

# NORTHSIDE NEWS

Vol. 19, No. 4, Issue 112

www.NorthsideMadison.org

February / March 2014

## “The Green Menace” descends upon Northside

### Emerald ash borer confirmed in Madison

City of Madison Parks

The much dreaded emerald ash borer (EAB), an insect that has been dubbed by the U.S. Department of Agriculture as “The Green Menace” for decimating populations of ash trees everywhere it strikes, has made its first confirmed appearance in Madison in the Warner Park area.

As a result, Dane County will be quarantined. The quarantine prohibits some wood products from being moved out of the county to areas that are not infested.

Madison Parks forestry officials received a call from a private tree company reporting suspected EAB infestation in a tree they were removing on private property near Warner Park. Forestry staff investigated the site and surrounding areas, and sent the evidence collected to the State of Wisconsin Department of Agriculture, Trade and Consumer Protection. Confirmation of EAB was received Nov. 22, 2013.

Ash borer confirmed cont. on page 14



**Above:** An emerald ash borer (EAB) adult is about half an inch long.

**Below:** A creamy white, legless, full-grown EAB larvae.

**Right:** These larval feeding galleries under the bark of the tree are a telltale sign of the borer's presence.



Photo by Patrick Teague

### Be an Ash Ambassador and help save trees

By Adityarup Chakravorty  
Community GroundWorks

It's smaller than a penny, yet it can kill a living thing thousands of times its own size. And it's here, threatening a huge number of trees on the Northside.

This past November, City of Madison officials confirmed that the emerald ash borer (EAB) had been detected near Warner Park. The EAB is a tiny, shiny green insect that came over from eastern Asia, probably within wooden shipping pallets. Since its detection here in the United States in 2002, the EAB has spread to more than 20 states and killed close to 200 million ash trees.

EAB lays its eggs on the bark of the ash tree. When the eggs hatch, the larvae bore a hole into the tree and start eating, chewing S-shaped tunnels into the tree. These tunnels break the water and food distribution network of the trees, killing them from the inside. EAB larvae feed

Ash Ambassador cont. on page 22



### Connecting community and schools for health and play

By Dawn Henkel  
Growing Together Initiative

The Growing Together Initiative began in 2010 when a group of parents at Gompers Elementary and Black Hawk Middle Schools became concerned about the state of disrepair of playground equipment, the lack of accessible play space, the increase in childhood obesity and the underappreciation of our environment. The two Northside schools share one structure within the Madison Metropolitan School District (MMSD).

The purpose of Growing Together is to connect the community to the schools and create a culture of involvement and appreciation for one another.

Growing Together cont. on page 21

### Northside groups collaborate to provide fresh foods, job training

River Food Pantry

On Sunday, Feb. 9, from 9 am–12 pm, the Northside Winter Market will host both a food drive for The River Food Pantry and a market stand featuring items produced by the River Bakery, a new job-training arm of The River's services.

The food drive at the Winter Market is unique because it will accept both non-perishable items and perishable food items purchased at the Winter Market. The River Food Pantry distributes fresh foods, in addition to non-perishables, which is a huge draw for River clients.

The Northside Farmers Market (which will celebrate its 10-year anniversary in May), the Northside News and the FEED Kitchens were all developed through the Northside Planning Council. The support The River will receive at the Winter Market on Feb. 9 is a wonderful example of Northside organizations coming together. The River Food Pantry was able to start the bakery and job training program only when commercial kitchen space became available at FEED Kitchens, which opened in the fall of 2013.

#### The River Bakery and job training

The River Bakery and job training program was started in October to em-



Photo provided by Betsy Ezell

River trainees in the FEED Kitchens.

power River clients to escape poverty and achieve self-sufficiency by receiving job training in an industry where jobs are available and pay a living wage.

Successful graduates will secure a paid internship at The River Bakery or local partner restaurants and bakeries. They will graduate from the training program with a certificate from the Wisconsin Bakers Association and ServSafe Certification, both crucial resume builders. Another training session for new students will begin in February; four such training sessions are planned in 2014.

The River Bakery and its job training program relies on its partnership with the FEED Kitchens, where training and bakery production take place. Proceeds

Collaboration cont. on page 5



**Northside Action Coalition  
Inaugural Meeting  
February 19 • 5pm  
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Take an active role in your community.  
Come to the first meeting of the  
Northside Action Coalition to join this  
group in specific improvement actions.

