Name: Lance Achterhof Address: 1135 E Mifflin St, Madison, WI 53703 Phone: 715-977-0365 Email: laachterhof@gmail.com

Would you like us to contact you? Yes, by phone Best time to call: anytime

Message:

I'm writing to tell you all how disgusted I am by your recent refusal to allow the core spaces development. This city needs an insane amount of housing. Saying no to a large project like this is so incredibly stupid and short sited I think you all need to seriously think about resigning so you can go ruin someone else's city. Yes we need more low-cost units, but we also need more market rate units. Stopping this development isn't going to help anyone, and its this attitude that led to this problem in the first place. Please pull your heads out of your asses and do something good for the city for once.

Name: Madison Resident Address: Mound St, Madison, WI 53719

Would you like us to contact you? No, do not contact me

Message:

You're disgusting, traitorous pigs. You should feel ashamed and worthless for voting against more student housing. I hope those bribes keep you warm at night because I know your frigid hearts won't.

Name: John Berner Address: 711 S Baldwin St Apt 4, Madison, WI 53703 Email: johnberner@gmail.com

Would you like us to contact you? No, do not contact me

Message:

It truly makes no sense to me how this council would be incapable of understanding that more market rate housing for students would reduce the overall market rate of housing for everyone in the area, and the the forced cap on new students cause by a lack of housing is in any way beneficial to the city.

Yes, affordable housing is incredibly important. But it can't be the sole focus on your plans for the city. WE NEED MORE HOUSING. Period. This city is not so illustrious and capable that it can continue to thrive and grow without it become completely intelligible for nearly anyone to live here.

Name: Spencer Bierman Address: 202 N Hamilton, Madison, Wi 53703 Phone: 847-340-0428 Email: sbierman98@gmail.com

Would you like us to contact you? Yes, by email

Message:

I am wondering how detached our alders are that they wouldn't approve new housing. To refuse it under the guise of "lacking affordable housing" shows the councils utter lack of understanding the economic effect of solely just having more units. Older residents would vacate their cheaper housing and make it available for people who need it.

Do you have stable housing? Do you live comfortably in that housing? Well, I don't, and it's partially thanks to you all.

How do you expect the city to attract the best people if no one can afford to live here.

I want to hear back and hear how you plan to rectify this. Please - level with the working class and build more housing. Just because it doesn't affect you doesn't mean thousands of your constituents don't worry about housing on a daily basis.

I'm tired of a city that doesn't look out for it's residents, and it makes me wonder what's the point of voting for alders if they'll continue to disappoint us.

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

Dear Alder Figeroa-Cole,

My name is Deaken Boggs and I am reaching out to follow up with my appreciation for your vote on item #77208 as I believe it was cast in the way that best reflects the needs of Madison residents. I also wanted to go further and provide some insight for your fellow cc'ed alderpersons. With a quick phone call to The James Apartment complex, I confirmed their building offers 930 beds for rent for the downtown area and currently only have 2 of those 930 beds available for rent for this next upcoming year. This is an astronomically low .2% vacancy rate that the James is able to pull off due to the seriousness of the housing shortage Madison residents are facing. With the unfortunate denial of item #77208 I fear that members of the common council have a disconnect between the housing needs of the community that I will hope this email can start to address.

Madisons affordable housing crisis is not just a crisis of affordability but also one of availability. Madison doesn't have enough housing of any type to keep up with the community demand and this leads to a crisis of affordability. A healthy rate of vacancy for a community is 5% which we are nowhere near. I worked for 5 years with Madison Property management (MPM) prior to starting my graduate studies in Urban and Regional Planning. From my time at MPM I knew their total units managed was somewhere between 4500 - 5500 apartment units in the Dane county area. If you go on their website right now the number of vacant units is roughly 30 of that total 5000 units. This is a vacancy rate of .2% again and is emblematic of Madison's housing problem, which is, we just don't have enough housing units across the community. MPM is a housing provider throughout Dane county and there .2% vacancy rate matching that of the James downtown while potentially coincidence demonstrates the crisis is more pervasive than just one block of housing.

