

Economic and Community Development in Madison

RASCW Commercial Real Estate Summit June 23, 2022



Growth





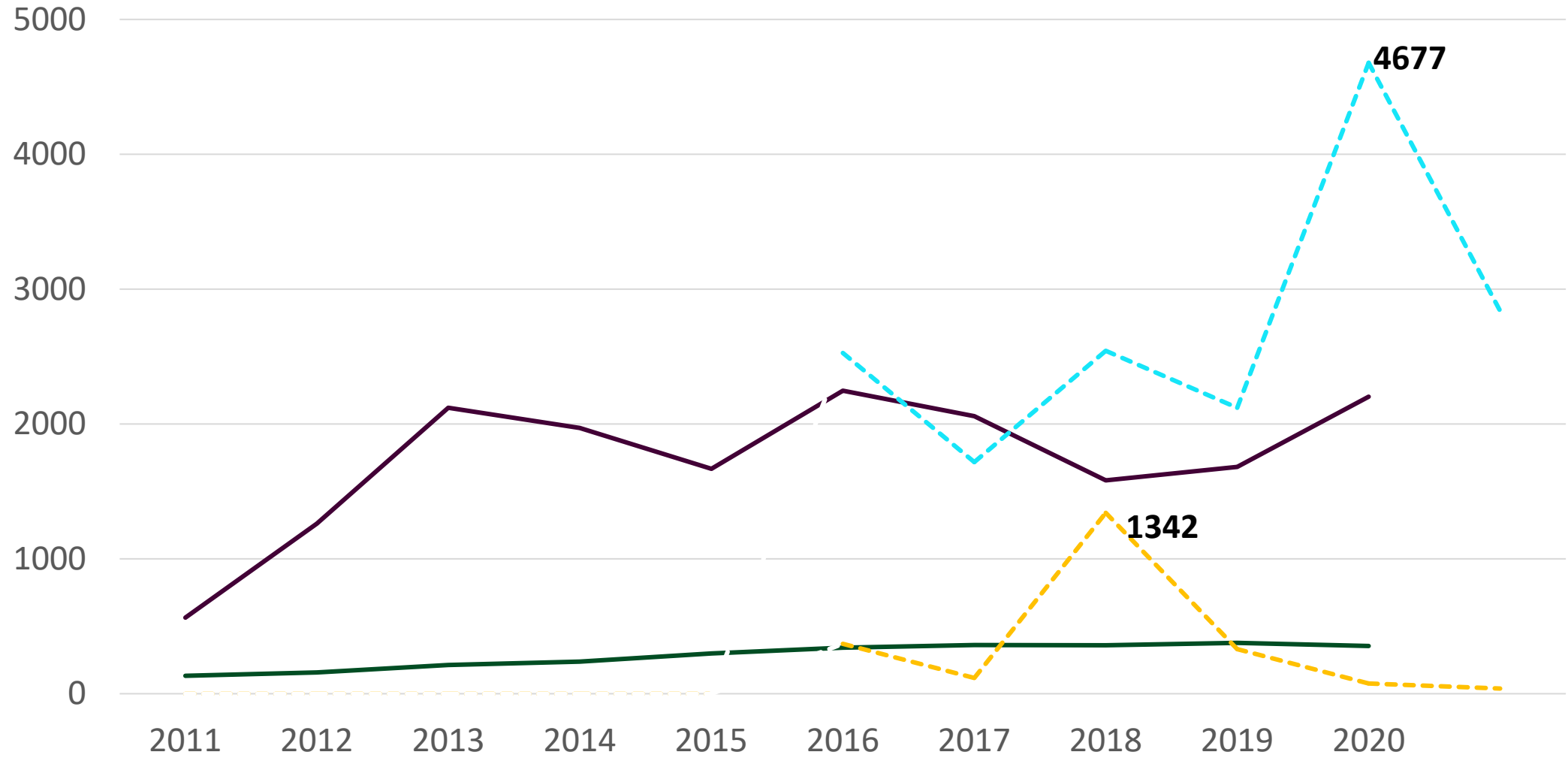
Development Activities

In 2020 & 2021, City of Madison Approved*

	2020	2021
Multi-Family Dwelling Units	4,400 +	2,600 +
Commercial/Office sf.	430,500 + sf.	462,000 + sf.
Office sf.	411,000 + sf.	220,000 + sf.
Industrial sf.	88,000 + sf.	505,000 + sf.
Hotel Rooms	151 +	221 +
Single-Family Lots	290 +	130 +

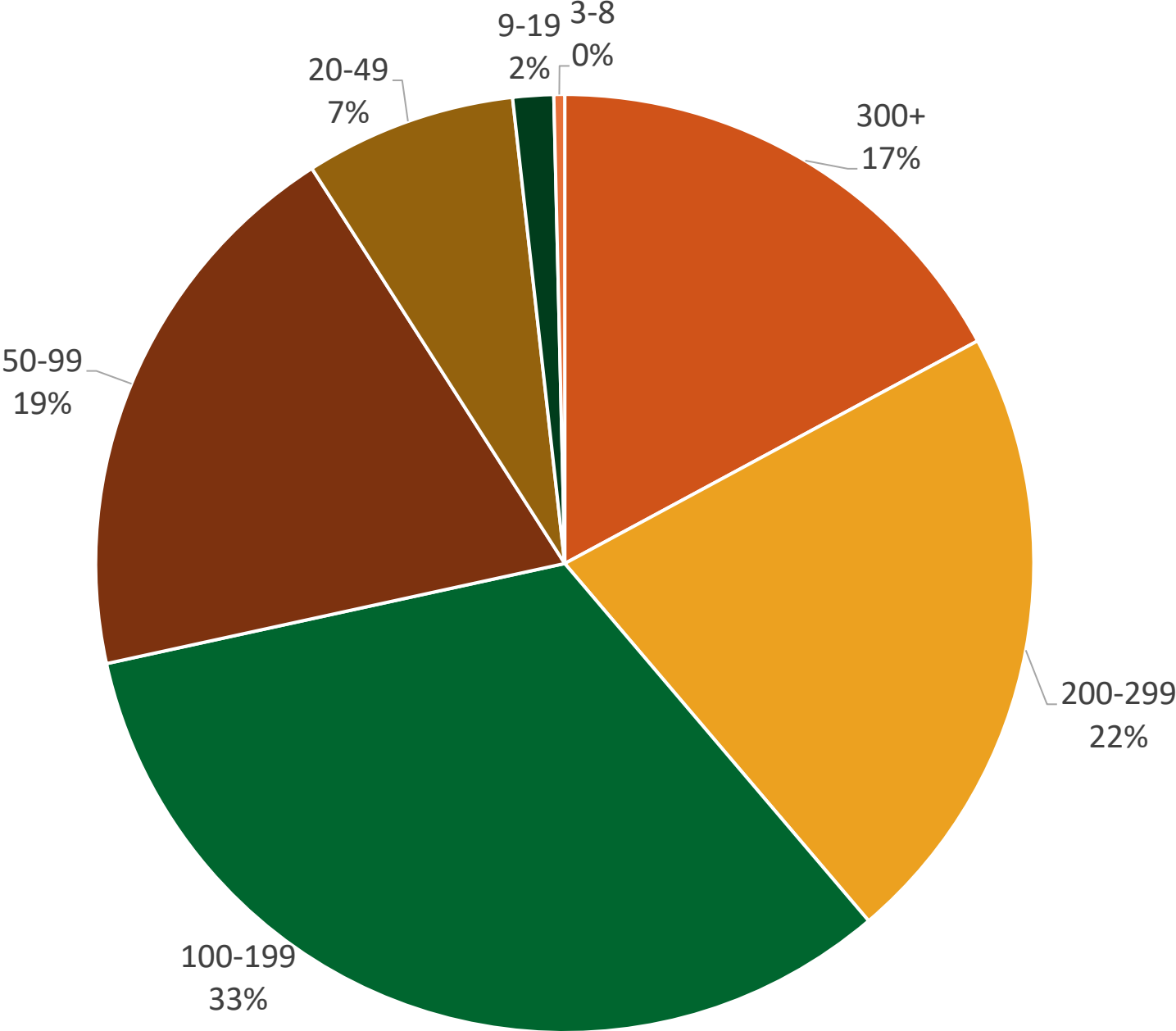
* Only developments which were reviewed and approved by the Urban Design Commission and/or Plan Commission are included in this table. It does not include those development proposals which bypassed this review as permitted uses.

