

CHARLES JACOBUS PARK CJPNA NEIGHBORHOOD NEWS

WINTER 2015

www.tosacjpna.com

The newsletter of the Charles Jacobus Park Neighborhood Association, published three times a year.
Serving residents and businesses in Wauwatosa and Milwaukee from Bluemound Road to River Parkway & Hawley Road to 72nd Street.

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Neighborhood

St. Patrick's Day Festivities
Saturday • March 14
2:30 pm • Doors open
Rounding Third (upstairs)
63rd & Bluemound
3:30 pm • Parade
see p. 8 for details

CJPNA Annual Brewer Game
BREWERS VS. REDS
Tuesday • April 21
5 pm • Tailgate • Rounding Third
7:10 pm • First Pitch
see p. 8 for details
Ticket order form enclosed

TGIF Dates Open
See page 9 for contact information

HELP WANTED: CJPNA Newsletter Team

details on page 3



Friends of Jacobus Park Update

By Julia Murphy, CJPNA Member

The Friends of Jacobus Park, a member organization of The Park People of Milwaukee County, had an active and productive 2014.

Spring kicked off with a successful Garlic Mustard weed-out. A strong core of volunteers combed through the park pulling second year growth, which is the best and easiest time to pull this invasive plant. Garlic Mustard weed-outs have been going on for at least 15 years. The success of this annual weed-out was evident as volunteers actually had to look for Garlic Mustard instead of wondering how on earth they would be able to pull it all.

Fall brought the other primary invasive plant weed-out – the annual cutting of the Buckthorn. The Buckthorn weed-out was scheduled for two successive Saturdays, but the first was rained out. The second Saturday was highly successful, due to a groundbreaking partnership between the Friends of Jacobus Park, Hoppe Tree Service, and the Milwaukee County Parks. With chainsaws buzzing and volunteers at the ready, a substantial amount of buckthorn was cut down and removed and the remaining stumps were treated with herbicide to deter re-growth.

Some neighbors have wondered why so much time and energy is devoted to weeding out these invasive plants. It's a park and the plants are green – what's the problem? The problem is that Garlic Mustard

and Buckthorn compete with the native plants in Jacobus Park. Is that really such a big deal? Just ask Brian Russart, Natural Areas Coordinator for the Milwaukee County Parks. As the only full-time member of this department, Brian's role in the parks is one in which prioritization is key. In his first year on the job, Brian selected the most important parks in the county to develop long-range Restoration and Management Plans. Jacobus Park was one of the selected parks. More than 154 species of native plants, including several plant species listed by the state as threatened or of special concern, live on this 26-acre plot of land. This park, right in our backyard, is a rare combination of playing fields, wading pool, play structure, skating pond, pavilion, and one of the most valuable natural areas in the county. A pdf version of the Restoration and Management Plan can be viewed on the Friends section of the CJPNA website.

In the midst of the weed-outs, planning and organization was conducted by the Friends of Jacobus Park in an effort to become fiscally sponsored by The Park People of Milwaukee County. With this key designation in place, the Friends of Jacobus Park will now operate as a charitable organization. All monies raised for future projects will be considered charitable donations and are tax deductible for individuals and businesses. Keep an eye out for fundraising initiatives and don't forget to share your wish list for future park projects.

Want to get involved in the Friends of Jacobus Park?

Contact:
friendsofjacobuspark@gmail.com



Hyde Park: Tried and true tailoring meets fashion-forward boutique



In fashion, trends may come and go, but there will always be those classic pieces that stand the test of time. A neighborhood staple for more than 50 years, Hyde Park is like those classic pieces. Owned by German-born and trained tailors, Erwin and Josef Strigenz, it has provided dry cleaning and tailoring services to the Jacobus Park area since 1960. While Hyde Park remains classic in that respect, it has recently experienced a twist with the addition of a boutique at the front-end of the shop thanks to Erwin's granddaughter, Sydney Deutsch.

The Strigenz brothers, now in their eighties, were looking to slow down a bit, which provided the perfect opportunity for Deutsch to learn their trade while pursuing her own dream. Deutsch, who studied fashion at Mount Mary University, was working in the fashion industry when she decided to take the leap, quit her job and take over the business, adding a boutique. "I've always wanted to open my own shop and I love the neighborhood. I remember coming here as a kid," said Deutsch.

After leaving her job as a stylist, Deutsch began training under her grandfather and great-uncle, learning the intricacies of tailoring while also renovating the front-end of the shop to prepare for the boutique's opening in November 2014. She has traveled from New York to Atlanta, as well as Minneapolis and Chicago, attending clothing shows to find pieces and accessories that provide fresh, distinctive options. "I want all our pieces to have something unique about them that you wouldn't be able to find at the mall," commented Deutsch. "I choose pieces that I know will be different."

