

Approximate boundaries:

N-W. Oklahoma Ave; **S**-W. Morgan Ave;
E-S. 76th St, **W**-S. 84th St

SOUTHWEST SIDE *Highwood Estates*

NEIGHBORHOOD DESCRIPTION

Highwood Estates is a neighborhood with moderate population density comprised of mainly ranch houses that were built in the 1950s to the 1970s. There are a few Cape Cods and bungalows along the western edge of the neighborhood. The older bungalow homes on the east side of South 84th Street between West Burdick and West Ohio Avenues are set back on large lots.

The neighborhood is flat and interspersed with gently rolling hills. Streets are wide and mainly follow a grid pattern except for South 83rd that curves to the east slightly between West Euclid Avenue and West Sunbury Court.

A small number of businesses are on South 76th between West Oklahoma and West Ohio Avenues. There are no parks or any significant green spaces in Highwood Estates. See neighborhood photos below.



HISTORY

During the 1920s, the area that is today's Southwest Side of Milwaukee began to transition from a farming district to clusters of settlements that would become Milwaukee neighborhoods. At the time that the first homes were built in the Highwood Estate area, the neighborhood was in the unincorporated town of Greenfield, which once extended from 27th to 124th Streets and Greenfield to College Avenues.

Early populations

Most of the early arrivals into the developing area were Poles and Germans. Many settled first in the Jackson Park neighborhood, but some turned west and ventured further into the countryside, creating a minor housing boom. However, the advent of the Great Depression, followed by World War II, temporarily slowed the rate of development.

Post World War II

A somewhat larger housing boom *after* the war pressed many families of returning servicemen and others west of South 50th. At the same time, the City of Milwaukee was engaged in a massive annexation program in the area. Between 1948 and 1953, a series of annexations added territory between Lincoln Avenue and Cold Spring Road and South 40th Street and South 100th Street. The area became eligible to receive city services such as road building and road improvement, which in turn attracted more residents. While fewer than 100 residences were settled in Highwood Estates in the mid- 1950s, this number would expand exponentially in the next five decades.

While most of the early settlers in Highwood Estates were Poles and Germans migrating southwest, there were also a few Italians, Romanians, Slovaks, Russians, Irish and several Serbian families. One example of the latter was the Drozdjibob family (see below).

Highwood Estates random residents (1950s)

*Names selected randomly from the 1955 City Directory in the Highwood Estates area
(information from U.S. Census and other public records)*

The Drozdjibobs

In 1955, John Drozdjibob, his wife Frances, and a son lived at 3140 N. 78th Street. Both John Sr. and Frances were Serbs who had emigrated from the former Yugoslavia as teenagers. John had originally settled in Lake County, Indiana where he'd lived in a boarding house with other Serbs, working as a laborer in a steel mill.

He later moved to Milwaukee, married, and rented a unit on South 8th Street in the Walker's Point neighborhood, where a growing community of Serbs had settled. John now had a new occupation, as a pipe fitter. In 1932, he and Frances had a son, who later enrolled in Boys' Trade and Tech School, also in the Walker's Point neighborhood.

A new wave of Serbs immigrated to the United States after World War II. As the Milwaukee Serbian community grew, they looked to expand southwest. In 1945, they purchased a large parcel of land at 51st and Oklahoma where they soon built American Serb Memorial Hall, which became a highly successful gathering place for the burgeoning population. Soon afterward, the Serbian community sought a nearby space for a new church. They had long outgrown their St. Sava Church that operated out of a humble abode near West 3rd Street near National.

With all this activity going on, many Serbs were migrating southwest from Walker's Point, and the Drozdjibobs were no exception. Sometime in the late 1940s or early 1950s they moved to South 78th Street. By 1957 they witnessed the opening of the new St. Sava Serbian Orthodox Cathedral at 3201 S. 51st Street, an ornate Byzantine church that would become a central place of worship for the Serbs, and a landmark architectural attraction and destination point for Milwaukee tourists.

John died in 1972 and Frances in 1991. Both are buried at Holy Cross Cemetery and Mausoleum in West Allis.

As a neighborhood that arose late in Milwaukee's history, Highland Estates did not develop a significant commercial corridor. By 1955 a few businesses operated on South 76th Street. See list and notes below.

<i>Addresses on S. 76th St. in 1955</i>	<i>Names of businesses from Milwaukee City Directory</i>
3101	Sieger's Shell Services
3115	Erv's Grill Restaurant
3325	Town Auto Body and Painting
3469	Mahnke's Food Market

Summary and notes:

- By the mid-1950s Milwaukeeans were dependent on cars for shopping. Most of the neighborhood stores had been sacrificed to strip malls, shopping centers, mega-markets, and super markets. Apparently Mahnke's Food Market survived this trend.
- Mahnke's Food Market may have been owned by Clarence Mahnke, who began his career as a baker and lived on Rogers Street.
- The Shell gas station on 76th and Oklahoma later became a Citgo.

