

Executive Summary- Housing Action Plan Survey Results

The City of Middleton published a survey from February 1st to February 28th of 2026 to get feedback from the public on the Housing Action Plan: Addressing Affordability in Middleton. The survey received 217 responses.

Overall, 85% of respondents agree with the statement “the DRAFT Housing Action Plan will move Middleton in the right direction on housing” (51% strongly agree, 34% agree). Additionally, the survey asked how important each individual strategy is to the community as a whole. All of the strategies received similarly strong support.

Strategy	Total	Extremely Important	Important
Increase the number of housing units attainable to low- and moderate-income households (such as establishing a revolving loan fund and acquiring land for future development).	89%	67%	22%
Funding support services for the most vulnerable populations (such as tenant support services and housing stability programs)	92%	73%	19%
Rehabilitate and preserve existing housing (such as rehabilitation grants or energy efficiency programs)	89%	58%	31%
Increasing pathways to homeownership (through down-payment assistance and education initiatives)	87%	56%	31%

The final two questions of the survey were open-ended to give residents an opportunity to provide more detailed feedback. Below is a summary of responses to each of these questions.

Q9: Which aspects of the plan need more clarity or improvement?

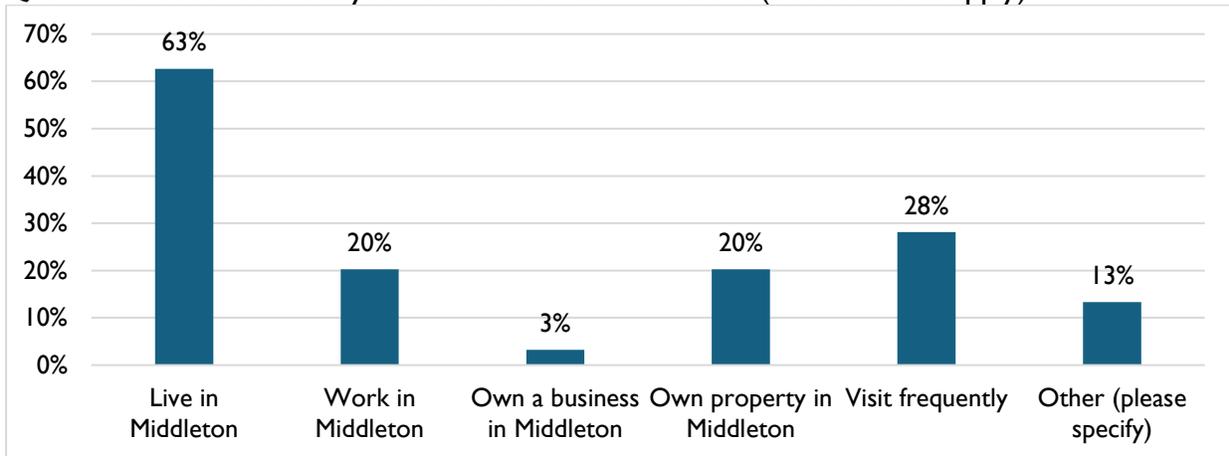
Survey responses indicated several areas where additional clarity or improvement would be helpful. The most common feedback requested greater emphasis on homeownership opportunities, such as starter homes and condominiums, rather than primarily rental housing. Respondents also asked for clearer information on funding sources, long-term affordability, and measurable goals, including definitions of income thresholds and unit targets. Several comments highlighted the importance of support services and programs that help residents maintain housing stability, while others emphasized the need to preserve and maintain existing housing stock in addition to building new units. Finally, some respondents noted the need for more outreach and public communication about the plan so residents can better understand its strategies and implementation.

Q10: What other suggestions do you have for the Housing Action Plan, Affordable Housing Fund, or other actions the City can take to improve housing affordability?

