



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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**Executive Director**

Marie Torniali

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**FOR INFORMATION  
CONTACT**

**STEINWAY ASTORIA  
PARTNERSHIP**

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**RIBBON CUTTING FOR STEINWAY STREET'S BENCHES**

Members of the Steinway Astoria Partnership, elected officials and local community leaders attended a ribbon cutting heralding the new 1964 World's Fair benches lining Steinway Street.

The long awaited benches are part of the Steinway Astoria Partnership's streetscape vision to create a pedestrian friendly, visually appealing and green urban street for shoppers, residents, and visitors. Replicas of the 1964 Worlds Fair benches made of recycled materials in lime green; the attractive benches add color and, more importantly, offer a chance to rest for shoppers and visitors on the very long shopping street. Past improvements include hanging flower baskets and plantings along the district adding to its ambiance with more planned in the future.

Kevin Foley, president of the Steinway Astoria Partnership, remarked "this project has been a long time coming; however the results were worth waiting for." He went on to say that the project was being done in phases with twenty-eight benches installed now with another round in March of 2012, and other greening efforts planned. Both Senator Gianaris and Council Member Vallone thanked the Steinway Astoria Partnership for using their resources to continue to improve and beautify Steinway Street.

Queens DOT Commissioner McCarty noted that she was thrilled to be at the ribbon cutting seeing the great results of the two year collaboration with Steinway Street.

Tony Barsamian, chairman of the Steinway Astoria Partnership thanked Commissioner Maura Mc McCarthy and noted that it was her cooperation and that of the entire DOT team that was pivotal in bringing the project to fruition as was the perseverance of the Steinway Astoria Partnership's Executive Director Marie Torniali.



*Left to Right: G.L. Stamatiades, President CALDC; Nick Tettinati, DOT Design Unit; Lucille Hartmann, District Manager, Community Board 1; Mazeen Farnesa, Steinway Street business owner; Kevin Foley, President Steinway Astoria Partnership; Kelly Lagoudis, Steinway Astoria Partnership Board Member; Ed Babor representing Congresswoman Carolyn Maloney; Marie Torniali, Executive Director, Steinway Astoria Partnership; Council Member Peter Vallone Jr.; Tony Barsamian, Chairman Steinway Astoria Partnership; Andrea Buteau, NYC Department of Small Business Services; Bruce Last, Executive Vice President Steinway Astoria Partnership; Christine Guzman and Beatriz Rivera, Banco Popular  
Front row: DOT Commissioner Maura McCarthy cuts the ribbon and Senator Michael Gianaris*



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

**Alex' Barber Shop  
32-14 Steinway Street**

**Astoria Urgent Medical Care  
32-72 Steinway Street**

**Café Grill  
32-30 Steinway Street**

**Home Furniture Center  
32-94 Steinway Street**

**Jackie's Kids Clothing Outlet  
30-33 Steinway Street**

**Mamas Empanadas  
32-41 Steinway Street**

**Rainbow  
30-33 Steinway Street**

**Stella Collecitons  
32-41 B Stienway street**

*Fall*  
2011

### **E MAIL:**

All members are asked to  
send their Email address to:  
[Marie@steinwaystreet.org](mailto:Marie@steinwaystreet.org)

### **UPCOMING EVENTS**

**STEINWAY STREET  
SALE DAYS**

**October 14, 15, 16**

## BENCH LOCATIONS

We have received some questions regarding the placement of the benches on Steinway Street. With another round of bench installations set for March of 2012, following is some pertinent information. The installation locations were done according to the plan set forth in conjunction with NYC DOT (Department of Transportation) and PDC (Public Design Commission.) While we would like to accommodate all our stores, some locations just are not suitable for benches because of various elements on our sidewalks (parking signs, muni meters, trees, telephones, street lights, gas lines, bike racks, canopies, etc. ) Another consideration is that there must be enough clearance - minimum of at least 3' on either side of the bench to permit access to the sidewalk. For the most part, the locations on the approved plan can not be changed or expanded unless there is a compelling reason to do so and this will require approval from the above mentioned city agencies.

## Con Edison Small Business Direct Installation

The Con Edison SBDI program is designed to help small business customers save money and save energy. If you are a Con Edison business customer with an average peak monthly electric demand under 100kW, participating in the program is easy and quick! Con Edison will conduct a free energy efficiency survey of your business; show you how to spend less on your energy used for lighting, heating, and cooling; install energy efficiency measures at no cost to you such as compact fluorescent lamps (CFLs), low-flow aerators, high pressure rinse sprayers, and a water heater thermostat setback; and make recommendations on how you can achieve even greater energy and financial savings with incentives of up to 70% when you install high efficiency lighting, ballasts and fixtures, retro commission your existing heating, ventilation and cooling (HVAC) system, and more. Con Edison has hired Wildan to implement this energy saving program. Wildan surveyors are working in our neighborhood right now. Take advantage of the free energy survey that they can perform, and see what kinds of upgrades and savings they recommend.

## NYC PARKS TREE STEWARDSHIP PROGRAM COMES TO STEINWAY

NYC Department of Parks Commissioner Adrian Benepe and Queens Parks Commissioner Dorothy Lewandowski visited Steinway Street to promote the Tree Stewardship program encouraging all residents and businesses to water trees to protect them in the summer heat. The children of Diki Day Care on Steinway Street, apt learners, watered the trees in front of the Day Care. Commissioner Benepe commented that Steinway Street was a great example of a green shopping district with its great expanse of trees, flower baskets, and plantings and thanked the Steinway Astoria Partnership for its efforts.



*Council Member Peter Vallone Jr., Queens Parks Commissioner Dorothy Lewandowski, Steinway Astoria Partnership's Marie Torniali and some of Astoria's tree stewards.*



*NYC Parks Commissioner Adrian Benepe, Council Member Vallone and the children of Diki Day Care*