By JUSTIN MCCALLUM

It’s a frequent topic for Community Board 7’s Environment and Sanitation Committee and universally disgusting—dog poop littering the streets year round. Whether along the greenways of Mosholu Parkway and Reservoir Oval, or other bustling thoroughfares such as Jerome Avenue, the prevalence of poop has certainly raised concerns.

“The charcoal scent still lingers along a stretch of small businesses on East Burnside Avenue just a week and a half after a three-alarm fire damaged them. The neighborhood school received a face lift courtesy of Publicolor, a nonprofit working in partnership with Benjamin Moore. Several dozen students decked in old clothes worked alongside some Benjamin Moore staff for the weekend event. The color in question is eco-friendly Natura.

5-2 Vows Crackdown on ‘Pooper-trators’

By JUSTIN MCCALLUM

After Fire, Months-Long Rebuilding Begins

By DAVID CRUZ

The charcoal scent still lingers along a stretch of small businesses on East Burnside Avenue just a week and a half after a three-alarm fire damaged them. Crews have since erected a scaffold, while police from the 46th Precinct have set up a barricade, fencing off the property from pedestrians and any would-be squatters. Passersby assess the rubble at some stores, staring pitifully at some of the establishments that have been gutted.

Across the street is Councilman Fernando Cabrera’s office. Cabrera, of the 14th Council District, convened a meeting exclusively for affected merchants on March 28. They connected with

(continued on page 7)
Victory for FreshDirect

Fresh off another win in court, Bronx Borough President Ruben Diaz Jr. is poised to welcome FreshDirect in its relocation to the Harlem River Yards in the South Bronx.

“The court’s decision is a victory not only for FreshDirect, but for the Bronx as a whole,” Diaz said during a March 27 news conference. “FreshDirect will continue to be a great asset to the Bronx.”

The BP underscored the health and economic benefits of the online grocer moving into the borough, in keeping with his greater development plans for a ‘New Bronx’. Among these accomplishments are 1000 new jobs, 2000 other relocated positions, previously held in Queens. Of those 1000 jobs, roughly 300 will be set aside solely for Bronxites.

Despite its bumpy road to the Bronx, overcoming criticism for heavy city and state subsidies and now two court cases questioning the site’s environmental impact report, FreshDirect is now primed to finally begin their operations, according to Diaz’s office.

“In this decision will allow for this project to move forward without delay,” said Marilyn Cintron, president of the Bronx Overall Economic Development Corporation.

A fleet of ‘green’ FreshDirect delivery trucks will soon be sweeping across the Bronx, thanks to a deal brokered between the company and Bronx-based Smith Electric. Since announcing its plans, FreshDirect has agreed to deliver everywhere in the Bronx, as well as accept EBT payments for its groceries, carrying with them some relief to food deserts throughout the area.

South Bronx Unite, which brought the suit before the courts, has been at odds with FreshDirect since the business announced plans to move two years back.

The group argued that the move relied on an old environmental impact statement that should have been revisited. The suit also asked the judge to pore over the financial terms involving the $130 million in subsidies FreshDirect received from the Industrial Development Corporation, which falls under the auspices of the New York City Economic Development Corporation.

—JUSTIN MCCALLUM

BP DIAZ CELEBRATES WOMEN’S HISTORY MONTH

WOMEN WERE singled out for their contributions in advancing women’s empowerment during the annual Women’s History Month Celebration at the New York Botanical Garden on Thursday, March 20. Those honored included Congresswoman Nydia Velazquez, New York City Public Advocate Letitia James, and New York State Education Department Regents Member Dr. Betty Rosa. Community advocate Allene Roberts was honored posthumously. Live music, including a special performance by the Bronx Global Learning Institute for Girls was on hand. PIX11 News Reporter Lisa Mateo was the Mistress of Ceremonies.

In Delayed Opening of NCBH Ward, Pol Seeks Assurances

As North Central Bronx Hospital’s maternity ward still awaits a re-opening, elected officials have pressed the hospital to provide regular updates. Officials at an evening meeting on March 18 agreed.

The suggestion put forth by Councilman Ritchie Torres, whose 15th Council District lands within the hospital environs, urged NCBH attending officials to consider the move during the gathering. He had already secured a commitment with the hospital officials during a health committee hearing, agreeing to monthly meetings. But while he did get assurances that NCBH would continue holding public forums, hospital brass said the gatherings may happen once a month or perhaps six weeks. Torres said the decision “reengaged” on assurances he had received during the committee hearing.

“All I’m trying to do is I would like to put out a calendar that everyone can agree to that would be regular meetings that will focus on particular milestones for work,” the official told Torres as he stood up questioning officials from the city-owned hospital. “I hope that’s not shrinking from what we said.”

“I do feel it’s a change in the decision,” Torres responded. “We didn’t say it was dependent on milestones. You didn’t say regular meetings. We were promised monthly meetings and I feel like that’s a reversal of the original understanding. And it is disappointing.”

“We can agree or disagree. But it’s not just about having a meeting for the purpose of a having meeting. It’s really about having a meeting to have substantive- and work being done in between and that really is my intention.”

The ward was originally set to re-open on April 30 following a decision by senior officials on March 18 agreed.

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By SHAYLA LOVE

When Barbara Stronzcer, Bedford Moshulu Community Association president, crosses the street at the intersection of Bedford Park and Webster Avenue, she is careful to look all ways. The busy crossroad is filled with cars turning left on the green light and only some will stop for pedestrians. “It’s dangerous,” she said. “The traffic congestions is a problem. Depending on the time of day, if you’re a pedestrian it could be very dangerous.”

