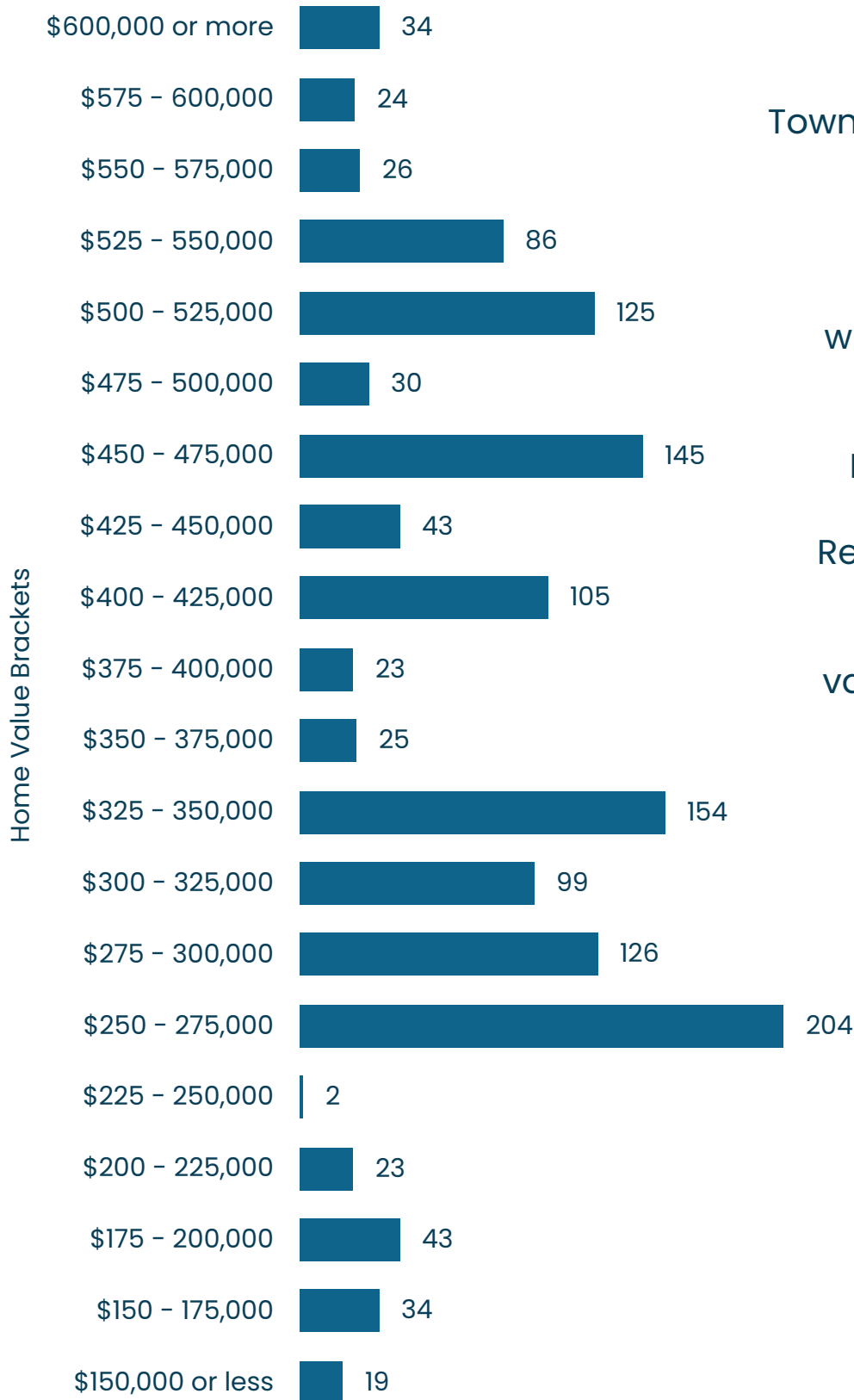
...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	290	20%
K37 - Q63	885	55%
Q64 - S71	<u>445</u>	<u>25%</u>
Total	1,620	100%

Home Value Tolerance | Van Buren County Aggressive New Builds | Year 2025



Sum of all
Townships and Cities.

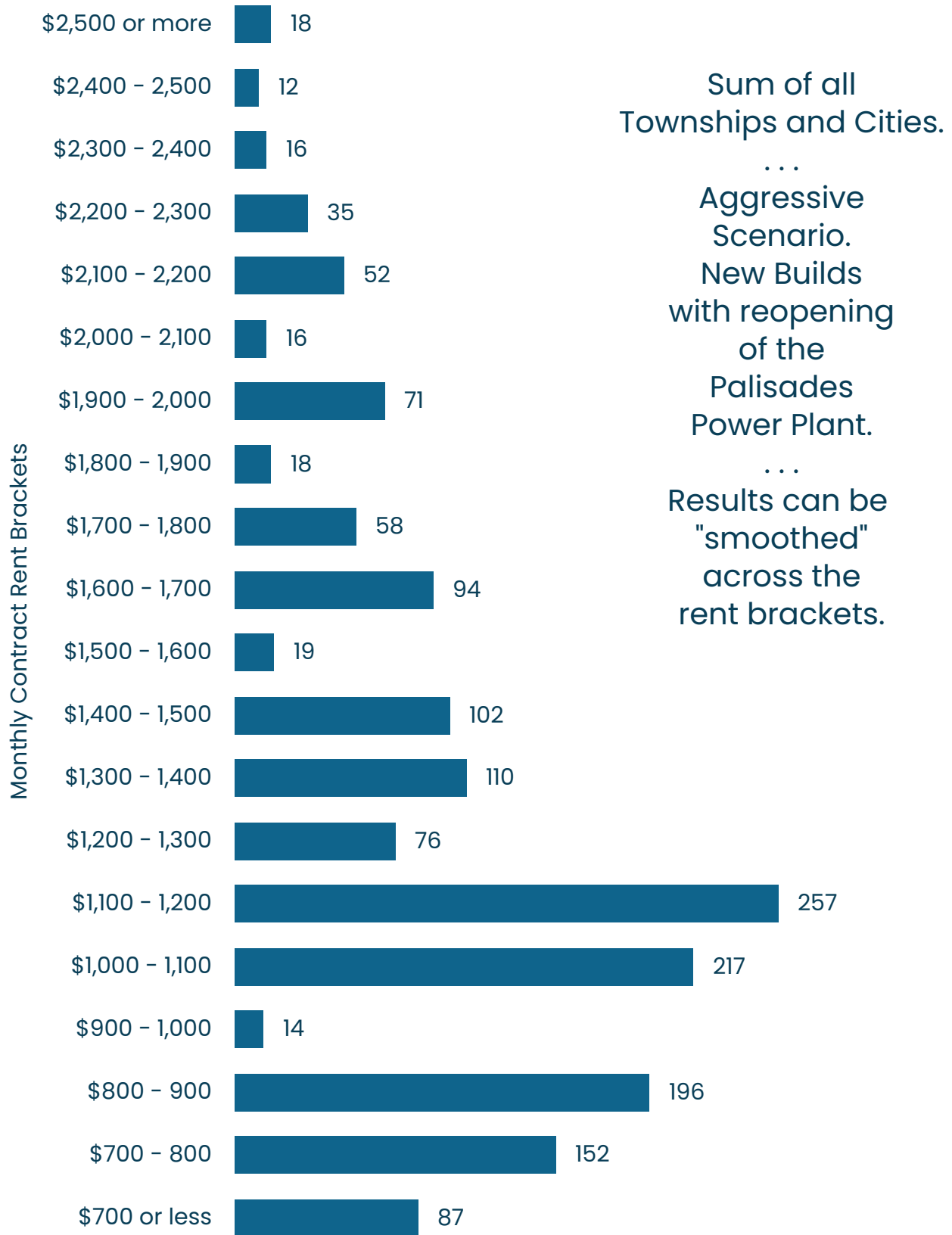
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Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

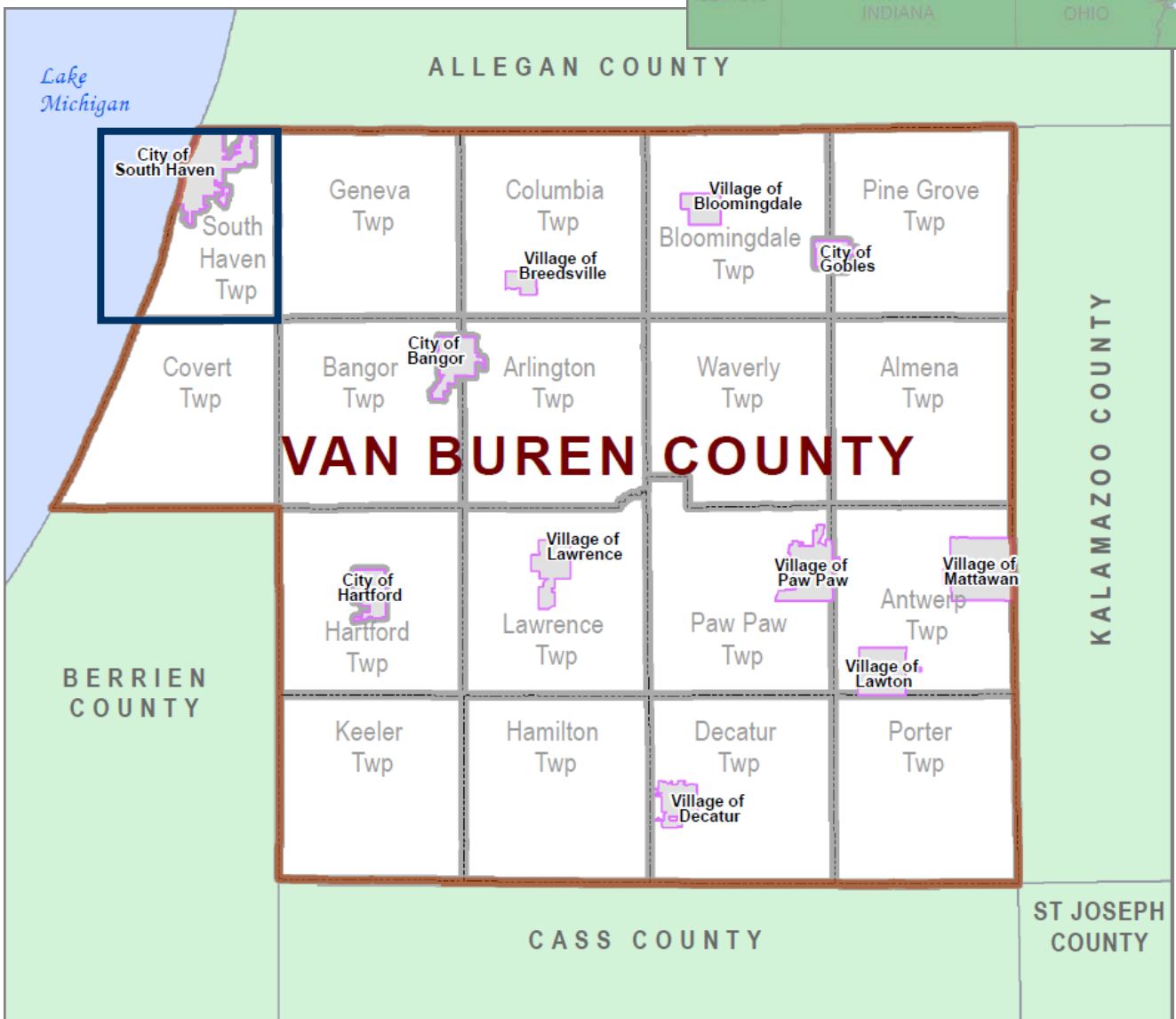
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Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Van Buren County Aggressive New Builds | Year 2025



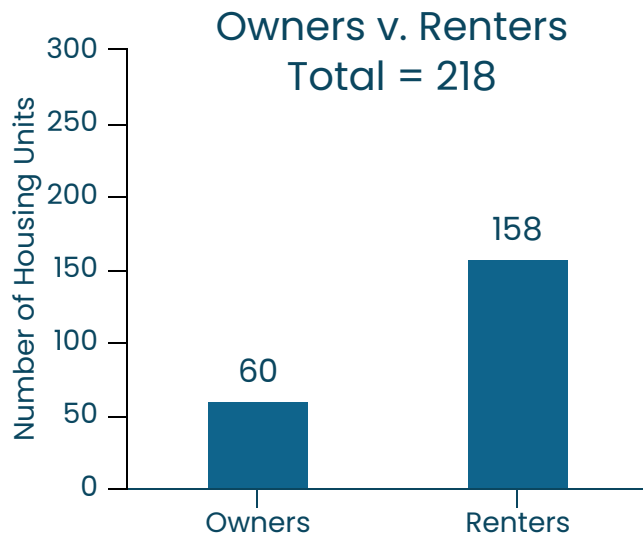
Section 1-C



Van Buren County Hazard Mitigation Plan

Annual Market Potential | South Haven Twp

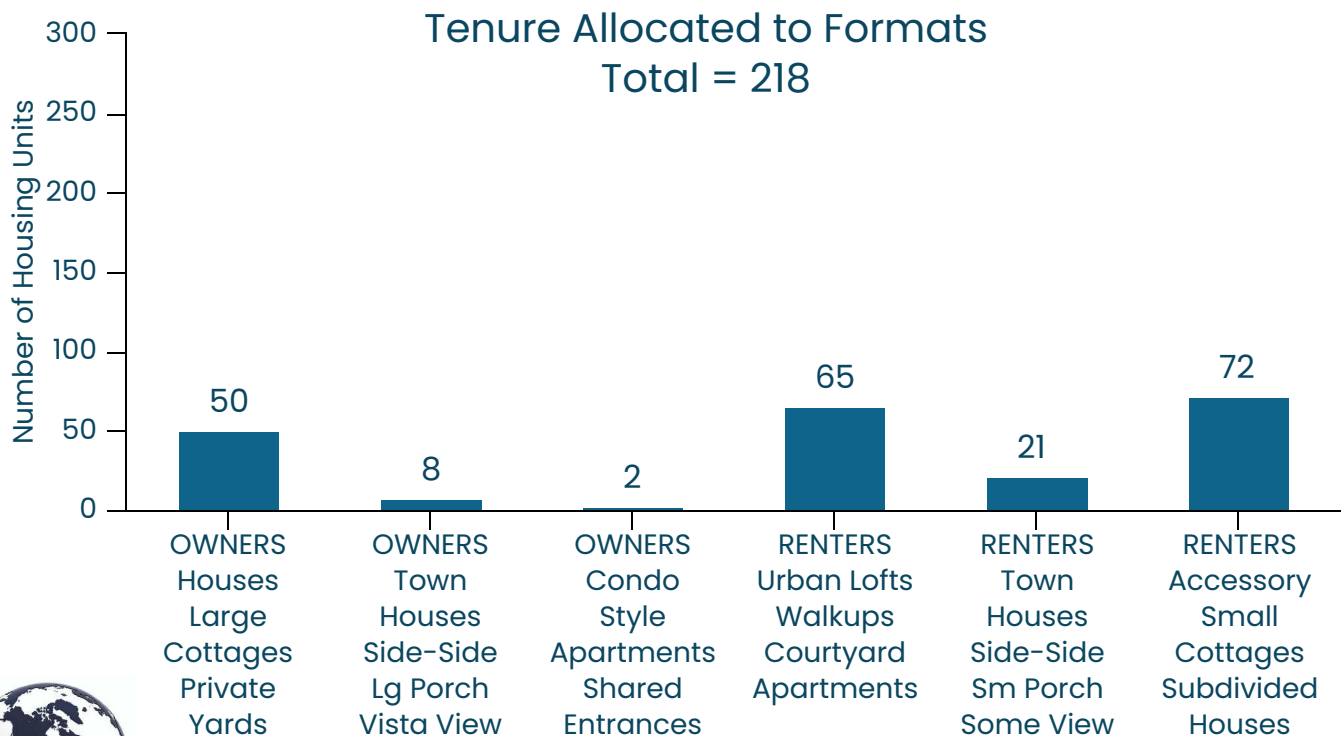
Conservative New Builds | Year 2025



Excludes the City of South Haven.

...
Conservative Scenario.
New Builds without reopening of the Palisades Power Plant.

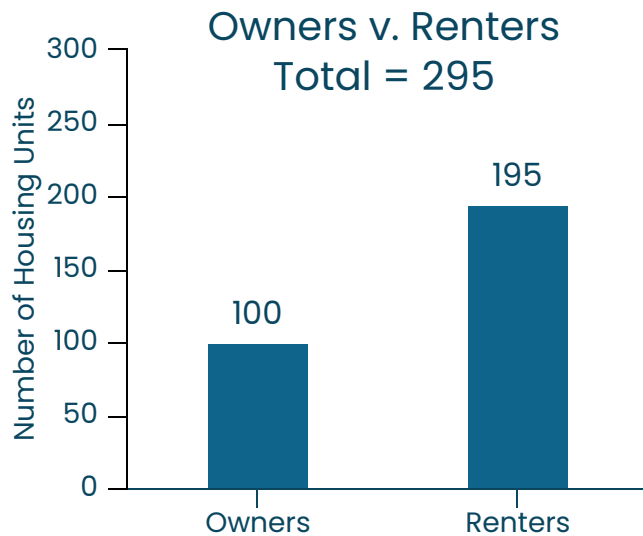
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the market by building new housing units every year. All figures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



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Market Potential | South Haven Twp

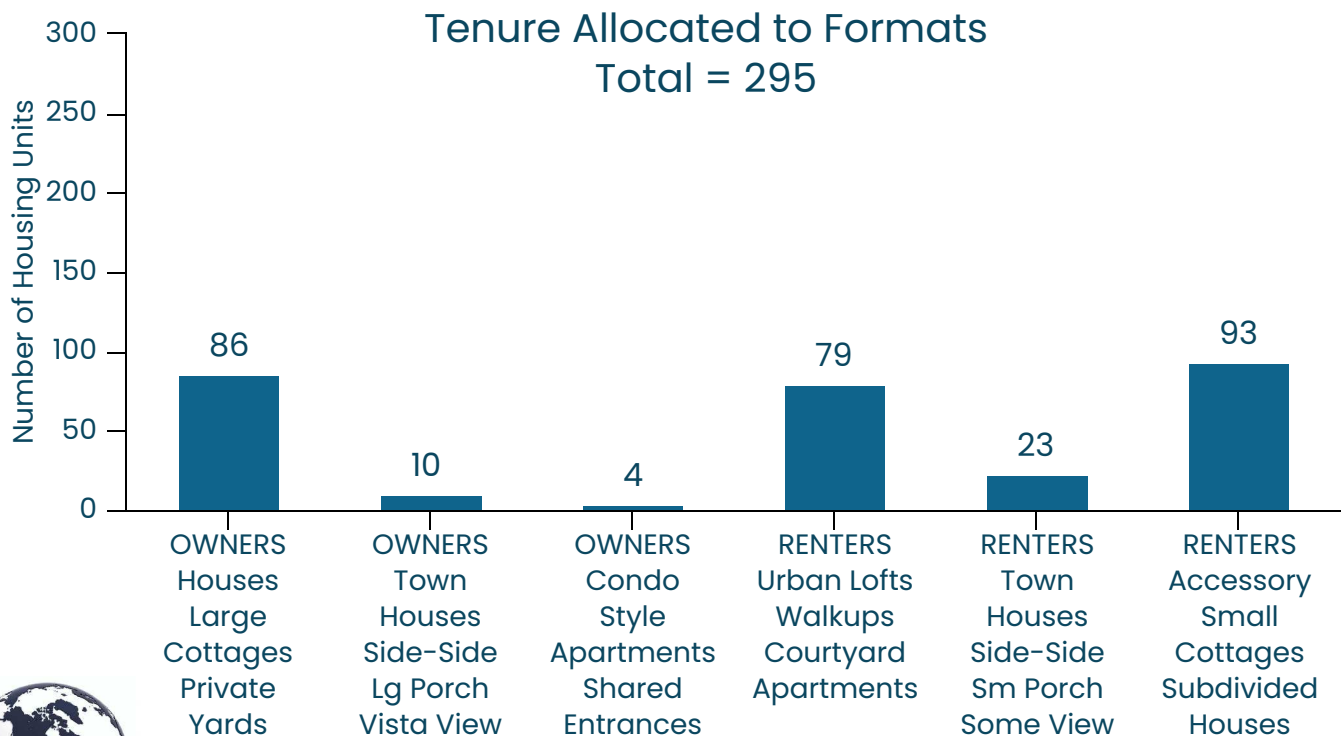
Aggressive New Builds | Year 2025



Excludes the City of South Haven.

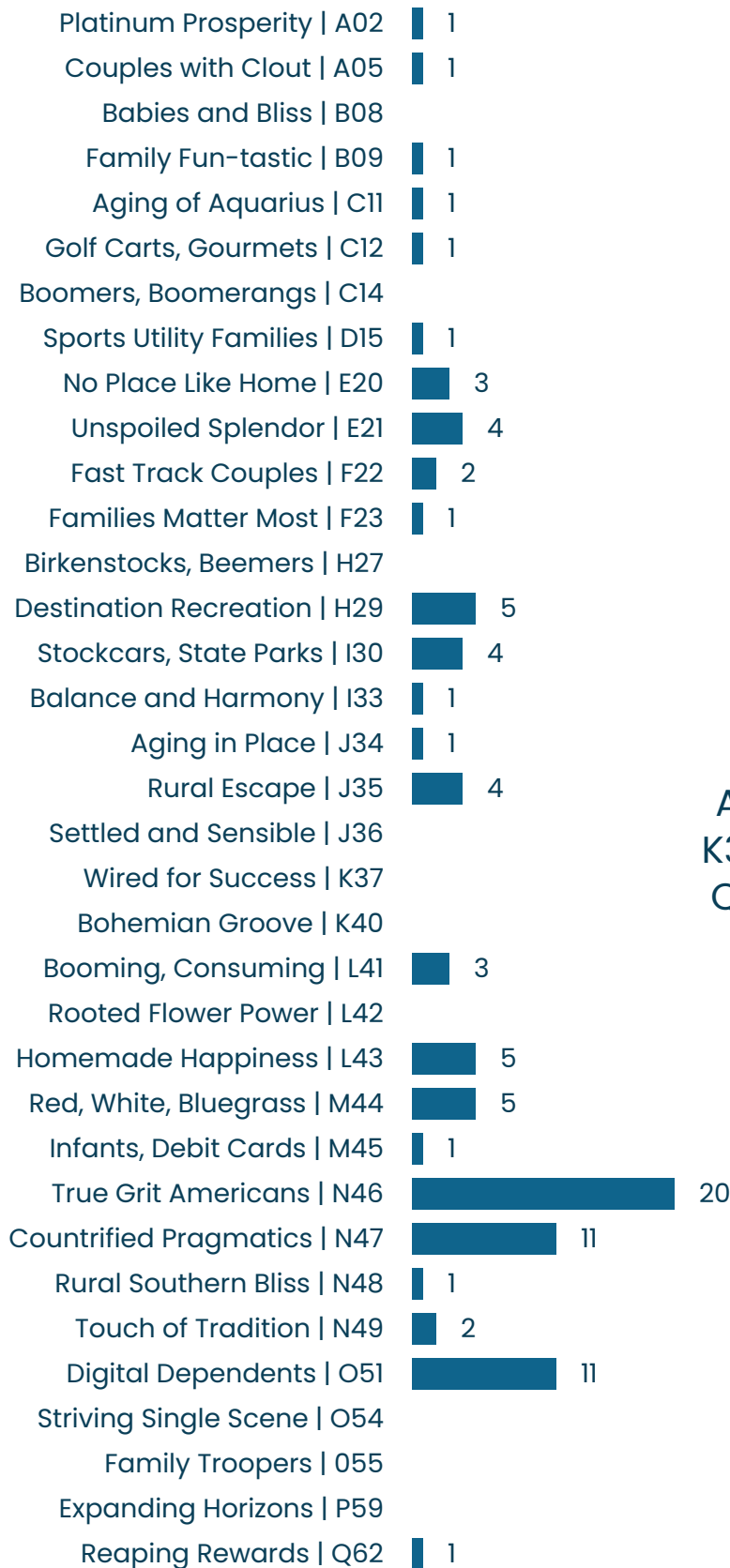
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

Both charts on this page represent an aggressive 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 could move into the market by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | South Haven Twp Aggressive New Builds | Year 2025



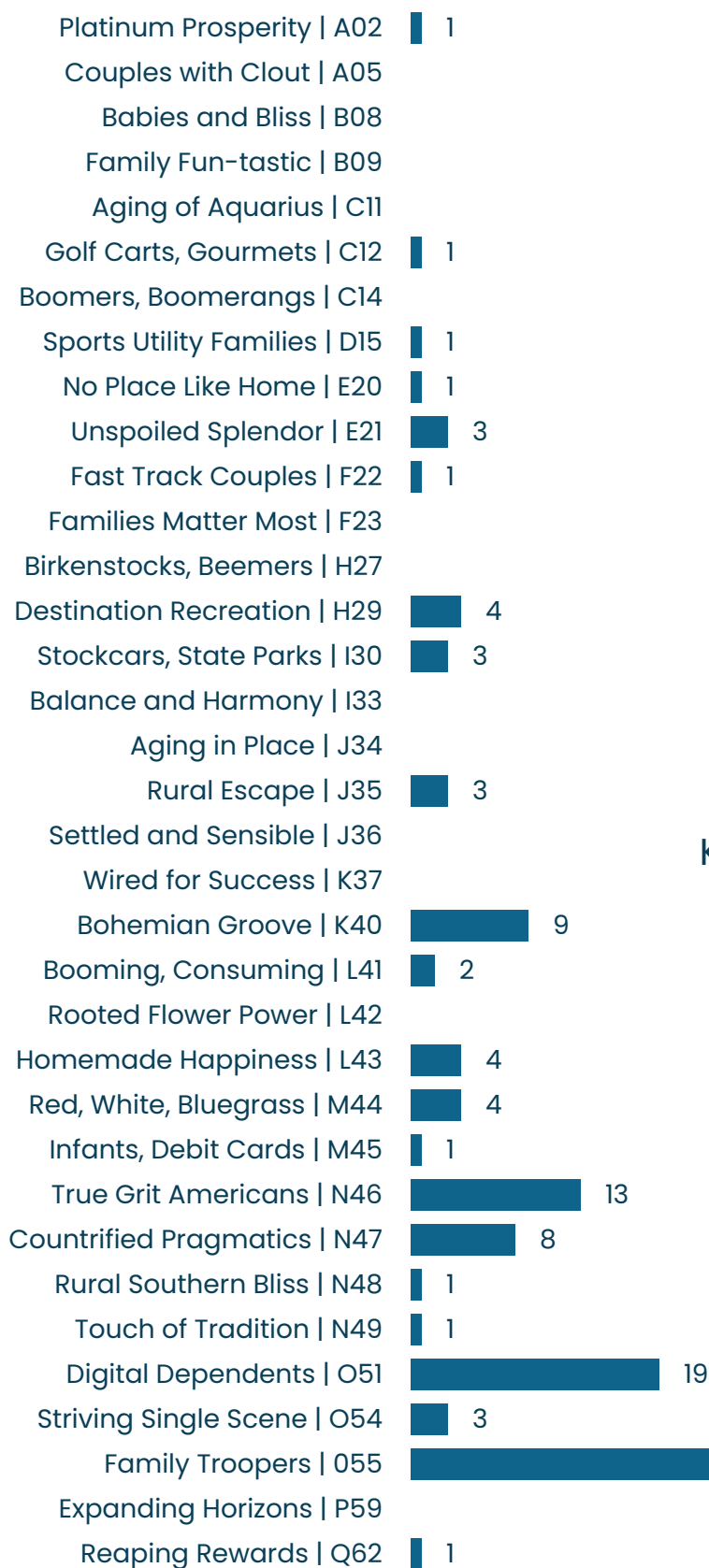
Excludes the
City of South Haven.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	32	30%
K37 - Q63	60	60%
Q64 - S71	<u>8</u>	<u>10%</u>
Total	100	100%

Annual Renter Potential | South Haven Twp

Aggressive New Builds | Year 2025



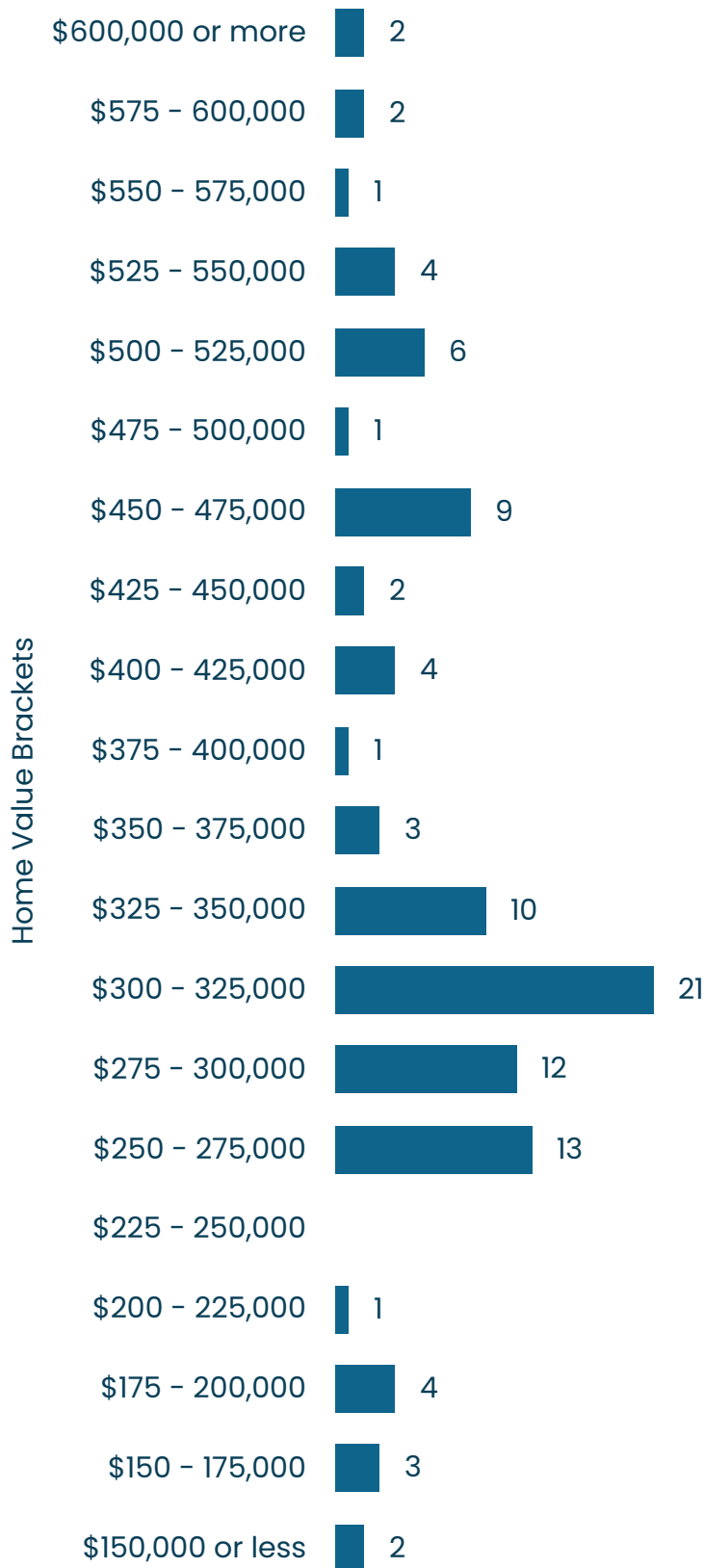
Excludes the
City of South Haven.

...
Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	18	10%
K37 - Q63	107	55%
Q64 - S71	<u>70</u>	<u>35%</u>
Total	195	100%

Home Value Tolerance | South Haven Twp Aggressive New Builds | Year 2025



Excludes the
City of South Haven.

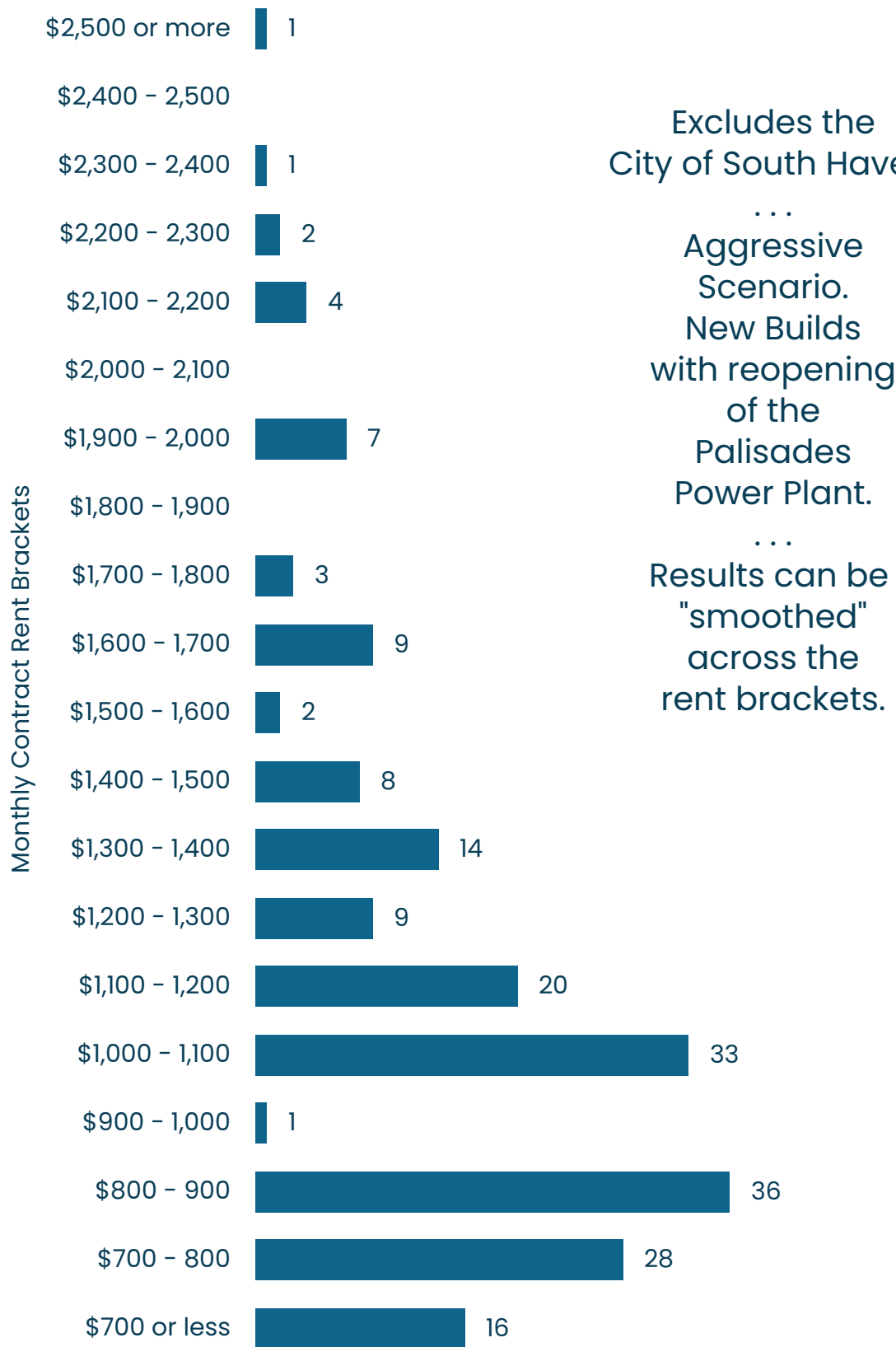
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | South Haven Twp Aggressive New Builds | Year 2025



Excludes the City of South Haven.

...

Aggressive Scenario.

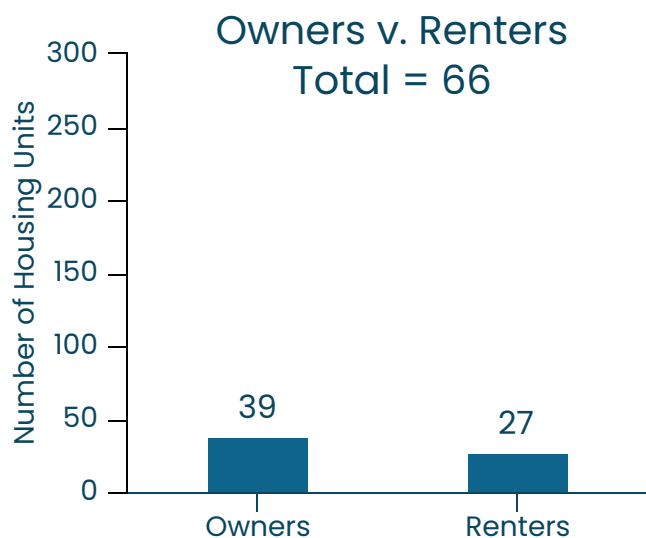
New Builds with reopening of the Palisades Power Plant.

...

Results can be "smoothed" across the rent brackets.

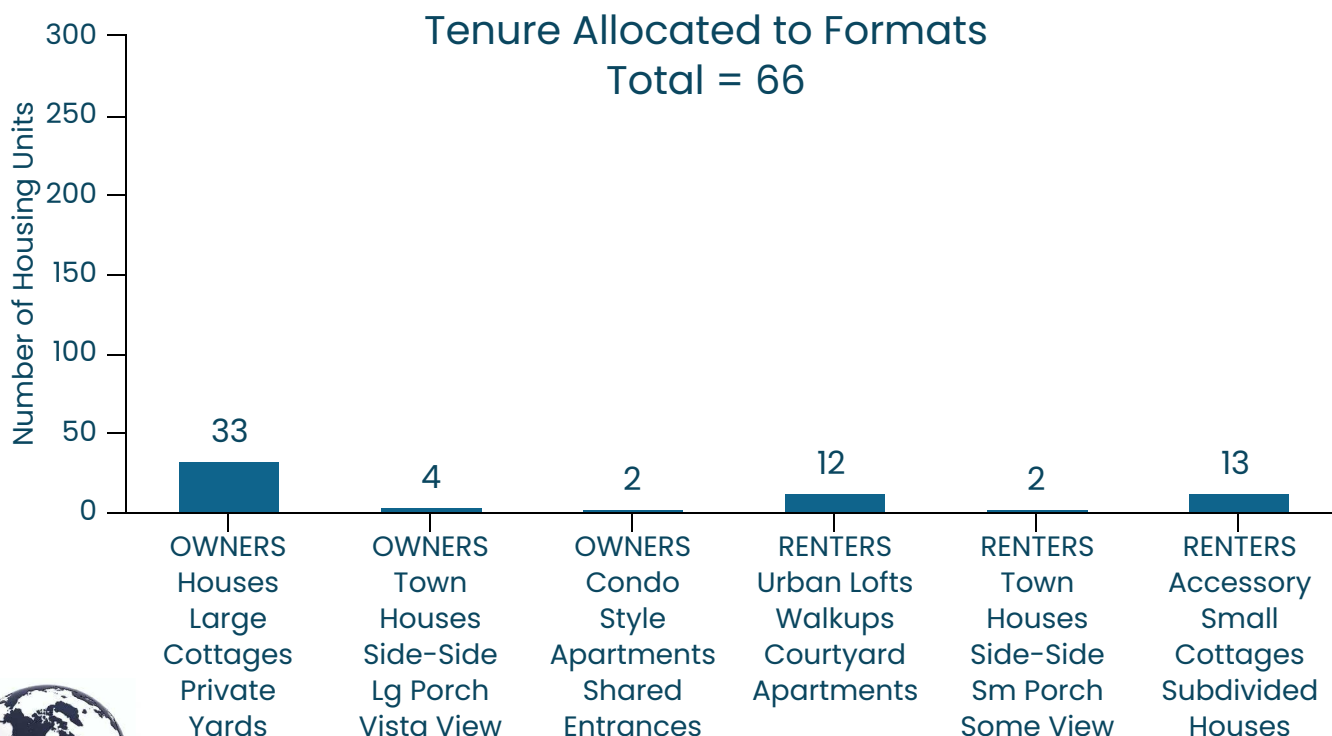
Annual Market Potential | South Haven City

Conservative New Builds | Year 2025



The City of South Haven only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Center.

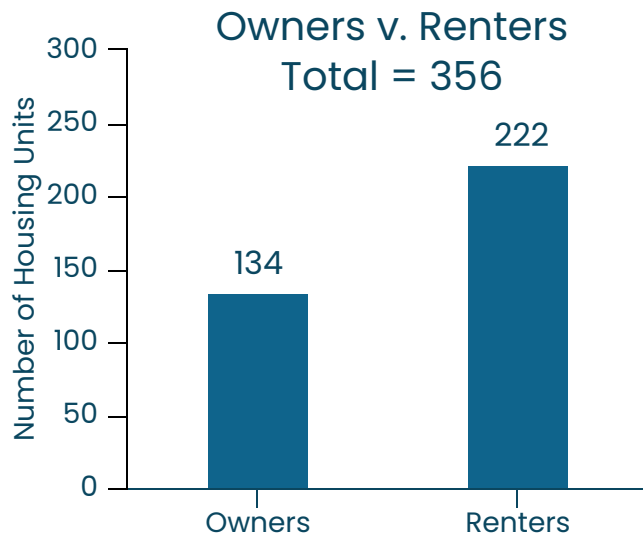
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

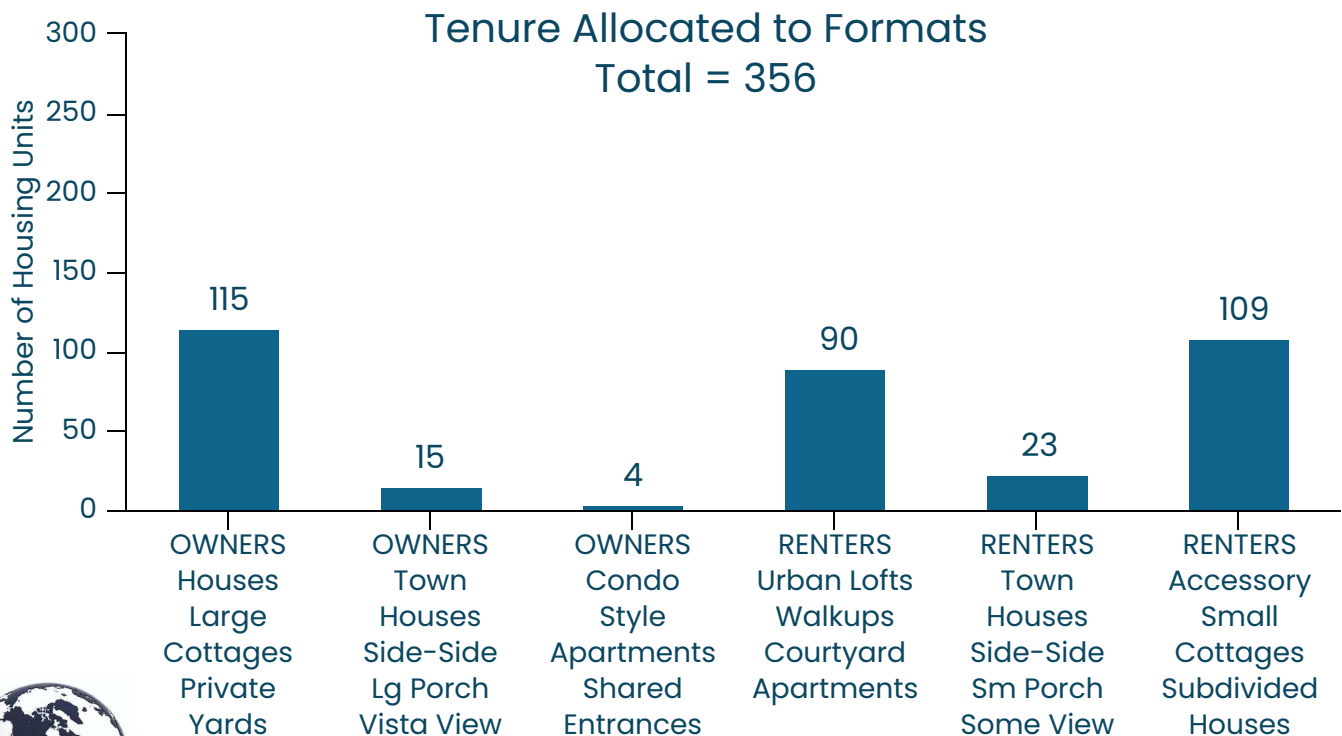
Annual Market Potential | South Haven City

Aggressive New Builds | Year 2025



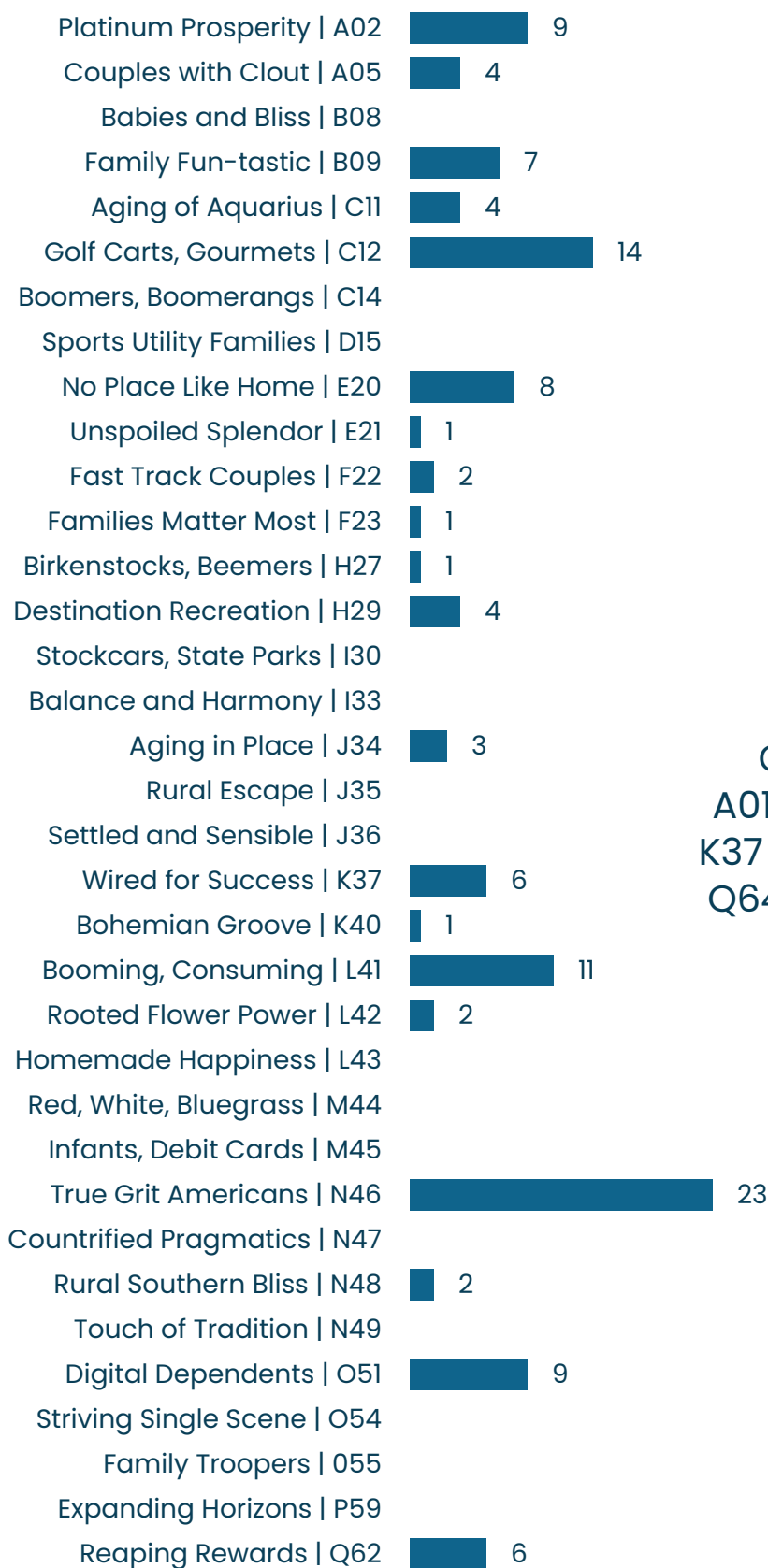
The City of South Haven only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Center.

Both charts on this page represent an aggressive 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 could move into the market by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | South Haven City Aggressive New Builds | Year 2025

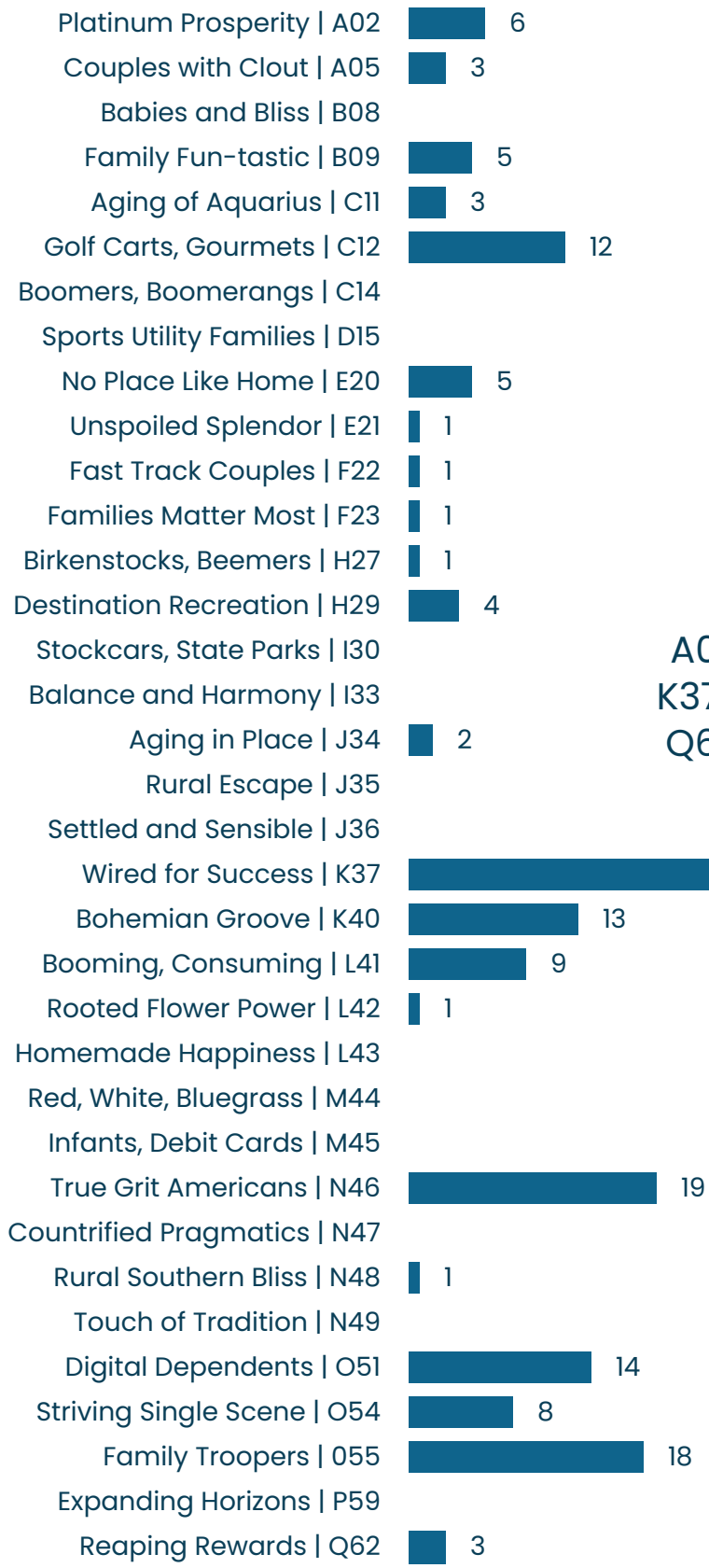


The City of
South Haven only.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	66	50%
K37 - Q63	60	45%
Q64 - S71	<u>8</u>	<u>5%</u>
Total	134	100%

Annual Renter Potential | South Haven City Aggressive New Builds | Year 2025

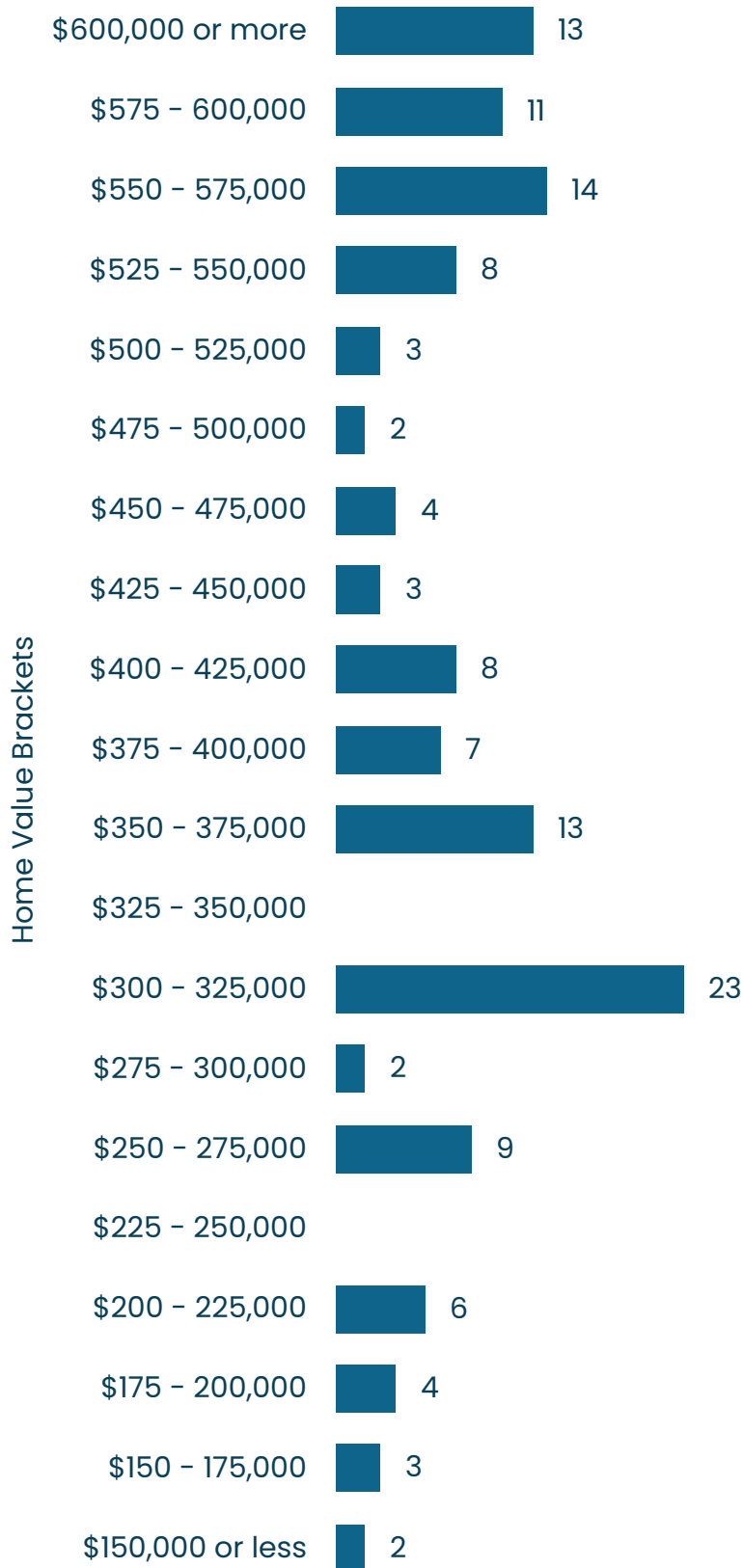


The City of South Haven only.
...
Aggressive Scenario.
New home renters with reopening of the Palisades Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	48	20%
K37 - Q63	134	60%
Q64 - S71	<u>40</u>	<u>20%</u>
Total	222	100%

Home Value Tolerance | South Haven City Aggressive New Builds | Year 2025



The City of
South Haven only.

...

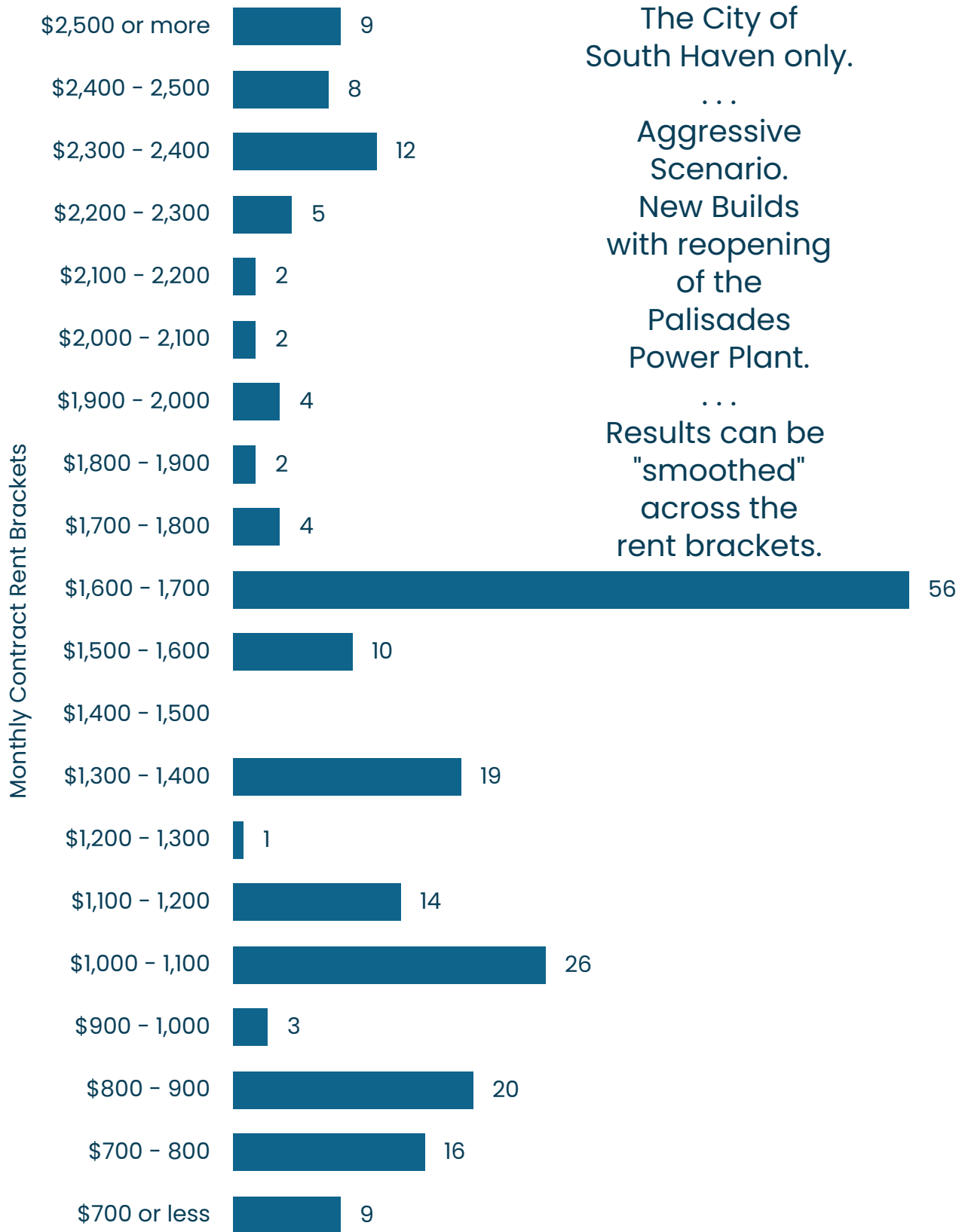
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

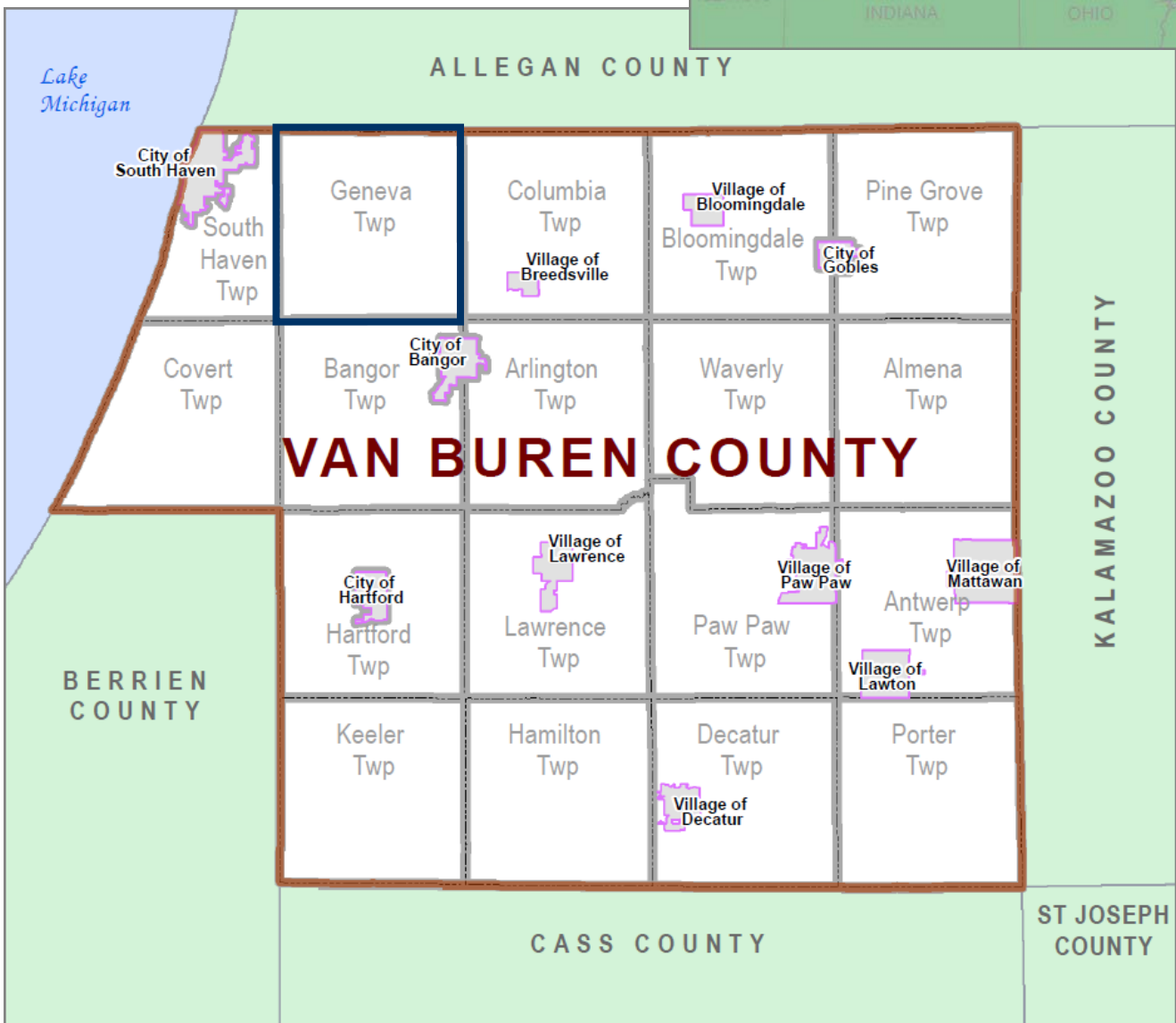
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Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | South Haven City Aggressive New Builds | Year 2025

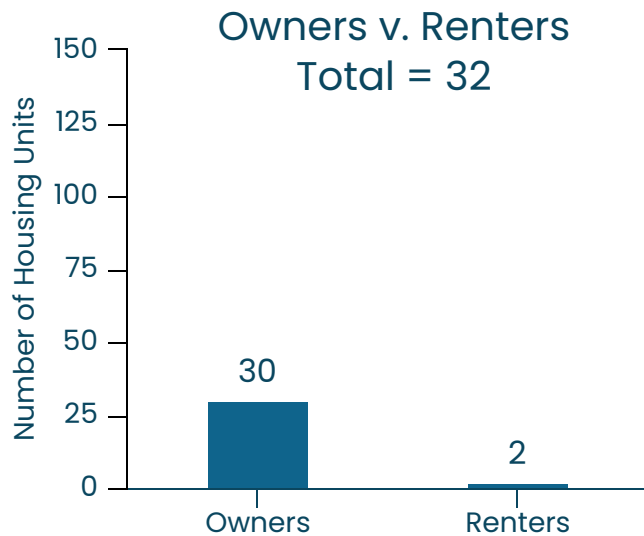


Section 1-D



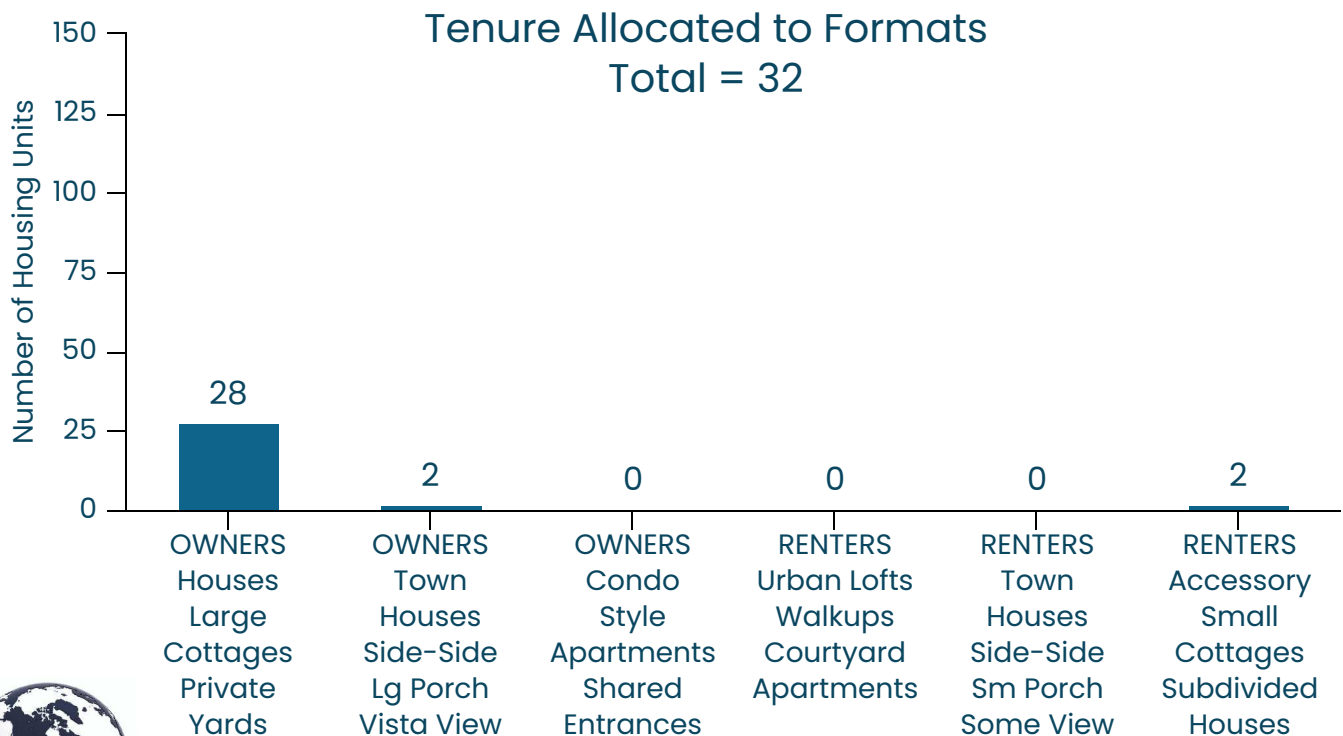
Van Buren County Hazard Mitigation Plan

Annual Market Potential | Geneva Twp Conservative New Builds | Year 2025



Geneva Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

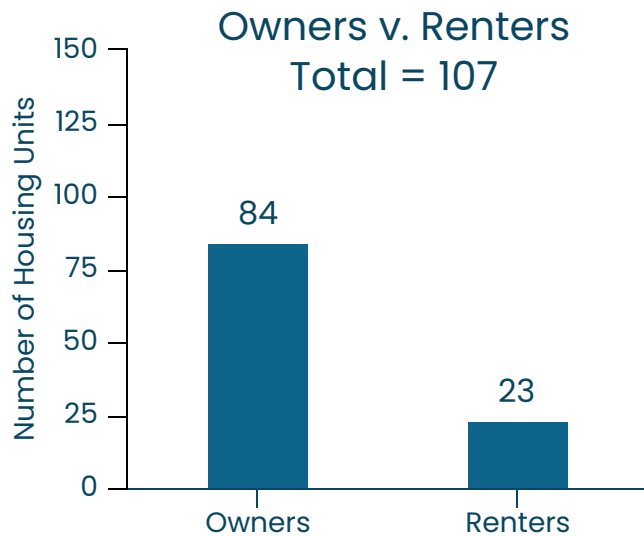
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

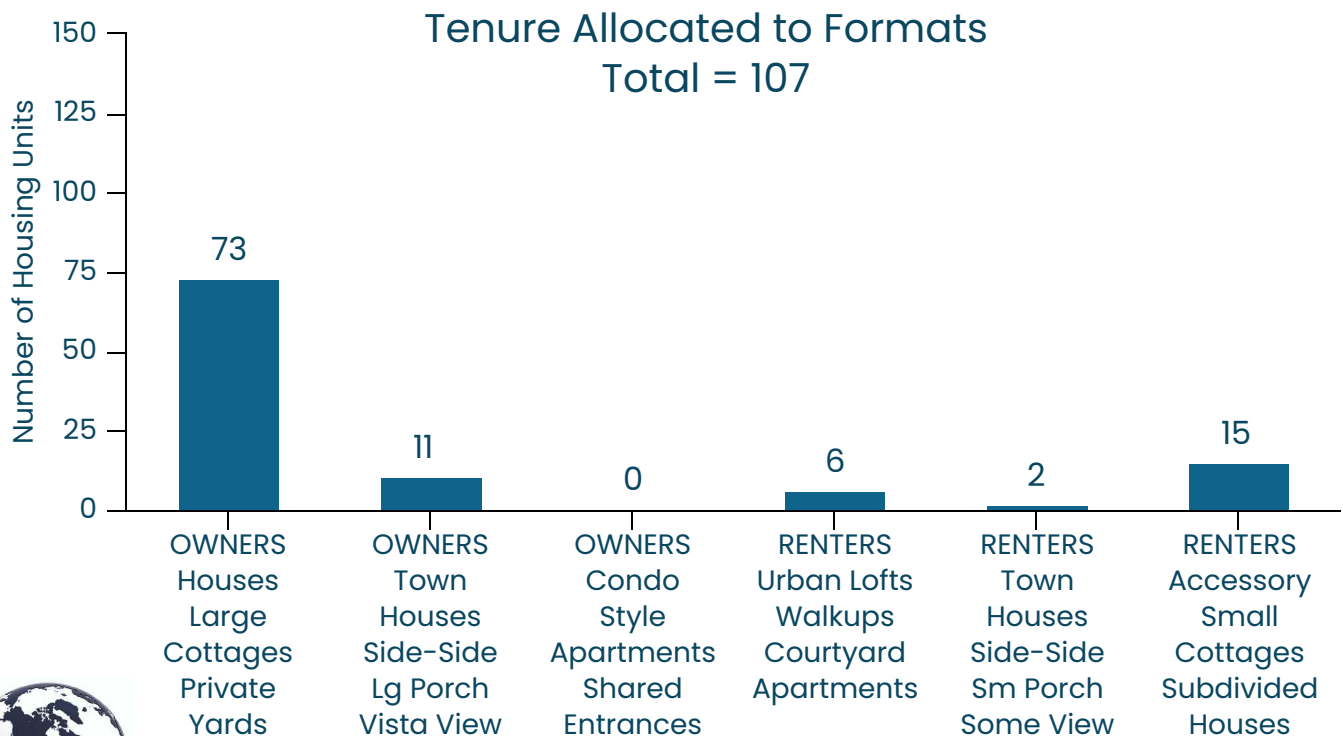
Annual Market Potential | Geneva Twp

Aggressive New Builds | Year 2025



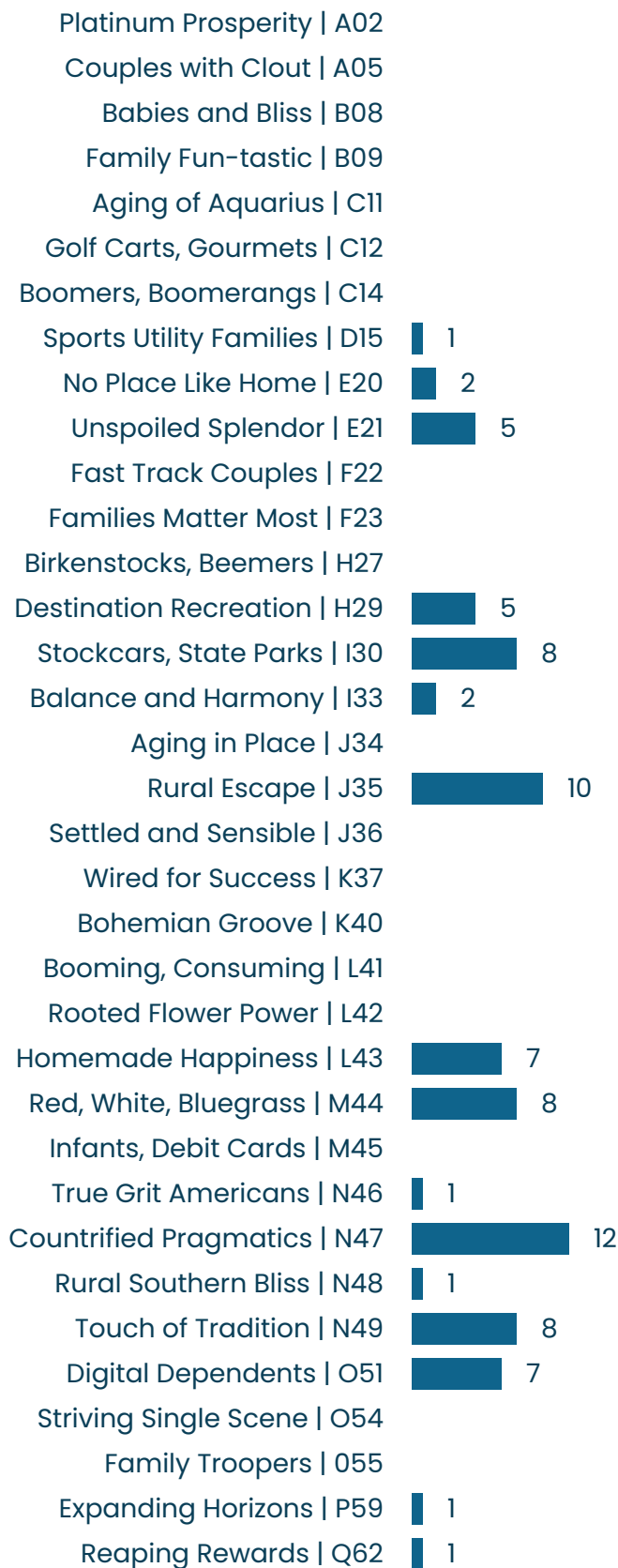
Geneva Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

Both charts on this page represent an aggressive 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 could move into the market by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Geneva Twp Aggressive New Builds | Year 2025



Geneva Township
(no villages).

