



**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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Vallone Jr.

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Walsh

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**FOR INFORMATION  
CONTACT**

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Executive Director

**STEINWAY ASTORIA  
PARTNERSHIP**  
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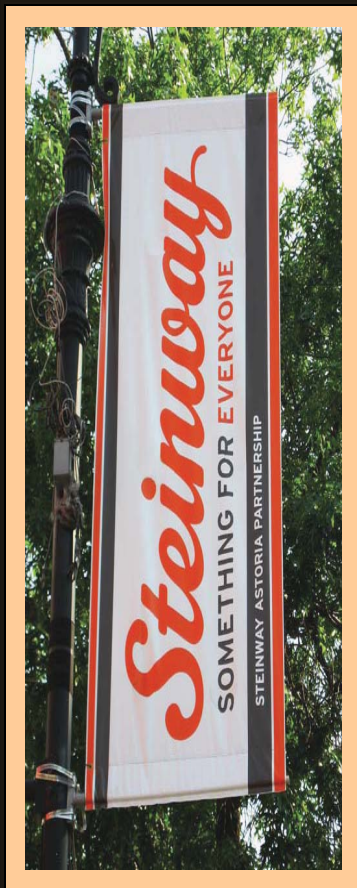
**Website -**

[www.steinwaystreet.org](http://www.steinwaystreet.org)

**Email -**

[marie@steinwaystreet.org](mailto:marie@steinwaystreet.org)

## BANNER SPONSORSHIP IS AVAILABLE



The Steinway Astoria Partnership banners need to be recreated. At that time, sponsorships will be available for our members. Individual business logos would be inserted on the bottom 10% of the banner providing members with the opportunity to advertise. The banner would be installed at one of 28 locations on the street. Right now we are ascertaining response to sponsorship and any questions or comments members may have regarding this project.

The cost would be \$350 for one year and \$500 for a two year period. Sponsorship will only be available to businesses or property owners within the district. A camera ready logo would need to be submitted to the Steinway Astoria Partnership office. Placement in front of specific businesses can not be guaranteed.

According to Kevin Foley, president of the BID, "banners are a great way to continue the branding of our district and, at the same time, give our members the opportunity to advertise."

*This project is scheduled to kick off in August. Please contact Marie Torniali today to sign up at 718 721-8252 or by e mail at [marie@steinwaystreet.org](mailto:marie@steinwaystreet.org)*

## STEINWAY STREET FAIR

The April Street fair was a huge success. The businesses and vendors were abundant; the weather was outstanding drawing a tremendous crowd to Steinway Street. Street fairs are a great way to get visitors to see what Steinway Street has to offer and come back to take advantage of the great shopping opportunities available here. The next street fair is scheduled for Sunday, August 12<sup>th</sup> which will hopefully be a repeat performance.



## SANITATION COMMERCIAL ROUTING ENFORCEMENT

Under the Enforcement Routing Program, enforcement agents patrol all commercial and industrial blocks at specified times focusing on violations for dirty sidewalks and failure to clean 18 inches into the street. Enforcement agents will issue notices for dirty sidewalk or failure to clean 18 inches into the street violations only during the specified 2 one-hour daily routing time on Steinway Street from 11 AM – 12 Noon and again from 3:00 PM to 4:00 PM. Therefore please ensure that your sidewalks are clean during these time periods. Please be aware that a mixed use building is also subject to residential enforcement during residential routing periods - 8 AM to 9 AM and 12 Noon – 1 PM.



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

Baby House  
30-15 Steinway Street

Diva NY  
31-80 Steinway Street

Doma Taekwando  
30-24 Steinway Street

Everything Engraved  
30-13 Steinway Street

Exclusive Mirian's Studio  
32-57 Steinway Street

Steinway Family Dental Center  
32-50 Steinway Street

Hanger  
30-74 Steinway Street

Blue Island Fish Market  
28-19 Steinway Street

Joy Café  
34-15 Steinway Street

Kids Play-House  
34-17 Steinway Street

La Boxing  
34-05 Steinway Street

Love Café  
32-30 Steinway Street

Romano Men's Wear  
30-61 Steinway Street

Rosana's Beauty Salon  
28-33 Steinway Street

Sports Nutrition NXT  
28-03 Steinway Street

Steinway Tattoo  
32-14 Steinway Street

Suit Show House  
30-28 Steinway Street

Vaccaro Bakery & Pastry Shop  
28-05 Steinway Street

### Coming Soon

Steinway Astoria Partnership  
Street Fair

Sunday, August 12, 2012

Steinway between 28<sup>th</sup> and 34<sup>th</sup> St  
(1 Day/4 Blocks)



## STEINWAY STREET WEBSITE OPPORTUNITIES



The Steinway Street website [steinwaystreet.org](http://steinwaystreet.org) is consumer and business friendly, providing information on all Steinway businesses to shoppers, and resources and promotional possibilities to businesses.

Of special interest to Steinway Street businesses is a 'Deals' page where businesses may post any promotions or coupons for shoppers. The website also includes a Real Estate page where property owners may list available retail space. This is a valuable resource for our members that has been underutilized.

All Steinway Astoria Partnership members are encouraged to take advantage of this free service. Send your listing or promotion to [marie@steinwaystreet.org](mailto:marie@steinwaystreet.org) and we'll get it posted.

## STEINWAY STREET'S CLEANLINESS TOPS MOST WANTED LIST

Sanitation ranks at the top of the list of programs members of the district point to as their number one concern. The Steinway Astoria Partnership addresses and satisfies this goal by supplementing the ongoing responsibilities of the store owners under local sanitation codes while maximizing the levels of productivity by the Department of Sanitation.

While Atlantic Maintenance was doing a great job with only two crew members on the street, more hours were necessary for optimal cleaning levels on Steinway Street according to Marc Schein, Chair of the Sanitation Committee. He proposed that a third worker be added to the current crew. The board was in total agreement and as of May 15 2002 there is a crew of three on Steinway Street. This arrangement not only goes a long way to maintaining the street's cleanliness, but also allows for the new benches and trash receptacles to be cleaned as often as necessary.

Atlantic Maintenance is also utilizing a vacuum in the early mornings and has started the annual cleanup painting various street furniture. All these efforts lead to a sparkling Steinway Street benefiting businesses, shoppers, and visitors.



## New Trash Receptacles



Another one of The Steinway Astoria Partnership's goals - the purchase of new trash receptacles for Steinway Street has been achieved. Twenty trash receptacles bearing the Steinway Astoria Partnership name were placed on the street in May. The receptacles are not only functional but also attractive. While some of the receptacles are additional to those already standing, some are replacing damaged receptacles that needed to be removed. Eventually all receptacles will be uniform. According to Bruce Last, Executive Vice President, "this is another step in our efforts to beautify and enhance the streetscape of Steinway Street."