

# CENTRAL AVENUE NEWS



A True Newsletter Representing the Business Community In the JERSEY CITY HEIGHTS

Quarterly Newsletter, July 2004

## Coming Soon: New District Banners



**Above:** New Banner Designs for Central Avenue. Future Banner Designs May Vary.

The Central Avenue Business District will soon be clothed in patriotic pride when forty six (46) new and bright vertical banners are installed along the main street. This new banner system, valued at an estimated \$7,000, is being fully funded by grants obtained through the Destination: *Jersey City* Program.

The Destination: *Jersey City* Program, headed by Connie Claman of the Liberty Science Center and Project Manager Suzann McKiernan Anderson, continues efforts to create a sense of place and destination in each district while establishing a "way finding" system in Jersey City.

The American Flag and the Statue of Liberty have been integrated into the banner design as a show of main street patriotism. These 30 x 60 inch banners will be displayed until the beginning of the Christmas Holiday Season. With the necessary hardware in place for the banners, the Central Avenue SID will continue hanging vertical banners on Central Avenue over the next several years.

## Honorable Mayor L. Harvey Smith Sits Down with the CASID

In early August, Honorable Mayor L. Harvey Smith scheduled a meeting with the business community leaders in the Jersey City Heights. The Mayor could not be present at that meeting due to unforeseen events regarding the heightened security alert in our area. However, the Mayor sent two of his most trusted aides, Muhammed Akil and David Donnelly, in his place.

Topics of conversation at this meeting included: (1) Sidewalk Café Pilot Program on Central Avenue; (2) Revision of the existing Sidewalk Sale ordinance extending sidewalk sales events to a second weekend per month, and to include Sundays; and (3) the issues concerning the proposed Stop & Shop Superstore at Jefferson, Laidlaw, and Summit Avenues. The Central Avenue SID proposed this agenda based on the importance and urgency in our district. Numerous Central Avenue merchants have expressed great concerns over these issues and are seeking resolution.

Mayor's Aide, Muhammed Akil, responded very positively to the agenda items. "These are easy issues to deal with" said Akil. " (Mayor L. Harvey Smith's Administration) will fight for what is right".

## Business Improvement Grant For Registered U.E.Z. Businesses

In an effort to help Urban Enterprise Zone (UEZ) businesses improve their appearance, Jersey City's UEZ Program (administered through the Jersey City Economic Development Corporation) was recently awarded \$500,000 from the State to be used for a Business Improvement Matching Grant program. Similar to the UEZ's Facade Improvement Program, the Matching Grant program will assist UEZ business owners by matching the funds they spend to repair or beautify their shops. This program would allow for a wide-range of work, such as lighting, fencing, signage, landscaping and other exterior improvements. "The establishment of this program will show a commitment from the business owners to the revitalization of Jersey City." said UEZ Director Roberta Farber. "It will also entice added investment and bring new shoppers and new businesses into the neighborhoods."

The UEZ Program is a state-designated program that seeks to alleviate unemployment in 30 municipalities across the state. It allows businesses to charge a reduced sales tax rate by 50 percent. State sales tax in New Jersey is currently 6 percent. Participating UEZ retailers can charge 3 percent sales tax. In Jersey City, the Urban Enterprise Zone covers a third of the city. As part of the Jersey City UEZ Development Plan, the Matching Grant Program will work to identify ways to reinvesting

(Continued on page 3)

## Central Avenue SID Board of Directors

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*President*

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Jersey City, NJ 07307

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Sponsored by the NJ  
Urban Enterprise Zone

# Message from the Central Avenue S.I.D. Board of Directors

In the most recent bi-annual election to renew the Central Avenue SID (November 2002) sixty four (64) CASID Members (collective of Central Avenue merchants and property owners) voted "Yes" to renew the Special Improvement District program on Central Avenue. The CASID Board of Directors is happy to report the many accomplishments the Jersey City Heights main street business district has attained in the last two years as a direct result of those "Yes" votes. **Since November 2002:**

**The CASID has maintained the cleanliness of the streetscape.** We continue to modify the sanitation program to address the needs of the Central Avenue community. (See page 6 of this newsletter for information and activities of the Central Ave Sanitation Operation)

**The CASID has managed our urban streetscape.** Because we live in a dense urban community, the streetscape of our main street receives a fair share of wear and tear. We have prioritized the importance of a streetscape inventory which includes: light pole fixtures, trees, tree grates, garbage receptacles, and benches. After taking this inventory, the CASID communicates the needs of the district to the Jersey City Incinerator Authority, PSE&G, the Department of Public Works, and the Municipal Utilities Authority. Together, we have addressed many eyesores on the streetscape and continue to formulate plans to address the more difficult problems.

