



# Milwaukee Department of City Development

**Building Up Milwaukee**

Challenges, Opportunities, and a Path Forward



City  
of  
Milwaukee

DEPARTMENT OF

**CITY DEVELOPMENT**



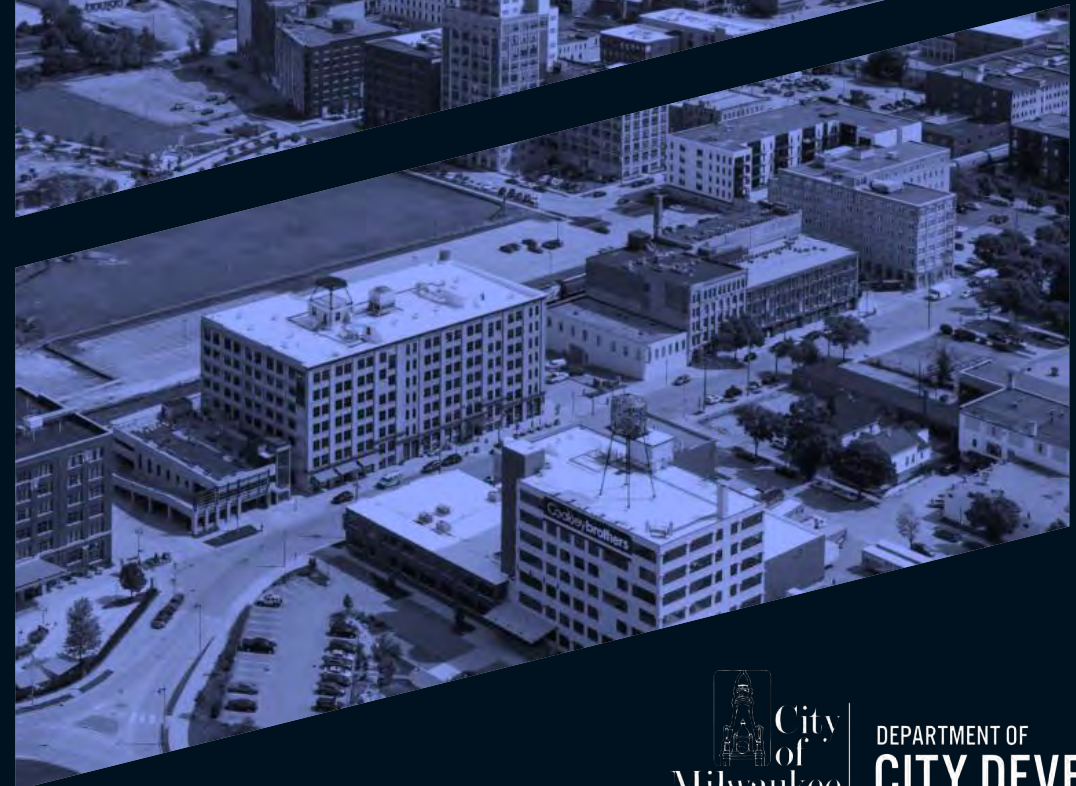
# Lafayette Crump

Commissioner of  
City Development

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# Overview

**Commissioner's Office**  
**Commercial Corridors Team**  
**Economic Development**  
**Finance & Administration**  
**Housing/Neighborhood  
Improvement Development  
Corporation (NIDC)**  
**Planning**  
**Real Estate**  
**Redevelopment Authority of the  
City of Milwaukee (RACM)**



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**CITY DEVELOPMENT**



Milwaukee's population reached its peak of **741,000** residents in 1960.

Since then, the city's population has declined to approximately **590,000**.

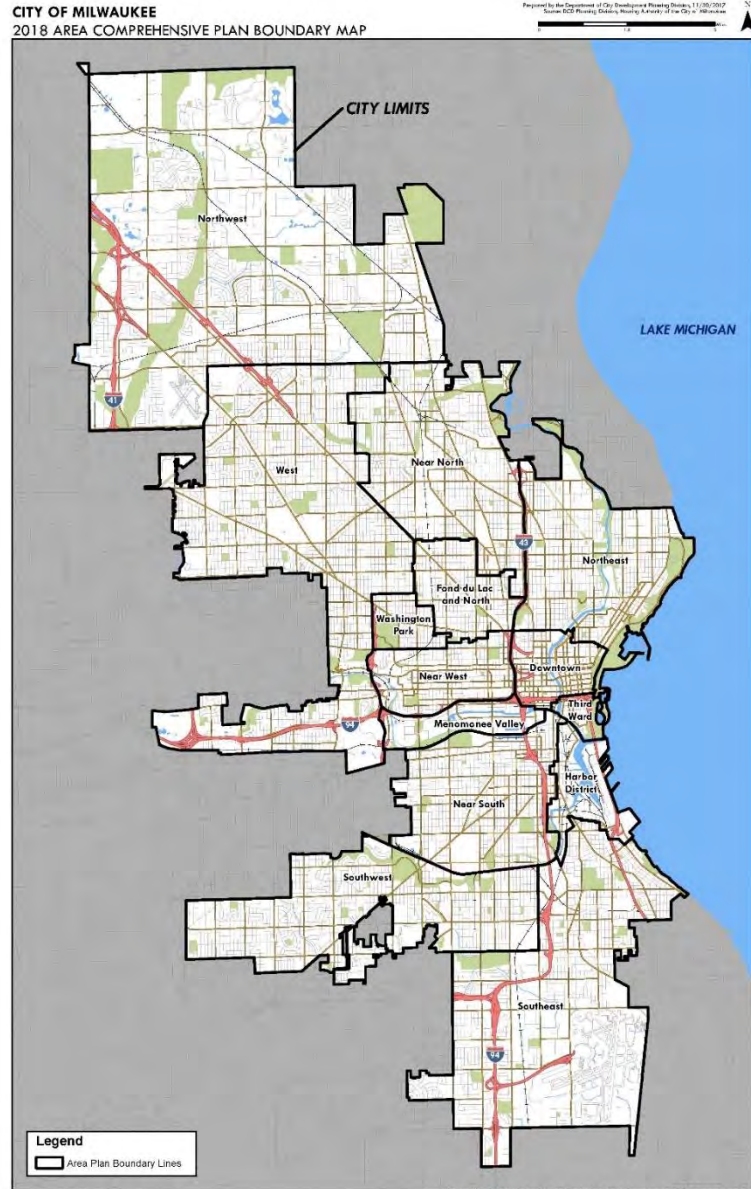
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DEPARTMENT OF  
**CITY DEVELOPMENT**

