



Housing That Fits:

USING PLANNING & DESIGN TO CREATE
CONTEXT-SENSITIVE COMMUNITIES



MONICA CALLAHAN

Madison:

CONTEXT-SENSITIVE HOUSING IN A HISTORIC SMALL TOWN

FACTS

- ➡ Founded in 1809 (217 years)
- ➡ 5200 population / 2250 housing units
- ➡ 40 year preservation track record
- ➡ > 25% are 50+ & > 10% are designated

TRADITIONAL context



FEAR of disrespect of context



loss to McMANSSIONISM



erosion of NATURAL CHARACTER



Madison:

CONTEXT-SENSITIVE HOUSING IN A HISTORIC SMALL TOWN

FACTS

➡ Founded in 1809 (217 years)

50% owner-occupied

➡ 5200 population / 2250 housing units

average - \$421,000 home value / \$1421 rent

➡ 40 year preservation track record

\$59,636 median income (3x issue)

➡ > 25% are 50+ & > 10% are designated

15% poverty rate

FACTS

Madison:

CONTEXT-SENSITIVE HOUSING IN A HISTORIC SMALL TOWN

REAL CONCLUSIONS

- ➡ Core stabilized, values rising
- ➡ Private market not addressing needs

“In rural communities, the most affordable unit is the one already on the ground.” Madison understood this early — and built from it.

Where It Already Fits

RETENTION & STABILITY

- Assess housing conditions
- Evaluate impact of zoning changes



In-Scale In-fill

DEMOLITION & INFILL

- Engage in selective demolition
- Don't rule out stabilization and infill with modern zoning rewrites



Right-Sizing

SHARED STRUGGLES

- Rising costs
- Limited supply
- Mismatched housing types
- Community concerns about compatibility

TRANSFERABLE FRAMEWORK:

- ❑ Diagnose context
- ❑ Right-size housing types
- ❑ Apply design + compatibility tools
- ❑ Implement with confidence

Right-Sizing

SHARED PRINCIPALS

- Design matters
- Context matters
- Compatibility is achievable
- Tools already exist

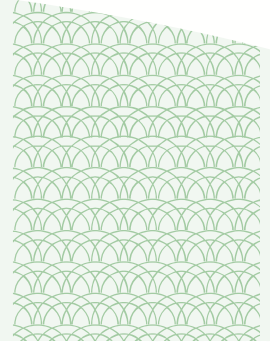
TRANSFERABLE FRAMEWORK:

- ❑ Diagnose context
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*“Every community needs more housing — but every community does not need the **same** housing.”*

WALKER ROSE LANE

- COMMUNITY-INITIATED DEVELOPMENT – SINGLE-FAMILY (7)



GENERAL NOTES

1. INFORMATION REGARDING THE REPUTED PRESENCE, SIZE, CHARACTER, AND LOCATION OF EXISTING UNDERGROUND UTILITIES AND STRUCTURES IS SHOWN HEREON. THERE IS NO CERTAINTY OF THE ACCURACY OF THIS INFORMATION AND IT SHALL BE CONSIDERED IN THAT LIGHT BY THOSE USING THIS DRAWING. THE LOCATION AND ARRANGEMENT OF UNDERGROUND UTILITIES AND STRUCTURES SHOWN HEREON MAY BE INACCURATE AND UTILITIES AND STRUCTURES NOT SHOWN MAY BE ENCOUNTERED. THE OWNER, HIS EMPLOYEES, HIS CONSULTANTS, HIS CONTRACTORS, AND/OR HIS AGENTS SHALL HEREBY DISTINCTLY UNDERSTAND THAT THE SURVEYOR IS NOT RESPONSIBLE FOR THE CORRECTNESS OR SUFFICIENCY OF THIS INFORMATION SHOWN HEREON AS TO SUCH UNDERGROUND INFORMATION.
2. REF. SURVEY FROM A PLAT BY R.V. BALDWIN DATED 8-22-97 ELEVATIONS BASED ON ASSUMED SITE BENCHMARK OF 100 AND ARE NOT MSL.
3. ALL MATTERS PERTAINING TO TITLE ARE EXCEPTED.

FINAL SUBDIVISION PLAT OF: WALKER-ROSE LANE MADISON, GEORGIA CURRENT ZONING P.U.D.

LINE	LENGTH	BEARING
L1	3.00	S48°13'59"E
L2	20.07	N86°14'15"E
L3	0.50	N41°14'15"E
L4	14.34	N77°35'55"E
L5	15.46	S47°26'35"E
L6	12.22	N41°08'20"E
L7	16.80	S40°30'29"W

VICINITY MAP
N.T.S.

