



VILLAGE OF
COTTAGE GROVE, WI

MELISSA RATCLIFF

Village of Cottage Grove Trustee
County Board Supervisor District 36

mratcliff@village.cottage-grove.wi.us

Ph: 608-239-6548

From the Dane County Housing Needs Assessment: 2019 Update

	Renter Households with incomes below 30% AMI	Rental units whose rent is affordable to households at 30% AMI	Affordable rental housing gap for households with incomes below 30% AMI
Villages			
Cottage Grove	110	0	110
Waunakee	175	70	105
Deerfield	80	25	55
Mazomanie	75	40	35
Blue Mounds	10	4	6
Oregon	115	135	*
DeForest	215	145	70
Mount Horeb	205	125	80
Cross Plains	85	50	35
Dane	25	35	*

bedroom community

[bedroom community] 

NOUN *NORTH AMERICAN*

a residential suburb inhabited largely by people who commute to a nearby city for work.

What to do?

EDUCATION!

PRESENTATIONS –

- 1/7/19 - Olivia Parry with Dane County Planning
- 2/11/19 - Nicole Solheim with Gorman Properties
- 3/4/19 - Jacob Klein with JT Klein Properties
- 6/17/19 - Kurt Paulsen with UW Planning

Presentation on January 7, 2019

Olivia Parry – Dane County Planning &
Development

“How Communities Can Expand Their
Housing Options in Dane County”

Presentation on February 11, 2019

Nicole Solheim – Gorman Company

“Housing Options to Support Businesses”

Benefits of Local Housing Options

- **Residents:**

- Live, work, play in same community
- Ability to age in place over time – or come back as an adult

- **Businesses:**

- Shorter commute times for employees
- Reduced employee turnover and business costs

