

Regional Housing Strategy



Taking the Next Step Together.

Olivia Parry, Sr. Planner, Dane County Planning & Development
City of Madison, CDBG Commission, February 6, 2025

Overview

RHS CORE VALUES

**TOP PRIORITIES
STRATEGIES, ACTION ITEMS**

**AFFORDABLE & MARKET RATE
PRODUCTION GOALS**

STRATEGIES FOR IMPLEMENTATION
see handouts

COUNTYWIDE STRATEGIES

**RHS/CITY ALIGNMENT & PARTNER
OPPORTUNITIES**

REGIONAL HOUSING STRATEGY

RHS CORE VALUES

ACCOUNTABILITY

All entities – public, private, and non-profit alike – accept and share responsibility for providing attainable housing

AFFORDABILITY

All people have housing they can afford

ECONOMIC GROWTH

Housing production keeps pace with employer growth and meets employee needs

EMPOWERMENT

Residents, practitioners, and elected officials have a shared understanding of housing needs and are equipped to leverage housing resources and programs

EQUITY

Historically excluded populations and lower-income households have access to quality housing

SUSTAINABLE DEVELOPMENT

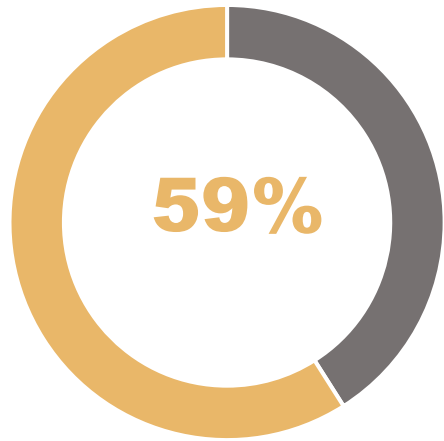
Housing is located near existing services, infrastructure, transit, amenities and jobs, reducing environmental impacts and improving quality of life for all residents



