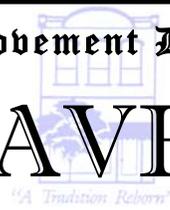


CENTRAL AVENUE NEWS



The Reservoir: Hidden Jewel of Jersey City

Living in one of the most densely populated areas in the country, residents of Jersey City have few escapes from the stress caused by noise, pollution, and the rigors of urban life. However, in the Heights section of Jersey City there is a natural retreat that offers relief from the concrete jungle of our urban environment. This hidden jewel is the Reservoir (#3).

“The Reservoir presents a once-in-a-lifetime opportunity to create a large and unique park in Hudson County” said Steve Latham, President of the Jersey City Reservoir Alliance and long-time Jersey City resident. “Central Park in New York was an incredibly ambitious undertaking, but the payoff has been immense to the economy and quality of life for the residents of New York. The price of Hudson County real estate makes it virtually impossible to purchase space of this size and quality, let alone recreating the lake and meadows that thrive there now.”

Latham and the Reservoir Alliance have been busy visiting with various community organizations to spread the word about Jersey City’s hidden jewel. During his outreach campaign, Latham met with the CASID Board of Directors. “I’ve run a business on Central Avenue for over 40 years and I never had any idea about what was beyond the Reservoir walls” said Domingo Handal, Vice President of the CASID. It was noted that the Reservoir is only one block south of the

(Continued on page 6)



Identified by the high stone Egyptian Revival walls (*Right*) and located south of Pershing Field Park between Summit and Central Avenues, the Reservoir is “the hidden jewel” of Jersey City. As illustrated below (*spring of 2004*) the Reservoir stands out with its remarkable natural beauty bestowed within an urban environment.



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Central Avenue Street Fair

Merchants have made the suggestions, residents have encouraged it, and popular demand has made it a reality: The CASID has begun the planning process for a Street Fair that will coordinate Central Avenue and other Jersey City businesses, community organizations, local artists, entertainment, some outside vendors, and the City of Jersey City in this milestone one (1) day event intended for the Spring of 2006. Current plans anticipate that the 3/4 mile Central Avenue business district will be closed to vehicular traffic from Franklin Avenue to Congress Street. The street will be filled with vendors, artists, rides, entertainment, and a large variety of local Jersey City cuisine.

This street fair is not limited to just Central Avenue, but it is a promotion of the Jersey City Heights. With the last Avenue street fair event taking place in 1997, the Heights Community has been in dire need of expressing Heights’ Pride. All aspects of Jersey City (business owners, neighborhood associations, religious organizations, community groups) are invited to become part of this event during the planning process. The first meeting to organize a Street Fair committee will take place 7 PM Thursday June 9th, 2005 in the Vietnam Veteran’s Memorial Community Center in Pershing Field Park.

MOTHER’S DAY SWEEPSTAKES!
 You Could Be the next Winner! See Page 7

Central Avenue S.I.D. Management Corp.

David Diaz,
Executive Director

Central Ave. SID
366 Central Ave. STE# 201
Jersey City, NJ 07307

Ph: (201) 656-1366
Fx: (201) 656-4037
www.CentralAveSID.org

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The Central Avenue Report

Where does the time go. With its' rapid approach, June 30th will mark the end of another fiscal year for the Central Avenue Special Improvement District Management Corporation (CASID). In its' current fiscal year (July 1, 2004- June 30, 2005) the CASID has been successful in continuing to provide the Central Avenue Business District with the following services.

Administration: In addition to the full time Executive Director, this year the CASID has added a new Assistant Director/ Marketing Specialist to better assist the Avenue and CASID members. Our well organized administration coordinates Avenue marketing and promotions, street maintenance, networks communication within the district, and serves as Central Avenue's liaison with City Governmental Department sand neighborhood groups.