- **Municipality:**

- Retain and attract businesses
- Job creation
- Increased tax base

From Nicole Solheim with Gorman Company's presentation to Village Board 2/11/19

Presentation on March 4, 2019

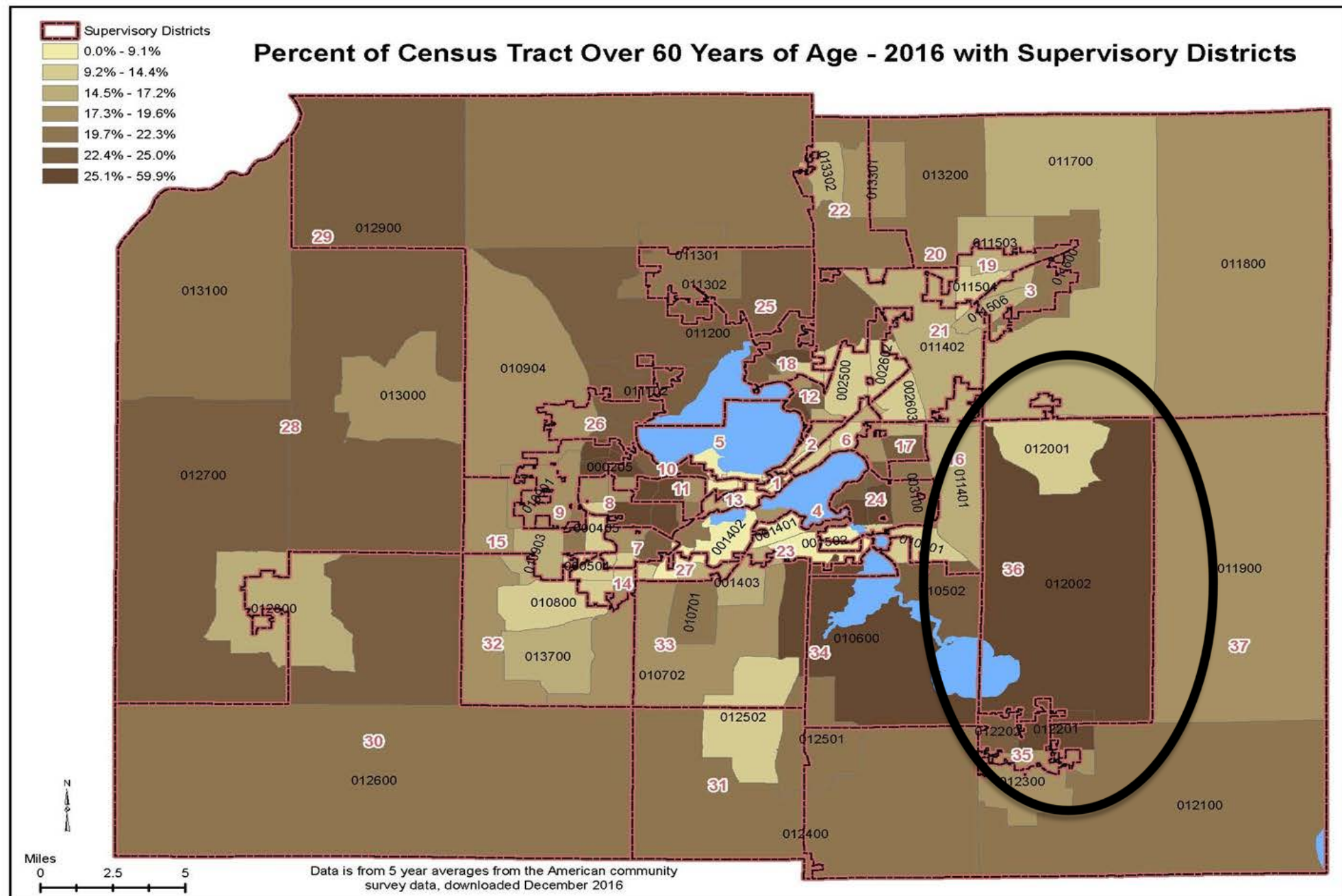
Jacob Klein – JT Klein Company

“How Economic Development Breeds Further
Economic Development”

Presentation on June 17, 2019

Kurt Paulsen – UW Department of Planning

“Presentation on Dane County Housing Needs
Assessment”



- Review your community's needs
- Think about where you want to be as a community in 5 years, 10 years, 20 years +
- Assess your current population
- Assess your current housing options

