

Southeastern Wisconsin

Regional Planning Commission



WCA ANNUAL CONFERENCE

STEPS FOR YOUR COUNTY TO
ADDRESS WORKFORCE AND SENIOR HOUSING

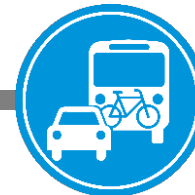
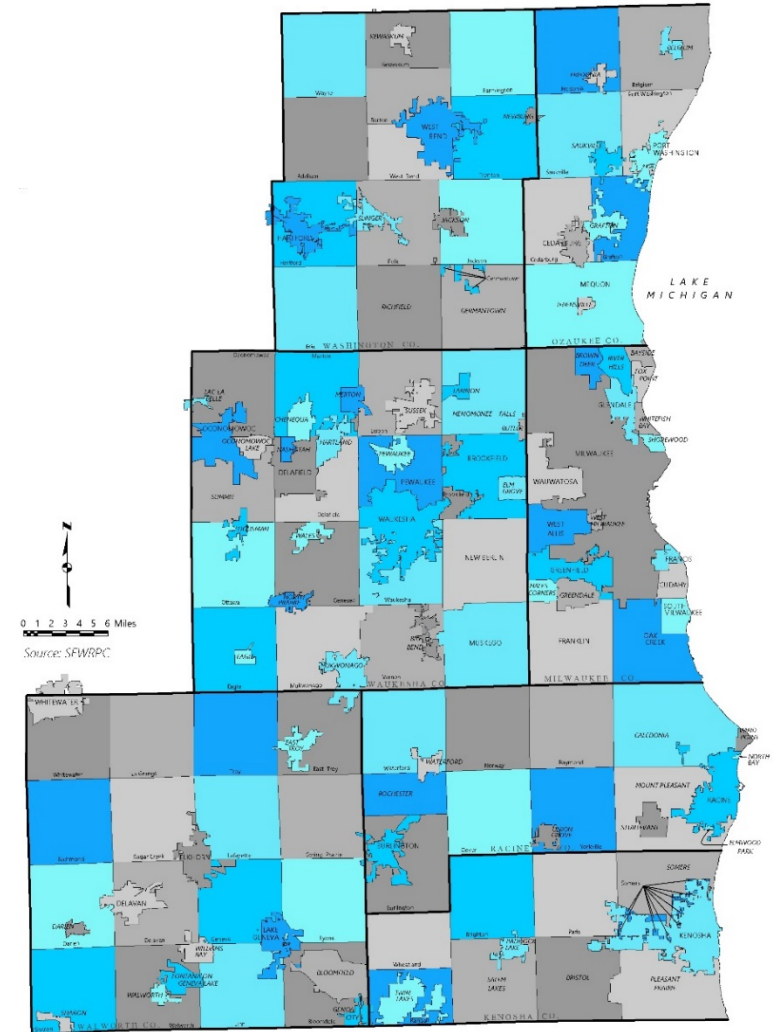
September 23, 2019

●●●●● About SEWRPC

➤ One Region

- 7 counties
- 147 cities, villages, and towns
- 5% of State's land area, 35% of State's population and jobs

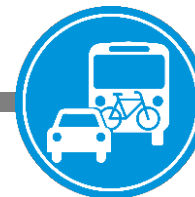
➤ Advisory land use and infrastructure planning to local, county, and State governments



- Analyses and advisory recommendations for local governments
- 29 member Advisory Committee guided the process
 - County, local, and State government representatives
 - Home builders
 - Housing advocacy organizations
 - Research and policy organizations

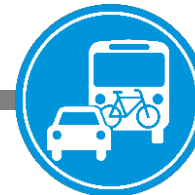
VISION

“Financially sustainable housing for people of all income levels, age groups, and needs throughout the entire Southeastern Wisconsin Region.”



●●●●● Affordable Housing Need

- Generally-accepted standard – household should spend no more than 30% of its income on housing (including rent, mortgage, taxes, insurance, and utilities)
- 282,500 or 36% of Region households spend more than 30% of their income on housing
 - Two-thirds of these households are below the median household income of \$53,879



●●●●● Affordable Housing Need

➤ Subsidized housing need

- Households with income less than 50% of median income
- 187,000 or 24% of Region households



➤ Multifamily housing need

- Households with incomes 50 to 80% of median income
- 127,000 or 16% of Region households

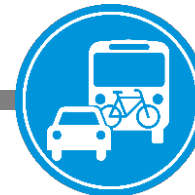


➤ Modest single-family housing need

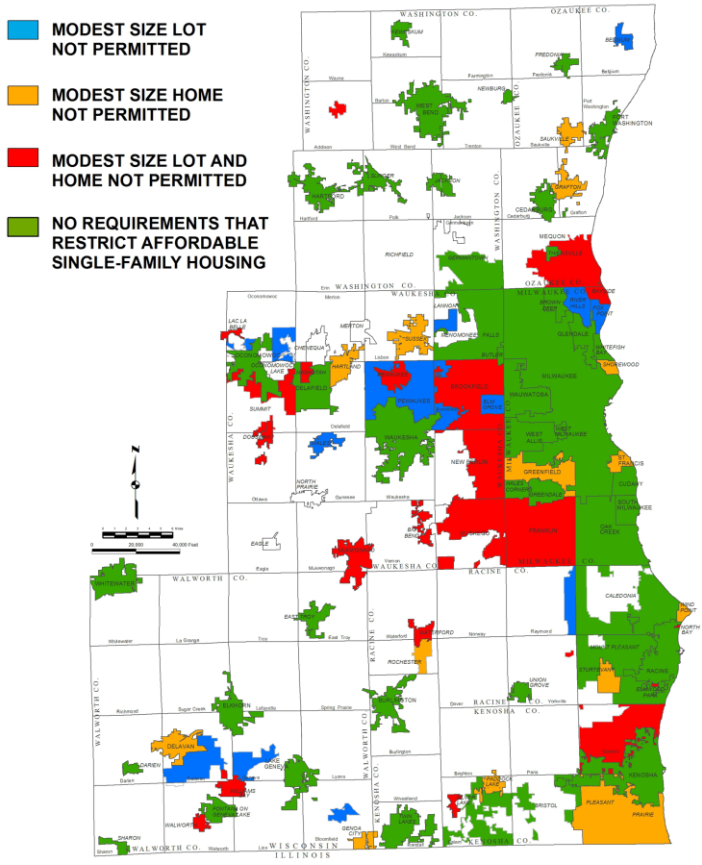
- Households with incomes 80 to 135% of median income
- 191,000 or 24% of Region households



