

# House Numbers Required on Alley Garages as well as in Front

by Gary Halvorsen

Imagine dropping off a friend at their back door in our neighborhood and seeing smoke coming out of the garage from across the alley. Your cell phone is in hand ready to call 911, but there's no address on the garage. What address do you give the operator? You could drive around to the front of the street to find the address, but you'd be wasting precious time while the fire grows. Likewise, imagine seeing a burglar break into a house while you are across the alley and not knowing which address to report to the police.

These are examples of the need for addresses clearly affixed to garages, houses and even fences of every house that shares the alley. Police and the fire department need numbers to respond quickly, as do service providers, such as DPW and delivery people.

Not only are house numbers in alleyways smart, it's also the law. The Milwaukee code of ordinances requires that all homes and businesses have address numbers for the front of properties, and also at the rear or side of addresses that are next to alleys.

Address numbers are available in a variety of materials from local hardware stores and chains, but if you want the 2" ceramic numbers that are on the front of older houses, you'll have to get them at the Brady Street True Value Hardware, the only store on the east side that stocks them.

Department of Neighborhood Services Code Enforcement will cite any address in violation of the ordinance if it's called into them (286-CITY, press #9 for DNS). But be a good neighbor and speak to them personally. Ask if they are aware of the benefits of a clear address on the rear of their property next to the alley. It's an easy and inexpensive way to protect our neighborhood and assist emergency responders.

# University-Neighborhoods Association (UNA) Transformations for 2009

by Pamela Frautschi

In 2009, UNA will meet quarterly. 3D (Third District) Neighborhood Associations will preside in March and August, UWM in June and October. UNA will identify "attainable objectives" and work in teams to be more proactive. UWM and the neighborhood associations continue their mutual agenda of seeing Chapter 17 passed. Working with student groups on crime prevention and alcohol issues are slated, as well as advancements on Walk to Work and bicycle availability to students.

## About MHNA

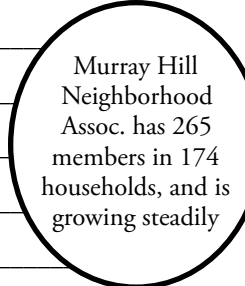
Murray Hill Neighborhood Association is about a group of diverse residents working together to keep Murray Hill a great place to live, work and study. Murray Hill is the 58 block area bounded by Hartford Avenue to the North, Bradford Avenue to the south, Downer Avenue to the East and Oakland Avenue to the West. Our goals are to develop an atmosphere of respect for the rights and lives of all residents in the neighborhood, build a safe and clean community that improves the quality of life for all residents, and maintain open communications with UWM students and representatives to effectively find positive solutions to problems. Benefits to the neighbors include information on safety and crime, regular updates from elected officials, business owners and UWM representatives on neighborhood issues, providing monthly speakers on relevant topics, provide quarterly newsletter, maintaining a cleaner neighborhood through adopt-a-block program and neighborhood-student clean-up events, and welcoming and informing neighbors of the workings of the city. Residents of the area, including students renting property off-campus in this area, property owners, landlords and owners of businesses within the area are encouraged to be members. Murray Hill Neighborhood Association is about making a wonderful neighborhood even better.

### Murray Hill Membership Application

NOW is the time to join!

Clip and mail with your payment to:  
MHNA / PO Box 71133 / Milwaukee, WI 53211

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_



The Murray Hill Neighborhood Association serves a 58-block area from Hartford Ave. to Bradford Ave., and Oakland Ave. to Downer Ave. Membership is open to all residents, property owners and businesses. General membership meetings are held the fourth Tuesday of the month at the Urban Ecology Center (1500 E. Park Pl.) from 7-8:30 pm. To find out more about the association, or to share your interests and concerns, please attend one of our upcoming meetings, or contact:

- |                               |                               |                                    |
|-------------------------------|-------------------------------|------------------------------------|
| <b>Family</b> .....           | <input type="checkbox"/> \$25 | <b>Please mark all that apply:</b> |
| <b>Individual</b> .....       | <input type="checkbox"/> \$15 | Homeowner .....                    |
| <b>Business</b> .....         | <input type="checkbox"/> \$30 | Renter .....                       |
| <b>Senior</b> (age 65+) ..... | <input type="checkbox"/> \$5  | Landlord .....                     |
| <b>Student</b> .....          | <input type="checkbox"/> \$5  |                                    |
| <b>Newsletter Only</b> .....  | <input type="checkbox"/> \$5  |                                    |