\* Warner Park Community Recreation Center

### INSIDE

**INDEPENDENCE DAY 2014**  
Help plan the Northside festivities...3

**NORTH SHERMAN AVE. UPDATE**  
City installs traffic camera.....6

**FIND YOUR PERFECT MATCH**  
NorthStar finds homes for dogs.....8

**CHEROKEE CARP HARVEST**  
10,000 fish removed.....12

**OUR NEW POLICE CAPTAIN**  
Meet Captain Jay Lengfeld.....24

**OTHER NEWS**

Northside News.....2  
Northside Planning Council.....3  
Business.....6  
Community.....8  
Community GroundWorks.....11  
Environment.....12  
Arts.....17  
Schools & Youth.....18  
Health & Wellness.....22  
Library.....23  
Police & Fire.....24  
Elected Officials.....25  
Senior.....27

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# NORTHSIDE NEWS

From  
**ABHA  
THAKKAR**



**EDITOR**

### Hibernation

One degree. That was what my car thermometer registered when Mary Ambrosavage, our graphic designer, and I left the office very late one night while finishing up this edition. I'd been hearing from advertisers all along that January had been a rough month for them. With the polar vortex (and a few mini ones) sweeping through Wisconsin, it seems that many of us had either fled to warmer climates or remained burrowed in our homes whenever possible.

The last several months here at the Northside News have felt the same way. Thanks to a generous grant from the Frances Hurst Neighborhood Fund, a component fund of the Madison Community Foundation, we received three beautiful new iMacs earlier this fall to replace our decaying old Windows machines. We were thrilled with our new technology, but, as with all major transitions, there was a cascade of unintended consequences. We found ourselves scrambling to deal with glitches that nearly became crises because they, of course, only made themselves known during the 12-hour work days of Northside News production.

Adam, our stalwart FEED Kitchens Manager, spent months working on his cell phone outside in the freezing cold because the building didn't have phone or internet service yet. Here at the NPC office, we were finally able to upgrade our internet speeds, get a modern phone system installed, configure the new software we needed, replace our office copier with one that talks to our new computers, and, in the meantime, deal with a small onslaught of health and family-related challenges that various members of our team, both paid and volunteer, seemed to face all at once.

Whew. Here we are, in the new year.

When I left to come to the office on a Saturday to work on this edition of the newspaper, Asha, my two and a half year old daughter, was sad that Mommy was leaving. So, I pulled out a copy of the Northside News, and I told her that Mommy has to go make this newspaper. I leafed through it with her, showing her my picture above and pictures of the people she'd met at the office and around the Northside. I explained that this was my job.

I wasn't sure if she understood, but

then my husband took her to the Madison Children's Museum where she spent the entire morning at the craft table, scribbling and gluing magazine photos on to a sheet of paper, "making a newspaper just like Mommy does." She proudly brought it out to show me when I got home that night.

It was delightful to see this aspect of my work through the eyes of my daughter. She thought it was interesting and creative and exciting, and that was when I realized that we'd been in hibernation for the last few months.

My favorite part of being the editor of this community newspaper is all of you, and it's time for me to get back in the business of hanging out with you — attending your events and celebrations, planning together, brainstorming together and engaging members of our community from whom we don't often hear.

With that in mind, please join me for our first Northside News volunteer meeting on Feb. 12 at 6 pm —whether you'd like to write, photograph or just brainstorm with us, I'd love to meet you there.

And if you can't make it, call me (230-1222) or email (editor@northsidenews.org), and we'll find another time to meet.

**Northside News Volunteer Meeting**  
Wednesday, February 12  
6 pm  
Lakeview Branch Library

**Have ideas? Interested in writing? Photography? Join us to brainstorm for the April/May issue.**

## Where's Nort of the Northside?

Send us a list of all five businesses whose ads you find Nort hiding next to, and your name will be added to a raffle for prizes donated by Northside businesses!

### Submit your list to:

Northside News  
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Include your full name and either your phone number or email address so we can contact you if you win.

### And the December 2013 / January 2014 winners are...

Jean Higley                      Mary Woodburn                      Kathleen Krehl  
Daniel Joyce                      Pat Gilbert

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## NORTHSIDE NEWS

www.northsidenews.org

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**Contribution Deadline: Monday, March 3, 2014**

**Distribution Dates: March 26–29**

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## NORTHSIDE PLANNING COUNCIL

From

**KAREN  
BASSLER**



**NPC EXECUTIVE DIRECTOR**

The Northside Planning Council (NPC) is off to a running start in the new year and has some good new energy to keep up the momentum.

