

# RISE

## 3401 & 3433 East Washington Ave.

City of Madison CDBG Committee  
AHF-TC RFP Presentation | 10.13.22

Wisconsin Housing Preservation Corp.

Megan Walela, Development Project Manager  
Lindsay Gant, Director of Resident Services

whpc

# Project Team



Mary Wright  
President



Mike Slavish  
Chief Operating Officer



David Ginger  
Vice President



Matt Childress  
Debt & Equity Analyst



Lindsay Gant  
Dir. of Resident Services



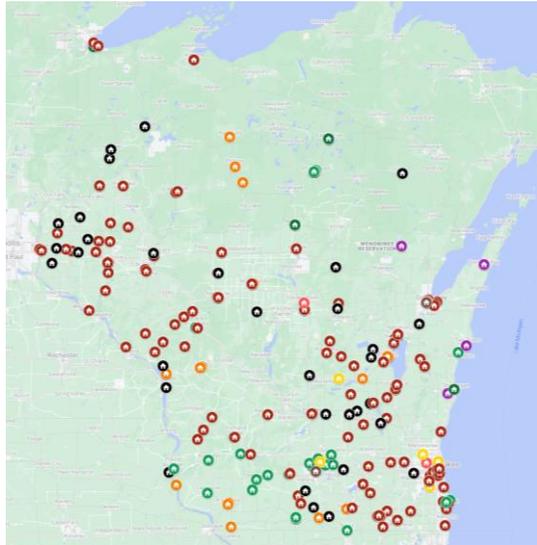
Megan S. Walela  
Dev. Project Manager

## WHPC Partners



vierbicher  
planners | engineers | advisors





WHPC's properties in Wisconsin

# WHPC's Mission

*To preserve, provide, and protect affordable housing for the low- and moderate-income citizens in the state of Wisconsin*

