

Approaching Housing Differently



Introductions

- Brian Munson, Vandewalle & Associates
 - Principal Urban Designer
 - Licensed Realtor



A photograph of a suburban residential street. In the foreground, a paved path leads from the bottom right towards a row of two-story houses on the left. The houses have light-colored siding and brown roofs. One house has a white picket fence and a small American flag in its yard. The yard is well-maintained with green grass, various shrubs, and flowers. A large tree is on the right side of the path. In the background, a white car is parked on the street. The sky is clear and blue.

WE HAVE A HOUSING PROBLEM



“The US Housing Market is short 6.5 Million Homes”

-CNN

“The US needs more housing than almost anyone can imagine”

-The Atlantic

“The housing shortage isn’t just a coastal crisis anymore”

-The New York Times

“The housing shortage is the root of all of America’s problems”

-Business Insider

“The US housing shortage is likely to worsen, experts predict”

-USA Today



“Wisconsin’s Housing shortage explained: Fewer homes, higher prices”

-Milwaukee Journal Sentinel

“Wisconsin’s housing shortage isn’t just a quality-of-life issue. It is a work force issue.”

-Wisconsin Public Radio

“Wisconsin’s housing crunch holds back rural economies”

-Wisconsin Examiner

What's the Situation Now?

- Historically, an average house in the U.S. costs

5x
the yearly household income

- An average house in the U.S. costs

+8x
the yearly household income*

**Greater than even the housing bubble in 2008 (7 times)*

Contributing Factors: Demographics

- People have never **lived longer** in human history than they do today
 - Median age in Wisconsin has risen by 11% over the past 20 years
 - Baby Boomers (one of the largest population segments) are retiring
 - Interest rate increases have “**locked-in**” many potential sellers of existing homes
- The largest segment of the population is **entering** the housing market
 - Millennials (ages 28-40)

Contributing Factors: Changing Market Conditions

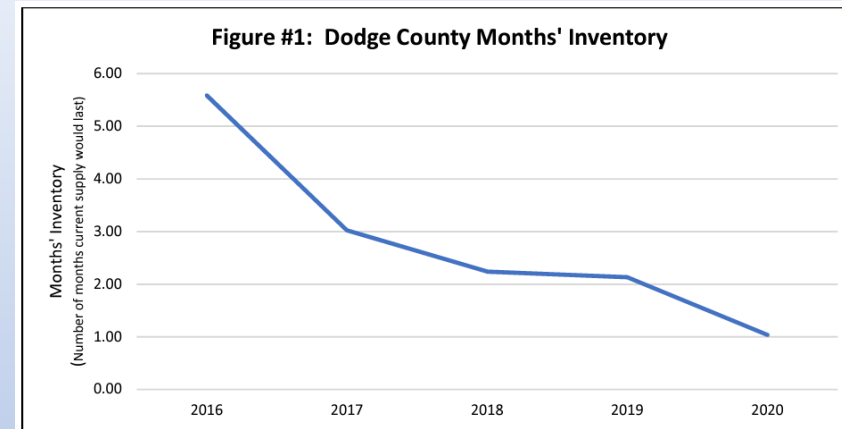
- Median household incomes have **lagged**, while housing costs have **increased**
- Significant **interest rate increases** have exacerbated housing affordability
- Construction **costs have risen** dramatically over the past decade

Contributing Factors: Housing Delivery

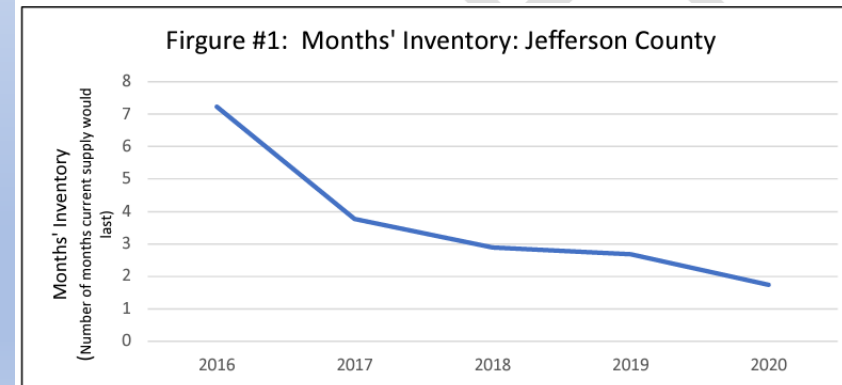
- Many local and regional developers **folded** under the Recession and never came back OR **went** to bigger metro areas
- Large and small communities **under-delivered housing** since 2008 or focused on wrong segment of the market
- **Wisconsin needs 140,000** new housing units by 2033 to keep up with demand
- **Pandemic** exasperated the situation

Housing and Market Analysis

- **Dodge and Jefferson County Housing Studies (2021)**
 - High demand for single-family units, shortage of units
 - Need for additional rental units, especially affordable units
 - Increasing home appreciation values and gross rents, low inventory



*Source: Realtor.com and Wisconsin Department of Revenue



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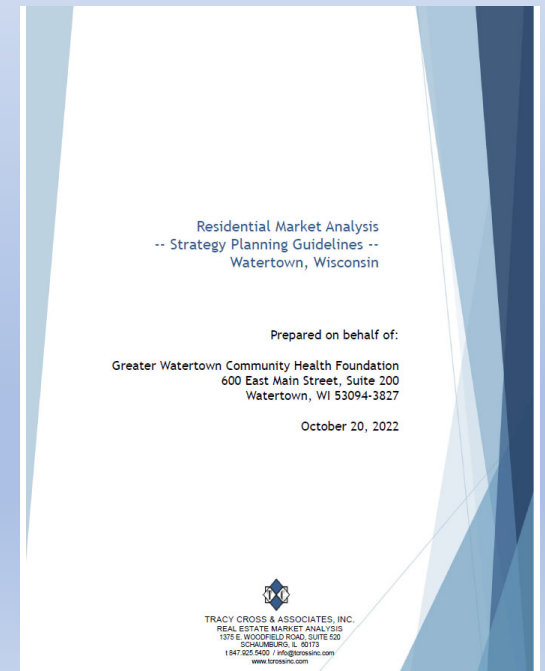
**Only includes available 2020 data (from January – October)

Housing and Market Analysis

- **Watertown Tracy Cross Residential Market Study Findings (2022)**

- City needs new market rate housing for rentals and owners
- Rental and owner options are in short supply with adequate demand
- Underserved unit types:
 - Apartments (seniors, market rate, and affordable)
 - Townhomes and rowhouses (owner and renter)
 - Duplexes (owner or renter)
 - Alley-loaded single-family
 - Front-loaded single-family

