



The meeting will begin in few minutes...

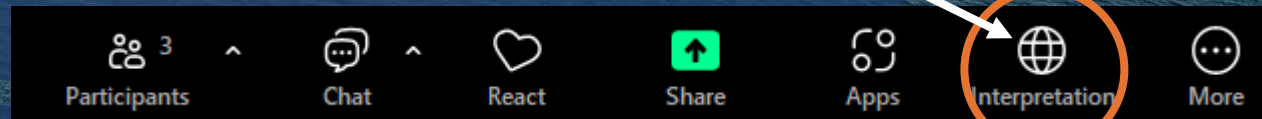
A Plan to Increase Housing Choices in Response to Milwaukee's Housing Shortage

Virtual Information Sessions – November 20 & 21, 2024

Zoom Information

- We are recording
- Use the chat function for any questions during the presentation

- Servicio de interpretación en español disponible
- Muaj txhais lus Hmoob



Community Members in search of housing

I'm in school and working part-time to cover expenses. All I really need is a place to study and sleep. Preferably somewhere where I can live without a car.



I'm trying to build a career and a life which means I'm at work or with friends most of the time. My budget is limited but I don't need a lot of space.



I don't have it all figured out just yet and need flexibility. I'm trying to save some money and keep my options open. I need something affordable and shorter term.



Our kids are all grown and on their own, leaving us with a lot of unused space to keep up. We'd love to downsize and stay in our neighborhood in an accessible space.



We don't want a big single-family home, but we do want to put down roots with a home that fits our needs.



These two are a handful that I'm raising myself. I need something family-friendly that is easy to keep up with.



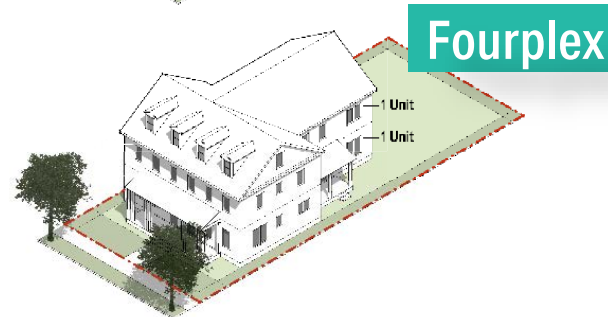
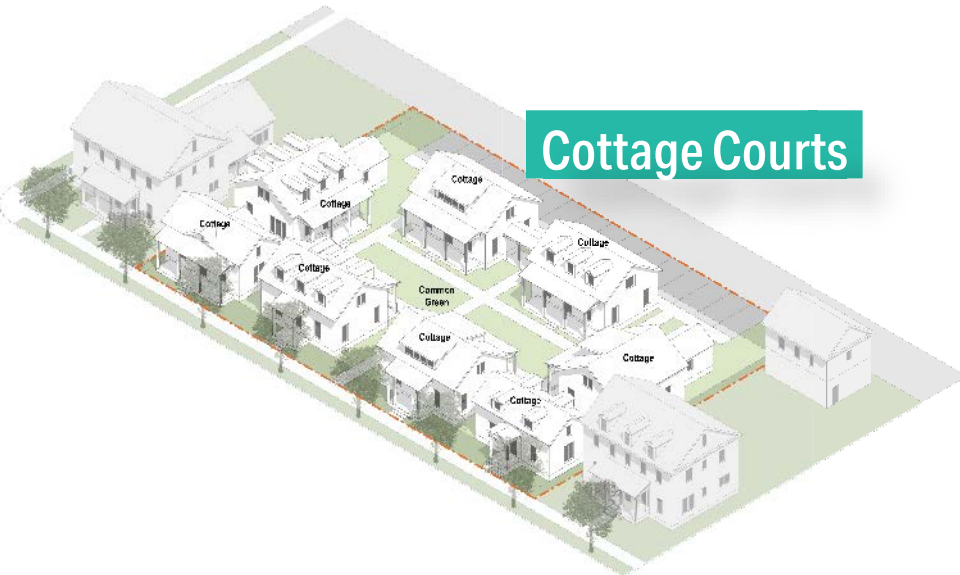
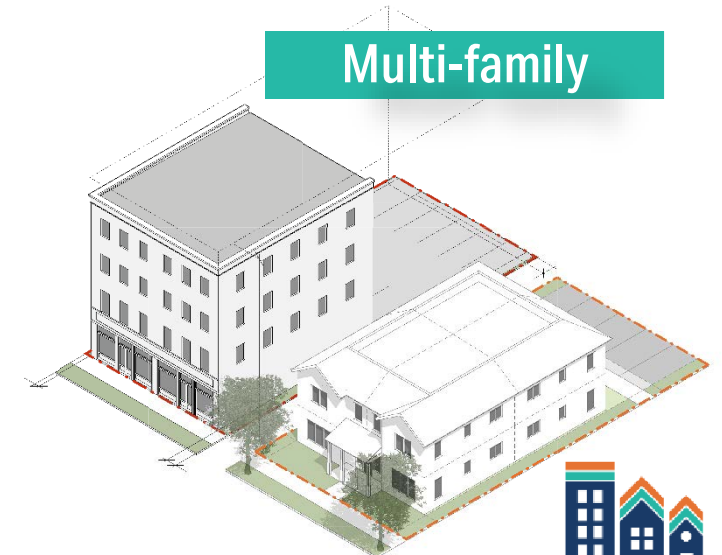
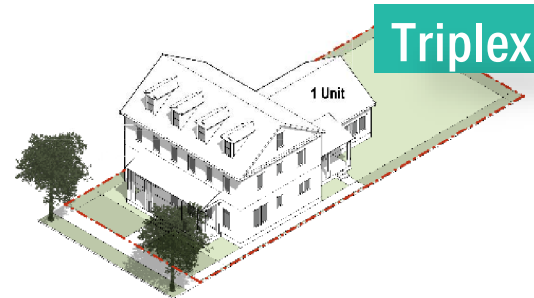
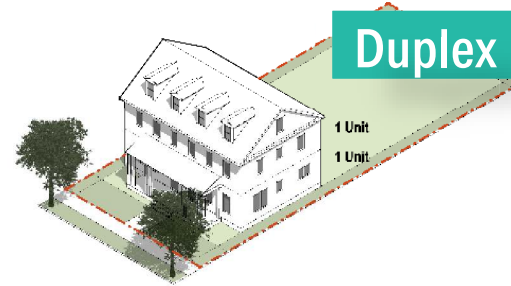
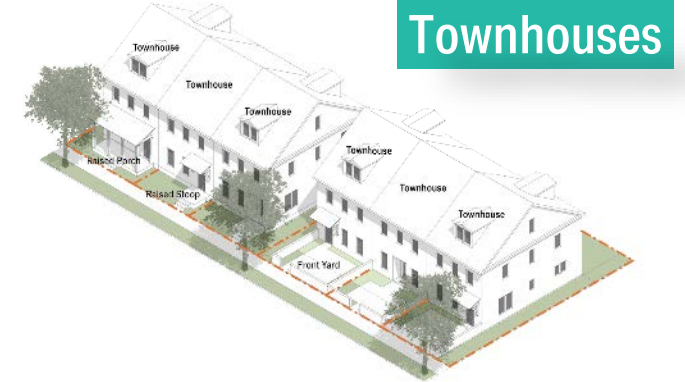
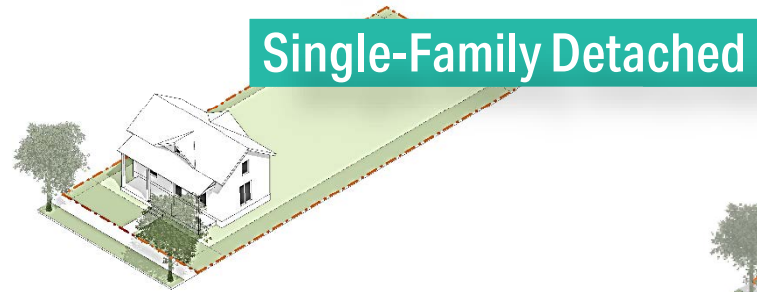
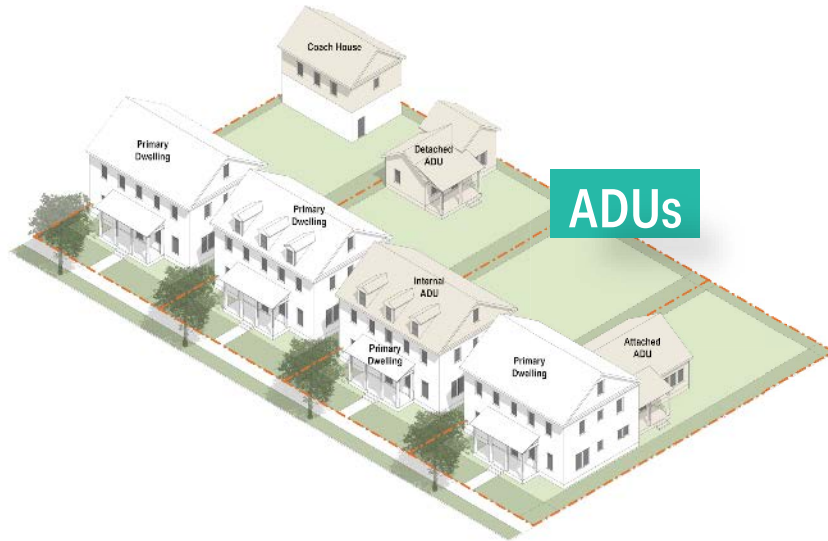
Grandma is moving in, and we need more space, preferably in a place with a lot of neighbors and kids.



Living alone and loving it! Now in my 50s and newly single, I need a smaller, affordable place.



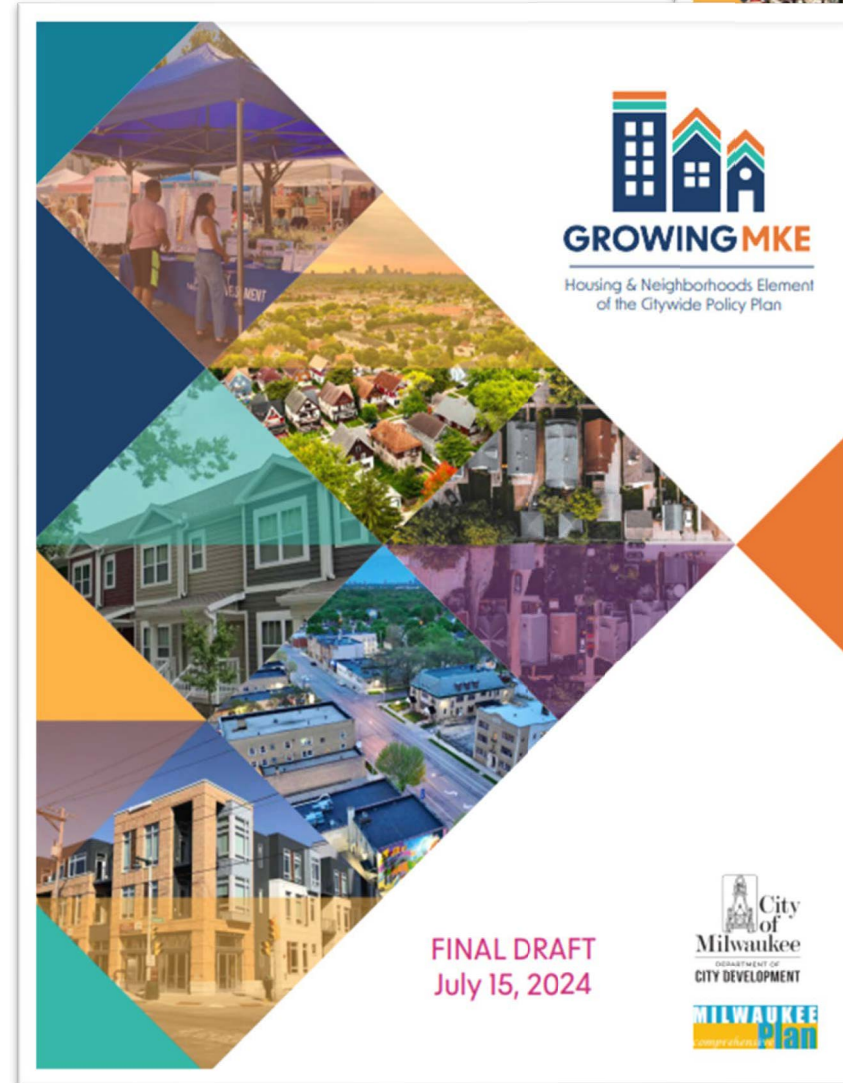
Housing Types



What is Growing MKE?