Building Permits & Approved Housing Units - City of Madison



— Bldg Permits, SF Homes — Bldg Permits, Total Units
- - SF Lots Approved - - Total Units Approved

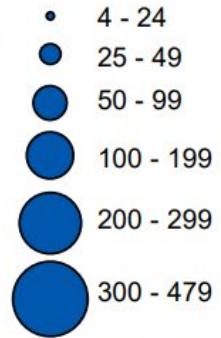
Housing Units Approved 2016-2021 by # of Units in Building



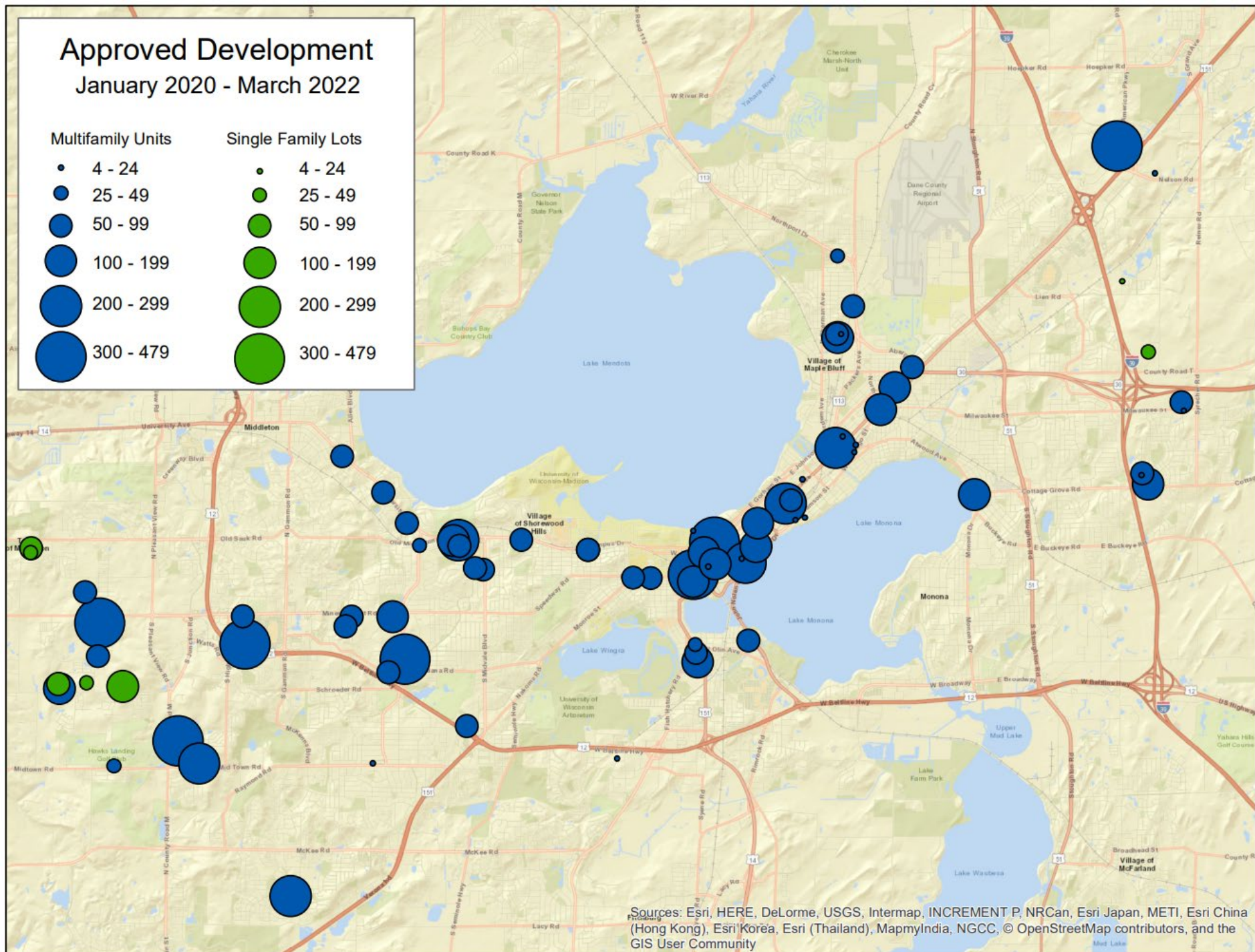
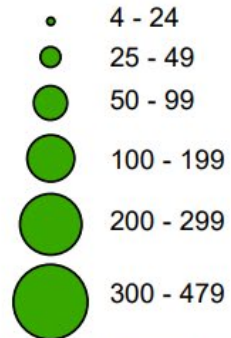


