



***Taking the Next Step Together***

**2025 Regional Housing Strategy Annual Meeting**

June 25, 2025



# Housing Strategies for the Village of DeForest

Action Steps for Localizing the Regional Housing Strategy

Wednesday, June 25, 2025

# Implementation Partners

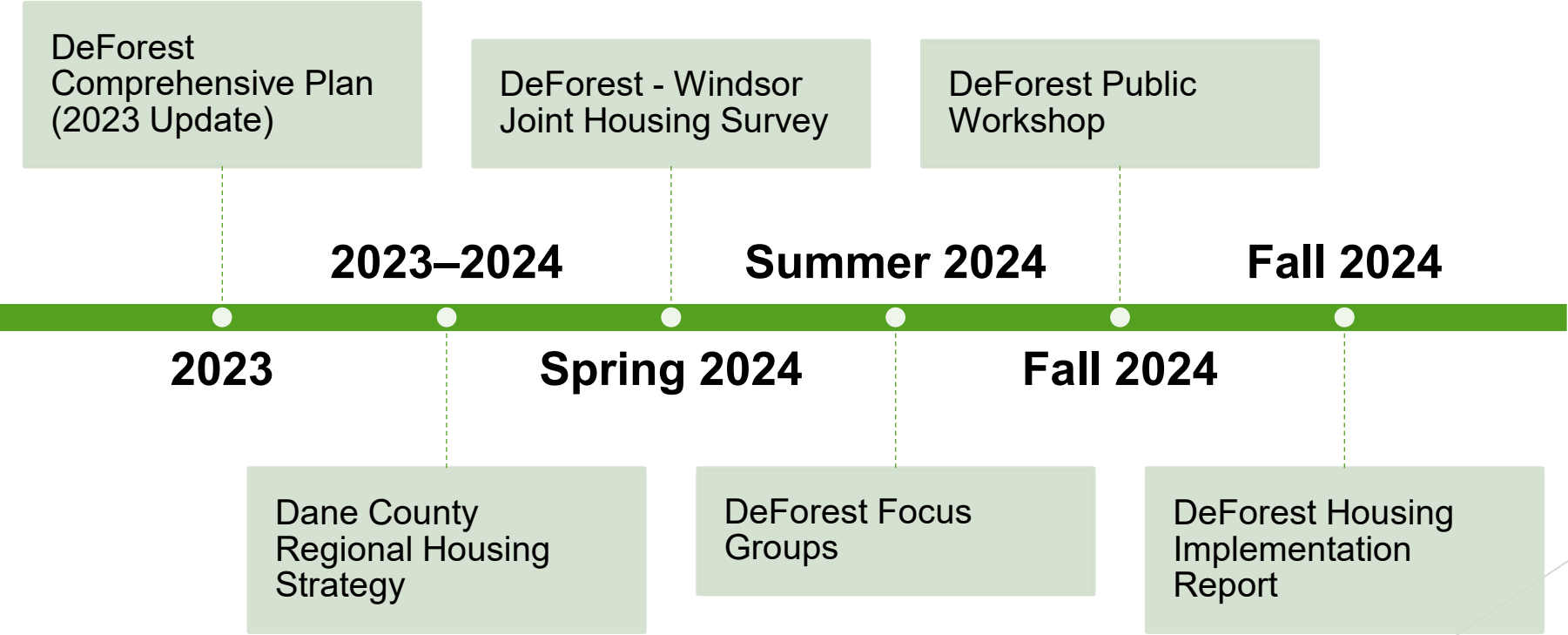


## **ACCOUNTABILITY** | CORE VALUE

*All entities - public, private, and nonprofit alike - accept and share responsibility for providing attainable housing.*

Image Source: Dane County Regional Housing Strategy, 2023

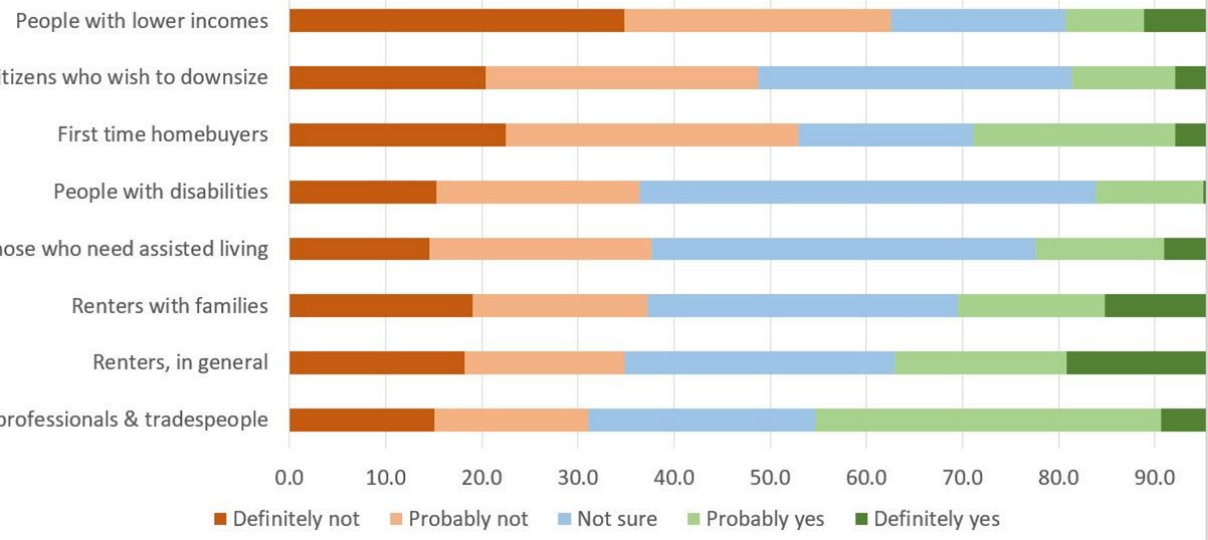
# Planning for Housing



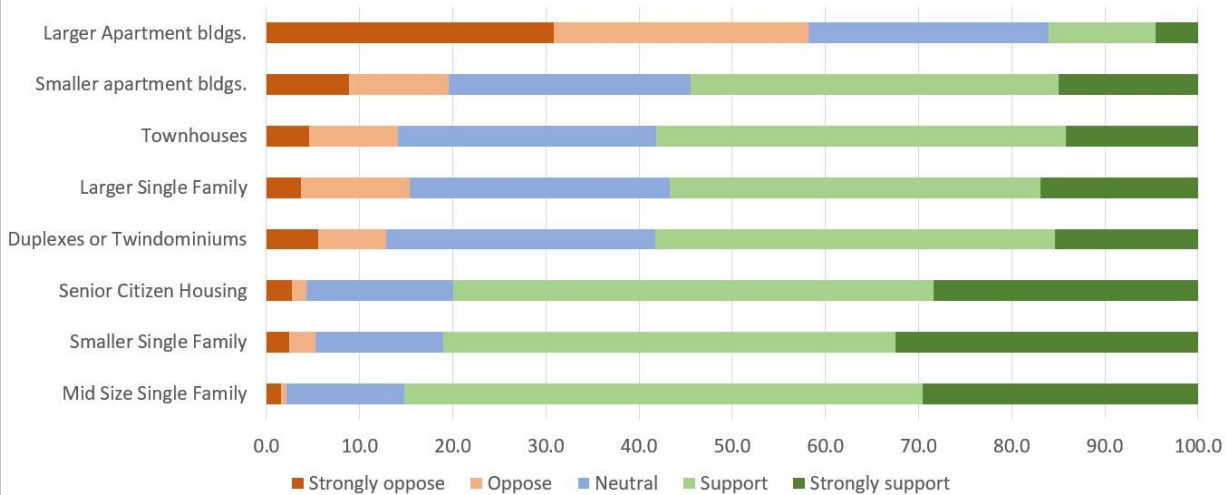


# 2024 DeForest - Windsor Housing Survey

## Are there a sufficient number of acceptable quality options for ...



## How much do you support or oppose ...



# DeForest Housing Focus Groups

**“Our department has 70 people, five or six of them live in the District. We have had to adjust our staffing model, we are having to pay people more to get them here because we don’t have traditional volunteers anymore.”**

DeForest Windsor Fire Dept. & EMS



- Employees working front line jobs cannot afford to live in DeForest.
- Majority of workforce resides outside of Dane County.
- Coordinating alternative transportation is too much For any one company to undertake.
- Housing and transportation are deeply connected.
- Higher end homes attract residents with disposable income to patron local establishments.
- Lack of housing affordable to service industry can present a staffing challenge.
- Employer sponsored housing has been considered by both large and small businesses.

Focus Group comments on Economic Development

financial investments into projects. Ultimately, participants indicated that success in getting housing built requires the developer and municipalities to work together as partners.

**“The biggest thing that we run into is the land cost.”**  
Developer

- High cost of land, materials and Infrastructure drive up the cost of housing.
- General lack of housing stock impacts affordability.
- Market dynamics and incentives support building high-end and low-income housing, but do not support development in between - particularly for seniors.
- Regulatory and policy requirements can make a big difference in housing getting built.

