



C.A.S.I.D. Management Corp.  
366 Central Ave., Suite 201  
Jersey City, NJ 07307  
www.JCHeights.com

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Jersey City

# heights news

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Fall 2008

## Seasonal Decorations and Year-Round Banners Promote Central Avenue



It's a day that local residents and businesspeople look forward to each year: the day when the winter decorations and lights go up on Central Avenue. The decorations will be up throughout this holiday season, literally and figuratively brightening up the Avenue during the darkest days of winter. In 2007, the CASID began accenting the

The new banners capture the variety of amenities available on or near Central Avenue with the words "Live! Shop! Dine! Work!" and corresponding graphics. For example, the "Live!" banners feature a graphic of a kayaker, hinting at the many recreational activities available to those who visit the Jersey City Reservoir or one of the other parks in the Heights. Blue parking banners provide wayfinding assistance to visitors who want to park in one of Central Avenue's municipal lots.

*Continued on page 3*

traditional lights with bright new seasonally themed banners that identify Central Avenue as the best place for holiday shopping and celebrating.

But the CASID's use of the streetscape to promote the district isn't limited to the holiday season. In August, the CASID installed a new street banner system that will highlight the district during the spring, summer and fall.



## Hope in the Heights: New Community Center



*Community members gather outside the Hope Center for the ribbon-cutting ceremony.*

The transformation of a run-down industrial site into a vibrant new center for artistic and spiritual expression was celebrated on October 2nd, when the new Hope Center for the Visual and Performing Arts (110-116 Cambridge Avenue) opened its doors to the public. The Hope Center is a ministry of the Hope Center Tabernacle, led by Senior Pastors Mario and Leigh Gonzalez and designed to offer the young people of Jersey City training in visual arts, music, dance, drama and audio/visual engineering.

With this mission at its heart, the Hope Center will also serve as a

home for the Hope Center Tabernacle's worship services and a center for art and culture in the Heights, offering gallery exhibits, performances and events open to the local community.

Present at the grand opening ceremony were Assemblyman L. Harvey Smith, Hudson County Freeholder Eliu Rivera, Hudson County Sheriff Juan Perez, Mayor Jerramiah Healy, Jersey City Council President  
*Continued on page 4*

## New Central Avenue Business Owner Nominated for NJSBDC Award

The New Jersey Small Business Development Center has nominated Frank Pantoja, CASID member and owner of The E-Spot (445 Central Avenue), for its 2008 Business Growth Success Award. The E-Spot is a new internet and gaming center offering local residents, especially young adults, a social space to play video games, use the internet or just hang out in the E-Spot Lounge. Pantoja, an Iraq war veteran, has been working with the SBDC since June 2007 to refine and implement his plans for the business, and has seen a strong response since the E-Spot opened its doors in July 2008.

According to SBDC Consultant Al Izzi, "Frank really loves what he is doing and you can see the results in the way he interacts with the

children and young adults." Pantoja will receive his award at the NJSBDC's Business Growth Success Award Luncheon on December 5. Congratulations, Frank, and welcome to Central Avenue!



*The E-Spot's owner Frank Pantoja (R) and business partner Miguel Sardinias behind the front desk at their gaming center. Pantoja's wife Margarita is also a partner in the business.*

## Central Avenue SID Management Corp.

366 Central Ave., Suite 201  
Jersey City, NJ 07307

Ph: (201) 656-1366

Fx: (201) 656-4037

Email: casid@jcheights.com

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Paid for in part by the State of NJ  
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## Message from the Board of Trustees

Dear Reader,

With less than a month left before the next biannual meeting of the Central Avenue Special Improvement District Management Corporation (CASID) on November 10th, it's time for us to reflect on the past two years of our organization's work to move Central Avenue forward. The bad news: we all know that business is tough. Food, fuel and material prices have all gone up, costing businesses more and causing their shoppers to spend less. But it's important to remember that these trends are taking place on a national, even global scale. And here in Jersey City, there is some good news: property investment is increasing, and Central Avenue has benefitted recently from several well-executed private property renovations. Only 8% of commercial space on Central Avenue is available for rent or lease, which compares favorably with the national average of 10%. The Avenue has also gained a much-needed direct bus link to Manhattan via Coach USA's 10 and 99s routes. Because of these positive developments, a growing number of young people are discovering that Jersey City is still affordable, despite being located just minutes away from Manhattan. It is our challenge to acquaint these newcomers with all that our local businesses have to offer, while also continuing to honor and serve the long-time residents who have been our loyal customers for years.