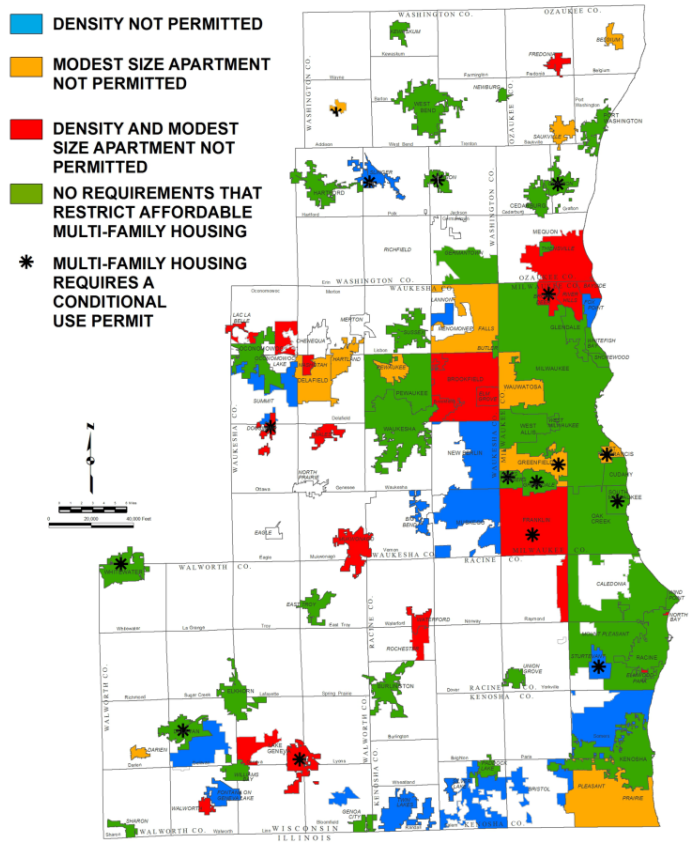
- Demand for accessible housing exceeds, and will continue to exceed supply
 - Percentage of Region's residents age 65 and over projected to increase from 13% to 21% by 2050
- Affordability is a particular concern
- New multifamily housing will increase the supply of housing that is accessible and affordable



New Housing Development

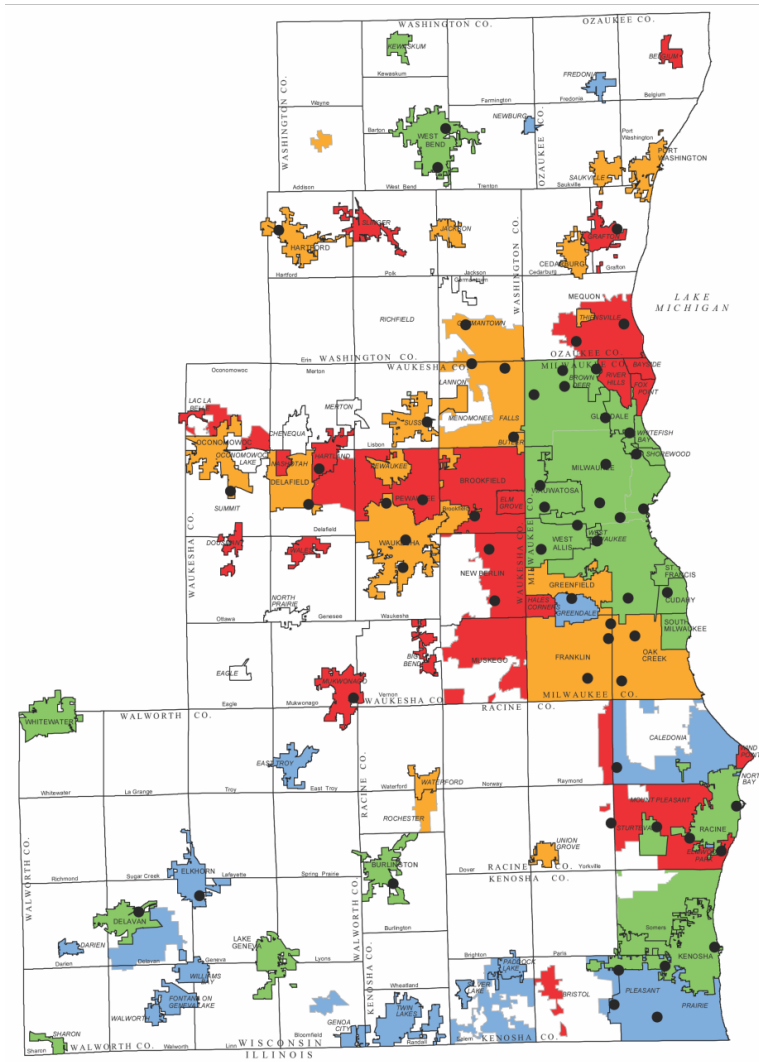


➤ Zoning regulations and comprehensive plans in some communities discourage modest single-family housing








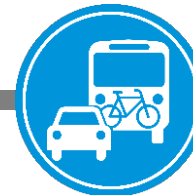
➤ Zoning regulations and comprehensive plans in some communities discourage modest multifamily housing





