

DOWNTOWN & GREATER DOWNTOWN UNOFFICIAL POPULATION ESTIMATES – DRAFT AS OF 1/1/2019

DOWNTOWN STUDY AREA POPULATION ESTIMATE

According to the 2010 United States Census, the 13 full and partial Census Tracts that comprise the *Downtown Study Area* (see following maps) contained in the 2016 Downtown Market¹ profile boundary had a population of 25,335 residents. Since 2010, 4,811 new multi-family units have been completed within this boundary. Assuming an average occupancy rate of 93% of all completed units and an average household size of 1.50 residents per unit², it is unofficially estimated that the *Downtown Study Area* will have gained 6,625 new residents since 2010 as the completed developments are stabilized. ***This 26.5% population increase brings downtown's total population to more than 32,000 (32,046).***

In addition, there are currently 1,087 apartment units that are under construction and expected to be completed in 2019 within the *Downtown Study Area* boundary. Using the same occupancy rate (93%) and household size (1.50), an additional 1,516 residents are likely to be added as the units are absorbed – ***growing the Downtown Study Area population to more than 33,500 (33,562).***

GREATER DOWNTOWN AREA POPULATION ESTIMATE

When considering the *Greater Downtown Area*³ that also includes the *Eastside* of Milwaukee (generally bound by Brady Street, the Milwaukee River, North Avenue, and Lake Michigan), the 2010 Census population of this larger area was 32,454. Since 2010, 1,018 new multi-family units have been complete in the *Eastside* subarea. Considering the same occupancy rate and household size, 1,420 new residents have been added to the *Eastside* bringing the current total estimated residential population ***to over 40,500 (40,585), a 25.1% increase, in the Greater Downtown area.***

In addition to the 1,087 units under construction in the *Downtown Study Area*, 259 units are also under construction in the *Eastside* subarea. As these 1,346 new units are absorbed, they are expected to add 1,877 residents and grow the total population of the *Greater Downtown Area* to over ***42,460 residents (42,463).***

GREATER DOWNTOWN AREA POPULATION PROJECTIONS – BASED ON PLANNED & ANNOUNCED RESIDENTIAL PROJECTS

In addition to the 7,175 new units that have been completed since 2010 or are currently under construction in the *Greater Downtown* area, there are dozens of additional projects that are planned to start soon (e.g. Couture) or have been announced (e.g. Portfolio). The projects that are expected to start soon or have been announced contain more than 2,200 (2,206) new units that could be added to the *Greater Downtown Area*. Approximately 87% (86.7%) of the planned new units are concentrated in *Downtown Study Area* boundary with the other 13% in the *Eastside* subarea, (the two areas combine to form the *Greater Downtown Area* as referred in this estimate).

Based on the assumptions of a 93% occupancy rate and household size of 1.50 people per unit, the 2,206 planned and announced units will add over 3,000 (3,077) new residents to the *Greater Downtown Area* in the coming years as projects are developed. These new units are estimated to bring the ***Downtown Study Area population to 36,230 and the Greater Downtown Area's population to 45,540 as the units are absorbed.***⁴

¹ See Maps on Page 3 for geographic boundaries (<https://www.milwaukee downtown.com/do-business/market-data>)

² Average household size derived from occupied unit information provided by Mandel Group, Inc. Stabilized occupancy rate represents the long-term average generally considered by industry professionals and experts to indicate a market in supply/demand equilibrium

³ See Maps on Page 3 for geographic boundaries

⁴ New development along Commerce Street, north side of North Avenue, and slightly west of Census Tract 1864 that are outside of the study area boundaries were taken into consider for these population estimates as those locations are part of the respective submarkets.

DOWNTOWN & GREATER DOWNTOWN UNOFFICIAL POPULATION ESTIMATES – DRAFT AS OF 1/1/2019

New Housing Start Summary since 2010 Census*					
Construction Status & Number of Housing Units					
Location	Complete	Under Construction	Planned	Announced	Total
Downtown Study Area	4,811	1,087	411	1,501	6,309
Greater Downtown Area	1,018	259	210	84	1,487
Total	5,829	1,346	621	1,585	7,796

**Note: Milwaukee Downtown Staff housing development list by “Downtown Study Area” or “Greater Downtown” based on location*