To meet that challenge, the CASID has placed an increasing priority on marketing efforts during the past few years. We've continued our popular TV commercial program, which gives member businesses the opportunity to reach over 51,000 of Jersey City's Comcast cable subscribers, representing over 21% of the city's population. A new banner system is helping newcomers and regular customers alike to see the many reasons to live in the Heights and work, dine and shop on Central Avenue. And perhaps most visibly, we launched the annual Everything Jersey City Festival in 2008, bringing over 12,000 people to Central Avenue and highlighting the local businesses

that are here to serve their customers every day. Along with familiar programs like the holiday lights, these new marketing efforts are showcasing Central Avenue's unique main street atmosphere and making it a destination for local shoppers, old and new.

In addition to marketing, we continue to make Central Avenue a clean and attractive place to shop through our Streetscape Maintenance Operation, and we are always ready to speak up on issues like mass transit and development decisions that impact the Heights. Visit our website, [www.JCHeights.com](http://www.JCHeights.com), to learn about the full range of our partnerships and programs, and if you are a CASID member, be sure to join us at the Meeting of the Corporation on November 10th or send in your notarized ballot. YOU are the reason we are here, and we are here to serve you!

Finally, we want to offer congratulations to David Diaz, the CASID's District Manager, who recently earned a Business District Management Certificate from the National Center for Public Performance at Rutgers University. After working with him over the past six years and seeing the results he has produced for the Avenue, we already know that he is extremely qualified and dedicated to the interests of our members and the greater community. His new credentials are the icing on the cake, and we look forward to seeing them in action as he continues to bring innovative management to the CASID.

We hope that the following pages offer you a taste of the many ways that the CASID is benefitting Central Avenue and the Heights and building for the future, and we thank all of our readers for their ongoing interest and support in the work that we do.



President Michael Yun  
and the Board of Trustees

## CASID District Manager Earns Certificate in Business District Management



CASID members should be happy to know that District Manager David Diaz, has been certified in Business District Management. What does this mean?

"In addition to five years experience, his persistence in the field continues to bring professionalism to the organization and the way it is managed" says CASID President Michael Yun.

Since 1984 when the State of New Jersey passed enabling legislation allowing the formation of Special Improvement Districts (SID), approximately 80 have emerged across the state with more forming each year. The CASID was established in 1992 as Jersey City's first Special Improvement District. "Being only 24 years old, the field of 'Business District Management' is relatively still new in New Jersey," says Diaz. "The uniqueness of each business district calls for unique management, thus prohibiting a cookie cutter approach to managing SIDs. These

*Continued on page 3*

## Notice: Meeting of the CASID Corporation Set for Nov. 10th

In accordance with Jersey City Ordinance 92-087, the CASID will hold its Biannual Meeting of the Corporation on Monday, November 10, 2008 at 6 PM in the CASID office at 366 Central Avenue, Suite 201. Members of the organization (owners of businesses and commercial properties located on Central Avenue between Manhattan Ave. and North St.) will have the opportunity to vote on the continuation of the SID and the services it provides, including daily streetscape maintenance, marketing and advocacy on behalf of the district.

The **accomplishments** of the CASID during the past 2-year term include the launch of the popular Everything Jersey City Festival, a successful advocacy campaign to save and improve bus service on Central Avenue, and many high-profile marketing campaigns highlighting the many reasons to live, work, dine and shop on Central Avenue and in the Heights.

