

## II. HOUSING

### INTRODUCTION

It is important for a community to provide adequate and safe housing for all its residents, with emphasis placed on the creation of functional and socially open neighborhoods. As stages of life, health, family, marital status, and financial circumstances change, so do housing needs. A person should be able to live, work and retire in the same community and not be forced to look outside the community for new housing.

The impact of many “local” development activities are felt beyond local borders, sooner or later. For example, cars from a new subdivision or shopping area do not stop at any one jurisdictional border and school districts have a hard time planning for the influx of students coming from the new residential developments approved by the multiple towns, cities, and villages that make up the district.

Impacts add up. One house or tavern or one convenience store might have a slight impact, but each undeniably demands services, generates travel, creates economic activity, and adds to the tax base. The impacts of these small decisions persist both through time and over time, combining with one another to change a community.

Different land uses generate demands for different services. As for housing, while population and density may determine the aggregate level of demand, the configuration and location of dwelling units may determine how, where, and at what cost services may be delivered. Sewer, water, schools, streets, traffic and noise regulation, and police and fire protection are among the services that must typically be provided to residential areas. Because local governments can also regulate land-use, they have a means by which they may intervene, and to some extent, pattern the effective demand and costs for these services. Housing is a major land use category in most communities and typically, in most small cities. It is a major source of revenue and the reason why housing is critical in comprehensive plans.

The Platteville community has developed goals and objectives to ensure an adequate supply of safe housing for all income levels. The plan also recognizes the need to maintain the safety of the existing housing stock and encourage energy conservation in all construction. This element and the Economic Development, Transportation and Land Use Elements are clearly interrelated and should be considered in unison as the City and Town adopt policies and review development proposals in the future.



The goals and objectives related to housing are oriented toward achieving the Vision as determined by the Platteville community:

**Please review and revise the housing vision statement, if needed.**

**VISION STATEMENT**

- The Platteville community is committed to preserving its historic neighborhoods and providing an adequate supply of single-family and multi-family housing to meet the diverse housing needs of the community.*

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**Goals and Objectives:**

**In August 2008, a ‘Scoping Survey’ was conducted by the Steering Committee to determine which goals and objectives in the Comprehensive Plan should be revised. The table below illustrates the results of that survey.**

‘Scoping Survey’ Results: Goals & Objectives	City N=27	Town N=5	Total N=33
	% Voting "Revise"	% Voting "Revise"	% Voting "Revise"
Encourage the University to add more dormitories or get involved in providing additional rental housing.	37%	60%	39%
Encourage private developers to provide additional rental housing.	28%	40%	32%
Provide more affordable housing.	33%	40%	33%
Consider alternate residential forms for the planning area periphery to create edges to the community.	56%	20%	50%
Consider alternate residential forms such as cluster development and neo-traditional neighborhoods.	52%	0%	45%

Please review and revise the following goals and objectives (numbered items), if needed. Areas in **red** have been recommended for change via the ‘Scoping Survey’.

2. Increase the amount of new rental housing units, especially near the University and on vacant land at the City edges.- (Goal)

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3. Encourage the University to add more dormitories or get involved in providing additional rental housing. (Objective to support the goal above)

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4. Encourage private developers to provide additional rental housing. (Objective to support the goal above)

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5. Maintain and improve the quality and condition of the existing housing in the older neighborhoods.- (Goal)

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6. Encourage and support housing development and property maintenance throughout the community. (Objective to support the goal above)

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7. Encourage and support neighborhood groups and others, as they may organize, regarding issues and concerns specific to the individual neighborhoods. (Objective to support the goal above)

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8. Promote neighborhood beautification programs. (Objective to support the goal above)

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9. *Preserve the historic homes and neighborhoods. .- (Goal)*

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10. Encourage and develop interest in the preservation of historic properties. (Objective to support the goal above)

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11. *Provide a variety of housing choice in terms of type and cost. .- (Goal)*

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12. **Provide more affordable housing.** (Objective to support the goal above)

