



Housing Strategy Committee

May 23, 2024





Housing Strategy Committee Focus

- How can the City support the creation of more ownership housing types?
- How can the City help scale up the development of new affordable rental units beyond the current 400 per year pipeline?
- How can the City support the creation of affordable student housing?



Housing Forward- Meeting housing needs for all in a growing city

Increase Housing
Choice

Create Affordable
Housing
throughout the
City

Combat
Displacement &
Segregation

Ensure Seniors &
Others can Stay in
their Homes

Work to End
Homelessness



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#1 Increase Housing Choice



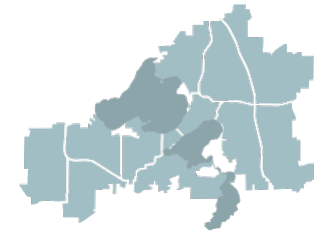
Increased by-right zoning



**Accessory Dwelling Units
as Permitted Use**



**Transit Oriented Development
(TOD) Overlay**



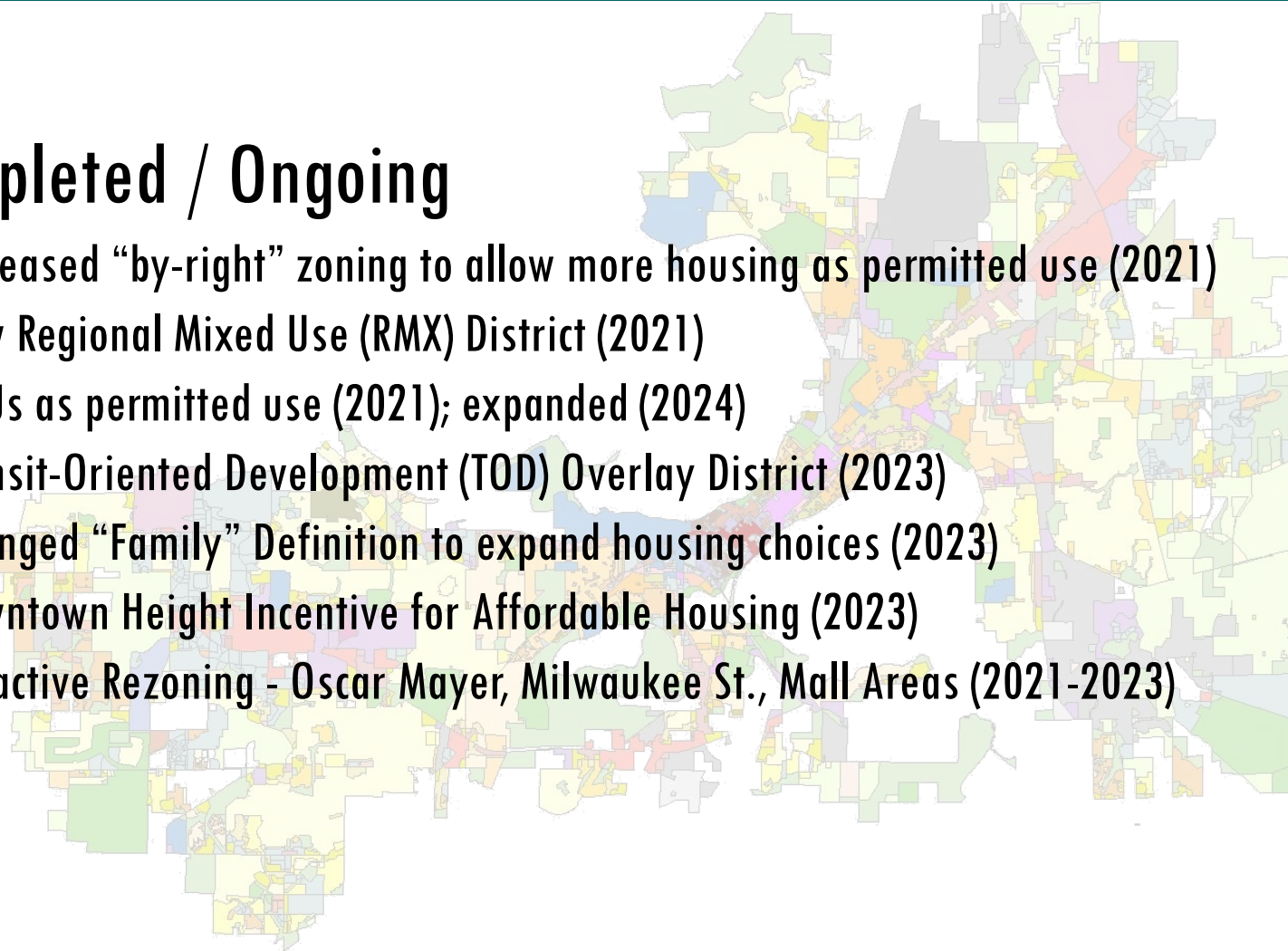
Planning Framework



#1 Increase Housing Choice

Completed / Ongoing

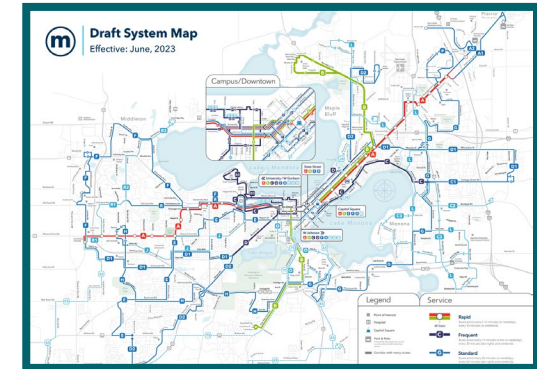
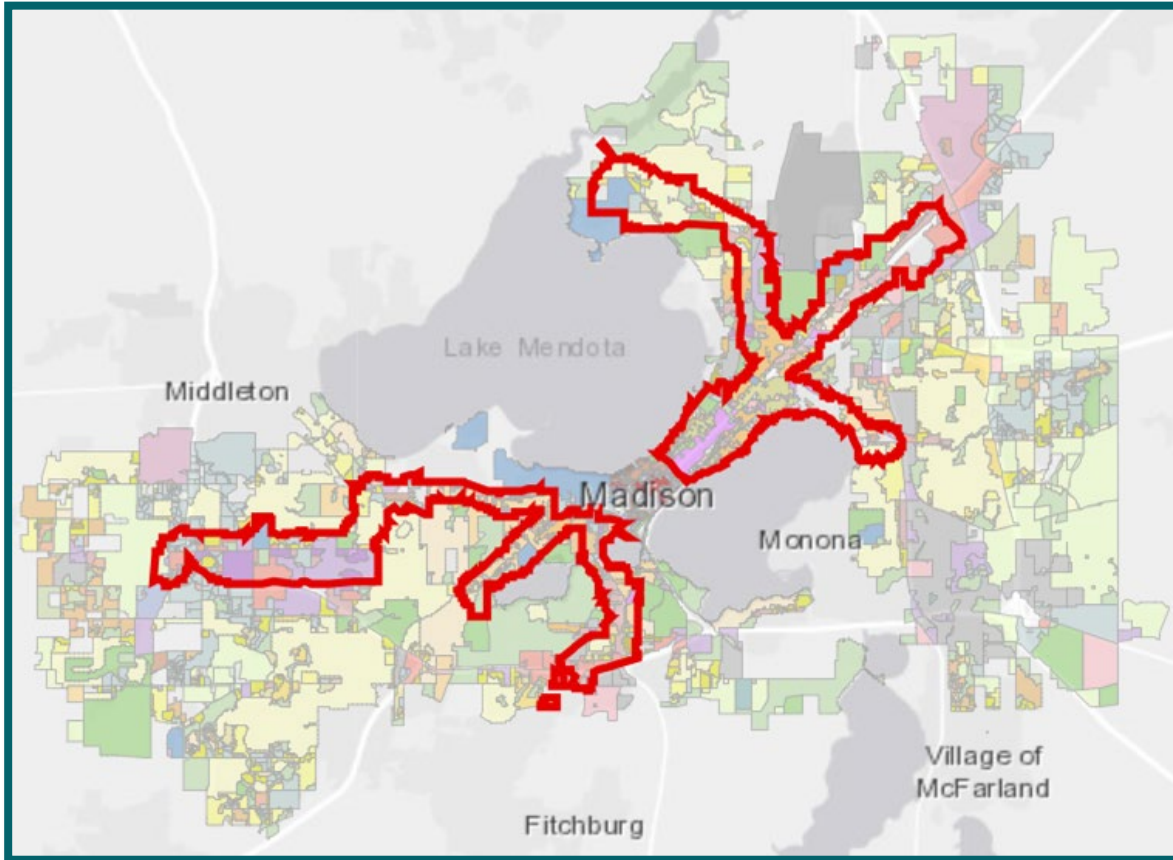
- ✓ Increased “by-right” zoning to allow more housing as permitted use (2021)
- ✓ New Regional Mixed Use (RMX) District (2021)
- ✓ ADUs as permitted use (2021); expanded (2024)
- ✓ Transit-Oriented Development (TOD) Overlay District (2023)
- ✓ Changed “Family” Definition to expand housing choices (2023)
- ✓ Downtown Height Incentive for Affordable Housing (2023)
- ✓ Proactive Rezoning - Oscar Mayer, Milwaukee St., Mall Areas (2021-2023)



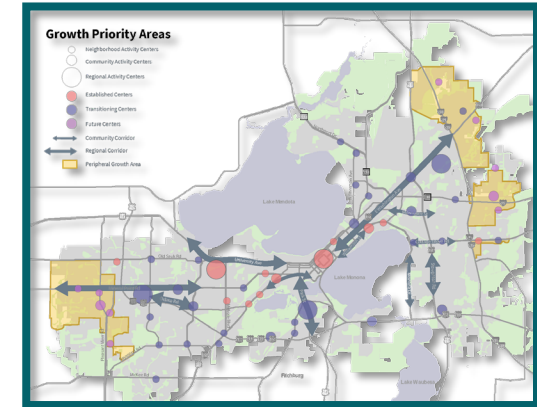
Transit-Oriented Development (TOD) Zoning



