

# NEWBERRY BLVD

## Historic District Discussion Continues

by Cate Deicher

On February 19, Alderman Nik Kovac held a second community meeting at the Urban Ecology Center in response to citizen interest in having Newberry Blvd. approved as a Historic District by the City. Ald. Kovac emphasized to the approximate 25 attendees that the meeting was to continue the exploratory process which began last fall, and that no decisions or initiatives would result from the meeting. He noted that the boulevard already has National Historic designation based on its design by the famous landscape architect, Frederick Law Olmsted in the 1890's. National Historic designation provides mainly tax credit incentives while City Historic designation involves design guidelines that come into effect when/if a homeowner wants to renovate or repair the exterior of their property or build an addition.

Alderman Kovac then introduced Mr. Paul Jakubovich from the City's Historic Preservation Commission, who presented a history of Newberry Blvd. Jakubovich showed and discussed images of the boulevard and many of the properties that span a wide range of architectural styles from stately mansion to the iconic Milwaukee duplex. He presented the unique details of the properties including information on the designers, builders and owners.

A discussion period followed during which Ald. Kovac and Mr. Jakubovich responded to questions about guidelines and policies. In response to interest about the more technical aspects of becoming a City Historic district, Ald. Kovac will host another meeting in early spring. Stay tuned!

## About MHNA

Murray Hill Neighborhood Association is 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

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Company: \_\_\_\_\_

Address: \_\_\_\_\_

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E-mail: \_\_\_\_\_

Don't forget to return your membership dues to the Murray Hill Neighborhood Association!

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 ..... ☐ \$25  
Individual ..... ☐ \$15  
Business ..... ☐ \$30  
Senior (age 65+) ..... ☐ \$5  
Student ..... ☐ \$5  
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### Please mark all that apply:

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

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sklebar@promentor.biz

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**Secretary:** Position Open

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**Contact:**  
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# Murray Hill News

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2013

## Congratulations MHNA!

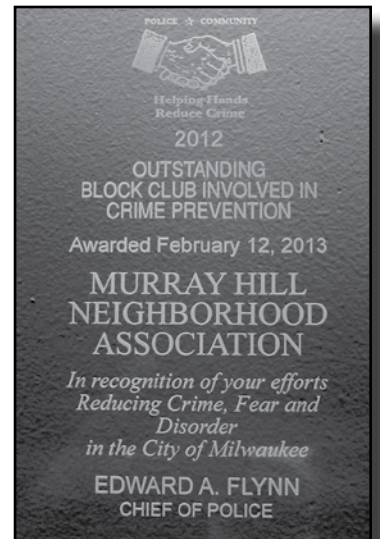
by Cynthia Sommer

The Murray Hill Neighborhood Association (MHNA) has been given an award and engraved plaque by the Exchange Club of Milwaukee for its special contribution to preventing crime in our community. The Exchange Club of Milwaukee is one of the city's oldest service clubs, with roots that go back to 1922\*. For the past 64 years, this service club has addressed crime prevention through its community awards and feels strongly that there "is something everyone can do to help prevent crime, each in their own way". MHNA President Steve Klebar and Board Member Greg James accepted the award at the Exchange Club of Milwaukee 64th Annual Crime Prevention Event on Feb. 12, 2013 at the Wisconsin Club.

The award recognized the development and success of the MHNA Report-It/Record-It program and its impact on "reducing crime, fear and disorder". MHNA first recognized through it crime data collection efforts, the patterns

and the significant increase in the incidence of noise nuisance, disorder, robbery and property damage in the neighborhood. No one incident was a major crime but the cumulative effect had taken

*continued on next page*



Steve Klebar, Assistant Chief James Harpole, Greg James, Cate Deicher, Capt. Steven Bastings

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of MHNA**

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## 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)

**April 23 – Chris Larson, The State Senate Minority Leader's First Session – The Good, The Bad and The Ugly**  
**May 28 – Bre McDonald, MMSD Project Manager, Green Infrastructure for Us All**

*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)



## Congratulations MHNA! *Continued*

its toll on the quality of life. Working with District 1 MPD, MHNA actively encourage neighbors to report these issues rather than let the safety and quality of life get beyond the tipping point. The District 1 MPD recorded the reports, coordinated efforts with the Dept. of Neighborhood Service to identify nuisance properties and issued appropriate citations.

