Rosedale Business of the Month
Strasser Hardware
Address: 910 Southwest Blvd.
Phone: 913-230-0858
Hours of Operation: Mon. – Sat., 7 a.m. – 7 p.m., Sun., 9 a.m. – 5 p.m.

One cannot talk about the history of Rosedale for very long without mentioning Strasser Hardware. Founded in 1917, Strasser’s has been a community institution and pillar since its beginnings.

Thus, it is no surprise that Strasser’s is teaming up with RDA and other local businesses and agencies partners for Join Hands Day on May 7. Join Hands Day is an inter-generational day of service to improve neighborhoods across the country. This year, RDA is using the occasion to transform the empty lot behind our office into “Rosedale Paradise,” a kid- and family-friendly location replete with picnic tables, a patio, a grill, and a picket fence, among other things.

Steve Williams, Strasser’s Store Manager, has agreed to coordinate and solicit donations from other area businesses for the project. Strasser’s will also donate a barbeque grill and any other necessary items. The Join Hands Day project is just one of many ways that Strasser’s gives back to its community.

The store contributes to many community projects and initiatives in Rosedale and the greater Kansas City area. “We like to be involved,” says Williams. Strasser’s often hosts special events for customers. For example, on April 22 & 23, the store offered a free lunch from 11 a.m. – 2 p.m., and provided a 15% discount on all power tools and power equipment. Earlier in April, the store hosted a free pancake breakfast, and customers could obtain a free 5-gallon bucket and get 25% off everything they could fit in the bucket.

Accrding to Williams, Strasser’s is “not your cookie-cutter retail store.” It has a unique flavor, accentuated by its excellent customer service and small-town atmosphere.

Customers come from as far away as Lee’s Summit and St. Joseph’s because of the store’s outstanding reputation and vast inventory. “We’re really proud of our service,” says Williams. Well, Strasser’s, Rosedale is proud of you, too.

The Rosedalian
Rosedale Development Association Newsletter

Rosedale plans for future development

On the evening of April 5, about 120 people attended the final public meeting on the Rosedale Master Plan, held at the Landon Center on Aging. RDA Executive Director Wendy Wilson presented the background and current status of the Plan and then solicited input from the assembled crowd. The purpose of the meeting was to gather suggestions and concerns from the public in order to make final adjustments to the Plan before it goes to the United Government Planning and Zoning Commission for approval on June 13.

The Master Plan, which details land use for the eastern portion of Rosedale, is a much-needed update to the one currently on record at City Hall (the old plan is close to 25 years old). The Plan is the result of an extensive process of community dialogue and collaboration over the past year. Leaders from the Frank Rushton, Spring Valley, Hansontown Heights, McFarland Heights, Hilltop, and Volker neighborhoods, as well as representatives from area businesses, agencies, schools, churches, and the University of Kansas Medical Center partnered with RDA to develop the Plan.

The Hall Family Foundation, the William T. Kemper Foundation, Univ. of Kansas Hospital, and Univ. of Kansas Medical Center provided funding for the Plan. Godd Evan, an architect, and design firm, served as the Plan consultant.

At the meeting, it was apparent that some confusion and misconceptions exist about the Plan. It does not affect the current status of existing property and property owners. The Plan does not change current zoning. Rather, it is a roadmap for any future development in the area covered by the Plan.

It is designed to ensure that any future development corresponds with what the community wants and needs. For example, in the future there might hypothetically be a private developer who wants to build an apartment complex at Southwest Blvd. and Rainbow Blvd. When the developer presents his proposal to the United Government, the Commissioners will look at the Master Plan and see that the Southwest and Rainbow intersection is planned for commercial development. Thus, they might reject the developer’s bid to build the apartment complex at that location because it does not comply with the currently adopted Master Plan.

The U.G. will use the Plan to make decisions on future change-of-zone requests and development proposals, but the Plan does not threaten existing property owners and their rights. The Planning and Zoning Commission will discuss and possibly vote on the Rosedale Master Plan at their June 13 meeting. For more information, visit the RDA website: www.rosedaleassociation.org.

