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

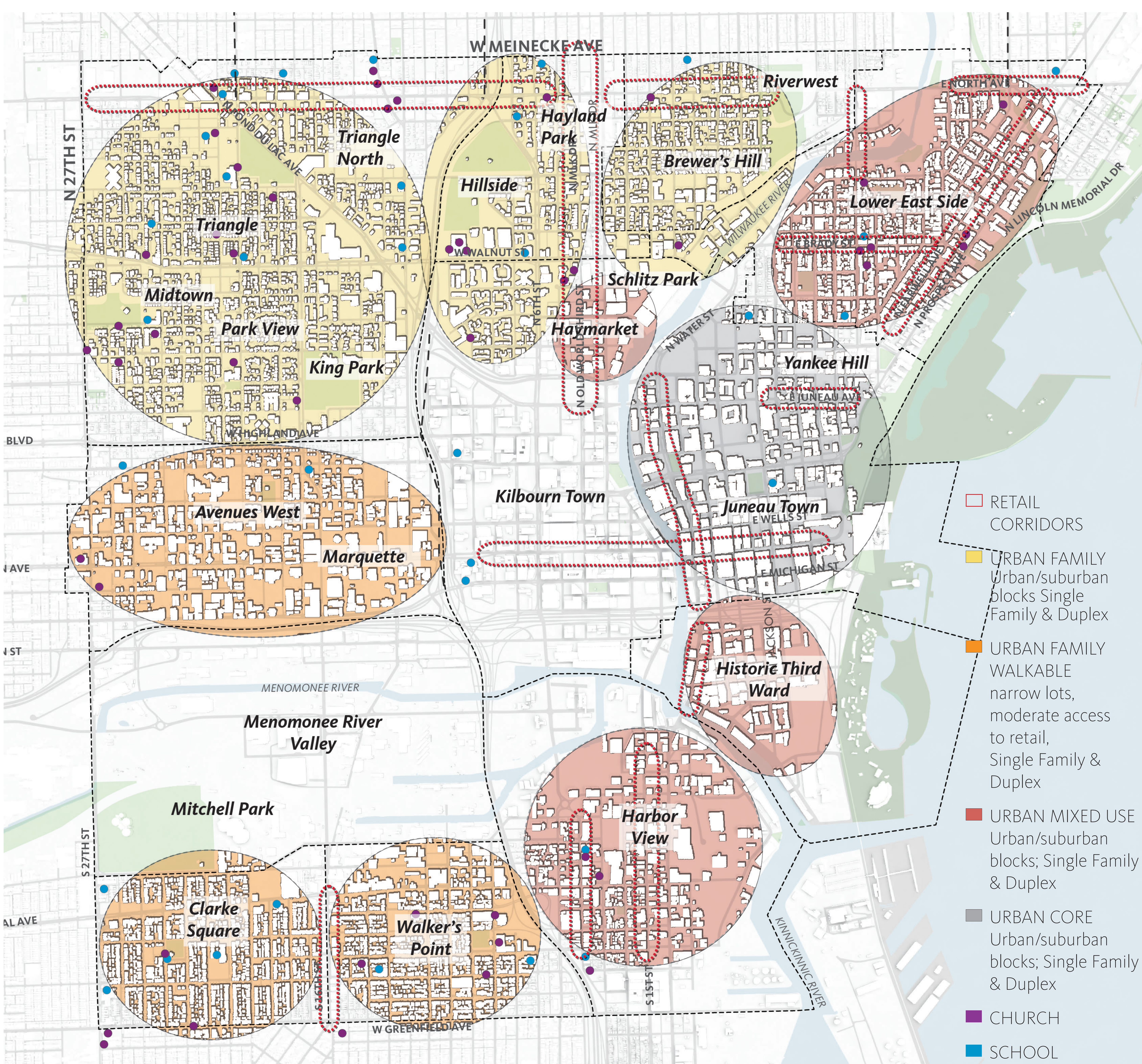
Few home ownership options limit the choices Greater Downtown residents have to stay in the area

