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Workshop Policy Brief

Prepared for:
Outagamie County Department of
Development and Land Services

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Key Question

How can the Fox Cities and Greater Outagamie County Region adapt to changing housing market conditions and ensure sufficient stock of quality affordable housing?

Highlights

- The population grew by 7 percent from 2010 to 2020, nearly double the state average
- Some areas are well-resourced and ready for increased housing development
- Targeted policies can help improve housing availability and affordability

The full report is available at
www.lafollette.wisc.edu/outreach-public-service/service-learning

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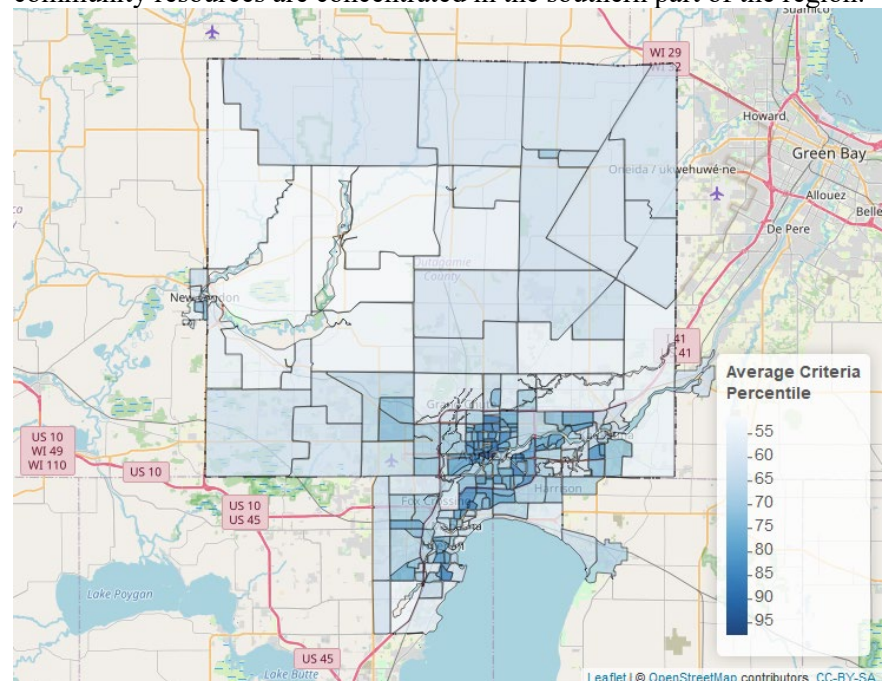
Housing Siting Criteria and Development Strategies for the Fox Cities and Greater Outagamie County Region

Given population trends, this region is projected to need 11,000 more housing units between 2020 and 2030. Inflexible single-family zoning, minimum parking requirements, and maximum building heights, among several other housing policies and regulations, pose an ongoing barrier to housing development and affordability in the region. Our analysis applied the principles of smart growth to build a decision-making framework that identifies existing community resources and ideal areas for development.

Development Section Criteria

This study's framework is a [composite index](#) to recommend locations for development, accounting for floodplains, Sewer Service Areas, transit, employment hubs, emergency services, food, education, and recreation.

In the figure below, darker blue areas have more community resources, making them well-suited for future housing development. Population and community resources are concentrated in the southern part of the region.



Recommendations

- Utilize the framework of development selection criteria to prioritize areas most suitable for housing
- Expand the framework to better incorporate community priorities
- Continue to use the principles of smart growth in future planning
- Increase land use flexibility to allow for a broader array of housing options across urban, suburban, and rural areas

