

So. Milw. Land Value

So. Mil.

10 th + Marquette S.E. (Comm)	250 86X120 10,320	\$19,000	0.97/ft ²
9 th + Marquette (Krambo)	256X386 98,816	25,000	0.25/ft ²
712 Milwaukee (Business)	30X120 3600	2,900	0.80/ft ²
921 Madison (Business)	30X120	9,000	2.50/ft ²
923 Madison (Business)	30X120	9,000	2.50/ft ²
101 N. Chicago (Commercial)	120.86 X 100.05 12,092	21,000	1.74/ft ²
(1875) 106 N. Chicago (Comm)	166 X 85 14,110	25,000	1.77/ft ²
(5873) Nicholson + Rawson N.E. (Comm)	208 X 290 60,320	40,000	0.66/ft ²
(148) 9 th + Madison S.E. (Res.)	60 X 120 7,200	14,000	1.94/ft ²
(147) 9 th + Madison S.E. (Parking)	60 X 120 7,200	10,500	1.46/ft ²
(1900-4) 1718 Poplar Ave	76 X 139 9,730	5,000	0.51/ft ²
2414-34 1793 Juniper Circle	60 X 143 8,580	4,990	0.58/ft ²
4041-78 601 Parkway Dr.	80 X 156 12,000	6,500	0.54/ft ²

So. Mil

3820 4th Ave
150 X 60 9,000

4,700 0.52/ft²

3514 4th Ave
60 X 140 8,400

4,000 0.48/ft²

1516 Milwaukee Ave
45 X 120 5,400

4,500 0.83/ft²

821 E. Monroe
60 X 127 7,620

3,500 0.46/ft²

Pine, Fairview + Lake Dr.
100 X 313

10,000 (est)
0.32 ^{sale price}
to 0.42 ^{now}/ft²

1619 Manitowoc Ave
60 X 127 7,620

4,200
0.55/ft²

SOUTH MILWAUKEE LAND VALUE

ASSESSMENT RATIO: 41.76% of market value

TYPE OF ASSESSMENT: Land residual with sales of open land when available

LAND VALUE: Market value including streets, sewers, water etc when present.

AVERAGE VALUE OF LAND

BY ZONE

R-A \$85 to \$150 per front foot with deep lots

Along Lake Dr. across from park NE part of city

lots $100 \times 313 = \$20,900/\text{acre}$

Central (old) area

lots $30 \times 120 = \$18,750 \text{ to } 25,000/\text{acre}$

In NW area

lots $90 \times 120 = \$69,000 \text{ to } 80,000/\text{acre}$

On lake in SE city bluff property

lots $60 \times 300 = \$14,600/\text{acre}$

On 15th & Drexel SW city

lots $30 \times 120 = 26,250/\text{acre}$

C (commercial)

Downtown depressed (poor, old buildings)

On Milwaukee Ave. \$250 ff or \$93,750/acre

just off Milwaukee Ave. \$200 ff or \$75,000/acre
Other Business districts scattered and of less value
M (industrial)

Along track \$10,000/acre (few sales so not certain)
Along lake SE \$4,000/acre ^{land residual} 1962 sale
Others \$4 to 5,000/acre

AVERAGE IMPROVEMENT VALUE PER LOT

R-A	NE	\$20 to 40,000
	Central	\$12 to 13,000
	NW	\$15 to 20,000
	Others	\$12 to 18,000

C	Downtown	\$11 to \$12,000/lot (30 ff) 30,000/lot (60 ff)
	Others	?

