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WISCONSIN CITIES - MILWAUKEE

# DEPARTMENT OF CITY DEVELOPMENT

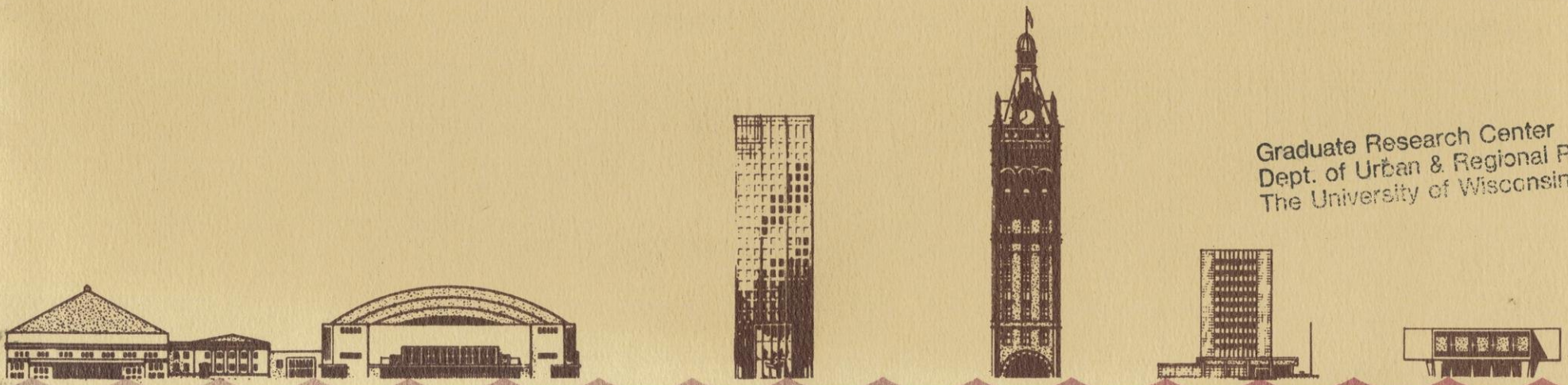
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## *Milwaukee's* \_\_\_\_\_ **LAND USE REPORT**

*Existing Land Use ☆ Housing Summary*

Graduate Research Center  
Dept. of Urban & Regional Planning  
The University of Wisconsin-Madison







Community Renewal Program Study

Assisted by a grant administered by the United States Housing and Home Finance Agency under Section 103 of the Housing Act of 1949 as amended.

Community Renewal Program Study

Graduate Research Center  
Dept. of Urban & Regional Planning  
The University of Wisconsin-Madison

Department of City Development  
October, 1964





# Table of Contents

	PAGE
I. Introduction . . . . .	1
A. Scope and Objectives	
B. Source Materials and Evaluation Methods	
II. Definitions. . . . .	5
III. Summarization . . . . .	9
IV. Historical Narrative . . . . .	15
V. General Land Use Characteristics, 1962. . . . .	39
VI. Residential Land Use. . . . .	61
VII. Non-Residential Land Uses . . . . .	83
A. Commercial	
B. Industrial	
C. Public and Semi-Public	
VIII. Appendix . . . . .	113



LIST OF TABLES

TABLE		PAGE
1.	Population and Area Characteristics . . . . .	41
2.	Land Use Comparison - Total City Area, 1950 and 1962 . . . . .	45
3.	Land Use Comparison - Developed City Area, 1950 and 1962 . . . . .	45
4.	Land Use - Population Comparison . . . . .	47
5.	Distribution of Land Use by Zoning District . . . . .	51
6.	Land Use Composition of Zoning Districts . . . . .	55
7.	Residential Land Use: Area and Structure Characteristics . . . . .	71
8.	Distribution of Land Use by Residential Area Zoning Districts . . . . .	77
9.	Land Use Composition of Residential Area Zoning Districts . . . . .	79
10.	Detailed Land Use Summary of the 1962 Field Survey . . . . .	117

LIST OF FIGURES

FIGURES		PAGE
1.	Amount of Land in Use by Type and Year. . . . .	43
2.	Amount of Land in General Use Zoning Districts by Year. . . . .	49
3.	Distribution of Structures by Use . . . . .	57
4.	Condition of Structures by Use . . . . .	59
5.	Distribution of Residential Land Use and Structures by Type . . . . .	69
6.	Composition of the Residential Zoning District . . . . .	81
7.	Amount of Land in Residential Area Zoning Districts . . . . .	81
8.	Distribution of Commercial Land Uses and Structures by Type. . . . .	91
9.	Distribution of Industrial Land Uses and Structures by Type. . . . .	99
10.	Land Use Composition of the Industrial Zoning District. . . . .	101
11.	Distribution of Public and Semi-Public Land Uses. . . . .	111



LIST OF MAPS

MAPS	PAGE
Historical Development, 1764-1831 . . . . .	.17
Historical Development, 1831-1851 . . . . .	.21
Historical Development, 1851-1890 . . . . .	.25
Historical Development, 1890-1918 . . . . .	.29
Historical Development, 1918-1940 . . . . .	.33
Milwaukee's Existing Land Use . . . . .	.37
1. Residential Land Use . . . . .	.65
1A. Housing Density per Net Residential Acre . . . . .	.73
2. Commercial Land Use. . . . .	.87
3. Industrial Land Use. . . . .	.95
4. Public and Semi-Public Land Use. . . . .	.107

Introduction



## SCOPE AND OBJECTIVES

The city of Milwaukee has been going through a process of continuous growth and change since its incorporation in 1846 when approximately 10,000 people lived, worked and played on 7.4 square miles of land area. Today, approximately 756,000 people are using 97.4 square miles of land area for the same general purposes. The economy has also changed from frontier trading to industrial production whereby Milwaukee has emerged as a leading industrial city. These changes and expansions in population and economy have been reflected in the basic pattern of land uses existing in Milwaukee today.

City Planning has, as its purpose, the provision of a desirable environment for people and their establishments in an urban area. To assist in fulfilling this ideal an analysis of the physical resources available to both the public and private sectors of the community has been undertaken. As a part of this analysis, the following report which is essential to all planning studies, particularly the Community Renewal Program and the city's Master Plan, presents a quantitative land use inventory and review of the evolution and present order of the city. It describes Milwaukee's existing land use in terms of its geographic pattern and historical growth, its general development characteristics and trends, and its relationship to existing zoning. A similar discussion of housing characteristics is presented as part of the residential land use section. Zoning-land use relationships are discussed in each land use section reflecting the importance of zoning as one of the chief means of carrying out planning objectives.

The land use inventory is evidence of what has occurred in the past and gives some indication of future requirements. It serves the decision making process by providing factual material about the existing land use pattern which can be applied in planning for the future and will aid in estimating future land requirements for expansion as well as for renewal of the urban area.

## SOURCE MATERIALS AND EVALUATION METHODS

The factual material presented in this report is primarily based on the 1962 Department of City Development Land Use Survey, the 1960 United States Census of Housing and the 1960 United States Census of Population. Secondary sources of information include, in part, the department's index of zoning changes, the Board of Public Land Commissioner's 1950 Land Use Inventory, the 1933 Report of the Mayor's Housing Commission, the 1962 Wisconsin Commerce Report on Industrial Location Within the Urban Area and the 1963 Annual Report of the Department of Building Inspection and Safety Engineering.

Factual materials gathered from the various sources were computer processed and evaluated by the Department of City Development staff preliminary to the preparation of supplementary work sheets, tables, graphs, and maps. The evaluation method consisted of analyzing the following:

1. Historical narrative--a review of factors affecting Milwaukee's growth and development from 1764 to 1962--
  - a. demographic
  - b. economic
  - c. geographic
  - d. technologic
2. Development patterns and trends in terms of--
  - a. total city area
  - b. individual land use areas
  - c. individual zoning district areas
  - d. land use patterns
  - e. number and use of structures
3. Developmental characteristics and relationships in terms of--
  - a. growth of population and city area
  - b. expansion and development of land use areas
  - c. composition of zoning districts



- d. condition of structures and dwelling units
- e. land use area characteristics
- f. relationships between land uses and zoning districts
- g. densities of residential areas

Milwaukee adopted its existing comprehensive zoning ordinance in 1920--one of the first zoning ordinances in the United States. It requires that all land within the municipal boundaries be under the control of the zoning ordinance which regulates use, area and height of land and structures. However, for purposes of this report, land used for public thoroughfares was not included as part of the area zoning districts thus facilitating a more meaningful comparison of zoning and land use.

Newly annexed areas, previously regulated by the county zoning ordinance, are considered as being under "interim zoning" which is proposed, but not yet adopted, municipal zoning for these areas. Even though the newly annexed areas are under interim zoning, they are considered as officially zoned for purposes of this report.

Height districts which regulate and limit the height and bulk of buildings were not analyzed since the primary considerations of this report are the uses of the land and the area occupied by the uses.

Upon completing the analysis summary findings were prepared which are presented in the form of a detailed statistical appendix to this report. A summarization of the 1962 land use survey procedures is also presented in the appendix.

Definitions



## DEFINITIONS\*

### Area:

census block--generally well defined rectangular pieces of land bounded by streets or roads, as determined by U.S. Bureau of Census, for convenience in mapping and tabulating. However, they may be irregular in shape or bounded by railroad tracks, streams, or other features and do not necessarily conform to city blocks. The city of Milwaukee has 6,300 census blocks.

central business district--the centrally located area which is the retail, financial, administrative, office, entertainment and cultural center of the city.

developed land area--consists of all land in the city used for residential, commercial, industrial, public and semi-public, and street purposes. Lands which are vacant or used for agricultural purposes are not included in the developed category.

gross land area--all of the land, regardless of whether it is developed or vacant, within the municipal boundaries. In this report, the term is used synonymously with total land area.

net land area--all lands within the municipal boundaries excluding land used for public thoroughfares. In this report the net area is also computed by adding all lands in pure use and one-half of the lands in significant mixed uses.

special area category--encompasses land which has been brought within the municipal boundaries but continues to be regulated by the county zoning ordinance. "Special areas" in the city include primarily the Veterans' Administration Center, the County Stadium and land around General Mitchell Field.

### Structures:

gross structures--all of the pure and significant mixed use structures in the city. The gross number of structures, on a total city basis, is exaggerated since the mixed use structures were counted twice; once for each of the two most significant uses.

\*Further definitions and qualifications which apply primarily to the Land Use Summary Table may be found in the preface to the Appendix.

housing unit (dwelling unit)--may be a house, an apartment, or other group of rooms, or a single room occupied or intended for occupancy as separate living quarters having either direct access from outside the structure or from a common hall, or a kitchen or cooking equipment for the exclusive use of the occupants of the unit.

net structures--represents the total number of structures within each use category, and is computed by adding all of the pure use structures and one-half of the significant mixed use structures.

#### Zoning:

area zoning districts--regulate and determine minimum lot sizes as well as the area of yards, courts, and other open spaces around buildings. To achieve this purpose the city of Milwaukee has provided thirteen classes of area districts: "A", "B", "B-1", "C", "D", "E", "F-1", "F-2", "F-3", "F-4", "F-5", "G" and "Planned Development".

non-conforming use--one that does not conform with either the use or dimensional regulations of a zoning district. A legal non-conforming use is one which was in existence prior to the adoption of the zoning ordinance, or was created by subsequent amendments to the zoning ordinance and is permitted to exist subject to certain provisions of the ordinance.

planned development district--permits the development of a tract of land, at least 100,000 square feet in area or 75,000 square feet in area when bounded on all sides by streets or public open spaces, based on a comprehensive plan. It provides flexibility not available under normal zoning district requirements by allowing a wide variety of structural types and activities to be included when they are arranged in carefully planned relationship to each other and the surrounding environment.

use zoning--regulates the use of the land by designating districts within which specified activities may be conducted.

zoning block--that portion of a census block which is in one zoning district.

zoning district--an area within which uniform regulations of use, area, or height, are applied as determined by Milwaukee's zoning ordinance.





Summarization



## SUMMARY

The land use report has been organized on the basis of area, use, zoning and structure characteristics for the city as a whole and for its integral parts. Changes and trends since the inception of the city as well as existing characteristics were analyzed for the total city and for its major land uses; residential, commercial, industrial, and public and semi-public.

To give the reader an overall view, the following summary was prepared in which the salient facts are restated showing some of the more important findings and conclusions of the entire study.

### Total City:

- Milwaukee has increased in size from 50.2 square miles in 1950 to 97.4 square miles in 1962. Since the total population has not increased at the same rate, the average population density has decreased.
- In 1962, the total city consisted of 62,314 acres of which 47,372 acres or 76 per cent were developed; the largest portions being used for residential and street purposes, respectively.
- The average number of acres used per person increased within each land use classification between 1950 and 1962; the greatest increases occurring in public and semi-public, and street uses.
- Approximately 48,798 acres of the city are zoned while 33,857 acres are used; the remaining 14,941 acres are vacant.
- The total number of structures in the city is 156,519 of which:
  - 140,605 or 89.8 per cent are residential
  - 5,606 or 3.6 per cent are mixed use
  - 10,308 or 6.6 per cent are non-residential.

- Structures in Milwaukee are generally in good condition:

87.5 per cent of the residential structures are in good condition

83.1 per cent of the non-residential structures are in good condition

64.4 per cent of the mixed use structures are in good condition.

- Lands developed by commercial, industrial, and public and semi-public uses have increased at more rapid rates than the total developed area of the city between 1950 and 1962.

#### Residential:

- Over 93 per cent of the residential structures in the city are of single-family and duplex varieties. These are scattered over the entire city, except in the central and north-east areas where multi-family structures predominate.
- Approximately 33,209 acres are zoned for residential uses. However, only 15,745 of these acres are used for purely residential purposes while 8,294 acres are used for mixed residential non-residential and purely non-residential uses, and 9,170 acres are vacant.
- Approximately 47.4 per cent of the residentially zoned land is devoted to "D" area zoning districts making it over three times as large as the next largest area zoning district. One-family, two-family and three to nine family residences are primarily concentrated in the "D" area zoning district which requires that a minimum of 2,400 square feet of land area per family be provided.
- All of the residential area zoning districts have some land in one-family, two-family, and non-residential uses and some land vacant.
- The average land area per residential structure in the city is 5,280 square feet.



- In 1960, the city of Milwaukee had approximately 241,593 housing units of which 230,987 or 95.6 per cent were occupied.

#### Commercial:

- Approximately 9,407 commercial structures are located in the city of Milwaukee on 2,381.1 acres resulting in an average of 11,025.9 square feet of land area per commercial structure.
- While approximately 4 per cent of the total city area is used for commercial purposes, more than 11 per cent of it is so zoned. A large portion of the commercial land is developed in strips fronting on major thoroughfares and intersections.
- Commercial uses account for 5 per cent of the developed area of the city. Nearly one-half of this commercially developed area consists of wholesale and storage uses which occupy an average of 30,518 square feet of land area per structure.
- Approximately 1,464 acres or 25.5 per cent of the 5,738 acres zoned commercial are vacant.

#### Industrial:

- Since 1950, the amount of land zoned for industrial uses has doubled. However, development of industrial land has failed to keep pace resulting in an overall industrial zoning district vacancy rate of 45.7 per cent.
- Most vacant industrial land is located in the north-west and extreme south areas of the city.
- Industrial land uses occupy 6,452.5 acres; over 10 per cent of the total city area and nearly 14 per cent of the developed area of the city.
- Over 19 per cent of the zoned area of the city is zoned for industrial uses.

- Durable manufacturing uses occupy an average of 35,283 square feet of land area per structure while non-durable manufacturing uses occupy an average of 24,524 square feet of land area.
- Transportation, communications and utilities uses occupy the greatest amount of industrially zoned land, 28.1 per cent, and the greatest amount of industrially used land, 82.7 per cent.

Public and Semi-public:

- No specific zoning district exists for public and semi-public uses. However, they are heavily concentrated, approximately 86 per cent, in the residential districts.
- Approximately 12 per cent of the total city is developed for public and semi-public uses of which:
  - 59.3 per cent is used for recreation
  - 15.3 per cent is used for cemeteries
  - 7.8 per cent is used for schools
  - 17.6 per cent is used for other public and semi-public uses such as libraries, hospitals, recreational centers, public works yards, protection stations, churches, fraternal lodges and clubs, welfare institutions, auditorium, arena, etc.
- Recreation areas are primarily located along streams, rivers and other water bodies.





# Historical Narrative



Nature played a vital role in the establishment of the area known as Milwaukee. The confluence of three streams with a natural bay presented an ideal site for habitation. Indians were the first to realize this potential when they located in several villages along the Milwaukee, Menomonee and Kinnickinnic river basins. Quite appropriately, they identified this area as "Mahnawaukee-Seepe": the gathering place by the rivers. Although the Menomonees and Pottawattomies laid claim to all lands in this region - the latter claiming the area south of the river mouth - bands of Fox, Kickapoo, Ottawa and Chippewa Indians coexisted peacefully with them.

A considerable portion of what is now downtown Milwaukee was covered with water. Low lands created by the river basins were made up of densely vegetated swamp and marshland that provided the natives with an abundant supply of wild rice. Towering bluffs - some reaching 60 feet in height and interspersed with irregular ravines and springs - rose abruptly at the edge of this watery waste to form the high lands. On the high ground to the south and west a heavy, almost impenetrable, growth of hardwood forest covered the area, whereas on the east, thickly mixed underbrush and hardwoods predominated.

Although the first contact with the natives came about when French missionaries and explorers passed through the area in the 17th century, it was not until 1764 that the first resident-trader arrived. A French-Canadian named St. Pierre lived for some time in one of the Indian settlements near the river's mouth. Others followed and opened trading posts in close proximity to each other. La Framboise established one of the first such posts in 1785 and operated it for 15 years. Furs and pelts were the chief commodities of trade, and when this supply diminished, the traders moved on to other territories in the wilderness. With the arrival of Jacques Vieau and Jean Mirandean in 1795, the region actually received its first two permanent settlers. Vieau, an agent of the American Fur Company, established a trading post south of the Menomonee River in the area known today as Mitchell Park. It was not until Solomon Juneau entered the Milwaukee trade scene in 1818, however, that the permanency of any settlement was assured. The aggressive Juneau worked as a clerk at Vieau's trading agency, became his son-in-law, and purchased the business the following year. In 1822, Juneau relocated the agency and his family to the high ground east of the Milwaukee River (N. Water & E. Wisconsin Ave.). His reputation as a businessman and trusted friend of the Indians was soon recognized throughout the Great Lakes Area.

Access to the Milwaukee trading center was considerably limited during the winter months. Lake and river traffic was practically at a standstill, and the overland trails were extremely difficult to travel. Survival of the agency depended, in part, on the stockpiling of provisions and supplies. Although numerous Indian trails criss-crossed the territory, only a few were suitable for major overland travel. The most popular of these were two Chicago trails, two blazed trails to Green Bay, and a sunless slit through heavy timber to the west.



Legend

1764 - 1831

- Major Trails
- Bluffs
- Lowlands
- Juneau's Trading Post
- Indian Village

Lands Claimed by  
Menomonee  
Tribe

Lake Michigan



MILES



Note: Shaded Area Outlines  
Present City Limits.

Lands Claimed by  
Pottawatomic  
Tribe





## 1831-1851

Indian treaties paved the way for the westerly migration of settlers and speculators to the "Milwaukee Country". In 1831 the Menomonee tribe ceded its lands to the U. S. Government; a second treaty in September of 1833 permitted the Government to purchase all of the land comprising what is now eastern Wisconsin. The following month, Solomon Juneau and Morgan L. Martin formed a partnership for township promotion and Juneau promptly laid claim to the "high and dry" ground east of the Milwaukee River for his village. Juneautown prospered from its inception because of its proximity to the lake and river and Juneau's determination to make it the hub of trade and government. Beginning in 1834 a steady stream of settlers began coming to Milwaukee from New York, Ohio and the New England states. Among them were George H. Walker and Byron Kilbourn; the former establishing the settlement south of the river known as Walker's Point. Kilbourn recognizing the potential of the land on the west bank - in that it offered direct access to the rich agricultural region - settled there and established Kilbourntown. Between 1836-1838 the three settlements were encompassed by Milwaukee's village limits, which were 13th Street on the west and Lincoln and North Avenues on the south and north respectively, but as far as the people were concerned the village of Milwaukee was still three independent communities. A keen rivalry developed as each area strived to outgrow the other. Relations were strained to the utmost when Kilbourn attempted to isolate Juneau's community by luring shipments of immigrants and goods to the "West Side". Tensions eased in 1839 when the two camps consolidated to form the town of Milwaukee. Transportation and communications were improved between the two sections of Milwaukee with construction of the Juneau and Wisconsin Avenue bridges in 1840 and 1844. Similar connections with Walker's Point were improved with construction of the Plankinton and Water Street bridges in the same years. Although the 1845 "Bridge War" incident involving financing, construction and maintenance of bridges threatened another community rift, cool heads prevailed, and with the Walker's Point annexation, formation of a single municipal government was imminent. On January 31, 1846 the city of Milwaukee was born. The first charter - the basis of the city's present government - called for a Mayor and a Common Council. City limits designated by the charter were: North Avenue and Walnut Street on the north, Lake Michigan on the east, Greenfield Avenue on the south, and 27th Street and the alley between 5th and 6th Streets on the west.

From the outset, the community's activities were geared to commerce and trade. Primitive roadways linking the rich agricultural hinterland and the Milwaukee market were improved. With the construction in the 1839-1851 period of "Plank Roads" on which tolls were collected, transport was greatly expedited. Docks and warehouses sprang up along the river banks and commercial activity was centered in the three pockets generally defined by the initial settlements. Vessels of



deep draft, unable to navigate the shallow river mouth channel, utilized the four passenger piers built between 1842-1847 to load wheat, other agricultural commodities and lead after discharging their cargoes of immigrants and supplies. In an attempt to link Milwaukee with the southwestern Wisconsin mining region, construction began in 1838 on a canal joining the Milwaukee and Rock rivers via a northwest loop through the Kettle Moraine. When work was halted in 1841 for lack of support by the newly elected state legislature, all that was completed was a section of canal running from Juneau Street north to the dam, which has become today's Commerce Street right-of-way. Use of the canal as a mill race, and therefore a source of power led to the establishment of the city's first manufacturing belt. In 1848, twenty-five mills and factories operated from this site. Manufacturing was also furthered by the class of immigrants settling here in the 1840's. Skilled mechanics - predominantly German, with some English and Irish - were most instrumental in the establishment of the brewing, tanning and iron industries. By 1849, the infant city had 39 factories boasting an annual output value of \$1,700,000. With construction of the Waukesha Railroad, which became operational in 1851, the stage was set for a prosperous future.

