

# Layton Boulevard News



## Living in Silver City, Burnham Park, and Layton Park

Fall 2011

Layton Boulevard West Neighbors, Inc has been your dedicated neighborhood organization since 1995.

Your look into neighborhood events, activities, and resources

### Confidence Spurs Investment

By Peggy Shaw, Tau Volunteer

Greg and Josh Mertens understand the value of investing time and money into Layton Boulevard West as business owners and landlords. To them, buying and renovating rental properties in a great neighborhood is a sound investment.

"Living in the community, we have a pulse of the community," states Greg, "We know the property values and now is the time to take advantage of the market. As stakeholders in the neighborhood, we believe the commitment to the Silver City Main Street, the Quality of Life Plan, the green energy programs, the Hank Aaron State Trail, and location to the city frame the living environment for years to come."

Ten years ago, Greg and his wife, Dolly, shared the vision of moving to Layton Park. Dolly and Greg sold their house in New Berlin to renovate the flat above their business, Wild Flour Bakery, located on Lincoln Avenue and 28th Street. They invested more than \$200,000



Greg and Josh stand proud in front of their Historic Layton Boulevard Rental

(Continued on page 4)

### Confianza Estimula la Inversion

Por Peggy Shaw, Voluntaria de Tau

Greg y Josh Mertens entienden el valor de invertir el tiempo y el dinero en Layton Boulevard West tanto como empresarios y propietarios. Para ellos, la compra y renovacion de propiedades para rentar en el vecindario es una buena inversion.

"Viviendo en la comunidad, tenemos el pulso de la comunidad," dice Greg, "Sabemos los valores de propiedad y es hora de aprovechar del mercado. Como gente interesada en el vecindario, creemos que el compromiso al Silver City Main Street, el Plan de Calidad de Vida, programas de energia "verde," el Sendero Estatal de Hank Aaron y la ubicacion en la ciudad afectaran la calidad de vida para muchos años."

Hace diez años, Greg, y su esposa, Dolly, compartia la vision de mudarse a Layton Park. Vendieron su casa en New Berlin y renovaron el apartamento arriba de su empresa, la Panaderia Wild Flour, ubicado en la Avenida Lincoln con la 28. Inver-tieron mas de \$200,000 y trabajaron

(Continuada en página 4)

### Stories Inside

Neighbor Resources (2)

Volunteer Profile (3)

Neighborhood Plan (4)

Business Neighbors (5)

Block Celebrities (6)

Silver City Main St (7)

Turnkey Solar Update (8)

### Artículos en Español

Recursos Para Vecinos (2)

Perfil de Voluntario (3)

Plan del Vecindario (5)

Estrellas del Bloque (6)

### LAYTON BOULEVARD WEST NEIGHBORS

Sacred Heart Center  
1545 S. Layton Blvd  
(28th St. Entrance)  
Milwaukee, WI 53215

Phone: (414) 383-9038

Fax: 647-4886

Web: [www.lbwn.org](http://www.lbwn.org)

Twitter: [SilverCityMKE](https://twitter.com/SilverCityMKE)

Facebook: [Search Layton Boulevard](https://www.facebook.com/SearchLaytonBoulevard)

E-News: [Daniel@lbwn.org](mailto:Daniel@lbwn.org)

Founded and Supported by:



## Neighbor Resources

By Will Sebern

### Financial Wellness Workshop

Tuesday, October 18

6:00pm-8:00pm

Sacred Heart Center (28th and Lapham)

**Talk to an expert about managing your household budget in a tight economy.**

**Get a FREE Credit Report.**

Registration is limited. To obtain your free credit report and register for workshop, contact

Will at LBWN by October 11:

**414.385.5300 or will@lbwn.org**

### Annual Neighborhood Gathering

Thursday, November 3

6:30pm-8:30pm

St. Joseph's Center (1501 S Layton Blvd)

**Quality of Life Plan Unveiling**

**Most Improved Porch Contest Winners**

**Resources for Neighbors**

**Food from Neighborhood Restaurants**

RSVP TODAY!!! 414.385.5300 o will@lbwn.org

### Tour of Homes for Sale

Saturday, November 19

10:30am-1:00pm

Sacred Heart Center (28th and Lapham)

**Learn about \$30,000 grants for purchase and rehab of foreclosed homes.**

This tour will feature beautiful foreclosed homes priced just right for the first-time home buyer.

