



The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

www.rosedale.org

A new streetscape in rosedale

Plans were announced in July for a five acre development along Rainbow from 39th to 40th St. bordered by Adams on the east. In keeping with Rosedale's master plan, the mixed-use development will have an 89-room hotel, apartments and street level retail space totaling 30,000 square feet.

Among the design highlights are sidewalk storefronts, low-rise buildings up to five stories, brick and stucco surfaces, and accommodations for pedestrians and cyclists. Landscaping will buffer homes adjacent to the complex as well as offer a welcoming and attractive environment.

Lane 4 Property Group is the developer, along with the architect firm, Davidson Brown. According to spokesperson, Chase Simmons, the plan has evolved during the past 2 ½ years and reflects key community needs.

With the addition of a new hotel and commercial space for restaurants and retail, the area will help keep the dollars currently going to Missouri in Wyandotte County. The addition of high quality, safe housing is another plus



The new development plan along Rainbow will keep retail income in Rosedale while also providing good housing opportunities. The plan incorporates green design principals.

for the community.

The development plan is guided by green development principles and practices such as energy efficient design, the use of recycled and reclaimed materials and the reduction of solid waste during construction.

Lane 4 Property Group plans that their buildings will qualify for Silver Level LEED (Leadership in Energy and Environmental Design) Certification. This industry standard rating indicates a

healthy work and living environment.

The developers are working with the Unified Government to explore available public financing tools to assist in the completion of the project. Ideas include creating a community improvement district and tax increment financing for maintenance.

Future community meetings to hear more about the 39th and Rainbow development will be posted on the RDA web site at www.rosedale.org. 


A Shout Out to Volunteers!

Thanks to Donna Bachler and her "Bachler Boot camp" whose members put a fresh coat of paint on the Koch Center, our popular community room, and built new steps to the outdoor terrace. The Saturday work crew included Ann Altenhofen, Don Bachler, Stephanie Colman, Jennifer Ethington, Gayle Hatheway, April Jones, Carla Medina, Megan Read, Dory Sabata and Sara Salkind.

Board nominations due

RDA reserves two at-large board positions for members who are nominated and elected by a vote of the membership. The next term of office is January 1, 2010 through December 30, 2010. The board meets the fourth Tuesday of each month at 5:30 p.m. throughout the year. The board sets strategic direction,

makes sure the organization is fiscally sound and measures the success of program and services. Serving on the RDA board is a rewarding volunteer job that benefits the entire community.

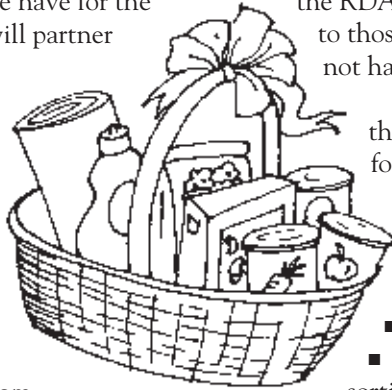
Nominations for these positions are due in writing to the RDA office, attn: Wendy Wilson by November 15. 

Feed-a-Family program returns in November

With the economy, layoffs, decreasing home values, many people in Rosedale and throughout the metropolitan area will be feeling the pinch this holiday season.

In response, as we have for the past 24 years, RDA will partner with the Ministerial Alliance, residents and businesses to provide holiday gift baskets to families and senior citizens in Rosedale as part of the annual Feed-a-Family program.

RDA receives referrals for the program from neighborhood groups, schools, churches, and others. After brief screening process, RDA contacts each recipient and tries to determine the specific needs of each family or older adult. We



then solicit donations of cash and non-perishable food items and compile the donations into baskets for each recipient. A few days before Thanksgiving, the families then pick up their basket at the RDA office. Baskets are delivered to those who are homebound or do not have transportation.

You can get involved in this important effort in the following ways:

- Donate non-perishable food items and household products.
- Make a cash donation.
- Sponsor a complete basket
- Volunteer to assist with sorting and distribution.

For more details, to get a list of needed donation items, to make a referral and/or to get involved in the Feed-a-Family program, call the RDA office: (913) 677-5097. ☒

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.

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www.rosedale.org
Monday-Friday, 9 a.m.-5 p.m.

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www.lizzardbrand.com

Board of Directors,
www.rosedale.org/
who_board.htm

It all adds up to 418 hours (longer headline if possible!)

Thanks to a group of 10 volunteers known as "Bachler Boot camp," the Koch Center has a fresh coat of paint and there are brand new steps leading to the outdoor terrace behind the RDA office. **8 Volunteer hours**

July 30: It was all in a day's work for 21 KU Med 1 students who teamed up with two Rosedale teens to scrape and paint a large two-story house this summer. The owners, Earnest and Jackie Hanna, were thrilled with the results. **184 volunteer hours**

Sept. 10: A volunteer crew from Proctor & Gamble chose Rosedale for their community service day. The group of 14 employees rolled up their sleeves and dismantled a make-shift camp set up in a wooded area close to Fisher Park. The accumulated trash and discarded clothing were hauled through the woods and thrown out. **42 volunteer hours**

Sept. 12: Several days later, seven volunteers from Young Democrats of Wyandotte County tackled another temporary shelter site located near the top of a hillside in the woods. They hauled trash and debris a long distance down the hill for pick-up. Board member, Jeff Lysinger and his son, Derek, also



LINDA WRIGHT PHOTOS

took part in the project. **27 volunteer hours**

Sept. 19: Fisher Park also benefited from a litter cleanup project done by a group of eight representing Job's Daughters. A number of bags of trash were collected by the volunteers who helped restore the park to its natural state for all park visitors to enjoy. **40 volunteer hours**

Sept. 26: A group of 14 KU Med 1 students along with a Rosedale volunteer completed minor home repairs and painting for senior citizen Gertrude Clifton. Ms. Clifton appreciated all of



Volunteers Derek Lysinger, above left, and Justin Hamilton, above right, and many others generously gave their free time to work hard at cleaning up parts of Rosedale.

their work. **45 volunteer hours**

RDA heartily thanks all the volunteers for their hard work. ☒

CVS is coming

The familiar CVS pharmacy chain is building a new store on the corner of 43rd and Rainbow Blvd in the coming year.