MANUFACTURING

no common denominator (see total below)

ZONING

R-A 1 story single family
R-B multi story, multi family
C-1,2,3 same commercial except different areas of city
M-2 Industry

NON CONFORMING USES

There are several areas where residential use occurs in a commercial area

TAX RATES BASED ON THEIR ASSESSMENTS 1962

City	\$12.73/1000 assessed value
School	43.15/1000
Recreation	1.24/1000
State & County	20.38/1000
	<u>\$ 77.50/1000</u>

EFFECT OF TAXES

Not much effect

EFFECT OF SCHOOLS

After development and school is built then resale is higher in areas near school

EFFECT OF ZONING

None

TOTAL ASSESSMENTS 1962

	Agriculture	Residential	Merchandise	Mfg
LAND	\$ 50,050	5,450,225	1,046,650	548,350
IMPROVEMENTS	7,900	20,380,050	2,479,700	9,707,075

PERSONAL PROPERTY = \$ 8,870,525

In my opinion many of these figures are not as reliable as could be since few open land sales occurred. Central land is in 30 ft. lots which are too small by today's standards and if recombined would be of greater value per acre.

SOUTH MILWAUKEE PHA+URA PROJECTS

Housing Authority PHA

1 project 6 yrs old (by observation poorly kept)
60 units low rent in 2 story row houses
rent 2% of monthly income
No land value data available
No further plans or needs

Redevelopment Authority URA

1 project in planning stage
clear downtown area for commercial use
(assemble land, eliminate blight)
No land values available as yet (confidential)
see pamphlet attached

