

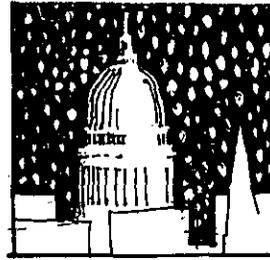
T E N N E Y - L A P H A M N E I G H B O R H O O D A S S O C I A T I O N N E W S L E T T E R W I N T E R 1 9 8 9

WELCOME GARDEN PROPOSED

TENNEY PARK APTS. SITE CONSIDERED

At the December neighborhood council meeting Rob Latousek presented a preliminary proposal from the Ad Hoc Garden Committee for a Tenney-Lapham "Welcome Garden." The intent of such a project is to help establish a broader awareness of neighborhood identity, as well as adding one more touch of attractive landscaping to the area.

The development of the garden would be made possible by pooling together the resources and assistance of many neighborhood gardeners and seeking out funding possibilities from a number of sources. Fundraising activities might include the charging of a small fee for attendance at the annual TLNA Garden Tour. The installation budget for the project is currently projected to be \$1000. This includes \$500 for a

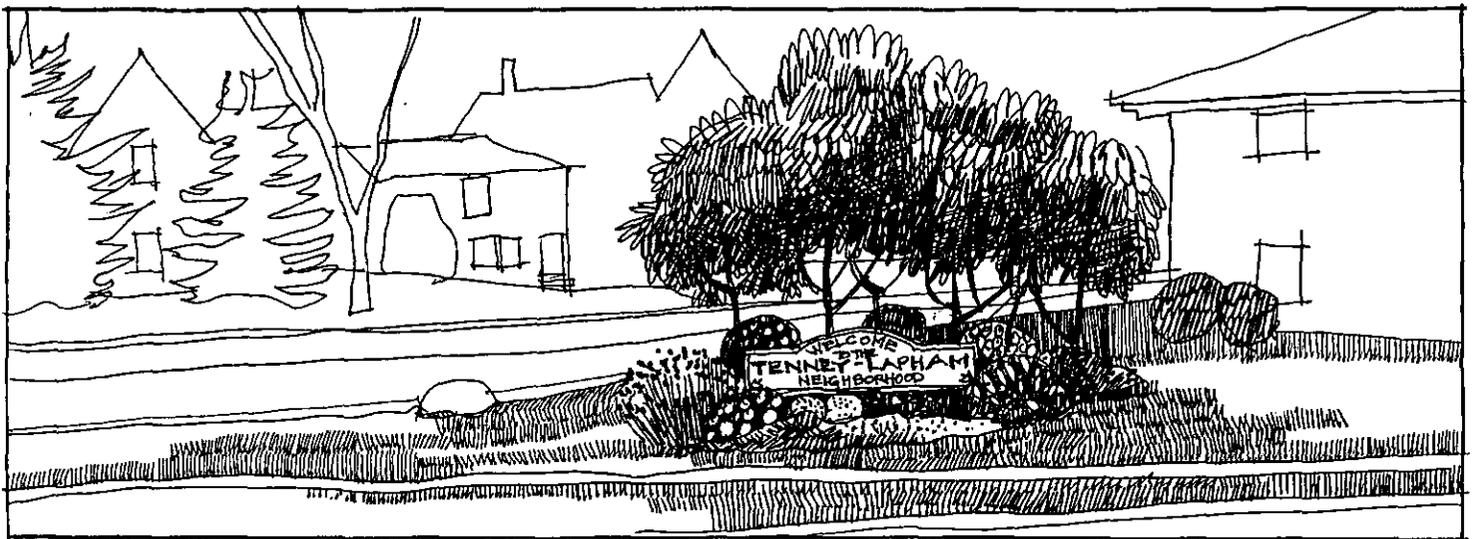


A WINTER PARTY

*The Joint Isthmus Neighborhood Associations
Group invites Isthmus-area neighborhood
residents and guests to a celebration of the season
on Sunday, January 29th, 1-4 pm, at the Capitol
Rotunda. Come prepared for fun and
entertainment,
and bring your favorite winter snack to pass.*

sign and \$500 for permanent plantings, such as evergreens and other shrubs. It is hoped that most of the flower plantings (annuals and perennials) might be accumulated from "extras"

continued on page 9



1988-89 TLNA NEIGHBORHOOD COUNCIL

PRESIDENT	Richard Linster	432 Sidney	251-1937
VICE PRESIDENT	Shaun Abshere	1038 E. Dayton	255-1734
SECRETARY	Sue Fieber	461 N. Few	251-3909
TREASURER	Martha Crawford	1130 E. Dayton	251-0805
BUSINESS	Venessa Zakana	908 E. Gorham	255-9290
	Teena Browder	855 E. Johnson	256-3620
EDUCATION	Richard March	441 N. Few	255-4102
HOUSING	Valerie Mellerop	1052 E. Gorham	255-4524
MEMBERSHIP	Richard Linster	432 Sidney	251-1937
PARKS	Janet Weber	334 Marston	256-6639
	Bob Kasdorf	"	"
PUBLICITY	Rob Latousek	407 N. Brearly	255-6979
SOCIAL	Pam Polenz (Duffy)	1221 Elizabeth	256-7646
TRANSPORTATION	Gene Becker	223 N. Baldwin	257-4201
AREA A Rep.	Carol Weidel	1237 E. Dayton	257-4608
AREA B Rep.	Ken Richard	215 N. Brearly	255-2573
AREA C Rep.	Susan Lower	456 Jean	257-8691