Approved Development January 2020 - March 2022

Multifamily Units



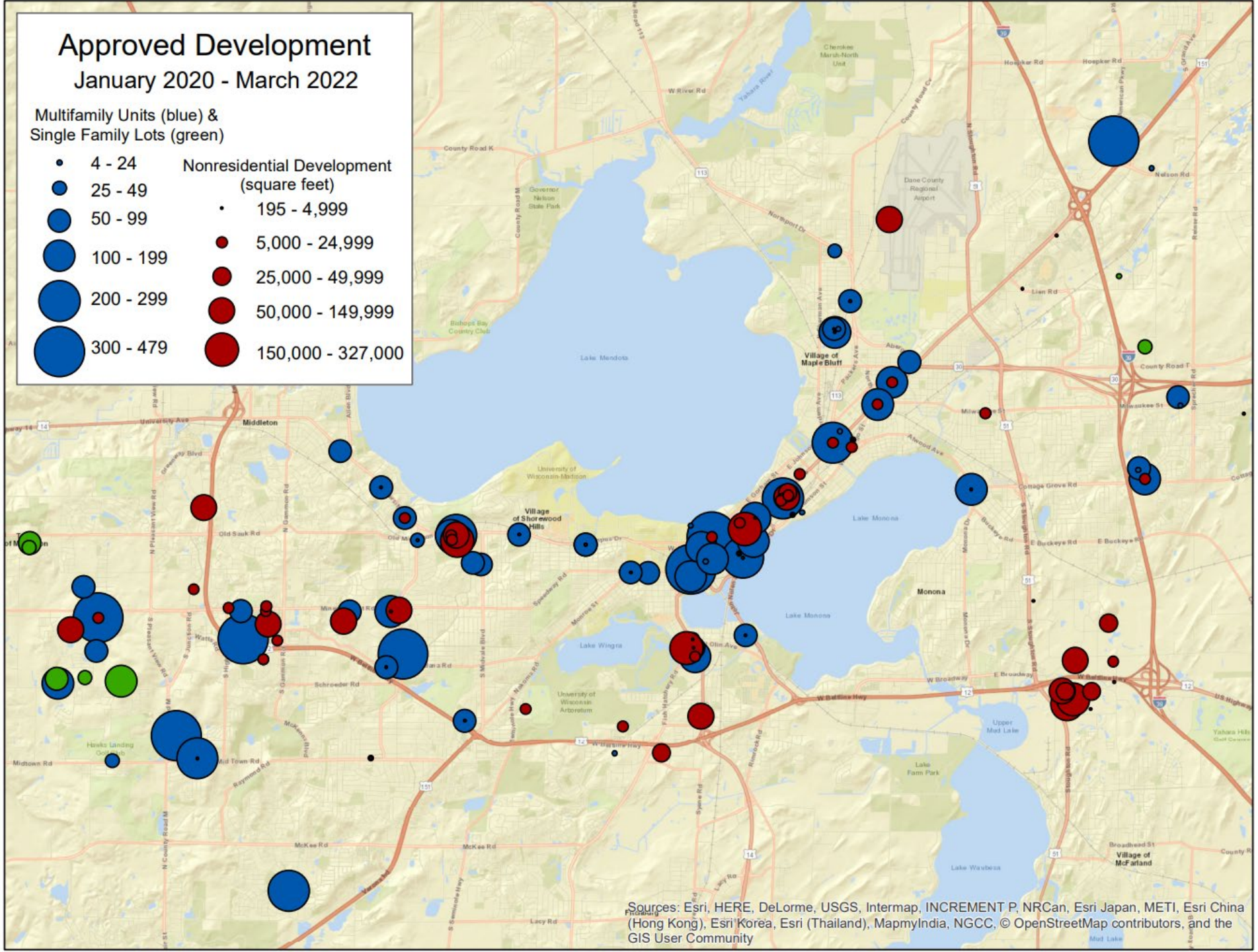
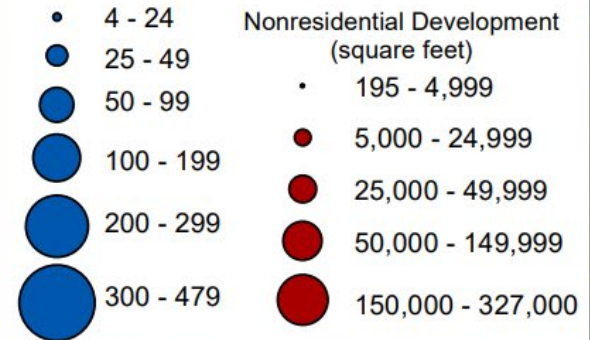
Single Family Lots