Focus Group comments on How Housing Gets Built



# Community-wide Workshop



- ▶ RHS Presentation
- ▶ Developing Housing Presentation
- ▶ Strategy Breakout Groups

# DeForest Policy and Strategy Options

## Funding

- Expand DeForest's Affordable Housing Fund ★
- Affordable Housing TID Extension ★
- Policies prioritizing TIF for Affordable Housing development
- Strategic purchase of vacant/underutilized land for housing development ★
- Create loan funds for home renovations focused on accessibility modifications ★

## Regulations

- Allow increased density and building height ★
- Adopt a Traditional Neighborhood Development (TND) District
- Encourage broader mapping of districts that allow reduced setbacks, smaller lot sizes and greater density
- Allow first-floor residential in mixed-use buildings ★
- Allow for parking reductions for developments meeting affordability criteria

## Partnership

- Collaborate with Dane County staff on awareness building ★
- Partner with organizations specializing in affordable homeownership
- Work with organizations offering homebuyer education and assistance
- Help build awareness for programs offering assistance for energy efficiency upgrades
- Create a housing task force

# Implementation

- ▶ Affordable Housing Extension - Tax Increment District #3
- ▶ Affordable Housing Fund
- ▶ Zoning Code Amendments
- ▶ Community Development Authority project
- ▶ RHS Executive Committee



# TOGETHER



Image Source: Dane County Regional Housing Strategy, 2023



# **2024 RHS Annual Metrics Overview**

*Taking the Next Step Together.*

**2024 Regional Housing Strategy Meeting, June 25, 2025**

# 2024 RHS Annual Report Overview



- **BACKGROUND**
- **TIMELINE**
- **OVERVIEW**  
**REGIONAL HOUSING SURVEY/S**  
**OTHER HIGHLIGHTS**
- **NEXT STEPS**



# BACKGROUND



## HOUSING PRIORITIES AND STRATEGIES, 2024-2028

<b>HOUSING PRIORITY:</b> <b>INCREASE THE NUMBER OF HOUSING UNITS ATTAINABLE TO LOW- AND MODERATE-INCOME HOUSEHOLDS.</b>
STRATEGY 1: <b>EXPAND OR CREATE AFFORDABLE HOUSING FUNDS.</b> STRATEGY 2: <b>INCREASE THE USE OF TID FUNDING TO CREATE AFFORDABLE HOUSING UNITS.</b> STRATEGY 3: <b>EXPAND USE OF COMMUNITY LAND BANKS.</b>
<b>HOUSING PRIORITY:</b> <b>INCREASE THE OVERALL NUMBER OF HOUSING UNITS.</b>
STRATEGY 4: <b>ADVANCE ZONING REFORMS AND UPDATE LOCAL ZONING CODES.</b> STRATEGY 5: <b>INCREASE LOCAL CONSTRUCTION WORKFORCE AND DEVELOPMENT CAPACITY.</b> STRATEGY 6: <b>LEAD COUNTYWIDE EDUCATION TO SUPPORT AFFORDABLE HOUSING.</b> STRATEGY 7: <b>ASSESS POTENTIAL FOR HOUSING IN RURAL DEVELOPMENT AREAS.</b>
<b>HOUSING PRIORITY:</b> <b>PROVIDE HOUSING, RESOURCES AND PROTECTIONS FOR THE MOST VULNERABLE POPULATIONS.</b>
STRATEGY 8: <b>EXPAND RACIAL EQUITY AND INCLUSION TRAINING, EDUCATION AND COMMUNICATIONS AROUND HOUSING.</b> STRATEGY 9: <b>DEVELOP OR EXPAND RENTER ASSISTANCE PROGRAMS.</b> STRATEGY 10: <b>UTILIZE TAX INCREMENT DISTRICT (TID) EXTENSION FUNDING FOR AFFORDABLE HOUSING.</b> STRATEGY 11: <b>EXPAND RESOURCES FOR FAIR HOUSING ENFORCEMENT.</b>
<b>HOUSING PRIORITY:</b> <b>REHABILITATE AND PRESERVE AFFORDABILITY OF EXISTING HOUSING.</b>
STRATEGY 12: <b>SUPPORT ACQUISITION AND REHABILITATION OF AFFORDABLE UNITS.</b> STRATEGY 13: <b>INCREASE ASSISTANCE FOR ENERGY EFFICIENCY RETROFITS AND UPGRADES.</b> STRATEGY 14: <b>EXPAND/CREATE LOAN FUNDS FOR HOME RENOVATIONS.</b>
<b>HOUSING PRIORITY:</b> <b>PROVIDE MORE PATHWAYS TO HOMEOWNERSHIP.</b>
STRATEGY 15: <b>EXPAND/CREATE HOMEBUYER EDUCATION AND ASSISTANCE PROGRAMS.</b> STRATEGY 16: <b>INCREASE AFFORDABLE HOMEOWNERSHIP PRODUCTION.</b> STRATEGY 17: <b>EXPAND USE OF COMMUNITY LAND TRUSTS (CLTs).</b>

5 Top Priorities

17 Strategies

100 Action Items

# OVERVIEW & TIMELINE



## Annual Metrics

### Content

- TWO SURVEYS
  - Local gov't
  - Non-profit (for profit)
  - Trends, issues

## Timeline

2024-2028

Year one establish benchmark



**SURVEY**

# MUNICIPAL SURVEY



## Dane County Regional Housing Strategy Taking the Next Steps Together!

### 2024 Annual Progress Survey- Municipalities

**Survey deadline Wednesday, May 7, 2025**

#### **Survey background**

The Regional Housing Strategy (RHS) is the result of a year-long strategic planning effort overseen by a Housing Advisory Committee (HAC) to address the housing shortage and affordability crisis in Dane County. The HAC included 17 municipalities, 4 mayors, 7 elected officials, residents, banks, developers, local government staff, social workers, realtors, and non-profit agencies. This effort resulted in the RHS, a five-year strategic action plan that includes a over 100 action items, and a role for municipalities and stakeholders across the county to play.

#### **Survey purpose**

The purpose of this survey is to track progress from year to year using the metrics identified in the RHS, and to help participants stay on track. Accountability was identified by the HAC as one of the Core Values in the Regional Housing Strategy.

#### **Who should fill out the survey?**

Interested Dane County municipalities should fill out this survey. Non-profit housing providers have a different survey. If you are in the private sector and provide funding or support to non-profit housing organizations, or partner with the public sector, that support will be captured through those entities. Please email Olivia Parry at [parry.olivia@danecounty.gov](mailto:parry.olivia@danecounty.gov), if you have any questions, or would like further info.

#### **How long will the survey take?**

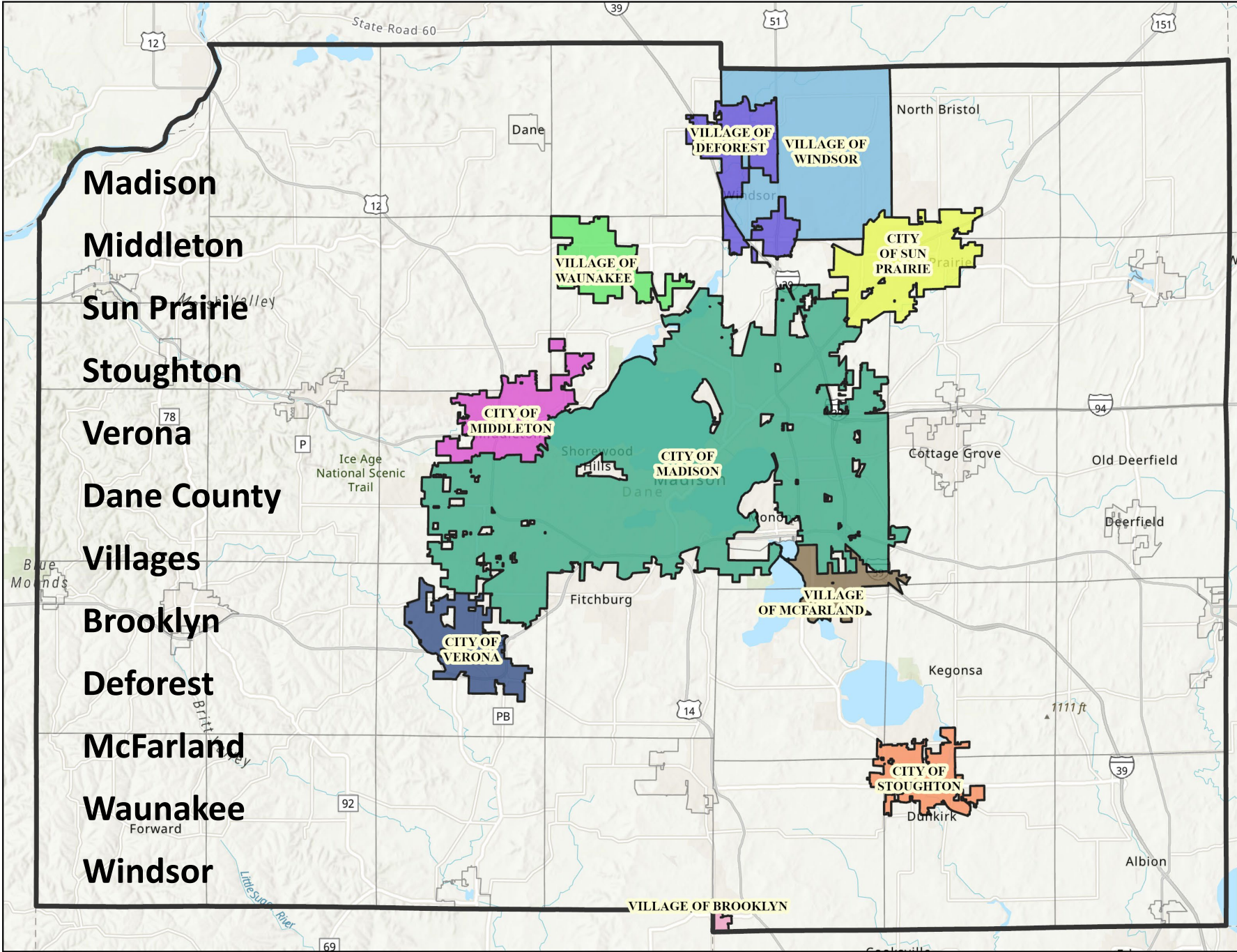
The survey may take from 10 to 100 minutes to complete depending on the size of your municipality, and the extent of your work.