While some aspects of the business have been challenging, like learning the ins and outs of all of the administrative tasks, one thing that has come easily is the support from neighbors. "People really want this to be successful," said Deutsch who is incredibly grateful to those who have stopped in to check out the boutique while on their

way to LaTarte or Rose's Flower Shop. She is excited for what the future holds and said there are even plans to add men's clothing, further differentiating Hyde Park from other boutiques in the area. Deutsch invites you to stop in to see what Hyde Park is all about. Patrons can still find the tried and true tailoring and dry cleaning services, but the shop now has more to offer. "A lot of people come in, think it isn't the same business and leave. I've actually had to chase people down the street to let them know we still do cleaning and tailoring," said Deutsch. "I want neighbors to know it's the same old German guys tailoring your clothes and so much more."

For more information visit hydeparkmke.com and be sure to "like" it on Facebook by visiting [facebook.com/HydeParkMKE](https://www.facebook.com/HydeParkMKE).



Erwin and Josef Strigenz learned tailoring in Germany, eventually bringing their craft and the tools of their trade, including these scissors, to Hyde Park. Today, Sydney uses many of their old tools and machines to display clothing and accessories and has unearthed other fun things in the shop to display like these vintage ties.

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Newsletter Team Retiring

The CJPNA newsletter team of Jann Persin, Michelle Pape and Amy Hawthorne is hanging up their red pens and Macs and retiring from their newsletter duties. This is the final newsletter for the current team.

This is an opportunity for several people to step forward and get involved! Sound interesting? Talk to your neighborhood friends about becoming the "new" CJPNA newsletter team.

Newsletter team duties include:

- Work with the board on content
- Work with the board member in charge of business members and advertising
- Ask people to contribute stories (board members, neighbors, our alderman and people from Jefferson Elementary typically write articles)
- Set the publication schedule and deadlines (the newsletter is currently published three times a year – winter, spring and fall)
- Lay out and edit the newsletter (Jann manages the layout and design and Michelle and Amy manage the content and editing)
- Send the newsletter to the printer with print instructions

If you are interested in learning more about working on the newsletter, contact Amy at 414.708.2026 or hawthorne.amy@gmail.com.

2015 Youth Services Directory

The CJPNA Youth Services Directory is being updated and will be available in May. The directory is a great way for adults to find help with various jobs and for youth to earn a little money and gain work experience.

Send the following information to Katie Koester at katiekoester@yahoo.com by March 31st if you would like your youth included in the directory:

Youth name, Youth birth year, Phone number, Address
 Services offered: Dog walking/pet care • Yard work • Snow removal
 Miscellaneous household chores • Babysitting • Odd jobs (garage cleaning, etc.)
 Other services (we have listed piano lessons, photography, etc. in the past)
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 Other relevant certifications

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The News Outside of Jefferson

By: August Hoppe, Jefferson Building & Grounds Committee

The Jefferson School Building and Grounds Committee has been using the winter months to reflect and plan for the future. For the past year and a half the Committee has been hard at work fundraising for a new "big kids" playground. The fundraising drive, which has raised more than \$17,000 through the buy-a-brick campaign, donations, the silent auction and dance and other school events, is now nearing an end.

The Wauwatosa School District has been impressed with Jefferson's efforts and commitment. In addition, the district recognizes the importance of and need for the new playground and has agreed to fund a substantial portion of the remaining cost. The new playground will be installed during the second half of the summer!

The Committee's fundraising work will continue a bit longer so extra amenities can be included to make this playground truly special. The biggest complaints over the years have been the lack of shade and places to sit. The Committee intends to fix those issues and provide sunshades and benches to create a welcoming place to serve Jefferson families and the community.

Every dollar adds up and you can help us take this fundraising drive across the finish line. A few thousand more dollars will make all the difference. There are two main ways to help:

• Buy-A-Brick:

- Celebrate your connection to Jefferson with a brick engraved with your custom message. Visit www.jefferson.donationbricks.com to order a brick.

• Monetary donation:

- Checks are always welcome and are perhaps the easiest way to donate. Make checks payable to Jefferson PTA with "playground fundraiser" in the memo. Drop checks in the office or mail them to: Jefferson PTA, 6927 Maple Terrace, Wauwatosa WI 53213.
- Credit cards are accepted through the Jefferson PayPal account. Navigate to the Jefferson PTA page and click the DONATE TO JEFFERSON PTA link on the bottom right of the page.

