



Jersey City

# HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Winter 2007-2008

## The Everything Jersey City Festival is Coming to Central Avenue!

Picture yourself and all of your family, friends and neighbors enjoying music, rides, food and fun together on a warm day in May. Sounds great, right? You might think you have to go to Six Flags or Disneyworld to make this kind of vision a reality, but soon you'll be able to celebrate right down the street on Central Avenue!

The CASID is pleased to announce plans to kick off spring with the first annual **Everything Jersey City Festival** on Saturday, May 17, 2008. The festival is expected to bring over 10,000 people from all over the Heights and the surrounding area to Central Avenue, making it the first outdoor festival of its scale to take place in Jersey

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*A festival like this on Central Avenue? Local residents and businesses can look forward to seeing one become a reality in May.*

## New Projects Bring Performing Arts and Parking to the Heights

Plans have been approved for two privately funded projects, one of which will bring more high-caliber performing arts to the Heights. The other will help to relieve some of the parking congestion on Central Avenue.

Construction is well underway on a new Cambridge Avenue facility for the Hope Center for Visual and Performing Arts, a faith-based non-profit organization based in the Heights. The Hope Center has already made a tremendous impact in the area, producing numerous arts projects and performances and running popular arts-based preschool, after-school, summer and weekend programs for local children and young adults. The new



*The new Hope Center, shown in this conceptual sketch, will be located on Cambridge Avenue between Bowers and Griffith Streets, across from the municipal parking lot.*

10,000 square foot facility at 110-116 Cambridge Avenue will allow the Center to expand this programming even further by offering a large hall for recitals, community events and worship services, a professional dance studio, a fine arts classroom, a state-of-the-art video control room, two conference rooms and a non-profit cafe with Wi-Fi internet access.

The variances necessary for construction of the new Hope Center to move forward were approved by the Jersey City Planning Board in November following an outpouring of support from Hope Center students and congregation members, elected officials, and neighborhood groups. While its new location has no parking on-site, the Hope Center has arranged for off-site parking in the P.S. #28 lot and has agreed to hold large functions after 7:00 pm, Monday through Saturday. This will allow the Center's use of the municipal lot across the street to complement that of shoppers patronizing Central Avenue businesses, most of which close by 7:00. "The Hope Center will be a wonderful community center for the Heights," said Michael Yun, CASID president. "Their willingness to work with the CASID on parking concerns makes me expect that the Center will be great asset to the Central Avenue business district and an ongoing partner in the revitalization of Jersey City."

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**Central Avenue SID Management Corp.**

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**Message from the Board of Trustees**

Dear Reader,

Since its founding, the Central Avenue Special Improvement District Management Corporation (CASID) has operated on the principle that a thriving business district depends on a thriving neighborhood. With that in mind, we have changed the title of our newsletter to the "Heights News" to reflect the fact that our work benefits not just Central Avenue but the Heights as a whole.

Speaking of initiatives that benefit our whole community, we are thrilled to announce plans for the biggest, most fun event Central Avenue has seen in a long time: the Everything Jersey City Festival! Presented by the CASID and the City of Jersey City, the festival will be a wonderful way for people from all over Jersey City to come together and enjoy music, rides and hundreds of booths featuring the offerings of Jersey City's finest businesses. You'll be hearing more from us soon about how YOU can be a part of this amazing event!

We are also happy to report that new private investment projects are continuing to go up on Central Avenue and throughout the Heights. A great example is the new Hope Center for the Visual and Performing Arts, which will be a wonderful community center located just off Central Avenue on Charles Street. The CASID worked out an agreement with the leaders of the Hope Center to minimize the new center's impact on parking in the neighborhood, and we look forward to continuing our partnership with this dynamic organization as it expands its positive impact on cultural life and youth in the Heights.

More good news comes from CASID member North Fork Bank, which is constructing a new parking lot just off Central Avenue that will help to relieve parking congestion in the area.