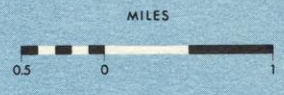


*Legend*

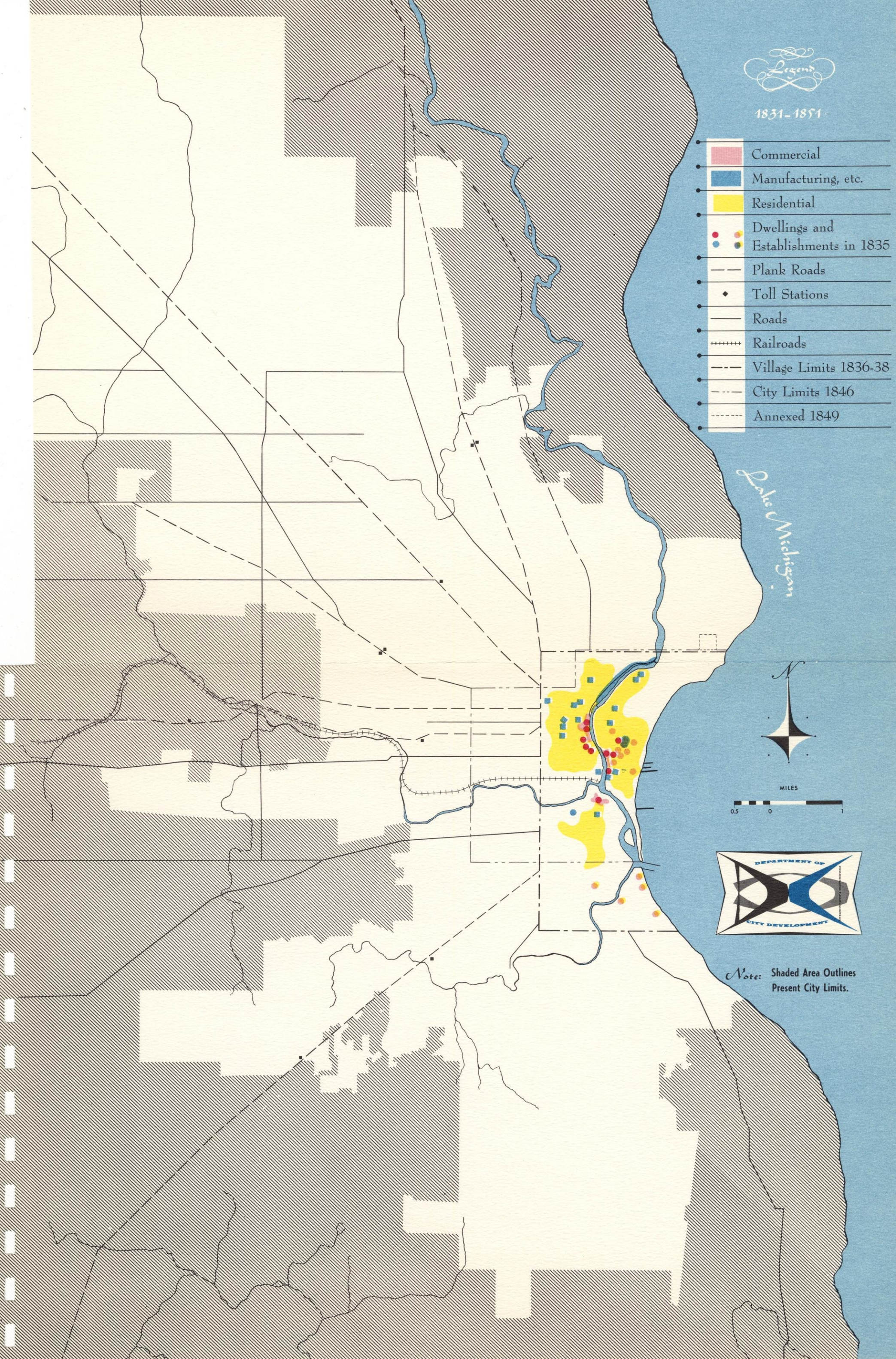
1831-1851

- Commercial
- Manufacturing, etc.
- Residential
- Dwellings and Establishments in 1835
- Plank Roads
- Toll Stations
- Roads
- Railroads
- Village Limits 1836-38
- City Limits 1846
- Annexed 1849

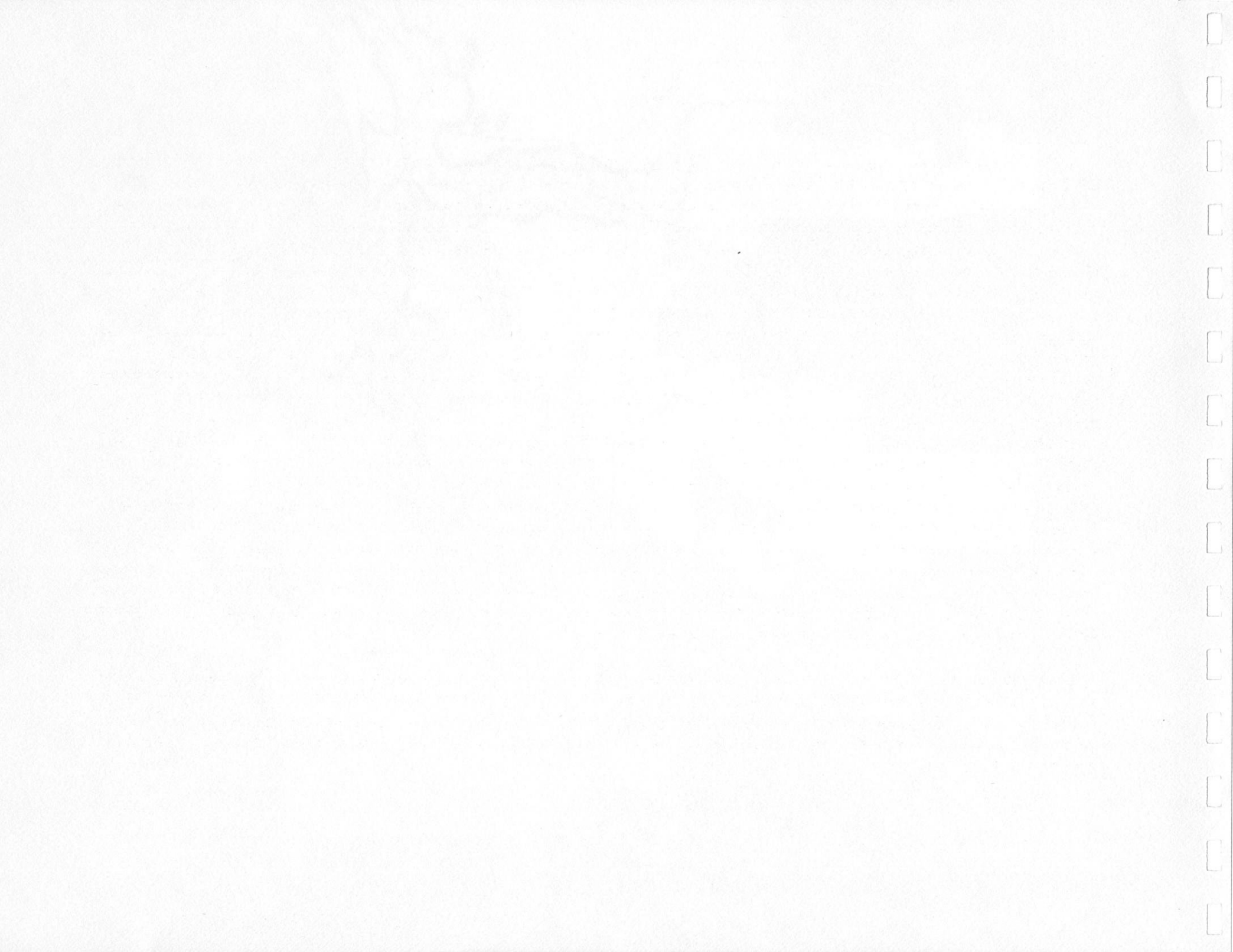
*Lake Michigan*



*Note:* Shaded Area Outlines Present City Limits.







## 1851-1890

Interest was so centered on trade during the first generation of cityhood that not until the 1860's was serious consideration given to manufacturing as an essential segment of the city's economy. From the time of incorporation to the 1870's the economy was dominated by wheat and hog trade. In 1862, six years after the start of direct wheat shipments to Europe, Milwaukee was the world's primary export point of that commodity. The early development of rail and lake transport facilities was primarily responsible for this trend. Extension of the city's initial railroad to Prairie du Chien in 1857, coupled with the relocation of the original river mouth channel permitted direct shipments from the Mississippi River to the east coast. It is interesting to note that public funds paved the way for these ventures. From an initial investment of \$100,000 in 1851 the city's subsidy in the Mississippi Railroad Company reached \$1,614,000 in 1858. Similarly, with the harbor improvement; when the river opening was moved 3,000 feet north of the original source, the city's cost was \$445,971 and the Federal Government's was \$83,973.

Additional rail expansion to the hinterland in the fifties and late sixties resulted in Milwaukee becoming the transportation center of the state. By 1873, eight railroad lines with fourteen branches radiated from the city. Between 1860 and 1867, eleven ship lines served the city. Ten years later steamers to Ludington, Michigan, linked the city with railroad trunk lines to the east coast. With the decline of wheat trade, initiated by the east-west overland rail network via Chicago in 1866, local shippers turned their attention to coarse grains used by the malt, brewing and milling industries.

Prior to this time manufacturing consisted mainly of small shops, but as a result of improved transit facilities and the Civil War impact, Milwaukee's economy was soon bolstered with many of the large enterprises that are associated with the city to this day. Unlimited supplies of livestock, hides and tanbark were a great stimulus to the meat packing and tanning industries; the latter growing so vigorously that by 1872 Milwaukee was the largest tanning center in the world. Demands for machinery and iron products from the expanding country to the west and the growing farm population gave impetus to the metal trades. This led to the establishment of the city's first major iron works, which by 1873 had grown to be the nation's largest. Similar expansion of the brewing and milling industries accelerated production in the late sixties to make Milwaukee the nation's top beer supplier and largest flour milling center in the West.

Despite the increasingly vigorous economic activity Milwaukee's growth in area was not very rapid and no major annexations occurred until 1856-1857 and again in 1889. After 1880 the city experienced a steady population growth with












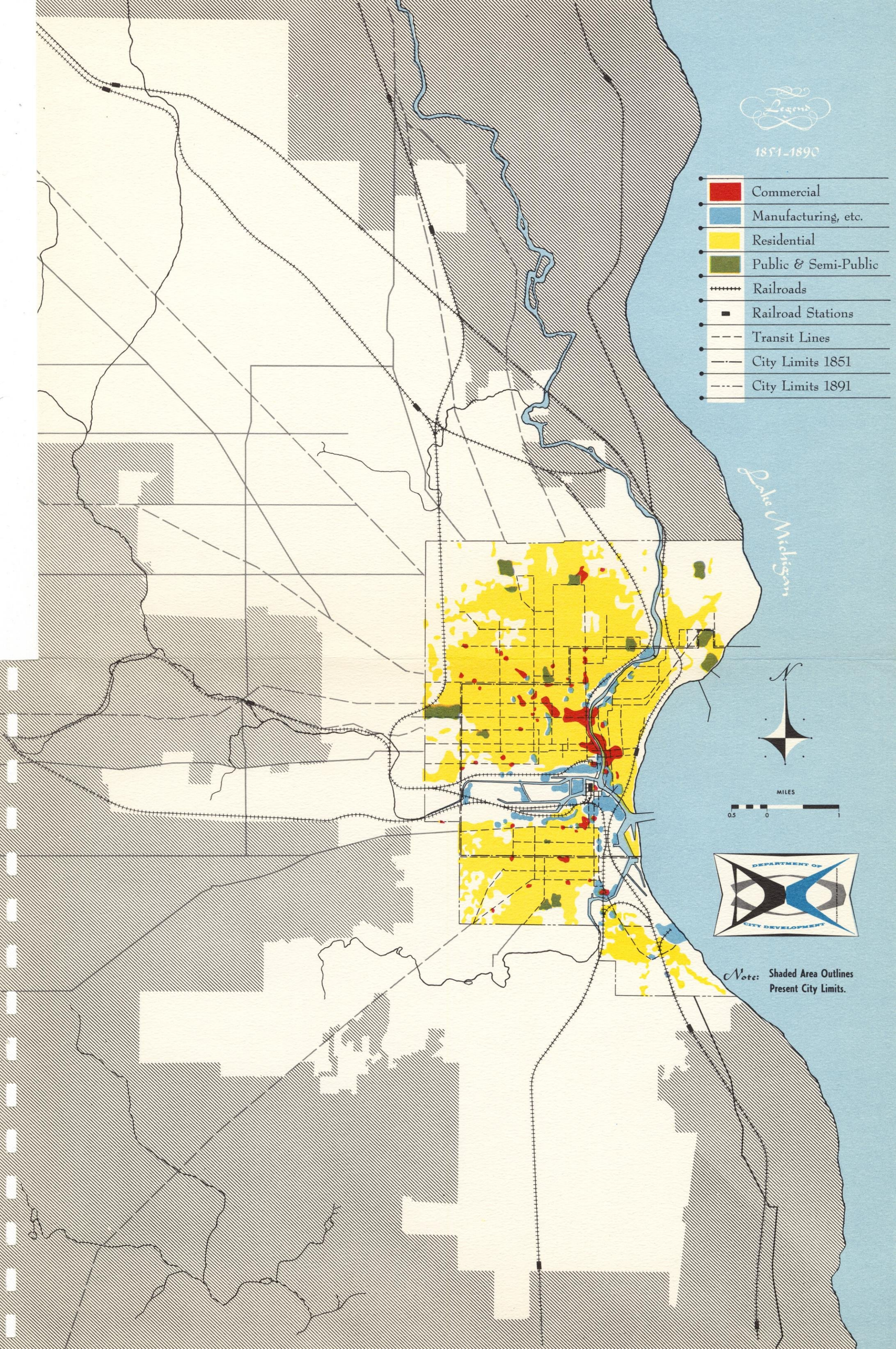
an annual increase of approximately 10,000 people per year. Prior to this period, population increases were basically the result of major influxes of immigrants; the Germans and Scandinavians in 1840, the Polish in 1860 and the Italians in 1861. Franchises issued for horse drawn railways in the period from 1859 to 1881, which were predicated on the needs of the people, reflected city growth and development on the north and south sides of the city. Expansion of the central commercial cluster occurred on the east and west banks of the Milwaukee River. Strip commercial developments appeared along the major thoroughfares bisecting the heavily populated "German Town" area on the north-west side of the city. Other commercial diversification resulted in widely dispersed business sections appearing on the north and south sides; the latter predominating. Although there was a tendency for small manufacturing establishments to cluster within the residential area on the near north side, major manufacturing developments occurred primarily in the Menomonee Valley in the inner harbor and along the upper Milwaukee River south of the dam, thus forming the industrial region that exists to this day.



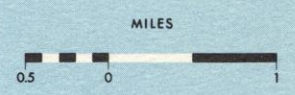
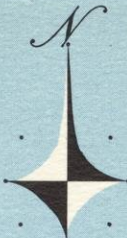
Legend

1851-1890

-  Commercial
-  Manufacturing, etc.
-  Residential
-  Public & Semi-Public
-  Railroads
-  Railroad Stations
-  Transit Lines
-  City Limits 1851
-  City Limits 1891



Lake Michigan



Note: Shaded Area Outlines Present City Limits.







## 1890-1918

Although the union of commerce and manufacturing solidified in the period from 1870 to 1910 and led to a sound economic base, transportation continued to be regarded as the key to city growth. The promotional drive that had pushed the community's railroads to completion was now focused on Milwaukee's port, and to a lesser degree on the interurban electric railway system. Inner harbor development, which had progressed gradually since establishment of the Canal Commission in 1869, accelerated to new proportions in the 1890's. Intensive channeling and dredging activity, spurred on by public and private funds, encouraged construction of new dock facilities for the growing commercial and manufacturing firms. However, growing recognition of the potential of the inner harbor for future industrial expansion, plus signs of increased shipping congestion on the river channels, later prompted the municipality to concentrate its efforts on development of the outer harbor area. With the start of condemnation proceedings for the acquisition of Jones Island in 1909, and the acquisition of riparian rights for land north of the harbor entrance in 1914, the stage was set for a program of extensive water and rail terminal development.

Transportation between the city, its suburbs and outlying rural communities was greatly stimulated by the initiation of the interurban electric railway line in 1896. Providing fast, dependable and near round-the-clock service previously unattained by horse-drawn vehicle and steam locomotive conveyances, interurban transit became extremely popular and proceeded to expand at a rapid pace. Aside from the excellent passenger commuter service, the interurban also furnished rapid merchandise and produce transport, although at rates slightly higher than those of the steam railroads. In 1908, three trunk lines serving an average of 30,000 daily passengers radiated 50 miles from the city center to such distant points as Sheboygan, Watertown, East Troy, Burlington and Kenosha. Later in the same year, expansion reached its peak when service was extended across the state line to Chicago.

Commercial activity, as reflected in freight and shipping receipts, reached a high point at the turn of the century and in 1916 set an unprecedented high of 23 million short tons. Wholesale merchandising and lake commerce were the principal contributors to the increase; the value of the former exceeding manufacturing output by 100 million dollars. The coal trade, having been firmly established in 1891, outranked other major bulk commodities such as grain and salt. From 1910 on, coal dominated the city's waterborne commerce and after 1913 Milwaukee was regarded as the largest coal distributing point on the Great Lakes.

Milwaukee's greatest industrial gain (88%) took place in the years between 1899 and 1909. Major production was geared to machinery, packed meat, leather, malt liquor and textiles; but some inroads were made by the iron and steel industries which benefited from the city's close proximity to the Superior ore mines and the favorable freight charges on coal and coke. The impact of World War I further bolstered the city's industrial output, which in 1917, exceeded the one half billion dollar mark for the first time. Chief recipients of wartime orders were the heavy metal, tanning and meat packing industries. However, the brewing and malt industries, having suffered a decline due to national reforms, increased momentarily by gaining access to South American markets formerly supplied by Germany.

City growth and development from 1890 on, although involving smaller areas as compared to prior years, continued in the same rapid and haphazard manner. It was not until the Board of Public Land Commissioners was created in 1915 that overall comprehensive planning began to effect city development. Although continued development in the heart of the city led to a well defined central business district and a harbor oriented industrial complex, the trend towards decentralization became more pronounced as transportation technologies advanced. Outward population movements stimulated secondary business districts. What are now known as the Mitchell Street, the Twelfth and Vliet and the Upper Third Street shopping areas began to form in the late 1800's and early 1900's. The expansion of outlying belts of railroad oriented manufacturing was stimulated in like manner. The north-west section of the city, with its high population densities, continued to show the greatest growth activity. Also, the south and east sides developed rapidly following establishment of the Polish community, which by 1910 occupied nearly all of the south-west part of the city, and the Italian colony on the lower east side.



*Legend*

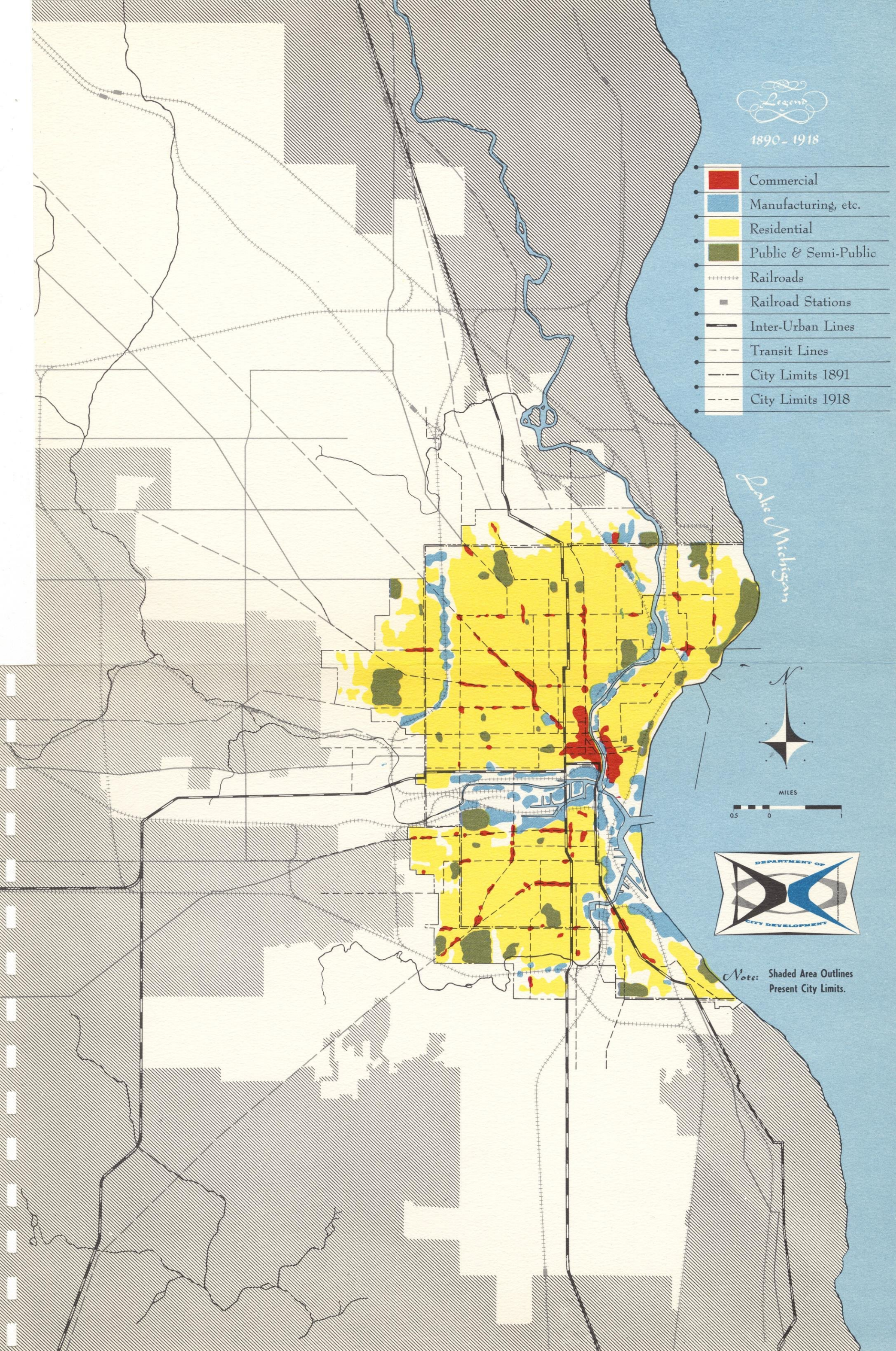
1890 - 1918

- Commercial
- Manufacturing, etc.
- Residential
- Public & Semi-Public
- Railroads
- Railroad Stations
- Inter-Urban Lines
- Transit Lines
- City Limits 1891
- City Limits 1918

*Lake Michigan*



*Note:* Shaded Area Outlines Present City Limits.







## 1918-1940

Despite the affects of the depression years the city of Milwaukee experienced a period of unparalleled growth and development in the years between World Wars I and II. The annexation of adjoining areas increased the city's land area by nearly 50 per cent and was responsible in part for the 30 per cent increase in population which occurred while the birth-rate was declining and a strong post World War I movement to the suburbs was taking place.

This was the era of the "Milwaukee bungalow" and the duplex. Built generally on 40 foot lots, during a period of extensive subdivision and building activity, these two dwelling types predominate in a ring around the older central city bounded roughly by Capitol Drive on the north, 60th Street on the west and Oklahoma Avenue on the south.

The control and guidance of land use through city planning efforts advanced considerably during this period. Under the auspices of the Board of Public Land Commissioners the city's first comprehensive zoning ordinance, one of the earliest in the nation, was adopted in 1920. The initial plan for the county parkway system was drawn up in 1923 and set the policy for parkland acquisition along natural waterways. This was followed, in 1936, by the placing of all existing and future city parks under the jurisdiction of Milwaukee County; a move which brought overall park planning and development under a single administrative control and fostered development of our present metropolitan park system. A subdivision platting guide was published in 1923 and a plan for the city's thoroughfare system was adopted in 1930. In 1928 the city embarked on an early form of urban renewal when it began a 10 year comprehensive clearance program under which nearly 6,000 obsolescent and deteriorated structures were razed in the older sections of the city.

Federally sponsored public works programs in the 1930's accelerated the expansion of recreation facilities; made possible the continued construction and resurfacing of streets; developed Milwaukee's first low rent housing project; constructed a 4.5 million dollar water filtration plant and an addition to the sewage disposal plant; and added many miles of water and sewer mains.

Industrial development continued. Although the number of major firms in the city decreased, the physical expansion of existing plants increased along with industrial employment. The metal trades continued to dominate the community's economy and by 1940 over 45 per cent of the city's factory workers were engaged in the manufacture of metal products. The repeal of prohibition in 1933 signaled a major expansion program in the brewing industry.



Milwaukee's water borne commerce continued to be dominated by coal shipments until 1938 when power conversions to oil and electricity accentuated the decline in the use of coal begun by the industrial inactivity of the early 1930's. A declining grain trade further contributed to a transition in harbor activities. Car ferry traffic became increasingly important following completion of the municipal terminal in 1929. Petroleum products made strong inroads from 1936 on. With the exception of the completion of the federal breakwater in 1929 and extensive terminal construction between 1927 and 1933, few improvements were made to the outer harbor. By 1940 most lake-rail trans-shipments were still being handled in the inner harbor.

The quest for faster transportation led to other advances. In 1919 the first municipal airport was established by Milwaukee County at what is now Currie Park. Limited in size, the site was abandoned in 1926 in favor of the present facility on the south side now known as General Mitchell Field. In 1927 regular air transport service was initiated. At about the same time the first commercial flight across Lake Michigan was made from Milwaukee.

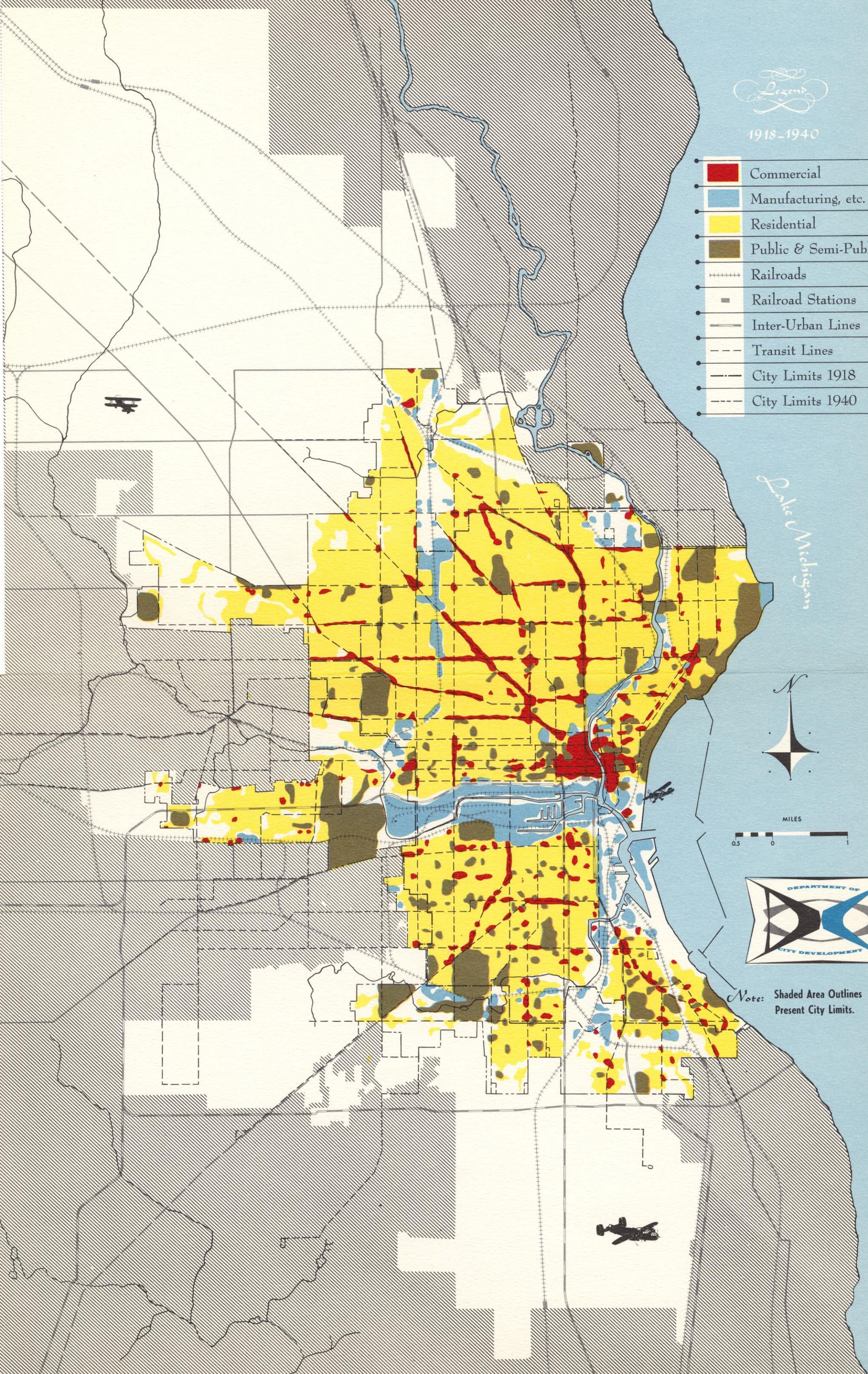
Railroad service was improved in the 1930's when the two major rail lines introduced high speed steam powered trains. Known as the "Hiawatha" and the "400" they were capable of speeds in excess of 100 miles per hour. Their later conversion to diesel powered streamliners further increased their efficiency and comfort and resulted in closer ties between Milwaukee, Chicago and Minneapolis-St. Paul.