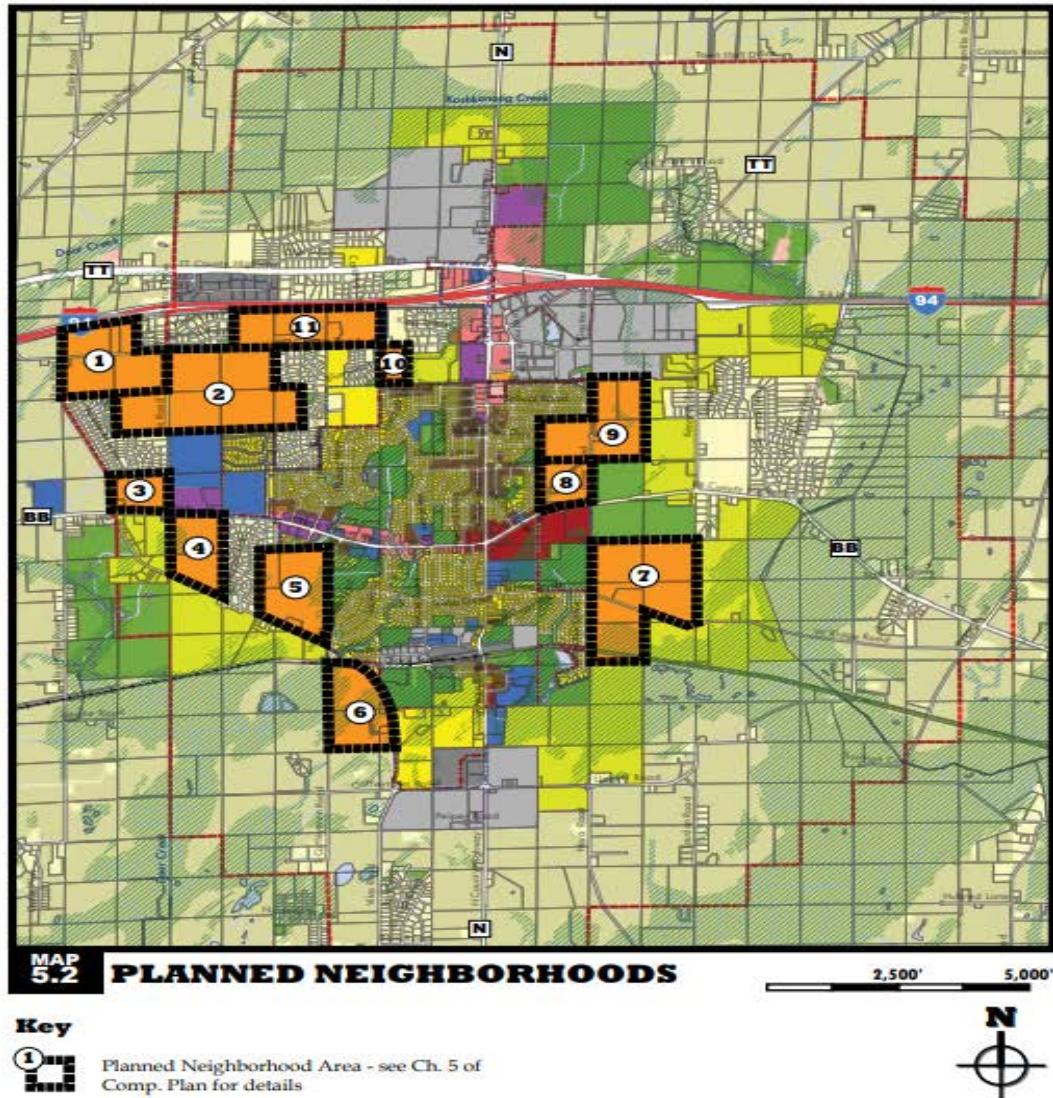


[HOME OWNERSHIP](#) [RENTAL](#) [DEVELOPMENT](#) [EN ESPAÑOL](#) [DONATE](#) [ABOUT](#) [NEWS](#) [CONTACT](#)

Housing solutions for people and families with disabilities

SCROLL





Source: Village of Cottage Grove

Draft



Planned Neighborhood #1

Primary land owners: McAllen Properties, and Ellery Jensen

Typical percentage unit breakdowns should apply in this neighborhood, with highest density uses located adjacent to Buss Road, with duplex as a transition to single family residential.