**The CASID has executed a variety of marketing and promotional events for the business district.** We understand the importance of advertising and the need to capitalize on holiday sales. Last Thanksgiving we held a successful sweepstakes rewarding forty (40) Central avenue shoppers with \$25 Gift Certificates, redeemable at participating stores. During the Christmas Holiday Season, we decorated the Avenue with bright and festive Holiday decorations. We advertised strongly with our 2003 Central Avenue Comcast Cable Commercial, where many Central Avenue merchants were able to experience cable advertising in a very affordable fashion. We have also joined the information age by joining millions on the world wide web with CentralAveSID.org.

**The CASID has continued to advocate for the business community.** We continue to advocate for you (the business community) as we receive your feedback. Most recently, we have been advocating along side community leaders associated with the Heights Pride Committee, to protect the urban integrity of the community as it pertains to the superstore issue at Jefferson and Summit Avenues. We continue to work with government officials to obtain services for the business community such as: policing, sidewalk sales/ cafes, etc. We have refined communication practices via fliers, newsletters, website, personal visits, and community meetings. Other public relations efforts that we have practiced in the community include our Annual Business Leaders Dinner Meeting (2003) and our annual Spring Cleaning Event, which were both well received by participants.

Mentioning only a few of our the accomplishments over the last two years, it is difficult to argue the success of the SID program on Central Avenue. Please note, we have not increased our SID tax assessment since our incorporation in 1992. The Central Avenue Board of Directors are volunteers stretching every dollar we get from your tax assessment to reinvest in the community. The CASID is even generating a new flow of income through fundraising events.

On Tuesday, November 9, 2004, the CASID will be holding the next general election to renew the SID program on Central Avenue for an additional two (2) year term. We encourage all CASID members to fulfill their obligation as members and vote at this special election. Your vote to renew the SID program is very important to further the progress on Central Avenue. We thank all CASID supporters on Central Avenue, the Jersey City Heights, the Jersey City Economic Development Corporation, and City Government. Your support has improved the quality of life in our community.

- The Board of Directors



"A Tradition Reborn"

# Business Improvement Grant (Continued)

money within the inner city retail shopping areas.

The matching grant program will allow each individual property owner to receive up to 50 percent of the total cost of a project, but the project cannot exceed \$20,000. The businesses shall provide their own professional services and will have to receive three price quotes to be eligible for the assistance. "The Urban Enterprise Zone Program is one of the only economic development programs able to grant money to businesses," Farber said. "By using funds from the 3 percent sales tax collected by UEZ businesses, the program is re-investing in the communities."

Business owners who are interested in participating in the Business Improvement Matching Grant program should contact the Jersey City UEZ office at (201) 333-7797 ext. 25 or the CASID at (201) 656-1366.

The Central Avenue SID will be working with the UEZ office to coordinate meetings with interested UEZ registered Central Avenue businesses in the near future. Correspondence further regarding this grant will be sent out to merchants.

*(Sections of this article were provided courtesy of www.jcedc.org)*

## 2004 Cable Advertisement Opportunity For Central Avenue Businesses



As any experienced business person would tell you, it takes more than good looks, a charming personality, and a main street location to increase your holiday sales. By frequently placing your business's name in public view (ie. newspapers, commercials, coupon books, etc) you not only attract customers that are looking for sales, but you also remind other future potential customers that your business exists.

