



Department of
Safety and Professional Services

Tony Evers, Governor
Dan Hereth, Secretary

PRESS RELEASE—Contact DSPS Newsroom at dspnewsroom@wisconsin.gov

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DSPS Communications

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DSPS Puts Focus on Affordable Housing

Madison -- The Wisconsin Department of Safety and Professional Services (DSPS) is recognizing Affordable Housing Week (May 12-16) by travelling the state to host collaborative conversations on ways the department's work regarding building codes could potentially lead to an increase in affordable housing development in Wisconsin.

DSPS Secretary Dan Hereth will visit multiple affordable housing facilities, engaging developers, architects, and other key stakeholders.

“We want to start conversations about the current code and any potential code updates that might lead to more affordable housing, a priority for the Evers Administration, without compromising safety,” said Secretary Hereth. “As Wisconsin’s safety agency, we want to help ensure all Wisconsinites have access to safe and affordable housing.”

Hereth and DSPS will be joined at some of the stops by other Wisconsin agency leaders, including Department of Financial Institutions Secretary Wendy Baumann and Wisconsin Housing Economic Development Authority CEO Elmer Moore, Jr., whose agency provides financing for affordable housing.

“Addressing the affordable housing crisis requires a coordinated, cross-agency approach,” said Moore. “Collaboration with departments like DSPS and DFI is essential to removing barriers, accelerating development, and implementing comprehensive, multi-faceted solutions. Working together can make meaningful progress on the housing shortage from every angle.”

This Affordable Housing Week tour will make four stops over three days at the following locations:

- Monday, May 12

- McKinley School Lofts, Milwaukee
- Arabella Apartments at Belle City Square, Racine
- Tuesday, May 13
 - The Collective on 4th, La Crosse
- Wednesday, May 14
 - Ella Apartments, Madison

The May 13th tour at the Collective on 4th in La Crosse will follow an official grand opening of the facility.

Preceding the tour of Arabella Apartments in Racine on May 12th, DSPS and the site developer, J. Jeffers & Co., have planned a panel discussion with developers, architects, and other stakeholders on affordable housing development in Wisconsin.

“As a mission-driven real estate development and investment firm, we’re proud to showcase our Arabella Apartments as an affordable housing example,” said Joshua Jeffers, owner and founder of J. Jeffers & Co. “We’ve worked to expand housing options, including Milwaukee’s first accessible student housing in partnership with Milwaukee Area Technical College and the revitalized former Horlick Malt complex in Racine, which is now a thriving mixed-use community.”

“My goal remains to open and explore updates to all Wisconsin codes administered through our agency, as a way to make sure Wisconsin is meeting the latest safety standards,” said Secretary Hereth. “I’m excited to have these conversations during Affordable Housing Week and search for collaborative solutions that spur development while ensuring safety.”

About DSPS

DSPS issues more than 240 unique licenses, administers dozens of boards and councils that regulate professions, enforces state building codes, runs the state fire prevention program, and maintains the award-winning Wisconsin Enhanced Prescription Drug Monitoring Program, which is a key tool in the multi-faceted public health campaign to stem excessive opioid prescribing. A fee-based agency, DSPS is self-sustaining and receives no general fund tax dollars for its day-to-day operations. With five offices and 250 employees throughout Wisconsin, DSPS collaborates with constituents and stakeholders across a wide range of industries to promote safety and advance the economy.

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