Stronzcer and Community Board 7 have sent a letter to the Department of Transportation (DOT) to request a left turn signal light at the Bedford Park intersection, to allow turning cars a cycle to turn without traffic or interference from pedestrians. The neighborhood’s proximity to mom and pops, other retail stores, a Metro-North and several bus stations, often causes a flurry of foot and vehicle traffic during the day. Stronzcer said the bottleneck is caused by a new parking garage at the New York Botanical Garden and a changed traffic pattern on Fordham Road and Webster Avenue, where a left turn was removed following the city’s 2013 plan to decongest the area.

“More cars from the garage,” she said. “And all the cars that used to make a left at Fordham and Webster, are coming to this intersection to turn instead.”

Nick Leshi, a spokesman for NYBG, said that NYBG supported the letters to the DOT and filed a request of their own to “enhance traffic safety” in the neighborhood.

Nicholas Mosquera, a spokesman for the DOT, confirmed that the requests were received and that the next step will be an “intersection study,” following DOT protocol. The agency’s intersection study is a multi-step process. First, the intersection will be mapped to create a “Condition Diagram.” This will outline the dimension of the sidewalks and any existing traffic controls. Then an inspector will manually observe the vehicles and pedestrian traffic to create a “Field Observation Report.”

The DOT will examine all records of accidents and traffic at the proposed intersection, to allow turning cars a cycle to turn without traffic or interference from pedestrians. The DOT will examine all records of accidents and traffic at the proposed intersection, to allow turning cars a cycle to turn without traffic or interference from pedestrians.

Mosquera did not comment on whether the Botanical Garden’s request would speed up or influence the intersection study.

Ultimately, all of the data collected will be compared to the warrants that are outlined in the federal guidelines for traffic signals. These are published yearly in the Manual on Uniform Traffic Control Devices (MUTCD) by the Federal Highway Administration (FHWA).

The DOT said it’s too soon to know the outcome of the left turn signal for Bedford Park and Webster Avenue, but in cases where turn signals are not allowed, the DOT finds other ways to improve traffic conditions. For now, the results of the study are pending.

“I guess we’ll just wait and see,” said Stronzcer. Until then, she is going to keep looking both ways.

Community Presses for Left-Turn Traffic Light

WALK AT YOUR own risk. A busy intersection at Bedford Park and Webster Avenue is in need of a left-turn light, according to neighborhood groups. Photo courtesy Google Maps
Inquiring Photographer

This week we asked readers their thoughts on litter in the community and whether it’s a bigger or smaller problem than it was years ago.

I think it’s improved a lot actually. I think that in more places you are finding garbage cans. The fact of the matter is people don’t use them and if you go to certain neighborhoods you won’t see one for blocks and blocks. I think our recycling system can be a lot more effective.

Andre Rivera

I have to think back to when I was a younger person. Yes, I have to say that the streets were cleaner. There was a point when the streets were really dirty, it got really bad in the late 1990s. If you look around, there used to be garbage cans on every corner and you don’t see that any more, just like the mailbox-es and the phone booths. They’re gradually disappearing.

Yolanda Fig

It’s gradually improved and it takes time. I understand that, but the more people that move into the area, the more trash there is. But compared to before, it has improved because there are fewer rats and less people throwing garbage on the sidewalk than they used to.

Ricardo Diaz, Jr.

I believe the garbage situation has gotten better, but there are still some areas that you go into where there’s not a trash can around and people just don’t care. They just throw their garbage in the street. The streets could be a lot better and I think the store owners should come out and clean in front because, appearance-wise, it just makes it look better.

Michele Rodriguez

Around here I think it is cleaner, but over by East Gun Hill Road it’s not as good. But overall I think it’s a lot cleaner. I’m coming from Brooklyn and it’s crazy over there.

Raymond Moore
Clinton HS Melee Ends With Teacher Arrested

By DAVID CRUZ and CHELSEA GEORGE

A DeWitt Clinton High School teacher was arrested for allegedly fighting a school safety officer who was attempting to arrest a student. The arrest happened during a huge melee that’s become commonplace at the school.

Police arrested Jack Israel, 55, a global studies teacher, after he tried to prevent an officer from arresting a female student for fighting with another female student on March 26. The fight, sparked for unknown reasons, led to over 100 students rushing toward the lobby of the Mosholu Parkway school. A large crowd of students formed, forcing NYPD School Safety Officers to race down the hall and clear the scene.

More students eventually jumped in, feeding the violent frenzy. Screams could be heard down the hall, as more students funneled into the lobby. The pandemonium resulted in several students arrested and hauled into a police van, according to witnesses.

According to the criminal complaint, as officers ordered students to leave the school while attempting to arrest the student, Israel, considered by students to be a well-regarded teacher at Clinton, shouted at cops. “This is illegal,” Israel yelled.

“Get off my kids. These are my kids. These are my students.”

A struggle between the officer and Israel ensued, with Israel reported to have shouted, “I’m going to punch you in the face!”

Another officer, who assisted in Israel’s apprehension, suffered minor injuries.

Israel was soon arrested, facing numerous charges that include assault, menacing and disrupting an arrest. He’s due in court on May 29.

But the trend of fighting at Clinton, an institution with a 135-year history, is not new. The school, which has graduated Nobel Prize winners and other famous alumni such as comic book legend Stan Lee, holds a student population of over 4,000, increasing the likelihood of violent encounters.

No Charges Against Correction Officer in Fatal Shooting

By DAVID GREENE

Questions remain unanswered in the fatal incident between an off-duty city correction officer and his daughter’s troubled boyfriend in Wakefield. The officer, though not charged, can face a grand jury after investigators find enough evidence to proceed.

The victim, Vonde Cabbagestalk, 21, was found shot in the head and declared dead at the scene on March 20 inside the lobby of 739 E. 242nd St. The daytime incident happened inside the lobby of the apartment building, involving the correction officer who neighbors say could have been preventing his daughter from seeing Cabbagestalk. One police source said a struggle ensued between the two, and Cabbagestalk was shot in the head.

