

MILWAUKEE, WI

ROUND 1 AWARD: \$2,100,000



Overview: To expand housing supply and lower housing costs, HUD's Office of Community Planning and Development awarded **\$2.1 million to the City of Milwaukee**. This grant funding will be used to identify and remove barriers to affordable housing production and preservation.

More than 95,000 Milwaukee households are housing cost burdened. The City advanced housing supply through strategic planning, zoning reform, financing, and assistance to homebuyers.

PRO Housing funding will enable Milwaukee to update local policies, create affordable homeownership opportunities, and enhance the capacity of local developers and builders.

Racial Homeownership Gap

- 55.2% of white Milwaukee households are owner occupants, compared with 26.8% of Black and 38.9% of Latino households. The biggest barriers to homeownership are inventory and credit.

Land-Use Policies

- 40% of residential parcels restrict development to one unit of housing—preventing the construction of duplexes, fourplexes, and other multiple unit typologies for affordable homeownership.

Aging Housing Stock

- 95% of Milwaukee's single-family homes were built prior to 1968.

LOCAL BARRIERS TO HOUSING IDENTIFIED BY MILWAUKEE

RECENT ACTIONS TO BOOST HOUSING SUPPLY LOCALLY

The City of Milwaukee

- Developed the Collective Affordable Housing Strategic Plan, which will help address the racial homeownership gap and preserve and create units for families of modest means.
- Launched the Growing MKE initiative in early 2024 to reform local regulations and land use policies.
- Adopted the Milwaukee Climate and Equity Plan, which includes transit-oriented development.
- Launched the Homes MKE Program through the American Rescue Plan to boost homeownership.
- Created a Rehabilitation Loan Program to preserve housing, assisting over 650 homeowners.



ANTICIPATED IMPACT OF PRO HOUSING FUNDING

as contemplated in grant application

Further Updates to the Local Land Use Policies Through Growing MKE Phase II

- Building upon the ongoing Growing MKE initiative, which sets a framework for housing growth and choice in Milwaukee, the City intends to use PRO Housing funding to launch Phase II.
- Phase II will include updates to the local code to permit a wider variety of housing styles, increase densities in multifamily zones, lower parking requirements, increase “by-right” permitting, and update design standards.

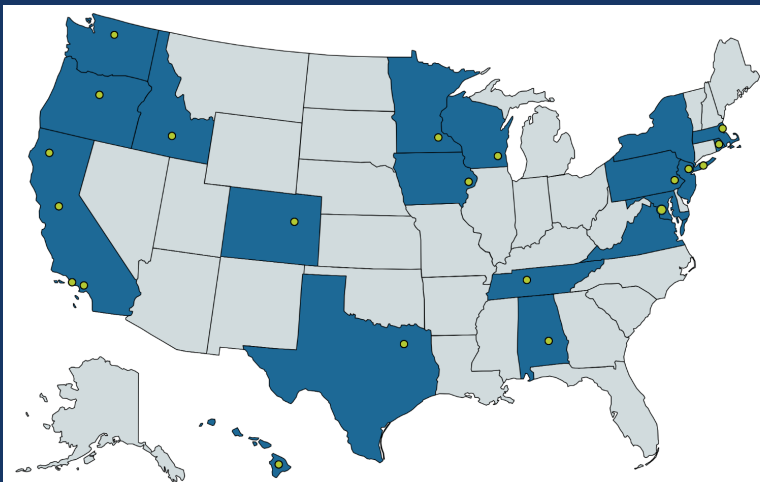
Create Affordable Homeownership Opportunities for Families of Modest Means

- One of Milwaukee’s goals is to expand the local market with housing styles that are affordable, environmentally sustainable, and lower in cost than detached single-family homes.
- The City intends to explore the feasibility of additional styles of housing such as duplexes/triplexes, utilize city owned public lots, and expand developer capacity.

Expand Capacity of Local Developers to Generate Affordable Rental and Homeownership Units

- The City intends to build the capacity of local developers, utilize requests for proposals to build targeted housing typologies, and encourage the participation of emerging developers and developers of color.
- PRO Housing funding will enable the City to provide development subsidies to create units for sale to households with incomes less than 80% of area median income.

HUD AWARDED \$85 MILLION TO 21 APPLICANTS THROUGH ROUND 1 OF THE PRO HOUSING COMPETITION



- PRO Housing provides first-of-its-kind funding to identify and remove barriers to housing production and preservation.
- The competition prioritizes communities that demonstrate an acute need for affordable housing.
- Successful applications demonstrated local actions — such as updates to land use policies, developer incentives, financing, and innovative strategies — to address barriers and boost housing supply.