

CENTRAL AVENUE NEWS



Major Construction on Avenue: NEW CCTV System

As noted in the last edition of this newsletter, the highly anticipated Closed Circuit Television (CCTV) program has finally begun to branch out to the many business districts of Jersey City, with Central Avenue being the first area to see it. What wasn't anticipated, however, was the large amount of construction taking place during the peak of the Holiday Season! Construction for the CCTV system on Central Avenue has grown to include the installation of the Jersey City owned fiber optic cable underneath the west side of the streetscape.

The purpose of the CCTV program is to reduce crime and public disorder. It aims to improve the quality of life by providing additional community oversight of public spaces within the closed circuit areas. The cameras are only able to observe that which a Police Officer or Private Citizen could legally see. The CCTV program is fully funded by the State of NJ Urban Enterprise Zone (UEZ).

Many business owners have expressed their dissatisfaction with

the delay of the installation of the CCTV system although they welcome the system into the community. During the construction, available street parking was reduced dramatically when parking meters were bagged for a block at a time to allow for necessary construction at the CCTV work sites. While heavy construction machinery dug into the streetscape, clouds of dust have been said to have been kicked into the air irritating Avenue patrons and nearby business owners alike. "It could not come at a worse time of year" said David Kuprat, owner of Silon Hardware (402 Central Avenue). "My business was down 25% to 30% this season because of the additional parking strain in the area" Mr. Kuprat's sentiments are shared by many others in the business community.

Many business owners could not understand why the CCTV system waited until the holiday season to be installed. As it turns out, it was not planned that way. "The contractor installing the Fiber Optic cable is under contractual agreement

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Valentine's Day

Sweepstakes!

This Valentine's Day the CASID is running a sweepstakes contest where twenty one (21) lucky winners will win Central Avenue Gift Certificates! **Fifteen (15) winners will win \$30 in Central Avenue Gift Certificates; five (5) winners will win \$50 in Central Avenue Gift Certificates; and one (1) Grand Prize Winner will win \$200 in Central Avenue Gift Certificates.** For more information, or to enter, simply visit any participating Central Avenue business and fill out an entry form at the counter. **No purchase necessary.** Entry forms will be collected on Thursday February 10th and the drawing will take place on Friday, February 11th in the CASID office. Entrants need not be at the drawing to win. Winners will be notified no later than two (2) business days after date of drawing. Winners will be posted on www.CentralAveSID.org. Sorry, CASID members and their employees are NOT eligible to participate in this sweepstakes. Good Luck!

Boy Scout Troop Volunteers for Project: Central Avenue Clean-Up Initiative

It's unfortunate, but today's teenager sometimes gets unfairly stereotyped. This is due to the sad fact that many teenagers engage in unlawful, deviant and selfish acts. In the Jersey City Heights, we won't let a few "bad apples" spoil our whole bunch.

Boy Scout Troop 466, a group made up of several of Jersey City's brightest teens, volunteered their time and effort to help with the cleaning and restoration of some of the public areas along Central Avenue. This project was aimed to help prepare for the Holiday Season.

The project was initiated by Eagle Scout Daniel Carles. He wanted to promote "quality of life" by restoring cleanliness to the main street. The project took place the weekend prior to the Thanksgiving, and was an invaluable help to the CASID.

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Above: Boy Scouts Oscar Sanchez and Eury Vargas volunteer their services to give Central Avenue's streetscape a well deserved detailed clean-up just before the Holiday Season.

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Urban Enterprise Zone**

Message from the Board of Directors

Happy New Year Jersey City! We hope that you had a prosperous, safe, and joyful holiday season in 2004.

The Central Avenue Special Improvement District Management Corporation (CASID) Board of Directors would like to thank all of the CASID Members that took the time out of their busy schedule to participate in the **Bi-Annual S.I.D. Election held on November 9th, 2004.** Your vote to continue the S.I.D. program on Central Avenue has sustained management services to your main street for an extended two (2) year term.

