

**UNIVERSITY OF WISCONSIN-MILWAUKEE
SCHOOL OF ARCHITECTURE AND URBAN PLANNING**

URBPLAN 762 – Housing Markets and Public Policy (3 credits)

Course Syllabus - Spring 2023

Course Date, Time & Location: Wednesdays – 11:30am to 2:10pm, Room 345

Instructor: Yaidi Cancel Martinez, PhD (yemartin@uwm.edu)

Office Hours: After class (Wednesdays after class, AUP Room 344) and online by appointment

Course Overview

How do housing market forces and policies advance or deter opportunities for individuals and groups across the nation? How should decision-makers respond to new and ongoing housing challenges? In this graduate-level course, we will explore these questions and examine the history of housing policies, their underlying assumptions, and their range of supporters and critics. We will also examine practical issues related to housing demand and supply, sustainability, and fairness from the urban planning perspective.

We will delve into current issues including housing affordability post-COVID, homeownership challenges, needs of a diverse population, ongoing residential segregation, residential revitalization vs. gentrification, and perspectives on the future of the housing market and policies as tools for community development.

This course is interactive with lectures, group discussions, guest speakers, individual research, and a collaborative project to design recommendations for best practices in contemporary housing policy and planning building upon social justice and equity values.

Learning Goals

This course is designed to provide students with skills, knowledge and values both central to the planning profession and transferrable to other disciplines relying on critical perspectives to diagnose complex social issues and leverage resolutions.

By the end of this course, students should be able to:

1. Understand the role of housing policies, market dynamics, and residential needs from an urban planning perspective while applying practical tools of assessment;
2. Evaluate and build perspectives to tackle new, resurging, and ongoing housing problems;
3. Identify potential market, policy and community-based strategies to address these problems; and
4. Design well-informed approaches to address tradeoffs inherent to the housing market and policy alternatives building upon values related to social justice and equity concerns.

Course Requirements

Class sessions will include a mixture of lectures and class discussions focusing on assigned readings and supplemental materials. Students must come to class having completed the assigned readings and prepared to be fully engaged participants in discussions.

Details about the course's requirements are found below.

1. Attendance and Participation

Showing up AND participating in class is essential and **constitutes 10% of the course grade**. Participation is more than just showing up to the classroom, it means engaging in meaningful and respectful discussions with the instructor and peers, answering questions during class or group discussions, and leading a discussion at least once during the semester. A sign-in sheet will usually be circulated at the beginning of class.

A. Leading a discussion

Each week, up to 2 students will be assigned to identify an event/issue or journal article related to the module under discussion. The student will provide a brief overview of the event/issue/paper to the class and lead a brief discussion on the topic. **Posting the article or link and leading a discussion constitutes 30% of your participation grade**. Students **should lead a discussion at least once** this semester. A sign-up sheet will be made available in Canvas. Talk with the instructor if you have questions or need assistance.

On your assigned week, please post your article and/or link to the Canvas discussion board no later than 5 pm on Tuesday.

B. In-Class Activities

Students have the opportunity to apply concepts learned in class through in-class activities. Students are expected to participate in these activities and encouraged to ask questions and discuss with the instructor and peers.

C. General Participation

In the interest of promoting a productive learning environment for all, please:

- Arrive on time and stay for the duration of the class.
- Mute cell phones, mobile devices, and alarms for the duration of the class.
- ***Complete weekly required readings and course materials before class***—This will prepare you for discussions in class. Canvas will show you what items should be completed. Please note Canvas may report which items have been read or completed.

Cannot make it to class? Please contact the instructor. While the instructor promotes flexibility, **absences must be cleared before class meetings by sending an email to the instructor at ycmartin@uwm.edu**. Students are responsible for the content and information provided in all sessions. Please reach out to the instructor with questions or concerns.

2. Assignments – Practical Analysis (PA)

The course assignments are designed to help you analyze and synthesize relevant information about housing markets and policy, and apply important concepts learned in class. **Completing the assignments constitutes 25% of the course grade.**

During the first half of the semester, students will be assigned an activity to practice relevant concepts, including but not limited to collecting, analyzing and presenting housing data within the urban planning context. Your assignments should be written clearly and formatted to a professional standard. In all assignments, please include your name, the name of your team members (for group assignments), date, and the course number.

Submitting assignments

All assignments should be uploaded to the course site Canvas on the due dates listed.

If you have any questions or concerns about the assignment, please contact the instructor before the assignment is due.

If you have any problems with the site, you can e-mail your assignment to the instructor at ycmartin@uwm.edu. The Practical Analysis (PA) assignments are listed below in chronological order.

