

Archer Avenue strips get green

TIMES LEDGER, THURSDAY, FEBRUARY 28, 2008

City beautifies empty lots amid downtown Jamaica development

BY IVAN PEREIRA

While developers are plotting new ways to transform the commercial district in Jamaica into the city's top shopping spot, Borough President Helen Marshall announced openings of two areas that will keep the area green.

The city completed two beautification projects two weeks ago as part of its Greenstreets initiative on lots located on Archer Avenue near the Long Island Rail Road station and on Archer and Sutphin Boulevard. The projects converted empty city space at the locations into small areas filled with lush green grass and trees.

"As Jamaica undergoes a revitalization, it will be the small things that make a big difference in the district," Marshall said in a statement.

The borough president allocated \$200,000 for the project, which was done by the city's Parks Department. The sites



Photo provided by GJDC

A new Greenstreet section was planted in the Jamaica business district to attract new commercial companies.

will be maintained by the Greater Jamaica Development Corporation.

GJDC President Carlisle Towery said the Greenstreets undertakings would be a good attraction for new businesses and residents.

"While these projects are smaller components compared to larger initiatives underway, they beautify the gateway to the district and change visitors'

perceptions of Jamaica," he said in a statement.

In September, the City Council approved a major rezoning plan for 368 blocks of Jamaica from the Van Wyck Expressway to 191st Street, starting just north of Hillside Avenue and extending south to 110th Avenue.

The Jamaica Plan is used to promote the creation of 3 million square feet of new office, retail

and hotel space, 5,200 new housing units and 9,500 new jobs, according to the GJDC.

"The creation of attractive open spaces like Archer Avenue enhances the environment for private investment and adds to the neighborhood's vibrancy," Marshall said.

The Greenstreets program began in 1996, transforming paved street properties and lots into small grass areas. Since its creation more than 2,000 Greenstreets have been planted across the five boroughs, according to the Parks Department.

"The success of this program is in large part due to the dedication of organizations like the Greater Jamaica Development Corporation. We thank them for helping to beautify Archer Avenue and for bringing more green space to Jamaica," said Queens Borough Parks Commissioner Dorothy Lewandowski in a statement.