Planning for Housing Growth: Dirt, Data, and Deadlines

Unlocking the Growth Code in the Village of Campbellsport

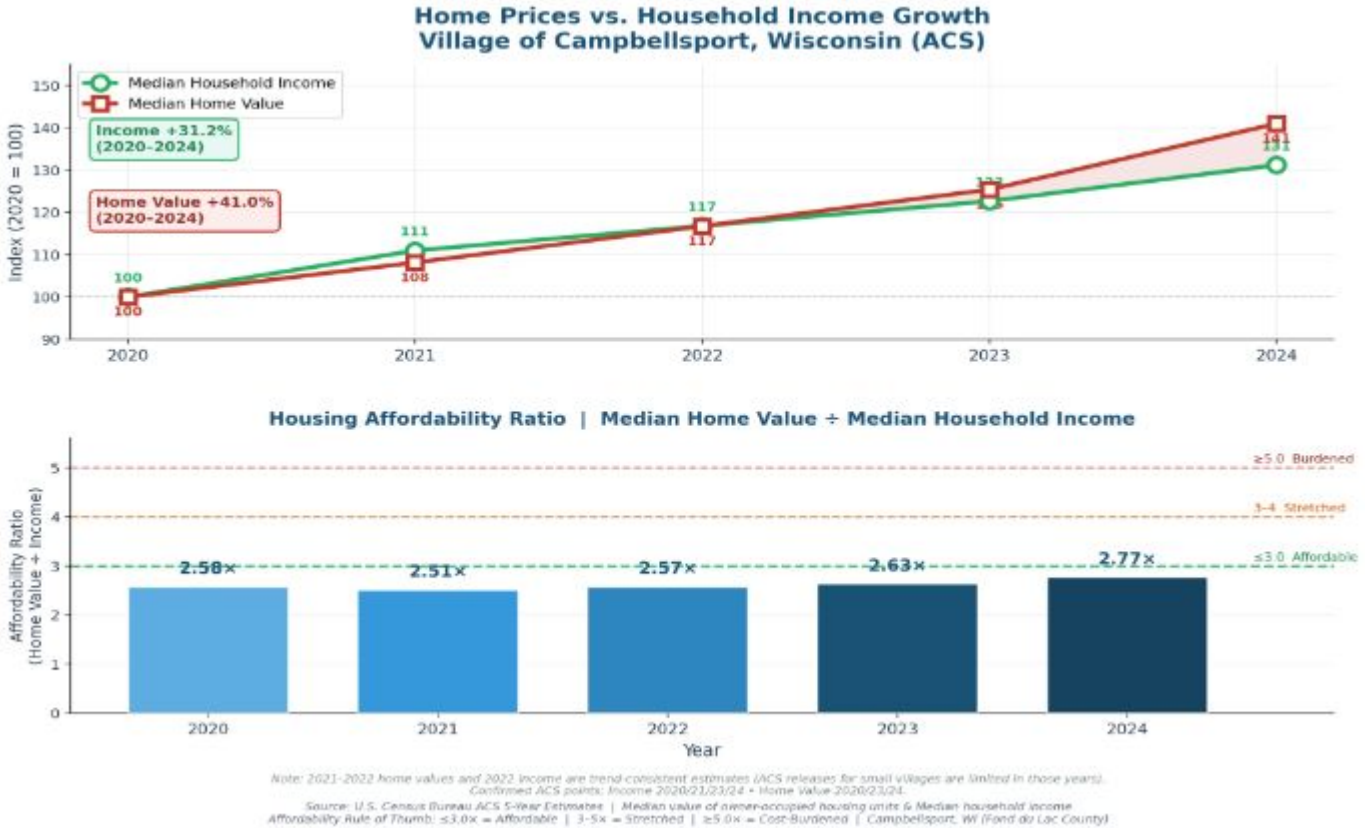
Sarah Van Buren, AICP
Charlie Kudy, MPA



Campbellsport Was Changing

Since 2020:

- Median household income increased
- Median home prices increased sharply
- Residential development accelerated
- Affordability pressures became more visible, even with the new housing coming online as demand increased



We Need Housing. Now What?

