

New Updates for City Services

by Cynthia Sommer

New Web Link. Check out the new, user friendly options to request City of Milwaukee services on-line. Go to: <http://city.milwaukee.gov/home> and scroll down the left hand column to "Request services online – future versions 3.00" You can choose from a variety of issues such as garbage and recycling to snow and ice to illegally parked or abandoned vehicles.

New Construction Related Material Charge. There is a charge for all City residents bringing construction related material into the self-help stations. This includes roofing material, brick, stones, concrete, lumber, drywall, paneling and other construction material. The charge is \$15 for up to 8 cubic yards, and \$30 for 8-16 cubic yards. (16 cubic yard maximum.) No contractor vehicles are allowed.

Bulk Changes in 2011. City crews will only pick up one (1) cubic yard of extra material placed out for pickup on your designated collection day. This is about the size of an easy chair. Call 286-CITY (2489) to request pickup of larger piles for a fee of \$50.

City Reminders. Residents with street garbage collection (no alleys) are required to place their garbage carts at the curb by 7:00am on the day of collection and return it to the storage area by 10:00pm the same day. You can determine your garbage collection day by entering your house address at: http://www.mpw.net/services/garbage_day. A designated date of collection is not possible during the winter because collection crews are diverted for snow and ice control.

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

Name: _____
Company: _____
Address: _____
Phone: _____
E-mail: _____

Murray Hill Neighborhood Assoc. has 230 members in 147 households, and is growing steadily

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 us.

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



www.murrayhillna.org

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UWM & Community Collaboration – Enlightened Self Interest

by Steve Klebar

Enlightened self-interest is a philosophy that states persons/organizations who act to further the interests of others, ultimately serve their own interests as well. Murray Hill is a diverse community and the Murray Hill Neighborhood Association (MHNA) Board of Directors places a high priority on the preservation and improvement on the quality of life and impact it has on the health and safety of its residents. The Board believes that as a member of our community,

continued on next page

Sign up for Murray Hill Neighborhood Association E-News



If you are already a member of MHNA, you should already be receiving our e-mail blasts. In a new effort to better reach out to all Murray Hill residents, we are opening up our e-mail news blasts to all residents, members and non-members alike. If you would like to receive Murray Hill e-news (including PDF versions of the newsletter), please send an e-mail to news@murrayhillna.org and include your name, street address, and e-mail address. Of course, we continue to welcome new members to the neighborhood association and more information regarding membership can be found on the back cover (page 8).



Many committed and caring people contribute time and energy to the Murray Hill Neighborhood Association, or our community at large. To recognize the efforts of some of these individuals the MHNA Board has coordinated with local businesses to create a little "Thank You".

See page 2 for information on the winners **Joe Duehmig** and **Jennifer Rzepka**, and more details on this issue's sponsor **VIA Restaurant on Downer**.

VIA on Downer

From 1st & Mitchell to the East side, the owners of Transfer Pizzeria Cafe bring their unique style of pizza with its bubbly, airy crust and fresh toppings to Downer Avenue with VIA Downer.

VIA Downer opened at the end of May, 2010 and is now in full swing.

At VIA, you'll experience the fresh pizza creations that made Transfer famous, as well as an expanded list of beautifully crafted entrees, pastas, panini sandwiches, salads and appetizers. VIA also offers a full service bar for wine, beer, cocktails and coffee.

VIA is open daily at 11am and features Saturday and Sunday brunch in addition to lunch and dinner.



Community Service Award Sponsor



Two individuals who are essential “behind the scene” volunteers in producing our MHNA newsletter are Joe Duehmig, Editor and Jennifer Rzepka, Layout/Designer. They have ensured for several years the professional, attractive and accurate presentation of the MHNA newsletter, usually on tight timelines and graciously handling articles often not submitted by the due date.

Joe, a small business owner, former MHNA Board member, and the MHNA newsletter editor since August 2007, maintains a 100+ year old home in the neighborhood and loves sailing.

Jennifer is vice president of SAMI, a management service firm, a former vice president of MHNA and our newsletter layout/designer since Jan, 2007, as well as being a mom to Maximus and Drake.

