

# WELCOME!



**The City of Battle Creek is conducting a housing strategy amidst their Master Plan Update! Scan the QR code below to learn more and register for updates!**

## What is the BC Master Plan Housing Strategy?

The goal of the Battle Creek Master Plan Housing Strategy is to learn from the public about their housing needs and combine the knowledge gained with the other two guiding documents (Housing Action Plan and the Consolidated Plan) to shape an overarching shared community vision.

## Why is a housing strategy important?

Understanding the housing challenges facing Battle Creek is critical for developing effective strategies to support economic growth, retain residents, and create sustainable and safe communities that attract families and businesses.

## September 22nd

Morning session: 11 a.m. to 12:30 p.m.

Evening session: 6 to 7:30 p.m.

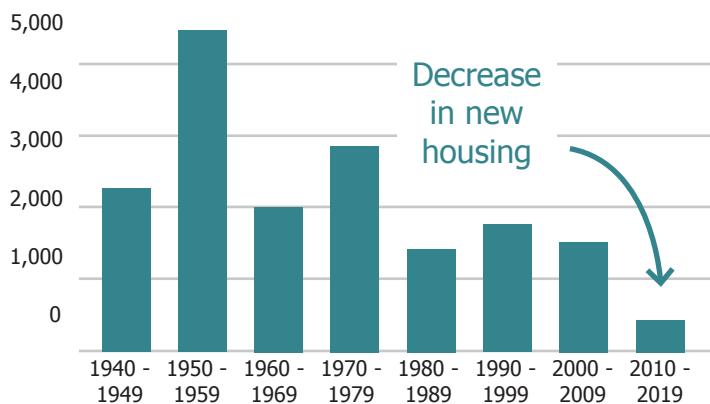
Location: Kool Family Community Center, 200 W. Michigan Ave.

Cost: Free and open to the public

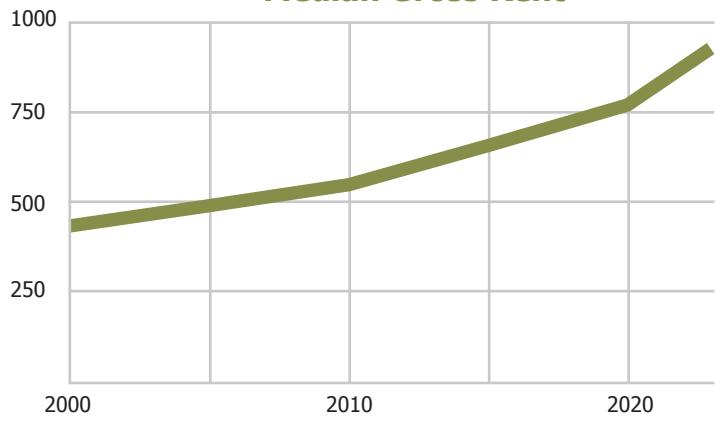
## Save the date for our upcoming housing meetings:

- October 14th
- November 20th

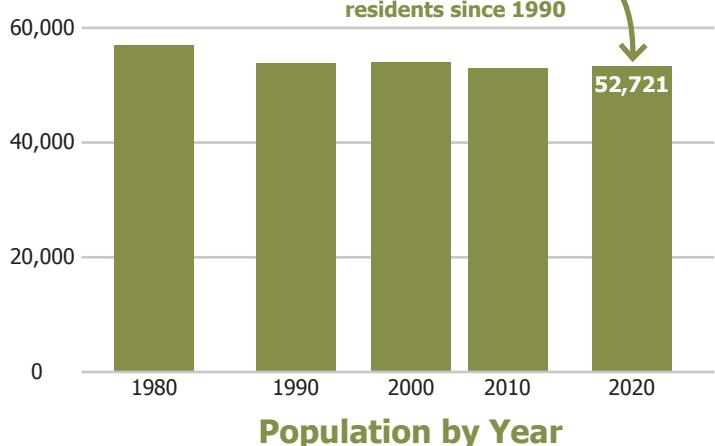
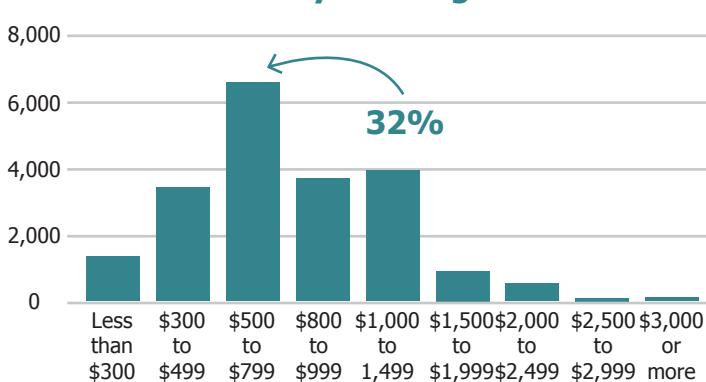
### Number of housing structures built in the City of Battle Creek



