

HOUSING

**Impacts & Opportunities from
the Foxconn Development**

**FOXCONN IS
IN MOTION**

**NOW
WHAT?**

WHAT DOES IT MEAN

An influx of new workers—both skilled manufacturing and construction—means a need for housing options that can't currently be met.

13,000
estimated
workers



1.24
jobs per
housing unit

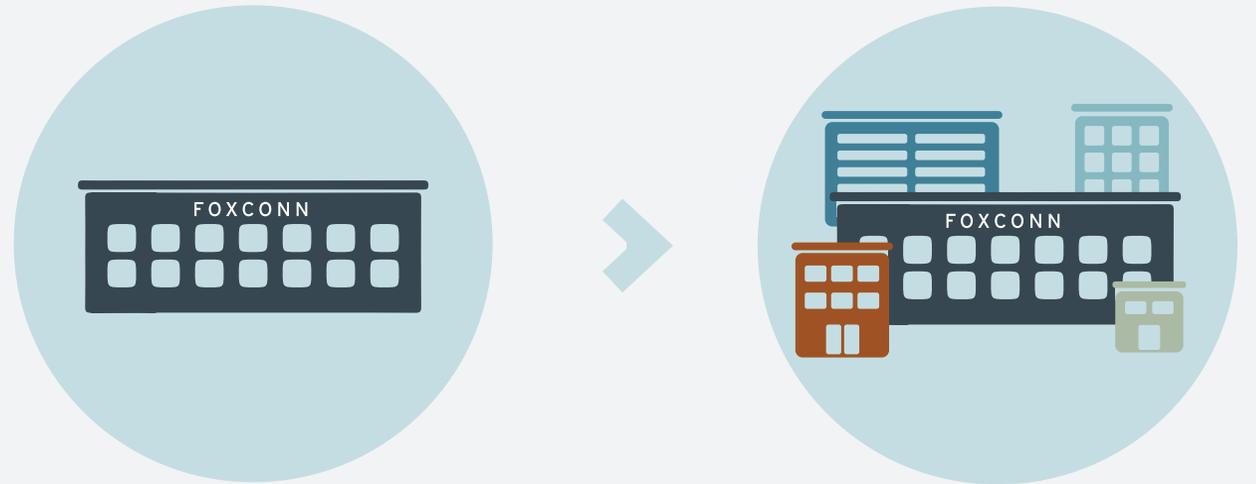


10,484
housing units
needed



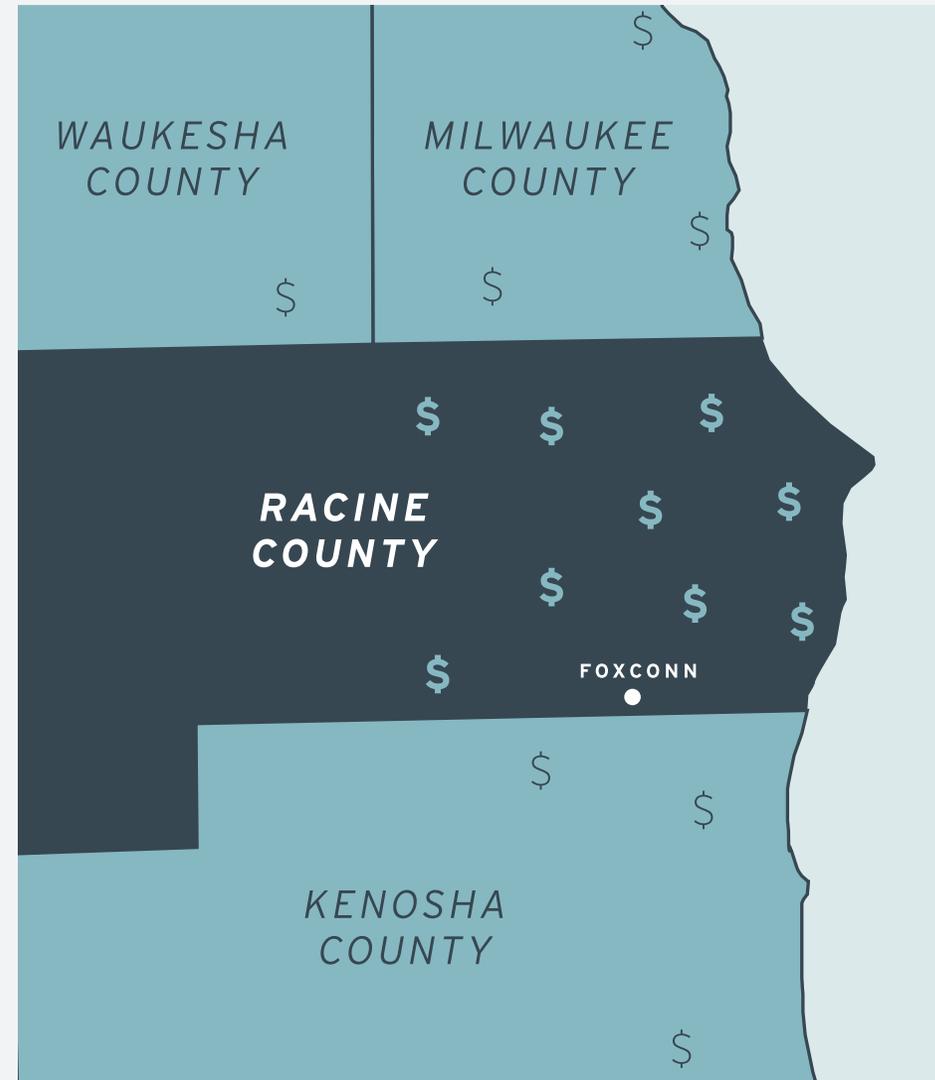
WHAT DOES IT MEAN

Ancillary development that supports Foxconn will employ even more people.