While Central Avenue still has regular bus service, other areas of Jersey City are struggling in the wake of Coach USA's recent route cancellations. Therefore, we are continuing to support the Riverview Neighborhood Association's campaign to get reliable transit service on Palisade Avenue, and we are actively promoting the bus routes currently available in the Heights. The more we use these routes, the less likely they are to be the target of future cutbacks.

Another ongoing priority for the CASID is adequate and affordable parking. The CASID is pleased to report that the JCPA Board of Commissioners has returned parking rates in Central Avenue municipal lots to their previous level of 25 cents for 30 minutes. The JCPA also offered two free hours of parking in municipal lots to Central Avenue shoppers this holiday season, for which we are very thankful. As we celebrate these successes, we will continue to advocate for parking policies that make sense for the Heights.

Enjoy the spring, and please join us at the Everything Jersey City Festival in May!

Sincerely,

President Michael Yun and  
the Board of Trustees

**Holiday Sights and Holiday Lights on Central Avenue**



### Ban on Street Peddlers Protects Local Businesses

Whether they are licensed or not, street peddlers are banned from Central Avenue. Despite this fact, they are an all-too-common sight here, selling everything from DVDs to sneakers to flowers as they rove up and down the street, set up shop on the sidewalk, or go into stores looking for business.

Peddlers can obtain licenses from the City of Jersey City, but according to Chapter 245-6 of the municipal code, even those with licenses are strictly prohibited from selling anything in the Central Avenue business district. Peddlers compete unfairly with established businesses that have to pay rent, utilities and other costs of doing business. In addition, particularly persistent peddlers can make shoppers uncomfortable and detract from the Avenue’s neighborly atmosphere.

Unlike peddlers, who operate on foot and sell only non-food merchandise, licensed food vendors like George’s Hot Dogs are welcome to locate their carts on side streets off of

Central Avenue. They offer convenient snacks and friendly conversation to shoppers, and, when located properly, they do not interfere with traffic or block much-needed parking spaces on the Avenue itself.



*Residents, businesses and police take note: peddlers like this one are banned from selling anything on Central Ave.*

If you see a peddler on Central Avenue or one enters your business, do a service to the entire Avenue by notifying the Jersey City Police Department (201-547-5477) and the CASID (201-656-1366) immediately.

### Business and Property Owners: Save Money and Time by Planning Carefully for Renovations

In recent months, the CASID has received numerous complaints from local business and property owners who have had a hard time obtaining permits and approvals for renovation projects. Many have complained of being required to make substantial changes near the end of construction even though their original plans were approved. To address these complaints, the CASID arranged a meeting with Division of Construction Code Officer Ray Meyer, who offered several suggestions for those wishing to save money and minimize delays during renovations.

According to Meyers, most of the projects that have encountered difficulties in the permitting process have involved architects or building contractors who initially



*CASID trustees and members meet with Division of Construction Code Officer Ray Meyer to discuss renovation issues.*

submitted incorrect plans to the Division. For example, any building with a depth of more than 75 feet and a story below the seventh story with no windows along the sides must be equipped with a sprinkler system as part of a renovation. If the property or

business owner of a building submits plans showing a building depth of 74 feet, but the actual depth is over 75 feet, a city inspector must require the installation of a sprinkler system when he/she discovers the discrepancy even if the initial plans were approved. This requirement could cause a major problem if construction is nearly completed and the business/property owner has not budgeted for sprinkler system installation, which can cost more than \$30,000. However, the owner would still be liable for the expense, since the originally approved plans were inaccurate.

Building code requirements like sprinkler systems can make it costly for small business and property owners to improve their property. However, the codes are in place to protect building occupants and firefighters in the event of an emergency, and inspectors are required by law to enforce them. The CASID encourages its member business and property owners to choose architects and contractors who understand the building codes and will submit accurate plans to the city for approval. In addition, members should be aware of the possibility that they may be required to install sprinkler systems or bring other building elements up to code as part of a renovation, even if they were grandfathered in before. Above all, cooperating fully with the CASID’s partners in the Division of Construction Code will minimize the risk of incurring potential fines and unexpected expenses during a renovation project.

