

Milwaukee Bus Tour

(Talk to Fred Olson. Lew H., Bill Goodwin)

Bus Tour

1. Shepard House
Kerwood - a Twsp. line rd. Ag. grid pattern dominates urban dev't, 100 yrs later
Value of blocks per acre - lower than w. of campus
% of value that is land? 100% if Univ. decides to buy. Also if apts
Popn. density were allowed.
Income contours
Inc. per acre

2. N. on Lake. White elephant row
Blatz place

3. W. on Edgewood

Price differential due to taxes, schools.

Sharp drop in inc. p.c., rise in density. Probably opposite of ec. ideal.

4. Mke. Danner Campus

5. N. on Prospect (?) to derelict bldg.

6. W. to Md. N. to Shorewood Ave. W. to ~~Cumma~~ ^{Murray}; N. to Capital
Renewal area, apts.

7. Capital M.

Traffic Ct.

Unit Values

Only clear route e-w

Is the axis of a 2d city. Mitosis. Probably unnecessary.

Due to dereliction of central city. It has indy - c.c. has better
sites; retail - c.c. has better; apts - c.c. has better.
Escape congestion? Am. Motors exports to so.

8. N. on Oakland.

String devmt., hi grade

Values. Inc. per cap. & per acre.

Closing Cohen's Notherei

10. ~~9.~~ W. on Hampton (but hit one of WB renewal sites) *through East WB and north on Lake Dr.*

Influence of thru st. on l.v.?

Why little commerce - bridge built after zoning?

Effect of going west. Hi gradient

9. ~~10.~~ R. E. offices ~~are~~ ^{& S.S.} ~~concd. on~~ Oakland; none in Mke.

Hi turnover in Shurd. & WB. Standardized communities, commercial-minded.

~~10~~

9a. Renewal programs, Shurd & WB.

Bes. no room to expand.

Bes. hi turnover - less nostalgic resistance to convert's neighborhoods

Under pressure. No 'surplus' uses to line on.

1) No indy.

2) No new areas (not that they are surplus until compact)

11. ~~Hampton & Sta. M.~~

~~Auto-oriented corner. Public xptn. getting thinner.~~

12. ~~Schroedel Apts.~~

~~Remedy. Cf. Blatz & Uihlein, 2 miles or more nearer in.~~

~~Hi. payoff. Eas. of scale. ... other apts. doing poorer.~~

13. ~~N. to H. Clay; E. to Diversey~~

~~Cf. Grunwald Shell & Mayflower Apts.~~

13. ~~N. to Chateau; E. to Hollywood; N. to H. Clay~~

Preventive notice program

14. W. on H. Clay

Pre-existing nonconforming uses. Like approp. rts. - prescriptive principle.

(In antic. of such, put intensive uses too early, too far out - banks, utilities)

Apt. zoning - worth money, raises from \$1.25/sf to \$2-\$3.

Yet most areas resist it, once other neighborhood character is established.

Easier to convert to highest & best use in areas that didn't fare so well, get so well orgd., the first time around. Underzoning here, overzoning elsewhere. (Even w. underzoning, not all lots brought up to max. allowed.)

In area where privilege is most jeopardized, most likely to be withdrawn, get highest % exploitation of it - even in advance of demand, as here.

On left, non-confg uses, old fm-houses.

15. H. Clay & Diversey

Mayflower Apts, 17 d.u., vs. Grunwald Shell.
More d.u., lower rents.

Svt, same tax.

16. ~~N. on Div. to Lex.~~

Idlewild Subdiv. Density. 40' lots, alleys. Round corners.

17. Lex. to Idlewild, N. on Id. to Mantb.

Fleetwood Pl. House near end of life cycle, not bus. unsound, but land o.c. grew under it. \$26.5 vs. 21 - 24. Local. obsal.

Not regarded as nonconforming in WB program
Under svt, wd. be gone.

18. Mantb. to SS. Abandoned rt. of way, (C.N.W.?) later trolley, now park.
Has already bn. thru 3 cycles of use. Made SS. Note big ph's lots, one mun. c.
3 gas stations, one 3-story office bldg.

Stations pay up to \$7 sf. as input. as well, source of mkt. power.

Sign of auto-oriented shopp's.

Sources of SS. strength. Original sources pass... section line & trolley termind.

\$6-~~sf~~ ... rivals weaker parts of cbd. When this happens, mitoris is ~~occurring~~ threatening. [But cbd is coming back. We will see apt. booms, w. & n.e.]

19. SS to Consaul; N. on Consaul to Lake View.

Turn left on SS, see: contrast of old & new bldgs; park's

Pay 20,000 for $40 \times 125 = 5000$ sf or \$4 sf for park's. To protect frontage, valued at \$6 sf. Adjustment to auto everywhere evident.
(Kline Law?) Lateral expansion needed to keep up w. times. Shd. be

equal values at margin; zoning blocked. Now, proposed cordon sanitaire, an error. apt. better. WB ht. limit.

Again, 'preserv' character of community' an input. animus. Inertia.

Fear of change. Distrust of mkt. mechanism. (Mkt. & zoning compatible -

extend zone until unit values = at margin) Forewent 2 l.v. - &

others in WB forewent tax surplus area.

Bess Town, 5

Also, lacked orgn. very. To supply push, ^{where spillover benefits are large.} Finally evolved it. But too late - Glendale got the jump

Anomaly. Glendale, a primitively orgd. ~~comm~~ muni. Integrated shopping center - analogous to U.F. in Central Am., large priv. enterprise moves into vacuum, innovates. Or KCLC, concept of Desert Land Act.

1st form progress takes -- but also a cycle, as older centers fight back, develop genl. overcapacity.

S.S. lucky - Bayshore so close, 2 are merging, combining their regional drawing power. 141 & major interchange here. [Mayfair & Southgate not so lucky.] S.S. may get by.

Svt_A^{in WB} wd. have forced early expansion of S.S., laterally, probably precluded Bayshore as ~~stand~~ indep. force. Given us better timing - earlier provision of needed expansion, less radical, more divisible, incremental growth.