SITE DATA

TOTAL AREA	48,344 SQ.FT. ~ 1.11 ACRES
RIGHT-OF-WAY AREA	11,928 SQ.FT. ~ 0.27 ACRES
TOTAL LOTS (7)	MIN. LOT SIZE 4,500 Sq. Ft.

MINIMUM SETBACK - LOTS 1-7

FRONT - 10'
SIDE - 5'
REAR - 10'

LEGEND

IPS	IRON PIN SET	CWF	CONCRETE MONUMENT FOUND
OP	OPEN TOP PIN	CHL	OVERHEAD UTILITY LINES
OT	OPEN TOP PIN	SMH	SEWER MAN HOLE
CT	CORNER TOP PIN	SMH	SEWER MAN HOLE
RB	REINFORCING BAR	MT	MAN HOLE TELEPHONE
CL	CENTERLINE	CB	CATCH BASIN
R/W	RIGHT-OF-WAY	JB	JUNCTION BOX
LL	LAND LOT	DL	DROP DRAIN
LINE	LINE	LLL	LAND LOT LINE
R	RADIUS	FW	FEED WALL
CONC	CONCRETE	CMP	CORRUGATED METAL PIPE
C	CURVE	RCP	REINFORCED CONCRETE PIPE
PP	POWER POLE	CD	CROSS DRAIN
SP	SERVICE POLE	SSE	SANITARY SEWER EASEMENT
GV	GAS VALVE	DC	GRANULAR EASEMENT
GM	GAS METER	FW	FIRE HYDRANT
UP	UTILITY POLE	WV	WATER VALVE
SS	SANITARY SEWER	WM	WATER METER
N&C	NAIL & CAP	PC	POINT OF CURVE
FC	FENCE CORNER	POB	POINT OF BEGINNING
-X-X-	FENCE	POC	POINT OF COMMENCEMENT
		R	POINT OF INTERSECTION

IRON PINS SET ALL LOT CORNERS 1/2" REBAR.

CITY CERTIFICATION:

"CERTIFICATION OF APPROVAL OF STREETS AND UTILITIES:"

I hereby certify that the proposed streets and utilities in this subdivision meet all requirements of the city and Subdivision Regulations of Madison.

Date: _____

Signature: _____
City Manager, City of Madison.

"OWNER DEDICATION OF STREETS AND UTILITIES:"

I hereby dedicate all proposed streets and utilities in this subdivision to the public forever.

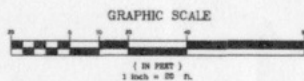
Date: _____

Signature: _____
L. Clifton Hanes
Chairman of Madison Downtown Development Authority

DEVELOPED BY:

MADISON DOWNTOWN DEVELOPMENT AUTHORITY
P.O. BOX 32
MADISON, GA 30650

IF YOU DIG GEORGIA.
CALL US FIRST!
1-800-282-7411
UTILITIES PROTECTION CENTER
IT'S THE LAW



WALKER ROSE LANE

- COMMUNITY-INITIATED DEVELOPMENT – SINGLE-FAMILY (7)





Small Packages

OLD IS NEW AGAIN

- Lower minimum square footage
- Allow downtown/mixed use living
(allowed on ground floor - %)
- Allow a range of ADUs
Accessory Dwelling Units



THE ANCHORAGE

- MIXED UNIT (NOT USE) DEVELOPMENT – 36 UNITS



1000 CA
7000 S
PARK

THE ANCHORAGE

- MIXED UNIT (NOT USE)
DEVELOPMENT – 36 UNITS



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# COTTAGE COURTS



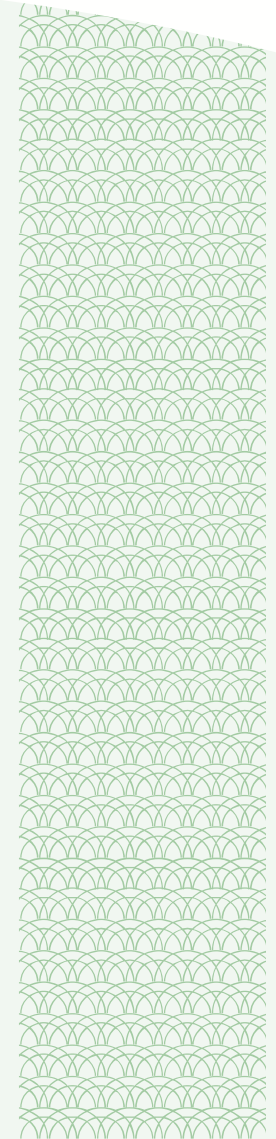
# CLUSTERED DEVELOPMENT



# ARTISAN VILLAGE



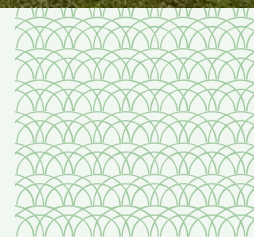
# WELLBRIDGE / VITALITY LIVING





# CARMICHAEL COMMONS

- LIHTC – BLENDED INCOME HOUSING (60)