From the Director

How do we truly say THANK YOU to Mayor Carol Marinovich for her vision, leadership, and commitment to our community? Carol was never aloof or self-important. She has always been there for neighborhoods and willing to listen. Her leadership restored respect to the office of Mayor of KCK. She led the change to give power back to the residents and to trust in the collective wisdom. At times it was painful to watch as she bore the brunt of attacks from those who wished to destroy her and her work for their own power and financial gain. But she is tough, a fighter and just what we needed most.

We know that just because she is no longer Mayor she will not stay idle. She will still work toward community improvement. It’s in her blood. I hope that it will be a little less stressful for her.

Carol Marinovich

There could be no better way to honor her than for all of us to work toward making KCK the premiere “Community of Choice” in the KC Metro area.

— Wendy Wilson

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May 2005
RDA gets an extreme makeover on Join Hands Day

Mark your calendars for May 7, and join dozens of volunteers as they transform the courtyard behind RDA's office into a slice of urban paradise.

The purely volunteer effort is part of Join Hands Day, a national event that unites young people and adults in an effort to make their neighborhoods better. The much-needed makeover will nearly double RDA's space for youth programs — just in time for summer.

The name of the new space, Rosie Lake, was chosen by former Rosedale Youth Academy students during a collaborative brainstorming session.

Many events and youth programs will be held in the space, including Rosedale Youth Academy reunions, outdoor movie nights, summer enrichment programs, poetry readings, and Rosedale Knights Chess Club meetings.

Join Hands Day volunteers will get to roll up their sleeves for a variety of tasks, as the master site plan calls for installingicket fencing; a stage; a mural; picnic tables, a bird bath; a bench; native plants, trees and shrubs; and a paved patio. Each project will involve at least one youth and one adult volunteer.

The Rosedale Paradise project has been made possible through the generous support of the Shawnee and Wyandotte chapters of Thrivent Financial for Lutherans; Jim Millum; Ditching; Patrick Painting and Sidings; Steiner Hardware; Suburban Lawn and Garden; and TransSystems Corp. — Wendy Wilson

It’s Different

Change. It seems to me that life and change are moving more and more swiftly. Changes are afoot in our community as developers look to construct new homes, as young first-time homeowners choose to live in Rosedale, as RDA sponsors and partners with larger numbers of youth, families, and volunteers. Soon, a new courtyard designed and built with volunteer labor and donations will be in place behind the RDA office for use by the community.

So, we decided that our image needed a change also, and just in time for a very talented graphic designer arrived from the west, Elizabeth Johnston, owner of Lizardbrand Inc., a graphic design company, recently moved to Rosedale from Longmont, Colorado and is volunteering to help us with our image. She is responsible for the new look and name of our newsletter and has designed a new logo for us. Thank you, Elizabeth and welcome to Rosedale. — Wendy Wilson

Join in the fun!

Volunteer

Volunteer assignments are filling up fast. If you'd like to volunteer, please contact Kelly Janeder as soon as possible at 913-677-5097. All volunteers must attend a brief orientation prior to Join Hands Day. Assignments still available include:

- Artists for project site
- Hospitality coordinators
- Landscapers
- Time painters
- Photographers
- Flamingo table builders
- Stage builders

Rosedale Development Association

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale. 1403 Southwest Blvd. Kansas City, KS 66103 Phone: 913-777-9347 Fax: 913-677-2347 www.roseedaleassociation.org Monday-Friday, 9 a.m. — 5 p.m.

Wendy Wilson, Executive Director

Linda Wright, Office Manager

Kelly Janeder, Volunteer Coordinator

Joel Gowing, MVS Volunteer

1st Annual Senior Celebration!

Hosted by the Landon Center on Aging
3599 Rainbow Blvd.
Saturday, May 7, 2005
10 a.m. — 3 p.m.
Music, Food, Classes, Art Fair, Door Prizes, Health Screenings
Free and open to the public

Attention Wyandotte County Residents!

The 2005 Household Hazardous Waste Collection and Recycling Days are coming up May 21, June 18, July 16, Aug. 20, Sept. 17 and Oct. 15. Hours are 8:30 a.m. — 1 p.m.