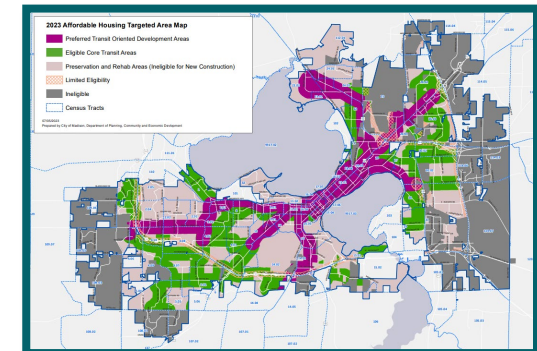
Metro
Transit



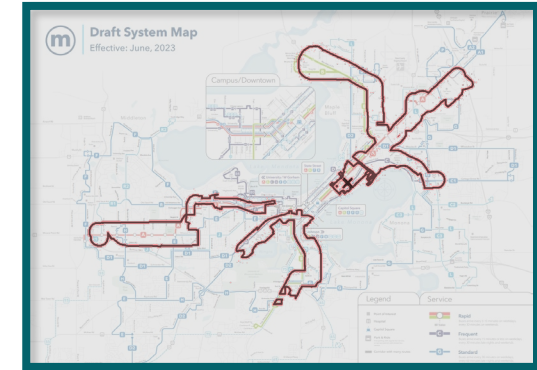
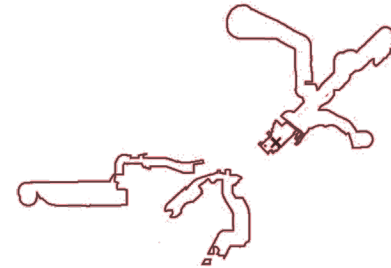
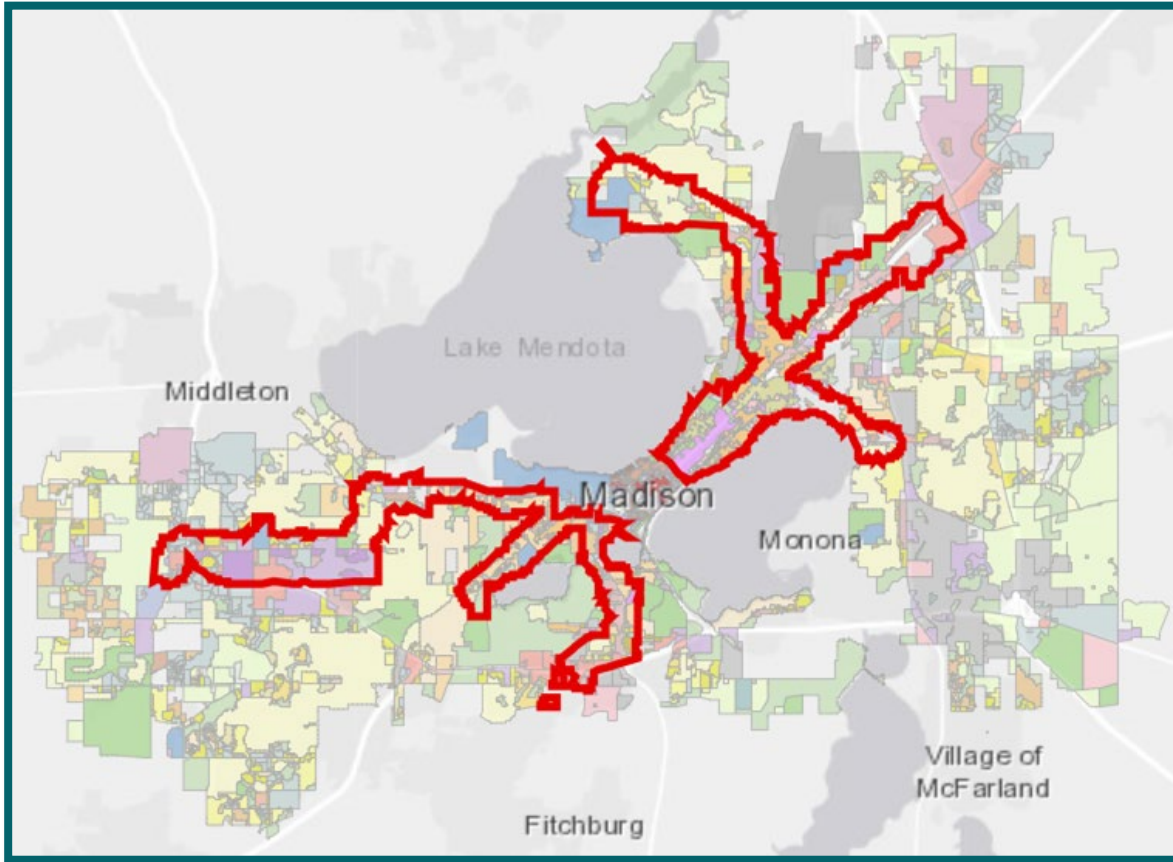
Growth
Priority
Areas



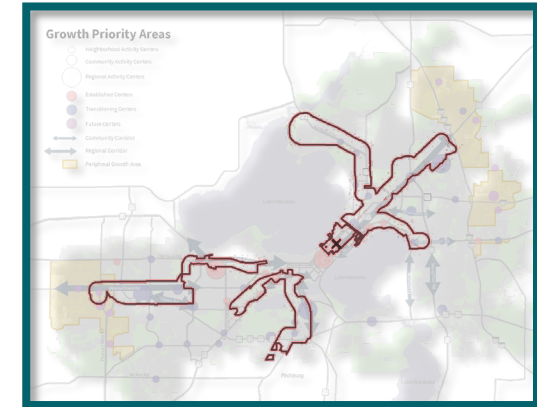
Affordable
Housing
Preferred
Areas



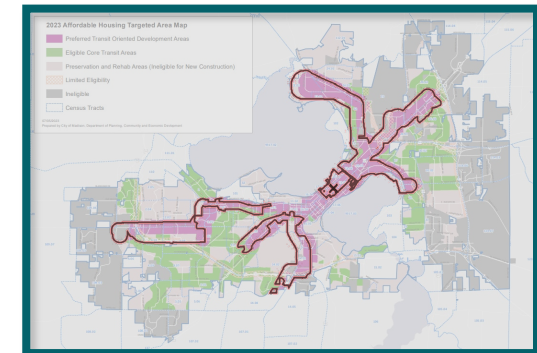
Transit-Oriented Development (TOD) Zoning



Metro
Transit



Growth
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Areas



Affordable
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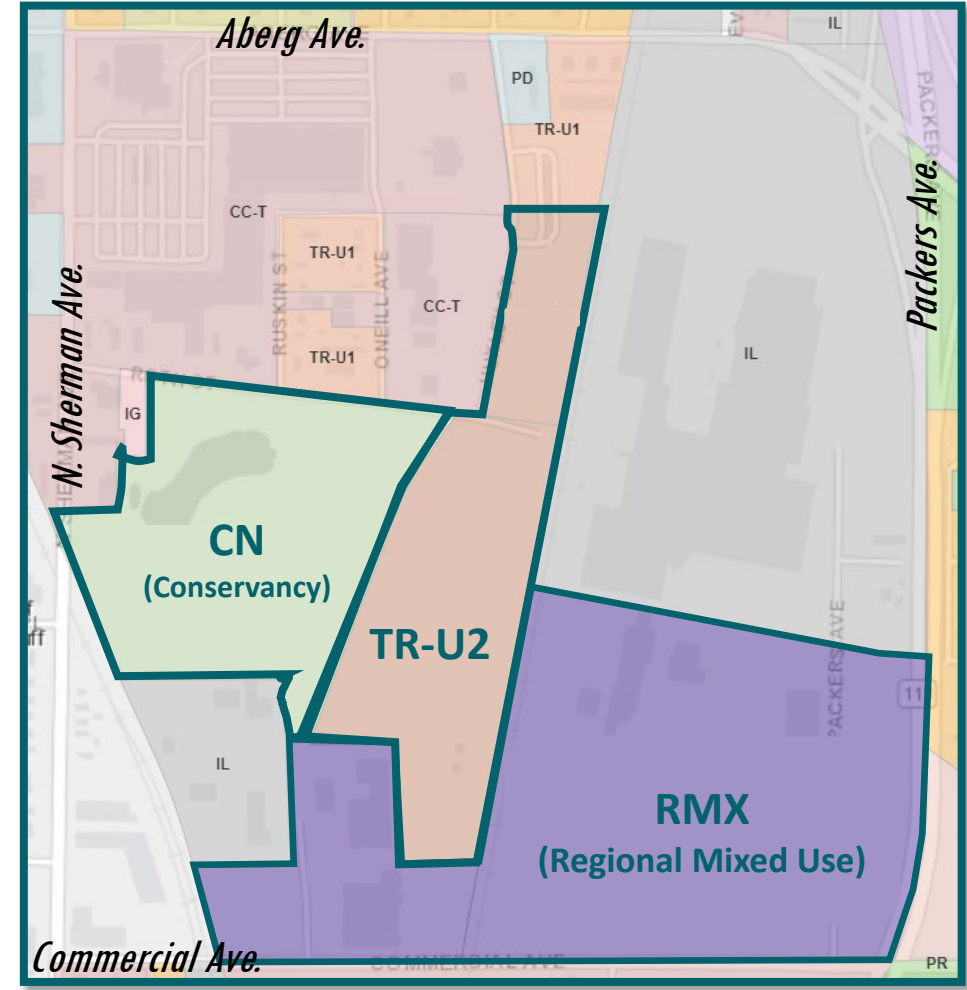
Proactive Rezoning Example: Oscar Mayer Area