Questions regarding the fundraiser can be directed to August Hoppe at augusthoppe@wi.rr.com. Thank you to all who have supported the playground project. We hope to see you at the new playground this summer!



Want to know what's going on with your neighborhood association?

Ever wonder what's discussed at the Board meetings?

Get all the information you need from the meeting minutes found at:
www.tosacjpnna.com

Jefferson: On The Move!

By: Jeffrey Hansher, 5th Grade Teacher

It's hard to believe that the school year is halfway done! Students have been working hard learning new skills that are aligned with the Common Core State Standards. In April, all students across the district will be taking the Smarter Balance Assessment. This replaces the WKCE state standardized test that students have been taking for many years.

Congratulations to Stuart Goldsmith, Ximena Cavazos, and Olivia Gorr for being Jefferson's representatives in the City of Wauwatosa Spelling Bee. They had to spell some difficult words to advance to the city competition.

On January 30th, the University of Wisconsin-Whitewater Wheelchair Basketball Team put on an exhibition at Jefferson. Students and faculty members participated in the event by playing a game against the UW-Whitewater team.

We encourage all parents to keep in touch once your child graduates from Jefferson. Teachers love to follow former Jefferson Elementary School students to learn what they have been up to and what paths they have chosen in their lives. I welcome parents of former students to share their child's successes with me. Feel free to stop by, drop a postcard, or email!

2015 — A New Year, A New CJPNA Board

Welcome to the new officers and new board members!

President - Laura Temke

Vice President - Peter Skanavis

Treasurer - Jeff Radcliffe

Secretary - Katie Koester

Directors - Mike Newman • Todd Halverson • Ken Sumka • Scott Bechtel • Joy Wedel • Steve Flewellen • Dave Salkin

Social Co-Chairs - Mike Newman • Ken Sumka

Website Coordinator - Laura Temke

Scholarship Chair - Dave Salkin

Business Membership - Mike Danisewicz

Membership - Todd Halverson

There are many ways that members can help make the CJPNA great. Contact a board member to find out what you can do. See the "Who's Who" section on p. 10 for contact information.



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Become A Registered CJPNA Member at www.tosacjpna.com!

Registered members have access to our full website, including information about events like Oktoberfest and the Chili cook-off, links, online payment options, news, directories and more.

Existing members need to visit the website and register via the Membership Registration button in the Welcome section. Once your account is approved by the administrator, you will receive login information for the website.

New members can join the CJPNA from the website by clicking on the "New? Register Here" box at the bottom left of the home page. You will be guided through the registration and payment process and will receive your login information once your account is approved.

Questions? Email the webmaster at laura.temke@me.com

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What's Happening in Tosa?



By Dennis McBride, 4th District Alderman & CJPNA Member

Common Council Approves New Village Project

On January 20, the Wauwatosa Common Council approved the State Street Station project proposed for the Village between 74th Street and Wauwatosa Avenue.

This project drew opposition from some Wauwatosa residents and support from others. Passions grew heated at times. Opponents feared the project was too tall and would generate too much traffic. Supporters welcomed the project's promise of replacing tired old buildings and the large increase that the project will bring to the city's property tax base.

Two votes were taken on the project on January 20. The first, a proposed rezoning (from C1 Commercial to C1-Planned Unit Development), required approval by at least 12 of the Council's 16 members. The vote was 13-2 in favor. Alderperson Cheryl Berdan, who was missing for health reasons, also supported the project. The second vote, which was to approve the project's preliminary plan, passed 12-3.

Prior to January 20, the City's Plan Commission and the Common Council's Community Development Committee (CDC) had heard public opinion at several meetings. The Commission and the CDC both supported the project. Nevertheless, at the Council's December 16 meeting, we voted to hold the project for a month to allow the developer, HSI Properties, and the neighbors to discuss HSI's proposed modifications, including a downsizing from five to four stories. Throughout the process, Council members received telephone calls and e-mails from residents on both sides of this issue. We sorted through all of the information, but then had to make up our own minds, based on our education and experience.

This was the fourth time in recent months that we discussed whether to put a new apartment building next to an old residential neighborhood. In 2014, we approved the Pasadena Apartments at 84th and North; the 2100 North Mayfair project next to the Fisher Parkway neighborhood; and The Ardor project in the Village next to Church Street. Each time, we approved the projects only after requiring the developers to make modifications to make the projects more palatable to neighbors.

