

Mayor's Neighborhood Roundtable 2019

Madison Housing Challenges, Trends and Strategies

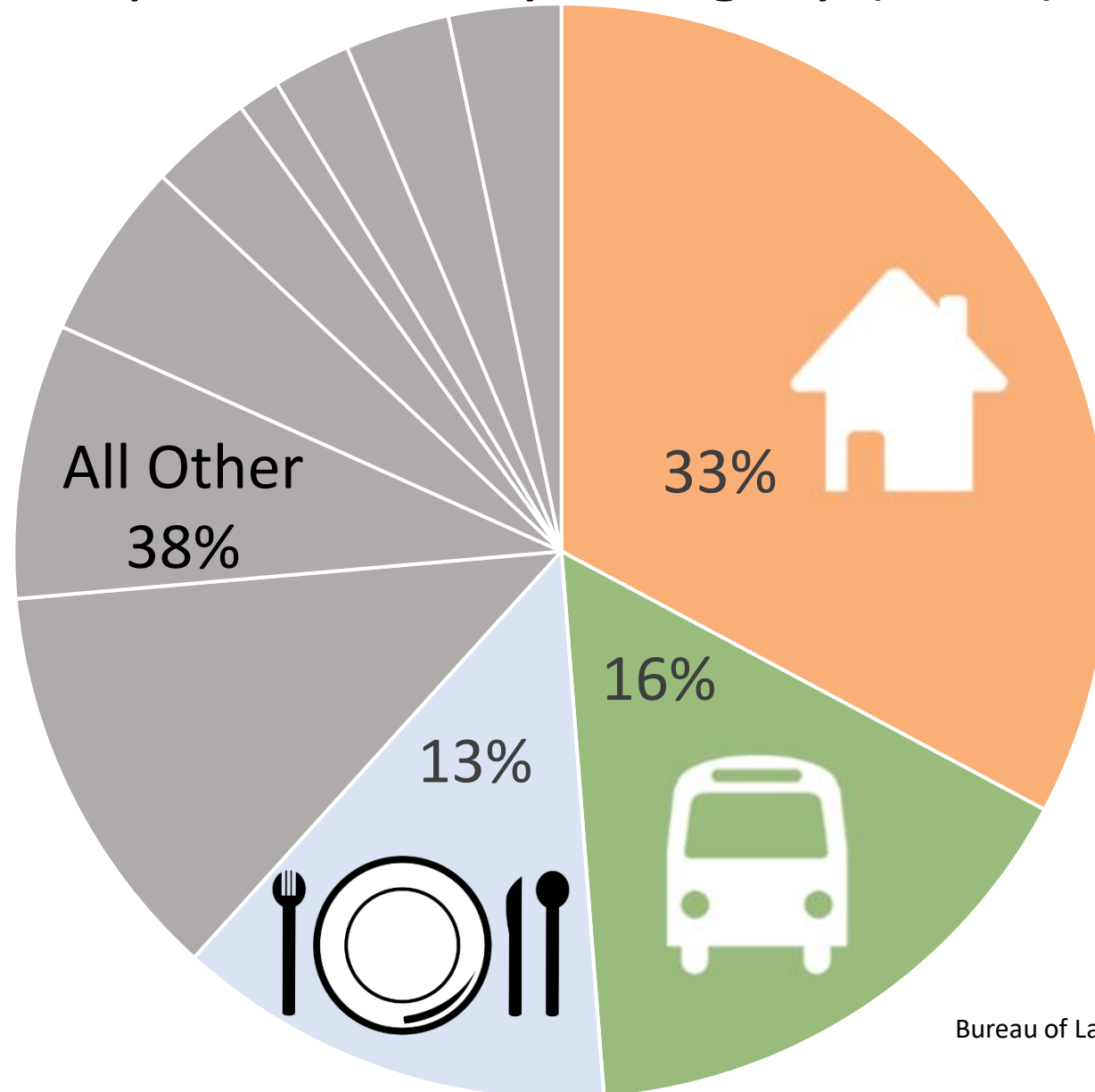


mgOe

your community energy company



Average US Household Expenditures by Category (2018)



Bureau of Labor Statistics



CITY OF MADISON

Comprehensive Plan



Imagine Madison
People Powered Planning



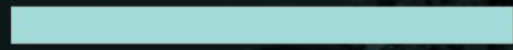
<https://plan.imaginemadisonwi.com/>



POPULATION



248,951 (2015)

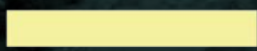


318,951 (2040 projection)

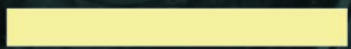
Madison will add 70,000 new residents between now and 2040.



TOTAL HOUSING UNITS

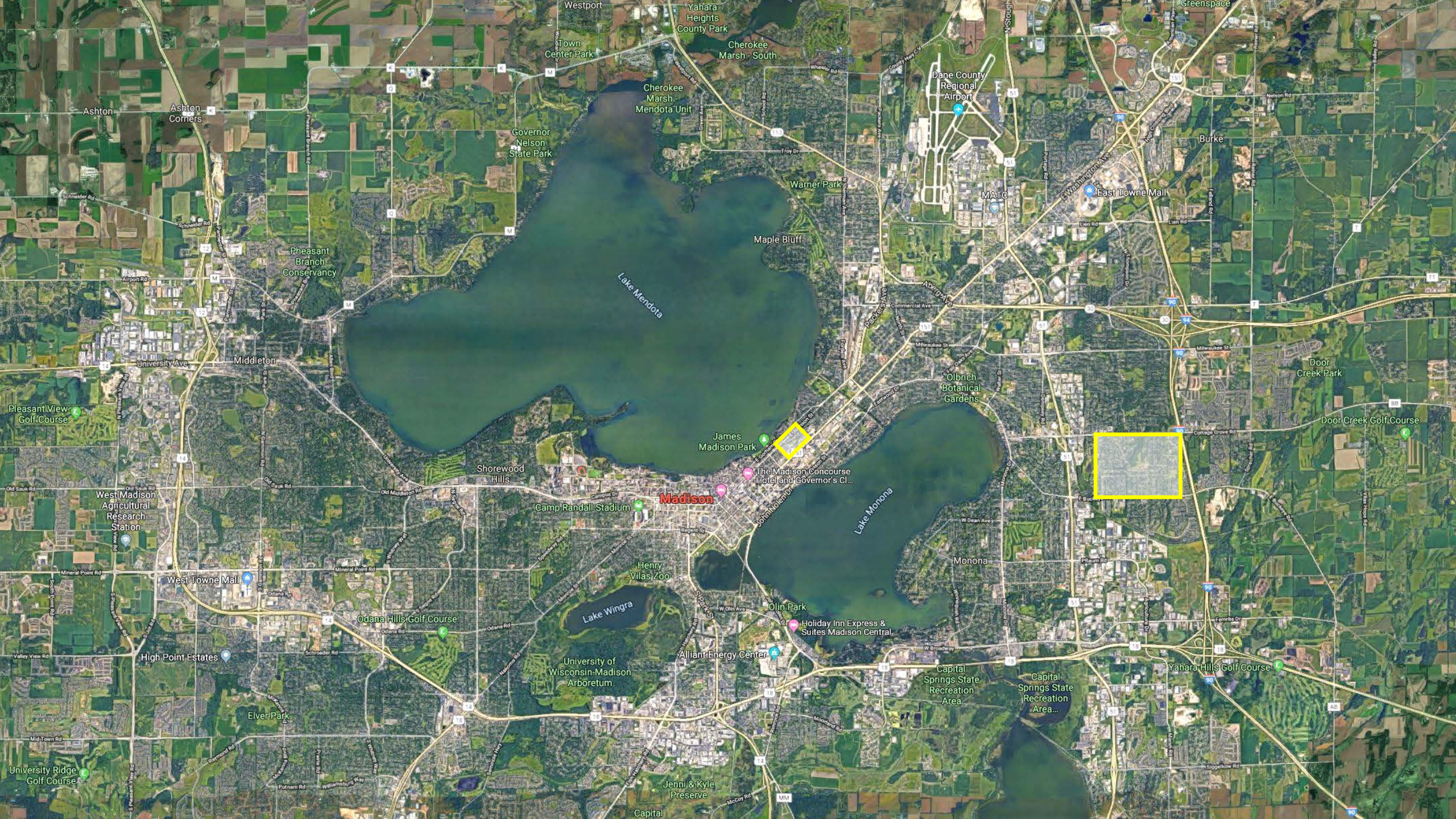


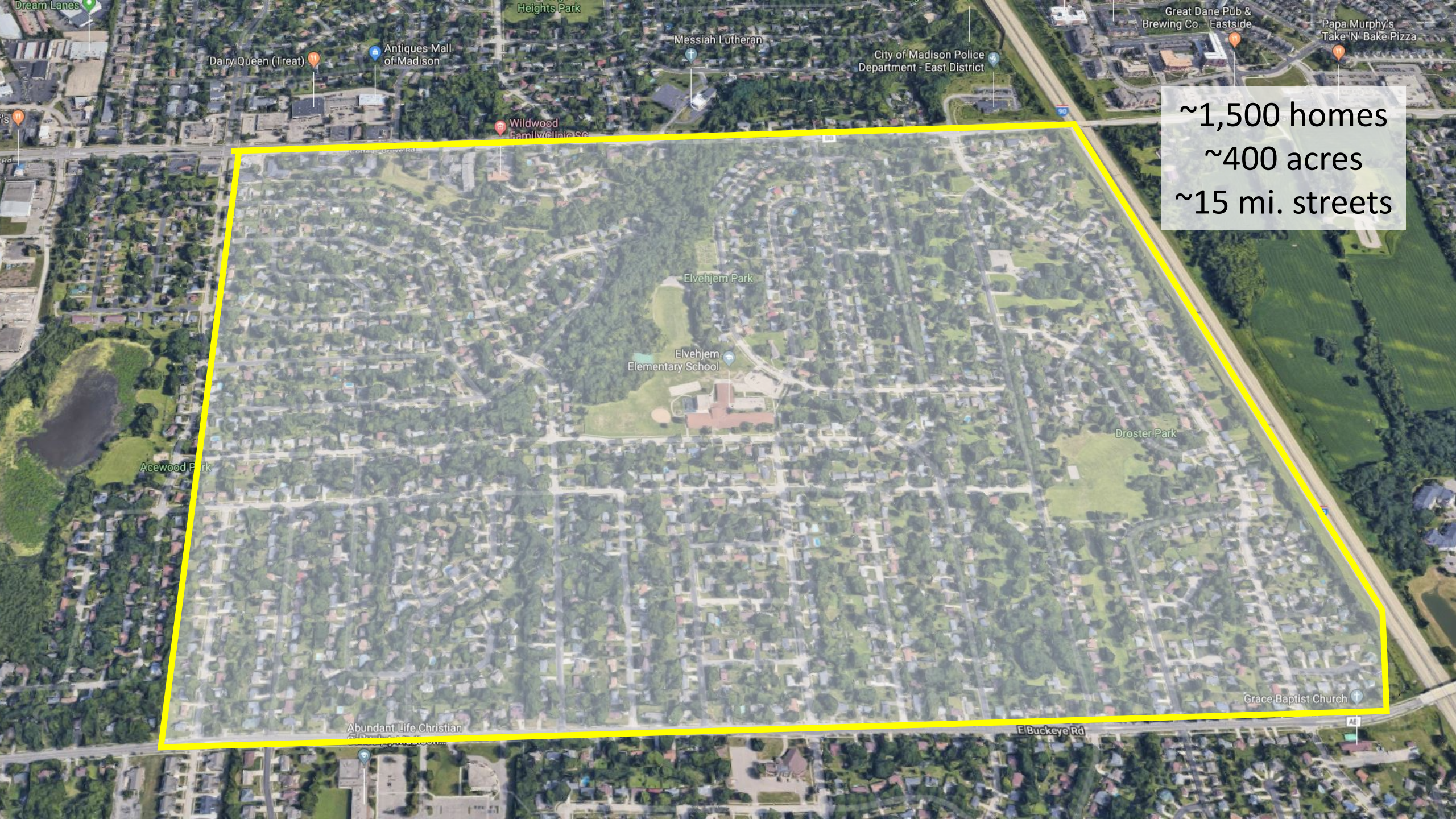
110,000 (2015)



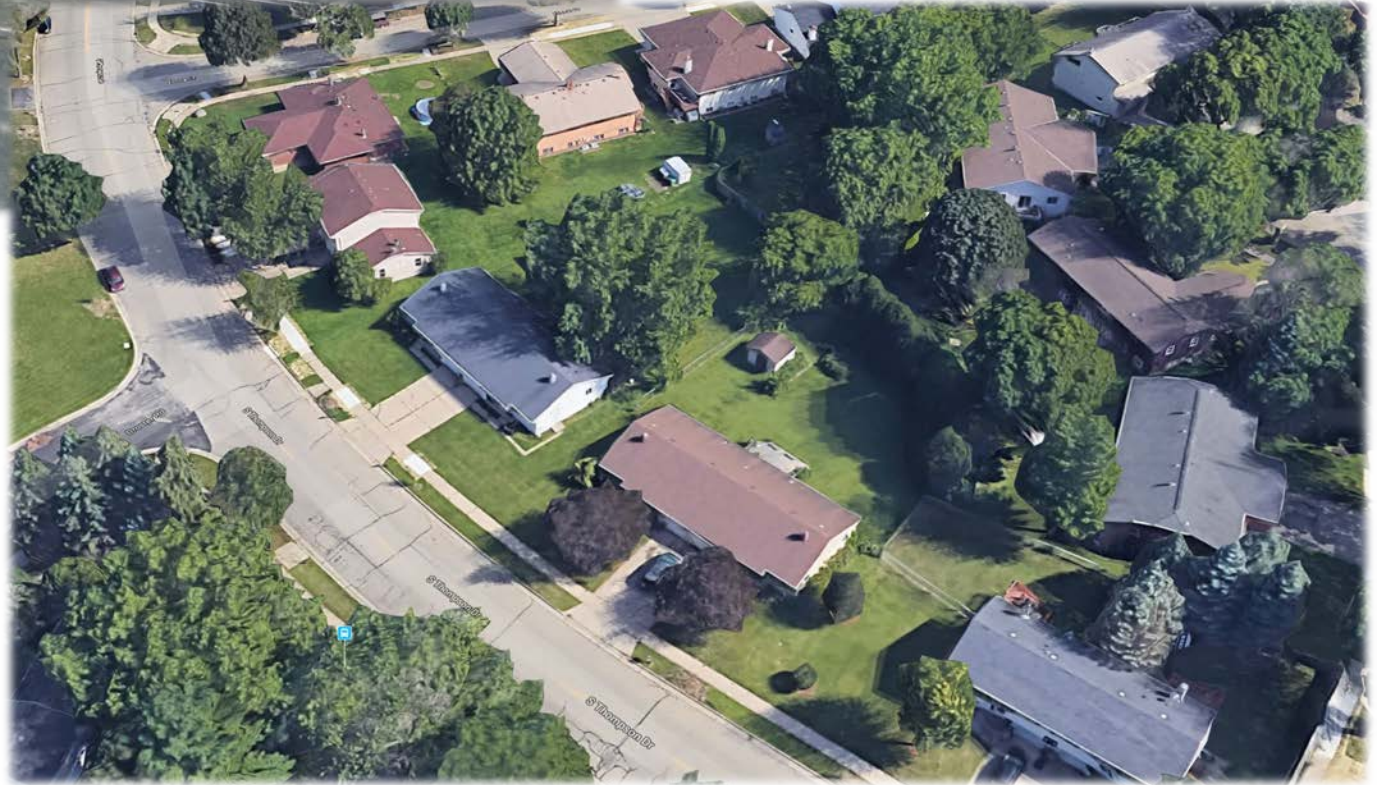
150,000 (2040 projection)

Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.