Population Estimates Summary based on New Housing Constructed since 2010*					
Construction Status & Estimated Number of Residents					
Location	Complete	Under Construction	Planned	Announced	Total
Downtown Study Area	6,711	1,516	573	2,094	8,801
Greater Downtown Area	1,420	361	293	117	2,074
Total	8,131	1,877	866	2,211	10,875

**Note: Population Estimates assume 93% occupancy rate of all completed units with an average household size of 1.50 people per unit.*

Formula: # of units x 93% occupancy rate x 1.50 average household size per unit = population estimate

Population Estimates Summary based on New Housing Since 2010*					
Construction Status & Estimated Total Number of Residents					
Location	2010 Census	Complete	Under Construction	Planned	Announced
Downtown Study Area	25,335	32,046	33,563	34,136	36,230
Greater Downtown Area	32,454	40,585	42,463	43,329	45,540

**Note: “Greater Downtown Area” includes the totals from the “Downtown Study Area”.*

Note: Residential Unit Count is taken as of January 1, 2019.

Disclaimer: The estimates should be considered unofficial and treated as such. The intention is to provide an updated unofficial estimate based on the growth in new downtown housing construction.

DOWNTOWN & GREATER DOWNTOWN UNOFFICIAL POPULATION ESTIMATES – DRAFT AS OF 1/1/2019



Census Tract #

“Downtown Study Area” from 2016 Downtown Market Profile

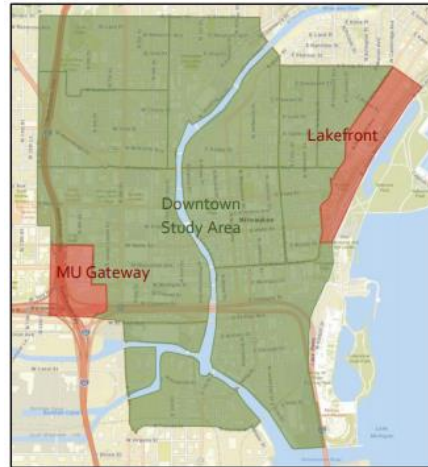
“Eastside”. When combined with the “Downtown Study Area”, they comprise “Greater Downtown”

Current Population Estimates:
 With the 2010 Census as a baseline, then adding in the assumed residents of the multi-family units that have completed constructed since 2010, it is estimated that **32,046** and **40,585** residents live in the **Downtown Study Area** and **Greater Downtown Area** respectively.

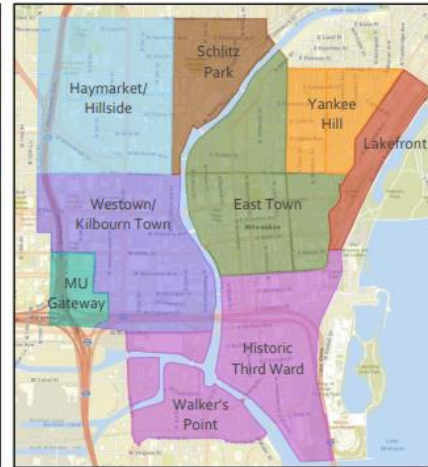
Key:
 “Red” line coincides with 2016 Downtown Market Profile Boundary. Note that tracts 1864, 1869, 1870 are partially in market profile boundary.
 “Blue” line represents the Eastside
 THESE TWO AREAS TAKEN TOGETHER ARE REFERRED TO AS “**Greater Downtown**” in the analysis.

DOWNTOWN & GREATER DOWNTOWN UNOFFICIAL POPULATION ESTIMATES – DRAFT AS OF 1/1/2019

APPENDICES & ADDITIONAL NOTES



Downtown Study Area map



Downtown Neighborhoods map

2016 Downtown Market Profile Boundary. Note that tracts 1864, 1869, 1870 are partially in market profile boundary.
https://www.milwaukeekeedowntown.com/sites/default/files/content_blocks/files/2016_Downtown_Market_Profile_-_Final_for_Web.pdf

Downtown Study Area

	2010 Census Population
Census Tract 110	3,428
Census Tract 111	1,481
Census Tract 113	1,829
Census Tract 114	1,137
Census Tract 141	1,551
Census Tract 143	2,297
Census Tract 144	2,612
Census Tract 1860	1,451
Census Tract 1863	3,268
Partial Census Tract 1864	870
Partial Census Tract 1869 and 1870	3,070
Census Tract 1874	2,341
	25,335