

Increase Housing Choice

Housing Strategy Committee

July 2023





Increase Housing Choice

Questions:

- Are there ways to improve the following strategies?
- Are there other ways to get at strategies that are more effective/the City isn't currently engaged in?

Zoning



Strategy:

- Review current regulations within zoning code and adjust as necessary to maximize potential for context-sensitive density increases

What the Report says (Biennial Housing Report):

- *Remove regulatory barriers in zoning, demolition, and subdivision rules restricting middle scale/density housing types (condominiums, town houses, small lots)*

Committee
Score:



Ongoing

Zoning



Madison City Council removes protest petition provision on rezonings

By Nicholas Garton

Jun 9, 2022



The City Council met on Tuesday and voted to remove protest petitions and retain a simple majority vote for approval of rezonings.

RUTHIE HAUGE

Madison Common Council approves Transit-Oriented Development Overlay Zoning Ordinance

Jan 18, 2023 Updated Jan 18, 2023 0



Zoning

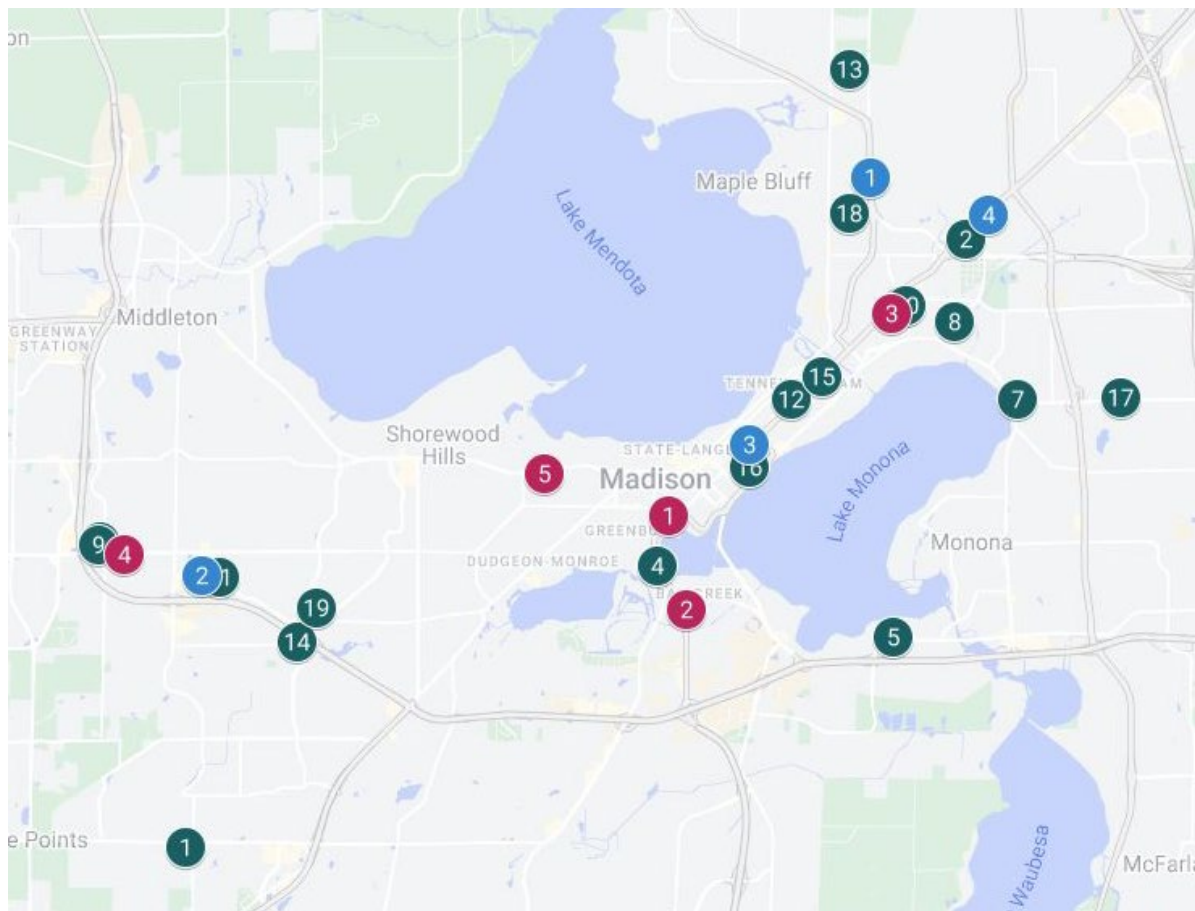


Examples (since 2021):

