

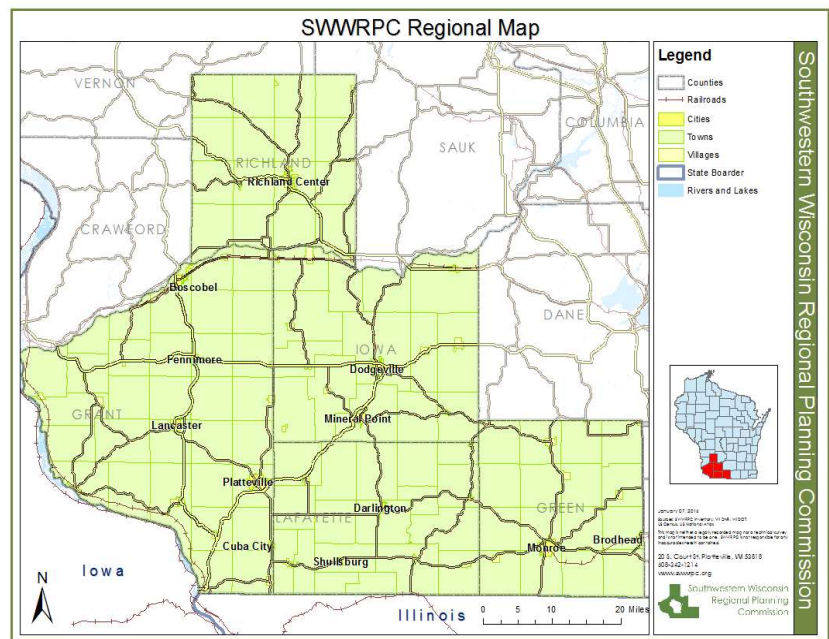
Housing Issues and Opportunities

Crawford County Housing Committee
July 10, 2024



Overview

- Background – Housing study process
- Demographic trends
- Housing trends
- Recommendations





Crawford!
Grant
Green
Iowa
Lafayette
Richland



Updated Scope of Work

2019

- 47 Studies
- Demographic & Housing Data Analysis
- Demand & Affordability Analysis
- Interviews (Bankers, developers, businesses, realtors)

2024

- 37 Studies
- Demographic & Housing Data Analysis
- Demand & Affordability Analysis
- Zoning ordinance review
- Enhanced mapping
- Case studies



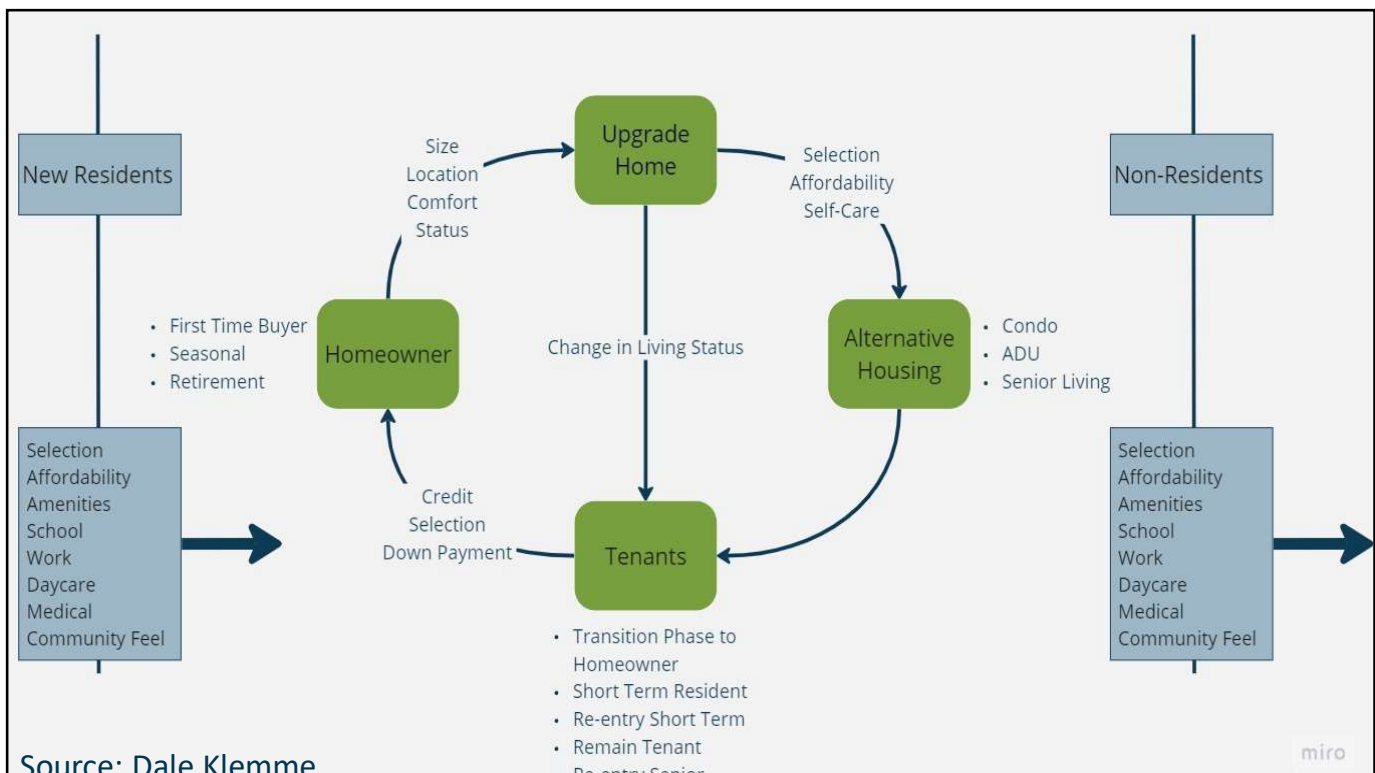
Housing Goals

Public sector

- Workforce
- Tax base growth
- Population growth
 - Volunteers (EMS, running elections, events)
- School enrollment

Private sector

- Workforce



What's needed?

Types of housing

- Single-family
- Multi-family
- Senior
- Transitional
- “Executive”
- “Workforce”