Oscar Mayer Special Area Plan



Rezoning to Implement Plan

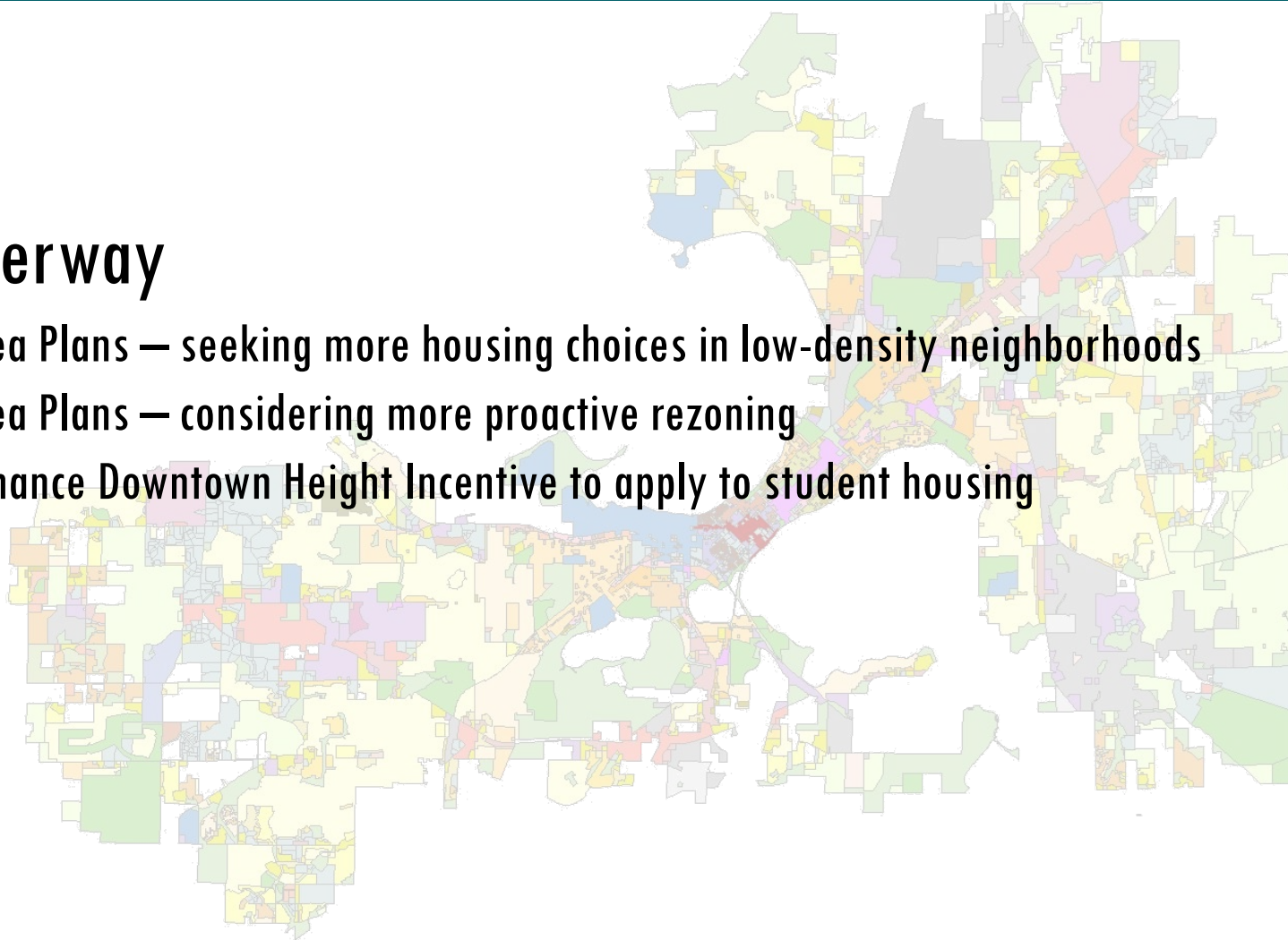




#1 Increase Housing Choice

Underway

- Area Plans — seeking more housing choices in low-density neighborhoods
- Area Plans — considering more proactive rezoning
- Enhance Downtown Height Incentive to apply to student housing





#2 Create Affordable Housing throughout the City



Affordable Housing Fund (AHF)

- Increased \$ 3X since 2015
- Increased length of Land Use Restriction Agreement (LURA)
- Focused on high frequency transit



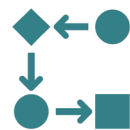
Created Land-banking Fund & Policy

- Purchased sites in South Madison
- Request for Proposals (RFPs) for vacant City land



Created a Downtown Height Bonus

- Encourages affordable housing downtown



Updating TIF Policy

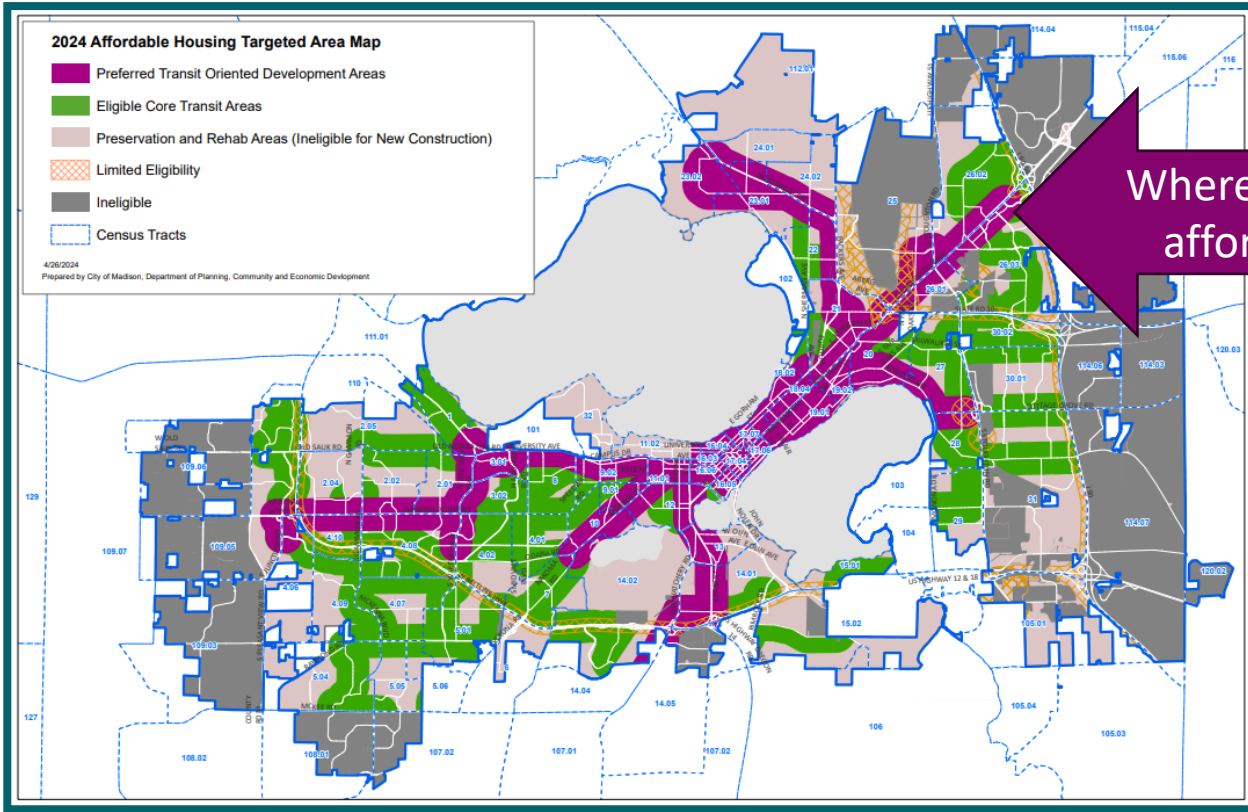
- Streamline process for utilizing TIF funds to create affordable housing



#2 Create Affordable Housing throughout the City

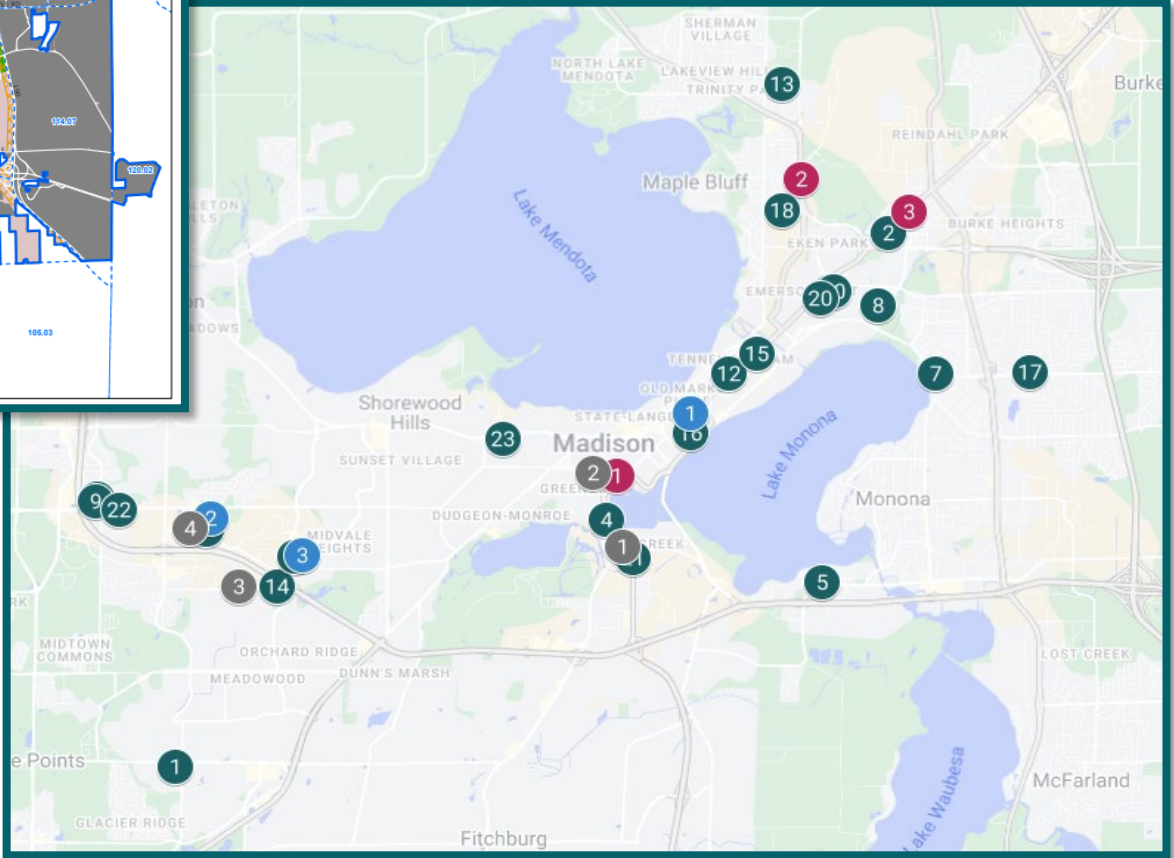
Completed / Ongoing

- ✓ AHF: \$57M funds committed to 2,183 affordable units to-date
- ✓ Established \$1M annual fund & policy for land-banking
- ✓ Utilizing Tax Increment Financing (TIF) for land-banking & development subsidy
 - ~\$15 M - AHF Projects
 - ~\$6 M - 553 units at Hartmeyer
 - ~\$7 M - land-banking in South Madison
- ✓ Policy Changes to Support Affordable Housing
 - Simplified permit process for demolitions (2021)
 - Worked with Change Lab to identify policy opportunities



