



UPDATE

Housing FORWARD

January 2025 Progress Report

The [Housing Forward initiative](#) was first launched in 2021 to address housing needs in Madison.

Housing Forward outlined a multi-pronged approach to address Madison’s housing needs: increase housing choice, create affordable housing, combat displacement and segregation, ensure older adults

and others can stay in their homes, and work to end homelessness.

This Housing Forward update highlights what’s been done over the last three years while also looking forward to make sure current Madisonians – and the more than 115,000 people expected to move into the City by 2050 – have a place to call home.

#1 Increase Housing Choice

Notable Accomplishments 2022–2024:

- Proactively rezoned areas to ease the path for building thousands of new homes of all types
- Created new Transit Oriented Development (TOD) Overlay Zoning District allowing more homes near high-frequency transit
- Expanded where and how accessory dwelling units (ADUs) can be built
- Updated code language around families and households to be more inclusive and expand housing choices for unrelated renter-households across Madison
- Identifying employment, institutional and commercial areas well suited for housing
- Working to improve and streamline development review and permitting processes

- Completed since 2022 / Ongoing
- Underway



Rise Madison construction adjacent to the Wright-Fair Oaks BRT station

What’s Next:

- Advocate for state policies that support more condominiums and other homeownership options
- Use Tax Increment Financing (TIF) for affordable homeownership programs
- Look for ways to make lot division and subdivision processes simpler to create more new lots for homes
- Pursue more code and process changes to support small-scale “missing middle” housing, including duplexes, townhomes, and small apartment buildings
- Develop pre-approved plan models for ADUs
- Continue to simplify zoning standards for infill housing citywide, including specific options that make sense downtown
- Update the Urban Design process and code
- Improve technology use for more efficient development review
- Strengthen communication with UW-Madison Housing staff about student housing needs and student-focused housing proposals

Examples of accessory dwelling unit building forms

#2 Create Affordable Housing Throughout the City

Notable Accomplishments 2022–2024:

- Committed \$12 M from TIF and \$47 M from the City's Affordable Housing Fund to develop 2,544 homes, ensuring long-term affordability for 2/3 of these
- Committed land and \$1.35 M to partners to build or renovate 9 homes with permanent affordability for moderate-income homebuyers
- Leveraged over \$200 M in tax credits through City investment to build affordable housing
- Of the City-supported affordable homes, 96% are close to Bus Rapid Transit, and 185 will be affordable for households making no more than 30% of the area median income
- Adopted downtown height incentive to support more affordable housing, including affordable student housing
- Upgraded 159 rental homes in 30 buildings to improve comfort and reduce energy bills for tenants, and working to expand the program
- Continuing work on over 13 acres of land in South Madison for future affordable housing
- Began redeveloping 346 units of public housing into 1,200 mixed-income homes at the Triangle

● Completed since 2022 / Ongoing
● Underway

- Six affordable townhomes under construction on Theresa Terrace will be completed in 2025

What's Next:

- Explore changes to TIF policy to further support affordable housing
- Continue to leverage federal resources for affordable housing and to improve the efficiency of existing affordable housing
- Explore ways to better align between state and local standards for affordable housing
- Complete the Triangle and Park/Badger housing projects to add over 1,000 new affordable homes to the City
- Initiate redevelopment projects bringing hundreds of new affordable homes near Bus Rapid Transit including the Brayton Lot, Darbo-Worthington neighborhood, and smaller sites
- Commit another \$32 M to the Affordable Housing Fund in the next two years
- Continue strategic land purchases to add more affordable housing in the city

#3 Combat Displacement by Supporting Choices for People to Stay in Their Homes

Notable Accomplishments 2022–2024:

Combat Displacement and Segregation

- Committed \$6.6 M of City funds and \$3.7 M in federal funds to rehabilitate 637 rental homes
- Provided \$5.5 M for downpayment assistance for 139 households
- Strategizing with property owners to extend affordability on apartments when original terms expire
- Purchasing land for affordable housing in areas facing displacement pressure

Help Residents Remain in Their Homes

- Issued 87 loans totaling \$438K in property tax assistance for older adults on fixed incomes
- Issued 268 loans totaling \$1.7 M for home repairs
- Supported 10,900 households with \$53.2 M in rental assistance and eviction defense funding

- Offered municipal service bill credits to over 500 low-income households through the MadCAP program
- Investigated over 50 complaints of housing-related retaliation

What's Next:

- Expand program for energy improvements to affordable rental homes to reduce tenant energy bills
- Phase redevelopment of public housing across the city to ensure all residents can relocate to a new home on-site or nearby
- Continue supporting MadCAP to reduce utility bills for low-income residents



Triangle redevelopment will be phased to ensure that residents need not move more than once

#4 Work to End Homelessness

Notable Accomplishments 2022–2024:

- Preserved two "Housing First" affordable properties by transferring them to a local non-profit dedicated to rehabilitating buildings and maintaining long-term affordability
- Secured funds to sustain Dairy Drive campground through summer 2025
- Assembled \$25 M in City/County/Federal funds to construct a new men's shelter anticipated to open in early 2026

What's Next:

- Support the development of a new women & family shelter by purchasing excess real estate from the Salvation Army
- Complete the new men's shelter and secure additional public and private funding to ensure that its guests get the services needed to regain housing stability
- Continue supporting the creation of supportive housing to help people transition out of homelessness