UNIT TOTAL: 60 UNITS  
1 BEDROOM - 8 UNITS  
2 BEDROOMS - 32 UNITS  
3 BEDROOMS - 20 UNITS

PARKING TOTAL: 96 SPACES  
(6 ACCESSIBLE SPACES)

1. COMMUNITY BUILDING
2. EXTERIOR GATHERING AREA/DOG PARK
3. WASHERS/DRYERS CONNECTIONS IN EVERY UNIT
4. ON-SITE LAUNDRY
5. EQUIPPED COMPUTER CENTER
6. EQUIPPED PLAYGROUND
7. COVERED PAVILION W/ PICNIC/BBQ FACILITY
8. FENCED COMMUNITY GARDEN

PROPOSED CHAINLINK  
FENCE - 5'-0" HEIGHT

POSSIBLE  
LOCATION OF  
WATER  
CONNECTION

POSSIBLE  
LOCATION OF  
WATER  
CONNECTION

EXTEND  
SIDEWALK TO  
EXISTING  
DRIVEWAY

WETLANDS

DUMPSTER  
TYP.

FENCED  
COMMUNITY  
GARDEN

EXTERIOR  
GATHERING  
AREA/DOG PARK

BUILDING  
THREE

BUILDING  
SIX

BUILDING  
FIVE

BIKE RACK  
TYP.

EQUIPPED  
PLAYGROUND  
COVERED PAVILION W/  
PICNIC/BBQ FACILITY  
COMMUNITY BUILDING/ON-SITE  
LAUNDRY/EQUIPPED  
COMPUTER CENTER

MONUMENT SIGN  
LOCATION

PRIMARY WALKING  
ENTRANCE

BUILDING  
FOUR

BUILDING  
TWO

BUILDING  
SEVEN

BUILDING  
EIGHT

PRIMARY DRIVING ENTRANCE

STREET LIGHTS  
(STAGGERED)

PROPOSED CHAINLINK  
FENCE - 5'-0" HEIGHT

STREET TREES TYP.

PROPOSED WATER &  
SEWER LINES





# CARMICHAEL COMMONS

- LIHTC – BLENDED INCOME HOUSING (60)

| UNIT TYPE | AMI RESTRICTIONS | # of UNITS | MONTHLY RENTS |
|-----------|------------------|------------|---------------|
| 1 Bedroom | LIHTC 50%        | 2          | \$530         |
|           | LIHTC 60%        | 5          | \$640         |
|           | Market Rate      | 1          | \$675         |

| UNIT TYPE | AMI RESTRICTIONS | # of UNITS | MONTHLY RENTS |
|-----------|------------------|------------|---------------|
| 3 Bedroom | LIHTC 50%        | 4          | \$645         |
|           | LIHTC 60%        | 14         | \$765         |
|           | Market Rate      | 2          | \$800         |

| UNIT TYPE | AMI RESTRICTIONS | # of UNITS | MONTHLY RENTS |
|-----------|------------------|------------|---------------|
| 2 Bedroom | LIHTC 50%        | 6          | \$605         |
|           | LIHTC 60%        | 23         | \$725         |
|           | Market Rate      | 3          | \$750         |

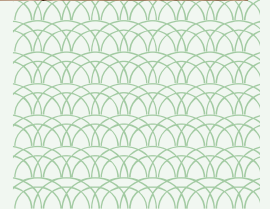
The rent is based on a percentage of the Annual Median Income (AMI) for Morgan County as set by the US Department of Housing and Urban Development (HUD). The base AMI for a household was \$64,011 for 2020.

