

Affordable Housing Fund (AHF-TC) Application

This application form should be used for projects seeking City of Madison AHF-TC funds. Please format for logical page breaks. Applications must be submitted electronically to the City of Madison Community Development Division by **noon on July 18, 2022**. Email to: cddapplications@cityofmadison.com

APPLICANT INFORMATION

Proposal Title:	St. John's Lutheran Church Redevelopment		
Amount of Funds Requested:	\$\$\$3,500,000	Type of Project:	<input checked="" type="checkbox"/> New Construction <input type="checkbox"/> Acquisition/Rehab
Name of Applicant:	St. John's Lutheran Church		
Mailing Address:	322 East Washington Avenue, Madison, WI 53703		
Telephone:	608.256.2337	Fax:	N/A
Admin Contact:	Mark Binkowski	Email Address:	mbinkowski@uli.com
Project Contact:	Pastor Peter Beeson	Email Address:	peterb@stjohnsmadison.org
Financial Contact:	Mark Binkowski	Email Address:	mbinkowski@uli.com
Website:	stjohnsmadison.org		
Legal Status of Maj. Owner:	<input type="checkbox"/> For-profit <input checked="" type="checkbox"/> Non-profit	LIHTC Application:	<input type="checkbox"/> 4% only <input checked="" type="checkbox"/> 4+4% <input type="checkbox"/> 9%
Anticipated WHEDA Set-Aside:	<input checked="" type="checkbox"/> General <input type="checkbox"/> Preservation <input type="checkbox"/> Non-Profit <input type="checkbox"/> Supportive Housing		
Federal EIN:	39-0889515	SAM/UEI #:	

* If seeking federal funds

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with the City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at <https://www.cityofmadison.com/civil-rights/contract-compliance/affirmative-action-plan/individual-developers>.

LOBBYING RESIGTRATION

Notice regarding lobbying ordinance: If you are seeking approval of a development that has over 40,000 gross square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of over \$10,000 (this includes grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance, sec. 2.40, MGO. **You are required to register and report your lobbying.** Please consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000. You may register at <https://www.cityofmadison.com/clerk/lobbyists/lobbyist-registration>.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, state and federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

SIGNATURE OF APPLICANT

Enter Name: Reverand Peter Beeson

By submitting this application, I affirm that the statements and representations are true to the best of my knowledge.

By entering your initials in this box you are electronically signing your name as the submitter of the application and agree to the terms listed above.

Date: July 18, 2022

PROPOSAL DESCRIPTION

1. Please provide a brief overview of the proposal. Describe the impact of the proposed development on the community as well as other key characteristics.

For over 165 years St. John's Lutheran Church ("St. John's") has been a welcoming servant in the heart of downtown Madison. St. John's intends to demolish its existing building to construct a new, mixed use project composed of approximately 10,000 square feet of space for the Church and 5,600 square feet for social services, together creating a vibrant community space on the first floor. The social services space will be available to lease to a variety of St. John's partnering organizations. Historically these have included: Backyard Mosaic Women's Project, Twelve Step programs, Porchlight's DIGS program, Off the Square Club and Project Respect.

Floors 2 through 10 will contain a total of 130 rental apartments, with a mix of studio/junior 1 bedroom, 1 bedroom, 2 bedroom and 3 bedroom units. Of the 130 units, 108 or 83% will be set aside for those earning 60% or less of the County Median Income as follows: 22 units will be set aside for those earning 30% of CMI; 58 units for those earning 50% of CMI; and 28 units at 60% of CMI. As a matter of mission, St. John's will commit to a 40 year affordability period of the 130 housing units. This is a mission driven development with the explicit goal of creating as much affordable housing as is feasible and maintaining it as a long term resource for low-income households in Madison. St. John's will retain ownership of the completed project.

The first floor and apartments will be supported by one and half levels of underground parking, containing approximately 65 - 70 parking stalls.

The affordable apartments will be financed using WHEDA's 4% + 4% LIHTC program. A condominium ownership structure will be used to maintain separate ownership between the affordable apartments and the first floor church and community space and parking. This ensure that the financial assistance being requested is only being used to enable the construction of the affordalbe apartments. Separate financing will be utilized for the construction of the first floor space and parking stalls. The budget included with this application reflects this by only incorporating the affordable housing component.

The grades found along East Washington Avenue on this site provide a unique opportunity to create two entirely separate at grade entrances into the property. St. John's and its partnering organizations will maintain their entrance at the sidewalk level along East Washington Avenue. A separate apartment lobby will be located along the more residential facing frontage of North Hancock Street. In this way the access to the various uses can be kept separate, further solidifying the fact that there will be no direct affiliation or connection between St. John's and the residential apartments.

In recent years the City of Madison has stressed the importance of adding new affordable housing on Madison's isthmus. Unfortunately, the high cost of land and expensive construction costs associated with high rise construction has limited the amount of new affordable units built near the Capitol Square. Those units that have been built are generally at higher income levels (60% - 80%) and included in smaller numbers as part of a larger market rate project. This project is uniquely positioned to help the City accomplish its goals by creating a significant supply of affordable housing at the lowest levels of affordability with adequate supportive services and community space to assist residents. The fact that it can be built along the future BRT route on East Washignton Avenue within walking distance of the Square means less parking can be built to help the City meet its other goals of reducing single vehicle occupant trips and improving sustainability.

With the support of the City we believe this project can be a model for future urban infill affordable housing downtown and be a tremendous asset for the downtown community for many years to come.

2. Please describe the following aspects of the proposed development:

Type of Project:	<input checked="" type="checkbox"/> New Construction	<input type="checkbox"/> Acquisition/Rehab or Preservation
Type of Project:	<input checked="" type="checkbox"/> Multi-family	<input type="checkbox"/> Senior (55+ or 62+ yr. old): _____

Total number of units: 130

Total number affordable of units (<60% CMI): 108

Total % affordable of units (<60% CMI): 83%

Total amount of AHF requested per affordable unit: \$32,407

Number of units supported by Section 8 project-based vouchers, if known: N/A

PBV CMI level: _____

Length of Period of Affordability Commitment (min. 40 years): 40 years

3. Please indicate the organization of the development team for the proposed development:

Non-Profit Developer

For-Profit Developer

Non-Profit Controlling Member

For-Profit Controlling Member

4. Please indicate the loan terms requested for this proposal as described in Section 1.4 of the RFP. Is the applicant requesting a waiver of shared appreciation in exchange for permanent affordability?

As a non-profit entity that will own the completed project, St. John's requests that up to 75% of the funds provided be in the form of the shared appreciation long-term deferred promissory note. St. John's has owned this site for 165+ years and will own the affordable project for the next 100 years. Although the Church intends to maintain the apartments as affordable indefinitely, they are limited in the duration they can agree to on the front end based on what the current congregation can commit future congregations to. Aside from extending its mission by creating affordable housing, the Church is also looking to leverage the value of its land to provide cash flow for the congregation to ensure it can continue as existing members grow older. Having a higher percentage of the funds in the long term deferred note will allow the Church to retain additional cash flow. The Church has agreed to contribute the land it owns free and clear at no cost to the project to help make it feasible, making the cash flow even more important to the Church's continuity.

The remaining 25% of the funds provided would be in the form of the cash flow promissory note with interest at 2.75% and a 30 year amortization over a 16 year term. Payments to the City on the cash flow promissory note will be made should any cash flow become available during the 16 year loan term after the developer fee has been repaid.

AFFORDABLE HOUSING INITIATIVE FUND GOALS & OBJECTIVES

5. Please check which of the following goals outlined in the Request for Proposals are met with this proposal:

1. Increase the supply of safe, quality, affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income, that ensure long-term affordability and sustainability.

2. Preserve existing income- and rent-restricted rental housing to ensure long-term affordability and sustainability.

3. Improve the existing rental housing stock through acquisition/rehab to create long-term affordability and sustainability.

AFFORDABLE HOUSING NEEDS

6. Describe Development Team's knowledge of and experience in identifying and addressing affordable housing needs of the City of Madison.

St. John's has a long history of working with people who are homeless, marginally housed and economically insecure through various programs, including long term partnerships with the Porchlight DIGS program that provides emergency housing assistance; St. John's Emergency Fund that works with individuals to cover their basic needs that they are unable to afford due to being severely housing burdened; partnerships with the Tenant Resource Center, City of Madison Homeless Services Consortium, Porchlight, Off the Square Club, Lutheran Social Services, Backyard Mosaic Project, the Salvation Army and more.

St. John's development partner, Brad Binkowski and Mark Binkowski have developed (along with partners Anne and Tom Neujahr) over 500 apartments in downtown Madison that their family's company, Urban Land Interests, continues to manage and operate. There is no other real estate company in Madison that shares their commitment to improving downtown Madison. Brad began his career developing Section 8 housing developments throughout Wisconsin with his partner Tom. They developed two WHEDA financed affordable properties they continue to manage, and although they are not located in Madison they provide knowledge of the needs of tenants renting affordable apartments and associated reporting and compliance requirements.

The first, LaFollete Park Apartments, is a 56 unit affordable rental apartment property in West Allis, WI that was acquired and renovated in 2004 as a 100% affordable housing project for tenants earning at or below 60% of area median income. The second, Sturgeon Bluff, is a 105 unit project in Wausau, WI that Brad and ULI redeveloped in 1980 into elderly housing for residents 65 years of age or older, and subsequently comprehensively renovated in 2005 utilizing equity provided by WHEDA low income housing tax credits. Both projects have maintained effectively 100% occupancy and continue to be managed by Urban Land Interests.

Together, Brad and Mark have seen first hand the changing dynamics in the Madison rental market as more market rate apartments have been built. In building the Quarter Row project, Brad responded to this need by emphasizing smaller, more efficient units that could keep rent lower for younger professionals priced out of other properties to provide more diversity among available apartments. Brad and Mark have recognized the need to move even further to increase the supply of affordable housing near the Capitol Square. Only by ensuring that Madison's downtown is accessible to all can we keep it the vibrant, growing destination it has become. Brad and Mark are excited to have the opportunity to work with St. John's on a unique project that meets these needs.

7. Please describe the anticipated demand for the proposed target populations served in this location.

The project will intentionally serve the following targeted populations:

- Very low income individuals (i.e. those at or below 30% AMI) and Madison's working poor
- Persons with arrest or conviction records
- Persons with mental illness disabilities

For years, St. John's has worked with low-wage earners and severely housing burdened individuals and families. St. John's understands the challenges many of these individuals face in finding a decent apartment in a desirable location. The cost of market rate apartments on the isthmus has continued to rise, creating a very large unmet demand for affordable housing in this location. Moreover, units set aside at various affordability levels in other downtown projects have maintained effectively full occupancy, with the demand only increasing. Being able to provide a housing resource for these individuals that is within walking distance, or a short bus trip, from their place of employment will be met with great demand. According to the US Census Bureau, 50.4% of occupied households in downtown Madison spend 30% or more of their monthly income on housing costs, as opposed to 31.7% of households elsewhere in the City, demonstrating the demand for more affordable housing downtown.

The other targeted populations have historically struggled due to a lack of supportive services and resources near where their housing is located, in addition to a lack of community and belonging. Providing a housing resource near many of these additional supportive services (the Salvation Army, Beacon, YWCA, and more) will unlock more opportunities for these individuals to improve their circumstances. Residents would not even have to travel outside of their building to access a Twelve Step program or many of the other services that St. John's and its partnering organizations will provide. This combination of community resources in one location will create a holistic sense of community, which is critically important for everyone to thrive.

INTEGRATED SUPPORTIVE HOUSING UNITS

8. Provide the number and percent of Integrated Supportive Housing Units proposed, the income category(ies) targeted for these units, and the target service population(s) proposed (e.g., households currently experiencing homelessness listed on the Community-wide Prioritized List, veterans, persons with disabilities, formerly incarcerated individuals, other, etc.). Describe the consultation and coordination between Developer, the Property Manager and the lead Supportive Service Coordination Agency that occurred prior to this application and planned to design the development in terms of matching unit mix (income and size) to the targeted population.

The project includes 22 units at 30% of CMI, all of which will provide integrated supportive housing services. That is equivalent to 17% of the total units in the project. Eight (8) of the fifty-eight (58) units set aside for those at 50% CMI will also include supportive housing services. Although the integrated supportive housing services are intended to specifically serve those thirty (30) units, all residents in the building will have access to these services. Out of the 22 units at 30% of CMI, five (5) will be held for those on the by-name set aside list for referrals from the Coordinated Entry Systems Manager of the Homeless Services Consortium. These units will be targeted for individuals with VI-SPDAT scores of 5 or less. These units will target very-low-income individuals, those with arrest or conviction records, and/or those with mental illness.

St. John's has a long history of working with these target populations through its various initiatives and partnerships. It co-founded the Off the Square Club, which is located in the basement of its current facility, to provide a safe location and supportive services for those living with diagnosed mental illness. Lutheran Social Services ("LSS") has been running the Off the Square Club and is the supportive services provider partner for this project. St. John's and LSS have worked together for many years to successfully meet the needs of some of these target populations. Their shared ministry has ensured they are aligned in a common mission.

LSS has been involved in discussions throughout the planning stages for this project, as has Urban Land Interests, the property management partner. The three groups have reviewed the proposed plans for the project and the targeted affordability levels. They closely discussed the ability to serve referrals from the HSC and the appropriate number of units to be set aside. All three partners have also been discussing the level of supportive services that will be required and the funding required to provide those services. All parties will continue to be closely involved in the discussions as the final plans for the project are completed to ensure that the proposed development is adequately meeting the needs of the targeted populations.

9. Please describe your proposed integrated supportive housing approach that will go beyond meeting WHEDA's supportive housing requirements outlined in the Appendix S Checklist of the WHEDA Qualified Allocation Plan targeting veterans and/or persons with disabilities. Please elaborate on which target populations you plan on serving.

To best serve the target populations this project's approach to providing integrated supportive housing will both meet and exceed WHEDA's Appendix S requirements.

As noted previously, the integrated supportive housing units are intended to serve very low income individuals, low-wage earners, persons with arrest or conviction records, and persons with mental illness. St. John's will work very closely with Lutheran Social Services to design an outreach and support plan that maximizes the potential benefit to the targeted populations. LSS will provide a service coordination model to the integrated supportive housing units. This model focuss on connecting vulnerable residents with the many services and resources that exist within close proximity of the site. This will involve linking the target population with supportive, medical and/or advocacy services with a desired outcome of keeping them independent in their units. LSS will also assist the property management staff in outreach efforts with community partners to raise awareness of this unique opportunity for housing with the target poulation, assisting in the marketing efforts.

LSS has proudly served the subsidized and affordable housing market for more than 30 years. Through service provision LSS has provided over 66,000 direct services to residents. Direct services includes referrals to community supports such as transporation, employment services, financial services/assistance, and mental health services. Participants in LSS's Supportive Services programs have shown tenants' length of stay increases by 1.5 years in comparison to individuals who decline services. In 2021 active participants in LSS programming on average remained a tenant at their property for 5.33 years, versus individuals who did not participant in services remaining at the property for 3.96 years.

LSS has experience working with this project's target population. Current LSS programs known to include disabled individuals, low income famlies, and individuals/ families experiencing homelessness include:

- HUD Housing and Tax Credit Housing Service Provision
- Off the Square Club: a daytime drop in center for people with serious and persistent mental illness as well as homelessness. Emotional support, vocational and recreational opportunities, and structuring of individual schedules are available.
- Rapid Rehousing and Housing First programming in Dane, Eau Claire, Racine and Kenosha Counties in Wisconsin, and several counties in the Upper Peninsula in Michigan. Includes active participation in and attendance at the Dane County Continuum of Care meetings, as well as the Veterans Committee on Homelessness.
- Veterans Housing and Recovery Programming: residential facilities for homeless veterans to receive the job training, education, counseling and rehabilitative services they need to obtain steady employment, affordable housing and the skills to sustain a productive lifestyle.
- Outpatient Treatment Services: intensive outpatient treatment for adults and adolescents dealing with addiction.
- Quality Mental Health clinics and services
- Comprehensive addiction and recovery services. Our programs work in partnership with most Wisconsin counties, the Department of Health Services, and the state and federal corrections departments.
- Community Supported Living and Support Brokering for older adults and individuals with disabilities

In addition, many of the partnering organizations that St. John's is hopeful to continue working with will be able to provide additional supportive services within the building, including: Porchlight and Just Dane's job training programs, Backyard Mosaic Women's Project and others. St. John's intends to continue its practice of making its own space available for various Twelve Step programs, which will be made available to residents. In this way the project can provide a holistic range of services that helps these target populations get back on their feet. Perhaps more importantly, these various service providers can help to foster a sense of community and common support network for residents in the building, providing residents access to an even broader network of supportive services than would otherwise be provided by LSS on its own.