Items Accepted:

- Tires (limit 10)
- Motor Oil
- Batteries
- Antifreeze
- Degreasers
- Paints
- Varnishes
- Solvents
- Household Cleaning Products
- Lawn & Garden Insecticides/Pesticides
- Plastics
- Newspapers
- Cardboard
- Office Paper
- Aluminum Cans
- Metal Cans
- Glass Bottles

Bring your items to: 2443 South 86th St, Kansas City, KS

National Do Not Call Registry

To avoid having telemarketing companies call your cell phone, sign up for the National Do Not Call List. To register, call 1-888-382-1222 or go to www.donotcall.gov.

Membership Application

Annual Business Dues: $100  Annual Household: $15

Name of Business or Name of Household

Address  City  State  Zip Code

Contact Person

Day Phone  Evening Phone  Fax

Please mail application, along with check made payable to Rosedale Development Association
1403 Southwest Blvd.
Kansas City, KS 66103
Dr. Lozada pauses during an eye examination in his new office, located at 3424 Rainbow Blvd.

The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

Young family enjoying new home in Rainbow Park

“We feel caught up in something larger than ourselves,” says Brian Postlewalt, a new homeowner in the Rainbow Park development and pastor of Trinity Church of the Nazarene at 4418 Rainbow Blvd. The Rainbow Park development, which is located in the area west of KU Medical Center and the 39th St. corridor, is the result of a partnership between City Vision Ministries, the United Government, and RDA.

Postlewalt and his wife Becky, and 2-year-old daughter Madelyn moved into their new house at 3915 Lloyd in April. The family was attracted to the Rainbow Park development because they needed a larger home, but they also wanted to stay in Rosedale.

Postlewalt says, “We love the area, we love the diversity, being close to city amenities, and being close to the 39th St. corridor. We enjoy the high-density neighborhood and being within walking distance of many community services.”

In addition to Rainbow Park, RDA and City Vision Ministries are also working on the Mission Cliffs development, which will consist of 120 new housing units. The units will be townhomes and single-family homes. Mission Cliffs will be constructed near Rainbow Park in the area west of KU Medical Center. The ground breaking is scheduled for later this summer.

Being a pastor in Rosedale also contributed to Postlewalt’s desire to remain in the Rosedale community. “We really want to contribute positively to the stability of the neighborhood,” says Postlewalt. “We are creating community within an urban environment.” Interestingly, Postlewalt is one of three pastors who have moved into new homes in Rainbow Park.

For more information on the Rainbow Park and/or Mission Cliffs housing developments, including information on purchasing new homes, contact John Harvey, Executive Director of City Vision Ministries: (913) 371-5200. Also, visit www.cityvisionministries.org/robinson.html.

Construction update

1. The Shawnee Road Bridge over 7th St. has been reopened to traffic after a $3.9 million project to replace the bridge deck. There will be a single-day closure of the bridge in a few weeks to place the final surface on the deck.

2. Two resurfacing projects are slated to begin by the end of July. The first is on Southwest Blvd., from the Mission Rd. overpass to Iowa St. (near Holy Name Church). There will be a 2-mile and 2-week overlay, thus maintaining the same elevation and slope on the street. RDA had lobbied for a deeper mill to help reduce water runoff into the businesses along the Boulevard. The second resurfacing project is on Mission Rd., from 43rd Ave. to the I-35 viaduct bridge.

3. The reconstruction of the Mission Rd. viaduct bridge to I-35 is scheduled to be complete by October, corresponding with the planned date of completion for the section of I-35 that is being worked on near Mission Rd. In addition, the entrance ramp from Southwest Blvd. to Mission Rd. south could be reopened as early as July.

Source: United Government City Engineer and Public Works Department

Studio 804 house on Shawnee Road now complete

Students from the KU School of Architecture finished work in late May on a new home in Rosedale, located at 750 Shawnee Road. The students were a part of Studio 804, an upper-level program at KU that teaches students how to use innovative design and cutting-edge architecture to build an affordable home in the local community.

This is the second consecutive year that Studio 804 has partnered with RDA, City Vision Ministries, and the Unified Government to bring a new home to Rosedale. Last year’s home at 3800 Lloyd was awarded Home of the Year in Architecture Magazine.

