



*Meeting housing needs for all
in a growing city*



Housing **FORWARD**

Plan Commission Special Meeting | March 31, 2026

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Meagan Tuttle, AICP, Planning Division Director

Housing **FORWARD**

- Sets goal to create 15,000 new homes by 2030 with 25% providing long-term affordability
- Launched in 2021, updated in 2025
- <https://www.cityofmadison.com/mayor/priorities/housing-forward>
- Identifies multi-pronged approach to guide city actions to realize this goal:
 - Increase housing choice
 - Create affordable housing
 - Combat displacement and segregation
 - Work to end homelessness

Housing **FORWARD**

#1 Increase Housing Choice

Highlights for Plan Commission:

- Make lot division and subdivision processes simpler to create more new lots for homes
- Pursue code changes and process changes to support “missing middle” housing
- Continue to simplify zoning standards for infill citywide, with specific options for downtown



2025 Adopted Code Updates

Changes with the zoning and subdivision codes to support residential infill:

- Allow duplex & twin homes in all residential areas
- Increase size for ADU & allow two-unit ADU's
- Create new Cottage Court use and allow in most residential districts
- Allow 3- and 4-unit buildings in residential areas within the TOD overlay

- Amend deep residential lot standards to allow more backyard lot splits
- Reductions to lot area, lot width standards in all residential zoning districts
- Increase max height in areas of transition between residential and mixed-use districts

- Eliminate Usable Open Space standard



2025 Adopted Code Updates

Changes with the zoning code guiding residential development forms:

- Allow alley-loaded housing types in more residential districts
- Updated garage design standards and rear-loaded garage setback requirements
- Standardized side yard setbacks, porch encroachments in setbacks
- Created more flexibility for the placement of homes within 2- and 3-unit buildings

Updates to the Transit Oriented Development Overlay standards:

- Update drive-thru standards for more intensive development in keeping with purpose
- Disallow auto sales, carwash, and surface parking as a new principal use



2025 Adopted Code Updates

Development review process changes:

- Updates to findings of historic value and process for building demolitions
- Increase conditional use thresholds for downtown zoning districts
- Proactive rezone of select properties in TOD Overlay, consistent with West & Northeast Area Plans

In addition to code changes, investment in staff resources:

- 2026 Operating Budget adopted with additional position in Engineering Mapping to provide support for development review and rezoning processes

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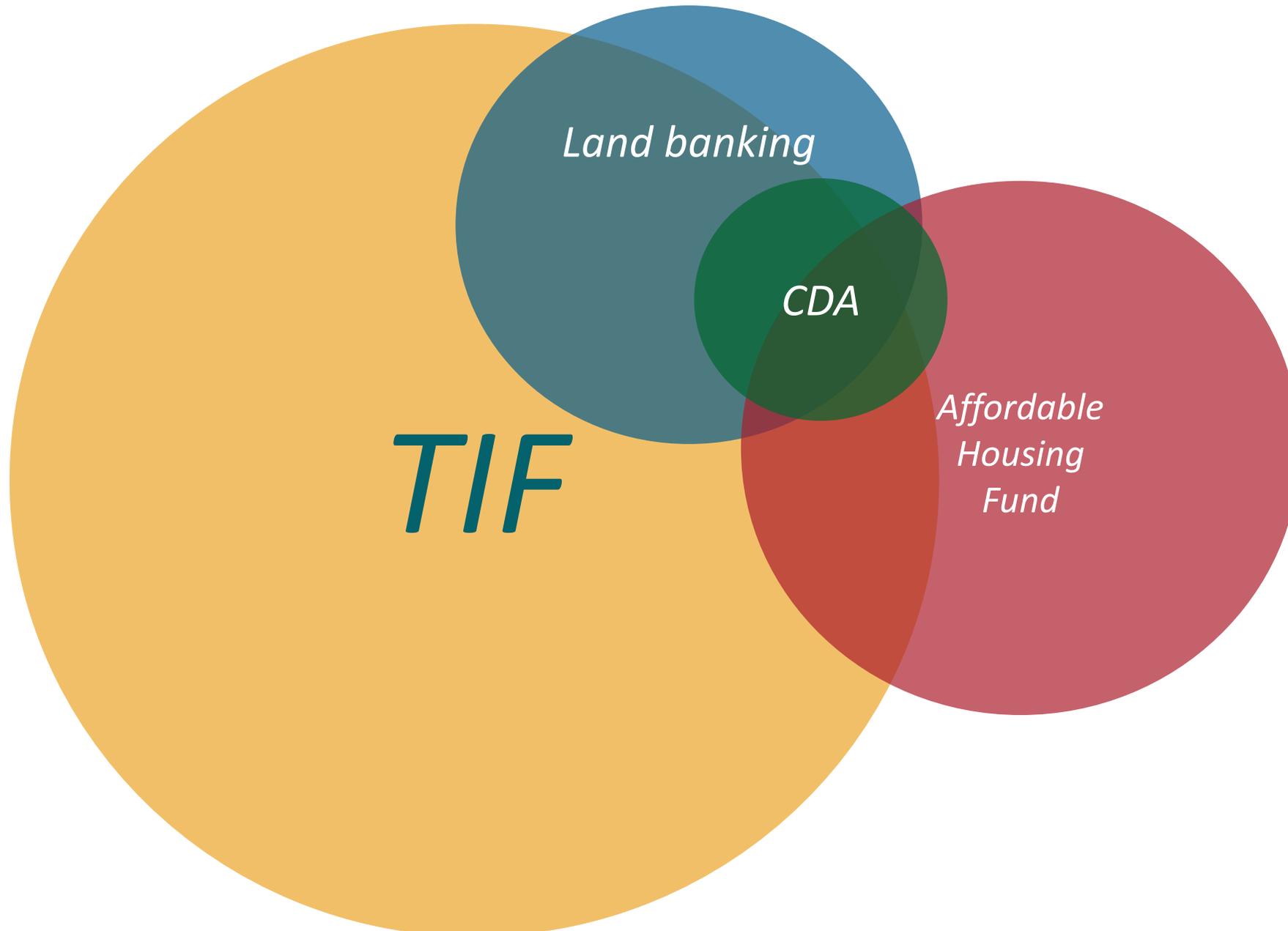
Housing **FORWARD**