10. Identify the partnership(s) with supportive service agencies that have been or will be formed to serve the target population(s) for the supportive housing units, including service provider(s) from the Continuum of Care (see Attachment C), if applicable. Provide a detailed description of the type (e.g., assessment and referral, on-site intensive

case management, etc.) and level of supportive services (% FTE and ratio of staff: household) that will be provided to residents of the proposed project.

Lutheran Social Services currently provides supportive services for over 100 sites across Wisconsin. Given the long history between St. John's and LSS, as well as their common ministry connection, we will continue to partner closely to provide a service coordination model to the integrated supportive housing units. The model will focus on connecting residents with supportive services that are located near the site. Providing close and convenient access will make it more likely that residents will take advantage of the many supportive services available. These connections will link the target population with supportive, medical and/or advocacy services to help keep them independent in their units. LSS will have a staff person with a separate on site office to provide services directly to residents in the building. LSS anticipates staffing the building with a one half FTE, or approximately 20 hours per week.

This designated Service Coordinator will be responsible for linking residents with supportive or advocacy services in the general community for which they are entitled, with a desired outcome of keeping them independent in their units. Specific services to be offered include:

- Completion of an intake assessment for new residents requesting this service. Information regarding the availability of a service coordinator will be presented to all new tenants by property management. Once receiving referral or inquiry the Service Coordinator will make reasonable effort to engage with the resident to complete the intake assessment. It is understood and agreed that the tenant has to voluntarily agree to participation in the process.
- Development of a case management plan for tenants with supportive service needs completing the intake assessment. This plan may include referral to other resources, including linking residents with programs that support independence and self-sufficiency, employment opportunities and financial assistance and management.
- LSS will assist the property manager in outreach efforts with community partners to raise awareness of this unique opportunity with the target population. LSS will work with the management company to market the low-income units to the target population.

11. CDD expects that supportive service partners have access to adequate compensation for the dedicated services provided to residents of the development. In order to ensure the success of the development, the partnership(s), and the tenants, describe the level of financial support to help pay for or subsidize supportive services that the development will provide annually to the identified supportive service partner(s). Identify any other non-City funding sources contemplated or committed for supportive services outside of this project. Explain any arrangement with developer fee sharing, "above the line" payments in the operating budget, "below the line" payments out of available cash flow and/or percent of developer fee shared. CDD is open to deferral of AHF Cash Flow Note payments to ensure meaningful financial support to supportive service partners.

Attach a letter from the service provider(s) detailing the services they intend to provide to residents of the supportive housing units, the cost of those services and how those services will be financially supported (i.e., through the development, fundraising, existing program dollars, etc.).

It is important that the project and owner provide real financial support to allow LSS to provide the level of supportive services necessary to have a meaningful impact on residents. In order to appropriately fund the one-half FTE, St. John's expects the project to pay LSS between \$50,000 - \$60,000 for the supportive services. The project is currently underwriting \$20,000 of that as an "above the line" operating expense on the building. The remainder of the funding will come from a share of the deferred development fee paid to St. John's. Please see the attached letter from Lutheran Social Services further detailing their involvement in the project. This level of financial support is one of the reasons why St. John's is requesting a higher percentage of the City's AHF funding be in the form of the long term deferred promissory note, to enable these payments to be made to LSS.

PROPERTY MANAGEMENT: TENANT SELECTION & AFFIRMATIVE MARKETING

12. Describe your plans to incorporate flexible tenant selection criteria for households who are connected to supportive services, in order to provide housing opportunities for persons or families who would otherwise face common obstacles obtaining housing (e.g., poor credit, negative rental history, criminal conviction records, etc.). Specifically outline how this development's tenant selection criteria is consistent with the City of Madison Tenant Selection Best Practices (Attachment B-1 of the RFP) and provides the maximum feasible flexibility in tenant selection to the general population and supportive service units.

St. John's is committed to following the guidelines laid out in B-1 in implementing a Tenant Selection Plan that exceeds the City's best practices in order to provide housing opportunities to those who face common barriers.

Included with this application is a copy of the preliminary TSP for this project. The TSP is clearly defined and will comply with all local, state and federal laws.

Pursuant to the included TSP, property management staff will take a holistic look at each application in making a determination on an applicant's eligibility, with the goal of not relying on any one criteria to the extent practical. The TSP affirms that applicants will not be denied solely due to:

- Inability to meet a minimum income requirement if the applicant can demonstrate the ability to comply with the rent obligation based on a rental history of paying at an equivalent rent to income ratio for 24 months.
- Lack of housing history
- Membership in a class protected by fair housing and non-discrimination ordinances
- Credit score
- Information on credit report that is disputed, in repayment, or unrelated to a past housing or utility (gas, electric, water) obligations
- Inability to meet financial obligations other than housing and utilities necessary for housing (gas, electric, water)
- Owing money to a prior landlord or negative rent or utility payment history, provided applicant has entered into a payment arrangement with the creditor and is current on the repayment arrangement.
- Wisconsin Circuit Court Access records
- Criminal activity, except: violent criminal activity or drug related criminal activity, as well as criminal activity for which federal law currently requires denial.

13. Describe the planned approach, relationship and coordination between the Property Manager and the lead Supportive Service Coordination Agency for lease up and ongoing services. Have these entities previously participated in an in-depth pre-lease up coordination process with these target population(s) in coordination with relevant community partners (e.g., CDA, DCHA, VASH, CE, etc.)? How will these entities work together to ensure a successful development well-integrated with the immediate neighborhood and community?

Urban Land Interests is a highly respected local property manager with a reputation for long term tenant retention and minimal vacancies. St. John's has a 165 year history in Madison working with the community and, more particularly, people in financial need. Lutheran Social Services has significant experience managing affordable housings projects and providing supportive services. All three parties are committed to the success of this project to ensure that St. John's site continues to be a beacon of good and positivity for the neighboring community. The shared history between St. John's and LSS will further help facilitate these efforts.

LSS has provided supportive services and service coordination to low income individuals and families, individuals with disabilities, and individuals experiencing and transitioning out of homelessness since the 1980s. In 2021, LSS served over 4,017 residents in over 105 multifamily and LIHTC/affordable housing apartment communities. As a supportive services provider and member of member of the Homeless Services Consortium, LSS has direct experience working with many of the relevant community partners.

Urban Land Interests has successfully leased up and maintained 100% occupancy at the two affordable housing apartment projects it manages, in addition to currently maintaining 100% occupancy across the over 800 market rate units it manages throughout Madison.

St. John's has a strong connection in the community, including with Just Dane, Porchlight and the Tenant Resource Center, that will help it successfully market the apartments to a diverse group of individuals, being mindful of the City's desired goals around racial equity and social justice. The space leased on the first floor to St. John's partnering organizations will provide another direct pathway for marketing these units to the targeted populations.

All of these organizations will work closely together to draw on each other's respective expertise to ensure a successful lease up and a high level of ongoing supportive services.

St. John's has been a staple of this neighborhood and community for 165 years and intends to continue its presence here for the next 100+ years. We are excited to transform our property into a multi-ethnic, multi-generational community that provides affordable housing with vibrant community, worship and social services space on the ground floor. This unique combination of uses will provide a higher level of supportive services and a sense of belonging than any one supportive services provider could do on their own.

14. Describe the proposed development's **minimum** occupancy standards (1 pp per BR) that will prevent or reduce over-housing residents in such limited affordable housing opportunities consistent with Tenant Selection Plan Best Practices (Attachment B1 of the RFP).

Occupancy standards are established to ensure that units are occupied by persons and families of the appropriate size to promote health and safety and avoid overcrowding, as well as maximizing the availability of affordable housing opportunities. The occupancy criteria will be applied in accordance with all applicable fair housing requirements and local/federal laws. The following occupancy criteria will be used:

- 1 bedroom unit: minimum occupants = 1 / maximum occupants = 2
- 2 bedroom unit: minimum occupants = 2 / maximum occupants = 4
- 3 bedroom unit: minimum occupants = 3 / maximum occupants = 6

15. Describe the affirmative marketing strategy and any other strategies to engage the target populations for this proposal. Specifically outline how this development's marketing will be consistent with the City of Madison's Affirmative Marketing Plan Best Practices (Attachment B-2 of the RFP), especially for Asian and Latinx populations which tend to be under-represented in AHF Completion Reports.

The project's affirmative marketing strategy will incorporate the City's best practices as outlined in attachment B-2. More specifically, St. John's will work with its many existing relationships with the various organizations that work directly on a daily basis with the targeted populations, including those that are least likely to apply. The existing network St. John's has developed will provide an integral resource in engaging these targeted populations. The fact that St. John's and LSS have worked closely together on the Off the Square Club will be another added resource to be utilized. Given the extent of services it provides, LSS has tremendous experience in marketing to these targeted populations and will be a key partner alongside St. John's and Urban Land Interests in engaging potential residents. St. John's, Urban Land Interests and LSS will work with all of these groups, and others, to enhance our marketing outreach, taking proactive efforts to help the City reach its goal of reducing barriers to fair housing choice.

16. How will you affirmatively market to populations that will be identified as least likely to apply? Detail specific partnerships that the development team, Property Manager, and/or other agencies in this proposal have had with community agencies and organizations that provide direct housing search and related assistance to households least likely to apply. Please reference successful past practices, relationships with agencies and/or marketing materials used.

For many years, St. John's has worked closely with the following organizations: Off the Square Club, YWCA, Backyard Mosaic Women's Project, Madison Area Jail Ministry, Porchlight, Just Dane, ARC Community Services, the Salvation Army, St. John's Emergency Fund, Lutheran Social Services and more. By way of example, the Backyard Mosaic Women's Project often works with women of color who have recently faced incarceration. That relationship will allow for staff at that organization to make a direct referral to St. John's, Urban Land Interests or LSS to explore housing opportunities for potential candidates. These individuals may be significantly housing burdened while not experiencing homelessness and therefore are less likely to be aware of affordable housing opportunities. LSS has worked extensively with various homeless services providers and members of the Housing Services Consortium, and currently operates and supports 7 Rapid Re-Housing and TBRA homelessness programs in Dane County. It is this vast network that St. John's and LSS have collectively built up that will allow the project to be successful in marketing to these targeted populations.

In addition to marketing to these targeted populations, the project will also market to the general public through a variety of traditional methods. This will include online and with digital advertising, as well as partnering with downtown organizations such as Downtown Madison Inc. and the Business Improvement District. The project will also have physical signage on site. These additional strategies will help the project reach those individuals that may qualify for the 50% and 60% CMI units that may not be exposed to the more targeted methods noted above. ULI will explore opportunities to connect with the various restaurant and retail tenants in its office portfolio to make them aware of the potential housing opportunity for their lower earning staff.

17. Describe the proposed development's security deposit policy (e.g., ½ or 1x's rent, other set amount(s), criteria for variations if credit is conditional, etc.). Is the higher deposit policy waived for households with a guaranteed rent

subsidy or voucher? What is the minimum required income to rent ratio (e.g., 1.5 to 1)? Are the lease up policies consistent with the City's Tenant Selection Plan Best Practices (Attachment B-1 of the RFP)?

Based on discussions between St. John's, LSS and ULI, the development is intending to implement the following security deposit policy:

- a standard security deposit equal to one-half month's rent for affordable apartments
- for tenants in affordable apartments with conditional credit or limited rental histories, a security deposit equal to one-half months' rent with a cosignor or one month's rent without
- a standard security deposit equal to one months' rent for market rate apartments

18. What percentage of maximum LIHTC rents are used for 50 & 60% units? Describe the proposed development's policy toward limiting rent increases for lease renewals? How will it be ensured that prospective long-term tenants be protected from significantly and rapidly rising contract rents increases allowed under the published rent limits, even under the rent limit increase requirements in this RFP and Loan Agreement.

For the studio / junior 1 bedroom apartments, those rents are being underwritten at 95% of max LIHTC for the 30% CMI units and 93% of max LIHTC for the 50% and 60% CMI units. For the remainder of the affordable units, rents are being underwritten at 100% of max LIHTC for 30% CMI units, 97% of max LIHTC for 50% CMI units and 95% of max LIHTC for 60% CMI units.

The development team has worked tirelessly to underwrite the rents to the lowest feasible amount, recognizing that the higher costs associated with high rise construction leaves little room for greater flexibility. St. John's, ULI and LSS will work closely to understand any annual rental increases as permitted by WHEDA and the impact those may have on existing tenant's ability to remain in their units. Historically ULI has adopted an unofficial policy of not increasing rents on existing tenants by as much as the market may support. ULI values keeping tenants long-term and would rather treat each one fairly versus trying to push rents to the highest possible amount. Just because you can raise rents, does not mean you have to or should.

PUBLIC BENEFIT AND RISK

19. Please describe the public benefit of the proposed housing development and the risks associated with the project.

The proposed development will provide a significant increase in the affordable housing supply near the Capitol Square, something that downtown Madison is sorely lacking. There are very few units set aside for those making less than 60% of the county median income within walking distance of the Capitol Square. Most of the units that have been created are a small number of units contained within a larger market rate project, and at that only in the 60% - 80% CMI range. To bring to market 22 units at 30% of CMI, 58 units at 50% of CMI and 28 units at 60% CMI represents a significant increase in the supply of truly affordable housing within close proximity to the Capitol Square. The creation of these 108 affordable units will help support those individuals that work in many of the lower income hourly jobs that exist in the service, hospitality and food and beverage sectors downtown. According to Downtown Madison Inc.'s 2021 State of the Downtown report, 22.5% of the jobs in downtown Madison are in the accommodation, food, and service industry. These individuals have been priced out of the market and generally have to deal with longer commutes to get to their place of work. Furthermore, the targeted populations for this project have often had to find housing further from the many supportive services and community organizations that exist downtown that these individuals could benefit from. Through its support of this project the City can help address Madison's affordability crisis by locating affordable housing within walking distance, or even a short bus ride, from these various employment opportunities and supportive services providers.

Furthermore, the 21,000 square foot property that St. John's currently owns is 100% tax exempt as a result of the Church's ownership. Therefore this highly desirable piece of real estate along East Washington Avenue generates no tax revenue for the City. The redevelopment of this property will provide a significant increase in the tax base from this site, giving the City much needed additional revenue. Not only is the City investing in the creation of affordable housing, but also in the creation of added tax base, providing a direct return on its investment.

Lastly, the proposed development will help the City meet many of its other goals around the creation of new transit oriented development and helping to support the future Bus Rapid Transit system. This site is being developed with fewer parking stalls in an effort to help the City meet its goal of reducing single occupant vehicle trips downtown. The easy walking and bus access from this site means that many lower income individuals in the affordable units would not need a car, potentially saving on a significant expense for a household.

The primary risk for this development is securing the necessary WHEDA low income housing tax credits that will be required to support the creation of affordable units and to ensure the project is financially feasible. Fortunately the current scoring shows the project to score very competitively for WHEDA's 4% tax credits, 8 to 10 points higher than the threshold in last year's WHEDA awards. The other risk is that of rising construction costs and the constraint that may place on the budget. The development team has already received construction pricing from four different qualified contractors to ensure the budget assumptions used at this time are realistic and conservative to help mitigate this risk. Further increases in interest rates is likely to cool economic activity which may further help slow down the pace of construction cost increases.

