

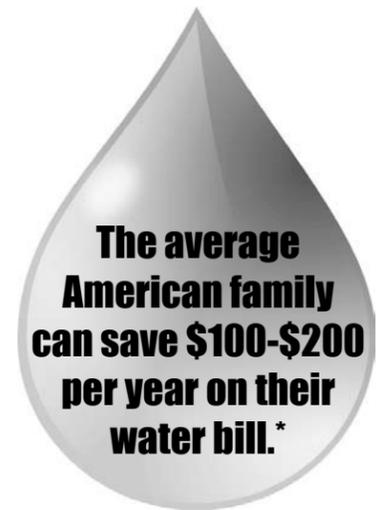
# H<sub>2</sub>Oscore

## Home Water Use Tracking

The drought conditions in Wisconsin and many parts of the USA this past summer were an awakening for some about the availability of water. It is easy for us to get complacent about water conservation with Lake Michigan at our doorstep. Is it time to shift our thinking?

H<sub>2</sub>O Score is a collaborative effort with a Marquette University professor/student project and the City to provide Milwaukee residents with a personalized computer or smart phone display of their home water usage. Their goal is to allow citizens to better monitor and manage their home water use. Any Milwaukee homeowner can sign-up at: [h2oscore.com](http://h2oscore.com). After registering, homeowners are presented with a "dashboard" display that tracks their historic water usage and compares it to that of their neighbors and the city average water usage. A resource library is also available for those who wish to better meet the challenge of water conservation.

[www.h2oscore.com](http://www.h2oscore.com)



\* Source: DrinkTap.org, "Water Use Statistics", CircleofBlue.org, "Urban Water Pricing Survey"

## 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!**

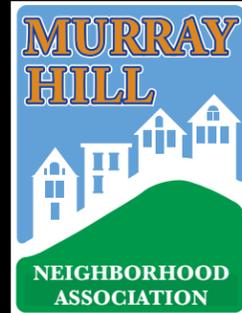
Clip and mail with your payment to:  
MHNA / PO Box 71133 / Milwaukee, WI 53211  
Membership Chair, **Gregory James:** 414-962-5158 or [gjames@gjd.com](mailto:gjames@gjd.com)

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
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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 us.

- |                        |                               |                                    |
|------------------------|-------------------------------|------------------------------------|
| Family .....           | <input type="checkbox"/> \$25 | <b>Please mark all that apply:</b> |
| 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](http://www.murrayhillna.org)

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# Murray Hill News

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## MENA

### Working With Our Neighbors

*by Steve Klebar*  
*President, Murray Hill Neighborhood Association*

Milwaukee East Side Neighborhood Associations (MENA) is a loose collaborative effort of neighborhood associations focused on common issues and sharing the values of quiet enjoyment, in a clean, safe and diverse community. This umbrella community group represents six neighborhoods in the area bounded by North Avenue on the South, the Shorewood City boundary on the North, The Milwaukee River on the West and Lake Michigan on the East and is comprised of representatives from Cambridge Woods, Greenwich Village, Historic Water Tower, Mariner, Murray Hill and Riverside Neighborhood Associations. Most recently MENA completed an agreement with UWM entitled "MENA/UWM Collaborative Framework and Process for Addressing Quality of Life on the East Side." We welcome the inclusion of UWM as a member of the east side team dealing with quality of life in our greater east side community. We are optimistic that our fresh start and working framework will produce meaningful results. A copy of the agreement has been posted on the Murray Hill web site ([www.murrayhillna.org](http://www.murrayhillna.org)), I will be reporting back periodically to the community as we move forward and a plan takes shape.