### Parking Authority Lowers Rates, Installs Second Multi-Space Meter in Municipal Lot

In response to input from local shoppers, residents, business owners and the CASID, the Jersey City Parking Authority (JCPA) Board of Commissioners recently reinstated a lower parking rate in municipal lots on Central Avenue.

The parking rate, which had been raised earlier this year to 25 cents per 20 minutes, has been returned to its previous rate of 25 cents per 30 minutes. The reinstated rate is the same as the rate charged by on-street meters throughout the city. In the lot behind Burger King on Central Avenue, patrons are able to park for up to four hours.

For the convenience of shoppers, the Parking Authority has also added a second multi-space meter that works in sync with the one previously installed to manage all the spots in the lot, thus eliminating the need for the use of individual meters. Under the new multi-space system, patrons pay at the central meter and keep their receipts

with them. There is no need to place parking receipts on car dashboards, as Parking Authority employees are able to monitor the time left on all spaces using software in the multi-space meter. It is anticipated that the return to lower rates and the addition of the new machine will make the lot more user-friendly.

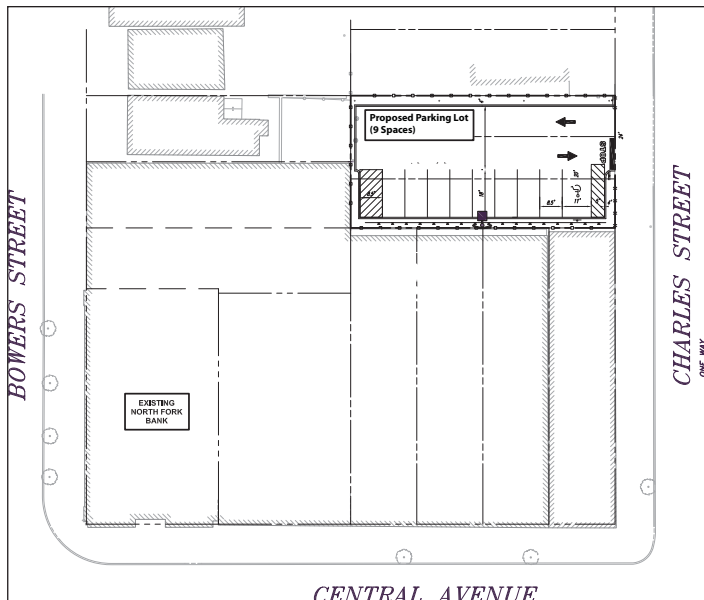
“This rate reduction will help to ease the transition to the new multi-space system,” said Michael Yun, president of the CASID. He also noted that the lower rate and the higher four-hour limit in the lot behind Burger King will allow the employees of Central Avenue businesses to spend more time focusing on their job and less time running out to feed a meter or find a new space. “We appreciate how the JCPA Commissioners and Chief Executive Director Mark Russ have responded to the needs of the business community,” he said.



*This multi-space meter is the second to be installed in the municipal lot behind Burger King.*

*New Projects, continued from page 1*

A separate project will help to alleviate parking pressures and improve customer satisfaction on Central Avenue.



*This site plan shows the location of the new North Fork lot off Charles Street.*

The North Fork Bank, which has a branch at 357 Central Avenue, intends to build a nine-space parking lot that will be accessible to bank employees and customers via an entrance on Charles Street. This lot will free up valuable parking on the street and in the nearby municipal lots for patrons other businesses.

Several design provisions were made to ensure that the new lot will also minimize inconvenience for those in the adjacent residential neighborhood. The lot will have a security camera, security gate and high, durable fencing to prevent intruders from making it a center of disruptive activity. Lighting will be installed in such a way as to illuminate the lot without casting glare into the windows of neighboring houses. Finally, landscaping will be installed and maintained, improving the appearance of what was previously a vacant lot. “The CASID appreciates North Fork Bank’s initiative in installing a parking lot on its property. The new lot will alleviate some of the parking congestion on Central Avenue, and the bank’s commitment to addressing the concerns of nearby residents during the design and construction process is admirable,” said CASID president Michael Yun.

