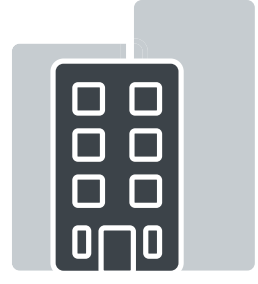


# Where will people **live** in the Greater Downtown in 2027?

## 3 Transformative Direction

The Greater Downtown can provide different “lifestyle neighborhood” choices that retain and attract a diversity of residents and household types.

### Challenges



#### Housing Not Creating More Population

The apartment development boom has **not translated into robust population gains** in Greater Downtown.



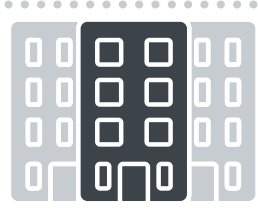
#### Rising Gentrification Fears

The housing unit and population gains in Historic Third Ward and Downtown have been accompanied by **losses in five study area neighborhoods** - creating little home ownership options and rising gentrification tension.



#### Housing Supply May Not Keep Pace

The Greater Downtown apartment market may not be sustainable past 2020 **as millennials age into peak home buying years**.



#### Concentrated Affordable Housing

Affordable housing is primarily concentrated in **Downtown and Lindsay Heights/Fondy-North**.



#### Few Homeowners

**77%** of the multifamily housing is rental.

### If Trends Continue

#### Housing Production for Only One Market

Housing production at 0-2 bedrooms primarily attracting millennials will slow as millennials age and look for new housing options

#### Uneven Housing Growth

While the number of housing units is increasing overall, some greater downtown neighborhoods (e.g. Walker Square, Lindsay Heights) have lost units over the last decade

#### Rental Culture

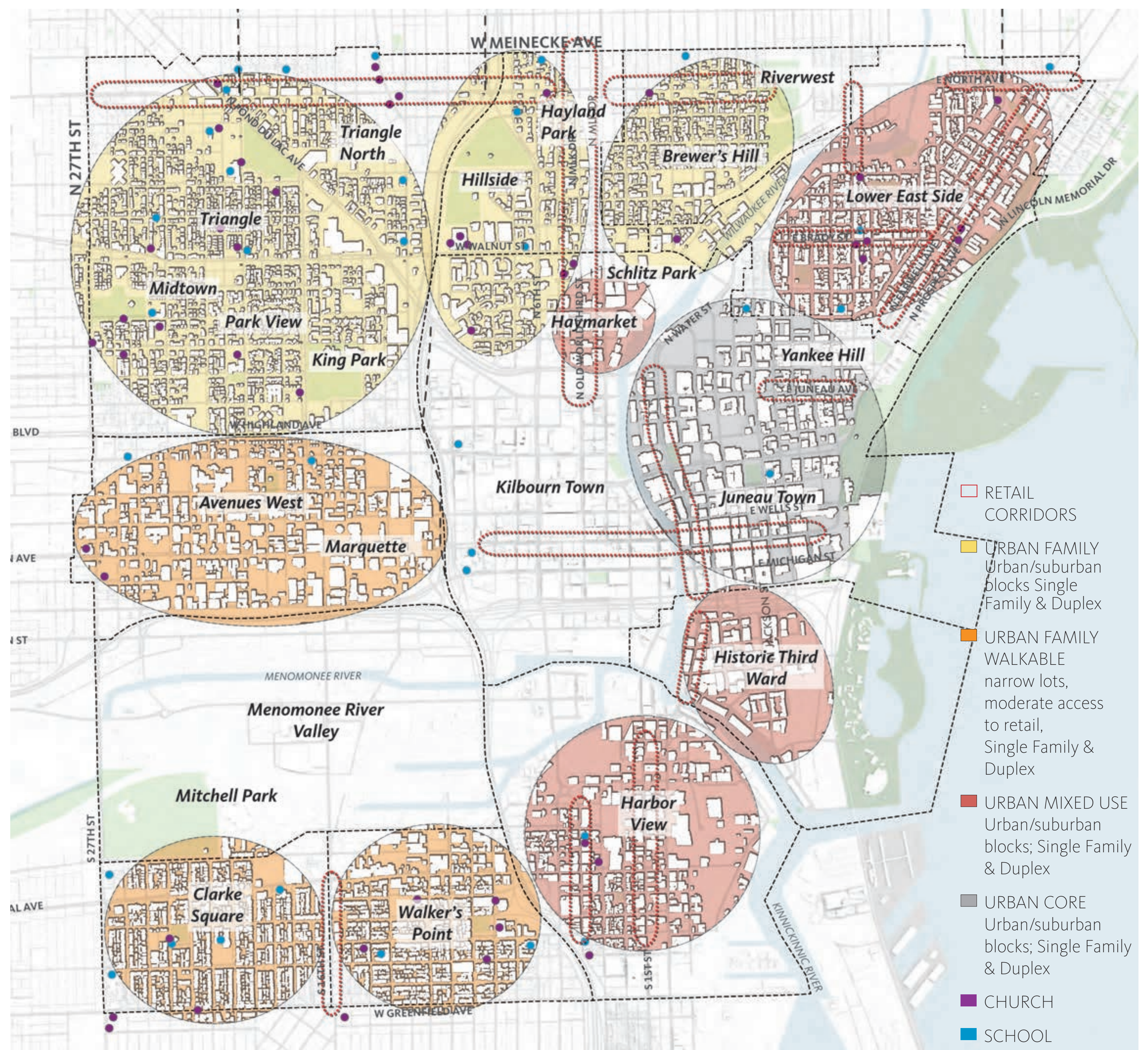
Few home ownership options limit the choices Greater Downtown residents have to stay in the area

