



**STEINWAY
ASTORIA PARTNERSHIP
BOARD OF DIRECTORS**

The Steinway Street District Management Association (DMA) is the governing body responsible for the day to day administration of the Steinway Astoria Partnership. The District Management Association is made up of a volunteer Board of Directors representing property owners, tenants, residents, and designees of the Mayor of New York City, The Comptroller, the Borough President and the City Council.

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Tony Barsamian

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Kevin Foley

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Borough President Marshall
Councilman Peter Vallone Jr.

Executive Director
Marie Torniali

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**FOR INFORMATION  
CONTACT**

**STEINWAY ASTORIA  
PARTNERSHIP**  
25-69 38TH STREET  
ASTORIA, NY 11103  
718-721-8252

**Website -**  
[www.steinwaystreet.org](http://www.steinwaystreet.org)  
**Email -**  
[marie@steinwaystreet.org](mailto:marie@steinwaystreet.org)



**BENCH PROJECT FOR STEINWAY STREET  
IN VIEW AT LAST**

Benches for Steinway Street will finally be a reality. This project, in the making for several years, met one roadblock after another. The initial plan met with rejection by the Public Design Commission in June who wanted to see a master plan with a long term vision for the district before approval. The Department of Transportation Design Unit and Queens Commissioner Maura McCarthy came to the rescue and conceived a master plan including a long term greening vision for Steinway Street with various elements including the 1964 Worlds Fair bench. The Public Design Commission gave preliminary approval on December 13, 2010. Formal approval will come in February with a formal certificate issued in March. At that time, the benches will be ordered and installed by summer. This project could not have come to fruition without Commissioner McCarthy, the DOT Design Unit led by Neil Gagliardi with assistance from Brett Wallace and Nick Tettinati and our very own president Kevin Foley and executive director Marie Torniali.

**SPECTACULAR HOLIDAY LIGHTS**

Spectacular holiday lights lined the length of Steinway Street ushering in the holiday season. The new exclusive design was conceived during a visit to Illuminations by Arnold, the lighting vendor, by Bruce Last and Marie Torniali. Green and red with a tinge of white, these decorations brought holiday cheer to the street. The compliments received by shoppers and businesses alike let us know that the Steinway holiday decorations are a hit.



**NEW STEINWAY STREET WEBSITE HAS  
SOMETHING FOR EVERYONE**

The new Steinway Street website is live. The design of the website created by World Studio who did the Steinway Astoria Partnership branding stays true to the branding and conceptual design of various promotions. Easy to navigate the website lists all businesses by category, provides information on programs, business assistance, and the community. It contains two special features for our businesses and property owners. A business may advertise a promotion or discount by filling out a simple submission form with a business name, headline, deal description offer, and a photo if desired. Click on Steinway Deals on the homepage, and then click on Get in on the Deal. Fill out the form and click submit. It's that simple to advertise your promotion for free. For property owners who have available space for rent or sale, click on Real Estate on the homepage then click on submission form. Fill out the form with particulars of the available space, then click submit. All submission forms will be reviewed and then posted on the website. Your only obligation is to let us know that a particular promotion is over or a space is no longer available. Visit [steinwaystreet.org](http://steinwaystreet.org) and start using this free service to advertise.



OVER 300 BUSINESSES ALL ON ONE STREET  
SOMETHING FOR EVERYONE



SHOPPING

OUR NEIGHBORHOOD

DOING BUSINESS

REAL ESTATE

ABOUT US



THE STEINWAY  
ASTORIA PARTNERSHIP  
IS PLEASED TO WELCOME  
THE FOLLOWING BUSINESSES  
TO STEINWAY STREET:

Steinway Cigars  
30-04 Steinway Street

Sol Dance Center  
30-16 Steinway Street, 2nd Fl.