Register Today!!! 414.461.6330 or hri-wi.org

### Home Improvement Resources

LBWN can assist you with a variety of resources for your home improvement project. Contact Will at LBWN today to see if you qualify for a \$10,000 forgivable loan, a 0% interest loan, no cost home repairs, or energy efficient upgrades: 414.385.5300 or will@lbwn.org

### Energy Assistance / Weatherization

Winter weather is just around the corner. You may be eligible for assistance with paying your utility bills and/or making upgrades that will save you money on your electric bill. Contact SDC at 414.906.2800 today to apply.

## Recursos para Vecinos

Por Will Sebern

### Taller de Bienestar Financiero

Martes, 18 de Octubre

6:00pm-8:00pm

Sacred Heart Center (28 y Lapham)

**Hable con experto sobre como se manejan las finanzas en una economia dificil.**

**Obtenga un Reporte de Credito GRATUITO**

Capacidad Limitada. Para obtener su reporte de credito gratuito y inscribirse para el taller,

contacte a Will de LBWN antes del 11 de

Octubre: **414.385.5300 o will@lbwn.org**

### Reunion del Vecindario Annual

Jueves, 3 de Noviembre

6:30pm-8:30pm

St. Joseph's Center (1501 S Layton Blvd)

**Presentacion de Plan de Calidad de Vida**

**Ganadores del Concurso del Porche**

**Recursos para Vecinos**

**Comida de Restaurantes del Vecindario**

INSCRIBASE HOY!!! 414.385.5300 o will@lbwn.org

### Tur de Casas en Venta

Sabado, 19 de Noviembre

10:30am-1:00pm

Sacred Heart Center (28 y Lapham)

**Aprenda sobre becas de \$30,000 para la compra y rehabilitacion de casas "foreclosed"**

El Tur presentara casas "foreclosed" hermosas y a precios economicos para los que quieren

comprar casa por primera vez.

Inscribase Hoy!!! 414.383.8831 o hri-wi.org

### Recursos para Mejoras de Casas

LBWN le puede ayduar encontrar recursos para mejoras de casa. Contacte a Will para ver si califica para un prestamo perdonable de \$10,000, un prestamo de 0%, arreglos de casa sin gasto, o mejoras de la eficiencia de energia: 414.385.5300 o will@lbwn.org

### Asistencia de Energia / Aclimatizacion

El Invierno se nos viene. Ud. puede calificar para asistencia para ayudar pagar las facturas de la electricidad o para hacer arreglos para ahorrar dinero en las facturas. Contacte SDC al 414.906.2800 para aplicar.

## Volunteer Profile

By Lovie Hutson

Jesus Nañez is one of the many super-hero volunteers that LBWN counts on to make positive change in our neighborhood. He has been volunteering for the past year and has assumed many roles during this time. Jesus was especially active this summer with the Sounds of



Jesus Nañez, Volunteer

Summer Concert series. He worked with Main Street Manager Beth Haskovec in planning the line up for this year's concerts, recruited volunteers, manned the grill, designed signs and banners through his own design company DropZone Studios, and even played in two of the bands that performed! With his leadership, the concert series saw its highest attendance to date with 200 people attending the August concert.

Jesus got involved with LBWN when Beth saw the work of his design studio in some of the National Avenue businesses and contacted him to become a part of our volunteer promotions committee. This year he also joined the 2011 Asian Fest committee and was integral in adding a basketball tournament and a petting zoo to the event.

