

Central Avenue Special Improvement District

CENTRAL AVENUE NEWS

A True Newsletter Representing the Business Community In the Jersey City Heights

Quarterly Newsletter, April 2004

Destination: Jersey City *Heights*



← Vehicular signs like this now help visitors find and identify the different districts in Jersey City like the Heights.



Upon reaching the district, the Vehicular signs will guide visitors to more specific destinations such as Central Ave. Shopping. →

Jersey City has grown to be one of New Jersey's largest Cities. With National Monuments, such as Ellis Island and the Statue of Liberty, Jersey City continues to be the destination for many visitors and tourists in the North East. Since many of the visitors and tourists are unfamiliar with Jersey City and the urban experience, there may be feelings of anxiety and fear of getting lost. Unfortunately, signage and directional systems for our visitors have not kept pace with the recent explosive growth in our great city. It has become important to design and implement a clear and effective signage system that will alleviate those anxieties while also relieving congestion in heavy traffic areas. *Destination: Jersey City* has been formed to implement this sign project for Jersey City.

"*Destination: Jersey City*," is a streetscape, signage, tourism development project enhancing the image of Jersey City to visitors and residents. A public/private partnership has been formed for the purpose of creating a visible wayfinding and navigational system for the City of Jersey City, and its people. Critical to establishing Jersey City as a "Destination" is creating easy, visible, coordinated, and safe routes to access the many institutions, cultural attractions, and districts that will be highlighted throughout the City.

The former Director of the Jersey City Museum and the Vice
(Continued on page 2)

Have you ever tried to give a first time visitor (or for those with businesses, a new vender) directions through Jersey City? Did that person ever make it to his/her destination? Or did they end up on the back of a milk carton? Giving directions to Jersey City has never been an easy task and that is exceptionally true for directions to the Heights and the Central Avenue main street. For years, the CASID has unsuccessfully urged the City and County to install some sort of signage along Kennedy Blvd, Patterson Plank Road, Palisade Avenue, and Highway 139 indicating not only directions but acknowledgment of the existing Central Avenue Business District. Because of the design of the Jersey City Heights, the heart of the community remains secluded from the unsuspecting everyday traveler passing through the area. Thanks to what is now a citywide program, this problem has finally been addressed consistently throughout the City.



From left to right: Principle Architect John F. Bosio from Hillier Architecture; Vice President Connie Claman of the Liberty Science Center; and Suzann McKiernan Anderson serving as the Project Manager for Destination: Jersey City.

In This Issue...

SPECIAL EDITION: Stop & Shop's Proposal for a Superstore; CASID 2004 Annual Meeting Results and Budget Summary; Central Ave Sidewalk Café Event Announcements; and introduction of www.CentralAveSID.org

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Destination: Jersey City (*continued*)



Picture; In January, Destination: Jersey City representatives made a presentation to the CASID to gather feed back for the new pedestrian signage. Seen here are Architect John F. Bosio and Connie Claman of the Liberty Science Center presenting ideas for kiosks.

President of Finance & Facilities at Liberty Science Center, spearheaded the program in order to clarify signage throughout the city. Together, they formed a public/private partnership of organizations that includes Arcorp, Jersey City Museum, Hudson County Community College, Hudson River Property Owner's Association, Liberty Science Center, Liberty State Park Development Corporation, New Jersey City University, NJ Transit and St. Peter's College. This nine member group contributed \$35,000 to begin the wayfinding analysis needed for Jersey City and to begin design consultation.

The Hillier Group of Philadelphia, PA (the same design firm that created the Newark signage system) was contracted to develop a vehicular system to navigate to and from New Jersey's highways to Jersey City, and also to navigate within Jersey City. [Over 30 institutions are now working together with Jersey City and Hudson County agencies to form a cohesive signage plan for Jersey City.] The *Destination: Jersey City* committee has worked with the New Jersey Department of Transportation to review access points into Jersey City from key highways and the NJ Turnpike. Together they have revised the highway signage system to make access to Jersey City easier and more comprehensive.

