

# THE CENTER CITY ADVOCATE



**SEVENTH STREET**  
DEVELOPMENT COMMITTEE  
ALLENTOWN, PA

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Dear Neighbor,

It was the best of times during what most consider to have been the worst of economic times for Allentown's 7th Street during 2009. In a tale of true grassroots economic revitalization there were many success stories to tell about this most vibrant and visible neighborhood shopping district.

One of the major stories to be told tells us about all of the fantastic new shops that opened in 2009. During the course of this past year, 14 businesses have opened, ranging from restaurants to antique stores. The extra efforts our 7th Street group have put into helping business grow, like marketing, café tables and even web-based initiatives, have helped our merchants, new and old alike, to thrive in this tough economic climate, resulting in a very stable base of shops on 7th Street.

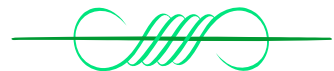
Another exciting story is about all the people who are taking a new look at 7th Street. Our façade program went into overdrive in 2009 with 29 façade projects either completed or underway. Restoring 7th Street by highlighting our architectural jewels has had a significant impact on the way we're being looked at as a shopping community. People from all over are commenting that 7th Street is the place to be in terms of vibrant stores and great places to eat.

Adding to the seeds of change planted in 2009 were efforts like the Spring Offensive, which further helped our story of transformation by greening 7th Street with projects like our Children's

garden at the St. Luke's Neighborhood Center and our planter program. Along with fancy Café seating and new trash receptacles, these projects have beautified the street and enhanced the overall experience of what it's like to be on 7th.

Looking towards 2010, I can tell you there is a lot more to come. We are working on a comprehensive approach to attracting and creating new businesses along with more new façades. Our façade program also intends to work on lighting up the storefronts as much as possible by installing lights in the store windows and putting exterior lighting on buildings. There will be fantastic new greening projects, including curbside gardens another planter project, this time decorated with mosaics done by local artists and children, and we plan on planting up to 40 new trees along 7th Street in the Spring. Applications are being taken for new café seating, plans are being made to develop a Culinary Arts School - the list goes on and on. The Seventh Street Development Committee and I are happy to give you this report and we invite you all to become even more involved with the transformation of 7th Street in the coming year.

Signed,  
Peter Lewnes,  
Main Street Manager



## Faces on Seventh Street: Dorcas DeRivera

Originally from Guatemala, Dorcas came to Allentown in 1974. She has lived in the same house on 7<sup>th</sup> Street for the past 33 years, a gracious home where she raised her two children and now spends time with her three grandchildren. With a long career in the fashion industry, Dorcas has been running her own clothing business out of her home for the past ten years. Dorcas's Fashions features her own clothing line specializing in unique, one of a kind garments for women. She says she loves what she does and believes that women should feel special in their clothes. Dorcas also believes in 7<sup>th</sup> Street and shows that faith in the work she does for her community with the SSDC. Volunteers at our larger events are often treated to the delicious home-made baked goods from her kitchen. Beginning next year, Dorcas will be representing the homeowners and business folks of 7<sup>th</sup> Street as a member of the Seventh Street Development Committee's Board.

Lucky for us, Dorcas is our neighbor and we are glad to know her.



## Business Spotlight: Winston's West Indian & American Restaurant



Last month, Winston's celebrated its first anniversary on 7<sup>th</sup> Street. For the past year, Winston Barnes and his wife, Franciella, have been serving up warm and spicy food to all of Allentown. Reviewed twice by the Morning Call, this simple eat in or take out restaurant has become a great favorite all over town. And while the generous portions and reasonable prices certainly help, the real reason for this is the food. From staples like jerk chicken or oxtails to fancier dishes like whole red snapper, the food is fabulous! The wonderful food and the warm, friendly greetings you get from Winston will take the chill out of the gloomiest day. And in the summer, their bright and colorful outdoor café tables bring a touch of the Caribbean to 7<sup>th</sup> Street. If you have not discovered Winston's yet, give it a try and give yourself a treat!

## Stats on 7<sup>th</sup> Street

When the Main Street Program started on 7<sup>th</sup> Street, with Peter Lewnes as Manager, nearly 40% of the storefronts on the street were empty. Now, less than 3 years later, the storefront vacancy rate on 7<sup>th</sup> Street is less than 5%.

Estimado vecino,

A pesar de que los tiempos han sido difíciles las cosas, hubo buenas que están sucediendo en Allentown? S 7<sup>th</sup> Street durante el 2009. En un cuento de acción verdadera comunidad hay muchas historias de éxito que contar acerca de este maravilloso y visible del vecindario del distrito de compras.

Una historia muy importante nos dice acerca de todas las fantásticas tiendas nuevas que se abrió en 2009. Durante este último año, 14 nuevos lugares de negocios se han abierto, que van desde restaurantes hasta tiendas de antigüedades. Nuestro grupo 7 de la calle ha ayudado a las empresas crecer, con la ayuda de la publicidad, la CAF? mesas e incluso web basados en computadoras iniciativas, han ayudado a nuestros comerciantes, nuevos y viejos por igual, para prosperar en este clima económico difícil, lo que resulta en una base muy estable de talleres de 7<sup>th</sup> Street.

Otra historia interesante es acerca de todas las personas que están tomando una nueva mirada en la calle 7. Nuestra fa? Programa ADE se fue a toda marcha en 2009 con 29 fa? Ade proyectos finalizados o en curso. Restauración de 7<sup>th</sup> Street, poniendo de relieve nuestras joyas de la arquitectura ha tenido un impacto sig-



nificativo en la forma de buscar en la calle 7 para ir de compras. Gente de todas partes ahora dicen que 7th Street es un buen lugar para estar para grandes almacenes y grandes lugares para comer.

Agregando a las semillas del cambio en 2009 fueron plantadas las cosas especiales, como la Ofensiva de Primavera, que ayudó a nuestra historia de la transformación mediante la plantación de flores en la calle 7. Hemos plantado un niños? S jardín en el St. Luke? S Neighborhood Center y poner macetas de jardín en la calle. Junto con la CAF de lujo? de asientos y los recipientes de basura nuevo, estos proyectos han hecho de la calle hermosa y la hizo sentir bien de ser el 7.

Mirando hacia el futuro hasta 2010, le puedo decir que hay mucho más por venir. Estamos trabajando en un enfoque global para atraer y crear nuevas empresas, junto con la FA más nuevo? Ades. Nuestra fa? Programa ADE también planea sobre la iluminación hasta los escaparates medida de lo posible mediante la instalación de luces en los escaparates de las tiendas y la puesta de la iluminación exterior de los edificios. Habrá fantásticos proyectos de huertos nuevos, incluidos los jardines en la acera de otro proyecto maceta de jardín, esta vez decorado con mosaicos hechos por artistas locales y los niños, y planeamos la plantación de hasta 40 nuevos árboles a lo largo de la Calle 7, en la primavera, las solicitudes se están adoptando para café de nuevo? de asiento, se están haciendo planes para desarrollar una Escuela de Artes Culinarias - la lista sigue y sigue. El Séptimo Comité de Desarrollo de calles y yo estamos encantados de darle a usted este informe y los invitamos a todos a implicarse aún más con la transformación de la Calle 7 en el próximo año.

Firmado,

Peter Lewnes,  
Main Street Manager

**Congratulations to the Winners of our  
'Make 7th Street Sparkle Holiday Decorations Contest!'**



**The Most Beautiful Storefront Display:  
Vquez Party Supply — 144 N. 7<sup>th</sup> Street**



**The Brightest, Gayest Home Display:  
Ramona Candaleria of 818 N. 7<sup>th</sup> Street**

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