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Jersey City

# heights news

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Winter 2008-09

## Everything Jersey City Festival Set for Saturday, May 16, 2009!

The Central Avenue SID Management Corp. (CASID) is pleased to announce that the second annual Everything Jersey City Festival has



Councilman Bill Gaughan, CASID Secretary Gary Solomon, Council President Mariano Vega, Jr., CASID District Manager David Diaz, Mayor Jerramiah Healy, WPA President Mory Thomas, CASID President Michael Yun, WPA Vice President Nick Caballero, and Deputy Mayor Leona Beldini kick off the planning process for the second annual Everything Jersey City Festival.

been confirmed for Saturday, May 16, 2009! There is no doubt that the Jersey City community stands in strong support of the festival; nearly 2400 people signed a petition affirming their desire to see the festival happen again in May 2009. Building on the momentum of last year's successful event, the CASID has plans to bring another outstanding community celebration to Central Avenue that will include:

- hundreds of exhibitor booths featuring festival food, arts, crafts, novelties and local businesses and community organizations
- a diverse entertainment lineup featuring headliner "Queen of Freestyle" Judy Torres and other artists from Jersey City and beyond
- plenty of kid's rides and attractions
- and another big dose of the positive community spirit that makes Jersey City great!!

The Everything Jersey City Festival is organized by the CASID in partnership with Mayor Jerramiah T. Healy, the City of Jersey City Municipal Council and Division of Cultural Affairs, Hudson County Executive Thomas A. DeGise and Board of Chosen Freeholders. The festival is paid for in part by the State of New Jersey Urban Enterprise

*Continued on page 7*

## Oritani Bank Donates \$10,000 to CASID at Grand Opening

Oritani Bank, a 97-year old community bank serving Bergen, Hudson and Passaic Counties, celebrated the grand opening of a new branch office located at 348 Central Avenue in the Heights section of Jersey City on Saturday November 15, 2008.

"Our recent branch openings in Emerson and now in Jersey City demonstrate Oritani Bank's financial strength and ongoing commitment to the neighborhoods that we



Oritani Bank President Kevin Lynch and CASID President Michael Yun gather with the staff of the Central Avenue Oritani Bank branch and representatives of the CASID after the presentation of the \$10,000 donation check to the CASID.

serve. We look forward to being a part of the Jersey City business community and expanding our footprint within Bergen County. Jersey City is an amazing market with tremendous opportunities," said Kevin J. Lynch, Chairman, President and CEO of Oritani Bank and President of the Oritani Bank Charitable Foundation.

At the grand opening, Oritani Bank Charitable Foundation presented a \$10,000 donation to the Central Avenue Special

Improvement District Management Corporation (CASID) to further the CASID's mission to guide and promote positive social growth and economic revitalization in Jersey City by providing supplemental management, maintenance, and improvements to the Central Avenue business district.

"Oritani Bank recognizes that the CASID has made great strides in positioning the Central Avenue business district as an outstanding place to live, work, dine and shop," said CASID President Michael Yun. "But Oritani also understands that our work is not done yet. Their generous donation will make it possible for us to invest even more in our local community."

During the grand opening, Oritani Bank welcomed the local community to come and enjoy complimentary music, entertainment, and refreshments as well as a prize drawing and special promotions on bank products.



Oritani Bank's new branch at 348 Central Ave.

**Central Avenue SID Management Corp.**

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

Ph: (201) 656-1366  
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Paid for in part by the State of NJ  
Urban Enterprise Zone Program

**Message from the Board of Trustees**

Dear Reader,

We want to start off this message by thanking the members of the CASID who voted to renew the Central Avenue Special Improvement District and the CASID Management Corporation this past November. 99% of the members who participated in the election voted to renew the SID program. We consider this a strong mandate for our work during the next two-year term (December 2008-December 2010), but it only increases our resolve to keep serving our members and the surrounding community better. As always, we welcome the input of all stakeholders in our community as we continue to market Central Avenue and the Heights as an ideal place to live, work, dine and shop.

That being said, the economy right now is very tough. We are all feeling it at our own businesses and know that everyone in Jersey City is having to tighten their belts. There's no easy way out of a national recession like this one, but we at the SID pledge to do everything we can to keep Central Avenue competitive.