Unfortunately there was a low participation turnout at the Bi-Annual Election Meeting despite three (3) advanced meeting notices mailed to all our members. Although it is not an excuse for not getting involved, it is understandable that as business people, our member's schedules are often demanding and difficult. Often times, motivation to get involved comes only when something directly impacts or conflicts with a personal interest. The CASID will point out that only one (1) member voted "not" to continue the S.I.D. program. That is one out of an estimated 450 CASID Members. The CASID aims to please all members but it is often difficult to satisfy everyone's needs - every time - with such a large and diverse group of people. The CASID will put every effort forth from now until the next S.I.D. Election to ensure that every voting member at that election does not have a reason to vote "No".

With the passing of the 2004 Holiday Season, the CASID would like to thank all those who contributed to creating a joyful and safe holiday environment on Central Avenue. Particularly, we would like to thank **Honorable Mayor Jerramiah Healy, the Jersey City Parking Authority, PSE&G, the North District Police Department, and**

the Zoning Department. The CASID would like to recognize **Councilman Ward D, Bill Gaughan** for his behind-the-scenes efforts in coordinating public services to Central Avenue this past holiday season. The CASID and its' estimated 450 members greatly appreciated Councilman Gaughan efforts to provide a safe and pleasant holiday atmosphere for everyone to enjoy in the Jersey City Heights.

Unless you went south for the winter, you know that the **Closed Circuit Television (CCTV) system is now being installed** on Central Avenue. The CASID asks for your continued patience as the construction on the Avenue is nearly complete. We greatly sympathize with all of our businesses whose holiday sales have suffered due to the irritating construction everyone experienced for two (2) to three (3) days. The overlap in construction and the Holiday Season was an inexcusable oversight by the City. We hope to work with the Engineering Department to prevent this from occurring again. Once this long overdue surveillance system is in place, the safety it will provide our community will be well worth the frustrations it caused us this past Holiday Season.

In early 2005, **look out for the completion of the CCTV system, Valentine's Day Sweepstakes, and CASID Board of Director Election and Budget Meeting.** This General Election Meeting will be held at the Pershing Field Community Center and **NOT** at the North District Police Station.

We are sorry to report that the North District Police Station no longer has a meeting room. Recent renovations have turned the meeting room into much needed offices for the North District Police Station. The CASID, like many others, has been meeting at the North District for over twelve (12) years.



Get Involved
With
Central Avenue

ATTEND THE NEXT CASID MEETING
Your Main Street On Your Watch!

Regular Central Avenue SID Member Meetings:
First Tuesday of Every Month

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

Major Construction on Central Avenue: (Continued)

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to complete the work within a certain time period” explained Robert Hennigar, CCTV Manager. “The contractor got off to a late start and commenced doing the work closer toward the deadline. No matter how well you plan, things are bound to go wrong. We apologize for any inconvenience the construction may have caused. We ask that everyone continue to be patient as we get this thing done.” Because of the nature of the construction, once it started it could not be stopped. “What they did during the holiday season to Central Avenue was a crime” said Peter Gigante, owner of Goehrings Bakery (475 Central Avenue). Mr. Gigante has expressed great concern for the lack of consideration to the businesses. He emphasizes the need for City supervision over the construction taking place.

With the construction nearing completion, many concerns are still lingering: *Will all the cameras be on the west side of Central Avenue? Why are some camera bases set back further than others? What will the camera poles look like?* To address these concerns, Mr. Hennigar provided some insight. “As seen

with the camera bases already completed, the sidewalk has been restored to match the existing design.” said Hennigar. “The cameras will focus on looking North and South on Central Avenue but have been strategically placed to look down side streets in the particular direction of Palisade Avenue.” A few cameras will be strategically placed on the West and East side of the Avenue to look down sides streets toward Kennedy Blvd. Not every location under construction will get a camera. The CCTV system has what is called a *Hand Hole* which is a cover to the wire connection every 1,000 feet. This is a safe guard for the system in the case of a problem. The system can be checked every 1,000 feet without having to cut open the ground. *Hand Holes* are distinct from regular camera bases because they are set back further from the curb. As described by Mr. Hennigar, the camera poles earmarked for Central Avenue will be painted with black enamel and will be sturdier than the current decorative poles. Construction is expected to be completed by the end of January 2005. As David Kuprat from Silon Hardware stated; “The sooner (CCTV Construction) gets done, the happier I’ll be!”

