

# Avenue Square

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1802-1818 PACKERS AVENUE

# Summary

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- Development team introduction
- Project overview
  - Site and building design
  - Avenue Square responsiveness to RFP goals, objectives, and preferences
- Property Management Agent – Wisconsin Management Company **(New!)**
  - Overview
  - Interfacing with the identified supportive-service partners
- Supportive Service Partners overview – NewBridge, JustDane, Veterans Homeless Program
- Updates on DAT review, neighborhood meetings, zoning, and Focus on Energy
- Final thoughts

# Odessa Affordable Housing, LLC

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## Development Team (75+ years experience)

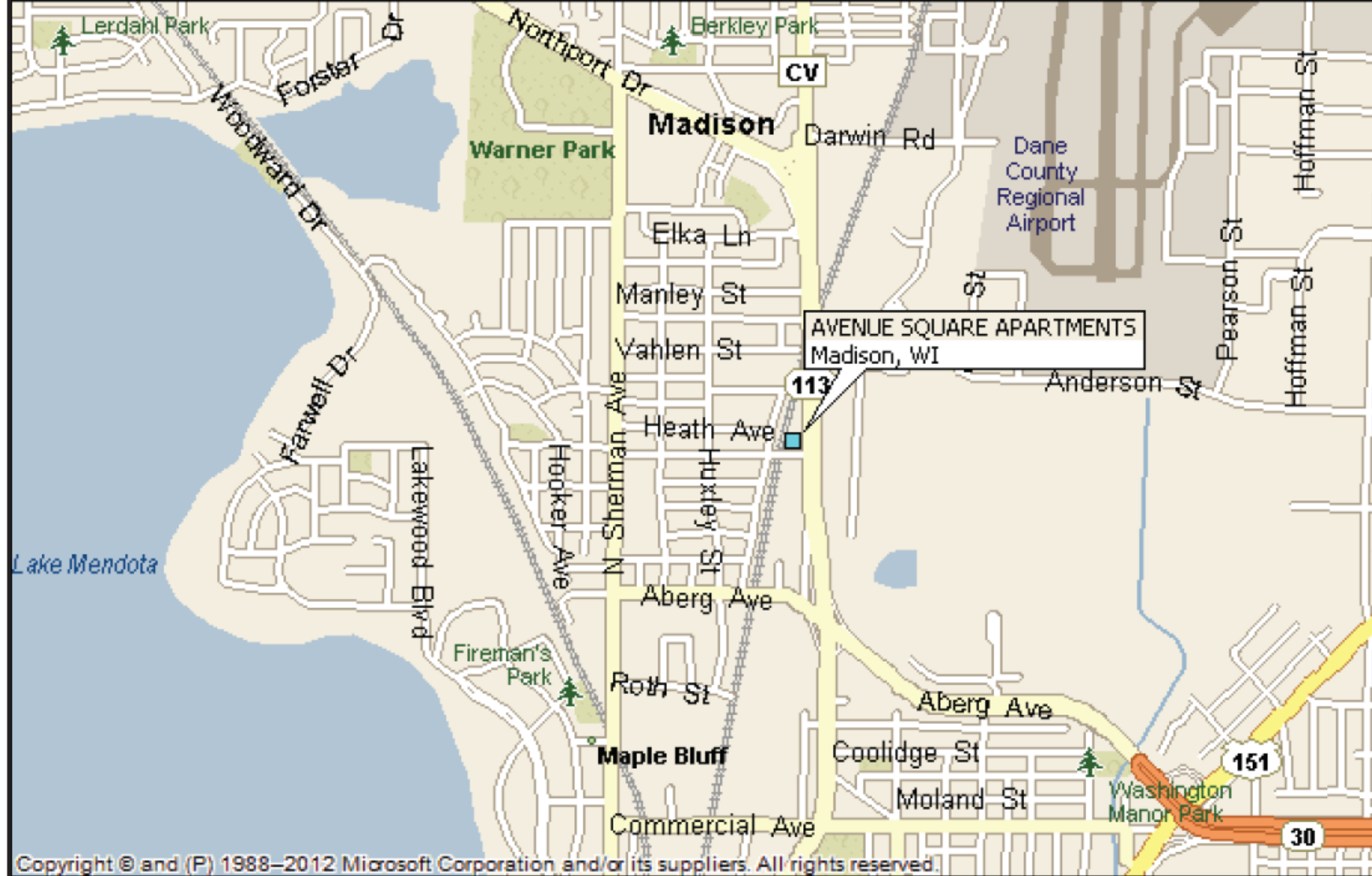
- Alf McConnell – Developer
- **Jim Rodgers – Co-Developer/Partner**
- Renata Bunger – Co-Developer/Partner