#### **Survey instructions**

2025 RHS Annual Meeting



# Participating Municipalities



# SURVEY METRICS OVERVIEW



## Top Five 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**

# SURVEY OVERVIEW



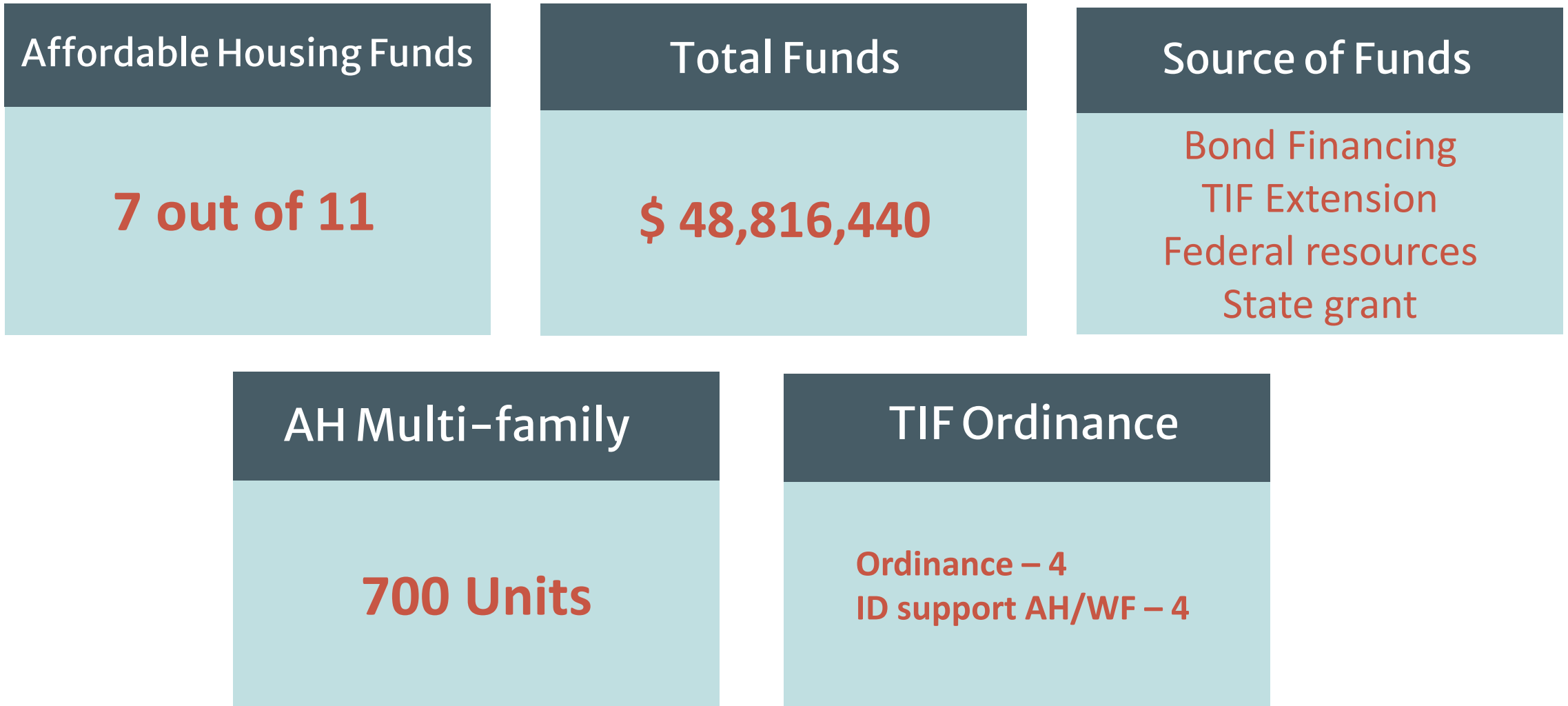
## Top Five Priorities Metrics

**PRIORITY: Increase the number of housing units attainable to low- and moderate- income households**

## STRATEGIES

- 1. Expand or create affordable housing funds**
- 2. Increase the use of TID funding**
- 3. Expand Use of Community Land Banks**

## **PRIORITY: Increase the number of housing units attainable to low-and moderate- income households in 2024**



# SURVEY OVERVIEW



## Top Five Priorities Metrics

**PRIORITY: Increase the overall number of housing units.**

- 1. Advance Zoning Reforms and Update Local Zoning Codes**
- 2. Increase local construction workforce and development capacity**
- 3. Lead countywide education to support affordable housing**
- 4. Assess potential for housing in rural development areas**



**PRIORITY: Increase the overall number of housing units in 2024**

Last Zoning Update

2003

2021

2024

1998

2016

1989

2024

Very old!

In process

2-family units By Right

Yes – 8 Municipalities

Density Bonus

Yes - 2 Municipalities


Outreach & Education

Educate Residents about

the Housing Crisis,

Affordable Housing







Outreach & Education

1 Educate residents

2 Increase access to information

3 Private sector engagement

ADUs By Right

Yes - 4 Municipalities

# SURVEY OVERVIEW



## Top Five Priorities Metrics

**PRIORITY: Provide Housing, Resources and Protections for the Most Vulnerable**

- 1. Expand Racial Equity and Inclusion Training, Education and Communications around Housing**
- 2. Develop or Expand Renter Assistance Programs**
- 3. Utilize Tax Increment District Extension Funding for Affordable Housing**
- 4. Expand Resources for Fair Housing Enforcement**

# **PRIORITY: Provide Housing Resources and Protections for the most vulnerable populations in 2024**

## **Homebuyer Education**

Financial empowerment & homebuyer education programs (S. Madison, Urban League)

## **Education**

Dane Forward - Goal 1 - Educate and empower the community while evaluating and addressing racial disparities in our homeless system of care. Create a permanent / standing racial equity committee to lead to racial equity in HSC.

## **Education**

How to Make Your Community More Welcoming to People of Color

## **Renter Assistance**

**\$1,700,000**

## **Renter Assistance**

Legal assistance, housing counseling, bi-lingual, rental assistance, eviction prevention, mediation, case management

## **Rent Retaliation**

Municipalities that have a rent retaliation **= 2** ordinance

# SURVEY OVERVIEW



## Top Five Priorities Metrics

**PRIORITY: Rehabilitate and Preserve  
Affordability of Existing Housing.**

- 1. Support acquisition and rehab of affordable units**
- 2. Increase assistance for energy efficiency retrofits and upgrades**
- 3. Expand/create loan funds for home renovations**

## **PRIORITY: Rehabilitate and Preserve Affordability of Existing Housing in 2024**

**MF Units Rehab/Reno**

**91 units**

**Energy Retrofits**

**249 rental units**

**Local Rehab Program**

**5**

**Housing Navigator**

**Fitchburg  
Middleton  
Madison**

**Local Muni funds**

**\$780,386**

**Countywide Rehab funds**

**\$2,629,623**

# SURVEY OVERVIEW



## Annual Metrics - Top Five Priorities

### **PRIORITY: Provide More Pathways to Homeownership**

- 1. Expand/create homebuyer education and assistance programs**
- 2. Increase affordable homeownership programs**
- 3. Expand the use of community land trusts**

## **PRIORITY: Provide More Pathways to Homeownership in 2024**

### **Homeownership Training**

2 munis

### **Training**

Pre purchase (homebuyer) Education  
Financial Literacy and Empowerment  
Post purchase Education  
Individual pre-purchase counseling

### **DP Assistance Funded**

\$3,152,134

### **Individuals/hh DP**

73

### **Dane County AMI**

80% AMI – \$97,800 (4 person)  
80% AMI – \$88,050 (3 person)  
80% AMI – \$78,250 (2 person)

### **Land Banking**

\$5,000,000

# NEXT STEPS



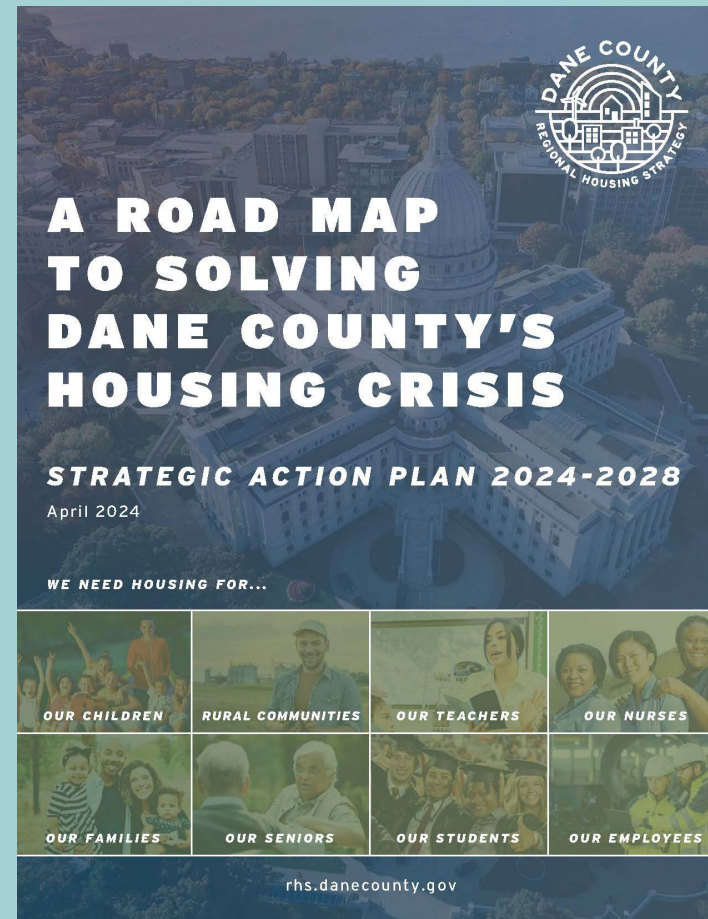
## 2024 Annual Metrics Report

1. **Non-profit data**
2. **ID any trends, special considerations**
  1. **Senior housing, towns**
3. **Compile results, publish electronically**
4. **Solicit feedback on future surveys, process improvement**

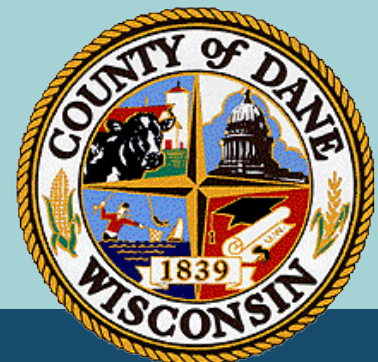


Thank you!