## MENA Cooperative

### Agreement with 7-Eleven Stores in the Neighborhood

A cooperative agreement was reached with the Milwaukee East Side Neighborhood Associations (MENA) in October after several meetings with corporate staff of 7-Eleven Stores and City and Neighborhood Associations Representatives. 7-Eleven has formally expressed a commitment to be a good neighbor to the residents and plans to become part of the community. Representative of 7-Eleven indicated that several training programs are required of all employees regarding alcohol awareness and crime prevention. Their "Come of Age" training program is designed to foster a high awareness of tactics for reducing underage sales of alcohol. In addition, in both the North Avenue and Oakland Avenue stores, 7-Eleven agree to refrain from selling beer in a single sales format and further agree to restrict beer and wine sales that includes no more than 5 doors in the "vault" section. Beer will not be stored in the windows of the store and beer banners or neon lights advertising the sale of alcohol will not appear on their windows. The store recognizes the importance of the surrounding community and has committed to implement a proactive approach to controlling litter, loitering and noise. A follow-up meeting with community representatives is scheduled beginning in early 2013.

## Murray Hill Meetings

*Meetings held at the Urban Ecology Center – 1500 E. Park Place at 7:00 pm on the 4th Tuesday of the month  
September - November and January - June – 414-964-8505 – [urbanecologycenter.com](http://urbanecologycenter.com)*

**February – Kellner's Greenhouse – Start to Plan your Garden Now**  
**March – Supervisor Gerry Broderick – Update on Milwaukee County**

*Topics and presenters will be released via e-mail.*

*Dates are subject to change at any time, so watch the web site for detailed information on upcoming meetings.*

[www.murrayhillna.org](http://www.murrayhillna.org)

## Department of Neighborhood Services Update

by Heidi Weed, Special Enforcement Inspector District I, 414-286-3158, hweed@milwaukee.gov

The Department of Neighborhood Services (DNS) and the Milwaukee Police Department (MPD) are continuing their collaboration in the UWM area during the fall 2012 semester. DNS is notified by MPD every time they issue a noise citation in the UWM area. Since March 2012, DNS has inspected 115 properties. Over 75% of those properties were cited by DNS for code violations. The goal of this initiative is to educate tenants and landlords on what types of behaviors are legal in the City of Milwaukee. The objective is to reduce noise violations and all the associated problems that come with such nuisances.

The Department of Neighborhood Services also participated in UWM-MPD's Fall, 2012 Deployment. Special Enforcement Inspectors worked all four nights of the deployment, inspecting properties where noise and/or underage consumption citations were issued. This type of second shift special enforcement allows inspectors access to buildings while a possible zoning violation is occurring. Violations such as illegal taverns may not be present during normal business hours. Night time enforcement also allows inspectors to identify possible occupancy violations such as an illegal 3rd floor unit with lights on, which are not visible during the day. DNS inspected 27 properties during the four deployment nights. Orders were issued for violations such as overcrowding, fire code violations, and illegal occupancies.

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## Newberry Boulevard Community Meeting

by Cate Diecher

On Monday evening, Nov. 5, Alderman Nik Kovac held a community meeting in response to citizen interest in having Newberry Blvd. approved as a Historic District by the City. About forty East Side residents attended the event at the Urban Ecology Center, which included a discussion of the rationale, process and implications for such an action. Ald. Kovac coordinated the evening, which included remarks by Mr. Paul Jakubovich from the City Historic Preservation Commission (HPC), and Mr. Ian Brown from the City Forestry Dept.

Ald. Kovac's initial remarks emphasized the purpose of the meeting as an opportunity for property owners and residents to explore the issue and that the gathering was simply a first step to explore a possible proposal process. For such a process to proceed, there must be substantive interest on the part of property owners, and an application must be made to the Historic Preservation Commission. The most basic criterion is that historic significance must be demonstrated; a criterion that is already met by Newberry Blvd.

Mr. Jakubovich explained some of benefits of having the City confer Historic District status. One advantage is that it gives an area a unique identity, which promotes pride and appreciation for consistent design and standards. Another positive consequence is that property values tend to remain strong. Homeowners can also receive a tax credit for the improvements they make – as long as they meet the historic character of the area.