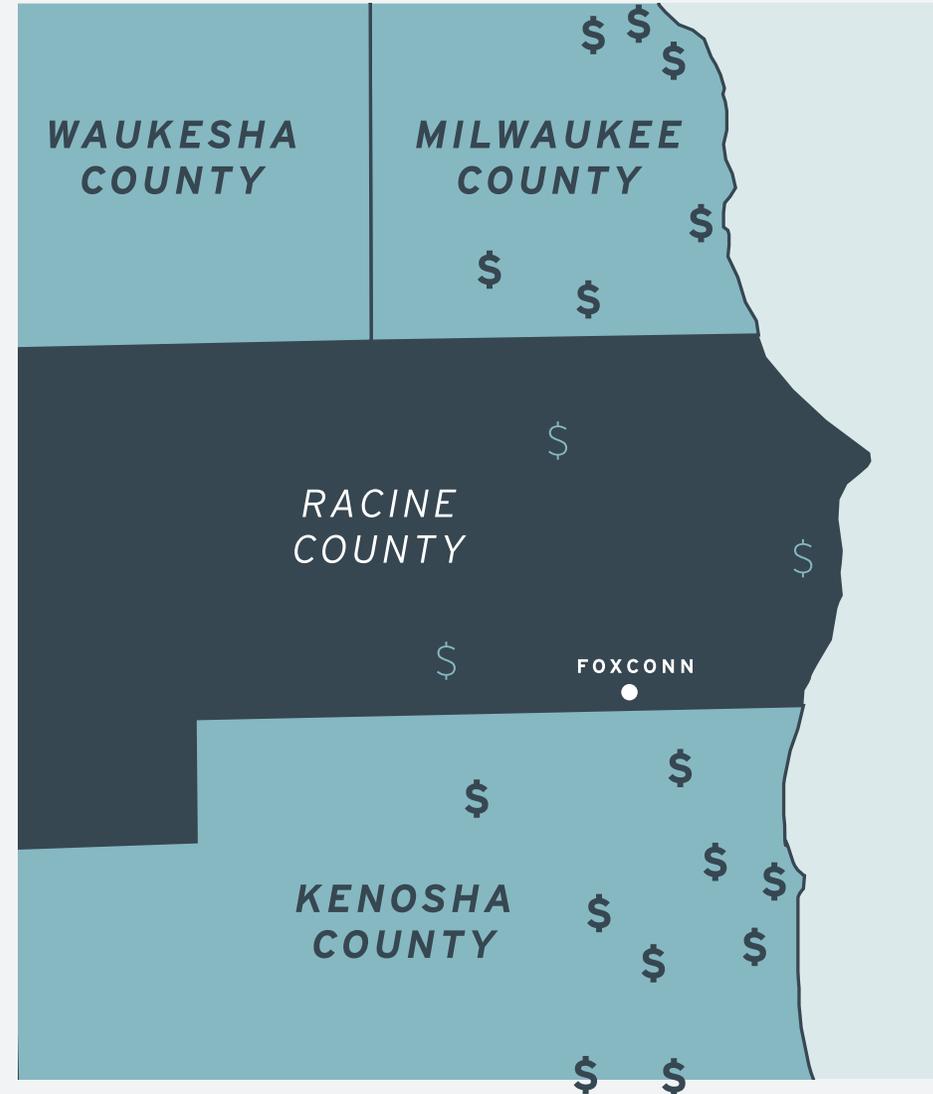
WHAT DOES IT MEAN

Multiplier effect – workers will spend money where they live.



WHAT DOES IT MEAN

If we don't have the housing to accommodate them here, their money will go elsewhere.



MANAGING THE ASSET

We must have **unified** land use and development goals that are **realistically achievable** in order to **manage growth effectively**.

We don't need to lower standards to encourage high density – we can **increase our standards** in today's marketplace,



*SAFE & HEALTHY
NEIGHBORHOODS*



*CONNECTED
COMMUNITIES*



*QUALITY
OPEN SPACES*



*VIBRANT
COMMERCIAL
DISTRICTS*



*EQUITABLE
COMMUNITIES*



*HIGH QUALITY
AESTHETIC*



*STRONG
TRANSPORTATION
NETWORK*



*WALKABILITY,
BIKABILITY,
TRANSIT*



*PUBLIC RESOURCE
ALLOCATION*



*EFFICIENT
INFRASTRUCTURE*

HOW TO ACCOMPLISH

A regional land use strategy that is context sensitive, but provides for a **range of housing types.**



HOW TO ACCOMPLISH

Clearly communicate, educate, and illustrate the need for **medium density multi-family housing** as part of the housing mix.

*HOUSE SIZES
SHRINKING:*



28%
of households
have just one
occupant

more than **double**
the 13% rate from 1960

DUE IN PART TO:



longer lives &
seniors **aging**
in place



fewer children
per family



divorce

HOW TO ACCOMPLISH

*HOUSING FOR A
FULL LIFE CYCLE:*



HOW TO ACCOMPLISH

Clearly communicate, educate, and illustrate the need for **multi-family housing**.

HOUSING TENURE TRENDS



among those 35 and under, the number is **65%**

