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Grand Haven Area
community foundationSM



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community foundation
Holland/Zeeland Area

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.








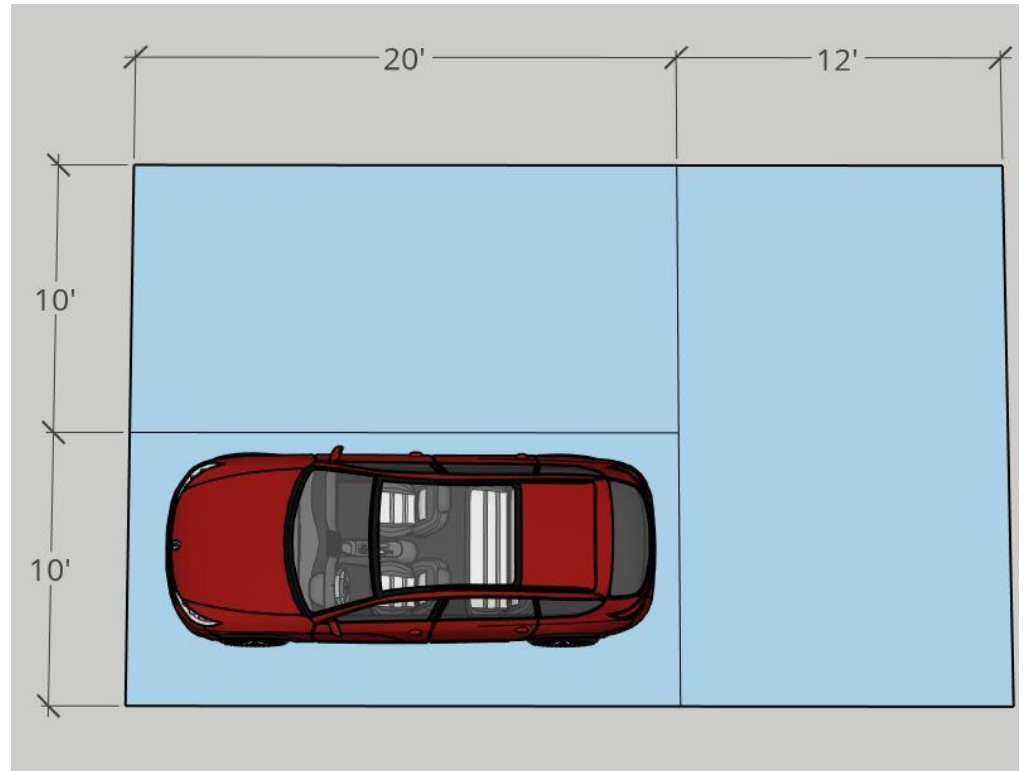
15.1204 SECTION 12.04 DESIGN REQUIREMENTS

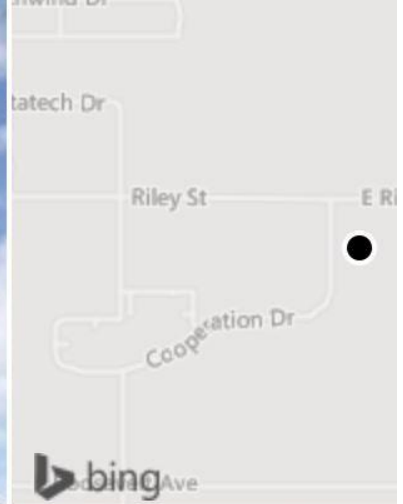
1. Standards for height, bulk, density, and area

Minimum lot area	3,000 square feet, or 3,000 square feet per Dwelling Unit, whichever is greater (amend. by ord. no. 532 eff. April 26, 2015)
Minimum lot width	100 feet
Maximum height of structures	2½ stories, or 35 feet
Front yard setback	50 feet
Rear yard setback	30 feet
Side yard setback	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)
Minimum floor area per dwelling unit	884 square feet 
See also footnotes 2; 3; 5; 6; 7; 8; and 13 in Chapter 21 (Schedule of District Regulations).	

