

From: [Paul Bailey](#)
To: [Plan Commission Comments](#)
Cc: info@madisonisforpeople.org
Subject: Allow building on Essen Haus and Come Back In site.
Date: Wednesday, August 30, 2023 9:25:23 PM

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

Dear members of the planning commission,

I write to support the proposal to build homes on the current site of Essen Haus and Come Back In.

I have a two children and I'm thinking ahead to if they could afford to live in Madison. If we do not build more housing, I don't see how they could afford to live in Madison, and that makes me sad. The good news is that it is not too late to make this possible. We can build more housing.

I heard professor Paulson tell the common council on July 11 that brining housing prices down will require a vacancy rate of about 5% or higher and he also said that a health vacancy rate is 5%. He also said that it is below 4% in Madison. Both of these indicators show we need more housing downtown.

I'm not concerned about if a particular project is perfect or even good. I simply want Madison to permit more housing.

Best,
Paul

From: [Jacob Marling](#)
To: [Plan Commission Comments](#)
Subject: Comment on Essen Haus and Come Back In Development
Date: Saturday, September 2, 2023 8:24:35 AM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Best regards,
Jacob Marling

From: ianjjamison@gmail.com
To: [Plan Commission Comments](#)
Cc: [Rummel, Marsha](#)
Subject: Essen Haus & Voit Farms Proposals -- Strong Support
Date: Wednesday, August 23, 2023 11:18:18 AM

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

Dear Members of the Plan Commission (cc: Alder Rummel),

I would like to share my strong support for the proposals for Essen Haus & Voit Farms. They're both big steps in the right direction and should be approved by all involved bodies. The summary below provided by Madison is for People best represents my thoughts.

Essen Haus/Come Back In proposal:

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

Voit Farms:

- The mix of residential and commercial space is good to see in a new development. Too often new subdivisions focus solely on residential uses, which forces residents to go farther to meet their basic needs and promotes car-oriented development.
- I applaud the inclusion of permanent affordable housing through an option to the Madison

Area Community Land Trust. Madison needs affordable housing, and it's promising to see it included in a new subdivision.

- I strongly feel that the Chicago Avenue extension should be exclusively bike-ped only. The city has a goal of reducing carbon emissions, and an important way to do that is to prioritize walking and biking over driving. It is difficult to effectively build a bridge that accommodates ped-bike-auto movement together, and a bridge that allows cars will preclude good bike and ped connectivity to the new neighborhood.
- The gridded streets are a good feature of this subdivision. Although the extra connections on Milwaukee Street may not be nice for drivers, they will make the pedestrian walking experience better and should be included in the plat. An alternative would be to limit car intersections to every other crossing, but create bike/ped connections at every crossing point.
- I am disappointed that the proposed units have been reduced to around 1,100 from the previous versions of the proposal. This site is the perfect location for affordable, sustainable homes, and it should be home to even more of them. I urge you to resist any future attempts to decrease the number of units, and instead explore the possibilities of adding more residences.

Taken together, these two proposals will bring much-needed homes to the market, improve the environmental footprint of the city, and increase affordability. I hope you join me in supporting them.

Ian Jamison
District 6, Marquette Neighborhood

From: [Cailey Jamison](#)
To: [Plan Commission Comments](#)
Cc: [Rummel, Marsha](#)
Subject: Essen Haus and Voit Farm proposals
Date: Wednesday, August 23, 2023 12:05:10 PM

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

Dear Members of the Plan Commission (cc: Alder Rummel),

I am writing to strongly support the proposal to build 160 homes at the current site of the Essen Haus and Come Back In, and additionally, in support of the proposed plat of the Voit Farms development up for debate at the commission meeting on the 28th. I look forward to welcoming the new neighbors these developments will bring to our city, and hope that you will support the proposals as well.

I would like to echo the following talking points provided by the organization Madison is for People regarding these two developments.

In regard to the Essen Haus/Come Back In proposal:

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

In regard to to Voit Farms:

- The mix of residential and commercial space is good to see in a new development. Too often new subdivisions focus solely on residential uses, which forces residents to go farther to meet their basic needs and promotes car-oriented development.
- I applaud the inclusion of permanent affordable housing through an option to the Madison Area Community Land Trust. Madison needs affordable housing, and it's promising to see it included in a new subdivision.
- I strongly feel that the Chicago Avenue extension should be exclusively bike-ped only. The city has a goal of reducing carbon emissions, and an important way to do that is to prioritize walking and biking over driving. It is difficult to effectively build a bridge that accommodates ped-bike-auto movement together, and a bridge that allows cars will preclude good bike and ped connectivity to the new neighborhood.
- The gridded streets are a good feature of this subdivision. Although the extra connections on Milwaukee Street may not be nice for drivers, they will make the pedestrian walking experience better and should be included in the plat. An alternative would be to limit car intersections to every other crossing, but create bike/ped connections at every crossing point.
- I am disappointed that the proposed units have been reduced to around 1,100 from the previous versions of the proposal. This site is the perfect location for affordable, sustainable homes, and it should be home to even more of them. I urge you to resist any future attempts to decrease the number of units, and instead explore the possibilities of adding more residences.

