



**Flywheel**  
MOMENTUM TO BUILD COMMUNITY.



Our mission is to help communities define their future growth by articulating a clear vision, crafting achievable implementation strategies, and gathering investors and development partners to see the vision through.



**Flywheel**

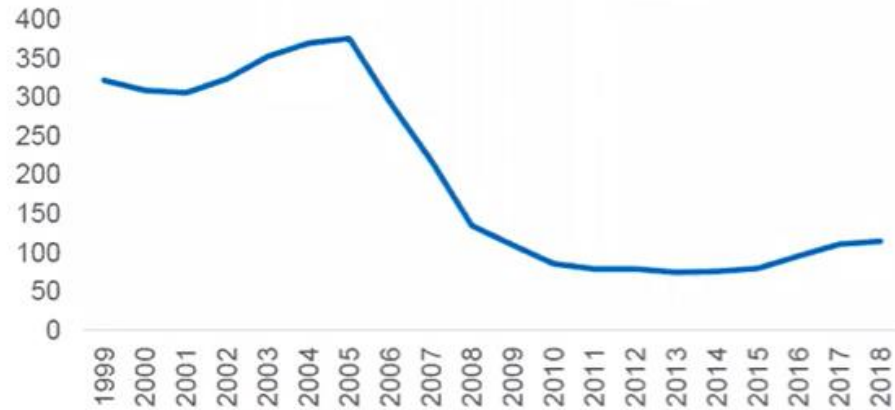
MOMENTUM TO BUILD COMMUNITY.

## 3 intersecting shortages:

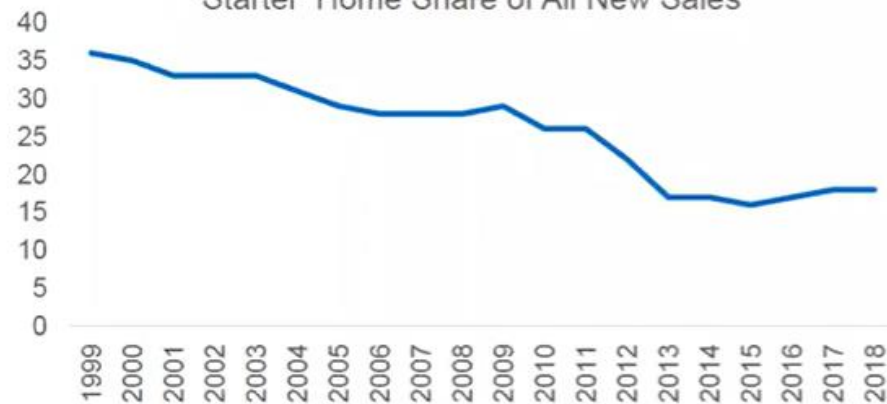
- Land is not zoned for the types of housing we need.
- Labor and material shortages.
- Rising interest rates and limited available capital.

## New Starter Homes Declining to Very Low Levels...

New 'Starter' Home Sales (Ths)



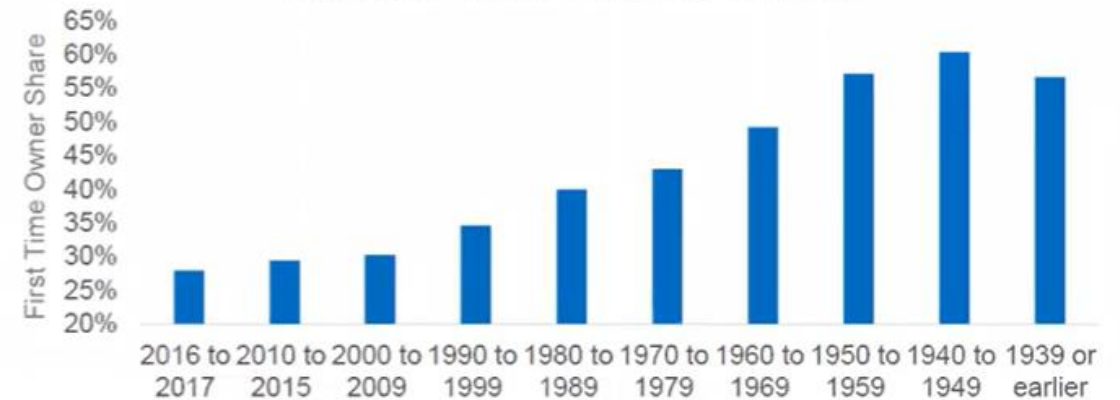
'Starter' Home Share of All New Sales



Source: Bureau of the Census. Starter homes defined as those under 1,800 square feet.

## ...Which Leads First Time Buyers to Purchase an Older Home

Share of First Time Owners by Year Built



First Time Owner Share vs Value of Property





## *Upward Economic Filtering* threatens middle-income households.

When there are too few homes and apartments available for everyone, local residents with the most money to spend are able to out-compete against everyone else. The greater the scarcity of housing, the more this competition will drive rents and home prices up.