USE	NUMBER OF MINIMUM PARKING SPACES PER UNIT OF MEASURE
RESIDENTIAL	
Housing for Senior Citizens	One (1) for each 3 residents, 25% of which shall be designated for visitor parking
Multiple-Family	Two (2) for each dwelling unit ←
One-Family and Two Family	Two (2) for each dwelling unit

640 sq ft
Required
Parking





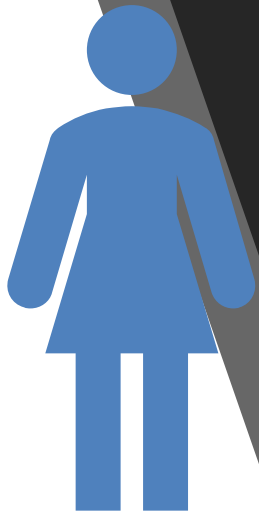
**2383 Trailside Dr # 28,
Zeeland, MI 49464**

4 beds · 3 baths · 2,040 sqft

● FOR SALE
\$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



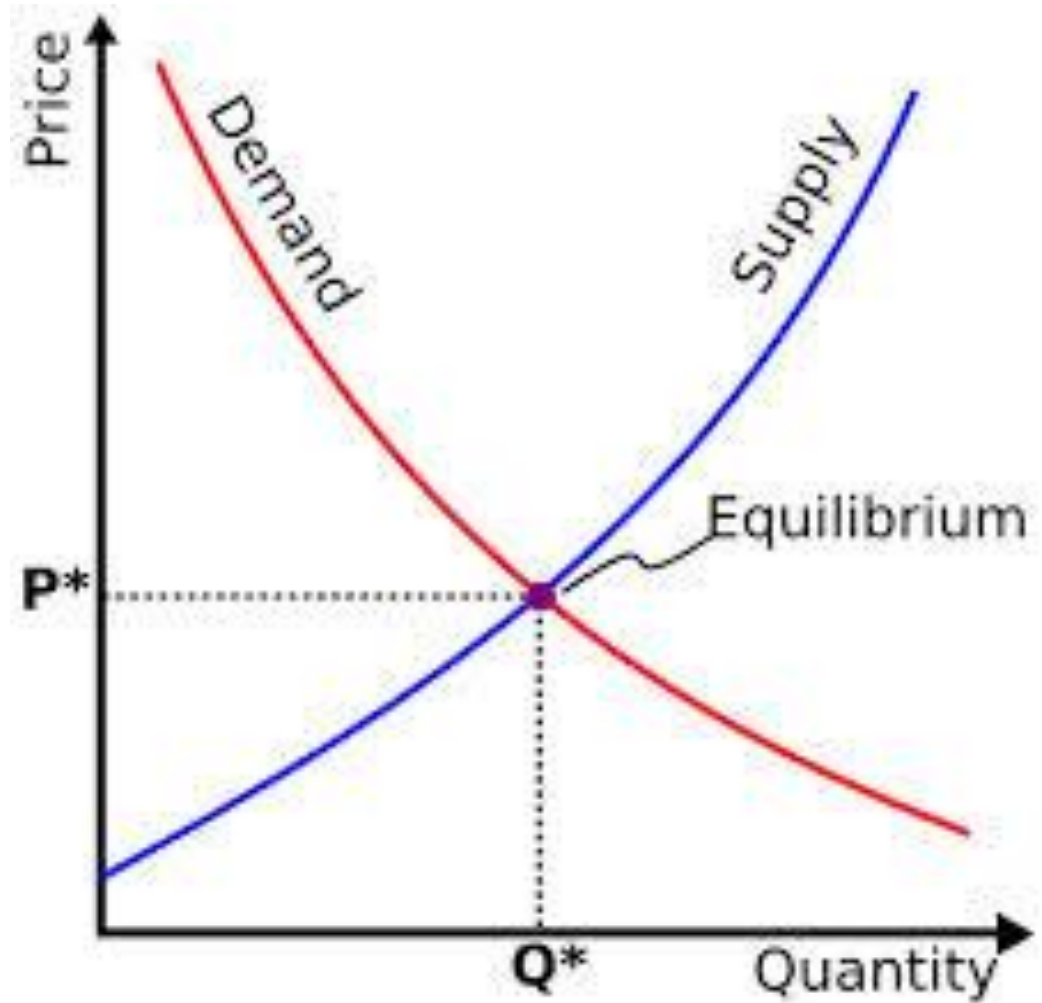
Making Space for Housing Choice

- 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 |



Norcrest Pl

W 40th St

Pizza Hut

Captain Sundae

Washington Ave

Jet's Pizza

W 40th St

Google

Incremental infill

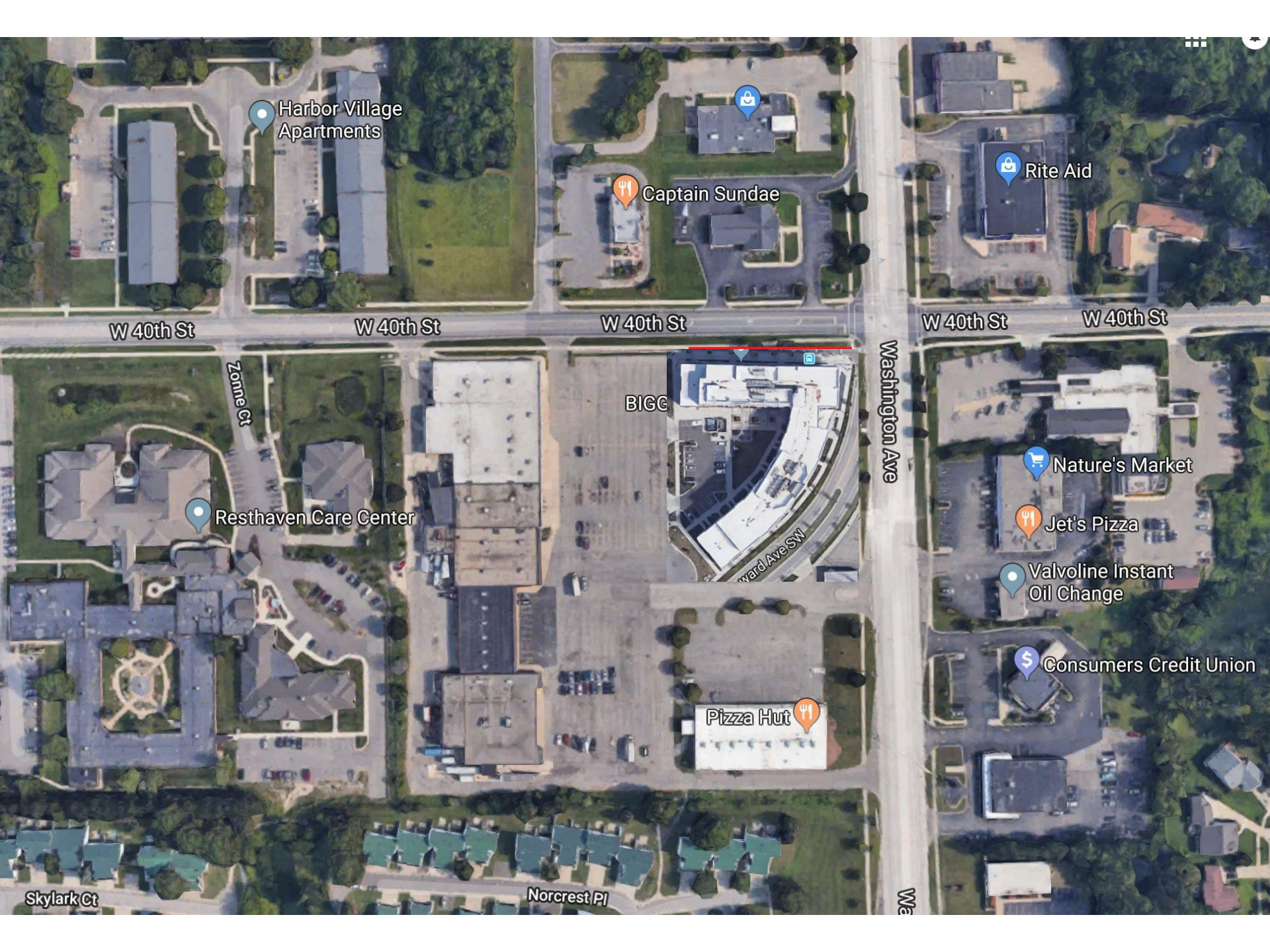
- Utilizes existing infrastructure
- Adds density
- Increases tax base
- Increases land value





