

# Changing Demographics

City of Troy  
November 11

**TROY IS AGING**

**TROY IS DIVERSIFYING**

**TROY IS EXPERIENCING  
CHANGING PREFERENCES**

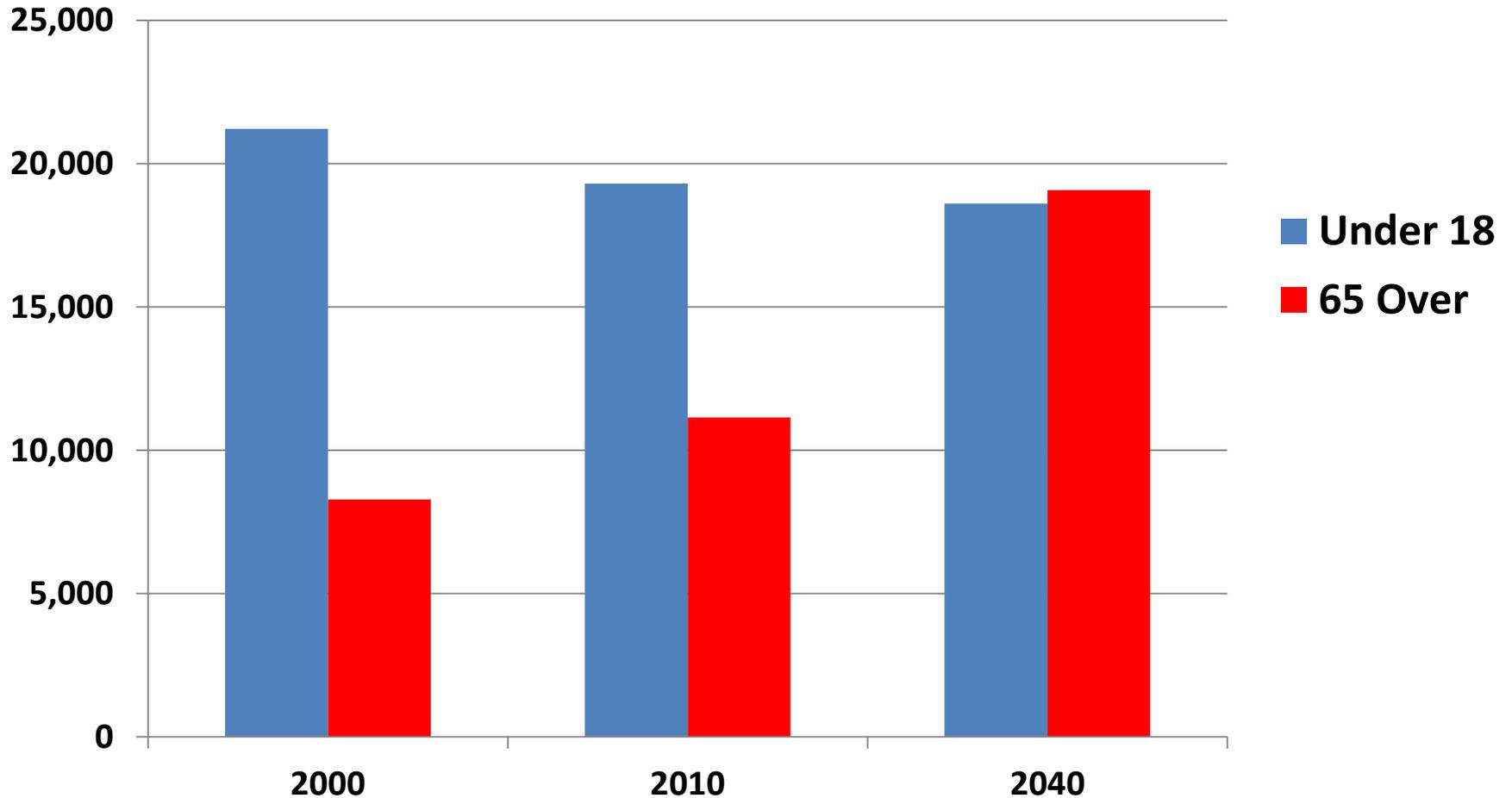
71% ↑





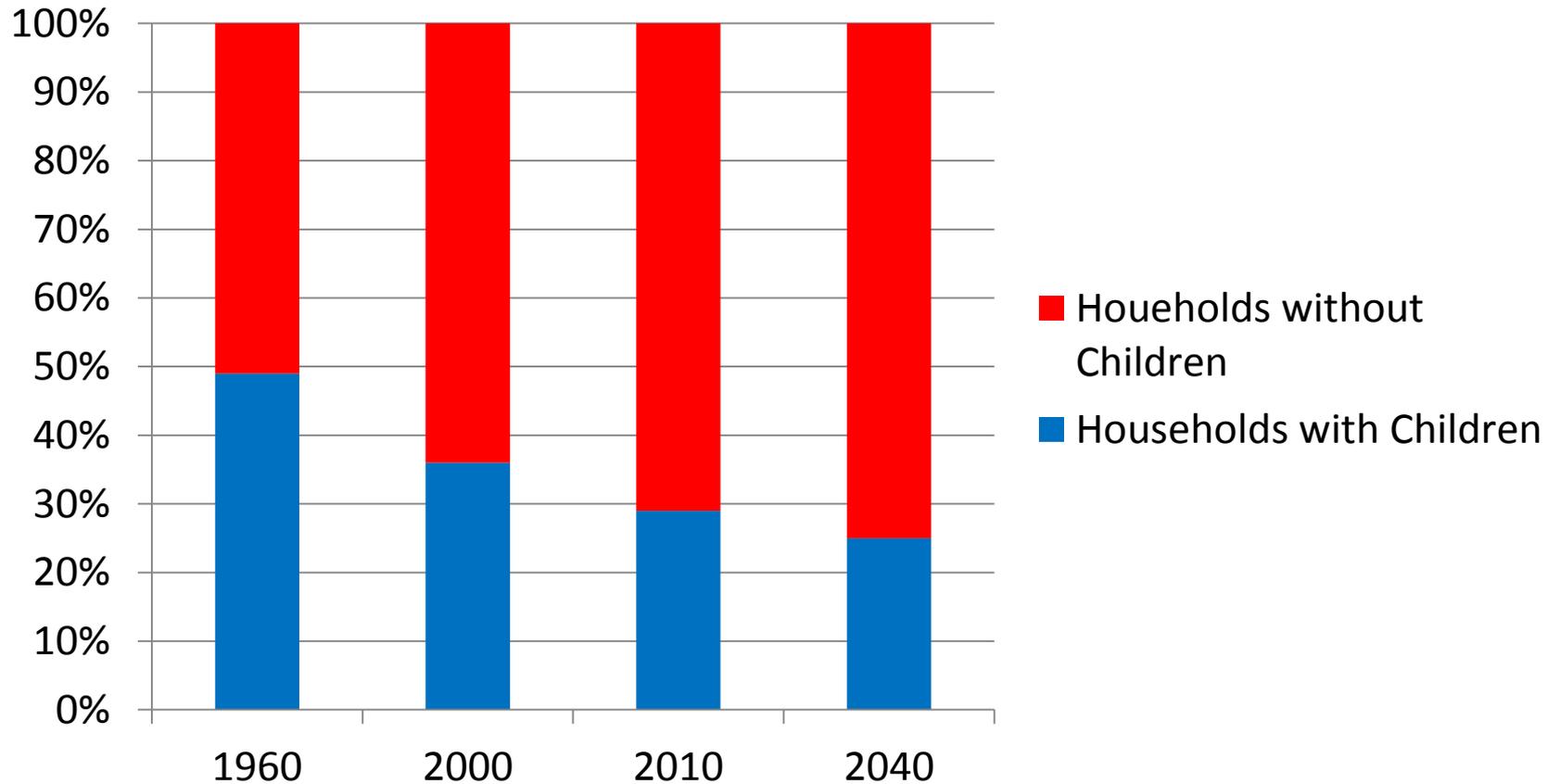
↑  
**116%**

# *City of Troy Population Projections for Youngest and Oldest Population Segments, 2000-2040*

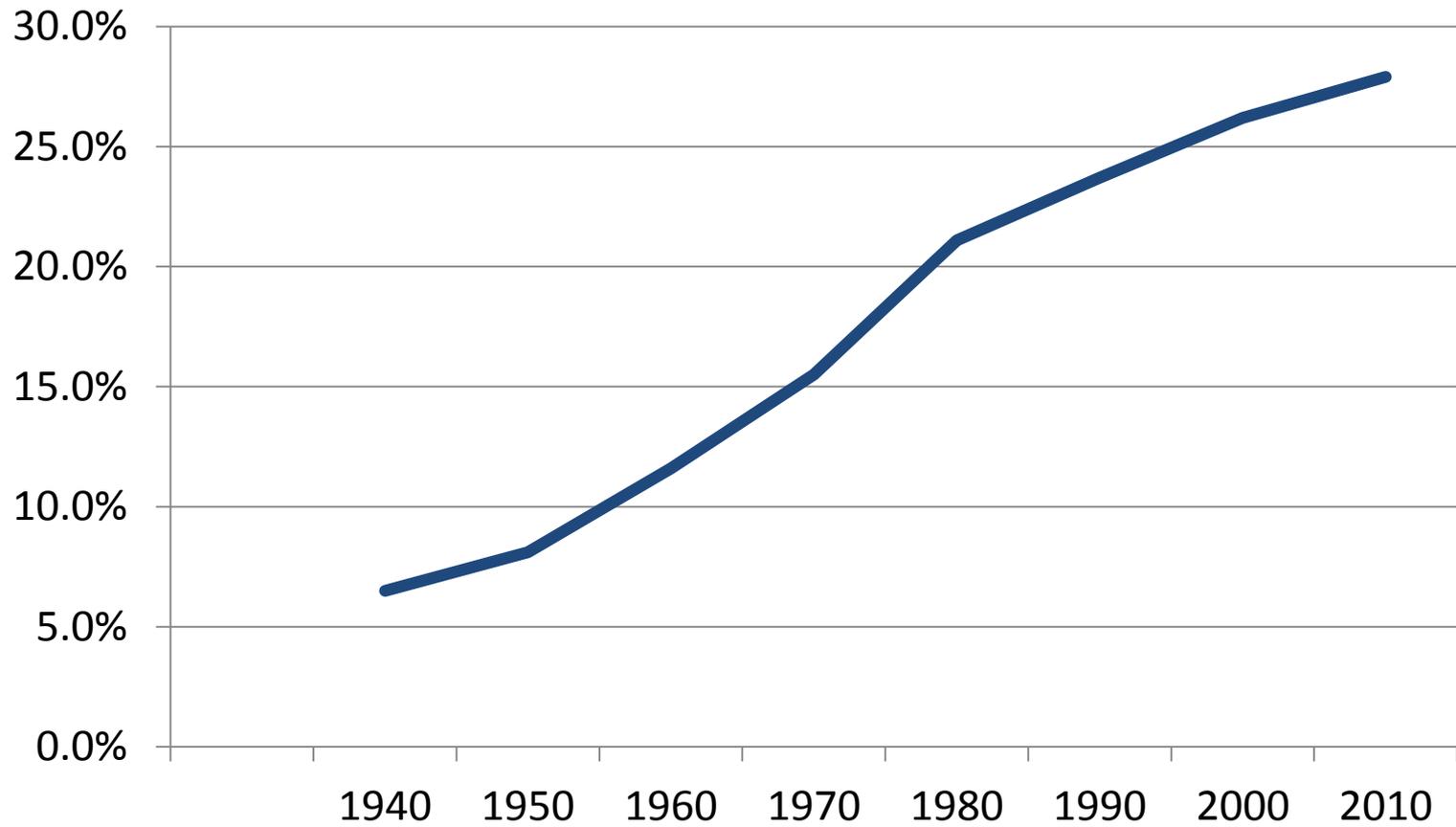


***By 2040, the first time in Troy's history, there will be more seniors than people under 18 years of age.