FEDERAL LAW CHANGES



new tax law **reduces incentives** for home ownership

TIMING IS OF THE ESSENCE

We are **20 years behind** on supporting the creation of new multi-family housing.

If we don't react, we will get all of the **impacts and none of the benefits.**

Development is coming – it is time for our communities to guide the **right type of development** in the **right places.**

**MULTI-
FAMILY**

**MYTH
BUSTING**

MYTH:

Multi-family housing lowers the value of single-family homes in the same or surrounding neighborhoods.

FACT:

Well designed and appropriately scaled new multi-family housing doesn't reduce and may enhance property values.



MYTH:

Higher-density housing creates traffic congestion and parking problems.

FACT:

A single-family development with the same number of units will create more congestion than multi-family housing.



MYTH:

Multi-family housing overburdens schools and produces less revenue for local governments.



FACT:

Multi-family developments typically include households with fewer school-age children, and generally pay more in real estate taxes.



SCHOOL-AGED
CHILDREN

per 100 occupied units

Single-Family
Attached

54

Single-Family
Detached

43

2-4 Unit
Multi-Family

42

5-19 Unit
Multi-Family

34

20+ Unit
Multi-Family

19

MYTH:

Multifamily apartments place greater demand on public services and infrastructure systems.

FACT:

Higher density development is a more cost-effective way to deliver public services such as water, sewer, electric, and street networks.

