

Project Narrative

Proposed Planned Unit Development

WEST VILLAGE

OF BRIGHTON

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Introduction.

West Village is a proposed lifestyle residential townhome development designed to meet the goals and objectives of the City of Brighton Comprehensive Plan. The proposed community consists of 140 townhomes with attached garages on the former 10.52 acre Lindbom Elementary School site at the north end of N. 6th and N. 7th Streets. A community center with social lounge, fitness area and outdoor pool will provide an internal focal point for the townhome neighborhood. A collector pedestrian pathway through the site leading to the park area adjacent to the community center will encourage social interaction and provide convenient access to its recreational facilities. The community will attract a variety of residents of all ages that desire a village environment with its many opportunities for dining, shopping and commercial services within an easy walk. Townhomes will be available through annual leases subject to extensive qualification requirements.

Consistency with Master Plan.

West Village is located just off the west end of downtown Brighton, an 8 minute, 0.38-mile walk down existing sidewalks to the variety of retail, commercial and restaurant opportunities that make Brighton so appealing. Although currently zoned R-1, the Future Land Use Plan designates the site for Moderate Density Mixed Use Residential. A copy of the proposed Future Land Use map is included as an appendix to this report. A primary goal of the City's Comprehensive Plan is to "Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic and other impacts of non-residential development"

By virtue of its location and the expected resident demographic, the proposed townhome community will provide very substantial support for existing downtown uses. Residents are expected to range from young professionals and families to empty nesters seeking a village lifestyle with high walkability. The Moderate Density Mixed Use Residential designation in the Master Plan includes townhouses and apartments and "corresponds with the R-4 Zoning District, except where such areas are adjacent to downtown. In that case, up to 25 dwelling units per acre are envisioned to support downtown." The proposed density for West Village is 13.31 dwelling units per acre.

The Master Plan also identifies Community Identity as a critical objective, stating that the "city's identity is largely based on its downtown." The Master Plan encourages uses to "support downtown businesses and promote the development of additional housing to strengthen not only downtown, but the city's identity" and "ensure that the city's residential areas and downtown are well-connected via motorized and not-motorized transportation options." A major appeal of the proposed townhome community is the ability to access the downtown area with an 8-minute walk.

The Moderate Density Mixed Use Residential designation for this parcel is also intended to “serve(s) as a transition between non-residential districts and lower density residential uses.” Bordering West Village on the north is the Refrigeration Research Company and the Whitney Street – Advance Street industrial district. The proposed townhome community provides an excellent buffer and transitional zone between these industrial uses and the older single-family residential areas bordering the site elsewhere.

Design Flexibility

Approving the proposed development as a Planned Unit Development provides the flexibility necessary to best meet the objectives and goals of the Comprehensive Plan for the City. A PUD allows the application of the Moderate Density Mixed Use Residential to be used as a basis for the design of the community in lieu of the existing R-1 zoning, which would otherwise greatly limit design options and would not make it possible to meet the Master Plan goal of adding “a variety of new medium to high density units in and near downtown that encourage and support walkable access to downtown commercial goods and services.”

Burden Upon Public Services

West Village will not result in a significant increase in the need for or burden upon public services, facilities, streets and utilities. Internal streets will be privately maintained. An on-site leasing office will provide continual supervision of all maintenance related items resulting in a carefully maintained, high quality environment. Exterior maintenance of the buildings, landscaped areas, recreational facilities, sidewalks and all other improvements will be provided by the management staff for the project. Water, sanitary sewer and storm management systems will meet all city requirements.

Consistency with the Public Health, Safety and Welfare of the City.

The proposed townhome community has been designed to meet the goals and objectives of the city’s Master Plan. As such, it is entirely consistent with city’s obligation to safeguard the health, safety and welfare of its residents while providing for a variety of housing types and supporting downtown uses. In addition, the proposed development will address the existing environmental contamination on the property and remove the current blighted structures that have existing abandoned for many years.

Economic Impact

West Village will be a luxury townhome development that will offer appointments in each residence commensurate with luxury for-lease homes. At no extra cost, residents will have access to the community center, exercise facilities, swimming pool and recreational facilities. Qualifications for potential residents are quite substantial. The economic impact of the proposed community will be highly positive, not only to the surrounding single-family residential areas but to downtown facilities as well. The removal of the current blighted buildings and resolution of the environmental contamination will increase the value of the homes surrounding the property. The addition of these new townhome residences that substantially exceed the average value of existing homes in the older adjacent residential areas increases the value and desirability of the entire neighborhood.

To integrate the proposed townhome community into the existing neighborhood, the site has been designed such that only front elevations of all townhome units will face the existing homes bordering the perimeter of the site. As a result, garage elevations will face internal drives and no existing single-family homes will have garage views. Only the attractive front elevations of the townhomes will be visible from the neighborhoods adjacent to the development.