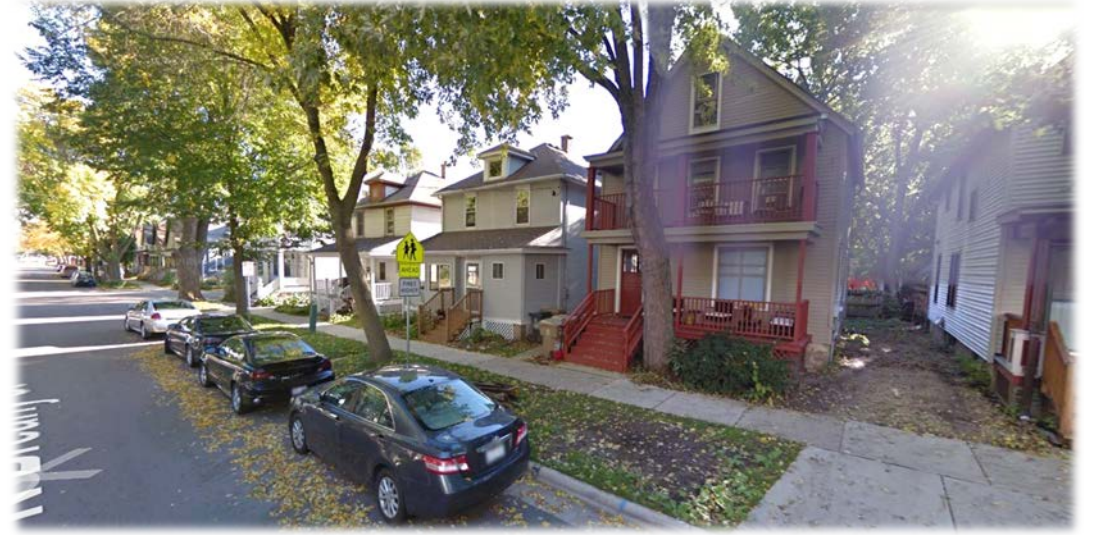


~1,500 homes
~400 acres
~15 mi. streets



~1,500 homes
~60 acres
~4 mi. streets









Land Use & Transportation




Neighborhoods & Housing



Economy & Opportunity



Culture & Character



Green & Resilient



Effective Government



**Land Use &
Transportation**




**Neighborhoods
& Housing**



**Economy &
Opportunity**



**Culture &
Character**



**Green &
Resilient**



**Effective
Government**

WHAT WE HEARD

-LAND USE & TRANSPORTATION-

- Transit Improvements

“Continue to pursue the implementation of rapid transit! This is how people are able to get to their jobs and access vital individual/community health and wellness resources.”

— Resident Panels



COMPREHENSIVE PLAN RECOMMENDATIONS

-LAND USE & TRANSPORTATION-



GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

COMPREHENSIVE PLAN RECOMMENDATIONS

-LAND USE & TRANSPORTATION-



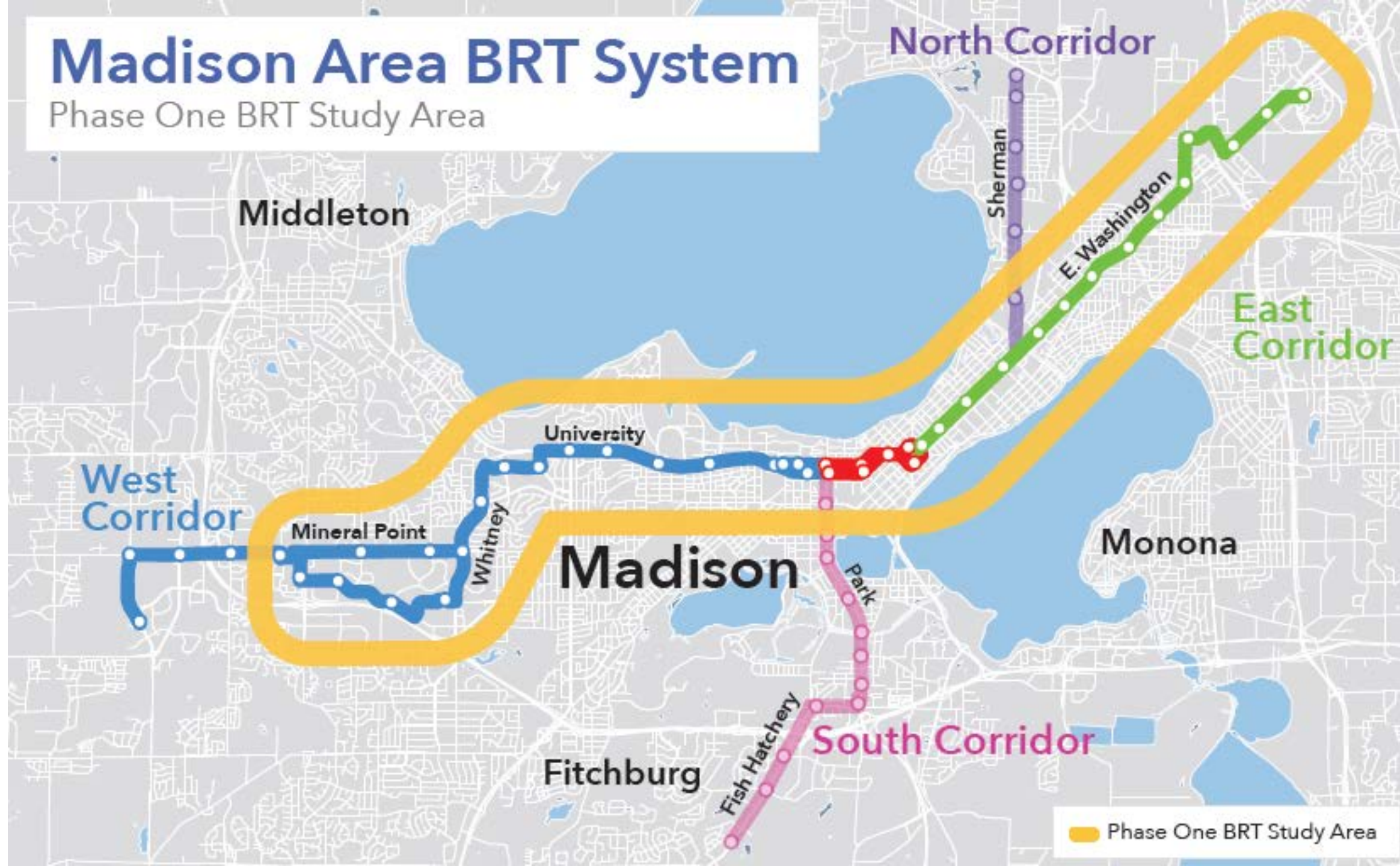
GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.



Strategy: Implement Bus Rapid Transit (BRT) to improve travel times, enhance reliability, and increase ridership.

Madison Area BRT System

Phase One BRT Study Area





WHAT WE HEARD

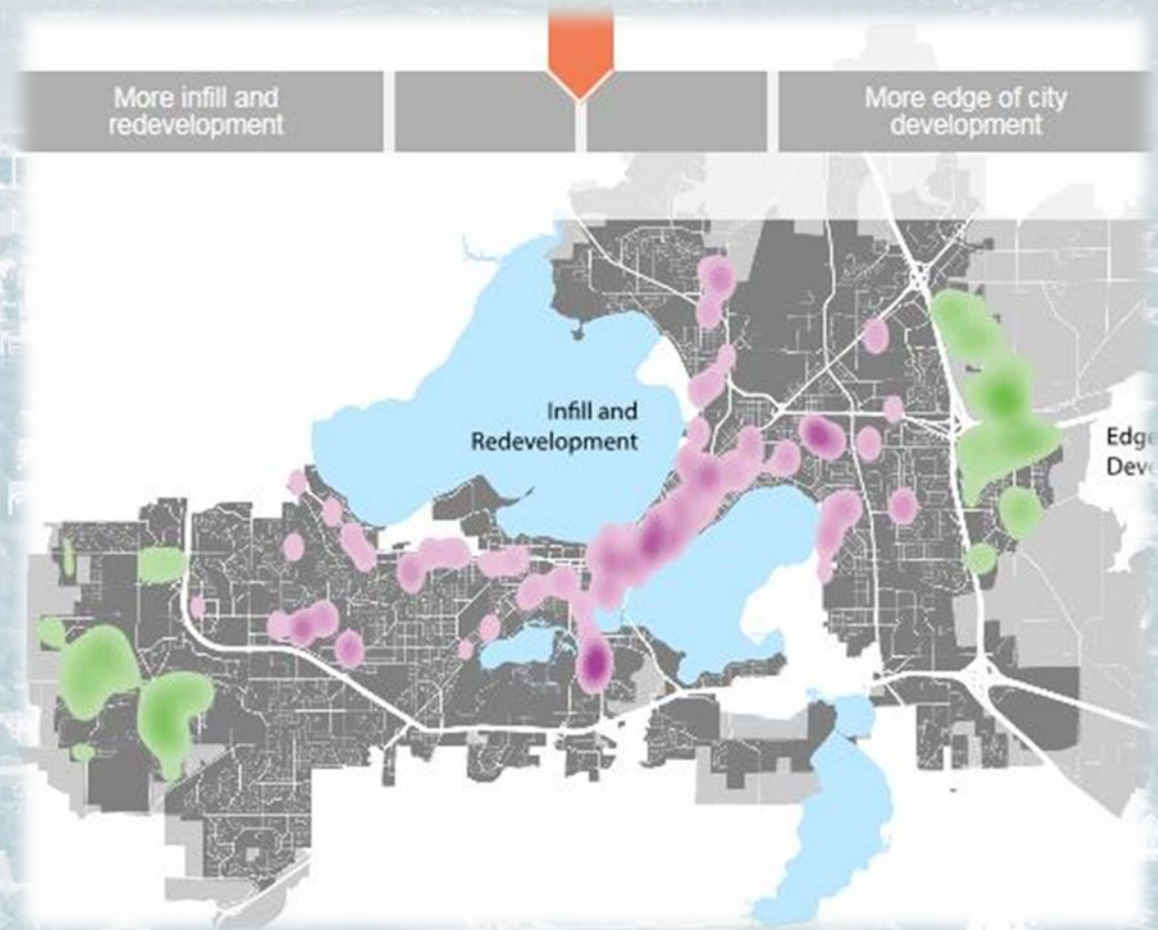
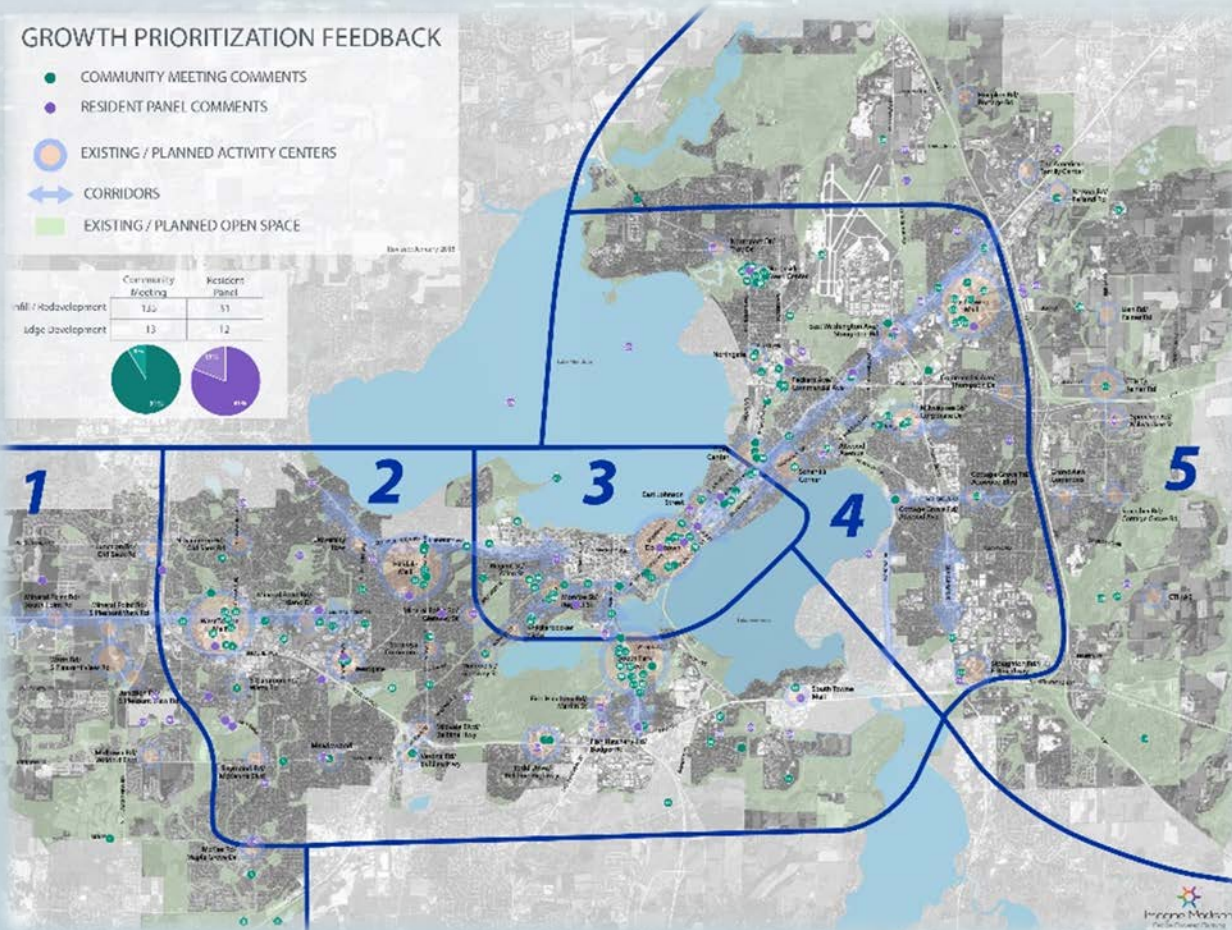
-LAND USE & TRANSPORTATION-

- Majority of growth as infill/redevelopment

GROWTH PRIORITIZATION FEEDBACK

- COMMUNITY MEETING COMMENTS
- RESIDENT PANEL COMMENTS
- EXISTING / PLANNED ACTIVITY CENTERS
- ↔ CORRIDORS
- EXISTING / PLANNED OPEN SPACE

	Community Meeting	Resident Panel
Infill / Redevelopment	120	51
Edge Development	13	12



COMPREHENSIVE PLAN RECOMMENDATIONS

-LAND USE & TRANSPORTATION-



GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

COMPREHENSIVE PLAN RECOMMENDATIONS

-LAND USE & TRANSPORTATION-



GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.