Membership Chair, **Gregory James:** 414-962-5158 or gjames@gjd.com

# Murray Hill Neighborhood Association MHNA

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# Murray Hill News

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**Check out the new Murray Hill website!**  
Its been updated with links and other information important to our neighborhood.  
[www.murrayhillna.org](http://www.murrayhillna.org)

## A Word from the President

by J. Gerard Capell

For a few precious days in mid-December the Murray Hill Neighborhood was covered in a lovely blanket of white glistening snow. I love such moments as they provide a fresh view of the neighborhood and soften the harsh sounds of the city. As I look out my window with a hot cup of coffee in my hands, I wish we could find a magical equivalent to erase the din of the politics, the wars, and economic gloom that surround us. Fortunately, we have our fond memories of the past, and dreams of a more peaceful future. In that light I look at what we have achieved in Murray Hill this year, and set my sights on 2009 and making it a memorable and successful year.

In January, Murray Hill successfully organized the first comprehensive alderman candidate forum, with more than 300 attendees from the upper eastside getting a view of the eight candidates and their positions. With other neighborhood associations, we were able to develop a variety of questions, work with the Miramar Theatre, and publicize the event throughout the entire area.

We also have continued to be a potent force in redefinition of the UW administrative rules in Chapters 17 and 18, now winding through the UW System and Legislature. These changes certainly are not silver bullets to bring instant improvements to the disrespectful and childish behavior of some students and their visitors, but it is a step toward defining disciplinary action and enhancing the University's ability to maintain order.

Just as we have worked with UW-Milwaukee, MHNA has also been a significant partner in development of the Northeast Side Comprehensive Plan for future development around UW-Milwaukee, Oakland Avenue Business District, and to some degree the Downer Avenue Business District. It will also help guide development of future transportation routes and housing.

Our membership hit record highs this year, producing enough revenue to allow MHNA to fund special neighborhood events. We helped support the second annual Plein Aire Artist show on Downer Avenue and publicized events such as North Avenue's farmer's market, events at Lake Park and Urban Ecology Center, and most recently Downer's Festive Friday. Why live in such a diverse neighborhood if we don't know about what is going on and take advantage of it?

Once the New Year finally arrives, I look forward to pressing for a membership goal of over 300. Dare I dream of 350? I want to see expanded participation by our members on the committees and board to help us all enjoy our lives and the bounty of resources that surround us. We can become even more influential in shaping our small corner of the city, by having quality housing, diverse and successful businesses to serve our residents, and most importantly the wisdom and leadership to shape the organization as we continue to interact with the City, the University, and the developers who have the funds and will to shape the neighborhood. I want to see the proposed changes in Chapters 17 and 18 passed by the Regents and Legislature. I also look forward to being seen as an organization that the City and developers will WANT to talk to before they make their plans for new businesses, knowing that we have valid concerns and valuable input that will result in better projects for everyone.

This is a big stocking to fill but I have faith in the members and residents of Murray Hill that we can achieve all this and more in 2009, bringing peace, prosperity and good will to all.

## MHNA 2009 General Membership Meeting Schedule

Unless otherwise noted, MHNA Meetings are held at the Urban Ecology Center – 1500 E. Park Place at 7 pm.  
414-964-8505 – [urbanecologycenter.com](http://urbanecologycenter.com)

### January 27th

*Ann Brummitt, Milwaukee River Work Group*  
Ms. Brummitt will tell us of the status and direction of the Milwaukee River Overlay District in an effort to protect the natural beauty of the Milwaukee River which has come under recent scrutiny with the Hometown Dormitory.

### February 24th

*Murray Hill's Public Schools*  
Come hear Principals of Riverside High School Hartford Elementary School and Maryland Montessori School discuss their directions and challenges to provide an effective learning environment for Milwaukee's students.