- **Comprehensive Planning & Zoning Efforts**
- **Housing**
- **Economic Development**
- **Transit-Oriented Development**
- **Quality-of-Life Enhancements**

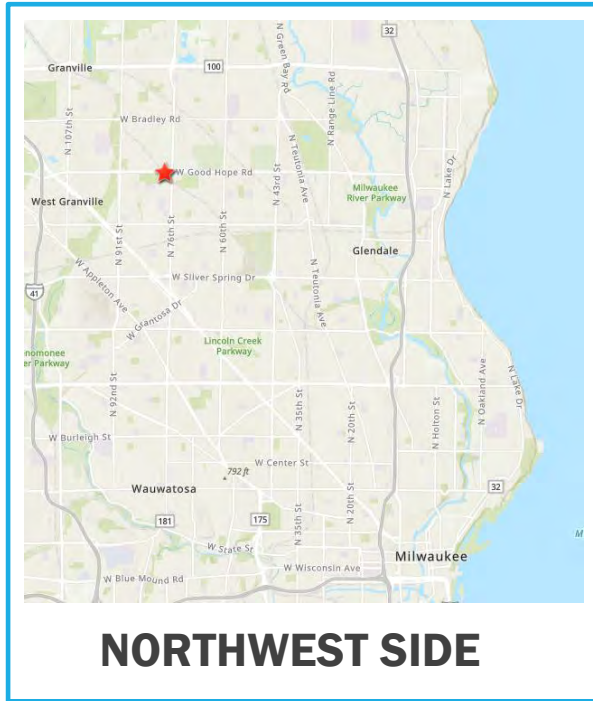
# Comprehensive Planning in Milwaukee



- + Citywide Plan
- + 14 Area Plans
- + Amendments

Comprehensive plans are updated based on changing needs in a community. For Growing MKE, we are looking at how to support evolving housing needs.





# GOOD HOPE LIBRARY BRANCH



# CENTURY CITY



A CITY OF MILWAUKEE BUSINESS PARK

Century City  
BET  
AHEAD



# CONNECTING THE CORRIDOR

A STRATEGIC ACTION PLAN FOR THE NEAR NORTH SIDE PLAN AREA

CITY OF MILWAUKEE  
DEPARTMENT OF CITY DEVELOPMENT  
NOVEMBER 2020





CONNECTING MKE

DOWNTOWN PLAN 2040



Downtown Area Plan Update

# Priority Targets

Grow the  
Downtown population  
to 40,000 residents  
by 2040

Add ~15,000  
housing units  
Downtown  
by 2040  
20% of Units  
Affordable

Grow  
Downtown  
jobs to 100,000  
by 2040

# Big Ideas for Downtown

## Grow Downtown

- Double the Downtown population through intensive housing development
- Leverage publicly owned development sites to promote housing density and affordability
- Significantly increase Downtown's job and talent density

## Design Streets as Public Spaces

- Focus on walkable streets designed for people: Water Street, King Drive, Jefferson Street

## Design Streets to Support All Users

- Create an enhanced transit experience on major transit corridors
- Build a bike network for all that connects Greater Downtown neighborhoods

## Invest in Parks & Gathering Spaces

- Create world class urban gathering spaces: continue investment in Downtown parks: Red Arrow Park, Pere Marquette Park, and Cathedral Square

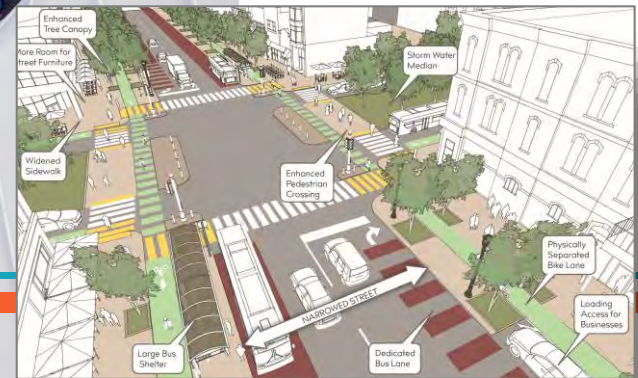
## Reconnect Places Divided by Human-made Barriers

- Create connections within Downtown, to the lakefront and to surrounding neighborhoods
- Rethink I-794 by transforming the corridor in a way that creates new places and connections

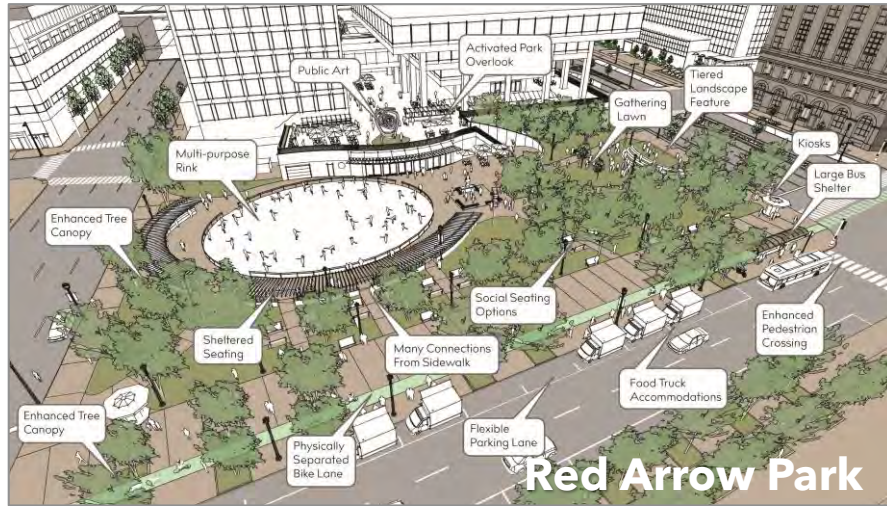
## Expand & Enhance Transit

- Create robust transit options, including streetcar extensions, expansion of bus rapid transit, enhance transit user experience, and expansion of intercity rail between Milwaukee and neighboring cities

