

# CENTRAL AVENUE NEWS

"A Tradition Reborn"

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

Quarterly Newsletter, October 2004

## Happy 2004 Holiday Season



From the Central Avenue Business Community In the Jersey City Heights!

## Closed Circuit Television Breaks Ground On Central Avenue!



**Ground Breaking Ceremony at North St. & Central Avenue** (Courtesy of Lee Richmond) **From Left:** CCTV Manager Robert Hanniger; CCTV Oversight Committee Chairperson Mary F. Strong; Councilman Ward A Peter M. Brennan; Acting Police Director Samuel Jefferson; Mayor L. Harvey Smith; EDC CEO Eugene Nelson; and John Pavlovich, P.E., EKOR

After waiting more than five years, the Closed Circuit Television (CCTV) program is at long last being installed along all Urban Enterprise Zones (UEZ) throughout Jersey City. Due to the constraints of manpower, police presence can not be equally distributed throughout the City. The CCTV system has served as the extended ears and eyes of the police, 24 hours a day, in rain or shine. The project will be a great asset to all of the Jersey City Police Department in their continued efforts to fight crime. As an added bonus to the remarkable CCTV program, the State of New Jersey Urban Enterprise Zone has agreed to fully fund the program thereby avoiding any cost to Jersey City Tax payers.

*(Continued on page 5)*

## Central Avenue SID Provides Assistance Worth \$2,000 To Neighboring Jersey City Heights Church

When a vital aspect of the Jersey City Heights community expressed a sincere need for aid, it was only natural that the business community showed support and contributed a helping hand where it was feasible. In addition to the closing of their Catholic elementary school last year, **St. Paul of the Cross Church** (located on 156 Hancock Avenue in the Jersey City Heights) continues searching for scarce funding. With a parish of an estimated 1,400 parishioners, St. Paul of the Cross Church has been an asset to the local community by continuing to provide numerous services to the people of the Heights. Parishioners at St. Paul of the Cross have decided to hold their first street fair event (October 1st, 2nd, and 3rd) to raise funds.

To aid their efforts, representatives from the CASID presented St. Paul of the Cross Church with a check for \$2,000 at their street fair event on Saturday October 2, 2004. The CASID Board of Directors unanimously decided to aid the neighboring community organization

*(Continued on page 4)*



**From Right:** Festival Chairperson Luis Reyes and Rev. Andres J. Reyes; President of CASID Michael Yun and Executive Director David Diaz.

## Central Avenue S.I.D. Management Corp.

**David Diaz,**  
*Executive Director*

Central Ave. SID  
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### Board of Directors

**Michael Yun,**  
*President*  
Garden State News  
366 Central Ave.  
Jersey City, NJ 07307

**Peter Gigante,**  
*Vice President-N*  
Goehrigs Bakery  
475 Central Ave.  
Jersey City, NJ 07307

**Domingo Handal,**  
*Vice President- S*  
Amourville Ice Cream  
290 Central Ave.  
Jersey City, NJ 07307

**Sanford Fishman,**  
*Treasurer*  
Bond Drugs  
371 Central Ave  
Jersey City, NJ 07307

**Gary Solomon,**  
*Secretary*  
Hauptman Carpets  
307 Central Ave.  
Jersey City, NJ 07307

**Marco LoSchiavo,**  
*Trustee*  
Nino Shoes  
344 Central Ave.  
Jersey City, NJ 07307

**Grace Cutri,**  
*Trustee*  
D.C. Travel  
341 Central Ave.  
Jersey City, NJ 07307

**Sponsored by the NJ  
Urban Enterprise Zone**

# Message from the Board of Directors

With the approaching rapidly holiday season, this year will soon be at an end and another year will begin. As many businesses have, the CASID has been making the necessary arrangements over the last several months to prepare Central Avenue for the 2004-2005 Holiday Season.

Already in place for this Holiday Season you will see: **Holiday Lighting** along the entire 3/4 district; convenient **Municipal Parking Indicators** for shoppers; a new **Comcast Commercial** inviting Jersey City Residents to shop Central Avenue; a weekly **Visits From Santa Claus** (with holiday treats) every weekend in December; and a new **Central Avenue Directory**.

