



Local Approaches to Affordable Housing

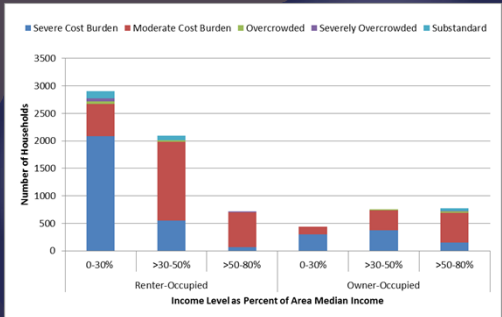
1. Background
2. Local Resources
3. Lessons Learned

By Caroline Gregerson, Community Development Administrator
City of La Crosse (Planning and Development Department)

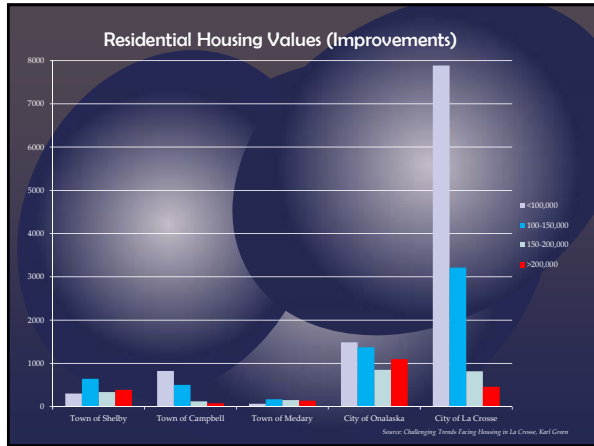
Housing Challenges

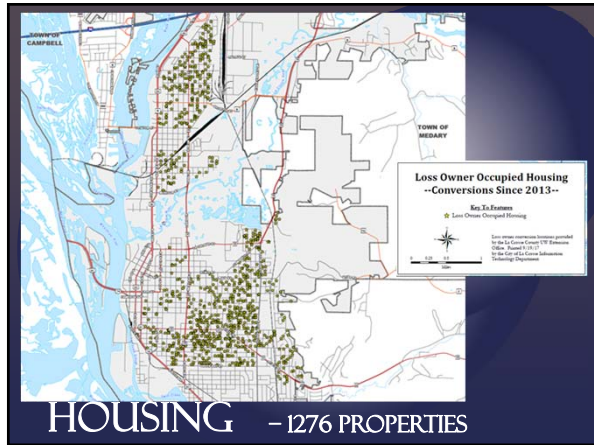
- Housing 53% of the tax base
- There are about 13,000 1-3 unit homes in the city of La Crosse
- 64% of the housing stock (8,000 homes) in the city are valued below \$100,000
- Over 1,000 homes have an improvement value below \$50,000

Background



La Crosse Households :
 - 54% of all of the City's renters have unaffordable housing
 - 18% of all of the City's homeowners have unaffordable housing



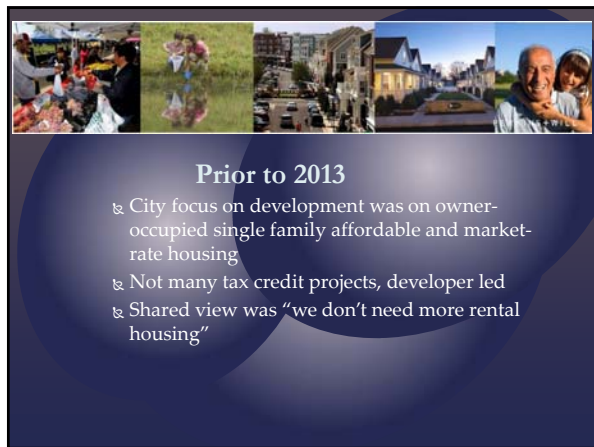


NUMBER OF PEOPLE EXPERIENCING HOMELESSNESS

Coulee	Total Number	% Change
2014	1289	
2015	1347	Increase 4.5%
2016	1164	Decrease 13.5%
2017	1000	Decrease 14%









Post 2013

- ↳ New City Leadership
- ↳ Analysis of Impediments to Fair Housing (2011)
- ↳ New 5-Year CDBG/HOME Consolidated Plan
- ↳ 2013 Stakeholder meeting "Affordable Housing and Revitalizing Neighborhoods Forum"
- ↳ Researched what other cities were doing

Change

1. Set Affordable Housing Goals and Hold Ourselves Accountable
2. Developers Roundtable and Tours
3. Set-aside City Resources to support Affordable Multi-Family Projects (LIHTC) (to date: \$2 million in CDBG and \$585,000 in TIF)
4. City Staff Trained in Multi-Family Underwriting
5. Remain focused on city priorities: Redevelopment, Permanent Housing for Homeless, Mixed-Income
6. Provide Political Support for Projects



City of La Crosse Goal: Finance 200 units of high quality, affordable, mixed-income housing by 2020
60 units completed + 100 units planned = 160 UNITS



Homelessness
↓ 14%



Lessons Learned

1. Listen to developers
2. Meet with neighbors early
3. Identify sites, especially historic ones
4. Homeless Set-Aside Doable but Complex
5. Simplify loan terms
6. Tell your success stories



www.grandriverwisconsin.com