We closed out 2013 with two months of FEED Kitchens operations under our belts, and we expect several new tenants in January and February. As with any major project, there were quite a few lessons learned, but most of the road bumps have been smoothed out, and, with Adam Haen on board as manager, we are putting procedures into place and actively recruiting new users.

The Northside Youth Council starts its 2014 session with a meeting in January to set the agenda for the year and start thinking about the Youth Empowerment Summit — Y.E.S. 2014. The Northside Economic Development Coalition is in the midst of developing a suite of marketing tools to attract new and growing businesses to our community and is partnering with the Wisconsin Women's Business Initiative Corporation to bring workshops on funding, business planning and marketing to our existing business community.

The Northside Action Coalition (NAC) meets for the first time Wednesday, Feb. 19, at 5 pm, at the Warner Park Community Recreation Center. This group is open to anyone interested

in developing and implementing action plans to address critical issues or take advantage of opportunities that will enhance our quality of life on the Northside. We hope to see you there.

Thanks to all who bought a snappy Northside t-shirt recently. Your purchases have helped us raise almost \$2,000 to start off our Northside Fund. An Advisory Committee is meeting to develop the application and review process and we hope to issue a call for proposals for projects to fund in the spring.

To help with these ongoing projects and to kick off the NAC and the Northside Fund, the NPC board recently elected four new directors: Tiffany Werner, a resident of the Nobel Park neighborhood; John Boles, a resident of the many golf courses on the Northside; Steve Reese, a residential realtor; and Jim Krueger, Executive Director of NESCO. For more about these new directors, see Sue Gleason's article in this edition of the Northside News.

As we welcome our new directors, we also bid a fond farewell to Terrie Anderson, who has served as a director since the reformulation of the NPC in 2009. Terrie's leadership through the transition and after has been invaluable, as has her amazing success in fundraising for the FEED Kitchens. While Terrie is stepping down from the board, she is not going far and will continue to be involved in our programs and initiatives.

The commitment and enthusiasm of our board members reflects that of our entire Northside community. I expect great things from all of us this year.

## Help plan the Northside Independence Day celebration

By Karen Bassler  
Northside Planning Council

Carpe diem. Within hours of learning that Rhythm & Booms was leaving the Northside, a group of Northsiders began to seize the opportunity to create a community event celebrating our nation's independence.

Meeting monthly, the group has formed action teams around the major elements of a family celebration: music, food, activities and a parade. Working with the Madison Mallards, who have promised a fantastic fireworks festival, the group has been putting together a schedule of events and learning the ins and outs of city permitting.

Hold the date — Saturday, July 5 — for the Northside Independence Day: A Family Celebration, including a morning parade, daylong games and activities, an open mic and food carts, followed by an afternoon Mallards game and evening

fireworks. If you are interested in joining the planning group, contact Karen Bassler. Meetings are held on the first Wednesday of every month, 6–7:30 pm, at the Warner Park Community Recreation Center.

While the event is being planned and will be put on largely by volunteers, there will be some costs associated with it — to rent portable toilets, tents and other necessities for an outdoor party in July. The planning team will be soliciting sponsors to underwrite these costs at the following levels:

- Thomas Jefferson — \$500
- Benjamin Franklin — \$250
- John Hancock — \$100

If your business or organization would like to sponsor the Northside Independence Day, please get in touch with me at 230-1221 or director@northsidemadison.org.

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## NORTHSIDE PLANNING COUNCIL

### NPC MISSION

#### COMMUNITY-BUSINESS-PEOPLE

The Northside Planning Council's mission is to improve the quality of life for all residents of the Northside and to enhance opportunities for business.

#### NPC's priorities are:

**COMMUNITY** — Communication and connections within the Northside.

**BUSINESS** — Economic success and growth for the Northside.

**PEOPLE** — Ensuring individual and family support on the Northside.

### Board of Directors

**Sue Gleason**  
Chair

**Nikki Sanders**  
Vice-Chair

**John Boles**  
Treasurer

**Felicia Butler**

**Travis Currier**

**Jim Krueger**

**Steve Reese**

**Marti Ryan**

**Nancy Stillwell**

**Tiffany Werner**



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## NORTHSIDE PLANNING COUNCIL

## Northside Planning Council welcomes new board members

By Sue Gleason  
Northside Planning Council

To quote Greek philosopher Heraclitus, "the only thing constant is change." To kick off 2014, the Northside Planning Council (NPC) Board welcomes four new board members and bids a fond farewell to one longstanding member. We have an exciting year ahead with the continuation of many efforts and the launch of a few new ones. The vision and leadership of the board is vital to the success of our efforts, and we have been honored to have such dedicated people step forward to serve over the past 20 years.