Demographic Trends



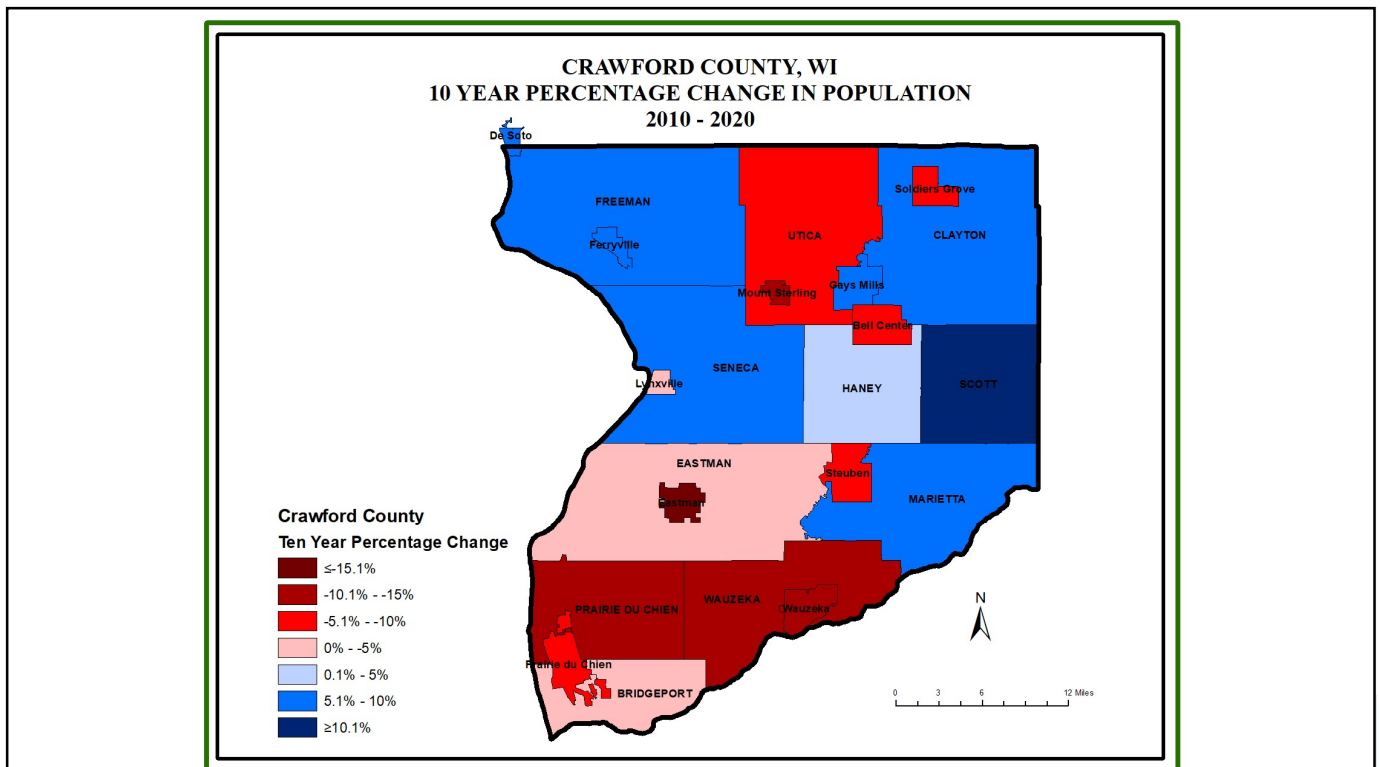
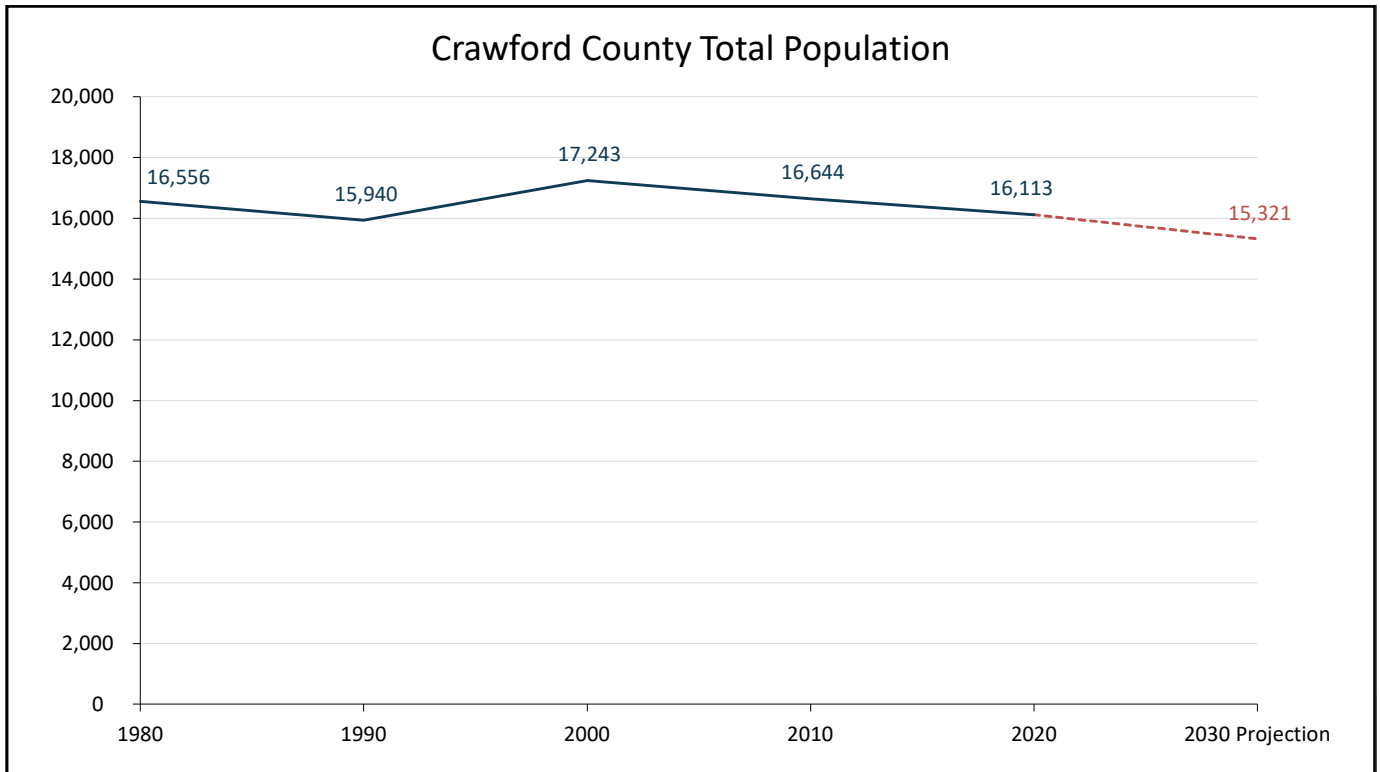
Trend

