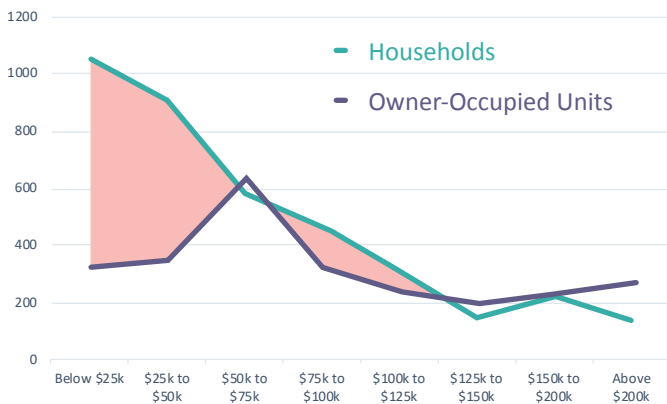


# South Haven Housing Gap Analysis

## INCOME

**Primary gap:** Households earning under \$75k  
**Secondary gap:** Households between \$75k and \$125k



### Recommendation:

Champion a range housing types at a range of prices  
 Preserve naturally occurring affordable housing

## FAMILY SIZE

**Primary Gap:** Missing middle housing  
**Secondary Gap:** Multi-family housing



1 adult | 0 kids

6,521 Households

27%



2 adult | 0 kids

9,152 Households

37%



1-2 adult | kids

8,879 Households

36%

### Recommendation:

Eliminate "one-size fits-all" regulations  
 Allow flexibility and reconfiguration of existing units

## AGE

**Primary Gap:** Starter Homes  
**Secondary Gap:** Elder Homes

### Recommendation:

Encourage downsize opportunities for "Empty Nesters"  
 Provide development bonuses for zero barrier and/ or affordable units



Silent Gen.



Baby Boomers



Gen. X



Millenials



Gen. Z



Gen. Alpha

	Silent Gen.	Baby Boomers	Gen. X	Millenials	Gen. Z	Gen. Alpha
<b>2021</b>	1,173	3,148	1,035	1,031	1,097	826
<b>Change</b>	-15%	+8%	-5%	-20%	-19%	+100%

## NEXT STEPS

1. Set a target: How much housing do you want to develop?
2. Clear the path: Assess development processes and fix the issues.
3. Prime the pump: Pilot innovative projects to make sure they are possible.
4. Kick-start the engine: Champion and launch the first wave of development.

Data: US Census 2021 5-year estimate tables for City of South Haven and South Haven Charter Township



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