Single Ownership

West Village will be owned by a single owner and maintained by a management company under direct control of the owner. Ownership will be an affiliate of S.R. Jacobson Development Corp created specifically for this community. S.R. Jacobson Development Corp is a 40-year old company based in Bingham Farms, MI. with vast experience in the development and construction of single-family and multi-family communities. Currently, the company has approximately 2,000 multi-family units in development or construction in Michigan and Illinois. Further information about the company is available at srj.com.

Market Study

A market study has been completed for the proposed development by Integra Realty Resources. The Primary Market Area for West Village was determined to be a 4-mile radius centering from the intersection of Grand River and Main Street, including all of Brighton and parts of Brighton Township and Green Oak Township. The population and the households within the PMA are projected to grow through 2024 with increasing income levels. The market study concluded that there are an adequate number of households that can qualify for the proposed townhomes. The existing apartment market is strong with an average occupancy of 98% and no concessions being offered. An absorption of 10 to 12 units per month is forecast for the community. The market study overview is included as an appendix to this project narrative.

Environmental Contamination

A Phase 1 Environmental Site Assessment and Phase 2 Baseline Environmental Assessment have been completed for the property.

Between 1990 and 1991, the MDEQ identified eighty-nine (89) residential wells that were found to be either threatened or contaminated above MDEQ Part 201 Residential Drinking Water Criteria in what is now known as the Residential Wells Holly Road Site. The source of contamination was determined to have originated from solvent spills and dumping from industrial properties to the northeast of the Lindbom School site.

Monitoring wells were installed throughout the groundwater contaminated area to determine the extent of the contamination including a number of monitoring wells located on the Lindbom School property. A May 6, 2014 groundwater sampling event identified concentrations of 1,1,1- Trichloroethane, Trichloroethene, and Vinyl chloride exceeding applicable MDEQ Part201 Risk Based Criteria. Monitoring well MW-309 is located to the south of the school building on the property. The remaining monitoring wells (MW-305, MW-318S, MW-318D, MW-321, and MW-304) are located to the north of the school building throughout the athletic fields located on the property.

Environmental investigation determined that the property is situated over a portion of the groundwater contamination plume that extends from the industrial facility northeast of the site to Brighton High School to the south of the site. Since the proposed development will not utilize groundwater but will be connected to the city's municipal water supply, potable water contamination is not a factor. However, vapor intrusion measures will need to be employed to make sure that no vapor originating from contaminated groundwater can enter into any of the proposed buildings. Additionally, construction measures will need to ensure that no vapor exposure occurs during installation of underground utilities.

In addition to groundwater contamination, the existing former school building contain asbestos materials. Special measures will need to be taken during demolition of the existing buildings related to asbestos removal.

Project Description

Townhomes will be attached in 5 to 8-unit buildings. Each townhome will have a one-car or two-car garage with an additional one or two parking spaces in front of the garage doors on the garage apron. Townhomes with one car garages will contain 1,280 sf of living space plus 200 sf of garage space, with storage space or a den on the first floor, kitchen and living areas on the second floor and two bedrooms and two baths on the third floor. Townhomes with two-car garages will contain 1,550 sf of living space plus 400 sf of garage space, with storage space or a den on the first floor, kitchen and living areas on the second floor and either two or three bedrooms with two bathrooms on the third floor. Preliminary floor plans and elevations for the proposed townhomes are included in the Preliminary Site Plan submittal package. Unit features are also provided as an appendix to this narrative.

Exterior materials will consist of a combination of horizontal and vertical siding elements, brick accents and architectural features including standing seam metal awnings.

The Community Center will contain 2,000 to 3,000 sf of living space and will include a fitness area, meeting rooms, lounge with kitchen and fireplace, men's and women's bathrooms, shower area, leasing offices, a dog wash area and an outdoor swimming pool. A conceptual plan for the community center with conceptual exterior elevations are included in the Preliminary Site Plan submittal package.

A total of 96 two-car garage townhomes will provide parking for two spaces within the garage plus two spaces on the garage apron, for a total of four spaces per unit. The 44 one-car garage townhomes will provide one parking space within the garage plus one space on the garage apron, for a total of two spaces per unit. The total number of parking spaces in garages and on garage aprons is 472 spaces, or an average of 3.37 spaces per unit. In addition, 16 guest parking spaces are provided near the community center for leasing and recreational use. The amount of parking provided greatly exceeds minimum parking requirements of the city zoning ordinance.

Deviations from current R-1 zoning

Modifications requested for the proposed development are based on the underlying R-1 zoning and do not take into account the fact that the Master Plan designates the future use of the site as Moderate Density Mixed Use Residential.