BENEFITS

**Efficient
Distribution
of Resources**

*Sociable
Communities*

*Housing for
Community Workforce*

**Supported
Commercial
Districts**

*MORE
OPEN
SPACE*

Less Congestion

LOCAL CHALLENGES

- Lack of comparable rents
- The REC fee
- Higher land prices driven by speculation associated with Foxconn
- Availability and use of TIF

**MULTI-FAMILY
RESIDENTIAL
DEVELOPMENT**

**LOCAL/
REGIONAL
SUCCESSSES**

DREXEL TOWN SQUARE

OAK CREEK, WI

'Town Center' development
multi-phased project, with a
range of unit types.

Forge and Flare

- Mixed-use with upper-story apartments
- 62 units @ ±19 units/acre
- **1 bedrooms start at \$1,250**

Emerald Row

- Free-standing apartments
with adjacent retail
- 166 units @ ±45 units/acre
- **1 bedrooms start at \$1,100**



DREXEL RIDGE APARTMENTS

OAK CREEK, WI

Planned community with 'walk-up'
and townhome-style apartments.

- 2-story units with lower-level parking
- 285 units @ ±7.5 units/acre
- **1 bedrooms start at \$1,365**



LILLY PRESERVE APARTMENTS

BROOKFIELD, WI

three-story apartment
development with common areas

- 13 acre site with over half preserved for wetlands and natural areas
- 96 units @ ±9.5 units/acre
- **1 bedrooms start at \$1,385**



HATCHERY HILL

FITCHBURG, WI

Planned community with a wide range of unit and building types - including townhomes, apartments, live-work, mixed-use, and retail.

- Common open space and amenities
- 500+ units
- 200,000 sf Office
- 300,000 sf Retail
- **1 bedrooms start at \$1,110**



HATCHERY HILL



MIDDLETON HILLS

MIDDLETON, WI

Planned community with a range of unit types and styles.

- 543 units @ ± 3.6 units/acre
 - » 327 single-family homes
 - » 114 condos/apartments
 - » 98 senior housing units
 - » 4 live/work units
- **1 bedrooms start at \$1,122**



BEERLINE B REDEVELOPMENT

MILWAUKEE, WI

Redevelopment of old industrial corridor.

- Mix of single-family, duplexes, rowhomes, courtyard buildings, and mixed-use development within a compact urban area.
- **1 bedrooms start at \$1,450**



MITCHELL WAGON LOFTS

RACINE, WI

Example of adaptive use of vacant or functionally obsolete industrial buildings.

- Conversion of 250,000 sf historic building
- 100 loft units, with a range of amenities to support a 'live/work' concept
- **1 bedrooms start at \$711**



THE GRANARY

UNION GROVE, WI

\$13 million housing development on old grain mill site in downtown Union Grove.

- 73 total housing units @ ±18 units/acre
- Luxury 1 and 2 bedroom apartments in 5 buildings, 4 acres
- One commercial building with management office, community room, fitness room and coffee shop.
- **1 bedrooms start at \$1,170**



SINGLE-FAMILY RENTALS

RACINE, WI

The county has a large surplus of foreclosed homes that could be re-positioned as rental housing.

- Provides a straight-forward, near-term solution.
- Helps to stabilize neighborhoods and at-risk housing stock.



COMMUNITY COMPARISON

There are plenty of examples of vibrant Wisconsin communities with a strong housing mix.

<i>Community</i>	Fitchburg	Madison	Middleton	Kenosha
<i>Total Population</i>	26,616	243,122	18,478	99,897
<i>Total Housing Units</i>	11,349	108,824	8,831	40,660
<i>% Multi-Family (5+ units)</i>	39.6%	38.0%	40.5%	38.0%