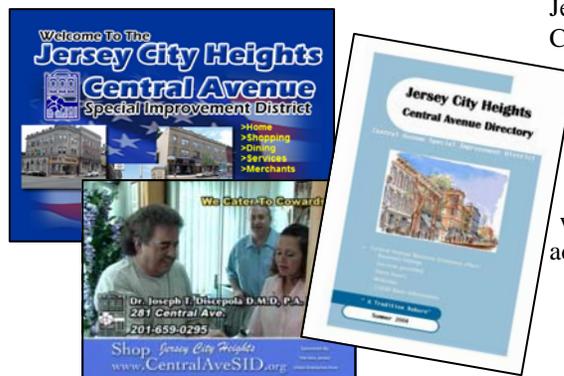
Marketing and Promotions: In the past year, the CASID has productively provided the annual Holiday Christmas Lights; a new Central Avenue business directory; a decorative banner system; a new website; initiation of more Sweepstakes; Comcast Commercials; newsletters; and opened other marketing possibilities for the Avenue. In Spring of 2006, the CASID hopes to promote not only Central Avenue but the entire Jersey City Heights through a street fair event.

Street Maintenance Operation: Other than communicating the Avenue's streetscape needs to the appropriate department or City agency, this CASID program is an assistance for merchants to maintain the Avenue's presentation at a high standard of cleanliness and preservation (*See page 6 of this newsletter for more information*).

The CASID Board of Directors would like to thank all of the members that joined us at our annual meeting to support the Board of Director Election and approve the incoming annual budget. Keeping Central Avenue's best interest in mind, the CASID's volunteer Board of Directors (elected by CASID members) dedicate several hundred hours throughout the year to govern the CASID. It is our mission to ensure that SID funds continue to be used for improving the Central Avenue Business District. These improvements contribute to the district's high property value, growing business environment, and the "quality of life" for local residents and shoppers. Today the Central Avenue business district enjoys a 93% storefront occupancy. Most retailers report that the national average for a main street or downtown area is only 85%.

The CASID is greatly appreciative of the continued support from the New Jersey Urban Enterprise Zone Authority and the Jersey City Economic Development Corporation (JCEDC). CEO Eugene Nelson, CFO Clifford Adams, and UEZ Director Roberta Farber have done a magnificent job of securing vital State UEZ funding in 2004-2005 for the Jersey City Heights main street, Central Avenue. We look forward to working with this great team under the new administration of Mayor Healy.

- President Michael Yun
& the Board of Directors



Get Involved With Central Avenue

ATTEND THE NEXT CASID MEETING
Your Main Street, Your Ideas!

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, 2nd FL
- Confirm Meeting Dates prior to attending: (201) 656-1366

CASID 2005 Annual Meeting Summary

In accordance with the By-Laws of the CASID, Central Avenue SID Members (business and commercial property owners on Central Avenue between North St. and Manhattan Ave.) held an annual meeting on Tuesday March 22, 2005 at the Heights Vietnam Veteran's Memorial Community Center in Pershing Field Park. The agenda for this meeting included a year end report by the Executive Director; a general election for Board of Directors; a discussion and vote on the proposed Fiscal Year Budget (July 1, 2005– June 30, 2006); and an open discussion for members.

The 1st Notice of the Annual Meeting was made to CASID members in the January 2005 edition of the CASID Newsletter which included a Board of Director nomination form. A 2nd Notice was made by mailing on March 3rd 2005, which included a copy of the proposed budget, an accompanying letter, and a Board of Director ballot proxy. A 3rd Notice was made to CASID businesses through a flier distribution between 3/18/05-3/21/05.

All incumbent Board Members were unanimously re-elected to serve on the Board of Directors for an additional

two year term from April 1, 2005- March 30, 2007. No other nominations for Board of Director was made prior to (or at) the annual meeting.

Though it was stated in the 2nd Notice mailing, it was noted again at the meeting that the proposed Fiscal Year Budget for July 1, 2005- June 30, 2006 includes an increase that will change the rate from \$13 to \$15 per linear foot of the storefront of each commercial property in the district. After an introduction of the proposed budget for the incoming year, CASID members had an opportunity to address any budgetary concerns in a open discussion forum before a vote.

The Fiscal Year Budget 2005- 2006 (outlined on right) was approved unanimously by attending CASID members.

Director reports at the annual meeting included the Central Avenue website, the proposed sidewalk café pilot program, and the announcement of a street fair. Concerns raised by CASID members included community policing and the homeless issue, and the new CCTV surveillance system.

