

Approximate boundaries:

N-W. Good Hope Rd; **S**-Pacific RR Co;

E-W. 60th St; **W**-N. 76th St

NORTHWEST SIDE *Menomonee River Hills East*

NEIGHBORHOOD DESCRIPTION

The main housing type in Menomonee River Hills East is the 1950s to 1970s ranch-style home. There are also multi-unit apartment complexes and new condominiums. The commercial districts along 76th Street, Good Hope Road, and Mill Road are lively. One of the most distinctive features along the business corridor is a large Asian Market just off 76th St and Mill Road (see photos).

Recreational space abounds in Menomonee River Hills East. Clovernook Playfield stands as a small Milwaukee Public School park on Clovernook Avenue. Another main area for recreation is Uihlein Soccer Park, a 7,000-seat soccer-specific stadium built in 1994. This stadium was originally home to the Milwaukee Rampage, and later became the home to the Milwaukee Wave United. See photos below.

HISTORY

Over 50 neighborhoods on Milwaukee's northwest side once comprised the Granville Township in Milwaukee County, which extended from Hampton Avenue on the south to County Line Road on the north and 27th Street on the east to 124th Street on the west. The Milwaukee neighborhood of Menomonee River Hills East was once part of Granville Township.

Early populations

According to the *Milwaukee Sentinel* (March 22, 1877) there were originally three small settlements in Granville. The first, in 1835, was the family of Jacob Brazelton which included 11 sons. The second was duo Daniel R. Small and W.P. Woodward from Indiana who pitched their tents in the center of the Granville area shortly after the Brazelton family arrived and later built homes. The third group of settlers, the Joseph R. Thomas family and S.C. Enos, arrived shortly after Small and Woodward.

Within a few years a new group arrived from the town of Granville in Washington County, New York. The assemblage included the Evert, Brown, Crippen, Lake, Dutcher, and Norton families. They gave their new home the name of their former home in New York.

But it was not these earliest settlers that established much of the culture of Granville, Township. That role belonged to a wave of Pennsylvania "Dutch" (i.e., Germans) who arrived just a few years later from Telford, Pennsylvania, including the Wambold, Leister, Scholl, Barndt, Price, Bergstresser, Borse, Klein, Martin, Huber, Groll, Horning, and Lewis families. The Pennsylvania Dutch, under the leadership of Samuel Wambold, quickly established the German Evangelical Lutheran and Reformed Church (now known as Salem Evangelical Lutheran Church) in 1847. The following year, the church's



Today's neighborhood-
Houses on N. 71st St.
& Clovernook Ave.

pastor, Wilhelm Wrede, called a meeting of local Lutheran ministers at the church. This group would later become the Wisconsin Evangelical Lutheran Synod. A museum of these early synod activities now stands on 107th Street (see outings).

In the 1840s there were over 200 people living in Granville Township, and the numbers continued to grow. A small Irish community settled on Granville's eastern border to the center of the township. Initially they set up tents, built brush shanties, and log cabins. But during these early years, Granville Township remained strongly German, and more Germans arrived every year.

Granville Center

Granville Township was divided into smaller units—mostly unincorporated hamlets. Most of the area that is today the Menomonee River Hills East neighborhood had been called Granville Center. Granville Center had its own post office at 76th Street and Bradley Road, and by 1876 had a general store, a blacksmith, and a shoemaker. By 1883, the area had its own town hall at 76th Street and Good Hope.

In the 1940s, Robert Uihlein Jr. purchased a parcel of land south of Good Hope at 71st Street for a polo field. Later more land was purchased to the east and the property ultimately reached a size of 160 x 300 yards. (Today that polo field is a large sports facility, called Uihlein Soccer Park.)

Movement toward annexation

Economic prosperity reigned in Granville, due partially to the work ethic of the early residents. The township remained predominantly rural through the early half of the 20th century. From the late 1800s to World War II Granville was an important center for dairy and truck farming. Resident William Schlapmann owned a creamery that produced 100 pounds a day. Gradually industries began to open in Granville and the area eventually became the most concentrated base of industrial employment in Wisconsin—today including industrial parks and scores of companies.

In 1956, the residents and property owners of Granville were given a choice to consolidate with the City of Milwaukee. Needing services that Milwaukee could offer—especially water—the majority of voters said yes to the referendum. By the 1960s, the western portion of Granville (16.5 square miles) was annexed by Milwaukee and parts of the eastern section consolidated as the Village of Brown Deer. Milwaukee became one of the few large cities in the United States that still had working farms within its boundaries.