One neighbor, who asked to remain anonymous, said Cabbagestalk frequently stalked the house despite an order of protection against him. Police also noted the victim was a known trespasser and fare beater.

Officers haven’t charged the unidentified cop in the shooting, who claimed he was acting in self-defense.

When reached on phone, a family member of Cabbagestalk, who did not want to identify herself stated, “We’re in the process of finding out what went on. I’m actually on the way out to do funeral arrangements and stuff.” The relative ended the call by stating, “Vonde was very young. He was 21 and it was senseless what that guy did. He didn’t have to do that, he didn’t.”

Getting in front of the story, Norman Seabrook, the president of the Correction Officers Benevolent Association said in an NY1 interview that the investigators believed this was a case of self-defense just hours after the shooting.

An attempt was made with the city’s medical examiner to find out what Cabbagestalk’s body was removed, but for some unknown reason they did not provide such information.

Another stone wall came at the Bronx District Attorney’s office as one spokes- woman said, “No one has been charged in this case yet and unless someone’s charged, we won’t have any information.”

Apparently, when it’s “officer-involved,” information relating to the incident is sealed pending a decision on whether charges will be filed.

An official at the Department of Corrections stated that he had thought that no charges would be filed against the officer; but vowed to look into it. Seabrook was not immediately available for comment on this day.

The latest incident adds to an already troubling month for correction officers. In late March, Terrence Pendergrass, a commander of several correction officers at Riker’s Island, was charged with violating the civil rights of a mentally ill inmate who sought help after swallowing a soap ball. In a criminal complaint, Pendergrass is alleged to have deliberately ignored the pleas of the prisoner, Jason Echevarria of the Bronx, who eventually died after ingesting the soap. The inmate was known to have a history of mental illness. Pendergrass is awaiting trial.

In another incident, correction officers at Riker’s Island were questioned in the death of Jerome Murdough, a mentally troubled homeless veteran, who died from extreme heat exposure while inside a jail cell. The officer who failed to check on the inmate was suspended for 20 days.
After Fire, Months-Long Rebuilding Begins

(continued from page 1)
several city agencies just as a sobering thought set in—merchants will have to wait for months before feeling a sense of normalcy.

Raging Fire

The fire touched off at the corner of East Burnside and Walton avenues on Sunday morning, March 23. The line of stores, comprised of a 99 cent, cell phone, meat market, farmers market, Radio Shack, Amalgamated Bank, and furniture business suffered thousands of dollars in damage. The Radio Shack, and Burnside Furniture were spared, though they experienced several days of outages. The Amalgamated Bank fared the best, thanks to a backup generator to keep business going. But as far as Cabrera sees it, the sight is an “eyesore” for the financial epicenter of Mt. Hope, where jobs are critical to the working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area. “They’re not sure when they’re going to be able to start working poor in the area.

Business Recovery

The short term and long term effects are prevalent. The short term involves business owners haggling Con Edison, electricians and laborers. At the least damage, is at a financial loss. He especially pointed out this time of the year, tax season, as when business picks up. Tax returns often inspire some foot traffic into his store. “And the landlord of course wants his rent on time so they don’t care about the damages,” said Omar. “But this is New York.”

Every week matters,” said Cabrera. “They don’t get subsidies, they still have to pay rent. It’s just all the pressure. People are going to walk into a place that’s dark and scary.”

Khalid Omar, the owner of Burnside Furniture, a store which sustained the least damage, is at a financial loss. He especially pointed out this time of the year, tax season, as when business picks up. Tax returns often inspire some foot traffic into his store. “And the landlord of course wants his rent on time so they don’t care about the damages,” said Omar. “But this is New York.”

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A BLACK HOLE can now be seen along this row of stores in Mt. Hope, the result of a three-alarm fire.

Wrangling With Insurance

But the long term is arguably the most problematic. Each small business will begin the lumbering process of wrangling with insurance companies to determine how much is owed. An assessor is likely the first step, which would sift through the rubble for the most damaged, such as the 99 cent store owned by John Wang, Wang, an Asian native, had purchased the store three months ago, seeing no profit. “With all this going, we want to see what kind of options we have," said David, his interpreter.

Still, pursuing an insurance payout is perhaps the best recourse, said Bernadette Nation, a representative with the city’s Small Business Services. Nation, who’s dealt with small business disasters in the borough, admits that navigating the bureaucracy is perhaps the most daunting. It’s a more pragmatic reason to work with an insurer to assess the damage and file a claim.

“You’re going to need that resource to help you with recovering from this disaster,” said Nation, exhorting merchants to heed the advice. She did assure merchants that she will remain on top of the recovery efforts. But insurance payouts can take months since fire investigators are required to offer a cause of a fire before insurers can move forward. At this point, it’s unclear what caused the three-alarm blaze. Nation did give options.

“In that instance we put in a request for a fire report, even if it’s not ready yet because they’re still investigating” said Nation. “We put in that request. So as soon as it’s ready, they send us a copy and we will get that copy to you because that will expedite or accelerate your insurance claim.”

Business owners could only qualify for small business loans, often requiring the help of an attorney, a reason why lawyers for Bronx Legal Services, who were present at the meeting, would offer pro bono services when reviewing legal paperwork.

With no option to qualify for grants, merchants qualify for loans from the state Department of Financial Services or the Bronx Overall Development Corporation. They offer borrowers to take out loans through Bethex Federal Credit Union or the Business Initiative Corporation of New York. Documentation is required.

The Next Few Months

Though Mamadu Dommo, owner of Tu-douga Wireless, lost several thousand dollars worth of items, he plans on rebuilding again. He has his sights now on a different location, thanking God for being far removed from his store when the fire raged. Cabrera, realizing the struggles pinned on small businesses, sensed that some of these merchants have a long way to go. “You don’t own the business,” he said. “The business owns you.

