

■ ■ NORTH ■ ■ Isthmus ■ ■ READER ■ ■

The Newsletter Of The The Tenney-Lapham And Old Market Place Neighborhood Associations

March / April 1995

The Downtown Historic Preservation Task Force

In December, 1994 the Common Council adopted a resolution creating the Downtown Historic Preservation Task Force. Mayor Soglin has appointed a group of nine citizens involved in the downtown to serve on the task force. The charge of the task force is to:

- identify historic buildings and districts in the downtown;
- identify ways to enhance the preservation of buildings that are important parts of Madison's heritage and identity; and
- help to resolve the difficult conflicts that occur between preservation and new development to encourage investment in the downtown while preserving significant historic buildings and areas.

For the purposes of this effort, the boundaries of the downtown study area are Blair Street on the east and Park Street/Proudfit Street on the west. These are the same boundaries that were used for the Downtown 2000 plan. The focus will be on the commercial areas, although residential neighborhoods will be discussed since development pressures impact residential areas also.

Residents of the Old Marketplace Neighborhood are invited to participate in the planning effort. The task force will hold its meeting every Wednesday at 4:30 p.m. in the Madison Municipal Building, 215 Martin Luther King Jr. Boulevard. Anyone interested in representing the neighborhood at these meetings should contact Ken Frazier 251-8797. Of course, the meeting is open to all interested citizens.

Bicycle Commuters: ROAD CLOSED

Michael D. Barrett

As of April 4, 1995, there will be no Law Park Bike Path. There will be no bicycle access to the John Nolen corridor and no alternate detour for bicyclists is planned. In a fit of hand wringing at the February 24 City Council meeting, the Alders decided - by a one vote margin - against all provisions for bicycle access along the most heavily traveled bike route in the state during the two year construction of the Convention Center. Our Second District Alderperson vigorously spoke out against providing access for bicyclists and voted with the majority, which is amazing consider his longtime advocacy for better bike paths and greater access. Despite the fact that a dozen commuters, several from Isthmus neighborhoods, spoke out in favor of continuing access. Others submitted written support. Despite the fact that no one spoke out or submitted a written statement against the measure, the Council, including our own David Wallner, voted against us and turned their backs on the bicycle as a viable means to commute to work.

Residents of the Tenney-Lapham and Old Marketplace Neighborhoods, who commute to jobs on the south or west side via the bicycle, must now compete with speeding suburbanites. At the very best, cyclists can anticipate significantly longer, more dangerous journeys to work. It is apparent that the City wants all of boxed into our cars further cluttering for our already congested streets, and further straining City Services.

Join The Neighborhood Watch Program And Operation Identification Today

Kathleen Bresnehan

In January at about lunch time, a family residence was broken into on Sidney Street. Neighbors saw the burglars, thought the incident was unusual and yet did not call the Madison Police Department to report their suspicions. In this particular incident and in several others in this neighborhood in the last year, the burglars were young males who live in the neighborhood. Statistically this is the profile of the typical residential burglar:

- A young male who usually lives in the neighborhood, but not always.
- He is an opportunist - an amateur - but that doesn't mean he can't find his way into your home.
- He selects homes he can enter quickly and quietly and exit with a minimum risk of detection.

Most burglaries occur during the daytime hours while people are at work. The second most "popular" time for burglaries to occur is the early evening hours while families are shopping, attending meetings, and socializing. Short of completely reorganizing our lives and becoming prisoners in our own homes, what can we do to prevent burglary and theft?

- Join Neighborhood Crime Watch and participate with your neighbors in Operation I.D. (Identification).
- REPORT suspicious behavior or incidents to the Madison Police Department non-emergency number 266-4275.
- Call 911 for CRIMES IN PROGRESS. Most officers carry business cards with their name and a telephone number where they can be reached. Get a copy of the police report to check it for accuracy and completeness. Call and follow up on your report, using the case number as a reference.
- If you have information about a crime that has already occurred, call Crime Stoppers at 266-6014.

Teach your children about your family's

involvement in Neighborhood Watch. Kids are great reporters: "Kathi, why is that crashed-up car in your front yard?" (an actual question from one of my daycare children!) "Why is that guy carrying that television set down the street?" "Someone is taking Stevie's dad's lawnmower!"

Have your teenagers mark their own possessions for ready identification. Ask your children to ACTIVELY participate in Neighborhood Watch during the summer months when they are not in school. Adults who don't drive can use their Wisconsin I.D. number on their possessions.

Remember, without "proof" that an item stolen from your home and seized by the police later is yours, you have NO chance of recovering that article! The "proof" is your driver's license number or Wisconsin I.D. number engraved on your possessions' upper right-hand corner, and a corresponding list of serial numbers kept in a safe place in your home with a copy also kept in a safety deposit box.

A sample suspect description and vehicle description list follows. Keep a copy of this near your telephone for easy access in reporting crimes.

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Happy Hour	4:00-6:00 M-F

Become Part Of The Safety And Crime Prevention Solution

Why Neighborhood Watch? It is a highly successful program. IT WORKS! You and your neighbors are ones who really know what is going on in your community. You are the ones who can fight crime in the community the most effective way -- before it begins!

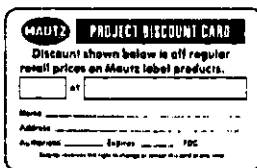
So far, we've had two meetings with Madison Police Department Crime Prevention Officer Mike Matteson. We are actively recruiting Block Captains and participants in the Neighborhood Watch Program. For more information, contact:

Kathi Bresnehan	251-7399	E. Gorham St.
Richard Linster	251-1937	Sidney Street
Connie Davis	256-5714	Sidney Street
John Aagaard	257-4110	E. Mifflin St.
Eric Guderyon	258-1897	N. Few Street.



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NEXT: The Nuts and Bolts of Door and Window Locks and A Look At Neighborhood Watch Participation Levels.

Suspect Description

Sex M or F Race _____ Age _____
 Height _____ Weight _____ Hair _____
 Teeth (missing): _____ Hat: _____

 Color of Eyes: _____ Coat: _____

 Glasses: _____ Shirt: _____

 Facial Hair: _____ Tie: _____

 Complexion: _____ Pants and Shoes: _____

 Tattoos, amputations, etc: _____ Weapon: _____

 Speech patterns, accent: _____ Jewelry: _____

Vehicle Description

Make of the Car: _____
 Year: _____ Color: _____
 Body Style: (2 door, convertible, etc.): _____
 Identifying dents, scratches: _____

License Number: _____
 The police can use answers to as many of these questions as possible. Please remember that wrong information is worse than no information at all. Answer only those questions you are most sure of. How many subjects were there? _____ What did they say? What did they take? Which way did they go? Are there any other witnesses? (Have names and address ready) Is there any other information you feel is important?

You can get a copy of this information from the Madison Police Department.

On The Hit List From

State Representative Tammy Baldwin

When the Legislature pledged to remove two-thirds of public school funding from the property tax last session, there was partisan division as to whether that could be responsibly accomplished, in the long run, solely by cutting state expenditures.

