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# **Trends for Tomorrow that can Start Today:**

***How quality, attainable supply can  
meet housing demands in the Fox Valley***



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# Innovation, Education & Cooperation



# Who Does Growth Affect?

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- Families who buy or rent their homes
- Landowners
- State & local government officials
- Local businesses who serve the community



# Primary Principles

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- Meet the housing needs
- Provide wide range of housing choices
- Plan & fund infrastructure improvements
- Use land efficiently
- Revitalize existing areas



# Process Needs to Balance

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- The economy
- The environment
- Social equity



**If we do what we've always done...**

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**We'll get  
what  
we've always  
gotten**



# Often Overlooked Issue

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**How tax policy  
drives land use  
decisions**



# Often Overlooked Issue

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**Favoring job generation  
without always addressing  
the provision of adequate housing  
for those jobs**



# Often Overlooked Issue

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**Plan for, build and  
finance infrastructure  
in timely and cost-  
effective manner**



# Perceived Demands

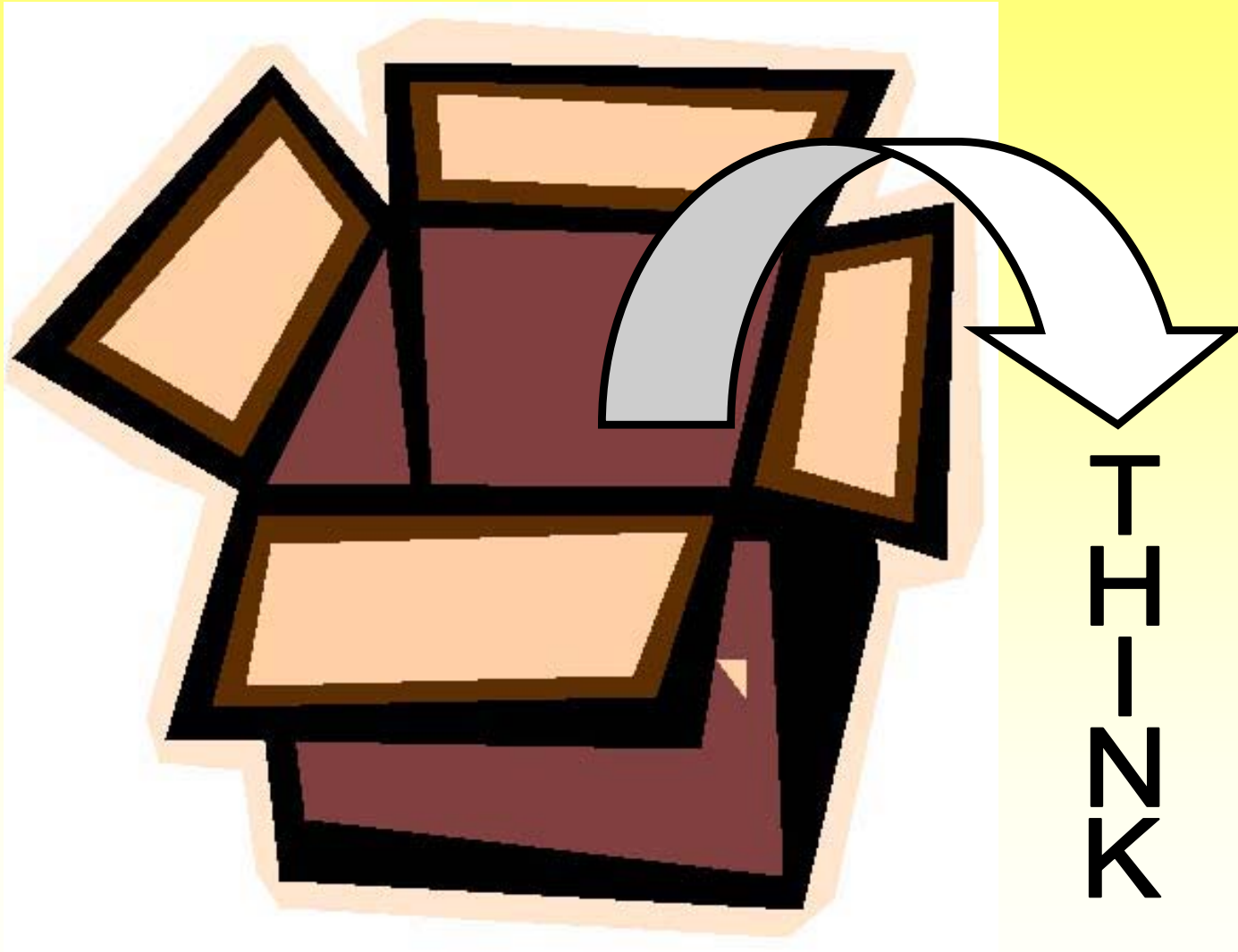
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- Personal space
- Personal mobility
- Single-family detached homes are considered the housing choice for the majority of Americans



# How Can We Move Successfully Forward?

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# What's Outside the Box?

