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**\*\*FOR IMMEDIATE RELEASE\*\***

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**\*\*\*PRESS RELEASE\*\*\***

**COUNCIL MEMBER JULISSA FERRERAS ANNOUNCES THE NEW DEAL FOR ROOSEVELT AVENUE**

On March 19, Council Member Julissa Ferreras announced the New Deal for Roosevelt Avenue, a seven-point plan designed to revitalize one of the busiest corridors in New York City.

Joined by esteemed members of the community, elected officials and representatives from a number of City agencies, Council Member Ferreras revealed her details for the first-ever, all-encompassing plan to enhance this major thoroughfare at Iglesia Aliento de Vida, located at 103-24 Roosevelt Avenue in Corona.

“Having spent my whole life living in and around Roosevelt Avenue, I can attest to the fact that this major thoroughfare has not received the resources it deserves,” Ferreras said. “With the New Deal, I am happy to announce that the old days of neglect are finally coming to an end.”

Within the scope of the seven-point plan, Ferreras the described improvements which are set to take place in the following areas:

- Increased Sanitation Services
- New Lighting & Painting
- Better Business Environment
- Community-Focused Public Safety
- Updated Zoning
- Car-Free Corona Plaza
- Roosevelt Avenue Task Force

“If you take a walk down Roosevelt Avenue, there is no denying that a change needs to be made,” Ferreras said. “There is no reason why our community cannot have a thoroughfare as nice as 5<sup>th</sup> Avenue. My hope is to revitalize Roosevelt Avenue and make it the must-see destination for tourists, business owners and residents alike.”

Among the officials lauding Ferreras for her work in the community was Deputy Mayor Howard Wolfson, Queens Borough President Helen Marshall, Council Member Daniel Dromm, Small Business Services Commissioner Robert Walsh, Dept. of Sanitation Commissioner John Doherty, Dept. of Transportation Queens Borough Deputy Commissioner Dalila Hall and representatives from the NYPD and the office of U.S. Rep. Joseph Crowley.

“Improving quality of life along Roosevelt Avenue has been a top priority for Mayor Bloomberg,” said Deputy Mayor Howard Wolfson. “Together with the community we have expanded sanitation services, made important public safety improvements, and are enhancing our support for small business through the expansion of the 82<sup>nd</sup> Street BID. Councilmember Ferreras has been an outstanding partner in this process, collaborating with our administration to identify smart, effective solutions that deliver real results for her constituents. We look forward to working with all the members of the Roosevelt Avenue Task Force to continue making a difference in the neighborhoods of Jackson Heights, Corona, Elmhurst, and East Elmhurst.”

“I am proud to support the improvements along the Roosevelt Avenue corridor and look forward to working with City Councilmember Ferreras, Sanitation Commissioner John Doherty, Commissioner Robert Walsh of the

Department of Small Business Services and all of our public and private community partners as we move forward with the establishment of the Jackson Heights Corona BID, which will work to maintain the commercial corridors of Roosevelt Avenue, 82<sup>nd</sup> Street and Junction Boulevard,” said Queens Borough Resident Helen Marshall. “A Business Improvement District is a great resource for any and every business community.”

### **Increased Sanitation Services:**

Through effective collaboration with the Department of Sanitation, Council Member Ferreras secured funding to more than double the number of trash pick-ups, going from 6 times-a-week to 14 times-a-week, throughout the community. Additionally, the Council Member has procured an additional 14 high-end, custom-made litter baskets to increase capacity and efficiency in sanitation services. Council Member Ferreras is also actively working on *Stomp Out The Litter*, an educational campaign to keep Roosevelt Avenue clean.

“I’m delighted to celebrate another great step forward in improving cleanliness on such a vibrant commercial strip in Queens,” Dept. of Sanitation Commissioner John Doherty said. “I thank Council Member Julissa Ferreras for helping us keep New York City clean by funding extra litter basket pick-up service as well as High-end baskets. This joint effort by elected officials and the Sanitation Department – working together with local merchants and residents—shows how these partnerships can make a real difference in keeping a community clean. And let’s remember that the litter baskets are only for pedestrian litter, not for household or commercial refuse.”

### **New Lighting & Painting:**

Council Member Ferreras has directed \$500,000 in capital funding to the Department of Transportation to increase lighting on Roosevelt Avenue. The new lighting will improve public safety and enhance the streetscape atmosphere under the tracks. Council Member Ferreras is funding the installation of new lighting from 82<sup>nd</sup> Street to 111<sup>th</sup> Street this year. In an effort to continue the beautification of Roosevelt Avenue, the Council Member has called upon the Metropolitan Transportation Authority to paint the trestles supporting the 7 train along Roosevelt Avenue.

“Revitalizing Roosevelt Avenue will go a long way in improving quality of life for residents while helping to make the area a destination for business,” said Rep. Joe Crowley. “I’m proud to join Council Member Ferreras in this ambitious and much-needed effort that will help to uplift and restore our pride in this historic neighborhood.”

### **Better Business Environment:**

As part of the New Deal for Roosevelt Avenue, Council Member Ferreras is proud to announce the expansion of the 82<sup>nd</sup> Street Partnership along Roosevelt Avenue from 82<sup>nd</sup> Street to 114<sup>th</sup> Street. Under the combined leadership of the Council Member and the Business Improvement District’s Steering Committee, the 82<sup>nd</sup> Street Partnership will form an all-encompassing Jackson Heights–Corona Business Improvement District (BID). The expansion will encourage community-driven efforts involving property owners, businesses, residents, public officials and other local stakeholders to enhance the corridor’s sense of place as an historic, diverse, authentic and vibrant destination.