Now that Republicans control both houses of the Legislature and the Governor's Office, their pledge to fund property tax relief without raising other taxes will be put to the test as we begin studying and debating the 1995-1997 state biennial budget.

On February 14, 1995 Governor Thompson unveiled the 2,500+ page budget bill claiming that he had "funded two-thirds of school cost without raising taxes." In the days since his budget message, we've been learning just whether and how that feat was accomplished. Much of what I've learned so far deeply disturbs me.

First, I am concerned about the overall fiscal irresponsibility of this budget, particularly from the standpoint of where it will leave us two years from now. In order to fund the \$1.2 billion property tax relief proposal, the Governor is utilizing revenues raised over five years!. Just to fund the first year of property tax relief the Thompson Administration is relying on left over money from this biennium ('93-'95), savings in the next biennium ('95-'97), and then he is borrowing \$150 million from the next

biennium ('97-'99). According to the Wisconsin Taxpayers Alliance, Thompson's second year of budget appropriations exceed second year revenues by \$300 million. Along with other state spending commitments, the Taxpayers Alliance estimates that we will start the '97-'99 biennium about \$900 million in the hole. For those who are concerned about the cuts in this budget, I can only predict that cuts will get deeper in the years to follow.

Second, I am concerned about the particular cuts articulated in this budget bill. I am afraid that in the effort to fund property tax relief, the Governor is focusing cuts on some of our most vulnerable citizens.

On the Governor's Hit List:


Social Security Income (SSI). The budget proposes to eliminate the state SSI supplement payment for 17,000 state recipients whose income exceeds the federal SSI level. Individuals affected are persons with disabilities and the frail elderly. Many will lose their medical coverage when they lose their SSI.

Spousal Impoverishment. The budget proposes to drastically cut the amount of assets for spouses remaining at home when their partner is in a nursing home and eligible for Medical Assistance. The asset level would be cut from \$72,600 to the federal minimum of \$14,500. This forces couples to "spend down" their assets to unreasonable low levels to



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The Governor's New Budget

qualify for MA coverage for their nursing home care.

Personal Care. The proposed budget would eliminate attendant care as a state Medical Assistance benefit. Personal Care services help older people and disabled people stay in their homes and out of nursing homes. The state would transfer the \$15 million/year it spends on MA-Personal Care to counties and forfeit about \$50 million this biennium in federal funds.

Community Options Program (COP). The proposed budget freezes COP for two years, providing enough funds to maintain the current program, but not allowing any additional COP slots. Waiting lists would continue to grow. COP saves the state money by helping people stay out of expensive nursing homes.

Other Proposed Program Cuts. The budget also includes cuts in the following areas:

- medically-needy nursing home coverage
- nursing home income limits
- the Wisconsin Alzheimer's Information and Training Center
- the nursing home ombudsman program

Many of these short-term state savings will only lead to higher state costs later.

I find it very troubling that Gov. Thompson's budget plan includes unreasonable reductions in funding for the University of Wisconsin System. I am also opposed to his proposal to slash the school

property tax credit. Under this proposal, the maximum credit available for both homeowners and renters would drop from \$200 to \$137.

Third, this budget has been harshly criticized as a Gubernatorial "power grab." Departments have been realigned, divisions have been eliminated, citizen advisory boards and commissions are on the cutting block, civil service protections are being eroded, and the Governor would like to get rid of our elected Superintendent of Public Instruction, Secretary of State and State Treasurer.

I will be fighting to maintain an independent Department of Public Instruction, to reinstate the Public Intervenor's Office and the Sentencing Commission to name just a few of the many "structural" battles that lie ahead.

I urge you to follow the budget process closely in the weeks ahead. The budget will be reviewed first by the Joint Committee on Finance. It will then go to the Assembly Floor, and thereafter to the Senate. I will be working very hard in the Assembly, but all of you must help to provide the essential ingredient for political success, grassroots activism.

I look forward to discussing these and other issues with you. If I can ever be of any assistance, please feel free to call me at my office (266-8570) or my home (241-6675), or write me at P.O. Box 8952, Madison, WI 53708.

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Youth Softball Leagues - 1995

Youths presently in grades 2-11 play twice a week from June 14 to July 27 in afternoon leagues. Teams can be self-organized. Individuals not on a team should attend one of the following informational meetings: April 3 at LaFollette Room C-17, April 4 at East Commons, April 5 at Memorial Field house, April 6 at West Gymnasium. For more information call 266-6080.

If you need additional players or assistance in organizing your team please call Don Waldorf, Youth Softball Supervisor - 249-1442.

The Tenant Resource Center educates tenants and landlords of their rights and responsibilities in areas such as evictions, security deposits and repairs. The Tenant Resource Center is currently taking applications for volunteer housing counselors. Applications are available at 122 State St., Rm. 507A or by calling 257-0006.

Preschool Story time for children age 5 and under is at 10 a.m. Thursdays from March 9 to April 27 at the Hawthorne Branch (2817 E. Washington Ave.) of the Madison Public Library. For more information call 246-4548.

Political Mass

Ride for Your Right to the Road

The city council has excluded bicycle commuters from construction plans of the convention center. The Law Park Path is closed. On April 4th, there will no longer be bicycle access to the John Nolen Corridor. No detour route is planned. Madison cyclists will not accept pariah status. We will meet at 5:00 p.m., Friday, March 31, 1995 on the steps of the City County Building, 210 Martin Luther King, Jr. Blvd.

The Tenney-Lapham Neighborhood Association's Board Meeting will take place on March 20th in the Tenney Apartments at the corner of E. Gorham and N. Baldwin from 7:30 to 9:00 p.m. All are welcome to attend.

Tenney-Lapham's Pancake Supper

Thursday April 27, 1995

5:30 to 7:30 PM

Christ Presbyterian Church

Adults: \$2.50 Children under 12: \$1.00

All the pancakes, sausages and apple sauce you can eat.

Any questions?

Please call Anne Katz at 256-2958

Old Marketplace's monthly meeting for March will be on the 23rd at the Collins House Bed and Breakfast. Pot luck will begin at 6:00 and the meeting will be called to order at 7:00 to discuss the Tenney-Lapham/Old Marketplace Long Range Planning Document, an update on the Lietch Mansion, and other business.

STARTING April 13, 1995!!!

Old Market Place Neighborhood will have its monthly meeting every **Second Thursday** at the Collins House, 704 E. Gorham.

6 p.m. Potluck

7 p.m. OMPNA General Meeting

- Slide presentation of potentially historic sites
- Discussion of drug activity in 300 block of East Mifflin St. What are our options?
- Election of Officers and Board Members

Please join us.