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

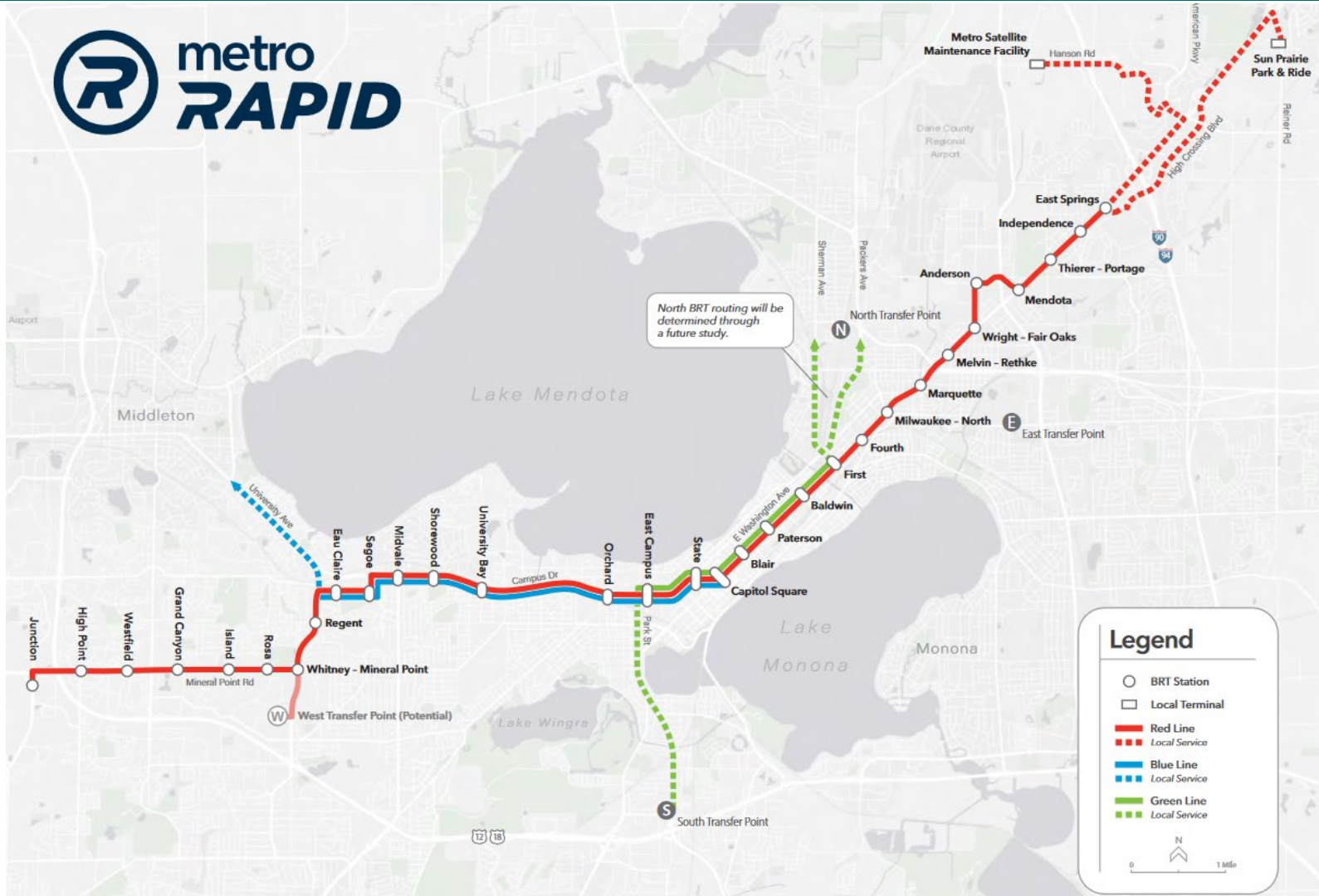
Approved Development January 2020 - March 2022

Multifamily Units (blue) &
Single Family Lots (green)



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

Bus Rapid Transit

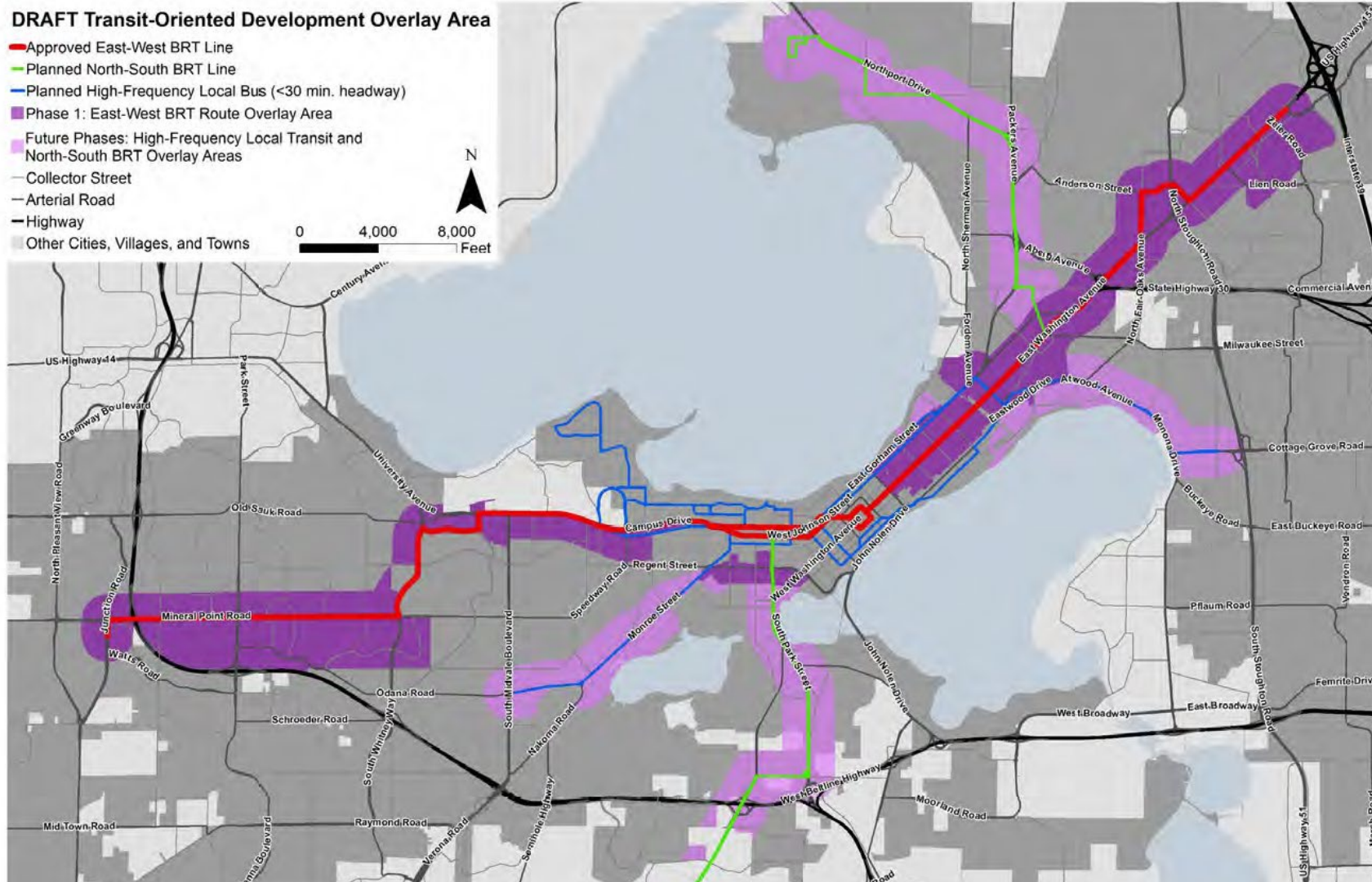
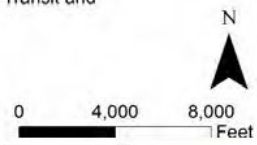