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	33	40%
K37 - Q63	46	55%
Q64 - S71	<u>5</u>	<u>5%</u>
Total	84	100%

Annual Renter Potential | Geneva Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	1
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	1
Stockcars, State Parks I30	1
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	2
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	1
Red, White, Bluegrass M44	2
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	3
Rural Southern Bliss N48	
Touch of Tradition N49	1
Digital Dependents O51	2
Striving Single Scene O54	
Family Troopers O55	4
Expanding Horizons P59	
Reaping Rewards Q62	

Geneva Township
(no villages).

...

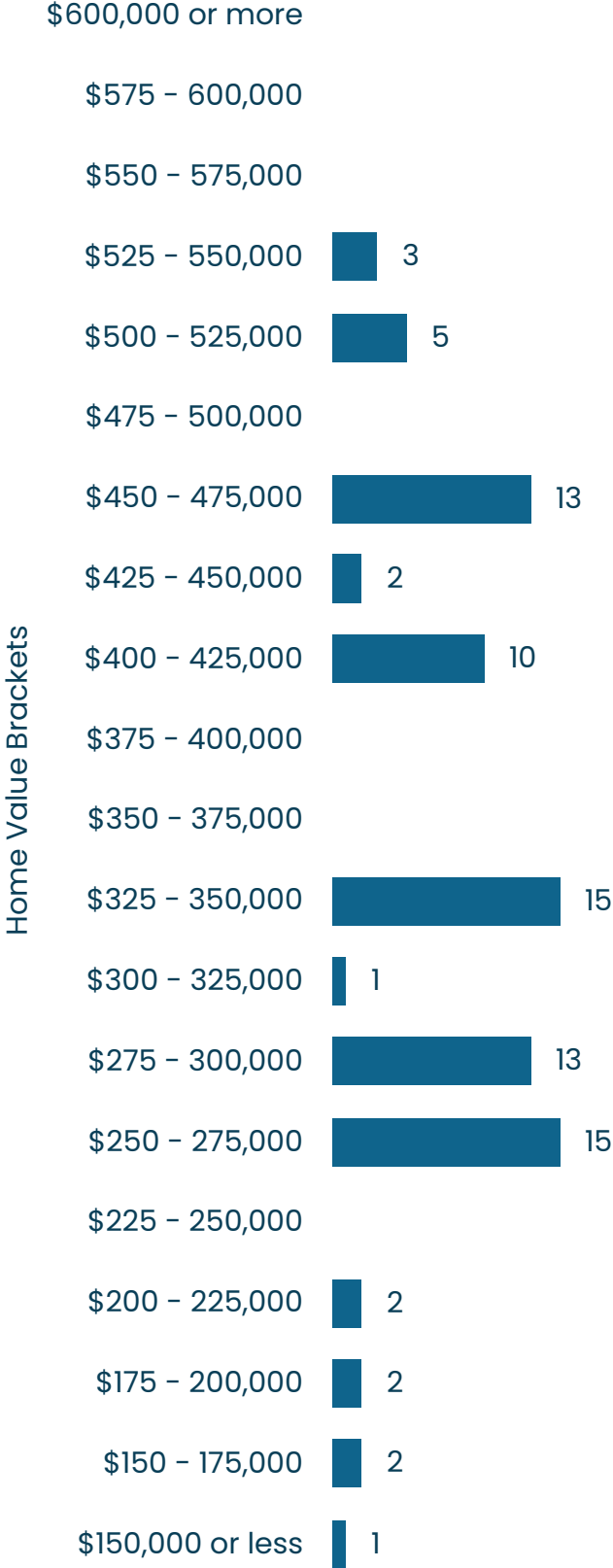
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

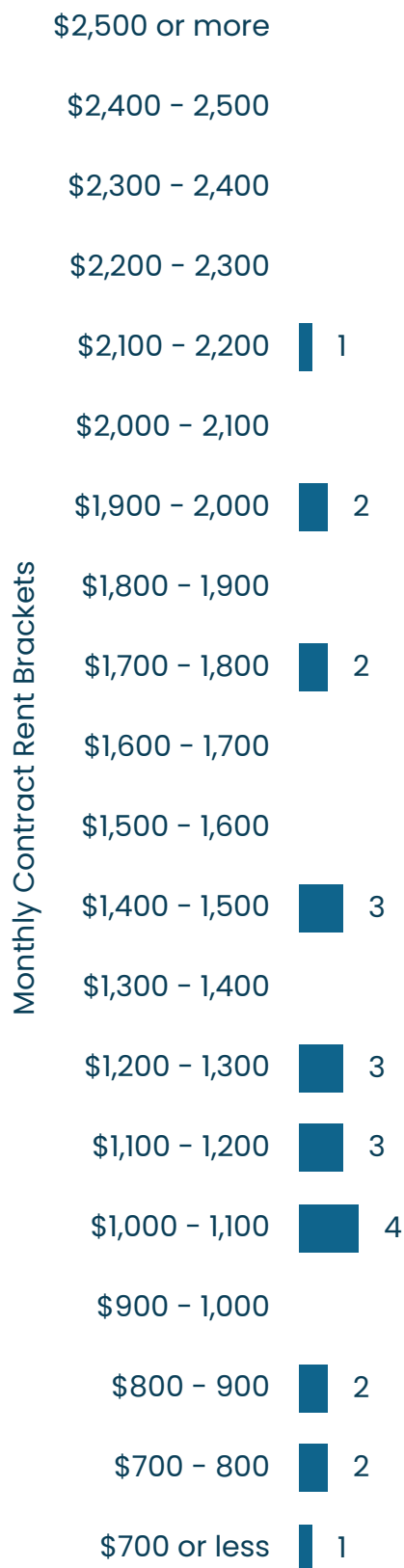
Codes	Renters	Share
A01 - J36	5	20%
K37 - Q63	13	60%
Q64 - S71	<u>5</u>	<u>20%</u>
Total	23	100%

Home Value Tolerance | Geneva Twp Aggressive New Builds | Year 2025



Geneva Township
(no villages)
...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.
...
Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Geneva Twp Aggressive New Builds | Year 2025



Geneva Township
(no villages).

...

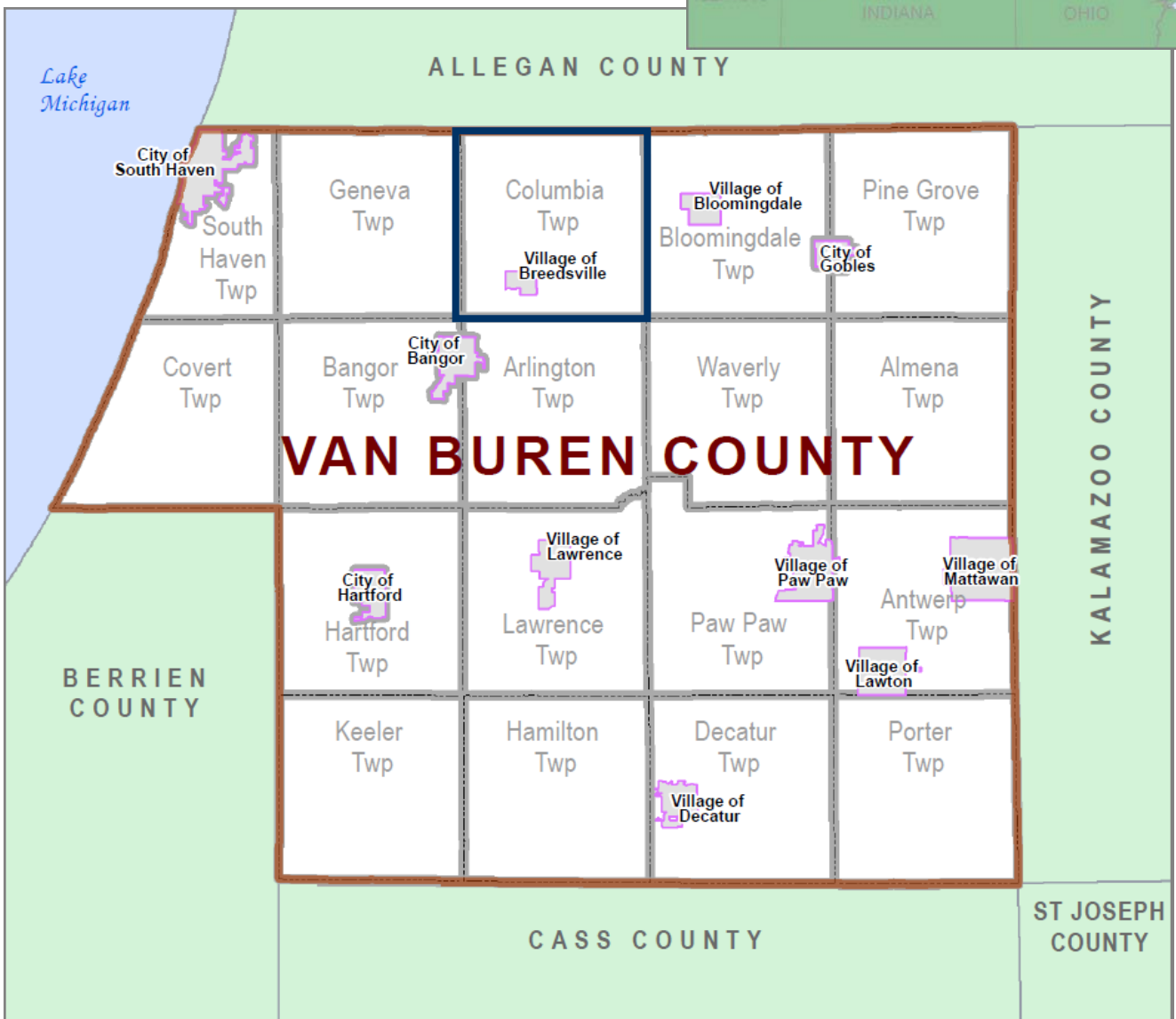
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

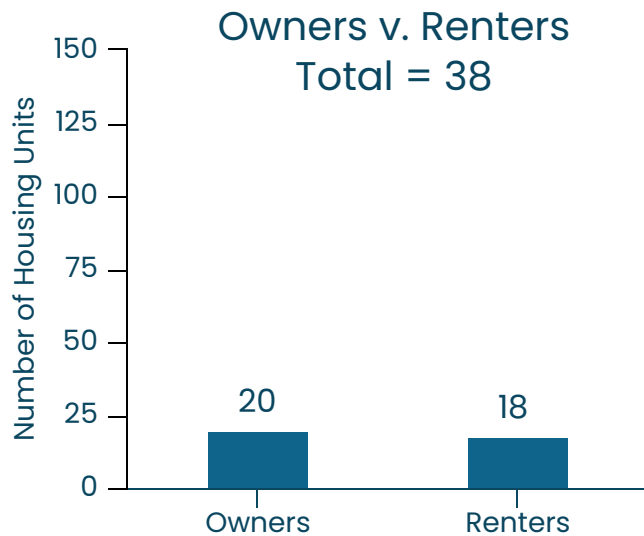
Section 1-E



Van Buren County Hazard Mitigation Plan

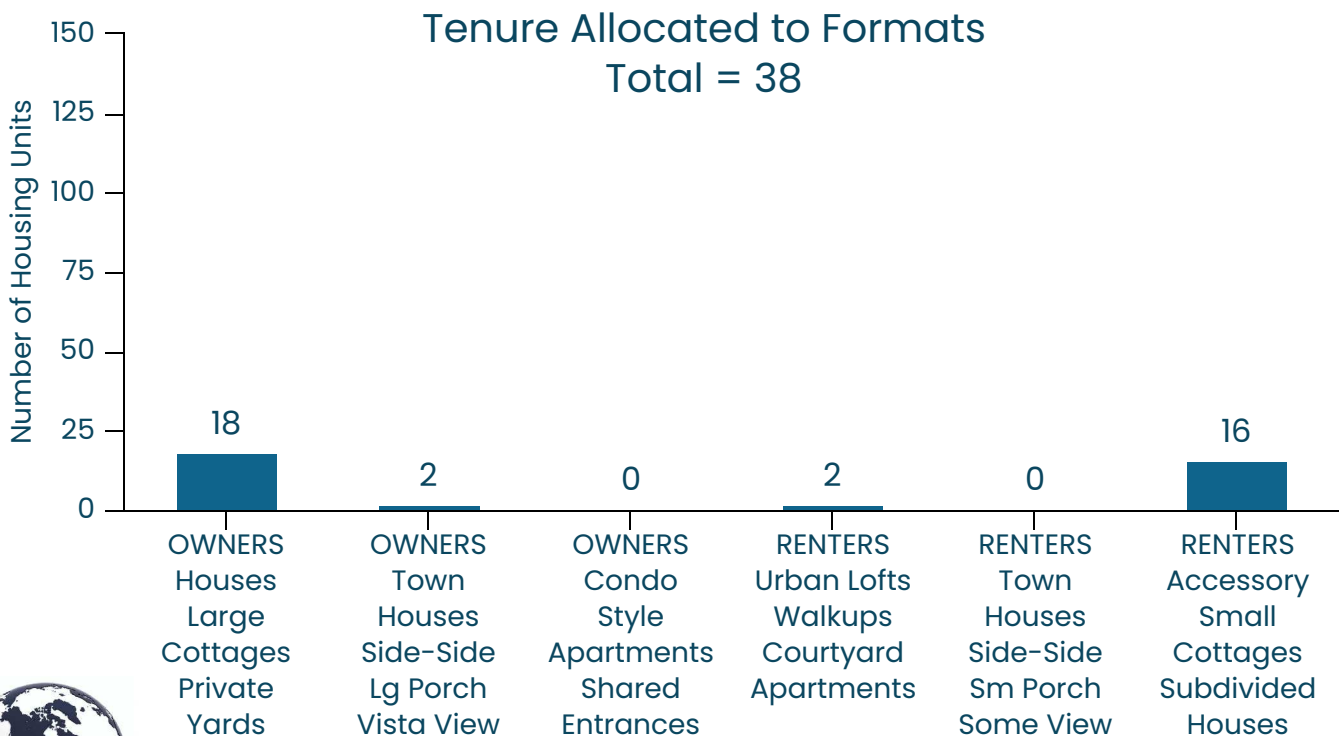
Annual Market Potential | Columbia Twp

Conservative New Builds | Year 2025



With the Village of Breedsville.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

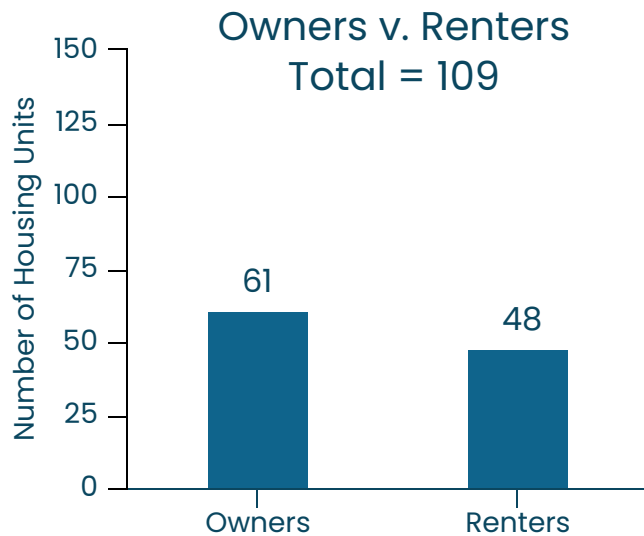
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

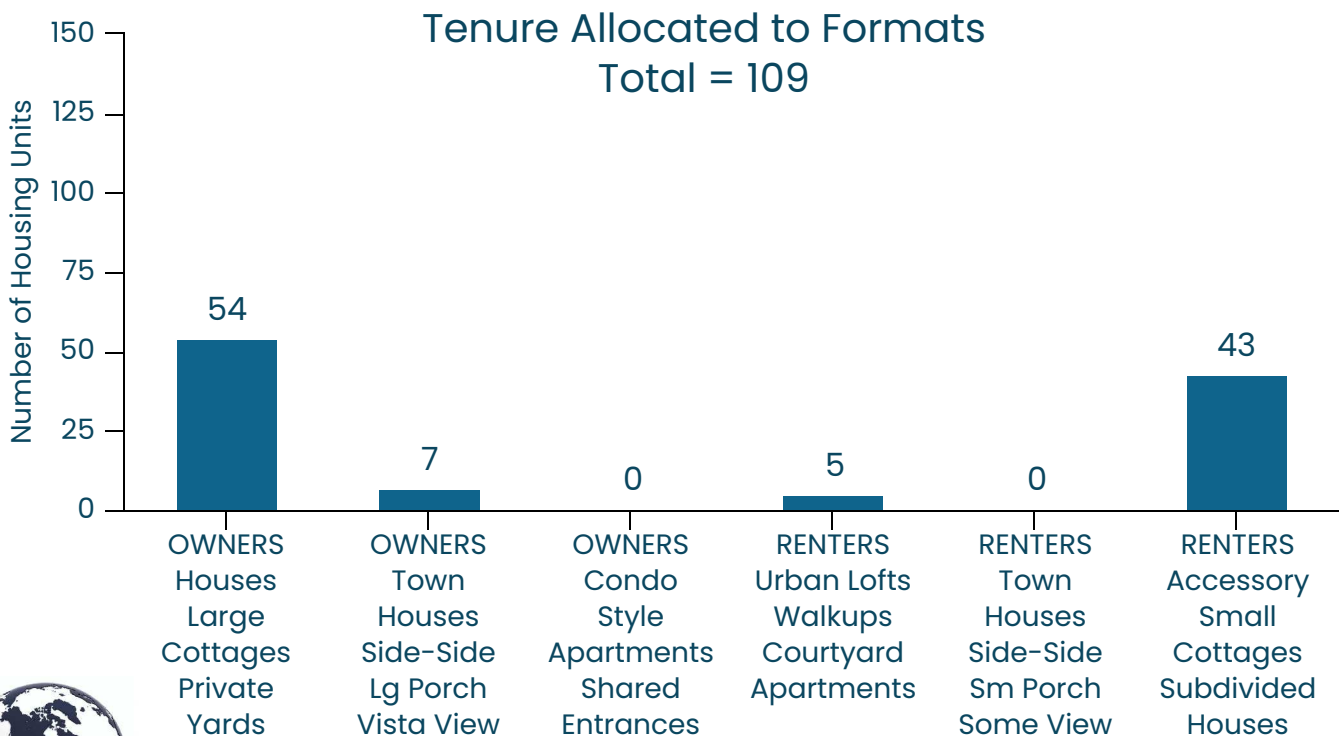
Annual Market Potential | Columbia Twp

Aggressive New Builds | Year 2025



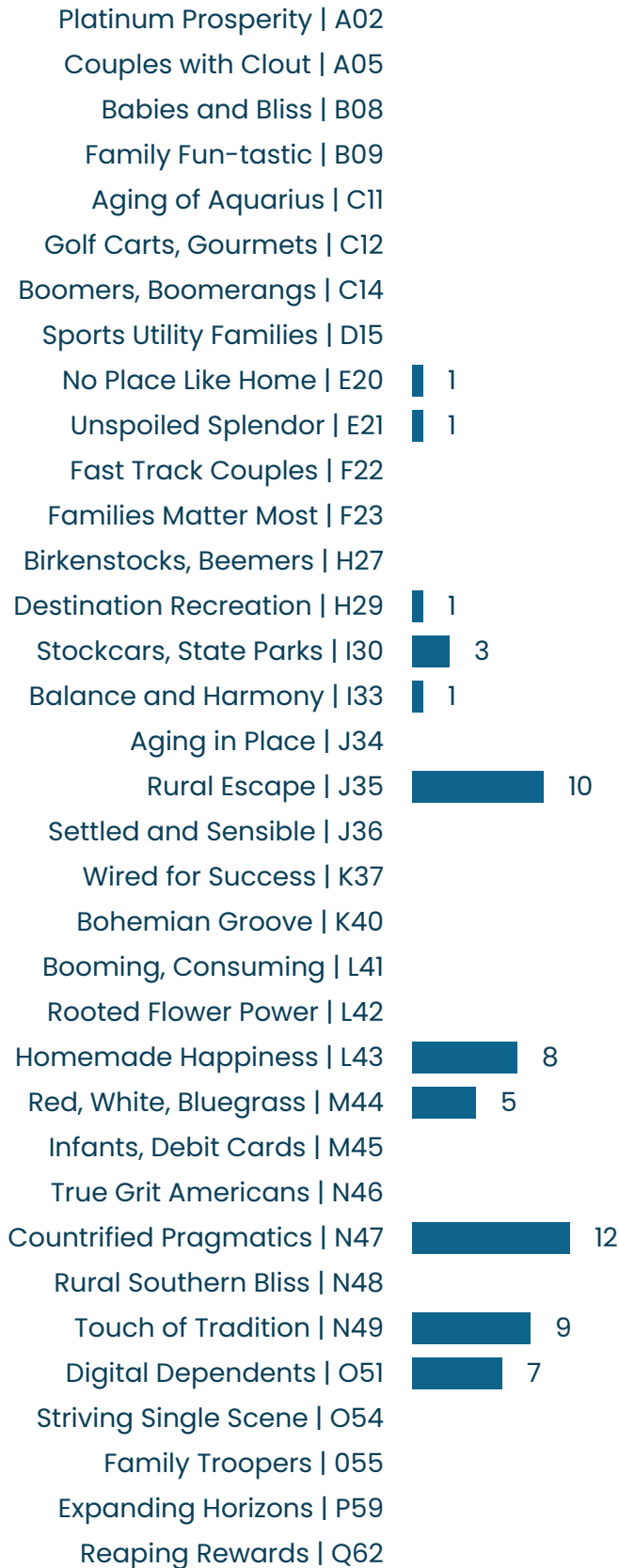
With the Village of
Breedsville.
...
Aggressive
Scenario.
New builds
with reopening
of the
Palisades
Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Columbia Twp Aggressive New Builds | Year 2025

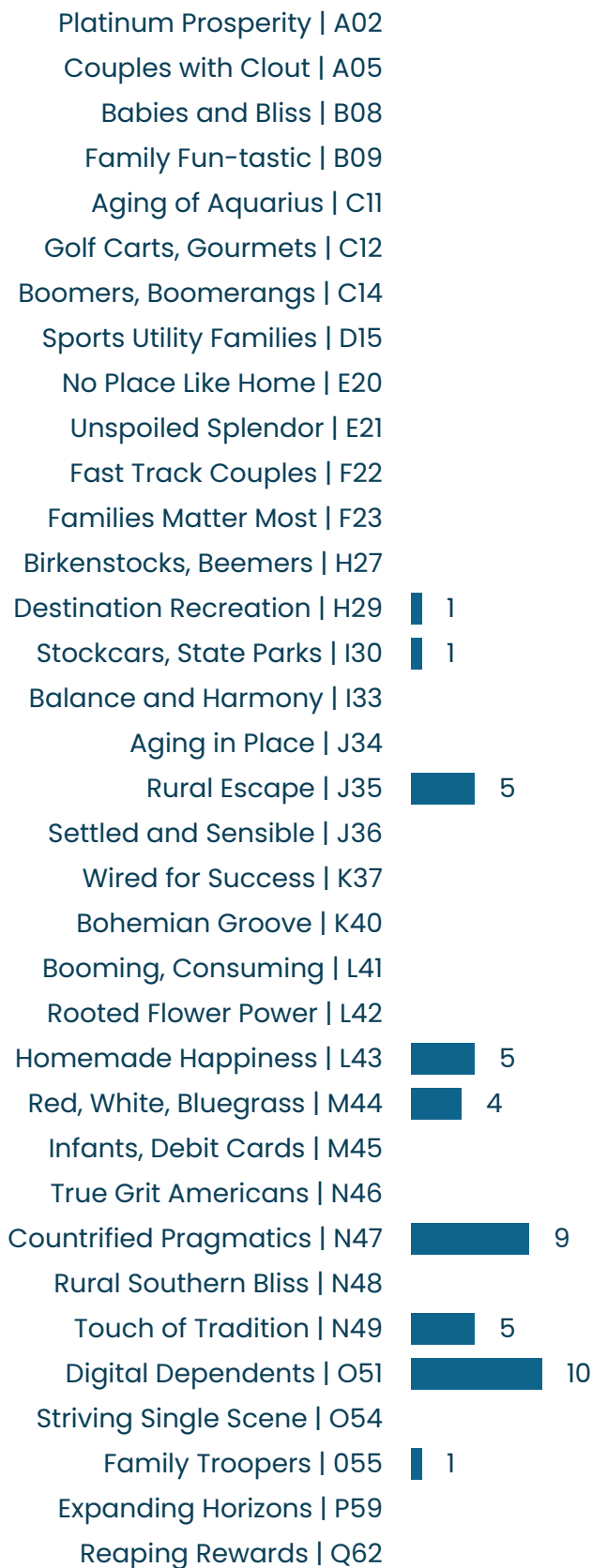


With the
Village of Breedsville.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	17	30%
K37 - Q63	41	65%
Q64 - S71	<u>3</u>	<u>5%</u>
Total	61	100%

Annual Renter Potential | Columbia Twp Aggressive New Builds | Year 2025



With the
Village of Breedsville.

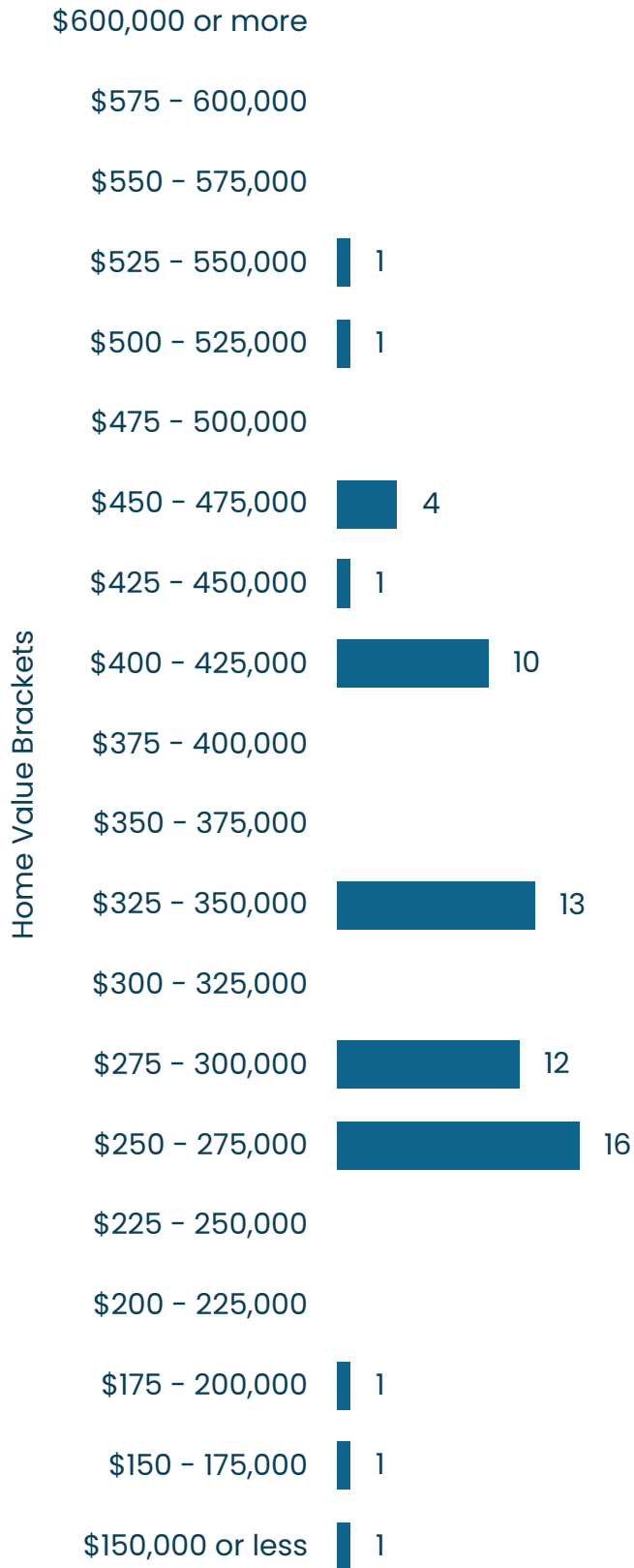
...
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	7	15%
K37 - Q63	34	70%
Q64 - S71	7	<u>15%</u>
Total	48	100%

Home Value Tolerance | Columbia Twp Aggressive New Builds | Year 2025



With the Village of
Breedsville.

...

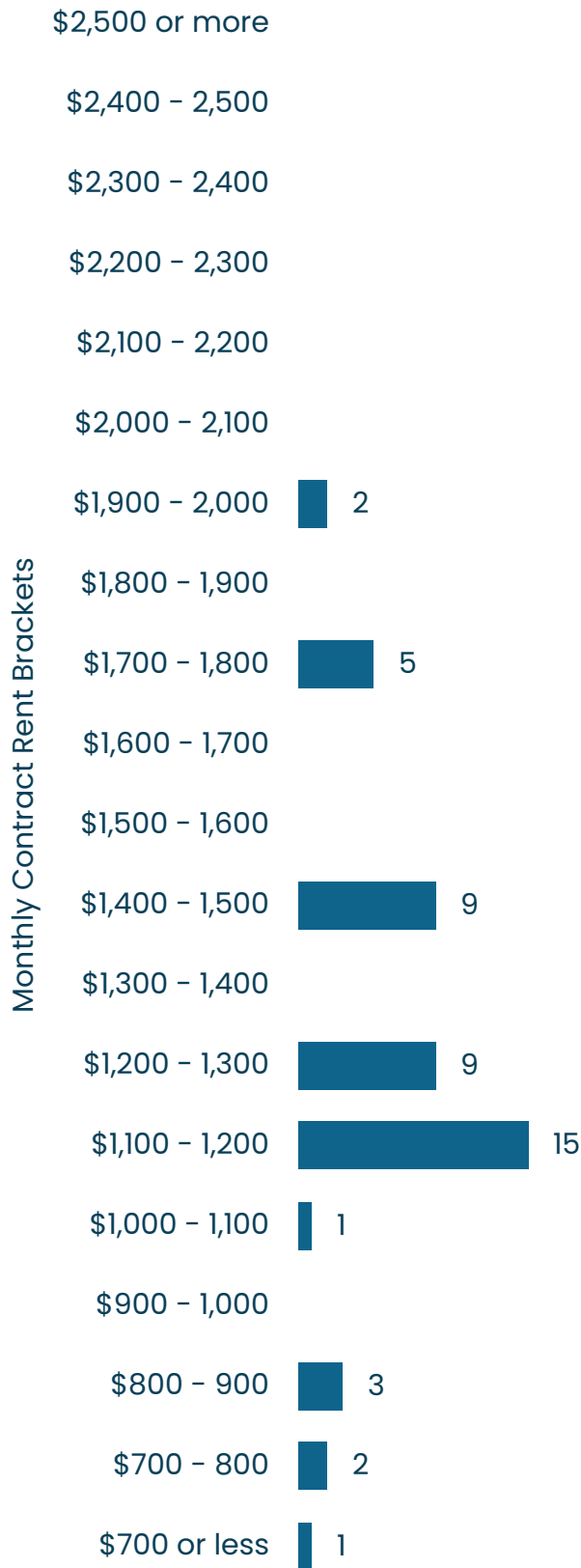
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Columbia Twp Aggressive New Builds | Year 2025



With the Village of
Breedsville.

...

Aggressive
Scenario.

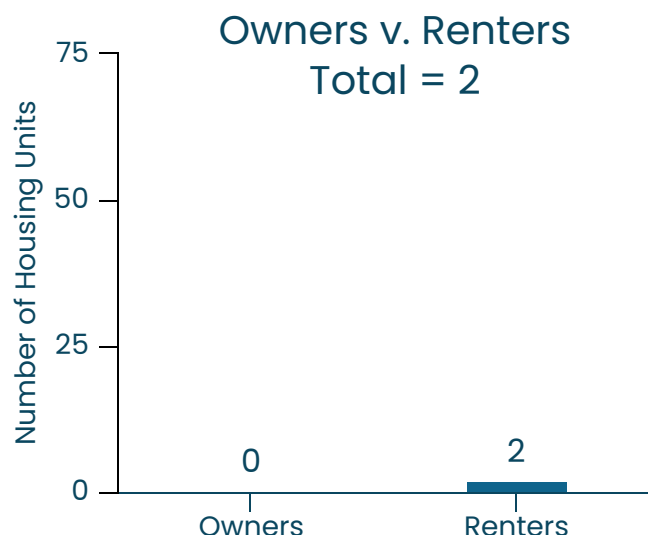
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

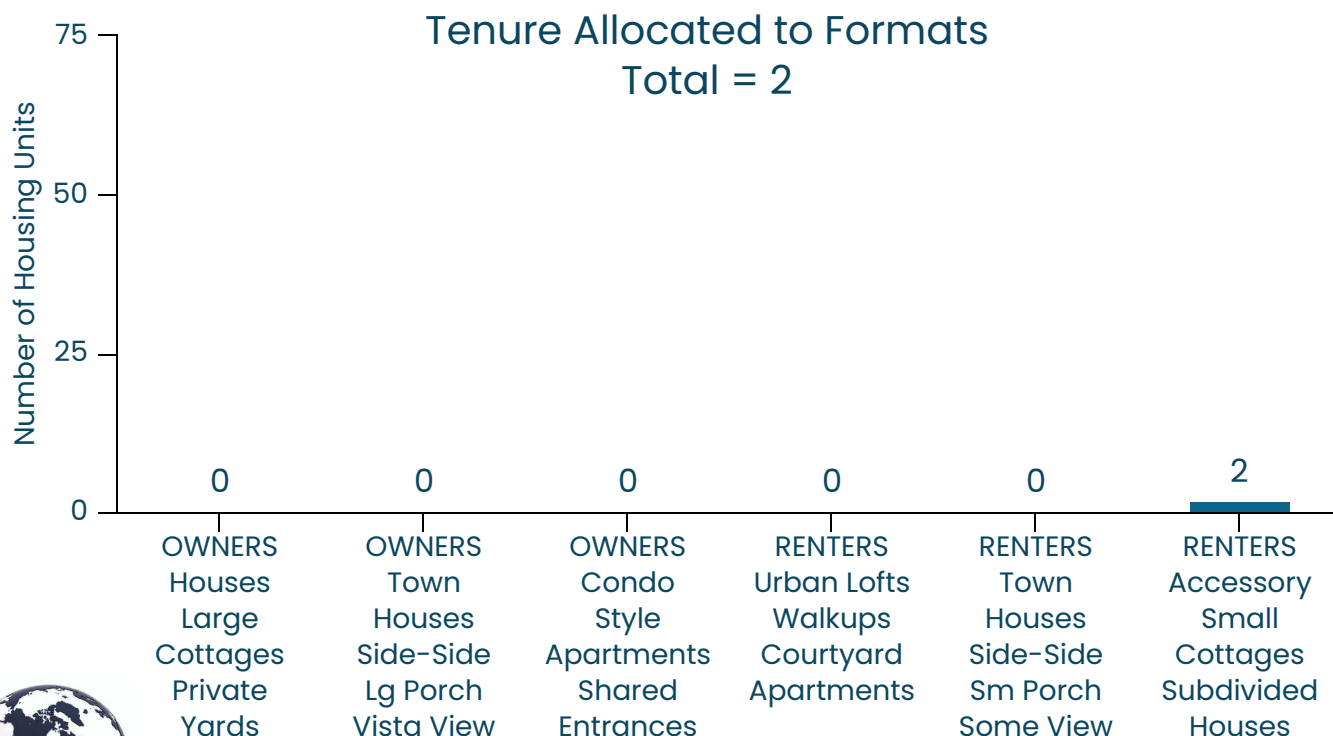
Annual Market Potential | Breedsville Village

Conservative New Builds | Year 2025



The Village of Breedsville only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

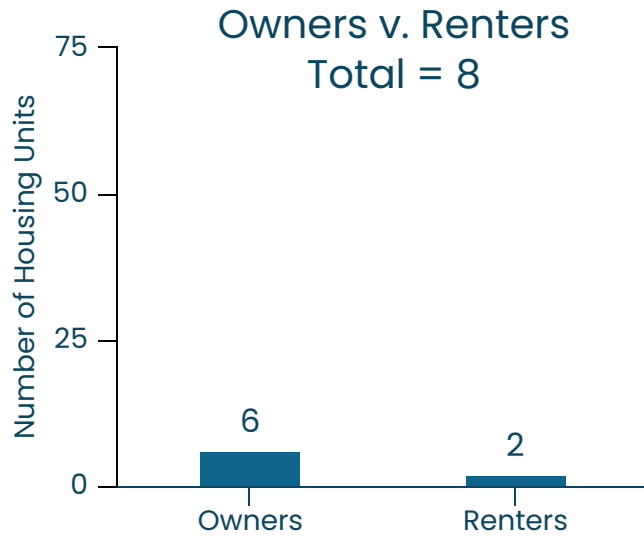
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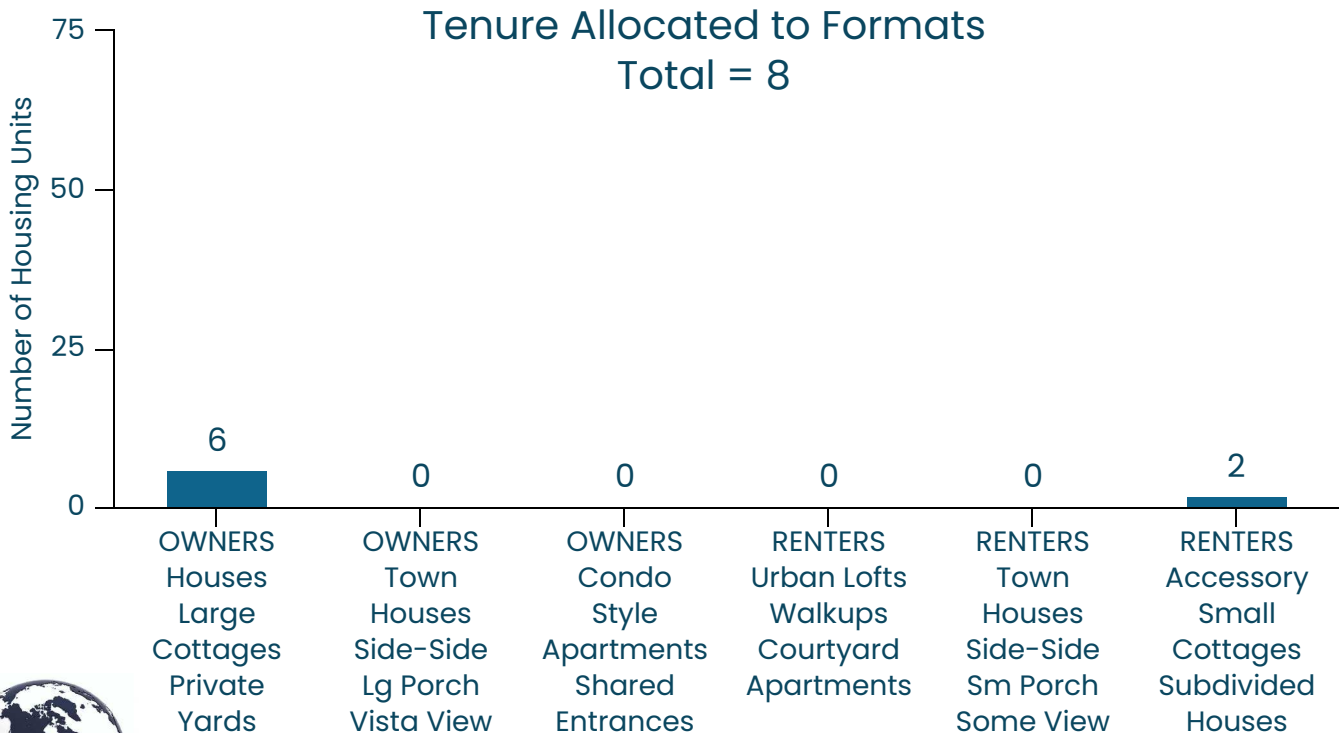
Annual Market Potential | Breedsville Village

Aggressive New Builds | Year 2025



The Village of Breedsville.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Breedsville Village Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 1
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 1
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 2
- Rural Southern Bliss | N48
- Touch of Tradition | N49 ■ 1
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

The Village of Breedsville only.

...

Aggressive Scenario.

New home buyers with reopening of the Palisades Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	1	15%
K37 - Q63	5	85%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	6	100%

Annual Renter Potential | Breedsville Village Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

The Village of
Breedsville only.

...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	0	0%
K37 - Q63	2	100%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	2	100%

Home Value Tolerance | Breedsville Village Aggressive New Builds | Year 2025



The Village of
Breedsville only.

...

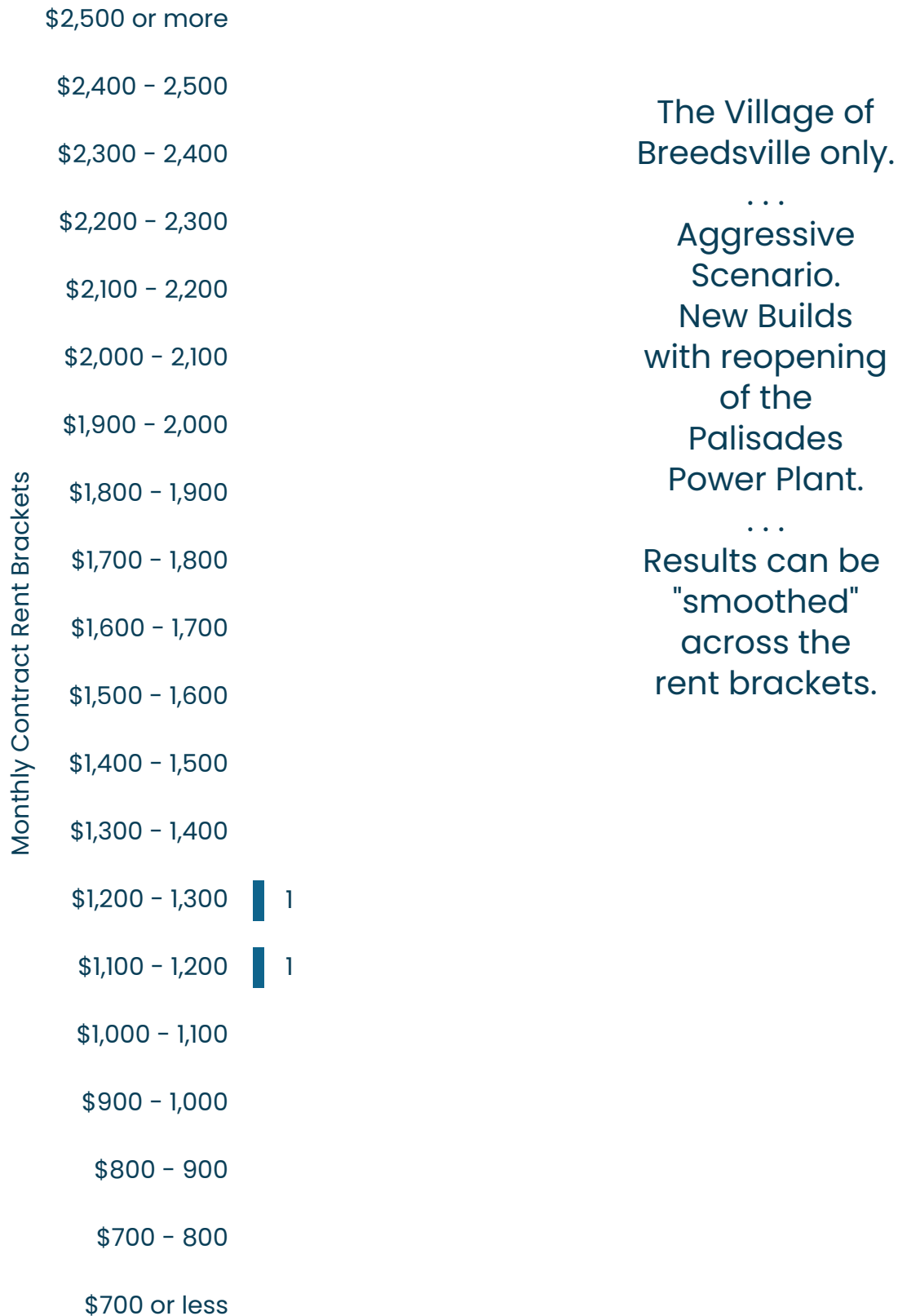
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

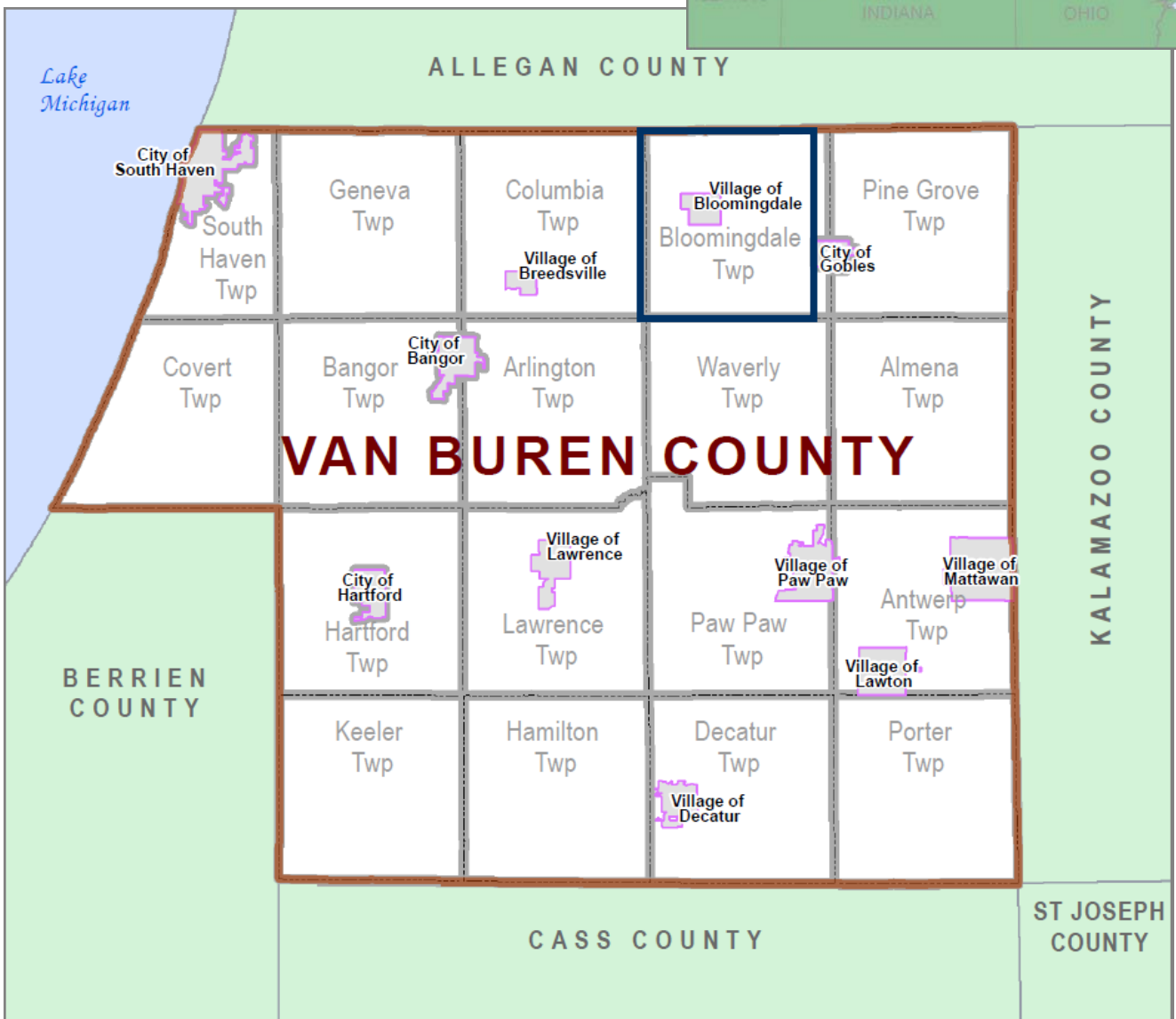
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Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Breedsville Village Aggressive New Builds | Year 2025



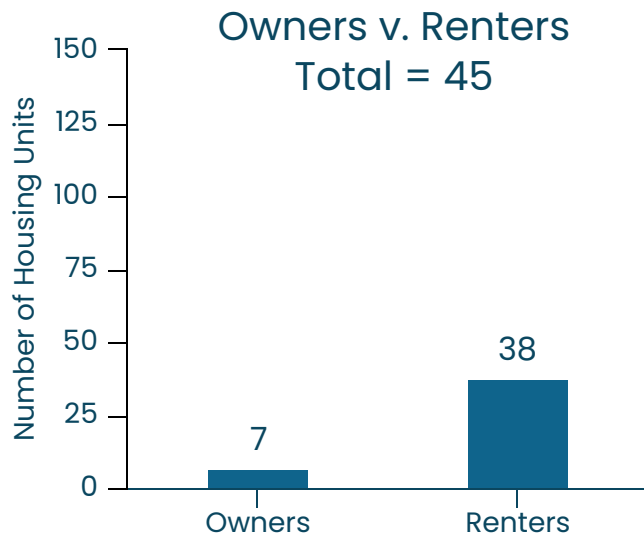
Section 1-F



Van Buren County Hazard Mitigation Plan

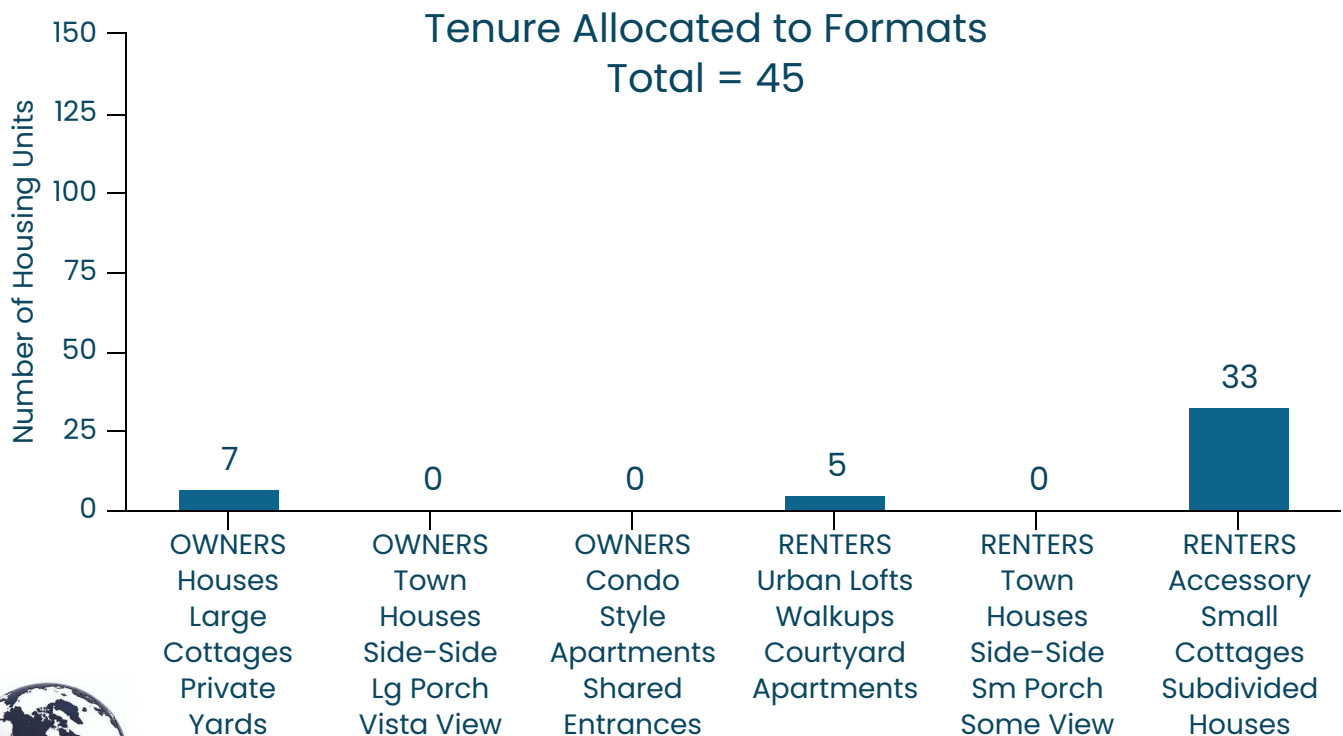
Annual Market Potential | Bloomingdale Twp

Conservative New Builds | Year 2025



With the Village of Bloomingdale.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

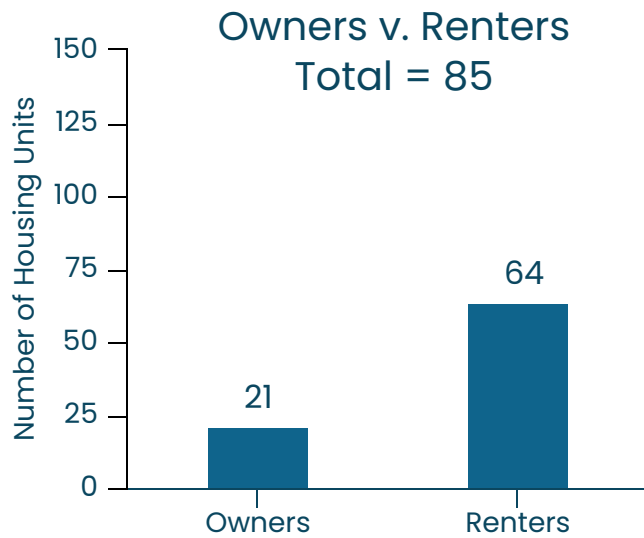
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Annual Market Potential | Bloomingdale Twp

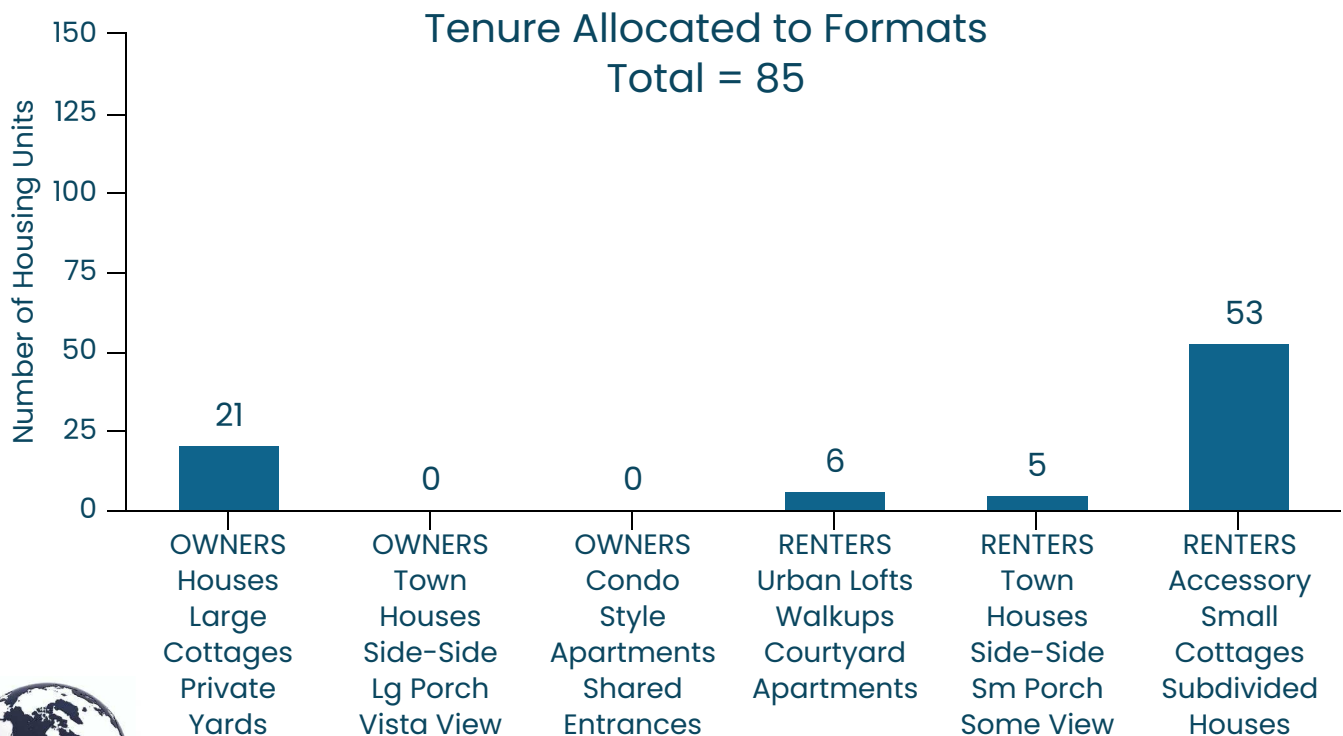
Aggressive New Builds | Year 2025



With the Village of Bloomingdale.

...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Bloomingdale Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	1
Unspoiled Splendor E21	1
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	1
Stockcars, State Parks I30	2
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	3
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	3
Red, White, Bluegrass M44	2
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	3
Rural Southern Bliss N48	
Touch of Tradition N49	1
Digital Dependents O51	3
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

With the Village
of Bloomingdale.

...

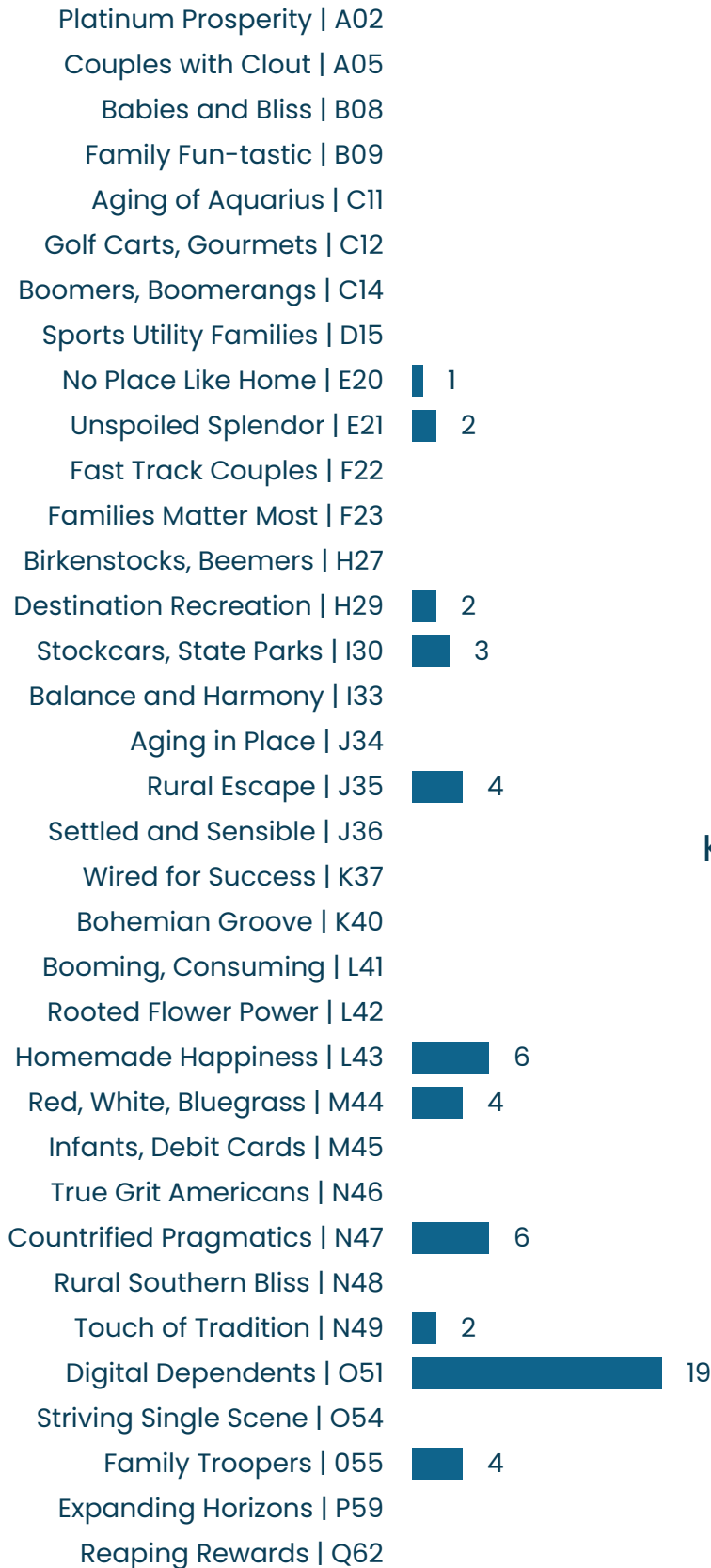
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	8	40%
K37 - Q63	12	55%
Q64 - S71	1	<u>5%</u>
Total	21	100%

Annual Renter Potential | Bloomingdale Twp Aggressive New Builds | Year 2025



With the Village
of Bloomingdale.

...

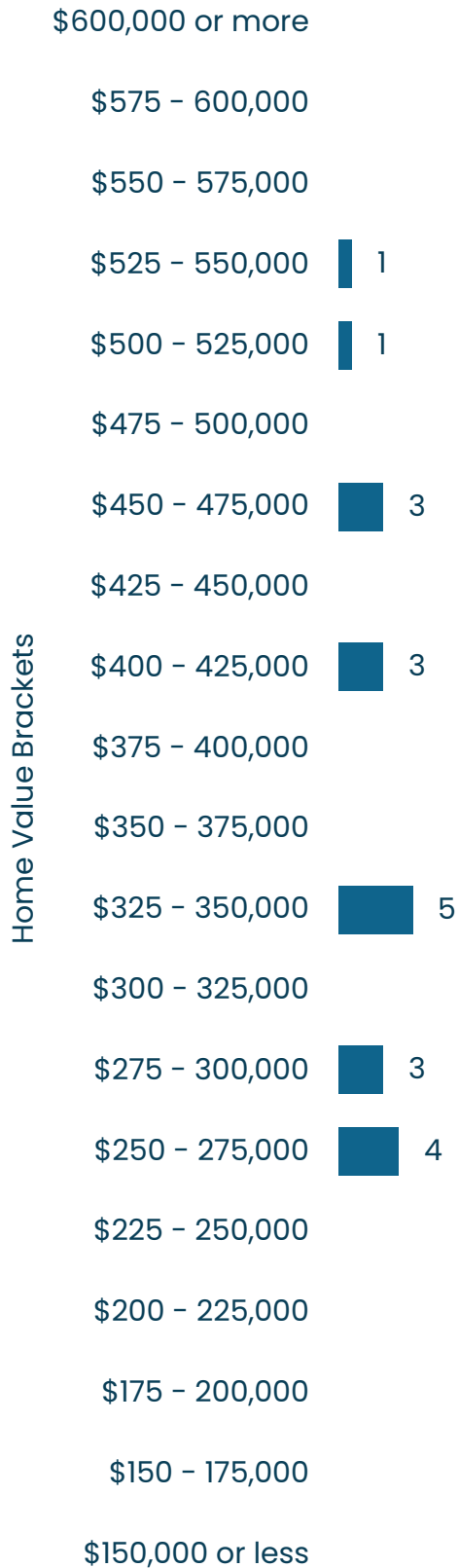
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	12	20%
K37 - Q63	41	65%
Q64 - S71	<u>11</u>	<u>15%</u>
Total	64	100%

Home Value Tolerance | Bloomingdale Twp Aggressive New Builds | Year 2025



With the Village of
Bloomingdale.

...

Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Bloomingdale Twp Aggressive New Builds | Year 2025



With the Village of
Bloomingdale.

...

Aggressive
Scenario.

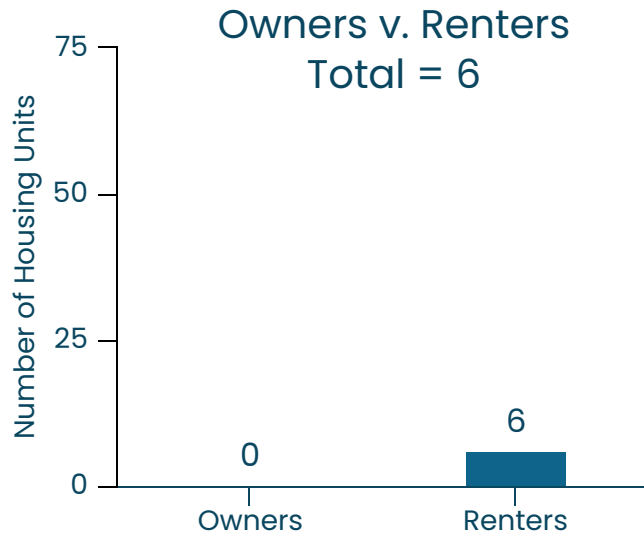
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

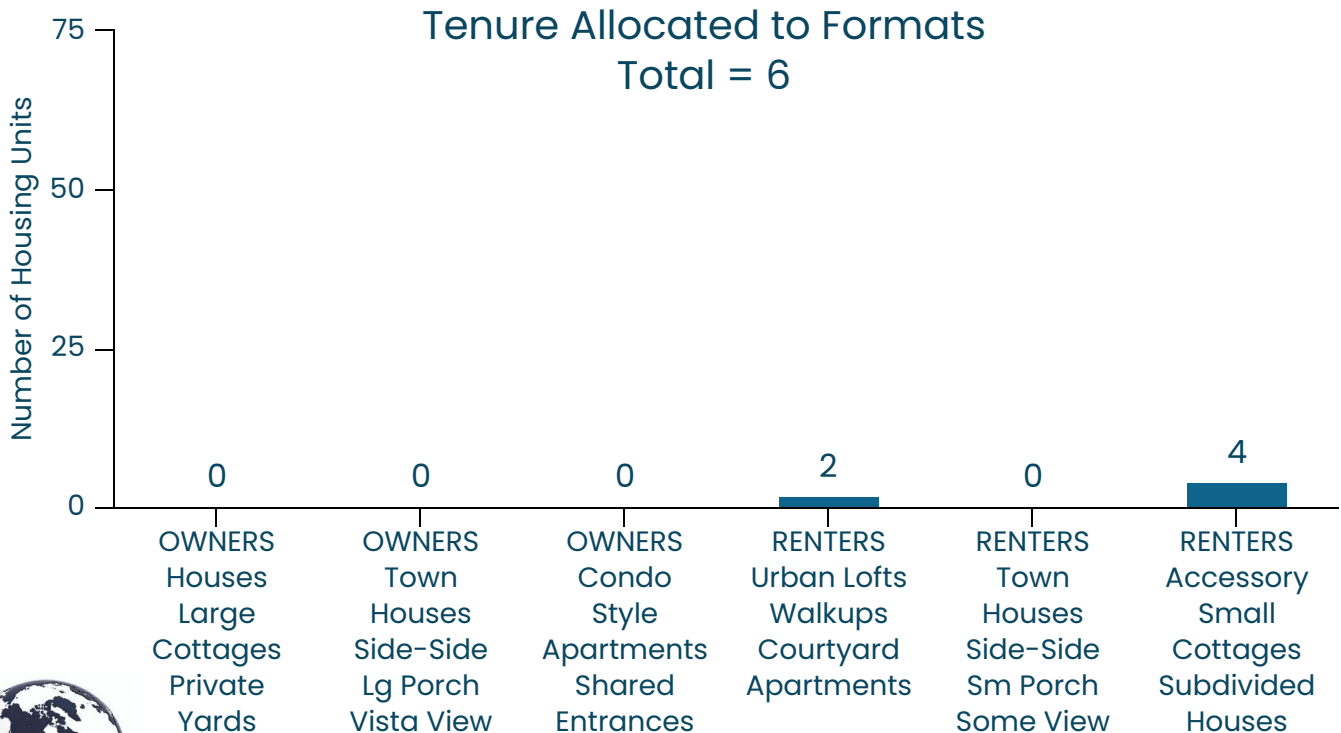
Annual Market Potential | Bloomingdale Village

Conservative New Builds | Year 2025



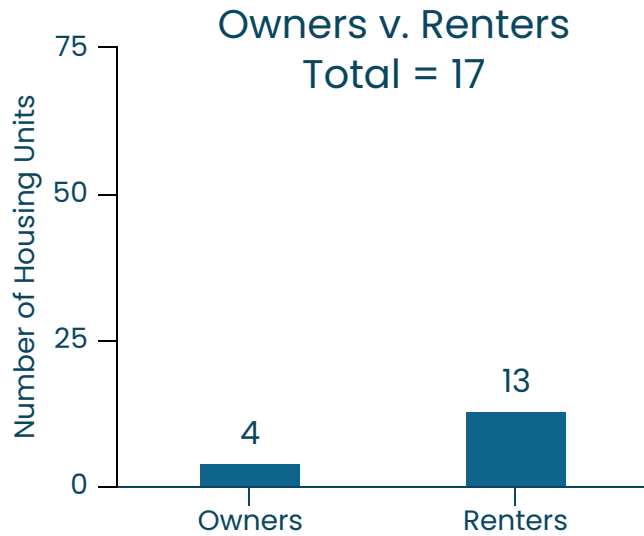
The Village of Bloomingdale only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

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Annual Market Potential | Bloomingdale Village

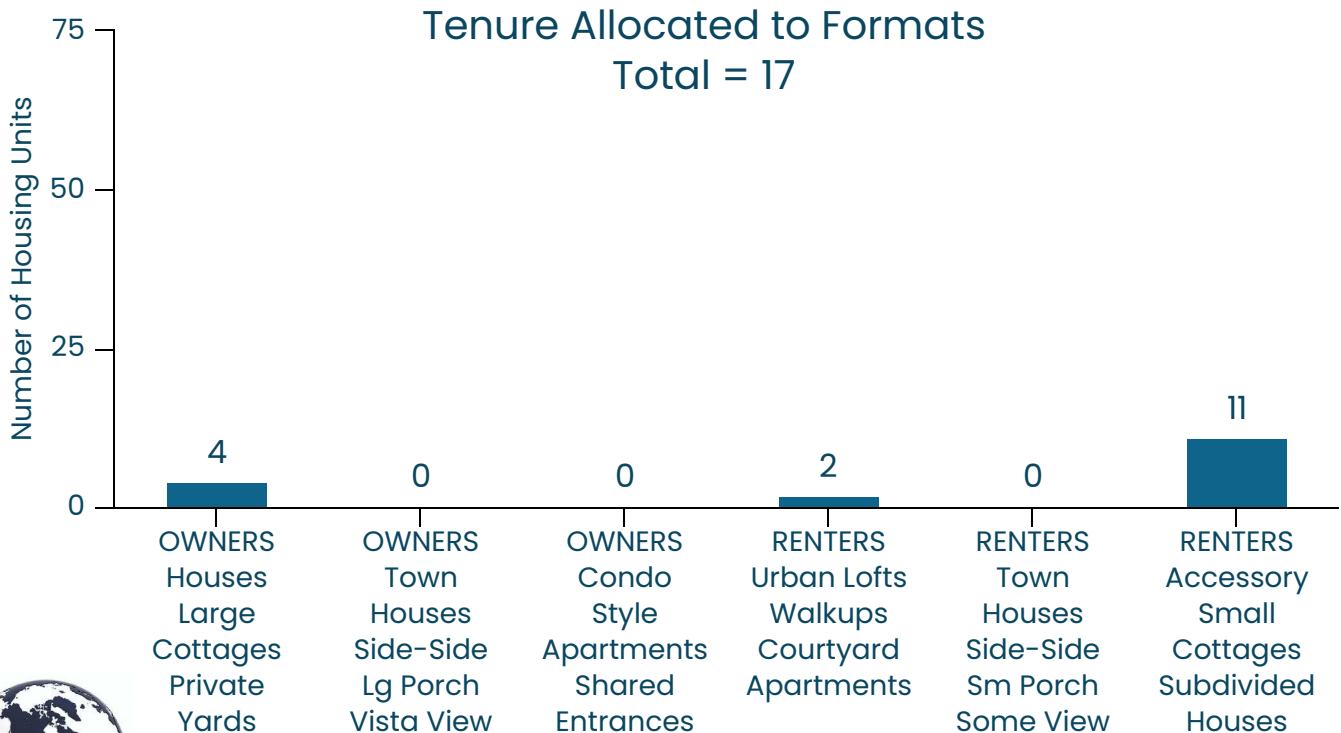
Aggressive New Builds | Year 2025



The Village of Bloomingdale only.

...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Bloomingdale Village Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 1
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 1
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

The Village of
Bloomingdale only.

...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	1	25%
K37 - Q63	3	75%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	4	100%

Annual Renter Potential | Bloomingdale Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	■ 1
Stockcars, State Parks I30	■ 1
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	■ 1
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	■ 1
Red, White, Bluegrass M44	■ 1
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	■ 1
Rural Southern Bliss N48	
Touch of Tradition N49	■ 1
Digital Dependents O51	■ 3
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Bloomingdale only.