VIA Restaurant on Downer has generously donated a night out to Joe & Jennifer and their supporting spouses in recognition of their contribution to the community. Kudos and thanks to Joe and Jennifer many times over - we really appreciate all your time and effort – and hope you don't leave us anytime soon.

If you know of a community member that should be considered for the service award please send the candidate name and a brief description of their community service to serviceaward@murrayhillna.org.

MHNA 2011 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*

September 27, 2011

October 25, 2011

November 22, 2011

Meetings are typically held the 4th Tuesday of each month.

Dates are subject to change at any time.

Topics and presenters will be released via e-mail.

Watch the web site for detailed information on upcoming meetings: www.murrayhillna.org

President's Message

(continued)

UWM should demonstrate enlightened self-interest to reduce unacceptable student behaviors which not only adversely affects quality of life but also places in harm's way the student population it is chartered to serve.

UWM has acquired the former Columbia Hospital campus and is in the process of requesting a change in zoning from “Detailed Planned Development” (where the City solicits community participation and City approval is required for facility use changes by owner), to “Institutional” (which requires no community participation and no City approval for facility use changes by the owner, UWM.)

Unfortunately, MHNA and other neighborhood associations (NA's) around UWM feel that the school has failed to “walk the walk.” For years, the UWM position on collaboration was to support the “quality of life” concept, but UWM has failed to overcome self-imposed limitations that, in turn, have prevented development of meaningful policies to address underlying issues.

Based on our past experiences with UWM student behavior and the size and potential uses of the Columbia campus, we feel a zoning change that eliminates future city approvals and community participation presents an unacceptable risk. MHNA, along with other NAs, is therefore in opposition to the requested Columbia zoning change. A copy of the MHNA opposition letter can be found at <http://www.murrayhillna.org/index.php/quality-of-life>.

MHNA has established and values the strong collaborative relationships with the Department of Neighborhood Services, the Milwaukee Police Department (MPD) and surrounding NA's. Captain Basting of the 1st District MPD is working closely with Murray Hill and surrounding NAs to address and discourage disruptive behaviors that neighbors routinely experience. At the April 2011 MHNA general membership meeting, the 1st District emphasized the importance of “Report It/Record It,” and the need to call 935-7211 for nuisance related behaviors (see <http://www.murrayhillna.org/index.php/quality-of-life> for a summary of the meeting.) In the event that MPD priorities prevent their immediate response to a nuisance complaint, Captain Basting has committed that complaints will still be processed and appropriate action taken. We are committed to continue to work with UWM and encourage their meaningful participation in an effort to enhance and preserve the quality of life in our shared community.

WeEnergies Multifamily Program

by Steve Gorecki

The We Energies Multifamily Energy Incentive program includes the following levels of products and services. Qualifying buildings must be 2 to 8 units in size. The number of qualified buildings with the same owner depends on level of service.

Free Site Assessments

An Energy Advisor will perform a walk-through of the multifamily building and document the type and condition of electric and natural gas equipment. A written recommendation for high efficiency upgrades will be provided at the time of the assessment along with a leave behind folder of program information.

Free Direct Installation

We Energies field technicians will install the following energy efficient products in the living units of each building. This installation occurs during the appointment for the site assessment.

- Showerheads (1.5 gpm)
- Kitchen & Bath Faucet Aerators (1.5 gpm)
- Compact Fluorescent Light Bulbs (living units and common areas)
- Programmable Thermostat (replaces manual unit)
- Water Heater Pipe Insulation (12 feet max.)

Free Air Sealing Service

We Energies field technicians will perform a pre-blower door test to determine the air infiltration location areas of the building (basement box sill, attic penetrations, window frames, etc.). A foam product and caulking are applied to reduce air infiltration at critical locations. A post-blower door test is performed to determine energy savings. This service requires a second appointment.



Incentives for Prescriptive Measures

There are incentive funds available from We Energies for large contractor installed projects. Natural gas measures include boilers, furnaces, water heaters, and insulation. All new gas equipment must be high combustion efficiency to qualify (90% min.). Electric measures include air conditioners, lighting, and lighting controls. All new lighting fixtures must be high performance to qualify. See program applications on the We Energies web site for full portfolio of prescriptive incentives.