Transit Oriented Development

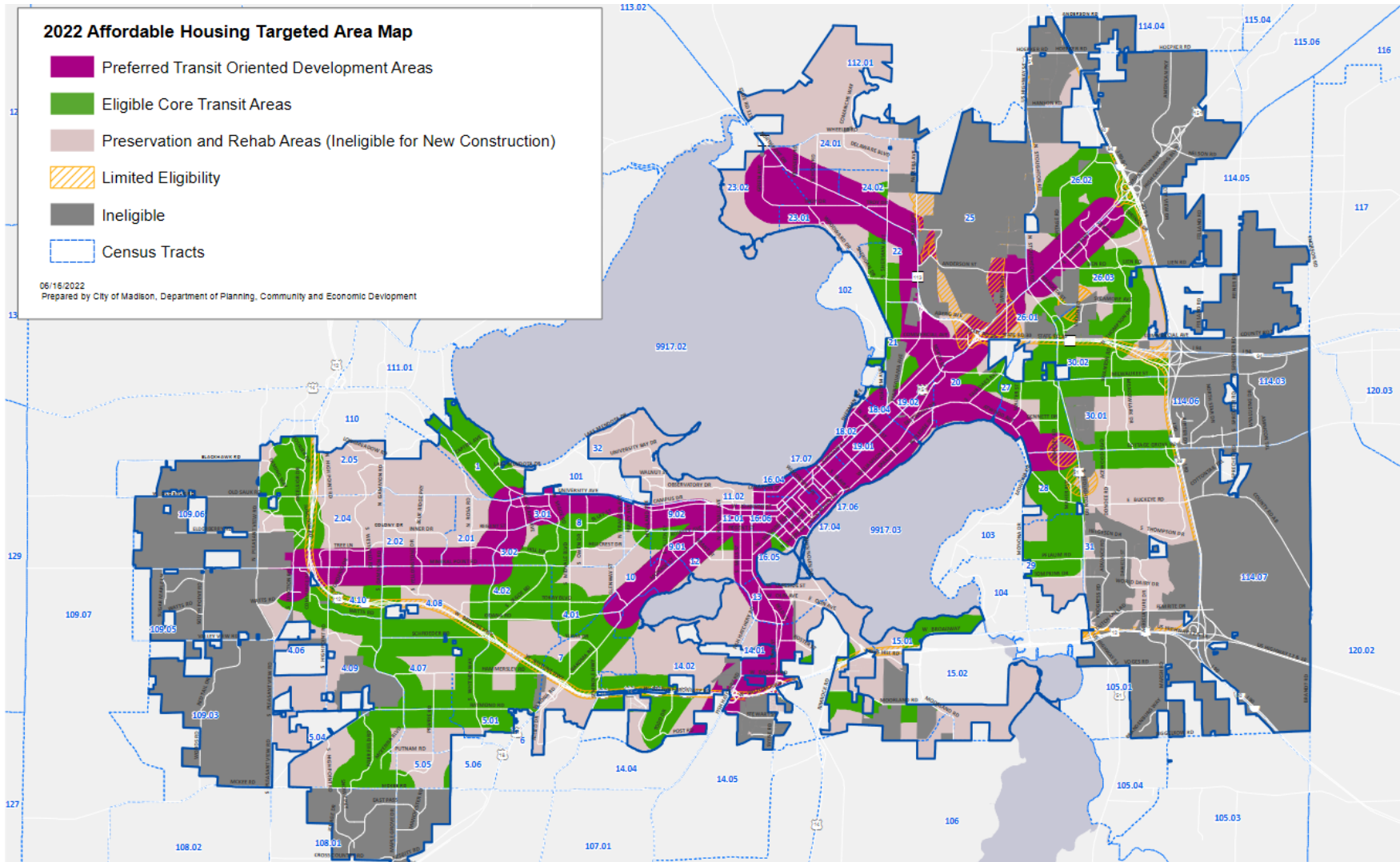


DRAFT Transit-Oriented Development Overlay Area

- Approved East-West BRT Line
- Planned North-South BRT Line
- Planned High-Frequency Local Bus (<30 min. headway)
- Phase 1: East-West BRT Route Overlay Area
- Future Phases: High-Frequency Local Transit and North-South BRT Overlay Areas
- Collector Street
- Arterial Road
- Highway
- Other Cities, Villages, and Towns



Affordable Housing





Economic Development

COVID Recovery





Small Business Equity & Recovery Grants

- Focus on businesses owned by people facing historical inequities
- Provided up to \$10,000 in grants
- Over 400 applications
- Helped over 350 businesses
- Over \$2,000,000 disbursed



Pop-Up Shop Pilot Program

- Short Term
- Low Cost
- Shared Space
- Vendor Support
- 100% POC
- 80% Women





Commercial Ownership Assistance Program

Program

- Funding for underrepresented business owners to purchase and renovate commercial space
- Up to \$250,000 forgivable loans
- Helps to build generational wealth



