



OPENING DOORS FOR OUR FUTURE.

Housing Advisory Committee (HAC) Meeting #7 | 04.26.2023

WELCOME

HAC #7 MEETING

PURPOSE:

- 1. Review RHS Housing Priorities, building on HAC Meeting #6**
- 2. Learn about policies/strategies already being used locally to address housing need**
- 3. Identify strategies best equipped to address RHS Housing Priorities**

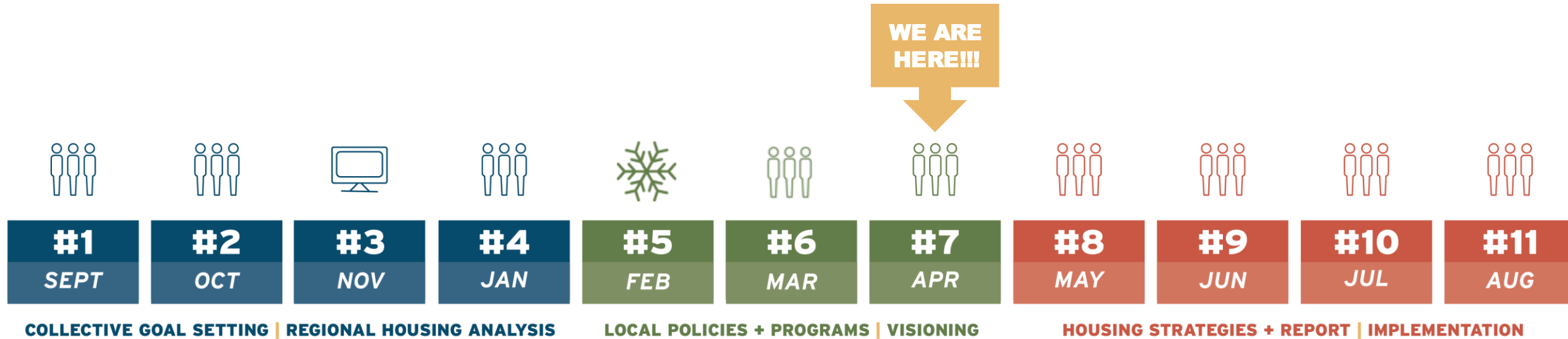
AGENDA – HAC #7

WELCOME + MEETING DETAILS

- **MEETING WELCOME** *(5 Minutes)*
- **PRESENTATION** *(35 Minutes)*
 - *HAC 6 Report Back (5 Minutes)*
 - *Strategy Development Overview (5 Minutes)*
 - *Program Inventory and Resource Assessment Findings (Village/City & Town) (25 Minutes)*
- **OPEN TABLE DISCUSSIONS** *(75 Minutes)*
 - *Workshop style format – Each table is a housing priority, with information on potential strategies. HAC members move at their own pace among tables.*
 - *Read about incentives/policies*
 - *Rank what is important*
 - *Note what's missing*
- **Q&A + NEXT STEPS** *(5 Minutes)*



WHERE WE ARE IN RHS PROCESS



- **Review Housing Priorities**
- **Learn about housing strategies**
- **Identify RHS strategies**

HAC 6 MEETING TAKEAWAYS

RHS CORE VALUES

ACCOUNTABILITY

AFFORDABILITY

**ECONOMIC
GROWTH**

EMPOWERMENT

EQUITY

**SUSTAINABLE
DEVELOPMENT**

DRAFT HOUSING PRIORITY - RANKING

FULL GROUP DISCUSSION + MENTIMETER EXERCISE



RECOMMENDED HOUSING PRIORITIES

- A. INCREASE THE NUMBER OF HOUSING UNITS ATTAINABLE TO LOW- AND MODERATE-INCOME HOUSEHOLDS**
- B. INCREASE THE OVERALL NUMBER OF HOUSING UNITS**
- C. PRESERVE AFFORDABILITY AND IMPROVE THE QUALITY OF EXISTING ATTAINABLE HOUSING**
- D. PROVIDE MORE PATHWAYS TO HOMEOWNERSHIP**
- E. PROVIDE HOUSING, RESOURCES, AND PROTECTIONS FOR THE MOST VULNERABLE POPULATIONS**