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5-2 Vows Crackdown on ‘Pooper-trators’

(continued from page 1)

plained Helene Hartman-Kutnowsky of the Community Board’s Sanitation Committee. “The person has to be caught red-handed,” she explained. “You can’t catch it on video and say where people live.”

Cortez related that the city Sanitation Department is responsible for penalizing business owners for frequent excrement in their storefronts, but its enforcement efforts are impeded. “One of the problems with Sanitation enforcement agents is they cannot require people caught to provide identification, only Sanitation police officers can do that,” she explained. “We have asked the Sanitation Department to add more patrols to the area.”

Hartman-Kutnowsky also finds that the area itself is likely to draw these sorts of issues. “We definitely lead the borough in dog excrement, but that’s because we live near beautiful areas where people like to walk their dogs and have a population that can afford pets,” she said. “It’s a double-edged sword, but that doesn’t excuse the behavior.”

The New York Department of Sanitation recorded 76 complaints in the 2013 fiscal year, and another 71 requests to 311 for canine law enforcement so far this fiscal year, according to spokeswoman Kathy Dawkins. So-called doggy landmines have been a major problem in the Bronx, so much so that legislators and Bronx Borough President Ruben Diaz Jr. have shed light on the issue. Diaz called on the police to crack down on negligent dog owners violating the “pooper scooper law” during an October 2011 news conference. Cortez assured the crowd that neighbors will begin calling one another as the word of fines and summonses spreads, which, in addition to her passing around a pad of paper for community members to suggest areas where the dog poop seemed concentrated, garnered the Community Affairs officer applause. She emphasized that she’s aware the quality of life issue is problematic and that five-two officers will be briefed.

“Officers Mobilizing

Although they hadn’t begun actively enforcing their new push as of the mid-March meeting, Cortez is hopeful that getting the word out penalizing a few offenders will deter further soiling of city streets. Cortez assured the crowd that neighbors will begin calling one another as the word of fines and summonses spreads, which, in addition to her passing around a pad of paper for community members to suggest areas where the dog poop seemed concentrated, garnered the Community Affairs officer applause. She emphasized that she’s aware the quality of life issue is problematic and that five-two officers will be briefed.

“If any officer sees someone walking their dog, which stops to go to the bathroom, and the owner doesn’t pick it up immediately, they will be stopped, asked for identification, and they would be issued a summons immediately,” Cortez explained. “There are more police officers out there than Sanitation, so this new effort should be helpful.”

Dawkins added in an email that “the Department will continue to have these areas monitored for failure to remove canine waste and unleashed dogs.” But contrary to Cortez’s comments to the Community Board, Dawkins wrote that “the Department of Sanitation’s Enforcement Division has not been asked by the 52nd Precinct to participate in any joint patrol activities.”

It remains to be seen whether these renewed efforts will quell the stinky situation, with the 5-2 declining to comment on the effectiveness of their new measures so far.

A BRIDGE OVER MAJOR DEEGAN

Photo by David Greene

ACTIVISTS ALONG WITH city, state and federal lawmakers are demanding the city keep its promise of building a pedestrian bridge over the Major Deegan Expressway that cuts through Van Cortlandt Park. The bridge was to be part of a package of perks the neighborhood would receive in exchange for the construction of the Croton Water Filtration Plant. Friends of Van Cortlandt Park have pressed the city for years to get a bridge installed, but the Department of Environmental Protection says there’s no money. Holding up signs are (l-r) Councilman Andy Cohen, State Senator Jose Serrano, Assemblyman Jeff Dinowitz, Congressman Eliot Engel and Community Board 12 Chairman Father Richard Gorman.

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(BASEMENT OF THE CHURCH OF THE HOLY NATIVITY)

Contact Us At 347-329-0023
By SHAYLA LOVE

The Bronx wants to take back its waterfront property.

With the successful transformation of crumbling riverfronts on the Hudson and East rivers, Borough President Ruben Diaz Jr. is pursuing a new waterfront district along the Harlem River between 138th and 149th streets. The park is made possible because of the 2009 rezoning of the Lower Concourse, which encourages greater density, commercial and residential activity.

An aerial view on the Google Maps website shows empty lots, piers and storage units, which would be revamped into 1.1 million square feet of residential space, 865,000 square feet of commercial space and 269,000 square feet of park and community space, according to Diaz’s plan. “It is time for the creation of a new waterfront district...” Diaz said in his statement about his venture. “One that would lead to development similar to the Brooklyn Bridge Park. Bronxites should have the quality waterfront access, and this project could make that happen.”

The Special Harlem River Waterfront District (SHRWD) would create thousands of jobs, mixed-income housing and over $500 million in new development to the Bronx, Diaz said. The only question becomes one of funding, to get the project off the ground.

Finding Funding

Walking along Brooklyn Bridge Park’s lush greenbelts, bustling sports fields and playgrounds, it’s hard to imagine the park’s dilapidated predecessor. The piers used to be sagging emblems of an industrial past, as did much of New York City’s waterfront real estate. Brooklyn has successfully made the East River property their own again.

The Norwood News spoke to Brooklyn Bridge Park’s Belinda Cape, vice president of Strategic Partnership, about their park’s funding, to get an idea of what could be coming for the SHRWD. She said that Brooklyn Bridge Park, from its founding Memorandum of Understanding (MOU) in 2002, was mandated to be financially self-sustaining. Former mayor Michael Bloomberg and former governor George Pataki dedicated state and city funding for its construction with the condition that the park would be economically self-sufficient. To do this, the park’s construction included high-rise towers and retail stores to generate funds.

“Revenue-generating development is a necessary component of the project to support its annual maintenance and operations,” Cape said. “At this point, this revenue-generating development is approved for approximately 10 percent of the park’s footprint.”

So how does this translate to the borough? Same principle. John DeSio, a spokesman from Diaz’s office, said that for SHRWD, they expect it to be paid for “through public and private partnership.” He said it was too soon to go into specifics and that there is no timeline for completion at this time.

