

# *Dane County Employers Workforce Housing Survey Summer 2017*

Survey purpose – Determine if Dane County Employers are aware of the workforce housing gap? If so, does it affect your ability to recruit and retain employees, grow you business?

Part informational, part information gathering

Confidential, information reported in the aggregate only

Disseminated through interested local chambers of commerce  
via Survey Monkey

Results available in Fall 2017



## *Panel Two*

# Model Developments: Filling the Workforce Housing Gap

Rob Dicke, Executive Director, Dane County Housing Authority, facilitator.


Helen Bradbury, President, Stone House Development

Justice Castañeda, Executive Director, Common Wealth

Nicole Solheim, Developer, Gary Gorman and Co.

Salli Martinyak, President, Forward Community Investments, Q&A



- 
- Who is Stone House Development, Inc?
  - What is Workforce Housing?
  - Building Workforce Housing in Your Community



# STONE HOUSE

DEVELOPMENT, INC.





- Established in 1996
- Development, Property Management, Property Accounting, Section 42 Compliance Monitoring
- Specializes in Mixed Income Multifamily Rental Properties
- Developed 7 Buildings that are listed on the National Register of Historic Places
- Completed 20 Projects to Date with 2 Additional Under Construction
- Nine Completed and 2 Pending Projects in Madison

# What is Section 42?



- A federal tax credit given to large corporations to encourage their investment in work-force or affordable housing
- Each state receives an allocation based on their population – developers compete for an allocation in the state the project is to be built in
- The program has been in existence since 1988
- Investors receive the tax credit over a ten year span
- Incomes and rents are adjusted annually by HUD
- Projects must remain affordable for 30 years
- If during the holding period the project goes into foreclosure the tax credits are recaptured
- Developers, like Stone House, guarantee that the project will remain viable and that only qualified residents will reside in it

# Exterior Examples (City Row Apts)



# Exterior Examples (Park Central Apts)





# Exterior Examples (Jefferson School Apts)



11/21/2001

# Exterior Examples (East High Apartments)



# Interior Examples



# Common Area Examples



# In-Unit Amenities (All Apartments)

- In Unit Washer/Dryer
- Energy Star Appliances
- Window Coverings
- Large Windows, Low E Glass
- Walk-in Closets
- Vinyl Plank Flooring



# Income Restrictions & Rent Amounts

- Apartments designated as affordable must qualify at or below the Dane County 60% median income limit.

## Maximum Income Restrictions for Dane County

CMI %	1 Person	2 People	3 People	4 People	5 People	6 People
30%	\$17,910	\$20,460	\$23,010	\$25,560	\$27,630	\$29,670
50%	\$29,850	\$34,100	\$38,350	\$42,600	\$46,050	\$49,450
60%	\$35,820	\$40,920	\$46,020	\$51,120	\$55,260	\$59,340

## Maximum Affordable Rents for Dane County

CMI %	1 Bedroom	2 Bedroom	3 Bedroom
30%	\$479	\$575	\$664
50%	\$799	\$958	\$1,108
60%	\$959	\$1,150	\$1,329


# Dane County Rent Differential – Market vs. Affordable

## 2 Bedroom Rent Differential (Newer Construction, Comparable Finishes)

City	50% Rent Differential	60% Rent Differential
Middleton	\$717	\$525
Verona	\$547	\$355
Fitchburg	\$617	\$425
Waunakee	\$517	\$325
Sun Prairie	\$597	\$405

## 2 Bedroom Dane County Section 42 Max Rents

Size	Dane County Max	Sample Utility Allowance	Net Max Rent
2 Bedroom - 50%	\$958	\$75	\$883
2 Bedroom - 60%	\$1,150	\$75	\$1,075



*The secret is not location, location, location – it's WHEDA, WHEDA, WHEDA – and you can help!*

- Financial Participation (TIF, HOME Loans, Etc.)
- Reduction of On-Site Development Costs (Waiver Of Fees)
- Maximum of 25 Points
- Readiness To Proceed (Zoning Process)