A SHORTLIST OF MEASURABLE, ACHIEVABLE STRATEGIES THAT CAN BE IMPLEMENTED IN THE NEAR TERM

HOUSING PRIORITIES



STRATEGIES

IMPLEMENTATION MATRIX

HAC STRATEGY DEVELOPMENT PROCESS

1



**LEARN ABOUT
EXISTING TOOLS
USED LOCALLY IN
DANE COUNTY**

2



**EXPLORE
ADDITIONAL
NATIONAL BEST
PRACTICES**

3



**PRIORITIZE
STRATEGIES
FOR INCLUSION
IN STRATEGIC
ACTION PLAN**

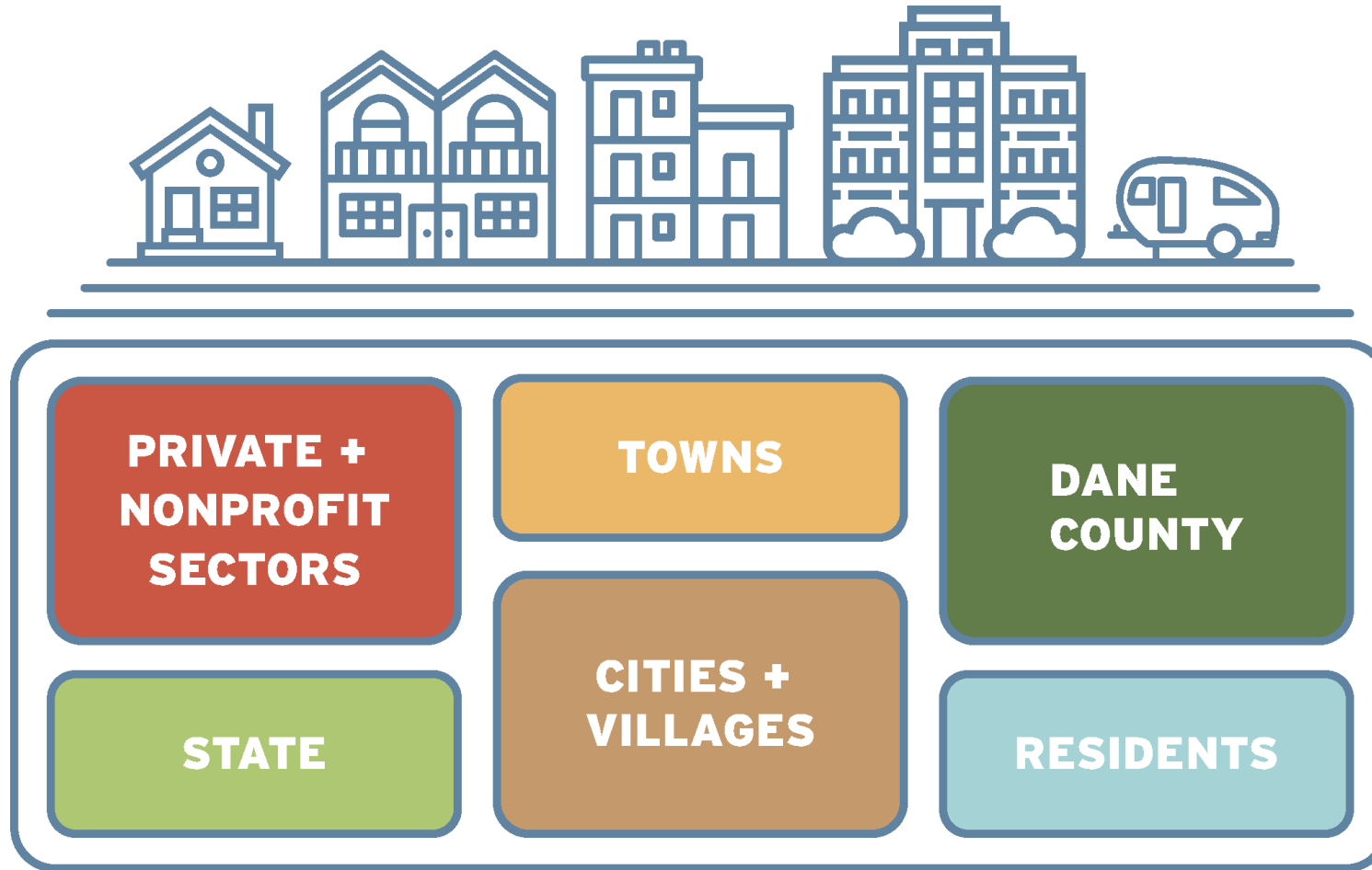
4



**IDENTIFY
SPECIFIC STRATEGY
ACTIONS &
IMPLEMENTATION
PARTNERS**

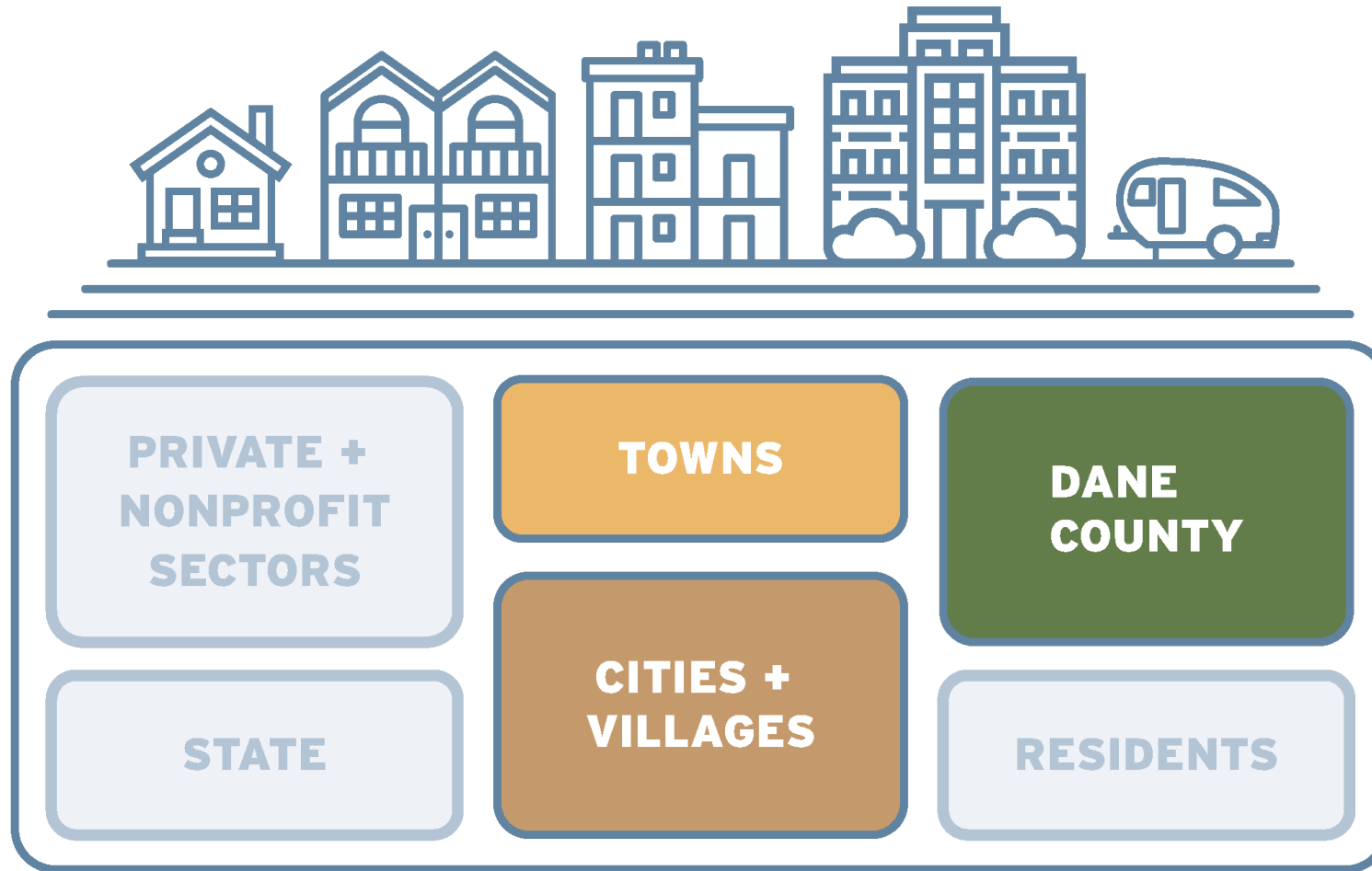
STRATEGIC PARTNERS

HOUSING ECOSYSTEM REQUIRES PARTNERSHIPS AT ALL LEVELS



STRATEGIC PARTNERS

HOUSING ECOSYSTEM REQUIRES PARTNERSHIPS AT ALL LEVELS – HAC 7 FOCUSED ON LOCAL STRATEGIES



CITY & VILLAGE PROGRAM INVENTORY & RESOURCE ASSESSMENT (PIRA)

PIRA SURVEY RESPONSES

23

**JURISDICTIONS
REPRESENTED**

99%

**OF HOUSEHOLDS THAT
LIVE IN DANE COUNTY
CITIES & VILLAGES
REPRESENTED**

PIRA SURVEY FRAMEWORK

FOLLOW-UP QUESTIONS ON EACH POLICY, PROGRAM, OR TOOL:

- Implementation status
- Tenure targets
- Affordable housing or general housing objective (and AMI targets)
- For existing programs/policies:
 - Has the program been success?
 - Is the program achieving intended objectives?
 - Does the program advance goals around racial equity?
 - Are there unintended consequences of the program?

WHAT CAN JURISDICTIONS DO?

