

From: [Robert C. Procter](#)
To: [Housing Strategy](#)
Cc: [Stouder, Heather](#)
Subject: Comments to Housing Strategy Committee
Date: Thursday, February 25, 2021 7:52:37 AM
Attachments: [Written Testimony. Housing Strategy Committee 2.25.2021 \(03752087x9D882\).pdf](#)

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Dear Housing Strategy Committee Members:

Please find attached my written comments on behalf of the Realtors® Association of South Central Wisconsin for Agenda Item Number 2 (63902) for today's Housing Strategy Committee meeting. Unfortunately, I will not be able to attend the meeting.

Thank you.

Robert Procter
Government Affairs Director
Realtors® Association of South Central Wisconsin

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Re: Action Items 63902
Amending Various Sections of Subchapter 28C and 28D of the Madison General Ordinance

TO: Housing Strategy Committee

FROM: Realtors® Association of South Central Wisconsin¹
Robert C. Procter, Government Affairs Director

DATE: February 24, 2021

The Realtors® Association of South Central Wisconsin strongly supports the proposed Amendments to Various Sections of Subchapter 28C and 28D of the Madison General Ordinances.

The proposed amendments recognize the fact that in the City of Madison:

- We are not building enough housing units to keep up with population and income growth;
- Construction costs are outpacing inflation and incomes; and
- Outdated land use regulations significantly drive up the cost of housing. Regulations that often make it more difficult to build multi-family housing than it is to build commercial buildings.

The workforce housing shortage bring about the following results;

- Housing costs continue to rise;
- A continued decline in overall housing affordability; and
- **Most importantly – the continued economic segregation by race and class in Madison.**

These proposed amendments to the zoning code will lead to more housing units, an increase in housing choices, reinvestments in older housing stock and neighborhoods, and will show that housing is a priority.

In the words of Mayor Satya Rhodes-Conway: “We simply need more housing.”

This is a great first step. The Realtors® Association of South Central Wisconsin strongly supports this proposal.

¹ RASCW represents more than 3,400 members of the housing industry in South Central Wisconsin. RASCW supports the housing industry through advocacy for its members and consumers.

From: [Matthew Frater](#)
To: [Housing Strategy](#)
Subject: Public Comment - Legistar Item 63902
Date: Thursday, February 25, 2021 11:56:42 AM

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Thank you!

Matt Frater
2906 Stevens St, Madison, WI 53705

From: [Abby Davidson](#)
To: [Housing Strategy](#)
Subject: Item #2 comments - 2/25/2021
Date: Thursday, February 25, 2021 4:02:27 PM

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To the Housing Strategy Committee:

As a person who believes in the power of small scale / incremental development to solve the affordable housing crisis, I support this proposal. The proposal mostly addresses missing middle development. Increasing density in established neighborhoods, working with what's already there to rehab, build additions, adaptive reuse, 4-8-12plex, etc. This is the basis of my recent project approved by Common Council last summer that will bring 15 units of affordable, cooperative housing to the Isthmus. www.refinejenifer.com

Missing middle is a key strategy for adding additional housing in Madison. It can't all be done with 100+ unit apartment buildings, and we don't have much space left for single family homes. Being able to add slightly more density in a greater variety of zones, and removing the red tape and fees associated with the conditional use process, will encourage more incremental development in the coming years. It won't happen overnight, but it will help.

More importantly, it opens up who is able to be a developer, and what kind of projects get proposed. The developers of large 100+ unit tax credit projects, typically don't have interest in developing small sites or adding onto existing buildings. This proposal is not for them.

This proposal is helpful to small developers and homeowners who may want to add a small rental suite for extra income. Adding a granny flat, suite, or ADU can be a way for many people to afford a home who otherwise wouldn't be able to. These homeowners may not think of themselves as developers, but they can help add quality housing to the city and should be encouraged to do so.

Thank you for your consideration,

Abby