Strategy: Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers

Growth Priority Areas

Neighborhood Activity Centers

Community Activity Centers

Regional Activity Centers

Established Centers

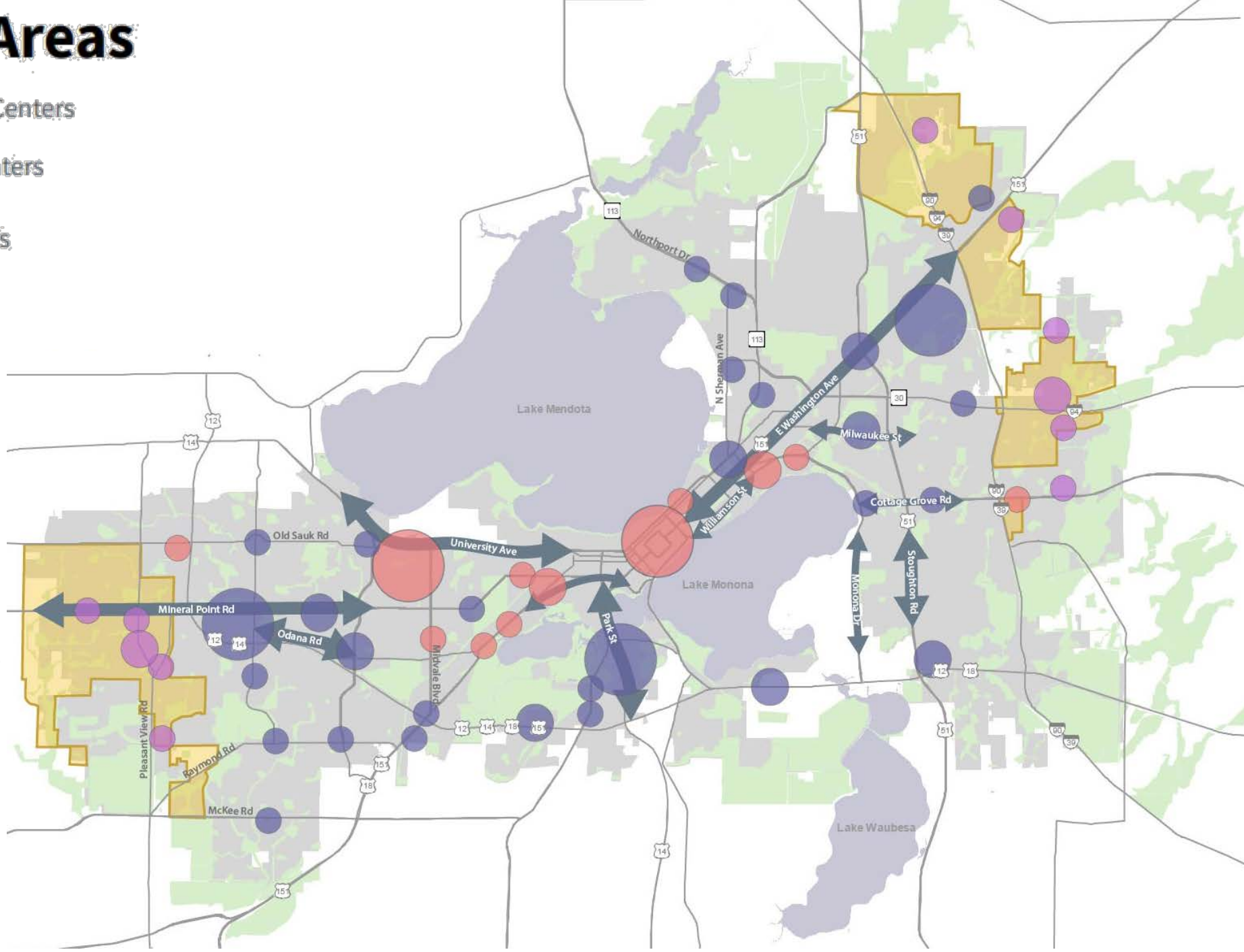
Transitioning Centers

Future Centers





Community Corridor

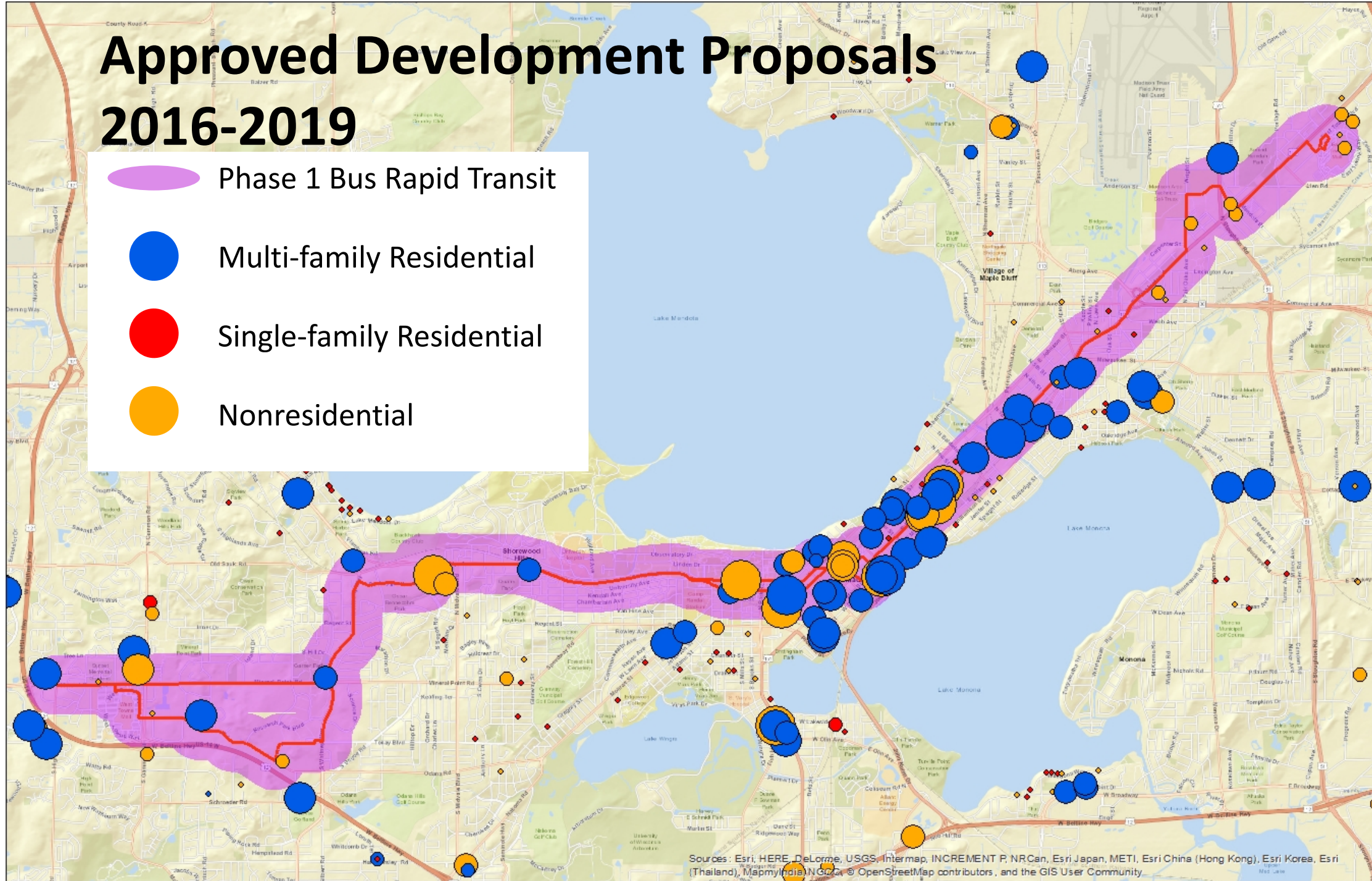
Regional Corridor

Peripheral Growth Area




Approved Development Proposals 2016-2019

-  Phase 1 Bus Rapid Transit
-  Multi-family Residential
-  Single-family Residential
-  Nonresidential




Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, IGN, and OpenStreetMap contributors, and the GIS User Community


Growth Priority Areas




Neighborhood Activity Centers




Community Activity Centers




Regional Activity Centers




Established Centers




Transitioning Centers




Future Centers



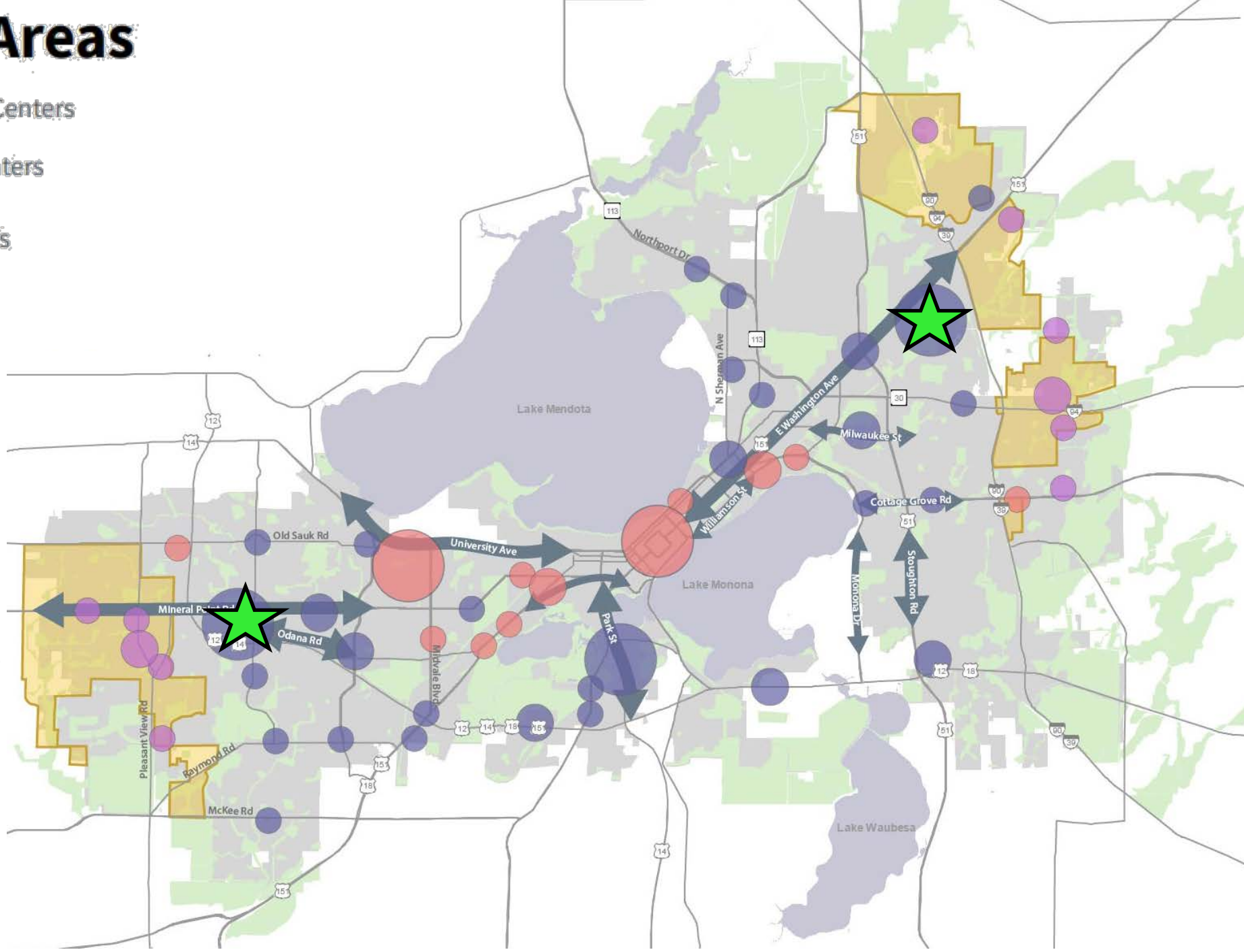
Community Corridor



Regional Corridor



Peripheral Growth Area





NORMAN ACRES

Chipotle Mexican Grill

Denver Mattress Company

The Home Depot

Kohl's Madison East

Best Buy

Cracker Barrel
Old Country Store

Red Lobster

PetSmart

Marshalls

Goodwill Madison
East Towne

East Town Plaza

Bowl-A-Vard Lanes

Buffalo Wild Wings

JOANN Fabrics and Crafts

East Towne Mall

Plato's Closet
Madison East

The Journey

Wien Rd

Wien Rd

N Thompson Dr

Michaels

Target

WHAT WE HEARD

-NEIGHBORHOODS & HOUSING-

- More housing choices



COMPREHENSIVE PLAN RECOMMENDATIONS

-NEIGHBORHOODS & HOUSING-



GOAL: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.

COMPREHENSIVE PLAN RECOMMENDATIONS

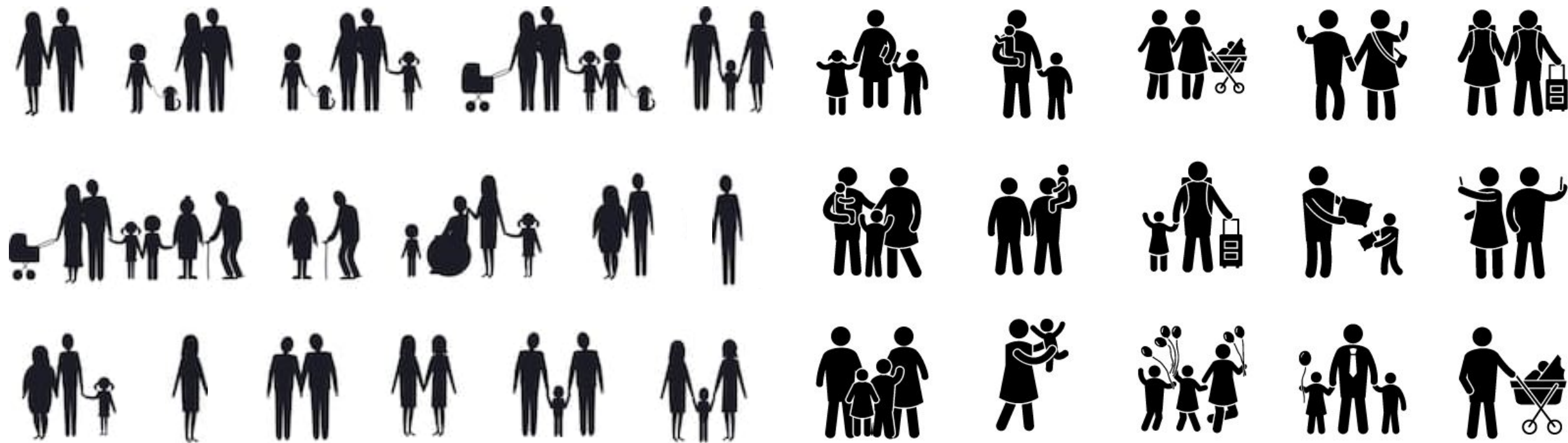
-NEIGHBORHOODS & HOUSING-

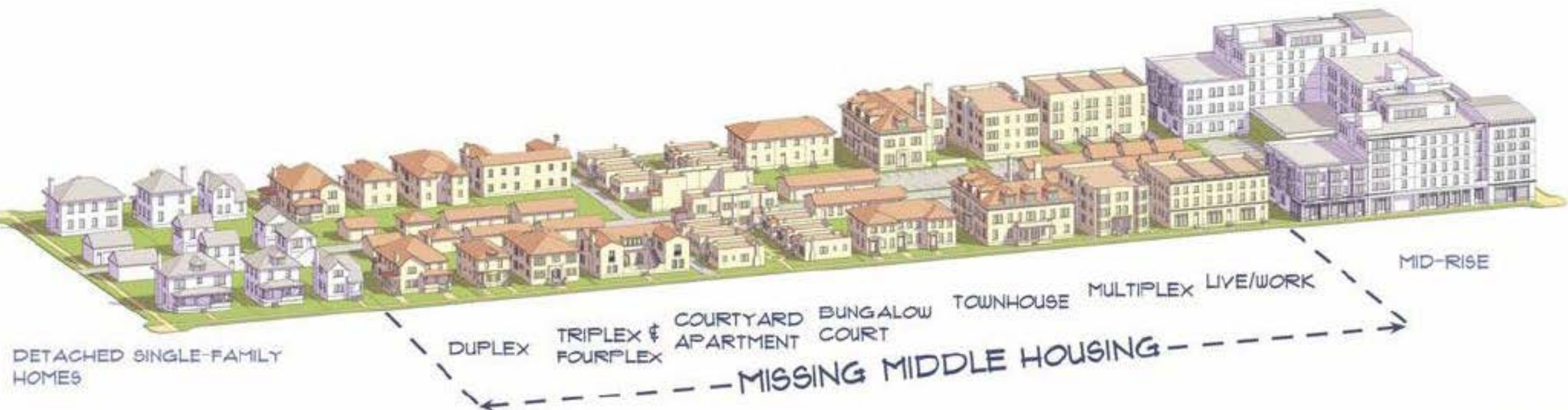


GOAL: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.



