

# Kalamazoo & Battle Creek

Multifamily Report | 2017

# Kalamazoo & Battle Creek

## Overview

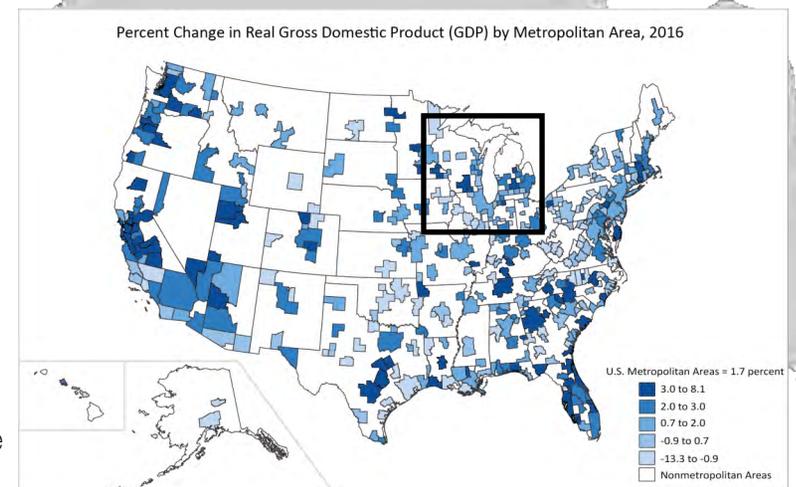
The Kalamazoo/Battle Creek area offers a great opportunity for real estate investment. Both Kalamazoo and Battle Creek have organizations that promote business development and economic growth. Battle Creek Unlimited and Kalamazoo Promise have the support of philanthropists and public investors that creates regional wealth through business development, retention, and attraction. Battle Creek Unlimited focuses on the business development in downtown Battle Creek. Since 2008, more than \$39 million in investments have been leveraged to create an \$88 million impact within the downtown district, thus creating more than 1,100 jobs for the Battle Creek area. Kalamazoo Promise is a non profit organization supporting the growth of human capital for the Kalamazoo area by funding higher education. The program offers a scholarship for students who attend all four years of high school at, and graduate from, Kalamazoo Public Schools. For these students, 100% of their tuition and fees are covered for any public college or university in the state. The foundation of Kalamazoo Promise has been estimated to be funded for between \$200-\$250 million.

## Why Kalamazoo & Battle Creek?

- Over \$200 million invested in Human Capital (Kalamazoo Promise)
- \$88 million privately Invested Downtown Battle Creek
- Battle Creek ranked 8th nationally for Economic Development
- 1st Sustainable Brewing Degree in the nation from KVCC & WMU
- WMU ranked 13th most affordable and eco-friendly campus in the nation
- Kalamazoo College ranked 27th nationally among U.S. Liberal Art Colleges
- WMU has the No. 1 Aviation College in the State and one of the largest in the Country
- Battle Creek ranked No. 55 nationally for job growth



Data Source: Mlive Media Group



Data Source: U.S. Department of Commerce BEA, United States Census Bureau, Mlive Media Group, The Right Place, Forbes, Milken Institute

# Who's in Kalamazoo & Battle Creek?

Colleges and Universities	Enrollment
<b>Kalamazoo, MI</b>	
Western Michigan University	23,556
Kalamazoo Valley Community College	11,956
Kalamazoo College	2,225
Davenport University – Kalamazoo	1,207
West Michigan of Barbering & Beauty	164
Everest Institute – Kalamazoo	132
<b>Battle Creek, MI</b>	
Kellogg Community College	6,251
The Robert B Miller College	350
Wright Beauty Academy	67
<b>Total</b>	<b>45,908</b>

Data Source: Collegestat.org, Collegeportrails.org, City of Kalamazoo, City of Battle Creek, Battle Creek Unlimited, Kalamazoo Promise.