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

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



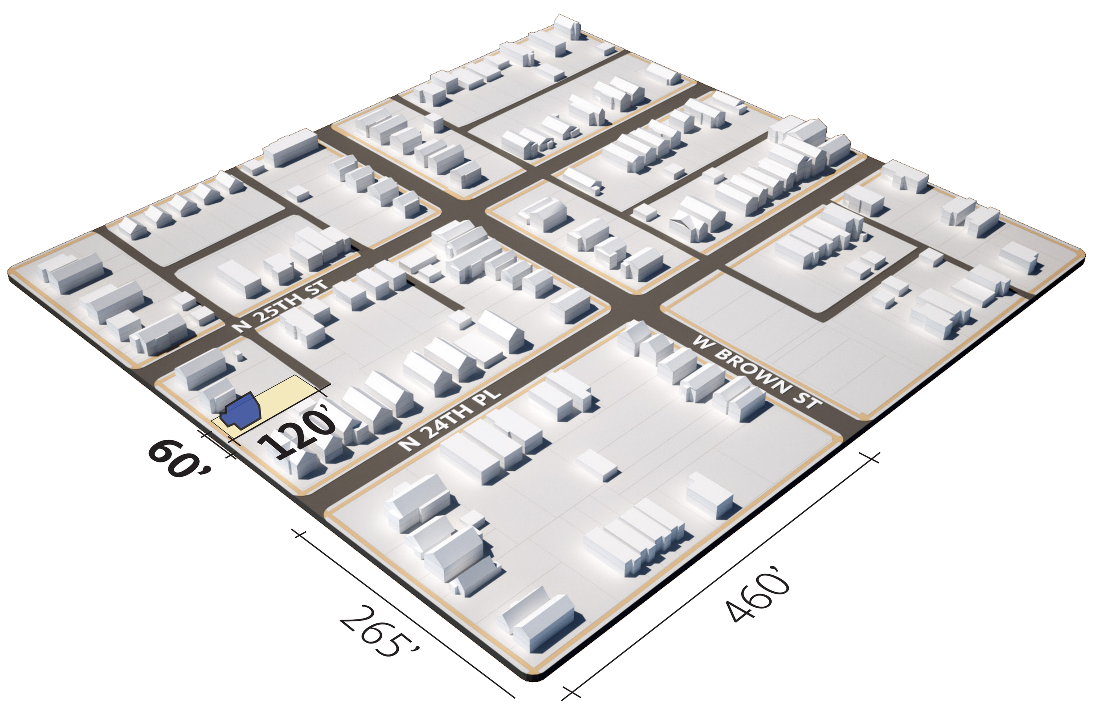
Where will people live in the Greater Downtown in 2027?

3 Transformative Direction

Urban Family

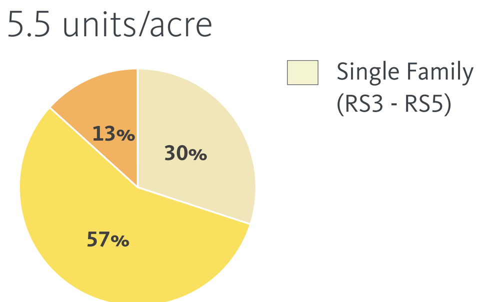
6,885 total units | 6.1 units/acre

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

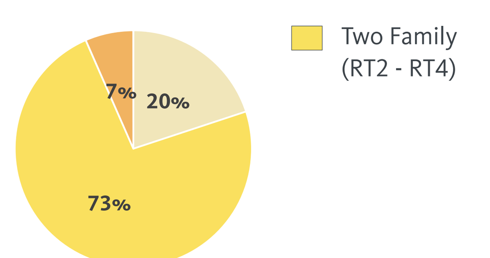


Housing Type Ratios

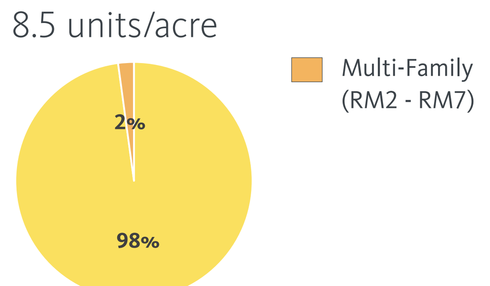
LINDSAY HEIGHTS
FONDY-NORTH
5.5 units/acre