# Public Acceptance Assistance



## *PROJECTS ARE SAFER INVESTMENTS AND GOOD NEIGHBORS*

- Equity-driven, Foreclosure = Recapture
- Long-term investments - must be built and maintained for the long haul
- Market is so strong landlords can expect residents to avoid non-renewals
- Stability of residents
- Frequent inspections by lenders, investors & WHEDA

# Resident Selection Criteria



- Must have an acceptable credit history.
- Must have 2 years of acceptable housing reference.
- Criminal convictions must not be substantial in relation to housing. A pattern of substantial convictions and/or those violent in nature will result in an automatic denial. Drug related felonies or convictions reportable under the Sex Offender Registry Program will also result in an automatic denial.
- No pending or undischarged bankruptcy.
- Must show a pattern of employment or income source that is reliable and provides an appropriate amount of income to cover rent and expenses.
- Those that cannot meet our selection criteria based on housing/credit/income can obtain cosigners, payees and/or enroll in supportive service counseling through the Road Home.



# Common Wealth Development: Supporting Healthy Communities

Dane County Housing Summit | May 18, 2017



## Common Wealth Development, Inc:

Healthy Housing

Economic Development

Sustainable Land Use

**Healthy  
Neighborhoods,  
Thriving  
Communities.**

# Common Wealth's Mission

*To continue to build and sustain vibrant, diverse, engaged, inclusive and safe neighborhoods.*



**Having a healthy home makes people happy!**



**Common Wealth**  
DEVELOPMENT



Common Wealth  
DEVELOPMENT

“Home is the center of life. It is a refuge from the grind of work, the pressure of school, and the menace of the streets.”

— Matthew Desmond, *Evicted: Poverty and Profit in the American City*



Common Wealth  
DEVELOPMENT





Common Wealth  
DEVELOPMENT



“Common Wealth is a great organization. I love my location. Every time when I tell people where I live, they’re like, ‘Wow, man, you have a nice spot.’ I cannot say anything more than nice things about Common Wealth because every time I need them, they were here for me.”

-Common Wealth tenant

# Jenifer Place Apartments



**Common Wealth**  
DEVELOPMENT

# Yahara River View Apartments



Common Wealth  
DEVELOPMENT

## Common Wealth's Housing Portfolio includes...

- 111 units in the Williamson-Marquette Neighborhood
- 35 units in the Meadowood Neighborhood
- 20 lease-to-purchase owner-occupied homes





...manages and supports the:



- MACLT provides low-income households with affordable homeownership opportunities.
- MACLT owns the land and sells the home only.

From 2011-2015, MACLT homes sold for an average of **\$117,502**.

That is **\$57,885** less than comparable market sales.



Common Wealth is affiliated with



MACLT has helped Common Wealth residents move from rental to homeownership...



“We wouldn’t have been able to buy a house like this without MACLT,” says Jessie.



Common Wealth is affiliated with







MACLT Homeowners



Hoboken Road  
Energy-efficient homes completed  
in 2012



Common Wealth is affiliated with



# Improving housing quality

MACLT rehab project - 709 Gannon Ave.



BEFORE 2010 "Deep Green Retrofit"

AFTER →





"We are grateful to MACLT for helping us purchase our first home. Before this, we lived in an apartment complex that had building code issues and fell victim to numerous fires. MACLT provided us the opportunity for a beautiful home within a community we love." -MACLT Homeowners



Common Wealth is affiliated with



# Common Wealth Development, Inc:

- Community Development Organization
- Supports Healthy Neighborhoods through Sustainable Community Development
- Community Development: Economic Development, Land Use & Healthy Housing
- MACLT Represents a Creative Approach Combining Land Use and Sustainable, Healthy Housing





# GORMAN & COMPANY, INC.



# Gorman & Company, Inc.

- Founded in 1984
- Mission of creating high quality housing opportunities for a variety of income levels
- We specialize in revitalizing communities through the use of public/private partnerships.
- Work with municipalities, neighborhood groups, community leaders, local agencies to identify needs and vision for a development

# Workforce Housing Benefits

- Residents:
  - Live, work, play in same community
  - Not cost-burdened by high rent
- Businesses:
  - Shorter commute times for employees
  - Reduced employee turnover and business costs
- Municipality:
  - Retain and attract businesses
  - Job Creation
  - Increased Tax Base