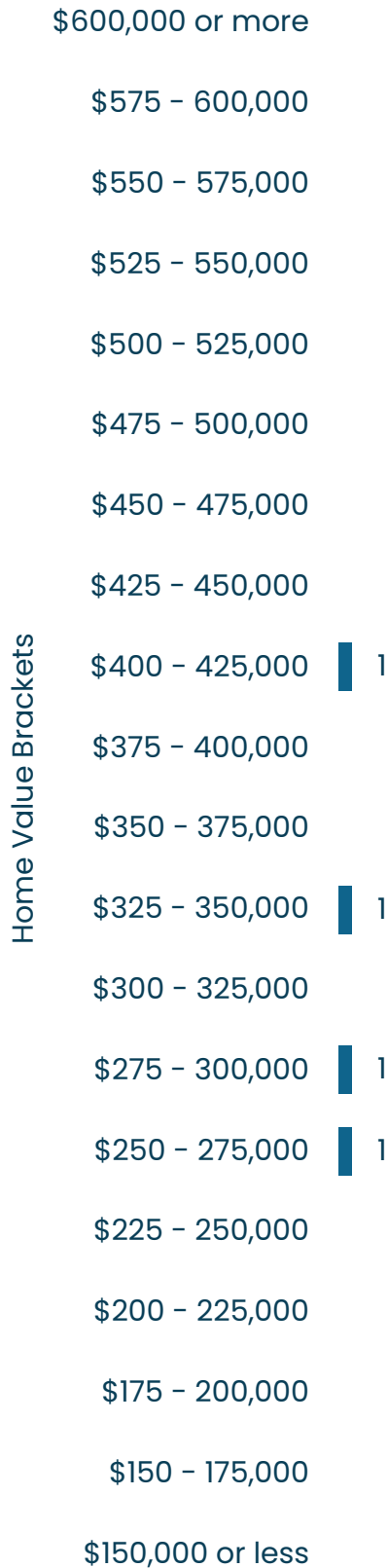
...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	3	25%
K37 - Q63	7	50%
Q64 - S71	<u>3</u>	<u>25%</u>
Total	13	100%

Home Value Tolerance | Bloomingdale Village Aggressive New Builds | Year 2025



The Village of
Bloomingdale only.

...

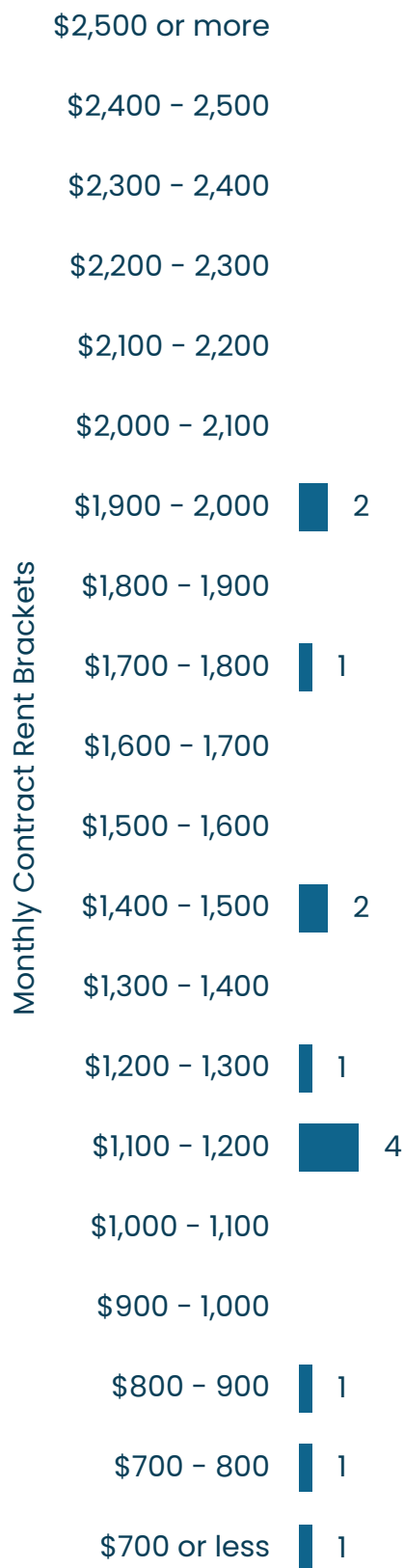
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Bloomingdale Village Aggressive New Builds | Year 2025



The Village of
Bloomingdale only.

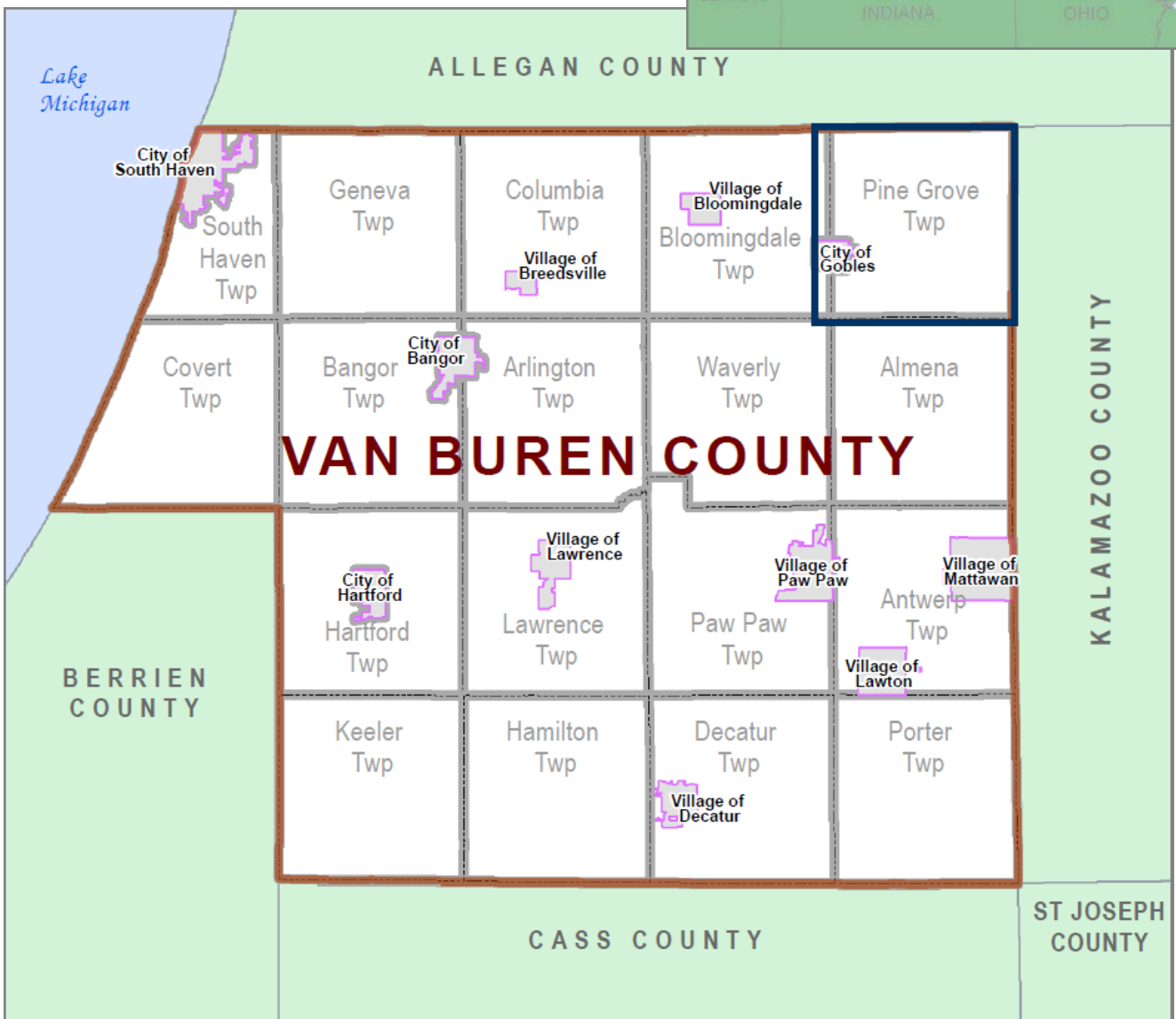
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

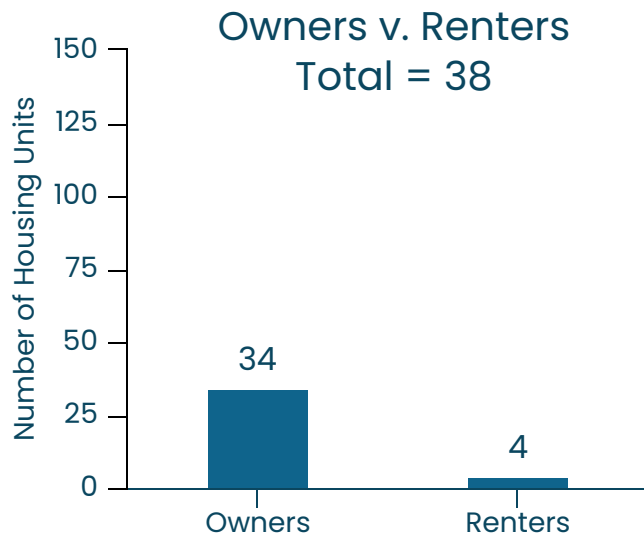
Section 1-G



Van Buren County Hazard Mitigation Plan

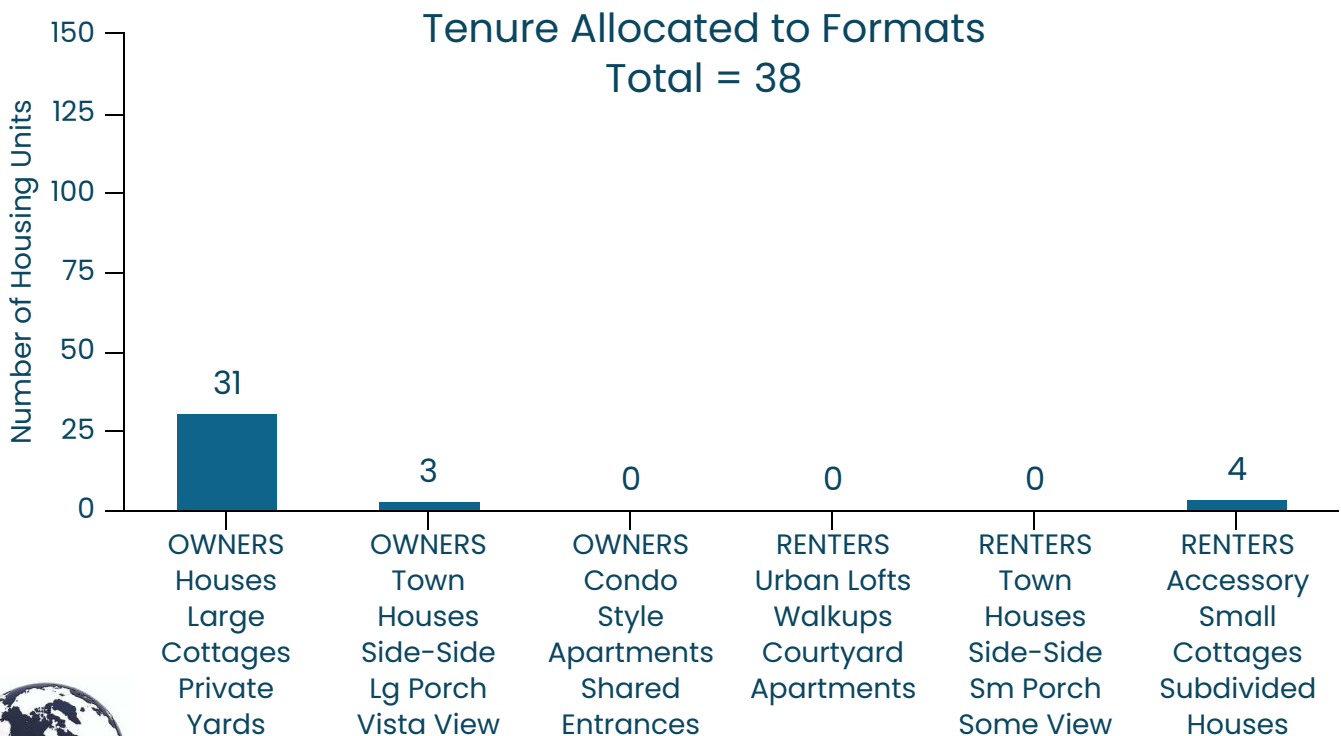
Annual Market Potential | Pine Grove Twp

Conservative New Builds | Year 2025



Pine Grove Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

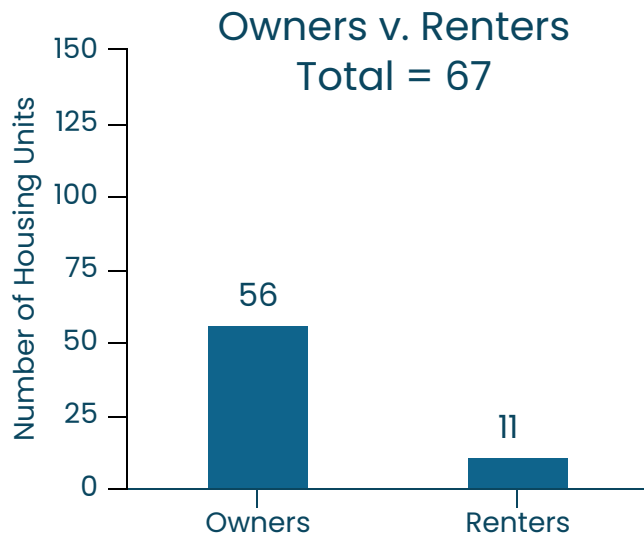
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

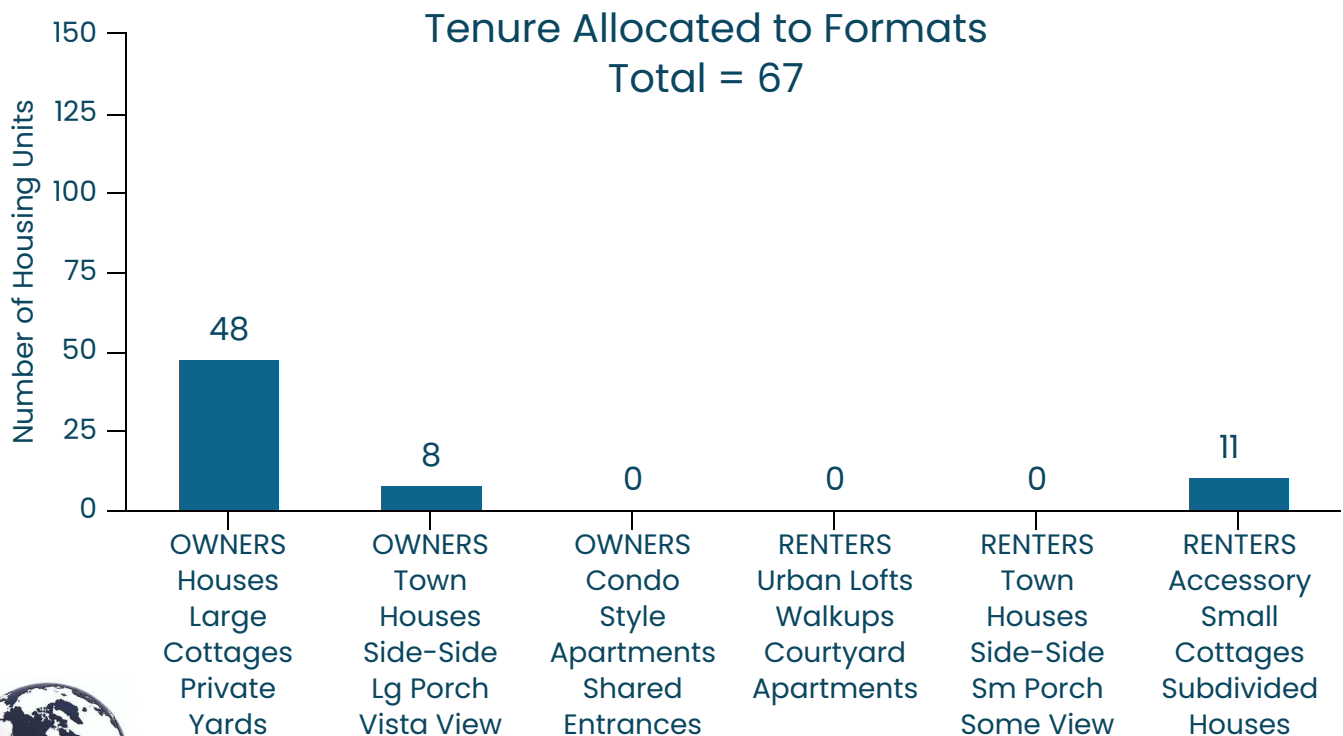
Annual Market Potential | Pine Grove Twp

Aggressive New Builds | Year 2025



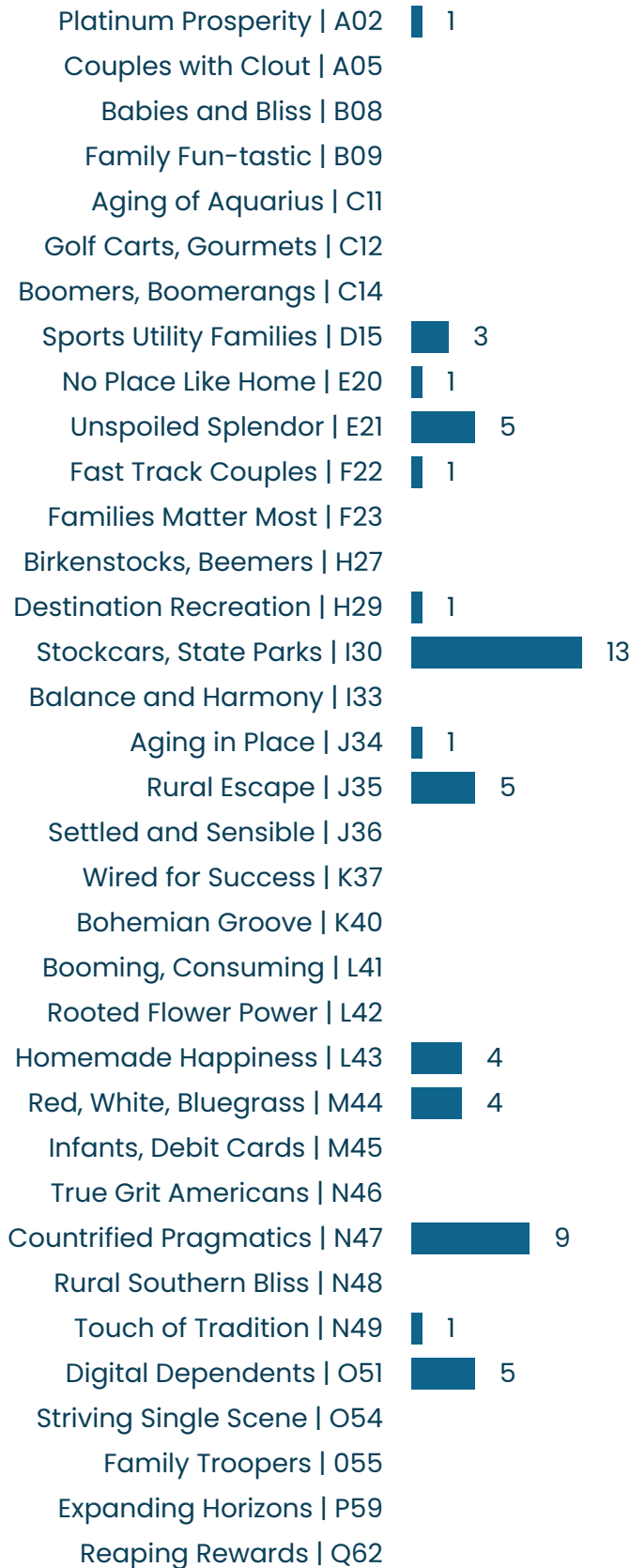
Pine Grove Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Pine Grove Twp Aggressive New Builds | Year 2025



Excludes the
City of Gobles.

...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	31	55%
K37 - Q63	23	40%
Q64 - S71	<u>2</u>	<u>5%</u>
Total	56	100%

Annual Renter Potential | Pine Grove Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	1
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	3
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	1
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	1
Red, White, Bluegrass M44	1
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	2
Rural Southern Bliss N48	
Touch of Tradition N49	
Digital Dependents O51	2
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

Excludes the
City of Gobles.

...

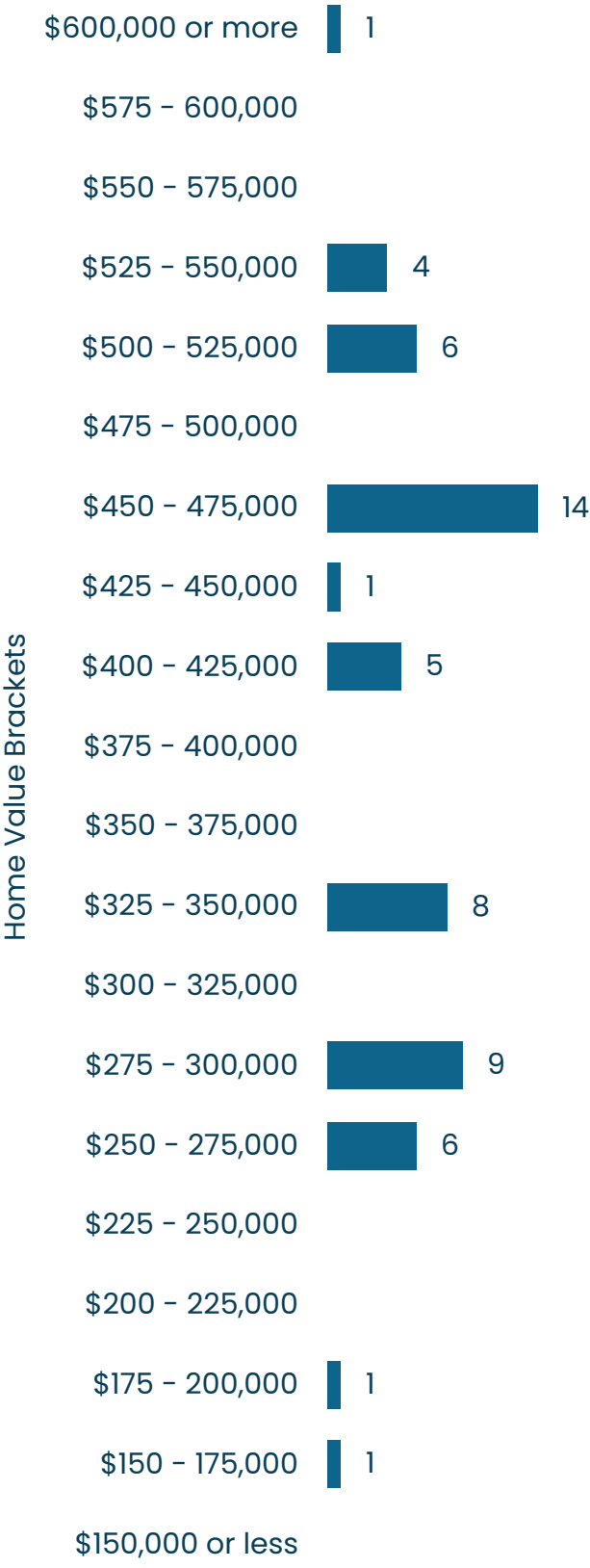
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

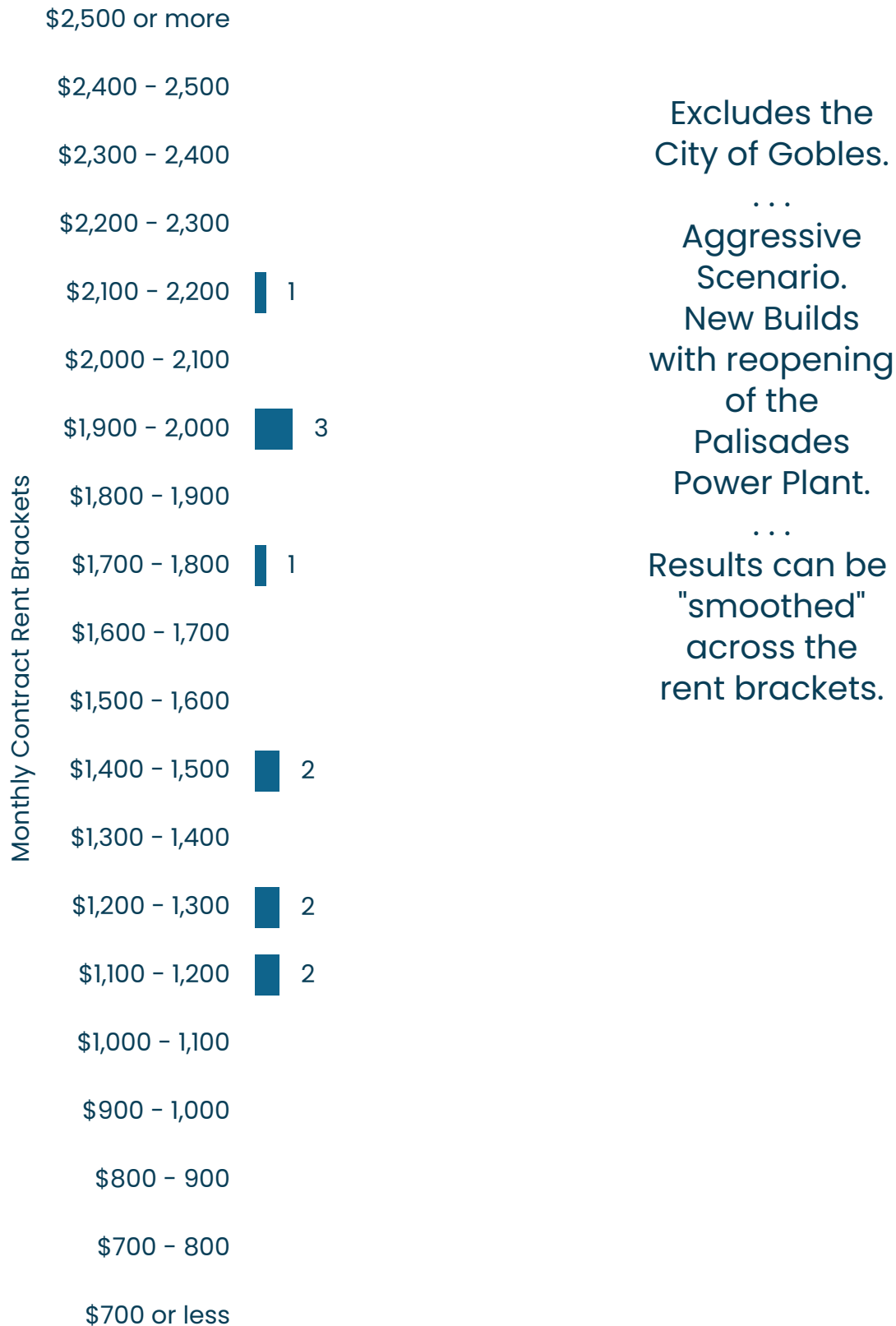
Codes	Renters	Share
A01 - J36	5	45%
K37 - Q63	36	55%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	11	100%

Home Value Tolerance | Pine Grove Twp Aggressive New Builds | Year 2025



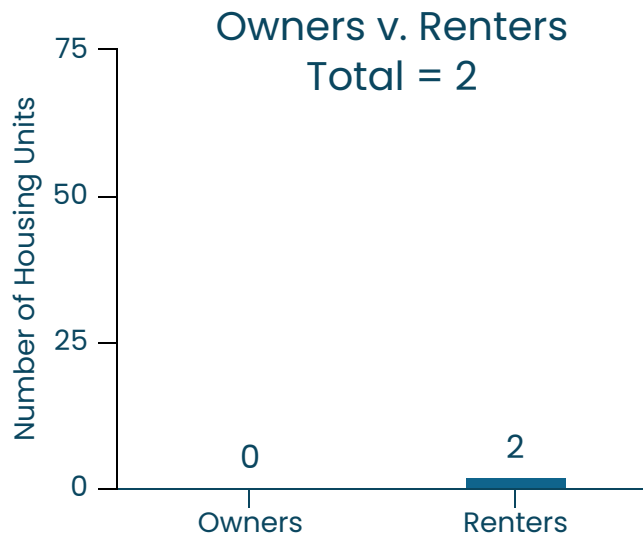
Excludes
the City of Gobles.
...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.
...
Results may be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Pine Grove Twp Aggressive New Builds | Year 2025



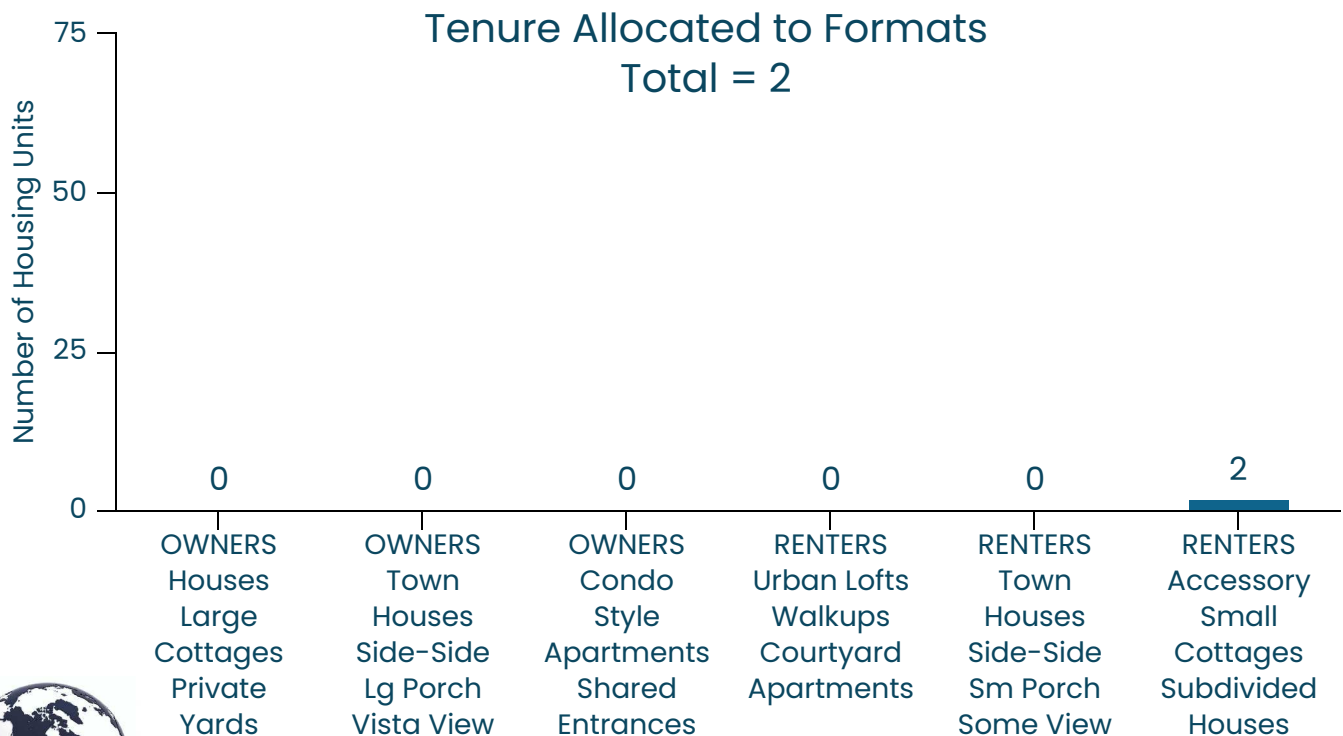
Annual Market Potential | Gobles City

Conservative New Builds | Year 2025



The City of Gobles only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

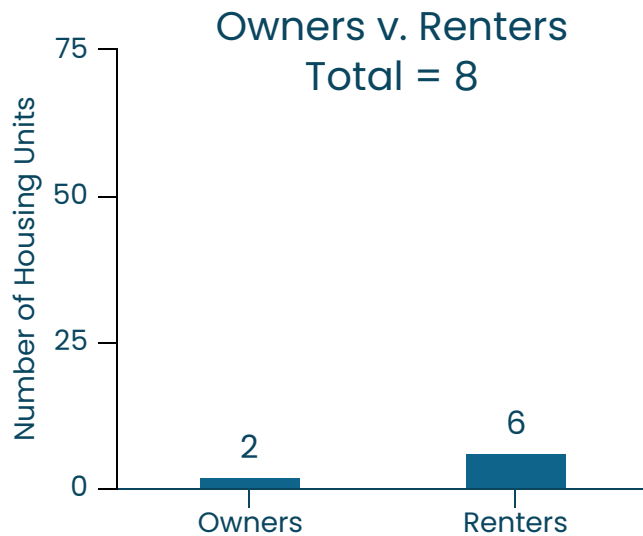
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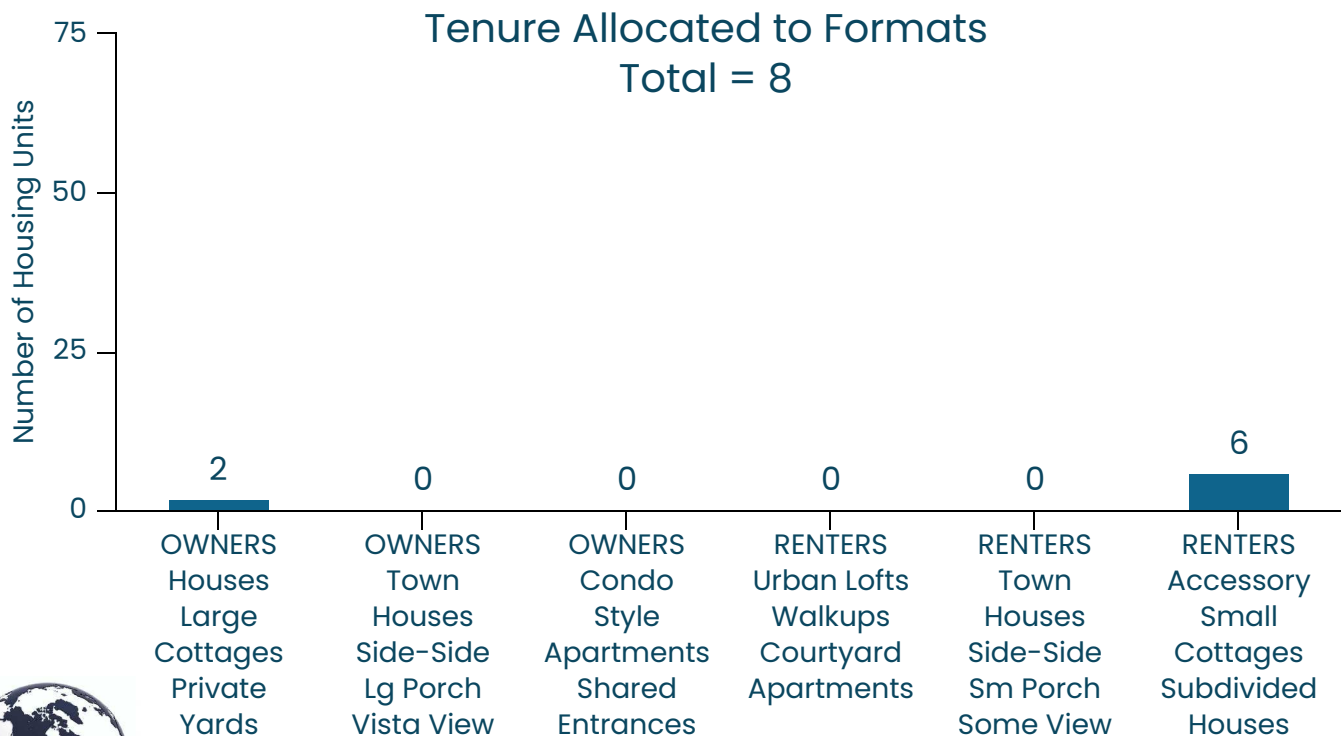
Annual Market Potential | Gobles City

Aggressive New Builds | Year 2025



The City of Gobles only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Gobles City Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | 055
- Expanding Horizons | P59
- Reaping Rewards | Q62

The City of
Gobles only.

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	0	0%
K37 - Q63	2	100%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	2	100%

Annual Renter Potential | Gobles City Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
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- Fast Track Couples | F22
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- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 1
- Red, White, Bluegrass | M44 ■ 1
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 3
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

The City of
Gobles only.

...

Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	0	0%
K37 - Q63	6	100%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	6	100%

Home Value Tolerance | Gobles City Aggressive New Builds | Year 2025

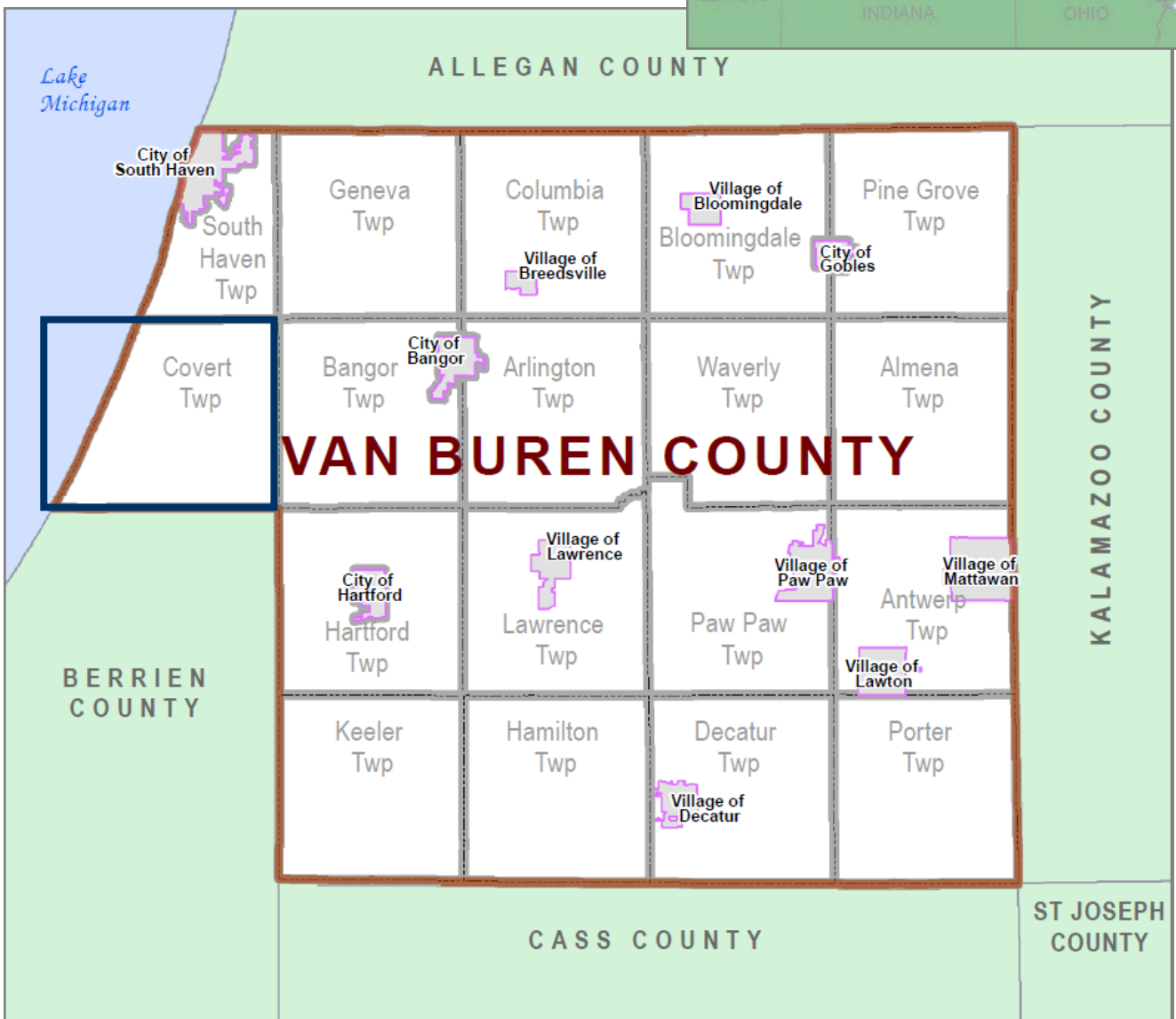


Monthly Rent Tolerance | Gobles City Aggressive New Builds | Year 2025



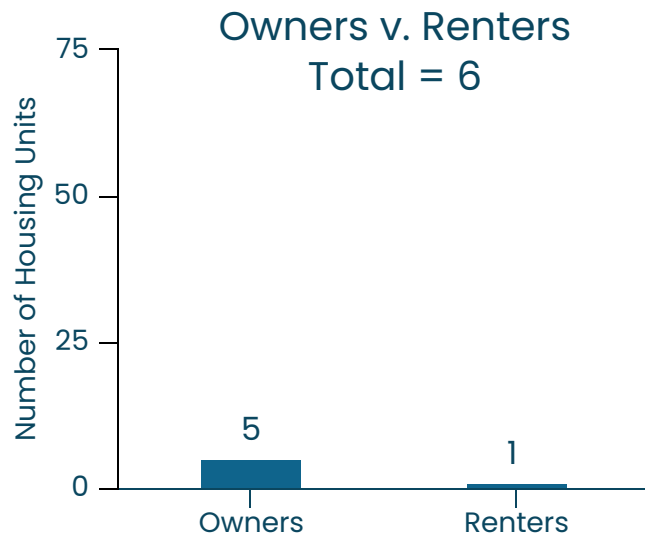
The City of
Gobles only.
...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.
...
Results can be
"smoothed"
across the
rent brackets.

Section 1-H



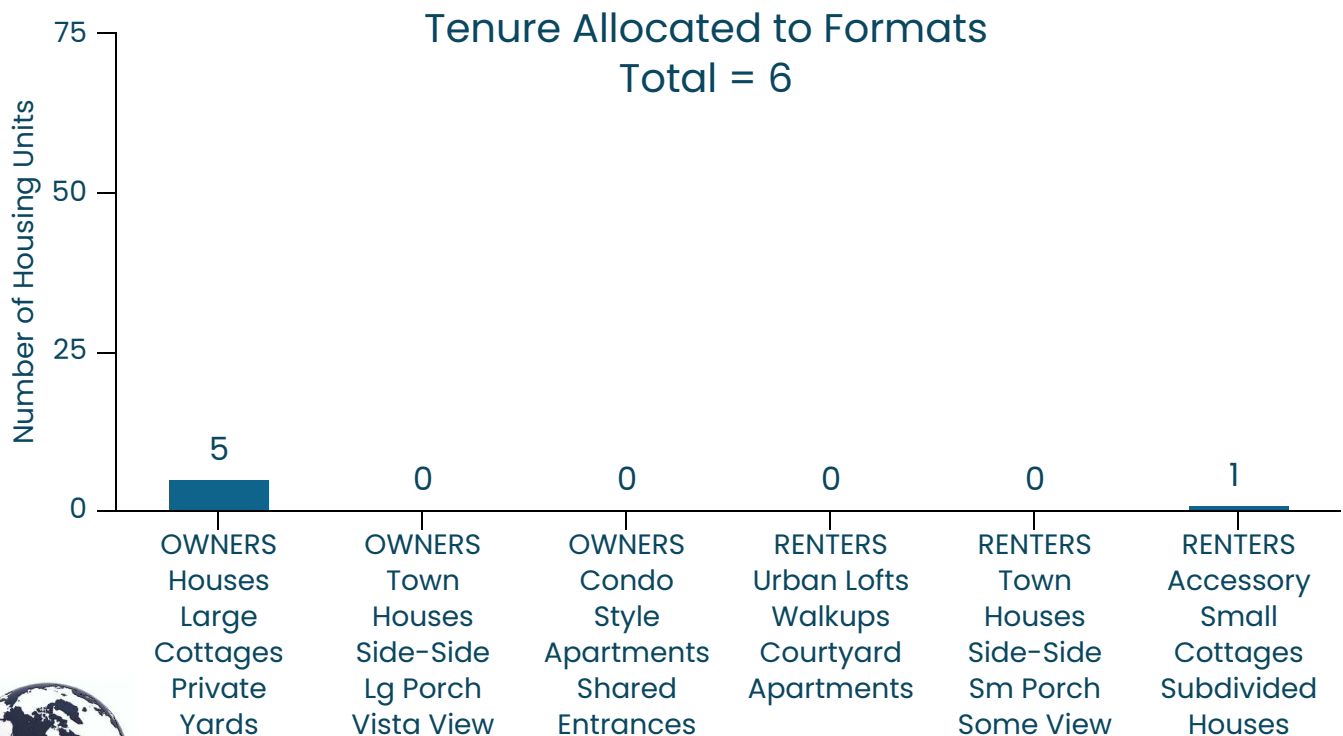
Van Buren County Hazard Mitigation Plan

Annual Market Potential | Covert Twp Conservative New Builds | Year 2025



Covert Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

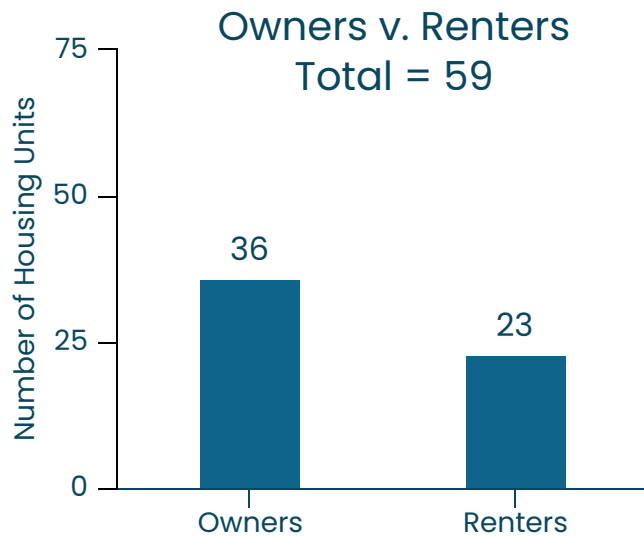
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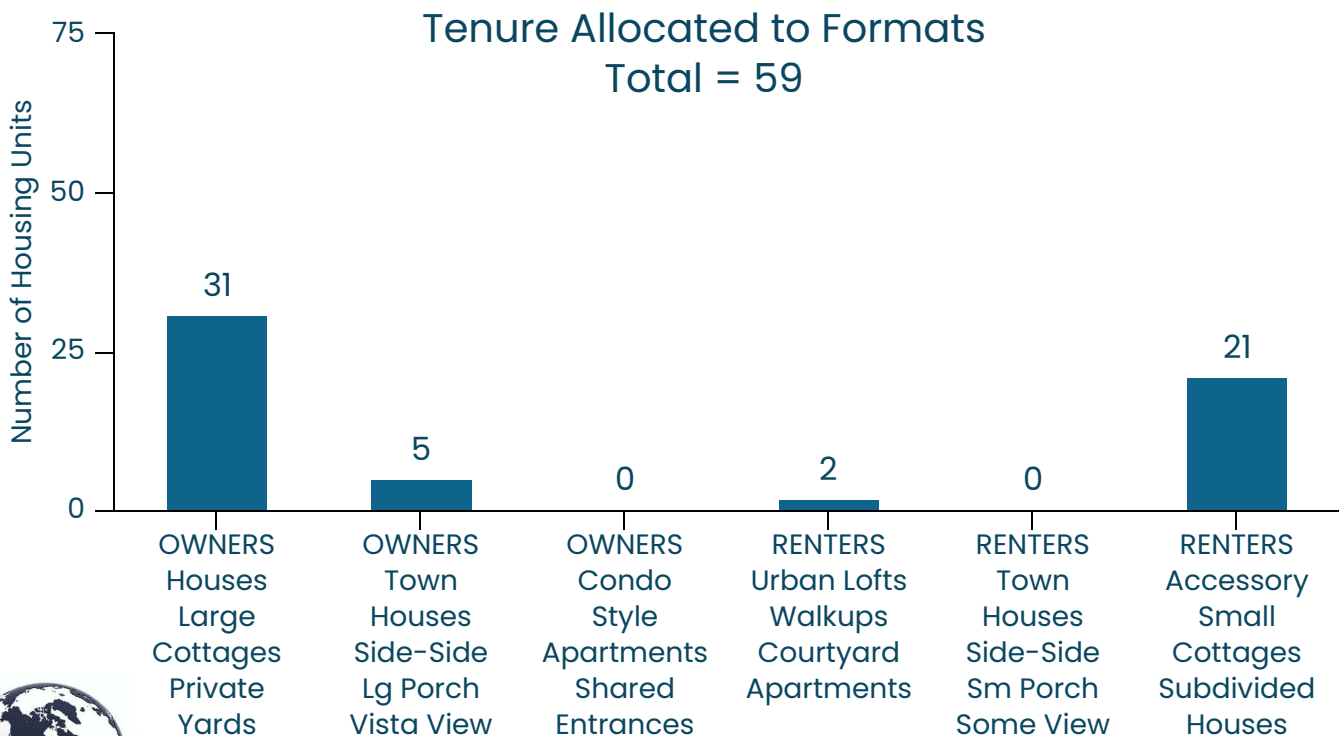
Annual Market Potential | Covert Twp

Aggressive New Builds | Year 2025



Covert Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Covert Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	1
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	1
Balance and Harmony I33	1
Aging in Place J34	
Rural Escape J35	2
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	4
Red, White, Bluegrass M44	4
Infants, Debit Cards M45	1
True Grit Americans N46	
Countrified Pragmatics N47	2
Rural Southern Bliss N48	6
Touch of Tradition N49	5
Digital Dependents O51	4
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	3
Reaping Rewards Q62	

Covert Township
(no villages).

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	5	15%
K37 - Q63	29	80%
Q64 - S71	<u>2</u>	<u>5%</u>
Total	36	100%

Annual Renter Potential | Covert Twp Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 1
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 3
- Red, White, Bluegrass | M44 ■ 3
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48 ■ 3
- Touch of Tradition | N49 ■ 3
- Digital Dependents | O51 ■ 3
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59 ■ 1
- Reaping Rewards | Q62

Covert Township
(no villages).

...

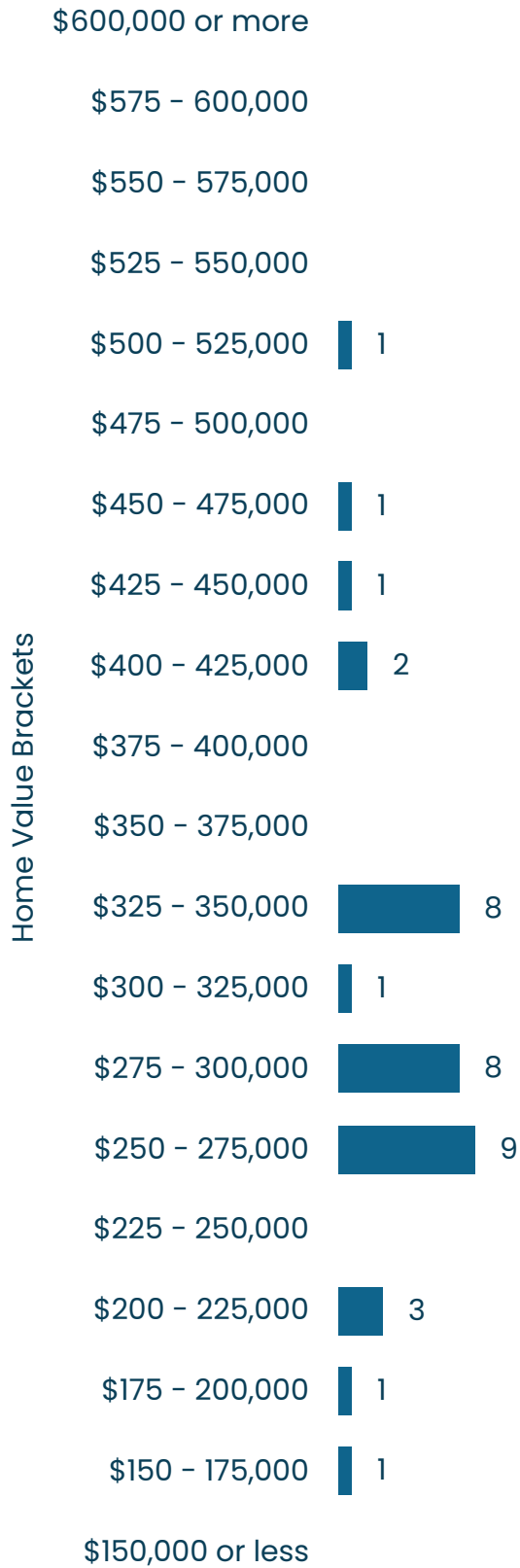
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	1	5%
K37 - Q63	18	80%
Q64 - S71	<u>4</u>	<u>15%</u>
Total	23	100%

Home Value Tolerance | Covert Twp Aggressive New Builds | Year 2025



Covert Township
(no villages).

...

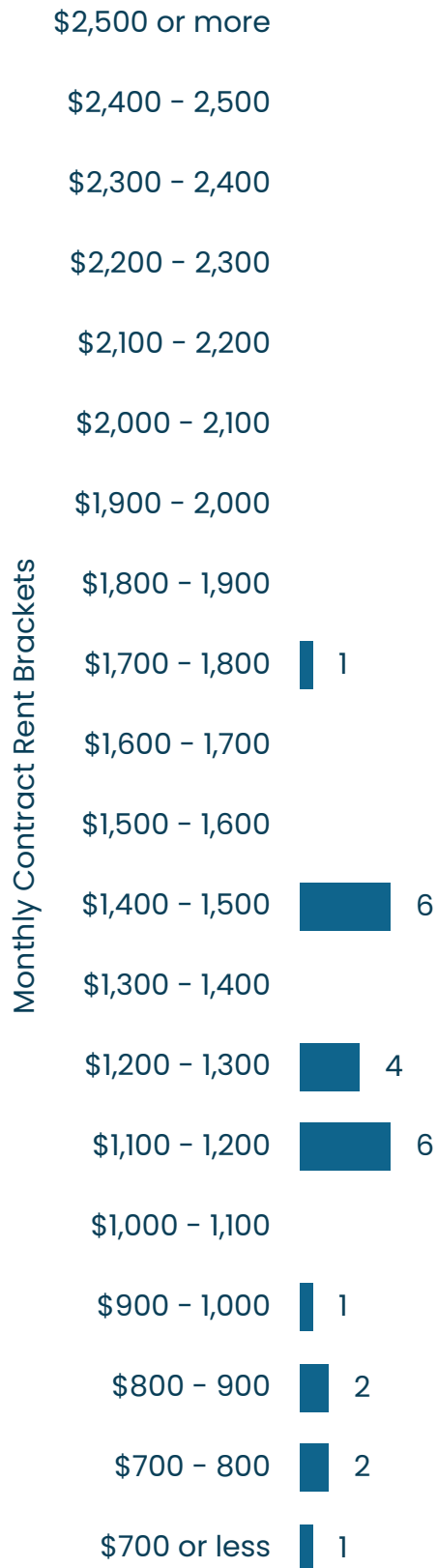
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Covert Twp Aggressive New Builds | Year 2025



Covert Township
(no villages).

...

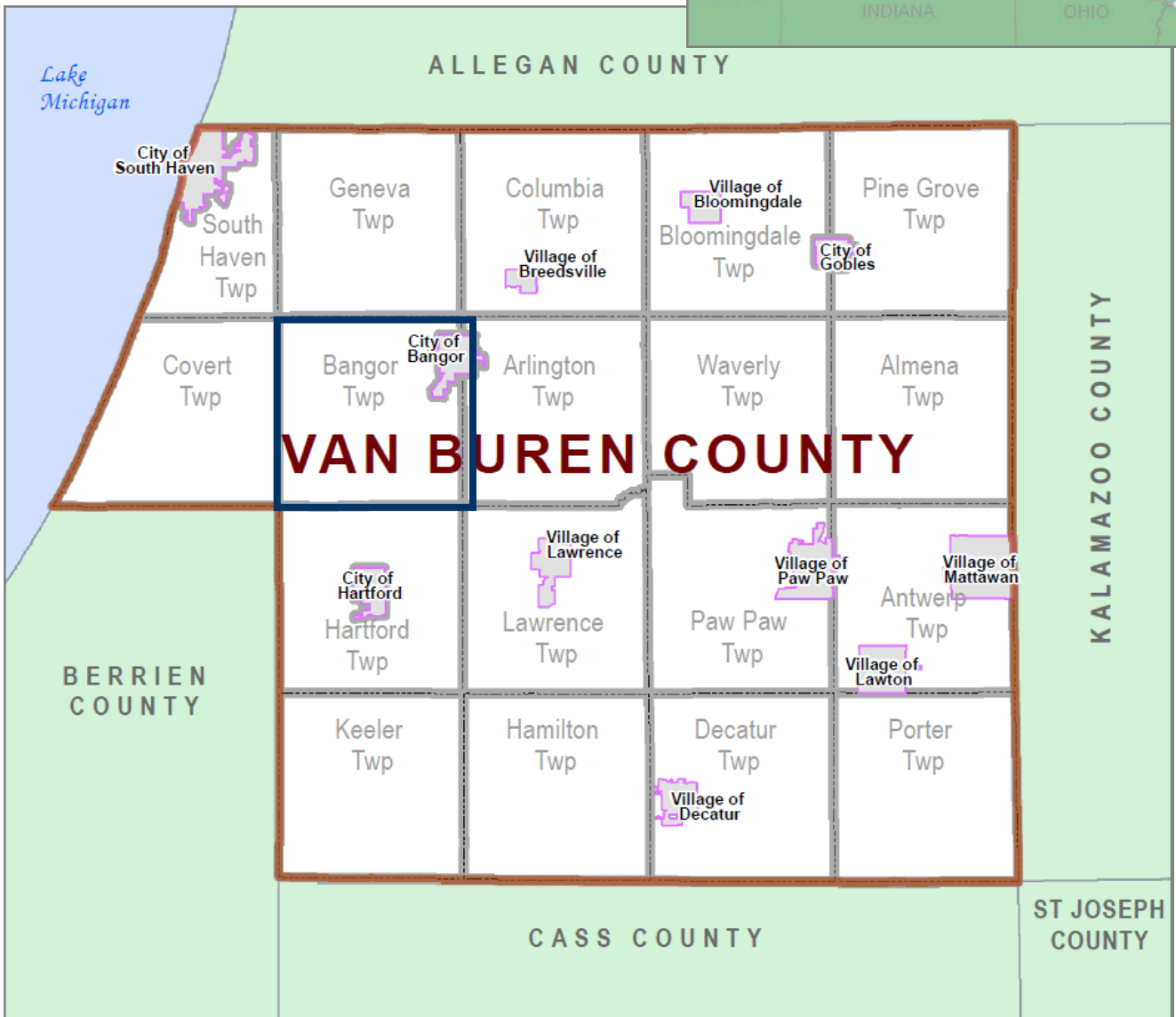
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

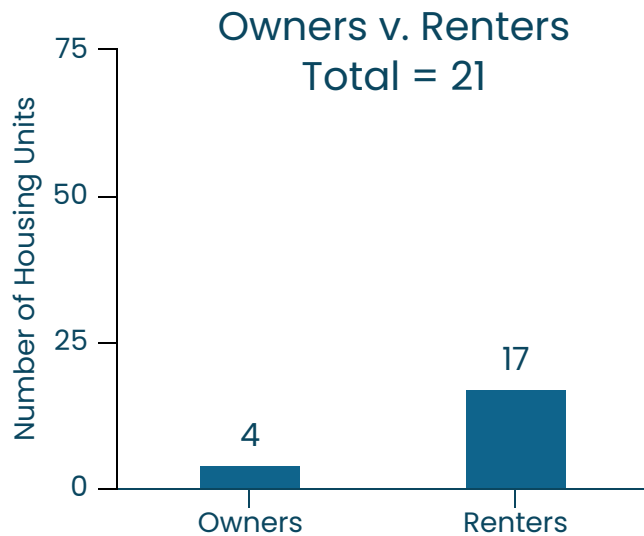
Results can be
"smoothed"
across the
rent brackets.

Section 1-I



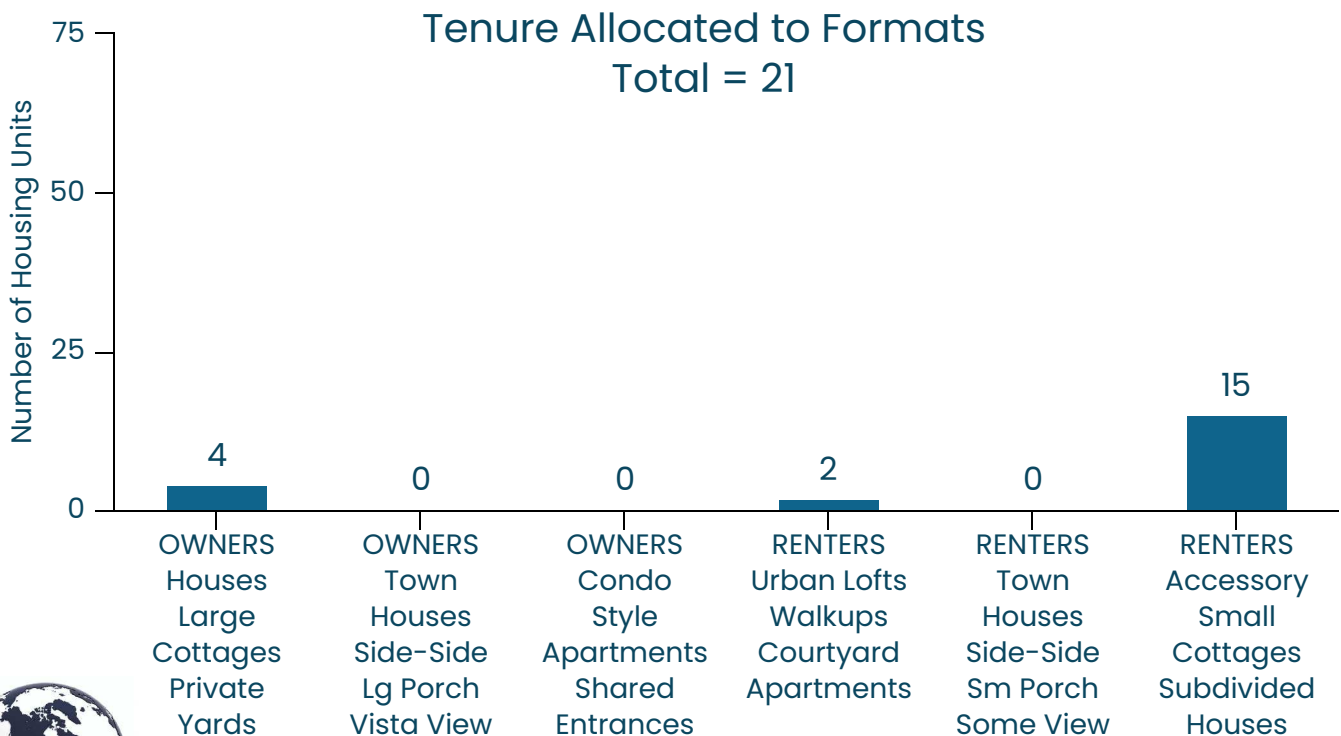
Van Buren County Hazard Mitigation Plan

Annual Market Potential | Bangor Twp Conservative New Builds | Year 2025



Bangor Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

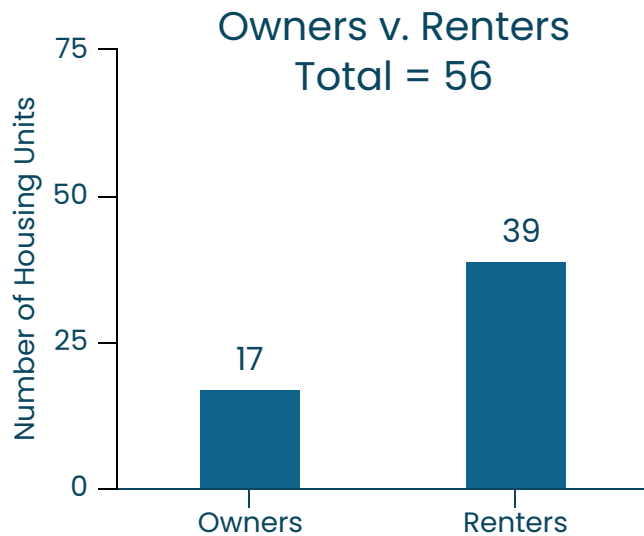
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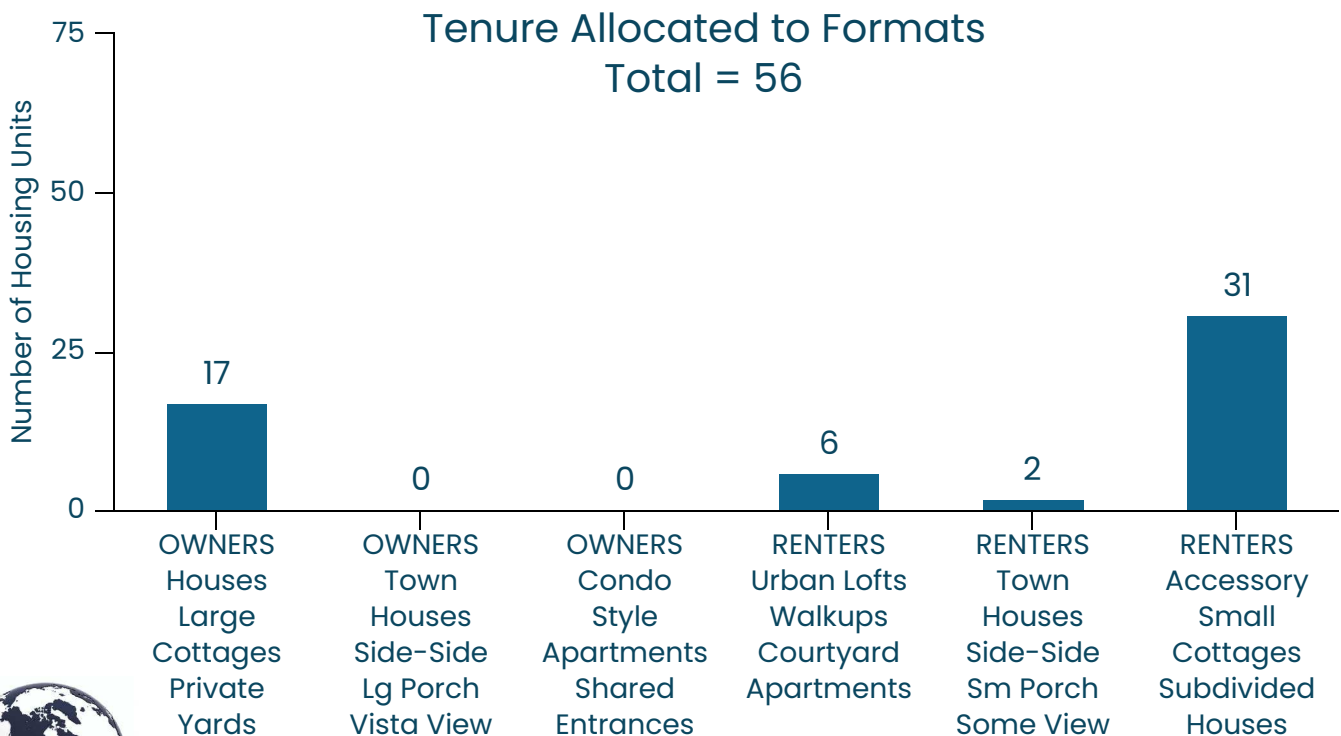
Annual Market Potential | Bangor Twp

Aggressive New Builds | Year 2025



Bangor Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Bangor Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	1
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	3
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	3
Red, White, Bluegrass M44	3
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	1
Rural Southern Bliss N48	
Touch of Tradition N49	3
Digital Dependents O51	2
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

Excludes the
City of Bangor.

...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	4	25%
K37 - Q63	12	70%
Q64 - S71	1	<u>5%</u>
Total	17	100%

Annual Renter Potential | Bangor Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
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Rural Escape J35	3
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Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	4
Red, White, Bluegrass M44	4
Infants, Debit Cards M45	2
True Grit Americans N46	
Countrified Pragmatics N47	2
Rural Southern Bliss N48	
Touch of Tradition N49	4
Digital Dependents O51	6
Striving Single Scene O54	
Family Troopers O55	4
Expanding Horizons P59	
Reaping Rewards Q62	

Excludes the
City of Bangor.

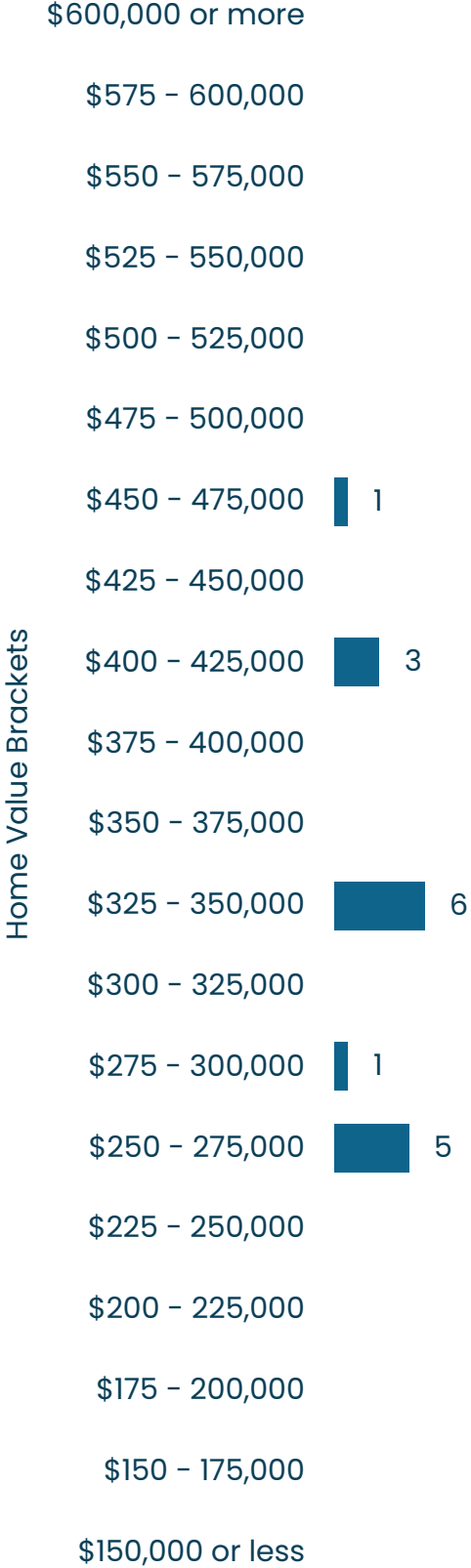
...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	4	10%
K37 - Q63	26	65%
Q64 - S71	<u>9</u>	<u>25%</u>
Total	39	100%

Home Value Tolerance | Bangor Twp Aggressive New Builds | Year 2025



Excludes the City of Bangor.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Bangor Twp Aggressive New Builds | Year 2025



Excludes the
City of Bangor.

...

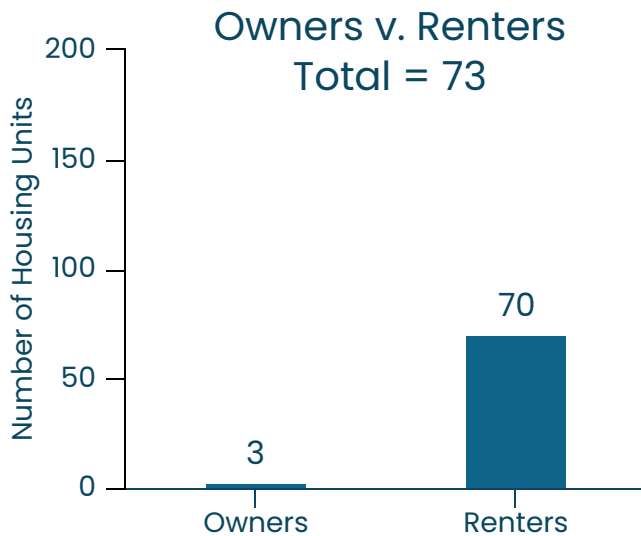
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
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across the
rent brackets.