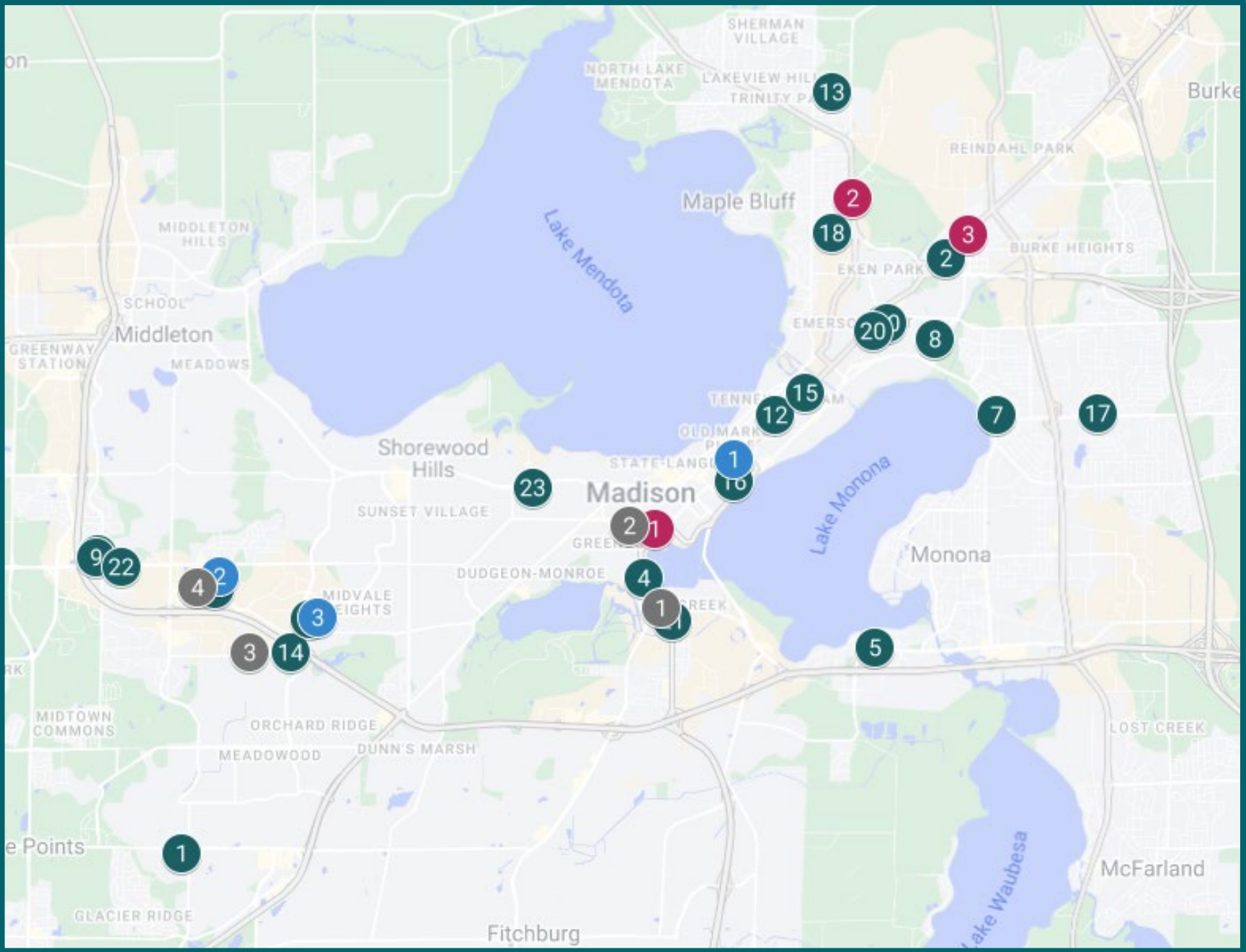
Where Madison wants affordable housing

Where it's been developed



AHF-Tax Credit Projects

- Completed
- Under Construction
- Planned – Awarded Tax Credits
- Proposed – Awaiting Tax Credits

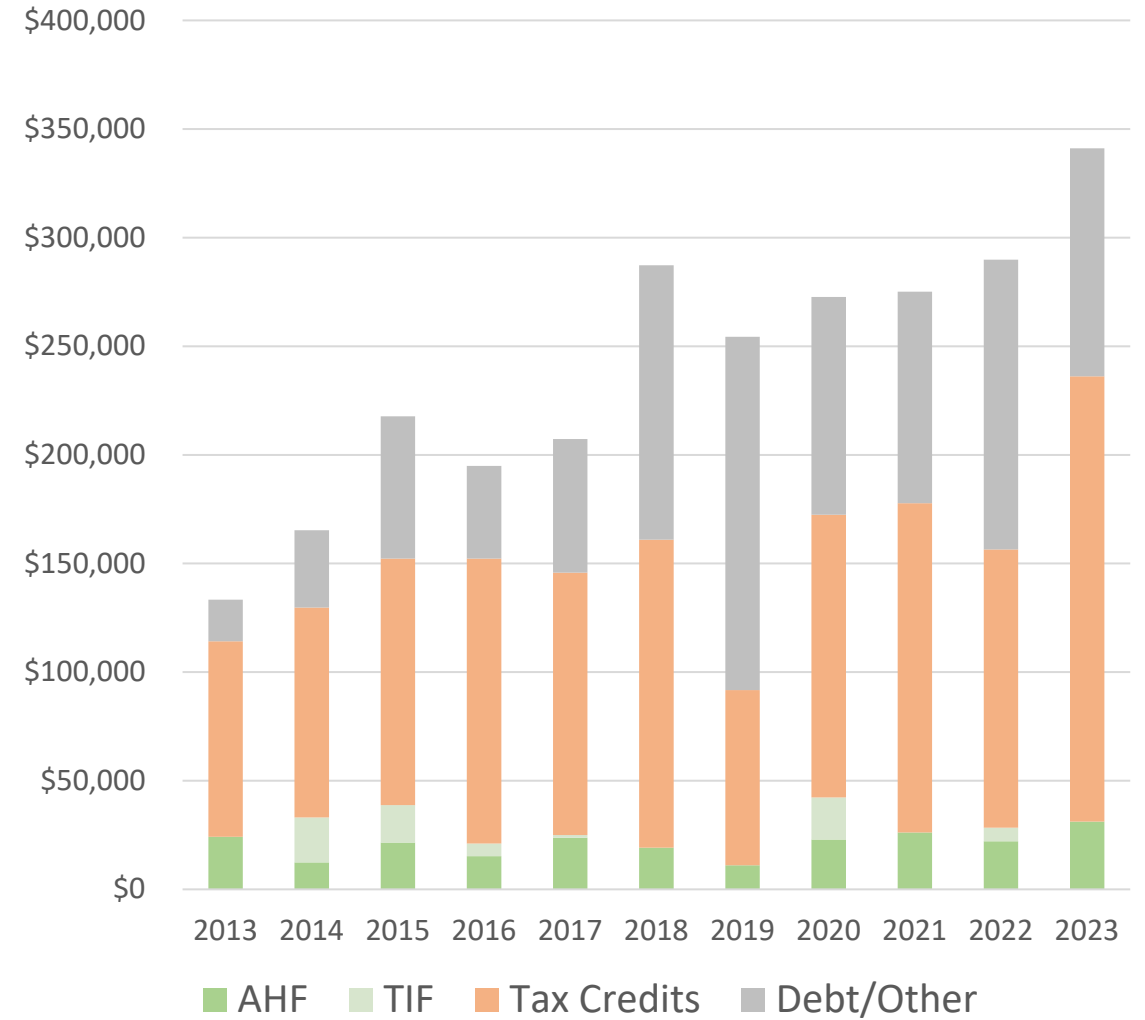
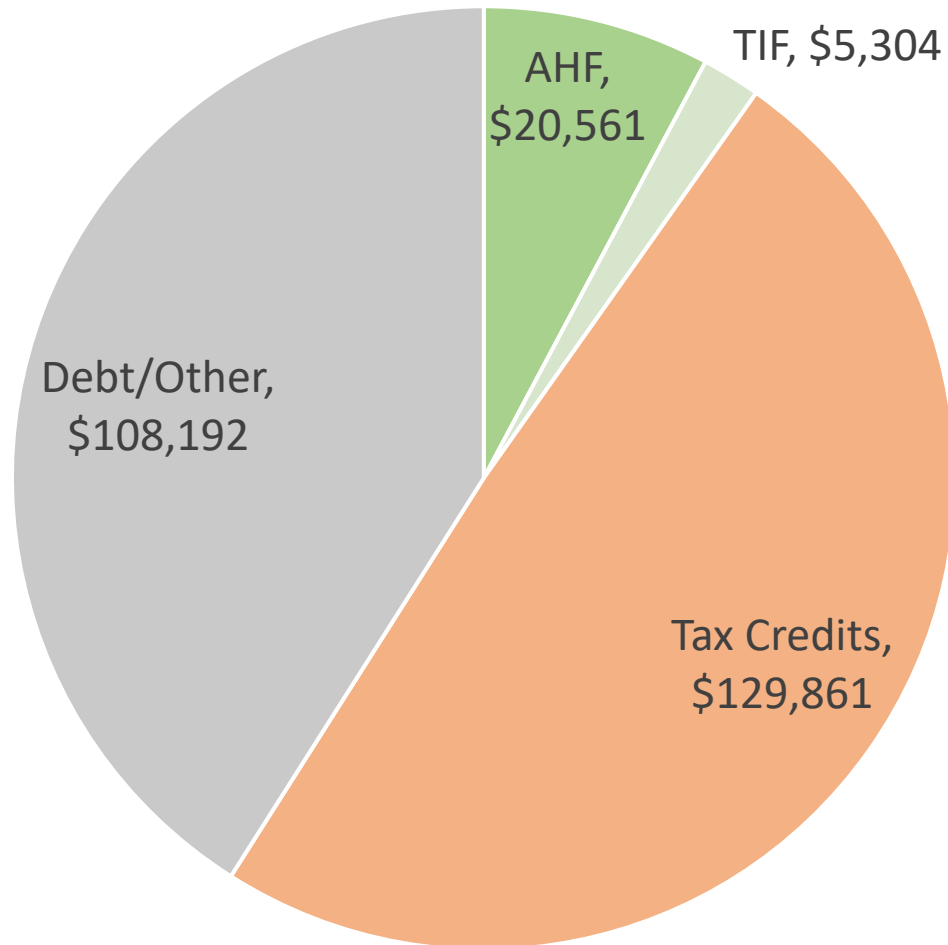