Finally, Central Avenue has it's own directory that will be useful to both merchants and residents of Jersey City. The

new 2004-2005 directory is the first in what will be a seasonal promotion for the local community. The directory includes a complete listing and description of Central Avenue business, as well as important Governmental phone numbers and community group contact information. It will be distributed to Jersey City residents, community groups, and also found in shops along Central Avenue. Additional copies are also available at the CASID office.

Lastly, the CASID will be working with City Departments and Governmental Agencies during the holiday season to promote and maximize the shopping comfort of the Central Avenue Business District.

“Happy Holidays and Seasons Greetings to You and Your Family!

- *The C.A.S.I.D. Board of Directors*



**From Left:** CASID Board of Directors President Michael Yun, Vice President-S Domingo Handal, Trustee Marco LoSchiavo, Trustee Grace Cutri, and Treasurer Sanford Fishman.

**Get Involved**  
With  
**YOUR MAIN STREET**  
**Community!**

**ATTEND THE NEXT CASID MEETING**

*"A Tradition Reborn"*

**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

# CENTRAL AVENUE IN THE JERSEY CITY HEIGHTS

**YOUR U.E.Z. SHOPPING DISTRICT. PAY ONLY**

**3** %  
**sales**  
**tax**  
At Participating Businesses

**OVER 240 MAIN STREET BUSINESSES OFFERING JERSEY CITY RESIDENTS  
A LARGE VARIETY OF GOODS AND SERVICES:**

Archery	Drug Stores	Ice Cream	Photography
Auto Parts	Electronic Sales & Repair	Insurance	Pizzerias
Bakeries	Employment Service	Internet Cafés	Realty
Banks	Fabrics	Jewelry	Religion
Beauty Supplies	Fast Food/ Chinese	Law Offices	Restaurants
Bike Shops	Fast Food/ Takeout	Liquor	Salons: Hair/Nail
Book Stores	Fish Market	Long Distance Phone Service	Shoes
Check Cashing	Floor Covering	Martial Arts School	Signs and banners
Child Care	Florist	Medical Services	Supermarkets
Cigar	Fruit & Vegetables	Medical Supplies	Tanning
Cleaners/ Laundry	Furniture	Mortgage Bankers	Taverns
Clothing & Accessories	Gift Shops	News Stands	Tax Services
Contractors	General Merchandise	Office Services (fax/copy/print)	Travel Agencies
Dance Studios	Greeting Cards	Party Supplies	Video Rental
Deli & Grocery	Gyms	Pest Control	Vision
Dental Services	Hardware	Pet Shop	Water Refill Stations
Dollar Stores	Health & Nutrition	Phone Dealers	Wedding Centers & Supplies

*See Complete Business Listing at [www.CentralAveSID.org](http://www.CentralAveSID.org) or Contact the CASID for Avenue Directory*

**CENTRAL AVENUE IS A GREAT PLACE FOR YOUR NEW BUSINESS VENTURE  
EXPERIENCE THE BENEFITS OF THE URBAN ENTERPRISE ZONE PROGRAM:**

- ◆ Charge only 3% sales tax for eligible retail items
- ◆ Pay 0% sales tax on:
  - ◆ Office and business equipment
  - ◆ Building materials for repair or new construction
  - ◆ Advertising materials
  - ◆ Contractor services
  - ◆ General services such as janitorial and maintenance
  - ◆ Repair of machinery and equipment
  - ◆ Renovations to your office or building
  - ◆ The purchases of office supplies
- ◆ Receive tax credits for the hiring of certain new employees



**Call the Jersey City Economic Development Corporation for more info or a UEZ application: Ph: (201) 333-7797**

# www.CentralAveSID.org is Ready to Assist Local Businesses!

The screenshot shows the 'Merchants Area' of the website. It features a navigation bar with 'Central Avenue' and 'Jersey City Heights' logos. Below the navigation, there are several content boxes:

- Merchant Information**: Includes 'Web Member Sign Up', 'Central Avenue Real Estate', 'Advertisement Opportunities', 'Employment Services', 'Facts & Figures', 'Board Meetings', and 'Download Area'.
- Merchant News**: Features 'S.I.D. Bi-Annual Renewal Election' with details on date, time, and location, and 'Business & Economic Development' including 'Urban Enterprise Zone' and 'The Jersey City E.D.C. and YOU!'.
- Grants**: Lists 'UEZ Benefits', 'UEZ Application', 'Facade Improvement Grant', and 'Business Improvement Grant'.