THE HOUSING WE HAVE



230 N. Elm St.

(Built in 1923)

THE HOUSING WE ARE BECOMING



324 Allison Way

(Theisen Trails – New Construction)

DIRT



Vacant ≠ Developable: Where Can Housing Actually Happen?

- The Illusion of Space: Open colored patches on a zoning map do not equal developer readiness.
- The Multi-Tiered Funnel: Filtering raw land across strict commercial and physical layers.
- Critical Funnel Stops: Ownership intent, zoning barriers, utility lines, and environmental conditions.
- The Final Filter: Market reality determines if a parcel can structurally pencil out.



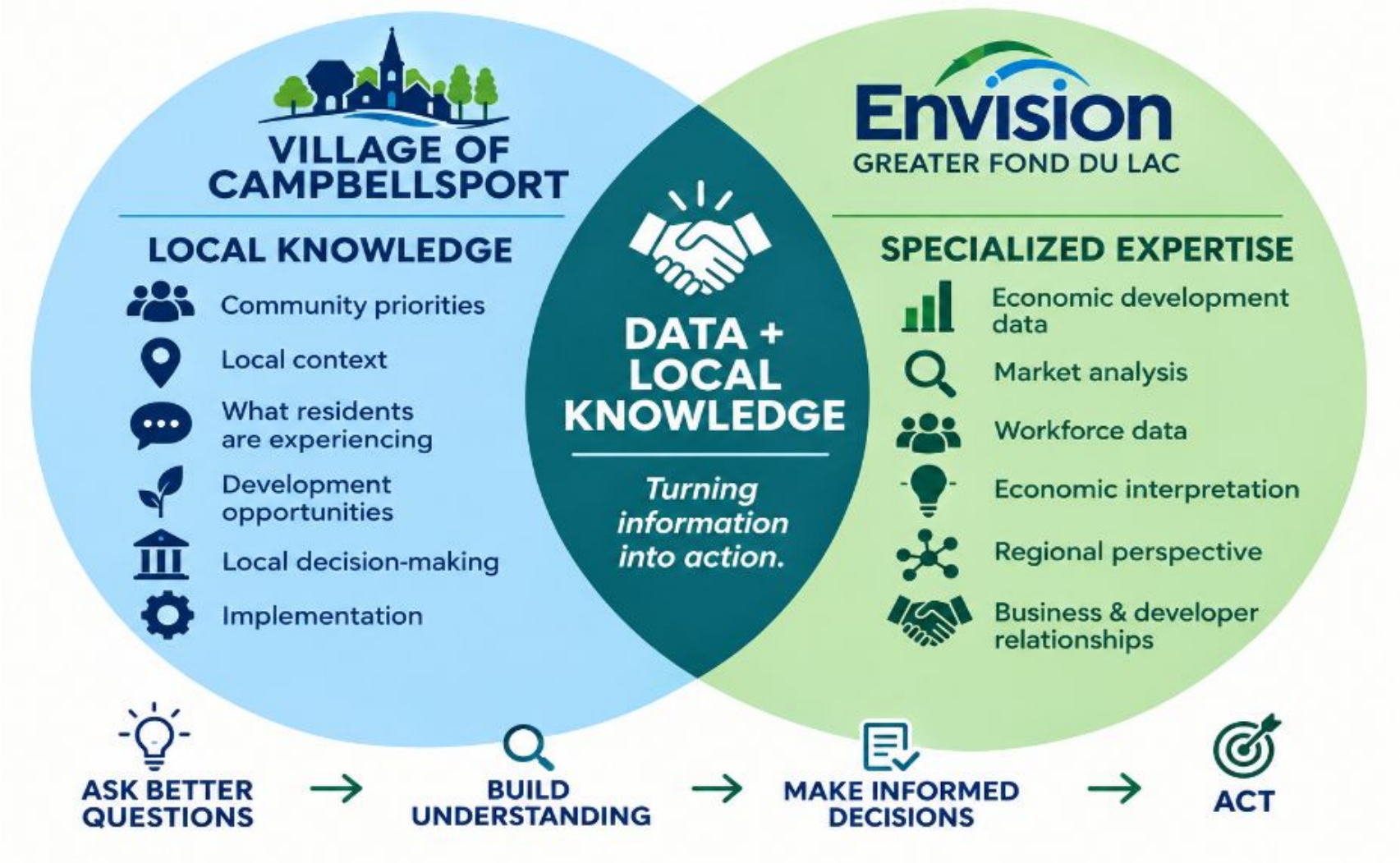
DATA



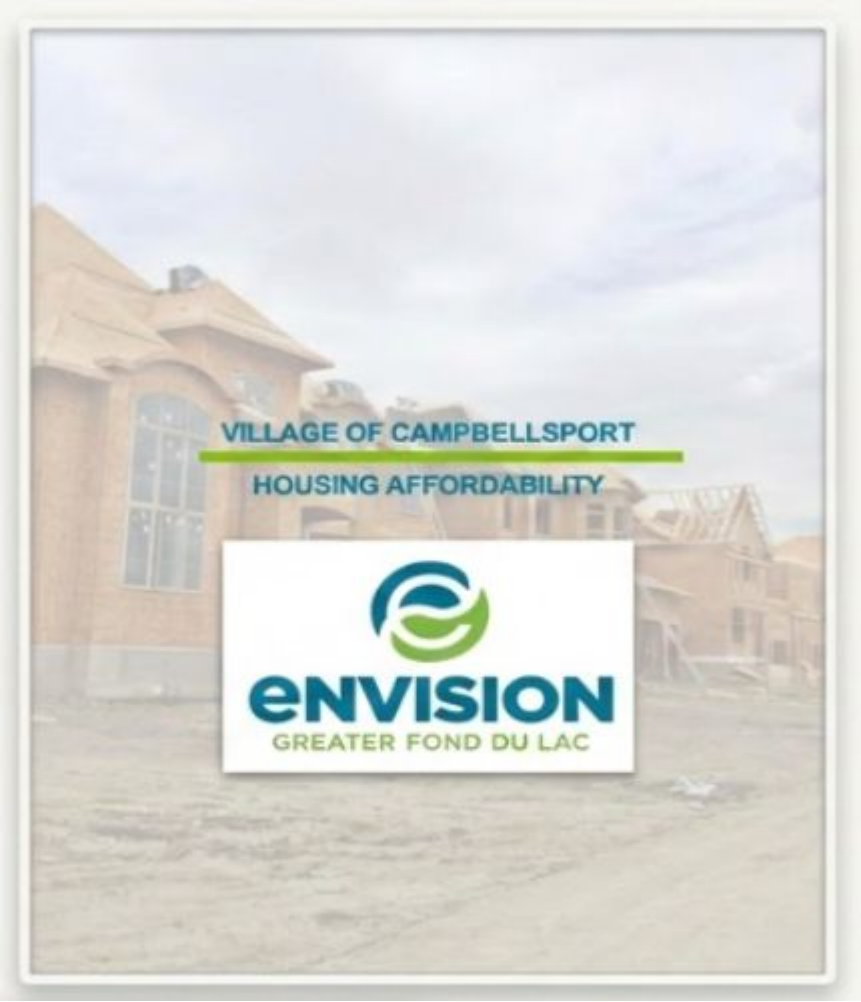
The Data Was Everywhere

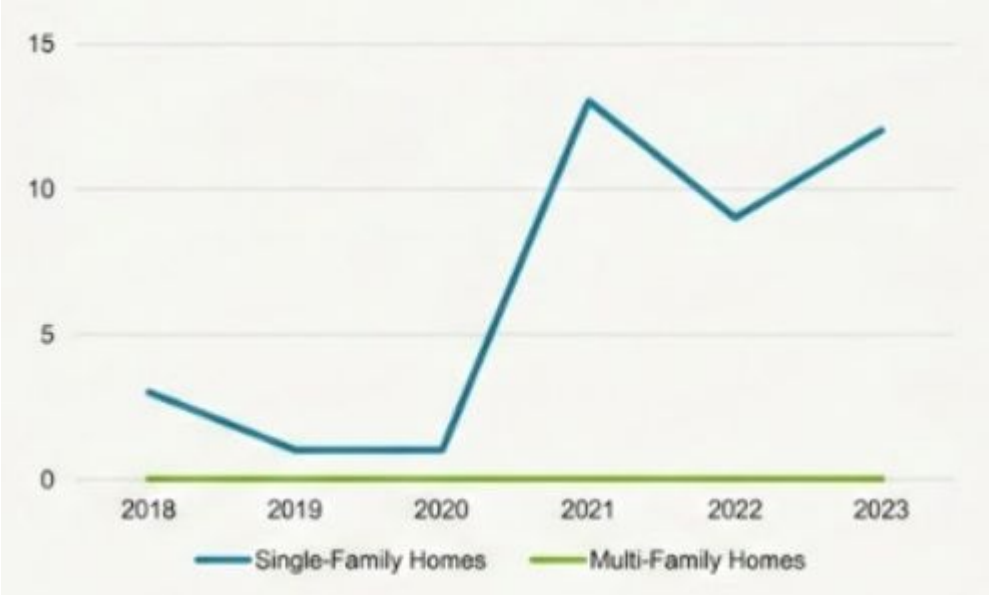


The Partnership



Housing Affordability Study





Municipality	Total Multi-Family apartment properties	Properties with no available units for rent
City of Fond du Lac	42	22
City of Ripon	5	4
City of Waupun (FDL County only)	6	5
Village of Campbellsport	2	1
Village of North Fond du Lac	7	5

