Chapter 2:
City Profile

Introduction

The following is a snap shot of Midland today. Along with Chapter 3: Natural Resource Inventory, this serves as a starting point for understanding the City and aptly determining goals and recommendations. Included are discussions of the following:

- Population Characteristics
- Housing Characteristics
- Community Facilities
- Educational and Cultural Resources
- Existing Land Use

The City's transportation network is discussed in detail in Chapter 6: Transportation.

Population Characteristics

Evaluation of population characteristics provides a more comprehensive understanding of the people that live in Midland. In turn, this information contributes to determining future City needs. Characteristics that are important in this process include trends and projections, ethnicity, age, education, employment, and income. The following discussion profiles and compares the population characteristics of Midland and establishes key findings about its residents.

Population Trends and Projections

Midland has experienced a slower pace of population growth over the past 10 years (Figure 2.1) than in the previous decade. According to the US Census, Midland grew by less than 1% between 2000 and 2010 (Figure 2.2). Most metropolitan areas in Michigan, such as neighboring Bay City, are experiencing a decline in population. In contrast, Midland has experienced strong growth, at a rate greater than Saginaw Township and the State of Michigan. This growth rate is expected to continue gradually into the future.

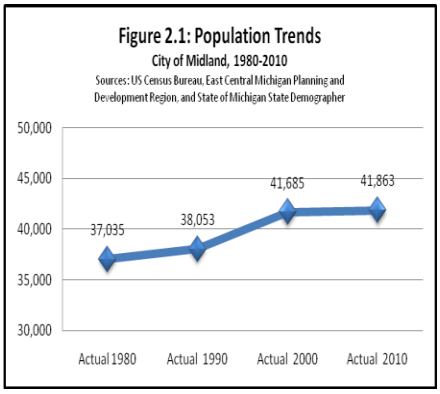


Figure 2.2 Population Trend, 1990-2010

Community Comparison

	Midland	Bay City	Saginaw Twp.	State of Michigan
1990	38,053	38,936	37,684	9,295,297
2000	41,685	36,817	39,657	9,938,444
2010	41,863	34,932	40,840	9,883,640
Growth Rate 1990-2010	<1%	-9%	9%	9%

Source: US Census Bureau

Household Trends

A household includes all the people who occupy a housing unit as their usual place of residence. Consistent with the population growth trend (Figure 2.1), Midland saw a decrease in the number of households between 2000 and 2010. People not living in households are classified as living in group quarters, such as college dormitories.

Figure 2.3 Households

Community Comparison

	2000	2010
City Of Midland	16,648	17,506
City of Bay City	15,208	14,436
Saginaw Twp	17,096	19,799
State of Michigan	3,785,661	3,872,508

Source: US Census Bureau

Due to the decline in average household size, Midland can expect that the future growth rate of households will be higher than that of the population. The decline in household size is a national trend that most communities are experiencing due to the evolution of family types and family sizes in the country. The City of Midland has experienced a decline in average household size over time, similar to the State of Michigan.

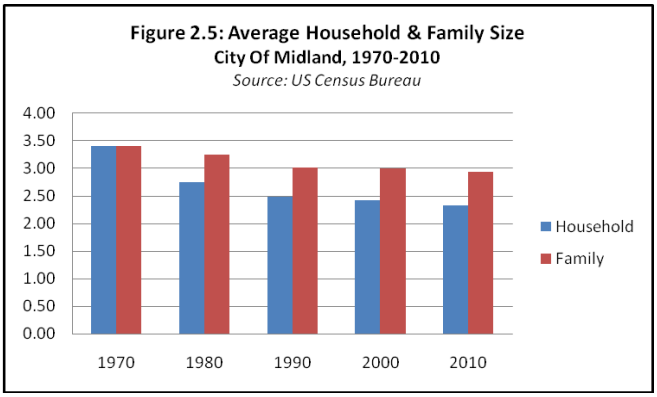
Figure 2.4 Average Household Size

Community Comparison

	2000	2010
City Of Midland	2.42	2.33
City of Bay City	2.38	2.38
Saginaw Twp	2.27	2.52
State of Michigan	2.56	2.49
United States	2.59	2.61

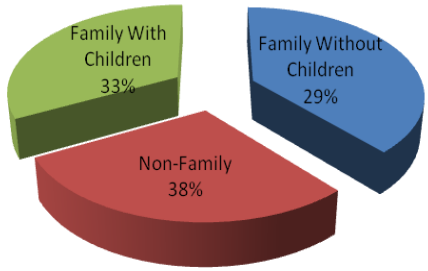
Source: US Census Bureau

According to the Census Bureau, a family is a group of two or more people who reside together and who are related by birth, marriage, or adoption. A family household may contain people not related to the householder, but those people are not included in the family and not all households contain families. Average family size has been decreasing over the past several decades, but at a lower rate than the average household size over the same period (Figure 2.5).