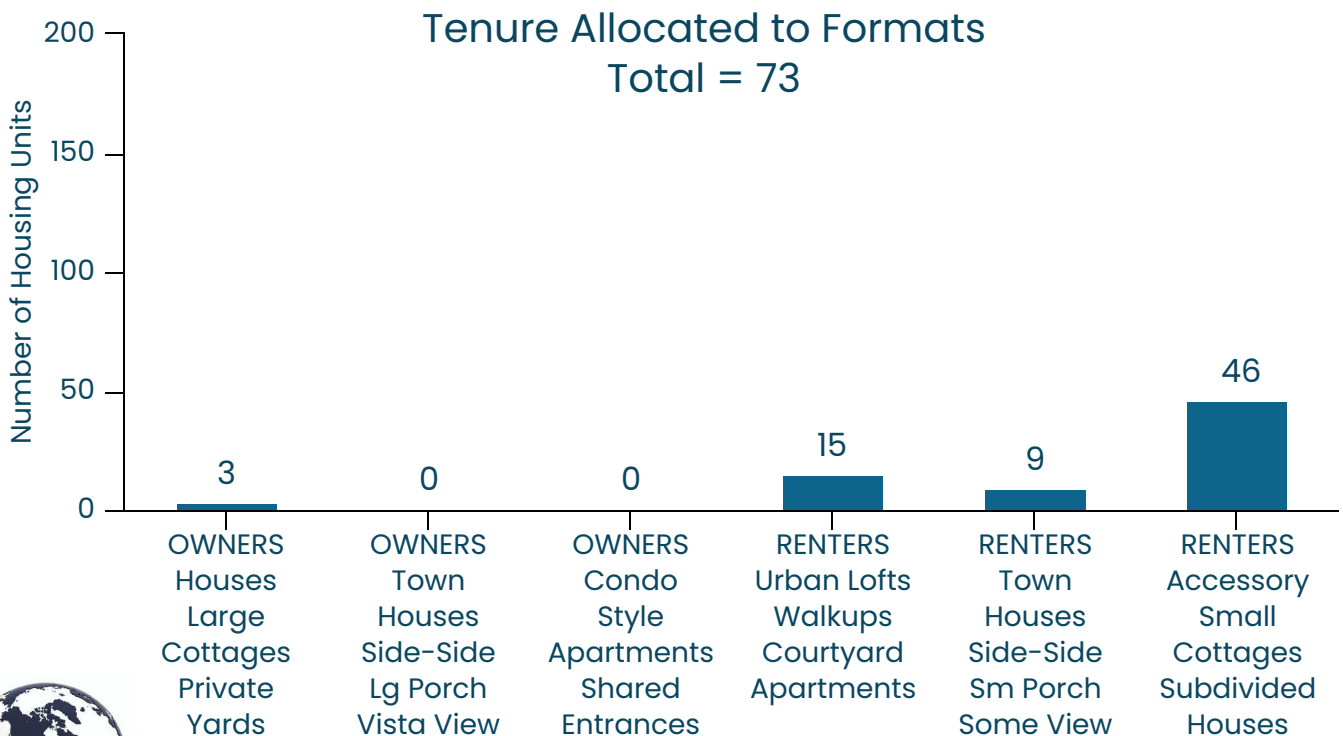
Annual Market Potential | Bangor City

Conservative New Builds | Year 2025



The City of Bangor only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

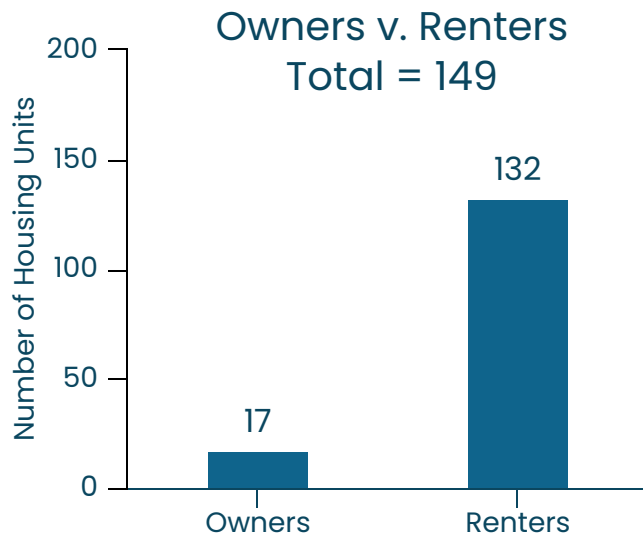
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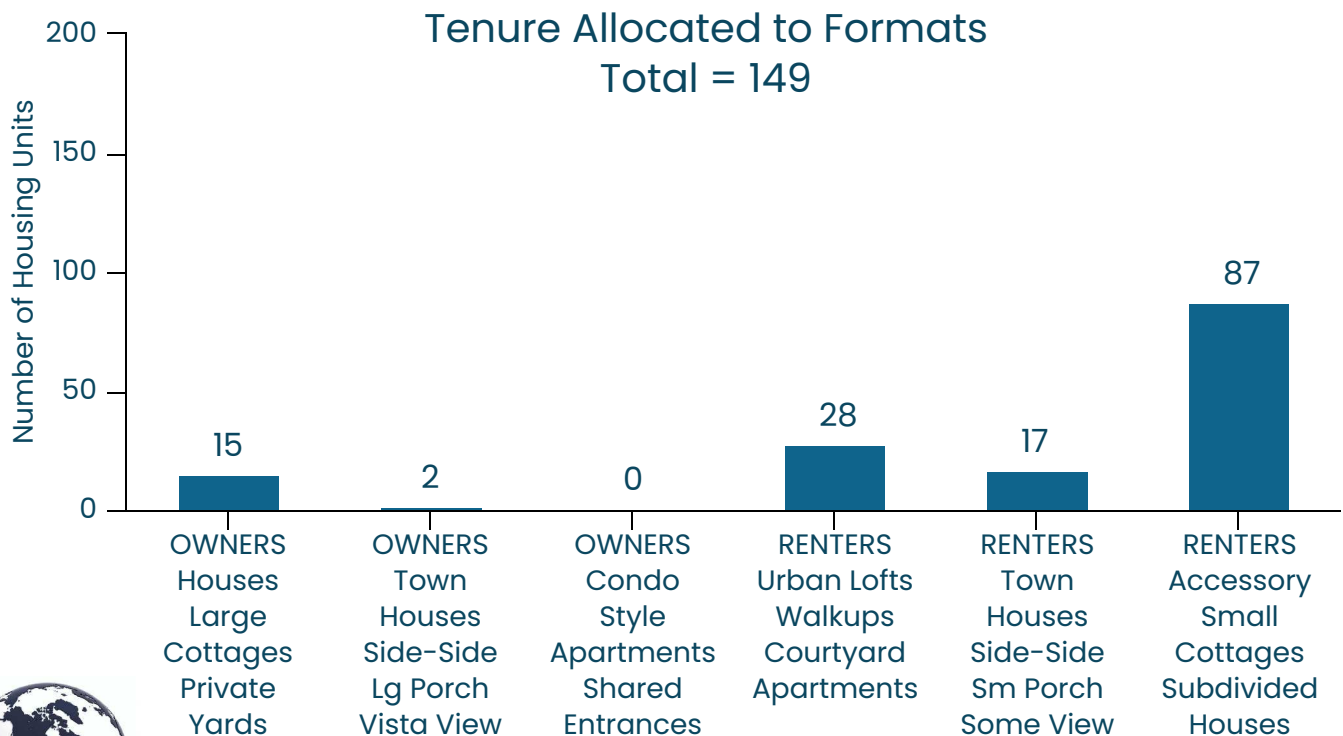
Annual Market Potential | Bangor City

Aggressive New Builds | Year 2025



The City of Bangor only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Bangor City Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
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- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33 ■ 1
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36 ■ 2
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 1
- Red, White, Bluegrass | M44 ■ 1
- Infants, Debit Cards | M45 ■ 4
- True Grit Americans | N46
- Countrified Pragmatics | N47
- Rural Southern Bliss | N48
- Touch of Tradition | N49 ■ 1
- Digital Dependents | O51 ■ 2
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

The City of
Bangor only.

...

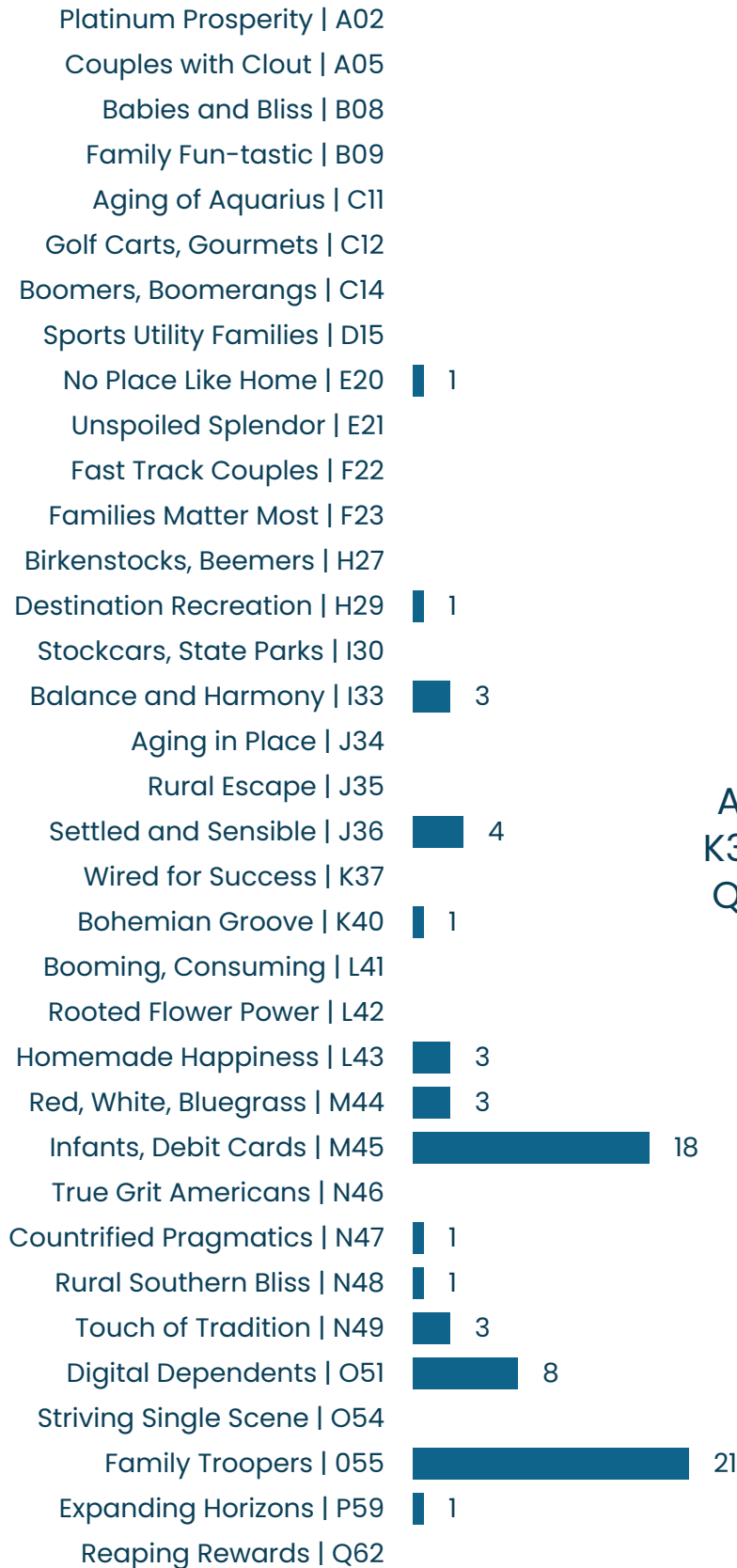
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	3	20%
K37 - Q63	9	50%
Q64 - S71	<u>5</u>	<u>30%</u>
Total	17	100%

Annual Renter Potential | Bangor City Aggressive New Builds | Year 2025



The City of
Bangor only.

...

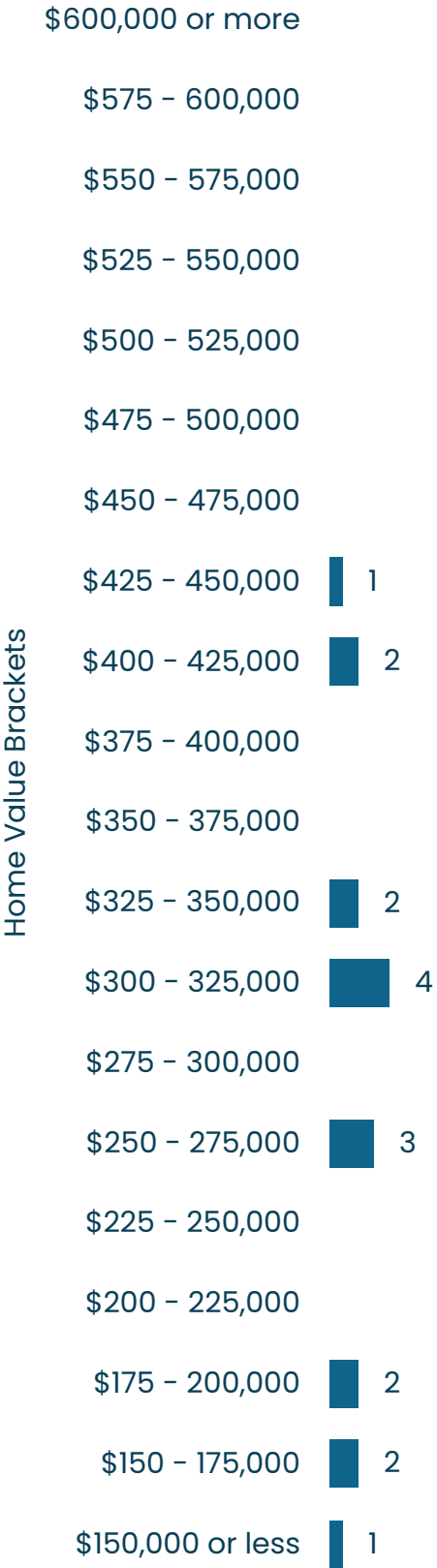
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

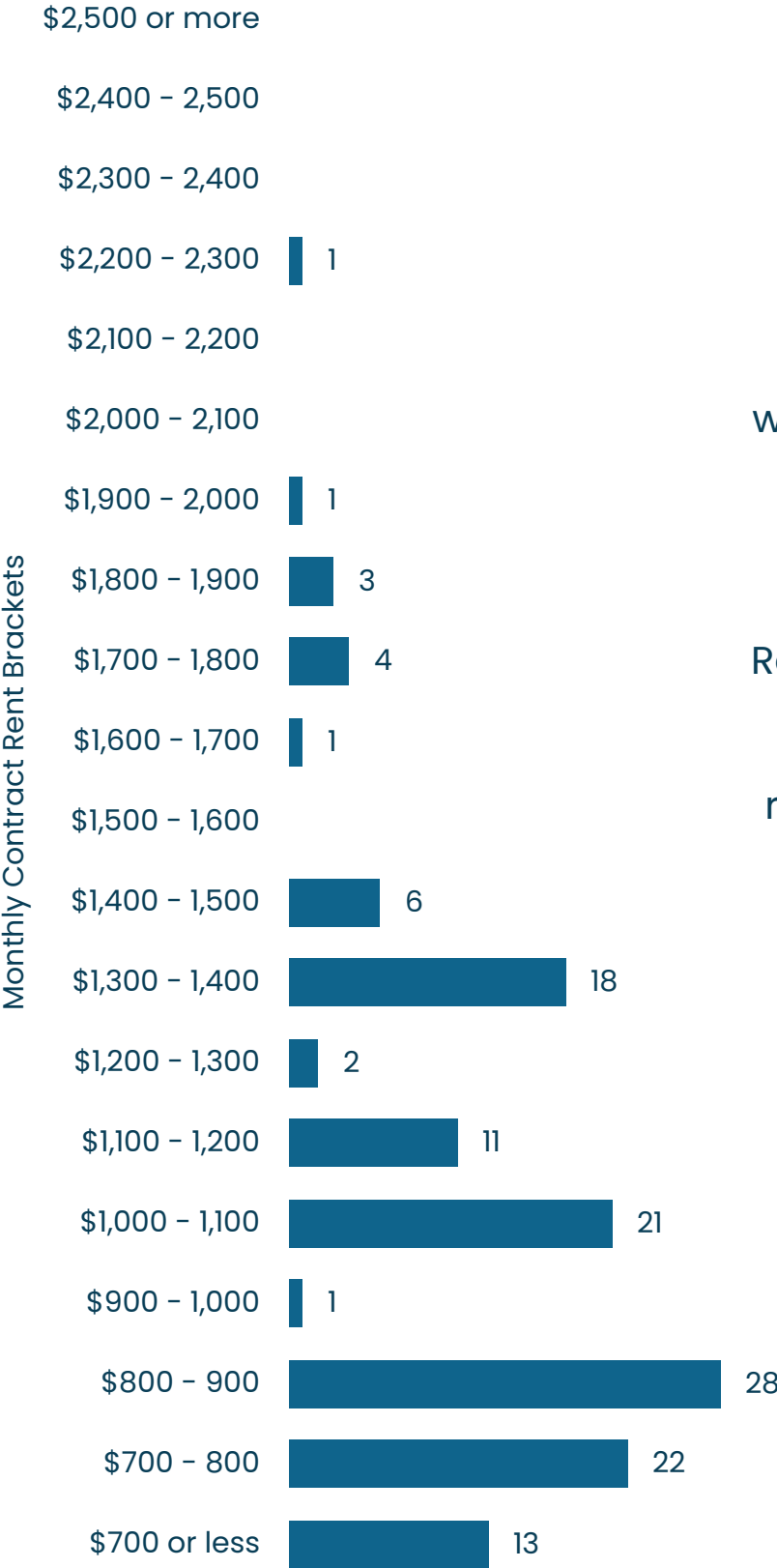
Codes	Renters	Share
A01 - J36	9	10%
K37 - Q63	62	45%
Q64 - S71	<u>61</u>	<u>45%</u>
Total	132	100%

Home Value Tolerance | Bangor City Aggressive New Builds | Year 2025



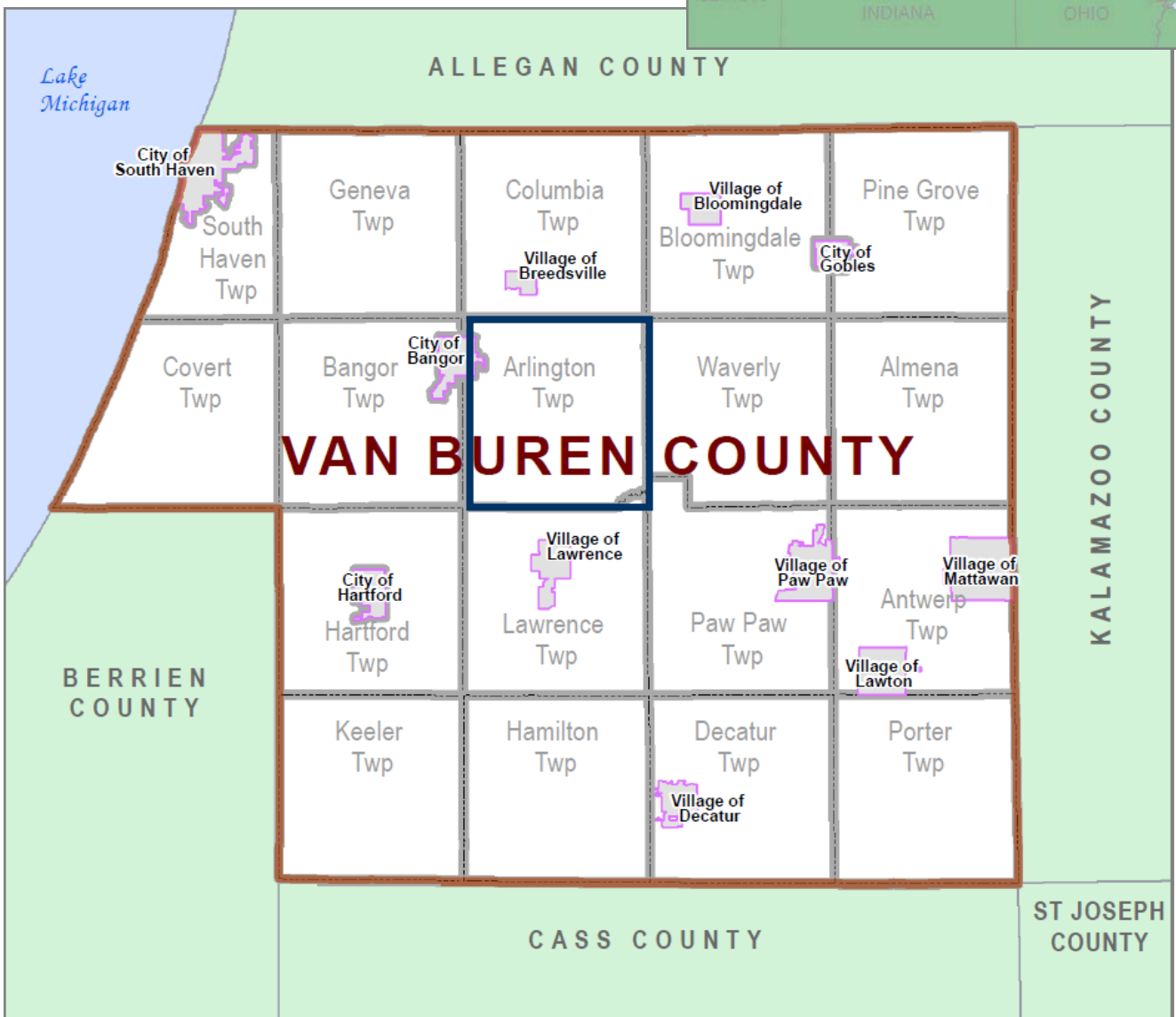
The City of Bangor only.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Bangor City Aggressive New Builds | Year 2025



The City of Bangor only.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the rent brackets.

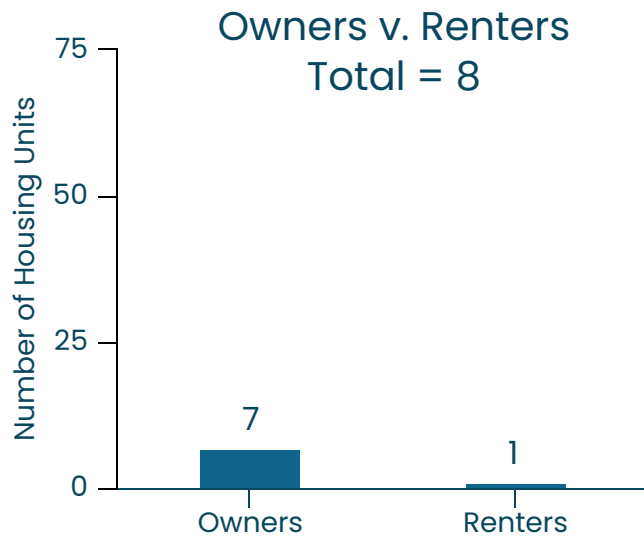
Section 1-J



Van Buren County Hazard Mitigation Plan

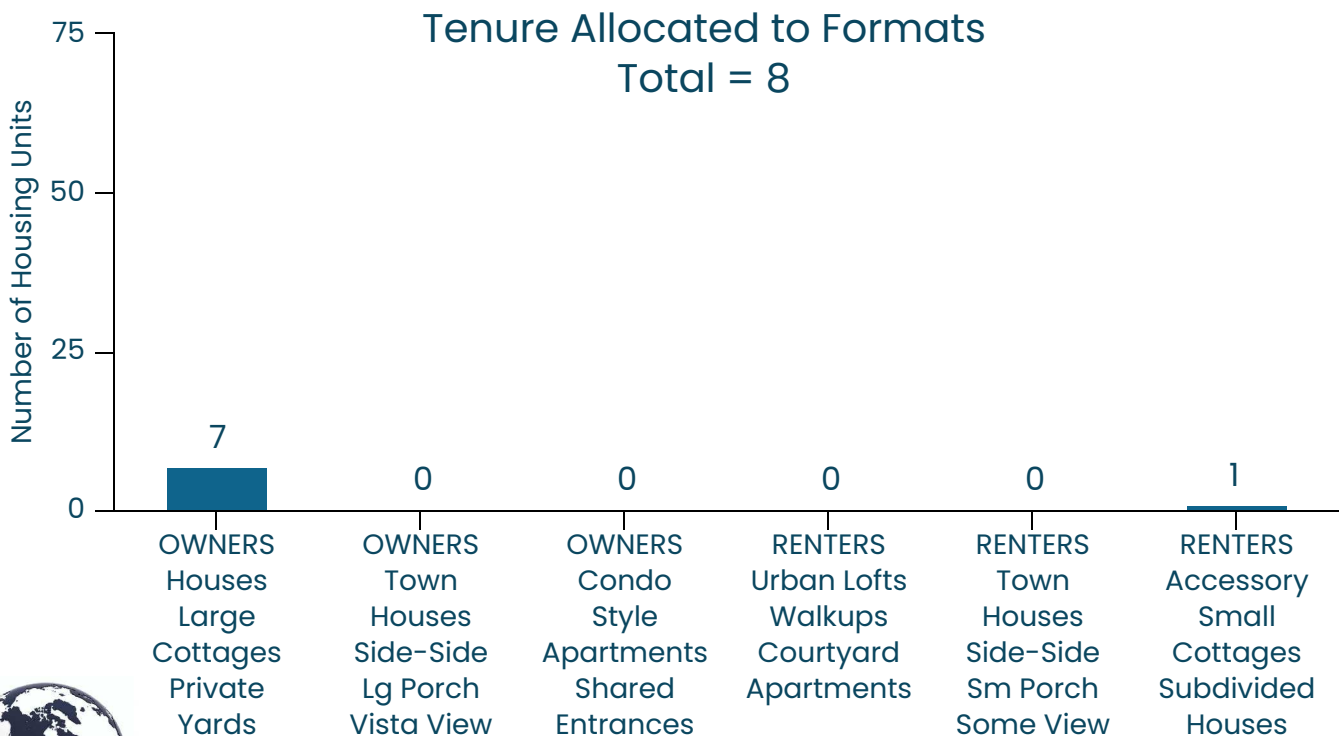
Annual Market Potential | Arlington Twp

Conservative New Builds | Year 2025



Arlington Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

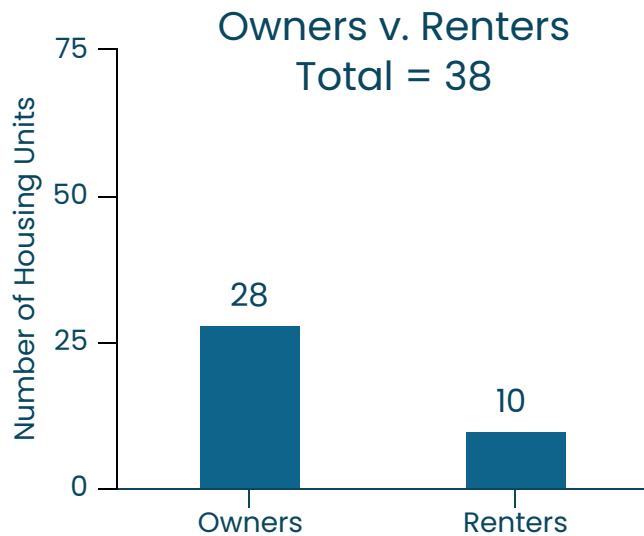
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Market Potential | Arlington Twp

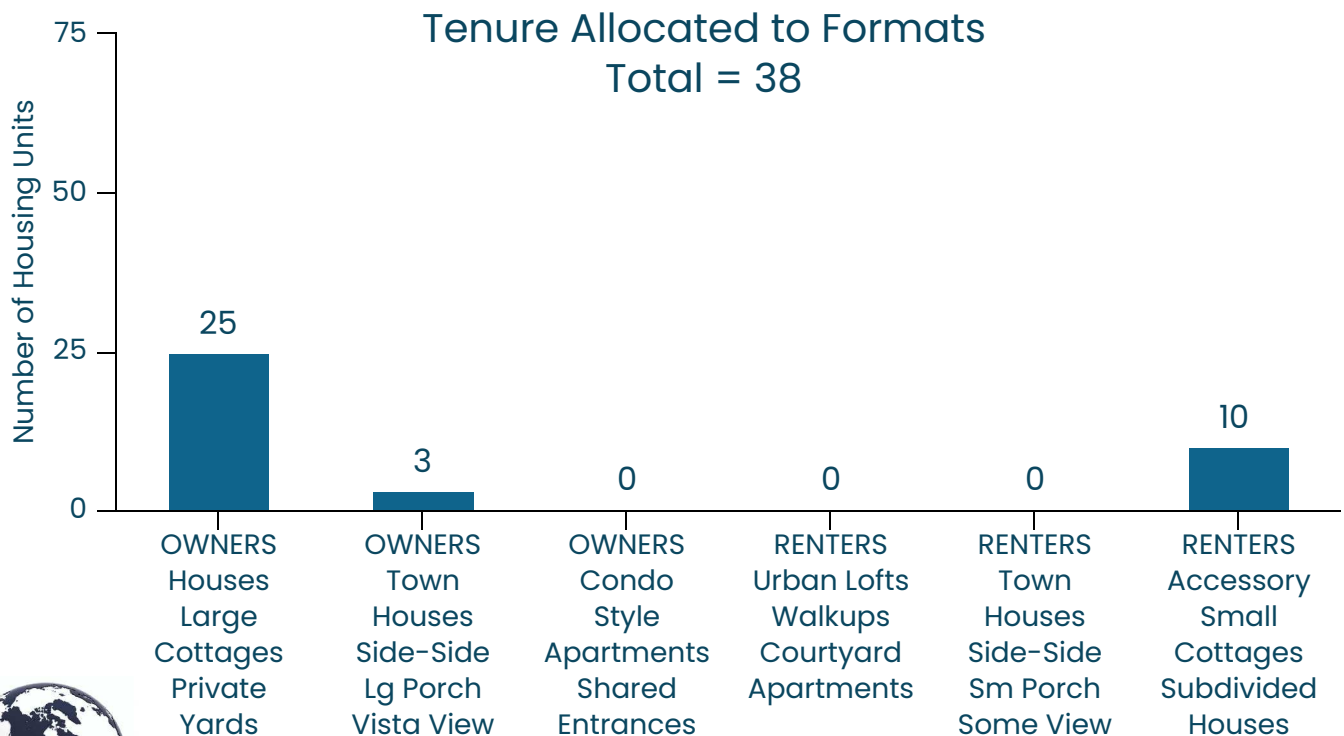
Aggressive New Builds | Year 2025



Arlington Township
(no villages).

...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Arlington Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	1
Fast Track Couples F22	1
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	3
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	4
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	4
Red, White, Bluegrass M44	3
Infants, Debit Cards M45	1
True Grit Americans N46	
Countrified Pragmatics N47	4
Rural Southern Bliss N48	
Touch of Tradition N49	2
Digital Dependents O51	3
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

Arlington Township
(no villages).

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	9	30%
K37 - Q63	17	60%
Q64 - S71	<u>2</u>	<u>10%</u>
Total	28	100%

Annual Renter Potential | Arlington Twp Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 2
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 ■ 2
- Red, White, Bluegrass | M44 ■ 1
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 2
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

Arlington Township
(no villages).

...

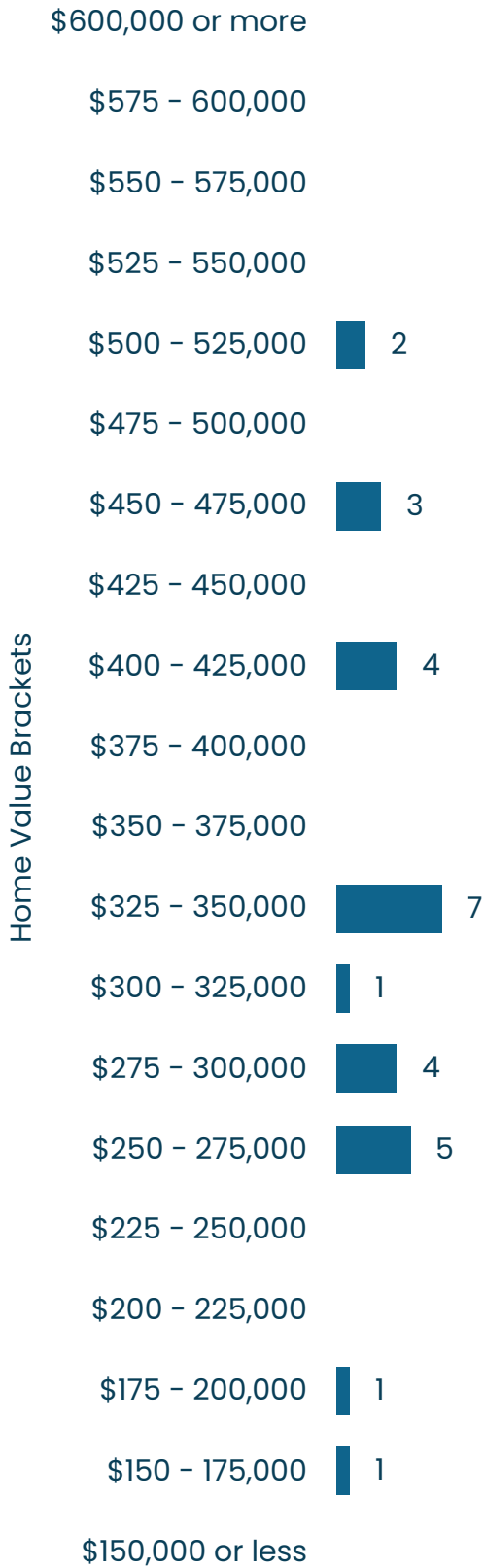
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	2	20%
K37 - Q63	6	60%
Q64 - S71	<u>2</u>	<u>20%</u>
Total	10	100%

Home Value Tolerance | Arlington Twp Aggressive New Builds | Year 2025



Arlington Township
(no villages).

...

Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Arlington Twp Aggressive New Builds | Year 2025



Arlington Township
(no villages).

...

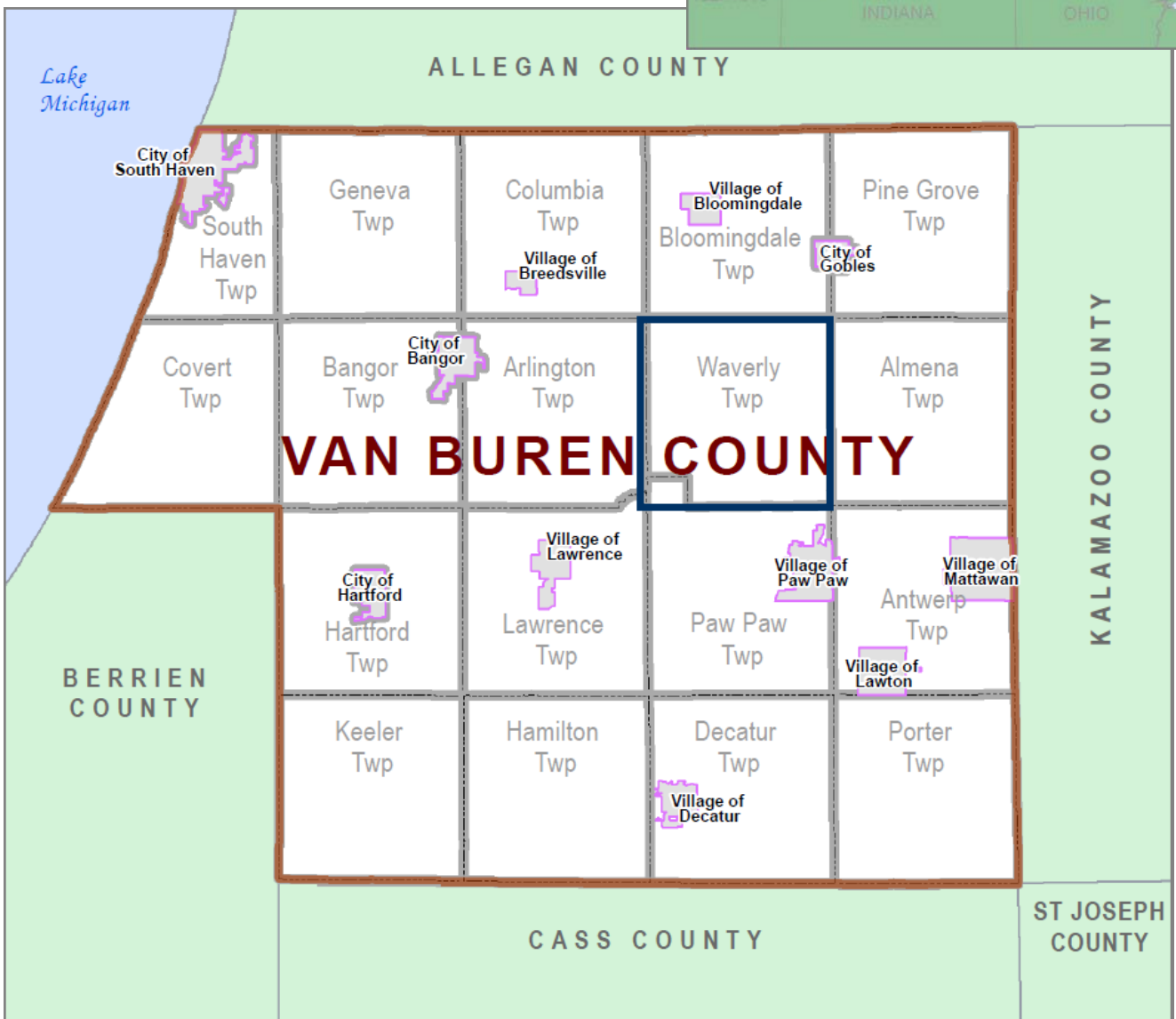
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

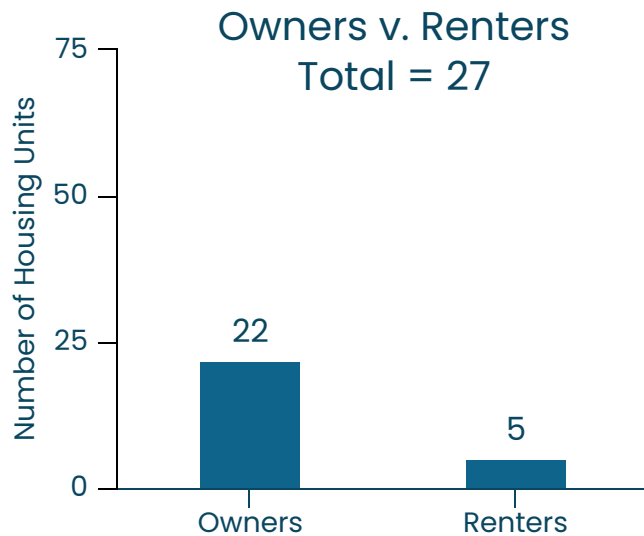
Section 1-K



Van Buren County Hazard Mitigation Plan

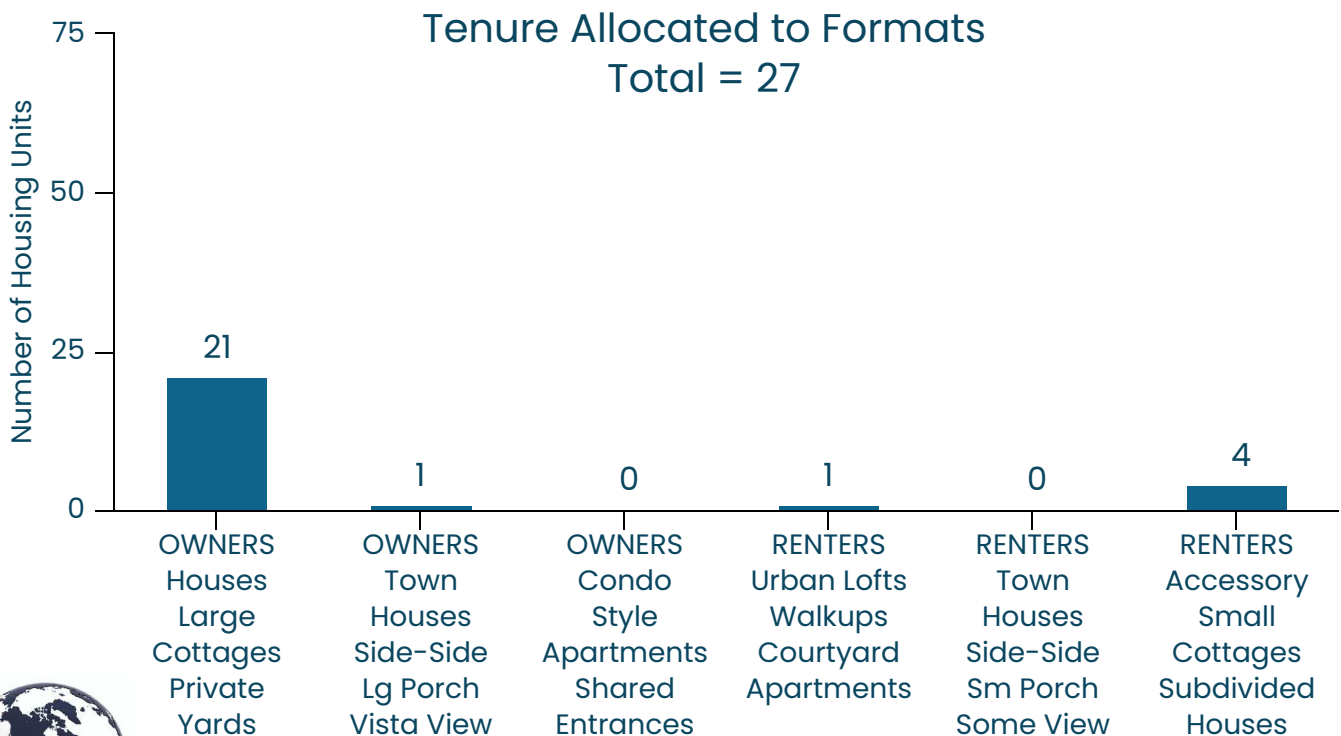
Annual Market Potential | Waverly Twp

Conservative New Builds | Year 2025



Waverly Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

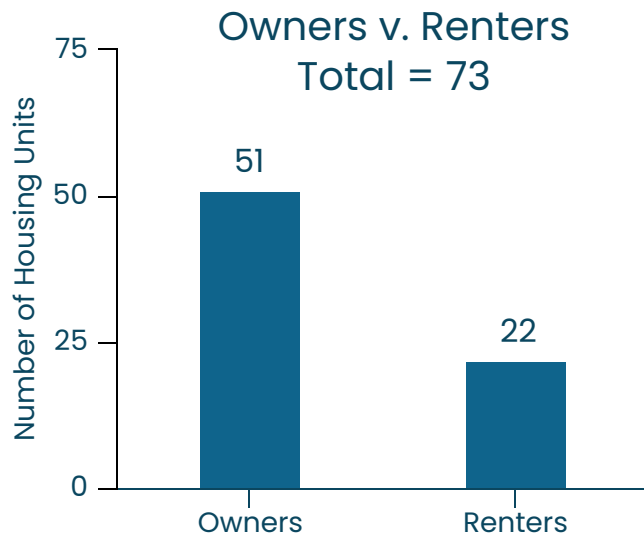
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Market Potential | Waverly Twp

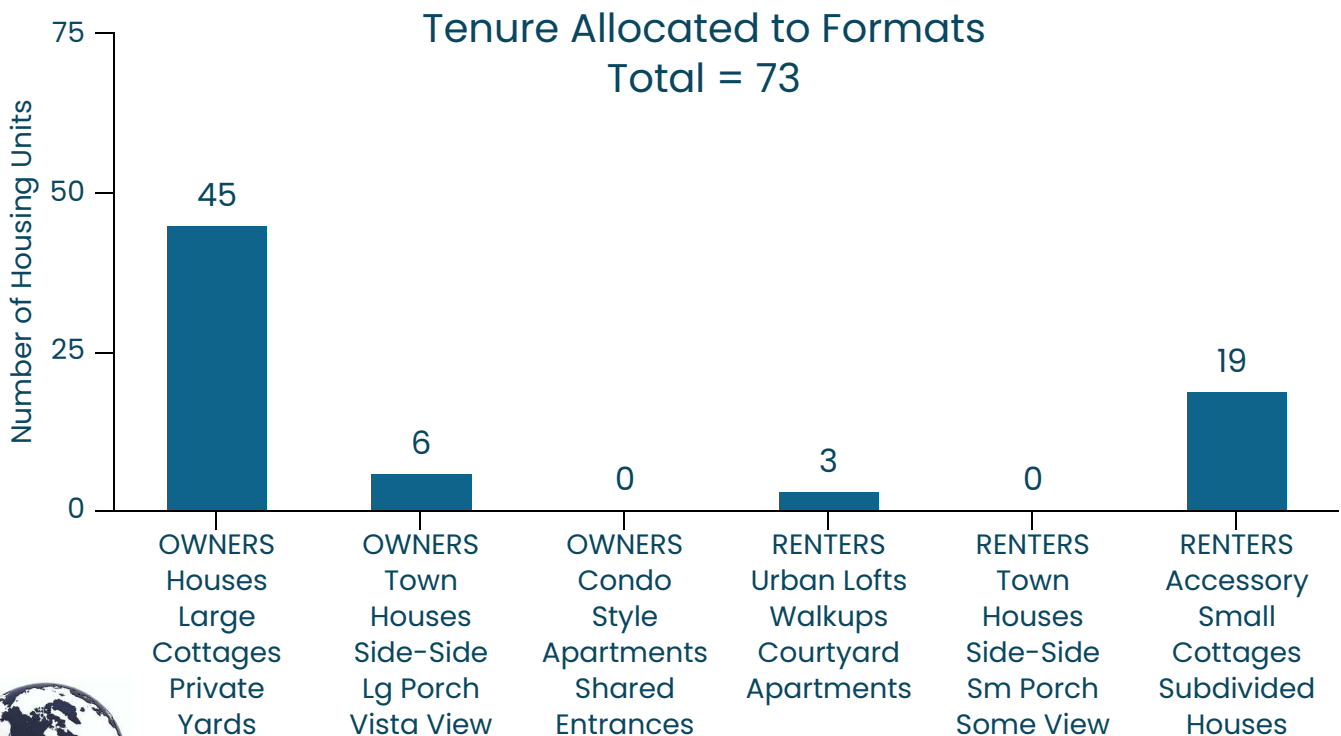
Aggressive New Builds | Year 2025



Waverly Township
(no villages).

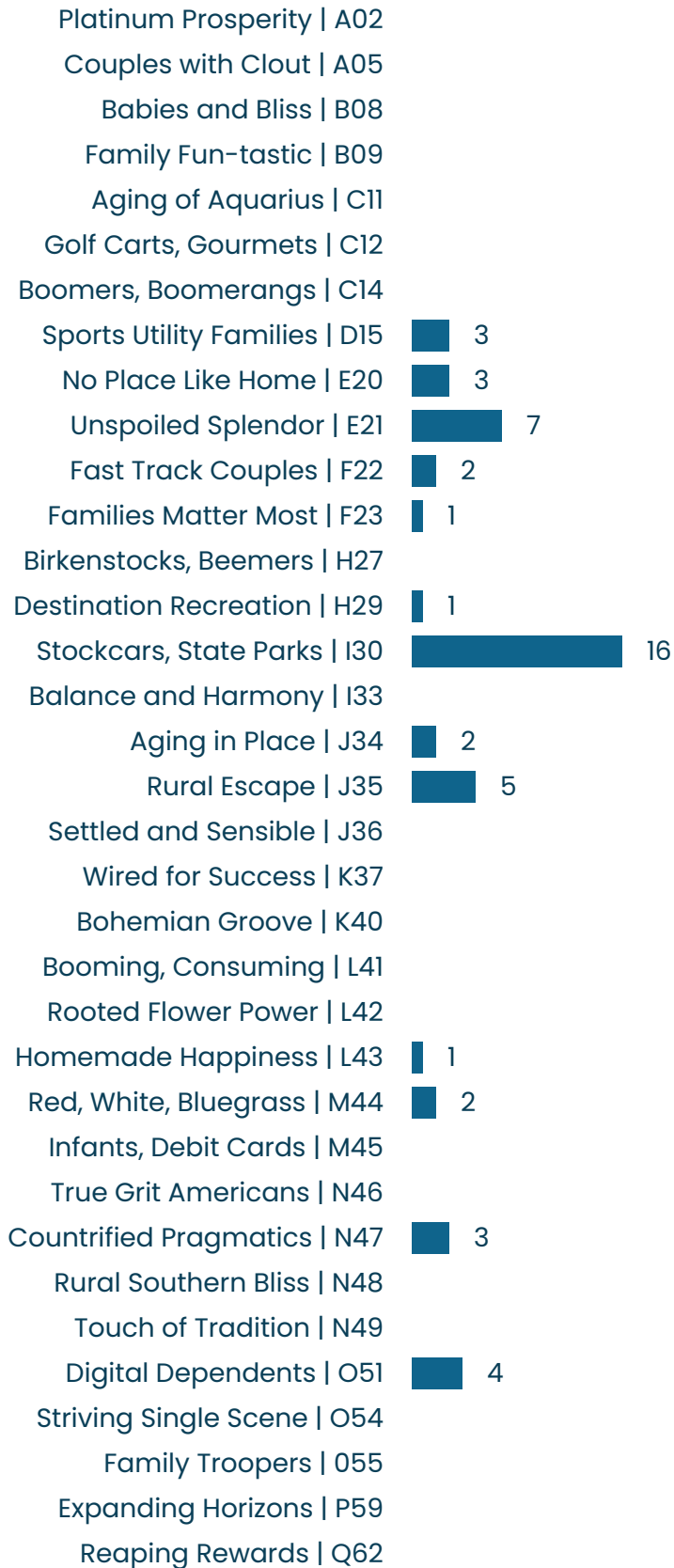
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Waverly Twp Aggressive New Builds | Year 2025



Waverly Township
(no villages).

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	40	75%
K37 - Q63	10	20%
Q64 - S71	1	<u>5%</u>
Total	51	100%

Annual Renter Potential | Waverly Twp Aggressive New Builds | Year 2025

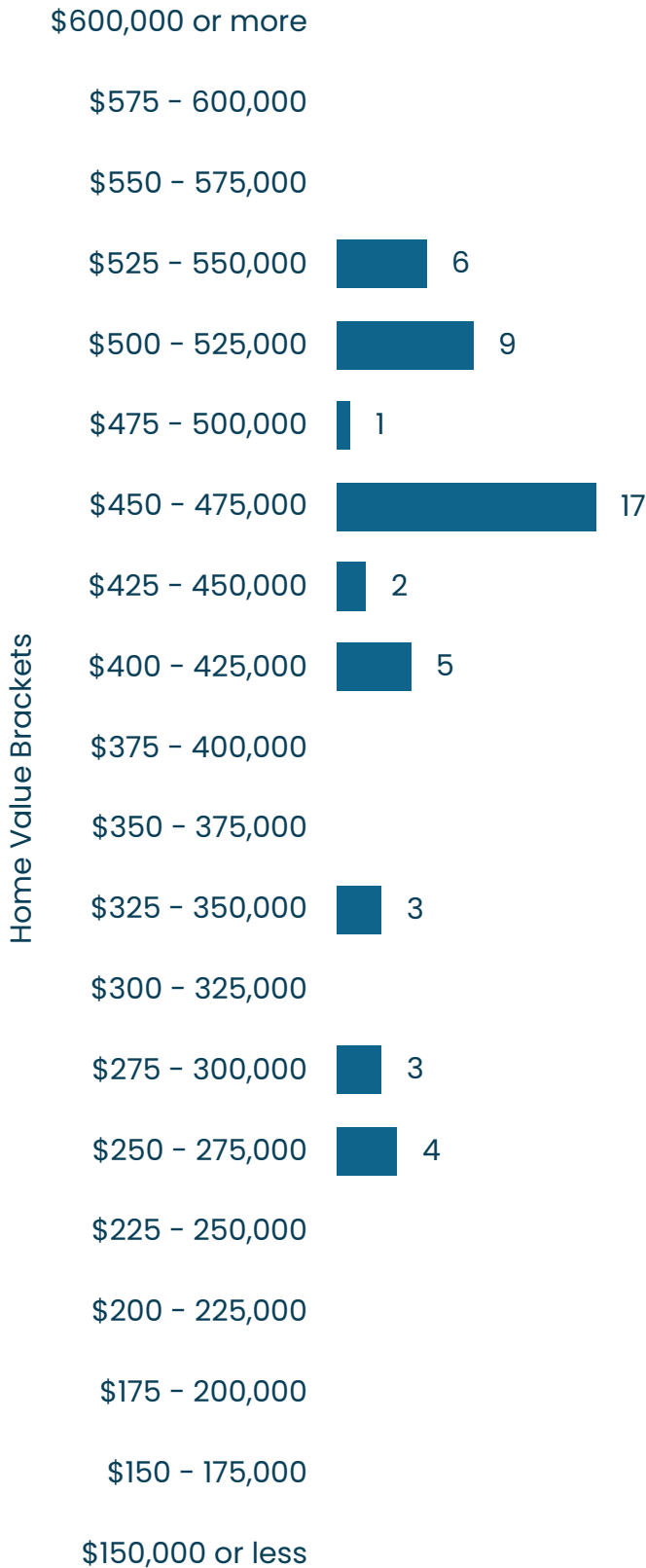
- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21 ■ 2
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29 ■ 1
- Stockcars, State Parks | I30 ■ 6
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 2
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44 ■ 1
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 5
- Striving Single Scene | O54
- Family Troopers | O55 ■ 1
- Expanding Horizons | P59
- Reaping Rewards | Q62

Waverly Township
(no villages).
...
Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	11	50%
K37 - Q63	8	35%
Q64 - S71	<u>3</u>	<u>15%</u>
Total	22	100%

Home Value Tolerance | Waverly Twp Aggressive New Builds | Year 2025



Waverly Township
(no villages).

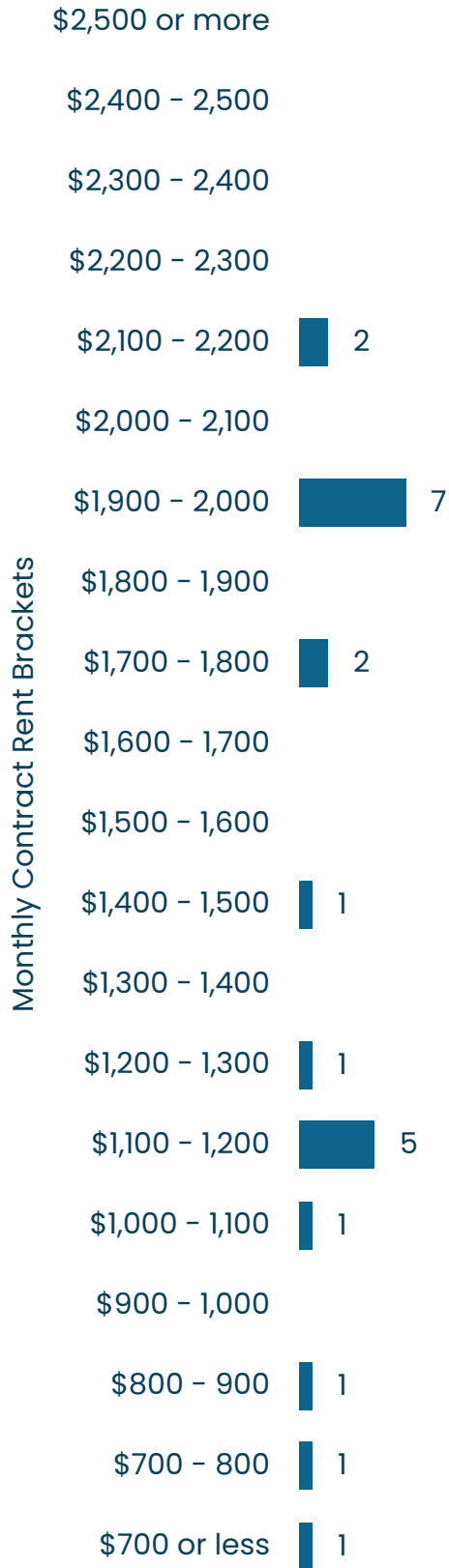
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Waverly Twp Aggressive New Builds | Year 2025



Waverly Township
(no villages).

...

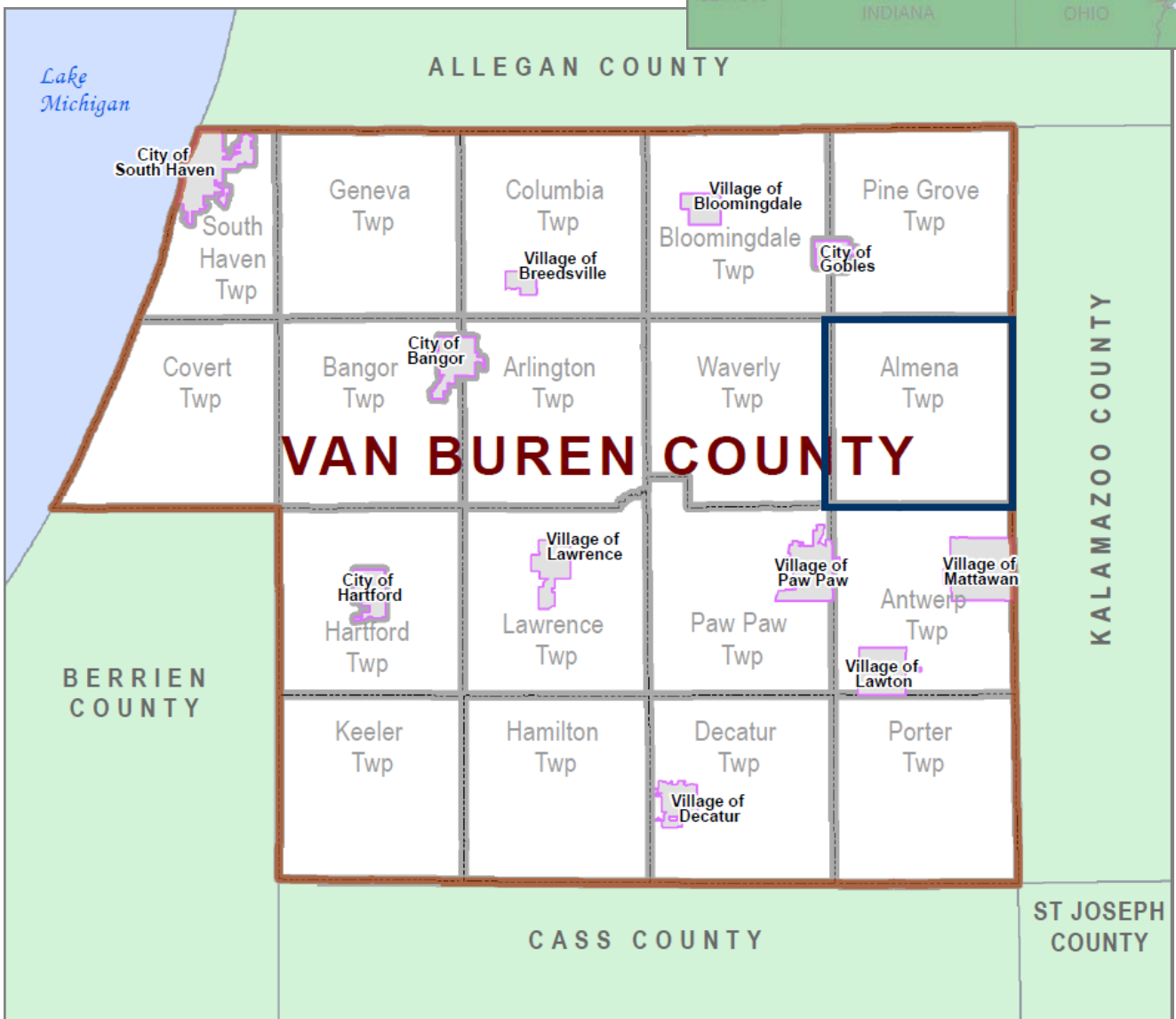
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

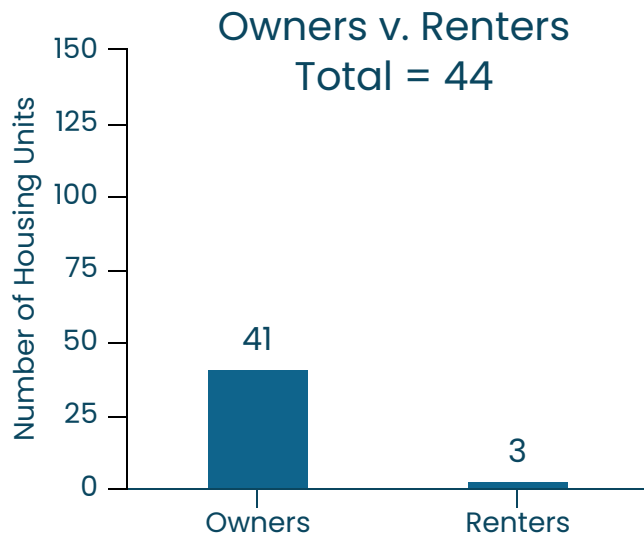
Section 1-L



Van Buren County Hazard Mitigation Plan

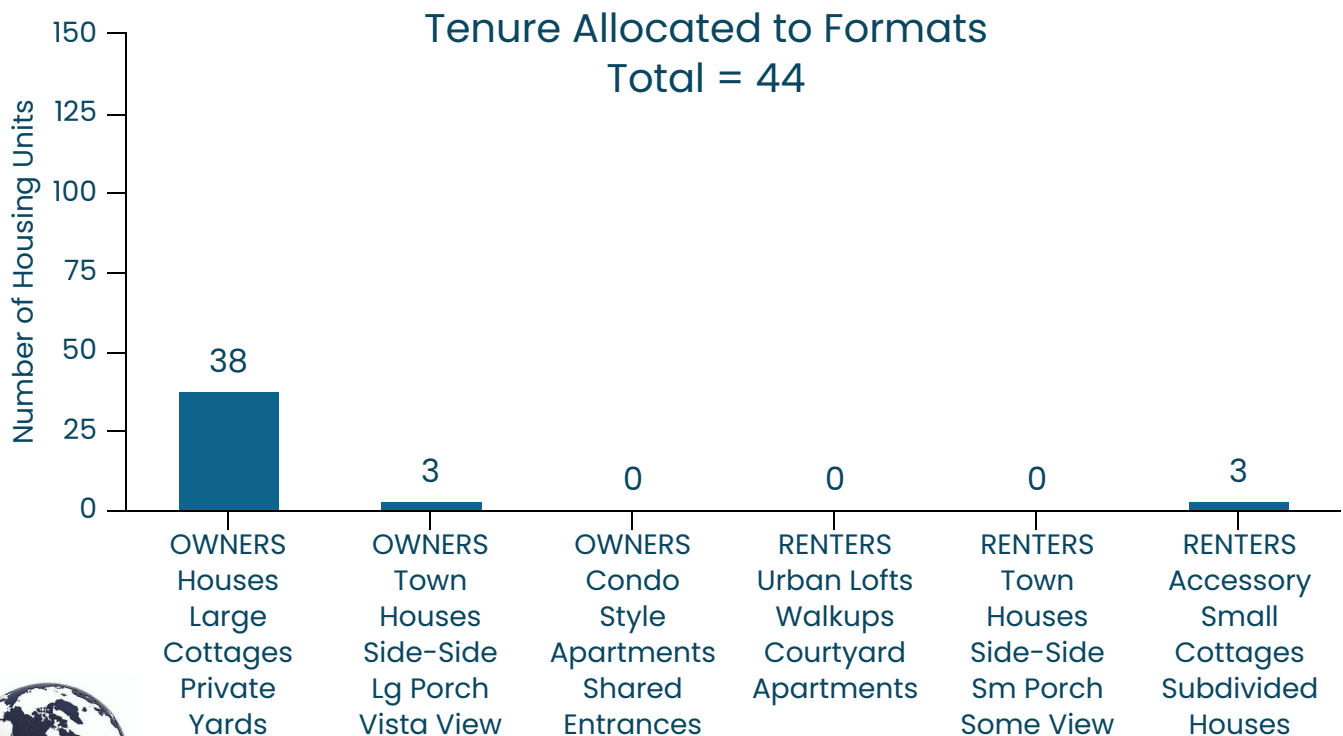
Annual Market Potential | Almena Twp

Conservative New Builds | Year 2025



Almena Township
(no villages).
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

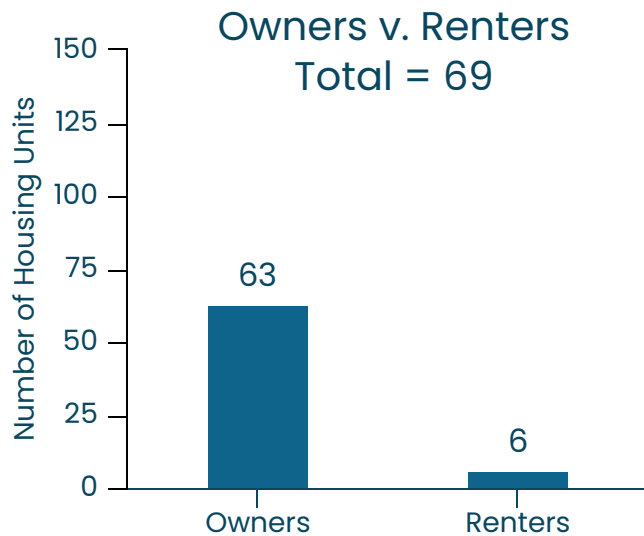
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

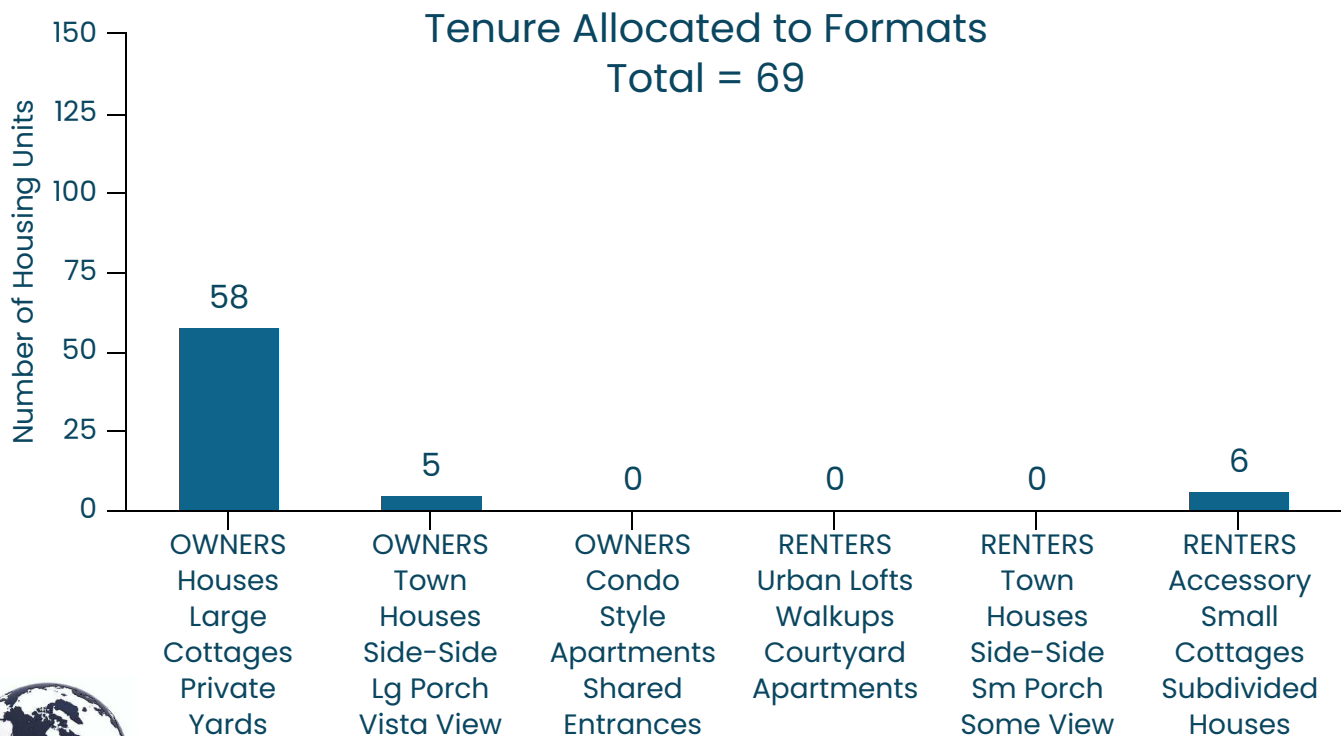
Annual Market Potential | Almena Twp

Aggressive New Builds | Year 2025



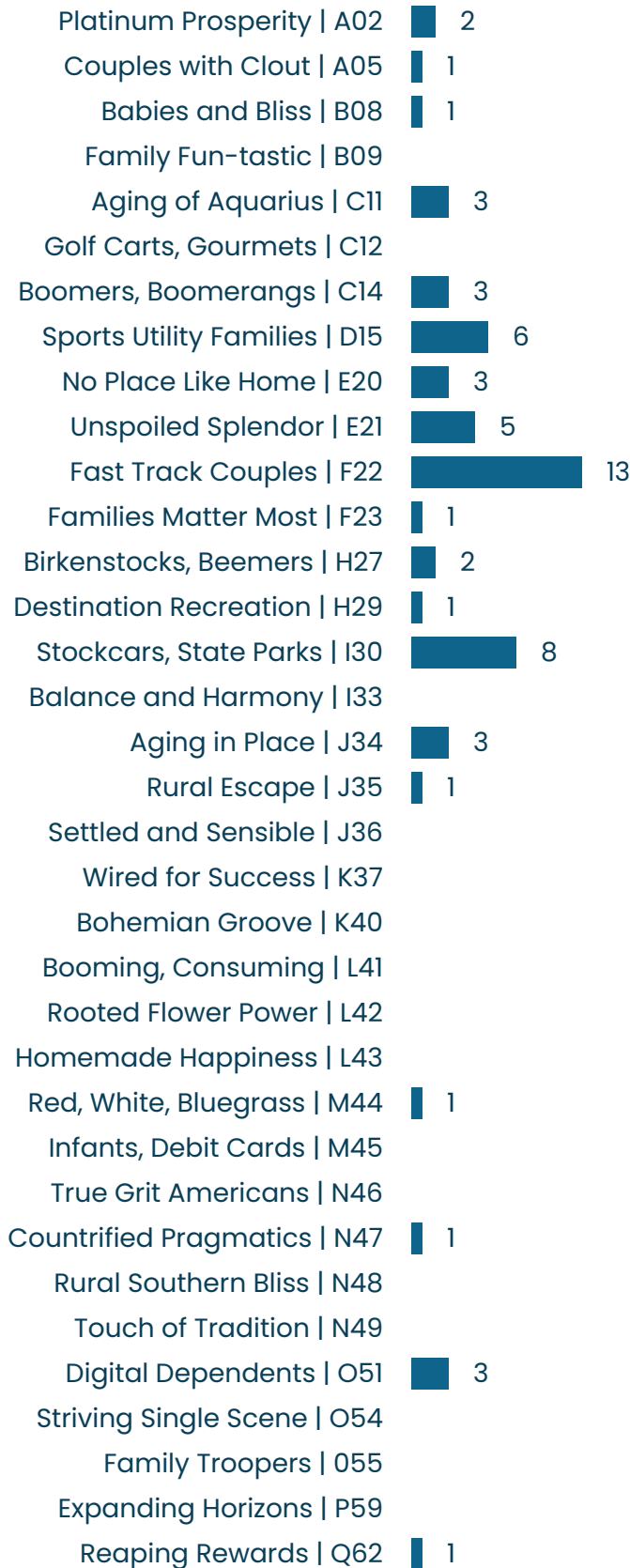
Almena Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Almena Twp Aggressive New Builds | Year 2025



Almena Township
(no villages).

...
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	56	85%
K37 - Q63	6	10%
Q64 - S71	1	<u>5%</u>
Total	63	100%

Annual Renter Potential | Almena Twp Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15 | 1
- No Place Like Home | E20
- Unspoiled Splendor | E21 | 1
- Fast Track Couples | F22 | 2
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30 | 1
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 | 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

Almena Township
(no villages).

...

