



September 6, 2022

To Whom It May Concern,

The Madison Northside Business Association advocates proceeding with the development of 76 single-family lots on the Northside in the area between Packers Ave. and N. Sherman Ave. known as the Raemisch Farm. We recognize the urgent need for more affordable housing throughout Madison, and feel that the planned neighborhood will serve to promote economic development in our area while enhancing the overall quality of life for both businesses and residents.

The economic benefits of this project for our community are clear. Increased access to quality housing is key to ensuring that area businesses are able to continue meeting growing workforce needs. Green Street's proposed mix of market rate and workforce housing will help address current and future needs. The 76 homes will be commensurate in size with nearby homes and designed to integrate with current community character and aesthetics. More importantly, these homes will give young families a needed leg up as they take the increasingly difficult step from renting to home ownership. Without adding more affordable housing, this dream will continue to recede beyond the reach of many people in our area. This hurts not only those who cannot find a suitable home, but the community at large as qualified professionals depart for areas where they can still achieve their goal of owning a home.

Moreover, the mix of housing options is a much-needed addition to the diversity of housing stock on the Northside, which is mostly low income at this time. Providing a range of options in this previously under-utilized space will help provide further housing opportunities for low-income residents, while also generating additional revenue for local businesses and taxes—all of which will strengthen our community in the long run. This is in addition to the benefits of maintaining adequate workforce housing.

While we understand that the proximity of the property to the airport entails elevated noise levels, the developer has committed to incorporating noise-mitigation measures in the proposed housing. The families interested in the homes provided by this project are capable of weighing the benefits and drawbacks of living in the area, and it seems likely that the multitude of benefits which stem from affordable housing and home ownership would outweigh occasional noise disruptions for many. Given the necessity for more housing in our area, it is important that we not let the perfect be the enemy of good.

With these reasons in mind, we strongly recommend voting in support of this legislation.

Sincerely,

A handwritten signature in blue ink, reading "Jennifer Haack". The signature is written in a cursive, flowing style.

Jennifer Haack, President and representative of the Northside Business Association