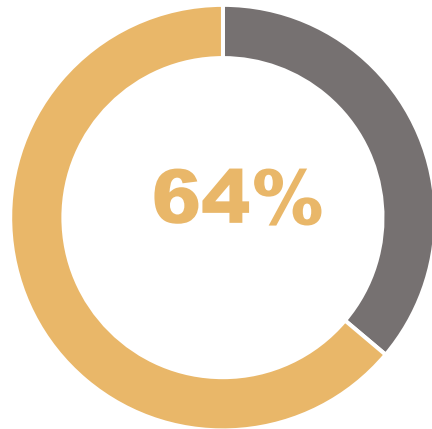
RACIAL DISPARITIES IN HOUSING TODAY

HOMEOWNERSHIP RATE BY RACE IN DANE COUNTY

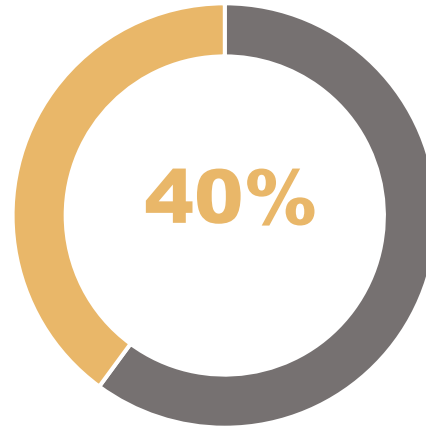
**Overall
Households**



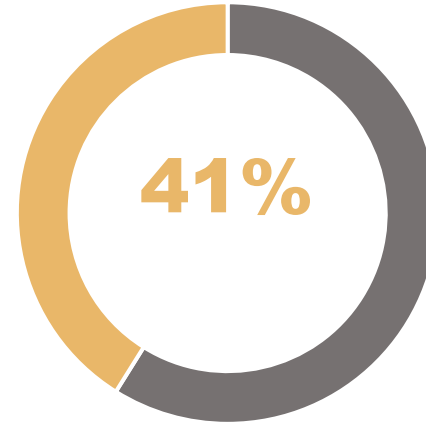
White



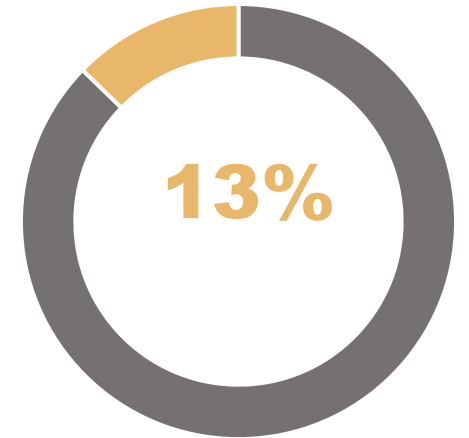
**Asian American/
Pacific Islander**



**Hispanic/
Latino**



**Black/African
American**



OWNER HH

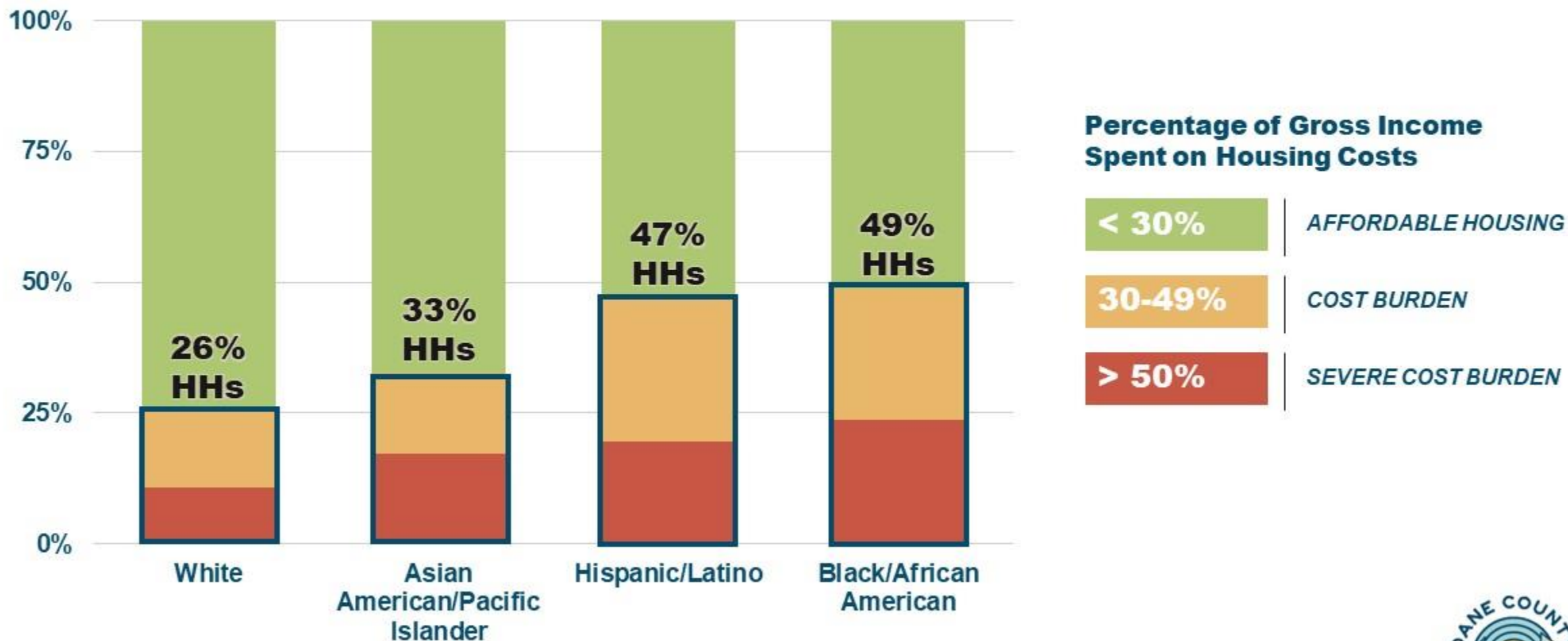
RENTER HH

Source: PUMs ACS 5-Year (2016-2020), SB Friedman



COST BURDEN BY RACE/ETHNICITY

PEOPLE OF COLOR ARE MORE LIKELY TO EXPERIENCE COST BURDEN



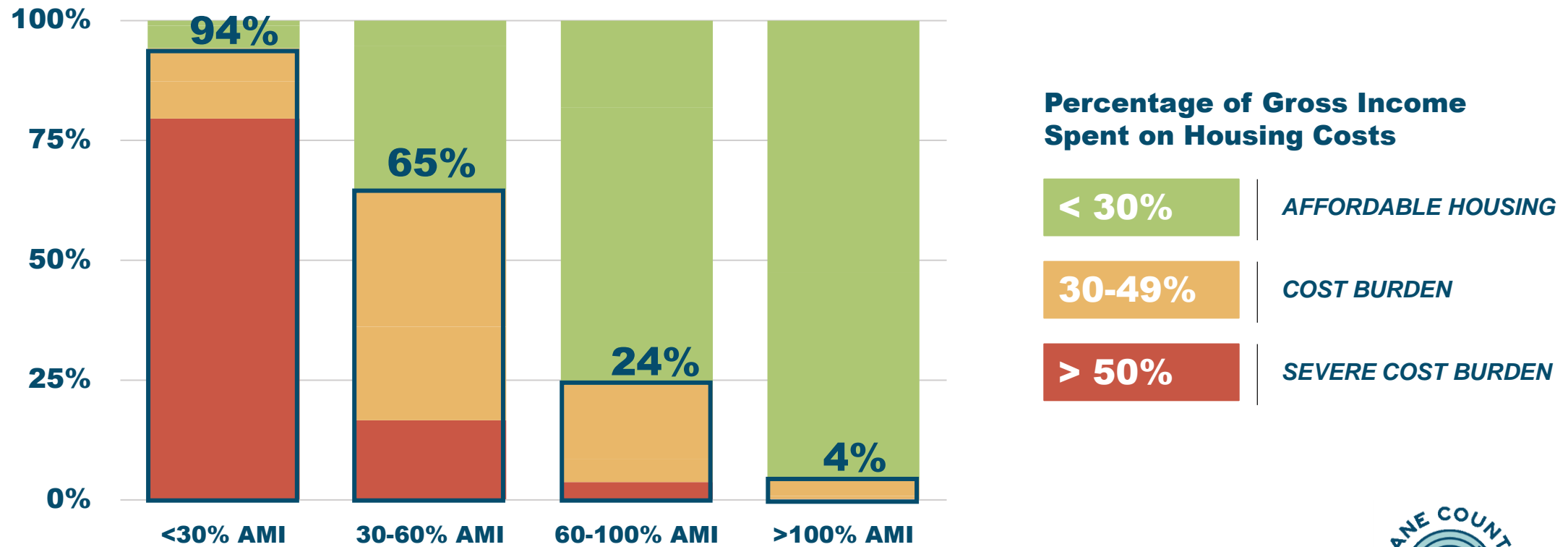
Source: PUMs ACS 5-Year (2016-2020), SB Friedman



HOUSING AFFORDABILITY

COST BURDEN IN DANE COUNTY

SHARE OF COST-BURDENED HOUSEHOLDS BY AMI IN DANE COUNTY



Source: HUD, ACS 5-Year Estimates (2016-2020), SB Friedman



5 TOP HOUSING PRIORITIES

- 1. Increase the number of housing units attainable to low- and moderate- income households**
- 2. Increase the overall number of housing units**
- 3. Provide housing, resources and protections for the most vulnerable populations**
- 4. Rehabilitate and preserve affordability of existing housing**
- 5. Provide more pathways to homeownership**



Regional Housing Strategy Overview

VISION STATEMENT

The RHS envisions an equitable and environmentally sustainable future where all residents have access to quality and affordable housing in connected neighborhoods.