ELECTED GOVERNMENT REPRESENTATIVES

Alder	David Wallner	419 Jean	256-2958
County Supervisor	Kathleen Nichols	113 N. Paterson	256-7619
State Assembly	David Clarenbach	422N State Capitol	266-8570
State Senate	Fred Risser	State Capitol	266-1627
U.S. House of Rep.	Robert Kastenmeier	119 Monona Ave (53716)	264-5206
U.S. Senate	Robert Kasten	25 W. Main (53703)	264-5366
	Herbert Kohl	(to be announced)	

The Newsletter of the Tenney-Lapham Neighborhood Association is published quarterly and distributed without charge to all households in the Tenney-Lapham Neighborhood (delineated by Lake Mendota, North Livingston Street, East Washington Avenue, and the Yahara River). Requests for information regarding submissions and advertising may be directed to the Editor, TLNA, P.O. Box 703, Madison, WI 53701.

EDUCATION

MUSIC IN THE CAFETORIUM

The Holiday Musical Program at Marquette Elementary was symbolic of the lack of adequate space at the school and indicative of how this lack adversely affects the school program. The concert, presented by the 3rd, 4th, and 5th graders, represented a lot of effort from the students and music teachers. A singing group of more than 50 third graders stood on risers while the more than 40 fourth and fifth graders who participate in the strings program were spread in a double semi-circle across the room politely known as the "Cafetorium." Nearly every square foot of the room was filled with the audience: children from the lower grades sitting on the floor and several rows of folding chairs filled with proud parents.

The performance was impressive, but the performers scarcely had the minimum requisite conditions for music-making. They were repeatedly interrupted by ringing bells and intercom announcements for the Middle School (the two schools share the "Cafetorium.") I couldn't even see my boy because a pillar blocked the view, and the acoustics in the long, narrow room were pretty atrocious--even before the Middle School dismissal disturbed the show by filling the nearby hall with excited children's voices.

Why bring this up? Because it is but one example of the way in which the quality of the school program at Marquette is being hampered by overcrowded and much less than suitable facilities. We can be proud of the arts program at Marquette, the input of faculty, students, parents, and community volunteers, but how can it realize its potential in these conditions?

Since I became chair of the TLNA Education Committee in October, the space issue has really heated up. Through the turmoil of tumultuous meetings there has been some solid progress toward an eventual long-term solution of the overcrowding problem at Marquette, possibly by transferring a portion of the program to a reopened Lapham School.

- On December 6 Superintendent James Travis released to the press a draft of his recommendations to the School Board. The recommendations relating to the two Marquette Schools involved remodeling an unused locker room into a teacher's workroom in 1989, and making arrangements to be in a position in 1990 to reopen 13 rooms at Lapham as a K-2 primary center for the whole Marquette district. Open classrooms and a program for at-risk 4-year-olds would also be located there. This move would free up eight rooms at Marquette for use by the Middle School.

While we are still concerned about the short term prospects of making it through yet another year in the overcrowded facility, the prospect of relief is welcome. This plan, if approved by the School Board, is a vast improvement over an alternative which was under discussion to: 1) reopen Hawthorne School for the nearby Truax and Darbow neighborhood children currently going to Lowell, 2) bus some Emerson students to Hawthorne, and 3) bus Tenney-Lapham students to Emerson. This latter plan does not free up enough space at Marquette to adequately help either the elementary or middle school and breaks up the unity of the eastern Isthmus school district.

School Board members need to be encouraged to support the basic thrust of Superintendent Travis' plan. Concerned citizens should write or phone them (addresses and phone numbers provided below). There will be a public hearing on the issue on January 23rd at the School Administration Building, 545 W. Dayton St. at

continued on page 9



WEAVING WORKSHOP

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Sunday 12-4

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Meats and Groceries
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PATRICK CRIFE
PAUL CRIFE

857 E. Johnson
608-251-1488

TRANSPORTATION

FIRST & EAST WASH GETS FUNDING

Thanks to the initiative of our alder and the cosponsorship of several others, an approved amendment to the 1989 Capital budget provides the funding which is needed to start the ball rolling on the reconstruction of the First and East Washinton intersection. The money allocated will allow for right-of-way acquisition around the intersection, mainly a piece of the west corner, where Car Care Clinic is located. (The CCC parking lot has been redesigned for them by the City so that the property sale will not hurt the business.) That corner is where a new right turn lane will be constructed to provide easier access from First onto "East Wash" toward downtown.

The City Council's go-ahead on right-of-way acquisition will allow the City to formally apply for receipt of the federal funds (FAU) which have been allocated to this project by the County and amount to \$300,000 or half of the expected construction costs.

