



STREETSCAPE PROJECT UPDATE

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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Councilman Peter Vallone Jr.

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The long awaited benches have been ordered. Thirty benches should be installed by the end of July and the balance in the spring of 2012. At that time, new trash receptacles with the Steinway-Astoria Partnership logo will be ordered. These receptacles will add to existing receptacles as well as replace those non functional receptacles such as the Big Belly that have now been removed from the district. The receptacles will not only add to the existing resources for garbage disposal but will also be a beautifying and cohesive element on Steinway Street. Future improvements include greening the Steinway Clock and other locations on and around Steinway.



Greening at Steinway clock - proposed



Steinway Custom Bench



Steinway Custom Receptacle

JULIE WAGER WAY

Intersection of Broadway and Steinway Street

The corner of Steinway and Broadway will be named
"Julie Wager Way"

in honor of the late Julie Wager, the driving force behind the formation of the Steinway Street BID, its long time president, and lifelong Astoria community activist.

The ceremony and sign unveiling will take place on the northwest corner of Broadway and Steinway on Thursday, June 30th at 11 AM.

All are invited to attend.

MAKE MUSIC NEW YORK COMES TO STEINWAY STREET

The annual free music celebration Make Music New York will be in full force on the sidewalks of Steinway Street on June 21st. Visit the following Steinway business locations to hear the sounds of various musical artists celebrating the power of music. Jackson Hewitt 28-17, Schatz 28-31, Axe 28-33, Banco Popular 28-36, Lincoln Hallmark 30-16 Steinway, Clear Wireless 30-29, and Ferrari Driving School 32-32.

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

Caliente Café
31-31 Steinway

Conways
31-08 Steinway

Great
31-78 Steinway

La Shish Lebanese Cuisine
28-28 Steinway

Moe's Sneaker Spot
31-63 Steinway

EMAIL:

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

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Summer  
2011

FOR INFORMATION

CONTACT

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**Graffiti Removal**

The Steinway Astoria Partnership offers a graffiti removal service to its members on a cyclical basis. A program with NYC could be a supplement effort to this ongoing program. In order to take advantage of this program, a graffiti authorization form must be on file. Please fill out the attached form and send it back to the office. The form can also be found on our website [www.steinwaystreet.org](http://www.steinwaystreet.org)

**Flowers Blooming High and Low  
On Steinway Street**

Steinway Street is looking spectacular with the planting of flowers not only in our twenty eight flower baskets but also in twenty eight of the tree pits surrounded with tree guards. The original tree guard project funded by Council Member Vallone was augmented by the Steinway Astoria Partnership who plans to have each tree pit guarded and planted in the future. This project combined with the new trees planted last year greens beautifies our urban street while adding cohesiveness to a very long and linear street.



**SALE DAYS/STREET FAIR COMBINATION DRAWS  
SHOPPERS TO STEINWAY STREET**

The first Sale Days/Street Fair Weekend on Steinway Street, May 20-22 drew a good amount of shoppers and visitors to Steinway Street. The first time these two events were combined saw the traditional Sale Days on Friday and Saturday, and a street fair on Sunday. The concept was thought to be beneficial to the businesses and residents as well as an opportunity to draw first time visitors to Steinway Street. While the weather could have been better, people still came out to shop for bargains and savor the aromas and tastes of street fair foods. This weekend concept of combining the sales days and street fair will be evaluated by the board for replication in the future.