



New 10 and 99s Bus Routes Link Central Avenue to NYC (Port Authority), Journal Square and Bayonne



A Coach USA #10 bus coming from New York makes stops on Central Avenue before heading to Journal Square and Bayonne.

A recent round of economic feasibility studies has led Coach USA Red and Tan in Hudson County to move routes 10 and 99s to Central Avenue, thus maintaining service on this crucial business corridor following the cancellation of the company's 231 route.

Coach USA officials say that they had to cancel the 231 as well as routes 3 and 5 because of changes in ridership caused by new development and the success of the Hudson-Bergen Light Rail. The 231 service was cancelled once before in early 2006, only to be returned on a limited basis after public outcry. During the brief period without



Mayor Jerramiah Healy speaks to Heights residents and community leaders about the importance of bus service on Central Avenue at an August 22 press conference.

service, the CASID received numerous complaints from local residents unable to access doctors' offices and other essential services on Central Avenue. In addition, Central Avenue businesses estimated a 30% loss in business due to reduced pedestrian traffic. A permanent cancellation of bus service would have harmed the Avenue even further.

But Coach USA determined that rerouting the 10 and 99s, which previously ran on a residential stretch of Palisade Avenue, would increase the overall ridership on the routes. The combined routes, which run from Manhattan to Bayonne via Journal Square, now serve Central Avenue around the clock with service every 30 minutes during business and evening hours.

continued on page 4

Private Investment and UEZ Incentives Lower Storefront Vacancy Rate on Central Avenue



"Why all the scaffolding?," shoppers may have wondered while passing by the building on 341 Central Avenue recently. The answer: owner Grace Cutri has undertaken a major renovation of the exterior of the building, in which her business, DC Travel, has been located for over 35 years. "It needed to be done," she said, noting that the building is 125 years old and features historic brickwork worthy of preservation.

Renovation is a common sight these days along Central Avenue, where many business and building owners

continued on page 7

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Message from the Board of Trustees

Dear Reader,

Hello and thank you for picking up a copy of the renewed Central Avenue News! We are pleased once again to offer you a quarterly source of news, features and information for and about the Jersey City Heights community and Central Avenue Special Improvement District (CASID).

As this issue's top headline indicates, bus service on Central Avenue has continued to be a major focus of the CASID. In July, Central Avenue was once again faced with the cancellation of the 231 bus. By the time you read this, bus routes 10 and 99s will be connecting the Avenue to Manhattan 24 hours a day, 7 days a week, vastly improving business and the quality of life for all Heights residents. We encourage you to give one of these routes a try and see where it takes you!

The changes in bus service have many supporters in our community. The CASID wishes to thank Senator Nick Sacco, Assemblyman Vincent Prieto, Mayor Jerramiah Healy and Councilman Bill Gaughan for speaking at the press conference held on August 22 to announce the new 10 and 99s routes. In addition, we would like to thank Assemblywoman Joan Quigley, the City Council, especially Councilmen Steve Lipski and Peter Brennan, and Mayor Healy's Deputy Chief of Staff Dominick Pandolfo for supporting Coach USA in their efforts to preserve service in the Heights. Finally, many thanks go out to Comcast for donating airtime for a CASID-produced television commercial to promote the Central Avenue destinations made accessible by the new routes. We are counting on these supporters' involvement as we continue fighting for areas of the Heights that are still underserved by mass transit.

The Board of Trustees would like to introduce Brittany Hopkins, the new Assistant Director of the CASID Management Corp. Brittany has a bachelor's degree in comparative literature from Smith College and recently completed a year of community service

with AmeriCorps*VISTA in Paterson, NJ. She is already hard at work publicizing the new bus service and developing content for this newsletter and the CASID website. We welcome her to the CASID family and expect that her motivation and commitment to urban communities will make her a great asset in moving Jersey City forward.