The www.CentralAveSID.org website continues to expand and now includes a full business area for current and potential Central Avenue businesses. Business information is readily accessible to all who want to learn more about Jersey City Commerce and conducting business on Central Avenue. What is known as the “Merchants Area” will provide you with information that will introduce you to:

- The Jersey City Economic Development Corporation
- The Urban Enterprise Zone (UEZ)
- Available Grant Monies For Your Jersey City Business
- Description of Jersey City Demographics
- Available Real Estate Opportunities on Central Avenue
- Local Advertising Contacts (Newspapers, TV, etc)
- Latest Local Business News

In developing exceptional outreach practices, it is the intention of the CASID to pass on important information and news updates to its members as quickly as it becomes available. The “Merchants Area” on the website provides an excellent location for the CASID to easily network with the business community of Central Avenue. For added convenience, the website not only includes a description of available grants but also offers downloadable applications and instructions. Employment services are currently being developed to help connect small business jobs with qualified people. Please check the website regularly for updates.

The website is being extended to provide a network location for local neighborhood groups and block associations. Community groups interested in a web page or posting messages on the CASID website should contact the CASID office: 201.656.1366. The CASID poses the question “What would you like to see on the website?” We welcome your suggestions.



## CASID Assists Neighboring Community Group

(Continued from page 1)

by donating a portion of limited existing funds that did not interfere with regular budgetary spending. Additionally, St. Paul of the Cross displayed a 4x24 foot banner across Central Avenue to promote the street fair on Hancock Avenue between South and Bowers Street. The banner helped to draw a great turn out and promote a successful street fair event. The church raised an estimated \$19,000 in funds from the street fair.

“With only two months of planning, and a rush to organize, our first street fair was a GREAT SUCCESS” said Father Andres J. Reyes of St. Paul of the Cross. “The participation of the parish community was overwhelming.” Many volunteers came forward to help run the street fair. McNair Academic High School sponsors a Junior Reserve Officers Training Corporation (ROTC) which provided 30 volunteers for the event. Dr. Villafane, Professor at the New Jersey City

University, helped by providing 21 students from the school, some of whom traveled from New York, to volunteer. Also providing assistance to the event was the Puertorriquenos Asociados for Community Organization (PACO). “Everyone worked together at the event like one family” said Father Reyes.

The CASID would like to recognize and thank the St. Paul of the Cross Street Fair committee consisting of Father Andres J. Reyes, Luis Reyes, Peter Najdzinowicz, and Cheryl Bogusz for their efforts with the street fair. The CASID values all community and religious centers throughout the Jersey City Heights and would also like to recognize their efforts and dedication to the people of the Heights Community. With a sincere intent and limited resources, the CASID was pleased to work with a neighboring organization. Through continued successful partnerships with local community groups. The CASID hopes to continue assisting the Heights as it grows and positively develops.

# C.C.TV System On Central Avenue

(Continued from page 1)

City officials have already gathered together on Central Avenue for the ground breaking ceremony of the CCTV program. In discussing the new CCTV program with local businesses, Mabel Santana from Central Floor Covering (492 Central Avenue) was happy to learn about the new program. "This program would be great for Central Avenue. In addition to feeling safer, this program would be great to help garbage enforcement. People will think twice before doing something wrong or illegal." said Santana.

The Central Avenue streetscape will be the first to have the CCTV equipment installed, with construction anticipated to commence about October 25, 2004. The CCTV system is anticipated to be completely installed into the streetscapes of Jersey City in only a few short months. With the holiday season quickly approaching, it could not come at a better time.

Most of the construction taking place will be along the west side of the avenue. Construction will simply consist of installing thirteen (13) strategically placed camera poles that will connect with the existing fiber optic cable running underneath Central Avenue. As each camera is connected with the fiber optic cable, it will automatically come on line.