Due to the positive feedback from many of the merchants that participated in last year's Holiday Season Commercial, the Central Avenue SID has again teamed up with Comcast Cable to strongly promote the Central Avenue main street in the 2004—2005 holiday season. Taking into account the constructive criticism gathered last year, this year's commercial program has been upgraded to include a new

This commercial package which evolved from a special Comcast NFL promotion, costs an estimated \$17,000. This cost covers production fees and airtime consisting of **2,300 commercial spots** (compared to last year's \$12,000 package with 940 spots) these spots will run from October 2004 through May 2005. The commercial is scheduled to be aired in highest frequency during each two week period just before a holiday and during cable televised NFL and college football games. Networks airing the commercial include: The Discovery Channel, Lifetime, TNT, USA Network, VH1, Comedy Central, Bravo, ESPN, & ESPN 2.

Central Avenue businesses are being offered a chance to be featured in this commercial for a one time fee of \$350 (which covers your individual production & airtime costs). The final structure of the commercial is dependant on the number of participating businesses. For example, if 15 merchants participate, then 5 different commercials (3 merchants per commercial) will be produced airing 460 times each. If 18 merchants participate in the program then 6 different commercials will be produced airing 383 times each.

This commercial package is paid for by UEZ funding collected through the CASID, in addition to the funds gathered by participating merchants. CASID again thanks Mr. Johnson for his excellent work and enthusiasm in helping to develop this program.



production format and a larger airtime package. Comcast Cable Account Executive, Sullivan Johnson, has stayed true to his commitment of helping Central Avenue small businesses advertise more frequently and effectively without paying a big business price. We are continuing to build and improve an affordable airtime package that not only advertises the entire Central Avenue business district, but allows individual businesses to explore the television media.

# Get Involved

## With Your

## Main Street Community!

### ATTEND THE NEXT CASID MEETING

*"A Tradition Reborn"*

### Regular Central Avenue SID Public Meetings: **First Tuesday of Every Month**

- Stay Up to dated on Central Avenue Issues
- Open Discussions are Held
- Avenue Complaints are taken & Reported to the proper governing authorities.
- All constructive criticism is welcomed
- Time: 6:00 PM
- Location: CASID Office, 366 Central Ave
- Confirm Meeting Dates prior to attending: (201) 656-1366

# How Will Jersey City's "Anti-Litter Ordinance" Hold Up During this November's Mayoral Election?

With every election held in Hudson County, politicians clutter the streets with political signs and other propaganda in the hope of helping their chances to get elected for a public office. While politicians do need to get their names "out there", traditionally they don't come back to the streets after the election to remove what will ultimately end up as eyesores, litter and trash. If you look hard enough, you will still find propaganda posted from political campaigns during the 1980s.

City ordinance number 96-095, also known as the "Jersey City Anti-Litter Ordinance", refers to the posting of such handbills and signs. This ordinance was created with the purpose of addressing a quality of life issue in Jersey City. The ordinance defines handbills as any printed or written matter, any sample or device, circular, leaflet, pamphlet, paper, booklet or any other printed or otherwise reproduced original or copies of any matter or literature. The ordinance goes on to describe how it is illegal and wrong to place any such handbill on public property. The party affiliated with the handbills is considered responsible. They can be penalized with fines for posting it on public property.

Realizing that main streets often serve as a stage for political campaigns, candidates looking to fill the remaining term for the late Mayor Glenn D. Cunningham at this special November election have already begun handing out fliers, posters, and pamphlets along Central Avenue. Campaign headquarters have even been established at empty storefront locations.

As a business community servicing the Jersey City Heights, the Central Avenue SID, along with consumers and residents of the Jersey City Heights, ask candidates to take responsibility for all remaining refuse caused by their campaign for office. Anyone responsible for polluting our streets with litter and debris should be held accountable for the waste left behind for Jersey City to live with. Candidates are urged to take this quality of life issue into consideration as it directly affects the community they are seeking to serve. While it is important to campaign during the election process, it is equally important to not overlook the obligation of maintaining a clean streetscape for Jersey City which the law protects for its' citizens. Jersey City residents would appreciate a candidate that takes the initiative to start clean-up efforts after the election.