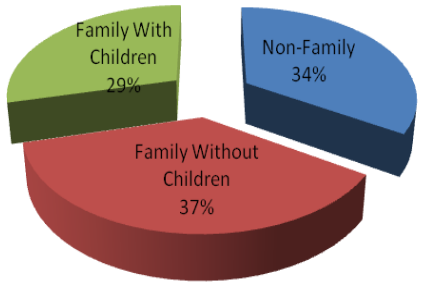
Household types in Midland are almost evenly divided between non-family, families with children, and families without children (Figure 2.6). The largest segment (38%) is "Non-Family." Of the 38% "Non-Family" segment, 82*%* of this subgroup is classified as living alone and may represent a high number of single professionals that work and reside in Midland or a high number of one-person elderly households.

Figure 2.6 Household Type
City of Midland, 2010
Source: US Census Bureau



As in Midland, household types in the State of Michigan are, in general, equally distributed among families without children, families with children, and non-families (Figure 2.7). The share of households comprised of families with children is roughly equal in Midland and across the state. However, of the households without children, Midland has a slightly higher concentration of non-family households, while the State has a slightly higher concentration of family households. This small difference is consistent with the logic that the concentration of non-family households is higher in urban areas than rural areas.

Figure 2.7 Household Type
State of Michigan, 2010
Source: US Census Bureau



Race and Age

The majority (91.9%) of the City's population in 2010 categorized themselves as 'white' according to the US Census Bureau (Figure 2.8). The second highest category is 'Asian' with 3.3% of the population.

The median age in Midland is 38.3 years of age. This is comparable to the median age of the State of Michigan (38.9 years) and the Saginaw--Bay City--Midland Metropolitan Statistical Area (40.3 years). Neighboring Saginaw Township is slightly older than the Midland population with a median age of 41.7 years.

A **Metropolitan Statistical Area (MSA) -** is a geographic entity defined by the Metropolitan areas of Saginaw, Bay City, and Midland based on the US Census Bureau. The Saginaw-Bay City-Midland MSA contains all of Saginaw, Bay, and Midland counties.

Source: US Census Bureau

Figure 2.8 Race and Age
City Of Midland, 2010

Race	City Of Midland	Saginaw-Bay City-Midland MSA
White	91.9%	84.2%
Black	2.2%	10.4%
American Indian	0.3%	0.4%
Asian	3.3%	1.1%
Pacific Islander	0.1%	0.1%
Other Race	0.5%	1.6%
Multi-Racial	1.7%	2.2%
Population By Age	**Midland**	**MSA**
0 to 4 years	6%	6%
5 to 9 years	6%	6%
10 to 14 years	7%	7%
15 to 19 years	8%	8%
20 to 24 years	8%	7%
25 to 29 years	6%	6%
30 to 34 years	6%	5%
35 to 39 years	6%	6%
40 to 44 years	6%	6%
45 to 49 years	7%	5%
50 to 54 years	7%	8%
55 to 59 years	6%	7%
60 to 64 years	5%	6%
65 to 69 years	4%	5%
70 to 79 years	6%	6%
80 and more years	6%	5%

Education, Income and Employment

According to the 2010 US Census, residents of Midland are well-educated with a total of 43% earning a Bachelor Degree or Graduate Degree (Figure 2.11). In comparison to the MSA and the State of Michigan, residents in the City of Midland have nearly twice the number of four-year college graduates within their city limits. In turn, City residents are able to obtain skilled, professional occupations and higher income levels. In 2010, the City had an unemployment rate of 7.2% based on population 16 years and older that are in the civilian workforce. Midland and Bay counties reported higher unemployment rates with 9.4% and 11.7% unemployment, respectively.