As with any construction, Central Avenue patrons and merchants will be slightly inconvenienced during installation. It will be necessary to prohibit parking at the designated camera locations during installation. Prohibited parking areas are anticipated to take no more than 1-2 days. This strain on parking is temporary and everyone is asked to be patient while installing the new system. Camera poles have been specially selected to match existing streetscape fixtures. The existing camera fixtures in the Greenville section of the City will be

replaced with the new, more attractive poles. The Greenville area was the first to implement the CCTV system in what became a very successful pilot program.

Robert Hanniger, the CCTV Manager, has expressed sincere interest in involving and educating the public on the CCTV system. "Once installation is complete on Central Avenue, we invite Central Avenue property owners, business owners, employees, shoppers and anyone else in the community to tour the CCTV headquarters located at 392 Central Avenue (Parking Authority)" said Hanniger. "Group tours of the CCTV system will soon be available. All you have to do is call the CCTV office to schedule a group tour."

The Central Avenue SID, along with the Jersey City Heights community would like to express our appreciation to all those who helped make the CCTV program a reality. In particular, we would like to thank the administrations of former Mayors Bret Schundler, Glenn D. Cunningham, Acting Mayor L. Harvey Smith, the Jersey City Economic Development Corporation CEO Eugene Nelson, CCTV Oversight Committee Chairperson Mary F. Strong, CCTV personal Lee Richmond, and especially the dedicated CCTV Manager Robert Hanniger. The hard work displayed by Mr. Hanniger continues to manage a successful CCTV program while extending it out to other needing areas of Jersey City such as the Central Avenue business district. The CCTV program will help keep our streets cleaner and safer. This in turn will improve the quality of life for everyone.

For booklets and information about the CCTV system, please contact the CASID office. More information regarding the CCTV system will soon become available at [www.CentralAveSID.org](http://www.CentralAveSID.org). You can contact the CCTV Office directly at (201) 547-4573.

## THANK YOU Destination: Jersey City

**Pictured from Left to Right:** David Diaz, Executive Director CASID; Connie Claman, Vice President Liberty Science Center; Suzan McKiernan Anderson, Project Manager Destination: Jersey City; and Michael Yun, President CASID.

The Central Avenue Business Community would like to recognize the Destination: *Jersey City* Program, headed by Connie Claman of the Liberty Science Center and Project Manager Suzan McKiernan Anderson, for their efforts to provide Central Avenue with forty six (46) new and bright vertical banners. This new banner system, valued at an estimated \$7,000, was fully funded by grants obtained through the Destination: *Jersey City* Program. These 30 x 60 inch banners will be displayed until the beginning of the Christmas Holiday Season. For shopping convenience during the holiday season, the banners indicating municipal parking lots will remain hanging.

Destination: Jersey City is currently constructing a website and producing a pedestrian signage system for all of Jersey City.

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



# STREET MAINTENANCE OPERATION

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

## “Friendly Fall Reminders”

Now that fall is upon us, the days are shorter and the nights are longer. Darkness now falls before the end of the business day. The CASID Street Maintenance Operation continues to work with PSE&G to maintain a well lighted and safe main street environment. Please be reminded that you report an inoperative light pole. Call 1800-436-7734 (24 hours a day, 7 days a week) or report it 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.

Autumn just would not be the same if it wasn't for all the leaves. The leaves will require that businesses pay close attention to the

maintenance of the sidewalk as leaves have a tendency to find their way into the businesses and cause an eye sore and potential hazard to customers. Please be courteous to our trees. Don't pile garbage on or around the tree grates.

The Street Maintenance Operation staff would like to remind merchants to do their fair share of maintaining the streetscape. Daily sweeping and cleaning practices on adjacent sidewalks are recommended. Please remember to pack recyclables in a neat and organized fashion to reduce the amount of garbage that gets blown away with the wind.



### *Sidewalk Power Washing: A Quality of Life Issue for Residents*

A handful of local residents and patrons of Central Avenue have expressed that the appearance of the streetscape has become a cause for concern. It has been often said that while the streetscape is clear of litter and debris, an unfavorable presentation remains. “So how can a streetscape appear to be dirty with no garbage in sight?”