FINANCIAL INCENTIVES OR ASSISTANCE

Tools that encourage housing development of various types or establish funding sources

HOUSING OR LAND RESOURCES

Tools that dedicate land or housing for legally restricted subsidized affordable housing

CAPACITY- BUILDING

Tools that will garner support and partnerships for housing

HOMEOWNER AND RENTER PROGRAMS

Tools that directly support people, focused on renter and homeowner needs

LAND USE AND ZONING

Tools that relate to planning, land use and zoning policies that impact housing

FINANCIAL INCENTIVES OR ASSISTANCE

INCLUDES STRATEGIES TO PROVIDE FUNDING OR REDUCE THE COST OF HOUSING

Tools that encourage housing development of various types or establish funding sources

- **Tax Increment Financing (TIF) via Tax Increment Districts (TIDs)**
- **TID Extension Funding**
- **Fee Exemptions (impact fee waivers, permit fee waivers)**
- **Parking Requirement Reductions**
- **Revolving Loan Funds**
- **Gap Financing or Funding Assistance**
- **Property Retrofit Assistance to Property Owners**
- **Support for/ Encouragement of Sustainable Construction Practices**
- **Development Incentives or Density Bonus Programs**
- **Streamlined Permitting and Approval**

FINANCIAL INCENTIVES OR ASSISTANCE

FINANCIAL ASSISTANCE NEGOTIATED PROJECT BY PROJECT VIA TIDs IS THE MOST COMMON PROGRAM

Program / Policy	# of Respondents Indicating 'Yes, or in Process of Being Adopted'	Policy Supports Affordable Housing Objective
Tax Increment Financing (TIF) via Tax Increment Districts (TIDs)	22	15
TID Extension Funding	11	9
Parking Requirement Reductions	8	4
Fee Exemptions (impact fee waivers, permit fee waivers)	6	6
Gap Financing or Funding Assistance	6	4
Revolving Loan Funds	5	1
Property Retrofit Assistance to Property Owners	5	2
Support for/ Encouragement of Sustainable Construction Practices	4	2
Streamlined Permitting and Approval for Certain Projects	4	1
Development Incentives or Density Bonus Programs	2	2
Other: Financing Programs for Smaller Projects (ADUs, EECBG)	1	
Other: Energy Efficiency Funding for 80% AMI Multifamily Units	1	

FINANCIAL INCENTIVES OR ASSISTANCE

EXAMPLE: SUN PRAIRIE AFFORDABLE HOUSING FUND

- Wisconsin jurisdictions can elect to extend a TID by one year for affordable housing initiatives throughout the jurisdiction, regardless of whether the activity is associated with the specific TID district
- Sun Prairie used TID extension funding to create an affordable housing fund
- The fund was used to create a new staff position that focuses on housing and equitable development
- Sun Prairie is in the process of identifying priorities for the fund



HOUSING OR LAND RESOURCES

INCLUDES STRATEGIES DEDICATED TO THE PROVISION OF LEGALLY RESTRICTED AFFORDABLE HOUSING

Tools that dedicate land or housing for legally restricted subsidized affordable housing

- **Land Bank**
- **Community Land Trust**
- **Housing Trust Fund**
- **Impact Fees for Affordable Housing**
- **Dane County Urban County Consortium**
- **Dane County Housing Authority**
- **Local Public Housing Authority**
- **Local Community Development Authority**