Strategy: Support development of a wider mix of housing types, sizes, and costs throughout the city.





DETACHED SINGLE-FAMILY
HOMES

DUPLEX

TRIPLEX &
FOURPLEX

COURTYARD
APARTMENT

BUNGALOW
COURT

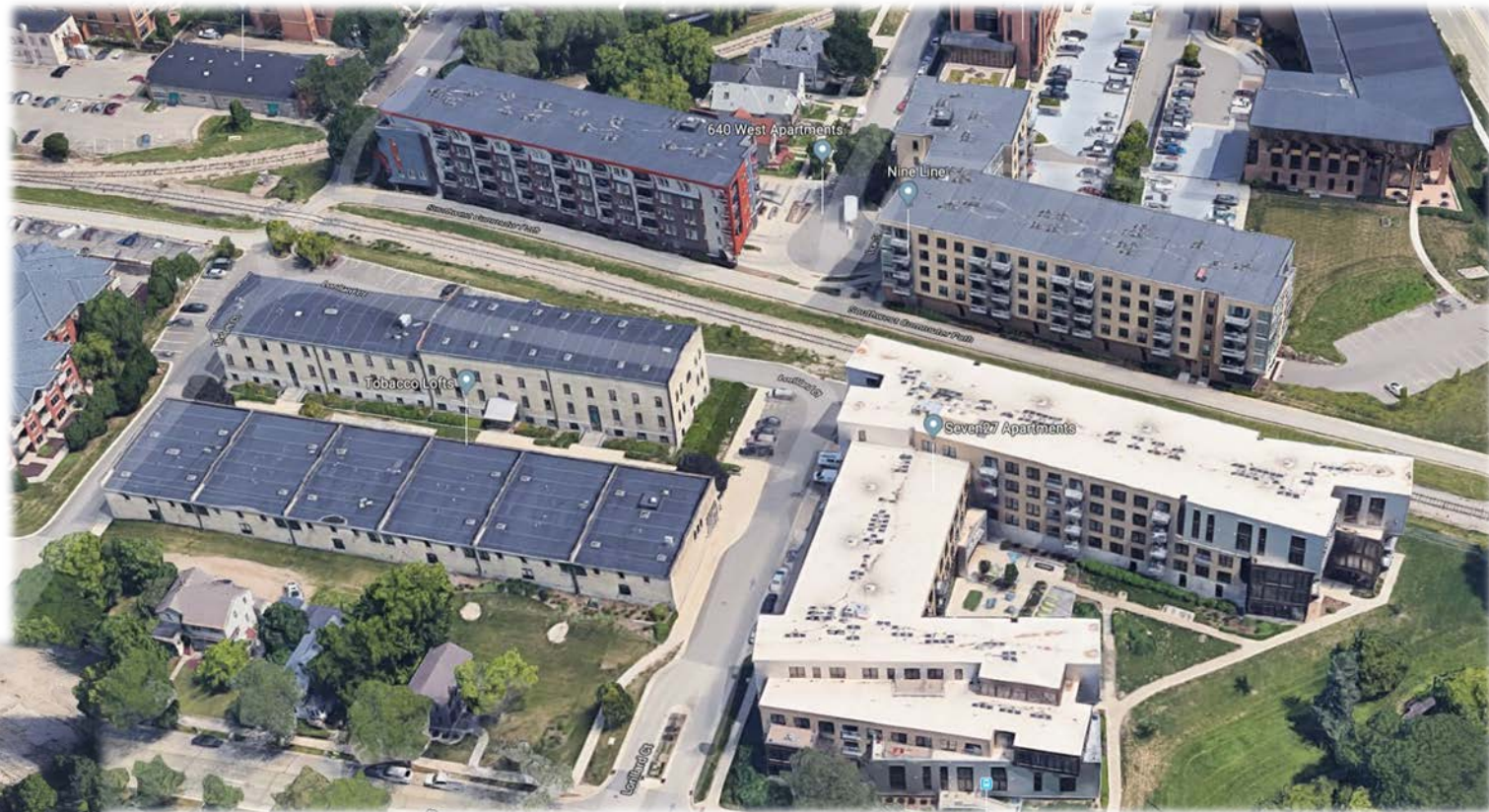
TOWNHOUSE

MULTIPLEX

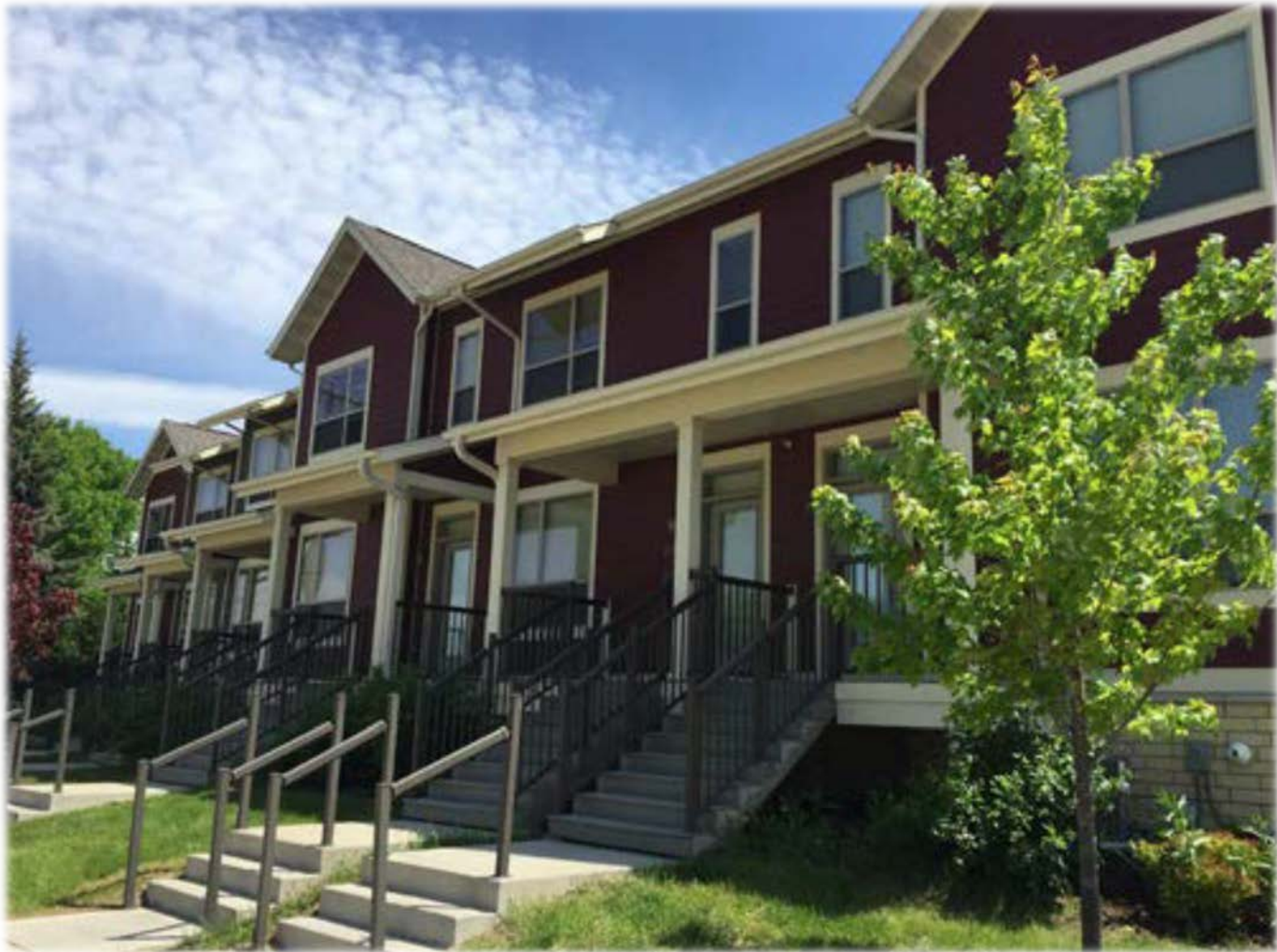
LIVE/WORK

MID-RISE

MISSING MIDDLE HOUSING







ECONOMIC SNAPSHOT

4.9%

GDP growth for the Madison MSA in 2017

\$4.75 billion

growth in Madison since 2012

3,000

new Madison residents every year for last five years.

500

new businesses started within the City of Madison since 2009

20,000

jobs have been created in the City of Madison since 2010

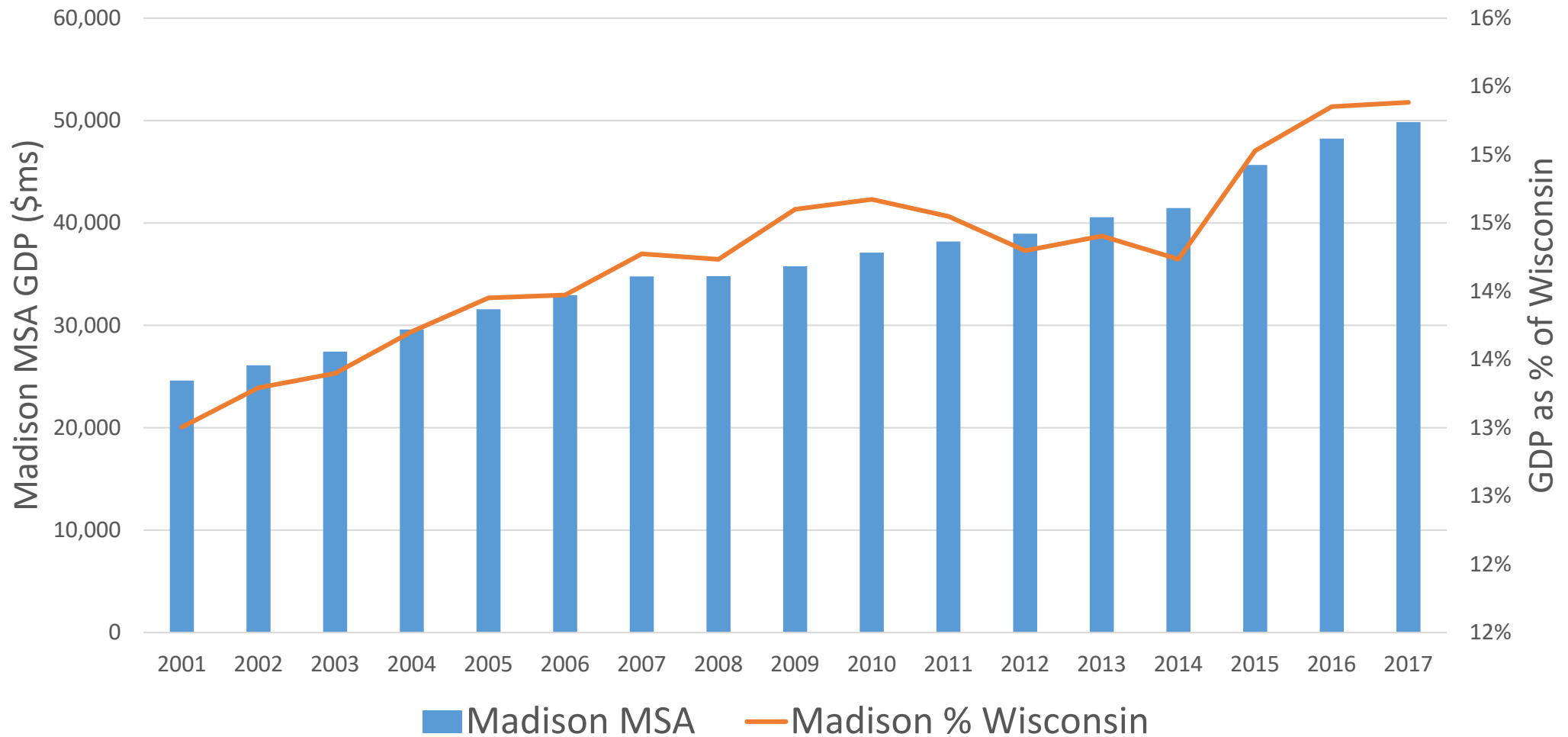
Software publishing,
biotechnology, healthcare,
and food/beverage
driving Madison's Job Growth