***

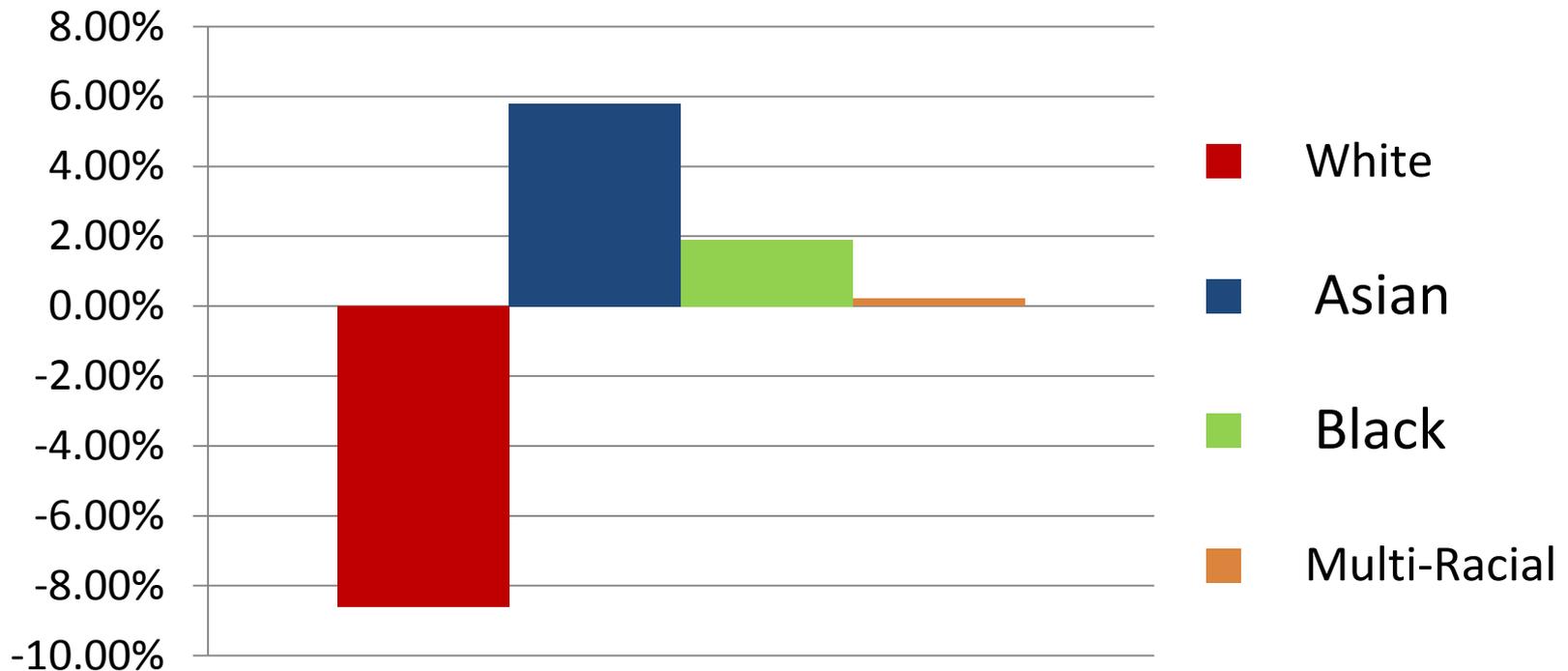
# *Household Types are Changing, State of Michigan*



# *Percent of Households with One Person: 1940-2010, State of Michigan*

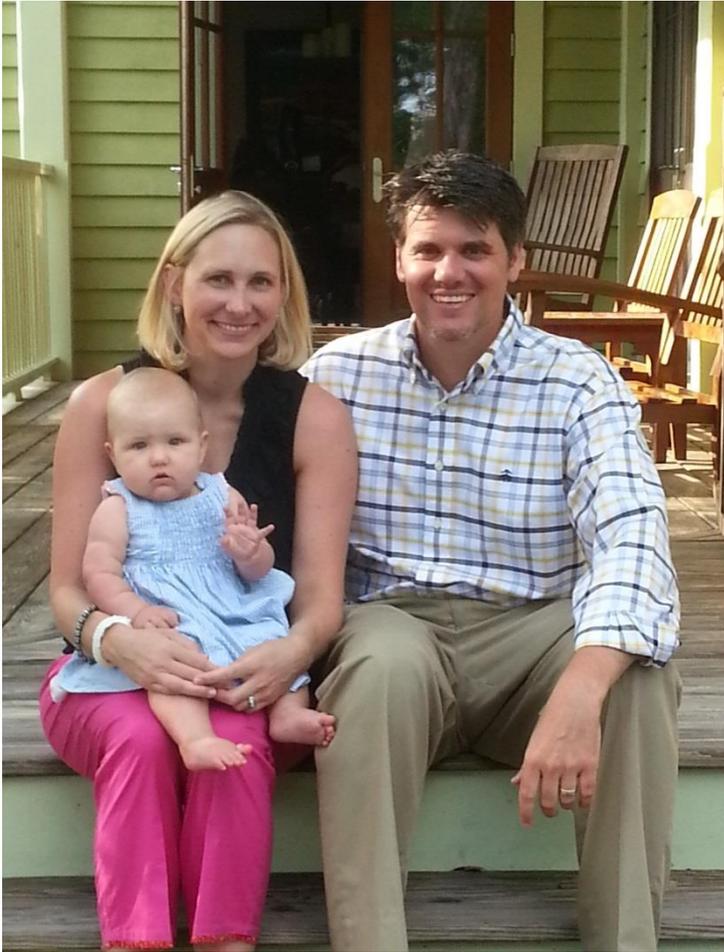


# Percentage Change in Troy Population by Race from 2000 to 2010



***Millennials want to live in a traditional neighborhood, downtown, or urban core place....***

***But...national research & data show increasing demand for downtown and city neighborhood living in three of six generations (millennials, silent, baby boomers)***



***You and I Want the Same Thing***

# *2011 Community Preference Survey:*

- *47% prefer to live in a city or suburban neighborhood with a mix of houses, shops, and businesses;*
- *88% say neighborhood is bigger consideration than house size; and*
- *Public schools, sidewalks, or places to take walks are **top community characteristics** wanted .*