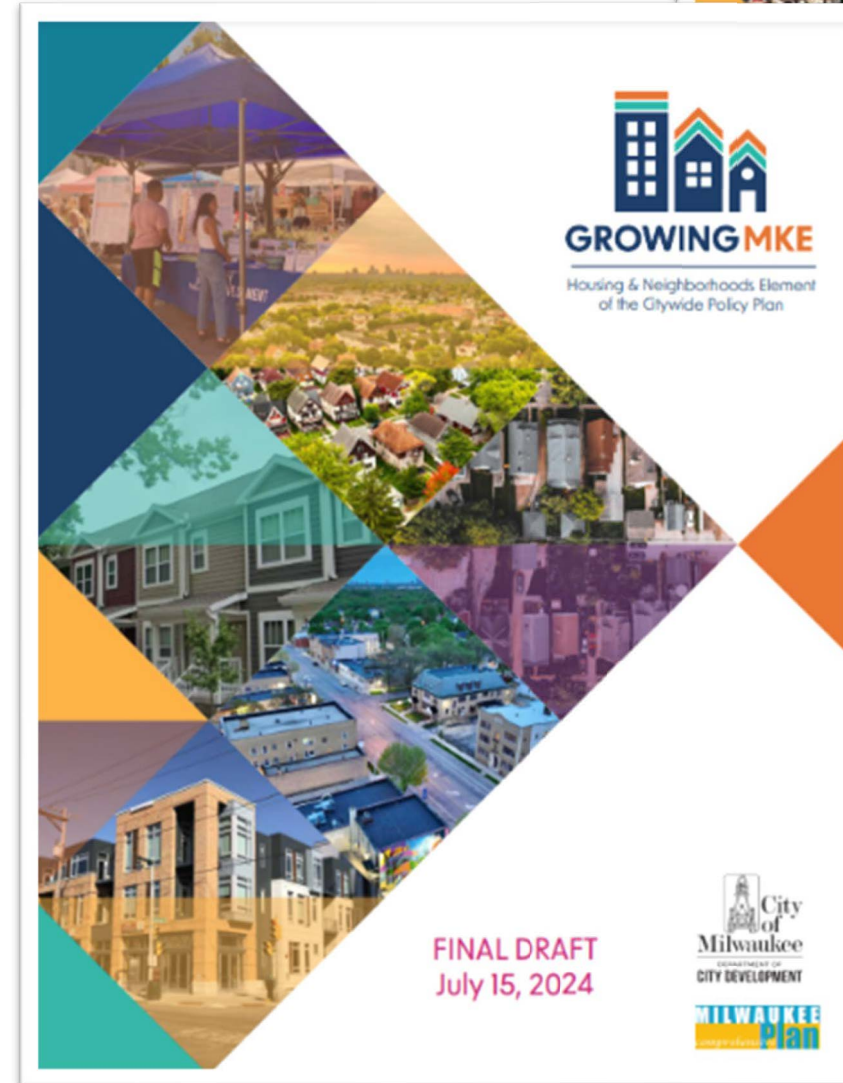
A citywide planning process about housing to advance:

- **Housing Choice and Equity**
- **Fiscal Sustainability and Economic Development**
- **Environmental Sustainability and Resilience**

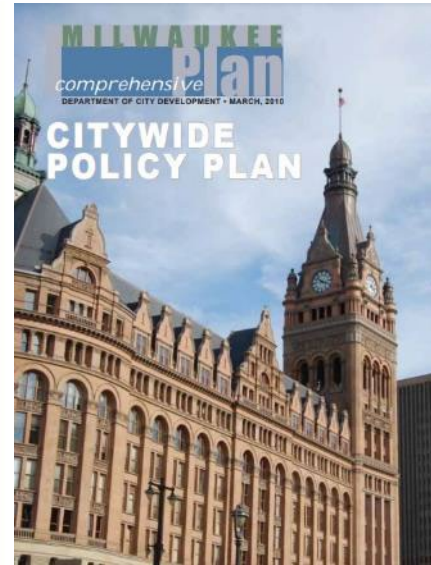
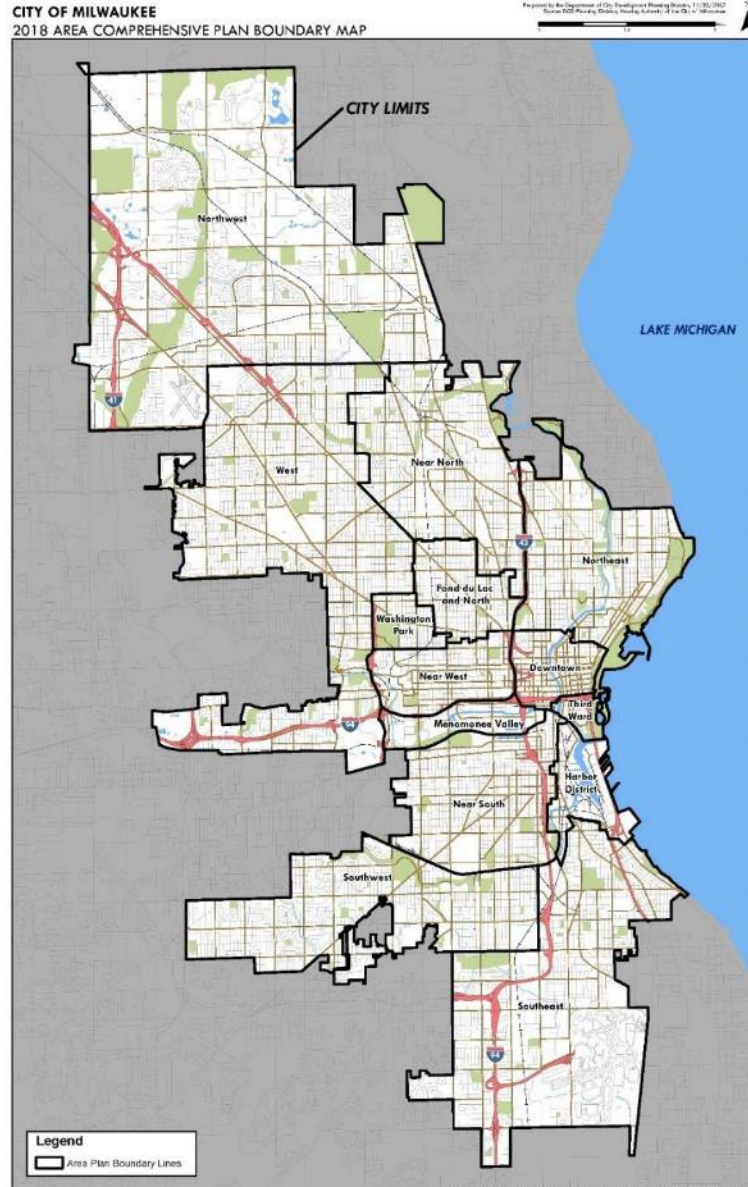


What is Growing MKE?

- Phase 1 - Proposed amendment to the Citywide Policy Plan
 - Policies & actions related to encouraging housing choice and growth
 - Recommendations to update the City's Zoning Code
- Phase 2 – Implementation – Zoning Code Updates



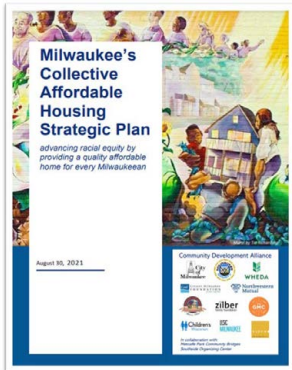
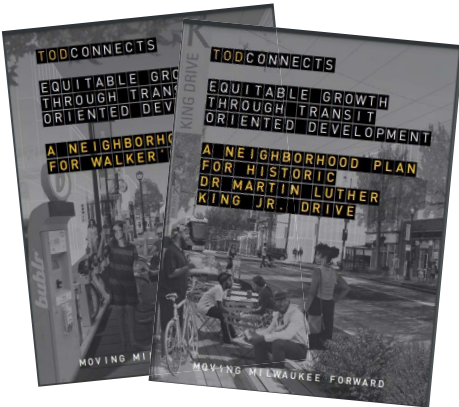
Comprehensive Planning in Milwaukee



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

- Guide future development by setting a collective vision and roadmap for the future.
- Updated based on changing needs in a community.
- For Growing MKE, we looked at how to support evolving housing needs.





We didn't start from scratch....

Milwaukee's Zoning Code & Comprehensive Plan are tailored to support:

- walkable neighborhoods,
- mixed-use housing development, &
- housing choice.

Advancing Plan Recommendations and City Goals from several recent planning processes along with the Mayor's vision for economic prosperity.

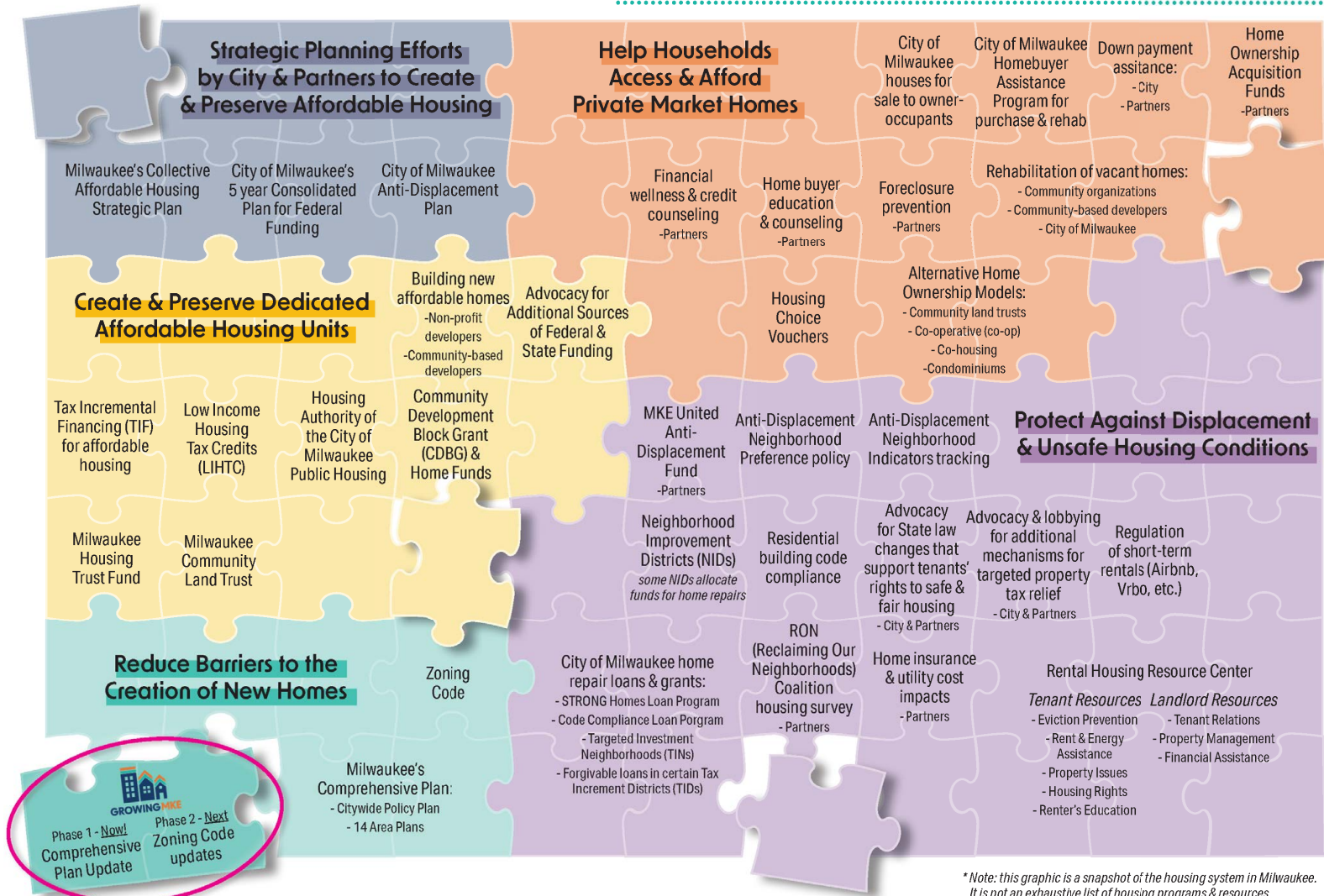
- Climate and Equity Plan (2023)
- Equitable Growth through TOD Plan (2018)
- Collective Affordable Housing Strategic Plan (2021)
- Area planning projects

This is just one piece of the puzzle...