SITE INFORMATION

20. Address of Proposed Site: 322 East Washington Avenue, Madison, WI 53703

21. In which of the following areas on the Affordable Housing Targeted Area Map (see Attachment A) is the site proposed located? Please check one plus Limited Eligibility, if applicable.

- Preferred TOD Area
 Eligible Core Transit Area
 Preservation & Rehab Area (Ineligible for New Construction)
 Limited Eligibility Area

22. Identify the neighborhood in which the site is located: James Madison Park / Capitol Neighborhoods

23. Date Site Control Secured: 165 years ago

24. Explain why this site was chosen and how it helps the City to expand affordable housing opportunities where most needed. Describe the neighborhood and surrounding community. Provide the streets of the closest major intersection as well as known structures/activities surrounding the site that identifies where the site is located. (Attach a map indicating project location. Include one close-up map of the site and a second map using the AHF Targeted Area Map to show the site in the context of the City.)

St. John's has been located on this site since the Church was first started over 165 years ago. To continue its mission of being a welcoming servant in the heart of the City it is important to capitalize on the Church's greatest asset, its land, to benefit the City and its most vulnerable residents for another 100+ years. The surrounding neighborhood consists of predominantly single family homes and small apartment buildings that serve residents of varying demographics and socio-economic status. The neighborhood tends to be more working class due to its stock of older, more affordable properties that have not seen the same level of reinvestment and redevelopment as other areas on the isthmus. However, that has started to change as projects like Capitol's Edge Apartments and LZ Ventures new project The Continental replace older homes with new market rate units. As mentioned previously, 50.4% of households in downtown Madison spend more than 30% of their monthly income on housing costs.

The site is located just three blocks from the Capitol Square and the higher end offices, apartments and hotels that surround it. This proximity to the Capitol Square and many of the lower income, hourly jobs in the service industry that it supports makes the redevelopment of affordable housing on this site a tremendous benefit to the City. It fills a void in the housing landscape around the Square that the City has been lacking, and in recent years has stressed an urgent need for. A true affordable housing project has not been built within walking distance of the Capitol Square since the Madison Mark was constructed in 2005. The property sits at the corner of East Washington Avenue and North Hancock Street. Please see the attached maps detailing the site location.

25. Identify any existing buildings on the proposed site, noting any that are currently occupied. Describe the planned demolition of any buildings on the site, if applicable.

The site is currently home to St. John's Lutheran Church, a building that is outdated yet much loved by the Church's congregation. The existing building will be demolished with careful attention paid to those historic elements within the Church's sanctuary that can be saved and repurposed. These may include the stained glass windows facing Hancock Street, as well as many of the historic finishes and woodwork within the Church's worship space. The rest of the demolition will be completed with an eye to recycling and repurposing as much as possible to limit the waste that ends up being sent to a landfill. The church has undergone several extensive renovations in its 165 year history, and thus there is no historical significance to the existing structure and no concerns have been raised around its demolition.

26. Describe the historical uses of the site. Identify if a Phase I Environmental Site Assessment has been completed and briefly summarize any issues identified. Identify any environmental remediation activities planned, completed, or underway, and/or any existing conditions of environmental significance located on the proposed site.

For the last 165 years the site has been owned and occupied by St. John's Lutheran Church. A Phase I has not yet been completed but will be as part of the project; however, due to the site's history there is no concern of any adverse environmental conditions being uncovered. As part of the project we have budgeted for some asbestos and lead paint removal that is likely to be found inside the Church's building as is common in buildings of this age.

27. Current zoning of the site: UMX An interactive version of the Zoning Map can be found linked [here](#).

28. Describe any necessary planning and zoning-related approvals (rezoning, conditional use permit, demolition, etc.) that must be obtained for the proposal to move forward.

The site is currently zoned 'Urban Mixed Use' (UMX), which calls for high density residential development. Rezoning is not required as the current development plans can be built 'as of right' under existing zoning. The project will require a demolition permit as well as a conditional use permit due to its size. Conditional approval will also be required for the two additional bonus stories. The site presently contains three existing parcels that will need to be combined into one via a CSM. The property is located in the City of Madison Urban Design District 4. Accordingly, the plans for the development will have to go through both Urban Design Commission and Plan Commission for approval.

29. Describe the proposed project's consistency with the land use recommendations, goals and objectives as may be relevant in adopted [plans](#), including the City of Madison Comprehensive Plan (adopted 2018), Neighborhood Plans, Special Area Plans, the Generalized Future Land Use Map (interactive version linked [here](#)), and any other relevant [plans](#).

The proposed urban infill project in this location is directly in line with the City's Comprehensive Plan and Downtown Plan. The Downtown Plan and Generalized Future Land Use Map call for this site's future use to be Downtown Core Mixed-Use, and it sits directly adjacent to the James Madison Park area that calls for

predominantly residential. A well designed, high density residential development with church and community space on the ground floor is in line with these stated land uses. The site's current UMX zoning allows for a building height of 8 stories, with 2 additional bonus stories, which is also in line with the Downtown Plan. Many of the goals outlined in the Downtown Plan are being explicitly met by this proposed development. These include: ensuring a quality urban environment, maintaining strong neighborhoods and districts, enhancing livability and becoming a model of sustainability.

This plan is adding density along one of the Comprehensive Plan's priority growth areas given its location on the East Washington regional corridor, in addition to hitting many of the other strategies and goals outlined in the land use and transportation section of the Comprehensive Plan, including: ensuring all populations benefit from the City's transportation investments, concentrating the highest intensity development along transit corridors, facilitating compact growth and improving access and inclusivity in Downtown Madison. Furthermore, this development meets the city and neighborhood's explicit, albeit not officially adopted, desire to add more affordable housing in downtown Madison.

30. Identify the distance the following amenities are from the proposed site.

Type of Amenities & Services	Name of Facility	Distance from Site (in miles)
Full Service Grocery Store	Festival Foods	0.4 mi
	Capitol Centre Market	0.6 mi
	Pinkus McBride Market	0.3 mi
Public Elementary School	Lapham Elementary School	0.9 mi
Public Middle School	O'Keeffe Middle School	1.6 mi
Public High School	East High	1.9 mi
Job-Training Facility, Community College, or Continuing Education Programs	Dane County Job Center	3.3 mi
	UW Student Job Center	1.5 mi
	Urban League of Greater Madison	3.3 mi
	Madison College	4.0 mi
Childcare	Red Caboose Child Care Center	0.5 mi
	Creative Learning Preschool	0.1 mi
	Cultured Kids of Madison - Vilas Child Care	1.8 mi
Public Library	Madison Central Public Library	0.5 mi
Neighborhood or Community Center	Neighborhood House Community Center	1.6 mi
	Ambrosia	0.9 mi
	Upper House	1.1 mi
	Wil-Mar Neighborhood Center	0.9 mi
	The Beacon	0.2 mi
	St. John's Lutheran Church	0.0 mi
Full Service Medical Clinic or Hospital	SSM Health St. Mary's Hospital	1.8 mi
	UW Health	1.3 mi
	Meriter Hospital	1.6 mi
Pharmacy	Walgreen's Pharamcy	0.3 mi
Public Park or Hiking/Biking Trail	James Madison Park	0.4 mi
	Period Garden Park	0.4 mi
Banking	Town Bank, Chase Bank, UW Credit Union, Park Bank, BMO Harris Bank, Old National Bank	Capitol Square: 0.2 - 0.3 mi
Retail	Capitol Square and State Street; East Johnson Street; East Williamson Street	0.1 - 1.0 mi
Other (list the amenities):	Farmer's Market, Concerts on the Square, Monona Terrace, Overture Center, Madison Children's Museum, Madison Youth Arts Center, Historical Museum, Veteran's Museum	0.1 - 1.0 mi

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31. What is the actual walking distance (in miles) between the proposed site and the nearest seven-day per week transit stops (i.e. weekday and weekends)? List the frequency of service at that bus stop during the weekday at noon. List the bus route(s), major transit stop street intersections and describe any other transit stops (include street intersections and schedule) located near the proposed site. Please do not include full bus schedules. Please refer to [Metro's Adopted Network Redesign](#) and answer based on the best available information at the time of application.

Located directly at the corner of Hancock Street and East Washington Avenue, the site is proximate to a number of bus stops providing service all over the City. The site is 0.1 miles from the E Washington & N / S Blair bus stops that will serve the City's new BRT routes A and B. Per the City's final adopted network redesign plan this BRT route will provide service every 10 minutes or less that will provide quick and convenient service throughout the City. The site is also 1,500 feet from the E Johnson & N Butler stop, serving the new D line that provides regular service every 15 minutes. The property is approximately 1,000 feet from the Capitol Square, which includes the N Pinckney and E Mifflin Stop as well as the King and Pinckney Stop. According to the City's final adopted network redesign these stops will serve the A, B, E, F, R, Y and 75 lines that will provide access throughout the city at various frequency intervals which do not appear to be determined at this time. Regardless of how the City finalizes the network redesign and adoption of BRT, the site's location along East Washington Avenue half way between Blair Street and the Capitol Square will ensure quick and easy access to many of the City's main bus routes.

32. Describe the walking routes for children to get to their elementary and middle schools.

Given the location of this site downtown it is not anticipated that a large number of families with childrens will occupy the building. However, Lapham Elementary School is located less than 1 mile from the site and can be easily accessed on foot by traversing the comfortable sidewalks that follow the Mifflin Street Bike Corridor. O'Keefe Middle School is 1.6 miles away and can be easily accessed along the pedestrian, and more importantly bike, friendly Mifflin Street and Jennifer Street corridors. The City bus routes provide another convenient means of transit to these schools, as do the supplemental school services provided by Madison Metro.

33. Describe the anticipated transit options for people to access employment and amenities such as childcare, after school activities, grocery stores, the nearest library, neighborhood centers, and other amenities described above.

As evidenced by the previous amenity list, the location of this site in the heart of downtown Madison just blocks from the Capitol Square makes it incredibly accessible for all means of transportation. The site is proximate to many of the amenities that benefit all residents, including those with lower incomes. Employment opportunities, childcare, grocery stores, libraries, neighborhood centers, parks and the lakes are all accessible by walking in only a matter of minutes. The site is adjacent to a number of the City's prominent bike lanes making that a convenient means of alternative transportation. The future BRT and the bus access from the Capitol Square ensures the bus remains a highly accessible means of transit. There is perhaps no other site in Madison that is being considered for affordable housing that has the level of access and proximity to all of these vital amenities and resources.

34. Describe the impact this housing development will have on the schools in this area. What percent are the 5-year projected capacities for the area schools (from 2019)? Ideal enrollment is considered 90%. Are the schools projected to be at, above, or below capacity? Approximately how many elementary and middle school children are projected to live at the proposed housing development based on your proposed unit mix and previous housing experience? See 5-year projected capacities in 2019 school capacity information found in this [Report](#) (.pdf pages 30-31).

It is not expected that this proposed project will have an appreciable impact on the schools in this area. The site's location just blocks from the Capitol Square means the expected renter demographic will be skewed more heavily towards working age individuals that may be seeking employment in many of the hourly jobs available downtown. We do not expect to have a significant number of tenants with school age children as a result of the site's location.

CITY AND COMMUNITY ENGAGEMENT PROCESSES

35. Briefly summarize the staff comments during your Pre-application meeting with City of Madison Planning and Zoning staff. Please include the date.

A preliminary meeting with City Staff was held on June 30th, 2021. Jenny Kirchgatter from Zoning and Kevin Firchow from Planning were both in attendance. There were no major red flags that either Jenny or Kevin saw. Jenny confirmed that the project can be built "as of right" under the existing zoning and that a demolition and conditional use permit will be required as well as a CSM. Kevin noted that an 8-story building would be straight forward. It is imperative for the financial feasibility of the project that density be maximized, so the current plans call for a 10-story building. Current zoning allows for conditional approval for two extra bonus stories.

36. Have you presented to the City's Development Assistance Team (DAT)? If so, please summarize the staff comments to your proposal and reference the date of the presentation. If not, what is the anticipated date of the DAT presentation?

The project was reviewed with the City's Development Assistance Team in August 2021. No major concerns were raised during that meeting and the responses were generally positive. Zoning noted the approvals that were required consistent with Jenny's comments above. They also called attention to the City's new bird glass and EV charging ordinances. Engineering's feedback was implementational, noting the need for a CSM, amongst other items. There was also a comment made to pay attention to how the building meets the sidewalk given the slope of East Washington in order to avoid large blank walls, a detail we have been working closely with the architects to address. An updated presentation to the City's DAT team is scheduled for Thursday, July 21st.

37. Describe the response of the alderperson in which the proposal is located, as well as the adjacent alderperson(s), if within 200 feet of an adjacent Aldermanic District. What issues or concerns with the project did they identify, if any? How will those be addressed? Please note new [Aldermanic Districts](#) went into effect January 1, 2022.

The project is located in District 2, which is currently Alder Heck's district. Alder Heck has been involved in the many neighborhood and steering committee meetings that have been held to date. Alder Heck has generally been supportive of the proposed project as it addresses the City's urgent need for more affordable housing. In the most recent steering committee meeting Alder Heck also mentioned that the City is going to continue to push for fewer cars and less parking stalls in new projects, something that this project is addressing. Inquiries have been made to Alder Benford, as District 6 is adjacent to this site, but to date no follow up has been received or discussions or had.

38. Describe the neighborhood and community input process to date, including notification to and input from the nearby Neighborhood Association(s). What issues or concerns with the project has been identified, if any? How will those be addressed? Describe the plan for continued neighborhood input on the development (e.g. steering committee, survey, informational meetings, project website, etc.).

On August 18, 2021 a formally noticed neighborhood meeting was held to provide a preliminary overview of the project to the neighbors. The meeting was surprising in the relatively few questions or comments that were offered by the neighbors. There was some concern that the development team would look to convert the project to market rate housing as quickly as possible, which we assured them was not in line with St. John's mission, nor allowable due to the LURA that would be put in place. Out of that meeting the neighborhood formed a steering committee that is being co-chaired by Bob Klebba and Mariah Renz.

The first steering committee meeting was held on September 8, 2021. There were approximately a dozen people in attendance. During that meeting we provided more information about the history of St. John's, including its many transformations over the past 150 years. The development team walked through the preliminary floor plans and presented massing models showing the proposed building in context with LZ Ventures' project across Hancock Street, as well as reviewed the proposed levels of affordability and plans for LSS to be the supportive services partner. The steering committee expressed appreciation for the level of affordability, while raising some concerns around parking, traffic and deliveries. Alder Heck asked directly about accommodating deliveries, which we discussed was an important detail that still needed to be addressed.

A second meeting of the steering committee was held on October 12, 2021 to review the preliminary exterior concepts. The goal of that meeting was to gather feedback from the neighborhood that could be used to refine the design in advance of the preliminary UDC informational meeting. The steering committee appreciated the use of warm, authentic materials, while expressing some concerns on the overall height.

The project was presented to the City's Urban Design Commission for an informational presentation on December 1, 2021. The responses during that meeting were generally positive, with the attention paid to the materials used in the architectural design being appreciated by the commission members.

The latest steering committee meeting was held on March 30, 2022. That meeting provided a review of the latest architectural renderings for the exterior, which included lowering the building by roughly 6' by reducing the floor to floor height in direct response to the neighbors' earlier concerns, a move that was appreciated. We also reviewed the updated unit counts and affordability targets. The neighbors were okay with the ten story height due to the level of affordability. We also reviewed the reduced parking count and discussed the trade offs with the neighborhood and the anticipated demand for parking given the target demographics for the project. The main concern that the steering committee expressed at that point was in regards to loading / unloading and deliveries, as well as any impact of traffic on the Mifflin Street bike boulevard. The development team agreed to commission a traffic impact analysis from a professional traffic engineering firm in order to more closely understand that issue to ensure the project can adequately address the steering committee's concern. That analysis has not yet been commissioned, but will be completed as part of the formal land use application process with the City. Alder Heck was involved in this discussion and was helpful in providing the neighbors with an understanding that the City is likely to continue pushing for less parking in new developments in an effort to reduce single occupant vehicle trips, something this project is directly addressing.