[RHS.DANECOUNTY.GOV](https://rhs.danecounty.gov)



*Taking the Next Step Together.*



Olivia Parry, Sr. Planner, [parry.olivia@danecounty.gov](mailto:parry.olivia@danecounty.gov)

# BEST PRACTICES RESIDENTIAL ZONING CODE EVALUATION GUIDE TO ADDRESS THE DANE COUNTY HOUSING CRISIS



Regional Housing Strategy Annual Meeting 6.25.25

Sonja Kruesel, AICP - Vandewalle & Associates



# Regional Housing Strategy

RHS Advisory Committee - 5 Housing Priorities and 17 Strategic Actions

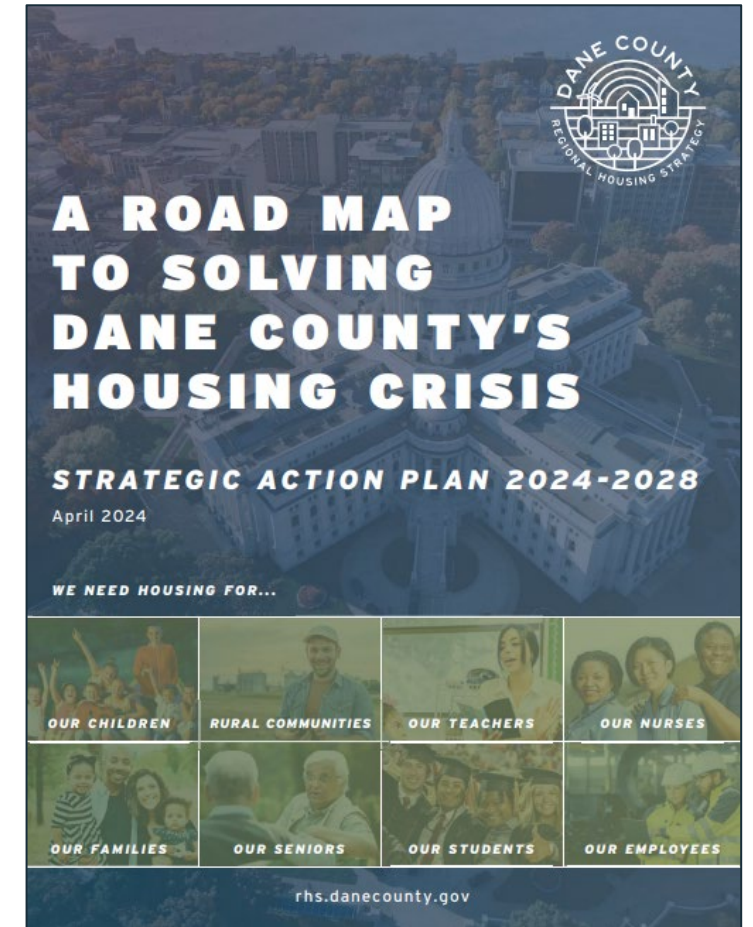
## Housing Priority 2

**Increase the Overall Number of Housing Units**

### Strategy 4 – *Municipalities' Top Priority*

**Advance Zoning Reforms and Update Zoning Codes**

**Draft model ordinances and incorporate best practices & options for a variety of zoning updates**



# What is the Best Practices Guide?

- Collection of best practices in residential zoning
- Focused on housing affordability and supply
- Evaluation workbook for practitioners and partners
- Intended to drive zoning policy conversation and updates

## *Best Practices Guide: Main Elements*

**Part 1: Zoning Evaluation Checklist**

**Part 2: Model Districts, Definitions, and Guidelines**

**Part 3: Guide to Streamlining Housing Approvals**

### *Advisory Committee*

Cottage Grove

Dane County

Deforest

Fitchburg

Madison Area Builders Association

McFarland

Sun Prairie

Stoughton

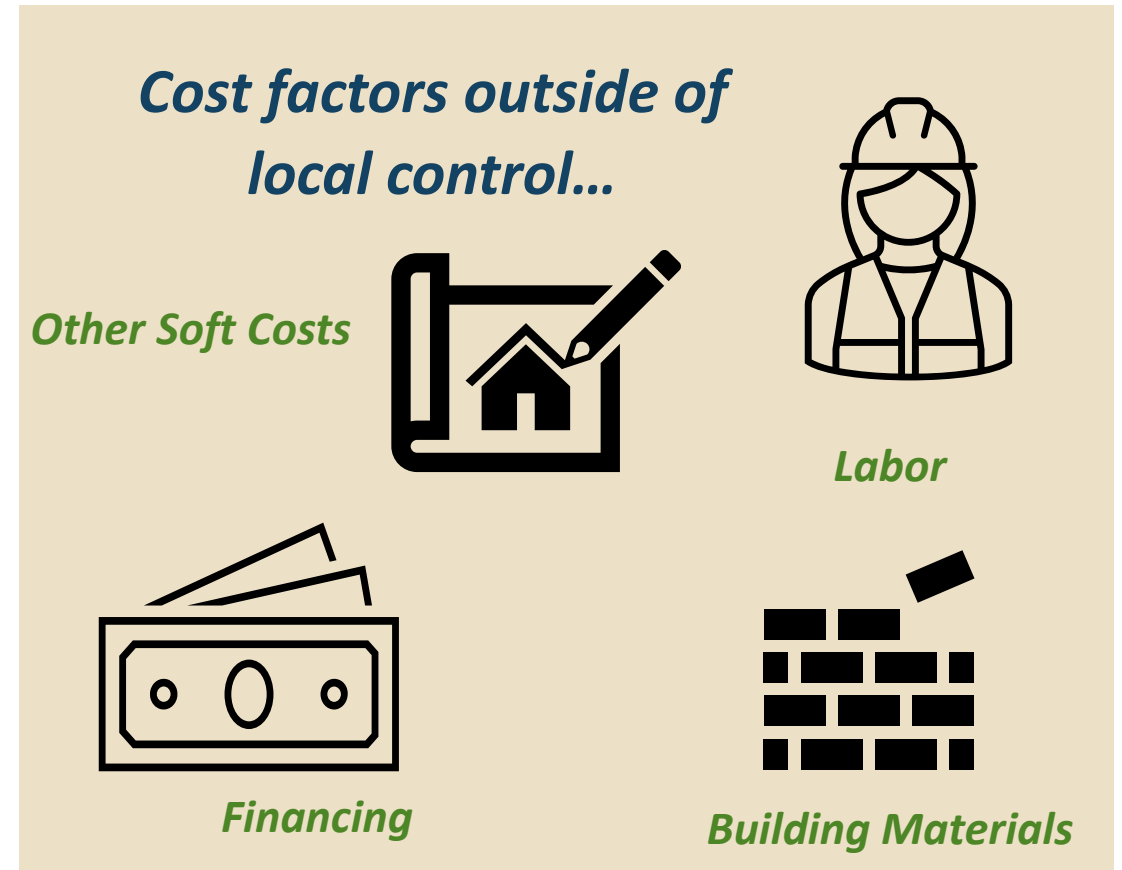
Waunakee

Windsor



# The Role of Zoning in Housing Cost and Supply

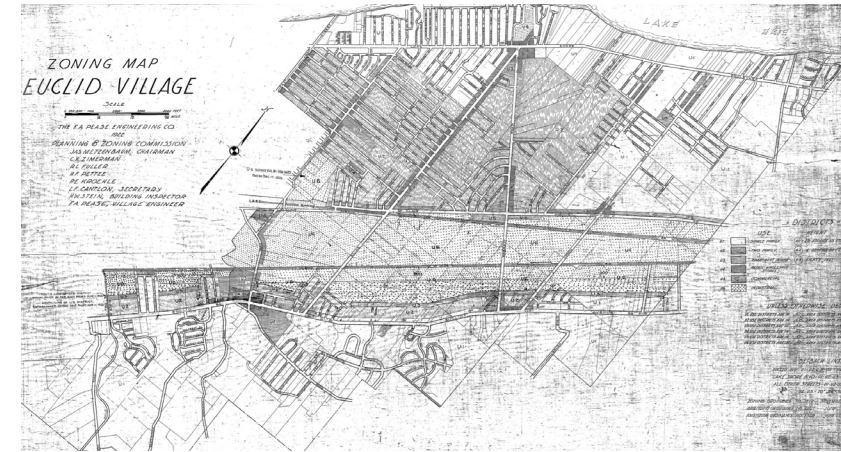
- Zoning restricts the type of housing, housing size, density, and location
- These restrictions influence costs
- Local government controls zoning





# The Role of Zoning in Housing Cost and Supply

- Demographics, housing preferences have changed...
- Land, construction costs have outpaced wage growth...
- Housing production has lagged demand...
- Zoning hasn't kept up
  - Many reflect a 100+ years old system that historically facilitated racial and economic segregation
- Comprehensive Plans per State Law
  - "provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit."