FUTURESPACE

PHOTO: JAMES W. HARRIS



Harbor Village Apartments

Captain Sundae

Rite Aid

W 40th St

W 40th St

W 40th St

W 40th St

W 40th St

Zome Ct

Resthaven Care Center

BIGG

Washington Ave

Nature's Market

Jet's Pizza

Valvoline Instant Oil Change

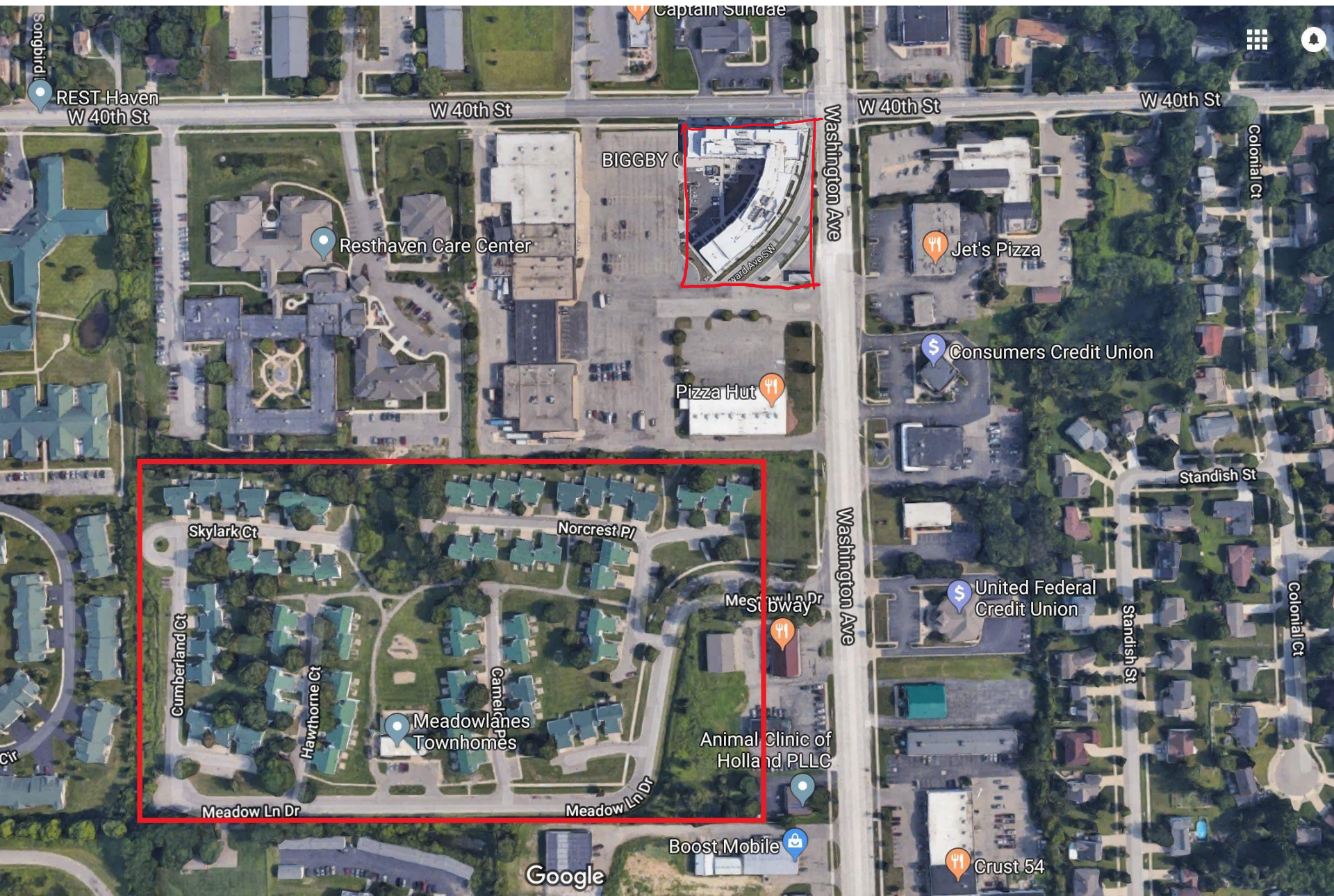
Consumers Credit Union

Pizza Hut

Skylark Ct

Norcrest Pl

W 40th St



Songbird Ct

REST Haven
W 40th St

W 40th St

BIGGBY C

Resthaven Care Center

Washington Ave

W 40th St

W 40th St

Colonial Ct

Jet's Pizza

Consumers Credit Union

Pizza Hut