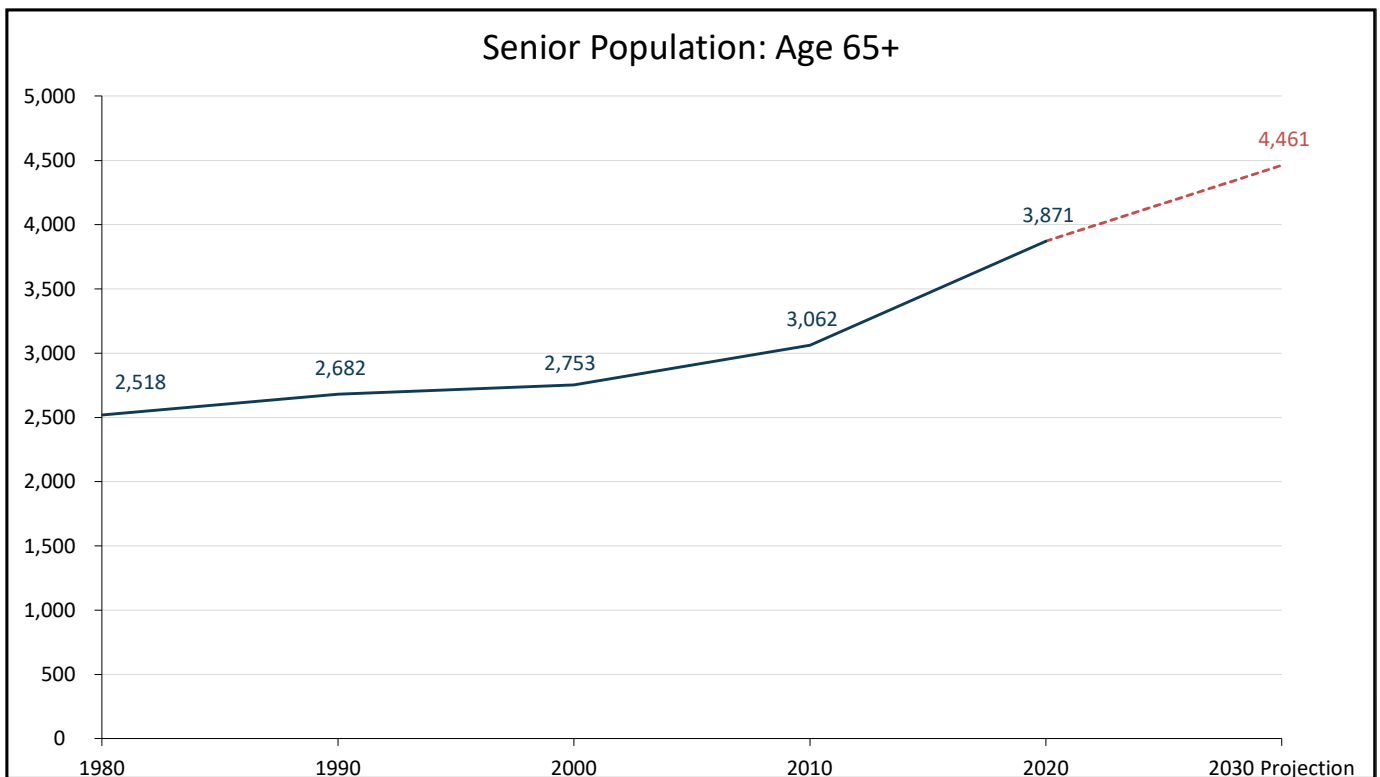
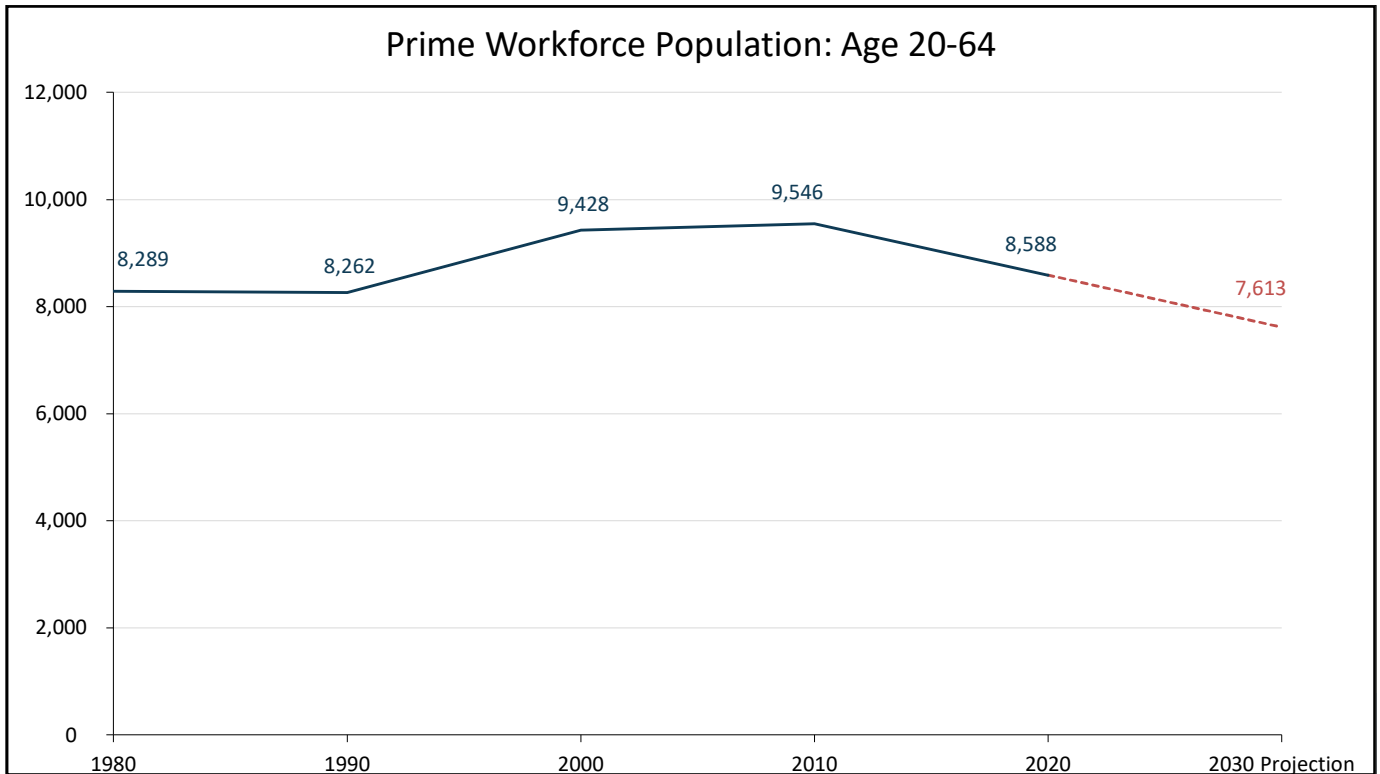
- Population decline
- Aging population
- Workforce shortage
- School enrollment decline

