



July 25, 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,

Supporting housing growth and choice are critical to the future of our city. On behalf of myself, and my company, J. Jeffers & Co., I encourage 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 at as they:

- **Reduce housing costs.** Policies and regulations that restrict housing diversity increase the cost of building new housing and limit the types of housing available within individual neighborhoods. This can increase housing costs for everyone. Recent studies have found that housing growth can help slow rent increases within a region while not contributing to the displacement of existing residents.
- **Address residential segregation.** 70% of residentially zoned land in Milwaukee is currently limited to single family and duplex housing development, which significantly limits housing choice in much of the city. 68.5% of white households currently are homeowners, compared to 27.4% of Black households. This factor contributes to residential segregation in Milwaukee and creating additional housing choice is one of multiple strategies needed to address these disparities.
- **Improve Public Health and thriving communities.** Creating dense, walkable and affordable neighborhoods also presents the opportunity to reduce health inequities by addressing environmental injustice, promoting food security, and improving access to healthcare in historically disinvested communities in Milwaukee.

The recommendations contained within Growing MKE are aligned with our goals and will provide a strong foundation for this important work. 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.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Jeffers", is positioned above the typed name.

Joshua Jeffers
CEO/Founder
J. Jeffers & Co.