## Postponed: Zoning Board Hearing on Large Commercial Superstore Proposed for Residential Section of the Heights

Since Mayor Glenn D. Cunningham ultimately passing in May, 2004, the issue of the "Stop & Shop" Supermarket building a "Big Box" Superstore at the residential intersection of Jefferson, Laidlaw, and Summit Avenues has decreasingly been the topic of conversation at the dinner tables across the Jersey City Heights. The late Mayor's involvement with this issue was critical to the future of the Jersey City Heights.

However, Stop & Shop representatives still seek to obtain a zoning variance to build their commercial superstore in the 2.5 acre lot. A zoning variance would grant Stop & Shop's developer special permission to build a large commercial superstore at that location despite the current residential zoning laws. It is the intention of any zoning law to protect the integrity of the community while setting guidelines for positive development. The common sales pitch used by Stop & Shop representatives to sell the superstore to the community emphasizes convenience. "Convenience is the only real reason that anyone would want the superstore.", said Vincent McNamara, community and Block Association leader. "Convenience of one stop shopping is not a good enough reason to build the superstore in an inaccessible residential area of the Heights. Many residents and seniors can't drive, and it is an inconvenience to the local neighborhood at Laidlaw and Jefferson Avenues".

The hearing date for the proposed superstore has been postponed indefinitely. The Heights Pride Committee will

continue to follow this issue and provide updates to community leaders in the Jersey City Heights. Please be sure to attend the hearing (when scheduled) and voice your concerns regarding the superstore. The community's involvement is considered critical to this issue.



**Above:** Banner thanking Mayor L. Harvey Smith, Councilmen Gaughan and Lipski for opposing the superstore at Jefferson, Laidlaw, and Summit Avenues, and for protecting the urban integrity of the Jersey City Heights, signed the Heights Pride Committee. The Heights Pride Committee (consisting of local merchants, community leaders, and preservationists) are currently working with the Mayor and two councilmen for the Jersey City Heights to spread public awareness of the potential long term harmful impact the superstore will cause the community.

# Spring Cleaning Event 2004



**Above:** 520 Central Avenue: Many in the community took this opportunity to free themselves of excess clutter.

As with every spring season, many Central Avenue merchants and property owners use this time of year to get rid of accumulated old junk. To accommodate the nearly 500 merchants and property owners on Central Avenue participating in spring cleaning, the Central Avenue Special Improvement District Organization has coordinated the combined efforts of the Jersey City Incinerator Authority (JCIA) and the Jersey City Parking Authority (JCPA) to bring together the Annual Spring Cleaning Event this past April.

As a benefit of having a Special Improvement District (SID) organization in the Jersey City community, dumpsters are provided free of charge by the JCIA for 3 consecutive days. JCIA Administrative Clerk/ Operations Director, Kisha Sebron, has worked actively with the Central Avenue SID in

this event to provide fifteen (15) JCIA dumpsters to the locations and days requested. As with any event, there were a few minor difficulties. Some dumpster were overfilled with garbage resulting in garbage being left on the sidewalks. These difficulties were quickly resolved by Mrs. Sebron's skillful response.

With dumpsters equaling the length of 2 cars, the JCPA provided the necessary space for the dumpsters on Central Avenue. In an effort to create the least amount of inconvenience to shoppers and merchants during business hours, JCPA Assistant Director of Enforcement, Michael Gerena, reserved strategically designated parking spaces for the dumpsters. Mr. Gerena's assistance for this event was a big contributing factor to the event's success. As the Spring Cleaning Event had met with a great turn out, the Central Avenue SID and the community it serves would like to express our appreciation by thanking JCIA representative Kisha Sebron and JCPA representative Michael Gerena for their tireless efforts. We would also like to thank the late Honorable Mayor Glenn D. Cunningham's administrative staff, namely JCIA CEO Oren K. Dabney and JCPA Executive Director Jimmy King, for assigning diligent representatives to the task.

As the Central Avenue SID and the Heights community look forward to future collaborations with the JCIA and JCPA, we hope that together we can continue to provide professional services. Thank you for your dedicated efforts and hard work to improve the quality of life for the businesses' and residents of Jersey City.



