

# Jackson Heights, Corona get ‘taste’ of better living thru business improvement district

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Photo courtesy of Councilmember Julissa Ferreras

Sanitation and graffiti removal are part of the New Deal for Roosevelt Avenue.

Businesses, property owners and residents along Roosevelt Avenue and Junction Boulevard are getting a taste of how being a business improvement district (BID) can improve their quality of life.

Councilmember Julissa Ferreras announced sanitation and graffiti removal services for the areas. They come as part of her New Deal for Roosevelt Avenue, which promised a “taste” of services to be offered by the Jackson Heights-Corona BID.

The “Taste of the BID” is a partnership between Ferreras, the Department of Small Business Services, the 82nd Street Partnership and local property owners. The Jackson Heights-Corona BID itself, which is still being formed, will cover the major commercial corridors of Roosevelt Avenue, Junction Boulevard and 103rd Street.

“By bringing new sanitation crews to our heavily-trafficked business corridors like Roosevelt Avenue and Junction Boulevard, we are not only increasing safety and cleanliness,” Ferreras said. “We are also helping to drive new customers to our local businesses.”

Seth Taylor, executive director of the 82nd Street Partnership, touted further pluses.

“Merchants and property owners along Roosevelt Avenue and Junction Boulevard will begin to see how cleaner sidewalks can make the neighborhood a better place to shop and stroll,” he said Seth Taylor. “We are delighted that the community is getting a small taste of what the proposed Jackson Heights-Corona BID will do to improve quality of life, and we are encouraged by the growing support for the BID.”

The “Taste of the BID” is expected to run until the end of the year, with cleaning ambassadors in the area every day of the week from 8 a.m. to 8 p.m. The services will cover Roosevelt Avenue from 82nd Street to 114th Street and Junction Boulevard and 103rd Street off Roosevelt Avenue.

“New sanitation crews have already begun to make a difference along Roosevelt Avenue through cleaner and brighter streets,” said Rob Walsh, commissioner of the NYC Department of Small Business Services. “By providing this neighborhood with a taste of what a BID can offer, this commercial corridor will only continue to get stronger.