The following is a sample of a few businesses that were incorporated into Milwaukee at the time of annexation.

Businesses on N. 76th Street in Menomonee River Hills East in 1963

<i>Address on N. 76th St.</i>	<i>Businesses and organizations from <u>Milwaukee City Directory</u></i>
7000	Lin's Flowerland Florists
7050	All-State Industrial Cranes
7125	E.A. Jahnke Engraving
7177	Kuphal's Tavern

In the second half of the 20th century, African Americans began to migrate to the neighborhood. This happened for two reasons: (1) the need for housing following the razing of over 8,000 homes in the African American Bronzeville community in the late 1950s through the mid-1960s (see Halyard Park neighborhood), and (2) the availability of family-supporting jobs in industry in the former Granville community. As in most German-dominated areas in Milwaukee, the integration of the new population proceeded relatively smoothly. Many African American families were able to purchase homes and move into the middle class.

Unfortunately, the deindustrialization movement that began in the 1980s reversed this course.

Current populations

Today slightly over 1 in 10 residents of Menomonee River Hills East claim German ancestry. The dominant population today in the neighborhood is African American (approximately 7 in 10). Menomonee River Hills East has a relatively high Asian population (just under 1 in 10). Of the foreign-born population, nearly all were born in Asia—most in Laos or Thailand (usually Hmong), and a few born in Myanmar, Japan, and Korea. About one-third of the neighborhood residents live in lower middle-income households (with annual incomes between \$25,000 and \$50,000), and slightly less than one-third live in households at or below the poverty line, with annual incomes under \$25,000. More adult residents in Menomonee River Hills East still work in production than any other field. The next most common occupations are in the fields of sales and administration.

Residents of Menomonee River Hills East have a high home ownership rate, relative to Milwaukeeans overall. Nearly 6 in 10 property units in the neighborhood are owner-occupied.

INTERESTING FEATURES

- **Uihlein Soccer Park** at 71st and Good Hope Road, once a polo field. (In 1991 the County Board Committee on Parks, Recreation and Culture voted to replace the polo field with a 65,000 indoor soccer building and outdoor fields.)
- **Asian Market**, just off 76th Street and Mill Road, a bustling marketplace for food, Hmong clothing, and other Asian products.

RECURRING NEARBY OUTINGS (Health conditions permitting)

In the following section the website addresses have been eliminated due to technical problems with the various ways different web browsers display PDF files. Website information on these events is available through the book *Milwaukee Area Outings on the Cheap*. See below.

MILWAUKEE ASIAN MARKET			
When?	Where?	Description and contact info	Admission
Daily, 7am-7pm	6300 N. 76th Street	Hundreds of stalls of Asian food, clothing, toiletries, cosmetics, and other goods. (414) 760-3771	Free

GRANVILLE BID CAR, TRUCK, AND BIKE SPECTACULAR			
When?	Where?	Description and contact info	Admission
Late Sep., Sun. 10am-3pm	Russ Darrow, 7676 N. 76th St.	Exhibition of iconic custom vehicles.	Free

TOUR OF MUSEUM OF WISCONSIN EVANGELICAL LUTHERAN SYNOD (WELS)

When?	Where?	Description and contact info	Admission
By appointment	Salem Lutheran Landmark Church, lower level, 6814 N. 107th St.	Tour of more than 1,000 artifacts and pictures of the Wisconsin Evangelical Lutheran Synod	Free, but donations welcome

JULY 4TH CELEBRATION

When?	Where?	Description and contact info	Admission
July 4th, 9am-10pm	Noyes Park, 8235 W. Good Hope Rd.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, games, fireworks.	Free

OPEN SWIM

When?	Where?	Description and contact info	Admission
Daily, 1-5pm, holiday times vary	Noyes Park, 8235 W. Good Hope Rd.	Open swim year-round at indoor pool with diving boards, locker rooms, vending machines.	unk

Most of these outings are provided courtesy of MECAH Publishing. To access the book that provides nearly 600 outings—all priced under \$10—for the entire Greater Milwaukee area, go to <http://mecahmilwaukee.com/NonFiction.html>

QUOTES FROM RESIDENTS

Current resident

Q: “How long have you lived here?”

A: “Nineteen years.”

Q: “How do you like the neighborhood?”

A: “It’s beautiful. There’s no problem that I know of that I have. I have been here nineteen years. Something has got to be going right. It is changing.”

Q: “In what way is it changing?”