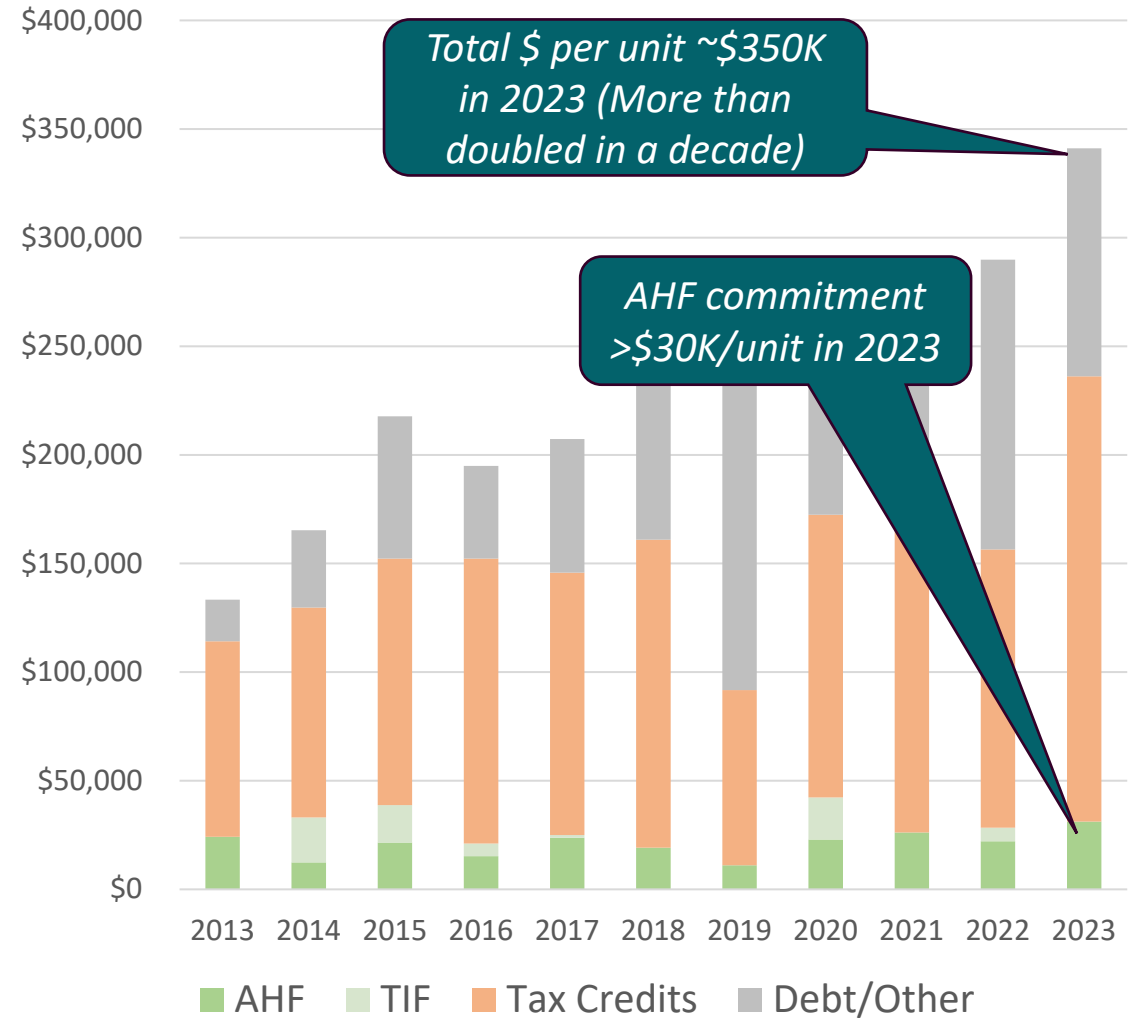
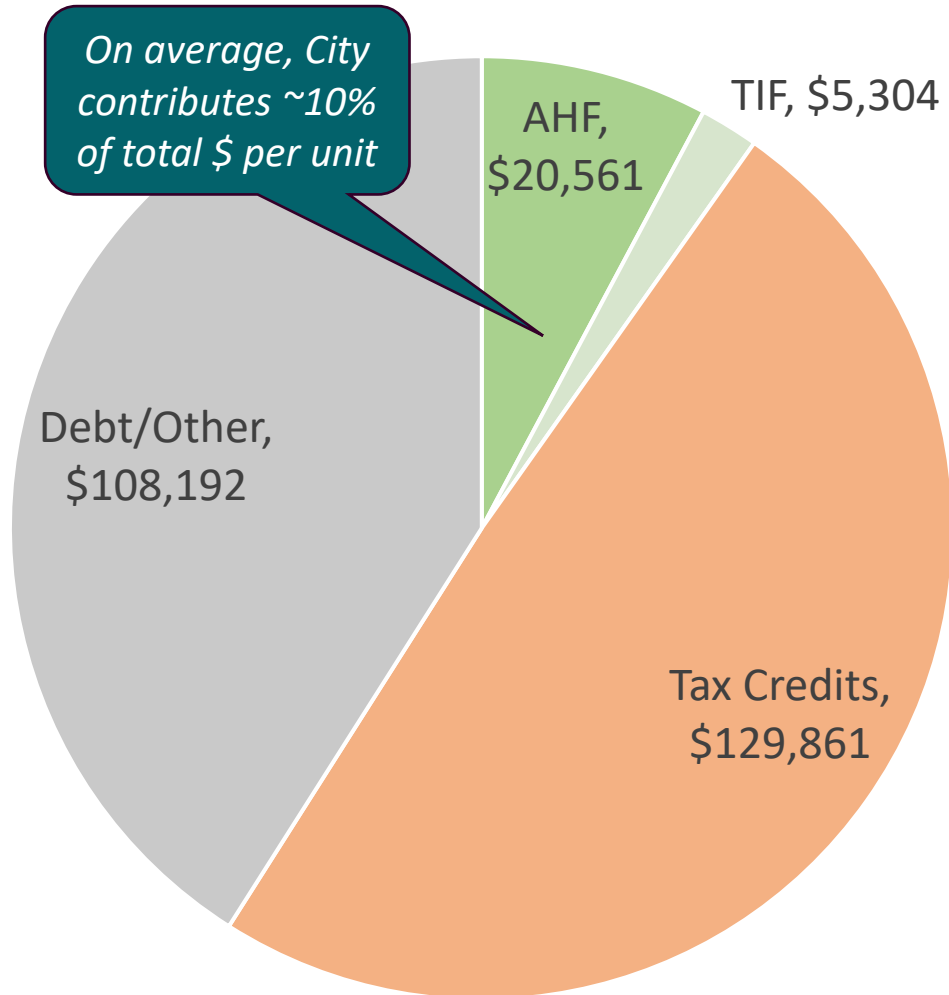
AHF Summary	Projects	Total Units	Affordable Units
Completed	23	1,787	1,378
Under Construction	3	445	351
Planned <small>(Awarded Tax Credits)</small>	3	263	219
Proposed <small>(Awaiting Tax Credits)</small>	4	293	240
Total	33	2,788	2,188