National data source from HUD USER, [\*Impacts of Filtering and Rent Control\*](#)



# South Haven Community Housing Plan (Lite)

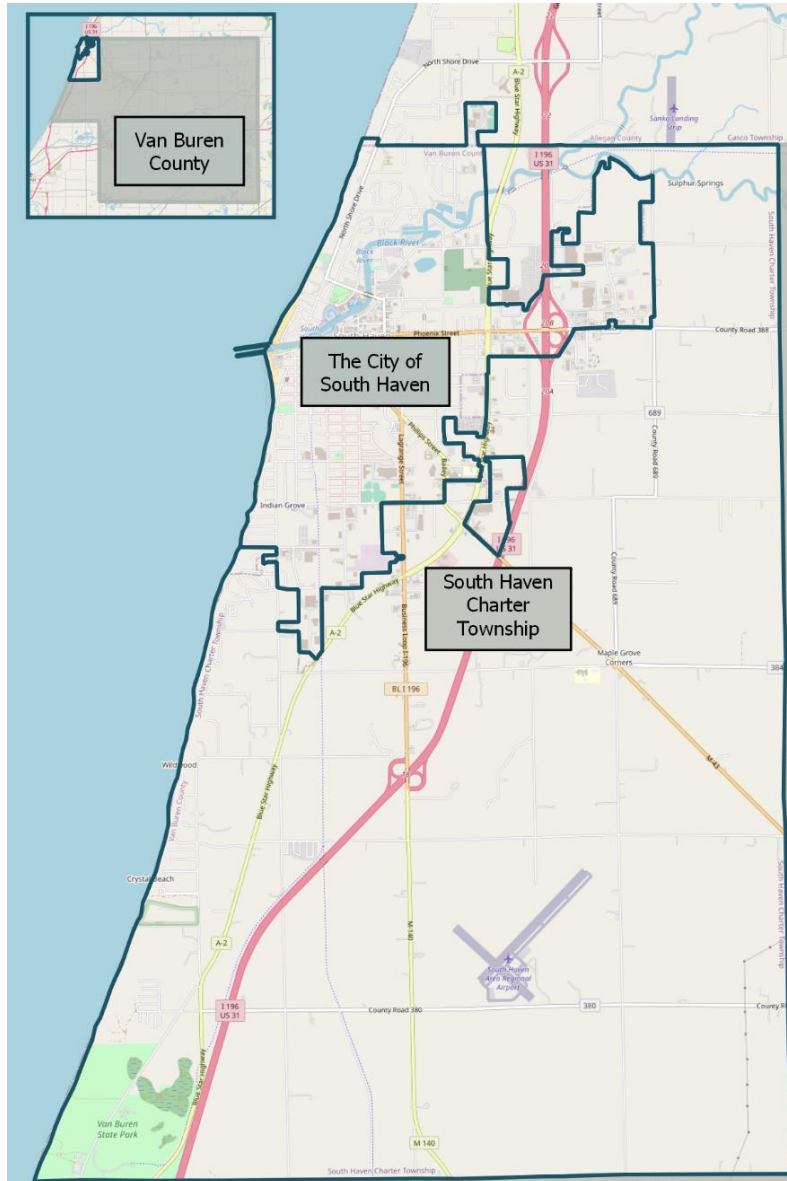
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Conduct a housing needs assessment for the South Haven Community

Provide a high-level overview of strategies to increase housing supply at all price points within the community.







# Defining the Locations of Analysis

South Haven Charter  
Township  
+  
City of South Haven



Silent Gen.



Baby Boomers



Gen. X



Millenials



Gen. Z



Gen. AI



Median age in South Haven Community is now 56 yrs old. Van Buren Co. median age is 41 yrs old.



# South Haven Community Household Makeup

Nearly 2/3 of all households are just one or two adults with no children at home.



