

**This is a copy of an email sent from Michelle St. Clair of Dane County Planning and Development to the Dane Plan email list on January 6<sup>th</sup>, 2004.**

Subject: Final DRAFT Goals and Objectives for Housing & Economic Development

Hello again,

Here are the finalized draft goals and objectives for housing & economic development based on the December 3, 2003 meeting for all to review, which have been pasted into the e-mail and also attached at the end of this message (they will also be made available at the next HED Work Group meeting given formatting difficulties):

*As a reminder, "there was a consensus in both groups that the draft goals and policies/objectives documents on housing and economic development had been satisfactorily reviewed at the conclusion of the small group sessions..." and " consensus that the group engages in education/validation/review sessions beginning with a review of baseline data and trends in January of 2004 followed by a brainstorming session to identify topics." (12/3/03 HED Meeting Minutes).*

**HOUSING**

***Each housing goal has a subset of objectives.***

<b>Goal 1: Promote development of housing for residents of Dane County.</b>
· Provide a diversity of housing types for people of different ages, life situations, cultural and ethnic backgrounds and incomes to live together in the community.
· Develop compact urban communities and neighborhoods with jobs and transit within walking distance for new development or redevelopment areas.
· Provide home ownership education, training and counseling to homebuyers to increase their capacity to become successful homeowners, and to increase their ability to maintain their homes.
· Improve community understanding/awareness of what it takes to develop (long-term, healthy, energy efficient and) affordable housing.
· Government should work with profits and non-profits to increase the supply of affordable housing.
· Create a process to leverage public and private housing funds to maximize private sector use of those funds.
<b>Goal 2: Provide a range of housing choices that meet the needs of persons of all income levels and age groups and persons with special needs.</b>
· Provide for a full range of housing types and price opportunities in all urban and rural areas for all household sizes and income levels.
· Provide healthy, affordable housing for low-income residents and families throughout Dane County and explore ways to keep housing affordable over the long term.
· Develop processes to measure the success of housing policies and to monitor progress in order to help coordinate public funds for affordable housing with responsible agencies.
· Promote accessible housing for people with disabilities for owners and renters.
· Increase the supply of single room occupancy (SRO) housing for single people making less than 30% the median family income.
· Improve the availability of special needs housing, for example shelter to serve the homeless.
<b>Goal 3: Promote the availability of land for the development or redevelopment of low-income and moderate-income housing.</b>
· Support efforts to provide housing for low- and moderate-income residents in areas experiencing growth or areas where employment opportunities are increasing
· Locate higher-density residential development within walking distance of existing and potential mass transit routes.

· Create communities with a balance of business and residential development to provide both economic and housing opportunities.
· Analyze market forces, including costs of financing, construction, land, operation, maintenance and taxes to better understand why the price of new housing has increased so dramatically.
· Establish comprehensive policies that are matched with the housing market.
· Review specific development regulations in order to identify costs that are added to housing that are not necessarily required in order to construct safe, decent, affordable housing.

<b>Goal 4: Maintain or rehabilitate existing housing stock of Dane County.</b>
· Encourage the infilling of housing in urban areas that make more efficient use of existing infrastructure.
· Preserve long-term affordable housing for low-income people.
· Recognize the value of existing housing in established neighborhoods and support rehabilitation efforts.
· Better publicize existing programs that assist low-to-moderate income homeowners to repair and maintain their homes and identify gaps in these programs.
· Promote group land ownership opportunities, particularly for owners of mobile homes.
· Promote safe, energy efficient and healthy housing.
· Encourage housing policy that promotes and maintains safe neighborhoods.

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**ECONOMIC DEVELOPMENT**

*Rather than identifying objectives under particular goals, the economic development subgroup created a matrix of objectives that applied to a combination of any one or more of the four economic development goals (this matrix does not fit in e-mail format, but the following information will hopefully prove sufficient - in addition, hard copies will be made available at the next HED meeting).*

**Economic Development Goals:**

- A. Expand the economic base by attracting and incubating new business and industry.**
- B. Create a range of employment opportunities by expanding and diversifying types of business and industries.**
- C. Stabilize the current economic base by retaining business and industry.**
- D. Designate adequate number of sites for locating business and industry incubation, attraction, expansion, and retention while promoting the reuse of environmentally contaminated sites (brownfields).**

**Objectives:**

1) Assist communities in planning and developing commercial and industrial areas that are well designed and properly located -- Goal A
2) Encourage increased coordination of business incentives, particularly targeting locally owned businesses, while also emphasizing quality of employment (in terms of income) over quantity of employment -- Goals A, B, C.
3) Direct new business and industry to areas that have adequate public services, including public transportation -- Goals A, B, D.
4) Promote economic development strategies that foster a diversified economic base and also support locally owned businesses while increasing economic stability, increasing employment, and improving incomes -- Goals A, B, C.
5) Encourage businesses to locate in activity center nodes and along transit corridors to maximize the efficiency of existing and future transportation systems while also ensuring that jobs are accessible to workers -- Goals A, B, C, D.
6) Promote a full range of family sustaining businesses, jobs, and housing opportunities in localities to cultivate communities where people can live, work and play -- Goals A, B, C, D.

7) Expand efforts to accommodate non-English speaking employees -- Goals A, B, C.
8) Encourage and support entrepreneurship in collaboration with state and federal efforts, particularly potential spin-off businesses from technology developed at UW -- Goals A, C.
9) Encourage tourism in Dane County, especially arts and cultural tourism as well as bike and green tourism -- Goals A, B, C.
10) Promote efforts to create, strengthen and support local business service and products -- Goals A, B, C.
11) Promote the arts and culture as a means to foster job creation, tourism, and economic development -- Goals A, B, C.

***Note: The Draft Economic Policies have been separated out from the Draft Goals & Objectives per subgroup recommendations and have been saved in a separate document for review during Step 3 of the Work Group's work plan when we develop plan alternatives after July of 2004.***

**Attached documents**

[Draft of Housing Goals and Objectives](#)

[Draft of Economic Development Goals and Objectives](#)