

# NORWOOD NEWS

Vol. 27, No. 10 ■ PUBLISHED BY MOSHOLU PRESERVATION CORPORATION ■ May 15–28, 2014



## KITTEN PROWLs FAIR @ THE SQUARE



Photo by David Greene

**MRRROWWWW.** This neighborhood girl gets her whiskers done up by a professional face painter at the Westchester Square Business Improvement District's 6th annual Fair @ The Square. The large venue attracted thousands to the all day event on Saturday, May 10 in Westchester Square.

## Property Owner Eyes Chunk of Webster Avenue

By DAVID CRUZ

With 80 blocks of Webster Avenue rezoned to usher an influx of affordable housing with a mandated retail component, a new wave of property managers is mulling a move to the relatively barren corridor.

First came the Stagg Group, at the tail end of building supportive housing on Webster Avenue and East 204th Street.

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**Koppell Officially Challenges Klein, p. 6**

**Be Healthy**

**Stroke Awareness Month, p. 14**



**Business Beat: The 411 on KRMA, p. 16**

## Locals: Where's Oval Skate Park?

By PAOLO MOSSETTI and DAVID CRUZ

Though Community Board 7 overwhelmingly voted in favor of skateboard grounds at the Williamsbridge Oval, the city Parks Department views it as a case of flip flopping.

At their last general meeting on April 29, members agreed to officially support the skateboard park after hearing pleas from young community skateboarders. The advisory vote, largely symbolic, is the latest chapter in a decade-long battle to allocate recreational space inside the Oval.

But the city Department of Parks, through spokesman Nathan Arnosti, said Community Board 7 backpedaled on its request for a skateboard park years back, opting instead for other park projects. "Although a skate area was one of the many possible amenities considered for the renovated park, it was not included after Community Board 7 voted to use the available funds for other improvements," said Arnosti.

The explanation runs counter to what longtime CB7 members recall when Parks officials approached them to determine what amenities were needed for the Oval. A majority asked for a skateboard park, though the request was verbally communicated and not written on paper. Eventually the skateboard park plans were set aside after interest for a dog run inside the Oval gained momentum.



Photo by Paolo Mossetti

**THERE'S NO DESIGNATED** place at the Oval to skate for this adolescent, forced to practice his skateboard tricks elsewhere.

### A Skateboard Park to Nowhere

Plans to build a skating area in the neighborhood go back to 2004 when the Croton Water Filtration Plant was approved for construction by the city Department of Environmental Protection (DEP). Because parkland would be destroyed in Van Cortlandt Park to

(continued on page 7)

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## NORWOOD NEWS

Vol. 27, No. 10

Norwood News is published  
bi-weekly on Thursdays by  
Mosholu Preservation Corporation  
3400 Reservoir Oval East  
Bronx, New York 10467

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Fax: 718 324 2917

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## In The Public Interest

## Aggressive Plan Unveiled to Help Fix Affordable Housing Crunch

By DAVID CRUZ

With two-thirds of Bronxites allocating a large percentage of their take-home pay towards rent, Mayor De Blasio released a \$41 billion, 10-year plan that looks to ease the burden.

Standing outside 1269 College Ave. with city, state and federal officials, De Blasio unveiled a comprehensive plan that intends to add or protect 200,000 new and affordable apartments by 2024. “Affordable housing isn’t good enough if it’s substandard. It has to be quality, decent affordable housing a family can actually live in,” he said. “So we’re looking for quantity and quality.”

Details of the plan are outlined in a 115-page report entitled “Housing New York,” which ensures low-income families secure quality housing, affordable housing apartment buildings are well-maintained, and delays in development projects are nil. The plan would involve the city directly earmarking \$8 billion to the plan, with the remaining coming from city and state funds. Monies would help beef up staff for the city’s Housing, Preservation and Development, which would increase enforcement of building codes.

De Blasio used 1269 College Ave. as an example of once derelict affordable housing that’s made a comeback. The five-story building is part of a collection of buildings that went into disrepair as far back as the ‘80s. While rats occupied the building, many tenants dealt with lack of heat and hot water. De Blasio, in his role as Public Advocate, dubbed the landlord of the building, the city’s worst.

But Banana Kelly Community Improvement Association, a community group, stepped in to aid the College Avenue tenants. The group sought attention to the issue, inspiring a contingent of private and public monies through the city Housing Preservation and Development



Photo by David Cruz

**MAYOR BILL** De Blasio (at podium), flanked by officials, unveils a comprehensive plan to build and protect affordable housing over the next decade.

to fix the problems of its former management company, Eli Abbott’s College Management. Since then, Wavecrest Management, a family-owned rental management firm, took over the building’s mortgage last year to begin repairs on the building. Tenants will live in temporary housing while Wavecrest makes repairs.

One common issue when buildings are

properly managed is whether rents will go up, often a sign management seeks higher income tenants. But De Blasio says he will keep after Albany to ensure rent regulations remain affordable in the city. “I think that’s something New York City should get to make its own decisions about for our own tenants, and we will continue that effort,” he said.

## Filtration Monitoring Committee Meets May 27

The public is invited to the next meeting of the Filtration Monitoring Committee on Tuesday, May 27. The Department of Environmental Protection has been in-



File Photo

**AMONG CONCERNS** expected to be raised at the monthly meeting is a new secondary access to the plant, set to be constructed at this intersection.

vited to present their plans for the testing of the Jerome Park Reservoir. Questions about access to the reservoir and further construction to the JPR are anticipated.

The *Norwood News* has since reported that access to the reservoir could go into the next decade as repairs around the stone perimeter of the reservoir will need upgrades after crews noticed cracks. The *Norwood News* has also reported on word of construction crews looking to build a second entrance at the reservoir. Three community board chairs approved the secondary entrance last year which is ex-

pected to be completed in June. Construction vehicles will zip in and out of the entrance until the plant is completed, then be redone as the permanent entrance for the Mosholu golf course, DEP officials said. Adjacent to it will be a parking lot for golf course visitors.

The project could likely increase the already hemorrhaging price tag linked to the project, currently at \$3 billion. Meeting location has not yet been determined as of press time. For more information and meeting location, log on to [norwoodnews.org](http://norwoodnews.org).

—SHAYLA LOVE

## Public and Community Meetings

• **COMMUNITY BOARD 7** will meet on Tuesday, May 20 at Sister Annunziata Bethell Senior Center, 243 E. 204th St. at 6:30 p.m. CB7 committees are held on the following dates at the board office, 229A E. 204th St., unless otherwise noted: Education & Libraries and Youth Services committees meet Thursday, May 15; Housing and Land Use & Zoning committees meet Wednesday, May 21. For more information, call (718) 933-5650 or visit [bronxcb7.info/calendar](http://bronxcb7.info/calendar). All meetings are subject to change. Call to confirm.

• **THE 52nd PRECINCT COMMUNITY COUNCIL** meets May 22 at Part of the Solution (POTS), 2759 Webster Ave., at 7 p.m. For more information, call (718) 220-5811.



# Bronxites Hammer Vision Zero Plan

By DAVID CRUZ

Elizabeth Quaranta of Bedford Park stared carefully at a large map showing a portion of Mosholu Parkway, a roadway stretch that's often prone to car accidents and near misses. She placed a tiny sticker symbolizing a picture of a pedestrian crosswalk on the area, indicating where an upgrade is needed.

Quaranta, joined by her friend Sheila Sanchez, used those stickers to alert a city Department of Transportation employee that a crosswalk was needed to complement the five man-made paths that lead towards the de facto freeway. "That's our biggest crisis," said Quaranta, head of the Friends of Mosholu Parkland, who referred specifically to median eight. It was there where a 63-year-old woman was killed while crossing the street.

Her needs were heard during a city-sponsored workshop on the Vision Zero Plan, Mayor De Blasio's ambitious, 10-year plan to reduce traffic fatalities to zero. The plan, carried out by the DOT, is still in the intelligence-gathering stage, where agency officials have fanned out to organize several outreach workshops.

On May 6, DOT officials met at Lehman College with a contingent of community groups, NYPD officers and representatives from elected officials to identify trouble spots along the north Bronx. At one table, a group identified the bustling Fordham Road and Webster Avenue as a notorious traffic hotspot. Another listed

Gun Hill Road and Jerome Avenue. DOT agents jotted the intersections down as a way to determine whether an aggregated consensus develops.