## In Memory of the late Honorable Mayor Glenn D. Cunningham

The Central Avenue Special Improvement District Management Corporation, on behalf of its' 450 members, would like to extend our most sincere condolences to the family and friends of the late Honorable Mayor Glenn D. Cunningham. He will be remembered for his sincerity and strong presence, which made him successful in all of his endeavors to further his beloved home town, Jersey City. When addressing the concerns of the Jersey City Heights community, many problems did not always have an easy answer. In facing those challenges, Mayor Cunningham persistently conducted himself like a gentleman, and in doing so, his presence always garnered him the utmost respect when he walked into the Jersey City Heights.

He had a strong ability to understand quality of life issues and

the importance of protecting and supporting small businesses in Jersey City. Most recently, the Mayor had skillfully demonstrated his commitment to Jersey City in the controversial issue regarding Stop & Shop. At several community meetings on the issue, he was very sympathetic to the community's concerns regarding: the long term health of spread commerce in Jersey City, quality of life issues, traffic/ air/ noise pollution. He understood the importance of continuing to follow the Jersey City Master Plan by keeping large commercial development out of residential areas.

Mayor Cunningham was committed to preserving the integrity of all Jersey City communities. Glenn D. Cunningham will be remembered for all of his accomplishments and his legacy should be an inspiration to others.

# STREET MAINTENANCE OPERATION

“ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIROMENT”



**Street Maintenance Staff:** (Left to Right) Carlos Ruiz, George Beckett, Supervisor Michael Petrowski, and Jose Espinoza

Contrary to popular belief, the Street Maintenance Operation on Central Avenue is not affiliated with the City of Jersey City. Rather, the operation is a service administered through the CASID, and funded by the UEZ. From a three person staff in 2002, the Central Avenue sanitation program has grown to a four person staff, incorporating a morning and afternoon shift in addition to a supervisor. Michael Petrowski is the supervisor of the operation. This operation now greets the community as they maintain the streetscape. Their duties include daily sweeping, addressing garbage/ nuisances/ eyesores, completing minor streetscape repairs, pruning trees, and

updating the streetscape inventory. This program continues to expand as landscaping issues on Central Avenue are now being addressed. The Jersey City Incinerator Authority, in an agreement with the CASID, continues to provide unique assistance to our operation by granting an additional litter basket pickup during the afternoons.

The Central Avenue Street Maintenance Operation staff would like to remind all patrons of the Avenue that the sole purpose of the garbage receptacles is to dispose of litter, not household or commercial garbage. Merchants are reminded to do their fair share of maintaining the streetscape through daily sweeping and cleaning practices on adjacent sidewalks. Please be courteous to our trees. Don't pile garbage on or around the tree grates.

All four staff members of the street operation live in the Jersey City Heights. Two actually reside on the Avenue. They work extra diligently because they take pride in their community and main street.

## Street & Sidewalk Maintenance (Ordinance S-128)

Property owners, managers, and occupants are responsible for maintaining the public areas in front of, and near their properties. Lately, representatives from the neighborhood block associations in the Heights community complained of an unacceptable amount of litter emanating from the business district. CASID would like to remind all its members that they are ultimately responsible for keeping the sidewalk in front of their businesses clean. The sanitation crew is provided as a service to help our members with this duty, but it does not replace a well-intentioned business owner.

## Central Avenue Sanitation Collection Schedule

### Garbage

Monday & Thursday Nights ONLY  
Garbage may be put out after 7 PM.



### Recycling

Tuesday Nights ONLY  
Articles may be put out after 7 PM.  
Recyclables must be tied in bundles.