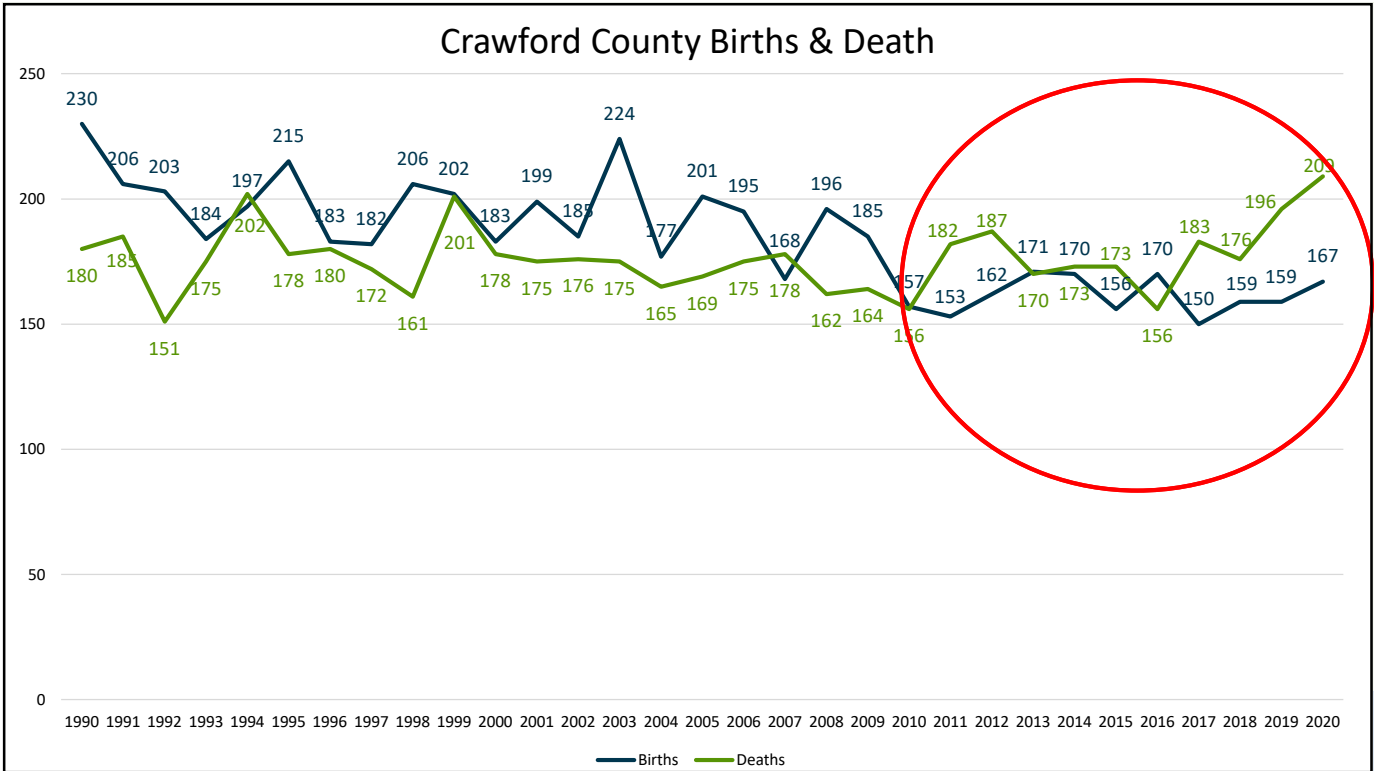
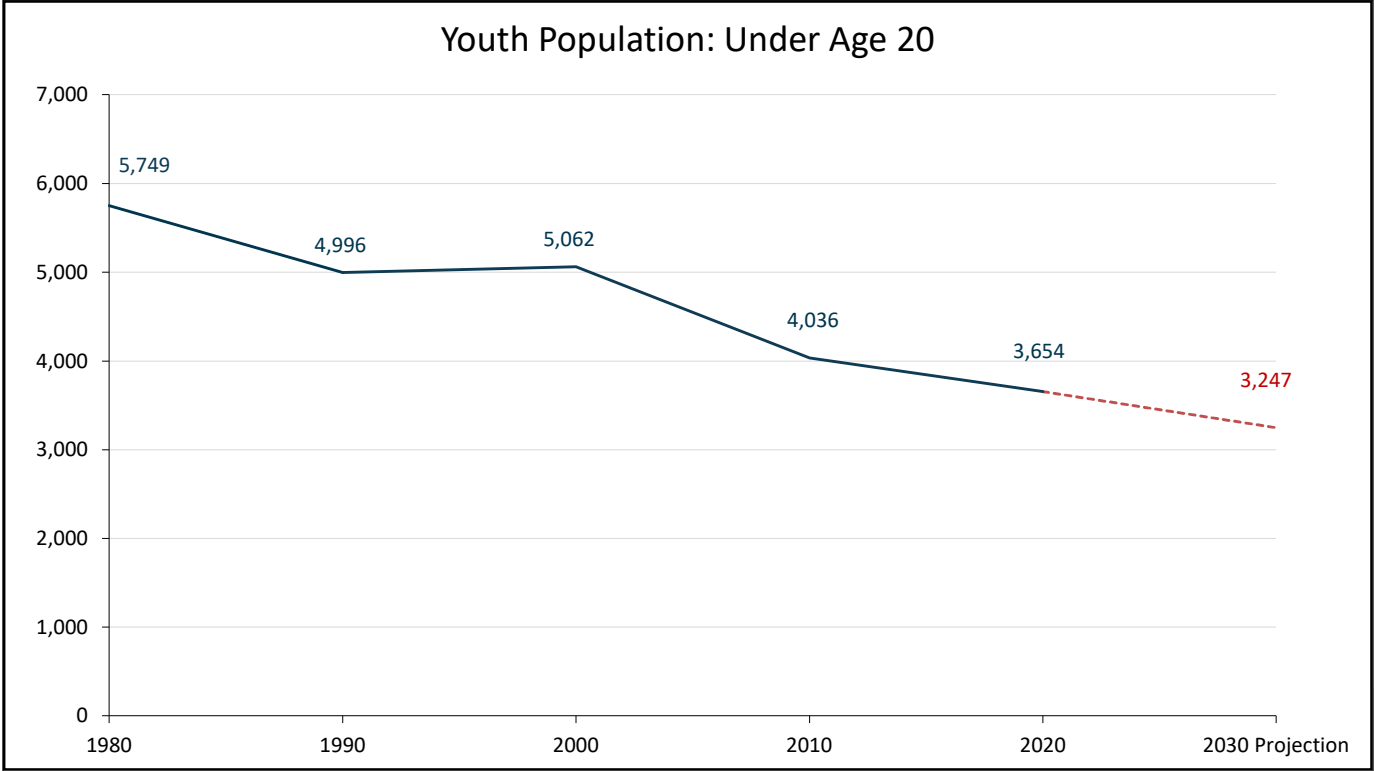


Population Change 2010-2020

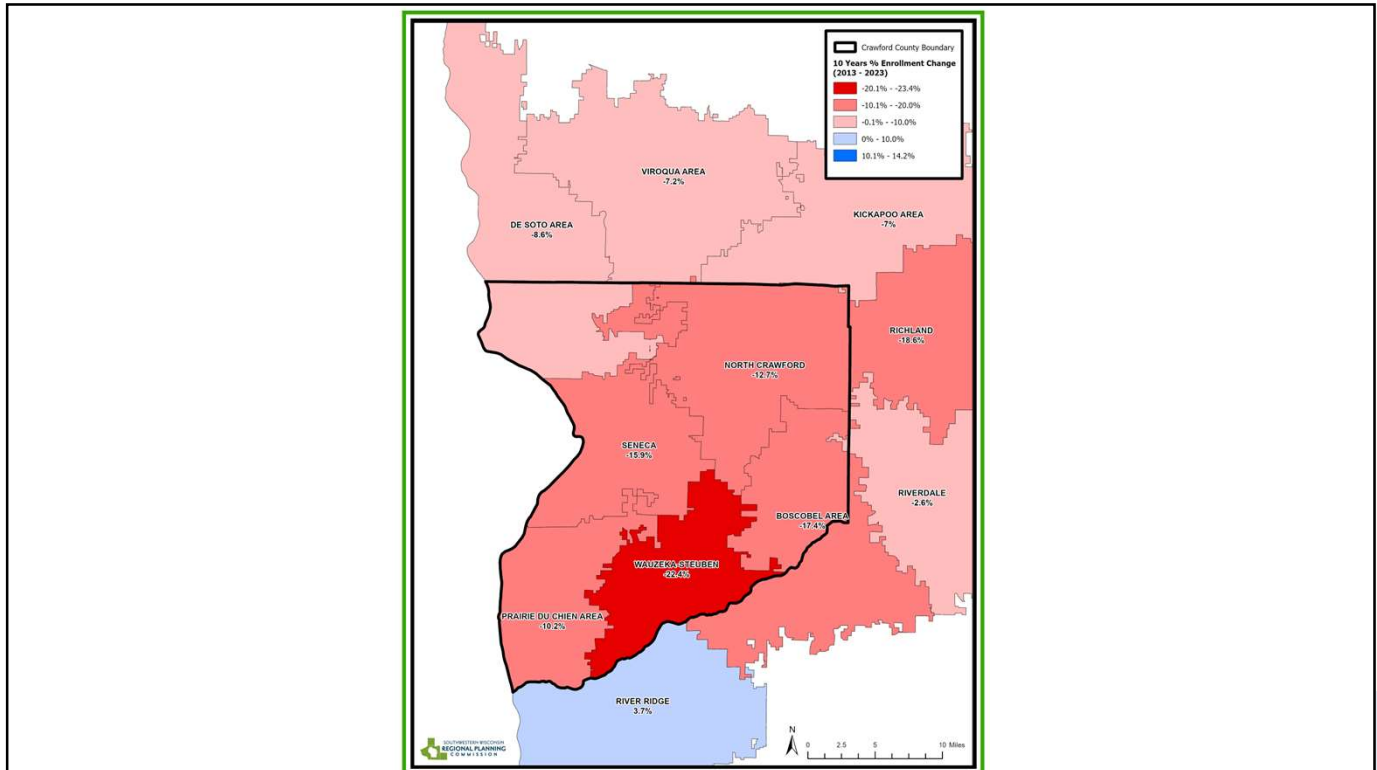
	2010	2020	% Change
Crawford	16,644	16,113	-3.2%
Grant	51,208	51,938	+1.4%
Green	36,842	37,093	+0.7%
Iowa	23,687	23,709	+0.1%
Lafayette	16,836	16,611	-1.3%
Richland	18,021	17,304	-4.0%
SW WI Region	163,238	162,768	-0.3%