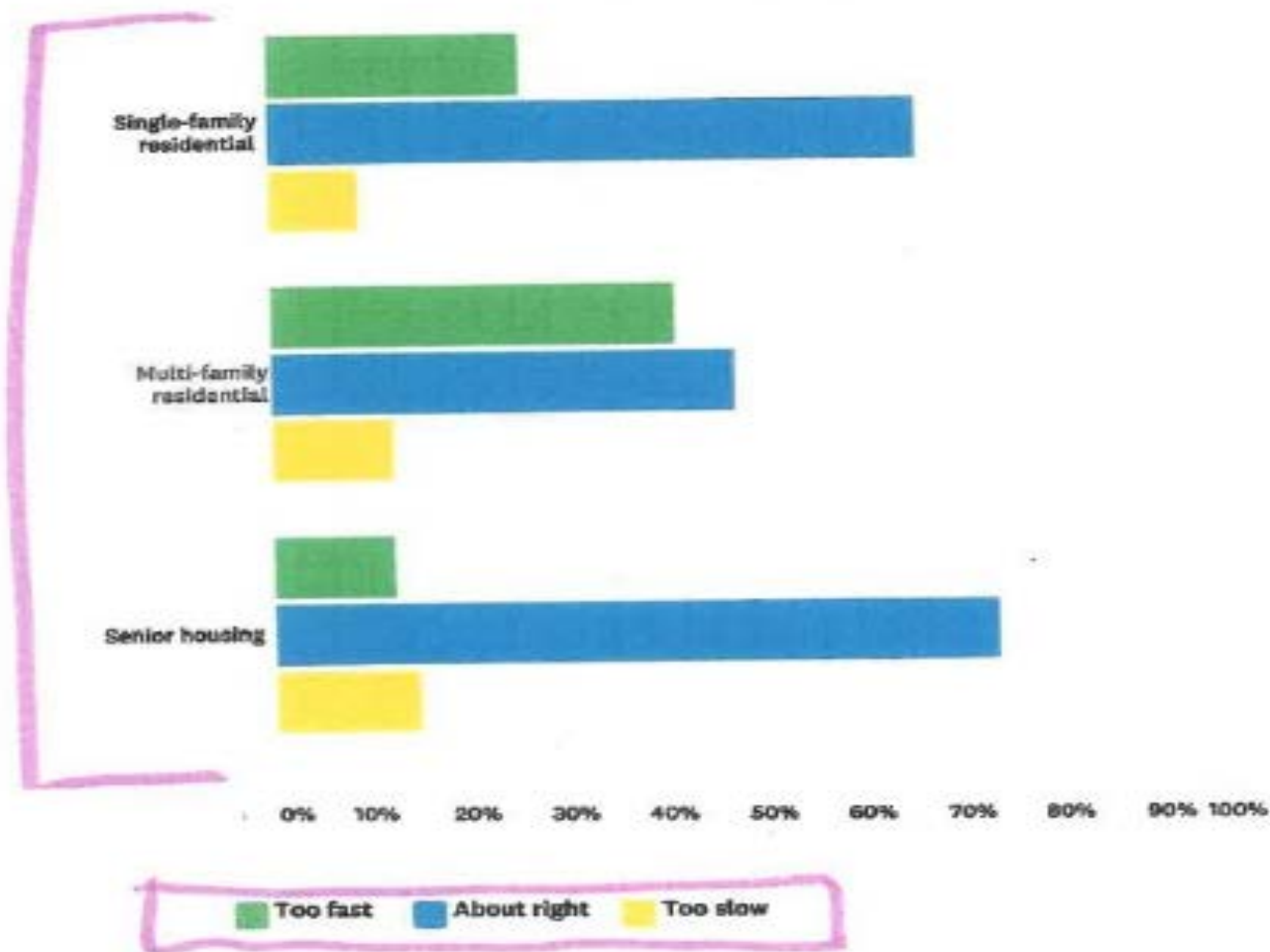
Larger than typical single family lots may be allowed adjacent to existing Town residential lots, to provide a transition to typical Village lots. Smaller lots may be appropriate north of Gaston where not adjacent to existing lots.

The Homburg property adjacent to the south is expected to include a small park. Therefore, a small park in this neighborhood may be better located north of Gaston Road.

At a minimum, access points from Buss, Gaston, and Vilas Roads should be as shown above with precise locations to be determined during platting.

Q16 Please provide your opinion regarding the pace of development in the following land use categories in the Village over the past 10 years.

Answered: 247 Skipped: 31



What to do?

EDUCATION!

Where to start:

CONTACT:

Olivia Parry, Senior Planner
Dane County Planning & Development Dept.

