MONONA Housing: current status & future plans

- ❖ Need for newer housing: almost 50% of existing homes were built before 1940; over 80% were built before 1980
- ❖ Senior housing is important: More than 25% of householders who own their homes are age 65 or older, city residents age 65+ account for 20% of the total population
- ❖ Newcomers to town are in the 45-49 and 75-79 year age ranges
- ❖ Population has increased slightly since 1980 and is projected to continue increasing
- ❖ Job counts have increased by 25% over the past decade
- ❖ Median household income is $51,177 (7% higher than Clayton County
- ❖ Almost 550 people commute into town for work, indicating an opportunity for more housing in Monona

Income and Affordability: Renovation of the excess homes in the $50k-$150k range could meet the need for housing in the $150k-$300k affordability range. New construction paired with demolition could also be a way forward. The need for more homes in the $0-$50k range could indicate a need for financial assistance for qualifying households.

Income Range	% of House-holds	# of House-holds	Affordable Range To Own	# of Owner Occupied Units	Affordable Range To Rent	# of Rental Units	Total Affordable Units	Balance
$0 - $25,000	24.1%	183	$0 - $50,000	27	$0 – $399	49	76	-107
$25,000 - $49,999	25.1%	191	$50,000 - $99,999	253	$400 – $799	133	386	195
$50,000 - $74,999	23.6%	179	$100,00 - $149,999	185	$800 – $1,249	4	189	10
$75,000 - $99,999	14.6%	111	$150,00 - $199,999	69	$1,250 - $1,499	0	69	-42
$100,000 - $149,999	10.4%	79	$200,00 - $299,999	38	$1,500 - $1,999	0	38	-41
$150,000 and over	2.2%	17	$300,000 and over	7	$2,000 and over	25	32	15

Actions for the future

Improve the existing housing stock

Create an incubator business mentoring program to fill vacant spaces downtown

Apply for a targeted CDBG for Owner Occupied Rehab in target areas

Fund a low-interest revolving loan program to address specific housing issues

Utilize historic tax credits, low income tax credits, and workforce housing tax credits

Develop an informational brochure to inform citizens of the housing programs and energy efficiency assistance programs available and actively promote them

Encourage property maintenance by forming specific, community-accepted standards. Reinforce with periodic community "awards" for improvement, personal contact with non-compliant owners, and then code enforcement

Utilize NEICAC/UERPC Housing Quality Standard Inspections (HQS) when using their programs, and set up city programs for inspection of other housing units

Partner with volunteer groups to provide assistance to those in need

Add new homes to meet the community's needs

Keep a list of available grayfield tax incentives and qualifying infill lots for potential developers

Investigate expansion areas for new housing development (with suitable soils, avoiding bluff land and flood plains)

Promote building sites with utilities already in place, and plan for utility extensions

Distribute promotional materials for developers (one page fact sheet)

Encourage the use of city incentives for new construction, including TIF, limited tax abatement, interest assistance, down payment assistance, reduced or waived permit fees and hook-up fees, and other rebates as feasible (culvert, sidewalks, landscaping, etc.)

Understand and Encourage a Healthy Housing Market

Promote market "churning" by supporting senior housing projects

Utilize NEICAC's homebuyer education classes, or establish a local certified Housing Counseling Agency to host classes on a regular basis

Develop promotional materials to attract new residents

Celebrate homeowner efforts to improve properties by creating a program that recognizes projects that have a visible impact on the property's aesthetics

Form a regional Habitat for Humanity group with neighboring counties

Promote and utilize the appropriate programs listed in "Resources for Implementation" in this document