Resident choice

Have some choice

- Referenda – capital and operating levies

Have no choice

- Electric rate increases
- Water utility rate increases
- Inflation (groceries, gas)
- Healthcare costs
- Taxes?

What are our Goals

Public sector

- Workforce
- Tax base growth
- Population growth
 - Volunteers (EMS, running elections, events)
- School enrollment
- Tax payers

Private sector

- Workforce
- School enrollment
- Tax payers



Housing Trends



Projected Demand

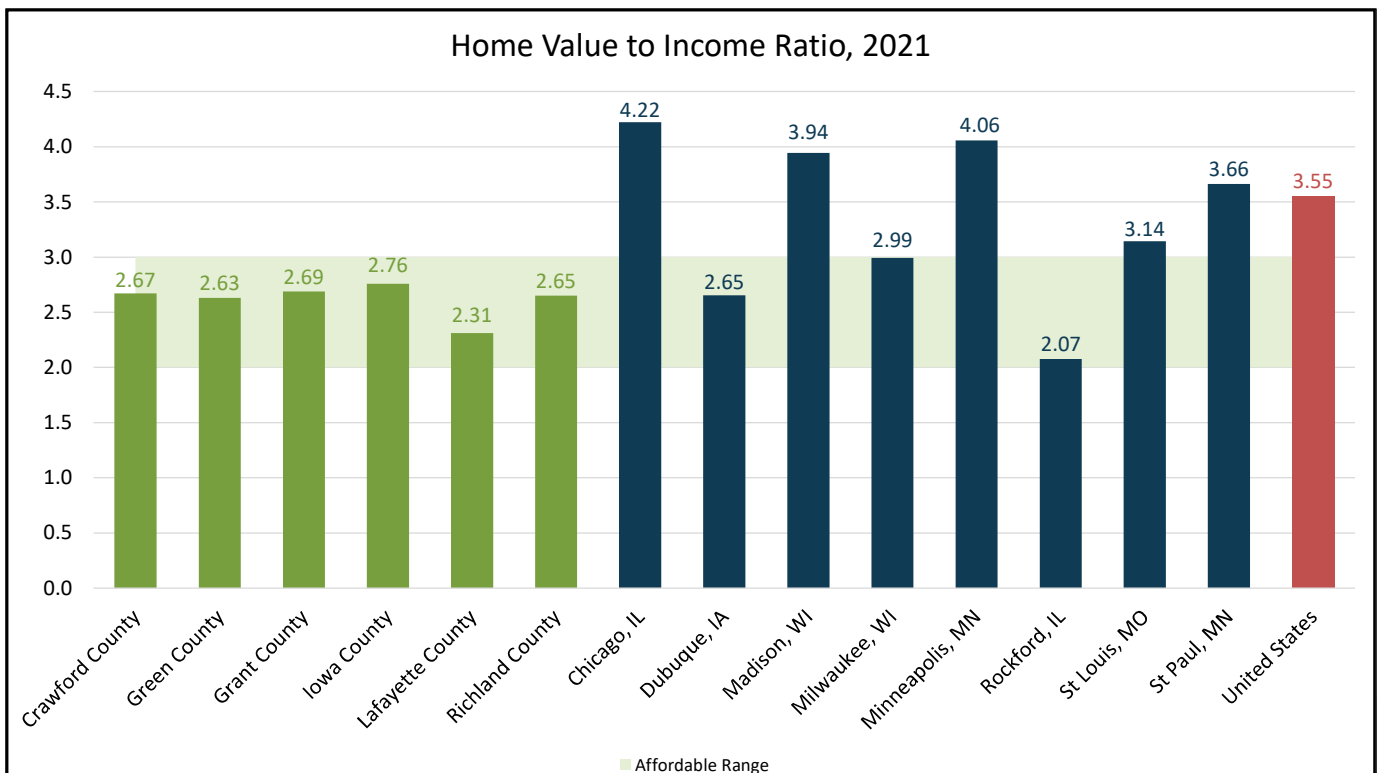
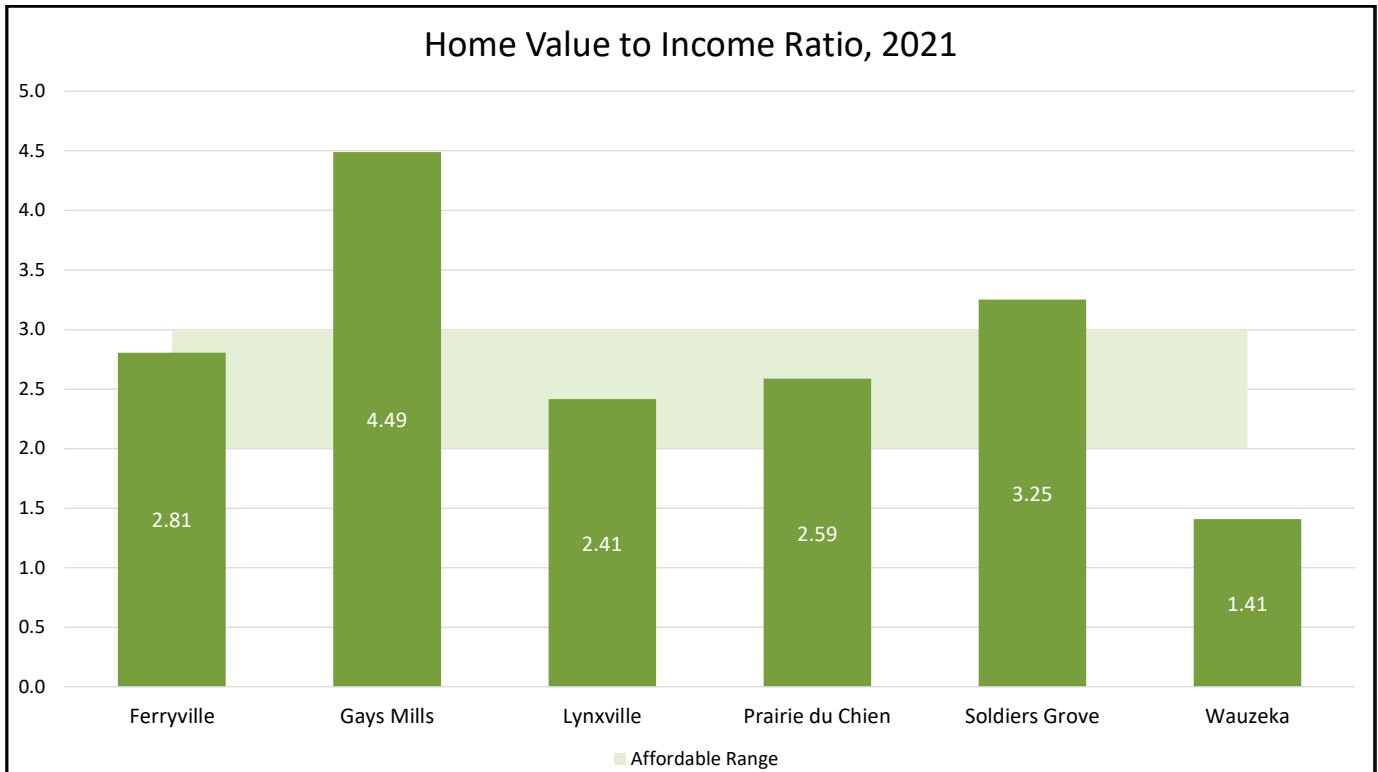
City of Prairie du Chien		
	No Action	1.04% Growth
2030 projected number of households	2,221	2,431
(+) desired vacancy rate of 5%	111	122
(+) replacement housing of 0.5%	11	12
(=) required number of new housing units	2,343	2,565
(-) available number of units (2020 Census)	2,598	2,598
(-) units built 2021, 2022, & 2023	55	55
(=) total housing units to be built for 2030	-310	-88