Source: Tracy Cross, 2022

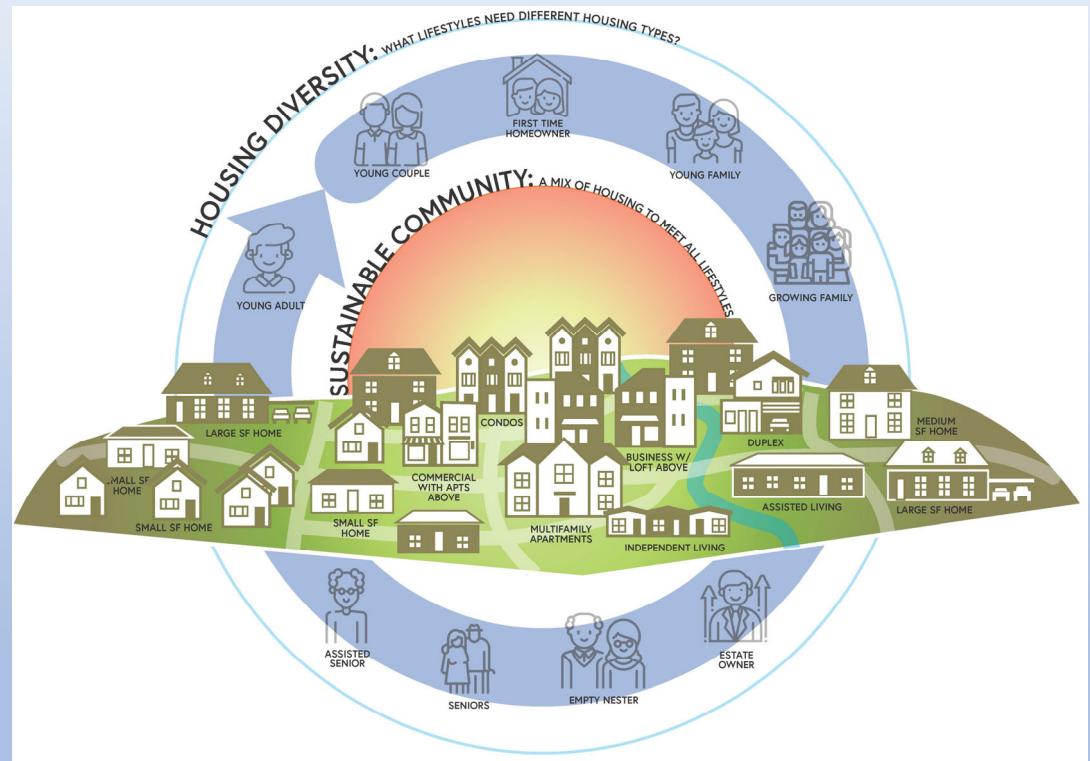




NOW WHAT?

What Can Communities Do?

Plan for Change
Remove Barriers
Be Proactive





PLAN FOR CHANGE:
PREDICTABILITY



TELL THE DEVELOPMENT COMMUNITY
& COMMUNITY WHAT YOU NEED

Established Goals and Objectives

- **Regional (THRIVE ED) Goals and Objectives (2022)**

- Additional diverse housing
- Thriving businesses
- Activate workforce
- Foster partnerships



- **State (DOA) Goals and Objectives (2022)**

- Provide decent, affordable housing
- Create suitable living environments
- Create economic opportunity
- Provide housing availability, affordability, and sustainability



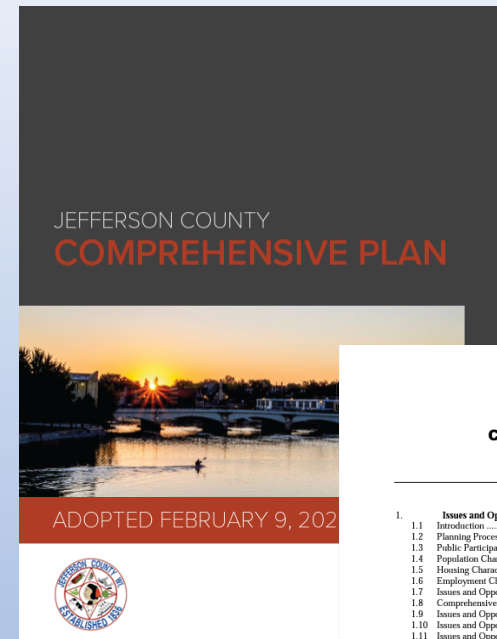
Established Goals and Objectives

- **Dodge County Goals and Objectives**

- Increase housing supply
- Provide housing for all income levels
- Offer a range of housing choices

- **Jefferson County Goals and Objectives**

- Promote housing diversity
- Ensure housing options for the county's workforce
- Provide housing that meets the needs of residents



**DODGE COUNTY
COMPREHENSIVE PLAN**

Contents

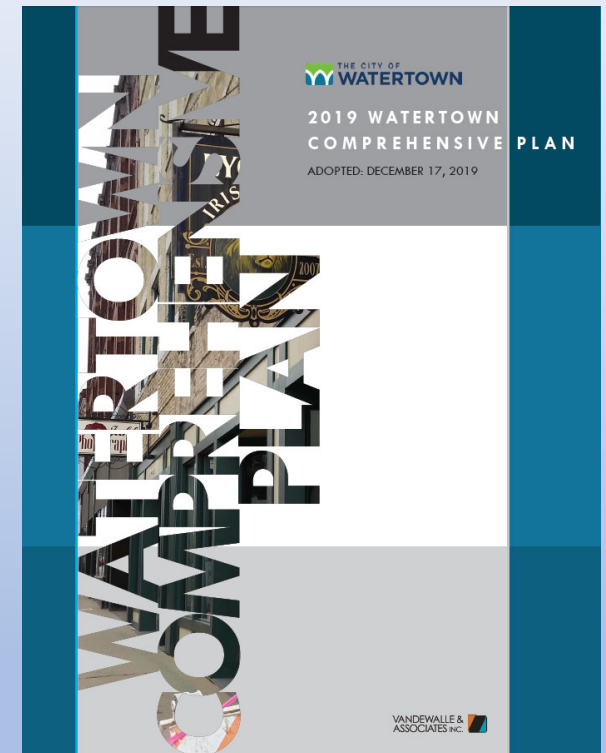
	Page
1. Issues and Opportunities	1-1
1.1 Introduction	1-1
1.2 Planning Process	1-2
1.3 Public Participation Efforts	1-3
1.4 Population Characteristics	1-3
1.5 Housing Characteristics	1-9
1.6 Employment Characteristics	1-10
1.7 Issues and Opportunities Trends	1-12
1.8 Comprehensive Plan Goals, Objectives, Policies, and Recommendations	1-12
1.9 Issues and Opportunities Goals and Objectives	1-13
1.10 Issues and Opportunities Policies and Recommendations	1-14
1.11 Issues and Opportunities Programs	1-15
2. Housing	2-1
2.1 Introduction	2-1
2.2 Housing Characteristics	2-1
2.3 Housing Unit Projections	2-5
2.4 Housing for All Income Levels	2-6
2.5 Housing for All Age Groups and Persons with Special Needs	2-7
2.6 Promoting Availability of Land for Development/Redevelopment of Low-Income and Moderate-Income Housing	2-7
2.7 Maintaining and Rehabilitating the Existing Housing Stock	2-8
2.8 Housing Trends	2-8
2.9 Housing Goals and Objectives	2-8
2.10 Housing Policies and Recommendations	2-9
2.11 Housing Programs	2-10
3. Transportation	3-1
3.1 Introduction	3-1
3.2 Existing Road System	3-1
3.3 Functional Classification of Roads	3-2
3.4 Additional Modes of Transport	3-3
3.5 Transportation Plans	3-6
3.6 Planned Transportation Improvements	3-7
3.7 Transportation Goals and Objectives	3-9
3.8 Transportation Policies and Recommendations	3-10
3.9 Transportation Programs	3-12

