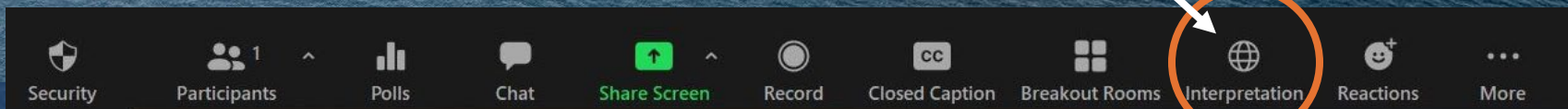




Draft Plan Recommendations

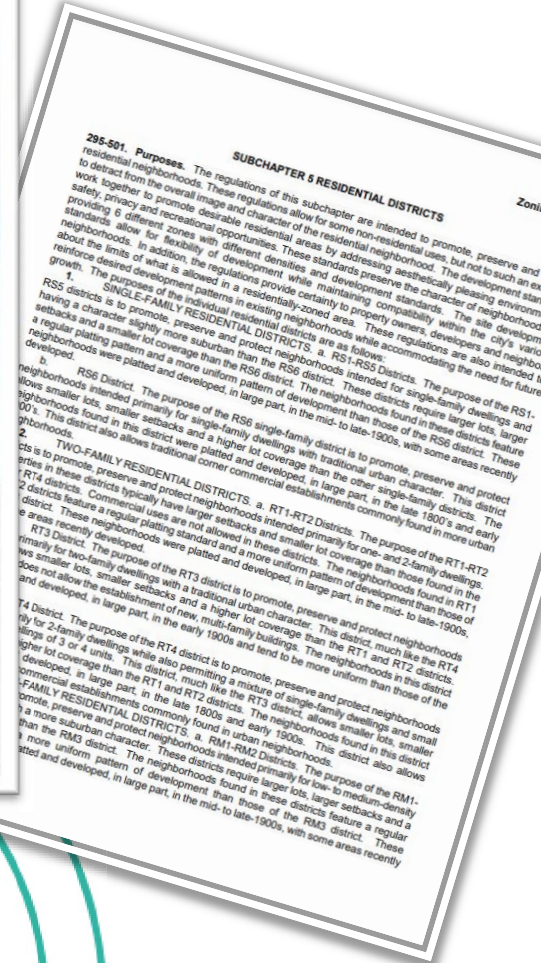
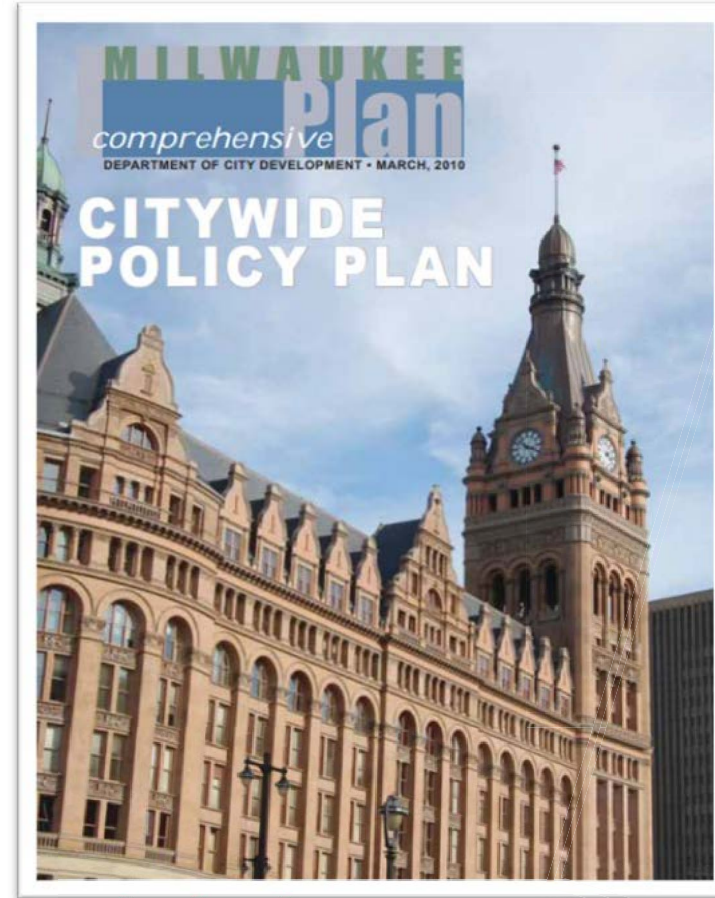
Virtual Information Meeting and Q & A
Wednesday, December 6, 2023

Servicio de interpretación en español disponible
Muaj txhais lus Hmoob

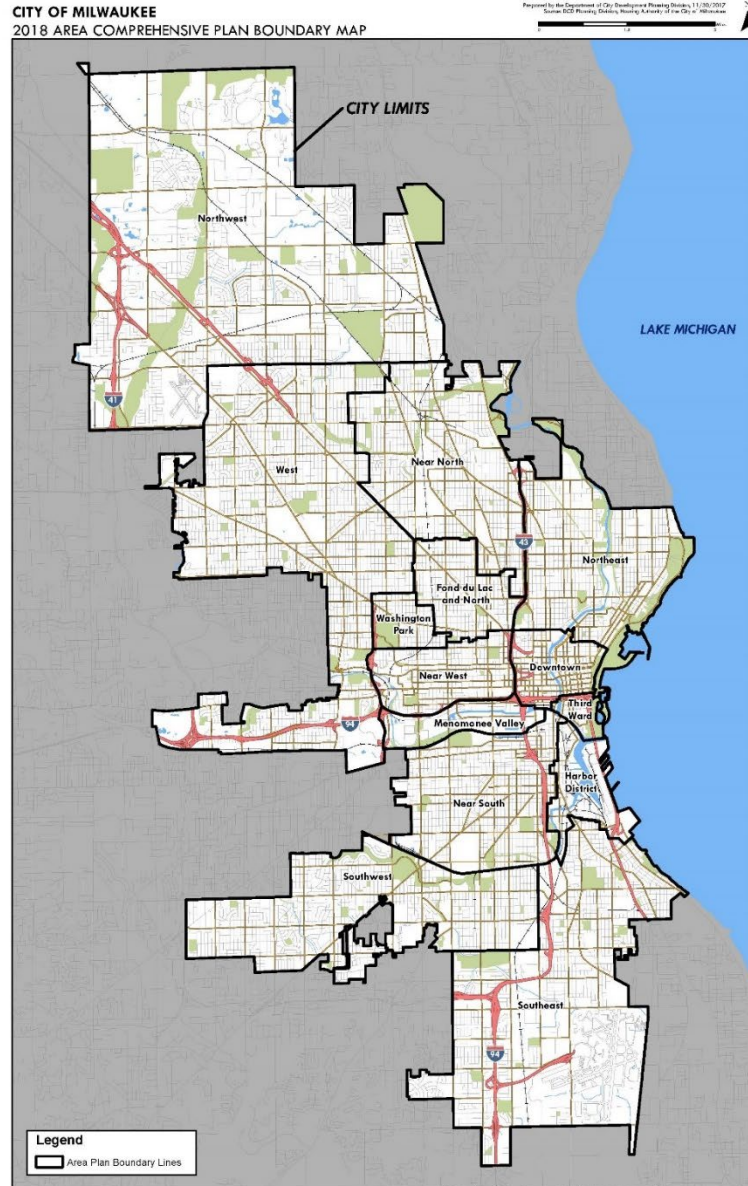


What is Growing MKE?

- A citywide planning process about housing
- **End Result?** proposed amendment to the Citywide Policy Plan.
 - Will include policies and actions related to encouraging housing choice and growth
 - Recommendations to update the City's Zoning Code



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 are looking at how to support evolving housing needs.



Planning Process

Overview of the Planning Process

Phase 1: Develop Plan Amendment

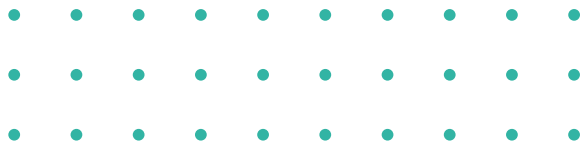
Phase 2



Collaborative Process



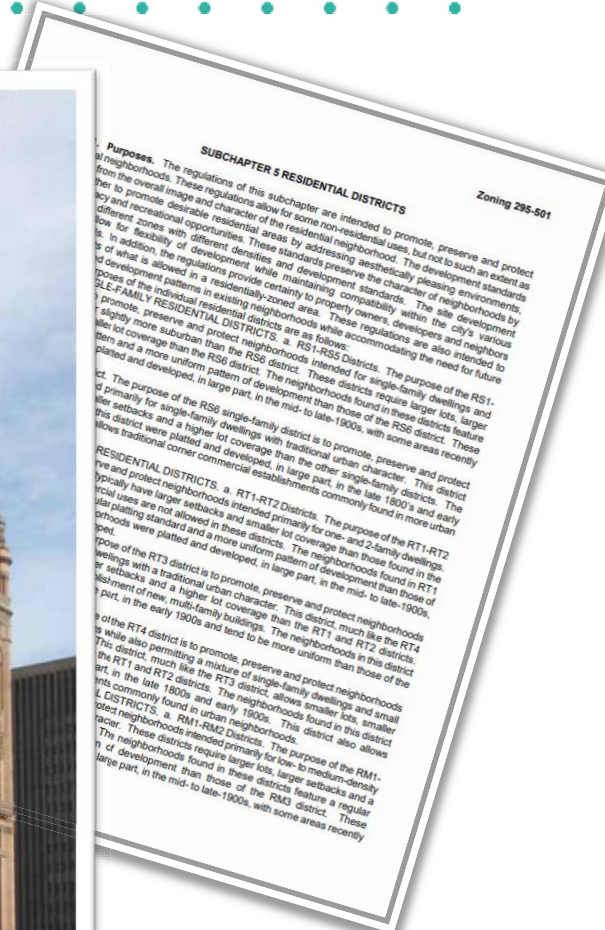
- Lead: City of Milwaukee, Department of City Development
- Support: Zoning Analysis Consultant
- Support: Engagement Consultant
- Community Advisory Committee
- Technical Advisory Committee
- City of Milwaukee Technical Staff Advisors