After some research, it was concluded that the dirty impression of the streetscape can be traced to 1) various grease stains and 2) an unimaginable amount of gum. Central Avenue is currently depended on the City for sidewalk power washing and gum removal services. Starting next spring, the CASID will raise awareness among its' members to start addressing this issue while other alternatives are being explored. (FYI: the last price quote to professionally power wash the 3/4 mile Central Avenue business district by a private contractor was estimated at \$20,000)

## Message from JC Division of Neighborhood Improvement

The Division of Neighborhood Improvement (NID) would like to remind all Jersey City merchants to please maintain the front of there establishment clean and free of litter and debris. When refuse is left in front of a shop, it is the owner's responsibility to maintain that refuse. The NID is working together with the SIDs and residents to maintain a cleaner, safer, and more enjoyable environment in Jersey City's neighborhoods and business areas. It is important that merchants, property owners, and residents become familiar with the duties and staff of the NID as well as the codes NID officers enforce.

As Code Enforcement Officers, our focus is the “Quality of Life” concerns that to some seem like small issues, but can have a great impact on business and the daily life of Jersey City residents. The small details can often get overlooked in a city as big as Jersey City, but the NID is here to field those concerns.

If you have any questions or would like to speak with the NID Code Enforcer in your area, please call (201) 547-5683, Monday through Friday, 9:00 AM to 4:30 PM. We appreciate your cooperation and look forward to working together.

## Central Avenue Sanitation Collection Schedule

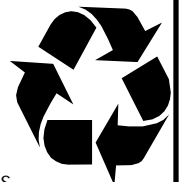
### Garbage

**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](http://www.jciaonline.org) for additional collection times.

Looking for a Good  
Licensed Electrical  
Contractor with  
Reasonable Rates? Call...



Michael Alessi  
201-823-4127

Lic# 15014

## WELCOME TO THE NEIGHBORHOOD!

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

### SUNSHINE NEWS

Coffee, Food, Lottery, and More



Under New Management!

465A Central Avenue

Tel: (201) 222-8216

### RESTAURANTE Rio Guayas

COMIDAS CLASICAS ECUATORIANA  
Bajo la original administración de  
Mama Rita



MENU TIPICO CRIOLLO Y TODA VARIEDAD EN MARISCOS  
PLATOS A LA CARTA, CANTINAS Y ORDENES PARA LLEVAR

*Restaurante Rio Guayas*

467 Central Avenue

Tel: (201) 792-7730

Store Hours: Mon-Sun 7am-9pm

### Jersey City Water Depot & Florist



471 Central Avenue  
Tel : (201) 459-9240

Manager : Edward Kwon  
Store Hours: Mon-Sat  
9:30am-8:30pm  
Sun 9:30am-5:30pm



### Fried Chicken 4 U

501 Central Avenue

Open 7 days a Week  
11:00 A.M. to 11:00 P.M.

Tel: (201) 610-1066

## View New Central Avenue Commercials November 9th, 2004 – Limited Copies will be available!



The CASID has launched a new Comcast Cable Commercial advertising the Central Avenue main street for the upcoming 2004-2005 holiday seasons. Twenty seven (27) Businesses participated in this year's commercial campaign to promote some of the great 200+ businesses found on Central Avenue. Pictured at the left, Comcast Production Coordinators Angelo Bonavitacola and Jessie Ruvo film the spot for Nino Shoes.

The new commercial will be presented to all attending CASID members at the November 9th, 2004 Bi-Annual Election Meeting (*see notice on back cover*). Limited VHS copies of the video will be available for distribution. The CASID is confident that it's members will be proud of the final work product of this year's Central Avenue Commercial videos.



*"A Tradition Reborn"*

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



### In This Issue...

CCTV Breaks Ground on Central Avenue; Partnership between CASID and Community Group; Destination: Jersey City Update; Website Update; and Holiday Wishes from the CASID.

## **\*\*3rd NOTICE TO Central Avenue S.I.D. MEMBERS:\*\***

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

### **CENTRAL AVENUE SPECIAL IMPROVEMENT DISTRICT**

### **2004 BI-ANNUAL S.I.D. RENEWAL ELECTION**

**Date:** Tuesday November 9, 2004

**Time:** 6:30 PM

**Location:** North District Police Station  
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.

**VIEW NEW CENTRAL AVENUE COMCAST CABLE COMMERCIAL AT MEETING!** (SEE PAGE 7)

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