Demographics

- 100% BIPOC
- 75% Female
- 100% African American
- 25% LGBTQ+
- 25% Veteran

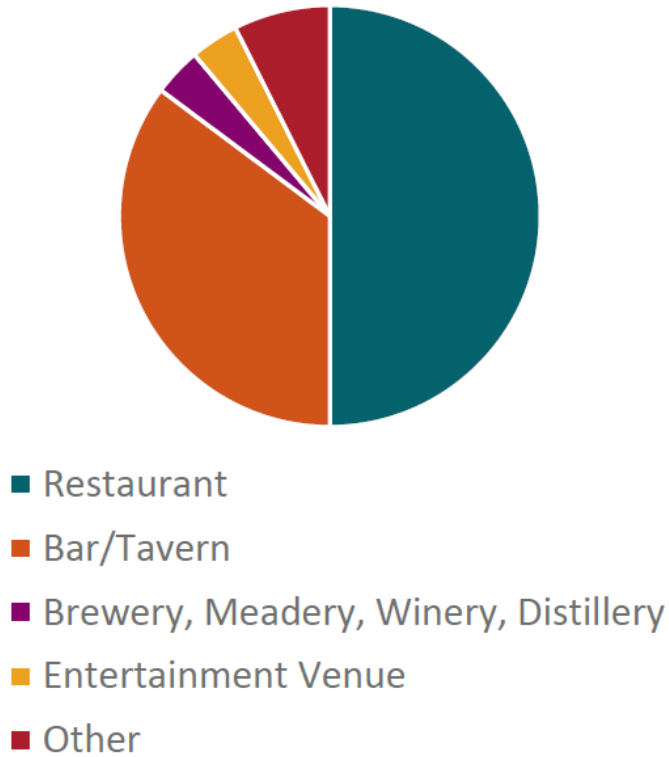
Streatery



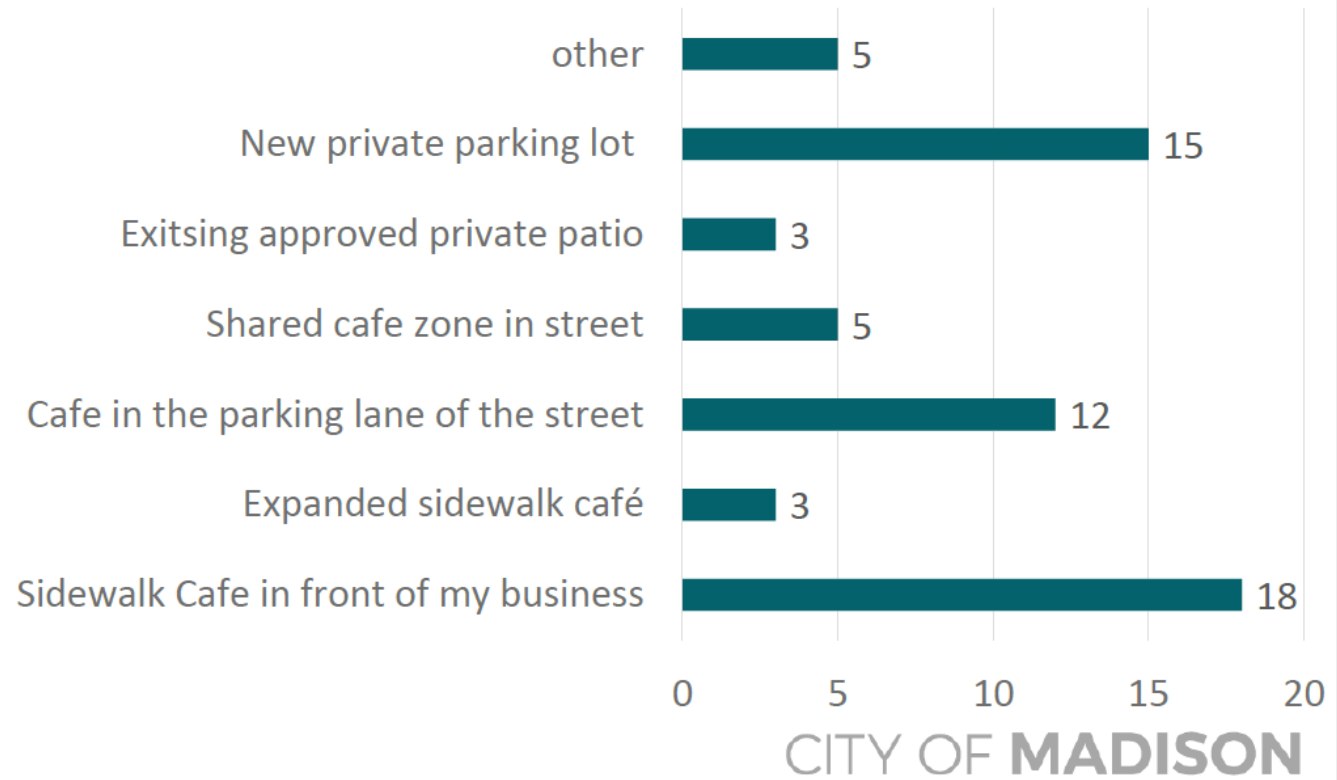
Streatery



What Types of Businesses Participated?



