

From: Jenie Gao <here@jenie.org>
Sent: Monday, July 13, 2020 5:24 PM
To: Planning <planning@cityofmadison.com>
Subject: Opposition to Agenda Item #8 plus resources on why

Hello:

I'm writing in regards to Agenda Item #8, for the tearing down of older housing units and the construction of the new [five-over-one apartment building](#) on East Wash.

I understand the need for more housing on the isthmus. However, these five-over-one mixed use apartment buildings are not the answer to the affordable housing crisis. They are built in a way that minimizes costs (and sacrifices quality) to maximize profits. They are creating a specific type of housing that a specific type of tech professional can afford, and they are paving the way to gentrification and displacement. Without better housing policy, these five-over-ones will only exacerbate the affordable housing issue, which is why I oppose the new building.

Please refer to the following articles and research papers that illustrate the pattern that Madison is falling into by building these homogenous, new five-over-one apartments.

- [Why do all new apartment buildings look the same? The bland, boxy apartment boom is a design issue, and a housing policy problem](#)
- [Why America's New Apartment Buildings All Look the Same](#) (and what the sameness reveals about the housing crisis)
- [This is What Happens After a Neighborhood Gets Gentrified](#)
- [Shifting Neighborhoods: Gentrification and cultural displacement in American cities](#)
- [Displacement and the Consequences of Gentrification](#)

Please take these resources into consideration and in your vote on the new building for Agenda Item #8.

Jenie

Jenie Gao Studio LLC
Artist, Creative Director
Pronouns: she/her/hers



314-757-4352
Portfolio: jenie.org
Shop: jenie.studio

Keep Singing: [Support the Arts](#)

In the News:

[Madison Magazine's Voices of Resilience: An artist exposes art's value](#)

[Isthmus 2020 Vision: Madison's art leaders share dreams for a vibrant city](#)

Welcome to Jenie Gao Studio:

On Google: [931 E Main Street, Suite 16, Madison, WI](#)

The following contact request was received:

Name: Eric Proces

Address:

1933 Browning Rd
Madison, WI 53704

Phone: 9209157568

Email: eric.proces@gmail.com

Subject: Development

Message:

I'm writing in support of The Continental on the 400 block of East Washington.

The isthmus has very limited space, and we must increase density. There is a housing crisis and the only way to fix it is more capacity. However, developers should be forced to include affordable housing in every development.