2.3%

2017 Q4 Dane County
unemployment Rate

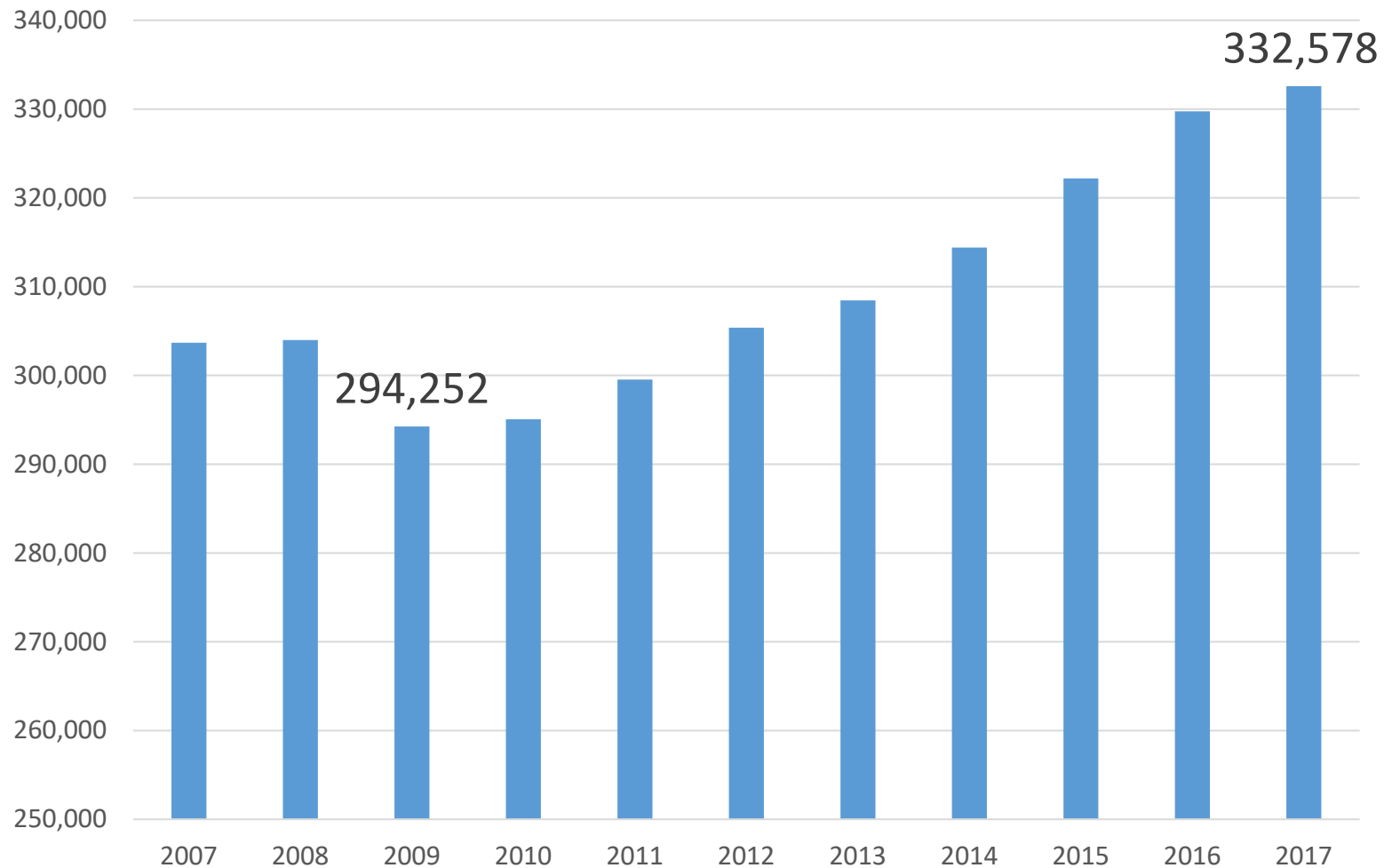
STEADY ECONOMIC GROWTH

Madison MSA GDP

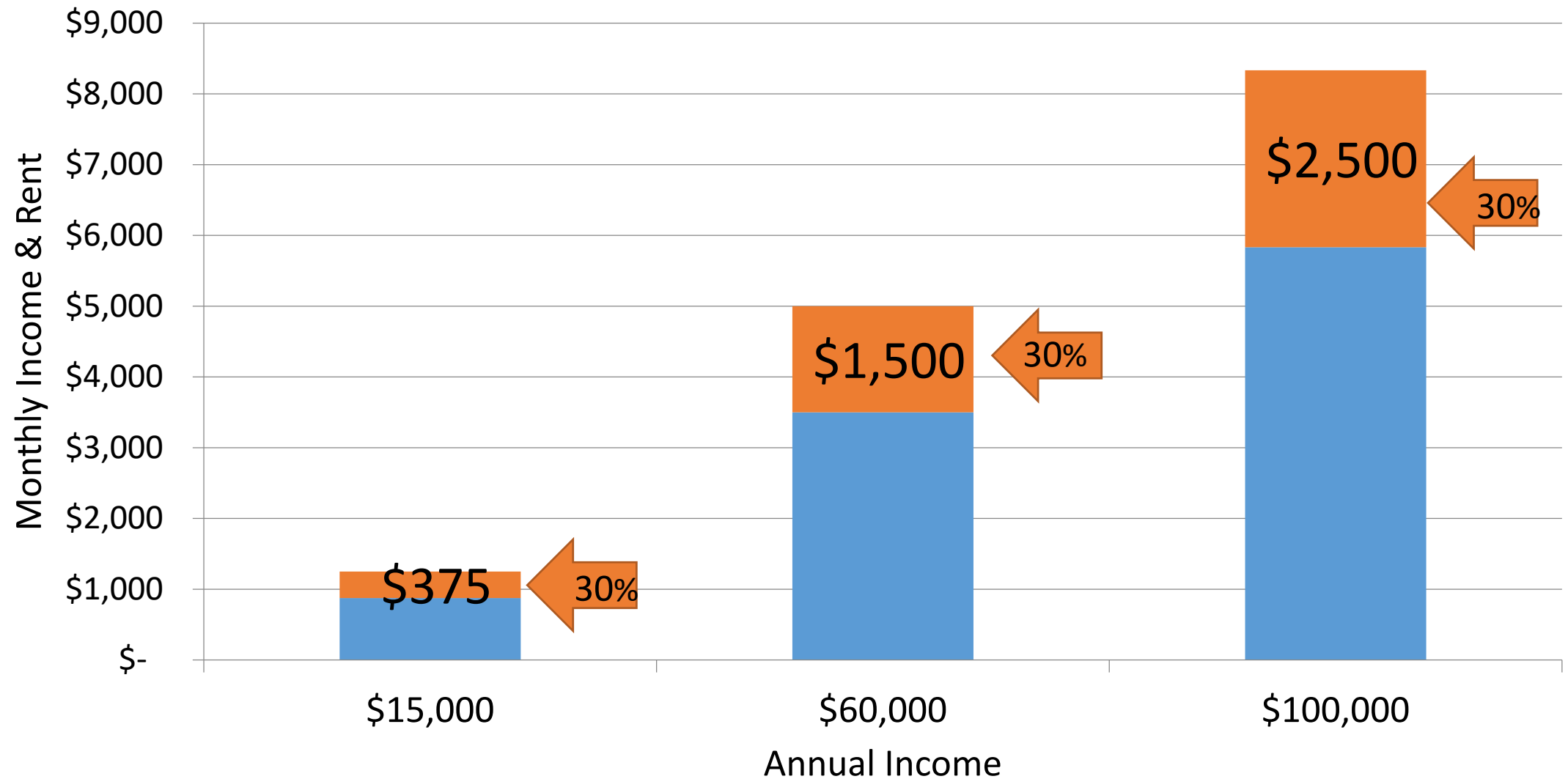


40,000 NEW JOBS SINCE THE RECESSION

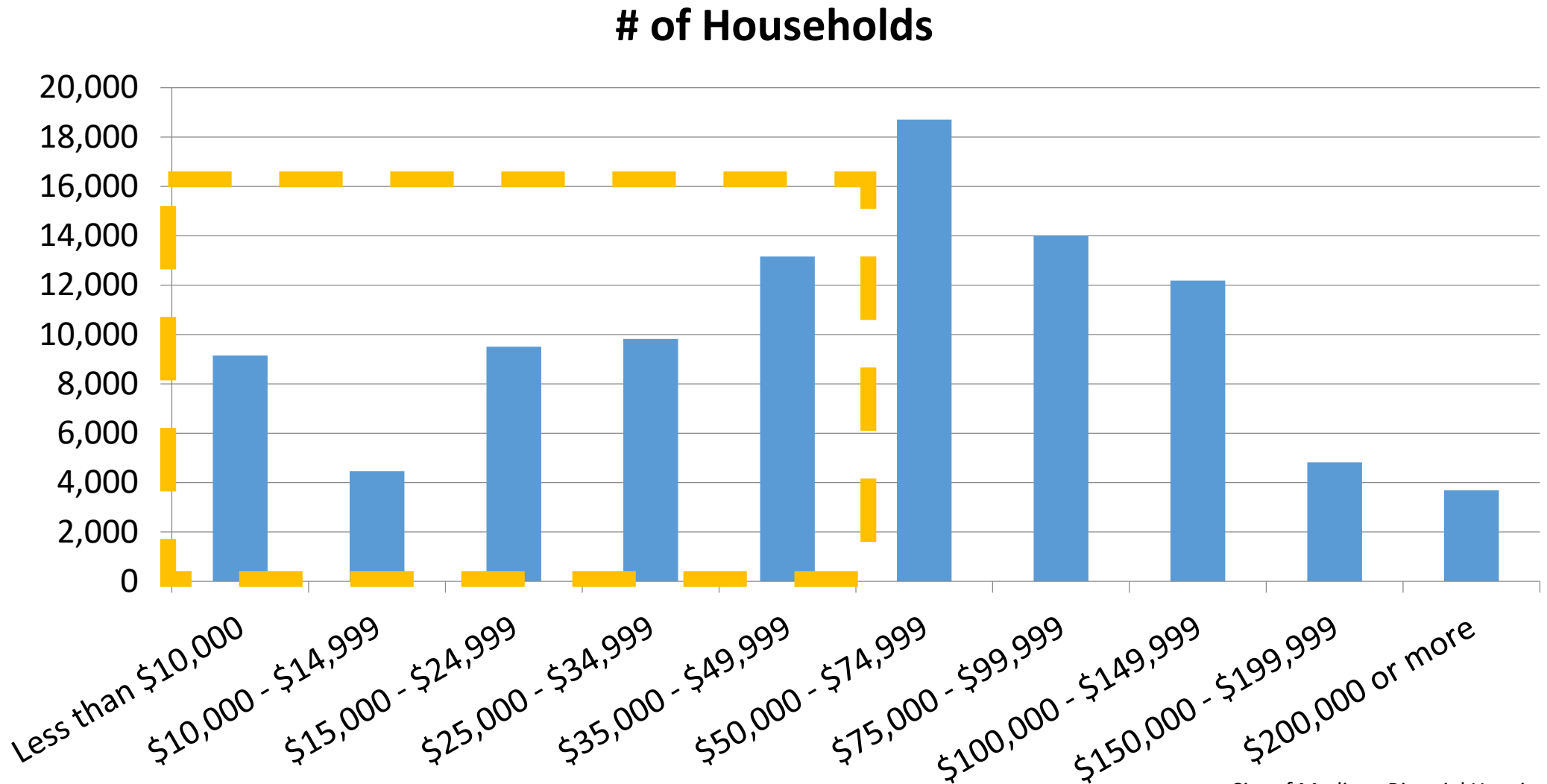
Total Jobs in Dane County



AFFORDABLE HOUSING = RENT < 30% OF INCOME



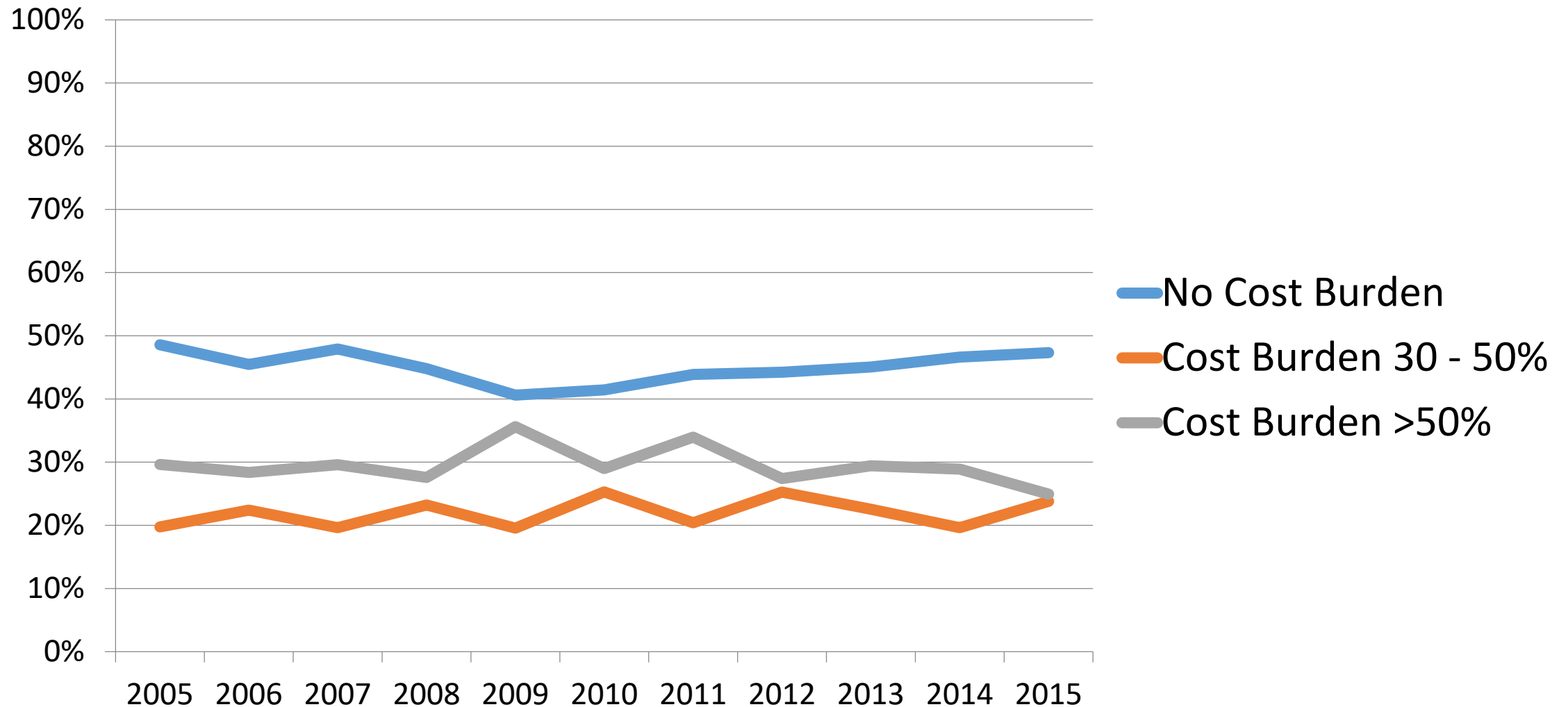
AFFORDABLE HOUSING → LOW INCOME HOUSEHOLDS



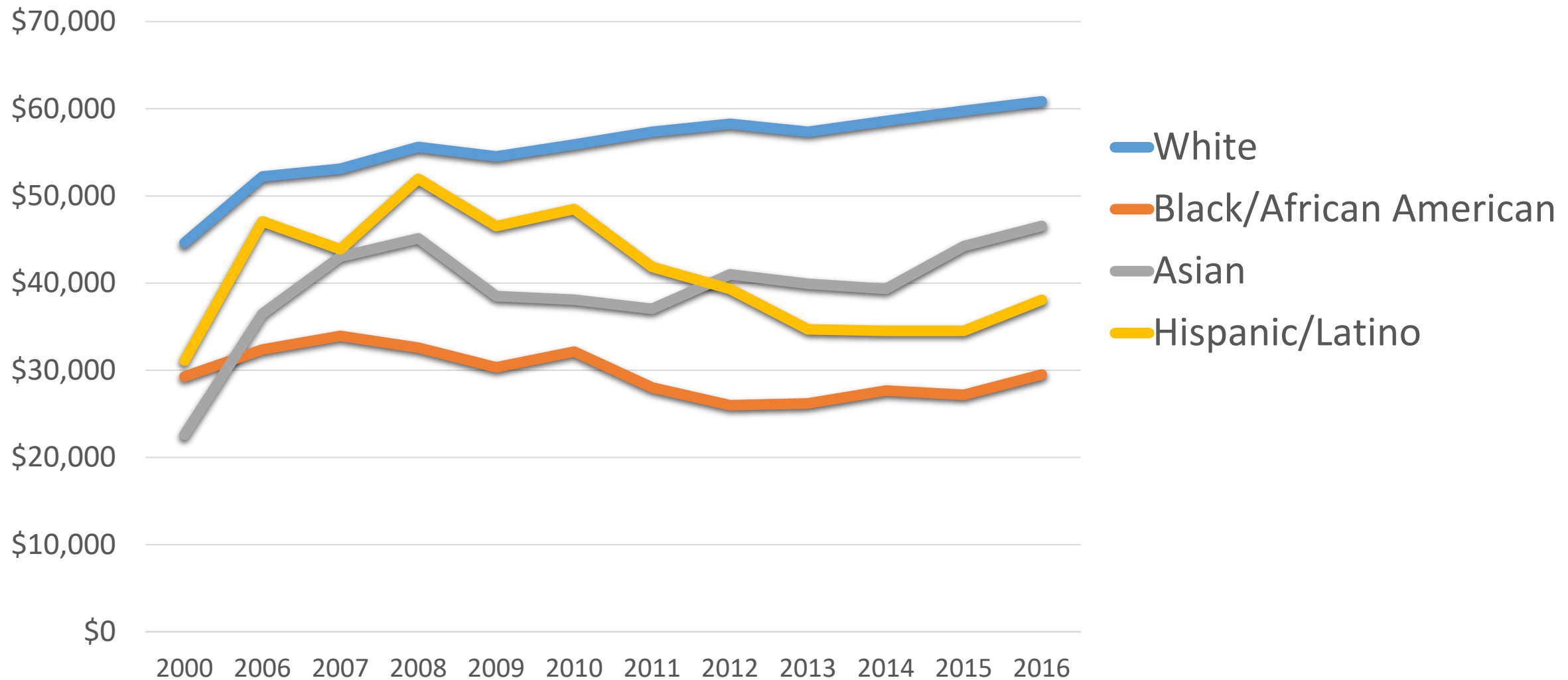
COMMON OCCUPATIONS AND INCOMES

- Customer Service Representative - \$33,940
- Cashier - \$19,830
- Janitor - \$25,800
- Laborer - \$26,730
- Waiter/Waitress - \$20,600
- Administrative Assistant - \$35,340