1 adult | 0 kids

6,521  
Households

27%



2 adult | 0 kids

9,152  
Households

37%

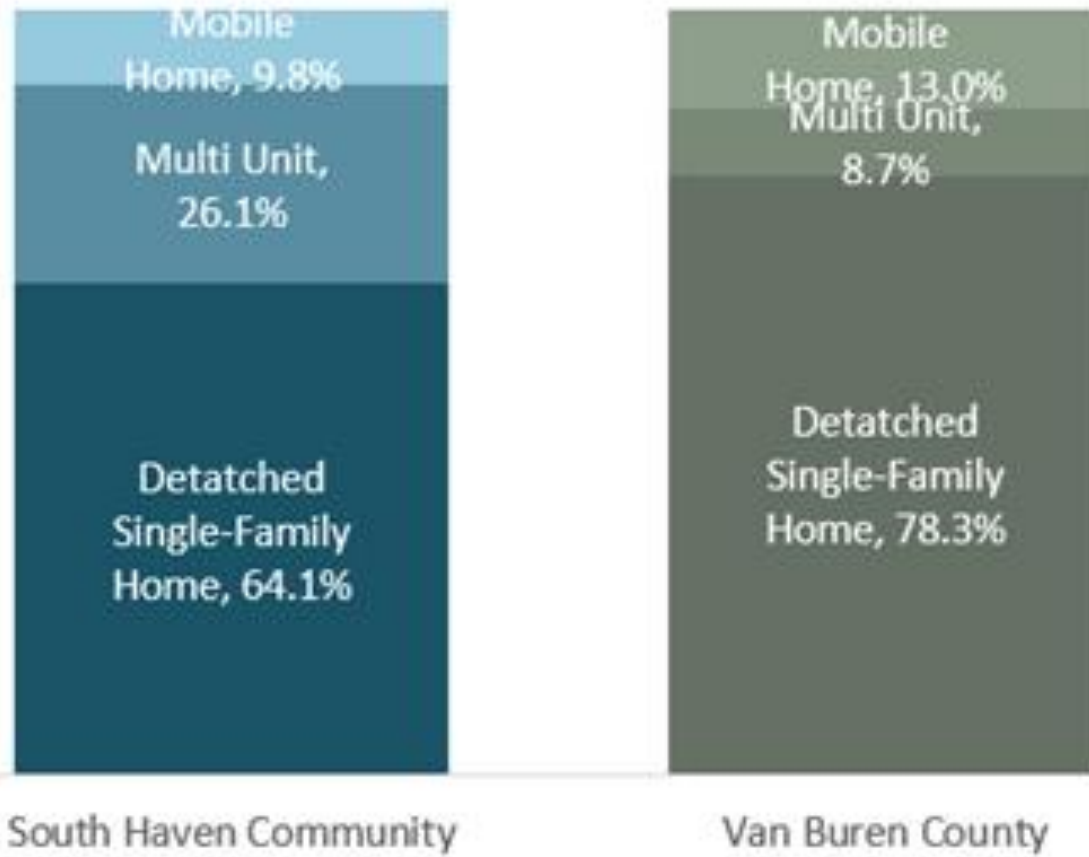


1-2 adult | kids

8,879  
Households

36%

## Housing Type

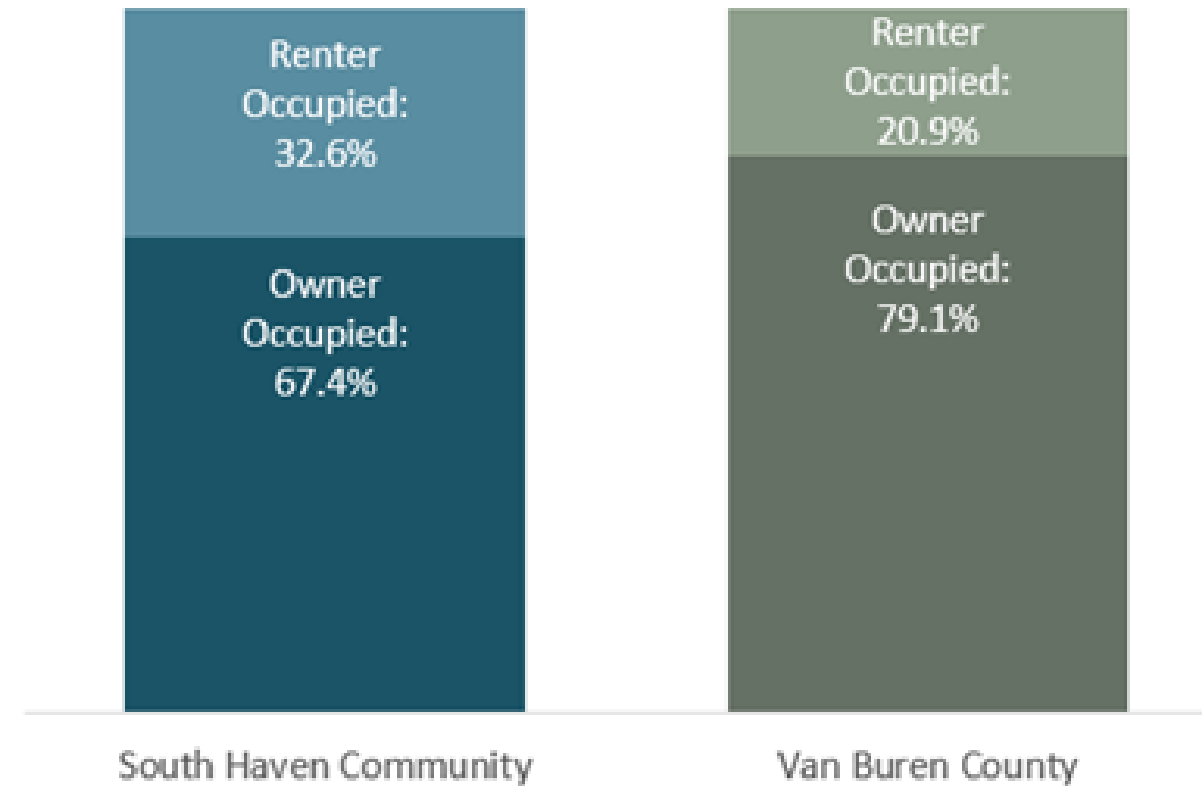


**Housing Type**  
comparing South  
Haven to Van Buren  
County

## Housing Tenure

comparing South Haven to  
Van Buren County

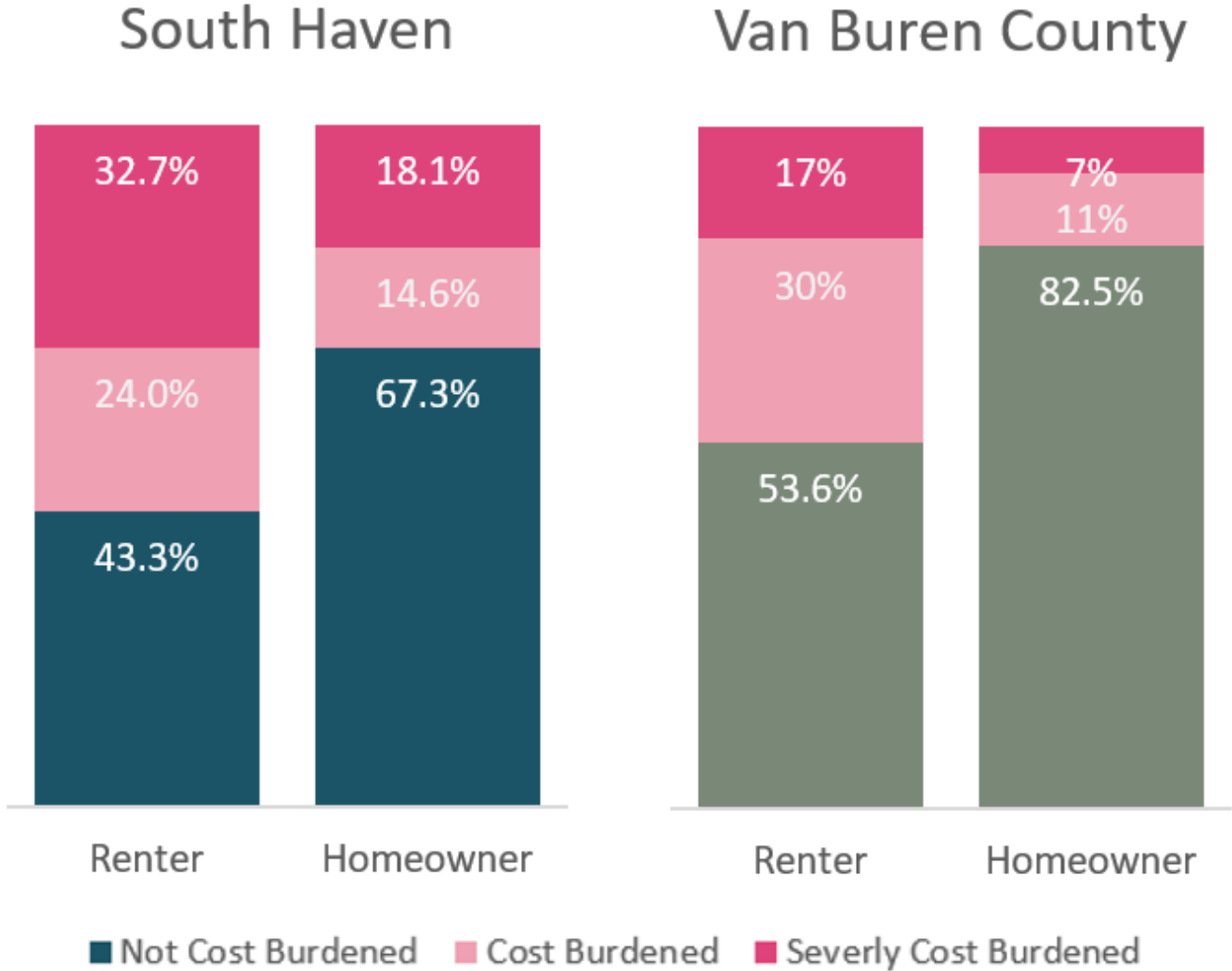
### Housing Tenure



Source: 2020 American Community Survey b25032



