

Shelby Township Community Snapshot

Population — Housing — Economics — Employment

The purpose of this document is to analyze qualitative and quantitative information regarding the existing conditions in and around Shelby Township. By compiling this information, which consists of population, housing, economic and employment characteristics, the community may be able to forecast upcoming development trends and land use patterns. The future composition of Shelby Township becomes clearer through analysis of past and present data, along with data interpolated by the Southeast Michigan Council of Governments (SEMCOG).

The following text and graphics offer an interpretation of information from a variety of sources, including the 2010 US Census, 2009-2013 American Community Survey (ACS) General Housing and General Economic Characteristics 5-year estimates, and SEMCOG.

A. Population Characteristics

By analyzing population statistics of the past and population projections of the future, current development trends in the Township become more apparent. The fluctuation in population often determines the amount of development present in a community, as a growing population usually equates to a growing market, while a declining population is frequently accompanied by a declining market.

Population characteristics in adjacent communities also influence the development tendencies in Shelby Township. Residents in both Macomb County and Oakland County often find employment outside of their hometown and regularly utilize a variety of services provided by cities elsewhere. This ultimately forms a dynamic socioeconomic relationship among these numerous cities in the region. In general, jobs and economic development are strongly associated with population growth, showing why analyzing population characteristics of the Township and surrounding communities helps to assess the development opportunities of the future.

Population Trends

The populations of the Township and adjacent communities from the previous few decades are illustrated in Figure 1 to the right.

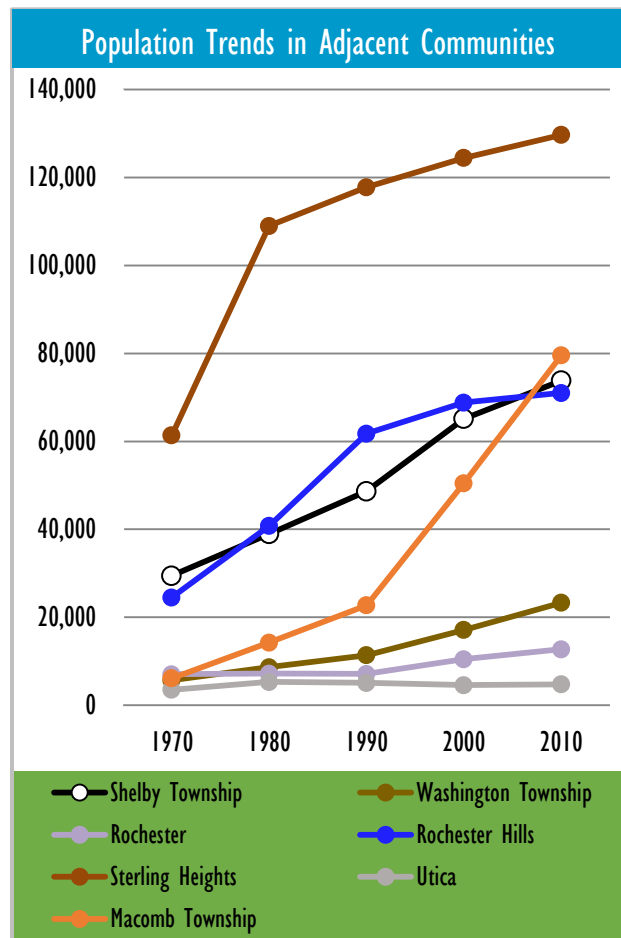


Figure 1

Source: SEMCOG 2015

Shelby Township grew at a fast pace in the second half of the 20th century, adding about 10,000 residents every ten years from 1970 to 1990. Shelby Township’s population then spiked 33.9% from 1990 to 2000 with the addition of 16,504 residents, which brought the population total to 65,159. Shelby Township continued its pattern of substantial growth in the first decade of the 21st century, as the last decennial census in 2010 recorded 73,804 residents after an 11.7% increase from 2000.