- Adjusting thresholds between conditional and permitted uses in all mixed-use and multifamily zoning districts, increasing allowable heights and unit counts by-right
- Allowing accessory dwelling units (ADUs) to be permitted by-right on any residentially-zoned parcel with a single-family home (as long as either the home or ADU is owner-occupied)
- Transit Overlay zoning district



Affordable Housing Fund-Tax Credits



Completed

- 1 Maple Grove Commons
- 2 Rethke Terrace
- 3 Carbon at Union Corners
- 4 8Twenty Park
- 5 The Royal
- 6 Tree Lane Family Apartments
- 7 The Grove Apartments
- 8 Fair Oaks Apartments
- 9 Point Place Apartments
- 10 Generations at Union Corners
- 11 Normandy Square
- 12 The Breese
- 13 Tennyson Ridge Apartments
- 14 Tailor Place Apartments
- 15 Valor on Washington
- 16 NoVo Apartments
- 17 The Ace Apartments
- 18 The Oscar
- 19 University Park Commons

Under Construction

- 1 Bayview Housing
- 2 Fourteen02 Park
- 3 Red Caboose Apartments
- 4 Uno Terrace
- 5 The Heights

Planned

- 1 Avenue Square
- 2 Merchant Place Apartments
- 3 St. John's Lutheran Church Redevelopment
- 4 Rise - Gardner Bakery Redevelopment



Affordable Housing Fund–Tax Credit

As of May 22, 2023

	Projects	Total Units	Affordable Units*
Completed	20	1,494	1,157
Under Construction	5	493	411
Planned (LIHTC Awarded)	1	130	110
Proposed	1	245	161
TOTALS	27	2,362	1,839

*Affordable Units are defined as units reserved for households at or below 60% of Dane County Median Income (CMI/AMI)



Accessory Dwelling Units

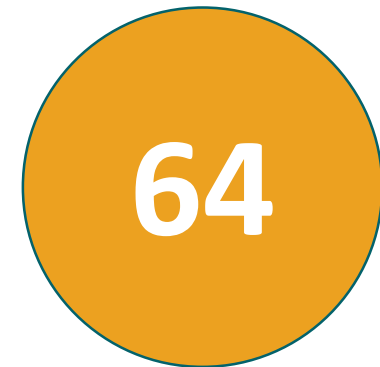
Strategy:

- Review and adjust ADU zoning ordinance to allow interior-ADU conversion by-right

What the Report says (Imagine Madison):

- *Affordable housing assistance could be included as a budget item in new non-industrial tax increment district spending plans. Additionally, existing tax increment districts can be extended for a year before closure to fund housing programs, which has been done with some of Madison's districts.*

Committee
Score:



Ongoing



TIF Policy to Expand Housing

SOUTH MADISON | TAX INCREMENTAL FINANCING

Madison proposes TIF district to deliver \$115 million to the evolving South Side

Dean Mosiman | Wisconsin State Journal | Jan 25, 2023 | 0



- \$15 million for Community Development Authority revitalization projects: \$4 million for South Transfer Point redevelopment, \$5 million for land purchases and \$6 million for the Village on Park mall.
- More than \$22 million for low-cost housing: \$10.5 million in development loans to create rental housing; \$7.5 million in aid to create lower-cost, owner-occupied units; \$1.4 million for a single-family home rehab program; \$1.25 million to expand a rental rehab program; and \$1.5 million for homebuyer's assistance.

South Badger Road, including the Badger Building, left, Centro Hispano, center, and Metro Transit's South Transfer Point on Madison's South Side. A proposed tax incremental financing (TIF) district could help deliver about \$115 million in improvements to the area, including \$4 million in development loans for a project at the transfer point.