Schedule of Modifications to existing R-1 zoning		
	R-1	Proposed
Minimum lot area - 2 family	10,000 sf	N.A.
Minimum lot width	66 ft	N.A.
Maximum lot coverage	25%	55.9%
Minimum front yard setback	25 ft	40 ft to property line
Maximum front yard setback	50 ft	N.A.
Minimum rear yard setback	35 ft	20 ft to internal drive
Minimum side yard setback - 2 family		
One side	10 ft	25 ft to property line
Total of two sides	20 ft	20 ft between bldgs
Maximum building height	2.5 stories - 35 ft	3 stories - 33.4 ft to midpoint

Schedule

West Village is proposed to be constructed in a single phase. Demolition of existing buildings will occur upon approval of the project by the City, targeted for the Spring of 2020. Installation of underground utilities will follow with construction of townhome buildings and the community center targeted for late summer of 2020.

Summary

Since the recession of 2008-2009, a nationwide housing shift has been occurring in the United States. High-quality for-lease communities are increasingly being selected by young families, professionals and empty nesters as a lifestyle choice providing flexibility, freedom from maintenance, opportunities for social interaction and a lack of need to tie up equity. In particular demand are communities with high walkability to nearby restaurants, shops and commercial services that decrease reliance on vehicular transportation. In turn, the proximity of higher density residential areas to downtown areas support and strengthen those areas in a symbiotic relationship.

The City of Brighton has virtually no supply of well-amenitized, high-quality townhome for-lease communities. The rarity of available parcels within walking distance of downtown makes it that much more important to ensure that when development opportunities occur, they strengthen the vibrant identity of the city, provide a strong sense of place and support the downtown area. Redevelopment of the Lindbom Elementary School parcel in the manner proposed provides an excellent opportunity to meet the goals and objectives of the city’s Comprehensive Land Use Plan.

As developer, S.R. Jacobson has decades of experience creating beautiful and successful residential communities. By working together with the City as a team effort, Village West will be an outstanding addition to the Brighton community.

Market Study Overview

The subject is a former elementary school building and is located north of W. Main Street, west of Grand River Avenue within an existing residential neighborhood. The subject does not have any direct access or exposure from W. Main Street.

The subject is a proposed luxury townhouse development that will offer a competitive site and unit features including in-unit washers/dryers, stainless steel appliances, hard surface countertops and flooring, attached garages, patios/balconies, and appointments commensurate with luxury rental housing. Further, the property will offer a fitness center and in-ground swimming pool.

The subject's PMA is concluded to be a four-mile radius centering from the intersection of Grand River Avenue and Main Street. The PMA includes all of Brighton and part of Brighton Township and Green Oak Township.

The subject is situated in an older residential neighborhood; less than a mile northwest of Downtown Brighton. Access to I-96 is less than two miles to the north along Grand River Avenue while access to US-23 is situated two miles to the east also from Grand River Avenue.

The PMA population and households are projected to grow through 2024 with increasing income levels. There is an adequate number of households in the PMA that can qualify for the subject's housing. The existing apartment market is judged as being strong with an average occupancy of 98% without any concessions currently being offered. Moreover, rent levels are projected to continue to grow.

