

City of PORTLAND MARKET OVERVIEW

City Manager Tutt Gorman
citymanager@portland-michigan.org
517-647-2931

Director Downtown Development
tinacw@portland-michigan.org
517-647-5027



Works Cited

- **City of Portland**
<https://www.portland-michigan.org/>
- **City Data**
<http://www.city-data.com/city/Portland-Michigan.html#b>
- **esri 2017**
<https://www.esri.com/en-us/arcgis/products/tapestry-segmentation/overview>
- **Lansing: Economy**
<http://www.city-data.com/us-cities/The-Midwest/Lansing-Economy.html>
- **Grand Rapids: Economy**
<http://www.city-data.com/us-cities/The-Midwest/Grand-Rapids-Economy.html>
- **Portland Public Schools**
https://www.greatschools.org/michigan/portland/2979-Portland-High-School/#College_success
- **Portland Saint Patrick**
<https://portlandstpats.com/school/home/academics/high-school/>



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Introduction

Portland, Michigan possesses a deep history filled with work ethic and immense community pride. Known as the “City of Two Rivers,” Portland offers economic and social benefits building on opportunities to achieve a successful, robust economic area.

Portland DDA District includes an Historic Downtown along Kent Street from Riverside Drive to Grand River Ave. The District incorporates manufacturing and industry facilities from Grand River Ave to Lyons Road. An extended commercial district runs along Grand River Ave from Divine Hwy to I-96

Over the past five years, Portland has demonstrated unprecedented economic growth by working to accommodate new developments; Red Mill Pavilion, Coldwell Banker, Goodwill, Olivera’s, Portland Assisted Living, McDonalds, Old School Apartments/WODA Cooper, ConfluxCity Brewing Company, Muffler Man, Vintage Tanning, and Opera Block Performing Arts Center. Current new development projects include Sparrow Health Clinic, The Brook Retirement Community, and working toward Taco Bell.

The city of Portland, Michigan is located just off Interstate 96, Located between the more urban areas of Grand Rapids and Lansing. Portland has become an attractive place to live, work, and play, with an easy commute to and from these cities and others. Portland is accessible with three highway exits, two provide easy access to historic downtown and the commercial district, one is further west on the outskirts of town.

Demographic Population

	5 Minutes	10 Minutes	15 Minutes
2017 Total Population	5,382	9,984	17,333
2017 Total Daytime Population	4,685	7,712	12,589
2017 Households	2,152	3,775	6,486
2017 Average Household Size	2.49	2.64	2.67
2017 Median Household Income	\$62,051	\$62,197	\$62,891

Gender	Male- 1,921 (41%)	Female- 2, 001 (51%)
Median Resident Age	33.8 Years	MI Median Age- 39.8 Years
Cost of Living Index in Portland	85.4	Compared to US average 100
Percentage of Residents Living in Poverty	4.30%	MI Average- 14.2%
Crime Rate Index	150	US Average— 274

Lifestyle, Tapestry, Faith

Tapestry Segmentation- classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US communities in easy-to-visualize terms.



Rustbelt Traditions- residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Salt of the Earth- residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

Faith- Portland has always been a community of strong faith. Neighborhood churches have historically been at the heart of social gatherings and woven into the fabric of shared values. There are nine congregations in or adjacent to the City of Portland; Church of the Nazarene, Epic Church, First Baptist Church, First Congregational Church, Mount Hope Church, Portland United Methodist Church, Seventh Day Adventist Church, St. Andrew Lutheran Church, St. Patrick Catholic Church.

Proximity to Major Markets



Portland is located approximately 24 minutes from Michigan's Capital, Lansing, and approximately 35 Minutes from Grand Rapids.

This makes it an ideal location for families who work in one of these more urban areas, or anywhere in between. Portland Residents who commute 20 or more minutes away are primarily employed in the following fields; government, business services, education, health services, and professional services.

The proximity to these major U.S. cities has also proven to be inviting for businesses who draw clients and customers from these markets, or who partner, provide or receive components with other businesses along these corridors.

