

Listen for the concern.
Question the assumption.

Accessory Dwelling Units (ADU)

ADUS are a great way to add housing!

ADUS will change the character of our neighborhood.

YIMBY: More homes, more options, more affordability.

NIMBY: Worry about scale, parking or neighborhood feel.

ADUS can add homes without changing the look and feel of a neighborhood. Let's talk about design and parking standards that work for everyone.



Density

More homes can help more people access the neighborhood.

This is too dense.

YIMBY: More opportunity, diversity and vibrancy.

NIMBY: Concern about crowding, traffic or loss of green space.

Density isn't just about buildings - it's about people, services, and infrastructure. Let's look at the bigger picture.

Recognizing Housing Rhetoric

It's not about labels, it's about understanding.

The same words can be used to build more homes or to block them. This guide helps you notice the patterns, understand the concerns, and find common ground. People can hold both YIMBY and NIMBY views, and concerns about development don't automatically make someone a NIMBY.

Housing conversations are about more than buildings. They're about home, security, investment, identity, belonging, transportation, schools, taxes and the future of our community.

More homes. Stronger neighborhoods. A healthier, more inclusive Madison.

Housing In General

We need more housing.

We need housing, but this isn't the right place.

YIMBY: How can we create more homes and meet community needs?

NIMBY: Concern about where and how housing is added.

Let's look at the data, the location and the tools we have to add housing in ways that fit the neighborhood and our goals.

Multifamily housing

We need more multifamily housing.

This is too dense for this neighborhood.

YIMBY: Helps more people access housing and services.

NIMBY: Concern about crowding, traffic, or loss of open space.

Density can support transit, local businesses and a more inclusive community. Let's talk about scale, design and what resources are needed.

Parking & Transportation

We need to plan for transportation impacts.

There isn't enough parking or road capacity.

YIMBY: How can we manage mobility while adding homes?

NIMBY: Worry about congestion, parking shortages or safety.

We can pair new homes with transit, biking, walking and shared parking. Let's explore solutions that work for all modes of travel.

Property Values

Let's protect property values while adding housing.

New housing will hurt our property values.

YIMBY: Balance growth with stability and investment.

NIMBY: Fear of losing financial security or long-term value.

Research shows housing supply and affordability can support stronger, more stable communities. Let's look at the evidence together.

Schools

What services will additional residents need?

Our schools can't handle more children.

YIMBY: Plan for infrastructure, services and resources.

NIMBY: Worry about school capacity, class sizes or quality.

Let's look at the data, the location and the tools we have to add housing in ways that fit the neighborhood and our goals.

Affordable Housing

Where can we create more affordable homes?
Affordable housing belongs somewhere else.

YIMBY: More options for people at all income levels.

NIMBY: Concern about cost, density or perceived impact on the area.

Affordable housing helps our economy and builds a more inclusive community. Let's explore creative solutions that fit our neighborhood.