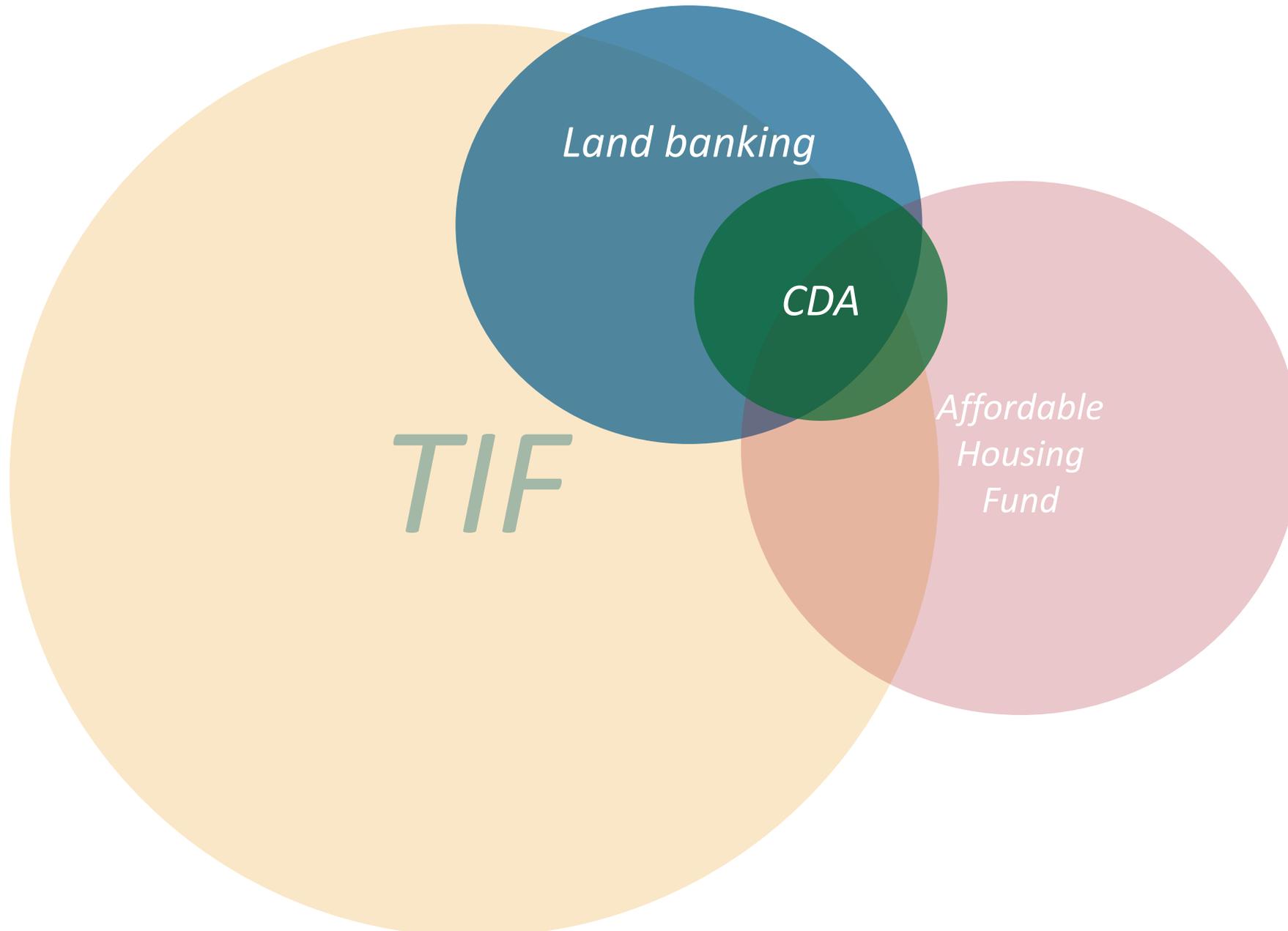
#2

Create Affordable Housing Throughout the City

Highlights for Plan Commission:

- Continue strategic land purchases to add more affordable housing
- Initiate redevelopment projects bringing hundreds of new affordable homes near Bus Rapid Transit