#### Attraction vs. Retention

Perceptions that housing production is aimed at attracting new residents, versus housing investments that help retain existing residents heightens concerns about racial inequality.

### Proposed Imperatives

- Greater Downtown must create a **diverse, attractive and affordable housing choices that retain existing residents**
- Greater Downtown must **increase home ownership and home purchase options**
- Greater Downtown must **create distinct neighborhoods with unique identity and lifestyle offerings** that expand the choices to live in Milwaukee
- Greater Downtown must **honor community (social) and neighborhood (physical) authenticity**





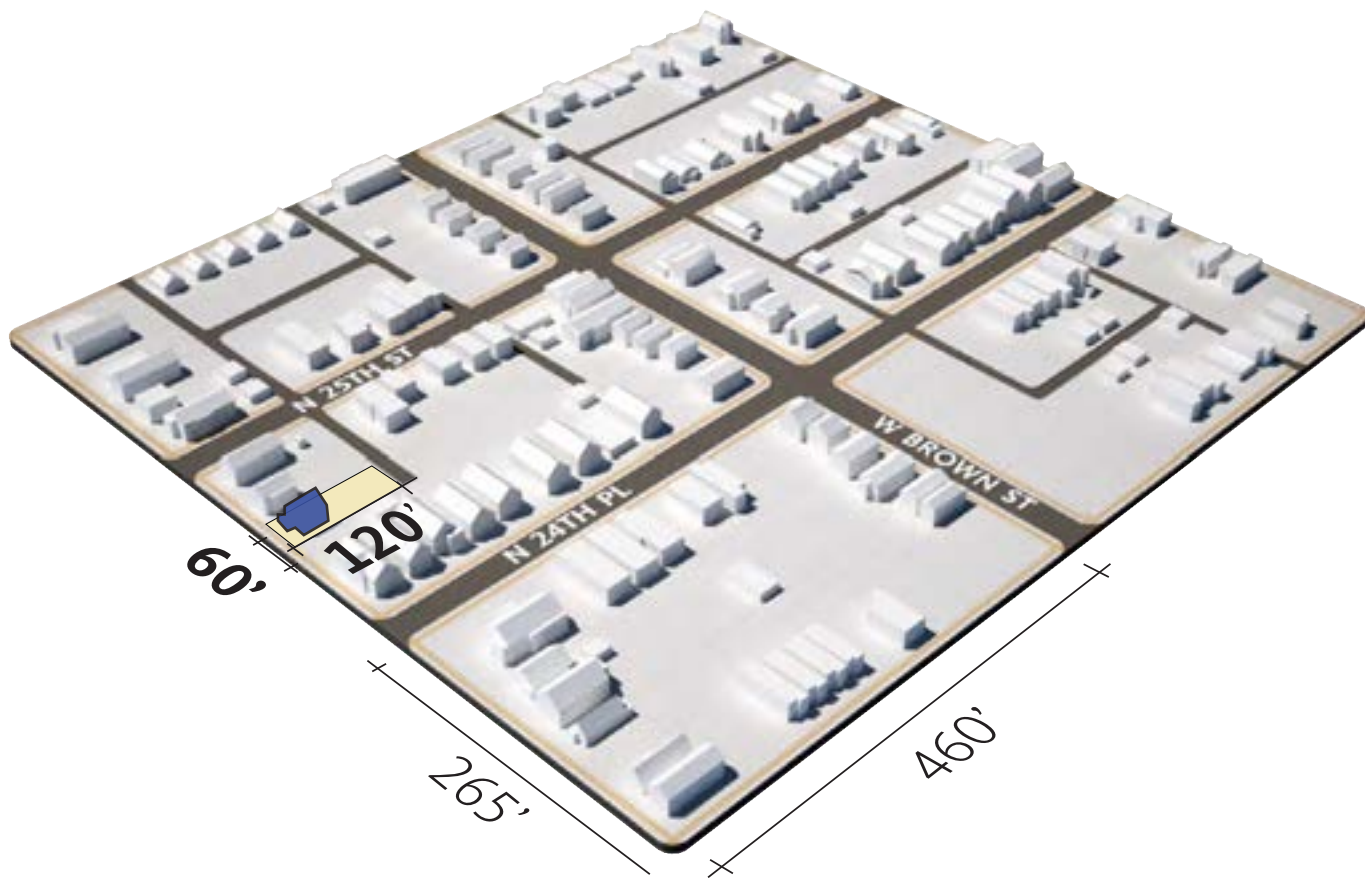
# Where will people **live** in the Greater Downtown in 2027?