Schedule an Appointment

Schedule your free energy assessment and installation appointment by calling 877-598-4376

Visit the We Energies web site at www.we-energies.com/ee for additional information

In the Murray Hill area we have implemented several strategies aimed at addressing the disorder currently going on in your neighborhoods. While we have had success in some areas, overall, these strategies have not yet yielded the results that we are looking for. As such, we will continue to find alternate ways to approach these issues so as to better address our shared concerns regarding the disorder that is occurring in the neighborhood. As of August 1, I am adding two sergeants to my UWM liaison team; this is in addition to the lieutenant, two sergeants and a police officer who are currently assigned. While these officers continue to have district-wide duties, this team will be responsible for working directly with all of you in concert with the UWM Police Department to address neighborhood issues.

Finally, I encourage all of you to continue to utilize the **Report It/Record It** campaign which was started by your Association in the Spring of this year.

Captain's Corner
by District One Capt. Stephen R. Basting
Major Incident Response Team
749 West State Street
Milwaukee, WI 53233
414-235-6618 Cell
414-935-7210

THE BIKESMITHS

Keeping People on the Move

by J. Gerard Capell

This long-time fixture within the Murray Hill Neighborhood has been in business for more than 30 years, having spent the past 20 at its current location on the corner of Locust and Murray. The owners, Kurt and Scott Noll, along with staff Rob, Drew and Nate pride themselves on treating their customers and their bicycles right the first time and ensuring that they will see both again, the next time they need parts or service.

Their core market is students from UWM with the busiest season being late summer when the students return to school, instead of the spring when one might think that more bicycles would be brought out from storage. However, the biggest growth in their business has been their on-line sales at www.thebikesmiths.com where their reputation and low prices have brought continued success in the highly competitive e-business. Repairs make up about 2/3 of their business, but many of their long-time customers come back years later after having purchased their first bike and upgrade to something more fitting to their current needs. My wife recently bought her first bike in over thirty years from The Bikesmiths and has enjoyed riding it to work (a 3 to 4 mile trip) enjoying the views, fresh air, and sense that she is helping the environment and herself.

The store has a full array of bicycles including children's bikes, hybrids and mountain bikes, and higher-end touring bikes. They have a complete line of accessories and replacement parts to make bicycle riding a comfortable and safe event with clothing, shoes and helmets, locks and pumps, and bags and racks to carry the things you need to haul from point A to point B.

Due to their small size they aren't able to provide ride-support to the many races and rallies that fill the summer calendar, but their valued customers know they can go to the store throughout the year and get a good deal and great service from "friends" who know bicycles, which is far more important.

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



The Upper East Side/ Oakland Avenue Business Improvement District

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 Solo, Lisa's, George Webb's, Oakland Gyros, Subway, Shahrazad, Thai Kitchen, Cousin's Subs, Five Guys Burgers and Fries, Cold Stone Creamery, Shiraz, Black Rose, and West Allis Cheese and Sausage Shoppe.

Don't forget your service and daily shopping needs can be fulfilled on your next visit to Oakland Ave. From Clark Graphics, Atomic Glass, 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!

KNOW YOUR NEIGHBORHOOD



WHERE IS THIS?
(ANSWER REVEALED IN NEXT ISSUE)

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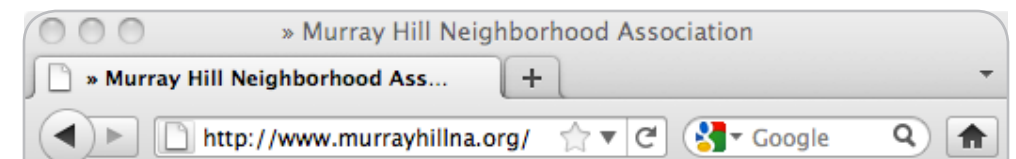
Chris P. Deekins Volunteer, Philosopher, Friend

by J. Gerard Capell



Perhaps you have seen the new bench outside of People's Books Cooperative at the corner of Locust and Maryland. At first I thought it was for the original owner of the bookstore, but after talking to Seth, who works there most weekdays, I discovered that Chris was a very dedicated volunteer of the co-op who just loved reaching out and helping others. He was interested in numerous philosophies including socialism, anarchism, and humanism, and participated in helping communities in other countries improve their housing and infrastructure. He also helped establish the Movie Night at People's Books, where once a month or so during the school year they move the racks to the side and set up a large screen TV and show a movie on a particular topic, of course with companion literature available. Chris would usually do the introduction to the movie, explaining why it is important to current events or how it has become a cultural touchstone. He died very unexpectedly at the far-too-young age of 22 and the bench is a small tribute to his dedication to the store and the neighborhood.