Projected Demand

Crawford County Municipalities		
	No Action	1.04% Growth
Ferryville	-36	-38
Gays Mills	-42	-29
Lynxville	-42	-35
Prairie du Chien	-310	-88
Soldiers Grove	-36	-10
Wauzeka	-36	-3





Incomes and Housing Cost - Existing

First-time Home Owner

- 6% downpayment
- 7% interest
- 30-year mortgage

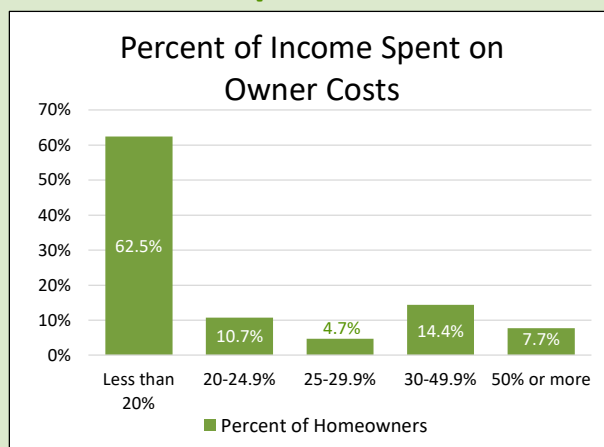
Incomes required to purchase a Median Home Value home

Municipality	Median Home Value (2021 ACS)	Yearly Payment	Household Income
Ferryville	\$171,900	\$12,900	\$61,431
Gays Mills	\$149,700	\$11,234	\$53,497
Lynxville	\$131,300	\$9,854	\$46,922
Prairie du Chien	\$122,300	\$9,178	\$43,705
Soldiers Grove	\$115,900	\$8,698	\$41,418
Wauzeka	\$94,500	\$7,092	\$33,771