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Regional Housing Strategy Production Goals

Dane County Housing Production Goals 2020-2040

139,000 *New housing units*

64,700 *New owner units*

74,200 *New renter units*



ANNUAL HOUSING PRODUCTION GOAL 2020-2040

Annual Housing Production Goals to Address Forecasted 2040 Household Growth

2,000 more housing units per year than current production rates

300 more affordable senior housing units per year

7,000

New housing units

3,300

New owner units

3,700

New renter units

1,765

New affordable renter units

300

New affordable senior units

250 Affordable Single Family Units a Year

(225 more than currently produced)



REGIONAL HOUSING STRATEGY

- 1. 7,000 housing units is 2,000 above our current level of annual production which is 5,000 (*5 year average*)**
- 2. 26% of all new housing should be affordable to people making 60 AMI or below**
- 3. The HAC also identified the need for the creation of 250 new affordable single family units each year**



SENIOR HOUSING INVENTORY AND PRODUCTION GOAL 2020-2040



Source: NICMAP (2022), CARPC Regional Development Framework (2022), Woods and Poole (2022), Dane County, WHEDA, HUD, CoStar



DANE COUNTY CHANGE BY AGE COHORT

EVERY AGE COHORT IS GROWING IN DANE COUNTY

Change in
DANE COUNTY
 and **WISCONSIN**
 population by age cohort
 from 2010 - 2020:

	≤ 14	15 - 24	25 - 34	35 - 54	55 - 74	75+
	+3.6%	+15.1%	+8.0%	+1.5%	+30.8%	+21.9%
	-4.7%	-1.7%	+2.2%	-9.6%	+26.1%	+9.4%

23.1% vs .5%

52.7% vs 35.5%

Dane County's population is increasing across all age cohorts, especially ages 55 and older.

