

Myrtle Minutes

Myrtle Avenue Revitalization Project LDC (MARP)
Myrtle Avenue Merchants Association (MAMA)
Business & Community News in Fort Greene & Clinton Hill

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BID Update

The Myrtle Avenue Brooklyn BID is now in the third and final phase of planning, or the interagency review phase. During this phase, "kicked off" by an interagency meeting on January 23rd, many different city agencies that deal with BIDs review the District Plan and comment. Councilwoman Letitia James was also present at the interagency meeting. Moreover, MARP's Jennifer Gerend spoke at the Community Board 2 January meeting about the BID plan. Near the end of the process, the City Council will vote on the BID. While it is difficult to predict when the whole process will be completed, estimates range from about 6 to 9 months. The new BID will reach from approximately Flatbush Avenue Extension (where Metro Tech BID ends) east to Classon Avenue. We thank the BID Steering Committee merchants and property owners who helped with outreach and organizing, and the NYC Department of Small Business Services. To keep everyone informed, the Steering Committee recently sent out an update letter to all property owners in late January. Although most of the property owners have gotten their support letters in already, we are always striving to collect more. We will also keep you updated on key dates in the BID review process as they are scheduled. Among other services, hopefully the new BID will be ready to install holiday lights next winter! Call MARP anytime with questions about the BID. 718-230-1689

Tree Pit Guards Completed

MARP has completed the mulching and installation of 63 new iron tree pit guards along Myrtle Avenue. This streetscaping project, sponsored by the Con Edison *Green Grant* program, is part of MARP's ongoing effort to "green" Myrtle Avenue and to protect street trees. In turn, we ask that property owners, merchants and residents alike help care for the trees by not locking bikes to trees or tree pit guards and keeping the tree pits litter and pet poop free.

Myrtle Avenue Policing

With the help of the local 88th police precinct and Assemblyman Joseph Lentol, Myrtle Avenue has two "beat" officers patrolling the area. The police officers patrol Myrtle Avenue between the hours of 8:30 am and midnight. In the case of an emergency, call 911. Non-emergency calls can go through 311, where all calls are logged and tracked for follow-up. It is important to report all incidents, whether they occur directly in your business or to your delivery personnel en-route.

Greening Myrtle Avenue

MARP was recently awarded a grant by the New York Community Trust to implement an educational outreach program that encourages merchants to adopt more environmentally friendly practices. Not only environmentally sound, these programs and strategies can also save businesses money. Special attention will be given to solid waste reduction and energy savings. To learn more, call MARP and speak to Blaise.

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Got Vacant Upper Floors?

The NYC Department of Housing and Preservation has launched the New Partners Program. The program provides loans to owners to renovate small buildings where a portion of the building is vacant, and units are in need of rehabilitation. This program is designed to help building owners who currently only rent out their retail space, but don't have the money to renovate the apartments upstairs. While this is not a huge problem on Myrtle Avenue, we believe there are several properties that might be a good match. HPD provides up to \$40,000 per unit of rehabilitation with below market interest rates. For more information, call MARP at (718) 230-1689 or HPD at (212) 863-6417.

Pratt Institute Art Supply & Book Store Update

Plans are moving forward to construct a 15,000 sq. ft. art supply and book store on Pratt Institute property at Myrtle and Emerson. The store, with an entrance that will open onto Myrtle Avenue, will be a great new art supply source for students and the public. *Opening this fall.*

New Graffiti Removal Contractor

For about three years, MARP has been paying for monthly graffiti removal along Myrtle Avenue. While more maintenance is sometimes needed, we believe that the new BID, when in place, will be able to handle the problem more completely. In the meanwhile, due to service complaints, MARP has selected a new contractor. Atlantic Maintenance already services areas like the Metro Tech BID. If you have special instructions for your gate, please notify MARP.

More Business:

Rope Bar

Rope Bar, located at 415 Myrtle Avenue (btw Clinton and Vanderbilt Avenues), is now open for business. The stylish and spacious bar & lounge is a great new addition to Myrtle Avenue's nightspots and is open daily between the hours of 5:30 pm and 3:30 am.

Oouch Café

A new bar/Caribbean restaurant has opened at 330 Myrtle Avenue between Carlton Avenue and Washington Park. Oouch Café, will serve a wide variety of Caribbean inspired meals and drinks. Call 718-403-0155 for open hours or to schedule private parties.

SNAP has moved

Fort Greene Strategic Neighborhood Action Partnership had moved from their former home at 375 Myrtle Avenue to their new address at 322 Myrtle Ave. You can visit their offices Monday, Tuesday, Thursday, and Friday from 9:30 to 5:30 and Saturday 10 to 2. SNAP can be reached at 718-694-6957.

Karen's Body Beautiful

Opening at 150 Clinton Avenue at the corner of Myrtle Avenue (across from Connecticut Muffin), Karen makes homemade lotions, shampoos, and body care products, for both men and women. She began by selling products through her website, www.karensbodybeautiful.com. Made with all natural ingredients and available in a wide variety of scents, there's something here for everyone. And just in time for Valentine's Day!

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