HOUSING OR LAND RESOURCES

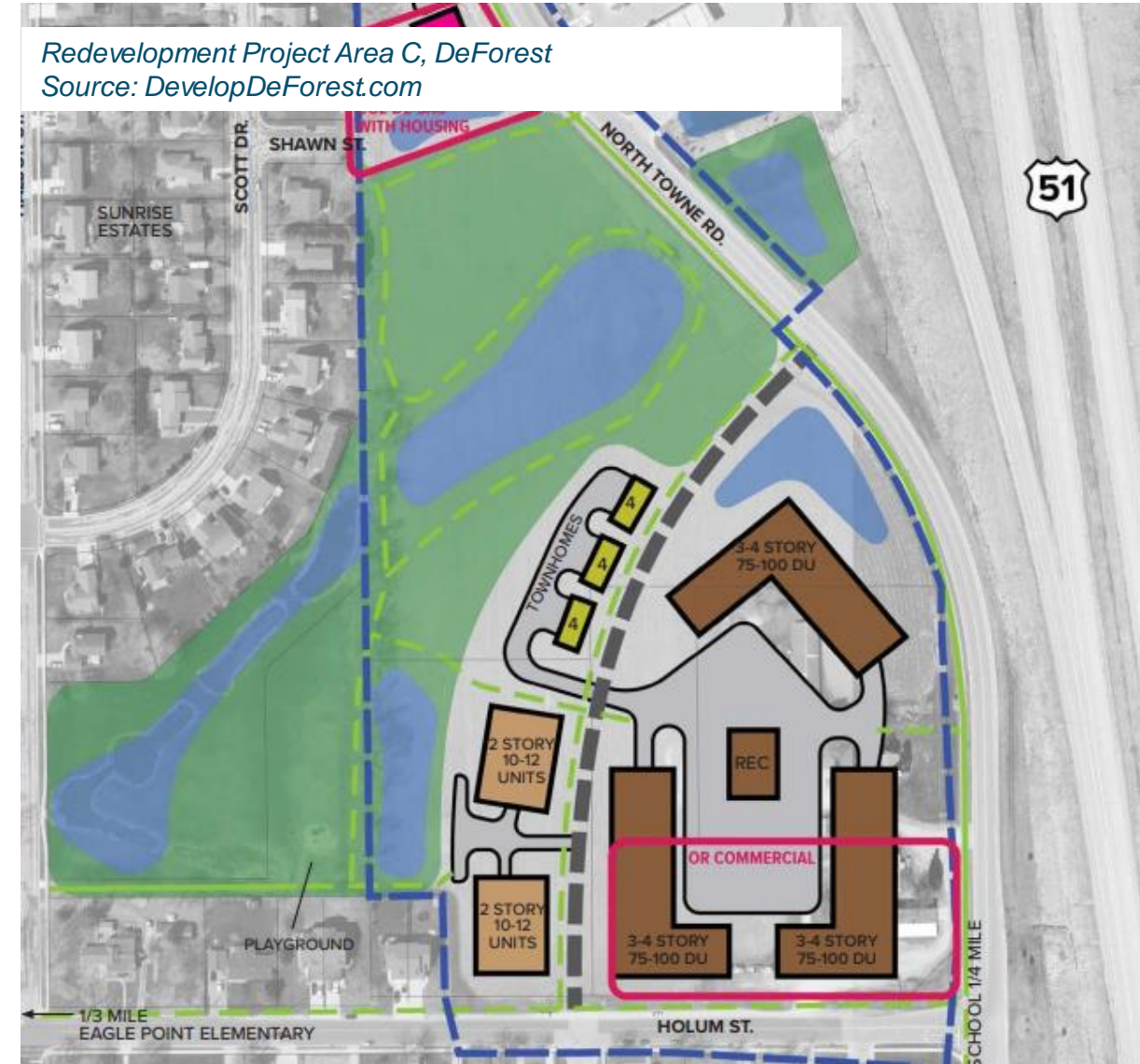
TOP STRATEGIES INCLUDE COMMUNITY DEVELOPMENT AUTHORITIES AND AUTHORIZATION OF DCHA

Policy / Program	# of Respondents Indicating 'Yes, or in Process of Being Adopted'
Local Community Development Authority	15
Dane County Housing Authority Authorization (DCHA)	14
Dane County Urban County Consortium Member	12
Land Bank	5
Housing Trust Fund	3
Local Housing Authority	3
Community Land Trust Partnerships	2
Impact/Linkage Fees for Affordable Housing	0

HOUSING OR LAND RESOURCES

EXAMPLE: DEFOREST COMMUNITY DEVELOPMENT AUTHORITY

- DeForest established a community development authority (CDA) in 2020, which merged the Village's Public Housing Authority and Redevelopment Authority into one entity
- The DeForest CDA mission includes:
 - Increasing/preserving affordable housing
 - Addressing housing needs of seniors and vulnerable people
 - Promoting smart growth and infill development through mixed-use projects
- CDA oversees the Redevelopment Plan process, which identified three Redevelopment Project Areas in the Village



CAPACITY BUILDING

INCLUDES EDUCATION, TRAINING, TECHNICAL ASSISTANCE, COORDINATION, OUTREACH AND FUNDING

Tools that will garner support
and partnerships for housing

Internal:

- **Dedicated Housing Staff**
- **Housing Task Force**
- **Housing Committee or Commission**
- **Dedicated Webpage with Housing Information**
- **Communication/Education Initiatives**
- **Racial Equity and Inclusion Training around Housing**
- **Fire and Safety Code Enforcement Training**
- **Housing Study or Report Guiding Policies**

External:

- **Affordable Housing Grant Funding**
- **Employer-assisted Housing Programs**
- **Development Community Outreach**
- **Non-profit Community Outreach**
- **Philanthropic Outreach**



CAPACITY-BUILDING

Policy / Program	# of Respondents Indicating 'Yes, or in Process of Being Adopted'	Policy Supports Affordable Housing Objective
Guiding Policies from Housing Study	11	10
Affordable Housing Entities Receiving Grants	10	10
Employer-Assisted Housing	6	6
Dedicated Housing Staff	5	5
Dedicated Webpage with Housing Information	5	4
Communication/ Education Initiatives	5	3
Racial Equity and Inclusion Training	5	3
Development Community Outreach	5	3
Non-Profit Outreach	5	4
Active Housing Committee/Commission	4	4
Code Enforcement Training for Property Owners	3	1
Philanthropic Outreach	2	2
Active Housing Task Force	2	2