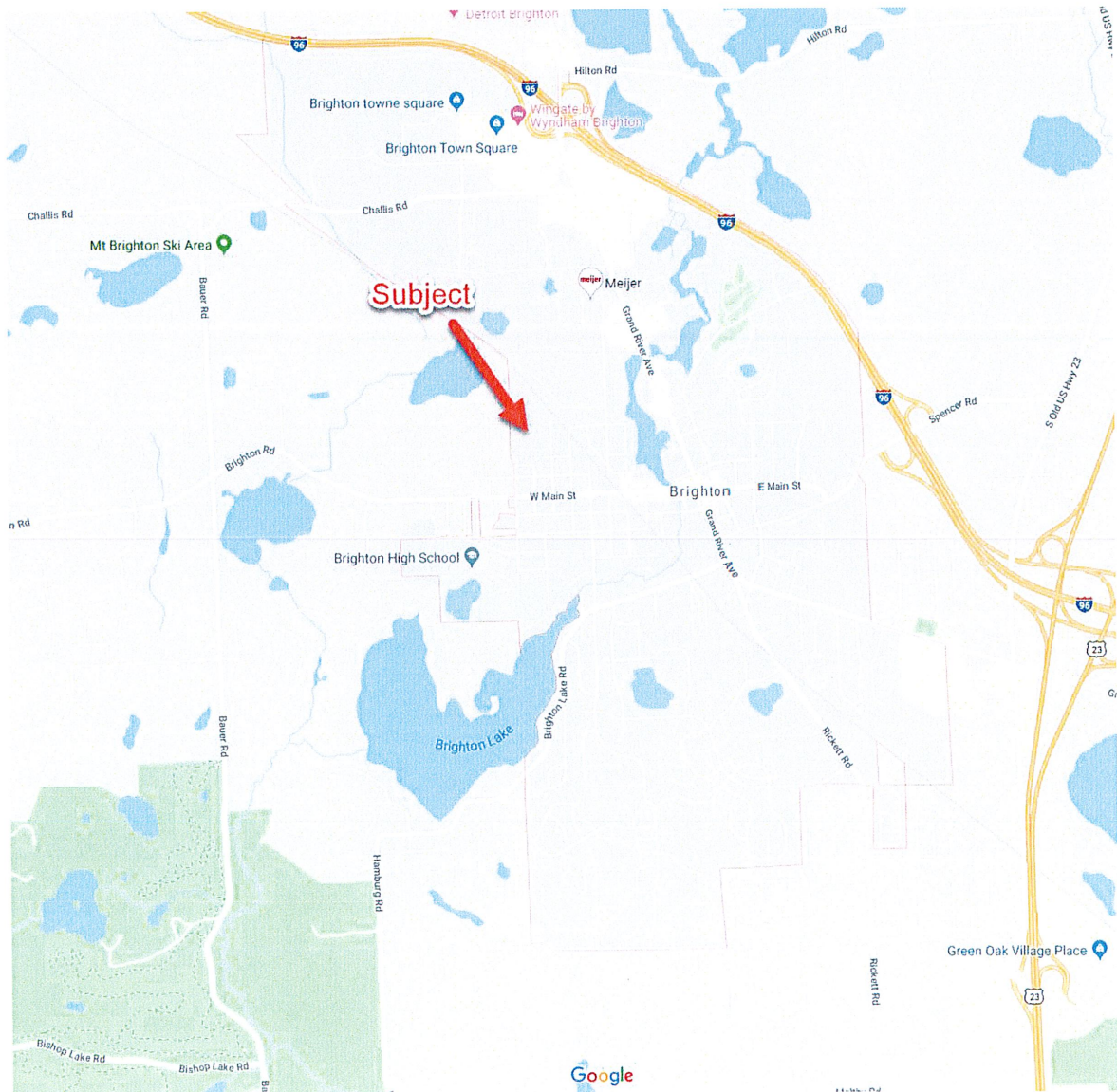
Including the subject, there are two projects that are proposed in the Brighton/Brighton Township market area. The Vista of Brighton is a proposed four-story elevator building containing 200-units located at 716 N. Second Street along the South Ore Creek in Brighton. The developer is DTN and constructed is expected to start in 2020. Encore Village is a large master planned community that includes apartments and senior housing. The project is located along Grand River Avenue and Pleasant Valley Road in Brighton Township. In total, the project will contain 547 residential units; 210 apartment units are in Phase 1. Construction was initially supposed to start in 2019 but was delayed. We are expecting construction to start in 2020.

It is concluded that the market depth for the introduction of the subject is strong and can support the addition of the subject, as well as the other projects in the pipeline, without having an adverse impact on the existing housing supply. Market demand is forecasted at levels that support the units being added to the market. Based on current demographics and the recent absorption of other Class A apartments in SE Michigan, we are forecasting an absorption of 10 to 12 units per month, indicating an absorption period of 11 to 13 months to achieve a stabilized occupancy of 95% (140 units x 95% divided by 10 to 12 units per month).

