



**GICH FALL RETREAT:
Sophomore Team Reports**



Madison Housing Opportunity Commission **2016**

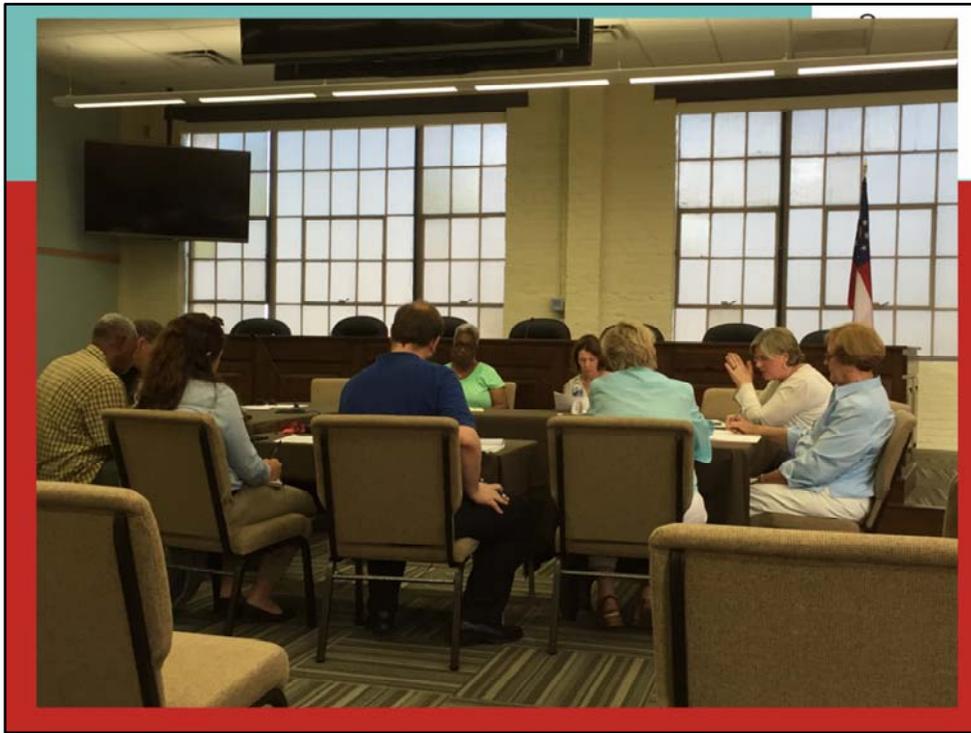


The graphic features a teal header with a yellow house icon on the left and the text "GICH FALL RETREAT" in white. On the right is the Madison Housing Opportunity Commission logo, which includes a house, trees, and the text "MADISON HOUSING OPPORTUNITY COMMISSION". Below the header is a red section with the title "SOPHOMORE WORK PLAN" in white. This section contains three bullet points, each with a teal square icon:

- GICH TEAM WORKSESSIONS**
- Focus – Concentrated upon two goals and six objectives; Assigned task items
- GICH TEAM SUBCOMMITTEES**
- Divide and conquer - created three standing work groups: 1) Existing Building Stock, 2) Neighborhood Engagement, and 3) Future Residential Use.
- GICH TEAM PARTICIPATION**
- Participated in Comprehensive Planning, attending series of Neighborhood Forum.

Since the Spring Retreat in Dublin, Madison’s GICH Team has continued to **WORK THE PLAN!**

In review, we have 3 strong working committees formed from the GICH Team and drawing upon others as needed to accomplish the work objectives.



On the second Thursday of the month, we gather collectively to share progress reports, stay on track, share the work load, and stay on plan.