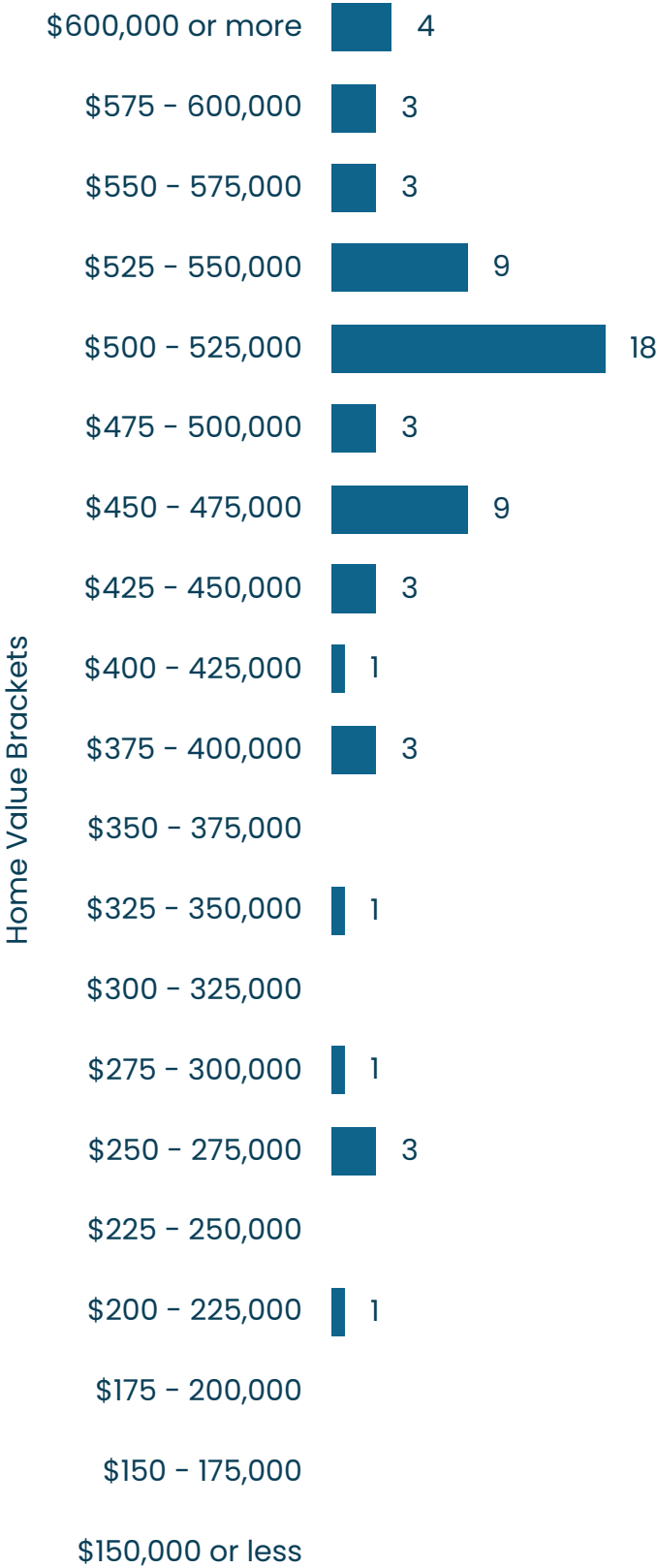
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

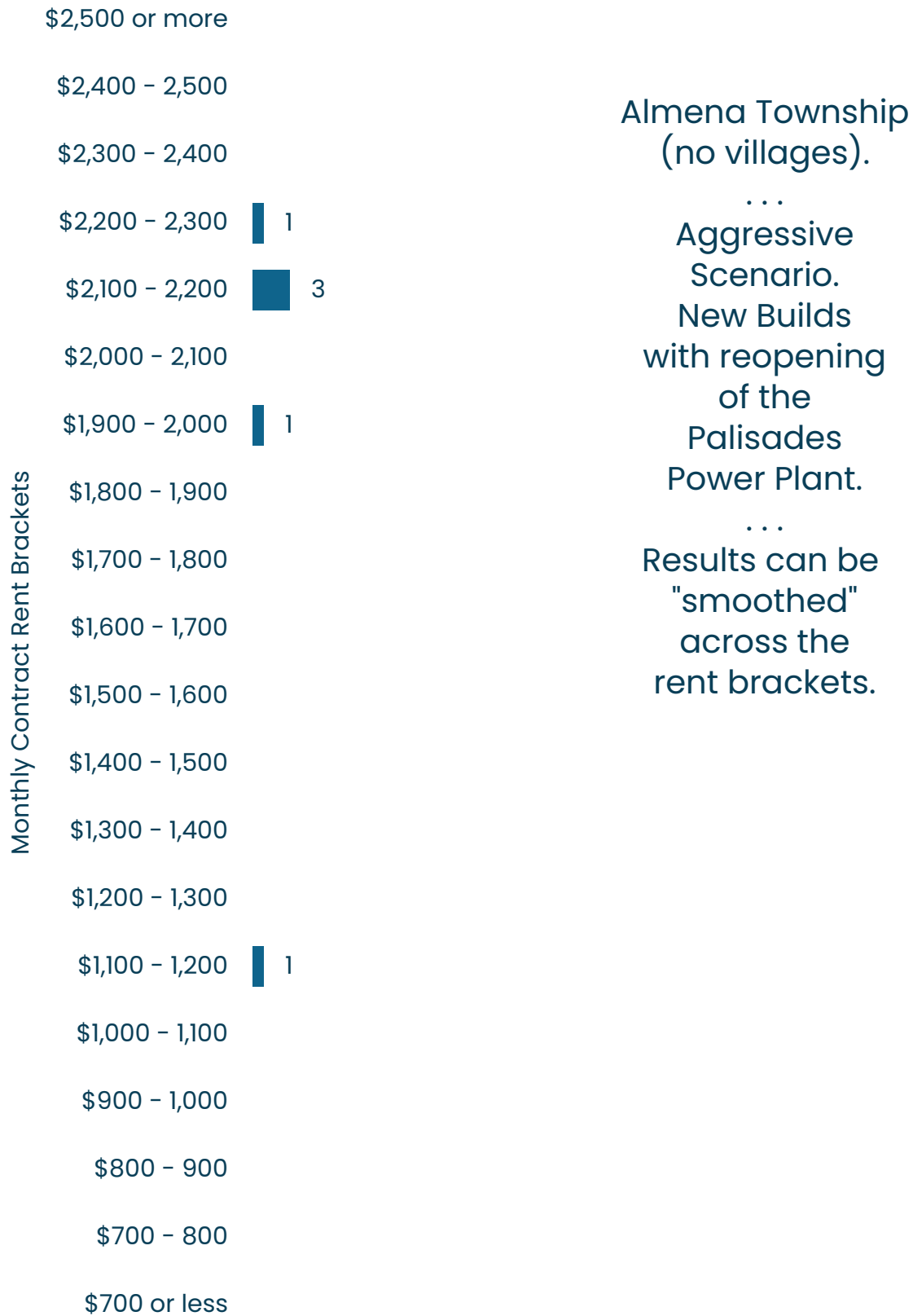
Codes	Renters	Share
A01 - J36	5	85%
K37 - Q63	1	15%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	6	100%

Home Value Tolerance | Almena Twp Aggressive New Builds | Year 2025

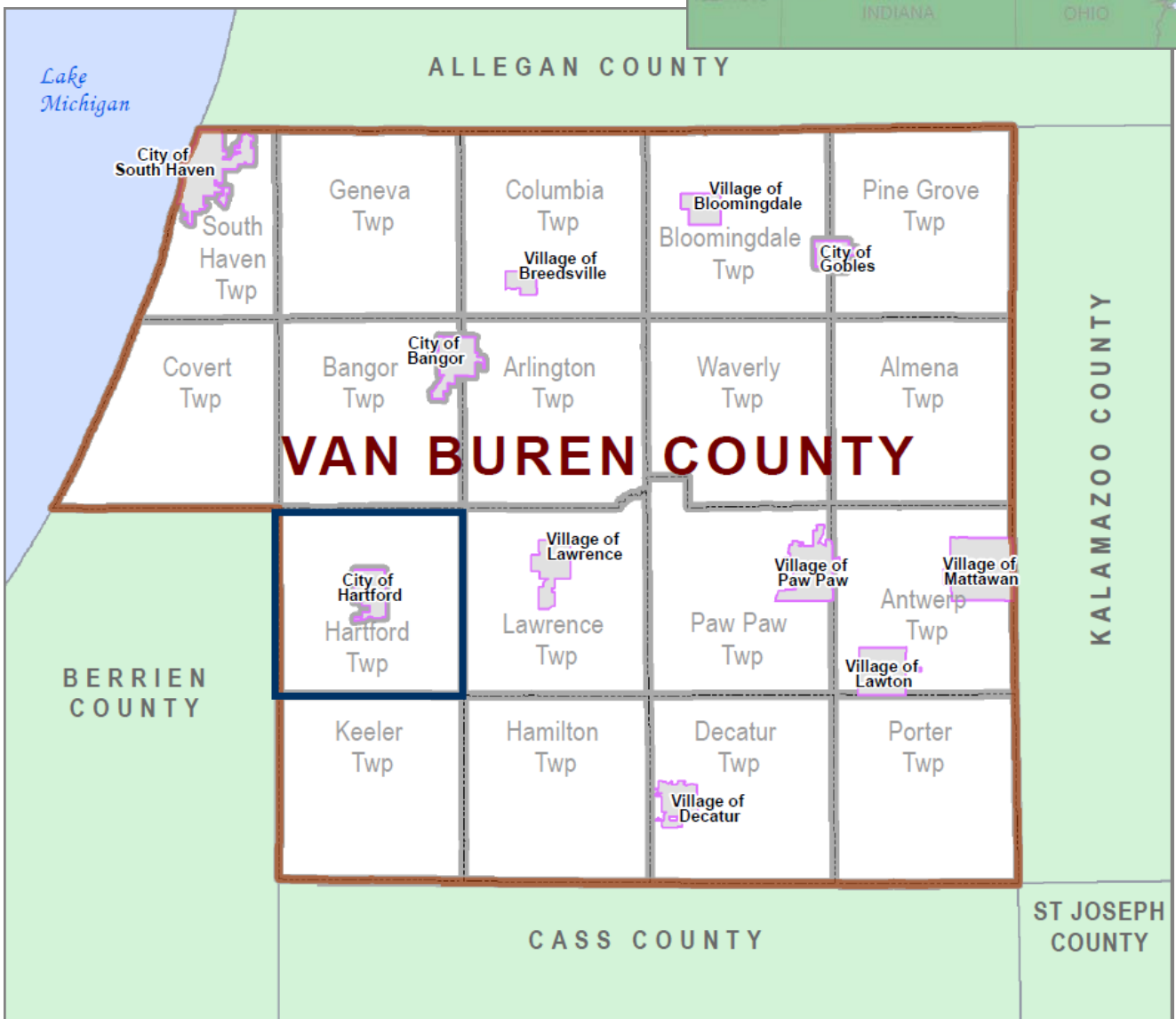


Almena Township
(no villages).
...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.
...
Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Almena Twp Aggressive New Builds | Year 2025



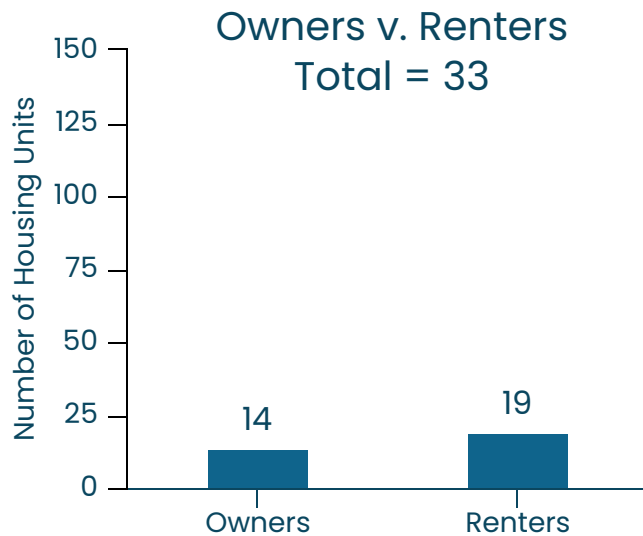
Section 1-M



Van Buren County Hazard Mitigation Plan

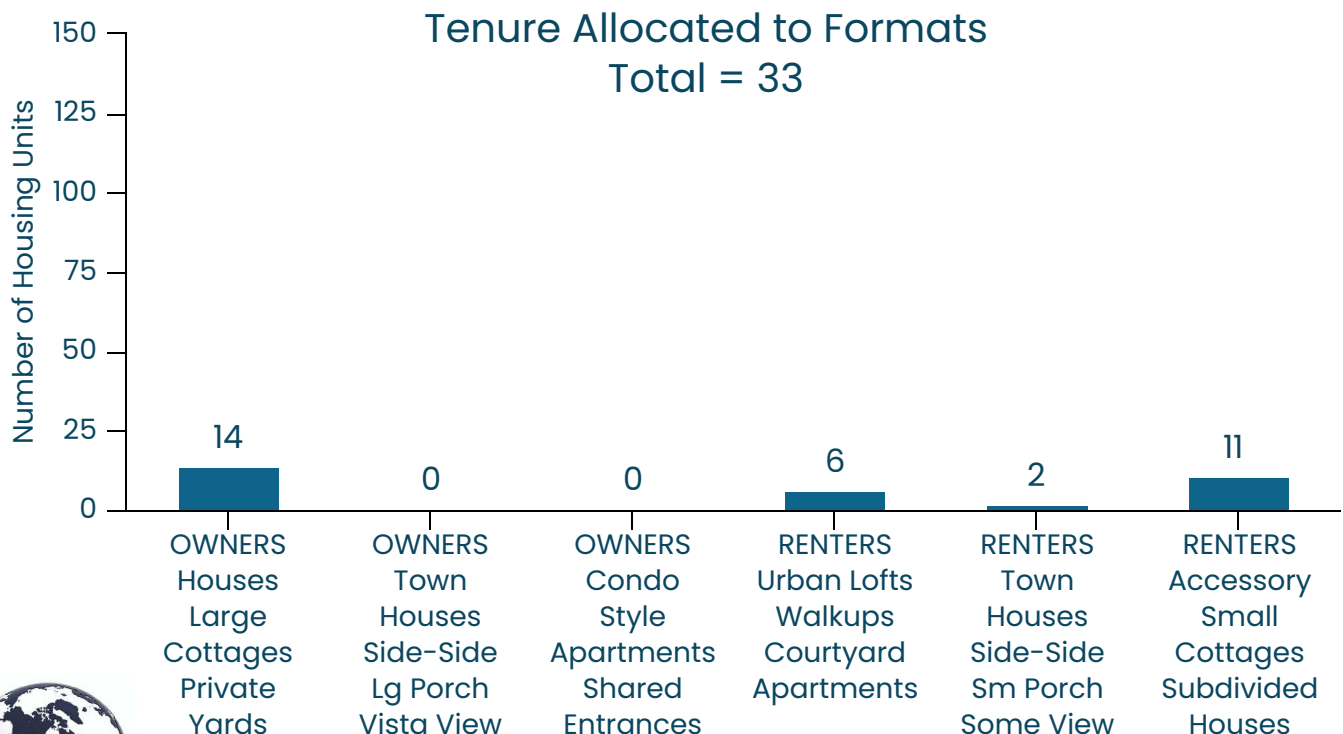
Annual Market Potential | Hartford Twp

Conservative New Builds | Year 2025



Excludes the City of Hartford.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

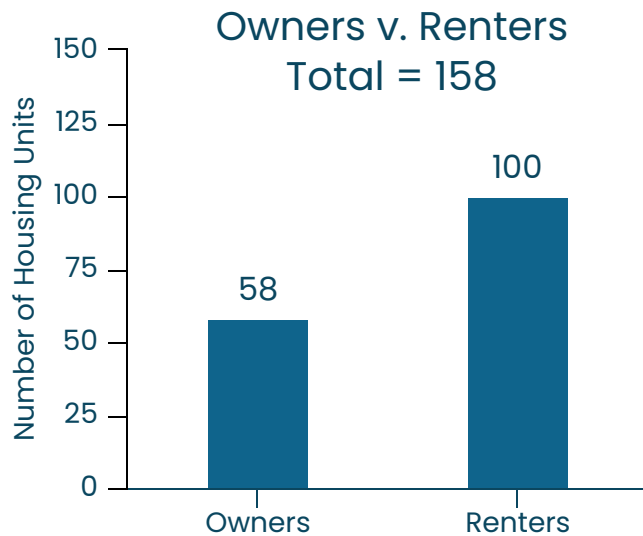
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Annual Market Potential | Hartford Twp

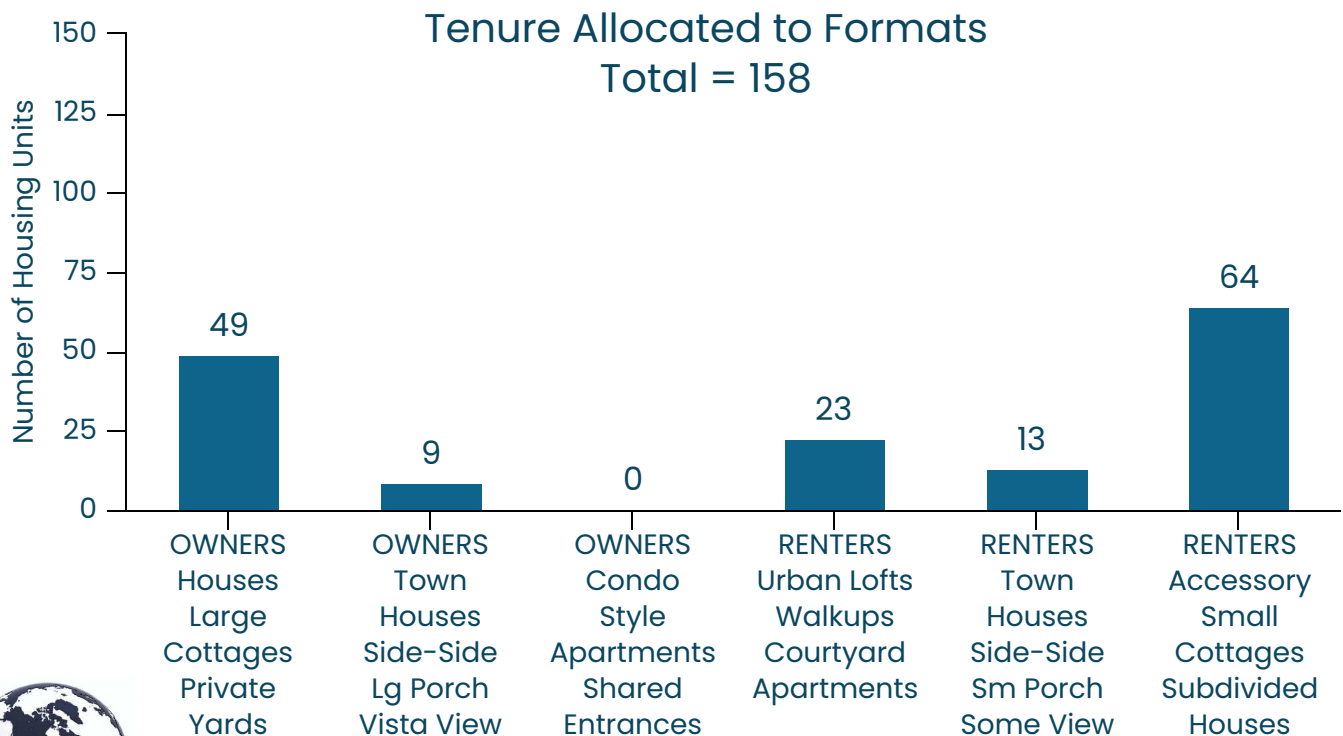
Aggressive New Builds | Year 2025



Excludes the City of Hartford.

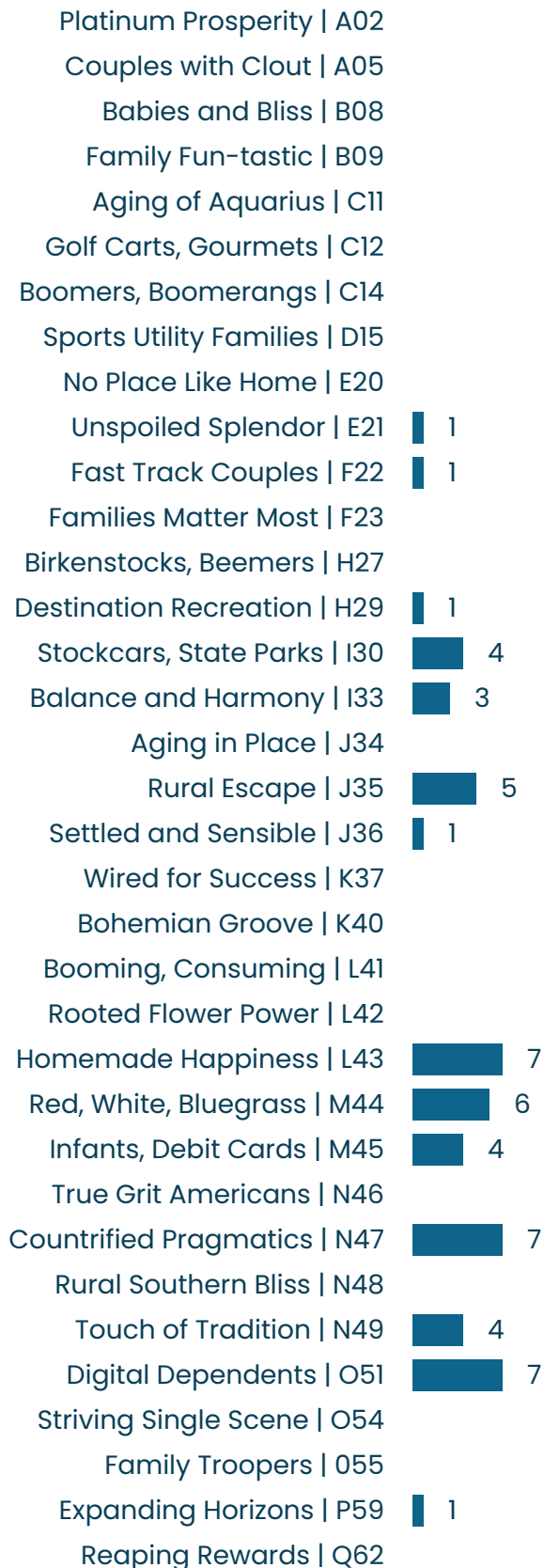
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Hartford Twp Aggressive New Builds | Year 2025



Excludes the
City of Hartford.

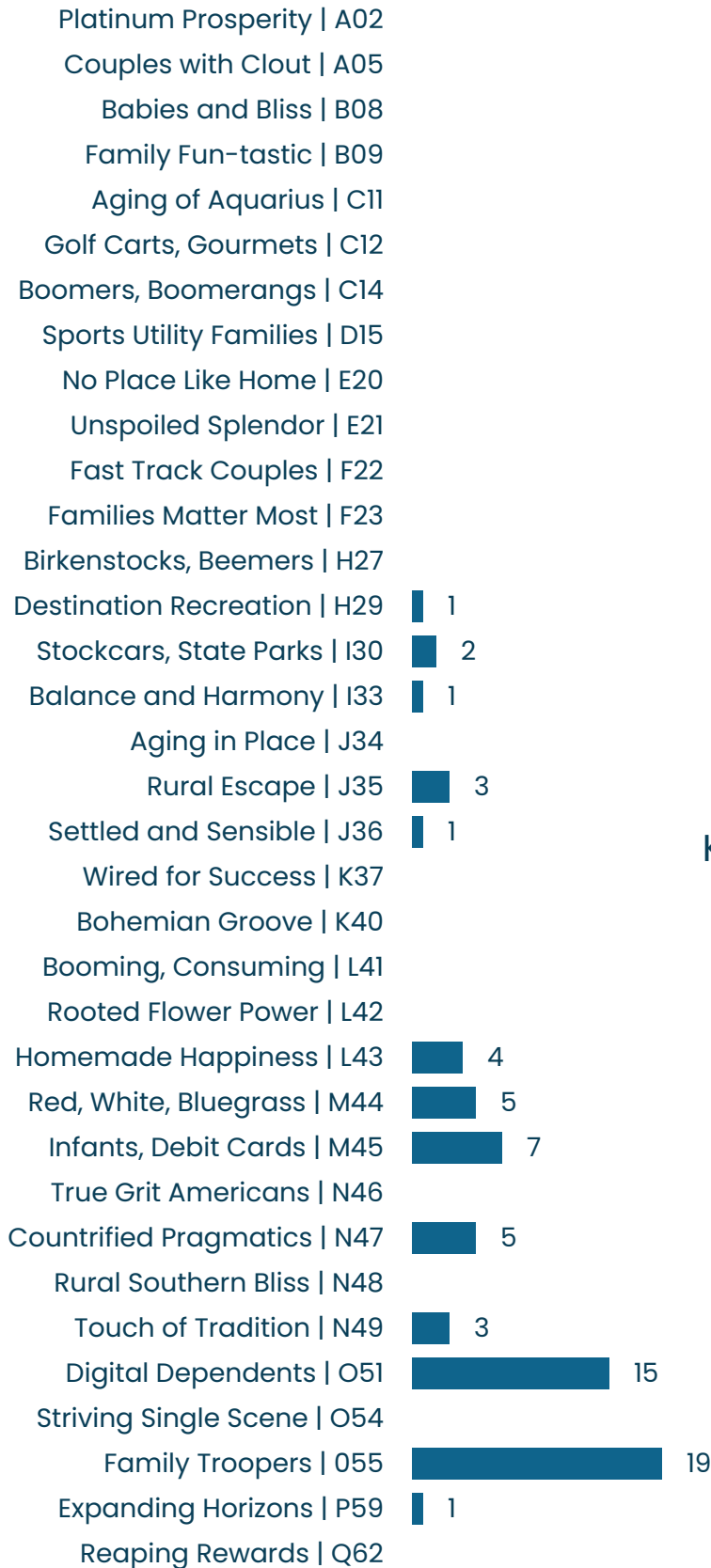
...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	16	30%
K37 - Q63	36	60%
Q64 - S71	<u>6</u>	<u>10%</u>
Total	63	100%

Annual Renter Potential | Hartford Twp Aggressive New Builds | Year 2025



Excludes the City of Hartford.

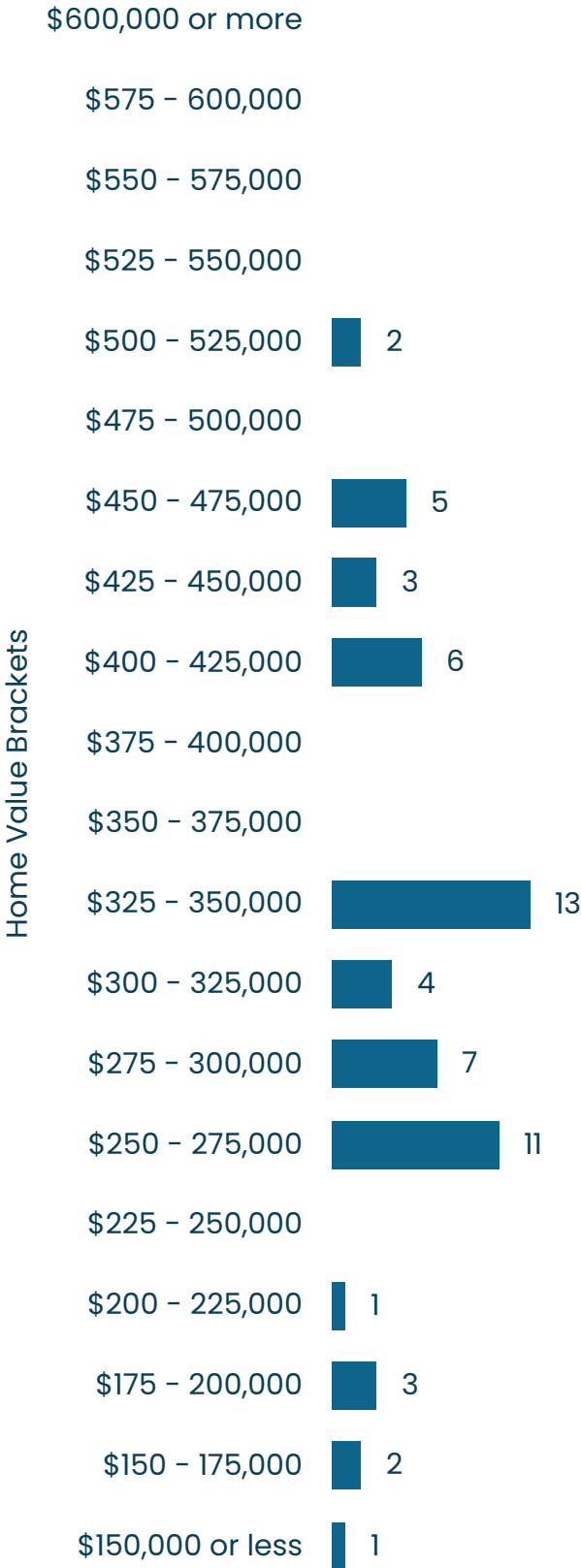
...

Aggressive Scenario.
New home renters with reopening of the Palisades Power Plant.

Summary Table

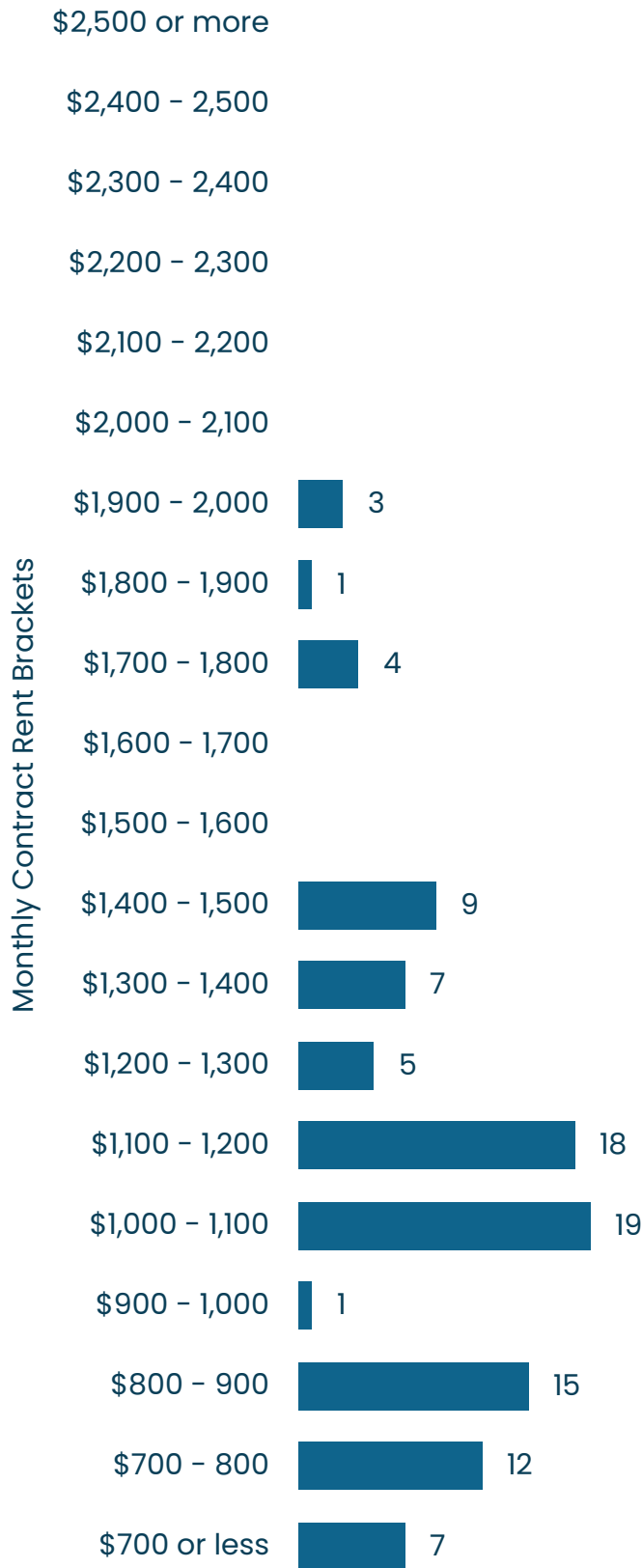
Codes	Renters	Share
A01 - J36	8	10%
K37 - Q63	60	60%
Q64 - S71	<u>32</u>	<u>30%</u>
Total	100	100%

Home Value Tolerance | Hartford Twp Aggressive New Builds | Year 2025



Excludes the City of Hartford.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Hartford Twp Aggressive New Builds | Year 2025



Excludes the City of Hartford.

...

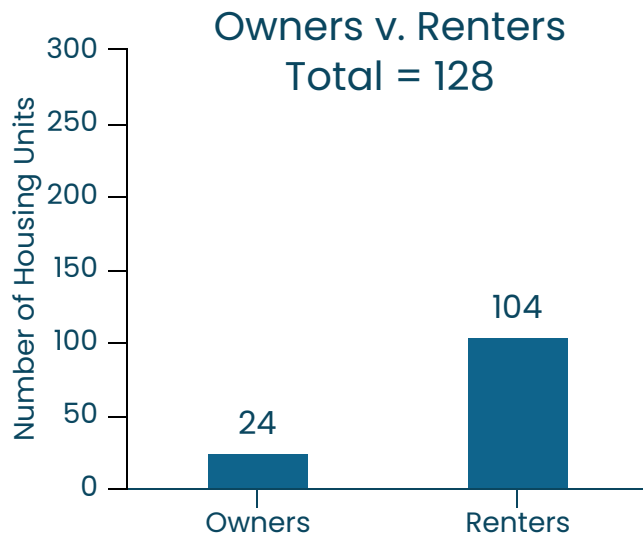
Aggressive Scenario.
New Builds with reopening of the Palisades Power Plant.

...

Results can be "smoothed" across the rent brackets.

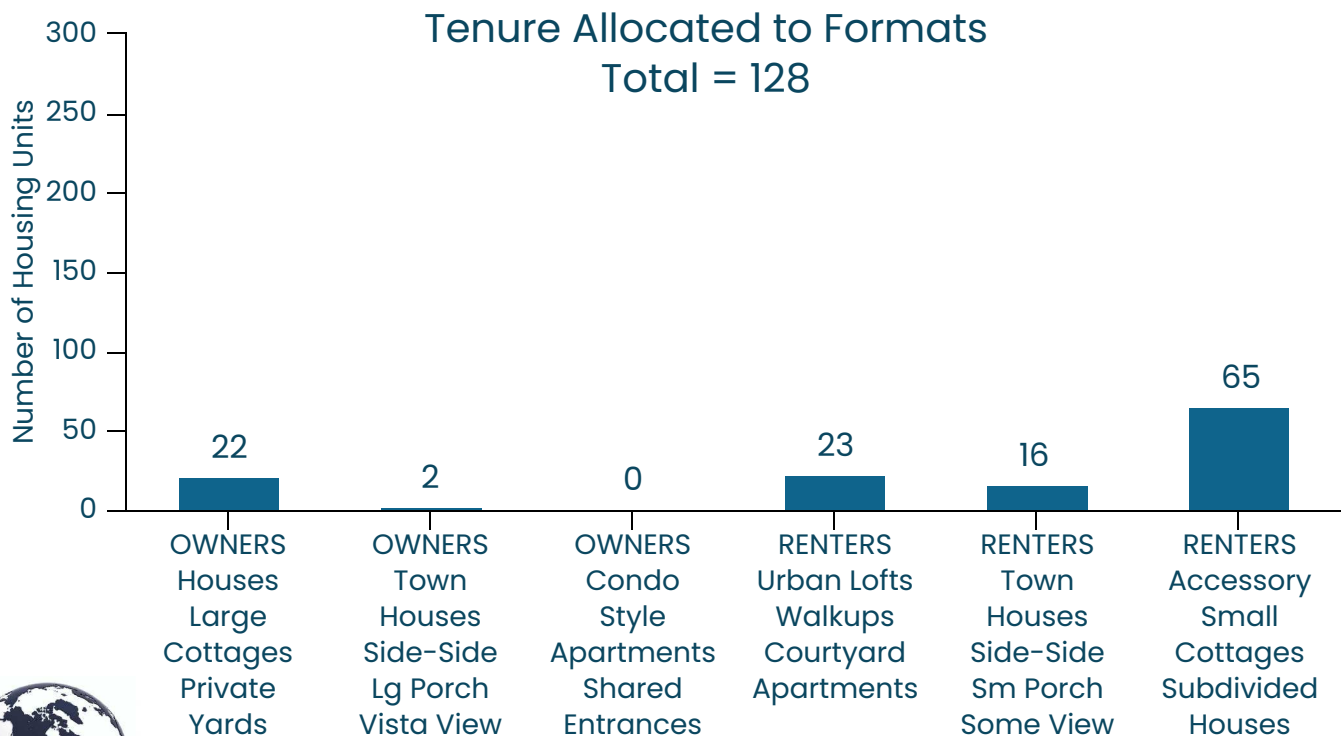
Annual Market Potential | Hartford City

Conservative New Builds | Year 2025



The City of Hartford only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

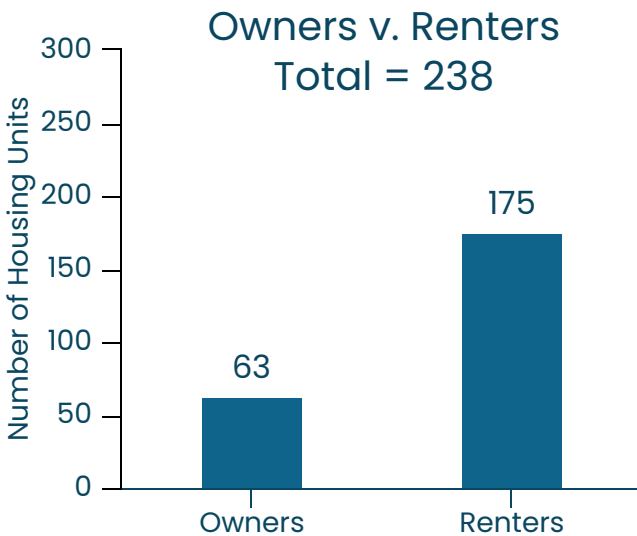
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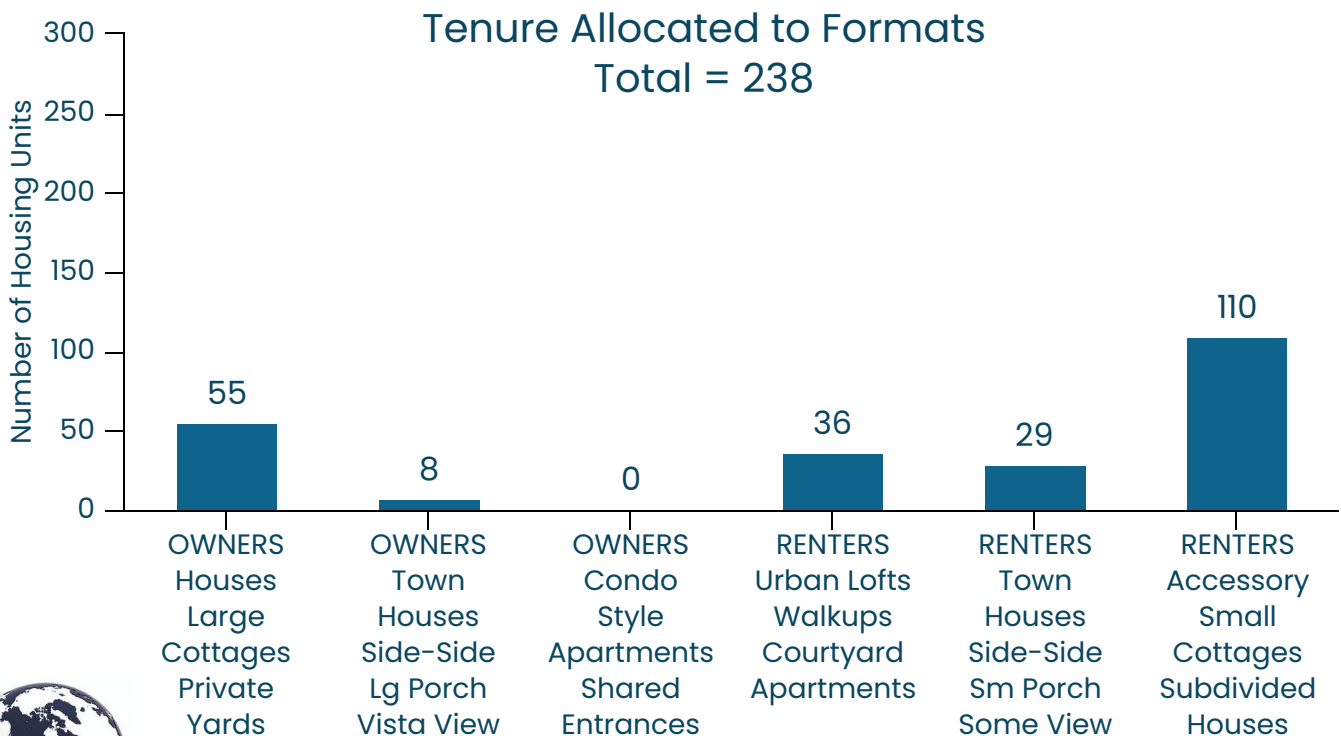
Annual Market Potential | Hartford City

Aggressive New Builds | Year 2025



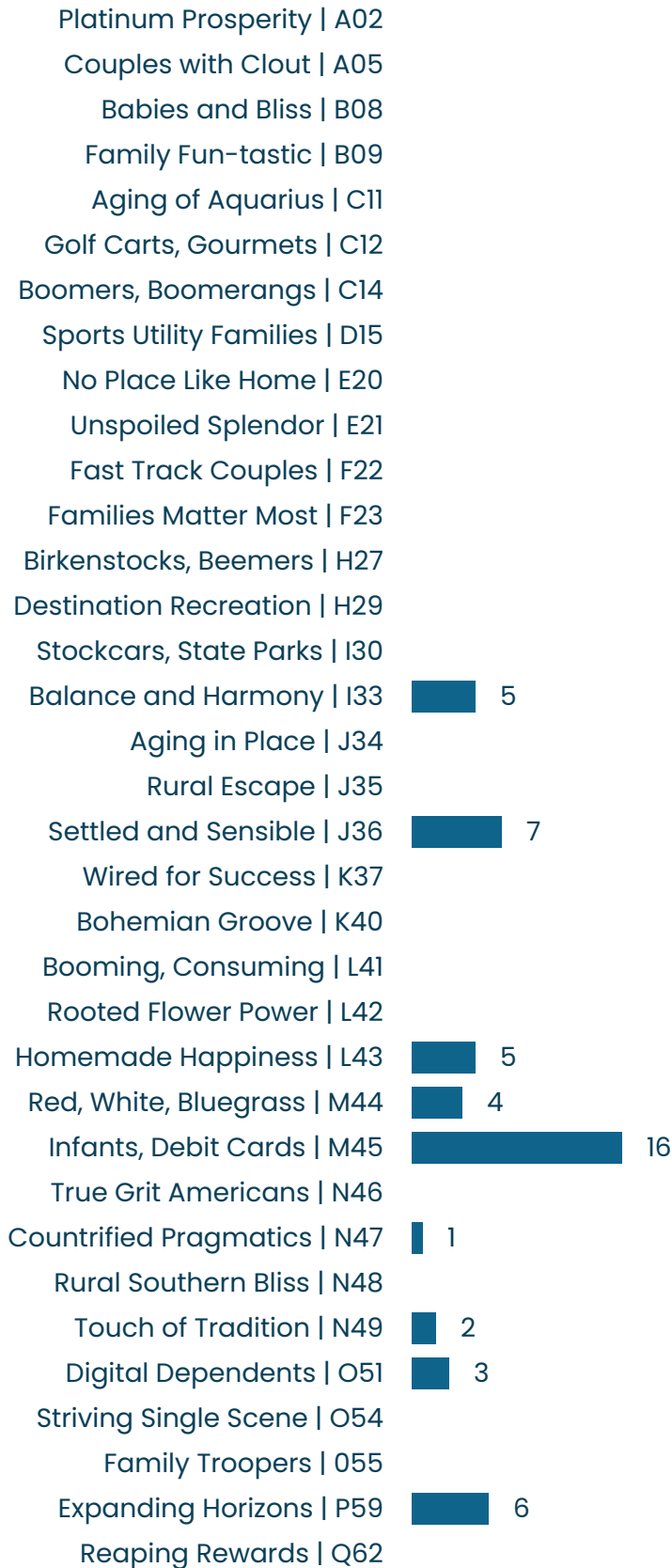
The City of Hartford only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Hartford City Aggressive New Builds | Year 2025



The City of
Hartford only.

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	12	20%
K37 - Q63	40	66%
Q64 - S71	<u>11</u>	<u>15%</u>
Total	63	100%

Annual Renter Potential | Hartford City Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33 4
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36 5
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43 4
- Red, White, Bluegrass | M44 4
- Infants, Debit Cards | M45 26
- True Grit Americans | N46
- Countrified Pragmatics | N47
- Rural Southern Bliss | N48
- Touch of Tradition | N49 1
- Digital Dependents | O51 4
- Striving Single Scene | O54
- Family Troopers | O55 39
- Expanding Horizons | P59 6
- Reaping Rewards | Q62

The City of
Hartford only.

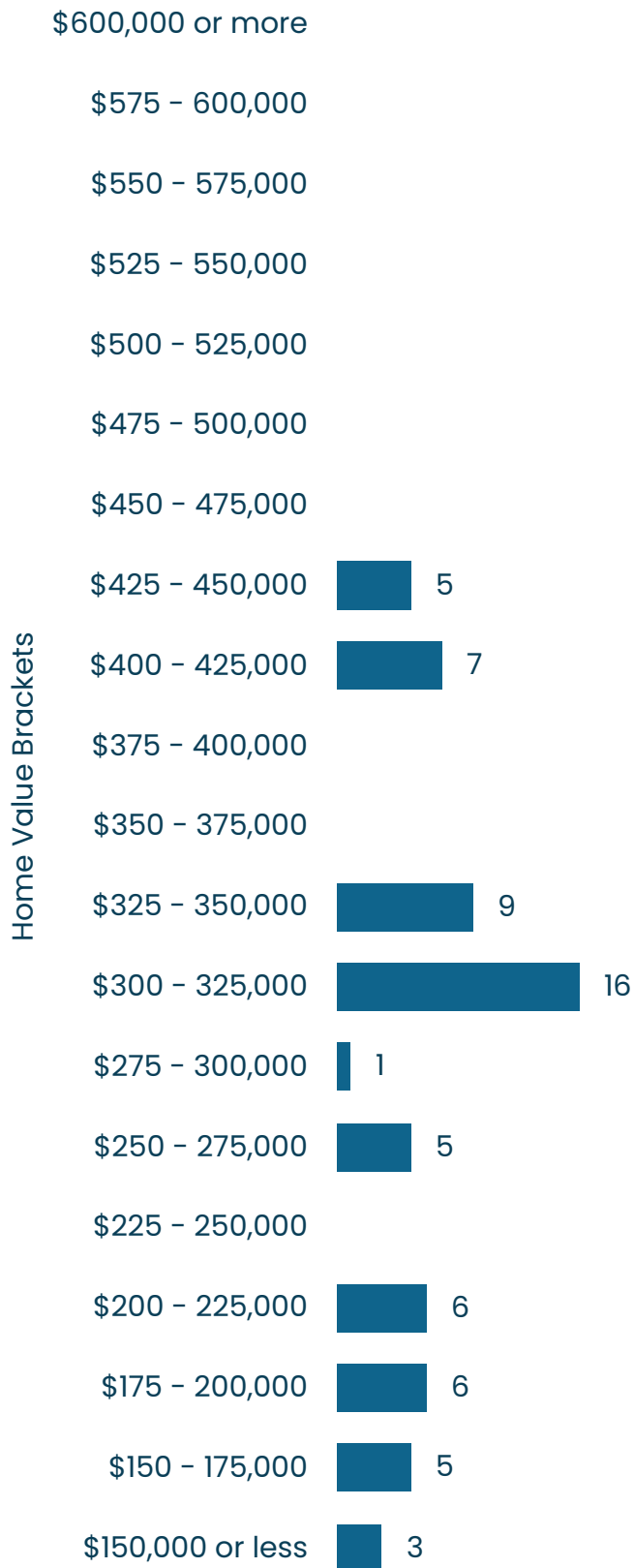
...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

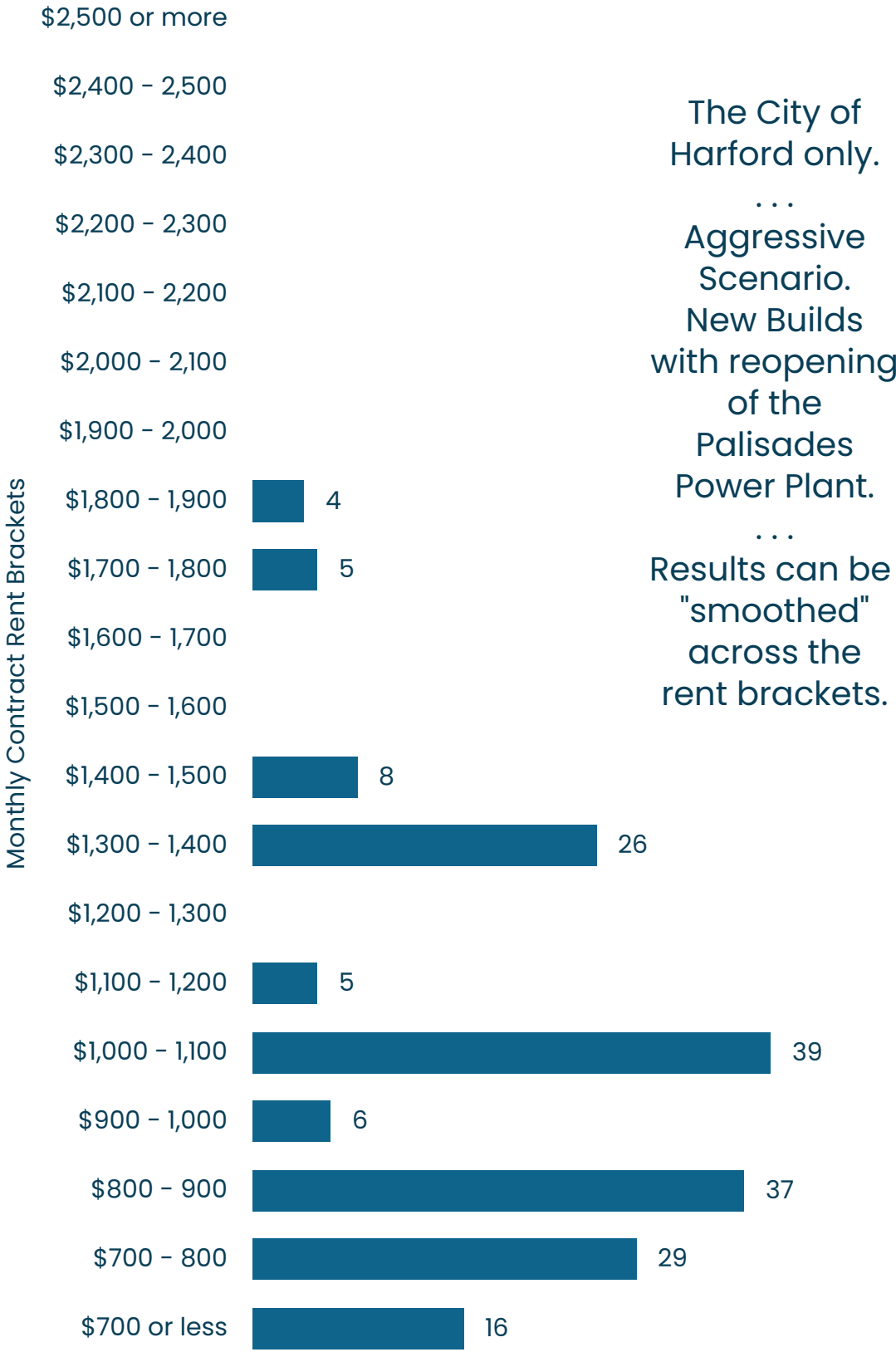
Codes	Renters	Share
A01 - J36	9	5%
K37 - Q63	88	50%
Q64 - S71	<u>78</u>	<u>45%</u>
Total	175	100%

Home Value Tolerance | Hartford City Aggressive New Builds | Year 2025



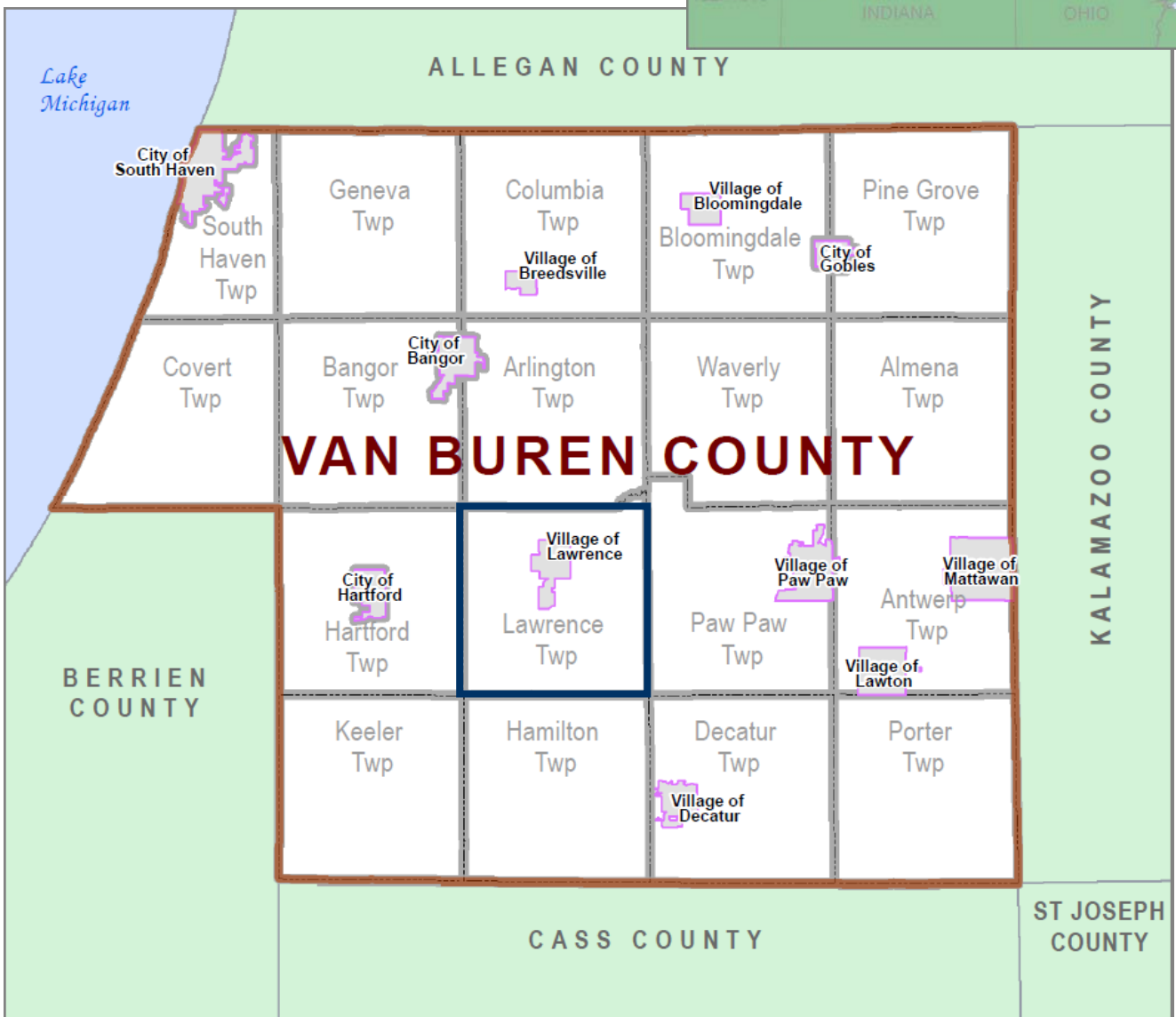
The City of
Harford only.
...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.
...
Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Hartford City Aggressive New Builds | Year 2025



The City of Harford only.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the rent brackets.

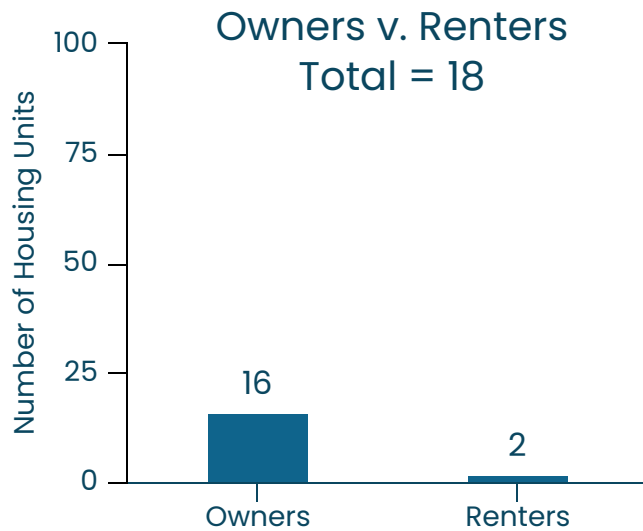
Section 1-N



Van Buren County Hazard Mitigation Plan

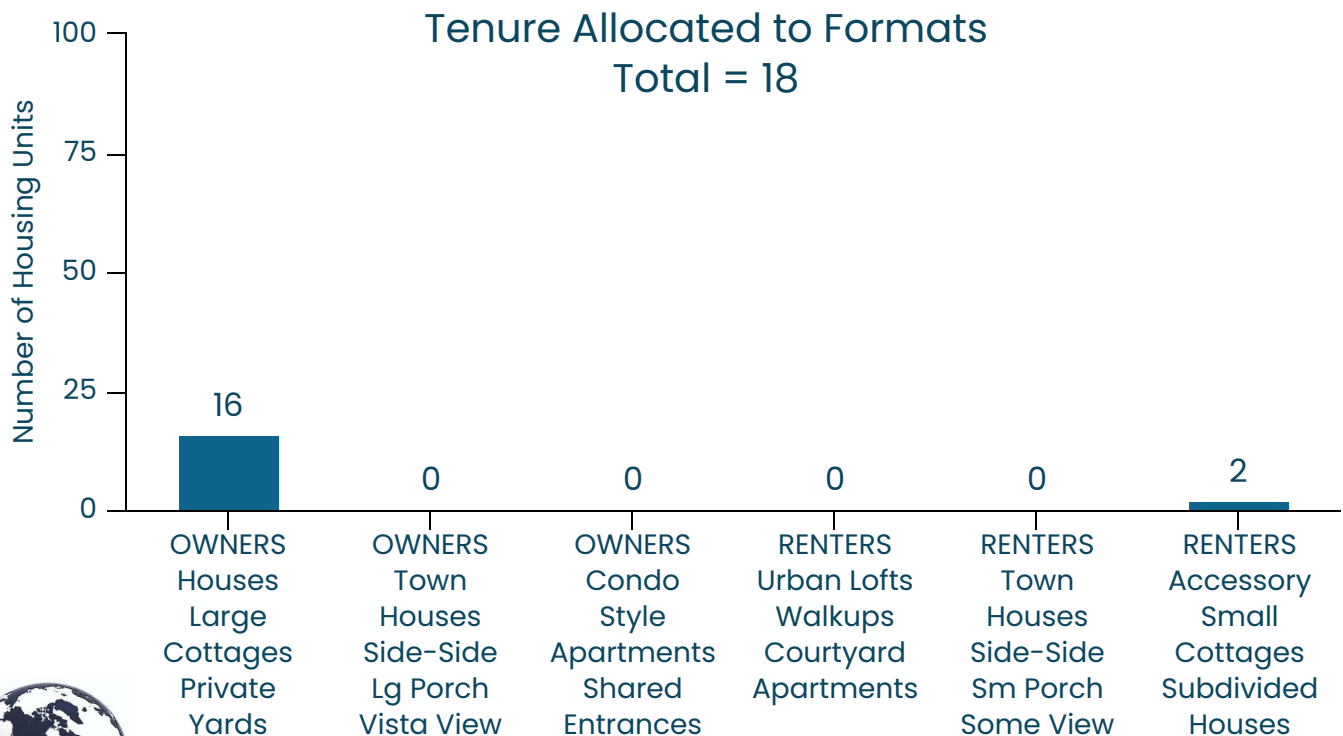
Annual Market Potential | Lawrence Twp

Conservative New Builds | Year 2025



With the Village of Lawrence.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

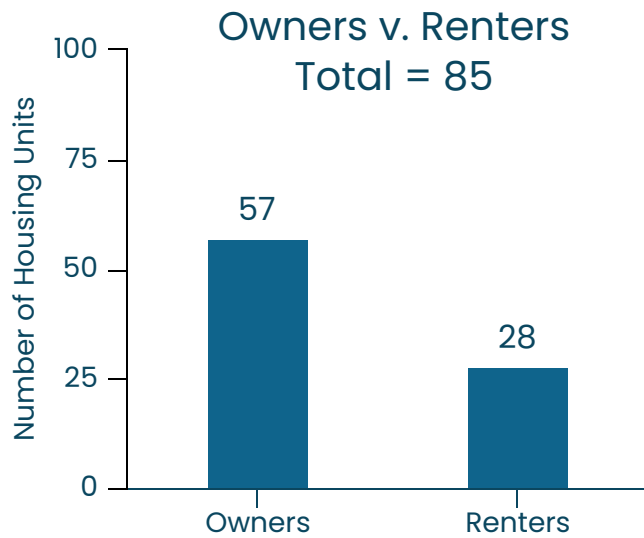
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Annual Market Potential | Lawrence Twp

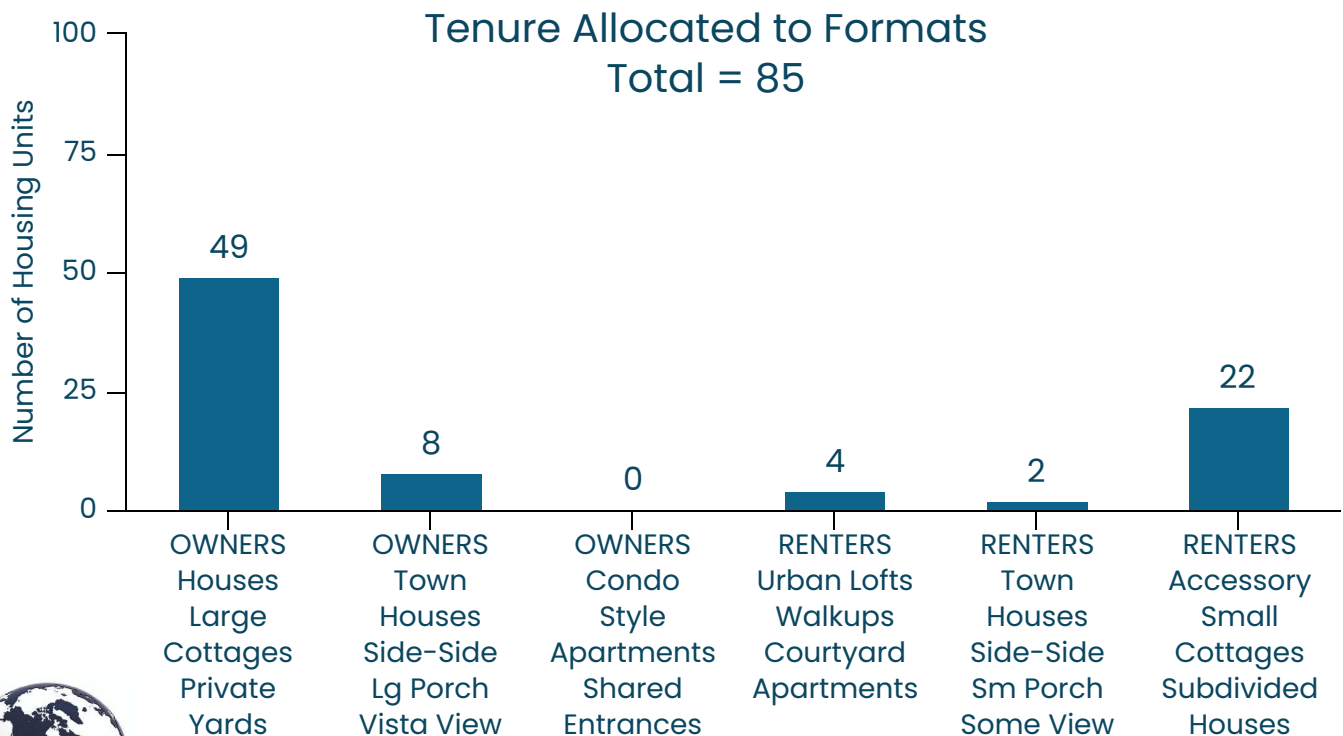
Aggressive New Builds | Year 2025



With the Village of Lawrence.

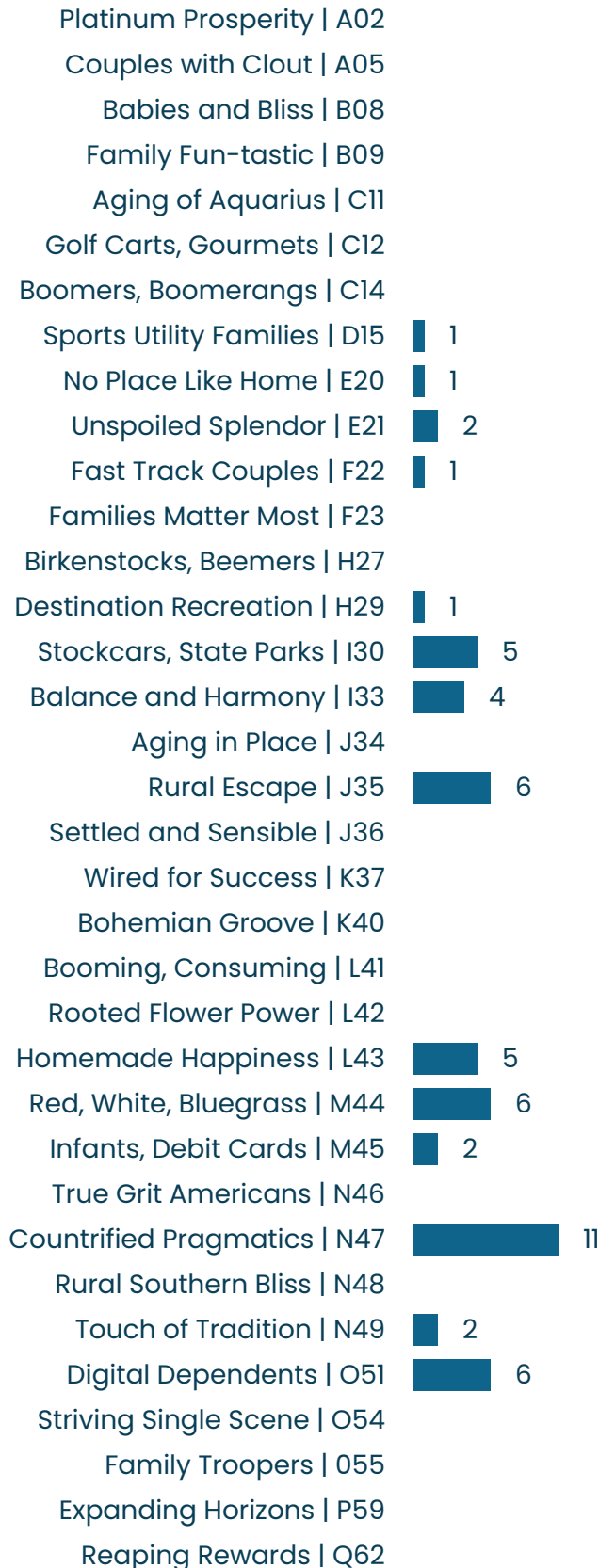
...
 Aggressive Scenario.
 New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Lawrence Twp Aggressive New Builds | Year 2025



With the
Village of Lawrence.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	21	40%
K37 - Q63	32	55%
Q64 - S71	<u>4</u>	<u>5%</u>
Total	57	100%

Annual Renter Potential | Lawrence Twp Aggressive New Builds | Year 2025

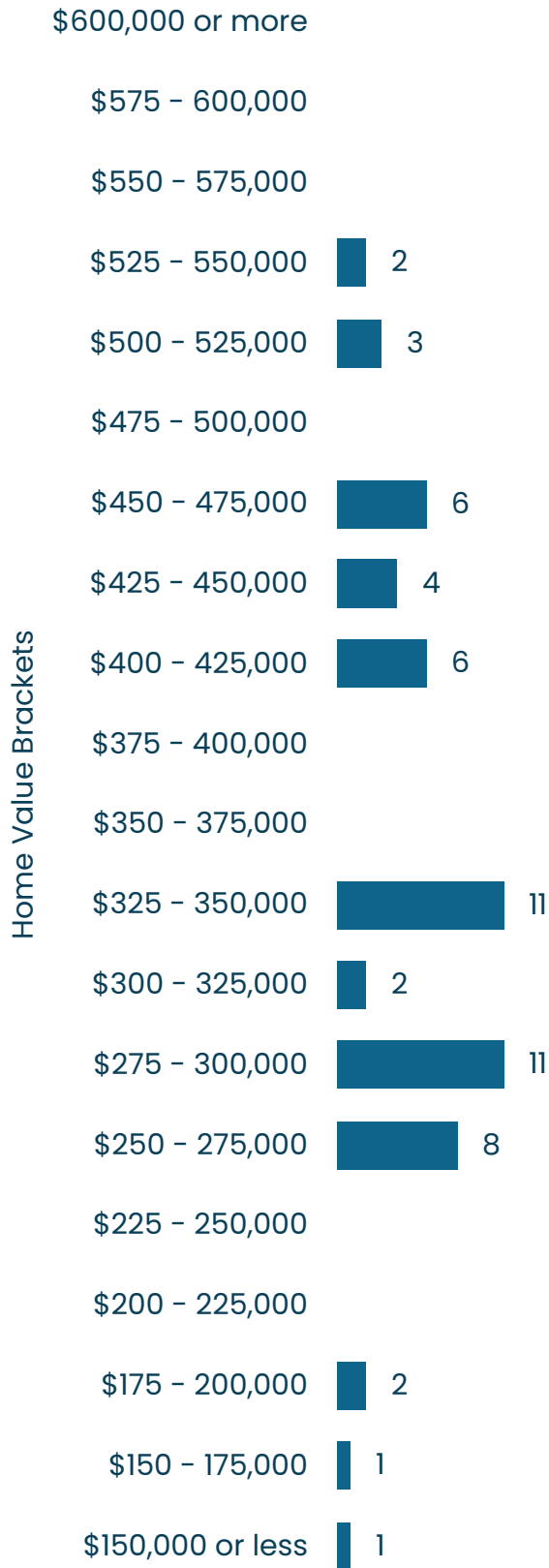
Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	■ 2
Balance and Harmony I33	■ 2
Aging in Place J34	
Rural Escape J35	■ 2
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	■ 2
Red, White, Bluegrass M44	■ 2
Infants, Debit Cards M45	■ 1
True Grit Americans N46	
Countrified Pragmatics N47	■ 4
Rural Southern Bliss N48	
Touch of Tradition N49	
Digital Dependents O51	■ 4
Striving Single Scene O54	
Family Troopers O55	■ 4
Expanding Horizons P59	
Reaping Rewards Q62	

With the
Village of Lawrence.
...
Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	6	20%
K37 - Q63	17	60%
Q64 - S71	<u>5</u>	<u>20%</u>
Total	28	100%

Home Value Tolerance | Lawrence Twp Aggressive New Builds | Year 2025



With the
Village of Lawrence.

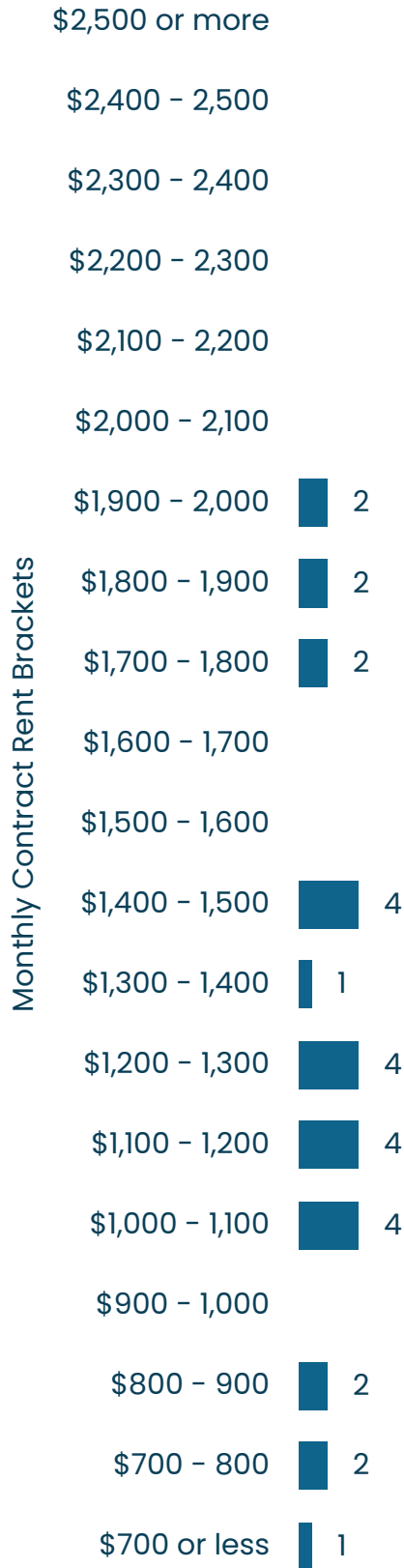
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Lawrence Twp Aggressive New Builds | Year 2025



With the
Village of Lawrence.

...