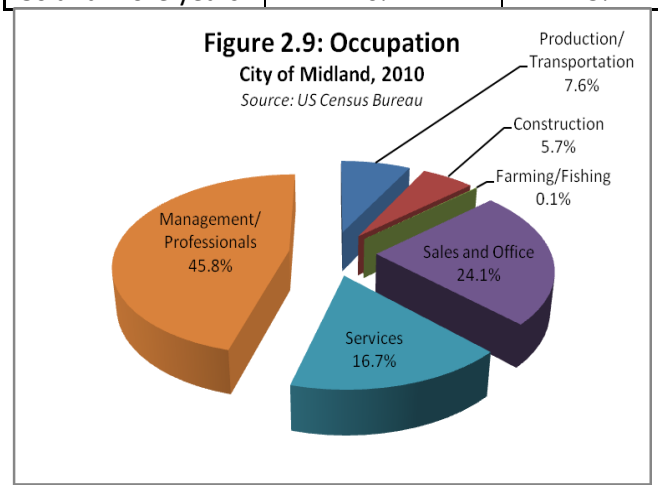


Figure 2.9: Occupation
City of Midland, 2010
Source: US Census Bureau

The largest employment sector for the City is the Management and Professional category, employing 45.8% of residents. The second largest employment sector is Sales and Office occupations

24.1%, followed by Services 16.7% Production/Transportation 7.6%, Construction 5.7%, and Farming/Fishing (0.1%).

The median household income in Midland is $46,861 which is higher than that of Bay City, Saginaw Township, the Saginaw-Bay City-Midland MSA, and the State of Michigan (Figure 2.10).

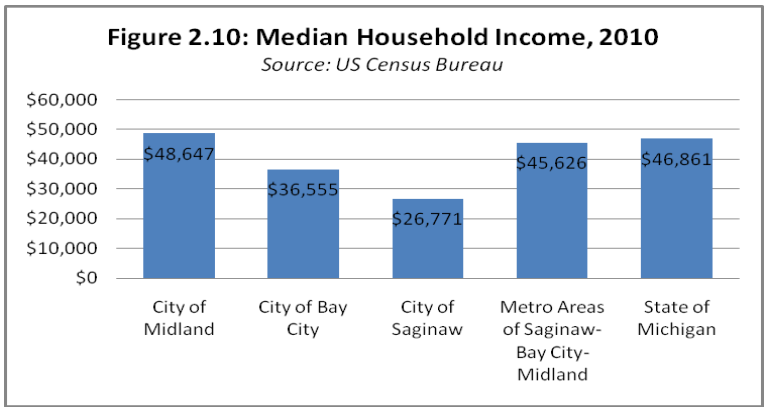


Figure 2.11 Educational Attainment, 2010

Educational Attainment	City Of Midland	Saginaw-Bay City-Midland MSA	State Of Michigan
Less than High School Diploma	6%	12%	12%
High School Graduate	22%	34%	32%
Some College, No Degree	21%	22%	23%
Associates Degree	9%	10%	8%
Bachelors Degree	25%	15%	16%
Graduate or Professional Degree	18%	8%	10%

Source: US Census Bureau

Housing Characteristics

Midland housing stock has been analyzed in order to establish more specific information about residential land uses and the neighborhoods in the City. It is important that goals and objectives in this plan focus on effective strategies related to these elements. Housing characteristics include total housing units, housing unit growth and changes, housing unit type, owner occupancy and housing value.

Housing Age, Type, and Tenure

The 2010 US Census reported 18,119 housing units in the City of Midland. As evidenced by the age of housing (Figure 2.12), significant housing growth occurred between 1940 and 1999. Midland's median year of structures built is 1971, while the Saginaw Bay City Midland MSA is 1966.

Figure 2.12 Age of Housing
City of Midland, 2010

	City Of Midland	Saginaw-Bay City-Midland MSA
2005 or later	0.1%	0.1%
2000 to 2004	3.6%	5.8%
1990 to 1999	12.0%	9.9%
1980 to 1989	13.0%	7.9%
1970 to 1979	16.6%	17.8%
1960 to 1969	15.3%	13.9%
1950 to 1959	21.2%	15.8%
1940 to 1949	6.4%	7.6%
1939 or earlier	11.8%	20.2%

Source: US Census Bureau

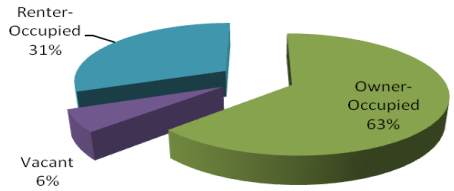
As detailed in Figure 2.13, there have only been slight changes in the diversity of housing types offered from 1990 to 2000. Detached single-family homes continue to be in the majority. These homes come in the form of traditional neighborhoods at the City's core, low density neighborhoods nestled in extensively wooded areas, and typical suburban subdivisions with moderately sized lots. The City also has a high percentage of multiple-family housing units with a total of 24% in 2010. Other housing types include attached single-family condominiums and duplex, or two-family, units.