CAPACITY BUILDING

EXAMPLE: MIDDLETON WORKFORCE HOUSING COMMITTEE

- Middleton's Workforce Housing Committee active for over 15 years
- 10-member committee meets regularly
- Drafted multiple strategies and studies around affordable housing initiatives, guiding Middleton's policy direction
- Recently recommended partnering with MACLT to develop a land bank to facilitate development of affordable ownership units



HOMEOWNER AND RENTER PROGRAMS

STRATEGIES THAT PROVIDE DIRECT ASSISTANCE TO REMOVE BARRIERS TO HOUSING

Tools that directly support people, focused on renter and homeowner needs

- **Homeowner/Homebuyer Assistance**
- **Renter Financial Assistance**
- **Tenant Resource Guide**
- **Housing Choice Voucher Recipient Support**
- **Dedicated Staff for Housing Discrimination Cases**
- **Assistance for Small Landlords**
- **Tenant Protection/Eviction Prevention Policies**

HOMEOWNER AND RENTER PROGRAMS

Policy / Program	# of Respondents Indicating 'Yes, or in Process of Being Adopted'
Financial Assistance to Homeowners/Buyers	5
Tenant Protection or Eviction Prevention Policies	4
Tenant Resource Guide	3
Assistance/Programming for Small Property Owners	2
Financial Assistance to Renters	1
Housing Choice Voucher Acceptance among Landlords	1
Rental Resource Referrals Dedicated Staff	1

HOMEOWNER AND RENTER PROGRAMS

EXAMPLE: MOUNT HOREB EXTERIOR GRANT PROGRAM

- Implemented in 2023
- Residential Exterior Improvement Grant Program provides matching grants up to \$5,000 for exterior improvements visible from the public right-of-way
- Recipients must be owner-occupants in older homes, within a half-mile buffer of Mount Horeb's downtown TID
- Will provide \$25,000 on an annual basis



LAND USE AND ZONING

POLICIES THAT REGULATE HOUSING DEVELOPMENT

Tools that relate to
planning, land use and
zoning policies that
impact housing

- **A Housing Plan**
- **A Comprehensive Plan**
- **Accessory Dwelling Units**
- **Form-based Code**
- **"Missing Middle" By Right Development**
- **Adaptive Reuse**
- **Single-family to Multifamily Conversions**
- **Planned Unit Developments**
- **Zoning Overlays for Higher-intensity Development**
- **Farmland Preservation/ Anti-sprawl Policies**
- **Cooperative Planning Agreements with other Jurisdictions**

LAND USE AND ZONING

Policy / Program	# of Respondents Indicating 'Yes, or in Process of Being Adopted'
Comprehensive Plan with Housing Chapter	20
Planned Unit Developments	19
Housing Plan	11
Cooperative Planning Agreements with Neighboring Jurisdictions	9
Adaptive Reuse Building Subdivision Policies	8
Multifamily Building Subdivision Policies	8
Accessory Dwelling Units (Conditional/By Right)	7
"Missing Middle" Multifamily/Townhomes Housing Types (Conditional/By Right)	7
Farmland Preservation, Smart Growth, Anti-Sprawl Policies	6
Detached Single Family "Missing Middle" Housing Types (Conditional/By Right)	4
Zoning Overlays for Higher-Intensity Development	4
Form-based Code	3

FITCHBURG SMARTCODE

- Implemented in 2009
- Fitchburg's SmartCode is a form-based code that applies to new master-planned developments
- Developments using SmartCode have streamlined, administrative approval process
- SmartCode uses a “transect zone” approach that sets objective urban design standards and a mix of unit densities



TOWN PIRA

HAC MEETING #7



PROGRAM INVENTORY AND RESOURCE ASSESSMENT

TOWN SURVEY RESULTS

QUESTIONS SPANNED THE FOLLOWING TOPICS:

- Housing-related concerns facing towns
- Housing-related comprehensive plan goals
- Land area planned for housing
- Housing types permitted
- Status/extent of sanitary sewer service
- Planning agreements with neighboring jurisdictions
- Capacity for housing planning, housing resources