## Management Agent (40+ years experience)

- Wisconsin Management Company (Property Management Agent) **(New!)**
  - Alicia Reed – Director of Property Management
  - **Lynn Nickel – Regional Manager**

## Supportive Service Partners

- NewBridge Madison, Inc. (40 years experience)
  - **Jim Krueger – Executive Director**
- JustDane
- Veterans Community Support and Homeless Program





A photograph of a vacant lot on Packers Avenue. The lot is overgrown with weeds and has a large evergreen tree on the left. A red building is partially visible behind the trees. A street sign for 'Packers Avenue' is visible on the left. A utility pole stands on the right. The sky is overcast. The text 'Eyesore' is written in red across the middle of the image.

**“Eyesore”**

**Vacant Since February 2014**

**1802-1818 Packers Avenue**





LIBERTY MORTGAGE &  
DEVELOPMENT COMPANY

PACKERS AVENUE & SCHLIMGEN AVENUE  
EXTERIOR RENDERED PERSPECTIVE



1802-1818 Packers Avenue

# Avenue Square Apartments

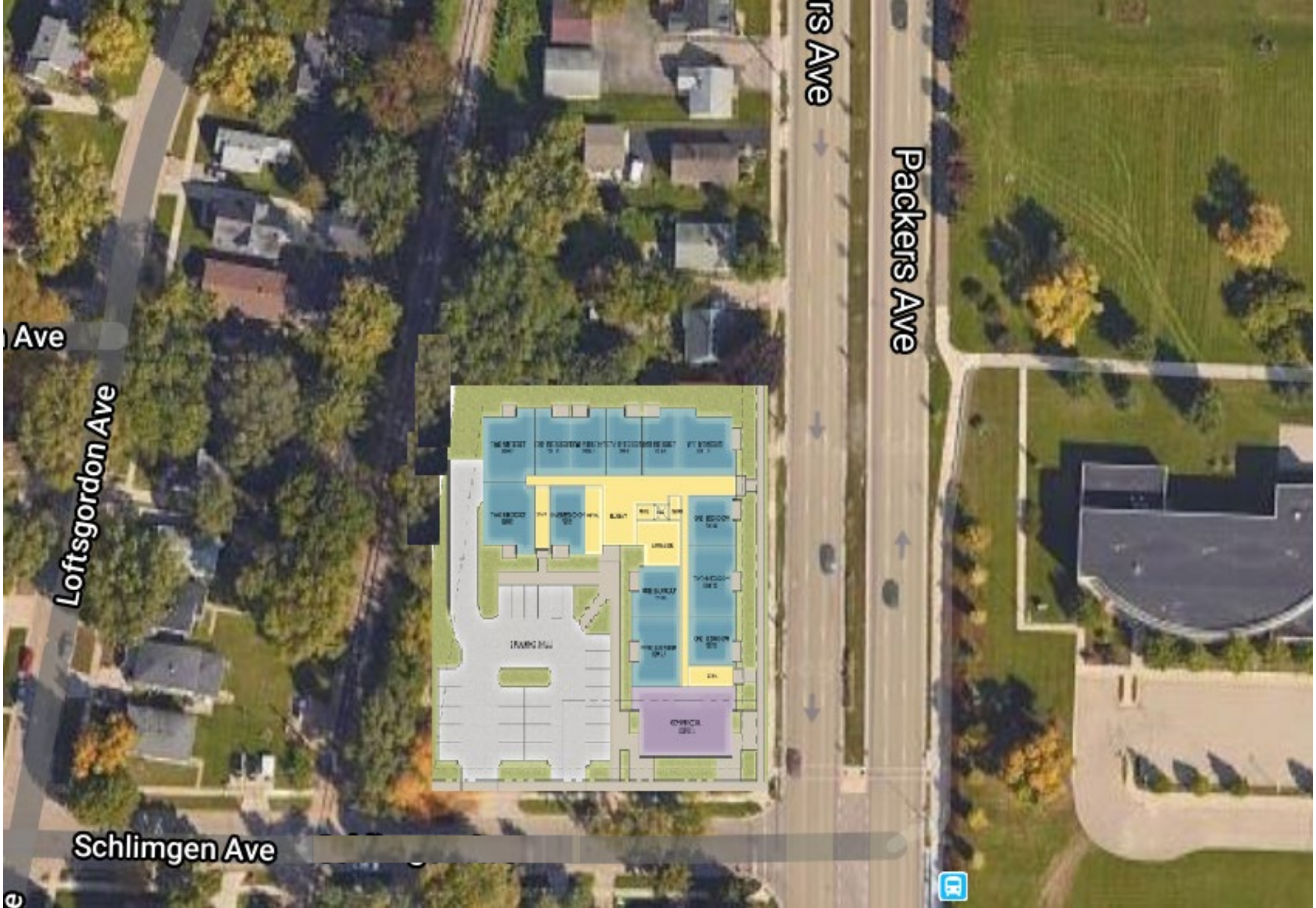
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- 4-story, 68-unit building
- 100% “income-averaged affordable” (4% / 4%)
- 60% of the units will be 50% or below county median income

## Amenities

- Underground/surface parking (58 underground and 37 surface)
- Community Room and Fitness Room
- Smoke-free building
- Free Wi-Fi
- Ample bike parking (72 indoor and 14 outdoor)
- Sustainable design – Wisconsin Green Built Home standards