We are committed to:

GOAL 1 - STABLE, VITAL AND CONNECTED EXISTING NEIGHBORHOODS

GOAL 2 – SUSTAINABLE DEVELOPMENT OF COMMUNITY HOUSING

Committee Work

Existing Building Stock

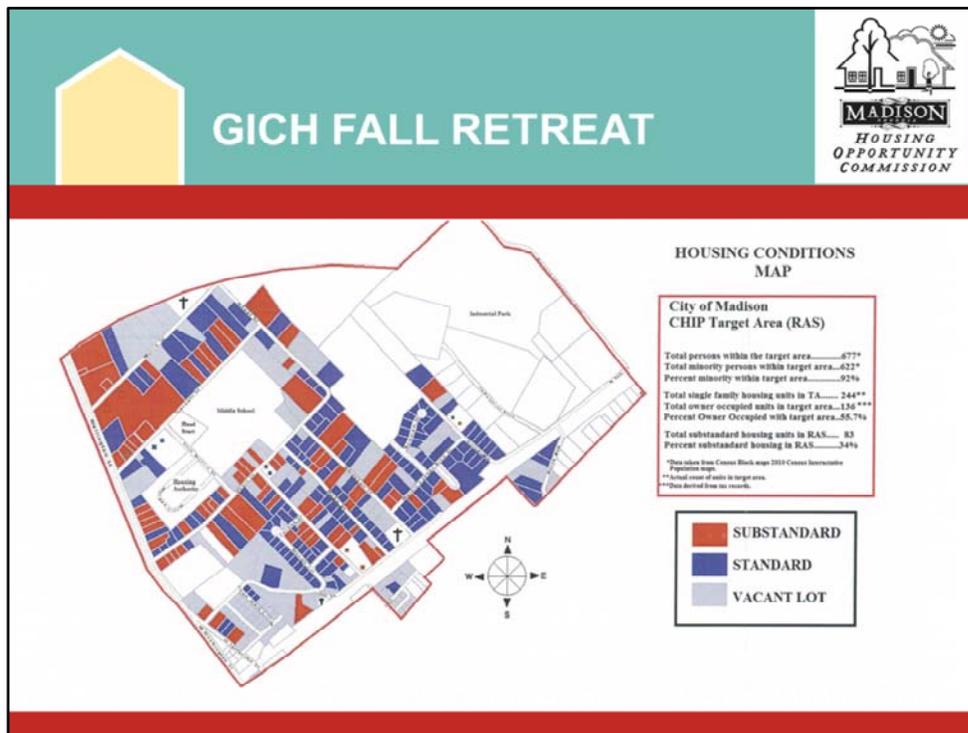
- **Rehabilitation Grants**
 - Prioritized buildings for CHIP participation
 - Prioritized buildings for CDBG participation
 - Developed partnerships to address other housing needs
 - Solicited 10% leverage for both housing grant programs

MADISON HOUSING OPPORTUNITY COMMISSION

The Existing Building Committee has taken more than baby steps toward improving housing conditions.

The committee continues to followup with the Code Enforcement Officer to reduce the number of houses that have been deemed beyond rehabilitation. There are less than a dozen presently.

Of highest priority for this year, the committee assisted our grant writer – Sherry Kurtz of Grant Specialists of Georgia, Inc. – with prioritization of deteriorated buildings within our Target Area in pursuit of CHIP and CDBG housing funds.



Our Target Area, locally known as the Canaan Neighborhood, is currently experiencing 44% poverty and constitutes the residential bulk of the Downtown Urban Redevelopment Area. Of the Revitalization Strategy Area, 83 homes (34%) are denoted as substandard.

The GICH Team is strategically addressing housing conditions in this area in four phases, starting first along Pearl and Burney streets – the oldest developed portion of this area.



The committee was successful in building partnerships and garnering local support sufficient to leverage rehabilitation funding.

The first exciting announcement was Madison's receipt of a CHIP grant in May, \$306,000 for use in the Target Area.



Committee Work



Existing Building Stock

- **Rehabilitation Grants**
 - First United Methodist Church - \$15,000 (3 yr commitment)
 - The Gathering Church - \$5,000
 - City In-Kind - \$10,000
 - CHIP Grant - \$306,000
 - CDBG Grant - \$500,000
 - Phase I: 1/4-1/3 of Target Area's substandard housing units



Thanks to commitments from the grant writer, the City of Madison, and two local congregations, Madison was also pleased to be the recipient of a \$500,000 Community Development Block Grant.