Role of bank. Only one - of 5 major food stores, several minor. Mupp, be there first. Result - banks take lead in pushing new peripheral centers, where can get charters. Lose money several yrs to get that prescription right.

Role of church. Hi society Ep. ch., hold's out. (Also, Xian So. & Meth. churches)

20. Lake View to S.M. to Lydell

Sta. Mon. school, prime land, ^{best corner.} Another barrier to S.S. Hi proximity of priv. schools to preempt prime commercial land. Expands - athl. field. Public schools are less prone to same. If subsidy is to be granted, shd. not take form of tax-exemption. Biases instr. toward wasteful land use. (Also ponderous bldgs., monumental, ~~and~~ ties land to one use. Mortmain.) Not noted for hi pay. Better to give them rent of that land to raise salaries in poorer location. Or exempt teachers from inc. tax. Offset bias toward bricks & mortar that is a problem anyway.

21. N. on Lydell to ^{Monrovia} Montclair
 Bayshore S.C., backside. Strictly oriented to arterials. Surplus phy. area
 Cemetery narrows Lydell. One thing more sacred than autos, & education.
22. E. on ^{Monrovia} Montclair to ~~Bay~~ N. on Bay to school SM
~~Non-conforming use~~ Gets wealthier, not bus. going N., but nearer Lake.
 Sector thesis holds here.
~~Kushner house, 6104 N. Bay.~~
23. School to ~~Lake S.M.~~ SM to ~~City Day~~ City Day
 City Day school. Prodigal of land. Probably more than UUM
 Like Kamehameha School in Hi. Tendency of school & church to dev. vested int. in system &
 CNW. Outer belt. More than hi ways have done. } concept of land waste.
 Switching zone. Flat change.
 Little used rt. of way. Taxed on highest v.c., wd. go to Xway, save
 cost of assembling new one.
 Major barrier. Only 9 roads breach it, here to Wauke. City. Due to light traffic
24. Fox Pt. Lower standard of munic. service. Lower density. Hi p.c. inc., low
25. Card. Stritch College. } per acre inc.
 View & comments
 Land waste.
 When we speak of inadequate support for edn., we speak selectively. Land input
 is subsidized, handlance.
26. W. on Green Tree Rd.
 Glendale, corridor.
 Low taxes, low services, hi ind. base, sprawl, overbuilding.
 New fire plugs. E. densit. in process, primitive stage.
27. 141. 10 min. to cbd. Built outer part first, fostered Bayshore; when complete,
28. R.H. on right (~~Glendale on left~~) } why stop at Bayshore? Xway boosts
 Planned sprawl. } see only net gain, both ways; but much
 is reditr. of fixed demand.
 At 5 acres per family, $1\frac{1}{4}$ per cap, popn. of 180 m. wd. require 225 m.a.,
 or $2\frac{1}{4} \times$ Calif. We cd. do it, but not likely. $\frac{225 \text{ m.a.}}{3 \text{ m. mi}^2} = \frac{225 \text{ m.a.}}{1,920 \text{ m.a.}} = 12\%$ U.S.
 And R.H. is really much less dense than that, bus. unbuilt.

29. Mke R.

Pollution from indiv. septic tanks, scattered. Or small munic. systems.
Metrop. Sewage Comm. covers area, but can't afford to sewer sprawl areas.
Flood control. Large areas must be protected, long reaches of the R.,
bes. of sprawl.
Barrier to traffic. Out here, bridges scarce, tho bridging cheaper

30. Glendale again on rt.; Kletzsch Pk. on left
New plugs. Incorp. only recently, rest of city got tired of carry'g on their backs.
Name like S. Calif. appropriate, is L.A. of Mke. Not all bad. Lack of zoning gives
a certain charm, quaintness, individuality. But lack of nets & taxes means slow dev't.
31. S. on Green Bay, Main St. of Glendale, ^{Wichlain, master specs, involved again. To protect}
paid for by State, like everything worthwhile got here. ^{Ability Terminal}
Heavy traffic. Major feeder for 3rd St., old 100' to town
Appears undevel. here, but popn. sprawls n-wd, as in Brown Rec. Glendale w. low taxes is
leapfrogged over, duplicated to low taxes - here is the result.
A radial, not part of rect. system. An old interurban hiway, as
name indicates
Kletzsch Pk. City Pks., solves problem of share's benefits, plenty of parks. [Maybe too
many.]

32. W. on Brentwood or Mill to 22d; W on Mill to Teutonia
Truck garden. Useful for inc. tax. On left looms barrier of C.W. Here, is nothing on other side,
Enter city at Mke tracks. ^{either.}
Indy. on city side. Why? Glendale has tax base not enough, probly. indy
needs city services?
Housing also on city side, but tax area.

33. S. on Teutonia to Hampton & 27th
T-ia a later radial, a city street (?), shows signs of cutting thru built areas.
Decentralized indy. Sprawl. But along v.r. tracks, even if trucks oriented.
Anomaly of apts. on cheap land.

Deficit area for city & utilities. Hopeful future surplus. Mke. aggressive
econ. policy, Munic. mercantilism. Overdone?

34. T-ia & S.S.

Tews cement. Near areas of new bldg. Busy.
Paving pt. delivery system from this center. Sector of fast growth tends to snowball,
then.

Bess Tam, 8

Towns, use of highways to conduct one of their ops, edge on pot. space.

34. Underpass at S.S.

Thus heavy traffic justifies grade separation, expedites traffic.

Intermed. traffic is cause of jams. (Light traffic doesn't pay for road)

S.S. is edge of compact settlement. Outer belt line.

2d to Cap. in traffic. Tends toward extremely auto-oriented uses, huge
aprons of empty land. \$ — per s.f. ~~Glendale, Sta. Mon.~~

35. T-ia to Hampton

Indy. ff. Mke r.r.

Villard. Thriving minor retail st., diversified customers. Apts, pub. hqs, indy.

Lincoln Cke. Flood control? Pollen?

Hampton, 27th, T-ia, & Mke RR.

Important rail node to W.

Indy. ~~Eng.~~ Note resid. invasion of indl zone. Indy. cannot compete

Sur wd. let indy. expand.