Trends indicate traffic fatalities have decreased, though 280 people around the city were still killed from traffic accidents last year, DOT records show. In the Bronx, 54 percent of accidents have led to a fatality in 2013. "We find a lot of times crashes are preventable," said Eric Miu, a community coordinator with the DOT joined by colleague Lakesha Hawkins.

Miu spent the hour outlining some parameters the DOT takes when easing traffic burdens.

Much of the changes include traffic calming measures that appear to be common sense—intersection redesign, reducing the speed limit, and public education for drivers. But the onus should not be a one-way street, as one attendee saw it. Education to pedestrians and cyclists, some of whom blow through red lights or ride without a helmet, are also in need. The recommendations are a response to the traffic culture of the Bronx, where jaywalking Bronxites, aggressive drivers and dodgy cyclists are the order of the day.

"A campaign this scale, we want to change a mentality," said Miu. "We encourage dialogue."

Another DOT-sponsored workshop is expected to take place at Hostos Community College, 500 Grand Concourse, on May 15 at 6:30 p.m.

## FAST TIMES AT SLOW ZONE PARTY



Photo by Adi Talwar

**HOORAY FOR the Slow Zone!** Members of the Friends of the Williamsbridge Oval (FOTWO) celebrated the arrival of the neighborhood's Slow Zone. The group lobbied the city Department of Transportation to include Reservoir Oval and other residential streets surrounding Williamsbridge Oval in its latest round of Slow Zones across the Bronx. (l-r) FOTWO member Diletta Pina, Assemblyman Jeff Dinowitz, FOTWO President Elisabeth von Uhl, Councilman Andy Cohen spokesman Daniel Johnson, and FOTWO member Doug Condit. Not pictured is Jay Shuffield, who ramped up support for the park.

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# The COVE Celebrates 25 Years

By DAVID CRUZ

At an unassuming building on Knox Place, movie magic is born.

So are skills needed to be an upstanding citizen and a creative thinker.

Such has been the case for the Community Organized with a Vision of Excellence (COVE), an after school media arts program for teens created by the Knox-Gate Neighborhood Association (KGNA). The after school program is now celebrating 25 years in the community and offers programming such as martial arts, health and beauty, and literacy classes.

Behind The COVE's push is the need to spark responsibility and self respect. The creative element at The COVE certainly draws a roster of burgeoning artists. During a 24-week session held twice a year, high school students ages 14 to 18 gather Mondays through Thursdays and Saturdays and choose a project to produce during the session.

The educational undertones are subtle, yet certainly tangible, and Aisha Norris, The COVE's program director since 2009, knows it. In this past session, students chose to write, produce, direct, act, and edit a movie. The writing component has been raised some, after Norris, through help from The Robert Bowne Foundation, decided to up the writing portion following New York State's adoption of the demanding Common Core standards. "We're integrating that into the curriculum now," said Norris, adding the intent there is to "raise their reading levels and



Photo courtesy The COVE

**STUDENTS FROM** The COVE gather at a reading inside the after school program's headquarters. The program created by the Knox-Gates Community Association is celebrating 25 years in the community.

writing levels through writing scripts, proposals, and treatments." The hope is to fuse an educational requirement with something fun.

One of its most recent finished products was "Only If," a neo-noir film that tells the fabled story of a young man whose good intentions lead him to trouble. The film debuted last month to great fanfare.

## Modest Beginnings

Longtime neighbor Lyn Pyle, serving as the executive director of KGNA, recalled the days when there was a need to lure kids

away from the trappings of drug influences happening along several known corners in her neighborhood. "You can't just say no. You gotta provide something positive that's more fun, more exciting than hanging out with your friends and getting high," said Pyle, remembering the days when drugs were pervasive in the area. She sought refuge for adolescents at 3418 Gates Place, a building owned by the Johnson family—Winston, Patrick and Petra.

To this day Pyle has remained thankful for the Johnsons in finding The COVE rent-free space in the building, securing the

building's storage unit to set up the center. "These pipes here were covered with asbestos," recalled Pyle. Thankfully Mosholu Preservation Corporation, the neighborhood nonprofit, stepped in to secure funding. Teens helped rehab the concrete and paint the rock wall. The end result was several dozen kids attending the program and leaving with a more open mind.

Norris certainly has seen this firsthand—she's a product of an after school program in Manhattan, where she eventually taught video production. "Having that experience of seeing personally how it changed my life and having that support system of people who care about you no matter how old you get, and knowing you have a safe space when you're ready to come back to the positive side of life, helped me to continue this work," she said.

## Future Ahead

These days a block party-style festival is in the works to celebrate the center's milestone with Pyle reaching out to several students from the early years. Changes abounded for the past few years for KGCA and The COVE, and Pyle admits there have been some challenging years behind them. "During the Bloomberg years it was very hard for small programs to exist," said Pyle, adding that small programs such as The COVE are just as important as larger ones.

The celebration will take place in mid-summer. Those interested in learning more about the program can log on to [www.covebx.org](http://www.covebx.org).

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# Inquiring Photographer

By DAVID GREENE

This week we asked readers their thoughts on Mayor Bill de Blasio's plan to create or improve 200,000 low-income housing apartments around the city.



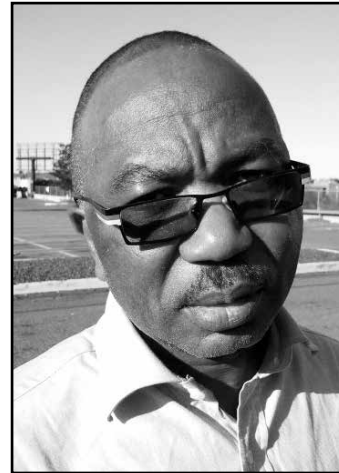
I haven't really heard about it, but I think it's a great opportunity for low-income people who can't afford a high rent.  
**Leonardo Melendez**



Didn't they propose this plan once before? It's so bad now. I'm a retired corrections officer and I'm getting priced out of the city.  
**U. Jones**



Is this plan for everybody? If so, I think it's a great idea. Housing in the city has always been a problem and now Section 8 has been shut down with a freeze. But I see it's also being abused with 13 or 14 people living in a single apartment.  
**Kurt Santos**



I think Mayor De Blasio is doing a wonderful job when it comes to housing. Rents are skyrocketing and no one can afford it, so if it's coming to help the poor and the middle class, that's wonderful.  
**Bads Addasida**



It sounds like a wonderful plan and I hope other city officials support it.  
**Rhadames Rosario**

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# Koppell to Take On Klein in Democratic Primary

By DAVID CRUZ

After months of teasing the media and throwing obvious hints of possibly returning to the political arena, former Councilman Oliver Koppell has decided to run against State Sen. Jeff Klein of the 34th Senate District. The district covers a major swath of the Bronx, from Hunts Point to Riverdale.

Koppell told the *Norwood News* his decision to run arrived after evaluating political support, gaining assurances from the Democratic Senate Campaign Committee that he will receive funding and ensuring he had enough money to get his message across. Overall, he didn't want the race to be a "fruitless endeavor."

But the move is somewhat quixotic for Koppell given overwhelming support for Klein and an enormous campaign war chest that stands at \$1.5 million. Koppell's been in retirement after being forced to give up his Council seat due to term limits, but has kept busy.

For the last five months, Koppell has waged a war of words against Klein, via media outlets. Labeling Klein a disingenuous Democrat, Koppell has gone on the offensive against Klein, a major political player in Albany. As it stands, Klein is the president of the Independent Democratic Conference made up of five State Senate legislators, who share power with Senate Republicans. It's Klein's deal with Republicans that's compelled Koppell to run against Klein.

"The moment Jeff Klein put Repub-



Photos by David Greene

**FORMER COUNCILMAN** Oliver Koppell (left) has launched a run against state Senator Jeff Klein (right) of the 34th Senate District. Klein holds major influence in Albany as the president of the Independent Democratic Conference.

licans in charge of the State Senate, he broke his word and betrayed the voters who elected him. We deserve better," Koppell said in a statement. "Because of his actions, meaningful, progressive legislation that would improve the everyday lives of people across New York, has been watered down or blocked entirely."

Klein has defended his position that he is indeed a "true Democrat," having helped pass several bills that included tougher gun laws, expanding the universal pre-K program and ushering in more affordable housing options.

