



# GREAT HOUSING STRATEGIES



Grand Rapids City Commission  
October 13, 2015

# A Community Conversation about Grand Rapids Housing

## ■ April 22, 2015 Launch Event

- Hosted by City Commissioners Kelly, Lenear and Lumpkins
- +200 participants
- Presentations
  - Gustavo Rotandaro, Metrica - changing community demographics
  - Laurie Volk, Zimmerman/Volk Associates – residential target market analysis
  - Mark McDaniels, Great Lakes Capital Fund – art of great housing development



# Workgroup Process

- June 12, 2015 Workgroup Process Kickoff
  - Nearly 100 people attended, self selected into the following (4) workgroups
    - Land Use and Zoning
    - Housing Finance
    - Economic and Workforce Development
    - Low-Income and Vulnerable Populations
- Workgroup Purpose
  - To identify desired goals/outcomes
  - Examine existing and potential housing policies, programs, and tools
  - Develop a plan of action to achieve desired housing goals/outcomes
- Workgroup Approach
  - Bi-weekly meetings in July and August – 88 participants in one or more workgroup
  - Reviewed Toolkit/data/mapping

# Workgroup Process Continued

## ■ Workgroup Co-Chairs

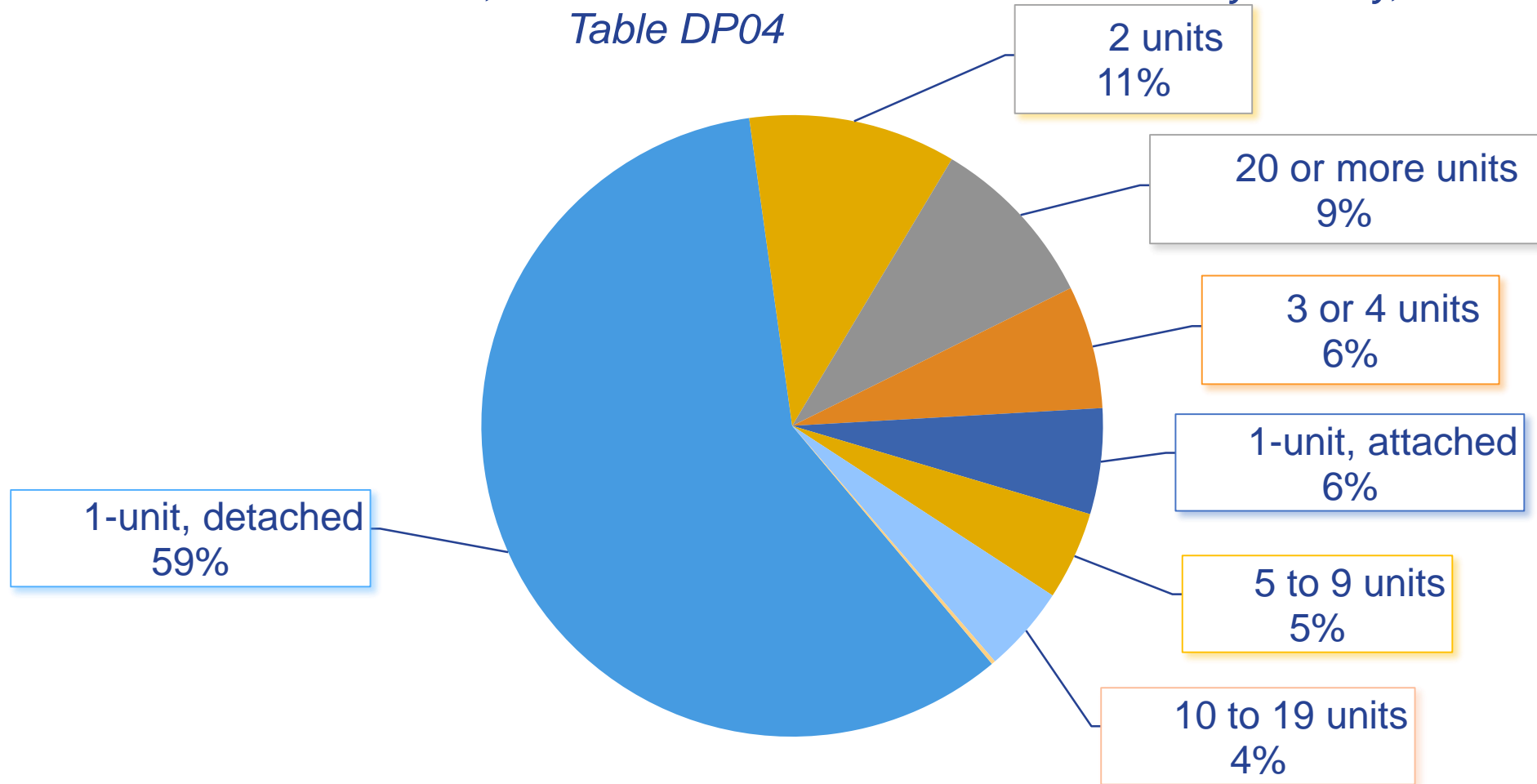
- Lamont Cole and Lee Nelson Weber, Land Use and Zoning Workgroup
- Jeremy DeRoo and Monica Steimle, Housing Finance Workgroup
- Tracie Coffman and Kevin Stotts, Economic and Workforce Development Workgroup
- Lynn Locke and Betty Zylstra, Low-Income and Vulnerable Populations Workgroup