Looking Ahead

Brooklyn Bridge Park is still unfinished, but has been successfully on mark in its financial goals so far. Cape said about their model: “The proof is in the pudding - the park is incredibly popular; expanding at leaps and bounds, and at this juncture, 72 percent complete or under construction.”

Hopes are just as high for SHRWD. The New York Daily News imagined a hot summer night watching a movie along the river, under the stars, with Yankee Stadium as a backdrop. The New York Times foresees a destination park, comparing the result to Brooklyn Bridge Park. No matter how Diaz gets there, the park symbolizes not just renovation, but innovation.

Diaz said that new development encourages greater progression of the Bronx as a whole and that “all over the world, people are thinking differently about our borough. And here at home, the 1.4 million people who proudly call themselves Bronxites are embracing the ‘New Bronx.’”

BP Envisions Vibrant Waterfront in Years Ahead

Photo by David Cruz

A CURRENT LOOK at the waterfront between 138th and 149th streets where Borough President Ruben Diaz Jr. envisions to be a family-friendly neighborhood destination akin to Brooklyn’s waterfront. But the proposal is predicted for years in the future.

侵蚀河岸边的旧建筑并重新规划它们，倡导更高的密度、商业和住宅活动。Google Maps网站上显示了空地、码头和存储单位，这些将被改造成110万平方英尺的住宅空间、86.5万平方英尺的商业空间和26.9万平方英尺的公园和社区空间，根据Diaz的计划。他说：“现在是时候创建一个新的滨水区……” Diaz在他的声明中说。“一个将引领开发类似布鲁克林大桥公园的滨水区……布鲁克林市民应该享有优质的滨水区接入，这项项目可能会实现这一点。”

发现资金

沿着布鲁克林大桥公园的茂密绿带、繁忙的体育场地和游乐场，很难想象这个公园的破旧前体。码头曾是工业过去的象征，与纽约市的滨水区房地产一样。布鲁克林已经成功地使东河区成为自己的。

Norwood News与布鲁克林大桥公园的Belinda Cape，战略伙伴关系的副主席，讨论了他们的公园资金情况，以了解未来SHRWD可能是什么样子。她说，布鲁克林大桥公园，从其成立的Memorandum of Understanding（MOU）在2002年，是出于财务自理的需要。前市长迈克尔·布隆伯格和前州长乔治·帕塔基为建设公园设立了州和市资金，但条件是公园必须经济上自给自足。为了做到这一点，公园的建设包括了高楼大厦和零售商店来筹集资金。

“收入产生型的发展是一个必要组件，以支持其年度维护和运营。”Cape说。“在这一点上，收入产生型的发展被批准为公园 footprint的10%。”

那么，这如何适用于该地区？同样的原则。John DeSio，Diaz办公室的发言人，说，对于SHRWD，他们希望它是“通过公共和私人合作伙伴关系”来支付的。“现在还太早，不能进入具体细节，也没有完成时间表。”

展望

布鲁克林大桥公园还没有完成，但它已经在财务目标上取得了成功。Cape说关于他们的模型：“证明在于成果——公园非常受欢迎；正在迅速扩张，目前完成率或未完成率为72%。”

人们对SHRWD的期望也是如此之高。纽约每日新闻想象了一个热夏的夜晚，在河边看电影，星星下，以扬基体育场为背景。纽约时报则设想了一个目的地公园，与布鲁克林大桥公园相提并论。无论Diaz如何实现其目标，这个公园都象征着不仅翻新，而且创新。

Diaz说，新的发展将推动整个布朗士的进一步发展，并说：“全世界的人都在以不同的方式思考我们的市区。而在我们自己的140万布朗士人中，他们正拥抱‘新布朗士’。”
First Bronx Crunch Fitness Gym Wants To Pump You Up!

**Business Beat**

*By David Cruz*

Assaf Gal stood on a sidewalk on 205th Street near Webster Avenue one afternoon in January, promoting his newest venture—a Crunch Fitness gym in the Bronx. He spotted a mailwoman, handing her a Crunch ad that caused her to jolt.

“She just takes it and looks at it and goes, ‘a Crunch? Here in the Bronx?’” recalled Gal, mimicking the lady’s squeaky intonation. “That’s right, ma’am,” he responded with a grin. “First one!”

By first he means the first Crunch Fitness franchise ever to open its doors in the Bronx, a borough where exercise is often an afterthought. It’s also Gal’s first-time venture in gym ownership, though he’s certainly familiar with the importance of exercise. After all, Gal, a strong-jawed 29-year-old with a compartmentalized bulky frame and easygoing demeanor, has incorporated exercise into his life for the past 15 years.

He competed in high school wrestling before building a lifestyle around daily exercise. Understanding the importance of staying fit, Gal is often known to catch a few seconds of exercise by performing a set of pull-ups as he’s re-racking weights or picking up a hand wipe.

**Nurturing “His Baby”**

The owner of the gym, Gal, has since treated his fitness venue like it’s “his baby,” nurturing it the way any health conscience dieter would to their body. It’s a phrase that’s been heard around the gym ever since Gal opened Crunch Fitness on March 17. The business can be found on the second floor of 3170 Webster Ave., a prominent three-story building that occupies a charter school.

The Norwood gym, a 15,000-square-foot facility on the second floor cast in metallic blue, orange and purple colors, boasts 20 treadmills, six stair masters, eight bikes, and weight machine circuits, according to Gal. Men and women locker rooms are available with five showers each. While members work on their routine they can take advantage of the high definition TVs, hear club music play in the background, or stare at some catchy phrases such as “Perspire to Greatness” or “It’s not how much you lift, it’s the grunt that gets you there” emblazoned on the walls.