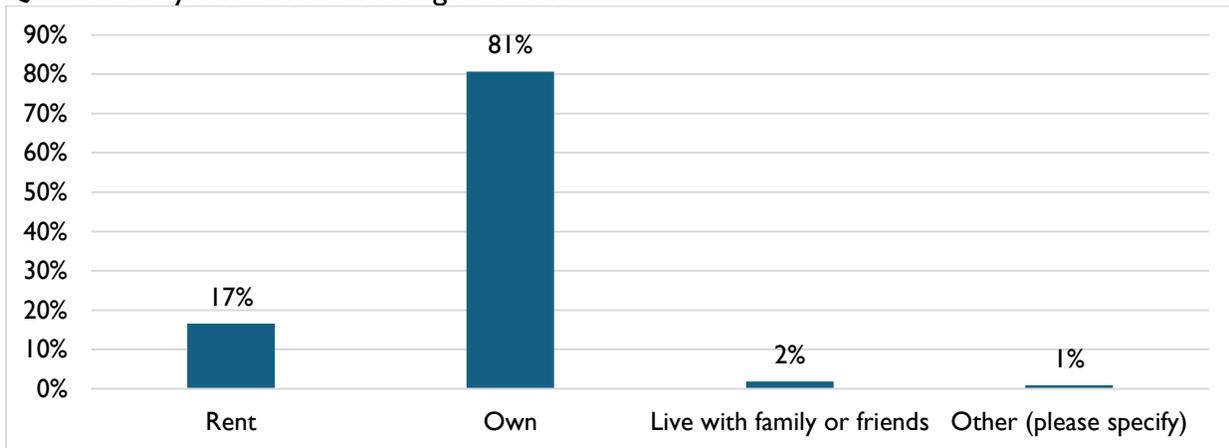
Survey respondents suggested several additional ways to improve housing affordability. The most common recommendations included expanding pathways to homeownership, increasing the overall supply of affordable housing, and strengthening supportive services that help residents maintain housing stability. Respondents also encouraged the City to partner with nonprofits and community organizations, address rising land and construction costs, and provide more housing options for seniors and families. Some comments additionally emphasized locating housing near transit and ensuring developers follow through on affordability commitments.

Survey & Open House Results - Raw Data

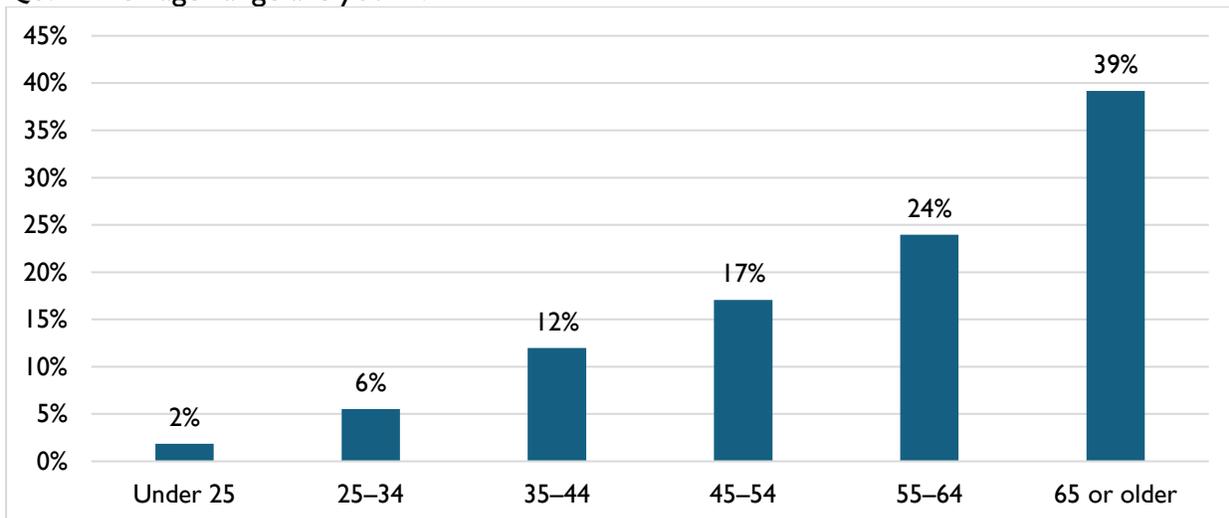
Q1. Which best describes your connection to Middleton? (Select all that apply)