A packet with information about the meeting and a ballot was sent to each CASID member on October 10. The ballot can be notarized and mailed in if the recipient cannot be present at the meeting, which is open to the public. "It's very important for all members to join us at the meeting or send in their vote," said CASID Election Committee Chair Grace Cutri. "We all know that the services provided by the CASID are vital to the survival and continued growth of our businesses on Central Avenue and the Heights community as a whole, and this is our chance to say so."

### *District Manager, continued from page 2*

organizations and the people behind them continue to reinvent themselves in order to better serve their communities. As SIDs like the CASID continue to grow, so does the profession."

The Rutgers University National Center for Public Performance, in collaboration with the New Jersey Managed Districts Association (NJMDA), presents a new certificate program for Managers of Business Districts (including, but not limited to, Special and Business Improvement Districts and Main Street Programs). The Certificate Program in "Business District Management" provides students with training in the skills to effectively manage business districts. In particular, the program provides strategies that promote stakeholder involvement to enhance and add value to business district operations and outcomes. Online class readings and discussions work to further business district management as a profession, to address legal structures and working models, to highlight the working relationships between numerous stakeholders, and to sharpen the data collection and evaluation techniques of participants. To learn more about the certification program he completed, visit [www.ncpp.us/bdm.php](http://www.ncpp.us/bdm.php).

"I found the program to be quite challenging. If it wasn't, I would not have benefited from it" says Diaz. "The program put my experience in managing SIDs into perspective, which will ultimately help me be a better District Manager."

Having joined the organization in 2002, Diaz continues to work alongside dedicated business owners and other stakeholders in the Jersey City Heights to keep the Central Avenue business district moving forward. Born and raised in Jersey City, David earned a Bachelor's Degree from Florida State University where he focused on Urban Studies.

# YOUR AD HERE!!

There are 55,000 residents living in the Heights. How many of them are YOU reaching?

Call the CASID at (201) 656-1366 or email [casid@jcheights.com](mailto:casid@jcheights.com) for rates. Ads can be sized to meet all budgets.

Significant discounts apply for CASID members.

### *Banners, continued from page 1*



The remaining banners celebrate Central Avenue's vital role as a neighborhood business district, dining destination and provider of over 1600 jobs. The "Work!" banners also inform patrons of the discounted 3.5% sales tax available at Central Avenue businesses who participate in the State of New Jersey's Urban Enterprise Zone (UEZ) Program.

## Fall Marketing Campaign Well Underway

Between back-to-school shopping and the holiday season, the last few months of the year are a busy time for any business owner to consider launching a marketing campaign. Fortunately, the CASID is coordinating several programs this fall that make marketing simple and affordable for every CASID member.

One such program is the Central Avenue Business Directory, which highlights all businesses in the district and offers opportunities for them to target advertising to local residents, many of whom are already asking for the next edition. The business directory is a mainstay on the shelves of many Heights households who refer to it (and see the included ads!) whenever they're looking for a specific type of business or a local government contact. And this edition of the directory will be officially unveiled in the spring at the Everything Jersey City Festival, where thousands of people will have an opportunity to pick up a copy.

In addition, the CASID will be partnering with SuperCoups of Hudson County to offer a discounted direct mail campaign to member businesses during the holiday season. The CASID has developed a brochure promoting Central Avenue as a shopping and dining destination, and businesses in the district will be able to include their ad or coupon along with the brochure. Businesses who use an approved border that highlights their location in the Central Avenue business district will receive a \$50 rebate on the cost of their ad from the CASID. SuperCoups will deliver the brochure and coupons to 10,000 households in the Heights in early December.

Contact the CASID office for more information about any of the CASID's marketing campaigns.

