

## Heiser-Ertel, Lauren

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**Subject:** FW: Legistar 88736 and equity concerns related to PD zoning

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**From:** Megan Ross <[megan.ross0225@gmail.com](mailto:megan.ross0225@gmail.com)>  
**Sent:** Thursday, June 26, 2025 2:37 PM  
**To:** housingpolicy <[housingpolicy@cityofmadison.com](mailto:housingpolicy@cityofmadison.com)>  
**Cc:** Field, Derek <[district3@cityofmadison.com](mailto:district3@cityofmadison.com)>  
**Subject:** Legistar 88736 and equity concerns related to PD zoning

Some people who received this message don't often get email from [megan.ross0225@gmail.com](mailto:megan.ross0225@gmail.com). [Learn why this is important](#)

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

Hello,

I am writing to share public comment for 6/26 meeting. I support the intent of Legistar 88736. Allowing two housing units on residential lots is a necessary step toward expanding Madison's housing options and addressing affordability. But the exemption for Planned Development zoning weakens both the effectiveness and fairness of this policy.

PD zones are common in newer, wealthier, and less diverse parts of the city. These neighborhoods were often designed to limit housing types and preserve low-density patterns. By excluding them from this change, we are protecting already advantaged areas while placing the burden of reform on older, more racially and economically diverse neighborhoods. That is not equitable.

Even if most new density ends up concentrated in central areas due to market demand, infrastructure, or transit access, the zoning rules still matter. They reflect what kind of city we are trying to build and who is expected to participate in its future. If we continue to make room for new residents in only a few parts of the city while others are allowed to avoid any change, we are not building an inclusive future. We are protecting existing privilege and deepening old divides.

Equity in housing policy requires shared participation. When some neighborhoods are permanently protected by technical zoning overlays while others absorb all the impact of reform, we are not distributing opportunity. We are reinforcing the same structural inequalities we claim to address.

This can be corrected. The city has several tools to bring PD zones into alignment without derailing the broader reform. I urge the committee to recommend one or more of the following:

- Introduce a sunset clause that would phase out the exemption after a fixed period
- Create an opt-in process for homeowners in PD zones who want to build a second unit
- Allow two units in PD areas if the lot meets clear, objective criteria like size or access
- Launch a citywide PD zoning review with an equity lens to update outdated plans

These are practical steps. They acknowledge that zoning complexity exists but refuse to let it be used as an excuse for exclusion. This policy has the potential to be a strong move toward a more inclusive and flexible housing system. I urge you to help close the gap between intention and impact by addressing the PD exemption directly.

Thank you for your time and your work on this issue.

Megan Ross  
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**Re: Legistar File ID #s 88735, 88736 & 88737**  
**Duplex by Right, Flag Lots, Adjust Zoning Rules**

**TO:** Housing Committee

**FROM:** Realtors® Association of South Central Wisconsin<sup>1</sup>  
Robert C. Procter, Government Affairs Director  
Allison M. Soucie, Government Affairs Coordinator

**DATE:** June 25, 2025

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The Realtors® Association of South-Central Wisconsin strongly supports the proposed new 'Housing Forward' policies for 'missing middle' housing. These proposals will make it easier to build new types of housing and increase housing choice.

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

- We need to offer housing options for all stages of life
- We do not have enough affordable housing
- Adding 'missing middle' housing is a key goal of the city's comprehensive plan

These proposed regulation changes will not only allow for the production of more housing options but will also revitalize and renew Madison's commitment to thriving, culturally diverse neighborhoods while maintaining what makes each neighborhood unique.

As a leading proponent of housing, RASCW works with people from all over Madison, among other areas of Wisconsin, and the consensus is clear; **Madison needs housing now.**

With Dane County projected to grow by 38% by 2050, these proposals cannot wait.

In the words of Mayor Satya Rhodes-Conway from the June 11<sup>th</sup> press conference: "If we want a community that is economically diverse, we have to build more homes."

**The Realtors® Association of South-Central Wisconsin strongly supports these proposals and encourages the committee to do the same.**

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<sup>1</sup> 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.