The Shamrock Club of Dane County announces its 21st Annual Dinner-Dance and Program at the Sheraton Inn on March 17, 1995. The evening begins at 5:30 p.m. and runs until 11:00 p.m. For reservations, please call John Kennedy at 249-9397

Ten Percent Society Dance will be held on March 24th at the Memorial Union on the University of Wisconsin Campus. For more info call 262-7365

The lawsuit brought by neighbors against the City of Madison Zoning Department concerning the Adolph Kayser Mansion at 802 East Gorham is before the Judge. A decision will be forthcoming within 90 days.

- Fran Ingebritson

School Corner

Debby Meyer, TLNA Education Chair

Welcome to the school scene update. The significant things going on right now are the East High Attendance area study and the work the PTG is doing with planning. The East High study is the last of the city high schools to convene a group of principals, staff and parents to study the needs of their high school feeder area. We will be meeting through May to evaluate the programming going on at our schools and after studying the issues make recommendations to the board about what we see needed for the schools in our area. The meeting schedule is with this article. If you would like to go as an observer to any meeting please feel free to come or if you would like to give input or hear about what's happening call me (at 257-2578) or Joe Brogan who is also a parent representative from Lapham. We need input from everyone in the community whether you have children in the schools or not. The health of our education system affects us all.

The PTG for Lapham-Marquette is

continuing to work on long-range planning and I'd encourage you all to attend the meetings throughout the rest of the year (they are the 2nd Tuesday of every month at 6:30).

Believe it or not, the raffle and spring fund raising event for the schools will be here soon. Please buy lots of raffle tickets when the children come knocking at your door this spring. We use this money to fund the bulk of our programs (such as the after school programs, individual teacher allocations, field trip monies, and cultural arts, to name a few).

Let me know if you have any questions or concerns or are interested in volunteering in any way at school. Thanks.

Dates and Location of Meetings


March 15	Olbrich Gardens Commons Area
March 29	Olbrich Gardens Commons Area
April 5	American Family Building
April 19	Olbrich Gardens Commons Area
April 26	Olbrich Gardens Commons Area
May 3	Olbrich Gardens Commons Area
May 17	Olbrich Gardens Commons Area
May 31	Olbrich Gardens Commons Area

Times of Meetings: 5:00 - 9:00 p.m.

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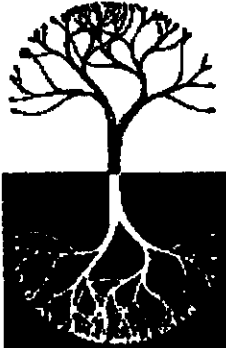
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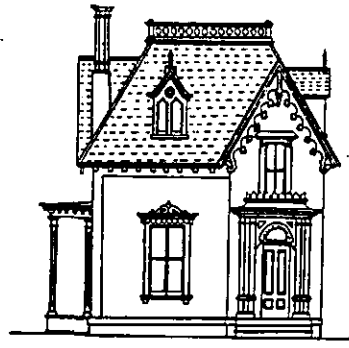
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Madison To Join National Recycling Effort

The City of Madison will be part of a special national campaign to boost the recycling of PETE plastic containers. PETE containers are most commonly used for soft drinks and are marked with the #1 recycling symbol.

"Madison has been selected as one of ten cities nationwide to help increase PETE recycling," Madison Recycling Coordinator George Dreckmann said. "Madison was chosen because of its excellent recycling program and the tremendous public support recycling has in our community."

The PETE recycling campaign is being sponsored by NAPCOR, the National Association for Plastic Container Recovery. NAPCOR is the national trade association for PETE container manufacturers and recyclers. As part of the campaign, Madison residents will be receiving three special brochures during the next 18 months. These brochures, the first of which is included with this newsletter, will highlight different aspects of PETE recycling. In addition, special billboards, transit ads and public service announcements will appear in Madison.

The City and NAPCOR hope to build on the current PETE recycling success. In 1993, a record 450 million pounds of PETE bottles were recycled, making PETE the most recycled plastic in the nation. PETE plastic - the same plastic used to make containers for soft drinks, juice, water, peanut butter, salad dressing and detergent - can be made into everything from outdoor and high culture fashions to car parts, carpeting, and new containers.

More and more companies are taking the environmental lead by using recycled content in their products. Lands' End, Patagonia, L.L. Bean, Reebok, and Deja Shoe are using recycled PETE plastic in their clothing. Chrysler produces car parts with recycled PETE, and Image Industries uses it to manufacture carpeting.

When it comes to the big picture, more can be done. While the recycling rates for PETE plastic are the highest ever, there is still a supply shortage. Demand for the material exceeded supply by 131 million pounds last

year alone. And that shortage is expected to last until 1997, when demand is expected to outpace supply by one billion pounds.

"We are hoping that our new educational campaign will increase Madison's awareness of PETE recycling," Dreckmann said. "Our goal is to have all Madison households recycle every PETE container."

To reach this goal, the Madisonpride recycling program is expanding the list of PETE containers it will accept. In addition to soda and drinking bottles, Madison residents can now recycle PETE peanut butter containers, liquor bottles, cooking oil, and juice bottles, and detergent bottles.

"We want Madison residents to look out for number one," Dreckmann said. "And when they see the number one on a plastic bottle to put it in their Madisonpride recycling bag."

Residents who have questions about PETE recycling or any other recycling issue should call the recycling office at 267-2626.

Barbara Vedder



YOUR ACCESS TO CITY COUNCIL—DISTRICT 2
249-8428

VOTE TUESDAY, APRIL 4

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TLNA President's Report

Rob Latousek

By the time you read this, spring should certainly have sprung--at least, in the slow-motion manner that spring usually comes to Wisconsin! By the time it feels like it's really here, it suddenly turns into summer. So be sure to enjoy those charmingly pleasant spring days when they're here!

There's been a persistent buzz of activity in the neighborhood lately, mainly due to a concurrence of the Neighborhood Planning Process trying to wrap things up and a Spring Campaign Season that has stirred up a lot of interest and participants.

Our gratitude and respect goes out to those who have been attending all of those Steering Committee (and related) meetings. There is an end in sight (I think)! The Neighborhood Plan should have undergone its Public Comment period by now and be pretty much finalized. There was an excellent turnout at the Public Meeting in January, and many people have returned comment sheets after reading the plan. It is due to be presented to the Common Council at its March 21 meeting. From there it will be referred to assorted committees for comment and hopefully return to the Council with positive recommendations for adoption sometime in late April or May. Thereafter, we will be working with the Block Grant office to

determine how best to spend the money allocated to us by them (expected to be about \$200,000 over two years), as determined by our plan and their eligibility requirements.

Thanks should also go to those who have devoted most of the last two months to knocking on doors and making phone calls to capture the pulse of the neighborhood and get your permission to act as our City Council rep. It should be heartening to see four candidates take up the challenge to run in our district, especially when many are disparaging the vitality of democracy on the national level. More encouraging evidence came from the impressive size of the audience at our Candidate Forum in February. Whatever your preference, please do your part to keep democracy alive by getting out to vote in the Spring General Election on April 4.