# Cost Burden

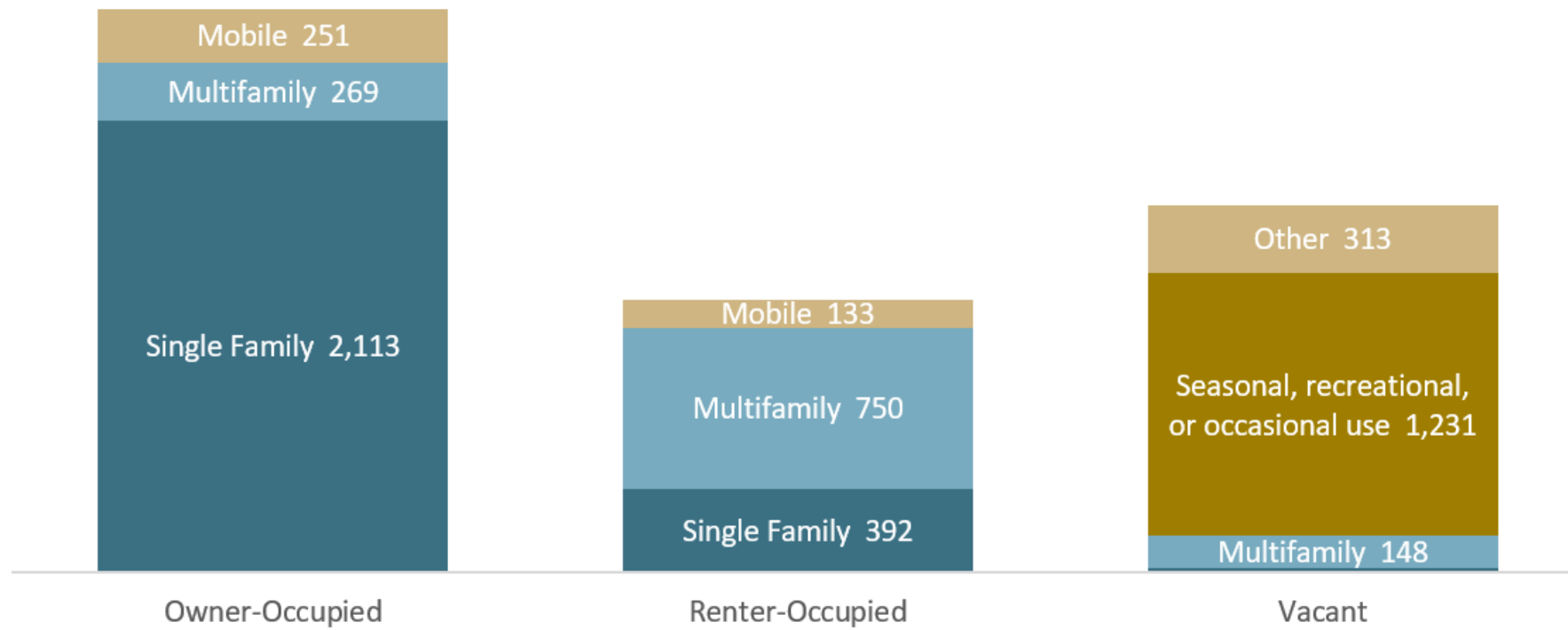


**38% of South Haven Community households are cost burdened**

An indirect measure of housing affordability is the number of households that are identified as cost burdened (paying over 30% of their income towards housing) and severely cost burdened (paying over 50% of their income towards housing).

The South Haven Community has higher rates of cost burden than in Van Buren County among both households who own their home and households who rent.