**Watch the web site for detailed information on upcoming meetings: [www.murrayhillna.org](http://www.murrayhillna.org)**

## An Evening with MPD's Chief Flynn and Captain Smith

by Pamela Frautschi

The October Membership meeting, if you weren't there, had Milwaukee Police Chief Edward Flynn, Captain Anthony Smith and a full complement of officers and detectives from the 5th District in a special joint meeting of the upper eastside neighborhood associations at the Columbia Hospital Auditorium. Chief Flynn gave a good overall explanation of the state of crime in the City and particularly in and around the 5<sup>th</sup> District. Captain Smith and his officers gave detailed explanation of their particular efforts to address the types of crime being seen in the area, including the recent spate of strong-arm robberies and home invasions.

The floor was open for questions, but there were far more questions than time to respond. The MPD representatives asked to have the questions forwarded to them for answers. Below are selected questions and the responses from Chief Flynn and Captain Smith. To see all the questions and answers and other information go to [www.murrayhillna.org](http://www.murrayhillna.org).

**Q: There were more police patrols (foot and bicycle) at the beginning of the school year, but as of late, they have been lacking. Will we see some of these patrols increase in response to the recent crimes?**

A: There are two squad areas that cover the east side. One squad has responsibility north of E. Locust Street (521) while the other south of E. Locust Street (520). These two squads are deployed 24 hours a day. In addition to these two squads there is a foot/bicycle unit assigned to the area, they work 7:00 p.m. to 3:00 a.m. In addition the District deploys Patrol Wagons on each shift, one is assigned east of the river. Officers assigned to squad car patrol are to conduct "park & walk" patrols as often as possible. These park & walk patrols generally will be between two to four hours in duration. In addition to these resources the District has conducted numerous Safe Street Initiatives and Directed Patrol Missions through out the year to address specific crime trends. There are currently two Safe Street Initiative deployments on the east side, to address robbery and theft. These extra resources will remain until the trend has been stopped. During the school year extra foot patrols are deployed in the area around UWM on Thursday, Friday and Saturday nights. These officers are on overtime, which is funded by a grant from the University. The grant period has ended for this semester and will resume again in the spring. This deployment is usually a Sergeant and four to eight officers. The deployment size is dictated by the intelligence gathered during the week.

**Q: How many phone numbers for police are there now? As a child, each of us knew the phone number was PO5-2323. Why not a phone number we can remember?**

A: There are 3 numbers for police service everyone in District Five needs to know. The first is 9-1-1 for all emergency and/or life-threatening situations. The next two numbers pertain to non-emergency calls for service and administrative calls to District Five, Non-Emergency Calls: This number is 933-4444. This will connect you with our centralized call center where a Police Telecommunicator will take your information, determine the call's priority and determine whether a squad will be sent or if your call can be referred to our Telephone Reporting Unit or the Differential Police Response Unit. Administrative Calls to the District: The direct number to the District is 935-7252 for questions you might have such as the name of an officer who responded to your call, obtaining an incident number for a report you filed and other items of an administrative nature.

It should be noted if you call 933-4444 and request to be connected to District Five and you desire police to respond, this will delay the squad's response.

**Q: I understand that in order to determine public or underage drinking, Milwaukee police must see the person take a drink, while University police have been trained in the use of a breath analyzer. Are there plans to train Milwaukee police in the use of these devices?**

A: Yes, District Five currently has two of these devices and training through the state is expected to be conducted early in 2009. This will enable officers to utilize this equipment when the Spring Semester patrols resume. This will allow Milwaukee officers to enforce the underage drinking laws in the same manner the University of Wisconsin-Milwaukee police officers do. However, in order for the public drinking ordinance to be enforced officers must see the person drinking in public or have a witness who will testify in court who made the observation of the public drinking.

**Q: What is being done to ensure our neighborhoods are not recipients of displaced crime from west of the river?**

A: Crime analysis is conducted daily. This analysis is done to identify not only where crime has been occurring but where we believe it may occur. Displacement of crime is always looked for, whether it is actual displacement or predicted displacement. Crime analysis takes into account numerous factors such as historical trends, weather/time of year trends, geographic trends and event driven trends just to name a few. We want to utilize the given resources as efficiently and effectively as possible. The goal is to not only be able to answer calls for service, but more importantly deploy resources to prevent crime before it occurs.