Standish St

Skylark Ct

Norcrest Pl

Washington Ave

Cumberland Ct

Hawthorne Ct

Meadowlanes
Townhomes

Camelot Pl

Mega Bowl Dr

United Federal
Credit Union

Standish St

Colonial Ct

Animal Clinic of
Holland PLLC

Meadow Ln Dr

Meadow Ln Dr

Boost Mobile

Crust 54

Google

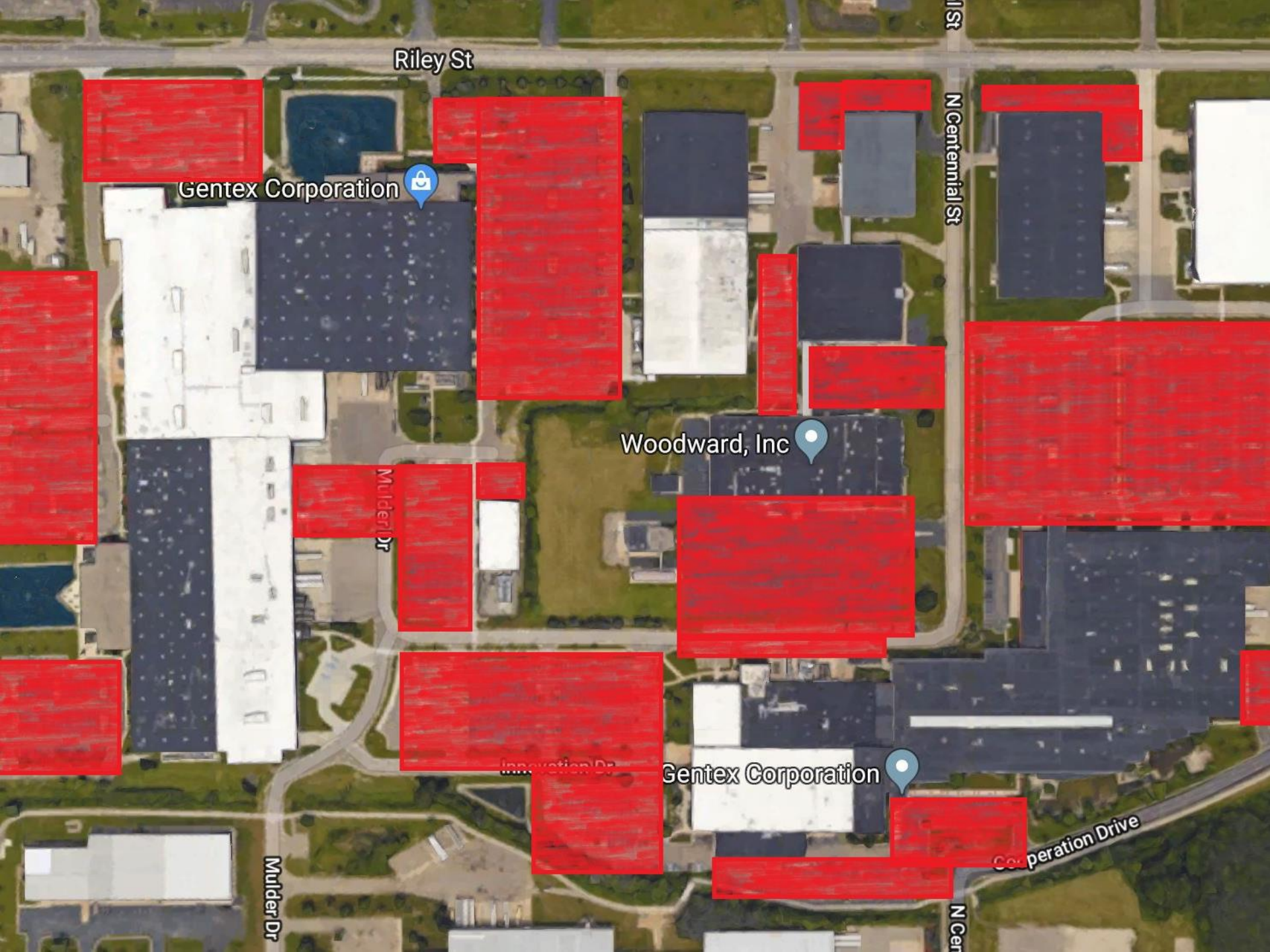
Making Space for Mobility Choice



Car ownership is typically #2 or #3 largest expense for families in Ottawa Co.



We ♥ members should join. **aac** credit union
www.aaccreditunion.org
Riley St. - Holland
Main St. - Zeeland