1-unit attached	4%	4%	5%
2-9 units	10%	10%	12%
10 or more units	13%	14%	12%
Other	5%	3%	3%

Source: US Census Bureau

Of these 18,119 homes, 6% were reported vacant by the US Census Bureau (Figure 2.14). In comparison to similar communities, this vacancy rate is typical. There are 11,415, or 63%, owner-occupied units in the City. While this is percentage is a bit low, it can be attributed to the high percentage of multiple-family units. Therefore, it does not raise significant concerns about rental housing when considering the City as a whole. A closer look at census block data can help to isolate any neighborhood specific problems.

Figure 2.14 Housing Tenure
City of Midland, 2010
Source: US Census Bureau



Housing Value

As indicated during the discussion of income and education, housing values in Midland are typically higher than those in comparison communities and counties. When compared to Saginaw Charter Township, Bay City, and the State of Michigan, Midland's median housing value of $139,200 is higher than Saginaw metropolitan area at $114,900, and significantly lower than the State average of $152,600 (Figure 2.15).

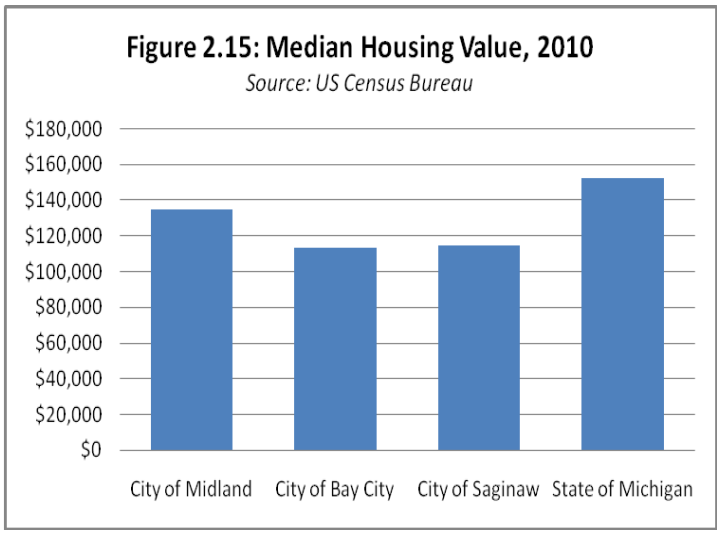


Figure 2.16 provides a breakdown of all owner-occupied housing values, including units in multi-family structures, aggregated by price range. The price range with the most homes was $100,000 to $149,999 with 31%. A strong majority of the homes, 73%, were valued between $50,000 and $199,999.

Figure 2.16 Housing Values

City of Midland, 2010

	City Of Midland	Saginaw-Bay City-Midland MSA
Less Than $50,000	4%	10%
$50,000 to $99,999	20%	28%
$100,000 to 149,999	31%	29%
$150,000 to $199,999	22%	17%
$200,000 to $299,999	12%	10%
$300,000 to $499,999	9%	4%
$500,000 and up	1%	1%

Source: US Census Bureau

Community Facilities

Midland's Community Facilities include a wide array of city services, parks and recreation, and utilities. This section provides an overview of the current organization and facilities associated with these entities, while future goals and recommendations are established in Chapter 7: Community Facilities Plan.

City Services

The City of Midland is governed by a five member City Council, each representing a designated ward of the community. The daily activities of city government are carried out by more than 24 different service areas and 346 full time and 104 part time employees under the direction of the City Manger. The following is a summarized listing of most of the city departments and offices:

- Cable Channel
- City Assessor
- City Attorney
- City Clerk
- Engineering Department
- Finance (Purchasing)
- Fire Department
- Human Resources Department
- Information Services
- Library
- Parks and Recreation Department
- Planning and Community Development Department (Building, Housing)
- Police Department
- Public Services Department (Parks and Recreation, streets, sanitation)
- Utilities Department (water and sewer)

Parks and Recreation

The City of Midland is rich with extensive park and recreation facilities. An inventory of all park and recreation opportunities in the community prepared for the separate Parks and Recreation Master Plan 2010-2015 reveals there are 80 parks are owned and operated by the City of Midland, with over 2,700–acres of parkland. The City park system provides an extremely diverse range of recreation opportunities:

- Several small neighborhood and pocket parks that offer playground equipment, picnic shelters, grills, and benches
- Traditional active recreation including basketball, roller hockey, volleyball and tennis courts, and fields for baseball, softball, soccer, and football.
- Diverse active recreation such as a golf course, disc golf courses, dirt bike track, and skateboard park.
- Passive recreation areas that offer open fields for pick-up games, relaxing in the shade, hiking and biking trails, sledding, cross country skiing, snowshoeing, fitness courses, public art, horseshoe, shuffle board,
- Water activities such as fishing, beaches, swimming pool, spray park

Utilities

Sanitary Sewer System. The City operates its own sanitary sewer collection system which consists of pump stations and sewer lines under the city streets. The system collects wastewater and transports it to the City of Midland Wastewater Treatment Plant. Wastewater is recycled at the Treatment Plant through a stringent process that involves physical and biological processes that remove waste products from the water before it is discharged into the Tittabawassee River. The process and discharge is strictly regulated and monitored by State and Federal laws.

The Wastewater Treatment Plan is capable of treating up to 10 million gallons of wastewater a day, but on average it treats 7 million gallons a day. This indicates there is ample available capacity to accommodate future growth. All wastewater collection links are cleaned on a 2 year rotation.

Storm Water Collection System. The City's storm water collection system is separate from the sanitary sewer system and is constructed primarily under City streets with some areas in the City utilizing ditches and streams for water runoff. The City's storm water system collects precipitation runoff from rooftops, streets, yards, and parking lots and discharges it to local rivers, streams, and drains.

The City's storm water collection system is made up of three major drainage basins identified by the location of their respective outfall. These basins are the Sturgeon Creek Basin, the Snake Creek Basin, and the George Street Basin. Catch basins and other elements of the system are cleaned on a four-year rotation.

Water System. Midland has received its source potable water supply from Lake Huron since 1948. The source water pumping system is jointly owned and operated by the cities of Midland and Saginaw through the Saginaw-Midland Municipal Water Supply Corporation. Water from Lake Huron is drawn into the system through two intake structures located off the shore of Whitestone Point (near AuGres, Michigan). Combined, the two intakes provide a maximum of 230 million gallons per day of available capacity.

Once the water travels the 65 mile pipeline from intake to the Midland Water Treatment Plant, chemicals are added to the raw water to further purify and disinfect it. The City's Water Treatment Plant is capable of providing 48 million gallons per day of treated Lake Huron water to Midland area homes, businesses and industries. In addition, there is a 110-million gallon source water reservoir located to the north of the City of Midland Water Plant on Bay City Road that is used for flow equalization and an emergency supply in case of loss of water supply. There is ample capacity available to accommodate future growth.

Landfill/Recycling. The Midland Sanitary Landfill provides an environmentally responsible and regulatory compliant waste disposal site for Midland County residents. The site includes a landfill, composting, and recycling facilities. City residents are offered curbside pick-up of trash and recyclables along with opportunities for drop-offs.

Gas to Energy. Beginning in 2001, the City began the active collection of landfill gas and the generation of renewable energy. Presently, the project is generating 1,200 MW of base load electricity. This project has dramatically reduced the odor complaints from the landfill while creating a revenue opportunity.

Educational and Cultural Resources

Education and culture have a long-standing interrelationship since the identification of significant historic and cultural resources enhances a community's resource base. The legacy of Midland's private foundations is reflected in the outstanding educational and cultural facilities available within this mid-size community.

Education System

Midland Public Schools. Public education is provided to Midland residents by the Midland Public School District and charter schools. Within the district there are currently 8 elementary schools, four middle schools, two high schools, and one alternative high school. Students attend the schools as geographically designated by the district or can request a different school through the district's "School of Choice" Program.

America's Promise Alliance named Midland one of the 100 best communities for young people for 2010.

The school sites and facilities cover many acres of land in the City. Therefore, the school district plays a significant role in not only the quality of life and education for residents but also in shaping the physical development aspects of the community.

Colleges/Universities/Research Institutes. Midland residents are offered a number of higher learning opportunities within and near the City. Specifically, there are six area colleges and universities including Central Michigan University, Northwood University, Saginaw Valley State University, Delta College and Davenport University. In addition, Midland also is served by a private research institute for professional development, the Michigan Molecular Institute.