# Using the Guide



## Primary Audience:

- Intended for zoning practitioners
  - City/Village Planners, Zoning Administrators

## Collaborate with:

- Communicate and collaborate with:
  - Elected and appointed officials
  - Stakeholders
  - Residents

# Part 1: Evaluation Checklist



# 1 Evaluation Checklist

- A tool to help municipalities identify and evaluate which code recommendations are best suited for their individual code updates.
- How is this different than other audit tools?
  - Focus on housing
  - Provides nuance on certain topics
    - e.g. specifics regarding lot sizes, ranges
  - Questions with “Yes” or “No” check box for initial gauge
  - Provides value added best practice
  - Provides the “why”

## *Checklist Topics*

1. Dimensions
2. Density
3. Land Use
4. Parking
5. Approval Processes
6. Non-Zoning Guidelines

# Evaluation Checklist – Example 1

## 1.1: Dimensional Requirements

### Evaluation Checklist:

	Zoning Requirement	Yes	No	Existing Code Notes (for Community Use)	Zoning Best Practice	Housing Affordability Impact
1	<u>Minimum Lot Size.</u> Does your zoning code allow lot sizes less than 10,000sf?	<input type="checkbox"/>	<input type="checkbox"/>		Increase options for smaller lot zoning and limit the use of new large lot zoning. Include single-family lots with minimums less than 10,000sf.	Larger lots cost more than smaller lots. Larger lots also require longer driveways, road frontage, sewer, sidewalk, etc. which lot owners must pay for.
2	<u>Minimum Lot Size.</u> Does your zoning code allow residential lot sizes between 5,000sf-7,500sf?	<input type="checkbox"/>	<input type="checkbox"/>		Best practices recommend lot sizes ranging from 5,000sf-7,500sf for street-loaded single-family. Reduce other dimensions like setbacks based on the lot size.	See above.
3	<u>Minimum Lot Size.</u> Does your zoning code allow a residential lot size of 3,000sf?	<input type="checkbox"/>	<input type="checkbox"/>		3,000 sf lots work well for alley-loaded development because they avoid “snout houses” (thrust garages) and allow for houses with no garages or driveways.	See above.

# Evaluation Checklist – Example 2

## 1.3: Land Use Requirements

	Zoning Requirement	Yes	No	Existing Code Notes (for Community Use)	Zoning Best Practice	Housing Affordability Impact
3	<u>Accessory Dwelling Unit (ADU)</u> . Does your zoning code allow ADUs by-right?	<input type="checkbox"/>	<input type="checkbox"/>		Enable attached or detached ADUs as a permitted use by-right in all residential districts. Allow either the ADU or principal structure to be owner-occupied. Allow square foot maximums ranging from 750-1,000sf. Do not require additional parking minimums for the accessory unit.	ADUs can create additional income for the principal owner to offset housing costs or allow for aging in place. Financing is difficult to obtain for conditional use ADUs making them more expensive and a lot less likely to occur vs. ADUs permitted by right.
4	<u>Two-Family Format Housing</u> . Does your code allow multiple formats including side-by-side, stacked, front-back, and zero lot line?	<input type="checkbox"/>	<input type="checkbox"/>		Restrictive codes only allow for a side-by-side duplex. Code should also allow stacked, front-back, and zero-lot line configurations.	Restricting two-family formats to only one version is overly restrictive and depresses housing supply.

# Using the Checklist: Evaluate & Communicate

- Actively use and discuss with stakeholders, decision makers
- How is current code performing?
- Where are edits needed?
- What actions should be prioritized?
- What model language should we consider?

*Checklist also available as Excel Workbook*

## ***Key Zoning Updates***

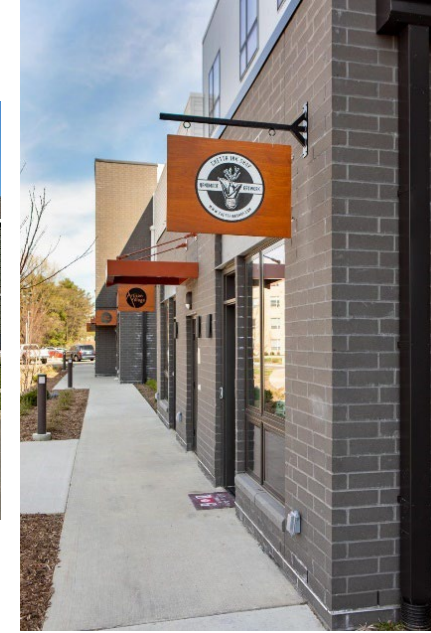
- Allow for a variety of housing types
- Reduce minimum lot sizes and setback requirements
- Increase the number of permitted dwelling units by acre
- Reduce parking requirements
- Allow multi-unit housing by right

# Part 2: Model Districts and Guidelines

# 2

## Model Language

- 2.1 – Model Districts
- 2.2 – By-Right Land Uses
- 2.3 – Incorporating Housing into Mixed-Use Areas
- 2.4 – Parking
- 2.5 – ADU Details
- 2.6 – Pocket Neighborhood Details
- 2.7 - Definitions





# Model Districts

## *Model Districts*

**District A:** Pocket Neighborhood

**District B:** Small Lot Alley-Loaded

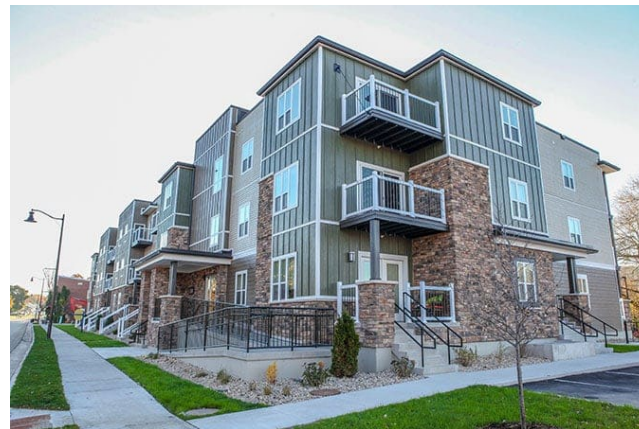
**District C:** Small Lot Front-Loaded

**District D:** Medium Lot Residential

**District E:** Mixed Middle

**District F:** Medium Multi-Family Residential

**District G:** Medium-High Multi-Family Residential





# Using the Districts

- Provide districts for different housing scales
- Neighborhoods ideally have variety of districts to avoid singular housing types
- Mixed Middle Model provides larger geographic coverage, different housing types without rezoning
- Mix and match for community
- Adjust dimensions





# District Example

Feasible  
Dimensions

Image Example

## District B: Small Lot Alley-Loaded

**Purpose Statement:** This district is intended to create, preserve, and enhance areas for single family detached dwellings. This district is designed for alley-loaded homes.

### Density, Intensity, and Bulk Regulations:

	Principal Buildings:	Requirement
A1xA2	Minimum Lot Area	3,000 square feet
	Maximum Impervious Surface Ratio	90 percent
A1	Minimum Lot Width	30 feet
A2	Minimum Lot Depth	100 feet
B	Minimum Lot Frontage at Right-of-Way	30 feet
C	Front Setback	Minimum: 15 feet, Maximum: 20 feet
D	Minimum Front-Loaded Attached Garage Setback	n/a
E	Minimum Porch Setback (on front and street side yard)	10 feet
F	Minimum Street Side Setback (on corner lots)	10 feet
G	Minimum Side Setback	5 feet
H	Minimum Rear Setback	2-4 feet*
	Maximum Principal Building Height	35 feet
J	Minimum Pavement Setback (lot line to pavement, excludes driveway entrances)	2 feet on side and rear yards 10 feet from any street right-of-way
Accessory Buildings:		
(K) Minimum Front Setback (even with or behind the principal structure); (L) Minimum side setback (2 feet); (M) Minimum Side Setback (on corner (even with or behind the principal structure); (N) Minimum rear setback (3 feet); Maximum Height (22 feet).		
*Note: This district is designed to allow alleys in the rear of the lot. The minimum garage door setback to the rear lot line should be 2 feet.		

District Image Example



District Setback Diagram



Scaled  
Dimension  
Diagram

# District E: Mixed Middle

## District E: Mixed Middle

**Purpose Statement:** This district is established to encourage the development of new traditional neighborhoods that incorporate the characteristics of existing traditional neighborhoods. Features include a variety of lot sizes and integrated housing types, detached or alley-loaded garages, traditional architectural features such as porches, an interconnected street system and the creation of a high-quality public realm.

### Density, Intensity, and Bulk Regulations:

	Principal Buildings:	Single-Family Detached	Single-Family Attached (Townhome)	Two-Family (2 Unit)	Two-Family (Twin)	Single-Family ADU	Multi-Family (Except Resi. Building Complex)
A1x A2	Minimum Lot Area (Sq. Ft.)	2,900	2,000/du	2,500/du	1,800/du	5,000 (per lot)	600/du + 300/bedroom >2
	Maximum Impervious Surface Ratio	75%	90%	75%	75%	80% (per lot)	75%
A1	Minimum Lot Width (Ft.)	30	20	40	25/du	50	50
B	Minimum Front Setback (Ft.)	15	15	15	15	n/a	15
C	Maximum Front Setback (Ft.)	30 or up to 20% greater than block average	30 or up to 20% greater than block average	30 or up to 20% greater than block average	30 or up to 20% greater than block average	30 or up to 20% greater than block average	30 or up to 20% greater than block average
D	Minimum Street Side Setback (on corner lots) (Ft.)	Principal: 8 Garage: 10	Principal: 8 Garage: 10	Principal: 8 Garage: 10	Principal: 8 Garage: 10	Principal: 8 Garage: 10	Principal: 12 Garage: 10
E	Minimum Side Setback (Ft.)	5	Exterior End Walls: 6	5	5	5	10
F	Minimum Rear Setback (Ft.)	Street: 20 Alley: 2	Street: 20 Alley: 2	Street: 20 Alley: 2	Street: 20 Alley: 2	Street: 20 Alley: 2	Street: 20 Alley: 2
G	Maximum Principal Building Height (Ft.)	3 Stories or 35'	3 Stories or 40'	3 Stories or 35'	3 Stories or 35'	2 Stories, no greater than height of principal structure	4 Stories or 52'