**501(c)(3)  
non-profit**

**13,000+  
residents**

**Long-term  
owners**



Prairie Haus, New Glarus



Kestrel Apts., Middleton



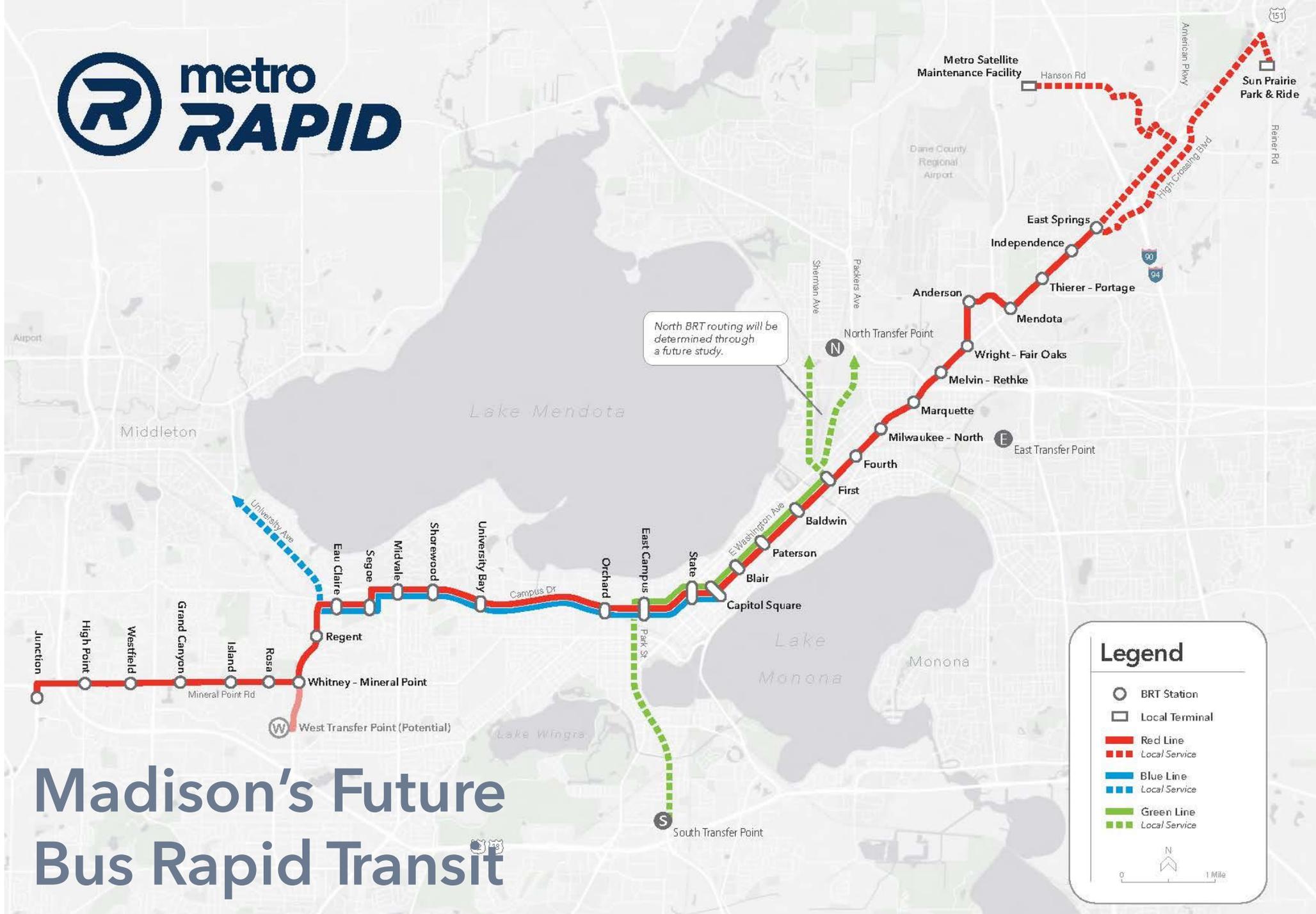
# The Vacant Site

- Former Bimbo Bakery manufacturing facility at 3401 & 3433 E Washington Ave.
- Two parcels totaling 6.4 acres at the corner of E Washington Ave. and N Fair Oaks Ave.
- Vacant since 2019 and 2017
- Common Council approved our rezoning and land use application on July 19, 2022

# What's Nearby?

- ① Route 6 bus stop - 0 ft.
- ② Hawthorne Elementary School - 50 ft.
- ③ Future bus rapid transit stop - 150 ft.
- ④ Access Community Health Center - 500 ft.
- ⑤ Future Gooh grocery store - 0.2 mi.
- ⑥ Carpenter-Ridgeway Park - 0.4 mi.
- ⑦ East Madison Community Center - 0.4 mi.
- ⑧ Madison College - 0.5 mi.
- ⑨ Hy-Vee grocery store - 0.8 mi.
- ⑩ Madison Public Library (Hawthorne) - 1.2 mi.