Architecture

The City of Midland has benefited from the architectural works of Alden B. Dow and his influence is present in many existing buildings and residential homes. This architectural heritage serves as a distinguished influence on the landscape and Midland's community character.

Religion

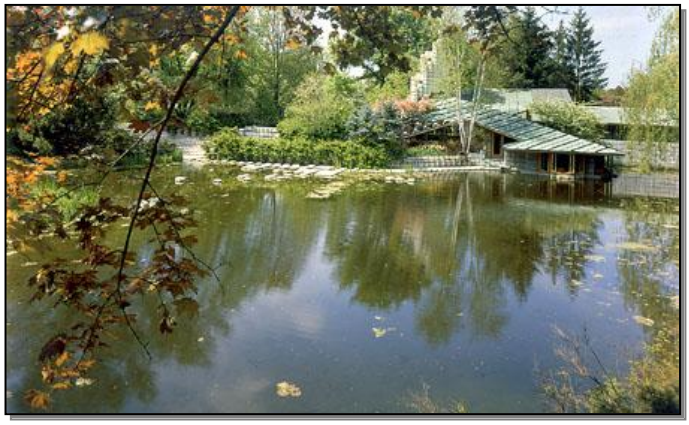
Midland is known as the "City of Churches." Today, more than 85 places of worship represent many denominations in the City.

Grace A. Dow Memorial Library

Designed by Alden B. Dow, the library opened its doors in 1954. The building is dedicated to Grace A. Dow, the wife of Herbert H. Dow, founder of The Dow Chemical Company. The Memorial Library hosts special programs for youth, teen and adults, as well as writer clinics and provides service to over 50,000 card members.

Midland Center for the Arts

Founded in May of 1971, Alden B. Dow dedicated the Center for the Arts. This world-class venue provides state-of-the-art stages for audiences of 400 to 1500 to showcase both local and international performing artists.



The Midland Community Center

The Community Center is a non-profit center that provides a wide array of public recreation and social programming activities for people of all ages.

Bradley House and the HH Dow Historical Museum

The Bradley home was built in 1874 and provides a glimpse of the Victorian Gothic architecture of that time period. The Herbert H. Dow Historical Museum is a replica of the original grist mill, known as the Evens Flour Mill.

AB Dow Home and Studio

Constructed in 1934, the Alden B. Dow Studio represents the very architecture present in many of the existing homes in the Midland area. Built in concert with nature, this active studio is an architectural landmark within the community.

Dow Gardens

Spread over 100 acres, Dow Gardens shares with its visitors the landscaping designed for the home of The Dow Chemical Company founder, Herbert H. Dow, in 1899.

Parks and Recreation: Cultural Resources

Midland's Parks and Recreation Department maintains 80 individual parks throughout the City, providing a variety of recreational services. The park system contains over 2,700 acres of land in Regional/Metropolitan, Community, District and Block parks. Some highlights are listed below.

Pere Marquette Rail Trail. The 30-mile Pere Marquette Rail-Trail is used for walking, running or bicycling and provides a recreational outlet for residents of all ages and abilities. Midland residents have direct access to the trail from The Tridge.

The Tridge. The Tridge, located in the heart of downtown Midland, is a three way pedestrian footbridge built in 1981. The Tridge is one of Midland's most visited parks, and is the starting point of the Pere Marquette Rail Trail.

Trilogy Park. Located in Chippewassee Park, just over the Tridge in downtown Midland provides an outdoor recreation environment for area youth interested in in-line skating and skateboarding.

Currie Municipal Golf Course. Currie Municipal Golf Course is Midland's only public golf course and is located within the floodplain between the confluence of the Tittabawassee and Chippewa Rivers. The golf course provides for public recreation and pervious areas for flood plain management during high water events.

Existing Land Use

Planning for future use is important to understand because it significantly shapes a community's character and quality. In order to create this vision for the future, it is important to know what exists today because that becomes the framework for the future. This section evaluates the existing land use patterns of the City.

An inventory of existing land uses was conducted in April of 2006 to verify the use of properties within the City. This inventory included a review of the City's mapping, aerial photography and a visual assessment survey of the City. This land use inventory is a 'snap shot' of the City's existing land use pattern and will be used to evaluate key issues and strategies related to future land use and development character. Subsequent changes to land use and new development that occurs during the master plan update process will be taken into consideration, but may not be reflected on the existing land use map. The Future Land Use Plan, including factors, goals, land use categories, and Map 5.1: Future Land Use, outline the future development patterns for the City and MUGA in Chapter 5: Future Land Use.