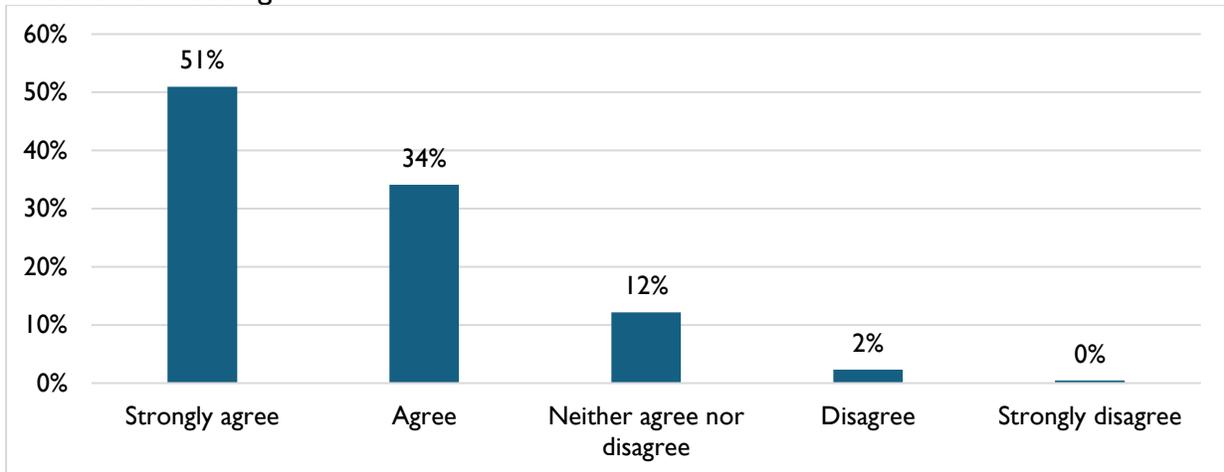
Q2. What is your current housing situation?



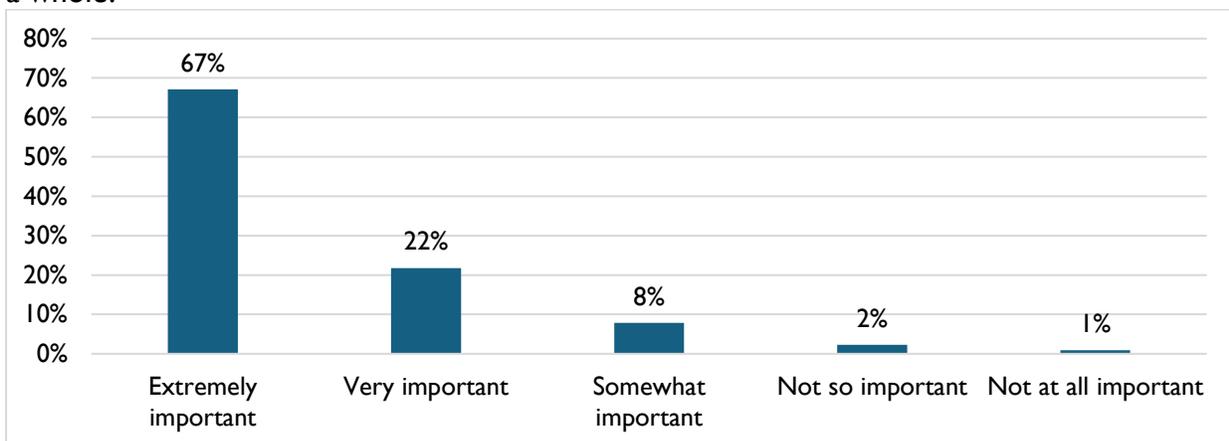
Q3. Which age range are you in?