In our effort to better inform the community and the world at large about the revitalization taking place on Central Avenue, the CASID website (www.JCHeights.com) has been redesigned. We encourage you to visit and explore the many features of the new site, including a business directory, restaurant guide and event calendar, news articles, maps, SID information, resources for local businesses, and links to important government agencies and community organizations. You can even find out how to register to vote on our voter resources page!

This December, the CASID will celebrate 15 years of providing a unified voice for Central Avenue and the Heights community. A celebration of this milestone is planned for late November. Members should check our website for details and their mail for invitations. With your support, the CASID will continue to fight for progress on our main street for many more years to come.

Believe it or not, the holidays will be here in just a few short weeks, and the CASID seasonal marketing campaign will be stronger than ever this year. The article on the next page will give you all the reasons why Central Avenue is THE place to shop and enjoy the holidays! We at the CASID wish you a safe and prosperous holiday season and a happy new year.

Sincerely,

President Michael Yun and
the Board of Trustees



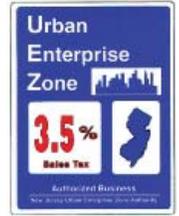
Businesses Benefit from Urban Enterprise Zone

Is your business registered with the Urban Enterprise Zone (UEZ)? If not, you're missing out on a program that could help your bottom line. The UEZ program is best known for allowing registered businesses to collect only half (3.5%) of the state sales tax on retail sales. This is a big incentive for customers to shop locally. But that's not all the UEZ has to offer. Registered businesses can also purchase business supplies and equipment tax-free. They can also receive tax credits for new hires and unemployment insurance-based awards. ALL businesses, including retailers, restaurants and service providers are now eligible for these benefits.

Money generated from the sales tax collected in the Jersey City UEZ is reinvested within the municipality. This money

helps fund police cars, CCTV cameras, building facade improvements, and all four of Jersey City's special improvement districts.

ALL businesses within the Central Avenue business district qualify for the UEZ program and are strongly encouraged to register and begin taking advantage of its many benefits today. For more information, call Roberta Farber, UEZ Director for the Jersey City Economic Development Corporation, at (201) 333-7797. For the convenience of CASID members, applications are available at the CASID Management Corp. office (366 Central Ave., Suite 201).



CASID Teams Up with Local Businesses for Holiday Promotion

It may only be October, but the Central Avenue SID is already thinking about how to make the holiday season a success for shoppers and businesses alike. New holiday-themed banners will be displayed along the Avenue this year along with the traditional decorations and lights. Shoppers are also encouraged to take

a stroll and enjoy all the special holiday window displays presented by Central Avenue businesses. And look for the new 2007-08 Central Avenue Business Directory, which will be a great resource for those trying to find the perfect gifts. Complimentary copies of the directory are available at the CASID office (366 Central Ave., Suite 201).

For member businesses, the SID is pleased to offer another holiday television commercial package, which will be filmed within the next few weeks. For more information, call the CASID office at (201) 656-1366.



One of three color banner designs that will be displayed on Central Avenue this winter.

Attention Business Owners: Rules for New Signage are Being Enforced

Planning to install a new sign or awning on your storefront? Avoid losing valuable time and money by making sure your plans are up to code BEFORE you begin work. In the past, some business owners have been fined heavily for putting up nonconforming signs whose size or design violates the municipal code that preserves the visual integrity of the business district.

The CASID is working with the City of Jersey City to enforce the current code and develop further signage guidelines and procedures that will help to improve the appearance of Central Avenue's streetscape. The section of the municipal code pertaining to signage is available on the CASID website at http://www.centralavesid.org/business-signage_code.shtml.

For a review of your signage plans, contact Nick Taylor at the Jersey City Division of Zoning at (201) 547-4452.