We aren't starting 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

"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.**"

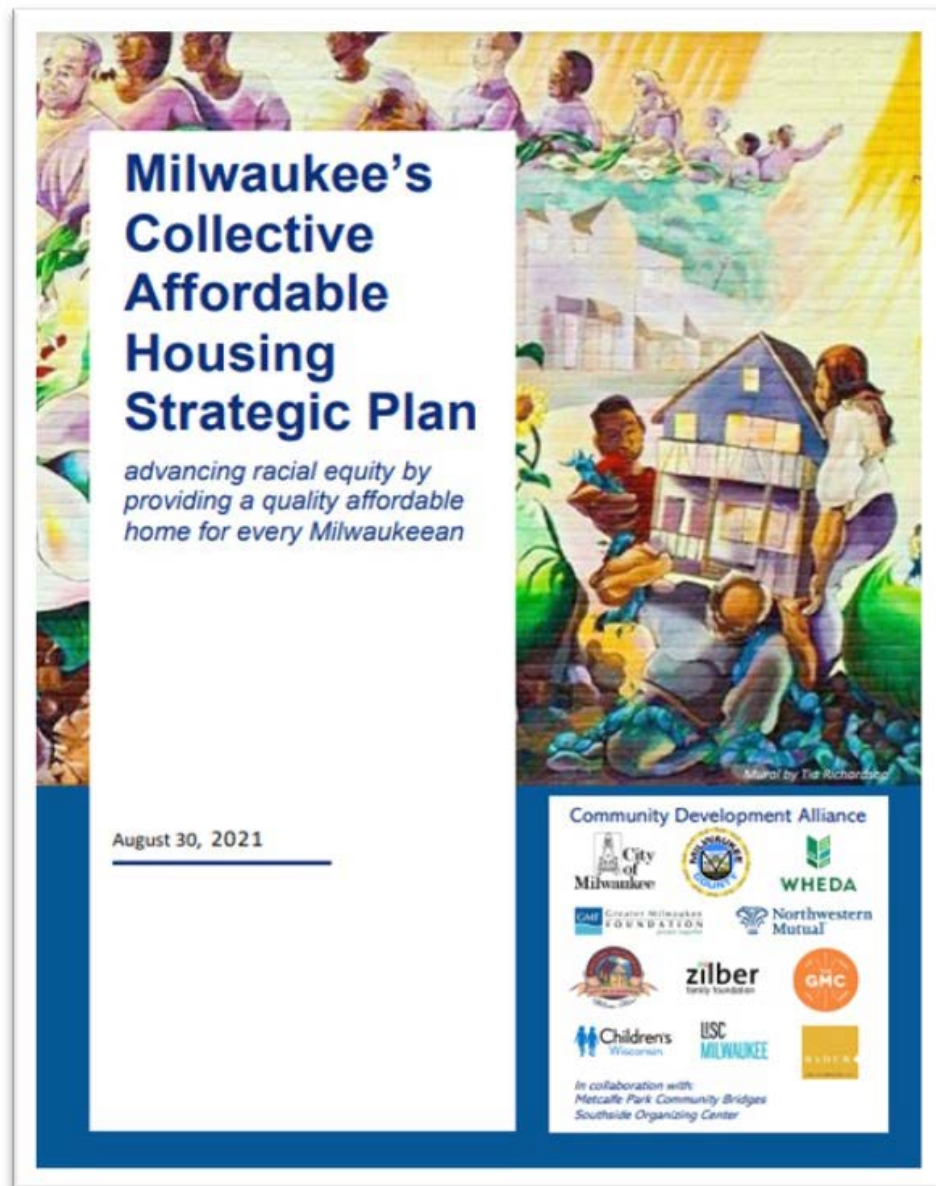
-Mayor Cavalier Johnson, Economic Prosperity Vision (2022)



Advancing Plan Recommendations and 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 and City Goals

"At the heart of this Plan is the goal of **advancing racial equity by providing a quality affordable home for every Milwaukesean**...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 and City Goals

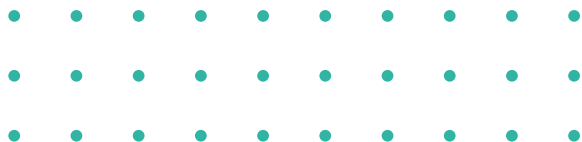
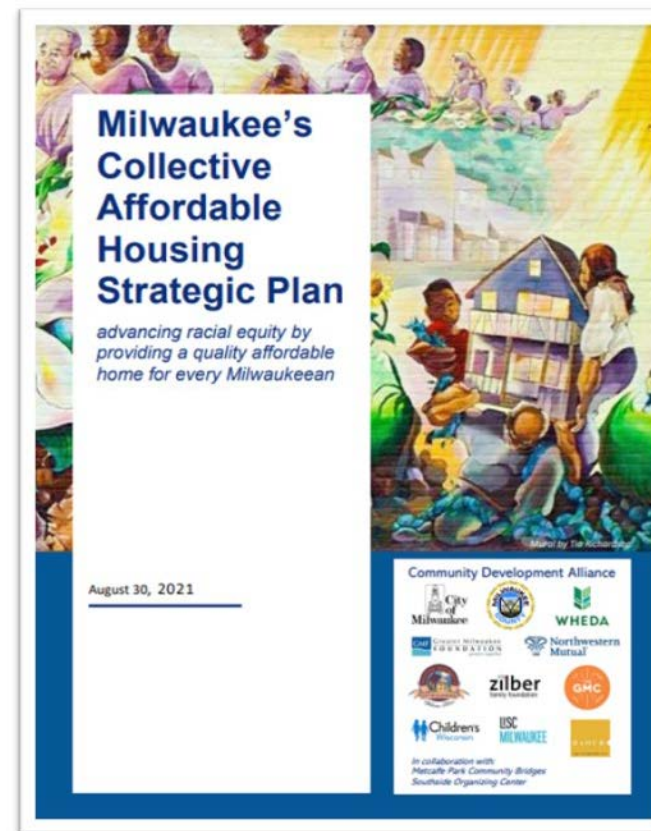
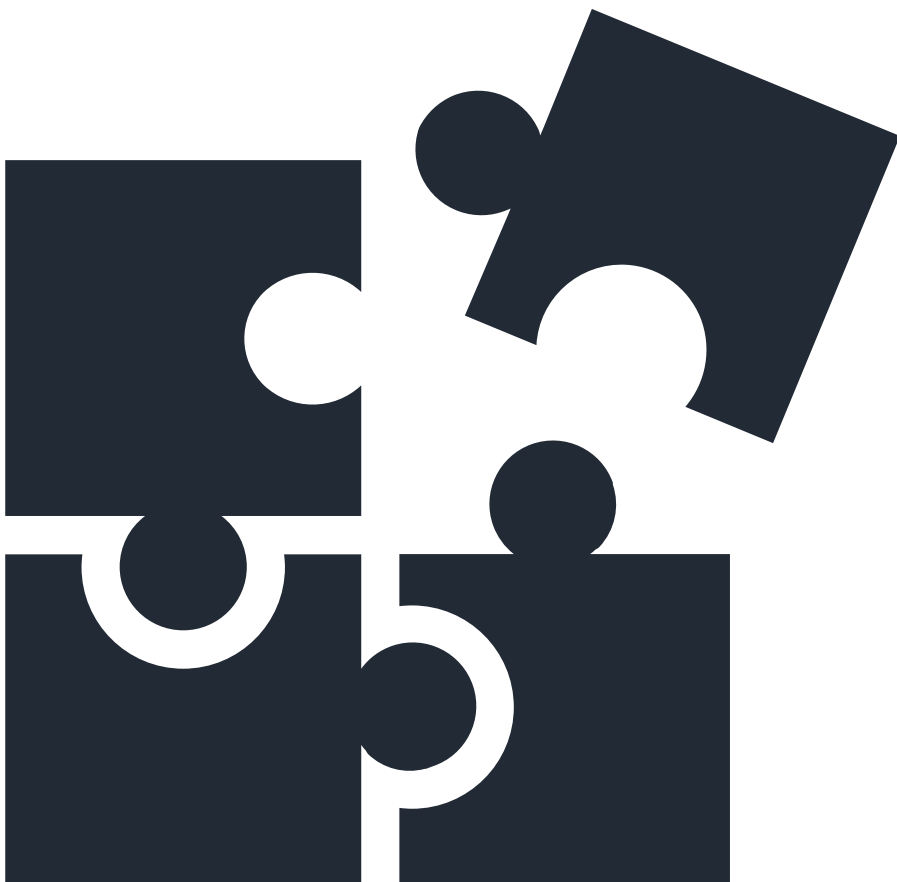
“Cities must plan proactively for how to make it easy for people to move around and **embrace the growing demand for walkable urban neighborhoods...**

[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**

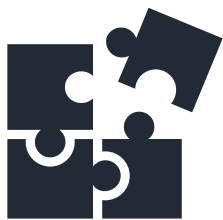
Decision... Updates to the City of Milwaukee zoning code will help facilitate the type of transit-oriented development envisioned by this Plan... Increase density... allow taller buildings... [and] creative enterprises in some residential districts.”