Because of this I wish I didn't have to iterate this as I wish members of the common council understood this already, but in regard to requiring affordability your body has incredibly little capacity to do so. You are up against a wall of your own construction and if you continue to refuse development that wall will still be there, and we just will have higher housing costs. Your body needs to allow for the building of more and dense housing throughout the city. Until development is on pace to meet the community demand that wall will not go away, and you will continue to have little leverage in these discussions.

Alder Figeroa-Cole I want to note again that I greatly appreciate the direction of your vote on

item #77208 and I am honored to have cast my vote with someone who represents my interests so well in the discussions regarding housing. While I am a homeowner within the community my heart goes out to all who were not as fortunate as my family was to acquire a home as the difficulty regarding the housing market has pushed many a classmate, coworker, or friend out farther from our community. I know no one on the council wishes to exacerbate these housing issues but that involves learning more about these issues and applying that knowledge to decisions being made. I appreciate all the effort each of you put into working on these issues and encourage you to continue to learn about how we can best address affordable housing in our community.

Sincerely,

Deaken Boggs Master's Candidate: Urban and Regional Planning Outgoing Professional Development Chair: WI Student Planning Association University of Wisconsin – Madison pronouns: he/him/his

From:	haclark30@gmail.com
Sent:	Thursday, June 22, 2023 7:55 AM
То:	All Alders
Subject:	[All Alders] Rezoning For Student Housing Project

Recipient: All Alders

Name: Harrison Clark Address: 1315 Jenifer Street Apt 1, Madison, WI 53703 Email: haclark30@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I am disappointed in the council's decision to not rezone to allow for the Core Spaces housing development near campus. While I agree that affordable housing is needed, we cannot let perfect be the enemy of good. There is a massive housing shortage near campus and refusing to allow new development will only keep rents high and push students further and further away.

One of UW-Madison's biggest strengths is how walkable and dense the campus is. As the university continues to grow, so must the density around it. While adding affordable units would be welcome, I don't think it's a good enough reason to refuse development during this housing shortage.

From:	jerryxdarda@gmail.com
Sent:	Thursday, June 22, 2023 6:02 AM
То:	All Alders
Subject:	[All Alders] Core Spaces development

Recipient: All Alders

Name: Jerry Darda Address: 15 sturbridge Circle, Madison, wi 53717 Phone: 608-219-1623 Email: jerryxdarda@gmail.com

Would you like us to contact you? Yes, by email

Message:

I can't believe you folks disapproved of the proposed Core Spaces development. This decision is simply idiotic, and you know why because you certainly debated the reasons in favor. In simplest terms the sooner we get more desperately needed housing, the sooner rents will become affordable for everyone. And this setback significantly delays this from happening. If the 13 or so of you who voted against this had any economic sense you would be doing everything in your power to encourage as much housing development as possible with as few hurdles as possible for the developers.

Name: Frederick Dempsey Address: 601 West Doty St, Apt 104, Madison, WI 53703 Email: dempseyfrederick@gmail.com

Would you like us to contact you? Yes, by email

Message:

Build more, stop preventing it

Name: Gabriel Greenwood Address: 2 Jason Circle, Madison, WI 53719 Phone: 608-712-8899 Email: gcgreenwood@wisc.edu

Would you like us to contact you? Yes, by email

Message:

As Madison and the University continue into the 21st century amidst politically uncertain times, it is absolutely vital that we put the education and livelihoods of our youth at the forefront of our decision making. Whatever reasoning the Council may have had for refusing to rezone Core Space's student housing project please make absolutely certain that this decision was made with the students' best interests in mind.

Thank you for your time.

Name: hayden Groot Address: 1337 mound street, madison, wi 53715

Would you like us to contact you? No, do not contact me Best time to call: anytime

Message:

Please reconsider voting down the new student housing development on broom. There needs to be a place for students to live in this city. Given our projected growth as a city, look up the consequences of not keeping up housing inventory with population trends. This city needs to be affordable for all

Name: Jacob Harris Address: 2309 West Lawn Avenue, Madison, WI 53711 Phone: 847-217-4361 Email: jbharris87jb@gmail.com

Would you like us to contact you? Yes, by email

Message:

I am disappointed in the City Council's decision to deny the requested rezone for a housing development downtown on the 400 block of West Dayton and Johnson Streets and 200 block of North Bassett Street. This decision is reflective of the City Council's stubborn refusal to understand basic supply-and-demand economic principles and its misguided approach to ameliorating the City's housing crisis. It is also unlawful, as multiple council members and City staff have acknowledged on the record.