As I have written before about this great legacy-store to the neighborhood, People's Books has some great employees who go out of their way to help you find the right book and Chris exemplified that dedication and then some.



Website Updates by Tory Kress

If you haven't visited the Murray Hill Neighborhood Association website in a while, it's time to check it out! Our web address is www.murrayhillna.org and we hope you find it informative, current, and useful. Key elements include a calendar of MHNA and other community events, past newsletters, useful community information and relevant website links, and contact information for board members. One of the newer features of the website is the "Preserving Quality of Life" page which has information about our recent initiatives to reduce nuisance noise and other disruptions.

We will continue to work on improving the website and we would love to get feedback and suggestions from residents. Please send any comments or suggestions regarding the website to tory.kress@gmail.com.

Noise in the Neighborhood

by Gregory James

If you have been living in the Murray Hill neighborhood for more than a year or two you are familiar with the cycle. You know the turns of the seasons. You become tuned in to the rhythms of the year.

You look forward to Thanksgiving for more than the feasting and gathering with family. The end of the year brings a week or two that you look forward to it more than in the past. January and February are cold and part of you would prefer a bit of warmth, but there is a certain something special that makes it worth the blizzards and shoveling. And the last few weeks of July aren't too bad, either.

There are times of the year that you're permitted to sleep through the night, even on Thursdays, Fridays, and Saturdays. It's great on those nights. Perhaps you remember a couple of decades back when there was nothing remarkable about being able to sleep at night.

Those were the days.

But UW-Milwaukee's student population exploded in the last two decades. And the University shifted from an institution that mostly served a commuter population to one that relied much more on students coming from other communities in Wisconsin and across the nation. For years the University failed to provide housing for new students and this burden was borne by neighborhoods surrounding the school. As housing demands increased, rents went up. More homes, especially duplexes, lost owner-occupants. The neighborhood developed a reputation as a place for parties. Sleepless nights became the weekend norm.

So, what's to be done? Is the kind of rowdy misconduct that ruins our nights acceptable? Is it just a "rite of passage" that we need to tolerate?

NO!

We can not tolerate this misconduct. It is not reasonable to expect permanent residents to move out because they live, as so many of us have been told, "in a student neighborhood". And the drunken revelers screaming at 2:30 in the morning, starting trash fires in curbs and in alleys, urinating in public and destroying property need to be held accountable. Only if we change our neighborhood's reputation from "Party Central" to a place where misconduct is not tolerated will we stand a chance of regaining control of our nights.

REPORT IT!

Our neighborhood's police district, District 1, is there to help us. They work for us. And to the extent that we request (demand) their help, they can expect increased internal support for neighborhood initiatives. Too many of us don't report most of the disruptions we experience. But if we don't make the scale of the problem clear by reporting the problems, we can hardly expect that the policing response will be adequate. So, the next time your sleep is disrupted by midnight reveling, CALL IT IN!

The non-emergency Police phone number for reporting this is 933-4444. And Captain Basting, who runs District 1, has provided us with a direct number to the District Desk Lieutenant: 935-7211. Make use of these phone numbers. Demand that citations be issued. And be prepared to testify in Municipal Court if you are asked.

RECORD IT!

Make notes when you call in nuisance noise. Write down what you heard, when you called it in, who was involved, what address was the problem at. Write down everything you remember about it and send an email to yourself so you have a record. Send a copy to the MHNA board at issues@murrayhillna.org. Send a copy to the police. You can find more phone numbers and email addresses at www.murrayhillna.org/index.php/quality-of-life.