JOHN HART, STATE JOURNAL

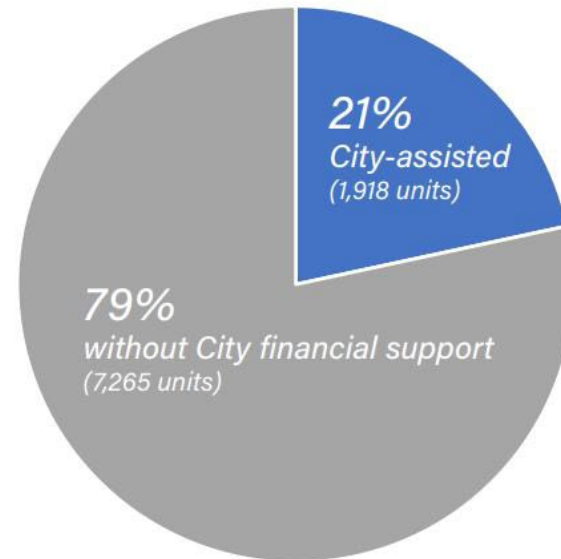


TIF Policy to Expand Housing

Unit Production from City Funding



Direct City financial support has contributed to 21% of all new rental units developed since 2016



Years 2016-2021

Taken from 2022 Housing Snapshot Report



Needed Unit Types

Strategy:

- Continue promoting needed unit types in AHF developments as well as the private market

What the Report says (Imagine Madison):

- *Under Madison's zoning code, almost every mixed-use building or significant multifamily residential development requires conditional use review by the Plan Commission... Only two buildings with multifamily residential components totaling 12 dwelling units were approved as permitted uses between 2013 (when the city's new zoning code was adopted) and 2016, out of approximately 7,800 total new multifamily units approved during this period.*

Committee
Score:



Ongoing

Ownership



Strategy:

- Research ways to support ownership development, esp. for lower-cost types (townhome, cohousing, etc.)

What the Report says (Imagine Madison):

- *The City can help to increase the amount of available housing by identifying targeted locations for development, redevelopment, or infill for housing, assisting in land acquisition, land banking, providing incentives, and partnering with private organizations to achieve development goals.*

Committee
Score:



Ongoing

Land Banking



Madison hopes new land banking policy will lead to more affordable housing

By Abigail Becker
Jun 8, 2021



An aerial photo of the South Park Street corridor. Last year, the city purchased property at 1810 S. Park St. for land banking purposes.
PHIL BRINKMAN, STATE JOURNAL

SIGN UP FOR THE MORNING UPDATE NEWSLETTER:

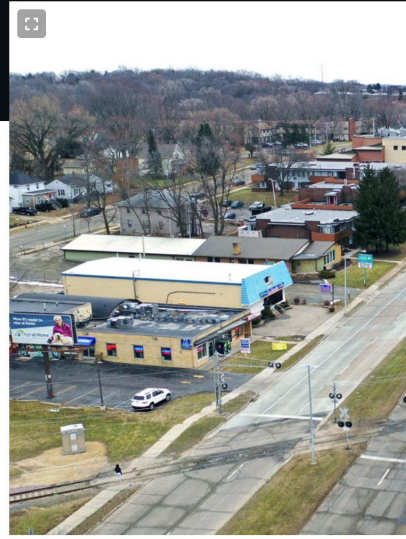
Email Address

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MADISON SOUTH SIDE | LAND ACQUISITION

Madison officials look to buy land for eventual South Side revitalization

Dean Mosiman | Wisconsin State Journal Jan 20, 2021 0



The city is considering making land acquisitions to guide development and prevent...
PHIL BRINKMAN, STATE JOURNAL

SOUTH SIDE | A CALL FOR NEW HOUSING

Madison pursuing first youth-centered, new construction housing project

Dean Mosiman | Wisconsin State Journal May 6, 2023 1



The city of Madison is preparing a request for developer proposals for the city's first youth-centered, new-construction housing project at a vacant city-owned lot at 1202 S. Park St. on the South Side.
JOHN HART, STATE JOURNAL