Source: 2020 American Community Survey B25095 and B25074



**Total Vacancy Rate**  
(Including vacation homes as vacant)

**30.5%**

**Visible Vacancy Rate**  
(Ignoring vacation homes)

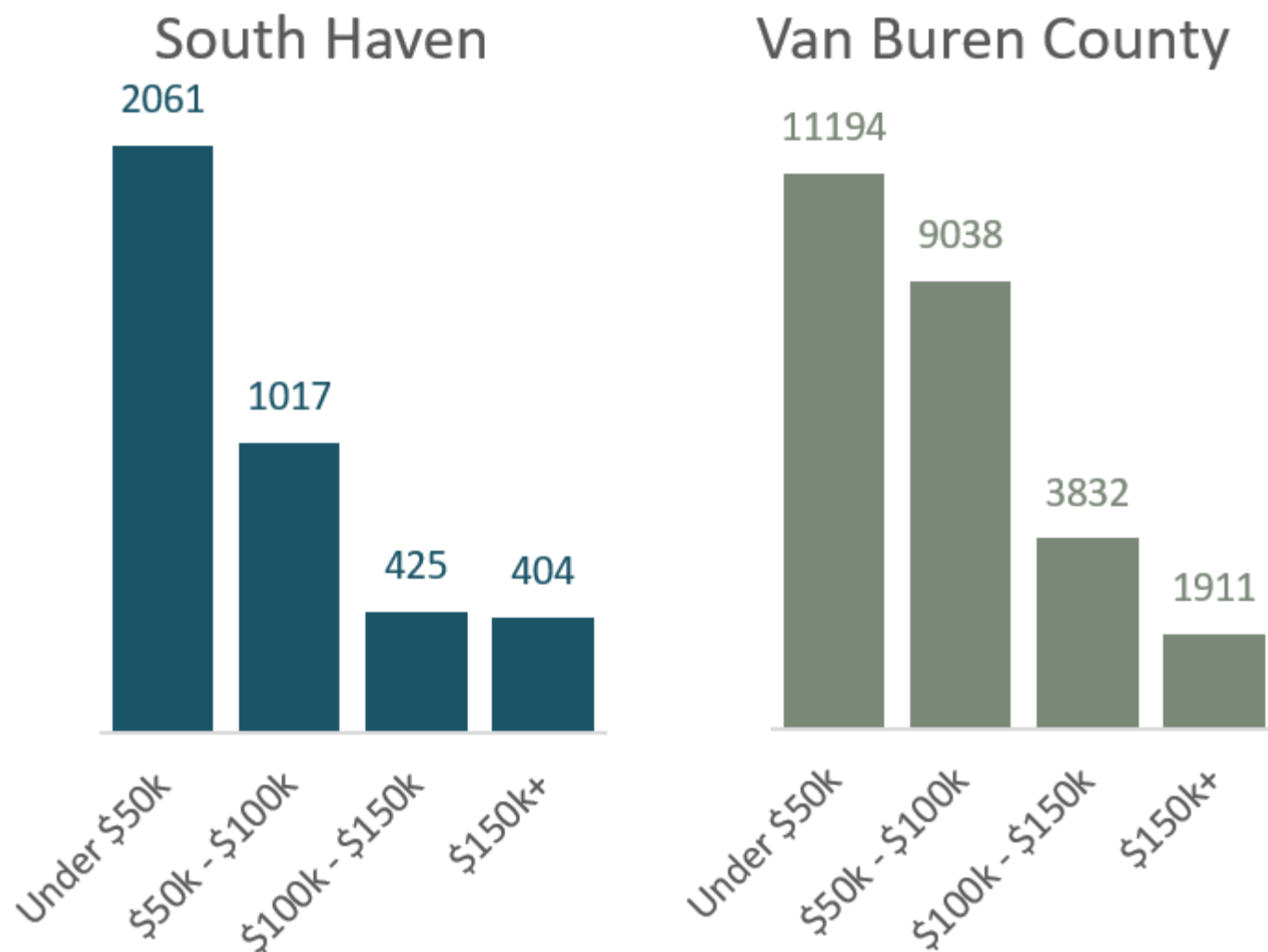
**8.6%**

**Effective Vacancy Rate**  
(Considering vacation homes occupied)

**6.2%**

Vacancy rate must be considered in the context of the many vacation homes owned by non-residents of the community.

# Household Income Distribution

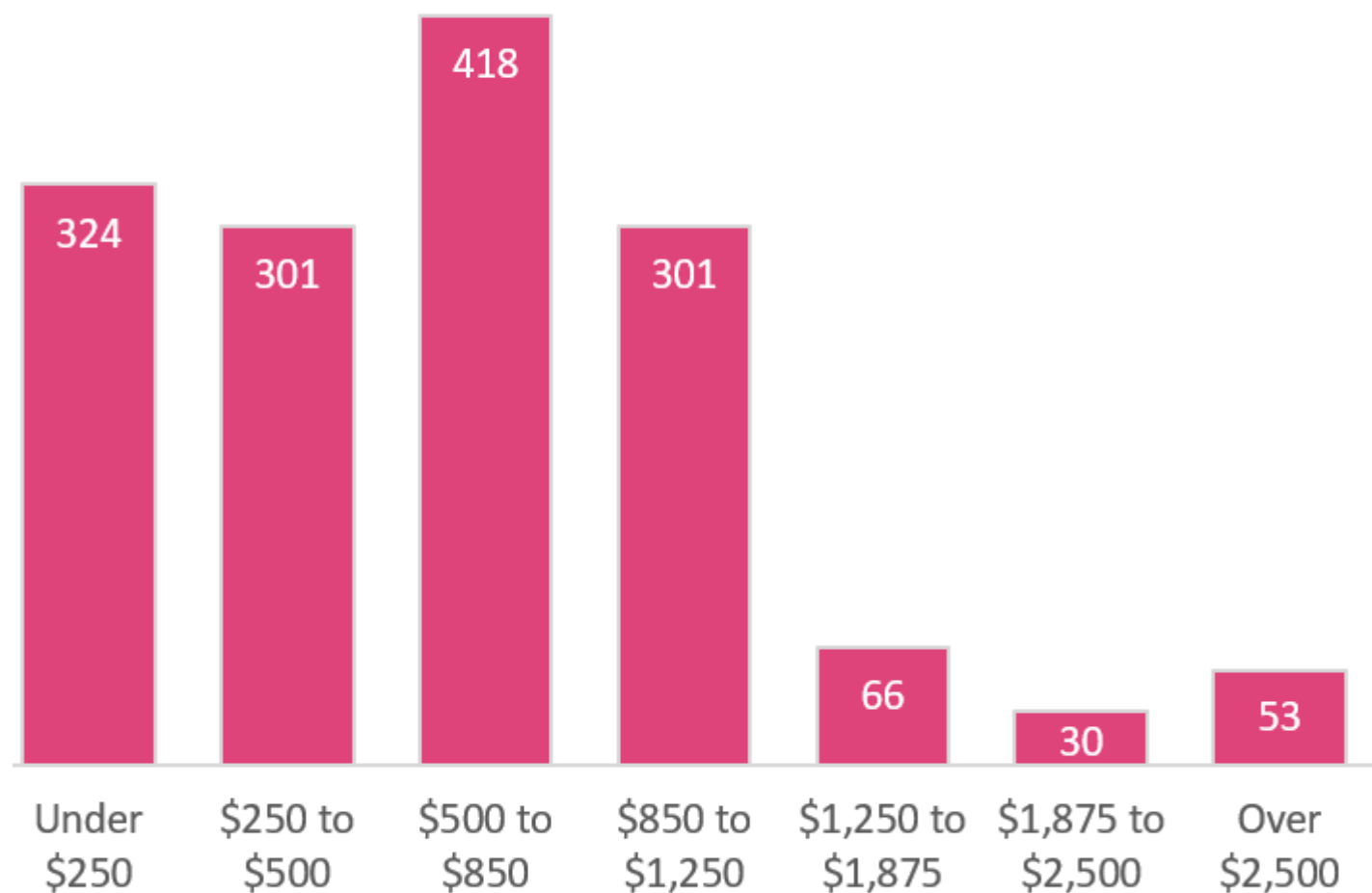


Excluding households that earn over \$200,000 per year, the South Haven Community has a median income of \$57,000, while Van Buren County has a median household income of \$64,800.

Of the 3,907 households in the South Haven Community, 2,061, or **53%**, **have an annual household income below \$50,000**, while 829 households, or 21%, have an annual household income above \$100,000.



## Visualizing Cost-Burdened Housing Need



Each of the 1,493 cost-burdened households has an individual situation determining household income and housing choice.