Special recognition is warranted for Steve Klebar and Greg James for their work in developing the program, Dave Stone and Christina Fuerer for processing the crime data, Tory Kress for preparing the flyer on Report It/Record It and to every neighbor in Murray Hill and the surrounding neighborhoods who have made the effort, often in the middle of the night, to call in crime or just pass the word about the program. If neighbors did not participate in Report-It/Record-It, there would be an inadequate effort to address noise nuisance and crime, important quality of life issues.

*\*For information on the Exchange Club of Milwaukee contact Bill Hotz: 414-861-8757.*

Special thanks are also due to Captain Basting of the 1st District Milwaukee Police Department (MPD) for nominating MHNA for this award and for his efforts with the 1st District MPD officers and staff for making Report-It/Record-It work. A direct phone number (935-7211) to the 1st District Shift Command allows citizens to process more effectively complaints and request for citations for crime in the area. Citizens are asked to take detailed notes about the incidents (date, time, addresses, etc.) to provide valuable information to the City. MPD has coordinated its crime prevention efforts with the Dept. of Neighborhood Service to follow-up locations and landlords with repeated offenses. City staff is also specifically assigned to the 1st District to allow a more comprehensive approach to addressing the issues (Officer Peter Graber, 1st District MPD Community Liaison, and Heidi Weed, 1st District DNS Specialist). Record-It/Report-It is a real community and team effort.

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**Kudos to all!!  
Keep up the  
Good Work!**

## Visit the New MHNA Web Site – [www.murrayhillna.org](http://www.murrayhillna.org)

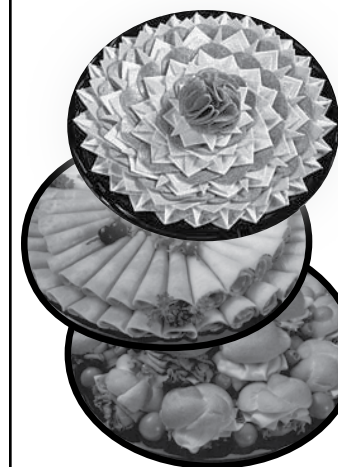
*by Tory Kress*

If you haven't recently looked at the MHNA web site ([www.murrayhillna.org](http://www.murrayhillna.org)), please do so. We are excited about the upgrades to the site that include a whole new format, up-to-date news posts, and better overall organization of important neighborhood information. We hope you will bookmark the page and visit it often! Tory Kress, MHNA Board member took on the task of redoing our association's web site with the professional web design services of local resident Jennifer Casanova. This new web page format was chosen because of its bright, friendly design, contemporary fonts/typography, clean blog page design and a responsive layout that will reformat for appropriate viewing on smart phones and other mobile devices.

We welcome your feedback on the content and layout of the web site. If you have pictures to share, ideas or information that might add to a quality web site, or comments on your experience navigating the site please e-mail [webmaster@murrayhillna.org](mailto:webmaster@murrayhillna.org).



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## Sendik's Market to Partner with MHNA

Sendik's Market on Downer Avenue, 2643 N. Downer, has been our neighborhood grocery store since 1926. In the spirit of building a strong Eastside community, Sendik's is supporting a membership drive for the Murray Hill Neighborhood Association.

**Each new member of  
MHNA will receive a gift  
certificate from Sendik's  
in the amount of their  
membership fee!**

For example, if you join as a family - \$25 – Sendik's will send you a certificate in that amount. (New members' names will be forwarded to Sendik's by MHNA. See membership form at back of newsletter.) This offer is extended through the months of April and May, 2013.

*In addition, anyone who receives this newsletter can take advantage of the \$5-off coupon to the left!*

MHNA applauds and thanks Sendik's for their contribution to our organization. We encourage you to support their store as they continue to support our neighborhood and the efforts of MHNA to maintain a vibrant Eastside...*tell your neighbors!*



## Happenings at East Library

by Cynthia Sommer

The next major stage in the building of the new East Library at 1910 East North Avenue involves moving to a temporary facility so that demolition of the current facility can proceed. This change in location will occur during the summer of 2013. The temporary East Library facility will be located for about 1½ years two blocks north of the current library at 2430 North Murray Avenue (southeast corner at Murray and Greenwich; a corner building in the shopping area). The interim site met the criteria of a location in close proximity to the current library, appropriate space, ADA accessible and having available parking. The site will also have laptop computers, allow for hold pick-ups and have an external drop-off box positioned near the building to serve users after library hours.

