



The Housing Now Coalition is comprised of organizations across Northeast Wisconsin that represent the real estate, residential construction and business community who have come together to advocate for the development of more housing. We are advocates for the overall need to create more housing to meet the demands of existing and future workforce, not for any specific details of the project put before you.

Like most of the country, Wisconsin is experiencing a severe housing crisis created by a significant lack of available housing supply and escalating housing prices. A normal or balanced market has about six months of supply available. For years, we have been hovering around a two-to-three month supply, at most. Of the housing currently available, few listings are affordable to middle income individuals (approximately 25 percent).

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There are many contributing factors, but the main reason for the lack of housing is due to the fact that we have been significantly underproducing new lots and new homes over the last 10+ years. Northeast Wisconsin needs to build approximately 4,000 new housing units per year by 2030 to meet household projections. However, in the last five years, we have been producing about one quarter of what we need for supply of in new housing construction.

# SAY YES TO HOUSING

As a result, hard-working families are desperate to find homes that they can afford, our elderly population does not have safe and affordable housing options which allow them to downsize and future generations are finding the dream of homeownership further out of their reach – the average age of a first-time buyer is quickly approaching 40 years old. The economic and social impacts of this shortage are enormous.

Specifically, local businesses, large and small, are struggling to recruit workers to fill jobs. They have consistently identified housing and childcare as top impediments to their ability to compete for workers – from the bottom of the wage scale to the top. We cannot keep our businesses without workers and we cannot recruit workers without rooftops.

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Not everyone in our community has come to terms with this reality. Change can be hard to accept. However, as elected officials, we ask you to recognize that the time has come to address these issues. We must start rethinking how we create housing and neighborhoods:

- Ensuring a fair, predictable and efficient development approval process.
- Allowing for public input while also consistently following the community plans, maps and ordinances in place.
- Allowing for higher density with smaller lots and home sizes.
- Allowing more housing options like townhomes, condos, duplexes and multifamily units that allow for a variety of price points.

The Housing Now Coalition members ask you to please take this into consideration when deliberating the approval of the development project before you and the much-needed additional housing inventory it would provide.

**THANK YOU FOR YOUR CONSIDERATION.**

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