PA Assignment #1 (individually): Residential zoning maps and policies

Due February 14

1. Explore the zoning maps for the city of Milwaukee and a peer city (e.g., Minneapolis, Detroit, or Cleveland) compare and summarize your observations about the residential zoning codes and location of residences by code (e.g., R1, R2, ect) relevant to surrounding areas. Do the cities show similar patterns?
2. Answer the following questions: What is inclusionary zoning? Which city(ies) - Minneapolis, Detroit, or Cleveland - allow(s) inclusionary zoning? What barriers did the city of Milwaukee encounter when it attempted to pass an inclusionary zoning ordinance? What lessons can we apply to the city of Milwaukee and the state of Wisconsin?
3. Be prepared to discuss in class your observations!

PA Assignment #2 (in pairs): Housing affordability gap analysis

Due February 21

1. Using the most recent U.S. Census ACS data (2021, 1-year estimate, Table S2503), perform a housing affordability gap analysis by income level for renter households and homeowners (separately) in the city of Milwaukee and a city with a similar or larger population in the U.S.
2. Summarize at least 5 key observations from your analysis. For instance, for which type of household is the affordability gap the highest, any patterns between the two cities?
3. Be prepared to discuss in class your findings.

PA Assignment #3 (in pairs): Housing development costs

Due February 28

1. Describe 2 top factors influencing new residential developments.
2. Using the [Housing Development Dashboard](#), design 3 scenarios in which the residential project will likely be built (and the level of confidence), and 3 scenarios in which the project is unlikely to be built (and the level of confidence). Describe the key factors influencing the likelihood and unlikelihood of the project being built.
3. Be prepared to discuss at least 2 scenarios in class.

PA Assignment # 4 (in pairs): Trends in homeownership gaps

Due March 14

1. Using U.S. Census ACS data from 2011 to 2021 (1-year estimates, Table S2502), show the changes in the percentage of owner-occupied housing by race and ethnicity in the city of Milwaukee from 2011 to 2021.
2. Perform the same analysis as above for a city in SE Wisconsin or a city of similar population size like Milwaukee anywhere in the US. Compare both cities.
3. To what extent are changes in homeownership rates by race and ethnicity similar? Provide at least one policy recommendation to help close the homeownership gap by race/ethnicity (if any) in each city. Be prepared to discuss your findings in class.

3. Policy Research Essay

Students will select ONE policy recommendation from the report ‘Home is Where Our Health Is’ ([Community Advocates Public Policy Institute, 2020](#)) and describe how the selected policy may improve housing affordability, quality and/or stability (address housing insecurity or homelessness) in Wisconsin within the next 10 years. Provide an updated analysis of the policy recommendation and at least 2 examples from other states. The essay should include an analysis of potential risks and benefits to residents (particularly, renters) and the economy in Wisconsin through the racial equity lens.

The student will develop the research essay throughout the course and complete specific sections as described next. The final product will be turned in to Canvas on April 26. This process will allow the student to work independently on the research topic while receiving feedback from the instructor on the topic and content – rather than waiting until the last minute to produce a paper! **The policy research essay constitutes 30% of the course grade.**

Important dates for deliverables:

February 15	Policy selection is due
March 15	An outline is due
April 26	<u>The final version must be turned into Canvas.</u>

The final paper must include:

1. Cover (including your name, title of the paper, course code and date)
2. Introduction and background on the selected policy
3. Analysis of the selected policy, including examples from 2 other states
4. Discussion of the risks and benefits of the selected policy
5. Conclusion
6. References (APA-Style preferred)

The policy research essay should be limited to a **minimum of 8 pages but more than 15 pages** (excluding the cover page, references and figures and tables). Use double-spaced, Times New Roman 12 pt. Font.

4. Team Project – Reclaiming Our Neighborhoods (RON) Housing Analysis

Reclaiming Our Neighborhoods (RON) is a group of Milwaukee residents and neighborhood organizations who work together to improve the quality of housing in the city. Our Team Project this semester aims to assess the housing conditions and trends by housing type in one of the following neighborhoods participating in the RON coalition.

- Riverwest
- Muskego way
- Lindsey Heights

Teams of 2-3 students will be divided by housing type. Each team will examine the trends in occupancy status and costs/affordability over the last 10 years and assess the current façade conditions of a sample of homes in the area using a survey based on the RON residential survey. For example, Team #1 will focus on single-family homes, Team #2 will focus on low-density multi-family homes (i.e., duplexes, triplexes, fourplexes), and Team #3 will focus on high(er) density residential buildings (those with 5 or more units). Your team may include homes in mixed-use buildings.

Teams will present a summary of their analysis and recommendations to improve or enhance housing conditions specific to the type of homes studied and be mindful of the needs and the cultural character specific to the neighborhood.

The presentation format can be PowerPoint or Prezi and should be no longer than 15 minutes (including Q/A). A rubric with details on how the presentation will be graded will be posted in Canvas.