City-Led (Re)development

- Strategic
- Resource intensive





City-Led Housing Development

- Recent focus on land in South Madison
- Now a broader emphasis:

- Sites near transit



- Missing middle



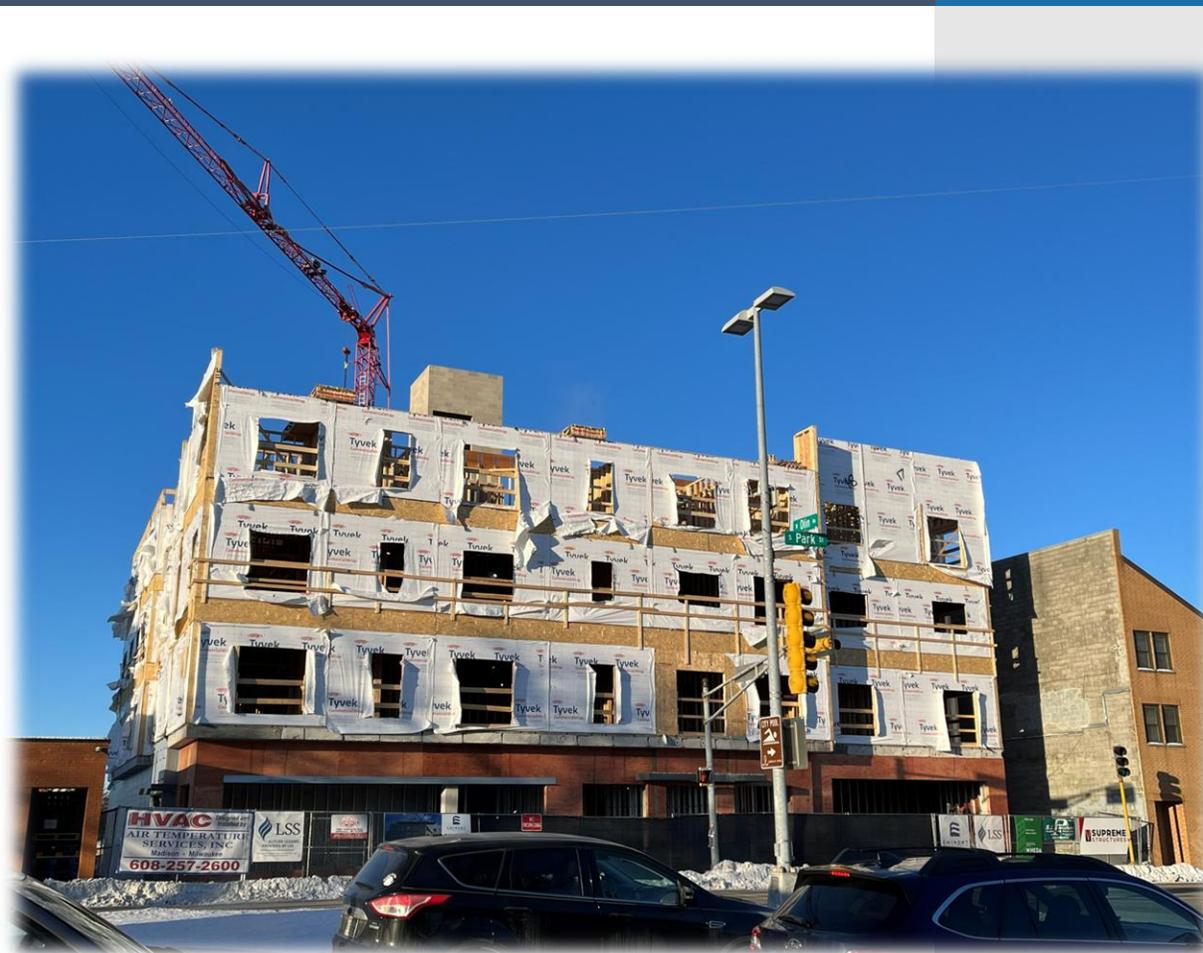
- Homeownership



Small-Scale Redevelopment (CDA)