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**Higher  
Density**



# What's Outside the Box?

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**Mixed  
Use**



# What's Outside the Box?

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## Revised Zoning



# What's Outside the Box?

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## Plateau in Home Size



# What's Outside the Box?

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# Green Development (and building)



# What's Outside the Box?

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## Reduced Parochialism



# What's Outside the Box?

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## Equity in Impact Fees



**What's Outside the Box?**

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**Purchase/Transfer  
of Development Rights  
(PDR/TDR)**



# Understanding the Options

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Business and development communities,  
together with government bodies,  
can help citizens understand that  
“new” doesn’t equate to “bad”



# Implementing the Options

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The development community in the Fox Valley is eager to work with the public and officials at all levels of government to find practical solutions



# The Necessary Approach

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# Cooperation is Key

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- Willingness to try new things
- Incentives not mandates



# We're All Cogs in the Same Wheel

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The Environment

Business

Local  
Government

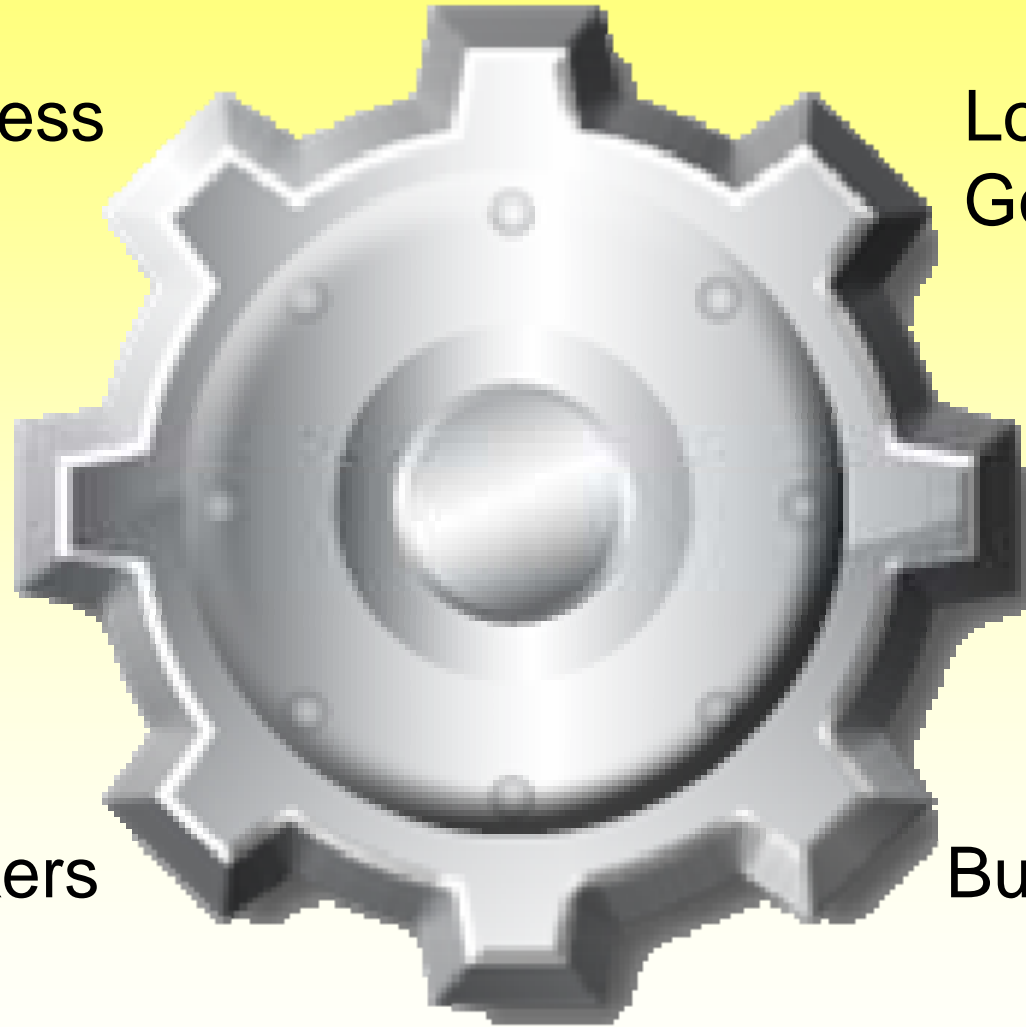
Developers

Property  
Owners

Workers

Builders

Families



# Today's Fox Valley

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- Not your grandparent's region anymore
- Let's work together to ensure it's a well-planned, beautiful and affordable region for your grandchildren