*Legend*

1918-1940

- Commercial
- Manufacturing, etc.
- Residential
- Public & Semi-Public
- Railroads
- Railroad Stations
- Inter-Urban Lines
- Transit Lines
- City Limits 1918
- City Limits 1940



*Lake Michigan*



*Note:* Shaded Area Outlines Present City Limits.





## 1940-1962

Several major factors influenced the growth of Milwaukee during this 22 year period. The end of World War II brought to a close a period of relative stagnation in the city's development which was forced upon it by wartime restrictions. The return to peace time conditions heralded an era of intensive activity in the fields of housing, annexation, transportation, construction, industrial production, commerce and municipal facilities. Technological developments in these fields played an important role in shaping the land use pattern which emerged. The Board of Public Land Commissioners (since given the title of City Plan Commission) recognized the need to guide the anticipated rapid growth of the community and in 1947 adopted Milwaukee's first city wide Master Plan.

Veterans returning to civilian life brought with them a demand for new housing, resulting in a boom period for the home building industry. Several public housing projects, two for low-income families and three for veterans and their families, were constructed between 1949 and 1952 in an attempt to alleviate the housing shortage. Private residential construction was at first devoted primarily to single family homes. This was followed by a new trend whereby two story multiple family structures were intermixed with single family dwellings in outlying areas of the city.

Engaged in an extensive annexation program from 1945 to 1962, the city of Milwaukee increased in size to its present 97.4 square miles. A large, generally undeveloped area for future city growth was opened up in 1961 with the annexation of the Town of Granville. The importance of this area to Milwaukee's expansion possibilities became increasingly apparent as newly incorporated communities continued to ring the city and cut off future avenues of growth.

Industrial and commercial development occurred, for the most part, in outlying areas of the city. One and two story structures with extensive land coverage were built to meet the needs created by modern production and marketing techniques. Commercial activities began, in the early 1950's, to group together with other compatible sales and service activities to form neighborhood and regional shopping centers; accounting in part for the rapid decline of the small independent neighborhood store.

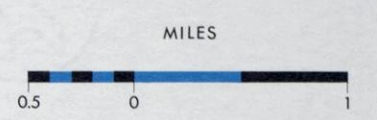
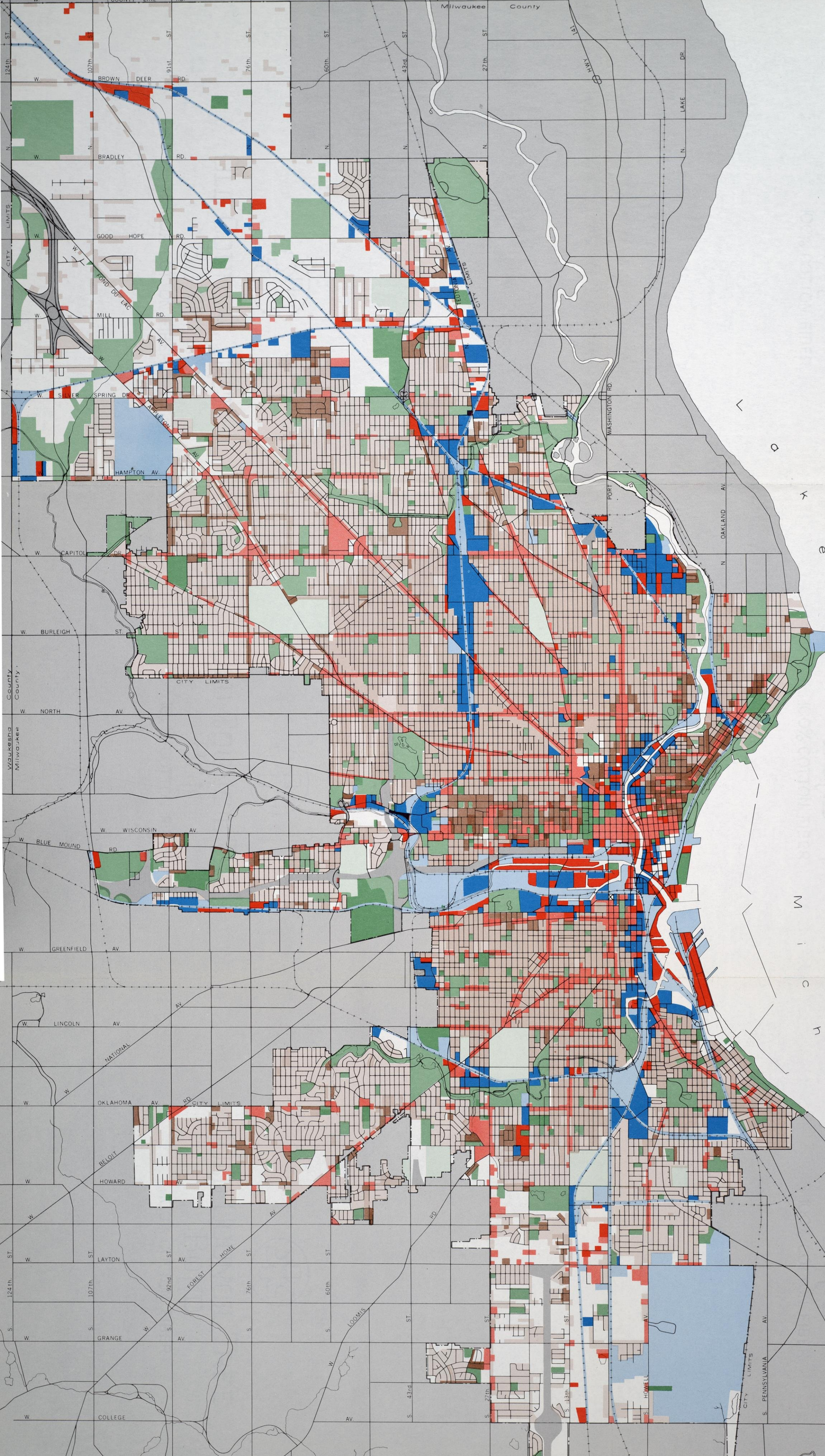
Land use needs of the various modes of public and private transportation increased rapidly as efforts were made to keep pace with the upsurge in automobile registrations and the results of improved equipment and techniques used in the mass movement of people and goods. The long awaited freeway system progressed beyond the planning stage and began to take shape on the ground. The great amounts of land required necessitate the removal of a substantial portion of the city's housing stock and extensive relocation services have had to be provided. Public and private off-street parking facilities



were programmed to handle the expected increase in the number of automobiles reaching the downtown area. Runways at General Mitchell Field were extended with the introduction of jet aircraft resulting in new land use problems caused by higher noise levels and altered flight patterns. The opening of the St. Lawrence Seaway in 1959 brought about the dredging of Milwaukee's harbor entrance and docking berths to accommodate large ocean going vessels. New piers and storage facilities were constructed to handle the increased cargoes. By 1961 the Port of Milwaukee had gained more overseas tonnage than any other American Great Lakes port ranking fourth in grain exports.

Urban renewal—the publicly sponsored activity which will, in addition to freeway construction, have the most pronounced impact on the city's land use—got its start in Milwaukee in 1952 when the Lower Third Ward Redevelopment Project was initiated. This was followed by the initial approvals of the Hillside Neighborhood project in 1953, the Lower East Side General Neighborhood Renewal Plan in 1956 and the Kilbourntown No. 3 and East Side "A" projects in 1960. These projects, plus considerable private rebuilding and new construction in the central business district, appeared to be the for-runners of a "renaissance" in the older central city area. With the initiation of the Community Renewal Program studies in 1961 the city began a comprehensive program of guiding future city growth and renewal in an orderly manner.





# MILWAUKEE'S EXISTING LAND USE



SOURCE: DEPT. OF CITY DEVELOPMENT  
FIELD SURVEY 1962

## Legend

- ONE FAMILY STRUCTURES
- TWO FAMILY STRUCTURES
- 3-9-FAMILY STRUCTURES
- 10 + FAMILY STRUCTURES
- COMMERCIAL
- HEAVY COMMERCIAL AND LIGHT MANUFACTURING
- INDUSTRIAL
- TRANSPORTATION AND UTILITIES
- SCHOOLS, RECREATION
- PUBLIC, SEMI-PUBLIC
- CEMETERIES







General Land Use  
Characteristics, 1962



Population and Area Characteristics: Milwaukee, 1850-1962

Table 1 illustrates population and area growth in the city of Milwaukee from 1850 through 1962. During this 112 year time span, the population grew from slightly more than 20,000 to over 756,000 people and the area was enlarged from 7.1 to 97.4 square miles.

A comparison of population with gross area during this period indicates a range of gross population densities from a low of 43.6 persons per acre in 1850 to a high of 273.8 persons per acre in 1920. Since 1920 a downward trend has occurred to the extent that the city wide population density in 1962 was very nearly the same as it was in 1880; 121.4 as compared with 119.8 persons per acre. This was mainly the result of annexations of large amounts of vacant and agriculturally used lands, as well as the post World War II development of vast new residential areas with predominantly single-family structures on relatively large lots.



TABLE 1  
**POPULATION & AREA CHARACTERISTICS**  
 CITY OF MILWAUKEE, 1850-1962

YEAR	POPULATION	GROSS AREA		GROSS POPULATION DENSITY	
		SQ. MILES	ACRES	PER SQ. MILE	PER ACRE
1850	20,061	7.190	4,601.60	2,295	43.6
1860	45,246	15.068	9,643.52	3,002	46.9
1870	71,440	15.068	9,643.52	4,741	74.1
1880	115,497	15.068	9,643.52	7,665	119.8
1890	204,468	16.839	10,776.96	12,143	189.7
1900	285,315	22.159	14,181.76	12,876	201.2
1910	373,857	22.684	14,517.76	16,349	257.5
1920	457,147	26.089	16,696.96	18,213	273.8
1930	578,249	41.700	26,688.00	13,867	216.7
1940	587,472	44.126	28,240.64	13,314	208.0
1950	637,392	50.190	32,121.60	12,711	198.4
1960	741,324	91.100	58,304.00	8,137	127.1
1962	756,450*	97.366	62,314.24	7,769	121.4

\*ESTIMATE BY DEPARTMENT OF CITY DEVELOPMENT

SOURCE: MILWAUKEE METROPOLITAN FACT BOOK,  
 H. YUAN TIEN, 1962; and D. C. D.



POPULATION & AREA CHARACTERISTICS

CITY OF MILWAUKEE 1850-1962

Land Use Comparison - 1950 & 1962

As indicated by Figure 1 and Table 2 the city's physical growth from 1950 to 1962 was not shared equally by all types of land use. While Milwaukee's total area nearly doubled and all land use categories had substantial increases in acreage the proportionate share of the city's land area occupied by residences, streets and other public ways, and vacant lands changed considerably. Residential land use declined from 40.1 per cent of the city's area in 1950 to 27.9 per cent in 1962 and land used for streets and other public ways declined from 27.7 per cent of the city's area in 1950 to 21.7 per cent in 1962. On the other hand, vacant land, which for purposes of this report includes agriculturally used lands, increased from 6.9 per cent of the city's area in 1950 to 23.9 per cent in 1962 due primarily to numerous annexations during this 12 year period. Commercial and public and semi-public uses made very slight proportional gains while industrially used land remained at the same level, having almost doubled in acreage as did the city itself.

A somewhat different picture is presented by Table 3 which is similar to Table 2 except that the comparisons are based on the developed area of the city rather than the total area; the developed area including streets but excluding vacant and agriculturally used lands. The residential land use classification's proportionate share still dropped substantially from 1950 to 1962 but only half as much as in Table 2. The per cent of land devoted to streets declined slightly while commercial, industrial, and public and semi-public categories showed modest increases.

Table 3, being based on the developed area of the city, presents a more accurate picture of the land use requirements generated by Milwaukee's population than does Table 2 which includes large quantities of recently annexed vacant land which cannot be related directly to the city's previous land use needs.



FIGURE 1  
**AMOUNT OF LAND IN USE BY TYPE AND YEAR**

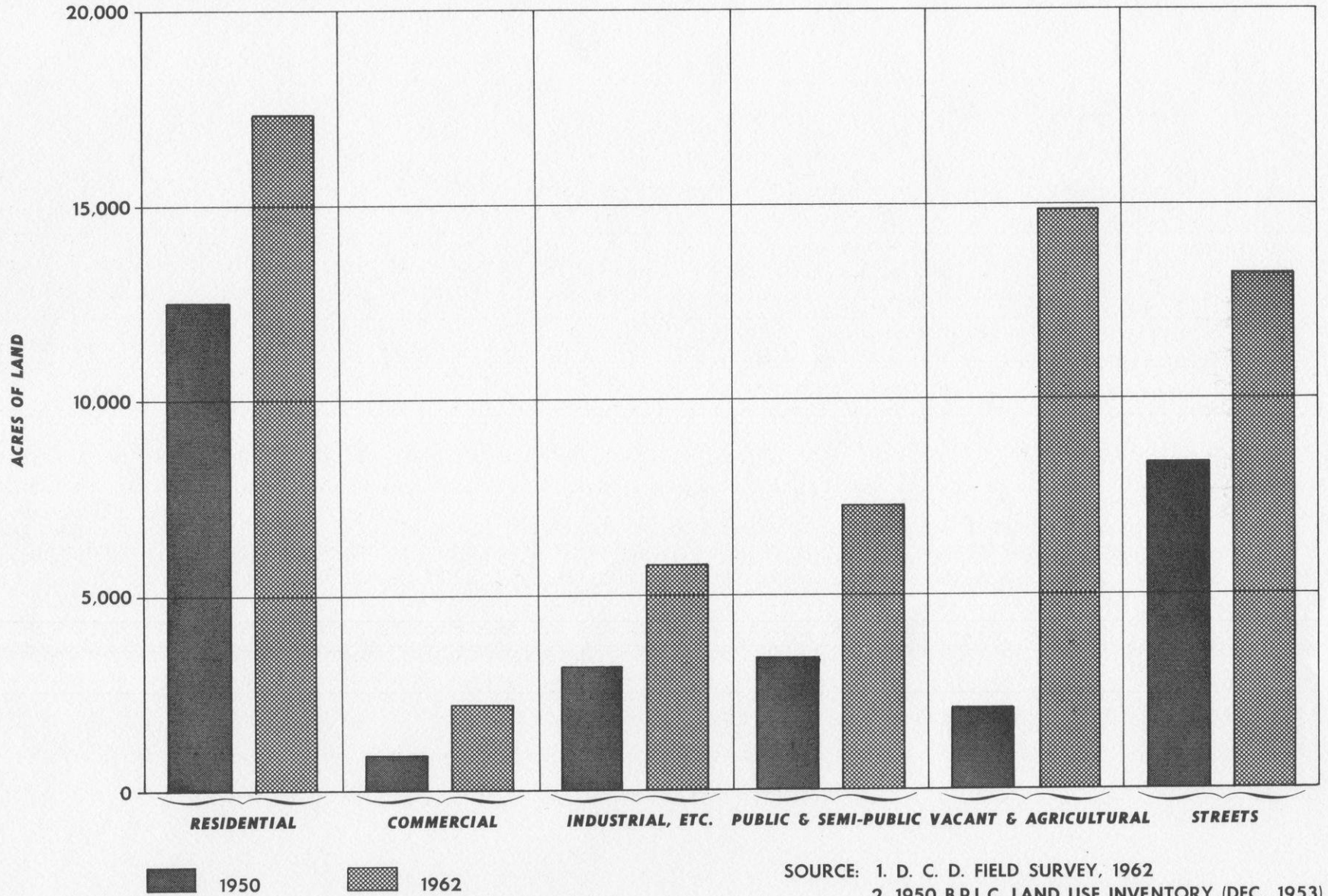








TABLE 2  
**LAND USE COMPARISON**  
**TOTAL CITY AREA**  
**1950 AND 1962**

CLASS OF USE	1950		1962		NET CHANGE	
	ACRES	GROSS AREA	ACRES	GROSS AREA	ACRES	PERCENTAGE
RESIDENTIAL	12,620	40.1%	17,367	27.9%	+4,747	+37.6%
COMMERCIAL	905	2.9%	2,380	3.8%	+1,475	+162.9%
INDUSTRIAL	3,293	10.5%	6,453	10.4%	+3,160	+95.9%
PUBLIC & SEMI-PUBLIC	3,758	11.9%	7,656	12.3%	+3,898	+103.7%
VACANT & AGRICULTURAL	2,157	6.9%	14,942	23.9%	+12,785	+592.7%
STREETS	8,727	27.7%	13,516	21.7%	+4,789	+54.9%
<b>TOTALS</b>	<b>31,460</b>	<b>100.0%</b>	<b>62,314</b>	<b>100.0%</b>	<b>+30,854</b>	<b>+98.1%</b>

TABLE 3  
**LAND USE COMPARISON**  
**DEVELOPED CITY AREA**  
**1950 AND 1962**

CLASS OF USE	1950		1962		NET CHANGE	
	ACRES	DEVELOPED AREA	ACRES	DEVELOPED AREA	ACRES	PERCENTAGE
RESIDENTIAL	12,620	43.1%	17,367	36.7%	+4,747	+37.6%
COMMERCIAL	905	3.1%	2,380	5.0%	+1,475	+162.9%
INDUSTRIAL	3,293	11.2%	6,453	13.6%	+3,160	+95.9%
PUBLIC & SEMI-PUBLIC	3,758	12.8%	7,656	16.2%	+3,898	+103.7%
STREETS	8,727	29.8%	13,516	28.5%	+4,789	+54.9%
<b>TOTALS</b>	<b>29,303</b>	<b>100.0%</b>	<b>47,372</b>	<b>100.0%</b>	<b>+18,069</b>	<b>+61.7%</b>

SOURCE: D. C. D. FIELD SURVEY, 1962  
 B. P. L. C. LAND USE INVENTORY, 1950



TABLE 4  
LAND USE COMPARISON  
TOTAL CITY AREA  
1950 AND 1962

Land Use - Population Comparison

In recent years many types of land use have demanded larger sites. The result of this trend, as reflected in Table 4 has been an overall increase in the number of acres used per person in each land use category.

The rise in residential acreage from 1.97 acres per 100 persons in 1950 to 2.30 acres per 100 persons in 1962 is a reflection, in part, of the desire of many home owners for more "elbow room" in new single-family areas as opposed to the formerly typical "Milwaukee bungalow" and duplex developments on lots having 30 and 40 foot minimum widths. The increase can also be traced to the adoption of the "F-District" zoning ordinance amendment in 1955 which established lot area and width requirements ranging from 6,000 square feet of area per family and a minimum average width of 50 feet in the "F-1" district to 20,000 square feet per family and a minimum average width of 100 feet in the "F-5" district.

The use of larger sites for commercial and industrial uses also shows up in Table 4 and reflects the provision of large on-site parking facilities as well as the increased use of one and two story structures requiring extensive land areas.

Public and semi-public acres per 100 persons increased rapidly due primarily to the substantial amounts of recreation land brought into the city through annexations.



TABLE 4  
**LAND USE/POPULATION COMPARISON**  
 CITY OF MILWAUKEE, 1950 AND 1962

LAND USE	1950 ACRES PER 100 POPULATION	1962 ACRES PER 100 POPULATION	INCREASE ACRES PER 100 POPULATION
<b>RESIDENTIAL</b>	1.97	2.30	.33
<b>COMMERCIAL</b>	0.14	0.31	.17
<b>INDUSTRIAL</b>	0.52	0.85	.33
<b>PUBLIC &amp; SEMI-PUBLIC</b>	0.59	1.01	.42
<b>STREET R. O. W.</b>	1.37	1.79	.42

**POPULATION: 1950 - 637,392**

**POPULATION: 1962 - 756,450\***

SOURCE: D. C. D. FIELD SURVEY, 1962  
 B. O. P. L. C. LAND USE INVENTORY, 1950  
 U. S. CENSUS OF POPULATION, 1950 and 1960

*\*ESTIMATE BY DEPARTMENT OF CITY DEVELOPMENT*



Amount of Land in General Use Zoning Districts, by Year

In Figure 2 the amount of land in general use zoning districts is compared for the years 1941, 1951, and 1961. During the period from 1941 to 1951, the total amount of zoned land increased slightly. However, due to numerous annexations the amount of zoned land more than doubled between 1951 and 1961.

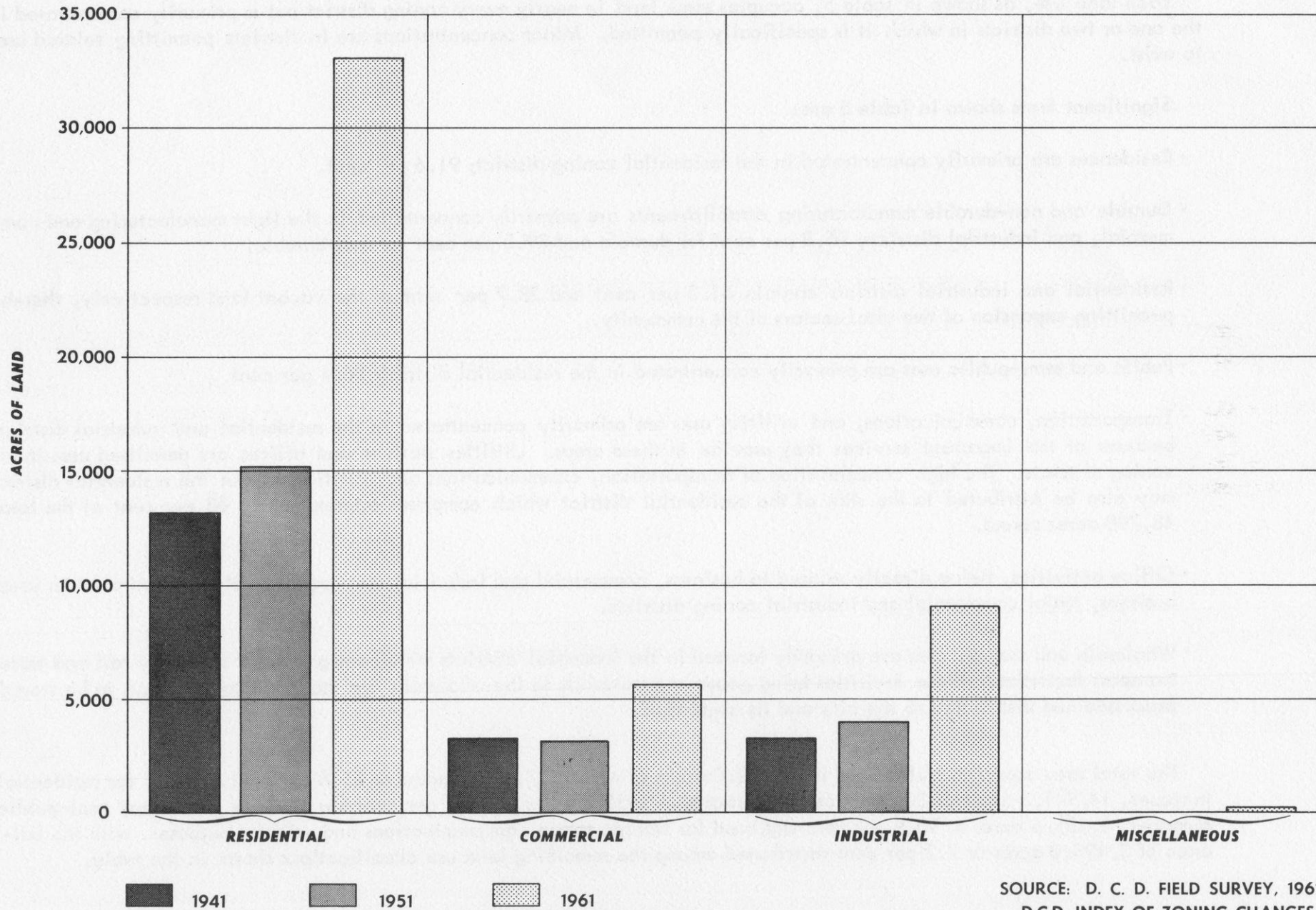
On an individual use zoning district basis, residentially zoned land increased most with industrially, commercially and miscellaneous zoned land\* increasing in substantially lesser amounts respectively.

The relationship between the major use zoning districts remained virtually constant during the three time periods covered. A larger amount of land is zoned residential than either commercial or industrial since a smaller number of people per acre may be served by this use depending upon the location of the land. With the increase in single and two-family structures and the change in the zoning ordinance requiring a minimum average width of 50 feet on all lots the necessity for a larger residentially zoned area resulted.

\*Miscellaneous includes: Parking District (1-30-51 Zoning Ordinance Amendment),  
Agricultural District (2-23-54 Zoning Ordinance Amendment),  
Planned Development District (4-18-61 Zoning Ordinance Amendment).



