HN Governing Board

- Community Foundation Presidents
- Lakeshore Advantage President
- United Way President
- Chambers of Commerce Presidents
- Ottawa County Administrator
- Lakeshore Non-profit Alliance - Director
New Localism

“The multi-sectoral networks that work together to solve problems as well as the institutional vehicles they invent to get things done.”

-Bruce Katz & Jeremy Nowak
1) Increase housing supply at all price points

2) Provide support for housing choice across workforce

3) Strengthen partnerships across the community
Housing Affordability

Generally, housing that costs 30% or less of a household’s annual income, with “costs” referring either to rent, or, for ownership units, mortgage interest and principal, taxes, and insurance.

Examples:
Individual earning $18,000 /
Monthly maximum housing cost of $450

Individual earning $30,000 /
Monthly maximum housing cost of $625

Family earning $54,000 /
Monthly maximum housing cost of $1,350

Family earning $90,000 /
Monthly maximum housing cost of $2,250
1) Increase housing supply at all price points.
1. Standards for height, bulk, density, and area

<table>
<thead>
<tr>
<th>Minimum lot area</th>
<th>3,000 square feet, or 3,000 square feet per Dwelling Unit, whichever is greater (amend. by ord. no. 532 eff. April 26, 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum lot width</td>
<td>100 feet</td>
</tr>
<tr>
<td>Maximum height of structures</td>
<td>2½ stories, or 35 feet</td>
</tr>
<tr>
<td>Front yard setback</td>
<td>50 feet</td>
</tr>
<tr>
<td>Rear yard setback</td>
<td>30 feet</td>
</tr>
<tr>
<td>Side yard setback</td>
<td>Each side yard setback shall be at least ten (10) feet; both side yard setbacks combined shall be at least thirty (30) feet (ord. no. 309 eff. 2/22/99; amend. by ord. no. 376 eff. 6/21/03)</td>
</tr>
<tr>
<td>Minimum floor area per dwelling unit</td>
<td>884 square feet</td>
</tr>
</tbody>
</table>

See also footnotes 2; 3; 5; 6; 7; 8; and 13 in Chapter 21 (Schedule of District Regulations).
<table>
<thead>
<tr>
<th>USE</th>
<th>NUMBER OF MINIMUM PARKING SPACES PER UNIT OF MEASURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Housing for Senior Citizens</td>
<td>One (1) for each 3 residents, 25% of which shall be designated for visitor parking</td>
</tr>
<tr>
<td>Multiple-Family</td>
<td>Two (2) for each dwelling unit</td>
</tr>
<tr>
<td>One-Family and Two Family</td>
<td>Two (2) for each dwelling unit</td>
</tr>
</tbody>
</table>

640 sq ft
Required Parking
2383 Trailside Dr # 28, Zeeland, MI 49464
4 beds · 3 baths · 2,040 sqft

$304,610
Zestimate*: $271,654
Who is ALICE?

• Factory Workers $14.79
• Administrative Assistants $16.29
• Retail/Service Workers $12.76
• Childcare Workers $9.16
• Firefighters $19.25
• Waitresses $10.14
• Preschool Teachers $12.62
2) Provide support for housing choice that meets demand
Making Space for Housing Choice

- Reduced infrastructure costs
- Higher taxable value per acre
- Stronger connectivity to daily services / employment
- Less land intensive
- Supports higher frequency transit service
Baby boomers & Millennials are both showing strong interest in walkable neighborhoods, less maintenance.
Simple economics
Housing Above Retail
Incremental infill

• Utilizes existing infrastructure

• Adds density

• Increases tax base

• Increases land value
Making Space for Mobility Choice
Car ownership is typically #2 or #3 largest expense for families in Ottawa Co.
If you design a city for cars, it fails for everyone, INCLUDING drivers.

If you design a multi-modal city, it works better for everyone, INCLUDING drivers.
The system is perfectly designed to get the results you are currently getting.
3) Strengthen partnerships across the community
Levers to influence the System

- Land Use Planning / Zoning Support
- Improve Mobility Options
- Support Wage Growth/Education
- Leverage and prioritize use of local, state and federal incentive tools
- Philanthropic / corporate funds to support developers
- Innovation in construction process
Municipal Tools to Address Housing Choice

Plan

Zone

Invest

Abate
Planning

- Establishes shared community vision
- Expresses clear goals and objectives
- Identifies responsible parties
- Offers a timeline for execution
Zoning

Establishes regulatory framework

Expresses clear, objective requirements

 Defines the process for new development

Governs building form, placement and use.
Regulate for desired character / Leave room for innovation
Municipal Tools to Address Housing Choice

- Plan
- Zone
- Invest
- Abate
Values of Walkable / Non-walkable Districts

181 Columbia Ave

- 18,382 sq ft
- SEV = $301,100
- Value = $16.38 / ft

51 Waverly Road

- 67,714 sq ft
- SEV = $402,800
- Value = $5.95 / ft
Values of Walkable / Non-walkable Districts

54 East 8th Street

5,035 sq ft
SEV = $337,500
Value = $67.03 / ft

51 Waverly Road

67,714 sq ft
SEV = $402,800
Value = $5.95 / ft
Comparable State Equalized Values per foot of land area.

$67.03 / ft

$5.95 / ft
Comparable State Equalized Values per foot of land area.

- 40 feet of frontage on public road
  Generates $506 per linear ft of public infrastructure in annual tax revenue

- 210 feet of frontage on public road
  Generates $115 per linear ft of public infrastructure

Taxable values per linear foot of infrastructure
Municipal Tools to Address Housing Choice

Plan

Zone

Invest

Abate
Tracking 20 Years of Growing Construction Material Costs

- 60% Aggregate Costs
- 50% Plumbing
- 56% Steel Structure
- 68% Heating
- 61% Steel Mill
- 61% Insulation
- 47% Brick/Clay
- 122% Copper/Brass
- 87% Concrete
### Fair Market Rents

<table>
<thead>
<tr>
<th></th>
<th>1 Bed</th>
<th>2 Bed</th>
<th>3 Bed</th>
<th>4 Bed</th>
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</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$607</td>
<td>$639</td>
<td>$758</td>
<td>$1,038</td>
</tr>
<tr>
<td></td>
<td>$639</td>
<td>$758</td>
<td>$1,038</td>
<td>$1,128</td>
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### Cost to Build

<table>
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<th>1 Bed</th>
<th>2 Bed</th>
<th>3 Bed</th>
<th>4 Bed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$550</td>
<td>$750</td>
<td>$900</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>$750</td>
<td>$900</td>
<td>$1,200</td>
<td>$1,450</td>
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### Profit/Loss

<table>
<thead>
<tr>
<th></th>
<th>1 Bed</th>
<th>2 Bed</th>
<th>3 Bed</th>
<th>4 Bed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>+11%</td>
<td>-17%</td>
<td>-19%</td>
<td>-16%</td>
</tr>
<tr>
<td></td>
<td>-17%</td>
<td>-19%</td>
<td>-16%</td>
<td>-28%</td>
</tr>
</tbody>
</table>
Available Tools

• Payment in lieu of taxes (PILOT)

• Tax Increment Financing (TIF) — DDA or brownfield

• Temporary Property Tax Abatements
  – Obsolete Property Rehabilitation Act (OPRA)
  – Commercial Redevelopment Act
  – Commercial Rehabilitation Act
  – Neighborhood Enterprise Zone (NEZ)
Setting policy guidance

1. Agree on core values/principles
2. Establish baseline constraints
3. Articulate metrics for accountability
4. Define review process
Build for longevity