At the same time, the Transportation Commission has requested a comprehensive update report from the department staff to assess the status of the long-term Isthmus Traffic Redirection Plan, its projected costs, and its relation to changing traffic patterns. The resulting discussion could be crucial to the Council's action on the remaining elements of the plan, especially the Fordem-First connection.

BUSINESS

BEGONIA'S UNDER NEW OWNERSHIP

It's time to bid farewell to our good friends, Pat and Judy Murphy-Smits, as they prepare to roam the country in search of new adventures. After baking their way into our hearts for the past few years, I know we will all miss their smiling presence in our neighborhood. We wish you both well!

At the same time, we can all rest easier in the knowledge that Begonia's is not leaving with them. Hannah Kahn, who has worked with Pat and Judy in the past, has taken over the business and will be reopening the shop sometime in mid-January. We look forward anxiously to that day!

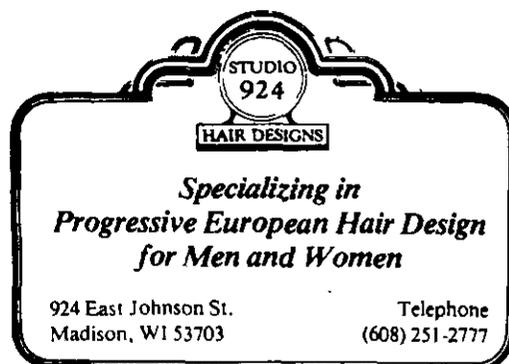
RECYCLING

The Recycling Committee has recently been updating the route list for our monthly pickups and is happy to report that there is still room for more participation. If you would like to join one of the only neighborhood-sponsored, volunteer-based recycling efforts in the city, just call Lynn Kalfsbeek (249-3733) or Rob Latousek (255-6979) to get a yellow sign for your front window and be included on the route.

Pickups are made on the first regular city garbage day of the month (either Thursday or Friday in our neighborhood). Our truck gets an early start in order to stay ahead of the city crews, so you probably need to put things out the night before. We are mainly dealing with aluminum, glass, and tin, but have also begun taking plastic milk/juice jugs and plastic soda bottles (separated, please). Try not to package things in cardboard/paper containers if the weather is wet.

Volunteer assistance is always needed for a variety of tasks: pickup, sorting, hauling, and publicity. You can help our neighborhood be one of the city's model programs for recycling and help save a little more land from the fate of the dump. Recycling is finally becoming widely accepted as a necessary step toward preserving an environment with a future. Let's do what we can to help this needed social change occur. Call either Lynn or Rob (above) to see what you can do.

Editor's Note: The neighborhood owes a great deal of thanks to the current coordinators of this program--Lynn Kalfsbeek and Ann Freiwald--who have generously offered to continue their efforts in this project even after moving out of our neighborhood. Our hats are off to you both--as well as the stalwart crew of volunteers who keep the program alive.



SWAN & SKUNK AWARD

SWANS

929 E. Gorham: After removing the shutters, which were not original to the building, this house was painted gray with white trim, which blends much better with the neighboring browns and whites than the previous two shades of green did.

221 N. Ingersoll: At least two sides of this house so far have attained a stunning new appearance with a light blue, narrow-clapboard-style siding and white trim. Particular attention is drawn to the pediment crown over the door and a distinctive oval window. This is a big change from the previous dirty-brown, fake-brick, asphalt siding.

Prisca Magia: New wide-open windows and a bright blue paint job have instantly made this unique storefront more inviting. Check it out!

Johnson-Paterson Business District: Particularly those businesses which put some real effort into holiday decorations--they really add a special charm to the whole area and are much appreciated by all of us. Thanks.

SKUNKS

906 E. Gorham: This house appears to be abandoned for all intents and purposes, with litter accumulating and the building obviously deteriorating. Is anyone taking care of this place? Can we help?



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MEMBERSHIP

Since October 1, the beginning of our year, 105 members (38 new) have joined, paying \$325.50 in dues. Our goal for this year is 500 members and \$1400 in dues. If you have thought of joining, please do so. A winter membership drive is planned; see you then.

Join Your Neighborhood Association

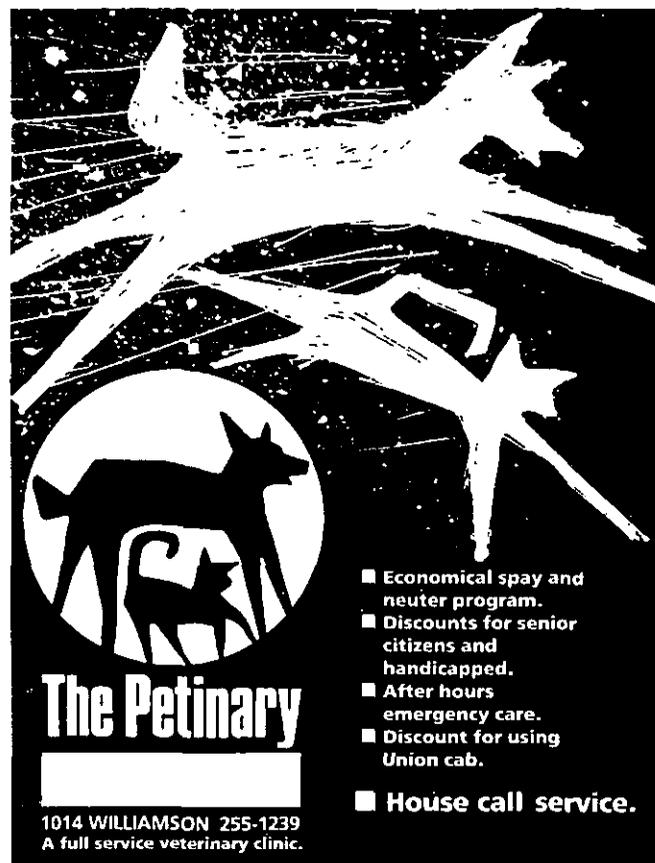
Please register me as a member of the Tenney-Lapham Neighborhood Association. Minimum dues are \$1.00 for individuals, \$0.50 for senior citizens, and \$5.00 for businesses.