Additional steering committee and neighborhood meetings will be held this fall as the project advances through the formal land use approval process with the City of Madison. Alder Heck will continue to be involved in all of those meetings and discussions to the extent that he is interested and available.

As the formal land use approval process has not yet started, the neighborhood has yet to make any formal recommendation as it relates to this project. Based on the several meetings held to date and the feedback received from the steering committee as noted above, the development team is confident in its ability to continue responding to the neighbors' concerns in a way that ensures their feedback is meaningfully incorporated into the final project details. The generally positive feedback that has been received to date from both Alder Heck and the neighborhood steering committee is encouraging.

39. The COVID-19 pandemic has changed the way that residents have been able to interact with local government on impacts of new development. Detail how the Development Team has engaged and communicated with not only with the existing neighborhood, but with potential future tenants of your building as part of the community engagement process. What groups, if any, have you identified that were not engaged through this process? How has engagement with potential future tenants impacted the design process for the proposed development?

Fortunately the conditions surrounding the Covid-19 pandemic continue to improve, although we are not in the clear yet and it has altered many people's behavior. The preliminary neighborhood meetings held last fall/winter were done over zoom to ensure participants' safety. So far this year we have been able to hold these meetings in person, which helps facilitate a better level of dialogue and engagement. As St. John's partnering organizations are able to resume their services and St. John's is able to more regularly open its doors to neighbors we expect to be able to further engage with potential future tenants to better understand their needs and desires.

40. Describe your plans for neighborhood informational meetings and other ways of engaging and informing residents both during construction and approaching lease-up. Describe your experience in working with neighborhood residents post-approval and detail effective strategies you have used since the beginning of the pandemic to effectively communicate with residents.

The development team will continue to hold regular meetings with the neighborhood steering committee to keep them involved and informed throughout every step of the project. As we near construction we have already discussed with the site's immediate neighbors the need to have regular, recurring check in meetings to alert them to the upcoming construction work, any impacts that may be expected and ways that we can mitigate those. Brad and Mark Binkowski have worked very closely with a variety of neighbors and adjacent stakeholders on much larger, more complicated projects. They were recently successful in shepherding the massive American Exchange redevelopment through a highly complicated, and at times controversial, public approval process and were able to obtain the neighborhood's full support. It is our experience that regular, consistent communication, whether via in person meetings or through email updates, is the most effective way of ensuring neighbors know what to expect and have an opportunity to voice questions or concerns.

41. Describe how this development will promote both racial and social equity in the community and the greater Madison area. How does this proposal embrace the City's [Racial Equity and Social Justice Initiative](#)? What steps will be taken to ensure goals of this initiative are met on an ongoing basis?

The proposed development will immediately and impactfully promote social and racial equity in the community by creating a significant number of low cost, affordable apartments in an area of the City that most lacks affordable housing. Downtown Madison has continued to gentrify as more market rate apartments have been built to serve the

increasing number of young professionals moving to Madison. Due to the challenges with WHEDA's scoring criteria, no new LIHTC financed affordable units have been built within a few blocks of the Capitol Square since 2005.

This project directly addresses the City's desire to create more affordable housing that can support many of Madison's most vulnerable populations that have historically been left behind. Unfortunately, in Madison people of color are more likely to be very low income or formally incarcerated, two of the targeted populations with this development. By targeting these individuals and providing a high quality, safe and stable housing environment this project will directly help the City promote its racial and social equity goals. St. John's, LSS and ULI will continually monitor their progress in leasing apartments to the targeted populations in compliance with the adopted TSP and Affirmative Marketing Plan to ensure we are meeting these goals.

42. Have you or will your development team be willing to provide a meaningful internship, employment opportunity, or development partnership role, to a student or graduate of the Associates in Commercial Real Estate (ACRE) program on this or another project? If so, describe how your development team will address this priority?

It is not anticipated that an intern or employment opportunity will be supported by this development.

SITE AMENITIES

43. Describe the exterior amenities that will be available to tenants and guests (e.g., tot lot or play structure, outdoor exercise equipment, patio, permanent tables and chairs, greenspace, grill area, gardens, etc.).

Due to the constraints of developing a high density, lot line to lot line urban infill project there is not room to create significant outdoor space at the sidewalk level. A large, landscaped outdoor roof terrace will be constructed on the second floor, directly adjacent to an interior commons room. The outdoor space will be heavily landscaped and include seating, tables and some form of outdoor cooking equipment. These spaces are important to creating an amenity and common gathering space for the apartment tenants that helps to foster a sense of community and engagement. Around one third of the residential units will also contain their own, private outdoor balconies to provide more tenants with direct access to fresh air. St. John's ground floor space will incorporate outdoor green space and gardens, which have become an important part of its existing facility. These garden areas would provide additional opportunities for residents of the building to engage with one another and the outdoors.

44. Describe the interior common area amenities that will be available to tenants and/or guests (e.g., community rooms, exercise room, business center, etc.). For family developments, will there be a year-round indoor play space &/or youth lounge for children and teens?

A common room will be provided with lounge seating and televisions adjacent to the outdoor, landscaped roof terrace on the 2nd floor. Additional tenant amenity space will be included on the ground floor adjacent to the main apartment lobby. The final programming for that space has not been determined at this time, but may incorporate a fitness center. Further discussions will be had between LSS and the property manager to better understand the type of amenity that will be most beneficial to the target populations and other tenants before the final programming for that room is established. There will be secured mail storage and a separate, locked parcel room for package deliveries. The building will have an enclosed trash and recycling room adjacent to the parking garage, with trash chutes serving the upper floors so that tenants can easily dispose of their trash and recycling on their floors. Covered, indoor bike parking will be included inside the secured parking garage for tenants' use. The current plans call for storage lockers to be created off of the lobby to provide additional storage opportunities for tenants.

45. What is the anticipated number of total number parking spots, both underground and surface, that will be provided to tenants of the development? What is the ratio to units? What is the associated monthly cost? Will the parking cost in this development vary by CMI level?

At this time the project plans call for approximately 60 - 70 parking stalls. The final number will be determined as the final architectural and engineering plans are developed. The target is to provide around 65 parking stalls to apartment tenants, for a ratio of 0.5 stalls per unit. The parking costs are expected to be commensurate with the cost of other, downtown private parking spaces at a monthly rate between \$155 - \$175. This is less than what the City charges for its parking ramps in downtown Madison. Given the lower amount of parking being created the rental rate is not intended to vary by CMI level. The goal with this project is consistent with the City's stated desires to have developers build less parking to encourage fewer single vehicle occupant trips.

This site's location within walking distance of many employment opportunities as well as supportive services, and along the future BRT route, makes it an ideal project to promote and encourage alternative means of transportation. If residents in the affordable units can forego a car due to their proximity to work, a major ongoing cost burden for these individuals can be removed.

46. For proposals contemplating first floor commercial space, describe how the use and/or tenant of the space will be a benefit to the immediate neighborhood (e.g. childcare, senior center, community facility, neighborhood-serving commercial etc.). Explain how the use of the space was identified to fill a service gap or enhance the surrounding community. Describe if a prospective tenant or use has already been identified or how a prospective tenant will be found and will help inform the space's design.

St. John's and its partnering organizations' ground floor space will create a truly unique, one of a kind community and neighborhood space in the heart of Downtown. For over 165 years St. John's has stuck to its practice of welcoming all that come through its doors. The Church has served as a vital support network and place of community for its congregation members and others in the community. Outdoor gardens along the sidewalk will create organic interaction for tenants and others traveling past the site. St. John's intends to continue its long practice of providing below market space to mission driven organizations focused on the social good. These may include organizations it has worked with in the past, such as: Lutheran Social Services' Off the Square Club, Project Respect, Porchlight's DIGS program and Backyard Mosaic Women's Project, as well as 12 Step groups. These partners are committed to helping address various needs and assisting historically underserved communities. These related uses will create a unique and holistic sense of community that serves the neighborhood it is a part of and those that call it home.

47. Describe the interior apartment amenities, including plans for internet service (and cost to tenants, if any) and a non-smoking indoor environment throughout the building.

All of the apartments will be built to a high quality, with an eye to detail and an exceptional level of finishes that can be found in every one of the projects developed by Brad and Mark Binkowski. The apartments will include vinyl plank flooring, in-unit washers and dryers, energy star rated appliances, large closets and storage space, quartz or solid surface counters and wood cabinetry. Approximately a third of the units will have their own balcony. The units will feature a mix of finished drywall ceilings and exposed concrete ceilings to create visual interest and a variety of different looks and feels. The units will have higher ceiling heights than is typical and floor to ceiling glass windows in different places. All of the apartments will be fully wired for cable, phone and internet services. The project will be non-smoking throughout all of the apartments, common areas and outdoor spaces.

The goal with this project is to make the interior of the units indistinguishable from other downtown market rate projects, with the exterior architecture setting the standard as a striking new addition to the downtown urban fabric.

PROPOSAL TIMELINE

48. 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>]	Complete
1 st Development Assistance Team/ Meeting (Due by 8/4/22) [<i>Target/Actual Month/Date</i>]	Complete
1 st Neighborhood Meeting (Due by 8/17/22) [<i>Target Month/Date</i>]	Complete
Submission of Land Use Application (Zoning Map Amendments Due by 9/26/22)	September 2022
Submission of Land Use Application (Permissively Zoned Due by 10/10/22)	
Plan Commission Consideration (If Rezoning, 11/21/22 Meeting for 12/6/22 Common Council)	November 2022
Urban Design Commission Consideration, if applicable [<i>Target Month/Date</i>]	November 2022
Application to WHEDA	November / December 2022
Complete Equity & Debt Financing	June 2023
Acquisition/Real Estate Closing	July 2023
Rehab or New Construction Bid Publishing	May 2023
New Construction/Rehab Start	August 2023
Begin Lease-Up/Marketing	August 2024
New Construction/Rehab Completion	April 2025
Certificates(s) of Occupancy Obtained	April 2025
Complete Lease-Up	August 2025
Request Final AHF Draw	August 2025

HOUSING INFORMATION & UNIT MIX

49. Provide the following information for your proposed project. List the property address along with the number of units you are proposing by size, income category, etc. If this is a scattered site proposal, list each address separately with the number of units you are proposing by income category, size, and rent for that particular address and/or phase. Attach additional pages if needed.

ADDRESS #1:		322 East Washington Avenue					Projected Monthly Unit Rents, Including Utilities				
% of County Median Income (CMI)	Total # of units	# of Bedrooms					\$ Rent for Studios	\$ Rent for 1 BRs	\$ Rent for 2 BRs	\$ Rent for 3 BRs	\$ Rent for 4+ BRs
		# of Studios	# of 1 BRs	# of 2 BRs	# of 3 BRs	# of 4+ BRs					
≤30%	22	12	10				559	591			
40%											
50%	58	22	24	11	1		947	991	1189	1374	
60%	28	8	9	11			1149	1175	1410		
Affordable Sub-total	86	30	33	22	1	322					
80%	0	0	0	0	0	0					
Market*	22	0	10	12	0	0		1650	2600		
Total Units	86	30	33	22	1	322	Notes/Utility Allowance Assumptions:NOTE THAT THE SUB TOTAL AND TOTALS ARE NOT ACCURATELY ADDING UP. SEE SECTION 18 REGARDING MAX RENT PERCENTAGES. UTILITY ALLOWANCES ARE: \$58/mo for studios and 1BRs, \$69/mo for 2BRs, \$80/mo for 3BRs				

*40% = 31-40% CMI; 50% = 41-50% CMI; 60% = 51-60% CMI; 80% = 61-80% CMI; Market = >81% CMI.

ADDRESS #2:		NOT APPLICABLE					Projected Monthly Unit Rents, Including Utilities				
% of County Median Income (CMI)	Total # of units	# of Bedrooms					\$ Rent for Studios	\$ Rent for 1 BRs	\$ Rent for 2 BRs	\$ Rent for 3 BRs	\$ Rent for 4+ BRs
		# of Studios	# of 1 BRs	# of 2 BRs	# of 3 BRs	# of 4+ BRs					
≤30%	0	0	0	0	0	0					
40%	0	0	0	0	0	0					
50%	0	0	0	0	0	0					
60%	0	0	0	0	0	0					
Affordable Sub-total	0	0	0	0	0	0					
80%	0	0	0	0	0	0					
Market*	0	0	0	0	0	0					
Total Units	0	0	0	0	0	0	Notes/Utility Allowance Assumptions:				

*40% = 31-40% CMI; 50% = 41-50% CMI; 60% = 51-60% CMI; 80% = 61-80% CMI; Market = >81% CMI.

NOTE: For proposals contemplating project-based vouchers (PBVs), please list vouchered units under the same CMI designation that you will be representing to WHEDA (e.g. if the LIHTC application to WHEDA presents 8 PBV units as 50% CMI or 60% CMI units, please include those on the “50%” or “60%” row in the above table(s)). The City of Madison will enforce this income designation in the AHF Loan Agreement, if this proposal is awarded funds. Include a comment in the Notes, e.g., Eight (8) 50% CMI units will have PBVs.

50. Utilities/amenities included in rent: Water/Sewer Electric Gas Free Internet In-Unit

Washer/Dryer Other: _____

51. Please list the source of calculating your utility allowance, and the total utility allowance per bedroom size:

Utilities Allowance Used: CDA DCHA HUSM (HUD HOME)

Unit Size (Number of Bedrooms)	Total Monthly Utility Allowance (\$)
Efficiency	\$58/mo
1-Bedroom	\$58/mo
2-Bedroom	\$69/mo
3-Bedroom	\$80/mo

ENERGY EFFICIENCY, RENEWABLE ENERGY & SUSTAINABLE DESIGN

52. What is your organization’s experience in developing projects that incorporate extraordinary sustainable, energy efficient, and/or green building design techniques? Please list any awards, industry standards or third-party certifications achieved on projects developed in the past ten years, such as LEED®, WELL, Passive House, etc.

St. John's development partner on the project, Brad and Mark Binkowski with additional support from Urban Land Interests, has an extensive track record of developing sustainable, highly efficient buildings. The best example of this is the renovation of US Bank Plaza on the Capitol Square. Brad and his team took one of the most energy inefficient buildings in the state of Wisconsin and after thorough renovations converted it to LEED Gold Certified. St. John's shares Brad and Mark's approach to developing real estate and is viewing this project from the perspective of a long term owner.

Accordingly, every decision made on the design of the project is through the lense of a long term owner and looking at ways to minimize the building's environmental impact while making sound decisions. By using materials that can stand the test of time the building can be designed to stand for the next 100 years. Ultimately urban infill development is the most sustainable form of development as it utilizes sites that are already developed as efficiently as possible.

53. Describe how this proposed development will contribute to the City’s goal of 100% renewable energy and net-zero carbon emissions (originally adopted March 21, 2017). What size/range of solar array is anticipated? If not yet known, what percentage energy offset is the development aiming to provide via the solar array. For more information, see [100% Renewable Madison Report](#).

St. John's long term ownership of the completed development means the Church is incentivized to make choices in the design and finish selections that minimizes the building's impact on the environment and utilizes energy as efficiently as possible to operate the building, as the Church will directly benefit from these savings. At this time a cost benefit analysis on the size of the solar array has not yet been completed, but will be looked at closely in conjunction with Focus on Energy to understand the maximum feasibility. By developing an urban infill site the property is already more sustainable than many of the affordable projects that get built on green field sites and utilize extensive surface parking. The site's location along the future BRT line and reduced number of parking stalls will also help reduce the amount of vehicle trips produced by the project in keeping with the City's goals.

54. Describe the proposed project’s energy efficiency goals. Attach a copy of the confirmation page demonstrating that your organization has submitted an [Initial Application](#) for Focus on Energy’s Energy Design Assistance program. Identify any third party certification, such as LEED®, WELL, Passive House or similar, that will be sought.