Convey Land to Development Partner



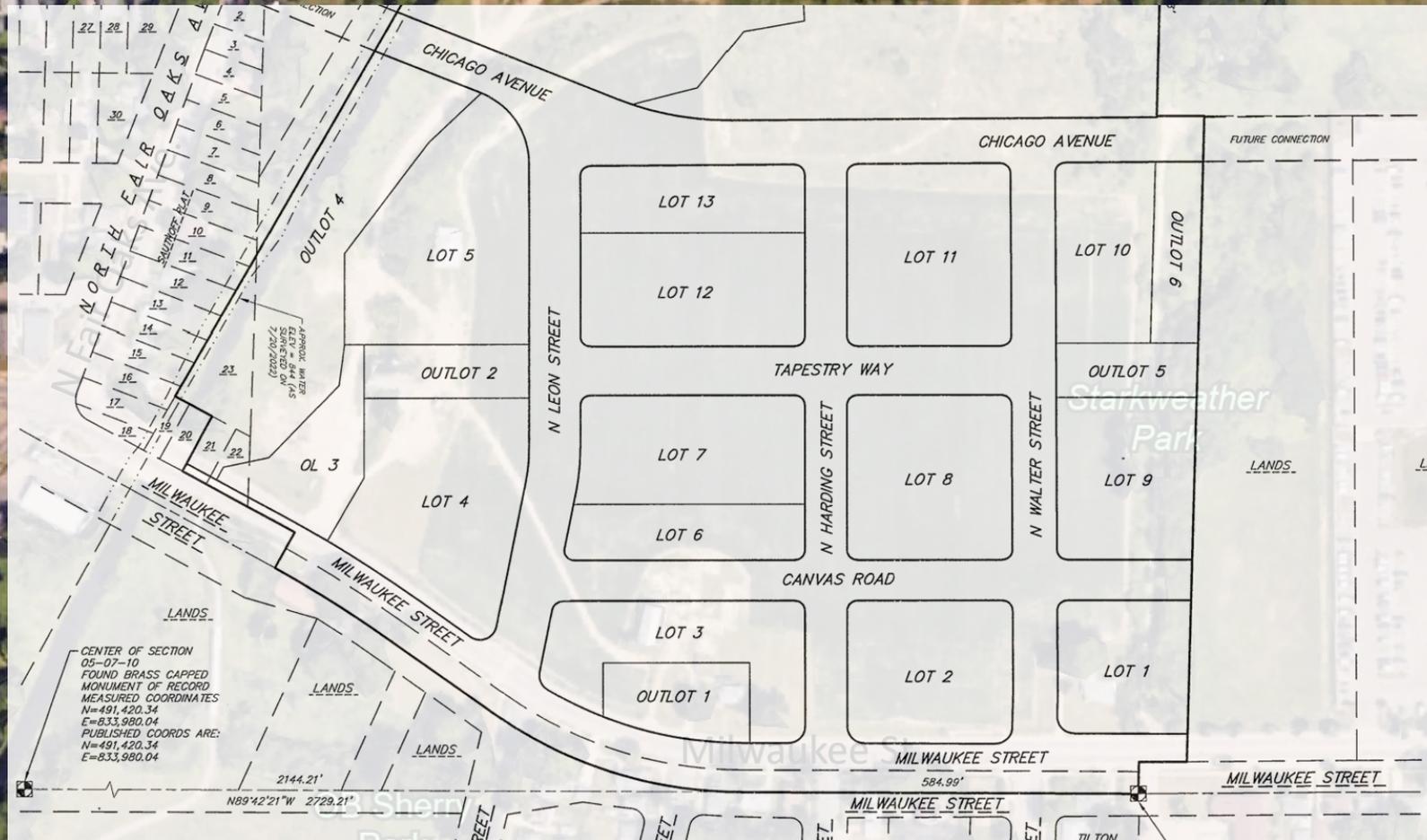
Land banking - Partners Develop Housing - Starkweather