Patrons of the East Library are getting excited about the design and potential of this community resource and anchor. Many neighbors provided suggestions at open listening sessions on Dec. 12, 2012 and April 10, 2013 on what they would like to see in the “new” East Library. You can read their comments and keep updated as to the progress toward the new facility at the East Library and at the Milwaukee Public Library (MPL) web site: [www.mpl.org/file/branch\\_east.htm](http://www.mpl.org/file/branch_east.htm). MHNA will also keep you informed on the proposed dates for the move on our web site ([www.murrayhillna.org](http://www.murrayhillna.org)) and through e-mail.

MHNA has said “Yes” to become a “Super Reader Neighborhood”. We want to see lots of “Super Reader” signs on the lawns and homes in our neighborhood this summer. This Milwaukee Public Library outreach program is working with local neighborhoods to encourage participation this summer in the Super Reader summer reading program for kids. Last year, 21,000 children participated in this program, which encourages reading as it guides young readers (0-12 years) through interesting books at the library. Kids can also earn prizes and coupons (e.g., free Cousin’s subs, admission to the Zoo & Brewer’s game) as they reach a new level of reading. Events and classes, a free book, summer entertainment, resources for parents and family fun days are some of the special parts of this program. Whether it is story time for kids 0-5 years, the special “Put your face in a Book” program for teens or just lots of great books, there is something for everyone. The program starts at the East Library on May 13th and ends on August 29, 2013. You can get more information at East Library or go to: [www.mpl.org/summerreading/superreader\\_index.htm](http://www.mpl.org/summerreading/superreader_index.htm).



## Sal's on Oakland

by Cynthia Sommer

Sal's on Oakland is the kind of barbershop where you could find three generations of customers getting a haircut. Salvatore Lo Coco has been in business on Oakland Avenue for over 43 years and going strong. His ties to the upper Eastside extend even longer than that with his parents moving to the 2500 block of N. Oakland Avenues in the early 1960's and his wife Antonette growing up nearby.

After graduating from MATC and doing a 3-year apprenticeship at Peter's Barbershop on Brady St. in the mid-1960's, Sal bought his own two-chair barbershop business at 2949 N. Oakland (now Knucklehead's store) in October, 1969 from Emmett O'Donnell, a barber who owned the business at that location for the previous 15 years. The business community and neighbors welcomed the young owner. He became active in the University Square (now Upper Eastside) Business Improvement District in their effort to upgrade the Oakland Avenue business area with 46 distinctive Harp street lamps. After 25 years, Sal moved to his current location at 2919 N. Oakland (next to Clark Graphics).

Sal's Barbers  
Salvatore Lo Coco  
& Christopher Lewis

Christopher Lewis, also a MATC graduate, joined Sal at the second barber chair at that time and has now been with Sal for 18 years.

Sal and Chris are both trained as barbers and not cosmetologists so while you might not be able to get coloring or perms you will get a haircut done by pros solely focused on traditional men's cuts. Prices range from \$16 for style, \$15 for children, \$9 for shampoo, \$9.50 for a beard or mustache trim and a boy's first haircut is always free. His clean, friendly place is a mixture of the old and new – Sal proudly uses his classic 1940's Chicago barber chairs (reupholstered several times) that he bought from Emmett O'Donnell and appreciatively displays his new barber pole and plaque that were Christmas gifts from relatives and friends last year. Sal's is just the type of traditional barbershop where you can come in, grab a cup of coffee, join in great conversations on community and city happenings and leave looking great. Customer's comments include: “the best cut experience in Milwaukee. Nothing fancy...just a great cut.”; Sal and Chris “are true professionals that should not be missed”. Sal does have many long term customers so it is recommended to call for an appointments at 414-961-9823. The business is open on Tues. - Sat. from 8:30 am - 4:30 pm. Also check out his web site at [www.salsonoakland.com](http://www.salsonoakland.com).



Sal is far from being ready to retire. He is an energetic guy who does 5K runs, won 3rd place in his age group at the Festa Italiana 5K Lakefront run, won with others the Italian Fest 2004 Bocce championship and local soccer team championships in the 30 and older group. Sal enjoys people and the many regular customers that come from Milwaukee, Shorewood, Whitefish Bay, Hartford, and all over – many are former neighbors, UWM Professionals and students who come back year after year. If you are young or old, don't miss the chance to stop at Sal's for a great experience and haircut. MHNA wishes you many more years of business in the area!