*Single zoning district with different standards for different housing types*

# Supporting Guidelines and Text

- Parking
- Mixed Use
- Land Uses
- ADU Details
- Pocket Neighborhood Details
- Design Guidelines

Permitted Land Uses		Model Residential Zoning Districts						
		A: Pocket Neighborhood	B: Small Lot Alley-Loaded	C: Small Lot Front-Loaded	D: Medium Lot	E: Mixed Middle	F: Medium Multi-Family	G: Medium-High Multi-Family
Land Uses (See Definitions in Section 2.7)	Single Family (Detached)	✓	✓	✓	✓	✓		
	Two-Flats (Stacked)	✓	✓	✓	✓	✓		
	Duplex (Side by Side)				✓	✓	✓	✓
	Twin Home (Zero Lot Line)	✓	✓	✓	✓	✓	✓	✓
	Townhome (2+ Attached)	✓			✓	✓	✓	✓
	Multiplex (3+ Individual Entry)					✓	✓	✓
	Apartments (3+ Common Entry)					✓	✓	✓
	Nonresidential							
	Accessory Dwelling Units		✓	✓	✓	✓	✓	✓



# Pocket Neighborhoods

## Pocket Neighborhood District

- option for smaller housing while preserving surrounding context, quality living environment
- Condo lot versus fee simple lots
- Flexible district as a starting point for communities
- No prescribed common area size or dimensions
- Consider house size

## District A: Pocket Neighborhood

**Purpose Statement:** Pocket Neighborhoods are comprised of small residential buildings that may be made of detached, attached, or townhouse units. Units shall face a common open space. A Pocket Neighborhood may be developed on individual lots or with a common form of ownership. This district is intended to promote infill development and redevelopment within established neighborhoods or to create new developments that are built at a scale and character consistent with surrounding development patterns. (See Section 2.6 for additional requirements).

### Density, Intensity, and Bulk Regulations:

Principal Buildings:		Requirement
Minimum Lot Area		None
Maximum Impervious Surface Ratio		65 percent district-wide 90 percent individual lots
Minimum Lot Width		None
Minimum Lot Depth		None
Minimum Lot Frontage at Right-of-Way*		30 feet
Minimum Principal Building Setbacks – District Periphery		10 feet
Minimum Interior Side Yard Setbacks		5 feet
Minimum Principal Building Separation		10 feet or 0 Lot Line
Minimum Porch Depth		6 feet
Maximum Principal Building Height		35 feet
Minimum Pavement Setback (lot line to pavement, excludes driveway entrances)		2 feet on side and rear yards 10 feet from any street right-of-way
Dwelling Unit Size		800 sf – 1,200 sf
Accessory Buildings: **		
Minimum Accessory Building Setbacks (all lot lines)		3 feet
Maximum Height		22 feet

\* All lots must front on a public street for 30', or, when enabled by the subdivision code, lots may front on a common green where such common green fronts on a public street for at least 30' and where such lots have rear access to a public alleyway meeting fire lane requirements. \*\*Accessory buildings on individual lots are limited to detached garages. Accessory buildings in common areas may include shared garages, gazebos, shelters, clubhouses, and maintenance sheds. Such common area structures may be located on a lot without a principal structure.

## District Image Example



## District Impact:

Pocket neighborhoods allow for much needed smaller, less expensive single-family housing and offer first time homebuyers, seniors, and young families options to stay or re-locate in their community. They also consume less land and are flexible in shape and size, a great use of infill development, or as part of a planned development.



## 2.7: Best Practices Pocket Neighborhood Text

**Pocket Neighborhood:** Pocket Neighborhoods are comprised of small residential buildings that may be made of detached, attached, or townhouse units. Units shall face a common open space. A Pocket Neighborhood may be developed on individual lots or with a common form of ownership. This district is intended to promote infill development and redevelopment within established neighborhoods or to create new developments that are built at a scale and character consistent with surrounding development patterns.

- (1) A Pocket Neighborhood must contain a common open space that is centrally located. Each dwelling unit have access to the common open space. A minimum size for the common open space is not prescribed, however the overall site development must provide a maximum of 65% impervious surface. The common open space may not be used as a stormwater facility.
- (2) Each unit shall contain a porch with a minimum depth of six feet.
- (3) Attached or detached garages on individual lots may face private access lanes but may not face a public street or the common open space. In cases of corner lots or double frontage lots, some garage facades may be allowed if the developer demonstrates that the condition is minimized to the extent practicable given the available lot configuration. Accessory structures other than detached garages on individual lots are prohibited.
- (4) A Pocket Neighborhood must meet fire access requirements including a 20' wide all weather paved surface to access all dwelling units.
- (5) A Pocket Neighborhood may be developed as a condominium or with individual fee-simple lots. All lots must meet subdivision requirements for frontage on a public street. When enabled by the subdivision code, lots may front on a common green where such common green fronts on a public street for at least 30' and where such lots have rear access to a public alleyway meeting fire lane requirements.
- (6) Minimum required parking: One space per dwelling unit. Parking spaces may be located in attached or detached garages, or in common surface parking areas or shared garages.



# Part 3: Streamlining Permitting Processes

# 3

## Guide to Streamlining Housing Approvals

- Zoning code language can still be inaccessible even if it reflects best practices
- Organizing development review influences the “time” component of development
- Improvements can be more transparent for the public and development community

### ***Case Studies & Strategies***

1. Development Review Guides
2. Minimizing Use of PUD
3. Development Review Team
4. Third Party Approvals



# Case Studies & Strategies

## 1. Development Review Guides

- Simpler terms
- Flow charts
- Lists
- Visual guides
- Print outs

***Example:  
Fitchburg & Monona***

## 2. Minimizing Use of PUD

- Replace unpredictable negotiations with standard districts
- Reflect developments you've already been approving

***Example: Middleton***

## 3. Development Review Team

- Streamline the process – coordinate regular meetings
- Establish the right team
- Leverage technology
- Promote quality and consistency
- Save time!

## 4. Third Party Approvals

- Potential cost savings for limited services
- Efficiency
- Intermittent services
- Topic specific services

Thank you!

**Next Steps:**  
**Final Report Publication**  
**Tour for Advisory Committee**





MADISON AREA  
BUILDERS ASSOCIATION

# LOCAL HOUSING INDUSTRY UPDATE

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JUNE 25, 2025

Chad Lawler  
Executive Director  
Madison Area Builders Association

[clawler@maba.org](mailto:clawler@maba.org)

# WHAT WE WILL COVER

(IN 5 MINUTES)

PERMIT NUMBERS AND TRENDS

BUILDER CONFIDENCE

5 COSTS OF HOUSING

CAN ANYONE AFFORD IT?

WHAT CAN WE DO?

# Permits: Numbers & Trends

Permits:    **2024:** 1,270    **2014:** 1,042    **2004:** 2,335

Ave. Cost: **2024:** \$543k    **2014:** \$298k    **2004:** \$225k

Ave. SF:    **2024:** 2,594    **2014:** 2,612    **2004:** 2,455

2024 V. 2023    \$50k MORE    230 SF LESS

2025: Ave Cost \$548k    Ave SF: 2,409

# Builder Confidence

## NATIONAL

- 4 Straight Month of Decline
  - Near Pandemic Low

## LOCAL

- Declining Demand, But still exceeding capacity
- Production Builders: Referral Programs

# 5 Costs of Housing

Land (Cost & Development)

Legislative (Regulatory)

Labor

Lumber (Materials)

Lending



Can Anyone  
Afford it?

- 14% That is it!
- 133 Families/\$1,000
  - Starter Homes  
Purchased by High  
Earners
- 41 Years is way too  
long!

How do we fix it?