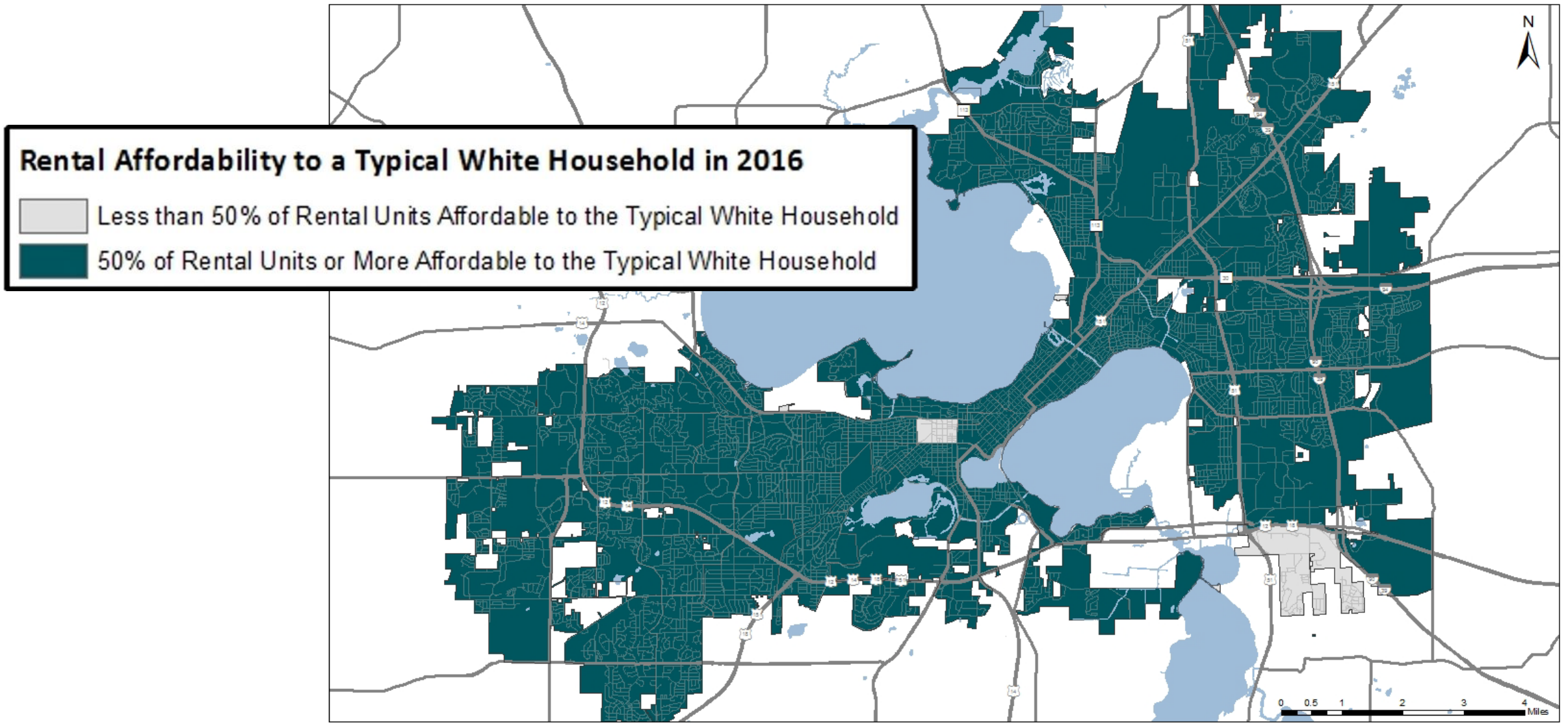
MOST RENTERS ARE COST BURDENED



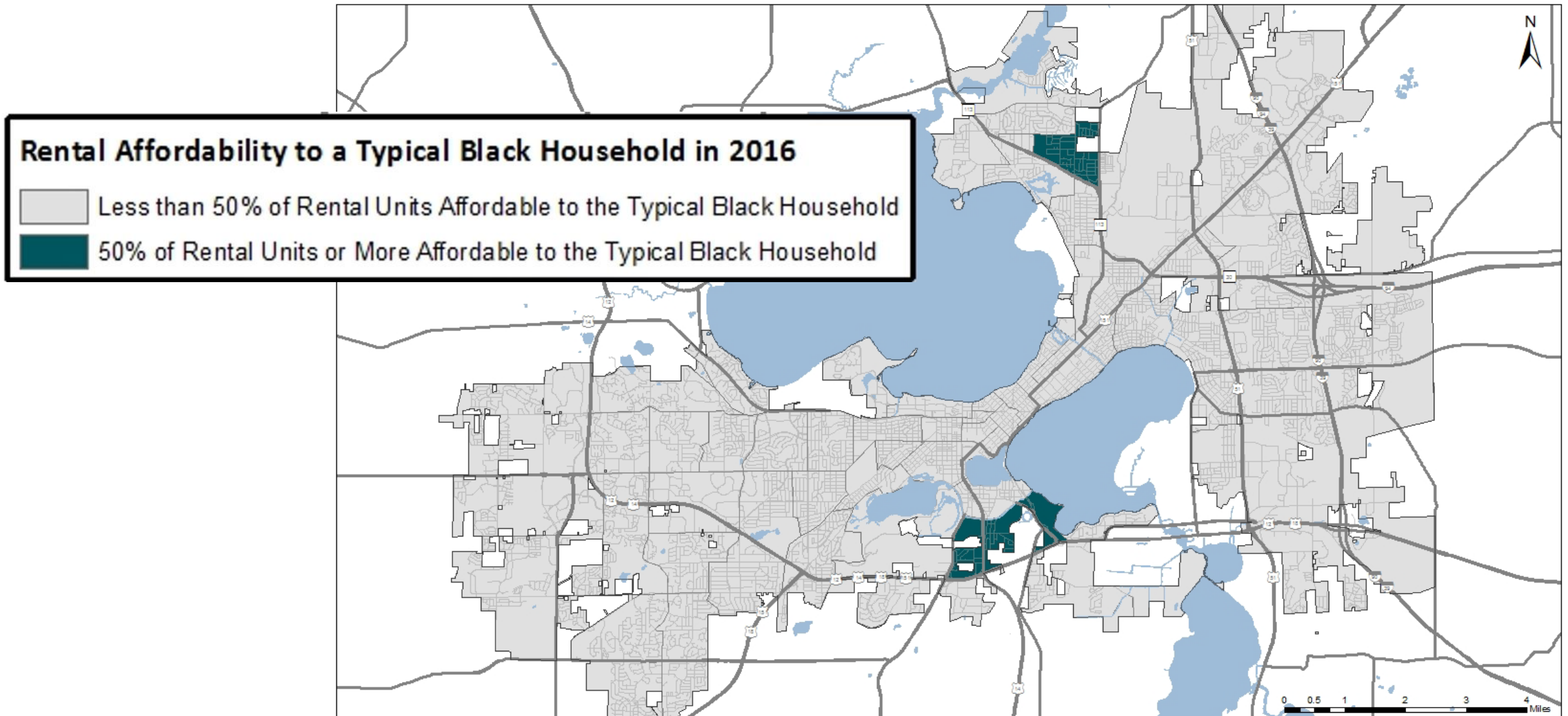
MEDIAN INCOME BY RACE/ETHNICITY



RACIAL SEGREGATION OF HOUSING CHOICE

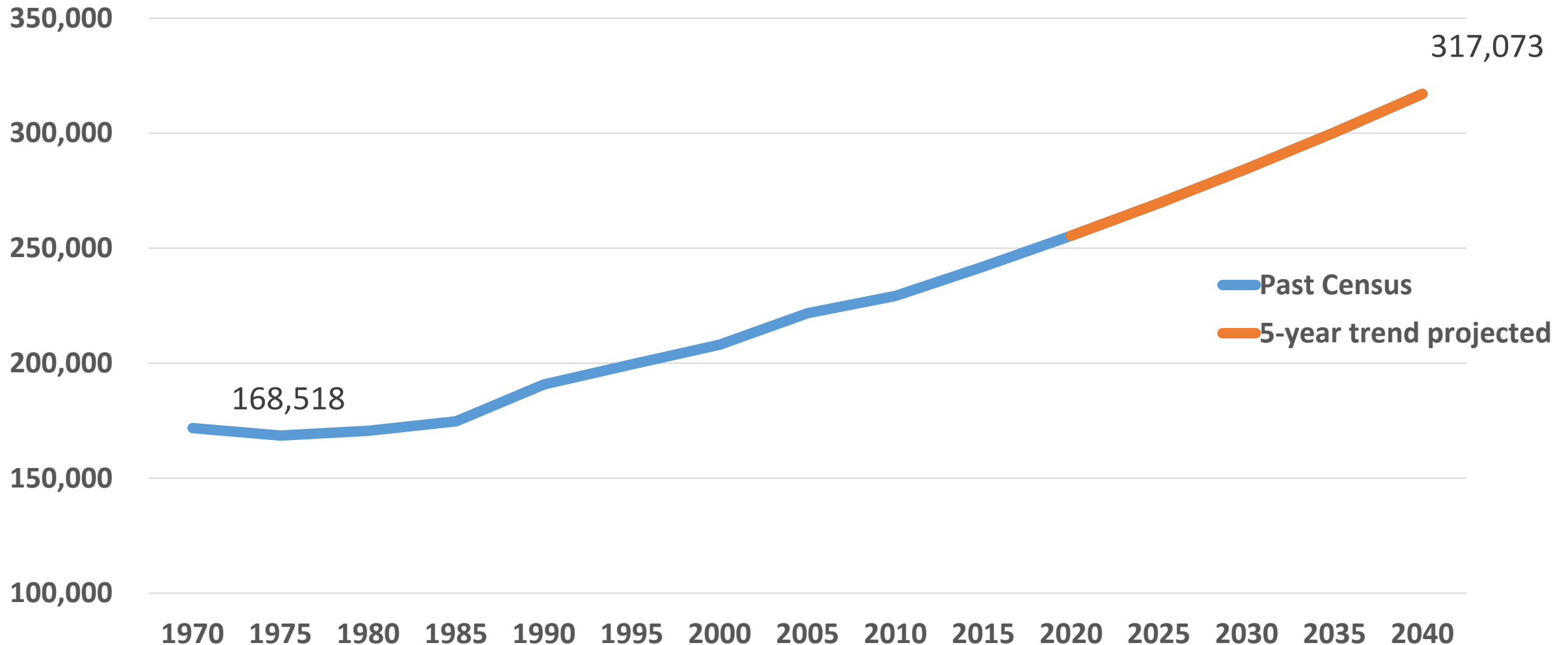


RACIAL SEGREGATION OF HOUSING CHOICE



STEADY POPULATION GROWTH (3,000 RESIDENTS/YEAR)