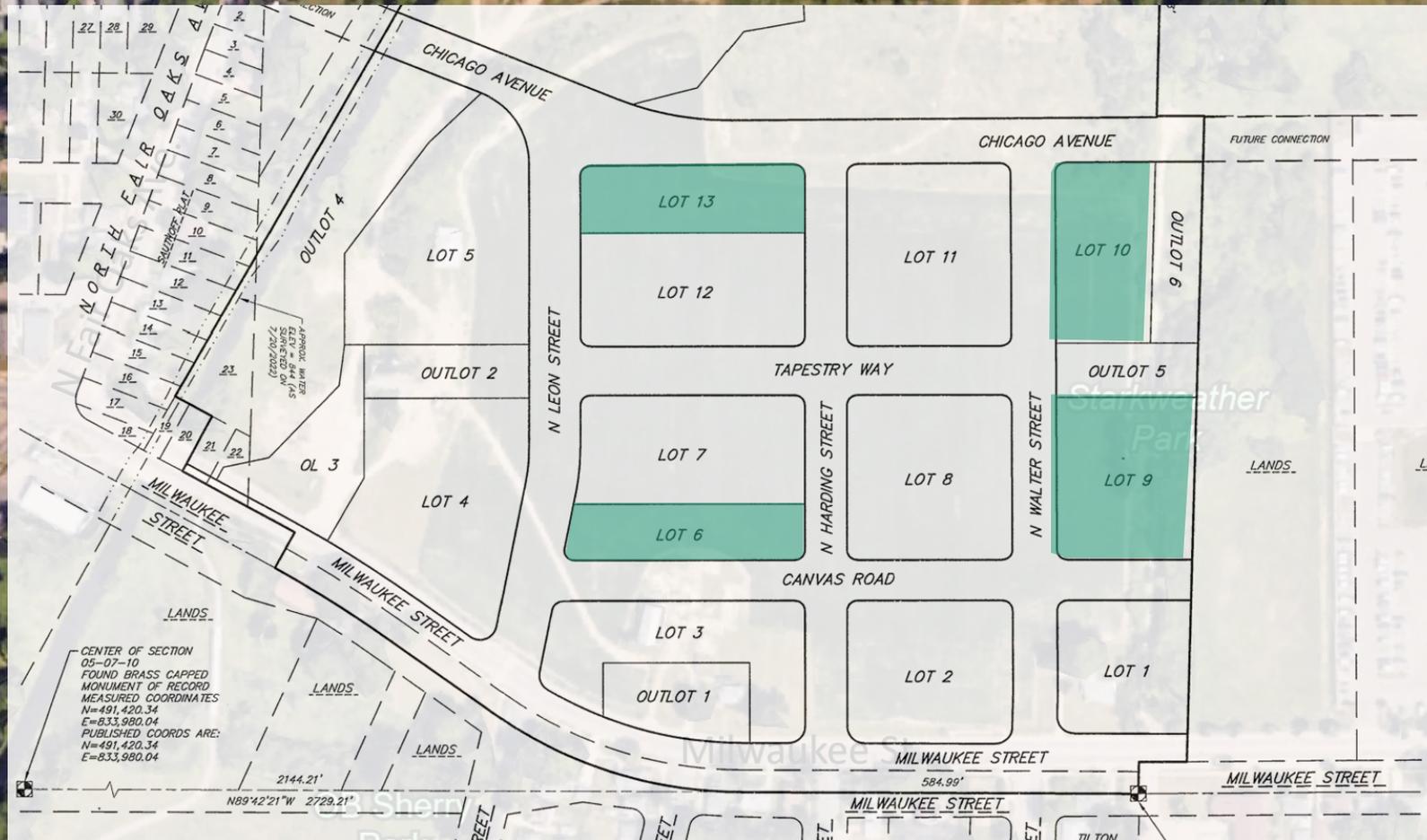
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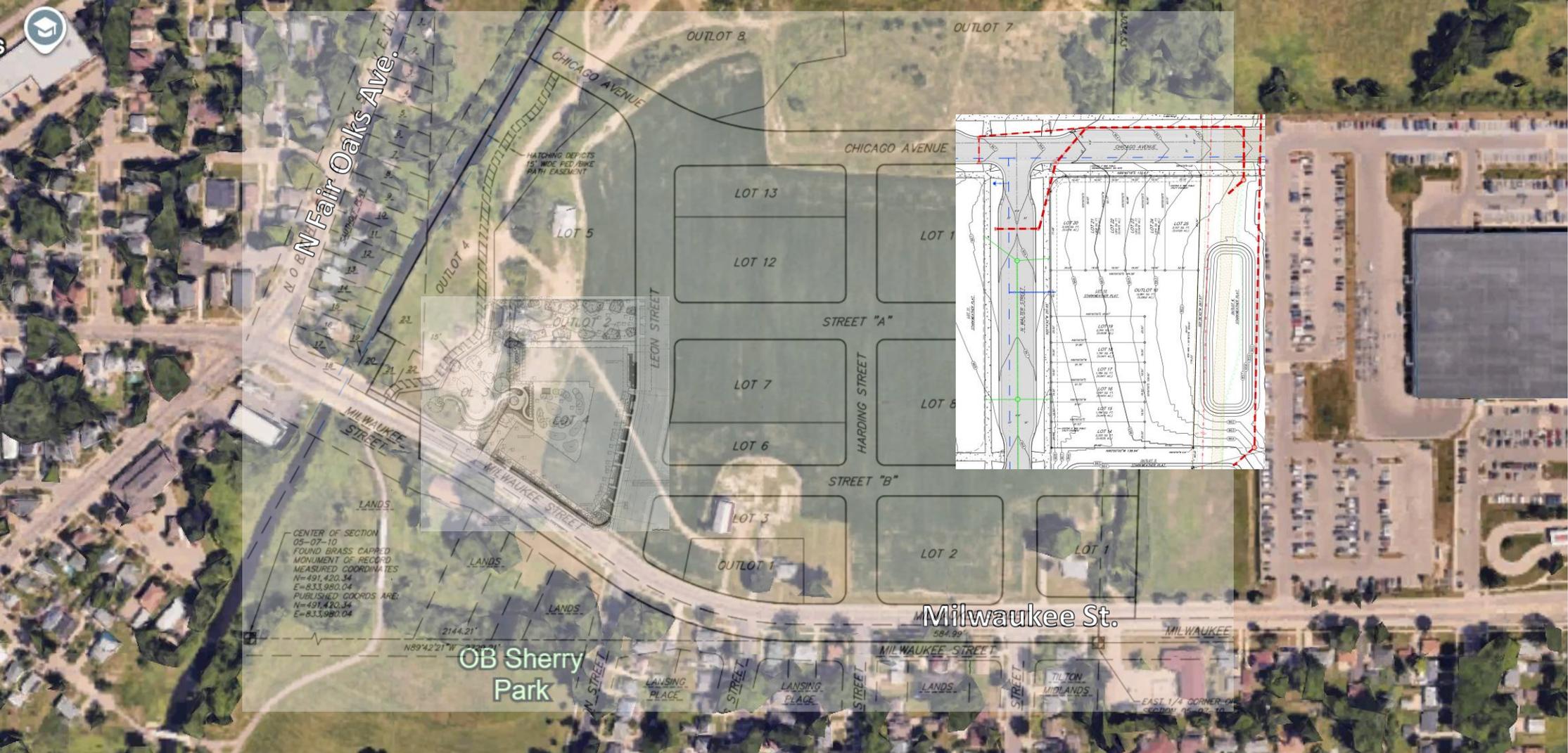
Land banking - Partners Develop Housing - Starkweather