Koppell's chances at winning the seat is remote given universal support for Klein, who recently gained assurances from the Bronx Democratic County caucus that it will back him should Klein face a challenger. Koppell's move appears to some political analysts as a way to use a platform to call out Klein's moderate view, which Koppell believes to run counter to democratic values.

It's unclear, however, whether the Benjamin Franklin Reform Democratic Club, an influential activist group based in the northwest Bronx, will throw its support to either candidate given the challenger and incumbent's history with the club. Members are expected to announce whether



they will stay neutral or pick a candidate on May 22, when they're expected to meet.

With petitioning beginning on May 29, Koppell and Klein expect to go head to head in several pending debates happening over the summer. A spokeswoman for Klein said the IDC president "looks forward to a spirited debate of ideas and is eager to address his record of legislative accomplishments and his vision for the people of his district and for the future of this state."

## Espallat Grabs Ben Franklin Club Support

By DAVID CRUZ

The Ben Franklin Reform Democratic Club once again threw their support behind State Senator Adriano Espallat in the race for the 13th Congressional District. The seat has long been held by seasoned Congressman Charles Rangel.

The club is considered a key group within the Bronx section of the district since a large swath of it rests in Riverdale. Perks do come with the endorsement, namely volunteers to help spread Espallat's message. With the Riverdale club

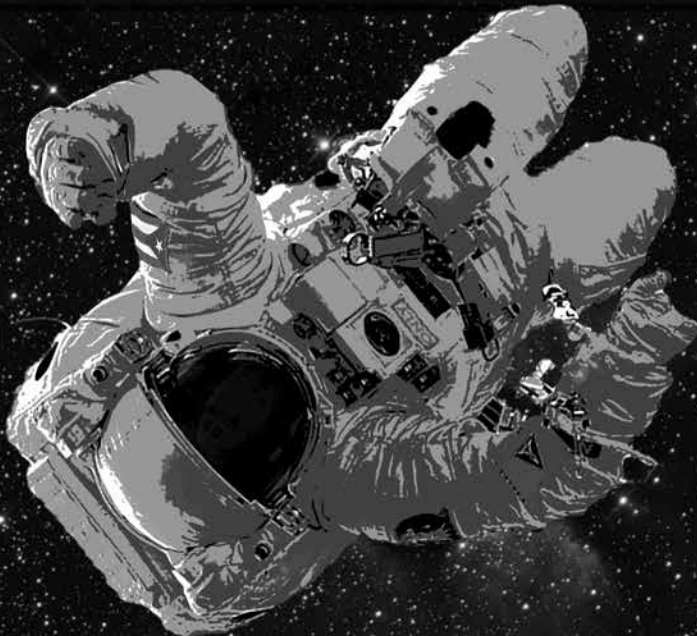
throwing its support, it's likely Espallat will secure the Bronx. He still has to contend with the rest of the 13th Congressional District, where roughly 80 percent of it lies in the borough of Manhattan.

Espallat and Rangel, along with other candidates Michael Walrond and Yolanda Garcia, still have to offer their stance on the issues. All four candidates have been invited to Bronx Talk with Gary Axelbank for a one-hour debate on June 16 at 9 p.m.

"We fully expect all four candidates to participate," said Axelbank.

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# Locals: Where's Oval Skate Park?

(continued from page 1)

install the plant, the city placated Bronx community groups by earmarking \$200 million for park projects and repairs. Those funds, overseen by the DEP, were ordered to be spent by 2009. It's so far exhausted about \$150 million of it, according to a 2013 audit by then Comptroller John Liu.

The same 2013 report tracked the number of park projects paid by the \$200 million fund, revealing that Williamsbridge Oval was in line to receive \$15 million in improvements for unspecified projects. When the announcement for the funds was released in 2004, plans for a skateboard park were in order. Despite that, no project was in the pipeline, leaving a void for skateboard enthusiasts forced to practice their moves elsewhere.

Parks has since pumped \$14.3 million into the Oval, going towards projects that included a rehabilitated recreation center, a playground with a spray shower feature, synthetic track, basketball courts, and the dog run.

"In 2004, as the Croton filtration plant was being planned, [city officials] asked local groups: 'what do you want in your area?'" Doug Condit, a local park advocate with Friends of Williamsbridge Oval (FOTWO), recalled. "A priest from St. Brendan's Church showed up with many skateboarders, and they asked for a skating park, a secure location where they could safely skate. It went before the community board, and the community board said 'absolutely,' and it was planned for this park."

## Taking Charge

Last summer, Elisabeth von Uhl, president of FOTWO, invited work crews who recently built a skateboard park in the Concourse section of the Bronx near the Freedman House (167th Street), to visit the Oval, assess the area proposed for the skateboard park and come up with a price tag. Condit has already pointed to where the skateboard park should be placed—a rectangular area in the eastern side of the Oval, restricted by a high fence and occupied by a single slide.

In a presentation of FOTWO at the recreation center, crews estimated the budget for the skateboard park at approximately \$125,000. The monies, according to one Community Board 7 member, were re-allocated for the dog run. While the FOTWO estimate was not a formal bid, according to Condit, the cost for a skateboard park was also earmarked through capital funding by former Councilman Oliver Koppell. It's unclear where the capital funds stand.

The task to help find a skateboard park now falls on Koppell's successor, Councilman Andy Cohen. Since he took office, Cohen has heard complaints from locals demanding a skateboard park be built in the Oval. "We're looking into that," said Daniel Johnson, a spokesman for Cohen. "We're also looking into other possible alternatives to fund the skate park in the community."

In March, Condit brought the neighborhood's young skaters to CB7's Parks and Recreation Committee. There, support for the project was again unanimous.



Photo by Paolo Mossetti

**A SKATEBOARD PARK** has apparently gone to the dogs, but local park activist Doug Condit (pictured), with Friends of the Williamsbridge Oval, hopes renewed interest for a skateboard park can inspire plans for one.

The committee also requested the board send letters to local officials to encourage the construction of the park. The latest motion voted by CB7 restored some hope among skaters and residents.

Condit pointed to a young boy who began skating in the Oval when he was nine, and has just turned 15. "So apparently democracy works, except when the request is made by some teens?" he asked.

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# BronxNet Celebrates 20 Years of Bronx Strong

By SHAYLA LOVE

Shirley Arrieta, now 28, was a junior at Lehman College when she realized nursing wasn't for her. Her passion was photography, but she declared a nursing major, thinking it would provide a better salary. Now, three years in, she was giving it up. That's when she went to a taping of daytime talk show, *The View*.

"I wasn't even paying attention to the show, I was paying attention to the production," Arrieta said. "The cameras being moved, the lights getting directions. I was just excited by it. I thought, production is what I need to do."

Luckily, Lehman College is home to the award-winning network BronxNet, which is run mostly by student interns. Arrieta got an internship at BronxNet, and is now a full-time producer. She looks at home in her headset, behind a monitor to direct college students who, like she did, hope to find professional work in the media field.

## For and By the Public

Arrieta is just one of many success stories BronxNet has to share. The network celebrated its 20th anniversary on May 1, where it lauded the station and some of its high-profile alumni like Darlene Rodriguez, of the NBC's *Today Show*, and Dean Meminger, of NY1. His beat was initially the Bronx. Now he covers the courts.

BronxNet is a public-access model serving as a lab for curious media enthusiasts. High school and college students can sign up for internships or independent



Photo courtesy BronxNet

**CHRISTINA PAGAN** (seated left), host of BronxNet's *OPEN* program, talks to Bronx-born Hollywood actor Chazz Palminteri (seated right).

study to run the production and programs, under professional mentors. Additionally, any Bronxite can take training at Lehman College and put on their own show. Michael Max Knobbe, executive director since 1992, said that BronxNet works because it filled a need in the community.

"The Bronx has for too long been misrepresented," he said. "By allowing the

community to tell their own story, allowing them to set the record straight and identify the real issues we're facing—it's tremendous. This affords more interaction and public participation, to produce real results."

BronxNet has six channels that cover the arts, cooking, local politics, public affairs and more. Programs like *Bronx Talk*, *Today's Corner* and *OPEN* explore Bronx current events through original interviews and reporting. And Knobbe said they're expanding. Along with renovations to the main studios at Lehman, BronxNet will be spreading to the Andrew Freedman complex in the South Bronx, and to the Mercy College campus at The Hutchinson Metro Center.