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13. Increase the variety of housing stock, so that types and prices of housing can satisfy the needs and preferences of a wide variety of residents. (Objective to support the goal above)

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14. Respond to senior housing demands or other segments of the housing market which are underserved.  
(Objective to support the goal above)

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15. Provide areas for additional single-family development. - (Goal)

Keep, as is.                       Eliminate                       Modify (write below)

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16. Consider alternate residential forms for the planning area periphery to create edges to the community.  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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12. Protect the residential areas from incompatible uses through effective land use and design controls.  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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13. Encourage good architecture and site design, individuality, and character in new housing.  
(Objective to support the goal above)

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14. Maintain compatibility with environmental conditions. (Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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15. Consider alternate residential forms such as cluster development and neo-traditional neighborhoods.  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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## HOUSING INVENTORY

In the early 20th century, Americans chose their homes based on the source of a square meal. By the end of the century, they were able to choose homes more freely. With ever-thinning ties to factories and farms, Americans have an unprecedented freedom of choice on where to live, work, and play. They have exercised these freedoms nationwide in ways broadly reflected by the 2000 Census. Land use and housing are essential elements in a comprehensive environs analysis. Implications of residential land use in the joint community are presented in the land use analysis chapter. This section of the analysis is concerned with the size of the existing housing stock as well as a description of the area's housing stock in terms of basic housing unit characteristics.

Lacking access to any comprehensive housing condition data, this inventory relies on the Bureau of the Census data from both 1990 and 2000 to provide a reasonably accurate measure of the conditions with respect to key housing factors.

Table 2.1 below provides an overview of current household tenure by household size in both the City and Town of Platteville. Currently over 50 percent of the total occupied housing units in the City are owner-occupied. Nearly 78 percent of the occupied units in the Town are owner-occupied.

When discussing the rate at which an area is growing, it is not only important to consider the speed at which growth is occurring but also the location within a given geographic region where growth is taking place. The location of growth provides insight as to future development, as well as indicating the causative factors. Tables 2.2 and 2.3 illustrate growth in housing units over the past ten years in both the City and Town.

The Town of Platteville has gained between 5 and 24 units annually over the past seven years. The City has added an average of 25 new units per year, with a high of 48 new units in 2007 and a low of 13 new units in 2002. The net change in housing units in the City has averaged about 22 new units per year, with a high of 44 in 2007 and a low of 10 units in 2002.

<b>Table 2.1 Tenure by Household Size</b>	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
<i>Owner Occupied Housing Units</i>	1,724	100.0%	369	100.0%
1-person household	400	23.2%	50	13.6%
2-person household	670	38.9%	145	39.3%
3-person household	260	15.1%	61	16.5%
4 -person household	265	15.4%	65	17.6%
5 -person household	91	5.3%	28	7.6%
6-person household	23	1.3%	12	3.3%
7 or more person household	15	0.9%	8	2.2%
<i>Renter Occupied Housing Units</i>	1,588	100.0%	106	100.0%
1-person household	666	41.9%	26	24.5%
2-person household	462	29.1%	35	33.0%
3-person household	198	12.5%	21	19.8%
4 -person household	191	12.0%	9	8.5%
5 -person household	48	3.0%	9	8.5%
6-person household	10	0.6%	2	1.9%
7 or more person household	13	0.8%	4	3.8%

Source: 2000 U.S. Census

**Table 2.2 Housing Units: Net Change, 2000-2007- Town of Platteville**

	2000	2001	2002	2003	2004	2005	2006	2007	Total
<b>Additions:</b>									
1 Family	3	5	5	24	11	21	8	8	85
2 Family	1	0	0	0	0	0	0	0	1
3+ Family	1	0	0	0	0	0	0	0	1
Mobile	0	0	0	0	0	0	0	0	0
<b>Deletions:</b>									
1 Family	0	1	0	2	0	0	0	1	4
2 Family	0	0	0	0	0	0	0	0	0
3+ Family	0	0	0	0	0	0	0	0	0
Mobile	1	0	2	0	6	0	0	0	9
<b>Annexations:</b>									
Gained	0	0	0	0	0	0	0	0	0
Lost	0	0	0	0	2	5	0	1	8
<b>Total Additions</b>									
	5	5	5	24	11	21	8	8	87
<b>Total Deletions</b>									
	1	1	2	2	6	0	0	1	13
<b>Net Change</b>									
	+4	+4	+3	+22	+5	+21	+8	+7	+74