Employers	Employees
Bronson Health Care System	8,000
Pfizer	6,000
University Relations	4,245
Western Michigan University	3,210
Denso Manufacturing	2,762
Kellogg Company	2,500
Hart-Dole-Inouye Federal	2,100
PNC Bank	2,000
VA Medical Center	1,400
Michigan Air National Guard	1,300
Hart-Dole-Inouye Federal	1,206
Post Cereals	740
Meijer, Inc	700
<b>Total</b>	<b>36,163</b>

# DENSO

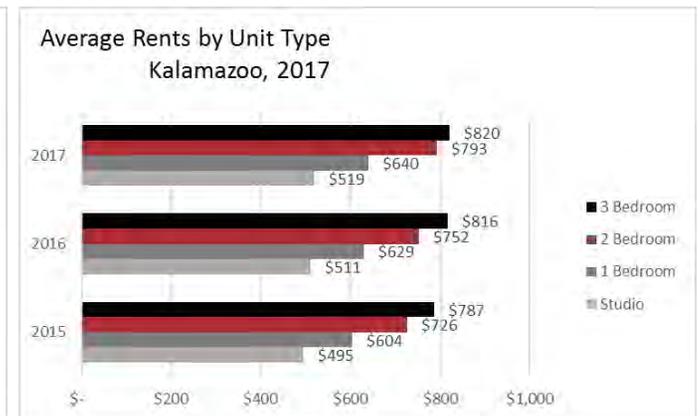
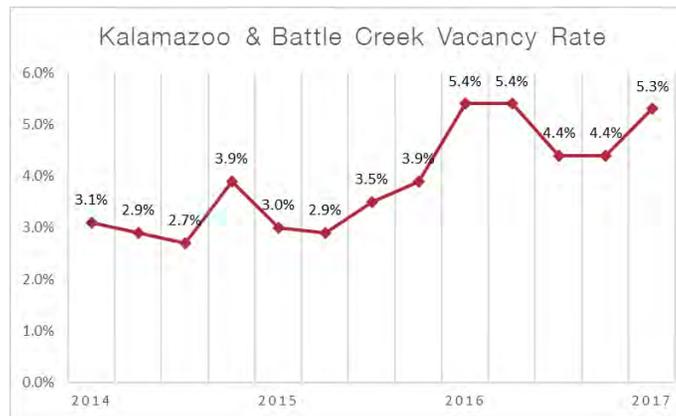
# Kellogg's



## Why Kalamazoo & Battle Creek ?

**393,696**  
Total Population

Data Source: CoStar Realty Information Inc.  
United States Census Bureau



# Kalamazoo & Battle Creek Attractions



**Wings Stadium** Home of the Kalamazoo Wings, a AA Hockey team in the ECHL. This arena can hold up to 5,113 people.



**Air Zoo** Influenced by Kalamazoo's rich history in aviation, this museum holds more than 50 rare planes along with real flight simulators and park rides.



**Gilmore Car Museum** Includes numerous historic structures, including vintage dealerships, a small-town train station, a fully-functioning 1941 Silk City Diner, a recreated 1930s Shell Station, and more.



**Altitude Endeavors, Inc** Hot air balloon ride over picturesque landscape of South-west Michigan. Nothing compares to the peace of floating in the air.



**Kalamazoo Institute of Art** Rotating exhibition non-profit art museum and home of the 3,000 student enrolled Kirk Newman Art School.



**Binder Park Zoo** A 433-acre zoo, being one of the largest in the State of Michigan. It is home to 600 different animals and 140 different species



**Inge's Place** A local business incubator and showcase, offering office space for start-ups, small non-profits, and anyone needing space to get work done.



**Kalamazoo River Valley Trail** The newest addition to Kalamazoo's county parks, this trail offers 35 miles of remarkable scenic paved routes.



**Kalamazoo Downtown District** Central to over 1,000 businesses, this southwest Michigan hub offers plenty of entertainment and dining experiences, perfect for a weekend visit or a night out on the town.



**Western Michigan University Waldo Stadium** Home of the WMU Broncos Football team, this stadium hosts over 30,000 spectators during game day. Renovated in 2003, this stadium also hosts many high school athletics.

# Highlighted Projects



## Harrison Circle

\$15 Million mixed-use project located in the River Edge area of Kalamazoo and creating 100 new apartments. The plans call for a 5-story building with about 30,000 square feet of residential space. Half the apartments will be the micro-apartments (300 square feet), the other half will be a mixture of 1 to 2 bedrooms.