## CASID Members: Avoid Renovation Difficulties

Early in 2008, the CASID became aware that an increasing number of its members were facing obstacles in the process of renovating their businesses or properties. After further discussions with the affected CASID members, Jersey City Construction Code Official Ray Meyer and Councilman Bill Gaughan, the CASID would like to suggest a number of basic guidelines that all business and property owners should keep in mind when undertaking a renovation:

- Shop around for licensed architects and contractors who understand the city building codes and have a track record of complying with them consistently while also getting the job done in a cost- and time-efficient manner. Other local business owners are a good source of referrals to reliable contractors.
- NEVER pay a contractor a large amount up front - payment should proceed as construction is successfully completed.
- Insist on a written, detailed estimate and contract with your contractor, and also with your landlord if you are moving or renewing a lease. Be sure to read the fine print before signing!
- Document everything about the renovation, in writing, including

all communications with your contractor and the Office of Construction Code Official, inspection dates and inspector names, etc.

- Attend all city inspections to ensure that both the contractor and the inspector have done a thorough and accurate job.

While the CASID is not directly involved in regulating building renovations, CASID staff are always available to act as a liaison between members and city officials when delays or disputes arise. A third-party inquiry into the reason for a delay or inspection failure can often open the lines of communication, allowing those involved to identify the problem and get a project back on track.

CASID members who have encountered a problem with renovations or are just thinking of beginning them and want to discuss ways to save time and money are encouraged to contact the CASID office for assistance. Councilman Bill Gaughan is also committed to working in partnership with the CASID to address specific cases that are especially challenging. He can be reached at 201-795-6200.

## Heights Residents Spend a (National) Night Out at Pershing Field

The North District Police Department hosted a fun-filled evening for local families on August 5 as part of National Night Out, an anti-crime initiative that brings together law enforcement agencies and local communities throughout the country. The Heights event, which was held in Pershing Field, featured free hot dogs, popcorn and toys, entertainment including performances by the Hope Center for Visual and Performing Arts and Jang Star Tae Kwon Do, children's rides and games, and information tables staffed by community organizations and agencies.



*Clockwise from top: Students from Jang Star Taekwondo show off their moves; hungry festivalgoers enjoy hot dogs and snacks provided by the JCPD; community groups educate visitors at info tables.*

*Hope Center, continued from page 1*

Mariano Vega, Jr., Councilmen Peter Brennan, Bill Gaughan and Steve Lipski, and former mayor Bret Schundler, all of whom enthusiastically welcomed the Hope Center to its new space and praised the impact it has already had on the lives of local residents. Following the ribbon-cutting, several hundred supporters streamed into the new center to enjoy the gallery exhibit and peek into the center's cafe, black box theater, dance studio and classroom spaces.



*Grand opening attendees enjoy the artwork displayed inside the Hope Center.*

"This is a big day for the development of the arts in the Heights and throughout Jersey City," said CASID President Michael Yun. "The Central Avenue business community has much to gain from having such a high-quality arts center in the area, and vice versa. We appreciate Pastor Mario's commitment to hold events at the Hope Center after 7 PM on weekdays and Saturdays to minimize the strain on parking in the municipal lot during business hours and create a positive nightlife atmosphere in the Heights. Congratulations to everyone involved with the Hope Center for their hard work in bringing this space to life," said Yun.



*L to R: JCity Theatre Company founder Sandy Cockrell, Hudson County Cultural Affairs Project Coordinator Eileen Gaughan, CASID President Michael Yun, Hope Center CEO Mario Gonzalez, Jersey City Museum Executive Director Marion Grzesiak, Ward D Councilman Bill Gaughan, Ward C Councilman Steve Lipski.*

# Local Donors Help Send Boy Scouts to Summer Camp



This August, eleven Boy Scouts from the Heights' Troop 466 enjoyed a week of summer camp at Hawk Mountain Scout Reservation in Pennsylvania. While connecting with other Scouts from around the area, the 11 Jersey City boys who attended the camp got to try their hand at a variety of outdoor activities including archery

and fishing. Swimming and campfires were also on the agenda for a full week of fun. "They did very well and really enjoyed themselves," said troop leader Louis Cappeluti, who also noted that the scouts came home with many new merit badges earned during the week.