Each land use category is described in this section. Refer to Map 2.1: Existing Land Use for the location of the various land uses. Figure 2.17 provides an approximate acreage breakdown of each land use category by acreage.

Figure 2.17 - Existing Land Use

Source: City of Midland Planning Department, 2012

Land Use	Acreages	Percent
Single Family Residential	5620	24.7%
Two Family Residential	72	0.3%
Multiple Family Residential	578	2.5%
Mobile Home Park	105	0.5%
Retail commercial	728	3.2%
Office Service	595	2.6%
Light Industrial	871	3.8%
Heavy Industrial	4123	18.1%
Waste Related Activity	367	1.6%
Public/Semi-Public	3131	13.8%
Parks and Recreation	2376	10.4%
Parking/Airport	65	0.3%
Agricultural	24	0.1%
No Activity	2597	11.4%
Roads/Water	1498	6.6%
Total	22751	100.0%

Single-Family Residential. The Single-Family Residential land use category includes all parcels in the City occupied by a single-family home. It is the most prevalent land use in the City. In accordance with zoning, the density of these single family areas range from 3 to 6 units per acre. This small-lot residential pattern is consistent with Midland's dense, urban form. While many neighborhoods are of traditional design with grid streets and blocks, there are other areas of the City that offer larger lots, curvilinear streets, and cul-de-sac design. This variety of neighborhood types accommodates different lifestyle choices and desires.

Two-Family Residential. The Two-Family Residential category includes all lots in the City occupied by two-family dwellings, or duplexes. These residential uses appear in small pockets within single family neighborhoods. These are valuable housing resources because they offer a more affordable, lower maintenance option but within the context of a single family neighborhood. Current zoning densities allow a total of 4 duplexes per acre.

Multiple-Family Residential. Multiple-Family Residential includes all housing that offers three or more dwelling units per structure. In Midland, this includes a variety of apartment buildings, apartment complexes, and attached low-rise owner-occupied units sold as condominiums. Similar to two-family residential, they are located in small pockets within single family areas but are more often located along main roadways and close to commercial nodes and centers. Multiple-Family Residential densities are currently zoned at four structures per acres, of varying densities from 3-5 units to seven or more units per structure.

Manufactured Housing Community. This use includes developments of manufactured housing that are licensed and developed in accordance with the Manufactured Housing Commission. There are four manufactured housing communities in Midland, located on the outer edges of the City. Three are located on the southeast side and the other is located in the northwest.

Retail Commercial. Retail Commercial includes all commercial uses that meet shopping, restaurant, entertainment, and service needs of the community and, in many cases, the region. While retail commercial is found throughout the City, the greatest concentrations are at US-10 and Eastman Avenue which includes the mall and many regional shopping centers; along Saginaw Road between Ashman and M-20; at the corner of Eastman and Saginaw Road; and in downtown at Ashman and Main Street.

Office Service. Office Service uses includes professional offices, medical clinics, and dental clinics. These uses are generally found in the same concentrations as the Retail Commercial uses. There is, however, an office concentration along Wackerly Street between Eastman Avenue and Jefferson and at Eastlawn Avenue and Swede Avenue. There is also an area of office service on Eastman Avenue between Saginaw and Wackerly and at the Dow Chemical headquarters.

Public and Semi-Public. This category includes places of worship, schools, City and County offices, the post office, the hospital, and other civic-related uses available to the public. These uses are located throughout the City and most are conveniently located within, and integrated into, the residential neighborhoods.

Parks and Recreation. Parks and Recreation includes all public parks and open spaces in the City. The majority of are owned and operated by the City while others are regional or privately owned. As noted in the profile of community facilities, the City has a large number of parks available for residents.

