



2nd Planting Day

Saturday, June 11, 2:00–4:00 PM

**VOLUNTEERS MEET AT THE
NORTHEAST CORNER OF W75 AND AMSTERDAM**

HELP TO MAKE IT AS SUCCESSFUL AS THE FIRST!



First Planting Day— a Big Success!

What a difference a tree guard makes to the beauty of our blocks! Big thanks to volunteers, Anne Cunningham who signed up five new members on the block, Patience Freeman, and Dan Rieber for all their hard work on Saturday, May 14!

This year we were very fortunate to have partnered with Curb Allure, (www.curballure.com) thanks to the referral of member Scot Steinberg.

When I contacted Kim Johnson, president for the company and an Upper West Sider, she was looking for a place to establish a prototype for promotional purposes. We seized the moment to reach our 2011 goal to install at least two new tree guards along our corridor.

We are very grateful to Kim Johnson, Bruce Bagley, and Ann of Curb Allure for their fine work, outstanding product, and positive attitude! Curb Allure is a new company providing high quality, modular tree and garden guards

designed to protect our trees and plants. Easy to assemble, reasonably priced, and designed to last, they help our urban trees and gardens thrive and make our streets more livable, breathable, and beautiful.

Curb Allure's interconnecting system of aluminium posts, rails,



Top: Bruce Bagley from Curb Allure installing one of the new tree guards; Below: Bagley, Anne Stamper, and Kim Johnson from Curb Allure with W75BA president Dee Rieber (in red shirt).

panels, and accessories can be used to create customized or classic tree and garden guards. With their combination of patents-pending design, rust-resistant powder coating, easily replaceable parts, and tamper-proof screws, the guards are extremely secure and durable, and can withstand the challenges of an urban environment. These and many other features make Curb Allure's garden and tree guards unique.

More volunteers are needed for the next Planting Day on June 11.

—Dee Rieber

Power To The People!

Your advocacy, letters and phone calls paid off! After a meeting with Assembly Member Linda B. Rosenthal with executives from Duane Reade and Manhattan Borough President Scott Stringer, State Senator Tom Duane, and Council Member Gale Brewer, Duane Reade agreed to remove the Jumbotron sign at 72nd Street and Broadway.

As an alternative to the larger chains that have come to the neighborhood in large numbers, you may want to support local drug stores and pharmacies in the neighborhood. Here is a list to assist you:

- Anphorp Pharmacy
2201 Broadway at 78th Street
(800) 775-3582 / (212) 877-3480
- Broadway Chemists
2345 Broadway between 85th & 86th
(212) 877-0888/3708
- Essentials Plus
2259 Broadway at 81st Street
(212) 724-4905
- Joseph's Pharmacy
216 West 72nd Street
(212) 875-1718
- Park West Pharmacy and Surgical
463 Columbus Avenue at 82nd Street
(212) 721-3883
- Price-Wise, Inc.
2260 Broadway at 81st Street
(212) 595-6880
- Therapie New York
Lifestyle Emporium
309 Columbus Avenue at 75th Street
(212) 877-3307
- West Side Pharmacy
255 Columbus Avenue at 72nd Street
(212) 362-9170

—Dee Rieber

PHOTOS: DAN RIEBER

Rent Regulations Set to Expire

In case you haven't followed this story, or live in a co-op, condo, or under a rock, the rent protections that many of us rely on are set to expire June 15. If this happens some two million residents in New York will be affected in a negative way.

If you need a comprehensive history on the subject I urge you to visit the Met Council website (www.metcouncil.net). The NYS assembly has already voted in favor of tenants and the governor has pledged to protect rent regulations, but the Republican-controlled State Senate has not acted and we are at the 11th hour.

What are the issues? Tenants and the assembly want the regulations extended and made stronger. There are hints in the senate that this might be acceptable without some of the strengths desired by tenants. There are talks of exchanging tax credits or capping taxes on property as ways to appease the landlord lobby. I have no doubt the

regulations will be extended. Will they be strengthened? Your guess is as good as mine. No matter where you stand on this issue, no one wants people thrown from their homes, especially seniors on fixed incomes, the poor who barely make a living wage, or middle class families who cannot afford rents of three or four thousand dollars a month.

The stories you hear about rich people living in rent-regulated apartments and enjoying low rents are exaggerated. Most tenants in regulated apartments are poor, seniors on a fixed income, or just plain old middle class. Remember the middle class?

So call the governor, NYS Assemblymember Linda Rosenthal and NYS Senator Tom Duane and tell them you support rent regulations for yourself or your community or both. Whatever your income status, we all live here and deserve a place to live.

—Dan Rieber



PHOTOS: DAN RIEBER

This Makes Sensor

In a recent walk down West 75th Street at about 5:30 in the afternoon, we noticed that most of the buildings had their outdoor lights on, wasting both electricity and the buildings' money.

In the photos above you see some of the light sensors along our corridor that cause exterior lights to shut on and off depending on the level of outdoor light.

Some exterior lights are on timers, but often the timers are not adjusted to accommodate time changes or they are malfunctioning and need repair. If the timers are adjusted, buildings will benefit from savings in electric bills.

My suggestion would be for all exterior lighting to have a photo sensor. The best sensors can swivel or pivot for maximum performance. Be sure to check/clean your sensor to insure optimum savings.

If your building's exterior lights are on for, say, four hours more than they should be every day for seven months of the year, it translates into approximately \$250 a year per fixture. Not to mention the additional greenhouse gas emissions from the generator needed to supply that wasted electricity.

Save dollars *and* energy by turning the lights off during daylight hours.

—Dan Rieber

No Horn Honking

Signs have been installed at strategic locations where West 75th intersects with West End Avenue, a block we share with the Manhattan Day School. The school's



PHOTOS: DEE RIEBER

bus drop offs in the morning and pickups in the afternoon have always been a traffic challenge on the block. The signs are in response to a citizens' campaign, with an assist from NYC Council Woman Gale Brewer!

Several tickets have been issued by the NYPD 20th Precinct for double parking on the block. This action is in direct response to residents' annoyance with double parking, which causes excessive honking and traffic congestion in the mornings and afternoons when the Manhattan Day School is in session.

—Dee Rieber

WEST 75TH STREET BLOCK ASSOCIATION

CENTRAL PARK WEST TO RIVERSIDE DRIVE

www.w75ba.org / info@w75ba.org

MEMBERSHIP APPLICATION

Name _____
Address _____
Telephone _____
E-mail _____
Date _____

DUES: INDIVIDUAL \$15/YR, FAMILY/\$25/YR, MERCHANT/\$50/YR

Mail application with check to
W75BA, 33 Riverside Drive, #2A, New York, NY 10023
For more information: info@w75ba.org

W75BA NEWSLETTER

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