Hampton was the twsp. line where they corrected for curv. of earth, all sts. hook
a little there.

36. S. on 27th to Cap.

Back on grid system. A Range Line Rd.

37. W. on Cap. to 35th

Large indl. tracts, never subdivided. Size of parcel becomes of value in
itself. Plottage. Opposite from RH. Shd. we tax it more bcs is undivided?
Wd. then penalize opt. siting

Bcs. our land system makes assembly very hard, puts premium on avoid'g
subdiv.

38. A.O. Smith. Multi-story. Immense payroll. Offices at plant.

39. S. on 35th to Burl. & Fond du L.

FdL like 4th. Bay, an interurban old rt. of way antedating ~~city~~ urban bldg.
[Thus we have radials but no belts.]

Has bn. widened. Further widened in impact by pvt. expansion, most active demolition. Values. . . .

Cuts all section line corners & ~~inter~~ centers, makes series of 3-way nodes.

40. Optimal loop: Burl. to Sherman, Shum to North, North to Xway, Xway to Wis., Wis. to 35th, ~~35th to State, St. to 27th, 27th to~~
S. on 35th to Clybourn, E. on Clyb. to ca. 20th (Buckel bldg.),
N. to Wis., E to 12th, N. to Walnut & 12th.

41. Fond. to Walnut.

Traverse several 3-way nodes: Center & 27th; North & 20th; Walnut & 12th. Early precursors of Sh. Centers, now decay's fast.
at 20th, enter Inner Core, Casbah. Rents, values, trends.

✓
42. E. on Walnut to Commerce
H & L - 12th, path of Xway.
Plymouth Hill project.

Worst part of Core. Hi Trng. Hi L.v. - comm. & ind. alterns.

View left on 7th - pub. hsg. (?), Lapham Pk.

View rt. across Cherry, Hillside Pub. Hsg.

3d St.

Palmer - only cheap land found.

43. N.E. on Commerce to Halton Bridge

Beer Line Rr.

Vast Schlitz plant. Own wells.

44. ~~Frequent bridges~~ Halton Bridge

Freq. bridges here. N. of North Ave., only one for 3 mi. Keeps E. side a separate sector.

45. E. on Brady to Prospect.

Stable 7+ neighborhood.

Glorious - power of one new place. Draws from far away. So when man improves, don't raise his taxes but his neighbors.

46. Prospect to 6 Points

Hi AP. values. "Prospect" boom is on Farnell & inner. Best land derelict, until overcapacity created elsewhere. Apt. sprawl. Float's value. Highest density in city. But few sites really dead.

2 apts. across from JCC, contract, imptno. of assembly

Shrewsbury reddev. plan

a. solves problem of apt. sprawl deteriorating old mansion by limiting apt. to very small area. 2 blocks

b. Won't work. Lacks either em. domain, any assembly features, or mandatory feature

Shrewsbury had excess school capac. for a while, bcs. aging popn. Took tuition pupils. Good civic invest. — they wd. be the best.

Shrewsbury erred in ~~put~~ locating 3 schools on or near prime commercial corner, killing it.

Hampton widened, eliminating some setbacks. Contrast Lake & H. Clay. Also note how that helps Pandit's.

3d & Walnut — brothel

40 acres & a mile; or 167 girls.

WB. good pub. xpt. from our early days, helps explain early devmt. But was effect as well as cause.

In WB & Shrewsbury, note freq. fireplugs, lampposts. Fine pub. lib., firehouse, etc.

Bayshore Center turns back on WB, but more cars in back than front. Eventually all there, as Xway finished

New sewer required by Court Hill project for aged.

Core values fell badly after '51-58 recession, Beacon Free Co. failed, credit was withdrawn.

Midwestern Apt. rents lower than either coast; suburbs lower than cities. So apt. you see here are among best buys in U.S.

Bus tour

Glendale, big support from shared corp.-inc. tax.

Some areas may be blighted but long since designated as renewal areas.

The more munis. services, the smaller the opt. lot, (until you reach apt., instr. & factory status, & opt. rises.)

Residences lead urban expansion, comm. & indy. follow. Shows impetus of labor supply. Esply. the type of labor who flees unions?

A large part of the Ad cost per lot, '46-63, lies in munis. requirets. (& maybe cons. demand) for larger lots. [Plus higher munis. requirements for what developer must contribute in prior improvements.]

A curious anomaly, when on E. side, message is clear, there is a surplus of larger lots. But that may simply be result of some bias, hanging over from older pd. Probly always has bn. tiny btwn. munis. seek's larger lots, indls. seek's smallest possible. Probly often one must go far out just in order to be allowed to sell small lots — hence anomaly of finding small lots far out; & apts.

Widening N. 6th St. 5 blocks, Walnut - Juniper, city spent \$232,000. (pub. 6-24-63)

Or \$46,400 per block. Assume ~~450'~~ 450' blocks, 50' lots, that is 9 lots, & \$5,000 per lot — quite a bit. Or \$100 a ft.

Inadequate indl. sites not due to premature subdiv. so much as bldg. tax. that hits indy.

K line law, a form of special assent. based on ec. linkages rather than geometric tangency. Opposed by underdervd. outlying areas who want to tap center.

Bus Tour

Shorewood renewal area.

This is the kind of bldg. it pays to demolish for apt. where zoning permits

WB - find a remaining conforming use; cf. new bldg. on Hollywood, etc.

WB survives w/o indy. bus. highly efficient, so s.o.c. per cap., compact.

101 E. Fleetwood. ... 3 lots, land underused. WB, apt. ht. limit.

Sh. & WB renew bus. they cannot expand.

Maps - get enough for all, in color.

Lin. Bay Rd. boundary of Br. Deer & R.H. contrast, shows effect of intus.

block's optimal adjustment of land uses to xpt. costs, etc.

R.H. zone keeps values low. lowers share of city. taxes from area, and school taxes
on union hi school.

Peripheral load center of some kind; police or fire station.

Fire costs per cap - higher in R.H. than inner core?

Loant Bridge - hi cost of bridg'g R. in this reach make it a barrier.