One of the best bets for doing so is the Everything Jersey City Festival, which we are pleased to announce will take place again on Central Avenue on Saturday, May 16, 2009! Please read the cover article about the festival to learn more about how it will boost the local economy and find out how you can get involved.

You will notice that we have introduced advertising into the Heights News for the first time this issue. This helps us to offset the expense of producing and printing the newsletter, but it also provides an excellent opportunity for Heights businesses to advertise affordably in a publication targeted directly at their customer base: Central Avenue shoppers and Heights residents. As with all CASID marketing programs, CASID members are eligible for discounted advertising rates. We hope that all local businesses will consider advertising with us in future issues; if you are interested, please contact the CASID office for ad rate, size and deadline information.

Finally, we want to remind all of you that the CASID's Annual Meeting of the Corporation will be held on Tuesday, March 24, 2009. CASID members will vote on the 2009-2010 fiscal year budget at this meeting, and they will also decide which members will sit on the volunteer board of trustees during the next two-year term. We encourage established business owners to consider running for a position on the CASID Board of Trustees. Being a trustee requires a commitment of 10-15 hours per month, so it may not be for everyone. However, for those who can give of their time and talent for the benefit of Central Avenue and the Heights as a whole, sitting on the Board of Trustees can be a very rewarding way to contribute to the community where you do business. If you would like to run yourself or nominate another CASID member for Trustee, please contact the CASID office as soon as possible. And whether you're running or not, we hope to see you at the Annual Meeting on March 24!

Sincerely,



President Michael Yun  
and the Board of Trustees



*Clockwise from top left: President Michael Yun, Secretary Gary Solomon, Marco LoSchiavo, Gilbert Mendez, Vice President Domingo Handal, Grace Cutri, Treasurer Sanford Fishman*

**Central Avenue Business Directory: Target Marketing You Can Afford**



With skyrocketing prices for advertising in traditional media like newspapers, it can be hard for small businesses to find the money to promote themselves and keep customers coming through the door. To respond to this situation, the CASID will be offering several marketing programs in 2009 that are both affordable and effective in reaching the local residents that are Central Avenue's best patrons.

The 2009-2010 edition of the Central Avenue Business Directory, which will be published in spring 2009, includes a free listing for all businesses in the district and offers opportunities for them to place larger ads to highlight the products and services they offer. The Business Directory is always in demand among local residents, who

*The cover of the new business directory shows the highlights of Central Avenue and the Heights.*

tend to refer to it (and look at the included ads!) whenever they are looking for a specific type of business or a local government

*Continued on page 3*

## JCPA Installs Multi-Space Parking Meters on Central Avenue

As of December, the Jersey City Parking Authority (JCPA) has installed 27 multi-space meters on Central Avenue. A pole still marks each space, but instead of being topped with individual meters, the poles direct customers to the nearest multi-space meter.

Central Avenue patrons can pay for parking time on one of the new meters in three steps:

- 1) Note the number on the pole marking your space.
- 2) Enter the number in any multi-space machine on Central Avenue - you don't have to go to the one nearest to your parking space.
- 3) Keep your receipt with you - you don't need to place it on your car dashboard.



According to JCPA Chief Executive Director Mark Russ, the main benefit of the multi-space meters is efficiency. "If you look at the long run, maintenance is much cheaper on these machines than on the traditional meters," he said. If a meter does malfunction, it notifies the JCPA of the problem via a wireless signal.

In response to concerns about accessibility for seniors and people with disabilities, Director Russ has stated that traditional meters will be returned to side streets where spaces are located too far away from multi-space meters on Central Avenue. Russ will continue to lead the JCPA in making adjustments to the system as needed to increase convenience and efficiency. Anyone with questions

about the new meters can contact the JCPA at (201) 653-6969.

One of the new multi-space machines.

*Marketing, continued from page 3*

contact. To further increase its promotional impact, the business directory will be officially released on May 16th at the Everything Jersey City Festival, where people from around the city and Hudson County will have a chance to pick up a copy.

Beyond bringing thousands of potential customers to the doorsteps of all Central Avenue businesses on May 16th, the festival will also offer a special opportunity for businesses who become festival sponsors. CASID members will be able to become festival sponsors at special membership levels (starting at \$500), which will get them included in all elements of the festival marketing campaign, from festival t-shirts to banners stretching across Central Avenue, depending on the sponsorship level they choose. Free booth space at the festival is included for all sponsors.