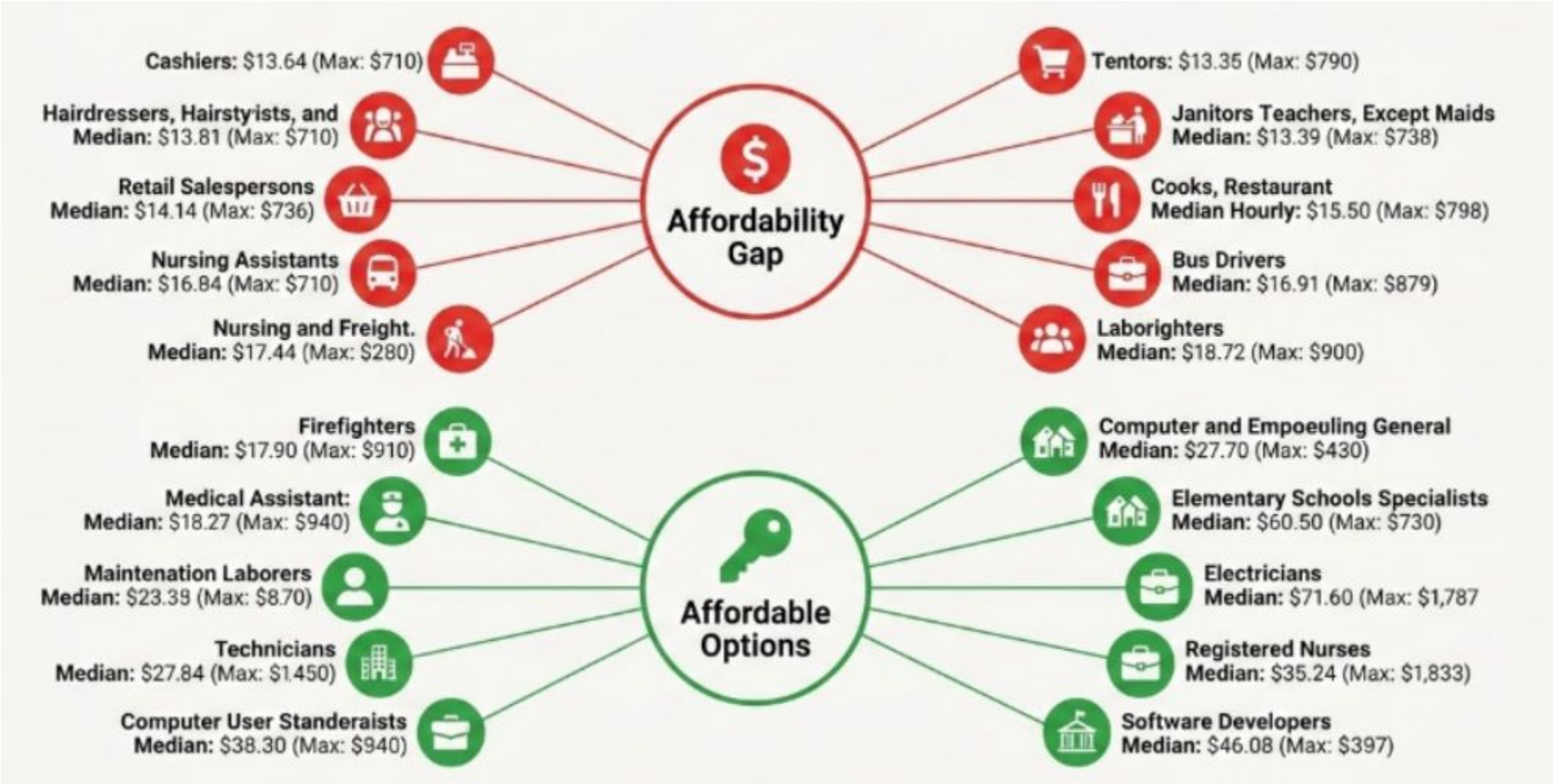
From Data to Questions



One Number Doesn’t Tell the Whole Story. But the Right Story Leads to Action.

- The Rental Crunch: Local multi-family apartment properties reporting zero vacancies.
- The Human Questions: Who can afford to live here? Who can’t?
- Analyzing Gaps: What housing types are missing? Which occupations are hit hardest?