Newberry Boulevard is already recognized by the National Register of Historic Places based on its age,

the integrity of structures and the significance to the history of the community. The distinction between National and City designation lies in the extent of restriction for changes that homeowner can do with his/her property. The National Register is much looser in terms of what people can do, and mainly provides tax credit incentives. City historic designation involves adherence to design guidelines for the exterior of buildings but does not impact any interior design changes. These historic guidelines would come into effect when/if a homeowner wants to renovate or repair a structure, build an addition or change landscape significantly. In such cases, Historic Preservation would work with the homeowner to plan changes that are consistent with the character of the home or district. Pre-existing alterations would be grandfathered into the historic designation. Most requests for changes are minor and are handled and approved efficiently by Commission staff. Larger projects such as addition of a new garage would require a full Historic Preservation Commission review and a Certificate of Approval for the changes.

Questions and concerns were then raised by the audience. Concerns included the potential conflicting role of the homeowner and the Commission in defining design changes and cost effective approaches. Jakubovich emphasized that the goal of Historic Preservation Commission is to work with the owners to meet the design guidelines. Another concern was whether



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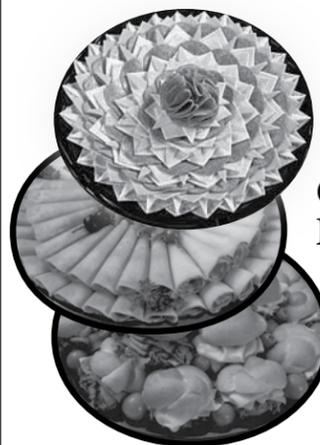
Milwaukee Public Library Historic Photo Collection

the guidelines would be a disincentive for absentee landlords to make repair. The audience was reminded that all homes must meet City standards and codes violations would be enforced by the Dept. of Neighborhood Services.

The overall appearance and function of the grass areas of the boulevard and its trees was a second topic of discussion. Ian Brown stated that the intent of the Forestry Dept. is to keep and maintain the boulevard. He indicated that the significant "wear" patches from activity on the islands are further exacerbated by the kind of canopy created by the Norway Maple trees that do not allow enough sun to foster the growth of new grass. Because of the death of large tracts of trees due to various invasive species (e.g., Dutch Elm Disease, Emerald Ash Borer), the Forestry Dept. is pursuing a biodiversity approach of planting a greater variety of trees in the city. Any tree replacement on Newberry Blvd would include tall, stately trees but not of one type (monoculture).

The evening concluded with a straw poll. Ald. Kovac asked the attendees to indicate their current support/dissent. The results were: For Historic District – 13; Against Historic District – 5; Want more options/Ambivalent – 13. In light of this, Ald. Kovac suggested that the conversation be kept open and that people who are in favor might want to engage in some outreach efforts with their neighbors.

## West Allis Cheese & Sausage Shoppe Caters to You



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## Me2 Energy Efficiency Program for Homeowners

by Cynthia Sommer and Erick Shambarger

Winter has arrived and the impact of cold weather on our drafty homes and the concerns of upcoming utility bills are more than real. You still have an opportunity to do something! Erick Shambarger from the City Office of Environmental Sustainability recently presented information on Me2 (Milwaukee Energy Efficiency), a federally funded program to help homeowners and business owners make energy efficiency improvements, like new insulation, heating equipment and lighting.

Me2 makes home improvements affordable with thousands of dollars in rebates and an attractive financing option. You can start the process of a free, no obligation home visit by an Energy Advocate by contacting Me2 at 877-399-1203, or clicking the "Sign Me Up" button on SmartEnergyPays.com. An Energy Advocate will help you access financing and the financial incentives. They will also provide step by step assistance in working with Me2 participating consultants and contractors. This program may allow you to make necessary home upgrades that you have thought about for a while. Me2 takes the guess work out of home improvements. Through the program, a Me2 energy consultant will do an in-depth analysis of your home and develop a customized plan for improvements. And once you have completed the recommended improvements with a participating Me2 contractor, the consultant will come back to ensure the work was done correctly. This service is a \$400 value, but you pay only \$100 up-front. If you complete upgrades through the program, you get your \$100 rebated to you plus get thousands of dollars in rebates for the work.

