

## VISION STATEMENT:

"In 2030, a dynamic housing market fosters community and neighborhood cohesion. Varied types of quality housing are integrated with community facilities and various transportation alternatives. This housing market meets the needs of urban and rural households of all types, ages, income, cultures, and mobility status."



*Cream Brick House, City of Chilton, Calumet County*

## Issues & Opportunities:

- Housing affordability is one of the largest issues facing the region.
- Housing choices within the region are limited, particularly in rural areas.
- Preservation and rehabilitation of the existing housing stock would help preserve the cultural identity of communities within the region and increase the quality and diversity of the region's housing stock.
- In order to effectively and efficiently meet affordable housing needs within the region, additional cooperation and coordination is needed between governments, and the private and nonprofit housing sectors.

## So What!

- A lack of affordable housing:
  - creates household and worker stress.
  - discourages business development.
  - makes it difficult for companies to attract and retain workers.
  - results in lost consumer spending and business income within the community.
- A lack of housing choice:
  - reduces quality of life for individuals whose needs are not met.
  - makes it difficult for companies to attract and retain workers.
  - may result in out-migration of households who can not find appropriate housing.
- Housing preservation:
  - preserves individual community character.
  - protects the region's historical and cultural identity.
  - increases housing choice.
  - helps maintain housing quality and affordability.
- Coordination and Cooperation makes better use of existing resources by:
  - reducing duplication of services.
  - leveraging existing resources.
  - providing more efficient, cost effective services.
  - reducing the economic burden of individual entities.



*Historic Fox River Mills Apartments, City of Appleton*



*Island Shores Retirement Living Center, Winnebago County*

## Core Goals:

- Increase awareness of affordable housing issues among decision makers, realtors and the public.
- Promote cooperation and collaboration between government, private and non-profit sectors to leverage housing development resources, promote education, economic opportunities and provide a full range of decent, safe, affordable housing.
- Link housing providers with economic development professionals and consumers to expand housing choice, along with supply and affordability that will meet the needs of households of all types, ages, income, cultures, and special needs.
- Promote the development and preservation of quality designed, cost effective, mixed income, mixed use neighborhoods.
- Consider the potential impacts on housing choice, supply and affordability, as decisions are made regarding housing, economic development, transportation, community and public facilities development, environmental quality, and land use.

## What's Next?

June/July 2004:

- Identify potential policies.

August/September 2004:

- Complete identification of policies, determine linkages.
- Select policies to carry forward.

October/November 2004:

- Establish targets, identify lead/support roles.

December 2004:

- Draft housing chapter for Milestone Report #3.

January 2005:

- Milestone Report 3: Goals and Policies for Action to be submitted to the East Central Commission for approval.