I hope you will consider these comments and decide in the interests of addressing our housing crisis, preventing further suburban sprawl, and considering the needs those whose voices are not often heard at community meetings, including renters, lower-income folks, and future neighbors. These two developments both offer excellent opportunities to help close the gap on Madison's chronic housing shortfalls in a manner that addresses issues of sustainability and affordability.

Warmly,

Cailey Jamison

District 6 resident

From: [Jonathan Mertzig](#)
To: [Plan Commission Comments](#)
Cc: [Tishler, Bill](#)
Subject: Essen Haus and Voit Farm proposals
Date: Tuesday, August 22, 2023 6:53:31 PM

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

Dear Members of the Plan Commission (cc: Alder Tishler),

I am writing to strongly support the proposal to build 160 homes at the current site of the Essen Haus and Come Back In, and additionally, in support of the proposed plat of the Voit Farms development up for debate at the commission meeting on the 28th.

I wholeheartedly agree with the following talking points provided by the organization Madison is for People regarding these two developments.

In regard to the Essen Haus/Come Back In proposal:

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

In regard to to Voit Farms:

- The mix of residential and commercial space is good to see in a new development. Too often new subdivisions focus solely on residential uses, which forces residents to go farther to meet their basic needs and promotes car-oriented development.
- I applaud the inclusion of permanent affordable housing through an option to the Madison Area Community Land Trust. Madison needs affordable housing, and it's promising to see it included in a new subdivision.
- I strongly feel that the Chicago Avenue extension should be exclusively bike-ped only. The city has a goal of reducing carbon emissions, and an important way to do that is to prioritize walking and biking over driving. It is difficult to effectively build a bridge that accommodates ped-bike-auto movement together, and a bridge that allows cars will preclude good bike and ped connectivity to the new neighborhood.
- The gridded streets are a good feature of this subdivision. Although the extra connections on Milwaukee Street may not be nice for drivers, they will make the pedestrian walking experience better and should be included in the plat. An alternative would be to limit car intersections to every other crossing, but create bike/ped connections at every crossing point.
- I am disappointed that the proposed units have been reduced to around 1,100 from the previous versions of the proposal. This site is the perfect location for affordable, sustainable homes, and it should be home to even more of them. I urge you to resist any future attempts to decrease the number of units, and instead explore the possibilities of adding more residences.

I hope you will consider these comments and decide in the interests of what maximizes the benefits of providing the best quality and quantity of housing for Madison's future. These two developments both offer excellent opportunities to help close the gap on Madison's chronic housing shortfalls in a manner that addresses issues of sustainability and affordability.

Thank you,
Jonathan Mertzig

jmmertzig@uwalumni.com

District 11 resident / Midvale Heights neighborhood

From: [Andrew Janda](#)
To: [Plan Commission Comments](#)
Cc: info@madisonisforpeople.org; [Latimer Burris, Amani](#)
Subject: Essen Haus Development
Date: Friday, August 25, 2023 7:42:25 AM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,

Andrew Janda

From: [Andrew Lail](#)
To: [Plan Commission Comments](#); [Rummel, Marsha](#)
Subject: Essen Haus Plan Feedback
Date: Thursday, August 24, 2023 9:00:04 PM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,

Andrew Lail
406 Castle Pl (District 6)

From: [Blake Glueck](#)
To: [Plan Commission Comments](#)
Cc: info@madisonisforpeople.org; [Duncan, John](#)
Subject: In Support of Abundant Housing
Date: Thursday, August 24, 2023 7:10:02 AM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades. Personally, I think if you care about the housing affordability situation in Madison, or if you care about growing the sustainable, livable, lovable, vibrant downtown that brought so many people to Madison, you have a duty to support the current proposal without delay.

I wholeheartedly support this proposal.