The Winter Potluck, squeezed in between the Neighborhood Plan Public Meeting and the Candidate Forum, was very popular again this year. (Cooperative weather always helps!) Don't pass up your next chance to break bread with people from every corner of this great neighborhood of ours. Come to the Pancake Supper in April! (See page 6 for details.)



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Party at the Gardens

Greg Rosenberg

On Saturday, April 8, the Madison area Community Land Trust will be hosting our first annual "Party at the Gardens" at Olbrich Gardens. 1995 marks our fourth year of creating permanently affordable housing in Dane County community!

In addition to excellent food and live music provided by Andy Ewen and Doug DeRosa (of Honor Among Thieves), The Truly Remarkable Loon "The Grapest" Juggler in the

World, we will be featuring a leading figure of the American land trust contact Greg Rosenberg at 241-3536.movement, John E. Davis. John has served for a number of years as the Housing Director in the Community and Economic Development Office of Burlington, Vermont, and was one of the key members of the then Mayor (now U.S. Representative) Bernie Sanders' administration. John is the editor and co-author of the recently published book, The Affordable City (1994). No one is more knowledgeable than John - and we expect that he will fire up all of us on the subject of permanently affordable housing.

The festivities will begin at 1:30 p.m., with our annual business meeting, when we will be electing all seats to our Board of Directors. This election is open to anyone who is a current member (membership is a bargain at \$5.00 per household). The (brief) business meeting will be followed by a rousing speech by John Davis, which in turn will be followed by food and music. And best of all - it is free to all who wish to come.

We will be providing free child care to families who re-register by the end of March. So if you are interested in registration for child care or if you want to know more about our organization, you can call Sol Levin at 233-2804 or 255-

6642, or you can write us at 200 North Blount Street, Madison, WI 53703. For further information please

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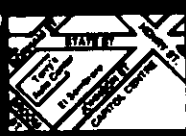
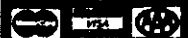
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Building Their Way Out Of Congestion

On Wednesday evening, March 1, 1995, the Dane County Regional Planning Commission (RPC) held a forum concerning the models which will be used in transportation/land use planning in Vision 2020 - the county's attempt to grapple with the anticipated 100,000 newcomers by that year. The tone was set by the location of the forum: the WISDOT office building north of the Truax campus, accessible only by automobile, not a sidewalk in sight and two miles from the nearest bus line. This was ostensibly a session for "questioning the assumptions built into the models." And questioned it was. After an hour of transportation techno-jargon and flashy multimedia computer demonstrations by a panel of consultants, the forum was opened to public discussion and questions. Fortunately, most of the individuals in the audience have been involved in transportation issues from a professional, academic, or activist perspective.

One of the central contentions of the modelers on the panel was that "highways do

not create sprawl, bad land use planning creates sprawl." (You may be familiar with the planning world's old chicken-and-egg debate: 'do transportation networks dictate land use or does land use dictate the transportation network?'). Not only do highways fundamentally change the economics of adjacent land, the consultant could only respond that the model was designed to project highway scenarios which assume that land use policies are in place. Ultimately, land use depends on the vagaries of potential sellers' and developers' intentions as well as the timing of land coming on the market.

Another consultant on the panel extolled the virtues of the model in helping the growth of southern California's cities and Florida's Tallahassee and Orlando. These are classic landscapes of suburban desolation, highway nightmares and quintessential geographies of nowhere. The very same people who modeled LA.. are planning your county. Build it and they will come!

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Kvetching

Ken Frazier, OMPNA President

"Kvetching" is one of those great Yiddish words that has been adopted by the English language because it describes a kind of complaining that no other word quite captures. I'm going to the legal limit for kvetching which I think is about three in number. I promise not to go on and on (as a truly first class kvetch probably would).

First kvetch: The new building going up at 18-24 E. Mifflin St. is a stinker. The best that can be said is that its featureless blankness will not clash with the beauty of our Capitol building and it will fit in nicely with the sterile architecture that now dominates the northwest side of the square. I always hoped that it might be possible to preserve the Strand Theatre facade and the adjacent stone storefronts as a visual reminder of the commercial heyday of the Capital Square. And I thought that maybe, just maybe, some of the space might be set aside for condominiums overlooking the square. But No-o-o-o! Instead, the building will be entirely given over to what the newspaper calls "class A" office space. Class-A office space means way too expensive for anybody we know to rent. In addition to the thrill of having my tax dollars go to subsidize pricey office space, I am quite certain that the denizens of this edifice will mean more commuters traveling through our neighborhood.

Which brings me to kvetch number two. Where do you suppose those commuters will park? Odds are that some of them will be parking in the backyards of our neighborhood. We have local laws against backyard parking but like many other things that would be intolerable in Madison's "nicer" neighborhoods, the City is not inclined to do anything about it as long as the problem stays confined to the isthmus. The long-term solution has been staring us in the face for years: develop the Square for mixed usage including residential and retail, build some city-owned parking ramps downtown (they will pay for themselves), and encourage more

owner-occupancy in our neighborhood. For those who like to characterize this position as "anti-renter," let me only observe that most renters would like to buy a home. Housing subsidies could do a lot more to bring home ownership within reach for people of modest means.

And, for my last kvetch, the proposed noise ordinance. Madison permits more constant throbbing, hissing, grinding, roaring noise at all hours of the day and night than most major industrial cities in the United States, including Chicago and Milwaukee. The City's Noise Study Team recommended that Madison adopt the normal standard of cities where residences must coexist with industry, that is, 55 decibels instead of the current 75 dbs. Now the City and the Council appear to be waffling all over the place under pressure from the Chamber of Commerce crowd. In addition to being scared to death of being called anti-business, the issue reveals another variation of it's-okay-as-long-as-it's-not-my-neighborhood concept that governs Madison.

There. I feel much better now. Now it's your turn. Pick up your pen and do the same. Maybe they'll listen to you.



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The Neighborhood Page



Neighbors and friends sample exotic dishes at the Tenney-Lapham Winter Potluck.



Long time member and now new father, Rick Bernstein, came to the Winter Potluck.

Longtime Friend and Old Marketplace Neighbor passes at the age of 91

Hazel Flood, age 91, died on Friday, February 25, 1995, at home. She lived most of her life on the family farm, moving to Madison in 1957. Hazel will be remembered for her care giving ability to children and later, until retirement, caring for the elderly. She also spent happy years working at Charmley's Drug Store. She was a member of Bonnet Prairie Women of the Church and Miriam Circle, Bethel Senior Citizens and XYZ, the Old Marketplace Neighborhood Association, as well as a life time member of the Sons of Norway, Idun Lodge. The family would like to extend their deepest appreciation to Hospice-Care and all of the wonderful volunteers who helped with Hazel's care during her illness - allowing her to stay in a home and neighborhood she deeply loved.



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East Area Study Committee For Student Success

Joe Brogan TLNA Housing Chair

Dear Neighbors,

Beginning on Wednesday, January 18, 1995, and continuing through Wednesday, May 31, 1995, a committee of parents, school staff and community members will be studying issues related to the success of students in the East Area schools.