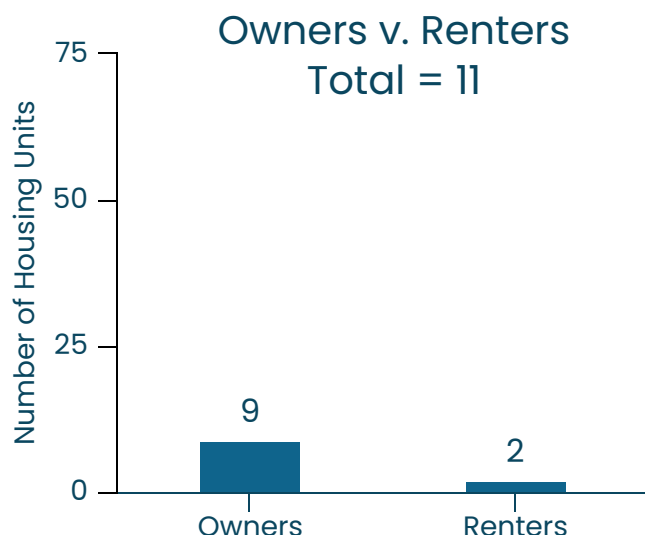
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

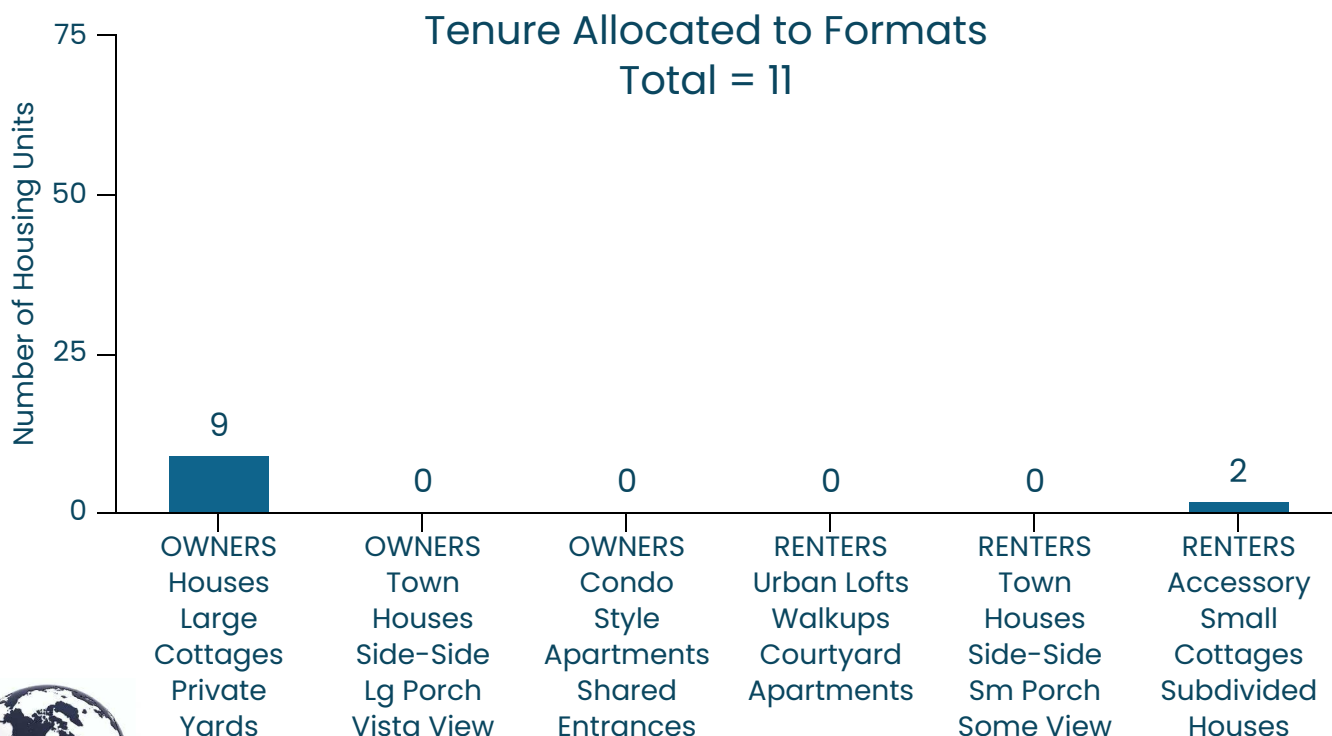
Annual Market Potential | Lawrence Village

Conservative New Builds | Year 2025



The Village of Lawrence only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant

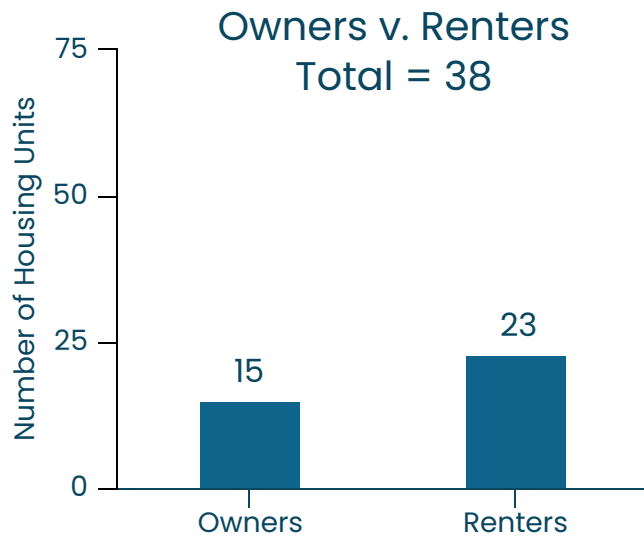
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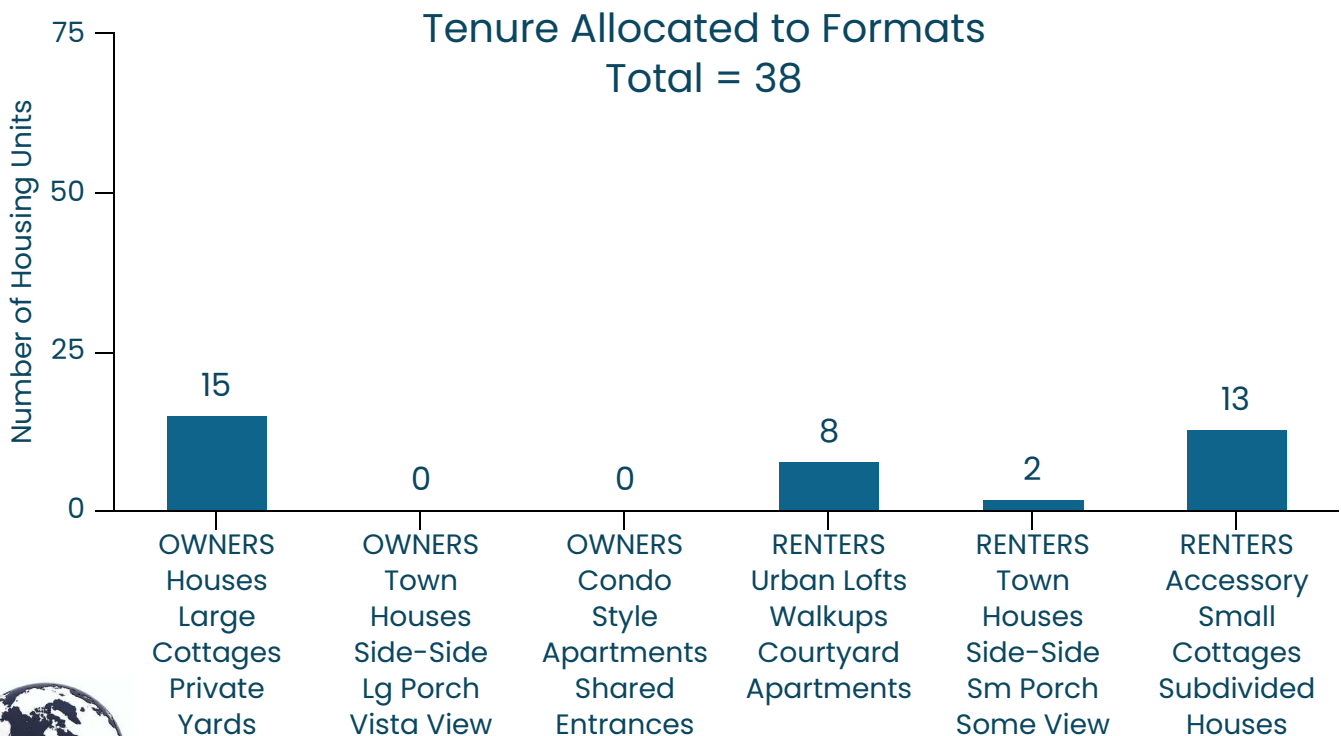
Annual Market Potential | Lawrence Village

Aggressive New Builds | Year 2025



The Village of Lawrence only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant

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Annual Buyer Potential | Lawrence Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	1
Balance and Harmony I33	2
Aging in Place J34	
Rural Escape J35	1
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	2
Red, White, Bluegrass M44	2
Infants, Debit Cards M45	1
True Grit Americans N46	
Countrified Pragmatics N47	2
Rural Southern Bliss N48	
Touch of Tradition N49	1
Digital Dependents O51	2
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Lawrence only.

...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	4	25%
K37 - Q63	10	70%
Q64 - S71	1	<u>5%</u>
Total	15	100%

Annual Renter Potential | Lawrence Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	
Stockcars, State Parks I30	
Balance and Harmony I33	1
Aging in Place J34	
Rural Escape J35	
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	1
Red, White, Bluegrass M44	1
Infants, Debit Cards M45	1
True Grit Americans N46	
Countrified Pragmatics N47	1
Rural Southern Bliss N48	
Touch of Tradition N49	1
Digital Dependents O51	2
Striving Single Scene O54	
Family Troopers O55	7
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Lawrence only.

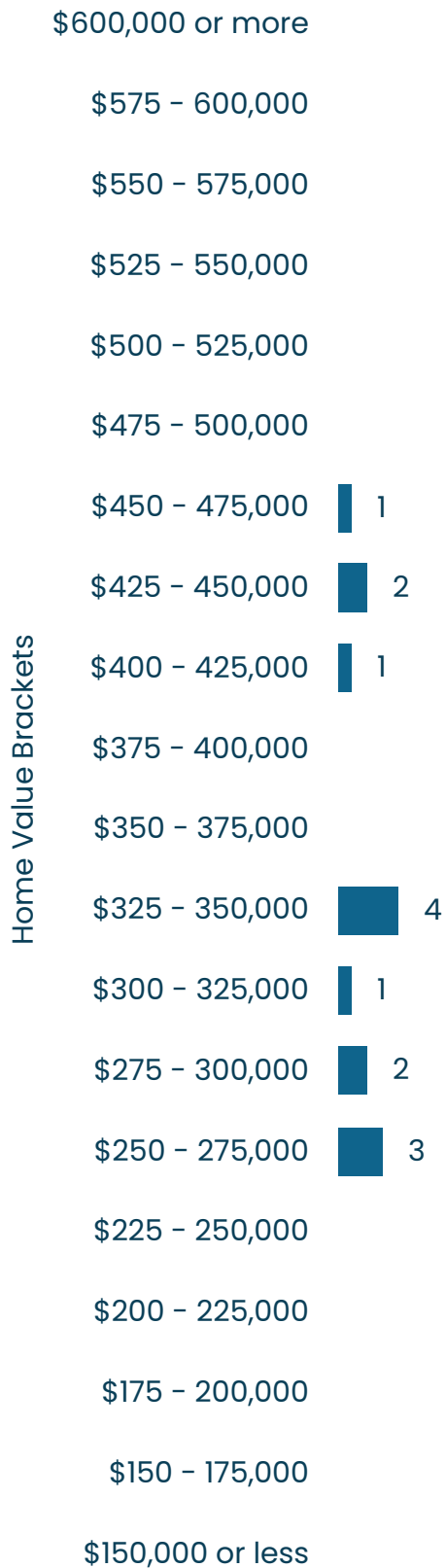
...

Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	1	5%
K37 - Q63	14	60%
Q64 - S71	<u>8</u>	<u>35%</u>
Total	23	100%

Home Value Tolerance | Lawrence Village Aggressive New Builds | Year 2025



The Village of
Lawrence only.

...

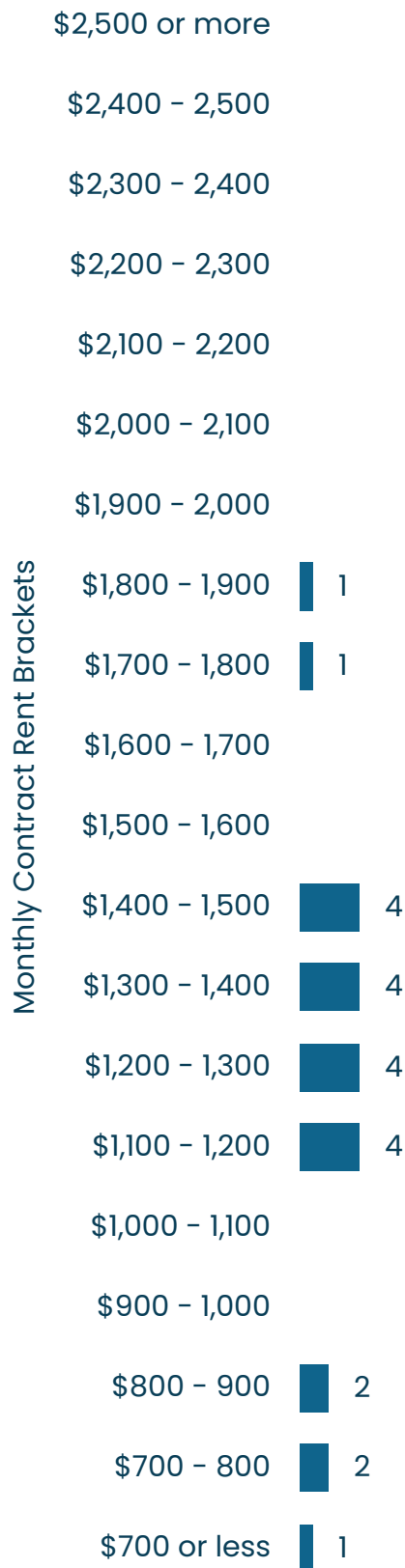
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
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Monthly Rent Tolerance | Lawrence Village Aggressive New Builds | Year 2025



The Village of
Lawrence only.

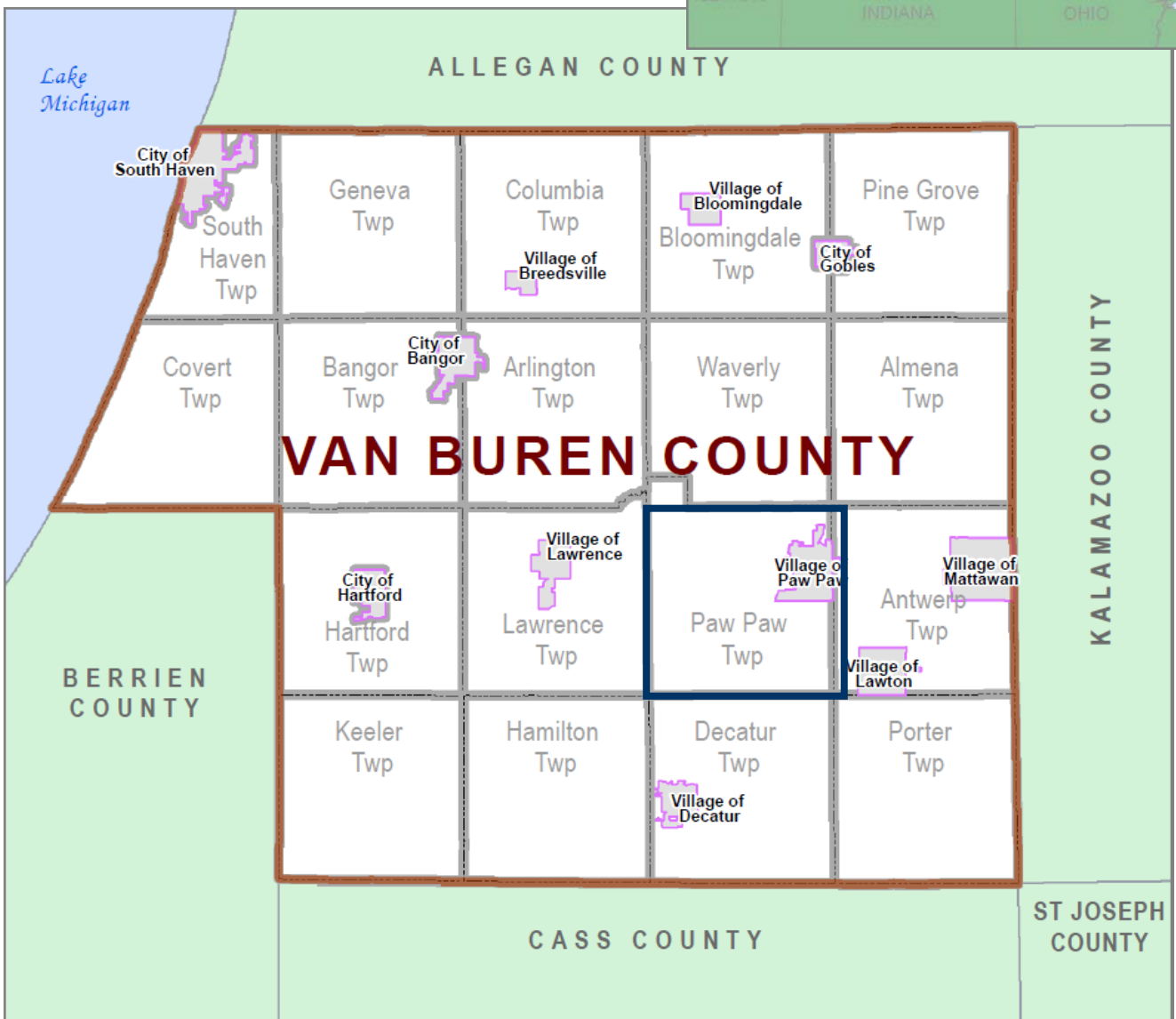
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Aggressive
Scenario.
New Builds
with reopening
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Palisades
Power Plant.

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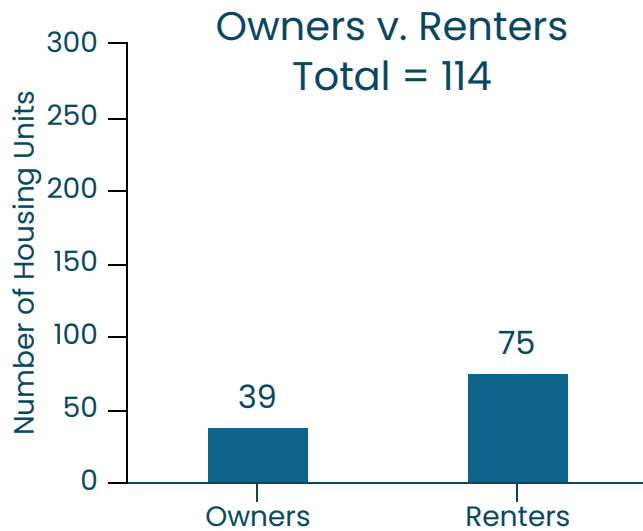
Section 1-O



Van Buren County Hazard Mitigation Plan

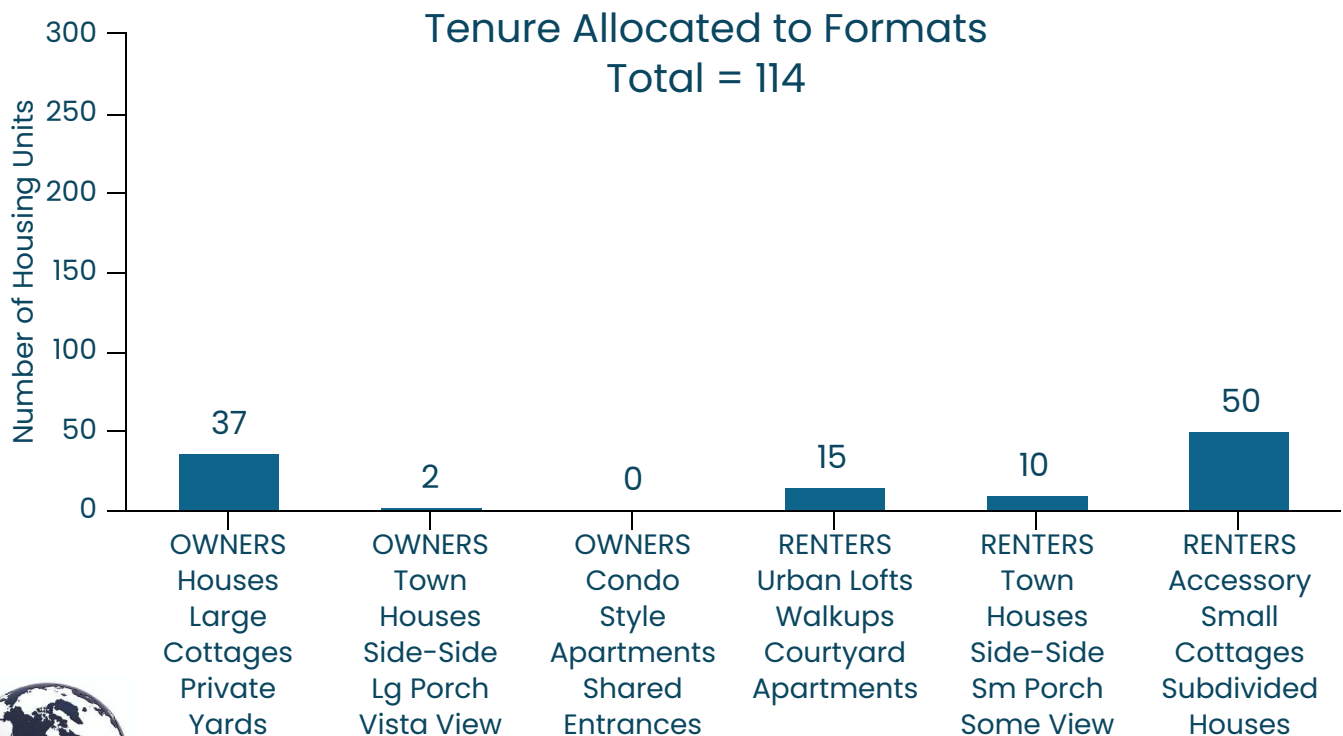
Annual Market Potential | Paw Paw Twp

Conservative New Builds | Year 2025



With the Village of Paw Paw.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

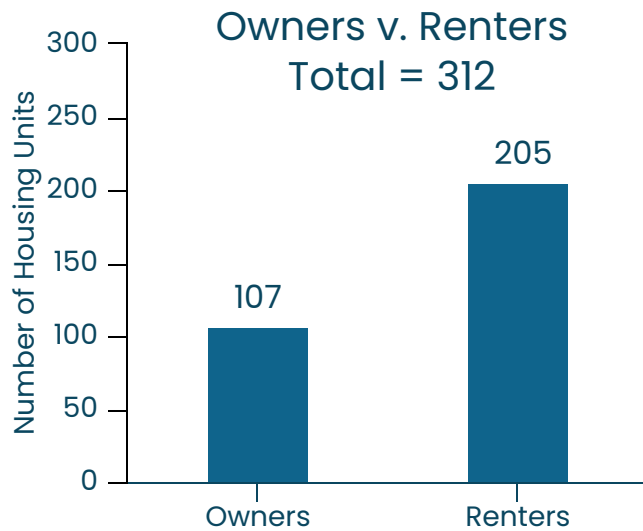
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Annual Market Potential | Paw Paw Twp

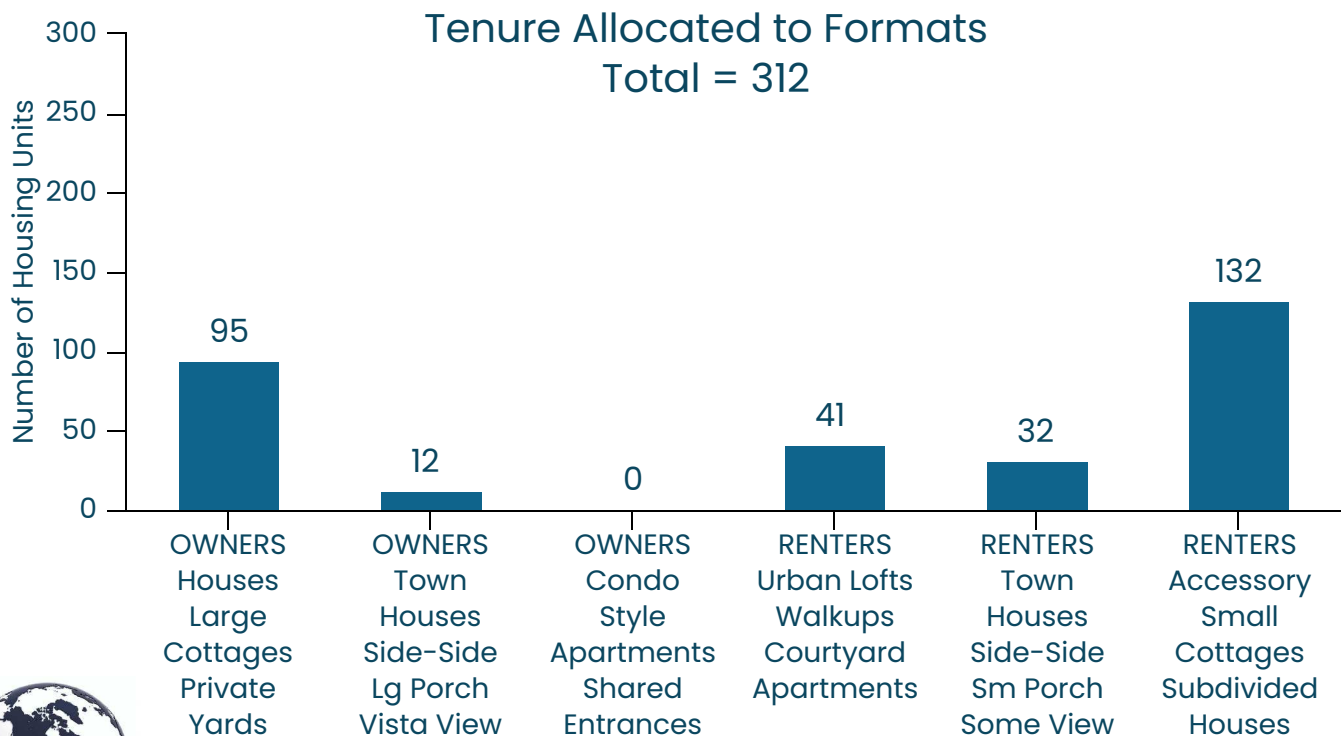
Aggressive New Builds | Year 2025



With the Village of Paw Paw.

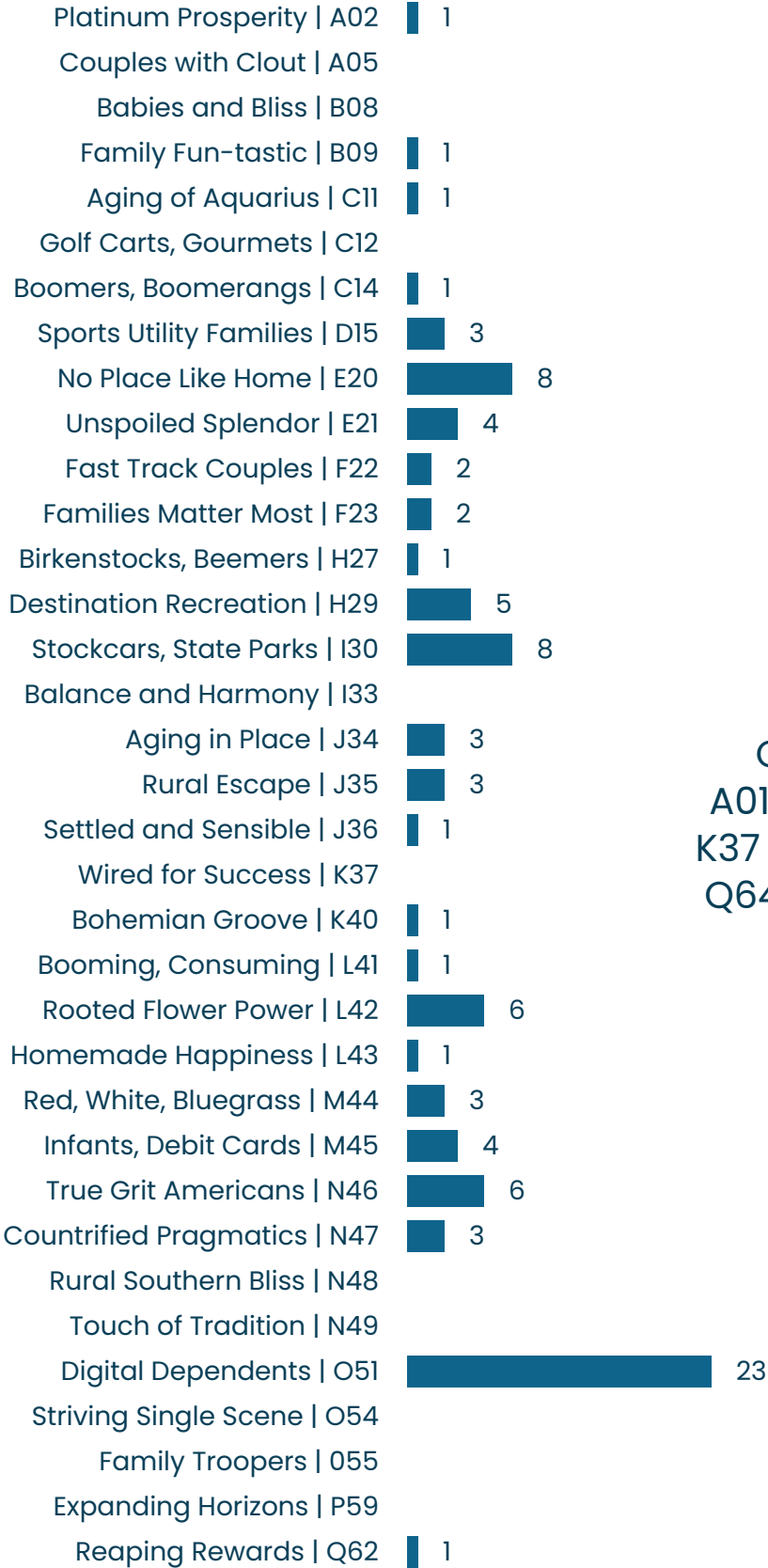
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Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Paw Paw Twp Aggressive New Builds | Year 2025

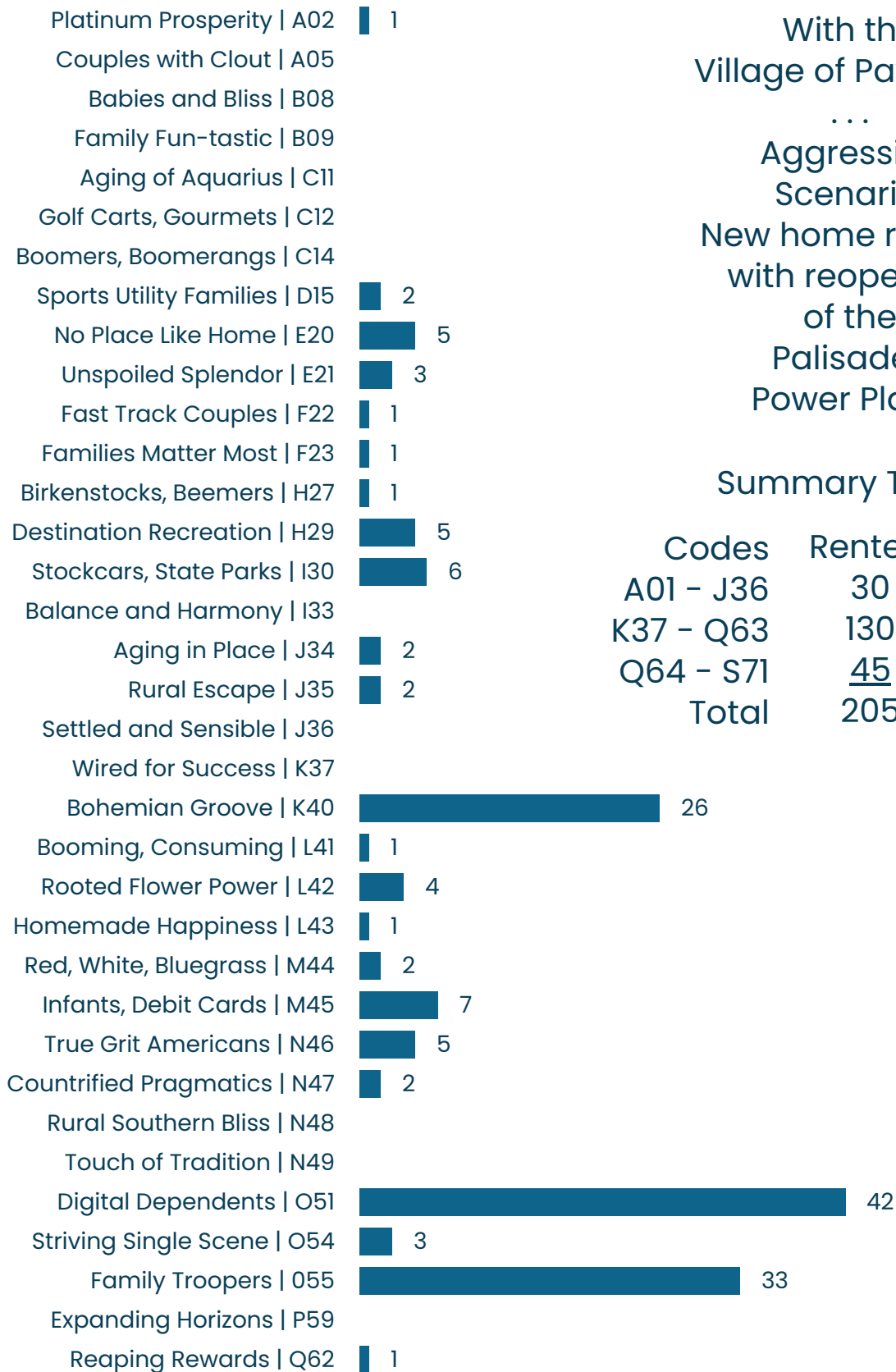


With the
Village of Paw Paw.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	46	40%
K37 - Q63	52	50%
Q64 - S71	<u>9</u>	<u>10%</u>
Total	107	100%

Annual Renter Potential | Paw Paw Twp Aggressive New Builds | Year 2025



With the
Village of Paw Paw.

...
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 – J36	30	15%
K37 – Q63	130	65%
Q64 – S71	<u>45</u>	<u>20%</u>
Total	205	100%

Annual Buyer Potential | Paw Paw Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	1
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	1
Stockcars, State Parks I30	
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	1
Homemade Happiness L43	
Red, White, Bluegrass M44	
Infants, Debit Cards M45	1
True Grit Americans N46	1
Countrified Pragmatics N47	
Rural Southern Bliss N48	
Touch of Tradition N49	
Digital Dependents O51	3
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Paw Paw only.

...

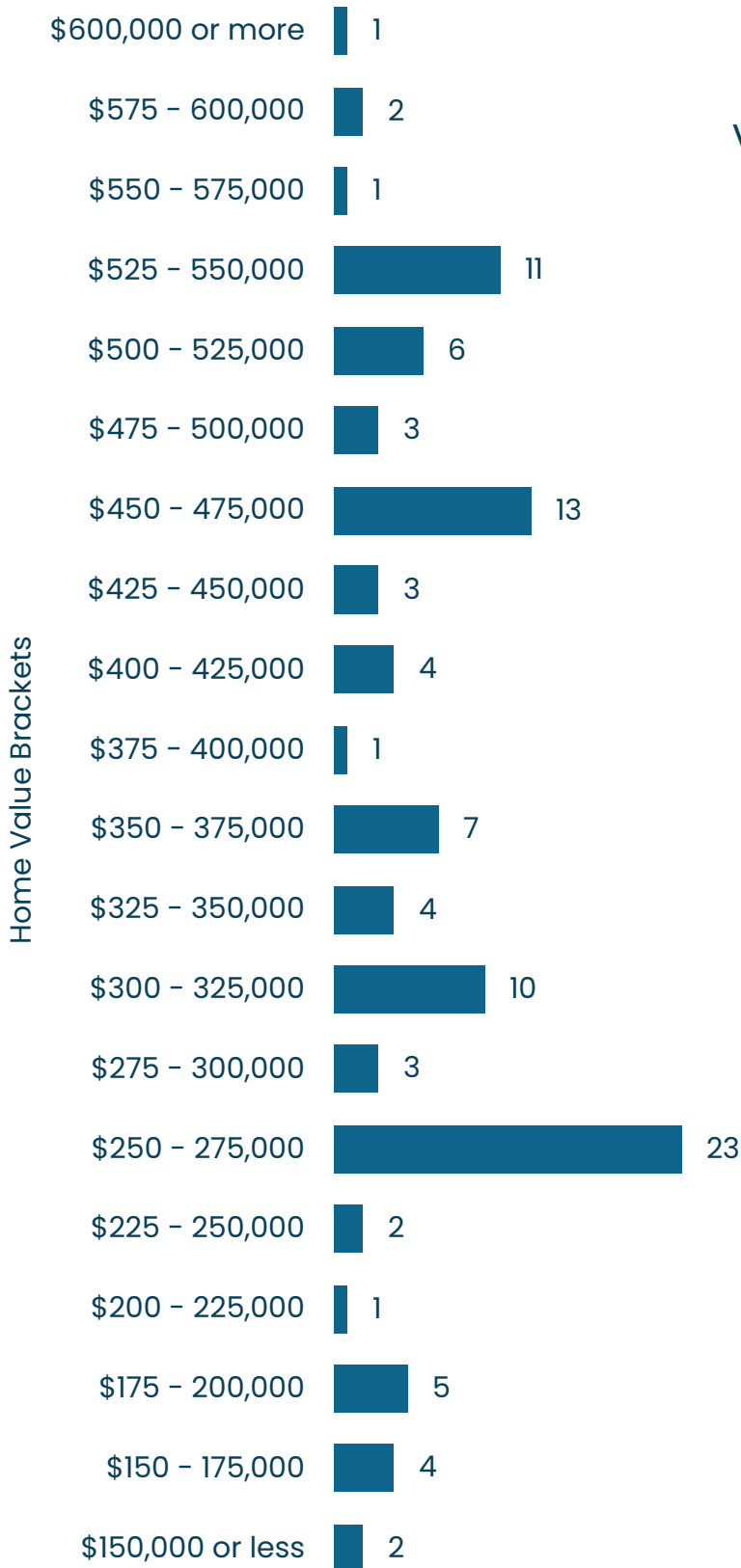
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	2	20%
K37 - Q63	7	70%
Q64 - S71	1	<u>10%</u>
Total	10	100%

Home Value Tolerance | Paw Paw Twp Aggressive New Builds | Year 2025



With the
Village of Paw Paw.

...

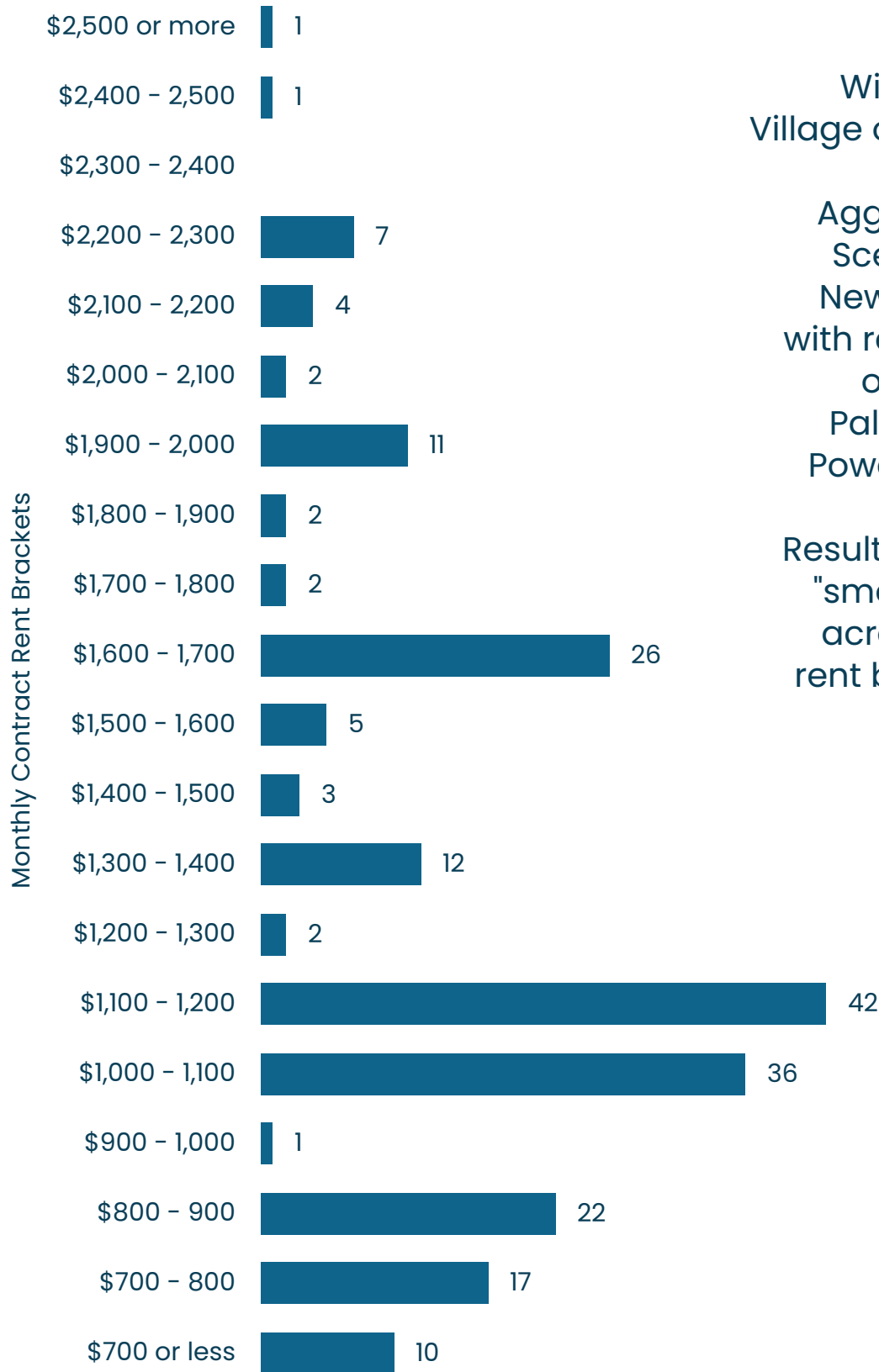
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Paw Paw Twp Aggressive New Builds | Year 2025



With the Village of Paw Paw.

...

Aggressive Scenario.

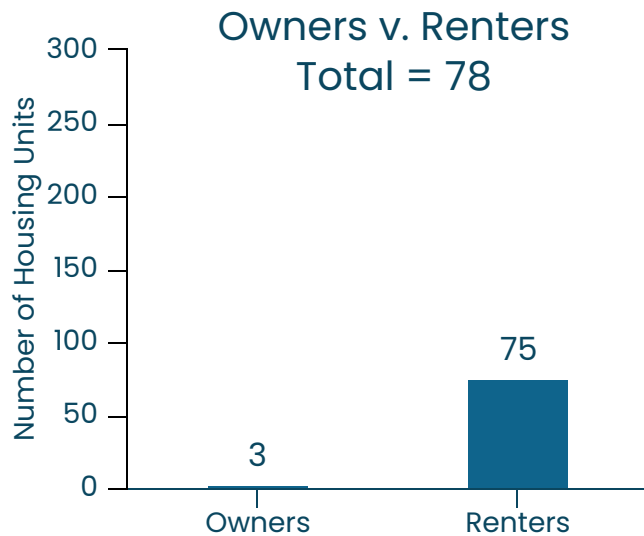
New Builds with reopening of the Palisades Power Plant.

...

Results can be "smoothed" across the rent brackets.

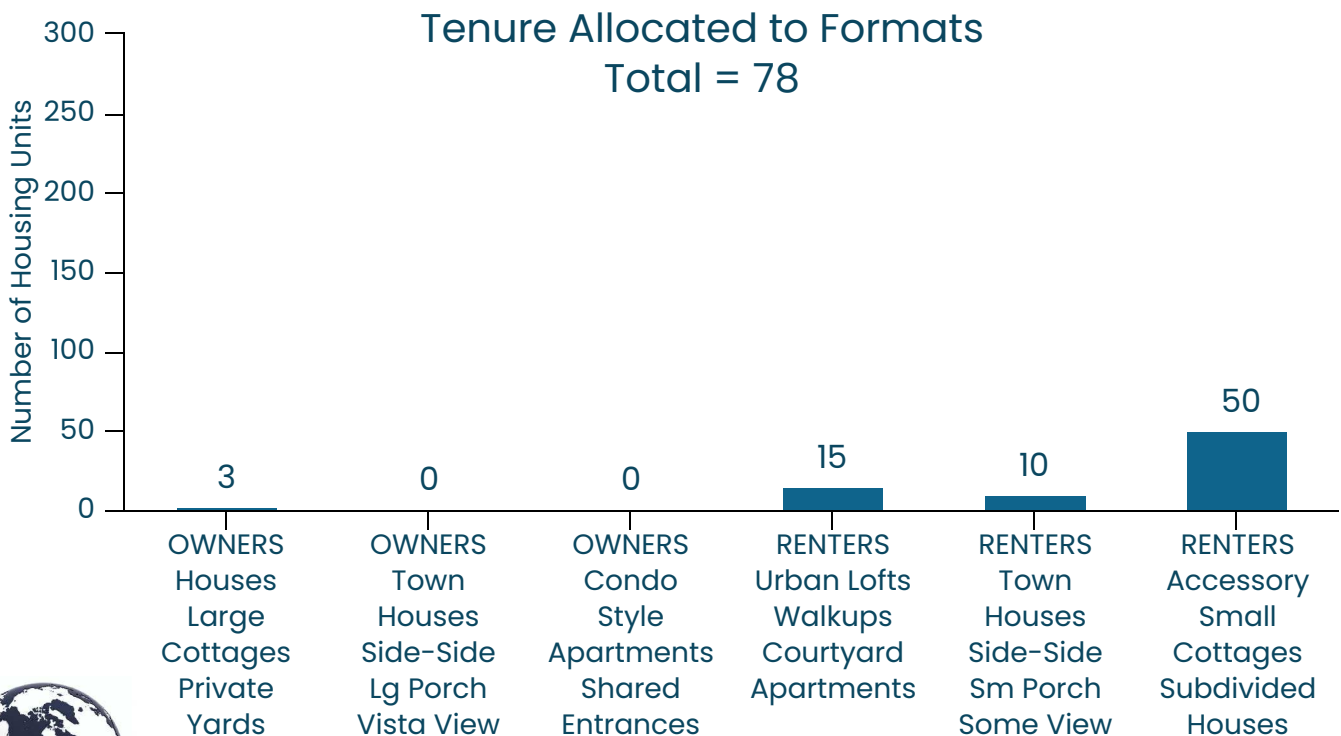
Annual Market Potential | Paw Paw Village

Conservative New Builds | Year 2025



The Village of Paw Paw only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

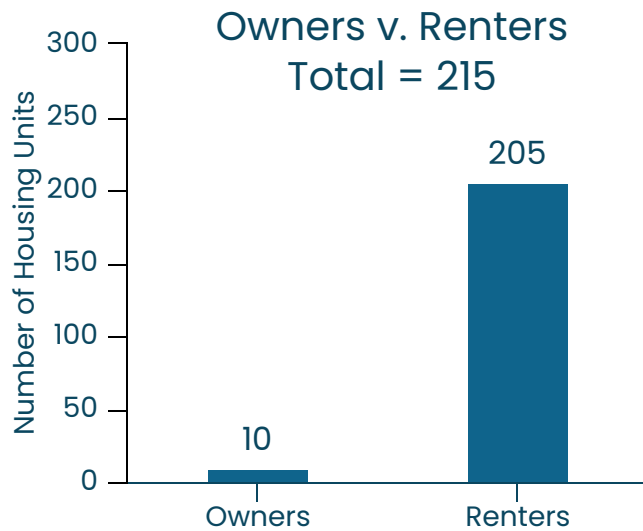
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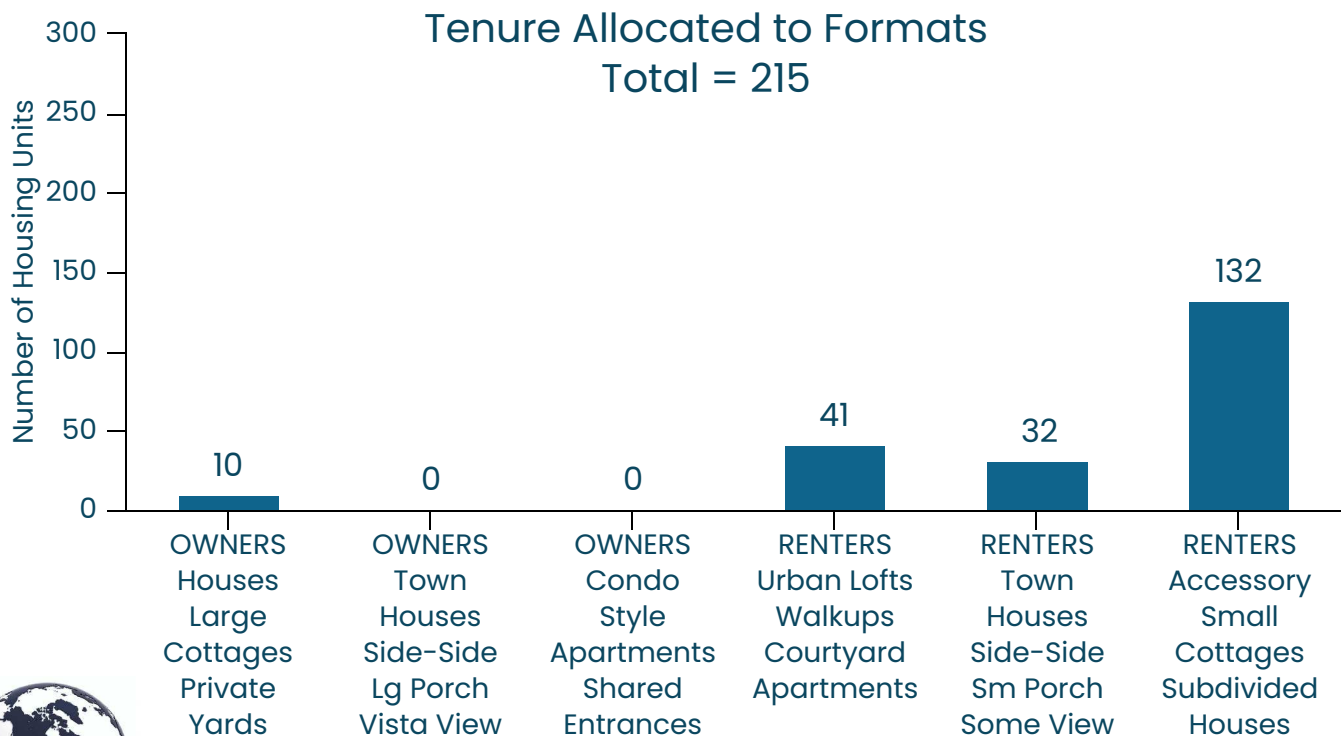
Annual Market Potential | Paw Paw Village

Aggressive New Builds | Year 2025



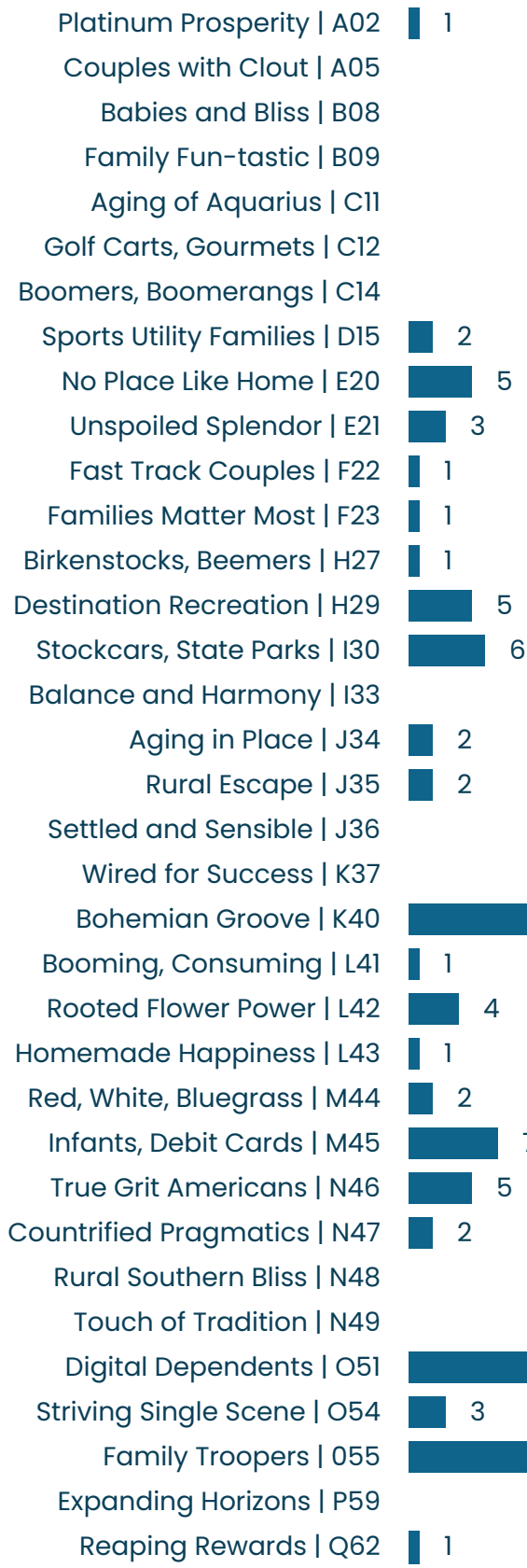
The Village of Paw Paw only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Renter Potential | Paw Paw Village Aggressive New Builds | Year 2025



The Village of
Paw Paw only.

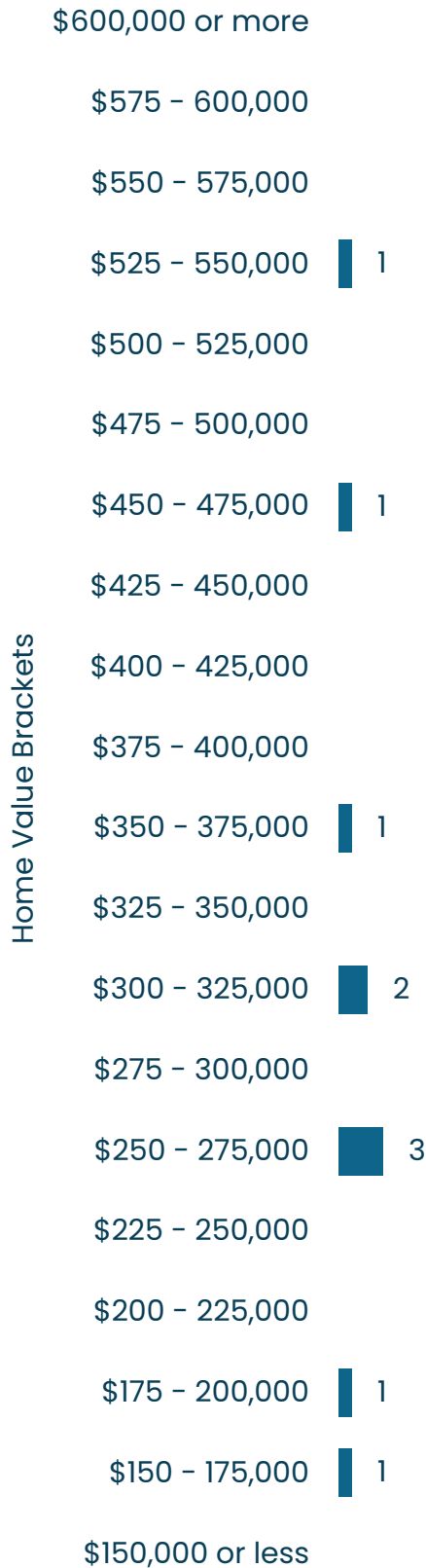
...
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

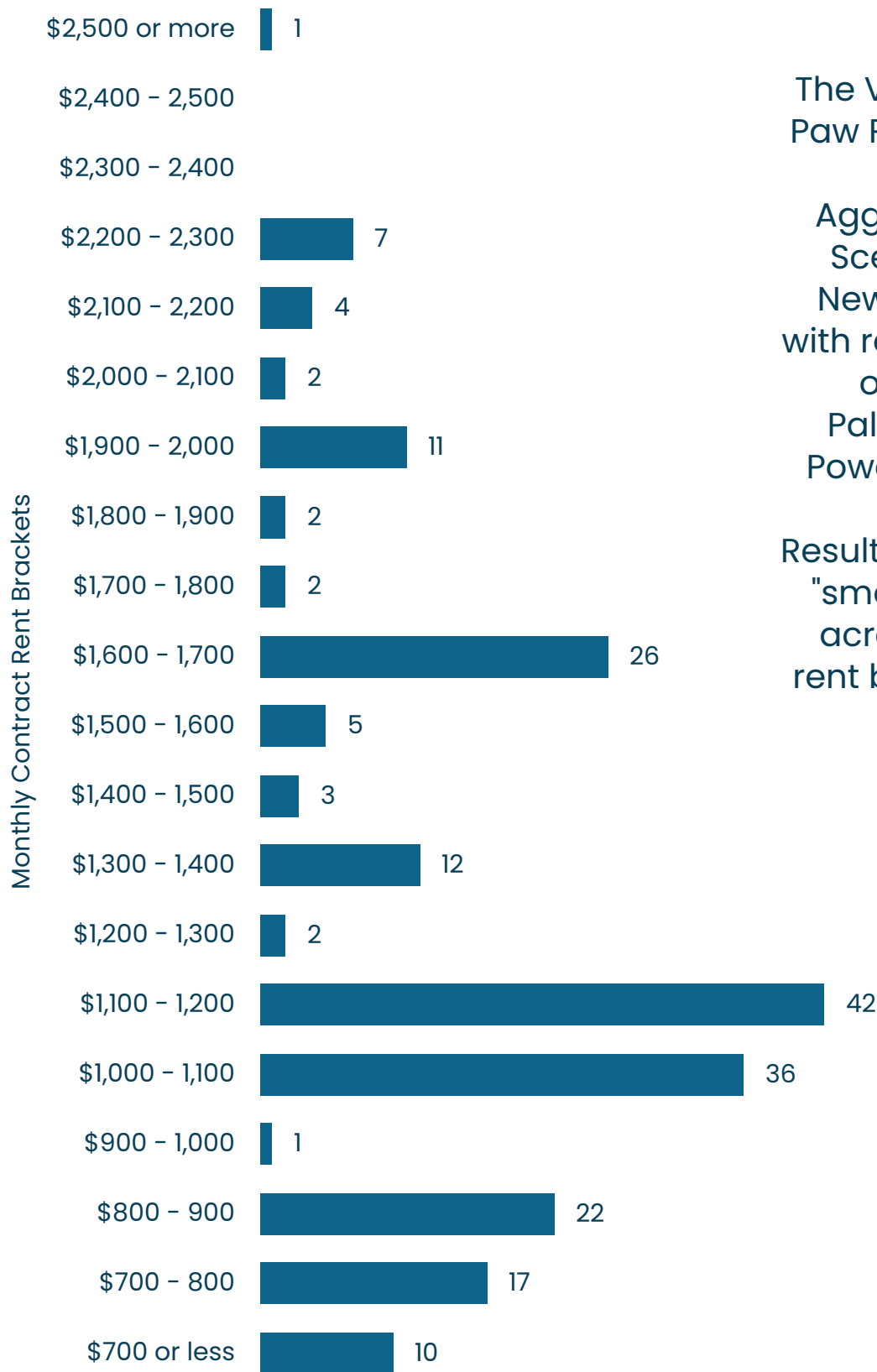
Codes	Renters	Share
A01 - J36	30	15%
K37 - Q63	130	65%
Q64 - S71	<u>45</u>	<u>20%</u>
Total	205	100%

Home Value Tolerance | Paw Paw Village Aggressive New Builds | Year 2025



The Village of Paw Paw only.
...
Aggressive Scenario.
New Builds with reopening of the Palisades Power Plant.
...
Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Paw Paw Village Aggressive New Builds | Year 2025



The Village of
Paw Paw only.

...

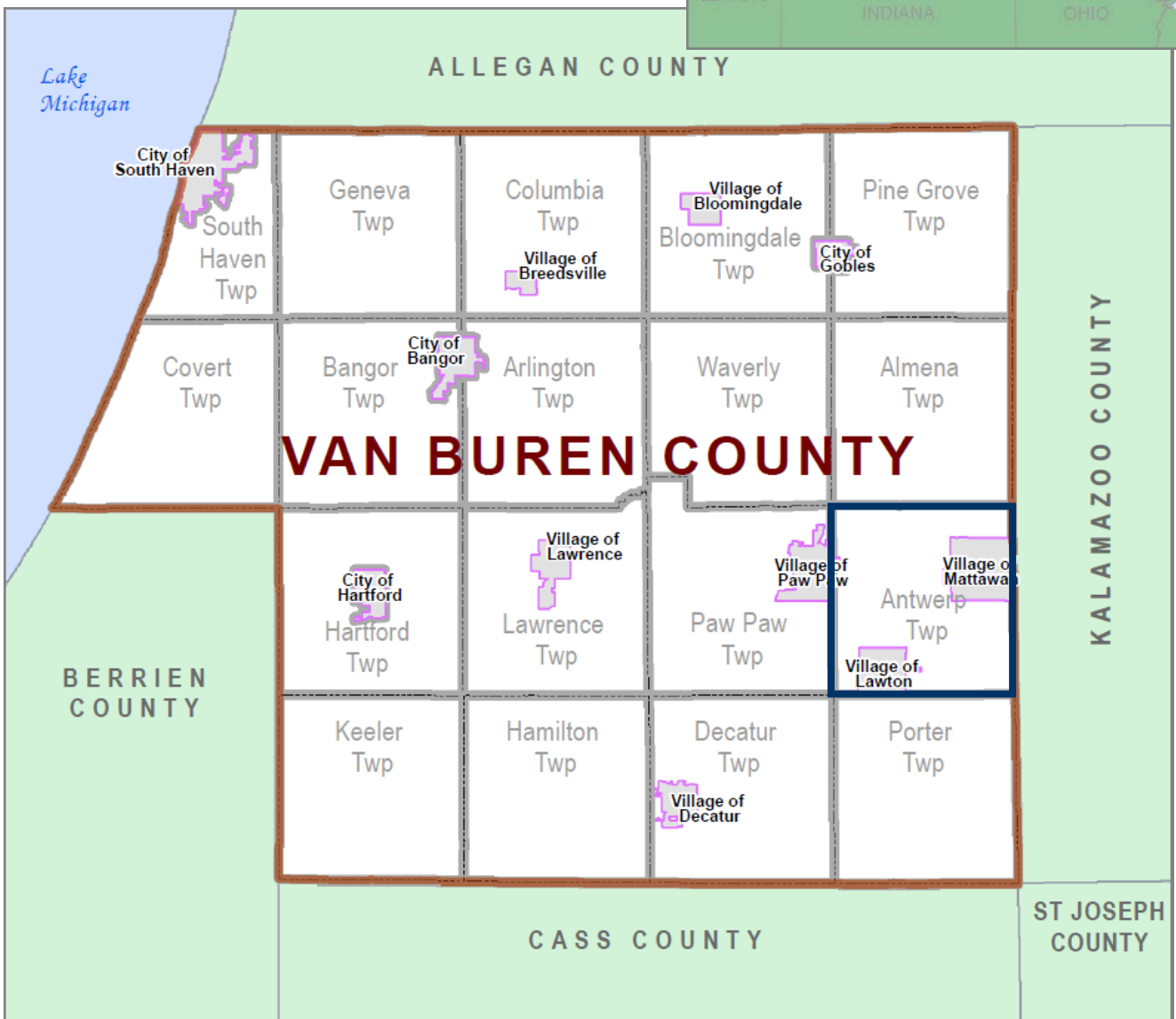
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
rent brackets.

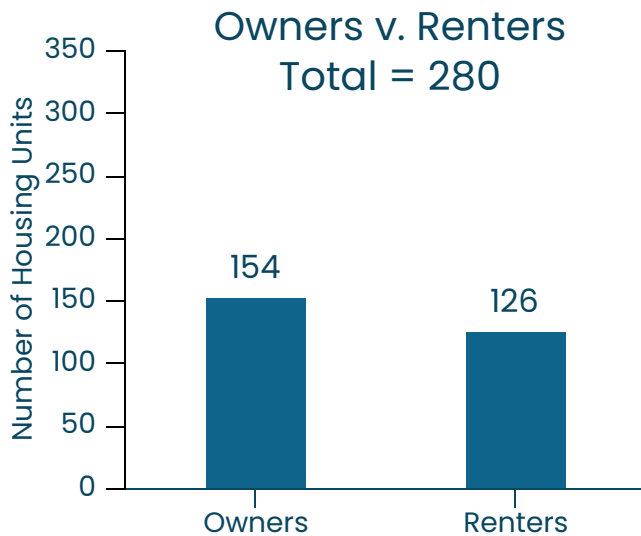
Section 1-P



Van Buren County Hazard Mitigation Plan

Annual Market Potential | Antwerp Twp

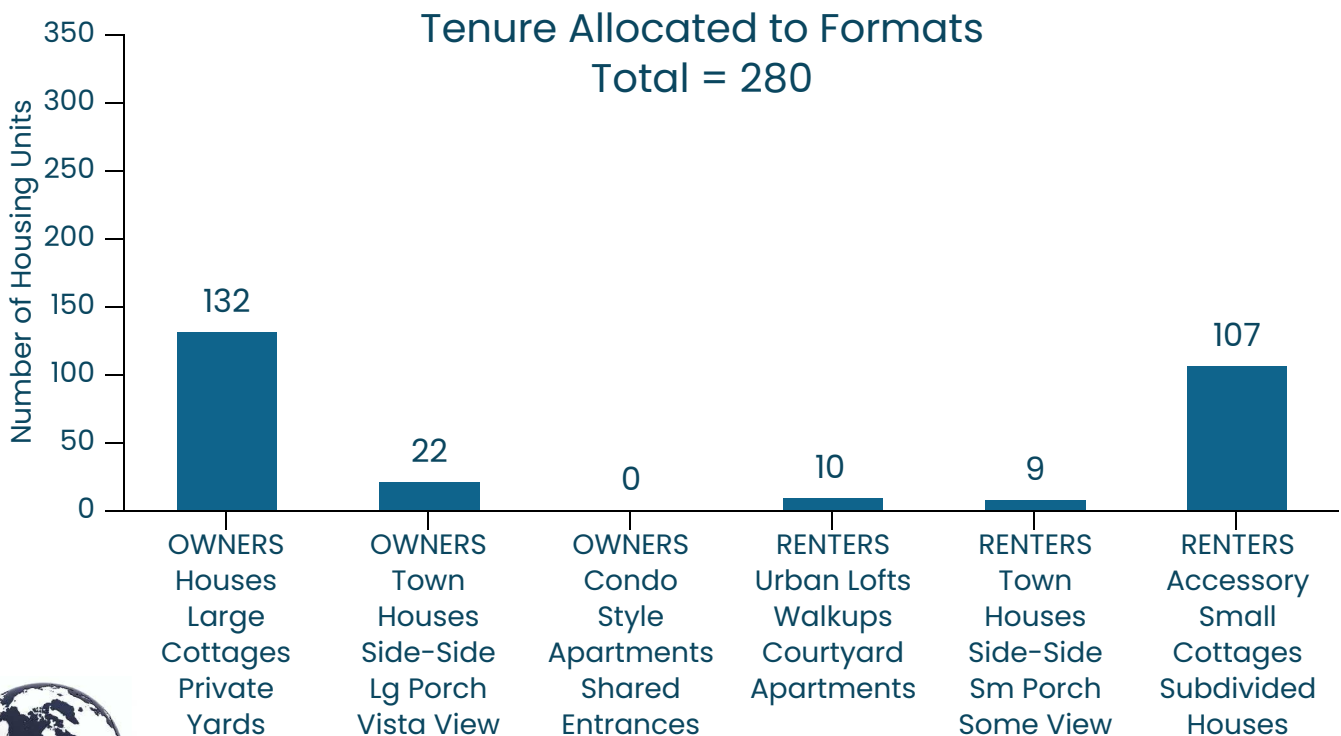
Conservative New Builds | Year 2025



With the Villages of Mattawan and Lawton.

...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

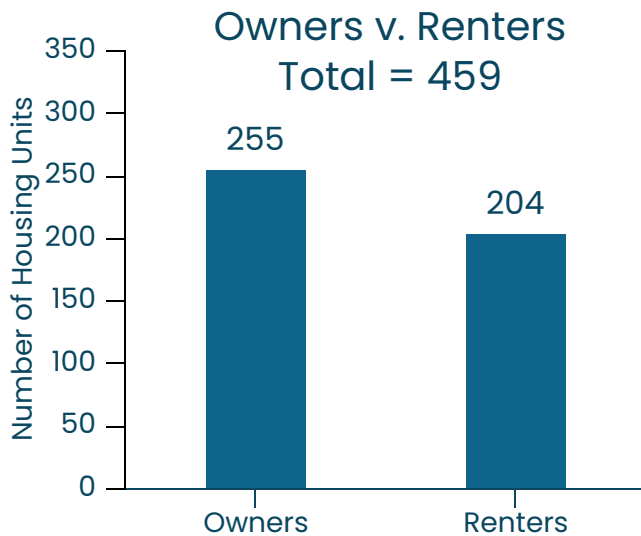
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Market Potential | Antwerp Twp

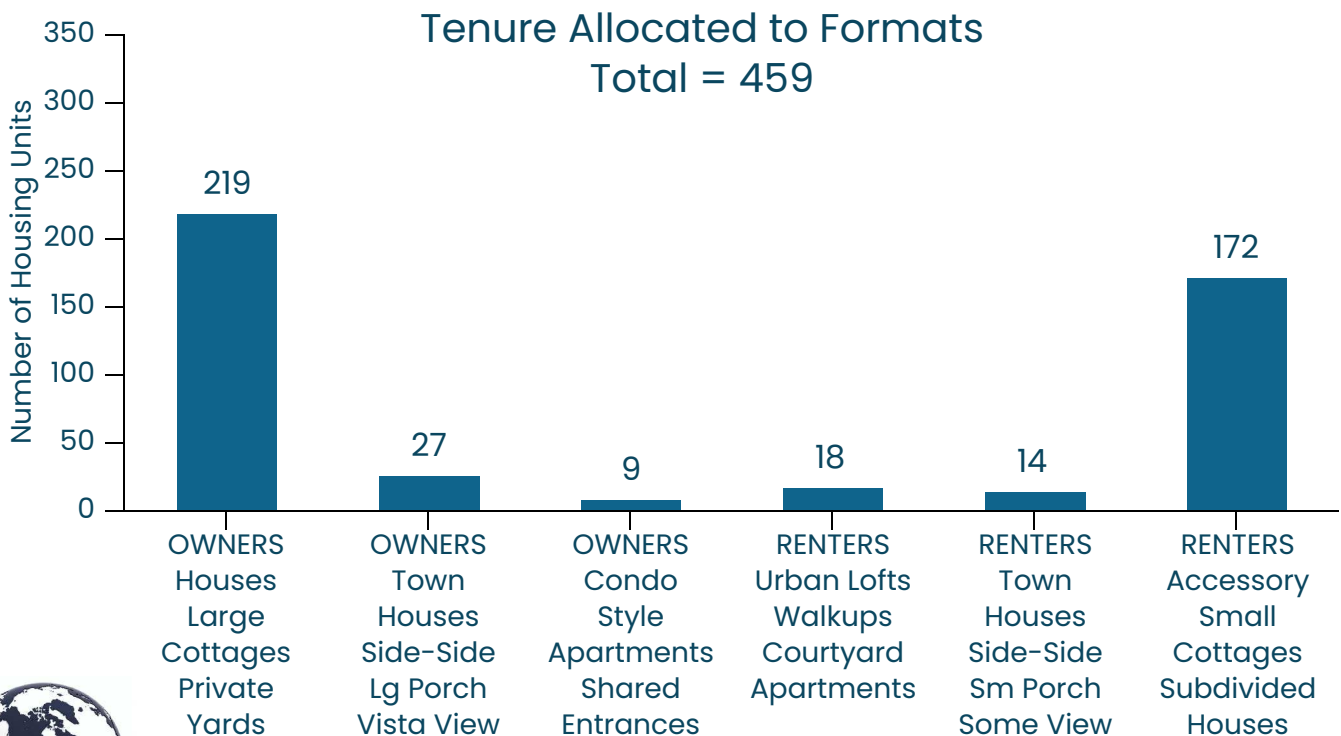
Aggressive New Builds | Year 2025



With the Villages of Mattawan and Lawton.

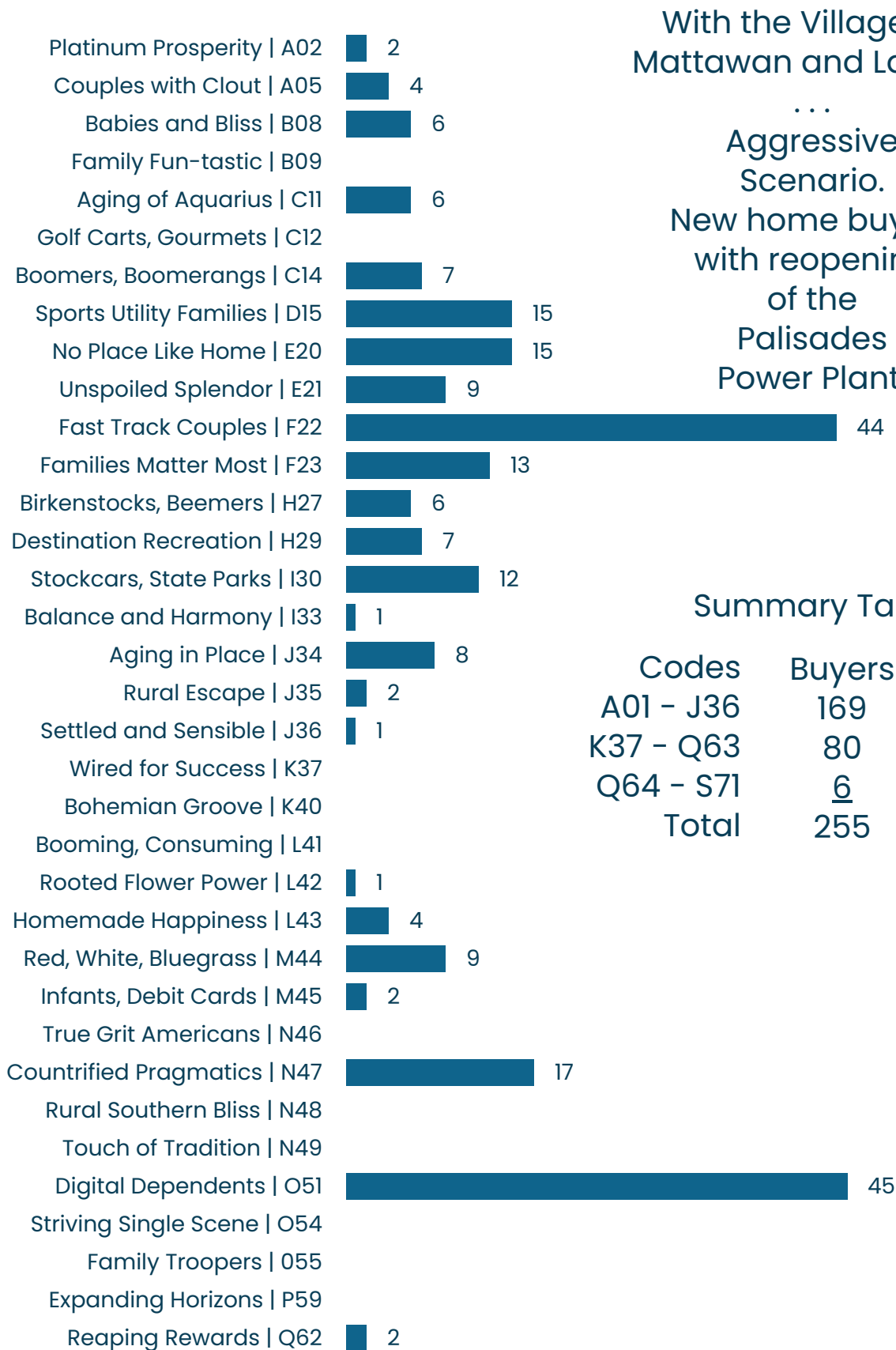
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Antwerp Twp Aggressive New Builds | Year 2025



With the Villages of
Mattawan and Lawton.

...
Aggressive
Scenario.