The Team Project constitutes 35% of the course grade.

Summary of Evaluation and Grading

Course evaluation will be based on:

Participation (including leading a discussion and in-class exercises)	10%
PA Assignments (4)	25%
Policy Research Essay	30%
Team Project	35%

Students will be evaluated and graded upon completion of the course requirements. This course has no mid-term or final exams. The course is designed to facilitate student inquiry, critical thinking, engagement, and participation.

For each required coursework, students will be evaluated according to the percentage above.

The grading scale for the course is:

<u>Grade</u>	<u>Percent</u>
A	93% and above
A-	92% - 89%
B	83% - 88%
B-	79% - 82%
C	69% - 78%
D	55% - 68%
F	54% and below

Statement of time investment during the course: On average, students should spend 48 hours per credit per semester on activities in online sessions/meetings and outside of meetings (e.g., readings, assignments, research, projects). For this 3-credit course, students are expected to spend approximately 144 hours spread throughout the 16 weeks of the course. Please note that the average time investment presented here is an estimate and students are assessed based on their performance rather than the time put into the course.

Other Important Items

Reasonable accommodations

Students with limitations due to a disability may request any reasonable accommodations. You can get more information at the [Accessibility Resource Center](#) to better understand the nature of reasonable accommodations.

The University of Wisconsin Milwaukee supports the right of all enrolled students to a full and equal educational opportunity. The Americans with Disabilities Act (ADA), Wisconsin State Statute (36.12) requires that students with disabilities be reasonably accommodated in instruction and campus life. Reasonable accommodations for students with disabilities are a shared faculty and student responsibility. Students are expected to inform faculty [me] of their

need for instructional accommodations by the end of the third week of the semester, or as soon as possible after a disability has been incurred or recognized. Faculty [I], will work either directly with the student [you] or in coordination with the Accessibility Resource Center to identify and provide reasonable instructional accommodations. Disability information, including instructional accommodations as part of a student's educational record, is confidential and protected under FERPA.

Students will be allowed to complete assignments or other requirements that are missed because of religious observance, illness, family emergencies, or other circumstances. If special accommodations are needed to meet any of the requirements of this course, please contact the instructor as soon as possible.

COVID-19

In response to the COVID-19 pandemic, it is important to be mindful of challenges and promote self-care. If you are experiencing symptoms related to COVID-19, taking care of someone that is ill, or facing challenges, please do not hesitate to contact the instructor to make reasonable accommodations. Go to the [UWM COVID-19 website](#) for up-to-date information.

Panther Community Health and Safety Standards: UWM has implemented health and safety protocols, taking into account recommendations by local, state, and national public health authorities, in response to the COVID-19 pandemic. As a member of our campus community, you are expected to abide by the Panther Interim COVID-Related Health & Safety Policy, which was developed in accordance with public health guidelines. These standards apply to anyone who is physically present on campus, UWM grounds, or participating in a UWM-sponsored activity:

- UWM recommends that all individuals visiting UWM facilities wear face coverings while indoors.
- UWM recommends getting vaccinated for COVID-19 and getting the most recent booster shot available to you.
- UWM requires that you check daily for COVID-19 symptoms and not come to campus if you are feeling sick. If you are feeling sick, get tested for COVID-19 and quarantine until symptoms subside. Use the CDC Quarantine and Isolation Calculator to determine next steps.
- If you test positive for COVID-19, UWM requires that you self-report at the Dean of Students Reporting Form. Use the CDC Quarantine and Isolation Calculator to determine next steps.

Students in Need

Any student who faces challenges securing their food, housing, or technology, or is struggling with mental, physical, or emotional health, and believes this may affect their performance in the course is urged to contact the Dean of Students (dos@uwm.edu) for support. Please notify the

instructor if you are comfortable. Also, please check the following resources that may provide additional support such as UWM's [Mental Health website](#) and [University Counseling Services](#).

Academic honesty and integrity

The University of Wisconsin-Milwaukee has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect for others' academic endeavors.

Appropriate academic conduct is key to your success. Please review the rules relating to student academic misconduct procedures which are specified in Chapter UWS 14 and Faculty Document No. 1686 on the [UWM Dean of Students website](#).

All work in this course should be your own.

Always cite sources. Plagiarism is unacceptable.

In any written work and presentation materials, the student must cite sources for quotes, facts, and opinions (other than yours), both in the body of their work and in the bibliography/references section. Properly cite sources and place word-for-word quotes in quotation marks. Any plagiarism is a serious breach of ethics.

Teamwork

For this course, you are allowed to discuss and work together on some assignments. For group assignments, only one assignment needs to be submitted for the group, but each person should be able to explain and understand all responses. Group members will evaluate others contributions to the group.