# Water Street Entertainment District



# Place Management Organization for Parks & Gathering Spaces





# Milwaukee's Collective Affordable Housing Strategic Plan

*advancing racial equity by  
providing a quality affordable  
home for every Milwaukeean*





# Advancing Homes MKE



- Renovate 150 City owned residential properties
- Support emerging developers—15 development teams have been selected
- Renovations to start 2022 and will continue in 2023





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Photo credit:  
Urban Milwaukee



THIRTY-SEVENTH STREET

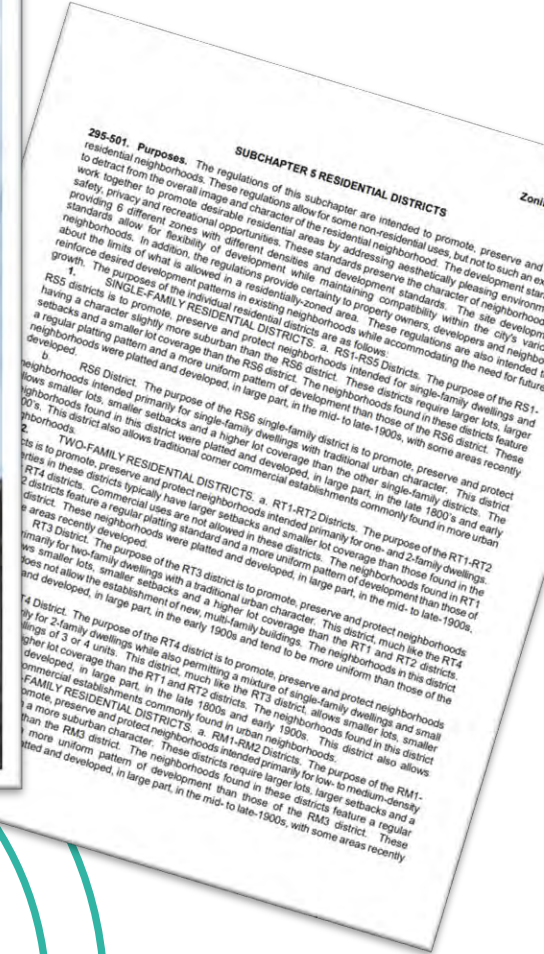
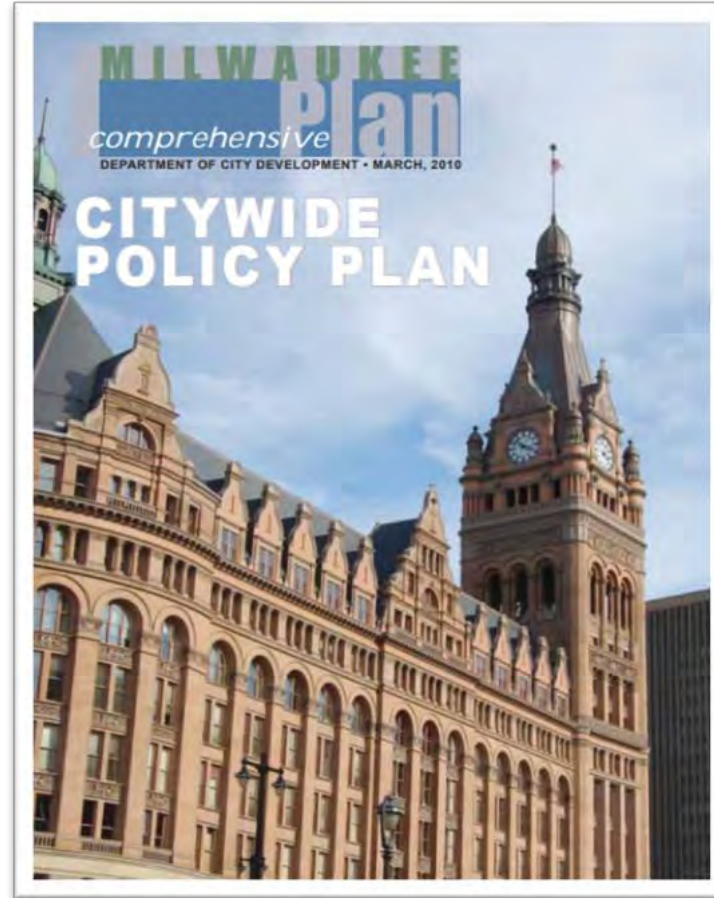


ASCENT  
MKE



# Growing MKE

- A plan to encourage housing choice and growth through Milwaukee's Zoning Code
- Will amend the Citywide Policy Plan
- Will recommend updates to the City of Milwaukee Zoning Code related to housing development
- During the second phase, drafted zoning code updates will be presented to Common Council for adoption into the City's Zoning Code





# Advancing Plan Recommendations & City Goals

“In this future I envision we will have one million residents and many more peaks to our skyline...[I will] **evaluate City zoning codes to support higher density development and economic growth.**”