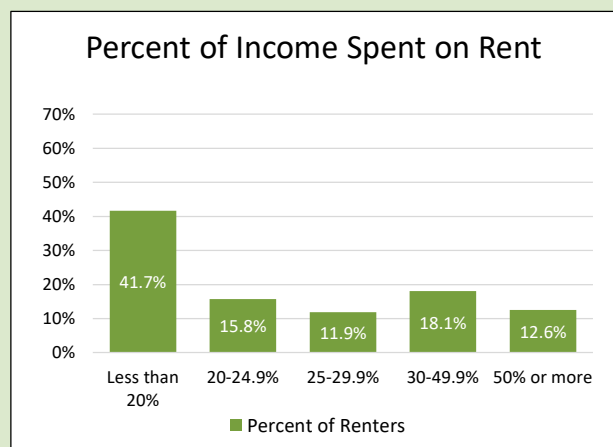


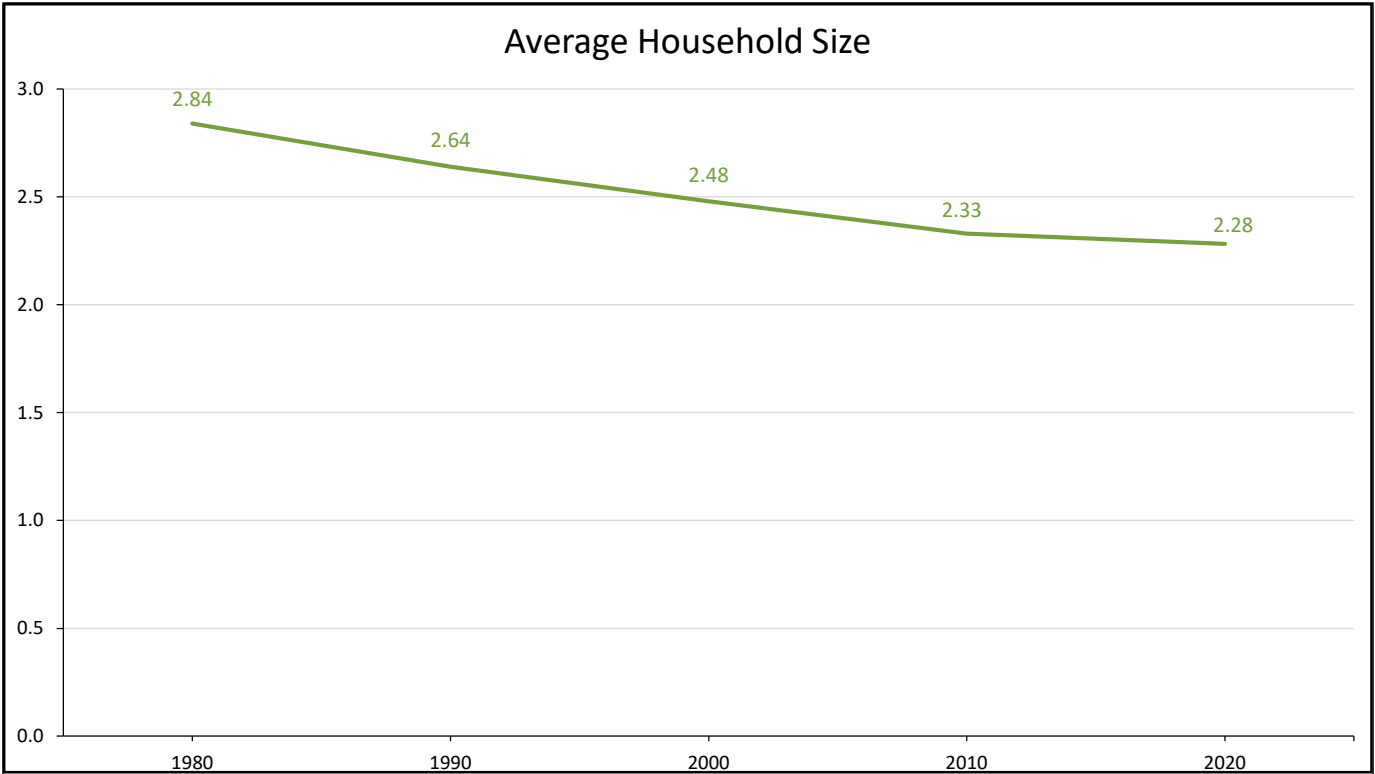
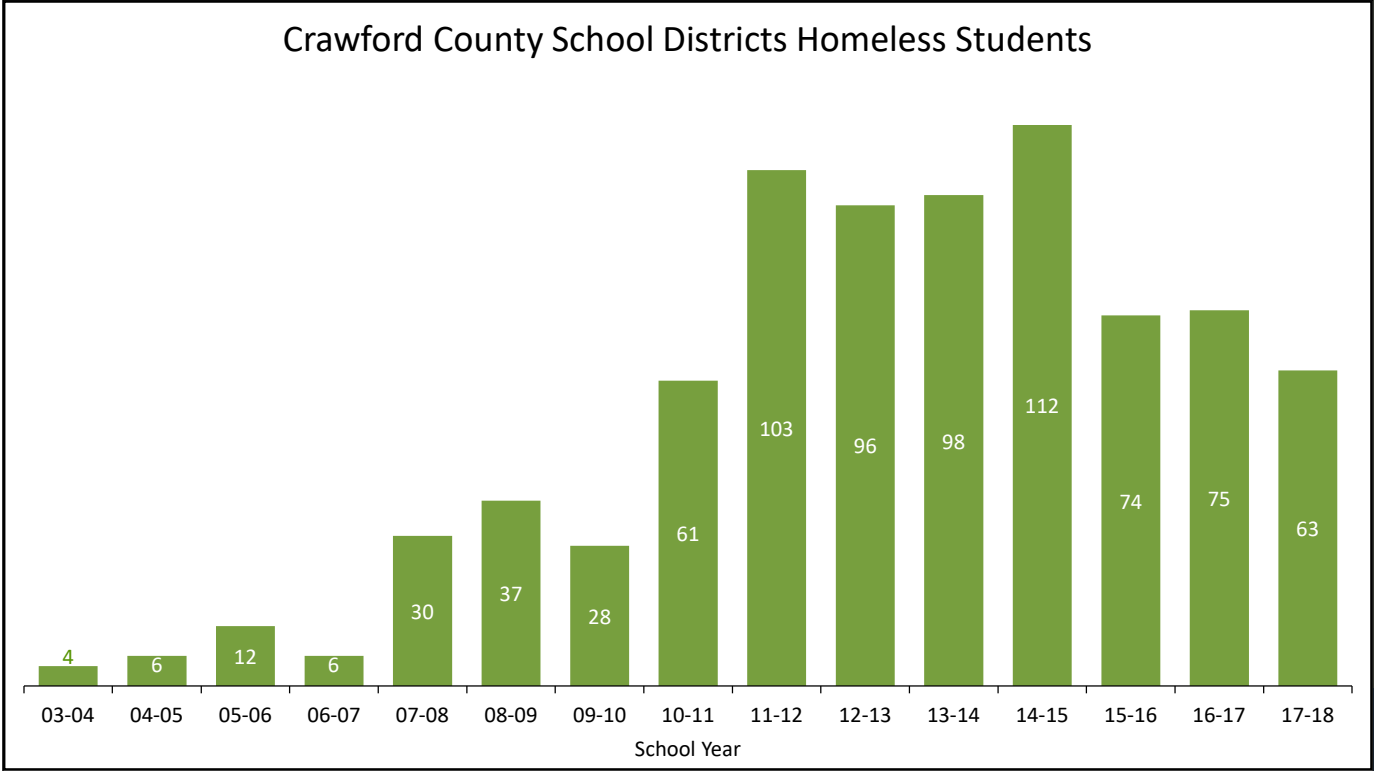
Crawford County Affordability

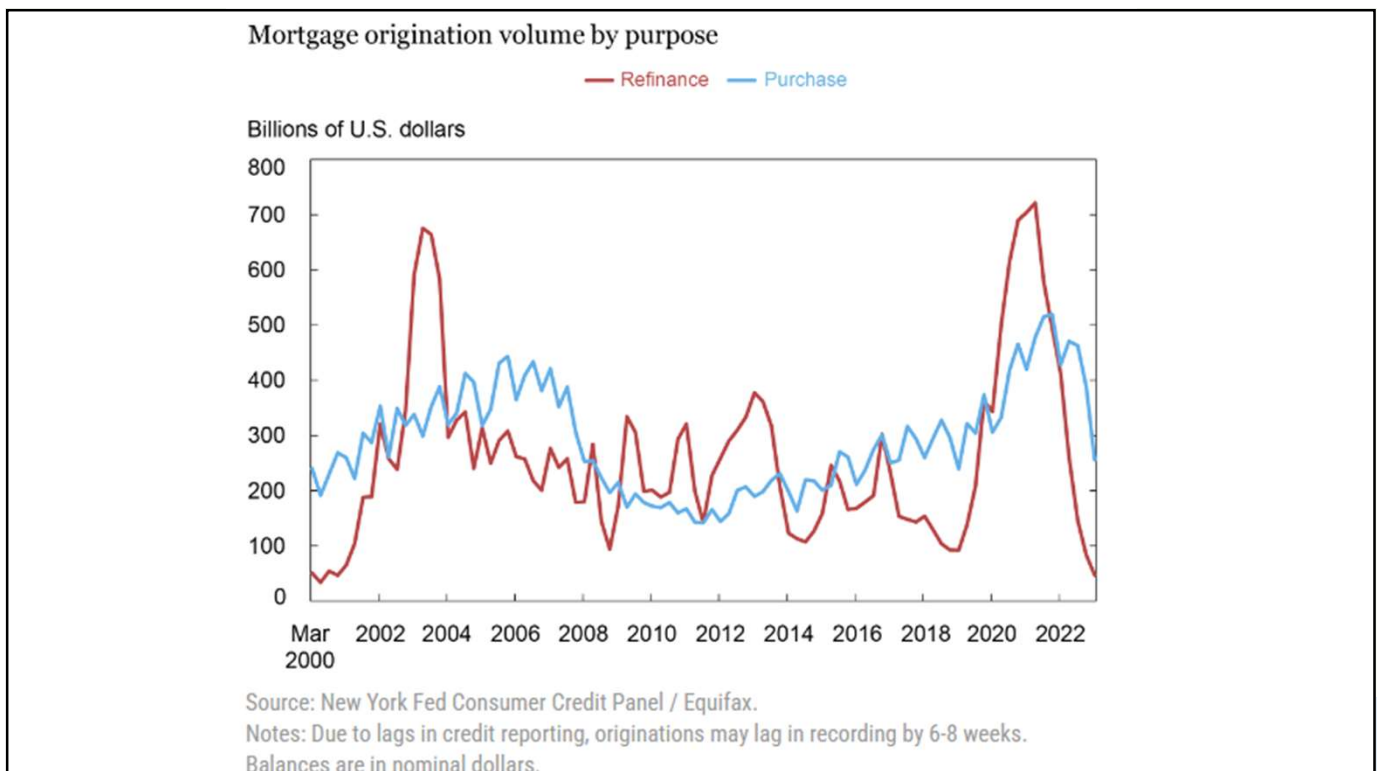
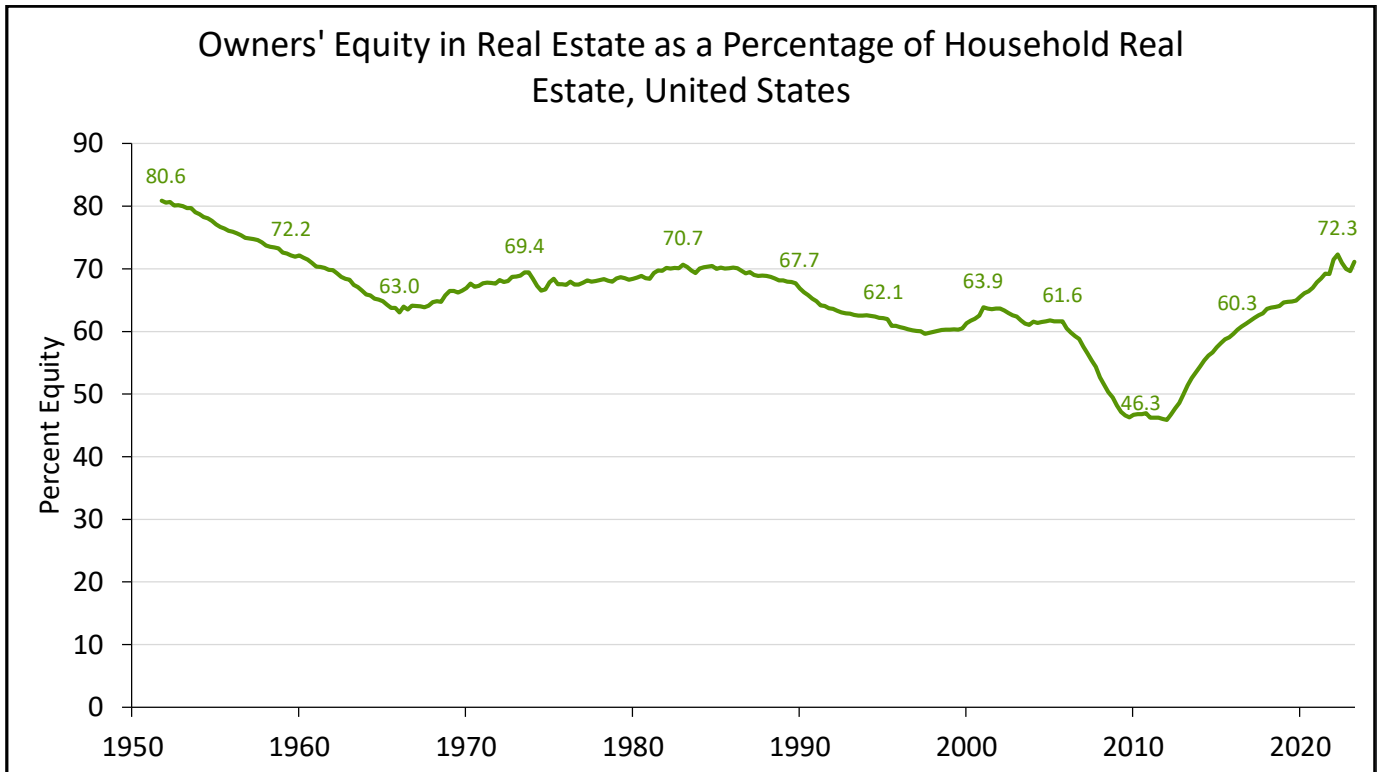
Owner-occupied units