## Susan Knows Murray Hill... Murray Hill knows Susan!



Susan McCabe

Have a real estate question? Selling, Buying or both?  
Just like to know the value of your property?  
Call Susan at 414-322-6526 [smccabe@firstweber.com](mailto:smccabe@firstweber.com)



## UWM Master Plan Update

by Pamela Frautschi

At the December public assembly, HGA presenters of UWM's Master Plan stated that the Master Plan addresses transforming UWM for the future, twenty to thirty years from now. Creative, exploratory and sometimes controversial ideas are still in play in the planning process.

### Among the key findings of Phase A:

- 1) UWM is a half million square feet short of space, primarily for sports and labs.
- 2) There are historical/cultural buildings that must be maintained.
- 3) There is not enough campus life.
- 4) All buildings and their mechanical systems have been assessed.
- 5) Additional development is possible within campus density.
- 6) Downer Woods must be maintained.
- 7) Parking is currently at 70% usage.

### Key drivers of the Master Plan include:

- 1) Academic Plan to accommodate 30,000 students with an increase in PhD and Masters Programs.
- 2) New Schools of Public Health and Freshwater Sciences.
- 3) Space needs of 1.1 million square feet, or 1.5 million with sports facilities.
- 4) Emerging Vision of partnerships across city.
- 5) Campus Life: there is a need for 1,200 to 1,500 beds, as well as increased transit for commuter students.
- 6) Need to interface with surrounding community.

## Committee of Landlords

by Pamela Frautschi

Our (COL) Committee of Landlords is pleased to be working on mutual issues with Oscar Perez, UWM's Community Liaison, and Keri Duce, UWM's Director of Neighborhood Housing and Director of COAST, a student group active in our neighborhood. COL also welcomes new members, John Stern, Michael Schramm, Linda Wilhelm and Lynn Quirk.

Donald Stone, Director of Sanitation for our area, attended COL's November meeting. Among other things he described a new 2007 Ordinance stating that objects of more than 4 cubic yards will receive a 3-day notification to clean up, and if it is not done a \$50 fine will be applied. For other Ordinance violations, fines from \$25 to \$500 per day can be applied. Don also follows up on Trash and Graffiti reports made by COL's member Mike Broderick. More than 475 rental properties of 1 to 4 units are located in Murray Hill. Only 16 of them are currently members of MHNA. Share this newsletter with your landlord. If YOU are not a member, please become one, and encourage your landlord to join too.

### Three models of development were presented:

#### Model 1 - Investing in the Eastside

This concentrates the undergraduate experience, with Kenwood as the main campus, located in strong, stable neighborhoods with commercial amenities, building on what is here. The Lakeshore is well established. The river could be more of a public resource. A transit corridor is proposed along Maryland Avenue, with traffic calming at the corner of Hartford and Maryland. Possible development targets include Columbia/St. Mary's Hospital, Hartford Avenue School, and the Wisconsin Paperboard area by the river. Improved landscaping, such as using hedges to direct pedestrian traffic, is very important. Hartford School and Columbia/St. Mary's sites can provide approximately 1.8 million square feet. Additional building space can be created on the existing surface parking areas to create seventeen new buildings with underground parking at the Kenwood Campus. All UWM's needs could be met on the current campus if Hartford Avenue were used for classrooms, and Columbia used for housing.

#### Model 2 - University in the City

This would use areas of Downtown, the 3rd and 5th Wards, and Walker's Point. UWM owns the Plankinton Building downtown and the GLRF site at Lake Michigan. This model would regenerate parts of the city and would create vibrant street life in more of the central city. UWM would need more housing in the civic and institutional areas of downtown. In this Model, key considerations include moving Architecture and Urban Planning to the Plankinton building; possibly put Public Health in the Plankinton Building; use a downtown MPS building for Public Health, Nursing and Health Sciences; put the new Freshwater program at the former Pieces of Eight site.

#### Model 3 - Distributed Campuses

In this scenario, Kenwood, downtown, and the County grounds would be utilized for campus growth, and would require duplication of key services. County Grounds/Medical College of Wisconsin would serve the research mission of the University to support regional economic development. Capacity there is 2,324,000 square feet. This model will reduce parking pressures on Kenwood Campus.

