



# MILWAUKEE DOWNTOWN

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July 15, 2024

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 Growing MKE. 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 Growing MKE as part of the City's Comprehensive Plan to establish a collective vision for how housing development can advance Milwaukee's goals for housing choice, equity, affordability, economic development, and climate 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 that are guiding our work, 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 Growing MKE are aligned with these goals and will provide a strong foundation for this important work. More specifically, Growing MKE 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 Growing MKE 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 fully support the adoption of Growing MKE as part of the City's Comprehensive Plan.

Sincerely,

Beth Weirick  
CEO  
Milwaukee Downtown, BID #21

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