A: “It has become more diverse.”

Q: “What populations are coming in that are making it more diverse?”

A: “I was thinking Hmong.”

--Anonymous

In *The Golden Years of Yesteryear* by Emily Treichel Boehlke (reprinted in *A History of Granville* by Miriam Y. Bird, 1996), Treichel Boehlke writes about her family’s history in Granville from the mid-1800s through the late 20th century. The following are passages from this work.

“When my Grandparents Treichel were first married and lived in their one room cabin, the Indians would stop in and admire their baby. . . At Grandfather Hackbarth’s the Indians set up camps in the woods every spring and fall when they came to do their trading in Milwaukee.”

“Weddings in the 1860s and later were quite different from today. The invitations were hand written by the bride and groom and they were the hosts, not the parents of the bride. . . the silk material for the brides’ dresses was only 18 inches wide, so for a fancy dress, it took 18 to 20 yards of material. It was not unusual for a man to wear his wedding suit 20 to 25 years, or as long as it fitted.”

“. . . the settlers were having church services at the home of Ernest Zautcke, who had brought a reed organ from Germany to help him with his singing. One of the men could read a text from the Bible and the other religious books which they had brought from across. Mr. Zautcke then donated land for a church and school on the corner of [today’s] Hopkins and Silver Spring Roads. They were served by visiting pastors from Milwaukee and vicinity.”

“School [of her parents] was then held at the house of one of the member’s house one month and at another one the next month, whoever had a room big enough to seat the children.”

“The housewife had to plan well ahead for her household. There was the Arab that would come about once a month with two heavy suitcases full of notions and yard goods for house dresses. When he begged for a night’s lodging the housewife would get a spool of thread for payment. Also a man with a big basket of oranges and bananas would come. Bananas were 25 cents a dozen for nice large ones. Later a baker would come once a week with bread and sweets.”

“Every mother had to be well-schooled in home remedies. . . Plants and herbs were gathered in the summer to be dried and stored for the winter, to be used for any and all ailments.”

“Grandfather would sit and knit many mittens and stockings for all the grandchildren while Grandma read to him and tended her many plants of which she had quite a variety.”

“Even the first street cars were propelled by horse power. There were only 2 lines, one on 3rd Street to Williamsburg, a section of the city at North Avenue and Center and [one] further north (an all-German settlement).”

“In the beginning of the 1900s, there was no Silver Spring Drive, not even a wagon trail west of Hopkins Street. But the plans were made to have a road there, so one of the farmers would ride through the woods with horse and wagon or on horseback as best he could, so it would be legally kept as a driveway to the next mile west.”

“During the first World War, all gathering of people was forbidden, due to the spreading of the flu. So at Freistadt Church only every other pew could be sat in, so all the people east of the church came for early services and all those west of the church came for later service. Also all talking and preaching was to be done in English, but Pastor Wehrs insisted on preaching in German as many of his older members could not understand English.”

“There were about 12 to 14 neighbors that exchanged labor. This was a hard job for the ladies also, with breakfast at 6, lunch at 9, dinner at 12, another lunch at 3, and supper at sundown. No 8 hour days.”

“When the first threshing machine came out the farmers started to raise barley for the Breweries in Milwaukee. My father raised quite a lot of it and we girls had to man the farming mill in the evening when milking was done and our lessons were finished. This was a cold and tiresome job until enough was cleared for a load to be hauled to town the next day.

Quotes from an oral history of the Granville neighborhoods currently being conducted by Urban Anthropology Inc.ⁱ—About THEN.

“I lived in the area when it was all pretty much farms. Very few roads. Very little shopping. People needed cars. I didn’t like that. Now it’s better as far as transportation goes.”

“Right now, the retail environment has vacated the area, as far as shopping. Virtually there’s no shopping around here. Why did that leave? I can pretty much pinpoint why it left. When Northridge was originally built there was a freeway that was supposed to be built and it was called the Park West freeway. It was a freeway that came up from downtown all the way through and it was supposed to run right through there. When that freeway project was killed that kind of sealed the fate, I believe for this retail area. Because once they announced that--that freeway wasn’t gonna be built--and you can make note that all newer retail developments are always right next to a freeway. You know if you look at the new retail that’s put on Menominee Falls, Mequon, there all on a freeway.”

“It was all about cars up there—all about cars. I’m not surprised that they have this big car show now, because it was in the culture of the area. People who chose to live there knew they had to have a well-running automobile. Maybe that’s what started it off.”