-Equitable Growth through Transit Oriented Development Plan (2018)

This is just one piece of the puzzle



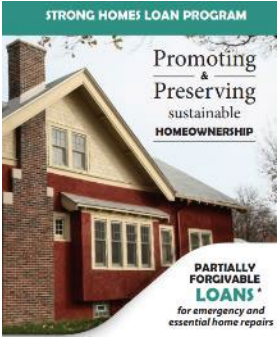
Increasing and Preserving Black & Latino Homeownership



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.



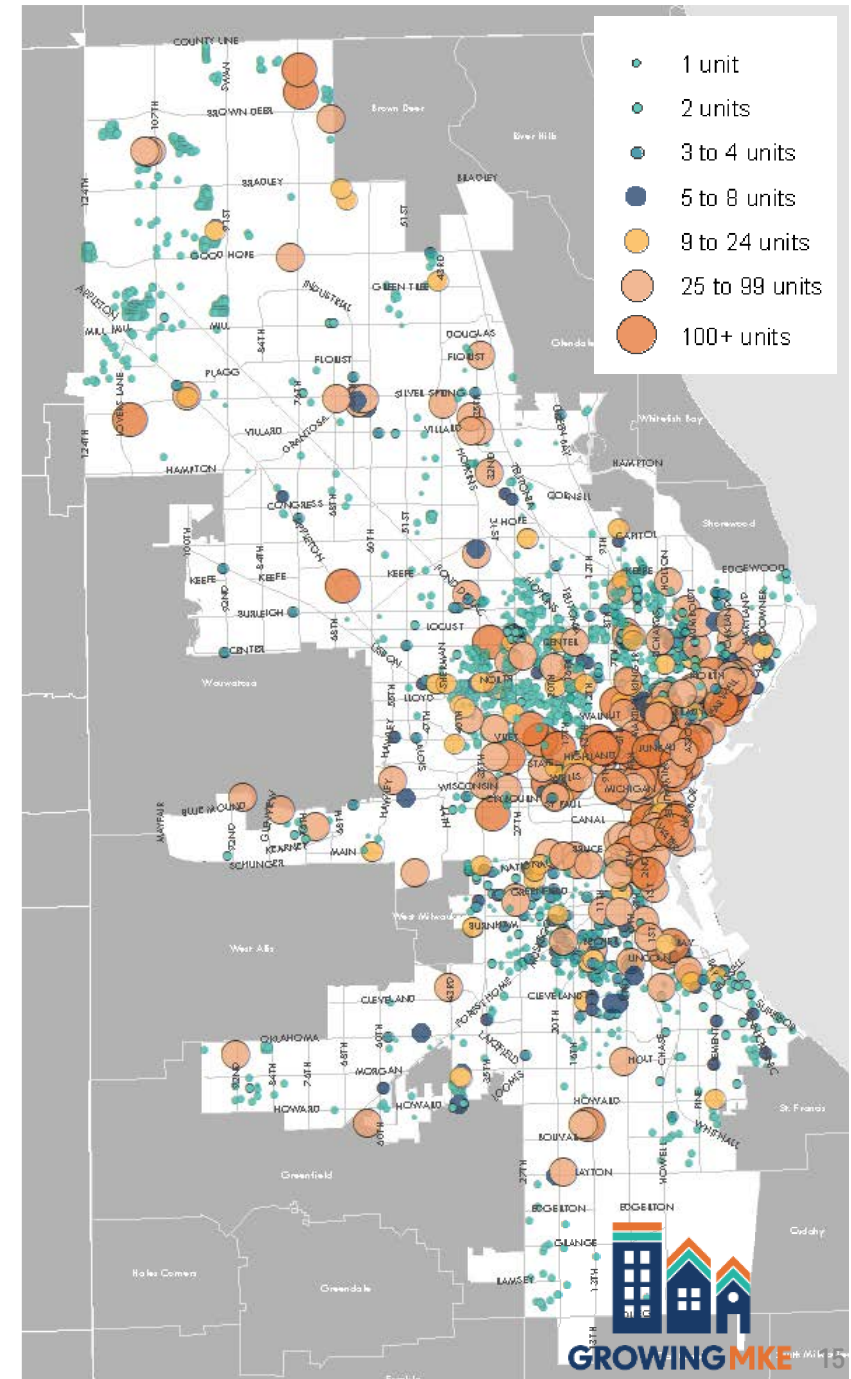
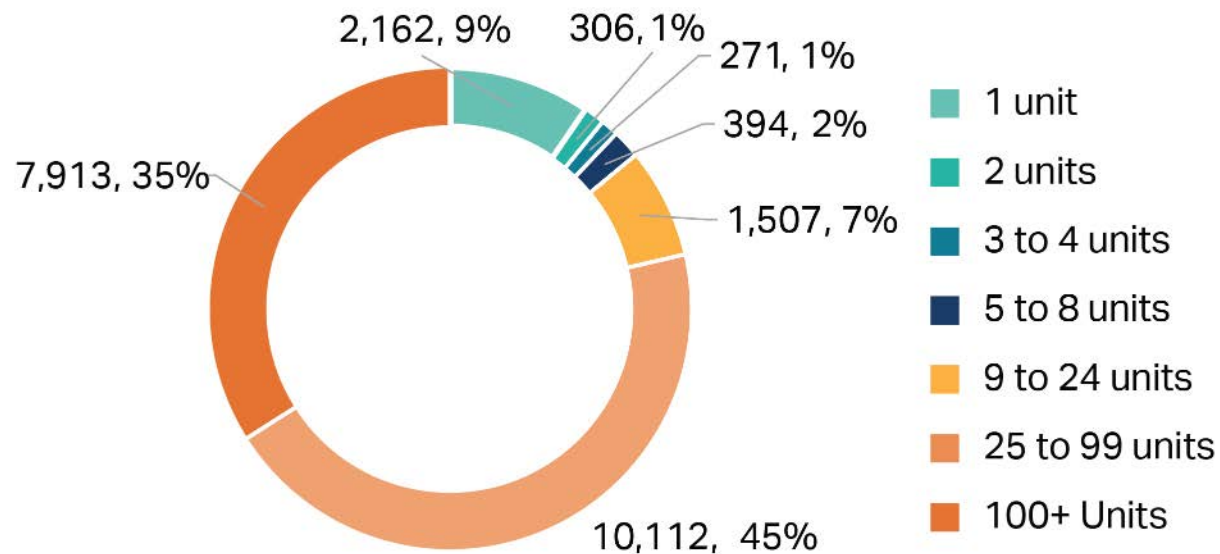
Existing Conditions



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 is Zoning?

Why are we talking about it?

Zoning is a **relatively new concept**. Prior to the 1920s and 1930s, cities, towns and villages were built in similar ways **without it**. Patterns evolved organically to **meet basic needs**.

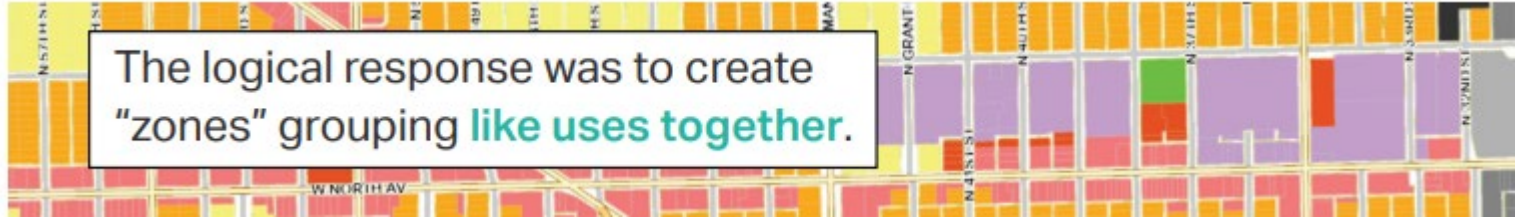


This compatibility allowed for a **diverse mix of housing types** that encouraged a **diverse mix of neighbors**.



But then the growth of industry brought **factories and other noxious uses** to the urban landscape.

The logical response was to create "zones" grouping **like uses together**.

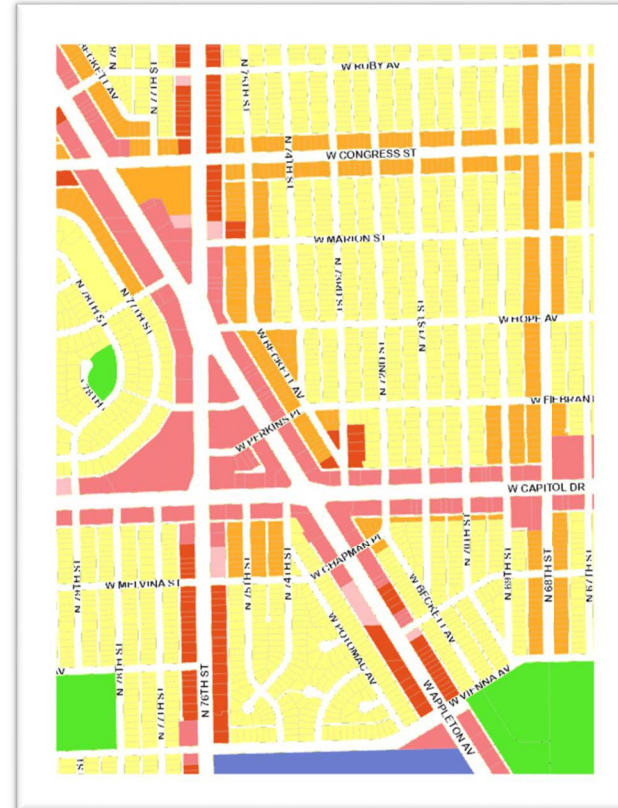


Historic housing types serving a diverse population are **no longer allowed** in most areas.