**Perks**

The gym has been in a frenzy of sorts, signing up neighbors with rapid pace. Monthly prices run either at $99.95 or $19.95 a month with zero contracts, though a $39 yearly fee applies. While the former offers locals access to the gym along with an online nutrition program, the latter features plenty of more amenities that include personal trainers, group fitness classes and specialized machines such as a hydro massager. Premium members can also bring a friend and visit other Crunch Fitness facilities within the tri-state except Manhattan.

“We set ourselves apart by having personal trainers that are certified with experience. We still have the personal fitness classes which are real live classes with awesome instructors and the Crunch-branded classes,” said Gal. “So I think we really set ourselves apart.”

**Choosing the Bronx**

For Gal, the experience of owning a gym feels right at home to him, unlike his early years in the corporate world that offered little satisfaction, he noted. He vetted several other gym companies before investing in Crunch Fitness, which has enjoyed success in Manhattan. But after vetting Crunch Fitness, the next step was to determine whether the Bronx was the right fit. It was.

“I love the neighborhood,” said Gal. “When I first got here I didn’t really know what I was getting into, but every time I come here I like it more and more. I go to a different restaurant.”

And part of Gal’s strategy in retaining customers goes beyond the number of high-tech machines, veering instead toward customer service.

“I tell my staff everything that you’re doing, whether you’re cleaning the toilet, checking someone or selling a bottle of water, do it in a way where someone would say thank you,” said Gal. “Because if we start off on this foot and keep going, then we’ll be okay.”

**Settling In**

The business of physical fitness in the Bronx has somewhat been lacking when compared to the other boroughs. The Bronx, remaining largely unhealthy, has seen a surge of gyms in the area, serving as vehicles to combat health disparities such as obesity and heart disease, common ailments in the borough. Recent statistics by The Robert Wood Johnson Foundation ranked the Bronx dead last when it came to healthier lifestyles, a trend Gal hopes to reverse by promoting healthy lifestyles and exercise events for the community.

And he also wants to be a friendly competitor to already established big chain establishments in the Bronx. Indeed, the Bronx is home to eight Planet Fitness franchises, three Bally’s Total Fitness gyms, and one New York Sports Club.

Gal wished “them all the best,” adding that “hopefully we can be friendly competitors.”

Community members have since been awaiting Crunch Fitness’ opening, pegging the establishment as an example of what the neighborhood would like to see along rezoned Webster Avenue.

ASSAF GAL (right), owner of the first-ever Crunch Fitness gym, stands by the familiar big gym chain logo. He stands with the gym’s general manager Nilsa Miranda.
Strap on your running shoes! The Four Bronx Institution Alliance wants you to take a run on the wild side. The neighborhood pillars—Montefiore Medical Center, Fordham University, the Bronx Zoo and the New York Botanical Garden—will once again sponsor Run for the Wild, now in its sixth year. The run, held at the Bronx Zoo, takes place on Saturday, April 26. Participants can either take part in the 5k run or a Family Fun Run/Walk. Attendees are required to raise a minimum of $30 to participate, with a variety of prizes, ranging from a T-shirt to a VIP breakfast that will be awarded to those who meet different fund-raising goals. For this reason, the zoo encouraged runners to seek individual sponsors. All donations will then go to the zoo’s elephant conservation program.

“Everyone participating will be helping the Wildlife Conservation Society (WCS) make real progress in the fight to save these majestic animals from the slaughter they are confronted with daily,” said John Calvelli, director of the 96 Elephants Campaign, a group spreading awareness on endangered elephants. And the run also serves to promote another good cause—your health.

Dr. Steven Safyer, president and CEO of Montefiore Medical Center, said the hospital is “committed to improving the health of our community,” emphasizing the need to run, play and exercise as crucial to a healthier lifestyle. Running has been known for its overall benefit of keeping people fit. Other benefits include boosting confidence, relieving stress and depression. “Opportunities to run, play and exercise are crucial,” said Safyer; “which is why this is a favorite annual event for our associates, their families and hundreds of community members.”

Past runs have supported the zoo’s work to save gorillas, tigers, lions, penguins, and elephants. Due to the severity of the elephant poaching crisis in Africa, for the first time this event will be dedicated to the same species two years in a row. “The campaign is making great strides toward realisation of its goal of eliminating the demand for ivory,” Calvelli said. “But the work is not done and elephants are still being poached at an unprecedented rate.”

The zoo’s 96 Campaign is working to secure moratoria on the sale of ivory, bolster protection of African elephants and educate the public about the link between the use of ivory and elephant hunting. Since its inception in 2009, 30,000 people have participated in Run for the Wild events, and $3.5 million has been raised through donations and sponsorship.

Registration for the event, that is expected to sell out, is now open at Run for the Wild’s website, and participants are encouraged to sign up early.

Photo courtesy Montefiore Medical Center
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Subway Art Projects Set to Pop Up in Bronx Stations

By PAOLO MOSSETTI

Bronxites have never been too passionate with their subway. Complaints about cleanliness, severe delays and bizarre encounters for commuters are simply part of everyday life. And while it’s no secret that the underground system is aesthetically challenged, the contrast with other major cities around the world is even harsher, as all over the Internet, photo galleries of newly inaugurated, art-filled subway lines are popping up.

The trend, though at a lumbering pace, is picking up steam in the Bronx. Kevin Ortiz, spokesman for the Metropolitan Transportation Agency, said that the Kingsbridge Road elevated 4 and 5 subway lines are among the stations currently under renovation, where riders will eventually notice fresh new artworks. Meanwhile, the Gun Hill Road on the 2 line and Bedford Park Boulevard and the 4 and 5 lines are slated for an artistic facelift.

The process of incorporating art pieces in a train station is not an easy process, according Sandra Bloodworth, the MTA’s director of Art for Transit for nearly 20 years. “But every station is a different case, a different story,” she said. “Elevated platforms present completely different challenges compared to underground platforms.”