One Goodbye, One Hello Again for CASID Board of Trustees

As of August, longtime CASID members and Heights residents will recognize a familiar face on the CASID Board of Trustees. In accordance with the CASID bylaws, Gilbert Mendez, owner of the full service Mendez Agency (263 Central Ave.), has been appointed to a two-year term on the Board. He will fill the position left open by the retirement of Peter Gigante, who the Board of Trustees sincerely thanks for 11 years of dedicated service to Central Avenue. Mendez has done business on the Avenue for over 25 years and was among the original group of business and property owners that founded the CASID in 1992. The impact of the SID on Avenue since then has been "nothing but positive," he said. "It ensures that everyone on the Avenue makes an equal and reasonable contribution to services like street maintenance, decorations and improvements." The CASID is pleased to welcome Mr. Mendez back to the Board, and the feeling is mutual: "I want to thank the SID for reconsidering me. I'm happy to do a public service for Central Avenue and Jersey City," he said.



New Parking Procedures and Higher Rates Confuse Shoppers

Earlier this year, the Jersey City Parking Authority (JCPA) raised parking rates 33% in municipal lots. A quarter now buys 20 minutes instead of 30. The JCPA also installed a \$14,000 multi-space meter to serve 50 of the 150 spaces in the parking lot next to Burger King on Central Avenue. After several months of trying to adapt, it appears that many Central Avenue shoppers and neighbors have voted with their wheels against both the new rates and the new system, which many find confusing. A survey of the lot during business hours shows that spots regulated by the new meter are often empty, while nearby individually-metered and on-street spaces are filled

to capacity. This additional parking strain has become frustrating to many.

“This plan was supposed to create parking solutions, but it only created parking confusion,” said Michael Yun, CASID president. “The JCPA wrongly assumed that it knew what was best for Central Avenue, and its decisions undermine the efforts of the CASID and Jersey City to revitalize the business district.” In response to numerous complaints received from neighbors and shoppers, the CASID has approached JCPA about returning rates to the previous level and addressing the confusion around the new system.



The multi-space meter's location has confused many patrons of Central Avenue.

Bus, continued from page 1

“This is a positive development for local residents, Central Avenue businesses, Coach USA and Jersey City,” said CASID President Michael Yun. “The 10 and 99s will connect shoppers and commuters from Bayonne to Manhattan with all that Central Avenue has to offer.” However, Yun acknowledges that the new routes do inconvenience some riders who live along Palisade Avenue. “These routes represent a good first step, but we will continue working with the city and transit providers to ensure that all the residents of Jersey City Heights have reliable bus access in the future,” he said. The CASID is already partnering with the Riverview Neighborhood Association, Senator Nick Sacco, Assemblyman Vincent

Prieto, Union City Mayor Brian Stack, Mayor Jerramiah Healy and Councilman Bill Gaughan to call on NJ Transit for an extension of route 123, which would restore bus service to New York for Palisade Avenue residents.

But now that the 10 and 99s run through the center of the Heights, even more local residents live just minutes away from Manhattan. They can also benefit from the excellent lighting and security on Central Avenue, the convenient access to businesses, and the increased frequency of bus service. “This is great news for seniors. We don’t have to wait as long as we used to. And I’ll be able to do all my shopping on my way home from the bus stop, even if it’s late,” said Doris Stoldt, Heights resident and president of AARP Chapter 5102.

The CASID is teaming up with the Jersey City Economic Development Corporation, the Hudson County Transportation Management Association and Comcast to promote the new 10 and 99s routes to the public. The City of Jersey City is also supporting the new routes by assisting in the installation of new signage and setbacks at bus stops.

Schedules and information about the 10 and 99s are available at the CASID website, www.JCHeights.com. Printed schedules can be obtained at many Central Avenue business locations. Seniors who show a Medicare card or NJ Transit Reduced Fare Card are eligible for a 50% discount. For detailed fares and schedule updates, call Coach USA Red & Tan in Hudson County at (908) 354-3330 or visit www.coachusa.com/redandtan.



Senator Sacco, Assemblyman Prieto, Mayor Healy and Councilman Gaughan gather with CASID Board of Trustees President Michael Yun, AARP Chapter 5102 President Doris Stoldt, and Coach USA Red & Tan in Hudson County managers after the August 22 press conference.