Riley St

Gentex Corporation

N Centennial St

Woodward, Inc

Mulder Dr

Innovation Dr

Gentex Corporation

Mulder Dr

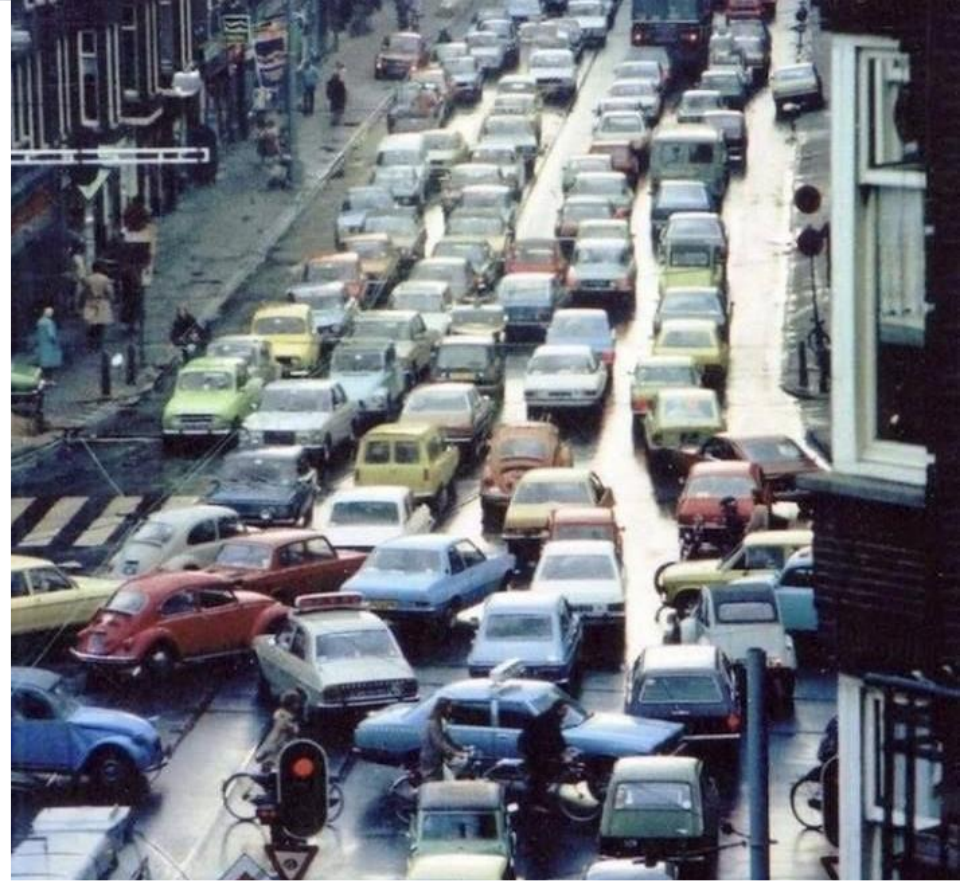
N Cent

Cooperation Drive

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.





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WE
WASH STATE

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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





Bryant



Municipal Tools to Address Housing Choice

Plan

Zone



Invest

Abate



Alberta

FAYE'S MIRA

40% OFF

MIRA

LINCOLN AVE

729

**OFFICE SPACE
FOR LEASE**
Inquire Within or Call
616 892-2499
616 291-3363
Starting
As Low As
\$150/mo.



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





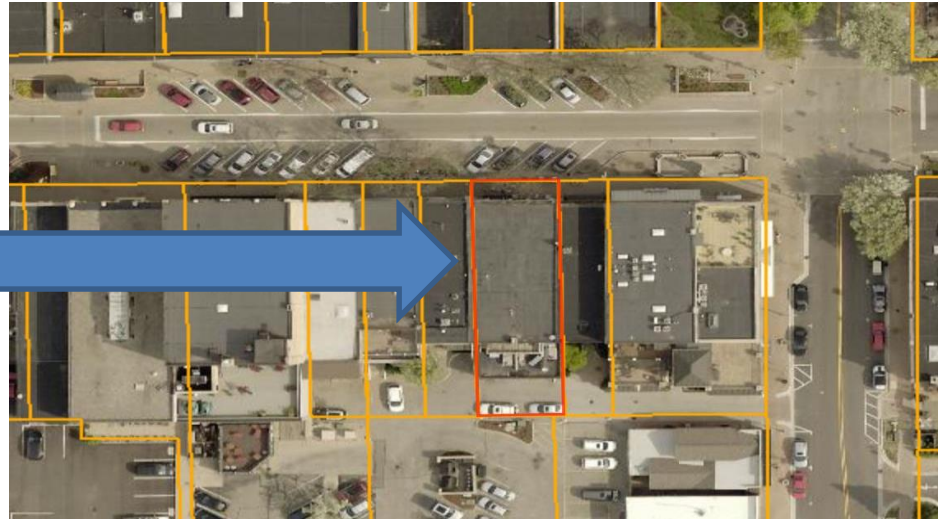
Values of Walkable / Non-walkable Districts