Blake Glueck,
District 1 Resident,
Avid Bus and Bike Rider

From: [Keith Levin](#)
To: [Plan Commission Comments](#)
Cc: info@madisonisforpeople.org; [Rummel, Marsha](#)
Subject: Letter in support of Housing on Current Site of Essen Haus and Come Back In
Date: Wednesday, August 23, 2023 8:43:39 AM

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

Members of the Plan Commission and Common Council,

I am writing in support of the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Shortfalls in this regard lead to increased competition among tenants for homes and results in the explosive rent hikes we're seeing today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades. These perspectives often come from those in the privileged position of having secured affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you for your time and attention,

Keith Levin

From: [Katelyn French](#)
To: [Plan Commission Comments](#)
Cc: [Rummel, Marsha](#)
Subject: Plan Commission Comments
Date: Wednesday, August 30, 2023 7:05:30 PM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

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Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,
-Katelyn French

From: [Ian Jamison](#)
To: [Plan Commission Comments](#)
Cc: [Rummel, Marsha](#)
Subject: Please support Essen Haus and Voit Farms!
Date: Wednesday, August 23, 2023 11:27:17 AM

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

Dear Members of the Plan Commission,

I am in favor of the recent proposals for Essen Haus and Voit Farms. My rationale mirrors that of Madison is for People, shared below. I hope you will support them too.

Essen Haus/Come Back In

- The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.
- Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.
- The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.
- Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.
- Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.
- These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.
- We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

Voit Farms

- The mix of residential and commercial space is good to see in a new development. Too often new subdivisions focus solely on residential uses, which forces residents to go farther to meet their basic needs and promotes car-oriented development.
- I applaud the inclusion of permanent affordable housing through an option to the Madison Area Community Land Trust. Madison needs affordable housing, and it's promising to see it included in a new subdivision.
- I strongly feel that the Chicago Avenue extension should be exclusively bike-ped only. The city has a goal of reducing carbon emissions, and an important way to do that is to prioritize walking and biking over driving. It is difficult to effectively build a bridge that accommodates ped-bike-auto movement together, and a bridge that allows cars will preclude good bike and ped connectivity to the new neighborhood.
- The gridded streets are a good feature of this subdivision. Although the extra connections on Milwaukee Street may not be nice for drivers, they will make the pedestrian walking experience better and should be included in the plat. An alternative would be to limit car intersections to every other crossing, but create bike/ped connections at every crossing point.
- I am disappointed that the proposed units have been reduced to around 1,100 from the previous versions of the proposal. This site is the perfect location for affordable, sustainable homes, and it should be home to even more of them. I urge you to resist any future attempts to decrease the number of units, and instead explore the possibilities of adding more residences.

Dominique Jamison, District 6

From: [Jake Winkler](#)
To: [Plan Commission Comments](#)
Cc: [Martinez-Rutherford, Dina Nina](#); info@madisonisforpeople.org
Subject: Support for Essen Haus development
Date: Wednesday, August 23, 2023 12:51:37 PM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,

From: [Dana Maltby](#)
To: [Plan Commission Comments](#)
Cc: info@madisonisforpeople.org; [Tishler, Bill](#)
Subject: Support for Essen Haus Development
Date: Wednesday, August 23, 2023 10:49:47 AM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,
Dana Maltby

From: [Briant](#)
To: [Plan Commission Comments](#)
Subject: Supporting Essen Haus
Date: Thursday, August 31, 2023 7:36:35 AM

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

Hello members of the Plan Commission and Common Council,

I am writing today to strongly support the proposal to build 160 homes at the current site of Essen Haus and Come Back In.

The current proposal is a major step forward for housing affordability, the environment, and the vibrancy of downtown Madison. The developer has operated in good faith to systematically address concerns that prevented past proposals for this site from moving forward.

To keep up with Madison's booming job market and population growth, the city needs to build at least 2,000 housing units a year. Falling short leads to increased competition between tenants for homes and results in explosive rent hikes we're living with today.

Adding 160 homes to this site represents a good down payment on the city's years of underbuilding, and news that some of the units will be affordable to folks making 60% of the area median income is especially welcome news.

The proposal will invigorate the area by allowing hundreds more people to live and stay downtown, frequenting our local shops and restaurants and keeping them thriving.

Finally, the proposal will increase sustainability by replacing an impermeable parking lot with homes for hundreds of people right on the new Bus Rapid Transit line. It will enable families to go car-lite, to live in the city instead of driving to their jobs from the suburbs, and will decrease pressure on Madison to sprawl into surrounding farms and wild areas.

Some have quibbled with the setbacks, demanded shadow and traffic studies, or shared strong personal feelings about aesthetics and facades.

These privileged perspectives often come from those who have managed to beat the odds and secure affordable housing for themselves. The result of feedback like this is to slow down approvals, deny proposals, and prevent other working families from having the same opportunities they had.

We need to prioritize 160 homes and a sustainable environment ahead of shadows, traffic fears, and facades.

I wholeheartedly support this proposal.

Thank you,

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Briant Novinska-Lois

Urban & Regional Planner (Multimodal Transportation)

"Your bike is discovery; your bike is freedom..." -Doug Donaldson