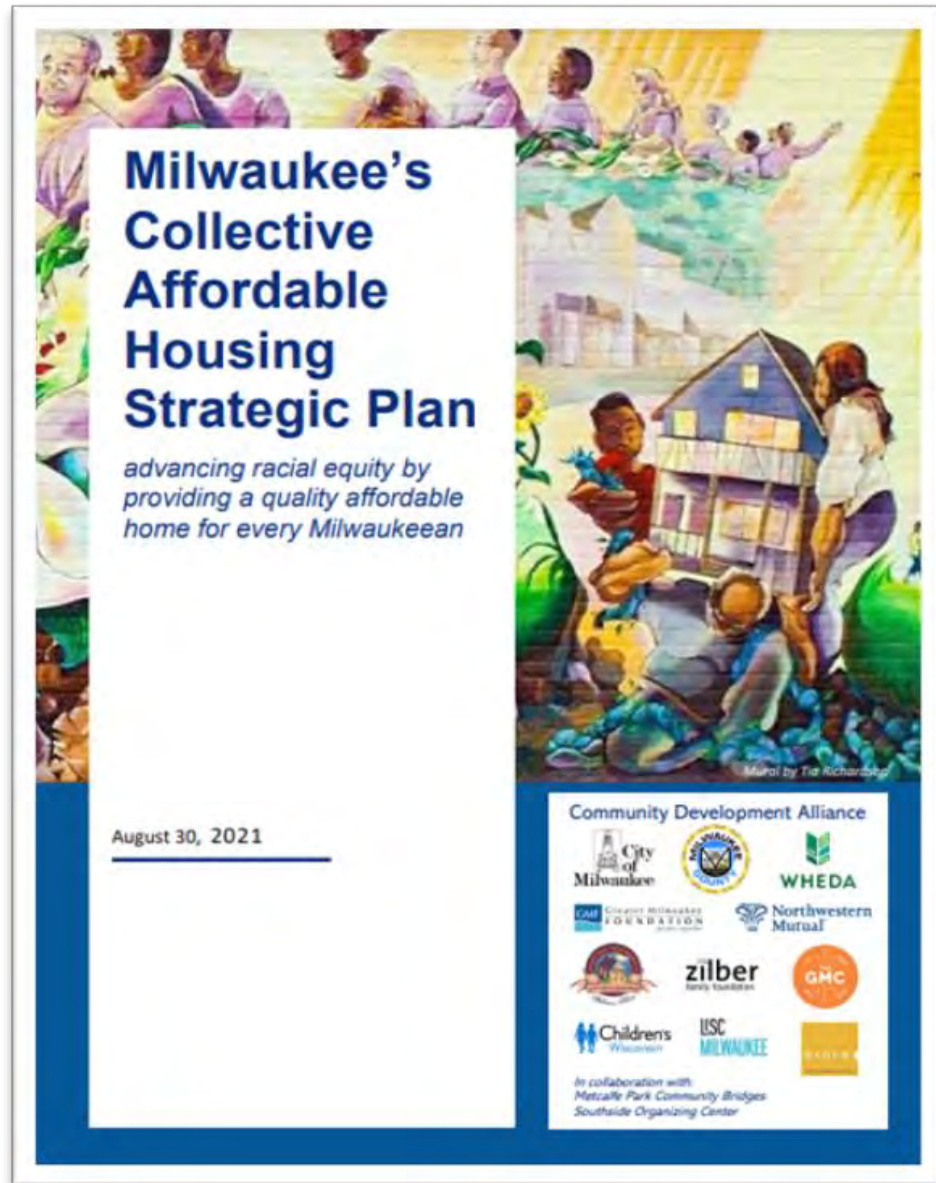
*-Mayor Cavalier Johnson, Economic Prosperity Vision (2022)*



## Advancing Plan Recommendations & City Goals

“Reduce Vehicle Miles Traveled: less parking, **more transit oriented development; update zoning code to increase density** (e.g. allow accessory dwelling units), eliminate parking minimums on development.”

- *Milwaukee’s Climate and Equity Plan (2023)*

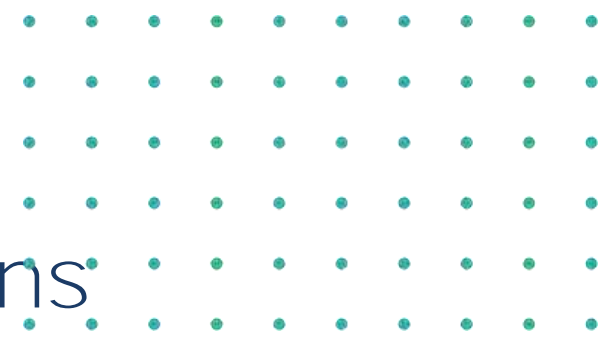


# Advancing Plan Recommendations & City Goals

“At the heart of this Plan is the goal of **advancing racial equity by providing a quality affordable home for every Milwaukeean**...Changes to local zoning codes should be pursued that allow additional types of housing options and choices in a wider range of neighborhoods

*-Milwaukee's Collective Affordable Housing Strategic Plan (2021)*





# Advancing Plan Recommendations & City Goals

“Cities must plan proactively for how to make it easy for people to move around and **embrace the growing demand for walkable urban neighborhoods...**

[Transit Oriented Development] can create a rich mix of walkable places that offer shopping, entertainment, jobs and public spaces, which can all be reached on foot, bike or transit. **Density is an Economic**

**Decision...** Updates to the City of Milwaukee zoning code will help facilitate the type of transit-oriented development envisioned by this Plan... Increase density... allow taller buildings... [and] creative enterprises in some residential districts.”