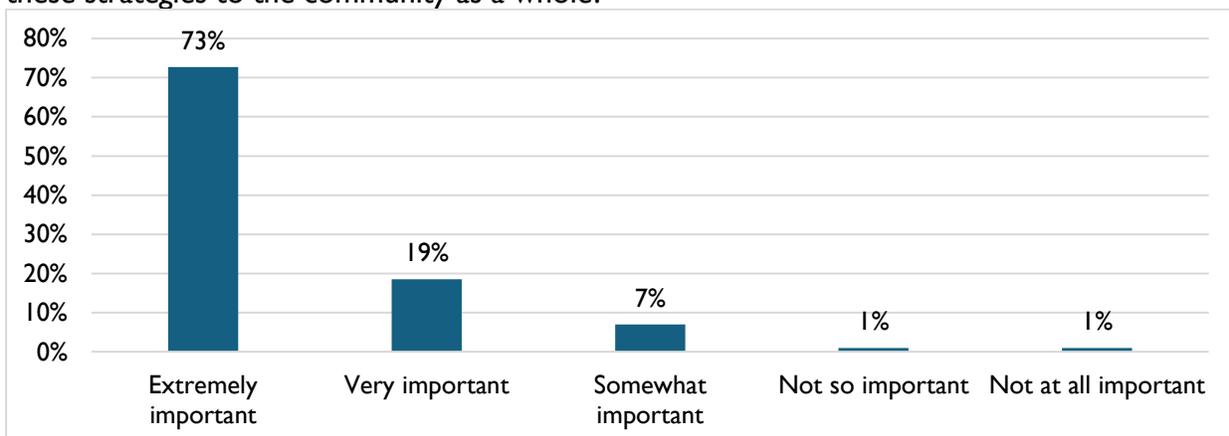
Q4. Overall, do you feel the DRAFT Housing Action Plan will move Middleton in the right direction on housing?



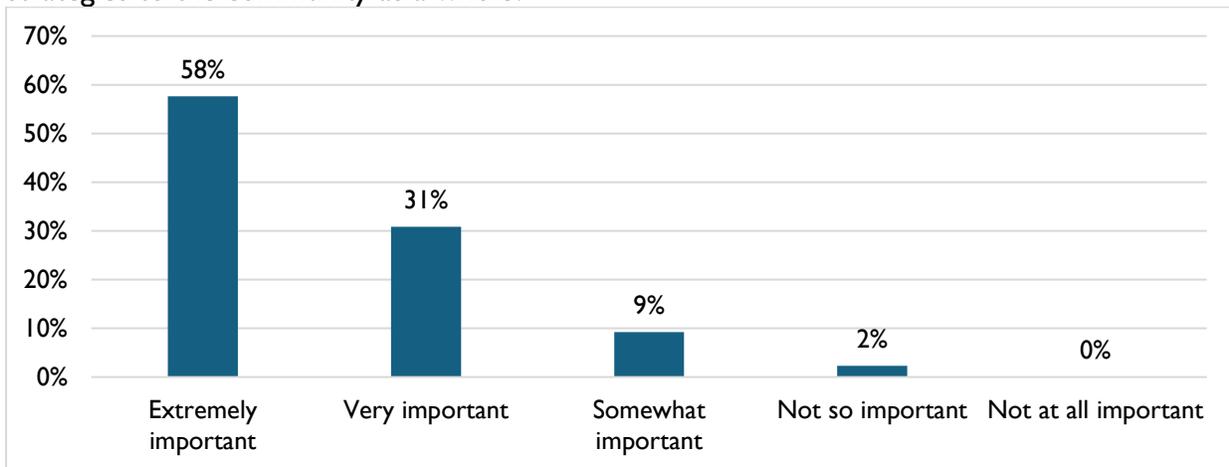
Q5. The plan includes strategies to increase the number of housing units attainable to low- and moderate-income households (such as establishing a revolving loan fund and acquiring land for future development). In your opinion, how important are these strategies to the community as a whole?