A combination of these models is likely. More detail, and additional information about the planning process and the final Phase-A Report can be found at the Master Plan website: [www.masterplan.uwm.edu](http://www.masterplan.uwm.edu). Watch for notice of another public meeting with the planners in February.

## Downer Avenue Bike Race Moves Up to June 27th

by Mike Varney

*Changes are coming to the Downer Avenue Bike Race this year.*

Big changes.

Here's a list of some of them:

- New date
- New name
- New affiliation
- New Market Place
- More racing
- More professional racers and teams

The newly minted Midwest Cycling Series will bring The Historic Downer Avenue Cycling Classic to the traditional 0.8 mile Eastside course on Saturday, June 27. Downer Avenue will close down at noon and racing will begin at 2:00 p.m., according to Mike Eitel, owner of the Café Hollander and a race sponsor. "We will have a lot of new vendors in the Market Place along with a full day of racing activities, including more professional cyclists and pro racing teams," he said. He plans on hosting a Belgian Beer Festival behind the Café Hollander this year.

While the name and date may be new, much will remain the same for this event that attracts approximately 15,000 attendees every year. The detailed planning put in by the Downer Avenue Merchants Association to make this neighborhood party a benchmark event seems to ensure that. The street will again be alive with the sounds of live music until midnight this year. And if there should be a little rain? "We'll hold it, rain or shine," Eitel replied.

For anyone near this event in years past, one of its charms is the house party neighbors, along or the near the course, host for friends and family. This notice of date change is important as this event is one of the highlights of the summer season for many Eastsiders. There is something for everyone on this day—whether it be visiting the shops on Downer Avenue, watching a bit of racing from a favorite perch, or attending a house party. While the food and music help keep the crowd, the draw on this day will always be the cyclists, and this year they'll be better than ever.

An avid cyclist himself, Eitel will also be sponsoring two racing teams—Café Hollander RDC and Velo Trocadero. Additionally, the Hollander will be a major event sponsor. However, other sponsors are still needed and if you're interested in helping out, e-mail Mike Eitel at [unclelode@mac.com](mailto:unclelode@mac.com).

The past traditional date of this cycling event, July 25, may see a second race come to Downer Avenue in 2009. If so, the street would be closed off at 5:00 p.m. for the start of that 6:00 p.m. twilight race, Eitel said. Details, however, on that event are still being worked out.

This year's inaugural Historic Downer Avenue Cycling Classic will also be filmed for later viewing on Time-Warner cable television. Mark your calendars now for June 27 and ensure you get the word out about this race a month earlier this year.

## Marcia Coles Community Room

by J. Gerard Capell

The Grand Opening and celebration of the Lake Park community room, now renamed the Marcia Coles Community Room, occurred on January 8 to great fanfare. The leaders of Lake Park Friends were there along long-time county park supporter Supervisor Gerry Broderick, County Parks Director Sue Black and Alderman Nik Kovac. Bartolotta's of course catered the event with good wine and excellent hors-d'ouvres, Joe Bartolotta was there of course and was a major contributor to the final out come; in part due to a financial set-aside that is part of his contract with the County that helped pay for the remodeling along with other capitol improvements to the mechanical system and roof.

For those of you who are familiar with the former utilitarian space you will be stunned, as I was in the transformation. Gone are the textured concrete floor, wood siding walls, and ceiling with its exposed joist and sweaty plumbing. Now there is a warm-hued, comfortable, and sound absorptive carpet, the walls have wood wainscot with pleasing beige wall covering, and the ceiling has a black painted background with suspended acoustical tiles "clouds" and recessed lights giving and good variation to the space. The room now has a service counter with a sink and cabinets and the toilets have been completely remodeled with the men's room being relocated adjacent to the women's with easy access to the exterior for park visitors.

Lake Park now has two marvelous spaces for community use, the Lighthouse and the Community, and it would be a shame not to use them. So please consider these spaces for your next gathering. Contact Barbara Dobbs at (414) 257-4503 ext 4503, email: [bdobbs@milwcnty.com](mailto:bdobbs@milwcnty.com) to schedule the community room, or Friends of Lake Park and 414-962-1680 or email: [lakeparkfirends@sbcglobal.net](mailto:lakeparkfirends@sbcglobal.net) to find out more about the Light House.