Education Resources & Higher Education

Portland has Pre K through High School opportunities available in both public and private education.

Portland Public Schools — Schools are PreK-2nd, 3rd to 5th, Middle School, and High School
Average graduation class 165 84% Graduation Rate 60% pursue higher education

Portland Saint Patrick School - All students of all grade levels attend within one building.

Average graduation class 23 100% graduation rate 98% pursue higher education

Dual enrollment at both High Schools offer the opportunity for students to achieve college credits while completing their high school credit requirements.

Both Portland Highs schools, have students enrolled at Heartlands Institute of Technology located at Ionia High School, Ionia Michigan. Heartlands Institute of Technology offers employable, skill trade courses in aviation technology, computer programming, construction technology, criminal justice, culinary arts, diesel technology, healthcare foundations, health occupations, machine tool, and plant & animal science.

Colleges/universities with over 2000 students nearest to Portland:

* Lansing Community College	about 30 minutes	Lansing, MI	FT enrollment: 12,822
* Michigan State University	about 30 minutes	East Lansing, MI	FT enrollment: 41,736
* Davenport University	about 36 minutes	Grand Rapids, MI	FT enrollment: 6,955
* Calvin College	about 35 minutes	Grand Rapids, MI	FT enrollment: 4,117
* Cornerstone University	about 36 minutes	Grand Rapids, MI	FT enrollment: 2,573
* Grand Rapids Community College	about 42 minutes	Grand Rapids, MI	FT enrollment: 11,296
* Baker College of Owosso	about 48 minutes	Owosso, MI;	FT enrollment: 2,081

Master Plan (2014)

The Plan affirms Portland's ongoing commitment and responsibility to engage its residents in a formal process to guide the decision making of elected and appointed officials. The Plan provides a framework for the future development of the City, including the efforts of public agencies and private institutions, and communicates the community's vision.

Portland is committed to continuous planning and will review and update plans in 2020.

Goals & Vision

Portland is a livable city, with historic character, standout recreation, and thriving businesses. Residents enjoy the benefits of a small town with all the conveniences of a modern City and a close community that participates in civic activities and public events. The above statement is the condensed vision of the 2014 Master Plan. This Plan contains goals, objectives and strategies that are intended to achieve this vision. The Plan's recommendations are all derived from public involvement and the recommendations of previous plans. Five overarching goals will guide the City's future development. These Goals are, as follows:

Goal 1: Downtown Revitalization & Economic Development Encourage central business district revitalization and economic development to provide more employment opportunities and tax base in the Portland area.

Goal 2: Complete Streets, Walkability, And Connectivity Encourage safe streets for all people in Portland that enhance the City's traditional neighborhood development patterns, provide quality connections with the River Trail and downtown, and are accessible by car, by bicycle, and by foot.

Goal 3: Public Services and Community Stewardship Expand and improve public services and facilities through local efficiencies, regional cooperation, and working to encourage community leadership.

Goal 4: Sustainability & Green Technology Implement sustainable building, energy and natural resource conservation measures and support the preservation and enhancement of the natural environment and water quality.

Goal 5: Community Character and Public Spaces Encourage the preservation of historic sites and structures, and beautify community spaces to improve the City's image.