## BUSINESS SPOTLIGHT: Andrea Salumeria

Everyone from police officers grabbing sandwiches on their break to seniors looking for a unique variety of olives from Italy can find what they need and be greeted with a smile at Andrea Salumeria. Owner Pete Soriano took over the business in 2004, carrying on a tradition that started back in 1975 when his uncle Andrea opened the business at 247 Central Avenue. "I started out working here when I was 15, sweeping floors after school to help him out. He taught me pretty much everything I know," he said. The business continues to be a family enterprise; Pete's sister Nora Mazzola helps out most days, and Uncle Andrea still comes and lends a hand every Saturday.

*Andrea Salumeria is located at 247 Central Avenue and is open 8am-6pm Mon-Fri, 8am-5pm Sat.*

Customers at Andrea Salumeria can find the soups, sandwiches and salads typical of any Italian deli, but they might notice that those familiar items taste unusually fresh. Pete has cold cuts delivered four times a week and gets daily deliveries of other perishable items. "It's a little bit more work, but that's the way I want it," he said. He also makes fresh mozzarella twice a day and prepares soups the old-fashioned way, soaking the beans overnight and using only imported pasta from Italy. But the homemade foods aren't the only reason to visit the salumeria - across the aisle from the deli case, customers will find shelves filled with imported delicacies. "I try to have things you can't find anywhere else - baccala,



*Pete Soriano (2nd from R) with the staff at Andrea Salumeria.*

holiday cakes, dried figs..." said Pete. With all these unique offerings, it is no surprise that Andrea Salumeria was chosen as the Best Italian Deli in New Jersey by New Jersey magazine in 2007.

Soriano's clientele has changed over the years as many Italian residents of the Heights have gotten older and new neighbors have moved in. But the deli is still famous - one customer told him that he overheard someone pining after an Andrea sandwich on a beach in Aruba! Fortunately, Andrea fans the world over can count on the salumeria being here on Central Avenue for many years to come. "I would like to keep the business going as long as possible" Pete said, noting that while he could expand, he's content to stay right here where he can continue to "welcome everyone with open arms."

## Honoring Jersey City Preservationist and Heights Native Theodore Conrad

On November 29, 2007 elected officials and community leaders from throughout Jersey City gathered at the Brennan Court House to dedicate the building's rotunda to the memory of the man who saved it from destruction. Theodore Conrad, a lifelong Heights resident and builder of architectural models for some of the most famous buildings built in the 20th century, led citizens in fighting for the preservation of the Court House and many other Jersey City landmarks, including the Loew's Jersey Theatre in Journal Square. He was also a founding member of the Riverview Neighborhood Association, which continues to advocate on behalf of residents of Palisade and Ogden Avenues today. And with the dedication of the Court House rotunda, his name will be remembered by even more of the citizens who benefit from his tireless work to save the unique character and landmarks of Jersey City. For more information on Conrad's legacy, visit the news page on the CASID website, [www.JCHeights.com](http://www.JCHeights.com).



*Members of the Conrad family gather with Heights Councilman Bill Gaughan (2nd from L), former mayor Bret Schundler (4th from L), and CASID President Michael Yun (L) in front of the memorial plaque.*

CENTRAL AVENUE

# STREET MAINTENANCE OPERATION

ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIRONMENT



The Central Avenue Street Maintenance Operation (SMO) staff can be seen daily on Central Avenue, removing trash and serving as ambassadors for shoppers and business owners alike.

The CASID would like to remind business owners that they are required by law to remove ALL snow from their sidewalks within four hours of a snowfall (or four hours of sunrise if snow falls overnight). If any ice remains, owners must apply sand or salt. The CASID SMO will clear snow from public spaces such as crosswalks, garbage cans and benches, but we will not clear your sidewalk for you.

### Reminders from SMO Supervisor Sookram Gokul

- Please don't litter - use the public wastebaskets available on Central Avenue instead
- DO NOT dispose of household or business waste in public wastebaskets
- Business owners must sweep their sidewalks every day upon opening
- If you need directions or assistance on Central Avenue, ask a member of the SMO staff and we will be glad to help!