Milwaukee's Housing System: City & Partner Strategies to Address Local Housing Needs

Zoning is just one piece of the puzzle

While changes to the Zoning Code are an important part of increasing housing diversity and affordability, zoning reform on its own will not create deeply affordable housing. Rather, changes to zoning rules should be viewed as complementary to other efforts to promote housing affordability for all Milwaukeeans.



* Note: this graphic is a snapshot of the housing system in Milwaukee. It is not an exhaustive list of housing programs & resources.

What is Zoning?

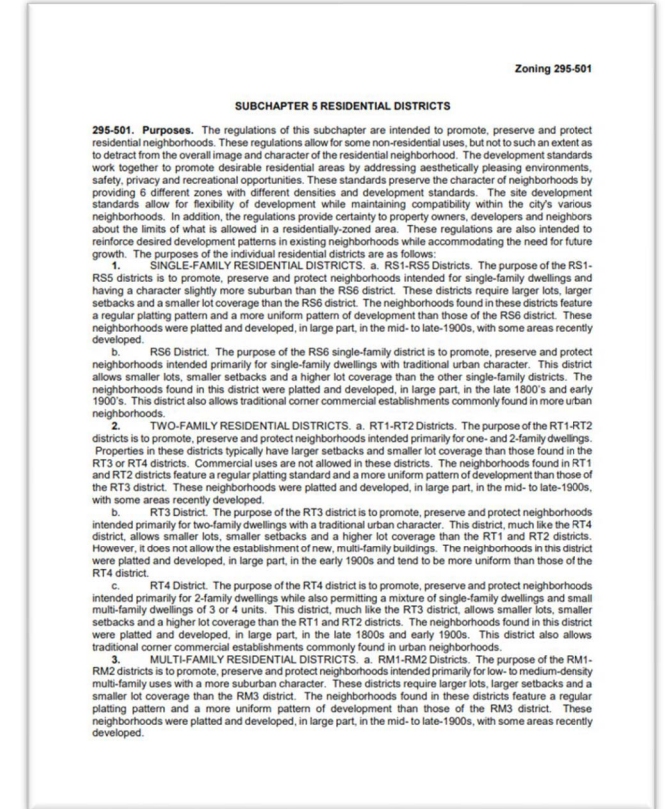
Why are we talking about it?

Zoning Codes & Maps

- Zoning is a written document of rules and a map that shows what zone each piece of land is part of.
- Each zone has a unique set of rules that guide development – uses & sizes/shape of buildings.
- These zoning rules are laws adopted by the City's Common Council.



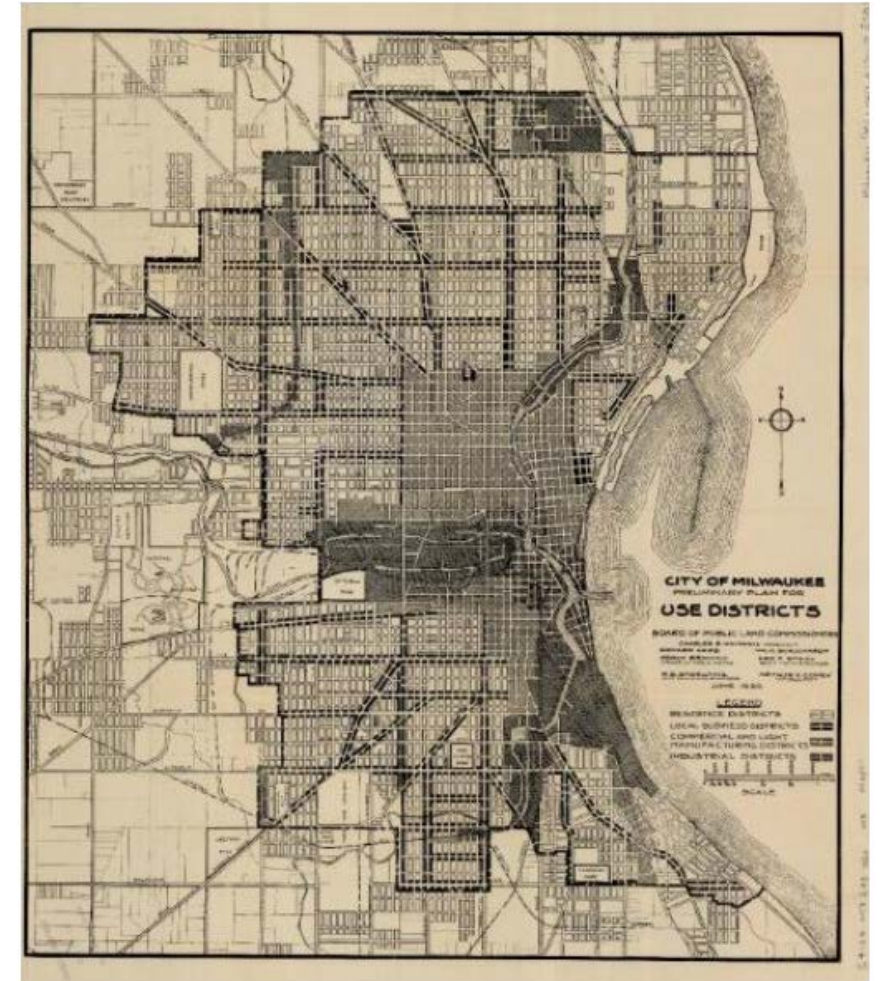
ZONING MAP



ZONING TEXT

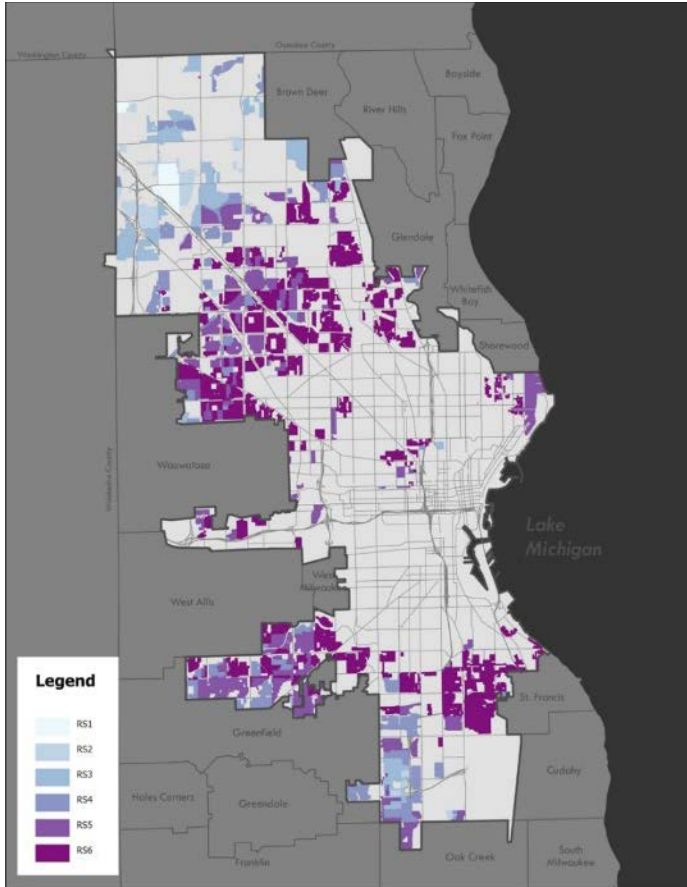
Milwaukee's Zoning over time

- **1920** – Milwaukee's first zoning code
- **1951** – A New Zoning Code was adopted with more regulations
- **1960s** – Newly annexed areas zoned for low densities
- **1985** – Zoning Code updated
- **2002** – A New Zoning Code was adopted
- **2002-2022** – Ongoing technical updates and periodically, more in-depth updates have been made based on plan recommendations
- **2023** – Growing MKE process began

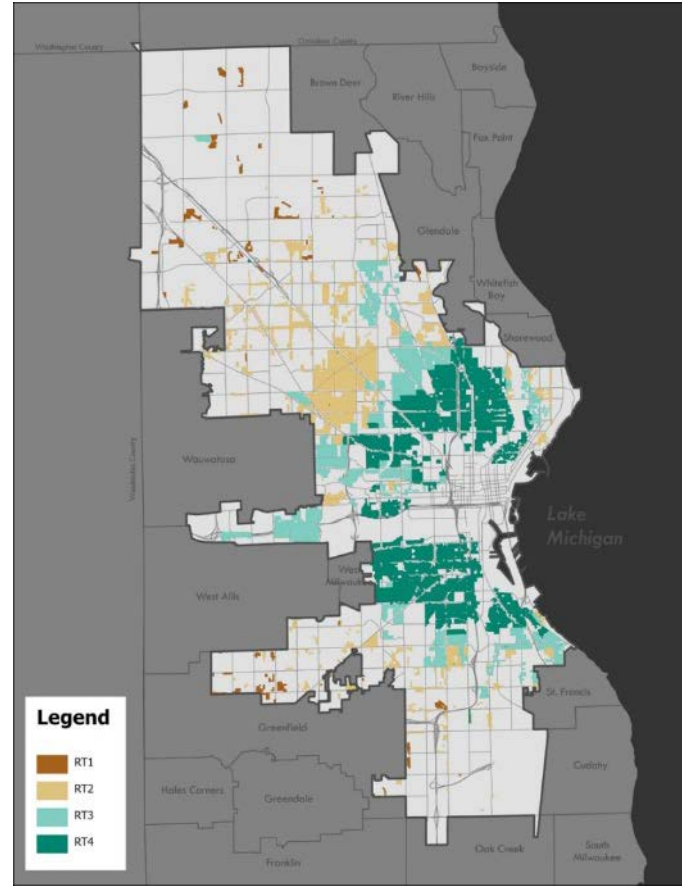


Milwaukee's first zoning map, 1920

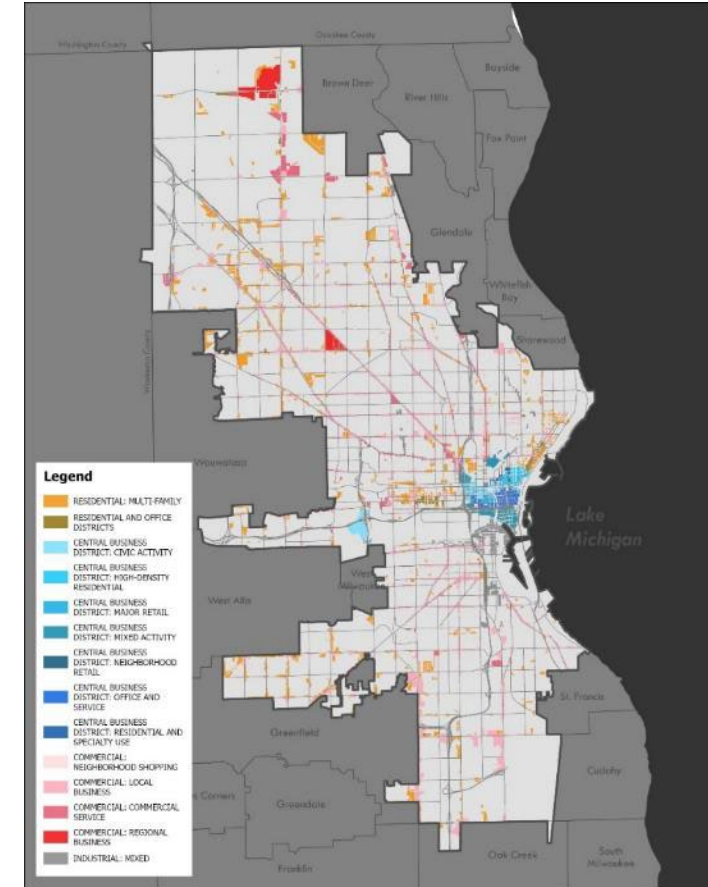
What does zoning for housing look like in Milwaukee?