Name: _____

Address: _____

Phone: _____

Mail to: Richard Linster
432 Sidney Street
Madison, WI 53703



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FROM THE PRESIDENT

Happy New Year! I hope you all have enjoyed a joyous holiday season.

In this new year I'm looking forward to greater cooperation and coordination with our Isthmus neighbors. I had the pleasure of meeting last month with representatives of several other Isthmus-area neighborhood associations (Bassett, Capitol, Old Market Place, Marquette, Emerson-East and Schenk's-Atwood). We, as a group, are sponsoring a **Winter Party** and **Candidate Forums** for the mayoral and school board elections coming up. (See the Calendar of Events for details.)

A good deal of my attention recently has been devoted to the continuing space problems of **Marquette Elementary and Middle Schools**. The administration has recommended for 1989-90 to increase class size and offer "additional human resources" (aides) to teachers. As an alternative, I and the four other neighborhood association presidents of the attendance area have asked the Board of Education to investigate the possibility of federal funding to set up an open classroom program Learning Materials Center and possible other educational use at Lapham.

Urge you to communicate your views concerning Marquette and Lapham to School Board members by phone, letter, or the public hearing. They are accessible, responsive, and accountable. (You can find phone numbers and addresses in the Education Report and school board meeting details in the Calendar of Events.)

I'd like to thank the **Social Committee** and its chair, **Pam Polenz (Duffy)**, for their excellent work at the Annual Meeting and the Caroling Party. Many people have told me that these were the best ones ever, and I agree. Thanks also to **Christ Presbyterian Church** for being a good neighbor and hosting these events.

In 1989 I'm sure we'll continue to work closely with our alder, **David Wallner**, whose help has been invaluable on many neighborhood issues. He is currently carrying the ball for us investigating the possibilities for housing/mixed use development of the Trachte site with the owner, TLNA member Jerome Mullins.

Most of all, I'm looking forward to meeting with you to better understand your concerns and hopes. **This organization exists for you.** You have given specific duties to the Neighborhood Council, but we need your involvement and ideas. Let's hear from you!

Yours for the Tenney-Lapham Neighborhood Association,

Richard Linster

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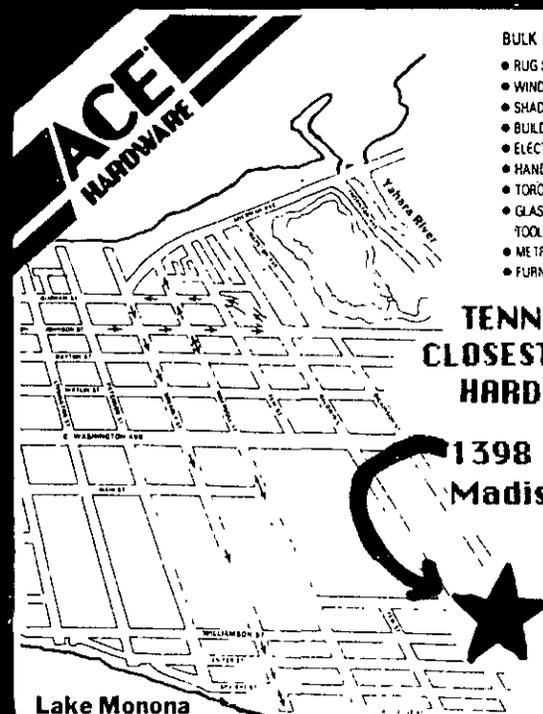
**TENNEY LAPHAM'S
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Mon - Sat
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257-1630

Lake Monona



HOUSING

OWN YOUR HOME IN TENNEY-LAPHAM!

Loans at 8.25% with as low as 3% down payment

This mortgage money is going fast and may be gone by spring. So now is a good time to look at homes for sale in our neighborhood.

The City offers this 8.25% (30 year, fixed rate) mortgage money to first time buyers. Most of this money can go only to those with a household income of \$50,680 or less. However, some of the money has no income limit when used to buy homes in our area.

Purchase price limits are \$77,880 for a single family home, \$87,690 for a two-flat, \$106,150 for a three-unit and \$123,430 for a four-unit.

For more information and names of lenders using this program contact Sharon Armstrong (266-6505) or Peg Habetler (266-6557) of the City Planning Department.