Bi-Annual S.I.D. Renewal Meeting Results

In accordance with the By-Laws of the C.A.S.I.D., Central Avenue SID Members (merchants and commercial property owners on Central Avenue between North St. and Manhattan Ave.) held a Bi-Annual Election Meeting on November 9th, 2004. The agenda topic was to decide whether to end the S.I.D. program on Central Avenue or continue it for an additional two years. According to City Ordinance 97-099, every two years a majority of CASID member votes recorded at the General Bi-Annual SID Renewal Meeting will decide the continuation of the Central Avenue Special Improvement District Management Corporation. The 1st Meeting Notice was made to members by CASID Newsletter July 30, 2004; 2nd Notice Made by mailing on October 8, 2004; 3rd Notice Made by CASID Newsletter November 5, 2004.

At the Bi-Annual Election Meeting on November 9th, 2004 a total of forty five (45) votes were tallied; forty (42) voted "YES" to continue the S.I.D. program, one (1) voted "NO" not to continue the S.I.D. program, and two (2) were submitted incomplete and deemed "INVALID". Therefore by an overwhelming majority, the CASID was elected to continue for another two year period (2004-2006). Since its' incorporation in 1992, the Central Avenue S.I.D. Management Corporation 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.

Nominations Needed for Board of Directors Election

As a CASID Member, do you feel that your business and others like it are not fairly represented on Central Avenue? Do you share a common vision for the Heights' main street and have a plan to make it a reality? Central Avenue is, after all, under your watch. The next CASID Board of Director's Election will be your opportunity to make a difference.

All enthusiastic and energetic CASID Members (business and commercial property owners within the district) have the opportunity to be elected (or re-elected) to the CASID Board of Directors for a two (2) year term at the next election meeting scheduled for March 22, 2005. It is the responsibility of the seven (7) elected Board of Directors to govern the course of the Central Avenue SID organization and the continued redevelopment of the business district. To fulfill their obligations, Board of Directors spend an average of ten

(10) hours per month with the CASID. The elected position of director is strictly volunteer with no monetary compensation. Using only limited resources and individual talents, it is the intention of the elected directors to represent and protect the interests of all CASID members to the best of their abilities.

All nominations for CASID Board of Director must be submitted to the CASID office in writing no later than Wednesday February 23rd, 2005. Only CASID Members are eligible for nominations to CASID Board of Directors. All nominated will be contacted and asked to accept or deny their nomination in writing prior to being placed on the ballot.



The 2004 Holiday Atmosphere on the Avenue



With the passing of the 2004 Holiday Season, the Central Avenue Special Improvement District Management Corporation (CASID) would like to thank all that contributed to creating a joyful and safe holiday environment on Central Avenue. Creating a pleasant main street holiday atmosphere is no easy task, especially with major construction taking place (CCTV). Many contributed to the holiday cheer on Central Avenue.

Jersey City Mayor, Jerramiah Healy, and the Jersey City Parking Authority granted two (2) Hours Free Parking in Municipal Lots along Central Avenue from Thanksgiving to New Years Day. Holiday Shoppers were very grateful to shop “worry free” on Central Avenue. After spending one’s earnings on Christmas presents, no one wants to receive a thirty dollar ticket for overtime at a meter. Particularly, the CASID is grateful to Jersey City Parking Authority CEO David Lerner, Parking Authority Commissioners, Assistant Director Michael Gerena, and Parking Enforcement Officers Robert Orozco and Lou Sammartino for their services and courtesy expressed to the patrons of Central Avenue.