FIGURE 2  
**AMOUNT OF LAND IN GENERAL  
 USE ZONING DISTRICTS, BY YEAR**



SOURCE: D. C. D. FIELD SURVEY, 1962  
 D.C.D. INDEX OF ZONING CHANGES



## Distribution of Land Use by Zoning District

Each land use, as shown in Table 5, occupies some land in nearly every zoning district but is primarily concentrated in the one or two districts in which it is specifically permitted. Minor concentrations are in districts permitting related uses to exist.

Significant facts shown in Table 5 are:

- Residences are primarily concentrated in the residential zoning district; 91.6 per cent.
- Durable and non-durable manufacturing establishments are primarily concentrated in the light manufacturing and commercial, and industrial districts; 95.8 per cent for durable and 89.3 per cent for non-durable.
- Residential and industrial districts contain 61.3 per cent and 28.7 per cent of the vacant land respectively, thereby permitting expansion of two vital sectors of the community.
- Public and semi-public uses are primarily concentrated in the residential district; 86.4 per cent.
- Transportation, communications, and utilities uses are primarily concentrated in the residential and industrial districts because of the important services they provide in these areas. Utilities stations and offices are permitted uses in all zoning districts. The high concentration of transportation, communications and utilities uses in the residential district may also be attributed to the size of the residential district which comprises approximately 68 per cent of the total 48,798 acres zoned.
- Office activities, being directly related to business, commercial and industrial uses are primarily concentrated in local business, major commercial and industrial zoning districts.
- Wholesale and storage uses are primarily located in the industrial districts which are generally served by rail and water transport facilities. These facilities bring goods and materials to the wholesale and storage establishments to be stored, processed and distributed to the city and its hinterland.

The total area zoned in Milwaukee is 48,798.0 acres of which; 17,366.9 acres or 35.6 per cent are used for residential purposes, 14,941.3 acres or 30.6 per cent are vacant, 7,656.2 acres or 15.7 per cent are used for public and semi-public purposes, 5,335.6 acres or 10.9 per cent are used for transportation, communications and utilities purposes, with the balance of 3,498.0 acres or 7.2 per cent distributed among the remaining land use classifications shown in the table.



TABLE 5  
**DISTRIBUTION OF LAND USE  
 BY ZONING DISTRICT**

ZONING DISTRICTS	LAND USES										NET AREA ZONED (ACRES)
	RESIDENTIAL	RETAIL	OFFICE	SERVICE	WHOLESALE	DURABLE	NON-DURABLE	TRANSPORTATION	PUBLIC	VACANT	
RESIDENTIAL	91.6	10.0	5.7	13.1	1.9	2.1	2.1	25.4	86.4	61.4	33,188.3
RESTRICTED OFFICE	*	—	0.3	—	—	—	—	*	*	*	9.2
NEIGHBORHOOD BUSINESS	0.3	1.6	2.4	1.7	*	—	—	0.3	0.1	0.3	134.3
LOCAL BUSINESS	5.6	64.9	38.2	49.4	2.7	1.4	2.2	6.0	2.4	3.2	2,752.2
PARKING	*	0.5	4.1	0.2	0.1	—	0.1	1.8	*	0.1	138.9
MAJOR COMMERCIAL	0.2	4.6	11.5	5.2	2.0	0.7	5.9	1.9	0.9	0.2	356.2
LIGHT MANUFACTURING COMMERCIAL	1.6	11.3	7.7	14.8	10.4	8.8	16.6	13.5	0.7	6.0	2,347.2
INDUSTRIAL	0.7	7.1	30.1	15.6	82.9	87.0	73.1	49.3	4.2	28.7	9,349.7
SPECIAL	—	—	—	—	—	—	—	1.6	4.8	0.1	463.6
PLANNED DEVELOPMENT	—	—	—	—	—	—	—	—	—	*	9.6
AGRICULTURAL	—	—	—	—	—	—	—	0.2	0.5	*	48.8
TOTALS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
TOTAL NET AREA USED (ACRES)	17,366.9	822.1	226.4	239.5	1,093.1	795.5	321.4	5,335.6	7,656.2	14,941.3	48,798.0

\* LAND AREA IS LESS THAN 0.1% OF THE TOTAL.

SOURCE: D. C. D. FIELD SURVEY, 1962







## Land Use Composition of Zoning Districts

Table 6, as contrasted with Table 5, shows the land use composition of zoning districts by indicating the percentage of all of the land within each zoning district occupied by each of the major land uses.

Residential, local business, major commercial, light manufacturing and commercial, and industrial districts have all of the major types of land uses located within them.

Most of the land within a district is used for other than the specifically zoned use. These uses, however, are generally associated with the zoned use and are not in direct conflict with it. When uses are not associated with and do conflict with the zoned use, they are considered as non-conforming and are generally not permitted to exist in the district unless they were in existence prior to the passing of the zoning ordinance.

Significant facts shown in Table 6 are:

- Approximately 50 per cent of the residentially zoned land is used for residential purposes while 27.7 per cent is vacant and 19.9 per cent is used for public purposes.
- Over 75 per cent of the land zoned restricted office is vacant while only 6.2 per cent is used for office purposes.
- Over 35 per cent of the land zoned local business is used for residential purposes.
- The parking district, while having some land occupied by all but one major use, has nearly 70 per cent of its area devoted to transportation, communications and utilities purposes.
- Major commercial, light manufacturing and commercial, and industrial districts have a greater share of their land areas devoted to transportation, communications and utilities uses than do any other use districts.
- The major commercial, and light manufacturing and commercial districts have a high proportion of their areas used for residential purposes.



- A high percentage of the light manufacturing and commercial, and industrial districts is vacant, indicating extensive land is available for development within these districts.
- The "special areas", consisting mainly of the Veterans' Administration Hospital, the County Baseball Stadium and some land around the southern end of General Mitchell Field, is primarily in public and semi-public uses.
- The planned development district was established just prior to the 1962 field survey, therefore, all land within the district was vacant.

The total area zoned in the city is 48,798.0 acres of which; 33,188.3 acres or 68.0 per cent are in the residential district, 9,349.7 acres or 19.2 per cent are in the industrial district, 2,752.2 acres or 5.6 per cent are in the local business district, 2,347.2 acres or 4.8 per cent are in the light manufacturing district, with the remaining 1,160.6 acres or 2.4 per cent included in the seven other zoning districts shown in the table.



TABLE 6  
**LAND USE COMPOSITION OF  
 ZONING DISTRICTS**

LAND USES	ZONING DISTRICTS											NET AREA USED (ACRES)
	RESIDENTIAL	RESTRICTED OFFICE	NEIGHBORHOOD BUSINESS	LOCAL BUSINESS	PARKING	MAJOR COMMERCIAL	LIGHT MANUFACTURING COMMERCIAL	INDUSTRIAL	SPECIAL	PLANNED DEVELOPMENT	AGRICULTURAL	
RESIDENTIAL	47.9	6.5	36.2	35.7	6.1	9.4	12.2	1.2	—	—	—	17,366.9
RETAIL	0.2	—	10.0	19.4	2.7	10.5	4.0	0.6	—	—	—	822.1
OFFICE	*	6.2	4.0	3.2	5.0	7.3	0.7	0.7	—	—	—	226.4
SERVICE	0.1	—	3.0	4.3	0.3	3.5	1.5	0.4	—	—	—	239.5
WHOLESALE	0.1	—	0.1	1.1	0.9	6.1	4.8	9.7	—	—	—	1,093.1
DURABLE MANUFACTURING	*	—	—	0.4	—	1.6	3.0	7.4	—	—	—	795.5
NON-DURABLE MANUFACTURING	*	—	—	0.2	0.1	5.4	2.3	2.5	—	—	—	321.4
TRANSPORTATION	4.1	7.5	13.1	11.6	69.6	29.2	30.7	28.1	18.5	—	18.5	5,335.6
PUBLIC	19.9	3.0	5.1	6.8	0.6	19.0	2.3	3.5	79.8	—	81.2	7,656.2
VACANT	27.7	76.8	28.5	17.3	14.7	8.0	38.5	45.9	1.7	100.0	0.3	14,941.3
TOTALS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
TOTAL NET AREA ZONED (ACRES)	33,188.3	9.2	134.3	2,752.2	138.9	356.2	2,347.2	9,349.7	463.6	9.6	48.8	48,798.0

\* LAND AREA IS LESS THAN 0.1% OF THE TOTAL.

SOURCE: D.C.D. FIELD SURVEY, 1962



# TABLE 4 LAND USE COMPOSITION OF ZONING DISTRICTS

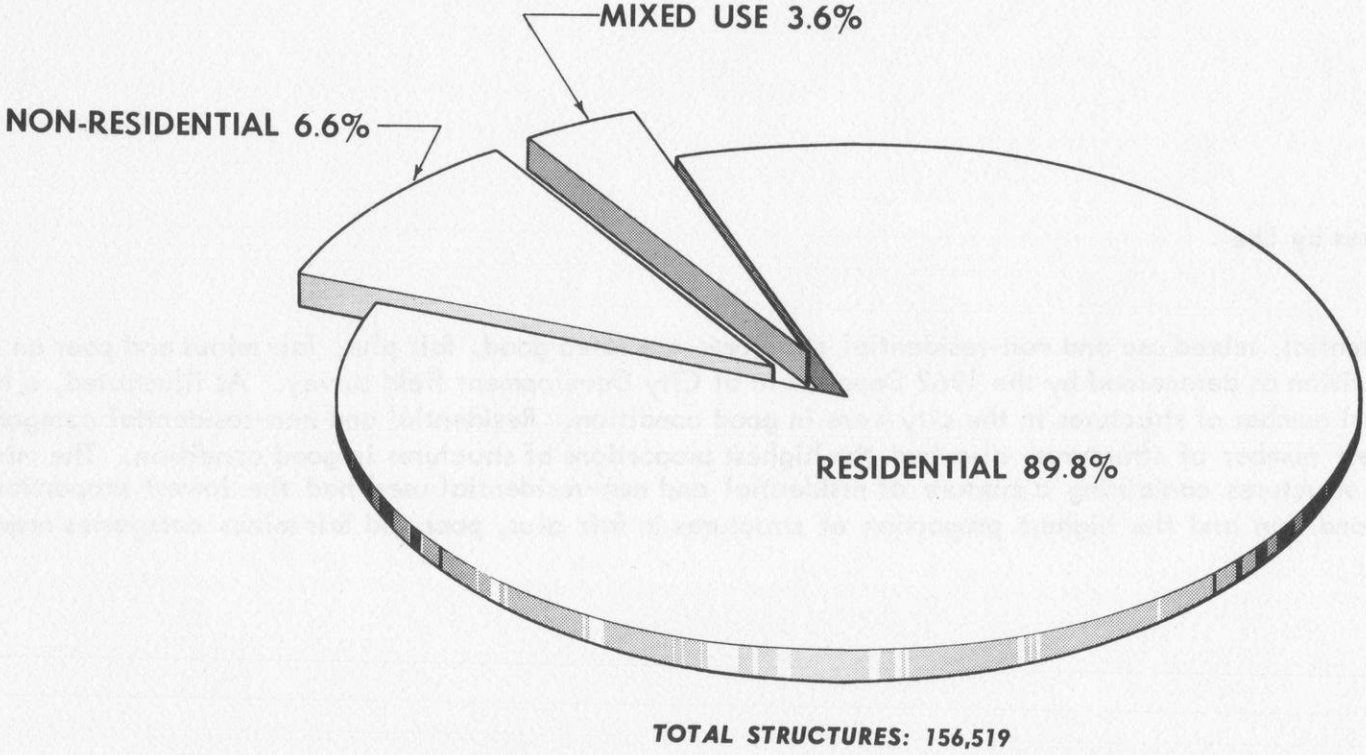
ZONING DISTRICT	TOTAL STRUCTURES	RESIDENTIAL PERCENT	RESIDENTIAL USES			NON-RESIDENTIAL USES			MIXED USES PERCENT	TOTAL PERCENT	LAND USE
			RESIDENTIAL	COMMERCIAL	INDUSTRIAL	OFFICE	RETAIL	OTHER			
...	...	...	...	...	...	...	...	...	...	...	
...	...	...	...	...	...	...	...	...	...	...	
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Distribution of Structures by Use

Figure 3 illustrates the distribution of the total number of structures in the city according to category of use. Of the 156,519 structures in the city, 140,605 or 89.8 per cent are in residential use, 10,308 or 6.6 per cent are in non-residential use and 5,606 or 3.6 per cent are in mixed residential-non-residential uses.



FIGURE 3  
**DISTRIBUTION OF STRUCTURES BY USE**  
CITY OF MILWAUKEE, 1960



SOURCE: D.C.D. FIELD SURVEY, 1962



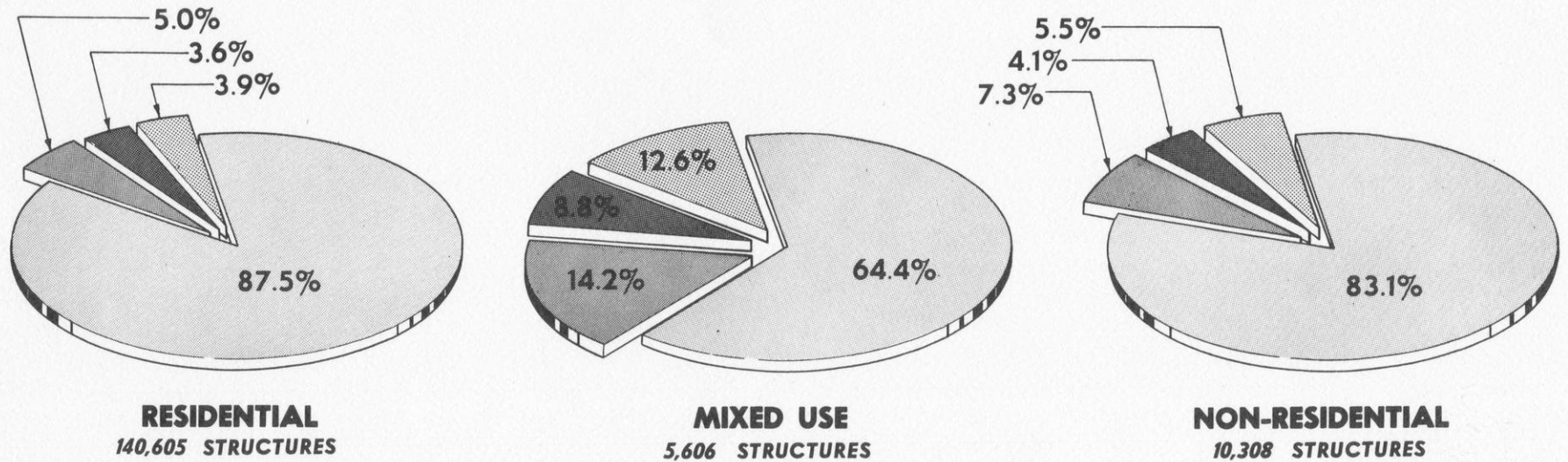
FIGURE 4  
DISTRIBUTION OF STRUCTURES BY USE  
CITY OF MILWAUKEE 1960

Condition of Structures by Use

In Figure 4, residential, mixed use and non-residential structures are rated good, fair plus, fair minus and poor on the basis of exterior condition as determined by the 1962 Department of City Development field survey. As illustrated, a high proportion of the total number of structures in the city were in good condition. Residential and non-residential categories which had the largest number of structures, also had the highest proportions of structures in good condition. The mixed use category (those structures containing a mixture of residential and non-residential uses) had the lowest proportion of structures in good condition and the highest proportion of structures in fair plus, poor and fair minus categories respectively.



FIGURE 4  
**CONDITION OF STRUCTURES BY USE**  
 CITY OF MILWAUKEE, 1960



TOTAL STRUCTURES: 156,519



SOURCE: D.C.D. FIELD SURVEY, 1962







Residential Land Use



## Residential Land Use

Development Characteristics. Milwaukee is a city of generally well-kept single-family homes and duplexes. These two structure types account for over 93 per cent of the city's residential stock.

The pattern of residential development has taken the form of a series of concentric zones whereby the central zone consists primarily of multi-family structures, the second zone consists primarily of two-family structures and the third zone consists mainly of single-family structures. A fourth zone is beginning to form in the peripheral areas consisting of single-family and two-family structures intermixed with two-story multi-family structures.

Multi-family structures, on the average, occupy larger land areas than single and two-family structures. As the number of dwelling units within a residential structure decrease, the average land area per structure also decreases. Single-family structures are an exception to this generality since they have, for the most part, been built since World War II and reflect the preference of many owners for large lots available mainly in outlying areas.

Zoning. One-family, two-family, and three to nine-family structures are primarily concentrated in the "D" area zoning district which permits all types of residences to be built when at least 2,400 square feet of land area per family are provided. Mixed uses, non-residential uses and vacant land are also found in the "D" area zoning district more than in any other area district. Single-family uses, vacant land and non-residential uses occupy the largest amounts of land, respectively, within the total area zoned for residential use.

The "D" area zoning district contains almost one-half of the total area zoned residential. Within the "D" district one-family and non-residential uses occupy the greatest amounts of land.

Recent Trends. Since substantial amounts of vacant and agricultural land have been added to the city through annexations, the amount of land used residentially has been increasing at a constant rate. Residential development, since World War II, has consisted primarily of single-family structures built on large lots resulting in relatively low population densities. Medium density areas have some two-story apartment structures and row houses interspersed with single-family structures providing Milwaukeeans with a complete range of housing types to select from and creating heterogeneous neighborhood structural patterns. Multi-family structures have usually been constructed along major thoroughfares and in cluster or planned developments.



Within the central city another residential trend has been developing in the form of increased apartment unit construction. This trend represents both an expansion of the old central and east-central apartment areas into the west-central and north-east areas and growth of the established apartment house areas.



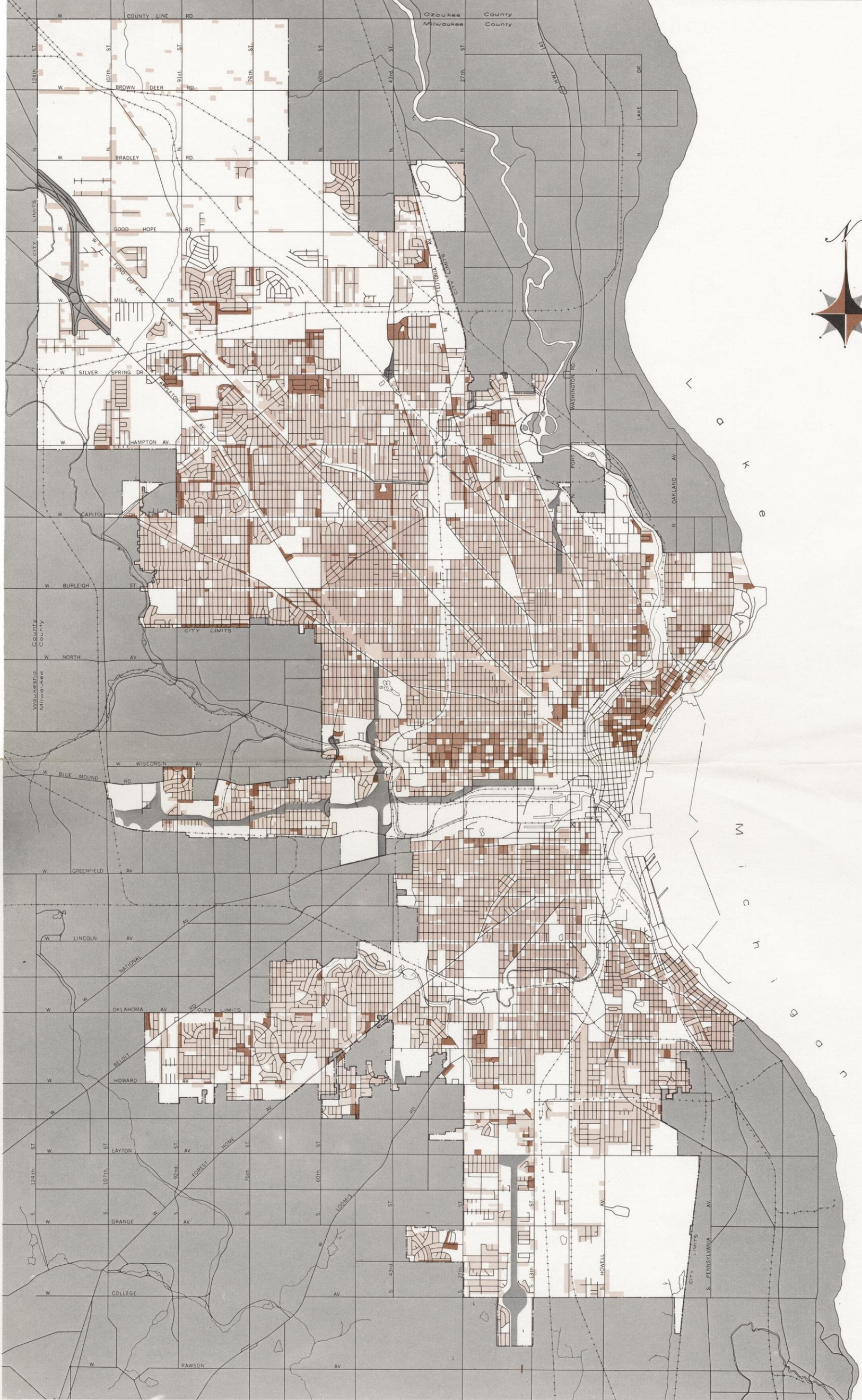
## Residential Land Use

The residential land use map illustrates the locations of 1 family, 2 family, 3-9 family and 10+ family structures. Within the central and north-east areas of the city, 3-9 family and 10+ family structures predominate. A distinct band of structures consisting almost entirely of duplexes circumscribes the central area. These structures were built prior to World War II within the area bounded generally by Capitol Drive on the north, 60th Street on the west and Oklahoma Avenue on the south.

Areas beyond the duplex area were developed after World War II with primarily single-family structures. However, several sections of this peripheral residential development band have become the sites of multi-family structures. Unlike the central area multi-family developments, these structures are usually two stories in height and are most often sited along major traffic routes.

Curvilinear street patterns have been used in the newer residential areas to accentuate and protect the residential environment by limiting the speed and volume of through traffic. These street patterns have been utilized most extensively in the north-west and south-west sections of the city.





- ONE FAMILY STRUCTURES
- TWO FAMILY STRUCTURES
- 3-9 FAMILY STRUCTURES
- 10 + FAMILY STRUCTURES

**1962 EXISTING  
LAND USE**

# RESIDENTIAL











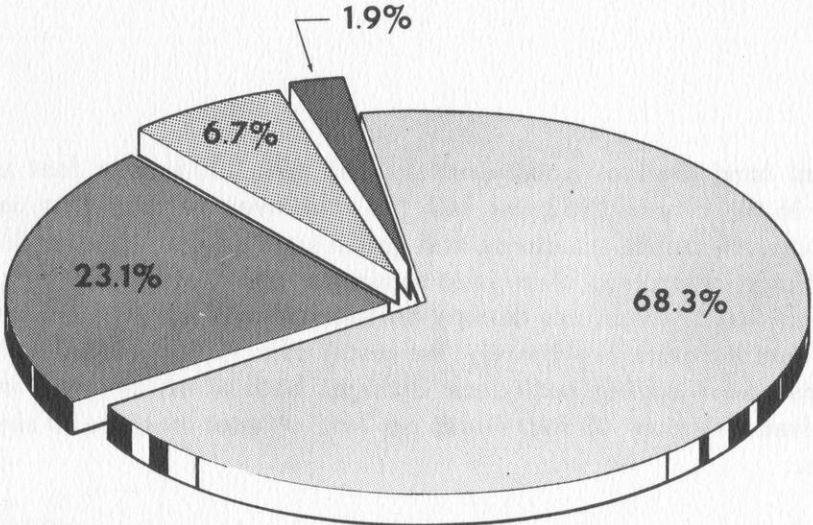
### Distribution of Residential Land Uses and Structures by Type

Residential structures, as shown in Figure 5, are distributed throughout the city in approximately the same proportions as the land used by each type of structure. Of the total number of residential structures in the city, 64.5 per cent are single-family structures, 28.9 per cent are two-family structures, 4.9 per cent are multi-family structures and 1.7 per cent are group and miscellaneous structures.

Correspondingly, of the total land in the city used for residential purposes, 68.3 per cent is occupied by single-family structures, 23.1 per cent is occupied by two-family structures, 6.7 per cent is occupied by multi-family structures and 1.9 per cent is occupied by group and miscellaneous structures.

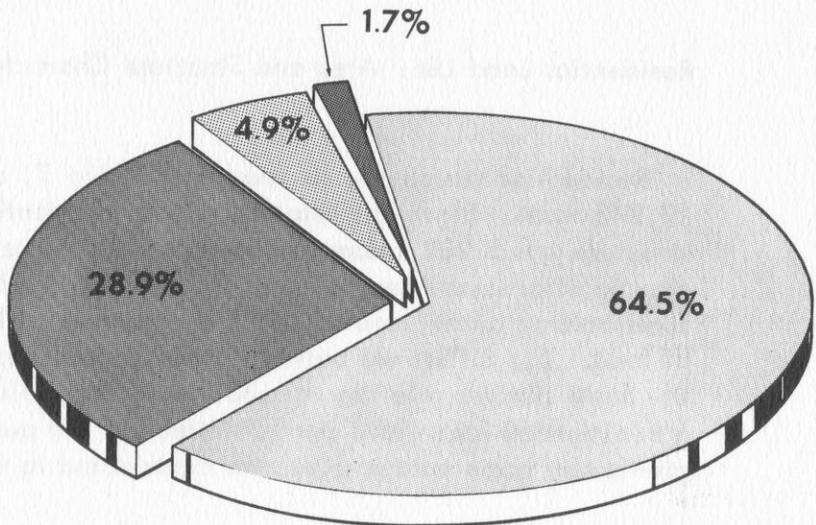


FIGURE 5  
**DISTRIBUTION OF RESIDENTIAL  
 LAND USE & STRUCTURES BY TYPE**



**LAND USE**  
 TOTAL LAND USE: 17,367 acres

SINGLE-FAMILY HOUSING  
 TWO-FAMILY HOUSING



**STRUCTURES**  
 TOTAL STRUCTURES: 143,408

MULTI-FAMILY HOUSING  
 GROUP AND MISCELLANEOUS HOUSING

SOURCE: D.C.D. FIELD SURVEY, 1962



### Residential Land Use: Area and Structure Characteristics

Residential structures, as shown by Table 7, occupy a total land area of approximately 755,690,000 square feet or 17,348 acres. Since the total number of residential structures in the city in 1962 was 143,116, the average land area per structure was 5,280 square feet. This total, however, includes multi-family structures and group quarters which generally occupy more square feet of land than single-family and two-family structures. Analyzed separately, single-family structures occupy an average of 5,592 square feet of land while two-family structures occupy an average of 4,217 square feet of land. The difference between these two average land areas per structure is primarily the result of a 1955 amendment to the State statutes relating to subdivision regulations, and a subsequent zoning ordinance change, both of which specified a minimum 50 foot width per lot instead of the previously required minimum 40 foot width per lot. A vast increase in single-family home construction also contributed to the difference.