## An Educational Focus

Knobbe started at BronxNet as a student too. As an MFA student at Lehman, he answered an ad to design a logo for a new TV station. When he went into the studio, only one desk sat where monitors, equipment and interns bustle today. Knobbe did the branding for BronxNet before it existed. Today, he's still its biggest promoter.

Knobbe brags about all of his student workers like a proud parent. He can list, off the top of his head, where they ended up, and what network they work for. "My administrative team says I have a memory like an elephant," he said. But it's more than that. He stresses it's really the students who keep this place running. "As you look around, you can see students actually working the cameras, you see students on state-of-the-art pro-

duction equipment, you see students creating something that is presented to the community," he said.

The studios have a professional energy. The cameras to live shows are handled by youth whose demeanor seems older than their looks. Arrieta said the amount of trust placed in the students drives the mean learning curve. "This is a place where I was able to be that sponge," she said. "Learn, ask questions, touch this, touch that. You can pick up on the new interns when they have that fear: they don't want to mess up, because this is live. When you see that someone has entrusted in you that you can do it, they ease up and they become self-starters. They'll walk in and they know what they have to do without being told."

## A New Term for the New Bronx

This is all part of what Knobbe calls "Bronx strong." He coined the term to represent a new Bronx of growth and progress. "What was once a symbol of urban blight is now a symbol of urban renewal because of the community coming together," Knobbe said. "We've seen the positive changes that improve our quality of life, that give more opportunity to our youth. It was not without fighting a good fight that these things happened."

All the interns know the physical symbol that's paired with Bronx strong. It's the crossing of both arms, ending in a fist, to make an "X" in front of the body. They exhibit it proudly, as Knobbe tours the studios throwing out his slogan, "Stay Bronx strong!"

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# Turning Trash Into Art

By **CHELSEA GEORGE**

An artist has turned trash into masterpieces, inspiring young minds at one Norwood school to do the same.

Kristen Hassenfeld is known at PS 94 as the artist who received a grant from the New York City School Construction Authority to create an art installation back in 2010. She calls the art style “Pixi Mix”—patiently cobbling objects found at yard sales and gift stores and turning them into art. The installation now hangs from the lobby ceiling of PS 94.

Second grade students were inspired by her work during the school year, later creating “Pixi Mix 2” led by art teacher Julia Csanko. The sculptured work was unveiled on April 29 at a celebration at the school. Csanko introduced the art form to students this year, which served as a twofold lesson and a thank you to Hassenfeld.

“I didn’t know they were doing this and it’s a wonderful surprise for me,” said Hassenfeld. “I feel like the kids genuinely interact with my work.”

Hassenfeld showed off her creations with a presentation for the children. She uses bottle caps, bowls, and paper to make her masterpieces, creating an abstract work of art that leaves people wondering exactly what the creation could be. “There’s so much stuff in the world already, and I felt like I can make art out of it,” she told the *Norwood News*.

The kids then created their own “Pixi Mix” version by taking bottles filled with recyclable items, and gluing them on top of each other, creating a colorful sculpture standing about three feet tall.

“When public art goes into public schools, it has to be very, very sturdy,” said Hassenfeld. The artist explained how she used garbage found at her



Photo by David Cruz

**STUDENTS FROM PS 94** show off their version of Pixi Mix during an art show presented to the artist and mother of Pixi Mix, Kristen Hassenfeld.

neighborhood in Brooklyn to create her work.

The young artists gathered together and presented their thoughts on what they’ve learned and how Hassenfeld inspired them. To wrap up their thanks to the artist, the students gave her a special gift filled with hand drawn thank-you

messages from themselves.

Principal Diane Daprocida and parent coordinator Miriam Seminario received a grant from Citizens Committee for New York City to create the after school art program and special event. “We look for every opportunity to bring art into the building,” said Daprocida. “Any activity that brings both the parents and students together, you get a two-for-one. You get a positive interactive experience, away from the stress from homework and all of it is free and

inside the school.”

“Pixi Mix 2” is one of several grants PS 94 has added to their art curriculum, a heavy emphasis at the school. Being one of the largest schools in the Bronx with over 1200 students, art is highly appreciated among the students and staff. The school strives in giving students the opportunity to get artistically involved in its culture. They expose young minds to the beauty in art and hope to create talented artists in the future to keep the tradition alive.



Photo by David Cruz

**MOTHER OF PIXI MIX** Kristen Hassenfeld holds son while fans of her artwork gather around her during a presentation on April 29.

## J. LO STOPS BY MONTE



Photo courtesy Montefiore Medical Center

**BRONX-BORN** singer, dancer and actress Jennifer Lopez made a surprise visit to Montefiore Medical Center on Tuesday, May 13 at the hospital’s main campus. Lopez (second from right), joined by her sister Lynda (third from right), share an intimate afternoon with several neighborhood moms from the “Healthy Steps” program. Her visit comes just on the heels of a new partnership between Montefiore and the Lopez Family Foundation.



# Bronx Week 2014 Ushers in New Wave of Walk of Fame Inductees

By JUSTIN MCCALLUM

The Bronx is rubbing elbows with Hollywood as Borough President Ruben Diaz Jr. announced the 2014 inductees to the Walk of Fame at an official launch to Bronx Week, a 10-day promotional event showcasing the best of the Bronx.

At a news conference at Gun Hill Brewery, Diaz welcomed music producer and artist Swizz Beatz. He was joined by David Zayas, star of “Dexter,” who at one point served as an NYPD officer. The pair was two of the five inductees present at the May 5 event. They were part of what Diaz called an “extraordinary lineup” to be formally honored on Sunday, May 18.

“Bronx Week is where we showcase the Borough’s rich history, its institutions, and cultural diversity,” Diaz said in a statement. “I can think of no better way to celebrate the best of our borough than by welcoming home these five individuals.”

Beatz and Zayas are to be joined by New York Jets offensive lineman William ‘Willie’ Colon III, Tony-award winning Broadway veteran Priscilla Lopez, and star of the silver and small screen Rachel Ticotin. Zayas and Beatz took the mic to thunderous applause, and later enjoyed refreshments from borough eateries including

Bronx Baking Co., sushi eatery Ceetay, Coco Helado and Landin Macaroni & Cheese.

Beatz, a South Bronx native, reminisced on his difficult childhood and the hard work that led to his successful career having worked with hip-hop and R&B titans including Jay Z, Beyonce and DMX.

“The sky is not the limit, it’s just a view. Go beyond that vision and step out of that box people have put in,” said Beatz, speaking alongside the BP and a representative from Montefiore Medical Center, one of the lead sponsors of the mega venue.

Special events showcasing the best of the Bronx have been happening since May 7, when the 10-day celebration began with park tours, a hip-hop block party, and a fitting tribute to Bronxites who’ve turned 100. Other free events include an enormous health fair May 16 at Hostos Community College, a Teddy Bear Hospital presentation by Montefiore Medical Center May 17 and the 43rd annual Bronx Week Parade at Mosholu Parkway East and Van Cortlandt Avenue.

The inductees join fellow Bronx celebrities including TV personality Regis Philbin, film visionary Stanley Kubrick, former Secretary of State Colin Powell and rapper Fat Joe who have been inducted to the Walk of Fame since its inception in 1971.



Photo by Justin McCallum

**BRONX WEEK** kicks off Hollywood style, with actors with ties to the Bronx: (l-r) Director of Government Relations at Montefiore Medical Center Roberto Garcia Sr., Councilman Andy King, music producer Swizz Beatz, Borough President Ruben Diaz Jr., Deputy Borough President Aurelia Greene, and Hollywood actor David Zayas.

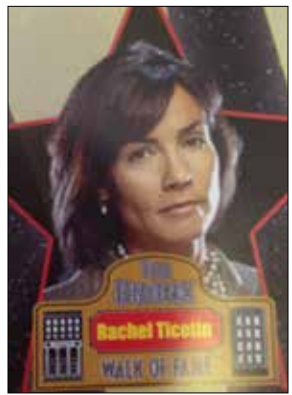
## 2014 BRONX HALL OF FAMERS



**SWIZZ BEATZ:** Born Kasseem Dean, the Grammy award winning music mogul has helped sell over 300 million albums worldwide as a producer, composer and artist. Apart from a career working with Bono, Beyonce and Kanye West,

Beatz is an avid art collector and philanthropist serving as New York City’s Health and Hospitals Corporation’s first Global Ambassador.