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CENTER OF SECTION
05-27-10
FOUND BRASS CAPPED
MONUMENT OF RECORDED
MEASURED COORDINATES
N=491,420.34
E=833,980.04
PUBLISHED COORDS ARE:
N=491,420.34
E=833,980.04

Milwaukee St.

City of Madison Housing Tracker



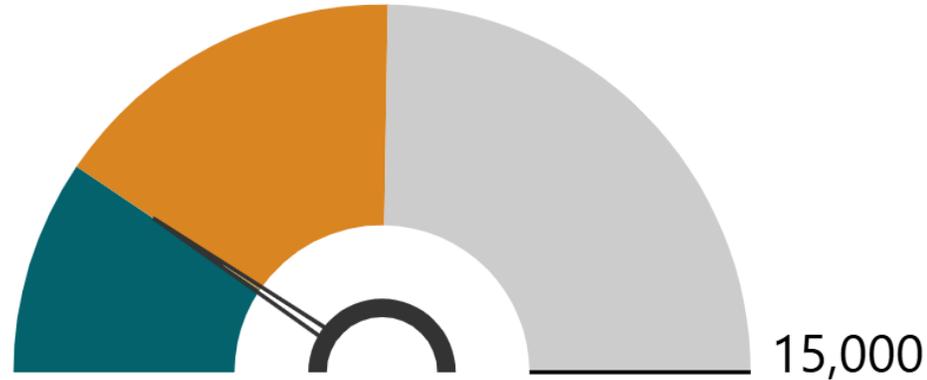
The City of Madison has two new housing production targets:

- Support the addition of 15,000 new homes by 2030
- Aim for 25% of these (3,750) to have long-term affordability

While we've seen about 22,000 new homes constructed over the last decade, we still need more homes of all types to meet community needs.