***Demographic trends can  
have a profound effect on  
local governments***

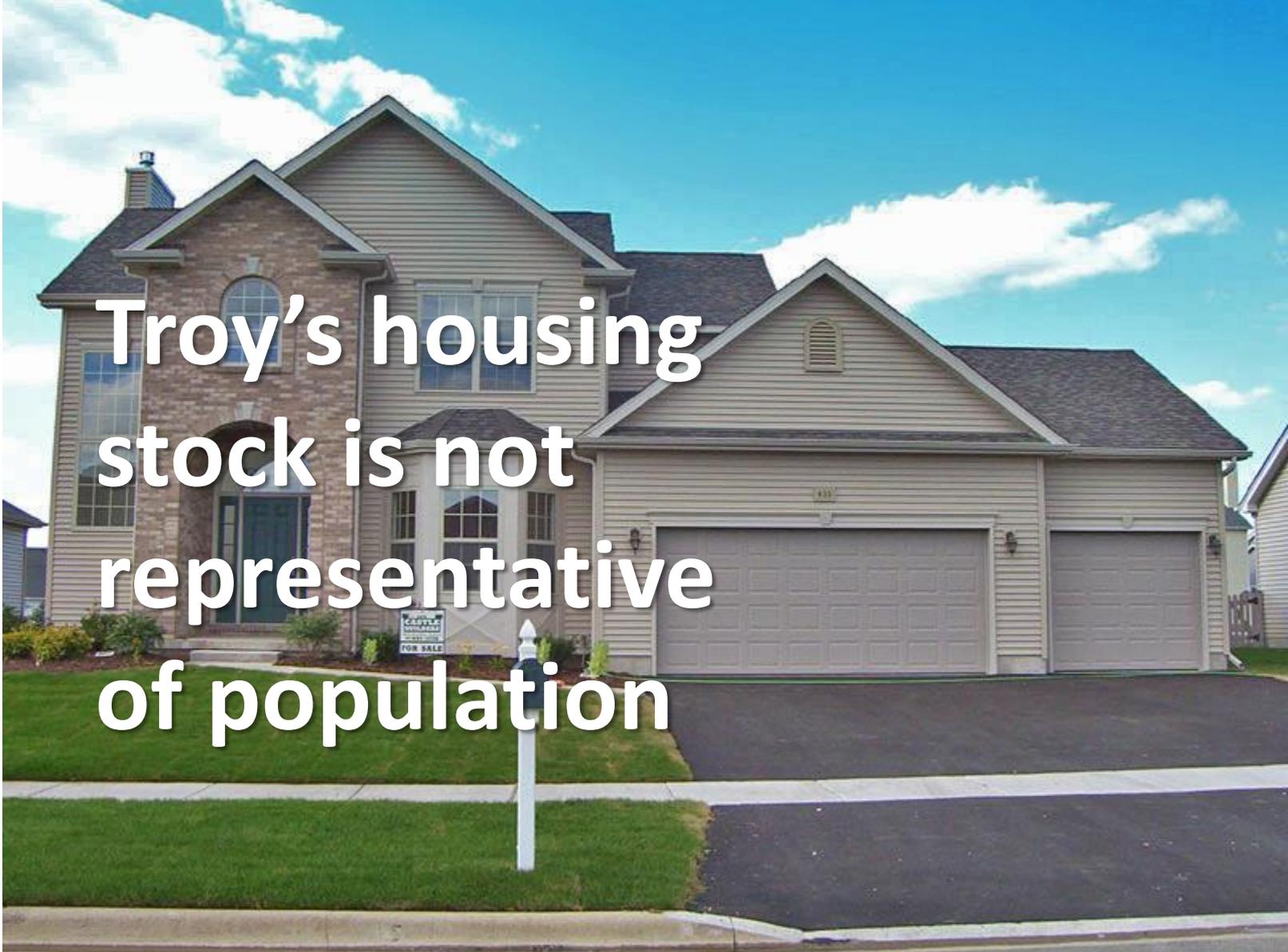
# **Priorities to ensure Troy can continue to evolve and serve its changing population:**

**Priority 1: Provide for a variety of housing options**

**Priority 2: Maintain a high quality of life**

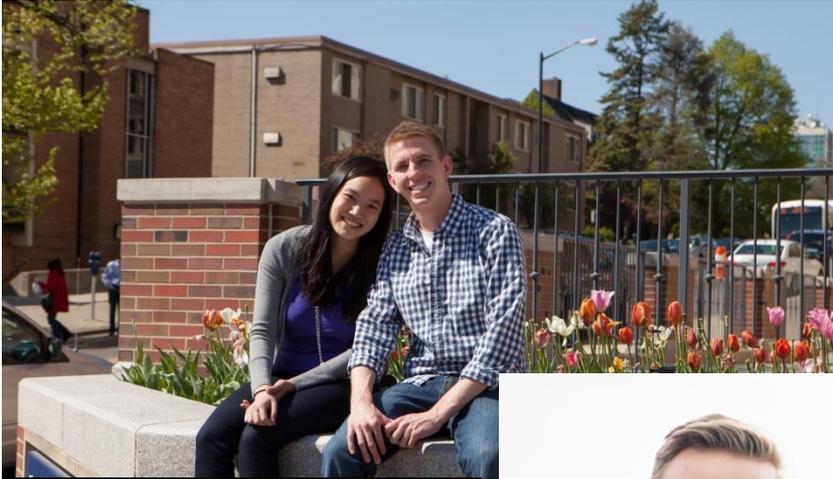
**Priority 3: Continue to Access City Services Based on Changing Demographics**

**Priority 1: Provide for a  
variety of housing  
options**

A large, modern two-story house with a brick and siding exterior, a two-car garage, and a 'FOR SALE' sign in the front yard. The house features a prominent front porch with a brick column and a large window. The garage has two white doors. The front yard is well-maintained with green grass and a concrete sidewalk. A white signpost with a 'FOR SALE' sign is visible in the foreground. The sky is blue with scattered white clouds.

**Troy's housing  
stock is not  
representative  
of population**

# *30-32% of home purchases are made by couples*



***22-24% of home purchases are made by single women***



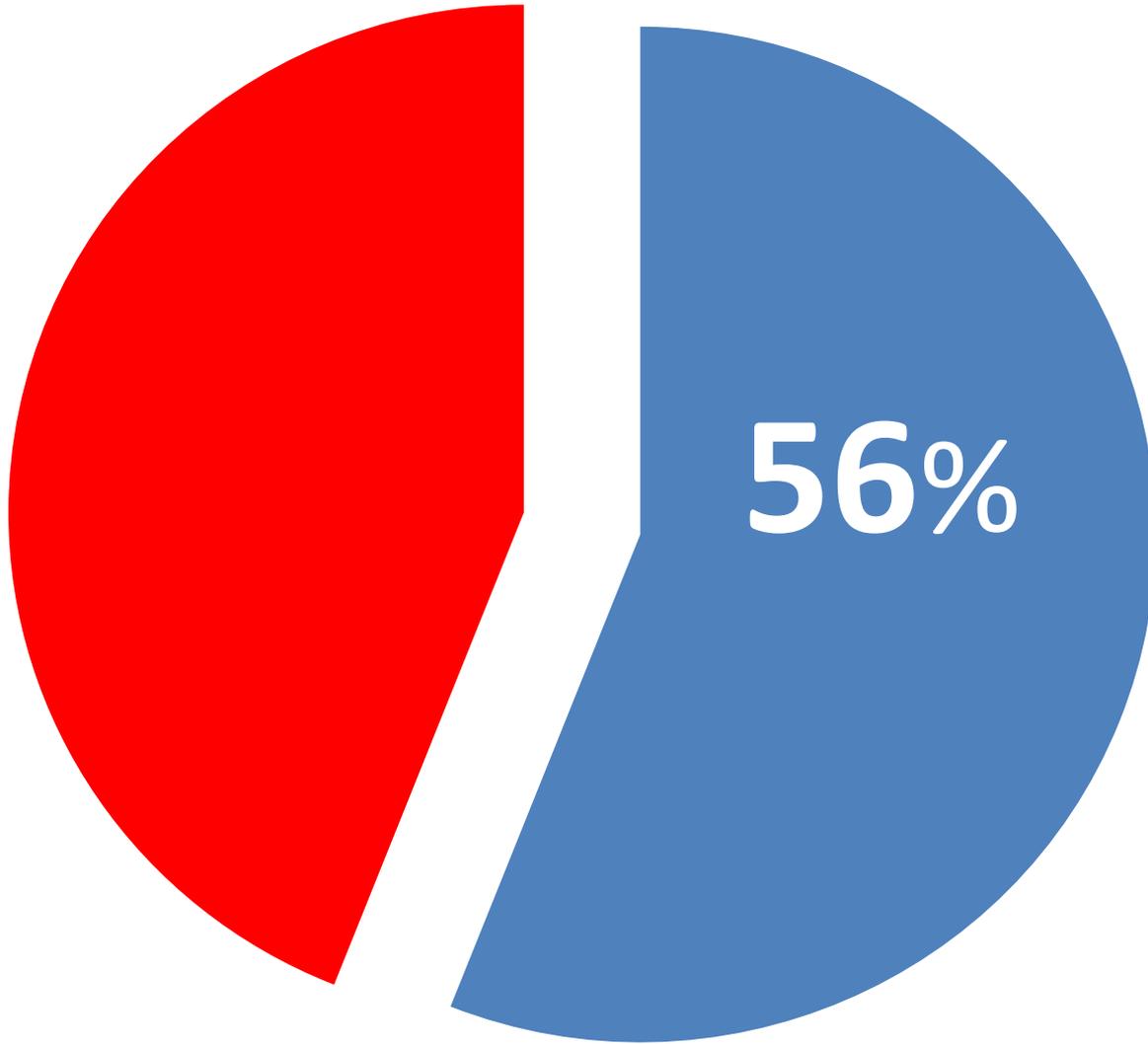
***75% of households will be without children by 2040***