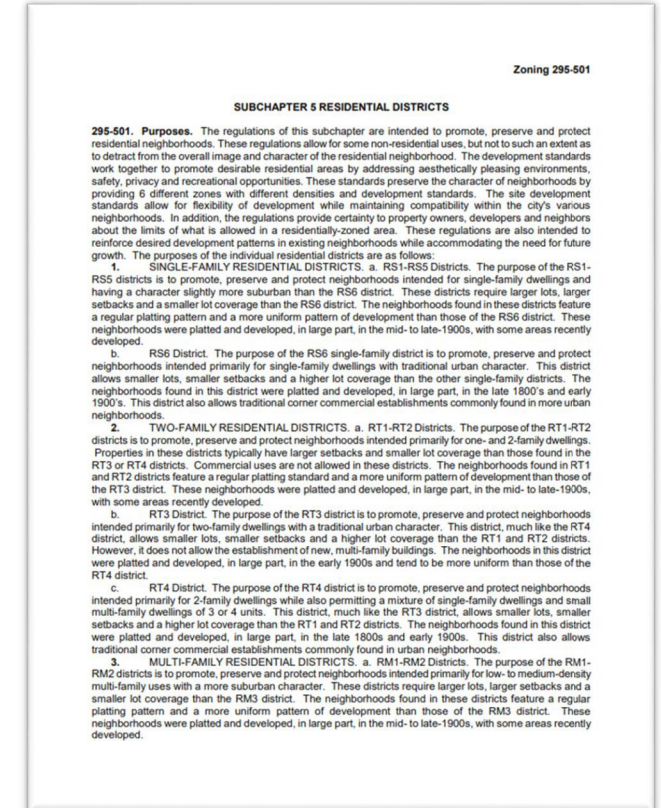


Zoning Codes & Maps

- 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.

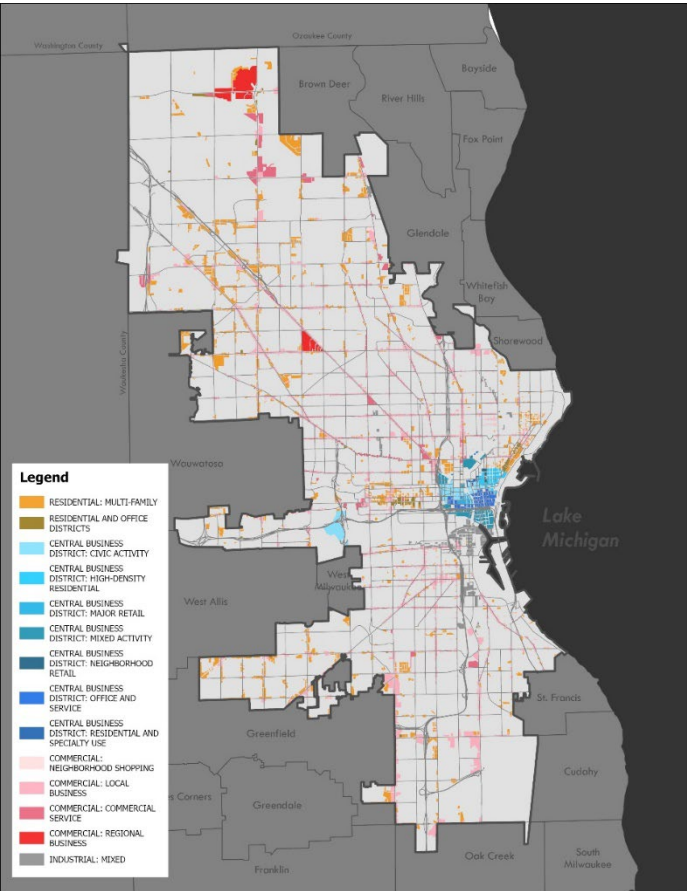
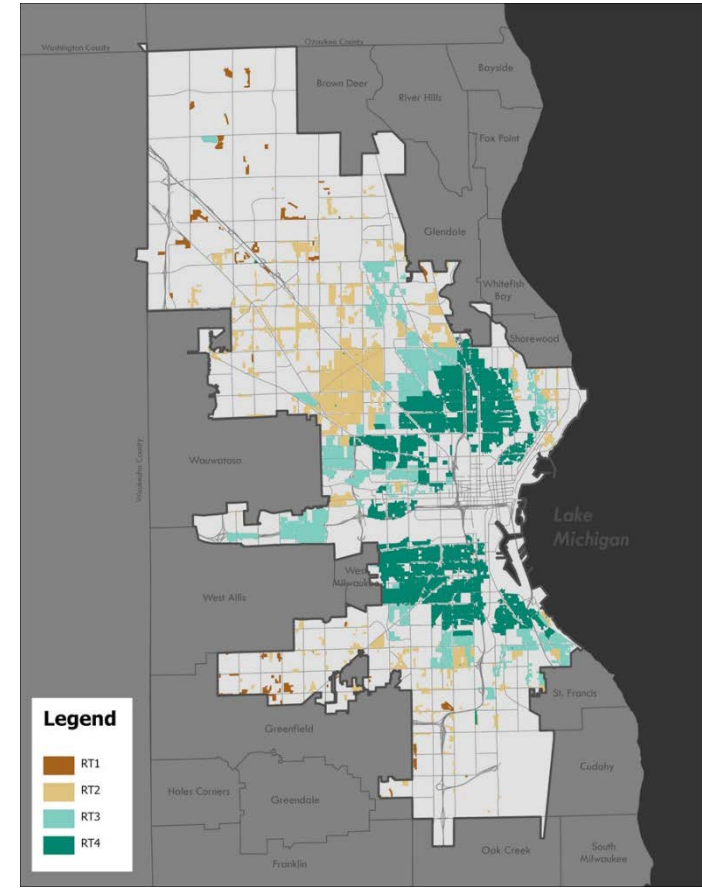
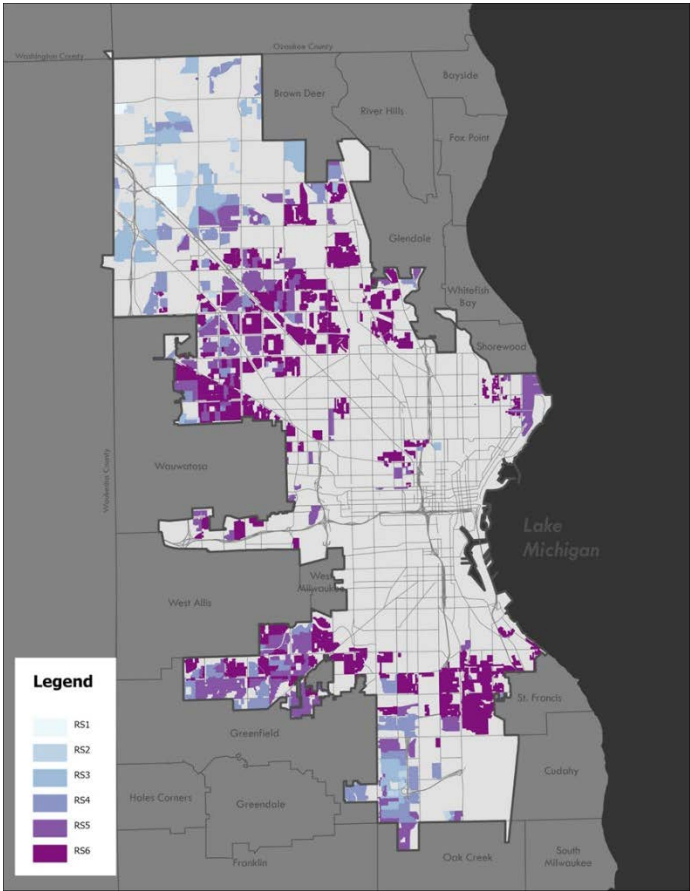


ZONING MAP



ZONING TEXT

What does zoning for housing look like in Milwaukee?



40% of residentially zoned parcels allow only one housing unit

More than 1/2 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.

What We've Heard So Far



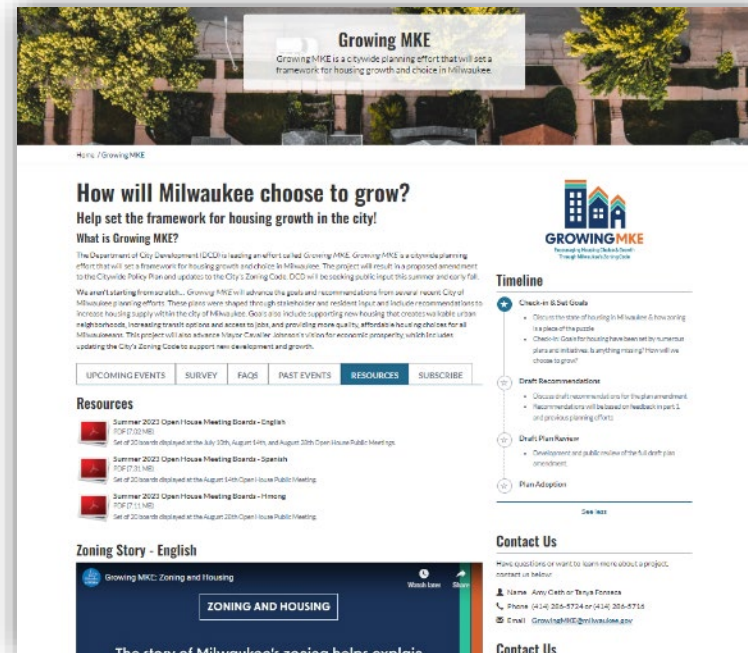
Part 1. Engagement

In person - engaged directly with over 830 people through...

