



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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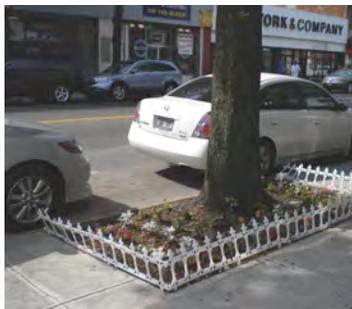
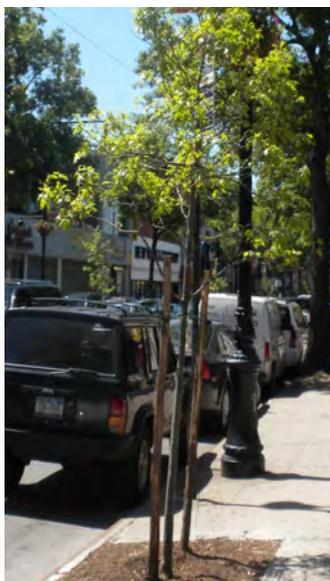
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## Steinway's New Look 'Heats Up The Street'



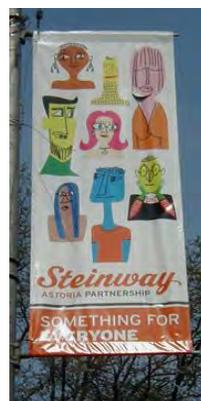
Hanging baskets along Steinway Street are exploding with color as newly planted blooms light up the shopping strip. Dozens of new trees have also been planted along the strip, adding to the ambiance of the Steinway experience.

Future improvement projects include the installation of decorative "tree guards" to be installed around the new trees, for design and security of tree pits (some of which will decorated with flowers), where the saplings are planted.

Purchase and installation of the tree guards is made possible through the Department of Small Business Services with discretionary funding provided by City Councilmember Peter F. Vallone, Jr.

Plans for new benches to be installed along Steinway Street have been submitted for approval to the Design Commission by the city Department of Transportation and the Steinway Astoria Partnership. The benches will add to Steinway's "pedestrian friendly" feel and will offer comfort and visual appeal to shoppers.

Steinway Street's new image is designed to draw shoppers to the strip – where bigger and better stores merge with "Mom & Pop" shops, friendly merchants and the best bargains in the world!



## Pet Store Blaze Sparks Call for Sprinkler Law

An "all hands" blaze at USA Pets on Memorial Day (May 31), brought triumph and tragedy to Steinway Street, as firefighters battled thick smoke and flames to rescue dozens of trapped animals. Firefighters were unable to reach scores of other animals trapped in the blaze, including all of the shop's birds and exotic birds, rabbits, reptiles, guinea pigs and fish.

Firefighters from Ladder Co. 116, who were first on the scene, were forced to use precious time cutting a hole in the store's roll down fence. The firefighters said they heard the animals crying for help as they broke a glass door behind the fence to gain entrance to the shop.

Firefighters from Engine Co. 263 battled the blaze in the rear of the store while members of Ladder Co. 116 grabbed more than 30 puppies and kittens from cages – administering oxygen to the animals as they raced to the sidewalk. The injured animals were taken by the ASPCA for treatment at the agency's Manhattan hospital.

Five firefighters were injured in the blaze. The most seriously injured firefighter remains in the New York Presbyterian Hospital Weill Cornell Burn Unit with second-degree neck burns.

According to City Councilmember Peter F. Vallone, Jr., the blaze might have been prevented if pet shops were required to have working sprinkler systems. Current city law only requires sprinkler systems in buildings over 100 feet tall, even if they house live animals, Vallone said.

Pet stores in New York City are part of a special category of businesses that are regulated by New York State laws, Vallone said. "The next step is for Albany to mandate sprinklers in all pet stores – and if they don't do it, I will," Vallone declared.

The City Council recently passed legislation sponsored by Vallone that requires business owners to install roll-down security gates that allow first responders to view 70 per cent of the interior of a building. If the pet shop had installed a partial mesh gate to its store front, firefighters would have saved precious, lifesaving time reaching the trapped pets and would have been able to see the source of the fire from the street. Vallone is co-sponsoring the new legislation that would mandate installation of a sprinkler system in any business that houses animals for a 24-hour period.

Firefighters who cut through the metal gate and a glass door to gain access to the building made their way along a 10-foot wide aisle to reach the source of the fire, the spokesperson said.

More than 75 firefighters battled the blaze for 50 minutes until it was determined under control. Five firefighters were injured in the blaze, officials said. Four were taken to Mt. Sinai Hospital of Queens for treatment and one firefighter is listed in serious condition at the New York Hospital Cornell Burn Unit with second-degree neck burns.

Two adjoining stores, including The Gap and an electronics store suffered minor damage from the blaze. Fire marshals are continuing their probe to determine the cause.