40% of residentially zoned
parcels allow only one
housing unit



More than ½ of residentially zoned parcels allow 2+ housing units



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

“By-Right” Development

- Proposals meeting zoning code requirements do not require discretionary reviews



**Why did we take on this
project now?**

Why Policies + Zoning?

Market Trends



[HOME](#) [ABOUT](#) [LEGAL RESOURCES](#) [SCHOLARLY RE!](#)

Despite lots of construction, Milwaukee still needs more 1-bedroom apartments

John Johnson - August 2, 2023 - Lubar Center / Milwaukee Area Project - 0 Comments



Rent Increases In Wisconsin Among Top 10 in Nation

Demand outpaces supply in nearly every category, pushing prices higher and higher.



America's Hottest Rental Markets at the Start of 2024: Miami Holds Leading Spot Amid Rising Competition in the Midwest

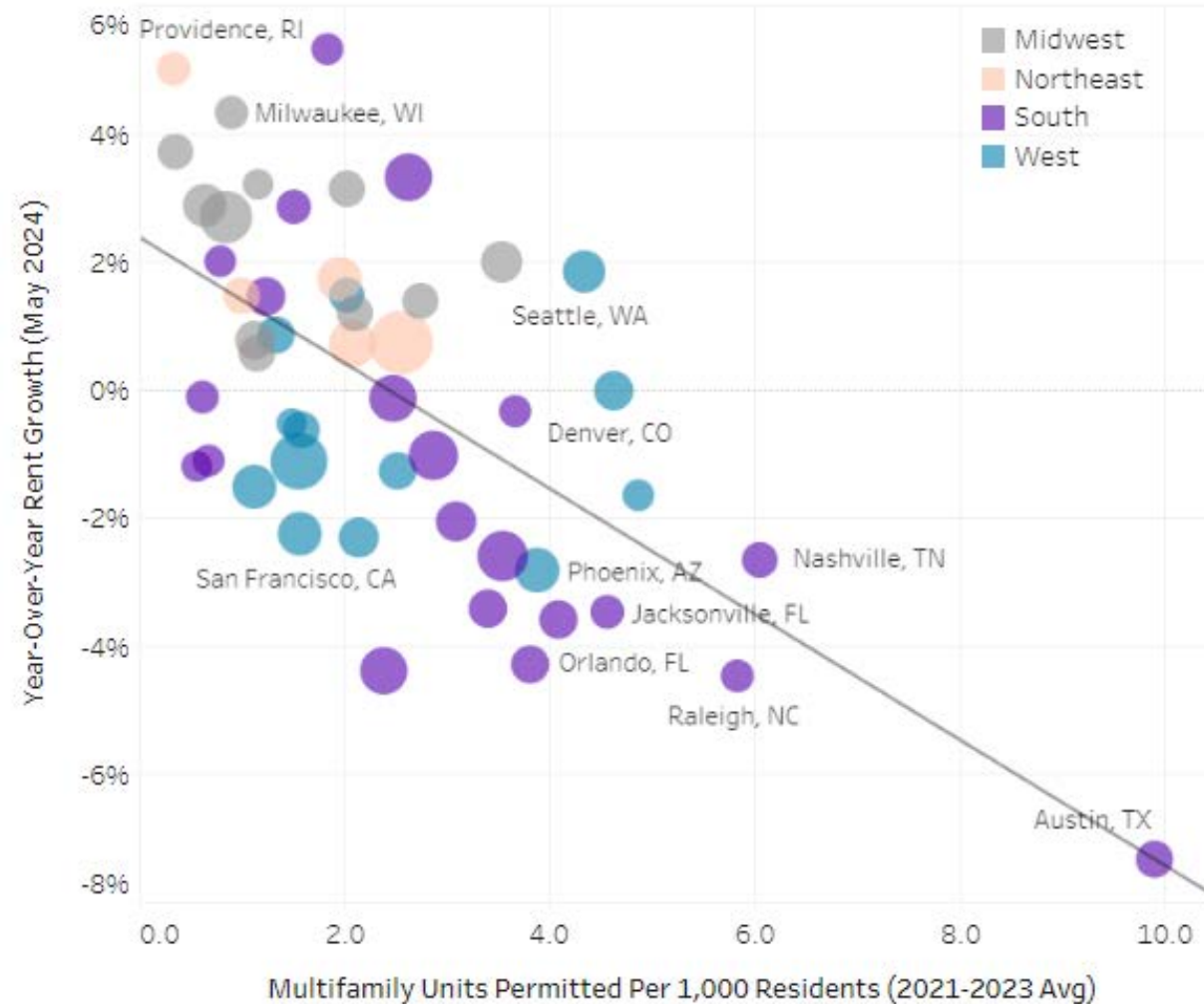
By Veronica Grecu - March 12, 2024



- The Midwest's shift from its "Rust Belt" past to tech and manufacturing has heightened its rental competitiveness, particularly in Milwaukee.

Market Trends

New Supply Driving Cooling Rents, Especially in Austin
Rent Growth vs Per-Capita Multifamily Housing Units Permitted



Housing in the Next 20 Years



Projected Population Growth

**627,400 People
by 2040**

Source: UW Madison Applied
Population Laboratory for
the Wisconsin Department
of Administration



Declining Household Size

**2.35 People
Per Household**

Since 1990, there has been a 10% decline in average household size. This decline is projected to continue, dropping from today's household size of 2.5 to 2.35.



Projected Housing Need

**35,000 More Housing
Units Needed by 2040**

Assuming a 10% vacancy rate, declining household size, and projected population of 627,400 in 2040.

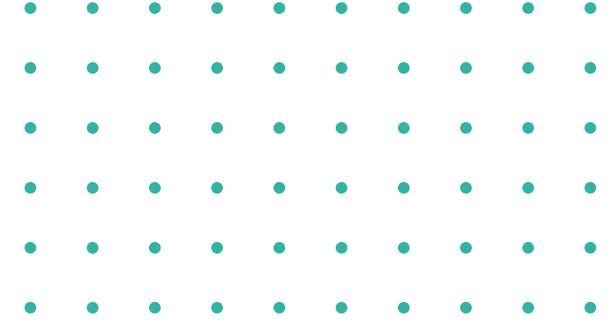
These projections do not consider expanding efforts to further accelerate population growth, which would create an even greater need for housing diversity, choice and growth.

Accessory Dwelling Units?

- Coach homes require special approvals or variances in all residential districts.
- “In law suites” prohibited in single family districts



“Missing Middle” Housing



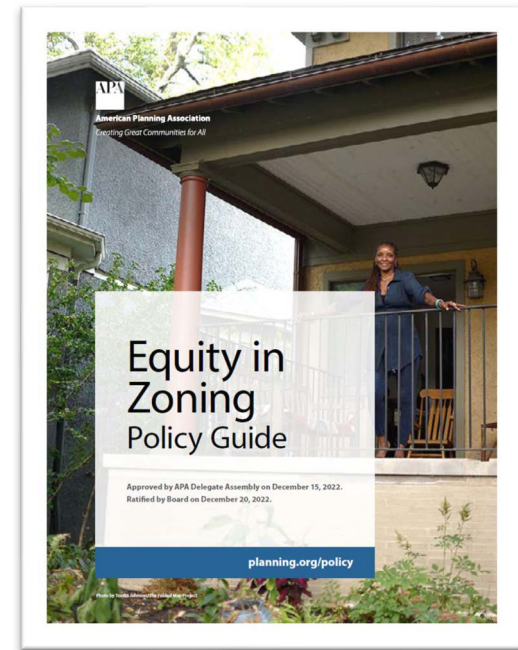
- Styles of housing such as townhomes and other “missing middle” housing options are restricted in many districts



Advancing Equity in Zoning

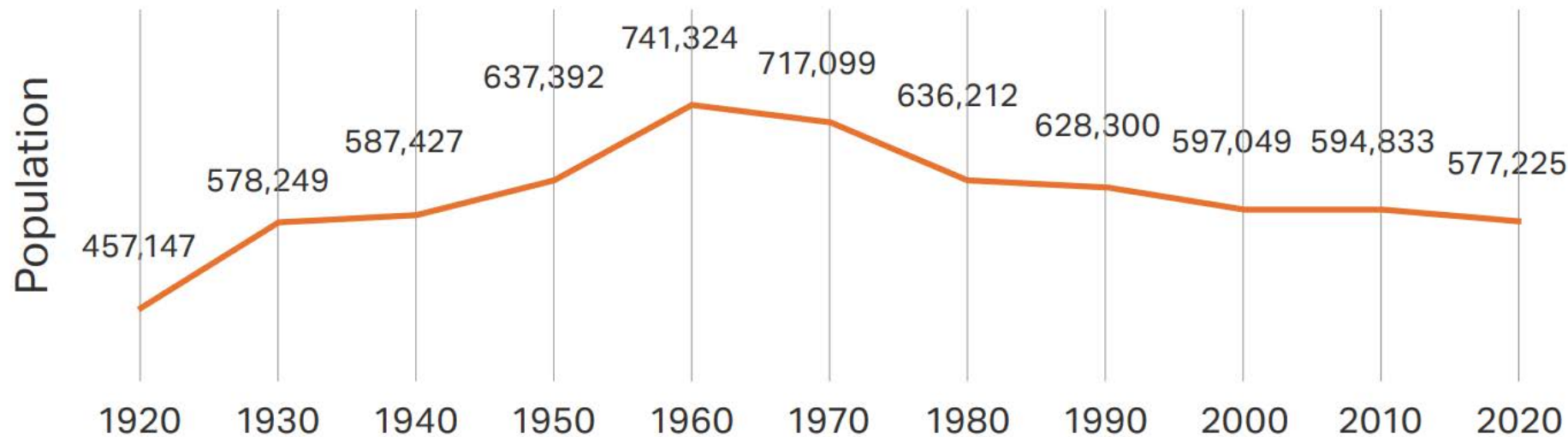
“While fairer more inclusive zoning alone cannot end systemic racial and ethnic segregation, prevent the erosion of cultural communities that wish to remain intact, or dismantle long-established systems of privilege, it can be used as a tool to help achieve all of those goals.”

***APA Equity in Zoning
Policy Guide***



Density and Growth are Economic Decisions

Population Change in the City of Milwaukee, 1920 to 2020



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

Since then, the city's population has declined to approximately 577,000 residents.

Source: U.S. Census Bureau Decennial Census, 1920 to 2010

Impacts on Emerging and Local Developers

“Scale makes all the difference. The small-scale developer is limited by their size to a certain scope of project. They don’t have the team or the resources for mega-developments; they need to stick with small, simple buildings in a fairly concentrated area so they can easily keep an eye on things... Small developers are more likely to build duplexes, triplexes, quadplexes, live-work buildings, backyard cottages etc. Small developers depend on economies of resourcefulness and relationships, and that economic model is what makes small developers so adaptable in times of trouble... We are working toward a more generative real estate model, where local people can invest in their own neighborhoods and in that process, create new life and value that benefits their community. The kind of places we want to live in are built and maintained by people who really love them.”