But Loc. Br. not exploited bcs. of rest of street.

Vacant land in Mbe. zoned indl. - cf. land bank proposed.

Periph. area. All s.o.c., ~~too~~ public & priv., built sized for future growth.

& Lose money in first yrs - b. if growth stops in all yrs.

Bus line limits. Lose money below - density.

Flood control works. Must protect much wider area than
w. compact settlement.

17. Peripheral vacant lots

Sales slow, prices softening. Best holdout prices remain above mass demand.

18. Vacant land w. much visible social overhead

Hirschman thesis - unbalanced dev't.

Galbraith .. - public ahead of priv.

19. Peripheral fire or police station

Social overhead must be duplicated, excess capac. & below scale.

20. Street ripped up - Oakland?

Unpredictable suburban sprawl, in cost of enlarging
trunks.

21. Marine Plaza

Will go on rolls at \$___m, .7% city tax base.
1 yr. tax freeze. Cf. vs. ^{Calc. how much that is worth, the freeze.} 2 other ways of bridging
renewal gap: Fed. subsid. & write-down, East Side A, Lwr 3d
Ward, Plymouth Hill;
Local subsid, Wh. Bay, & selective renewal.

~~He~~ did not create this kind of strip, but has obsoleted it.

Auto creates strips where are no 2-D roads. (also where major fr. of road is thru auto traffic, as Fond du Lac)
And where road is built for major auto traffic, unlike 3d St.

Elsewhere, auto encourages 2-D dev't., easier to spread out.

13. Auto has 4d relative space reqmts of comm. & indy., probly, cfd. to resid.

14. Peripheral transition area (cf. to nearer-in ones).

Hi-density apt. on cheap land.

a) Land overpriced. If all vacant land dev'd. at this density, no mkt.

b) Even on cheap land, resid. space is a luxury good, inc. - elast. of demand > 1

15. Bank office in mgtl. area

Loss money to nail down charter, cert. of public convenience & necessity.

'Prescriptive right' effect. Also on apt. - each requires coopn. of alderman, & he will declare mkt. saturated after a while. Likewise

16. Bender Rd. apt. } lenders w. shopping centers. ~~the~~ X-way Commish
will hold back, later. Catalogue advantages of getting a jump.
Bankruptcies, repossession

6 (cont.)

7 floating value in wide ~~us~~ chd penumbra

7. Slums w/o float's value. Poor on poorer land than rich?

6th & Wright. No rkt. for vacant.
on Palm & ~~Galena~~ Walnut

8. Indl. expansion, premium prices

Here, indy. not only competes for bare land, but houses too.
Mgmt. value > ave.
Slums, to a pt. are useful to release land.

9. Garages on 2d story

10. Multi story part's structure. of bare land.

11. 3d & W's.

Low devmt. around 100% locn.

12. Old strip devmt

3d St. was major collector for 3 or 4 Triks., but
tired of bearing tributaries, waylaid them. Also choked
thru traffic. Contributed to decline of 3d & W's. Now
declining itself.

Decline preceded negroes? Not auto-oriented, but surface
trolley & bus oriented (linear routes, frequent stops.) Auto

Mke. Bus Tour

1. Area of integration & rapid growth

Shows age, not race, is what inhibits growth.

2. Large lots

Low H^2 values. Rich line on cheaper land than poor?

3. Mke. R.

Pollution at Sth. Sp. crossing. Cd. be clear above that pt. if nearer-in land all used.

4. Wh. Bay

Pop. density

Lot values: ~~renovated~~ non-conforming use program

Local color from Herzog

5. Farnell, Prospect

Values

apt. scatter, floating values

Underdevmt. of Prospect

6. CBD penumbra

Floating cbd values & uses

Tie to strip devmt. Commerce requires access to traffic.

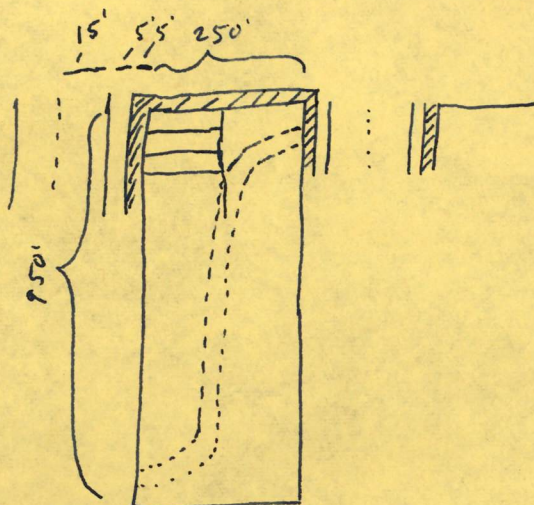
Strip devmt. values, \$ /ft.² \$6-7. on Si. 5. (& probly more on corner of Lake, where gas stations are)

Toward center, radials converge, mass-arterial land becomes rarer, finally all is commerce.

How many acres in a typical Mke. block?

$$250' \times 950', \text{ inside sidewalks.} = 237,500 \text{ ft}^2 = 5\frac{1}{2} \text{ acres}$$

$$300' \times 1000', \text{ mid-street to midstreet} = 300,000 \text{ ft}^2 = 6.9 \text{ acres.}$$



$$\frac{300,000}{237,500} = 1.26$$

Thus streets incl. walks & parkways add 26% to land use of prt. portions -- counting alley as prt.

Remember 1 unad. unusual block.

$$\text{How many } 50' \text{ lots? } \frac{950}{50} = 19; 19 \times 2 = 38$$

$$38 \text{ lots on } 6.9 \text{ acres (incl. streets & alley)} \text{ gives } \frac{38}{6.9} = 5.5 \text{ lots per acre.}$$

$$\text{Fam. of 4 on ea. lot gives } 22 \text{ persons/acre.} = 14,080 \text{ persons per mi}^2$$

$$= 1,408,000 \text{ pop. per } 100 \text{ mi}^2 \text{ or } \frac{14,080}{2} \text{ per } 200 \text{ mi}^2, \text{ or ca.}$$

3 x present pop. of Mke. Cty., all in single family detached resids.