Supply-and-demand logic is straightforward, and the proof of its validity is all around you every day. In a healthy economy, supply and demand are constantly in balance i.e., supply is sufficient to meet demand. Simply put, when supply of a product or service is low and demand is high, the price is high unless supply rises to meet demand.

Madison has geographical and other constraints that conspire to keep housing supply low - a narrow isthmus situated between two lakes and the Capitol View Preservation Limit, to name two. Meanwhile, housing demand in the City, particularly downtown, is extremely high and shows no sign of ever abating. The result is that the price of housing is high.

Yet the City Council insists on exacerbating these conditions by refusing to allow the market to correct the supply-demand imbalance by building more housing and increasing supply.

The "affordability" of any new units, specifically, is irrelevant, because every additional unit increases supply. In other words, the construction of more housing units - even if they are the most high-end luxury units the City has ever seen - stymies rising prices throughout the City by allowing supply to better meet demand. A hypothetical development that attracts only the wealthiest several hundred renters in Madison benefits everyone by removing those several hundred wealthy renters from the market for the remaining housing downtown.

My alder, Tag Evers, refers to some of that remaining housing as "naturally occurring affordable housing." Of course, this is a misnomer. The existing buildings did not sprout from the earth. People built them to meet housing demand in Madison at the time of their construction. Moreover, in the face of persistently rising demand, those units will continue to become less affordable without a corresponding increase in supply.

This is not mere theory. One need only look at the cost of housing in cities that are hostile to housing development e.g., San Francisco to understand the impotency of the City Council's approach.

If the City Council is serious about resolving Madison's housing crisis, the solution is simple: Build More Housing. And do it yesterday.

Name: James Isaac Address: 4006 Mandan Crescent, Madison, WI 53711 Email: Jamesgisaac@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

I hope this finds you all well.

I write to express my disappointment in the majority of this council's decision to deny the recommended rezoning for the "Johnson & Bassett" student housing development downtown. There is a critical shortage of housing for UW-Madison students. A majority of this council voted to exacerbate that problem by denying, on purely ideological grounds, the already recommended development. The development was more than good enough for the planning committee and staff, not to mention fully compliant with applicable law. Nonetheless, a majority of this council again decided to vote based on ideology over common-sense. This has become the calling card of a majority of this common council over the last several years.

Ald. Tag Evers exemplifies this Ideology First style of governing. He called the rezoning issue "a change in philosophy, and ethos." According to the State Journal, he then directed his selfrighteous sounding indignation at the firm that was offering to build new student housing, irrationally accusing them of seeking to tear down "naturally occurring affordable housing" and then condescendingly scolding them: "You guys need to do better...Send these developers back to the drawing board."

That "naturally occurring 'affordable' housing," of course, has no chance of remaining affordable as a majority of this council continues to reject offers to build more housing. That is a very simple matter of demand vs supply. And the "affordability" of what Alder Evers describes as this "naturally occurring...housing" will mean nothing when the run-down downtown housing is eventually condemned.

Last but not least, did the majority of the common council consider whether its vote to deny the housing proposal for its alleged failure to include enough "affordable" units comports with state law? It sounds like the legality of the rationale for its vote is dubious. If the entrenched ideology of a majority of the common council results in a violation of state law and corresponding use of city funds to defend the decision in court, the majority who voted for the potentially illegal denial of this project should be held accountable, just as any other public office holders should who do not carry out their duties in accordance with the law. No one and no ideology is above the law.

Sincerely, James Isaac

From:	ianjjamison@gmail.com	
То:	Rummel, Marsha	
Cc:	All Alders	
Subject:	Core Spaces Vote	
Date:	Thursday, June 22, 2023 3:47:54 PM	
Importance:	High	

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

Hi Marsha,

I was very disappointed to see your vote against the 437-445 West Johnson Street rezoning. We desperately need more housing and increasing the downtown housing supply by ~160 units would have provided more options for everyone.

