



Bayview

RISING

A Capital Campaign
to Elevate Lives for
the Next 50 Years





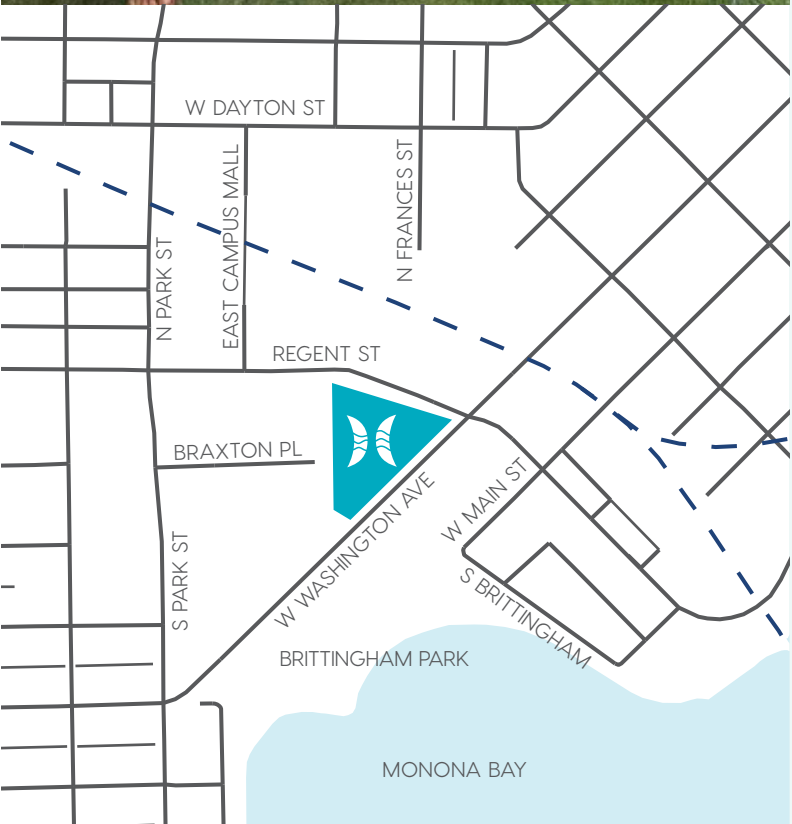
We Are Bayview

A DIFFERENT KIND OF NEIGHBORHOOD

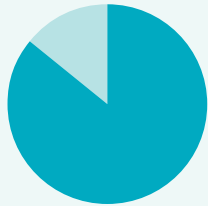
In the heart of downtown Madison, less than a mile from both the UW campus and the State Capitol, you'll find a unique and thriving community called Bayview.

Anyone who has spent time here will tell you—Bayview is special. People know one another's names. Kids from profoundly different backgrounds run around together and play. Townhouse patios are personalized, and lush community gardens yield varied harvests.

This unique neighborhood is grounded in a model for affordable housing that is much more than four walls and a roof. It's founded on generations of deeply connected and resident-centered community development.

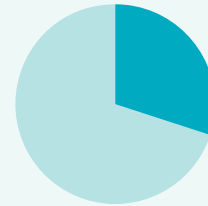


Bayview at a Glance



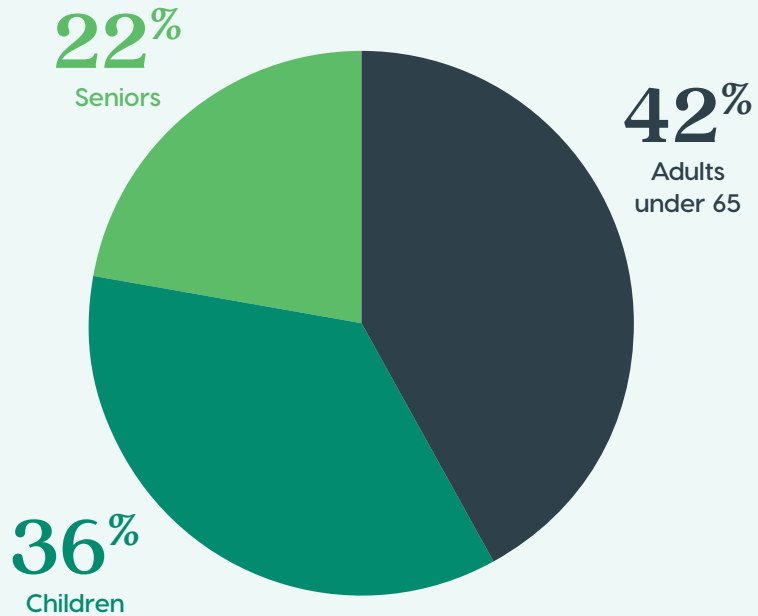
86%
of residents speak
English as a second
language