PROJECTED JOB/HOUSING IMBALANCES IN SEWERED COMMUNITIES IN THE SOUTHEASTERN WISCONSIN REGION: 2035

-  SHORTAGE OF LOWER-COST HOUSING COMPARED TO LOWER-WAGE JOBS
-  SHORTAGE OF MODERATE-COST HOUSING COMPARED TO MODERATE-WAGE JOBS
-  SHORTAGE OF BOTH
-  NO SHORTAGE OF AFFORDABLE HOUSING COMPARED TO JOB WAGES
-  MAJOR EMPLOYMENT CENTER: 2035



Job-Housing-Transit Connections

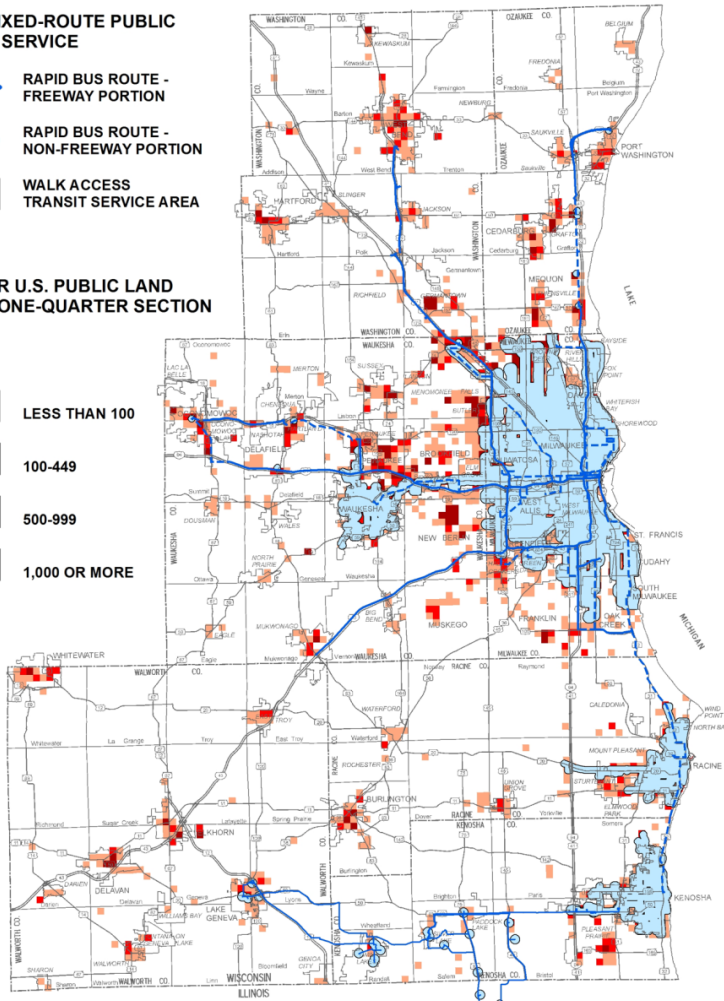
JOBS NOT SERVED BY EXISTING PUBLIC TRANSIT

LOCAL FIXED-ROUTE PUBLIC TRANSIT SERVICE

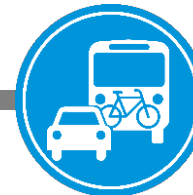
- RAPID BUS ROUTE - FREEWAY PORTION
- - - RAPID BUS ROUTE - NON-FREEWAY PORTION
- WALK ACCESS TRANSIT SERVICE AREA

JOBS PER U.S. PUBLIC LAND SURVEY ONE-QUARTER SECTION

- LESS THAN 100
- 100-449
- 500-999
- 1,000 OR MORE

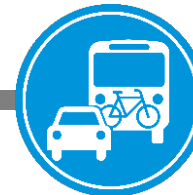


- Significant expansion of public transit is necessary to connect jobs to existing affordable housing
- Recommended in VISION 2050
- Will require continued State funding and local dedicated funding



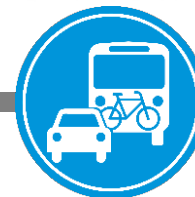
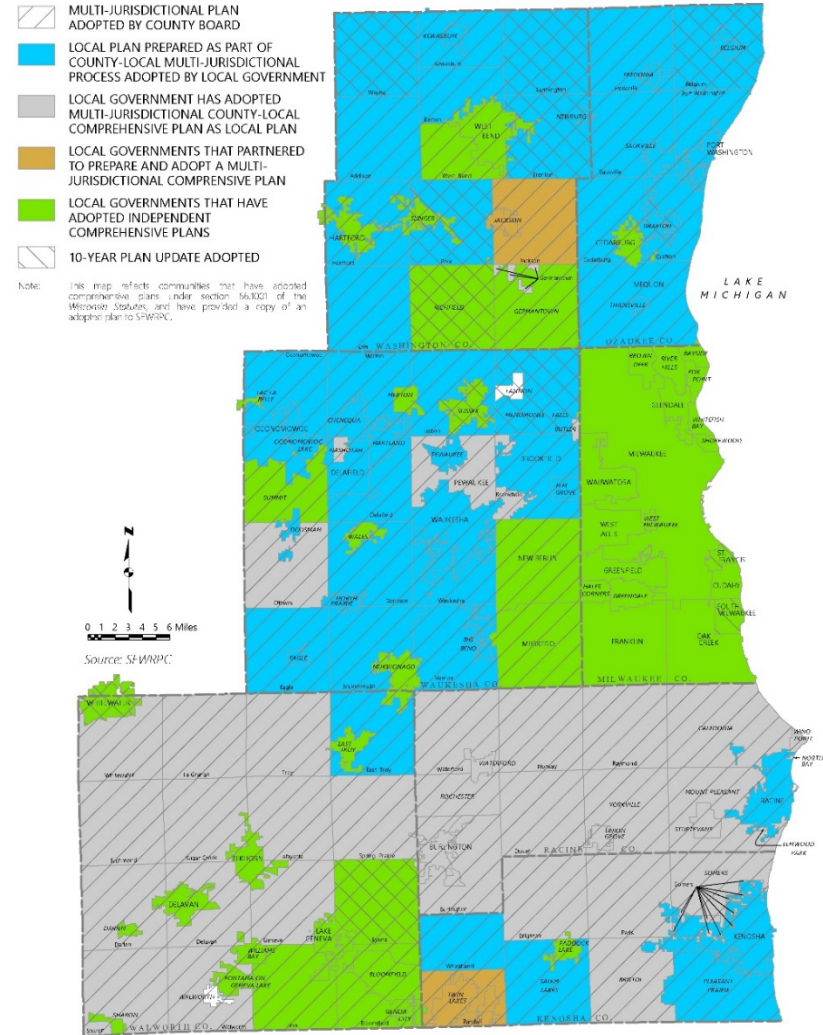
●●●●● Key Recommendations

