

# Housing & Economic Development Work Group



The Housing and Economic Development Work Group is charged with generating planning goals and objectives for housing and economic development elements. The Work Group has held fifteen meetings since July of 2003. As a result of these meetings, the group recommended the draft housing goals below and is in the process of reviewing and discussing goals that "need work" as well as all of its objectives, which have not received "consensus approval" from the work group to date. These goals, draft goals, and potential objectives were available for public comment at the July 21, 2004 Milestone Meeting. The following lists public feedback on the goals, draft goals, and potential objectives. There are also three general comments for the Housing & Economic Development Work Group.

#	Draft Housing & Economic Development Goals and Objectives*	7-21-04 Feedback
	<b>I. Draft Housing Goals &amp; Objectives</b>	
1	<b>Goal 1:</b> Provide a full range of and adequate supply of housing choices throughout the county that meets the needs of persons of all income levels, age groups, household sizes, and persons with special needs.	
1.a	<b>Objective:</b> Promote development of housing for all residents of Dane County.	
1.b	<b>Objective:</b> Develop compact urban communities and neighborhoods with jobs and transit within walking distance for new development or redeveloped areas.	(1) "I like this goal - I don't think it needs work, good as it is" (2) "This is great -- very important." (3) "I support this objective." (4) " <u>Please incorporate in plan.</u> We need to be sure that development in compact urban communities and neighborhoods where the jobs are for a vast majority of people have transit nodes available within walking distance to new development and redevelopment areas (to limit sprawl) to the extent possible." (5) "I strongly support development that permits people to walk, bike, or drive short distances to meet most needs. Reward this and/or provide help with design."
1.c	<b>Objective:</b> Provide homeownership education, training, and counseling to homebuyers to increase their capacity to become successful homeowners, and to increase their ability to retain their homes.	
1.d	<b>Objective:</b> Government should work with for-profits and non-profits to increase the supply of affordable housing.	(1) "I support this objective though would prefer stronger language - a standard or requirement." (2) "This should be a no-brainer."
1.e	<b>Objective:</b> Encourage leveraging of public and private housing funds to maximize private sector use of those funds.	

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1.f	<b>Objective:</b> Provide for a full range of housing types and price opportunities in urban and rural areas to accommodate household sizes and income levels.	
1.g	<b>Objective:</b> Provide healthy, affordable housing for low-income residents and families throughout Dane County and explore ways to keep housing affordable over the long term.	<b>"Please incorporate in plan as it's worded. The need to explore ways to keep housing affordable (&amp; physically accessible) over the long term is especially critical as we acknowledge an increasing elder population who can be physically and economically challenged -- beyond a certain percentage of our population projection who are born with or into these challenges and the increased number of Hmong entering our county."</b>
1.h	<b>Objective:</b> 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.	<b>(1)"Please incorporate into plan - wording as follows: Develop processes and implementation tools to measure the success of housing policies and to monitor progress in order to help coordinate public funds for affordable housing with responsible agencies using periodic needs assessment (methods) with detail on housing needs." (2)"This should be a no-brainer."</b>
1.i	<b>Objective:</b> Promote accessible owner and rental housing for people with disabilities.	
1.j	<b>Objective:</b> Provide an adequate supply of single room occupancy (SRO) housing for single people making less than 30% othe median family income.	
1.k	<b>Objective:</b> Increase the supply and support the improvement of currently available special needs housing.	
2	<b>Goal 2:</b> Promote the availability of land for the development or redevelopment of low-income and moderate-income housing.	<b>"Are you just going to promote it? What about <u>achieving</u> it? What about supporting and expanding current efforts? What about aggressive grant seeking? Promotion is Far too weak for this important objective. Other committee's goals are written as '<u>ensure</u>' or '<u>provide</u>' That stronger language should also be here."</b>
2.a	<b>Objective:</b> Support efforts to provide housing for low- and moderate-income residents in areas experiencing growth or areas where employment opportunities exist.	<b>"Please incorporate in plan as worded."</b>
2.b	<b>Objective:</b> Locate higher-density residential development within walking distance of existing and potential mass transit routes.	<b>(1) "Please incorporate in plan as worded." (2) "I strongly support development that permits people to walk, bike, or drive short distances to meet most needs. Reward this and/or provide help with design."</b>