The new art works will complement pieces already found in the borough’s B, D, 4 and 5 lines. Over 30 works of art can be seen affixed to platforms and interior architecture. In northwest Bronx stations, some pieces can be found, including Corinne Grondahl’s mosaic glass at the Mosholu Parkway station on the 4 line, entitled Birth of a Station (2008), or the faceted glass windows of Josie Gonzalez Albright’s Children at Play (2005) at the 4 train’s Woodlawn station.

Finding the next station to refurbish and artistically spruce up involves an internal rating system the MTA has adopted. “...[T]he MTA started using a rating system on the condition of the stations all over New York,” said Bloodworth. The system was still recovering from the decay of the 1970s, and it took a lot of time and money to clean up and refurbish older stations. The idea was to install new artwork, giving priority to the terminals with the highest number of users, interchanges and population density in the area. “And the above mentioned rating system is still the best and most reliable tool that we use,” said Bloodworth, who ramped up efforts to clean up the subways during the ’90s.

Most of the artwork we see today is the result of a radical renovation that occurred between the late 1980s and the late 1990s, when the MTA decided that the time had come for making the riders’ commute not just more efficient, but more pleasant to their eye. Under the Art for Transit project, where funding comes from 1 percent of the MTA’s budget, 19 Bronx stations were initially chosen. “It was a lot of work to do,” recalled Bloodworth.

The NYC subway is the only major underground system that operates 24 hours per day; while many others close overnight for cleaning and maintenance. The MTA has 468 stations, while other metro systems have only a couple dozen stations at most.

The system is evolving non-stop, slowly upgrading with hi-tech subway trains and more pleasurable waiting areas. Aesthetic upgrades are just as important as functional upgrades.

“The plan was to outreach the Bronx Council, to hold seminars, to provide opportunities for Bronx artists who were interested in working with us,” Bloodworth said. The response was enthusiastic, and that gave Art for Transit the confidence to expand their program. “More recently we started looking broader, and we are involving a growing number of international artists.”
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<td><strong>Trip to Atlantic City:</strong> Taj Mahal Casino, Sat., April 12, from East 163rd Street (Southern Boulevard) at 10:30 a.m. For more information, contact Eddie at (718) 757-5485.</td>
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### CLASSIFIEDS

| **Classifieds:** $12 for the first 20 words and 25 cents for each additional word.  
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The public is invited to the free Community Board Athletic Leadership League’s C-Ball event featuring NYC Health vs. Bronx Celebrities, April 5 at Community School 214, 1970 W. Farms Rd. (off Tremont Avenue). Additional activities include pre-registered youth clinic at 11 a.m., female game at 1:30 p.m., and male game at 3 p.m. Also present will be a live DJ, media, celebrities and elected officials. For more information or to RSVP, call (718) 583-7017 ext. 150.

Events

- **National Jewish Outreach Program (NJOP) invites the public to its Passover Across America, a holiday celebration, April 14 and 15 at 8:15 a.m. ($10), at the Van Cortlandt Jewish Center, 3880 Sedgwick Ave. Reservations are required by April 8 at (718) 884-6105.**

- **Registration is now open for Mosholu Montefiore Community Center’s B’n Fit Annual Teen and Community Walk scheduled for May 17 at the NY Botanical Garden from 8 to 11 a.m. ($10). For more information, call (718) 882-4000 ext. 350.**

- **Wave Hill, a Bronx oasis at 675 W. 252nd St. in Riverdale, offers Family Arts Projects: Living Structures, to hear the story of a boy who creates a forest in his room, then make your own miniature version, April 5 and 6; and Drawing on Nature, to sketch nature using sticks and wax and color using dirt and flowers for an outdoor group installation, April 12 and 13; both at the WH House from 10 a.m. to 1 p.m. Additional events include: Performance: Mark Twain Illuminated, a dramatic reading of this former WH resident, April 6 at 2 p.m. in the WH House (tickets are $32; $28/senior; $18/ages 7 to 18; WH members $22; child/$12; call for more details); Hello Spring (free weekend), April 12 and 13, featuring a variety of events (call for details); and a series of Family Workshops, featuring arts and crafts, April 15 to 17 from 1:30 to 3 p.m. in the WH House (call for fees, to RSVP or for more details). The Sunroom Project offers a series of events from April 8 to Nov. 20 (call for a detailed schedule). Grounds admission is free Saturdays until noon all year and free all day Tuesdays in April. Glyndor Gallery tours take place Tuesdays and Saturdays at 2 p.m.; garden walks are held Tuesdays and Saturdays at 11 a.m. and Sundays at 2 p.m., from the Perkins Visitor Center. For more information and a schedule of events, call (718) 549-3200.**

An Easter Egg Hunt takes place on April 19 at Williamsbridge Oval Park from 11:30 a.m.
to 2 p.m. Carnival games, potato sack races, music and, of course, a traditional Easter Egg Hunt is in store. Separate hunts for kids between ages 1 and 5 and those 6 to 11 will happen starting at 1:30 p.m. Children must bring their own baskets.

Exhibits

The Bronx County Historical Society’s Museum of Bronx History at the Valentine-Varian House, 3266 Bainbridge Ave., presents History Woven into Cloth, selections from the Society’s textile collection, through April 6. For more information, call (718) 881-8900.

Andrew Freedman Home, 1125 Grand Concourse, presents Expanding Views: The Art of Daniel Hauben, through April 5. For more information, call (718) 293-8100.