- Sewered communities should consider providing areas for developing modest single-family and multifamily housing
- Reduce or waive impact fees for modest single-family and multifamily housing
- Extend TIF for one year to fund affordable housing, as permitted by State law
- Sewered communities with a job/housing imbalance should consider updating their comprehensive plans and zoning ordinances to provide housing affordable for the workforce in their community
- Public transit should be improved and expanded to link jobs and affordable housing
- Communities with major employment centers should support LIHTC development



Comprehensive Planning

- Almost every city, village, town, and county in the Region has adopted a plan
- Many communities participated in countywide multi-jurisdictional processes
- Many counties and communities are preparing 10-year updates
 - Opportunity to incorporate workforce and senior housing recommendations

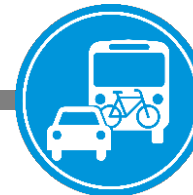


LEARN MORE AT:

www.sewrpc.org

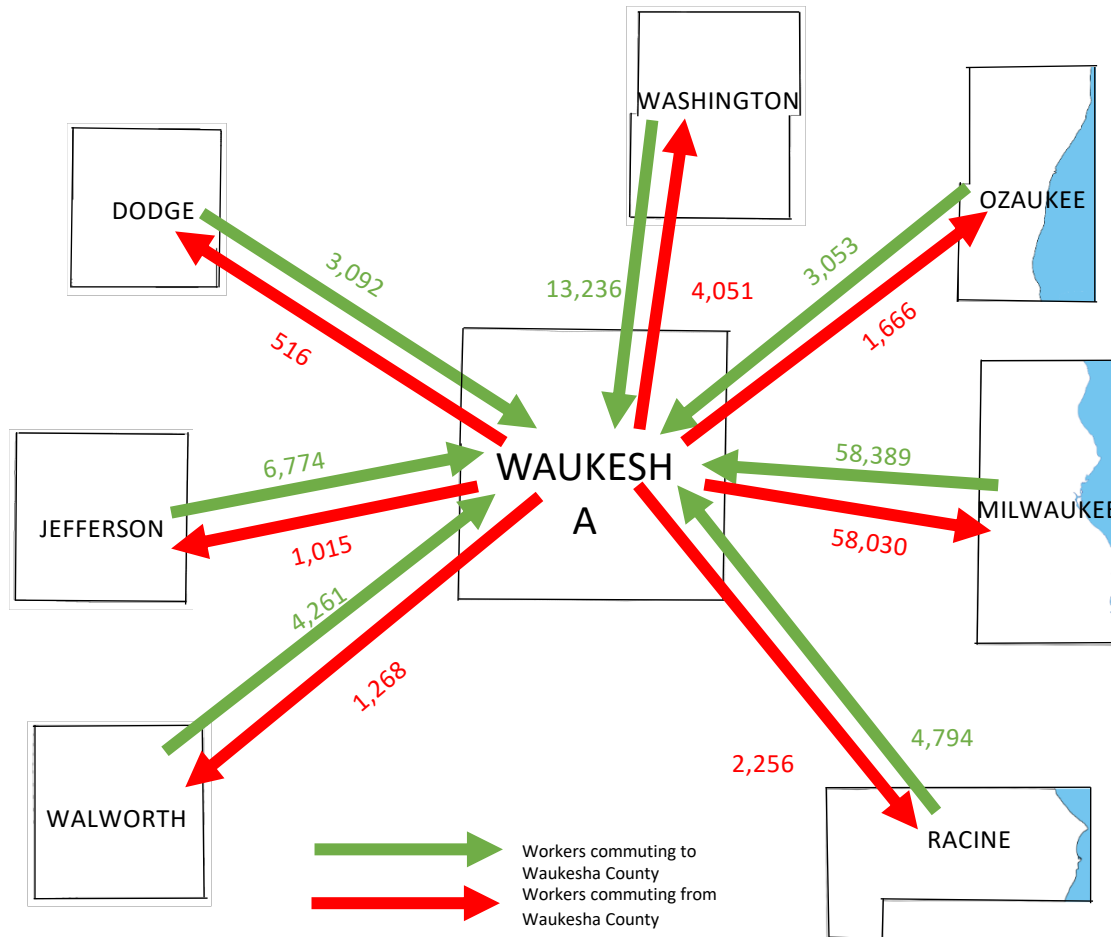


- Waukesha County Housing Trends
- Neighborhood Initiative
- GROW Fund - Generating Resources and Opportunity in Waukesha County





Where does Waukesha County's workforce come from?