## Central Avenue Sanitation Collection Schedule

### Garbage

**Monday and Thursday Nights ONLY**

Garbage may be put out AFTER 7 PM and may be placed ONLY in front of your OWN property.



To schedule a pickup of furniture or other bulk waste, call the Jersey City Incinerator Authority at (201) 435-1345.



### Recycling

**Tuesday Nights ONLY**

Paper must be tied in bundles. Other recyclables (plastic, glass, cans, etc.) are collected in large plastic containers, NOT plastic bags.

**For other sanitation info, contact the Jersey City Incinerator Authority**  
[www.jciaonline.com](http://www.jciaonline.com)

**Main Phone Number: (201) 432-4645**

Report Illegally Dumped Garbage: x631

Refrigerator/AC Pickup: x600

Neighborhood Cleanups: x620

Container Rental: x620

Graffiti Removal: x634

Mechanical Street Cleaning: x67

Bulk Waste Pickup: (201) 435-1345

Recycling Collection: (201) 435-1345

## WELCOME NEW CENTRAL AVENUE BUSINESSES!



### Sabzi Farm

252 Central Ave.  
(201) 659-5308



### Charrito's

393 Central Ave.  
(201) 963-4312



### Restaurante Delicias de Puerto Rico

514 Central Ave.  
(201) 779-0621

For a list of available commercial spaces on Central Avenue, visit the CASID website.

## Rebuilding Mass Transit Service in Jersey City

Ridership is up on the 10 and 99s bus routes since Coach USA moved them to Central Avenue, where they are accessible to residents on both the east and the west side of the Heights. But while the new routes appear to be a success, the CASID is not taking the new status quo for granted. Coach USA has cut five of its 10 Jersey City routes in the past few months, and since access to public transportation throughout the Heights is crucial to the vitality of the community, the CASID is working to promote the remaining routes and support the Riverview Neighborhood Association’s campaign to improve bus service along Palisade Avenue.

The public transportation system in Jersey City has been changing rapidly in recent years as a result of the real estate boom and many other factors, and the Heights in particular has seen significant service adjustments. Citing ridership changes and financial considerations, bus company Coach USA moved routes 10 and 99s to Central Avenue in August after cancelling the Avenue’s only previous route, the 231. While this route consolidation preserved service along the Height’s central business corridor, it cost the eastern side of the Heights its direct transit link to New York, a crucial component of the Height’s overall transit system.

The Riverview Neighborhood Association (RNA) is advocating for a long-term solution that would significantly

<b>10 99s</b>	<b>NEW YORK JERSEY CITY BAYONNE</b>
<b>Effective August 27, 2007</b>	
<b>Servicing:</b>	
NYC Port Authority Bus Terminal The Jersey City Heights <b>(via Central Avenue)</b> Journal Square - Bayonne (Shortened Schedule)	
	

*The CASID is distributing new schedules for the 10 and 99s throughout the Heights.*

improve the level of mass transit service available in the Heights and Jersey City as a whole. After researching the routes and schedules of all bus lines that run through the neighborhood, the RNA has determined that an extension of NJ Transit bus route 123 is the best solution to the current lack of service to New York along Palisade Avenue. The 123 currently begins its route at the Congress St. light rail station before continuing to the Port Authority Bus Terminal in New York via Palisade Avenue in Union City. Under the RNA’s plan, the 123 would continue south on Palisade Avenue past the light rail station to a new terminus at Christ

Hospital. This extension would provide a reliable and convenient one-seat ride to New York that would serve residents in the area every 10 minutes during rush hour.