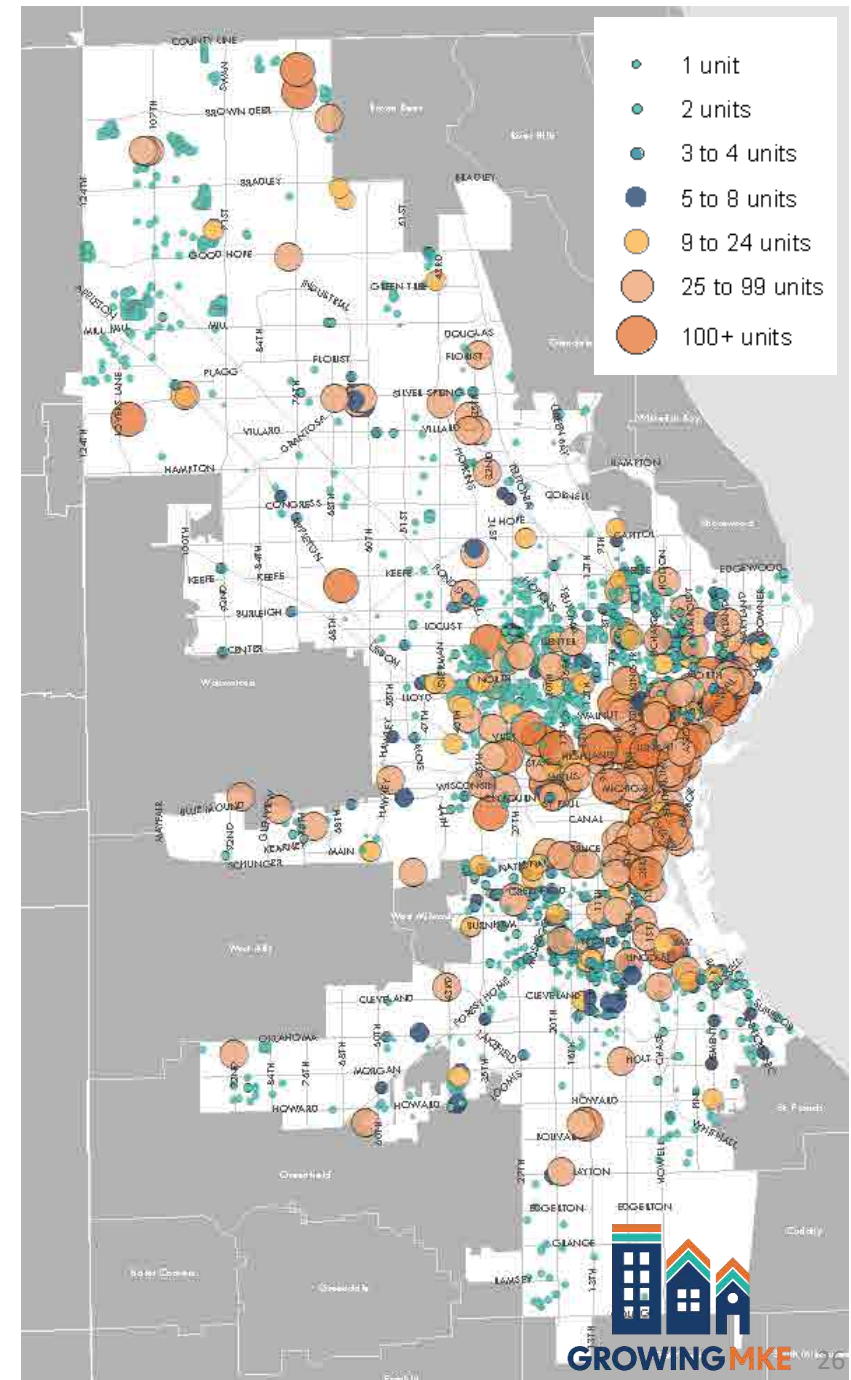
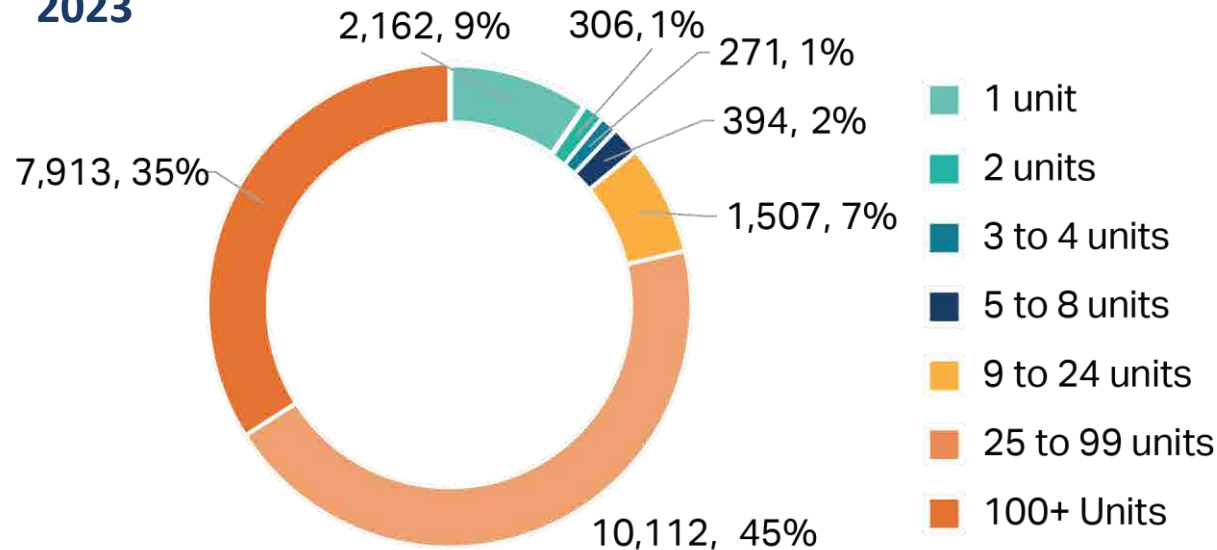
*-Equitable Growth through Transit Oriented Development Plan (2018)*