The CASID will also coordinate retail businesses for a One-Day Sale that will be promoted in conjunction with the festival. Participating businesses will be promoted in festival advertising and will receive a banner to highlight their sales the day of the festival and increase their visibility for festivalgoers.

Details about all these marketing opportunities will be distributed to Central Avenue businesses in early 2009. For more information, contact the CASID office at (201) 656-1366 or [casid@jcheights.com](mailto:casid@jcheights.com).

# 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.

## Business Owners: New E-Filing Requirements for Employers in 2009

Beginning with the first quarter 2009, ALL New Jersey employers with more than 4 employees must file their quarterly wage reporting information (Forms NJ-927 and WR-30) electronically. While this new policy will increase the efficiency of the state's procedures for filing and paying employment-related taxes, it will require some planning and adjustment on the part of small businesses.

Currently there are two options to file electronically: web-based filing and bulk filing using Secure File Transfer Protocol (SFTP). Businesses can choose the one that is most convenient for them. Both of these options will provide cost savings and increased accuracy in the transmittal of information.

Gilbert Sunshine, a Certified Public Accountant (CPA) based in the Heights for over 55 years, recommends that small businesses to whom the new e-filing requirements apply "go to somebody to do it for them. You have to send the stuff in electronically, and it has to agree with [the state's] records. It's easy to punch in a wrong number and run into trouble."

Aside from Sunshine's firm, Gilbert Sunshine & Co (111 Bowers Street, 201-659-4556), there are a number of businesses on Central Avenue that can acquaint you with the new system and provide other tax, payroll and accounting services, including A.C. Plaza 2000 (428 Central Avenue, 201-795-0777), H&R Block (407 Central Avenue, 201-656-6105), J.C Professional Agency (489 Central Avenue, 201-222-5220), Malqui Tax (329 Central Avenue, 201-420-6632), Mendez Agency Nationwide Travel (263 Central Avenue, 201-792-4188), and Compass Tax (279 Central Avenue). More information about the new requirements is available on the New Jersey Division of Revenue's website at <http://www.state.nj.us/treasury/revenue/taxemp.htm>.

### PUBLIC NOTICE: CASID MEMBERS - MARK YOUR CALENDARS! ANNUAL MEMBERS MEETING

2009-2010 FY Budget Approval and Bi-Annual Trustee Election  
Tuesday, March 24, 2009 • 6:00 PM

CASID Office, 366 Central Avenue, Suite 201 (2nd Floor)

Nominations for the Board of Trustees must be submitted in writing to the CASID by February 13, 2009.

## City of Jersey City Brings Central Avenue Crosswalks into ADA Compliance

Regular Central Avenue patrons might have noticed something different about a number of the Avenue's crosswalks recently. The red brick-patterned pavers lining the curbs of Central Avenue sidewalks were removed at several intersections to make way for "detectable warning surfaces," textured rubber mats that alert people with visual impairments when they are entering an intersection.

"What we did was bring the crosswalks into federal ADA [Americans with Disabilities Act] compliance," said Vipul Patel, project manager for the City of Jersey City Division of Engineering. The crosswalk work was triggered by a city-funded repaving of side streets adjacent to Central Avenue. "For any work you do, you have to follow ADA guidelines, particularly at the crosswalks," said Patel. According to CASID President Michael Yun, "the cement curb edges may not be as visually appealing as the original red pavers were, but their installation was necessary to keep pedestrians safe and get the streets paved."



*The corners of Central & Griffith and Central & Lincoln, showing the traditional curb design and the new ADA-compliant design.*

## CASID Businesses: Enroll Your Business in the UEZ Program Today!

Do you see January as a new beginning? Or just the beginning of tax season? Either way, enrolling your business in the State of New Jersey's Urban Enterprise Zone Program could help make your business more competitive in the new year.