Thus, with \$806,000, the community should be able to address at least one quarter of the identified substandard housing units within the Target Area.

Committee Work

Neighborhood Engagement

- Affirmative Marketing Initiative**

MADISON newsletter snippet:

CHIPping-In for Better Housing

HOUSING OPPORTUNITY COMMISSION

CANAAN HISTORIC NEIGHBORHOOD

ATTENTION: GRANT FUNDS FOR HOUSING IMPROVEMENTS

Improving Living Conditions

Your GCHC Team At Work

The Neighborhood Engagement committee has taken the ball labeled Affirmative Marketing and run with it! From signs for the participating households, to lobby posters and newsletter articles, and finally door-to-door distribution of awareness door hangers.... the committee is getting the word out that rehabilitation funds are available.

Awareness of funding program is only part of the “good word.”



Committee Work



■ Neighborhood Engagement

• Partner - Local Mission!

- Madison Baptist Church
 - 1 persistent church leader
 - 30 caring volunteers
 - 4 long and hot hours
 - 5 deserving households
- Great GICH Support
 - Household selection
 - Connection
 - Supplies & Logistics



The committee has also been engaging the neighborhood in other ways – working with the block captains to select and supply a local summer mission program. Church volunteers lent energy and expertise to households in need of primarily unskilled labor tasks – cleaning out gutters, caulking bathtubs, bulk materials to the curb, etc. – for elderly or disabled residents.

Madison Baptist has already committed to returning late fall. With one church offering to help their own neighbors, another has already volunteered!



Committee Work



Neighborhood Engagement

- **Plan Ahead**
 - Pearl-Burney Community Room Equipment (USDA – RDBG)
 - Love-Thy-Neighbor 1st Neighborhood Action Group
 - Legal Aid Workshop
 - Tot Lot Fundraiser



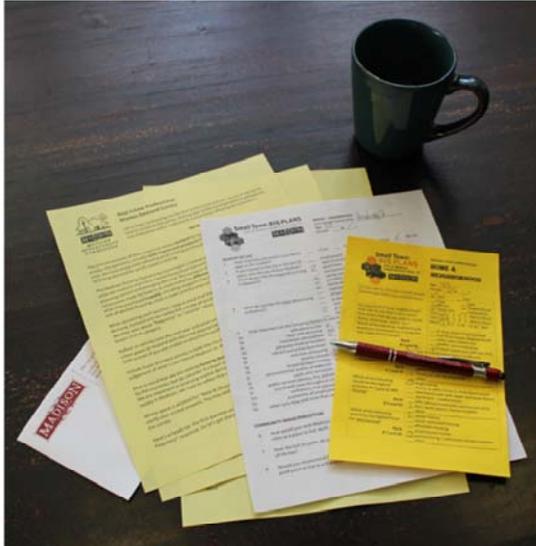
What's next for those stalwart committee members? They are busily stocking our neighborhood meeting room, assisting the neighborhood group with forming a 501c3 and checking account, establishing a legal aid workshop to proactively address their property, and initiating a fundraiser for a neighborhood tot lot.

Whew!



Committee Work





Future Residential Use

- **Needs Assessment**
 - Real Estate Professional Buyer Demand Survey
 - Recent Home Buyer Demand Survey