Why is the committee being convened at the time? As part of a systematic review of each attendance area in the Madison metropolitan School District, the committee is being convened to address issues of increasing and changing educational needs in the district. Appropriate educational opportunities for all children, which promote success and a sense of belonging, must not be left to chance, but must be created and supported by the school district and the community.

Committee Charge:

To recommend options to the Board of Education which will enhance the academic success for all students by guiding the organization of the school assignments in the East attendance area. The options will address issues of diversity of the student population and embrace the educational expectations of the community. The committee will address needs related to program equity, space and educational load.

Expected Outcome:

The work of the committee is to provide recommendations to the Board of Education related to the committee charge. The recommendations could include plans related to students' assignments to schools, grade level configuration, school size, staffing levels, program improvements, specialty schools, student mobility, and resources.

Committee Membership:

The committee will be composed of approximately 60 people from the following groups:

- Principals of 10 elementary, 3 middle, and 1 high school in the East area

- Staff members from each area school
- Parents from each school
- Alderpersons
- District Staff
- Neighborhood Associations

See meeting dates and times listed on page 7. You may obtain further information about the committee and its work by calling Joe Brogan 257-2010.

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Cheese	item	cheese	wh. wheat	
SM	\$5.25	1.00	0.90	crust;
MED	6.60	1.20	1.00	Freebies:
LG	8.25	1.40	1.20	Thick crust
XLG	9.70	1.50	1.30	Extra sauce
SANDWICHES				
Super Sub	\$ 3.50	Roast Beef Sub	3.60	
Veggie Sub	3.50	Corned Beef Sub	3.60	
Turkey Sub	3.60	Meatball or Suasage	3.50	
Pastrami Sub	3.70	Meatball or Sausage		
Tuna Sub	3.50	Parmesan (w/cheese)	3.85	
DINNERS				
Lasagne (House specialty), meat or veggie			5.65	
Luncheon size			3.95	
Meatball or Sausage Platter			4.25	
Eggplant Parmesan			4.65	
Spaghetti with tomato sauce			3.90	
Extras: meatballs, sausage, mushrooms			0.95	
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Alder's Report

Ald. David Wallner

Future Parks, Anyone? Before bowing out as your Council representative, I'm trying to help lay the groundwork for two future Isthmus park projects. The first idea, supported by our new neighborhood plan, would create a Yahara parkway along the river between the two lakes. A bike/pedestrian path along the river, new landscaping, improvements to Burr Jones Field, and possible redevelopment for Isthmus housing are all on the table. I will meet again with parks and planning staff, and Ald. Bert Zipperer and area residents, to begin phase one of the planning process for this important greenway. Planner John Urich has been assigned the task for this year of working on the project. It may take several years to complete, but the momentum and interest are already building.

I'm also hoping that the city will turn some of the blacktopped parking area along John Nolen Drive back into usable park space. Ald. Zipperer and I have initiated discussions with city staff to remove the rental parking between Machinery Row and the new convention center, and to restore the land as an Isthmus park. It's another long-term project, but one I intend to work on after leaving the Council.

Council Election - After much thought, I've decided not to endorse either candidate in the 2nd District race this April. As I said prior to the primary, I have no desire to try to hand-pick a successor, or play king-maker. Both candidates are running active campaigns, and I wish both Richard Linster and Barb Vedder good luck. Either one seems capable of doing a fine job if elected. And congratulations to Tom Sullivan and Rex Loehe, who also ran in the primary. All four candidates performed well in the recent debate, and we're lucky to have such a strong field to choose from.

Backyard Parking Update - I served during the past 15 months on a city committee that studied what to do about commuter parking in Isthmus backyards. We've finished our final report, and it's working its way through
(continued on the next page)

Old Market Place Tenney Lapham Newsletter



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Wisconsin State Journal
Diner's Scorecard

August 18, 1991

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Alder's Report

(continued from the previous page)
various committees. I'm hoping that the current Council will deal with the subject and accept the recommendations prior to the April elections.

It's a complicated subject but, in a nutshell, the report calls for lifting the 1979 moratorium on enforcement of non-accessory parking in residential backyards throughout much of the central city. As replacement parking is added, for example at the soon-to-be expanded Dayton Ramp, commuters would no longer be allowed to use residential backyards. New landscaping and paving requirements would also be put into place. All in all, the plan would go a long way to making areas like the Old Market Place and Bassett neighborhoods more livable, while providing needed parking first and foremost for residents. If you're interested in speaking publicly on this important issue, give me a call about public hearing schedules.

Neighborhood Plan Nears Completion - The year-long planning process within the Tenney-Lapham and Old Market neighborhoods is nearing completion, and the final product looks like a winner. The Council should approve the plan later this spring. Once again,

my sincere thanks to all of you who participated in the effort. The new plan contains many useful and stimulating ideas, and should provide us with a vision into the 21st century.


A Few Final Words - After 10 years as your elected representative on the Common Council, it's not easy to sum up my feelings and thoughts in a few paragraphs. The thank yous I owe to so many people would take up pages if I were to do justice to everyone who has helped me and worked with me on so many important goals and accomplishments. But I'll do my best to do so, and to sum up some of the things I'm most proud of that we've worked together on during the past decade. So thank you once more:

- To Billy Feitlinger for his words of wisdom and support to a rookie alderman, and his efforts to pass the city's first Rent Abatement Ordinance.
- To Bill Bakken, Linda Grubb and their staff for working to enforce housing codes, and for putting up with my huge demands on their limited time to improve the housing in our neighborhoods.
- To parks staff like Bill Bauer, Si Widstrand, Tom Maglio and Dan Stapay. Our



Jackie Stein

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Alder's Report

new playgrounds, landscaping, tennis courts, accessible paths and long-range plans for Tenney and James Madison would never have happened without your professionalism and hard work.

- To our Dept. of Transportation pros like Arthur Ross, Tom Walsh, Mike Nagy and Warren Somerfeld. The first time you bike or stroll along the new Capitol Bikeway, remember those names.

- To City Engineer Larry Nelson and his staff, who rode with me each summer to check out the district's infrastructure needs. Their help led to street improvements on Johnson, Gorham, Blount, Ingersoll, East Dayton, 4th St., East Washington, and a host of others.

- To those patient guys in Forestry, like John Cerro, Mike Martinelli and Brian Meiller, who planted 1,000 new trees in our neighborhoods during the past 10 years. The legacy of those trees and their shade and beauty will live on long past our own lives.

- To the staff in the Planning Dept. for their help and advice on a wide array of housing and commercial projects, rezonings and redevelopment efforts. George Austin, Brad Murphy, Warren Kenney, Jerry Tucker, Bill Roberts, Jule Stroick, Al Martin, Archie

Nicolette, Hickory Hurie and so many others give new meaning to the term public service.