## 3 Transformative Direction

### Urban Family

6,885 total units | 6.1 units/acre

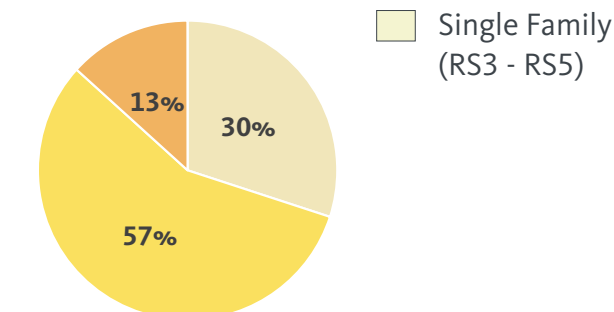
- Urban and Suburban block framework
- Wider lots; shorter blocks
- Primarily Single Family and Duplex



#### Housing Type Ratios

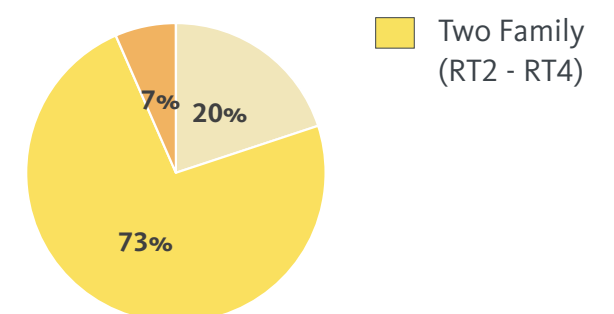
LINDSAY HEIGHTS  
FONDY-NORTH

5.5 units/acre



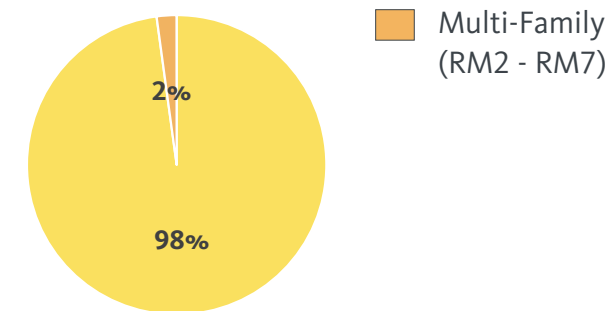