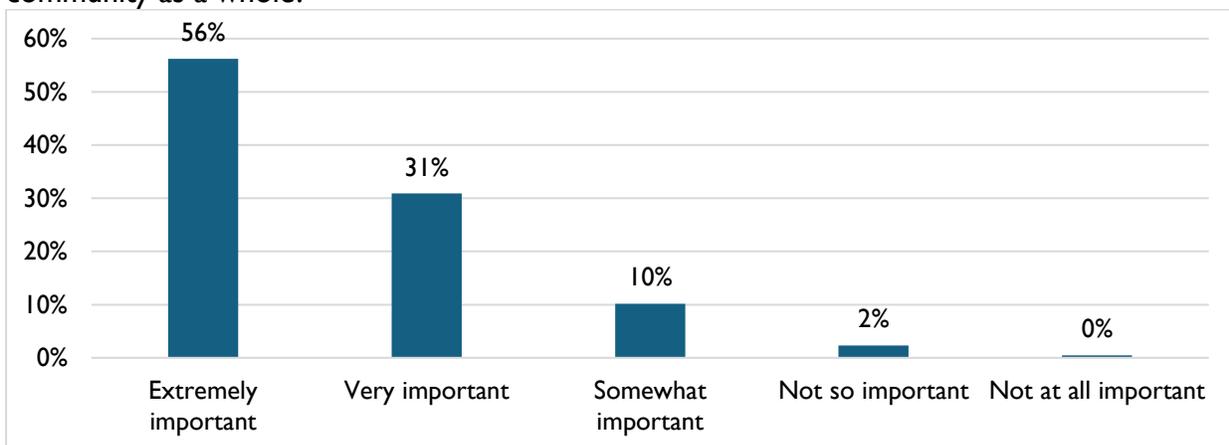
Q6. The plan proposes funding support services for the most vulnerable populations (such as tenant support services and housing stability programs). In your opinion, how important are these strategies to the community as a whole?



Q7. The plan includes actions to rehabilitate and preserve existing housing (such as rehabilitation grants or energy efficiency programs). In your opinion, how important are these strategies to the community as a whole?



Q8. The plan proposes increasing pathways to homeownership (through down-payment assistance and education initiatives). In your opinion, how important are these strategies to the community as a whole?



Q9. Which aspects of the plan need more clarity or improvement? (59 Responses)
It does not look like you have anything in the plan that supports owners of current low income or affordable house to maintain or improve those units. Looks like only owner occupied.
Not familiar with the "Plan."
I would like to see more effort towards ownership (even I br condos) than adding more rental units.
Down payment assistance and educational programs won't be enough for first time home buyers.
What determines the income level to qualify for "affordable"
Resurrecting old homes to have a life.
Simply assure support services are funded along any type of affordable housing effort.

Q9. Which aspects of the plan need more clarity or improvement? (59 Responses)

Less dense rental properties. More pathways for condos or small home ownership. More integration of school capacity with housing development.

Question 6 lacks clarity in context to the source of funding. Because funding if from a TIF district the city is taking on debt and the funds will run out. The program as suggest for #6 should be ongoing Federal/State/Local funding to assure the long term need.

This is the first time I have heard of this plan - maybe getting the word out a little more?

Just let the plan happen. It will help alot of seniors .

Provide first months rent and help with security deposit for renters. Have city provide support services.

Partnerships and education with high school. Higher priority placed on legal resource help. Maybe pro bono recruitment among local law firms?

I want free money-purchase grants et al. We were not close to \$90K in income and made it work without any government assistance.

Some multifamily units need to be condominium type rather than apartments. My experience has been that condo residents feel greater neighborliness than apartment or single family resident

What are limits to density? What will constitute the goal being met?

How will developers be held accountable to ensure they will offer enough low-and-middle income units to serve documented need in the community? Will new buildings include only affordable units, or include a mix of affordable and "market price" apartments?

Entire plan needs to be further tweaked along with increased public information meetings.

None

Developers strategic plans to put their profits first and foremost

Parking regulations

All clear to me.

Nothing

Sustainability

None.

None

Add clear and measurable targets tied to income levels. How many units or households will be supported annually at less than 60% AMI and 80% AMI?

?

Improve the information and plan to upgrade existing housing stock. Include information on how the city would support the maintenance, upkeep, and repairs of both existing and newly built housing stock. That seems to be a complete blind spot in nearly every project like this. That is why some apartments (especially apartment) complexes become undesirable, attract crime issue, and become maintenance headaches over time. Working to include green and sustainable building practices should not be considered a luxury. It should be a necessity that is directly addressed by this plan.