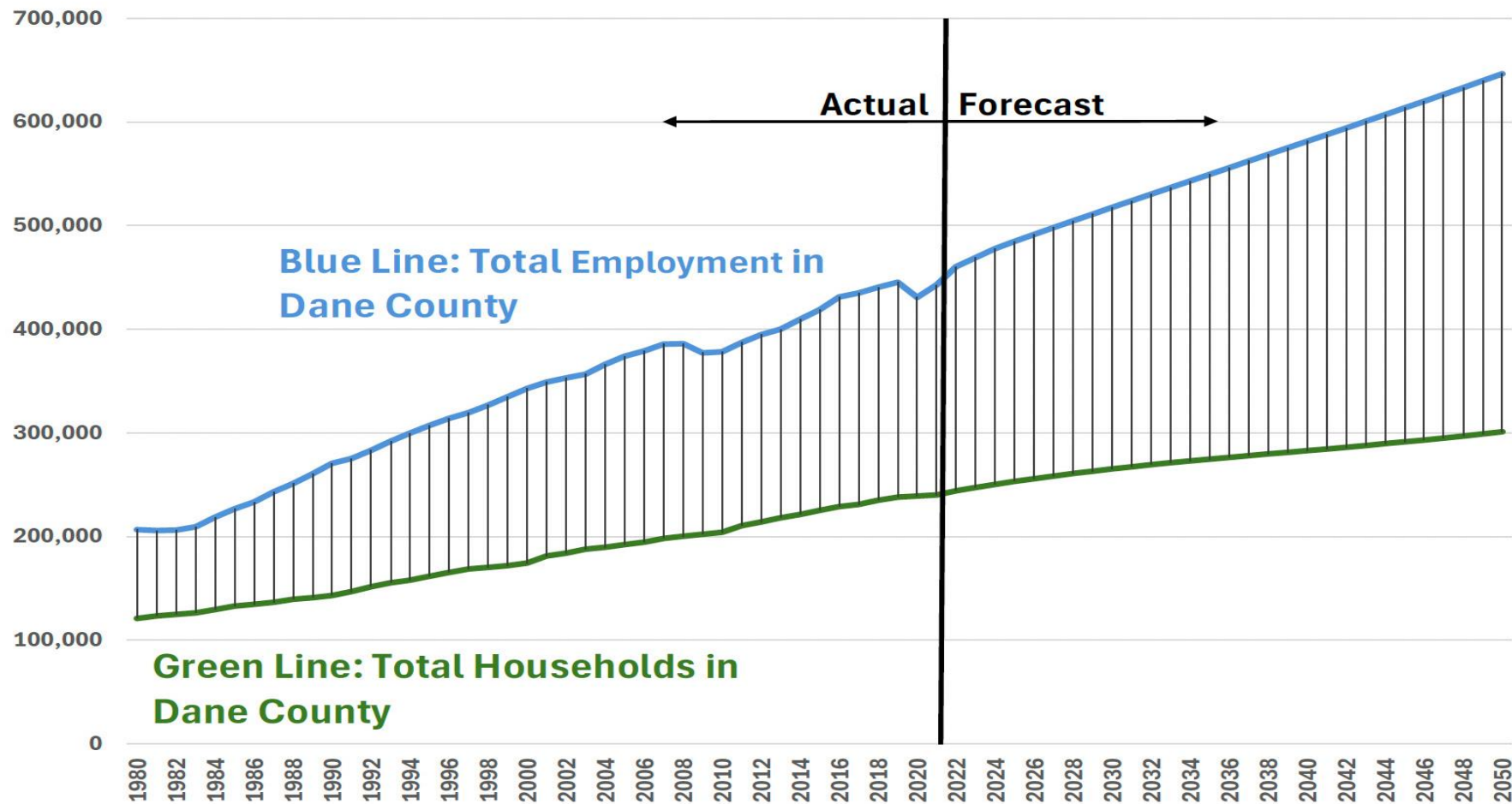


Source: US Census Bureau, SB Friedman



EMPLOYMENT AND POPULATION GROWTH

Widening Gap Between Jobs and Residents, Dane County, WI



Source: Woods&Poole. Years 1980-2021 are actual; 2022-2050 are forecasted.



EMPLOYMENT GROWTH

27% OF THE STATEWIDE EMPLOYMENT GROWTH OCCURRED IN DANE COUNTY

DANE COUNTY'S SHARE OF WISCONSIN'S JOB GROWTH FROM 2010 TO 2021

WISCONSIN'S total jobs grew by **6%** from 2010 to 2021.

DANE COUNTY'S total jobs grew by **14%** in the same time period.