KING DRIVE BRONZEVILLE

6.1 units/acre



BREWER'S HILL  
HARAMBEE

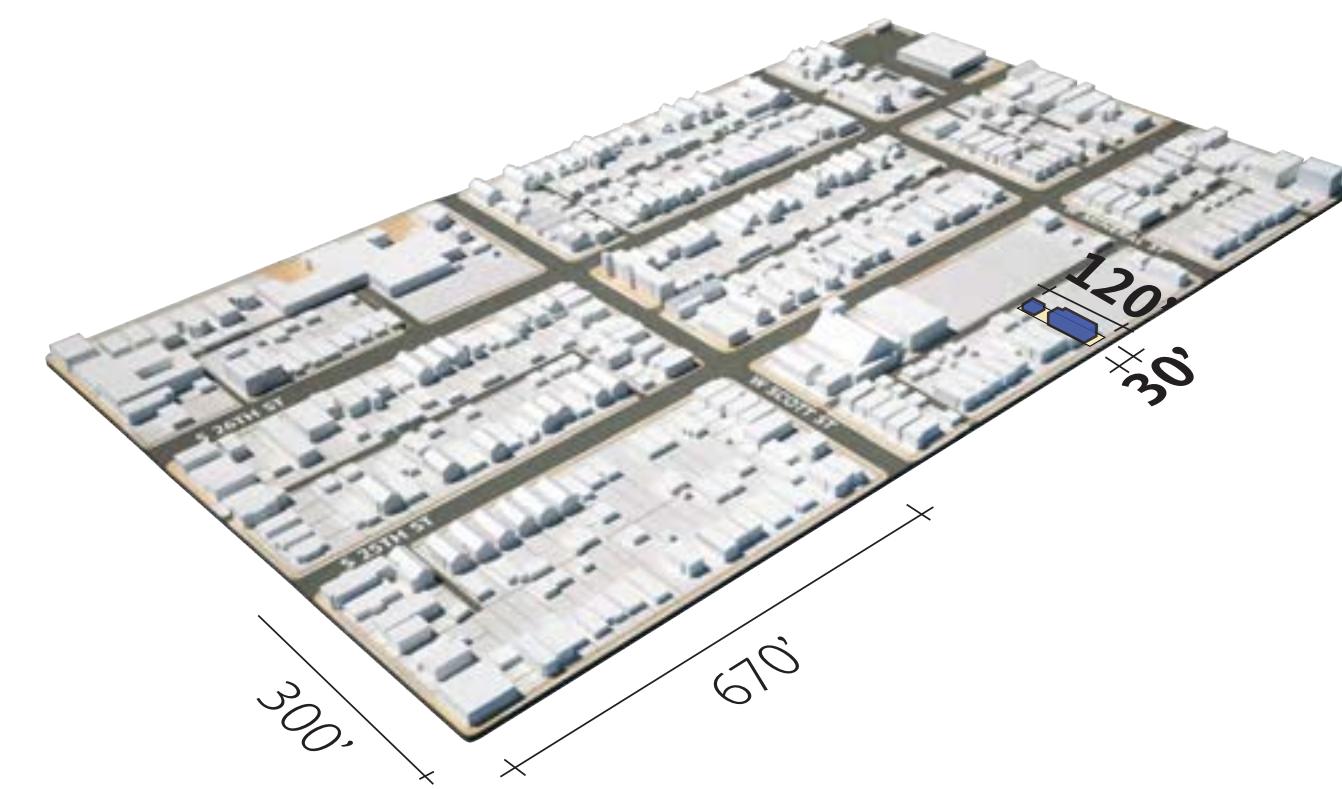
8.5 units/acre



### Urban Family Walkable

9,533 total units | 10.6 units/acre

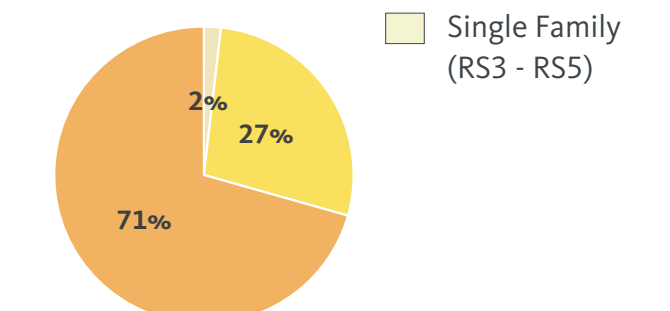
- Narrow lots, longer blocks
- Single family, duplexes, medium, high density
- Moderate access to neighborhood serving retail