Handyman Special

If you want to buy a house that needs lots of work you can use the Homebuyer's Assistance Program for up to 30% of the total purchase plus rehab cost.

The City offers this low interest (City's borrowing rate plus 1%) second mortgage money for those fixer upper specials in our neighborhood. You can borrow up to \$20,000 for a single family home, or \$10,000 per unit for two-to-four-unit homes, if your income is \$45,250 or less per household.

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the HAIR & the TORTOISE



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By combining this loan with a first mortgage loan, you may lower your overall loan cost.

For example:

Cost of property	\$ 70,000.
Rehab costs	10,000.
Closing costs	1,000.

TOTAL	\$ 81,000.
--------------	-------------------

5% minimum downpayment	4,050.
City Homebuyer's Loan	20,000.
65% minimum mortgage	56,950.

TOTAL	\$ 81,000.
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For more information and names of lenders using this program call Sharon Armstrong (266-6505) or Peg Habetler (266-6557) at the City Planning Department.

Valerie Mellerop

DAVE ZIMMERMAN

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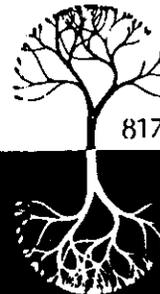
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Res. 249-6773
Bus. 256-0265

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Need help with home chores? There are volunteers available to help people with inside cleaning and other work. To qualify, people need to be physically unable to perform their chores and have income below a certain level (\$722/month for an individual; \$968 for a couple). If you could use this service, call NESCOA (the Near East Side Coalition for Older Adults) at 257-3322. They also have information about Independent Living meal sites and other programs for seniors.

NEWSLETTER STAFF

Editor..... Rob Latousek
 Copy Editor Bob Shaw
 Graphics Brian McCormick
 Ad Billing Judy Jones



Madison Literacy Council
 823 E. Johnson St.
 Madison, WI 53703

255-0351

MLC is accepting donations of used books for their fund-raising book sale at West Towne Mall on 1/21 & 22. Please call the office or drop books off between 9-5 weekdays.



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ADMINISTRATORS:

E. James Travis, Supt. of Schools.... 266-6235
 Glen Borland, NE Area Admin 266-6238

545 W. Dayton St., Madison 53703

SCHOOL BOARD MEMBERS:

Anne Arnesen 251-1103
 920 Castle Place, Madison 53703
 Barbara Arnold 222-2740
 1242 Meadowlark, Madison 53716
 Mary Kay Baum 255-0999
 1337 Jenifer St., Madison 53703
 Nan Brien 222-1798
 1706 Tarragon Dr., Madison 53716
 Jim Fullin 238-9465
 110 Farley Ave., Madison 53705
 Jerry Smith 274-9967
 2905 Irvington Way, Madison 53713
 Peter Williams 256-9092
 547 S. Randall, Madison 53711

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LARGE (14")	5.70	1.10	1.05
X-LARGE (16")	6.70	1.20	1.10
White or Wheat Crust Available-Thick Crust is Free			
SANDWICHES			
Super Sub.....			3.05
Veggie Sub.....			3.05
Turkey Sub.....			3.25
Roast Beef Sub.....			3.25
Meatball or Sausage Sandwich.....			3.05
DINNERS			
Meat or Spinach Lasagna.....			4.90
Spaghetti with Tomato Sauce.....			3.80
Extras (Meatballs, Mushrooms, Sausage, Meat sauce).....			1.95
Meatball or Sausage Platter.....			3.45
The above dinners include garlic bread(white or vv)			

TLNA \$.50 off expires 3-31-89

CALENDAR OF EVENTS

- JAN 9 Neighborhood Council Mtg.
7:30 pm, Lapham Bldg. Rm. 216
1045 E. Dayton (Mon.)
- 23 School Board Public Hearing
7:45 pm, McDaniels Auditorium
545 W. Dayton St. (Mon.)
- 29 Joint Neighborhood Winter Party
1-4 pm, Capitol Rotunda (Sun.)
- 30 School Board Meeting (vote)
7:45 pm, McDaniels Auditorium
545 W. Dayton St. (Mon.)
- FEB 13 Neighborhood Council Meeting
7:30pm, Lapham Bldg. Rm. 216
1045 E. Dayton (Mon.)
- 15 Joint Neighborhood Forum
for Mayoral Candidates
St. John's Lutheran Church
322 E. Washington Ave. (Wed.)
- MAR 14 Neighborhood Council Meeting
7:30pm, Lapham Bldg. Rm. 216
1045 E. Dayton (Mon.)
- 16 Joint Neighborhood Forum for
School Board Candidates
Lapham Auditorium
1045 E. Dayton St. (Wed.)

GARDEN

continued

provided by neighborhood gardeners. Volunteer labor for the installation and maintenance of the garden will be solicited from all interested parties.

The Garden Committee has made a budget request of \$500 from the Neighborhood Council, to be matched by another \$500 of fundraising from other sources. It is important that you let those on the Council know if you support this proposal so that the vote on this request will truly represent the wishes of the neighborhood as a whole. Talk to anyone that you know on the Council, or call Richard Linster (251-1937) or Rob Latousek (255-6979) to make sure your opinion is noted.