Surrounding Area Analysis

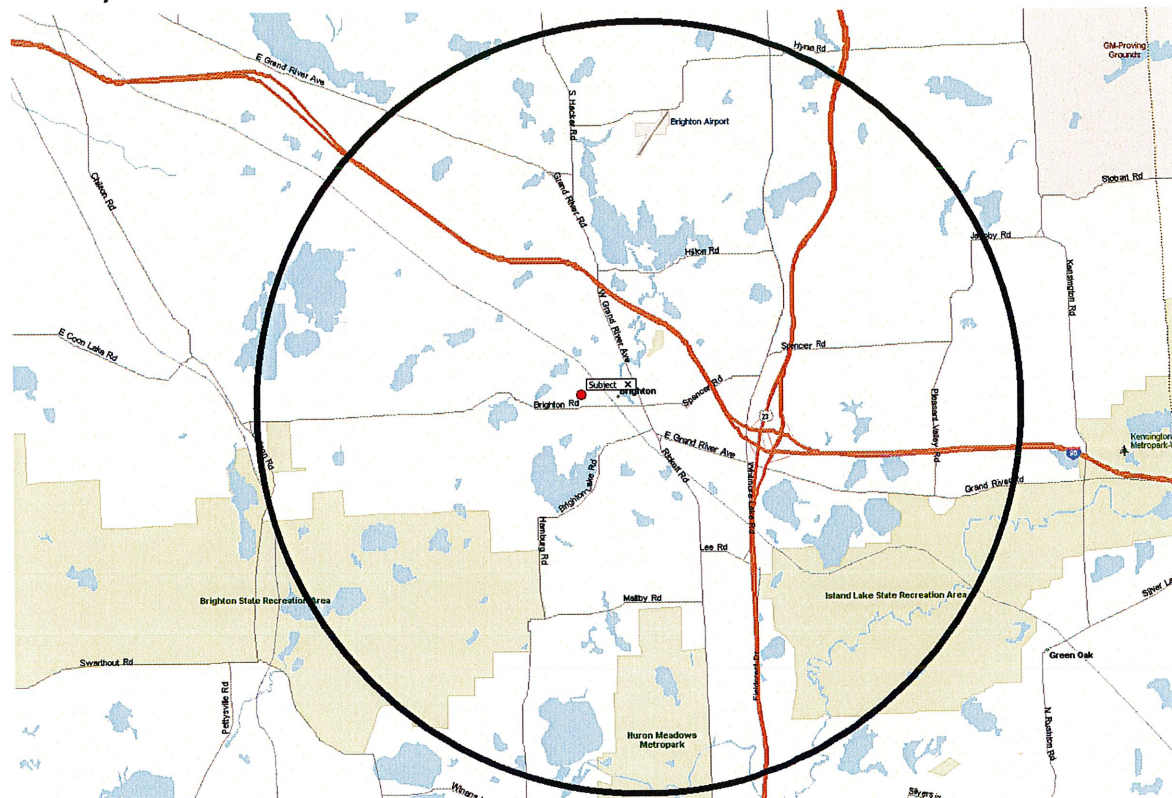
Location

The subject is located north of W. Main Street, west of Grand River Avenue in the City of Brighton. The subject is situated less than a mile northwest of Downtown Brighton and less than two miles from both I-96 and US-23. The City of Brighton is surrounded by Brighton Township (36.3 square miles), Genoa Township to the northwest, Hamburg Township to the southwest, and Green Oak Township to the southeast. The subject is located approximately 15 miles north of Ann Arbor, 30 miles west of Detroit, 30 miles south of Flint, and 40 miles east of Lansing.



Brighton is a primarily developed community with new projects, similar to the subject, the result of redevelopment of older improvements. Brighton Township surrounds the City of Brighton and has expanding utilities and does have land that could potentially be improved with multifamily. As a result, we have concluded the subject’s primary market area is a four-mile radius centering from the intersection of Main Street and Grand River Avenue. The PMA is identified in the following map.

Primary Market Area



Access and Linkages

The Brighton market is serviced by two major freeways. Interstate-96 travels to Detroit to the east, as well as Lansing and Grand Rapids to the west. The US-23 Freeway connects with Flint to the north and Ann Arbor and the Michigan-Ohio border (near Toledo, OH) to the south. The I-96/US-23 interchange is situated in the southwest corner of Brighton Township and just east of the City of Brighton. These freeways provide access to the remainder of the Michigan expressway network, as well as the nation’s interstate system.

Grand River Avenue is the primary surface street servicing Brighton and is located just east of the subject. Major roadways present in the greater Brighton area include Brighton, Hamburg, Hacker, Spencer, Pleasant Valley, Kensington, Buno, Flint, and S. Old US-23 Roads. Main Street is the main roadway that travels through Downtown Brighton. Overall, vehicular access is good in this submarket.



Public bus transportation in this region is provided by the Livingston Essential Transportation Service (LETS) system. LETS provides a dial-a-ride service for any person to any destination countywide and regional medical service to Ingham, Oakland, Genesee, and Washtenaw Counties. In regards to train services, Amtrak operates three rail lines in Michigan with stations in cities such as Albion, Ann Arbor, Battle Creek, East Lansing, Flint, Grand Rapids, Holland, Jackson, Kalamazoo, Lapeer, and Port Huron. Train stations located in metropolitan Detroit include Ann Arbor, Dearborn, Detroit, Pontiac, Royal Oak and Troy.

The main airport serving SE Michigan is the Detroit Metropolitan-Wayne County International Airport in Romulus, which is situated approximately 25 miles southeast of the subject. Detroit Metro is the largest airport in the state and is the primary location for national and international airline service for passengers and freight. Additional airline services are provided by regional airports located in Flint, Grand Rapids, Kalamazoo, and Lansing.

Public Services

The City of Brighton operates their own police department. The Brighton Area Fire Department serves the City of Brighton, Brighton Township, and Genoa Township. Municipal departments in the township include the clerk, assessing, planning and zoning, utilities, and treasurer. Parks and recreational features in this area is generally managed by the Southeastern Livingston County Recreation Authority. Livingston County provides services for residents include health, safety, and senior assistance. The Brighton Community Center is used to provide resident activities, educational programs, and special events.

Hospitals and Health Care

Comprehensive health care services are available at several facilities including the Brighton Center for Recovery, the St. Joseph Mercy Livingston Hospital in Howell, and the Providence Park Hospital in Novi. Various out-patient offices and clinics are also present in this submarket. The most significant addition to Brighton is the completion of the University of Michigan Brighton Center for Specialty Care located on Challis Road. The 297,000 SF facility opened in September 2018 and offers a variety of specialty care.