Population Projections

In order to grasp the changes a community may experience in the years to come, population projections provide some idea as to what growth or decline may occur. Figure 2 and Figure 3 generally depict a growing trend in Shelby Township and in its neighboring cities. However, each city except Macomb Township is predicted to either experience a slight decrease in population or remain very similar in size as we approach 2020. Population projections then show consistent modest growth in the long term in most of the communities, including the Township.

Opposed to most communities in Southeast Michigan, Shelby Township contains a large amount of vacant land that remains to be developed. This allows for continued expansion of the residential, commercial, and industrial markets through the year 2040.

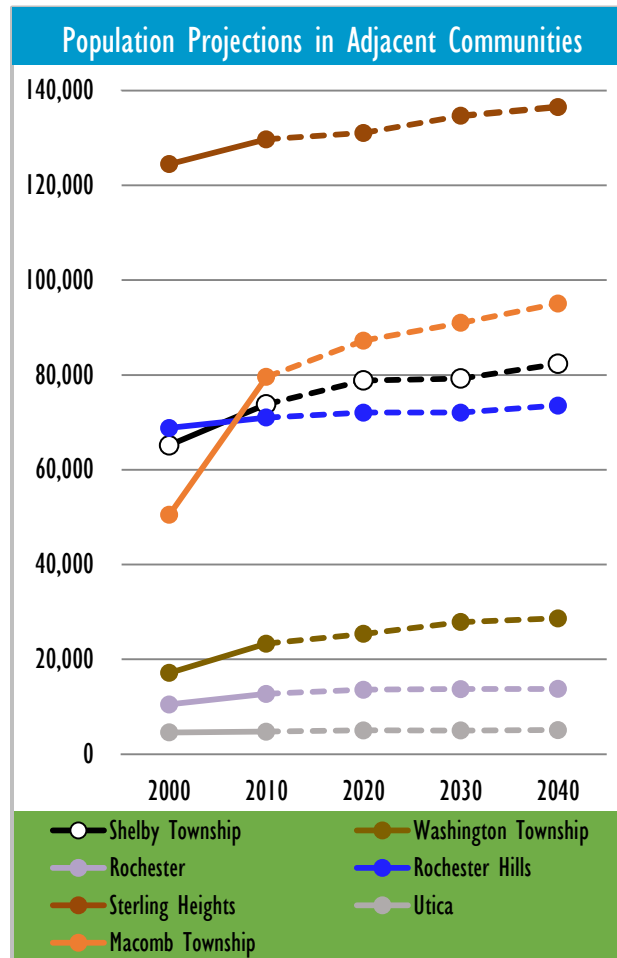


Figure 2

Source: SEMCOG 2015

POPULATION PROJECTIONS

	2020	2025	2030	2035	2040
Shelby Township	78,833	77,989	79,254	80,495	82,358
Washington Township	25,368	26,902	27,873	28,510	28,643
Rochester	13,586	13,752	13,715	13,734	13,760
Rochester Hills	72,067	71,930	72,072	72,036	73,528
Sterling Heights	131,058	131,907	134,666	135,944	136,527
Utica	5,006	5,020	4,995	5,024	5,070
Macomb Township	87,234	90,066	91,008	92,402	95,067

Figure 3

Source: SEMCOG 2015

Age

From 2000 to 2010, the Township's senior citizen population (ages 65+) grew by 3.9%, while the youth population (up to age 24) fell by 2.2%. This data reflects the general trend of an aging population in the country, as most of the Baby Boomers approach retirement. The market has begun and will continue to shift in order to cater to the demand and needs of this older population, which equates to a likely increase in development targeting these individuals. Figure 4 to the right illustrates these findings.