## Upper East Side Business District - Formerly University Square

by Cynthia Sommer

The holiday and winter seasons have been brightened with the addition of wreaths and holiday lights on Oakland Avenue. This year the Upper Eastside (formerly University Square) Business Improvement District (BID) used a more eco-friendly and energy efficient approach to the holidays by purchasing reusable wreaths with LED lights. The decorations (\$4,500) and installation cost and city permit (\$5,000) are a commitment to the neighborhood by the businesses. Thanks for keeping our main street a vibrant shopping district.

Atomic Records will close in February 2009, after twenty-four years of business in the area. The shifting demographics, downward market trends, changing consumer habits and general economy have made it difficult to sustain the business. They will have reduced hours in January: Noon - 6:00 PM Tuesday through Saturday, and closed on Sundays and Mondays. The variety of music selections, the eclectic finds and the friendly personnel have made Atomic Records a unique place, not only on the eastside but throughout the city. You will be missed.

A web site for the Upper Eastside BID is currently under construction with hopes for more development by spring. The site will contain information and links to businesses and their Google maps, pictures, streetscape developments, meeting notices, news and specials updates. Their web site can be accessed at [www.eastsidebid.com](http://www.eastsidebid.com).

Due to the general status of the economy, there has been little interest by new businesses to occupy the former Walgreen's site. The owner has indicated a willingness to sell the site, if an appropriate buyer can be found.

## Update on Downer Avenue

by Pamela Frautschi

The Downer Avenue Merchants Association (DAMA) is grateful for your continued support of Downer Avenue businesses. The variety and quality of businesses on Downer make it a great place for daily and holiday shopping, with something for everyone.

The first two parts of the multi-project Downer Avenue Master Plan are completed. That includes the Schwartz Bookstore building, where pediatric offices now occupy the upper floors, and the new parking structure into which Associated Bank moves this January.

No commitment on start/finish dates is available for the remaining portions of the plan. Streetscape improvements are high on the merchants' wish list, as is occupancy of currently vacant storefronts.

To stay up to date with Downer Avenue, visit their new website: [www.historicdowneravenue.com](http://www.historicdowneravenue.com).

## Third District Neighborhood Association 3-DNA adds Momentum

by Pamela Frautschi

Third District Neighborhood Association (3-DNA) is a group of seven neighborhood associations in the UWM area. Jeff Jordan of Watertown Historic NA is currently Chair of the group. Pam Frautschi of MHNA serves as secretary. MHNA's other representative is Jerry Siegmann. 3-DNA has two representatives from each of the neighborhood associations.

3-DNA increases communication and seeks issue consensus among the associations. They jointly sponsored the October meetings of Mayor Barrett's Budget presentation, and the presentation by Milwaukee Police Chief Flynn.

3-DNA began in April '08 with collaborative efforts related to the NorthEastside Plan. Together, the groups write an annual statement regarding UNA (University Neighborhood Association) that will be presented in January to the City Planning Commission (CPC).

The University impacts on the surrounding neighborhoods: enrollment increases, dorm developments, Chapter 17 regarding student behavior, absentee landlords, and enforcement of Ordinances are among 3-DNA's quests for solutions. Other concerns they address relate to local businesses, schools, Columbia-St. Mary's, Historic Preservation and neighborhood stability.



[www.uppereastsidebid.com](http://www.uppereastsidebid.com)

Formerly called "University Square", the new UES is the East Side's most eclectic two-block business district featuring food from around the world, services for your daily life, and vibrant entertainment venues.

The B.I.D. is actively engaged in making your shopping and entertainment visit to our neighborhood the best it can be! We salute the efforts of our neighborhood partners at MHNA.