Voting down this project is incredibly counterproductive for all renters, especially those at the low end of the income scale.

- The hundreds of students who *could* afford to move into CS' development will instead remain in the existing housing stock – where they'll compete with less affluent peers, bid up rents, and scoop up units that could have gone to the working class. It's a sick game of musical chairs and the only solution is increasing the number of seats so there's one for everyone.
- Giving everyone a seat reduces landlord leverage they can't charge as much and are less able to exploit tenants when many landlords are competing for a tenant. When you restrict the supply such that the vacancy rate is *tiny* and every unit has multiple people showing, landlords are emboldened to exploit their tenants and charge as much as they can.
- If we don't provide downtown units for folks who work & study downtown, we know who will. Farms and rural exurbs will sprout isolated, far-flung developments. With that will come residents who commute into Madison – bringing congestion, pollution, habitat loss, and environmental degradation with them.

It's especially disappointing that the recommendations of our highly knowledgeable city staff and the Plan Commission were ignored – and that a nearby CS proposal that *did* include affordable units may be in jeopardy because of Tuesday's vote.

I remember being a student at UW: forced to sign leases a year ahead of time and being informed that we were one of dozens of showings that day and would only have hours to decide. If CS' development was around back then to draw away my richest classmates and prevent me from having to outbid them, my life would have been much easier & more affordable. I hope that you consider this going forward, and I also ask that you:

- Urge CS to return with a proposal that makes use of the density bonus, and streamline approvals as quickly as possible
- Should it come before the Council, approve Core Spaces' other project across the street from 437-445
- Expand the Density Bonus program to all areas of the city

Thank you for your time,

lan Jamison District 6 Resident

From:	jungang.alex@gmail.com
Sent:	Thursday, June 22, 2023 7:43 AM
То:	All Alders
Subject:	[All Alders] Madison City Council refuses rezoning for big student housing project Downtown

Recipient: All Alders

Name: Jungang Li Address: 2125 E Mifflin, Madison, WI 53704 Phone: 541-640-5932 Email: jungang.alex@gmail.com

Would you like us to contact you? Yes, by email

Message:

I received a PhD in economics. Just wanna make comment that although not all new homes are affordable, the increased housing options create a 'filtering' effect. As wealthier residents move into new units, they vacate older, more affordable ones, reducing rent burden for lower-income individuals. It's disappointing that our city council doesn't grasp this straightforward housing economics principle.

Name: Jungang Li Address: 2125 E Mifflin, Madison, WI 53704 Phone: 541-650-5932 Email: jungang.alex@gmail.com

Would you like us to contact you? Yes, by email

Message:

The perspective of Madison's residents, especially students, is undeniably significant in discussions about the city's housing. However, it's crucial to be aware that the city's growth, and not the influx of luxury housing, is the primary driver of increased rent prices. The dynamics of Madison's housing market are complex and influenced by numerous factors beyond the existence of luxury apartments.

Madison's growth has inevitably led to an increase in demand for housing, thereby contributing to rising rents. While some may point to luxury high rises as the culprits, it's critical to remember that these buildings are a response to market demand. If the demand wasn't there, developers wouldn't be investing in these projects.

The rejection of Core Spaces' proposed development sends a concerning message to potential developers who are considering Madison as a place for investment. As a case in point, Core Spaces withdrew another building proposal following this rejection. This retreat illustrates the adverse impact such decisions could have on future developments, which can potentially exacerbate the situation, leading to even fewer housing options in the downtown area.

Alders Bennett and Govindarajan undoubtedly have the best interests of their constituents in mind. However, it's important to consider the longer-term implications of these decisions. Rejecting a development proposal may feel like a win for affordability in the short term, but in the long run, it risks harming the very people it intends to protect.

The reality is that wealthy students and young professionals who can afford to live downtown will continue to do so, regardless of whether new luxury developments are built. They will compete for existing units, including those in naturally occurring affordable housing, bidding up prices and further limiting housing options for less wealthy students.

These students, faced with rising rents and fewer available units downtown, may find themselves with no option but to live further away from campus, impacting their access to campus resources and potentially their academic performance.