-Incremental Development Alliance

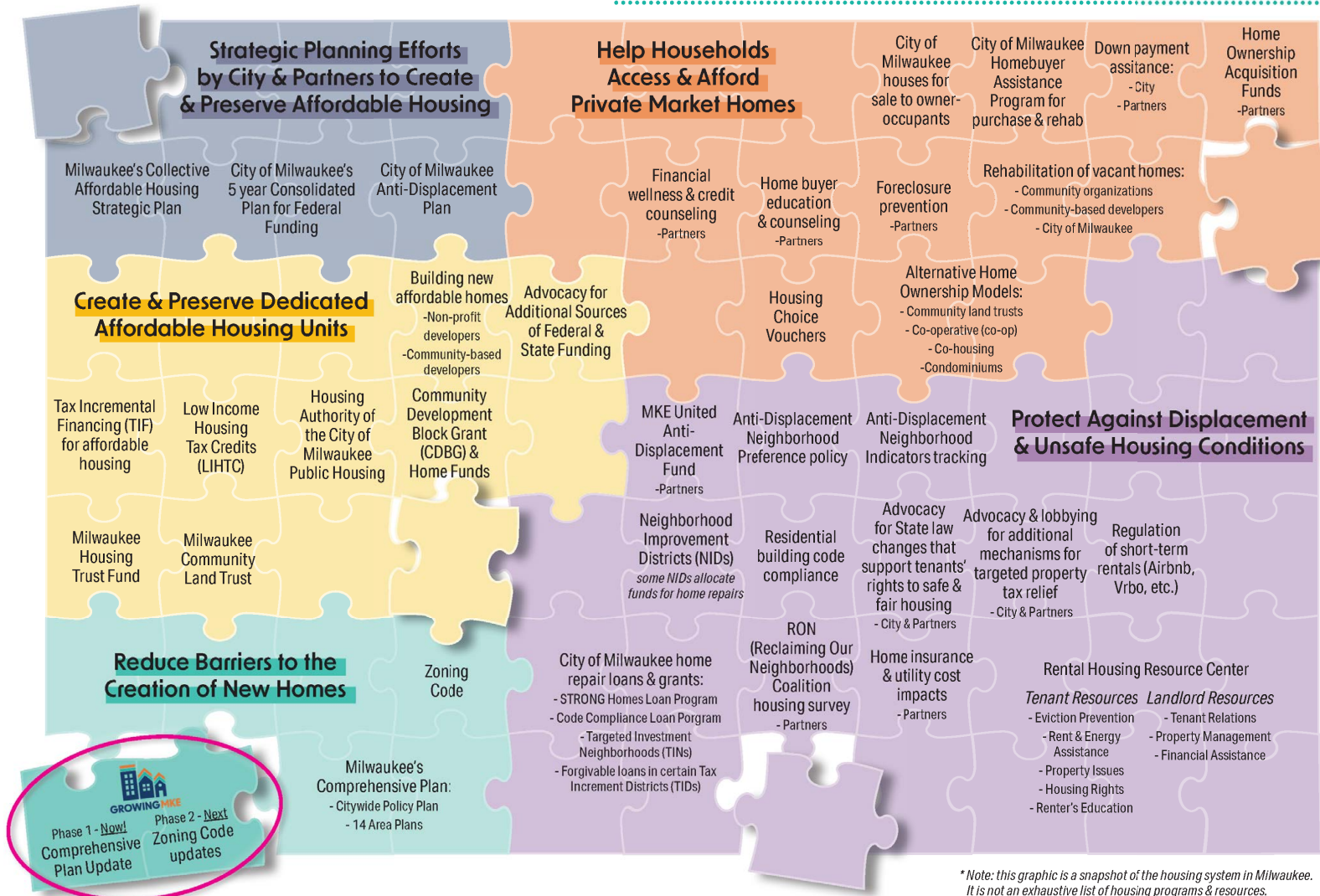


This is just one piece of the puzzle...

Milwaukee's Housing System: City & Partner Strategies to Address Local Housing Needs

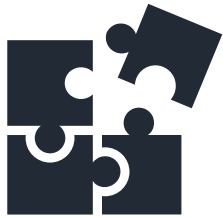
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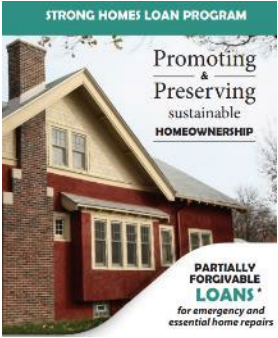
Increasing and Preserving Black & Latino Homeownership



Creating & Preserving Affordable Rental Housing

More than 15 new **Tax Incremental Districts** to support affordable housing developments.

Anti-Displacement Preference Policy for new City-assisted developments in neighborhoods at risk of displacement.



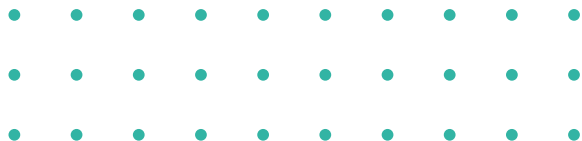
Planning Process



Collaborative Process



- Lead: City of Milwaukee, Department of City Development
- Support: Zoning Analysis Consultant
- Support: Engagement Consultant
- Community Advisory Committee (19 residents)
- Technical Advisory Committee
- City of Milwaukee Technical Staff Advisors (DCD, DNS, MHD, ECO, & OEI)



Overview of the Planning Process

Summer/Fall 2023

Part 1. Check-in & Set Goals

- Discussed the state of housing in Milwaukee & how zoning in a piece of the puzzle
- Check-in: Goals for housing have been set by numerous plans and initiatives. Is anything missing? How will we choose to grow?

Winter 2023

Part 2. Draft Recommendations

- Continued to discuss how we will choose to grow.
- Discussed the draft recommendations for the plan amendment
- Recommendations were based on feedback in Part 1 and previous planning efforts.

Spring 2024

Part 3. Draft Plan

- Development of and public and review of the full draft plan.
- A updated proposed final draft was posted on July 15th and a Public Hearing on July 29th called for more engagement.

Fall 2024

Part 4. Additional Engagement

- Engagement around the proposed plan.
- Outreach to include additional visual communication and documentation of impacts.
- An updated plan proposed for adoption

2025

Adoption & Zoning Code Updates

- Common Council adopts the plan
- Updates to the Zoning Code
- Updates to the Zoning Code will need to be adopted by Common Council

Engagement so far

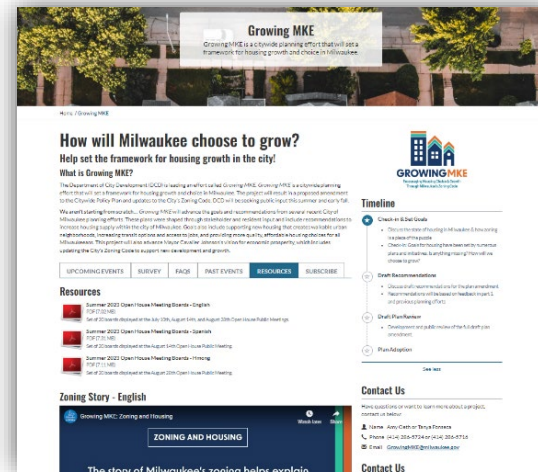
Directly engaged with over 1,750+ people through...

- 7 Open Houses + 2 online webinars
- 33 “Office Hours” at libraries
- 20 Pop-Up Engagement Events at senior centers, farmers’ markets, & other community events
- 14 Focus Groups and Community Meetings – residents, developers, designers
- 3 Community Advisory Committee meetings with resident leaders
- 3 Technical Advisory Committee meetings

Online

- 7,000+ community members engaging on engage.Milwaukee.gov/GrowingMKE (as of 10/28/24)
- 2 community-wide surveys
- 1300+ online views of meeting recordings & videos

Multi-lingual outreach materials throughout along with Open House meetings in English, Spanish & Hmong



~ 80% of in-person engagement occurred in QCTs/NRSAs

Support from AARP & Community Development Alliance helped hire the Engagement Consultant and an Engagement Specialist.



What We've Heard



Themes from Public Comments throughout the process

- **Growth**
- **Affordability**
- **Neighborhoods & Quality of Life**
- **Housing Diversity**
- **Building Design**
- **Sustainability & Resilience**
- **Transportation**



Growing MKE Goals

Housing Choice & Equity



Everyone, regardless of age or ability, has healthy, stable housing that they can afford.

Economic Development



Milwaukee is an economically resilient with family-supporting jobs, and a strong tax base to support City services and thriving businesses.

Walkable & Connected



Milwaukee is a city of vibrant neighborhoods with amenities that can be reached by foot, bike or transit.

Sustainable & Resilient



Housing stock is resilient and new development helps reduce our carbon footprint through building design and location.

Healthy & Thriving



Housing stock is healthy, and neighborhoods are safe with jobs and resources within a close distance.

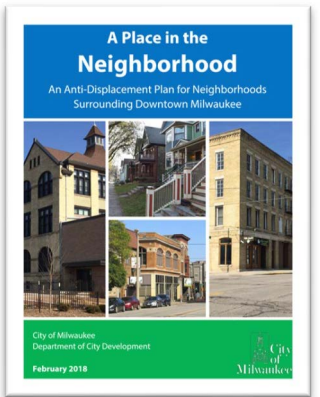
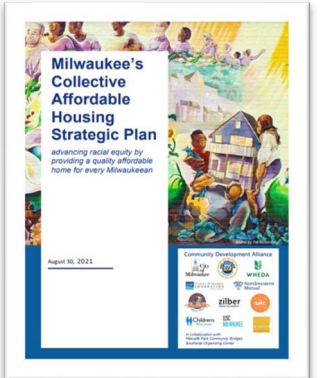
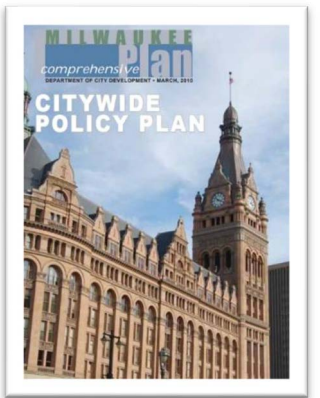
Plan Amendment Policies

Increase Housing Choice & Access

Social Connections & Health

Walkable Neighborhoods & Transit-Oriented Development

Neighborhood Development & Urban Design



I. Housing Choice & Access

Neighborhoods with a diversity of housing types and a variety of price points are more likely to provide housing choices that meet the needs of all households across the income spectrum. All neighborhoods should allow for a variety of housing choices, and increasing housing diversity and supply will help create a more equitable city for all Milwaukeeans. Policies and programs should be designed to remove barriers that perpetuate racial and socioeconomic segregation and should expand homeownership as a tool for building wealth, while welcoming rental housing in all neighborhoods.

A. Diversify housing types and increase the amount of housing available for people of all incomes, ages, abilities, and household types throughout the city.

1. Update the zoning code to permit a variety of housing types throughout city neighborhoods including single-family homes, accessory dwelling units, duplexes, triplexes, fourplexes, townhomes, and cottage courts. *Details on specific proposed zoning code updates can be found beginning on page 44.*
2. Explore opportunities to allow new small multi-family dwellings in appropriate locations within residential neighborhoods. This could include corner lots, major streets, uniquely configured lots, and other locations near transit and walkable commercial corridors where they may align with neighborhood housing goals and will not conflict with the City's Anti-Displacement Plan. Small multi-family dwellings already exist in many one and two-family residential zoning districts and can promote housing diversity and affordability in city neighborhoods, and they may also provide new opportunities for homeownership.
3. Update the zoning code to reduce barriers for live-work and home-based businesses.
4. Permit accessory dwelling units (ADUs) throughout the city as well as other housing types that can facilitate intergenerational households, aging in place, or rental income for homeowners.
5. Encourage housing that accommodates diverse types of living arrangements and needs, including multi-generational housing, intentional communities, group housing, and supportive housing.
6. Encourage the development of accessible housing for individuals with disabilities. This includes promoting universal design principles and accessibility standards in new construction.
7. Continue to monitor market trends and ensure that the mix of available housing includes options that appeal to a diverse population including students, young professionals, single adults, couples, households with children, seniors, people with disabilities, and people in need of supportive services.
8. Support programs and standards that allow residents to age in place in their homes, as well create new housing opportunities to age in their neighborhoods.
9. Support the location of transitional housing and group residential uses – including adult family homes, foster homes, shelter care facilities, and community living arrangements in neighborhoods throughout the city, especially neighborhoods that currently lack these options. When reviewing proposals for these uses, ensure that proposed plans of operation and building and site design will not generate negative neighborhood impacts. If a proposal may cause a concentration of similar uses within a neighborhood, analyze whether the additional concentration will have an adverse impact on neighborhood health and safety.
10. Advocate for changes to applicable building codes that could safely allow for more affordable residential design, more affordable construction types, and universal design standards.

