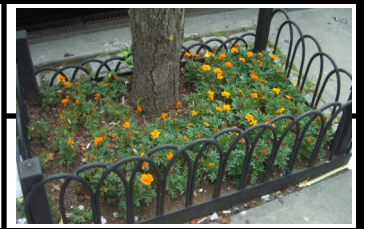




KRVC's Street Beautification Report



Kingsbridge-Riverdale-Van Cortlandt Development Corporation/KRVC

July 2010

Thank you Assemblyman Dinowitz!

Several years ago, New York City launched a Tree Planting Initiative. This program created "tree pits" throughout our communities. The pits, approximately seven or eight per block, are typically square sections cut out of the sidewalks to expose dirt for the tree planting.

In other parts of the city, the pits are left untreated and become unsightly spaces often littered with debris.

Realizing this trend, Assemblyman Dinowitz sponsored and continues to sponsor a Street Beautification program for the shopping areas of South Riverdale and Johnson Avenues. This program, funded by the Assemblyman through the Empire State Development Corporation, is designed to maintain the tree pits to ensure that the trees and spaces surrounding them are attractive street features. Without this important program, the tree pits would be eye sores

and a detriment to the shopping areas.

The business owners and shoppers are appreciative of the program. The purpose of this report is to highlight its importance to our community.

KRVC as the Managing Not-for-Profit Organization

KRVC is the not-for-profit organization selected by the Assembly Member to manage the Street Beautification Program. KRVC uses the funds allocated by the Assembly Member, to contract with local

vendors to maintain the plantings and tree rails that surround the tree pits. KRVC takes a great deal of pride in its role in this program that enhances and beautifies the shopping areas on South River-

dale and Johnson Avenues. KRVC looks forward to working with their partners in the future on this and other programs that benefit our community.

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Special points of interest:

- Our community is fortunate to have this program!
- This program is a wonderful example of a successful community partnership.
- There are many more opportunities for expanded versions of this program and for other programs to benefit our community.



Plantings By John's Botany Bay

John's Botany Bay, located at 3611 Riverdale Avenue, serves as the local vendor charged with maintaining the flowers that beautify the tree pits throughout the Shopping Areas of South Riverdale and Johnson Avenues. The

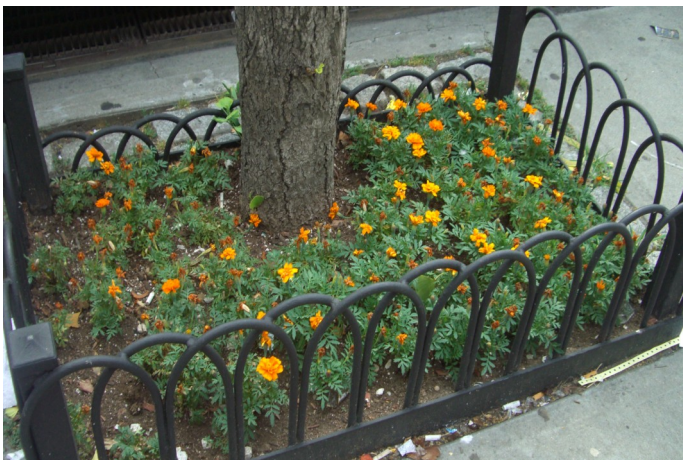
owner, John McKeon, is dedicated to this program and graciously donates extra time and resources on the plantings than the contract scope. He chooses the plants and flowers carefully so they will bloom properly and faces the

challenges of hot weather and lack of rain. He is committed to our community and to his work for this important program. The pictures below demonstrate how vital this program is to our community.

A Shopping Area without a Street Beautification Program



The South Riverdale & Johnson Avenue Shopping Areas





Tree Railings Replaced & Repaired by John Bindela of Jasper's Pizza and Bindela Construction Corp.

The snow storms of last winter took their toll on the tree rails. Several merchants were concerned that the rails were becoming eye sores and tripping hazards. This spring, KRVC expanded the Street Beautification Program beyond the plantings to repair

and replace the tree rails. KRVC contracted with local vendor, John Bindela, The work was extensive and expensive but the results were well worth it. John Bindela, who is also committed and dedicated to our community, worked within strict budget limitations to maximize

the needed repairs and replacements. There are still some rails in need of repairs, but most of the major work was done this spring thanks to the extra time and resources spent on this part of the program by KRVC and John Bindela.

Example of one of the mangled tree guards removed and replaced or repaired by John Bindela in the spring of 2010



The South Riverdale Avenue Merchants Association Realizes & Appreciates the Benefits of this Important Program

When Ellen Feld, President of the newly formed South Riverdale Avenue Merchants Association, was asked to participate in the July 23rd event to celebrate the Street Beautification Program, she did not hesitate to answer "yes, of course!" She, as well as the

other merchants on her block, understands the importance of this program.

Ms. Feld expressed her gratitude for the program and thanked Assemblyman Dinowitz, KRVC and the local vendors who make it all possible.

She noted that she has witnessed the maintenance of the tree pits first hand. She has seen the repair of the rails and the watering of the plants and notes that the program is a true benefit to the merchants and shoppers of South Riverdale and Johnson Avenues.



KRVC's Street Beautification Report

“Successful Community Partnerships make Successful Communities.”

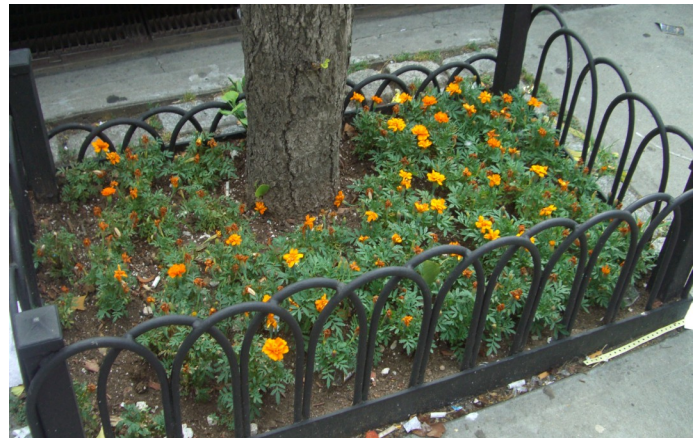
Tracy Shelton,
Executive Director/KRVC

www.krvcdc.org



A shopping area without a Street Beautification Program.

The South Riverdale & Johnson Avenue Shopping Areas.



The Future of the Street Beautification Program & Other Community Partnerships

As KRVC negotiates this year's street beautification contract with Botany Bay, Roseanne Milo, owner of Baby It's You, has offered to assist in the design aspect of the program. The contract may be slightly expanded to include a few extra, colorful plantings and possibly also a few hanging baskets to enhance the beautification of the Avenues.

This fall, KRVC and the South Riverdale Avenue Merchants Association are planning to hold a "Visioning Meeting" to

bring members of our community together to offer their suggestions for our neighborhoods. Out of these ideas may come the foundation for future community partnerships to benefit and serve the needs of our neighborhoods.

All members of our community are invited to offer suggestions for future programs. Please contact Tracy Shelton at (917) 570-9027 or at tracy.shelton@krvcdc.org with your thoughts, concerns and ideas for our community.