The development of an urban infill site is inherently more sustainable than a greenfield site. The project has been designed to responsibly maximize density on the site, with underground parking allowing the air rights to be fully utilized to their highest and best use. As long term owners of the development, St. John's is committed to using best practices to create a building with lasting value that will be around for the next 100 years, consistent with their 150+ year history in this location. Sustainability is a key component of this long term ownership lense, with every decision throughout the development being looked at from this perspective. Even the choice of exterior materials (brick and stone) is intended to make the building more sustainable when compared to using materials with shorter lifespans such as metal panel. The project is also building fewer parking stalls than comparable properties in the area as a way to incentivize tenants to forego their cars in favor of bus, biking or walking. This is consistent with the City's goals and another way to make the project more sustainable by reducing overall carbon emissions, even though there is no formal certification in recognition of this important decision.

The development team has submitted an initial application to Focus on Energy. As the project is still progressing through the design phase Focus on Energy will provide specific design considerations that can help reduce the project's energy consumption. The project is also pursuing a WI Green Built Home multi-family certification. After completing an initial review of the 2020 Enterprise Green Communities Certification, we believe that the project would score the minimum of 40 optional points to qualify based on current plans for the development. However, until a more detailed cost benefit analysis can be completed with a contractor partner, no final decision has been made on whether that certification will be pursued.

LED lighting, high efficiency mechanical systems, recyclable materials, efficient plumbing fixtures and energy star appliances will all be used in an effort to maximize the building's energy efficiency.

55. How will this project contribute to creating a walkable, human-scaled community both inside and outside the property lines?

The project's location three blocks from the Capitol Square and in the center of the isthmus makes it ideally positioned to create a more walkable urban development. The upper floors of the building will be setback from the property line with large landscaped terraces and planters along the Church's space on the ground floor. The site's central location means that residents can easily walk to many of the amenities and various supportive services that they may need.

In the past St. John's has worked with the Backyard Women's Mosaic Project to secure a grant from the Madison Arts Commission to add a mosaic bench near the site's sidewalk gardens to provide a place for people to sit and chat. Creating more of these spaces will encourage the sorts of informal interactions that make neighborhoods and cities more desirable and walkable. St. John's will be maintaining gardens and planters at the street to create more visual interest to encourage people to walk by to see what is growing and changing with the seasons. Plans for the building call for the Church's ground floor space to utilize colored or stained glass at the corner that will create a stunning and warm visual glow in the evening when it is dark on the street and light inside, further encouraging people to walk by the site.

56. Describe how the local south-Central Wisconsin climate will inform the design of the proposed development and the challenges it will present.

Madison's local climate, with its extreme fluctuations between hot and cold, presents several challenges. Ensuring that the building is built with adequate insulation both in the walls and on the roof, utilizes energy efficient windows, provides effective window shades within units and takes advantage of today's energy efficient heating / cooling systems are all important techniques to help the building operate as efficiently as possible within these fluctuating extremes. Even simple details such as the color of the roofing material chosen is important in a climate that fluctuates as much as Madison's. Ensuring that all of these details are looked at and accounted for will help the building succeed in these conditions. The building will comply with the City's new stormwater ordinance and its green requirements to help further lessen its impact on the recent flooding that Madison's isthmus has experienced.

57. Describe this development's proposed strategies to reduce reliance on municipal water sources (i.e. water efficiency). Will the development incorporate systems to recapture and/or reuse water generated on-site?

The building will use highly efficient plumbing fixtures throughout and will comply with Madison's new stormwater ordinance, including the green building standards. The development team will explore opportunities for the building to capture and re-use rainwater to irrigate the various gardens and planters throughout.

58. What building design and HVAC considerations will your team include to enhance community resiliency for building inhabitants in the face of a potential future pandemic?

At the direction of Brad Binkowski, Urban Land Interests was the first property owner in Madison to install bi-polar ionization (BPI) technology in the mechanical systems throughout its buildings. BPI has proven effective in neutralizing airborne viral particles, including COVID-19. Once the final mechanical systems for the building are chosen the development team will explore the feasibility of including this system in the project. Additional preventative measures include providing adequate distribution of fresh air and operable windows that allow tenants to access additional natural fresh air from the exterior. The property management team also has a role to play in providing daily, thorough cleaning processes that help ensure common areas are kept in a highly sanitary condition.

59. Describe this development's approach to accessibility, including the number and percent of accessible units proposed for each of level of accessibility (i.e. Type A and B units). Elaborate on this development's plan to meet or exceed

WHEDA’s minimum requirements as well as exceeding building code standards for Type A units. For rehab, describe the accessibility modifications that will be incorporated into the existing development.

The project will meet the local, state and federal accessibility requirements, with three (3) of the units being full ADA accessible. The remaining 127 units will all meet Type B standards. The project will also comply with WHEDA's requirement for 20% of the units to provide additional clearances to aid with user accessibility, including the creation of larger turning spaces in kitchens and bathrooms and wider work surfaces.

60. Describe this development’s level of commitment to the principles of Universal Design. Explain the extent to which the development team will incorporate the greatest feasible levels of Universal Design in residential units, commercial spaces, and common areas in accordance with the requirements outlined in the RFP. What percentage or number of units in the proposed development will incorporate Universal Design principles?

Universal Design's principles of creating spaces that are inclusive for all to use and understand, regardless of age, size and disability are important considerations for any new development. St. John's values closely align with those principles as well. Although the architectural details are not yet advanced to the point of having these final details, our expectation is to have the residential units and common areas adhere to a high degree of commitment to Universal Design principles. This is especially important given the target populations for this project.

61. For proposals that include rehabilitation, have you completed a capital needs assessment for this property? If so, summarize the scope and cost; Attach a copy of the capital needs assessment.

Not applicable.

REAL ESTATE PROJECT DATA SUMMARY

62. Enter the site address (or addresses if scattered sites) of the proposed housing and answer the questions listed below for each site.

	# of Units Prior to Purchase	# of Units Post-Project	# Units Occupied at Time of Purchase	# Biz or Residential Tenants to be Displaced	# of Units Accessible Current?	Number of Units Post-Project Accessible?	Appraised Value Current (Or Estimated)	Appraised Value After Project Completion (Or Estimated)	Purchase Price
Address:	322 East Washington Avenue								
	0	130	0	0	0	3 Type A	\$0	\$10M - \$12M	\$0
Address:	N/A								
Address:	N/A								

63. Identify any existing buildings on the proposed site, noting any that are currently occupied. Describe the planned demolition of any buildings on the site.

The site is currently home to St. John's Lutheran Church, a building that is outdated yet much loved by the Church's congregation. The existing building will be demolished, with careful attention paid to those historic elements of the sanctuary that can be saved and repurposed. The demolition will place an emphasis on recycling and repurposing as much as possible to limit the waste that ends up being sent to a landfill, in keeping with St. John's principles.

64. Will any business or residential tenants will be displaced temporarily or permanently? If so, please describe the relocation requirements, relocation plan and relocation assistance that you will implement or have started to implement.

St. John's will relocate its worship space during construction. Throughout the covid pandemic St. John's was able to move its worship and gatherings online. This flexibility is extremely beneficial to older congregation members and can also be continued during construction if necessary. St. John's will work with its various partner organizations that remain in the building to identify options for relocation during construction, with the goal of ultimately bringing those groups back into the completed space to continue their missions in this location.

DEVELOPMENT TEAM

65. Describe the project's organizational structure. Please attach an organizational chart detailing the roles of the applicant, all partners, and the ownership and controlling interest percentages of each entity.

The property is owned 100% by St. John's Lutheran Church. The intention is for St. John's to continue to own and control the property, with Brad and Mark Binkowski engaged as development partners to assist in implementing the project. A condominium structure of ownership will be used to create separate entities for the affordable apartments and the first floor / parking spaces, although the Church will be the controlling member in each.

66. For projects that will be co-developed with a non-profit partner, please explain the non-profit's role in the development. State if the non-profit will have a controlling interest (as memorialized in organizational documents), Right of First Refusal, or General Partner Purchase Option. If not, please elaborate on how the non-profit organization will be involved in the long-term ownership of the development.

St. John's Lutheran Church is a 501-c.3 and will continue to own the property and the completed development.

67. For projects that will be co-developed with a BIPOC or minority developer, please explain the BIPOC or minority developer role in the development. State what percentage stake the BIPOC or minority developer will have in the development, cash flow, etc. (as memorialized in organizational documents). If the development team will partner with a BIPOC or minority developer but will not provide a stake in the organization structure, please explain this decision and elaborate on how the BIPOC or minority developer will be involved in the long-term ownership of the development.

Not applicable.

68. Identify all key roles in your project development team, including architect, general contractor, legal counsel, property management agent, supportive services provider(s), and any other key consultants, if known.

Contact Person	Company	Role in Development	E-mail	Phone
Mark Binkowski	MRB Holdings	Developer	mbinkowski@uli.com	608.235.5230
Brad Binkowski	Urban Land Interests	Developer / Property Manager	bbinkowski@uli.com	608.513.5230
Pastor Peter Beeson	St. John's Lutheran Church	Owner's Representative	peterb@stjohnsmadison.org	608.256.2337
Doug Hursh	Potter Lawson	Architect	doug@potterlawson.com	608.274.2741
Brian Reed	Potter Lawson	Architect	brianr@potterlawson.com	608.274.2741
Derek Moran	Lutheran Social Services	Supportive Services Provider	derek.moran@lsswis.org	
Leah Gubin	Lutheran Social Services	Supportive Services Provider	leah.gubin@lsswis.org	
Matt Carlson	Carlson Black	Legal Counsel	matt.carlson@carlsonblack.com	
Ethan Tabakin	Baker Tilly	LIHTC Consultant	ethan.tabakin@bakertilly.com	
Carrie Vanderford Sanders	Hope Community Capital	Financial Consultant	carrie@hopecommunitycapital.com	

69. For the following development team roles, please identify the number and/or percentage of women and persons of color employed by that company.

Company	Role in Development	BIPOC		Women	
		#	%	#	%
St. John's Lutheran Church	Developer	0	0	4	57%

MRB Holdings (Mark Binkowski)	Co-Developer	0	0	0	0
	Co-Developer				
TBD	General Contractor				
Urban Land Interests	Property Manager	2 BIPOC + 60 Hispanic / Latino	51%	56	46%
Potter Lawson	Architect	2	6%	11	32%
Lutheran Social Services	Service Provider	110	15%	594	81%

70. Will the development team commit to making annual payments on the AHF Cash Flow Note concurrently with repayment of the deferred developer fee? If yes, explain how this will be memorialized in organizational documents, including the final Amended and Restated Operating Agreement.

The development team will commit to making annual payments on the portion of the funds attributed to the AHF Cash Flow Note after the payment of the deferred developer fee. In order to make the project feasible St. John's will be contributing its land to the project at no cost. Since a majority of the deferred development fee will be paid to St. John's and Lutheran Social Services, it is important that the cash flow be put to the payment of those fees to make the project viable. Payments to the City on the cash flow promissory note will be made should any cash flow become available during the 16 year loan term after the developer fee has been repaid.

REFERENCES

71. Please list at least three municipal/financing references who can speak to your work on similar developments completed by your team.

Name	Relationship	Email Address	Phone
Natalie Erdman	Former City Employee		608.279.2358
Steve Sosnowski	Lender	steve.sosnowski@associatedbank.com	608.259.3637
Rich Lynch	General Contractor, Affordable Housing Advocate	rlynch@findorff.com	608.552.7360

PLEASE ATTACH THE FOLLOWING ADDITIONAL INFORMATION (such as assessment and referral, on-site intensive case management, etc.) **AND CHECK THE BOX WHEN ATTACHED:**

- 1. A completed Application Budget Workbook, showing the City's proposed financial contribution and all other proposed financing.
- 2. Description of the Development Team's Experience and Capacity per Section 2.4, Item 2 of the RFP.
- 3.a. Letter(s) from Supportive Service Provider(s) detailing what services are necessary to be adequate for the number of supportive housing units and target population as well as what level of services they intend to provide.
- 3.b. A detailed map of the site and a second map using the AHF Affordable Housing Targeted Area Map showing the site in the context of the City.
- 3.c. A preliminary site plan and drawings, if available.
- 3.d. A Capital Needs Assessment report of the subject property, if the proposal is for a rehabilitation project and if the report is available at the time of application.
- 4. A confirmation page demonstrating that an Initial Application for Energy Design Assistance was submitted to Focus on Energy
- 5. Written confirmation from the Zoning Administrator of permissive zoning or a letter confirming the proposed site's zoning status and process.

NOTE: If a preliminary site plan is not available at the time of application, submittal will be required for DAT on August 4, 2022 with submittal with week prior. If the Capital Needs Assessment is not available at the time of application for a rehab project, submittal will be required by August 17, 2022.

APPLICANT & PROJECT NAME:

St. John's Lutheran Church | St. John's Redevelopment

1. CAPITAL BUDGET

Enter ALL proposed project funding sources.

FUNDING SOURCES

Source	Amount	Non-Amortizing (Y/N)	Rate (%)	Term (Years)	Amort. Period (Years)	Annual Debt Service
Permanent Loan-Lender Name:						
First Mortgage - WHEDA	\$ 11,877,260	Y	5.80%	15	35	\$793,623
Subordinate Loan-Lender Name:						
WHEDA Subordinate Debt	\$ 1,187,726	Y	3.00%	19	35	\$54,852
Subordinate Loan-Lender Name:						
Tax Exempt Loan-Bond Issuer:						
AHP Loan (List FHLB):						
FHLB	\$ 900,000	N	0.00%	40		
Total City Request (AHF, TIF, federal funds, etc.)						
City AHF Request	\$ 3,500,000	Y (25%)	2.75%	16	30	\$42,865
Other-Specify Lender/Grantor:						
Dane County AHDF	\$ 2,430,000	N	2.00%	40	40	\$48,600
Other-Specify Lender/Grantor:						
Other-Specify Lender/Grantor:						
Tax Credit Equity	\$ 13,302,324					
Historic Tax Credit Equity						
Deferred Developer Fees	\$ 2,630,654					
Owner Investment						
Other-Specify:						
GP Equity	\$ 100					
Total Sources	\$ 35,828,064					

Do you plan on submitting an application for TIF?

No

Construction Financing			
Source of Funds	Amount	Rate	Term (Months)
Construction Loan-Lender Name:			
Wheda Tax Exempt Construction Loan	\$ 20,130,000	4.30%	24
Bridge Loan-Lender Name:			
Construction Loan - Taxable Tail	\$ 1,175,193	5.75%	24
Tax Credit Equity:			
Investor LIHTC Equity	\$ 2,660,464		
Total	\$ 23,965,657		

Estimated pricing on sale of Federal Tax Credits: \$0.89

Estimated pricing on sale of State Tax Credits: \$0.74
(if applicable)

Remarks Concerning Project Funding Sources:

The project is utilizing a condominium form of ownership to separate the affordable apartments from the Church's first floor space and underground parking. The financials included in this workbook only incorporate the affordable apartments. Separate financing will be utilized for the Church and parking condominium. NOTE - the management fee in the proforma is being incorrectly calculated as inflating at 3% /yr. It should actually be calculated as 6% of EGI. In Year 15 that results in mgmt fee being overstated by \$20,200.