By calculating the quantity and price of housing at a specific price point to meet the current needs of these households, we can illustrate the community's current need for housing prices.

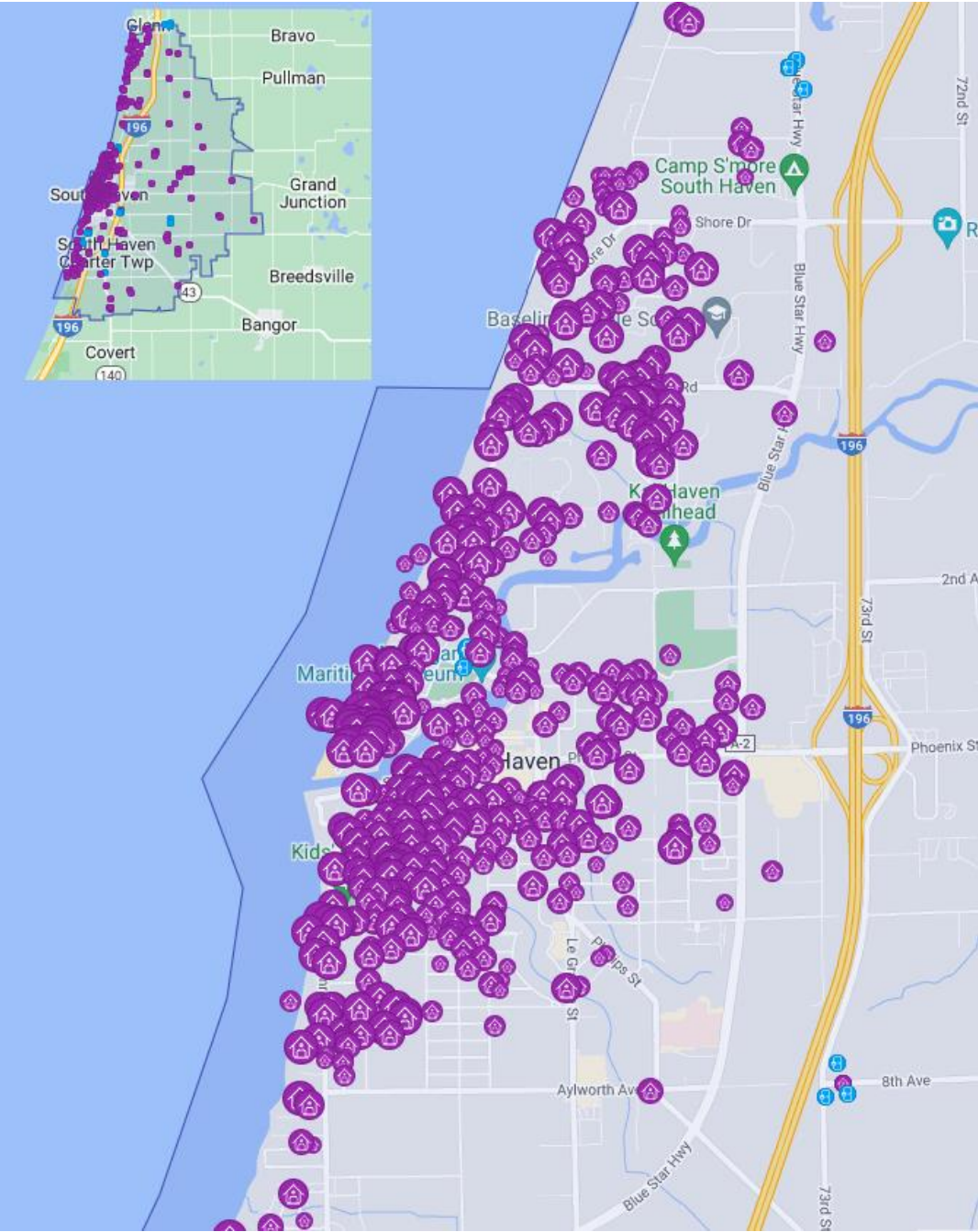
*Source: 2020 American Community Survey B25095 and B25074*

# Short-term Rental Analysis

2022 Jan - Oct


Total Nights Booked	102,771
Peak Listing Month	August 2022
Peak Listing Count	921

Market Revenue: House/Villa	\$48,673,687
Market Revenue: Unique Stays	\$360,323
Market Revenue: B&B	\$108,535
Market Revenue: Apartment	\$4,098,092
<b>Total Market Revenue</b>	<b>\$53,240,637</b>





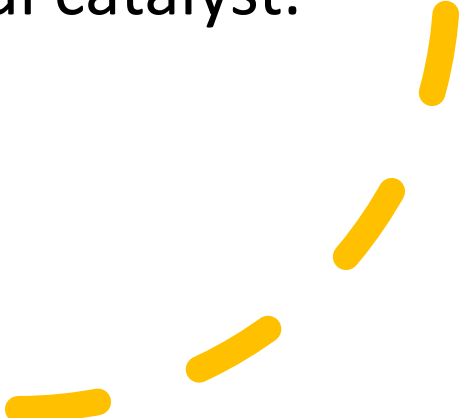
## Current *Affordable* Housing Needs

- 1,043 households need affordable rental housing in the South Haven community today. *Priced below \$850/mo*
  - Average subsidy would be \$60,000 - \$75,000 per housing unit. Likely depends on state & federal funding support.
  - Identifying opportunity sites of 5+ acres with access to sewer & water is an important place to start.
- 




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# Current *Attainable* Housing Needs

- 367 households need attainable rental housing in the South Haven community today. Average rent of \$1,000 - \$1,400/mo
  - Requires flexible zoning and a time limited tax incentive.
  - An impact investment fund supported by local employers could be a helpful catalyst.
- 
- A series of yellow dashed line segments are arranged in a curved, upward-pointing arc in the bottom right corner of the slide.



