



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

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To: Plan Commission

From: Planning Division Staff

RE: **Comments received on the draft Equitable Development in Madison report**

The draft [Equitable Development in Madison](#) report was introduced to Council on July 30, 2019. At that meeting, Council referred the draft to the Economic Development Committee, Community Development Authority, Equal Opportunities Commission, Housing Strategy Committee, Community Development Block Grant Committee and Plan Commission (lead). The purpose of this memo is to summarize the recommendations of those bodies and provide a staff response for the Plan Commission to consider as it makes its recommendations on the draft report for the Common Council.

Economic Development Committee – August 21 and September 18, 2019

A motion was made by Harris, seconded by Bulgrin, to recommend accepting the report with these three changes:

1. To add a "Be It Further Resolved" clause to direct the Plan Commission to consider re-formatting the document to direct City staff to develop priority recommendations for 2020.
2. To look into guarantee (loan) as part of the report.
3. To add "personal stories" and "case studies" to the final report.

Planning Staff Response:

The intent of the report was to provide information about areas experiencing or susceptible to gentrification or displacement, what the City is currently doing to minimize or mitigate negative effects and what are other techniques being used to address this in other cities. The strategies identified in this report, as well as other housing reports prepared by the City, are used as a basis for investigations of possible future policy changes. This study was not intended to include the in depth analysis of potential benefits and consequences required for policy changes. Staff can add information about loan guarantee programs being used elsewhere.

Community Development Authority – September 12, 2019

A motion was made by Evers, seconded by Carter, to recommend approval.

Equal Opportunities Commission – September 12 and October 17, 2019

A motion was made by McDowell, seconded by Dieringer, to return to lead with the following recommendation:

1. The EOC would like an update in about six months about the progress made in addressing these issues and what action plan is being put in place.
2. A public-facing document should be made readily available. The EOC recognizes the need to make these reports accessible to the public in every way possible. This includes simplifying and summarizing the contents into a document the community can see and understand.

Planning Staff Response:

Staff can provide a future update on actions taken to further equitable housing. Planning Division staff can make minor edits to the document prior to publishing the final version to improve readability and clarity of findings.

Housing Strategy Committee – September 26 and October 24, 2019

A motion was made by Cranley, seconded by Lemmer, to Return to Lead with the Recommendation for Acceptance. The Housing Strategy Committee members agreed that they would like the following comments noted:

1. Recommend replacing "best practices" with "possible future actions".
2. Continued evaluation of the zoning code to balance protection of neighborhoods and property development.
3. Evaluation of strategies to maintain long-term, affordable, quality housing.
4. Provide technical support to non-profits, and incentives to developers to maintain relationships.
5. Exploration of the "missing middle"; continued evaluation of non-traditional options for affordable housing.

Planning Staff Response:

The Housing Strategy Committee asked staff to replace "Best Practices" with "Possible Future Actions" or something similar, since there is limited research on this topic therefore these strategies should not be called 'Best Practices'. Staff can make edits to the report to reflect this suggested change.

Staff will also add another section/ paragraph to the report and list some of these specific comments as 'Indirect/other strategies' that can be further explored.

Community Development Block Grant Committee – October 3, 2019

A motion was made by Christian Albouras, seconded by Rachel Sattler to recommend approval of the white paper titled "Equitable Development in Madison". Motion passed by voice vote.