54 East 8th Street

5,035 sq ft

SEV = \$337,500

Value = \$67.03 / ft

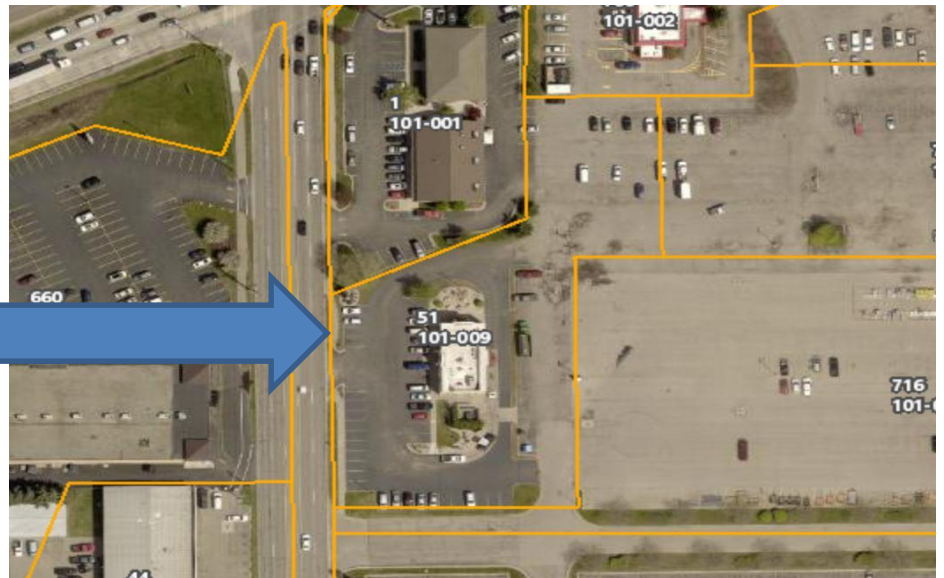


51 Waverly Road

67,714 sq ft

SEV = \$402,800

Value = \$5.95 / ft





\$5.95 / ft



Comparable State Equalized Values per foot of land area.

Taxable values per linear foot of infrastructure



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

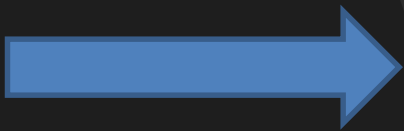
Municipal Tools to Address Housing Choice

Plan

Zone

Invest

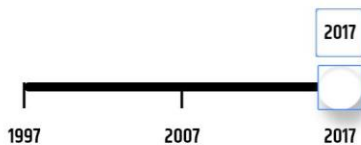
Abate



Tracking 20 Years of Growing Construction Material Costs