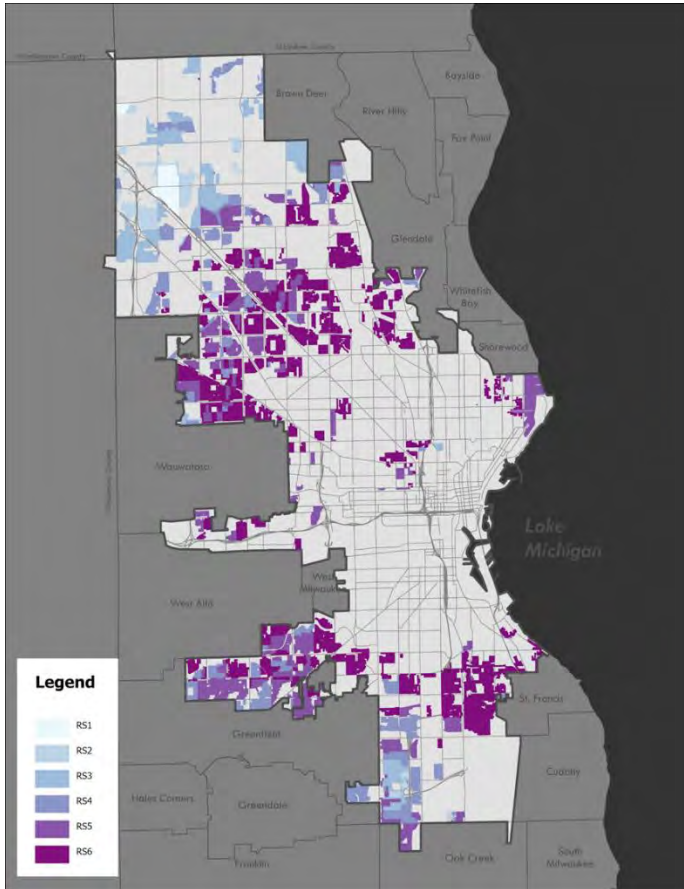
# New Development: Two Decades of Housing Development

- New development from 2002 to 2023:
  - Includes all housing units built from ground up, alterations, additions, residential units)
  - Roughly 2,950 new developments with 22,670 housing units (*and at the same time, about 9,800 housing units were lost*)
  - Many single family homes and larger multi-family homes newly constructed

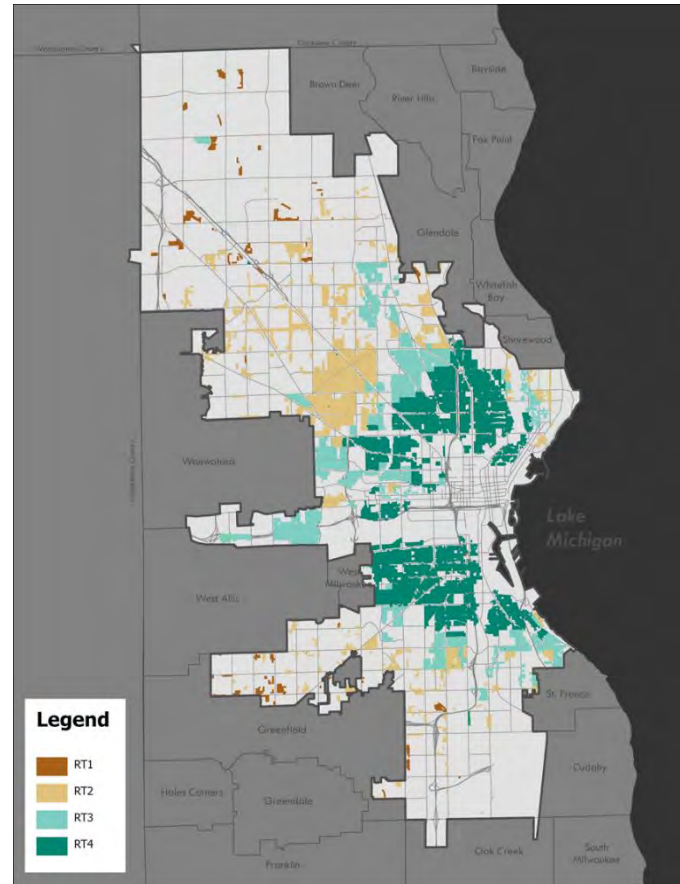
**New Development by Housing Units, 2002 to 2023**



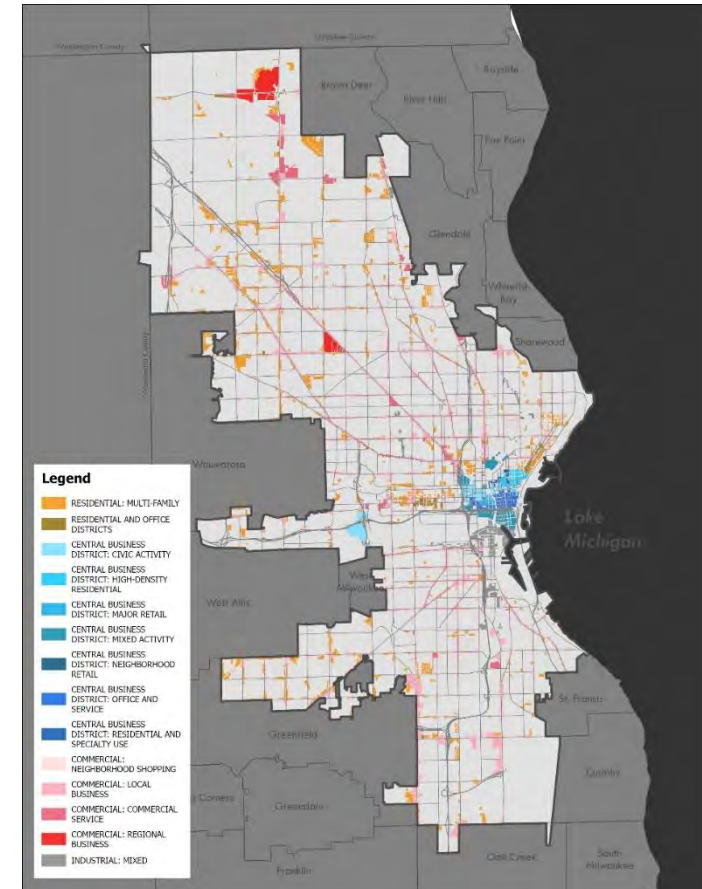
# What does zoning for housing look like in Milwaukee?