The Scouts were able to take a little bit of Jersey City with them, thanks to the financial support of AARP Chapter 5012, the Everything Jersey City Festival Committee, and Freeholder Eliu Rivera. Their donations helped offset the cost of the camp for the Scouts' families.



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## CASID Subject of International Research

The CASID may be small as district management organizations go, but its web presence and diverse partnerships have attracted the attention of an international researcher! Annette Vollmer, a doctoral candidate in the Department of City Planning at the



Researcher Annette Vollmer discusses business district management with CASID Director Brittany Hopkins.

HafenCity Universität in Hamburg, Germany, recently met with CASID District Manager David Diaz and Director Brittany Hopkins on a tour of SIDs and BIDs in New York and northern New Jersey.

Hamburg, a major European city with a population of over 1.7 million, has recently begun exploring SIDs

as a tool for better management of its commercial districts. The oldest SID there is just three years old. The CASID, as one of the oldest SIDs in New Jersey, is of interest to Ms. Vollmer and others involved with German SIDs as they study best practices for SID management. "We at the CASID welcome the opportunity to exchange information and ideas with other business district management organizations, both locally and around the globe," said CASID District Manager David Diaz. "These exchanges help us all to become more effective in serving our members and revitalizing

## Banks See Growth Opportunity in Heights



The entrance to WaMu's new Heights Financial Center identifies WaMu as "Your Jersey City financial partner."

Central Avenue will soon be home to two new financial institutions, reflecting the growing economic strength of the surrounding Heights neighborhoods. This summer, the Avenue welcomed the first: Washington Mutual (WaMu). After carrying out an extensive and innovative renovation of its new Heights Financial Center at 375 Central Avenue, WaMu hosted a grand opening celebration on July 18, featuring food, face painting, music, clowns, and words of welcome from Mayor Jerramiah Healy and

Heights Councilman Bill Gaughan.

As part of the grand opening ceremony, branch manager Louis Hoxha presented a \$3950 check from WaMu to PACO (Puertrriqueños Asociados for Community Organization), a community-based agency that has been providing social services, educational opportunities, and housing development to the Jersey City community for nearly 40 years. WaMu was recently purchased by JP Morgan Chase. The Heights Financial Center will continue to serve customers on Central Avenue as it makes the transition to a new name.



WaMu branch manager Louis Hoxha, CASID President Michael Yun and CASID District Manager David Diaz with the Heights Financial Center team.

Oritani Bank has also announced that it will open a new branch at 348 Central Avenue, with a grand opening planned for October. "We look forward to being part of your community," said Oritani senior vice president Anthony V. Bilotta, Jr.

### NEIGHBORHOOD BLOCK ASSOCIATION AND LOCAL NON-PROFIT MEMBERS: YOU'RE INVITED!



Join the CASID for our annual community photo! Help us show Jersey City how strong and diverse the coalition of community leaders in the Heights really is, and take the opportunity to meet and network with your neighbors!

6:00 PM • Tuesday, December 2  
Central Avenue & Bowers Street  
(Rain Date: Thursday, December 4)

## CENTRAL AVENUE BUSINESS SPOTLIGHT: Stanley's Prime Meat Market



Owner Krystyna Godowska displays a few of the home-cured meats offered at Stanley's.

The window display of freshly-made potato pancakes, meatloaf, cabbage slaw and other goodies is a good hint that Stanley's Prime Meat Market, located on the corner of Central Avenue and South Street, offers much more than just meat. In fact, it's a treasure trove of all kinds of European delicacies - pickles, pierogi, pastries, stuffed

cabbage, vegetable salads and soups, all homemade by owner Krystyna Godowska and her daughters Agnes and Jadwiga.

Why did Godowska open a market here on Central Avenue 10 years ago? "Because I make good food," she says, "and there are so many people here who want it - Polish, German, Russian, Hungarian, French, Italian, Spanish, even American." Besides the fresh items, the store also stocks European groceries - everything from candy to kasha to Polish brand juices and cosmetics. Fresh European breads are on display, and a newsstand also offers Polish newspapers and magazines.