Affordable housing is important. Supportive services to improve opportunities for success for those utilizing affordable housing options is critical. Investing in Support Services is equally important and improves success rates.

Will these properties be affordable for the long term?

Where will that money come from?

Q9. Which aspects of the plan need more clarity or improvement? (59 Responses)
<p>Why does the solution always have to be large apartment buildings. Even photos in the report show single family homes/neighborhoods but these do not represent what is going up in Middleton.</p>
<p>I am concerned that Strategy #3 could be abused by individuals or hastily created not for profits will use the funding. Improvements made to the older "affordable" housing unit may render it unaffordable. A qualification for the owner to continue to reside in the unit after the improvements may provide some control for strategy #3.</p>
<p>Much more focus on home/housing ownership over rentals which supports personal stability and financial security. Rental is important but it enriches the rental owner, not the PEOPLE. Also, what about de-incentivizing housing rentals. The affordable house next to me was purchased (in 2024) by a Madison resident, they fixed it up without ANY permits, now they are renting it out. Frustrating.</p>
<p>Don't know</p>
<p>#5 Where is the money coming from to provide a revolving loan fund and for acquiring land for future development. I do not want to see private property taxes go up due to providing this funding. #6 More details on how the funding will be provided. More willing to have this partial support from property taxes collected from rental properties.</p>
<p>I'd like to see improved "wraparound" services connecting people with multiple supports at the same time to maximize potential for successful outcomes.</p>
<p>more housing</p>
<p>I have not read completely the plan.</p>
<p>NA</p>
<p>The plan needs more publicity. I don't know as much about it as I should.</p>
<p>n/a</p>
<p>How client moves from recipient of down payment or initial financial assistance to being able to sustain the cost of housing and living. What prevents a next crisis?</p>
<p>outreach will be an important improvement for the program</p>
<p>None, that I can think of.</p>
<p>It's alot to take in, but I think the support services are very important, particularly for families with students in schools to promote stability in the children's educational journey.</p>
<p>What percentage of housing units will be apartments vs home ownership options?</p>
<p>Keep costs down for all taxpayers. It's a great goal to increase our tax base, but not at the cost to current residents.</p>
<p>Stop wasting money on things that are not tangible. Satellite tenants rights offices and personal finance education are not good expenditures. People should seek that out on their own.</p>
<p>Down payment assistance and education initiatives.</p>
<p>Hard to increase pathways to homeownership for first time buyers when there are no affordable starter homes available.</p>
<p>I feel strongly that support services to tenants is imperative. I have a brother (who lives outside of Dane County) and know first-hand how critical support services are to his wellbeing as well as mine. Vulnerable populations require support services to thrive.</p>
<p>Gas card.</p>
<p>ownership options</p>

Q9. Which aspects of the plan need more clarity or improvement? (59 Responses)

Are affordable homes being newly built and where? Are the plans to add affordable housing apartments to those that are already in existence? That is not obvious to me.

This plan will take a lot of money! I seriously doubt TID #3 will be able to provide all of that. I don't want to see Middleton increasing people's property taxes any more than they already are (to pay for Library & Senior Center changes) because that will tax people on limited income out of their homes, esp. older citizens. The City is already increasing taxes by using market value as a basis for property taxes. One thing I've noticed is that the City NEVER lowers a house's tax value when property values drop! When the Great Recession happened in 2008, many people had to sell their homes & weren't able to get a fair price to pay off their mortgages. The City never lowered the value of those homes!

Rental property

Strategy 3, homeowners may need more background/ideas/ walk through on how to apply

Q10. What other suggestions do you have for the Housing Action Plan, Affordable Housing Fund, or other actions the City can take to improve housing affordability? (58 Responses)

Work with organizations currently helping those who are historically underrepresented and may not have the resources or education to homeownership. Like OWN IT: building black wealth.

Encourage current affordable housing landlords to continue making those units available at an affordable rent.