The total number of structures in Table 7 does not agree with the total number of structures in the Appendix, p.117 because mobile homes were not considered representative in terms of land area used and therefore were not included in the table. Mobile homes, which characteristically do not occupy the same size land areas as single-family structures, would have adversely affected the comparison since the 289 mobile homes in the city occupy an average of 2,671.3 square feet of land area per unit.



TABLE 7  
**RESIDENTIAL LAND USE**

**AREA & STRUCTURE CHARACTERISTICS**  
**CITY OF MILWAUKEE, 1962**

<b>RESIDENTIAL USE</b>	<b>TOTAL NET LAND AREA</b>	<b>NET NUMBER OF RESIDENTIAL STRUCTURES</b>	<b>AVERAGE AREA PER STRUCTURE</b>
<b>SINGLE FAMILY *</b>	517,454,000	92,534	5592 sq. ft.
<b>TWO FAMILY</b>	174,692,500	41,427	4,217 sq. ft.
<b>MULTI-FAMILY (3-4)</b>	29,705,500	5,143	5,776 sq. ft.
<b>MULTI-FAMILY (5+)</b>	21,036,000	1,953	10,771 sq. ft.
<b>GROUP QUARTERS</b>	12,802,000	2,059	6,218 sq. ft.
<b>TOTALS</b>	<b>755,690,000</b>	<b>143,116</b>	<b>5,280 sq. ft.</b>

*\*INCLUDES ROW HOUSES IN THIS TABLE*

SOURCE: D. C. D. FIELD SURVEY, 1962



Density Per Net Residential Acre

Map 1A illustrates housing density per net residential acre based on the area zoning districts, "A" through "F-5", and their respective area requirements.

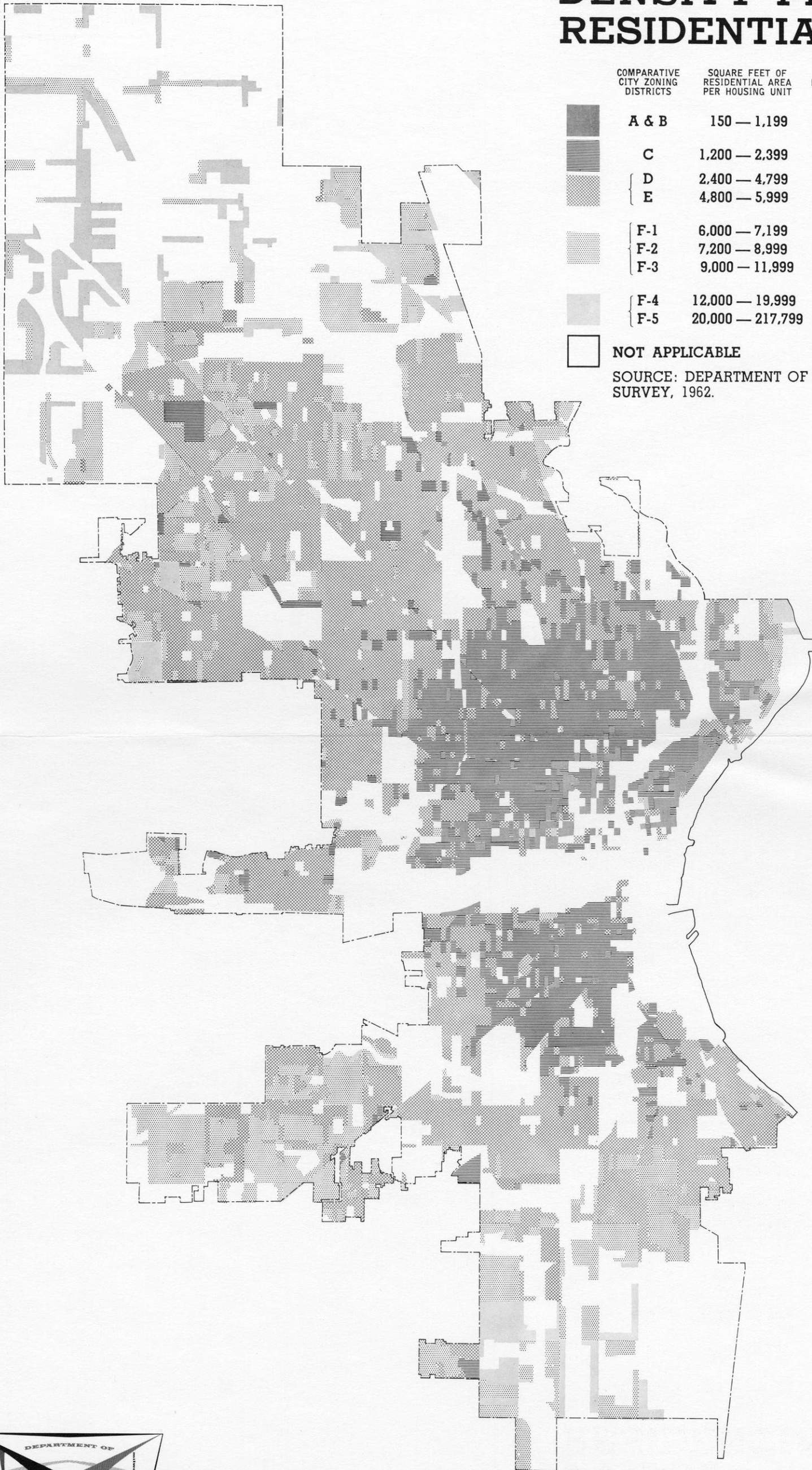
The highest density areas are in the central and central north-east sections of the city where high-rise apartment and multi-family structures predominate on minimum lot areas. Density generally decreases with distance from the central area. However, exceptions exist in the form of developments along the major thoroughfares radiating into the outlying areas. These residences are of the multi-family type which require public mass transit service. The recently annexed and primarily undeveloped north-west section of the city, as shown in Map 1A, is a good example of lineal residential developments extending outward along major transport routes.

Areas shown in white are classified as 'not applicable' since they are either vacant or developed in non-residential uses.

The heavily developed areas in the city were mapped on a census block basis. Densities indicated, therefore, are the average for the entire census block and may vary from actual densities within subareas of a given block. In outlying areas, where residential developments may be located primarily along the major thoroughfares while the remainder of the land within the census block is vacant, the density indication was applied to the developed area only rather than the entire census block.



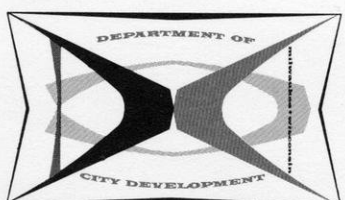
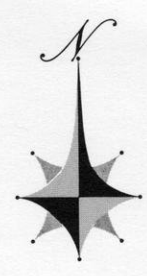
# DENSITY PER NET RESIDENTIAL ACRE



COMPARATIVE CITY ZONING DISTRICTS	SQUARE FEET OF RESIDENTIAL AREA PER HOUSING UNIT	EQUIVALENT NUMBER OF HOUSING UNITS PER ACRE	EQUIVALENT NUMBER OF PERSONS PER ACRE
A & B	150 — 1,199	36.4 — 290.4	114 — 909
C	1,200 — 2,399	18.3 — 36.3	57 — 113
D	2,400 — 4,799	9.2 — 18.2	29 — 56
E	4,800 — 5,999	7.4 — 9.1	23 — 28
F-1	6,000 — 7,199	6.2 — 7.3	20 — 22
F-2	7,200 — 8,999	4.9 — 6.1	16 — 19
F-3	9,000 — 11,999	3.7 — 4.8	12 — 15
F-4	12,000 — 19,999	2.3 — 3.6	7 — 11
F-5	20,000 — 217,799	0.2 — 2.2	1 — 6

NOT APPLICABLE

SOURCE: DEPARTMENT OF CITY DEVELOPMENT FIELD SURVEY, 1962.









## Distribution of Land Use by Residential Area Zoning Districts

Area districts have been set up under the existing zoning ordinance to regulate the density and intensity of land development. Specific areas of concern are: rear yards, side yards, outer courts, inner courts, setbacks, building area and lot area per family requirements, as shown below.

Lot Area per Family in Residential Zoning Area Districts

Area Districts	Type of Residence Permitted	Minimum Lot Area Per Family (Square Feet)
A	single to multiple	150
B	single to multiple	150
C	single to multiple	1200
D	single, multiple and group	2400
E	single and duplexes	4800
F-1	single family	6000
F-2	single family	7200
F-3	single family	9000
F-4	single family	12,000
F-5	single family	20,000
G	single family	217,000



Table 8 shows the distribution of residential uses, mixed residential-non-residential uses, non-residential uses and vacant land within the residential area zoning districts. Single-family uses are generally concentrated in area zoning districts "D" and "E" which require 2,400 and 4,800 square feet per family respectively. Two-family uses are concentrated primarily in the "D" area district which requires 2,400 square feet per family. Three to nine-family uses are most heavily concentrated in "C" and "D" area districts which require 1,200 and 2,400 square feet per family respectively. Ten-plus family uses are found most often in the "B" area district which requires 150 square feet per family. Generally, therefore, as the intensity of use increases the number of square feet provided per family decreases.

Mixed residential-non-residential uses, and non-residential uses in residentially zoned areas are also primarily concentrated in "C" and "D" area districts. Vacant land, however, is generally situated, 65.9 per cent, in the "F" and "G" area districts which require a minimum of 6,000 square feet per family.



**TABLE 8**  
**DISTRIBUTION OF LAND USE BY RESIDENTIAL**  
**AREA ZONING DISTRICTS** (expressed as the percentage of a given  
land use located within a zoning district)

AREA ZONING DISTRICTS	LAND USES								TOTAL AREA ZONED (ACRES)
	ONE-FAMILY USE	TWO-FAMILY USE	THREE TO NINE- FAMILY USE	TEN PLUS- FAMILY USE	OTHER RESIDENTIAL USE**	MIXED-RESIDENTIAL AND NON-RESIDENTIAL USE	NON-RESIDENTIAL USE	VACANT LAND	
SPECIAL	*	—	—	—	—	—	—	1.1	<b>104</b>
A	*	*	—	0.2	0.6	—	0.1	*	<b>15</b>
B-1 and PLANNED DEVELOPMENT	*	*	0.1	2.1	1.2	0.2	*	—	<b>12</b>
B	0.7	2.0	5.3	46.5	35.7	9.7	2.6	0.5	<b>609</b>
C	6.6	20.3	24.3	22.5	34.6	41.5	5.8	1.3	<b>2,393</b>
D	53.8	73.6	67.6	28.0	25.4	45.4	55.1	21.9	<b>15,747</b>
E	26.9	3.8	1.7	0.7	2.2	2.4	14.5	9.3	<b>5,167</b>
F-1	3.7	0.1	1.0	—	—	0.1	0.8	6.5	<b>1,078</b>
F-2	2.9	0.1	*	—	—	0.4	6.7	5.5	<b>1,368</b>
F-3	3.1	0.1	—	—	0.3	0.1	9.2	30.0	<b>3,846</b>
F-4, F-5 & G	2.3	*	—	—	—	0.2	5.2	23.9	<b>2,870</b>
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
<b>TOTAL AREA USED (ACRES)</b>	<b>11,028</b>	<b>3,507</b>	<b>846</b>	<b>147</b>	<b>217</b>	<b>117</b>	<b>8,177</b>	<b>9,170</b>	<b>33,209</b>

\* INDICATES LAND AREA IS LESS THAN 0.1% OF THE TOTAL.

\*\* INCLUDES MOBILE HOMES, GROUP HOUSING, APARTMENT HOTELS, AND ROW HOUSES.

SOURCE: D. C. D. FIELD SURVEY, 1962



## Land Use Composition of Residential Area Zoning Districts

Table 9 shows the proportionate share of land within each residential area zoning district occupied by residential, mixed residential-non-residential, and non-residential uses. The proportion of each residential area zoning district which is vacant is also indicated.

The total net area zoned within each residential area district is listed as well as the total area zoned for residential purposes in the city. Of primary significance is the fact that all but one district has some land devoted to both one-family and two family uses. Among the area zoning districts, "D" district has the greatest amount of land devoted to five of the eight land uses. All types of residential uses are permitted in the "D" district on lots providing a minimum of 2,400 square feet per family.

Other significant facts shown by Table 9 are:

- Approximately 60 per cent of the "C" district is used for one and two-family purposes while almost 20 per cent is used for non-residential purposes.
- Approximately 54 per cent of the "D" district is used for one and two-family purposes while approximately 29 per cent is used for non-residential purposes.
- Approximately 58 per cent of the "E" district is in one-family use while 23 per cent is in non-residential use.
- All of the "F" districts, as well as the "G" district, are utilized largely for one-family and non-residential uses. Vacant land predominates in all of these districts, particularly the "F-3", "F-4", "F-5", and "G" districts.

Residential area zoning districts form a ring-type pattern throughout the city with the "A" district regulating development in the central area and the "F" and "G" districts regulating development in the outlying areas. The "F" and "G" districts permit only single-family residences on lots ranging from 6,000 square feet to 217,000 square feet (5 acres) per family.



**TABLE 9**  
**LAND USE COMPOSITION OF RESIDENTIAL**  
**AREA ZONING DISTRICTS** (expressed as a percentage of land in a given zoning district devoted to each of the respective land uses)

LAND USES	AREA ZONING DISTRICTS											TOTAL AREA USED (ACRES)
	SPECIAL	A	B-1 and PLANNED DEVELOPMENT	B	C	D	E	F-1	F-2	F-3	F-4, F-5 & G	
ONE-FAMILY USE	0.3	1.1	2.9	12.9	30.3	37.8	57.5	37.6	23.0	8.8	8.7	11,028
TWO-FAMILY USE	—	4.0	9.3	11.6	29.8	16.4	2.6	0.2	0.4	0.1	*	3,507
THREE TO NINE—FAMILY USE	—	—	5.6	7.4	8.6	3.6	0.3	0.8	*	—	—	846
TEN PLUS—FAMILY USE	—	2.3	26.5	11.2	1.4	0.3	*	—	—	—	—	147
OTHER RESIDENTIAL USE**	—	9.2	22.6	12.7	3.1	0.3	0.1	—	—	*	—	217
MIXED-RESIDENTIAL AND NON-RESIDENTIAL USE	—	—	1.7	1.9	2.0	0.3	0.1	*	*	*	*	117
NON-RESIDENTIAL	—	66.3	31.4	35.3	19.8	28.6	23.0	5.8	39.9	19.5	14.8	8,177
VACANT LAND	99.7	17.1	—	7.0	5.0	12.7	16.4	55.6	36.7	71.6	76.5	9,170
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
<b>TOTAL NET AREA ZONED (ACRES)</b>	<b>104</b>	<b>15</b>	<b>12</b>	<b>609</b>	<b>2,393</b>	<b>15,747</b>	<b>5,167</b>	<b>1,078</b>	<b>1,368</b>	<b>3,846</b>	<b>2,870</b>	<b>33,209</b>

\* INDICATES LAND AREA IS LESS THAN 0.1% OF THE TOTAL.

\*\* INCLUDES MOBILE HOMES, GROUP HOUSING, APARTMENT HOTELS, AND ROW HOUSES.

SOURCE: D. C. D. FIELD SURVEY, 1962



### Composition of the Residential Zoning District

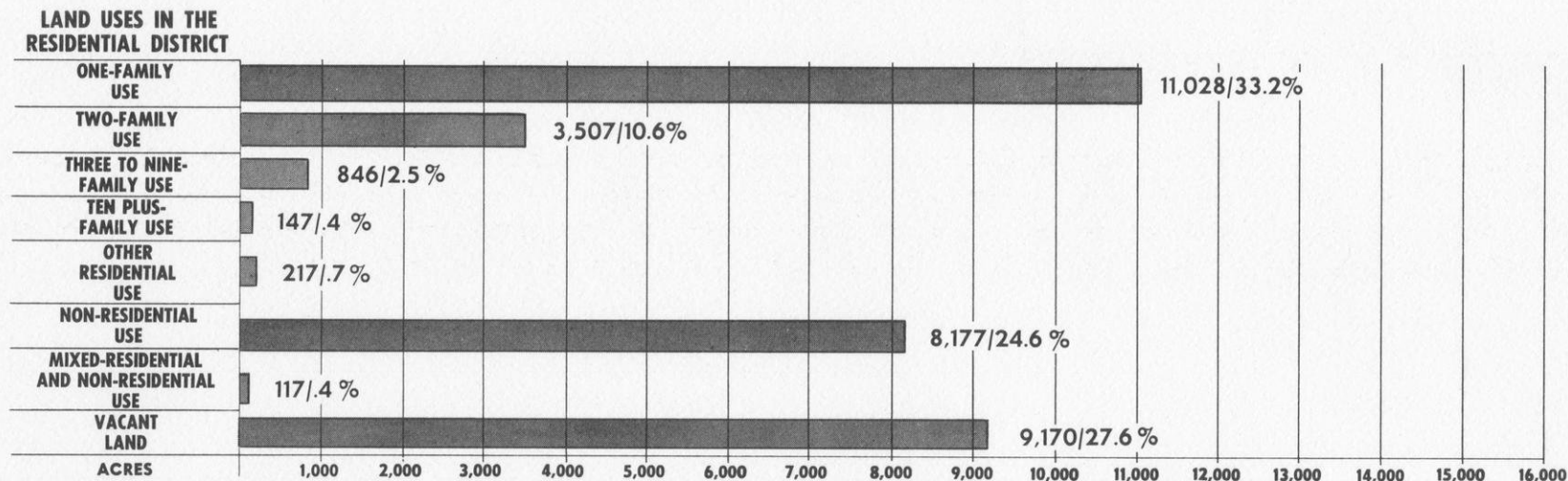
Single-family, two-family and non-residential uses occupy the greatest amounts of land within the residential zoning district as illustrated in Figure 6. Of the total 33,209 acres in this district, 33.2 per cent is in single-family use, 10.6 per cent is in two-family use, 3.6 per cent is in three-plus family and other residential uses, 0.4 per cent is in mixed residential-non-residential uses, 24.6 per cent is in non-residential uses and 27.6 per cent is vacant.

### Amount of Land in Residential Area Zoning Districts

Figure 7 illustrates the amounts of residential land within the various area zoning districts. Of the 33,209 acres zoned residential, 15,747 or 47.4 per cent are in the "D" district, 5,167 or 15.6 per cent are in the "E" district, 3,846 or 11.6 per cent are in the "F-3" district, 2,393 or 7.2 per cent are in the "C" district and the remainder, 6,056 or 18.2 per cent are in the "Special Category", "A", "B", "B-1" and "Planned Development", "F-1", "F-2", "F-4", "F-5", and "G" districts.

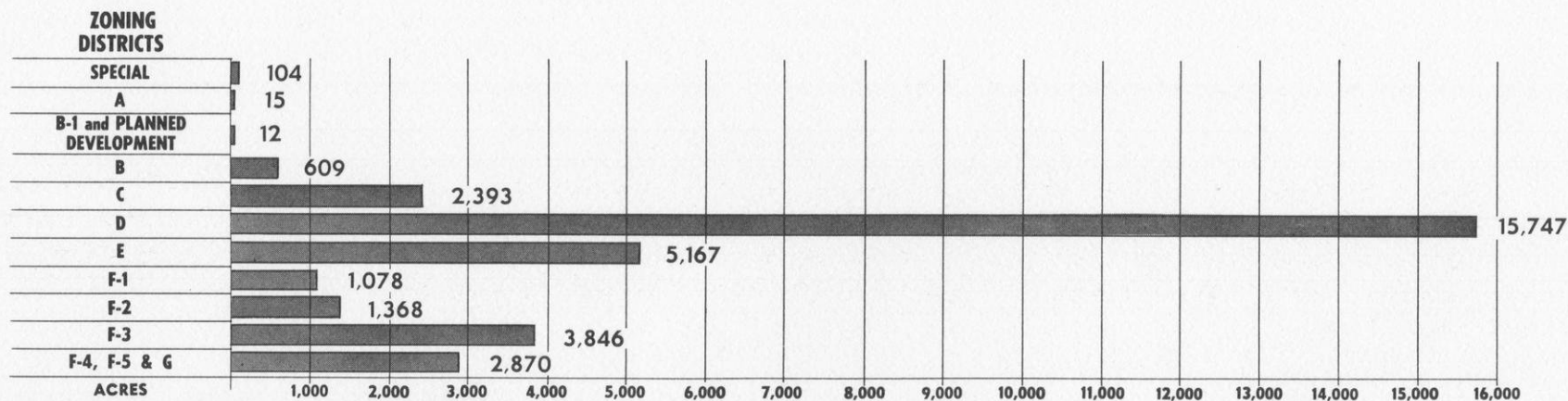


## FIGURE 6 COMPOSITION OF THE RESIDENTIAL ZONING DISTRICT



SOURCE: D.C.D. FIELD SURVEY, 1962

## FIGURE 7 AMOUNT OF LAND IN RESIDENTIAL AREA ZONING DISTRICTS



SOURCE: D.C.D. INDEX OF ZONING CHANGES





Non-Residential  
Land Use

## Commercial Land Use

Development Characteristics. The location of commercial activities has, historically, been relative to residential and transportation development trends. Early commercial development in Milwaukee was geared to pedestrian and horse and buggy traffic and resulted in a dense clustering of stores at the center of the city, it being the location most convenient to the greatest number of people. As street cars and automobiles came into being, providing faster and more comfortable movement between places of employment, shopping and residence, commercial enterprises began to locate along major traffic arteries and at their intersections. The old central shopping area, feeling the competition from the new commercial developments began to specialize in high value merchandise and financial and entertainment services. With the improvement of traffic and transportation facilities and the introduction of freeways a new type of commercial development in the form of clusters of establishments and planned shopping centers appeared.\* Today all development types exist in the city of Milwaukee. There are, in addition to the "downtown" central commercial core, 3 primary shopping-street areas, 7 major planned shopping centers and 138 strip commercial and minor commercial clusters.

According to the 1962 Department of City Development field survey, approximately 4 per cent of Milwaukee's total area, or 5 per cent of its developed area, is devoted to commercial uses. Nearly half this amount consists of heavy commercial and light manufacturing uses, primarily wholesale and storage; the remaining portions being developed for retail, office and service uses. Generally, structures used for the former types of activities require more extensive sites than the latter, the average land area per structure being 30,518 and 5,050 square feet, respectively.

A large proportion of the commercial land is developed in continuous or partly continuous strips fronting on the city's major thoroughfares. These commercial strips are most intensively developed at or near major traffic intersections and usually consist of retail, office and service uses. Other commercial lands tend to be situated along or near rail lines and waterways and are characterized by wholesale and storage activities.

Zoning. While approximately 4 per cent of the city is developed with commercial uses, more than 11 per cent of it is so zoned. This situation is further reflected by the fact that in none of the five commercial zoning districts do commercial uses predominate. The amount of commercially zoned land, however, has been increasing at a slower rate than the total city area as has the amount of land actually developed for commercial purposes. Retail, office, and service uses are principally located in districts zoned for local business while wholesale and related uses are heavily concentrated in industrial zoning districts.

\*Brian J. L. Berry, Commercial Structures and Commercial Blight, University of Chicago Geography Department, Research Paper No. 85, p. 166, 1963.



Recent Trends. Commercial development in the city of Milwaukee, as in most other large American cities, has recently occurred in the outlying areas where large quantities of land are available at low prices for single-story structures and large surface parking lots. The result has been a trend to develop large shopping centers, small commercial clusters and discount department stores along major thoroughfares. Some specialization has also occurred in these outlying locations in the form of medical centers.

While one type of commercial activity has been taking place along major thoroughfares in the outlying areas a new and somewhat different trend has been occurring in the central business district. Recent and proposed construction of cultural, recreational, governmental, financial and parking facilities has helped stimulate commercial construction. Many older business buildings have undergone substantial remodeling to improve their appearance and extend their useful life. Several totally new structures have been added to the existing commercial stock.