Enjoy delectables from **Oakland Trattoria, Lisa's, Bella's Fat Cat, George Webb's, Oakland Gyros, Subway Shaharazad, Thai Kitchen, Shiraz, Cousin's Subs, Chin's Fresh Asian, and Cold Stone Creamery.**

Don't forget your service and daily shopping needs can be fulfilled on your next visit to Oakland Ave. from **Clark Graphics, Gilbert's Liquor, The Washing Well, Walgreen's, Sal's Barber Shop, and Cloud Nine!**

And don't forget the eclectic mix of entertainment at our beloved **Miramar Theater** or grab a game of pool and a cold one at **Axel's**. On **Oakland Ave.**, we have it all!

## Murray Hill History – Do You Remember?

submitted by Cynthia Sommer

### Frinzi's Finer Foods

Many Eastsiders fondly remember Frinzi's Finer Foods, located in Murray Hill on the corner of Locust & Murray (now Bikesmiths). I recently had a wonderful visit with the owners, Joe and Pat Frinzi, and would like to tell some of their story. They have vivid memories and still miss the wonderful customers and the many workers who were like part of their family. Murray Hill was a great neighborhood for raising their children. Many UWM students earned their way through college by working part-time in the store. Prior to their retirement in 1989, Frinzi's was a meeting place for the neighborhood.

Frinzi's Finer Foods was more than a grocery store. They had a full line of groceries, fresh-daily produce and meats. Joe, a fifth generation butcher with roots in Sicily, ensured the finest meats and produce by getting up at four a.m. each day to find the freshest produce from the Third Ward and the best cuts of meat from Valley Meat Packers. For holidays, Joe would get fresh turkeys from the farmers for Thanksgiving and fresh USDA goats and sheep for Easter. The Frinzis made their own Italian, Polish and Bratwurst sausages. Frinzi's Finer Foods served customers from Whitefish Bay to Downtown, providing custom service and special cuts of meat. Five phone lines, two delivery trucks and ten employees (some may remember Harold Larson, another anchor in the store) were always busy, in the store and delivering food to their customers. Pat Frinzi was kept more than busy managing accounts for the charge customers, helping in the store, coordinating the staff of ten and raising six children (three sons and three daughters). As Pat recalls, she often got "just four hours of sleep a night," though both Joe and Pat recognized and appreciated the help of Pat's mom, who came daily to care for the kids in their home above the store. The store was open six days a week, and in later years also opened on Sunday mornings. The Frinzi sons and daughters grew up working in the store and felt the experience was an invaluable education.

Pat and Joe Frinzi were of a generation of hardworking entrepreneurs in a growing, vibrant neighborhood. Joe started running his father's meat store in the Third Ward at age 17, because his father's diabetes resulted in his legs being amputated. Pat worked her way through school at a grocery store at 35<sup>th</sup> and National. Her experience at that store led her to say "I would never marry a grocer". Luckily, she changed her mind! Joe and Pat have been married sixty years and have seen the success

of their six children, fourteen grandchildren and two great-



grandchildren. This strong family rents a church hall each year to accommodate the 100-plus family members and friends who come to celebrate Thanksgiving together. Our wish is that Pat and Joe continue to have good memories, health and happiness with their many family, friends and neighbors. Thanks for your many contributions through the years to the Murray Hill neighborhood.

### Milwaukee Recreation Classes

by Cynthia Sommer

**MILWAUKEE RECREATION**  
Experience Life.

**D**o you want to exercise, do some creative activities or meet some new people? The winter schedule of classes offered through the Milwaukee Recreation program will be starting soon. A variety of adult enrichment classes as well as youth/teen sports and activities are being presented at Riverside University High School (RUHS) and other neighborhood sites.

At RUHS, you can adventure into new cooking (Sushi, South Indian, Cajun, homemade breads), try various types of exercises (Yoga, Hula-hoop Dancing, Boxing Aerobics, Zumba) or take creative classes (songwriting, interior design, Spanish, guitar, Sign Language). Aquatic/swim classes and open lap swim are also available.

Most classes start the first week of February, but other offerings will be presented throughout the semester. Check the schedule in the recently mailed 2009 Winter Recreation Guide, or view the schedule and register on line until January 26th at [www.MilwaukeeRecreation.net](http://www.MilwaukeeRecreation.net). Call 414-475-8780 with any questions. You can also register on site at RUHS the day of classes.

