

# 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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## **Confused about sanitation regulations? Interested in saving energy and money?**

We are bringing the answers to Myrtle Avenue. On **Thursday, May 6<sup>th</sup>** MARP will host an all-day drop-in event called *Waste Less & Save More* with guests from the Dept. of Sanitation, NYSERDA, Keyspan, and New York Waste Match. Merchants and property owners on Myrtle Ave will have the opportunity to ask questions following 15-20 minute presentations by each guest. You are encouraged to stop by the MARP office at 472 Myrtle, 2<sup>nd</sup> Floor, for any or all of the 3 sessions being held throughout the day:

- 10 AM: *New York State Energy Resource and Development Agency (NYSERDA)*
- 1 PM: *Keyspan Energy*
- 3 PM: *Department of Sanitation and New York Waste Match*

Info. will be available for pickup throughout the day. The workshop is part of the *Myrtle Ave Wastes Less* marketing and waste reduction campaign funded by the New York Community Trust.

## **Business Improvement District (BID) Update**

Moving along nicely, the Myrtle Ave. Brooklyn BID plan is passing through the City review procedure. On April 14<sup>th</sup>, Community Board 2 voted to support the new BID, which will reach from approximately Flatbush Avenue Extension (where Metro Tech BID ends) east to Classon Avenue. The BID will provide enhanced street-sweeping services, graffiti removal, holiday lighting, and marketing for the district. Although most of the property owners have gotten their support letters in already, we are always striving to collect more. Call MARP anytime with questions about the BID. 718-230-1689

## **Myrtle Mugs and Bags**

As part of the *Myrtle Ave Wastes Less* campaign, MARP is adding simple ways to produce less trash, promote shopping on Myrtle Avenue, and save consumers money. Soon, attractive green Myrtle Avenue travel mugs (*MyrtleMug*) and cloth shopping bags (*MyrtleBag*) will be for sale at a number of shops, grocery stores, and cafes on the Avenue. Each will come with a small financial incentive to the customer when used, while helping merchants lower the amount spent on disposable items. *MyrtleMug*, retailing for \$9, will offer a free coffee with mug purchase as well as 25-cent discount on refills. *MyrtleBag*, retailing for \$10, will offer a \$1 discount on purchases over \$25. (These retail prices include a modest mark-up for merchants who sell them.) The mugs and bags will also promote shopping on Myrtle Ave wherever customers carry them. Please contact MARP at 718-230-1689 if you wish to participate in the program and/or sell either *MyrtleMug* or *MyrtleBag*.

## **Outside on Myrtle**

As the weather improves, more of us are looking to eat and drink outdoors. A few tips on outdoor space along Myrtle Ave: Castro's (511), The Gardens (493), outdoor sidewalk seating at Little Louie's Pizza & Pasta (360), and coming soon, backyard seating at Rope (415).

*over*

### **Future Redevelopment at Clermont & Myrtle**

Brownstone Realty Partners, a local developer who has done other projects here in the neighborhood, has purchased the lots around 375 Myrtle Avenue and is planning a new development with 29 apartments and ground floor retail space. 375 Myrtle Avenue / 150 Clermont Avenue will be a new 6 story concrete and brick face building. This development will hold one- and two-bedroom apartments, approximately 7,000 SF of office and retail space, 1,800 SF of commercial storage spots, and 9 below-grade parking spaces. The design, by Danois Architects, continues the street wall of Myrtle Avenue at a scale that is consistent with buildings found along the avenue. Coming in 2006. ([www.brpdev.com](http://www.brpdev.com))

### **Clinton Hill Optical**

Many locals have inquired about the closing of Clinton Hill Optical. Owner Ray Hammond was badly injured in a car accident and had to close his business. He is recovering, and is undergoing rehabilitation and physical therapy currently. Via telephone, he extends greetings to everyone, and we all wish him a good recovery.

### **More Business:**

#### **Pillow Café-Lounge**

Located at 372 Myrtle Ave between Clermont and Adelphi, this cozy café serves fresh, farm-roasted estate grown coffee from Irving Farm. In addition to expertly made coffee drinks and a wide variety of loose teas, Pillow Café-Lounge offers a tempting array of fresh baked goods, bagels, salads, sandwiches, desserts and more. Pillow Cafe-Lounge is open from Monday - Friday 7:30 am to 8 pm. Saturdays 9 am to 7pm and Sundays 9 am to 6 pm.

**Sundays on Myrtle** - Clinton Hill Simply Art & Framing Gallery is having its 4<sup>th</sup> Annual Lecture and Demonstration Series. Sessions are held from 4 pm to 6 pm throughout the month of May at 583 Myrtle Ave. Topics include: *How to Buy Custom Framing, Buying & Collecting Photography, New Trends in Framing, and How to Move Art From a Hobby to a Business.* Call 718-624-5041 with any questions.

**Made in Brooklyn** - panel discussions at the Bklyn Business Library

280 Cadman Plaza West      RSVP 718-623-7000 option 4

Thursday, May 13<sup>th</sup> 8:30-10:00 a.m. "The Specialty & Health Food Industry"

Thursday, June 10<sup>th</sup> 8:30-10:00a.m. "Marketing Trends in the Food Industry"

**Fashion on Fulton & Friends** – the Brooklyn Community Housing & Services Annual Fundraiser

Come see local designers like Nigerian Fabrics & Fashions, Tres Elegante and others while supporting a good cause. Thurs. May 13<sup>th</sup> at 6:00p.m. Call 718-625-4545 for more info.

### **P.S. 11 Fundraiser**

Friends of PS 11 will hold its Spring Gala on Monday, June 7<sup>th</sup> from 6:30 to 8:30 pm at *Greene Grape*, a new neighborhood wine store on Fulton St. It will celebrate this year's successful renovation of the PS 11 library and raising funds for the next project, a state-of-the-art Science Lab. Stay tuned for more information.

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