- 12 Library "Office Hours"
- 3 Evening Open Houses
- 8 Pop-ups at events – Farmers' Markets & Community Festivals, etc.
- 4 Senior Center Pop-ups
- Focus Groups – residents, developers, designers

Online

- 1,504 website visitors (as of 10/30/23)
- Over 750 online survey respondents



Engagement support and partnership from AARP and Community Development Alliance!



Themes from Public Comments

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



Key Engagement Questions

- What types of housing would you like to see more of in **YOUR NEIGHBORHOOD**?
- What types of housing would you like to see more of in the **CITY**?
- What **excites** you about this project?



Growing MKE Goals

Housing Choice & Equity

Everyone has healthy, stable housing that they can afford.



Economic Development

Milwaukee is an economically resilient city.



Connectivity

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



Climate & Resiliency

Milwaukee's housing stock is resilient and new development helps reduce our carbon footprint through building design and location.



Recommendations



Plan Amendment Policies

Housing
Choice

Transit Access
& Parking

Walkable
Neighborhoods

Sustainability
& Resilience

Housing Access in all
neighborhoods

Building Design
& Rehabilitation



An aerial photograph of a suburban neighborhood. The image shows a mix of housing styles, including single-story bungalows, two-story houses, and a larger brick building. The area is heavily wooded with many large, mature trees. A street runs along the left side, and a park with a playground is visible in the upper left. The right half of the image is overlaid with a semi-transparent blue filter, which serves as a background for the text.

How do we
encourage
more housing
diversity
in more
neighborhoods?



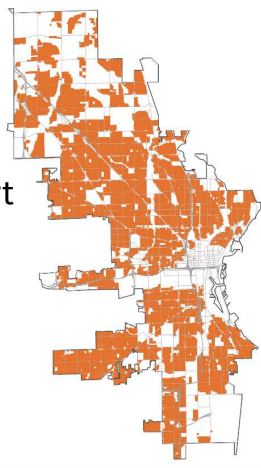
Recommendation #1: Update the zoning code to allow more types of neighborhood-scale housing in more neighborhoods.

In summary, that means...



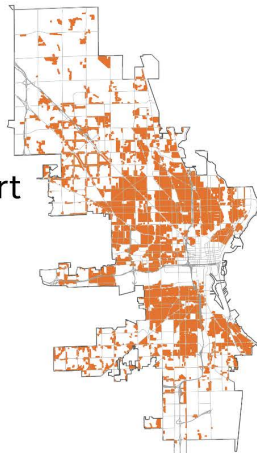
In all residentially zoned areas, allow:

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



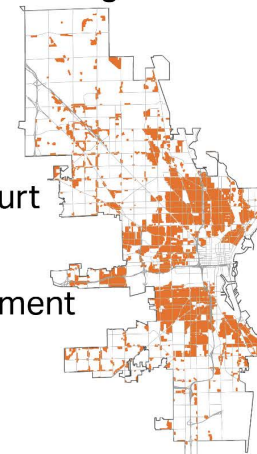
In residential areas where duplex or other multi-unit housing was permitted historically, allow:

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



In denser residential areas where a wider mix of styles already exists and near transit, allow:

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



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



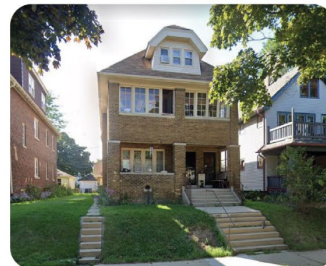
Accessory Dwelling Unit



Townhouse



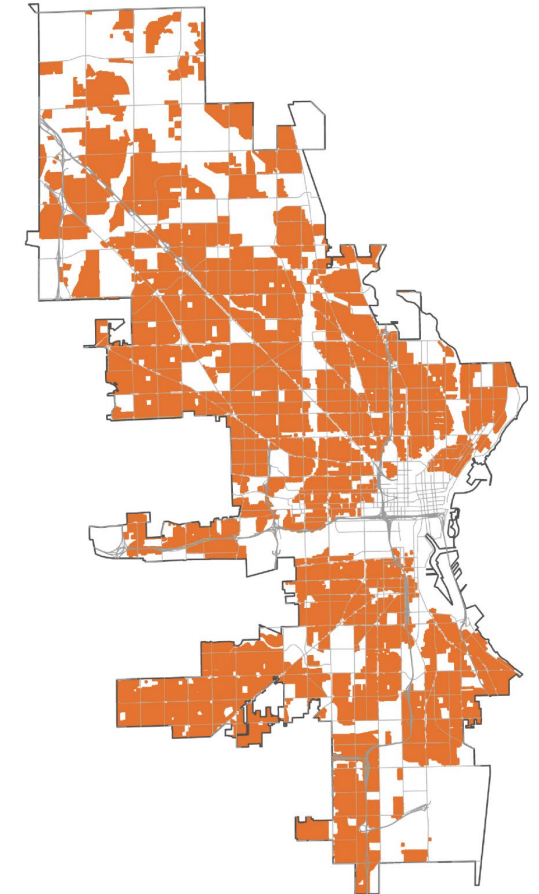
Duplex



Triplex



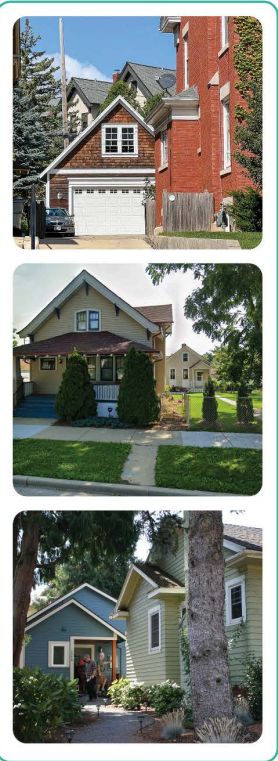
Cottage Court



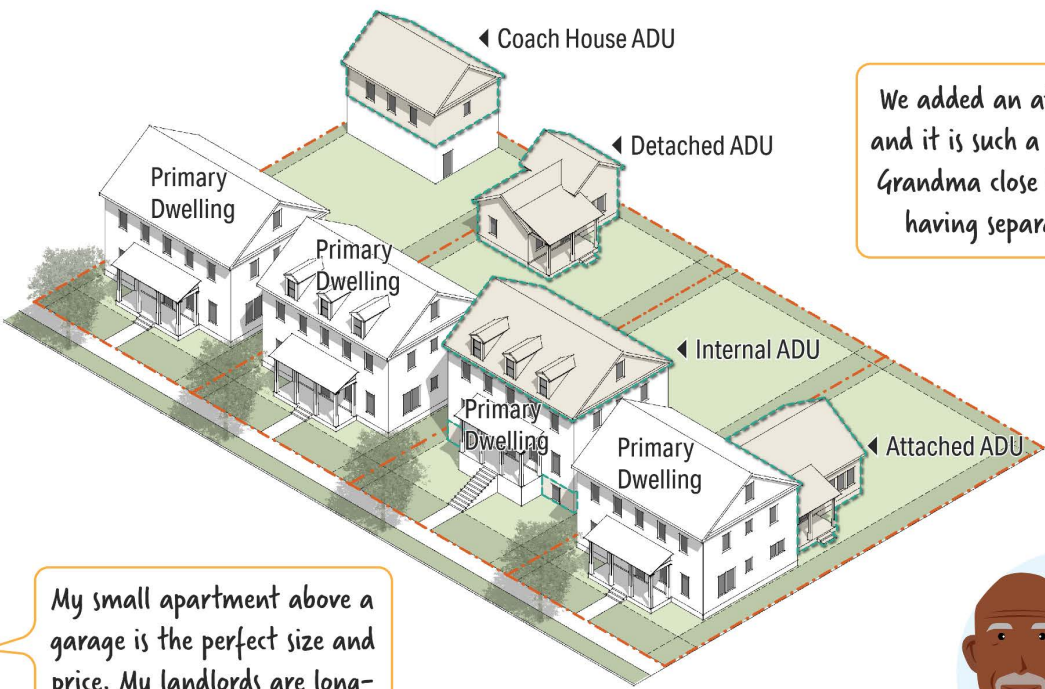
▲ This map includes the RS1-6, RT1-4, RM1-6, and RO1-2 zoning districts

Recommendation #1-A continued

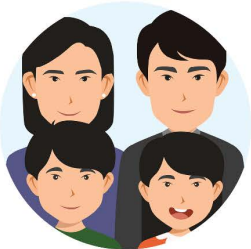
Accessory Dwelling Units – “ADUs”



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.



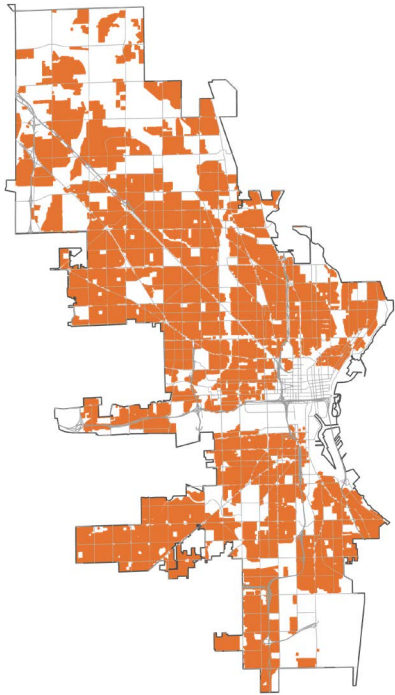
We added an attached ADU, and it is such a relief to have Grandma close by while also having separate spaces.



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.