The aim to support 15,000 new homes, 25% (3,750) of which have long-term affordability is consistent with [Dane County's Regional Housing Strategy \(2024\)](#), which laid out targets for each community in the fastest-growing part of Wisconsin.

Housing Production 2025-2030



Net Homes Completed Since 1/1/2025

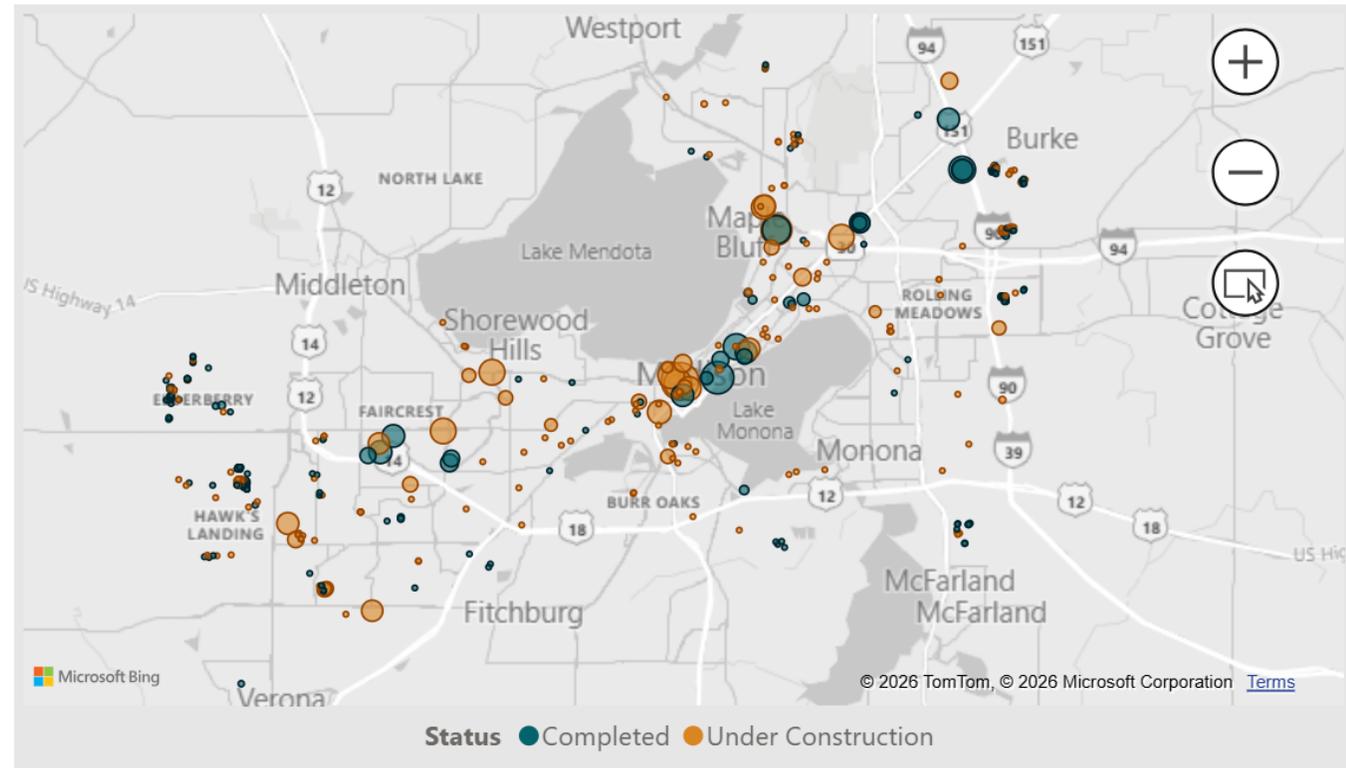
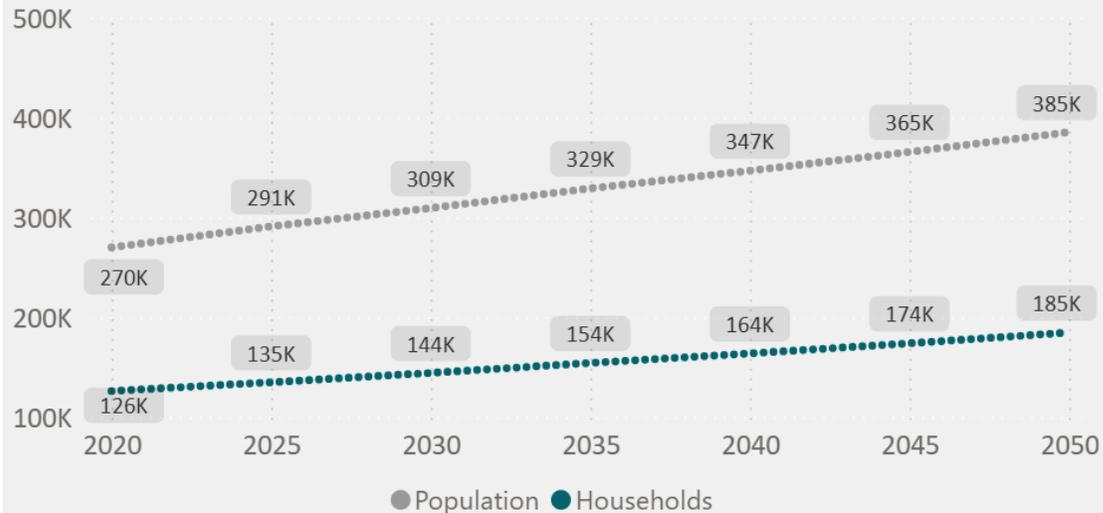
2,835