Source: State of Wisconsin Demographics Services Center, 2008

**Table 2.3 Housing Units: Net Change, 2000-2007- City of Platteville**

	2000	2001	2002	2003	2004	2005	2006	2007	Total
<b>Additions:</b>									
1 Family	11	13	7	11	12	12	13	7	86
2 Family	6	0	2	3	8	6	8	14	47
3+ Family	1	10	4	0	4	18	0	27	64
Mobile	0	0	0	0	0	0	0	0	0
<b>Deletions:</b>									
1 Family	2	1	1	0	5	2	0	4	15
2 Family	0	0	2	0	0	2	0	0	4
3+ Family	0	0	0	0	0	0	0	0	0
Mobile	0	0	0	1	0	0	0	0	1
<b>Annexations:</b>									
Gained	0	0	1	0	2	3	1	1	8
Lost	0	0	0	0	0	0	0	0	0
<b>Total Additions</b>									
	18	23	13	14	24	36	21	48	197
<b>Total Deletions</b>									
	2	1	3	1	5	4	0	4	20
<b>Net Change</b>									
	16	22	10	13	19	32	21	44	177

Source: State of Wisconsin Demographics Services Center, 2008

**Table 2.4 Housing Occupancy**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
TOTAL HOUSING UNITS	3,482	100.0%	493	100.0%
Occupied housing units	3,312	95.1%	475	96.3%
Vacant housing units	170	4.9%	18	3.7%
For seasonal, recreational, or occasional use	12	0.3%	3	0.3%

Source: 2000 U.S. Census

**Table 2.5 Housing Units in Structure**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
TOTAL HOUSING UNITS	3,482	100.00%	488	100.00%
Units in structure:				
1-unit, detached	2,027	58.20%	357	73.20%
1-unit, attached	80	2.30%	-	-
2 units	320	9.20%	15	3.10%
3 or 4 units	174	5.00%	2	0.40%
5 to 9 units	210	6.00%	-	-
10 to 19 units	177	5.10%	-	-
20 or more units	489	14.00%	-	-
Mobile home	8	0.20%	114	23.40%
Boat, RV, van, etc.	-	-	-	-

Source: 2000 U.S. Census

Both the Town and City have comparable occupancy rates (Table 2.4) with very few units utilized on a seasonal basis (15 units).

Both the Town and the City are dominated by single-unit, detached dwellings. The town is over 96% single-unit structures when mobile homes are included in this category. While the City has 60.5% single-unit homes, it has a large number of these structures (2,107). Due to the influence of the University on the housing market, 39.5% (1,378 units) of the housing structures contain more than one unit (Table 2.5).

Median housing value for owner-occupied units is significantly higher in the Town versus the City (\$116,100 to \$88,100 respectively). This disparity is partially attributed to fewer number of homes and to the fact that over 25% of the Town's homes are valued over \$150,000 while only 11.2% of the City's are over \$150,000 (Table 2.6).

## THE PLATTEVILLE HOUSING MARKET

It is not enough to regulate land on the basis of the supply and demand of public services. Responsible public welfare includes providing citizens with decent housing and fair treatment. Local government regulation should attempt to ensure that no one is excluded from this goal.