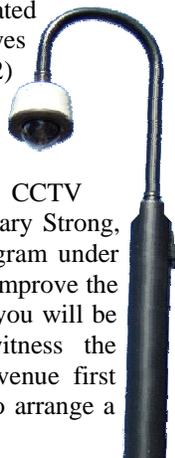
Central Avenue SID Member Approved Fiscal Year Budget July 1, 2005– June 30, 2006

Revenue	
Surplus from Previous Year	\$14,000.00
SID Tax Assessment	\$90,480.00
UEZ Funds (1:1 match)	\$90,480.00
Private Funds	<u>\$11,000.00</u>
	\$205,960.00
Expenses	
<u>Administrative Items:</u>	
Office Rent	\$4,800.00
Office Equipment	\$1,500.00
Office Supplies	\$2,240.00
Telephone/ Internet	\$1,400.00
Insurance	\$1,500.00
L.O.C to JCEDC	<u>\$5,500.00</u>
	\$16,940.00
<u>Administration:</u>	
Management Staff	\$62,400.00
Professional Fees	<u>\$12,000.00</u>
	\$74,400.00
<u>Capital Improvements:</u>	
Street Improvements	\$2,000.00
<u>Marketing/ Promotions:</u>	
Public Relations	\$ 5,000.00
Marketing/ Special Events	<u>\$26,500.00</u>
	\$31,500.00
<u>Operations:</u>	
Holiday Lights	\$ 8,728.00
Sidewalk Sweepers	\$67,392.00
Sanitation Supplies	<u>\$5,000.00</u>
	\$81,120.00
Total Expenditure =	\$205,960.00

CCTV Surveillance System is Now Online

Years of planning, endless advocacy, and construction has finally begun to pay off as the Closed Circuit Television (CCTV) Surveillance System has been activated on Central Avenue. Serving as extended eyes and ears of the Police Department, twelve (12) new cameras now observe public spaces on Central Avenue's streetscape.

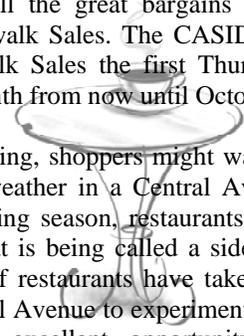
Robert Hennigar, CCTV Manager, and the CCTV Oversight Committee led by Chairperson Mary Strong, have continued to carry this wonderful program under Mayor Jerramiah Healy's Administration to improve the quality of life in Jersey City. In May 2005, you will be invited to tour the CCTV office to witness the surveillance system at work on Central Avenue first hand. Please call Lee at the CCTV Office to arrange a tour: 201.547.4573.



Sidewalk Sales/ Sidewalk Café Pilot Program

The spring weather has arrived and here comes the crowd just in time to take advantage of all the great bargains being offered at Central Avenue Sidewalk Sales. The CASID will be coordinating Avenue Sidewalk Sales the first Thursday, Friday, and Saturday of each month from now until October.

After a long day of bargain hunting, shoppers might want to relax and enjoy the afternoon weather in a Central Avenue Sidewalk Café. Starting this spring season, restaurants have been asked to participate in what is being called a sidewalk café pilot program. A handful of restaurants have taken the initiative to be the first on Central Avenue to experiment with this daily event. This is an excellent opportunity for businesses to boost sales and local residents to enjoy their main street. The CASID would like to remind businesses to contact the CASID office to obtain the proper permits to participate in either event. Fines may be issued otherwise.



Valentine's Day Sweepstake Results

This past Valentine's Day, it paid to shop local in the Jersey City Heights. The CASID held a Valentine's Day Sweepstakes awarding \$900 worth of Central Avenue Gift Certificates to twenty one lucky patrons keeping business in the Heights. In speaking with neighbors, it was indicated the sweepstakes became quite the buzz in the community.

Without advertising this promotion beyond the 200 storefront windows and checkout counters on Central Avenue, an estimated 1,700 entries were recorded into the contest over a three week span. Most duplicated entry forms were extracted and disqualified from the contest before the count up. Winners were grateful to receive these unexpected and helpful gift. Gift Certificates were issued in small disbursements allowing winners to spend their prizes in more than one place. This sweepstakes was part of the CASID's ongoing marketing program to promote the avenue. The CASID would again like to thank all the businesses that participated and thus making this promotion a great success.