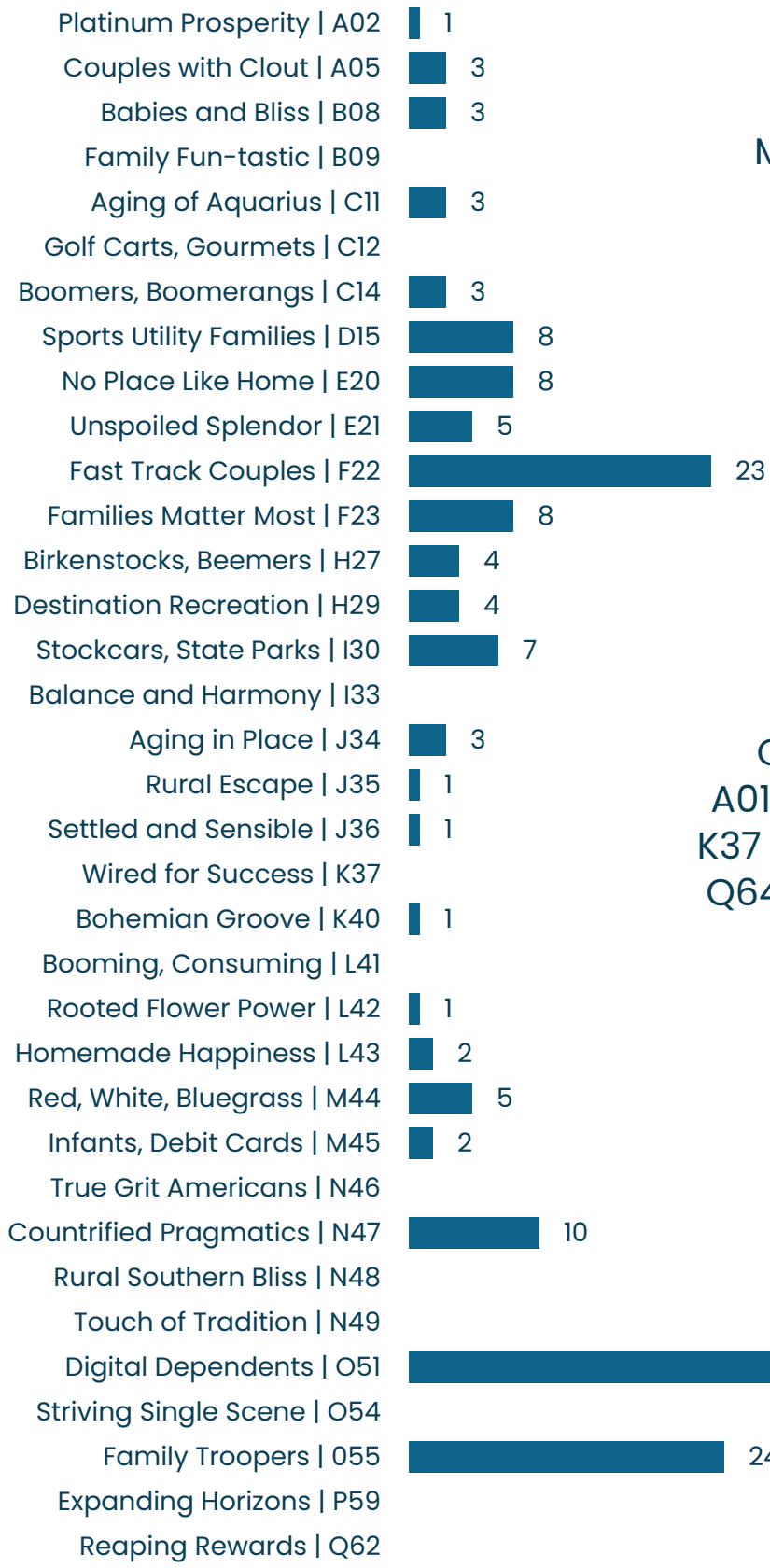
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	169	65%
K37 - Q63	80	30%
Q64 - S71	<u>6</u>	<u>5%</u>
Total	255	100%

Annual Renter Potential | Antwerp Twp

Aggressive New Builds | Year 2025

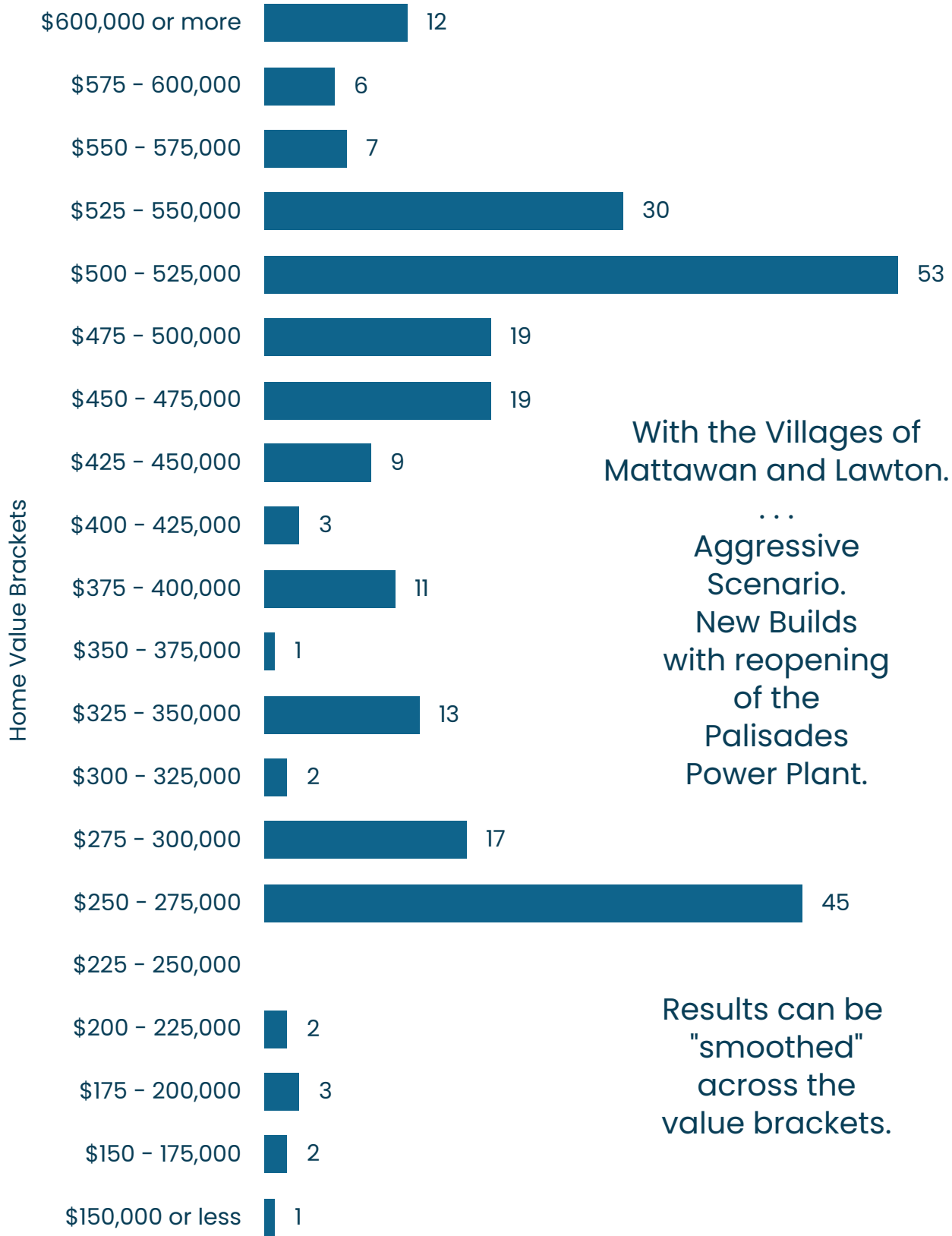


With the Villages of
Mattawan and Lawton.
...
Aggressive
Scenario.
New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	88	45%
K37 - Q63	103	50%
Q64 - S71	<u>13</u>	<u>5%</u>
Total	204	100%

Home Value Tolerance | Antwerp Twp Aggressive New Builds | Year 2025

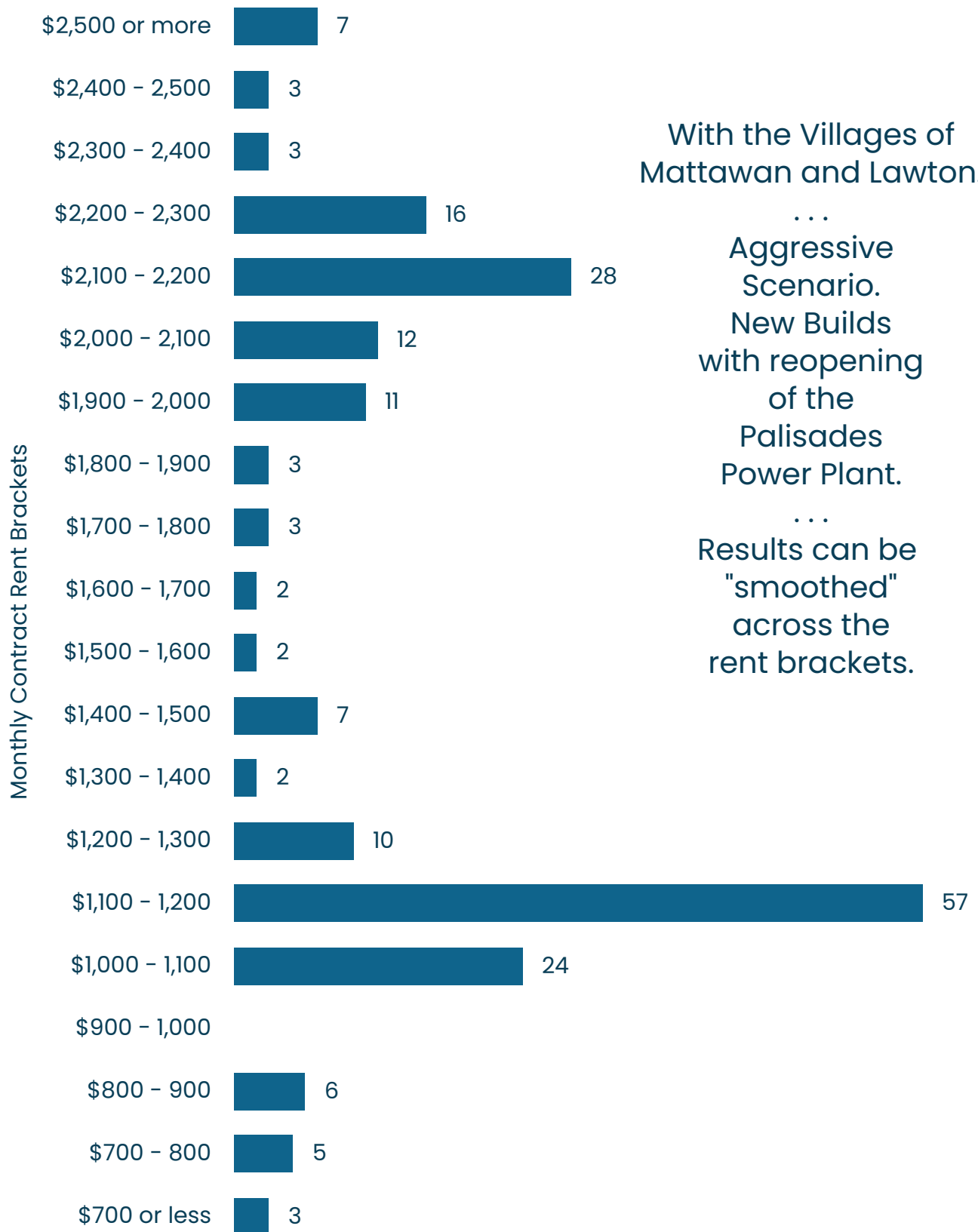


With the Villages of
Mattawan and Lawton.

...
Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

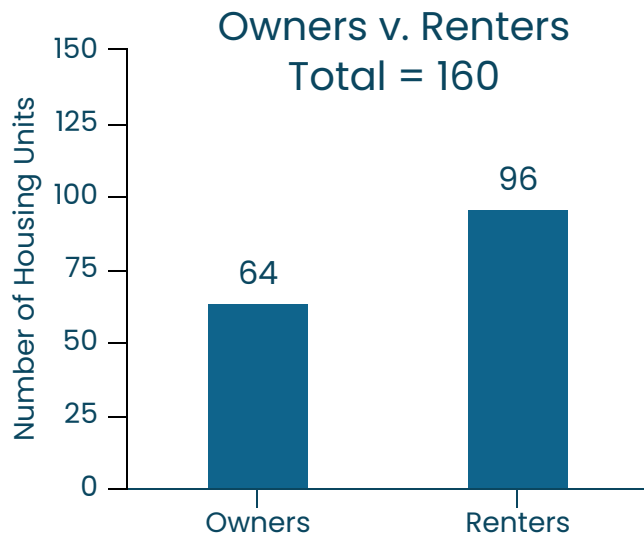
Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Antwerp Twp Aggressive New Builds | Year 2025



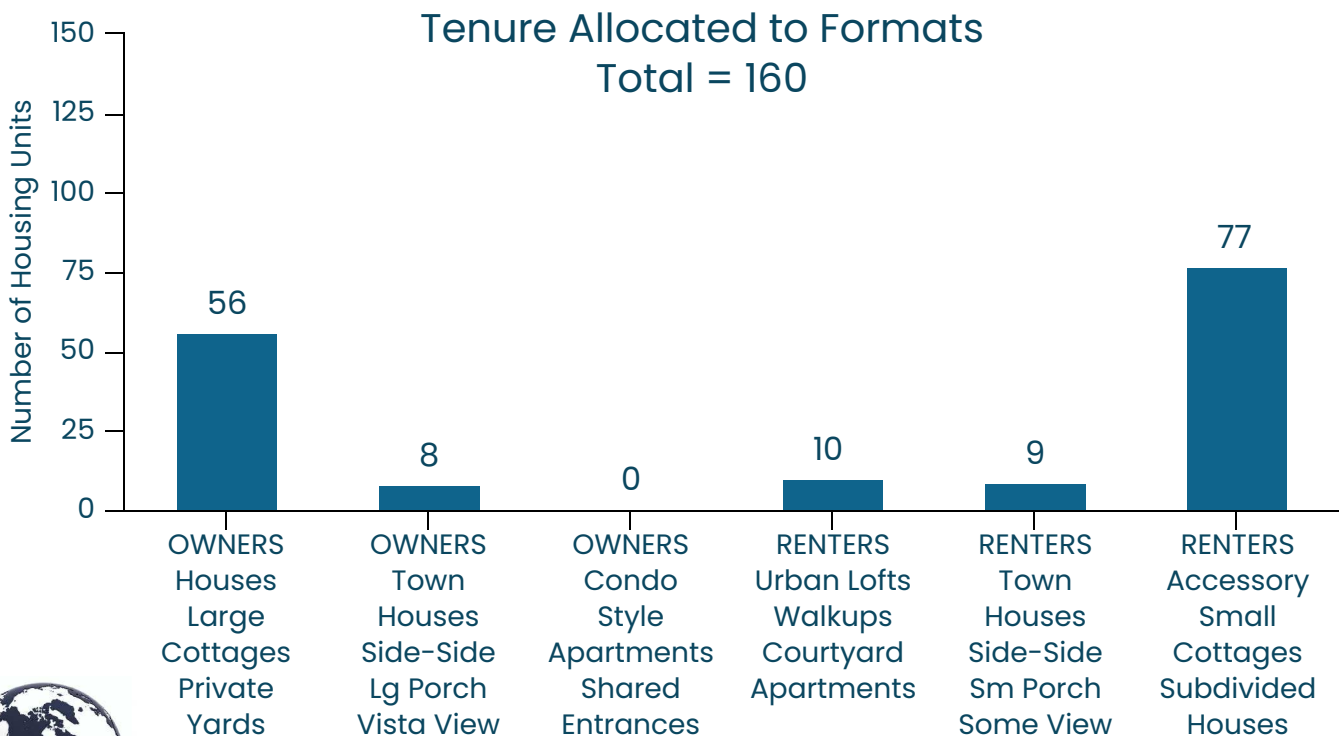
Annual Market Potential | Mattawan Village

Conservative New Builds | Year 2025



The Village of Mattawan only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

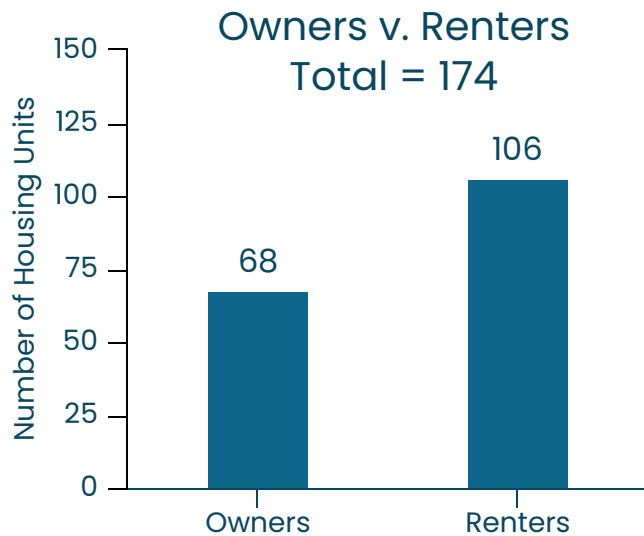
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Annual Market Potential | Mattawan Village

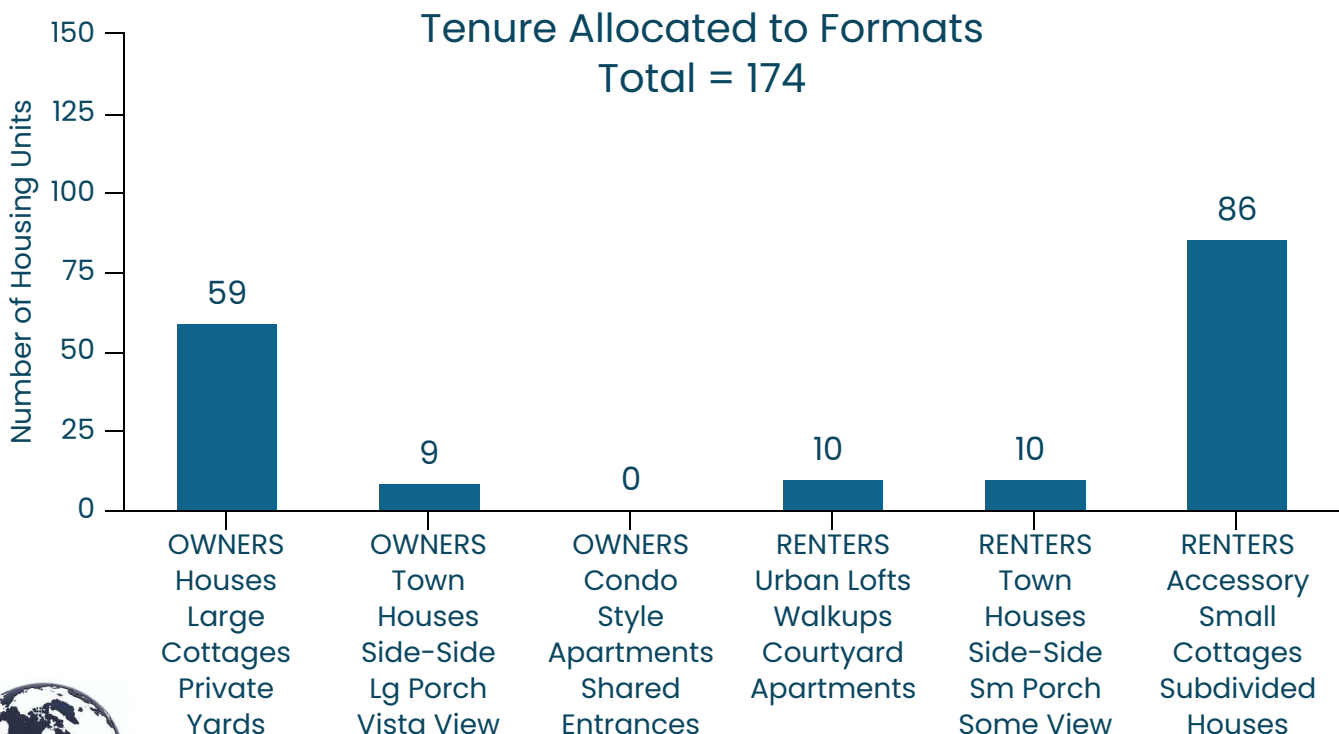
Aggressive New Builds | Year 2025



The Village of Mattawan only.

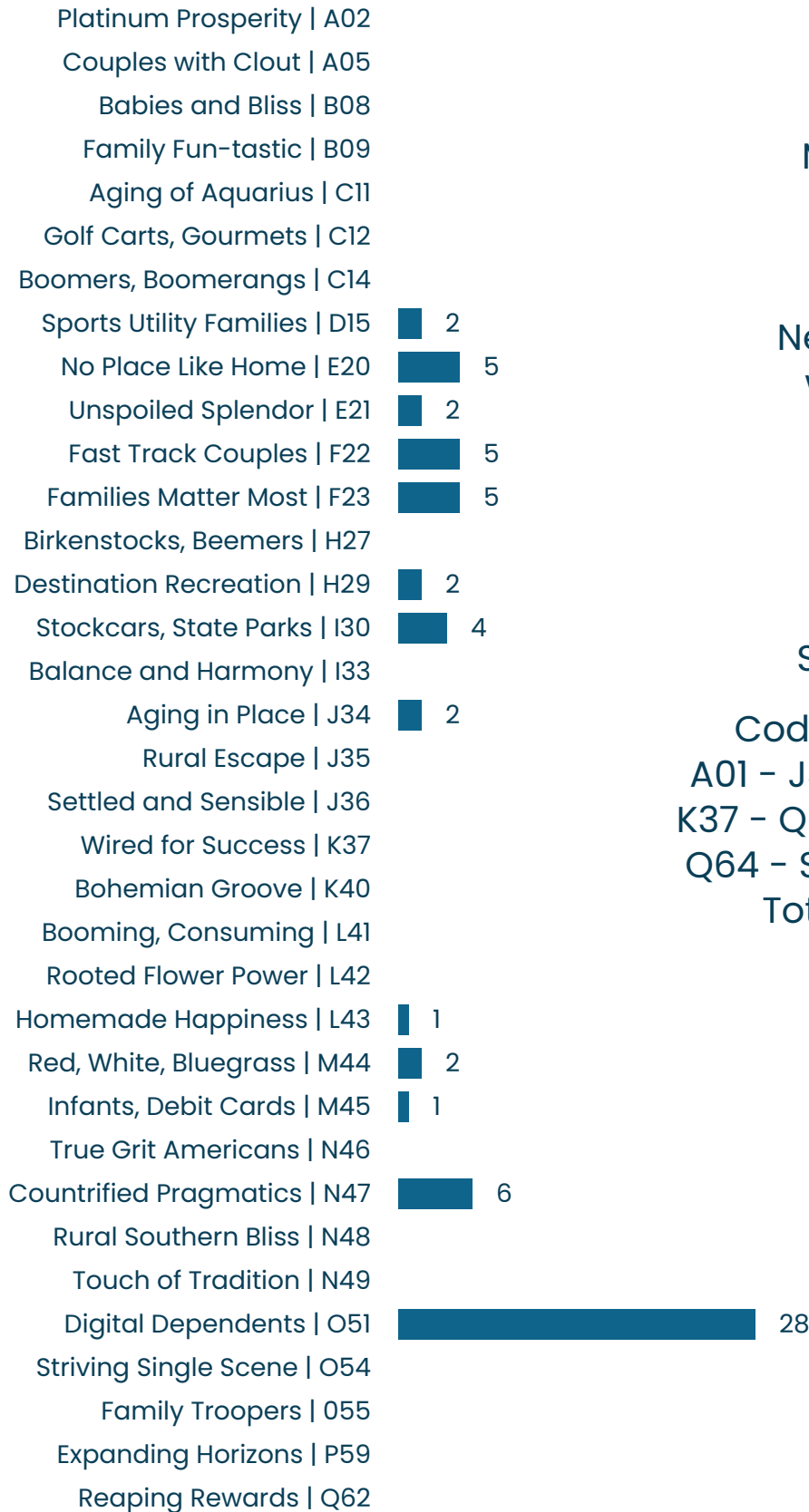
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Mattawan Village Aggressive New Builds | Year 2025



The Village of
Mattawan only.

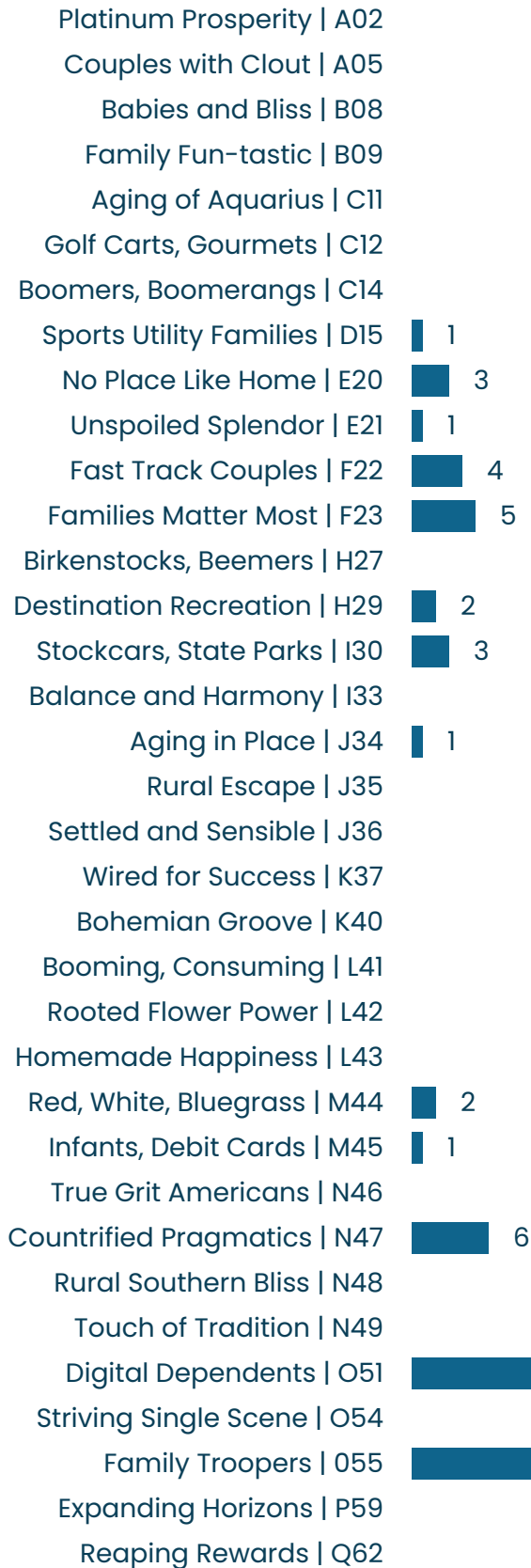
...

Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	28	40%
K37 - Q63	38	55%
Q64 - S71	<u>2</u>	<u>5%</u>
Total	68	100%

Annual Renter Potential | Mattawan Village Aggressive New Builds | Year 2025



The Village of
Mattawan only.

...

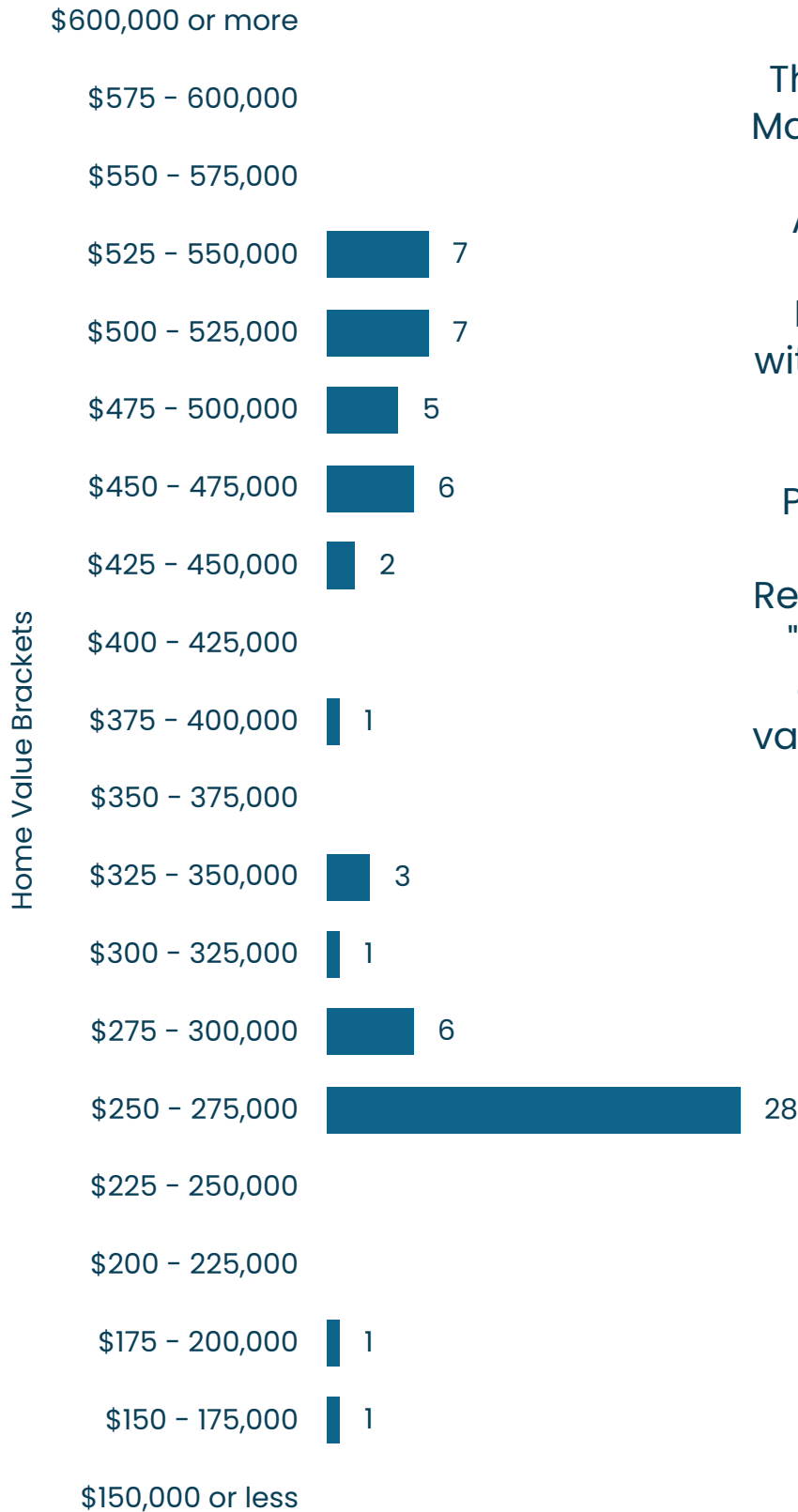
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	21	20%
K37 - Q63	81	75%
Q64 - S71	<u>4</u>	<u>5%</u>
Total	106	100%

Home Value Tolerance | Mattawan Village Aggressive New Builds | Year 2025



The Village of
Mattawan only.

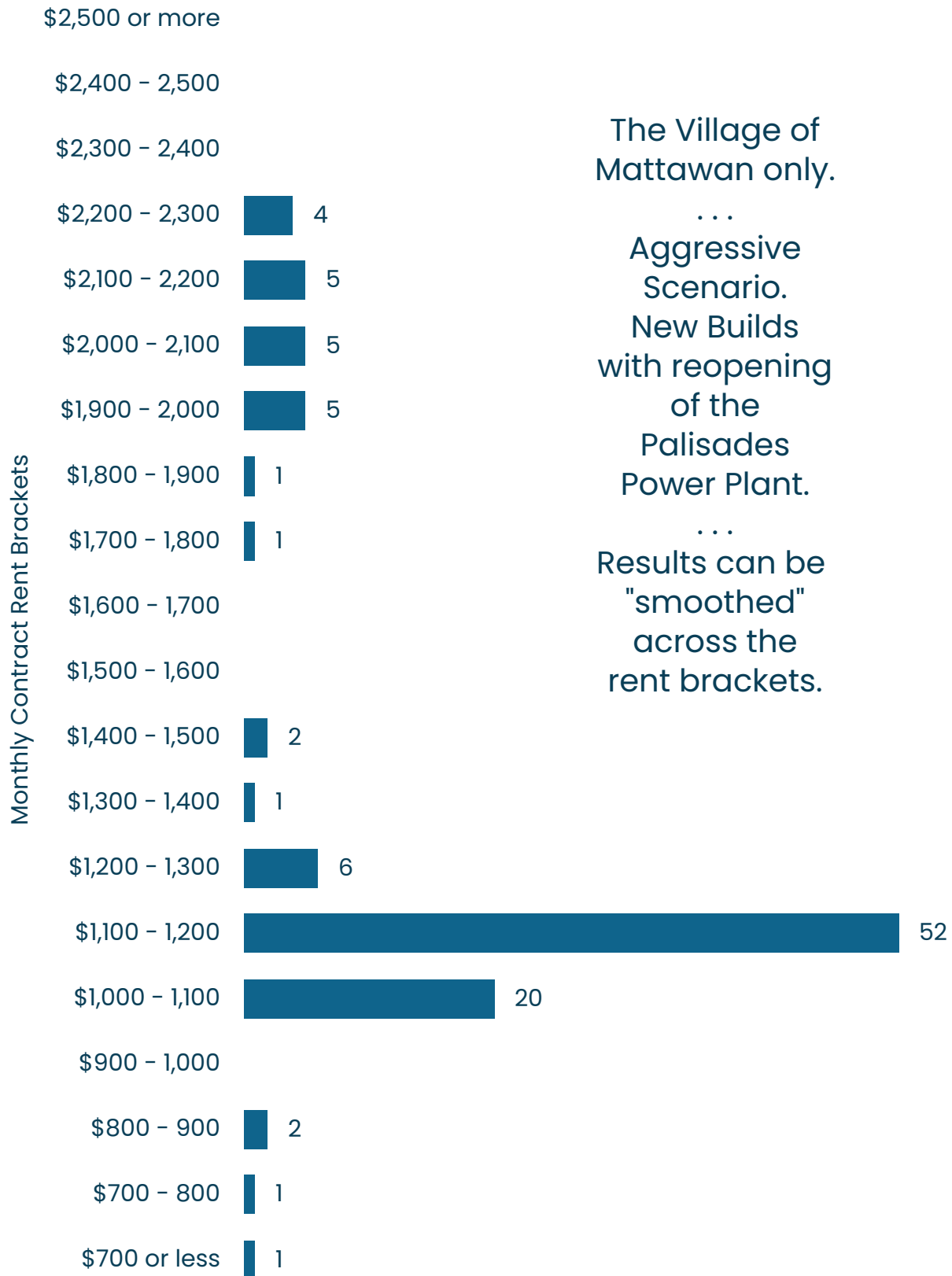
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

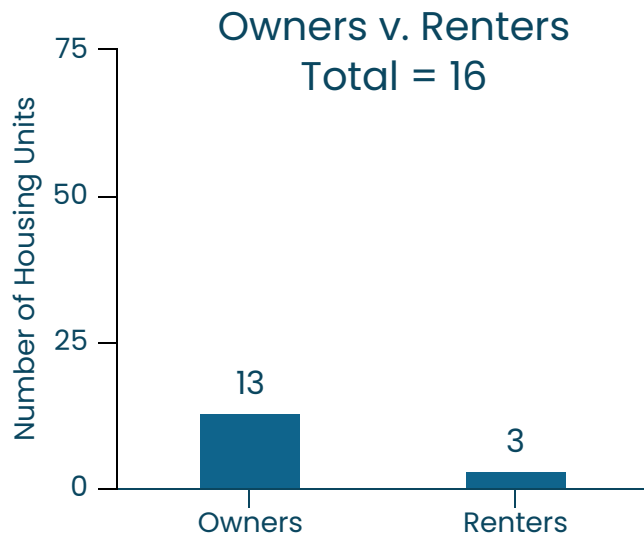
Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Mattawan Village Aggressive New Builds | Year 2025



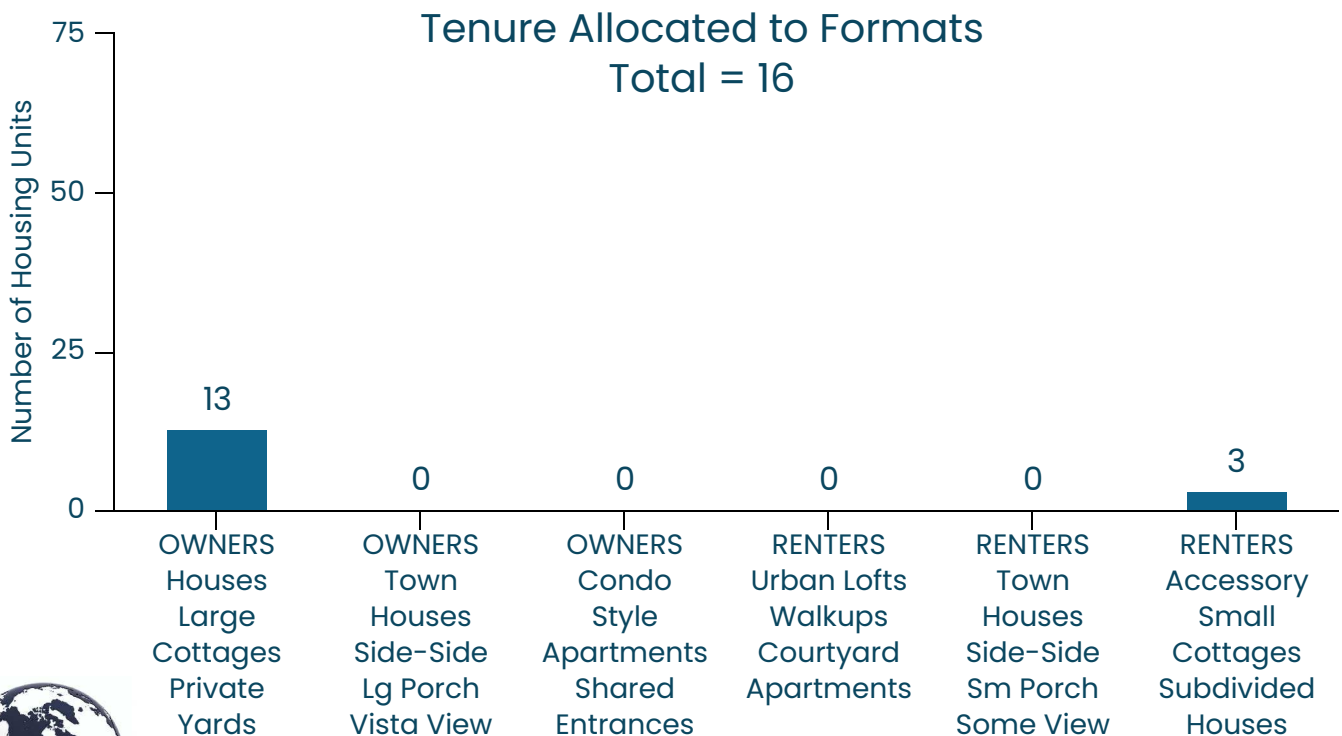
Annual Market Potential | Lawton Village

Conservative New Builds | Year 2025



The Village of Lawton only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

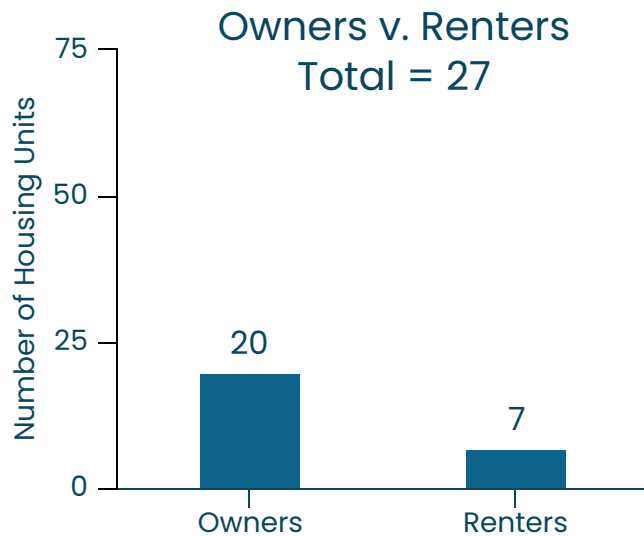
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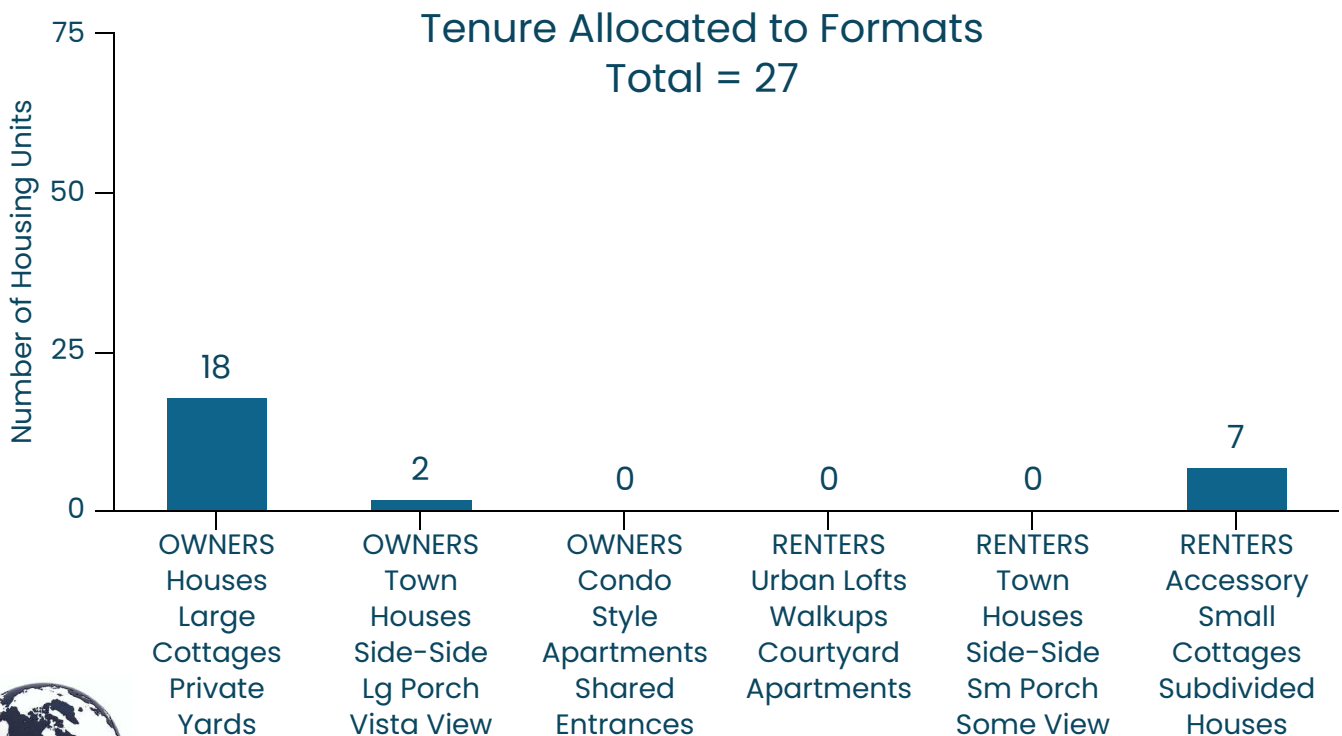
Annual Market Potential | Lawton Village

Aggressive New Builds | Year 2025



The Village of Lawton only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Lawton Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	1
No Place Like Home E20	2
Unspoiled Splendor E21	1
Fast Track Couples F22	
Families Matter Most F23	1
Birkenstocks, Beemers H27	
Destination Recreation H29	1
Stockcars, State Parks I30	1
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	1
Red, White, Bluegrass M44	2
Infants, Debit Cards M45	1
True Grit Americans N46	
Countrified Pragmatics N47	3
Rural Southern Bliss N48	
Touch of Tradition N49	
Digital Dependents O51	4
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Lawton only.

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	8	40%
K37 - Q63	11	55%
Q64 - S71	1	<u>5%</u>
Total	<u>20</u>	100%

Annual Renter Potential | Lawton Village Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20 ■ 1
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44 ■ 1
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 3
- Striving Single Scene | O54
- Family Troopers | O55 ■ 1
- Expanding Horizons | P59
- Reaping Rewards | Q62

The Village of
Lawton only.

...

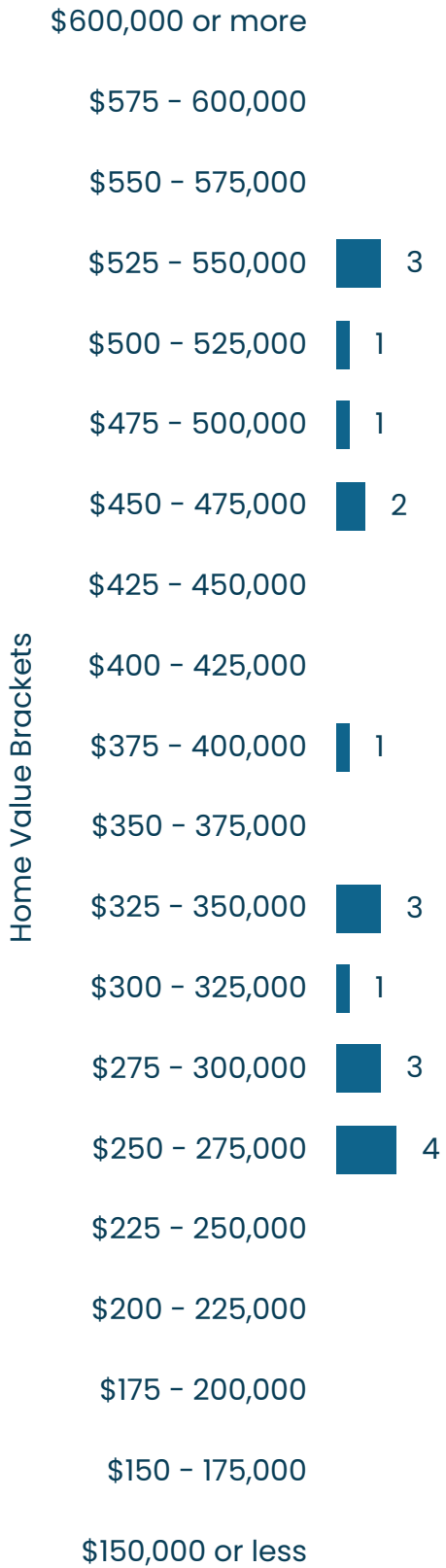
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	1	15%
K37 - Q63	6	85%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	7	100%

Home Value Tolerance | Lawton Village Aggressive New Builds | Year 2025



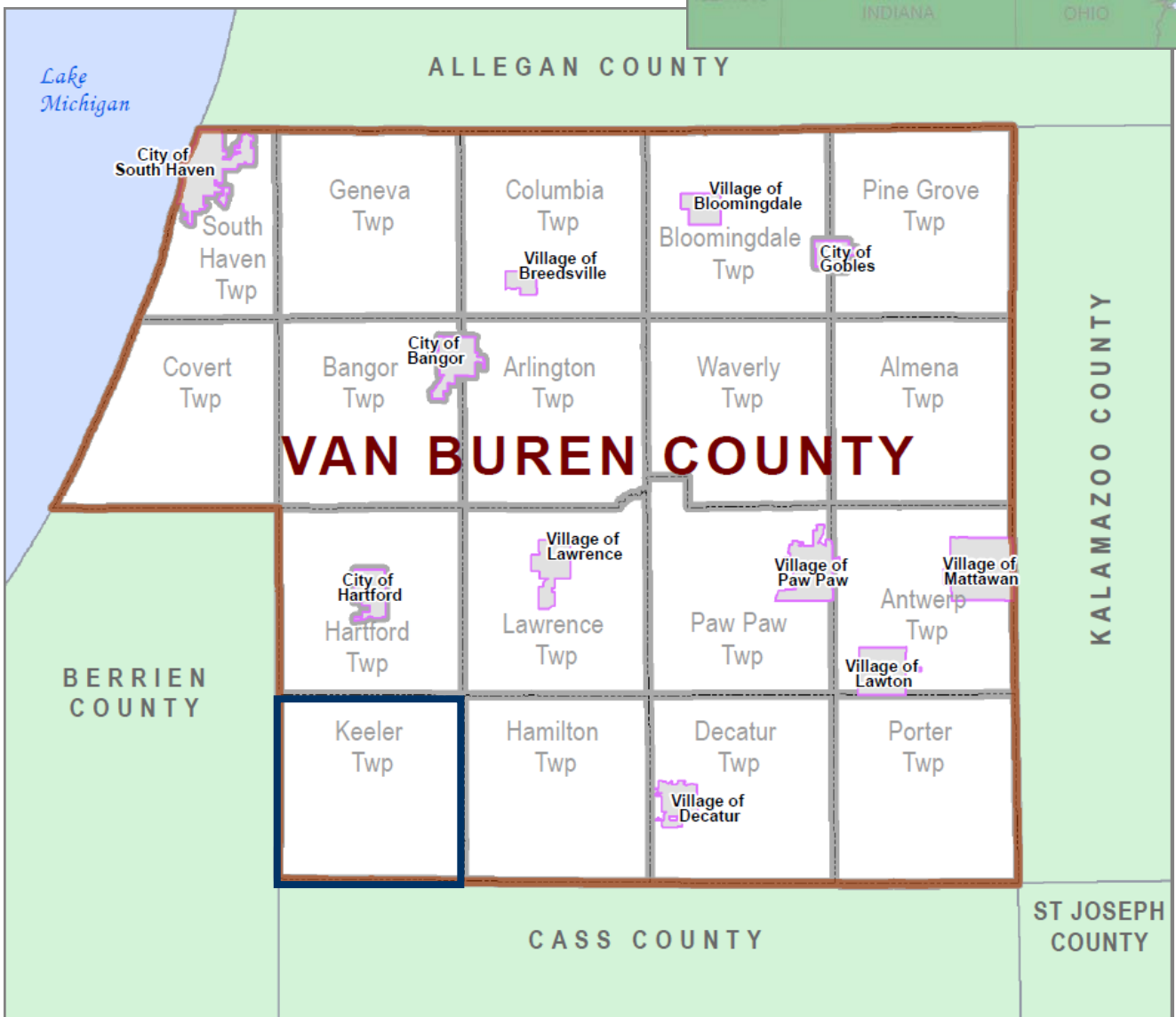
The Village of Lawton only.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Lawton Village Aggressive New Builds | Year 2025



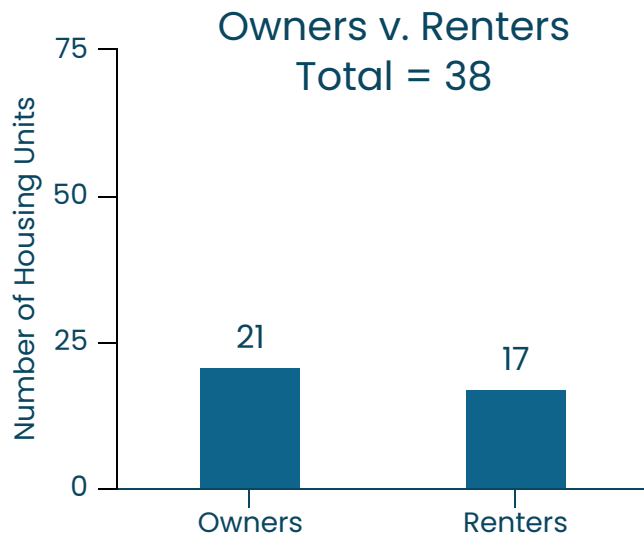
The Village of Lawton only.
...
Aggressive Scenario.
New Builds with reopening of the Palisades Power Plant.
...
Results can be "smoothed" across the rent brackets.

Section 1-Q



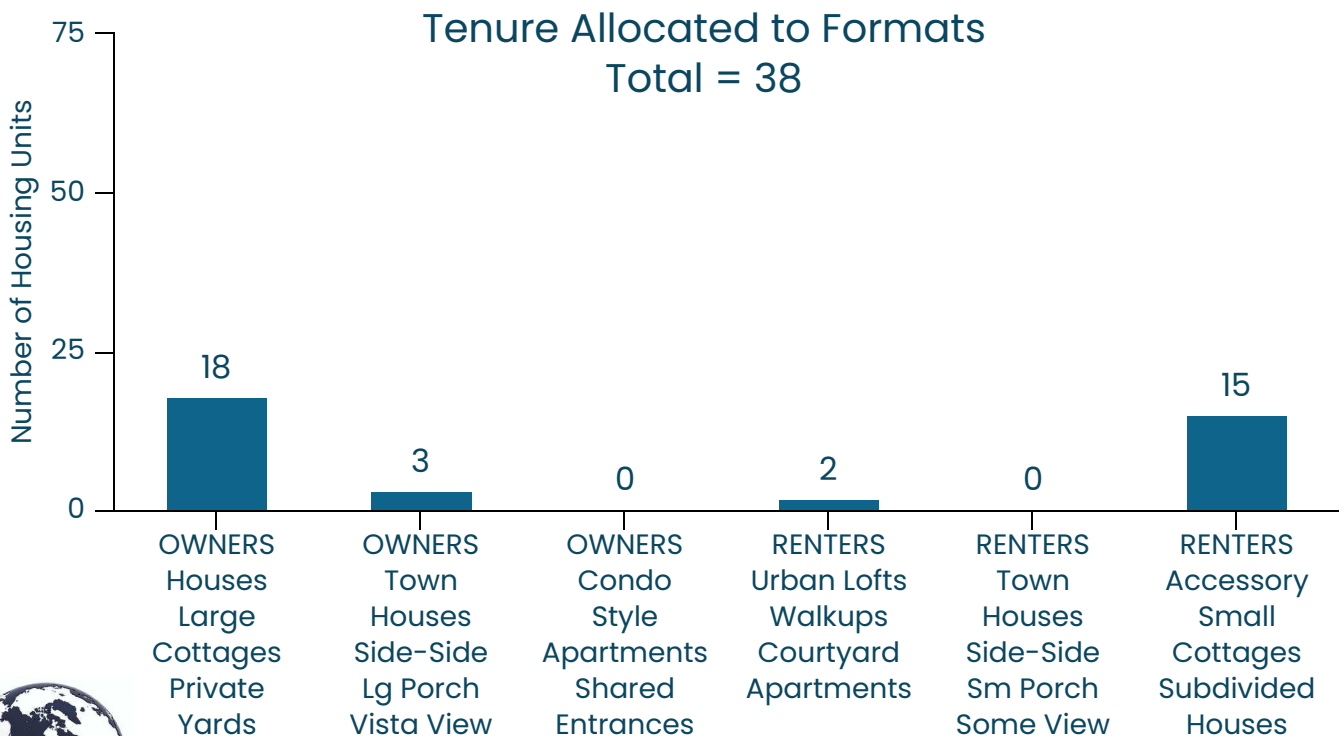
Van Buren County Hazard Mitigation Plan

Annual Market Potential | Keeler Twp Conservative New Builds | Year 2025



Keeler Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

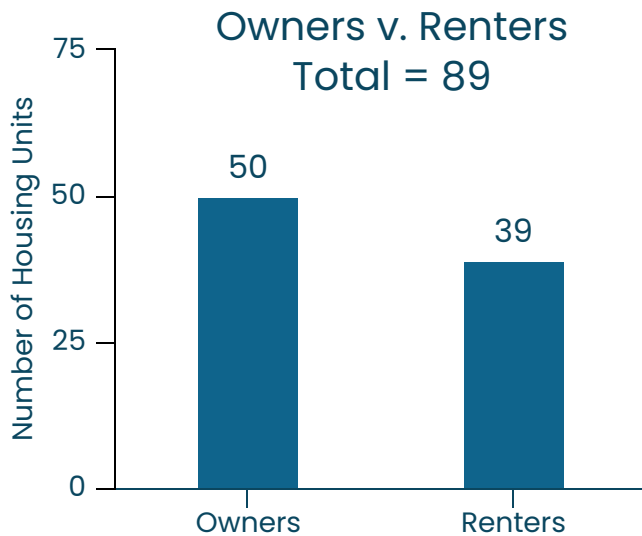
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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Market Potential | Keeler Twp

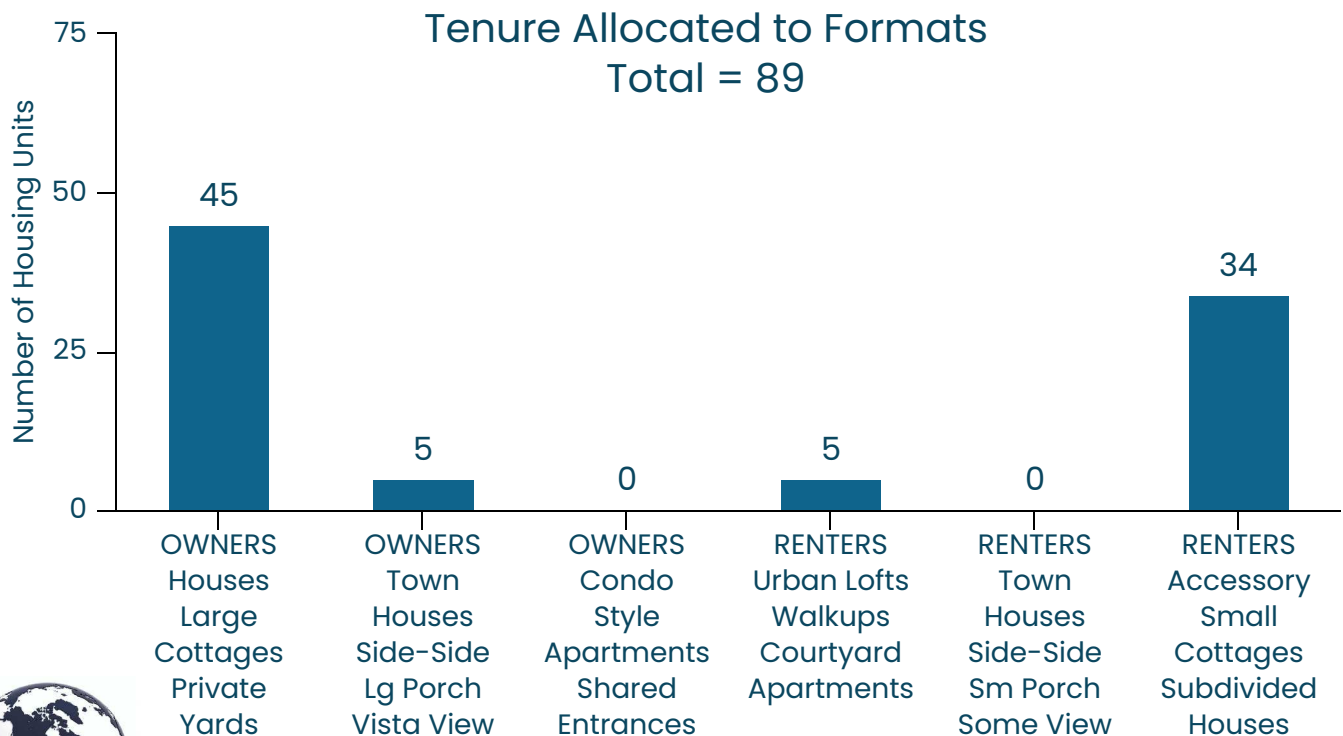
Aggressive New Builds | Year 2025



Keeler Township
(no villages).

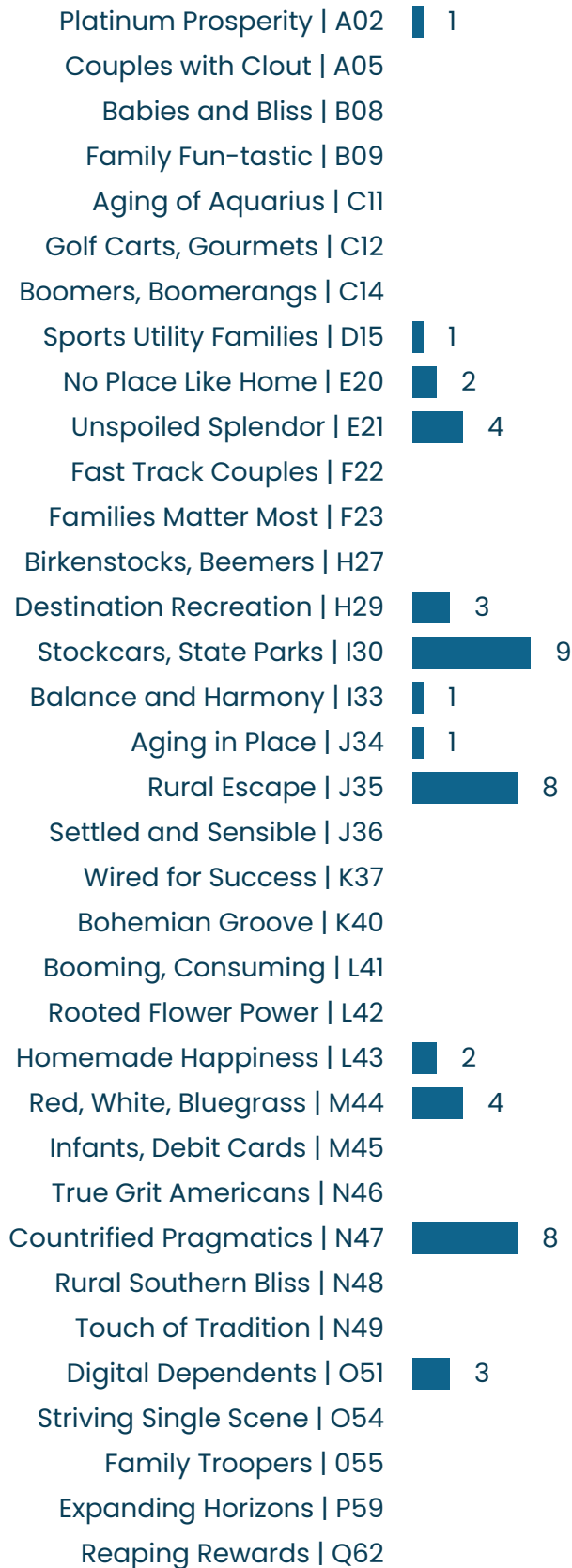
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Keeler Twp Aggressive New Builds | Year 2025



Keeler Township
(no villages).

...

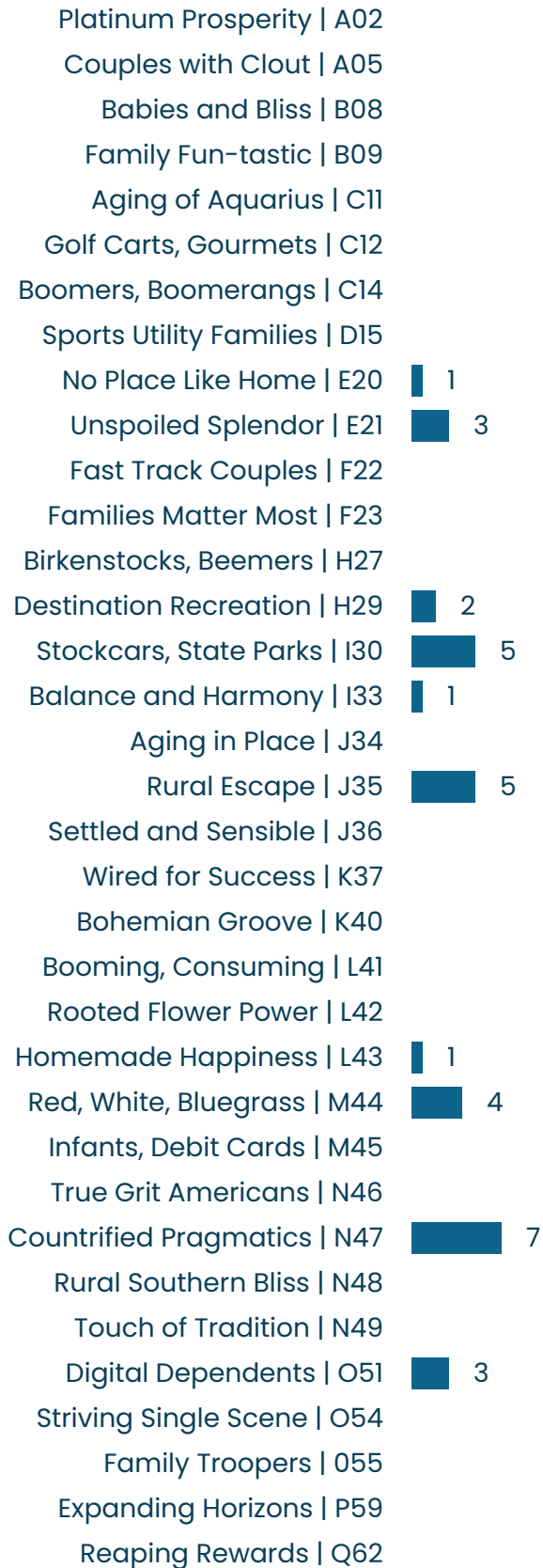
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	30	60%
K37 - Q63	17	35%
Q64 - S71	<u>3</u>	<u>5%</u>
Total	63	100%

Annual Renter Potential | Keeler Twp Aggressive New Builds | Year 2025



Keeler Township
(no villages).

...

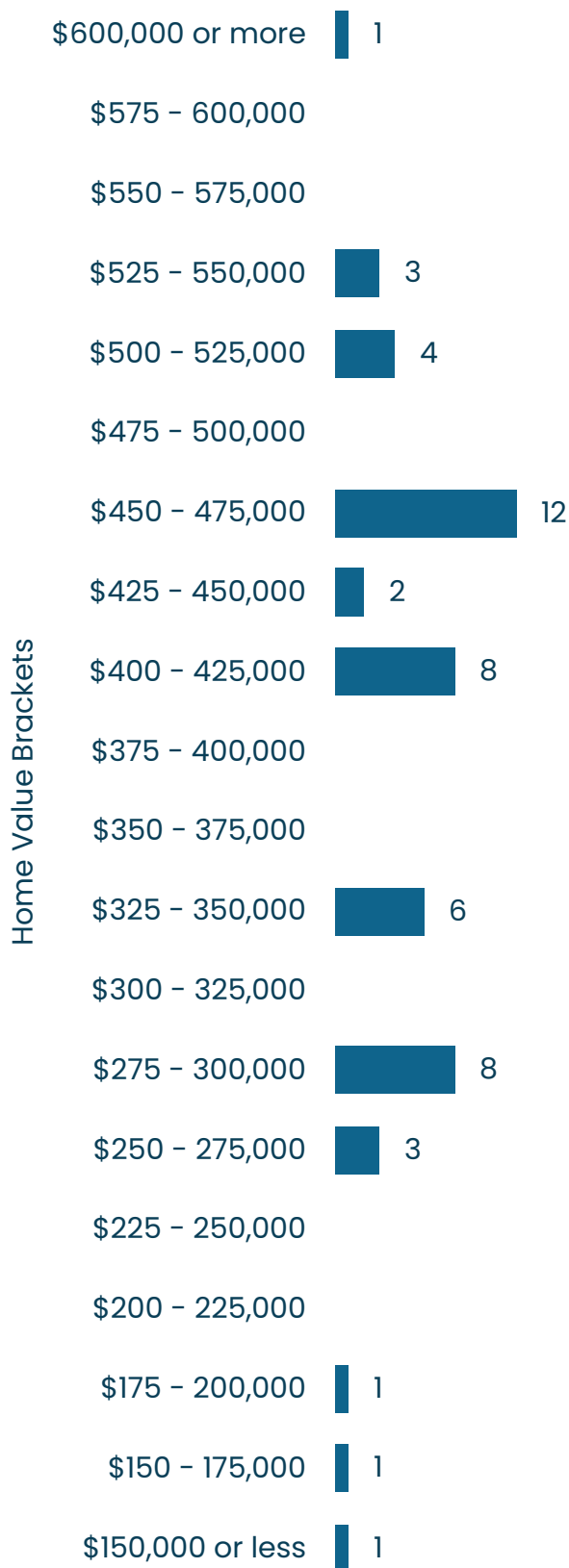
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	17	45%
K37 - Q63	15	40%
Q64 - S71	7	<u>15%</u>
Total	39	100%

Home Value Tolerance | Keeler Twp Aggressive New Builds | Year 2025



Keeler Township
(no villages).

...

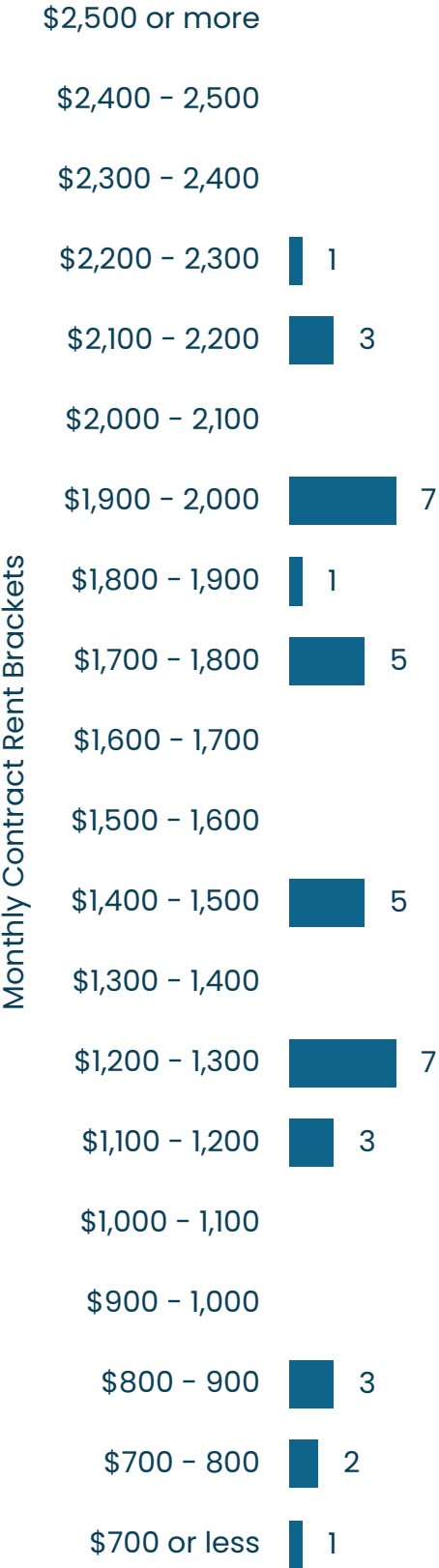
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Keeler Twp Aggressive New Builds | Year 2025



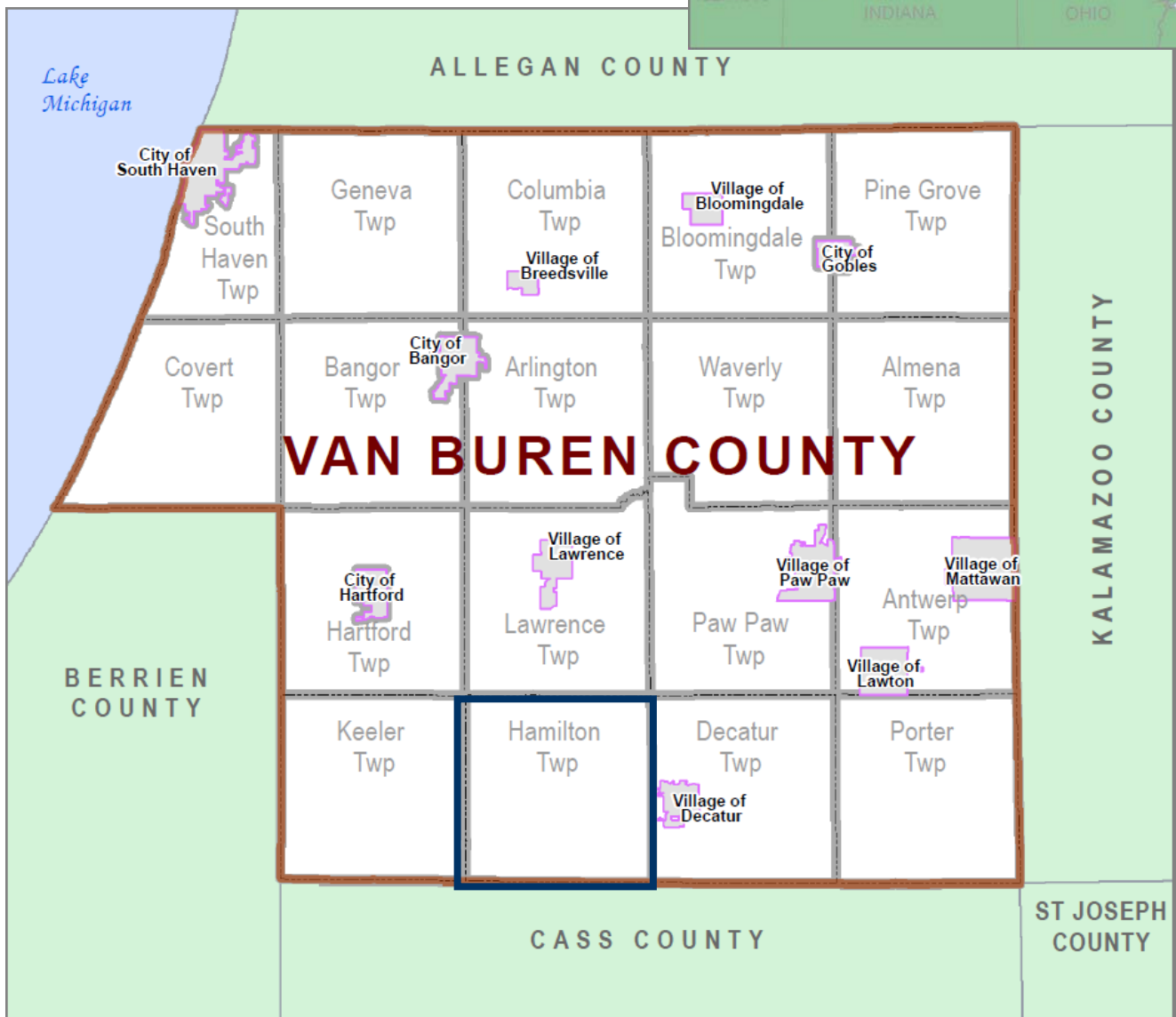
Keeler Township
(no villages).