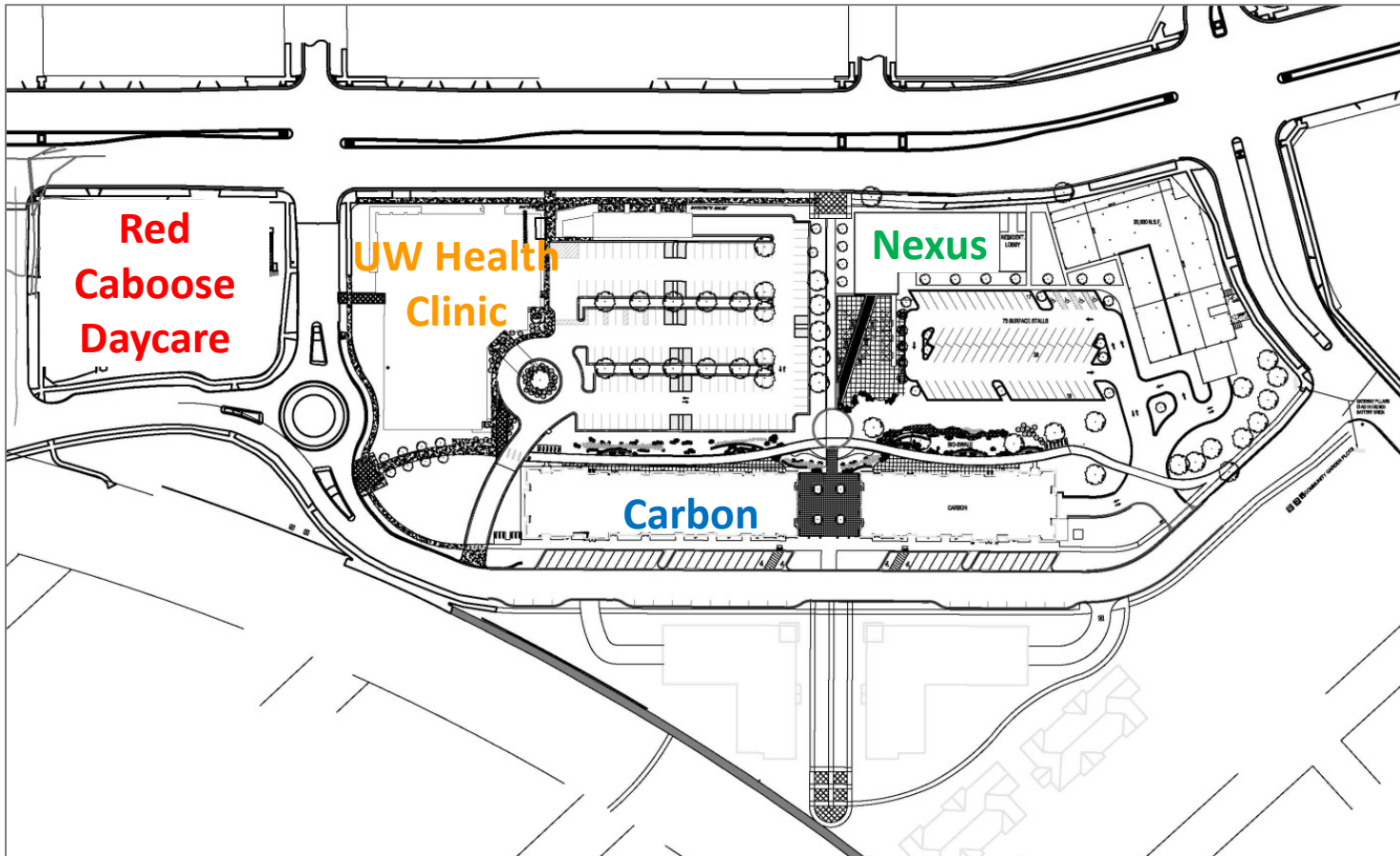


# Carbon at Union Corners



- 90 workforce housing units
- Part of a larger master plan
- Close to employment, transportation, retail, amenities
- Increased tax base