  - Highly efficient shell, Energy Star-certified appliances, LED lighting, and **high-efficiency heat and AC systems**
- **Solar array on roof (75-80 kW targeted)**
- **Geothermal possible!**









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EXTERIOR RENDERED PERSPECTIVE



1802-1818 Packers Avenue

# Proposed Apartments Unit Mix

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Number of Bedrooms	Number of Apartments	% of Total
1 Bedroom	37	55%
2 Bedroom	20	29%
3 Bedroom	11	16%
<b>Total</b>	<b>68</b>	<b>100%</b>



# Income Averaged Affordable

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CMI %	Number of Apartments	% of Total
30%	14	20%
50%	27	40%
80%	27	40%
<b>Total</b>	<b>68</b>	<b>100%</b>
<b>50% or less</b>	<b>41</b>	<b>60%</b>

CMI %	Number of Apartments	% of Total
30%	14	20%

### Supportive Service Partners

- NewBridge – Seniors 60+ (50-59 on Medical Assistance)
  - Targeting 3 units for individuals/families from Coordinated Entry List
- JustDane (formerly Madison-area Urban Ministry (MUM)) – previously incarcerated individuals
  - Targeting 1-3 units
- Veterans Community Support Program & Homeless Program
  - 8 units (WHEDA requirement)

### Other

- YWCA – Rapid Rehousing referrals and case management support



# Summary RFP Report Card Avenue Square

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RFP Section	% Completed
Goal – Receipt of Tax Credits	100%
5 Objectives	100%
18 Requirements	100%
14 Preferences (Optional)	50%