...
Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...
Results can be
"smoothed"
across the
rent brackets.

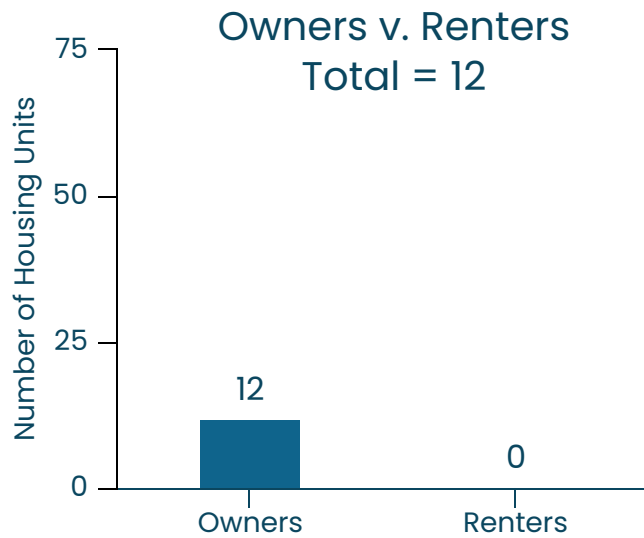
Section 1-R



Van Buren County Hazard Mitigation Plan

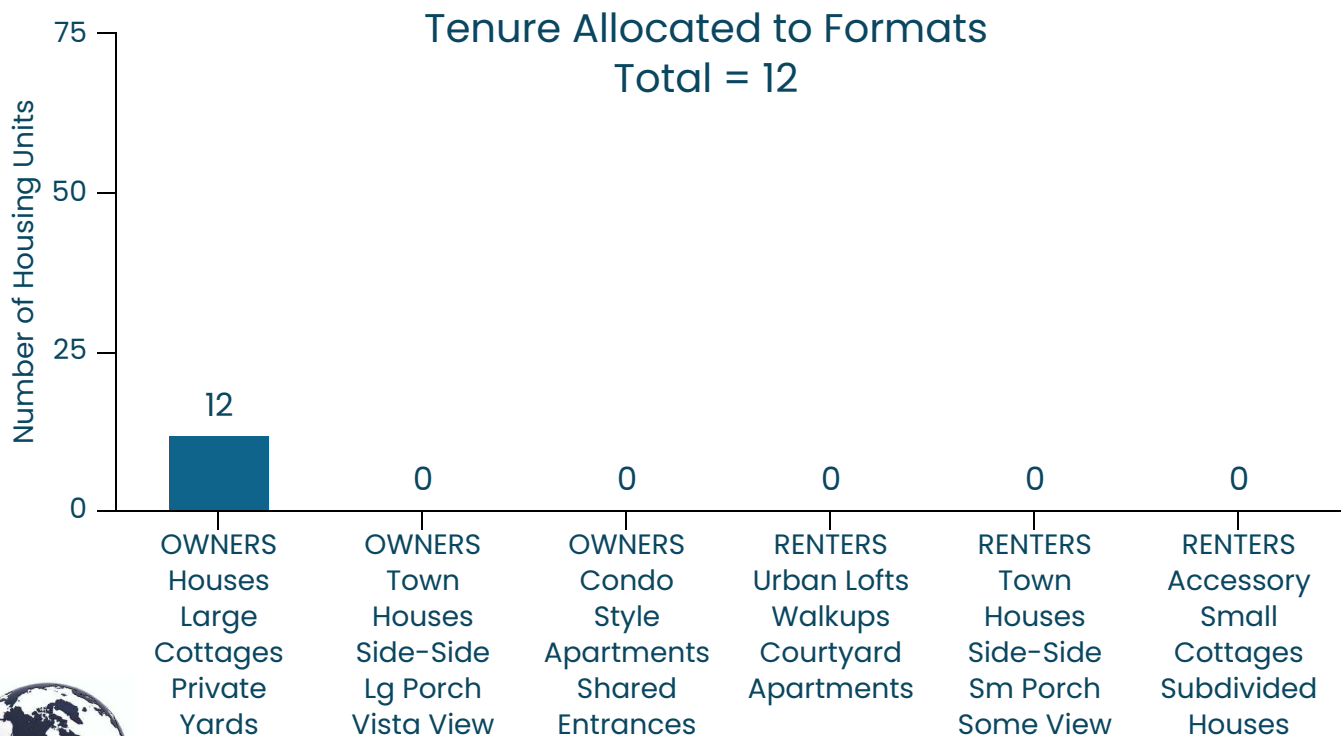
Annual Market Potential | Hamilton Twp

Conservative New Builds | Year 2025



Hamilton Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

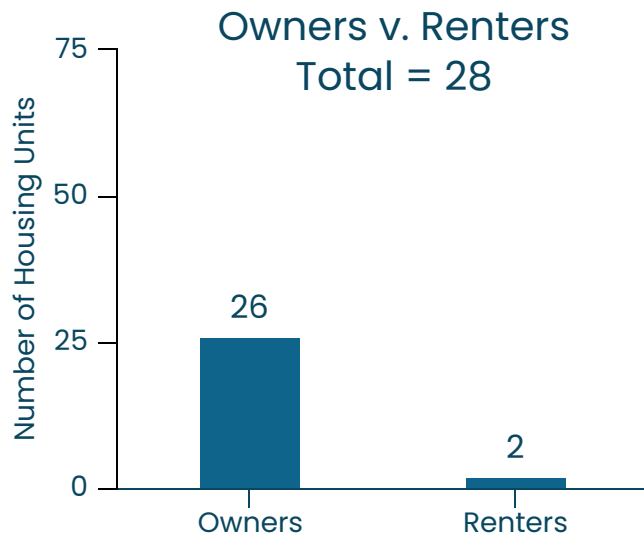
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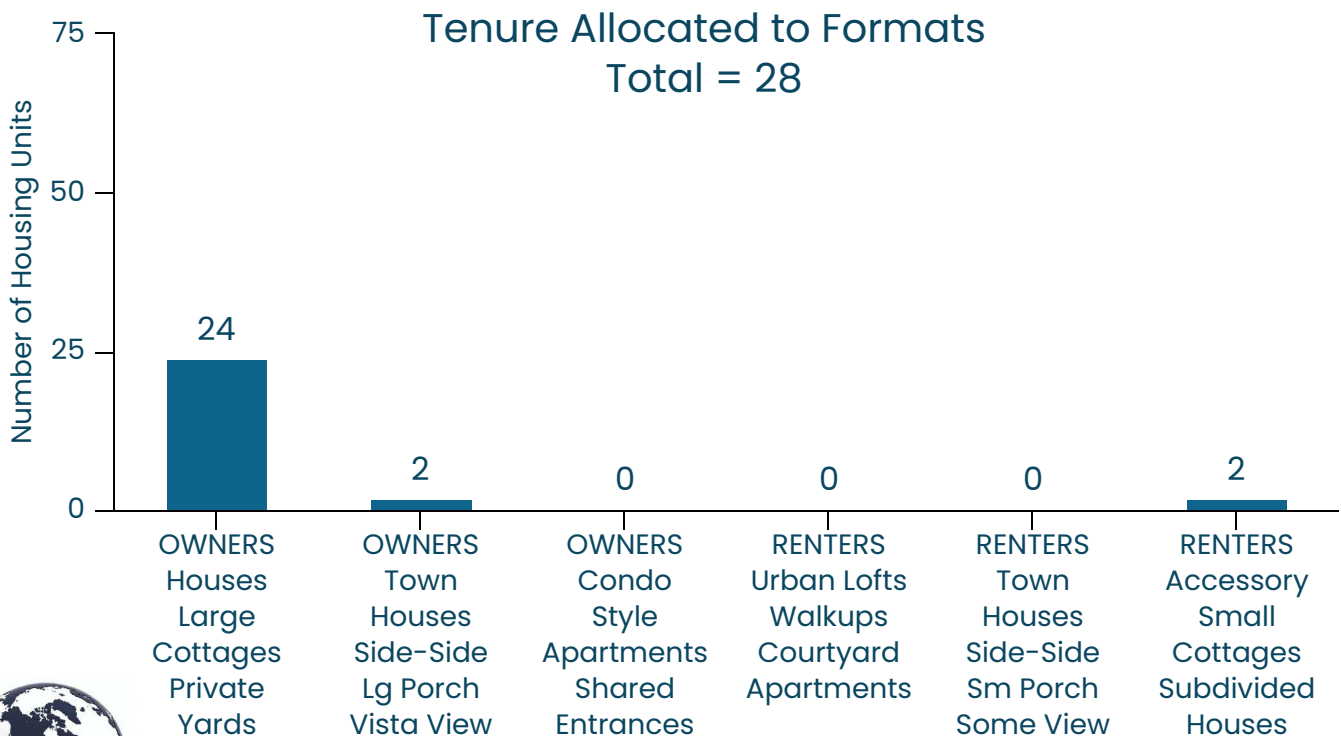
Annual Market Potential | Hamilton Twp

Aggressive New Builds | Year 2025



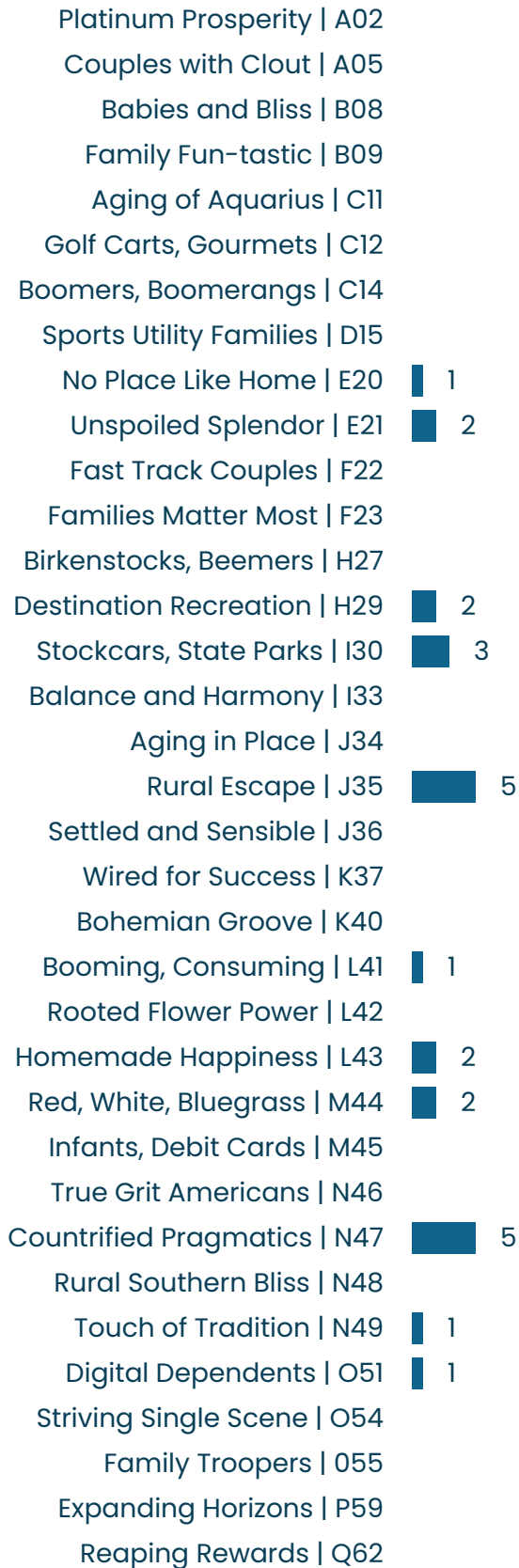
Hamilton Township
(no villages).
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Annual Buyer Potential | Hamilton Twp Aggressive New Builds | Year 2025



Hamilton Township
(no villages).

...
Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	13	50%
K37 - Q63	12	45%
Q64 - S71	1	<u>5%</u>
Total	26	100%

Annual Renter Potential | Hamilton Twp Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

Hamilton Township
(no villages).

...

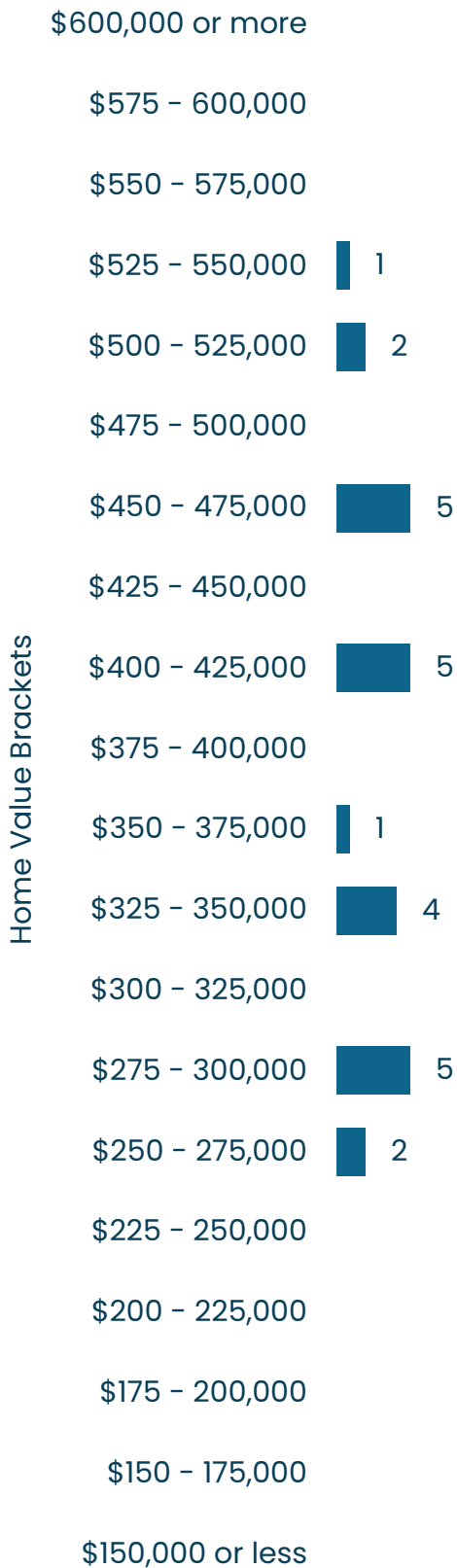
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	1	50%
K37 - Q63	1	50%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	2	100%

Home Value Tolerance | Hamilton Twp Aggressive New Builds | Year 2025



Hamilton Township
(no villages).

...

Aggressive
Scenario.

New Builds
with reopening
of the
Palisades
Power Plant.

...

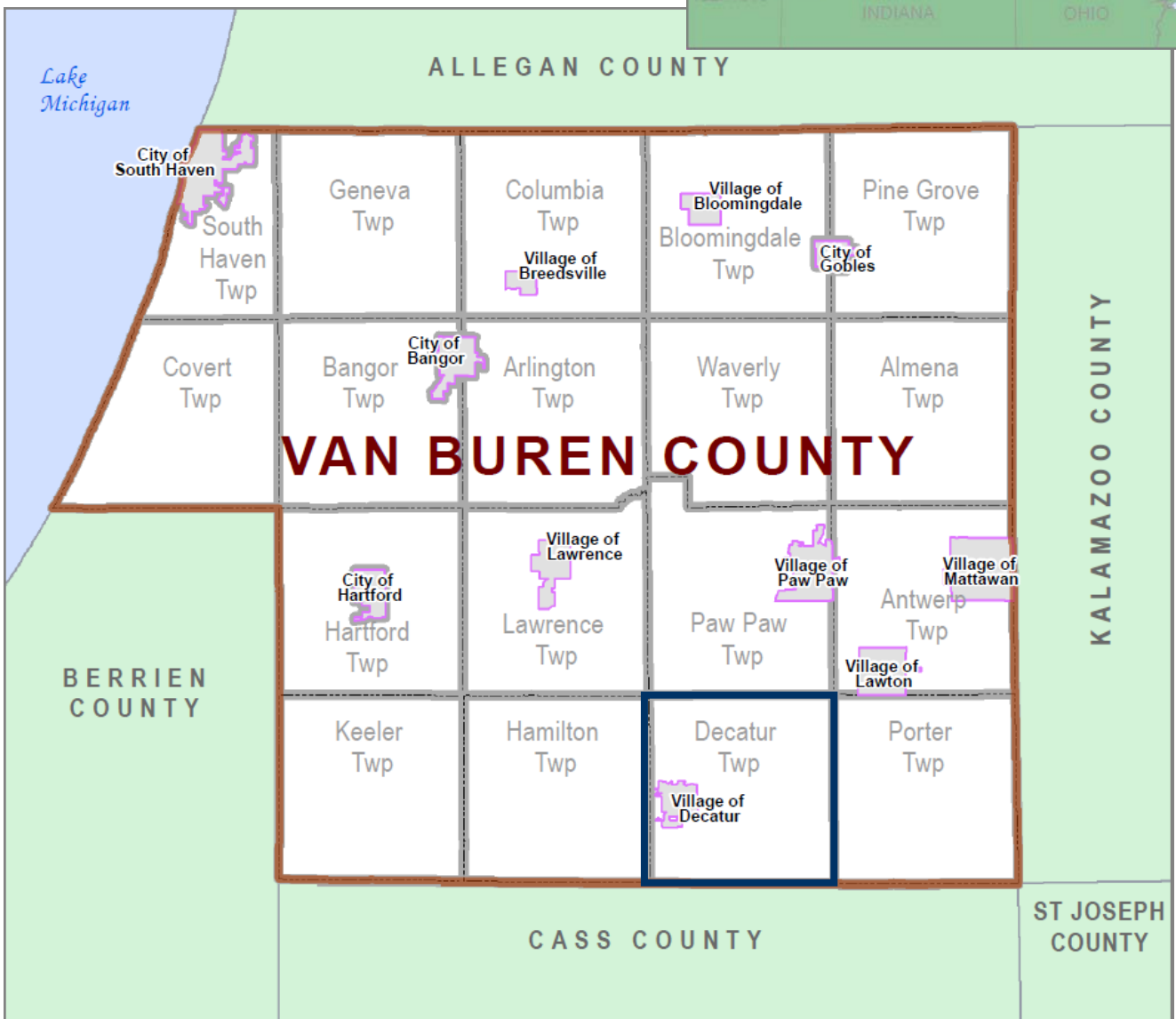
Results can be
"smoothed"
across the
value brackets.

Home Value Brackets

Monthly Rent Tolerance | Hamilton Twp Aggressive New Builds | Year 2025



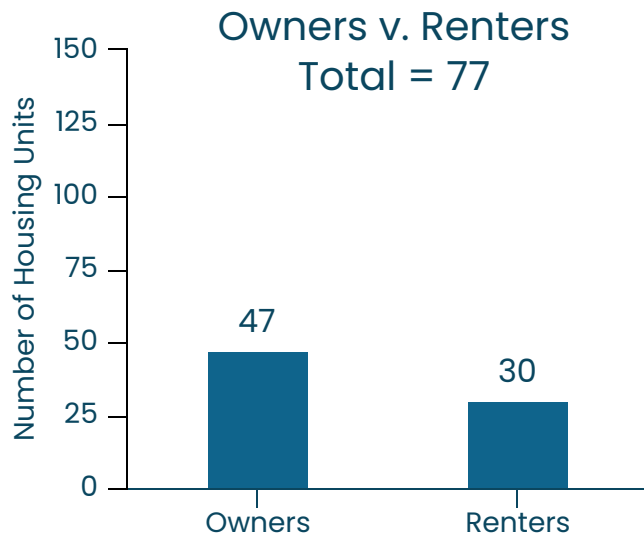
Section 1-S



Van Buren County Hazard Mitigation Plan

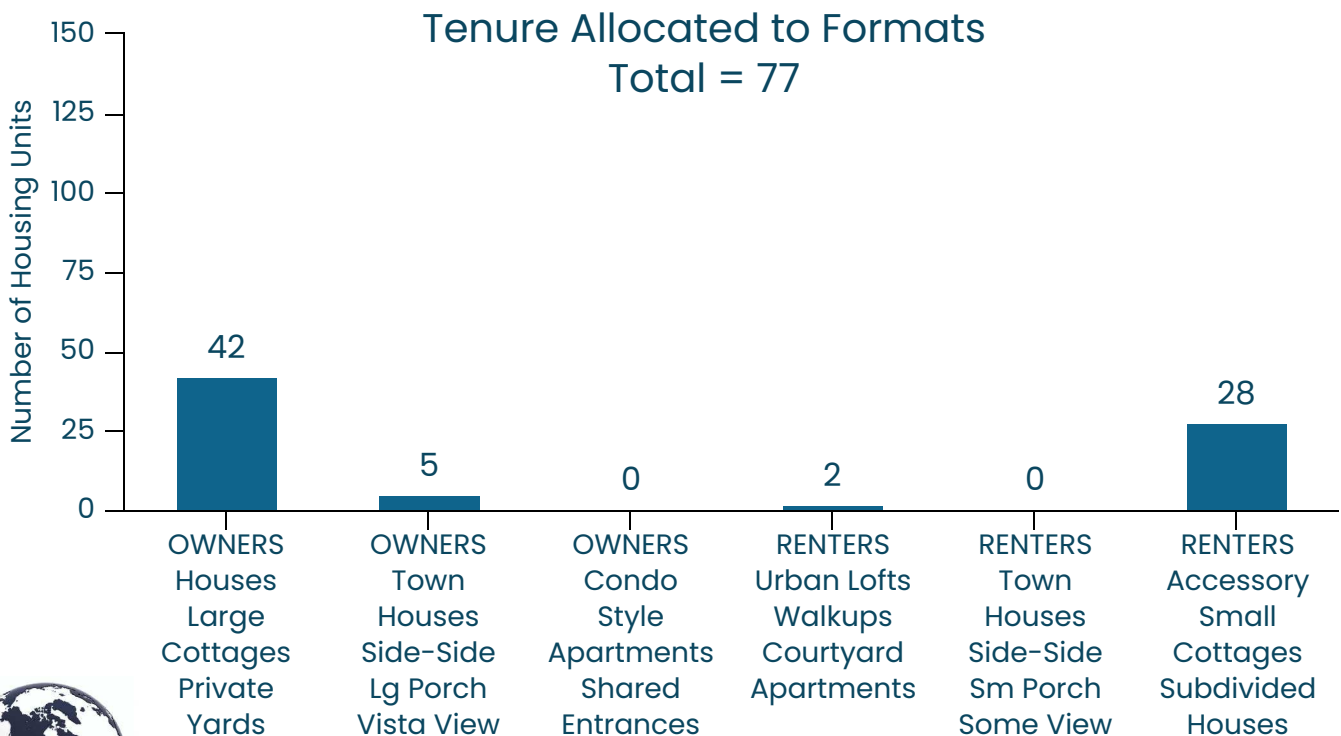
Annual Market Potential | Decatur Twp

Conservative New Builds | Year 2025



With the Village of Decatur.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

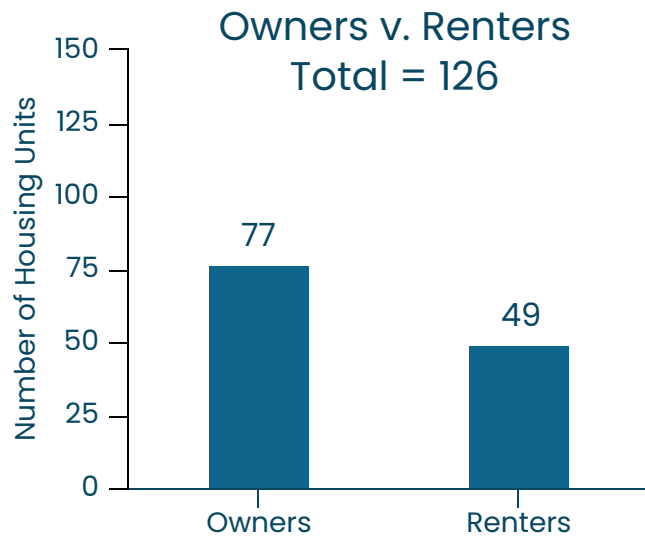
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the market by building new housing units every year. All figures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



Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

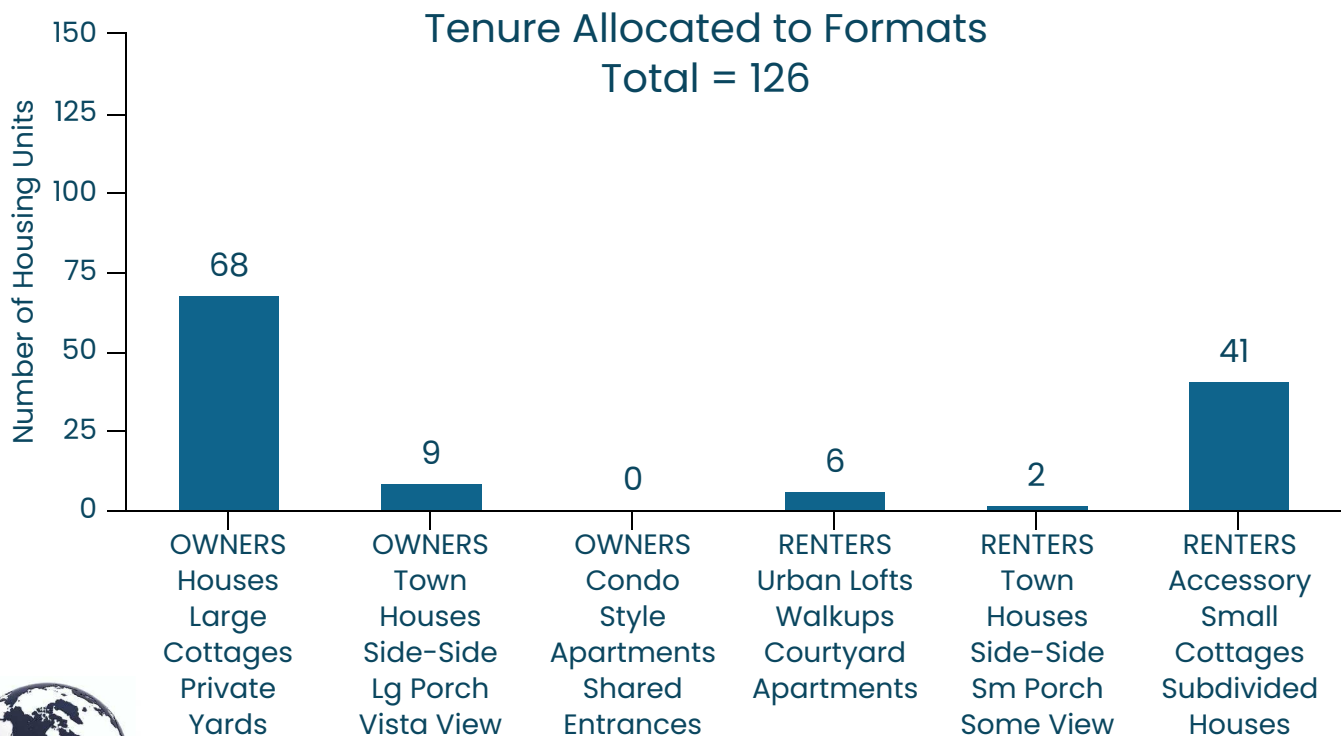
Annual Market Potential | Decatur Twp

Aggressive New Builds | Year 2025



With the Village of Decatur.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Decatur Twp

Aggressive New Builds | Year 2025



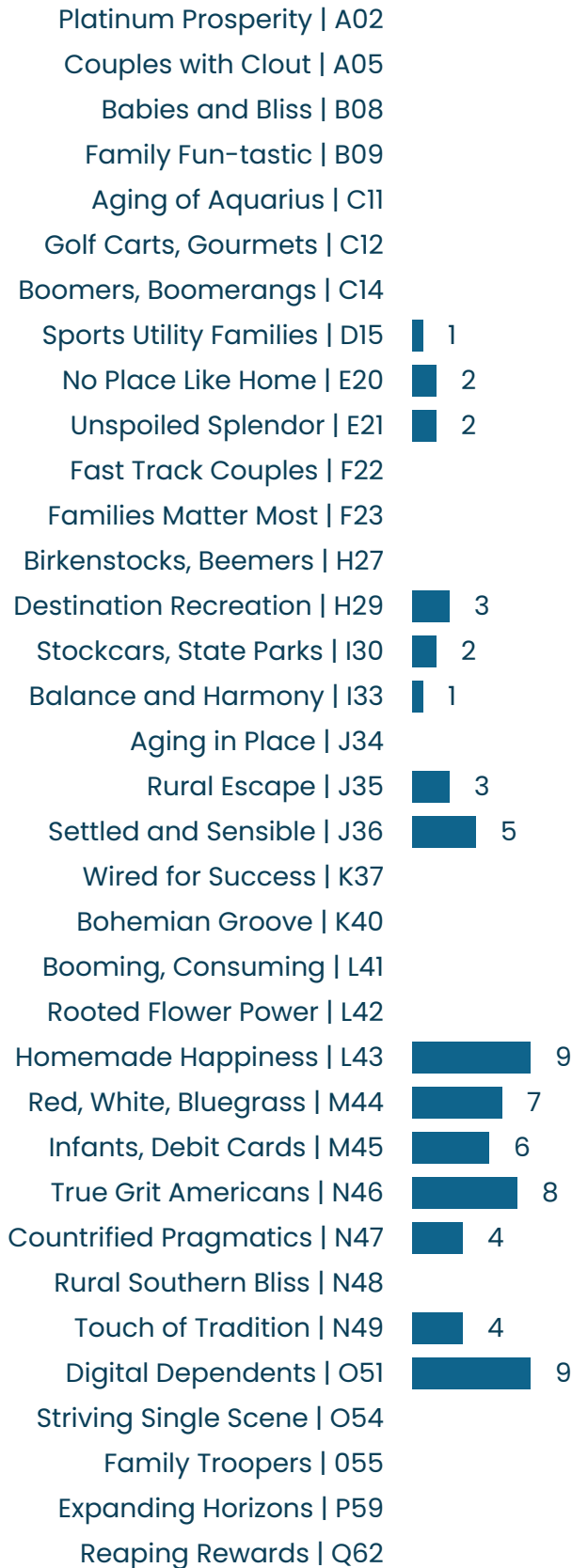
With the Village of Decatur.
 ...
 Aggressive Scenario.
 New home buyers with reopening of the Palisades Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	5	10%
K37 - Q63	31	65%
Q64 - S71	<u>13</u>	<u>25%</u>
Total	49	100%

Annual Renter Potential | Decatur Twp

Aggressive New Builds | Year 2025

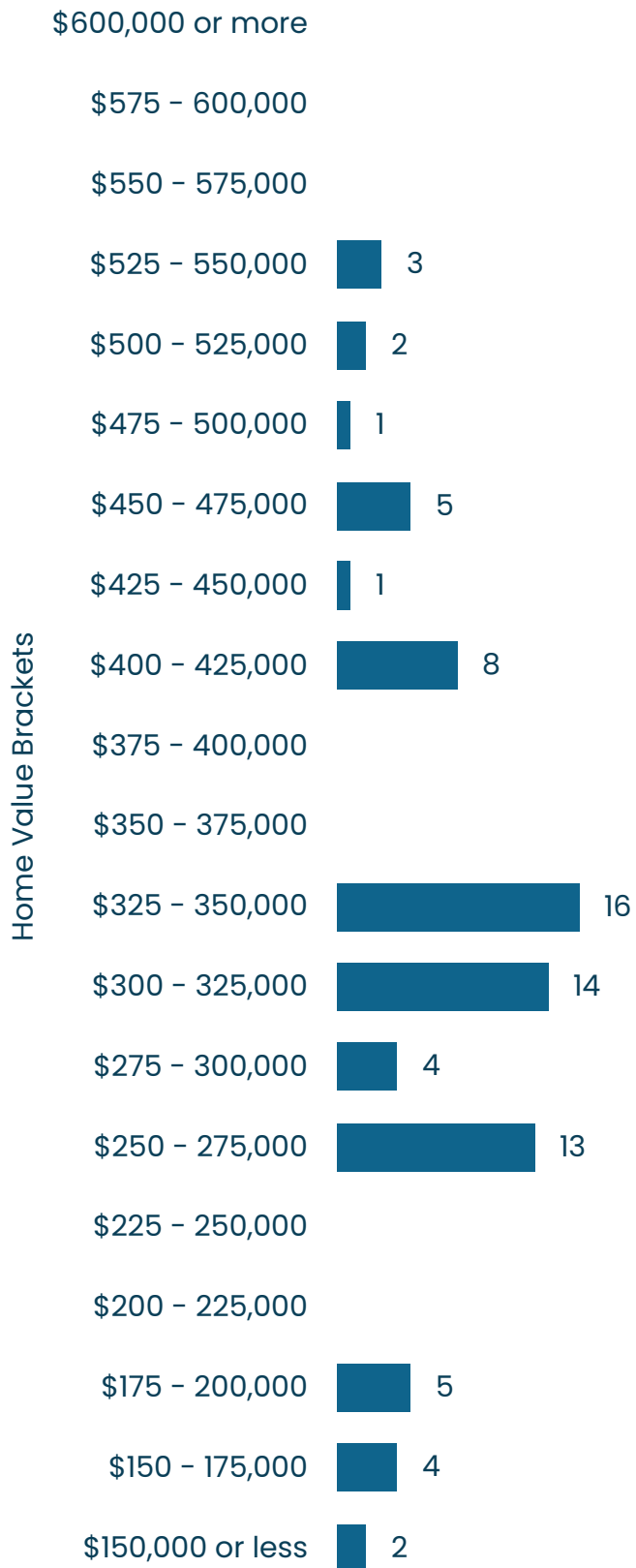


With the Village of Decatur.
 ...
 Aggressive Scenario.
 New home renters with reopening of the Palisades Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	20	25%
K37 - Q63	48	65%
Q64 - S71	<u>9</u>	<u>10%</u>
Total	77	100%

Home Value Tolerance | Decatur Twp Aggressive New Builds | Year 2025



With the
Village of Decatur.

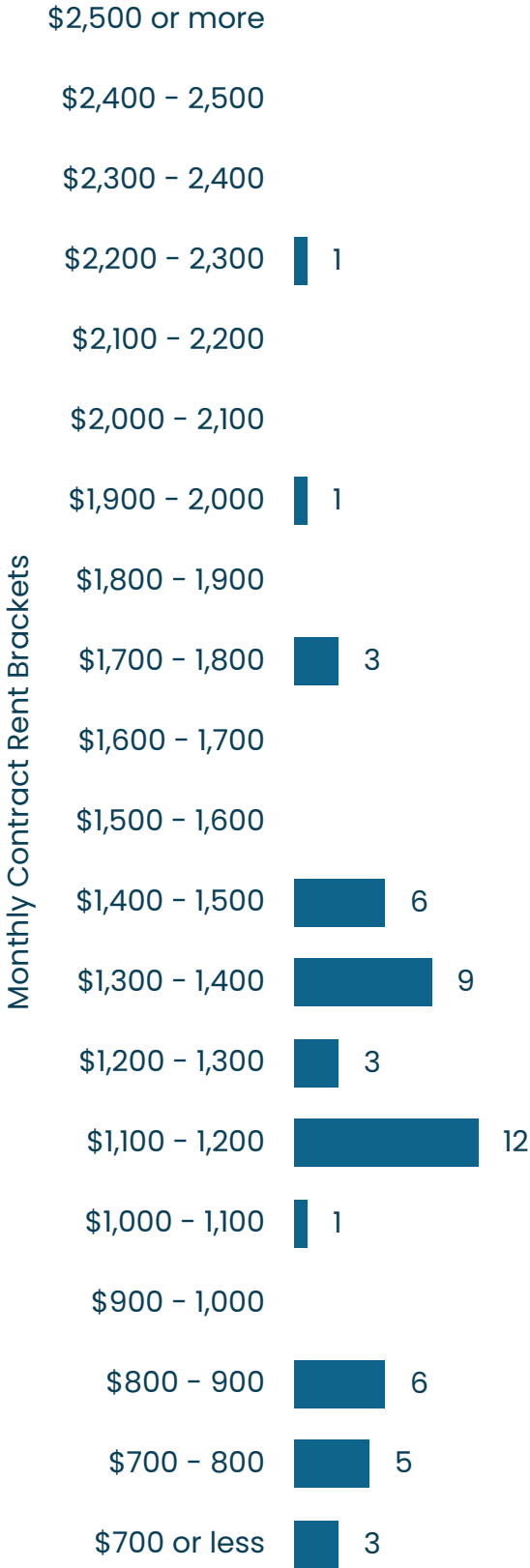
...

Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

Results can be
"smoothed"
across the
value brackets.

Monthly Rent Tolerance | Decatur Twp Aggressive New Builds | Year 2025



With the Village of Decatur.

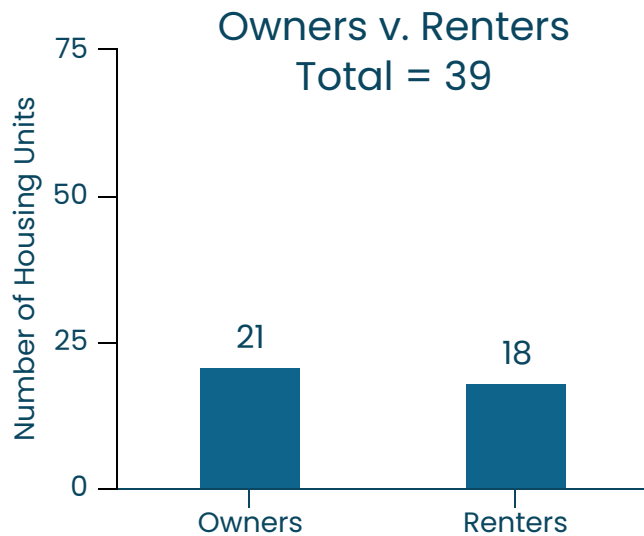
...
Aggressive Scenario.

New Builds with reopening of the Palisades Power Plant.

...
Results can be "smoothed" across the rent brackets.

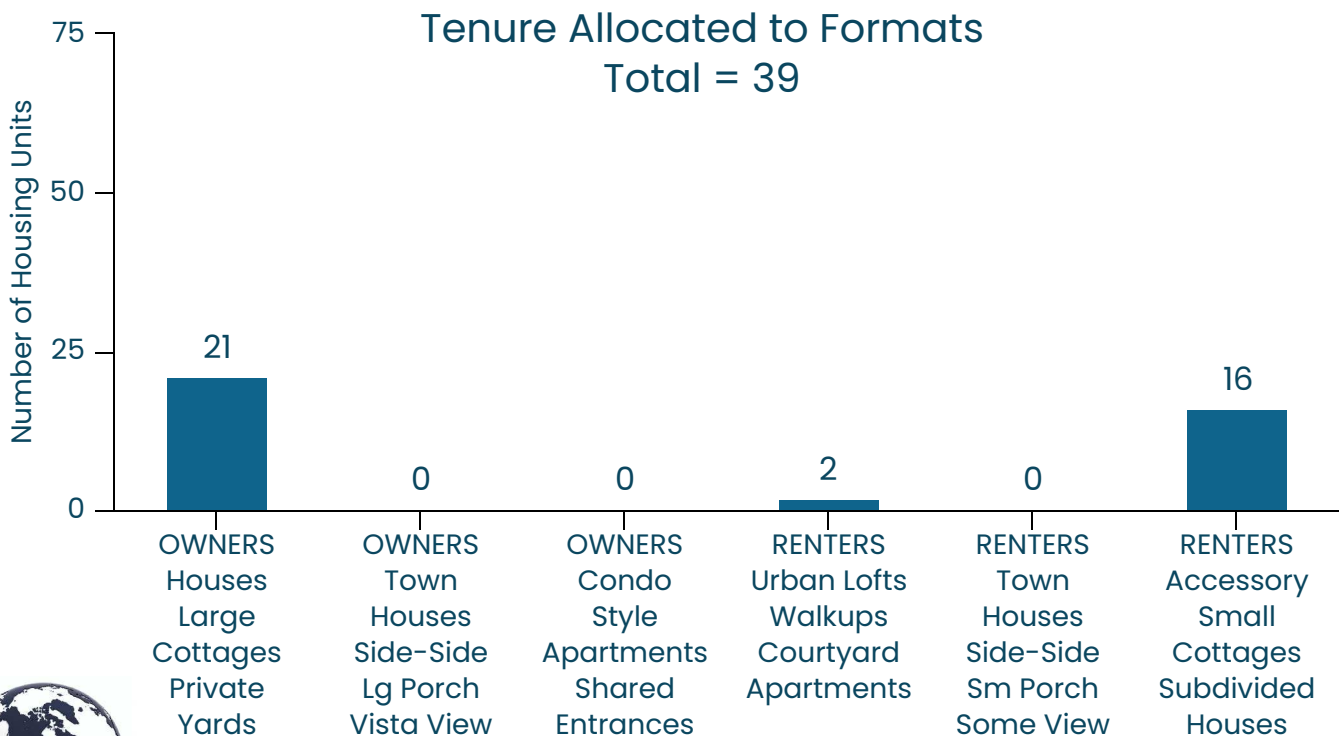
Annual Market Potential | Decatur Village

Conservative New Builds | Year 2025



The Village of Decatur only.
...
Conservative Scenario.
New builds without reopening of the Palisades Power Plant.

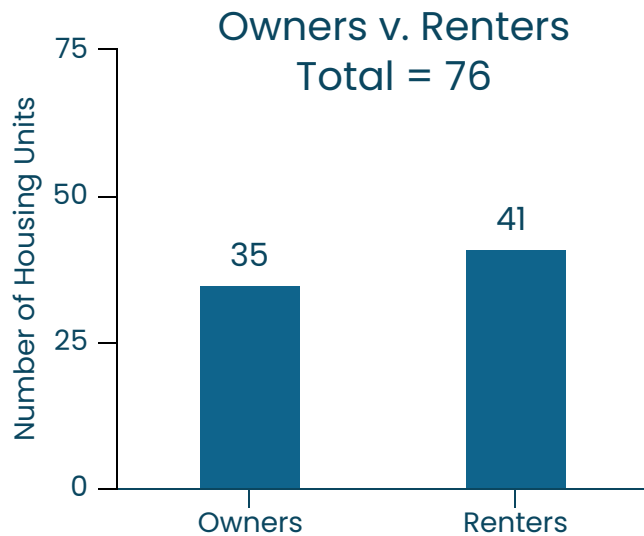
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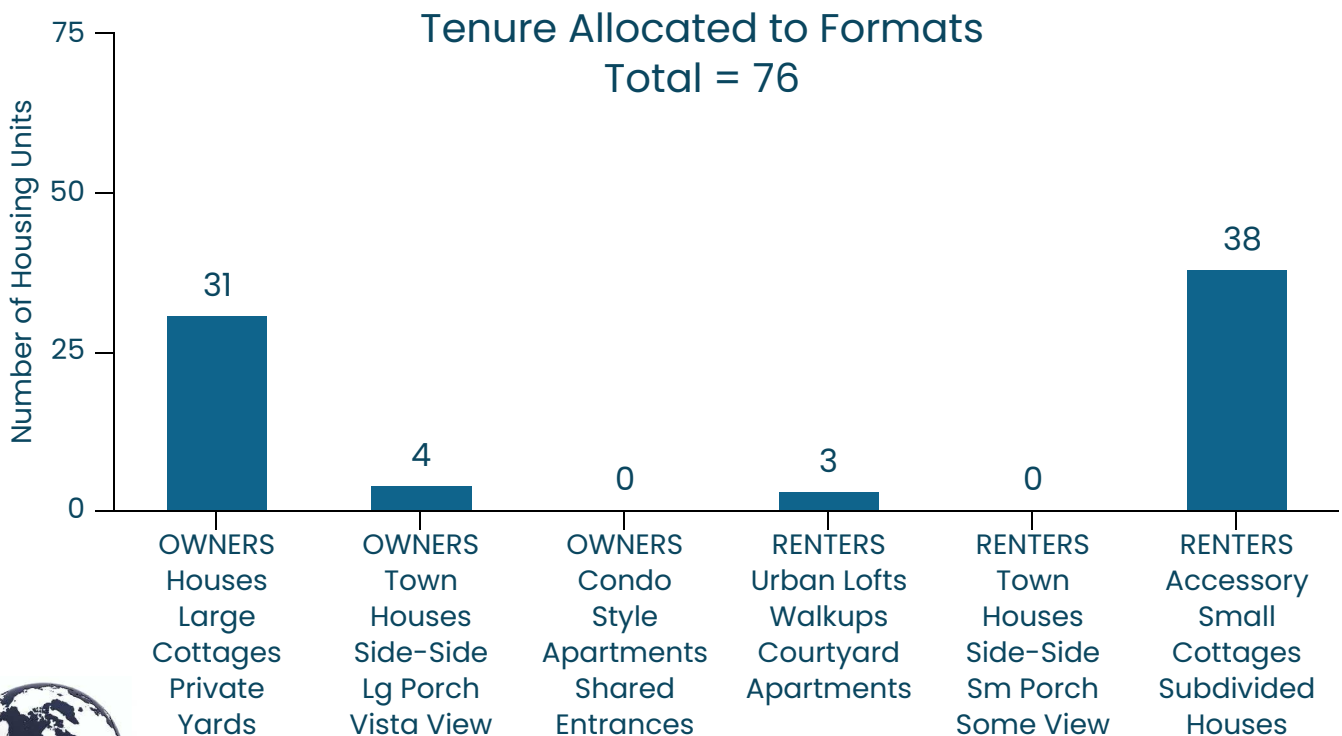
Annual Market Potential | Decatur Village

Aggressive New Builds | Year 2025



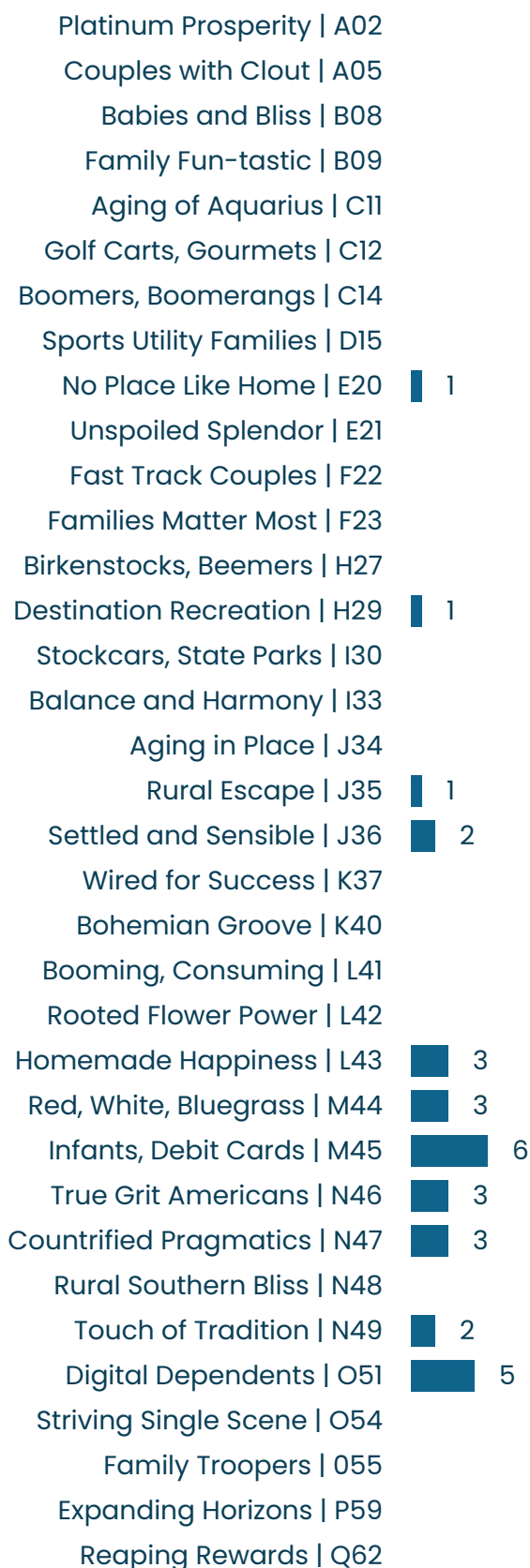
The Village of Decatur only.
...
Aggressive Scenario.
New builds with reopening of the Palisades Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Decatur Village Aggressive New Builds | Year 2025



The Village of
Decatur only.
...
Aggressive
Scenario.
New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	5	15%
K37 - Q63	25	70%
Q64 - S71	<u>5</u>	<u>15%</u>
Total	35	100%

Annual Renter Potential | Decatur Village Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	1
Unspoiled Splendor E21	
Fast Track Couples F22	
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	1
Stockcars, State Parks I30	
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	
Settled and Sensible J36	2
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	4
Red, White, Bluegrass M44	4
Infants, Debit Cards M45	6
True Grit Americans N46	1
Countrified Pragmatics N47	1
Rural Southern Bliss N48	
Touch of Tradition N49	3
Digital Dependents O51	8
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

The Village of
Decatur only.

...

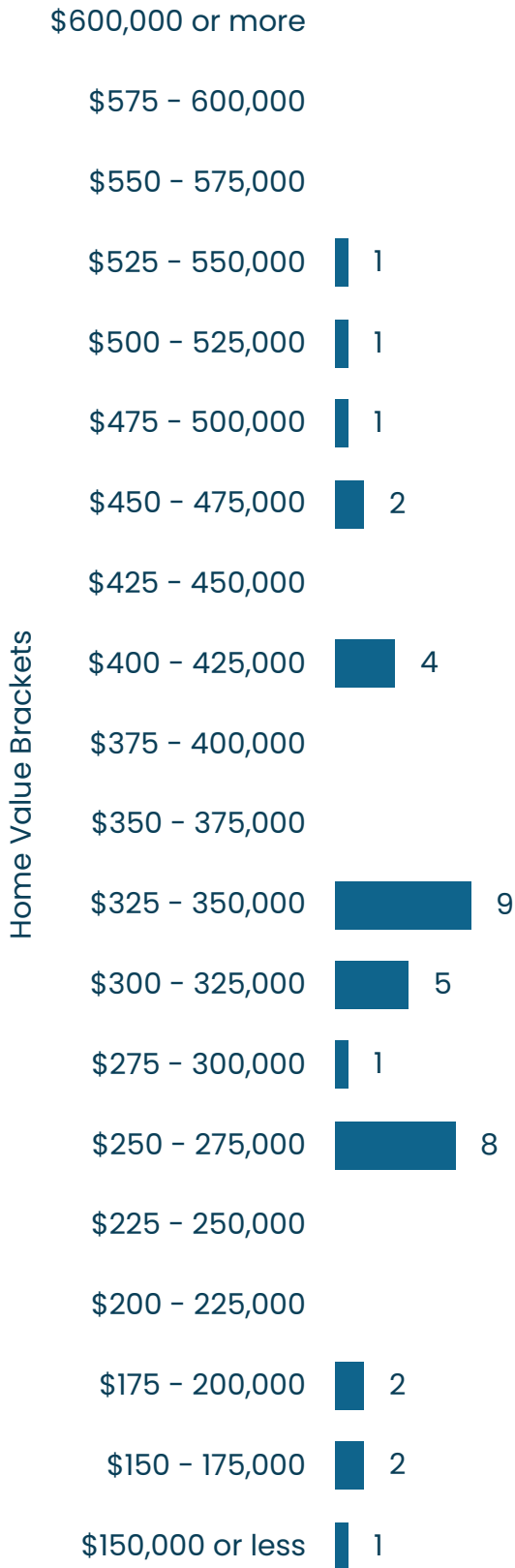
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

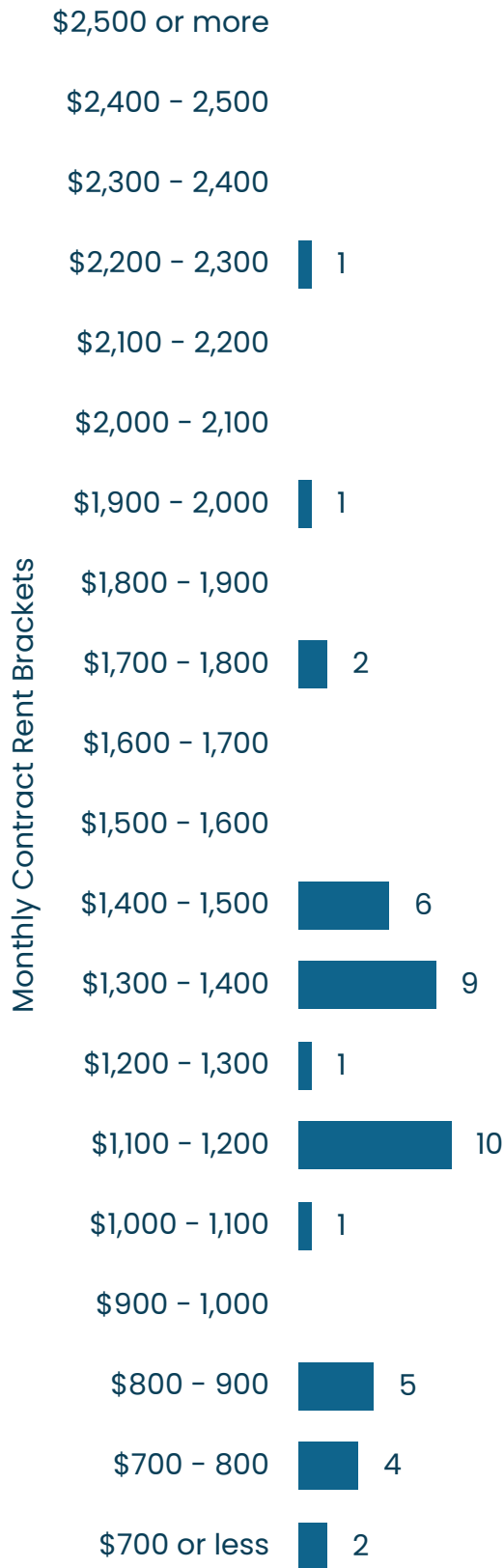
Codes	Renters	Share
A01 - J36	4	10%
K37 - Q63	27	65%
Q64 - S71	<u>10</u>	<u>25%</u>
Total	41	100%

Home Value Tolerance | Decatur Village Aggressive New Builds | Year 2025



The Village of Decatur only.
 ...
 Aggressive Scenario.
 New Builds with reopening of the Palisades Power Plant.
 ...
 Results can be "smoothed" across the value brackets.

Monthly Rent Tolerance | Decatur Village Aggressive New Builds | Year 2025



The Village of
Decatur only.

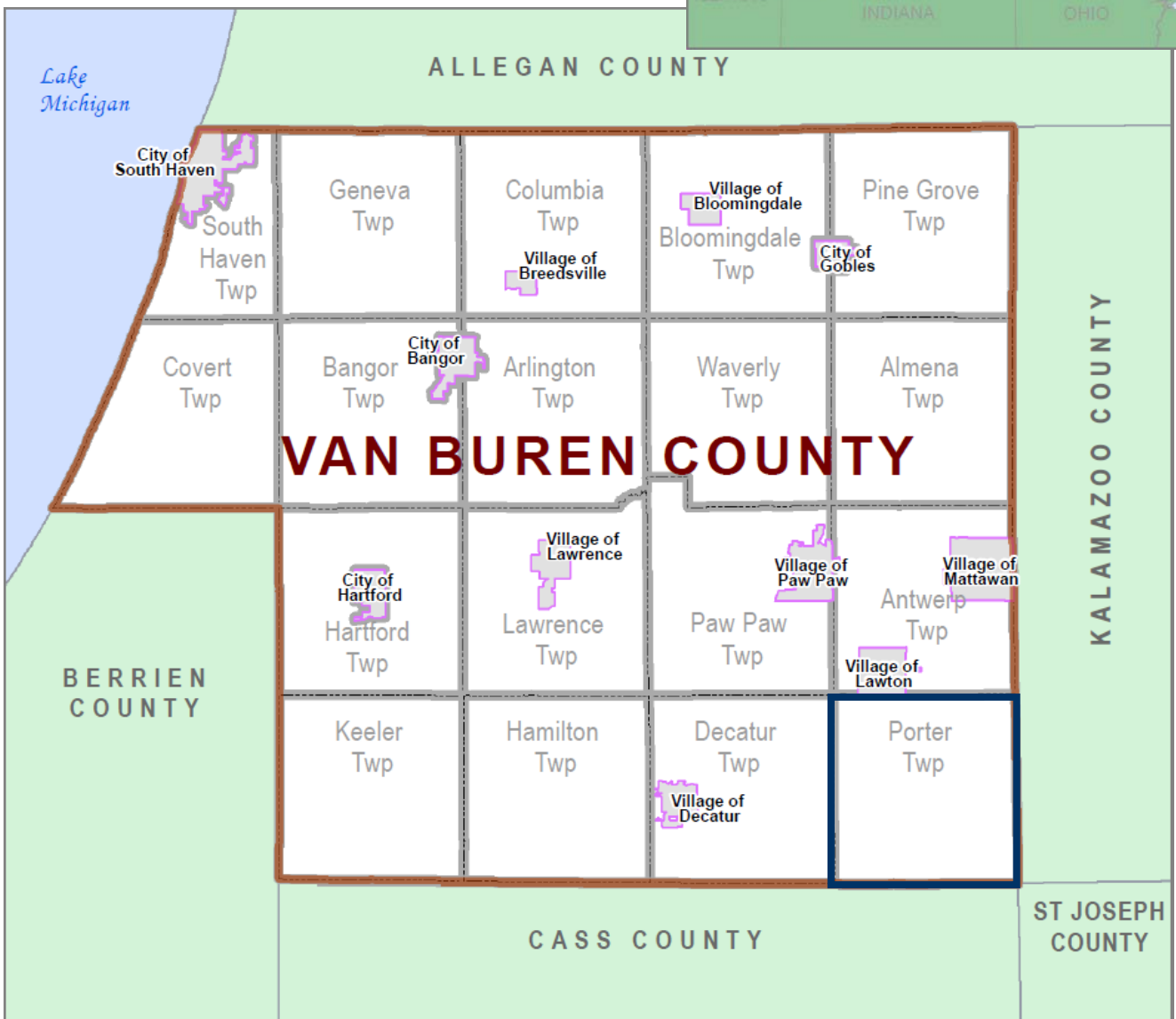
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Aggressive
Scenario.
New Builds
with reopening
of the
Palisades
Power Plant.

...

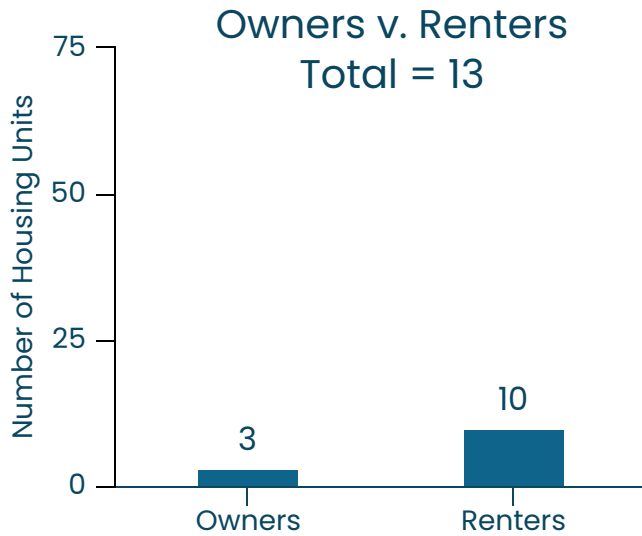
Results can be
"smoothed"
across the
rent brackets.

Section 1-T



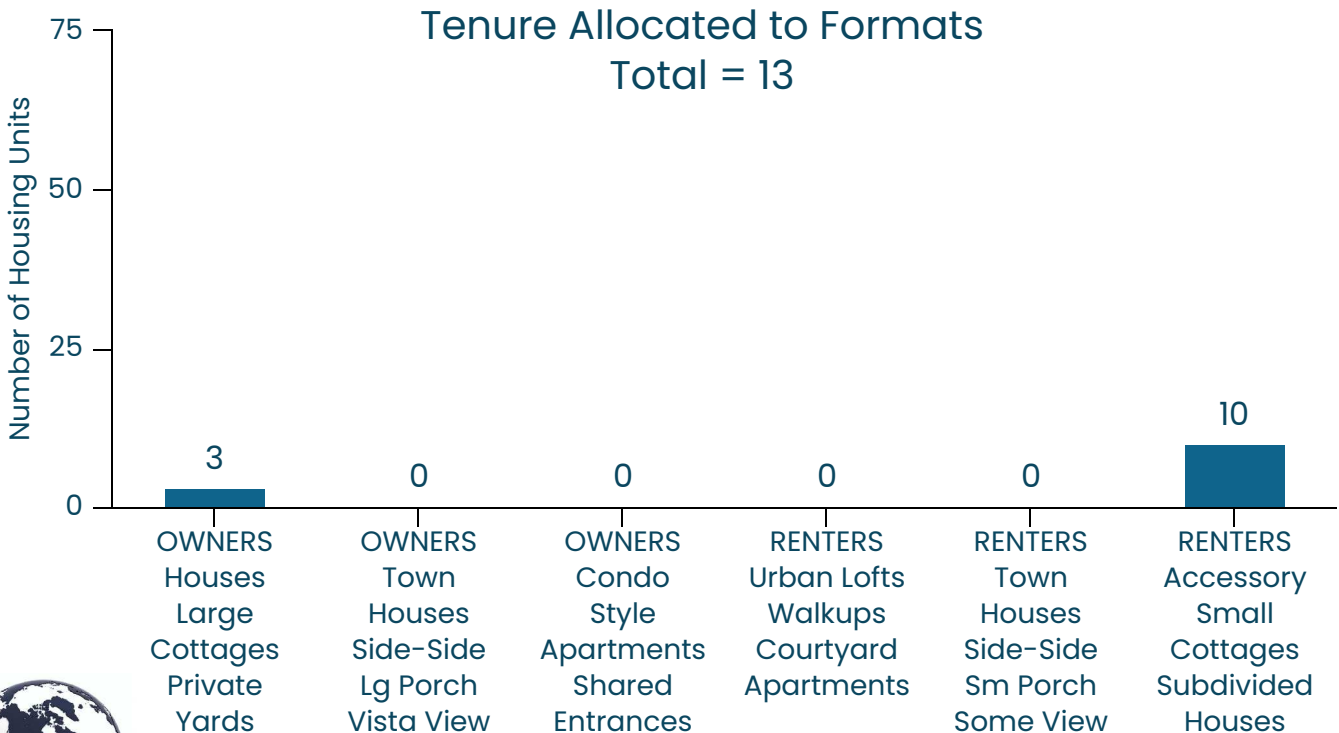
Van Buren County Hazard Mitigation Plan

Annual Market Potential | Porter Twp Conservative New Builds | Year 2025



Porter Township
(no villages).
...
Conservative
Scenario.
New builds
without reopening
of the
Palisades
Power Plant.

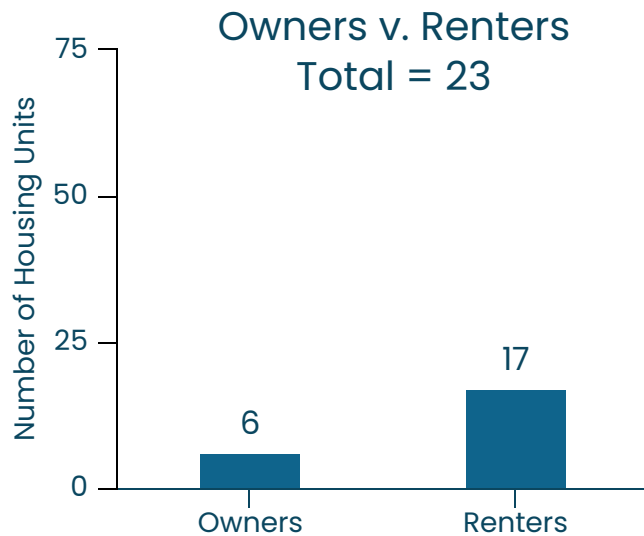
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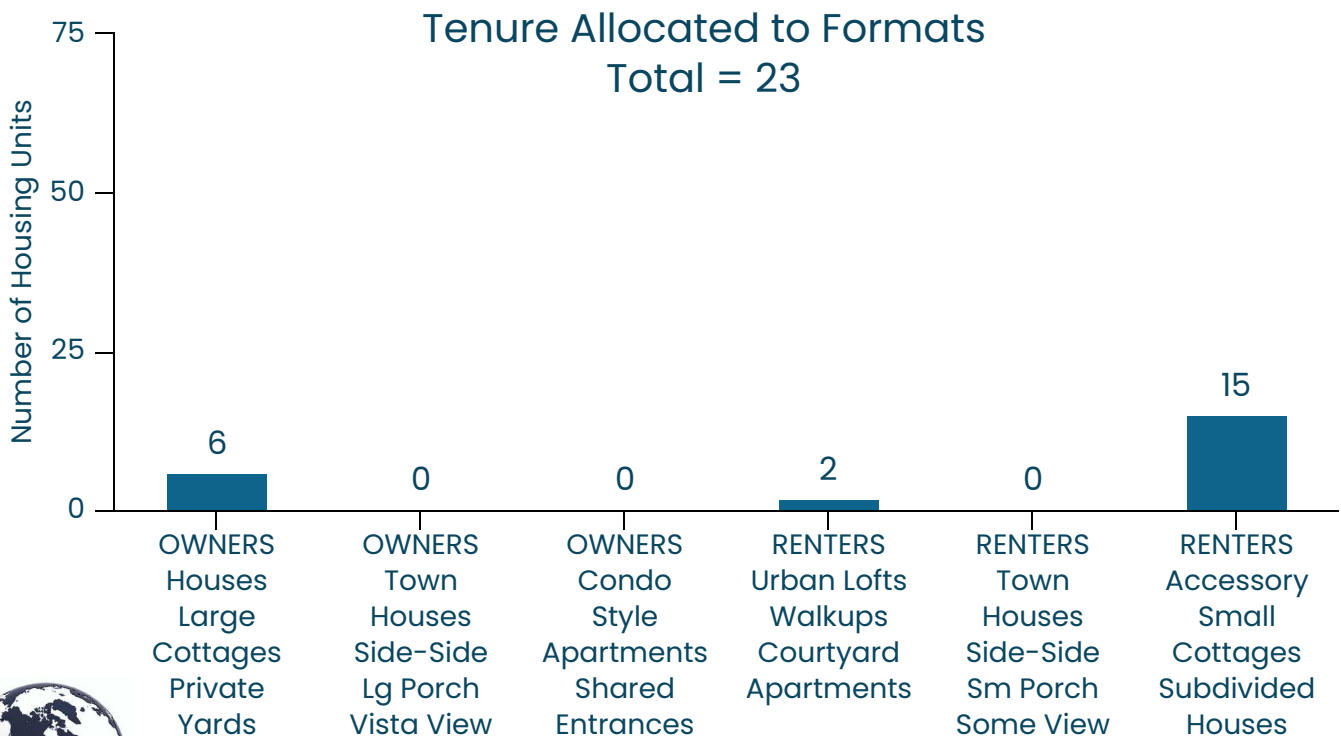
Annual Market Potential | Porter Twp

Aggressive New Builds | Year 2025



Porter Township
(no villages).
...
Aggressive
Scenario.
New builds
with reopening
of the
Palisades
Power Plant.

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Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies; 2024. Based on the 2023 actual migration of households moving into the local market.

Annual Buyer Potential | Porter Twp Aggressive New Builds | Year 2025

- Platinum Prosperity | A02
- Couples with Clout | A05
- Babies and Bliss | B08
- Family Fun-tastic | B09
- Aging of Aquarius | C11
- Golf Carts, Gourmets | C12
- Boomers, Boomerangs | C14
- Sports Utility Families | D15
- No Place Like Home | E20
- Unspoiled Splendor | E21 ■ 1
- Fast Track Couples | F22
- Families Matter Most | F23
- Birkenstocks, Beemers | H27
- Destination Recreation | H29
- Stockcars, State Parks | I30 ■ 2
- Balance and Harmony | I33
- Aging in Place | J34
- Rural Escape | J35 ■ 1
- Settled and Sensible | J36
- Wired for Success | K37
- Bohemian Groove | K40
- Booming, Consuming | L41
- Rooted Flower Power | L42
- Homemade Happiness | L43
- Red, White, Bluegrass | M44
- Infants, Debit Cards | M45
- True Grit Americans | N46
- Countrified Pragmatics | N47 ■ 1
- Rural Southern Bliss | N48
- Touch of Tradition | N49
- Digital Dependents | O51 ■ 1
- Striving Single Scene | O54
- Family Troopers | O55
- Expanding Horizons | P59
- Reaping Rewards | Q62

Porter Township
(no villages).

...

Aggressive
Scenario.

New home buyers
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Buyers	Share
A01 - J36	4	65%
K37 - Q63	2	35%
Q64 - S71	<u>0</u>	<u>0%</u>
Total	35	100%

Annual Renter Potential | Porter Twp Aggressive New Builds | Year 2025

Platinum Prosperity A02	
Couples with Clout A05	
Babies and Bliss B08	
Family Fun-tastic B09	
Aging of Aquarius C11	
Golf Carts, Gourmets C12	
Boomers, Boomerangs C14	
Sports Utility Families D15	
No Place Like Home E20	
Unspoiled Splendor E21	■ 1
Fast Track Couples F22	■ 1
Families Matter Most F23	
Birkenstocks, Beemers H27	
Destination Recreation H29	■ 1
Stockcars, State Parks I30	■ 2
Balance and Harmony I33	
Aging in Place J34	
Rural Escape J35	■ 2
Settled and Sensible J36	
Wired for Success K37	
Bohemian Groove K40	
Booming, Consuming L41	
Rooted Flower Power L42	
Homemade Happiness L43	■ 1
Red, White, Bluegrass M44	■ 1
Infants, Debit Cards M45	
True Grit Americans N46	
Countrified Pragmatics N47	■ 2
Rural Southern Bliss N48	
Touch of Tradition N49	
Digital Dependents O51	■ 4
Striving Single Scene O54	
Family Troopers O55	
Expanding Horizons P59	
Reaping Rewards Q62	

Porter Township
(no villages).

...

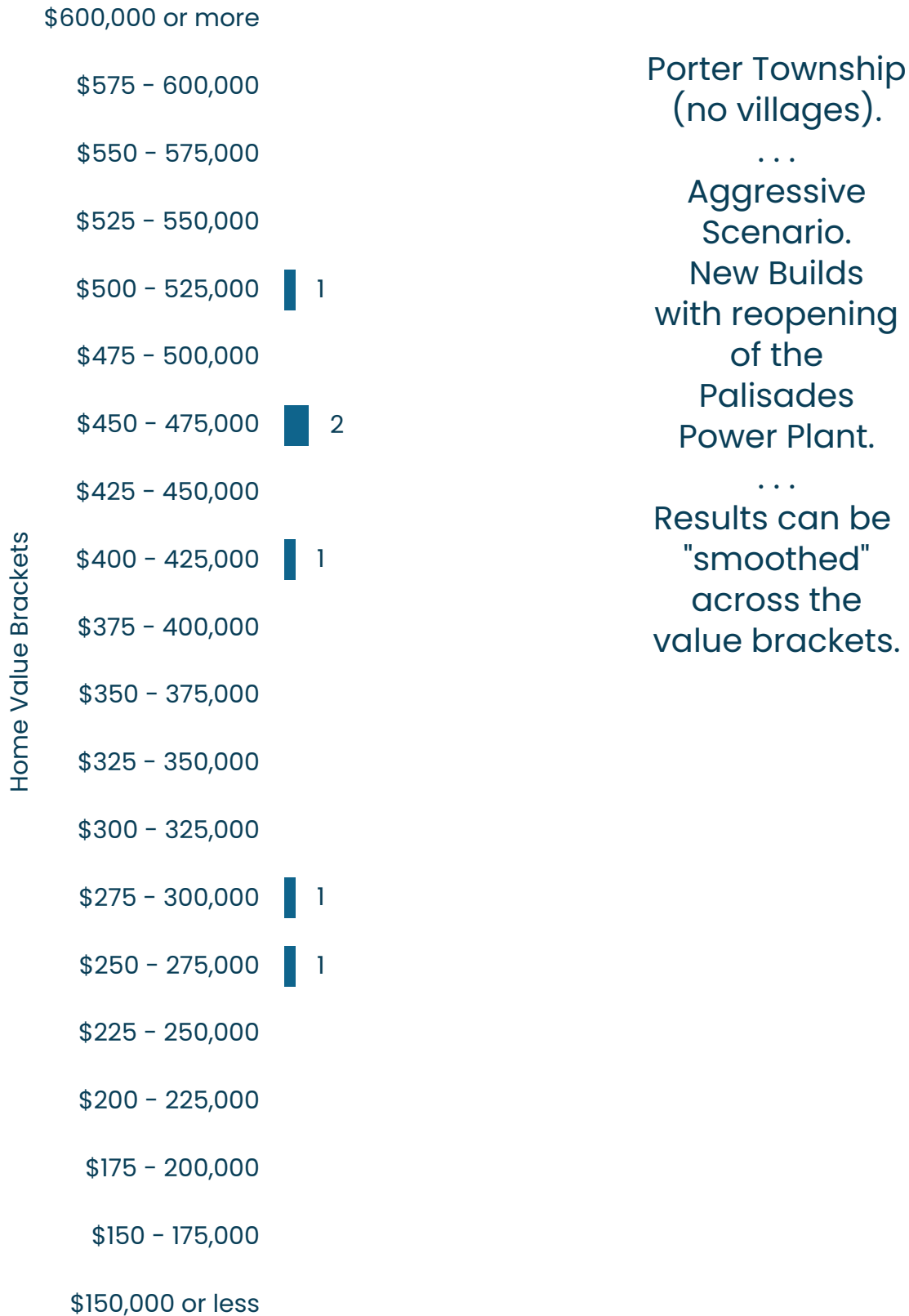
Aggressive
Scenario.

New home renters
with reopening
of the
Palisades
Power Plant.

Summary Table

Codes	Renters	Share
A01 - J36	7	40%
K37 - Q63	8	50%
Q64 - S71	<u>2</u>	<u>10%</u>
Total	17	100%

Home Value Tolerance | Porter Twp Aggressive New Builds | Year 2025



Monthly Rent Tolerance | Porter Twp Aggressive New Builds | Year 2025