## 5 Considerations

Add the Land

Zoning By Right

Develop the Labor Force of Tomorrow

Delay the Fees

Streamline the Process



MADISON AREA  
BUILDERS ASSOCIATION

# THANK YOU

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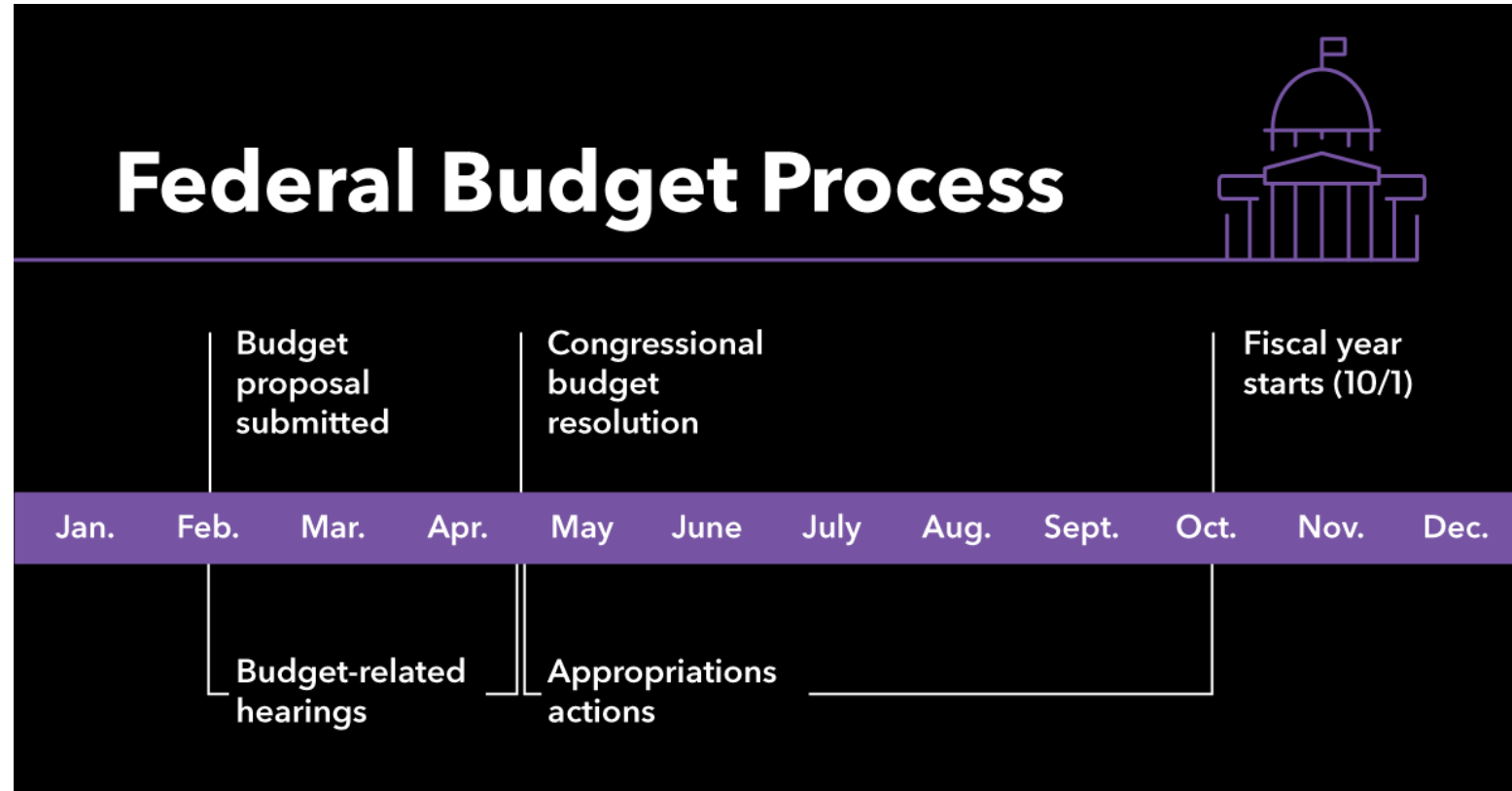
QUESTIONS?

# Federal Housing Update\*

\*Current as of June 23, 2025; all information subject to change

# Where are we?

- Currently in FY25 (October 1, 2024 – September 30, 2025). **FUNDED.**
- Current Appropriations Actions in Congress for FY 26 (starts October 1, 2025). T-HUD Action July 14<sup>th</sup>.
- **Reconciliation** process is mid-budget changes to taxes and/or spending. OBBBA passed House, currently in Senate.



# Stay Informed!

- [Disclaimer: for informational purposes; not necessarily endorsement of all public policy positions]
- 1. National Low Income Housing Coalition: <https://nlihc.org/federal-budget-and-spending>
- 2. Public Housing Authority Directors' Association: <https://www.phada.org/Legislation-Advocacy>
- 3. National Council of State Housing Agencies: <https://www.ncsha.org/resource-center/advocacy-materials/>
- 4. National Association of Housing and Redevelopment Officials: <https://www.nahro.org/advocacy/>

# Low-Income Housing Tax Credit (S42)

- OBBBA (Reconciliation) increases (House = temporary through 2029, Senate = permanently) the allocation of LIHTC tax credits in the “competitive” (9-percent) program.
- Lowers the “financed by” test for the 4-percent credits from 50% to 25%.
- “Basis boost” for more rural and Native American areas (not in Senate version).
- Similar to provisions in the bipartisan “Affordable Housing Credit Improvement Act”



# HUD (+ USDA) Rental Assistance Programs

- Current “Big 5” HUD-Assisted Housing Programs: (FY25=\$63 billion)
  - A) Tenant-based rental assistance (aka “Section 8” and/or “vouchers”) (FY25: \$36 billion)
  - B) Project-based rental assistance (aka “Section 8”) (FY25: \$16.9 billion)
  - C) Public Housing (FY25: \$8.8 billion = \$5.5b operating, \$3.4b capital)
  - D) Housing for the elderly (aka “Section 202) (FY25: \$931 million)
  - E) Housing for persons with disabilities (aka “Section 811”) (FY25: \$256 million).
- USDA 521 Rental Assistance (FY25: \$1.6 billion)

# HUD (+ USDA) Rental Assistance Programs

- Current Administration's Proposed FY26 Budget:
- USDA 521 Rental Assistance (FY25: \$1.6 billion) – Proposed increase to \$1.7 billion.
- Proposes to consolidate all 5 HUD Programs into a ***State Rental Assistance Program*** with FY26 recommended funding of \$36 billion (down from \$63 billion).
- All housing assistance under the State Rental Assistance Programs for non-elderly, non-disabled households would be limited to 2 years.
- States would have substantial flexibility in how to design their programs.
- States could move away from the “deep subsidy” design of HUD-assisted housing programs (rent limited to 30 percent of tenant's income).

# HUD (+ USDA) Rental Assistance Programs

- Urban Institute Research (<https://www.urban.org/urban-wire/trump-administration-has-proposed-27-billion-cuts-block-granting-housing-assistance>) indicates:
- Current HUD Big-5 programs support 5.1 million affordable housing units.
- Proposed budget reduction would reduce number of supported units by 2.3 million, down to only 2.8 million units.

# Homelessness Programs

- Current FY25 funding: \$4 billion. President's proposed FY26 funding: \$4 billion.
- The president's FY26 budget proposal recommends \$0 in funding for the Continuum of Care (CoC) or Permanent Supportive Housing (PSH) programs. Instead, funding would be distributed in block grants to states and localities under the ESG (Emergency Solutions Grant) program.
- a) eliminates "Housing First" approach
- b) eliminates "permanent" (i.e. without time-limits) in PSH
- c) from HUD justification: "locally-oriented approach that emphasizes self-sufficiency, rapid stabilization, and emergency, short- and medium-term housing solutions over long-term service dependency."
- d) expands ESG to include "supportive services" and "transitional housing"

# Community Development Block Grant (CDBG) + HOME Programs

- Current FY25 CDBG = \$3.3 billion
- Current FY25 HOME = \$1.25
- Proposed Budget for CDBG in FY26 = \$0.
- Proposed Budget for HOME in FY26 = \$0.

# Fair Housing

- HUD-funded Grantees (City, County) no longer required to prepare an Analysis of Impediments to Fair Housing Choice as part of Consolidated Plan. Affirmatively Furthering Fair Housing Rule is rescinded.
- Current FY funding for Fair Housing is \$86 million. Proposed budget is \$26 million, funding only the FHAP (Fair Housing Assistance Program = local governments) and eliminating the FHIP (Fair Housing Initiatives Program = funding nonprofits for education, enforcement)
- Presidential Executive Order of April 23, 2025 directs HUD Secretary to propose regulations eliminating “disparate impact” standard for fair housing violations. (Not yet released).



Dane County RHS Annual Meeting  
06.25.2025



# Why Start a Housing Coalition?

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- What can't we influence?
  - Costs
    - Labor
    - Land
    - Interest Rates
    - Building Materials
    - Permitting/Development Process and Codes
  - Available Land
- What can we influence?
  - **Project Opposition or Misinformation**
    - Often a small, but very vocal group

# Education & Advocacy

# Goals of Housing Coalition:



## Educate

- **Build** capacity to become leaders and advocates around housing needs/issues.
- **Communicate** the economic and societal importance of just, safe, affordable housing for all.
- **Connect** residents with housing resources and educational materials.

## Collaborate

- **Collaborate** with partners to build capacity for improving housing in Sun Prairie.

## Activate

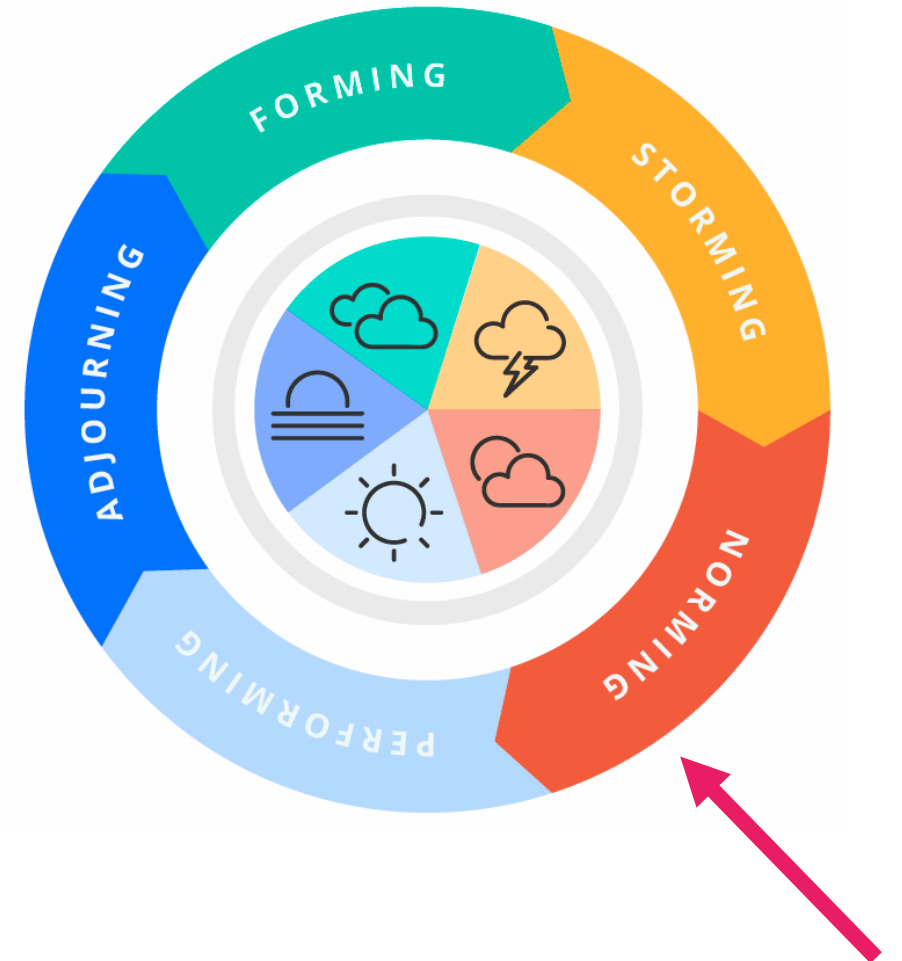
- **Advocate** for policies and programs that expand housing options in Sun Prairie.
- **Celebrate** housing wins.