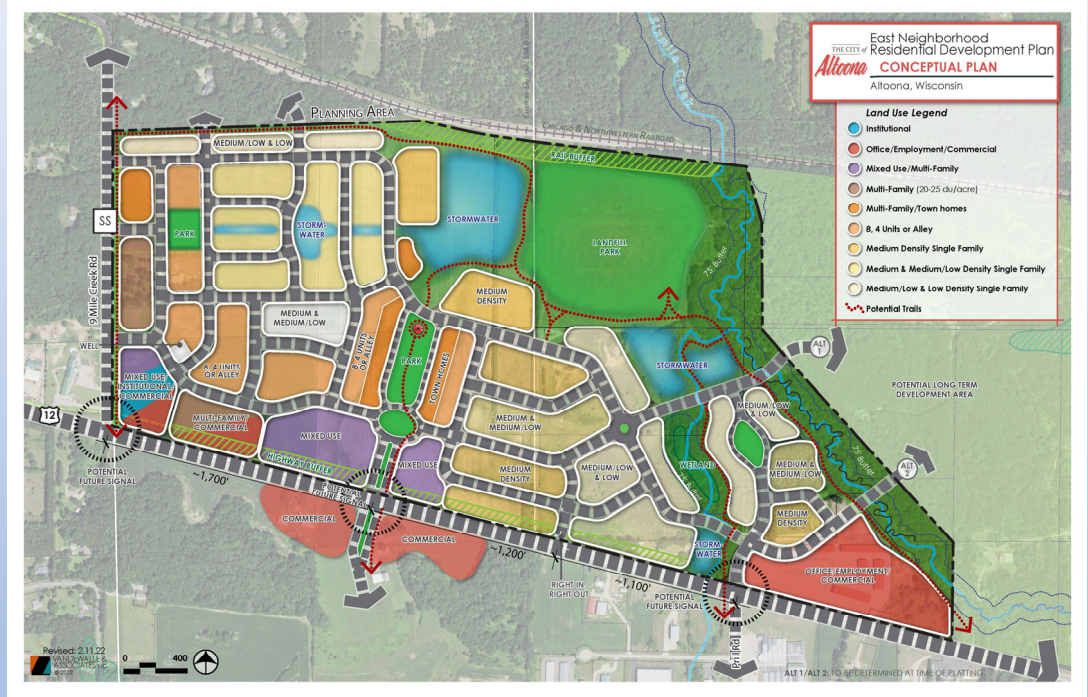
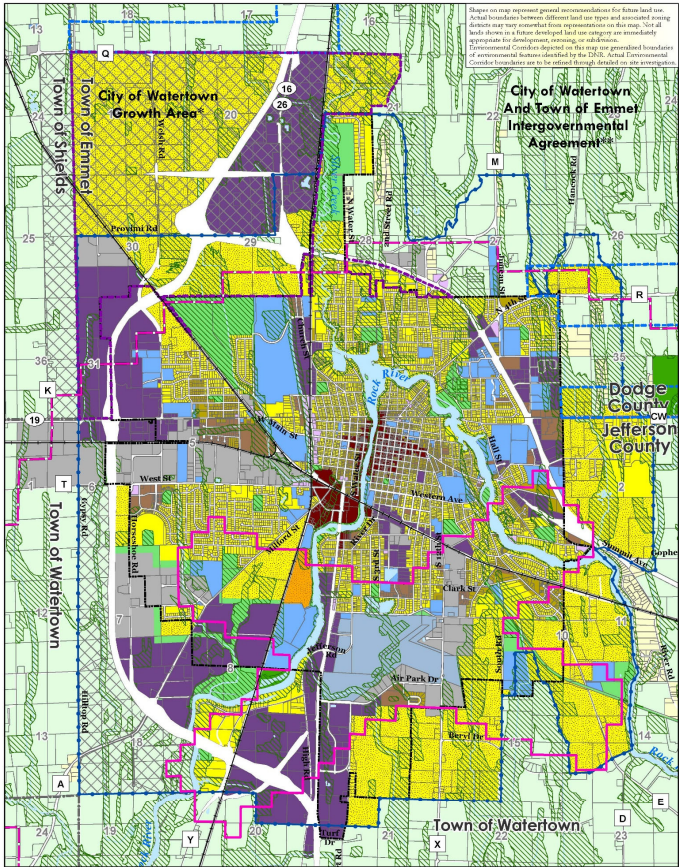
Dodge County Comprehensive Plan 1

Established Goals and Objectives

- **City Goals and Objectives**

- Promote traditional neighborhood design
- Foster new entry-level workforce housing
- Require high-quality design
- Retain existing businesses and attract new diverse businesses
- Preserve and highlight natural resources
- Provide quality public outdoor recreation and adequate open space





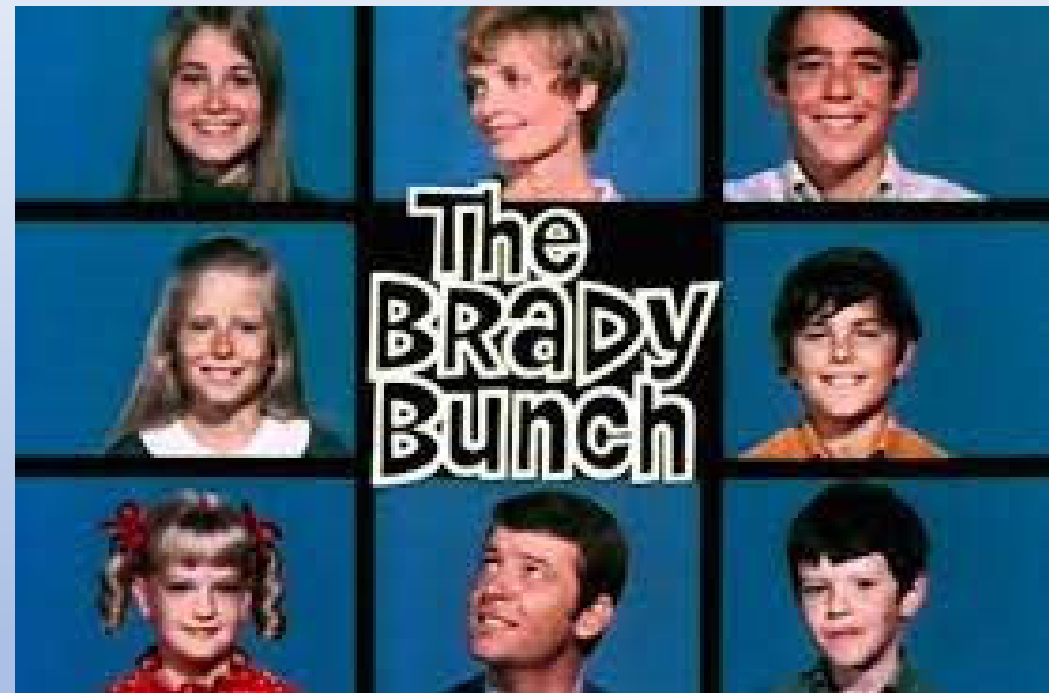
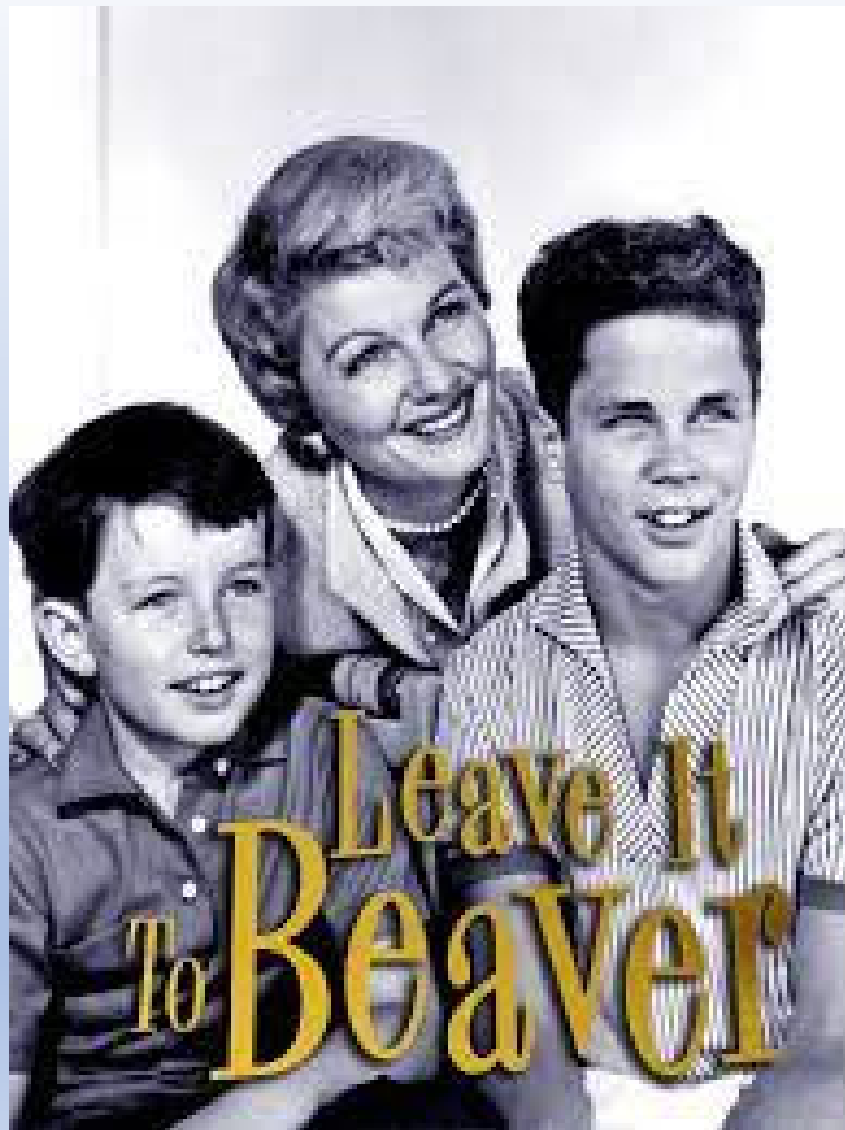
Two Key Elements:

1. You can't over communicate.
2. Make a plan and stick to it.



A row of red brick townhouses with white trim and porches, with a dark SUV parked on the street in front of them. The text "REMOVE BARRIERS: ZONING, SUBDIVISION, PROCESS" is overlaid in white on a semi-transparent grey background across the middle of the image.

