

Approximate boundaries:

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

SOUTHWEST SIDE *Rolling Green*

NEIGHBORHOOD DESCRIPTION

Rolling Green is a residential neighborhood with moderate population density that has mainly ranch and Colonial-style houses from the late 20th century. This neighborhood has no full commercial corridor--just a few businesses along South 76th Street.

Rolling Green's topography is mainly flat to gently rolling hills. The majority of the streets follow a rectangular grid except in the southeastern corner of the neighborhood which has a few winding streets. Despite its name, Rolling Green has no significant green space today except for the 78th Street Playfield to the south and west of the Academy of Accelerated Learning. See neighborhood photos below.



Today's neighborhood-
Houses on S. 81st St.
& W. Warnimont Ave.

HISTORY

At the time that the first homes were built in the Rolling Green area, the neighborhood was in the unincorporated Town of Greenfield, which once extended from 27th to 124th Streets and Greenfield to College Avenues. The area began as a farming district. The profile below is an example of one of the early farming families

Rolling Green family (1920s)

(Information was found in U.S. Census and other public records)

The Gazaks

In 1906, Valentine and Frances Gazak and five of their children arrived in the United States from Poland. They initially settled in Milwaukee among other Poles in today's Lincoln Village neighborhood on Third Avenue (today's South 8th Street). Valentine took a job as a laborer for the railroad and advanced to the position of welder within a decade. He and his wife eventually had 12 children.

Sometime in the 1920s the family had saved enough money to purchase a small farm—at that time in the countryside of the unincorporated Town of Greenfield. The farm was located just south of today's 76th and Morgan in the Rolling Green area. While father Valentine retained his job on the railroad, the older children tended the farm.

Two of the Gazak boys—Walter and Leo--joined the United States Army and served in World War II. After the war the pair returned to the Rolling Green area and by the mid-1950s had taken over the farm. In 1957, Leo and his wife Evelyn were living at 3625 South 76th Street and Walter and his family were living next door at 3633 South 76th Street. In addition to the farm, Leo had outside employment (Walter may have as well). Walter eventually moved south where he died in 2002 and was buried at Live Oak Park Memorial Cemetery in Crestview, Florida. Leo died in 2000 and was buried at Arlington Park Cemetery in the City of Greenfield.

Early populations

About the time that the Gazaks had purchased their farm, much of today's Southwest Side began to transition from a farming district to clusters of settlements that would become Milwaukee neighborhoods. Most of the early arrivals were Poles and Germans. Many settled first in the Jackson Park neighborhood, but some turned west on Oklahoma and ventured further into the countryside, creating a minor housing boom. However, the advent of the Great Depression, followed by World War II, temporarily reduced the rate of development.

Post World War II

A *major* housing boom *after* the war pressed many families of returning servicemen and others further west. Some were now migrating in from the Old (or Historic) South Side. At the same time, the City of Milwaukee was engaged in a massive annexation program in the area. Between 1948 and the mid-1950s, 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. Most of the new settlers continued to be Poles and Germans, but the Rolling Green area would also attract a diverse mix of Europeans, including Swedes, Canadians, Swiss, Italians, Bohemians, English, and Irish. By 1957, Rolling Green was well into development with new roads under construction or being extended and just under 200 residences (approximately one-third for sale or under construction).

Having developed late in Milwaukee history, the Rolling Green neighborhood never established a commercial corridor. In 1957, the neighborhood had only three businesses.

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 Rolling Green.

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 Rolling Green neighborhood has just over 2,000 residents. Of these, nearly 7 in 10 are European Americans (over half still claiming German or Polish ancestry). Approximately 2 in 10 are Latinos (most with Mexican ancestry and the rest with Puerto Rican and South and Central American ancestry). There is also a scattering of African Americans, American Indians, Asians (nearly all of Indian and Pakistani descent) and people of multiple racial backgrounds.

The median household income in Rolling Green is just over \$44,000, placing the neighborhood in the lower middle-income stratum. The occupations cited most often by

adult residents are in the fields of administration, production, and education.

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

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

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 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

ST. JOHN THE EVANGELIST FAMILY FESTIVAL--GREENFIELD

When?	Where?	Description and contact info	Admission
Late Jul., Fri. 5-11pm, Sat. 3-11pm, Sun. 12-9pm	8500 W. Cold Spring Road, Greenfield	Festival including rides, games, wine cellar, bingo, food, music, and more.	Free

NATIONAL NIGHT OUT--GREENFIELD

When?	Where?	Description and contact info	Admission
First week Aug., weekday 5:30-8:30pm	Konkel Park, 5151 W. Layton Ave., Greenfield	Fun evening of free food, games, rides, chance to dialogue with local police and community organizations.	Free

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 have an interesting observation to make about your neighborhood, please send your quote to JFLanthropologist@currently.com

PHOTOS



Today's neighborhood-Houses on S. 83rd St. & W. Crawford Ave.



Today's neighborhood-
Academy of Accelerated Learning



Today's neighborhood-
Houses on S. 81st St. & W. Warnimont Ave. (1)



Today's neighborhood-Houses on S. 81st St. & W. Warnimont Ave. (2)



Today's neighborhood-Houses on S. 83rd St. & W. Warnimont Ave. (1)



Today's neighborhood-Houses on S. 83rd St. & W. Warnimont Ave. (2)

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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