

HOUSING: IMPACTS AND OPPORTUNITIES OF THE FOXCONN DEVELOPMENT

Racine County will soon see an influx of new workers, skilled in both manufacturing and construction. In order to accommodate the increased workforce, an estimated 10,500 additional housing units are needed. Racine County recognizes the need to carefully plan for this opportunity.

To jumpstart the framework for the **creation of the necessary housing options**, a team of consultants is leading a housing initiative on behalf of Racine County Executive Jonathan Delagrave and RCEDC Executive Director Jenny Trick.

THE NEED

Racine County is well positioned to accommodate **a variety of new residential opportunities to support the area's current and future workforce**. With its diverse neighborhood options — including **lakefront, urban, suburban and rural** — future housing developments can satisfy a wide range of lifestyle needs.

With the local workforce set to grow dramatically in the coming years, **now is the time for our communities to guide the right type of developments into the area to best capitalize on that growth**.

DEVELOPING HOUSING OPTIONS

To develop adequate housing options and effectively manage growth, the region needs **realistic, achievable and unified land use and development goals**. Those goals may include:

- Safe and healthy neighborhoods;
- High quality aesthetics;
- Quality open spaces;
- Vibrant commercial districts;
- Walkability, bikability, and transit options;
- Equitable communities;
- Efficient infrastructure; and
- A strong transportation network.



RANGE OF HOUSING TYPES REQUIRED

The land use strategy for the area would provide for a range of housing types, **including single-family homes and a variety of multi-family housing options**, such as:

duplexes, triplexes, fourplexes

multiplexes



courtyard apartments

townhouses

mid-rise apartments

A diverse range of housing options enables the community to provide housing for every stage of life.

BENEFITS OF MULTI-FAMILY HOUSING

There are several myths associated with multi-family housing, but **reality shows that there are many benefits to multi-family housing developments**, including:

- Efficient distribution of resources;
- Housing for local workforce;
- Sociable communities;
- Less traffic congestion;
- More open spaces; and
- Supported commercial districts.

NEXT STEPS

The study team will continue to present this information to municipalities and developers. The team will also work to identify targeted development areas where housing developments could be located.


Then, **Racine County and the Wisconsin Housing and Economic Development Authority (WHEDA) will host a multi-county, Southeastern Wisconsin Housing Summit in the Delta Hotel by Marriott on September 12** to discuss opportunities and next steps in creating quality housing throughout the region.

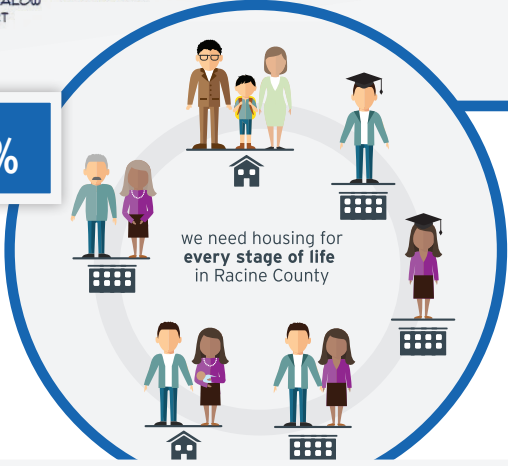
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NEED FOR MEDIUM-DENSITY MULTI-FAMILY HOUSING

Racine County needs medium-density multi-family housing as part of the housing mix.



 **37%** of households rent their homes | among those 35 and under, the number is **65%**



HOUSING FOR A FULL LIFE CYCLE

MYTHS AND FACTS

MYTH: Multi-family housing lowers the value of single-family homes in the same or surrounding neighborhoods.

FACT: Well designed and appropriately scaled new multi-family housing doesn't reduce and may enhance property values.

MYTH: Higher-density housing creates traffic congestion and parking problems.

FACT: A single-family development with the same number of units will create more congestion than multifamily housing.

MYTH: Multi-family housing overburdens schools and produces less revenue for local governments.

FACT: Multi-family developments typically include households with fewer school-age children, and generally pay more in real estate taxes.

MYTH: Multi-family apartments place greater demand on public services and infrastructure systems.

FACT: Higher density development is a more cost-effective way to deliver public services such as water, sewer, electric, and street networks.

COMMUNITY COMPARISON

There are plenty of examples of vibrant Wisconsin communities with a strong housing mix.

Community	Fitchburg	Madison	Middleton	Kenosha
Total Population	26,616	243,122	18,478	99,897
Total Housing Units	11,349	108,824	8,831	40,660
% Multi-Family (5+ units)	39.6%	38.0%	40.5%	38.0%

Now is the time for Racine County communities to strengthen their housing mix to accommodate the growing workforce.

Community	Caledonia	Mount Pleasant	Racine	Sturtevant	Union Grove	Yorkville
Total Population	24,659	26,196	78,127	6,983	4,891	3,097
Total Housing Units	10,029	11,906	33,874	2,138	1,844	1,252
% Multi-Family (5+ units)	9.6%	23.3%	16.7%	20.3%	16.6%	0.5%