The Vehicular Wayfinding Signage System includes gateway, district, destination, arrival and departure signage. Standing over 13 feet tall, these three-dimensional signs will feature destinations, and districts within Jersey City, while displaying district graphic imagery on the reverse. This signage system is the most comprehensive single signage system in New Jersey, and was voted by panel reviewers as the model signage system for the State of New Jersey. Currently over 300 of the 500 signs have been

manufactured and excavation has begun around Jersey City to receive the new signs.

Concurrently, the Pedestrian Wayfinding Signage System is under development. The hierarchy of districts which was established for vehicular traffic will now focus on directing pedestrians to local destinations within each district. *Destination: Jersey City* for pedestrians will include enhancement projects for the City. This includes directional signage (which contain maps and place information), three-dimensional stand alone information kiosks, banner programs, interactive electronic web stations at the transportation hubs, website, Visitors guidebooks, walking tours, brochures and a cultural trolley bus loop. Future phases will include a visitor's center and further development of marketing for tourism. The Vehicular portion has been completely funded by grants from the NJDOT representing \$3.2 million thereby not burdening the taxpayers.

Other than giving direction, the signage system has brilliantly incorporated each district's unique characteristics in an effort to create identity and a sense of place. For the Heights, the signage has incorporated the image of the highly recognized bear and buffalo from Leonard Gordon Park to represent the character of our community. CASID has provided additional input into the program to further develop the Heights signage system

The CASID is more than ecstatic and appreciative to see the accomplishments made by Project Manager Suzann McKiernan Anderson, Connie Claman of the Liberty Science Center, Architect John F. Bosio, and all involved. They continue working with groups like the CASID to wonderfully utilize the potential of this long overdue project. We also thank Mayor Glenn D. Cunningham for his support of Destination: Jersey City and all their endeavors to bring Jersey City into the 21st century.

CASID 2004 Annual Meeting Results

The Central Avenue S.I.D held this year's annual budget meeting on Tuesday March 23, 2004 at the meeting room of the North District Police Station. All CASID members (merchants & property owners within the business district) were notified of this meeting in the January 2004 Newsletter, and given a second notice by mailing on March 5, 2004. The intention of this meeting was to present the incoming years' budget to CASID members, and allow an opportunity for an open discussion to address any budgetary concerns.

The agenda for this meeting included a review of the previous meeting's annual minutes; a 2003-2004 year end report by the executive director; presentation and approval of the Fiscal Year Budget 2004-2005; and an open discussion for new and old business.

The CASID and the Jersey City Economic Development Corporation (JCEDC) have worked together in a continuing healthy relationship over the past year to re-

structure funding policies to better secure funds for the Central Avenue Business District. In doing so, an overlap in budget collection has occurred, resulting in an anticipated surplus at the beginning of the next fiscal year. The CASID is greatly appreciative of the continued efforts put forth by JCEDC CEO Eugene Nelson, CFO Clifford Adams, and UEZ Director Roberta Farber to secure vital UEZ funding for the Jersey City Heights main street, Central Avenue. We hope to continue seeing these efforts in the next year with additional JCEDC projects executed in the Heights.

In the open discussion portion of the meeting, the following concerns were discussed: new commercial development on Jersey Avenue; the proposed Stop & Shop Superstore; a new website for CASID; parking issues; CCTV; and the holiday decorations.

The Fiscal Year Budget 2004-2005 (shown on right) was approved unanimously by present CASID members.