43

respondents

27

towns represented

HOUSING CHALLENGES FACING TOWNS

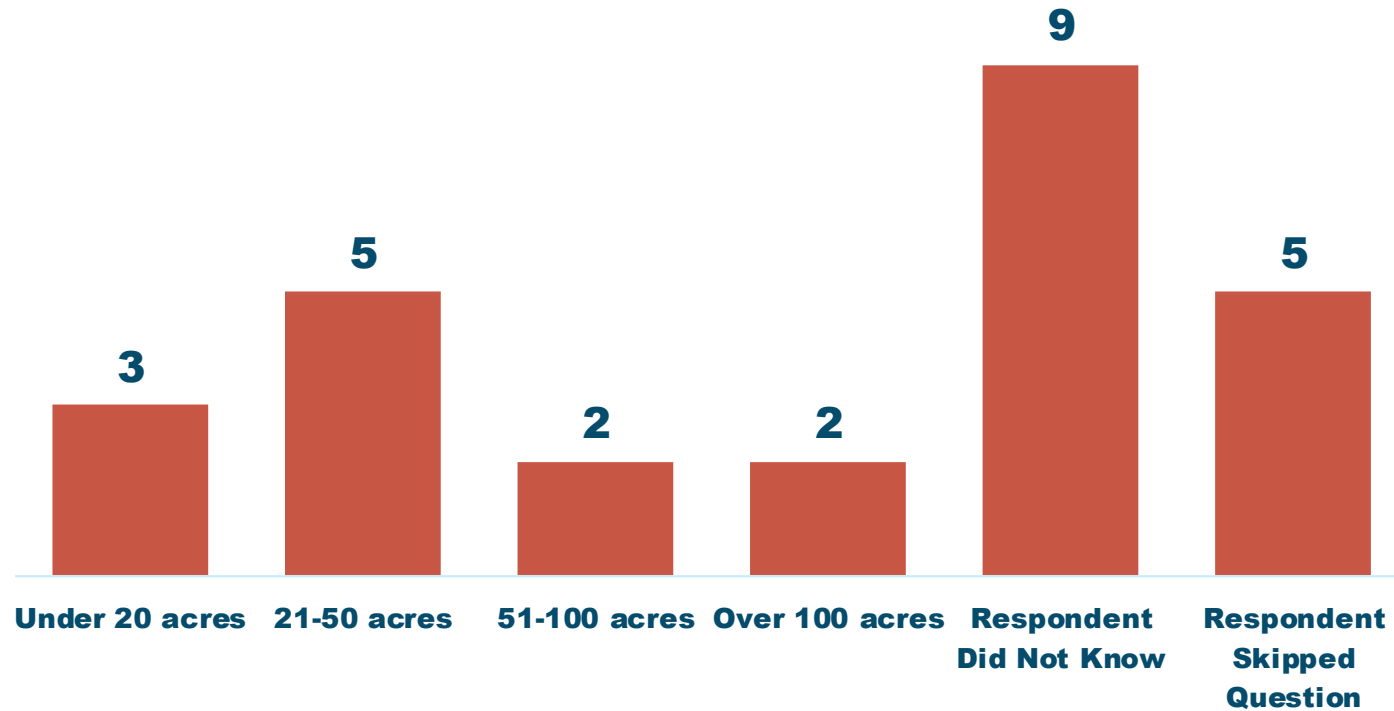
TOP ISSUES INCLUDED LACK OF HOUSING OPTIONS, HIGH HOUSING COSTS AND LIMITED INFRASTRUCTURE

Housing Challenges	Responses
Lack of affordable land / housing options for first-time homebuyers	22
High housing costs (including land costs)	18
Lack of options for older town residents to "age in place"	18
Lack of infrastructure to attract / accommodate development (i.e., road network, broadband access, public sewer / water)	17
Limited development potential based on current policies	14
Land use conflicts between homeowners and farming or other rural industries	10
Lack of affordable housing options for town workforce (e.g., farm workers, others)	7
Insufficient supply of rental housing	5
Other: Limited development potential due to ETJ, attachments from neighboring jurisdictions	4
Other: Lack of broadband access	3
Quality of existing housing stock / need for housing rehabilitation	2
Insufficient supply of owner-occupied housing	2

