

# YES IN MY BACKYARD!

**Carlin Smith**

Leadership Team Member, Little  
Traverse Bay Housing Partnership  
(Emmet County)

Board Member, Housing North



# THEY'RE KNOWN BY MANY NAMES....

**NIMBY**



Not In My Back Yard

**CAVE**



Citizens Against Virtually Everything

**BANANA**



Build Absolutely Nothing, Anewhere, Near Ananything



# LITTLE TRAVERSE BAY HOUSING PARTNERSHIP



## Emmet County

- PLUS,
- Local Units of Government
  - Business Leaders
  - Real Estate
  - Clergy





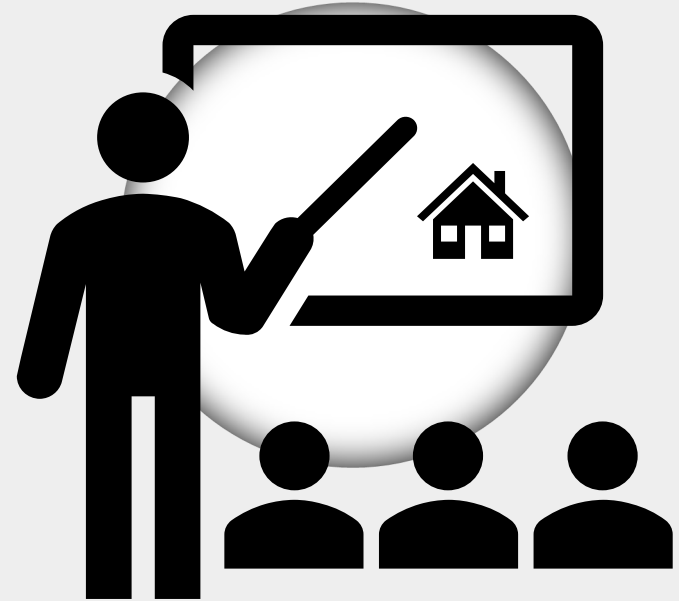
# ADVOCACY PLAN

Make it so they can't say 'No'

- Education, Education, Education
- Build Your Army
- Assemble the Facts
- Build Your Relationships (Know Your Friends, Know Your Enemies)
- BE THERE!

# TAKE YOUR SHOW ON THE ROAD

- Service Club Circuit
- Planning Commissions
- City Councils
- Emmet Association of Realtors
- United Methodist Women
- Private Groups





## BUILD YOUR ARMY

Advocacy  
Training,  
January, 2020  
NCCMC

# ASSEMBLE THE FACTS



Lofts at Lumber Square, Petoskey



Victories Square, Petoskey

## DAZZLE 'EM WITH DATA



DONATE NOW

Phone: 231.335.1685  
info@housingnorth.org



2020 HOUSING SUMMIT

HOUSES FOR OUR FUTURE  
FIND OUT MORE!

Creating pathways and partnerships for housing in Northwest Michigan.

HOUSING DATA

www.housingnorth.org



## NORTHWEST MICHIGAN TARGET MARKET ANALYSIS

The Northwest Michigan Target Market Analysis, conducted by market analyst LandUse USA and coordinated by Networks Northwest and Housing North, shows the potential demand for new units in each county, city, and village in Northwest Lower Michigan through 2024.



- AMP FACT SHEET Antrim County
- AMP FACT SHEET Benzie County
- AMP FACT SHEET Charlevoix County
- AMP FACT SHEET Emmet County
- AMP FACT SHEET Grand Traverse County
- AMP FACT SHEET Kalkaska County
- AMP FACT SHEET Leelanau County
- AMP FACT SHEET Manistee County
- AMP FACT SHEET Missaukee County
- AMP FACT SHEET Wexford County
- AMP FACT SHEET Ten County Summary

# THE LOFTS AT LUMBER SQUARE FACT SHEET



## PROJECT INFORMATION:

- Project Name: The Lofts at Lumber Square
- Located at 900 Emmet Street, commonly known as the Hanky Lumber Property, or the Gruler Property. The project is in the City Limits of the City of Petoskey.
- 60 Units Total
  - 15 one-bedroom apartments
  - 30 two-bedroom apartments
  - 15 three-bedroom apartments
- All units will be reserved for eligible low and moderate income households earning between 30% and 80% of the area median income.
  - For a two-person household, this equates to \$16,950 at the low end, and \$45,200 at the high end
  - Rents will range from a low of \$316 for a one-bedroom unit to a high of \$925 for a three-bedroom unit.
- 68 parking spaces
- Lobby/Community Space
- Courtyard/Patio area
- Some units will have balconies
- 1.5 acres
- Three stories
- Developer is Haan Development, based in Harbor Springs
- Estimated cost of the project is \$15 million



**Zoning:** The parcel is part of the B2B Mixed Use Corridor which permits multi-family residential units. The height of the project falls within city height limits. The developer does not intend to request any variances or special use permits. All utilities are available on site.