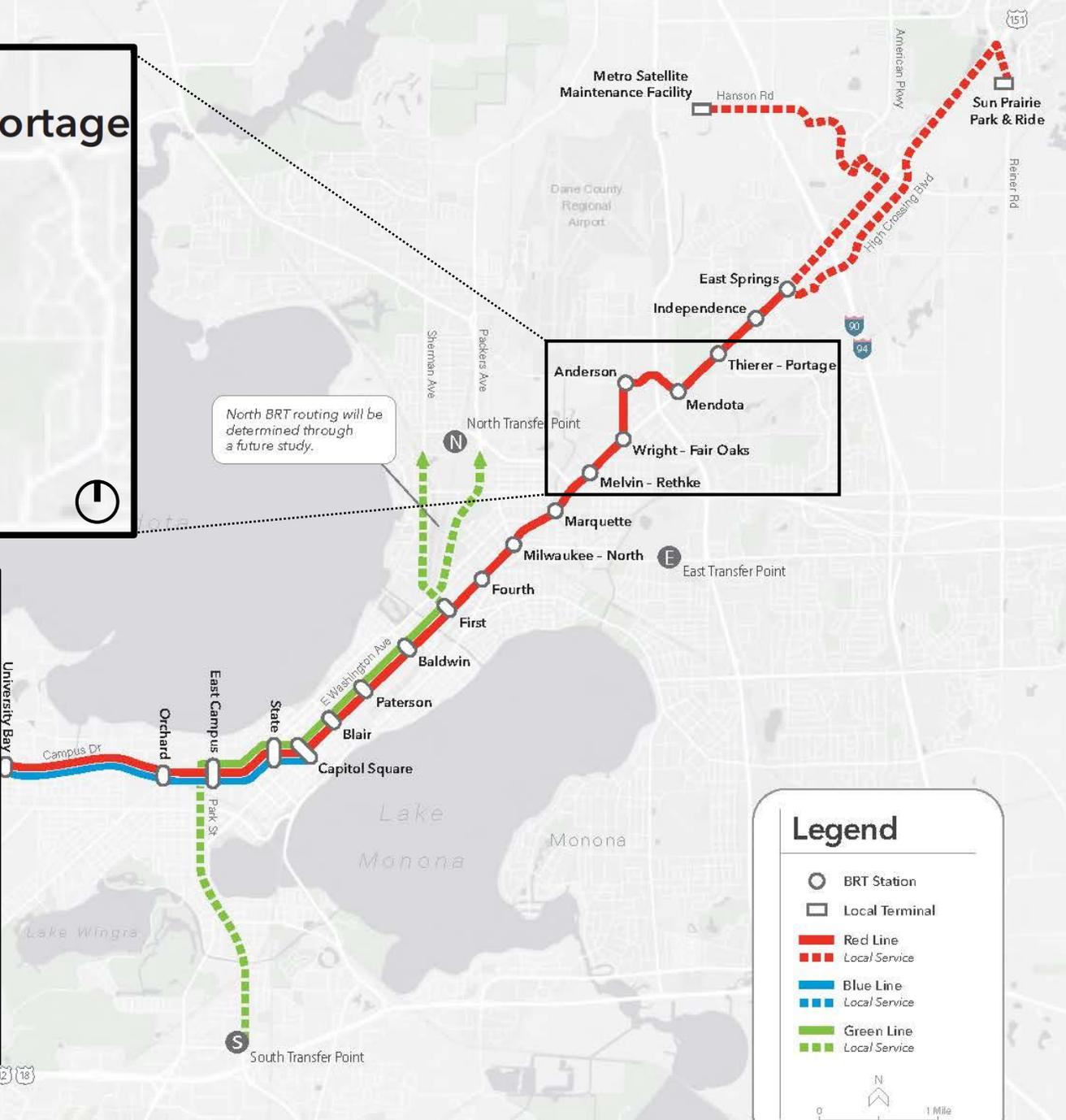
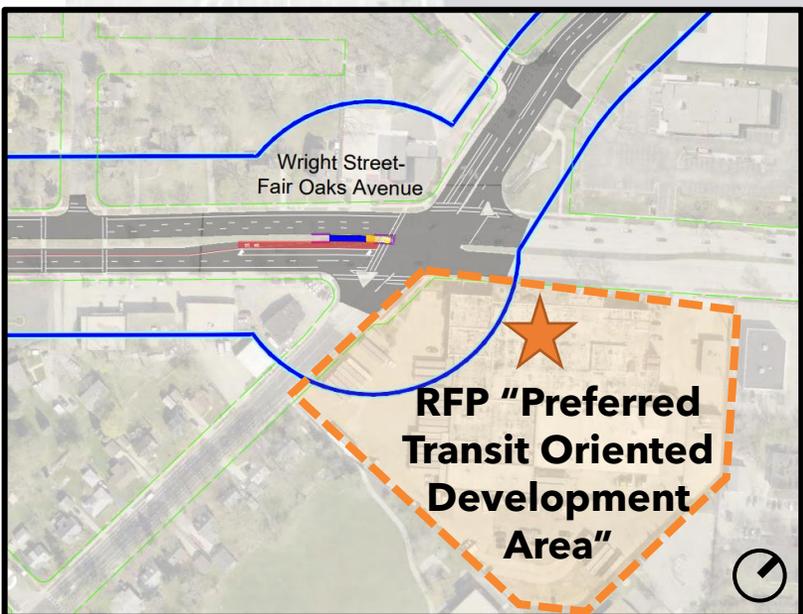