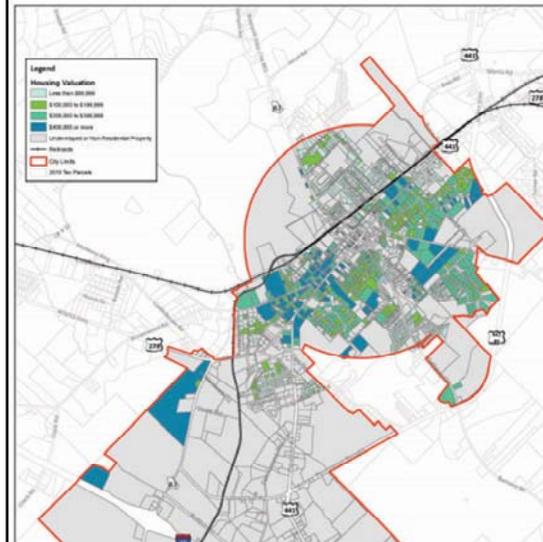
- **Community Survey**
 - Comp Plan Q-o-L Survey
 - Home & Neighborhood Questionnaire

The Future Residential committee has completed its first needs assessment with its Buyer Demand Survey, distributed to local real estate professionals. Additionally, they have prepared a Recent Homebuyer Satisfaction Survey, to be distributed on Oct 1 to all buyers within the last year in the Madison environs.

Good housing feedback has also been recorded as part of Comprehensive Planning public participation, including the Quality of Life Survey and the focused Home & Neighborhood Questionnaire.



Committee Work



Future Residential Use

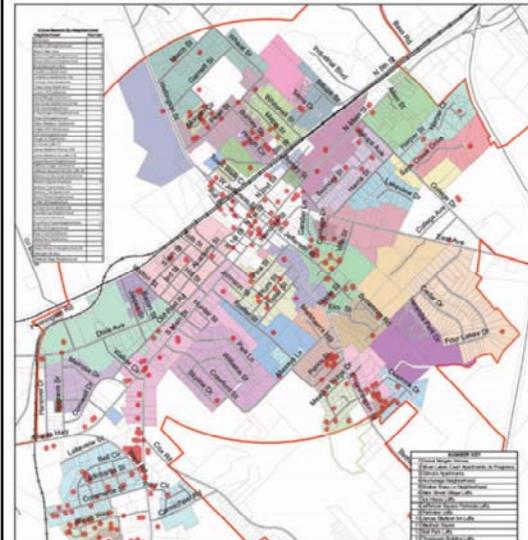
- **Housing Assessment Maps**

- Unit Types
- Condition
- Vacancy
- New Starts & Distribution
- Valuation

The GICH Team co-hosted the Home & Neighborhood Open House, sharing gathered information from the housing assessment by the Planning Department, as well as GICH Team objectives and accomplishments to date.



Committee Work



Future Residential Use

- **Neighborhood Maps**

- Addresses
- Vacant Lots & Undeveloped Properties
- Park Service Areas
- Sidewalk Connectivity
- Structure Fires
- Crime Incidents

Additional information collected by the Planning Department as part of Comprehensive Planning has been useful to both the GICH Team and to the participating public. For instance, shown here is a crime incidence map. Is your neighborhood really unsafe or is that just a perception? Let's talk.



So.... What's trending right now in housing? Downtown Madison!

The City is delighted to have three new housing options coming on-line – a 7-unit townhouse rehabilitation of an industrial building, a 45-unit assisted living center rehabilitation of a 3-story office building, and a new 44-unit low-mod senior housing complex – Madison's first LIHTC project! All three are in the Main Street Service Area and the Madison Historic District, so context-based housing is the key.

 **Committee Work**





- **First LITHC & Leed Project**
 - + 44 Senior Units
 - + \$6.5M Investment
 - Inside Urban
Redevelopment Area

Our excitement at the groundbreaking for Silver Lakes Court was palpable amongst Parallel Housing, The WODA Group, Mayor & Council, the Downtown Development Authority, and the GICH Team. Also involved in the progress of this project – the Greenspace Conservation Commission (who is getting a short trail connector / ADA / pedestrian access point for Wellington Park) and the Historic Preservation Commission (who insure higher design considerations and appropriate materials).



Our pride at the fieldtrip upon project completion – PRICELESS! Occupancy is taking place now.

Housing opportunities take time and patience.... and focus... Madison's GICH Team is leading the way.



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