- To David Couper, Richard Williams, Jeff Frye, Luis Yudice and all the other police officers who make Madison one of the safest cities in this country.

- To Dorothy Conniff, Bruce Newton, Paul Reilly, Gail Dushak, and all of those fine people in Mayor Soglin's office, one last word of thanks for all you've done during my 10 years on the Council.

- And to the neighborhood leaders I worked with - to Dolly and Gordon Harman, Mary Weddig, Leta Hensen, Richard Linster, Jim Sturm, Shaun Abshere, Rob Latousek and Brian McCormick, Ann Rulseh and Tom Kasper, Jan and Steve Schur, Mary Lang-Sollinger, Paul and Sue Fieber, Barb and Don Sanford, Mary and Paul Malischke, Alan Crossley, Ed Jepsen, Roger Bowden, Caroline Hoffman and Bob Kann, Hal Steensland, Judy Wilcox, Mike O'Connor, Michael and Barb Pratzel, Teena, Connie and Claire of Cork and Bottle fame, and to so many, many others who volunteer their time and labor and love to make Madison such a special place to live - my long-lasting thanks. I could never have made it without you.

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The Apartment Search

Lewis E. Miller

As spring fast approaches, certain events become ritual: people tend to want to spend more time outdoors, the birds return, the days get longer and people begin hunting for a new apartment.

If you have decided to move, there are steps that can be taken to improve your chances of finding the right apartment.

As you begin your search ask yourself:

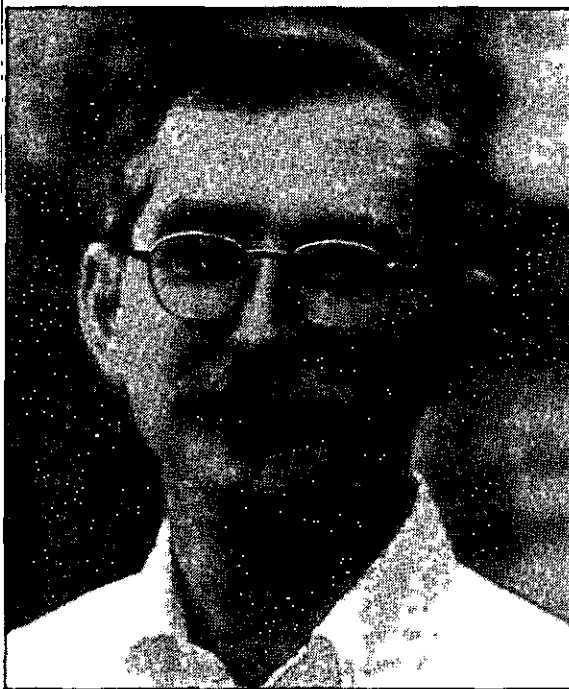
- Do I need parking?
- What area do I need to live in?
- What size apartment do I need?
- How much can I afford to pay?
- Will I need a roommate?

By asking those questions you can eliminate many apartments from the start. When you have decided what you need in an apartment, you can proceed with locating that potential apartment.

There are numerous resources available to help you locate an apartment. Ask friends and co-workers about any knowledge of available apartments; they might be able to tell you if there are openings where they live and also help steer you away from apartments where they have had less than a pleasant time. The Community Action Coalition publishes a housing list and there are free rental magazines available that advertise apartments. Newspapers may also provide apartment leads and potential roommates. Walking and driving around the city to find an apartment can also be helpful.

When you have found a potential apartment, you should not immediately sign the lease. Further questions should be asked to avoid any apartments that may be less than they appear. Ask, preferably when the landlord is not present, why the current tenants are leaving--are they leaving because

LINSTER for City Council



Vote April 4th

"In his role as Parent Teacher Group President and as a parent, Richard has been a committed and tireless advocate for equity between schools and maintaining a quality education for all students as well as making sure neighborhood issues/concerns are always in the forefront."

Barbara Thompson
Principal Lapham School

"I have served on the City Transportation Commission the Zoning Board of Appeals and other municipal committees. I support Richard Linster because he has the political independence to address the issues objectively and fairly."

Roger Bowden
TNLA Council Member

"With Richard we get a real human being -- and someone who knows government and is good at it. That's the person I'd want to call if the neighborhood had a problem -- or needed to stop something."

Dan Melton
President Lapham-Marquette Parent Teacher Group

"Richard Linster has listened to and supported us in our concerns as residents of the OldMarketplace neighborhood. We appreciate his independence and thoughtful approach to the issues."

James and Julia Gray
OMPNA Board Members

The Apartment Search

of cockroaches and needed repairs or because other possibilities have arisen. Care should be taken when signing a lease when former tenants have given bad reviews. Next, head to the Madison building inspector's office to determine if the apartment has any building violations. Proceed then to small claims court to determine from court records whether the landlord has sued or been sued frequently. One should be cautious about signing a lease for an apartment with housing code violations or with a landlord who has numerous court case records. Last but not least, look carefully at the apartment. Just as you would "test-drive" a car, "test-live" the apartment. Has it been painted recently? Does the shower have pressure and hot water? Do the lights work properly? Is there adequate closet space? What is the overall condition, inside and outside, of the apartment? If your first impression of the apartment is negative, think twice before signing.

Now you have traveled every street, asked all your friends for help and done background checks to find an apartment. Yet there are a few minor problems with the apartment which you want the landlord to repair. Madison General Ordinance 32.09 and Ag Chapter 134.07 requires "all promises made before the initial rental agreement to be in writing with a copy furnished to the tenant" and that "every promise or representation

made by a landlord to a tenant or prospective tenant that the dwelling unit...will be cleaned, repaired or otherwise improved...shall specify the date on which the "promises" are to be completed." Though these statutes only apply before a lease is signed, whenever an agreement is made between you and your landlord it would be wise to always get it in writing and to keep a personal copy when sending something to the landlord.

Although there are no promises, by following these steps, many common rental problems may be avoided. Meanwhile, if you have questions about rental issues you may call or stop by the Tenant Resource Center at 122 State Street, Rm. 507A or 257-0006.

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Just What Exactly Is A P.U.D.?

J and J Gray, OMPNA Transportaion and Park Chairs

February 21, 1995 was the date of the primary election for the second district City Council race. While talking to our neighbors about the issues which we think are important, it became apparent that a majority had not heard of PUDs. PUD (Planned Unit Development) is a code name for spot zoning and its use in Madison is extraordinarily high.

The city zoning office's handout for PUD's states, "Before submitting an application, you should schedule a meeting with both the Zoning Administrator and City Planning Unit staff to determine if this zoning change is feasible." Which zoning codes can be overridden by PUD's? "In Planned Development Districts there are no predetermined requirements for use, lot area, lot width, height, floor area ratio, usable space, or off-street parking. All of these items are included in an approved and recorded plan and are agreed upon by the owner and the city. Once it is recorded, the plan is enforced as part of the zoning ordinance [City Ordinance 28.07]."