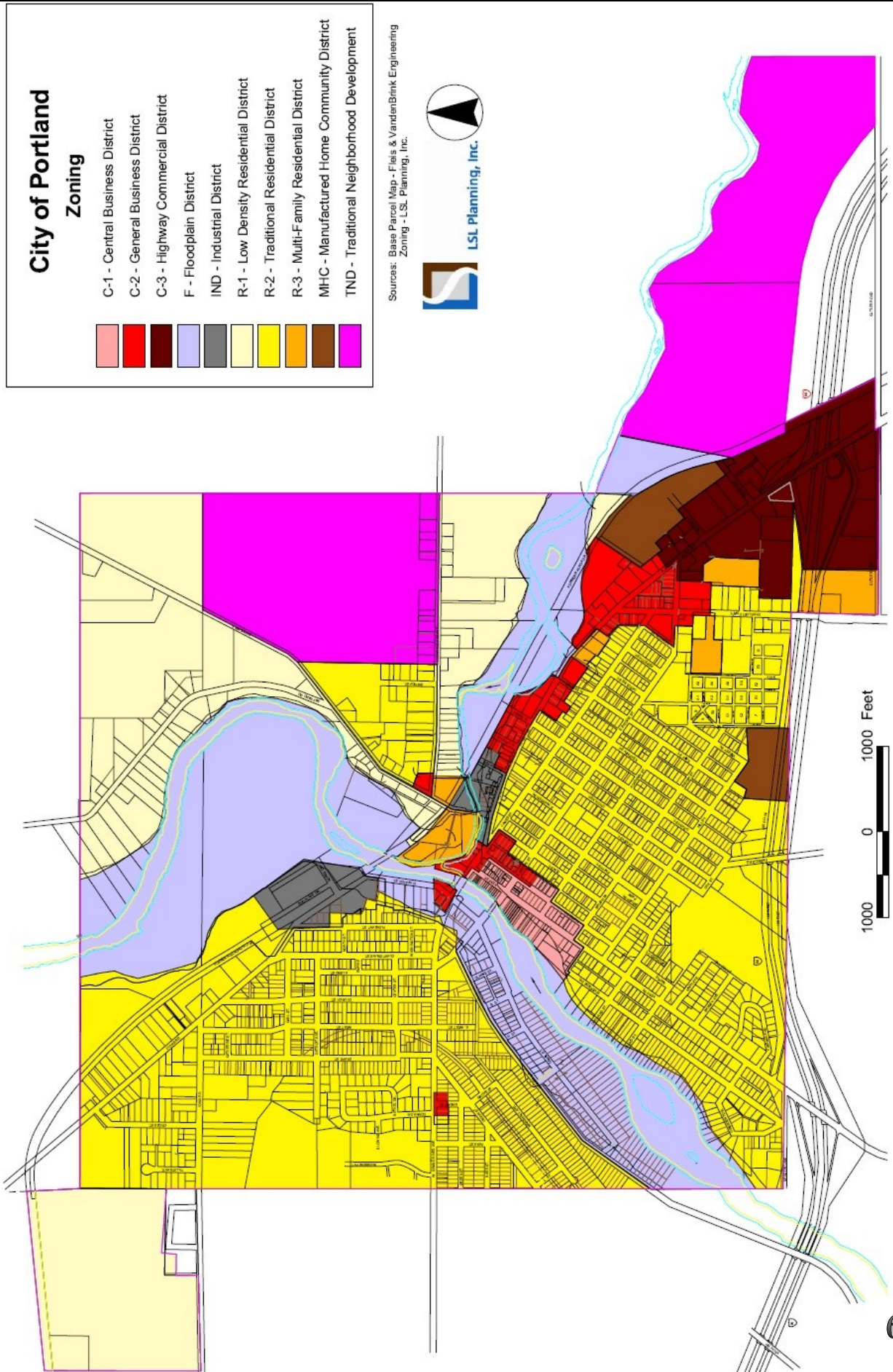
Actions and tools available to implement the vision and goals can be found on pages 73 to 90 in the Master Plan document.

<https://www.portland-michigan.org/DocumentCenter/View/170/2015-Master-Plan-PDF>



Map

[Link for online access](#)



Permitting & Regulatory Structure ~ We're here to help

The City of Portland has proven economic strategies to provide a streamlined system for development. With a business-friendly environment that thrives from strong partnerships and a foundation of 'can-do' attitudes that welcome ideas, ingenuity and investment while providing access to resources. It all starts with a visit to City Hall. We're here to help navigate you through the process from initial concept to formal site plan reviews and final approval. Make an appointment with the **City Manager, 517-647-2931** or reach out to the **Director of Downtown Development, 517-647-5027** dda@portland-michigan.org

Code of Ordinances- Each ordinance is a law enacted by Portland City Council and may also be cited as "Portland City Code." Ordinances govern matters not already covered by state or federal laws such as zoning, safety and building regulations.