Library Events

The Bronx Library Center, 310 E. Kingsbridge Rd., presents programs for adults including: Marvelous Materials: to learn how things are made and to make a collage, April 3 at 11 a.m.; Latino & Puerto Rican Cultural Center/Heritage Exhibit Tour: (phone or in-person registration required), April 5 at 7 p.m.; Edgar Allan Poe at Fordham: a talk by Dr. Gary Hermel, April 16 at 6 p.m.; and Understanding Money & Credit: April 17 at 11 a.m. Children can enjoy Preschool Story Time at 11 a.m.: April 3, 10 and 17; Toddler Play Time at noon: April 3, 10 and 17; Funny Bunny Basket Making: April 3 at 3 p.m.; Family Time: (pre-registration required; ages 3 to 6), reading aloud and crafts, April 12 at 11 a.m.; and Plant Pot Making: (ages 7 to 12), April 17 at 4 p.m. Foreigners can attend ESOL: free English classes, April 14 and 22 at noon and 6 p.m. The entire family can visit the 2014 Free College Fair: April 16 from 11 a.m. to 7 p.m. For more information, call (718) 579-4244/4657 or visit www.nyppl.org.

The Mosholu Library, 285 E. 205th St., offers for seniors and adults: Knitting Circle: Thursdays at 3 p.m.; and Wii Program: Tuesdays at 3 p.m. Children can enjoy Toddler Story Time at 10:30 a.m.: (ages 18 to 36 months), April 3 and 10; and Reading Aloud Story Time at 4 p.m.: (ages 3 to 5), April 7. Adult speakers of other languages can join Free English Conversation Program: intermediate level, Tuesdays from 6:30 to 8 p.m., through April 8. The entire family can attend Film: “The Hunger Games: Catching Fire,” April 7 at 4:30 p.m. For more information, call (718) 882-8239.

The Jerome Park Library, 118 Eames Place (near Kingsbridge Road), offers: Kids’ Active Health: (ages 5 to 12), April 4 and 11 at 4 p.m.; Toddler Story Time at 11 a.m.: (ages 16 to 36 months), April 9 and 16; and Chess Program: (ages 5 to 12), April 15 at 4 p.m. For adults: Checkmate Chess: April 5 at 1 p.m.; and Computer Basics Open Lab at noon: April 9, 15 and 17. For teens/young adults: Teen Science: April 17 at 4 p.m. For more information, call (718) 549-5200.

A HAPPY AND HEALTHY PASSOVER TO ALL OUR JEWISH READERS!

NOTE: Items for consideration may be mailed to our office or sent to norwoodnews@norwoodnews.org, and should be received by April 7 for the next publication date of April 17.

Legal Workshop

State Sen. Gustavo Rivera presents a “Know Your Rights Legal Workshop: Stop and Frisk” on Wednesday, April 9 from 6:30 to 7:30 p.m. at the Renaissance Youth Center, 3485 Third Ave. For more information or to RSVP (required), call (718) 933-2034 or email RSVPSenatorRivera@gmail.com.

Crime Prevention Workshops

The Bronx DA’s Crime Victims and Community Affairs Units will sponsor several free workshops, for adults ages 21+ only, honoring Crime Prevention Week, at Community Board 12’s Carriage House, 4101 White Plains Rd.: “Protecting Our Children, a new approach; lessons learned from sex offenders,” Tuesday, April 8; “The Many Faces of Domestic Violence,” Wednesday, April 9; and “Sexual Assault,” Thursday, April 10; all from 6 to 8 p.m. For more information or to RSVP, call (718) 838-7461.

Homebuyer Counseling & Free Tax prep

The University Neighborhood Housing Program holds homebuyer counseling sessions at the Northwest Bronx Resource Center, 2715 Bainbridge Ave., offering free one-on-one professional assistance (appointments are available on the first and third Friday of every month) and free tax preparation sessions most Wednesdays (1 to 5 p.m.) and Saturdays (10 a.m. to 4 p.m.) until April 9. For more information or an appointment, call (718) 933-2539.

Poster Contest

The Bronx Borough President’s Office invites Bronx students in all grades to enter its “Respect Our Block” poster contest. This event is geared towards quality of life issues and borough pride. Entries are due by April 11 at the BP’s office. For more information, visit http://bit.ly/spectourblock.

SYEP

NYC’s Summer Youth Employment Program is accepting applications for residents ages 14 to 24 through April 25. Those chosen will be selected via lottery drawing. Participants are paid minimum wage and work at diverse types of businesses. For more information, call (800) 426-4646 or visit www.nyc.gov/dycd.

MetroCard Vans

MetroCard vans will be making stops on the second and fourth Friday of each month at Fordham Road and the Grand Concourse from noon to 2 p.m.; and Fordham Plaza from 2:30 to 4 p.m. Seniors with photo ID may apply for reduced fare cards and others may add value or purchase cards. For more information, call (212) 565-5111 or visit mta.info.

Summer Camp Applications

The Fresh Air Fund is accepting applications for its free 2014 summer camp program for eligible children ages 6 to 12 for the Volunteer Host Family Program, and ages 8 to 15 for the camping program in Fishkill, NY. For more information, call (800) 367-0003 or go online to www.freshair.org.

Registration is open for summer day camp at the Kingsbridge Heights Community Center, 3101 Kingsbridge Terrace. For more information, call Marlene Delgado at (711) 884-0700 ext. 160 or visit www.khec.org.

For more Neighborhood Notes online, go to www.norwoodnews.org and click on “Neighborhood Notes.”

April 3–16, 2014 ■ Norwood News ■ 15
EASTER EGG HUNT SALE

WHEN WAS THE LAST TIME YOU WENT HUNTING IN YOUR NEIGHBORHOOD

THE HUNT BEGINS

MARCH 31

AT PARTICIPATING BID STORES

YOU CAN WIN A $250, $150 OR A $100 GIFT CERTIFICATE

Look for the colorful Easter Eggs at participating stores!
Fill out the back of the egg and drop it in the Easter Box
Shop the Jerome-Gun Hill Business District!

Egg Hunt ends April 20th, 2014

Visit us at www.jeromegunhillbid.org
Call the BID Hotline at 718.324.4946 for more information.
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