**DAVID ZAYAS:** Starring as Lt. Angel Batista on Showtime’s ‘Dexter,’ Riverdale resident Zayas has served the Bronx community and the country as an NYPD officer and member of the US Air Force. A selection of Zayas’s other film and television credits include “Oz,” “Law & Order,” “The Expendables,” and the upcoming adaptation of the classic musical “Annie.”



**RACHEL TICOTIN:** With modest beginnings in the borough, Ticotin went on to help found the Ballet Hispanico and star in the Bronx-centric film “Fort Apache, the Bronx.” You may also recognize her as Lt. Arleen Gonzales from “Law & Order: Los Angeles.” She is now using her long performance career to help mentor students at LaGuardia High School.

**WILLIAM M. COLON III:** A Super Bowl ring and eight years in the NFL under his belt, the New York Jets starting right guard can now add Walk of Famer to his accolades. A Bronx native and star of Cardinal Hayes High School’s football team, off the field Colon spends a great deal of his time working with the Alliance for Lupus Research and helping the less fortunate in Melrose, hosting the annual Thanksgiving Turkey giveaway.



the recent Tony-winning musical “In the Heights” to “Maid in Manhattan” and “All in the Family.” See her in the upcoming film version of the Off-Broadway smash “Tony & Tina’s Wedding.”

**PRISCILLA LOPEZ:** Although she frequents the stages of Manhattan, Bronx native Lopez has been a mainstay along Broadway for decades. Garnering a Tony for lead actress for the 1980 musical, “A Day in Hollywood / A Night in Ukraine,” she still snatches film, stage and television roles in everything from

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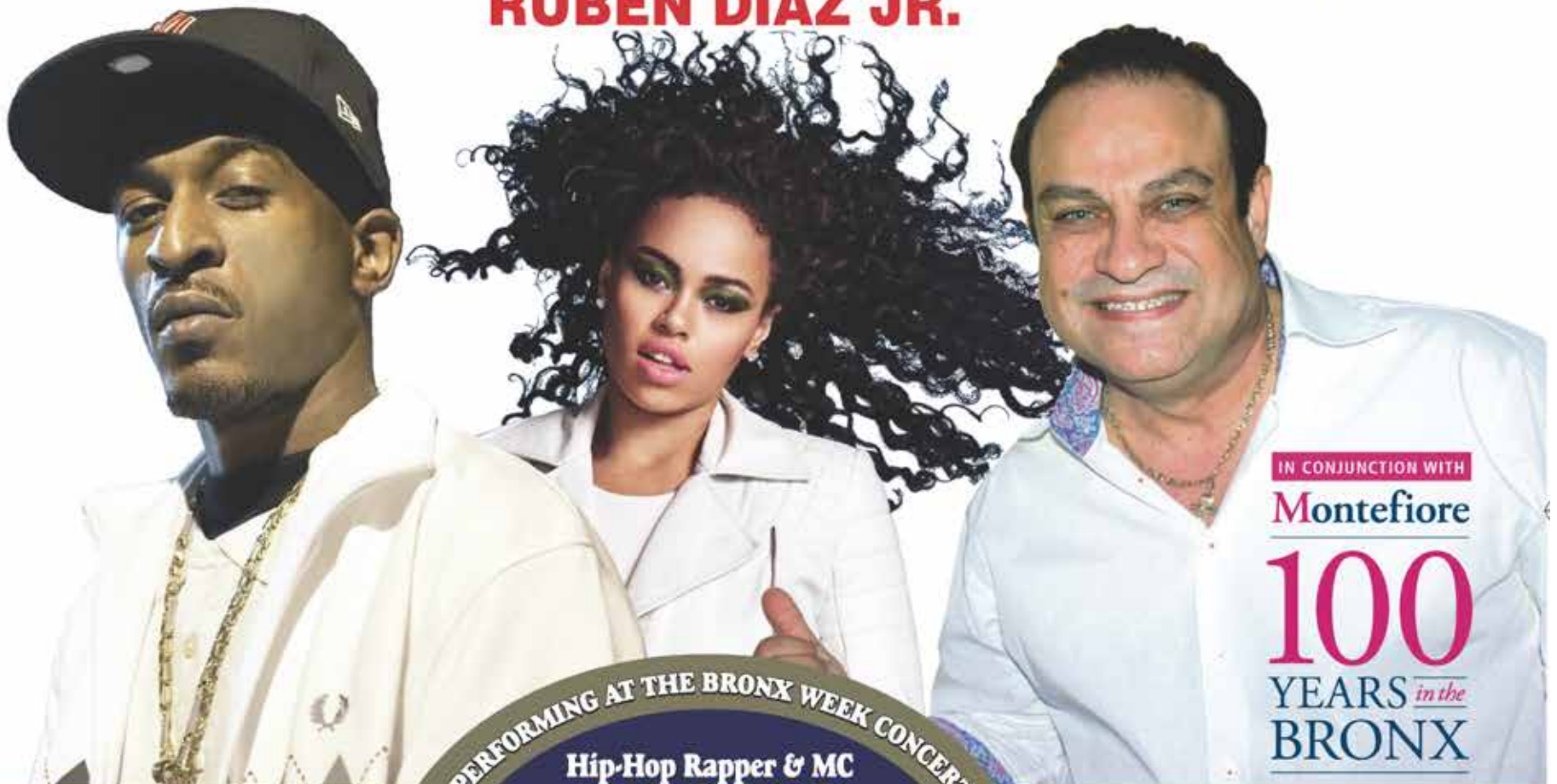
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## ADVERTORIAL

# Congrats to a Transformative Borough!

As part of the Bronx centennial celebrations happening throughout the year, the Jerome-Gun Hill Business Improvement District (BID) wishes to congratulate Bronx County for reaching its milestone on behalf of the BID's 200 retail businesses.

More than 200 businesses can be found in the BID with stores such as Rainbow Clothing Store, Pretty Girl, Too Hot Fashion, Portobello, Game Stop, T-Mobile, BX Sports, LaSorsa Auto Group, Drug Rite, Payless Shoe Source and many others that help make the Bronx what it is today – a transformative borough that's the talk of the city.

"The Jerome-Gun Hill BID has its shoppers to thank for its successes," said BID executive director Marcia Cameron. "Our shopping district is clean, safe, and offers quality goods and services at affordable prices to all Bronxites."

The BID is home to a mix of cultures and languages that bring a feeling of community to the surrounding area. That diversity is on display during the Fall Festival set for Saturday, Sept. 20, with over 100 food and product vendors and over 30



musical acts. This is an opportunity for members of the community and visitors to experience a place where years of revitalization have made for a friendly environment to live, work and shop.

Jerome Avenue is the main artery and business heart of the Norwood section, which begins at Mosholu Parkway and travels down Gun Hill Road to Webster Avenue. This vibrant area is vital to the Bronx and the entire city as a center for education and medicine and the largest employers in the Bronx. Norwood is also host to some of the borough's leading hospitals—Montefiore Medical Center, the Children's Hospital at Montefiore and North Central Bronx Hospital. It houses renowned public high schools such as DeWitt Clinton and Bronx Science.

This year the Jerome-Gun Hill BID celebrates 18 years of supporting and promoting local businesses and providing merchants and customers with clean streets and a safe environment.

"Working with our board of directors, property owners and merchants, we have been able to transform the Jerome-Gun Hill BID into a quality shopping district attracting new exciting stores," said Cameron.

In recent years, the BID has granted its merchants and property owners over \$30,000 for its popular Facade Improvement Grant program. The program provided area merchants matching grants of up to \$2,500 to upgrade the appearance of their storefronts and add security camera systems to businesses.

"Norwood is one of the Bronx's best-preserved neighborhoods,

known for its mix of fine older homes, art deco apartments and the landmark buildings of Montefiore Medical Center," said Roberto S. Garcia, executive director of Mosholu Preservation Corporation, the not-for-profit manager of the BID. "The BID provides a clean, secure neighborhood for retailers, residents and people who work at Montefiore, visit or study here," he said. "The BID is one of the ways we help preserve and promote the community."