Rejecting new developments won't make the demand for downtown living disappear. Instead,

it could create an even more competitive and expensive housing market that benefits the few at the expense of many.

What Madison needs is a balanced, forward-thinking approach that welcomes a variety of developments while also encouraging the creation of affordable housing. By focusing on solutions that accommodate the city's growth and meet the diverse housing needs of its residents, Madison can ensure it remains a vibrant, diverse, and inclusive place for everyone to live.

Name: Jungang Li Address: 2125 E Mifflin, Madison, WI 53704 Phone: 541-650-5932 Email: jungang.alex@gmail.com

Would you like us to contact you? Yes, by email

Message:

When it comes to the principles of supply and demand, we must consider not just the observed increases in rent, but also what could have happened in a different scenario. Economists refer to this as counterfactual thinking. Suppose the 6000 luxury units had not been built. In that case, we could very well have been facing a much steeper increase in rent, given the growing demand. In other words, the added supply, though unable to halt the rent increase entirely, may have helped temper the upward pressure on rents.

Name: Jungang Li Address: 2125 E Mifflin, Madison, WI 53704 Email: jungang.alex@gmail.com

Would you like us to contact you? Yes, by email

Message:

If Madison continues to reject high-density housing permits, it may inadvertently ignite a trend of property upgrades that diminishes the city's affordable housing stock. Owners of naturally occurring affordable housing NOAH, attracted by substantial financial returns, could be prompted to upscale their properties.

Supporting this notion, national data indicates that between 2010 and 2016, the U.S. lost over 60% of its NOAH units due to such market-driven upgrades. Moreover, the demand for upscale housing is real and growing, as high-income renters have been the fastest-growing segment of the U.S. rental market from 2008 to 2017.

In Madison's context, this could mean that an affordable housing complex with 270 units might be converted into just 70 luxury units. This dramatic reduction could significantly skew the city's housing landscape, exacerbating social disparities. It underscores the urgent need for strategic planning in housing development, one that embraces high-density permits as a means to maintain affordability amidst growing demand.

From: Sent: To: Cc: Subject: Kevin Luecke <kluecke1@gmail.com> Thursday, June 22, 2023 8:41 AM Rummel, Marsha All Alders Unconscionable Housing Vote

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

Alder Rummel,

I was extremely disappointed to see you and the majority of the council shoot down (likely illegally) a rezoning for a substantial amount of downtown housing last night. We are in the midst of a housing crisis and as a city should be enthusiastically supporting and promoting any and all developments that lead to a net increase in housing. *All* net new housing, regardless of price, helps reduce demand in our housing system and results, even if only marginally, in an increase in housing affordability. We need to build as much housing as we can, as quickly as we can, to meet demand.

Housing affordability is a serious concern in Madison, and is impacting large numbers of people. The easiest way to address that is to build more housing to meet the demand. Affordable units are a laudatory goal, but the City needs to step up and subsidize those (more than is currently done) if they are going to happen. Springing this demand on a developer at what should have been a simple regulatory vote is ridiculous.

Compounding this is that rejecting the rezoning application is likely illegal, which means you and other council members who voted against the application will soon be wasting taxpayer funds when the City inevitably gets sued over the decision.

I hope that you reconsider your vote should this come forward again and become a better advocate for expanding desperately needed housing supply in Madison.

Thank you, Kevin Luecke 121 N Ingersoll St

--Kevin Luecke <u>kluecke1@gmail.com</u>

Name: Rabbi BONNIE MARGULIS Address: 22 CHAUTAUQUA TRL, MADISON, WI 53719 Phone: 608-335-4772 Email: rabbibonnie@charter.net

Would you like us to contact you? Yes, by email

Message:

Hello - I am writing to express my support for the alders who voted against the building project for student housing, that would have displaced naturally-occurring affordable housing and not included below-market rate units. The lack of affordable housing in Madison is at a crisis level. While students of course need housing, so too do Madison's year-round residents. I know so many people who have been forced to live in outlying areas because they cannot find affordable rental housing in Madison. My organization, WI Faith Voices for Justice, through our Dane Sanctuary Coalition, has been helping to house asylum-seeking families in motels because there is no room at the shelters and no other place for them to go. Please continue to fight for affordable housing for all income levels, but especially for low-income families.