Retail/Shopping

Grand River Avenue, between Main Street and the I-96 Freeway is the major commercial corridor servicing this market. Brighton Towne Square is situated just south of I-96 and is anchored by Target, Staples, SkyZone, MJR Brighton Town Square, the Home Depot, and Staples. Directly across from this center is the Brighton Mall anchored by Aldi, Michaels, Bed Bath & Beyond, Marshall, PetSmart, Best Buy, and Gardner-White Furniture. Along Grand River Avenue are a number of restaurants, banks, service stations, and other retail uses.

Downtown Bright is concentrated along W. Main Street, west of Grand River Avenue and includes a mix of shops and restaurants including: Brewery Becker, Boubons, Brighton Bar & Grill, Sagano Japanese Steakhouse, Running Lab, Buon Gusto Bistro, Two Brothers Coffee Brew and Eatery, and The Pound.

Enclosed regional shopping malls are located in East Lansing, Novi, Livonia, and Ann Arbor. Located just west of Howell near the intersection of I-96 and Burkhart Road is the Tanger Outlet Center. This regional shopping center includes 75+ stores comprised of national retailers offering discounted goods. Retailers include Coach, Gap, Carters, J Crew, Nike, Under Armour, Corningware, Ann Taylor and Brooks Brothers.

Demand Generators

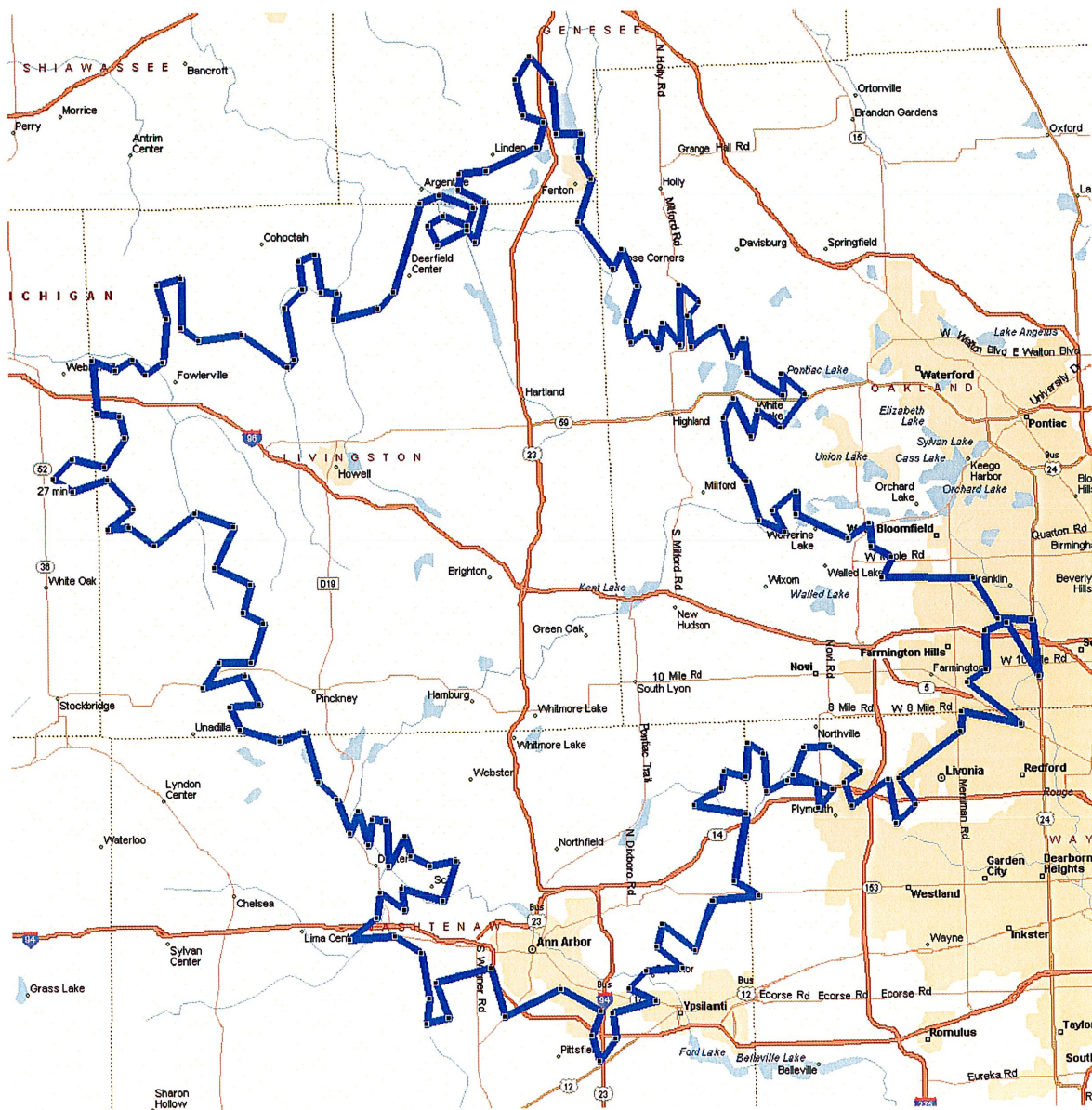
Significant employment in SE Michigan is related to the auto industry with various administrative, research/design, and manufacturing facilities located throughout the region. The General Motors Proving Grounds (test tracks) are partially located in the eastern portion of Brighton Township. Livingston County has a solid employment base supported by various international, national, and local companies. This region has a mix of commercial, residential, and industrial businesses.