Many of the older homes in the neighborhood that were built over 80-100 years ago are potential candidates for upgrades to a more energy efficient home. Criteria for eligibility include: 1.) located in the City of Milwaukee, 2.) no delinquent property taxes due to the City, and 3.) potential estimated energy savings of 15% or above is determined during the initial assessment.

If your home was built before 1972, your heating system is 20+ years old, the insulation is original to the house and/or your winter heating bills are above average you probably have a lot of energy-saving opportunities. The incentives for the program are substantial. Regardless of income, homeowners may be eligible for up to \$5,200 in rebates. And now Me2 is partnering with Focus on Energy to provide up to \$7,850 in rebates for moderate income homeowners.

*This program which is easy, affordable and quality inspected will expire by June 2013, so act now!*

### 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)



### 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!*

## Shahrazad – a Longtime Gem in the Area

by Cynthia Sommer

Shahrazad restaurant has been a treasure that has attracted many in and to the neighborhood for almost 20 years. This local, family-owned Middle Eastern restaurant located at 2847 N. Oakland was opened by Mohammed Khabiti and his wife Nazila in June 1993. Positive critical reviews have been consistent since its opening; this year, Shahrazad has won the Milwaukee Magazine, Reader's Choice -2012 Top 100 Restaurants and Best Middle Eastern restaurant in Milwaukee awards, and, in addition, the Local Eats-2012 award Best Middle Eastern restaurant.

As you walk through the front door, you enter a relaxed space with beautiful Moorish plasterwork, ornately framed paintings and lanterns as well as an array of unique hookahs. Tables of green marble, white linen napkins and soft music add to the ambiance. The split level dining room provides a main dining area and the favorite elevated window seating area that allows customers to "people watch" along bustling Oakland Avenue. The attentive, friendly staff quickly responds to customers with water and pita bread and is helpful in answering any questions that you may have with the menu.



Their menu that is listed as Middle Eastern and Persian, presents a diverse cultural array of Arabian dished found in Turkey, Saudi Arabian, Jerusalem, Indo-Paki and Egypt. Persian dishes were added seven years ago to create two menus in one. Vegetarians will have plenty of menu choices but meat lovers are not neglected. The lentil soup with its nice blend of spices, the creamy and rich hummus, the warm and soft pita bread and the crispy lightly spiced falafel are patron favorites. A nice addition on each table is the availability of the deep-red to purple sumac spice that can add a nice lemony taste to meats and salads. An array of other delicious choices are available including: appetizers (Baba Ghanouj), salads (tabuli, fattosh), house specialties, (Kababs, Taouk), sandwiches (Falafel bel-hummus, Taouk) and vegetarian dishes (Mojadra, Couscous, Shakshooka). Rose water lemonade or Arabian Coffee can be a nice complement to your meal or desserts (baklava, harrisa, nabulsia). A selection of wines and beers is available. Individual food choices range from \$4.95- \$21.95 but you can sample a variety of their dishes at their lunch buffet (\$8.95) that is available on



Tues.-Frid, 11am-2pm or at their Sunday Brunch (\$13.95) from 11 am – 2 pm. Shahrazad will also cater a variety of vegetarian, beef, lamb and chicken dishes for any meeting or special occasions. Their hours of service are Mon 4-9 pm; Tues-Thurs, Sun 11 am-9 pm; Frid-Sat 11 am-10 pm. You can review their menu with pictures of their dishes and print out coupons available on their web site: [www.shahrazadrestaurant.com/](http://www.shahrazadrestaurant.com/). For reservations call (414) 964-5475.