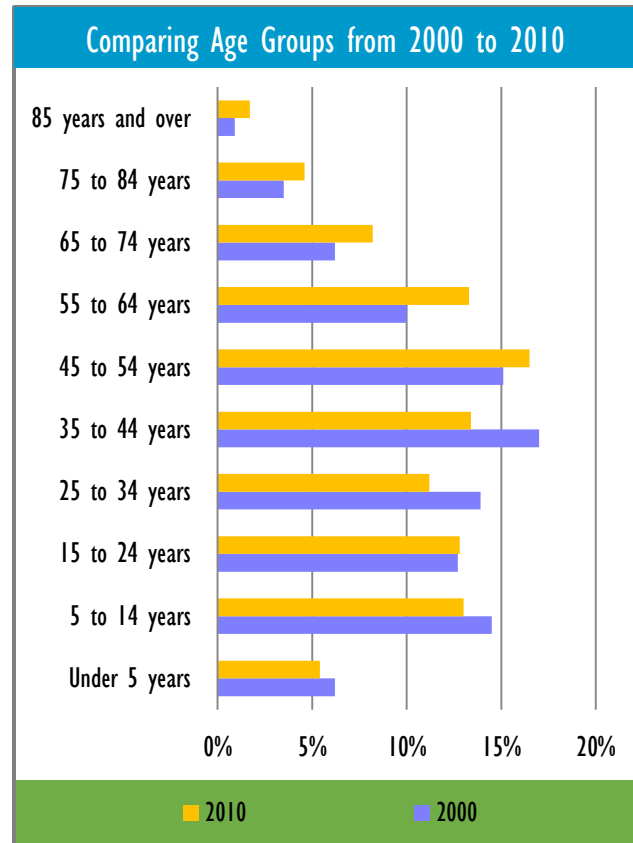


Figure 4

Source: SEMCOG 2015

Educational Attainment

When compared to adjacent communities, educational attainment of residents 25 years of age and older is lower than average. Figure 5 to the right identifies the Township's lower attainment levels. There is a particularly stark difference in the percentage of Township residents who have received a bachelor's degree or higher compared to other cities.

EDUCATIONAL ATTAINMENT

	% High School Graduate or Higher	% Bachelor's Degree or Higher
Shelby Township	90.6%	30.2%
Washington Township	93.1%	30.7%
Rochester	98.0%	61.1%
Rochester Hills	95.4%	51.7%
Sterling Heights	85.8%	25.8%
Utica	90.4%	15.0%
Macomb Township	92.2%	33.8%

Figure 5

Source: 2009-2013 ACS 5-year Estimates

B. Housing Characteristics

Analyzing housing characteristics gives insight into the residential composition of the community, and consequently allows us to get an idea as to what type of housing is in demand. Additionally, vacancy rates and housing values within the community illustrate the strength of the housing market. It is also important to evaluate the variety of housing types and affordability to determine if there are adequate housing options throughout the Township. By considering these observations, the necessary policies and strategies can be implemented to enhance residential development.

Housing Unit Type

When compared to Macomb County, Shelby Township added comparable proportions of single family detached units, townhouse/attached condo units, and multi-unit apartment units between 2000 and 2010. Figure 6 below shows the distribution of housing unit types as of 2010. Although the Township has slightly more of a variety of housing types than Macomb County, the Township's progress in diversifying the housing market primarily occurred between 2010 and 2014. Of the 1,443 new housing units permitted during this time, 24.1% were townhouse/attached condo units and 25.2% were multi-unit apartment units, which comprised 49.3% of all new units. Of the 7,607 new housing units added in Macomb County, only 12.8% were townhouse/attached condo units and 17.3% were multi-unit apartment units. Only 50.5% of the new units in the Township were single family detached units. This is 19.1 points less than Macomb County's 69.6% rate of added single family detached units.

HOUSING UNIT COMPOSITION - 2010

	% Single Family Detached	% Townhouse/Attached Condo	% Multi-Unit Apartment	% Other
Shelby Township	64.2%	11.9%	18.1%	5.8%
Macomb County	68.9%	9.8%	16.9%	4.4%

Figure 6

Source: SEMCOG 2015

Housing Units in Structure

Although the largest share of housing type in Shelby Township is single family detached homes (63.7% as of 2013), the Township has a more diverse share of attached units than Macomb County. When looking at Figure 7 to the right, this diversity can be seen in the percentages of structures with 10 units or more, as Shelby Township has a 9.6% share while Macomb County only has a 7.9% share.