- Future Roadmap: What does this mean for employers and what steps must the Village execute next?

Construction Volume ≠ Housing Affordability



Planning is a Team Sport



Same Issue. Different Questions.



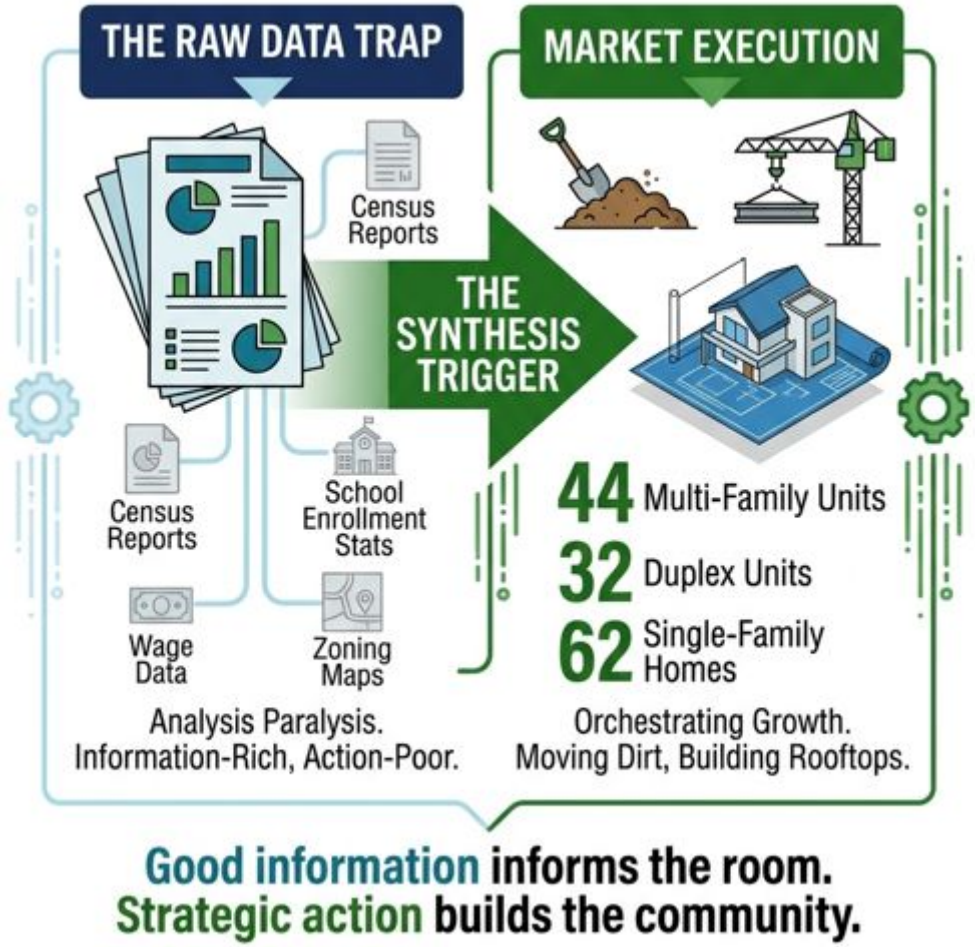
Buy-In Starts Before the Project



DEADLINES



Deadlines: Moving from Info to Action



What Does the Community Get?