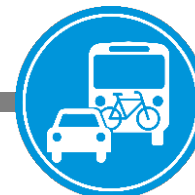


Commuting to Waukesha County: 93,599

Commuting from Waukesha County: 68,802

Net Inflow: 24,797

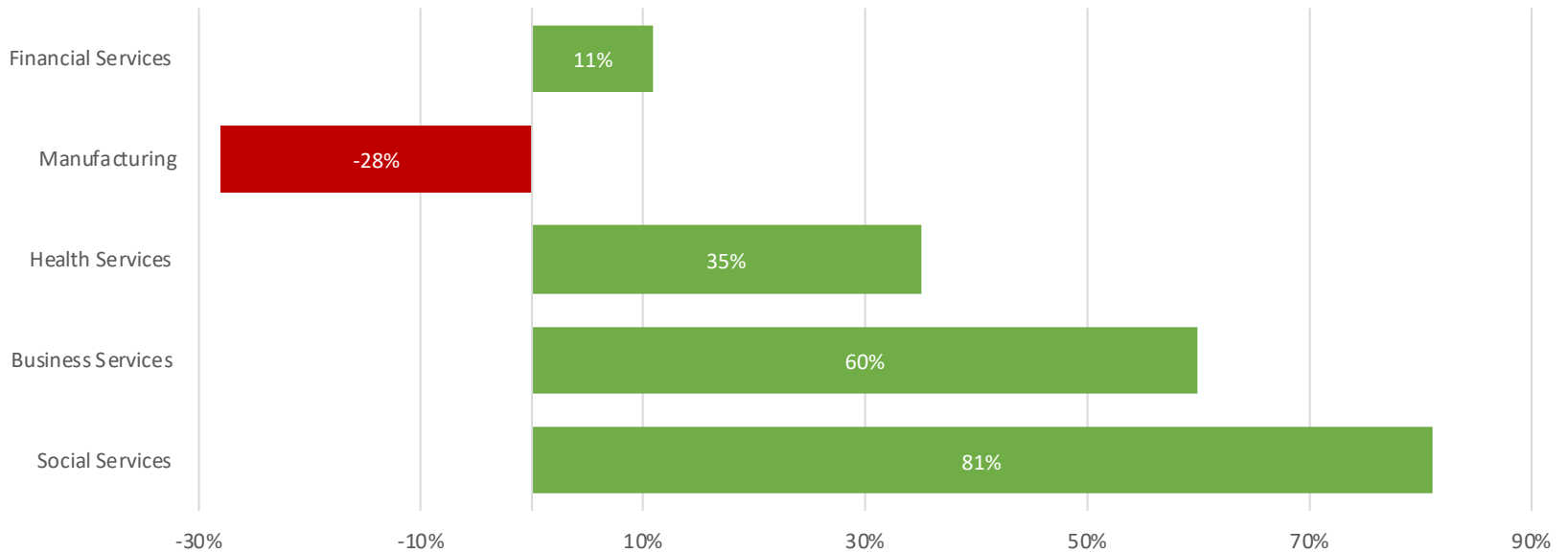
Sources:
5-year American Community Survey, 2009-2013
US Census 2016 Population Estimates





Waukesha County Employment Projections

Projected Growth in Jobs by Sector, 2000 to 2035



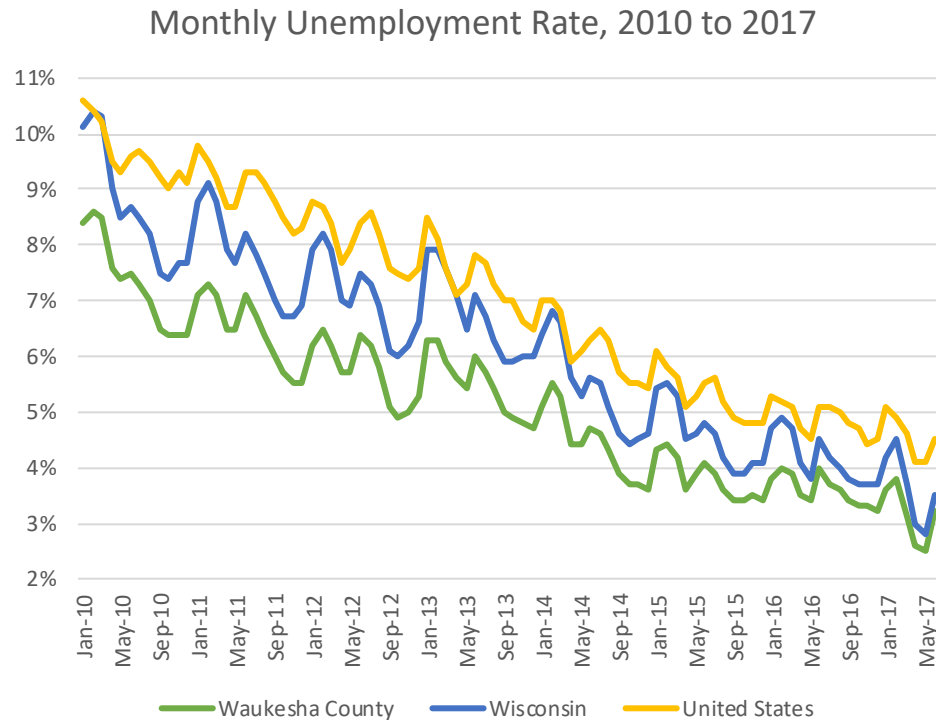
Intermediate Employment Projections show that Waukesha County will increase the number of jobs by 76,000 jobs by 2035





Waukesha County's Labor Market is Tightening

- As of 8/30/2017, there are 5,467 jobs available in Waukesha County of which:
- 506 Professional, Scientific, and Technical Services (e.g., engineers, computer scientists, etc.)
- 461 Managerial Occupations
- 310 Financial Service Occupations