HOUSING UNITS IN STRUCTURE

	Shelby Township	Macomb County
1-unit, detached	19,297 63.7%	68.8%
1-unit, attached	3,720 12.3%	10.1%
2 units	136 0.4%	0.8%
3 or 4 units	825 2.7%	2.5%
5 to 9 units	1,940 6.4%	6.4%
10 to 19 units	1,659 5.5%	3.6%
20 to 49 units	407 1.3%	1.4%
50 or more units	839 2.8%	2.9%
Mobile Home	1,472 4.9%	3.4%
Boat, RV, Van	0 0.0%	0.1%
Total Housing Units	30,295	357,779

Figure 7

Source: 2009-2013 ACS 5-year Estimates

Housing Tenure

According to 2009-2013 ACS 5-year estimates, a total of 30,295 housing units exist in Shelby Township. Of this total, 28,514 were occupied housing units, with 21,967 (77.0%) owner occupied and 6,547 (23.0%) renter occupied. The remaining 1,781 housing units were vacant. Figure 8 below compares vacancy statistics of the Township to the adjacent communities.

VACANCY ANALYSIS

	Total Housing Units	Total Vacant Housing Units	Vacancy Rate	% of Vacant Housing Units For Sale	% of Vacant Housing Units For Rent
Shelby Township	30,295	1,781	5.9%	19.3%	27.0%
Washington Township	10,017	609	6.1%	12.3%	29.6%
Rochester	5,935	479	8.1%	19.6%	42.6%
Rochester Hills	29,075	1,482	5.1%	13.5%	29.8%
Sterling Heights	52,094	2,543	4.9%	31.5%	28.4%
Utica	2,257	221	9.8%	21.7%	29.9%
Macomb Township	27,806	803	2.9%	48.4%	5.9%

Figure 8

Source: 2009-2013 ACS 5-year Estimates

Shelby Township's vacancy rate is lower than average despite having a large total number of vacant housing units. Observing the percentages of vacant housing for sale or rent helps to show the potential these properties have in the future.

Median Housing Value

Shelby Township's median housing value (\$182,300) is comparable to many of the adjacent communities, with cities like Rochester and Utica as the rather atypical cases at the high and low end, respectively. These median housing values are visualized in Figure 9 to the right.