## The Exchange Building

A \$52.7 Million 15 story mixed use building. The 335,674 square foot building will include commercial, retail, residential uses, with a bank as the anchor tenant, apartments on the upper floors, and integrated parking. The apartment portion will include 133 market rate units and the project is expected to be completed by summer 2019.



## Arcadia Commons West

A proposed rezoning of 6.3 acres of property bordered by Kalamazoo Avenue, Park Street, Water Street and Westnedge Avenue. The development plan proposed by Rise Real Estate includes 256 apartments, 61 townhomes, 8,000 sf. of amenities space, 4,000 sf. office space and 2,000 sf. retail space. If the project is approved, the expected completion will be in 2018.



## Arboretum Parkway

A proposed rezoning of 12.78 acres located at 4501 Arboretum Parkway in Kalamazoo would change a commercial, community district to a residential, multiple-family district. The change would allow a 241-unit apartment community to be built on the land, which is owned by the Western Michigan University Foundation and would be developed by American Kendall Properties.



## Peregrine Project

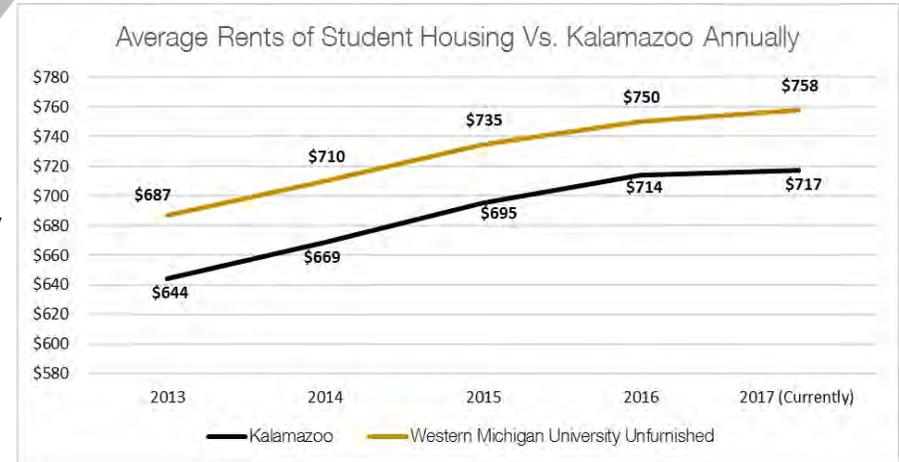
Peregrine, along with PNC, has put a plan in place to invest \$4 million to create 17 new apartments in the former PNC Bank in downtown Kalamazoo. The project started in November, 2015 and the apartments are planned to be available in early 2017. The new project will include eight one bedroom apartments and nine two bedroom units, along with some commercial space.

# Student Housing

The Kalamazoo/Battle Creek area is home to 48,302 students. Western Michigan University, Kalamazoo Valley Community College, and Kellogg Community College contribute 86% of the total student population in the Kalamazoo/Battle Creek area, while Western Michigan University alone makes up about 50% of the total. Kalamazoo Valley and Kellogg Community Colleges prepare students to transfer to any four year university program.

## WMU Student Housing

Western Michigan University is home to nearly 24,000 students and offers 251 undergraduate, graduate, professional, and doctoral programs, including the Homer Stryker M.D. School of Medicine. Western Michigan University has three campuses. The Main Campus is located just west of downtown Kalamazoo. Parkview Campus, located just south of the Main Campus, is home to the College of Engineering and Business Technology. The W.K. Kellogg Airport in Battle Creek is home to the Aviation Campus. The College of Aviation at Western Michigan University is the only public aviation program offered in the State of Michigan, and one of the largest aviation programs in the nation. Western Michigan University is pursuing growth with the recently announced expansion of the Parkview Campus. The project involves a 44 acre parcel, known as Colony Acres Farm, located at the corner of South Drake Road and Parkview Avenue. The new campus addition will be constructed to environmentally friendly, LEED standards. The project involves preserving trees, existing bee hives, the natural integrity of Asylum Lake, and any historical artifacts found at the site. The expansion will be pedestrian and bike-friendly, and connect to all the other pathways in the area. Construction should begin Fall 2016 and be completed by June 2017, at a cost between \$3 Million - \$4 Million dollars. Final plans and designs will be unveiled in March of 2016.