Goal Area: Create Housing

Strategy:

- Explore adjustments to zoning to be consistent with Future Land Use Map and Comprehensive Plan

What the Report says (Biennial Housing Report):

- *Traditionally non-profit providers have sought to develop or acquire housing units by owning entire buildings dedicated to housing homeless individuals. This model aims to integrate units for homeless individuals into larger private developments..*

Committee
Score:

48

Ongoing



Public/Non-Profit/For-Profit Partnerships

As of May 22, 2023

	Projects	Total Units	Affordable Units*	Supportive Service Units
Completed	20	1,494	1,157	326
Under Construction	5	493	411	99
Planned (LIHTC Awarded)	1	130	110	34
Proposed	1	245	161	12
TOTALS	27	2,362	1,839	471

*Affordable Units are defined as units reserved for households at or below 60% of Dane County Median Income (CMI/AMI)



Goal Area: Allow Housing to be Created

Strategy:

- Reduce potential impact of neighborhood opposition to affordable homeownership and rental housing development

What the Report says (Analysis of Impediments):

- *[The City should utilize] a communication and educational plan for affordable housing for presentations to neighborhood(s).*

Committee
Score:



Ongoing



Reducing Neighborhood Opposition

West Area Open House




Presentation Starts @ 6:45 p.m.

May 10, 2023

Rental RFP Language:

- Applicants are required to present the proposed development to the neighborhood at a well-publicized meeting


Plan Area Noreste

Reunión de Participación Pública


Virtual, Mayo 30, 6pm. En-Persona, Mayo 31, 6pm.

La División de Planificación de la Ciudad de Madison desea invitarlos a una de las dos próximas reuniones de participación pública donde discutiremos el futuro del Área Noreste. Ya hemos recopilado valiosos comentarios de la comunidad, y nos gustaría informarle de lo que hemos escuchado y saber que piensa.

Ambas reuniones tendrán el mismo contenido. Se proporcionará interpretación en español, asistencia para el cuidado de niños y refrigerio ligero para la discusión en persona.




Virtual
Mayo 30, 6pm.
 Con intérpretes en español
 Registro: rb.gy/agvj2



En-persona
Mayo 31, 6pm.
 Fleet Services Facility
 4151 Nakoosa Trail,
 Madison, WI 53714
 Training Room

Página del Proyecto



¿Preguntas?
 Contactenos en neighborhoods@cityofmadison.com
 o visite www.cityofmadison.com/NortheastPlan



Goal Area: Allow Housing to be Created

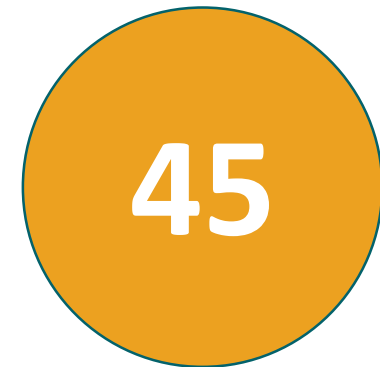
Strategy:

- Explore opportunities to redefine “low-cost housing” within City ordinance to give impact fee flexibility to smaller unit types

What the Report says (Analysis of Impediments):

- *Ex: Accessory Dwelling Units and other unit types create opportunities for “low-cost” housing not reflected in current policy*

Committee
Score:



Not
Started



Goal Area: Improve Process/Rules

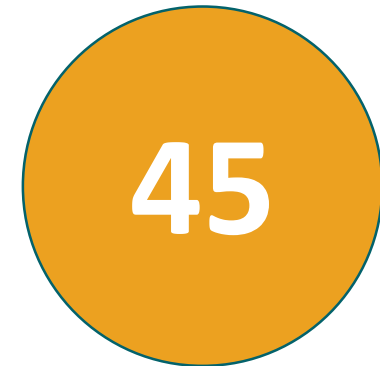
Strategy:

- Advocate for increased funding at State and Federal levels

What the Report says (Imagine Madison):

- *The sources and potential uses of county, state, and federal funding are constantly changing, so the City must be proactive in identifying challenges and opportunities to funding affordable housing.*

Committee
Score:



Ongoing