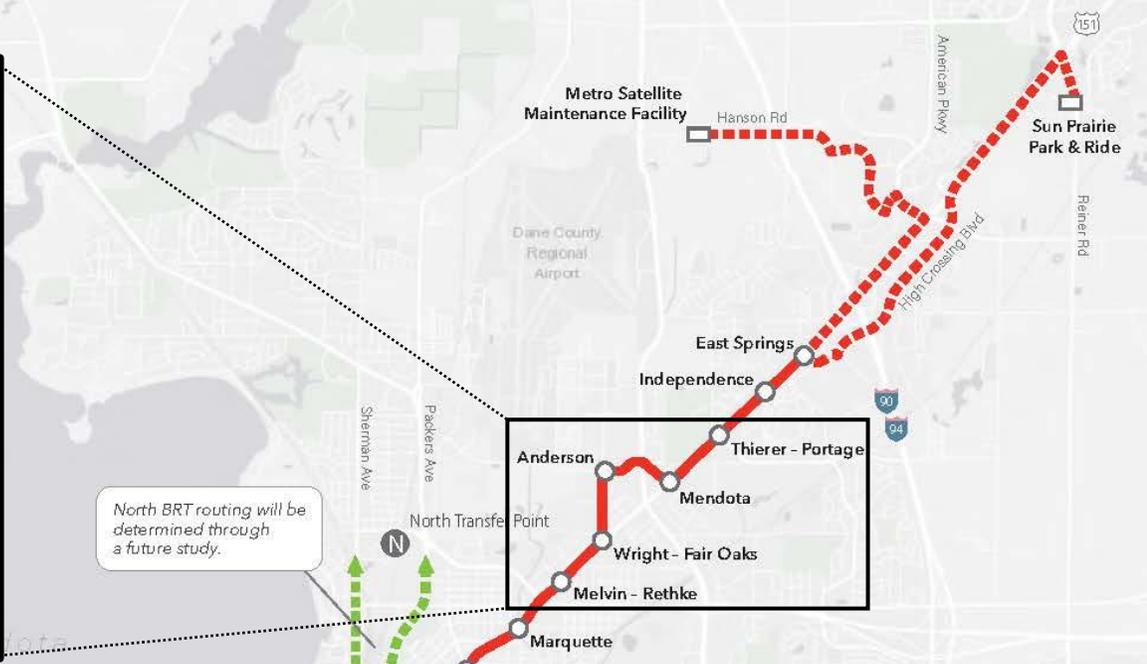
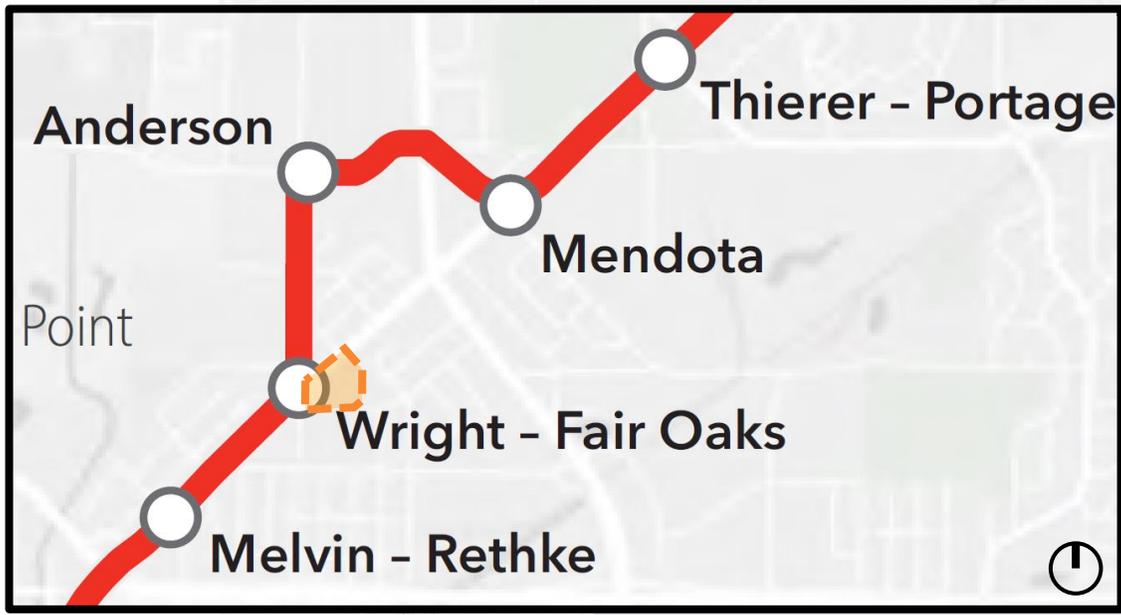