1.5% ↓

Total Enrollment

0.4% ↑

Graduate Enrollment

2.1% ↓

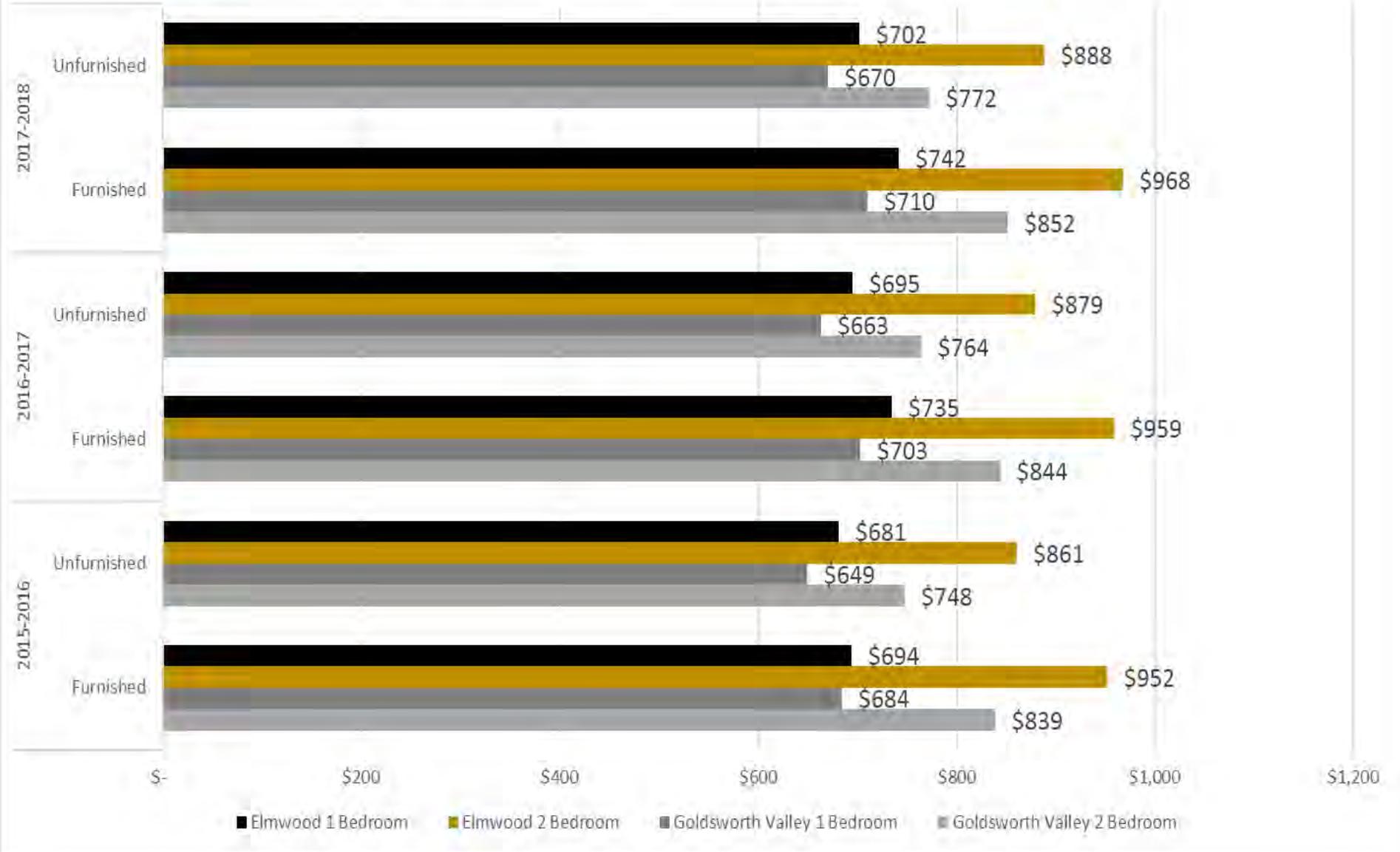
Undergraduate Enrollment

	2011	2012	2013	2014	2015	2016	2017
<b>Total Enrollment</b>	<b>25,086</b>	<b>24,598</b>	<b>24,294</b>	<b>23,914</b>	<b>23,556</b>	<b>23,252</b>	<b>22,893</b>
Freshmen	4,289	4,093	4,231	4,123	4,034	3,916	4,015
Graduates & Professional	5,032	5,120	5,096	5,025	4,989	4,939	4,958
Doctoral	863	838	869	896	919	919	929
Undergraduate	20,054	19,478	19,198	18,889	18,567	18,313	17,935

Data Source: MLive Media Group, Western Michigan University, CoStar Realty Information Inc.

# WMU Student Housing

Furnished Vs. Unfurnished On Campus Student Housing Apartments by Unit



NAI Wisinski of West Michigan recognizes the real estate environment facing owners, asset managers, lenders and receivers, and we understand the intricacies that must be dealt with for each transaction. NAI Wisinski is the local market expert for NAI Global, the world's largest managed network of independently-owned commercial real estate firms, and can offer you the service and interoffice communications necessary to help you with the disposition or acquisition of your multifamily properties.

NAI Wisinski offers hands on experience in brokerage, development, ownership, condo conversions, property management, and finance. We understand the owner's perspective and that there are many factors involved in making a prudent investment decision. Our team and relationship-based approach allows us to offer a broader and more long-term continuum of services throughout the acquisition, operations, and disposition processes. Through affiliate relationships, we can offer property management services on both conventional and tax credit properties. NAI Wisinski can act as liaison to that relationship.