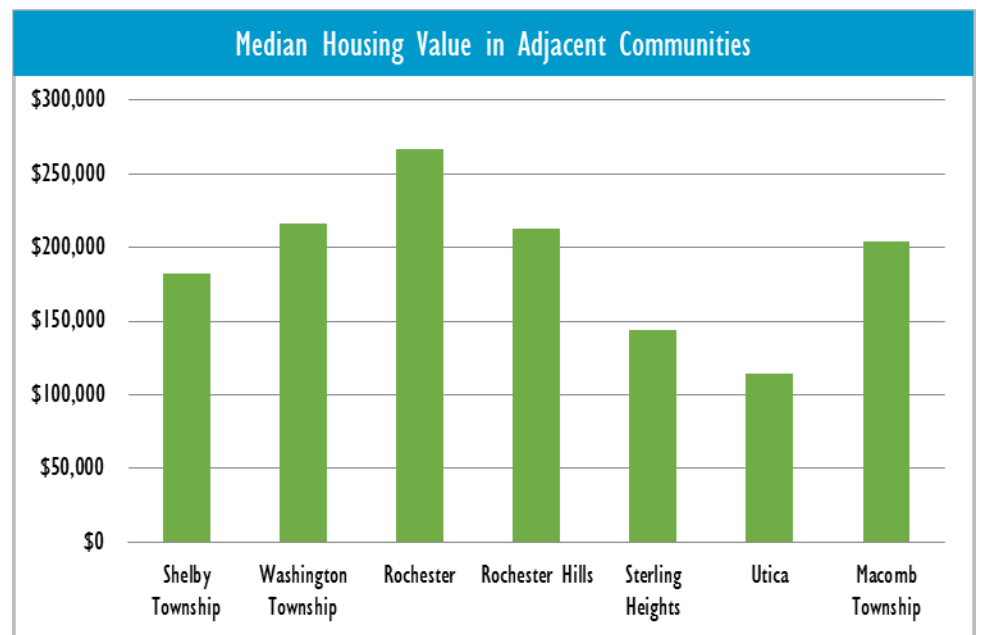


Figure 9

Source: 2009-2013 ACS 5-year Estimates

YEAR HOUSING BUILT BY DECADE

Year Housing Built

Well over half of Shelby Township’s housing units were built post-1980, which reflects the population growth during this time. Despite recent economic hardship caused by the recession in 2008, the Township has continued to see substantial development into the 21st century.

	Total Housing Units	% of Housing Units
Built 1939 or earlier	323	1.1%
Built 1940 to 1949	533	1.8%
Built 1950 to 1959	2873	9.5%
Built 1960 to 1969	3711	12.2%
Built 1970 to 1979	4561	15.1%
Built 1980 to 1989	5204	17.2%
Built 1990 to 1999	7577	25.0%
Built 2000 to 2009	5450	18.0%
Built 2010 or later	63	0.1%
Total	30,295	100.0%

Figure 10

Source: 2009-2013 ACS 5-year Estimates

C. Economic and Employment Characteristics

Assessing the Township’s economic and employment profile provides insight into the success residents are having in the community. Indicators of success include median household income, poverty rate, and employment characteristics. These indicators exemplify the community’s skill level and earnings potential while demonstrating the needs citizens may have in the community. It is also important to relate these indicators to previous findings, such as educational attainment, in order to understand how many of the aforementioned characteristics influence one another.

Median Household Income

Shelby Township’s median household income of \$63,212 is lower than the average median household income of the six adjacent communities, which stands at \$68,494. The only two adjacent communities with a lower median household income are Utica and Sterling Heights, which both share the southern border of the Township. Figure 11 below and Figure 12 on the next page depict these observations.

	Median Household Income (dollars)
Shelby Township	63,212
Washington Township	75,449
Rochester	77,105
Rochester Hills	78,160
Sterling Heights	57,075
Utica	45,500
Macomb Township	82,957