We have lived in Middleton for decades. My aging mother recently purchased a home in Middleton and moved here to be closer to us. In our housing search, we found many of the homes we looked at had been lived in for far far too long by other older adults. The previous owners had stayed in these homes long after they were able to properly maintain the homes. These properties are in poor condition and many of them end up getting sold to landlords for rentals. Three additional strategies would improve our housing situation - policies that limit the rental of single family homes and encourage owner occupation, initiatives that support home maintenance while aging in place, and developing new properties that are attractive and affordable for aging adults to move into. Most won't give up a single family home to move to an apartment but they might consider condos with accessibility features.

I think it is very important to place emphasis on supportive services in order for additional and/or rehabilitated affordable housing to be a successful investment. While housing is a critical step to stability, individuals and families often need more support to truly achieve stability and avoid continued crises. Not only is their long-term stability a benefit to them, it also benefits developers and the community as a whole with less turnover, less property damage, and less waste of public dollars invested.

Affordable housing need in Middleton is critical. For affordable housing to be successful, it requires strong support services in addition to housing such as food, health, transportation, and legal. It is important that all of these have funding.

Remember our tag line: "The Good Neighbor City" and strive to keep Middleton a city where all our neighbors can thrive.

When new development is proposed, a certain percentage should be required to include 3 bedroom units for families, at an affordable price!

If feasible, using existing buildings to renovate should be a priority.

Q10. What other suggestions do you have for the Housing Action Plan, Affordable Housing Fund, or other actions the City can take to improve housing affordability? (58 Responses)

I'm living in a low income building. I want this plan to go thru. We need help and alot of seniors. Please pass this.

Very concerned here about the most vulnerable-when nothing is affordable, especially due to credit reports, etc.

It is important to work with people who may be low income or are struggling due to other reasons forcing them out of any housing to get back on their feet. Or for first time buyers to gain assistance to be able to learn how to budget, etc. so housing can be achieved. It is a terrible to see people living on the street in Downtown Madison, to be suffering and not knowing how to access resouces to turn the page to a new beginning. Let's help make Middleton a resource that can assist and move people to a greater level or self sustainment.

Perhaps advocacy service for all types of renters (not just low income), that would act as a collective to bring down all rental prices or at least to cap profits so residents aren't priced out of their homes.

You have to think of traffic with more housing

Funding housing stability programs is a vital way to support the community! Additionally, the City of Middleton using its resources to purchase and hold land is a brilliant way to make affordable housing possible. Thank you for incorporating these into the Housing Action Plan.

Work more closely with community housing organizations and housing assistance programs such as Wayforward Resources to be more informed about local housing needs.

None

Continue to upgrade the present housing with environmentally sound and cost efficient improvements. Assistance with loans, down payments, healthcare also

Nothing at this time.

Nothing

Reach out to the non-profits working on this space already and asking what is the most critical aspects to fund.

increase the affordability of renting in the Middleton area. Rent control apartments/communities. The maximum rent should not exceed 40% of gross income for families and/or individuals

I am a single mother in the community who is ready to purchase my first house but there's very little opportunity to do so within my income level. I would love more opportunity to do so.

I think supportive services - Strategy 2 is really vital to the long-term success of keeping residents in the Middleton area reducing movement out of the City of Middleton which impacts those families, but also the economy and children if they have to move from the school district.

Prioritization of deeper affordability first. Leverage matching funds. Set geographic balance goals. Create governance and timeliness. Build in a yearly review process.

Don't lose focus on this critical agenda.

Anything that gets rent prices truly affordable for people making less than 25 dollars an hour.

None

Look at building attached multi-family units with green space such as row houses, duplexes, and condos instead of ONLY large apartment buildings and single family homes. Make options

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attractive to those who want to stay in the community and not just rent an apartment for a year or two.

Assure appropriate support services. It builds a stronger community and boost success rates. The goal is to establish stable communities, and affordable housing is just one piece in the puzzle - support is essential.

More development with mixed income tenants.