Quotes from the oral history of the Granville neighborhoods—About NOW

“I think that we are still trying to overcome that negative stigma. And I think that’s one of the reasons why I had this car show just to bring in people from all different backgrounds into the neighborhood. And it was hugely successful. You’re bringing in all different ethnicities but they do have one [thing in common]. They’re all car lovers so they can always talk about cars, but always talk about other things. So it was all good.”

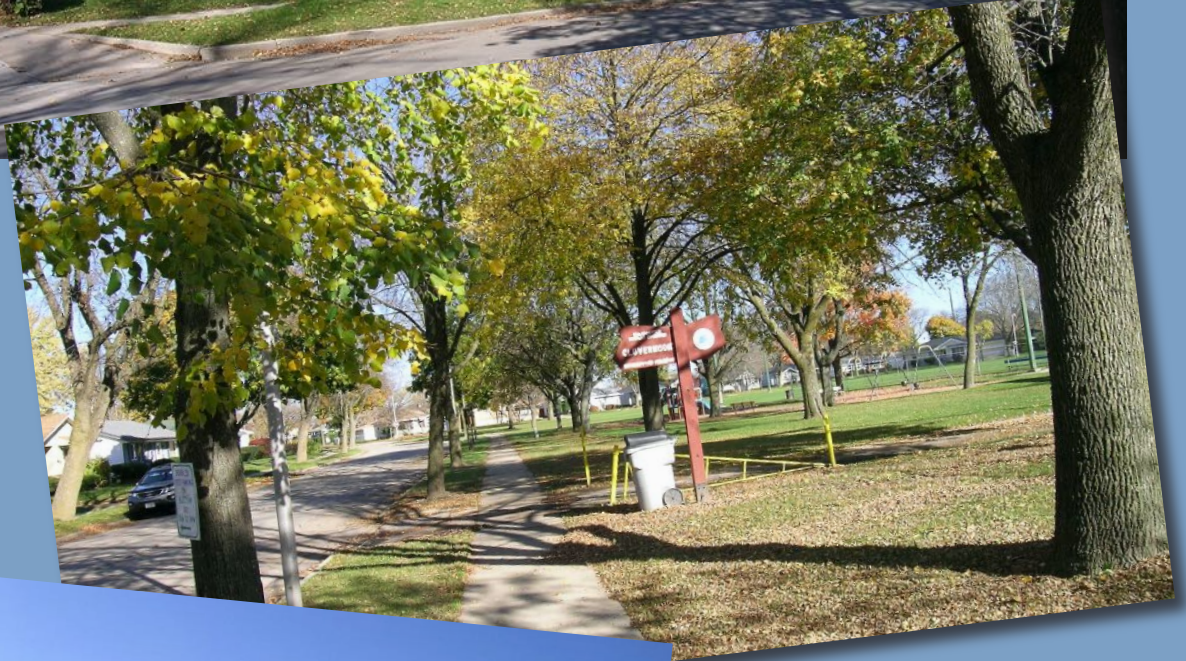
“To me, one of the biggest draws is that Asian market. It kind of grew up organically in the area. I think when the Hmong first came to Milwaukee, there was the tendency to move to the near north side around Highland or the South Side around Lincoln. And then they gradually migrated northwest around Hampton and further, and probably were the impetus for much of the market success.”

ⁱ Urban Anthropology Inc. complies with human subjects requirements of formal research and asks informants to sign informed consent forms that stipulate anonymity, hence names are not provided with the quotes.

PHOTOS



Today's neighborhood-
Houses on N. 71st St. & Cloverhook Ave.



Today's neighborhood-
Cloverhook Playfield



Today's neighborhood-
Uihlein Soccer Park at 71st
and Good Hope Rd.

Today's neighborhood-Milwaukee's Asian Market (interior)



Today's neighborhood-
Milwaukee's Asian Market

Today's neighborhood-
Milwaukee's Asian Market (interior)





Today's neighborhood-Milwaukee's Asian Market (interior)

For more information on the history of Granville, refer to Miriam Y. Bird's *A History of Granville Township*.

For more information on Milwaukee neighborhoods, refer to John Gurda's *Milwaukee, City of Neighborhoods* and Jill Florence Lackey's and Rick Petrie's *Germans in Milwaukee: A neighborhood history*.

Do you have great photos of this neighborhood? Are you a resident with an interesting quote about this neighborhood? Do you have recurring outings, additions, corrections, or general comments about this neighborhood? Please email your input to:

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