	50,050	
5	450	225
1	046	650
	548	350
7	095	275

URBAN RENEWAL

in

South Milwaukee, Wisconsin

64 Mississippi (9)

1963

PART 1

Prepared by the Redevelopment Authority
of the City of South Milwaukee

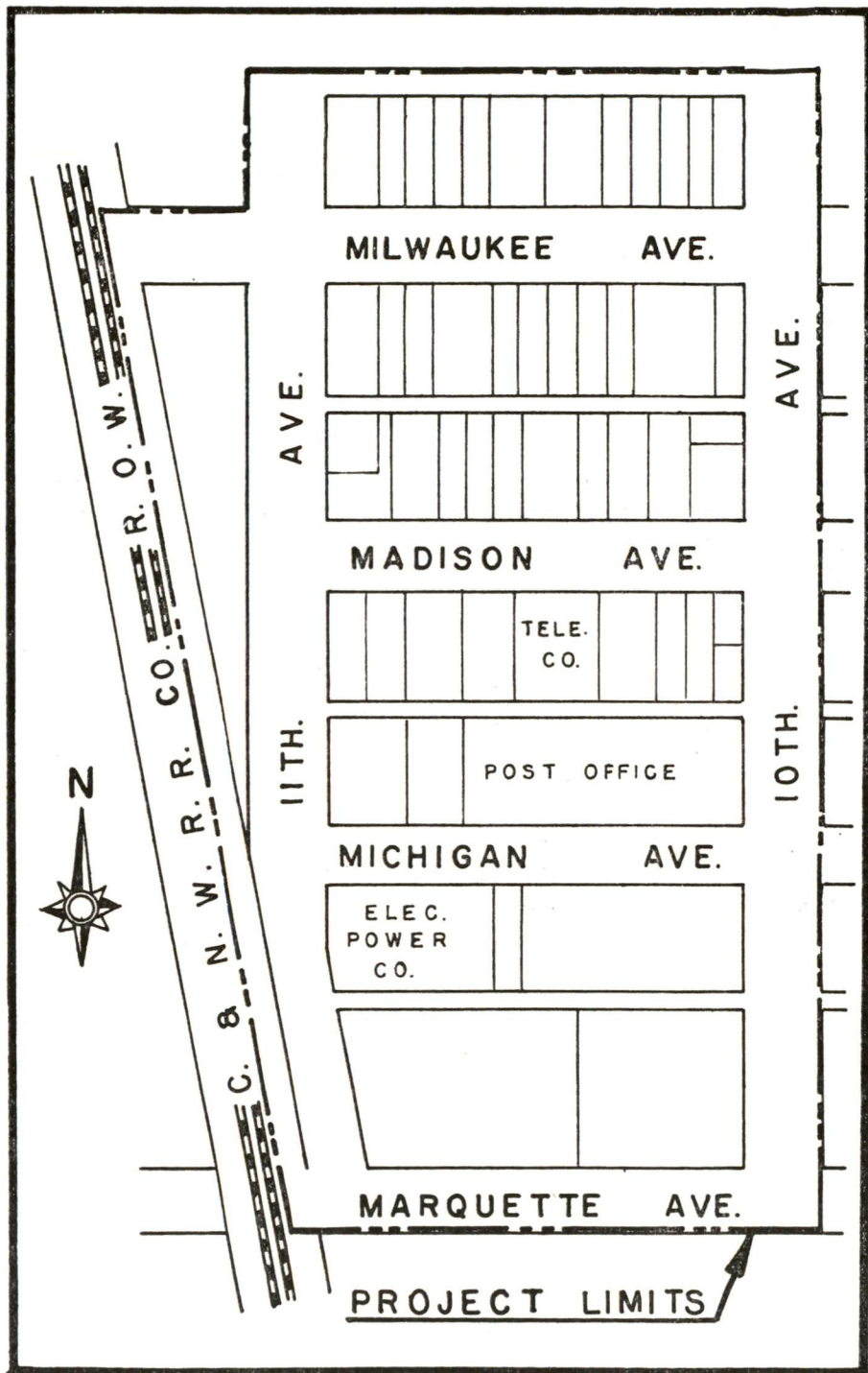
PREFACE

Since introduction of the Urban Renewal Program in South Milwaukee, many questions have been asked as to what Urban Renewal is, what the status of the program is at present, how it effects you and what you will gain from this program and, the big question, why Urban Renewal.

The purpose of this booklet is to answer these questions.

It is a fact that any program involving the Federal Government makes progress slowly and justifiably so. Many safeguards must necessarily be used to insure that everyone is treated justly and fairly in this process, that no man makes unfair profit and conversely, that no man suffers undue loss or hardship.

This booklet is Part I of the story of Urban Renewal in South Milwaukee. Part II will be issued when the studies now in process are completed and the final planning has been approved.



URBAN RENEWAL

In South Milwaukee—1963

HISTORY OF OUR BLIGHTED DOWNTOWN BUSINESS DISTRICT

In order to present the basis for this program, it is necessary to have an understanding of South Milwaukee, past and present. Some historical background is necessary in providing this understanding of the past. This background must include the city's early beginnings, the growth of the city, the expansion of the surrounding areas and the sources of our present needs and potential.

South Milwaukee was incorporated as a city in 1897 with a population of about 3,000. The city then had a rudimentary business district along 10th Avenue and Milwaukee Avenue, around which, in the early 1900's, most of the present buildings were erected. South Milwaukee in those days was a long way from Milwaukee and most of the business in Town of Lake and Oak Creek gravitated to this area. Over a period of many years, business flourished due to lack of rapid transportation and the accompanying competition with outlying areas. During this period some buildings were added to the central area and the city grew in population. The business section of the city satisfied the needs of this community and prospered as an active commercial center during these years. This situation continued up to World War II with the population growing slowly and its needs satisfied by the then existing business district.

It is to be remembered that during this time, World War I and the depressions of 1920-21 and 1930-35 intervened to provide periods during which business expansion was impossible.

This brings us up to World War II and the sudden population explosion after the war. The advent of the prominence of the motor car as a means of mass transportation, which occurred during this period, made it easier for people to shop in other areas. The rates of increase in numbers of people and motor cars is startling.

From 1897 to 1950, the population of South Milwaukee grew from about 3,000 to about 12,800 in 53 years, or about 185 persons per year. From 1950 to 1960, the population increased from 12,800 to 20,300, or about 850 persons per year, for the ten years. The number of automobiles registered by South

Milwaukee residents increased from 3,618 in 1950 to 7,274 in 1960.

However, during the period from 1950 to 1960 there developed a very serious situation in our downtown business district. Outlying shopping centers were constructed catering to the market areas which had previously been served largely by such district. The automobile made it possible for South Milwaukee people to shop in those centers even though quite remote from their abodes. Lack of parking facilities in the downtown business district coupled with the failure of the district to develop competitively in shopper convenience and commodity and service selection, caused this area to gradually decline. You can see evidence of this in a walk down Milwaukee Avenue from 10th to 11th Avenues, in the vacant stores.