Streatery Types



Projects & Initiatives



Judge Doyle Square



Public Market



State Street TID



Lake Street Ramp



Regent Street TID



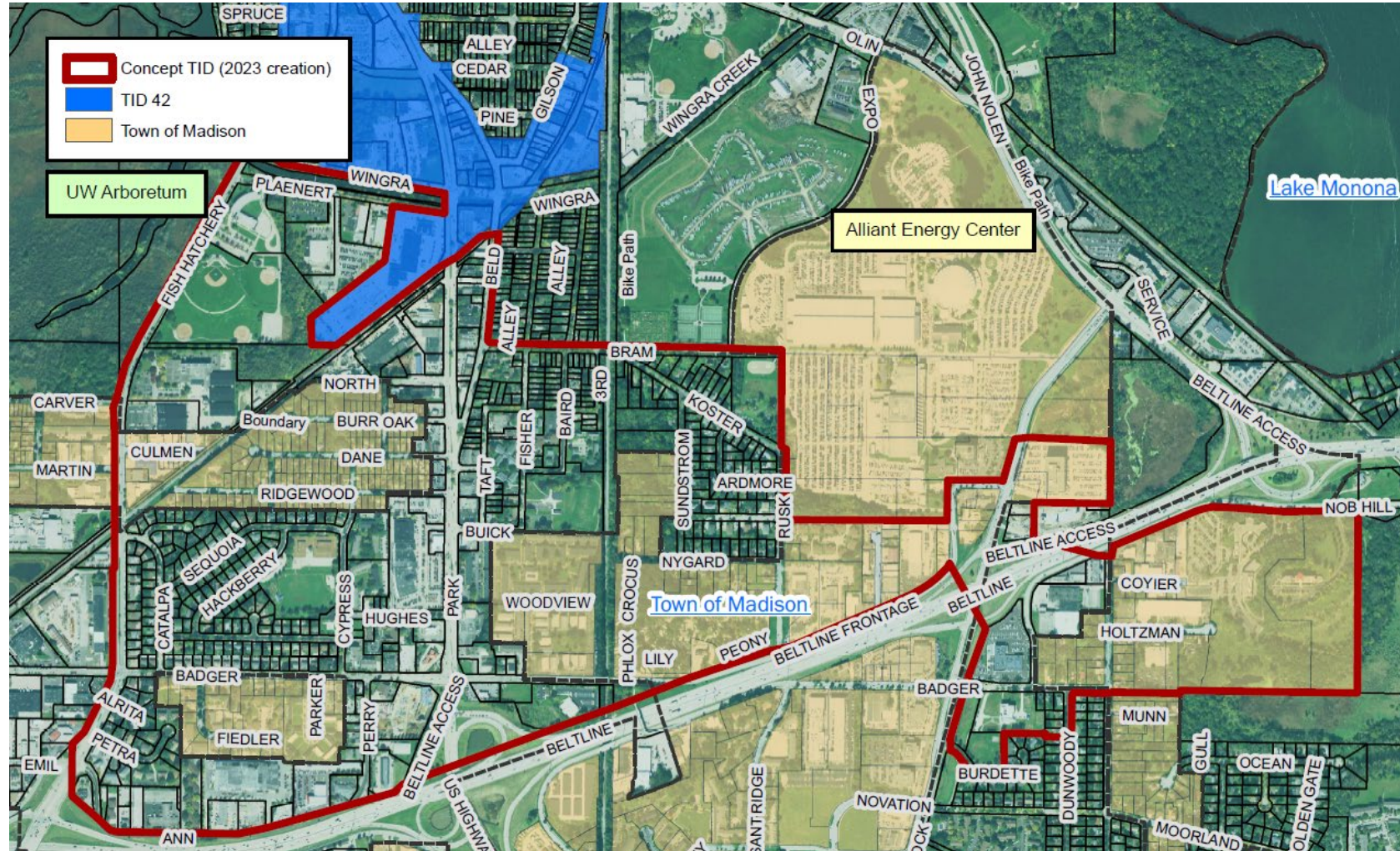
CDA Triangle Redevelopment



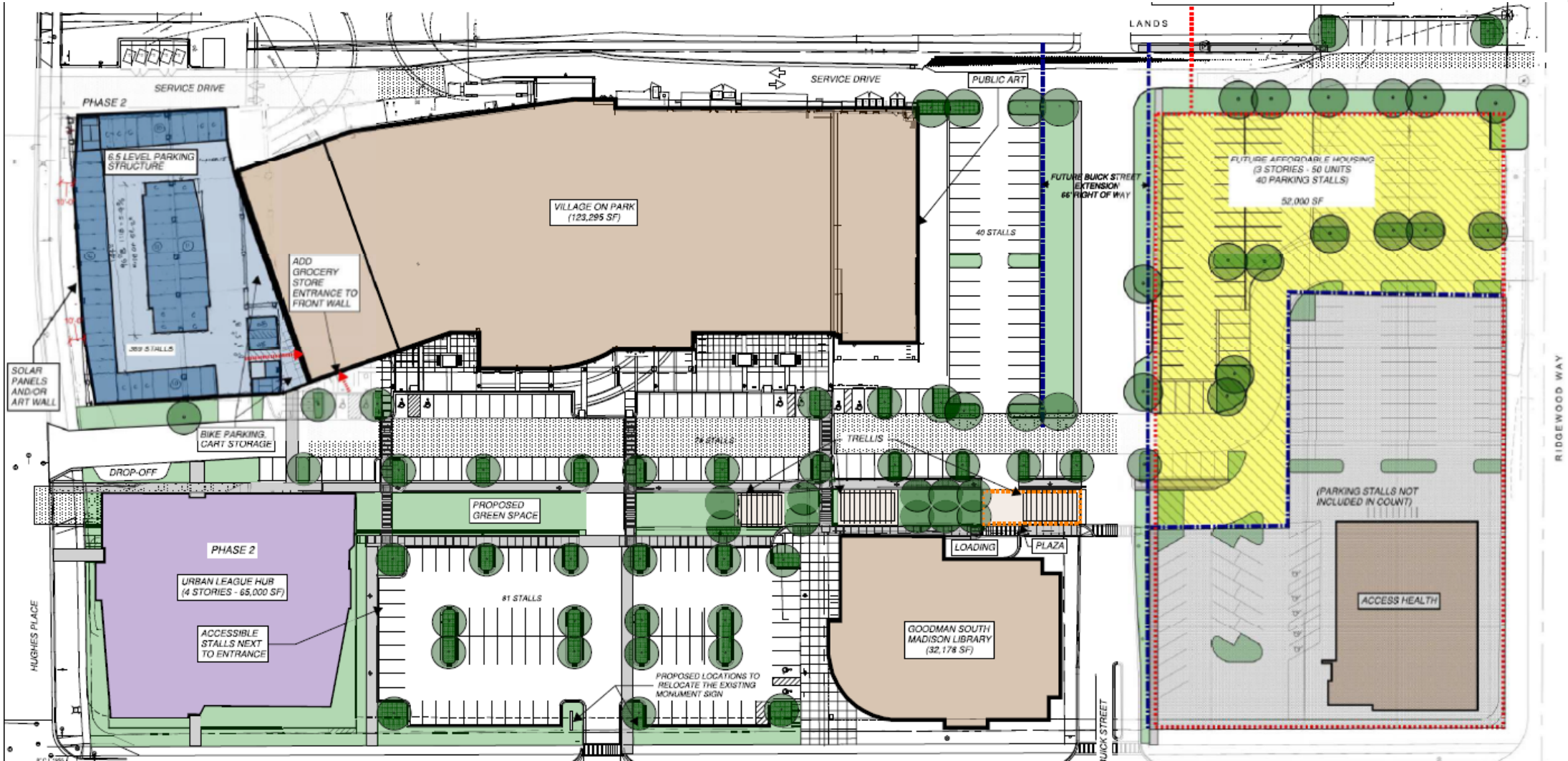
Truman Olson



South Madison TID



Village on Park/HUB



Black Business Hub



Centro Hispano



Center for Black Excellence



TIF Strategy



- **TID Forecasting**
- **TID Donation**
- **TIF for Affordable Housing**



Community Development & Housing



Housing Forward

Increase Housing
Choice

Create Affordable
Housing
Throughout the
City

Combat
Displacement and
Segregation

Ensure Seniors and
Others Can Stay in
Their Homes

Work to End
Homelessness



Increase Housing Choice

- ✓ Adopted a zoning ordinance to allow more housing as permitted use
- ✓ Adopted a zoning ordinance to allow accessory dwelling units a permitted use
- ✓ Adopted a Regional Mixed-Use zone for higher density mixed uses outside downtown
- Proactively rezoning areas to match future planned uses