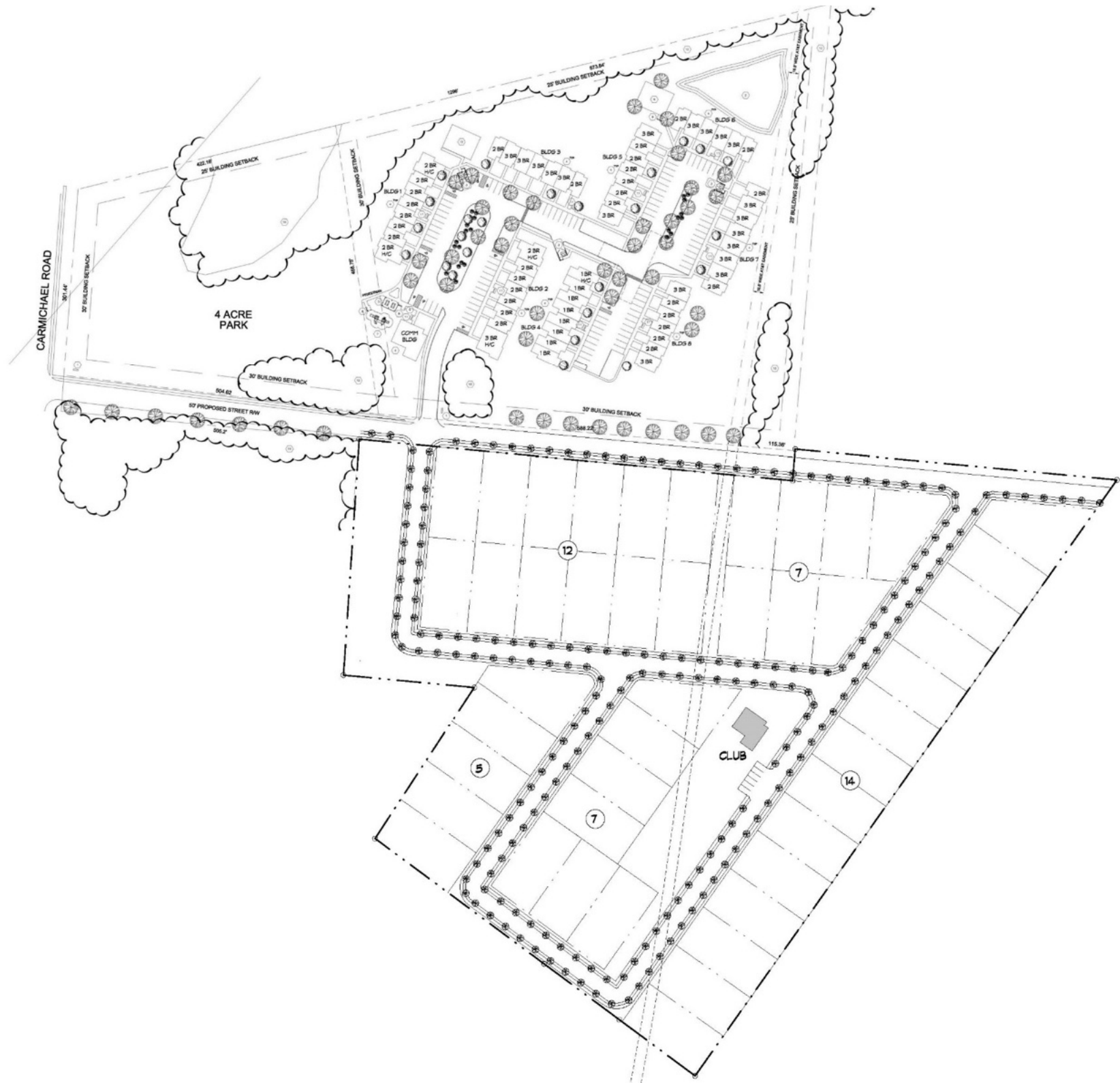
The AMI varies based on household size and can cause the qualifying income to vary.

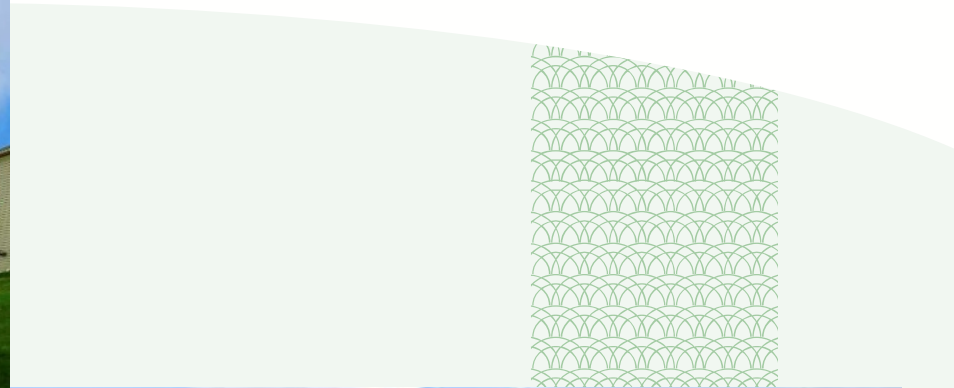


# PRIOR FARMS

MARKET RATE – HOUSES (40)