Obviously this is spot zoning which allows the possibility of overriding the intent of the current zoning within a neighborhood. This is the disturbing implication of PUD's. Why does the city have explicit zoning if the zoning regulations are allowed to be overridden? The answer could be that in one or two cases spot zoning might be acceptable due to special circumstances. Unfortunately, this is not the

case. When we asked the Zoning Administrator George Carran how many PUD's Madison has, he said, "Approximately three hundred (300)". When we asked Mr. Carran how many PUD's do cities comparable to Madison have, he said "Three to Six." Clearly, something is wrong when Madison's use of Planned Unit Development zoning is more than an order of magnitude higher than comparable cities.

Recently construction began on Victorian Hill, located on Blount Street between East Johnson and East Gorham. This development is a PUD. Victorian Hill is to have ten (10) units with nine (9) off-street parking places. To me this would not appear to be enough parking, since the city had to build a parking lot at the corner Blount and Gorham four years ago to accommodate the congestion of cars parking in that area. Given the fact that a working couple who might buy a condominium in Victorian Hill may well have two cars, it is quite possible to envision even more parking congestion in this area. Ten or so years ago, the city administration was so concerned about lowering the density in this area that landlords were ordered to cut back on their rental units unless adequate parking was available. What has happened in the interim?

Remember, April 4th is the General Election, and if you have concerns about Planned Unit Developments, ask the candidates that make it into the runoff how they feel about PUDs.

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Candidate Responses

In the second round of questions of our remaining aldermanic candidates, the questions are as follows:

1) Are there any city services that you would like to see expanded from their current levels; and, if so, who do you think we should fund them?

2) The level of owner-occupancy in the Isthmus-area averages around 20%, compared to a citywide average around 50%. Several downtown and Isthmus-area neighborhood associations have identified increased owner-occupancy as a means of improving the stability of our communities and our schools. Do agree with this recommendation; and what measures, if any, would you take to further it?

3) The Isthmus Traffic Redirection Plan was to divert approximately 20% of the traffic out of the Johnson-Gorham corridor and onto East Washington Avenue and is now less than halfway done. Do you think this plan is still appropriate, or would you suggest other alternatives? How would you further your approach?

4) Do you have any special project in mind to directly improve the district in the long term (ie Alderman Wallner's campaign for planting trees in the unplanted terraces)?

Richard Linster

1) We shall be fortunate to continue current levels of service at affordable cost. An examination of revenue sources besides property taxes discloses the following: reorganization of city departments, consolidation with Dane County (Health Department logical), user fees (now used for "white goods"), fees to promote public welfare and cover costs of services rendered (non-resident parking fee), wheel/commuter tax. State options may include: changes in shared revenue formulas, local income tax, local sales tax. As transportation/traffic issues greatly impact the 2nd district, aid to bus utility and supporting infrastructure is a logical use of revenue as are job training and child care.

2) I helped develop the

recommendations from the Housing Task Force of the Neighborhood Planning Process. Proposals include: a) targeting of multi-block areas (including Lapham area), b) review of existing zoning to determine strategies that will stimulate owner-occupancy, c) targeting of two units that are still affordable with dual benefit of home ownership and long term tenancy, d) active promotion of city programs to purchase and rehabilitate, e) support creative adjustments in assessments, taxes, and interest that encourage home ownership, rehabilitation and timely maintenance, and f) establish a neighborhood-based housing office that provides information and support for these initiatives.

3) Redirection of commuter traffic out of residential areas is appropriate. Problems are lack of resources to complete, growth of traffic in corridor to 125% of capacity, need of Emerson-East residents to have access across First Street. Given financial constraints and competition for resources, I do not expect an early completion, though it should be vigorously pursued and have serious input from Emerson-East residents. Enforcement of posted speed limits will make area safer and may discourage some of the commuter traffic now in Johnson-Gorham corridor. Establishment of a commuter lane on East Washington for buses and cars with three or more occupants may help.

4) The Neighborhood Planning Process has identified redevelopment possibilities at the "seams" between the three wards of the district: the Trachte site on East Dayton for housing; the Yahara River Parkway and Burr Jones Field for urban green space, pedestrian, and bicycle connections; and new commercial development at Fiore Shopping Center. Enhancement of the East Johnson Street business district that includes commercial/parking and housing strengthens that area. A long-standing goal is re-establishment of active neighborhood groups in the Emerson-East area and an integration of all district associations into a Second District organization.

Candidate Responses

Barbara Vedder

1) Declining state and federal revenue are the biggest threat to Madison's quality of life. I won't shirk on services that make Madison so attractive. Indeed, we should expand child care, health care, and services for elderly residents, differently-abled citizens and youth. I'll seek changes in tax policy that increase equity and revenue, such as a more progressive statewide income tax. If this is impossible, I'll push a progressive city payroll tax which reduces incentives to leave Madison and raises money from county residents who benefit from city services. I usually oppose sales taxes as regressive, but I support a county wheel tax to allow drivers to fund road use. These creative solutions will preserve services while increasing tax fairness.

2) Housing is only one aspect of the equation to increase neighborhood stability. Renters are an important part of our community. We must preserve strong renter protection ordinances, ensure affordable and accessible rental housing, promote mixed-income developments and push scatter-site housing. Whenever possible we should also encourage home ownership which increases neighborhood stability, enhances people's control over their lives, and often decreases monthly spending on housing.

Commonwealth Development provides a model of an agency that has integrated small businesses and strengthened its neighborhood with programs like the AFFORDS program, HOME-BUY grants, city land trust programs, co-housing and co-ops. I'll promote a similar organization north of East Washington Avenue to strengthen our district.

3) I'd like to divert traffic from Johnson and Gorham to East Washington. However, we must also promote alternative transportation by expanding MetroPlus and bus service, including cross-isthmus routes; increasing bike lanes and bike parking to encourage already impressive bike use by Madison residents; and investigating rapid light rail. I'll examine any proposal to see that it corresponds to these goals.

4) The "pet project" that I'll push on the council is a neighborhood center for the second district. There should be a safe place where the community can come together for meetings, tutoring, games, and other activities. All of us, but particularly our elderly and young people, need a hub where we'll feel welcome in our own neighborhood and identified with our community. Centers like Wil-Mar and Atwood have united their neighborhoods. This proposal is already generating great excitement. If elected, I will work with existing neighborhood associations to bring this project to fruition.



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Planning, Planning and More Planning

Chris Ingersoll

The Gorham/Johnson Street and East Washington Ave, and the Yahara River Corridor have been earmarked for beautification by the City, and other agency. The Tracte, Reynolds, Fiore and other properties are being looked at for redevelopment over the next decade. The East Johnson Street Business District has been getting more attention over the last year or so at both the neighborhood and City level. Backyard parking is rearing its ugly head again, and it finally looks like it is going to fade away after replacement parking is built. With the thought of new business, housing, and parking being added to the area, what thoughts have been given to the transportation needs? As the county grows and is being developed, what are the plans to control that growth? As the neighborhood planning process comes to a close, and we rapidly approach the next millenium does it mean that the planning process for the Second District has been completed?