Areas.

$$\text{Basement room, } 28' \times 13' = 364 \text{ ft}^2$$

$$\text{Plymouth } 7' \times 17' = 119 \text{ ft}^2$$

$$\text{Lvg. room, Wilson Ave., } 19' \times 12' = 224 \text{ ft}^2$$

$$\text{Lvg. rm., F/twd. Pl., } 30 \times 15 = 450 \text{ ft}^2$$

$$\text{acilan rug } 15 \times 10 = 150 \text{ ft}^2$$

Re Mke., consider further that much of Mke. popn. lives in duplexes on 25' lots, w. backyard d.u.s. also. Say 100 structures ~~per~~ & 160 d.u.s. per block.

$$\frac{160}{7a.} = 23 \text{ d.u./a} @ 4 \text{ pop./d.u.} = 92 \text{ pop/a}; @ 640 \text{ a/mi}^2 = 60,000 \text{ pop./mi}^2$$

ergo, much of land must be used much lighter.

Cf. River Hills vs. W. Allis or S. Mke. as to munic. expend. per d.u.

Probbly 4-5 times higher, due to longer lots. also get exps. per acre -

they may be pretty close. Drammatizing cost as fn. of area, not people.

Re dists., in skrms, family owns very little very cheap land; or rents.
40% own no land at all. So how can anyone say land tax hits poorest?

Bus Tour

1. E. on Hartford to Lake.

UWM planning to expand.

Push area east as cheap as any, & cheaper. Lower density. Bare land wd. cost more, but fewer houses.

Cost per $\frac{1}{2}$ block declines toward lake, ~~also~~ 180,000/a on Downer; 100,000 on Lake, w. side; much lower on e. side.

Inc. per cap. rising fast to e.; inc. per acre falling.

Surplus area to city, - hence losing people.

2. N. on Lake. White elephant row. Bowling alley lots, bus. zoning.

Uiklein

Blatz. Notice finely manicured lawn. . .

1 acre, \$130,000, 654 sf.

3432 N. Lake ave.	25,000 @ for 2 100' lots, & 80,000 for house & 150' lot.
3233 N. Lake ave.	\$43,500
3223 " "	49,000
3405 " "	65,000
3400	
3465 " sold	45,000

3. W. on Edgewood

\$147,000/a on Lake, to 208,000 on Downer. ~~On~~ On Mke. side. Should. higher.

Premium on Shoreland. Lower taxes, but spends 50% more per pupil in schools. No indy., but not exploited by slums. Spacious liv'g? Nat to Shwd., 10,000/mi², highest. Duplexes.

Excess school capex., rented out space. Heller.

Unusual use of city, so inter-munic. diff. of tax base much less than in other areas. $\frac{1}{3}$ Tax in city.

4. Mke. Summer

40 a. & 160 young females.

Tax exempt. O.c. = 30,000/a. Asking 10 times that, so UWM & Col. hosp. have to go out & tear down houses. Or pay 2.3m for MHS, 6 1/2 acres.

In city, 7 1/2 % area in 'pub. & semi-pub.' use.

cf. 10% " " resid., 9 fam./a & down.

6.4% " " " parks.

5.2% " " " indy.

Subsidy per tax exemption biased toward one input. Tchrs. incomes taxed.

5. N. on Md. to Shorewd.

Derelict house on corner, candidate for 'improvement' program.

6. An offic. comm. All services, etc.

No vacant land. Only Sh. & WB. Home renewal programs.

7. To Munnay.

Hi rise plan. Solves problem of apt. sprawl by limiting to one area. Keeps out children - lo-rise apts. are breeding pens.

Miss'g links. No mandatory element.

Holdup prices. \$25,000/lot, or \$5/sf. Pay premium here b/c. lower tax rate than Mke. Constr. costs 18-20,000/unit. Detached wd. be cheaper. Saving is on land. Here,

8. Capl. Br. aren't really using prime sites - scarcity is artificial.

Section line rd. Dominance of rural pattern.

A 2d city. Only due to dereliction of center.

No escape cong. Am. Motors exports to so. from 5 strong plants.

Dead corner, highest potential.

Landowners in face of a sure thing.

Taxes \$500/yr. on ea. unit, ca. 20% of gross rents at full occupancy (25% to Mke.)

Probbly H.S. hinders; also, lethargy of

9. N. on Oakland

Prime stuff. \$3-3.50/sf. (?)

Note hi % in parking lots. Not hard to find base land values there deep.

" " " " " " Lateral expn. better.

" " " " " apt. also break up mercantile. Apt. not here bcs cliff dwellers enjoy noise more than others, but zoning won't allow them elsewhere.

Many r.e. offices. Hi turnover.

Hi % shrd. tax base is mercantile - 21%, cf. 7% in WB [41% Mkt.]

abrupt end of strip - WB zoning. Even see jog in line.

10. W. on Cumberland

Parkway premium. Cumb. is about as far out as you can get much premium for phyng. lots, gr. if it warrants extra space. Cite Lexington.

\$10,000 lots, 20-30,000 houses. Lots more uniform. Downing's Lane

11. W. on Hampton

Falling inc./cap., risg/a. Risg ratio bldg. l.v. ... apt. at end.

Street widened, reduced setbacks. Can't do on Lake Dr.

Hi density - 9,000/acre. Effic. \$100/cap. for hi level services.

Schools - 7% of religious

Selective renewal program.

12. N. on Hollywood

1. $25/st = 6,000 +$ for 40' lot \$7500 for 50'.

Abandon seal bid method.

Standards of non conformity.

13. W. on H. Clay

Non-com. use

Preexisting nonconf. use

Value of apt. zone - double l.v.

cf. gas sta. & apt. Taxes add ~~are~~ are 25% gross rents full occ.
Gas sta. competes for land even here. Also at \$6 st corners.

14. N. to Lex., E. to Idlewild

Idlewild density, popn. of city wd. take $\frac{1}{3} - \frac{1}{2}$ the land. Popn. of U.S. wd. take $\frac{2}{3}$ of Indiana.

Older houses on e.