# Madison's Future Bus Rapid Transit

### Legend

- BRT Station
- Local Terminal
- Red Line
- - - Local Service
- Blue Line
- - - Local Service
- Green Line
- - - Local Service

0 1 Mile



### Legend

- BRT Station
- Local Terminal
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- - - Local Service
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- Green Line
- - - Local Service

0 1 Mile



# Development Overview

- 245 units of workforce housing at 30% AMI to 80% AMI
- Four buildings of 2-5 stories, including one townhome building and one building for seniors aged 55+
- 102 1-BRs, 99 2-BRs, 44 3-BRs
- 282 automobile parking stalls (1.15 ratio) and 303 bicycle parking stalls
- 4,350 SF commercial space
- Sound mitigation techniques: upgraded windows, doors, walls, and insulation
- Resident amenities: 1.5+ acres of public green space, community rooms, fitness room, rooftop plaza, ground floor terraces, and adjacency to bus stop



# Exterior Amenity Spaces at Rise



[View Today](#)



E Washington Ave.

N Fair Oaks Ave.





E Washington Ave.

N Fair Oaks Ave.

SIGNAGE





# Expected Timing

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## Planning

~2 years  
July 2021 - Jan. 2023

## Construction

~18 months  
April 2023 - Sept. 2024

## Lease-Up

March 2024 - June 2025

# Unit Mix and Permanent Affordability

	30% AMI	50% AMI	60% AMI	70% AMI	80% AMI	Total
1 bedroom	5	44	18	32	3	102
2 bedrooms	5	38	16	37	3	99
3 bedrooms*	2	20	13	9	-	44
<b>Total</b>	<b>12</b>	<b>102</b>	<b>47</b>	<b>78</b>	<b>6</b>	<b>245</b>

\* Of the 44 three-bedroom apartments, 12 will be townhome apartments with individual entrances

*Please note that this unit mix has changed from the application and the 8/22 presentation to staff due to the designation of one building as senior (55+), which results in two more 1-bedroom units, three less 2-bedroom units, and one more 3-bedroom unit*