BUSINESS SPOTLIGHT: Goehrig's Bakery

Standing in line for a morning cup of coffee and a pastry is a ritual for customers that frequent Goehrig's Bakery on the corner of Central Avenue and Congress Street. They look forward to being greeted by new owner Joe Gigante while he fills trays with delicious pastries. Peter Gigante first developed an interest in baking while cleaning dishes at local bakeries after school. He soon moved into the kitchen and started picking up valuable skills that helped him become a great baker. In 1975, Peter went into business for himself, buying Goehrig's Bakery from previous owner William Goehrig. He decided to keep the name Goehrig's because of its connection with the community, but he also renovated the bakery and added some special touches of his own to build upon the success of the business. Peter put in long hours in order to meet high standards of quality and presentation for his baked goods. He firmly believes that "hard work is key in order to run a successful business." Peter also knows the importance of being able to adapt to change. For example, he has added new products to attract residents from different ethnic backgrounds as they have moved into the Heights. Today, the bakery offers a range of baked goods, including cookies, rolls, pies, bread, pastries, sugar-free items, and traditional and ice cream cakes. All of these products are baked right on the premises.

Goehrig's Bakery is located at 475 Central Avenue and is open 7am-7pm Mon-Sat, 7am-5pm Sun.



Peter and Joe Gigante at the counter of Goehrig's Bakery.

Joe Gigante bought the business from his father in 2005 and has been improving upon what is already a successful business. Joe is trained in the culinary arts and mentors young bakers, teaching them the ins and outs of both baking and running a small business. He hopes to add another floor to the bakery building to create space for a small baking school that will ensure a supply of qualified bakers in the future. Joe also follows his father's example of community service by contributing his time to groups such as the Lions Club, which conducts fundraisers for children with disabilities. Now that the torch has been passed, it seems that Goehrig's Bakery will continue to be a staple of the Heights community for yet another generation to appreciate.

Wachovia Bank and CASID Celebrate Hispanic Community

Being a part of our community is something to celebrate! This summer, Wachovia Bank, in partnership with the Central Avenue SID and Jersey City Parking Authority, sponsored its first Hispanic Community Festival in Jersey City at 357 Central Avenue. The celebration included music provided by 93.1 Amor, refreshments, games and great giveaways. CASID Trustee Marco LoSchiavo drew the name of the grand prize winner, who took home a free TuYo cellular phone loaded with one year free service.



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.

Reminders from Street Maintenance Operation Supervisor Sookram Gokul

Please don't litter

...

Use the public wastebaskets available on Central Avenue

...

DO NOT dispose of household waste in public wastebaskets

...

Business owners must sweep their sidewalks each day upon opening



SMO staff member Kevin Tripp works to keep Central Avenue clean.

Jersey City Incinerator Authority Helpful Phone Numbers

Main Phone Number: (201) 432-4645

Dispatch (report illegally dumped garbage): x631

Bulk Waste Pickup: (201) 435-1345

Refrigerator/AC Pickup: x600

Recycling Info: x620

Neighborhood Cleanups: x620

Container Rental: x620

Graffiti removal: x634

Motor Vehicle Recovery: (201) 333-6336



SMO Supervisor Sookram Gokul offers directions to a Central Avenue shopper.

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 bulk waste pickup, call the Jersey City Incinerator Authority at the number indicated above.

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.



Private Investment, continued from page 1

are shoring up aging buildings and updating facades to attract new customers. Active construction is taking place in many storefronts that may appear at first glance to be vacant. In fact, the vacancy rate on the Avenue is only about 5%, which compares favorably with the national main street average of 10%. If property owners can maintain affordable rents, the combination of high demand and the current wave of renovations could push the Avenue's vacancy rate even lower.



The facade of Lovely Laundromat features a bright new awning.