Locat. obs. - 707 E. Flatwd. Near end of life cycle.
 $125 \times 150 = 19,000 ft^2 @ \$1.25 = \$24,000$ or so.

Lib. - hi standard

old rt. of way - Running Line. One of few munic. pks in city.

15. S.S.

Is where it is for obs. reason. Section line rd. bridge, terminal.
Now interchange, zig, munic. pkg.

Pkg. good, expands laterally

City pays \$3-4 st. Assesses merchants - Kline Lane

Zig expanded too slowly - Bayshore filled unmet demand.

16. Consaul, Lake View, Lydell

Tax-exempt school.

Bayshore - backside to WB. Now has to reverse. Area on other side a howling wilderness. Glendale, highest p.c. tax base, but very low inc./a. WB, highest ... units of hi density & hi inc.

Sh. C. ofd. to U.F.

Svt in WB wd. have forced earlier expansion of S.S., avoided cycle of over expansion.

Cemetery more sacred than cities & edn.

17. N. on Sta. Monica. \$1.20 sf for land.

Gets wealthier not bus. going N., but nearer Lake. Nexta there.

City Day. Cf. Kamohameha

18. Fox Pt.

Lower services, cost \$135/cap., bus. lower density.

L.v. - higher/lot, lower/sf ... 40¢ at Gates & Green Tree.

Lower than shams.

Card. Stritch. Over 100 acres, tax free.

^{Union} ~~St.~~ school dists., - city. hd. tries to equalize tax bases. Fox Pt.

~~St.~~ highest perpupil budget, only 7th in perpupil tax base.

19. Glendale. 1735 per mi. ~

Double-crossed me on road.

Highest p.c. base, lowest prop. to use it. Dedicated to anarchy.

Wells, septic tanks, etc.

20. I-141

10 min. to cbd, ultly., bypass Bayside

Heavy traffic - large pop. n. of here.

Anomaly of X-way claims - higher l.v. at both ends. Cf. Haig thesis. Much in redistn. Boom will burst. Indeed, already is, l.v. sagging, seriously.

21. R.H. 210 per mi.²

Planned sprawl. .35¢/sq ft & below.

5 acres. Popn. of U.S. wd. require 225 m.a., $2\frac{1}{4} \times$ Calif., 12% U.S. And R.H. below that, mostly unbuilt.

Low unit values. Helps duck out on city & union school burden.

22. Mke. R. &

Pollution. MSC builds trunks, but here no networks. ~~By~~

Sprawl worsens polln. by making control prohibitive

Flood control. Must provide over 2-3 times the veg. area.

R. as barrier. Out here, bridging cheap, but bridges rare b.c. sparse pop.

Kletsch Pk - Mke Pk. system.

23. Green Bay

Heavy traffic. Glendale leapfrogged. Lowest taxes. Low taxes do not promote ex. devmt. Depends on how levied.

Retail - only one for 2 miles.

24.

25. Tia.

Am. Can Co. On beer line to Schlitz

Indl. zoning & rails - inertia of past.

Indy. gov't. competes weakly for land b.c. of taxes

Anomaly of apts. on peripheral land.

Deficit area, hopeful future surplus.

26.

27. Hopkins.

Mixed use. Downing's lawn.

28. Burlington.

Cemetery

6-story plant

29. Enter Core.

Dynamic ghetto. Anything but contained. Area of most rapid growth, N.W. of us, is intd.

Rents, once paid more for same, now perhaps less. Big drop. Ghetto burst its bounds.

Prices, too. 8, - \$12,000. This affects farther out, pressure to expand relieved.

L.V. 504 sf, but highly sale. As approach center, radials converge, 70 of indl., mercantile & apt. use as, floating value.

30. S. end of ghetto - little bit older,
... .. worse.

31. Inprint. Assocn. - 80% +ncy. Path of Xway.

32. Hillside, ~~on Phym. H.~~ URA

576 sf. Probly big write-down. Indl. plants all around want land to expand. \$5/sf.

Phym. H. Clusters, condom., 1,000 sf @ \$13,000 - 14,000.

For Bus tour

Per cap. r.e.

Groves & Riv, p. 47.

1960

	Manuf.	Man. & Merc.	Total	% man.	% merc.	Muni. tax rate %	Muni. tax Expt.	Pop.	Exps. per per cap.
Mke City	\$846	1807	4378	19	41				
Glendale	3868	5301	11,169	35	47				
Fox Pt.	186	355	10,058	2	4				
Shorewd	169	1207	5893	3	21				
WB	103	509	6844	2	7				
River H. Vls	318	1058	15,211	2	7	2.4			

Town of Glendale became city of Glendale & Village of Bayside.

Shared inc. tax from prop. returns to site of prop., so RH etc. lose out.

Equalized value tax rates. (Greenfield tops, 3.0%)

Per capita tax bases.

Metrop. Sewage Comm. now includes all city. except. So. Mke.

Wh. Bay very efficient. Services in which it excels Glendale. Sidewalks, better streets, street lights, snow removal, storm & sanitary sewers (MSC & pressure only supplier trunks), library, pub. parking, comm. improvement, forestry, fire, police.

Children walk to school.

Everything accessible.

Bus Tour

CGRB, various



(1961)

(1963)

Area	Pop.	Density	Taxable Re.			Effective prop. tax rate	(1963)					
			Σ	Per mi. ²	Per mi.		Σ	Per Cap.				
Mi. ²	000	Pop. / Mi. ²	\$ 000,000	\$ m	\$ 000	%						
Mke	91.1	741	8135	3,086.	34	4.2	3.1		120			
Shorewood	1.6	16.0	9995	91.4	57	5.7	2.7		100			
WB	2.2	18.4	8360	126.0	57	6.9	2.5		99			
Fox Pt.	2.8	7.3	2610	73.	26	9.9	2.8		135			
Glendale	5.5	9.5	1735	106	19.2	11.1	2.2		111			
R.H.	5.4	1.2	210	19.	19.2 3.2	15.2	2.5		297			

* Excludes schools, water utilities, special assets, bond issues, loans, meter, sewage charges.