Information regarding Portland's Code of Ordinances located

<https://www.portland-michigan.org/208/Code-of-Ordinances>

Zoning C-1, C-2, C-3 and C-4 Commercial Districts. Section 42-185 Table of Uses

<https://www.portland-michigan.org/DocumentCenter/View/3026/Chapter-42---Zoning-PDF>

Applications & further information can be located

<https://www.portland-michigan.org/315/Building-Trade-Zoning-Permits>

Building Permit, Electrical Permit, Mechanical Permit, Plumbing Permit- The City of Portland has contracted Municipal Inspection Services in Grand Ledge to supply trained, State certified building, mechanical, electrical and plumbing inspectors and permit administration.

Miscellaneous Permits– Administered by the City of Portland

Sidewalk-Street Obstruction Permit Fence Permit App

Zoning Permits– Administered by the City of Portland

Special Land Use Permit Application Site Plan Review Sign Permit
Land Division/Transfer/Combination Application

When it's time to look more closely at how your project may better fit within our community, there are processes available with the Planning Commission and the Zoning Board of Appeals.

Planning Commission- Their job includes site plan review and issuing conditional use permits for property additions and new businesses.

The Planning Commission meets the 2nd Wednesday of each month.

Zoning Board of Appeals– The ZBA is the first step where an individual can appeal a decision, seek a variance for an ordinance standard that applies to their property, or request an interpretation of the Zoning Map.

Zoning Board of Appeals meets the 2nd Monday of each month

Energy / Utility / Public Services

Municipal Electric - From our roads to underground electric utilities, the City of Portland's commitment to building and maintaining public infrastructure is well known. The City owns and operates its own electric department, through the Board of Light and Power (BLP), which supplies electricity to the City and Portland areas. As the City buries its electric lines, you will notice the lack of poles and overhead power lines. While this is aesthetically pleasing, it is the unmatched reliability of our electrical system that our residents and businesses highly value.

You can contribute to making our community a greener place by choosing to have a portion of your electricity generated by renewable sources as wind, sunlight, biomass (agricultural waste), geothermal, waves and landfill gas. at a cost of \$.01 per kwh. The Board of Light & Power is now offering **elective renewable energy** for all customers. <https://www.portland-michigan.org/152/Electric-Department>

Municipal Water—Portland is committed and proactive in providing an abundant, high quality water supply to the citizens and businesses of Portland. Portland's approach to groundwater quality management is documented in the City of Portland Wellhead Protection Program Plan, located on the City of Portland website. Water quality reports are conducted annually.

<https://www.portland-michigan.org/317/Water-Department>

Municipal Wastewater Treatment- The City of Portland operates a wastewater treatment plant (WWTP) to protect and preserve the public and the environment from the harmful effects of waste generated from those living in the City. The City has contracted with F&V Operations to manage the facility and its operations.

Register your business, residence, or building for Electric, Water and Sewer:

In Person Contracts only: Visit City Hall during regular business hours M-F 8am—4:30pm

Portland Emergency Services - Public safety provides safety and service to residents as well as those who frequent the city for business, community, recreational or social activities., adding to the quality of life here in Portland. The City operates it's own Police Department, as well as Ambulance Services. It also offers fire services through the Portland Area Fire Authority, comprising of the City of Portland, Portland Township and Danby Township.

Broadband and Internet Services are available through various providers including:

AT&T WOW HomeWorks-TriCounty.

Portland is in the process of exploring the feasibility of developing broadband within our infrastructure, with the end goal of offering services to residents and businesses within the city.

Health Care Portland's health care providers are trusted individuals committed to their patients and to the community. Exceptional health care is easily found in Portland where practitioners are skilled and knowledgeable in Health, Chiropractic, Dental, and Eye Care. There are several options for offices and professionals in each discipline.

