

**Dane County Comprehensive Planning
Housing and Economic Development Work Group Meeting
July 29, 2003 Village of Cross Plains**

Report Out from Small Groups

Group 1 -Housing

Goals:

- Nine housing goals may not be enough, don't satisfy wide variety of housing types that people want.
- Broad range of housing and neighborhood types, not just higher density.
- Habitat for Humanity, trying to build a better, more affordable house.
- The financing mechanisms for housing development should be examined in order to reduce costs.
- Public needs better understanding and education of economics of development.
- Goals address special needs housing with supportive services including renters.

Gaps:

- Physical cost vs. financial cost (hard vs. soft) quantifying this difference.
- Housing stock – what is being created.

Group 2 - Housing

Ideas for policy

- Long-term affordability (land trusts).
- Goals should be measurable quantifiable and achievable
- Develop intergovernmental groups to monitor plans progress
- Incorporate mobile home parks as land trusts
- Goals are comprehensive and matched to meet needs of market
- Increase # of SRO units for single people making less than 30% CMI
- Increase infill housing efforts in all DC communities
- Support housing choices in agricultural communities
- Make sure new housing maximizes current infrastructure
- Locate affordable housing within walking distance of transit and jobs
- Government provide framework but private sector do bulk of effort
- Leverage housing funds to allow private sector to utilize them
- Provide housing diversity in all communities.

Gaps

- Explore land trusts as way to create housing.
- Explain real estate cycles and supply and demand.
- Geographically chart where housing and jobs are being created and link between the two

- Coordinate all public funding sources and who is responsible
- Who pays more than 30% for housing by income and why.
- Need homelessness stats, use gaps analysis from the Homelessness Continuum of Care
- How many commute to jobs outside their residence.
- Which employment areas providing service jobs are not accessible by transit
- What are specific housing needs of Hispanic and Hmong population.
- Inventory of SRO units by location
- Show housing costs of renters and owners for each community.
- Cross-reference existing housing reports – don't duplicate staff time.

Group 3 – Economic Development

Ideas for Improving Goals:

- Goals should be specific and set quantifiable and measurable targets
- Problem with old master plans is that they have nice goals but no implementation or enforcement mechanisms
- Jobs should be located near to transit to reduce transportation burdens
- Job creation should not be emphasized since we are, and will continue to create more jobs than workers.
- Instead of job creation, goal should be attraction and retention of talent; talent that shares and respects county values.
- Job creation and retention should be specific to high quality and high paying jobs, not just any job.
- Goals regarding supporting agricultural business – clarify what we mean by agricultural business, does it mean huge plants that may have environmental or quality of life concerns, or does it mean smaller businesses that are supportive of community and environmentally friendly?
- Business development goals should prioritize wealth creating businesses such as manufacturing over businesses that drain dollars out of the county or recirculate existing dollars within the county.
- Reduce competition between communities for tax base. Look at mechanisms like intergovernmental agreements, tax-base sharing. How could county police competition? Change in state statutes?
- How do we balance the distribution across the county of businesses that generate net taxes?
- How do we attract and keep businesses in a very competitive environment when land prices and business incentives vary widely?
- Promote community asset mapping to address competition issue.
- Is full range of businesses in all communities practical or desirable? This is not feasible or a good goal.
- Keep farms as farms, not selling for development
- Foster environment supportive of agricultural business growth
- Provide incentives for infill development as a way to preserve farmland.

- Rural sewage district tend to be middle to upper end housing without full range of housing choices. Is this desirable?
- Reduce brain drain by encouraging spin off businesses from technology creation at university
- Support non-English speaking employees
- Support preservation of county's natural resource bases by developing markets for value-added products.
- County employees residing within localities, promote "buy Dane" and "employ Dane"
- Promote increased density
- Priority purchasing programs to support buying locally produced products
- Promote opportunities for green, historic, and bike tourism.
- Integrate land use planning with housing and econ development
- Growth trends in comm. Outside Madison
- Promote and identify locally owned businesses.

Information Gaps

- More information on small businesses, current data and existing programs to assist them.
- More information on business and housing growth trends in communities outside Madison