When asked what his most gratifying experience as a volunteer with LBWN has been, Jesus replied, "Just seeing different types of people socializing at the events, breaking race barriers... I guess that's what it's all about, seeing everyone with smiles on their faces and creating a sense of neighborhood and community."

If you are interested in volunteering with LBWN, please contact Lovie Hutson, our Americorps Volunteer Coordinator at [lovie@lbwn](mailto:lovie@lbwn) or 383-9038 x 5247.

For more information on Drop Zone Design Studios check out their website at: [www.dropzonedesignstudios.com](http://www.dropzonedesignstudios.com).

## Perfil de Voluntario

Por Lovie Hutson

Jesus Nañez es uno de los muchos superhéroes voluntarios con los cuales LBWN cuenta para hacer cambio positivo en nuestra comunidad. Ha sido un voluntario durante el año pasado. Jesús fue especialmente activo este verano con la serie de conciertos, "Sonidos de Verano." Él trabajó con la administradora de Main Street, Beth Haskovec, en la planificación de la alineación para los conciertos de este año, reclutó voluntarios, tripuló a la parrilla, diseñó carteles y pancartas a través de su propia empresa de diseño DropZone Studios, e incluso jugó en dos de las bandas que tocaron! Con su liderazgo, la serie de conciertos vio su asistencia más alta hasta la fecha, con 200 personas que asistieron al concierto de agosto.

Jesús se involucró con LBWN cuando Beth vio el trabajo de su estudio de diseño en algunas de las empresas de la Avenida Nacional y le pidió que se uniera al comité



Tripulando la parrilla

de promoción. Este año también se unió al comité de Asian Fest 2011, y ayudo mucho con la adición de un torneo de básquetbol y un zoológico para el evento.

Cuando se le preguntó cuál era su experiencia más gratificante como voluntario con LBWN ha sido, Jesús respondió: "Sólo ver los diferentes tipos de personas interactuando en los eventos, rompiendo las barreras raciales ... Supongo que de eso se trata todo esto, viendo a todos con sonrisas y la creación de un sentido de vecindad y comunidad. "

Si a usted le interesa ser voluntario con LBWN, comuníquese con Lovie Hutson, nuestra Coordinadora de Voluntarios de Americorps a [lovie@lbwn.org](mailto:lovie@lbwn.org) o por teléfono a 383-9038, x 5247

Para más información sobre DropZone Design Studios visite su sitio web en: [www.dropzonedesignstudios.com](http://www.dropzonedesignstudios.com).

# Quality of Life Plan Nears Completion

By Daniel Adams

Thanks to the support of the Zilber Family Foundation, LBWN has spent the last 9 months working with residents and other stakeholders on the creation of a Quality of Life Plan. This plan will capture the vision of residents and community needs in order to set goals for the future and prioritize steps this neighborhood can take to become healthier, safer and economically stronger. Over 230 people have participated in the development of this plan.

The combined ideas of these people led to the creation of a neighborhood vision and a set of seven strategies to reach that vision.

To learn what goals are outlined within each of these strategies and what the community vision entails, [join LBWN on Thursday, November 3<sup>rd</sup> at 6:30pm at the Layton Boulevard West Annual Gathering](#), held at the St. Joseph's Center at 1501 S. Layton Blvd. We will unveil the Quality of Life Plan and celebrate a years worth of work in the neighborhood, and identify ways neighbors can help to implement the plan.

For more information and to RSVP for Nov. 3<sup>rd</sup>, contact Will at 414.385.5300 or [will@lbwn.org](mailto:will@lbwn.org).

---

## Neighborhood Investment

(continued from Page 1)

and worked for years to renovate this historic bakery into one that would maintain its rich history while still meeting the needs of their modern operation. Wild Flour is thriving with four locations along with widespread presence at numerous Southeastern Wisconsin wholesale outlets, farmers' markets, and festivals.

Throughout the years, the Mertens have continued to make major investments in the neighborhood. Their son Josh, a major business partner in charge of wholesale bakery, purchased the house next to the Bakery with the help of LBWN's Home Buying Education Program. Together, they recently purchased two additional properties, on Historic Layton Boulevard and Lincoln Avenue, and became landlords. The Mertens view the strengths of the community as motiva-

tion for further investment in the neighborhood, and maximizing the value of their properties.