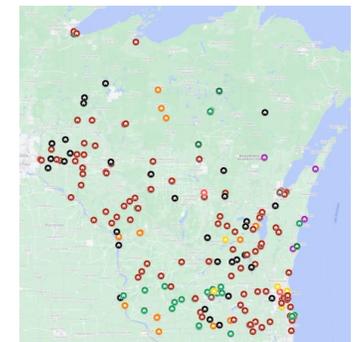
# LIHTC = Section 42 = Tax Credits

Tax Credit Type	Other Names	Application Type	Typical AMI Range	Average AMI
4% Federal	4%	<b>Non-competitive</b>	50-70%	59%
4% Federal and 4% State	4 & 4	Competitive	30-80%	52%
9% Federal	9%	Competitive	30-60% + market-rate	43%



# Coordination of Property Management, Supportive Services, and Owner

- WHPC has an in-house Director of Resident Services
- WHPC has 28 service coordinators across 2,623 units
- WHPC has our own document of best practices between the property manager and service coordinator
- WHPC communicates bi-weekly with the service coordinator team and through periodic in-person visits with site staff
- In 2022, WHPC began a pilot program with staff from development, asset management, and resident services to expand resident services across our portfolio



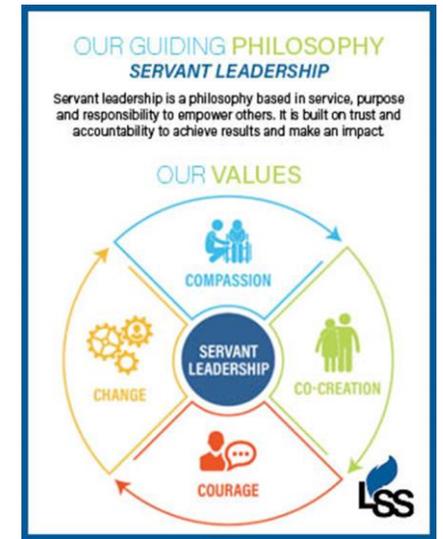
WHPC's properties in Wisconsin

# Coordination of Property Management, Supportive Services, and Owner

- LSS will be on-site at Rise two days per week (0.35 FTE)
- WHPC, ACC, and LSS have a demonstrated history of working together
  - LSS already provides service coordination and supportive services at 1,610 WHPC units across 32 properties
  - ACC manages approximately half of WHPC's portfolio of 8,500+ units across 70 properties
- LSS will refer applicants to ACC
  - ACC will notify LSS when units are available
  - LSS will obtain names from the Coordinated Entry List
  - LSS will coordinate meetings with community members like VA/VASH to coordinate targeted referrals