Stone House Development

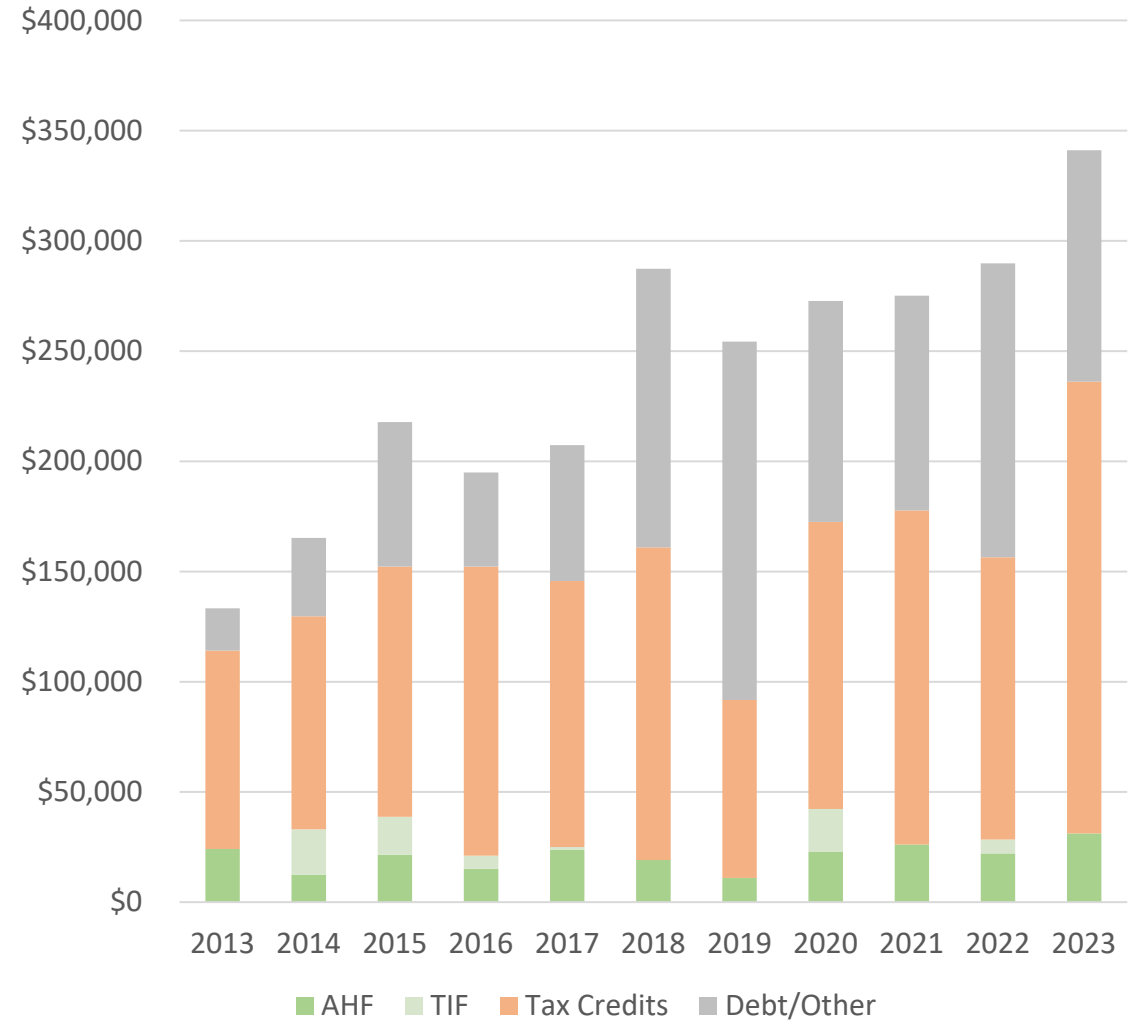
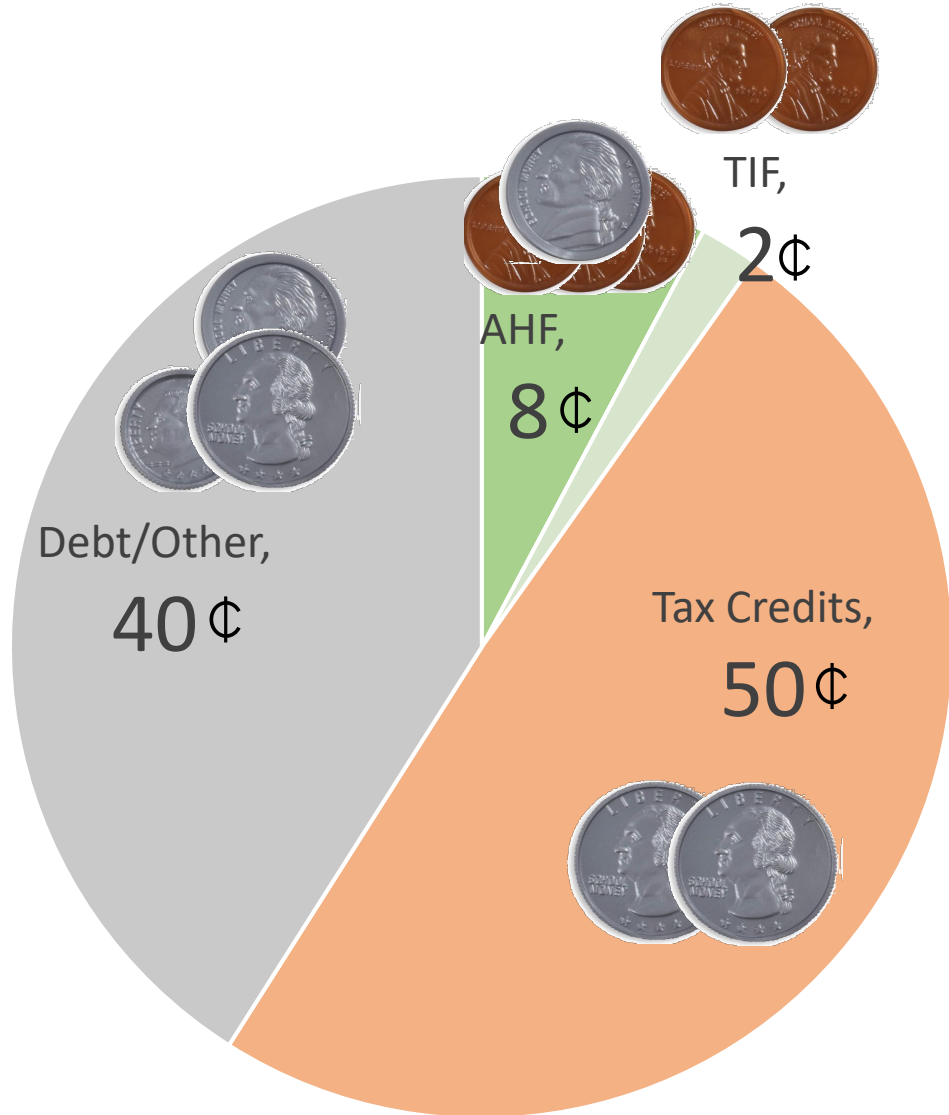
AHF-Supported Housing: Avg Cost/Unit by Source, 2013-2023



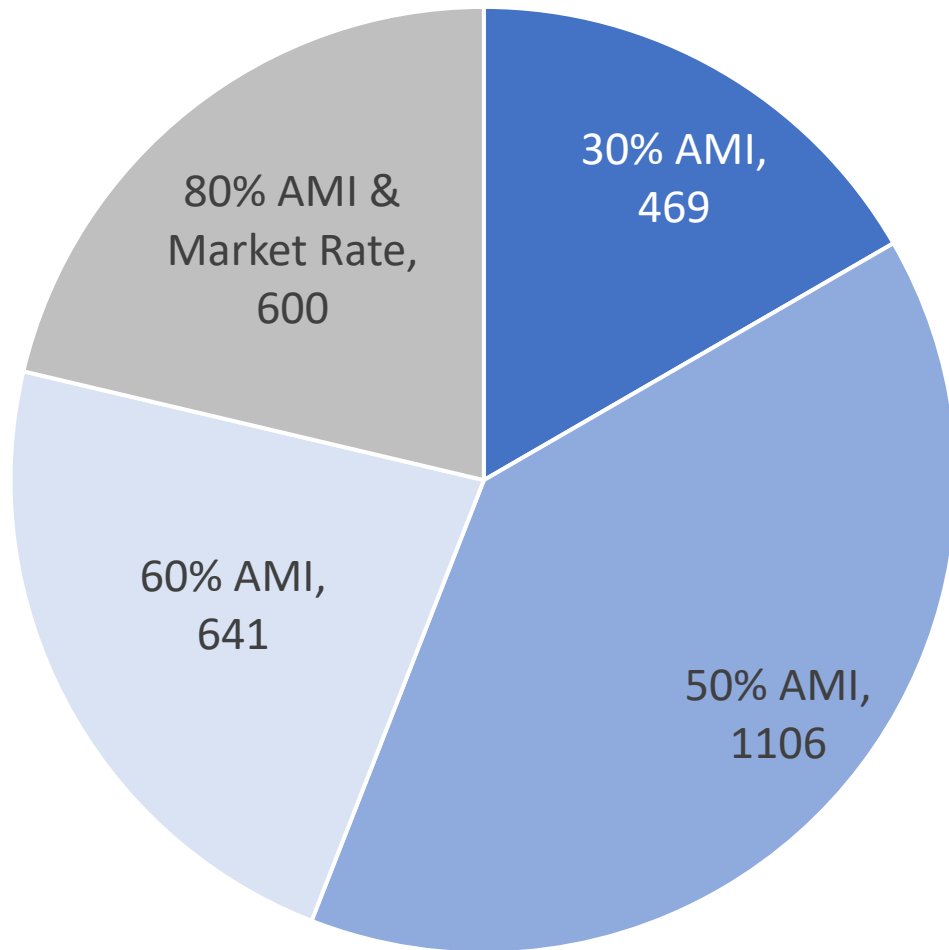
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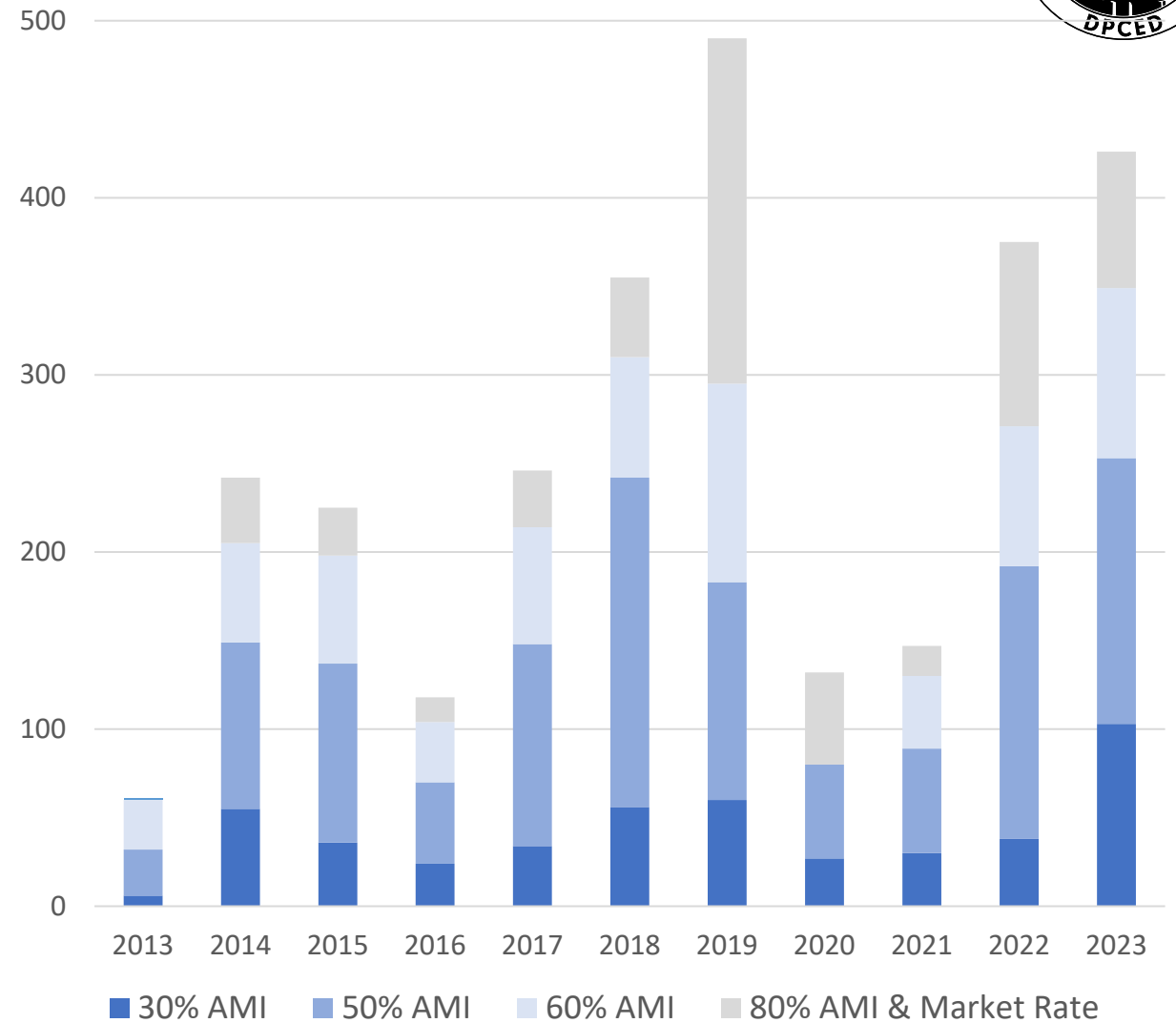
AHF-Supported Housing: Costs per Dollar by Source