Heights Pride Appreciation Dinner



On Wednesday February 23, 2005, the Heights Pride Committee, in cooperation with the Central Avenue SID, held an Appreciation Dinner at the Lincoln Inn Restaurant to honor Jersey City Mayor Jerramiah Healy, along with Councilman Ward D, William Gaughan, and Councilman Ward C, Steve Lipski. This well deserved Appreciation Dinner was in recognition of their efforts to reaffirming the Jersey City Master Plan "R-2" zoning regulation at Jefferson, Laidlaw, and Summit Avenues. This effectively blocks a developer's intention to build a 110,000 Square Foot "Big Box" Superstore at that location. Their support has been essential to protect and preserve the highly valued gem of the community, Reservoir #3, in addition to the quality of life and urban integrity of the Jersey City Heights.



One hundred ten (110) people were in attendance to honor our community leaders. Additionally, Heights Community Leaders and the CASID have taken this opportunity to recognize all those who continue to make the Jersey City Heights a great place to live, work, and shop. In recent years, the CASID has recognized the Jersey City Incinerator Authority's Executive Director, Oren K. Dabney; Zoning Director, Anthony Lambiase; and City Planner, Robert Cotter at similar Dinner Meeting for their great job performance in the Heights. On February 23rd, the Heights recognized the additional efforts put into our community by the Jersey City Parking Authority CEO David Lerner; the Economic Development Corp. CEO Eugene Nelson; Closed Circuit Television Manager, Robert Hennigar; Neighborhood Improvement District Code Enforcer, AnnaRose Smith; Al Quick Quality Printer, Al Gonzalez; Kari's Signs, Ricardo Armagno; Destination: Jersey City Project Manager Suzann McKiernan Anderson and Liberty Science Center Vice President, Connie Claman.



This milestone Appreciation Dinner has been the first sit down dinner uniting all the Block Associations and Community Leaders in the Jersey City Heights. The Heights Pride Committee and the CASID is greatly appreciative to all who joined with us that evening and especially the Lincoln Inn Restaurant. The night would not have been as successful if it were not for the great food with equally great service. Twenty dollars (\$20) per person at the Lincoln Inn Restaurant (included: appetizer, entrée, and desert along with soft drink and limited wine) was an irresistible bargain.

HEIGHTS COMMUNITY

Display Address on Back of Home

George Hogan, *President*, and Joseph E. Callandrillo, *Vice President*, of the Heights Community Relations Council are well known by many in the Heights for their well organized and equally enjoyable neighborhood block association gatherings. In a fairly recent meeting, both Hogan and Callandrillo had good advice for Heights' home owners: display your home address on the back of your homes.

Homes in the Jersey City Heights are lined up next to one another with their backs to neighbors on another street. "There have been times when a neighbor sees a fire occurring at the house behind theirs and they don't know the exact street address to call it in," explains Callandrillo, a lifelong Heights resident. "Displaying your address on the back of your home is a five minute project that may one day save your home from a fire or burglary if your fortunate enough to have a backdoor neighbor see it and respond to it right away."

The Heights Community Relations Council meets at 7 PM on the first Monday of each month in the Vietnam Veteran's Memorial Community Center in Pershing Field Park.

Boy Scouts Become Eagles



The CASID would like to again congratulate Daniel Carles and Jameson Rahim on their distinct accomplishment of graduating to *Eagle Scouts*. The last time a scout made the honorary rank of *Eagle* in Boy Scout Troop 466 (Jersey City) was during 1997. In a milestone event, these two extraordinary young men were awarded this distinctive honor. In keeping high standards for today's youth, both have led their peers in community projects on Central Avenue and throughout Jersey City. (Picture: CASID D. Diaz & Z. Ameerally present awards of appreciation to D. Carles & J. Rahim)

The Height's *Buffalo and Bear*

As many have notices, there are images of a bear and buffalo on the back of the new vehicular signs throughout the Jersey City Heights. What many don't know is to why those images are there. These images are the new trademark of the Heights District. Anyone who has past Leonard Gordon Park on Kennedy Blvd between Manhattan Ave. and Hutton St. in the Heights' section of Jersey City can probably guess why.