Orlando Hernandez, a property owner on Central Avenue since 2005, is in the midst of overseeing a major renovation of his building at 391 Central. The ground

floor is already occupied by long-distance telephone and money transfer provider La Nacional, and the upper floors are being converted into 6 condominium units. Hernandez has also had work done on Lovely Laundromat, the business he owns at adjacent 389 Central Ave. Customers there now enjoy bright colors and mirrors to the interior and a new awning out front. While the permitting process has slowed the progress of the Hernandez's project, he expects all work to be completed by late 2008.

Another major construction project has transformed the former Summit Archery building on 443-445 Central Ave into a modern structure featuring three ground-floor retail spaces and residential condos on the second floor. The owner has invested \$120,000 on the exterior improvements alone and has added several novel features including in-building garage bays and a rooftop deck.

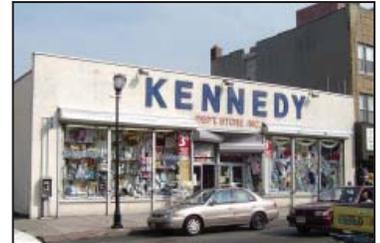


An overhaul of 443-445 Central Avenue will allow the building to accommodate three businesses as well as residents.

Other recent projects include the renovation of 372-74 Central Avenue in preparation for a new Washington Mutual bank branch, a renovated and split storefront for 304 Central Avenue, home of Sparkle Cleaners, an overhaul of 277 Central Avenue, and a new interior and glass storefront for 410-412 Central Avenue.

While much of the investment in these properties has been privately funded, many businesses on Central Avenue have taken advantage of their eligibility for facade improvement matching grants from the Jersey City Urban Enterprise Zone (UEZ) program. With one of these grants, every dollar up to \$20,000 that a pre-approved applicant spends on improving the signage or other exterior features of a building gets matched with UEZ funds. Many Central Avenue businesses have participated in grant program, which provides a strong incentive for owners to invest their own funds in the improvement of the Central Avenue streetscape.

The impact of private investment combined with the UEZ matching grants on Central Avenue has been "huge," said Roberta Farber, UEZ Coordinator for the Jersey City Economic Development Corp. For example, business is up at Kennedy Department Store, which received an \$20,000 matching grant for a facade improvement project that was completed in 2006. "It was a lot of work and a lot of effort, but we couldn't have done it without them," said Kennedy's owner about the role of UEZ assistance in the project.



Before and after: the facade of Kennedy Department Store

Although major renovations involve a much more intensive investment of money and time than facade improvements, they too can pay off for building owners seeking to attract new tenants or even buyers. In the short term, local business owners hope that the renovations of their buildings will bring more shoppers to the area. But their investments will also pay off by attracting new businesses and residents that will follow their lead and invest in Central Avenue for the long haul.

For more information about available commercial space and real estate on Central Avenue, including newly renovated properties, visit www.JCHeights.com or contact the CASID office at (201) 656-1366.



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**In This
Issue of
the Central
Avenue
News:**

Bus Routes 10 and 99s Link Central Ave. to NYC (Port Authority), Journal Square and Bayonne, Private Investment and UEZ Incentives Lower Storefront Vacancy Rate on Central Avenue, Businesses Benefit from Urban Enterprise Zone, CASID Teams Up with Local Businesses for Holiday Promotion, Business Owners: Save Money on Signage, One Goodbye, One Hello Again for CASID Board of Trustees, New Parking Procedures and Higher Rates Confuse Shoppers, CASID Celebrates 15th Anniversary, Business Spotlight: Goehrig's Bakery, Wachovia Bank and CASID Celebrate Hispanic Community

WELCOME NEW CENTRAL AVENUE BUSINESSES!



Infinity Financial Resources
279 Central Ave.
(201) 876-8940



El Portal Paisa
431 Central Ave.
(201) 792-0770



Blue Powder
451 Central Ave.
(201) 459-0039



La Nacional
391 Central Ave.
(201) 420-1496



Kimo's Fine Seafood Cuisine
449 Central Ave.
(201) 420-9200

NEW BUSINESSES WANTED!

For a list of available commercial spaces on Central Avenue, visit www.JCHeights.com.