REMOVE BARRIERS: ZONING, SUBDIVISION, PROCESS





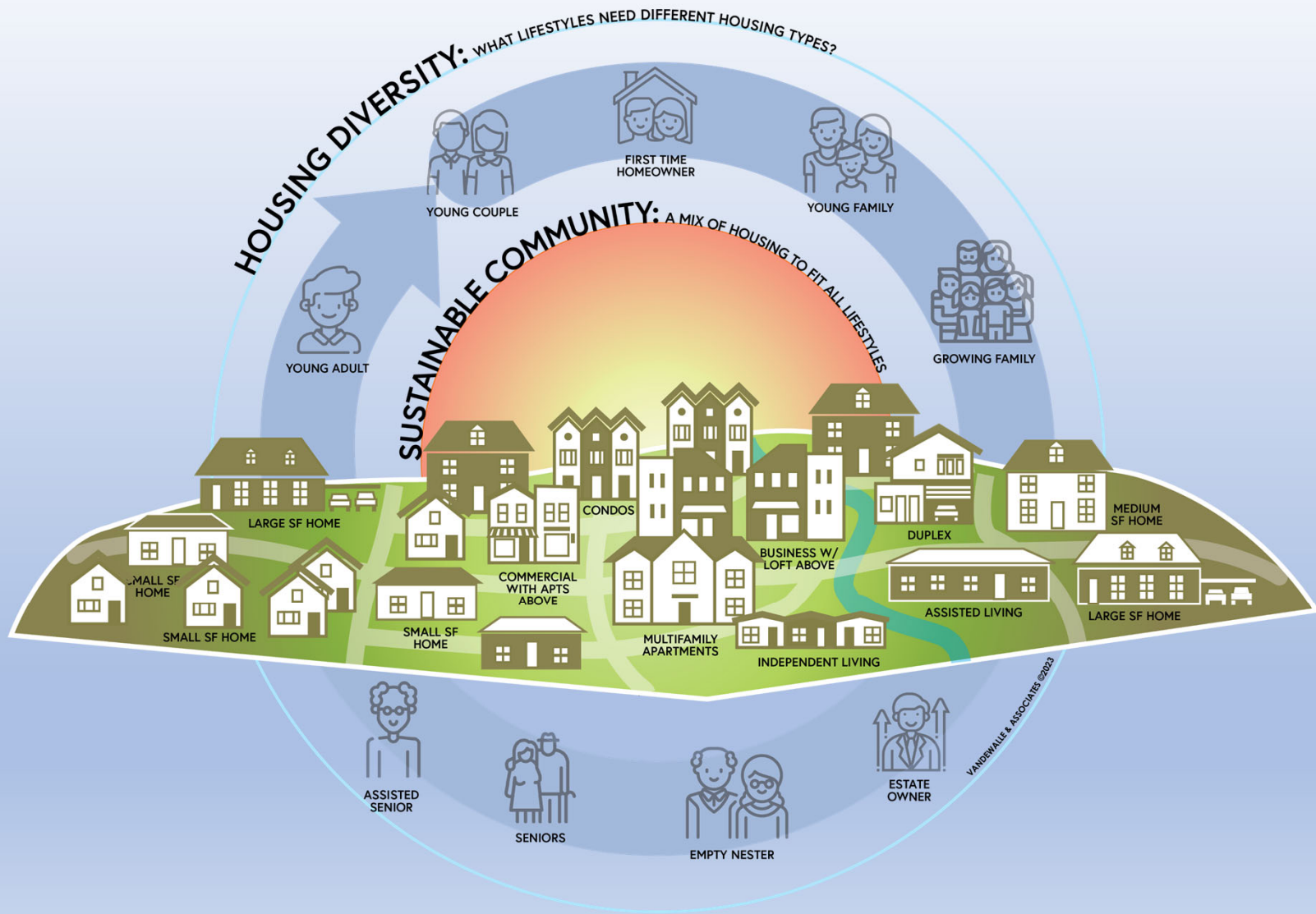














Integrate Diverse Housing Types

- Variety of housing types are created to offer housing format and price point options
- Expand allowable/ by-right housing formats
- **One size does not fit all**

Ensure Long-Term Preservation of Community Character

- Neighborhood should advance the overall character and desirability of the greater community
- Design neighborhoods around community gathering places
- Integrate environmental features as common open space for recreation and public gathering



Reduce Demand for Resources

- Design neighborhood to foster sustainability and promote public health
- Utilize density and mixing of land uses to reduce infrastructure and utility costs



BE PROACTIVE



- Housing is the new economic development frontier
- Market forces are pushing against the solutions
- Developers are good at what they do and largely hesitant to change course
- Communities need to get involved
 - Property Acquisition
 - Development Incentives
 - Explore Partnership Opportunities

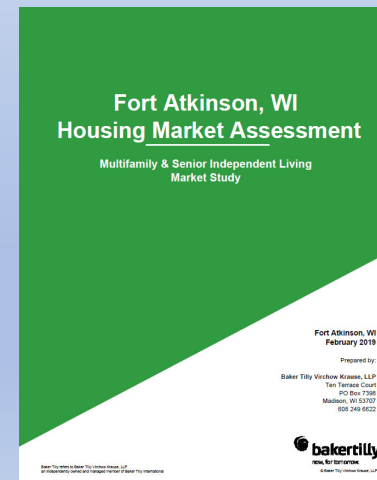
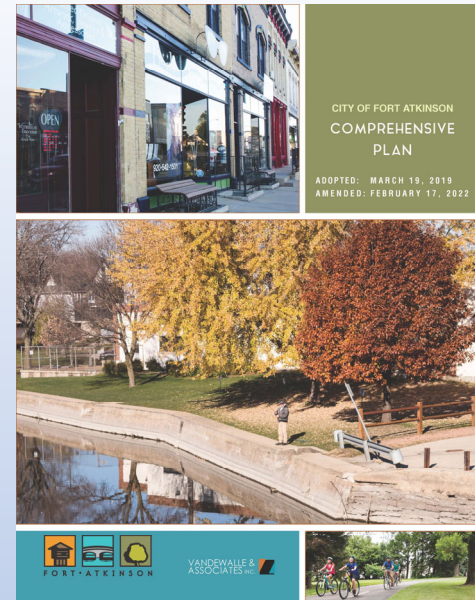