Our four new board members join us with different interests and backgrounds but the same desire to get more involved in their community.

#### John Boles

John has been a longtime Northsider in the Cherokee neighborhood. He is a self-described golf addict, but after retiring a couple years ago, decided he had some time to get involved. John would like to help foster business development, expansion and retention in order to increase employment opportunities for area residents. He has a finance background and will jump right in by serving as the NPC treasurer.

#### Steve Reese

Steve learned about NPC at a FEED Kitchens fundraiser and, due to a recent career change, realized he now had the time to give something back to his community. A Northsider for 17 years in the Cherokee neighborhood and now working in real estate, Steve is interested in the Northside



NPC Board (front row, left to right): Nancy Stillwell, Sue Gleason, Marti Ryan, Tiffany Werner, Jim Krueger, (back row, left to right) Travis Currier, Steve Reese, John Boles, Nikki Sanders, (not pictured) Felicia Butler.

Economic Development Coalition and helping to showcase the Northside to attract new residents and businesses.

#### Jim Krueger

Jim is the executive director of the North/Eastside Senior Coalition (NESCO) and has been working alongside NPC for years. More recently Jim has been part of the Northside Nonprofits Network. Jim decided to bring that nonprofit and board experience in budgeting, board development and fundraising to the NPC Board, not to mention his dedication to the needs of our senior citizens.

#### Tiffany Werner

Tiffany has been looking for a way to be more proactive in the community since

moving to the Nobel Park neighborhood to join her husband, who has owned a home in the area for almost 10 years. She has a strong volunteer background and is interested in organizing a volunteer network. She also hopes to re-establish the neighborhood association. Tiffany is a scientist with an interest in food-related efforts like FEED Kitchens and Community Groundworks. Tiffany and her husband will also be welcoming their first child in 2014.

#### Terrie Anderson

Terrie Anderson has been a remarkable leader, making her mark on so many Northside efforts over the years, such as Community GroundWorks, where she stills serves as a board member; the Northside News,

where she serves as both a contributor and dedicated proofreader; and most recently as one of the forces behind FEED Kitchens. Even though she is stepping down from the board, Terrie plans to be active in the new Northside Fund. We thank Terrie for her vision, character, integrity and get-it-done nature in everything she's involved with. She will be missed, but luckily she is not going far.

Tiffany, John, Jim and Steve join on-going board members Nikki (Moriarity) Sanders, Nancy Stillwell, Travis Currier, Marti Ryan, Felicia Butler and Sue Gleason. We meet on the third Wednesday of the month from 6-8 pm at the Warner Park Community Recreation Center. Guests are always welcome.

Photo by Karen Bassler

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**NORTHSIDE PLANNING COUNCIL**

Photo provided by Betsy Ezell



Lana, bakery trainee, selling River Bakery products at a River event.

**Collaboration from page 1**

from bakery sales go toward business costs and future training sessions. Each purchase helps put someone to work and escape dependence on a food pantry.

The Feb. 9 River Bakery stand will sell items from its product lines, including cookie dough, breakfast pastries, biscotti and more. This is a great opportunity for people to taste River Bakery products, since it currently doesn't have its own retail space. Select River Bakery items are available at CSN at Northgate Shopping Center and can always be purchased by special order. Call Jim at 843-5850 to place an order.

"Though it may seem like an ordinary thing, the food drive and River Bakery sale feel like a significant event in the collective life of the Northside," said Betsy Ezell, development director at The River Food Pantry. "Just think about it. You're reading an

article in the Northside News about an event at the Northside Farmers Market that will benefit a Northside nonprofit that is helping lift people out of poverty by using the FEED Kitchens. The Northside Planning Council helped make this possible for us."

"We are very grateful for the ways the Northside Farmers Market continues to reach out and partner with The River," said River Food Pantry Director Andy Czerkas. "In 2013, Northside Farmers Market vendors donated 7,500 pounds of produce to The River."