A housing market is loosely defined as a chain of dwelling units that may be substituted for one another. For the consumer in a given geographic area, this means the number of dwellings that he or she can afford which have similar characteristics or that have different characteristics with which trade-offs may be reasonably made. The more consumers in a given geographic area, the more diverse that area's housing market is likely to be. Future residents of the City and Town of Platteville will require a mixture of housing types to meet individual requirements of preference, age, family size, and income. This will be necessary in order that each family and individual can find suitable housing at a location convenient to jobs, recreation, and commercial facilities. One of the determinants of the demand for housing is the rate of household formation. Household formation is a function of the life cycle. The life cycle includes persons growing up and leaving home, marriages, births, divorces, and deaths. These factors will affect household size which determines housing

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needs and therefore plays a role in the demand for housing. Household size can be an indication of household formation. Nationally, household size has been on the decline. This has been due to an increase in single-person households, and to couples that have delayed having children. Table 2.7 provides a summary of all households in the City and Town.

**Table 2.6 Housing Value – Owner-Occupied Housing Units**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Specified Owner-Occupied Units	1,633	100.0%	211	100.0%
<b>Value:</b>				
Less than \$50,000	97	5.9%	5	2.4%
\$50,000 to \$99,999	<b>911</b>	55.8%	78	37.0%
\$100,000 to \$149,999	443	27.1%	74	35.1%
\$150,000 to \$199,999	124	7.6%	27	12.8%
\$200,000 to \$299,999	50	3.1%	25	11.8%
\$300,000 to \$499,999	8	0.5%	2	0.9%
\$500,000 to \$999,999	-	-	-	-
\$1,000,000 or more	-	-	-	-
Median (dollars)	\$88,100	-	\$116,100	-

Source: 2000 U.S. Census

**Table 2.7 Household Size**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Total Households	3,312	100.0%	475	100.0%
1-person household	1,066	32.2%	76	16.0%
2-person household	1,132	34.2%	180	37.9%
3-person household	458	13.8%	82	17.3%
4-person household	456	13.8%	74	15.6%
5-person household	139	4.2%	37	7.8%
6-person household	33	1.0%	14	2.9%
7 or more person household	28	0.8%	12	2.5%
Average household size	2.31	-	2.81	-
Average family size	2.86	-	3.11	-

Source: 2000 U.S. Census

The City's average household size was 2.43 in 1990 and by 2000 had declined to 2.31, while the Town's was 2.95 and 2.81 respectively. The decline in household size is in line with national and state trends. The addition of two multi-family dwelling units and ten mobile homes has been a contributing factor to smaller household size as mobile homes and multi-family housing normally house relatively small families.

## HOUSING AFFORDABILITY

In April of 1999, the City of Platteville adopted a Comprehensive Housing Needs Assessment and Action Plan (HNA). The purpose of the HNA plan was “to identify the housing supply and demands, document existing housing conditions, and provide a guide to meet those demands and improve existing conditions.” That plan is appended by reference to this Comprehensive Plan and part of the “housing element” and its recommendations are contained, in part, in the “implementation element” of this Comprehensive Plan. The HNA projects future housing demands for the City to the year 2010.

According to the 2000 census, the total number of housing units in the combined City/Town community is 3,965, as shown in Table 2.8 below. Within these housing units, 5,347 people are in owner-occupied units and 3,625 are housed in rental units. Table 2.9 shows the City/Town breakdown of household populations. Obviously, the large university student population contributes significantly to the City's high percentage renter population.

**Table 2.8: Housing Occupancy, Tenure and household Size**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Total Housing Units	3,482	100.0%	483	100.0%
Occupied housing units	3,312	95.1%	475	96.3%
Vacant housing units	170	4.9%	18	3.7%
For seasonal, recreational, or occasional use	12	0.3%	3	0.6%
Homeowner vacancy rate (%)	1.1	-	0.8	-
Rental vacancy rate (%)	4.5	-	3.6	-
<i>Housing Tenure:</i> <i>occupied housing units</i>	3,312	100.0%	475	100.0%
Owner occupied housing units	1724	52.1%	369	77.7%
Renter occupied housing units	1,588	47.9%	106	22.3%
<i>Average Household Size:</i> Owner occupied housing unit	2.49	-	2.86	-
Renter occupied housing unit	2.11	-	2.65	-