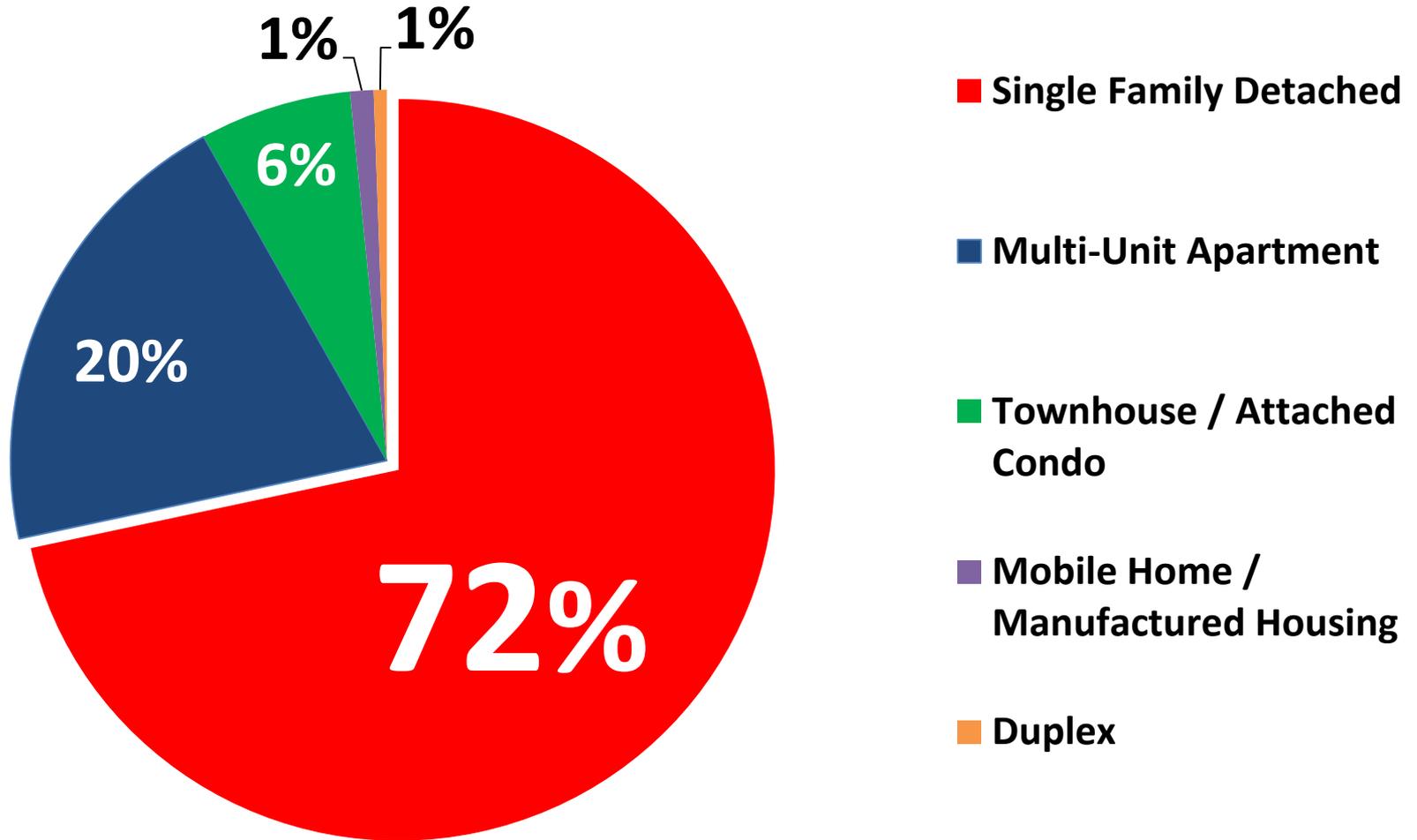
# The Great Senior Selloff

- **35% of seniors will have trouble selling house**
- **When seniors move, 60% will move into rentals**