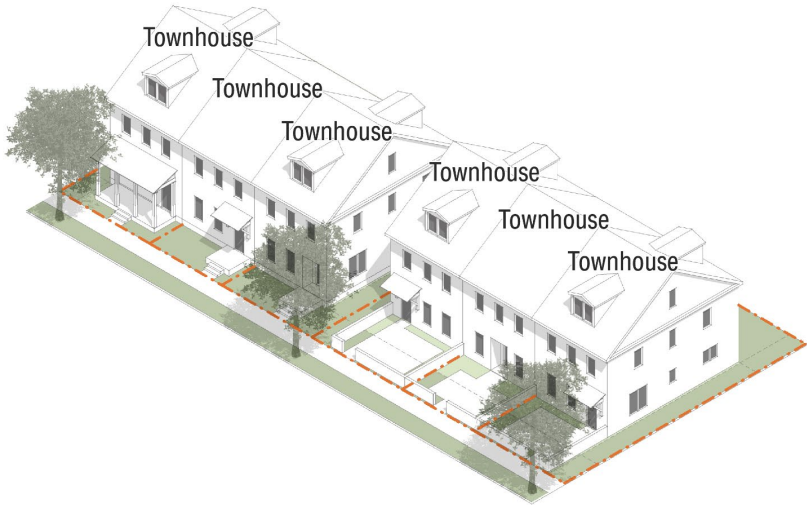
My small apartment above a garage is the perfect size and price. My landlords are long-time Milwaukee residents and have welcomed me to the city.



Recommendation #1-A continued

Townhouses

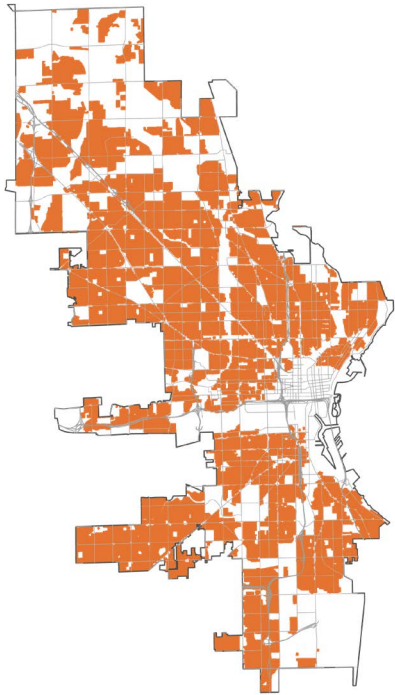
Townhouses work for most types of households. They can be owned or rented. They are more affordable due to reduced land, utility, and maintenance costs.



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

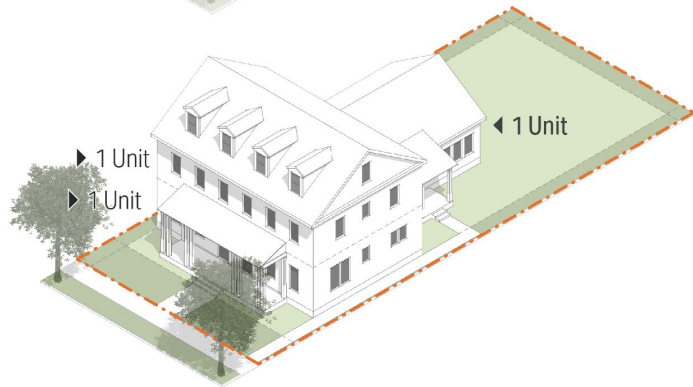
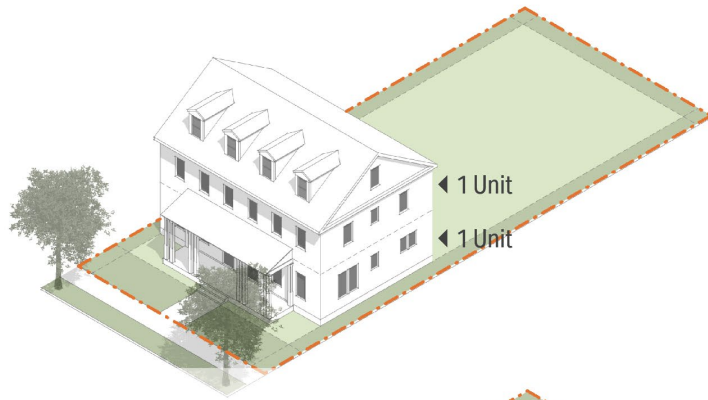


We thought this townhouse would be our starter home, but it's turned into our forever home. We love being close to transit and spending time in our front garden.



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.

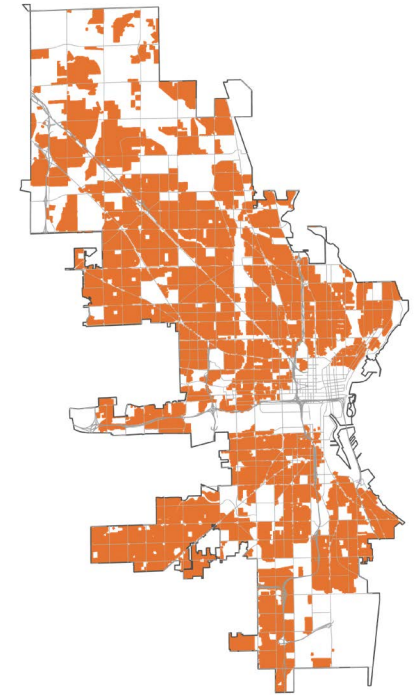
When we retired, we made our duplex rental property our primary home. We've reduced our housing expenses by renting out the upstairs unit for a little extra income.



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.



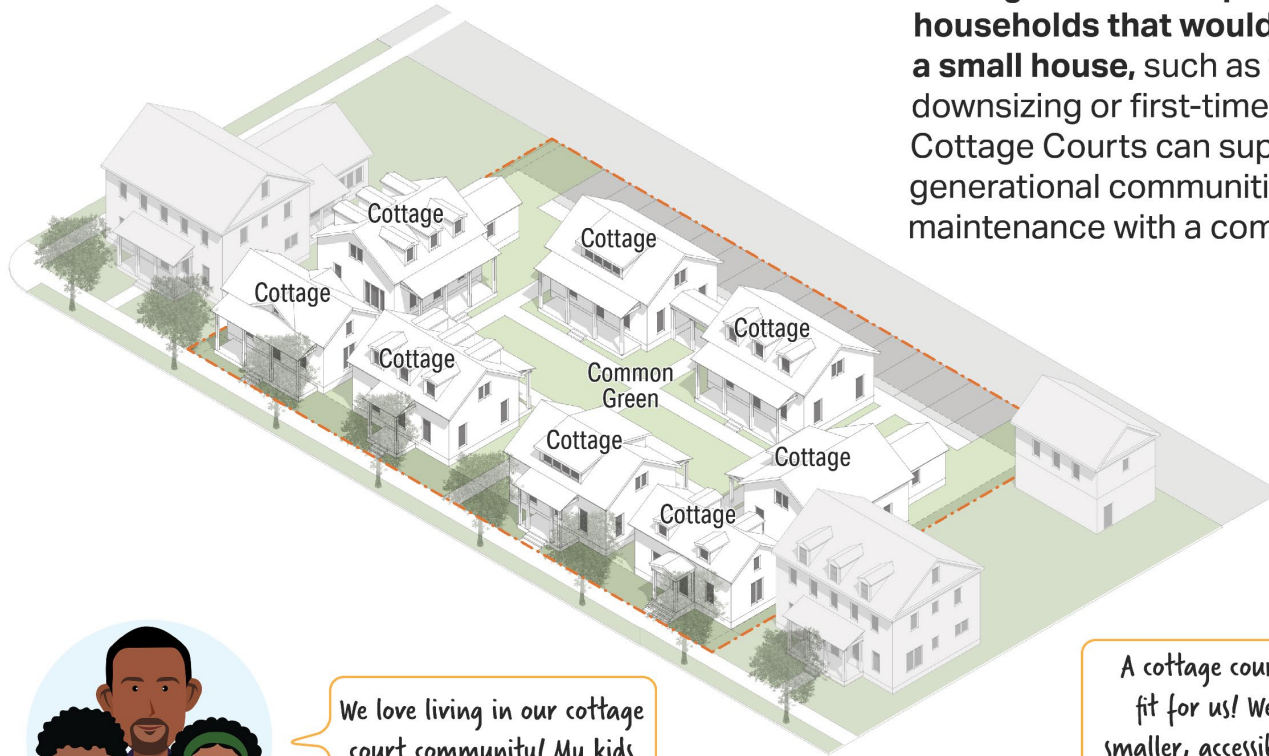
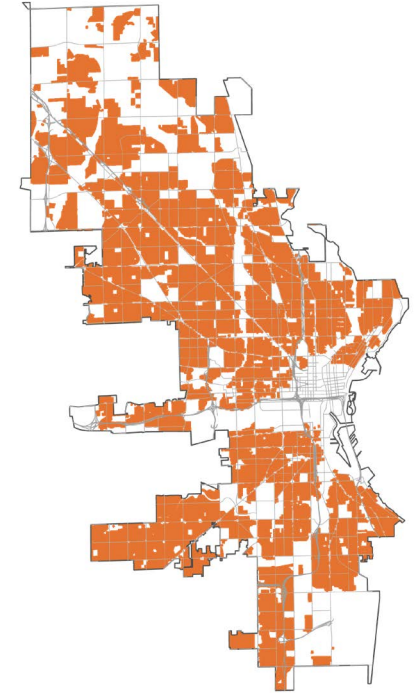
Our duplex was more affordable than a single-family home because the rental income helped us afford the mortgage. Later on, we could also use the other unit for extended family.



Recommendation #1-A continued

Cottage Courts

Cottage courts are perfect for households that would like to live in a **small house**, such as those who are downsizing or first-time homeowners. Cottage Courts can support multi-generational communities and reduce maintenance with a common green.



We love living in our cottage court community! My kids have a safe place to play with the neighbor kids.