LAND VALUES FOR TOUR

- ① Lake Dr. + Hampshire \$0.65 / ft²
- ② 4838 Newhall \$1.42 / ft²
- ③ 1565 E. Fairmount (South side of street) \$1.06 / ft²
- ④ 5022 + 54 N. Woodburn ^{\$1.39 +} \$1.30 / ft² respectively
- ⑤ 713 E. Glen \$1.12 / ft²
- ⑥ 400 Block (South Side) for parking \$2.50 to \$3.80 / ft²
- ⑦ 6160 N. Santa Monica \$1.27 / ft²
- ⑧ Green Tree + Yates Rd \$0.40 / ft²
- ⑨ Green Tree west of X-Way (Ironwood La.) \$0.35 - 0.40 / ft²
- ⑩ 35th + Florist \$0.46 / ft²
- ⑪ 38th + 39th + Florist \$1.10 / ft²
- ⑫ Silver Spring + Hopkins \$2.00 - 3.00 / ft² (East - ^{1 block} 0.90 / ft²)
- ⑬ South on Hopkins between Villard and Hampton (\$0.76 x 3.00 / ft²)
- ✓ ⑭ 30th + Capitol (1.51 - 3.00 / ft²)
- ⑮ 24th + Hopkins (1.01 - 1.50 / ft²)
- ✓ ⑯ Teutonia south of Center (1.50 - 3.00 / ft²)
- ⑰ 8th + 9th + Walnut (renewal) \$0.52 1/2 / ft²
- ⑱ Brady + Astor (\$1.01 - 1.50 / ft²)
- ⑲ Prospect area (2.01 - 5.00) with some higher (up to \$10.00)

By Indg, e.g. Q.O. Smith, point out hi ratio bldgs - l.v. Svt wd. encourage expansion; allow crackdown on nuisance effects we now tolerate.

Selection renewal, WB. Bulldozer approach, E. Side A.

Plottage has bn. disapp'tg - Plym. Hill, Lwr 3d.

3d St. decline - hi rate of turn among merchants as well as residents. Fragmented landlords

Cor. Hill - beautiful, but heavily subsidized - i.e. beauty purchased at expense of the squalor we have seen elsewhere. ^{from} a Rents div't even comes int.

Density & shums. Green Bay Ave. Glendale, vs. Prospect, or Shud. Ranch Shums.

~~At~~ Green Tree Rd. no bus, no lites, no hydrants, no wtr, no sewer, no walks. Utilities they do get are subsidized.

Falling lot prices.

NE Kenwood - Downer, \$300,000 for 17 d.u.s = \$17,000 @. (Including site.)

Bldg. cost seems higher than comparable detached d.u., ca. \$14,000. Saving is in land

E. Side 'A'. 64 acres. Plan for \$36m. invt. to rebuild. Apt. planned betw. Jackson & Van Buren near Ogden.

Shud. contributes permission to a center mall. ^{By clos'g Cramer & 1 premium acquiring the lots.} 11 bldgs, central area, & hi rise, supposedly unique. ² ~~One~~ developer has enough options to proceed - 7, on N. Murray. 280 ft. Plans 11-story, 96 unit bldg. $\frac{96}{7} = 14$, ... 14 ~~\$~~ new d.u. for each old. Constr. cost \$1.7m, or \$18,000 @. [Again, saving is in the land]

Rent proposed, c. \$200 for 2 bdrm d.u. of c. 1100 ft.² $\frac{\$200}{1100 \text{ sf}} \approx 18¢/\text{sf}$

Underground pkg.

2d devr. has 5 lots, for 8 story, 48 u. bldg., \$1m.

Luxury apt. wd. cater to higher inc. resids. than now occupy old houses, & more of them, & fewer children.

Costs thrown on developers - they must buy share of mall.

Assemblers paid 10-20% above mkt. (They were lucky - wait until they try to crack the other!) Paid \$150,000 for 7 lots, 3901 - 3927 N. Murray, = \$21,000 @! and 125,000 for 5 lots, or \$25,000 @!

$$\frac{\$25,000}{40 \times 120} = \frac{25,000}{4800 \text{ sf}} \approx \$5/\text{sf}. \text{ And on top of that they must}$$

pay for share of mall - probably \$7/sf!

So hi-rise uses $\frac{1}{8}$ the land, but pays 5 times as much for it!

Then under svr wd. not destroy tax base completely.

But this is premium, based on artif. shortage of hi-rise in area.

$$\text{Hillside. } \frac{\$312,000}{12.5 \text{ acres}} = 25,000/\text{acre} = 57¢/\text{sf}$$

Cluster of 40 units fair inner courtyard. \$13,000 - 14,000 @, 1,000 sf.

In U.S. as a whole, cities keep falling further behind selling such cleared land.

Big buildup.

Mke. Downer has 1 advantage of not being subdivided.

$$\text{Blatz. } \frac{\$130,000}{72} = \$18,570 \text{ per a.} = < 50¢ \text{ per acre.}$$

10th - 11th on Walnut, bldgs decay but Xway coming.

11th, N. from Walnut, 1700 - 1800 - 1900 N. 11th Improvement Club.

Uphill fight, vs. 80% tng.

Curtin villa, 2220 N. Terrace, offered to City ^{as a museum.} refused bcs. hi upkeep, est. \$20,000/yr.

Donner Campus @ 25,000/a, \$1m gets you 40 a. But we paid \$2.3m for 6 1/2 a!

923 N. Mt. St., rent \$17,000/yr. + mntce.

Core, rents have crashed since '55 peak. \$50 ind. for detached resid.

tell for \$8 - 12,000. Bare land, 50 ft sf, resid.

Lo-rise apt., near w. side, can pay \$3 sf

Shawrd. hi-rise may cost more than WB lo-rise, but attracts no children.

Oakland, much is parking. SS better, expands laterally for pkg.

Lake shore zoning stops subdiv. except longitudinally, tend to bowling alley lots.

Parks.	9800 acres in Mke. City.	=	6.4%	City	So parks & 'public' have more than all the congested residents!
Indy	7900	=	5.2%	..	
"Public" } 11,500		=	7.5%	..	
semi-pub. }		=	9.9%	..	
Resid. w. } 15,500					
9 fam./a & more }					

Core areas. Deficit. Hi costs, low taxes.