Phone: (608) 266-4270

Email: parry@countyofdane.com



VILLAGE OF
COTTAGE GROVE, WI

MELISSA RATCLIFF

Village of Cottage Grove Trustee
County Board Supervisor District 36

mratcliff@village.cottage-grove.wi.us

Ph: 608-239-6548



OREGON HOUSING COALITION

Karin Victorson, Village of Oregon
Dane County Housing Summit
October 10, 2019

Village of Oregon

- ▶ Population - 10,033
- ▶ Size = 4.42 miles
- ▶ Distance to Madison - 25 minutes
- ▶ Median age - 37.2
- ▶ Seniors - 1,428
- ▶ Kids 19 and under - 3,184

American Community Survey 2013-2017 5 yr. Community Estimates. US Census

Village of Oregon

- ▶ Average Median Income - \$76,480
- ▶ 47% of cost-burdened households are seniors
- ▶ 18% of students on free and reduced lunch
- ▶ Average home price - \$226,900

Oregon Housing Coalition

Background and Process

► Connection and Conversation

- Volunteered in schools and community for years
- Contacted key community leaders—Village Board, Chamber of Commerce, pastors, school district social workers
- Contacted DCHI for help and resources
- Village board members secured meeting space
- First meeting March 2017

Oregon Housing Coalition

Organization

▶ Structure and Roles

- ▶ President, Vice-President, Secretary
- ▶ Committees
 - ▶ Land/projects, Education/Advocacy, Policy

▶ Meetings

- ▶ 1x/month for one hour at Village Hall, informal, anyone can come

Oregon Housing Coalition Goal

Through education and advocacy, our goal is to develop 200 housing units (rental and home ownership) for extremely cost-burdened Oregon residents (those making 0-50% of the Area Median Income).

Oregon Housing Coalition Activity

- ▶ Brought in the experts—DCHI
- ▶ Collected housing data—Kurt Paulsen
- ▶ Looked at Village's Comprehensive Plan and language about housing
- ▶ Village established an Affordable Housing Fund
- ▶ Presented to community groups
- ▶ Article in local paper
- ▶ Conducted an informal survey of local businesses
- ▶ Secured funds using grants to update and keep and update current affordable housing
- ▶ Created a logo and fact sheet

Oregon Housing Coalition

- ▶ It's a marathon not a sprint—next steps and challenges
 - ▶ Current objectives are to find land or owners who will sell
 - ▶ Spreadsheet of all available land in the Village
 - ▶ Priority is land Village can purchase
 - ▶ Assist land owners who want to sell with finding a developer who could do affordable housing
 - ▶ Contact landlords
 - ▶ Establish a fund to help residents update their homes
 - ▶ Educate community on the need for housing

Thank you!

- ▶ Karin Victorson
- ▶ karinv@charter.net

Dane County Housing Summit

October 10, 2019

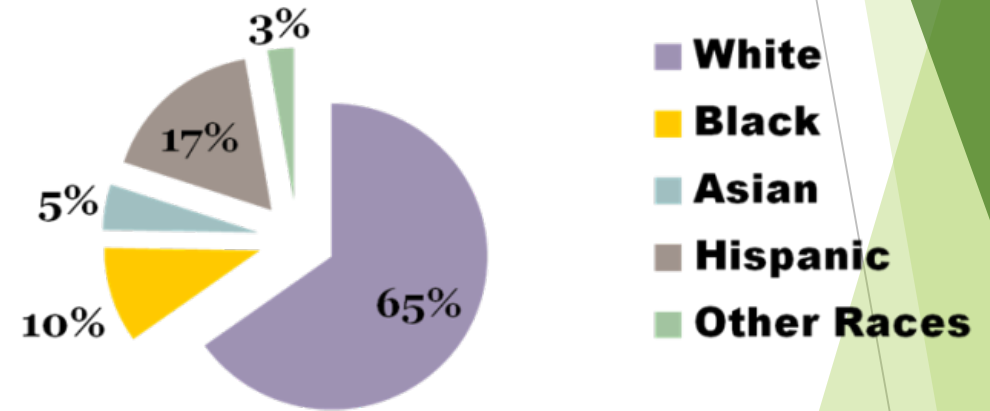


- Mayor Aaron Richardson -City of Fitchburg
- Elected 2019
- Former Alder - Two Years
- Former Parks Commission Member - Nine Years
- Co-Chair of Fitchburg Housing Task Force
- Chair of the EMS Commission
- Member of Public Safety & Human Services
- Member of Personnel Committee