Why The Council Supported The Project

The Council supported the project for many reasons. First, the project's size is appropriate for the large site on which it will sit. Some people demanded that the building be three stories or less, but this was not an option. To make a three-story building financially feasible would require the City to make a very large investment that none of our residents would like. State Street Station will be about the same height as the Waterstone Bank building across the street, as the apartment building a half-block to the east, and as the condominium building next to Leff's Lucky Town.

Second, State Street Station will fit into the Village's historic character. The part of the Village that we all love was built in the late 1800s and early 1900s. One part of the Village that is not historic or charming is the area on which State Street Station will be built. The Chase Bank building was built in the late 1950s to "modernize" the Village, but all it did was create a one-story building in the midst of historic two- and three-story buildings, along with a big surface parking lot. That does not contribute to the Village's historic character. Likewise, the Bromart Building – the building in which George Webb's is housed – was built after World War II. It is bland, tired, and obsolete. Architecturally, State Street Station will be a major improvement on these outdated buildings, and will eliminate the parking lots surrounding them. It will be built up to the sidewalk, just like the Village's historic buildings.

Third, our City Engineer has studied State Street Station for months; he says it will not increase traffic congestion. Also, the City has insisted that the project's exits direct traffic away from the houses nearby.

Many people have pointed to the Village Development Plan, which we approved in 2011. Page 32 of that Plan states: "Neighborhood population has declined ... because of neighborhood maturity and decreasing household size." Page 56 recommends that the City "increase the residential population in and around the Village" because "[c]ontinued residential development increases the walking or biking-distance population, builds a sense of community,

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Continued from page 6

responds to market demands, and expands the local customer base." In other words, the Village needs more people to support its businesses and to preserve its historic buildings. That is why the Village Business Improvement District supports State Street Station.

Beyond all this, we had to consider that something would be built on this land. The question is "what"? We approved the rezoning so we can continue to negotiate with HSI to make the project even better.

Finally, the City has to redevelop our obsolete buildings or our tax base won't be big enough to continue to provide the City services – police, fire, and public works – that we all expect. Currently, the land is worth about \$2 million. When State Street Station is built, it will be worth over \$30 million, and will increase the value of nearby buildings.

A few years ago, the Legislature capped property tax levies. This has made it extremely hard for cities to maintain our current service levels. Each year, because of the tax cap and inflation, it becomes harder to find the money we need. In 2016, 2017, and 2018, the gap between our property tax levy and the cost of maintaining services will widen greatly. At this point, we don't know where the money will come from.

What we do know is that the only way to increase our property tax levy is to increase our property tax base. We do that by redeveloping property that is not being put to its "highest and best use."

All of the concerns stated by the opponents were also stated when HSI proposed The Enclave project. Many of the people who expressed those concerns are now some of HSI's biggest supporters. One of the e-mails we received was the neighborhood group president in that area. She initially resisted The Enclave, and now loves it. She strongly supported HSI and State Street Station.

What Could Happen If We Had Rejected The Rezoning

The Council also had to consider the impact of its vote in practical terms. We knew that if we approved the rezoning, we would have more chances to accept, reject, or change the project. If we rejected the rezoning, State Street Station would be dead. But that would not end the discussion: the owner, Key Management, planned to sell the Bromart Building whether or not the land is rezoned. This is because the building is 65% unoccupied and needs a lot of money just to bring it up to code. That wouldn't change if someone bought the building. Most likely, the building would be torn down or would continue to house mostly low-rent tenants – and to have a sea of surface parking inconsistent with our historic Village.

If the building were torn down, a new developer wouldn't ask for a rezoning. That would just draw more opposition from neighbors who oppose any change. Instead, a new developer would propose a project already permitted by our zoning code. As noted, 7400 State Street is zoned "C1." Some of the

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Continued from page 7

uses permitted in a "C1" district without a rezoning include: a light industrial building, a funeral home, a day care center, a grocery store, and a multi-tenant commercial building – or, in other words, a strip mall.

We were aware of what currently exists along State Street. East of 74th Street, most of the newer buildings are either big grocery stores or strip malls, and all have lots of surface parking, unlike the enclosed parking promised by State Street Station. A strip mall would blight the Village and might decrease property values. A strip mall also might kill, for many years, any chance of having anything built on State Street that will provide the financial return that we need to support our City services.

Moving Forward

If I've learned one thing as an alderman, it is that change is always difficult. I understand and sympathize with the opponents' concerns about change. But our job as alderpersons is to strike a balance between competing concerns. If this task were easy, we wouldn't have had a heated discussion.

As lawyers like to say, "this is a topic about which reasonable people can differ." We know that we can't please all of the people all of the time. We voted based on what we believe is best for the Village and for all of Wauwatosa. Some neighbors opposed the Colectivo project at 68th and Wells, but now Colectivo is an extremely popular neighborhood gathering place.