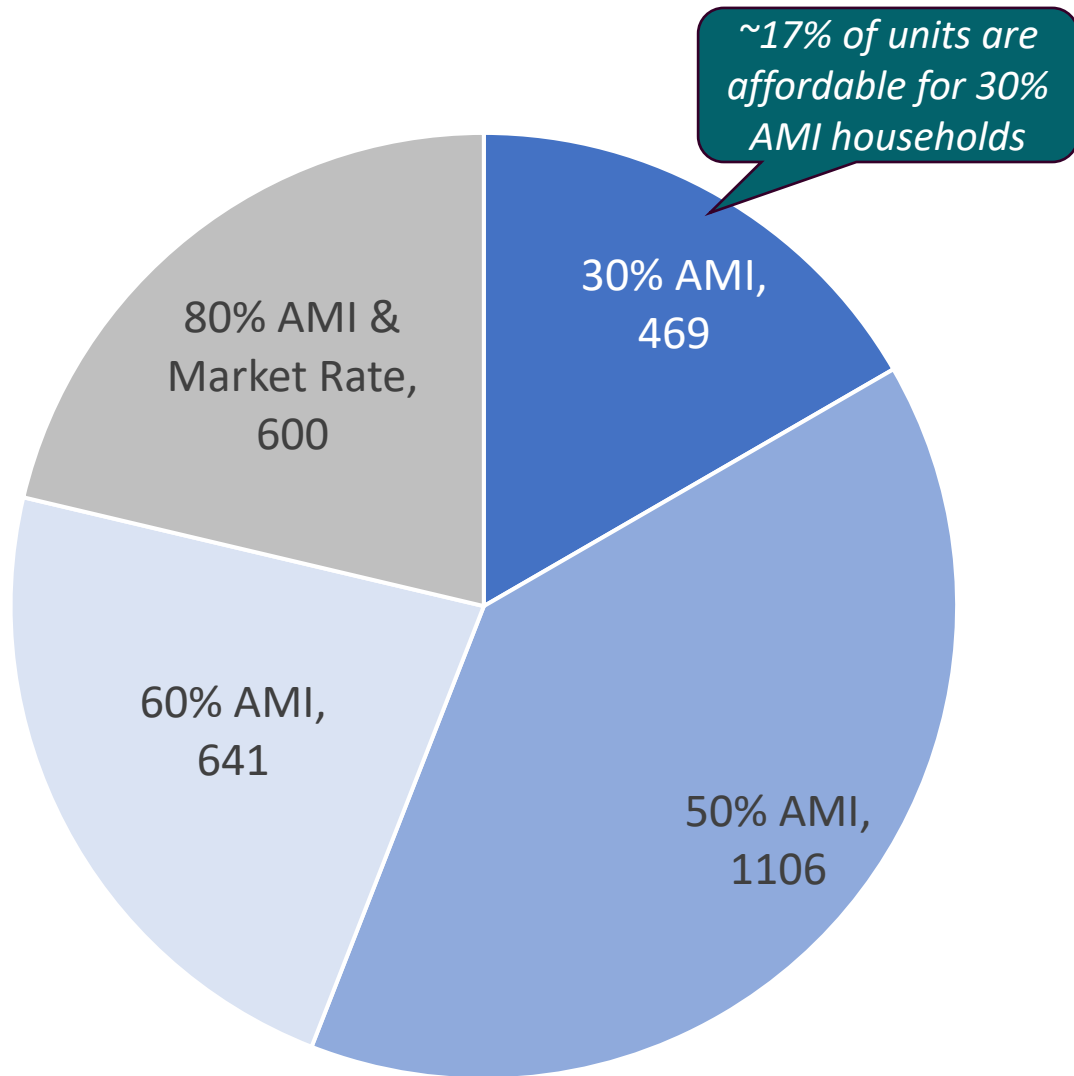
AHF-Supported Housing: Depth of Affordability, 2013-2023



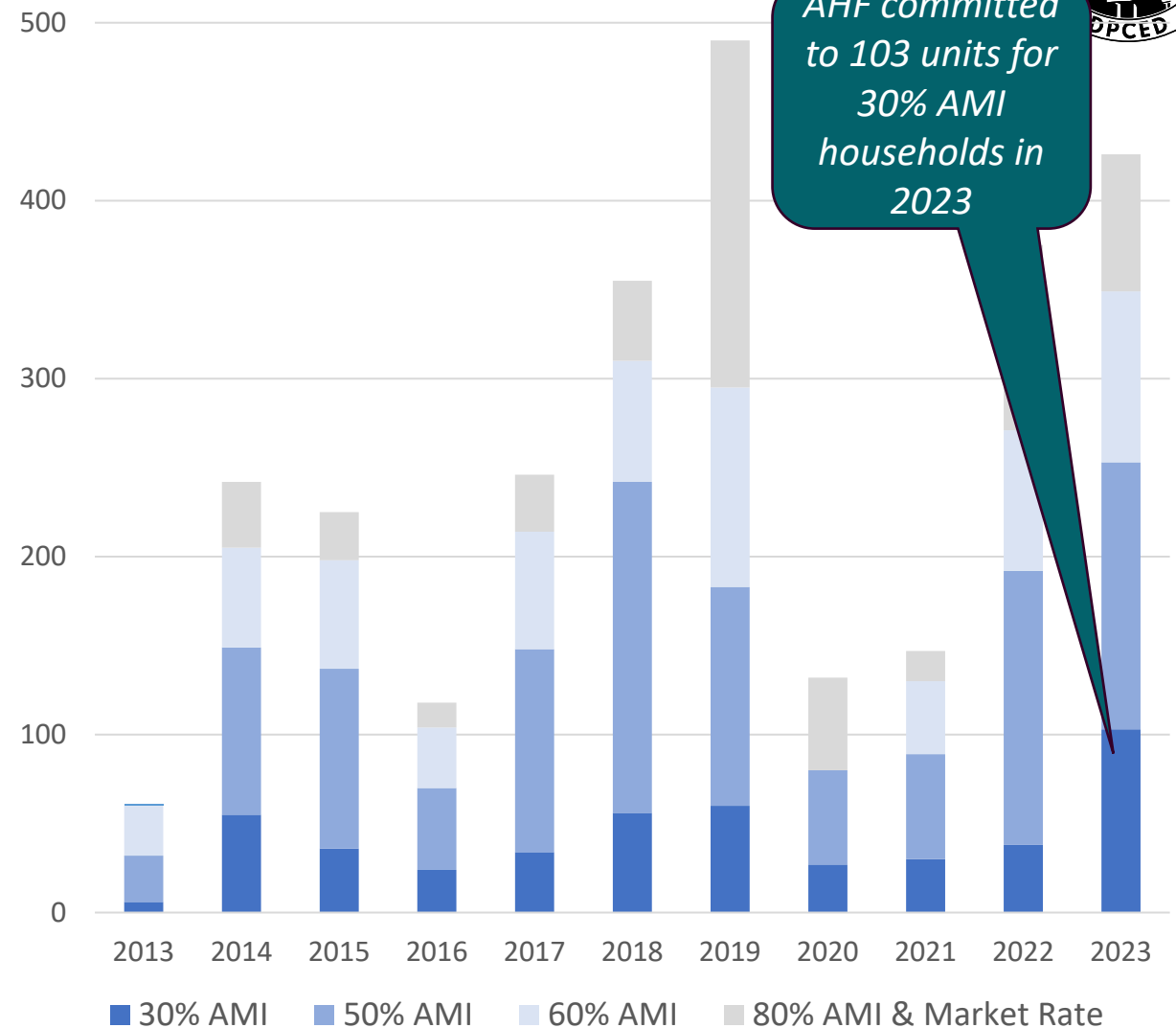
AMI = Area Median Income



AHF-Supported Housing: Depth of Affordability, 2013-2023



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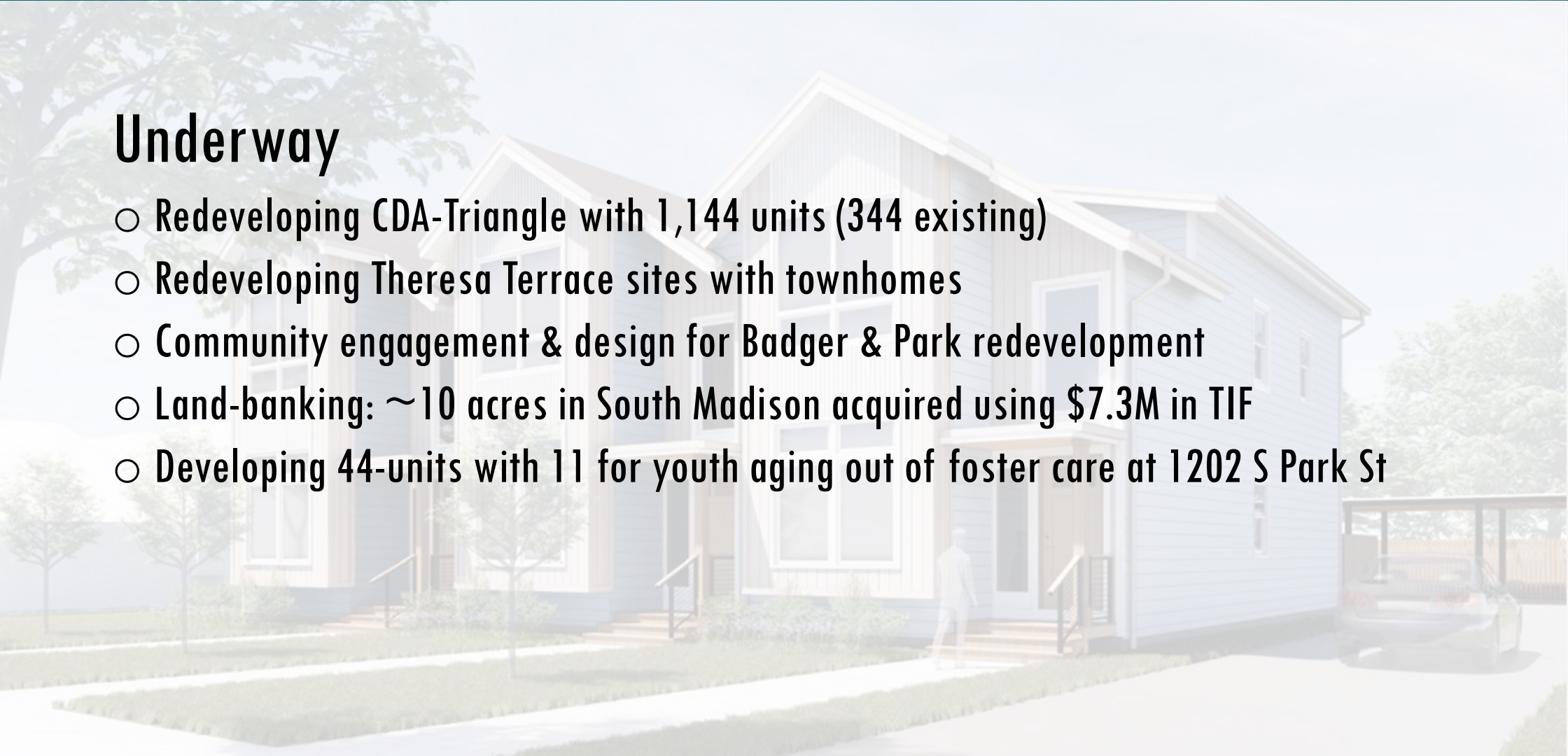