Source: 2000 U.S Census

**Table 2.9 Household Populations**

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Population in occupied housing units	7,636	100.0%	1,336	100.0%
Owner occupied housing units	4,292	56.2%	1,055	79.0%
Renter occupied housing units	3,344	43.8%	281	21.0%
Per occupied housing unit	2.31	-	2.81	-

Source: 2000 U.S. Census

**Table 2.10 Age of Housing**

	City of Platteville	Town of Platteville
<b>Total Housing Units</b>	3,485	488
<b>Year Structure Built</b>	-	-
1999 to March 2000	38	4
1995 to 1998	194	36
1990 -1994	194	25
1980 -1989	245	62
1970 -1979	696	161
1960 -1969	504	48
1940 -1959	540	28
1939 or earlier	1,074	124

Source: U.S. Census Bureau, Census 2000

**Table 2.11: Number of Housing Units by Year Built - City of Platteville**

Year Built	Owner-Occupied	Rental	Vacant	Total	Percent of Total
1990-1999	93	115	42	3,312	8.0%
1980-1989	124	170	7	301	9.5%
1970-1979	310	300	29	639	20.2%
1960-1969	233	239	17	489	15.5%
1950-1959	227	146	4	377	11.9%
1940-1949	72	36	11	119	3.8%
1939 and earlier	665	522	48	1,231	39.1%
<b>Total</b>	1,631	1,413	116	3,160	100.0%

Source: U.S. Census Bureau, 1990 Census and 2000 Census

In general, the existing housing stock in the joint community can be characterized as aging, as shown in Table 2.10. Using 1990 census data for the combined City/Town, there were 3,662 total housing units of which, in 1990, 67 percent were constructed prior to 1970. More recent data pertinent only to the City finds an additional 152 units were constructed in the decade between 1989 and 1999. With respect to this data, 67 percent of City housing units were constructed prior to 1970 and are at least 30 years old as illustrated in Table 2.11.

**FUTURE DEMAND FOR HOUSING**

Tables 2.12 and 2.13 show the number of housing units needed by the year 2020. Population projections were developed by the Southwest Wisconsin Regional Planning Commission and used as the basis for analysis of future housing demand. The City of Platteville is projected to add about 670 people by 2020 and the Town, 225 new residents by 2020, bringing the City's population to 10,658 and the Town's to 1,565. New housing units are based on these projections.

According to the 1999 HNA, housing is needed for all income ranges. It also seems apparent that new construction should be targeted toward the higher income ranges. This, through the upgrading process, should open up those houses affordable to the lower income categories that have been previously occupied by higher income households. However, there are available lots for upper income and speculative homes priced in that range that have had difficulty selling.



Therefore, it is assumed that the upper income residents are content living in homes that are affordable to income groups below them, which reduces the number of affordable units in other income brackets. In addition, many of the middle and upper/middle income households do not wish to purchase an existing older home. The purchase price of these homes may be within their affordability guidelines, but repairs inherent in older homes often price the homes out of their reach.

The report finds that, based on requests for housing and what has been selling, that new construction should be targeted to middle to upper/middle income brackets by constructing homes in the \$90,000 to \$110,000 range.

**Table 2.12: Projected Housing Units – City of Platteville**

7/30/2010

Year	Population Per HH	New Population	Future Housing Units	Average DU/Acre	Additional Acres
2000	2.3				
2005	2	167	83.5	4	20.88
2010	2	167	83.5	4	20.88
2015	2	167	83.5	4	20.88
2020	2	168	84	4	21.00
<b>Total</b>		669	334.5		83.63

**Table 2.13 Projected Housing Units – Town of Platteville**

Year	Population Per HH	New Population	Future Housing Units	Additional Acres
2000	3			
2005	3	56	18.67	
2010	3	56	18.67	
2015	3	57	19.00	
2020	3	57	19.00	
<b>Total</b>		226	75.33	

## POLICIES AND RECOMMENDATIONS

Please review and revise the following policies and recommendations (numbered items), if needed.