According to Greg and Josh, the information, services, programs, and festivals that LBWN provides to the community along with the historical, architectural beauty of the homes and convenient location in the city appealed to their current tenant. They have witnessed the improvement of the neighborhood's image and management over the years. As the neighbors continue to demonstrate their pride in their neighborhood, they are confident that others will be attracted to invest in the neighborhood; a worthy investment!

---

## Inversion en el Vecindario

(continuado de la Pagina 1)

por años para convertir esta panaderia historica en una que mantendria su rica historia y satisficiera las demandas modernas

de su operacion. Wild Flour esta prosperando con cuatros locales y una presencia con varias empresas en el area, mercados de granjeros y festivales.

Durante los años, los Mertens han continuado a hacer mayores inversiones en el vecindario. Su hijo, Josh - un socio a cargo de la venta al por mayor de la panaderia - compro la casa al lado de Wild Flour con la ayuda del Programa de Educacion para Compradores de Casa de LBWN. Recientemente, ellos compraron dos propiedades adicionales para alquilar en el Historic Layton Boulevard y la Avenida Lincoln. Los Mertens ven lo fuerte de la comunidad como motivacion para mas inversiones en el vecindario, maximando el valor de sus propiedades.

Segun Greg y Josh, la informacion, los servicios, los programas, y los festivales que LBWN le provee a la comunidad junto con la belleza de la arquitectura y ubicacion conveniente le gustaron a su inquilino actual. Ellos han visto el mejoramiento de la imagen y el manejo del vecindario. Mientras los vecinos siguen demostrando su orgullo en el vecindario, ellos tienen confianza de que otros seran atraidos a invertir en en el vecindario; una buena inversion!



## Business Neighbors

By Beth Haskovec

Business is thriving this Fall along National Avenue with two new restaurants opening their doors during September. *La Isla II* and *Mr. Sebass* add to the diverse mix of businesses that make National Avenue an *Inter-National* experience. You can travel the world without leaving Milwaukee tasting fresh Thai Spring Rolls, testing a variety of Mexican salsas, or sipping the broth of a traditional bowl of Laotian Pho. We are excited to add two more world cuisines to Silver City, and enhancing our reputation as a dining destination for authentic, ethnic cuisine.

### La Isla II

#### 3500 W. National Avenue

*La Isla II* is owned and operated by Gilberto Fuentes and his family. Walking into the restaurant you feel like you are transported to the warmth and beauty of Puerto Rico. A mural of El Yunke, a famous waterfall in the rainforests of Puerto Rico is painted on the wall. The dining room is bright and cozy, and many have commented that 'it just feels good' there.



Gilberto Fuentes, owner

Gilberto and his family are excited to share their passion for Puerto Rican food with the Silver City neighborhood. The restaurant's specialty is Mofongo, which is plantains mashed with garlic and olive and covered in toppings. Gilberto's favorite mofongo dish is the *El Vulcan*. It is a volcano of plantains served with three different types of seafood.

*La Isla II* is located at the busy intersection of 35<sup>th</sup> & National. Gilberto felt that this high traffic intersection would be an ideal location for his second Milwaukee restaurant. The business opened on September 8<sup>th</sup> after two months of remodeling. The owners made several changes and invested over \$25,000 into the property including new paint, murals of Puerto Rico, kitchen equipment, and tables & chairs for the dining room.

Stop in and try their variety of affordable Puerto Rican sandwiches, beans & rice plates, or even an American style hamburger today!

### Mr. Sebass

#### 3427 W. National Avenue

You can now find Milwaukee's only Peruvian restaurant right here in Silver City! *Mr. Sebass* is family owned and operated and features Peruvian sandwiches, plates, and authentic desserts and drinks that you cannot find anywhere else.