FORT ATKINSON EXAMPLE

Fort Atkinson Approach

Understand Situation and Set Goals

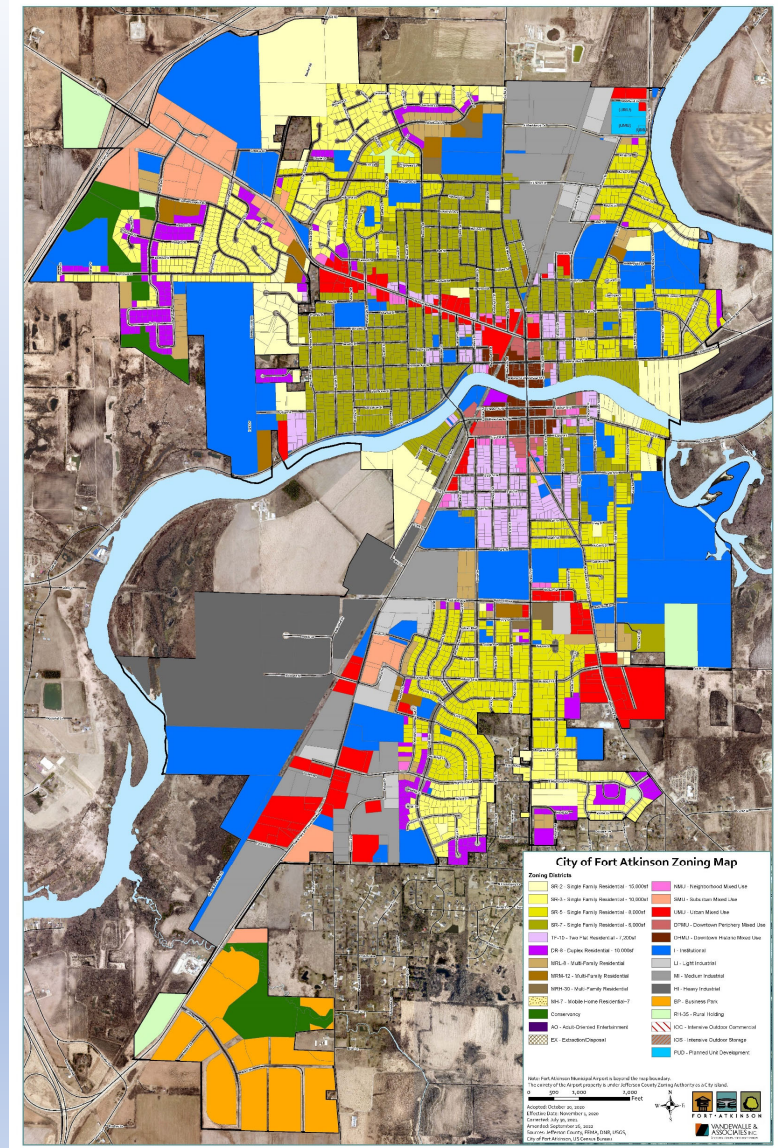
- 2015 Placemaking Project
- 2019 Comprehensive Plan Update
- 2019-2021 Housing and Market Studies (3)



Fort Atkinson Approach

Remove Barriers

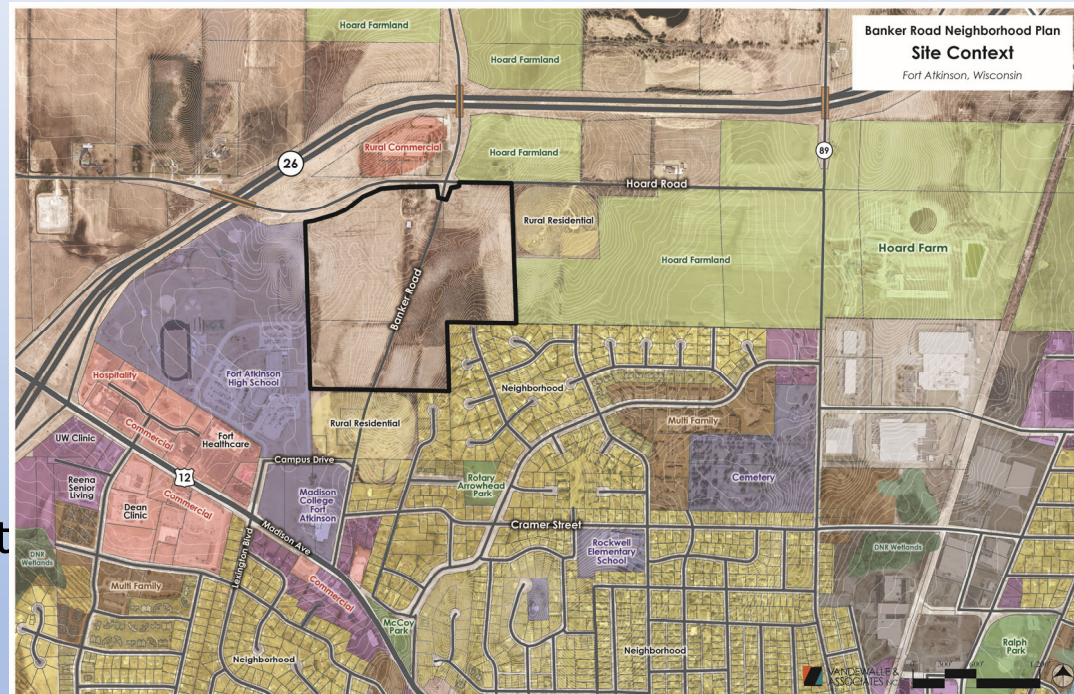
- 2020 Zoning Code Rewrite
- 2021 Intergovernmental Agreement
- 2022 Subdivision Ordinance Rewrite
- 2022 Official Map