Jersey City businesses participating in the UEZ Program can access a number of financial programs designed to stimulate job creation and business growth. They can:

- charge half the state's 7% sales tax on certain purchases by customers
- enjoy a state sales tax refund on certain purchases for the business
- receive a one-time \$1500 tax credit for each new permanent full-time employee who is a resident of a municipality in which a zone is located and who had been unemployed for at least 90 days or dependent upon public assistance
- qualify for subsidized unemployment insurance costs for certain employees who earn less than \$4500 per quarter
- qualify for priority financial assistance for loans, grants and job training
- qualify for a Business Improvement Grant, a 1:1 matching grant to make facade improvements to business and/or building (maximum value \$20,000).

In addition, the whole community benefits when businesses enroll in the UEZ Program, because sales tax revenue generated within a UEZ is dedicated for economic development and public improvement projects (additional police, streetscape improvements, etc.) within that zone.

To enroll, businesses must:

- be located in Jersey City's Urban Enterprise Zone
- register the business with the State of New Jersey at the location within the UEZ
- hire and maintain a position for an additional part- or full-time employee

Business owners interested in enrolling in the UEZ Program should contact the Jersey City Economic Development Corporation (JCEDC) during regular business hours Monday through Friday. The JCEDC is located at 30 Montgomery Street, Suite 820, and can be reached by phone at (201) 333-7797, ext. 25. Ask for UEZ Director Roberta Farber. There is no cost for applying to or entering the UEZ program.

## Growing the Arts in the Heights

As the arts scene in Hudson County continues to build momentum, many artists are beginning to see the Jersey City Heights as an ideal place to live, work and market their art. A group of these artists met recently with representatives of the CASID to discuss their plans for The Heights Arts Initiative (THAI).

An initial element of THAI will be a Artist Home Buying Seminar, which will be coordinated by artist Michelle Loughlin and conducted by Kate Silver of Empire Realty and Peter Olivieri of Huntington Mortgage. The seminar aims to get artists creatively and financially invested in the Heights by offering information and tools targeted to their unique needs as homebuyers and describing how good a fit the Heights is for their lifestyles and finances.

THAI and CASID representatives are also exploring possibilities for incorporating more artists into the Everything Jersey City Festival and launching other events such as a market event on Central Avenue specifically for artists and indie designers. They also discussed adding more arts content to the Heights News, the Central Avenue Business Directory and JCHights.com as a way to make the public aware of the Height's growing arts community.



*David Diaz and Michael Yun of the CASID meet with Michelle Loughlin, Maureen Gallagher and Katherine Silver to discuss The Heights Arts Initiative.*

In the long term, the local artists developing THAI see a potential for a permanent arts presence in the Heights, including studio/gallery spaces in storefronts on Central Avenue that would draw new visitors who could in turn become new shoppers and diners at Central Avenue's stores and restaurants. "For businesses and the CASID, supporting the development of the arts in the Heights just makes sense," said CASID president Michael Yun. "Artists help us see what is unique and beautiful about our community, and their creative investment also stimulates the local economy. We stand behind the The Heights Arts Initiative one hundred percent and look forward to helping it promote a vibrant arts culture in our neighborhood."

## CENTRAL AVENUE BUSINESS SPOTLIGHT: Christian Jewelers

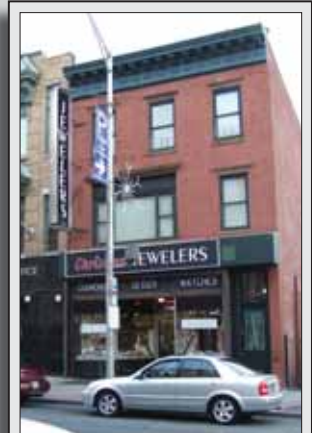


Above: John Wascoe and Bill Sittmann keep Jersey City on time and looking good at Christian Jewelers. Below: John and Bill help a long-time customer select a gift.



The vertical JEWELERS sign at 390 Central Avenue is a familiar landmark for the many drivers and pedestrians who pass through the Avenue every day. But the business it advertises, Christian Jewelers, is a true Jersey City institution that has been serving the Heights since 1910. John Wascoe, one of the three business partners who bought the business from the Geiger family in 1975, got his start in jewelry when he started working as a messenger for another Central Avenue jeweler in 1963. He now runs the store full-time with Bill Sittmann, an employee who has been with the business for over 30 years.