Figure 11 Source: 2009-2013 ACS 5-year Estimates

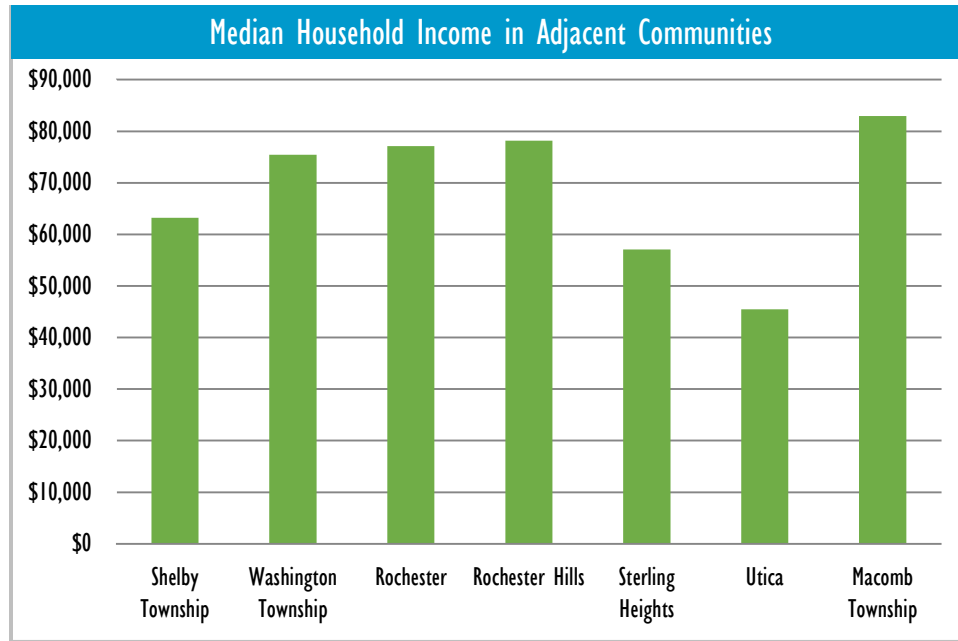


Figure 12

Source: 2009-2013 ACS 5-year Estimates

Poverty Rate

Of the Township’s 74,193 residents in 2013, 7,143 fell below poverty level. This equates to a poverty rate of 9.60%. Compared to Macomb County’s poverty rate of 12.50%, the Township has a substantially lower proportion of the population living below the poverty line (2009-2013 ACS 5-year Estimates).

Commute Time and Location of Employment

Over two-thirds of the employed population in Shelby Township commutes twenty minutes or more to work, and of this population, 16.2% commute forty-five minutes or more. The mean travel time to work is 27.6 minutes for commuters living in the Township (2009-2013 ACS 5-year Estimates).

With a majority of workers making these rather long commutes to their location of employment, it is of no surprise that most residents work outside of the community. Figure 14 on the next page shows the distribution of locations where residents find employment.

COMMUTE TIME

	Shelby Township
Less than 10 Minutes	7.9%
10 to 19 Minutes	26.1%
20 to 29 Minutes	20.7%
30 to 44 Minutes	29.0%
45 to 59 Minutes	9.5%
60 or more Minutes	6.7%

Figure 13 Source: 2009-2013 ACS 5-year Estimates

Although 17.6% Township workers find employment within the Township, numerous other communities remain destinations for work. Sterling Heights alone is the destination for 12.6% of Township workers. Various other communities in primarily Oakland County and Macomb County employ a large share of workers. The largest share in Figure 14 to the right is labeled “Elsewhere”, encompassing almost a third of Township workers (29.4%).

WHERE DO SHELBY TOWNSHIP RESIDENTS WORK?

Location	# of Workers	% of Workers
Shelby Township	5,740	17.6%
Sterling Heights	4,090	12.6%
Troy	2,710	8.3%
Warren	2,650	8.1%
Detroit	1,685	5.2%
Clinton Township	1,525	4.7%
Auburn Hills	1,505	4.6%
Rochester Hills	1,365	4.2%
Utica	945	2.9%
Macomb Township	760	2.3%
Elsewhere	9,580	29.4%

Figure 14

Source: SEMCOG 2015

Employment Industry

Despite the country’s shrinking manufacturing sector, 20.5% of Shelby Township’s 33,760 employed residents 16 years of age or older work in the manufacturing industry. Another 20.5% of employed residents work in the educational and healthcare services industry. Almost a quarter of the Township’s residents work in the retail trade and professional services industries, with 12.8% and 11.8% of employed residents, respectively.

EMPLOYMENT INDUSTRY OF SHELBY TOWNSHIP

Manufacturing	20.5%
Educational services, and health care and social assistance	20.5%
Retail trade	12.8%
Professional, scientific, and management, and administrative and waste management services	11.8%
Arts, entertainment, and recreation, and accommodation and food services	7.7%
Finance and insurance, and real estate and rental and leasing	6.9%
Other services, except public administration	4.7%
Construction	4.3%
Public administration	3.3%
Transportation and warehousing, and utilities	3.1%
Wholesale trade	2.7%
Information	1.1%
Agriculture, forestry, fishing and hunting, and mining	0.6%

Figure 15

Source: 2009-2013 ACS 5-year Estimates