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II. Social Connections & Health

Safe, clean, and socially supportive neighborhoods are stronger and more attractive to residents and businesses. The quality of housing and neighborhoods plays a pivotal role as a social determinant of health and can have profound effects on individual physical and mental well-being. Gradual or incremental improvements can significantly enhance the quality and stability of neighborhoods, and reinvestment and development can catalyze large-scale neighborhood transformation. Attractive and well-maintained neighborhoods also foster a sense of pride and ownership among residents, business owners, and neighborhood organizations.

A. Coordinate resources to support and enhance neighborhood development, reinvestment, and stabilization efforts.

1. Facilitate equitable access to capital and credit for development activities that promote the long-term economic and social viability of the community.
2. Focus on high-impact residential, commercial, civic, and infrastructure projects that represent a significant and visible investment in the neighborhood and have the potential to leverage additional investment.
3. Continue and expand current programs to improve existing housing stock, with a focus on removing health hazards.
4. Geographically cluster investments in housing renovations, infill, and redevelopment to encourage additional neighborhood development and investment.
5. Work within neighborhoods to build capacity and strengthen the ability of Community Development Corporations and nonprofit organizations to perform effectively as vehicles for neighborhood renewal stability and quality of life improvements.
6. Continue to encourage formation of community organizations,

neighborhood associations, block clubs, etc., and continue to support neighborhood and business improvement programs.

7. Support neighborhood placemaking efforts, such as the development of signage and art and community gardens, to facilitate the development of unique neighborhood identities.
8. Continue to advocate for tenants' rights to safe and well-maintained housing and fair rental practices and expand resources available for landlords and tenants, such as training, eviction prevention services, referral services and a single point of contact to assist tenants access programs and services.
9. Continue to monitor the impact of short-term rentals ("tourist rooming houses") on local neighborhoods and housing markets and explore potential regulations to address negative impacts.

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I. Housing Choice & Access

- Diversifying housing types for all people and income levels and stages of life
- Increasing access to housing development by improving zoning processes
- Supporting homeownership efforts and programs for existing homeowners
- Assistance for homeless
- Public housing and community service programs

II. Social Connections & Health

- Supporting neighborhoods through investment and placemaking
- Monitoring short-term rentals
- Tenant support – eviction prevention, advocating for fair rental practices



III. Walkable Neighborhoods & Transit-Oriented Development

Neighborhoods that foster walkability and connectivity can promote healthier, more sustainable and more equitable communities. Central to walkability is housing density in close proximity to a range of amenities, enabling residents to conveniently meet their daily needs. This development pattern benefits a broad spectrum of individuals, including seniors, children, individuals with disabilities, and non-drivers. Furthermore, walkable neighborhoods are increasingly sought after, bolstering market appeal and property values.

A connected neighborhood is well served by public transit, and efforts to grow the housing supply should be coordinated with existing and planned transit service. Transit Oriented Development (TOD) is an approach that promotes compact, mixed-use development within walking distance of public transit. TOD provides more homes in places where residents can have easy access to jobs, services, and amenities without needing a car, supporting walkability and climate goals.

A. Foster walkable, accessible, and healthy neighborhoods by encouraging a range of uses.

1. Identify and promote opportunities to integrate new housing, mixed use, and a variety of housing options into existing neighborhoods.
2. Encourage smaller neighborhood-serving businesses with compatible hours of service such as cafes, small retail, personal services, and personal instruction schools at the corners of neighborhoods and blocks to provide amenities near residential neighborhoods.
3. Increase the housing diversity and residential density of neighborhoods citywide, and prioritize higher density mixed-use and multi-family development, at a variety of scales, along commercial and transit corridors.
4. Support the rezoning of properties at commercial nodes to districts that allow for the development of higher density residential and mixed-use destinations, especially in locations where the current zoning is based on a previous use, there is transit access, adjoining or nearby parcels are zoned for commercial or higher-density residential, and/or the Area Plan recommends another type of development.
5. Support housing development that provides access to green space and recreational opportunities.
6. Explore zoning code updates for lower-density commercial districts to encourage walkable environments and more housing and mixed-use development.
7. Encourage development where there is existing transportation and utility infrastructure and ensure that new development plans support the City's goals for walkable neighborhoods and reduced greenhouse emissions.
8. Increase the amount of land zoned for mixed-use residential and commercial development along transit corridors to encourage the development of walkable neighborhoods.
9. Utilize the Area Planning and corridor planning process to identify where zoning map changes may be appropriate along current and planned transit corridors.

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GOALS & POLICIES

IV. Neighborhood Development & Urban Design

Milwaukee's distinct neighborhoods are cherished places that foster a strong sense of community pride and identity among residents. Promoting new housing development that advances housing choice and growth must also honor the historic fabric of these places in ways that preserve Milwaukee's unique charm. In some cases, zoning regulations that seek to preserve neighborhood character have had intentional and unintended consequences of reducing housing supply, diversity, and affordability. These rules must be carefully assessed and amended to promote housing diversity while maintaining high quality design, encouraging walkability, and fostering climate resilience.

A. Encourage the rehabilitation of existing housing stock and adaptive reuse.

1. Encourage the rehabilitation or preservation of existing residential structures along with infill housing.
2. Support the adaptive reuse of former institutional sites, such as former schools and hospitals, within neighborhoods into multi-family housing and limited neighborhood services.
3. Continue to encourage the conversion of commercial and office buildings no longer utilized for the original purpose to residential and mixed uses.
4. Support the adaptive reuse and residential conversions of former warehouse and industrial buildings that are no longer viable other than those in areas that have been identified in Area Plans or the City's Industrial Land Analysis for preservation of industrial and job-creating uses. Ensure uses in the surrounding area and the building's prior uses do not pose health or environmental risks for future tenants.

Former Institutional Buildings Provide Opportunity

Institutional uses, such as schools and places of worship, are woven into many residential neighborhoods and have provided key neighborhood services to nearby residents. When these uses leave a neighborhood, the non-residential buildings are often left vacant. These sites have the potential to provide new services and/or more diverse housing opportunities with minimal impact on existing uses.

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III. Walkable Neighborhoods & Transit-Oriented Development

- Policies supporting development near transit and mixed use development
- Encouraging neighborhood-scale businesses in neighborhoods

IV. Neighborhood Development & Urban Design

- Adaptive reuse and rehabilitation of existing housing stock
- Zoning-related actions for reviewing and updating design and form standards
- Sustainability best practices



What is a policy?

- In planning, a policy is a guiding principle or statement that informs decisions about how land can be used.
- A policy may also guide future efforts to improve the physical, social, and economic conditions of the city.
- Policies are designed to support a community's overall goals, in topics such as housing, economic development, and sustainability.
- However, plan policies are not regulations. They cannot create new or change existing programs, regulations, or funding for specific priorities on their own.

For Example: A policy might say... ***Allow for accessory dwelling units in all neighborhoods.*** This policy would guide future zoning decisions and development approvals to allow for accessory dwelling units in more neighborhoods.

Zoning Recommendations



**How do we
encourage
more housing
diversity
in more
neighborhoods?**

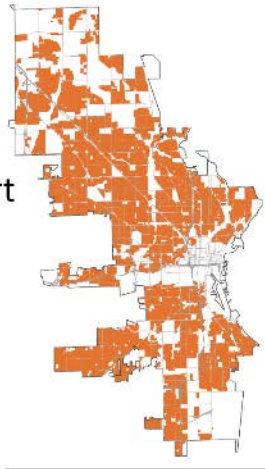


Recommendation #1: Update the zoning code to allow more types of neighborhood-scale housing in more neighborhoods



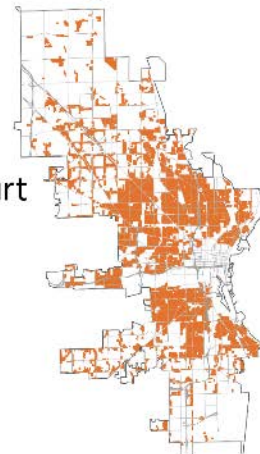
In all residentially zoned areas, allow:

- ▶ Single Family home
- ▶ Accessory Dwelling Unit
- ▶ Townhouse
- ▶ Duplex
- ▶ Triplex
- ▶ Cottage Court



In residential areas where duplex or other multi-unit housing was permitted historically, allow:

- ▶ Single Family home
- ▶ Accessory Dwelling Unit
- ▶ Townhouse
- ▶ Duplex
- ▶ Triplex
- ▶ Cottage Court
- ▶ Fourplex



Let's look at
Recommendation #1
in a bit more detail...

Recommendation #1-A

In all residentially zoned areas, allow:

- ▶ Single-family Homes
- ▶ Accessory Dwelling Units
- ▶ Townhouses
- ▶ Duplexes
- ▶ Triplexes
- ▶ Cottage Courts



Single-Family



Accessory Dwelling Unit



Townhouse



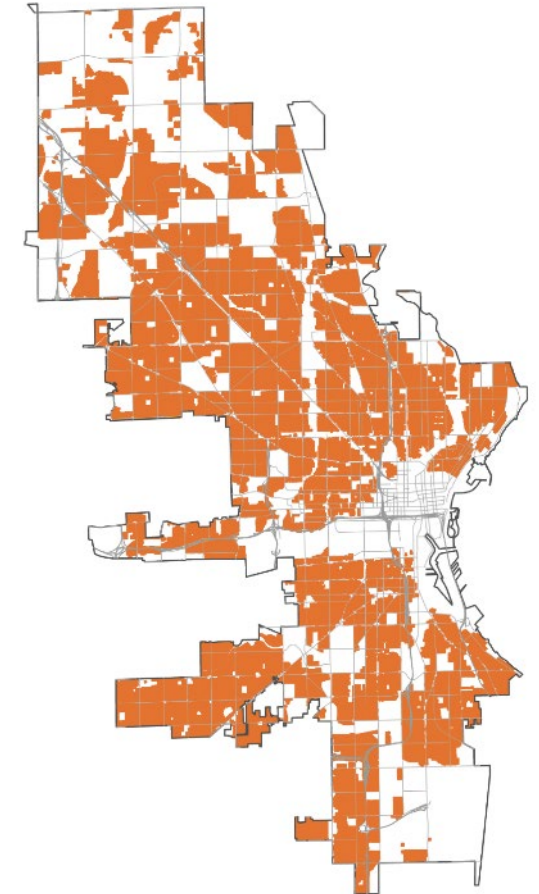
Duplex



Triplex



Cottage Court



▲ This map includes the RS1-6, RT1-4, RM1-6, and RO1-2 zoning districts

Recommendation #1-A continued

Single-Family Homes

I'm excited to be a new homeowner with room for the kids to play and grow.



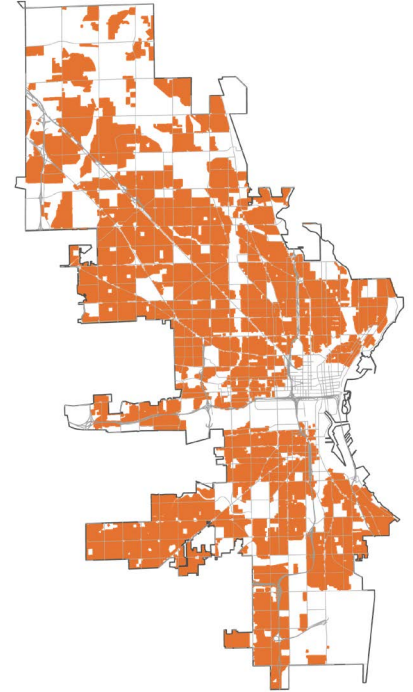
Single-Family Homes are the traditional housing type when we think of homeownership in Milwaukee, and they come in **many sizes**. These homes can work for just about everyone! A smaller house can be a more affordable option, and a larger home can have room for families, including extended family.



We love our yard and having a garden.



We've lived in our home for 35 years – and have raised our children, and have room to entertain the whole family when they visit.