# SILVER LAKES COURT

- LIHTC – SENIOR APARTMENTS (44)

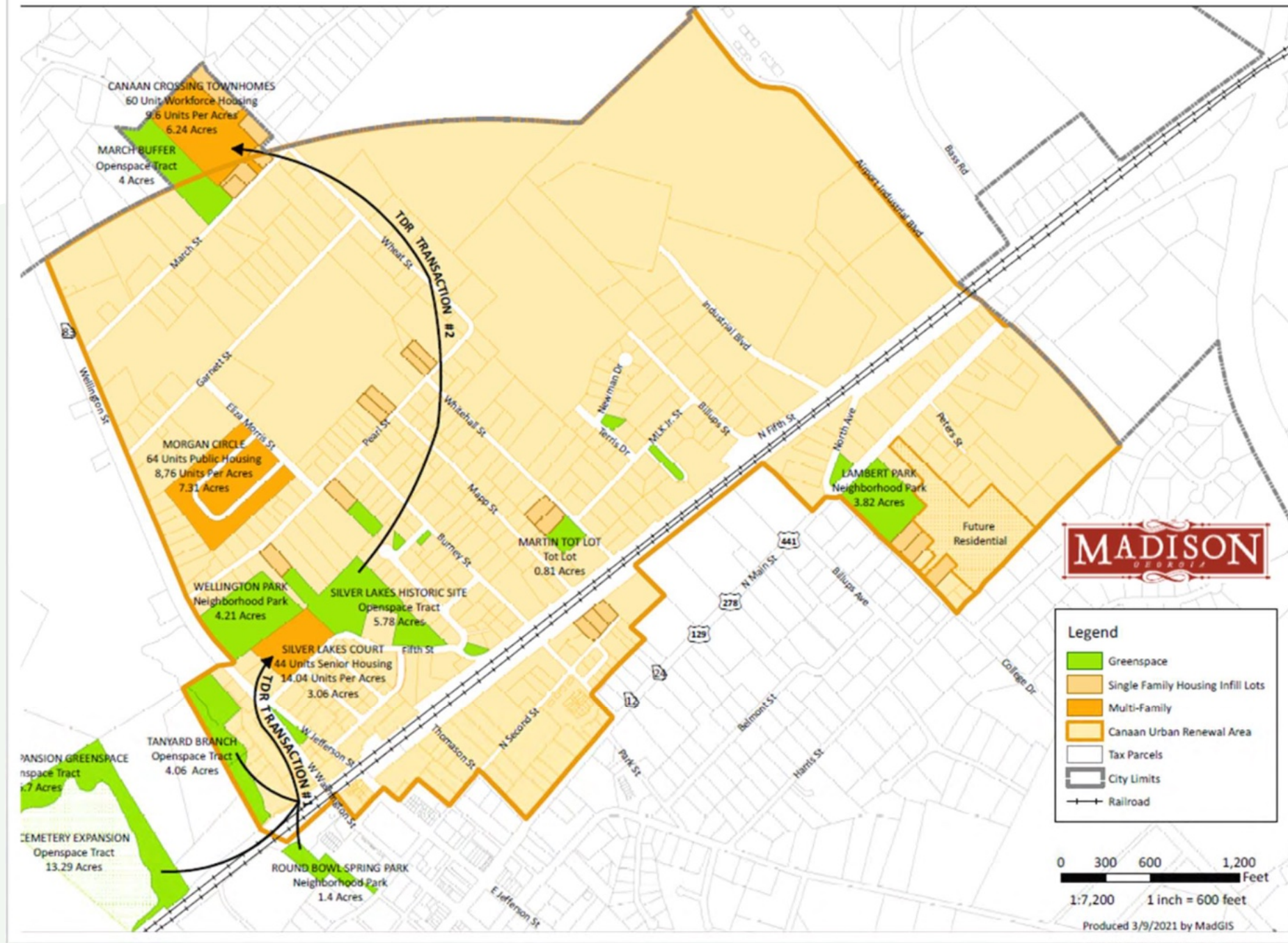


# SILVER LAKES COURT









# Right-Sizing

## TAKEWAYS

- Invest in existing units
- Restore traditional density
- Unlock land for future infill
- Facilitate alternative subdivisions, congregate options, and desired housing forms

### TRANSFERABLE FRAMEWORK:

- ❑ Diagnose context
- ❑ Right-size housing types
- ❑ Apply design + compatibility tools
- ❑ Implement with confidence

*“Context-sensitive housing is not about saying no. No is too easy — it’s about building the **right housing in the right places.**”*



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CONTEXT-SENSITIVE COMMUNITIES

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