# Coalition Development

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- Challenges
  - Leadership
    - June 2025 - bylaws & officers
  - Where to focus
  - Capacity building takes time
    - Understanding the housing crisis
    - Tools available/constraints
    - Community needs



# Coalition Members

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- Residents
- Sunshine Place
- JFF
- City
- Reach Dane
- Colonial Club
- Bank of Sun Prairie
- SPASD
- SPASD Community Schools
- Dane County



# Accomplishments Since 2023



## Three Years of Affordable Housing Month Events (May)

**SUN PRAIRIE**  
**AFFORDABLE HOUSING MONTH**  
**EVENTS 2025**



<b>MAY 13</b> Sun Prairie Historical Museum 115 E. Main St. 6:30 PM - 8:00 PM	<b>Film Screening: The Pruitt-Igoe Myth</b> The Pruitt-Igoe Myth examines the rise and fall of the Pruitt-Igoe housing development in St. Louis, reflecting on the transformation of American cities post-WWII. The film challenges the myth of failure by re-evaluating its creation, stigma, and impact on residents.
<b>MAY 15</b> Sunshine Place - Enterprise Building 1610 W. Main St. 5:30 PM - 6:30 PM	<b>Tenant Rights: Evictions</b> <b>Derechos de los Inquilinos: Desalojos</b> Join Tenant Resource Center as they discuss eviction rights and process. Unase al Centro de recursos para inquilinos mientras discuten los derechos y el proceso de desalojo.
<b>MAY 17</b> Meet at Colonial Club (301 Blankenheim Ln.) 8:30 AM - 12:00 PM	<b>Senior Yard Cleanup</b> Give some of your time to help tidy up seniors' yards in the community. Use this link to sign up: <a href="https://cityofsunprairie.volunteermatters.org/project-catalog/63">https://cityofsunprairie.volunteermatters.org/project-catalog/63</a>
<b>MAY 1-31</b> SPASD (501 S. Bird St.) Library (1350 Linnerud Dr.) City Hall (300 E. Main St.) West Side Building (2598 W. Main St.)	<b>Donation Drive - SPASD</b> Support students and families experiencing homelessness in SPASD and those exiting homelessness with items to make their housing a home: sheet sets, pillows, blankets, towel sets, pots and pans, Kitchen items. Drop off at any of the locations on the left.

**Event Sponsors:**  **SUN PRAIRIE**  

**Event Partners:**    

## Housing 101 Education for Graduating Students





# Accomplishments Since 2023

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**Charles D. Ashley Award (2024) - Sun Prairie City Council**



**Affordable Housing Month Proclamation (Three Years) - Sun Prairie City Council**





# Accomplishments Since 2023



## Senior Yard Clean-Up

**SUN PRAIRIE  
HOUSING  
COALITION  
SENIOR YARD  
CLEAN-UP**

Help our fellow senior community members by doing a spring yard clean up

**MAY 17, 2025 (SAT)  
8:30 AM TO 12 PM**

Meet at the Colonial Club at 8:30 for welcome, instructions, assignments, and pickup bags/gloves. Bring rakes and brooms.

**SIGN UP TO  
HELP**

Sun Prairie  
Housing Coalition

<https://cityofsunprairie.volunteermatters.org/project-catalog/63>



## Others

- Increased understanding about local gov processes
- Education on barriers to certain housing solutions (e.g. rent control)
- Learning from one another
- Relationship building - internal and external



# Future Projects

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- Senior housing video
- Annual student education event - Renting 101
  - Sun Prairie Education Foundation Grant
- Infopalooza - Sunshine Place
- Credit recovery workshop - partnership with Dupaco
- Zoning code rewrite input



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# Join Us!! Sun Prairie Housing Coalition



## Meetings

Date: 2nd Thursday of each month

Time: 4:30- 5:30 PM

Location: Sunshine Place (1610 W Main)



# 2025 STATE HOUSING LEGISLATION UPDATE

**Robert Procter**

**Government Affairs Director**

[rprocter@axley.com](mailto:rprocter@axley.com) • 608.283.6762

# WHEDA Loan Program Changes (SB180 & Senate Amendment 1)

1. Purpose: Update and expand eligibility and terms for three WHEDA-administered housing loan programs:
  - Infrastructure Access Loan Program
  - Restore Main Street Loan Program
  - Commercial-to-Housing Conversion Loan Program
2. TIF & Historic Tax Credits now allowed
3. Tribal trust/reservation lands eligible
4. Corporate guarantees now permitted
5. WHEDA may set interest rates at or below market, or 0%

# WHEDA Loan Program Changes (SB180 & Senate Amendment 1)

## 1. Infrastructure Access Loans:

- Developer cap increased from 20% → 33%
- Government cap increased from 10% → 25%
- Tribal housing authorities now eligible

## 2. Restore Main Street Loans:

- Cap increased to \$50K/unit or 33% of costs
- Regional allocation: no more than 12.5% per region
- Tribal governments now eligible

## 3. Conversion Loans:

- Mixed-use projects now eligible (residential portion only)
- Thresholds: 16+ units (pop >10K), 4+ units (≤10K)
- Max loan now 33% of costs

# Accessory Dwelling Unit (ADU) Reform (SB247)

- Requires ADUs to be allowed by right on any parcel with permitted single- or multi-family use
- Applies to all municipalities with zoning ordinances
- Intent: Expand ADU options and promote housing supply

## **Key Prohibitions -- Municipalities may NOT:**

- Charge non-standard fees for ADUs
- Impose special dimensional or design rules for ADUs
- Apply accessory structure rules to ADUs (except habitability)
- Require extra parking due to ADUs
- Mandate separate utility hookups
- Deed restrictions and HOA covenants prohibiting ADUs are unenforceable
- HOAs may regulate ADUs only for public health and safety

**Designed to eliminate private and local barriers to ADU development**

# Workforce Housing TID

## **Creates a new TID type focused on residential development**

1. 12% cap waived for developer-financed districts
2. Total value of residential TIDs limited to 5% of city's equalized value
3. Must support compact, affordable single-family development
4. Requirements:
  - Average lot size < 7,500 sq ft
  - Lot width  $\leq$  60 ft
  - Side setbacks  $\leq$  10 ft
  - At least 3 homes per developable acre
  - Max home size: 1,500 sq ft (1-story), 2,000 sq ft (2-story)
  - No aesthetic/material standards beyond code
  - Cities must waive development-related fees



# Truth in Planning

Addresses gap between comp plans and zoning implementation

- Plans are currently advisory; zoning often diverges from long-term housing goals
- Requires comp plans to set minimum residential densities
- Mandates zoning ordinances reflect density standards
- Applies consistency requirement to rezonings
- Ensures zoning aligns with projected land use and housing goals



# City of Middleton Zoning Code Re-Write

Abby Attoun, AICP  
Director of Planning &  
Community Development

# Previous Zoning Code

- Old Middleton Zoning Code:
  - Last major update in 1984; numerous mostly minor revisions since then
  - Homogenous, single-family development pattern
  - Single-use commercial districts

100% of new housing units since 2016 constructed in Planned Development Districts (PDDs)

100% of new platted subdivisions since 2007 were in PDDs

## Former Residential Zoning Districts

R-1	Single-Family Residential
R-2	Two-Family Residential
R-3	3-8 unit Residential
R-3A	8-14 unit Residential

# Key Changes to Middleton Zoning Code

## Increased Density

- Reduced setbacks and lot sizes
- ADUs permitted by right
- Form-based code, no limit on density

## Building Heights

- Increased building heights
- Added Density Bonuses for Net Zero or Affordable Housing

## Missing Middle Housing

- Single Family – High density
- Zero-lot line Multi-Family
- Mixed-Use Neighborhood

## Parking

- Lower parking minimums; established maximums
- EV charging & Bicycle parking requirements

## Mixed Use Districts

- Established along major travel corridors
- Commercial only required at intersections

## Environment

- Native planting requirements
- Maximum impervious surface standards
- Bird-safe design required for buildings > 10,000 sf

# Density Bonuses: Affordable Housing and Net Zero

- MR-M, MR-H, and all Mixed Use zoning districts
- Affordable Housing:
  - a. Affordable units shall be greater than or equal to 50% of the total interior square footage of all units and common amenity space above the maximum number of stories or height in the base zoning district.
  - b. The affordable units shall be rented to households with an income at or below 60% area median income limits and at or below rent limits for 60% of area median incomes as specified in the LURA.
  - c. The effective period of the LURA must be at least 30 years.
- Net Zero:
  - a. The structure must be certifiable Zero Energy or higher by either the International Living Future Institute (ILFI) or PHIUS+ from the Passive House Institute US.
  - b. The structure must complete an Energy Design Assistance or Energy Design Review with Focus on Energy.
  - c. The structure must receive an ENERGY STAR score benchmarked by an ENERGY STAR Portfolio Manager.



# Links/Contacts

1

[Zoning Ordinance Text](#)

[Zoning Map](#)

[Applications, Checklists, & Guides](#)

2

Abby Attoun

[aattoun@cityofmiddleton.us](mailto:aattoun@cityofmiddleton.us) (608) 821-8343





***Taking the Next Step Together***

**2025 Regional Housing Strategy Annual Meeting**

June 25, 2025