**Housing Needs:** A Target Market Analysis commissioned by Housing North in 2019 shows that Emmet County will need as many as 1,825 newly constructed or converted rental units to satisfy demand through 2025. Specifically, in the City of Petoskey, for those with household incomes of \$40,000 or less, equating to rents of \$1,000 or less, the rental demand is 502 units. (Source: LandUseUSA on behalf of Housing North and Networks Northwest. Data Sources: American Community Survey; ExperianDecision Analytics.)

**Financing Sources:** To make the project financially feasible, the developer will use the following resources:

- Equity from the sale of Low Income Housing Tax Credits (Their plan is to apply through MSHDA in its Oct. 2020 Funding Round)
- Rural Development 538 Guaranteed Loan Funds
- EGLE Brownfield Redevelopment Funds
- Developer's Equity

**Payment in Lieu of Taxes (PILOT):** The developer is also requesting a 10% PILOT of the City of Petoskey. A PILOT is a payment made to compensate a unit of government in place of a traditional tax levy.

- PILOTS encourage the development or rehabilitation of affordable housing
- PILOTS help make the project feasible and allow for rents in a more affordable range
- PILOTS demonstrate community participation as the developer applies for other sources of funding and is particularly important as a positive criterion in the MSHDA evaluation of proposals.
- PILOTS have been used to assist other projects in the city including:
  - Riverview Terrace, 1977 and amended in 2006
  - Traverse Woods, 2010
  - Harbor Village Family, 2019
  - Harbor Village Senior I, 2019
  - Harbor Village Senior II, 1991-1992, then blended with others in 2019

## Revenue Impacts on City of Petoskey:

- 2019 Taxes paid on the property totaled: \$6,748
- Estimated taxes paid, including PILOT, in year one would be: \$31,032 (increase of \$24,284)
- Total additional tax revenue in first 15 years is estimated at \$528,028
- The City will also benefit through increased water/sewer revenue and increased electric revenue amounting to between \$57,000 and \$75,000 per year
- The total increase in city revenue over the first 15-years through the PILOT and increased utility fees would exceed \$1.5 million

**Redevelopment Readiness Community:** As part of the Redevelopment Readiness Community application process, the city staff developed and City Council approved the *City of Petoskey Economic Development Strategic Plan, A Framework for Creating Businesses, Jobs and Housing, updated May 5, 2020*. In this plan:

- The Old Town Emmet Neighborhood is identified as a Redevelopment Priority. *“The Old Town Emmet Neighborhood has many attributes to be built upon creating great potential to transform the neighborhood to a vibrant, pedestrian-friendly and diverse neighborhood where small shops and a wide array of housing opportunities exist side by side. The City will continue to prioritize this area to incentivize development through economic development initiatives and strong investment in public infrastructure. The Public Works Director, City Planner, and City Manager are committed to seeing this area reach its full potential. P. 21*
- 900 Emmet Street (Gruler Property) is specifically identified in the strategic plan as a Priority Redevelopment Site
  - A lumberyard closed there in the late 1980’s and it has been primarily vacant or under-utilized for 30-years
  - The property is mostly vacant with no occupied existing structures
- This site is environmentally contaminated and will be cleaned up



**City Amenities in the Old Town Emmet Neighborhood:**

- All utilities are available on site
- Emmet Street was fully reconstructed in 2017
- The Greenway Corridor was recently expanded to Old Town Emmet Neighborhood enhancing walkability and access to Downtown Petoskey
- Has nearby access to Little Traverse Wheelway, Bayfront Park, Bear River Valley Recreation Area, and North Country Trail
- Has a small convenience/grocery store on Emmet Street (Tom and Dick’s)

**Residents:** Eligible residents would need to be between 30% and 80% of Area Median Income (AMI). AMI in Emmet County currently ranges from \$49,000 to \$52,000/year. At \$50,000/year:

- 80% AMI = \$40,000/year (individually, \$19.23/hour)
- 50% AMI = \$25,000/year (individually \$12.02/hour)
- 30% AMI = \$15,000/year (individually \$7.21 hour if working full time)
- Types of jobs that fall within these parameters include:
  - Paramedic, Emmet County: Starts at \$17.50/hour
  - Landscape/Mowing Crew Member: \$12.00/hour
  - Retail Team Leaders/Cashiers/Clerks: \$10.00-\$17.00/hour
  - Clerical/Office Specialist/Medical Clinic Office Staff: \$12.00-\$16.00/hour
  - Restaurant Servers/Bartenders/Hospitality Workers

**Endorsements:** This project has been endorsed by:

- Little Traverse Bay Housing Partnership

# BE THERE!

## Tell a compelling story

- Who can talk to Whom, 1:1
- Who will be at the meeting?
- Who is going to emphasize which point?
- Can we get young people there?
- Can we get people there who have struggled to find housing?
- A Business Owner who can't find staff?



# CASE STUDY

- Media
- Social Media
- 1:1 Calls
- Attendance at City Council Meetings
- Attendance at Planning Commission Meetings





**“HOUSING  
DEVELOPMENT *IS*  
ECONOMIC  
DEVELOPMENT”**

**“Business needs talent.  
Talent needs community.  
Community needs business.”**

**-Matt McCauley, Networks Northwest**

Carlin Smith  
Consumers Energy  
[Carlin.smith@cmsenergy.com](mailto:Carlin.smith@cmsenergy.com)  
231-838-9174