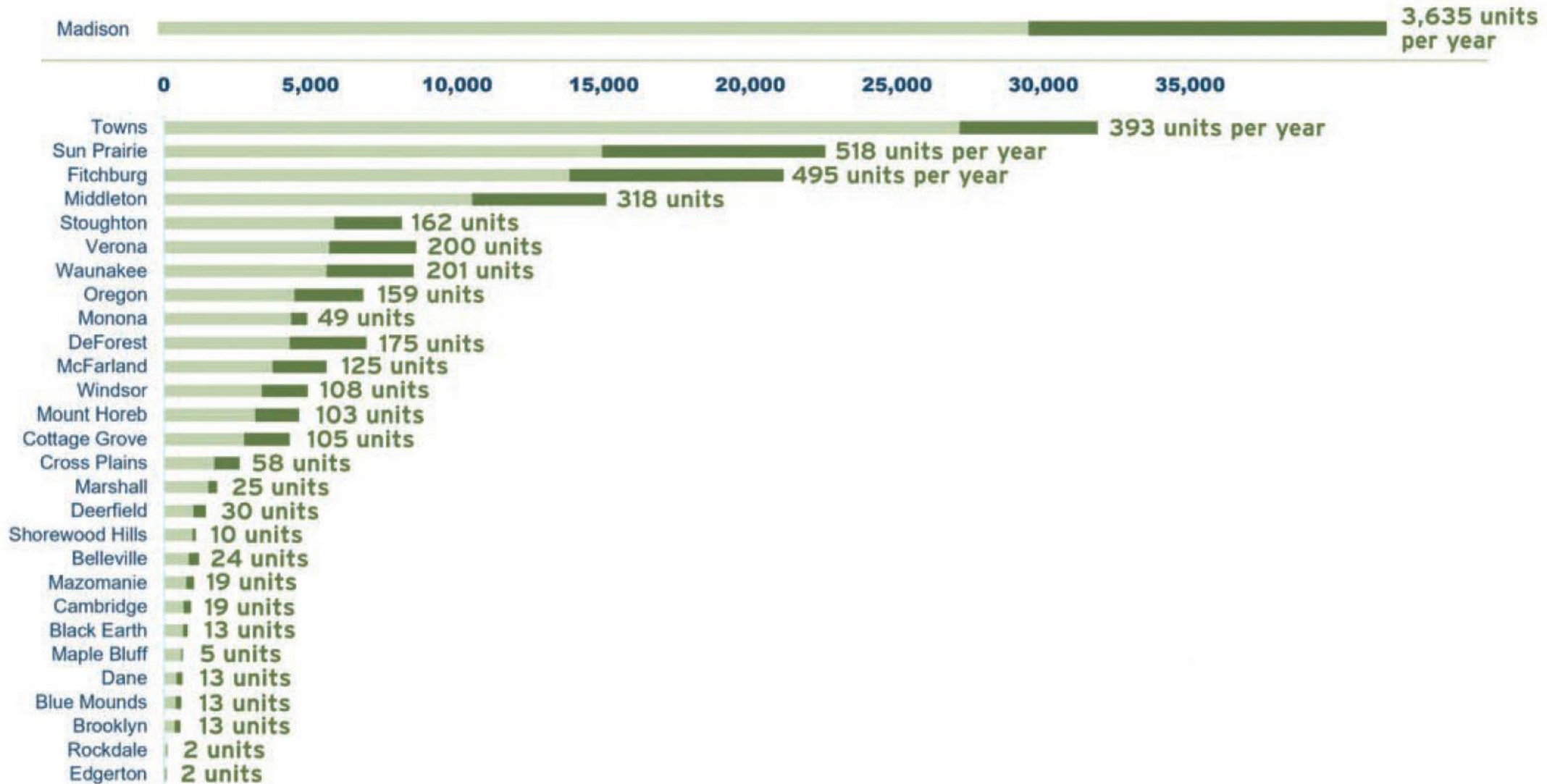
27%



Source: Lightcast, SB Friedman



ANNUAL HOUSING PRODUCTION GOAL 2020-2040



REGIONAL HOUSING STRATEGY

INCREASE THE NUMBER OF UNITS AVAILABLE TO LOW TO MODERATE INCOME HOUSEHOLDS

PLEASE SEE HANDOUT...



REGIONAL HOUSING STRATEGY

INCREASE THE NUMBER OF OVERALL HOUSING UNITS

PLEASE SEE HANDOUT...



REGIONAL HOUSING STRATEGY

CITY COUNTY ALIGNMENT?

In many/most areas, but play different roles!

- 1. Increase affordable housing supply**
- 2. Increase access to homeownership (homebuyer training, DP assistance)**
- 3. Increase overall units of housing**
- 4. Prioritize rehab**
- 5. Increase the number of affordable single family**



REGIONAL HOUSING STRATEGY

WHERE ARE WE LESS ALIGNED? (county and city, different roles)

1. RHS emphasizes technical assistance, education and educational materials, training, regarding overall planning, zoning and community development
2. RHS emphasizes priority for education and TA around racial disparities in housing and homeownership for residents, elected officials, etc.
3. Emphasis on public-private partnerships
4. Importance of having a communications plan, and access to information and making resources more accessible



REGIONAL HOUSING STRATEGY

WHERE ARE WE LESS ALINGED? Cont'd (county and city, different roles)

1. Prioritize the need to increase access to homeownership
2. RHS doesn't talk about "complete streets" (implied)
3. RHS doesn't talk about access to food
4. RHS doesn't talk about gentrification, and reducing segregation



REGIONAL HOUSING STRATEGY

WHERE ARE WE LESS ALIGNED? (county and city, different roles)