To further a better business environment, Council Member Ferreras announced the \$350,000 in funding--from Mayor Bloomberg’s office in conjunction with Small Business Services--to rollout of a *Taste of the BID*. The *Taste of the BID* is an initiative that will introduce the benefits of the expanded partnership among local business owners and community residents. The community will be able to experience the beautification efforts designed for Roosevelt Avenue for the intended business-specific improvements.

“Council Member Ferreras is a tireless champion for her community, and we have been honored to work with her and the 82<sup>nd</sup> Street Partnership to help turn 82<sup>nd</sup> Street around,” said Rob Walsh, Commissioner of the NYC Department of Small Business Services. “Expanding the BID along Roosevelt Avenue will further help improve the neighborhood through the sanitation, security, and marketing services it provides.”

### **Community-focused Public Safety:**

To help make Roosevelt Avenue a safer place where people feel comfortable bringing their families, shopping, eating dinner or just walking home, Council Member Ferreras has been working with the 110<sup>th</sup> and 115<sup>th</sup> Precincts to coordinate a broad public safety strategy. This year, she has allocated \$500,000 to the NYPD for the installation of cameras throughout the district.

Another ongoing public safety issue has been the chronic problem of illegally parked trucks, which has created pedestrian and vehicle safety issues. Council Member Ferreras is proud to announce that the streets are now regularly monitored for illegally parked vehicles, which are now being towed on a consistent basis, leading to the reclaiming of parking spots.

“The issues facing Roosevelt Avenue are multifaceted and the only way to improve the safety and quality of life for our community is to bring together multiple levels of government, agencies, and law enforcement to tackle these head on,” said Assembly Member Francisco Moya. “After years of working tirelessly at the state level along with my colleagues Senator Peralta and Councilwoman Julissa Ferreras, I am pleased to be a part of the New Deal for Roosevelt Avenue. We are going to work together to make the corridor under the 7 train safer, cleaner, and more welcoming to businesses and our community members.”

#### **Updated Rezoning:**

Despite facing a number of challenges, Council Member Ferreras has tirelessly worked with City Planning to push for a more appropriate rezoning of Roosevelt Avenue to reflect an accurate reflection of the thoroughfare. As a result of her efforts, she is pleased to announce that in late spring of this year, the south side of Roosevelt Avenue is expected to be certified for commercial rezoning from 90<sup>th</sup> Street to 114<sup>th</sup> Street. Once this takes place, businesses and buildings in the area will be able to make improvements to their properties under proper commercial regulations, marking a milestone for the existing business owners.

“Zoning along Roosevelt Avenue is hopelessly out of date. This leads to businesses not making improvements, landlords having difficulty renting spaces and other long-term problems,” Ferreras said. “I am very pleased that in the late spring of this year, the south side of Roosevelt Avenue is expected to be certified for commercial rezoning. It will immensely help our existing business owners.”

#### **Car-Free Corona Plaza:**

Council Member Ferreras worked with the Department of Transportation to push for \$3 million from the City last year to launch the successful first phase of Corona Plaza, and she is proud to announce that the Plaza is here to stay. She is working with the Plaza’s community partners, Queens Economic Development Corp, which is providing maintenance services and Queens Museum of Art, which is hosting seasonal activities in the Plaza. Council Member Ferreras will continue to invest in Corona Plaza to ensure that its excellent programs continue. DOT and Council Member Ferreras will soon be seeking community input for the implementation of the second phase of Corona Plaza.

“The transformation of Corona Plaza is almost night and day,” Ferreras said. “What was once a space cluttered with trucks and cars is now a safe outdoor refuge where the community can shop, eat, exercise and play. It provides the core model for what I hope the rest of Roosevelt Avenue will become.”

#### **Roosevelt Avenue Task Force:**

There are many other challenges and opportunities facing Roosevelt Avenue. To meet these challenges and provide a forum for discussion and new ideas, Council Member Ferreras is announcing the *Roosevelt Avenue Task Force*.

The Roosevelt Avenue Task Force will concentrate on identifying challenges and finding solutions for the Roosevelt Avenue corridor running from 82nd Street to 114th Street. Along with the Council Member, the Roosevelt Avenue Task Force will work closely with other elected officials, government agencies, law enforcement, educational institutions, community-based organizations, business groups, individual merchants and community leaders to study the problems and begin to develop a long-term systematic plan to tackle these complex issues.

“Law enforcement’s relentless diligence over the years has helped to make Roosevelt Avenue as busy a commercial strip as there is in Queens and one of the busiest in the city,” State Senator Jose Peralta said. “But a great deal more needs to be done for Roosevelt Avenue to be safer for local families, more profitable for businesses and a far more potent engine of economic activity and employment opportunities. For that to happen, what is most needed is a level of commitment as determined as what we saw invested in the transformation of Times Square. That’s why Council Member Ferreras and I are working to bring back the Roosevelt Avenue Task Force, which, by drawing on the resources of a host of city agencies, including the police, fire and buildings departments, succeeded in closing scores of brothels and illicit businesses in the early 1990s.”