

THE CENTER CITY ADVOCATE



SEVENTH STREET
DEVELOPMENT COMMITTEE
ALLENTOWN, PA

INSIDE THIS ISSUE:

- The Greening of 7th Street Continues!* 1
- Faces on Seventh Street: Dan Bosket* 2
- Business Spotlight: Pares Appliances, Refrigeration & Heating Systems* 2
- La ofensiva de la primavera viene!* 3



The Greening of 7th Street Continues!

They say that hope springs eternal and we are all fervently hoping that the worst of winter is finally, fully behind us and that spring is drawing near. Here on 7th Street we have plans to welcome the season with our 2010 Spring Offensive; putting out a whole new set of Greening projects all along the street.

Starting off with our biggest Earth Day celebration ever, on Saturday, April 24th the Seventh Street Development Committee, working with the Allentown Parks Department and a crew of over 100 local volunteers, planted over 30 sugar maples on 7th Street. These trees have been specially selected for our street. The trunks will grow straight and tall, the leaves will provide privacy for the upper stories without blocking the storefronts, and the fall color will be spectacular. Earlier in the month new tree wells were cut. Dead or unhealthy trees were removed making way for the new trees that were planted in the 500 and 600 blocks on both sides of the street.

Those who were excited to see our beautiful planters last year will be happy to hear that they will continue to be filled with gorgeous greenery. A new and different planter project is in the works that will pair a professional artist with local youth to decorate more planters with unique, one of a kind mosaic designs. We expect to have eight of these spectacular planters on the street this summer.

The Children's Garden at the St. Luke's Neighborhood Center will be growing into its second season and we expect it will flourish under the care of our eager children. A new curbside garden will be installed around our information kiosk outside the Little Apple market in May. This garden will be designed by Jerry Fritz of Linden Hill Nurseries, installed with the help of the Parks Department, and maintained by the community.



Taken all together, we can expect a lush, colorful and gloriously green spring and summer on 7th Street. But it is going to take a lot of hard work to make all these projects successful. Whether or not you already have a green thumb, or are simply willing to learn, we need bodies working on the street. If you are able to volunteer time to help with any of these fantastic projects, contact Kathleen Kapila, at (610) 433-5703.

Faces on Seventh Street: Dan Bosket



Born in Philadelphia and raised in Allentown, Dan has spent most of his life right here in the Lehigh Valley. He and his wife raised their two children near Reading while Dan worked in the Financial Departments of various manufacturing companies, specializing in accounting and computers. As the children grew older, Dan found he wanted a change from the high pressure corporate world. Moving to a job in the non-profit sector was a natural outgrowth of the volunteer community work he was already doing. (Dan has been active in the same church for 30 years and has served as president of the local chapter of the NAACP for the past 12 years). In 2003 he became Director of the Community Action Development Corporation here on 7th Street, which works to help people start their own businesses. He finds this much more satisfying than working in the corporate world, which he says is: “all about profits, dividends, and shareholders. That’s all.” Here on 7th Street life is about working with people and for people, which is the way he likes it. “That and working on the grandkids!”, he says with a smile. Dan Bosket is our neighbor, and we like him as much as he likes us.

Business Spotlight:

Pares Appliances, Refrigeration & Heating Systems, 531 N. 7th Street

Think you have to go to the mall for a good deal on a new stove? Think you have to call Sears to get your fridge fixed? Wrong! Right here on 7th Street we have Pares Appliances, a great place for new or used appliances. Owner Leandro Pares, who has been in the business for over 20 years, personally services all the appliances he sells. If you have an older appliance that needs some fixing, he’ll take care of that, too. Leandro tells us proudly that his was the first Spanish owned business on 7th Street, operating out of the building he bought here over 15 years ago. So if you like the idea of shopping locally at a small, owner-operated business that specializes in customer service, give Pares Appliances a try. You’ll be glad you did. Call 610-435-1466.



!Lo Verde de la Calle 7 Continúa!

Dicen que la esperanza de la primavera es eterna y todos estamos deseando fervientemente que lo peor del invierno haya finalizado, completamente dejado atrás de nosotros y que la primavera se acerca. Aquí en la calle 7, tenemos planes para dar la bienvenida a la temporada con nuestra ofensiva de primavera 2010, lanzando un nuevo conjunto de proyectos más ecológicos a lo largo de la calle.

Como nunca, empezamos nuestra gran celebración con el Día Mundial de la Tierra, el sábado 24 de abril, el Comité de Desarrollo de la Calle 7, trabajando con el Departamento de Parques de Allentown y un grupo de voluntarios locales, plantaron mas de 30 árboles de maple en la Calle 7. Estos árboles han sido especialmente seleccionados para nuestra calle. Los troncos crecerán derechos y altos, las hojas proveerán privacidad a los pisos superiores sin bloquear el frente de las tiendas y el color del otoño será espectacular. A principios del mes las ramas de los arboles fueron cortadas y los árboles muertos o enfermos removidos, para hacer espacio para los nuevos árboles que fueron plantados en las cuadras 500 y 600 en ambos lados de la calle.

Los que estaban emocionados de ver nuestros hermosos tarros o masetas del año pasado estarán encantados de escuchar que continuaremos sembrándolos de verdor magnífico. Se está trabajando en un proyecto nuevo y diferente de tarros o masetas con la colaboración de un artista profesional con la juventud local para decorar las macetas con un singular, único diseño de mosaicos en su clase. Espera-

mos contar con ocho de estos tarros o masetas espectaculares en la calle este verano.



El Jardín de los Niños en el Centro de Vecindad de St. Luke's estará sembrando en su segunda temporada y esperamos que florezca bajo el cuidado de nuestros niños ansiosos. Se instalara un jardín nuevo en la acera alrededor de nuestro kiosco de información fuera del supermercado de Little Apple en mayo. Este jardín será diseñado por Fritz Jerry del Vivero Linden Hill, instalado con la ayuda del Departamento de Parques y mantenido por la comunidad. En conjunto, podremos esperar un exuberante, colorido y glorioso verdor de la primavera y el verano en la calle 7th. Pero va a tomar mucho trabajo duro para hacer todos estos proyectos con éxito. Ya sea usted o no un buen jardinero, o simplemente desee de aprender, necesitamos gente trabajando en la calle. Si usted es capaz de ofrecer voluntariamente su tiempo para ayudar con cualquiera de estos proyectos fantásticos, póngase en contacto con Kathleen Kapila, al (610) 433-5703.



VOLUNTEERS NEEDED!!!

Volunteers are needed to work on our Spring and Summer Greening Projects.

If you can help, **WE NEED YOU!!!**

S APRIL 24 – EARTH DAY TREE PLANTING:

Sign-in begins at 8:00 AM at St. Luke's Church, 417 N. 7th Street.

MAY (TBA) – THE KIOSK GARDEN:

A new garden will be planted around the Kiosk outside the Little Apple Market.

SPRING-SUMMER - PLANTER PROJECTS:

Volunteers are needed to work with local merchants on maintaining planters throughout the summer.

To volunteer for any of these projects, call Kathleen at (610)433-5703