Arrival of Latinos

Latinos (mainly Mexicans) began to settle on the *near* South Side in the 1920s and slowly migrated south into the Polish areas. Since the 1970s, the Mexican community has grown all over the South and Southwest Side, including Euclid Park.

A number of push-pull factors influenced the population changes. During the early 1900s Mexican immigration to the United States expanded because of worsening economic conditions in Mexico. A large wave of Mexicans also left the country during the political and economic turmoil created by the Mexican Revolution of 1910. In addition, both Mexicans and Puerto Ricans were often recruited by local industries to fill workplace needs. Beginning in 1917, the US government implemented a series of immigration restriction policies to curb the influx of Mexicans, mainly in response to local claims that Mexicans (who often worked for low wages) were taking jobs away from 'true' Americans.

But they found a place to fit in. Latinos—particularly Mexicans--were able to settle successfully alongside Poles in particular because they shared so many traits in common. These included the Catholic faith, the focus on the Madonna figure, polka music traditions, similarities in childrearing and eldercare practices, and an entrepreneurial spirit.

Current populations (as of 2021)

Today, the small Highwood Estates neighborhood has approximately 2,000 residents. Of these, over 8 in 10 are European Americans. The overwhelming majority claim German or Polish ancestry, followed by Irish, Italian, French, Serbian, Croatian, and Hungarian. About 1 in 20 are Latinos--mostly Mexican. There is also a scattering of African Americans, Asians (mostly Vietnamese and Korean), and people of multiple backgrounds. The neighborhood skews slightly older than Milwaukee in general, with nearly 3 in 10 residents aged 45 to 64. Women significantly outnumber men.

Highwood Estates is a lower middle-income neighborhood with a median household income of just over \$34,000 annually. It is well-educated by Milwaukee standards with over 3 in 10 residents having earned bachelor's or graduate degrees. The occupations cited most often are in the fields of administration, production, and education. The neighborhood has over twice the number of residents in the construction and social service fields than other areas in Milwaukee.

Just under 6 in 10 property units in Highwood Estates are likely to be rented. Rents are typical for Milwaukee with nearly 9 in 10 units going for \$501 to \$1,500 a month. Costs for home ownership (e.g., mortgages, deeds of trust, contracts to buy, taxes, insurance) are also typical by Milwaukee standards, with approximately two-thirds of the homes costing between \$1,001 and \$2,000 a month.

RECURRING NEARBY OUTINGS (Health conditions permitting)

In the following section the website addresses have been eliminated due to technical problems with the various ways different web browsers display PDF files. Website information on these events is available through the book *Milwaukee Area Outings on the Cheap*. See below.

ICE FISHING & WINTER SPORTS SHOW

When?	Where?	Description and contact info	Admission
Early Dec., Fri. 12-7pm; Sat. 10am-7pm, Sun. 9am-2pm	Wisconsin State Fair Park, 640 S. 84th, West Allis	Rows of exhibits with products and services dedicated to the ice fishing and winter sports enthusiast.	Free

HMONG NEW YEAR

When?	Where?	Description and contact info	Admission
Early Dec., Sat., Sun. 8am-5pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Celebration marks the end of the Hmong harvest season, which ends on November 31, and a time of several days of music, singing, dancing, games, and food.	unk

WONDERFUL WORLD OF WEDDINGS

When?	Where?	Description and contact info	Admission
Early Jan., Sat., Sun. 10am-4:30pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	The latest trends in wedding gowns, tuxedos, photographers, florists, music, sample wedding cakes and food tastings, over 100 exhibitors.	unk

MILWAUKEE BOAT SHOW

When?	Where?	Description and contact info	Admission
Mid Jan., one week, two weekends (except Mon & Tue)	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Wisconsin's largest boat show with over 400 boats from over 80 manufacturers, yachts, aluminum fishing boats, ski boats, pontoons, runabouts & jet skis, plus dock systems & marine accessories.	unk

GREAT LAKES PET EXPO

When?	Where?	Description and contact info	Admission
Late Jan. 1-5pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Wisconsin's largest charitable event that raises money for companion animals in Wisconsin. Featuring exhibitors including local Wisconsin rescues, pet products and services, great entertainment, and the best shopping for pet lovers.	unk

WOMAN UP!

When?	Where?	Description and contact info	Admission
Early Feb. Sat. 10am-4pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	A day to celebrate all walks of a woman's life with 250+ vendors and experts in health care, fitness, finance, beauty, education and food as you shop, sample, and listen to presentations.	unk

MILWAUKEE/NARI SPRING IMPROVEMENT SHOW

When?	Where?	Description and contact info	Admission
Mid Feb. Thu-Sun., 12-8pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Home improvement trade show with special attractions and interactive entertainment.	unk

MILWAUKEE RV SHOW

When?	Where?	Description and contact info	Admission
Late Feb. Thu. thru Sun.	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Displays and sales of a wide range of recreational vehicles including pop-up campers, travel trailers, 5th wheels and motorhomes.	unk