Having never experienced Peruvian food I asked the owners what makes their food unique. They emphasized that healthy cooking methods like grilling their meats sets their food apart. Juan also recommended I try Chicha, which is a traditional Peruvian drink made with purple corn.

When I asked Juan what he likes most about Peruvian cuisine he mentioned ceviche, claiming Peruvian ceviche was some of the best in the world. That is a good enough reason for me to stop down and try it soon. I hope to see you there, too.



Juan Jose Ludena, owner

## Plan de Calidad de Vida Llega a la Finalizacion

Por Daniel Adams

Gracias al apoyo de la Zilber Family Foundation, durante los ultimos 9 meses, LBWN ha trabajado con mas de 230 vecinos para crear un Plan de Calidad de Vida. El plan representa la vision de los residentes para desarrollar un vecindario mas saludable, mas seguro, y economicamente fuerte. Este plan contiene 7 estrategias para cumplir estas metas.

Para aprender mas sobre el plan y las estrategias, venga a la Reunion Anual de LBWN el Jueves, 3 de Noviembre a las 7:00pm en el St. Joseph's Center (1501 S Layton Blvd). Contacte a Will al 385.5300 o will@lbwn.org para inscribirse.

## Block Celebrities

By Will Sebern

**AN-TOE-SHAVE-ITCH...**that would be the correct pronunciation of the last name of life-long Silver City residents, and brothers, Steve and Gary Antosiewicz.

Steve and Gary have lived in the same house on National Avenue since the Fall of 1970, when, as teenagers, they moved to the Milwaukee-style bungalow with their mother. They are Third Generation Milwaukeeans, mostly of Polish descent. In fact, their father was a descendent of Polish nobility. In Polish, Antosiewicz means "Anthony's son."

Steve and Gary are proud of their home (built in 1927) and their neighborhood. They have made several investments in their home over the years including new air conditioning, new plumbing, and a new water heater. Steve also likes living in such a walkable community. "It's handy. Our Savings & Loan is just two blocks down."

They also appreciate the rich diversity of Silver City. "There's a big mix, diversity of people," remarks Steve, "We have Asians, African Americans, Arab, and Middle Eastern people. Like the United Nations...there doesn't seem to be any kind of friction between the groups, things are pretty cooperative."

Perhaps Steve and Gary's greatest contribution to our neighborhood is their photographic skills which they so generously lend at community events throughout the year. Steve says that it is hard to say which event is his favorite because "I like them all" but if he had to choose, Asian Fest is his favorite.

Over the years, you can bet that Steve has taken some pretty amazing photographs. His favorite pictures to take are of Milwaukee Wave players. "I love photography and I really love soccer." Be sure to say hi to Gary and Steve at the next community event and be ready to smile for the camera!

## Estrellas del Bloque

Por Will Sebern

**AN-TO-SHEV-ITCH...**asi se pronuncia el apellido de dos vecinos, y hermanos, que han vivido en Silver City toda la vida, Steve y Gary Antosiewicz.



Steve and Gary Antosiewicz

Steve y Gary han vivido en la misma casa en la Avenida National desde el Otono de 1970, cuando se mudaron al bungalow de estilo Milwaukee. Son "Milwaukeeans" de tercera generacion, principalmente de descendencia Polaca. De hecho, su padre era de-

scendente de nobilidad Polaca. En la lengua Polaca, Antosiewicz significa "hijo de Antonio."

Steve y Gary son orgullosos de su hogar (construido en 1927) y de su vecindario. Han invertido mucho en su casa incluyendo nuevo aire acondicionado, nueva plomeria, y un nuevo calenton de agua. A Steve le gusta vivir en una comunidad donde se puede caminar. "Es conviniente. Nuestro banco esta a solo dos cuadras."

Tambien aprecian la diversidad de Silver City. "Hay una mezcla, diversidad de gente...Tenemos a Asiaticos, Americanos Africanos, Arabes, y gente del Medio Oriente. Como las Naciones Unidas...no hay friccion entre los grupos, todos se cooperan."