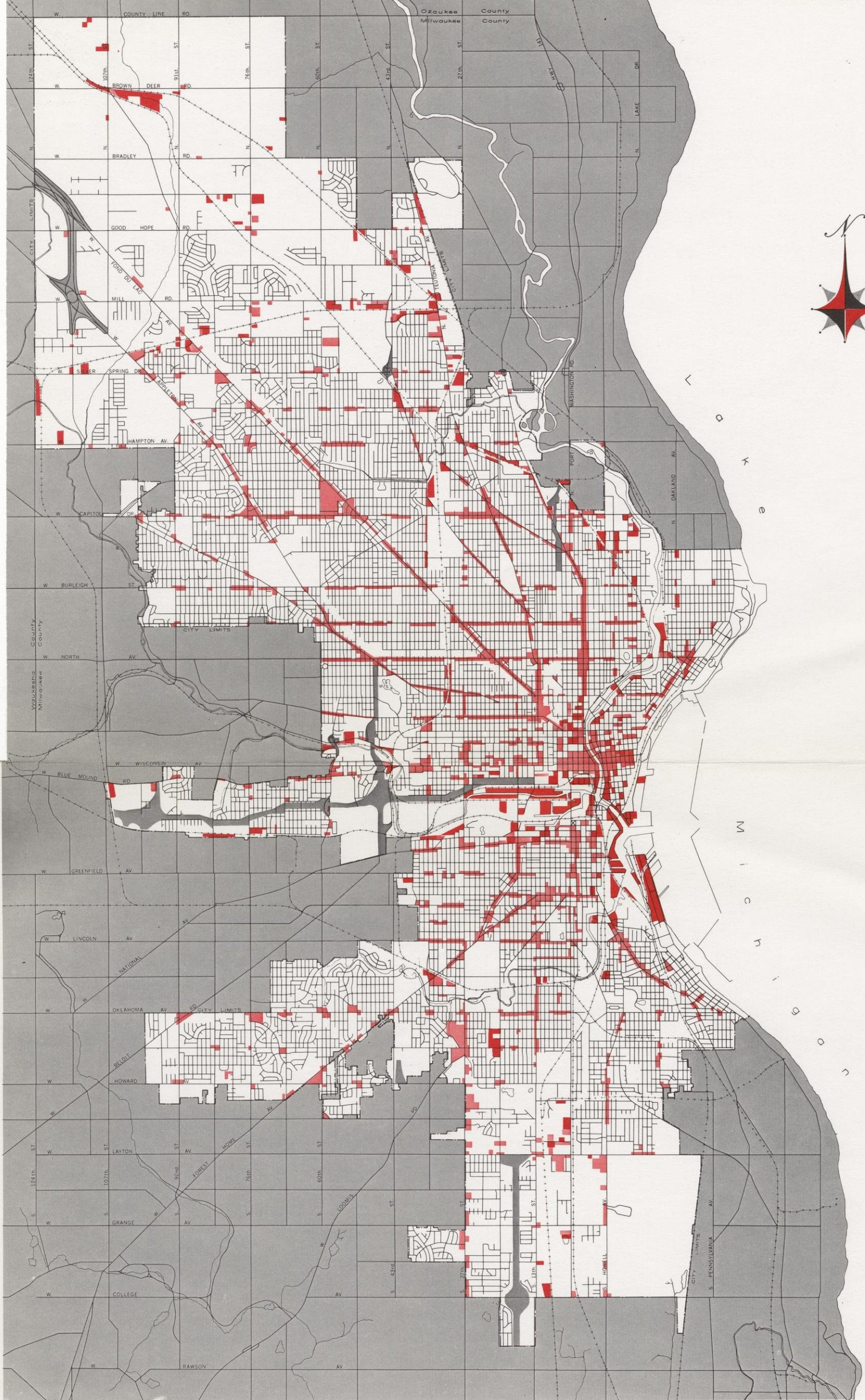
## Existing Commercial Land Use

As illustrated in Map 2, commercial and heavy commercial and light manufacturing land uses are dispersed throughout the city primarily along the major rail, water and automobile-truck transportation routes. Heavy commercial and light manufacturing uses are primarily concentrated in the central area of the city at terminal points of rail and water transport routes. Those heavy commercial and light manufacturing uses not in the central city are, for the most part, located along spur rail lines and major truck transport routes which provide ingress and egress of heavy commercial goods and light manufacturing materials.

Retail outlets consisting of stores in planned shopping centers, in the central business district, in shopping districts, in minor commercial clusters, and independently developed discount department stores have been sited along the major automobile and public mass transportation routes to serve automobile and bus oriented shoppers as well as local neighborhood residents.

Major planned shopping centers and commercial clusters are playing an ever increasing part in providing services to the newer areas of the city. Several such shopping centers and clusters have been developed in the north-west and south-west sections of the city. Department stores of the discount center variety have also been locating in the peripheral areas of the city. Extensive areas of land are used by the shopping centers and minor commercial clusters as well as the discount department stores for both single-story buildings and parking lots.





- COMMERCIAL
- HEAVY COMMERCIAL AND LIGHT MANUFACTURING

**1962 EXISTING LAND USE**

# COMMERCIAL









## Distribution of Commercial Land Uses and Structures by Type

Figure 8 and the table below illustrate the distribution of commercial land uses and structures by type. The total number of commercial structures is 9,407 and the total land area used by these structures is 2,381.1 acres. Total structures was computed on the basis of adding all of the pure-use commercial structures and one-half of the significant mixed-use commercial structures where a commercial activity and a residence occupied the same structure.

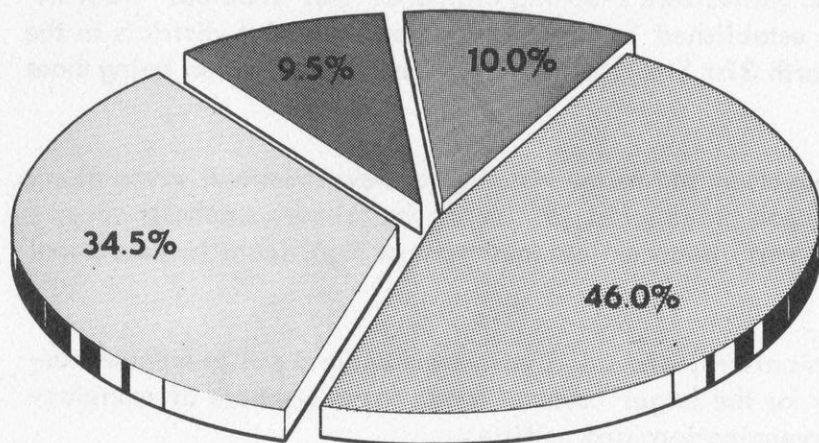
COMMERCIAL LAND USES AND STRUCTURES					
Land Use	Acres	Per Cent of Total	Structure Type	No. of Structures containing Pure and/or Significant Mixed Uses	Per Cent of Total
Retail	822.1	34.5	Retail	5,134	54.6
Office	226.4	9.5	Office	1,220	13.0
Service	239.5	10.0	Service	1,496	15.9
Wholesale & Storage	1,093.1	46.0	Wholesale & Storage	1,557	16.5
<b>Total</b>	<b>2,381.1</b>	<b>100.0</b>		<b>9,407</b>	<b>100.0</b>

Source: Department of City Development Field Survey, 1962.

Commercial structures occupy an average of 11,025.9 square feet of land area. Retail structures, while comprising 54.6 per cent of the total number of commercial structures, occupy only 34.5 per cent of the total commercial land area. However, wholesale and storage structures, while comprising but 16.5 per cent of the total number of structures, occupy 46.0 per cent of the total commercial land area. The types of activities included in the wholesale and storage category require large land areas to carry out their operations; an average of 305,034.7 square feet of land area, or about 7 acres, per structure. (See Appendix, p.124 for uses included in the wholesale and storage category.)

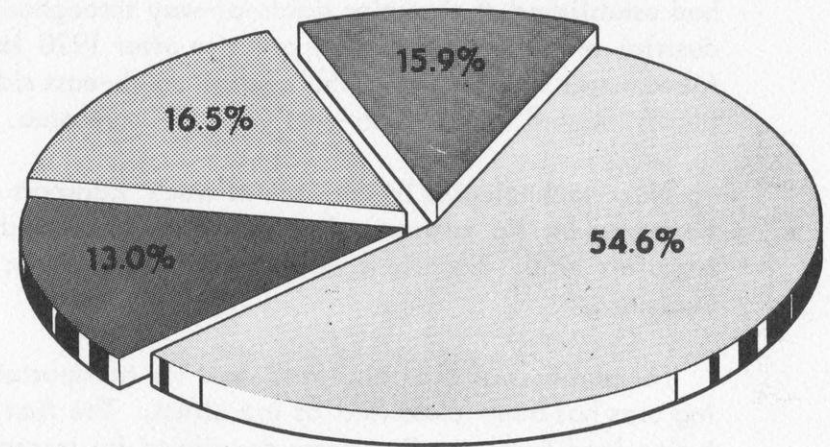


**FIGURE 8**  
**DISTRIBUTION OF COMMERCIAL LAND**  
**USE & STRUCTURES BY TYPE**



**LAND USE**

TOTAL LAND USE: 2,381.1 acres



**STRUCTURES**

TOTAL STRUCTURES: 9,407

RETAIL  
 SERVICE

OFFICE  
 HEAVY COMMERCIAL  
 & LIGHT MANUFACTURING

SOURCE: D. C. D. FIELD SURVEY, 1962

## Industrial Land Use

Development Characteristics. Since 1950, the amount of land zoned for industrial uses has doubled. The proportion of total city land area devoted to industrial uses, 10 per cent, has remained constant because the total area of the city also doubled during the 1950-1962 period. Recently annexed areas in the north-west and extreme south areas of the city have become the sites for new industrial districts because of the availability of abundant vacant land for single-story structures and parking areas, and the proximity to both rail and truck transport routes.

The existing industrial land use pattern, with some exceptions, was formed as early as the 1920's when the railroads had established their major rights-of-way throughout the city and Milwaukee's zoning ordinance was enacted. Most industrial entrepreneurs selecting a site after 1920 located in the established framework of these industrial districts in the Menomonee River Valley, the central south-east side and the North 31st Street area; A noticeable exception being those plants located in the north-east Capitol Drive area.

New technologies in the form of truck transport and mass production led to the opening of new industrial areas along the major traffic arteries. For the most part these developments took place after 1940 with the primary emphasis occurring after 1950. Locations near rail sidings have in the past ten years, become less important or significant in locational decisions.\*

For purposes of analysis, land used for transportation, communications, and utilities as well as land put to manufacturing uses has been classified as industrial. The first three are by far the larger users of land: For every acre of manufacturing land there are five acres developed for transportation, communications and utilities.

Zoning. Manufacturing and, to a lesser degree, transportation, communications and utilities are concentrated in the city's industrial zoning district. Less than 30 per cent of the land in this district, however, is actually used for transportation, communications and utilities and only 10 per cent is developed for manufacturing purposes. The amount of land zoned industrially has been increasing at a faster rate than industrially used land, thereby leaving considerable room for future development and expansion of new and existing industries. Approximately 46 per cent of the total amount of land zoned industrial is vacant.

\*Norbert J. Stefaniak, Industrial Location Within the Urban Area, Wisconsin Commerce Reports, Vol. VI No. 5, p. 15, August, 1962.



Recent Trends. Industrial land use trends, over the years, have been the result of transportation technologies, land values and the availability of large tracts of vacant land. Previously, industries were locationally oriented to rail and water transport routes. However, with the advent of truck transportation in the early 1940's, industries have tended to orient to the major truck routes in the outlying areas where large tracts of vacant land are available at low prices. In line with this trend, abundant vacant land has been zoned industrial in the outlying north and south areas of the city where both rail and truck transport facilities are available.

Another transportation trend in the form of an employee preference for automobile transport to and from work is stimulating outlying industrial locational preferences. Lower land values in these areas facilitate the provision of extensive employee parking areas.

### Existing Industrial, Transportation and Utilities Land Uses

As illustrated by Map 3, industrial land uses are primarily concentrated along the major rail and water transport routes. The primary concentrations are in the north-central and central valley areas of the city. Employee parking areas associated with industrial activities are included as industrial land uses on the map.

Transportation and utilities land uses include rail yards, air fields, truck terminal areas and utilities areas. Associated parking is included with the principal land uses. The greatest geographic concentrations of transportation and utilities uses are in the central valley area, which is primarily rail yards, and the north-west and south-east areas which contain large air fields. All rail lines in the city are mapped as transportation and utilities uses.













## Distribution of Industrial Land Uses & Structures by Type

Figure 9 and the following table illustrate the distribution of industrial land uses and structures according to the type of activity carried on; durable manufacturing, non-durable manufacturing, and transportation, communications and utilities.

INDUSTRIAL LAND USES AND STRUCTURES					
Land Use	Acres	Per Cent of Total	Structure Type	No. of Structures containing Pure and/or Significant Mixed Uses	Per Cent of Total
Durable Mfg.	795.5	12.3	Durable Mfg.	982	49.3
Non-Durable Mfg.	321.5	5.0	Non-Durable Mfg.	571	28.6
Trans., Comm., & Utilities	5,335.6	82.7	Trans., Comm., & Utilities	441	22.1
<b>Total</b>	<b>6,452.6</b>	<b>100.0</b>		<b>1,994</b>	<b>100.0</b>

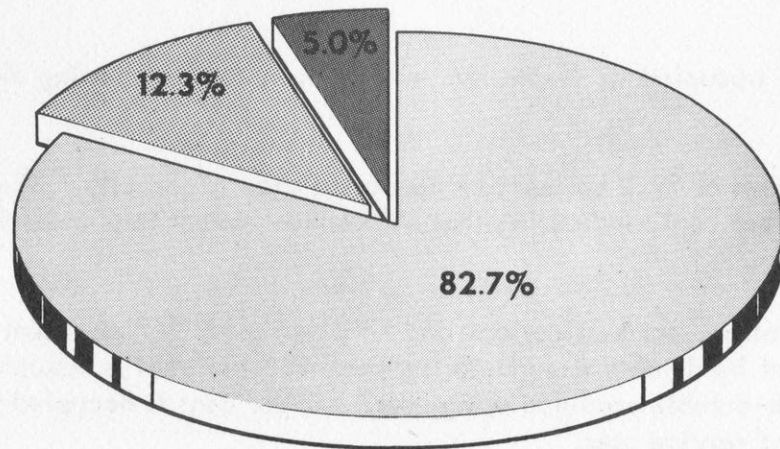
Source: Department of City Development Field Survey, 1962.

According to the 1962 Department of City Development field survey, Milwaukee has a total of 1,994 pure and mixed use industrial structures which utilize 6,452.6 acres. Transportation, communications and utilities uses consist of only 441 structures or 22.1 per cent of the total number of industrial structures but occupy 5,355.6 acres or 82.7 per cent of the total number of acres used for industrial purposes. Most of the land used by these activities is devoted to air fields, rail yards and parking lots which have few structures on them.

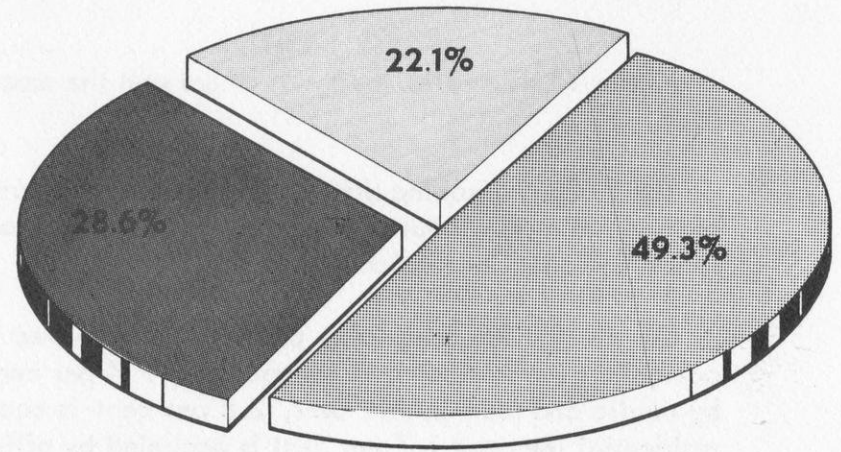
Actual industrial activities, durable and non-durable manufacturing, consist of 77.9 per cent of the total number of industrial structures but occupy only 17.3 per cent of the total industrial land area. Durable manufacturing land uses occupy an average of 35,283 square feet of area per structure while non-durable manufacturing land uses occupy an average of 24,524 square feet of land area.



FIGURE 9  
**DISTRIBUTION OF INDUSTRIAL LAND  
 USES & STRUCTURES BY TYPE**



**TOTAL LAND USE: 6,452 net acres**



**TOTAL STRUCTURES: 1,994**



SOURCE: D.C.D. FIELD SURVEY, 1962

DISTRICTS  
DISTRIBUTION OF INDUSTRIAL LAND  
USES & STRUCTURES BY TYPE

### Land Use Composition of Industrial Zoning Districts

Figure 10 illustrates the types of use and the amounts of land occupied by these uses within the industrial zoning district.

The industrial zoning district contains approximately 9,350 acres or 19.2 per cent of the zoned area of the city. Much of the land in the industrial district is vacant, approximately 46 per cent, indicating that Milwaukee has set land aside for future industrial expansion and growth.

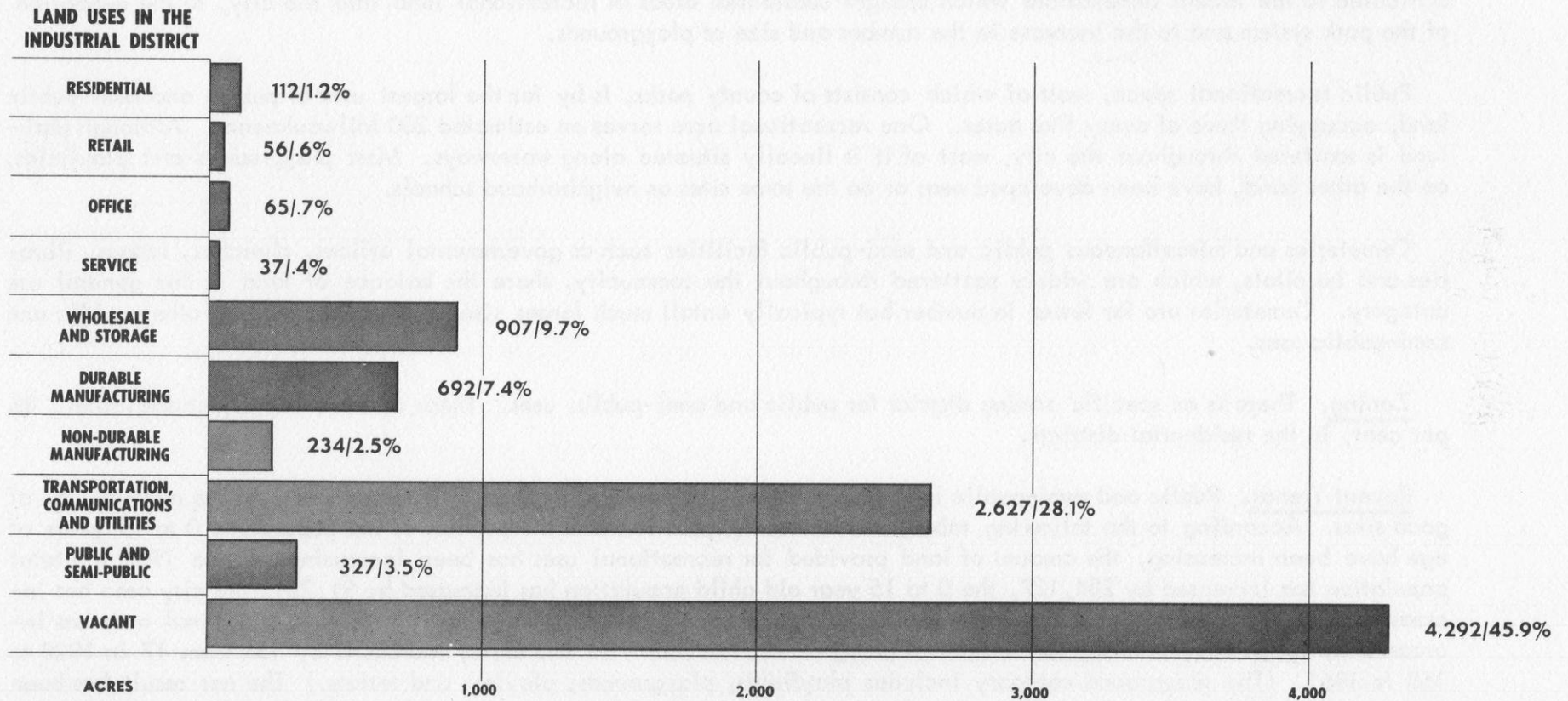
Of the 9,350 acres; 28.1 per cent is occupied by transportation, communications and utilities uses, 9.7 per cent is occupied by wholesale and storage uses, 7.4 per cent is occupied by durable manufacturing uses, 3.5 per cent is occupied by public and semi-public uses, 2.5 per cent is occupied by non-durable manufacturing uses, 1.2 per cent is occupied by residential uses and 1.7 per cent is occupied by office, retail and service uses.

Part of the overwhelming size of the transportation, communications and utilities category can be attributed to the number of acres used for rail yards, air fields and port terminals.



FIGURE 10

# LAND USE COMPOSITION OF THE INDUSTRIAL ZONING DISTRICT



SOURCE: D. C. D. FIELD SURVEY, 1962

## Public and Semi-Public Land Use

Development Characteristics. In 1950 public and semi-public land uses occupied 11.9 per cent of the total city area and 12.8 per cent of the developed city area while in 1962 public and semi-public land uses occupied 12.3 per cent of the total city area and 16.2 per cent of the developed city area - the result of an increase in land used for public and semi-public purposes from 3,758 to 7,656 acres. The rate of increase in public and semi-public land, therefore, kept pace with the increase in total city area which nearly doubled. A large portion of the total increase in this use can be attributed to the recent annexations which brought substantial areas of recreational land into the city, to the expansion of the park system and to the increase in the number and size of playgrounds.

Public recreational space, most of which consists of county parks, is by far the largest user of public and semi-public land, occupying three of every five acres. One recreational acre serves an estimated 200 Milwaukeeans. Although parkland is scattered throughout the city, most of it is lineally situated along waterways. Most playgrounds and playfields, on the other hand, have been developed near or on the same sites as neighborhood schools.

Cemeteries and miscellaneous public and semi-public facilities such as governmental offices, churches, lodges, libraries and hospitals, which are widely scattered throughout the community, share the balance of land in this general use category. Cemeteries are far fewer in number but typically entail much larger sites than do most of the other public and semi-public uses.

Zoning. There is no specific zoning district for public and semi-public uses. These uses are heavily concentrated, 86 per cent, in the residential districts.

Recent Trends. Public and semi-public land is developed according to the needs of the people and the availability of good sites. According to the following table, as the total population and the portion of the population 0 to 15 years of age have been increasing, the amount of land provided for recreational uses has been increasing. Since 1920 the total population has increased by 284,127, the 0 to 15 year old child population has increased by 91,281, the city area has increased by 65.90 square miles, the playground area has increased by 575.6 acres and the total recreational area has increased by 2,781 acres. Also, the number of playgrounds, not shown in this table, increased by 151 from 17 in 1920 to 168 in 1961. (The playground category includes playfields, playgrounds, playlots and totlots.) The net result has been an increase of 108.6 square feet of playground area per child 0-15 years of age from a low of 5.3 square feet in 1920 to a high of 113.9 square feet in 1960 and an increase of .30 recreational acres per 100 population from a low of .20 acres in 1920 to a high of .50 acres in 1960. Not only has the total recreational space increased at a rate greater than the growth of the city, but more significantly the number of playgrounds and total recreational acres per person has been continually increasing.



Comparison of Population and Recreation Area

Year	Total Population	Child Population 0-15 Years	City Area (Square Miles)	Playground Area (Acres)	Total Recreational Area (Acres)	Playground Area Per Child 0-15 (Square Feet)	Recreational Acres Per 100 People
1920	457,197	135,124	25.85	16.4	924	5.3	.20
1930	578,249	153,578	40.12	135.0	1,912	38.3	.33
1940	587,472	133,612	44.15	260.0	2,515	84.8	.43
1950	637,392	150,032	49.14	255.0	2,700	74.0	.42
1960	741,324	226,405	91.75	592.0	3,705	113.9	.50
Net Change	+284,127	+91,281	+65.90	+575.6	+2,781	+108.6	+ .30

Source: Milwaukee's Ten Year Playground Program 1961-1971, December 1961.

## Existing Public and Semi-Public Land Uses

Public and semi-public land uses as shown on Map 4, are provided throughout the city according to the needs and locations of people and other land uses in the city. Recreational space is often provided in conjunction with the subdivision of land for residential developments. Many playfields and playgrounds are provided adjacent to schools in residential neighborhoods. Other recreational areas are provided according to the location of natural features and the availability of land around these features such as the lake front, rivers, lagoons and heavily wooded areas. Sites of historic significance are also developed as recreation areas.

Schools are located adjacent to or within residential areas facilitating safe and rapid movement of students to the sites. Separate standards for the distance students may be required to travel are used for locating elementary, junior high and senior high schools.

The present locations of cemeteries were determined during the early development of Milwaukee. At that time, many cemeteries were scattered throughout the city. However, the cemeteries which existed were in then outlying areas served by major transport routes where abundant level land was available. At the present time Milwaukee has 11 major cemetery areas; 6 on the south side, 1 in the central section and 4 on the north side.

Many other public and semi-public facilities are distributed throughout the city according to the size and population of the area served by each use. Separate standards are used for locating police stations, fire stations, hospitals, libraries, public works yards, post office buildings, etc. The main offices for the public and semi-public activities are generally in the central business district. (A complete list of the activities included in the public and semi-public category may be found in the Appendix p.131.)