The RNA has presented the 123 extension plan to numerous elected officials on the state and local levels. Senator Nick Sacco, chair of the Senate Transportation Committee, and Assemblyman Vincent Prieto, member of the Assembly Transportation and Public Works Committee, as well as Mayor Jerramiah Healy, and Union City Mayor Brian Stack, have all pledged to advocate for the plan. Thus far, however, NJ Transit has indicated that funding limitations would make it difficult to extend the 123 route. “It won’t happen overnight but we will not give up. We expect our elected officials to advocate for us in conjunction with the activism of their constituents in the Heights. This will lead to getting reliable, direct NYC bus service on Palisade Avenue,” said Becky Hoffman, RNA Chairperson.



*Regular bus service on both Central and Palisade Avenues is a crucial part of the regional mass transit system.*

While working with the RNA to address local transit needs, the CASID has also implemented a campaign to ensure that Heights residents and shoppers know about and use the 10 and 99s. The CASID printed a banner that identifies the bus routes and their destinations and stretched it across Central Avenue, where it is visible to everyone who passes through the area. The routes are also featured in the CASID TV commercial “Discover the Jersey City Heights,” which has run on Comcast cable channels. Full bus schedules have been distributed to numerous Central Avenue businesses and neighborhood associations, and a large-print schedule featuring Central Avenue and other destinations north of Journal Square is being made available at local senior and community centers. Anyone who needs a schedule or who would like to distribute them to a local group or a location that does not have copies yet can call the CASID office at (201) 656-1366. For more information about transit in the Heights, visit [www.jcheights.com](http://www.jcheights.com) or contact Coach USA (908-354-3330, [www.coachusa.com/redandtan](http://www.coachusa.com/redandtan)) or NJ Transit (1-800-772-2222, [www.njtransit.com](http://www.njtransit.com)).

The City of Jersey City and the Central Avenue SID present the first annual

# Everything Jersey City Festival

May 17, 2008  
Central Avenue  
Jersey City, NJ

[www.JCHeights.com/street\\_festival](http://www.JCHeights.com/street_festival)

*Festival, continued from page 1*

City. Festival attendees will be able to enjoy two stages featuring a wide variety of free music and entertainment, rides and activities for children, an antique car show, demonstrations by local dance troupes, martial arts schools and public safety officials, and booths featuring food, products and services from hundreds of exhibitors, including local businesses, artists, crafters, non-profit/civic organizations, and outside vendors.

“This is an event for and by the people of Jersey City,” said Michael Yun, CASID president. No admission will be charged, and local businesses, artists and organizations will have the opportunity to exhibit at very reasonable introductory rates. The festival is presented by Mayor

Healy and the City of Jersey City Division of Cultural Affairs, hosted by Ward D Councilman Steve Lipski and Ward C Councilman Bill Gaughan, and organized by the Central Avenue SID Management Corp.

While there are still a few challenges to overcome, the City of Jersey City and the CASID are working hard to make this Everything Jersey City Festival a reality. Check for new details as they become available on the festival website, [http://www.jcheights.com/street\\_festival.shtml](http://www.jcheights.com/street_festival.shtml). If you or your business or organization is interested in exhibiting at the festival, participating as a volunteer or becoming a sponsor, contact the CASID office for more information.

## THE HEIGHTS IS ON THE WEB!

Have you visited the CASID website lately?  
Type in [www.jcheights.com](http://www.jcheights.com) and find out what’s new!

- Want to know what’s going on in the neighborhood? Stop by our **news** page for the latest updates, news articles, press releases, and open letters to the public. You can also sign up for our e-news list!
- Haven’t seen the CASID’s new TV commercial, “**Discover the Jersey City Heights?**” Stream it live on the homepage, and keep an eye out for your neighbors and favorite places in the Heights!
- Thinking about installing a new sign or renovating your storefront? The CASID’s new **signage page** has guidelines, recommendations and an explanation of the city’s signage code. Click “Business on the Avenue” and then “Signage.”



[www.JCHeights.com](http://www.JCHeights.com)

**CASID MEMBERS: MARK YOUR CALENDARS!**  
**ANNUAL MEMBERS MEETING**  
**2007-2008 FY Budget Approval**  
**Tuesday, March 18, 2008 • 6:00 PM**  
**CASID Office, 366 Central Avenue, Suite 201 (2nd Floor)**