# Affordable Housing Fund RFP #1003-2021 Goal: Maximize Receipt of Tax Credits

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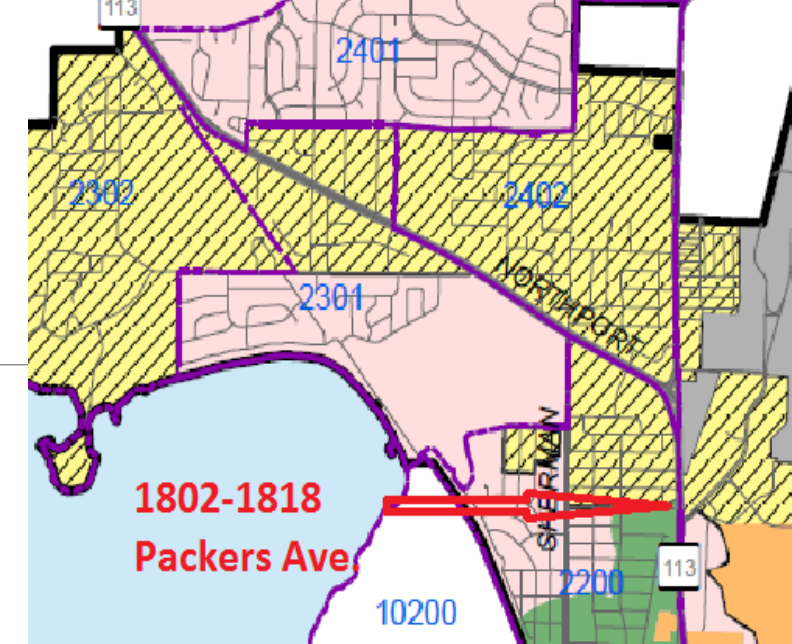
- **Awarded Tax Credits April 2021**
  - Avenue Square has secured an award of 4% tax credits from WHEDA (announced 04/26/2021)
- **Construction start estimated 05/01/2022** (Likely year forward of RFP applicants without tax-credit award)
- **Jobs**
  - \$17.3 million construction budget – create 294 jobs for residents of Madison and the broader economy\*

\*“The Impact of Construction on the Wisconsin Economy” – report completed by Skill Integrity Responsibility Council, Inc. in January 2011