#### Housing Type Ratios

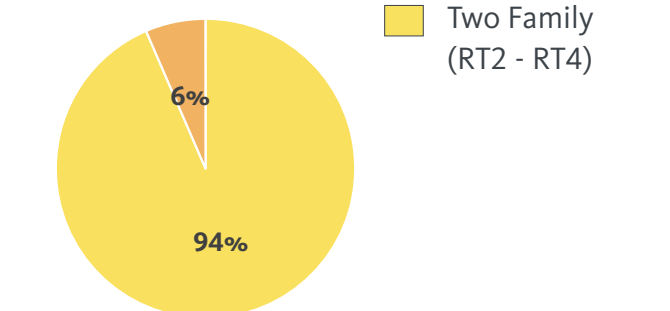
NEAR WEST SIDE (EAST)

12.0 units/acre



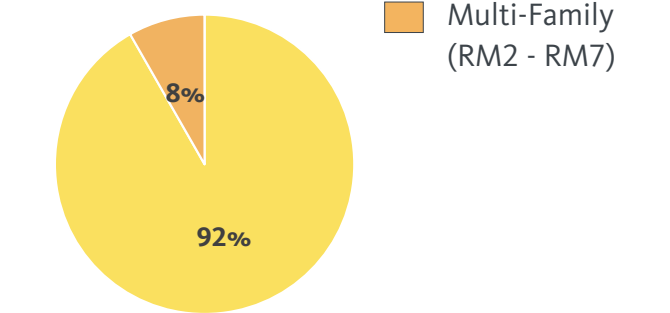
CLARKE SQUARE

10.4 units/acre



WALKER SQUARE

8.4 units/acre



### Urban Mixed-Use

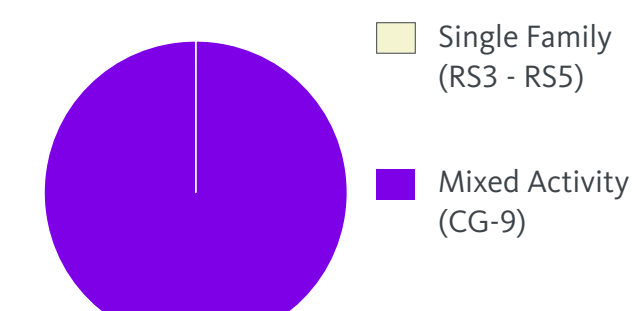
- 13,831 total units | 12.8 units/acre
- Medium/Medium-High Density
- Ground floor retail/commercial use
- Moderately walkable, higher access to transit



#### Housing Type Ratios

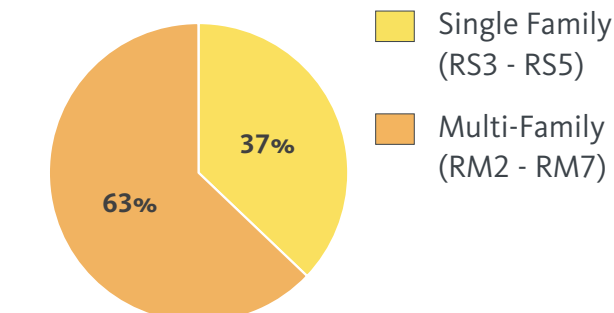
HISTORIC THIRD WARD

10.2 units/acre



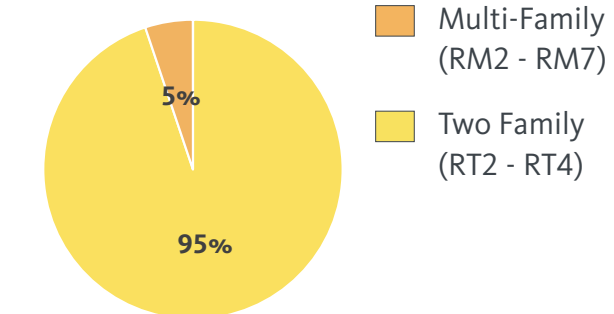
LOWER EAST SIDE

23.7 units/acre



WALKER'S POINT

3.8 units/acre



### Urban Core

8,982 total units | 8.7 units/acre

- Higher density buildings
- Mixed-use neighborhoods
- Highly walkable with high transit access



#### Housing Type Ratios

DOWNTOWN

8.7 units/acre

