COMMUNITY HOUSING
BEST PRACTICES
Complex =NOT= Complicated

February 2010  GICH Retreat
Monica H. Callahan
City of Madison – Planning Director
**KNOW THYSELF**

### MARKET RESEARCH
- Census – Profile of Selected Housing Characteristics
- Residential Survey – GIS & Field Recon
- Historic Growth Patterns, Building Permits, QPublic Sales
- Ordinance Evaluation

### MADISON CHARACTER
- 3,636
- 1499 units
- 1362 HH(@ 2.62 folks)
- 65% owner-occupied
- 76% detached SF
- 399 MF units
- 64 public housing
- age, values, rent
MYTH 1 – GREENER PASTURES
Best Practices

**MYTH 1 – GREENER PASTURES**

- Existing Building Stock
  - Community History
  - Visual Character
  - Durable Materials
  - Encapsulated Energy

- “Greenest House is the One You Don’t Build”

- 1970s Housing Inventory – nearly 70% “dilapidated / poor condition”

- 2000 Preservation – same area < 2% not renovated **BONUS:** + 50,000 tourists per annum / #1 industry
MYTH 2 – THE WELCOME MAT
Best Practices

MYTH 2 – THE WELCOME MAT

- Small “Shacks”
  - Garconniere
  - Granny flats
  - Mother-in-law cottages
  - Empty Nesters wanna-bees
  - Rental units

- Removed Zoning Restrictions
- Registered if Accessory Dwellings
- Maximum Sq.Ft.
- Minimum Lot Size
MYTH 3 – SEPARATE BUT EQUAL
Best Practices

MYTH 3 – SEPARATE BUT EQUAL

- Duplexes & Apartment Houses
  - CAN mix with SF
  - CAN be attractive
  - CAN serve as startup and downsizing options
  - CAN be modest or upscale

- Euclidean Zoning - removal of barriers
- Minimum Design Requirements to Protect SF
- 1 Unit Owner-Occupied
- Demonstration Model
MYTH 4 – MAN’S HOME IS HIS CASTLE
MYTH 4 – MAN’S HOME IS HIS CASTLE
MYTH 4 – MAN’S HOME IS HIS CASTLE
MYTH 4 – MAN’S HOME IS HIS CASTLE
MYTH 4 – MAN’S HOME IS HIS CASTLE
Best Practices

**MYTH 4 – MAN’S HOME IS HIS CASTLE**

- SF Home Ownership
  - Encouraged/Preferred not 1-prong approach
- Apartments, Condos, Townhouses, Mobile
  - Renter prejudice
  - Maintenance – money, time, education
  - Variety of Housing Options
- Spot Zoning is Good
- Greenspace Requirements
- Remember Rats and Ships
- Mixed Use
- Little Things Matter
MYTH 5 – BIGGER IS BETTER
Best Practices

MYTH 5 – BIGGER IS BETTER

- Cluster Housing, PUDs, Neo-Traditional Development
  - Proximity
  - Infill opportunities on surplus land
  - Existing infrastructure
  - Affordable / Workforce

- Euclidean Zoning - removal of barriers
- Observe Context
- Bracket Sq.Ft.
- Structure
  - Scale
  - Building Form
  - Style (degree not architectural)
- Street Grid
  - no cul-de-sac
- Road Width
- Density
  - lot width
  - coverage
- Orientation
dual
- Setback - establish façade line
Existing Historic Property – 350 Burney Street
Adjacent Historic Property – 307 N. Second Street
WALKER ROSE LANE

AWARDS
• GDA 2002 Award Excellence in Design - Outstanding New Construction
• GPA 2002 Award Outstanding Historic Preservation Project
WALKER ROSE LANE

CONTINUITY

CONNECTIVITY

SYMPATHETIC SCALE & SITING

SIMILAR MATERIALS

HISTORIC CONTEXT
Continuity
Connectivity
Sympathetic Scale & Siting
Similar Materials
Historic Context
Continuity
Connectivity
Sympathetic Scale & Siting
Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

Continuity
Connectivity
Sympathetic Scale & Siting
Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

- Continuity
- Connectivity
- Sympathetic Scale & Siting
- Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

Continuity

Connectivity

Sympathetic Scale & Siting

Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

- Continuity
- Connectivity
- Sympathetic Scale & Siting
- Similar Materials
- Historic Context
WALKER ROSE LANE

Continuity

Connectivity

Sympathetic Scale & Siting

Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

Continuity

Connectivity

Sympathetic Scale & Siting

Similar Materials

HISTORIC CONTEXT
WALKER ROSE LANE

- Continuity
- Connectivity
- Sympathetic Scale & Siting
- Similar Materials
- HISTORIC CONTEXT
COMMUNITY HOUSING
BEST PRACTICES
Complex ≠ Complicated

February 2010  GICH Retreat
Monica H. Callahan
City of Madison – Planning Director

mhcallahan@madisonga.com