



# PELHAM PARKWAY BUSINESS NEWS

WPRDMA, 2415 Esplanade. Bronx, NY 10469, Phone/Fax 718-881-3086, [wprdbid@pelhamparkway.com](mailto:wprdbid@pelhamparkway.com)

SPRING 2010

## *Greetings from Larry Prospect, Executive Director*

**Hi!** Just to keep you abreast of the latest happenings on the street in our efforts to ensure that your customers have the best shopping experience possible on White Plains Road.

**Welcome**—We extend special greetings to Domar King Furniture a new business which has just opened on White Plains Road and wish them many years of continuing success on our street.

**Thank you**—We extend a heartfelt thank you to Bronx Borough President, Ruben Diaz, Jr., for his generous donation of four Big Belly Solar Compactors which can be found on the corners of Pelham Parkway South and White Plains Road.

## **What's Happening?**

**TV Advertising**—Our year-round co-op advertising campaign on Bronx Cablevision is soon coming to an end and we are on the lookout for new participants. Our current ads appear on the following stations: Bronx News 12, CNN, E!, BET, SPIKE, COMEDY CENTRAL; MTV TRES, VERSUS and MTV2. Our thanks to BX Sports, Good 'n Natural, Creston Optical, Ultimate Studio Martial Arts and Verizon Wireless for making this past year possible. If you are interested in participating, please check out the attachments and get back to us ASAP. The new year starts August 1, 2010.

**Website**—We are in the process of revamping our website, [www.pelhamparkway.com](http://www.pelhamparkway.com). All businesses within our district, White Plains Road from Brady Avenue to Pelham Parkway South are listed; please check out your listing.

**Banners**—As you may have observed, the new banners were installed and are now hanging from the light poles. Our thanks to the participating businesses: Alco Shoes, Associated, Capital One Bank, Chase Bank, Dunkin' Donuts, Taco Bell, Pizza Hut, Good N' Natural, gothic cabinet craft, Joy 21, Petland Discounts, Pizza Express, Anthony & Sal Catering, Rainbow Diner, Sterling Optical, USMA Karate, Verizon Wireless, Creston Optical and BX Sports for helping to make that project a huge success.

**Graffiti Removal**—A special thank you to Community Affairs P.O. Victor DiPierro of the NYPD 49<sup>th</sup> Precinct for volunteering to remove the graffiti which is defacing our neighborhood. If you see graffiti, give us a call; in order for this to be effective, we need to know where it is.

**Big Belly Advertising**—The Big Belly garbage compactors have proven to be very effective garbage collectors. It is our plan to add more of these in the future; however, they are very expensive and we do not have the funds, at the present time, to realize that goal. We are, therefore, asking you to help defray our costs by advertising your business on the cans.

**Pelham Parkway Reconstruction**—The rehabilitation of Pelham Parkway South service road and eastbound main road is scheduled to start in Fall, 2010; it is our intention to monitor that closely and participate in negotiations with relevant entities to minimize its affects on our district.

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**Street Vendors**—Just a reminder that Pelham Parkway south to Maran Place has C-4 zoning which prohibits general merchandise vendors. If you notice general merchandise vendors in that area, please call our office at 718-881-3086 so that they can be removed. Your cooperation is imperative in rectifying that situation.

**NYC Business Solutions**—NYC has programs to assist you in starting, operating and/or expanding your business. These programs are available at no cost to you. Just call 311 or visit them online at [www.nyc.gov/smallbiz](http://www.nyc.gov/smallbiz).

**311**—Call 311 with any city related problems such as lights, loiterers, business related problems, etc. You will be given a case number and guaranteed followup on your problem.

Remember Larry and Ethel are always available to help you in any way they can. Just give us a call at 718-881-3086 or e-mail us at [leprospect@optonline.net](mailto:leprospect@optonline.net)