City of Madison Population Trend

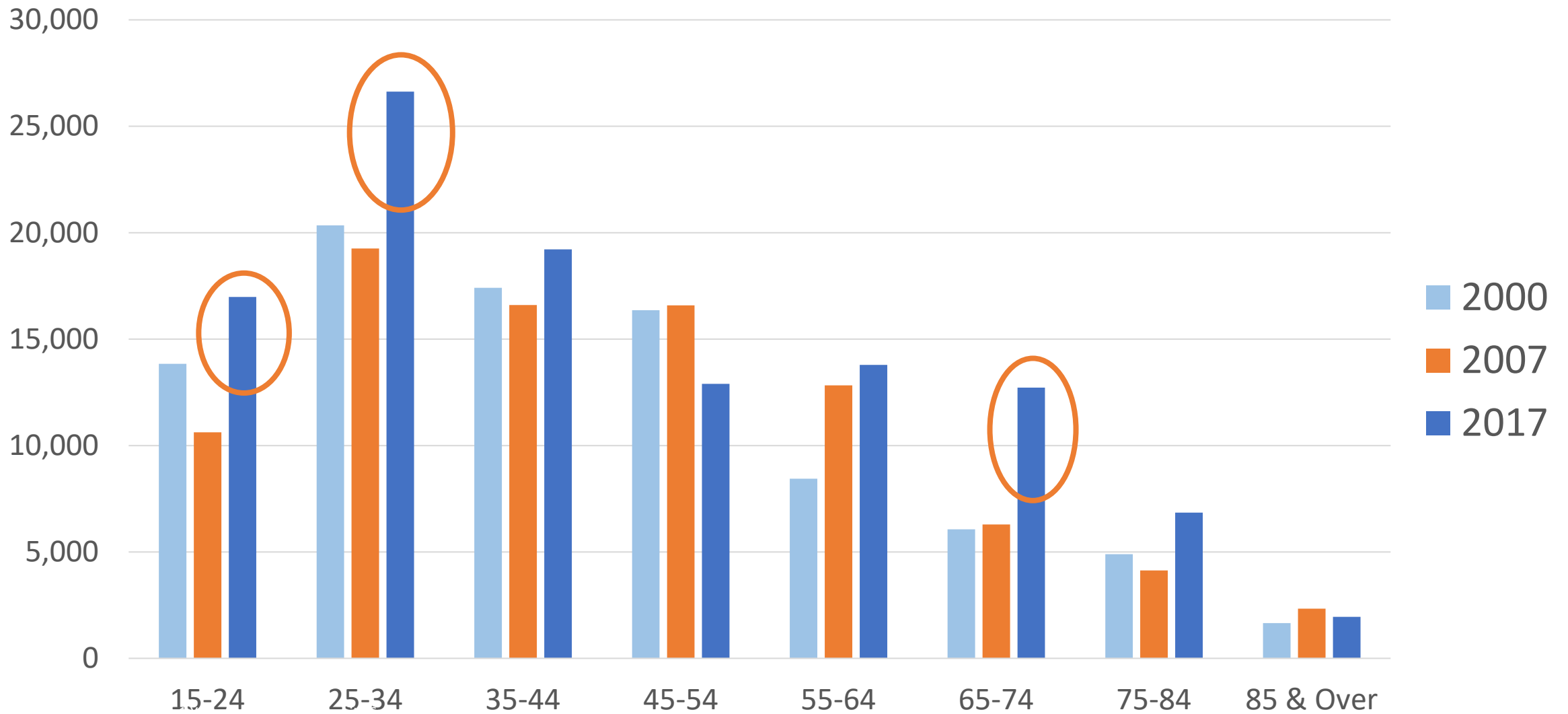


GROWTH RATES

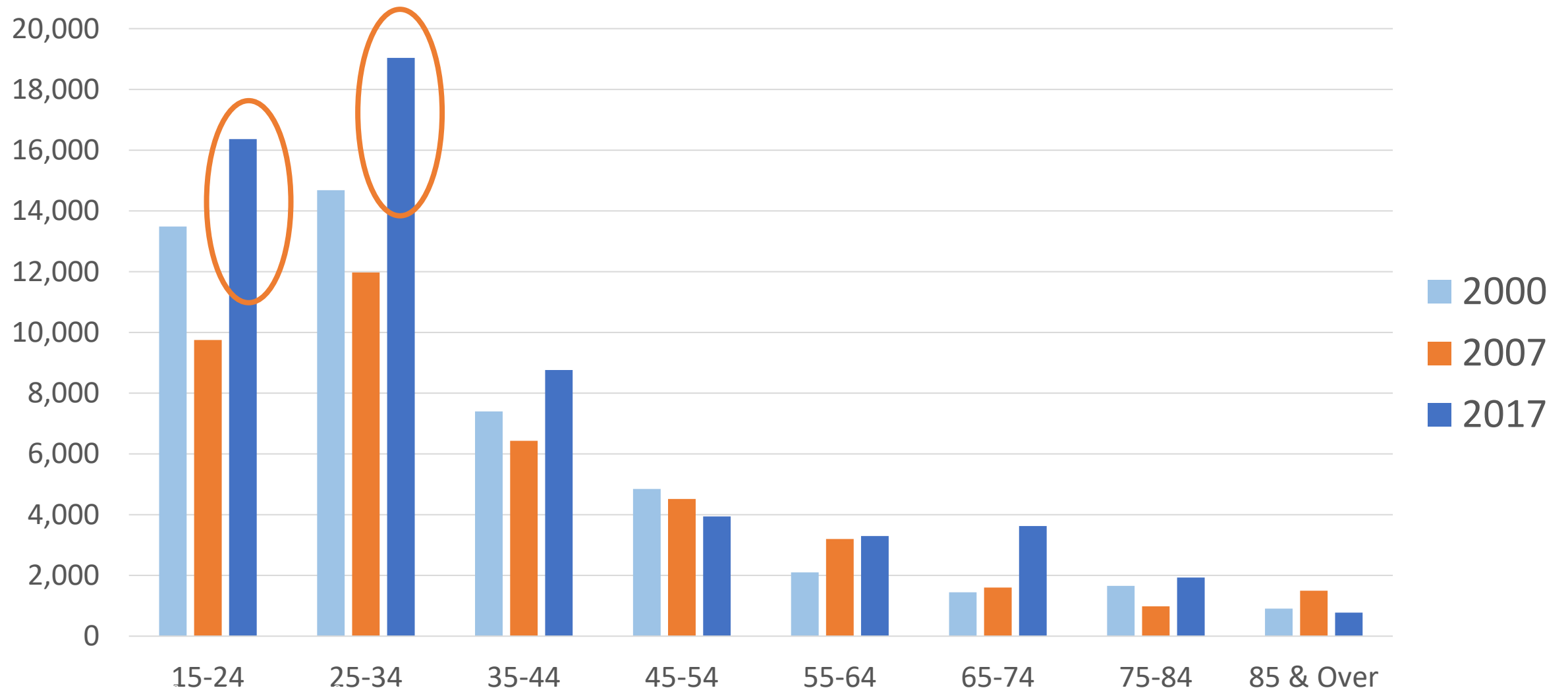
	2000 Census to 2007 ACS		2007 ACS to 2017 ACS	
	Annual Growth Rate	Total Growth	Annual Growth Rate	Total Growth
Population	1%	7%	1.4%	14%
Households	1%	7%	2%	25%
Renter Households	-.5%	-3%	3.5%	44%
Owner Households	2%	18%	1%	9%

