



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved HOUSING STRATEGY COMMITTEE

Thursday, September 24, 2015

4:00 PM

Madison Municipal Building Room 313
215 Martin Luther King Jr. Blvd.

1 CALL TO ORDER / ROLL CALL

Staff: Matt Wachter
One observer, no speakers.

The meeting was called to order at 4:01pm with quorum present.

Logan arrived at 4:12pm.
Wood left at 4:32pm. Cranley left at 5:00pm.

Present: 7 - Zach Wood; David C. Porterfield; Sharon L. McCabe; Anne L.N. Morrison;
Brian K. Nowicki; Laurie A. Logan and Martha Cranley

Absent: 1 - Larry Palm

2 APPROVAL OF MINUTES

A motion was made by Wood, seconded by Porterfield, to Approve the Minutes from the July 30, 2015 meeting. The motion passed by voice vote.

3 PUBLIC COMMENT

No public comment.

4 DISCLOSURES AND RECUSALS

No disclosures or recusals.

5 COMMUNICATIONS

Porterfield shared information regarding a Movin' Out sponsored event at the central library on Sept. 30th. "Bringing Innovation to Light" will share stories of social innovation involving local artists and business owners with disabilities.

Wachter lauded the efforts of the Housing Strategy Committee:

- \$6M request in the 2016 Capital Budget for the Affordable Housing Fund to be approved by Common Council.

- Projects have come in from RFP for a total of over 200 units to be located on the west side, Park St., E. Washington and Broadway.

- 400 units of affordable rental housing are in the pipeline, 200 of which will provide social services; Rethke, Pinney Lane and Porchlight properties.

6 DISCUSSION ITEMS

- 6b** [39668](#) Accepting the report and recommendations of the Housing Strategy Committee - Market Rate Rental Report.

Sponsors: Larry Palm and Zach Wood

Attachments: [2015 Housing Report - Market Rate Rental FINAL 9-29-15.pdf](#)
[2015 Housing Report - Market Rate Rental DRAFT 8-11-15.pdf](#)

There have been no formal recommendations to the chapter by other committees, but there have been requests for clarification regarding Land Banking and CDA's role. Wachter indicated he will make some minor edits but no changes, and asked for the Housing Strategy Committees approval of the chapter.

A motion was made by McCabe, seconded by Cranley, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- 6a** [34943](#) Housing Report - Senior Housing Data

Attachments: [2015 Housing Report - Senior DRAFT 10-23-15.pdf](#)
[2015 Housing Report - Senior DRAFT 3-23-15.pdf](#)
[2015 Housing Report - Senior DRAFT 2-20-15.pdf](#)
[2014 Housing Report - Senior DRAFT 12-15-14.pdf](#)
[2014 Housing Report - Senior DRAFT 10 29 14.pdf](#)
[Senior Housing Trends 7 24 14.pdf](#)

Discussion regarding underwriting for Senior housing - there is a heavier level of underwriting as operation is treated more like a hotel due to the services provided.

Wachter wants the Committee on Aging to review this chapter prior to the Housing Strategy release. Wachter suggests tabling this chapter until then. Committee agrees.

6c [39780](#) Housing Report - Market Rate Ownership

Attachments: [2015 Housing Report - Market Rate Ownership DRAFT 10-23-15.pdf](#)

Wachter wants feedback on direction to take this chapter, as the City doesn't directly influence the market as they can with other chapters.

In his presentation, he offered things to consider regarding possible chapter focus:

- Geographic factors ie: perceived value of school/neighborhood and or property size/type
- What is holding back ownership?
- Is slow down in ownership a demand issue or supply issue?
- Should the City care about number of home owners?
- Are we creating communities that are attracting businesses?
- Are there good reasons for people to own homes?
- Besides the home itself, what attracts a homeowner?
- Should the City be adding amenities/generators to corridors to serve single family neighborhoods?

7 **NEXT MEETING**

Scheduled for October 29, 2015.

8 **ADJOURNMENT**

A motion was made by Morrison, seconded by McCabe, to Adjourn. The motion passed by voice vote. The meeting Adjourned at 5:24pm.