	<b>Draft Housing &amp; Economic Development Goals and Objectives*</b>	<b>7-21-04 Feedback</b>
<b>2.c</b>	<b>Objective:</b> Create communities with a balance of business and residential development to provide both economic and housing opportunities.	
<b>2.d</b>	<b>Objective:</b> 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.	"NO! 'Better understanding why housing prices are increasing' seems to lead us to <u>oking</u> increased housing prices. We need to look at how we can keep housing affordable."
<b>2.e</b>	<b>Objective:</b> Establish comprehensive policies that are matched with the housing market.	
<b>2.f</b>	<b>Objective:</b> Review specific development regulations in order to identify costs that are added to housing that are not necessarily required to construct safe, decent, and affordable housing.	"NO! Why do we want to reduce regulation? This sounds a though the object is to reduce costs by reducing regulation. I disagree with that. How do we sure that housing continues to be build to code and not in 100 yr..."
<b>3</b>	<b>Goal 3:</b> Maintain and rehabilitate existing housing stock in Dane County.	
<b>3.a</b>	<b>Objective:</b> Encourage the infilling of housing in urban areas that make more efficient use of existing infrastructure.	(1) "I support infill, including with new business buildings." (2) "Yes, please incorporate in plan as written." (3) "This should be a no-brainer."
<b>3.b</b>	<b>Objective:</b> Preserve long-term affordable housing for low-income people.	"Yes, please incorporate in plan as written."
<b>3.c</b>	<b>Objective:</b> Recognize the value of existing housing in established neighborhoods and support rehabilitation efforts.	
<b>3.d</b>	<b>Objective:</b> Promote group land ownership opportunities, particularly for owners of mobile homes.	"This might make life much more pleasant for mobile home owners and end their feudal relationship with mobile home park owners. At least it should be an option for those who want it."
<b>3.e</b>	<b>Objective:</b> Encourage housing policy that promotes and maintains safe neighborhoods.	
	<i>Objective: Encourage fair housing throughout the county. (Goal 1)</i>	" <u>Yes to 1st Potential Objective.</u> I live in a Township and agree that <u>fair</u> housing should be encouraged throughout the county. I think wealthy farm family groupings in our township in our forested areas and our farmland should be <u>reduced</u> (these take up valuable farm and woodland and wildlife habitat) and clustered housing also be made affordably available for those who want to live closer to rural cities and villages..."
	<i>Objective: Support bilingual marketing, real estate services and housing program services. (Goal 1)</i>	"Yes, we need to support bilingual marketing, information, etc. given our increasing bilingual population."

#	<b>Draft Housing &amp; Economic Development Goals and Objectives*</b>	<b>7-21-04 Feedback</b>
	<i>Objective: Promote education about the benefits of compact housing development. (Goal 2)</i>	<b>(1) "This is desperately needed." (2) No; does not need to be in the plan for the public. Developers are already doing this -- it's in <u>their</u> plan. Residents of townships are well aware already. Some residents are hesitant to have compact housing on good farmland."</b>
	<i>Objective: Support regional networks to foster the collaboration of public and private housing development stakeholders. (Goal 1)</i>	
	<i>Objective: Support the ability of the elderly to "age-in-place." (Goal 1)</i>	
	<i>Objective: Increase efforts to support (low-income) renters. (Goal 1)</i>	
	<i>Objective: Support the creation of live/work units to accommodate the needs of Dane County residents. (Goal 1)</i>	
	<i>Objective: Address municipal code barriers to affordable, accessible housing for renters and owners. (Goal 1)</i>	
	<i>Objective: Involve employers in affordable unit availability, rental and ownership. (Goal 1)</i>	
	<i>Objective: Improve homeownership rates for minorities. (Goal 1)</i>	
	<i>Objective: Address property tax burden for people living on a fixed income. (Goal 1)</i>	
	<i>Objective: Create neighborhoods with green spaces, activity centers for youth and adults and grocery stores. (Goal 1)</i>	<b>"I think the idea about grocery stores is an important one that should be kept -- this is the most common shopping people do and it's often hard without a car."</b>
	<i>Objective: Promote the supply of assisted living housing.</i>	
#	<b>II. Draft Economic Development Goals &amp; Objectives</b>	
	<b>Alternative A: Draft Economic Development Goals</b>	
	<b>Goal 1:</b> Expand the economic base by attracting and incubating new business and industry.	
	<b>Goal 2:</b> Create a range of employment opportunities by expanding and diversifying types of businesses and industries.	
	<b>Goal 3:</b> Stabilize the current economic base by retaining business and industry.	
	<b>Alternative B: Draft Economic Development Goals</b>	