Rental units







Major findings

- Interest still high (compared to several years ago)
- Prices high – not adjusting
- No churn
 - High equity
 - Aging population (mortgages paid)
 - Lots of refinancing
- Supply not growing
- Sales slowing



Major findings

- Turnover in existing home ownership is not a near-term solution.
- Demand model suggests we have enough housing. Focus on maintaining existing stock and providing affordable options.



Recommendations



Implementation

1. Asset mapping
 - Identify buildable land
 - Identify available funding
2. Invest in land
3. Control or influence development to achieve your goals



Available funding

- Do we have TIF funding available?
 - Tax Increment remaining after initial projects are paid off
- What is our available borrowing capacity?
 - Allowable G.O. Debt is 5% of Equalized Value
- What is our undesignated fund balance?
 - Municipal funds that are neither reserved or designated



What about zoning?

Pros

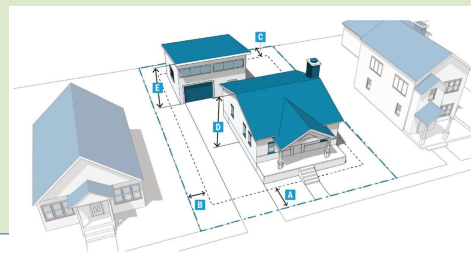
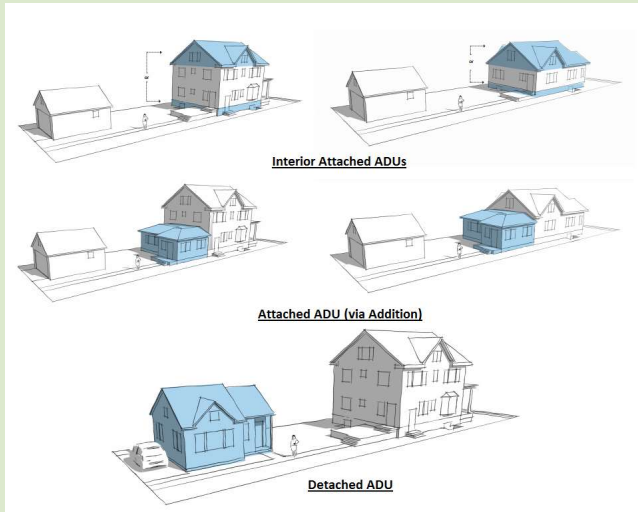
- Enables orderly development
- Provides stability and transparency in new development
- Potential to control the price of housing

Cons

- Potentially burdensome for developers, if it requires legislative action
- Potentially segregates residents based on incomes
- Potential to drive up the cost of housing



What about Accessory Dwelling Units?



Manufactured housing

Mobile Home

- Pre-1976
- Not held to building, safety, or energy efficiency standards



Source: 1st Choice Home Inspections, 2023

Manufactured Home

- Post-1976
- Safety, construction, and material standards set by HUD



Source: Skyline Homes, 2024

Manufactured housing is the largest supply of naturally occurring affordable housing.

What about short-term rentals

Pros

- Property tax
- Tourism
- Small business support

Cons

- Part-time small business support
- No student enrollment
- No volunteer base



Short-term rentals

airdna.co	In Municipality	Rural	Total
Boscobel	0	1	1
De Soto	4	9	13
Ferryville	12	21	33
Gays Mills	0	17	17
Lynxville	5	18	23
Prairie du Chien	29	11	40
Soldiers Grove	1	15	16
Steuben	1	1	2
Wauzeka	1	6	7
Total	53	99	152



Short-term rental recommendation:

- Require permits/registration to document units and collect room tax
- Require owners to live within 30 minutes
- Prohibit STRs on village/city-invested properties via restrictive covenants (legislative discussion)



Zoning reform

- Allow ADUs and multifamily by right
- Include manufactured homes in single family housing definition
- Explore restrictions on short term rentals
- Limit number of residential districts
- Reduce setbacks and lot sizes
- Expand administrative review



What resources already exist?

- Supply side
 - WHEDA programs (Restore Main Street, Infrastructure Access Loan, Home Repair/Rehab, Emergency/Transitional or Permanent Housing)
 - WEDC Community Development Investment Grant
- Demand Side
 - Wisconsin Rural Housing Critical Assistance
 - Couleecap Homeownership Assistance, Home Rehabilitation, Weatherization



Thoughts, Questions, Comments?



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