Aggregate Costs



Plumbing



Steel Structure



Heating



Steel Mill



Insulation



Brick/Clay



Copper/Brass



Concrete

Fair Market Rents

Studio
\$607

1 Bed
\$639

2 Bed
\$758

3 Bed
\$1,038

4 Bed
\$1,128

Cost to Build

Studio
\$550

1 Bed
\$750

2 Bed
\$900

3 Bed
\$1,200

4 Bed
\$1,450

Profit/Loss

Studio
+11%

1 Bed
-17%

2 Bed
-19%

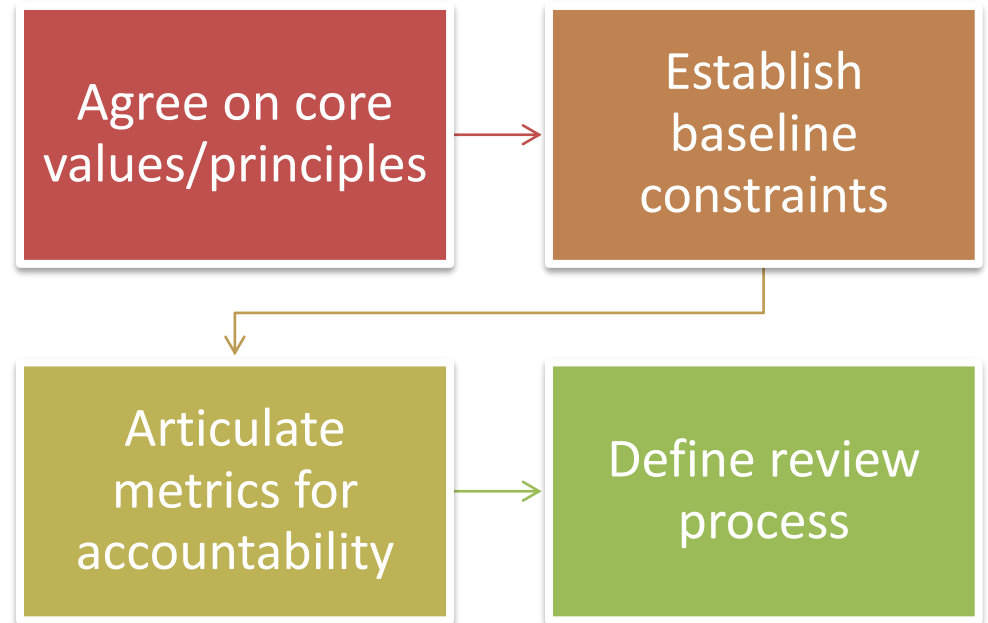
3 Bed
-16%

4 Bed
-28%

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



Build for longevity





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