My new cottage is perfect! I didn't need much space, but I wanted my own front porch. I am excited to work in the community garden this summer!

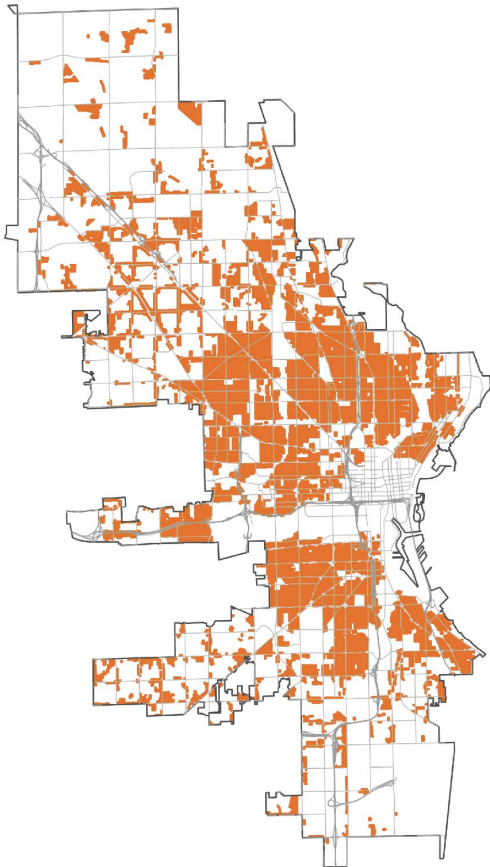


A cottage court is a great fit for us! We wanted a smaller, accessible home with lower maintenance and a close-knit community.



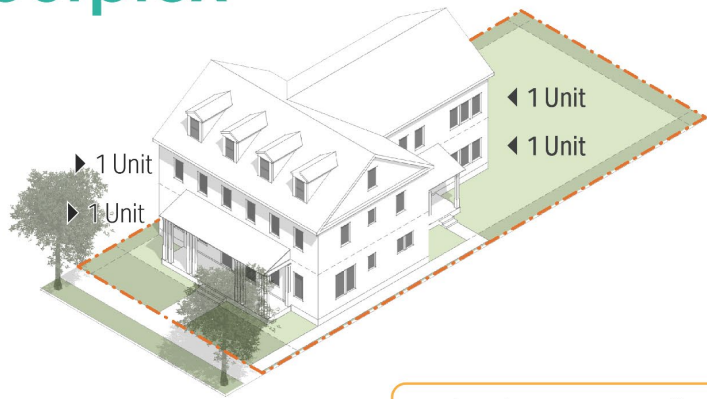
Recommendation #1-B

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.

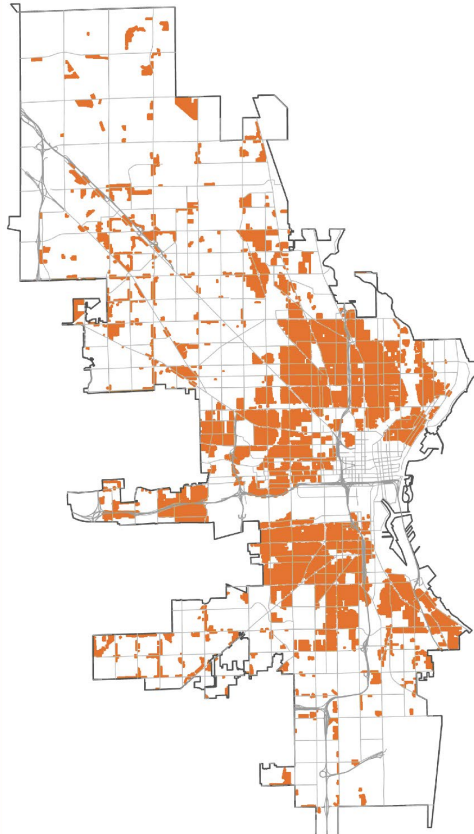


This fourplex is perfect! It's a good affordable size as I start my career, and it's easy to take the bus to work.



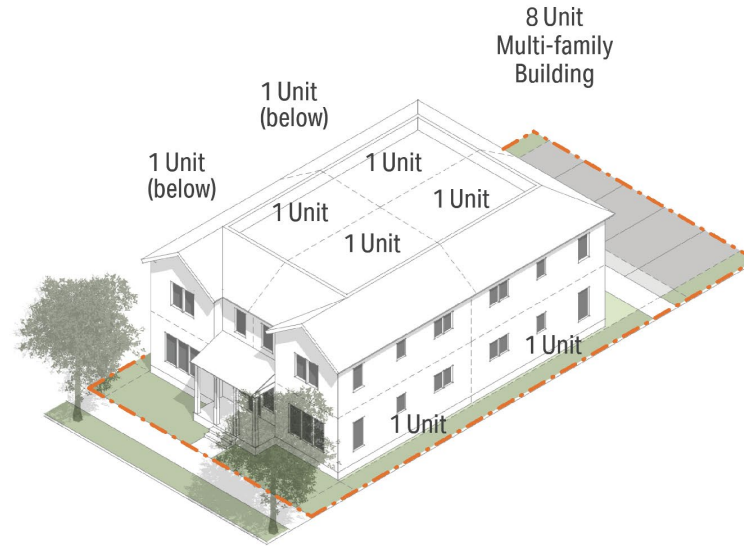
Recommendation #1-C

In denser residential areas where a wider mix of housing styles already exists and near transit, allow Small Multi-Family Buildings.



▲ This map includes the RT3, RT4, RM1-6, and RO1-2 districts

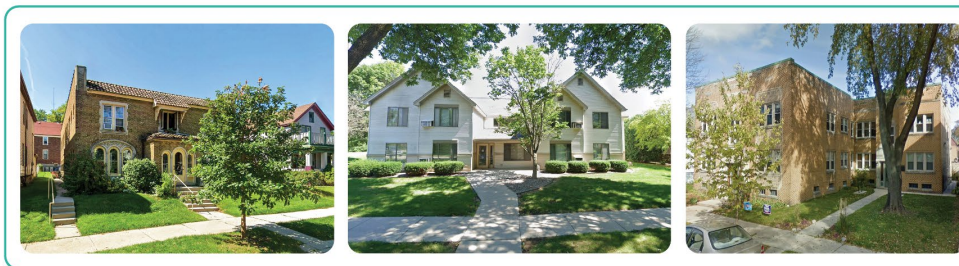
Small Multi-family Buildings



Small multi-family buildings provide affordability in a variety of unit sizes and fit in many neighborhoods. They are usually close to amenities which reduces transportation costs.

We have a first-floor accessible unit in small multi-family building near a park. It's a great fit for us!

I enjoy that it is just me and my dog, so a smaller, affordable unit close to the Oak Leaf Trail is perfect for me!

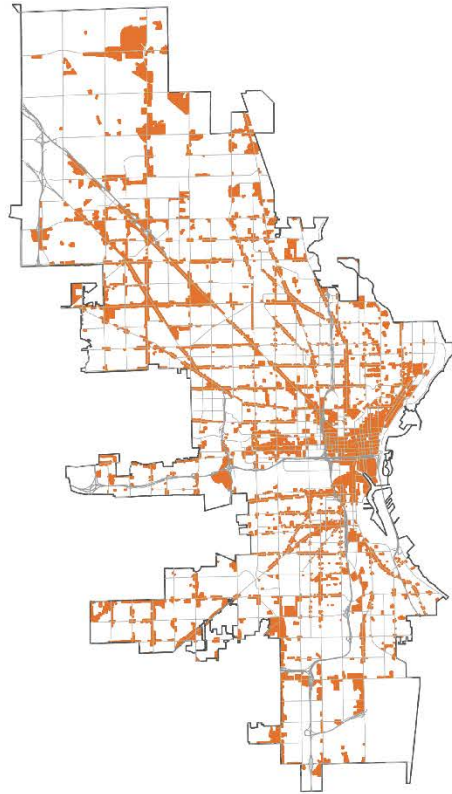




How else do we
encourage
housing
diversity
in more areas
of the city?

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

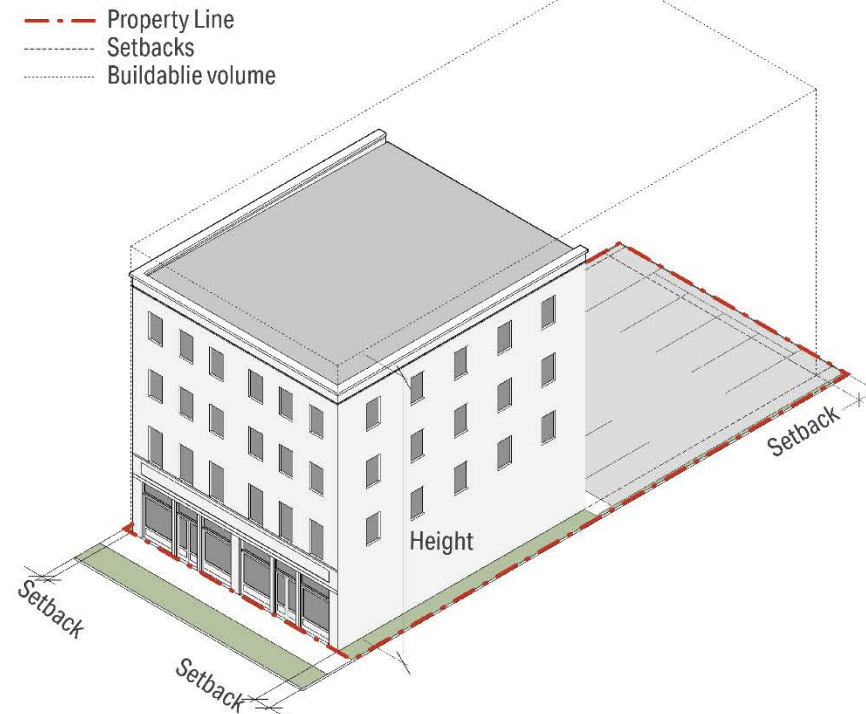
How? Adjust the zoning code to remove barriers to new housing on business corridors and multi-family zoning districts. **Rely on height limits, setback requirements, and design standards instead of mathematical equations** to control the number of housing units.