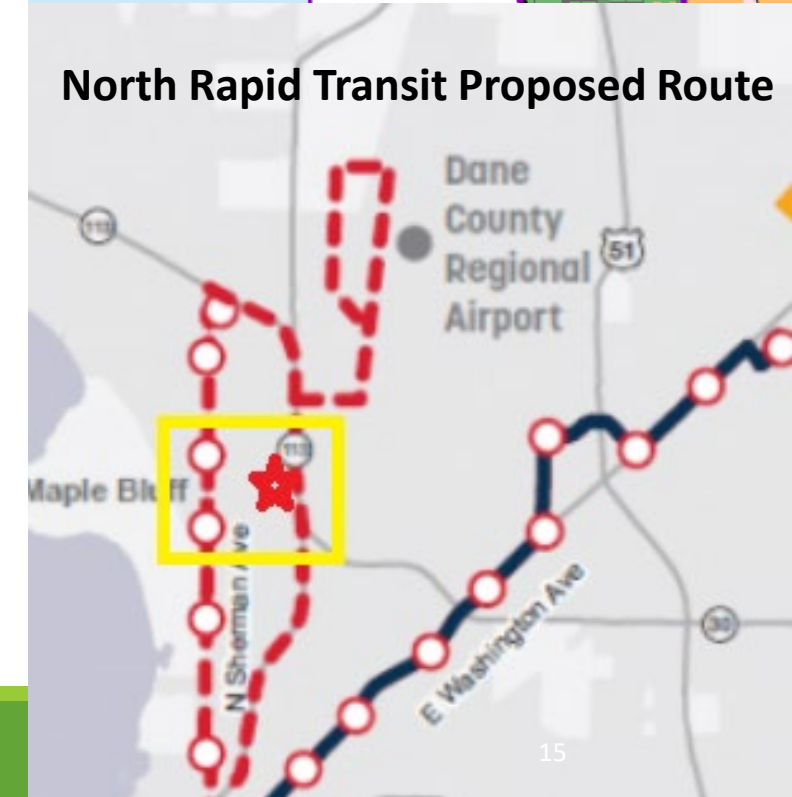


# RFP Requirements

- **Requirement 5:** Located in Preferred Area (Green)
- **Requirement 6:** Moderately Strong Community Connections
  - Bus stop 200 feet away; North Transfer Point  $\frac{3}{4}$  of mile away
  - Potential future bus rapid transit stop on Packers related to proposed north route
  - Proximity of grocery stores (Pick 'N Save & Willy Street Co-op North are within one mile)
  - Sherman School .3 miles away
  - Library/Parks located within one mile
  - UW Health family clinic .6 miles away
  - Restaurants, retail (Northgate/Northside Town Center), pharmacies, and banks



## North Rapid Transit Proposed Route



# 14 RFP Preferences – Avenue Square meets 50%

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- 1. Yes – Located in Preferred Area
- 4. Yes – BIPOC co-developer
- 7. Yes – At least 40% of units at or below 50% (60% of units at or below 50% CMI)
- 10. Yes – Integrated housing approach
- 11. Yes – Commitment to extraordinary energy efficiency
- 12. Yes – Community Service Facility to be located here. End-tenant TBD
- 15. TBD – Greater universal design will be end construction budget determination
- 17. Yes – One application for City of Madison Affordable Housing funds this cycle

Preferences 2, 8, 13 not applicable for Avenue Square



# Integrated Supportive Housing Units

30%

14

20%

Ownership

Management  
Agent

Wisconsin Management

Supportive  
Service Provider

NewBridge

- Coordinated Entry
- Veterans
- Previously Incarcerated

# Wisconsin Management Company

(Current Integrated Supportive Services Housing Example)

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- Ace Apartments – Movin' Out
- Integrated Supportive Service Providers
  - Movin' Out Service Coordinator
  - The Road Home
  - Veterans Community Support Program & Homeless Program
- Current Lease-up – Tenant referrals from supportive service partners
- Ongoing interaction and communication with supportive services partners(s)

# Avenue Square Apartments – NewBridge Supportive Service Partnership



- Supportive case management services for up to 3 units for individuals/families listed on the Community Wide Priority List
- **Dedicated on-site case management services for 4-6 hours per week**
- **Dedicated office/meeting space will be provided for case management services**
- Case Managers will develop care plans that may involve some of the following
  - Assistance in finding other resources for rent and energy assistance, medical benefits, home chore assistance, and food vouchers
- NewBridge will maintain regular contact with the management agent to prevent issues from occurring
- NewBridge will work with the management agent to bring in resources to help support tenants and build up their skills to maintain independence.

**POINT PLACE APARTMENT**  
**55+ SENIOR COMMUNITY**

Point Place Senior Apartments offers a combination of style, comfort, and livability. This property is situated on Tree Ln. in the 53717 area of Madison. The leasing staff is ready to help you find your dream apartment. So get a head start on your move. Contact or stop by Point Place Senior Apartments to see available floor plans!

