



MILWAUKEE DOWNTOWN

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May 28, 2025

Chair Stephanie Bloomingdale
City Plan Commission
City of Milwaukee
809 North Broadway
Milwaukee, WI 53202

Dear Chair Bloomingdale and members of the City Plan Commission,

On behalf of Milwaukee Downtown, Business Improvement District #21 (BID #21), I am writing to express our support for the adoption of the Housing Element. Supporting housing growth and choice are critical to the future of our city. Milwaukee Downtown, BID #21 encourages the City Plan Commission to vote to recommend adoption of the Housing Element as part of the citywide planning initiatives to establish a collective vision for how housing development can advance Milwaukee's goals for housing choice, affordability, economic development, and resilience.

These issues are central to our work. Milwaukee Downtown, BID #21, was proud to recently co-lead Connec+ing MKE: Downtown Plan 2040 with the City of Milwaukee's Department of City Development and many other key stakeholders. As part of this Downtown Plan update, housing and population growth were central themes with several goals, including:

- Grow the Downtown population to 40,000 residents by 2040, and
- Add 15,000 housing units downtown by 2040 with 20% being affordable

The recommendations contained within the Housing Element are aligned with these goals and will provide a strong foundation for this important work. More specifically, the Housing Element will help reduce housing costs through new policies and zoning updates that will allow for downtown to reach its affordability goals. In addition, the focus on transit orientated development will encourage more housing density near existing and future public transportation routes, ultimately leveraging these public investments to meet the growth goals in the recently adopted Connec+ing MKE: Downtown Plan 2040.

Adopting the Housing Element will create a strong framework for the City to utilize its land use, zoning, and housing policy tools to meet the changing housing needs of our City. For these reasons, we support the adoption of the Housing Element as part of the City's Comprehensive Plan.

Sincerely,

Beth Weirick
CEO
Milwaukee Downtown, BID #21

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