277
residents

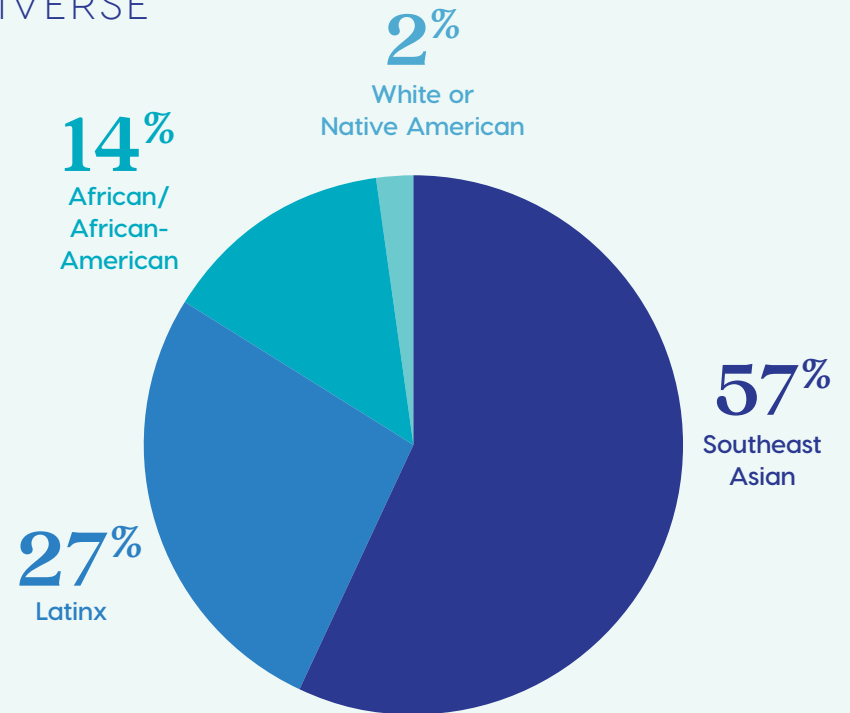


30%
of households
have a member
with a disability

MULTIGENERATIONAL



DIVERSE





“

At Bayview, I grew up in a neighborhood where people lifted one another up. Neighbors looked out for neighbors through thick and thin. I had friends with all different upbringings and participated in programming that shaped the person I am today.

NANCENY FANNY

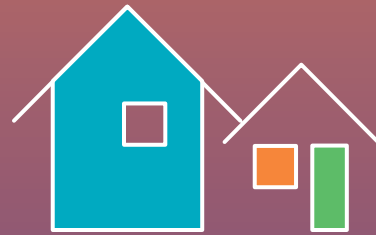
Former Bayview resident, current Edgewood College undergrad, and Bayview After-School Staff

The Keys to Bayview's Success



COMMUNITY CENTER

with multigenerational connection to
education, recreation, employment,
and community building



AFFORDABLE HOUSING

that grounds residents in
stability and security



ART AND PLACEMAKING

that lifts voices, honors differences,
and fortifies neighborhood ties

HOUSING

Since 1971, Bayview has been a place to grow roots, raise families, connect to the community, and thrive. Located in the historic Triangle Neighborhood, Bayview has long served as an anchor for affordable housing in downtown Madison, helping prevent displacement of the poor caused by rapid gentrification, and raising the next generation out of poverty.

93%

of current
households eligible for federal
housing assistance

which limits their rent
and utilities to

30%

of their income

\$15,000

average annual income of residents
who qualify for subsidy





COMMUNITY CENTER

Programs and services are offered to address neighborhood needs for youth programming, food access, resource and referral, adult education, health and wellness, and the arts.

Neighborhood kids receive homework help, arts programming, outdoor recreation, healthy meals, and field trips after school and during the summer.

Teens stop in to connect with friends and relax, get help with homework, participate in employment programs, volunteer, and work on college applications.

Seniors participate in programs that create bonds, reduce isolation, keep people moving and connected to the outdoors, and offer opportunities for community elders to share cultural traditions.

5,000
people served annually

75%
of Bayview residents
participate

100+
people served per day

3,000
hours of youth
programming annually

The Community Center partners with more than 50 community agencies that help Bayview connect children and adults with educational experiences and support services throughout the county.

ART AND PLACEMAKING

Community art, placemaking, and cultural programming elevate the voices of the people who live here, increase their connection to each other and the neighborhood, and demonstrate the importance of co-creating social change. Resident participation in every step of the process builds community bonds.