#2 Create Affordable Housing throughout the City

Underway

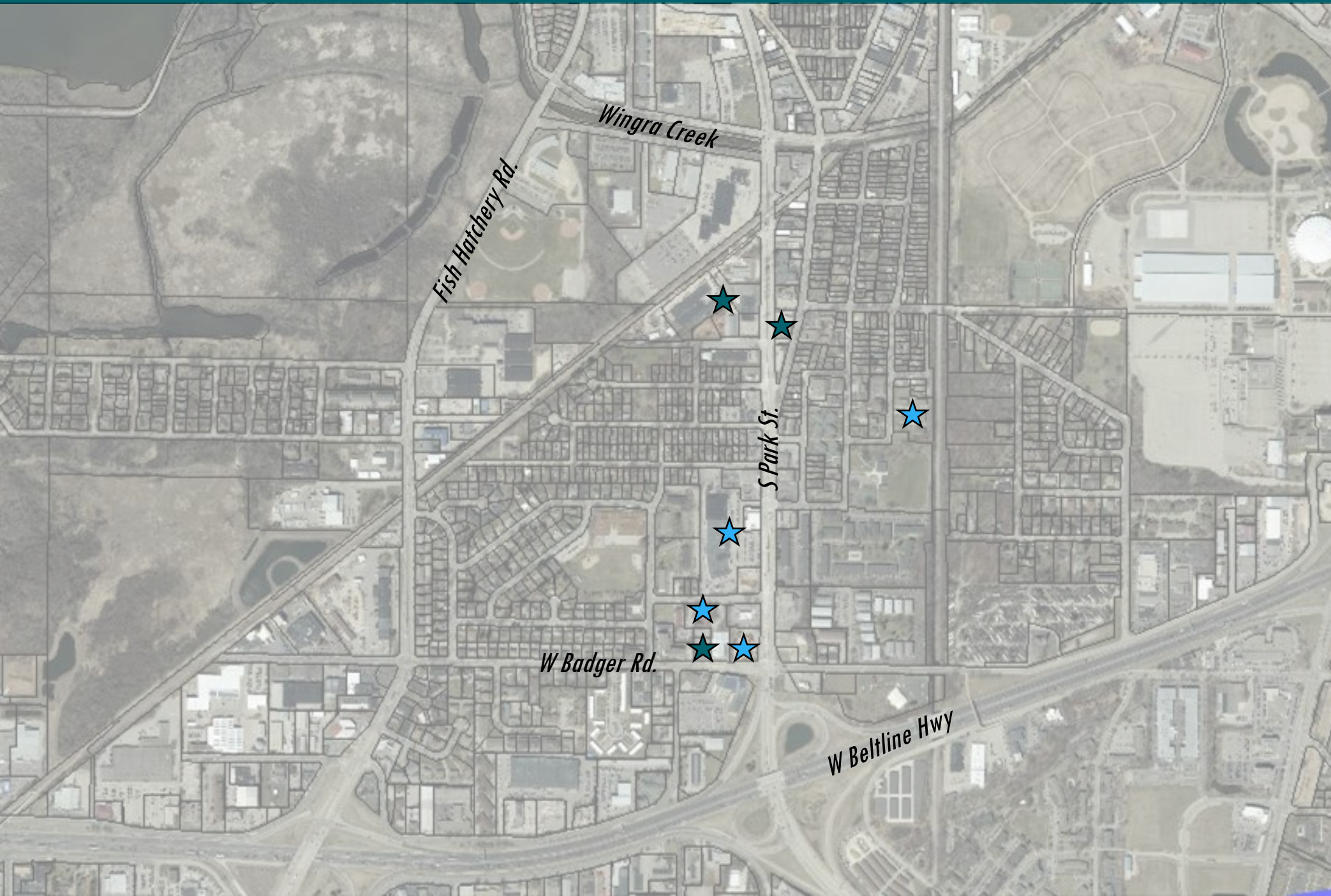
- Redeveloping CDA-Triangle with 1,144 units (344 existing)
- Redeveloping Theresa Terrace sites with townhomes
- Community engagement & design for Badger & Park redevelopment
- Land-banking: ~10 acres in South Madison acquired using \$7.3M in TIF
- Developing 44-units with 11 for youth aging out of foster care at 1202 S Park St





South Madison Land-banking

-  Recently Acquired
-  Long-term CDA/City Property





#3 Combat Displacement & Segregation



Established Housing Forward RFP

Supports more varied types and small-scale development

Combines funding from multiple sources

\$2.7M committed to rental

\$1.65M committed to owner-occupied



Financial Literacy/Home Ownership Education

Increase investment in education in areas targeted for future ownership opportunities



Updated Rental Rehab Programs

Focus on duplex & small apartment buildings

Larger properties made eligible

Geographically targeted

Improves housing quality, keeps rents at fair market value



Created ACRE Madison

Educate and train real estate professionals of color

Supporting 2 ACRE-graduate led developments on S Park St

ACRE partnership preference in AHF

The Lillian



Source: MDC.



- 24 units with 11 permanently affordable HOME units
- HOME Funds: \$1,500,000 - Funded through Housing Forward RFP
- \$6.8 M project | Family Housing
- Completed: Fall 2023



Capital Improvements for Non-Profit Housing

CDBG funds to support improvements for households at or below 80% Dane County Median Income (CMI)

Agency	# of Units Assisted	\$ Awarded in 2023
Common Wealth Development	173	\$262,900
Madison Area Community Land Trust (MACLT)	44	\$520,000
Madison Development Corporation (MDC)	33	\$681,929
Movin' Out Inc	31	\$115,800
Porchlight, Inc	23	\$402,555
TOTAL	304	\$1,983,184



Capital Improvements for Non-Profit Housing



Before



After

1406 Williamson St.



BEFORE

AFTER

601 S. Baldwin St.



Before

After

1306-1308 Jenifer St.



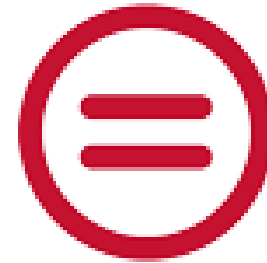
Financial Literacy

9 Pre-Purchase Education Workshops

4 Post-Purchase Education Workshops

8 Financial Literacy and Empowerment Classes

46 Individuals Accessed 1:1 accessed counseling sessions



Urban League of
Greater Madison



*Urban League of Greater Madison becomes
a HUD Certified Housing Counseling Agency*



Housing Supply: Owner Occupied

Agency	Address	Status
MACLT	230 N Marquette	Sold – September 2023
Common Wealth Development	1126 E Mifflin	For sale soon!
Common Wealth Development	1130 E Mifflin	For sale soon!
Kaba Baal LLC. / MACLT	5165-73 Great Gray Dr. (Owl Creek)	New Construction Planned (4 units)
Wisconsin Partnership for Housing Development / MACLT	2407 / 2421 Dunns Marsh Terrace (Mosaic Ridge)	New Construction Planned (2 units)



Who is using our down payment assistance program?

Annual Home-Buy the American Dream (HBAD) Loans, 2019-2024

	2019	2020	2021	2022	2023	2024 ¹
BIPOC²	37%	27%	53%	57%	63%	82%*
White	63%	73%	47%	43%	37%	18%*

1. As of May 2024.

2. Black, Indigenous, and other People of Color.



Source: 2019 to 2024. Home-Buy the American Dream Borrower Demographic Information obtained through self-identification by Borrower through the Borrower Authorization Form. Home-Buy the American Dream is the City of Madison's down payment and closing cost assistance program available to income eligible families buying a home in the City of Madison.



#4 Ensure Seniors & Others can Stay in their Homes



Tenant Protection

Strengthened Anti-Retaliation Enforcement for Tenants
Created a partnership through City Building Inspections and the Department of Civil Rights



Emergency Rental Assistance Program

Utilized \$55 M in federal funds
Assisted 11,500 Households



Increased funding to Eviction Defense Program

Utilized \$15 M in federal funds
Assisted over 1,100 households
Funded through September 2025



Rehabilitation Loans & Property Tax Assistance for Older Adults

Increased staffing and program funding



Renovate Natural Occurring Affordable Housing

Provide energy and water conservation upgrades to benefit tenants



Home Repair Programs



Agency	# Homes	Amount
Project Home - Minor Repair	72	\$254,227
Madison Area Community Land Trust	23	\$143, 469
Habitat of Dane County Minor Repair	2	\$10,000
Project Home - South Madison Repair	21	\$150,000
Project Home - Major Repair	13	\$389,000



Property Tax Assistance for Older Adults

# Loans	Amount	Year
31	\$172,154	2023
25	\$172,487	2022
30	\$178,136	2021
26	\$150,287	2020
20	\$108,700	2019
23	\$166,228	2018



#5 Work to End Homelessness



Affordable Housing Fund Preference

Application prioritizes low-income housing for targeted populations and support services



Permanent Men's Shelter

Secured \$25 million in City, County & Federal funding to construct purpose-built men's shelter

2024 construction start



Permanent Women and Family Shelter

Secured \$2.5 million to purchase Salvation Army's Darbo Dr. site to help fund downtown shelter



Tiny Homes

Created new zoning districts to allow "tiny house villages," "mission camps".

Provided funding for solar panels at OM Village



Shelter Alternatives

Established temporary structured campground site as alternative to shelter