## Current *Starter Home* Needs

- At least 83 households are earning enough to afford the mortgage for a starter home priced from \$225,000 to \$275,000 but are still spending well over 30% of their household income on rent.
  - Requires flexible zoning and support for neighborhood infrastructure (sewer/water/roads)
  - Updating brownfield TIF policy to support residential development would be a key strategy.
- 



# Future Housing Needs



# Critical Housing Plan Elements

**Stability.** Ensure existing residents have access to resources that allow them to remain in their homes.

**Supply.** Ensure the community is prepared to accommodate new residents while leveraging existing infrastructure wherever possible.

**Subsidies.** Align incentives and programs for those families being left behind.





- Reduce minimum lot width and area standards.
- Allow for attached single family by-right
- Plan for usable community green space
- Implement minimum design standards



## Regulate for neighborhood form and context, not maximum density or units per building

- Zone for Missing Middle housing types by-right
- Implement minimum design standards
- Consider pre-approved plans for quality designs







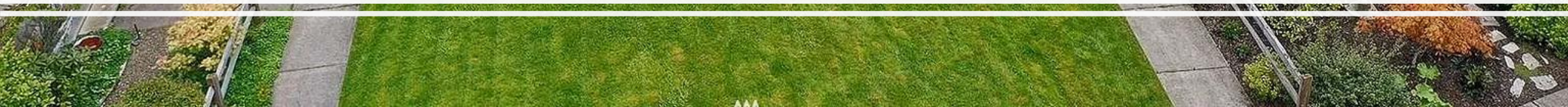
56% of Millennials and 46% of Baby Boomers express strong preference for walkable neighborhoods & less maintenance.

-National Association of Realtors





Smaller cottages on smaller lots.





# Accessory dwelling units.

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- Perfect for singles or young couples on a budget.
- Passive rental income for homeowners.
- Do not require land acquisition or expensive utility installation.







Multi-family can be  
a very attractive  
option with good  
design.

# Case Study: Robinson Landing

- Robinson Landing serves as a best practice for the region, showcasing incremental changes that make a big difference in increasing the accessibility and affordability of housing in West Michigan.
- 30 single-family homes (16 income-restricted, 14 market-rate)
- The smaller unit and lot sizes along with key partnerships allowed Robinson Landing to create sustainable homeownership in a local market where the average price of a home exceeds what the median income family can afford by more than 40%.
- **Prices range from \$139,900 to \$299,000**





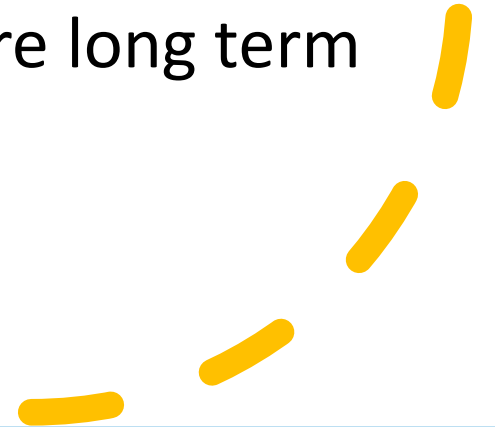


## Tools to maintain reasonable housing prices.

- Brownfield TIF
- Neighborhood Enterprise Zones
- Residential Facilities Exemptions
- Sale of publicly owned land
- Community Land Trusts / Deed Restrictions
- State/Federal financing programs

# Making the math work for the middle-class.

- High demand and relative housing scarcity will keep prices out of reach for middle income households without a market intervention + cost offset.
- Tax increment financing tools can be used to offset not only infrastructure costs, but also a portion of construction costs for homeownership options.
- A time-limited deed restriction or Community Land Trust can ensure long term affordability for middle-income homeowners.



Become familiar with the tools available to offset costs for essential workers and community members who are otherwise priced out of the local market.

- Set locally specific goals
- Define which tools are appropriate
- Craft local policies to establish guardrails





# Toolkit **Advocacy**



1. Collapse Zone Districts
2. Reduce Minimum Lot Width and Area
3. Eliminate or Reduce Elected Body Approval
4. Rezone for Mixed-Use / Multifamily in Commercial Districts
5. Reduce or Eliminate Minimum Dwelling Unit Size
6. Expand Administrative Review
7. Expand Allowable Uses
8. Reduce or Eliminate Minimum Parking requirements
9. Pre-approved Plans
10. Performance Standards for Uses
11. Missing Middle Housing (Including ADUs)
12. More Flexible Approach to Nonconformities
13. Density / Height Bonuses
14. Form and Site Standards
15. Police Power Ordinances for Nuisance







# Flywheel

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