Visit the Jersey City Incinerator Authority online at [www.jciaonline.org](http://www.jciaonline.org) or Call:

<b>Garbage Collection:</b>	<b>(201) 435-1345</b>	<b>General Recycling info:</b>	<b>(201) 432-4645 ext. 638</b>
<b>Recycling Collection:</b>	<b>(201) 435-1345</b>	<b>Mechanical Street Cleaning:</b>	<b>(201) 432-4645 ext. 675</b>
<b>Bulk Waste Removal:</b>	<b>(201) 435-1345</b>	<b>Graffiti Removal:</b>	<b>(201) 432-4645 ext. 627</b>
<b>Refrigerator/ AC Collection:</b>	<b>(201) 432-4645 ext. 600</b>	<b>Environmental Compliance:</b>	<b>(201) 432-4645 ext. 671</b>



YOU WILL BE FINED... for garbage found on your property at times other than scheduled! Please report any garbage nuisances on your property not belonging to you immediately to the Jersey City Incinerator Authority - (201) 432-4645 extension 631, 646, or after 5 PM dial 614 ). Lets work together to maintain a neat streetscape appearance!



**Light Poles:** PSE&G highly encourages business and property owners alike to directly call in damaged or inoperative light poles to 1800-436-7734 (available 24 hours a day, 7 days a week) or online at [www.PSE&G.com](http://www.PSE&G.com) (online status reports are available). Poles should receive attention approximately three (3) business days after a report has been filed.



# WELCOME TO THE NEIGHBORHOOD!

The Central Avenue SID would like to extend a warm welcome to these new businesses in our community.



254 Central Avenue

Tel: (201) 216-1900  
Mon-Thu 11 AM to 9 PM  
Fri-Sat-Sun 11 AM to 10 PM

## Nafka Super Delight

Asian/ Indian/ Pakistani  
All kinds of Specialties & Foods  
Hot Dogs—Falafel— 8 AM Breakfast

257 Central Avenue

Tel: (201) 217-6688



## Access Wireless

243 Central Avenue

Tel: (201) 610-1181  
Fax: (201) 610-1182

FREE PHONE



## Finest Outlet

SNEAKERS &  
CLOTHING

326B Central Avenue

Tel: (201) 714-9933

Only 3% Sales Tax



## La Central Express

INTERNET CAFÉ

427 Central Avenue

Tel: (877) 523-9773 Fax: (201) 8763260  
Get a FREE Drink with (1) hour of Internet

## VILLAGE PIZZA

RESTAURANT & PIZZERIA  
*the fine art of fresh mozzarella pie*

449 Central Avenue

Tel: (201) 798-4995 Fax: (201) 798-4996

WE DELIVER



## PRINCESS CUC WEDDING CENTER

454 Central Avenue

Tel: (201) 963-3848

Email:  
princesscuc@mail.com



## Rumba's Cafe

513 Central Avenue

Tel: (201) 216-9655

Lunch Specials- \$3.95



Only  
**3%**  
Sales Tax

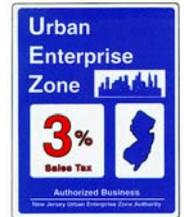
## 99¢ Gallery

326 Central Avenue  
Tel: (201) 798-4105 Mon-Sun 9AM- 9PM





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



### In This Issue...

The CASID sit down with Mayor L. Harvey Smith, New District Banners, Business Improvement Grant, Superstore Proposal Update, Comcast Commercial on Central Avenue, 2004 Spring Cleaning Event and much more.

## **\*\*NOTICE TO C.A.S.I.D. MEMBERS:\*\***

(Businesses and Property Owners on Central Avenue)

### **CENTRAL AVENUE SPECIAL IMPROVEMENT DISTRICT 2004 BI-ANNUAL S.I.D. RENEWAL ELECTION**

**Date:** Tuesday November 9, 2004

**Location:** North District Police Station

**Time:** 6:00 PM

281 Central Avenue, 2<sup>nd</sup> Floor  
Jersey City, NJ 07307

In accordance with the By-Laws of the C.A.S.I.D., Central Avenue SID Members (merchants and property owners) will have a general election to either end or continue the S.I.D. program for another two years. Since its' incorporation in 1992, the Central Avenue S.I.D. has continued to provide Management, Maintenance, and Improvement Services to the Central Avenue main street and the Jersey City Heights. It is the intention of the Central Avenue S.I.D. to uphold and encourage the ongoing positive changes Central Avenue has seen in recent years. **Ballots for this election will soon be mailed out to CASID members.**

[www.CentralAveSID.org](http://www.CentralAveSID.org)