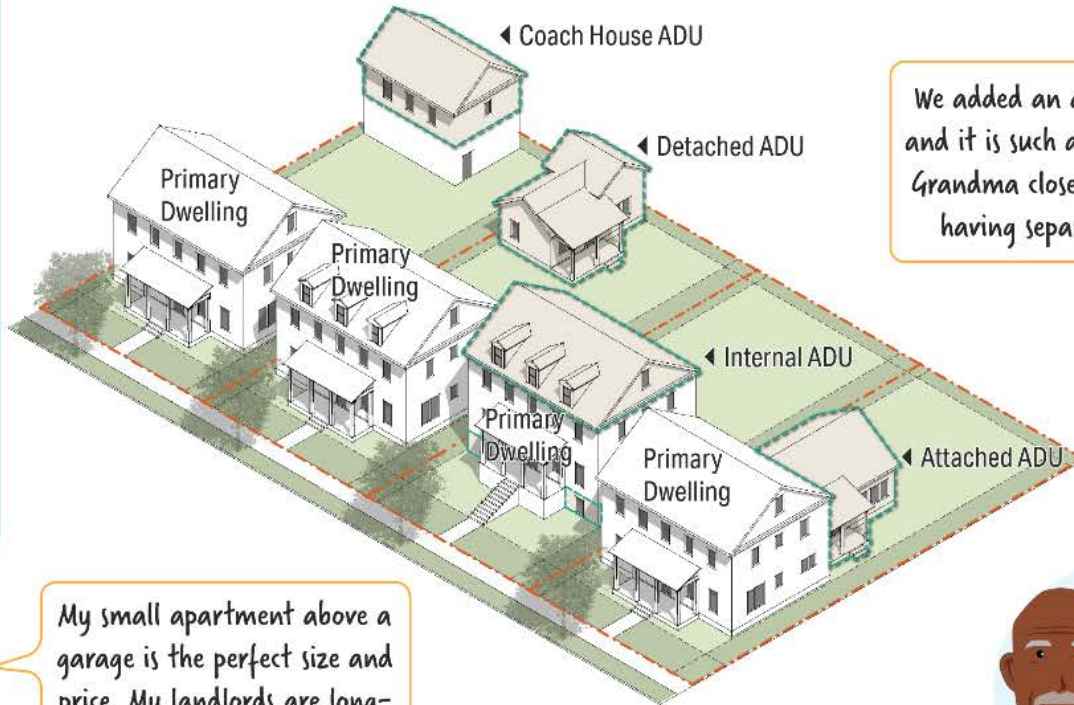


Recommendation #1-A continued

Accessory Dwelling Units – “ADUs”



Accessory Dwelling Units can work for just about everyone! Upsizing, downsizing, just starting out, single, divorced, or widowed. Families, adult children, aging parents, and extended family. ADUs can also provide additional income for homeowners.



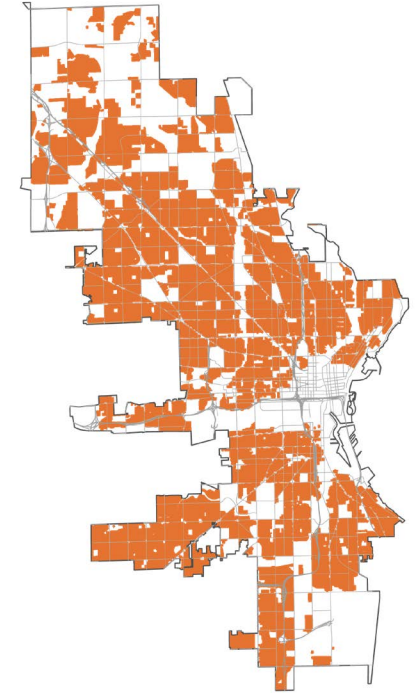
We added an attached ADU, and it is such a relief to have Grandma close by while also having separate spaces.



We are so happy to stay in our neighborhood! We were able to downsize into an accessible ADU in and rent the main house to a family.



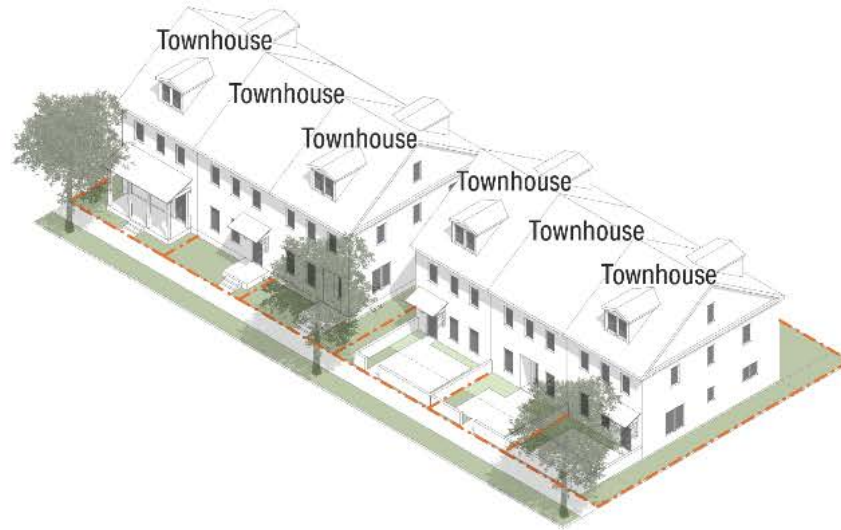
My small apartment above a garage is the perfect size and price. My landlords are long-time Milwaukee residents and have welcomed me to the city.



Recommendation #1-A continued

Townhouses

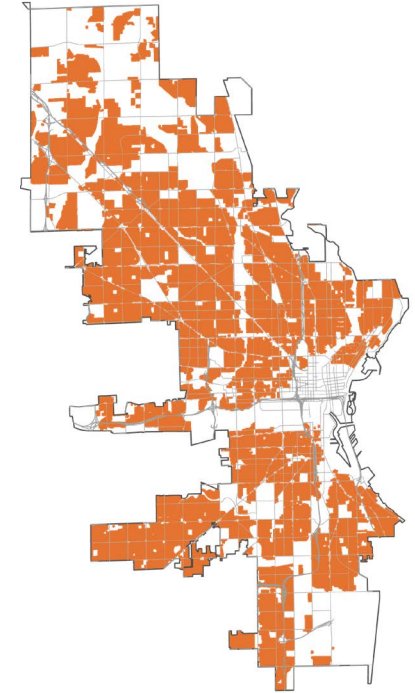
Townhouses work for most types of households. They can be owned or rented. They are more affordable due to reduced land, utility, and maintenance costs.



I love my townhouse!
Limited yard space
allows me to spend
less time landscaping
and more time
with my kids.

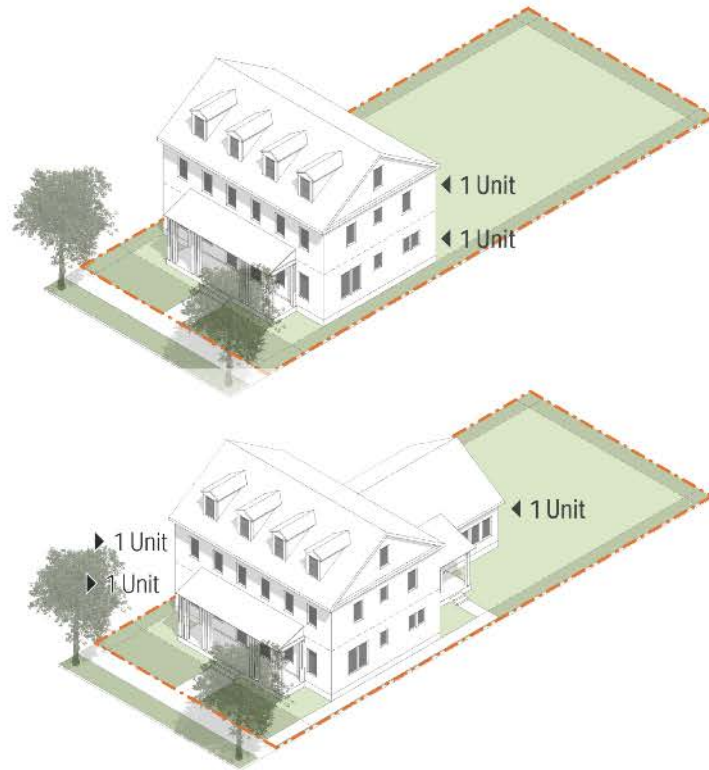


We thought this townhouse
would be our starter home,
but it's turned into our
forever home. We love being
close to transit and spending
time in our front garden.



Recommendation #1-A continued

Duplexes & Triplexes



Duplexes and triplexes work for many household types, including first-time homeowners, 1-person households, families, extended families, and those with aging parents. There is also potential to support a mortgage with rental income.

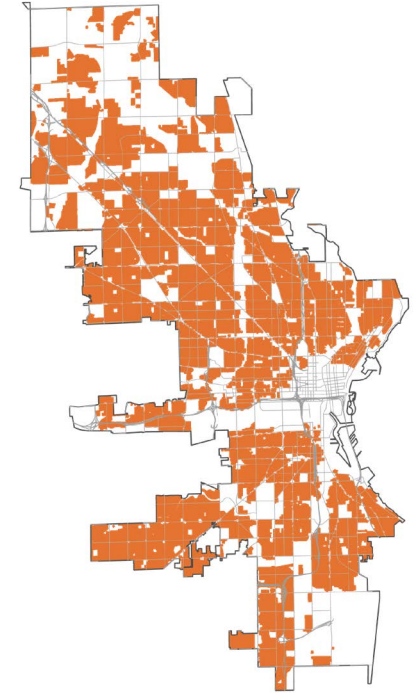
When we retired, we made our duplex rental property our primary home. We've reduced our housing expenses by renting out the upstairs unit for a little extra income.



I still needed a place to stay, 3 weeks before school started. I'm glad I found the perfect room in a triplex near campus, for a price I could afford.

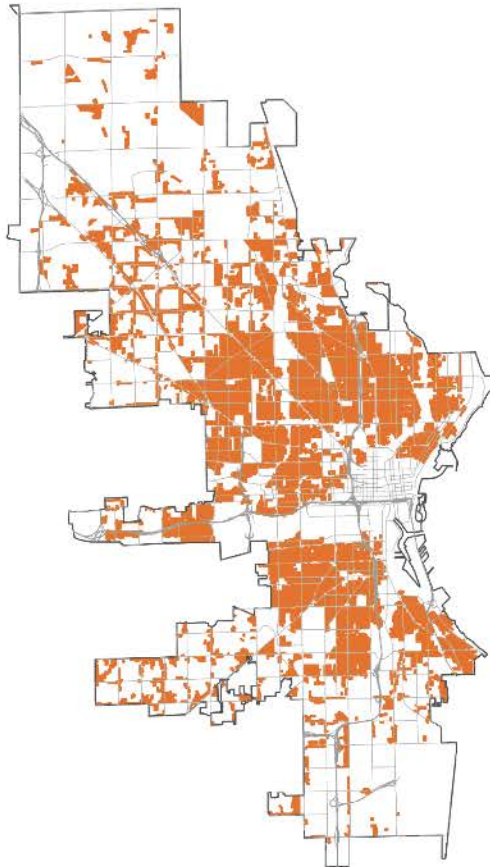


Our duplex was more affordable than a single-family home because the rental income helped us afford the mortgage. Later on, we could also use the other unit for extended family.



Recommendation #1-B

In residential areas where duplex or other multi-unit housing was permitted historically, allow fourplexes.



▲ This map includes the RT1-4, RM1-6, and RO1-2 zoning districts.

Fourplex



Fourplexes fit within the scale of a neighborhood and provide affordability through a variety of unit sizes. They are usually close to amenities that are only a short walk or transit ride away – reducing transportation costs.

I love living by myself, and my unit is the perfect size for me. Plus, my church and workplace are just a quick walk away.