Central Avenue SID Approved FY Budget July 1, 2004– June 30, 2005

Revenue	
Surplus from Previous Year	\$41,400.00
SID Tax Assessment	\$78,380.00
UEZ Funds (1:1 match)	\$78,380.00
Private Funds	\$ 4,000.00
	\$202,160.00
Expenses	
<u>Administrative Items:</u>	
Office Rent	\$4,200.00
Office Equipment	\$1,500.00
Office Supplies	\$2,200.00
Telephone/ Internet	\$1,400.00
Insurance	\$1,500.00
L.O.C to JCEDC	<u>\$6,000.00</u>
	\$16,800.00
<u>Administration:</u>	
Management Staff	\$55,640.00
Professional Fees	<u>\$15,000.00</u>
	\$70,640.00
<u>Capital Improvements:</u>	
Street Improvements	\$2,000.00
<u>Marketing/ Promotions:</u>	
Public Relations	\$ 5,000.00
Marketing/ Special Events	<u>\$24,000.00</u>
	\$29,000.00
<u>Operations:</u>	
Holiday Lights	\$10,000.00
Sidewalk Sweepers	\$68,640.00
Sanitation Supplies	<u>\$5,080.00</u>
	\$83,720.00
Total Expenditure =	\$202,160.00

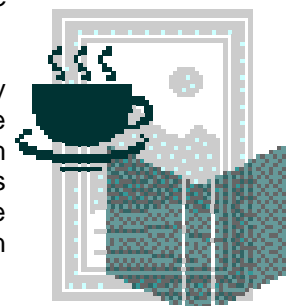
Coming Soon to Central Avenue: Restaurant Sidewalk Cafés

After being inspired by several local restaurants, the CASID has created a partnership with Jersey City Housing and Economic Development and Commerce (HEDC) Department to manage a sidewalk café pilot program on Central Avenue during this summer.

Due to Jersey City's unique urban environment, an experimental pilot program seems to be a rational idea. Jersey City has long ago established rules and regulations for executing just such an event. As seen in Hoboken's Washington St, sidewalk cafés must be barricaded in and can not take up more than half of the sidewalk. They must also leave at least 6 feet of room for pedestrians. Restaurant owners are required to have the proper City permit before they can put a table outside their establishments.

The CASID will be holding a meeting with those businesses that are interested in participating in the sidewalk café. An explanation of the rules and regulations to how the pilot program is going to work will be provided by the CASID office. *(Note to Central Avenue Eateries: please keep an eye out for updates on this event via flier or call for more info: 201.656.1366)*

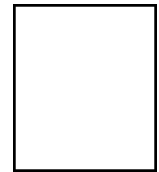
Just imagine, Jersey City Heights residents will be able to enjoy dining services from one of the many fine eateries on Central Avenue, while spending a pleasant afternoon out on the local main street.





"A Tradition Reborn"

Central Avenue SID
366 Central Ave., Room 201
Jersey City, NJ 07307



Happy Easter, Passover & Mother's Day

From the Central Avenue SID
Board of Directors



www.CentralAveSID.org

InfinetGlobal, Inc. brings the Central Avenue Special Improvement District (CASID) to the World Wide Web. The new CASID web portal, www.CentralAveSID.org, is scheduled to "go on-line" in late April of 2004.

A local web portal is a powerful tool for the Jersey City Heights community. To celebrate the diversity of the people of Jersey City, the web portal will be viewable in seven different languages, including English, Greek, Italian, Korean, Portuguese, Chinese and Spanish. Visitors to the web portal will enjoy up to date local news and events. The local search engines allow users to find what they are looking for quickly and easily. A categorized business directory was created for simple online navigation. Each businesses' directory page contains contact information with descriptions of products and services, downloadable coupons, and interactive maps with driving directions. Local government links and contact information will also be made available on the portal.

A study performed in 2001 for The Chief Information

Officer at the New Jersey Governor's Office, showed that 78% of New Jerseyans are "Internet users". These "Internet users" were more common near urban areas like Jersey City. The study also showed that 60% of these "Internet users" use the Internet for shopping and looking for services. These statistics cannot be ignored. This is why the CASID web portal has been created.

The web portal will promote all of the local businesses on Central Avenue and in the Jersey City Heights community. The CASID web portal was carefully designed and developed to cater to the local community.



www.CentralAveSID.org

**Shop
Dine
Live
Jersey City
Heights**

Website Developed By
INFINETGLOBAL, INC.