No holiday atmosphere is complete on a main street without festive holiday lights decorating the streetscape. The CASID again installed beautiful holiday lights for the entire ¾ mile Central Avenue business district. The CASID expresses appreciation to PSE&G Customer Service Supervisor Richard Dwier, Account Manager Willy Josey, Supervisor Pete Franco, and his staff, for continuing to make the necessary repairs to the light poles on Central Avenue ensuring that

each decoration functioned properly during the holiday season. More importantly, their efforts to correct lighting problems in the past month have greatly improved safety conditions for shoppers and local residents.

Speaking of safety concerns, Central Avenue also experienced an increase in police presence this Holiday Season. Under the direction of North District Commander Robert Kilduff, extra police officers were assigned to walk the beat on Central Avenue. Community policing was brought back as Police Officer Harold Tullock and Officer Tom Jones became regular faces on Central Avenue. Their efforts are reflected in the low crime rate reported for Central Avenue this holiday season. The CASID recognizes Captain Kilduff and the North District Police Department for helping to make Central Avenue a safe place to shop and visit.

As a treat for local residents and holiday bargain hunters, the CASID organized Sidewalk Sales accompanied by Santa Claus visits throughout the month of December. Organizing the Sidewalk Sales would not be possible if not for the aid of Zoning Director, Anthony Lambiaze. Also, the CASID appreciates of Fredrick Olson’s ability to once again ensure that the visits from Santa Claus were pleasant and enjoyed by all.

In 2005, the CASID hopes to again receive the enthusiastic cooperation from the Jersey City Government to improve the Central Avenue main street for its’ constituents in the Jersey City Heights.



Holiday Window Shopping on the Avenue

Every year, the Central Avenue streetscape is decorated for the Holiday Season festivities. No matter what the streetscape is decorated with, the Avenue is not completely decked out for the holidays until the storefront windows are displayed. Many businesses shared in the holiday spirit with festive window displays and decorations. These various displays of merchandise, holiday themes, and creativity were admired by numerous Avenue patrons.

Window displays are a reflection of community and an important part of successful main street business. They emphasize a shop's unique identity, advertise merchandise,

and catch the "eye" of shoppers. Creative window displays are an ideal way to set your business apart from the competition. Windows are the billboards of a business.

With so many creative and unique window displays on Central Avenue, determining the best window display is debatable. After seeing some of this year's window displays, the CASID will have to conduct a "Window Display Contest" among the Central Avenue businesses next year. After all, good business practices should be praised and recognized. Any such contest will be announced prior to the next Holiday Season. Who will judge? Lets let Heights residents pick a winner!



From Left to Right: Sherri Anne (444 Central Ave); Fragrance & Accessories (346 Central Ave); Goehrigs Bakery (475 Central Ave); Dee & Dee (365 Central Ave); Peter's Beauty Salon (451 Central Ave); Eye Contact Vision Center (368 Central Ave) Rent-A-Center (345 Central Ave); Christian Jewelers (390 Central Ave); D.C. Travel (341 Central Ave); Baines Family Dental (388 Central Ave)

A Happy Halloween on Central Avenue!!

Halloween on Central Avenue is a slow day for business but a great day for community. The spirit of Halloween once again brought magic to the Central Avenue main street. As in previous years, the Heights residents crowd the streets with decorative and imaginative costumes in search of candy. For a second year in a row, good weather provided extra comfort to the festivity. Merchants welcomed patrons and their families with goodies and a smile. In some cases, merchants themselves dressed for the occasion.



Nino Shoes 344 Central Avenue

Jersey Drugs 286 Central Avenue

New North District Commander Meets with CASID

On Thursday December 9th, 2004, the New North District Police Department Commander Robert Kilduff (accompanied by Officer Harold Tullock) met with the CASID to discuss policing concerns on and off of Central Avenue. If you are not familiar with Captain Kilduff, he was recently assigned to the North District in early December of 2004. He was in charge of the bicycle program in the Heights during the 90's, and then was assigned as Commander of the East District.