Murray Hill is posting noise-related policing data on our web site at www.murrayhillna.org/index.php/quality-of-life/nuisance-noise-data. As we get more data from District 1 we will update the charts. Scroll to the bottom of that page to get a map showing every noise-related incident that MPD responded to in this year's Spring Contract Period (when additional policing is funded by a grant from UWM.) There are a lot of dots on the map. And we all know that these are only a sample of the actual incidents.

When new residents of our neighborhood, whether students or not, understand that the probability of facing consequences for disruptive behavior is high, then we'll have a chance to predictably sleep through the night. And we won't have to wait for frigid nights in late December for a bit of peace on weekends.

East Side Library

by Cynthia Sommer

The City of Milwaukee Development Office and Milwaukee Public Library are at early stages of reviewing proposals submitted by developers on August 15 for redevelopment of the East Library site. Proposals were asked to include a new library branch on the street level and possible commercial or residential uses above the library. The design elements to be considered include underground and limited outdoor parking, an outdoor public area and environmental design "green building" development. The concept of the new library is based on the new mixed-use Villard Avenue library scheduled to open in October, 2011. The Villard Avenue library is part of the Villard Square, an apartment development for seniors with the library at street level.

The Library board will be asking eastside residents for "community comments as it reviews the conceptual proposals and selects a development team." There will be a public display of the submitted proposals at the East Library by late August. Citizens can supply on-line and written surveys including comments and rankings throughout the process. An advisory panel will narrow the review by late September to two or three proposals from the total submitted. Citizens can evaluate in October these finalists in displays in the East Library. Final decisions by the Library Board and the Common Council will be made in late November to early December as to the final proposal that best meets the needs of the Library and the City.

The current one-story East Library that opened in 1968 on North Avenue is a busy place that served more than 140,000 patrons in 2010. Upgrades to the library site "will provide a technology rich, highly flexible space that provides a forum for community engagement" and add a fresh face on North Avenue.



Murray Hill History – Did you know?

by Cynthia Sommer

Taxis, Downer and Hertz

The establishment of the early taxi business in Milwaukee has an interesting link to Downer Avenue and John D. Hertz. Horse drawn cabs at the turn of 1900's were slowly replaced by the automobiles as autos became a more reliable means of transportation. In 1903, Frank and Mary Boynton's horse livery business on Milwaukee Street purchased four luxury vehicles (Packard, Cadillac, Cunningham and Pierce Arrow autos) to provide chauffeured automobile transportation for their upper class clients. But a big change occurred in the taxi business in 1916 when John D. Hertz, a Chicago entrepreneur, expanded his Yellow Cab Company to Milwaukee. Hertz creatively used the auto trade-ins from his auto dealership to form a competitive cab company with low prices. He subsequently manufactured his own taxicabs and expanded into the Hertz Drive UR-Self (rental car) System.

The Boynton's were first contacted by Hertz but showed little interest in his taxi franchise, assuming incorrectly that taxis were not practical in Milwaukee and that the general public was not accepting of such "new ideas". They also did not foresee that some of their former wealthy clients could soon afford their own cars when the Model-T Ford car cost only \$360 in 1916. But entrepreneur Frank Mulkern, who owned an auto service and storage garage at 2620-50 N. Downer Avenue (opposite Sendik's Market; Downer Avenue is historically known as "Automobile Row") agreed to Hertz's offer.

Frank Mulkern established the Yellow Cab Co in Milwaukee with a fleet of 35 Hertz-built cars in 1916. Hertz originally choose the yellow color for his cabs based on a University of Chicago study stating that the yellow color was the most visible from a distance, especially among the common black automobile. Hertz also got into the business of building sturdier, custom taxis to alleviate the common breakdown problems associated with the "new technology". The taxi business continued to expand with other cab companies competing with the Yellow Cab Company. There was still only one car per 15 residents in Milwaukee in 1920. (Remember that Milwaukee did have an extensive city and interurban streetcar system at this time.) By 1923, a more progressive owner of Boynton Co bought out the Yellow Cab Co. from John D. Hertz and Frank Mulkern and moved to an expanded downtown garage located on N. Edison near E. Knapp. While the Milwaukee cab businesses continued an interesting history after leaving Downer Avenue with price wars, city regulations, and metered or zone charges, we still see the entrepreneur spirit of Frank Mulkern being integral to the attitude of the present day cooperative cab owners.