"The BID has been extremely fortunate to have Mrs. Alice Kulick as its board chair for the past 18 years, her strong leadership, support and vision has helped to transform this district into a viable, bustling commercial corridor," Cameron added. The entire Bronx is going through a transformation for the better and the secret is out. Norwood is a wonderful place to do business, whether you're a merchant or a customer. Our BID's motto is 'Good Neighbors Deserve Great Shopping.' In Norwood, we've earned it."

For more information, call the BID hotline at (718) 324-4946 or visit the Jerome-Gun Hill BID website at [www.jeromegunhillbid.org](http://www.jeromegunhillbid.org).



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# Property Owner Eyes Chunk of Webster Avenue

(continued from page 1)

Now Andrew Maniglia, a property owner, is eyeing several properties along the avenue. Little is known about Maniglia, though he's been making the rounds along Webster Avenue.

But unlike Stagg, Maniglia intends to hear from the community instead of oppose it, according to Barbara Stronczer, president of the Bedford-Mosholu Community Association. At the latest gathering on May 13, Stronczer debriefed the audience of her meeting with Maniglia.

## Eyeing Webster Avenue

For now, Maniglia has his sights set on acquiring several properties along Webster Avenue, mainly between Bedford Park Boulevard and East 201st Street. Some of the properties, mainly 2959 and 2263 Webster Ave., now belong to Maniglia. At the moment, Maniglia has expressed interest in purchasing 2991 Webster Ave., and another piece of property just north of the block.

The Botanical Garden Post Office at 2963 Webster Ave. has long been considered a critical amenity for locals there. Maniglia recently purchased the property and continued to lease the one-story building to the post office, whose lease expires June 2016. Maniglia has the option of renewing the contract or leasing the building to someone else.

## More Property Acquisitions

But 2961 Webster Ave., to the right of the post office, is a tossup when it comes to the type of housing that would come. The one-story building is currently occupied by Union and Soda Fountain Co., though not for long. The company is expected to vacate by the end of the month, according to Stronczer. Maniglia has been unclear over what his intentions are for the building, said Stronczer, though she's emphasized to him that supportive housing should not be on the table.

The community has long resisted more supportive housing in the area. With a steady and gradual interest on Webster Avenue, Stronczer has clarified that she and the community would want more commercial property. "We would like some type of retail establishment," said Stronczer. "We talked to him about the need for better stores along Webster."



Photo by David Cruz

**NUNEZ AUTO** General Mechanic (pictured), settled just between a pair of new buildings by the Stagg Group, is poised for changes following a purchase by new owner Andrew Maniglia.

## Casting a Wide Net

Maniglia has approached the owners of the Jolly Tinker bar at 2875 Webster Ave., hoping they would bite at an offer. So far, they haven't budged. "At this point, Mr. Maniglia has been going up and down Webster Avenue," said Stronczer. "He says he would like to see if he can buy more property south of Mosholu Parkway."

Though takers have been few and far between, owners for Nunez Auto General Mechanic at 2991 Webster Ave. have now sold their property to Maniglia. The property is valued at \$531,000, which could increase over the years depending on other new amenities that arrive to the corridor.

The current plan is to keep the shop as a garage, though Stronczer maintains Maniglia's "long range plans are to build." The one-story garage lies in the middle of the development project by the Stagg Group,

dividing the six-story development that will be home to supportive housing.

Room has now been set aside for commercial space on the first floor after developers overlooked zoning mandates set by the city. Maniglia's hesitant to build right away since he's awaiting the type of tenants who will move into the Stagg buildings, according to Stronczer.

But at Vanity Fair at 2971, for instance, property owner John P. Boyle has not moved on any deals. He did offer Maniglia a "right of refusal" option, offering Maniglia the chance to buy that property should Boyle sell, according to Stronczer.

"We spoke with Vanity Fair, who has been good to this organization and he tells me he's not ready to sell," said Stronczer. "His father built the business, he built that building, and his children are young. He has to put them through college."

## Keeping Its Foot Down

New zoning rules adopted in 2011 mandate new developers set aside first floor space for commercial properties in exchange for new buildings that can go as high as 10 stories. Where Maniglia wants to build, the city approved future developers to build as high as 10 stories while allowing for larger commercial and office development.

The rezoning plan aligns with the Vision Plan for Webster Avenue, an effort to envision a strip akin to a 'Main Street,' with banks, supermarkets and other attractions for the area.

Development is intended to complement the Four Bronx Institution Alliance—Montefiore Medical Center, Fordham University, the New York Botanical Garden and The Bronx Zoo.

As of press time, Maniglia was unavailable for an interview.



Photo by David Cruz

**THE STAGG GROUP** is near completion of its first big building project along Webster Avenue. The building is slated to be supportive housing.

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# Be Healthy

# 130,000

Number of Americans who die of a stroke each year—that's 1 out of every 19 deaths. (Source: Centers for Disease Control)

Vital Stats

## Learning About Stroke, Courtesy of Montefiore

By DAVID CRUZ

The telltale signs of a stroke are subtle and often painless, with victims at times completely unaware they've experienced one. But Montefiore Medical Center's Stern Stroke Center, as part of May's Stroke Awareness Month, is increasing efforts that will encourage Bronxites to understand the causes of stroke and ways to prevent it.

Dr. Deepa Bhupali is part of a team of doctors, neurosurgeons and radiologists at the Stern Stroke Center, one of the medical arms to Montefiore's highly respected neurology department. Stroke awareness is part of a yearlong outreach effort by the center's team. One of those is Stroke Heroes, a class where the center invites third graders from Bronx schools to learn about stroke. The hope there is for children to teach one's relatives about the causes of stroke.

But this time, Bhupali will be joining some of her colleagues for some month-long outreach events that will shed light on risk factors behind stroke, how to avoid it, and what to do should one experience it.

### Events

The team will fan out to several senior centers, MMC's cafeteria, a health fair on May 16 and even cyberspace, for outreach on the condition. Bhupali, along with Drs. Kathryn Kirchoff and Allan Brook, will hold separate Twitter chats alongside the American Stroke Association (ASA) on May 14, 21 and 28. The talks, educating participants on the signs of stroke, all happen at 3 p.m.

They will explain the causes behind a stroke, known colloquially as a "brain attack"—blockages in oxy-

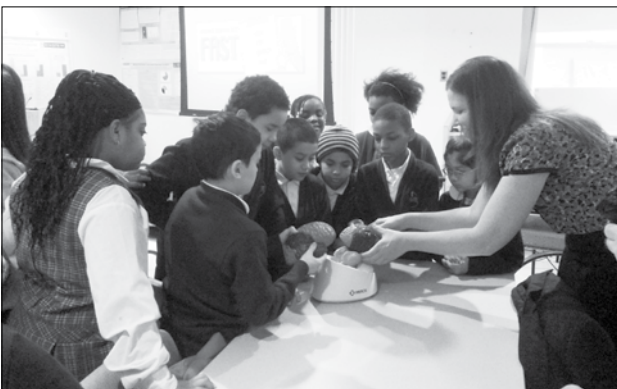


Photo courtesy Montefiore Medical Center

**DR. KATHRYN KIRCHOFF-TORRES**, a neurologist at the Stern Stroke Center, teaches students from St. Ann's School in the Bronx about the danger signs of stroke during a Stroke Heroes class.

gen-carrying blood vessels that are connected to the brain. The organ's nerve cells heavily rely on oxygen to maintain normal brain activity. And since blood carries oxygen, it's critical for patients to ensure passages are clear.

The impact of stroke largely depends on which blood vessel is affected, a reason why the prognosis ranges from mumbled speech to impaired movement. New York State health figures show blacks and Hispanics are more prone to stroke.

The trio of doctors will also cover risk factors linked to stroke, primarily smoking, high cholesterol, and fatty foods. Anyone interested can follow ASA's handle, @American\_Stroke, from where the experts will be tweet-

ing. Folks can also follow @MontefioreNYC.

### Think F.A.S.T.

Above the main points Bhupali hopes to get across this month is the value of responding to the signs of stroke immediately. It's a reason she and other stroke doctors encourage Bronxites to understand F.A.S.T., an acronym that helps highlight the signs of stroke and how to respond.

The term, describing a self-prescribed screening measure, indicates several stroke symptoms—facial droopiness (F), arm weakness or numbness (A), speech problems (S), and time, which translates to a faster recovery time (T). Bhupali considers the last factor key to determining stroke.