State Street Station will be a great addition to the Village and the homes nearby, just as The Enclave was. By voting for State Street Station, we voted to strengthen our neighborhoods, to expand our tax base, and to preserve our City services. It will continue to make the Village stronger, and stimulate additional good development.

Best wishes,

Dennis R. McBride
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St. Patrick's Day Parade Festivities



Saturday, March 14

Parade • 3:30 pm (doors open at 2:30 pm)

Rounding Third (upstairs) • 63rd & Bluemound



CJPNA members are invited to join your neighbors in the second floor suite at Rounding Third for a pre-parade and post-parade gathering. Watch the parade from the suite and order some of Rounding Third's fine Irish beer and cuisine.

Please contact Todd "O'Paddy" Halverson at todd.halverson@cnh.com with any St. Pat's parade questions.

Annual CJPNA Brewer Outing



Tuesday, April 21

Tailgate • 5:00 pm

First Pitch • 7:10 pm

Rounding Third • 63rd & Bluemound

You are invited to attend the CJPNA April Brewer Outing on Tuesday, April 21. For \$16, you get a Club Level seat (normally \$36) to the Brewers vs. Reds game, a pizza party tailgate at Rounding Third, and a ride on the Rounding Third shuttle to and from the ballpark.

The tailgate starts at 5:00 pm and the first pitch is at 7:10 p.m.

A sign-up form is enclosed.

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Safe Routes To School At Jefferson



If you've driven near Jefferson Elementary School lately, you may have noticed some changes, namely an army of orange cones. Last spring, a committee began working with the district-wide Safe Routes to School (SRTS) program to improve traffic flow and safety around the building, particularly during drop off and pick up times. If you have students past or present who've attended Jefferson, you are well aware of the congestion around the building and the tradition of ignoring posted parking signs in favor of getting to the playground to drop off or pick up on time.

The main focus for SRTS this past fall was to create and maintain a Hug and Go Zone on Aetna where parents can drop off students without having to park, double-park, or send their kids across traffic. Drivers pull up to the curb by the cones, let their children out without exiting the vehicle, and move along.

Whether you have children at Jefferson or not, you can help with the SRTS initiatives:

- Use the Hug and Go Zone to drop off in the morning or pick up a waiting child in the afternoon (plan to come after 3:25 so your child is out of the building and waiting).
- Do not idle vehicles or park in the Hug and Go Zone while waiting for students.
- Avoid driving down 70th Street in either direction around pick up and drop off times if you don't have a student at Jefferson.
- Avoid using Maple Terrace unless you have a permit to park in the cut-out (applications are available in the office and will be reviewed by Mr. Nemoir based on temporary or long-term needs).
- Obey the in-road pedestrian crossing signs.
- Don't park where it's posted 'NO PARKING', especially on the north side of Aetna between 68th and 70th.

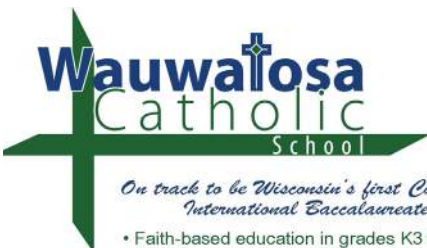
Finally, thanks to the Charles Jacobus Park Neighborhood Association for its \$200 donation last year to support ongoing Safe Routes to School efforts at Jefferson!

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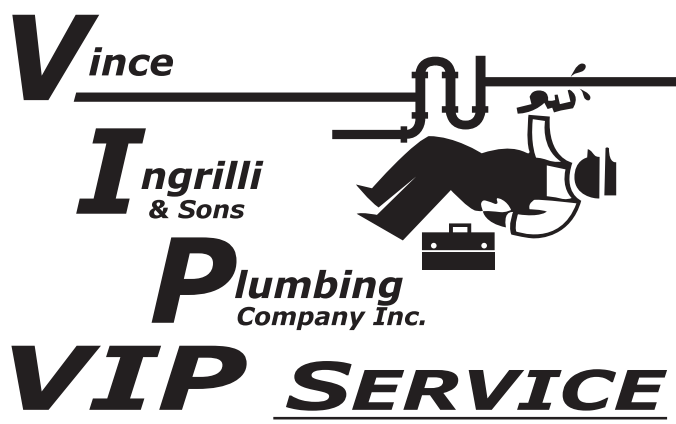


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**M, T, Th, Fri 7am-6pm
Wed 7am-5pm
Sat 9am-3pm**

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