APPLICANT:

St. John's Lutheran Church | St. John's Redevelopment

2. PROJECT EXPENSES

Enter the proposed project expenses

Acquisition Costs	Amount
Land	\$0
Existing Buildings/Improvements	\$0
Other (List)	
	\$0

Construction:	
Construction/Rehab Costs	\$23,400,000
Construction Profit	\$1,269,135
Construction Overhead	\$497,700
General Requirements	\$1,185,000
Construction Supervision	incl
FF&E/Personal Property	\$85,000
Demolition	\$300,000
Site Work	incl
Landscaping	incl
Letter of Credit/P&P Bond	\$0
Construction Contingency	\$1,332,592
Other (List)	
	\$0

<--- If applicable, please list the costs attributable to "above and beyond" green building/Net Zero construction components included in the Construction Costs line item:

Total Cost: **\$0**

Architectural & Engineering	
Architect - Design	\$550,000
Architect - Supervision	\$50,000
Engineering	\$100,000
Other (List)	
Geotech / Soils	\$5,000

Interim/Construction Costs	
Builder's Risk/Property Insurance	\$60,000
Construction Loan Interest	\$1,166,665
Construction Loan Origination Fee	\$213,052
Real Estate Taxes	\$50,000
Park Impact Fees	\$89,021
Other Impact Fees	\$0
Other (List)	
Construction Legal	\$15,000

Financing Fees	
Cost of Bond Issuance	\$0
Permanent Loan Origination Fee	\$178,159
Credit Enhancement	\$0
Other Permanent Loan Fees	\$50,000

Soft Costs	
Appraisal	\$7,500
Market Study	\$7,500

Environmental Reports	\$15,000
Survey	\$15,000
Permits	\$75,000
Lease-Up Period Marketing	\$50,000
Tax Credit Fees - Application	\$159,317
Tax Credit Fees - Compliance	\$35,000
Tax Credit Fees - Allocation	\$0
Accounting/Cost Certification	\$59,875
Title Insurance and Recording	\$40,000
Relocation	\$0
FF&E	\$0
Capital Needs Assessment (if rehab)	\$0
Legal	\$95,000
Other (List)	
Soft Cost Contingency	\$31,793
Fees:	
Bridge Loan Fees	
Organizational Fees	\$50,000
Syndication Fees	incl
Total Development Fee	\$3,592,852
Developer Overhead	\$0
Other Consultant Fees	\$155,625
Other (List)	
	\$0
Reserves Funded from Capital:	
Lease-Up Reserve	\$40,000
Operating Reserve	\$802,278
Replacement Reserve	\$0
Capital Needs Reserve	\$0
Debt Service Reserve	incl
Escrows	\$0
Other: (List)	
	\$0
TOTAL COSTS:	\$35,828,064

APPLICANT: **St. John's Lutheran Church | St. John's Redevelopment**

3. PROJECT PROFORMA

Enter total Revenue and Expense information for the proposed project for a 30 year period.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16
Gross Income	1,855,947	1,893,066	1,930,927	1,969,546	2,008,937	2,049,115	2,090,098	2,131,900	2,174,538	2,218,028	2,262,389	2,307,637	2,353,790	2,400,865	2,448,883	2,497,860
Less Vacancy/Bad Debt	129,916	132,515	135,165	137,868	140,626	143,438	146,307	149,233	152,218	155,262	158,367	161,535	164,765	168,061	171,422	174,850
Income from Non-Residential Use*	18,720	19,094	19,476	19,866	20,263	20,668	21,082	21,503	21,933	22,372	22,820	23,276	23,741	24,216	24,701	25,195
Total Revenue	1,744,751	1,779,646	1,815,239	1,851,543	1,888,574	1,926,346	1,964,873	2,004,170	2,044,254	2,085,139	2,126,841	2,169,378	2,212,766	2,257,021	2,302,162	2,348,205
Expenses:																
Office Expenses and Phone	13,000	13,390	13,792	14,205	14,632	15,071	15,523	15,988	16,468	16,962	17,471	17,995	18,535	19,091	19,664	20,254
Real Estate Taxes	227,500	234,325	241,355	248,595	256,053	263,735	271,647	279,796	288,190	296,836	305,741	314,913	324,361	334,091	344,114	354,438
Advertising, Accounting, Legal Fees	19,125	19,699	20,290	20,898	21,525	22,171	22,836	23,521	24,227	24,954	25,702	26,473	27,268	28,086	28,928	29,796
Payroll, Payroll Taxes and Benefits	65,000	66,950	68,959	71,027	73,158	75,353	77,613	79,942	82,340	84,810	87,355	89,975	92,674	95,455	98,318	101,268
Property Insurance	25,000	25,750	26,523	27,318	28,138	28,982	29,851	30,747	31,669	32,619	33,598	34,606	35,644	36,713	37,815	38,949
Mtc, Repairs and Mtc Contracts	198,702	204,663	210,803	217,127	223,641	230,350	237,261	244,378	251,710	259,261	267,039	275,050	283,302	291,801	300,555	309,571
Utilities (gas/electric/fuel/water/sewer)	99,000	101,970	105,029	108,180	111,425	114,768	118,211	121,758	125,410	129,173	133,048	137,039	141,150	145,385	149,746	154,239
Property Mgmt	104,606	107,744	110,977	114,306	117,735	121,267	124,905	128,652	132,512	136,487	140,582	144,799	149,143	153,617	158,226	162,973
Operating Reserve Pmt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Replacement Reserve Pmt	39,000	40,170	41,375	42,616	43,895	45,212	46,568	47,965	49,404	50,886	52,413	53,985	55,605	57,273	58,991	60,761
Support Services	20,000	20,600	21,218	21,855	22,510	23,185	23,881	24,597	25,335	26,095	26,878	27,685	28,515	29,371	30,252	31,159
Other (List)																
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Operating Expenses	810,933	835,261	860,319	886,128	912,712	940,094	968,296	997,345	1,027,266	1,058,084	1,089,826	1,122,521	1,156,197	1,190,882	1,226,609	1,263,407
Net Operating Income	933,818	944,385	954,920	965,415	975,862	986,252	996,576	1,006,825	1,016,988	1,027,055	1,037,015	1,046,857	1,056,569	1,066,139	1,075,553	1,084,798
Debt Service:																
First Mortgage	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623
Second Mortgage		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (List)																
Asset Management Fee	5,000	5,150	5,305	5,464	5,628	5,796	5,970	6,149	6,334	6,524	6,720	6,921	7,129	7,343	7,563	7,790
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Debt Service	798,623	798,773	798,928	799,087	799,251	799,419	799,593	799,772	799,957	800,147	800,343	800,544	800,752	800,966	801,186	801,413
Total Annual Cash Expenses	1,609,556	1,634,034	1,659,246	1,685,215	1,711,963	1,739,513	1,767,890	1,797,118	1,827,223	1,858,230	1,890,169	1,923,065	1,956,948	1,991,848	2,027,795	2,064,820
Total Net Operating Income	135,195	145,612	155,992	166,328	176,611	186,833	196,983	207,052	217,031	226,908	236,673	246,313	255,817	265,173	274,367	283,385
Debt Service Reserve	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Developer Fee	135,195	145,612	155,992	166,328	176,611	186,833	196,983	207,052	217,031	226,908	236,673	246,313	255,817	265,173	274,367	283,385
Cash Flow	0	0	0	0	0	0	0	0	0	0	0	0	0	187,868	274,367	283,385
AHF City Interest Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	42,865	42,865	859,134

*Including commercial tenants, laundry facilities, vending machines, parking spaces, storage spaces or application fees.

DCR Hard Debt	1.18	1.19	1.20	1.22	1.23	1.24	1.26	1.27	1.28	1.29	1.31	1.32	1.33	1.34	1.36	1.37
DCR Total Debt	1.17	1.18	1.20	1.21	1.22	1.23	1.25	1.26	1.27	1.28	1.30	1.31	1.32	1.26	1.27	0.65

Assumptions

Vacancy Rate	7.0%
Annual Increase Income	2.0%
Annual Increase Expenses	3.0%

*Please list all fees (per unit per month) and non-residential income:

Non-residential income includes pet fees, underwritten a

Other
NOTE - the management fee in the pro

APPLICANT:

St. John's Lutheran Church | St. John's Redevelopment

3. PROJECT PROFORMA (cont.)

Enter total Revenue and Expense information for the proposed project for a 30 year period.

	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25	Year 26	Year 27	Year 28	Year 29	Year 30
Gross Income	2,547,818	2,598,774	2,650,749	2,703,764	2,757,840	2,812,996	2,869,256	2,926,641	2,985,174	3,044,878	3,105,775	3,167,891	3,231,249	3,295,874
Less Vacancy/Bad Debt	178,347	181,914	185,552	189,264	193,049	196,910	200,848	204,865	208,962	213,141	217,404	221,752	226,187	230,711
Income from Non-Residential Use*	25,699	26,213	26,737	27,272	27,817	28,373	28,941	29,520	30,110	30,712	31,326	31,953	32,592	33,244
Total Revenue	2,395,169	2,443,072	2,491,934	2,541,772	2,592,608	2,644,460	2,697,349	2,751,296	2,806,322	2,862,448	2,919,697	2,978,091	3,037,653	3,098,406
Expenses:														
Office Expenses and Phone	20,861	21,487	22,132	22,796	23,479	24,184	24,909	25,657	26,426	27,219	28,036	28,877	29,743	30,635
Real Estate Taxes	365,071	376,023	387,304	398,923	410,890	423,217	435,914	448,991	462,461	476,334	490,625	505,343	520,504	536,119
Advertising, Accounting, Legal Fees	30,690	31,611	32,559	33,536	34,542	35,578	36,645	37,745	38,877	40,044	41,245	42,482	43,757	45,069
Payroll, Payroll Taxes and Benefits	104,306	107,435	110,658	113,978	117,397	120,919	124,547	128,283	132,132	136,096	140,178	144,384	148,715	153,177
Property Insurance	40,118	41,321	42,561	43,838	45,153	46,507	47,903	49,340	50,820	52,344	53,915	55,532	57,198	58,914
Mtc, Repairs and Mtc Contracts	318,858	328,424	338,277	348,425	358,878	369,644	380,734	392,156	403,920	416,038	428,519	441,375	454,616	468,254
Utilities (gas/electric/fuel/water/sewer)	158,866	163,632	168,541	173,597	178,805	184,169	189,694	195,385	201,247	207,284	213,503	219,908	226,505	233,300
Property Mgmt	167,862	172,898	178,085	183,427	188,930	194,598	200,436	206,449	212,642	219,022	225,592	232,360	239,331	246,511
Operating Reserve Pmt	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Replacement Reserve Pmt	62,584	64,461	66,395	68,387	70,438	72,551	74,728	76,970	79,279	81,657	84,107	86,630	89,229	91,906
Support Services	32,094	33,057	34,049	35,070	36,122	37,206	38,322	39,472	40,656	41,876	43,132	44,426	45,759	47,131
Other (List)														
	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	1,301,309	1,340,349	1,380,559	1,421,976	1,464,635	1,508,574	1,553,831	1,600,446	1,648,460	1,697,914	1,748,851	1,801,317	1,855,356	1,911,017
Net Operating Income	1,093,859	1,102,724	1,111,375	1,119,796	1,127,973	1,135,886	1,143,518	1,150,850	1,157,862	1,164,535	1,170,846	1,176,775	1,182,297	1,187,390
Debt Service:														
First Mortgage	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623	793,623
Second Mortgage	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (List)														
Asset Management Fee	8,024	8,264	8,512	8,768	9,031	9,301	9,581	9,868	10,164	10,469	10,783	11,106	11,440	11,783
	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Debt Service	801,647	801,887	802,135	802,391	802,654	802,924	803,204	803,491	803,787	804,092	804,406	804,729	805,063	805,406
Total Annual Cash Expenses	2,102,956	2,142,236	2,182,694	2,224,366	2,267,289	2,311,499	2,357,035	2,403,937	2,452,247	2,502,006	2,553,257	2,606,046	2,660,419	2,716,423
Total Net Operating Income	292,213	300,836	309,239	317,406	325,319	332,961	340,314	347,359	354,075	360,443	366,440	372,045	377,235	381,984
Debt Service Reserve	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Developer Fee	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash Flow	292,213	300,836	309,239	317,406	325,319	332,961	340,314	347,359	354,075	360,443	366,440	372,045	377,235	381,984
AHF City Interest Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Including laundry facilities, vending machines, parking spaces, storage spaces or application fees.

DCR Hard Debt	1.38	1.39	1.40	1.41	1.42	1.43	1.44	1.45	1.46	1.47	1.48	1.48	1.49	1.50
DCR Total Debt	1.36	1.38	1.39	1.40	1.41	1.41	1.42	1.43	1.44	1.45	1.46	1.46	1.47	1.47

Assumptions

Vacancy Rate	7.0%
Annual Increase Income	2.0%
Annual Increase Expenses	3.0%
Other	

DEVELOPMENT TEAM EXPERIENCE

In 1974 Brad Binkowski cofounded the company that became Urban Land Interests (ULI). The firm's name reflected its principal's focus and passion to improve the urban environment and to make the communities it invested in better places to work, live and relax. Brad believed that it was possible to make communities stronger by working with other entities to forge innovative partnerships, use great architecture to develop buildings that would stand the test of time and operate buildings from the perspective of long-term owners.

After developing Section 8 housing developments throughout Wisconsin, in 1982 Brad and his partner Tom Neujahr turned their attention to downtown Madison. At that point the Capitol Square had been deserted by long term retail tenants who had moved to shopping malls on the west and east sides of town. Few restaurants could be found. No private office space had been built since 1974. Storefronts were deserted. Brad and Tom had a vision that the Capitol Square could be transformed into a vibrant area with new office space, sidewalks filled with pedestrians walking to restaurants and special events drawing people and activity into downtown. They were focused on building apartments leased to professional employees who could walk or ride their bikes to the places they worked.

The key to making their vision of downtown a reality was developing underground parking and creating an effective partnership with the public sector to get the economic assistance required to make that parking feasible. These private-public partnerships were critical to the success of their projects, and some of the innovative structures used were the first of their kind and replicated by cities throughout the country. They searched for and found talented architectural firms that shared their passion and vision. Because of their efforts, focus and drive, today downtown Madison is thriving and often considered an example of what a great urban area should be.

Brad Binkowski and Urban Land Interests developed two WHEDA financed affordable properties, and although they are not located in Madison they provide knowledge of the needs of tenants renting affordable apartments and associated reporting and compliance requirements. The first, LaFollette Park Apartments, is a 56 unit affordable rental apartment property in West Allis, WI that was acquired and renovated in 2004 as a 100% affordable housing project for tenants earning at or below 60% of area median income. The second, Sturgeon Bluff, is a 105 unit project in Wausau, WI that Brad and ULI redeveloped in 1980 into elderly housing for residents 65 years of age or older. The project was comprehensively renovated in 2005 utilizing equity provided by WHEDA low income housing tax credits. Both projects have maintained effectively 100% occupancy and continue to be managed by Urban Land Interests.

Mark Binkowski joined Urban Land Interests in 2014. After receiving an MBA from the University of Denver, Mark went to work for Jones Lang LaSalle in Chicago, one of the largest real estate services companies in the world. A desire to make an impact on a more local scale, Mark came back to work with his father. As a development associate / project manager, Mark lead the acquisition and renovation of the former Isthmus Publishing building at the head of King Street, transforming it into one of Madison's favorite restaurants – Lucille. Most recently, Mark lead the implementation of the redevelopment of the former AnchorBank Properties on the southeast corner of the Capitol Square and the construction of the Pressman apartments, one of downtown's largest most recent urban infill projects that involved a significant partnership with the City in the form of TIF financing.

With an eye to the future, Mark left Urban Land Interests in 2019 in order to transition his role to that of shareholder and to pursue his own projects. The property management company will continue to be family owned and is presently managed by Brad Binkowski. Urban Land Interests provides property management services to over 800 apartments and has a proven track record of long term tenant retention and above market occupancy rates. Today, Urban Land Interests still manages the two previous tax credit projects Brad and Tom built, as noted above. ULI's management of a wide variety of different housing projects gives it a unique knowledge of the Madison market and the needs of its renters.

The opportunity to partner with St Johns to pursue a housing project that could benefit Madison's underserved populations provides a unique chance to further improve Madison for all who call it home.

The development team will consist of Mark Binkowski and Brad Binkowski. Further support services may be provided by Urban Land Interests.

FINANCIAL CAPACITY & PROJECT EXPERIENCE

Brad and Mark's financial capacity to undertake this development is evidenced by the past projects that have been completed. With 45 years of experience, Brad has successfully utilized a variety of financing structures to aid in the development of place making real estate projects. From tax credit enabled affordable housing to underground parking built with an innovative public – private partnership, Brad has repeatedly demonstrated his ability to get complicated projects financed. Over the history of Urban Land Interests, Brad Binkowski and partner Tom Neujahr have created a core real estate portfolio located on Madison's Capitol Square valued in excess of \$300,000,000 that they have invested their own money in developing.