This year’s house is just as impressive. The 1,200-square-foot house, which contains two bedrooms and a bathroom, was prefabricated in Lawrence and brought to Rosedale in six pieces. It features beautiful cedar

Continued on next page ➤
Rosedale youth begin summer jobs

RDA's Summer Youth Employment (SYE) program is up and running for 2005. An annual program funded by the Board of Public Utilities, SYE places high school-age youth at a local business or agency for the summer. For many of the participants it is their first job, but it is an excellent opportunity to gain some work experience, learn about a particular profession, and earn some money. Each youth must submit an application and participate in an interview with RDA in order to be accepted into the program. This year, there were 32 applicants, but RDA could only accept 14 due to the size of the grant from the BPU.

After acceptance into the program, each youth is required to attend a week of training sessions to help them prepare for their work experience. Then, they must participate in a second interview with their prospective employer and a representative from RDA, before they officially start working.

This year’s workshop was held June 6-8. The sessions covered topics such as “Managing Your Money,” “Workplace Conflict,” and “Building Self-Esteem.” The highlight of the week was the panel discussion on June 9, which featured Rick Rehore (Pewaukee Police Dept.), Eleanor Libson (doctor), George Kemper (KU community police officer/pastor), and Elizabeth Johnston (assistant director). The panel members talked about their respective professions, gave advice, and answered questions from the youth. Thank you to all of the guest speakers from the week of training. RDA appreciates your involvement with the Rosedale community.

Youth will be placed at local businesses and agencies, including KU Med Center, Bank Midwest, Rosedale Middle School, and Southwest Blvd. Family Health Clinic. RDA will continue to monitor the youth throughout the summer and be in communication with their employers.

RDA is always looking for new businesses or agencies that might be willing to employ a youth for the summer. If you are interested, contact Joel Goering (913) 677-5097.

Rosedale Ridge update

RDA continues to work to provide transportation opportunities for the residents of Rosedale Ridge Apartments. A low-income housing complex located at 2101 S. Mill St.

To address the needs of nearby public transportation options, RDA has teamed up with Phoenix Family Housing and Trinity Church of the Nazarene to offer mini-bus service to residents on a bi-weekly basis. A member of the church drives the church’s 14-passenger mini-bus, which picks up residents at the apartments and takes them to the shopping district at 48th and Roe in Roeland Park. The service is offered on the 1st and 3rd Tuesday of each month.

So far, the service has not been utilized very much by residents, so adjustments might have to be made.

On Saturday, June 4, the Rosedale Ridge Fall Fair was held on the apartment grounds. RDA and Phoenix Family will partner once again on this project. Students and staff from the University of Kansas Medical Center provided free on-site health screenings for both adults and children, including tests for blood sugar, blood pressure, cholesterol, asthma, vision, hearing, and depression. A representative from the U. S. Health Dept. was also present to provide information and answer questions.

Jazz Camp to play at RDA

A summer jazz camp for youth, called “Open Your Eyes to the Life of Jazz,” will be held at the Koch Center, 1401 Southwest Blvd. in Kansas City, Kan., from June 20-July 21 (the Koch Center is the community area located next door to RDA’s main office).

The camp is sponsored by the Kansas Performing Music and Arts Association (KCPMAA), which is directed by Elwanda C. Richardson. Campers will get a chance to improve their own playing abilities as well as all aspects of jazz theory and history, sound velocities, time signatures, and rhythm patterns. Students will also work on phrasing, sight-reading, tone quality, breathing techniques, and improvisation.

The goal of the jazz camp is to provide a meaningful and educational opportunity to 50 area underserved youth through mentoring and development in the areas of jazz music. For more information, visit www.kcmopa.org or contact Elwanda Richardson: (913) 558-8419.

Rosedale icon H.L. “Hatty” Hatfield passes away

H.L. “Hatty” Hatfield, 89, a longtime Rosedale resident, died in late April of heart failure. Hatfield was born on Nov. 4, 1918, in what was then Kansas City, Kan. Hatfield grew up in Rosedale. A veteran of World War II, Hatfield was a member of the 99th Pursuit, a unit that was a member of the American Legion. He also was a member of the American Logans. He owned a Bingo Parlor, Hatfield’s Mow Girl on 47th St., for 30 years. Hatty will be missed.

Membership application

Annual business dues: $100  Annual household dues: $15

Name of business or name of household

Address

City  State  ZIP code

Contact person

Day phone  Evening phone  Fax

E-mail address

Please mail application, along with check made payable to Rosedale Development Association, 1401 Southwest Blvd., Kansas City, KS 66103