**.... of the  
projected 2040  
population are  
in the non-single  
family  
residential  
demographic,  
but...**

# Troy Housing By Type



# Troy Has...



Lots of  
Seniors

Lots of Single  
Family  
Homes

**Strength of Troy is the single family housing stock....**

**A majority of Troy will continue to desire to live in single family homes**

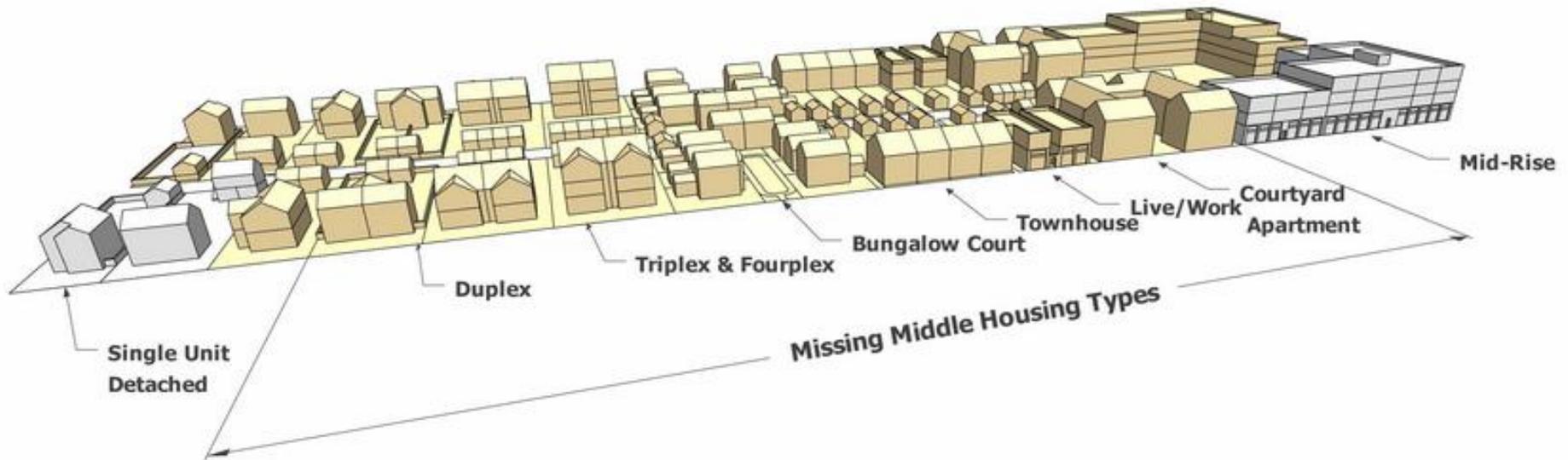
**However, options, options, options....**

**Enough of This**



**Not Enough of This**





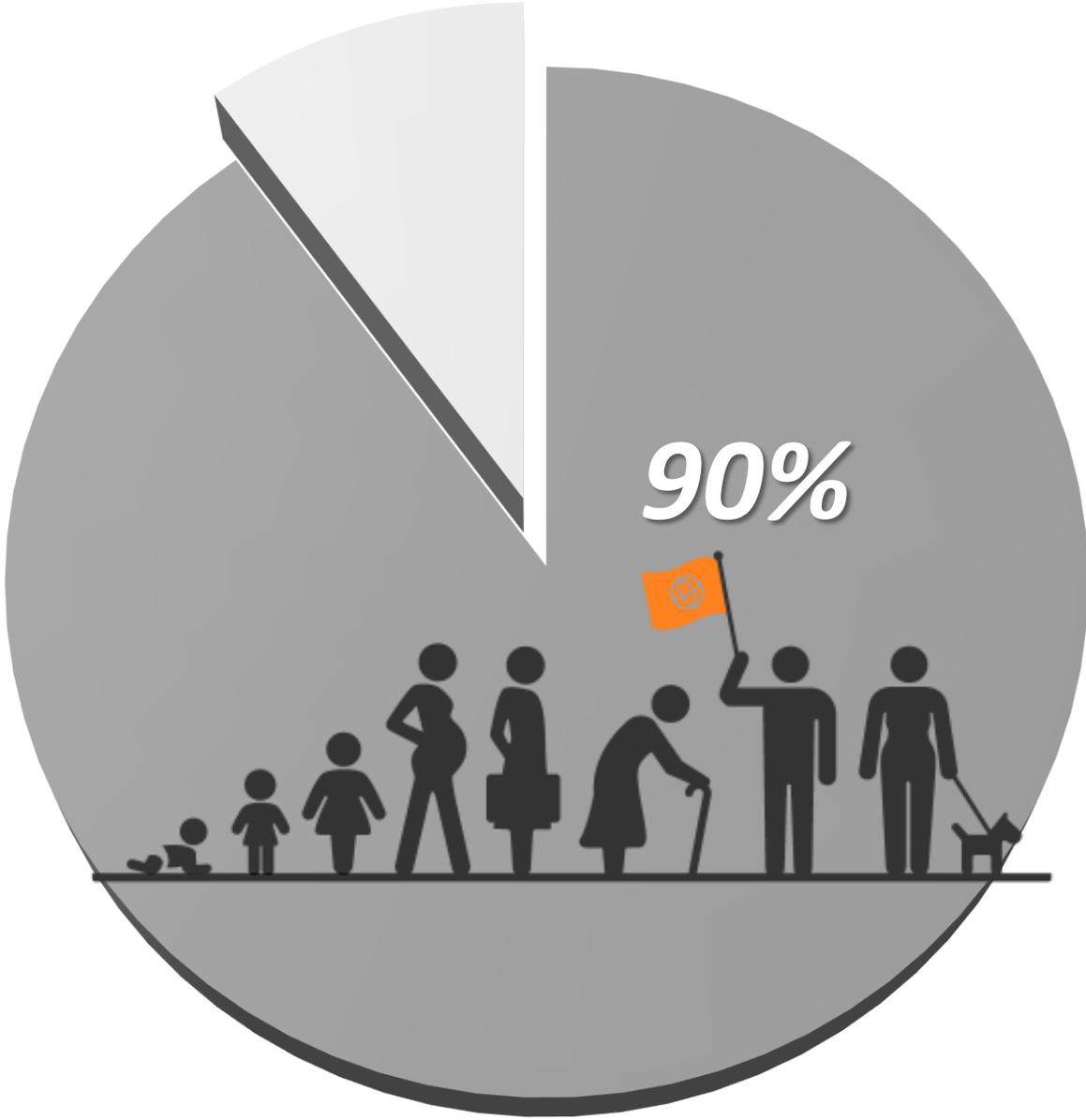
## Maintain a housing balance that reflects demographics:

- Seniors
- Young Professionals
- Families

# **Strategy 1: Maintain a housing balance that reflects demographics**

- Strive to make sure that the housing supply is consistent with city demographics and housing demand.
- Encourage “middle” type housing.
- Continue to educate development community regarding market demand.
- Continue to review Zoning Ordinance to ensure it allows for a wide range of housing types and prices to meet evolving housing market.
- Encourage residential in mixed use developments.

People  
want  
to stay  
in their  
home



## **Strategy 2: Encourage Universal Design**

- Encourage universal design to developers in the project design phase.
- Recognize universal design branding.
- Incorporate universal design into any future city building and retrofit any existing city building where feasible.