KING DRIVE BRONZEVILLE
6.1 units/acre



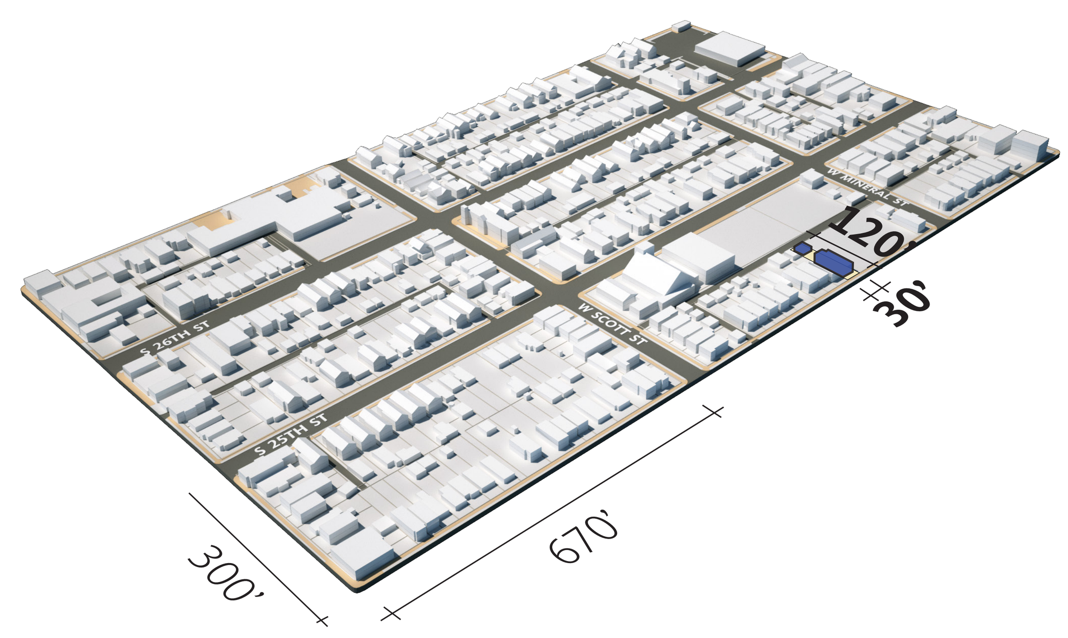
BREWER'S HILL
HARAMBEE
8.5 units/acre



Urban Family Walkable

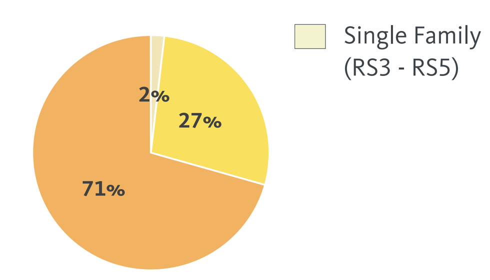
9,533 total units | 10.6 units/acre

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

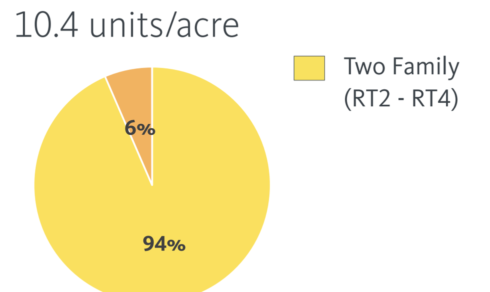


Housing Type Ratios

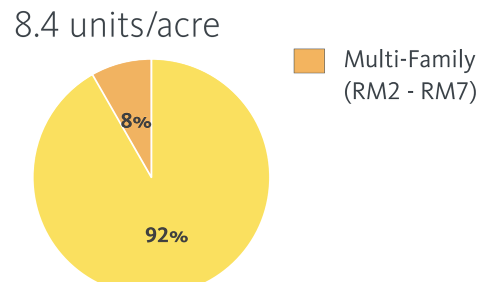
NEAR WEST SIDE (EAST)
12.0 units/acre



CLARKE SQUARE
10.4 units/acre



WALKER SQUARE
8.4 units/acre

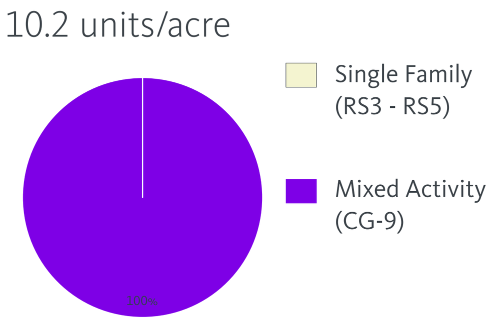


Urban Mixed-Use

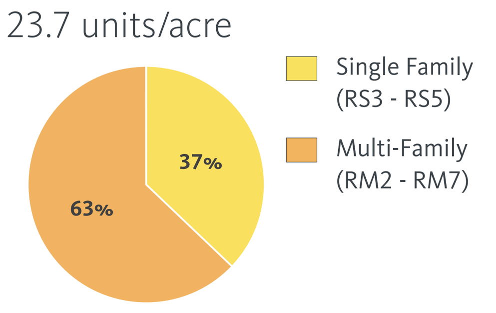
- 13,831 total units | 12.8 units/acre
- Medium/Medium-High Density
- Ground floor retail/commercial use
- Moderately walkable, higher access to transit

Housing Type Ratios

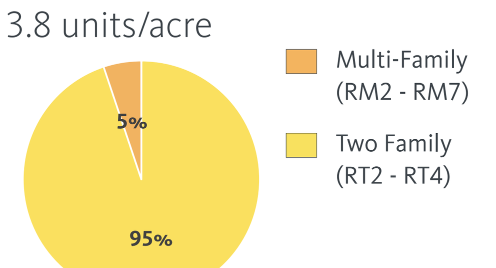
HISTORIC THIRD WARD
10.2 units/acre



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