### The Shops of Park and Murray

by J. Gerard Capell

**O**ne of the marvelous aspects of living in Murray Hill is the convenience and diversity of shopping and services nearby. The corner of Murray and Park is one of the quiet little business areas that makes and defines a neighborhood. There is a rich complement of businesses there, each providing a valued service to the neighborhood.

The most prominent is **Parkside Liquor and Grocery** at 2700 N. Murray, owned by Mr. Omar Assad. I was quite surprised by the size of the store and the openness inside that made searching the shelves easy. Though I would have liked to see more green vegetables and fruit, there was a broad variety of household items, packaged, refrigerated and frozen foods to stock one's pantry or get a few items for dinner.

On the opposite corner is **Madra Professional Pet Styling**, owned and operated by Helena Buettner. She has been at this location for a little more than a year and is a long-time eastside/north-shore resident. She and her assistant, Paula, provide a full range of services to make your dog or cat better looking, healthier and no doubt happier. A basic session includes a full bath, toenail clipping, brushing and styling, and teeth cleaning. She specializes in a holistic approach to treating your pet, not just washing and styling the fur, but looking at the overall health of the animal and educating the owner on

how to maintain and improve the pet's health. There is even a spa package including blueberry facial, peppermint foot soak, hot-oil conditioner and oatmeal shampoo, all natural and veterinarian approved. Call 414-332-2289 for an appointment, since there can easily be 20 to 30 pets a day, or visit [www.madrpetsyting.com](http://www.madrpetsyting.com)

Next door to Madra is **Park Place Acupuncture**, where you can discover the benefits of eastern medicine at the hands of Tim Imp and his partner Judy Conti. When asked how he discovered acupuncture, Tim said that he suffered from asthma which did not respond to traditional western style treatment. However, when he tried acupuncture he found immediate relief and knew that he wanted to be able to help others using this method. In addition to acupuncture treatments they provide cupping and moxabustion; the first gently pulls toxins from the body through the skin, while the second is an herbal treatment to energize the body. A typical session lasts about a half hour, but can be as long as one hour. Insurance typically does not cover the cost of a treatment, and Tim and Judy want to serve their clients, not spend hours completing insurance forms. Call 262-573-6521 for a consultation or appointment.

**Milwaukee Mindfulness Center**, formerly at Locust and Maryland, is next door to Park Place Acupuncture, a perfect complement of the eastern approach to a healthy body and mind. The Mindfulness Community of Milwaukee is a Buddhist sangha in the tradition of the Vietnamese monk, Thich Nhat Hanh. They invite you to come and join others who share the value of

mindfulness and especially welcome those new to the practice of meditation. Call 414-962-8678 or see the website: [www.milwaukee mindfulness.com](http://www.milwaukee mindfulness.com)

Heading back north along Murray Avenue you will pass **Murray Park Kwik Wash**, the laundry serving the neighborhood for many years. Adjacent to the Kwik Wash is Outworlds, a bookstore serving a select niche, gay and lesbian literature. The owner, Carl Sztatmary, was a manager at Webster's Bookstore and has run Outworlds since 1993. He has a full line of fiction and non-fiction, and hosts several book groups for a better understanding and appreciation of a selected author's work. There is a small coffee bar and a variety of items for sale, including t-shirts, jewelry, candles, rainbow pendants, wind socks and greeting cards.

The store owners agree that the economy is putting a dent in their businesses. They really like the neighborhood and the people who live here. In these difficult times, please make an effort to stop into the stores and businesses of Murray Hill to say hello, browse, and most importantly patronize the merchants; it is good for them and the neighborhood.

In other business news of the neighborhood, Atomic Records on Locust and Oakland is closing after serving the upper eastside for 24 years. I will certainly miss the posters and the distinctive neon sign above their doorway, and my wife will have to do more on-line purchases for her CD's. To the south, Eliot's Bistro on Murray

near North, one of the finest French restaurants in the city, which has been closed for several months due to a fire, will become an English Pub, two doors down from Paddy's Irish Pub. I do not know if Chef Pierre will be running this or has let the lease be picked up by another restaurateur. I do know that Chef Pierre has opened a restaurant in Hartford, so if you really want to have his Chicken Au Citron you will have a bit of a drive. As always, there is something new in the neighborhood, with just enough that stays the same.

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