Shahrazad – great tasting ethnic flavors that will make you a repeat customer. Thanks for continuing to be a part of the neighborhood for so many years and congratulations on your well-deserved recognitions!

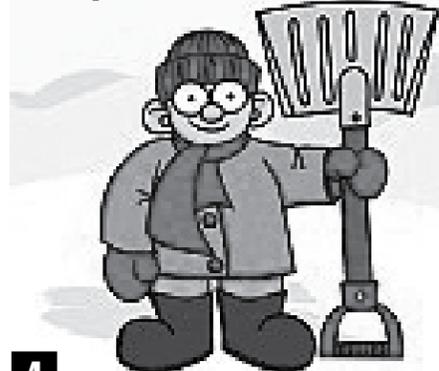
## Winter is coming, Winter is coming!

by Cynthia Sommer

Last winter the snow shoveling brigade “lucked out” because of the mild winter with below average snow. The long range snow predictions for this winter are expected to be “normal+” levels of snow (Dec-March - 45-53 inches). It is okay to “moan and groan” about the snow but don’t dismiss the safety issues, considerations for your neighbors and the legal requirements for snow removal.

### Sidewalk Snow Removal

Private property, residential or commercial property owners and occupants are required to clear the sidewalks abutting their property of snow or ice within 24 hours after the snow and ice have stopped falling. This includes the corner crosswalk area for property owners with corner lots or those whose property abuts a midblock crosswalk. Violators who are reported to DPW are issued a notice to clear the walk and will be assessed an initial inspection charge of \$25 for the first notice, \$45 for the second notice and \$90 for subsequent violations per City Ordinance 116-8. If the sidewalks still are not clear within another 24 hours, a Sanitation crew will clear a path on the walk, and the charge will appear on the property tax bill. The city is responsible for only the approaches to alleys; alleys are not plowed.



### Sidewalk clearing for older citizens and disabled persons

Residents living in single family homes who are physically unable to clear the sidewalk in front of their home may apply to the Sanitation Division for assistance with clearing the walk after a snowstorm. To be eligible, residents must certify that they and all other occupants of their home are senior citizens or handicapped and are physically unable to shovel the sidewalk. They must certify that they were unable to obtain the services of any other individual. The service is referred to as “hardship exception case.”

The Sanitation Division will send a plow to clear a path on the sidewalk in front of the residence only. The walk from the sidewalk to a door is not cleared. The service is provided only when plowing operations are called, and only the public sidewalk is cleared. Driveways and side walkways on private property are not cleared by Sanitation crews. The charges will be included in the property tax bill. For information on these services, call (414) 286-CITY (2489)

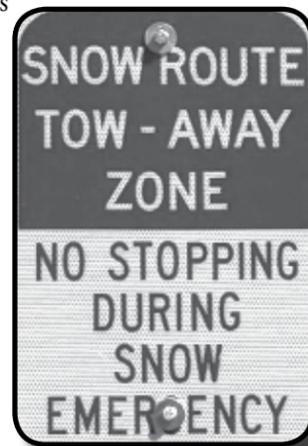
### Public Sidewalks and Crosswalks

Sanitation is responsible for clearing crosswalks of excessive amounts of snow due to plowing. Public sidewalks are cleared following street cleanup after a storm. Because the crews who drive snow plows also operate sidewalk and bus stop cleanup equipment, these operations begin after street plowing is finished. City properties and those with hardship exception cases are plowed first, then crosswalks and alley openings are cleared. It generally takes up to three days to complete a sidewalk operation.