MILWAUKEE JOURNAL SENTINEL SPORTS SHOW

When?	Where?	Description and contact info	Admission
Early Mar. Sun. thru Wed., see hours on website	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Exhibits on fishing, hunting, camping, boating and outdoor adventure.	unk

WINTER POWWOW

When?	Where?	Description and contact info	Admission
Mid Mar, Sat. 11am-10pm, Sun. 11am-6pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	American Indian traditional powwow with interactive tribal dances planned to include the general public, with extensive marketplace, traditional foods, and family friendly environment.	unk

WEDNESDAY NIGHT LIVE

When?	Where?	Description and contact info	Admission
Jun., Jul., Aug. Wed.'s, 6-11pm	State Fair Park, Budweiser Pavilion, 640 S. 84th St., West Allis	Milwaukee's most popular local bands entertain thousands of fans each week at this indoor/outdoor family friendly concert venue.	Free

GREEK FEST

When?	Where?	Description and contact info	Admission
Late Jun. Fri./Sat. 11am-11pm, Sun. 11am-9pm	State Fair Park, 640 S. 84th St., West Allis	Festival of Greek food, dance, concerts, marketplace.	Free

WISCONSIN STATE FAIR--\$2 THURSDAY

When?	Where?	Description and contact info	Admission
Early Aug., Thu. (promotion ends at 4pm)	State Fair Park, 640 S. 84th St., West Allis	Barnyard animals, crafts, live music, big name entertainers, food, exhibits, and, of course, a midway.	\$2 with 2 non- perishable food items or donation

HOLIDAY FOLK FAIR INTERNATIONAL

When?	Where?	Description and contact info	Admission
Mid November, Fri.- Sun.	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Multicultural festival of music, food, dance, and the arts.	unk

HORSE EXPO

When?	Where?	Description and contact info	Admission
Mid Sep., Thu. 7am-9pm, Fri. 7am-5pm, Sat. 7am-9pm, Sun. 7am-1pm	State Fair Park, 640 S. 84th St., West Allis	Wisconsin State 4-H horse expo including English and Western pleasure, showmanship, trail, and more.	Free

MAKER FAIRE MILWAUKEE

When?	Where?	Description and contact info	Admission
Late Sep., Sat. 9am-6pm, Sun. 10am-5pm	State Fair Park, 640 S. 84th St., West Allis	Showcase of invention, creativity, tech enthusiasts, crafters, artists, educators, tinkerers, students and others.	Free

HARVEST FAIR

When?	Where?	Description and contact info	Admission
Late Sep., Fri. 5-11pm, Sat. 9am-11pm, Sun. 9am-5pm	State Fair Park, 640 S. 84th St., West Allis	Autumn fair that features rides, food, games such as pumpkin bowling, and contests such as the pumpkin chuckin'.	Free

WINTER FEST AT JACKSON PARK

When?	Where?	Description and contact info	Admission
Mid Dec., Sat. 11am-3 pm	Jackson Park, 3500 W. Forest Home Ave.	Face-painting, cocoa, crafts for kids, music, and more.	Free

JULY 4TH CELEBRATION--JACKSON

When?	Where?	Description and contact info	Admission
July 4 8am-10pm	Jackson Park, 3500 W. Forest Home Ave.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, free ice cream, fireworks.	Free

JACKSON PARK FARMERS MARKET

When?	Where?	Description and contact info	Admission
Early Jun. thru early Sep., Thu. 3:30-7pm	3300 W. Forest Home Ave.	Fresh food from Wisconsin farms, baked goods, crafts, art.	Free

AUGUST NIGHTS CONCERTS

When?	Where?	Description and contact info	Admission
Aug., Thu's, 6:30-8:30pm	Jackson Park, 3500 W. Forest Home (Picnic Area #2)	Concerts in park.	Free

MOVIES AT SOUTHGATE CINEMA

When?	Where?	Description and contact info	Admission
Daily	3320 S. 30th St.	Popular movies at a Marcus Theater.	unk

Most of these outings are provided courtesy of MECAH Publishing. To access the book that provides nearly 600 outings—all priced under \$10—for the entire Greater Milwaukee area, go to <http://mecahmilwaukee.com/NonFiction.html>

QUOTES FROM RESIDENTS

If you are a resident of this neighborhood and wish to make an interesting observation about it, please send your quote to JFLanthropologist@currently.com

PHOTOS

Today's neighborhood-Houses on S. 84th St.



Today's neighborhood-
Houses on S. 83rd & Burdick



Today's neighborhood-Zion United Church of Christ

For more information on Milwaukee neighborhoods, refer to John Gurda's *Milwaukee, City of Neighborhoods* and Jill Florence Lackey's and Rick Petrie's *Germans in Milwaukee: A neighborhood history*.

Do you have great photos of this neighborhood? Are you a resident with an interesting quote about this neighborhood? Do you have recurring outings, additions, corrections, or general comments about this neighborhood? Please email your input to: JFLanthropologist@currently.com



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