**Priority 2: Maintain a  
high quality of life**

# Preferences are Changing

***Active Seniors.***  
9% in Troy



***Young Baby Boomers,***  
27% in Troy

***Generation Y  
(Entrepreneurs),***  
11% in Troy



***Minorities,***  
25% in Troy



**Need to evolve with quality of  
life factors to attract youth and  
talent**

- **Attracting and retaining talent  
is critical to success**
- **Knowledge workers are  
mobile**
- **Attracted to quality places**

## Active/Dynamic Living Environment w/ lots of fun

- Recreation, arts, social interaction

## Amenities

- Pedestrian, biking, parks, outdoors spaces, sports

## Diverse lifestyle choices

- Transposition options, housing options, density range

## Business and entrepreneurial opportunities

- Creative culture, risk taking, market for innovation

# Strategies:

***Strategy 1:*** Provide for Aging In Places

***Strategy 2:*** Continue to Big Beaver Troy’s “Place”

- Promote Arts, Culture, Entertainment, and Places to Assemble
- Housing diversity

***Strategy 3:*** Let Maple Road Continue to Evolve

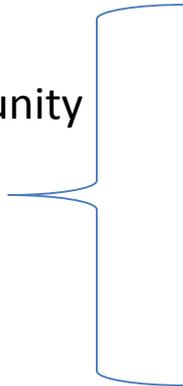
- Entrepreneurship,
- housing diversity

***Strategy 4:*** Contribute to the success of the Troy School District by Focusing on Non-School Factors

***Strategy 5:*** Provide Access to Parks and Recreation

***Strategy 7:*** Provide Multi-Modal Transportation Options

Opportunity  
Areas



**Priority 3: Continue to  
Access City Services  
Based on Changing  
Demographics**

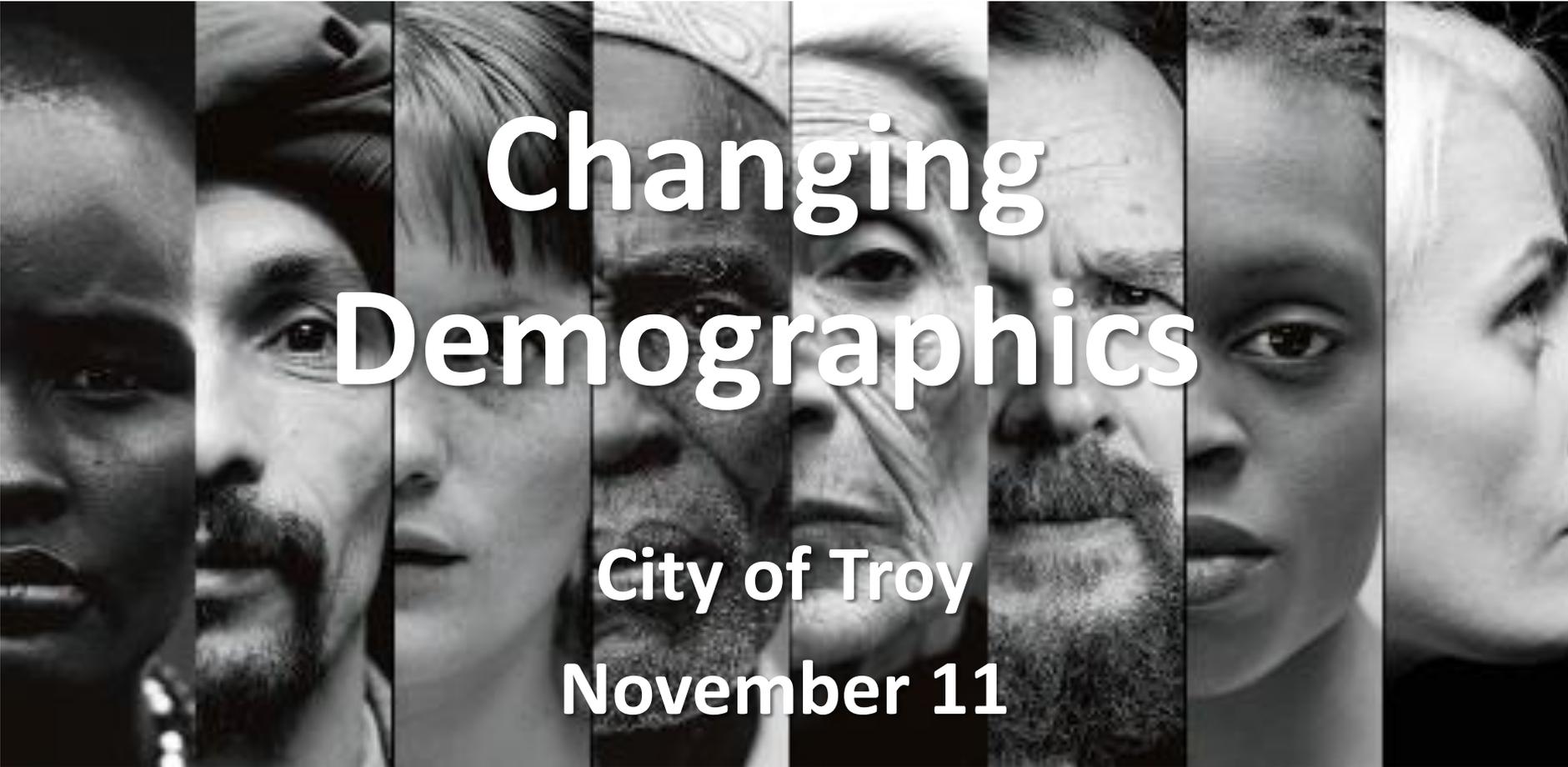
**The changing of Troy's  
population will affect  
policy-making and  
planning**