### Snow Route Tow-Away Zone

A “Snow Emergency” is declared to exist whenever snow falls during any period of 24 hours or less to a depth which is determined and declared by the Commissioner of Public Works to constitute a serious public hazard impairing transportation, the movement of food and fuel supplies, medical care, fire, health, and police protection, and other vital facilities of the City. Such an emergency is declared to continue for a period of 72 hours or until such earlier times as snow plowing operations have been declared completed by the Commissioner of Public Works. “Snow Emergencies” are widely publicized on local radio and television stations. In addition, “Temporary No Parking Tow Away” signs may be posted by the City to assist in clean-up after major snowfalls. Vehicles parked in violation of “Snow Route Tow-Away Zone” and “Temporary No Parking Tow Away” signs or obstructing traffic during a “Snow Emergency” will be towed away at owner’s expense. There are no exceptions.

Milwaukee Public Schools makes Hartford Avenue and Maryland Avenue school playground area available for parking during snow emergencies, from 7:00 P.M. - 7:00 A.M. and designated cleanup periods.



## Murray Hill History – Did you know?

by Cynthia Sommer

### Drivers of Change

How have the areas of activity changed in Murray Hill over the past 50 years? The business districts on Oakland and Downer Avenues have changed some businesses and upgraded their appearance but they are still the hubs of commerce in the neighborhood. Kenwood Blvd. still has an ecclesiastic section of places of worship though the former Jewish Synagogue is now the UWM Zelazo Center. Duplexes/single family homes and apartments are the consistent primary structures on the remaining streets. A less obvious but real change is the activity on Murray Avenue and Park Place. Fifty years ago, a streetcar and later a trackless trolley transported citizens from Farwell to Murray avenue north and then west on Park Place to Oakland Avenue. Because of this route, these streets were a hub of commerce.

The street car route established in 1892 traveled down Murray Avenue and then Park Place until 1953 when the metal tracts were removed but the electrical lines kept and used by the trackless trolley. The #15 trolley actually rerouted permanently from Farwell to Cambridge Avenue to Oakland Avenue in 1956 when Farwell Avenue was being rebuilt thus eliminated Murray Avenue and Park Place from the route. However a few years later in 1961, the #15 trackless trolley was temporarily redirected on Murray Avenue and Park Place while Oakland Avenue was being rebuilt. The permanent route for the #15 buses replacing the trolley in 1962 remained on Oakland Ave.

The change in transit route did affect the commercial activity on Murray Avenue and Park Place. City records from the 1920’s to 1950’s listed a diversity in the types of mostly small independent businesses that would meet neighbors everyday needs such as drugs, dry goods, confectionary and hardware stores, malt shops, florists, large (A & P Tea Co.) and several small grocery and meat stores, bakery and pastry shops, tailors, beauty and barber shops, dentists, shoe repairs, plumbing and heating companies. Many who moved into the many apartments buildings choose this area because of transit access and a need for a walkable community. One can image

neighbors getting off the trolley and stopping for fresh meats and breads for dinner on their way home from work.

By the mid 1960’s, the number of small businesses decreased and were less diverse. You would still have seen a drug store, barber and beauty shops, a bakery and a small grocery store, but also stores that reflected a change in society and the neighborhood at that time (Laundromats, dry cleaners, fast food stores, liquor stores and more taverns). Today, few businesses (a liquor and grocery store, quick pick grocery, dry cleaners and beauty salon) exist to meet every day needs of neighbors. The occupants in the remaining business spaces have shifted to specialty businesses (acupuncture, wellness center, pet grooming, pottery business, tattoo shop, food carry-outs) and a change to bars and taverns.

The change in transit routes precipitated this different picture along Murray Avenue and Park Place but this shift in businesses was also affected by competition from big box stores and societal changes. The change that occurred was not planned as is today’s more organized urban planning. The planned addition of the new East Library and housing in the next few years near this area may also have an impact on the neighborhood. The question is whether we should let this long time business district on Murray Avenue and Park Place to just evolve or should there be more directed planning? What will the neighborhood look like in another 50 years?



The terminal facility at North and Murray provided a covered transfer site for streetcars, trolleys and buses. Photo taken in 1949.