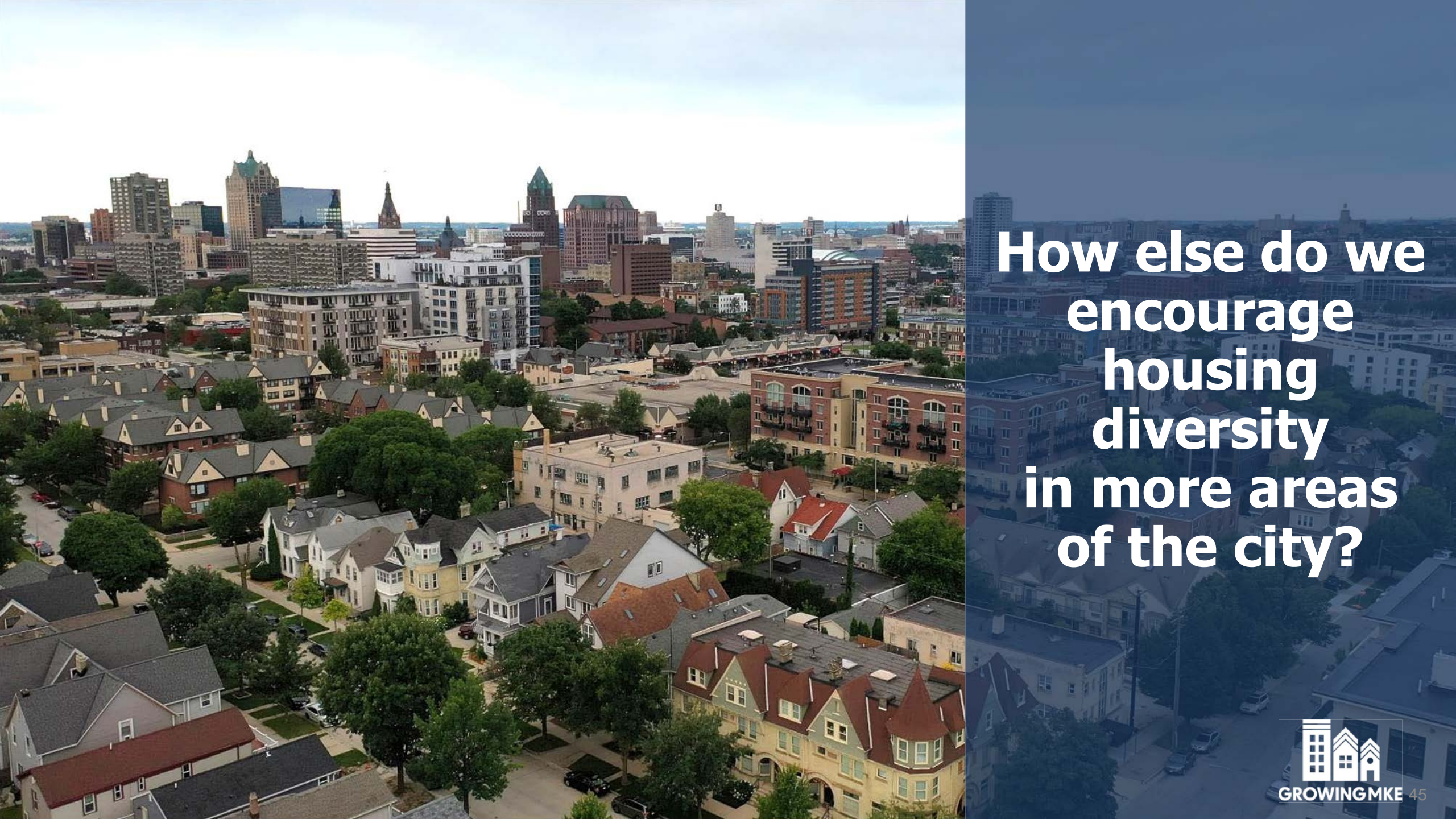


We love living in a smaller, more affordable unit that is just a short walk to our favorite coffee shop, park, and grocery store.



This fourplex is perfect! It's a good affordable size as I start my career, and it's easy to take the bus to work.



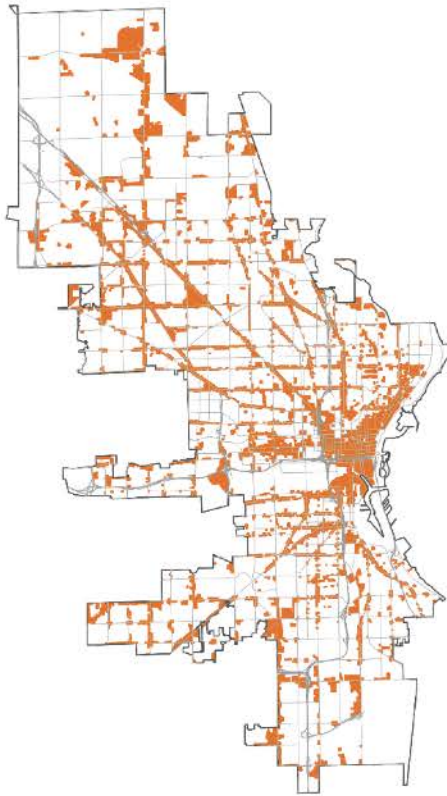
An aerial photograph of a city, likely Chicago, showing a mix of urban development. In the foreground, there are rows of colorful, multi-story residential buildings with gabled roofs and dormers. The middle ground features a variety of housing types, including brick apartment buildings and smaller houses. In the background, the city skyline is visible with several prominent skyscrapers under a clear sky. A semi-transparent dark blue overlay covers the right side of the image, containing white text.

**How else do we
encourage
housing
diversity
in more areas
of the city?**



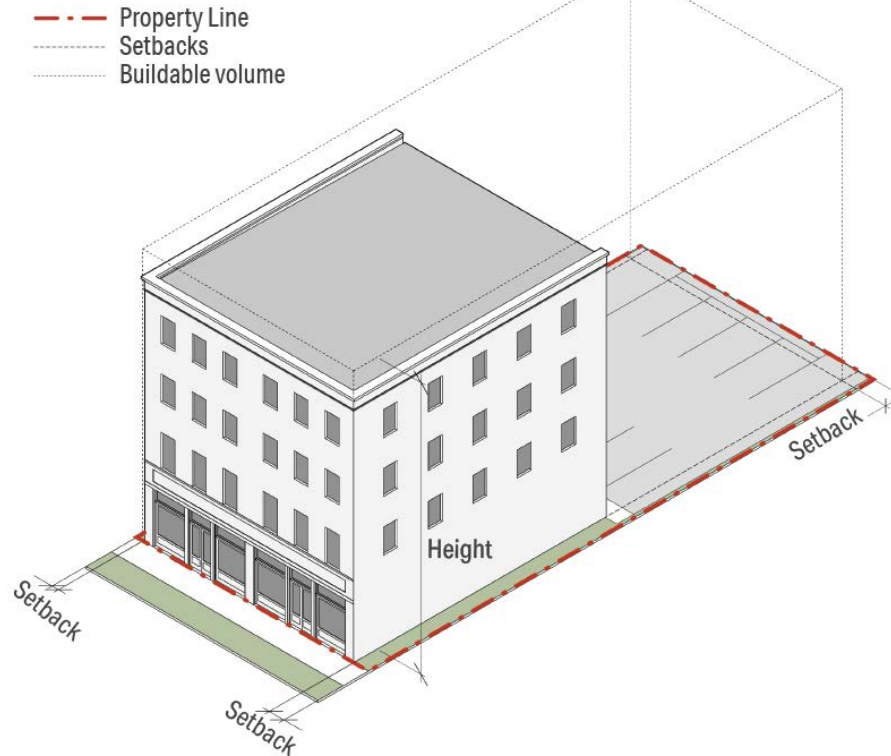
Recommendation #2: Encourage more housing opportunities in multi-family & commercial zoning districts

How? Adjust the zoning code to remove barriers to new housing on business corridors and multi-family zoning districts. **Rely on height limits, setback requirements, and design standards instead of mathematical equations** to control the number of housing units.



▲ This map includes the zoning districts that currently allow multi-family buildings - RM, RO, Commercial Districts, Downtown, and IM

Multi-Family Buildings



Multi-family buildings can provide affordability in a variety of unit sizes. They are usually close to amenities which reduces transportation costs. When multi-family buildings are near businesses there are more customers to support those businesses.

We live in a 2-bedroom unit building with an elevator, where we can easily get to the park & grocery store. We love entertaining our family and friends here.



I live in a studio unit on my own – I love the neighborhood, building amenities, and the ability to travel without worry.





**How do we
make sure new
development
supports
walkable
neighborhoods?**

Update current design standards **to enhance livability.**

Recommendation #3: Update the Zoning Code to make sure that building design standards support walkable urban neighborhoods and quality design.

Facades

Windows

Composition

Building Widths

Parking Structures

Growing MKE Plan Update Summary



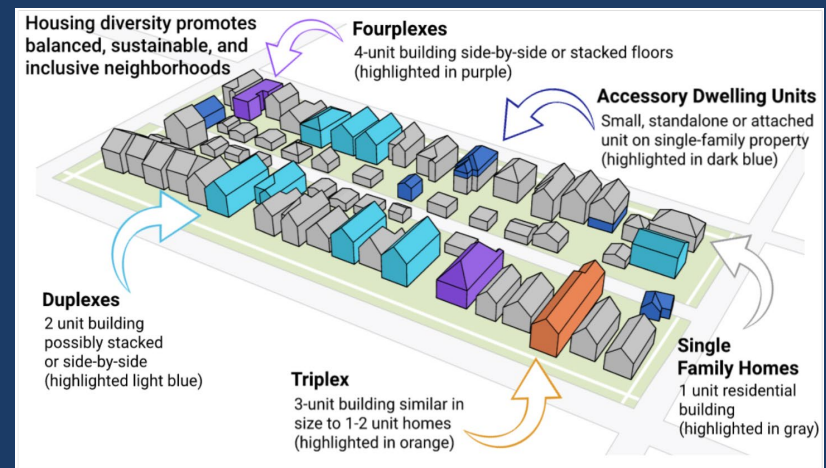
This Plan update does...

- ✓ Update the City's Comprehensive Plan (a set of basic guiding documents to help inform future decisions).
- ✓ Acknowledge the fundamental role of zoning in creating historic inequities and segregation.
- ✓ Provide a citywide framework for equitable long-term growth without displacement.
- ✓ Include policies that promote homeownership and affordable rental options in all neighborhoods.
- ✓ Include recommendations for future zoning reforms that could increase housing options and reduce housing costs while retaining the character of existing neighborhoods.

This Plan update does NOT...

- × Modify any existing program or regulation, or propose any specific development project.
- × Influence the zoning and land use decisions in places outside of the City of Milwaukee.
- × Solve the affordability crisis, or directly set the price of new and existing homes.
- × Propose specific program design details for the housing financing strategies needed to solve all pieces of the affordable housing puzzle.
- × Discourage the development of new detached single-family homes.
- × Encourage the development of larger multi-family buildings in 1- & 2- family residential neighborhoods.

- **Small-scale Community Engagement**
- **Benefit & Harm Analysis**
- **Graphics & Website updates**



Current & Proposed Future Zoning Information

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Milwaukee's Residential Zoning Map

Each property in the city is assigned a zoning district. That zoning district has a set of rules for what can be built on that property and the size of the building. Zoning does define what currently exists on a lot, but what can be built new. This map includes the zoning districts that allow housing, and the drop-downs explain what types of housing are currently allowed and the proposed changes.

Use this Map:

- Determine Zoning: Click anywhere on the map to identify the zoning district of a property.
- Zoom In and Out: Use the + and - buttons in the top left corner to zoom in and out.
- Search for an Address: Click the magnifying glass icon in the top right corner to search for a specific address.
- Map Legend: Click the button above the magnifying glass to see the map legend.
- Turn Off Zoning Layers: Use the button in the bottom right corner and click the eye icon to turn off all zoning and see just the basemap.

+ Zoning Information for RS1 - RS6

+ Zoning Information for RT1, RT2, and RT3

+ Zoning Information for RT4

+ Zoning Information for RM1-RM7

+ Zoning Information for RD1 & RD2

+ Zoning Information for Commercial Districts (LBs, CS, RSs, RBs)

+ Zoning Information for IM

+ Zoning Information for Downtown Districts (C9A-C9G)

+ Zoning information for PD and RED Districts

Housing Types

Photo examples of housing types

Single Family Single Units

Cottage Courts Single with Houses...



Up Next...



- **Public Meeting Open Houses**
 - TBD – Pulaski High School Cafeteria (5-7pm)
 - December 12th – WI Black Historic Society/Museum (5-7pm)
- **Additional Information & Communication Materials**
- **Small-scale Community Engagement**



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