Time management

For each assignment, track the total number of hours you (or your whole group) spend on thinking/preparing and producing the document that you submit. The number of hours should be listed at the top of your assignment. Note that this should be a rough estimate of time, and it will not factor into your grade. This means you are graded on the quality of your work, not the time you report (although there may be a correlation). The main purpose of this is to help you understand how long it takes to think, collect data, conduct analyses, and write documents. As a professional, you will develop your budgets with labor-hours and review budgets from other people with labor-hours, so this is an important but often overlooked skill in school. It may even help you budget your time in future graduate school classes and professional work.

Course Policies

This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, academic misconduct, complaints about the course, and grade appeals. For details about these policies, see UWM's [Syllabus Links](#).

Reading Materials

No textbook is required for this course. Readings and other course materials are built upon various resources including academic articles, book chapters, videos, and online resources. Required weekly materials and supplemental (optional) materials are available in Canvas.

Required readings or resources are marked with a star (*) in Canvas.

The following books are highly recommended:

- Levy, R. (2020). Introduction to Real Estate Development and Finance. 1st Edition. Routledge. ISBN 9781138602458
- Anacker, K., Nguyen, M., Varady, D. (2021). The Routledge Handbook of Housing Policy and Planning. 1st Edition. Routledge. ISBN ISBN 9781032240848

Useful Knowledge Resources

A set of useful resources and journals relevant to the course are listed below.

- City Lab: www.citylab.com
- Congress for the New Urbanism: www.cnu.org
- Harvard Joint Center for Housing Studies - <http://www.jchs.harvard.edu/>
- Housing policy and Debate*
- HUD User: www.huduser.gov
- Journal of Housing and Community Development*
- Milwaukee Journal Sentinel*
- National Association of Housing and Redevelopment Officials: www.nahro.org
- National Fair Housing Alliance – www.nationalfairhousing.org
- National Housing Conference: www.nhc.org
- National Housing Resource Center: www.hsgcenter.org
- National Low Income Housing Coalition: www.nlihc.org
- Planetizen: www.planetizen.com
- Shelterforce: www.shelterforce.org
- Urban Institute: www.urban.org
- Urban Land Institute: www.uli.org
- UWM Libraries: <https://uwm.edu/libraries/>
- Wisconsin Policy Form: www.wispolicyforum.org

* Subscription required or contact your library to access articles.

Summary of Course Topics

Module	Week	Theme	Date	Class/Meeting
1	1	Historical context	1/25/2023	1.1. <u>Introduction</u> to the housing markets and public policy course
	2		2/1/2023	1.2. <u>Why is housing the way it is?</u> State of the Nation and insights into policies, markets and history.
2	3	Residential planning: Shaping cities	2/8/2023	2.1. <u>Residential zoning:</u> Exclusionary and Inclusionary approaches
	4		2/15/2023	2.2. <u>Measuring housing needs:</u> Housing demand, supply and gaps.
3	5	Housing finance and real estate	2/22/2023	3. <u>Housing development and finance:</u> The role of banks, policies, programs.
4	6	Homeownership: The boom, bust, gap and lessons.	3/1/2023	4. Homeownership: Understanding the crises, gaps and challenges Guest: Fatima Sierra Vargas, UnidosUS
5	7	Rental housing programs: Access, affordability, assistance and barriers.	3/8/2023	5.1. Rental housing programs: Public Housing and the HCV Then and Today. Guest: Dr. Atticus Jaramillo, SARUP
	8		3/15/2023	5.2. Challenges and Opportunities: De-segregating the rental housing market Guest: Kori Schneider Peragine, MFHC
	9	Spring Break	3/22/2023	No Class/meeting
6	10	Low-Income Housing Development	3/29/2023	6. LIHTC and affordable housing: Developments through the equity lens. Guest: Tathagato Chakraborty, UWM
7	11	Neighborhood revitalization and displacement	4/5/2023	7.1. The Rise of Investor-Owned Properties. Guest: John Johnson, Milwaukee Area Project, Marquette U.
8	12	Housing as a community development tool: Local initiatives and lessons learned	4/12/2023	8.1. Community Development Alliance's Housing Plan Updates, Guest: Teig Whaley-Smith, CDA
	13		4/19/2023	8.2. Building homes to build-up communities. Guest: Brian Sonderman, Habitat for Humanity
9	14	Healthy Homes: Advancing health equity?	4/26/2023	9. Prioritizing housing in community health improvement plans (CHIP), Guest: Milwaukee Health Dept. (TBD)
10	15	Through the Green Lenses: Housing in the debate for sustainability	5/3/2023	10. Housing in the context of environmental/sustainability planning, Guest: Erick Shambarger, ECO
11	16	Student Presentations	5/10/2023	Team Projects Event