Land costs are going to kill your deals , and should a landowner give it away , also building costs are high , how can the owners charge enough rent to offset the costs ?, they cant!, unless you start developing on your own land , Pleasant view GC?, City owned land ?,

It would be beneficial to partner with social workers and outreach teams (if this has not already been done) to identify what barriers—beyond income—are preventing people from obtaining or maintaining housing. These barriers may include mental health challenges, job instability, domestic violence, criminal records and lack of post-conviction rehabilitation, disabilities, and other factors.

As someone who works in property management, I see funding as a temporary Band-Aid for many individuals who are likely to continue struggling without additional, long-term support.

I just want to state: yes, in my backyard! If there isn't enough housing, people don't have anywhere to live, and that is just awful. I definitely support this initiative.

Home ownership is the path to equity. Renters frequently end up paying more per month than someone with a mortgage, but they cannot gain equity. For them, it's a losing game.

Don't know

Look at offering UDA oppurtunities in existing neighborhoods with adequate space. What about allowing building a small house on property with a normal size house where a person could live in exchange for providing home care, doing yard and home maintenance or other work.

low income housing

To audit developers that received grants or housing contracts to really have affordable housing. Conduct investigations and enforce regulations to make sure developers keep it affordable. I have seen advertisements saying affordable but in reality they are not affordable.

This is great to hear, I hope other surrounding cities follow Middleton's lead! Signed, a neighboring Physician

None

We need to have more units that are affordable. this is a good start but not enough.

Thank you for your hard work on these initiatives.

Research effect of increase to wages and purchasing ability

more section 8

None.

There needs to be a concerted effort to provide oppurtunities for home ownership.

As a senior, I think it's important to keep our taxes affordable. Many communities freeze or reduce property taxes for seniors. Long term residents should not be forced to move out of the community because of the rising taxes. Affordable housing for all, please.

Turn the airport into an affordable housing community land trust development.

Think you covering all the basic points of interest—just putting them in motion is the hardest part!!!!

Q10. What other suggestions do you have for the Housing Action Plan, Affordable Housing Fund, or other actions the City can take to improve housing affordability? (58 Responses)

i think a lot more money is needed in this area, and i worry the affordable housing fund isn't enough money to get it done
Middleton is a wonderful place for families. Please continue trying to make it more affordable for people of all kinds to be able to live and thrive here. There is currently TOO much expensive housing and not enough incentive for builders/developers to make housing affordable.
take steps to prevent out of state developers snatching up properties
Ensure property is on the bus line and within access to biking lanes so that a household would not need a vehicle or would need only 1 vehicle per household.
Put out a list of what housing is available that month?
Do not give tax breaks to the developers, they never do their part beyond building fast, poor quality products at premium price to the consumer.
Do the plans for the new apartments on Allen Boulevard include affordable housing? Are the plans in the new Middleton Shores to include affordable Housing?
Stop building rentals, and more affordable housing for everyone
more information on aging in place. More information on senior center caseworker for renters age 55+ or posts sharing information about walk-in appointments

Open House Comments

As my kids get older – and my parents do too, I am concerned about their ability to buy in Middleton (ie those at the beginning and those at the end of homeownership)
I want people who work in Middleton to be able to afford to live in Middleton if they want to
A healthy community has people of all incomes thriving!!
How do you define a household in low-income rank> what is the income?
I work a lot out of Middleton. Single mom, kids go to Kromrey Middle School. Wanted to buy a house, but it is too expensive.
Strategy #2 seems like an obvious yes, an already effective and available solution
Excited about creative ideas for infill that promotes home ownership
I encourage ways to promote home ownership. Promotes putting down Middleton roots.
Path of household wealth
Home ownership for teachers and public workers within City
Sustainably increase demand and supply for the entire range of housing types
Is the vision for Middleton in the long term, mainly tall buildings, mixed use buildings, or more single-family homes?
Want to have knowledge of what is going on in the community
Businesses need to be able to have their employees live in the community
Where can I find a list of affordable units to rent in Middleton?
Smaller homes with green space
Habitat for humanity should be involved
There needs to be coordination with the school district
Explore co-housing, mobile/manufactured housing, and senior housing.