PRESS RELEASE

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The Alliance for Coney Island Completes Its Capital Project Unifying Mermaid Avenue's Streetscape

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CONEY ISLAND, June 29, 2022 - The Alliance for Coney Island received a multi-year grant from the Governor's Office of Storm Recovery (GOSR) with the goal of revitalizing the Mermaid Avenue commercial corridor after the impact of Superstorm Sandy. Phase 1 of this grant resulted in a variety of initiatives and outreach efforts to promote the Mermaid Avenue commercial corridor, including brand recognition, improving the quality of life for the community, providing resources for the local business community, and advocating for policies and resources to grow the Coney Island economy.

We are pleased to announce that Phase 2, the final phase of the project, has been completed with the implementation of capital improvements to enhance Mermaid Avenue. The Alliance's objective for undertaking this capital project was to create an attractive streetscape that is aesthetically appealing and will encourage pedestrian-oriented interactions, enhance business foot traffic and community activities. The additional historic benches will create new seating on the most heavily pedestrian trafficked blocks and the tree guards will protect the trees from physical damage and prevent pet waste from entering the tree pit. The expansion of tree pits and planting of new trees and other plants in empty tree pits will introduce new greenery in a protected environment and also improve the collection of rainwater during rain events.

The combined installation of these items along Mermaid Avenue from West 22nd Street to West 37th Street will complement the installation of similar amenities on Mermaid Avenue from Stillwell Avenue to West 21st Street, thereby unifying the entire length of the commercial corridor. An essential element of the Alliance's goal is to improve the quality of life and aesthetics in the neighborhood.

Fresh mulch and perennial plants

All tree pits parallel to Mermaid Manor Assisted Living received fresh mulch and perennial plants

Newly tree planted, perennial plants, mulch and tree pit guard

New double historic bench in front of PS 329

Alliance for Coney Island

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President, and New York City Economic Development Corporation. More info at www.AllianceforConeyIsland.org.

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