With the decline in this area, the valuation of the buildings in the area also declined causing a reduction in tax revenues to the city. As a result of this decreased tax revenue the remaining taxpayers of the City were required to make up the difference. The decline of this central business district then, in fact, increased everyone's taxes. Those in the area paid at a higher rate on the property comprising a declining business. Everyone else simply paid at a higher rate.

This naturally leads to the present situation which combines a growing community and the resulting increased demand for goods and services with a depreciated downtown business district. The question which now arises is what can we do about it.

This question has bothered the Common Council for a considerable time as its members have seen the declining tax returns from the downtown area. For the benefit of the general welfare the valuation of this area must be restored to erase the losses which we have suffered and to prevent further decline and a consequent additional increase in the tax burden on the remainder of the city.

This subject was given much study by the City's officials and the problem was discussed with business men and developers. In these studies and discussions, one problem has consistently stymied all proposed solutions. The large number of ownerships in the area make redevelopment solely through the use of private capital and initiative practically impossible, since those contacted on this proposition have declined to assume the legal complications and costs necessary to get a program started.

While the above studies on this problem were underway, a group of local businessmen proposed as a solution that a Federal Urban Renewal Project be initiated. This was taken under advisement and discussed very thoroughly. Many hours were spent in studies of possible alternative private enterprise

development versus a federally assisted program and a final conclusion was reached that the Federal Urban Renewal Program is the only available program that has a chance of success. This being decided, the program was initiated.

THE PROCESS OF REDEVELOPMENT OF THE DOWNTOWN BUSINESS DISTRICT

Since initiation of this project, many questions have been asked about the federal program and how it works. It is not possible to give a complete analysis of the Federal Urban Renewal Program in this pamphlet nor is that its purpose. Instead, only an outline sufficient to give a general understanding of what it is and how it works will be presented.

Basically, the following steps are necessary to get an Urban Renewal Project going.

First, an application is made for the approval of a workable program for the city. This requires that the city have modern zoning, plumbing, electrical, building and housing codes and have an adequate staff for enforcement of the codes. The city must also have a general master plan for community development, a neighborhood analysis, an effective administrative organization, financial stability, provisions for rehousing displaced families and local support of the people.

South Milwaukee has been approved on all counts except the finalization of a general master plan which will be completed in June of this year. The South Milwaukee Workable Program was approved by the Housing and Home Finance Agency of the Federal Government on May 6, 1963.

Application was submitted in June, 1962, for a planning grant as the next step in the program. This was approved by the Federal Government in October of 1962. Immediately upon approval of the planning grant of approximately \$96,000, proposals for planning and other studies were sought. After comparing several proposals the following contracts were let for work on this program:

1. General Planning to Candeub, Fleissig & Associates of Chicago.
2. Economic Study & Reuse Appraisals to Roy Wenzlick & Co. of St. Louis.
3. Acquisition Appraisals to John Holzhauer of Milwaukee.

At the time the above contracts were let the Common Council also contracted with Maynard Meyer and Associates of Milwaukee for a complete community master plan for South Milwaukee. This plan will be completed by June

of this year and will give South Milwaukee a firm blue print for future growth and development.

During the period from February through July, 1963, the Redevelopment Authority will have completed the economic feasibility studies and prepared a development plan for this downtown district. Appraisals of property values for reuse of the land will also be completed by August, 1963.

THE ECONOMICS OF REDEVELOPMENT OF THE DOWNTOWN BUSINESS DISTRICT

An important point for consideration here is that the foregoing renewal program is one part of the overall improvement or master plan of the City, and that if the true spirit of the program is to be carried out, our master plan will be actively developed such that our City will never again find itself with the problem the downtown business district now poses.

In general, the program stands to date at about two-thirds of the way through the preliminary steps and the big questions which are becoming important to the people of South Milwaukee are:

1. What will this cost the average taxpayer?
2. How does this effect the average citizen?
3. How does this effect the property owners in the Area?
4. How is the Area to be redeveloped?
5. What will it do for the City?