SEVEN27

Seven27 is an award winning residential development containing 117 rental apartments in the heart of the Basset Neighborhood. Sustainable core philosophies can be found throughout the design. Rain gardens collect the outfall from the roof and allow it to permeate back into the water table. A large green roof occupies a portion of the covered garage. Taking advantage of the site's proximity to the downtown area, as well as public transportation and recreational activities, the project was designed with a reduced level of parking and supplemented with more bike storage.

CAPITOL HILL

Capitol Hill offers residents unparalleled proximity to the Capitol Square in the heart of downtown Madison. The handsome brick building was originally built in 1924 and sat vacant after a fire destroyed much of the property. Today it contains 22 apartments behind the restored historic façade.

QUARTER ROW

In responding to the changing market conditions in Madison, the Quarter Row apartments were developed with smaller floor plans that offer a more cost effective alternative to many of the larger apartment complexes that have been built in recent years in Madison. The 88 units range from one to three bedrooms and the property provides large common space on the ground floor to create a sense of community and connection to the neighborhood for the tenants.

STURGEON BLUFF

Brad and Tom purchased and converted a 1922 hospital in Wausau into 106 senior housing units utilizing tax credit financing.

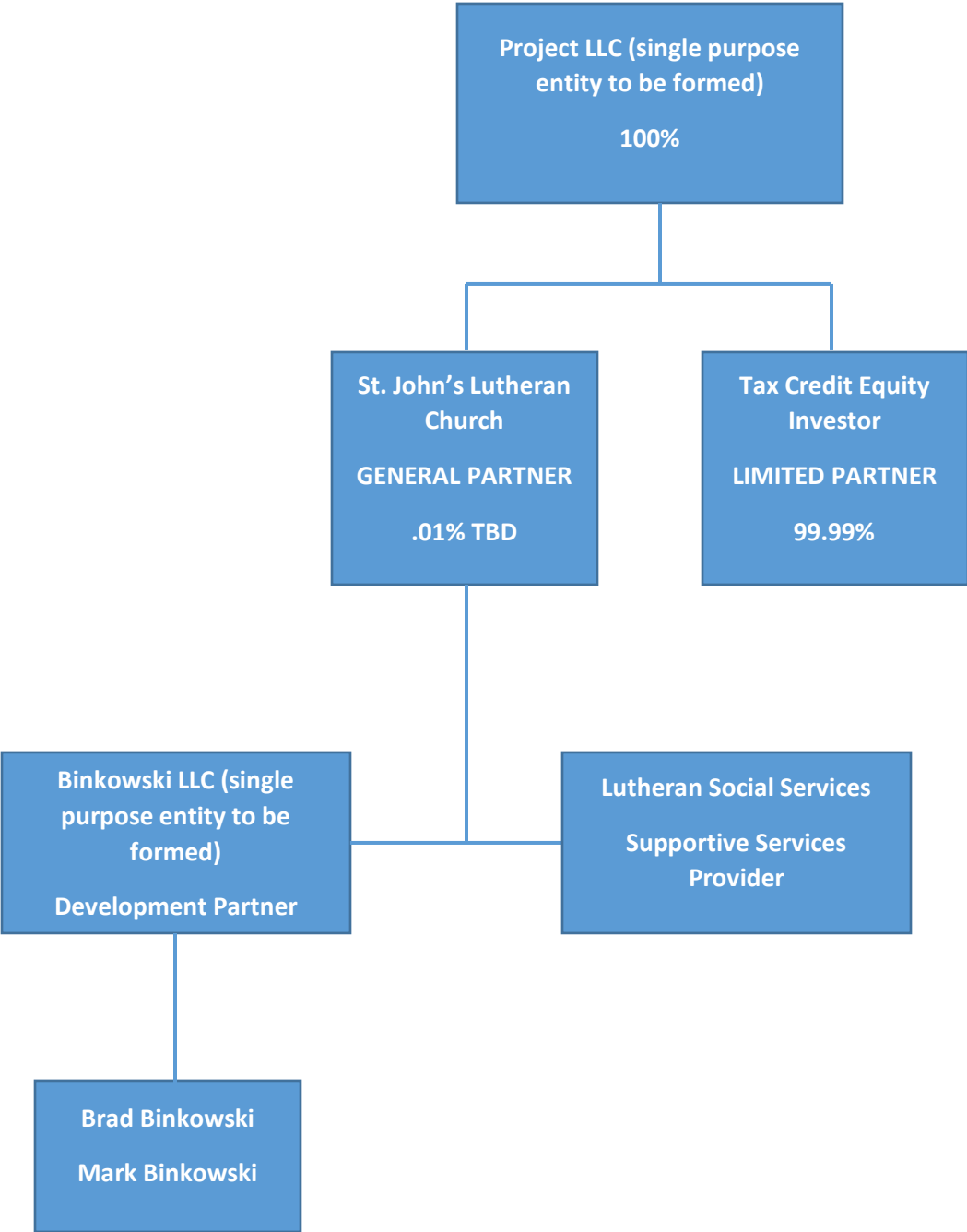
LAFOLLETE PARK

A 1922 former school in West Allis, WI was purchased and underwent an extensive adaptive reuse to convert the building into 56 affordable rental units.

LINCOLN SCHOOL

Located in one of Madison's most iconic locations in the heart of James Madison Park, the 1915 Lincoln School property was renovated and converted into 28 apartments. The building has extensive outdoor space and a connection to the surrounding community that results in long term tenants.

ORGANIZATIONAL STRUCTURE



Lutheran Social Services (LSS) has a strong history of providing wraparound service coordination and case management services to residents of housing complexes in numerous locations throughout Wisconsin and Upper Michigan, and is recognized as a provider of choice in the state for partnering with development companies to develop supportive services within affordable housing.

Lutheran Social Services will utilize wraparound a service coordination model where individuals residing at the St. John's Lutheran Church Development, will be given a single point of entry to accessing community and supportive services. An on-site coordinator will meet with individuals and families to complete an intake assessment and develop a strength-based, goal oriented plan of care. The service coordinator will work with the tenant and their surrounding existing natural supports, to build a comprehensive team, to explore areas of need, and fill gaps in supports where identified.

Scope of Services:

LSS will provide wraparound service provision and coordination, linking residents to supportive community services with a desired outcome of keeping the tenant and family members in stable housing. Specific services offered by LSS include:

- Completion of an intake assessment to identify strengths as well as areas of need for individuals and families. The Service Coordinator will make reasonable effort to engage residents in this process. It is understood and agreed that the resident has to voluntarily agree to participate in the process.
- Development of a case management plan for residents completing the intake assessment. This plan may include referral to other resources, including services and resources specific to their needs. This will include linking residents with programs that support independence and self-sufficiency, access to benefits, employment opportunities and financial assistance and management.
- The LSS Wraparound Service Coordinator will facilitate programming and supportive services for families. This will be done through:
 - An onsite presence by the Service Coordinator. LSS Staff will have a confidential space at the apartment community where tenants and families can schedule appointments or drop in for support and services. The Service Coordinator is also available by phone and email when offsite, to provide additional supports as needed, during business hours.
 - Facilitation of educational presentations and workshops. These will be based on the needs of the residents and can focus on resident identified issues such as positive parenting, budgeting, employment, educational resources, and benefit eligibility.
 - Connection to existing services in the Madison area, including but not limited to, mental health counseling, employment and educational services, benefit and entitlement programming and financial services.

The onsite wraparound service coordinator will refer residents to other community resources based on their individual plan of care. Currently LSS is in the process of developing community partnerships with the following:

- State of Wisconsin Department of Workforce Development, in coordination with the Job Centers of Wisconsin, to provide subsidized part-time work experience to obtain the skills necessary for obtaining permanent employment.
- UW Extension Dane County will provide onsite trainings and educational events of no cost to families. Training topics could include:
 - Financial coaching and one to one consultations
 - Nutritional education programs on topics such as choosing healthy diets on a limited budget and shopping strategies for spending wisely at the grocery store
- Dane County Veteran Services who can assist veterans and their families with obtaining local, state and federal benefits. Veterans Services also could assist tenants with the application process.
- Wisconsin Women's Business Initiative Corporation (WWBIC) has partnered with LSS to provide group training and events that focus on assisting tenants with managing household finances and increasing financial capabilities.

The goal of the Service Coordinator is to enhance the success of individuals and families residing at the project, with an emphasis of services to the 22 set aside units, and to promote their independence and ability to remain in their unit. The services identified above with enhance independent living success and promote dignity of residents by addressing needs through a person specific approach.

LSS is a member and attends the Dane County Continuum of Care meetings, and currently operates several Rapid Rehousing programs in Dane County. In addition, LSS's currently operates three Veterans Housing and Recovery Programs within the state of Wisconsin, for homeless veterans to receive the job training, education, counseling and rehabilitative services they need to obtain steady employment, affordable housing and the skills to sustain a productive lifestyle. LSS provides wrap around Service Coordination at other sites in the Madison area, and are familiar with the supports in the community to serve individuals and families experiencing homelessness and individuals with disabilities.

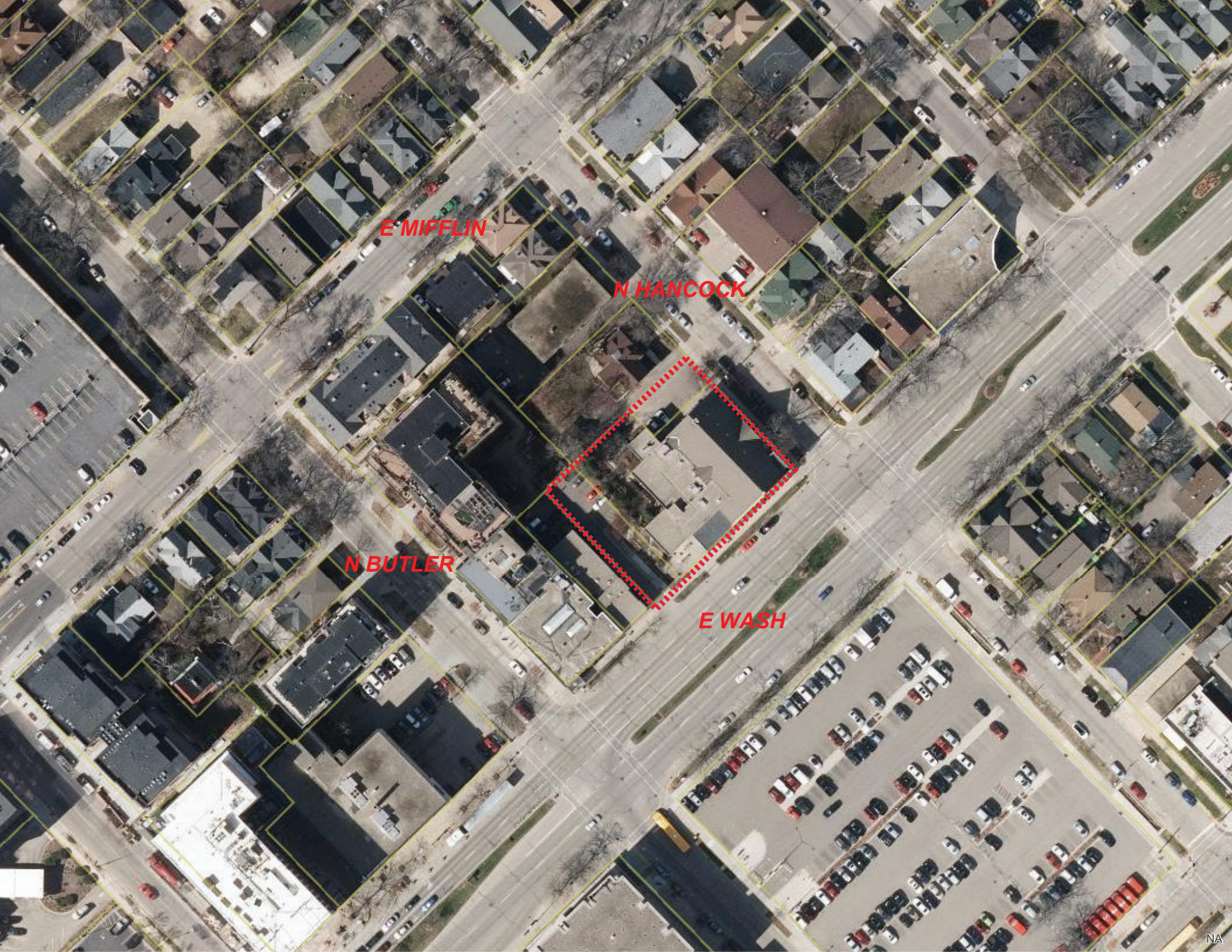
In addition to services outlined above LSS will assist property management in outreach efforts with community partners to raise awareness of this unique opportunity to individuals within the targeted population. LSS will work with the management company to market the low-income units to families in need.

We strongly believe that through provision of the wrap around service model, tenants at the St. John's Lutheran Church Development will have the tools necessary to strengthen support systems, identify necessary and beneficial resources, and positively impact their length of tenancy in this community. We look forward to partnering with St. John's Lutheran Church and Urban Land Interests on this exciting development.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dennis Hanson', written over a white background.

Dennis Hanson
Vice President

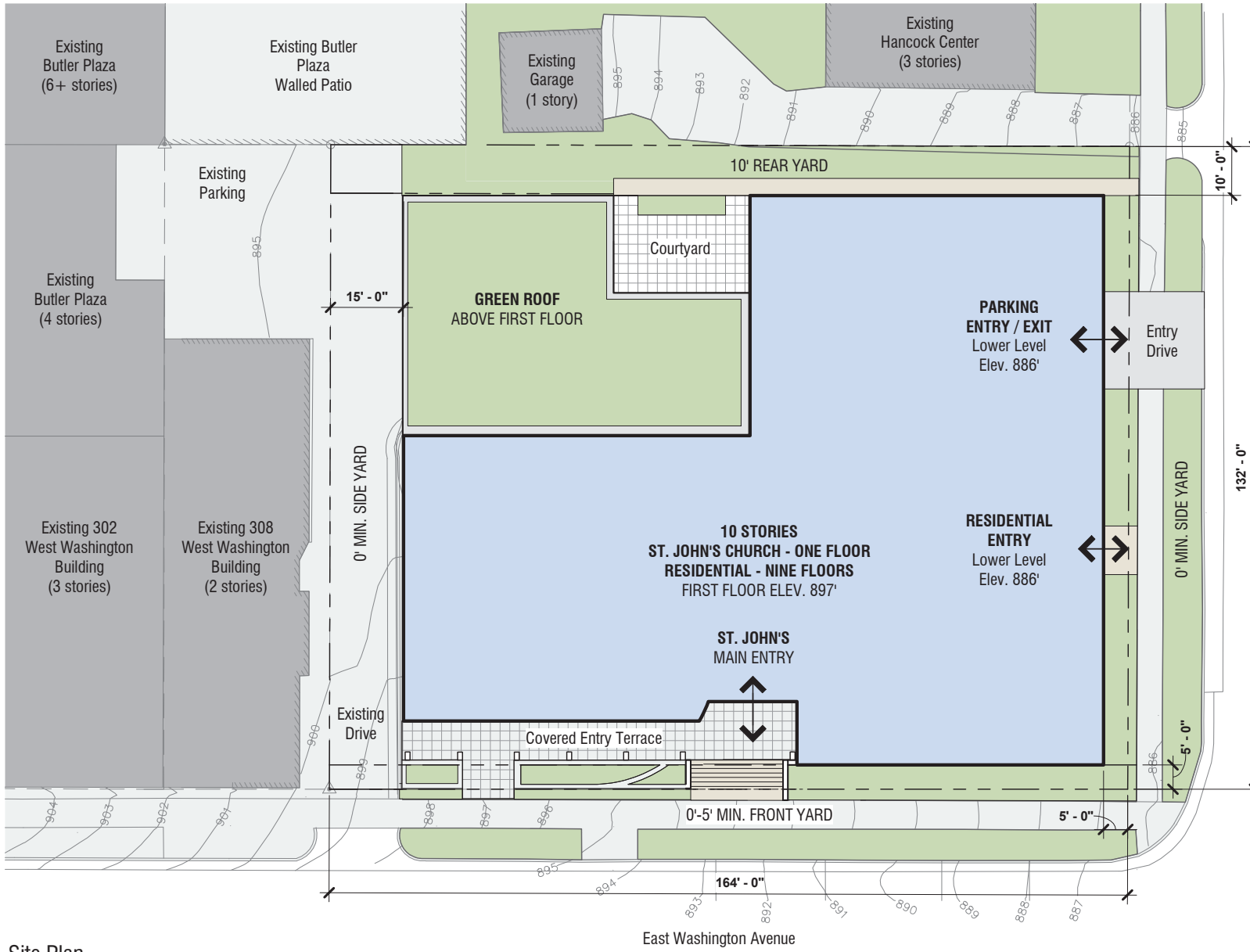


E MIFFLIN

N HANCOCK

N BUTLER

E WASH



322 East Washington Avenue
Zoning Information

Proposed Design
UMX Zoning – Urban Mixed Use

Setbacks: Front 5'
Side: 5' to 15'
Rear: 10'