Housing growth can support:

- Workforce attraction/retention
- Employer growth
- Tax base and fiscal capacity
  - $124M -> $232M in equalized value
  - $6.2M -> $11.6M in debt capacity
  - ~ $24/$1,000 -> ~ $16/$1,000 MIL
- School/community vitality
- Housing choice
- Long-term community resilience





The One-Page Test

Could you explain your community's housing opportunity on one page?

Where?

Why here?

What demand?

What's possible?

Who do I call?

What's next?



VILLAGE OF CAMPBELLSPORT, WISCONSIN

HOUSING DEVELOPMENT & INVESTMENT OPPORTUNITY BRIEF

STRATEGIC LOCATION & REGIONAL CONNECTIVITY

Nestled beautifully within the **Northern Unit of the Kettle Moraine State Forest**, the Village of Campbellsport offers an unmatched high-quality living environment that blends natural recreation with vital economic access. Positioned along **State Highways 67 and 45**, the village functions as an essential, highly accessible commuter corridor directly linking workers to major employment centers in **Fond du Lac, West Bend, and the greater Milwaukee metro area**.

MARKET DEMAND & DEMOGRAPHIC METRICS

Market Indicator	2021 Baseline	2023 Assessment	Net Shift / Growth Impact
Median Home Value	$219,000	$379,000	+73.1% Escalation (Affordability Gap)
Local Workforce Flow	715 Outbound	760 Inbound Workers	High organic demand for local workforce housing
Community Profile	Pop: 2,059	HH Income: $80,040	Stable, well-earning consumer base

ZONING ALLOWANCES & ACCELERATED APPROVALS

The village actively maintains clear, flexible zoning structures under **Single-Family (SF), Multi-Family (MF), and Neighborhood Residential (NR)** classifications to optimize modern density. To actively encourage development, municipal frameworks provide a **fast-tracked 60-day Special Exception timeline** for multi-family duplex frameworks utilizing existing infrastructure. New residential subdivision plats are fully fast-tracked for comprehensive municipal review and complete final approval within a **strict 120-day statutory window**.

RESIDENTIAL DEVELOPMENT PORTFOLIO & PIPELINE

Active Subdivisions:

- **Valley View Estates:** Formatted specifically for flexible multi-family infrastructure and higher-density layouts.
- **Theisen Trails:** Accelerated multi-family blueprint utilizing 60-day duplex special exceptions to bypass long timelines.
- **Soaring Eagle:** Active builder tract successfully pairing municipal support with regional general contracting expertise.
- **Twin Village Estates:** Premium residential plots positioned cleanly to absorb spillover workforce housing demand.

Future Pipeline & Extensions:

- **Washington Extension (PUD):** An innovative Planned Unit Development layout designed as a 'Residential Nostalgic' neighborhood, blending traditional aesthetic architecture with highly efficient modern utility layouts.
- **Sheboygan St Duplex Development:** Pre-approved multi-family parcels positioned to connect immediately to existing village utility lines.

PUBLIC-PRIVATE INFRASTRUCTURE PARTNERSHIPS

To lower initial capital expenditure barriers for qualified builders, the Village of Campbellsport offers a robust **30% infrastructure development cost-share partnership (up to a maximum of $300,000)** funded directly through municipal General Obligation (GO) debt. This program is strategically structured alongside agreed-upon base home values, guaranteeing attainable target margins for the developer while preserving flexible, premium tier customization options for home buyers.

DEVELOPMENT CONTACT & NEXT STEPS

Ready to Build? Contact Municipal Administration:
To schedule a pre-application consultation, review official plat maps, or verify utility line availability, contact the Village Administrator directly. Formal submittals are accepted during regular business hours at the Municipal Hall.