Brief answers in the order of the questions are given as follows:

1. To answer this question, it is best to let the facts speak for themselves. Although these figures, with the exception of the present tax returns from the area, are preliminary estimates only, and will be subject to revision, they do indicate that from an economic point of view the Urban Renewal Project is sound. At present the assessed valuation of \$760,000 for the properties in the Project Area return to the City \$43,000 in property taxes per year. Estimating that a new development were to cost approximately \$5,000,000 and were assessed at 40 per cent of value, the net annual tax return to the City will increase to \$114,000 resulting a net increase of \$70,000 per year or an annual increase of 164 per cent in taxes. This picture is not complete in that increased personal property taxes, increased state income taxes returned to the City and additional employment for local residents are not considered.

Preliminary estimates of the City's share of the project cost is approximately \$200,000. Dividing the City's share of cost, or \$200,000 by the increase

in tax return or \$70,000 per year, yields a figure of three years within which the local cost will be amortized.

2. As outlined in item 1 above, the net additional tax return to the City will be \$70,000 which will initially be used to repay the City's share of the project cost. After the debt has been paid, the additional tax returns will assist in reducing the tax load for everyone.

Other benefits will also result, namely the establishment of modern stores and good shopping facilities with adequate parking for the people of South Milwaukee. All of us, the business community and the general public, including all of the surrounding areas, stand to gain both ways.

3. The Redevelopment Authority will purchase all property in the Project Area. Federal regulations require that the local renewal agency pay fair-market value for property it acquires, based on its condition at the time of acquisition.

4. The area included for redevelopment either has been or will be the subject of economic studies and feasibility surveys to determine whether this project can be successful. If these studies and surveys indicate such success, a general plan will be made to show the proper location, size, and type of stores found to be most adequate to meet the determined needs. Appraisals of the existing properties (two separate appraisals) will then be made and the Redevelopment Authority will negotiate for the purchase of the properties. The Redevelopment Authority will pay for the properties out of a Federal Loan and Grant obtained for such purpose. After acquisition and clearing of the properties, the area will be sold to private developers for rebuilding in accordance with the general plan. At this time, the net cost of the project will be determined by deducting the sale price to developers from the cost of studies, planning, acquisition and demolition; and the project will be liquidated as far as the Federal Government is concerned upon repayment by the Redevelopment Authority of 25 per cent of the net project cost. The rebuilding then becomes a private enterprise project.

5. Since this district has decreased in value, year by year, and has finally become a blighted area, drastic action is necessary to rebuild the district to a modern, up-to-date area, thereby increasing the City's tax base. Further, revitalizing this area will be of direct benefit to local shoppers and will help to increase business for all stores in other areas of the City by drawing more people into South Milwaukee.

**COMMISSIONERS OF THE REDEVELOPMENT AUTHORITY
OF THE CITY OF SOUTH MILWAUKEE**

Robert J. Steininger, Chairman

William P. Atkinson, Vice Chairman

Norman L. Rothe

Walter Ullrich

James F. Conrad

Richard Poplawski

John Axtman

William J. Riggins, Attorney

Daniel D. Kojis, Executive Director

Offices located at 908 Milwaukee Avenue, South Milwaukee, Wisconsin

Telephone SO. 4-4260

South Milwaukee

2005 10th Av

SO 2-2915

Assessor - 1:30 Tues

Housing Authority

2906 6th Ave

SO 2-4114

**OFFICIAL NOTICE OF
TAX COLLECTION FOR 1963**

NOTICE IS HEREBY GIVEN, pursuant to the provisions of Section 74.02 and 74.03 Wisconsin Statutes that on December 21, 1962, the City Clerk delivered to me the tax roll for the year 1962, and that the same is now in my hands for collection. Such collections will start on

Wednesday, January 2, 1963

NOTICE is further given THAT ALL TAXES on REAL ESTATE AND PERSONAL PROPERTY AND SPECIAL ASSESSMENTS ARE PAYABLE IN FULL AT MY OFFICE ON OR BEFORE THE LAST DAY OF FEBRUARY, 1963, with the following exception:

If one-half of the general taxes and special assessments on real estate are paid on or before January 31, 1963, the other one-half will become due and payable without penalty or interest on or before July 31, 1963. Tax amounts of \$20.00 or less are payable in full, and cannot be extended by payment of $\frac{1}{2}$ in January. No part payment of less than \$20.00 can be accepted pursuant to provisions Chapter 110, Laws of 1955. The second one-half of such taxes which are due on or before July 31, 1963, are payable at the office of Max A. Barczak, County Treasurer, Courthouse, Milwaukee. For your convenience these payments may also be made at my office.