No single area of concern in community development will receive greater attention in the near future than housing. Of the land devoted to urban development, no single land use involves greater acreage than residential land use. Two primary considerations will affect housing supply:

16. Protection of existing housing stock through effective code enforcement.

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17. Design of new residential areas to foster quality growth and development of the community. New residential development should be encouraged in areas that can be served conveniently and economically by municipal facilities and utilities.

Keep, as is.                       Eliminate                       Modify (write below)

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### *Student Housing*

18. The City and Town should cooperate with the University and other interested parties in the identification and development of sites suitable for student housing. Additional land should be zoned for new multi-family housing, to include housing for both students and other Platteville residents.

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### *Neighborhood Character*

To maintain the desirability of neighborhoods, the City and Town must ensure the maintenance of streets, sidewalks, street lighting, public parks, and other community facilities throughout the City and Town. To enhance and maintain neighborhood character, the following should be accomplished:

19. Examine local zoning regulations for requirements that prohibit or unnecessarily restrict property owners from updating their dwellings.

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20. Identify, on a complaint basis, problem properties to prevent the ill effects of neighborhood blight. • Provide continued enforcement of the rental inspection program.

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21. Consider revising the parking code for residential areas.

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22. Connect neighborhoods visually and physically by roads, walkways, and open space.

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23. Amend the City zoning ordinance to provide for neo-traditional neighborhoods and urban/rural cluster development.

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*Historic Preservation*

24. The City should provide educational materials and forums promoting historic preservation to interested homeowners.

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*Housing Diversity*

The City should encourage development of neighborhoods that mix detached with attached dwellings, lot sizes, and rental with owner-occupied units to provide greater property value stability, diversity, and distribution of population and traffic. This range of housing choices will allow the City to meet the needs of all income levels, age groups and persons with special needs. To accomplish this, consider the following recommendations:

25. Create new zoning district to allow smaller lot sizes for new subdivisions and thus make available the opportunity for development or redevelopment of low-to-moderate income housing.

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26. Clarify housing development standards to ensure they are clear, specific, and objective. Approvals should not be based on the tenure (renter vs. owner), but on clear standards regarding density, conformance with building codes, etc.

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27. Consider awarding density bonuses for employer-assisted, employment-related housing.

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28. Begin implementing Comprehensive Housing Needs Assessment and Action Plan.

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29. Encourage construction of homes in the \$90,000-\$110,000 range.

- Keep, as is.                       Eliminate                       Modify (write below)
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*Land Use Impacts on Housing*

Non-residential projects above a predetermined number of new or transferred jobs should be reviewed to determine the effect of such projects upon the need for additional housing units, especially affordable housing units. This analysis should examine need for additional affordable units (rental and homeownership) within reasonable commuting distance of the new development. This review should factor in the cumulative impact(s) of a series of economic developments in contiguous jurisdictions recognizing that other nonresidential developments will place demands upon the need for affordable housing.

*Rural Character*

The City and Town have a strong desire to both maintain rural character and preserve unique natural resources in the area. The following recommendations will assist in accomplishing this objective:

30. Only allow developments that are adequately designed with respect to topographical and drainage conditions of the proposed area.

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31. Provide open space within new residential developments to transition between developed and rural areas.

- Keep, as is.                       Eliminate                       Modify (write below)

32. Provide open space within new residential developments to preserve areas of visual and/or environmental quality.

- Keep, as is.                       Eliminate                       Modify (write below)

**Action Plan:**  
**Please review and revise, if needed**

Action	Responsibility	When	Funding Sources and Implementation Approach
Explore WI Smart Growth Dividend Aid Program	City Planner/Plan Commission	2005	DOA
Zone additional land for multi-family housing	City Planner/Plan Commission		
Add a multi-family only zoning district to the zoning ordinance.	City Planner/Plan Commission		
Investigate a zoning change that would require a certain percentage of rental housing as part of all residential developments.	City Planner/Plan Commission		
Add a small-lot district to the zoning ordinance.	City Planner/Plan Commission		
Consider changes to the parking requirements for residential areas.	Historic Preservation Committee		
Provide educational materials and forums promoting historic preservation to homeowners/property owners.			