Clear Wireless-Internet  
30-29 Steinway Street

Toys R Us Express  
30-33 Steinway Street

KFC  
30-42 Steinway Street

Organics for All  
30-50 Steinway Street

Red Mango Yogurt & Smoothies  
30-58 Steinway Street

Twist  
30-63 Steinway Street

The Trendy Spot Boutique  
30-74 Steinway Street

Divalicious  
30-74 Steinway Street

Glory Shoes  
30-87 Steinway Street

High On Heels  
30-92 Steinway Street

Mekato Colombian Café  
30-94 Steinway Street

Wing Stop  
31-14 Steinway Street

Cream Bakery  
31-78 Steinway Street

Threading Way  
31-83 Steinway Street

The Art of Fitness  
32-32 Steinway Street, 3rd Fl.

Best Home Plus  
32-40 Steinway Street

El Molino Mexican Grill  
32-41 Steinway Street

Fun Creative Furniture  
32-78 Steinway Street

Q-Mart 99c & Up  
34-46 Steinway Street

### EMAIL:

All members are asked to send  
their Email address to:  
Marie@steinwaystreet.org  
or  
John@steinwaystreet.org



## SIDEWALK ATMs ARE ILLEGAL NEW LEGISLATION SIGNED INTO LAW

Sidewalk ATMs are illegal. According to the recent legislation, "it shall be unlawful for any property owner to permit an ATM booth to be located on any portion of the sidewalk that is adjacent to the property of such owner, lies between the curb line and the building line, and is intended for use by the public." To ensure compliance of the law, a warning will be issued to the owner of the property that will require removal of the sidewalk ATM within thirty days or the owners face fines of \$2,500 to \$5,000 for every 5 day period that follows. Two sponsors of the legislation were local Council Members Peter Vallone and Jimmy Van Bramer.

## Small Business Credit Fair Wednesday, January 26<sup>th</sup> - 8:00am to Noon

Bulova Corporate Center  
75-20 Astoria Boulevard, Jackson Heights, NY 11370  
Entrance on 25th Ave., Between 75th & 76th Streets  
TO RSVP PLEASE CALL (212) 788-6871 or email: [events@council.nyc.gov](mailto:events@council.nyc.gov)

**This is a great opportunity for small businesses to come and sit down and receive assistance in correcting deficiencies in their applications, learn why they were turned down previously for a loan, and have the opportunity to ask questions.**

### Sponsored by:

New York City Council Speaker Christine C. Quinn  
Borough President Helen Marshall  
And Council Members Domenic M. Recchia, Jr, Chair, Finance Committee  
Diana Reyna, Chair, Small Business Committee  
With  
The New York City Council Queens Delegation, Leroy Comrie, Chair  
The Queens Chamber of Commerce  
New York City Department of Small Business Services

## STEINWAY STREET IN PRINT AND ON THE AIR

The Cemusa bus shelter advertising campaign "*Something for Everyone*", the brainchild of Marc Schein executive vice president, was hugely successful in its inaugural year last year and replicated for the holiday season. The colorful Steinway store directory appeared in twenty bus shelters in Astoria, Long Island City, Sunnyside and Woodside during the holiday season drawing shoppers from these areas to Steinway Street for their holiday shopping. Other promotional campaigns ran in the local *Western Queens Gazette* and the *Daily News*.

A media promotion with Time Warner Cable ran on New York 1 since September with emphasis during the holiday season. The promotion will resume in February. You may view the media spot by visiting [steinwaystreet.org](http://steinwaystreet.org) and clicking on the You Tube link on the home page.



## OTHER HOLIDAY HAPPENINGS

The weekend appearances in December of Santa on Steinway are a holiday tradition. Thanks to a Steinway Astoria Partnership funded promotion and Jackson Hewitt, Santa was found at Santa's Shoppe at Jackson Hewitt three Sundays during the season distributing gifts, and had his picture taken with all the children that visited him.

A sound system was installed for the holiday season providing sounds of the season for shoppers and visitors.