Things have changed a lot since the Ritz Theater was Christian Jeweler's next-door neighbor. Many of the store's vendors have changed hands or gone out of business, and the items in demand have changed over time as new generations have moved into the neighborhood. Currently, John says that watches, Journey Diamonds, Past, Present and Future Diamonds, earrings, and jewelry made out of silver, white gold and platinum are the most popular items they sell. Sales go up and down with the economy, but after many years, the business has earned the trust of many loyal customers who come back to get heirlooms repaired as well as to make new purchases. John and Bill's experience and expertise don't hurt, either - Bill is skilled in engraving and jewelry repair, and John has completed training at the Gemological Institute of America and is a certified Diamond Master. "After being here so many years, we've seen people's children grow up" John said. "It's nice that they're not just customers, they're friends."



*Christian Jewelers is located at 390 Central Avenue and is open 9 AM to 6 PM Monday-Tuesday, 9 AM to 7 PM Thursday-Friday, and 9 AM to 5 PM on Saturdays. Phone: (201) 792-1300*

# Live, Dine, Work, Shop The Jersey City Heights

The Central Avenue SID and Heights Community Leaders wish all our neighbors, customers and local businesses a safe and prosperous new year!



Left to right: David Diaz (CASID), Gary Solomon (CASID), Michael Yun (CASID), Sandy Fishman (CASID), Marco LoSchiavo (CASID), Brittany Hopkins (CASID), Laura Skolar (Pershing Field Garden Friends), Rafael Torres (St. Paul of the Cross Church), Dorothy Dobres, Cynthia Hadjiyannis (JC Reservoir Alliance), Steve Latham (JC Reservoir Alliance), Joe Calandrillo (Heights Community Relations Council), Aanand Kapadia (PS #8 Neighborhood Block Association), Eleanor Bufano, Louis Cappelluti (Heights Hope Neighborhood Association and Boy Scouts of America), Rosalyn Browne (Communipaw Avenue Block Association), Doris Stoldt (AARP Chapter 5102), Edward Mullen (JC Reservoir Alliance), Ashley Lopez (Pershing Field Babe Ruth League), Nikki Sirken (Pershing Field Garden Friends), Joe Napolitano (Pershing Field Babe Ruth League), Ed Goodall (East Pershing Block Association), Daris Cappelluti (Heights Hope Neighborhood Association), Pankaj Kapadia (PS #8 Neighborhood Block Association), Michael Santasieri (Heights Hope Neighborhood Association), Gilbert Mendez (CASID).

## Ward D Councilman Bill Gaughan's 2009 Outlook for the Heights

With an eventful 2008 behind us, it's time to look forward to what is in store for the Heights in 2009. To gain insight in doing so, we can turn to Ward D Councilman Bill Gaughan, who has been representing the Heights on the City of Jersey City Municipal Council for 16 years and also serves as Chief of Staff for Hudson County Executive Tom DeGise, giving Heights residents a voice in both municipal and county government.

"One of the highlights that is already in process is the construction of 40 new condo units on Summit Avenue between Secaucus Road and Hague Street," said Gaughan. The 2-bedroom townhouses will sell for \$225,000, which will make them affordable for people who work in Jersey City and also want to be able to live here, like firefighters and teachers. The property where the new units will be built has already been acquired, and construction is scheduled to start this spring. The economic downturn will not hold the project up because its funding (\$14 million) is already secured.

Another initiative Gaughan is interested in bringing to the area is a "Taste of the Heights" event featuring the culinary offerings of local restaurants. Similar programs like Taste of Hudson have been successful in acquainting diners with the cuisine available right in their own neighborhoods.

Recently, concerns have been raised about the efficiency of the city's permitting process for renovations and new construction. "I am proposing that the mayor appoint an official liason to assist those seeking permits in addressing problems with city inspectors and building contractors," Gaughan said. This would give business

owners additional leverage in dealing with problem contractors and would promote accountability and efficiency among city inspectors, with the ultimate aim of making the permitting process easier and faster for new businesses and residents.

Gaughan also continues to advocate for a modernized JCPD North District precinct in the Heights and an ordinance to better regulate itinerant ice cream vendors that compete with local businesses and tie up pedestrian traffic on Central Avenue during the summer.