Max Lot Coverage: 90% <

Max height: St. John's 1 story
Residential 9 stories
Total 10 stories

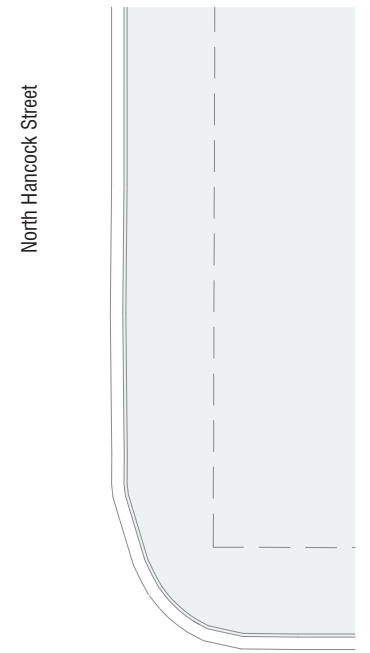
Previous 114' - 0" - Proposed 108' - 0"

Stepbacks: TBD

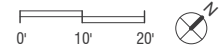
Useable Open Space: 10 Sq. ft. per bdrm

Residential Units: 110-130 units

Parking Stalls: Previous 99 stalls - Proposed 70 stalls



Site Plan
St. Johns Lutheran Church - 2021.09.00
March 30, 2021





Proposed
 First Floor Plan
 St. Johns Lutheran Church - 2021.09.00
 March 30, 2021





Exterior Perspective



Exterior Perspective



Exterior Perspective



Exterior Perspective - East Washington Avenue & North Hancock Street
St. Johns Lutheran Church - 2021.09.00
October 25, 2021



Exterior Perspective



Exterior Perspective

[Skip to main content](#)



New Construction

Thank You

Your application has been saved. You will receive an email notification that includes a link to make subsequent changes to this application.

Application Number: **FOE-C9885-27072**

Program: **New Construction**

Sponsor: **Focus on Energy**

Created By: **Mark Binkowski on 7/6/2022 10:27:55 AM**

Project Name: **St. John's Redevelopment**

Project Location: **322 East Washington Avenue
Madison, WI 53703**

Business Customer: **St. John's Lutheran Church**

Your unique application number is listed below:

FOE-C9885-27072

You can make additional updates to your application at any time by clicking the above application number. You will also receive a confirmation email that contains this link to allow you to make further modifications.

[Return to Application](#)

ERROR fo
Invalid do

Help

From: [Kirchgatter, Jenny](#)
To: [Mark Binkowski](#)
Subject: RE: St John's Site - Follow Up Question
Date: Monday, July 12, 2021 8:04:13 AM

Hi Mark,

What you are proposing seems to work under the UMX district, so a rezoning will **not** be needed. It will need a demo, conditional use and CSM, but not a rezoning.

Jenny Kirchgatter
Assistant Zoning Administrator

(608) 266-4429

jkirchgatter@cityofmadison.com

<https://www.cityofmadison.com/dpced/bi/coronavirus/3393/>

<https://www.cityofmadison.com/health-safety/coronavirus>

From: Mark Binkowski <mbinkowski@uli.com>
Sent: Saturday, July 10, 2021 12:36 PM
To: Kirchgatter, Jenny <JKirchgatter@cityofmadison.com>
Subject: St John's Site - Follow Up Question

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Jenny,

I was discussing our potential project with Julie Spears after the group conversation that we all had. Julie and Ethan seem to recall you stating that a re-zoning of the site WOULD be required. My recollection from the discussion is that with the current UMX zoning what we are proposing is allowable and no rezoning would be needed.

Can you please confirm which is correct so I can touch base with Julie to ensure we are all on the same page.

Thanks so much. I hope you have a great weekend!

Mark

2022 Affordable Housing Fund-Tax Credit RFP

Supplemental Application Questions

St. John's Lutheran Church St. John's Lutheran Church Redevelopment

Response Submission Due Date: August 17, 2022 NOON

Instructions to Applicants:

Please respond *briefly and succinctly* to the questions below in-line, unless otherwise specified (e.g. additional documentation requested). Maximum 1/3 a page per question. Please use this Word document to record your answers and return this completed document to cddapplications@cityofmadison.com. Please cc: jspears@cityofmadison.com. We ask that you refrain from submitting additional documentation not specifically requested at this time or using alternative formats.

Questions:

A. Land Use and Community Engagement

- 1. Please describe the feedback that you received from the Development Assistance Team (DAT) presentation.**

Response: The feedback received during the DAT meeting focused on specific project requirements as noted below. Staff acknowledged that the project meets the applicable City plans and zoning code. Staff noted that along E Wash they will require a 6' sidewalk + 8' terrace. They also noted the need for a Developer's Agreement between the project and the City, CSM, TDMP and an access agreement with the neighbors for this project. The development team has already planned on all these items. Sean Malloy stated that the City would consider looking at making Hancock St two ways, but would like to review the traffic engineering analysis before having those discussions. (This analysis is underway by KL Engineering with expected delivery date of early September.)

B. Energy Efficiency

- 1. The City expects awardees to continue working with Focus on Energy's New Construction Energy Design Assistance throughout the building design process. The City will incorporate commitments into the term sheet.**
 - a. Please attach the Results Report and Bundle Requirements Document from the Whole Building Analysis. If the Report is not yet available, please provide an update on the status and send ASAP no later than NOON on September 8, 2022.**
 - b. What percentage of projected Energy Use Intensity (EUI) saving calculated over the baseline energy code is anticipated? (Note: 20% required.)**
 - c. What is the highest feasible Bundle Level to which this project can commit?**

Response: The development team submitted a preliminary application to Focus on Energy on July 6, 2022. At that time both Jeff Glover and Dorene Schink noted that a project manager would be assigned to the project who would reach out regarding next steps. A follow up email was sent on August 11th to both Dorene and Jeff. As of the date of this response, no follow up contact has been received from Focus on Energy. Therefore, the Results Report and

Bundle Requirements are not yet available. The team acknowledges the City's deadline of September 8th and has relayed that to Focus on Energy. Every possible effort within our control will be made to make the requested reports available by that deadline.

C. Renewable Energy

1. Please summarize any feedback provided by Focus on Energy's Renewable Energy team on the project's proposed PV solar array system and sizing. NOTE: Developments awarded funding through this RFP must commit to a minimum 30kW PV system unless deemed infeasible due to location. Please confirm acknowledgment of this requirement.

Response: Please see the previous response regarding the current state of our engagement efforts with Focus on Energy. The development team acknowledges the City's 30kW PV system requirement and is committed to working with Focus on Energy to understand the feasibility of sizing a PV solar array.

2. Will the proposed project incorporate any Renewable Energy systems in addition to the minimum 30 kW solar photovoltaics (PV)? e.g., solar thermal, biogas, biomass and wind). Please describe.

Response: The development team will work with Focus on Energy to analyze and understand whether any other renewable energy systems are feasible. The team is exploring opportunities to capture and re-use rainwater to irrigate the gardens and planters throughout. It is unlikely that any other large scale renewable energy systems are feasible considering the sites location as a dense urban infill project just blocks from the Capitol Square. For example, placing a wind turbine on top of the building would intrude into the Capitol View Height Limit, and the depth of the water table is not likely to allow for geothermal loops beneath the building.

D. Sustainable Building Design Elements

1. Please describe the Sustainable Building Design Elements and strategies that will be incorporated into the proposed project as referenced in the [AIA Framework for Design Excellence](#). Relevant elements and strategies include, but are not limited to
 - a. Design for equitable communities
 - b. Optimize energy use
 - c. Protect and conserve water
 - d. Optimize building space and material use
 - e. Enhance indoor environmental quality (IEQ)
 - f. Optimize operational and maintenance practices.

Response: The project has been designed to address a number of the AIA's Framework for Design Excellence goals and criteria. By constructing affordable housing near the Capitol Square, where it is sorely lacking, the project is contributing to the creation of a diverse and more accessible downtown, one of the main focuses for Design for Equitable Communities. Further, by limiting the amount of vehicle parking created the development will help reduce single occupant vehicle trips, limiting both congestion and pollution caused by too many vehicles and thus helping the City to Design for Change per the AIA Framework. St. John's is approaching the project as a long-term owner, therefore prioritizing more durable and

natural materials including brick and stone, which have longer lifespans. Coupled with exploring opportunities to preserve and re-use St. John’s existing furnishings and finishes, this focus is in line with the AIA Framework for Design for Resources. Through engagement with Focus on Energy the development team will look at opportunities to minimize energy and water usage. The building will comply with the City’s stormwater ordinance, including the creation of green roofs on the 2nd floor terrace. LED lighting, high efficiency mechanical systems, recyclable materials, efficient plumbing fixtures and energy star appliances will all be used in an effort to maximize the building’s energy efficiency, in keeping with AIA best practices.

E. Unit Mix

1. Please double check the totals on the unit and resubmit making sure all columns and rows add correctly with sub-totals for affordable (<60%) units and total units.

Response: Please note that the unit mix chart in Section 49 of the AHF application has automatic totals that were not calculating correctly. An updated unit mix, after taking into account the changes noted in Section F below, is as follows:

	Studios / Junior 1 BR	1 BR	2 BR	3 BR	TOTAL
< 30% CMI	16	10	0	0	26
< 50% CMI	18	24	11	1	54
< 60% CMI	8	9	11	0	28
Affordable Subtotal:	42	43	22	1	108
MARKET	0	10	12	0	22
Total:	42	53	34	1	130

F. Supportive Housing Units (SHU’s)/Supportive Housing Partnerships

1. The application indicates 22 Supporting Housing Units (SHU’s) which is 17%. This RFP requires a minimum of 20% of the units be income and rent-restricted to 30% AMI, i.e., 26 units. Adding SHU’s would also maximize the critical points in this category, which may be needed to make this project competitive. Please resubmit unit mix making adjustments to accommodate this requirement.

Response: Pursuant to the above unit mix (Section E), the development team has shifted 4 of the studio / junior 1-bedroom units from 50% CMI to 30% CMI. That brings the total number of 30% CMI units to 26, or 20% of the total units in the project. All of the 30% CMI units will be integrated supportive housing units, as will an additional 8 of the 50% CMI units. Although the integrated supportive housing services are intended to serve those 34 units, all residents in the building will have access to these services. Included with this submittal is an updated WHEDA self-score sheet from the RFP, which now shows an estimated score of 195 (was previously 192).

G. Property Management

1. Detail your experience in successfully utilizing alternatives to eviction, both pre- and post filing, such as mediation, payment plans, etc.

2. The Property Manager listed is Urban Land Interests, which does not appear on WHEDA's certified manager list. Has ULI been more recently recertified?

Response: ULI has successfully worked with a multitude of tenants, both in affordable and market units, throughout its portfolio to successfully avoid eviction. Most recently, job losses at the start of the covid pandemic created several challenging situations. As a practice, ULI will work with tenants to create reasonable payment plans or look at options to relocate them to a less expensive unit. As a practice, ULI does not look to quickly evict tenants for simply falling a month or two behind on rent.

Response: Urban Land Interests is currently preparing the required paperwork to receive up to date certification from WHEDA as a property manager. That application will be made prior to the September 1, 2022 deadline. Given ULI's past experience with some of its projects outside of the City of Madison, ULI does not anticipate any issues in securing current certification.

H. Scoring

1. If WHEDA releases QAP & Self-Score by 8/17/22, please include updated score. If the QAP & Self-Score are not released by then, please plan to send an updated score ASAP/within a week of publication.

Response: Understood. An updated self-score will be submitted as quickly as possible after WHEDA issues the new QAP.

I. Financing

1. Underground parking at \$155-175 per month for appears high for affordable housing albeit downtown. Affordable housing developments are increasingly offering a sliding scale and/or lower parking cost for 30% AMI units, e.g., \$100 and \$200, that ultimately nets little to no difference in overall income. Could St. John's explore an equitable parking cost arrangement with this development?

Response: St. John's proposed project is in the heart of downtown Madison within walking distance of multiple employers, grocery stores, pharmacies, and entertainment venues. It is also located adjacent to the Mifflin bike boulevard and on East Washington Ave., the future home of BRT and a current major bus line. The development team is also exploring options for a car-sharing program. All of these allow tenants to walk, bike or bus to work and recreation, and relieve them of the significant transportation expenses facing low-income tenants who are forced to live outside of the downtown core. Because of the location and access to other more sustainable and cost-effective methods of transportation, a reduced amount of parking is being built with the goal of encouraging tenants to utilize these other modes of transportation. The project team is open to exploring the option of staggering parking costs assuming close to the same overall income can be maintained so that it is economically feasible to do so. The development and property management team will work to promote other means of transportation to help prospective tenants understand their availability and the potential economic benefits.

J. Relocation

1. Please review Wisconsin Relocation Requirements for Businesses, Farms & Non-Profit Organizations ([link](#)) and confirm the relevant requirements in regards to the existing

tenant organizations. It is understood that tenants will be offered an option to return to the new development. Please consult with Department of Administration Relocation Assistance staff as necessary. Please briefly summarize the applicable requirements, process and anticipated related costs which would need to be included in the budget.

Response: The development has reviewed the DoA information on relocation assistance and does not believe those specific requirements to be applicable in this situation as St. John's is a private organization and owns the property free and clear. The Church has been working with its partnering organizations to make them aware of the pending disruption and in the past two years has refrained from making long term commitments due to the likelihood of this project. The Church itself is working to identify alternative space for its congregational worship during the construction period. One of the few benefits of the covid-pandemic is that it forced the Church and its membership to become accustomed to holding services over zoom, a practice which will continue.

72. Please provide your estimated **WHEDA self-score** in the table provided. Projects already in receipt of a tax credit award do not need to complete a self-score.

PLEASE NOTE: This self-score is from 2021-22 QAP. As of the time of RFP Publication, WHEDA has not yet published updated information based on the 2023-4 QAP. If WHEDA publishes an updated self-score prior to application due date, applicant should revise or replace this table accordingly.

Scoring Category	Max Points	Projected Points
1. Lower-Income Areas	5	0
2. Energy Efficiency and Sustainability	20	20
3. Mixed-Income Incentive	12	12
4. Serves Large Families (Three-bedroom or larger units)	5	0
5. Serves Lowest-Income Residents	60	60
6. Supportive Housing	15	15
7. Veterans Housing	5	5
8. Rehab/Neighborhood Stabilization	25	0
9. Universal Design	18	18
10. Financial Leverage	36	36
11. Eventual Tenant Ownership	3	0
12. Development Team	12	5
13. Areas of Economic Opportunity	28	12
Median Income	-5-	0
School District (Family-Only)	-5-	0
High Need Area/Respondent to RFQ	-5-	0
Avg. Renter Household Paying >30% on Housing	-5-	3
Access to Services & Amenities	-10-	9
14. Rural Areas Without Recent HTC Awards	8	0
15. Workforce Housing Communities	12	12
16. Community Service Facilities	5	0
TOTAL	269	195