The Garden Committee currently consists of the following residents: Rob Latousek, Janet Weber, Bob Kasdorf, Bob Shaw, Larry Savides, and Brian McCormick. Consulting support has been offered by Jeff Kuesel and Gary Tipler of the Blair Street Gardens Project. Anyone else interested in taking an active role in the project is more than welcome. Please call Rob Latousek at the above number or Janet Weber (256-6639).

EDUCATION

continued

7:45 pm. The Board has indicated they will make a decision on the 1990-91 school year on the condition that the projections for increased enrollment at Marquette are realized. By doing so, the atmosphere of uncertainty can be eliminated, and the community can begin to prepare for the changes inevitably coming in the future.

Rick March

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341 State St. 251-3242
TLNA expires 2-28-89

* * * **CROSSWALK SNOW REMOVAL** * * *

HERE COMES SUSIE SNOWFLAKE!

Walking in a Winter Wonderland is not much fun unless neighborhood sidewalks and crosswalks are kept clear of snow and ice. Most of you surely know your responsibility for sidewalk maintenance. You may not be aware that residents of corner properties have an additional responsibility. Before the first snowfall of the winter catches you off guard,

CORNER DWELLERS, PLEASE TAKE NOTE!!

OWNER OCCUPANTS OF CORNER PROPERTIES--it's up to you to ensure that not only your sidewalks, but also your crosswalks (the area running from the sidewalk down into the street) are in passable condition throughout the winter months.

TENANTS OF CORNER PROPERTIES--If snow shoveling is part of your lease arrangement, crosswalk maintenance is also up to you. If the landlord clears the walks, he or she should also do crosswalk work as required. If you're unsure of who is responsible, please check with your landlord now to avoid problems in the future.

CROSSWALK MAINTENANCE IS NO FUN!!

After sidewalks are cleared of snow and ice, the job of crosswalk maintenance goes on. Even when the weather outside is no longer frightful, plows continue to work the streets, leaving piles across areas that have already been cleared. Corner dwellers must keep their eyes on the crosswalks and tend to them as necessary.

BUT THE TENNEY-LAPHAM NEIGHBORHOOD ASSOCIATION CAN HELP! PLEASE CALL ON US!!

--Call on us if you are a corner dweller in need of assistance with crosswalk maintenance. Many TLNA members stand ready to help when people are out of town or when other problems make crosswalk maintenance difficult.

--Call on us if you notice a crosswalk badly in need of maintenance. Some corner dwellers may be too shy to ask for help, and some may even be irresponsible. Let's not allow their shyness or irresponsibility to make winter a greater struggle than it needs to be for those who travel on foot in our neighborhood. We'll assign a volunteer if we can, or report serious problems to the city if necessary.

--Call us if you are willing and able to volunteer for crosswalk duty. Many neighbors helped out last year, but more help is needed, especially along Johnson and Gorham streets.

CROSSWALK CONTACTS:

Sue Fieber 251-3909 Richard Linster 251-1937

If we all work together, we can make winter in the Tenney-Lapham Neighborhood an easier burden to bear.

LET IT SNOW, LET IT SNOW, LET IT SNOW!

Sue Fieber * * * *



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LET SLEEPING DOGS LIE
Call the veterinarians that make

HOUSECALLS

DR. DEB SCHROEDER

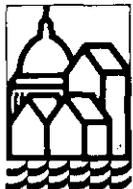


CITYWIDE PET CLINIC

255-2977

Office of the Common Council

City of
Madison



City-County Building, Room 107B
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53710
608 266 4071

November, 1988

Dear Friends and Neighbors:

As the year winds down, I'd like to take a moment to wish you all a wonderful Holiday Season and a Happy New Year. As your representative on the City Council for the 2nd District, I've had a very rewarding, busy year, and I'm looking forward to serving your best interests into the new year ahead.

Thanks to you and the neighborhood associations that actively work for the 2nd District, I think I can safely say that we've had a very good year. I'd like to share with you some of those important accomplishments, and then spell out some of the goals I've set for myself and the District as we head into 1989.

HOUSING - Within the last 15 months we've seen the completion of several important housing projects. These include the renovation of the Old Market Place building into new apartments; the completion of Madison Mutual Housing's cooperative project, The Reservoir; and the opening of the Stein Apartment Building on E. Johnson. These will provide needed housing for families, the elderly, and for those with physical or mental disabilities. As Chair of the City's recent Housing Task Force, new and renovated housing for Isthmus neighborhoods has been one of my top priorities.

PARKS - The 2nd District is the home for some of the City's finest parks, including Tenney, James Madison, Demetral, Breese Stevens, Burrows and Reynolds Field. New basketball, soccer and volleyball facilities, playground equipment and landscaping have been added to those parks. And, at last, we've made progress to clean up Tenney Lagoon and to provide a higher level of maintenance and trash pick-up in all of our beautiful parks.