# Integrated Supportive Housing



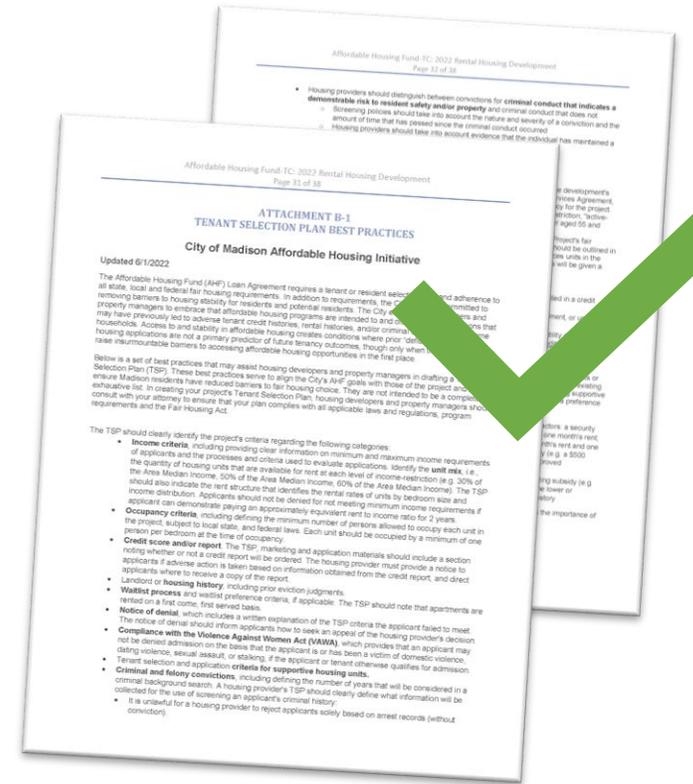
# Integrated Supportive Housing

- Services will be available for the 12 households at 30% AMI but not mandatory as part of their lease obligations
  - Other households (i.e., >30% AMI) will be able to access services as well
- WHPC's 2022 survey of our other properties revealed that residents most desired the following services:
  - Exercise classes
  - Credit building/financial education
  - After-school enrichment
  - Access to internet and technology
  - Assistance with resources such as food and transportation



# Tenant Selection Plan

- Our TSP at Rise is consistent with the best practices outlined in Attachment B-1 of the RFP, Tenant Selection Best Practices
  - For example, ACC offers options to overcome poor credit such as proof of ability to pay based on two years of rental history, co-signer, and representative payee
  - Security deposits will be half of one month's rent



# Ownership Structure

- WHPC is a nonprofit corporation and will be the sole developer of Rise
  - WHPC is run by a female president
  - 19% of WHPC staff identify as BIPOC and 50% identify as women
  - 22% of WHPC's Board of Directors identify as BIPOC and 33% identify as women
- WHPC will be the managing member (0.01% owner) of an LLC to be formed with a housing tax credit equity partner (99.99% owner)
- WHPC will have an option to reacquire the property through a right of first refusal or option to purchase at the end of the 15-year tax credit compliance period



# Energy Efficiency, Renewable Energy, and Sustainable Design

- Photovoltaic system of at least 30 kW\*
- 22%+ projected Energy Use Intensity savings calculated over baseline energy code from energy modeling with Focus on Energy
- 150 feet away from Red Line bus rapid transit stop
- Parking for 303 bikes, walking paths, and 1.5+ acres of park space
- Construction techniques that mitigate sound *and* improve energy efficiency for comfortable indoor living through thicker, double-paned windows, upgraded doors and walls, and additional insulation in walls and ceilings
- EnergyStar appliances and low-flow fixtures

\* Subject to approval by Dane County Regional Airport



# Outreach to Date

- Neighborhood meetings on Feb. 3, April 20, May 17, Sept. 15
- Individual meetings with neighborhood residents and nearby organizations and businesses
- City of Madison
  - Dept. of Planning, Community, & Economic Development
  - Alder Syed Abbas (District 12) and former Alder Grant Foster (District 15)
  - President's Work Group on Environmental Justice



# Feedback from DAT and neighbors

- Neighborhood pride
- Safety along East Washington Ave.
- Need for investment in the area
- More affordability
- Sound mitigation
- Sufficient parking
- Impact on school (currently 75% capacity)
- Coffee shop

¿Cuál es el futuro del sitio vacante de la panadería?

*Unete Wisconsin Housing Preservation Corp. y Alder Syed Abbas*

**Reunión vecinal**  
**20 de abril a las 6 y media de la noche**

East Madison Community Center - Sala multipropósito  
8 Straubel Court, Madison, WI

También habrá una opción virtual. Regístrese aquí para asistir por Zoom: <https://tinyurl.com/et8ndry>



Un traductor al español va a estar presente  
A Spanish interpreter will be available





# What sets us apart

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- **Supply:** 245 affordable apartments at 30-80% AMI
- **Income Targeting:** 100% of units permanently affordable
- **Mission:** WHPC is one of two non-profit applicants for this RFP
- **Willpower:** Support from City of Madison staff and elected officials
- **Readiness:** “Shovel-ready” project
  - Non-competitive 4% LIHTC application (unlike 9% applications or 4% federal & 4% state applications)
  - Zoning & land use approval secured



**Thank you for the  
opportunity to apply!**

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