But true to its name, Stanley's specializes in high-quality meat.

Godowska cures her own ham without all the chemicals used in conventional American cold cuts, and you can see and taste the difference. The homemade kielbasa is also a very popular item, and fresh cuts of meat like pork chops, sirloin steaks and chicken are also available.

Stanley's is a hub for the European immigrant community in the Heights, offering a taste of home with many items that would be impossible to find at a supermarket. But the store also has much to offer food lovers of any nationality who want to try something new, made by hands they can know and trust.

A sampling of the European grocery items stocked on Stanley's shelves.



Stanley's Prime Meat Market is located at 425 Central Avenue and is open 8:30 AM to 7:00 PM Monday-Friday and 8:00 AM to 5:30 PM on Saturdays. Phone: (201) 795-0558

## Updated Heights Bus Schedules Take Effect

**10  
99s**

**NEW YORK  
JERSEY CITY  
BAYONNE**  
(Shortened Schedule)

Effective September 8, 2008

### Servicing:

NYC Port Authority Bus Terminal  
The Jersey City Heights  
(via Central Ave. Shopping)  
Journal Square  
St. Peter's College  
New Jersey City University  
Bayonne



**Red & Tan**  
Coach USA In Hudson County

Coach USA has posted an updated schedule for bus routes 10 and 99s, taking changes in weekend service into account. The increased rush hour service that Coach USA added in April will continue - Heights residents can choose from one of five New York-bound trips that reach the Port Authority Bus Terminal by 9 AM and nine trips that leave for New Jersey between 5 and 7 PM. Regular service continues every half-hour throughout the day on weekdays and Saturdays and every hour on Sundays. To download the updated schedule, visit [www.JCHeights.com/atwork-campaigns/bus](http://www.JCHeights.com/atwork-campaigns/bus).

NJ Transit bus route 123, which services Palisade Avenue between Christ Hospital and Congress Street, will also gain an additional trip to New York

during the morning rush hour as of September 2. Minor back-to-school schedule changes have also been made to several other NJ Transit bus routes that serve the Heights. Visit [www.njtransit.com](http://www.njtransit.com) for complete info.

## THE HEIGHTS IS ON THE WEB!

Have you visited the CASID website lately? Join the 3,000 folks who did last month - type in [www.JCHeights.com](http://www.JCHeights.com) and find out what's new!

- Sign up for the **Heights E-News**, a monthly email newsletter with the latest info on community happenings in the Heights
- Watch JC1TV's coverage of the **Everything Jersey City Festival**
- Download a **NO PEDDLERS sign** for your storefront and read up on the municipal codes governing peddlers, food vendors, and other important issues for Central Avenue
- Check out our new listing of **Jersey City schools and local universities**
- Visit the new **Administrative Services** page to see what services the CASID can provide you as a local business or member of the public



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

# Washington Park Association and County Officials Develop Wish List for the Park



County Division of Parks Director Tom McCann discusses potential improvements with members of the Washington Park Association

Heights residents have long appreciated Washington Park as a center for recreation and a patch of green in a highly developed cityscape. But as with all public assets, the park is in need of regular maintenance and a constant supply of new ideas to reach its full potential. Maintenance and safety in the park are further complicated by

visibility, and proposed aesthetic improvements including new landscaping. Already in the plans for the next two years is an overhaul of the baseball diamonds in the section of the park adjacent to Central Avenue, which will include the addition of a concession stand for Little League fundraising.

Safety and security are also on the WPA's agenda. At the association's request, Councilman Gaughan brought the Jersey City and Union City Police Departments and the Hudson County Sheriff's Office together to resolve the jurisdictional questions that have left the park open to criminal activity in the past. Now, the city police departments take shifts patrolling the park in its entirety, and the Sheriff's Office also makes two daily sweeps.