  
**CommonBond**  
COMMUNITIES

  
1 Bedroom Floor Plan

  
2 Bedroom Floor Plan

7495 Tree Lane Madison, WI 53717 | 608-210-3250  
POINTPLACE@COMMONBOND.ORG



# Integrated Supportive Housing Units

30%

14

20%

Ownership

- “Coordinated Entry” case management financial support provided to NewBridge
- \$5,000, paid from annual cash flow, adjusted 3% annually
- \$50,000 additional monetary support for case management from ownership development budget

Management  
Agent

Wisconsin Management

Supportive  
Service Provider

NewBridge

- Coordinated Entry
- Veterans
- Previously Incarcerated

# Address Outstanding Concerns Identified via DAT Review, Neighborhood Meetings & Other

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- **None outstanding for Avenue Square**
  - DAT review November 2019
  - Neighborhood presentation(s) Nov-2019, July-2020, Dec-2020
  - Urban Design Commission approval July 2020
  - All zoning approvals completed and approved at Common Council meeting August 2020
- Full support of Sherman Neighborhood Association
- Full support of District 12 Alder Syed Abbas

## PROPOSAL TIMELINE

47. Please list the estimated/target completion dates associated with the following activities/benchmarks to illustrate the timeline of how your proposal will be implemented.

	Activity/Benchmark	Estimated Month/Year of Completion
✓	Draft Site Plan Ready to Submit to Dev. Assistance Team (DAT) [ <i>Target/Actual Month/Date</i> ]	11/2019
✓	1 <sup>st</sup> Development Assistance Team/ Meeting (Due by 8/6/21) [ <i>Target/Actual Month/Date</i> ]	11/14/2019
✓	1 <sup>st</sup> Neighborhood Meeting (Due by 8/19/21) [ <i>Target Month/Date</i> ]	11/26/2019
✓	Submission of Land Use Application (Zoning Map Amendments Due by 9/15/21)	5/20/2020
✓	Submission of Land Use Application (Permissively Zoned Due by 10/6/21)	5/20/2020
✓	Plan Commission Consideration (If Rezoning, Due by 11/22/21 for 12/7/21 Common Council)	7/27/2020
✓	Urban Design Commission Consideration, if applicable [ <i>Target Month/Date</i> ]	7/01/2020
✓	Application to WHEDA	12/2019 (9%) & 1/2020 (4%) & 12/2020 (9% & 4%)
	Complete Equity & Debt Financing	3/2022
	Acquisition/Real Estate Closing	4/15/2022
	Rehab or New Construction Bid Publishing	2/2022
	New Construction/Rehab Start	5/2022
	Begin Lease-Up/Marketing	5/2023
	New Construction/Rehab Completion	5/2023
	Certificates(s) of Occupancy Obtained	5/2023
	Complete Lease-Up	10/2023
	Request Final AHF Draw	8/2022



# Sustainability

- 75 kW solar array planned for rooftop
- Targeting Geothermal as well (we believe possible!)
- Focus on Energy review – selected “Bundle 3” energy savings goal **(highest energy savings package within the FOE criteria)**
- Annual overall energy cost savings above the FOE utility protocol baseline is expected to be in the range of 27%
- “Bundle 3” anticipates 23% kWh (electrical usage) savings and 44% gas savings
- Expected “Bundle 3” energy improvements will cost ~\$300,000 over our baseline design (greater sustainability comes with an initial upfront cost!)



Coffee \$1

Starbucks  
Coffee \$2

Starbucks  
Toffeenut  
Cappuccino  
\$4.25

# Expected Benefits of Development for the Northside of Madison

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- Repurpose and maximize use of site(s) which includes vacant/blighted land
- Provides new 68 units of affordable housing with rental price points from 30% to 80% CMI
- Provides needed (NEW) quality, safe, and affordable housing for residents of the northside of Madison (Deliver these apartments May 2023)
- Mitigates gentrification risks (Oscar Mayer Redevelopment) and continued low vacancy rates in apartment space across Madison
- Brings economic stimulus to the area including jobs

# Final Thoughts:



**Goal RFP #10033-2021**

**Maximize Receipt of Tax Credits**

**Main Objective:**



**Increase the supply of safe, quality, and affordable rental housing that ensures long-term affordability and sustainability (40-year affordability restriction)**

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**1802-1818 Packers Avenue**



# Questions?

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AVENUE SQUARE APARTMENTS

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