5. Encourage, incentivize, private and public sector developers to work together
6. State recommendations to increase TIF extension by 1-2 years
7. No discussion of condo issues, strategies (Dane County)
8. No discussion of student housing (Dane County)



REGIONAL HOUSING STRATEGY

COUNTY WIDE STRATEGIES

TIF Extension— Fitchburg, Oregon, Waunakee, Sun Prairie, Madison

Affordable Housing Funds— SF and MF Rehab, Habitat, Energy Efficiency, land banking

Updating Zoning Codes

Affordable Housing Development Funds

Updating Comp Plan/Housing Chapters – Village of Cottage Grove

Affordable Single Family Development

AH Staffing – Fitchburg Loreen Gage

Priorities, Strategies, Action Items in planning docs, timeline



REGIONAL HOUSING STRATEGY

OPPORTUNITIES FOR PARTNERSHIP?

Share your expertise working with

1. AH developers
Density bonus, expedited permitting, using CDBG, AHDF for leverage in TIF, for example
2. Land banking
3. Expedited permitting, fees
4. Density bonus
5. Anti-retaliation ordinance
6. ADU education materials, training, workshop development
7. Building inspection
8. Affordable single-family development



REGIONAL HOUSING STRATEGY

OPPORTUNITIES FOR PARTNERSHIP?

- 1. Working with modular home construction companies**
- 2. Construction Workforce Expansion Feasibility Study**
- 3. 3-5 Year Outreach and Marketing Campaign**
- 4. Annual Regional Housing Progress Report**
- 5. Consistent projections across county, city, MPO, CARPC**
- 6. Newsletter article, announcements**
- 7. Communications and Outreach**
 - All Things Housing website, spring launch**
- 8. Grants?**
- 9. RHS Community Housing Survey Report**
- 10. Work with financial sector, CDFI to provide DP assistance**
 - a. Cash for those that qualify for DP assistance but don't have the cash**



COMMUNITY ENGAGEMENT

REGIONAL HOUSING SURVEY- 6,000+ respondents

SHOULD ALL COUNTY RESIDENTS HAVE ACCESS TO HOUSING?

96% of respondents believe all Dane County residents should have access to housing, most do not believe that housing is currently accessible to everyone.

WHO IS RESPONSIBLE FOR ADDRESSING THE HOUSING CRISIS?

While 82% of respondents indicated local jurisdictions should address housing issues, 59% also indicated the private sector should work to address housing issues.



REGIONAL HOUSING STRATEGY



REGIONAL HOUSING STRATEGY

Dane County's Regional Housing Strategy (RHS)

A Road Map to Solving Dane County's Housing Crisis Strategic Action Plan 2024-2028



[RHS Executive Summary](#)
[RHS CORE Values](#)
[RHS Action Plan](#)



[Strategic Action Plan](#)



[RHS Fact Sheet](#)
[City and Village Checklist](#)
[Zoning 101 Fact Sheet](#)
[Missing Middle Fact Sheet](#)



[RHS Summary Video](#)



[Recordings & Presentation:](#)
[RHS Meeting Calendar](#)
[Newsletters](#)



[Technical Assistance](#)

Comprehensive Plan Housing Chapter Update (HCU)

Dane County Technical Assistance

Background

Dane County Planning has been providing comprehensive planning services to Dane County towns for many years. This new technical assistance program is an extension of these services and is intended to support municipalities in addressing the unprecedented housing challenges we face. The HCU Technical Assistance Program is free of charge to Dane County Municipalities.

Purpose & Benefits

- Evaluate and identify local housing concerns, update priorities, and strategies
- Provide zoning and land use policy guidance and identify new housing strategies, etc.
- Increase municipal access to WHEDA's Affordable Housing & Infrastructure Loans
- Housing chapter updates identified as a Regional Housing Strategy (RHS) priority

Major Activities

- Preliminary meeting(s) between county & municipality, establish MOU terms
- Facilitated community meetings (housing snapshot, population, current programs)
- Dissemination of housing survey
- Draft housing chapter
- Present housing chapter to municipality

Roles & Responsibilities

Thank you!

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RHS.DANECOUNTY.GOV

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