Completed in September 2017, La Mariposa de la Vida is a 19-foot-tall exterior mosaic mural created by more than 100 Bayview residents and facilitated by local mosaic artist Marcia Yapp with design leader, Tou Lor (pictured here). It symbolizes and celebrates themes of migration, transformation, family, culture, community, protection, education, growth, and wisdom.

Preparing for the Future

Bayview's model works. Families are moving out of poverty. Kids are succeeding in and out of school. And residents take part and pride in making their community a better place.

However, while the Bayview community thrives, its 50-year-old infrastructure is seriously aging, and a full redevelopment is the only financially feasible option for continuing to provide affordable housing and community services into the future. Other pressing needs for a rebuild include:

1 The current townhomes are not accessible to growing numbers of seniors wanting to age in place.

2 The need for affordable housing in Madison is at an all-time high, especially for low-income families of color.

3 The community center is already bursting at the seams, and there are many unmet needs in the area.

The time to rebuild Bayview is ideal given the availability of low-income housing tax credits, and state and local investments and financing options.



Bayview RISING

Securing Bayview's future

Opening our doors
to more neighbors

Preventing gentrification

Helping families
thrive for generations



THE REDEVELOPMENT PLAN

Creating a strong, equitable community begins with active and engaged residents. Resident input resulted in a vision and plan uniquely responsive to the cultural and individual needs of residents and the neighborhood at large.

NEW COMMUNITY CENTER

The new community center will extend its reach into the surrounding area with expanded programming and services available to everyone, including residents who reside in the neighboring public housing. New initiatives will address urgent and pressing inequities in regards to digital access, food security and racial justice.

120%

increase in square feet,
from 5,000 to 11,000

63%

increase in people
served annually,
from 5,000 to 8,000

50%

increase in hours
open annually,
from 4,000 to 6,000



MORE AFFORDABLE HOUSING

The redevelopment will **increase affordable housing for more than 200 people** through the addition of new, accessible apartments and right size dwellings for seniors and families. Bayview will be the first redevelopment of the Triangle and will serve as a model for growing affordable housing and averting gentrification downtown.

80%

increase in residents
from 277 to 500

+28

new units



ART EVERYWHERE

Public art and placemaking projects transform ordinary spaces and elevate peoples' spirits. Bayview will seek every opportunity to integrate art, history, and culture throughout the campus. Community members will work in tandem with local and regional artists to create gathering areas, play spaces, and more than 20 public artworks.

SUSTAINABLE FUTURE

High-achieving energy-efficiency measures will be incorporated into the project to decrease energy consumption, lower utility bills, protect the earth, and prepare for the next 50 years.

KEY FEATURES:

Passive House certified community center and seven-unit townhouse building

Green roof on community center

ENERGY STAR Certified townhouses

Sustainable landscaping plan that features a shortgrass prairie, burr oaks, and fruit bearing trees

Extensive stormwater management system



"The focus on equity, sustainability, and affordability that drives the Bayview project is the way architecture needs to be done moving forward in order to keep the profession relevant." – Elizabeth Turner, Principal Designer, Precipitate (Passive House Energy Consultant)



Apartments will open in 2022. The townhouses will open in 2023 and 2024. The new community center will open in spring 2023. A detailed, multiphased construction period will keep residents from being displaced. No subsidized residents will see an increase in their rent.



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Every child who comes out of Bayview will be in a better place than where they started.

NATALIE ERDMAN

*Former Director of Planning and
Community and Economic Development,
City of Madison, and Bayview Rising
Campaign Committee Member*

Help Bayview Rise

The redevelopment and expansion has secured critical support through Affordable Housing Tax Credits, the City of Madison, Dane County, and private investors. Together they have committed over \$46 of the total \$50 million redevelopment cost. However...

We need your help to raise the final \$4 million needed to make this vision come true. With your generous support, Bayview can continue to provide the rich array of neighborhood services that help create a vibrant and vital community.

\$50 Million Total

\$4 Million Needed

\$46 Million Raised





Photo: Jamie Ho



Bayview

RISING

Your support is critical!

With your help, Bayview, its families, and the larger Madison community will rise.

To learn more about how you can play an essential role in helping Bayview, please contact us.

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Executive Director

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608.256.7808

BAYVIEW RISING COMMITTEE

Natalie Erdman, Chair

Mary Berryman Agard

Craig Stanley

Salli Martyniak

Melissa Mulliken





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*Bayview is my heart and soul.
This is my community. I always
come back.*

XONG VANG

Bayview resident and board member

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Family bonds are always the strongest and Bayview is one of those bonds for me. Without those at Bayview, I would never have achieved, or thought I could achieve, what I have done in my life thus far. Bayview will always be a home for me.

JENNIFER BACCAM

*Former resident and
PHD student at UW Madison*