"...[T]ime is the critical factor in how a stroke is managed and kind of your prognosis after that," said Bhupali. "So we say if there's something wrong with your face, or one of your arms, your legs are weak, or you're having some problem with your language, act on it. Call 911 and come in immediately."

Doctors regularly delve into the condition further through a CAT scan or more importantly an MRI, a color scan that pinpoints the origin of a stroke should one occur.

"I think like it's important to know if you come and you're having a stroke, all we're going to do is some blood work and a CAT scan and we're going to meet you and get to be a part of your life," said Bhupali. "And if you come and you're not having a stroke, it's really good. And if all that's passed is time, then it's worth it if it's your health."

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# Neighborhood Notes

## Penny Drive

Tender Tots hosts its First Annual Penny Drive through May 17 to help benefit the Children's Hospital at Montefiore. Pennies can be dropped off at 3322 Decatur Ave., between 209th Street and Gun Hill Road weekdays from 9 a.m. to 5 p.m. For more information, call (347) 865-4100.

## It's My Park Day

Volunteers are needed for "It's My Park Day." The Friends of Van Cortlandt Park meet on Sunday, May 18 at 10 a.m. at the compost site at VC Park (enter at Broadway and Mosholu Avenue). For more information, call (718) 601-1553. The Bedford-Mosholu Community Association meets on Saturday, May 31 at 10 a.m. at the comfort station on Webster Avenue and Mosholu Parkway. For more information, email [bedfordmosholu@verizon.net](mailto:bedfordmosholu@verizon.net).

## Vision Zero Workshop

Learn about the city's Vision Zero at a Pedestrian Safety workshop on Thursday, May 15 at Hostos Community College, 500 Grand Concourse (doors open at 6:30 p.m.). For more information, visit [nyc.gov/visionzero](http://nyc.gov/visionzero).

## 52nd Precinct Explorers

The 52nd Precinct Law Enforcement Explorers meets Tuesdays at 4:30 p.m. at 3016 Webster Ave. The group is open to youth ages 14 to 20. Learn about law enforcement as a career, meet with local police officers, participate in projects, trips, and various activities. For more information, call PO Yvette Palermo-Ortega at (718) 220-5833.

## Mortgage Modification Workshop

Community Board 12 hosts a free mortgage modification workshop on Saturday, May 17 from 10 a.m. to 3 p.m. at 4101 White Plains Rd. Refreshments will be served. For more information and to register, call (718) 881-1180 or (718) 992-5979.

## Free Mammograms

The Health and Hospitals Corporation offers free and low-cost mammograms in the month of May. Screenings are held at North Central Bronx Hospital, 3424 Kosuth Ave., on Thursdays, May 15, 22 and 29 from 10 a.m. to 2 p.m. For more information, call (718) 519-3086.

## Go Green Walk

The Fordham Road BID presents its Sixth Annual Go Green Walk, May 17 from 11 a.m. to 2 p.m., starting at 2500 Creston Ave., Fordham Road from Kingsbridge Road/Creston Avenue, and ending at Muller Park and Plaza, Fordham Road and Creston Avenue. For more information, call (718) 562-2104.

## Finance Session

Learn about getting rid of debt at "Get Credit Savvy" on Wednesday, June 11 from 5:30 to 7:30 p.m. at the Northwest

Bronx Resource Center, 2715 Bainbridge Ave. Attendees receive a free copy analysis of their credit report. For more information or to RSVP, call (718) 933-2539.

## Keeping Fit for Seniors

CityParks Seniors Fitness offers free tennis lessons, yoga, and fitness walking to seniors 60 and over through June 20, at Pelham Bay Park, Soundview Park and Van Cortlandt Park. For more information and a detailed schedule, call (718) 760-6999.

## MMC Seeks Volunteers

Montefiore Medical Center offers volunteer opportunities in both patient and non-patient settings for those ages 16 and over, willing to donate a few hours. In-person interviews are required and are by appointment only. All volunteers are screened and trained. For more information including requirements, call (718) 920-4321.

## 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) METRO-CARD or visit [www.mta.info](http://www.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](http://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 (718) 884-0700 ext. 168 or visit [www.khcc.org](http://www.khcc.org).

## Pay Respects at Woodlawn

A free tour of final resting places for those who built the Bronx will be held at Woodlawn Cemetery on Friday, May 16 from 4 to 6 p.m. Meet at the Jerome Avenue gate at Jerome and Bainbridge avenues. For more information, call (718) 920-1469.

## Teddy Bear Hospital

Children under 12 years can bring their teddy bear or doll to Montefiore's Wakefield Emergency Department, 600 E. 233rd St., Saturday, May 17 from 10 a.m. to 2 p.m. for a free medical exam. Also included are free giveaways and health education literature. For more information, call (800) MD-MONTE.

For more Neighborhood Notes online, go to [www.norwoodnews.org](http://www.norwoodnews.org) and click on "Neighborhood Notes."

## MESS OF THE MONTH



Photo courtesy Bedford Mosholu Community Association

**THE STOREFRONT** that was once the home of Allen Cleaners at 387 E. Bedford Pk. Blvd. was the target of graffiti vandals. Last month, scrawls of black paint were first seen tagged onto the wood boards that covered the former neighborhood staple. The mess still remains.



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# Business Beat

## A Budding Merchants Association in Kingsbridge



Photo by David Cruz

**FOR THE PAST** decade, Nancy Fernandez (pictured) has owned Divino Pharmacy in Kingsbridge, one of 269 businesses along the corridor. She doubles as the president of the Kingsbridge Road Merchants Association.

By DAVID CRUZ

To manage a merchants association, one has to think like a merchant.

And for Nancy Fernandez, the connection certainly suits her. After all, Fernandez is not only president of the burgeoning Kingsbridge Road Merchants Association (KRMA), a group representing 269 businesses, but she's also a neighborhood businesswoman. For the past decade, Fernan-

dez has been entrenched in the community, working as the owner of Divino Pharmacy. For the past three years, she's spent time putting KRMA on the map.

"This is more like my home," said Fernandez, speaking to the *Norwood News* from her store on East Kingsbridge Road.

Fernandez is not new to the world of business, having come from a family of business owners who set up shops in Manhattan and parts of the Bronx. Fernandez's store opened as a variety store, selling handbags, sunglasses and perfumes. She later phased in a drugstore, seeing a need, despite a local Duane Reade nearby. Fernandez is not one to feel intimidated, fueled by her need for a challenge.

"I sell Flavor RX so that kids get medications with different flavors because they don't have that option at Duane Reade or CVS," she said.

### A Neighborhood Ripe for Change

Her business is part of the hodgepodge of eateries, clinics, an animal hospital, and variety stores that flank Kingsbridge Road, a working class neighborhood between the Grand Concourse and Sedgwick Avenue. In the middle of the corridor is the Kingsbridge Armory, now prime for change after developers won a bid to repurpose it into the world's largest skating arena.

Activity following the City Council vote in favor of the rink last year has remained largely flat, though once built, its presence

could elevate the association's prowess.

Analysts have long predicted major changes for the corridor given the socioeconomic status linked to figure skating and hockey. The Armory is likely to attract a more affluent clientele, likely triggering an exodus of mom and pops unable to pay rents.

### Seeds of Gentrification

Landlords have indeed been jockeying to take advantage of this new wave of customers by refusing to renew lease agreements to longstanding business tenants. The plan would be to displace businesses with a more affluent line of stores, changing the overall working class neighborhood.

"It's upsetting because this is where everybody gets their bread and butter, but it's something that no one can do anything about," said Fernandez, "unless they buy the building."

But Fernandez, a flexible pragmatist, intends to stick around for the long run, hoping to see cleaner and safer streets. As an association, it's tried, but as Fernandez put it, "We can only do so much."

### The Road to a BID

An association usually serves as a prelude to a business improvement district, an ad hoc city agency funded by BID assessments agreed upon by property managers. The BID process can take years depending on how well associations are able to round

up a majority of property owners willing to become a BID.

Assistance has come from the Mosholu Preservation Corporation, the neighborhood nonprofit that helped secure grant funding for the association several times, though Fernandez credits plenty of the legwork to her vice president, Christian Ramos, and treasurer, Carlos Nieves.

