

Heritage Heights Village Revitalization Project

by Marinelza Velazquez



Heritage Heights Village Graffiti Removal Project. Gabriela Maldonado, Ana Paulino, Monica Guardiola, Eduardo Sanchez, Marinelza Velazquez, Jorge Lopez, Zunilda Escolastico (Boricua College Interns); Juan Ruiz, and Nana

Heritage Health & Housing along with the Department of Business Services are the sponsors of the Heritage Heights Village Project (HHV). The goal of the project is to promote commercial revitalization and tourism in Upper

Manhattan. HHV's main objectives include physical and commercial, capital, and social development. With improvements in these three areas, more shoppers and tourists are drawn to the area, and businesses improve their profit margins.

The targeted areas, also known as The Heritage Mile include Amsterdam Avenue from 135th to 155th Street; St. Nicholas Avenue from 145th - 150th Street; and Broadway from 145th - 155th Street.

Community Outreach and Neighborhood Beautification

This past summer, interns from Boricua College were engaged to conduct a survey of local merchants along The Heritage Mile, in order to identify their concerns. In addition, they also educated the merchants on how being a part of this project was vital to their interests and to neighborhood overall. As part of the Neighborhood Beautification they also removed graffiti development from storefronts.

Interns, merchants and sponsors alike found the project stimulating. Future undertakings would need the support of the entire community and certainly more manpower.

Heritage Heights Village is managed by Jorge L. Abreu (Project Director) and LaQuita Henry (Project Manager).

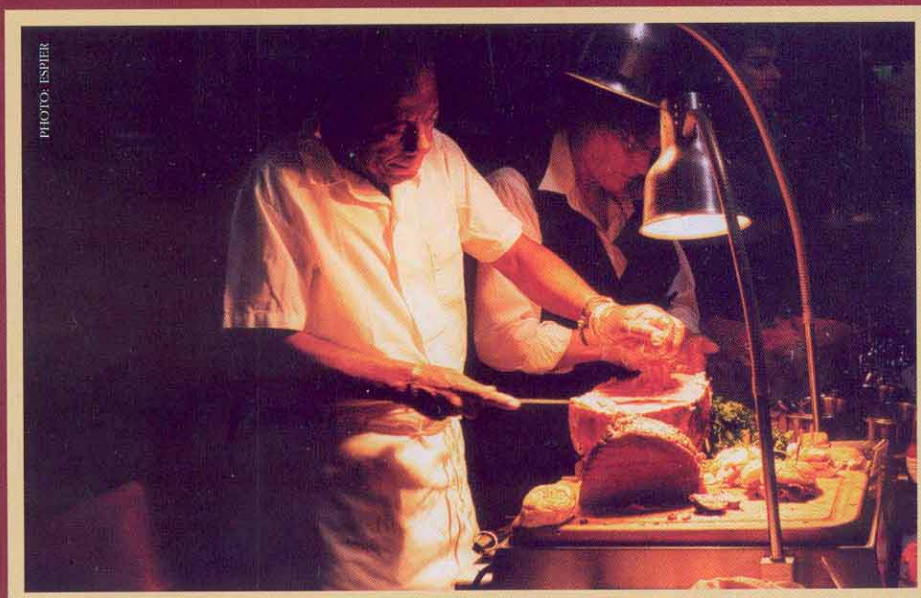


PHOTO: ESPIER

Copeland's Restaurant (Photo credit: Robert Espier) Robert Williams (Master Carver) & Gertrude Clark (Banquet Manager) perform their skills at Heritage Housing's fundraiser on October 7th, at Lafco Showroom in Tribeca.

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