No. It has only just begun. As we conclude our neighborhood plan, there are other planning initiatives taking place in our area. Two planning intiatives that are tied together are called Vision 2020 and Isthmus 2020. A third is the Master Plan for the University of Wisconsin. All three of these are taking place now, and will have a major impact on our neighborhood in terms of traffic, housing, and development.

The Vision 2020 process is a countywide

planning program that is being carried out by a pair of consultants and the County Regional Planning Commission (RPC). It will look at the needs of the County for land use and transportation. There have been two sets of public involvement meetings, a kick-off meeting that was held around the City and County in November of last year. These were the meetings where the consultant, Lane Kendig, introduced us to his interpretations of our community character. A transportation meeting was held on March 1st to discuss the procedures for modeling transportation alternatives. The alternatives like walking and biking normally do not appear in the transportation models that are being used. Although the consultants assured the people that made it to the meeting, which was located out behind the airport where there are no buslines, sidewalks, or bike friendly streets, that those alternative would be included. Another problem with the model that was addressed after the meeting was the problem with backyard parking. After talking with Bob McDonald of the RPC, Tom Sullivan, our representative to the Isthmus 2020 process has become more concerned about the modeling process. Mr. McDonald said that they would not be counting the backyard parking since it is illegal, and is not supposed to exist. This creates a problem when modeling the transportation end of the land use models. Since the choice to drive to work is based on the perception of the driver that there is cheap parking available. The other question becomes how can you ignore over a million dollars per

(Continued on the next page)




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Planning, Planning and More Planning

(Continued from page 23)
year in backyard parking? There will be more meetings in April and May to work on the alternative for the land use plans, and then again in November and December to refine those alternatives. The final adoption of the plans will take place sometime in the Spring of next year.

The Isthmus 2020 planning process is directly linked to the Vision 2020 process. However, it is being carried out under a separate charter via the Isthmus 2020 Citizen Advisor Committee. The charge of this group is to come up with a long range plan for land use and transportation needs of the downtown area, which has been defined as the area bounded by Aberg Avenue and Starkweather Creek on the East and Hilldale on the West to South Monona Bay and South Madison in the South. Isthmus 2020 is made up of alderpersons, county supervisors, state representatives, developers, planners, Isthmus business and neighborhood representatives. Our area is represented by Tom Sullivan, a member of both neighborhood associations, who is a homeowner and a student. This group is chaired by Dick Wagner.

Like the Tenney-Lapham/Old Marketplace process, Isthmus 2020 has just completed their review of the area including past and present planning process. The

group is starting to do its work on setting up a plan and set of alternatives for the area. This is being accomplished in many different ways. Neighborhood plans have been summarized and reviewed for common goals. These plans are also being looked at for their critical issues. The Planning and Development Staff has made some recommendations on goals that must be accomplished, but how those goals are going to be attained is being discussed by the group. In addition, a letter was sent out to neighborhood associations and other interested groups asking them for their input on this subject. Since every groups ideas are important in this type of planning process, Isthmus 2020 has been trying to reach as many different collective bodies as possible. There will also be public participation phases in conjunction with those of Vision 2020. A public meeting will be held in April, and will be recorded and then rebroadcast over CitiCable 12 for city residents to find out what planning processes are taking place so we can be informed when we go to the Vision and Isthmus 2020 public meetings.

The City and Downtown Madison Inc. have teamed up together to put on a Future Search Conference, which is but a first step in an effort to develop common ground among the Madison Community about critical

issues affecting the future role and character of the Central Area. As result of the Conference, a strong foundation of public involvement will be established that will support the development of a comprehensive and substantive plan of action for the future. As this paper goes to print, that group is trying to design the conference and the subsequent follow up meetings. This information will be fed back into the Isthmus 2020 group. This group will evolve into its own entity, which will work with the information that comes out of the conference. This group will continue to look at planning needs as the City moves into the next century.

If you have any questions about any of the process mentioned in this article, please call Tom at 258-9781.

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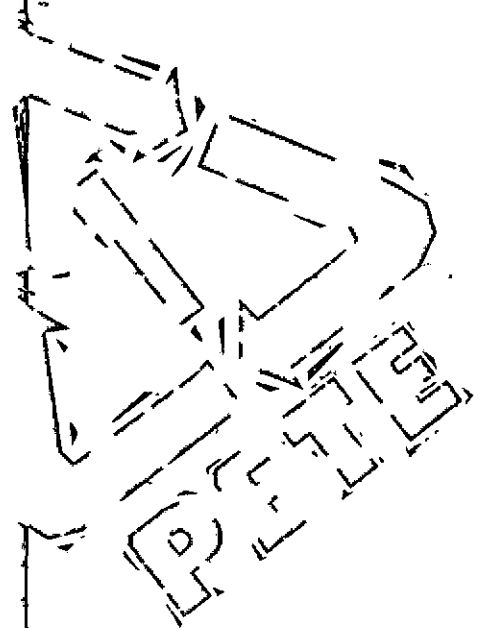


LOOK OUT FOR NUMBER 1!

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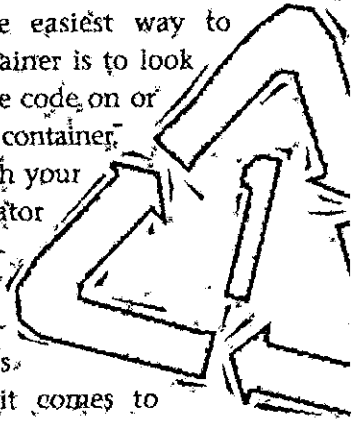
Our community is taking a step in the right direction by recycling plastic containers with the number one code on the bottom. Lightweight, shatter-resistant polyethylene terephthalate (PET) is used to make containers for soft drinks, juice, water, salad dressing, cooking oils, cough syrup and cleaning products and is coded on the bottom like this .

IT'S NUMBER ONE FOR A REASON!

PET containers are recycled into new containers, carpet, sweaters and T-shirts and even car parts. There's no limit to the exciting products made from recycled PET plastic. In fact, our community and others like ours can't collect enough PET plastic to meet demand for the all recycled products available today. So the next time you throw your plastic containers in the bin for recycling, be sure to look out for number one!

WHY IS IT SO IMPORTANT TO LOOK OUT FOR NUMBER ONE?

All containers are not created equal. In fact, in order for our community to recycle PET plastic in dozens of new and valuable products, we need to make sure they aren't mixed with other plastics during recycling. PET containers always have a threaded neck, will be clear or transparent green or amber in color. Some PET plastic containers have handles or more than one plastic layer. But the easiest way to distinguish a PET container is to look out for the number one code on or near the bottom of the container. Remember to check with your local recycling coordinator if you have any questions about what's accepted in your community. Recycling is important, so when it comes to PET plastic - look out for number one!



WHAT PET LOOKS LIKE ON YOUR SHELF



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