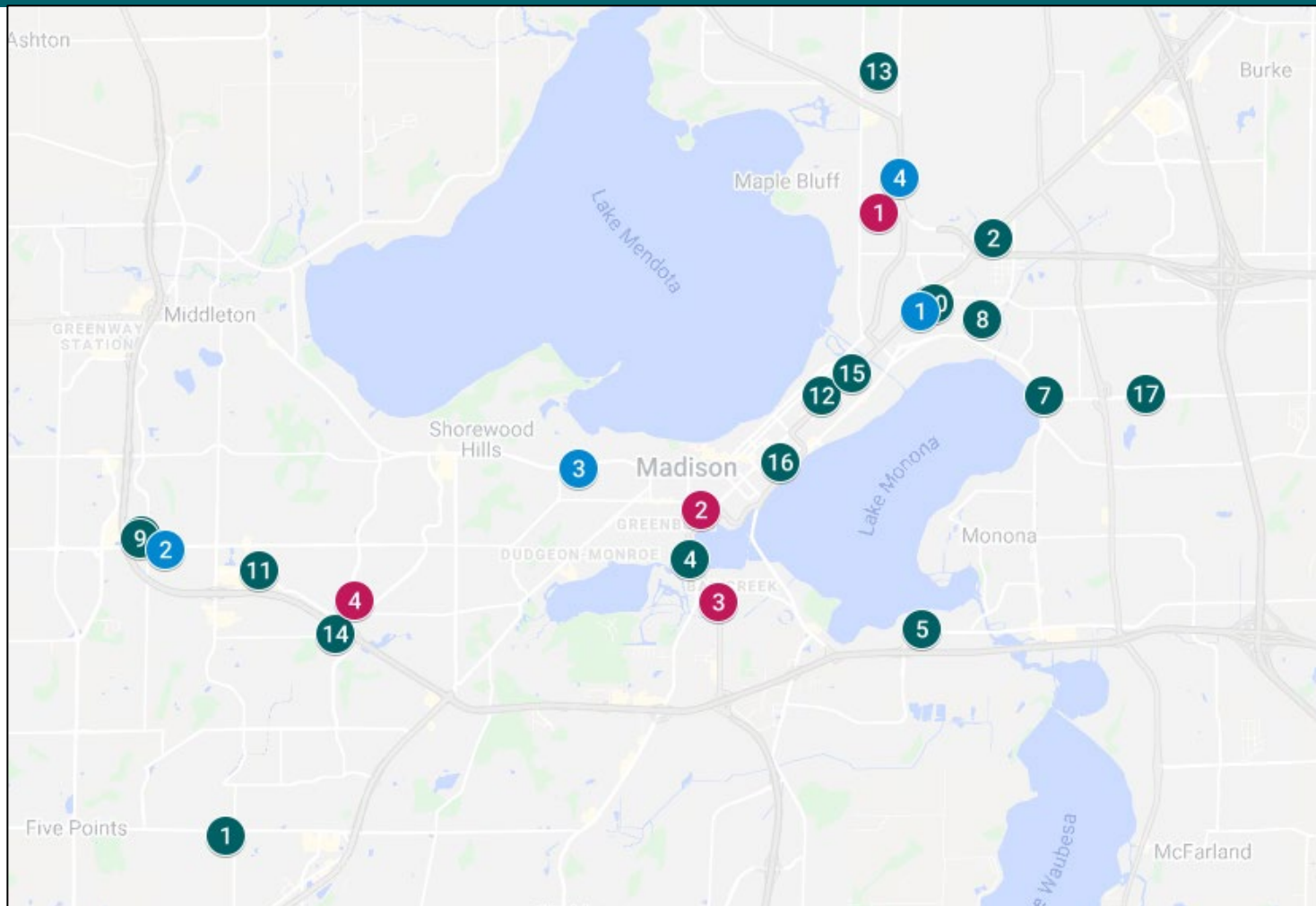
Create Affordable Housing Throughout the City



- ✓ Increased the size of the Affordable Housing Fund
- ✓ Focused on transit access, very low-income housing, and longer-term affordability
- ✓ Established fund and a policy for Landbanking
- ✓ Simplified permit process for demolitions that create City-funded affordable housing
- City staff team selected to work with Change Lab



Affordable Housing Fund Projects



Completed:

- 1 Maple Grove Commons
- 2 Rethke Terrace
- 3 Carbon at Union Corners
- 4 8Twenty Park
- 5 The Royal
- 6 Tree Lane Family Apartments
- 7 The Grove Apartments
- 8 Fair Oaks Apartments
- 9 Point Place Apartments
- 10 Generations at Union Corners
- 11 Normandy Square
- 12 The Breese
- 13 Tennyson Ridge Apartments
- 14 Tailor Place Apartments
- 15 Valor on Washington
- 16 NoVo Apartments
- 17 The Ace Apartments

Underway:

- 1 The Oscar
- 2 Bayview Townhomes
- 3 Fourteen02 Park
- 4 University Park Commons

Planned:

- 1 Red Caboose Apartments
- 2 Uno's Madison
- 3 The Heights
- 4 Avenue Square

Affordable Housing Fund Projects Status Update: 2015-2021



Status	# of Developments	Total Units	Affordable Units
Completed	17	1,278	991
Under Construction	4	458	404
Planned	4	246	172
TOTAL	25	1,982	1,567

**Note: All 2021 AHF Commitments went to projects with that had already received a LIHTC award.*



Combat Displacement and Segregation

- ✓ Established a biannual Housing Forward application process
- ✓ Increased funding for Housing Forward grants from \$1 million to \$2 million
- ✓ Develop a Small Scale Development Loan Program for projects needing funding outside typical granting timelines
- Launched Turn the Curve technical assistance on to support 125 new homeowners of color in 5 years

Ensure Seniors and Others Can Stay in Their Homes



- ✓ Strengthened anti-retaliation enforcement from landlords on tenants
- ✓ Used \$22 million in federal Emergency Rental Assistance to prevent evictions
- ✓ Increased funding to Eviction Defense Program
- ✓ Increased funding for the City's Rehabilitation Loans and Property Tax Assistance for Older Adults programs
- ✓ Funding energy and water conservation upgrades in naturally-occurring affordable housing



Work to End Homelessness

- ✓ Affordable Housing Fund-Tax Credit application prioritized low-income housing for targeted populations and support services
- ✓ Secured \$11 million in City and County funding for the development of a purpose-built men's shelter
- ✓ Secured \$2.5 million to purchase Salvation Army's Darbo Drive site to help fund redevelopment of their downtown site
- ✓ Created new zoning districts to allow "tiny house villages," "mission camps," and amended "portable shelter mission" use
- ✓ Established a temporary structured campground site to provide an alternative shelter



Dairy drive



HOMELESS IN MADISON | THE MOVE FROM REINDAHL PARK

'Really overwhelming': First residents move into tiny shelters in Madison just ahead of winter

Dean Mosiman | Wisconsin State Journal | Nov 22, 2021 1



What's Next



- **Homelessness**

- Working to establish new shelter facilities for single men and for families and single women

- **Zoning**

- Creating Transit-Oriented Development Overlay Zoning

- **Affordable Housing**

- Considering additional options to streamline permitting of City-funded affordable housing
- Releasing second round of Housing Forward application
- Redeveloping CDA Public Housing at the Triangle and Theresa Terrace

Questions?



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