Beyond these specific initiatives, "I'm also always looking for ways to improve basic services in the Heights like public safety, sanitation and parking, so that our public agencies are attentive to the needs of Central Avenue," Gaughan said. The CASID looks forward to continuing in partnership with him in 2009 to bring about further positive developments for the Heights.

Constituents are encouraged to reach out to Councilman Gaughan with issues of concern to the Heights community at (201) 547-5485 or bgaughan@hcnj.us.



# Central Avenue Liquors

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Visit Us At Our Website:  
**www.CentralAveWines.com**

Festival, continued from page 1

Zone Program.

Given the current economic difficulties, the festival will bring a much-needed stimulus to the local economy. Exhibitor booths will once again be placed in the center of the street to gain maximum exposure for Central Avenue storefronts, and in 2009, CASID member businesses will have additional opportunities to benefit by participating in a one-day sale promotion in conjunction with the festival and by becoming festival sponsors at special rates (see marketing article on page 2). Community organizations will again be able to reserve discounted booth spaces for fundraising, public relations and member recruitment. The local arts scene will also be a presence at the festival through the participation of key local artists and arts organizations. Together, these efforts will make the festival a bright light and a necessary boost for Jersey City during a year that is expected to bring more economic struggles.

There are many ways to get involved in the Everything Jersey City Festival. Businesses and organizations who become festival sponsors will enjoy a wide range of promotional benefits in conjunction with the events' marketing campaigns and are encouraged to contact the CASID for more information about a sponsorship package tailored to fit their needs. Artists, crafters, merchants, food vendors and community organizations can reserve booth space, and performers can submit press kits to be considered for inclusion in the festival's entertainment lineup. Finally, volunteers are needed to keep everything from kiddie rides to parking running smoothly on May 16th. Information about all these possibilities and updated festival details can be found on the 2009 festival web page, [www.JCHeights.com/atwork-EJCF\\_2009.shtml](http://www.JCHeights.com/atwork-EJCF_2009.shtml).

# 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 our **email list** to receive the Heights E-News, our monthly email newsletter, updates on Coach USA 10/99s bus service, and the latest info on the Everything Jersey City Festival!
- Peek inside **new businesses** on Central Avenue
- Read about the CASID's full range of **marketing programs**
- View **photo slideshows** of events in the Heights on our **news page!**
- Check out the new **video page**, where you can view footage of the Everything Jersey City Festival, the Central Avenue Comcast commercial campaign, and more!



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# 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 staff clear a Central Avenue crosswalk after a snowfall. In partnership with business owners, who are responsible for removing snow and ice from their sidewalks, the SMO keeps public fixtures and crosswalks clear to keep commerce moving on Central Avenue throughout the winter months.*

### 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

### Snow Removal Guidelines

All business owners are required by law to remove ALL snow from their sidewalks within four hours of a snowfall (or four hours of sunrise if snow falls overnight). If any ice remains, owners must apply sand or salt.

The CASID SMO assists business owners by clearing snow from public spaces such as crosswalks, garbage cans and benches, but SMO staff will **NOT** clear sidewalks for Central Avenue businesses.

The CASID advises all member businesses to do their part to keep Central Avenue safe, accessible and pleasant for shoppers and local residents.

### New On The Avenue

**Heavyweight Tele Card**  
267 Central Ave. • (201) 222-6677

**Compass Tax Service**  
279 Central Ave. • (201) 653-4689

**Oritani Bank**  
348 Central Ave. • (201) 222-2626

**Fiesta Party Center**  
409 Central Ave. • (201) 656-5111

**Hudson Wellness**  
418 Central Ave. • (201) 984-2034

**St. Michael's Communications**  
427 Central Ave. • (201) 610-9111

**A Touch of Love Florists**  
492 Central Ave. • (201) 222-3265

## Everything Jersey City Festival!

### EXHIBITORS WANTED

Art • Crafts • Collectibles • Merchandise • Festival Food  
Saturday, May 16, 2009 • 11 AM - 6 PM  
Central Avenue, Jersey City, NJ

Free admission. Two stages of entertainment, featuring "Queen of Freestyle" Judy Torres. Kid's rides and demonstrations. Fun for all ages!

Visit website to download application or call (201) 656-1366.

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

Limited space available - reserve yours today!