Portland District Library is supported by and services an area of over 13,000 residents. A popular destination not only in Portland, but with guests from over half dozen neighboring communities. Portland Library provides current, relevant and outstanding programming for all ages and interests.

<https://www.pdl.michlibrary.org/>

Building / Land Average Cost

Availability of Incentives

Property Information by Square Feet (sqft)

	Minimum #sqft	Maximum #sqft	Historic District			Greater DDA		
			^Average #sqft	*Valued At \$	Rent \$	^Average #sqft	*Valued At \$	Rent \$
Commercial.	250	66,798	2,236	\$ 29.26		5,152	\$ 54.96	
Month					\$ 0.65			\$ 1.20
Year					\$ 7.80			\$ 14.40
Residential	620	5,200	927	\$ 40.65		2045	\$ 63.70	
Month					\$ 0.58	** 892		\$ 0.85
Year					\$ 6.96			\$ 10.30
Mix Use Historic	1,023	6710	3,854	\$ 33.15				

^ Properties of outlying size (low/high) were eliminated when calculating averages

* Values calculated by sales in past 10 years with estimated values on like properties

** Avg Sq. Ft of Apartments in multi unit structures.

Connect with local realtors & brokers for the most up to date information on available commercial, mix use, or residential properties for sale or lease. You can also reach out to the Director of the DDA, or the City Manager for additional information. [Online listings are provided with this link.](#)

Many of the buildings located in the C-1 Historic Business District, share similar concept plans, with retail space at street level, and residential or potential residential space above. The majority of the buildings in this district are two stories and considered mixed use. Each building brings a different visual appeal architecturally by an array of color, textures, and details.

Veterans Memorial Bridge, connects historic downtown with residential and recreational properties on the opposite side of the river. The one way vehicular bridge, also provides a pedestrian walkway. This beautiful iron truss bridge is accented with LED color-changing light that illuminates the bridge during the night . Behind the mix use buildings (fronting the river) on the 100 block, affectionately known as the Opera Block, buildings have access to the lighted boardwalk, which also connects to the rest of the commercial, residential, and recreational downtown.

The greater DDA district is comprised of a larger area consisting of industrial parks and the C-2 district along Grand River Ave to I-96 at exit 77. These buildings are mostly modern (1960's & forward) along with corporate businesses and structures. A few residential properties are interspersed along this area. New commercial and residential growth is occurring near exit 77 in the C-3 Highway Commercial District where there is land available, as well as a Traditional Neighborhood Development.

Façade & Sign Improvement Incentive Funds are budgeted to assist property owners with holistic façade rehabilitation / restoration that may include a number of the following; window & door repairs, awnings and limited painting & maintenance projects as well as signage. This is an incentive reimbursement award, funded at the discretion of the DDA board and its Design Team.

Façade Improvement Incentives offer eligible properties up to \$18,000 toward their project in the historic commercial district.

Sign Improvement Incentives provide matching funds up to 50% of the total cost of an approved sign, with a maximum of \$1,000 per applicant in all commercial districts.

Strengths & Opportunities

Strengths

- Convenient location between Lansing & Grand Rapids. Close to I-96 with 3 exits
- Superior Infrastructure. Reliable, updated underground utilities.
- Walkability– trails & parks, Safe Routes to School, errands, dining & drinking.
- Charming small-town feel
- Collaboration between downtown businesses
- Accessibility to downtown businesses
- Parks
- River Trail
- Volunteer Opportunities
- Safety - connected and collaborative Police and First Responders
- Good mix of rural and urban amenities



Opportunities

- Housing– all income levels, mortgages & rentals
- Improve Walk Score from 63 to 75
- Diversified Retail; Shoppable Hours * Year Round Farm Market, Home Décor, Clothing/Accessories, Footwear
- Appearance & Maintenance thru Historic District
- Promotion of Outdoor Amenities & Event Venues
- New Investors
- Entertainment Options & Experiences
- Year Round Farm Fresh Local Market
- Lodging Options (Air B&B)
- Placemaking– Intergenerational
- Diversified Dining Options