# Union Corners: Master Plan

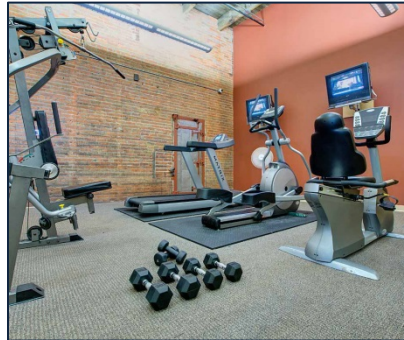


# Gund Brewery Lofts



# Gund Brewery Lofts

- Located next to Gundersen Lutheran Health Center, La Crosse's largest employer
- 86 units
- Amenities: Community room, outdoor porch and grill, fitness center, theater, business center
- Pre-leasing primarily targeted employees of Gundersen and related service providers



## Gund Brewery Lofts' grand opening is Sept. 6

New life for a piece of La Crosse brewing history

Gundersen Lutheran employees are invited to the grand opening of the Gund Brewery Lofts, south of the Hospital in La Crosse. This is the culmination of the collaborative efforts of Gundersen Lutheran, Gorman & Company, City of La Crosse and Wisconsin Housing and Economic Development Authority. The effort resulted not only in affordable housing, but new life for a piece of La Crosse brewing history.

The grand opening is Thursday, Sept. 6. The opening ceremonies, with guest speakers including La Crosse Mayor Mark Johnsrud, are 10:30 to 11:30 a.m. Tours run from 11:30 a.m. to 12:30 p.m. Refreshment will be served. **If interested in attending, you must RSVP by Thursday, Aug. 30 to Leslie Scherrer at lscherrer@gormanUSA.com or (608) 257-4410, ext. 339.**

### Gund Brewery: A lesson in history and philanthropy

Around the turn of the century, The John Gund Brewing Company (1854-1920) was in its heyday. Gund's Peerless beer was



The Gund Brewery Lofts will have a grand opening Thursday, Sept. 6, starting at 10:30 a.m.

internationally famous, winning top honors at the Paris Exposition in 1900 and Louisiana Purchase Exposition in 1904.

In 1901, the Gund family donated a crucial piece of land to what was then Lutheran Hospital. The land had been earmarked for a new bottling plant, but the hospital needed it for a new addition.

By 1910, Gund Brewery employed 450 people—a far cry from the brewery that

John Gund started in a log cabin. But by the 1920s, prohibition forced the Gund Brewery to close. Eventually Sara Lee Corporation, now a part of the Monsanto Company, acquired the property. Like the Gund family before them, Monsanto/Sara Lee donated the five-acre property, including the old bottling house, to Gundersen Lutheran in 2003.

### Gund Brewery Lofts: The Gund legacy lives on

Today, thanks to the generosity and vision of Gundersen Lutheran, Monsanto/Sara Lee, and Gorman & Company of Madison, the former bottling house is enjoying renewed life as the Gund Brewery Lofts. Exposed original brick walls, a communal patio on the former loading dock, a theater, underground parking and a convenient central location are all part of what makes the 86-unit apartment complex so appealing.

Thanks to Monsanto/Sara Lee and Gundersen Lutheran, a historic piece of La Crosse has been preserved in a unique way for future generations to enjoy. ●

## Gund Brewery Lofts open house a success



Joan Curran (right), executive director, External Affairs, presents a picture to Chris Laurent (left) from Gorman & Company commemorating the partnership that resulted in creation of the Gund Brewery Lofts, an 86-unit apartment complex. More than 100 governmental leaders, community members and employees attended an open house Sept. 7. The complex has many amenities for residents such as a workout center, media room, internet cafe and optional underground parking. Tenants began moving in during July. To learn more about leasing an apartment, contact Five Star Management, 793-1500.

# BRIDGES

Building bridges among Gundersen Lutheran employees, volunteers, retirees and board of trustees members

## Tri-State Ambulance adds paramedic bicycle teams

Two new bike teams with paramedic capabilities are now in operation with Tri-State Ambulance service. "The purpose of the bike team is to provide more efficient coverage at local events," says Tom Carpenter, NREMT-P, CCEMT-P, interim director, Tri-State Ambulance. "The bike teams will have advanced life support abilities, but will have the advantage of being able to negotiate through large crowds."