While much of what was discussed during the August walk can be addressed immediately - county traffic engineers are already working on traffic calming measures and crosswalk modifications to make Paterson Plank Road safer for pedestrians, for example - participants also explored the possibilities for what the park might look like a bit further down the road, raising the possibility of upgrading basketball courts and adding a volleyball court, amenities for young people including a children's garden and an area with play equipment for older children and teenagers, and an outdoor theater.

With an active and growing membership and the input of key county and city officials, the WPA is already making a difference in Washington Park. Those interested in getting involved in the group are encouraged to visit the WPA website, [www.wpanj.org](http://www.wpanj.org), or contact the group via mail at PO Box 17137, Jersey City, NJ 07307.

its location on the border between Jersey City and Union City; one part of the park falls under the jurisdiction of Hudson County, while another part is leased, maintained and patrolled by Union City.

Recently, a group of local citizens formed the Washington Park Association (WPA) to address all of these concerns in partnership with county and city authorities. WPA members took a significant step in the development of their goals for the park during an August walk with Hudson County Division of Parks Director Tom McCann, County Executive Tom DeGise and Chief of Staff and Jersey City Ward D Councilman Bill Gaughan. Together, the walk participants discussed ideas for making the park's new dog run more dog-friendly and safe, considered other safety improvements to the park including improved lighting and reconfiguration of the parking near the crosswalks on Paterson Plank Road for increased pedestrian

## Trick-or-Treat Central!

Halloween is coming, and when Jersey City residents think Halloween, they think Central Avenue! Central Avenue businesses have generously opened their doors to local trick-or-treaters for years, and this year will be no exception.

Due to the thousands of kids who visit Central Avenue each October 31st, most businesses are only able to hand out candy until 6 PM, helping parents to get youngsters home safely before dark. But if you want some real food after all that candy, or your princesses and Spidermen are a bit too old for trick-or-treating this year, stick around during the evening for some shopping and a bite to eat amidst the festive atmosphere! CASID businesses can download a sign to put in their window when they are done receiving trick-or-treaters at [www.JCHeights.com](http://www.JCHeights.com). See you (and scare you) on the 31st!

Below and right: Trick-or-treaters enjoying the hospitality of Central Avenue businesses on Halloween 2007.



# 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.



*SMO supervisor Sookram Gokul and staff member Dindyal Singh prune one of Central Avenue's street trees. The pruning was part of a joint effort by the CASID and the Jersey City Division of Parks and Forestry to remove branches blocking CCTV cameras on the Avenue, allowing camera operators to more effectively monitor Central Avenue for emergencies and security issues.*

### Reminders from the CASID

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

### Fall Leaf Collection

Thursday Pickup ONLY (North Zone)

- October 9, 23
- November 6, 20
- December 4, 18, 25

Please **DO NOT** use plastic bags for leaves!!

FREE leaf bags can be picked up in the Heights at the following times and places:

- Pershing Field - Oct. 25, Nov. 15, Nov. 29, Dec. 20
- Leonard Gordon Park - Nov. 1, Dec. 6

Bags can also be picked up until December 20 at the JCIA (501 Route 440) from 9 AM to 4 PM and at the JCPA (394 Central Ave.), City Hall Mayor's Action Bureau (280 Grove St.) and Municipal Building (1 Journal Square Plaza) from 9 AM to 4 PM.



### WELCOME NEW CENTRAL AVENUE BUSINESSES!!

#### Ippolito's Name Brands

267 Central Ave. • (201) 533-4335

#### Team Furniture

296 Central Ave. • (201) 216-1911

#### The Cell Phone Store

322 Central Ave. • (201) 420-6800

#### On the Avenue

362b Central Ave. • (201) 217-8900

#### The E-Spot

445 Central Ave. • (201) 763-6685

### Fresh Facades on Central Avenue



The Cell Phone Store  
322 Central Ave.



The E-Spot  
445 Central Ave.

The CASID commends these businesses for their quality storefront design, compliance with city signage code, and commitment to improving the aesthetics of the Heights' main street.

For more information about signage regulations and recommendations for Central Avenue, visit [www.JCHeights.com/business-signage](http://www.JCHeights.com/business-signage).