



03/06/2008

## Cambria Heights Stores To Have Banner Spring

by Matt Hampton , Assistant Editor



The banners are expected to appear in the area this spring.

Shopping in Cambria Heights will become quite a bit more colorful this spring, with the addition of banners along Linden Boulevard.

The banners will make an appearance as a part of a larger plan to help revitalize the business community in Cambria Heights, something entrepreneurs in the neighborhood have been advocating for years.

It started in 2006, with the creation of the Cambria Heights Development Corp., spearheaded by group president Kevin Jemmott. The group has been working for the last two years to try and draw attention to the resources available to small businesses because, area residents were looking to stay close to home when spending money.

“People have had to always go out of the community to get services, so what we want to do is make Linden Boulevard more attractive, so people can shop in their own community,” Jemmott said.

He added that the goal was to make it as easy as possible for businesses to network with each other, and with potential customers, to increase the viability of small businesses to serve the people who live close by.

“Basically, what we’re trying to do is enhance the commercial strip (on Linden Boulevard),” Jemmott said. “When you look at the homes they’re very well manicured, but when you come to the commercial strip it doesn’t reflect the surrounding community.”

As a result, the new development corporation has reached out, through surveys, a new Web site, and by drawing attention to business grants that are available.

So far, Jemmott said, business owners have been pleased with the result.

“They’re happy that we’re here, they love the idea, they feel it’s long overdue,” he said.

Julia Shaw, the executive director of the development corporation, said that the new banners, which will stretch from Francis Lewis Boulevard to the Nassau County border, will debut in the spring, many of which will display the names of area businesses.

“It’s a very busy, vibrant area; we just want to maximize opportunities for businesses in the area (to advertise),” she said.