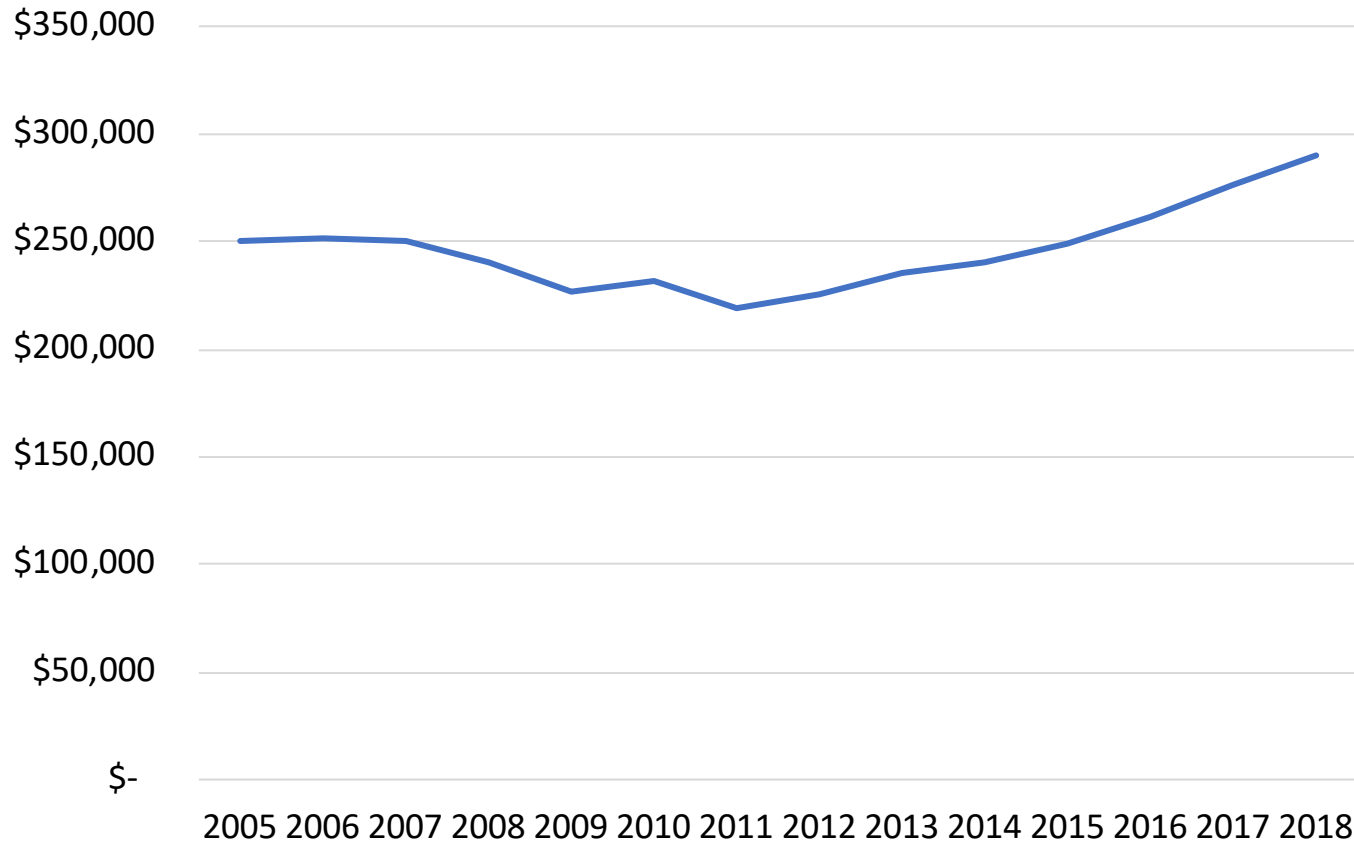


(Wisconsin Department of Workforce Development)





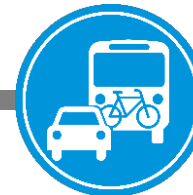
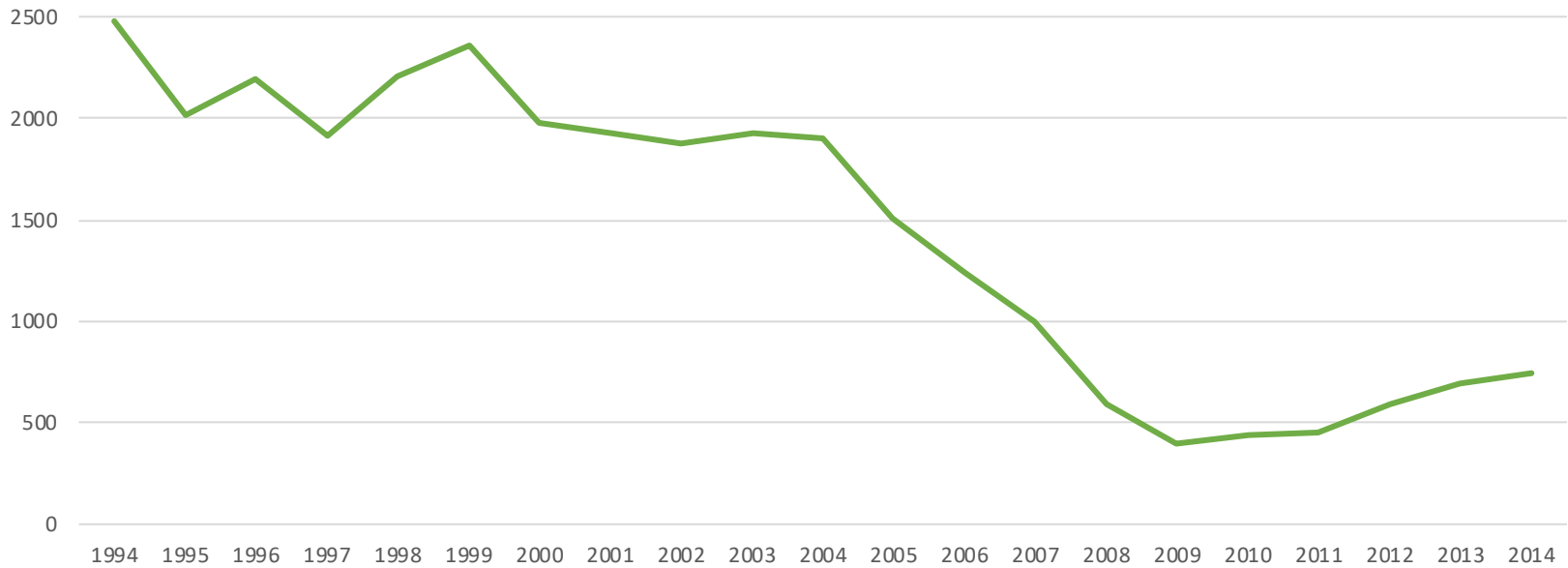
Waukesha County Housing Prices are Increasing





