

From: [Jordan Mader](#)
To: [Parks, Timothy](#)
Subject: 414 E. Wash Proposal
Date: Tuesday, November 3, 2020 8:48:13 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good morning,

Bob Klebba (chair of the neighborhood steering committee for 414 E Wash proposal) asked me to send these thoughts to be included as testimony for UDC and PC:

I am writing to express support for the project. I think it is critical that we add housing in places where people don't need (or don't regularly need) cars, and this location provides a great opportunity to do so. I also think the developers have made some good updates to the plan to reflect community ideas. There continues to be a need for more housing units that can be affordable for lower-income folks but that's a good reason to advocate for other projects rather than to not approve this one.

Adding market rate housing through this project doesn't preclude the need for more housing of many other types, too. It may not have to be new construction that produces some units that can be offered at subsidized ("affordable") rates. For a more holistic view of housing prices in the area, we're going to need more units somewhere to become available to keep prices from rising or to push prices down, one way or another.

To put it another way, if some or most of the next 100 people who would like to move to the neighborhood choose to live in this building rather than bid up the rents on other units currently available in the area, we can keep the price from rising on other units. And hopefully we can use the tax base growth from new residents to invest in rental assistance or other policies to help folks afford a decent apartment. That seems like a better outcome than preserving a few run-down buildings so that a few people can continue to afford a place there while many others in the neighborhood slowly get priced out due to a lack of new units becoming available.

Jordan Mader
123 N. Blount St
Unit 206

--

Jordan Mader
Director of Analytics Engineering
Education Analytics Inc.
608.535.8277 | jmader@edanalytics.org