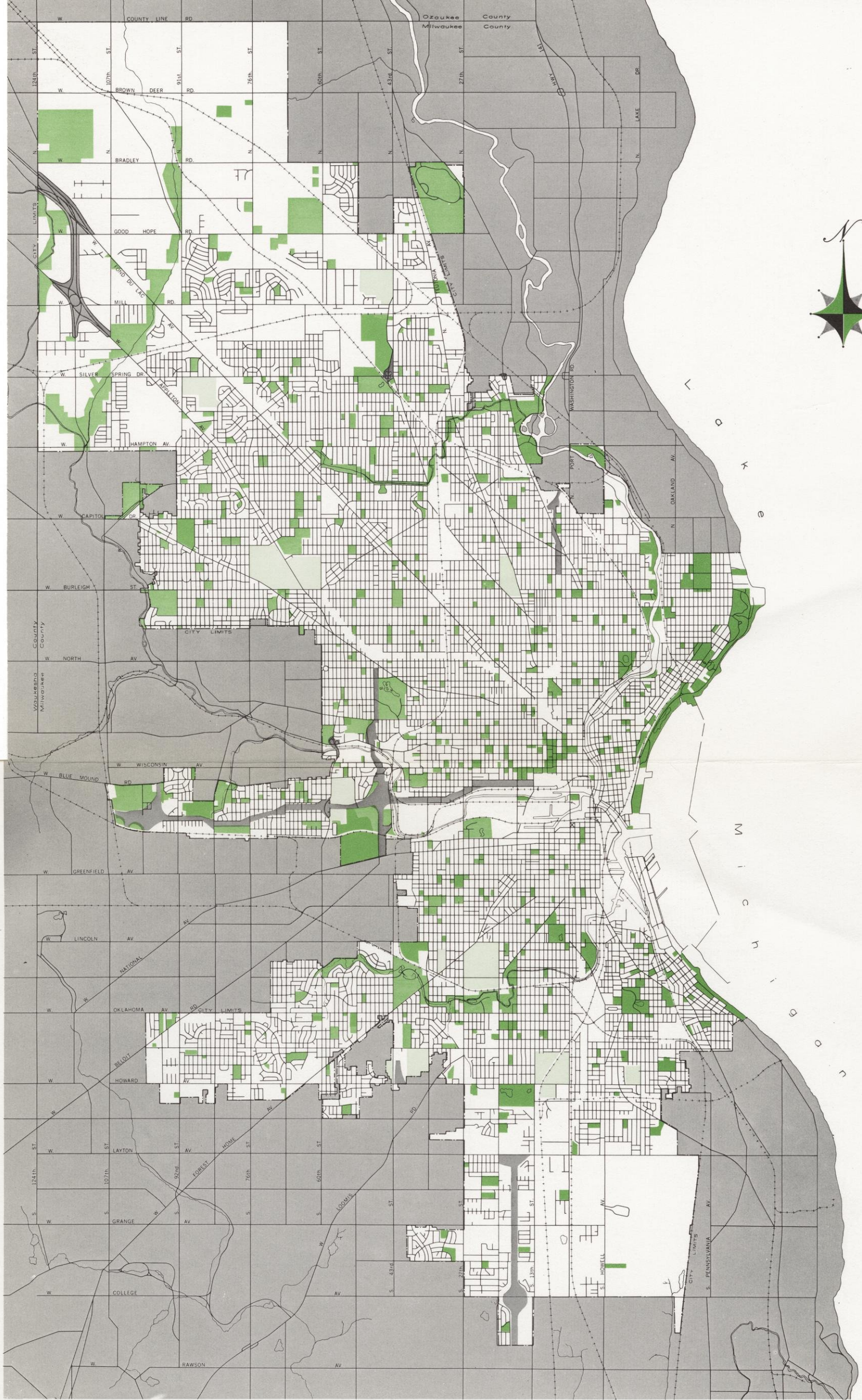
Several large cemeteries, five on the north side and three on the south side of the city, which were originally established on relatively cheap flat land adjacent to transportation routes beyond the old city limits, have become a part of the city through annexations since 1920 and have boosted the public and semi-public land use total considerably. Established parks, and especially golf courses in the annexed areas have also contributed greatly to the doubling of the land used for public and semi-public purposes. Schools and neighborhood libraries have been requiring larger sites. New schools are lower, more spacious and surrounded by more open space, while neighborhood library standards favor spacious reading areas including outdoor reading areas, and parking facilities. Schools and libraries account for only a small proportion of the increase in public and semi-public land use, but it is expected that they will become increasingly more significant with development of the outlying portions of the city.



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- SCHOOLS, RECREATION
- PUBLIC, SEMI-PUBLIC
- CEMETERIES

1962 EXISTING  
LAND USE

# PUBLIC & SEMI-PUBLIC 4









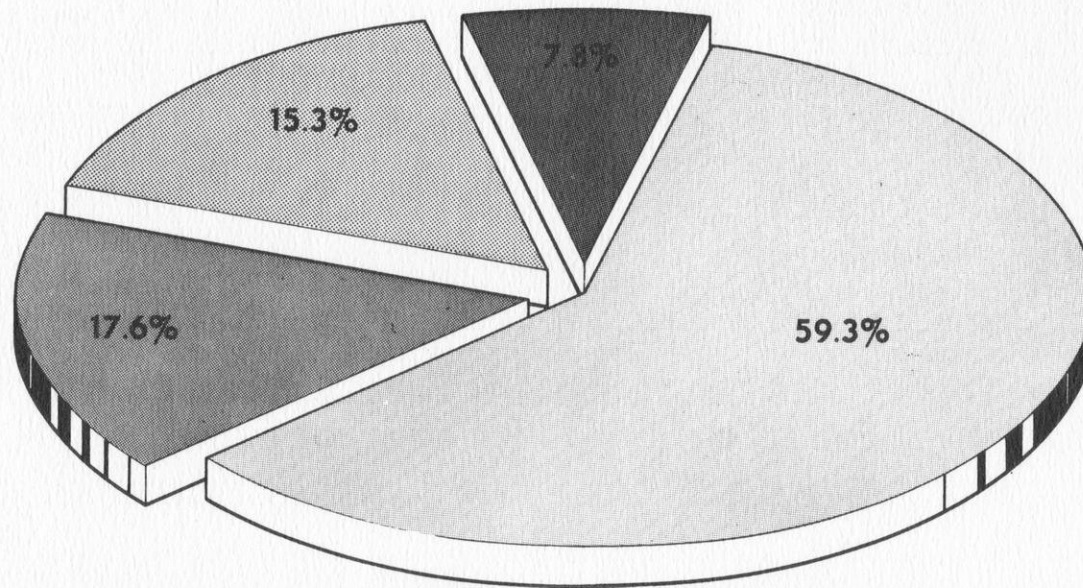
### Distribution of Public and Semi-Public Land Uses

Figure 11 and the following table illustrate the distribution of public and semi-public land uses consisting primarily of schools, cemeteries, recreation areas and other public and semi-public facilities. Recreational areas consisting of playgrounds, playfields, parks, golf courses, the zoo, etc., utilize approximately 60 per cent of the total 7,656.2 acres of public and semi-public land. Cemeteries utilize approximately 15.3 per cent of the public and semi-public land area while schools utilize 7.8 per cent. The remainder, 17.6 per cent of the total area, is used by other public and semi-public facilities.

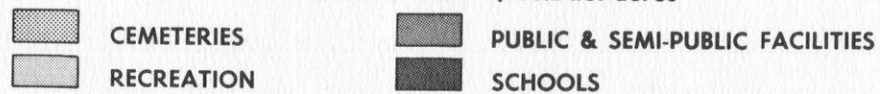
Public and Semi-Public Land Uses		
Land Uses	Acres	Per Cent of Total
Schools	596.7	7.8
Cemeteries	1,174.3	15.3
Public & Semi-Public	1,342.8	17.6
Recreation	4,542.4	59.3
Total	7,656.2	100.0



FIGURE 11  
DISTRIBUTION OF PUBLIC AND SEMI-PUBLIC LAND USES



TOTAL LAND USE: 7,656.2 net acres



SOURCE: D.C.D. FIELD SURVEY, 1962





Appendix

## Field Survey Procedures

In 1962 the Department of City Development conducted a comprehensive field survey of the city of Milwaukee to assemble accurate information about the use of the city's land and the use and condition of all of the city's structures. The basis for the survey, upon which all field work, mapping and coding were predicated, was the quarter-section of which the City has 440. Scaled at 1"=200' and showing double-line streets and structure outlines, the quarter-section maps were equipped with transparent overlays which were used to show additional information not shown on the map itself. Pencil field notes were made on the maps to show the condition of each structure and the specific use or uses of each structure and parcel of land.

Supplementing the field maps, listing forms were utilized in complex non-residential areas where the map did not provide sufficient space for necessary data. One specialized listing form was used in commercial areas and another was used in industrial areas.

The following is a summarization of the field survey procedures:

- Teams composed of two people, one driving a vehicle and the other recording, surveyed assigned quarter-sections. All streets and alleys were traversed; if there was no alley but the condition of the structure warranted closer inspection or there was a rear-yard structure further inspection was made on foot.
- Complex commercial and industrial areas were surveyed on foot. The inspector entered each building and listed the occupants of each floor noting the type of business or activity carried on.
- Specific land use detail was recorded with no classification or generalization. Structural condition was summarized in four categories according to the need for repairs.
- Completed quarter-sections, together with supplementary listing forms, were reviewed for accuracy by a supervising planner utilizing 1961 aerial photographs at 1"=200' scale, Sanborn Fire Insurance Atlases, the most recent Polk city directory and personal knowledge of the City.



- The survey findings were coded to identify the location of each land use, the type of land use, the zoning regulations covering each use, the structural conditions and other supplementary information.
- All survey findings were electronically processed preparatory to summarization, analysis and mapping.

The Appendix contains a summarization of the findings of the field survey as well as a group of pertinent definitions.

## Preface to the Land Use Summary Table

Due to the method of tabulating the results of the Land Use Survey, several factors must be noted to insure a correct understanding of the table and its limitations.

- Pure - refers to an area and/or structure devoted exclusively to the use indicated by its land use code.
- Significant mixed - refers to an area and/or structure in which the indicated use occurs with one or more other uses, and is considered one of the two most significant uses; each of the two most significant uses being accounted for in its respective category.
- Non-significant mixed - those uses which occur in a structure, but are not considered as either of the two most significant uses are counted as an establishment or housing unit but are not allocated any land area or structure count.
- It is not possible to determine from the table which mixed uses occur together.
- There is not a direct relationship between the number of establishments in a given land use category and the total area of land devoted to that use. Similarly, there is no direct relationship between structure size and land area within a use category.
- The number of significant mixed use housing units or establishments is a close approximation and will vary in accuracy with the classification under consideration. It may be correct for a given class, it may be somewhat larger as when two restaurants are located in the same structure and are the largest users of space in that structure; it may be smaller as when an industrial establishment has more than one structure on a given parcel of land but is given a single establishment count.
- Because mixed use structures were counted twice - once for each of the two most significant types of use in the building - the actual total number of mixed use structures in the City should be one-half that indicated.
- The total housing unit count differs from that of the U. S. Census due to differences in definition whereby row houses were incorporated in the single family housing unit category in the 1960 Census of Housing, and to differences in detail of survey.



TABLE 10

## DETAILED LAND USE SUMMARY OF THE 1962 FIELD SURVEY

	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT			
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
CITY TOTALS		252,570		156,519 (net)		2,125,650				
LAND USE				148,774	15,490	2,060,889	64,761.0			
RESIDENTIAL	0AA	228,847		140,605	5,606	734,304	22,197.5	35.6		
1 Family	01A	94,508	463	90,972	3,073	501,192	15,774.0		71.1	
Detached	011	94,508	463	90,972	3,073	501,192	15,774.0			100.0
2 Family	02A	84,524	350	40,768	1,319	171,960	2,732.5		23.1	
Side by side & up & down	021	84,524	350	40,768	1,319	171,960	2,732.5			100.0
3-4 Family	03A	20,293	3,748*	4,771	744	27,283	2,422.5		3.9	
3-4 Family	031	20,293	3,748	4,771	744	27,283	2,422.5			100.0
5 or More Family	04A	20,322	7,272*	1,698	189	18,432	565.5		2.5	
2-3 stories										
5-9 Family	041	9,682	3,962	1,204	140	12,339	373.0			66.9
10-19 Family	042	5,564	1,764	347	33	3,885	130.5			21.1
20-49 Family	043	4,506	1,426	138	16	2,008	62.0			10.9
50 or More Family	044	570	120	9		200				1.1
5 or More Family	05A	6,623	2,568*	146	29	1,902	136.5		0.3	
4 or more stories										
5-9 Family	051	221	76	26	3	203	8.5			10.4
10-19 Family	052	375	135	18	6	211	20.0			11.3
20-49 Family	053	2,500	880	68	13	868	46.0			44.8
50 or More Family	054	3,527	1,477	34	7	620	62.0			33.5
Mobile Home, Trailer Park	06A	4		289		772			0.1	
Trailer Park	063	4		289		772				100.0

\*the maximum number of housing units that could possibly be designated as non-significant uses.

	Land Use Code	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
		Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Use	Of City Total	Of Major Class	Of Intermediate Class
Group Housing	07A	2,314	129	1,934	250	12,239	563.0		1.7	
Rooming House	071	2,189	127	1,815	243	9,110	520.0			75.1
College Dorm	072	35		33	2	560	12.0			4.5
Nursing Home	073	47	2	44	1	978	4.0			7.7
Home for the Aged	074	13		14	1	468	4.0			3.7
Children's Home	075	10		10		819				6.4
Other Group Housing	079	20		18	3	304	23.0			2.6
Misc. Residential	09A	260		27	2	524	3.5		0.0	
Apt. Hotel	091	73		2	2	36	3.5			7.5
Row House	012	187		25		488				92.5
RETAIL	IAA	9,349	1,420	2,333	5,601	20,446	15,365.0	1.7		
Grocery & Drugs	11A	1,702	237	241	1,224	1,703	3,294.5		14.0	
Supermarket	111	139	8	88	43	979	484.0			29.3
Neighborhood Food Store	112	768	35	53	680	183	1,401.0			31.7
Spec. Food, Candy, Meats	113	207	69	31	107	143	254.0			7.9
Bakery (Retail Outlet Only)	114	72	26	5	41	20	150.0			3.4
Bakery (Retail With on Premises Baking)	115	95	11	5	79	33	191.5			4.5
Drug Store	116	251	60	14	177	90	528.5			12.4
Liquor/Beer Store	117	161	27	41	93	219	280.0			10.0
Other	119	9	1	4	4	36	7.5			0.9
Eating & Drinking	12A	2,696	285	263	2,148	1,457	4,911.5		17.8	
Restaurant	121	576	110	78	388	340	1,033.5			21.6
Restaurant & Bar, No Dancing	122	155	15	29	111	132	307.0			6.9
Restaurant & Bar, With Dancing	123	24	3	7	14	33	37.5			1.1
Tavern With Dancing	124	64	9	8	47	122	144.5			4.2
Tavern, No Dancing	125	1,693	116	55	1,522	178	3,219.0			53.3
Drive In Restaurant, No Interior Service	126	77	3	64	10	592	40.0			9.9
Soda Fountain, Hamburger	127	103	29	22	52	60	125.0			2.9
Other (Expresso House)	129	4			4		5.0			0.1



	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
General Merchandise, Variety	13A	170	43	45	82	1,014	605.5		4.5	
Department Store (traditional)	131	30	6	15	9	523	236.5			46.8
Discount Store (self service)	132	13		8	5	357	60.5			25.8
Mail order, catalog sales	133	12	4	3	5	22	42.0			4.0
Dime store	134	64	18	12	34	85	195.5			17.3
Dry goods, draperies, linens	135	13	5		8		17.5			1.1
Other	139	38	10	7	21	27	53.5			5.0
Apparel and Accessories	14A	487	185	63	239	269	1,015.0		3.6	
Women's apparel, incl. hats	141	151	69	15	67	70	418.0			38.0
Men's apparel, incl. hats	142	73	29	8	36	29	185.5			16.7
Children's	143	14	7		7		12.0			0.9
Family apparel	144	77	21	14	42	72	119.0			14.9
Shoes, boots	145	128	47	21	60	80	209.0			22.5
Other (rental of costumes)	149	44	12	5	27	18	71.5			7.0
Furniture and Appliance	15A	500	95	98	307	575	933.5		4.2	
Furniture	151	177	20	57	100	342	372.5			47.5
Used furniture & appliances	152	45	6	6	33	30	67.0			6.4
Appliances	153	128	18	15	95	99	290.5			25.8
Carpet & floor covering, shades	154	81	31	11	39	66	109.5			11.6
Radio, TV, hi-fi	155	49	16	7	26	27	67.0			6.2
Other (antiques, sleep shop, cut glass)	159	20	4	2	14	11	27.0			2.5
Hardware, Paints, Building Materials, Lumber, etc.	16A	329	41	118	173	896	524.0		4.0	
Sales building w/o storage area	161	230	36	56	138	249	417.0			47.0
Sales building w/ storage area	162	39	4	20	15	276	51.0			23.0
Garden store equipment, plants	163	37		30	10	284	30.5			22.1
Other (fireplace & accessories)	169	23	1	12	10	87	25.5			7.9
Motor Vehicle Sales & Service	17A	1,507	53	1,176	280	12,816	1,495.0		39.9	
Auto sales & service	171	128	15	94	19	2,678	113.5			19.4
Auto repairs, car wash	172	245		165	80	860	348.0			8.4
Auto body & Paint shop	173	88	2	69	17	483	105.5			4.1

	Land Use Code	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
		Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Auto parts & accessories	174	138	15	56	67	390	352.0			5.2
Auto truck & trailer rental	175	26	7	10	9	144	28.0			1.2
Sales, other trucks, trailers, boats	176	39		32	7	350	36.5			2.7
Service & repair, other vehicles	177	34		25	11	649	65.0			5.0
Filling stations	178	783	12	710	61	7,139	417.0			52.7
Other	179	26	2	15	9	150	29.5			1.3
Other Retail, Intensive (small products and space)	18A	1,473	397	214	862	993	1,889.0		8.0	
Music instruments, records	181	60	13	11	36	113	95.5			7.2
Sporting goods, toys, hobbies	182	108	25	15	68	83	154.5			8.2
Card & gift	183	76	32	4	40	14	93.5			3.7
Office equipment, artist supplies	184	64	24	14	26	71	58.5			4.5
Florist	185	114	22	24	68	148	201.5			12.1
Pawnshop, second hand (except furniture)	186	10	4	1	5	4	13.0			0.6
Jewelry	187	125	66	5	54	11	109.0			4.2
Vacant	188	693	139	122	432	468	853.0			45.9
Other	189	223	72	18	133	81	310.5			13.6
Other Retail, Extensive (large or heavy products and space)	19A	485	84	115	286	723	695.0		4.0	
Vacant	198	464	83	105	276	655	665.5			93.1
Other	199	21	1	10	10	68	29.5			6.9
OFFICE	2AA	5,432	3,538	545	1,349	3,727	6,137.5	0.5		
Legal, Insurance, Real Estate	21A	1,345	880	67	398	594	1,052.0		16.7	
Legal, insurance, real estate-undefined	210	246	151	16	79	90	237.0			19.9
Legal	211	546	407	10	129	58	360.0			25.4
Insurance	212	327	208	24	95	350	252.0			36.5
Real Estate	213	226	114	17	95	96	203.0			18.2



	Land Use Code	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
		Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Banks & Other Financial	22A	254	134	42	78	345	335.5		6.9	
Banks, except drive-in	221	39	8	19	12	224	88.5			45.9
Banks, drive-in	222	4	1	1	2	16	8.5			3.6
Savings & loan	223	46	11	16	19	82	52.0			19.7
Other (loan offices)	229	165	114	6	45	23	186.5			30.8
Medical Services	23A	1,272	913	77	282	171	841.0		10.3	
Doctors, dentists, etc.	230	1,272	913	77	282	171	841.0			100.0
General Administrative & Sales, N.E.C.	24A	1,329	694	283	352	1,514	3,028.5		46.0	
General Administrative & Sales, n.e.c., undefined	240	1,143	572	269	302	1,437	2,878.5			95.0
Buyers, brokers, mfrs. agents	241	186	122	14	50	77	150.0			5.0
Business Services	25A	464	327	36	101	244	309.5		5.6	
Business services, undefined	250	8	1	4	3	44	8.0			9.4
Architect	251	48	29	3	16	12	64.5			13.8
Engineer	252	51	30	7	14	43	54.0			17.5
Interior Decorator	253	21	7	6	8	62	16.5			14.2
Accountant	254	87	72		15		52.0			9.4
Advertising	255	80	59	11	10	52	28.0			14.4
Consultants, N.E.C.	256	30	25		5		17.0			3.1
Commercial artist	257	39	34		5		12.0			2.2
Other	259	100	70	5	25	31	57.5			16.0
Government & Non Profit, (except in public bldgs. or own quarters)	27A	168	143	6	19	63	61.0		1.3	
Government & Non Profit, undefined	270	20	16	1	3	2	8.0			8.1
U.S. Army recruiting	271	12	9	1	2	8	2.5			8.5
Red Cross	272	2	1	1		9				7.3
Federal Agencies	273	10	6		4		15.0			12.1
Wis., public	274	4	4							

	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Welfare agencies	275	10	7	1	2	20	8.0			22.6
Misc. semi-public	278	109	99	2	8	24	27.5			41.4
Other	279	1	1							
Utilities, Communications & Transportation Offices (not incl. facilities)	28A	123	95	16	12	654	204.5		8.7	
Utilities, Communications, etc., undefined	280	54	36	13	5	171	79.5			29.2
Communications, film distribution	281	69	59	3	7	483	125.0			70.8
Miscellaneous	29A	477	352		107	142	305.5		4.5	
Miscellaneous	291	16	7	18	6	38	16.5			12.2
Vacant	298	461	345	3	101	104	289.0			87.8
				15						
SERVICE	3AA	3,174	796		1,777	5,699	4,734.0	0.5		
Hotels & Motels	31A	70	1	607	17	731	138.5		8.3	
Hotels, n.e.c.	311	12	1	58	6	47	29.5			8.8
Motels, n.e.c.	312	30		5		436				50.2
Motels with eating & drinking	313	6		36	1	90	1.5			10.5
Hotels with eating & drinking	314	22		5	10	158	107.5			30.5
Theaters & Amusements	32A	174	31	12	119	811	591.0		13.4	
Theaters	321	38	4	24	21	93	191.0			20.3
Billiard parlor or pool room	322	14	1	13	13		29.0			2.1
Bowling alley	323	81	16		60	36	299.5			23.9
Amusement device parlor	324	1		5	1		1.5			0.1
Dance hall	325	7	1		5	3	16.0			1.4
Meeting hall, incl. halls for rent	326	21	5	1	16		46.0			3.3
Misc. outdoor com'l recreation	327	2	1	1		410				29.1
Other	329	10	3	4	3	269	8.0			19.8
Education (not incl. public or semi-public buildings)	33A	84	34	10	40	113	115.0		2.2	
Business school	331	3		1	2	11	14.0			11.0



	<u>HOUSING UNITS &amp; ESTABLISHMENTS</u>			<u>STRUCTURES</u>		<u>NET LAND AREA</u>		<u>LAND AREA--PERCENT</u>		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Finishing school	332	3	2		1		1.5			0.7
Beauty & barber schools	333	12	3	3	6	15	15.5			13.4
Technical	334	5	3	1	1	35	2.0			16.2
Nursery school, day nursery	335	1			1		3.5			1.5
Other	339	60	26	5	29	52	78.5			
Personal Services	34A	1,702	545	149	1,008	785	2,337.0		29.9	57.2
Barber, beauty shop	341	725	273	19	433	56	993.0			33.5
Self-service laundry & dry cleaner	342	115	29	21	65	104	154.5			8.3
Laundry or dry cleaner (Pick up only)	343	326	98	49	179	279	364.0			20.6
Laundry or dry cleaner, small scale	344	103	17	16	70	54	132.5			6.0
Funeral home, mortuary	345	70		10	60	141	214.5			11.4
Shoe repair, shoe shine	346	149	35	18	96	42	191.5			7.5
Optometrist, oculist, optician	347	43	19	1	23	2	54.5			1.8
Photographer	348	60	22	4	34	22	81.0			3.3
Other	349	111	52	11	48	85	151.5			7.6
Business Services (non-office)	35A	266	77	71	118	392	336.0			
Blueprinting, telephone answering	351	87	16	20	51	71	147.0		7.0	29.9
Laboratories (no manufacturing)	352	19	15	3	1	55	2.0			7.8
Catering service	353	27	5	6	16	26	45.0			9.8
Other (maintenance, sign painter)	359	133	41	42	50	240	142.0			52.5
Trades & Repair (not incl. outdoor storage)	36A	783	91	243	449	2,636	1,138.0		36.2	
General contractor	361	84	18	38	28	400	82.0			12.8
Other contractor	362	384	28	149	207	1,951	566.0			66.7

	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Carpenter shop, upholsterer	363	57	7	10	40	43	88.5			3.5
Misc. repair & storage	364	221	34	28	159	107	354.0			12.2
Caskets, headstones - prod. & sale	365	18	1	10	7	89	27.5			3.1
Other	369	19	3	8	8	46	20.0			1.7
Miscellaneous Services	39A	95	17	52	26	231	78.5		3.0	
Newspaper distr. station	391	36	4	28	4	112	10.5			39.6
Building services - cleaning	392	9		3	6	19	9.5			9.2
Vet. animal hospital	393	13		8	5	42	15.0			18.4
Vacant	399	37	13	13	11	58	43.5			32.8
WHOLESALE-STORAGE	4AA	1,877	159	1,325	464	43,871	3,746.0	2.2		
Wholesale, storage - heavy	41A	927	26	792	180	32,603	1,951.0		72.5	
Motor vehicles & equipment	411	123	5	79	39	3,010	580.5			10.4
Chemicals & allied products	412	44		39	15	819	142.0			2.8
All construction material	413	219	15	150	54	4,943	500.0			15.8
Machinery, bearings, pin ball machines	414	173	6	118	49	6,974	454.5			21.4
Fuel & ice products	415	256		297	8	12,764	90.5			37.2
Farm produce-raw materials, etc.	416	24		24	7	637	129.0			2.2
Lumber & contr. yards - sales only	417	30		30	1	782	5.5			2.3
Lumber & contr. yards-storage only	418	58		55	7	2,674	49.0			7.9
Wholesale, storage-heavy(cont'd)	42A	193	13	143	37	5,242	149.0		11.3	
Junk yard	421	46	1	44	1	3,046	2.0			56.5
Automobile salvage yard	422	8	2	4	2	342	8.0			6.5
Vacant heavy storage space	428	73	8	41	24	510	72.5			10.8
Other	429	66	2	54	10	1,344	66.5			26.2
Wholesale and/or storage-light	43A	722	119	363	240	5,672	1,590.0		15.3	
Food & related products	431	190	1	127	62	2,485	481.0			40.8
Drugs & medical supplies	432	24	6	9	9	130	27.0			2.2
All types of apparel	433	40	11	13	16	56	68.0			1.7