Waukesha County is Building Fewer Houses

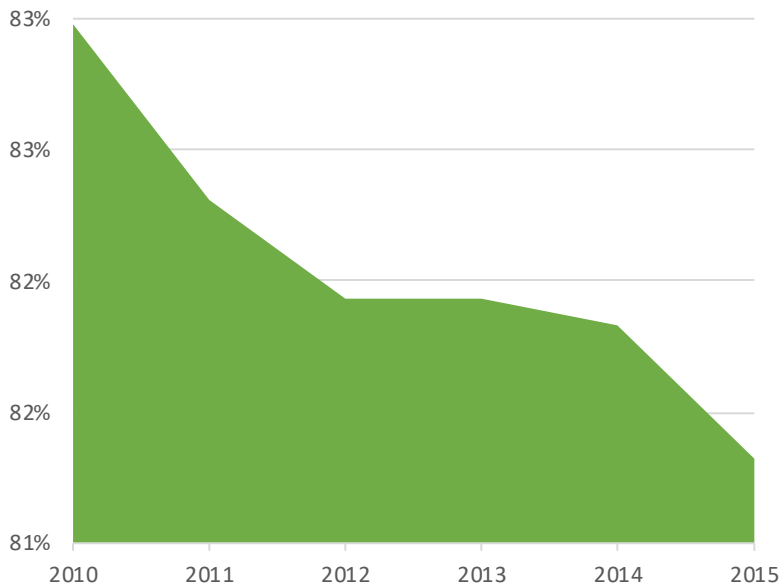
Number of New Private Housing Structures Authorized, 1994 to 2014



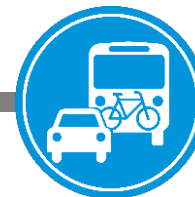
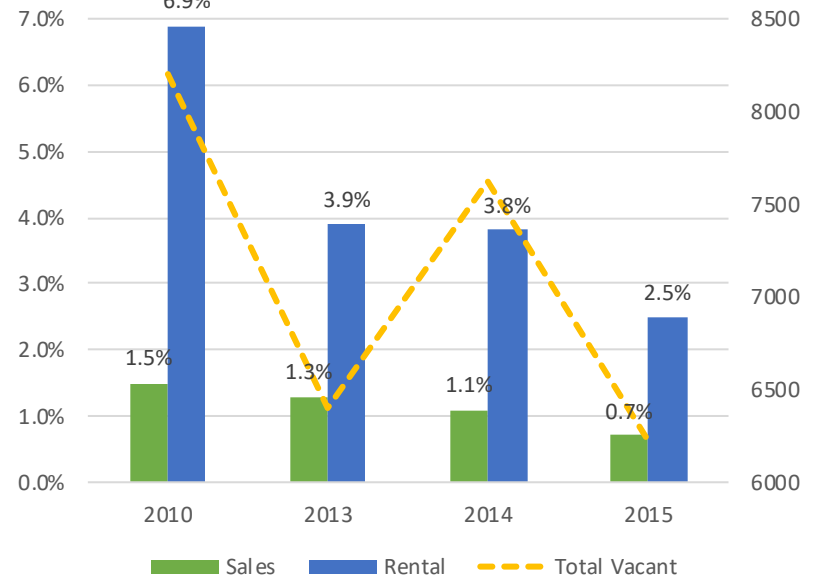


Waukesha County Residents are Renting More and Buying Less

Home Ownership Rate, 2010 to 2015



Vacancy Rates, 2010 to 2015



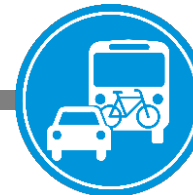
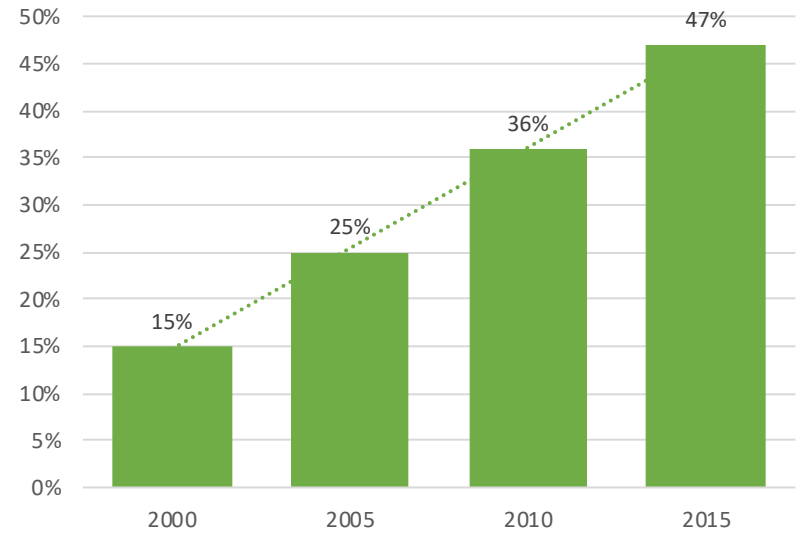


...And Rental Costs

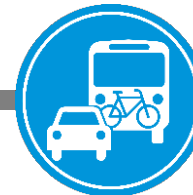
Distribution of Monthly Gross Rent for Renter-Occupied Housing, 2015