Homes Under Construction

4,739

The City of Madison Housing Tracker is designed to be updated monthly with data from the City's Department of Planning, Community & Economic Development. *Last Update: 3/2/2026*

City of Madison Population & Household Projections



Affordable Housing Production

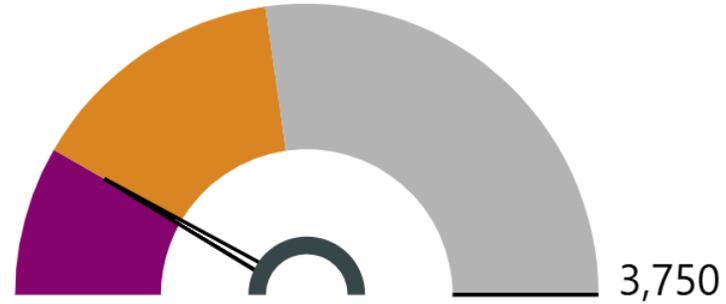
Affordable Housing can mean many things based on one's perspective. Generally, to be considered "affordable", housing costs should be no more than 30% of household income.

In this City of Madison Housing Tracker, "Affordable Housing" means that homes are subsidized and available only to renter households with income no greater than 60% of Madison's Area Median Income (AMI), or to homeowners with income no greater than 80% AMI. Deeply affordable rental housing for those making no greater than 30% AMI is also tracked. For rental homes, rent is limited according to the table shown here, updated each April by the Wisconsin Housing & Economic Development Authority (WHEDA) (last updated 4/3/2025).

Dane County set an ambitious goal for **25% of all new housing in the County to be affordable**, which more than doubles the proportion of new homes we've seen in the City of Madison over the past decade. On this page, track Madison's progress toward this goal, and look back to see the amount and location of affordable housing completed since 2015.

Progress Toward New Affordable Housing Goal

3,750 (25%) Homes Completed Between 2025-2030



Affordable Homes Completed Since 1/1/25

622

Affordable Homes Under Construction

1,083

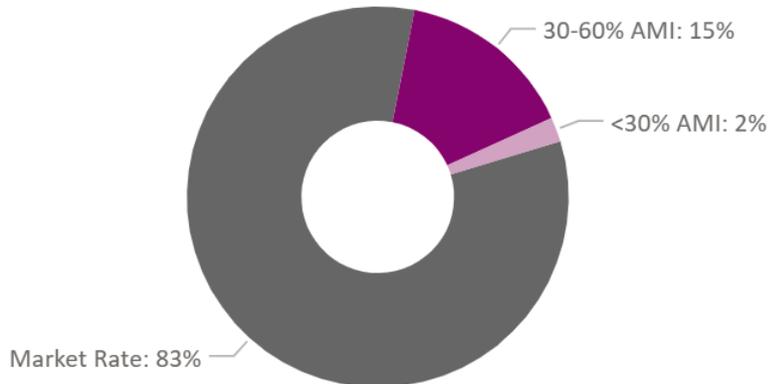
Affordable Housing Income & Rent Limits

Income & Rent Limits	30% AMI	60% AMI
Rent Limit - Studio	\$681	\$1,363
Rent Limit - 3 BR	\$1,012	\$2,025
Rent Limit - 2 BR	\$876	\$1,753
Rent Limit - 1 BR	\$730	\$1,461
Income Limit - 4 person HH	\$38,940	\$77,880
Income Limit - 1 person HH	\$27,270	\$54,540

2024

2026

Lookback: Homes Completed Since 2024 by Level of Affordability



Lookback: Affordable Homes Completed Since 2015