The office hours for the collection of taxes are fixed from 8:00 o'clock a.m. to 5:00 o'clock p.m. on week days. City offices are closed on Saturdays.

Dated this 21st day of December, 1962.

FERDINAND M. BRUTVAN, Treasurer
CITY OF SOUTH MILWAUKEE

1962

	<u>%</u>	<u>RATE</u>
City Purposes	16.42	12.73
School "	55.68	43.15
Recreation	1.60	1.24
State & County	26.30	20.38
	100.00	\$ 77.50

Zones

R-A 1 story single family
R-B multi family (

Area ~~the~~ schools -

Tax Rates 1962 77.50 - 8.50 ^{credit}
69.32

Total assessed value Land

Imp.

	Agri.	Residential	Personal Merchantile	Personal Manufacturing	Total
Land	50,050	\$,450,225	1,046,650	548,330	
Imp	7,900	20,380,050	2,479,700	9,707,075	
Personal					8,870,525

41.76 % of market value

So. Mil.

R-A 85 to 150 ff

20,900 pure
373 ft deep 150 ft
Imp. 20 to 40,000

Along L. Drive + Park 100 ft lots 10-15,000
other 30 to 60 ft are less

Imp.

R-A 30x120 18,150 to 25,000
\$1,500 to 2,000

Imp.

Downtown Commercial 937,500
75,000 250 ff mil.

12-13,000
30 ft
\$11-12,000 typical
60 ft \$30,000
65

200 ff off mil.
lose of trade therefore low value

R-A NW 90-100 ff 120 deep \$15 to 20,000
60,000 to 80,000

Land with improvements

Industrial

lake \$4,000 to \$5,000 / acre

track \$10,000 / acre

Land residual

70 ff 15 + Rexal Box 120
2,100 26,250

R-A 60x300 100 ff on lake south
.41 acre $\frac{60}{100} = 14,600$ bluff property

South Milwaukee

Housing Authority

1 project 60 units low rent PHA
same operation as Mil.

no further need or plans

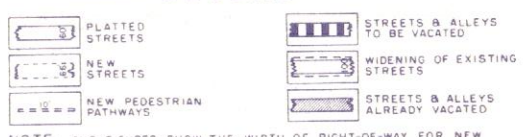
Redevelopment Authority

1 project in planning stage for
commercial (see pamphlet)

no land values available as yet (confidential)