Name: Emmett Nolan Address: 829 Terry Pl, Madison, WI 53711 Phone: 608-327-9543 Email: emmettnolan04@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Hi Alders,

I'm writing today to express my disappointment in the council's recent vote against granting approval to rezone the space at Dayton/Johnson/Bassett streets to provide for construction of the CoreSpaces development. Madison is in a housing crisis. Voting against the proposal simply for a lack of affordable housing units is the apotheosis of letting the perfect be the enemy of the good. More housing supply is always better than less.

Not only does the council's decision run counter to the unanimous opinion of the Planning Commission, but it is my understanding that the decision also potentially conflicts with state law. If Alder Verveer's remarks as reported in the State Journal today are correct, then the vote against approval could be seen as a form of rent control. "No city, village, town or county may regulate the amount of rent or fees charged for the use of a residential dwelling unit" Wisconsin Statute 66.1015.

I was unpersuaded by arguments such that the proposal would eliminate "naturally occurring affordable housing." While some have argued that the proposal may price some students out of being able to live in such a space, I believe that a steady supply of market-rate housing near campus will allow those who are financially able to do so to consider moving into such spaces, in turn freeing up more housing in other spaces and alleviating the burden on the University. If the City is truly concerned with alleviating the shortage, I think that 232 units is much better than the merely two single-family homes and 66 units that currently exist in the space, as reported by the State Journal.

The greater supply of housing exists, the more prices will decrease. YIMBY Action links to this article as a resource to explain and support this key argument of theirs: http://bit.ly/43TRJT6 It cites a research paper by the economist Evan Mast of the W.E. Upjohn Institute for Employment Research which can be accessed here: https://bit.ly/46jaHUz

While I'm glad to hear that decisions that conflict with both staff and plan commission recommendations as well as general City policies are rare, I nonetheless imagine the Common Council will be hearing from a number of disappointed constituents expressing concerns about

such anti-growth and anti-development policies. I hope that the council will reconsider its decision.

Best,

Emmett Nolan

Name: Ryan Schmudlach Address: 329 N Baldwin St., Madison, WI 53703 Email: rschmud@gmail.com

Would you like us to contact you? No, do not contact me

Message:

The owners of current existing student rentals would like to thank these alders who voted against the Core Spaces project and they hope it will deter others who might try to increase the supply of housing near campus. They can not continuously raise rents without your support.

Please continue avoiding any housing economics related education. Thank you!

From:	reporting@cityofmadison.com	
Sent:	Thursday, June 22, 2023 8:44 AM	
То:	All Alders	
Subject:	[All Alders] Student Housing project/Housing	

Recipient: All Alders

Name: Clayton Smith Address: 1410 Williamson st. 6, Madison, WI 53703

Would you like us to contact you? No, do not contact me

Message:

WTF IS WRONG WITH YOU GUYS. ANY INCREASE IN HOUSING LOWERS RENTS ACROSS THE CITY NO MATTER IF IT'S LOW INCOME HOUSING OR NOT. HOW IS THIS HARD TO UNDERSTAND. STOP WITH THE AFFORDABLE HOUSING RESTRICTIONS AND JUST LET THEM BUILD ANY HOUSING.

We're begging you to build housing NOW. We're all drowning in rent prices and you're turning down good development projects?

HELP US NOW. BUILD HOUSING AND LET THEM DEVELOP HOUSING.

From:	Azygmunt51@gmail.com
Sent:	Thursday, June 22, 2023 8:22 AM
То:	Fields, Debbie
Subject:	[Council Staff] Zoning decision

Recipient: Council Staff

Name: Albert Zygmunt Address: 419 windy peak rd, Verona, Wi 53593 Email: Azygmunt51@gmail.com

Would you like us to contact you? Yes, by email

Message:

I am extremely disappointed in your decision to not change the zoning to allow more development. By lowering the supply of new houses you are increasing the rents of everyone. Your bringing up of affordable units is just an excuse for NIMBYism as these requirements prevent new buildings while worded in so called progressive ideas. This is disappointing.