NEIGHBORHOOD REVITALIZATION - Garbage pick-up, property up-keep, and building code enforcement have also ranked high on my list of goals, and we've seen improvements in each of these areas. Property owners, City staff, and neighborhood leaders have all played a role to help make our neighborhoods more attractive places to live. In addition, we've seen over 300 new trees planted along E. Washington and many other residential streets in the District. In time, all of these efforts will convince people that our City's older neighborhoods are the best places to live.

TRANSPORTATION - With the recent work on E. Washington, the Isthmus Traffic Redirection Plan remains on course, and street improvements on Gorham and Sherman were also completed in the past two years.

In addition, as a member of the City's Transportation Commission, I've been working to see that Madison Metro and Metro Plus continue to provide safe and timely services for users of mass transit.

As a member of the Board of Estimates, I recently sponsored budget amendments to provide additional funding for bike programs and for Women's Transit Authority.

NEIGHBORHOOD ASSOCIATIONS - The 2nd District is blessed with three active, vital associations -- Tenney-Lapham, Old Market Place and East-Emerson. I've continued to work with each group, to be sure that your neighborhood has an advocate for neighborhood improvements. The City's Plan Department has also recently published a manual of

neighborhood associations, as a sign of the City's continued support for these important organizations.

No doubt about it, it's been a busy year. Now let's move ahead to bigger and better things. Here's a brief list of my major goals for myself and the District in 1989.

HOUSING GOALS

- * Complete Redevelopment District planning for the Old Market Place neighborhood and get new housing built by the end of the year. This includes renovation of the Crescent Electric warehouse and new in-fill townhouses on E. Dayton.
- * Work with Madison Mutual Housing and East-Emerson Association to complete the project planned for reusing the old University Hospital building on E. Washington.
- * Work with the Tenney-Lapham Association and the owner of the former Trachte property on E. Dayton, as a site for new housing or a mixed use development.
- * Continue the City's efforts to promote and increase new or renovated owner-occupied housing in downtown neighborhoods.

PARKS GOALS

- * Work with City staff and neighborhoods on master plans for the District's major parks including Tenney, Demetral and James Madison.
- * Carry out 1989 City budget objectives of providing new playground equipment, landscaping, grading, benches and trash containers for those parks.

STREET IMPROVEMENTS/TRANSPORTATION

- * Work with City staff and neighborhoods to complete street reconstruction and resurfacing for the following streets: Fordem, N. Blount, McGuire and North Street.
- * Continue Isthmus Traffic Redirection efforts, especially at the 1st Street and E. Washington intersection.
- * Work with City staff, neighborhoods and other Alderpeople to begin the new East-side Bike Corridor and Linear Park connecting the eastside with Law Park.
- * Seek ways to increase Metro ridership and improve Metro Plus service.

DOWNTOWN REVITALIZATION

- * Work with business leaders and neighborhood groups to revitalize the Square, provide new downtown housing, and to increase parking available to shoppers.

CONSTITUENT CONCERNS

- * ~~Communicate regularly with residents through neighborhood newsletters, association meetings, and social events.~~
- * Improve my efforts to help residents with specific problems and concerns, by directing them to the necessary City Departments or personnel.

Yes, that's a mouthful, and there are never enough hours in a day to accomplish all that needs to be done. With your help and patience, let's make 1989 a year to remember for the 2nd District.

ALD. DAVID WALLNER
DISTRICT TWO

Home: 256-2958

Office: 266-4071

Put Number 1 to work for you.®

1989 - THE YEAR AFTER

Arguably, there has been more disagreement over the predicted 1989 economy than any year of this decade. As a provider of housing, especially new housing, we are often called upon to predict in advance of the experts. Our call is for a strong Madison-area market in the coming year. Institutions like Merrill-Lynch and Bank One are forecasting steady or declining interest rates. Local employment is very healthy. Perhaps most importantly, people are upbeat and feel good about the future. Who are the players?

First Time Buyers.

The alphabet soup programs (CDA, WHEDA, FHA) have made owned housing affordable for the majority of renters. Madison's affordability index (can the average family income buy the average house that is listed for sale?) remains one of the nation's highest. We will have 20 HOMEBUYERS SEMINARS the first 90 days of the year. They are designed to be small groups of potential buyers meeting with lenders, attorneys and Realtors so that you will better understand the home buying process and your

particular position in the market. No obligation.

Move Up Buyers (Sellers).

If any one thing will hold back first time home buyers, it is the lack of available inventory. Therefore, 1989 will continue to be a good time to sell. If your reason for selling is to upgrade your space or quality, 1989 may be tailor-made for you. Home builders have used 1988 to perfect consumer desires in those areas. We will have several HOME BUILDING SEMINARS early in 1989 for those thinking of this step. No obligation.

Empty Nesters.

An odd term that means your children are grown and it is time to move on to the next stage of your life. It is a great time to maximize your equity and choose from a desirable selection of next stage housing alternatives. If you want and estimate of your equity, call one of our offices. No obligations.

"Steal a Home"/"Make a Killing" People.

1989 will not be a year to do either. It will be a year of steady sales, stable interest rates and many people being able to satisfy dreams.

Who is Number #1?