40% of residentially zoned parcels allow only one housing unit



More than ½ of residentially zoned parcels allow 2+ housing units, including areas of the City with the largest numbers of vacant lots



Multi-family housing is allowed in ALL commercial districts, corridors, and downtown.

# Zoning can make it more difficult to build some housing styles



## Accessory Dwelling Units?

Carriage houses/in-law units require special approvals or variances in all residential districts. “In law suites” prohibited in single family districts

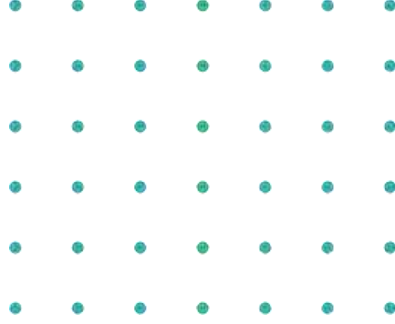


## “Missing Middle” Housing

Styles of housing such as townhomes and other “missing middle” housing options are restricted in many districts

# Anticipated Outcomes of Growing MKE

- **Enhancing transit-oriented development** and walkable urban neighborhoods
- Increasing **housing choice**, diverse housing styles and affordability
- Advancing recommendations of the collective affordable housing plan to permit **housing styles that may result in lower housing costs** for residents
- Proposing **updated parking requirements** that align with housing affordability, public transit access, and climate adaptation goals
- Supporting home-based businesses, accessory dwelling units, and **a wide range of neighborhood scale infill** development







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PARK

SPRANG SPRING

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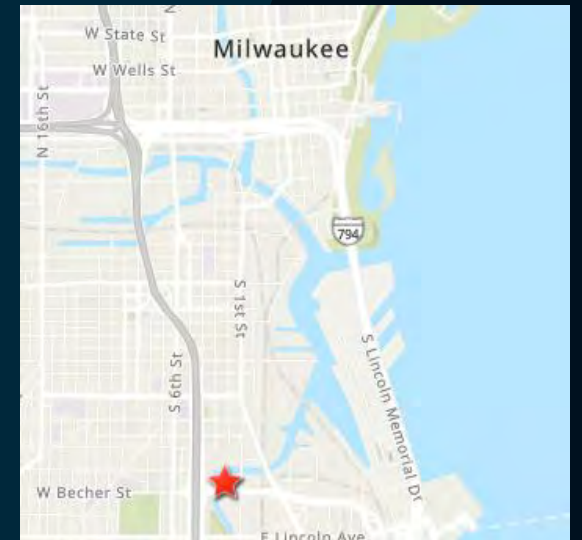