10th + Monroe

LEGEND



NOTE: THE FIGURES SHOW THE WIDTH OF RIGHT-OF-WAY FOR NEW STREETS OR THE WIDENING OF EXISTING STREETS

CITY OF SOUTH MILWAUKEE

MILWAUKEE COUNTY, WISCONSIN



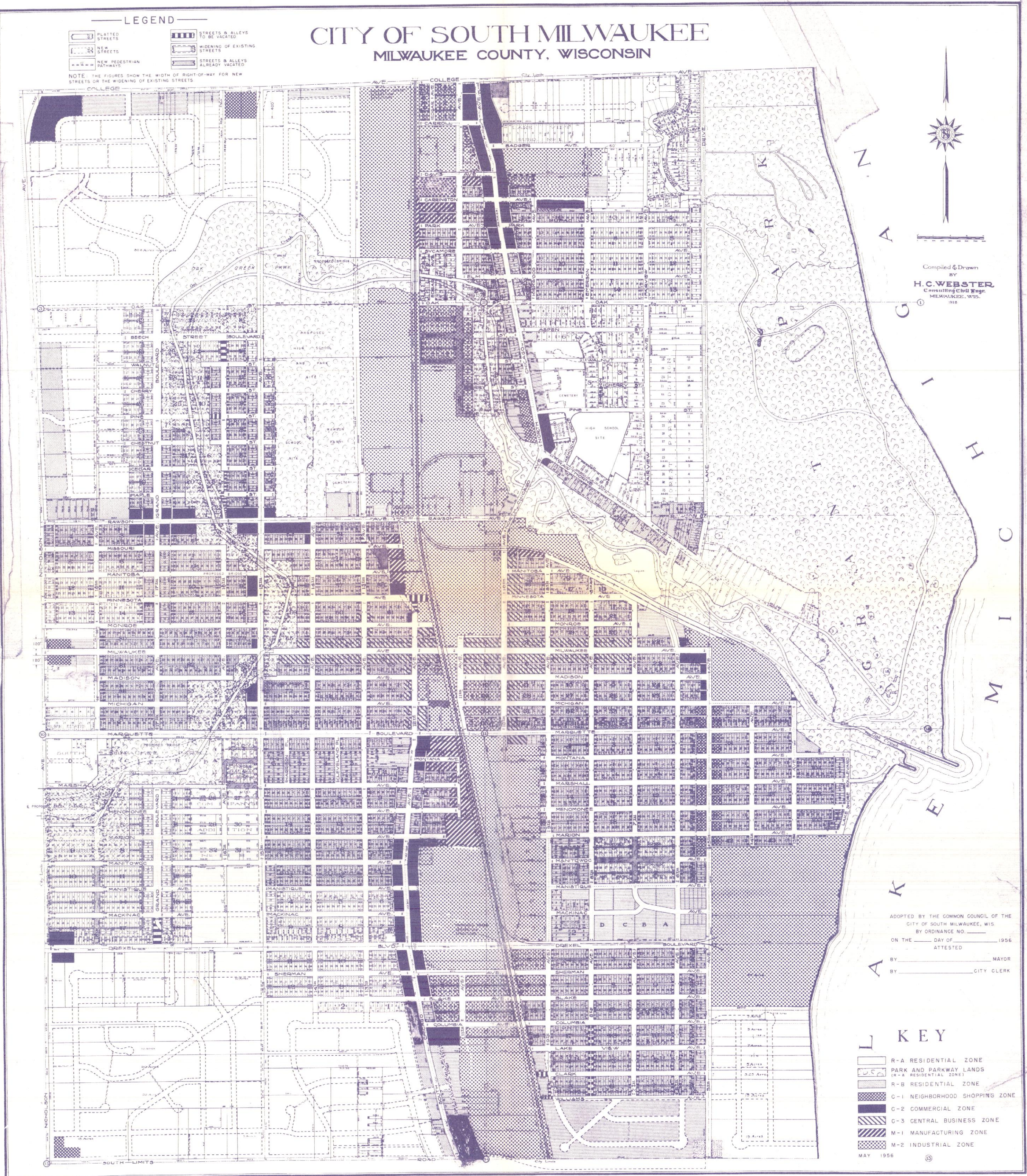
Compiled & Drawn
BY
H. C. WEBSTER
Consulting Civil Engineer
MILWAUKEE, WIS.
1956

ADOPTED BY THE COMMON COUNCIL OF THE
CITY OF SOUTH MILWAUKEE, WIS.
BY ORDINANCE NO. _____
ON THE _____ DAY OF _____, 1956
ATTESTED
BY _____ MAYOR
BY _____ CITY CLERK

KEY

- R-A RESIDENTIAL ZONE
- PARK AND PARKWAY LANDS (R-A RESIDENTIAL ZONE)
- R-B RESIDENTIAL ZONE
- C-1 NEIGHBORHOOD SHOPPING ZONE
- C-2 COMMERCIAL ZONE
- C-3 CENTRAL BUSINESS ZONE
- M-1 MANUFACTURING ZONE
- M-2 INDUSTRIAL ZONE

MAY 1956



50. MIL.
ZONES