W. UWM & Col. Hosp. casing area for demolition areas, most is l.v. But
assessor has land ca. 25%. Studies that accept ass. values (Gruner,
Dayton) are far from mark.

Some sales we will see.

3465	N. Lake,	'60,	\$45,000	
3067	" ..	'60,	32,000	
2701	" ..	'61,	33,000	(near Parks)
2691	" ..	'60	25,000	
2690	" ..	'62	40,000	

Some asking prices:

3233	N. Lake,	\$43,500	
3223	" ..	49,000	
3405	" ..	65,000	
3432	" ..	80,000	lot & house, 150x300 2 vacant lots, @ \$25,000. 100x300 @

2600 E. Kenwood, asking \$300,000. Or \$31/sf

80 x 120, or 2 40' lots. (Same as one gas sta.)

16 apts, or 8 per lot.

Income, gross, \$34,000/yr.

Cumulative elements in apt. Bus line - now is none on Lake, but Prospect fine.

W. of Convent Hill, new sewer

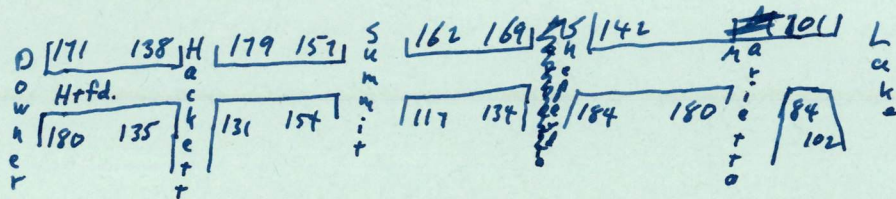
Apt. rentals - Katz says 20-25¢ sfmo. = \$2.40 - 3.00 sfyr., now.

Apt. taxes - Katz est. they ave. 25% of gross rent at 100% occupancy, and higher w. vacancies. [Rents cd. be much lower w/o them.]

E. side apts. Oversupply. Units doubled, 1960-63. Vacancy 7.7% now. 4237 d.u. now, 652 under const., 675 planned for '64. FHA trying to brake. (Anyone trying to lower rents?)

Rents one of stickiest prices, various reasons. One is, every apt. owner faced w. low MR curve, wd. probly have to lower for all if he lowers for new ones. So vacancies rise & bldgs. forfeit w/o rents falling. Neighborhood effect another factor.

Curiously, vacancy rates higher in newest apts., esp. on e. side. (Maybe old ones are well maintained here)



Acqn. costs, \$/a

Acqn. costs per acre fall slightly as approach Lake. From 175/a at Downer to 100/a at Lake.

Only things raising cost on E. side are apts & commercial - the "undesirable", less attractive things. And a church.

Returning w. on Edgewood, cost rises from 147 on Lake to 208 on Downer, on Mke. side. (Wd. be higher on Shorewood side).

(Doesn't continue up, Downer is tops, Oakland is another, & Cambridge on the river is another low, like Lake.)

20th St. - Betw. 20th & 19th, ~~toward~~^{S. of} Benleigh, is room for only one house & a garage. No some garages front on 20th. Others have put houses, demolished garages.

Center & Treat. - 6-story indy., what is it?
6 stories affects to land price.

Phyll. Hill, rationale to uplift area, but plan is introverted, turns backside to outside world.

52¢ a sf. is cheap for area. Pabst & Schlitz on either side, \$5. And note several new indies etc. on Walnut by 5th & 4th.

R.r. link valuable for intra-city links, too. E.g. Am. Can Co. ships to Schlitz. (Pabst & Blatz lack rail?) Schlitz ties w. Glendale whse.

Schlitz, note new wing. All breweries have expanded locally. High bidders. \$5 a sf or so (?). Inflates asking price all core land.

Hypoth. Viewing old satellite shopping centers, 12th-Vliet, 20th-No., 3rd & No. Do they sow seeds of own destruction, by effect on resid. areas?

Schlitz land more valuable than other breweries bcs. of 3rd St. Corridor. frontage. Deadens 3rd in its area, cuts in 2.

S. on Jackson. Just before covenant Hill, a nice place. Dairies have. Extremely mixed quality. Also note Fazio & Ernst. Italian wkld. The Mezzogiorno.

Rapid l.v. gradient going east.

Weak middle class here, sharp contrast of steep l.btm.

- ⑬ ^{Based} Change in character as we cross munic. boundaries due to zoning for the most part
- ⑭ River Hills lots are small (1 acre) compared to most of its zoning which is (5 acre lots)
- ⑮ Convent on Rt. when going South on 27th (Range Ave)
- ⑯ W. on Mill - Industry in Mil. but little in Glendale
- ⑰ S. on Teutonia - Tank farm + Shopping center on left - American Can Co. on right (one of the big users of railroad freight service with both (C. + M.W.) + (Mil. Road) siding
- ⑱ Silver Spring Underpass
- ⑲ Teutonia is illustration of Downings' Principle of mixed use and one block neighborhoods
- ⑳ Bad traffic at 35th + 6 point (Tondutus)

- ① Shorewood is older suburb
a greater % of its people are older and their
children are grown. The schools they built
to accomodate the peak load of children are
now underused. Until recently they
use to import students from the Grandville
Brown Deer area for the high school.
- ② Shorewood charter converted to ice skating
school + gift shop. Charter wasn't profitable
- ③ Only liquor store in Shorewood (Kensington
+ Oakland) previously drug stores had monopoly
on retail liquor.
- ④ Bartlett Dr. now end of bus line was part of
trolley line previously.
- ⑤ Renewal houses
- ⑥ Lake Dr. goes around mansions
- ⑦ Auto orientation of Silver Spring
Parking lot expenditures
- ⑧ Santa Monica Church + school on highly
valuable land
- ⑨ Dominican H.S. field
- ⑩ Bay Shore (one of first
- ⑪ Cemetery in roadway
- ⑫ Some correlation between being tax exempt
and owning large land parcels