But through MPC, the association filed incorporation papers last year, furthering the association's goal of formalizing into a BID. These days, the association is exploring a BID Express, which offers cleaning and other BID-forming services.

It's only in line to self-promote. As has been the case for the past few summers, the association will once again present the Unity in the Community Festival on June 21, designed for merchants to showcase their merchandise on the streets.

"It's a great way to bond everybody together and have a great day for the merchants and the community," said Fernandez.

There is extra work in organizing an association that's simply all volunteer. But Fernandez doesn't mind. Her ingredients to seeing the association clear a pathway to a BID are "time and dedication." It's her advice to other commercial corridors looking to organize.

"It's going to take people to come in to try and see your vision as well," said Fernandez. "And from there things start forming."



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# Out & About

Compiled by JUDY NOY

## EDITOR'S PICK

### Bronx Week Parade and Festival

The public is invited to the free **annual Bronx Week Parade** along Mosholu Parkway, May 18 at noon, featuring celebrities, marching bands, and a variety of groups. Reviewing stand will be on Mosholu Parkway East at Van Cortlandt Avenue. Parade will be followed by free **Food and Arts Festival**, from noon to 6 p.m., at Mosholu Parkway and Bainbridge Avenue, featuring hand-crafted items, free health screenings, information on services and health insurance, and live music all day. For more information on the week's events and parade route details, call (718) 590-3500/22.

## Onstage

■ The Albert Einstein Symphony Orchestra presents its **Season Finale**, May 18 at 3 p.m., featuring classical music, in the Albert Einstein College of Medicine's Robbins Auditorium, Forchheimer Building, 1300 Morris Pk. Ave. Contributions are suggested. For more information, visit [einsteinorch.tripod.com](http://einsteinorch.tripod.com).

■ Lehman Center for the Performing Arts, 250 Bedford Pk. Blvd. W. presents **Lehman College Community Band**, performing a Prelude to Summer, in the Lovinger Theatre, free, May 18 at 2 p.m. Program is subject to change. For more information or for special discounts, call (718) 960-8833.

■ The Bronx Concert Singers (BCS) present their **33rd Annual Spring Concert**, May 18 at 4:30 p.m., at St. Paul's Evangelical Lutheran Church, 1891 McGraw Ave. in Parkchester, featuring music of a variety of genres by soloists and chamber orchestra (\$20; \$35/for 2; \$15/seniors and students with valid ID; \$5/ages through high school). For more information, call (917) 743-4641.

## Events

■ Bronx Borough President Ruben Diaz Jr. invites the public to attend the **Opening VIP Art Exhibit** of Daniel Hauben Bronx Works, May 15 at 6 p.m. at the Bronx County Building, 851 Grand Concourse, suite 301. There will be a wine and cheese reception. Seating is complimentary and limited. For more information and for required RSVP, call (718) 590-8989.

■ PS x33 (The Timothy Dwight School), 2424 Jerome Ave., presents its **Multicultural Health Fair**, May 16 from 8:30 a.m. to 2 p.m. Activities include face painting, arts and crafts, information on health insurance, a slew of health issues, and music. For more information, call (718) 584-5523.

■ The COVE, 3418 Gates Place, presents Shotokan Karate Do world champion **Abdul "Aziz" Shihan**, Saturdays from 1 to 3 p.m. for ages 5 and up, to learn to defend and protect yourself (\$20/month; \$45/month for family of 3); **Zumba Classes**, Fridays 6:45 to 7:45 p.m. (\$20/month); and **Health and Beauty Workshops**, 3 to 6 p.m. for ages 13 and up (\$20/month; 10 slots only), to learn hair extension techniques. For more information, call Starr or Michelle at (718) 405-1312.

■ The Williamsbridge Oval Recreation Center, 3225 Reservoir Oval E., offers ongoing **zumba sessions**, Wednesdays at 6:30 p.m. and Sundays at noon. No registration is required. For more information, call (718) 543-8672.

■ Registration is 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). Included are free raffle prize valued at \$600, refreshments, and T-shirts to participants who preregister. For more information and to confirm, call (718) 882-4000 ext. 350.

■ Wave Hill, a Bronx oasis at 675 W. 252nd St. in Riverdale, offers **Family Arts Projects**: Conversations With Puppet Squirrels, to make your own squirrel and its own little home, May 17 and 18; and Wash-Away Patio, to make a patio with clay to take home, May 24 and 25; both in WH House from 10 a.m. to 1 p.m. Additional event includes: The **Sunroom Project** offers a series of events through Nov. 20 (call for a detailed schedule). Grounds admission is free Saturdays until noon all year, and free all day Tuesdays in May. 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.

## Exhibits

■ **Urban Oasis: 30 Years of Painting Bronx Parks**, features artwork by Daniel Hauben, through May 31, at Poe Park Visitor Center, 2640 Grand Concourse. For more information, call (718) 365-5516.

■ The Bronx Museum of the Arts, 1040 Grand Concourse (at 165th Street) presents **Beyond the Supersquare**, through Jan. 11, featuring 30 artists and more than 60 artworks. For more information and a detailed schedule, call (718) 681-6000.

## Library Events

■ The Bronx Library Center, 310 E. Kingsbridge Rd., presents programs for adults including: **Single Stop Government Benefits at 9 a.m.**: May 15, 20, 22, 27 and 29; **History Through Hats**: 2-hour history of hats followed by creating your own with various materials, May 15 at 11 a.m.; **Computers for Beginners**: May 15 at 2 p.m.; **Bronx Literary Festival 2014**: Variety of activities for the entire family, including **Performance by MAD About Dance** at 2:30 p.m.; and **Internet for Beginners**: May 22 at 2 p.m. Teens/young adults can attend **Chess Workshops at 4 p.m.**: May 19 and 26. Children can enjoy **Preschool Story Time at 11 a.m.**: May 15, 22 and 29; **Toddler Play Time at noon**: May 15, 22 and 29; **Stick People Making**: May 15 at 4 p.m.; and **Carnegie Kids: Rani Arbo & Daisy Mayhem**: featuring music, May 18 at 2 p.m. For more information, call (718) 579-4244/46/57 or visit [www.nypl.org](http://www.nypl.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. Teens/young adults can view **film**: "Battle of the Year," May 17 at 1 p.m. Children can enjoy **Toddler Story Time at 10:30 a.m.**: (ages 18 to 36 months), May 15 and 22; **Story Time/Read Aloud**: (ages 5 to 12), May 19 at 4 p.m.; **Bilingual Birdies at 11 a.m.**: French (ages through 12 years), featuring music, puppets, games, and ending with bubble dance party, May 20 and 27; and **Buzzy Bots & Crawly Critters**: (ages 5 to 12; phone or in-person registration required), 4-week science-based hands-on workshop, May 21, 28, June 4 and 11. Foreigners can attend **English Conversation Program**: (intermediate level, free), Tuesdays 6:30 to 8 p.m., May 20 and 27. For more information, call (718) 882-8239.

■ The Jerome Park Library, 118 Eames Place (near Kingsbridge Road), offers for kids: **Chess Program at 4 p.m.**: (ages 5 to 12), May 15 and 20; **Active Health at 4 p.m.**: (ages 5 to 12), yoga and zumba, May 16; **Pajama Party at 6 p.m.**: (ages 5 to 12), May 16 and 19; **Tiptoe Through the Tulips**: (stories for ages 3 to 12), May 23 at 3:30 p.m.; and **Toddler Story Time at 11 a.m.**: (ages 18 to 36 months), May 21 and 28. For adults: **Computer Basics Open Lab at noon**: May 15, 20, 22, 27 and 29; and **Making Your Resume Work for You**: May 17 at 1 p.m. For teens/young adults: **film**: May 15 at 3:30 p.m.; and **Teen Science**: May 29 at 4 p.m. For foreigners: **Free English Class**: May 29 at 6 p.m. For more information, call (718) 549-5200.

**NOTE:** *Items for consideration may be mailed to our office or sent to [norwoodnews@norwoodnews.org](mailto:norwoodnews@norwoodnews.org), and should be received by May 19 for the next publication date of May 29.*



Photo courtesy Daniel Hauben

**CHECK OUT** Daniel Hauben's art piece, *Poe on the Concourse*, on display at the Poe Park Visitor Center, 2640 Grand Concourse, through May 31.





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