A younger Sal Lo Coco  
in the mid 1990's



Sal's on Oakland Barbershop

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## Maryland Avenue Montessori School

by Nicky Teoh

Maryland Avenue Montessori (MAM), part of MPS, is a K through 8th grade school located on Maryland Avenue that services the neighborhood. With 380 students, the school is currently over-enrolled and bursting at the seams! Approximately one third of the students live on Milwaukee's East side, with many more coming from Riverwest and Brewer's Hill neighborhoods. There is currently a significant wait-list for admission.

The Department of Public Instruction (DPI) has labeled MAM a school that "exceeds expectations" due to high attendance and high test scores. This is the same rating that the DPI gave to Shorewood Elementary Schools.

MAM has a very active and involved parenting community. The PTO's largest event of the year is Novemberfest, a silent auction fundraiser. The event is held at the beautiful Pilot House of Discovery World, which is graciously donated by Discovery World management.



The 5th annual Novemberfest last year raised over \$24,000 for the school. The money supported educational enrichment programs with the Urban Ecology Center, Milwaukee Art Museum, Discovery World, Danceworks, and for the

Nature's Classroom week-long field trip for the adolescent students. Parents, staff and local businesses provide more than 100 fabulous items for the silent and live auctions. Highlights from last year fall's auction included a LotFotLfarm share, a private guided fishing tour of the Milwaukee river, a rug from Kashou, a tour of a firehouse and lunch with the firemen, and many, many others.

The MAM community is always searching for new and creative partnerships. For more information on partnering with MAM or donating items for next year's auction or buying tickets, please contact:

**Nicky Teoh** at [Nicky.teoh@yahoo.com](mailto:Nicky.teoh@yahoo.com) or

**Vesla Hoeschen** at [vesla@kennyp.com](mailto:vesla@kennyp.com)

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*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 – Did you know?

by Cynthia Sommer

## Golf Was In Our Backyard!

The game of "early golf" developed in the pastures on Milwaukee Eastside in late November 1894.

The founding players improvised a rough course in the Mariner's farm that was bordered by Downer and Oakland Avenues between Locust (formally named Folsom) and Hartford Avenues – the northern section of Murray Hill. Records are not clear as to whether there were 7 or 9 holes, but the enthusiasm of the players was documented with them playing from late November well into the winter that first year.

Most would agree that the modern game of golf evolved in Scotland during the Middle Ages though ball and stick games are recorded throughout history. Golf was rapidly and firmly established in many areas of the US in the late 19th century though early records for golf in the US go back to the late 16th century. Milwaukee's golf activity flowed from the Chicago Golf Club when Milwaukee businessman Eliphath Cramer (for whom Cramer St. is named) invited in November, 1894 three of his friends to play golf in the Chicago area - John Tweedy, an early state lawyer/politician, and bankers James Ilsley (M & I Bank = BMO) and Grant Fitch (National Bank Exchange = Marine Bank). They got infected with the golf bug and soon involved 14 additional friends to form the Folsom Avenue Club, the beginnings of the Milwaukee Country Club and the oldest club in the state.

These golf enthusiasts would travel to the "edge of town", north of the homes starting to be established on Newberry Blvd and change into their knickers and knee socks in a house on Frederick Avenue. The holes in the improvised course consisted of cans placed into the ground with fishing poles tied with cloth to identify their location. The type of golf ball used at the time was a gutta-percha ball (also called gutta or guttie). This type of ball was made by molding and pressing the latex like sap from trees native to the Malay Peninsula in

Southeast Asia into a round shape. Golfers eventually realized that a many times nicked gutta ball had truer flight than a smooth ball and thus evolved golf balls with surface textures and patterns. The size of the early Mariner's golf course gives a hint that the types of balls and clubs used in those early days did not send the ball the same distances possible with today's golf equipment.

There were several driving forces that led to the short life of Milwaukee's first golf course and a move to an area just a few blocks north. The Milwaukee Country Club, a social and family club, was being established in 1895 with a club house and grounds on the eastside of the Whitefish Bay toll road (Lake Drive), at about Beverly Rd. in Shorewood. This private club allowed the socially prominent men and women of the East Side an opportunity to leave "the bustle of the city". Since most of the original pioneer golfers were also members of the Club and there was an increase interest in golf, the members leased with their own money the field across from the Club house (Edgewood, Shorewood Blvd, Downer Avenue and Lake Drive) and laid out their 3-hole to eventually a 9-hole course. Within 2-3 years, the two golfing groups merged and the original Mariner's field yielded to urban development. The Milwaukee Country Club golf course moved again to the current location in River Hills with a grand opening in 1929. Golf in Milwaukee had indeed gone from humble beginnings to grandeur.