# Three Strategies:

**Strategy 1:** Work with social service and community organizations to identify community needs

**Strategy 2:** Continue to prioritize infrastructure improvements as part of Capital Infrastructure Plan

**Strategy 3:** Use Master Plan to identify and plan for community needs and services.



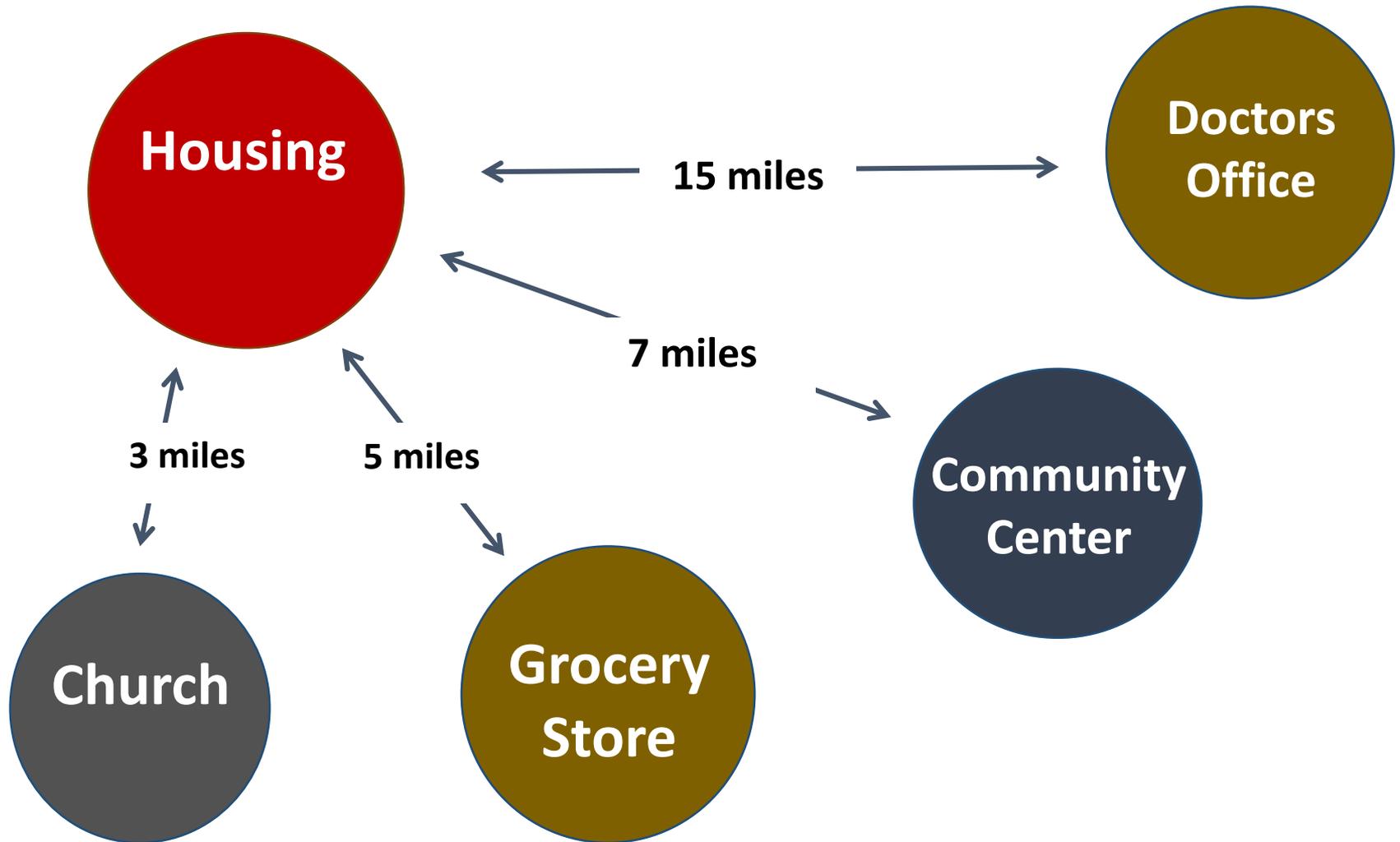
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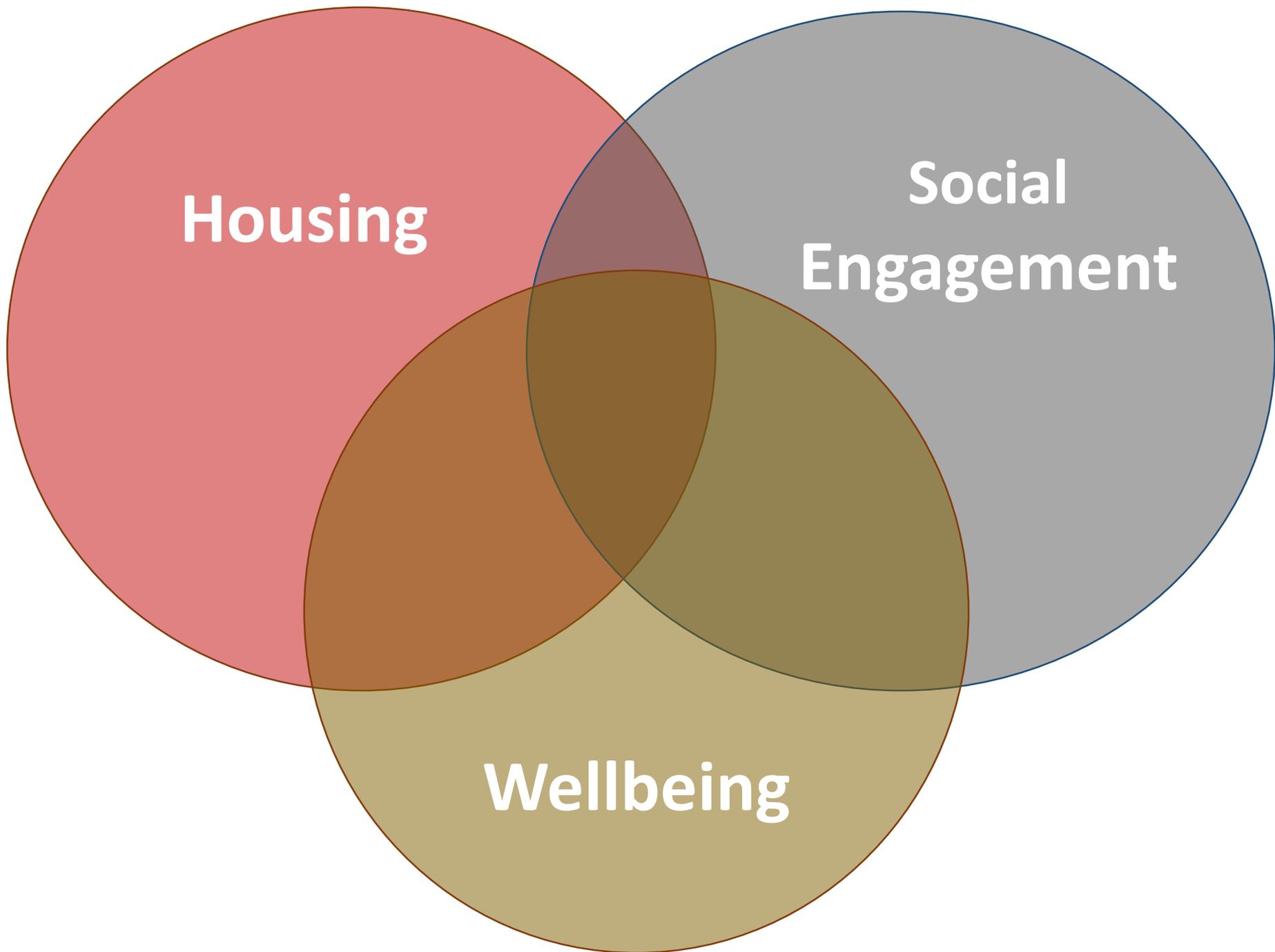
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Aging-in-Places is about promoting access and mobility, engagement, and well-being on the individual and group level in a community setting.



When each sphere is viewed separately there is a disconnect:





**Housing**

**Social  
Engagement**

**Wellbeing**