	Land Use Code	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
		Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Furniture & household wares	434	65	10	26	29	254	230.5			6.7
Paper & Paper products	435	45	5	27	13	810	101.0			12.5
Moving - storage	436	21	2	11	8	82	33.0			1.6
Vacant light W-H	438	76	15	39	22	275	155.5			5.9
Other	439	261	69	111	81	1,580	494.0			28.6
Heavy Commercial	45A	35	1	27	7	354	56.0		0.9	
Laundry & dry cleaning plants	45I	35	1	27	7	354	56.0			100.0
<b>MANUFACTURING, DURABLE</b>	<b>5AA</b>	<b>1,162</b>		<b>850</b>	<b>264</b>	<b>27,584</b>	<b>7,068.5</b>	<b>1.6</b>		
Lumber & wood products	51A	128	5	101	28	3,074	184.5		9.4	
Millwork plans	511	40		38	7	841	47.5			27.3
Wooden containers	512	12	1	10	1	112	7.0			3.7
Household furniture	513	13		9	5	133	45.5			5.5
Office & store fixtures	514	7	2	2	3	15	9.0			0.7
Other wood products	519	56	2	42	12	1,973	75.5			62.8
Stone, Clay & Glass products	52A	82	6	67	9	1,821	87.0		5.5	
Concrete products	521	50	1	49		1,485				77.8
Other stone, clay & glass products	522	32	5	18	9	336	87.0			22.2
Primary Metal Industries	53A	74	10	52	12	4,511	693.0		15.0	
Gray-iron foundries	531	9		8	1	551	30.0			11.2
Iron & steel foundries	532	37	8	23	6	3,379	614.5			76.7
Non-ferrous foundries	533	9	1	8		82				1.6
Iron & steel forgings	534	6	1	4	1	336	13.0			6.7
Other primary metal industries	539	13		9	4	163	35.5			3.8
Fabricated Metal Products	54A	261	19	184	80	6,346	2,391.5		25.2	
Cutlery, hand tools & gen. hardware	541	16	3	7	6	49	49.0			1.1
Enameled iron & metal sanitary ware	542	10	1	6	3	270	314.5			6.7
Fabricated structural steel	543	42		35	28	1,878	1,326.5			36.6

	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Boiler shop products	544	17	7	7	3	161	55.0			2.5
Stamped & pressed metal products	545	37		23	15	1,094	404.5			17.2
Sheet metal work	546	18	2	12	4	108	16.5			1.4
Electroplating, plating, polishing	547	32	1	24	7	357	33.0			4.5
Bolts, nuts, washers, rivets, screws	548	15	1	10	4	110	7.0			1.3
Job shop, fabricated metal prod.	549	74	4	60	10	2,319	185.5			28.7
Machinery, (except electrical)	55A	294	13	226	55	5,220	1,119.0		18.3	
Engines & turbines	551	14	3	10	1	468	46.0			8.1
Agr. machinery, constr. & mining	552	27		23	4	1,333	216.0			24.4
Metal working machinery	553	4		4		29				0.5
Machine tool accessories	554	6	2	4		58				0.9
Special industry machinery	555	45		26	19	1,041	508.5			24.5
Mechanical power trans. equip.	556	5		5		71				1.1
Other gen. industrial machinery	557	7		6	1	484	133.0			9.7
Other office, store, service machinery	558	19	2	10	7	320	57.0			5.9
Machine shops	559	167	6	138	23	1,416	158.5			24.9
Electrical Machinery, Equip. & Supplies	56A	77	5	57	17	2,202	817.0		8.7	
Elect. Mach., Equip. & Supplies, undefined	560	1	1							
Elect. equip. for industrial use	561	37		29	9	924	394.0			43.7
Switchgear, switchboard controls	562	15	3	8	4	691	272.5			31.9
Radio, TV equip., radar equip.	563	6		4	3	121	135.0			8.5
Other electrical apparatus	569	18	1	16	1	466	15.5			15.9
Transportation Equipment	57A	39	9	29	29	1,768	1,334.0		9.0	
Passenger car bodies	571	1		1		643				20.7
Truck & bus bodies	572	8	7	1		10				0.3
Motor vehicle parts & access.	573	12		4	28	49	1,313.0			44.0
Truck trailers	574	1		1		44				1.4



	<u>HOUSING UNITS &amp; ESTABLISHMENTS</u>			<u>STRUCTURES</u>		<u>NET LAND AREA</u>		<u>LAND AREA--PERCENT</u>		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Railroad cars	575	2		10		437				14.1
Motorcycles, bicycles & parts	576	2		1	1	44	21.0			2.1
Boat building & repairing	577	4		4		115				3.7
Other transportation equipment	579	9	2	7		426				13.7
Professional, scientific & controlling instruments, photo & optical goods	58A	15	3	5	7	181	93.0		0.8	
Same as above	581	13	3	3	7	168	93.0			95.3
Other, not mentioned above	589	2		2		13				4.7
Miscellaneous Durable Goods	59A	192	36	129	27	2,461	349.5		8.1	
Jewelry, silverware & plated ware	591	8	8							
Musical Instruments & parts	592	1		1		3				0.1
Toys, amusements, sports equip.	593	8	3	3	2	27	10.5			1.3
Pens, pencils, artist supplies	594	3	1	1	1	7	3.0			0.4
Costume jewelry, novelties, notions	595	5	2	2	1	18	5.0			0.8
Research	597	19	6	10	3	126	212.0			12.0
Vacant	598	105	13	86	6	1,745	32.5			63.3
Other misc. manufacturing	599	43	3	26	14	535	86.5			22.1
<b>MANUFACTURING, NON-DURABLE</b>	<b>6AA</b>	<b>780</b>		<b>451</b>	<b>240</b>	<b>11,958</b>	<b>2,044.5</b>	<b>0.7</b>		
Food & Kindred Products	61A	174		131	50	2,977	418.5		24.3	
Meat packing plant, slaughter house	611	21		18	3	398	9.0			12.0
Sausage & meat products	612	19		14	5	79	30.0			3.2
Bread & bakery products	613	24		14	10	108	120.0			6.7
Bottled soft drinks	614	9		6	4	135	42.0			5.2
Malt liquors	615	35		36	5	1,512	43.5			45.8
Cigar manufacturer	616	3		1	2	5	4.5			0.3
Other food products, dairy	619	63		42	21	740	169.5			26.8

	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Textile Mill Products	62A	26	4	16	6	241	33.0		2.0	
Knitting mills	621	14	2	8	4	130	20.0			54.7
Other textile products	629	12	2	8	2	111	13.0			45.3
Apparel & Other Finished Products	63A	41	10	8	23	107	116.5		1.6	
Men's & boys clothing	631	7	1	1	5	5	24.5			13.2
Women's & children's clothing	632	13	5		8		41.0			18.3
Other fab. textile products	639	21	4	7	10	102	51.0			68.5
Paper & Allied Products	64A	53		28	19	1,866	237.0		15.0	
Envelopes & paper bags	641	5	1		4		39.5			1.9
Paperboard containers & boxes	642	31	3	20	8	1,183	157.5			63.7
Converted paper products	643	2	2	1	1	18	5.0			1.1
Other paper products	649	15	2	7	6	665	35.0			33.3
Printing, Publishing & Allied Industries	65A	191	58	64	69	1,214	428.5		11.7	
Commercial printing	651	84	26	21	37	703	246.5			57.8
Lithographing	652	24	4	12	8	97	73.0			10.4
Service ind.-for printing trade	653	21	8	8	5	41	29.5			4.3
Periodicals, books, related ind.	654	14	5	4	5	72	29.0			6.1
Newspaper publ. & printing	655	11	3	4	4	71	15.0			5.2
Other printing & publishing	659	37	12	15	10	230	35.5			16.2
Chemicals & Allied Products	66A	147	10	109	32	2,956	381.5		23.8	
Drugs & medicine	661	6	2	3	1	47	3.5			1.5
Soap, detergents & clean. prep.	662	11		11	1	266	5.5			8.1
Paints, varnishes, etc.	663	18		16	5	426	55.0			14.4
Petroleum & coal products	664	29		28	1	808	1.0			24.2
Rubber & misc. plastic prod.	665	38	4	20	14	907	265.0			35.2
Chemical products, other	669	45	4	31	10	502	51.5			16.6
Leather & Leather Goods	67A	62	7	37	18	887	278.0		8.3	
Leather tanning & finishing	671	31	1	24	6	665	178.5			72.5
Boot & shoe stock & findings	672	17	3	10	4	194	43.0			20.3
Leather gloves & mittens	673	3	1		2		7.5			0.6
Other leather goods	679	11	2	3	6	28	49.0			6.6



	Land Use Code	HOUSING UNITS & ESTABLISHMENTS		STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
		Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Use	Of City Total	Of Major Class	Of Intermediate Class
Miscellaneous Non-durable Goods	69A	86	5	58	23	1,710	151.5		13.3	
Research	691	13	4	6	3	41	15.0			3.0
Vacant	698	41		30	11	899	28.5			49.8
Miscellaneous	699	32	1	22	9	770	108.0			47.2
TRANSPORTATION, COMMUNICATIONS, UTILITIES	7AA	230		419	44	229,853	2,565.5		10.9	
Airport	71A	2		55	2	73,188	5.0		31.4	
Field	711	2				71,644				97.9
Terminal buildings	712			2	2	123	5.0			0.2
Other related facilities	713			53		1,421				1.9
Railroads	72A	4		84	2	68,838	432.5		29.8	
Railroad right-of-way	721					38,925	394.5			56.8
Railroad yards	722					27,387	35.5			39.6
Railroad shops	723			31		1,761				2.5
Railroad stations	724			8		217				0.3
Other railroad buildings	729			45	2	548	2.5			0.8
Trucking	73A	114	2	101	11	2,850	86.5		1.3	
Commercial trucking (no storage)	731	40	1	33	6	628	51.5			23.1
Trucking terminal (incl. storage)	732	74	1	68	5	2,222	35.0			76.9
Bus & Transit Facilities	74A	22		17	6	1,600	79.0		0.7	
Inter-local bus terminal	741	2			2	5	33.5			2.3
Inter-local storage & maint. garage	742	5		2	3	88	18.0			6.3
Intra-local terminals & station	743	2		2		17				1.0
Intra-local storage & maint. garages	744	13		13	1	1,490	27.5			90.4
Taxicab Facilities	75A	8	2	2	4	113	46.0		0.1	
Dispatching & maint. bldg.	751	6	2	1	3	3	32.0			22.0
Taxicab storage garages & yards	752	2		1	1	110	14.0			78.0
Water Transportation Facilities	76A	11		11		2,234			1.0	
Passenger & auto loading facilities	761	2		2		188				8.4

	<u>HOUSING UNITS &amp; ESTABLISHMENTS</u>			<u>STRUCTURES</u>		<u>NET LAND AREA</u>		<u>LAND AREA--PERCENT</u>		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Gen. freight loading areas	762	3		3		1,355				60.6
Specialized cargo facilities	763	3		3		457				20.5
Vacant	768	1		1		82				3.7
Miscellaneous	769	2		2		152				6.8
Utilities & Communications Facilities (not incl. offices)	77A	23	2	117	8	21,108	485.0		9.3	
Telephone & telegraph facilities	771	2		13	3	754	56.0			3.8
Electric light & power facilities	772	1		50	4	12,877	426.0			61.6
Gas supply facilities	773	1		7		39				0.2
Radio & TV transmission facilities	774	8	2	5	1	106	3.0			0.5
Water supply facilities	775	1		19		1,196				5.5
Sewerage facilities	776	2		15		2,327				10.8
Drainage ways	777					3,309				15.3
Miscellaneous	779	8		8		500				2.3
Parking	78A					59,316	1,088.0		26.0	
Parking in integrated shopping centers	781					5,052				8.4
Customer or client parking	782					14,964	428.0			25.5
Ind. & other employee parking	783					25,139	566.5			42.5
Public assembly parking areas	784					6,337				10.5
Fee parking incl. munic. garages	785					2,455	91.0			4.2
Institutional parking, hospitals & schools	786					3,329				5.5
Residential parking areas	787					2,040	2.5			3.4
Miscellaneous	79A	46	3	32	11	606	343.5		0.4	
Vacant	798	15		14	1	141	18.5			16.8
Miscellaneous	799	31	3	18	10	465	325.0			83.2



	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
PUBLIC & SEMI PUBLIC, NON-PROFIT	8AA	1,662		1,564	142	332,711	793.0	15.7		
Office & Administrative	81A	32	5	24	3	599	13.5		0.2	
Post Office	811	15		13	2	270	9.0			45.6
Misc. Anti TB Assoc.	819	17	5	11	1	329	4.5			54.4
Public Works & Protection	82A	129		245		25,913			7.8	
Ward Yards, other DPW facilities	821	66		81		3,977				15.3
Fire station	822	36		36		368				1.4
Police station	823	5		5		186				0.7
Other protection (detention, etc.)	824	2		2		362				1.4
Military installations	825	9		110		20,783				80.2
Vacant	828	2		2		15				0.1
Other	829	9		9		222				0.9
Schools, School Administration, Maintenance	83A	324	15	359	16	25,815	179.5		7.8	
Elementary	831	243	8	227	8	7,989	110.0			31.2
Junior High	832	9		9		1,404				5.4
Senior High or Jr.-Sr. High	833	35	5	29	1	4,940	34.5			19.1
Vocational & trade	834	6		6	1	368	4.5			1.4
College, university	835	8		67	3	9,394	12.0			36.1
Special purpose (handicapped)	836	3		3		482				1.9
Admin., maint., service bldgs.	837	10		12	1	219	2.0			0.9
Vacant	838	7	2	5		995				3.8
Other schools, nursing	839	3		1	2	24	16.5			0.2
Churches & Other Religious Bldgs.	84A	736	19	636	81	10,944	334.5		3.4	
Churches	841	505	19	414	72	7,903	273.0			72.5
Other religious buildings	842	231		222	9	3,041	61.5			27.5
Semi-public Lodges & Clubs	85A	147	30	91	26	1,316	81.5		0.4	
Lodge, club, fraternal order	851	88	10	67	11	1,070	42.5			79.6
Union meeting hall, perm. occupied	852	45	13	20	12	137	30.0			11.9

	HOUSING UNITS & ESTABLISHMENTS			STRUCTURES		NET LAND AREA		LAND AREA--PERCENT		
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Civic cultural assoc. (in own space)	854	8	6	2		33				2.4
Other (dem. party headquarters)	859	6	1	2	3	76	9.0			6.1
Recreation	86A					197,866		59.2		
Playlot, totlot	861					291				0.1
Playground, playfield	862					25,714				13.0
Special outdoor facilities, stadium	864					8,474				4.3
Golf course, zoo	865					19,118				9.7
Minor park, under 20 acres	866					22,340				11.3
Park 20 acres or more, parkway	867					121,144				61.2
Vacant	868					694				0.4
Other	869					91				0.0
Other Public & Semi-public Open Space	88A	17				52,864		15.9		
Cemeteries	881	17				51,153				96.8
Other	889					1,711				3.2
Other Public & Semi-public Bldgs.	89A	277	56	209	16	17,394	184.0	5.3		
Library	891	17	1	11	5	104	74.5			1.0
Hospital, clinic, health center	892	156	50	104	2	12,989	14.5			73.9
Cultural art center, museum	893	15	3	9	3	310	77.0			2.2
Social center, public indoor recreation	894	28		28	1	237	2.5			1.4
Auditorium, arena, etc.	895	2		2		205				1.2
Community service agencies, YMCA	896	19	2	16	1	308	2.5			1.8
Welfare institutions, incl. Domiciliary	897	10		11	1	3,087	5.5			17.6
Vacant	898	7		6	1	52	2.5			0.3
Miscellaneous (student center)	899	23		22	2	102	5.0			0.6
VACANT LAND	9AA	57		75	3	650,736	109.5	30.6		
Unused, not assoc. with development	92A					291,544			44.8	



	<u>HOUSING UNITS &amp; ESTABLISHMENTS</u>		<u>STRUCTURES</u>		<u>NET LAND AREA</u>		<u>LAND AREA--PERCENT</u>			
	Land Use Code	Total Housing Units and/or Establishments	Non-Significant Mixed Use Housing Units and/or Establishments	Pure Use	Significant Mixed Use	Pure Use	Significant Mixed Use	Of City Total	Of Major Class	Of Intermediate Class
Under 10,000 sq. ft. in compact chunk	921					20,133				6.9
10,000-99,000 sq. ft. in compact chunk	922					54,073				18.5
100,000 sq. ft. or over	923					217,338				74.6
Agricultural Uses	93A					307,072	72.0		47.1	
Extensive farming	931					297,519				97.0
Truck farming	932					2,302				0.7
Chicken, mink & other animal farming	933					754	10.0			0.2
Nurseries	934					2,940	62.0			1.0
Riding Academy	935					1,337				0.4
Other	939					2,220				0.7
Quarries, Mines, etc.	94A					6,221			1.0	
Quarry	941					622				10.0
Dump	942					5,599				90.0
Construction Project	95A	57		75	3	2,998	37.5		0.5	
Residential	951	29		43		658	2.0			21.7
Commercial	952	22		25	3	1,318	35.5			44.6
Industrial	953	3		4		322				10.6
Public	954	1				682				22.5
Unknown	959	2		3		18				0.6
Unusable Land	96A					27,742			4.3	
Flood Control Area	962					538				1.9
Swamp	963					27,036				97.5
Water, river(except drainage)	969					168				0.6
Miscellaneous Vacant Land	99A					15,159			2.3	
Wooded	991					15,159				100.0

DEPARTMENT OF CITY DEVELOPMENT

Richard W. E. Perrin, Director  
Frank J. Polidori, Assistant Director

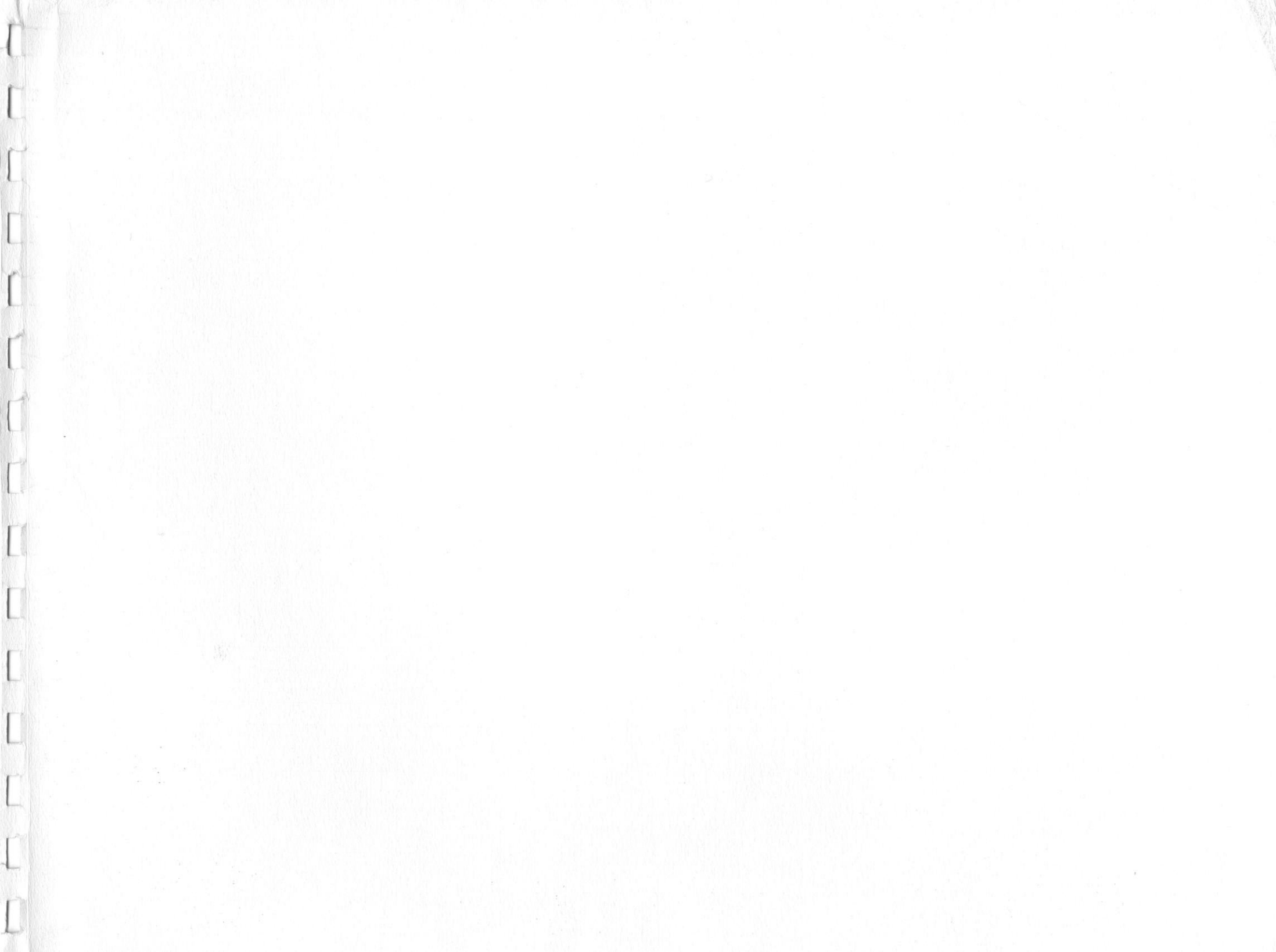
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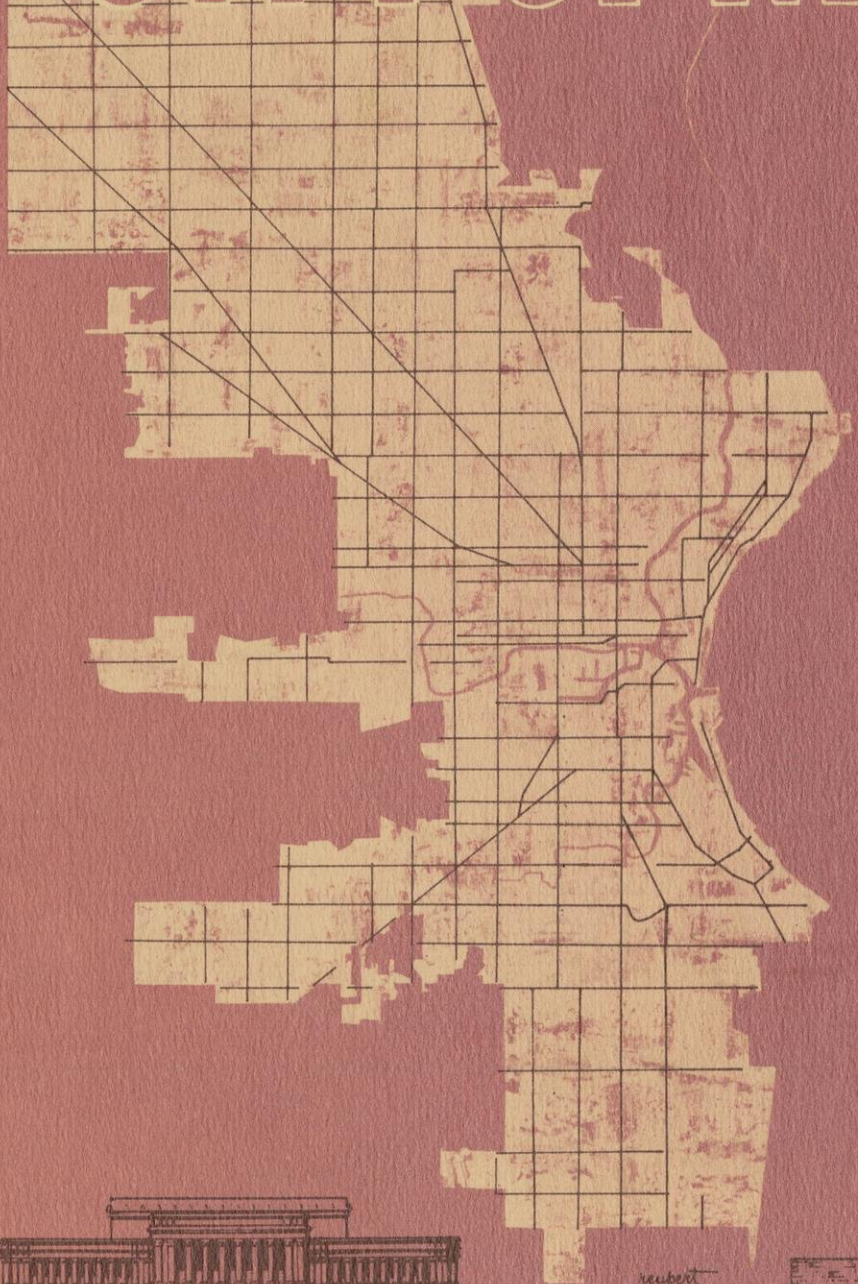
\* Shared primary responsibility for preparation of this report.







# CITY OF MILWAUKEE



*October, 1964*



*report*