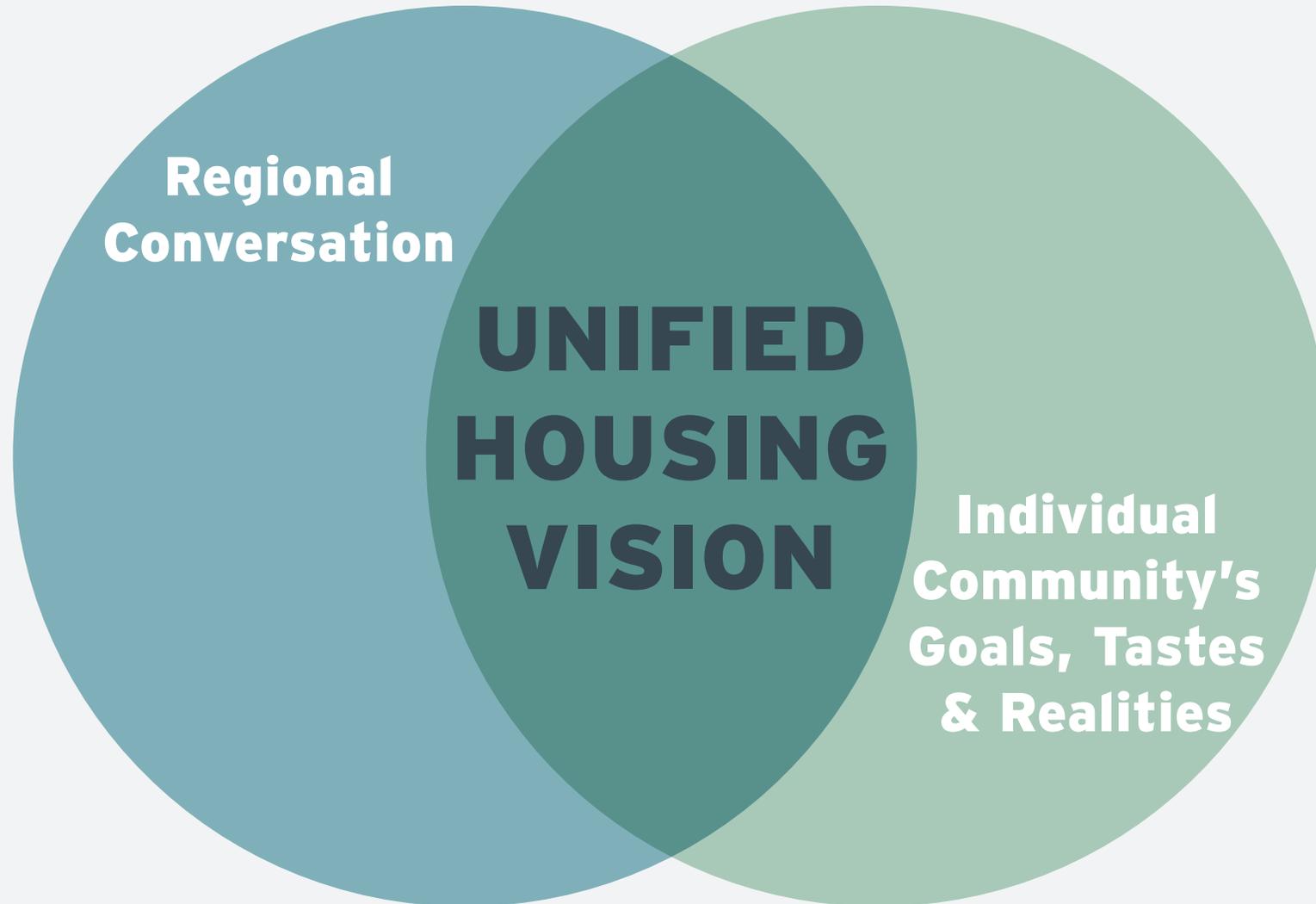
Now is the time for Racine County communities to play catch up and strengthen their housing mix to accommodate their new workforce.

<i>Community</i>	Caledonia	Mount Pleasant	Racine	Sturtevant	Union Grove	Yorkville
<i>Total Population</i>	24,659	26,196	78,127	6,983	4,891	3,097
<i>Total Housing Units</i>	10,029	11,906	33,874	2,138	1,844	1,252
<i>% Multi-Family (5+ units)</i>	9.6%	23.3%	16.7%	20.3%	16.6%	0.5%

IN

CONCLUSION

KEY TO SUCCESSFUL POLICIES



WHAT ARE THE NEXT STEPS?

- Continue to present this primer to local authorities, continue the conversation
- Identify development opportunity zones
- Obtain income data to assist communities in determining local housing affordability parameters
- Regional Housing Summit – September 12, 2018
- Developer outreach

Questions?

Thank you.