Fitchburg at a Glance:

- Growing Population - 28,316* (Jan. 1, 2018 WIDOA), 605,435 Madison MSA - 3rd Largest Community in Dane County
- Home to 754 Businesses: 17,637 Labor Force* , 1.7% Unemployment Rate*
- \$3.1 Billion Tax Base* (Jan. 1, 2018 WIDOR)
- 2019 Budget of \$45.0 Million (Levy Funds)
- Aa1 Bond Rating
- Median Income - \$69,505*
- Average Home Valuation - \$294,000*



*Sources: HomeFacts, WEDC Community Profile, 2010 Census, WIDOR, Locate in Wisconsin, Fitchburg Chamber VBB, WIDOA

Fitchburg Housing Plan: City's Approach

- Housing Goals Established by Comprehensive Plan Adopted in 2009
- Fitchburg Housing Assessment Completed in 2014
- Capitalized Fitchburg Affordable Housing Fund in 2016 by Keeping TID 7 Open for an Additional Year
- 2017 Issued RFP for Consultant to Develop the Fitchburg Housing Goals, Strategies, Toolkit and Implementation Plan with Strong Emphasis on Affordable Housing Including Single and Multi-Family Housing
- Kicked Off Project January 2018 - Task Force of 52 Stakeholders
- Work Continued Throughout 2018 - Public Meeting Held - 13 Participants of Which 5 Were Residents
- Plan Was Approved by Common Council February 12, 2019



Fitchburg Housing Plan: Lessons Learned

- High Concentration of Housing That Developed Before the City Incorporated Account for the Majority of the City's "Affordable Housing"
- Single-Family and Multi-Family Mix is 50/50
- Multi-Family Development was Robust After the Recession with Longer Entitlement for New Single Family Developments Which Caused Concerns About Housing Mix
- New Neighborhoods Need to be Healthy Neighborhoods with a Wide Range of Housing Options
- City of Fitchburg is the only City the Dane County Housing Authority is not Authorized to Operate in
- Fitchburg has the second largest number of recipients of Section 8 Vouchers in Dane County



Fitchburg Housing Plan 2019 Implementation



- 2019 Common Council Passed an Ordinance Creating the Fitchburg Housing Advisory Committee
- 9 Members Consisting of 1 Alder, CEDA Representative and 7 At Large Members of Which Four Must be Residents
- Mayor is Appointing and Council is Approving Appointments
- First Order of Business is Consideration to Authorize DCHA Resolution

Fitchburg Housing Plan

Other Recommendations

- Review Fees
- Consider Keeping Future TIDs Open an Additional Year to Capture Increment
- Develop Healthy Neighborhoods with a Mix of Housing Types
- Add More Single Family Homes Along Fish Hatchery Road
- Add More Rentals with 3+ Bedrooms
- Build More Attached Owner-Occupied Residences
- Support Housing Needs of Our Senior Citizens
- Elected Officials Involvement in Development Project Communication
- Consider Waiving Fees for Affordable Housing
- Consider Land Trust or Land Buy-Down for Affordable Housing
- To Maintain 50/50 Owner Vs Rental- Need 108 Owner Units and 117 Rental Units Per Year
- Need 640 New Senior Units by 2030 with 80% Affordable

New Affordable Senior Projects



- *Fitchburg Senior Housing by EJ Plesko & Associates*
- Corner of Traceway Drive & Fish Hatchery Road
- 160 Units
- Under Construction



- Novation Senior Common by Bear Development
- Town of Madison
- 60 Units
- Opened Summer of 2019

New Affordable Workforce Housing



- Artisan Village
- Town of Madison
- 169 Units
- Under Construction Spring 2020 Occupancy



- Limestone Ridge Apartments
- 120 Units
- Approved