

Mrs. Club Conf. 11-21-63

A handwritten scribble or signature in the bottom right corner of the page.

1. All agree. l.v. higher in center, higher %.
2. ∴, svr itself begins in center & works out.
Esply. if you do not count as l.v. the part contrib. by street improvements.
3. Western Leather Co; near n.e. side
4. Meyerberg (?) shoe, 2d & Brown?
5. Emphasize how RH can keep its 5 acre lots
6. Play up compensation. Center gets higher taxes, but w. unusual turn that the area getting the higher taxes ~~benefits~~ thereupon is encouraged to higher development. And, by neighborhood effect, l.v. rise... overcome present atrophied l.v. effect, revive center.
7. Specn., a fn. the performance of which is what makes itself necessary
 - a. By Ag prices
 - b. By creating the uncertainty it is supposed to resolve ...
w/o it, compact incremental expansion.
8. Bill Crouch cites an indl. value at 91st & Mill higher than shown on our map.
9. Re st. improvements again, as they age, cease to add to value. If remain on frontage assmt. system, approach new payments, depressing value by that amt, so indl. value is all l.v. Makes a 3d factor confirming low l.v. in boondocks — out there is where landowner invests in st. improvements get ahead of deprec.
10. Assembly for rational subdivision is needed in outlands
11. "Boondocks" effect — values decline as move out.
"Linear effect" — streets are identified as units.

2

12. Employment services. Located downtown or in cluster on bus lines — Streets.

13. Advantage of proximity is labor pooling, as well as storage etc. — also advantage to labor, more ready alternatives

14. Unlogist requires 40,000 - 50,000 popn. to support. Find ^{specialists} ~~them~~ in a few shopping centers, besides downtown. N. Hodgson has lots of data on this.

15. R.H. 5-acre zoning is voted on for 10 yr. stretches, probably will be voted out next time. — H. Tokin. He denies they worry about taxes, they are too rich, but when I put it in terms of underzoning: but later brings out fear of admitting school children.

So they are sacrificing resale value to keep down their taxes, ~~on~~ Lakeside, they aren't even keeping down taxes, just preserving neighborhood character.

16. Zoning tax-n. Arden says he "will" raise assmts. on apt. zone before new apts. are built.

17. Assmt. freeze over limited area cd. be quite a precise swap. Calc. value of exempting new bldg. allowed by zoning, & tax on land by that amt.
Or, let l.v. rise, tax adv. — on old bldgs. & site.

18. Assessors fears of leadership belong in that under present assmt. practices. Now, fear of being more than a camera or thermometer leads them to seek out & taxing bldgs. is the out.

Begin w. easiest case - when $\frac{1}{2}$ the land, or more, is at 10/1 FAR, 2/1 is undrained, and all sites valued at 10/1 income.

Other extreme, a few apts come into lo. density area, shd. have no effect - unless is on immed. border of solid apt. area, but there are no such areas.

Problem is in medium-sprinkle area. Solve problem by keeping those assmts. down at first, thus use law to help you, let you, begin at center.

Use a sliding scale like this: If ~~50%~~ For each use, figure prime location. Begin from there, figure how much land is now in that use, & how much land it many compact blocks it wd. need, beginning from center. Go no further than that w. its value, & probly less, bcs old stuff will be standing for a while.

Thus the law lets us distinguish, commands us to distinguish degrees of certitude. That solves problem of how to begin in center - 2 birds, 1 stone.

Assessor goes by demonstration effect of mkt.

19. Assmt. freeze was new to many, & a good entrée.

20. They no-o-o-d at point that higher taxes wd. make center produce & build more. So hit that hand - or curious

resistance to point, our equating of higher taxes w.
depressant effect. Even when they see it in one context, they
miss it in others.

21. Open space - Max wants it.

ULI, Mke Conf.

1. Credits

2. Stages of study.

- a. Conceptual
- b. Factual
- ~~c. Organizational~~ Reconceptual
- d. Organizational & terminal

3. L.v., nature of the beast.

Ring pattern, more than sector

~~#~~ Strips & junctions

Importance of zoning paramount

" " density

Show Goudier in map; Fox Pt. aerial, 9c

Inner frontiers sprawl worse than outer

4. Unevenness of land use intensity.

Aerial 8, Ann. Motors

Aerial 6, A.B. & CBD sprawl.

Real estate values cfd. to land values by area. - Paul

5. Extent of floating value

6. Renewal problem, weak re-use value. Renewal gaps. Bldg. taxes hit the intensive uses that cd. bridge the gap.

Sequence of aeriels

1. Suburban sprawl - s.w.

1a. S. 13th St.

2. " " - n.w. w. apt

3. " " - Teutonia, w. apt

3a. Indl. sprawl - Wannatona. also apt

4. apt. sprawl - Prospect

5. " " - near west

6. CBD sprawl - center

7. Slow renewal - near north

8. Instl. expansion - UWM

9. Suburban problems & types

a. Cudahy - hi density strip, far out

b. Brown Deer - RH force of zoning

c. Fox Pt. " "

d. Glendale

Use of aerials.

1. ~~Suburban sprawl~~ - Franklin; Hales C.? ... show apts & hi density way out, ind, trailer etc.
- T8, R22 2. Large lot zoning - RH vs. Brown Deer
1-2-11-12
- T8, R22 3. Lower density near Lake - Fox Pt.
3-4-9-10
- T7, R22 Importance of zoning.
5-6-7-8
4. Low space requirements of indy - Ann. Motors
- T6, R22, 5-6-7-8 5. Linear or strip commerce -- Muskego
6. Land in cemeteries & indus - Wauwatosa; Wood; Greek Church, etc.
7. Derelict central land: Menom. V.
8. Converging radial & slum - near n. side
9. Apt. sprawl -- near w. side.
10. Impetus of munic. pol. - S. Mee & Oak Ck.
11. Invasion of indl. zones by resid. ... s. 13th St?
12. Hi central densities, w. more inc./acre & higher l.v.
13. T8, R21, Sects. 5-6-7-8
14. T8, R21, 27-28-33-34

Aerial photos

1. R22E, T8N, 5-6-7-8

R 21, T8, 1-2-11-12