#	Draft Housing & Economic Development Goals and Objectives*	7-21-04 Feedback
	<b>Goal 1:</b> To create a robust economy that retains, attracts, expands and incubates business and industry.	
	<b>Goal 2:</b> To create a range of quality employment opportunities.	
	<b>Goal 3:</b> Build on the strengths of Dane County.	
	<b>Economic Development Objectives</b>	
a.	<b>Objective:</b> Designate an adequate number of sites for locating business and industry.	(1) "This objective would be better with the addition of an adjective: 'Designate an adequate number of <u>appropriate</u> sites for locating business and industry.'" (2) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."
b.	<b>Objective:</b> Identify, maintain and enhance factors that keep and attract investment in Dane County.	"Please incorporate in plan to identify, maintain and enhance factors that keep and attract investment in Dane County. This only makes perfect sense and it's clearly needed."
c.	<b>Objective:</b> Identify, maintain and enhance quality of life factors such as arts, culture, the environment and other amenities that keep and attract talent to Dane County.	
d.	<b>Objective:</b> Encourage regional collaboration between communities.	" should be incorporated in the plan encouraging regional collaboration. I'm not sure that all cities in the region are collaborating with their neighboring townships and villages, so I'm inclined to say <u>encourage collaboration</u> as well as <u>increasing</u> the limited collaboration that happens between areas."
e.	<b>Objective:</b> Assist communities in planning and developing commercial and industrial areas that are well designed and properly located.	
f.	<b>Objective:</b> Encourage increased regional collaboration of business incentives.	
g.	<b>Objective:</b> Target business incentives to small locally-owned businesses while emphasizing quality employment over quantity.	" should be incorporated in the plan encouraging regional collaboration. I'm not sure that all cities in the region are collaborating with their neighboring townships and villages, so I'm inclined to say <u>encourage collaboration</u> as well as <u>increasing</u> the limited collaboration that happens between areas."
h.	<b>Objective:</b> Direct new business and industry to areas that have adequate public services, including public transportation.	(1) "Great idea." (2) "I support this objective." (3) "Yes." (4) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."

#	Draft Housing & Economic Development Goals and Objectives*	7-21-04 Feedback
i.	<b>Objective:</b> Encourage businesses to locate in activity center nodes or along transit corridors. (Comment: In order to maximize the efficiency of existing and future transportation systems and ensure that jobs are accessible to workers.)	(1)"Yes -- we need to use our existing transportation routes instead of creating new ones." (2) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."
j.	<b>Objective:</b> Support efforts to incorporate and educate non-English speaking employees and employers.	"Please incorporate this into the plan."
k.	<b>Objective:</b> Support and encourage incubators and entrepreneurship in collaboration with local, state, and federal efforts.	
m.	<b>Objective:</b> Promote the arts, culture, and tourism as a means to foster job creation and economic development.	
n.	<b>Objective:</b> Support efforts to market the county as an attractive place to live, work, and play.	
o.	<b>Objective:</b> Support networks to foster the collaboration of private and public economic development stakeholders.	
p.	<b>Objective:</b> Promote agricultural economic development to keep farming viable and help farmers to improve their profitability.	(1)"Promote agricultural economic development to keep <u>Dane County as a leader in the Agricultural Industry.</u> " (2) "Please incorporate this into the plan."

### General Comments for HED:

(a)"I'm disappointed in the lack of progress in this work group - can't you agree on any objectives? Ms. Bruskevitz's explanation that you are waiting for public input - is not compelling. It seems that there is not a serious commitment to getting something done."

(b)"How are they tied to and working with private non-profits working on low-income and affordable housing? How does this relate to inclusionary zoning? It must be included, spoken to."

(c)"Dane County must come up with affordable homes for young-first time buyers. Both - rural and urban. Not all people want apartments. Maybe we can offer long-term tax incentive to developers to participate, mainly on cost of lots."