To the pleasant surprise of the CASID, Captain Kilduff has wasted little time in initiating a proactive approach to policing in the Jersey City Heights. "I do have an understanding of the problems in the North District, Central Avenue is important," said Captain Kilduff as he went on to describe the two additional police officers being assigned to Central Avenue during the Holiday Season. "I'm going to put two police officers, Officer Jones and Harold on the Avenue and they'll have their own post. They will be walking the beat Thursday, Friday and Saturday nights from 6pm till 12pm." In addition the new Captain announced the return of bike patrols to increase police visibility. "If the weather stays decent, we're

going to have cops on bicycles. I like this idea because people actually recognize (police efforts) when we are out." During the meeting, many policing issues were raised including: safety concerns for both merchants and shoppers; safety in municipal parking lots; police response time; loitering in ATM areas; enforcement of existing laws; and reporting stolen property. Unfortunately these are all issues that cannot be solved overnight or by one person. "This is not an excuse; we are low on police officers." explained Captain Kilduff. It is more important now than ever that everyone does their part to deter crime. CCTV will be a great asset to the North District.

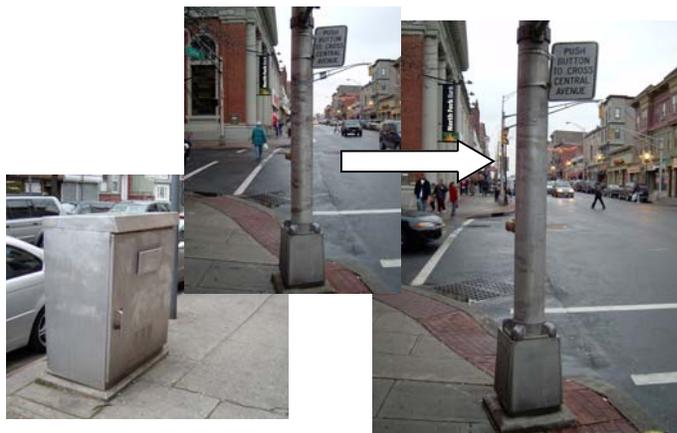
One such instance where you can help deter crime is by reporting the selling of stolen property. If a person approaches you with the intention to sell a suspected stolen item, try to get a good look at that person and be sure to check in which direction they are traveling. Call the police department immediately to give a description. Ignoring suspicious criminal activity is not part of the solution but rather part of the problem with crime in Jersey City. For non-emergency situations, you can call the JCPD Dispatch Room: (201) 547-5477

Boy Scouts Volunteer on the Avenue (Continued)

(Continued from page 1)

CASID Street Maintenance Supervisor, Zaheer Ameerally, over saw the operation and provided the scouts with the supplies they needed to spruce up and clean up such street fixtures as the trees, light poles, and street signs.

The CASID would like to give special thanks to **Eagle Scout Daniel Carles** along with the other volunteers and members of **Boy Scout Troop 466: Eury Vargas; Oscar Sanchez; Jameson Rahim; Brandon Rahim; Adonis Rosario; Kristian Herrera; Christian Flores; & Eagle Scout Jordan Cecinini**. "Their efforts were greatly appreciated and they would be welcomed to return on Central Avenue for future projects" said CASID Executive Director David Diaz. The CASID would also like to thank the Destination: Jersey City Program for their donation of some of the cleaning supplies for this project.



STREET MAINTENANCE OPERATION

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

“Winter Street Maintenance”

Because Central Avenue is the main street of the Jersey City Heights, it is especially important to provide acceptable and safe passage to the patrons of the Avenue after snow has fallen. No one wants to see one of our valued seniors in the Heights slip on snow or ice and hurt themselves. **Proper Snow removal will be enforced with the passing of each snow fall.** According to Jersey City Code Chapter 296 (Streets and Sidewalk Maintenance) it is the duty of every owner, occupant, or person having charge of a building to clear the sidewalk of snow to the extent of one (1) foot outside the curb in front of the building with removal finishing within eights (8) hours after snow has fallen. Each building owner or ground floor merchant is expected

to do their part. Violators will immediately face fines of a \$100.00 or more. During and after snow falls, the **CASID Street Maintenance Operation** carries on with regular duties. Their **duties include snow removal to create accessibility to public spaces.** This consists of garbage cans, benches, mail boxes, and cross walks. To the disappointment of many CASID members, the Street Maintenance Operation **does not** provide snow removal services for businesses or residential buildings.