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

**Laserclinic  
Cosmetic Laser Center**  
28-18 Steinway Street

**The Static Lounge**  
28-43 Steinway Street

**Grand Bazaar**  
28-44 Steinway Street

**Tu Casa Restaurant**  
30-10 Steinway Street

**Designer Optical of Steinway**  
30-11 Steinway Street

**Best Mobile Wireless**  
30-61 Steinway Street

**Taco Bell/Pizza Hut**  
30-78 Steinway Street

**Ricky's NYC**  
30-83 Steinway Street

**Caliente Café/Lounge**  
31-31 Steinway Street

**Cali Caliente Boutique**  
31-49 Steinway Street

**La Cocina Restaurant**  
32-41 Steinway Street

**Dunkin Donuts**  
32-46 Steinway Street

**Karaoke Shout**  
32-46 Steinway Street

**Family Furniture**  
32-68 Steinway Street

**Fun Creative Furniture**  
32-84 Steinway Street

**Moved Locations**  
Steinway Eye Care  
(Formerly J V Optical)  
30-25 Steinway Street



## Vallone Fights to Ease Parking Ticket Blitz

Merchants, fed up with overzealous ticket enforcement agents who target shoppers along local commercial strips can take some comfort from a new law that gives motorists a five-minute "grace period" at Muni Meters.

The new law, sponsored by City Councilmember Peter F. Vallone, Jr. gives drivers five minutes to feed Muni Meters or move their vehicles for alternate side of the street parking, before traffic enforcement agents may issue summonses.

The measure also requires the Department of Transportation (DOT) to provide written notification before changing parking rules and wait 30 days before changing meter rates, in an effort to prevent many unnecessary parking tickets.

The bill also provides a five-day grace period for drivers who receive parking violations after the regulations have changed. Drivers may challenge the ticket and have it dismissed if they receive it within five days of the DOT regulation change.

Vallone is currently drafting another piece of legislation that would protect motorists from double-parking tickets as they wait to pull vehicles into a parking spot, or while momentarily stopping at "No Parking" designated areas to drop off a passenger.

"These bills are an effort to legislate common sense and discretion," Vallone said. "We are sending a message that we will not tolerate overly-aggressive traffic agents."



## Police Crackdown On Unlicensed Food Vendors



Local police officials battling unlicensed vendors on commercial strips in Astoria and Long Island City are asking you to stay alert and report questionable vendors and their activities.

Dep. Inspector Paul E. Vorbeck, commanding officer of the 114<sup>th</sup> Precinct, said officers have been vigilant in the past in addressing the unlicensed vendor condition and will continue enforcement. In fact, officers at the Astoria Boulevard stationhouse recently arrested one unlicensed food vendor who was selling pizza, stored in a vehicle with no refrigeration, Vorbeck said.

Vorbeck said his officers are "constantly on the lookout" for shady vendors or those who are preparing and/or serving and storing food using questionable methods.

Officers at the 114<sup>th</sup> Precinct routinely check vendors for licenses - and to make sure that food vendors are operating within strict guidelines handed down to them by the city Department of Health. "If we determine that a vendor is not licensed we pull them, their equipment and their food off the street," Vorbeck said.

Vorbeck is urging local businesses and shoppers to call 311 or 718-626-9311 for help with unlicensed vendors who operate outside the law on local commercial strips. "You may also report serious condition regarding food vendors to the city Department of Health by calling 311," officials said.

Local restaurant owners said they have been in a constant battle with city officials to come down hard on unlicensed vendors. "They pull up in cars, vans and station wagons and set up shop in the vehicles and sell food at crazy low prices," one frustrated owner said. "People see low prices and common sense goes out the window."

The city Department of Health recently issued a media alert warning consumers of the possible danger they face when purchasing food from unlicensed and unregulated vendors. "People do not understand just how sick they can get by eating spoiled or improperly prepared food," the officials said.

## New Law Mandates Changes of Gates for Storefronts



The City Council recently voted to adopt a measure to phase out solid security roll-down gates from storefronts throughout New York City.

This legislation, the first-of-its-kind in the nation, is designed to improve the safety of first responders and improve the appearance of commercial strips throughout the city.

The measure, sponsored by City Councilmember Peter Vallone, requires businesses to install partially transparent security gates in front of commercial storefronts to secure premises.

Many businesses utilize opaque security gates that are easily vandalized and block the view of the store's interior. The legislation applies to

Occupancy Group B buildings housing such as banks, beauty salons and copy shops, and Occupancy Group M buildings housing such as retail stores, drug stores and department stores. All such businesses with security gates must comply with these new visibility requirements by July 1, 2026. As part of the measure, the city Department of Buildings would be required to develop an outreach program to alert affected businesses, development corporations, chambers of commerce and community boards of the new requirements.

A violation of this law would carry a first offense penalty of \$250 and \$1,000 for each subsequent offense. Between July 1, 2011 and June 30, 2026, business owners would not be penalized for non-conforming gates if they correct the violation within 90 days or demonstrate that the gate was installed prior to July 1, 2011. After July 1, 2026, an owner can avoid a penalty if the non-conforming gate is replaced in 90 days.

"This bill not only helps first responders when they are called to protect our businesses, but it carries the additional benefit of beautifying our city's landscape," Vallone said.

This legislation went into effect on January 1, 2010.