TOWNS: DENSER HOUSING AREAS

TOWNS HAVE TYPICALLY PLANNED FOR LESS THAN 50 ACRES OF HIGHER-DENSITY HOUSING

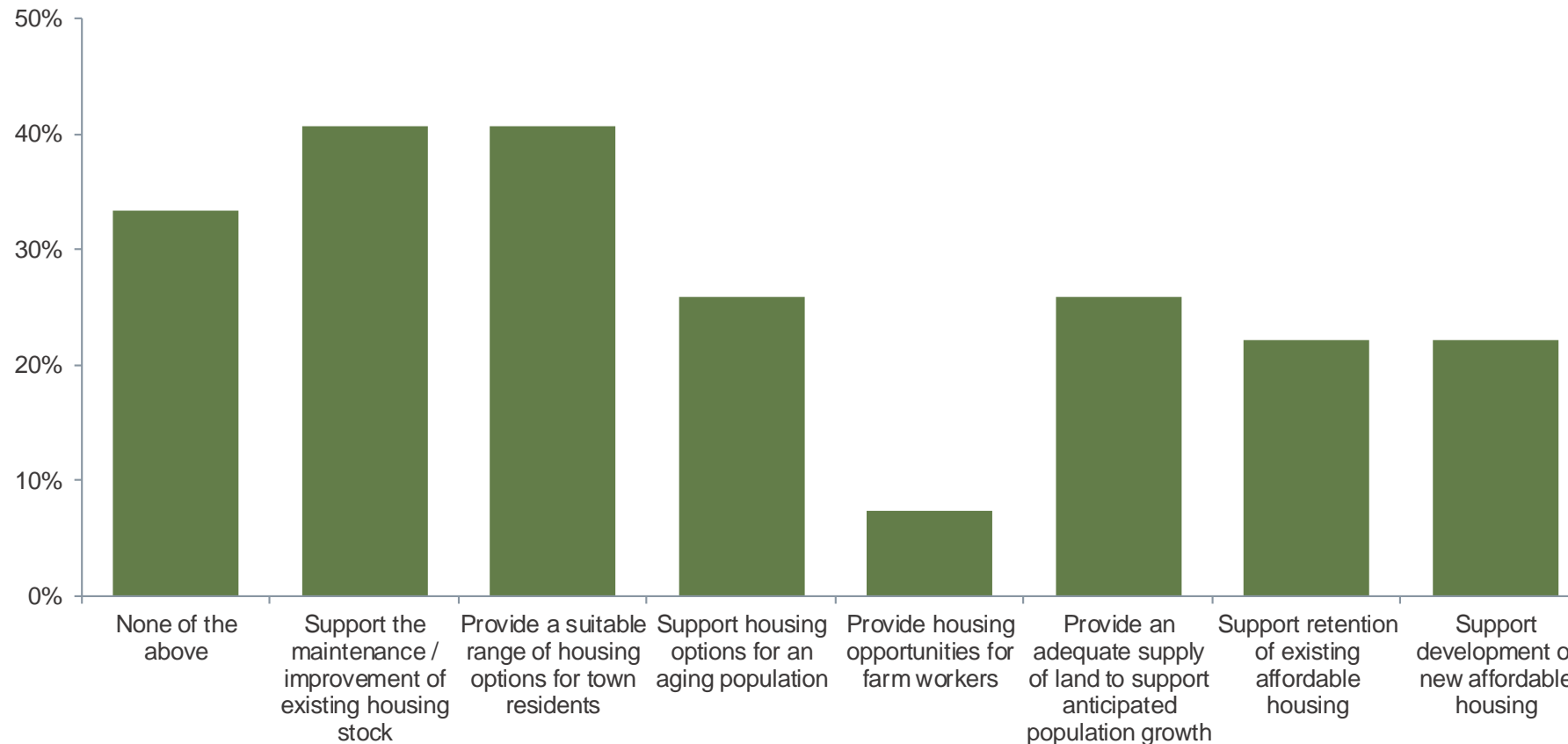
“If your town has rural development areas where higher density development is possible, which of the following best describes the size of the areas?:”



TOWNS: COMPREHENSIVE PLAN GOALS

COMP PLANS MOST LIKELY TO INCLUDE GOALS PERTAINING TO THE PROVISION OR QUALITY OF HOUSING

Which, if any, of the following goals or objectives are included in your comprehensive plan? (Check all that apply):



OPEN TABLE DISCUSSIONS

HOUSING PRIORITIES DISCUSSION

OPEN HOUSE TABLE CATEGORIES

- A. INCREASE THE NUMBER OF HOUSING UNITS ATTAINABLE TO LOW- AND MODERATE-INCOME HOUSEHOLDS**
- B. INCREASE THE OVERALL NUMBER OF HOUSING UNITS**
- C. PRESERVE AFFORDABILITY AND IMPROVE THE QUALITY OF EXISTING ATTAINABLE HOUSING**
- D. PROVIDE MORE PATHWAYS TO HOMEOWNERSHIP**
- E. PROVIDE HOUSING, RESOURCES, AND PROTECTIONS FOR THE MOST VULNERABLE POPULATIONS**

ENGAGEMENT OUTLINE

OPEN HOUSE FORMAT

During the 75-minute engagement exercise, HAC Members will visit all five (5) tables at their own pace. Each table is centered around one of the five Housing Priorities. Use the checklist card to ensure you share feedback all tables.

Goals:

- 1. Discuss Housing Priority**
- 2. Read/learn about existing local strategies**
- 3. Rank what is important for this Regional Strategic Action Plan**
- 4. Identify what is missing/other targeted strategies**

NEXT STEPS

HAC UPCOMING NEEDS

- **Attend Monthly Housing Advisory Committee Meetings**
- **Review the Meeting Workbook**
- **If you didn't finish reviewing/ranking strategies, please complete the exercise online!**

Q+A DISCUSSION

Have a question? Any comments? Let's discuss!



REGIONAL HOUSING STRATEGY: HAC MEETING #7

THANK YOU!

HAC Meeting #8 | Alliant Energy Center
May 24, 2023 (6:30 - 8:30 PM)