When Destination: *Jersey City* (a committee of non profits and private interests in Jersey City) was in the planning process for their celebrated vehicular signage system, they decided to trademark each of Jersey City's unique districts with landmark images. In speaking with local commuters, it was realized that most travelers passing through the Heights use Kennedy Blvd. Travelers have come to identify their arrival in the Heights when reaching Leonard Gordon Park and its' historic art sculptures of *Buffalo and Bears* (c. 1907). These difficult to miss sculptures have been the inspiration for the new Buffalo and Bear image symbolizing Height's Pride.

Neighborhood Calendar:

Reservoir Guided Tour

Saturday May 14th

11 AM—3 PM

Tour begins at Reservoir Road and Summit Avenues

Hosted by the Reservoir Preservation Alliance

RSVP: (201) 656-5235

Pershing Field Master Plan

Ballots

Saturday: May 21, June 18th, July 16th, & September 17th

10 AM to 2 PM

in Pershing Field Park

Hosted by Pershing Field Garden Friends

Contact: (201) 659-0186

Park Fair/ Flea Market

Saturday June 4th

9 AM—4 PM

At Riverview Park on

Palisade Avenue

Hosted by the Riverview Neighborhood Association

Vendors Can Contact:

Maria @ (201) 659-2245

PS #8 Neighborhood Block

Association Meetings

Wed: May 11th, Jun 8th

7:30 PM at 96 Franklin St.

(School Basement Cafeteria)

All Neighbors Are Invited!

Like the new *HEIGHTS COMMUNITY* section of the Central Avenue Newsletter? Does your Neighborhood or Block Association have an upcoming event that you would like to see posted in this quarterly newsletter? Contact the CASID office: 201.656.1366

STREET MAINTENANCE OPERATION

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

“Spring Time Reminders”

Spring time is finally here! In no time at all Heights residents will begin to feel that warming weather and head out to Central Avenue in search of a pleasant spring afternoon stroll. For main streets, better weather usually means more people, more shopping, and unfortunately, more litter.

While many business owners on the Avenue are indoors hard at work to provide great products and services to local shoppers, the CASID Street Maintenance Operation (SMO) would like to remind these shop owners not to neglect their sidewalks. The high volume of pedestrian traffic that accompanies each spring season causes a high volume of litter and debris on the Avenue. As always, **merchants are encouraged to sweep their sidewalk at least once each day.** The CASID SMO is an aid to maintain the Avenue clean **in a partnership** with local business owners.

In addition to intense sidewalk cleaning, the CASID SMO will be embracing several other streetscape initiatives this spring that include: **painting decorative light poles**, getting rid of **neglected newspaper boxes**, **power washing sidewalks**, and **tree pruning**. The CASID SMO will partner with the Department of Public Works, the Jersey City Incinerator Authority, and PSE&G to address these issues. Any Central Avenue sidewalk concern can be addressed to any of the four SMO staff or the CASID at: 201.656.1366.

Notice to Avenue Store Managers: Proper Garbage Disposal Practices

For a short time before the businesses district opens, the Avenue is covered with litter and debris on the days of garbage collection regardless of how well the district was maintained the day before. One might ask the question, “*Do liter bugs run wild on the Avenue during the night?*” While some litter bugs do roam the streets during late hours, they are not the major cause of the problem.

Jersey City Code has been written to enforce proper garbage disposal practices for this reason. When garbage is not placed in a neat and orderly fashion for collection, it winds up being spread across the streetscape. Other than it being an embarrassing situation, it amplifies the work of maintaining the Avenue clean. Store Managers are strongly encouraged to review garbage collection practices: garbage bags should be tied tightly; recyclables belong in clear bags; and boxes should be broken down flat and tied together.

Jersey City's Hidden Jewel

(Continued from page 1)

Central Avenue Business District, and three blocks away from Handal's business establishment, Amourville Ice Cream.

