

Who will the Greater Downtown be for in 2027?

1 Transformative Direction

The opportunity to plan for racially mixed, mixed-income neighborhoods can be built around existing employment districts with diverse business and job populations.

Challenges



Greater Downtown as a whole is facing a **decline in population**.



Household incomes for white residents in Greater Downtown are growing, but African American and Hispanic incomes have not grown, and **poverty levels remain higher for minorities** in Greater Downtown compared to the entire population.



Greater Downtown is racially diverse, however these diverse populations **live in segregated neighborhoods**.



43% of Greater Downtown workers are Milwaukee residents, but **7% actually live in greater downtown**.

If Trends Continue

Low Population Growth

If we follow SEWRPC projections, Milwaukee County will conservatively grow by only 2% or 21,000 people over the next 10 years.

Segregation

If racial inequality persists, racial and income segregation perceptions will limit retention and attraction of Greater Downtown residents.

Loss of “Authentic” Milwaukee

If the cultural heritage of Milwaukee’s neighborhoods and traditions are not recognized, preserved and celebrated, these neighborhoods risk losing their cultural identities, names and the places and people that make these places “authentic” Milwaukee.

Fear of Gentrification

If the intention of creating more mixed income housing is not met, neighborhoods adjacent to the downtown core risk experiencing gentrification and resident displacement.

Proposed Imperatives

- Greater Downtown must have both **a retention and attraction strategy** to grow population
- Greater Downtown must **preserve, strengthen and celebrate the authentic ethnic and industrial identities** of its historic neighborhoods
- Greater Downtown must be **intentional about creating mixed income and racially mixed neighborhoods** that minimize displacement
- Greater Downtown must **foster the population diversity and density** needed to attract and retain desired businesses and amenities