While we offer a wide range of services, **our disposition platform is singularly focused on helping you obtain the highest price possible for your property, as fast as possible.** This requires creating maximum market exposure to the largest and most qualified group of investors. The key is to create competition for your asset. We accomplish this using our extensive database of buyers, multiple marketing platforms, cutting edge technology and active phone prospecting.



### Scott M Nurski, MBA

Scott has a strong background in business and holds an MBA in Finance. Scott's major responsibilities include analyzing financial statements and developing pro-formas in order to establish market value. He is also responsible for developing and implementing a strategic, customized marketing plan for each property and managing the team's database of research data, market information, and active buyers and sellers. Scott has an exceptional grasp of national and local industry trends.

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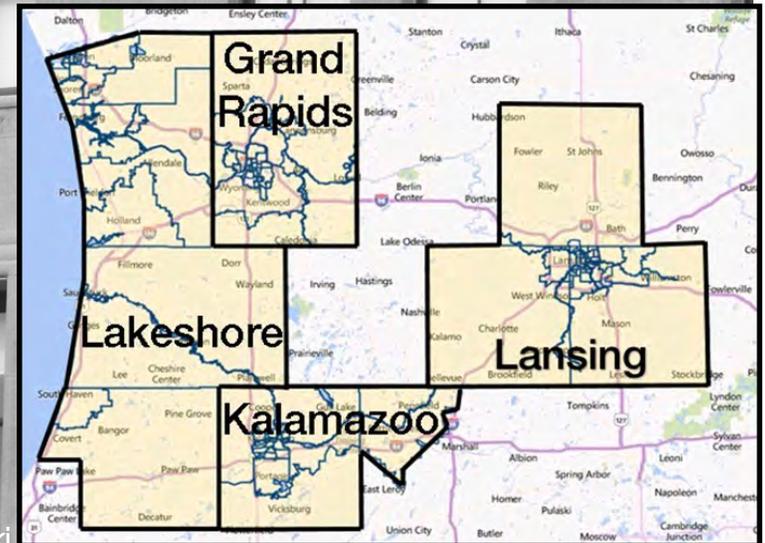
### Craig Black, CCIM

Craig brings over 35 years of experience in real estate to the team. His background covers ownership, development, brokerage, and asset management. Craig's responsibilities primarily involve working with buyers and sellers to consummate a transaction. He interacts with both parties and their representatives through all aspects of a sale up to and through the closing. His hands on experience is a valuable asset to the

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