Located on the site of the vacant QuikTrip convenience store, the store will be tailor-built to the corner and showcase what has come to be known as urban architecture.

Instead of the "big box" building concept commonly found in suburban retail developments, the new CVS will encourage walk-in customers by building close to the sidewalk along 43rd street and designing the parking lot with an eye to pedestrian traffic.

The building features a scaled down roof line, reduced signage and a façade that will tie-in with historic former fire station across the street.

The entrance from 43rd will be improved, and the adjacent vacant lot turned into a pocket park as part of the site development. Substantial landscaping will shield homes on Adams St. and provide an attractive view. Traffic volume on Adams will be limited by closing north access to the street.

The CVS plan received unanimous approval when presented to the Board of Commissioners for Unified Government.

The final plan is a result of more than six months of discussion and negotiation among representatives of CVS, city planning staff, RDA along with leaders and citizens in the Rosedale community.

Jeff Martin, engineer with Cedarwood Development Inc., responsible for developing the CVS project, believes the plan is among the most imaginative proposed by the company. He credits community involvement and input for helping to produce a far-from-ordinary project.

Community leaders commend CVS for their willingness to listen and respond to the community and, in particular, their efforts to match the vision of Rosedale's long range master plan for the Rainbow corridor. ☞

Passages

RDA wishes to acknowledge the recent deaths of the following Rosedale residents: **Wanda Bross**, age 49, member, Rose Alert Neighborhood group, passed away June 20. **Gale Horton**, age 84, member, Rosedale Congregational Church, passed away August 16. **Benjamin Schofield III**, age 70 passed away July 12, 2009. **Virgil Lee Sullivan**, age 84, member, Rainbow Mennonite Church, passed away July 4.

A healthy carnival?

Cotton candy and hot dogs were missing in action at the Healthy Kids Carnival held July 22 at Whitmore Park on Southwest Blvd. Instead a crowd of over 300 young people and adults happily feasted on a new kind of carnival cuisine: yogurt parfaits, veggie kabobs, homemade tostadas and grilled corn on the cob.

The Carnival, a benefit for the Rainbow Mennonite CDF Freedom School (RMCDF), was sponsored by the parent committees of RMCDF and the Rosedale Ministerial Alliance's new Healthy Kids Initiative, a community-wide effort to reduce childhood obesity.

Food wasn't the only attraction. Freedom School scholars, along with their families and friends, got into the carnival spirit by taking a turn on the Moonwalk, doing the limbo, playing team games and trying their luck at challenge games created by parent volunteers, such as an alternative cake walk.

Representatives from a variety of organizations hosted information booths. Participants included Bridging the Gap, the Argentine Library, the Environmental Protection Agency and the United Way.

A highlight of the day was a variety show staged by Freedom School scholars.

The healthy carnival drew a lot of attention including a front page story in the *Kansas City Star* and visitors from outside of Rosedale.



WENDY WILSON PHOTO

Freedom School intern John Mickens smiles and poses for the camera in full carnival attire. The Freedom School interns were integral in the success of the Healthy Kids Carnival. The carnival, complete with fun costumes as displayed above, was an attempt to encourage healthy habits among children.

The Healthy Kids Carnival was the second community event sponsored by the Healthy Kids Initiative to promote active living and healthy eating. To learn more about the Initiative or to volunteer, call 913-645-7826 or e-mail rosedalehealthykid@att.net. ☞

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
1403 Southwest Blvd.
Kansas City, KS 66103

Rosedale Business of the Month:

Midpoint National, Inc.

Address: 1263 S.W. Blvd., Kansas City, KS, 66103, **Phone:** 913-362-7400, **Website:** www.midpt.com

Ever wonder who put the shopping cart in your favorite on-line store? You know the cart that has made shopping a really easy experience instead of drudgery.

Midpoint National, a book distribution center and technology-based marketing service, could be responsible for your new-found shopping joy.

The Rosedale business started in 1988 as an order fulfillment provider for catalog companies and direct marketers. Today, the business distributes books and fulfillment items to book-sellers all over the country.

Among its clients are Barnes & Noble, Amazon, Borders, Beck and Taylor, Hallmark and John Deere. Midpoint also distributes sales materi-



WENDY WILSON PHOTO

Hannah Price, an employee of Midpoint National, smiles while she works within the heart of their distribution center which helps make internet shopping possible.

als, puzzles and miniatures including children's books for Tiger's Tales.

Using technology and hands-on service, Midpoint National has expanded to offer business solutions such as web-based applications, interac-

tive marketing and database integration and management. The company will place a shopping cart on a business web site to take orders directly from the consumer and help a business develop their web presence.

Midpoint provides support for businesses taking part in trade shows by packaging and shipping sales materials directly to trade show sites. One of its services is onsite tele-services including a 30-station call center.

Linda Reeder, a long time employee, says that Midpoint National took its name from being centrally located in the U.S.

Asked if the recession had impacted the company, Reeder said the economic down turn hasn't reached them. "Although," she said, "it did get slower there for a couple of months, we have a lot of orders." ☞



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