The Pigeon Problem: A Central Avenue Quality of Life Issue

Other than being a violation of City law (up to \$1,000 in fines), pigeon feeding contributes to the spread of disease, increased vermin activity, and a less than desirable streetscape appearance. When walking the Avenue, pigeon eyesores are easily identifiable with their trademark signature spread on the sidewalk or smeared on building facades. There are many solutions to addressing this issue, such as pigeon wire and repellants that can be easily obtained at local hardware stores. The most comprehensive solution to this problem, however, is simply through education. Being kind to a pigeon is like doing the same for a rat. The only difference between the two nuisances is that one is deemed to be “acceptable”. Excessive pigeons are a problem and we must all do our part to address this issue. That means no pigeon feeding, getting rid of existing pigeon nests, and reporting illegal pigeon coups to the Health Department: (201) 547-5545.

Scheduled Spring Cleaning Event 2005

The CASID would like to inform Central Avenue merchants and property owners of the upcoming Spring Cleaning Event to be held this April.

As a benefit of having an S.I.D., dumpsters are being provided free of charge by the Jersey City Incinerator Authority. This event will allow for all Central Avenue constituents to 1) clean out basements and storage rooms; 2) dispose of old stock and prepare for new; 3) dispose of furniture, display cases, and unwanted items. Dumpsters will be strategically placed along sections of Central Avenue for three (3) consecutive days.

Each dumpster will only remain for one day at each location. Merchants can anticipate receiving a reminder notice with detailed information regarding this event in early April.

As in the past, CASID is confident in the JCIA and Jersey City Parking Authority’s ability to provide professional and proficient support for this event. Both the JCIA and JCPA track record for the Spring Cleaning event has been exceptional and CASID anticipates the continuation of our strong partnership to provide the Central Avenue main street with great service.

Central Avenue Sanitation Collection Schedule

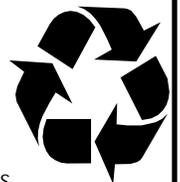
Garbage

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.



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 in Jersey City! Visit the Jersey City Incinerator Authority online at www.jciaonline.org for additional collection times.



"A Tradition Reborn"

Central Avenue SID
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CCTV Construction on Central Avenue, Valentine's Day Sweepstakes, Boy Scouts volunteer on the Avenue, Bi-Annual S.I.D. Renewal Meeting Results, 2004 Holiday Review, Meeting with North District Police Station, and more...

****NOTICE TO Central Avenue S.I.D. MEMBERS:****

(Businesses and Commercial Property Owners on Central Avenue Between North St. & Manhattan Ave.)

CASID 2005-2006 ANNUAL BUDGET AND BOARD OF DIRECTOR ELECTION MEETING

Date: Tuesday March 22, 2005

Time: 6:00 PM

Location: Pershing Field

Community Center

Jersey City, NJ 07307

In accordance with the By-Laws of the Central Avenue S.I.D. Management Corporation (CASID), an Annual Meeting will be held on Tuesday March 22, 2005 at 6:00 PM, at the Pershing Field Community Center. The Approval of the CASID Fiscal Year Budget July 1, 2005-June 30, 2006 and Election for Board of Directors for the 2005-2007 term will be the topics of the meeting.

This meeting is open to all CASID Members. All members attending the meeting are encouraged to voice constructive opinions and are welcomed to ask questions pertaining to the incoming Fiscal Year for the CASID. All members will have an opportunity to vote on both the 2005-2006 Budget and Board of Director election at the meeting. Vote by Proxies will be mailed out to members prior to the meeting.

www.CentralAveSID.org