**About The River Food Pantry**

The River provides pantry assistance, hot nutritious meals, clothing, household goods and furniture and serves more than 2,600 families per month. Find out more at [www.riverfoodpantry.org](http://www.riverfoodpantry.org) or call 442-8815.

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Do you have a secretly amazing chocolate cake recipe or an outstanding plan for making and selling fruit snacks?

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Come learn if the FEED Kitchens are what you need to launch your interpretation of food entrepreneurship. The kitchens are open to users who just want space to make a large batch of their signature salsa to give as gifts, as well as to people operating food carts who need a home base and cooks looking for space to make quantities of their product to sell to grocers.

**FEED INFORMATIONAL SESSIONS**

To find out what can be done at FEED Kitchens (almost anything), how to apply to be a user, what the user fees are and more, sign up for our upcoming information sessions:

**Saturday, Feb. 22, 2-3:30 pm**

**Tuesday, Feb. 25, 6-7:30 pm**

**FEED Kitchens  
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BUSINESS

## City installing traffic camera to monitor Sherman Avenue

By Lauri Lee  
Northside Business Association

Sherman Avenue Merchants and Northside Business Association representatives Dorothy Borchardt and Lauri Lee met with city traffic engineering staff in December 2013 for the first review of the Sherman Avenue road project, which was installed Aug. 1, 2013. Periodic meetings will be scheduled with David Dwyer and his staff through Feb. 1, 2015, to monitor safety issues and traffic problems connected to the installation of a two-way left turn lane (TWLTL) and bike lanes on North Sherman Avenue.

One challenge caused by the changes involves the train crossing. Long traffic backups often extend well past the stoplight at Aberg Avenue. The delay causes some drivers to perform unsafe maneuvers to get out of the long line and then cut through the surrounding neighborhood or the NorthGate parking lot. At the Sherman/Aberg intersection, there

are concerns about the speed and timing of drivers entering the turn lane, causing other drivers to fear being hit or to take evasive action.

To monitor and address train crossing concerns and impact on this busy intersection, the city is installing a traffic camera on the stoplight at the Sherman/Aberg intersection. This camera provides a real-time view of what is happening in traffic that is viewed and monitored by city traffic engineering staff. The camera can be rotated to capture a view of traffic from all directions surrounding this intersection, extending to the train crossing. When backups are observed, the timing of the stoplight will be altered to facilitate the movement of traffic. The camera will also allow the city to collect data about the train crossing to better assess what is happening and what options may be available. The camera can also capture bike and pedestrian data, as well as problems entering and exiting driveways at NorthGate.

## Tennyson Lane gets more than a senior living campus

By Sue Berg  
Independent Living, Inc.

Building a new senior living community is synergistic. An architect turns a vision into drawings of buildings and landscapes. A contractor turns the two-dimensional drawing into a three-dimensional presence. Prospective residents breathe life into the campus and make it special.

“The senior community planned for Tennyson Lane will be a great deal more,” said Rita Giovannoni, chief executive officer of Independent Living, Inc. The local nonprofit organization is in the design phases that are beyond drawings on paper. Just as important are the plans to foster healthy living.

On paper, architect Gene Wells is leading the Engberg Anderson firm in shaping the buildings and organizing the space. Construction manager CG Schmidt will soon be estimating costs for materials and labor. The first phase of the Tennyson Lane project will be the most costly to build. It will include community spaces — lobbies, café and meeting rooms — as well as 120 apartments, assisted living units and memory care units. Eventually, the campus will have accommodations for 300 or more residents.

“This senior housing community will be more than residents with apartment numbers,” Giovannoni pledged. “It will be a place where people can have full lives, shaped by their interests and supported by professionals as needed,” she said. Instead of a collection of individual residents, the goal is to create a community that benefits from wellness, sustainability and intergenerational experiences.

These three values will be delivered through programming. Giovannoni envisions programming that is more than classroom presentations or a set of instructions. It’s a much bigger picture. For example, one of the proposed wellness programs focuses on fall prevention. About one-third of seniors fall each year, and falls often lead to a debilitating loss of independence. The wellness program combines educational classes, balance and coordination exercises, medication reviews and apartment adjustments to minimize trip hazards.

A sunny on-site fitness center will focus on senior needs, including fall prevention.

The fitness center will be available for neighborhood use, too.

Sustainability is another area of focus for the Tennyson Lane community. Under consideration are practices for energy efficiency, recycling, rainwater conservation and turning food waste into garden compost.