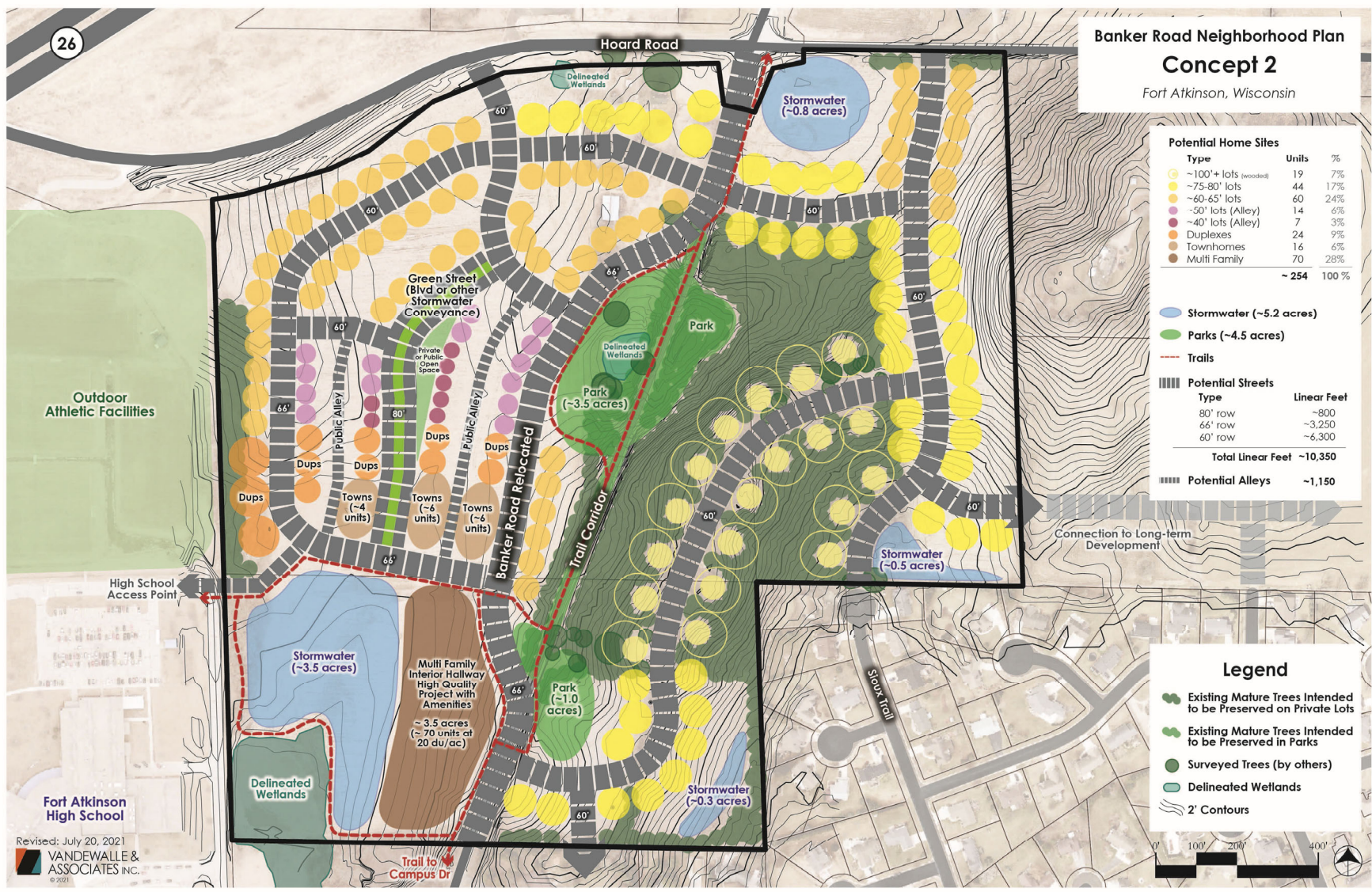


Fort Atkinson Approach

Site Selection and Acquisition

- Prioritize potential sites
 - First site = didn't work out
- Acquire land
 - Had to borrow for purchase
 - Annexation issues
 - Previous plans for the site = didn't fit City's goals






Fort Atkinson High School
 Revised: July 20, 2021
 VANDEWALLE & ASSOCIATES INC.
 © 2021

Fort Atkinson Approach

Drive Implementation

- Developer recruitment
 - RFI released in 2022
 - Interviews conducted with developers
- Leverage alternative funding sources
 - TIF, ARPA funds, and grants
- Negotiate development agreements
 - Executed September 2022 with HDG/Cedarprise
- Land Use Applications filed
- Target groundbreaking in 2024



City of Fort Atkinson, Wisconsin
Residential Subdivision Development
REQUEST FOR INTEREST

Issued: March 1, 2022
Due: April 1, 2022

City Contacts:
Rebecca LeMire, City Manager
rlemire@fortatkinsonwi.net
(920) 563-7760
Andy Selle, City Engineer
aselle@fortatkinsonwi.net
(920) 563-7760





Photo By: Jennifer Welsh
Photo By: Bob Johnson
Photo By: Doug Richter



FORT • ATKINSON



WASHINGTON COUNTY EXAMPLE

Meandering Way

Washington County – Next Generation Housing Initiative

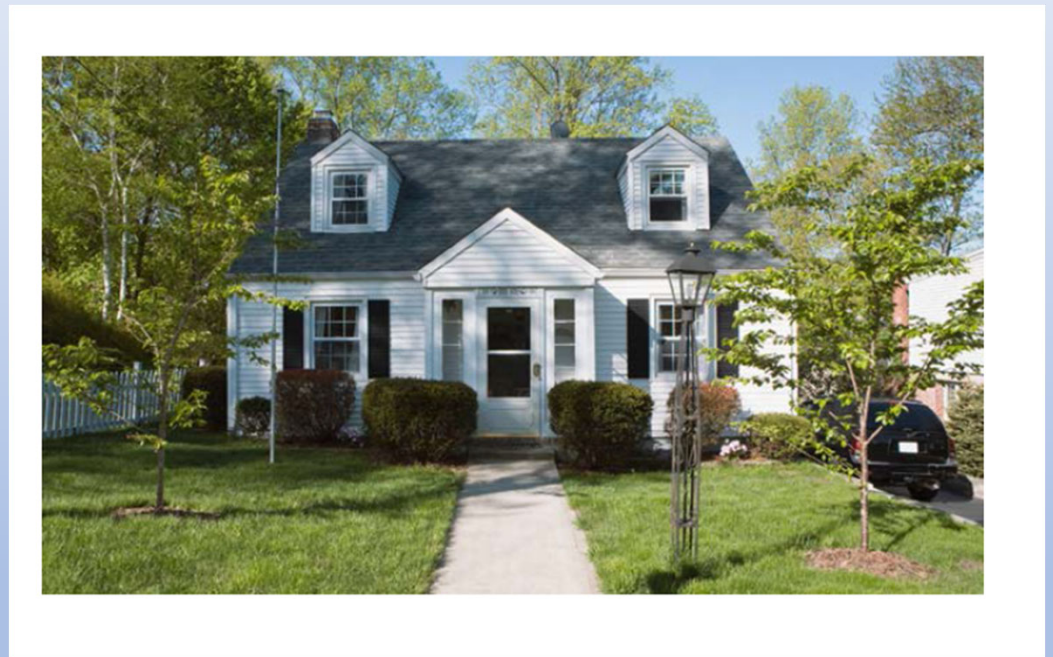
- The Next Generation Housing Initiative is working towards creating **smaller attainable mainstream homes on smaller lots** so the next generation can afford to live, work and stay here as they start their families.
- Creating attainable housing will give our children and grandchildren the same opportunities that previous generations had to **purchase a home**.
- It will allow us to **retain our homegrown talent** and make it easier to welcome new residents to Washington County.

Washington County – Next Generation Housing Initiative

- By 2032, provide **1,000 new owner-occupied housing units** in Next Generation Housing developments
- **75% of homes priced under \$320,000 and 25% under \$420,000** (house & site)
- **Help people build equity through homeownership**
- Overcoming barriers to homeownership

What is Next Generation Housing?

- Smaller house sizes
- Smaller lot sizes
- Narrower lot widths
- Varied housing formats & layouts –
 - Single family homes, duplexes, townhomes, condos, etc.
 - All owner-occupied





Village of Jackson Pilot Project



Background

- 20-acre parcel, owned by Village
- Newly constructed Municipal Building and Spruce Street
- Tax Incremental Finance (TIF) District
- NGH program is providing up to \$2.4M to Village of Jackson to offset high costs of development, and Village is platting the neighborhood to ensure smaller, more attainably-priced homes

THE OAKS OF JACKSON

LOT 1 OF CERTIFIED SURVEY MAP NO. 6956, BEING PART OF TWP. 18 N. 14 E. T18M. 14 E. S18T. 18 N., T. 18N. E. 14E. S. 18T. VILLAGE OF JACKSON, WASHINGTON COUNTY, WISCONSIN.



SCALE: 1" = 60'