Each bike team will have two bikes and provide rapid response if necessary. "We might also be able to save the cost of sending an ambulance," says Carpenter. "We'll have our radios so we'll be able to communicate with Tri-State ambulances if necessary. However, a bike team member will be able to quickly assess the situation and determine if an ambulance is necessary or not."

So far, 10-15 members of the Tri-State Ambulance team have signed on for bike team duty. Paramedic capabilities include defibrillators, oxygen, bandaging equipment and much more. "We should be able to provide help for everything from bee stings to bandages, and in the event of a cardiac arrest we'll be able to start immediate care," says Carpenter.

Besides rapid response time, another benefit to the bike team is the ability to talk with kids about safety. "We'll be handing out

stickers to kids when they do something safe, like wear their bike helmet. On the bicycles we'll be more approachable than in an ambulance," says Carpenter.

The bike teams have already provided coverage at some local events and have a list of others where they'll put their paramedics in action. "Applefest, the Oktoberfest parades and other local events around the region will likely see bike teams riding through," says Carpenter. "We'll schedule based on need and population of an event."

Tri-State officials hope the public supports the bike teams in the future. "We'll need to add equipment and we hope the community sees the added value in having a bike team available," says Carpenter. "Sponsors have approached us already asking how they can help. We are excited to have such positive feedback and we'll look to sponsorships and donations in the future to support the bike teams.



Jay Clark, NREMT-P, and Bryan Cessford, NREMT-P, demonstrate how the new Tri-State Ambulance bike team will respond to emergencies. The bike teams have already put their skills to work at events like Steppin' Out in Pink and plan to be on the grounds at Applefest in La Crosse this weekend.

To learn more about the Tri-State Ambulance bike teams, contact Carpenter at ext. 53218. ●



## Live in Gund Brewery Lofts and walk to work

Gundersen Lutheran employees are the first to hear details about development of historic lofts in the Gund Brewery property on the south side of our La Crosse campus. Through a partnership between Gundersen Lutheran and Gorman & Company, the project is scheduled to be completed next summer. There will be 86 apartments with modern amenities, yet true to the historic tradition of the building. The existing building, which was formerly the bottling plant for Gund Brewery, will contain 39 units, and a new addition will house 47 more. Efficiencies, one, two and three-

bedroom apartments will all be available, and prices range from \$408/month on up. Nearly 80 percent of the units have reduced rents, making it an affordable option for renters meeting income limits.

The facility will include a movie theater, community patio and grill, gazebo, exercise facility, storage lockers, underground parking, a business center and more.

As an incentive for Gundersen Lutheran employees to live in the facility and walk to work, staff will have the opportunity to sign leases without posting a security deposit.

Careful attention is being paid to ensure this project fits with Gundersen Lutheran's passion for environmental stewardship. The Historic Gund Brewery Lofts development will be connected to bike paths, feature Energy Star appliances, use sustainable products and procedures in the construction process, and incorporate progressive landscaping techniques.

A sign will be posted on the property shortly and names are being accepted for occupancy. For leasing information, call (800) 280-1188 or e-mail leasinginfo@fivestars.net. ●

# GORMAN & COMPANY, INC.

# Workforce Housing in your community

- Identify need: talk to businesses, Chamber of Commerce, economic development staff
- Tell the story to community leaders, residents
- Create a strategy
  - Goals
  - Incentives/tools (TIF, fee waivers, etc.)
  - Planning
  - Align with other funding sources (WHEDA tax credits, etc.)

# Workforce Housing Tools

- Funding Sources: WHEDA tax credits, TIF, grants or low-interest loans, CDBG/HOME, Historic tax credits, Federal Home Loan Bank AHP, conventional financing from local banks and credit unions
- Partnerships: Housing Authorities, CDA, nonprofits
- Other tools: Fee waivers (building permit, park, impact), review process, design/site requirements



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## *Panel Two*

# Model Developments: Filling the Workforce Housing Gap

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# 2017 Dane County Housing Summit

## Workforce Housing Gap: Meeting the Needs of Dane County Employers and Employees

### **Lunchtime!**

Thursday, May 18, 2015

9:00 – 12:00 noon

Alliant Energy Center, Madison