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

Multi-Family Buildings

Setbacks, height limits, and design standards, provides predictability for how a building will look.



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

Recommendation #3 continued

Building Facades

Enhance walkability: Make sure buildings face the sidewalks in a way that encourages pedestrian activity.

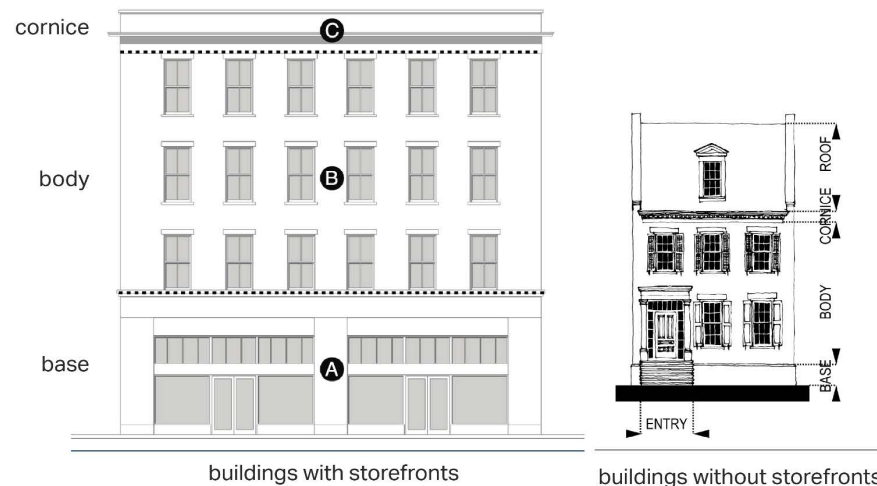


Windows

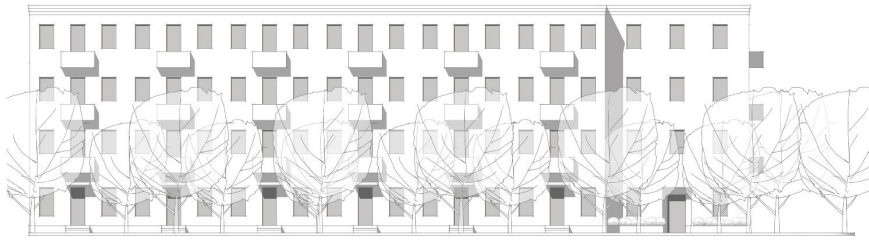
Enhance walkability & environmental benefits: Update existing design standards to clarify measurements and add standards for upper level windows.

Composition

Improve pedestrian scale: Make sure buildings facades are composed of base, middle, and cap to help improve scale.

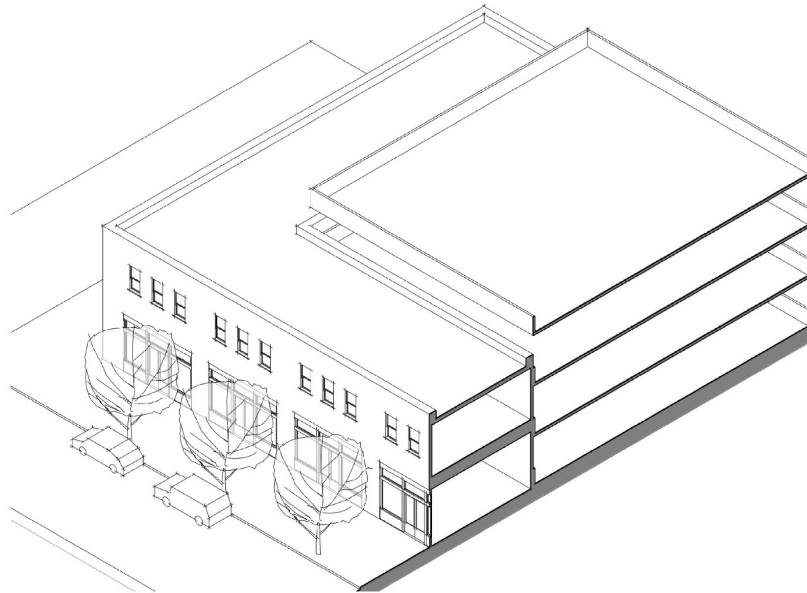


Recommendation #3 continued



Building Widths

Reduce scale: Very large buildings need regulations to reduce the scale and to create a walkable environment along the street front. Examples: varying heights, courtyards, and corner plazas.



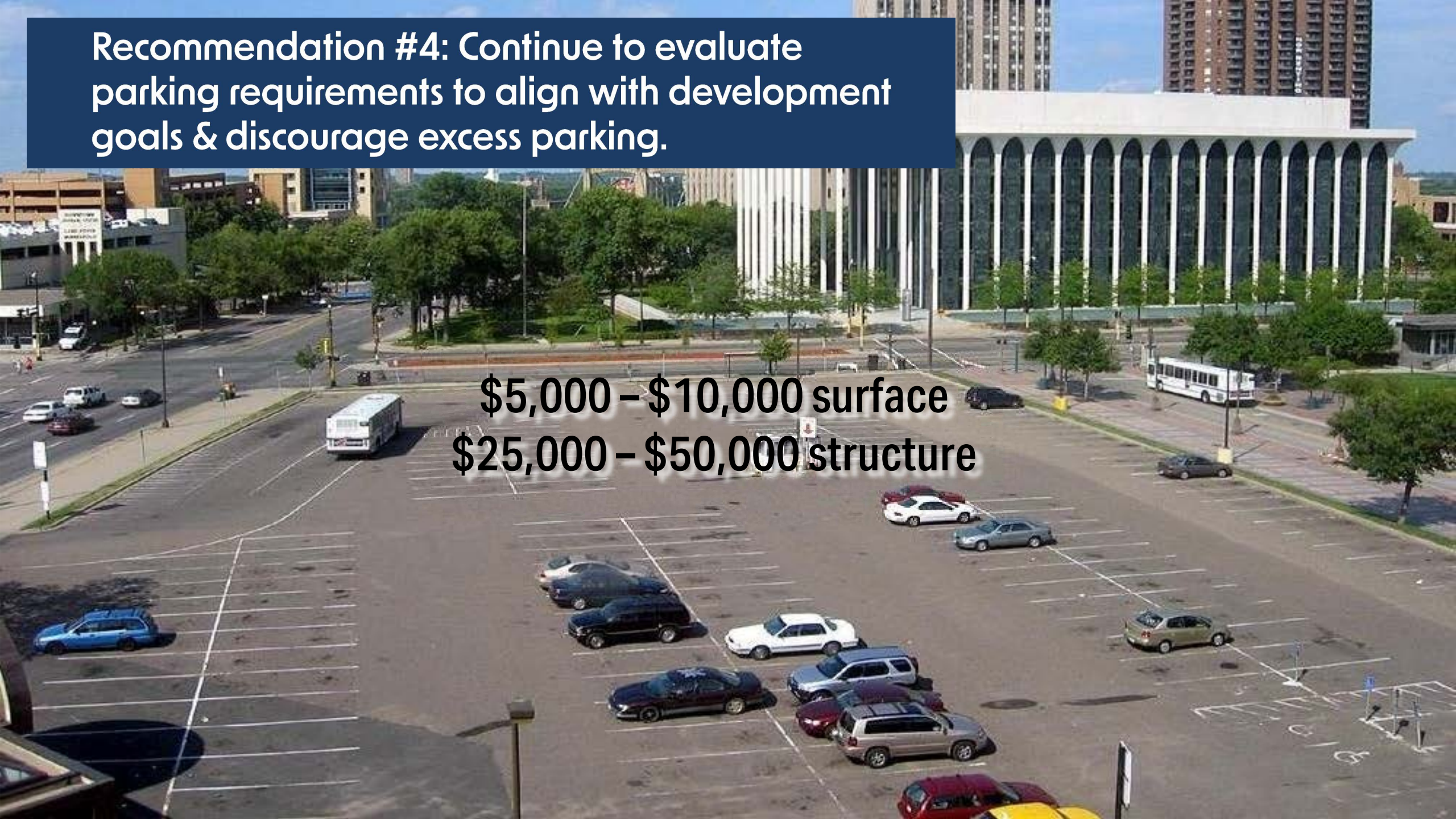
Parking Structures

Assure walkability: Update regulations for parking structures to improve design and hide parking on upper levels.



Recommendation #4: Continue to evaluate parking requirements to align with development goals & discourage excess parking.

\$5,000 – \$10,000 surface
\$25,000 – \$50,000 structure



Growing MKE Goals

Housing Choice & Equity

Everyone has healthy, stable housing that they can afford.



Economic Development

Milwaukee is an economically resilient city.



Connectivity

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



Climate & Resiliency

Milwaukee's housing stock is resilient and new development helps reduce our carbon footprint through building design and location.



How to stay engaged and give input

- Head to the website to view all the Open House Boards and take the survey (closes January 5th)

engage.milwaukee.gov/GrowingMKE

- Sign up for the email list too!
-    Follow us on social media - @MilwaukeeDCD
- Talk to your friends and neighbors about this project and encourage them to participate:
 - "Office Hours" at Libraries
 - Online



Thank you!



growingmke@milwaukee.gov

engage.milwaukee.gov/GrowingMKE



@MilwaukeeDCD