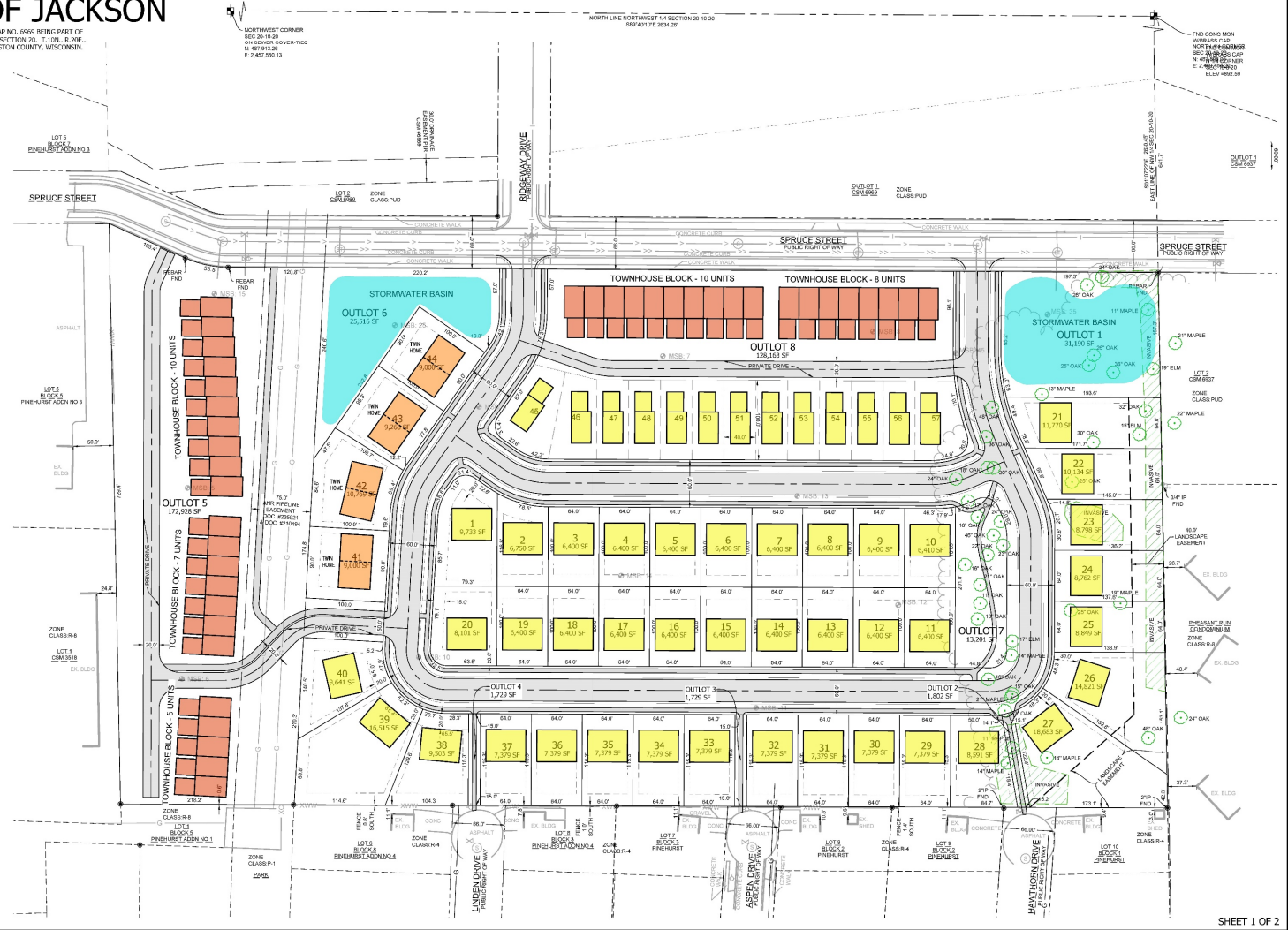
UNIT COUNT	
TOWNHOUSE -	40
SINGLE FAMILY -	40
TWIN HOMES -	8
SINGLE FAMILY (PRIVATE DRIVE ACCESS) -	13
TOTAL -	101

SURVEY FOR:
VILLAGE OF JACKSON
N168W19551 MAIN ST.
JACKSON, WI 53037

SURVEYOR:
KEITH A. KINDRED, PLS S-2082
SEH, INC.
501 MAPLE AVE.
DELAFIELD, WI 53018
(414) 340-5910
KKINDRED@SEHINC.COM

SEH
PHONE: 414 340 5910
501 MAPLE AVENUE
DELAFIELD, WI 53018-9301
www.sehinc.com

PROJECT JACKV #170026



Housing Unit Count

40 single family

13 small lot single family (rear private drive access)

8 twin homes

40 townhomes (alley-loaded)

101 total housing units

- May 2023:
Infrastructure began
- **Fall 2023:** Begin
Home Construction



A photograph of a house at dusk. The house has light-colored horizontal siding and a dark door with a transom window. Large windows are illuminated from within, showing a warm orange glow. A wooden Adirondack chair is positioned on the porch. In the foreground, there are green plants and a small, glowing outdoor light fixture. The text "WATERTOWN EXAMPLE" is overlaid in white, sans-serif font across the center of the image.

WATERTOWN EXAMPLE



WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN





• Foundation Goals and Objectives

- Diverse, mixed density neighborhood for all
- Integrate public health and community character in all components
- Build a model for sustainability and positive environmental impacts

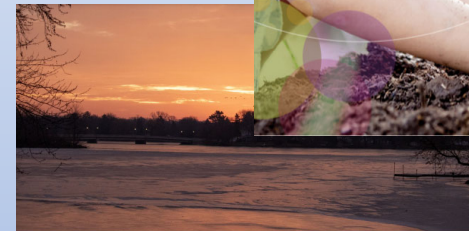


Photo Credit: DJHCP, Kim Hiller

2022

Dodge-Jefferson Healthier Community Partnership
Community Health Needs Assessment
Dodge & Jefferson Counties, WI



Adopted Comp Plan (2019)

Future Land Use Urban Area

Map 6b

City of Watertown Comprehensive Plan

Land Use Categories

	Agricultural		Rights-of-Way
	Single-Family Residential - Unsewered		Neighborhood Mixed Use
	Single-Family Residential - Sewered		Planned Mixed Use*
	Two-Family Residential		Central Mixed Use
	Multi-Family Residential		Riverside Mixed Use***
	Planned Neighborhood**		Mixed Industrial
	Institutional		Parks & Recreation
	Airport		Environmental Corridor
			Surface Water

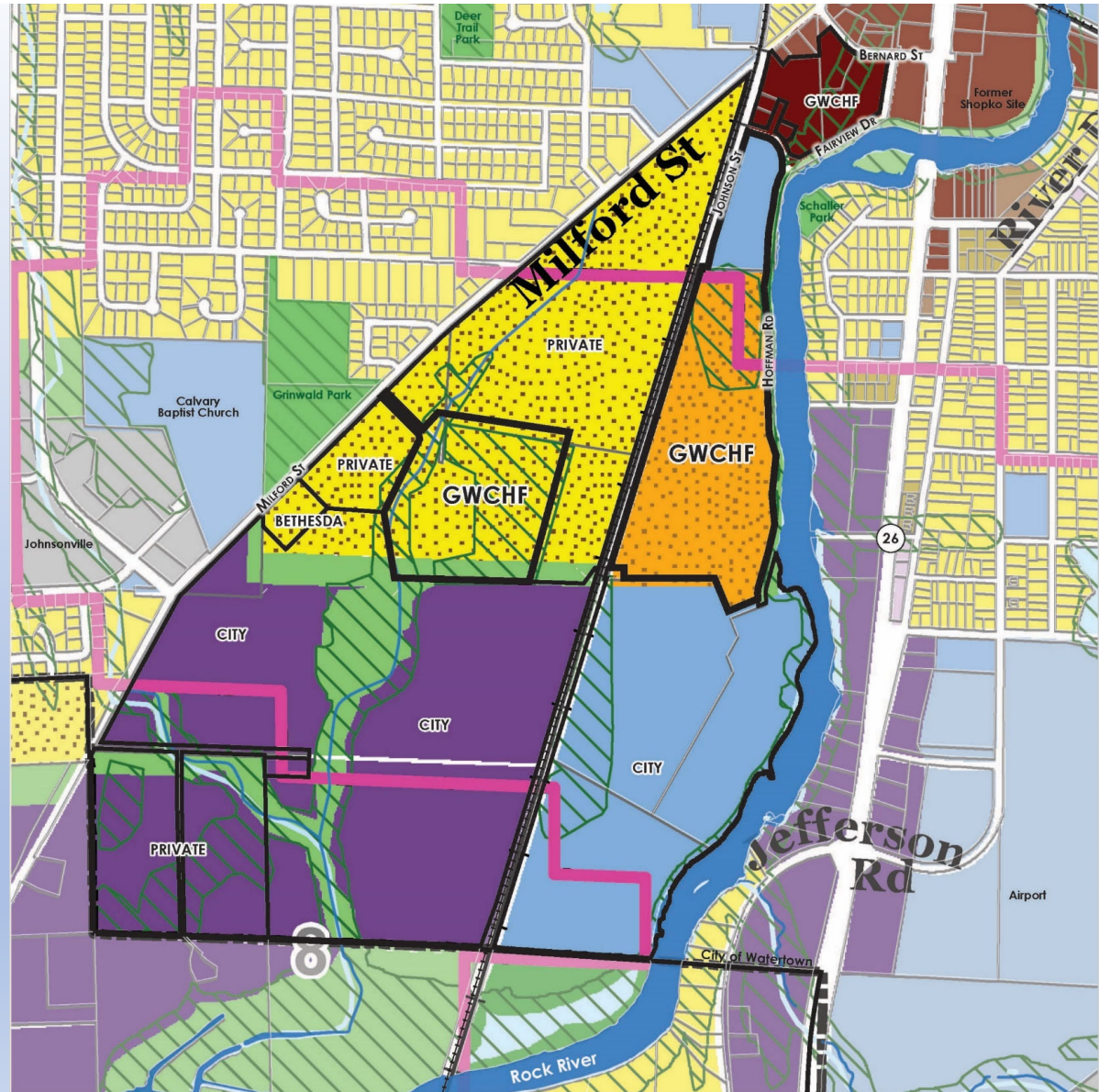
***"Planned Neighborhoods" should include a mix of the following:

1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation



***Each "Riverside Mixed Use Area" may include mix of:







1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation

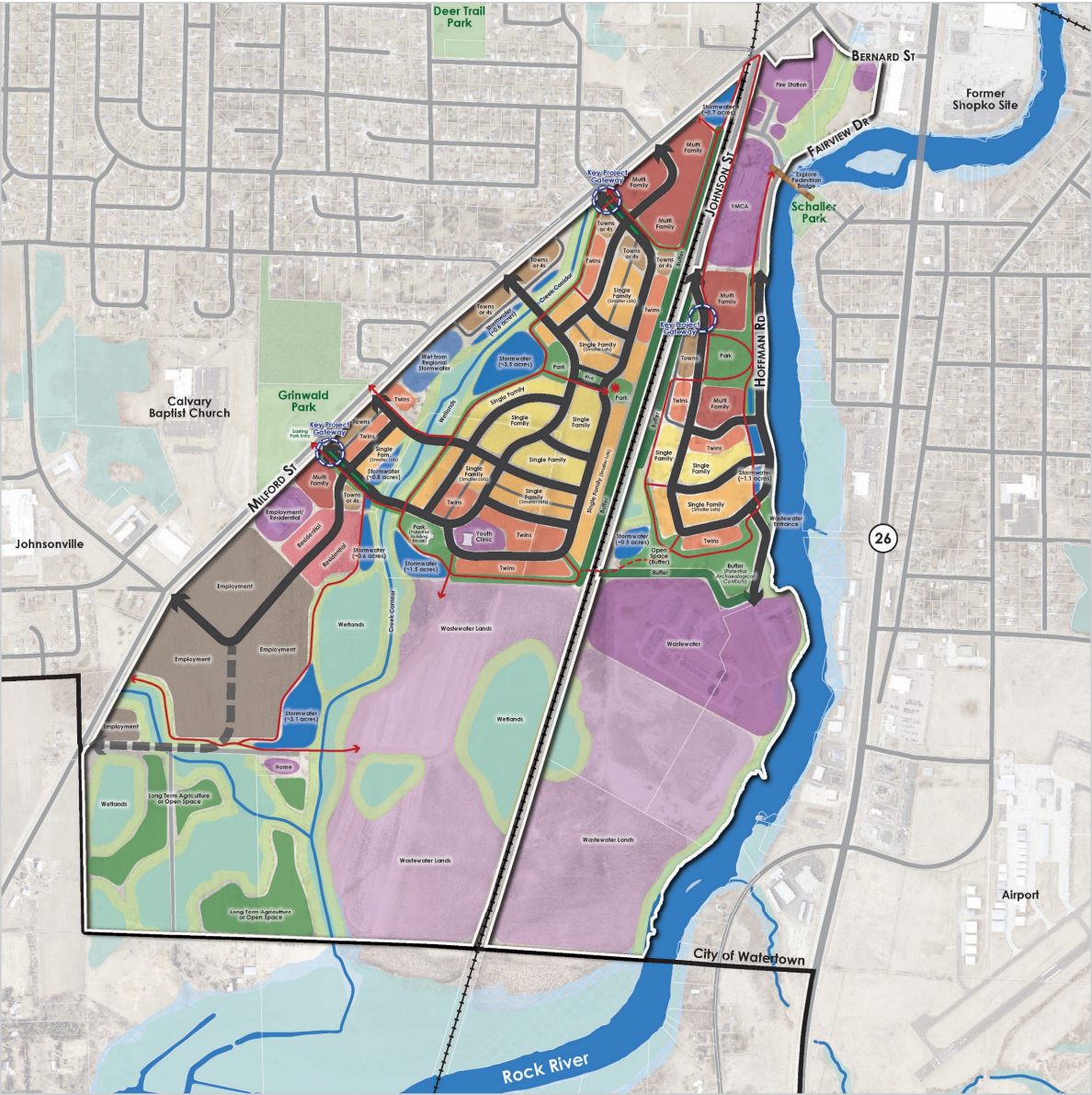


Draft Conceptual Neighborhood Plan

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
-  Potential Alley or Private Drive
-  Open Space
-  Trail Network
-  City Parcel Employment (~36 acres)
-  City Parcel Residential (~6 acres)







Potential Housing

-  Single Family (4 du/ac, ~65 units)
-  Mixed Residential (6-8 du/ac, ~335 units)
-  Single Family (Smaller Lots)
-  Twinhomes (Duplex)
-  Townhomes or 4 Units
-  Multi Family (20 du/ac, ~300 units)



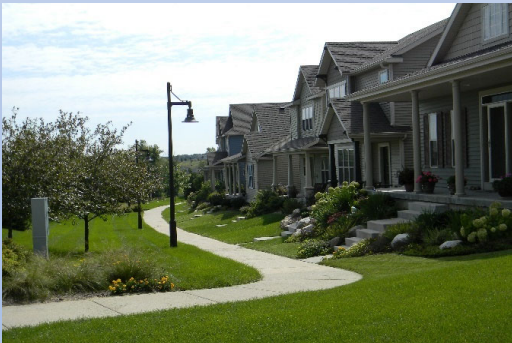
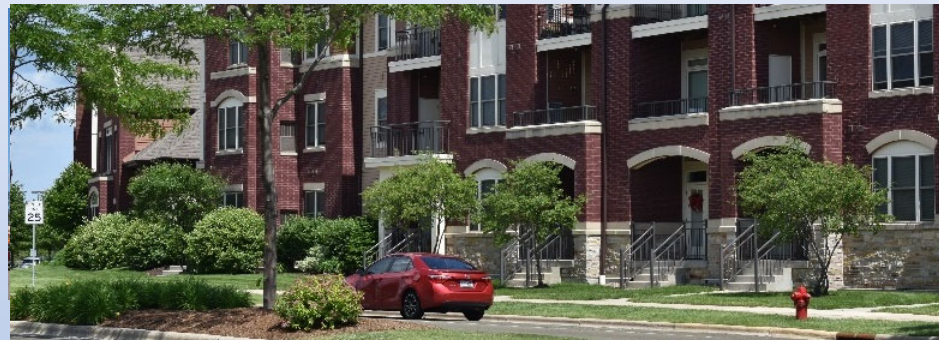
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Potential Housing

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-  Single Family (Smaller Lots)
-  Twinhomes (Duplex)
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-  Multi Family (20 du/ac, ~300 units)

Total ~700 units

Underserved Unit Types



A photograph of a suburban residential street. In the foreground, a paved path leads from the bottom right towards a row of two-story houses on the left. The houses have light-colored siding and brown roofs. One house has a white picket fence and a small American flag. The yard is green with various bushes and flowers. A large tree is on the right side of the path. In the background, a white car is parked on the street. The sky is clear and blue.

WE HAVE A HOUSING PROBLEM

A photograph of a residential neighborhood featuring a row of modern, two-story houses with light-colored siding and gabled roofs. The houses are set in a lush green environment with trees and a sidewalk. An American flag is visible on a pole in front of one of the houses. The text "THERE ARE HOUSING SOLUTIONS" is overlaid in white, underlined, capital letters across the center of the image.

THERE ARE HOUSING SOLUTIONS

- Think like a developer, but act like a City
- Returns are not always measured in financial outcome
- Make a plan and stick to it