Capturing quite a bit of excitement are prospects for intergenerational activities, particularly with Lake View Elementary School. Nearly next-door neighbors, the school and the senior campus may develop programs around reading skills, art, or even the small orchard planned for the landscape.

Making the programs and housing real requires financial investment, and the capital campaign Building Independent Futures is ongoing. Donations are crucial to launching the first phase of construction. To learn more about how contributions matter, contact Nicole Schultz, fund development director, at 274-7900 or nschultz@independentlivinginc.org.



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## NBA's Breakfast with Santa raises \$5,500 for area food pantries



**TOP:** Jim Carrier volunteers as the pancake chef at the recent NBA's Breakfast with Santa. **MIDDLE:** At the January meeting, the Northside Business Association presented checks totaling \$5,500 to Northside food pantries. The Breakfast with Santa event in December 2013 raised the money by serving a pancake breakfast to area children, who also got to sit on Santa's lap. Pictured are (L-R), Pastor Gerry Kuhnke, Bread of Life Food Pantry; Rhonda Adams, The River Food Pantry; Randi Matthews, Lakeview Lutheran Church Food Pantry; and Steve Nelson, NBA Breakfast with Santa chairman. **BOTTOM:** Volunteer servers at the December NBA Breakfast for Santa make the event an annual success.

Photos provided by Steve Nelson

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**BUSINESS**

# New Northside meeting location added for women entrepreneurs

By Lauri Lee

Wisconsin Women Entrepreneurs Southcentral, Inc. (WWE) is adding a Northside location for their popular breakfast networking meeting. Meetings will be held on the fourth Friday morning of the month (Feb. 28 and March 28). Nonmembers are welcome if you are a woman entrepreneur or are thinking of starting a business. Please visit [www.wwesouthcentral.org](http://www.wwesouthcentral.org) to find the weekly Friday morning breakfast locations around the city.

WWE is an organization of women entrepreneurs, business owners and service providers in south-central Wisconsin. The group offers an inspiring mix of networking, support and business education at multiple meetings around Madison each week. Members come from a variety of industries and backgrounds to share experiences and resources in a collaborative environment.

Informal networking begins at 8 am, and the breakfast networking meeting is held from 8:30–9:30 am. A buffet breakfast is planned. Reservations are required. Visit [www.wwesouthcentral.org](http://www.wwesouthcentral.org) and click on WWE in the Morning (North) to specifically register for the Northside location. For additional questions, contact Lauri Lee at [Lauri@communicationconcepts.me](mailto:Lauri@communicationconcepts.me) or 334-4969.



Graphic provided by Northshore Rentals

# Granite Ridge offers great community spaces

By Lauri Lee  
Northside Business Association

Construction is underway for Granite Ridge, a four-story, mixed-use apartment building that will include 61 residential dwelling units and three to four ground-level commercial spaces, at 3302 Packers Ave. This affordable housing is being built by Northshore Rentals to appeal to a mix of young professionals, students and newly retired individuals.

The amenities set it apart from the average Northside apartment complex. “This building could have been built for less money or with more units, but I had this vision for great community spaces for tenants to be able to socialize and build a sense of community,” said Todd Gebhardt, owner of Northshore Rentals. A rooftop terrace and four-season

atrium overlook the airport for a sense of movement and energy. The building’s U-shape creates a private courtyard green space with a fountain and seating that can be viewed from the apartments. The landscaping and arbors help make it feel secluded, yet safe, while relaxing in the afternoon sun.

The investment in this style of building shows Gebhardt’s pride in the community he has called home since 1981. “I wanted to invest in my Northside community and breathe new life that would positively impact and spur other good developments for this side of town,” he said.

Apartments are planned for August 2014 occupancy. There are 20 different styles of one- and two-bedroom apartments in the \$900–\$1,200 range. The apartments will

have elevator access, underground and surface parking for cars and bicycles, free wireless Internet, vinyl wood floors and a balcony or patio. The apartments will be professionally managed by Northshore Rentals.

The commercial space on the bottom level of the building can be configured into three or four spaces, depending on the size of a business. One of the spaces will be used for Northshore Rentals’ offices, and Gebhardt hopes a great restaurant with outside seating will occupy one of the other spaces. Northshore Rentals is interested in talking with businesses looking for commercial spaces.

For updates and more information, visit [northshore-rentals.com](http://northshore-rentals.com) or call their office at 661-9900.

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