Madison added over 17,000 households between 2007 and 2017

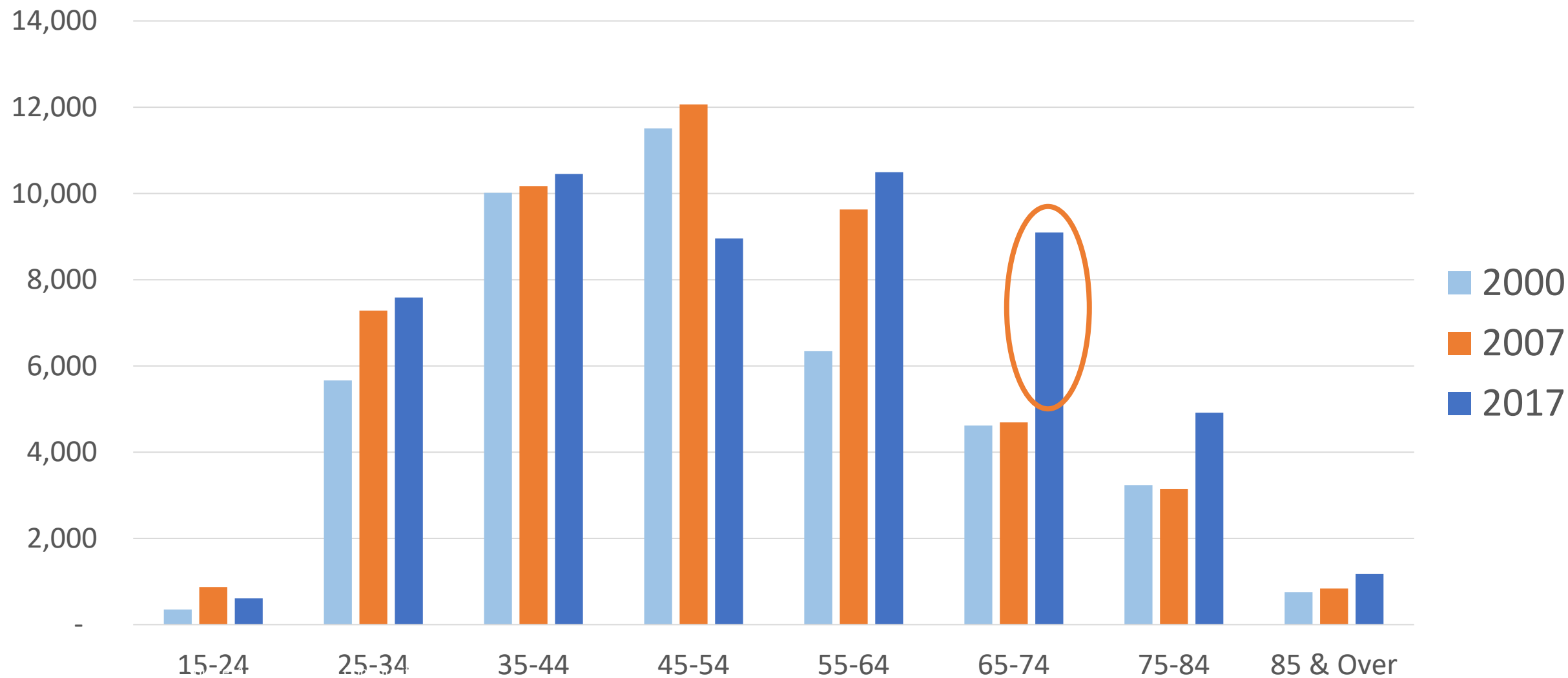
OF HOUSEHOLDS BY AGE



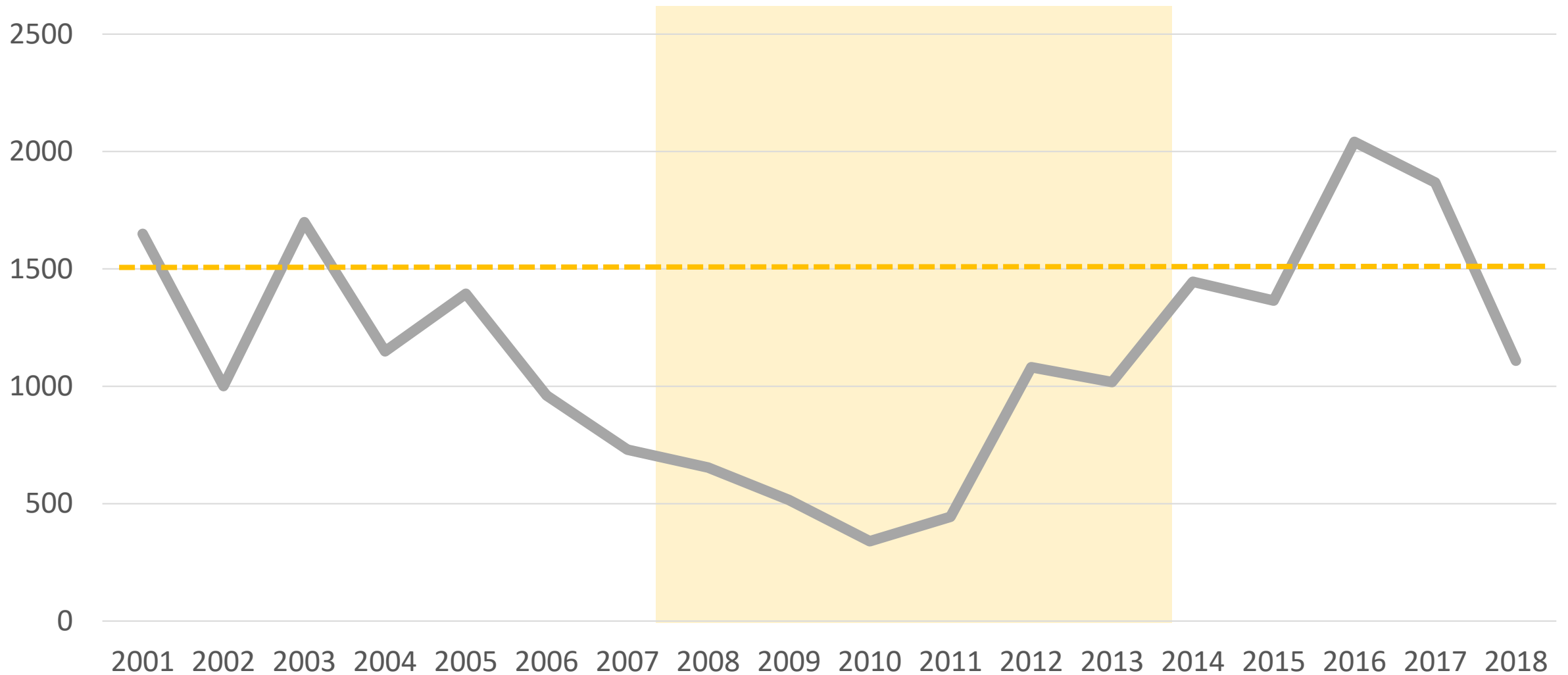
OF RENTER HOUSEHOLDS BY AGE



OF OWNER HOUSEHOLDS BY AGE

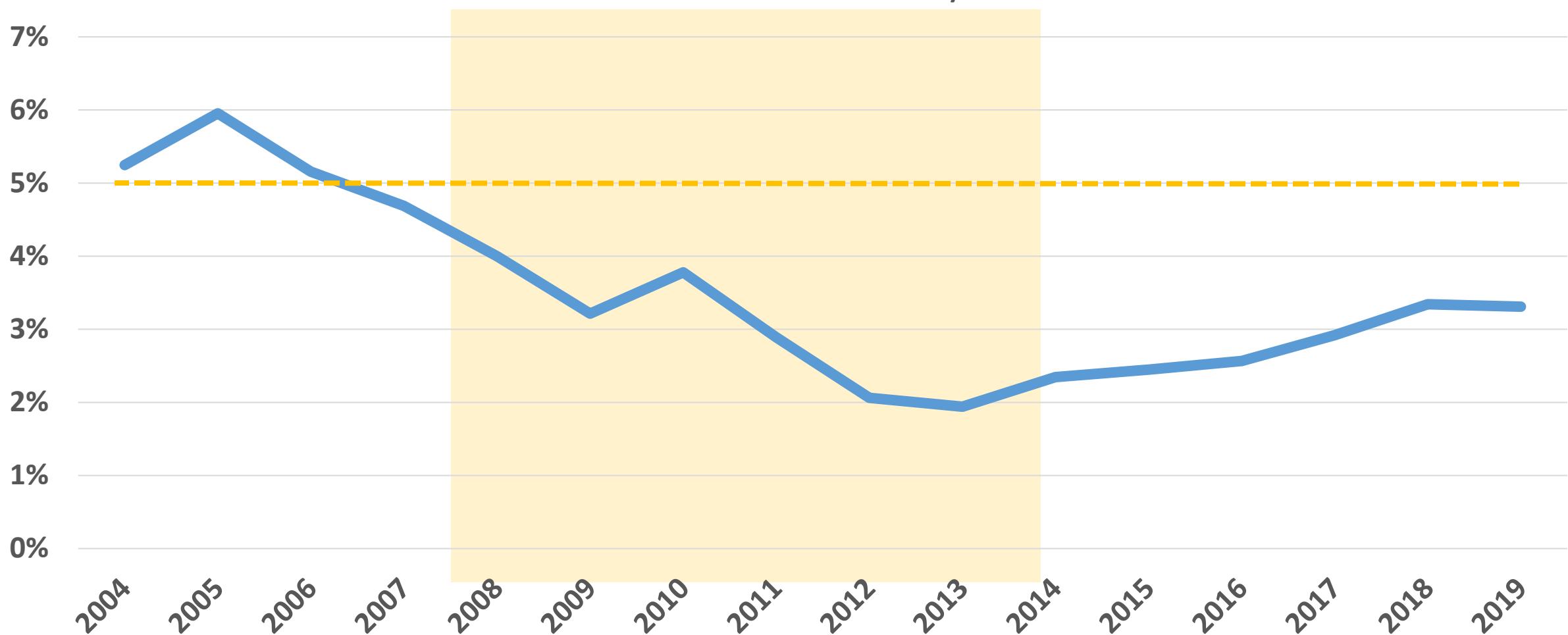


NEW RENTAL SUPPLY

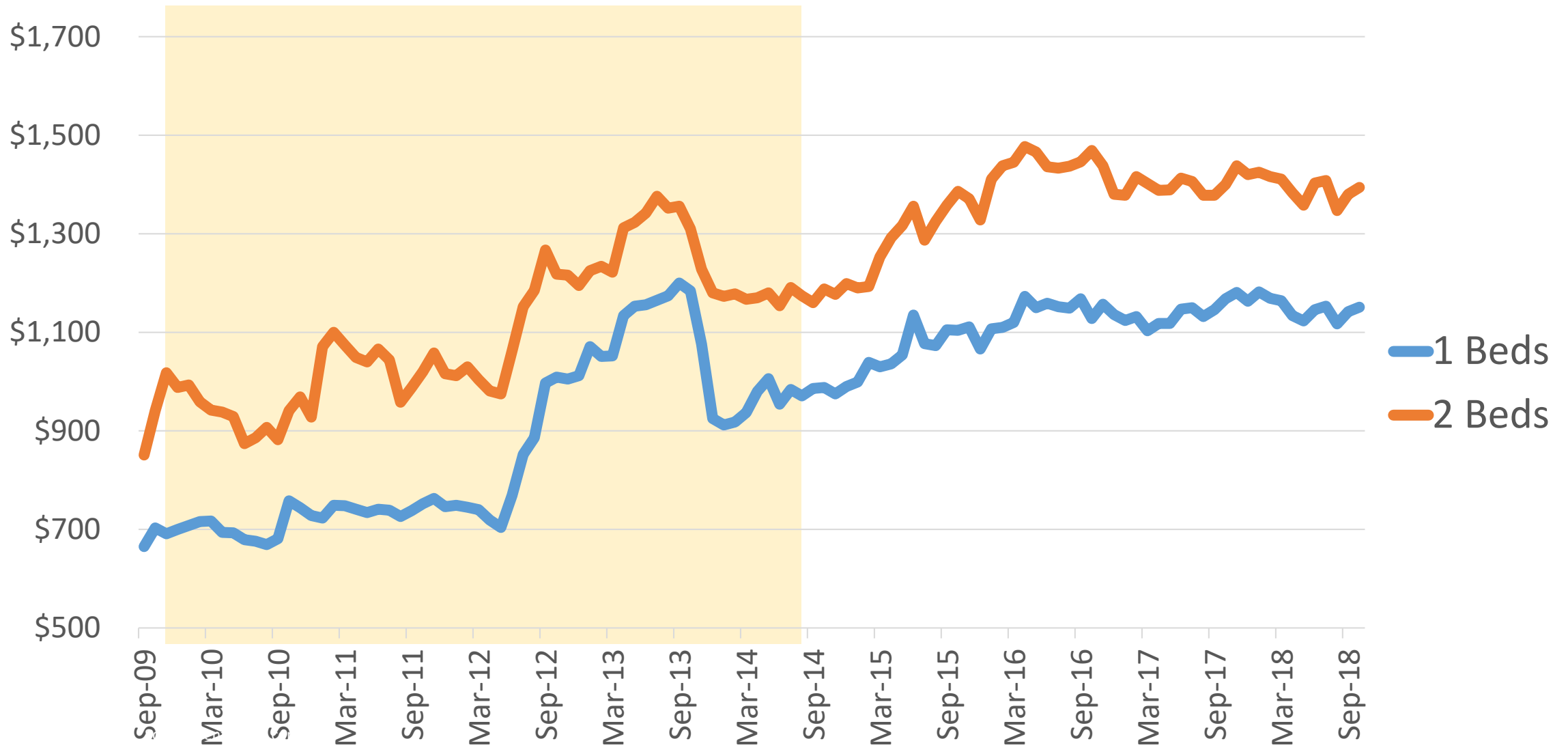


RENTAL VACANCY

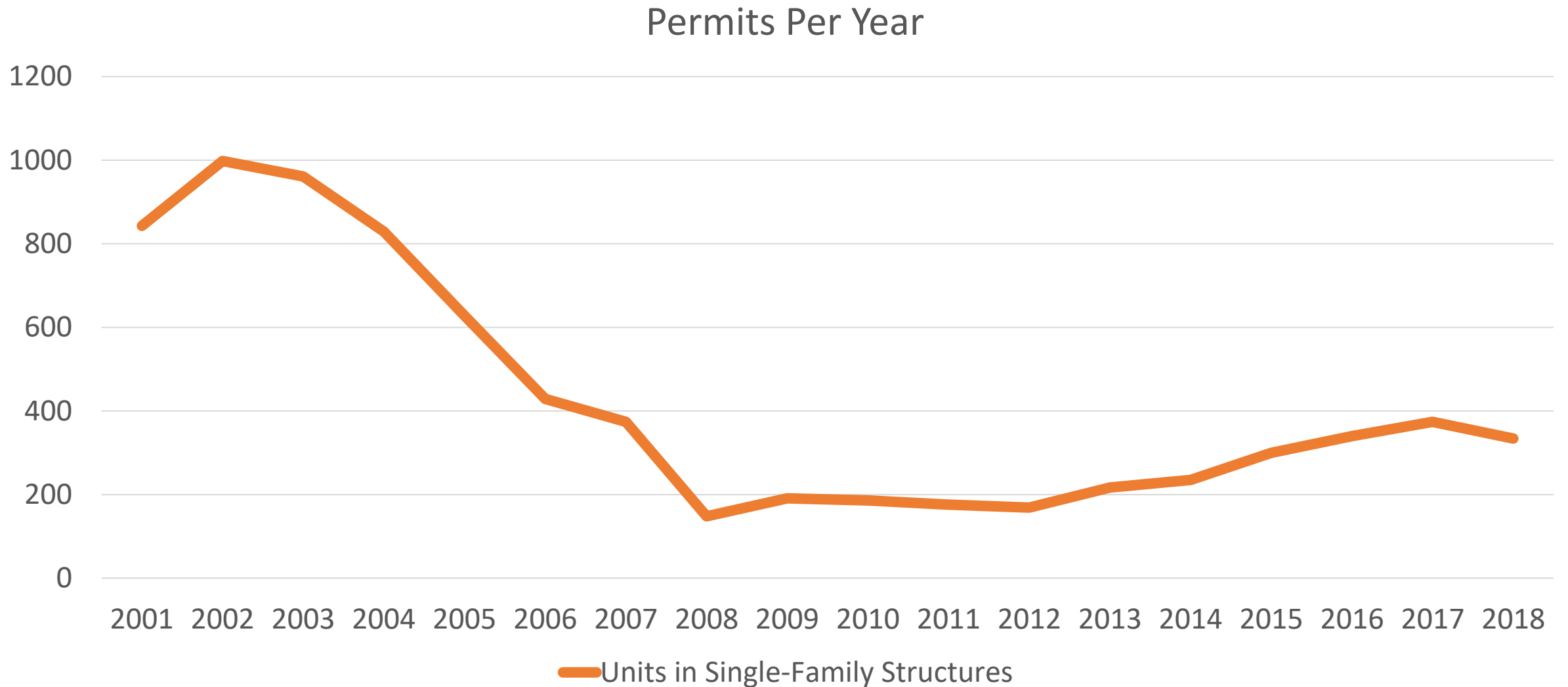
1st Quarter Vacancy



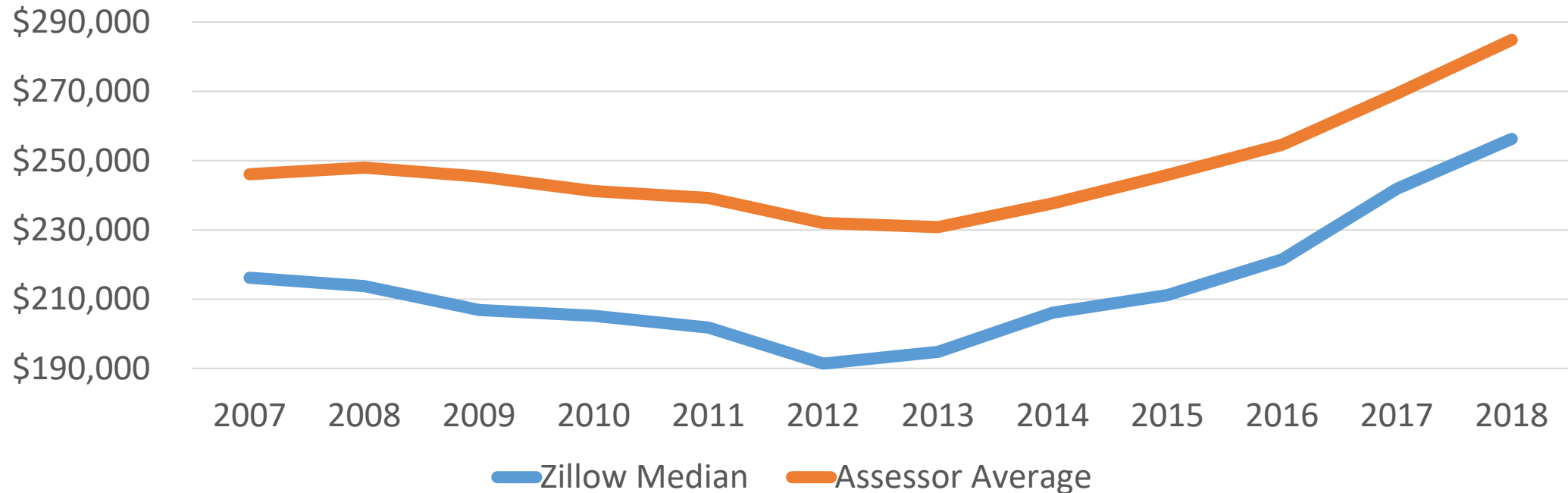
AVERAGE LISTED RENT



NEW OWNER SUPPLY



HOUSING COST PRICE AND VALUES



	Average Home Value	Interest Rate	Monthly Mortgage Payment	Monthly Property Tax	Total Monthly Payment
2007	\$246,100	6.25%	\$1,210	\$475	\$1,675
2013	\$230,800	4.00%	\$880	\$445	\$1,325
2018	\$284,900	4.00%	\$1,090	\$550	\$1,640

CHALLENGES

- FEDERAL ASSISTANCE
- RISING CONSTRUCTION COSTS
- PHYSICAL CAPACITY TO ADD SUPPLY
- TIGHTENED LENDING STANDARDS
- AGING IN PLACE

STRATEGIES - OWNERSHIP

- Streamlining City programs that fund housing to be more efficient
- Coordinating and leveraging available funding sources across all City agencies, state, and federal programs to have the greatest impact
- Proactively seeking partnerships with private developers to address housing challenges
- Expanding the types of housing available to fill in gaps that the housing market doesn't serve

FUNDING PROGRAMS

Homelessness

Permanent Supportive Housing

Rapid Rehousing

Services

- \$2,000,000 Annually

Rental

Affordable Housing Fund

- \$4,500,000 Annually

HOME & CDBG

- \$3,000,000+ Annually

Rehab

- Programs and Funds Available

Ownership

Downpayment Assistance

- \$1,300,000 Annually

Acquisition/Rehab

- \$200,000 Annually

Rehab

- \$750,000 Annually

PROGRAMS - OWNERSHIP

Program	Amount	Location
Home Buy the American Dream	\$5,000-\$20,000	City of Madison, Dane County
Momentum DPA	Up to \$10,000	Dane County
Down Payment Plus	\$6,000 or 3x buyers net contribution	Statewide
Home Start	Lower of \$4,000 or 3% of purchase price	Dane County & Surrounding areas
Movin' Out	\$20,000-\$30,000	City of Madison, Dane County
WHEDA	Greater 3% of purchase price or \$3,050	Statewide

PROGRAMS - OWNERSHIP

- Lease to Purchase
- Madison Area Community Land Trust
- City of Madison- Mosaic Ridge
- Project Home - Home Repairs
- Independent Living - Home Modification Program
- Property Tax Assistance for Seniors

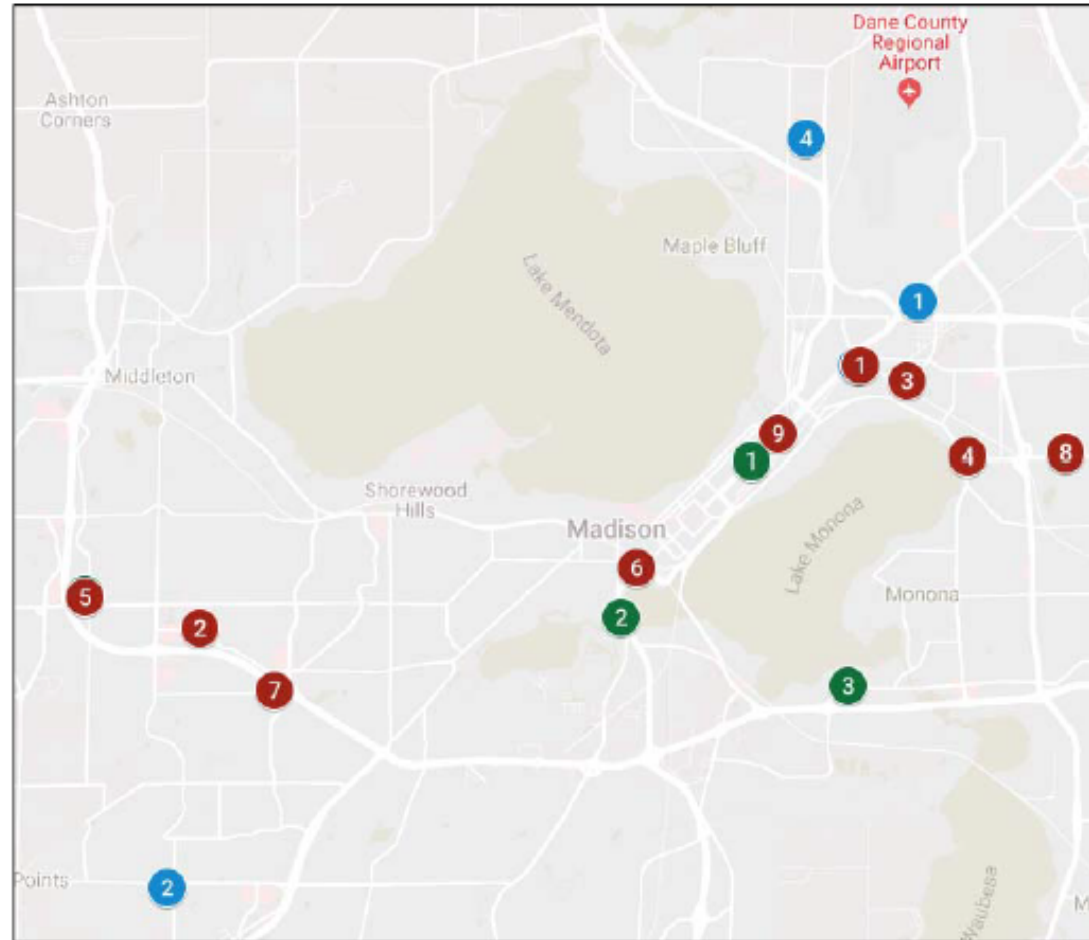


PROGRAMS - RENTAL

- Rental Assistance – 1,800+ households
- Own & Manager - 900+ rental units
- Fund Non-Profits - ~60 units/year



Affordable Housing Fund Projects



Completed (Awarded 2014 AHF):

- 1 Rethke Terrace
- 2 Maple Grove Commons
- 3 Carbon at Union Corners
- 4 Tennyson Ridge Apartments

Completed (Awarded 2015 AHF):

- 1 The Breese
- 2 8Twenty Park
- 3 The Royal
- 4 Tree Lane Apartments

Planned & Underway:

- 1 Generations at Union Corners
- 2 Normandy Square
- 3 Fair Oaks Apartments
- 4 The Grove Apartments
- 5 Point Place Apartments
- 6 Bayview Townhouses
- 7 Schroeder Road Apartments
- 8 The Ace Apartments
- 9 Valor on Washington

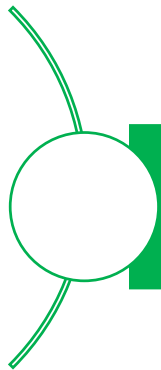


Affordable Housing Fund- Partnerships

- The Road Home of Dane County
- Dane County Veteran Services
- Middleton Outreach Ministry
- Porchlight
- Bayview Foundation
- Movin' Out, Inc.
- Madison Urban Ministry
- CommonBond
- Dryhootch
- Lutheran Social Services

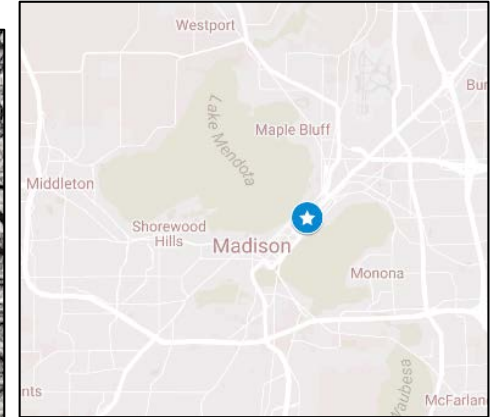
Affordable Housing Fund- Income Mix

30% AMI	50% AMI	60% AMI	Market-Rate	TOTAL
290 units	661 units	376 units	223 units	1550 units



417 Supportive Service Units
(27%)

The Breese



Source: Stone House Development