The Southeastern Michigan Council of Government projects employment patterns for Southeastern Michigan. As the following table illustrates, Brighton/Brighton Township has and will continue to experience employment growth. SEMCOG projects that from 2015 to 2020, the Brighton area will experience an increase of 1,510 jobs with continued growth projected through 2045.

Forecasted Jobs By Industry Sector	2015	2020	2025	2030	2035	2040	2045	Change 2015- 2045	Pct Change 2015-2045
Natural Resources, Mining, & Construction	405	652	647	635	648	647	677	272	67.2%
Manufacturing	929	1,069	1,034	988	969	959	933	4	0.4%
Wholesale Trade	152	248	241	207	216	219	199	47	30.9%
Retail Trade	1,604	1,830	1,840	1,774	1,738	1,431	1,345	-259	-16.1%
Transportation, Warehousing, & Utilities	141	165	178	203	225	227	246	105	74.5%
Information & Financial Activities	1,476	1,577	1,651	1,736	1,782	1,845	1,930	454	30.8%
Professional and Technical Services & Corporate HQ	894	1,015	971	1,008	1,020	1,044	1,068	174	19.5%
Administrative, Support, & Waste Services	552	558	561	530	566	572	601	49	8.9%
Education Services	583	619	631	637	653	663	667	84	14.4%
Healthcare Services	1,239	1,657	1,804	1,833	1,913	1,936	2,006	767	61.9%
Leisure & Hospitality	1,924	1,926	2,067	2,138	2,226	2,251	2,308	384	20%
Other Services	584	664	642	614	644	671	676	92	15.8%
Public Administration	289	302	309	314	319	325	330	41	14.2%
Total Employment Numbers	10,772	12,282	12,576	12,617	12,919	12,790	12,986	2,214	20.6%

The I-96 Freeway is a major transportation corridor in southern Michigan and has resulted in economic growth in and around the cities of Howell and Brighton. US-23 also travels through the Brighton area and provides freeway access to Flint to the north and Ann Arbor to the south. According to SEMCOG, the average travel time for residents in Brighton is 26.5 minutes. The following map illustrates the employment areas within that drive time.

Utilizing the 26.5-minute average drive time from Brighton results in the following drivetime map. Residents in Brighton can reach Ann Arbor, SE Michigan and nearly all the way to Flint and Lansing. Of course, the 26.5 minutes is an average and many residents drive considerable further.



The majority of employment for residents in Brighton is in these other market areas which is evidenced in the following table. While nearly 27% are employed in the Brighton area, 73% are employed in communities outside of Brighton with the majority of employers located in Ann Arbor, Howell and Western Oakland and Wayne Counties.

Rank	Where Residents Work *	Workers	Percent
1	Brighton	744	20.1%
2	Ann Arbor	268	7.2%
3	Brighton Twp	217	5.9%
4	Howell	216	5.8%
5	Green Oak Twp	206	5.6%
6	Novi	136	3.7%
7	Genoa Twp	127	3.4%
8	Farmington Hills	110	3%
9	Detroit	109	2.9%
10	Pittsfield Twp	102	2.8%
-	Elsewhere	1,463	39.6%
* Workers, age 16 and over residing in Brighton city		3,698	100%

Employment in Livingston County is largely provided by manufacturing, insurance, education, government, and health care. Rural townships surrounding Howell and Brighton remain largely undeveloped, thus contain various agricultural and farming land uses, as well as recreational land uses such as parks and nature centers.

Demographic Factors

The Primary Market Area (PMA) for this analysis is defined as a 4-mile radius centering from Main Street and Grand River Avenue. A demographic profile of the surrounding area, including population, households, and income data, is presented in the following table. This data was obtained by Environics Analytics, which is a nationally recognized source for demographic data compiled from the U.S. Census.

Surrounding Area Demographics				
2019 Estimates	4 Mile Radius	Brighton	Livingston County	Michigan
Population 2010	38,386	7,444	180,967	9,883,640
Population 2019	39,379	7,781	191,620	9,988,842
Population 2024	39,944	7,938	196,773	10,074,369
Compound % Change 2010-2019	0.3%	0.5%	0.6%	0.1%
Compound % Change 2019-2024	0.3%	0.4%	0.5%	0.2%
Households 2010	15,073	3,603	67,380	3,872,508
Households 2019	15,824	3,832	72,642	3,968,527
Households 2024	16,187	3,940	75,086	4,021,832
Compound % Change 2010-2019	0.5%	0.7%	0.8%	0.3%
Compound % Change 2019-2024	0.5%	0.6%	0.7%	0.3%
Median Household Income 2019	\$98,591	\$70,096	\$87,384	\$57,659
Average Household Size	2.5	2.0	2.6	2.5
College Graduate %	43%	38%	33%	28%
Median Age	46	46	44	40
Owner Occupied %	83%	59%	85%	72%
Renter Occupied %	17%	41%	15%	28%
Median Owner Occupied Housing Value	\$278,692	\$208,332	\$255,392	\$160,007
Median Year Structure Built	1985	1984	1989	1971
Average Travel Time to Work in Minutes	34	30	36	27