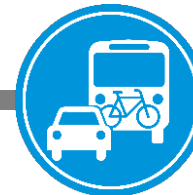
Share of Renter-Occupied Housing with a Monthly Gross Rent of \$1,000 or More, 2000 to 2015



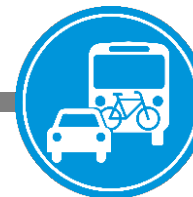
- Waukesha County Executive Paul Farrow
- Business leaders, Builders, Developers
- Discuss the workforce shortage
- Housing stock shortage for purchase by young professionals



- June 2018 Neighborhood Initiative Symposium
- Feedback from large employers from key business growth sectors (manufacturing, health care and business services)
- Strong employment market for young professionals



- Need to dive into what is driving up the costs of homes and developments in Waukesha County
- Jan 2019 Facilitated Visioning Session
- Visioning Session Teams – Realtors, Developers, Builders, Engineers/Architects, Municipal leaders/planners
- Examined each aspect of the development, construction, and sale of a home



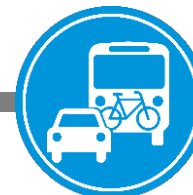
- Assumed 1/2 acre lot, 2,000 sq. ft. single family home, with an attached garage, and the home has assume municipal sewer/water
- Identified 5 top concepts
 - Reduce Lot size
 - Single Source Engineering
 - Exterior Spec Changes
 - Reduce Roadway Width to 30 ft
 - Alternative multi-family housing
- Key Actions
 - Work with municipalities to adjust codes and plans for top 5 concepts
 - Use a team of local businesses to attend meetings to support housing projects which meet housing need objectives



➤ In 2016, Waukesha County Executive Paul Farrow worked with business leaders to create the Waukesha County Center for Growth

➤ Waukesha County Center for Growth

- Business led economic development organization
- 501c3
- A collaborative effort by agreement between Waukesha County, municipal partners, UW Small Business Development Center, and the Waukesha County Business Alliance





Waukesha County Center for Growth Board of Directors

Nate Zastrow, President/Treasurer
First Bank Financial Centre

Dale Shaver, Vice President
Waukesha County

Suzanne Kelley, Secretary
Waukesha County Business Alliance

Jim Walden, Legal Counsel
Walden & Schuster, S.C.

Cheryl Aschenbrener
Sikich

Greg Bauer
BMO Harris Bank

Tom Finco
American Transmission Company

Tom Fotsch
EmbedTek LLC

Gus Hernandez
Johnson Financial Group

Patti Kneiser
Froedtert & The Medical College
of Wisconsin

Jay Mack
Town Bank

Mike Payne
R&R Insurance Services, Inc.

Ty Staviski
Milwaukee Tool

Jennifer B. Zierer
We Energies

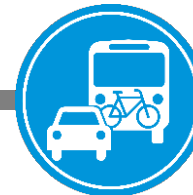
Ex-Officio Board Members

Kevin Lahner
City of Waukesha

Mike Shiels
Waukesha County Technical College

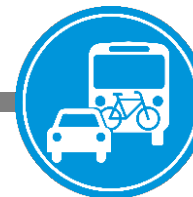
Waukesha County Center for Growth objectives:

1. A central point of contact for businesses looking to expand or locate in Waukesha County.
2. A business outreach strategy to identify the needs of businesses seeking to expand or locate in Waukesha County.
3. A strategy to identify workforce needs and connect businesses to available workforce development resources.
4. A strategy to develop a collaborative fund, enhance the financial tools for business attraction/expansion and sustain the Center for Growth.



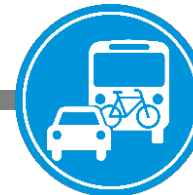
How was it created

- Financial Institutions required to meet Community Reinvestment Act (CRA) requirements
- Administered by a Certified Community Development Financial Institution (CDFI)
- Serves as a Community Development Loan Fund (CDLF)
- Launched May, 2019



Where do funds come from

- Contributions from financial institutions
- Contributions from foundations and businesses
- Early lapsing Tax Incremental Financing (TIF) Funds



Methodology for Contributions from Banks

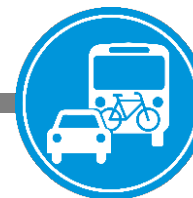
| Metropolitan Statistical Area (MSA) Market Share | Proposed Fund Contribution |
|--|----------------------------|
| Greater than 3% | \$750,000 |
| 1 – 3% | \$500,000 |
| Less than 1% | \$250,000 |

Note: 19 potential contributors



What is the fund used for

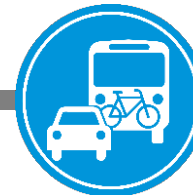
- Manufacturing, service and other commercial establishments located in Waukesha County looking to expand operations, or which will locate in Waukesha County.
- Housing projects which make available housing stock, including those for low and moderate income housing, to meet existing and projected workforce growth and talent attraction in Waukesha County.



Housing projects

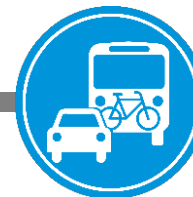
- Greater than 50% of units at the development must be affordable for households earning at or below 80% of Average Median Income

- Loans could be used for:
 - Land and building acquisition;
 - Site preparation and demolition
 - Pre-development fees can be reimbursable (eg. Architectural)
 - Financing for new construction. Preference is for new units; existing projects where unrestricted units become restricted will be considered
 - Building rehabilitation or renovation for substantial redevelopment



Current Status

- Initial investment by 4 banks of \$2.0 million
- Business Foundation pledged \$50,000 per year for 5 years
- Waukesha County leverages Community Development Block Grant Funds ~\$750,000
- Waukesha County leverages US House and Urban Development (HUD) funds ~\$500,000 annually



LEARN MORE AT:

www.waukeshagrowth.org/