As Latham described, the Reservoir is a spectacular 14.3-acre natural and historic site that once served as a source of Jersey City, Hoboken, and even Liberty and Ellis Island's drinking water. The historic high stone wall structures keep out the noise of the city, and enclose this haven for birds of all kinds: egrets, heron, and families of swans. Wildflower meadows flourish; apple, cherry oak and birch trees grow tall. A large variety of fish swim the attractive 6-acre lake which is fed by rain and a natural underground spring. Its diversity is matched only by its unique urban and historic character.

With the support of nearly every neighborhood block association in the Heights, in addition to the Embankment Preservation Coalition, Friends of Liberty State Park, the Hackensack Riverkeeper, the Friends of Lowe's Theater, the Jersey City Landmarks Conservancy, and the Pershing Field Garden Friends, the Reservoir Alliance continues to make a compelling argument to keep the Reservoir as park space for Jersey City residents to enjoy.

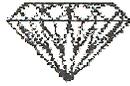
The Reservoir offers a place for boating and fishing; a place for seniors to relax and appreciate the remarkable variety of birds and wildlife; a place for joggers and walkers to take in breathtaking panoramas from atop the Reservoir walls; a place for local students to learn science, ecology and conservation; a place for children to enjoy the waterfalls and garden paths; and a place to simply unwind and read a book.

Before the community can enter the planning process to redesign the Reservoir for best public use, the Reservoir has to be registered with the Recreational and Open Space Inventory (R.O.S.I.). Under the State Department of Environmental Protection Green Acres Program, R.O.S.I. protects designated open spaces from threats of development. The designation process is in the hands of elected county officials. Rumors suggesting that developers have their eyes set on the Reservoir have upset countless Jersey City residents including Latham. “If this matchless, beautiful space is built over” said Latham, “this park and its promise for future generations will be gone forever and we will never get it back.”

All interested are invited to openly tour the Reservoir 11 AM Saturday May 14th. For more information, please call (201) 656-5235 or visit www.jlandmarks.com.

WELCOME TO THE NEIGHBORHOOD!

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



C.V. Jewelry

MANUFACTURER AND GENERAL REPAIRS
10K - 14K - 18K and Silver

233 1/2 Central Avenue
Jersey City, NJ 07307
Tel: (201) 659-4241



257 Central Avenue
Jersey City, NJ 07307
Tel: (201) 459-9555
Email: jhtax@optonline.net



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461 Central Avenue
Tel: (201) 217-0222

476 Central Ave. Jersey City NJ 07307

*Every Time You Purchase a Coffee
Make Sure You Get Your Donut Punch
After de 4th You'll Get a Free Coffee*

C E N T R A L A V E N U E

Mother's Day Sweepstakes!

This Mother's Day the CASID is running a sweepstakes contest awarding a **combined total of \$1,000** in Central Avenue Gift Certificates to **twenty five (25) lucky winners!** The **Grand prize winner will receive \$200**, **four (4) first place winners receive \$50**, and **twenty winners (20) will receive \$30 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 by 5 PM on Wednesday May 4th and the drawing will take place on Friday, May 6th in the CASID office. Winners will be notified by phone and posted on www.JCHeights.com. Sorry, CASID members, their employees, and immediate family members of employees are NOT eligible to participate in this sweepstakes. Good Luck to all patrons of the Avenue!



"A Tradition Reborn"

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



The *CENTRAL AVENUE NEWSLETTER* April 2005

3% sales tax At Participating Businesses

Find and Print Money Saving Coupons on Website

Shop *The Jersey City Heights!*

CENTRAL AVENUE

www.JCHeights.com

"A Tradition Reborn"

Attention Shoppers: Central Avenue's website has just been upgraded! The website can now be reached by typing in either domain names of **www.CentralAveSID.org** or **www.JCHeights.com**. Remembering the web address for Central Avenue has never been easier or more valuable. Did you know that there is a complete Central Avenue Directory on the web? Next time you decide you want to order from a restaurant in the Heights, visit **www.JCHeights.com** to view the restaurant's menu before placing an order. Other practical uses of the website includes weather and community links.

New on Website:



Are you looking for a Voter Registration Form? Look no further than the web. Log onto **www.JCHeights.com** and print out your Voter Registration Form today!