In 1987, the REALTOR® Market Share of buyers was split as follows:

Real Estate Organization	Percentage of Sales
CENTURY 21®	18.3%
Stark Company	12.9%
First Realty Group	12.1%
Anchor Real Estate Services	7.6%
Realty World	6.9%
Weber, Better Homes and Gardens	6.7%
RE-MAX	6.1%
E.R.A.	5.0%
Coldwell Banker	3.1%
Smaller Independents	21.3%

*NOTE: This representation is based in whole or in part on data supplied by the Greater Madison Board of REALTORS® or its Multiple Listing Service. Neither the Board nor its MLS guarantees or is in any way responsible for the accuracy of this advertisement. Any market data maintained by the Board or its MLS necessarily does not include market information on listings not published at the request of the seller, listings of brokers who are not members of the Board or MLS, properties offered 'by owner,' rental properties, etc."

- ADVANCE MARKETING

Pre-Season Planning Can Bloom Into Next Year's Top Dollar

If you're thinking of putting your house on the market next year, believe it or not: now is the time to start planning your sale.

As any true gardener will tell you, it's the careful preparation that makes the best gardens outsprout all the others. Just so: your winter's homework can bring you a triumph in the Spring selling-season.

Here's how your pre-season efforts pay off:

- You have plenty of time to plan, contract and execute whatever improvements will make your home sell at top price. To effect this, you may want to take out an equity loan. By starting now you have time to get both loan approval and work accomplished.

If you're planning to relocate, you have the time you need to make the right choices at your destination. You can visit your new home town, tour neighborhoods, get professional advice on home values. Then, with time on your side you'll be able to buy on your own well-informed terms. Your spouse will have time, if necessary, to line up second-income employment. Your children, if any, will have time to line up schools and activities and become accustomed to the idea of a big change in their lives.

- You have ample time to pare down belongings, to shop for the right mover, to make your actual move as efficient and pleasant as it can be on your own timetable.

- With your house in tip-top shape, you have a jump on the market. Your pre-holiday planning has your home ready to show earlier than others to not only catch the attention of early-bird buyers, but also outshine the late-bloomers.

Yes, now is the ideal time to plan your advance marketing. So, if you're thinking of selling within the next six months, let's talk now. By discussing price, marketability (what improvements will help your home sell at its best price) and timetable (dates for settlement, moving, etc.), you'll be way out in front come Spring.



FIGURING HOW MUCH OF YOUR SALES PROFIT IS DEFERRABLE

Though it raised the capital gains tax rate to 28%, the 1986 Tax Reform Act still permits you to defer paying taxes on a home that you sell as long as you buy another home of the same or greater value within two years.

To understand how this rule works, you need to know what factors determine your profit (capital gain):

First, you figure the adjusted sales price (or "net sales price") by subtracting your selling expenses (real estate sales commission, transfer tax, attorney's fee, loan fees, etc.) from your gross sales price.

Next, you figure your adjusted cost basis by adding to your original home price your non-deductible closing costs and your capital improvement costs. Then you subtract any casualty loss or home business use depreciation you have already deducted.

Finally, you subtract your adjusted cost basis from your adjusted sales price. The

result is your profit.

If you should buy a less expensive home, you pay taxes only on the difference between the adjusted sales price of your old home and the adjusted cost basis of the replacement home. And if you add enough capital improvements to the new house within two years of purchase, you may equal the adjusted sales price of your old home - thereby deferring any sales profit tax.

Be sure to consult your professional tax advisor before making any claims.

REGIONAL HOUSING MARKETS

Median Prices Up

A recent survey of real estate brokers conducted for a national real estate company shows home prices higher or holding steady in every region but the South, both overall and

for first-time buyers. The national median for all buyers was \$85,000, up from \$80,000 a year ago. The national median for first-time buyers was \$70,000.

There was significant regional variation in both first-time buyer and overall figures. The median for first-time buyers, by geographic region was:

- \$50,000 in the Central states
- \$110,000 in the East
- \$87,000 in the West, and
- \$55,000 in the South

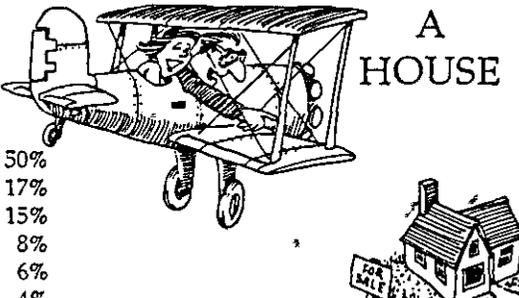
The overall median by geographic region was:

- \$68,000 in the Central states (up from \$64,500 a year ago)
- \$140,000 in the East (unchanged)
- \$107,000 in the West (up from \$95,000), and
- \$68,000 in the South (down from \$75,000).

Estate
REAL FACTS

- Listing through a real estate agent 50%
- For sale sign 17%
- Newspaper ads 15%
- Friends 8%
- Knew the seller 6%
- Other 4%

HOW HOMEBUYERS FIND A HOUSE



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- Home financing options/qualifications applicable to me
- Real estate as an investment Relocation

Please call me to arrange a complimentary consultation...

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Address _____ City _____ Zip _____

Here's a referral of someone who could benefit from your services...

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