Photo credit: Rinka



HARBOR DISTRICT





Photo credit:  
The Hop Milwaukee & Google Streets



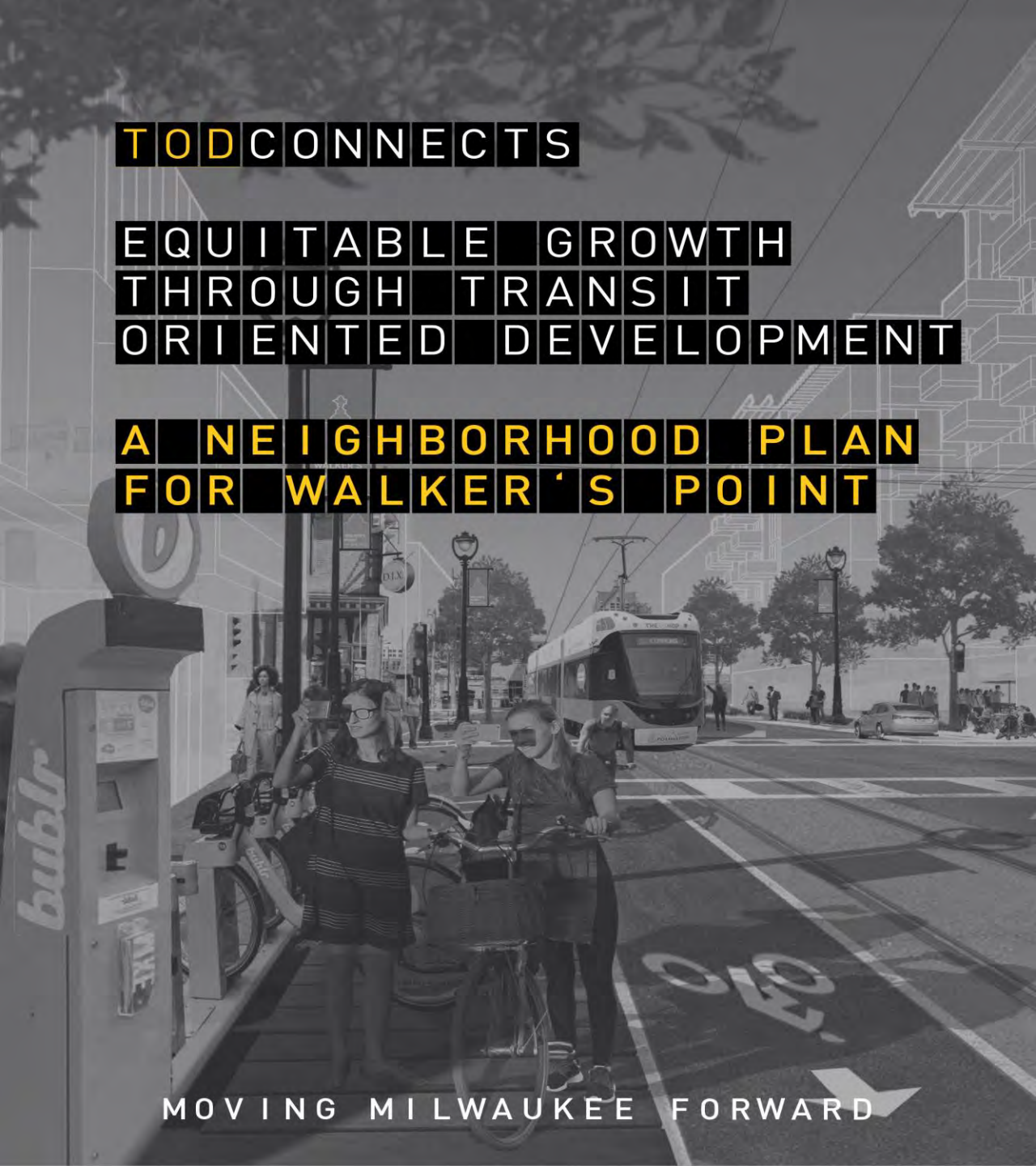
KING DRIVE

**TODCONNECTS**

**EQUITABLE GROWTH  
THROUGH TRANSIT  
ORIENTED DEVELOPMENT**

**A NEIGHBORHOOD PLAN  
FOR HISTORIC  
DR MARTIN LUTHER  
KING JR. DRIVE**

MOVING MILWAUKEE FORWARD



**TODCONNECTS**

**EQUITABLE GROWTH  
THROUGH TRANSIT  
ORIENTED DEVELOPMENT**

**A NEIGHBORHOOD PLAN  
FOR WALKER'S POINT**

MOVING MILWAUKEE FORWARD



HIGHWAY

# WIS 175

VISIONING STUDY

**MILWAUKEE**  
comprehensive **Plan**



Department of City Development  
November 2017

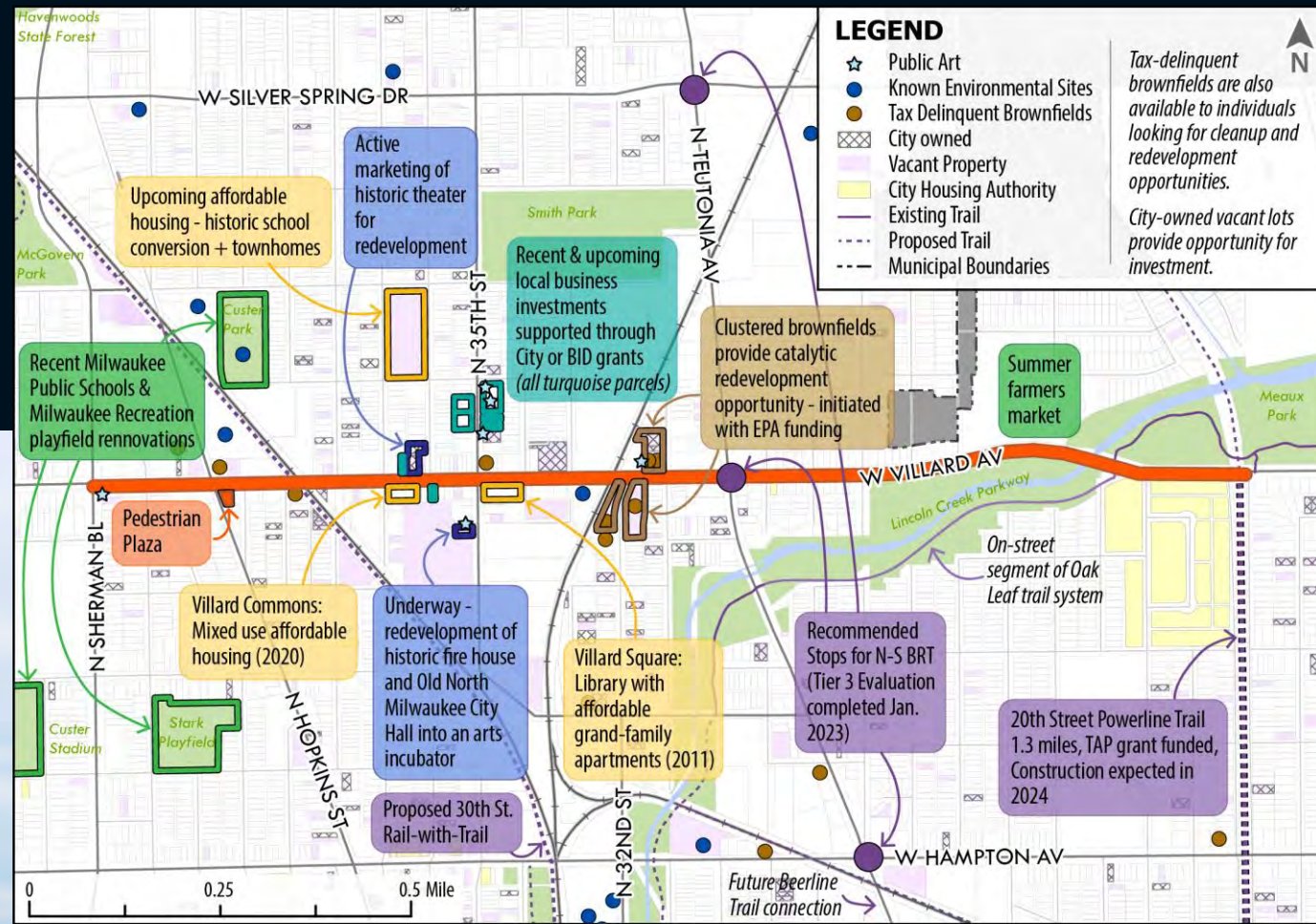




# Vel R. Phillips Plaza



# Villard Avenue RAISE grant for Complete Street





THANK  
YOU!



City  
of  
Milwaukee

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