Padrick Dunn, Village Administrator
Phone: (920) 533-8321
Email: padrick.dunn@cportvill.com
Address: 177 East Main Street, Campbellsport, WI 53010

What We Learned



The Monday Morning Checklist



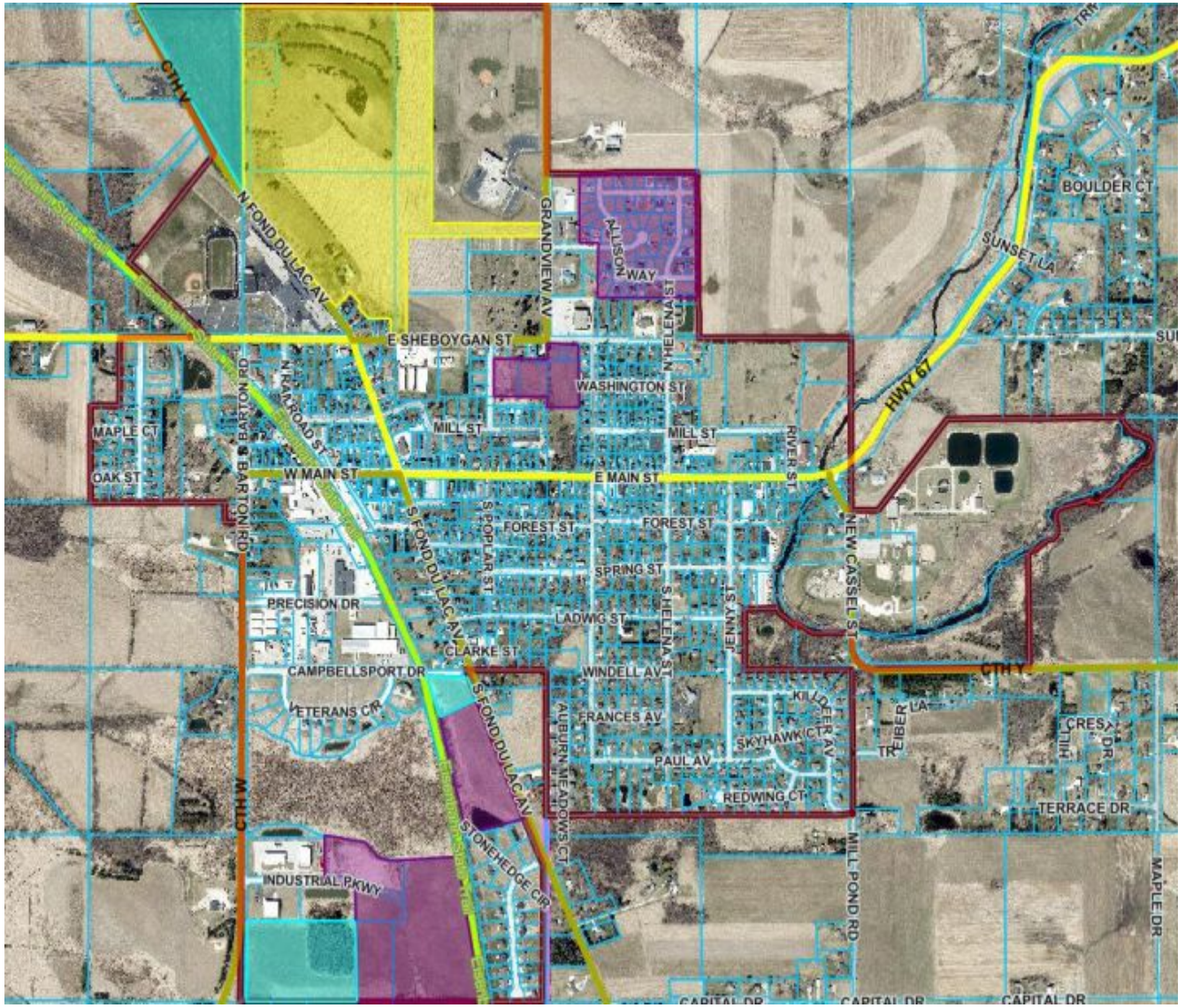
Data. Dirt. Deadlines.

Dirt: Where can housing happen?

Data: What does the community need?

Partners: Who can expand our capacity?

Deadlines: What needs to happen now?



Questions & Discussion

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