Source: Environics Analytics

This data projects modestly increasing population and households for both the PMA (4 Mile) and Brighton; lagging the county but surpassing the state. Income levels in all regions are projected to increase and the PMA and Brighton are considered above average income market areas as the income levels are above the county and state income levels. Finally, the PMA has a median home values above the county and considerably higher than the state. Overall, both the PMA and Brighton are considered to be an above average income area that is projected to experience an increase in population and households.

Development Activity and Trends

Brighton is a primarily built-up community. New development in the city is typically the result of redevelopment of older parcels. The following table summarizes the residential building permits issued since 2000.

Year	Single Family	Two Family	Attach Condo	Multi Family	Total Units	Total Demos	Net Total
2000	64	0	20	0	84	4	80
2001	22	0	23	0	45	4	41
2002	52	0	37	0	89	1	88
2003	29	0	26	0	55	0	55
2004	16	0	26	0	42	4	38
2005	6	0	75	0	81	3	78
2006	5	0	0	0	5	0	5
2007	1	0	40	0	41	0	41
2008	2	0	24	0	26	1	25
2009	0	0	4	0	4	0	4
2010	2	0	4	0	6	0	6
2011	8	0	4	0	12	3	9
2012	13	0	9	0	22	2	20
2013	4	0	22	0	26	0	26
2014	2	0	24	0	26	0	26
2015	3	0	15	0	18	0	18
2016	5	0	12	0	17	1	16
2017	6	0	15	0	21	2	19
2018	3	0	6	15	24	0	24
2019	0	0	0	0	0	2	-2
2000 to 2019 totals	243	0	386	15	644	27	617

As will be discussed in the market analysis, in addition to the subject, there is only one proposed apartment community in the City of Brighton.

Outlook and Conclusions

The area is in the stability stage of its life cycle. Given the history of the area and the growth trends, it is anticipated that property values will increase in the near future. In comparison to other areas in the region, the area is rated as follows:

Surrounding Area Attribute Ratings

Highway Access	Above Average
Demand Generators	Above Average
Convenience to Support Services	Above Average
Convenience to Public Transportation	Above Average
Employment Stability	Above Average
Police and Fire Protection	Average
Property Compatibility	Average
General Appearance of Properties	Above Average
Appeal to Market	Above Average
Barriers to Competitive Entry	Above Average – limited parcels available for new development
Price/Value Trend	Above Average

Demand and Absorption Conclusions

The PMA population and households is projected to grow through 2024 with increasing income levels. There is an adequate number of households in the PMA that can qualify for the subject's housing. The existing apartment market is judged as being strong with an average occupancy of 99% without any concessions currently being offered. Moreover, rent levels are projected to continue to grow.

Including the subject, there are two projects that are proposed in the Brighton/Brighton Township market area. The Vista of Brighton is a proposed four-story, elevator building containing 200-units located at 716 N. Second Street along the South Ore Creek in Brighton. The developer is DTN and construction is expected to start in 2020. Encore Village is a large master-planned community that includes apartments and senior housing. The project is located along Grand River Avenue and Pleasant Valley Road in Brighton Township. In total, the project will contain 547 residential units; 210 apartment units are in Phase 1. Construction was initially supposed to start in 2019 but was delayed. We are expecting construction to start in 2020.

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Townhome Amenities and Finishes

Common Amenities

- Each Unit will include a 1 or 2 car garage
- Walking paths, open/park space, and playground;
- Community room/clubhouse with social lounge, fitness center, outdoor swimming pool, dog wash and free WiFi in the community room.

Unit Features:

- Full kitchen appliance package and center kitchen island
- Solid surface (i.e. granite or quartz) countertops
- Open floor plan with high ceilings (9 feet) on first floor
- Decks with secure entry
- Master suite with walk-in closets and master bath
- In-unit full size washer and dryer
- Carpet within unit bedrooms
- Luxury vinyl plank in unit kitchens, bathrooms, dining and living rooms
- Wire shelving in pantries and closets
- EnergyStar refrigerator, dishwasher and washing machine
- Large capacity continuous feed disposal
- ADA appliance package in select handicap accessible units
- Mini-blinds
- Kitchen and bathroom cabinets with brushed nickel hardware
- Vinyl patio railings on unit balconies Tek-Rail or equal
- Programmable digital thermostats
- Kohler/Sterling bath and kitchen fixture package