# Current Conditions

- In March 2015, Grand Rapids was reported to have the lowest rental vacancy rate in the nation at 1.6% (national average 7%)
- According to the 2013 ACS estimates:
  - 45% of Grand Rapids households earn less than \$35,000/year
  - 30% of homeowners and 58% of renters in Grand Rapids spend 30% or more of their household income on housing
  - 27% of all Grand Rapids residents and 55% of single mothers w/children under 18 living in poverty
- In 2014, Kent County renters earned an estimated average wage of \$11.28/hour\*
  - Estimated \$14.23/hr to afford for a two-bedroom apartment (Kent County)\*
  - To afford \$737/month rent, a minimum wage earner (\$8.15/hr) must work 70 hours/per week or have 1.7 wage earners working 40 hrs/week

# GRAND RAPIDS HOUSING TYPE: UNITS IN STRUCTURE

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey, Table DP04



# Grand Rapids Housing – Potential Demand

**FIVE-YEAR ABSORPTION FORECAST OF MARKET POTENTIAL**  
Target Market Study Area

Housing Type	Market-Rate	Affordable	Total
Rental	2,128	968	3,096
For-Sale	2,372	782	3,154
<b>Total</b>	4,500	1,750	6,250
	72%	28%	100%

**TENURE/HOUSING TYPE PROPENSITIES**  
Annual Average Market Potential for New and Existing  
Housing Units

	Citywide	Target Market Study Area
Rental Lofts/Apartments	50%	51%
For-Sale Lofts/Apartments	9%	13%
For-Sale Townhouses	13%	16%
For-Sale Detached Houses	28%	20%

**ANNUAL MARKET POTENTIAL BY LIFE STAGE/HOUSEHOLD TYPE**

Life stage/Household Type	Current	Potential	
	Citywide	Citywide	Target Market Study Area
Traditional and non-traditional families	53%	49%	11%
Younger singles and couples	32%	37%	65%
Empty nesters and retirees	15%	14%	24%

# Great Housing Strategies Goals/Highlighted Actions

- Provide a variety of housing choices
  - Amend Zoning Ordinance
    - Define cooperative and co-housing units; and micro units in multi-unit complexes
    - Remove the 12-month owner-occupancy requirement from Accessory Dwelling Units
- Encourage mixed-income neighborhoods
  - Modify City economic development and affordable housing tools and policies
    - NEZ, OPRA and Brownfield Redevelopment – terms/duration
  - Educate the community about the benefits of balanced, mixed-income neighborhoods



# Goals/Highlighted Actions Continued

- **Create and preserve affordable housing**
  - Form a housing trust fund initially supported with a \$10M investment
  - Identify and use property restriction tools (community land trusts, deed restrictions)
  - Explore a property tax exemption, income tax credit, or another program for low-income/vulnerable populations
- **Support low-income and vulnerable populations**
  - Create a housing consumer's alliance (renter, homeowner, landlord)
  - Create a court eviction diversion pilot program
- **Support employers and workforce development**
  - Encourage employer assisted housing programs
  - Increase career opportunities through internships/mentoring entry and incumbent workers
  - Create live-work spaces in neighborhood business districts; develop/implement cooperative business models

# Goals/Highlighted Actions Continued

- Encourage alternate transportation and parking
  - Waive or reduce parking requirements to promote affordable housing downtown (Zoning Ordinance)
  - Provide access to reliable public transportation 24/7 and located near housing/workplaces
- Change public perception of affordable housing
  - Develop an education campaign about the economic climate and need for affordable housing
- Advocate for changes to state and federal policies
  - Advocate for preserving, increasing and aligning state and federal housing resources including CDBG, HOME, ESG



<b>Monday, October 5, 2015</b>	Draft plan available for public review at <a href="http://www.grcd.info">www.grcd.info</a> * Hard copy available at City Hall, Suite 460 Reconvening of Great Housing Strategies Participants 1:00 – 2:30 p.m. * Heart of West Michigan United Way Written comments accepted through November 20, 2015 * <a href="mailto:communitydev@grcity.us">communitydev@grcity.us</a>
<b>Thursday, October 22, 2015</b>	Planning Commission Public Hearing on proposed zoning code amendments
<b>Tuesday, October 27, 2015</b>	City Commission schedules the date for public hearing(s) on the plan and proposed zoning ordinance amendments
<b>Tuesday, November 17, 2015</b>	City Commission Public Hearing(s) for plan, and zoning ordinance and economic development policy amendments
<b>Tuesday, December 8, 2015</b>	City Commission adoption of plan, and zoning ordinance and economic development policy amendments (Committee of the Whole)