La mayor contribucion de Steve and Gary al vecindario es su fotografia. A Steve le gustan todos los eventos comunitarios pero su favorito para sacar fotos es "Asian Fest."

Seguramente, Steve ha tomado muchas fotos maravillosas durante su vida. Sus fotos favoritas son las que le saca a los jugadores del Milwaukee Wave. "Amo la fotografia y en verdad amo al futbol." No se le olvide saludar a Gary y Steve durante el proximo evento de la comunidad y sea listo para sonreir para la camara!

# Silver City Main Street News

## **Silver City Business Plan Competition**

The Silver City commercial corridor is home to a variety of restaurants and is quickly gaining a reputation as a destination for those seeking authentic, ethnic cuisine. The contest is a result of an economic development grant that Layton Boulevard West Neighbors received from the Helen Bader Foundation to strengthen the Silver City commercial corridor's niche as a dining destination. The idea behind the contest is to encourage business owners to work with a business consultant and develop a project that will assist in growing their business.

The competition was open to all restaurants/delis in the Silver City neighborhood. The interested groups all started working with a business consultant in spring 2011 and developed their business plans over the summer. Five Silver City businesses participated in the business assessment and developed a plan to enter into the business competition.

Three grants were awarded to businesses to use for seed money to implement their project plans. These grants will stimulate additional investment in the neighborhood and foster business growth during a difficult economy. Congratulations to Thai Lotus, Asian International Market, and Mr. Sebass on their awards.

For more information on this program or additional business resources contact Beth at 414-380-4680 .

## **Trick-or-Treat Street Saturday, October 29 3:00pm - 5:00pm**

Boys and ghouls take over the Main Street for one scary afternoon. Children accompanied by adults are invited to Trick-or-Treat at the businesses located in the Silver City Main Street. Participating businesses on National Avenue from 31st to 39th will be clearly marked. The event will also feature kids activities and a costume contest.



We need to scare up some VOLUNTEERS. If you are interested contact Lovie at 383-9036 x 5247 or email [lovie@lbwn.org](mailto:lovie@lbwn.org).

Sponsorships are available. Contact Beth at 414-380-4680 for more information.



## **The National Avenue Streetscape Has Been Completed!**

Thank you to State Representative Josh Zepnick, Alderman Donovan, and the many volunteers whose ideas and input made this project possible. The neighborhood is a brighter, safer place thanks to your hard work.

## TURNKEY SOLAR UPDATE

LBWN has completed installation of solar thermal water heating systems and home renovations at two of our latest Turnkey Homes located at 1004 S 37th and 1609 S 37th St.

If you would like more information regarding LBWN's fully renovated and energy efficient Turnkey Renovation Homes, contact Jeremy at 383.9038 x 2515.

*En espanol, llame a Will al 385-5300.*

LBWN is changing all of our print materials to Century Gothic font because it uses up to 30% less ink than other fonts. It is just one example of the many simple things you can do to conserve resources, save money, and create a healthier planet for everyone.

1004 S 37th  
List: \$95,000  
Bed: 3  
Bath: 2  
Garage: 2-car



### STAFF DIRECTORY

**Executive Director**  
Charlotte John-Gomez, 383-9038 x 2513

**Neighborhood Plan Coordinator**  
Dan Adams, 383-9038 x 2305

**Main Street Manager**  
Beth Haskovec, 380-4680

**Neighborhood Planner**  
Jezamil Vega-Skeels, 383-9038 x 2303

**Project Manager**  
Jeremy Belot, 383-9038 x 2515

**Community Outreach Manager**  
Will Sebern, 385-5300

**Americorps Volunteer Manager**  
Lovie Hutson, 383-9038 x 2513

Non-Profit  
US POSTAGE  
PAID  
Milwaukee, WI  
PERMIT NO. 3723

Layton Boulevard West Neighbors  
Sacred Heart Center Suite 506  
1545 S. Layton Boulevard  
Milwaukee, WI 53215