### Median Gross Rent



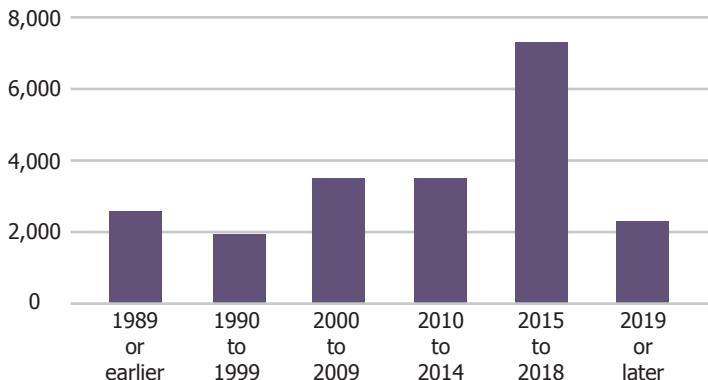
### 2020 Monthly Housing Cost



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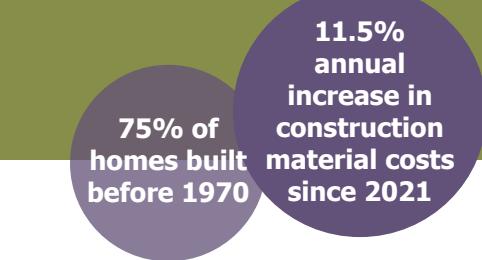
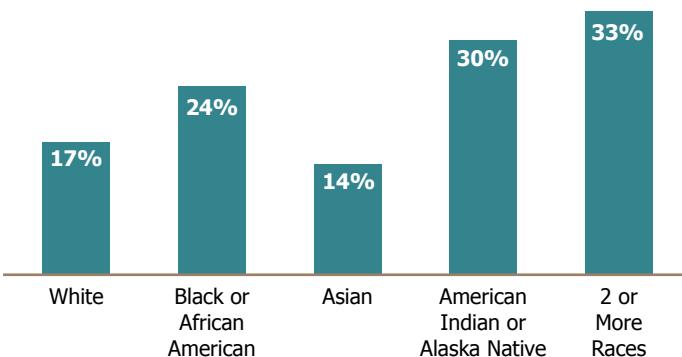
## Year 2023 Householder Moved into Unit



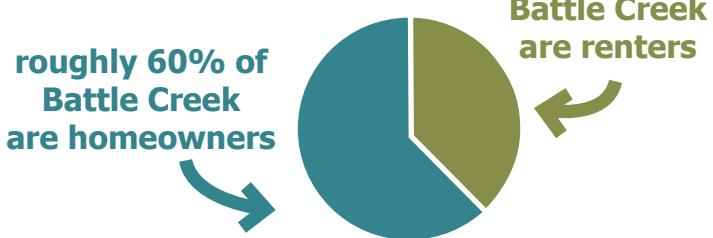
**Current housing demand: roughly 1,540 households at \$238,000.**

**Rental unit demand:**  
**roughly 2,800 rental unit deficit for households making over \$60,000**

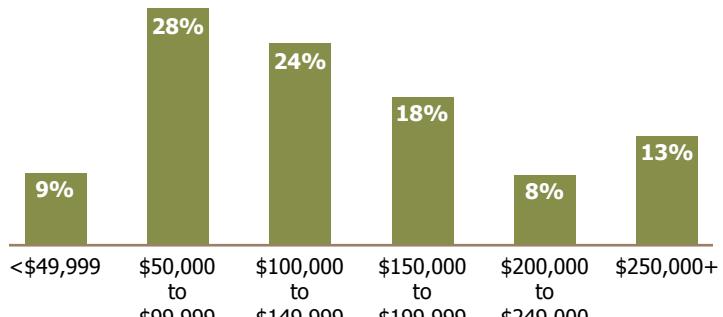
## Percentage of Denied Mortgage Loan Applications by Race, Battle Creek 2022



**roughly 60% of Battle Creek are homeowners**



## Share of Houses Sold by Price in Battle Creek



## 2023 Battle Creek

**\$135,000**  
Median Sale Price

**\$413,000**  
Median Sale Price

**1840 - 3740 net new workers at Blue Oval Plant leading to new households in the area. An estimated 900 - 2760 new Battle Creek households will be needed. This breaks down into 550 - 1690 new renter households and 350 - 1070 owner households.**

## BATTLE CREEK HOUSING TRENDS

<b>35%</b> of householders moved into their homes between 2015-2018	<b>40%</b> Of householders are 45 years old or younger
<b>\$42,285</b> was the median household income in 2020	<b>\$934</b> Median gross rent in 2023

## MICHIGAN HOUSING TRENDS

<b>16%</b> Decline in construction jobs since the early 2000s	<b>47%</b> Of homes built before 1970
<b>26%</b> Michigan households who are "housing cost-burdened"	<b>\$173,300</b> Median home sales price in 2021

