

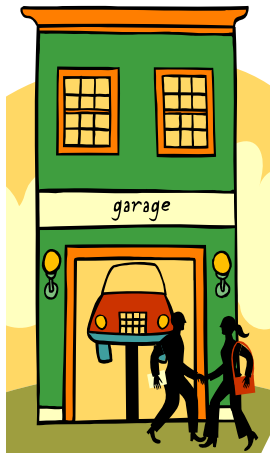
THE CENTER CITY ADVOCATE



SEVENTH STREET
DEVELOPMENT COMMITTEE
ALLENTOWN, PA

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7th Street - A Gateway Into Allentown

When I first got involved with 7th Street, we were branded with the label of being Allentown's Gateway. It led me to think, "What exactly is a gateway and what purpose does it serve for the city?" With many hours of strategic planning, feedback from the community here and the commitment of countless volunteers, we started to come up with a vision for 7th and an understanding that a Gateway into Allentown means we have to put our best face forward for people entering the city. A Gateway means that you only have one chance to make a positive first impression, not only for 7th Street but also for the City itself. We also realized that we all have to lead by example to get the community behind us.

We started with the physical nature of the street. New trash receptacles and cleanups to address the litter, trees and flowers to soften the landscape, our new 7th Street logo that became banners and café tables were added to enhance the 7th Street experience. And of course our façade projects, which also help to provide an identity for our neighborhood. We added promotional items like Spring Offensive, Make 7th Street Sparkle, Day of the Dead Fest and this year's first Shakespeare on 7th.

Along with all the work that was being done something else began to happen – the community started taking ownership of their street. From the merchants sweeping and keeping the front of their properties clean to the residents who plant flowers and maintain their homes, we are seeing a quiet army of people helping polish 7th Street's shine. Just recently our Design Committee noticed all of the beautifully planted and well kept properties as you come in from Whitehall onto 7th Street.

A lot of hard work has gone into making 7th Street look as good as it does. I'm proud to say that the community is a great one and has gotten behind the efforts to bring 7th Street back and in so many important ways. We are all proud to be part of this transformation and ask that you each continue to do your part in making this a gorgeous Gateway into the City as well as a positive reflection of the people who live and work here.

— Peter Lewnes





Business Spotlight: Save A Life Thrift Shop **231 N. Seventh Street**

Introducing the newest addition to the Seventh Street Family: the Save A Life Thrift Shop!

The store sells furniture, clothing, housewares, electronics, hardware, jewelry, antique books, foreign language books, rare books, and much, much more.

Co-founders Gary Rivera and Tim Wooten started Save A Life as a way to give back and help the community. They contribute 10% of all proceeds to benefit the Kidney Foundation.

The Kidney foundation is close to Gary's heart, because he recently lost his sister to a 10-year battle with kidney disease. Tim and Gary found a way to reach out to their community and you can help, too.

They offer: **FREE DELIVERY** and **SAME DAY PICKUP**, Low prices and best of all, 10% of all proceeds benefits the Kidney Foundation!

Everyone loves a bargain and we can all rally behind a good cause!



Visit Save A Life Thrift Store at 231 N. Seventh Street, Allentown, PA 18102.
 Phone: 484-505-6334 or 484-619-9370 • Hours: **8:00 am – 8:30 pm, 7 days a week**

Visit them on the web at: <http://www.savealifethriftstore.com>
No donation too big or too small!

Faces on Seventh Street: **Shahar Shabso and** **Kattina Barsik**



You've probably passed Seventh Street Auto Service, at the corner of 7th and Liberty Streets. Owned by Charlie Barsik for the past 25 years, it has been a Seventh Street landmark for much longer than that. Following in dad's footsteps Kattina Barsik (Charlie's daughter) and her husband Shahar Shabso (affectionately known as "Junior"), will be taking over the family business this summer. Shahar, originally from Israel, came to the Lehigh Valley two years ago when he and Kattina married and started working in the family business. They will continue with the business' tradition of offering quality car repairs on foreign and domestic vehicles at fair prices.

Shahar and Kattina are also committed volunteers helping 7th and plan on building and landscaping improvements for their business. Kattina and Shahar are our neighbors and we wish them the best of luck as they continue the family tradition of service to the neighborhood and the Valley.

Calle 7 - La Entrada de Allentown

Cuando empecé a participar con Calle Siete nuestro marco era “La Entrada de Allentown”. Me empecé a pensar “¿qué exacto es una entrada y como puede servir la ciudad?” Con muchas horas dedicadas a hacer una planificación estratégica, escuchando las opiniones de la comunidad y el compromiso de los voluntarios, nos empecemos a crear una visión para Calle Siete y una comprensión de que es “Una Entrada de Allentown”. Para hacer “Una Entrada de Allentown” necesitamos a mostrar nuestra mejor apariencia de la ciudad de Allentown. El marco “Entrada” también significa que Calle Siete necesita hacer un ejemplo de la ciudad y ganar el apoyo de la comunidad.

Empecemos a cambiar el carácter físico de Calle Siete; Pusimos basureros y hicimos limpiezas de la calle para combatir a la problema con basura. Plantemos plantas y árboles para suavizar el pasaje. Creámos un logotipo para Calle Siete. Los restaurantes pusieron mesas y sillas afuera entonces los clientes pueden disfrutar la experiencia de Calle Siete. Más

importante, estamos haciendo fachadas por los edificios para dar una identidad a la calle. También tenemos muchos eventos para promover Calle Siete, como Ofensiva Primavera, Hacer Calle Siete Brillante, Día De Los Muertos y Teatro de Shakespeare.

Con todo este trabajo en Calle Siete, algo empezó a cambiar. La comunidad tomó posesión de la calle. Los vendedores limpian la calle todos los días y los residentes plantan flores afuera sus casas. Hay un ejército pequeño ayudando a mantener Calle Siete limpio y brillante.

Había mucho trabajo para hacer Calle Siete hermosa. Soy orgulloso a decir que la comunidad es tremendo y apoyan nos en nuestros esfuerzos para mejorar la apariencia de Calle Siete. Somos orgullosos que somos parte de este transformación y les preguntamos que cada uno de usted siguen haciendo su mejor para hacer La Entrada de Allentown hermosa y para tener un reflexión positiva de la gente que vivan y trabajan en Calle Siete.



ALERT!!
SPONSORS – VOLUNTEERS - VENDORS
Day of the Dead Fest Returns to 7th Street!

When: Saturday, October 29, 2011, 5PM-9PM

Where: The 500 block of 7th Street

We are looking for
sponsors, volunteers, and vendors.

Last year's event was a great success
and we plan on going even
bigger and better this year.

If you are interested in participating
and lending your support, call
Kathleen Kapila at (610) 433-5703
or e-mail kkapila@caclv.org.

It's going to be another year of a lot of work
and a lot of fun, so please join us!



Community Action Development Corp.
443 N. 7th Street
Allentown, PA 18102
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