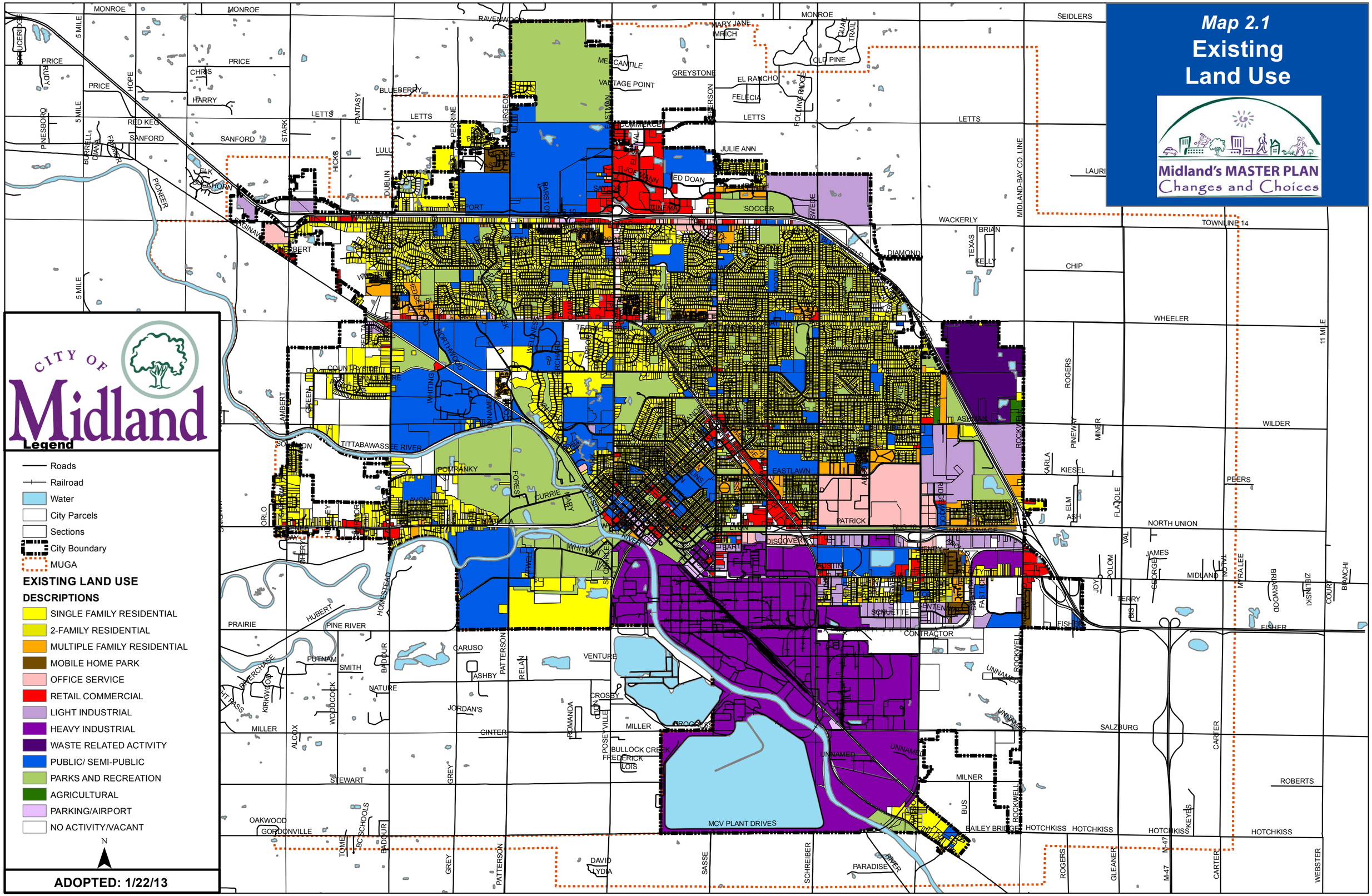
Light Industry. Light Industry uses are limited to operations that focus on warehousing, research and technology, and limited manufacturing and assembly of products. While these uses generate truck traffic, the operations typically have lower impacts in terms of noise and odors. They also generally operate completely within enclosed buildings and have little to no outdoor storage.

Heavy Industry. Heavy Industry supports a large range of industrial operations including manufacturing, assembling, and many other high impact activities. It also includes lands that, while free of structures or noticeable activity, are vital to the operations of heavy industrial areas. The major Heavy Industry use is the Dow Chemical Company and the Dow Corning Company.

Waste Related Activity. Waste Related Activity pertains to the City-owned and publicly operated landfill on the east side of U.S.-10, south of Wheeler and north of Wilder.

Parking/Airport. Parking/Airport includes all municipal and other dedicated parking areas throughout the City, as well as the City Airport.

No Activity. No activity category includes all other land not identified as an active use above. Many of the areas in this category are floodplain, wetlands, woodlands, agriculture, and other natural areas that are not developable to a higher use as they currently exist. This category also includes any vacant lots throughout the City that have no building or activity.

Map 2.1
Existing Land Use

Midland's MASTER PLAN
Changes and Choices