

2500 West Fond du Lac Avenue Apartments

2501 – 2513 West Fond du Lac Avenue

Operating Plan Summary

2500 West Fond du Lac Avenue Apartments ("Fond du Lac") will create a total of 45 new studio and one-bedroom apartments for low- and very-low income individuals in Milwaukee's Near Northwest Side community. The Fond du Lac development has proposed to integrate housing with services designed to support residents' self-sufficiency. The team of Heartland Housing, Inc. ("Heartland") and St. Ben's Community Meal ("St. Ben's") have outlined the following operating guidelines to ensure that the Fond du Lac best serves its residents and the community. These will continue to be refined as the project concept solidifies.

Unit & Income Mix

The Fond du Lac will target a variety of households that need affordable housing, ranging from individuals who recently experienced homelessness to working adults unable to pay for a market rate apartment.

- The Fond du Lac will be comprised of studios and one-bedroom apartments.
- All units will have some form of rent and income restriction, in accordance with the project's goals and funding sources.
- Current plans are to set aside units for households earning 30% to 60% of the median income in Milwaukee County (CMI). In 2009, a one person household would need to make less than \$14,850 to \$29,700 to qualify for each type of unit, respectively.
- Tenants residing in units with rent subsidies (such as project-based Section 8) will be responsible for paying rent equal to 30% of their monthly gross income, up to the maximum allowable rent.
- Tenants residing in units without rent subsidies will be responsible for paying the full rent, for which the Wisconsin Housing and Economic Development Authority sets a maximum.

Resident Selection

- As owner and property manager, Heartland will be the primary supervisor of resident selection. St. Ben's will play an advisory role.
- Heartland will market the units through local newspaper ads, building signage, community outreach, as well as through connections established with St. Ben's and the supportive service provider. St. Ben's will provide the majority of referrals for prospective residents who need this form of housing.
- Tenant selection will include a written application, interviews, income verification and a background review. Credit and financial standing, as well as criminal convictions and current drug use, will be considered in the application process.
- For units without rent subsidies, the applicant's financial ability to pay his/her rent will be assessed in the context of his/her credit and employment history and prospects for future income.



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Management

The Fond du Lac management plan will follow Heartland's proven housing model, which is based on maintaining affordability and encouraging advisory resident participation. The Heartland approach has been critically important in addressing problems that might prove disruptive to the building or cause a resident to lose his/her housing.

- Heartland is responsible for property operations oversight. As the property manager, Heartland will work closely with St. Ben's and the supportive service provider to resolve any resident and community issues that may arise.
- Heartland will be responsible for building operations, including building administration, rent collections and billing, and maintenance. The property manager will oversee these operations.
- Tenants will sign leases for a minimum of a one-year period; income recertification will occur annually at the time of the lease renewal, or as funding sources require.
- Heartland's occupancy standards will comply with federal, state and local occupancy standards, and/ or laws related to fair housing and civil rights laws, as well as landlord-tenant laws and zoning restrictions. For the purposes of the Fond du Lac, a studio will accommodate no more than one person, and a one-bedroom will accommodate no more than two persons.

Service Plan

St. Ben's will oversee case management and other service activities proposed for Fond du Lac residents. St. Ben's and Heartland have selected The Guest House of Milwaukee, Inc., one of Milwaukee's leading supportive service providers with over 20 years of experience, to provide supportive services at the Development.

- The focus of case management will be to foster a resident's self-sufficiency, particularly as it relates to his/her ability to maintain their housing. The case manager will help the resident establish and meet personal objectives by connecting him/her to appropriate community resources and services.
- Supportive services will be provided on a voluntary basis. The case manager will be accessible at their offices within the Fond du Lac, which should contribute to high participation rates, and ultimately, positive outcomes for residents.



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